

Axel™

WHITE PAPER

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In order to undertake the mission and vision of the "Personal Data Management Solution" (as such term is defined below), the Company IS INTENDED TO BE separately organized by the founders and principals of STOAMIGO INTERNATIONAL LLC (and DUVON CORPORATION ("DUVON"), an affiliated entity in Wyoming which holds key intellectual property utilized in STOAMIGO and AXEL branded software products, including the patent portfolio referenced within this White Paper; and other subsidiaries of DUVON) (collectively, STOAMIGO INTERNATIONAL LLC, DUVON, and other subsidiaries and affiliates thereof shall hereinafter be referred to as the "Operations Company", "We", or "StoAmigo"). The Company is anticipated to be separately organized as an offshore non-US entity. All operations regarding the actual launch of the proposed ICO are further anticipated be conducted by and through the Company. However, the operation, maintenance, and continued development of the underlying technology and the Personal Data Management Solution (as such term is defined below) are intended to be conducted by the Operations Company. The Company anticipates entering into a comprehensive intellectual property license and use rights agreement with the Operations Company for the use of the entirety of the branding, software, and software related intellectual properties held by DUVON, which currently "power" the STOAMIGO and AXEL suite of software products.

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Company does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this White Paper.

RISKS AND UNCERTAINTIES

This White Paper contains statements that constitute "forward-looking statements", including but not limited to (i) the financial performance and statements relating to the anticipated financial performance of the entities that are or will be undertaking the business and financing strategies further described in this White Paper and/or any of such entities' subsidiaries or affiliates, which such business and financing strategies being generally described as: The AXEL Token, blockchain, and personal data management, personal private data transmission and file transfer solutions, and planned ancillary functionalities (the "Personal Data Management Solution"); and (ii) the offering of the AXEL Token in order to finance the foregoing Personal Data Management Solution, which will facilitate the use of the AXEL Token as consumer payment for the services offered by and through such Personal Data Management Solution. While these forward-looking statements represent the Company's judgments and expectations concerning the matters described, a number of risks, uncertainties, and other important factors could cause actual developments and results to differ materially from the Company's expectations. These factors include, but are not limited to: (i) the degree to which the Company is successful in executing its announced strategic plans, including the anticipated exploitation of the Personal Data Management Solution across various channels, markets, demographics that may be detailed in this presentation (the "Channels"); (ii) developments in the regulatory landscape affecting ICO financing and fundraising measures; (iii) changes in the availability of blockchain technologies to assure the Personal Data Management Solution is exploited by and through the Channels; (iv) changes in the Personal Data Management Solution's competitive position, including whether competing companies and players will adversely affect the Company's ability to commercially exploit the Personal Data Management Solution; (v) the liability to which the Company may be exposed to claims stemming from intellectual property violations and related issues regarding third party technologies that are incorporated into the Personal Data Management Solution, including but not limited to blockchain technologies; (vi) the Company's ability to retain and attract the personnel and employees necessary to design, implement, develop, and operate the Personal Data Management Solution and to realize revenues and to manage, support, and operate the Personal Data Management Solution; (vii) changes in finance, crypto currency regulation, securities, accounting or tax standards or policies, and determinations or interpretations affecting the recognition of gain or loss, the valuation of goodwill, the recognition of deferred tax assets and other matters; (viii) limitations on the effectiveness of the Company's internal processes for risk management, risk control, measurement and modeling, and of models generally, especially as it pertains to blockchain focused companies generally; (ix) whether the Company will be successful in keeping pace with competitors in exploiting and using blockchain technologies; (x) the occurrence of operational failures, such as systems failures; and (xi) the effect that these or other factors or unanticipated events may have on the Personal Data Management Solution's success and the additional consequences that this may have on our business and performance. The sequence in which the factors above are presented is not indicative of their likelihood of occurrence or the potential magnitude of their consequences.

