Introduction

STIX is a publishing and discovery platform for Web3 cultural content.

It is an easy-to-use tool for creators from diverse communities in crypto to mint and publish User-Generated Content in the form of stickers that can be used in messenger apps like Telegram or Whatsapp.

Through recurring competitions on the STIX platform, top performing UGC content receives promotional support on the Web2 mobile platform Stickerly - one of the world's largest UGC sticker publishing platforms with over 400 million lifetime users and around 30 million monthly active users - so that these Web3 UGC stickers are visible to global mainstream audiences. The creators behind the winning stickers for each round of the recurring competitions on STIX also receive on-chain rewards in the form of STIX tokens.

For users who are not creators, STIX serves as a UGC aggregation platform where they can continually discover new stickers and memes relating to various crypto communities ranging from memecoins to NFTs and more. By enabling these users to not only discover new UGC content but also vote on which content (stickers) they prefer, STIX empowers the wider Web3 community to curate which UGC content is boosted on the STIX and Stickerly platforms. Furthermore, users who participate in the selection of winning stickers via voting also win on-chain rewards along with the winning creators, adding further incentive to participate in this curation process.

For crypto community leaders, STIX presents a unique value proposition in promoting their communities best content to Stickerly's web2 audience. By leveraging dedicated space within the Web2 Stickerly platform reserved for showcasing winning stickers, STIX functions as a community marketing tool for crowdsourcing viral UGC to promote

Web3 communities or brands to a large global audience. Moreover, the on-chain element of STIX ensures that the aggregated content is not lost, and that there are community incentives for continually creating new content.

In a closed beta competition held in late September of 2024, the STIX team has already collaborated with the following top crypto projects to confirm the product flow and value proposition to Web3 communities.

Product

This section outlines the early parameters for the STIX product, in which the platform's development and use cases will be driven by user feedback/activities and partnerships (see Roadmap).

There are 2 primary user types for the initial version of the STIX platform:

- **Creators** - people who want to promote or express associations with various crypto projects in the form of NFT stickers, earning rewards in the process.

- **Voters** - users who participate in voting to select winning memes and to curate the STIX platform, earning rewards in the process.

The initial version of STIX will feature a whitelisting process for crypto projects that Creators want to mint NFT stickers for. This is to ensure that scams or fraudulent projects do not get access to STIX users and cause damage. Once projects are identified and whitelisted, Creators can mint sticker NFTs for such projects, ranging from memecoins to NFTs.

User voting happens in designated cycles of fixed durations. Once a cycle (or round) of voting is completed, winners are then selected based on the number of votes received per sticker. Voters need to commit STIX tokens in order to vote, and these tokens are locked in the competition's smart contract and contribute to the cycle's prize pool. The prize pool is comprised of A) the STIX tokens committed by Voters and B) a weekly unlock of Vote-to-Earn rewards contributed to the prize pool by the STIX platform. The rewards in each cycle will be distributed to the winning Creators and Voters pro-rata, based on number of votes committed by a given Voter to the winning Creators. The distribution ratio between Creators and Voters are subject to updates based on community feedback.

Web2 and Web3 Crossover

Over time, STIX will offer STIX incentives to non-crypto native users of Stickerly - over two million daily users and around 30 million monthly users - allowing them to participate as Voters. With the right product design updates, it is a desired outcome that a non-crypto native user that uses Stickerly becomes interested in crypto projects promoted on STIX. This originally non-crypto native user could join the community of said crypto project and start participating in STIX as a Creator or Voter.

Benefits for Crypto Projects

The STIX platform empowers its two main user profiles, Creators and Voters, to promote the projects they love. But a third profile who benefits from STIX is the crypto project or community even if they do not directly participate in STIX.

As mentioned above, the winning stickers on STIX receive highly desired real estate within the Web2 Stickerly platform. This provides visibility to the millions of daily active users on Stickerly that can download and use the winning stickers in Telegram or Whatsapp. This is in addition to the crypto-native audiences that will use stickers on STIX out of passionate attachment to said crypto projects. Effectively, STIX serves as a marketing platform for memecoins, NFTs - and later projects in other sectors such as gaming - to gain exposure to wider mainstream markets. As STIX tokens will be distributed to said wider mainstream audiences as part of regular incentive emissions, there is a natural formation of new liquidity entering STIX to participate and speculate on memecoins.

