

Axel

by StoAmigo

WHITE PAPER



INTRODUCTION

With the rise in data creation, there has been a decline in data ownership. Today, you don't own most of your data, but tomorrow you will.

Social media, ecommerce, and cloud storage platforms want to own people's personal data, which in today's digital world is akin to their identity. That data is mined, sold, or fed into machine learning algorithms to boost their profits. Data is big business.¹

That doesn't match our vision of where the future of data should be heading.

StoAmigo has spent years building patented innovative technologies² to give users greater control and access over what they own. While the market has shifted to centralizing control over files and data in the hands of third-party providers, StoAmigo has instead moved towards favoring their creators.

We see the future of the digital economy becoming a world of peer-to-peer interactions, with the users themselves choosing what happens with their data.

The evolution of StoAmigo and the development of the **AXEL Network** will form the foundation of that future.

1. <https://www.statista.com/statistics/254266/global-big-data-market-forecast/>

THE JOURNEY

Since we started in 2012, we've always been about giving people full control over their digital lives - in a world that's increasingly cavalier about taking it away.

The first iteration of our vision was the CloudLocker; a physical, private cloud storage device that delivered all the power of the cloud without the need to upload anything onto any public servers. It allowed absolute file control and completely cut third-party services out of the equation.

We wanted to go further. To not just give people a way to control all their files, but to do it in a way that was so simple and accessible that anyone could do it.

The result was a new type of patented technology that is the key to everything we're doing today. We called it TackApp³ and it lets users completely unify all the files they own by linking the storages of every device they have.

The mobile revolution resulted in users adding more and more devices into their digital lives. Their files were dispersed across these devices and the only way to previously access files across multiple devices was to use a centralized storage system such as the cloud.

The TackApp was designed as a way to unify these devices without the need for a centralized storage system. The TackApp allows for all of a user's files on all their devices to become accessible from anywhere in the world, instantly. No uploading. No intermediaries. Full control.

This technology forms the basis of our flagship app ecosystem: **StoAmigo**.

THE STOAMIGO SOLUTION

StoAmigo changed the file management game by giving users unprecedented control over their files. It completely transformed where those files can be stored and how they are shared.

Simply, our multi-platform app lets users share any file they own, on any device, with a few clicks. It delivers the ability to transfer files between devices through a simple drag and drop. It provides powerful proprietary video streaming capabilities⁴ without any size limits.

All this is done without the necessity of uploading files to a server the user doesn't control. People can directly send files to one another without any third-party involvement. Additionally, patented security features exist to ensure that people's data stays confidential.

2. Patents Granted: US9027050B2; US9363563B2; US9419965B2;

US9565184B2; US9723090B2; US9792452B2

3. Patent: US9792452B2

4. Patents US9027050B2; US9363563B2

This convenience without compromise is what has attracted over 2 million people to download and enjoy StoAmigo, and what has gotten us a 4.4-star rating on Google Play.

Our technology and architecture allow users to completely manage all their files with two key innovative technologies – TackApp⁵ and Multi-Factor Authenticated Sharing.⁶

StoAmigo's TackApp unifies a user's files by connecting all their devices into one access point without requiring users to upload to the cloud. This functionality eliminates the requirement of third-party control over their files. Direct-from-device sharing and transfer gives users greater control over their files by allowing users to determine where their files are stored.

Our application software allows users to turn their computers into private cloud servers, through tacking their entire hard-drive. Users can share and transfer their files directly without having to depend on anyone else.

StoAmigo also gives users unprecedented control over files that are shared. Files shared through StoAmigo can be protected with permission-based access controls as well as through our Multi-Factor Authenticated Sharing feature. Additionally, any shared content can be modified or retracted at any time.

Our peer-to-peer sharing technology focuses on ensuring users have all the convenience they need, without the drawbacks of typical third-party alternatives. With our end-to-end verification protocol and download restrictions, users have control over the files they share.

But control is more than just where files are stored or who they're shared with. There is an inherent value to the files people own - and we want the creators to benefit.

EVOLVING STOAMIGO TRANSACTIONAL SHARING

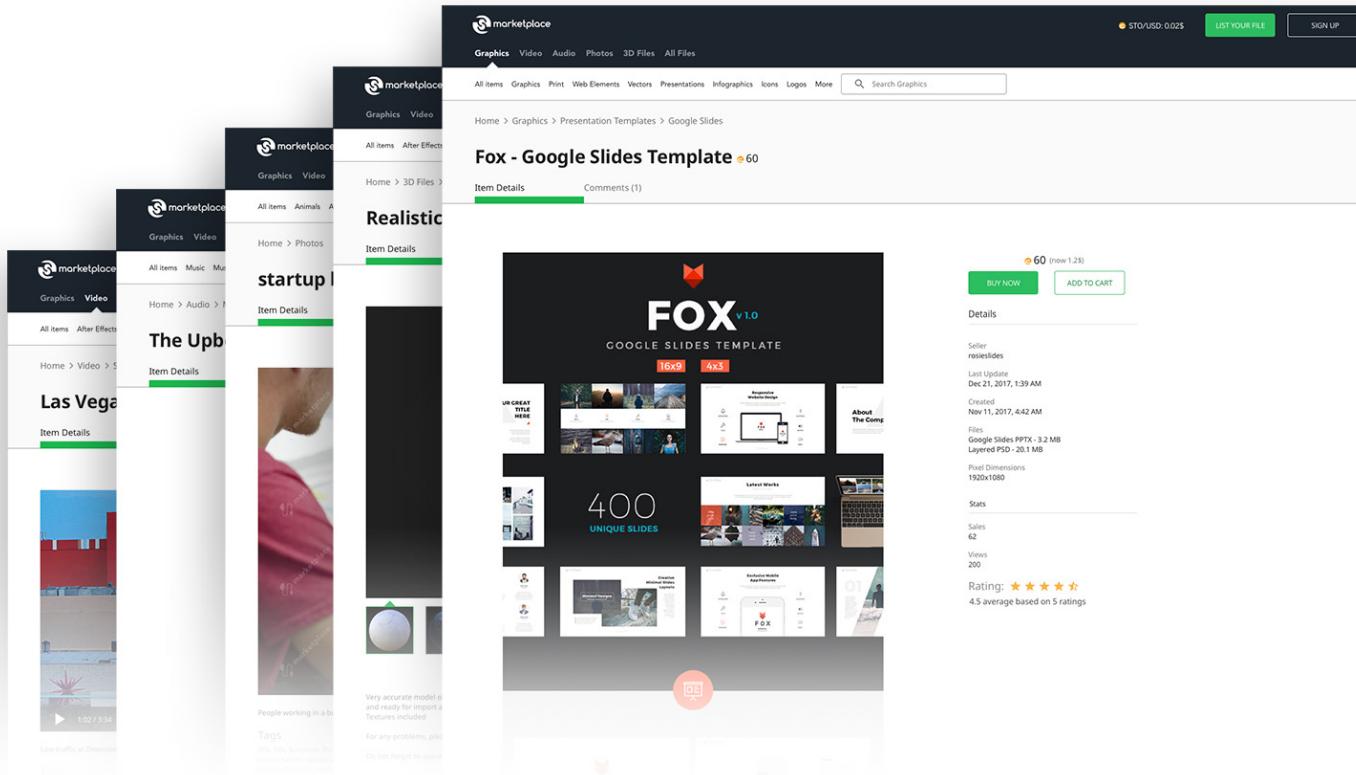
StoAmigo provides the easiest way for users to access, share, and transfer their files. We've also built the easiest way for them to sell their files. **Pictures. Documents. Videos. Music. Anything.**



