



Rexpax is the world's first Home Online

Lend, borrow and share items
with your neighbors

Millions of items hide behind the walls of our neighbors and friends.
By uniting people we make it possible to share items and services.

Version 1.0



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Must read!

Home Online Changes the World!

Rexpax is World's First Home Online. We're creating a new paradigm of owning: items unite people! Encouraging people to trust, we're creating conditions for mutual consumption of items and services, which is changing life for the better. We're giving users free access to the global world of items and help to reach a new level of unity, communication and trust between all people.

[Y Generation](#) is growing up sharing everything: their files, videogames and knowledge. Facebook has about 2 billion of users each of them having at least 10 items to share. [As for the latest research](#), 68% of people are ready or already do share their items and services, imagine that 68% of Facebook is about 1,5 billion people! 1,5 billion people ready to share their 15 billion of items! Our purpose today is to become world's largest platform for sharing items. And you don't need to own them. We see the problem of items' idling, while the item is uselessly stored in one's wardrobe, there's probably a man sitting in a neighboring apartment in need of that item to rent. Rexpax Online Platform is this problem's solution of ours. It breathes a new life into all items and builds up Sharing Economy.

Owing to [blockchain](#), [sharing economy](#) and neighbors' network synergy, trust and local ratings can be built. Taking as a base reputation earned in one's narrow circle, we can create new trust-based relationships with new neighbors worldwide.

Rexpax will release a cryptographic token REXX for in-platform transactions. REXX features a high-appreciated value as it represents blockchain in each house with items and Internet access. The important thing to mention is that anyone can get REXXes by just sharing items with others, it's like [mining](#). 30% of REXX currency is reserved as a reward for performing useful tasks within the platform.

Rexpax. World without Locks.

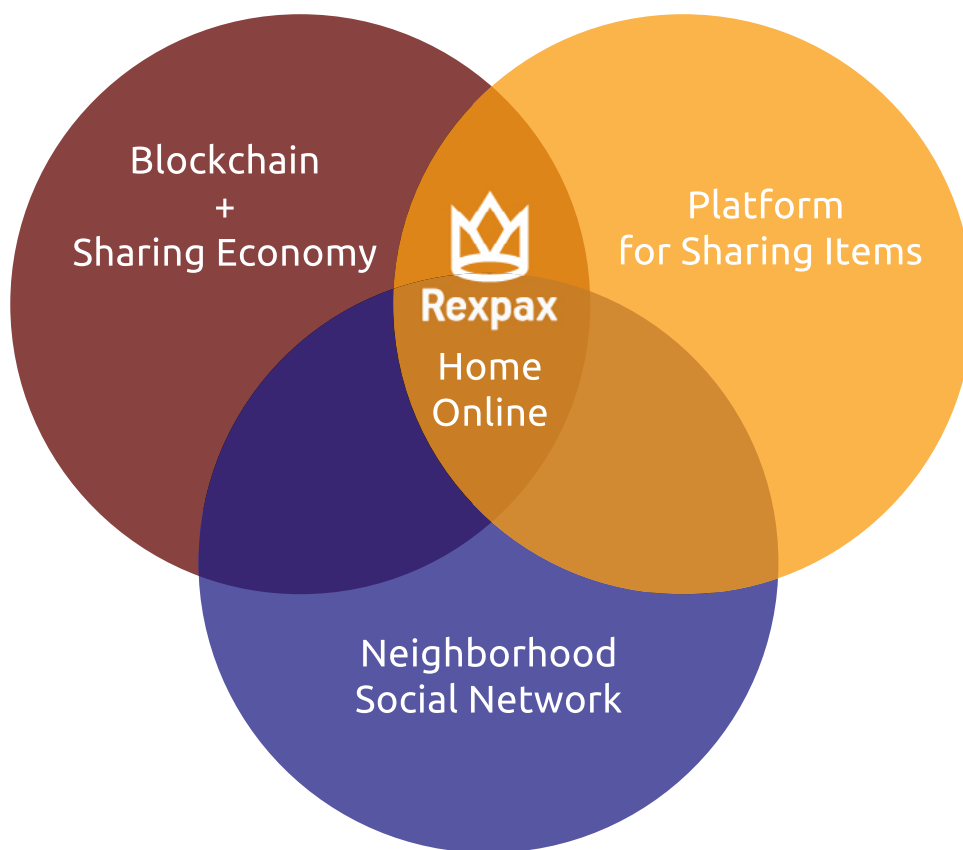


Rexpax Ecosystem

Review

We are creating a new direction in digital economy, having developed the product for the generation with a new philosophy. We are forming the ecosystem in which Rexpax users are given an opportunity to communicate and benefit from shared consumption of items and services.

Rexpax is at the intersection of three fields: neighborhood social network, marketplace for items and sharing economy on the basis of blockchain technology.





Rexpax is the world's first "Home Online". User Profile lets you organize your items by virtual Shelves and Rooms, rent them out, sell, or give them away for free to your neighbor. Just like that, we create the platform of mutual consumption where people share real items and services through the use of cryptocurrency, get to know each other and communicate. Our platform is based on openness, trust and reliability. Blockchain technology is a guarantee of safe transactions and fraud failure.

Within ICO Rexpax will release a cryptographic token REXX as a currency for in-platform payments. Rexpax users will also be able to earn cryptocurrency REXX for adding items and services, renting, sharing, inviting and signing up new users, adding comments and recommendations.

Rexpax story began in 2009. Today we have developed the alpha-version of the product having invested 32,000 man-hours into the development. You can refer to the desktop alpha-version at a link: <https://rexpax.com/>, iOS App is ready by 60%, Android App – by 40%. Furthermore, we have conducted a research of major users based on groups in social networks of a university campus.





Trends

Projects Airbnb and Couchsurfing¹ paved the way to man's home. Travel enthusiasts visit more than 200 countries worldwide staying with strangers. 15 million people regularly throw open doors and invite guests to live at their places for free or for rent. Uber² let people get extra income from owning their cars and having free time for a side gig: 25,000 drivers in London only offer their cars and transport services. Total capitalization of Airbnb, Uber and Lyft aggregates to \$106 billion. But Rexpax moves even further and lets people share not only their rooms and cars but also all their items and resources.

According to the [research of the Deloitte consulting company](#), Millennials or Generation Y, choose services which make the world better, fairer and more ecology-friendly. Millennials use services providing access to goods relieving from the necessity of owning them. 77% of Millennials prefer leading minimalism lifestyle refusing to buy and store large amounts of items. They primarily tend to gain experience and taste emotions, but not to actually possess the items. This generation founded some new trends in economy, such as crowdfunding, crowdsharing and crowdsourcing to support initiative of each other and live more efficiently.

Generation Y:

- appreciate impressions and mobility;
- far less frequently buy houses, cars and luxury items than their parents do;
- choose services providing access to goods and eliminate the burden of possession,

78% of respondents agreed that sharing economy reduces the amount of garbage.

