



# SBX token - Whitepaper V. 1.5



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# ***“SBX token” world’s first edutainment cryptocurrency of Sandbox Group***

***BCO-powered by XDB CHAIN***

Version

V.1.5 - Release date 26 Feb 2024

This is the very only document summarizing the key terms of the creation of a



new virtual asset called “SBX token” powered by XDB CHAIN.

XDB CHAIN stands for “empowering brands and consumers of tomorrow” which will enable the creation of new ecosystem leveraging blockchain technology and XDB CHAIN-powered tokens in the framework of BCO, namely “Branded cryptocurrencies or tokens”

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## Introduction

This project describes the business and functional elements of the “SBX token” that is the exclusive and unique Sandbox Group (SBX) – branded cryptocurrency which will be endorsed and incorporated by all present and future brands/products associated with the Sandbox Group (<https://sbxgroup.com>), including but not limited to PlayKids, Hopster, Code Kingdoms, Leituriinha, among others. This cryptocurrency is exclusively minted on the XDB CHAIN blockchain and will provide exclusive benefits and incentives for Sandbox's product users.

“SBX” refers to Sandbox Group whose Legal entities own both all brands, trademarks and products, as well as any associated brand property.



## About Sandbox Group (SBX)

Sandbox Group is a global leader in Edutainment and a group of companies proposing a complementary suite of leading video, gaming, learning, crafting & eLearning products with a global footprint.

By combining a proven curriculum and methodology with cutting-edge technology, gamification and personalisation, our objective is to create a world where everyone is empowered to have fun while learning.

## Why Web3?

"Web3 technology represents a groundbreaking solution poised to bridge the divide between user engagement and monetization with full transparency. By harnessing the capabilities of distributed ledger technology and tokenized incentives, Web3 introduces a secure, transparent, and trustless ecosystem for the seamless exchange of digital assets. With Web3 technology, businesses can craft immersive customer experiences that actively encourage increased interaction with their products and services.

Web3's potential lies in its ability to streamline user experiences by eliminating manual data entry or customer's data (like username, emails or passwords) and minimizing user actions needed to complete transactions. Through the strategic deployment of tokenized incentives, businesses can not only reward their customers but also stimulate ongoing engagement, thus elevating the lifetime value of their clientele.

Furthermore, Web3 technology offers businesses a fortified and transparent transaction environment. This enhanced security and transparency instill higher levels of trust and confidence among customers. Ultimately, Web3's transformative capabilities hold the promise of "closing the chasm between user engagement and revenue generation, enabling businesses to augment their earnings while delivering more captivating and rewarding customer experiences."

## Why XDB CHAIN?

XDB CHAIN represents a significant technological advancement in the blockchain space, particularly for brands and businesses looking to leverage digital assets. It has introduced a groundbreaking concept known as Branded Cryptocurrency (BCOs). This is the world's first cryptocurrency designed to be extensively used within Sandbox group's ecosystem of established products that cater to millions of users. This technology represents a significant step in the crypto space, as it tackles one of the main challenges in the industry—mass adoption. In this briefing, we'll delve into why XDB CHAIN is leveraging this cryptocurrency and how it sets a compelling precedent for driving mass adoption of cryptocurrencies.



Why XDB CHAIN for Brand Cryptocurrencies (BCOs)?

**Brand Trust and Recognition:** XDB CHAIN leverages the trust and recognition of established brands to create customized, branded cryptocurrencies. This provides a level of familiarity and trust that traditional cryptocurrencies often lack, making it more appealing to a broader audience.

**Seamless Integration:** XDB CHAIN' technology seamlessly integrates with existing systems and products, making it practical for businesses and organizations to adopt cryptocurrency. This minimizes disruption and accelerates adoption.

**Efficiency and Scalability:** The XDB CHAIN blockchain is known for its efficiency and scalability, ensuring that branded cryptocurrencies can handle a large number of transactions (up to 10,000 trx/sec) without compromising speed or cost-effectiveness.

**User-Friendly:** XDB CHAIN prioritizes user-friendliness, making it accessible to individuals who may not have prior experience with cryptocurrencies. This simplicity lowers barriers to entry.

