

# HEX - Private Sale



## What is HEX?

HEX is a distributed exchange network empowering businesses and individuals to launch, run and operate their own exchange trading platform. It leverages the battle tested software HollaExShell built by bitHolla and allows any participants with certain HEX deposit to activate and run a brand new exchange through an autonomous smart contract developed on Ethereum's blockchain. Example of businesses utilizing exchange business model is Binance crypto exchange or Nasdaq for trading stocks and equity which are considered as multi billion dollar companies.

HEX Token is a unit of the network that is used as a fuel for each exchange to activate and run. Certain amount of HEX is required as a deposit to be locked in order to activate the exchange and as more exchanges join the network the cheaper the deposit amount gets following a geometry sequence. HEX can be used to launch a new exchange, transferred among people and used as a collateral for having credit lines and liquidity pool among exchanges in HEX Network.



The specifications are explained in details in HEX whitepaper.

## How many HEX are there?

There will be maximum 200,000,000 HEX in circulation. This number is built in HEX smart contract and is capped.

## What is the value of HEX?

HEX is used to run and fuel exchanges. With HEX as an exchange operator you can run a full crypto exchange by depositing HEX deposit amount starting from 1,000,000 HEX which goes down to ultimately 1 HEX per exchange as more exchanges join.

Investors can also contribute and empower building new exchanges globally by providing the deposit amount and assisting operators to start new exchanges. Investors deposit the amount into the HEX contract which would enable to exchange launch. The aim to expand exchanges globally and open free markets to trade digital assets all around the world.

## How are HEX distributed?

### Private Sale

Private Sale is first round opened for investors and exchange operators where tokens are priced as follows:



1 HEX = \$0.1

Private Sale period starts from 15th of August 2019 and is open for investment for 30 days to distribute maximum number of 50,000,000 HEX. It follows FIFO order (First come first serve) and once the goal is reached, the private sales ends.

### Public Sale (Wave Auction)

Public Sale commences on [hex.bitholla.com](https://hex.bitholla.com) with an innovative strategy called Wave Auction.

Wave auction is a creative model for token distribution in which HEX tokens are distributed through daily waves to top bidders. Buyers place their bids on the HEX orderbook and the system randomly selects a time to send a HEX wave with a random amount every 24 hours. The random amount follows

Gaussian curve in which it guarantees a natural market adoption pattern of distribution.

Wave Auction lasts for 500 days and distributes 100,000,000 tokens starting from \$0.2. It starts really slow and reaches the highest number of token distribution daily by the 250th day and slows down until the last day.

The wave is a market sell with one condition that if the whole wave is not purchased by the bidders in the orderbook, once it reaches the floor, the leftover amount is burnt entirely from the system. As a result, this reduces the total number of tokens in the market and results in supply/demand equilibrium.

Floor is a price in which the tokens can not be traded below this price during the wave auction. Floor price is initially set to \$0.2 in Wave Auction and it only goes up as demand increases.

After the wave auction a second wave is designed to distribute 50,000,000 HEX accordingly with a new floor price set upon the market price.

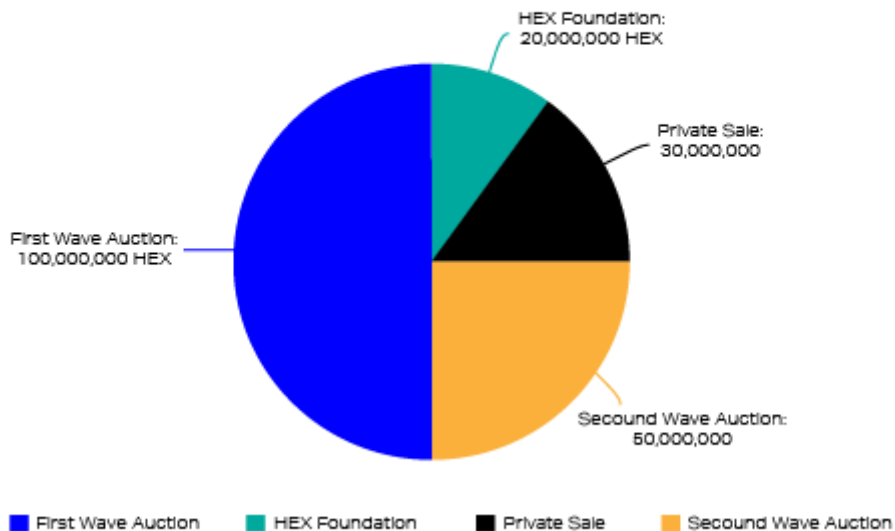
## **Foundation**

HEX Foundation holds a reserve of 20,000,000 HEX which is locked initially and is used in the future for community project allocation, R&D and developments and/or liquidity making among the exchange network.

Foundation fund is a community fund and is transparently utilized and used.

## HEX Distribution

Assuming no HEX is burnt during the first wave auction and all HEX was bought during private sale



The HEX pie chart assumes no HEX was burnt during the first wave auction and that all HEX was bought during private sale, a best case scenario.

## How can I buy and invest in the private sale of HEX?

1. Signup on [hex.bitholla.com](https://hex.bitholla.com) (The site is going to be available by 15th of August 2019)
2. Create a wallet of your choice for investment (BTC, ETH, BCH, XRP). In case of fiat deposit (USD, EUR etc) you need to contact a bitHolla agent for the process and mechanism by contacting [sales@bitholla.com](mailto:sales@bitholla.com)
3. Make the investment by transferring the funds to your wallet.
4. Inform bitHolla agent for payment confirmation.
5. HEX will be transferred to your wallet shortly.



Private round is first come first serve. Once either the maximum number of tokens in the private round or the final date is reached, the private round ends.



For fiat investment, please inform the bitHolla agent about the investment commitment and the exact amount. Your position will then be reserved and you are required to make the payment within 2 days.

For any general inquiries and additional information check out [bitholla.com](https://bitholla.com) or contact us at [support@bitholla.com](mailto:support@bitholla.com) with email title "**HEX Investment**" and our agents will get back to you within 24 hours.

*HEX provides the means to participate and contribute to the future of free and open economy in the world without monopolies, tariffs and restriction by distributing affordable open exchange technology globally.*

**| Creating opportunity via open marketplaces**