



Axers

Renovation of ICO ecosystem

Axers.org

v 0.1

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About Axers

1. Problems

Many start-ups so far have started with good ideas and a team, but have soon become frustrated with funding. Consequently, investors have been taking advantage of this funding difficulty and have benefited greatly with only small amount of investment. Inevitably, start-ups have to rely on insufficient amount of funding.

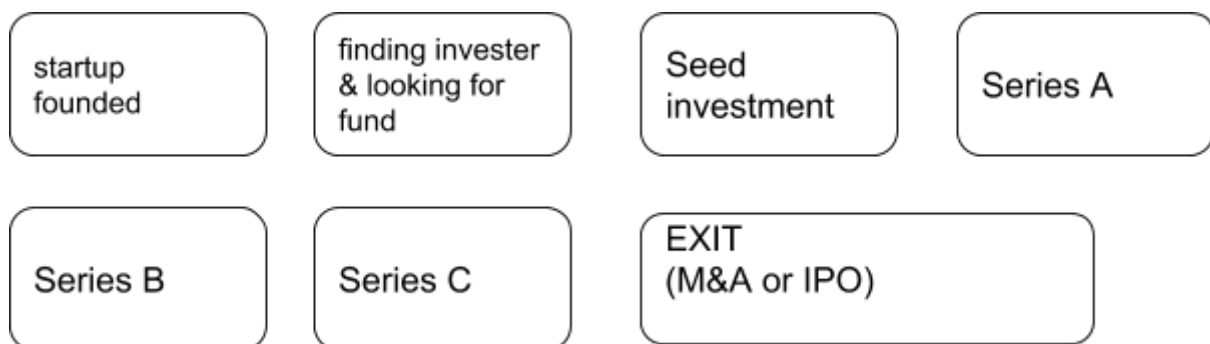
To date, many start-ups are looking for VCs, angel investors, etc. to deliver their products and services to their customers. However, in the face of many rejections, these businesses are giving up and disappearing in frustration.

In recent years, the emergence of Initial Coin Offering (ICO) culture created by the blockchain, has given individual investors an investment opportunity that had originally been a privilege of start-up accelerator and venture capital (VC).

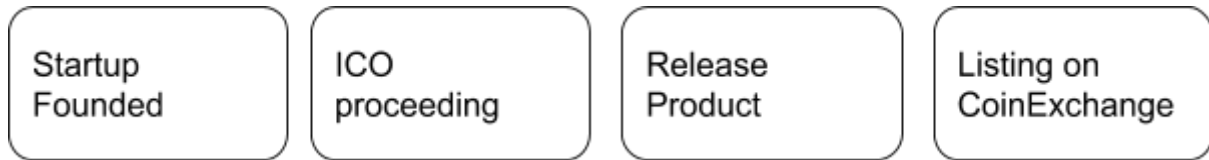
However, nowadays, ICO culture with many fraudulent ICOs is not functioning properly, but rather is misused by malicious people trying to delude money-blinded people. The Axers is trying to recover the ICO's proper function of company funding. Moreover, we want to help start-ups & big-companies to change the world better and deliver innovative and new value to more people with quality products and services.

2. Traditional start-up entrepreneurial environment vs. ICO-based entrepreneurial environment

- Traditional entrepreneurial environment (usually 5-9 years from initial investment to listing through EXIT)