With StoAmigo's Transactional Sharing technology, users can sell, buy, or trade their files and digital assets directly, one-on-one with no external interference or involvement. It's the same technology used every day by StoAmigo users, with the addition of simple transactional layers that allow people to securely sell their files in seconds. It also builds trust between users to create a more robust commerce environment.

5. Patent US9792452B2

6. Patents US9419965B2; US9565184B2; US9723090B2



No third parties creating the rules or imposing disproportionate costs. Our technology allows anyone to create a paid link for any file with a few clicks. The user sets the price they want and they receive nearly every penny. No referral fees, no transfer fees, and virtually no transaction fees. This created paid link can then be put on social media, chat apps, or forums. This allows users to instantly create their own storefront without handing over control of their files to someone else.

While other commerce systems focus on the platform, Transactional Sharing focuses on the user by eliminating major barriers to selling – time, access, costs, and ownership. By removing these resistances, hundreds of millions of people suddenly have the opportunity to become entrepreneurs with ease.

Transactional Sharing is the better, easier, and safer way to monetize people's files. It comes with all the benefits of e-commerce but with none of the restrictions. Payment is currently handled via PayPal.

This technology is live and is available and is being used by millions. But our vision is to not only remove some barriers to entry for the digital economy – we want to remove all of them.

BLOCKCHAIN + TRANSACTIONAL SHARING

Our next step is to add blockchain technology to Transactional Sharing. This will eliminate the two last major barriers for many people to sell their files and content – cost and global scope. Blockchain technology, integrated with Transactional Sharing, will make monetizing files easier, more robust, and less expensive.

The new Transactional Sharing will streamline monetization and offer powerful new protections that provide the ultimate peer-to-peer selling experience.

Integrated into our full ecosystem, adding blockchain will provide incredible advantages over any other method of selling out there.



Full Ownership Of Data - Every transaction is direct, peer-to-peer. No third parties mean the only people who ever have any access to what is being sold are the buyer and seller.



3-Step Selling - Selling files with StoAmigo's Transactional Sharing is both simpler and easier than any other method. Select a file. Set pricing and options. Hit submit. That's all it takes.



Built-In IP Protection - Utilizing blockchain ensures that the broad history of any file sold is available on the public ledger. Anyone will be able to find where a file originated and who created it.



No "Hostage Situations" - Instantaneous and automated transactions with smart contracts means both parties get what they want at the exact same moment. No chasing up payments.



Impenetrable Transaction Security - Our patented Multi-Factor Authentication technology, combined with blockchain, goes far beyond just "safe."

Building blockchain into StoAmigo will allow us to bypass traditional payment methods with a self-contained token facilitating faster, smoother, and more transparent transactions. The token will ensure the integrity of transactions and allow for truly global exchanges that will allow users to sell their files and content to anyone, anywhere.

The simplicity and sophistication of StoAmigo with blockchain, coupled with a rapidly growing user base, will enable an explosion of digital commerce. We plan to facilitate the dreams of millions of new entrepreneurs who are currently locked out of the digital economy by allowing them to sell peer-to-peer via a range of channels. All without controlling what they sell and who they sell to.

To encourage the rapid adoption of Transactional Sharing, there's another piece of the puzzle we plan to bring in.

THE STOAMIGO MARKETPLACE

We are not just building a better way for people to sell; we want to create a better place for them to sell. That's why we're creating the StoAmigo Marketplace, a true peer-to-peer e-commerce website that will feature a vibrant community of buyers and sellers.

Positioned to be a key resource in the growing multi-trillion-dollar digital economy, StoAmigo wants to be the primary source for the commerce of digital products and services. With billions already active, and another billion people set to be added to the digital economy by 2020⁷, StoAmigo is creating the environment and providing the opportunities for anyone with a connected device to become economically active without current costs or restrictions.



Better for Sellers - Sellers can participate in a popular online portal with an audience ready to buy their content. Utilizing StoAmigo, they would be able to sell any file on the Marketplace in seconds. The Marketplace provides both peer-to-peer selling and the advantages of a platform with a huge reach. It's the best of both worlds - allowing sellers to promote their content in a global ecosystem optimized to deliver it to the people most likely to buy it. Best of all, there are no costs for posting items to the Marketplace.



Better for Buyers - Buyers get access to an ocean of unique content, unlocked by the non-existent barriers to entry that Transactional Sharing provides. There will be content available on the Marketplace that just won't be found anywhere else. Powerful search capabilities, augmented with machine learning, will allow visitors to find exactly what they're looking for without compromising their data. The StoAmigo Marketplace will provide easy payment options and will let users view, watch, or listen to their purchases in seconds. Seller authentication and smart ratings will let users buy with confidence utilizing smart contracts. The Marketplace will be the easiest, safest, and most comprehensive way to buy digital content, all in one place.



Unified and Decentralized - The Marketplace will function only as a decentralized destination to facilitate one-to-one transactions, not as an intermediary. Nothing will be hosted on it. It will deliver all the advantages of existing ecommerce sites such as Amazon, eBay and Alibaba and content channels such as YouTube and Twitch – but not the costs, rules, and restrictions that come with them.

7. <https://www.internetsociety.org/blog/2017/04/securing-our-digital-economy>

Key Features:



For Everyone - Anyone can start selling in seconds directly from a computer or phone using our technology.



