

FlexMatrix

Official White Paper

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What is FlexMatrix?

FlexMatrix is a hyper-deflationary token, written as a smart contract on the Binance Smart Chain Network or “BSC Net.” The FlexMatrix token offers unique tokenomics, providing solutions addressing problems within the Binance Smart Chain Network.

FlexMatrix will be traded on Pancakeswap and paired with BNB, BBT and UGN.

Prior to the presale the smart contract will be audited by Techrate and Quillaudits and the reports made viewable to the public.

FlexMatrix Token Goals

- Rewarding investors over time for holding via BNB, generating passive income.
- Rewarding holders through a combination of rules, time parameters, and transaction percentages.
 - o This system deters bots, swing trades, and anti-whale protection, while simultaneously rewarding holders with higher returns when these trades occur via higher transaction tax.
- Automatic reflections of collected tax fees are rewarded back to the holder through every transaction (varying: between 3% and 18.6%).
 - o Investors consistently receive extra tokens the longer they hold, rewarding investors with a rare opportunity to grow their financial investment for FREE.
- Creating and implementing an exceedingly well funded wallet to effectively use the BuyBack Mechanism (varying: between 6% and 21.6%)
- Establishing an increasing price floor by adding up to 15.6% of every sale to the Liquidity Pool (LP).
- Improving the automatic BuyBack & Burn Mechanism (nicknamed: “BB&B”)
- Distributing portions of tax fees to:
 - o BNB dividend to holders
 - o A secondary team wallet
 - o A secondary marketing wallet
 - o Reflection to its holders

How Token Goals Will Be Achieved

- Running a multi-level advertising platform that implements a token voting system – 100% of revenue is directed to \$FMX and divided to:
 - o 50% to Liquidity
 - o 30% to BuyBack Wallet
 - o 20% to Secondary Marketing Wallet
- **Division of taxation can be referenced in Appendix 1.**
- **A 6% tax** occurs on every buy order and is added to the Marketing and BuyBack&Burn Wallets for 1% and 5% respective.
- **A 12% tax** occurs on every sell order
- **A 32% maximum anti-whale-sell tax (“ABS Tax”)** is only applied to a transaction of **0.01% or greater** of total supply.
 - o An ABS tax **does not** apply to any transaction **less than 0.01%** of total supply.
 - o *See full overview listed in the scheme in Appendix 1.*

- **A 20% maximum “Non-Hodl” tax** applies if \$FMX is sold within 7 days (168 hours) or less of being purchased. Holding \$FMX longer than 7 days (168 hours+) results in a zero “Non-Hodl” tax to reward hodlers.
 - o See full overview listed in the scheme in Appendix 1.
- The BuyBack&Burn Mechanism (“BB&B”) automatically buys \$FMX by selling BNB. The tokens bought are automatically burned, decreasing the total available supply, creating scarcity over time.
- An AirDrop Program rewarding investors who hold with free tokens. The Airdrop Program airdrops 1% or a total of 12,500,000 \$FMX tokens to all holders in 3 4-week stages, over the course of 12 weeks total.
 - o During the airdrop stages, tokens are automatically transferred to holders.
 - o See full overview of the Holders Reward Program is listed in Appendix 2.

Security and Stability

\$FMX will be paired to BNB, BBT and UGN. This method of pairing allows the token to maintain independence from BNB, by pairing a portion of liquidity to BBT, and UGN, which are currently paired to more than 50% of stable coins.

FlexMatrixs’ source code and unique tokenomics approach has been developed completely in-house from the ground up.

To ensure that every investment is guaranteed 100% safe, the smart contract is audited by Techrate and Quillaudits, prior to the start of the presale via DXsale. To add to the investors’ security, a KYC procedure is done by the team. Additional audits will be applied for in the future.

Marketing

There will be weekly sweepstakes for at least a minimum of 25 weeks, during which participants can earn free \$FMX tokens. Any user can participate for free to earn free tokens (no strings attached). At launch, a wallet completely under contract control will be deposited with 12.5 million tokens that will automatically interact with Sweepstakes/Giveaways as they occur over time.

- o The contract code knows exactly how/when to transfer the weekly number of tokens to the corresponding airdrop wallet(s).
- o Winners receive their tokens – free of taxation – via airdrop.

But that is not all!

