



Phoenix Defi Finance

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ABSTRACT

Phoenix DeFi Finance was created with the sole purpose of maximizing investment in a secure and sustainable ecosystem. Built on Binance Smart Chain(BSC) and the concept of decentralized finance, users will have the opportunity to generate profit while holding the Phoenix Token (PNIX).

All wallets holding PHOENIX DEFI FINANCE tokens automatically and permanently take part in the earning process. Simply put, interest rate will accumulate overtime with every duration, offering a whole new experience in savings and investment.

Specifically tailored to meet the demand of the investment market, Phoenix DeFi Finance mission is to eliminate the bureaucratic interference between users and the financial system, driving up liquidity in an illiquid environment while inculcating the culture of savings in the blockchain industry.

CURRENT PROBLEMS

Over the past few months, decentralized finance has grown tremendously in the blockchain industry. Creating a whole new experience in Fintech. The trend gave rise to companies offering various financial products such as lending, staking, savings etc. However, there is still need for a robust means of investment.

Results from deadcoins.com catalog, record a significant number of dead projects over a short period of time. 2017 marked the beginning of these dead projects, with a higher percentage falling under the investment and savings niche. The proliferation of which culminated in the loss of interest in the investment segment.

Additionally, most of these projects have inferior liquidity, outrageous high yield of investment, and unrealistic concept. There's an urgent need to address the dramatic decline of interest in the investment segment while eliminating the risk factors associated with the industry. Phoenix DeFi Finance's objective is to narrow down these risk factors to a minimum level, incentivizing the investment ecosystem and creating a new breed of investors. Using a strategic approach that will lead to immense growth in the investment segment

Lack of standardization

Currently, the blockchain industry lacks the capability of communicating seamlessly with other chains in the same network. Over 6,500 projects are leveraging a variety of mostly standalone blockchain systems with different protocols. The result is one gigantic network in disarray. Hence there's a need for a standardized formula that will enable the smooth communication between networks in the blockchain industry

Also, the lack of uniformity across the network leads to inconsistency, taking away basic processes like security, which is one of the factors that affects the drive for mass adoption

The mass adoption of blockchain will come down to how different networks in blockchain interact with one another and the concept by which they do that seamlessly is called interoperability.

In order to efficiently get rid of intermediaries or third parties, it is important for blockchain interoperability to fully be utilized. The elimination of intermediaries is one of the key concepts why blockchain was built in the first place, putting that in check will uphold that concept. The ability of different networks to communicate with each other in a decentralized system will thus go a long way to fully realize the potential of the blockchain industry.

SPEED

The nature of blockchain is complex, encrypted which affects the speed of the network. Speed, a critical aspect that will help to mass adoption is quite slow in the blockchain industry. The traditional fintech industry is much faster with brands like Visa recording 1,700 transactions per second.

Consequently, with the number of users increasing, transactions become much slower to process. Blockchain transactions can take from seconds to hours to process, a challenge that makes mass adoption far-fetched, restricting more users from utilizing the technology.

HIGH FEE

The problem of network congestion has been indicated as the main cause of high gas fees. The transaction fees of blockchain are high, attributed to the bitcoin block size which is about 1MB. What this means is that miners can only process or confirm 1MB bitcoin block worth of transactions per minute.

When transactions are lined up, blockchain miners will choose that which far exceeds what will fit in one block due to the high transaction fee attached to it. Simply put, as demands get higher than supply, miners will seek transactions with higher fees as a priority before considering low fee transactions.

The disparity in transactions and with the increase in the number of users, delays and backlogs of transactions becomes unavoidable, skyrocketing the fees to an all-time high.

DECENTRALIZED FINANCE

Over the past few months, decentralized finance has grown tremendously in the blockchain industry. Creating a whole new experience in Fintech. The trend gave rise to companies offering various financial products such as lending, staking, savings, etc

DeFi is built to encompass all the advantages of a financial institution without any intermediaries which are predominant in centralized financial institutions. Intermediaries such as banks, insurances are now being operated by the powerhouse known as a smart contract.