¹ Couchsurfing – <https://en.wikipedia.org/wiki/CouchSurfing>

² How Uber conquered London – <https://goo.gl/X5y7i5>

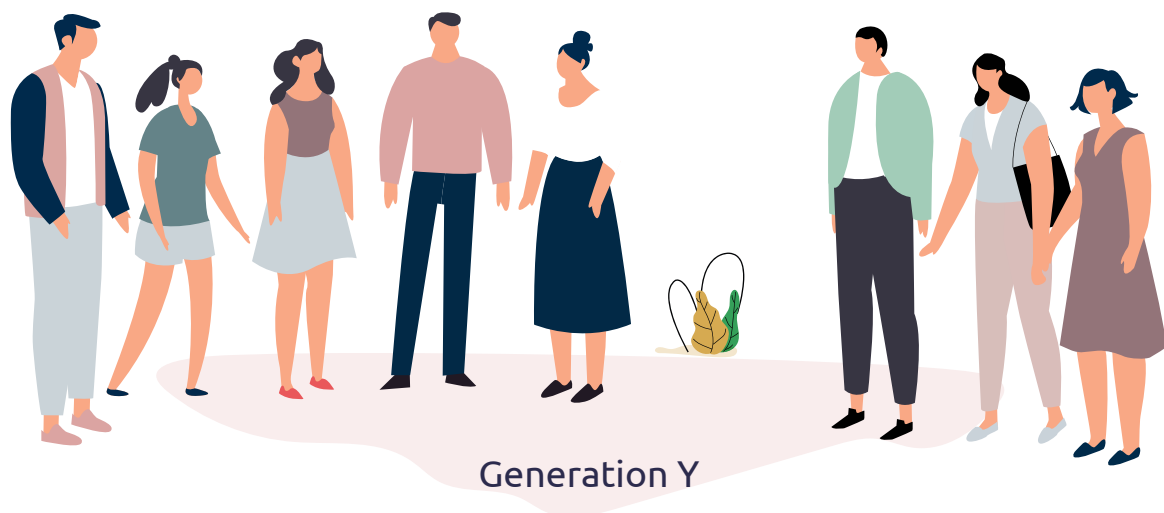


The Problem

Generation Y chooses services that give access to items that don't need to be stored for a long time. They call around, chat, post in social media and roll down lots of digital thrift stores just to find the items for one-time use. In case of failing to find the right item, they have to buy and take possession of it. It leads to a huge idle capacity of an item needed only once. It is estimated that 80% of all purchases are used no more than once per month. We don't fully profit from our property.

The process of owning items takes approximately 12-times longer than the process of buying or selling items. Nevertheless 98% of all solutions in the market are concentrated at purchasing. There are no solutions aiming to get maximum profit from owning.

One more problem to mention is lack of communication and warm friendly connections in megapolises where everyone lives his or her own life.³



³ According to Nextdoor Research, 93% of respondents think it's important to know their neighbors, 67% would like to know their neighbors better, 39% would lend something to their neighbors. However only 28% know their neighbors by names, only 26% speak to each other and 9% send e-mails to their neighbors.



The Solution

Rexpax is the world's first Home Online. All items and resources are distributed by virtual Shelves and Rooms.

Rexpax creates a new paradigm of owning the items: items unite people! You're no more limited to the property stored in your house. You have access to the whole world of items and resources around you. We're creating a new marketplace of items and resources available for each user. It means that people don't have to buy items they rarely need and they'll be able to earn extra on what they already have.

Rexpax initially aims at short-term mutual consumption in geographically close and relatively private communities (housing complexes, districts, neighborhoods, university campuses).





Within Rexpax users can:

- borrow a camera from a neighbor;
- rent out a bike;
- find their neighbors and chat;
- look through neighbors' items posted for lending or renting;
- take advantage of neighbors' services:
 - find a babysitter for an evening;
 - find a plumber or a locksmith in the area;
 - get technical assistance;
 - get help with studies;
- find out the latest news in the neighborhood;
- transfer [REXX cryptocurrency](#) to friends and contacts without a fee.

Every property in Rexpax system becomes a smart property that works for you and isn't just stored in a wardrobe.

Sharing Economy and Blockchain

[Sharing Economy](#) is the philosophy of the project which solves the problem of items' availability.

This model considers an active cooperation between people with common interests and lets users benefit from items without having to own them. It particularly works for the items which have high-idling capacity. For example, if your friend rents you his Xbox and asks for a bike in exchange, you both win.





The problems for global introduction of sharing economy ideas, which existed before blockchain's invention and which are being solved within Rexpax platform, are the following:

- lack of trust between users;
- guarantee of obligations performance;
- transactions' safety and transparency.

Blockchain is a technology that appeals to solve problems of Sharing Economy. It launches a new economy, as the principles and the performance of Blockchain and Sharing Economy in the core are of the same value. Using blockchain allows people to be ensured by technology, which provides transaction security, preservation of the whole transaction history and insurance against fraud.

Rexpax is developed as a system with very high demands. The market capacity consists of millions of users, each of them owning dozens of items. After running ICO Rexpax will be focused on developing its own unique blockchain solution.

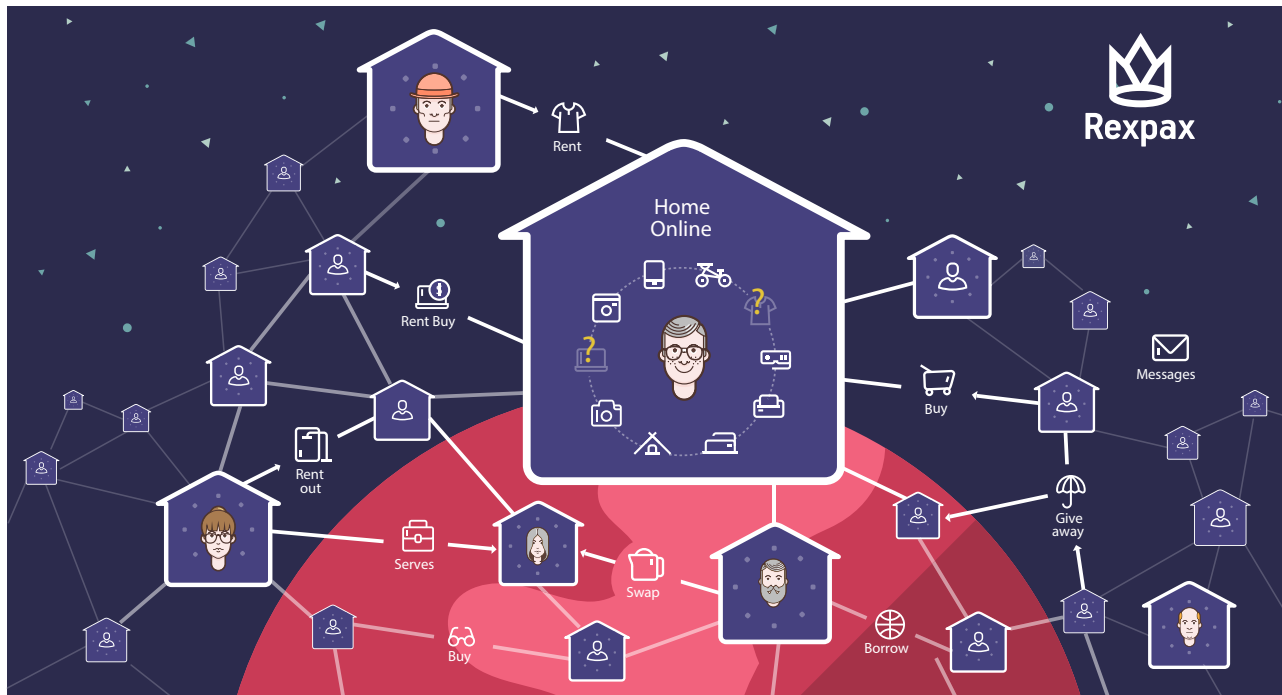
During the development special focus will be on:

- productivity;
- forecastability;
- stability;
- general availability;
- usability.