FlexMatrixs’ Sweepstakes Giveaway is the best chance ever to get that money to buy your dream Lambo!

After reaching preset Market Caps, but no earlier than every 5 weeks of Sweepstakes/Giveaways, there will be a **Grand Prize Draw!**

Total monetary value of these prize draws:

At reaching MC**	Required total entries	Req. Eligible sweepstakes	1st prize	2nd prize	3rd-5th prize
100M\$	Min. 240	Min. 3 of 5	\$150,000	\$15,000	\$5,000-\$1,500
250M\$	Min. 240	Min. 3 of 5	\$300,000	\$30,000	\$10,000-\$3,000
500M\$	Min. 240	Min. 3 of 5	\$425,000	\$42,500	\$15,000-\$7,500
750M\$	Min. 240	Min. 3 of 5	\$625,000	\$62,500	\$35,000-\$10,000
1000M\$	Min. 240	Min. 3 of 5	\$825,000	\$82,500	\$45,000-\$15,000

**The prize drawings illustrated in the above table are marketed as “Lambo” prize draws.

Any participant eligible for a drawing will receive 10% of the previous drawing if that participant was eligible for that prize draw, in addition to entries for the drawing. FlexMatrix believes that the hard work of all its’ participants should not go un-rewarded and this ideal has led FlexMatrix to reward its’ participants with extra entries for the prize draw.

Once a \$1 Billion Market Cap is reached, there are 4 additional prize drawings possible. The tokens for these drawings are held in reserve at the launch of FlexMatrix. The GiveAway/Sweepstakes/Promotions & Prize Draws will continue for up to a maximum of 1 year.

2 Additional prize draws have been added because of community suggestions.

At reaching a marketcap of 25M\$ entrants that have reached 160 entries minimum will be included.

At reaching a marketcap of 50M\$ entrants that have reached 180 entries minimum will be included.

FlexMatrix combines multiple competitive marketing strategies. The key strategy is the massive amount of advertising generated from its’ Sweepstakes, Giveaways, and Prize Draws, along with the automated BuyBack&Burn Mechanism. This key marketing strategy will be combined with other marketing efforts directed towards web advertisements, celebrity/influencers, posts to social media channels and professional grade content such as: graphics, videos and voice-overs, etc.

This innovative method of attracting numerous potential investors is supported by FlexMatrix’s utility: the FlexMatrix token votes and ads website.

Tokenomics

Total Supply at Launch:	1,250,000,000 \$FMX
Sold via Private Presale:	62,500,000 \$FMX (5%, @ 0.000002304BNB/token)
Sold via DXsale Presale:	62,500,000 \$FMX (5%, @ 0.000002560BNB/token)
LP via DXsale Presale (BNB):	3.4% of Tokens, 51% of Presale
LP in BBT and UGN (from DXsale presale):	1.6% of Tokens, 24% of Presale
Team Wallet:	2%
Marketing Wallets (12 pcs):	2% Total
Airdrop Wallets (2 pcs):	11% Total
Available for Sale at Launch:	70% of Total Supply

Liquidity

The liquidity paired to BNB is locked via DXsale for 4 months.

The liquidity paired to BBT and UGN is locked for 4 months as well.

Liquidity is divided 62.5/37.5 between the set of pairings.

Extra or multiple pairings may occur, but the total LP will be 120 BNB total.

Buyback Wallet

If at any given moment in time the balance of the buyback wallet drops below the balance of the 2nd Marketing wallet, 20% of the marketing wallet (rounded down per 10BNB) will be transferred to the BuyBack wallet.

Team and marketing wallets locked

Both the Team wallets and the Marketing wallets are locked under contract and automatically transferred (incurring no taxation) to Secondary wallets that are free for use. The amount of the transfer equals 10% of the balance per week (7 days/168 hours). At predefined market caps, portions of the team wallet can be transferred to the BuyBack wallet.

The 11 'Lambo' wallets will be automatically sold for USDT in 5 separate 20% sells when the predetermined market caps are reached and maintained for a minimum of 20 minutes.

Voting System (wallet-holder based)

The voting system implemented is unlike any other project and unique only to FlexMatrix. It integrates intra-day token analysis and extra token measuring metrics. Voting is wallet-holder based and requires a determined percentage (set by the team) of circulating supply before a vote is issued to holders. Once the vote is concluded, the change will be accepted and executed.