Protected Content - Blockchain gives built-in IP protection on digital assets through the blockchain's public ledger and StoAmigo's device-and-user authentication.



Flexible Earnings and Payments - Personal revenue models like one-off purchases, subscriptions, and licensing become easily feasible.



Discoverable - Powerful search algorithms connect people with what they want without compromising privacy. Our machine learning pushes relevant products while protecting the privacy of user's data.



Decentralized - Peer-to-peer transactions virtually cut out platform fees and keeps the transactions directly between users.



Built for Media - Streaming and media player technology lets creators monetize their audio/video content without paying a third party.



User Control - Decentralized and self-hosted storage. Future development will also provide distributed storage services as part of the Marketplace.

The StoAmigo Marketplace will stand alone in the digital economy as the best way to monetize files and content without third-party control. It will provide visibility on par with the world's largest platforms, give users the benefits of peer-to-peer selling, and the ease and security of blockchain transactions. It will be the fastest and easiest way to build a successful online business, period.

The Marketplace will be a platform where sellers get the full value of their files and buyers can get anything digital. It will spark the creation of revenue models that don't even exist today. It will be vibrant, it will be valuable, and best of all, it will benefit the users, not third-parties.

- THE UNIQUE BENEFITS WILL ATTRACT A DYNAMIC GROUP OF PEOPLE TO BUILD THE MARKETPLACE

JOSH IS AN AMATEUR PHOTOGRAPHER

He loves taking pictures. His friends tell him he should sell them and do this for a living. But he doesn't want to do it full-time, and trying to do it on the side is hard.

In today's world, his only realistic chance of doing that is by going to a photo licensing site and asking them to sell it for him. The process is incredibly complicated and he has no idea how to begin. And even if he goes through all that and his pictures get sold, who do you think gets most of the money from that sale?

Not Josh.

With the AXEL Marketplace, everything changes. Josh can take a cat picture on his phone. He can then select that picture, set a price, give it some tags like "cat lounging on a stone wall," and hit submit.

All of a sudden, his picture is up and for sale on the Marketplace. Anyone searching for cat photos can find his work and buy it on the spot.

For Josh and people like him, entirely new career paths become viable.





EMMA IS A SPREADSHEET MAESTRO

Emma is a whiz at building spreadsheets – she's produced dozens of templates at work and even a few for friends. Loaded with pivot tables, variables, and equations, there is some serious number crunching in these sheets.

Every new small business owner looks at a blank spreadsheet trying to figure out how to convey what they need to. Emma has the know-how and has made scores of created spreadsheets that millions of people would love to get their hands on.

With a few simple clicks and in less than a minute, Emma is helping hundreds of people and making money from work she's already done. Now every time Emma creates a new spreadsheet or table, she sells it and is making money from files that normally would just sit on her computer collecting dust.

The StoAmigo Marketplace would allow Emma to earn extra money and help people run and manage their business for a tiny cost. It's win-win.



TINA IS A GAMING INFLUENCER

Gaming is the biggest entertainment industry and Tina likes to game. She also likes to entertain. As a gaming pro with legions of fans, she's building a loyal following through streaming her content by some of the biggest video sites in the world.

She's doing well, but is frustrated by constant changes in terms, percentages, ad networks, streaming cuts, and restrictions. Some take over 40% of her revenue simply for hosting her content.

Her loyal fan base wants more content and direct access. They're willing to pay for it, but the platforms aren't on her side.

Using StoAmigo's patented digital content and streaming technology, she can stream her content directly to her fans – they're not penalized with fees and forced to watch ads, and she's not hit by large percentage takes. She decides on her content, she decides its value, and she gives access to whoever she wants.

Not only does she get to stream what she wants for a price she wants, but she doesn't have to use other platforms to provide other cool and exciting content. She can sell apps, digital merchandise, or anything else her fans find of value.

Tina is now in control over her content, her fan base, and her own business.



THE AXEL NETWORK

Evolving StoAmigo with blockchain enables tremendous applications, such as better Transactional Sharing and the StoAmigo Marketplace. But there's a problem.

Existing blockchain technologies like Ethereum have a variety of features but won't meet the demands of the ecosystem we are building for the future. A popular, user-friendly Marketplace needs near-instantaneous transactions, something the current networks lag far behind.

Utilizing existing architectures also means a significant amount of transaction data needs to be made available on the public ledger. This goes against our belief that transactions between a buyer and seller should stay between the buyer and seller, and only the barest minimum of data should be kept on the public chain.

That's why we're building our own blockchain network. A better one.

Our technology, Autonomous eXchange via Entrusted Ledger (AXEL), puts speed, cost efficiency, and privacy at the heart of StoAmigo's ecosystem. The AXEL Network, built on our patented technology, will take the StoAmigo Marketplace to the next level and create a new foundation for data ownership.

Using a unique dual chain path, the AXEL Blockchain will utilize both private and public chain technology to ensure accountability, privacy, and speed. Only the highest level of transaction details will be recorded on the public chain, and transactions will be verified against a randomized group of users, instead of the entire network. **The AXEL Blockchain will include:**



Dual Chain Approach - The AXEL Blockchain will have a public and a private chain. By separating out the private user chains from the public chain, the AXEL Blockchain can speed transactions and provide greater scalability while maintaining the confidence components of the public ledger.

 **Distributed Storage** - The AXEL Blockchain will provide a torrent-like decentralized and encrypted storage capability to support the needs of both consumer and enterprise clients. The storage will utilize a host of smart contracts, enabling storage configurations that are fast, efficient, and protected.

 **Distributed CPU** - The AXEL Blockchain provides a virtual machine capability to enable users to share their idle CPU processing power with the network in exchange for AXEL Tokens. Complex computational needs can be easily satisfied by engaging idle CPUs across the AXEL Network.

 **Device Unification** - The AXEL Blockchain will incorporate our patented technology to unify user devices, providing access to the blockchain without the need for heavy gateway clients running on all devices. Our unique unification technology enables users to create a personal network that grants anywhere-access without sacrificing portability.

 **Digital Identity** - Our system will rely on a twin approach to establishing digital identity without compromising privacy. By vetting device and user data, a digital identity will be created and added to a private chain. It maintains core privacy requirements, while allowing users and organizations to utilize the network and conduct transactions in full trust.

By innovating our own blockchain technology, we are building a tailor made solution to ensure transactions performed on the AXEL Blockchain are both lightning fast and confidential.