Rexpax Functional Description

Home Online



Signing up in the system, every user creates his own Home Online. After making a purchase, an item transfers to his Home (profile). The Home is divided into Rooms, you can store your belongings in each of them. Items are organized by Rooms or by Types (Technical Equipment, Wardrobe, Books, Kitchen, Garage, Sport) or by Status (Sell, Give Away, Rent, Wish List, Rented). You can create various rooms and fill them up with different items. Rexpax users can also take pictures of available items and download them into the Rooms.

Examples of items that can be added to Home:



Technical equipment



Books

Cell phone, Computer, Laptop, TV, Camera, Vacuum cleaner

Primarily the ones you lent or borrowed from others to have the possibility to trace the whole transaction history



Kitchen

Microwave, Multicooker, Blender, Fridge, Cooker, Kettle



Children

Baby carriage, Car seat, Baby chair, Crib, Bike, Toys



Sell

Camera, Old phones, Computer table, Dresser, Clothes, Jewellery



Sport and vacation

Tent, Xbox, Board games, Machines, Bicycle, Ball, Badminton Rackets, Chess, Selfie-stick



Tools

Drill, Stepladder, Hammer, Screwdriver, Compressor



Wardrobe

Jacket, Bow tie, High-heeled shoes, Festive dress, Warm sweater



Give for free

Books, Clothes; items in good condition that you don't need but they may be needed by others



Wish list

Items you'd like to buy or get as a present.

Users get REXX cryptocurrency as a bonus when they add items to their profile and make more and more deals and sharings.

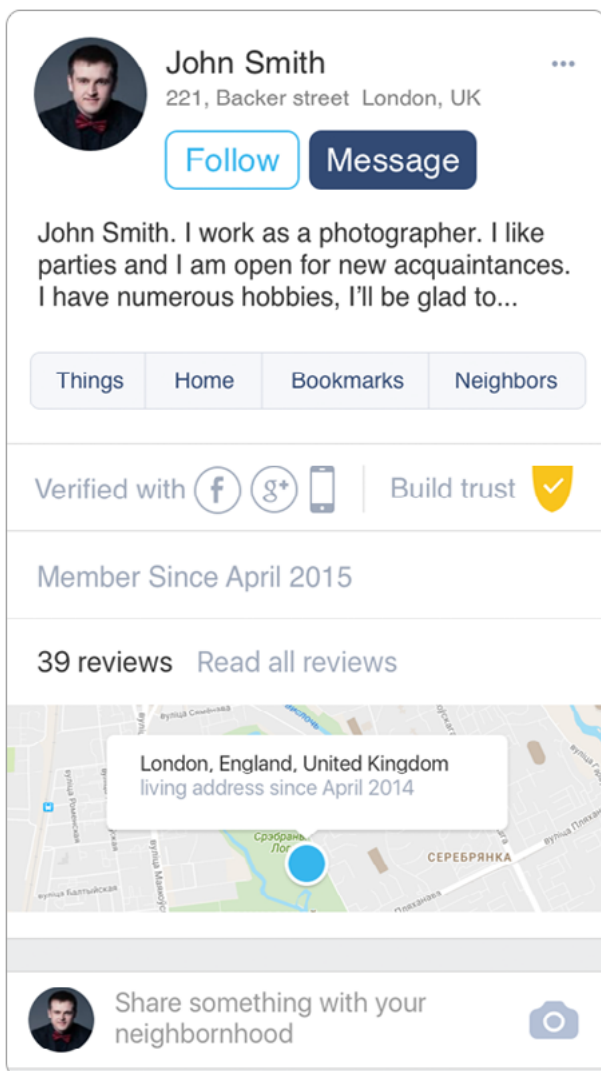


Rexpax using is based on the concept of goods' life full cycle. Within Rexpax user goes through the following stages of items' owning:

- purchasing (choice, consulting, buying);
- exploitation period (using, demonstration, renting);
- cease of exploitation (give away, sell).

Trust Instruments

Each society has its rules and ours is no exception. We formed some standards and rules for keeping safety and trust inside our community. Everyone will be able to safely lend his items to his neighbors in Rexpax.



Profile

You can find out what your neighbor is and see your friends in common looking through profile.

Verification

Users are able to make deals only after the confirmation of their address, phone number and e-mail. They can add links to their social media profiles or scan their ID to raise the trust level.

Feedback

Having made a deal the renter and the owner grade each other and write reviews about their experience, so each user's rating is formed.



Rexpax saves all transactions' history, rating and reviews about each user in the blockchain. Full information is available for every blockchain user.

Core Functionary

Feed

When launching the app, we see the feed which is formed up to our interests. The Feed consists of posts of your neighbors and friends. You set up the feed for yourself and see only what you need and nothing extra.

New actions of neighbors and stores located in the neighborhood are shown on the feed. You will always know about all events and accidents in your neighborhood and circumstances won't take you by surprise.

"Homes" distribution within the network is geo-referenced, it allows users to find people, goods, services and resources nearby saving on logistical costs and shaping social and economic activity in their communities.

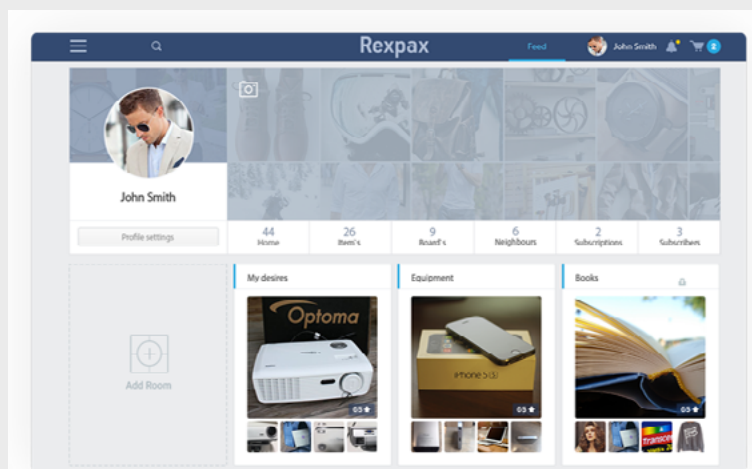
Ownership Management

The exploitation period starts from the moment of purchasing. It is from this very moment you add an item to your Home and it is coded with a unique blockchain ID, with the help of which you can monitor, control and exchange, sell or buy.