Furthermore, readers of our White Paper should be aware that we anticipate that our business is subject to substantial and frequently changing regulations by international, federal, state and local authorities pertaining to personal and private data and digital assets, data storage, sales of digital assets and related software providers (collectively, the "Regulations"). Chief among these Regulations are those that deal with the privacy of data, personal identity, personally identifiable information, and related items, as well as Regulations pertaining to the protection of intellectual properties from infringement or misappropriation. Both classes of Regulations pose significant legal challenges to businesses such as ours, which may result in unanticipated financial outlays ranging from legal compliance to litigation. Violations of these Regulations could subject us to severe fines and possible exclusion from participation in the peer-to-peer/cloud data sharing, storage, and services industry. While the Company and the Operations Company have substantial experience dealing with both classes of Regulations, and will take all reasonable steps to assure that they do not run afoul of the Regulations, including through the use and sale of the AXEL Token, compliance with the Regulations cannot be absolutely certain.

Moreover, the peer-to-peer/cloud data storage and services industry is a notoriously dynamic, trend driven, and rapidly evolving marketplace, where the prevailing Regulations can change fundamentally in ways that present new compliance challenges (e.g., the EU has recently enacted the General Data Protection Regulation, which is anticipated to pose significant compliance challenges to a variety of operations including our own). Therefore, we will have to assure that our products and services continue to evolve and meet the demands of such dynamic and evolving Regulations. The foregoing does not purport to be a final nor exhaustive recitation of the risk factors that we anticipate our business will face which are more fully described in the accompanying AXEL Offering Memorandum.

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

Certain statements in this White Paper constitute forward-looking statements. When used in this White Paper, the words "may," "will," "should," "project," "anticipate," "believe," "estimate," "intend," "expect," "continue," and similar expressions or the negatives thereof are generally intended to identify forward-looking statements. Such forward-looking statements, including the intended actions and performance objectives of the Company, involve known and unknown risks, uncertainties, and other important factors that could cause the actual results, performance, or achievements of the Company in its development of the Personal Data Management Solution to differ materially from any future results, performance, or achievements expressed or implied by such forward-looking statements. No representation or warranty is made as to future performance or such forward-looking statements. All forward-looking statements in this White Paper speak only as of the date hereof. The Company expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein to reflect any change in its expectation with regard thereto or any change in events, conditions, or circumstances on which any such statement is based. Prospective purchasers of the AXEL Token are not to construe this White Paper as investment, legal, tax, regulatory, financial, accounting or other advice, and this White Paper is not intended to provide the sole basis for any evaluation of an investment in an interest. Prior to acquiring an interest, a prospective investor should consult with its own legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such investment.

QUALIFICATIONS TO PURCHASE AXEL TOKENS

Evidence of accreditation status pursuant to Section 506(c) of the Securities Act standards may be required for US Persons to purchase the AXEL Token. Additionally, purchasers will need to provide investment entity information such as address and social security number or tax ID number to pass KYC (Know Your Customer) and AML (Anti Money Laundering) checks.

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EXECUTIVE SUMMARY

Who We Are and Our Vision: Our company (AXEL™ formerly StoAmigo®¹), our software, and our vision have always been focused on providing users the highest degree of control over their digital identities and assets.

We have had tremendous success in forecasting and understanding the genuine need for people to have **control** over their own digital files and communications.

Over the past five years, our veteran 100+ member team (including more than 80 technical experts) built a suite of software products enjoyed by millions of users. Unique patented technology² and a user-friendly AXEL App have helped us achieve substantial market penetration and a 4.4-star rating on Google Play.

We are proud of, and emboldened by, the success our software has already achieved - all while being 100% self-funded. As we embark on the next critical iteration of our software ("AXEL Pay"), we seek nothing less than to completely remove the barriers to direct peer-to-peer monetization, transfer, and enjoyment of files and data.

With our years of experience, we recognize there is a critical void in the file sharing space - **privacy** - that can only be addressed through blockchain technologies.