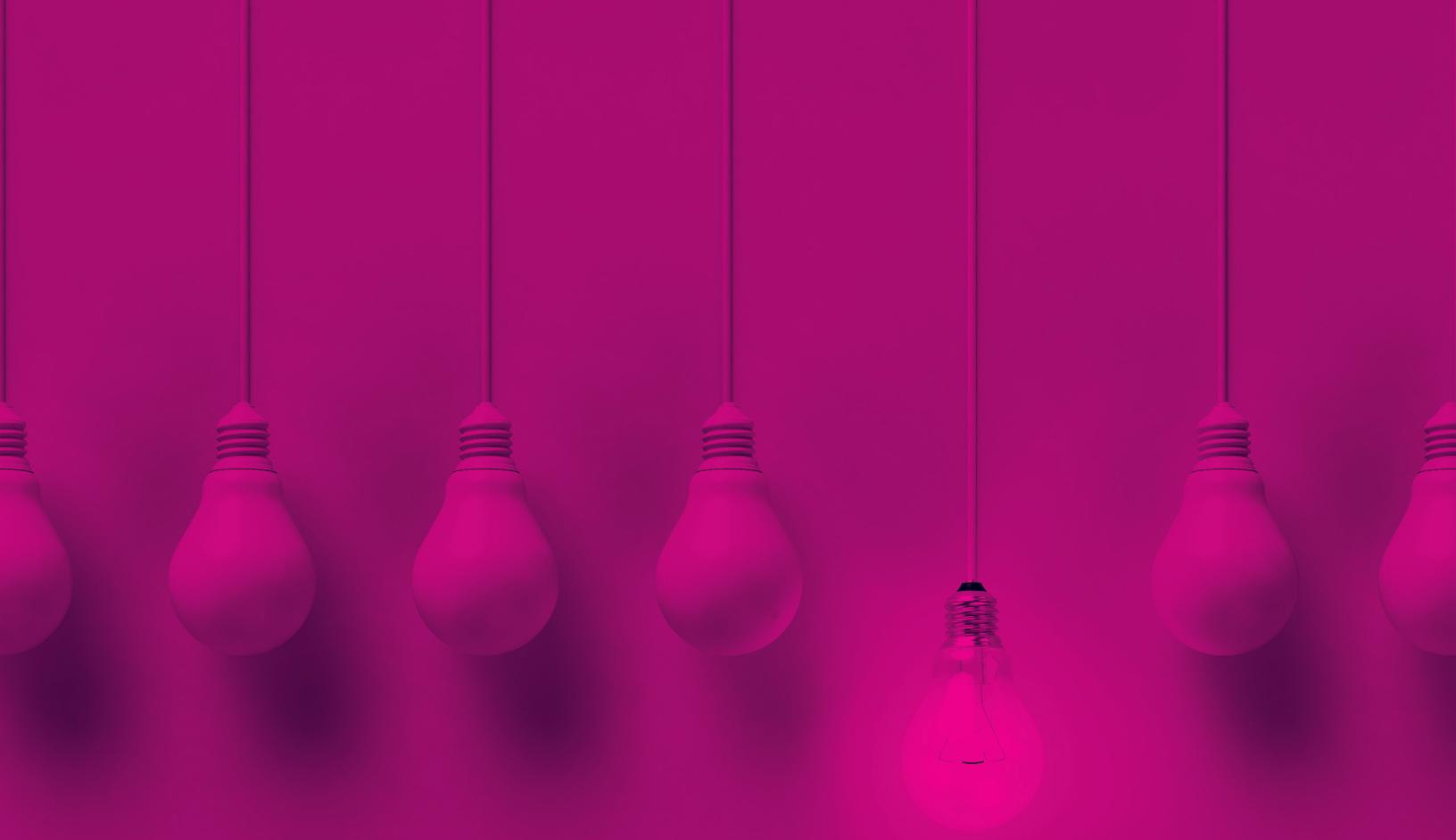
AXEL: CHANGING DATA OWNERSHIP

The AXEL Blockchain is the answer to third parties demanding more and more personal data from users in every aspect of their lives. Its private chain will allow users to flip this paradigm, letting them collect and manage their own data – not just their files. This technology will be the engine that sits behind a person's entire data history and helps them maintain control over every data point they create using their devices.

The AXEL Blockchain will facilitate a user-centric future where people collect, keep, and monetize their own data. Not third parties.

Once deployed, the AXEL Blockchain will also enable powerful applications to be built on the Marketplace that can make use of its unique advantages and patented technology.

This carries significant implications for a wide range of industries.



AXEL + MARKETPLACE EXAMPLES



Create better efficiency in healthcare, saving providers money while ensuring that patients have full control over their health history and maintaining privacy in compliance with regulations such as HIPAA.



Streamline the legal industry by adding more transparency to the process of drafting contracts.



Facilitate new service models that protect intellectual property (IP) to ensure the integrity of service providers and customers.

These are just a few of the transformative applications that can be built on the AXEL Blockchain. Countless innovations are waiting to be developed utilizing our Blockchain, and we'll be heavily supporting a devoted community of developers to make it happen.

From patient information to driving data, the AXEL Blockchain will bring about a new reality of data control and empowerment, allowing anyone to truly own their online data.

STOAMIGO AND THE FUTURE

We started by giving people control over their files with StoAmigo. Our patented ecosystem solved many of the problems brought on by third party cloud storage and file transfer providers, but it didn't go far enough. We wanted StoAmigo to give users the freedom to do absolutely anything they wanted with their files.

The next step was giving users the ability to sell their files and content without the hassle of third party costs and control. That's Transactional Sharing. Combined with blockchain technology, this feature will become the ultimate method of peer-to-peer selling.

Users will be able to easily utilize Transactional Sharing to access a vast audience of buyers with the StoAmigo Marketplace, a global destination where millions buy, sell, and create. All entirely decentralized.

The AXEL Blockchain will unlock the true potential of the Marketplace through near-instant transactions and truly private selling. It and many of its applications will empower users to own their data and provide the tools for them to control and monetize it. User-centric data ownership is good for the digital economy, good for users, and good for business.

We see a decentralized future. We're doing our part to make it happen.

StoAmigo and the AXEL Blockchain will ensure technologies of the future like AI and IoT add value to people's lives, not take it away. Data can be used to improve people's lives without compromising privacy.

StoAmigo changed the narrative on file ownership. The AXEL Blockchain will redefine the future of data.