"Home" also helps in organizing items. We don't often keep in mind the items we don't use anymore. Having put everything in order we can get rid of extra items and give them to people that may really lack them. Therefore, we increase the utilization efficiency, lower consumption level and take care of the planet.



Home Online User Interface



Organize Items by Rooms

Organize your items by locations or by types.

Digitize Your Items

Add as many items as you wish. Track and manage them.

Secret Rooms

Keep items in private rooms.

Well-Arranged Homes Lead to Well-Arranged Lives

Organize your items into groups to get the most of them: “Sell”, “Rent out”, “Give away”, “Repair”, “My Creative Projects”, etc. Relocate your items as often as needed.

After purchasing, Rexpax reminds of time frame of warranty service, when and how an item can be returned or changed, and duplicates consumer rights one more time. All purchases and actions are stored in history. Therefore, the detailed seller information doesn't get lost and you can return to it easily.

Search

Search function is realized upon the following criteria: items, services, brands, users. Search, buy or lend a camera, a tent, an Xbox, a baby carriage, a baby car seat or even a car. The option of search among friends is also set in Rexpax. Items can be rented, lent, or purchased pre-owned.

Renting

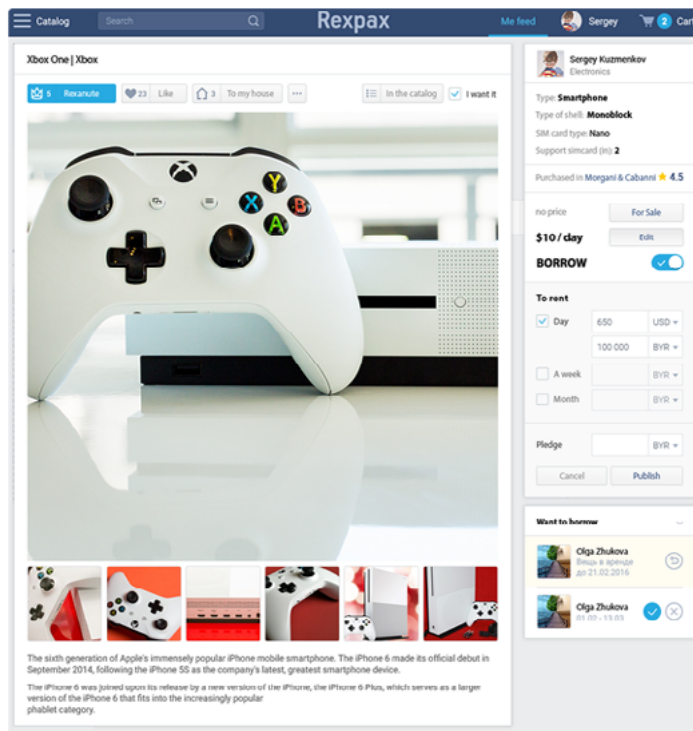
You can borrow items from your friends, rent or rent out the items which you rarely use (E.g. books, board games, a tent, an Xbox, a perforator, a bike). Thus, you get extra income. Track of items rented out for money or for free can be done in the Calendar.

Owing to blockchain technology every user's history is safely stored and can't be changed. It will become a foundation of trust between users and will motivate users to behave honestly.



Blockchain allows to get rid of ‘trusted agents’ and completely decentralize transactions of random types between all participants at a global scale.

Users will deal basing on smart contracts and conduct transactions both in local currency as well as in [REXX cryptocurrency](#).



Give Away, Sell

You needn't waste time for taking pics and describing the items you want to get rid of. One click and you transfer them from your old purchases history to the board ‘Sell’ or ‘Give Away’.

Even though you didn't buy the item in Rexpax system, you can download the description from the retailer's website and add your comment.

To sell or give away an item, click the button ‘Sell’ and the item will be added to the item's card in the ‘pre-owned’ category. Click ‘Give Away’ to give the item away for free.

Wish list is a board where you can add items you wish to have. This may help your relatives make you a useful present.

Calendar

The information about whom you rented out or lent an item and when you bought or sold an item, is depicted in the Calendar. The Calendar allows you to monitor warranty period and purchases maintenance.



Market Niche

Rexpax poses as a player in the global market of P2P e-commerce operations.

The latest survey data of www.statista.com shows us that the e-commerce market will grow from \$ 1,5 billion in 2015 to just over \$ 4,5 billion by 2021.⁴

Services Increase in Sharing Economy

With reference to the Nielsen⁵ research, 68% of people are ready to share their items and services. Taking 2-billion people from Facebook as a base, 68% is about 1,5 billion people each of them having at least 10 items. Therefore, at least 15 billion items will get a permanent residence on the Internet. This is an incredibly huge market.

The American Yerdle startup estimates that american wardrobes and garages hold up to \$100 billion worth of unused clothes, tools and other items.

According to IBISWorld⁶, the total income from renting home electronics and household appliances in the USA aggregates to \$8 billion, and the annual growth is 2,3%. Bad credit conditions actually increased the demand for rental points. When economic conditions are gloomy, and consumer confidence is low, many consumers lease manufactured goods as a way to defer purchases until a better period. The reverse is true, when the more propitious business environment comes out, the higher level of disposable income that increases consumer spending on newer and more expensive items is. It works for those who rent as well as for those who purchase.

⁴ <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

⁵ Nielsen Global Share Community Report: <http://www.nielsen.com/content/dam/nielsen-global/apac/docs/reports/2014/Nielsen-Global-Share-Community-Report.pdf>

⁶ IBISWorld Market Research: <https://www.ibisworld.com/industry-trends/market-research-reports/real-estate-rental-leasing/consumer-electronics-appliances-rental.html>



IBISWorld identifies 250 key success-factors for the items' renting business. The most important ones for the segment of consumer electronics and household appliances are:

- using a centralized purchase and inventory process (implemented in Rexpax through the «Home Online» app);
- viable mechanism for returns (implemented in Rexpax through the use of blockchain technology);
- location next to customers (implemented in Rexpax owing to the technical solution of geolocation binding).

The PwC⁷ research shows that each fifth American has already participated in the economy of mutual consumption using modern web systems, whether it's renting a driveway in JustPark, buying a dress from Poshmark or hailed a Lyft car. So what attracts them?

Convenience and cost savings are an important incentive, but only trust is a determinant factor in this business case. There is one big question that has been holding back the growth of sharing economy for a long time: with a view to make sharing economy thrive, players inside it need to find ways of authenticating the identity of consumers. Tools and confidence metrics are critical to success in this developing economic model.

Since the technology of Blockchain has been invented, there is a heyday for mutual consumption economy. And the time is now! We believe that we are on the eve of revolution of trust and mutual consumption, which appears to become of a similar importance with the Industrial Revolution of the XIX century.

In accordance with the above mentioned survey of statista.com, the global market of e-commerce aggregates to \$4,5 trillion, where 68% of customers are ready to share their items. Thus and so, \$4,5 trillion is the global e-commerce market, where 68% of people are ready to share their items and services. Consequently, the core market of Rexpax is \$3 trillion. With a market share of 2%, the capitalization of Rexpax will be \$60 billion by 2021.