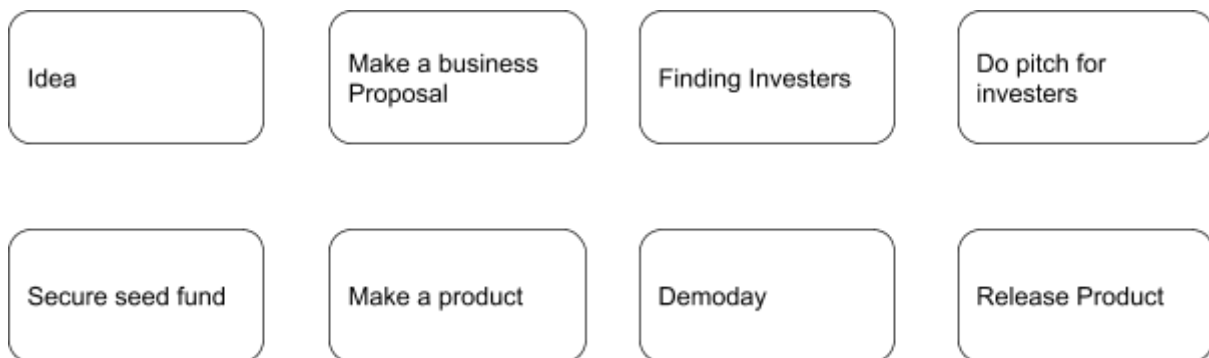


- The ICO business environment (from initial investment to listing through EXIT)



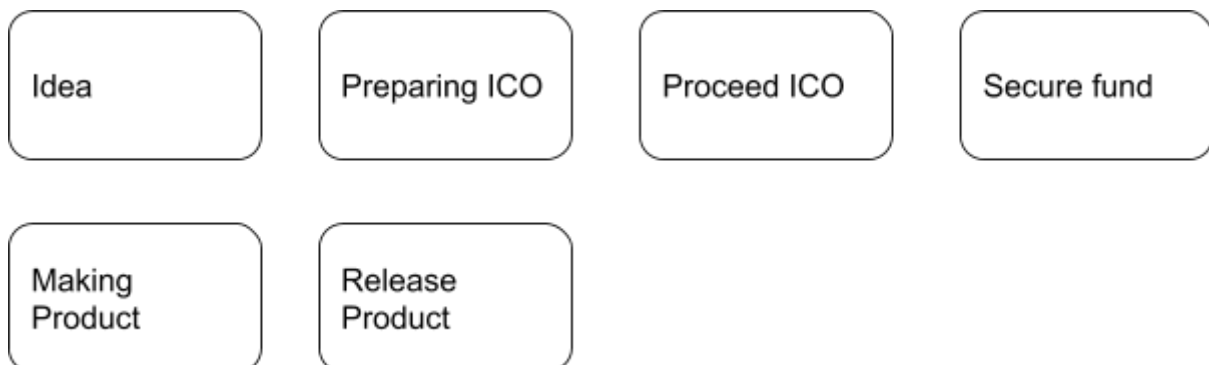
- The amount of time and investment to product launch with ICO Startup Accelerator

- Time to release product: 1 year ~ 1 year 6 months
- Seed funding amount: Average 30,000 USD (30,000,000 KRW)



- The amount of time and investment to product launch with ICO Startup Accelerator

- ICO preparation period 3 months. After funding is secured, production starts 3 months: 6 months in total
- ICO funding amount: 2M USD ~ 100M USD



With the Axers ICO Program, you can save time to find investors, get evaluation of your ideas through the ICO, and start your business right away.

3. Why do we create the Axers Foundation?

It is clear that ICO is a good way to raise money to launch an enterprise's products and services. However, due to the many fraudulent ICOs, the essence of ICO is damaged and its image is being adulterated among people.

The Axers Foundation proceeds ICO's funding of startup products in a transparent and efficient manner.

Many companies are currently having difficulty understanding the blockchain and proceeding token issuance and ICO procedures. The Axers Foundation will excavate companies with brilliant ideas and support ICO consulting and process for them.

Through the Axers Foundation, companies conducting ICOs can focus on their products and business. They no longer waste their time trying to convince VC and big start-up investors, angel investors to raise funds. As a result, they will be able to focus on their own business activities and bring out better products and services to the customers. From 2018 to 2019, a wide range of companies will be conducting ICOs overseas. The Axers Foundation aims to restore the integrity of ICO and complement its weaknesses so that companies can establish proper and transparent ICO culture.