TEAM

StoAmigo built a comprehensive team to create revolutionary technologies and a sustainable business. Entrepreneurs, technologists, marketers, investors, innovators and creators - our team has a track record of delivering success.

Our founders have been at the forefront of the technology revolution, having founded one of the first private label ISPs and developing award-winning technologies and intellectual properties. We pride ourselves on both our pedigree and our ability to evolve in the rapidly changing environment of technology.

We are a team of more than 90 professionals, including over 50 developers and technologists, and we're always adding new talent to help build the future of data ownership.

Our lead team on AXEL are:



Tony Tan, CEO and Chairman - A visionary and philanthropist with a long string of entrepreneurial successes, Tony founded and ran ZCorum, America.net, and ISP Alliance. He built one of the first wholesale Internet Service Providers (ISPs) in the United States, and has a track record of rapidly transforming tiny startups into large, multi-million dollar businesses. Tony held global management positions at JP Morgan Chase, Securities Counsel, and the YMCA. He's also an avid investor and has driven multiple charitable initiatives both domestically and abroad. Tony carries an MBA from the University of Chicago, one of the world's top MBA programs.



Ben Ow, CTO and President - Ben has a strong history of leading the creation of stunning, industry-shaking technologies. He started and cultivated a one-man operation into a powerhouse computing company that represented brands like Panasonic, Fujitsu, and Acer. He's co-founded several successful businesses, held executive leadership positions in more, and is the mastermind behind ViaCube, the winner of CES's 2006 "Best Of" Innovation Award. He also completed all course work for the PHD program in Artificial Intelligence at Northwestern University.



Jeremy Forsberg, CMO and VP - Jeremy was co-founder and CEO of the NAVADA Group - a creative agency that worked with some of Europe's most powerful and recognizable brands. He boosted audience engagement for a horse racing brand by over 2,000%, turning it into the top racing brand in the UK. He's best known for leading the award-winning "Road Respect" campaign, wielding viral content to slash drunk driving incidents. Jeremy is also a regular guest on BBC Radio.

TEAM



David Caplan, General Council - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Rick Stiles, VP Product Development - A communications technology veteran with decades of experience, Rick has spearheaded the development of many innovative communications technologies, some of which are commonly used today. He's served as Vice-President of major telecom companies like HyperEdge and NA Communications, and led product development at others. Rick is named in several significant U.S. patents.



Diane Zhang, VP Finance - With an excellent undergraduate academic record, Diane was offered a research assistantship to pursue graduate studies at The University of Cincinnati. She graduated with an MA in Economics and then pursued her passion for accounting and finance. A Certified Public Account (CPA) since 2006, Diane has accumulated years of hands-on experience in finance and accounting through working for public and private companies across a variety of different industries.



Dmitry Kogosov, VP Operations - Retail. Mortgage Banking. Tech. Dmitry has supervised teams in all these fields, and many more besides. At IngramMicro, he handled clients like Dell and other national brands. His specialty is pulling people together from different parts of the world, each with their own time and language and culture - and creating a cohesive team focused on a singular goal.



Dmytro Ashkinazi, Executive Director European Operations - Veteran entrepreneur and software specialist. Dmytro founded, built, and sold Dneper and iDom, two European tech companies. He's spent years in IT consulting, helping businesses develop incredible technologies. He brings with him a strong business skill set and vast technical acumen that are born of his experience working in some of the world's best-known tech giants.



Sandy Zhou, Executive Director of Asian Operations - Sandy Zhou is the senior local executive overseeing StoAmigo's China and Asian operations. Her responsibilities include managing the company's Asian staff, financial management, oversight of all software testing, research and development efforts in Asia and coordination with our offices in the US and Europe. Sandy is a financial industry professional, having held leadership and management positions in various financial organizations. She is also a certified accountant with education from Southwest University of Finance and Economics. She also holds a Certificate in the field of insurance issued by the China Insurance Regulatory Commission.

TEAM



Vitaly Yermolenko
Blockchain Engineering



Yuriy Shcheglesky
Project Management



Rupesh Kiran Sudhakaran
Quality Assurance



David Deng
Operations



Dr. Vladyslav Krasnyy
Admin and Unix



Petro Khodko
Web and Desktop Applications



Alexander Zavyalov
Server Side Development



Mykhailo Shchogolev
UX/UI Design



Valentyn Pidburtnyi
Database Development



Volodymyr Leskiv
Mobile App Development



Eduard Dryha
Blockchain Developer



Joshua Shorter
User Engagement and Growth



Geoffrey Yu
Inbound and Acquisitions



Vsem Yenovkian
Community Manager



Aries Datuin
Designer



David Mikulik
Acquisition and Copywriter

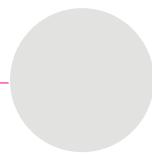


Mike Wang
Mobile App Development

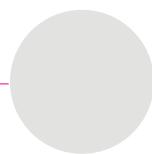


Vadim
System

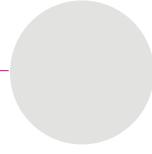
OUR ADVISORS



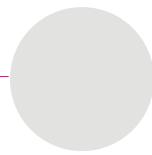
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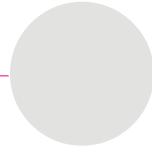
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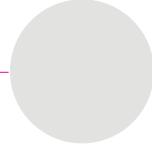
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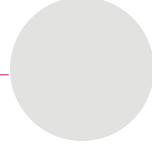
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THE AXEL FOUNDATION - A SUSTAINABLE FUTURE FOR STOAMIGO AND AXEL

The AXEL Foundation will take StoAmigo and AXEL into the future and provide a sustainable governance to ensure the long-term viability of the technology and business.

The aim of StoAmigo is to build a community of innovators and partners that will contribute to the development of the AXEL Blockchain and create new applications and business models to stimulate mass adoption.

The Foundation will coordinate with partners and bring in new innovators to develop on the platform while ensuring adherence to key data ownership principles that are at the heart of the StoAmigo vision. To guarantee compliance with the principles outlined by the Foundation, namely a commitment to data ownership and privacy, the Foundation will have the resources to manage the governance of the tokens and AXEL Blockchain.

The AXEL Foundation's remit will cover several key priorities:



Oversight of the AXEL Blockchain in Conjunction with the Vision Laid Out by StoAmigo

StoAmigo's overarching vision for data ownership has gone through a series of phases with future evolutions to take place over the next several years with the AXEL Blockchain. Developing and growing the platform internally, and with partners, must adhere to the fundamental principles of transparency in the process, a commitment to data ownership for users, and sustainable growth of the platform.