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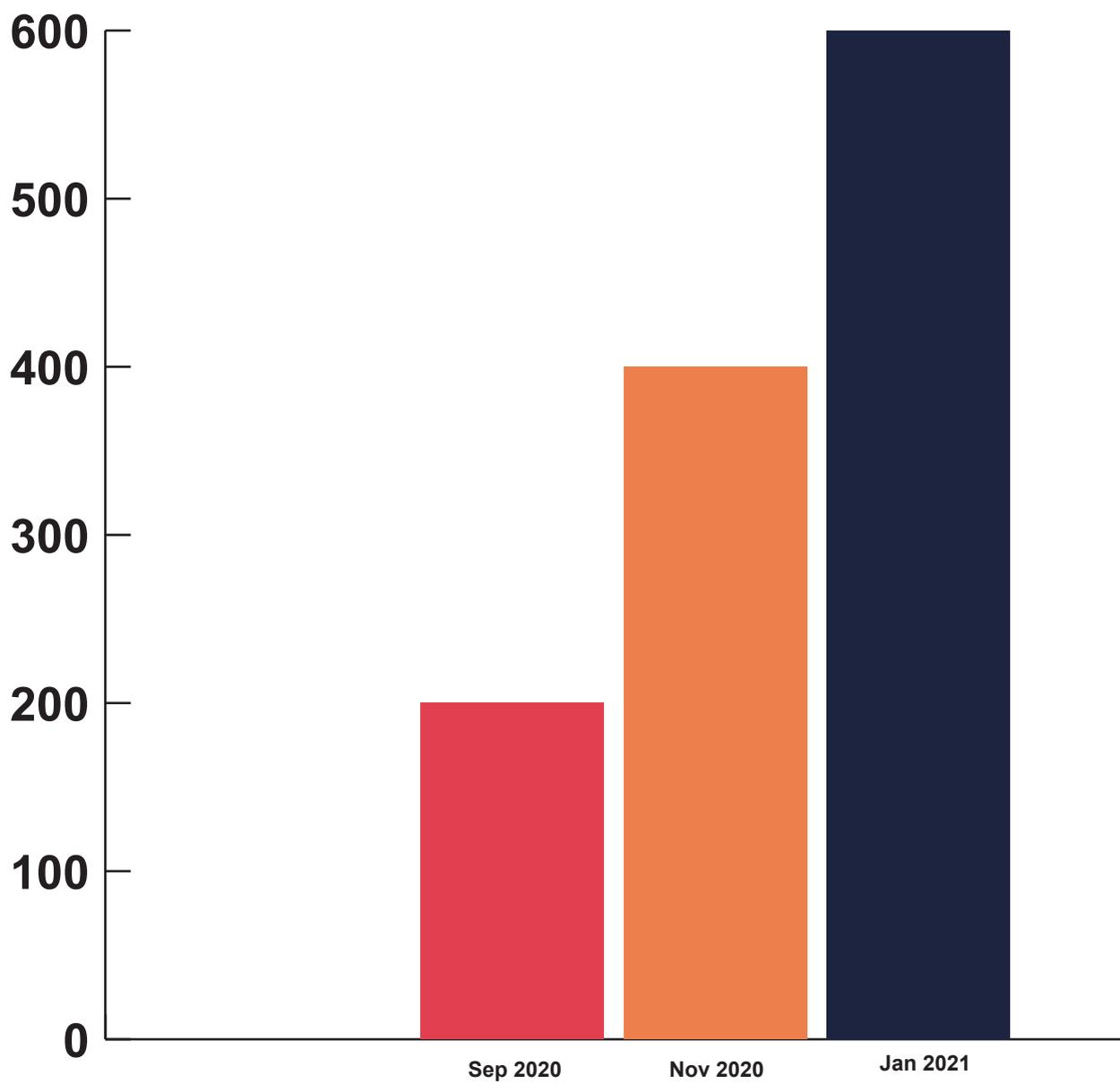
DeFi is built to encompass all the advantages of a financial institution without any intermediaries which are predominant in centralized financial institutions. Intermediaries such as banks, insurances are now being operated by the powerhouse known as a smart contract