Roadmap

As the product develops, the STIX platform will feature:

- Social logins - giving users the ability to participate in STIX without needing a web3 wallet

- Messaging and social platforms: integrating STIX memestickers into more social platforms, both Web2 and upcoming Web3 projects

- Permissionless memecoin listings: eventually making the listing process permissionless so any memecoin project and community can start to participate

- Category expansion: going beyond memecoins and offering same model to NFT projects, GameFi projects, DeFi projects, etc

Team

The team behind STIX is a multinational collective of several teams with many years of experience in engineering and product design in the crypto sector. Leading the collective is the ZTX team, which has successful experience in connecting a large global Web2 platform to a Web3 ecosystem. Others include teams with deep experience across defi, NFTs, memecoins, and other consumer dapps.
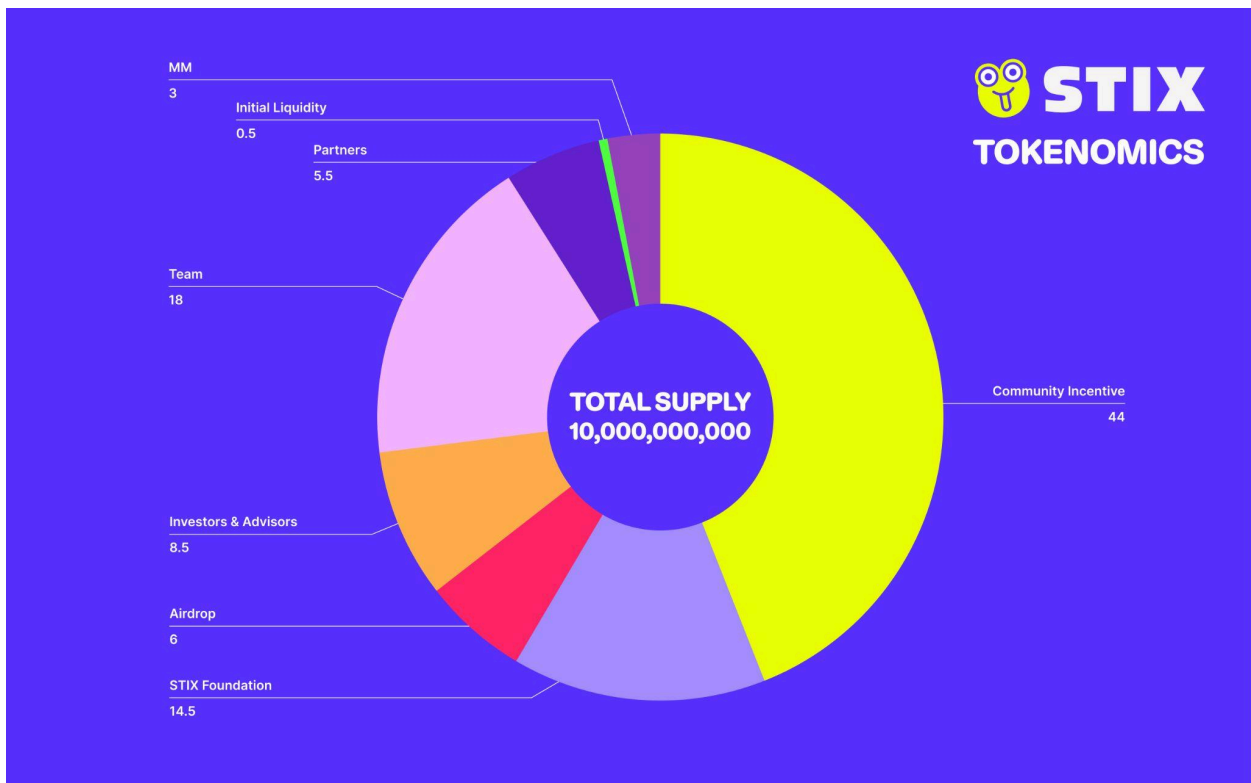
Tokenomics

STIX Token Details

The **STIX token ($STIX)** is the governance token of STIX, which will power the decision-making process and community around this new ecosystem.

There are also considerations for a liquid staking derivative of $STIX for more efficient token utility.

Total $STIX Supply: 10,000,000,000

Token Generation Event: November 2024

Tokenomics:

$STIX Distribution	Quantity	%	Unlock Notes
Investors & Advisors	850,000,000	8.50%	1 month cliff, 6mo vesting
Team	1,800,000,000	18.00%	1 month cliff, 6mo vesting
Partners	550,000,000	5.50%	6 months cliff, 2yrs vesting

Initial liquidity	50,000,000	0.50%	Immediate
MM	300,000,000	3.00%	Immediate
Community Incentives	4,400,000,000	44.00%	Immediate, 1yr vesting
STIX Foundation	1,450,000,000	14.50%	Immediate, 1yr vesting
Airdrop	600,000,000	6.00%	3% at TGE, remainder by end of month 1
Total	10,000,000,000	100.00%	