4. What is Axers Token?

Axers Token is the ICO Ecosystem Token issued by the Axers Foundation. Using the Axers Token, we help ICOs of promising companies and help them exchange their ICO Tokens with Axers Tokens at reasonable prices.

The Axers Token is created as an Ethereum based ERC20 Token. Manufactured with Ethereum's Smart contract technology, all quantities and transaction details are transparently disclosed. At the time of initial creation, total 4,001,828,000 Axers Tokens were issued and reserved by the Axers Foundation to be used as an incentive to the Marketing Axers Foundation for the ICO and as a block deal for listing on the Partner Coin Exchange .

The issuance of the remaining tokens will proceed to the public ICO and to the Ethernet Smart Contract with the Crowdsale function. The Crowdsale feature includes Close Time set for the sale, and no Axers Token will be issued after this end time. Both token issuance and ETH amount are disclosed in the Crowdsale.

5. What is the value of Axers Token?

The Axers Token has the following characteristics.

1. All Axers Token Holders will have the opportunity to trade ICO company's tokens in favorable condition. Axers helps companies with investment and ICO and conducts block deals when the tokens are issued. Therefore, if you have an Axers Token, you will be able to participate in a promising company's ICO at a better price.
2. Axers Token will be listed on the global coin exchange in Q4 2018. The Axers Foundation will also establish its own exchange platform and proceed listing in the first quarter of 2019. In this case, Axers Token can be exchanged with common coin such as Bitcoin, etherium and so on.

6. What is the Axers ICO program?

Axers ICO program has the following advantages.

- For Company who want to do ICO with Axers
 - 1) ICO support: We provide ICO service to company. We support token production and homepage production. The web wallet is also supported, allowing people to conveniently use the Token with the wallet.
 - 2) We conduct ICO marketing on a global scale. Investment seminars are also held in various countries including Korea, Hong Kong, Singapore and Europe.
 - 3) We assist funding and facilitate product release to customers in time by using a variety of networks and technologies.
 - 4) Listing token: When Startup releases the product, we help listing the Token on the crypto currency exchange.
- For Investors (Axers Token Holder)
 - 1) Axers Token is planning to be listed in 4Q of 2018, and you can gain profit by selling tokens then.

- How to Apply ICO support program

You can freely express your team introduction and ideas and send it to ico@axers.org. Please include answers to the following questions.

1. Why do you think your idea can change the world better?
2. How long it takes your product/service done?
3. Why this business should proceed by your team?

Technology

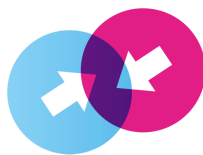
1. Tech RoadMap

- a. Homepage with PWA - Done
- b. Token & Crowdsale(Timed, increase price) Smart contract on solidity - Done
- c. Web wallet & transfer Axers Token - Done
- d. Airdrop solidity - Done
- e. Crowdsale UI - Fund status, ETH sender - Proceeding
- f. MultiSig Wallet - for securing token with safety
- g. dSwapper& Axers CEX - for exchange cryptocurrency with our token with other ICO token.

2. Axers CEX - support ICO token for listing

We believe that more CEX is needed for the blockchain economy and token ICO economy. We create our own CEXs to list proven ICO teams on the crypto exchange. And we would like to contribute to the Crypto currency economy through linking it with real money. The Axers Foundation believes that the Token issued through ICO will replace the current shares of the existing companies. In order to develop Token economy that will rule the next generation, we will provide guidelines on this and share the benefits of the blockchain industry with many.