Smart contracts refer to applications that are stored on a blockchain and executed in parallel by a large set of validators. The code and the agreements contained within exist across a distributed, decentralized blockchain network. Also, they can store cryptocurrency assets and assuming the role of a custodian, with entirely customizable settings that define how, when, and to whom these assets can be released. This allows for a large variety of novel applications and flourishing ecosystems.

DeFi still is a niche market with relatively low volumes, however, DeFi applications seek to fulfill the services found in traditional financial institutions but with a different approach and its completely permissionless, global, and transparent

The average traditional bank products is streamlined to fit specific customers, cutting out others from tapping into the benefits associated with such financial products. Most Traditional banking systems offer zero interest rates on savings accounts, not to mention how difficult it is for users to exploit other financial services that fit their needs. This is a result of the restrictions associated with the global financial system.

Illustration 1: More than \$750 million in fees have been paid to decentralized finance protocols



BINANCE SMART CHAIN

Even though DeFi has captured a large portion of assets in the crypto market, there is still a huge market that is still left. Less than 3% of the total crypto market capitalization still have their assets outside the DeFi environment. Some of the reasons for this low patronage are attributed to inefficient cross-chain interoperability.

Binance smart chain (BSC) was launched to match the exponential revolution made possible by the introduction of DeFi. BSC has offered developers and the entire crypto community a new way of interacting with the industry, providing enhanced cross-chain interoperability that increases DeFi interoperability, increased smart contract support, and cheap transaction fees. Binance Smart Chain is built with a double chain architecture, which makes it feasible for users to enjoy the smooth transferring of assets from one blockchain to another.

Interoperability is one of the key characteristics held in high regard by the heralds of DeFi, and Binance Smart Chain is at the forefront of making this become a reality.

Since its introduction in April 2020, the BSC community has experienced a rise in the demand for its technology, ushering in a new era in the blockchain community. With the introduction of Proof of Stack Authority (PoSA) the entire crypto space will benefit from an all-new high-performance system offered by BSC.

Most DeFi applications involve loads of transactions, which incur fees at every transaction. This makes blockchain fees a very important factor to consider before choosing a blockchain protocol.

Binance Smart Chain and Ethereum are two of the most common blockchains used by DeFi projects. But with the recent hike in fees, users find it uncomfortable performing transactions, this is specifically related to the ethereum network. On the contrary, BSC transaction fee is less and far more reasonable than the ethereum network, providing a cost-efficient means for users

PHOENIX ECOSYSTEM

The investment and savings niche is usually affected by the volatility of the market, hence the need for Phoenix DeFi Finance to utilize the token burn system. A token burn is a strategy that many cryptocurrency projects use to influence the price of their token.

The Phoenix ecosystem will burn 1% of their token distribution while applying a burn fee that will be controlled and adjusted to control the price. These measures will help create a stable ecosystem, financially viable, that will meet the demand of users.

A stable economy will boost the viability of the ecosystem. When the price of PNIX increases, the percentage of the burn fee will increase as well, increasing the deflation, helping the price while giving Phoenix an edge over competitors.

Also when the price of PNIX decreases, the percentage of the burn fee will decrease, increasing the yield distribution towards token holders to help cover the losses.

Additionally, the rewards of holders are streamlined to exclude exchange wallets from partaking in the incentivization process. With that in place, only PNIX holders will be rewarded from the distribution process. These will increase the number of holders in the ecosystem, driving up the value of the token.