### **The Main Use Case: Driving Mass Adoption**

The issuance of a cryptocurrency for an ecosystem of established products used by millions of users is a bold move aimed at driving mass adoption of web3 based technologies. This is WHY this use case is pivotal:

1. **Utility-Driven Value:** Unlike many cryptocurrencies that primarily serve as speculative assets, XDB CHAIN' branded cryptocurrencies as "SBX token" are designed for utility within a well-defined product ecosystem, with an established community. Users can access goods, services, and benefits, giving the cryptocurrency intrinsic utility value beyond speculation.
2. **User Engagement:** By integrating cryptocurrency into everyday products and services, XDB CHAIN encourages users to engage with this technology regularly. This hands-on experience fosters familiarity and trust in the crypto ecosystem.
3. **Lowering the Learning Curve:** Cryptocurrency can be intimidating for newcomers. XDB CHAIN' approach introduces users to crypto in a familiar context, reducing the learning curve and building confidence in its usage.



4. **Incentivisation:** The cryptocurrency offers incentives to users, encouraging them to participate actively. Whether it's discounts, rewards, or exclusive access, this incentivization model enhances user engagement.
5. **Network Effects:** As more users embrace this cryptocurrency within the ecosystem, the network effects come into play. The more users, the more valuable the cryptocurrency becomes, creating a self-reinforcing cycle of adoption.
6. **Pioneering Innovation:** By being the first to issue a cryptocurrency extensively used by a large user base within an ecosystem of established products, XDB CHAIN is paving the way for others to follow suit. This innovation has the potential to transform how businesses and consumers perceive and interact with cryptocurrency.

In conclusion, XDB CHAIN-powered issuance of the world's first cryptocurrency for extensive use within an ecosystem of established educational products used by millions of users is a significant milestone in the journey to drive mass adoption of cryptocurrencies. This approach leverages the trust of established brands, promotes user engagement, simplifies the user experience, and pioneers a new paradigm in the cryptocurrency industry. As more users experience the benefits of this cryptocurrency within their daily lives, this aims to catalyze a broader acceptance and integration of crypto into mainstream usage.

## Technical Setup

The technical documentation of the XDB CHAN can be found at:

<https://developers.xdbchain.com/>

<https://laboratory.xdbchain.com/#?network=public>



## The Sandbox Group product ecosystem

Sandbox Group is a London-based group operating a network of learning businesses. Sandbox seeks to build, nurture and support the scaling of a diverse family of 18 brands and services. Our businesses are at the intersection of the digital, learning and media industries and include brands like Code Kingdoms, online coding courses for kids, Hopster, preschool learning platform, and Leiturinha, Brazil's No1. kids book subscription service.

Sandbox's latest subscription service PlayKids+ is set to positively disrupt the Kids edutainment space by bringing to market the only Kids service with evolutive UI allowing young families to cater for fun smart videos, games and podcasts for kids of all ages. PlayKids+ received in September 2023 the prestigious CSI Award at the International Broadcasting Convention (IBC) in Amsterdam.

Sandbox is committed to providing an unparalleled ecosystem of edutainment products, and currently reaches over 65 million children, their parents, and teachers. Sandbox products and services are commercialized globally with a very strong presence in the USA, LATAM, Europe and entering the MENA region in 2023.

Services are sold directly to consumers and through an array of B2B distribution partners such as T-Mobile, Verizon, Sky, TIM, Vodafone, United Media, A1 amongst others.

## About Sandbox Group market

Sandbox operates in vast markets where there is usually a 10% addressable share, considering geographical footprint of Sandbox brands and operations and routes to market.

According to our latest market data as evaluated for Sandbox investors current and prospective, the global Gaming market stands at \$300bn, of which \$30bn is addressable. The Learning market stands \$650bn, of which \$26bn is addressable. The Learning Toys market is estimated at \$100bn, of which \$6bn is addressable. Last but not least the Streaming market is worth \$130bn, of which \$13bn is addressable.

## Project scope and benefits

The scope of this project is to enhance and broaden a brand new segment called “CryptoEdTech” in the ecosystem of the cryptocurrency projects with the issuance of a revolutionary cryptocurrency called “SBX token”, where users and products can meaningfully interact in a web3 fashion across all ecosystem of Sandbox group products to start with, and going beyond.

In a world driven by digital adoption and rapidly evolving technology, education stands at the forefront of innovation. Educational advancement stands as a fundamental pillar of human civilization. However, it is noteworthy that, despite the significant strides made in various technological domains, there is a need for substantial innovation in revolutionizing how we learn on a broad scale, without any kind of border or limitation.

Recognizing the need for continuous improvement in the way we acquire knowledge and develop critical thinking skills, a groundbreaking technology in the field of "SBX token" by leveraging cryptocurrency emerges to revolutionize the educational landscape. This innovative ecosystem leverages this brand new cryptocurrency to create a dynamic, inclusive, and empowering learning environment that supports lifelong learning and the enhancement of human thinking and knowledge capabilities.