The governance of the Foundation will be laid out in an AXEL Foundation Charter that will outline all guides and principles. It will be an independent, transparent, non-profit organization to provide oversight of StoAmigo and the effective development and growth of the AXEL Blockchain.

The Foundation is mandated to ensure compliance with all the principles laid out in the Charter and all legal regulations and statutes in relevant territories.



Manage Release of Tokens

To ensure the sustainability of the project, we want to ensure tokens are released to support Marketplace growth without resulting in uneven token allocation. The Foundation will conduct the future token releases after the initial token offering, to be in line with the needs of the technology and community in a transparent and independent way.

A release schedule will be published to outline the pace and volume of token releases.



Management Development Fund

The AXEL Foundation will ensure effective management of the development fund to provide an effective allocation of resources to support future iterations of the AXEL Blockchain. Allocated funds will be distributed to effectively sustain technological development and innovation of the platform.



Provide Support for Research and Development on The AXEL Blockchain

Our underlying aim for the long-term development of the AXEL Blockchain is to grow new technologies, applications, and business models that will expand the value of the Marketplace. The Foundation will provide support for the growth and development of the Marketplace and new technologies.

With developer tools and API's, the role of the Foundation will be to increase access to information and resources that allow for the introduction of new applications to the ecosystem. This included the management of AXEL.org, which will be a repository of all information, instructions, and tools for development on the AXEL Blockchain. There will be a community forum on-site and managed community on social and third-party community platforms that will be supported by the Foundation.

It will work with partners to help grow the users on the Marketplace and the AXEL Blockchain, providing a sustainable approach to development and growth on StoAmigo and independently support the developer community.

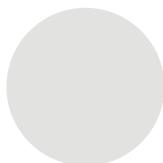


Foundation Structure

The Foundation will be resourced by StoAmigo with oversight consisting of representatives of the senior leadership team of StoAmigo as well as independent advisors.



Foundation Board



Chair Independent Advisor



Tony Tan



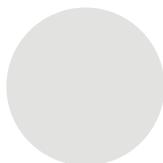
Ben Ow



Rick Stiles



Jeremy Forsberg



Advisor



Advisor



Advisor



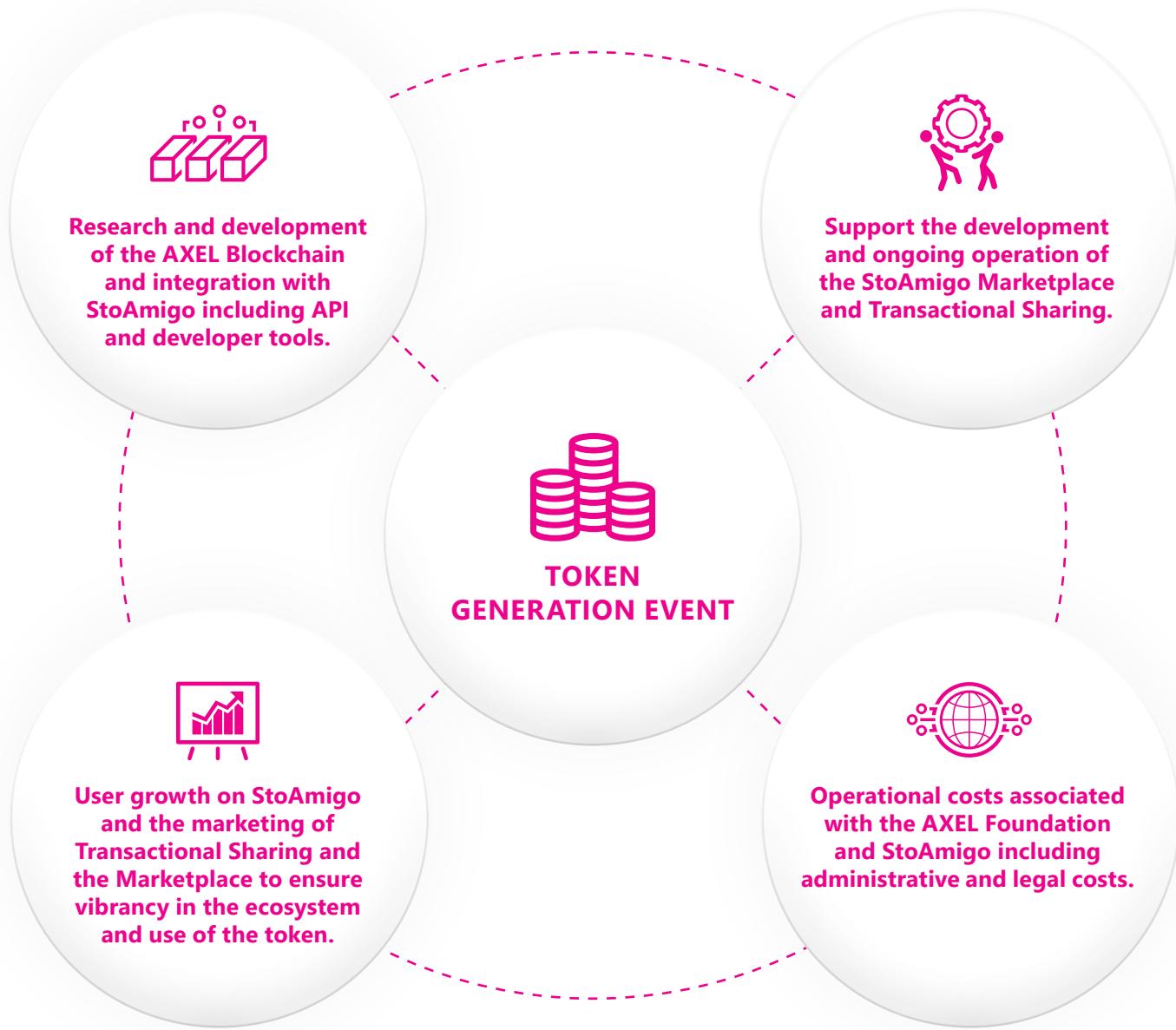
Advisor

WHY TGE?

StoAmigo has been self-funded and has developed the technology that will be the basis for Transactional Sharing, the Marketplace, and ultimately the AXEL Blockchain. In order to resource the research and development of the AXEL Blockchain and grow the user base for the Marketplace, StoAmigo will be hosting a token generation event (TGE) to raise additional resources.