⁷ PwC Report on Sharing Economy: <https://www.pwc.com/us/en/technology/publications/assets/pwc-consumer-intelligence-series-the-sharing-economy.pdf>



According to the studies of the Latitude⁸ consulting company, the most promising trends of sharing business development are those where a large number of customers are already in, but where these processes haven't been structured and tied to certain communities yet. E.g. sharing household goods, time resources and responsibilities, financial micro-loans and loans between private parties.

Business Model

Being an informational portal with a wide range of functionality, Rexpax uses a complex business model that includes several methods of monetization.

The model is called 'The Long Tail' - sale a lot by little, proposing a wide range of niche goods which are rarely sold. Complex sales of niche goods can be as profitable as the traditional model where basic income is achieved by selling a limited number of bestsellers. Such model demands low storage costs and a stable platform for fast delivery.

A financial model is arranged for planning financial and business operations. It depicts capital and operational expense items as well as monetization items.

Sources of Income

Rexpax is originally aimed at helping users rent and lend items. Lending is essentially altruistic and we're not going to change that. That is why renting will become a basic source of the company's income. In accordance with the company's projections, 30% of Rexpax users will lend or rent out their items, so \$1 of Rexpax fee for each transaction in renting will bring \$5 million by 2019 up to 2,7 billion by 2023 and make up \$4,38 billion aggregated.

By the 2nd year of Rexpax launch, the creation of pages in Professional Catalogs will become possible, so Rexpax users can get orders for their services from neighbors and acquaintances. Monetization will be at a fee of 2-5% from each successful deal, so user-services' income will aggregate to \$583 million by 2020-2023.

⁸ New Sharing Economy Report by Latitude: http://files.latd.com.s3.amazonaws.com/New_Sharing_Economy-Report.pdf



The 3rd year is planned to start up Marketplace for new items. Users will be given the opportunity to buy goods from retailers. The monetization in Commercial Catalog is made up as CPL (cost per lead) and expects to get 2-5% from each successful transaction. The expected income is \$640 million by 2021-2023.

		Users' services	Rent of goods	Sale of new goods	Sale of used goods	Revenue from referrals
Number of users who converted per year		20%	30%	25%	30%	5%
Number of conversions per year made by one user		24	36	4	8	80
Average transaction check		15 USD	5 USD	80 USD	30 USD	40 USD
Rexpax commission		2%	1 USD	2%	1 USD	0,1 USD
Index 1 (gradual growth of users during year)		0,5	0,5	0,5	0,5	0,5
Index 2					0,02	
	2018 USA, Belarus	2019 USA	2020 USA, EU	2021 USA, World	2022 World	2023 World
Total number of users	100 k	1 m	10 m	50 m	250 m	500 m
	Profit	Profit	Profit	Profit	Profit	Profit
Rent of goods (C2C)	-	\$ 5 m	\$ 54 m	\$ 270 m	\$ 1 350 m	\$ 2 700 m
Sale of new goods (B2C)	-	-	-	\$ 40 m	\$ 200 m	\$ 400 m
Sale of used goods (C2C)	-	\$ 24 k	\$ 240 k	\$ 1 m	\$ 6 m	\$ 12 m
Revenue from referrals (CPC, CPL)	-	-	-	-	\$ 50 m	\$ 100 m
Users' services (C2C)	-	-	\$ 7 mln	\$ 36 m	\$ 180 m	\$ 360 m
Total:	\$ 0 m	\$ 5 m	\$ 61 m	\$ 347 m	\$ 1 786 m	\$ 3 572 m
Expenses (CAPEX)	\$ 0,5 m	\$ 1,2 m	\$ 3,5 m	\$ 9,5 m	\$ 42,7 m	\$ 160,1 m
Office equipment	\$ 150 k	\$ 350 k	\$ 1 050 k	\$ 2 888 k	\$ 12 994 k	\$ 48 727 k
Servers expenses	\$ 250 k	\$ 550 k	\$ 1 650 k	\$ 4 538 k	\$ 20 419 k	\$ 76 570 k
Furniture	\$ 100 k	\$ 250 k	\$ 750 k	\$ 2 063 k	\$ 9 281 k	\$ 34 805 k
Expenses (OPEX)	\$ 1,7 m	\$ 4,2 m	\$ 12,6 m	\$ 34,7 m	\$ 155,9 m	\$ 581,5 m
Labor wages	\$ 450 k	\$ 1 400 k	\$ 4 200 k	\$ 11 550 k	\$ 51 975 k	\$ 194 906 k
Marketing Activity	\$ 550 k	\$ 1 600 k	\$ 4 800 k	\$ 13 200 k	\$ 59 400 k	\$ 222 750 k
Property Rent	\$ 350 k	\$ 550 k	\$ 1 650 k	\$ 4 538 k	\$ 20 419 k	\$ 76 570 k
Taxation	\$ 250 k	\$ 450 k	\$ 1 350 k	\$ 3 713 k	\$ 16 706 k	\$ 62 648 k
Corporate events, HR	\$ 25 k	\$ 150 k	\$ 450 k	\$ 1 230 k	\$ 5 569 k	\$ 20 003 k
Household goods and stationery	\$ 25 k	\$ 50 k	\$ 150 k	\$ 413 k	\$ 1 856 k	\$ 3 761 k
Cash Flow	-\$ 1,7 m	\$ 1,2 m	\$ 48,8 m	\$ 312,6 m	\$ 1630,1 m	\$ 2990,5 m
Free Cash Flow	-\$ 2,2 m	\$ 0,1 m	\$ 45,4 m	\$ 303,1 m	\$ 1587,4 m	\$ 2830,4 m
Discount Rate	75%	75%	75%	75%	75%	75%
Discounted Free Cash Flow	-\$ 3,8 m	\$ 0,1 m	\$ 79,4 m	\$ 530,4 m	\$ 2 777,9 m	\$ 4 953,2 m



Expense Structure

The financial model shows that the project realization in 2018-2020 claims \$7,6 million of investments (\$2,2 million in 2018 at zero income and \$5,4 million in 2019 with \$5 million of income).

The investments in 2018 are connected with the ongoing development of the project. The basic part of them paid for salaries (\$0,45 million) and investing in promo (\$0,55 million).

From 2019 marketing, performing the leading role in promotion, will represent basic part of expenses (in the amount of \$1,6 million). It is planned that by 2020 marketing will take \$4,8 million, by 2021 - \$13,2 million, by 2022 - \$59,4 million and by the end of 2023 will aggregate to \$302,3 million.

Salary costs will gradually grow beginning from 2018. This is caused by staff expansion for developing the product and full-cycle promotion campaigns. This expense item will aggregate to \$264 million in 2018-2023.

Third of largest expenditures are key assets investments, servers, (planned to purchase up to \$170 million by 2023).

It stands to mention opening up official branches in other countries, renting offices that will cost up to \$104 million by the end of 2023.