This will create a self-sufficient platform, a vibrant ecosystem that rewards stakers with tokens, increase in liquidity with a mechanism to help stabilize the value, giving value to investors, thus building a new kind of system, setting the pace in the savings and investment niche

PRODUCT OVERVIEW

Phoenix DeFi Finance is a focus-based project with many products that will be released in different phases. Aimed at crypto users, some of its products will support high yield farming and much more

HIGH YIELD FARMING

The era of DeFi gave rise to various financial ideas. One of such is yield farming, a new way of earning rewards through the use of cryptocurrency. This is made possible through the use of permissionless liquidity protocols. It allows crypto enthusiasts to earn passive income in a decentralized economy.

Phoenix DeFi Finance will provide its users with high return yield farming in a way that will generate rewards with cryptocurrency holdings. The robust cross-chain interoperability offered by BSC will enable Phoenix DeFi Finance to run on other blockchains that support smart contract capabilities.

LOTTERY AND NFT ECOSYSTEM

NFT stands for a non-fungible token, If something is defined as non-fungible, it means it has unique properties so it cannot be interchanged with something else. The wave of NFT is currently sweeping across the blockchain industry, famously gaining popularity in the gaming and collectible space

However, the use cases for NFTs stretch far beyond gaming and collectibles. In fact, developers are creating entire virtual worlds using NFTs, and Phoenix DeFi Finance is still very much in the early stages of adoption.

Additionally, NFTs can be used in a wide variety of sectors, from the art industry, gaming, music, fashion, and much more but a lot of the current excitement is around using the tech to sell digital art.

Phoenix DeFi Finance is focused on online collectibles NFT, such as the much-loved CryptoKitties, whose popularity congested the Ethereum network at its peak in 2017.

CryptoKitties are unique digital kittens that can be bred to make more unique kitties, with certain characteristics deemed more favorable than others (such as eye color or fur pattern).

PHOENIX TOKEN

Phoenix DeFi Finance token is known as PNIX, it is a next-generation reflective deflationary protocol built on Binance Smart Chain (BSC).

PNIX token is capable of gasless instant yield generation. This means that holders can generate yield just by holding the token in their wallet, without any further action required.

TOKEN DISTRIBUTION

Total supply: **50,000,000 PNIX**

ALLOCATION OF FUNDS

- 10% Seed Investors
- 24%-Presale
- 30%-Public Sale
- 20%-List Julswap
- 6% Founder & Dev fund
- 10% Air drop, marketing, burn

Private sale: 80% token sold within the stipulated timeframe.

Public Sale: 100% token sold within 12hours.

Burn rate: 1% on every transaction done

Developer rate: No developer rate

The burn rate is used to fund rewards after the period and is active on all transfers except from/to the staking pool(soo). Because of the limited total supply and no minting capabilities we have a deflationary token system with a constant reward amount per day - this will balance out the inflation on a longer basis and provide long-term value to the token.

- A 1.5% fee is charged for each transaction done with the PNIX Token.
- 0.5% will be BURNED forever
- 1% will be redistributed back to all token holders