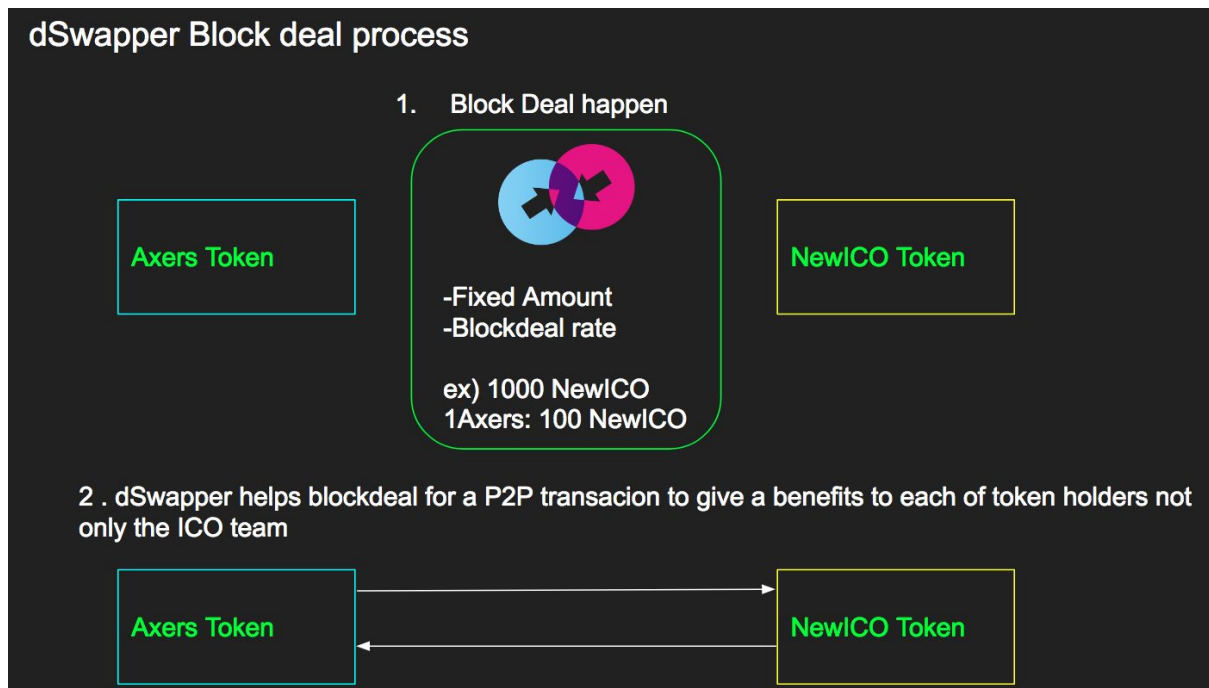
3. dSwapper(Decentralized Swapper) - Alternative DEX



Currently, there are CEX and DEX platforms for trading multiple Crypto currencies. Centralized Cryptocurrency Exchanges (CEX) are typically Bitfinex, Binance, and Upbit. Centralized Cryptocurrency Exchanges provide services to exchange Crypto currency through centralized servers. However, in case of CEX, security vulnerabilities can cause hacking accidents. An alternative service is DEX (decentralized cryptocurrency exchange) and examples are idex (<https://idex.market>) and openledger (<https://openledger.io>). In the case of DEX, one disadvantage is that the speed could be very slow. Also, in some block chains, a commission fee can be charged whenever there is a state change according to transaction, and there is a possibility of paying a relatively expensive transaction fee compared to CEX, which receives order data internally.

dSwapper is a Smart contract that can deal with Ethernet smart contract based protocol such as ERC20, ERC223, etc. with simple code. The ICO Token for each other is limited to a limited number of transactions at a fixed transaction rate, and each ICO Token, similar to each ICO team taking a block deal, can be traded between the Token holders.

dSwapper Block deal process



dSwapper has the following advantages.

1. The ICO Team partnership through block deal contributes to a better Token economy.
2. Block Deal benefits can be distributed to ICO token holders rather than to individual ICO Teams.
3. You can escape the heavy load of DEX. You can make transactions faster and easier.
4. It is less expensive to list than CEX and DEX. As a result, Early ICO team members can freely trade their Tokens with easy listing and block deal terms.