Contract Ownership

The contract ownership will be renounced after the team has finely tuned the BB&B Mechanism and a public voting system is made available to control the BB&B Mechanism remotely.

Second Utility

The most effective way to acquire optimal traffic for advertising a token is to utilize current relevant information targeted for specific telegram channels and social media outlets.

Targeting relevant groups and social media outlets will create a surge of traffic to the advertising website with a built-in voting system that strategically connects users to a specific website i.e FlexMatrix, telegram channel or other social media platforms to view and join.

In the beginning, there is no revenue (unknown name/brand), but as time progresses, revenues will increase. The revenue for this utility will be in line with the current ads site, or slightly less.

100% of revenue is directed to \$FMX and divided to:

- 50% to Liquidity
- 30% to BuyBack Wallet
- 20% to Secondary Marketing Wallet

Roadmap

- 05 – 2021
 - Develop FlexMatrix token and tokenomics
- 06 - 2021
 - Develop the BB&B mechanism
- 07 - 2021
 - Prepare the FlexMatrix smart contract
 - Website design (general)
 - Publish the White Paper and the roadmap
 - Start marketing
- 08 - 2021
 - Complete the private sale
 - Setup all social media platforms
 - Partner up with BBT through the Alliance Protocol
 - Contract audit by Techrate and Quillaudits
- 09 - 2021
 - Conclude the KYC process for DXsale
 - Complete the presale through DXsale
 - Lock the FMX/BNB pairings through DXsale
 - Complete the FMX/BBT-UGN pairing and lock
 - Launch FlexMatrix on Pancakeswap
 - Launch new website with token ads, token data and voting
 - Have 3-4 sweepstakes
 - Reach 25M MC and 50M MC and have 2 extra prize drawings
- Q4 – 2021
 - Reach 100M MC, 250M MC and 500M MC and have 3 prize draws
 - Issue 3 airdrop event to holders
 - Introduce the voting mechanism to control the BB&B system remotely
- Q1 – 2022 and on
 - Reach 750M MC and 1,000M MC and have 2 prize draws
 - Continue to increase the value of \$FMX through ad revenues
 - Change the revenue distribution to direct BNB distribution to holders



Appendix 1: Distribution of Taxation

Buy tokens:

6% taxation

1% Reflected back in BNB to Marketingwallet2
5% Reflected back in BNB to BuyBack Wallet

Sell tokens:

Part 1, always:

12% always, distributed to:

1% towards Teamwallet2 (in BNB)
2% towards BNB Dividend
3% towards Reflection
6% towards BuyBack Wallet (in BNB)

Part 2, anti-big-sales (ABS) penalty taxation (no limit to sell):

If current balance in wallet is <0.01% of Total Supply	- No ABS tax
If current balance in wallet is <0.05% of Total Supply:	- if sale is <20% of balance, no ABS tax. - If sale is 20-50% of balance, 6% ABS tax. - If sale is 50+% of balance, 12% ABS tax
If current balance in wallet is 0.05-0.1% of Total Supply:	- if sale is <15% of balance, no ABS tax. - If sale is 15-40% of balance, 8% ABS tax. - If sale is 40+% of balance, 16% ABS tax
If current balance in wallet is 0.1-0.25% of Total Supply:	- if sale is <10% of balance, no ABS tax. - If sale is 10-30% of balance, 10% ABS tax. - If sale is 30+% of balance, 20% ABS tax
If current balance in wallet is 0.25-0.5% of Total Supply:	- if sale is <7% of balance, no ABS tax. - If sale is 7-25% of balance, 12% ABS tax. - If sale is 25+% of balance, 24% ABS tax
If current balance in wallet is 0.5-1% of Total Supply:	- if sale is <5% of balance, no ABS tax. - If sale is 5-20% of balance, 14% ABS tax. - If sale is 20+% of balance, 28% ABS tax
If current balance in wallet is >=1% of Total Supply:	- if sale is <5% of balance, no ABS tax. - If sale is 5-15% of balance, 16% ABS tax. - If sale is 15+% of balance, 32% ABS tax

Part 3, anti-bot and anti-swing trading penalty taxation (no time limit to sales)

Basis: Check for the last buy transaction time stamp for the token in wallet. If the last buy is:

- | | |
|----------------------------------|------------------|
| - Less than 24 hours earlier: | 20% Non-hold Tax |
| - From 24-48 hours earlier: | 15% Non-hold Tax |
| - From 48-96 hours earlier: | 12% Non-hold Tax |
| - From 96-168 hours earlier: | 8% Non-hold Tax |
| - Longer than 168 hours earlier: | No Non-hold Tax |

The total of ABS and Non-hold tax is divided into:

10% Marketingwallet2 (in BNB)
30% Reflection (in token)
30% Liquidity (all pairs)
30% Buyback wallet (in BNB)

Appendix 2: Holders Reward – Airdrop Program

In order to get investors actively involved, the team created a system that rewards holders for the first 12 weeks.