The aim of StoAmigo is to support the development of new technologies and innovations that drive towards data ownership. The TGE will assist in resourcing the overarching aims of StoAmigo to build the AXEL Blockchain. It will also provide some support to the AXEL Foundation to ensure effective governance.

The funds raised from the TGE will be directly allocated to four key functions:



THE AXEL TOKEN

StoAmigo's AXEL Token: ERC-20 Compliance: StoAmigo's Marketplace will initially be constructed and launched on the Ethereum blockchain. Ethereum was chosen due to the global acceptance of the network configuration, topology, compatibility, smart contracts, and ease of integration. The AXEL utility token will be issued as a standard ERC-20 compliant utility token to ensure compatibility with existing Ethereum wallets, networks, emerging software applications, and digital-cryptocurrency markets.

The AXEL Token (by design) is not a registered currency in any country or territory and has no value associated outside of the Marketplace. Therefore, the token is not subject to any regulatory oversight.

However: Should laws be enacted in countries and territories making tokens managed within a private network a security or monetary commodity, the global marketplace will be configured to incorporate such oversight as required by law.

TOKEN USAGE WITHIN THE AXEL BLOCKCHAIN

In addition to being utilized between network participants as payments for access to digital content and other services, the AXEL Blockchain will also utilize the AXEL Token to support:



Transactions within the StoAmigo Marketplace hosted on the AXEL Blockchain.



Transactions in relation to the decentralized distributed network storage wherein those seeking storage can pay the provider with AXEL Tokens.



Transactions in relation to the decentralized CPU processing power (virtual machine) capability wherein those seeking additional processing power can pay the provider with AXEL Tokens.



Compensation for nodes processing smart contracts and consensus algorithms.



Potential compensation in support of the StoAmigo Marketplace in the form of a transaction fee (TBD).



Additional token usage may be disclosed at a later date. Usage will be consistent with on-network (within the AXEL Blockchain) services.

TGE DISTRIBUTION

Distribution	Token Allocation
Initial Token Generation Event	15%
AXEL Charity Fund (Managed by AXEL Foundation)	10%
AXEL Token Supply Withheld for Future Release	48%
Founders and Advisors	20%
Reserve	5%
Airdrop and community Release	2%

- StoAmigo founders, team, employees, advisors and supporters will receive tokens over 8 vesting periods every 2 months with an 18 month lockout period for each vestment.
- Those taking part in the token event will be submitted to Know Your Customer (KYC) and Anti-money Laundering (AML) protocols to ensure compliance with in various jurisdictions and to ensure the integrity of the project.

THE AXEL TOKEN

The AXEL Foundation will release token allocations throughout the year through incentive programs to users of the StoAmigo Ecosystem, Marketplace, and eventually application network and as compensation for processing transactions.

A gradual release period of withheld supply will provide additional liquidity to the ecosystem.

TGE EVENT STRUCTURE

The structure of the ITO will be available at AXEL.org and all Terms and Conditions and commitments outlined.

Start	June 01 2018
Payments	BTC, ETH, USD
Soft Cap	52,000 ETH
Hard Cap	194,000 ETH
1 Token	0.000025736 ETH
Total Token Volume	50,000,000,000 AXEL Tokens
Total Token Release TGE	18,500,000,000
Minimum Purchase	100,000 AXEL Token
TGE	June 01 2018 - June 15 2018

DEVELOPMENTAL TIMELINE

2013

Launch of CloudLocker decentralized storage device

2014

Multi-Factor Authentication on file transfers

2015

Launch of Desktop TackApp

2016

Launch of Mobile TackApp

Q1 2018

Release of new user interface for StoAmigo

Q2 2018

- Launch Transactional Share selling portal
- AXEL Token release

Q3 2018

- Deployment of the StoAmigo Marketplace with search function
- Introduction of new applications for buying and selling

Q4 2018

Introduction of virtual storage - for unified device selling

Q1 2019

Beta version of AXEL Blockchain

Q2 2019

- Full deployment of the AXEL Blockchain
- One-to-one token exchange for migration from Ethereum to AXEL

Q3 2019

AXEL API - Network deployment registered developers and partners

Q4 2019

Application exchange and deployment in the Marketplace

Q1 2020

Torrent-like distributed storage with encryption and glacial storage monetization

Q2 2020

Full public release of the API for the AXEL Blockchain

Q1 2021

Full data point device integration for data control in StoAmigo and the AXEL ecosystem

TECHNICAL CONSIDERATIONS

StoAmigo will initially launch our expanded global Marketplace on the Ethereum network. This will allow us to expedite our launch phases and deliver our platform quickly, allowing consumers and businesses to engage with the technology and experience the powerful toolset we provide. Ethereum was selected as the initial vehicle for our launch as it is highly scalable, globally accepted, and readily available.

As currently structured, Ethereum has some potential drawbacks for the long-term deployment of the StoAmigo Marketplace. Technically, the Ethereum network is capable of resolving roughly one transaction every 12-17⁸ seconds through the proof-of-work, which imposes limits on the network capability and the network thru-put. While developers are working feverishly to introduce technologies to speed up the transaction process, StoAmigo is assigning our development team to create our own blockchain network (AXEL) specifically designed to quickly and securely manage digital asset transactions including file sharing, live streaming, and other transactions.

StoAmigo has spent years developing proprietary architecture and software allowing the secure and instant transfer of digital assets across a variety of public, private, and hybrid network designs. By leveraging our intellectual property and our expertise in digital content management, StoAmigo's AXEL Network will incorporate a proprietary peer-to-peer "torrent-like" client that will allow a variety of storage capabilities (including glacial), secure encryption, and management via a proof-of-storage smart contract, enabling rapid and secure transactions across the StoAmigo global Marketplace.

StoAmigo is also providing a digital watermark function. This watermark can be applied to your private digital assets, ensuring that no one can copy or resell your private and personal work through the StoAmigo Marketplace. The digital watermark ensures authenticity and prevents misuse of your digital assets.

DISCLAIMER OF TOKEN LIABILITY

This white paper has been prepared by StoAmigo for the purpose of presenting StoAmigo and the AXEL token to potential token holders, in connection with the proposed token sale.

The information provided in this white paper may not be exhaustive and does not imply or communicate any elements of a contractual relationship. The sole purpose of this document is to provide relevant and reasonable information to potential token holders in order for them to determine their interest in undertaking a thorough analysis of StoAmigo with the intent of purchasing AXEL tokens.