4. What does dSwapper mean?

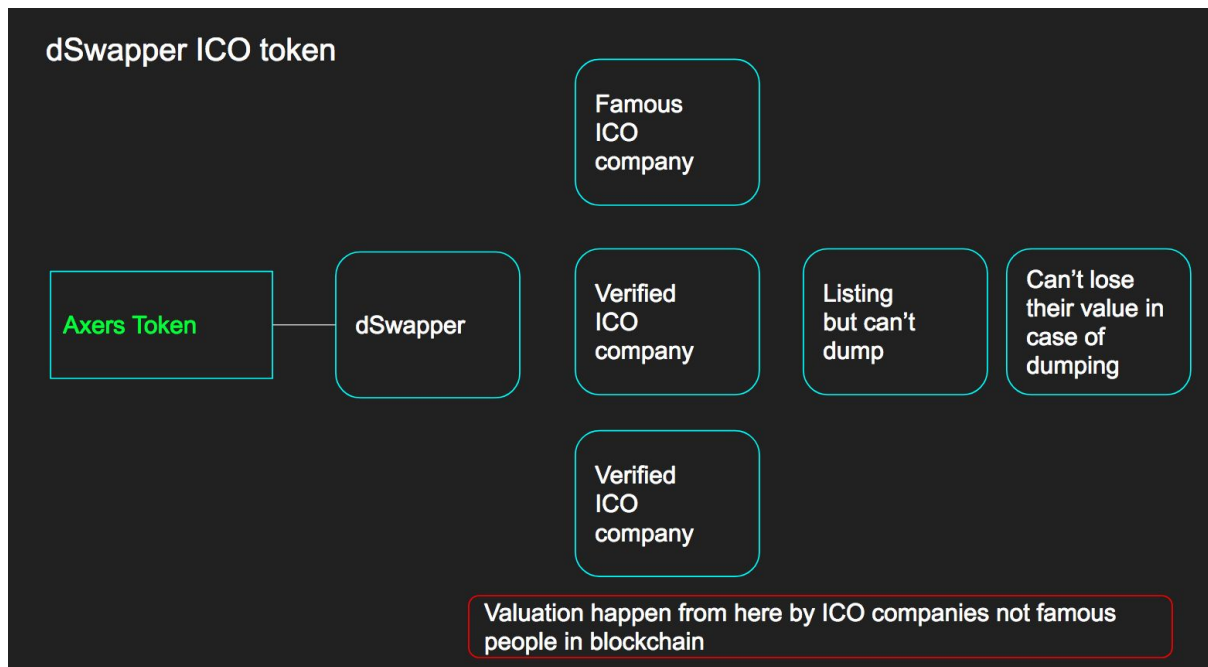
dSwapper is used to create the valuation of the initial ICO token. The ICO Tokens are now filled with distrust due to the large number of Scam, and are leading to the fall of ICO culture itself. And the initial ICO Token has difficulty with listing CEX, DEX, and other exchanges. In addition, most crypto exchanges are undergoing various conditions and regulations for listing to protect the users from the scam. In the current situation, Crypto economy has developed in the form that CEX and DEX have excessive authority and responsibility to verify all ICO corporations willing to be listed in the platform.

The initial ICO token is difficult to have any trust relationship, and usually has a Token-related celebrity in the Adviser to gain this trust. This also proved to be a fraudulent event, and there have been many victims.

Therefore, we need to create a culture in which the initial ICO can gain people's trust by making a block deal with the initial ICO Team, and dSwapper plays a perfect role for this.

For the initial ICO Token:

This is what happens when you go to ICO with dSwapper.



If you start with ICO in dSwapper, you can gain trust by conducting a Token Swapping (block deal) deal with other companies, rather than merely using a famous person for trust. Existing companies set up dSwapper to sell their Tokens for a limited amount of time with their own Token. In this way, the initial ICO company will proceed a Token Swap with the already proven ICO Token enabled during the Token sales period (Crowsale period), and during this time, the initial company valuation will be created.

With dSwapper, you can reduce the cost of marketing activities which were inevitable in initial ICO such as hiring celebrities and establishment of corporation, and allow users to participate in ICO more safely with no risk of scam.