A total of 12,500,000 \$FMX tokens will be airdropped in 3 stages (taxation does NOT apply).

First Stage: 2,083,333 \$FMX tokens

Second Stage: 4,166,667 \$FMX tokens

Third Stage: 6,250,000 \$FMX tokens

How does it work?

Starting on Launch day, 00:00GMT every transaction will be recorded against the \$USD value registered.

Launchday+27, 24:00GMT the balance will be made for all wallets having txs in those 4 weeks.

Launchday+55, 24:00GMT the balance will be made for all wallets having txs in those 8 weeks.

Launchday+83, 24:00GMT the balance will be made for all wallets having txs in those 12 weeks.

Why the \$USD value, and not the \$FMX FlexMatrix amount is used:

Using \$USD value allows for everything to be completely fair. The earlier you buy, the more \$FMX you receive per \$USD. Early investors earn more \$USD value over time from future transactions and reflection back to holders.

Implementing this method prevents individuals from picking up extra \$FMX, by transferring between multiple wallets. Of course, investors are welcome to do so: making these types of transactions benefits all other holders (taxation applies).

Now that the timeframes are established and addressed, what will be counted? It's time to explain how the rewards are calculated:

- Wallets with a negative total for the recorded transactions in each run are not eligible (they sold more than they bought).
- All positive wallet amounts per run are added up and the bounty is equally divided between those wallets.
- The charity wallet, marketing wallet, team wallet, bounty wallet and the Lambo wallets are excluded from the program.

The bounty total amount is 12,500,000 \$FMX. Every stage 1/6th, 1/3rd or even 50% of that is divided between the wallets with a positive balance for that run.

To ensure efficiency and accuracy that all transactions are correct read this list of details below:

- Step 1: The day after runs expire, which are Launch day “+27 days”, “+55 days” and “+83 days.” All transactions are sorted per wallet and the total per wallet is recorded and registered.
- Step 2: All negative balances are deleted from the overview in the next step.
- Step 3: Adds all positive balances together.
- Step 4: Calculates the respective share for each wallet.
- Step 5: For each run the rewards are deposited to the designated wallets.

No action is required by the holders, all tokens are automatically airdropped to the holders' wallets. An overview of the rewards will be displayed in the TG group and designated social media platforms, allowing everyone to check as they please.

Implications:

- Current holders that do not buy extra are not rewarded in the airdrop.
- Sellers can still be rewarded, only if they buy at a higher \$USD value than they sold and are holding at the end of the run.
- Early investors are rewarded longer/more often. The bounty per stage increases so that future investors are not neglected.
- Transfers from wallet to wallet don't count for the distribution (no \$USD value in the tx).
- Airdrops do not count for the distribution (no \$USD value in the tx), other than airdrop from (private) presale.
- At contract deployment the bounty will be transferred to a separate wallet, named AirdropH.
- The bounty-wallet will accumulate reflection, and then transferred to the charity wallet at the end.



Appendix 3: Legal

This White Paper consists of information given for discussion purposes only and does not represent investment advice of any kind. Further, it does not constitute an offer to sell shares or securities, nor does it constitute a solicitation to buy such shares or securities.

None of the information found within is intended to influence any investment decision, nor should it be the basis of an investment decision of any kind.

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Investments should only be done with the help of an independent financial advisor within the context of the country/countries of their citizenship or residence, and their place of business with respect to the acquisition, holding, or trade in FlexMatrix or any other tokens.

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The participant is solely responsible for any and all tax and other legal obligations if any prize(s) is won. If cryptocurrency ownership, trading, or promotion is prohibited in your country or region then you are not allowed to own, trade, promote cryptocurrency or participate in any cryptocurrency related sweepstakes or giveaways.