**The current and future Role of Cryptocurrency in Education:** Cryptocurrencies have already demonstrated their potential to disrupt various industries, and education is no exception.

**“SBX token”** is The brand new cryptocurrency at the heart of the ecosystem serves as a medium of exchange, enabling transactions, rewards, and incentives. It is secure, decentralized, and transparent, ensuring the integrity of the ecosystem. The core premise of “SBX token” is that cryptocurrencies can be harnessed to address some of the most pressing challenges in education:

1. **Accessibility:** Educational products and services often come with a significant price tag. Cryptocurrency allows for microtransactions, enabling students to access resources, courses, and educational content at a fraction of

the traditional cost.

2. **Global Accessibility:** Cryptocurrencies are borderless, enabling learners from all corners of the globe to participate in the educational ecosystem. This inclusivity breaks down geographical barriers and fosters a truly global learning community.

3. **Security and Transparency:** Blockchain technology, the foundation of cryptocurrencies, ensures secure, transparent, and tamper-proof record-keeping. This can be applied to academic credentials, reducing the risk of fraud and verifying the authenticity of qualifications.

4. **Incentives:** Students can be incentivized to achieve educational milestones, receiving scholarships or grants in SBX tokens based on their studies, works and educational activity (so called learn to earn). This motivates learners and acknowledges their achievements

**Components of the CryptoEdTech Ecosystem:** The “SBX token” ecosystem comprises several interconnected elements:

1. **Educational Products and Content:** Educational institutions, content creators, and edtech companies can offer their products and services within the ecosystem. This includes online courses, textbooks, interactive materials, and educational apps.

2. **Peer-to-Peer Learning:** “SBX token” encourages peer-to-peer interaction. Students can collaborate, share insights, and offer tutoring services, all facilitated by cryptocurrency transactions.

3. **Educational Marketplace:** An online marketplace within the ecosystem allows students to browse and select educational products and services based on their preferences, and pay using the cryptocurrency.

Core benefits of “SBX token” are:

**Affordability:** Students can access high-quality educational content with



reduced fees by always having access to the “best possible deal” for that product

**Global Learning Community:** A borderless ecosystem connects learners from diverse backgrounds, fostering cross-cultural interactions.

**Incentivized Learning:** Incentives to education as described above, shall support students to excel and persist in their educational journeys

**Credential Verification:** Blockchain technology ensures the authenticity of academic qualifications.

**Empowering Educators:** Educators and content creators can monetize their expertise directly through the ecosystem.

**Conclusion:** “SBX token” represents a bold step toward reshaping education and edutainment subscription products by leveraging the power of cryptocurrency. As education continually requires new frameworks to enhance human thinking and knowledge capabilities, this innovative ecosystem offers a promising vision of accessible, incentivized, and globally connected learning. By combining the advantages of cryptocurrency with the pursuit of knowledge, “SBX token” paves the way for a brighter, more inclusive future of education.

## Tokenomics

The introduction of the SBX token within the XDB CHAIN ecosystem marks a significant milestone in the evolution of digital assets, particularly in the realm of education and edutainment. As the exclusive and unique cryptocurrency branded by the Sandbox Group (SBX), SBX token is set to revolutionize how users interact with a broad range of educational products and services. This innovative approach not only leverages the technological prowess of blockchain but also aligns with the broader objectives of Web3 to enhance user engagement through transparent, secure, and incentivized interactions.

The utility of SBX token extends beyond mere transactions; it embodies a



paradigm shift in how educational content is accessed, consumed, and rewarded. Through the use of SBX token, users are poised to experience a seamless integration of educational services with the added benefits of blockchain technology, such as increased transparency, security, and efficiency. This integration is particularly significant for the Sandbox Group, a conglomerate known for its global leadership in Edutainment, as it seeks to harness the power of XDB CHAIN to create a new ecosystem of Branded Cryptocurrencies (BCOs) which can seamlessly interact with each other.

The tokenomics of SBX token are designed to ensure a wide distribution and utility within the Sandbox Group's ecosystem. With a total supply of 10 billion SBX tokens, the allocation is strategically divided among Sandbox Group, marketing initiatives, rewards, R&D grants, partnerships, treasury, team, advisors, and a dedicated portion for buyback and burn to ensure sustainable usage and on-chain adoption over time. This distribution strategy not only supports the operational and developmental needs of the SBX token ecosystem but also incentivizes participation from users, developers, and educators alike.

Moreover, SBX token's utility is multifaceted, enabling discounts on educational products, premium memberships, referral programs, loyalty rewards, and much more of a multi-million user's ecosystem . These use cases demonstrate a comprehensive approach to embedding cryptocurrency within the educational sector, thereby fostering an environment where learning and technology go hand in hand. By doing so, SBX token aims to lower the barriers to educational resources, promote global learning communities, and incentivize continuous learning through a dynamic and interactive platform.