Road Map



2013

Concept creation of P2P platform for communication and items sharing

2014

Executive MBA Project Defence (Kozminski Academy, Warsaw)

2015

Product development start. Participation in Web Summit in Dublin

**2016
February**

Successful MVP testing within the Rexpax community

**2017
5 December**

Rexpax Presale; REXX Token Sale

**2018
January**

ICO

**2018
April**

Rexpax beta-version

**2018
November**

Full product launch. Marketing

2020

Product functionality expansion: marketplace adding

2020

Entering the market of Europe/USA

Marketing Plan

Market Analysis. Steps of Promotion

Rexpax is an international project. Conquering each particular market we're planning to use a customized approach localizing target communities, partners and marketing programmes.

Target audience for the project start are student communities and new settlers who live in hostels and new buildings. They will face the need to obtain lots of new items for household activities and everyday life that they don't have enough money for at the start. Our task is to show them that lots of people living nearby are ready to share.

We conducted a research of the target audience needs on Rexpax platform. We found out that students of universities use special communities in social media where they post about searching and offering their items and services. However, the digital communities' interface is not smart enough: users need to visit groups constantly to follow the current news; items and services are classified inconveniently; rental and sale processes are not clear and fail-safe.



The true cases of students' social media community:

- selling books on programming;
- renting out micro-earphone;
- searching for a trimmer for rent;
- looking for sports items (table games, ball, rollers, bike);
- searching for a guitar;
- tools needed (screwdriver, drill);
- searching for medicines;
- looking for line printer;
- searching for an iron, gamepad, i-pod, vacuum cleaner;
- giving away construction materials (glue, wallpapers, paints, friction paper);
- searching for a needle and a thread;
- buying stationery (folders, paper);
- looking for kitchen tools (selling frying pots and saucepans, cooking rings);
- charging case needed;
- giving away a twisted-pair wire.

For effective platform introduction, the experience of such successful start-ups as Yik Yak and NextDoor is going to be used and adapted, as they already work with our target communities. These projects are developed due to active PR strategy in target communities, involving local press and opinion leaders.

Marketing Strategy for 2018-2020

1. Introduce Rexpax into the first dorm of one university.
2. Expand the use of the platform in university campus.
3. Cover all the USA dorms.
4. Cover all educational institutions of the USA.
5. Open up Rexpax for all youth and users of the country.

Introducing Rexpax in First University Campus

The initial start-up is of a top-priority, so we are planning to commit a major gamified promotional action inside a closed student community. The guys should feel interest, as well as competition vibes throughout the game. It's necessary to explain, that the opportunity to be the trendsetter is given. They have to feel unique and chosen ones.



Presence of a closed community will attract the whole campus. Most youngsters would like to be involved and display Rexpax account for their friends.

Major Methods of Promo's First Stage

- start rumors two weeks before the start-up for turning up the heat towards the product;
- target opinion leaders who would share the app with others;
- develop promo-campaigns to motivate students to sign up, get to know each other and download items into their profiles;
- develop and introduce bonus-system for first users;
- create viral content and spread it over target audience with e-mailing, chatbots, target ads and other instruments;
- work over offline-marketing and brand recognition;
- create a mascot as a Rexpax symbol;
- concentrate at current users, gradual increase of platform customers.

Having launched three first universities we plan to organize a round-the-universities bus promo-tour in furtherance of our project:

- rent two buses;
- travel 100 universities in 150 days;
- organize parties in student communities, launching branded t-shirts, socks and other trademarked attributes, inviting interesting guests, free hugs, and other.

51% of money raised during ICO will be directed to marketing investments.



Major Strategy of Rexpax Project Development

The final cause of creating and developing Rexpax project geographically is its worldwide operation with maximum exposure. Achieving the goal is the final rate of project's solidity, as only the huge amount of users leads straight to significant monetization and financial strength, however involving the audience is possible to commit only within a wide geographical coverage.

The geographical development of the project is described below. The order of entering the markets may change after testing and ICO:

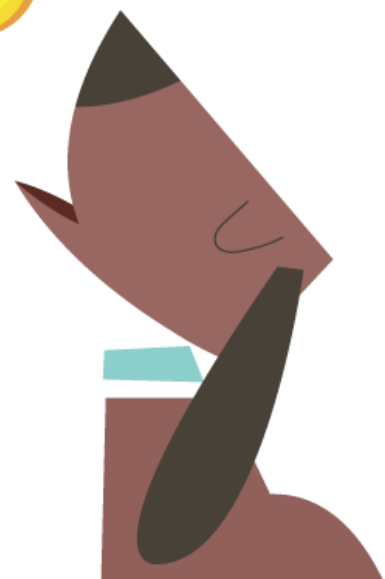
1. Launch in Belarus and the USA - April to December 2018;
2. Full expansion in in the US markets - 2019-2021;
3. Launch in Europe - 2020;
4. Launch in South America - 2022;
5. Launch in Asia - 2023;
6. Mastering the other perspective markets - 2022-2025, or in accordance with interest towards these markets.

Using REXX Tokens in Rexpax

REXX Cryptocurrency

Project introduction requires the release of a new cryptocurrency REXX (Latin. Rex - 'king').

REXX currency is created to bring people together in a new cooperative economy and stimulate the active use of platform capabilities. The vitality of the cryptocurrency is provided by its usefulness and value. The REXX token is tied to the real flow (sale, purchase, sharing) of items and services inside the Rexpax system. ICO-investors and active users of Rexpax get the right to vote on separate issues of platform development.





REXX will be the main currency for transactions in Rexpax. Users will be able to earn REXX by acting useful to other members of Rexpax digital community by creating the content, inviting new users, adding services and other kinds of activity. The more data about themselves and their products and services users give, the more value they can get. Users who promote the community expansion and services will receive a special privileged status (Expert) in the Rexpax system. The more users there are in the system, the more investment attractive Rexpax is. For more information on using the REXX currency in the system, see the cases of [REXX token use](#).



REXX token cost is tied to the real goods' and services' value and gives the right to acquire and own any items within the system. The more users and partners join, the more network effect of the REXX ecosystem grows, entailing an exponential increase of items and services that will be added to the system. This process will increase the value of the currency, which in turn will attract new investors and partners to join.



The stake of REXX money supply will be allocated to the activity of the REXX-reward mechanism. The reward that each user receives will be proportional to the extent of using the service. The value of actions will be assessed through a clearly defined process that ensures an equitable distribution of rewards using an objective, result-oriented methodology. The rewards will be transparent, controlled and reliable. Tokens will be transferred to the user account after the user makes several mandatory actions, such as confirming his identity, confirming the address, adding items and services to «Home Online». Only after completing these mandatory actions the user is able to share. The REXX token can be used as caution money for certain transactions between users.

The REXX token provides a real connection between users, encouraging them to get acquainted and cooperate in sharing items and services within the system. REXX will be the main accounting currency for internal transactions. The REXX tokens are created to sum up the whole amount of items and services displayed on the platform, therefore, as the number of transactions increases, the corresponding correction (increase) in money supply will occur due to the transition of users to the use of cryptocurrency in the Rexpax ecosystem in preference to traditional currencies. Due to the gradual emission carried out within platform development, investors will not lose in token value, it will move up due to the increasing popularity of the platform. After completing the crowdsale main stage, the token is planned to be listed on the cryptocurrency exchanges.