Meanwhile, in the case of current ICO Token, CEX and DEX have been in charge of creating Token verification authority and procedures for ICO. As a result, more and more power will be centralized on the exchange in the ICO industry. However, if you use dSwapper, you can distribute the power of CEX and DEX to a large number of ICO companies as ICO Token values can be generated by ICOs and verified by ICO companies in the beginning phase.

5. Homepage

Vue.js Language based PWA (Progressive Web Application). It is a web application that uses Web3 to communicate with smart media of Ethernet main network and exchange various data.

6. Crowdsale based on Smart Contract vs. ICO based on general wallet

Most ICOs provide a specific etheric or bitcoin address value to the user after they join and receive an etheric or bitcoin at that address.

In this case, the problem may be that the coin is not addressed to the address of the other party after receiving the ether or bitcoin for that address value. In some cases, fraudulent ICOs simply do not send the real coin after receiving an etherium / bitcoin in this way.

With Axers Token CrowdSale, ICO is based on Ethereum's Smart Contract.

Under Smart Contract, users participating in ICO do not send Ethereum to a specific user's wallet address. There is a Crowdsale Contract in the Ethereum network with the authority to create Axers Token, and users participating in ICO will send their Ethereum to this Crowdsale Contract. This Crowdsale is the Smart Contract of Ethereum, and when it receives the user's Ethereum, it creates the Axers Token to the user who sent Ethereum according to the condition.

Unlike other ICOs, you do not need to join the homepage. If you have MetaMask as your wallet in your web browser, you can participate in ICO and participate in transparent ICO.

General ICO that requires signup

Usually requires a registration, and demands a private wallet address to transfer the Ethereum / Bitcoin after signing up.

In this case, you may not send Token even if you receive Ethereum to the address.

Fraudulent ICOs that only receive Ethereum as the address of their wallet and do not send the Token are eligible for this case.

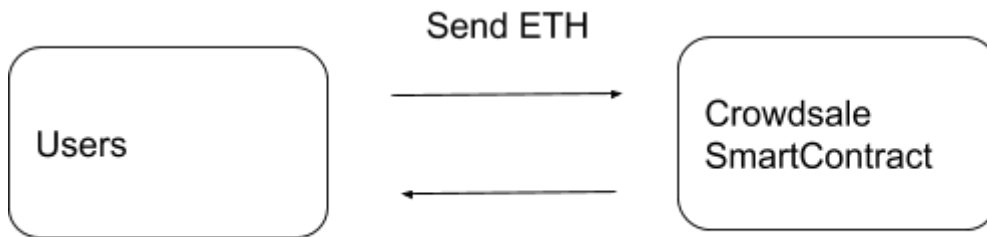


Axers Token ICO based on Smart Contract

Axers Token's Smart Contract-based ICO does not require users to signup. If you send Ethereum to Crowdsale's address using your Ethereum wallet, Axers Token is generated by code wired in Smart Contract, and the created Token is sent to the user.

Also, after Crowdsale ends, the ownership of the Axers Token will remain in the Smart Contract, and no one will be able to issue an Axers Token anymore.

More transparent crowdsale is possible by preventing fraudulent ICOs from harming users, and allowing ICO to proceed transparently.



Give Axers token By Smart Contract. Not Human

Token distribution information

Axers Token Distribution	
Token type:	ERC20(Etherium)
Decimals:	18
Reserved Axers:	4001828000 Axers
Payment:	Etherium only
Method:	Smart contract distribution for transparency
Period:	2018.04.22 ~ 2019.03.21 (333days)
First Phase:	2018.04.22 ~ 2018.04.25 (3days,1500Axers per 1ETH)
Second Phase:	2018.04.25 ~ 2018.05.05 (10days,800Axers per 1ETH)
Third Phase:	2018.05.05 ~ 2018.05.25 (20days,600Axers per 1ETH)
Last Phase:	2018.05.25 ~ 2019.03.21 (300days, Elapsed time based price.)

Thank you

ico@axers.org