BURN FEE IS ADJUSTABLE

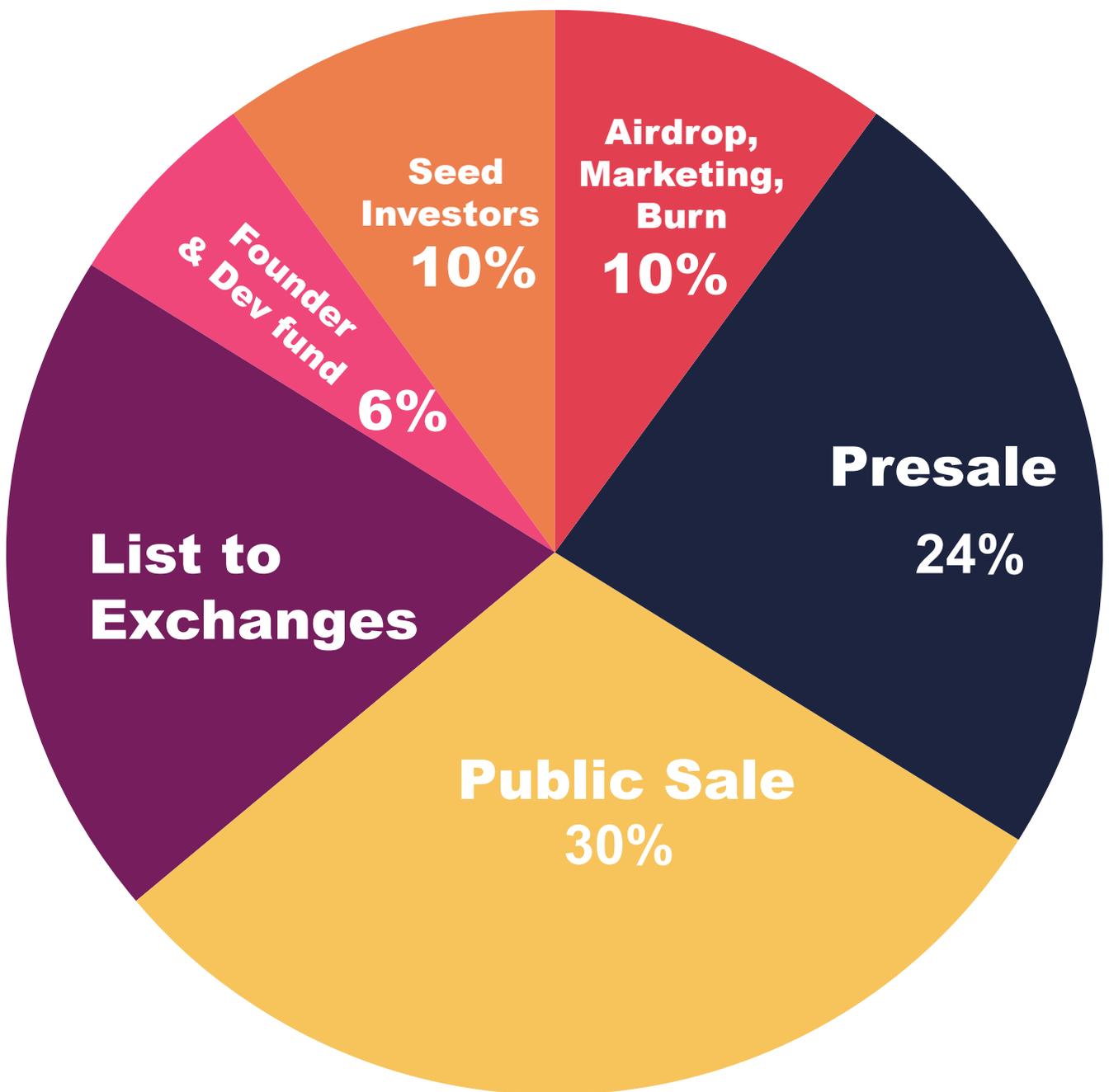
Burn fee applied to transactions ranges will be control and adjusted to make the price stable.

When the price of PNIX increases, the percentage of the burn fee will increase as well,

increasing the deflation while building up the price

- When the price of PNIX decreases, the percentage of the burn fee will decrease, increasing the yield distribution towards token holders to help to cover the losses.

TOKEN DISTRIBUTION



ROADMAP

March 2021



Launch gasless instant yield generation platform on BSC. This yield platform will be able to give fixed interest for lenders and holders even in a Volatile Market.

List PNIX on Hotbit Exchange, JulswapSwap, coinmarketcap.com, coingecko.com, and get Audited.

April 2021



Launch high return yield aggregator for farming pools on BSC. We are your go-to yield farm running on Binance Smart Chain and Julswap-swap exchange, with lots of other features that let you earn tokens.

May 2021

Launch layered yield farming on BSC like GooseDefi.com



June 2021

Phoenix Exchange (AMM like Julswap-Swap)



Aug 2021

Lottery & NFT Ecosystem: Mint, trade, and more



July 2021

Phoenix IDO (work with other projects)



Sep 2021

NFT-based Gamification: Complete tasks, level up etc. to earn NFTs