ICO Strategy

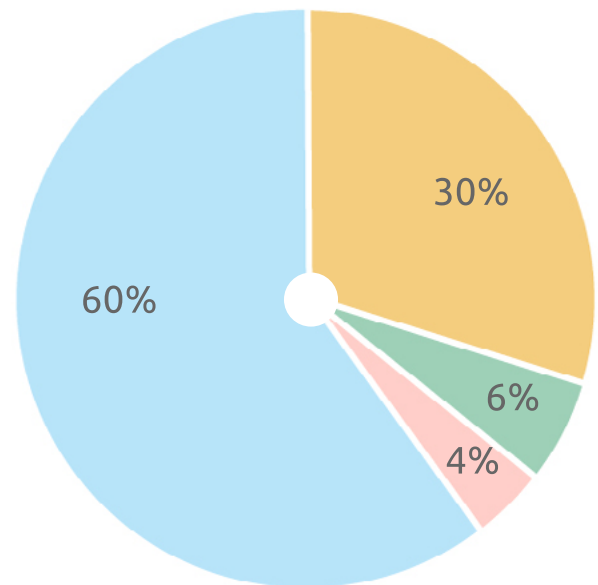
ICO Stages:

- Presale (Pre-ICO): December 5, 2017
- Public Sale (ICO): January 23, 2017



Token Distribution

- 60% Public Sale
- 30% REXPAX Motivation Fund
- 6% Reserved (team)
- 4% Reserved (advisors, early investors, bounty)



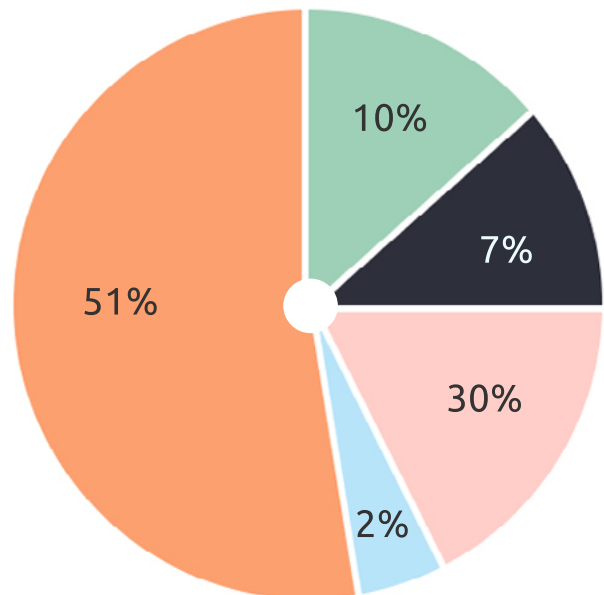
Supply: **2,100,000,000 REXX**

For sale: **1,260,000,000 REXX**

Price: **1 ETH = 46,500 REXX**

Allocation of Funds

- 51% Marketing and Promotion
- 30% Engineering and Development
- 10% Operational and Administration
- 7% Legal and Regulation
- 2% Misc



Accepted Cu: **ETH**

Minimum Goal: **3,000 ETH**

Maximum Goal: **27,000 ETH**



General conditions

- 1) REXX tokens can be used within the Rexpax platform, in trading at exchanges and by third party services and platforms
- 2) For token sale, REXX Token uses Ethereum erc20 token standard. In 2018 all tokens will be exchanged at 1:1 ratio
- 3) Any unsold tokens in Presale go into Public sale
- 4) Token issue – 30 days after the end of Token Sale with their subsequent placement on users' wallets
- 5) Team tokens are locked for 1 year from the date of token sale. Advisors' tokens are locked for 2 months and distributed fully
- 6) Any unsold tokens will be burnt
- 7) Date when Rexpax tokens will be listed on exchanges - TBA
- 8) Minimum funding goal - 3,000 ETH
- 9) Presale hardcap - 190,000,000 REXX

Presale Bonuses:

Day 1 **25%**

Day 4 **10%**

Day 7 **3%**

Day 2 **20%**

Day 5 **7%**

Day 3 **15%**

Day 6 **5%**

Token Distribution

For public sale	1,260,000,000 tokens
Rewarding fund (motivation rewards for users of the system)	630,000,000 tokens
Team fund (frozen for a year)	126,000,000 tokens
Marketing and advisory fund	84,000,000 tokens
Release Total:	2,100,000,000 tokens



Cases of REXX Token Use

REXX will be attractive to users because they won't have to buy them. Users can earn REXX just by acting useful.

Reward for Adding Items to Home Online



REXX token is a wonderful instrument of encouragement of users to download items into their accounts.

Reward for Sharing Items



The second important goal is to create conditions for users so that they could share their items with their friends and neighbors with pleasure.

Users will get the reward for every sharing action.

Reward for Inviting and Signing-Up New Users



The third important part of network development is staging relations between users. Therefore, we will reward users for achievement of "X" relations during "Y" days after signing up to involve more users.

Reward for Adding Services to Home Online



Every person has a certain number of skills. However, these skills rarely make us a profit or extra income. We provide favourable environment so that users can develop their hobbies into constant extra-income or the main activity based on their skills. Every user has an opportunity to add category of services which fit his skills.

Reward within Loyalty Program



We buy goods in various shops. And there is their own loyalty program in almost each of them. We get lots of different points and virtual money, but we use them rarely, because the frequency of purchases at the same shop with non-food items is so low. Collecting REXX is of great importance now, because they are accepted in each shop within Rexpax platform. Rexpax user can spend REXX-bonuses in any shop registered in Rexpax. Moreover, bonuses in Rexpax system do not expire as opposed to other loyalty programs.



Reward for Going to Retailer's Flypage



The combination of commercial and social components of Rexpax allows to realize high-conversion channels for customer involvement with targeting elements. When the user buys an item in Rexpax, he automatically becomes an advertising channel and a source of traffic for producers/ importers of the item as well as for the retailer who sold you this item.

When one user comes to another one's profile and clicks the link that takes him to the retailer's flypage, he gets a REXX-token reward. The value of one click is fixed by the online shop's manager. There are also increase rates for hits from REXX-accounts of popular users (stars) with a large number of followers and high rating.

Additional Cases of REXX Token Use in Rexpax

- pay for rent with REXX;
- pay for other users' services;
- pay for buying goods;
- deposit for item to provide transaction safety;
- transfer REXX between users no-fee in Rexpax system.

Rexpax Wallet

The necessary condition of using cryptocurrency by digital community is a wallet. The wallet will be integrated into every Rexpax user's account.



Rexpax Team

Our Mission

We encourage people to make good things – share their property and use social connections for others' sake. People become richer both in material and in spiritual sense managing their property and social capital.



Mikhail Siaredich

**CEO,
Founder**

Role: Business Strategy, Management

Experience: Created 3 successful business projects in e-commerce. Mikhail got his start-up budget by selling the car he's been rewarded as the best belarusian salesman of the year in 2007. Created the first retail chain of climate equipment. Achieved \$4 million-turnover within 2 years. Manages 70 employees.

Education: Executive MBA, IPM.