In essence, the creation and deployment of SBX token within the XDB CHAIN framework exemplify a forward-thinking approach to integrating cryptocurrency with educational services. This venture not only highlights the potential for blockchain technology to drive innovation in the educational sector but also sets a precedent for how digital assets can be utilized to create meaningful and lasting impact in the realm of education and beyond.



## Token distribution

Total Supply 10,000,000,000 SBX tokens

Sandbox Group allocation: 1,500,000,000 SBX tokens subject to vesting schedule

Marketing 2,250,000,000 SBX tokens

R&D Grants & Partnerships 1,000,000,000 SBX tokens

Treasury 3,000,000,000 SBX tokens

Rewards 1,000,000,000 SBX tokens

Team & Advisors 1,000,000,000 SBX tokens subject to vesting schedule

XDB CHAIN Buy back and Burn 250,000,000 SBX tokens

### Official Issuing Address:

GCLQNPL22QVPXSFB5UPOAP77ESJKISXQWVP27WPEF77DETPZZLB5NW6M

<https://explorer.xdbchain.com/address/GCLQNPL22QVPXSFB5UPOAP77ESJKISXQWVP27WPEF77DETPZZLB5NW6M>

### Genesis Wallet:

GA2AMJWJBUHGNXXVQIMV5TN6US4ZRQJBEAVVUFWTJEH2SL6HNBWXGH4X

<https://explorer.xdbchain.com/address/GA2AMJWJBUHGNXXVQIMV5TN6US4ZRQJBEAVVUFWTJEH2SL6HNBWXGH4X>

All tokens are locked up on the genesis wallet and will be distributed across dedicated wallets.

Vested tokens, such as Sandbox Group allocation as well as Team & Advisors are subject to quarterly release with a 3 months cliff and distribution of 4 years time.

The Max supply and Total Supply are fixed at 10,000,000,000

## Token Use cases

Designing and integrating this new cryptocurrency will offer exclusive benefits and discounts to members of educational products joining the Sandbox multi-brand ecosystem. This will unfold over the following use cases:

### **Discounts and promotions of educational/learning subscription services:**

- Parents can use SBX tokens to receive exclusive discounts on subscription services of educational products, as well as e-books, learning apps, educational toys, arts and craft or books, or online courses designed for kids. This incentivizes them to invest in their children's education.

### **Referral Program:**

- Encourage parents to refer other parents to the educational products by offering referral bonuses in the cryptocurrency. This would help grow the user base and reward those who contribute to the community's growth.

### **Loyalty Points and Rewards:**

- Parents can earn loyalty rewards in the form of SBX token for every purchase they make on Sandbox brands products with SBX token. These points can be redeemed for more educational materials, free trials, or even exclusive access to events and webinars.

### **Further use cases will be launched overtime to explore additional possibilities of a more inclusive development leveraging blockchain technology**

### **Parent-Teacher Collaboration:**

- Create a platform where parents can collaborate with teachers and educators using the cryptocurrency. For example, they could pay educators for tutoring sessions or access educational content developed by certified educators.

### **Educational Grants and Scholarships:**

- Establish a fund that distributes cryptocurrency as educational grants or scholarships to parents in need, helping them access educational resources for their children.

### **Community Engagement and Forums:**

- Reward parents who actively engage in the educational community forums

or contribute valuable content by granting them additional cryptocurrency.

### **Donations for Educational Causes:**

- Allow parents to donate cryptocurrency to educational causes, such as supporting schools in underserved communities or funding educational research projects.

### **Partnerships with Educational Brands:**

- Forge partnerships with educational brands and offer exclusive deals or discounts to cryptocurrency holders. This can include partnerships with book publishers, online learning platforms, and educational product manufacturers.

### **Secure and Transparent Transactions:**

- Ensure that all transactions using the cryptocurrency are secure, transparent, and recorded on a blockchain for trust and accountability.

### **Educational Events and Workshops:**

- Use the cryptocurrency to grant access to educational events, workshops, and conferences. This can include virtual events or physical gatherings focused on children's education.

### **Parental Feedback and Surveys:**

- Reward parents in cryptocurrency for providing valuable feedback and participating in surveys, helping to improve the quality of educational products.

**By implementing these or similar use cases, this cryptocurrency can become an integral part of the ecosystem for parents seeking high-quality educational products for their children, fostering a sense of community and loyalty while providing tangible benefits.**