This white paper does not constitute a prospectus of any kind nor a solicitation for investment. This white paper does not in any way pertain to an offering to purchase or a solicitation to purchase any securities in any jurisdiction.

8. <https://ethstats.net>

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This white paper is not created or developed in accordance with any laws, regulations, or any governing bodies in any jurisdiction that is designed to protect investors.

StoAmigo's AXEL Token is a utility token. The AXEL Token is not a digital currency, commodity, security, stock, bond, or any other kind of financial instrument. The AXEL Token has not been registered under the Securities Act, the securities laws of any state of the United States, or any other country including, but not limited to, the laws of any jurisdiction in which a potential token holder or investor resides.

StoAmigo's AXEL Token cannot be used for any purposes other than those disclosed in this white paper including, but not limited to, any investment, speculative, or other financial purposes.

The AXEL Token is not intended for sale or use in any country, region, or jurisdiction where the sale or use of digital tokens is prohibited.

The AXEL Token provides no other rights in any form including, but not limited to, any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including any and all forms of intellectual property), or other financial or legal rights other than those expressly stated in this white paper.

This white paper contains certain statements and estimates that may be of a financial nature and are provided as forward-looking statements and/or information. These statements involve inherent (known and unknown) risks and uncertainties which may cause actual events or other results that differ from the results and/or forward-looking statements provided herein.

At the discretion of StoAmigo, this white paper may be updated from time to time to convey more current and/or updated information as it may become available. This white paper is created in the English (USA) language and is the primary and official source of information about the AXEL Token and the AXEL Token sale. As the contents of this white paper may be translated from time to time into other languages, such translation could corrupt, misrepresent, or omit information contained in the original document. Since the

accuracy of such alternative translations and communications cannot be guaranteed, StoAmigo will hold the English (USA) version of the white paper as the governing document and as such, the provisions of the English language original document will prevail.

RISKS ASSOCIATED WITH THE AXEL BLOCKCHAIN AND TOKEN

Our product needs a vibrant user base. Growth could stall or decline with a result that we may not achieve or growth ambitions.

Our user base has grown rapidly in the last 12 months. While we still maintain a seven figure user base we are aiming for 9 figure over the long-term and rapid growth to 8 figures in the short-term.

Maintaining that growth trajectory and retaining current user base can be impacted by several factors including:

- Our product fails to deliver the quality our users expect.
- A major technical malfunction affects usability.
- Design flaws or malfunctions hamper the quality of the user experience.
- Unable to drive new innovations and products as part of the platform.
- New implementations not meeting user expectations.
- System outages affected by third party platforms.
- Major changes to terms and conditions resulting from regulatory changes.
- Changes to application operating systems (iOS, MacOS, Windows, Android, web browsers) that affect the operation of service and ecosystem.
- External attacks from hackers or major breaches of data relating to our system.
- Reputational issues relating to certain uses of our platform.
- Changes to network and Internet structures and costs in different territories that impact on the quality of service.
- Users prefer alternative services or aggressive competition diverts user attention from our solution.

We have ambitious plans to engage users on our platform to create a sustainable business with diverse revenue models.

StoAmigo has been actively working towards building user growth while ensuring we built an active user base and maintain retention that will drive revenue growth. We have been building new revenue models, retention strategies and shaping our ecosystem to support revenue growth.

However, we may fail to effectively monetize our platform and built a sustainable business model because of several factors including:

- Product offerings are unappealing to our users or they have a perceived lack of value.
- Our markets may not be monetizable or bring in revenue.
- Revenue may not be at the level required to achieve profitability.
- We may not find the right revenue models to fit our product.
- Intense competition impacts on our models by impacting on the perception of our product offering.
- Our operating costs are not supported by revenue resulting in a loss.

In addition to our already developed patented technology, we are building our own blockchain technology.

Blockchain is an established technology, however, it is still relatively new. While we have a strong development pathway we may struggle to deliver on our commitment to deliver our technology. This could be because:

- We cannot attract the right talent to develop the system to the specifications we require.
- Market forces change the technological landscape that affects the suitability of the blockchain solution.
- The technology is not developed adequately affecting quality.
- We run out of resources to sustain the project.
- A major technological event causes disruption to the development process.

StoAmigo is building a brand for itself and AXEL to engage consumers, business and the technical community.

We've spent time building our brand and are aiming to accelerate its visibility. However, any impact on the brand could affect the long-term viability of the business. Reputational damage either from external forces or internal actions can affect brand to the extent that users are dissuaded from the company or partners withdrawal engagement.

StoAmigo has patented protected technology to ensure the long-term value of our innovations.

Despite our efforts to protect our innovations, the technological environment is litigious and competitive, which could result in action against StoAmigo or AXEL. Any legal disputes could disrupt the business and harm future development of our technology.

We may need to use resources to protect our intellectual property either proactively or reactively.

StoAmigo has built a strong team to drive the technology and business forward.

Between the founders and key personnel, StoAmigo has a team that has a deep understanding of the technology and business. Disruption to the developmental process and business growth can occur if critical members of our team are unable to perform their functions for whatever reason.

We have ambitious growth plans and are focused on achieving big goals.

A lack of growth can damage our business but rapid growth can also cause disruption to the operation of our technology and/or business. Accelerated growth can cause disruption to our technology with capacity overloads and network slowdown.

Rapid growth also put pressure on our resources requiring greater interventions from customer service support and onboarding, such as email and in-app communications requiring quicker than expected financial injection to sustain. The costs to maintain a large user base will could increase exponentially and put additional burden on the business.

StoAmigo is built on the principles of security and privacy to ensure users own their data.

The current cybersecurity landscape has become a focus for not only enterprise but consumers who are more aware of the security of their personal information. With the rise in data breaches, malware, viruses, spamming and sustained attack from hackers and criminal enterprise there is a risk from a technical and reputational issue regarding users data.

A serious breach could damage user trust, cause major technical malfunction and result in legal and regulatory issues.

We are a global business with global reach and want to support user growth in international markets.

Managing multiple jurisdictions is challenging and we may be impacted by rapid changes in international markets that would affect our ability to operate, grow and do business.

Regulatory changes in international territories could impact on our business or conflict with our principles of privacy.

Changes to the market conditions such as a major financial event, competitor growth or changes in adoption can impact on the growth of the business in that territory. It may impact on our growth expectations.