Artem Barouski

**COO,
Co-founder**

Role: Development Establishment, Strategy, Marketing Program Realization, Team Inner Processes Management

Experience: 7+ years of e-commerce experience, 5+ years of experience in of IT-team and digital marketing management. Started and promoted an international supermarket retail chain 'ALMI'. Manages 15+ members staff.

Education: IT engineer, Belarusian National Technical University



Aliaksandr Vasiliuk

CTO

Role: Determination of general strategies in technical development, development process design, developer staffing

Experience: 12+ years of experience in software development. Worked for Wargaming (Adamantium), Epam Systems, Maverick Agency and other international companies. During the last several years engaged in projects with machine learning and big data technologies on engineering and management positions.

Education: Belarusian National Technical University, IT-engineer, MSi



Andrei Korniusenko

**CFO,
Co-founder**

Role: Financial Strategy Elaboration

Experience: cryptoinvestor, trade expert with 10 years experience in entrepreneurship. Printing house «Positive Centre» owner and founder. Develops and introduces business processes, experienced in managing 40 employees. Possesses skills of product creation and promotion, as well as international trade experience.

Education: Interpreter, Economist, Bachelor of Arts, Minsk State Linguistic University



Dmitry Kholadau

**CHRO,
Co-founder**

Role: Staffing in Short-term, Mid-term, and Long-term Outlook, Team Building Solutions, Team Inner Processes Coordination

Experience: 6+ years experience in entrepreneurship, business development, personnel solutions, HR.

Education: Economist, Minsk Innovation University



Tatyana Parkhimovich

**Marketing and
PR-specialist**

Role: Marketing Strategy Introduction Applying Marketing Innovations to Mass-communication Channels.

Experience: 4+ years in face-to-face sales, advertising and promotion of new and existing products.

Education: Business Administration, SBMT BSU.



Vladimir Bogdanovich

**Senior Backend
Developer**

Role: Senior Backend Developer

Experience: 9+ years experience in backend development; database development, deployment processes, complex parsers, servers configuration and administration.

Education: IT engineer, Belarusian National Technical University



Vyacheslav Dorofeychick

**Senior Frontend
Developer**

Role: Senior Frontend Developer

Experience: 7+ years experience in IT development, front-end team management, founded a personal JavaScript framework project, experience in 'Playtika' team.

Education: IT engineer, Belarusian National Technical University



Evgeny Lipey

**Senior Full Stack
Developer.
Blockchain Developer**

Role: Senior Full Stack, Blockchain Developer

Experience: 12+ years of development. Experience of CTO in 'Redentu' outsourcing company, 2 years of blockchain development experience.

Education: IT engineer, NGFA Hetman Petro Sahaidachnyi, Lviv, Ukraine



Olga Radyuk

UX/UI Designer

Role:UX/UI Designer of Desktop and Mobile Versions

Experience: A skillful designer, 7+ years in web-design, 2 years in "ITransition"

Education: Communicative Design, Belarusian State University Web-Design, Belarusian National Technical University



Aleksander Perednya

QA Lead

Role: Web and iOS Engineer in Test.

Experience: 5+ years of experience in Appstore and Play Market Tops. Projects with complex logics: social media, bookmaker apps, etc.

Education: IT engineer, Belarusian State University of Informatics and Radioelectronics



Valentin Eyubolu

**Lead iOS
Developer**

Role: iOS Developer, Engineer in Test

Experience: 7+ years of iOS development, worked in international successful start-ups. “Mlvch”, “Kula Tech”, “LifePay” experience. Experimented in start-up accelerator.

Education: Lebanon University of Technology



Yanina Necker

**Lead Android
Developer**

Role: Lead Android Developer

Experience: 6+ years in Android apps development. Worked for Forte Group Chicago. International experience in project development, “School Rush” and other.

Education: Bachelor of Sc., National Louis University, Chicago



Pavel Gunko

**Middle Android
Developer**

Role: Middle Android Developer

Experience: 4+ years in mobile apps development, worked for “Modus” and “IBA Group” IT-companies. Development instruments: Android SDK, Android studio, Java, PHP, MySQL

Education: IT Engineer, Belarusian State University



Dmitry Haudur

Lawyer

Role: Legal Groundwork in Project Development, Risks Exposure, Assets and Investment Safety

Experience: 10 years of experimenting juridical activities in spheres of government and business. Founder of his own LLP. Management of blue chip companies in international retail and housebuilding, organization of work activities and introduction of new technologies.

Education: Belarusian State University, Faculty of Law, LL.M.



Advisers



Ken Raetz

**Co-Owner
in Think Data Insights,
LLC**

Ken is a sophisticated technologist and business intelligence veteran, he gets energy by helping business and IT work together creating a «data culture» that gets results.



Timur Latfulin

**CEO
and Co-Founder
in Webmart Group**

10 years of experience in implementing marketing in 300+ companies in USA, Europe, CIS, Asia. 5 international projects with \$10m+ revenue growth as after marketing implementation.



Serge Zenevich

**CTO and Co-Founder in
SoftTeco**

15+ years of experience in software development, former software engineer in SALSADEV. Being an experienced leader, he became a friend and a mentor for his colleagues in software.



Yury Anushkin

**CEO
in QA-Academy**

Former CHO in Itransition Holding. 15+ years in HCM, 10+ years of business coaching, RPMP. Tested and trained senior executives from Yukos Oil Company, ZTE, Henkel, Itransition.

Legal disclaimers

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Regulatory Issues

No regulatory agency in any country or jurisdiction has examined or approved the information set out in this White paper. The publication and distribution of this document does not imply that the applicable laws, rules or regulatory requirements in any jurisdiction have been complied with. As the regulatory environment regarding Token Sales in the USA is uncertain, Rexpax will not offer REXX Tokens to the citizens in the United States. As such, REXX Tokens are not available to USA citizens, green card holders or tax residents. Rexpax will ask any potential buyer to confirm prior to registration that they are not a US citizen, green card holder or tax resident.

Risk Disclosure

The risk factors are as follows: changes in legal, social, and economic conditions in the countries where Rexpax operates; changes in the regulation of cryptocurrencies and blockchain networks which could limit the ability of Rexpax to legally operate as planned in certain countries or jurisdictions; dramatic changes in exchange rates of major cryptocurrencies; Force Majeure circumstances such as wars, acts of terrorism, natural disasters. The above risk factors and others could have a negative impact on the ability of Rexpax to fulfill its business plan. This could lead to significant deterioration of value of REXX Tokens and financial loss for their owners.



PRE-ICO December 5

Email: ico@rexpax.com

ICO website: <https://rexpax.com/>

Product demo: <https://demo.rexpax.com/>

Forum: <https://bitcointalk.org/index.php?topic=2345094.0>

Facebook: <https://www.facebook.com/rexpaxcom/>

Twitter: <https://twitter.com/rexpaxcom>

Linkedin: <https://www.linkedin.com/company/10228183/>

Telegram Chat: <https://t.me/rexpaxeng>

We deeply believe that we're standing on the threshold of trust- and sharing economy revolution. This may bring blockchain to each home with items and Internet.

Rexpax. World without locks.