We believe control without privacy does not provide people the means to truly enjoy the ultimate value of the Internet.

Our Solution: We intend to leverage and evolve our current suite of patented private file sharing and streaming technologies to create a new application, dubbed AXEL Pay.

AXEL Pay will build upon the feature-rich and field-tested foundation provided by the AXEL App, but with a new range of powerful peer-to-peer file sharing, transfer, and monetization capabilities.

AXEL Pay will pave the way for users to sell, buy, or trade their digital assets one-on-one, with no external interference. It will allow them to instantly deploy a personal, fully customizable, peer-to-peer storefront without the usual third-party middlemen and their exorbitant fees.

Our patented technology will allow anyone to create an AXEL Pay link for any file with a few clicks.

Not only will AXEL Pay permit users to engage in seamless user-to-user commercial transactions but, combined with our own AXEL Token, it will give them a means to do so "invisibly." We expect the AXEL Token and AXEL Pay to provide users the privacy and control necessary to sell their digital assets with full

1. StoAmigo International has now rebranded and is doing business as AXEL™.
2. AXEL's technology is covered by 6 U.S. patents, granted since May 2015, and 11 other pending patent applications in the U.S., Europe, and China. The patents issued to date include U.S. Patent No. 9,027,050, U.S. Patent No. 9,363,563, U.S. Patent No. 9,419,965, U.S. Patent No. 9,565,184, U.S. Patent No. 9,723,090, and U.S. Patent No. 9,792,452. Published patent applications include U.S. Patent Publication Nos. 2014/0195976, 2014/0165176, 2015/0237400, 2017/0359353, 2016/0248936 and 2017/0235490, WIPO International Publication No. 2014/089353, European Patent Publication Nos. 2 802 118 and 2 996 026, Chinese Patent Publication Nos. 104903900 and 105426115.

confidence, a feature sorely missing in the current landscape.

We anticipate the power of this combination will transform the way users collaborate and communicate with one another, spawning new, vibrant communities of sellers, buyers, and creators. Users armed with the knowledge that they can dictate how their data is shared, monetized, and controlled will both expect and demand more.

We plan to build upon that empowered user base by adding additional functionalities to enhance this ecosystem.

One of which will be the AXEL Marketplace, which is intended to be released after AXEL Pay and at approximately the same time as the AXEL Token. The Marketplace will further allow for the dissemination and sale of digital assets. Moreover, we ultimately intend to create our own proprietary AXEL Blockchain that will unlock the complete array of possibilities this ecosystem presents. The creation of this blockchain will allow for a variety of other features that we believe are missing in the marketplace today.

We are confident that AXEL Pay, the AXEL Token, and the AXEL Marketplace, even without our proposed long-term proprietary blockchain, will radically disrupt the status quo and write the next chapter of digital file sharing.

INTRODUCTION

The Internet revolutionized communication.

Real-time global chat and voice, on-demand video conferencing, social media, and other technologies have given world leaders and everyday people the same remarkable power to reach out to anyone at any time.

Looking at the tremendous progress made in the modern age, it is hard to overstate just how much this has changed the world in practically every dimension, from commerce to entertainment.

Nonetheless, while the Internet promises to play a role in the life of every single human being, it comes at great cost to the fundamental aspects of what it is to be a person.

Centralized players such as Facebook have fostered a culture where control and privacy have been severely eroded as payment for convenience. Draconian terms of service contracts that destroy privacy, lay claim to personal data, and commoditize the individual have become the norm.

The parties that benefit from this arrangement are none other than the mega-corporations and governments that leverage user data for their own ends. One needs to look no further than Google to see the ultimate expression of that model, as everything from browser and search activity to email becomes the fuel for their advertising machine.

We believe users sometimes unwittingly make this bargain but, more often than not, recognize this is not an arrangement that gives them the personal freedom and value that they deserve and desire.

To truly leverage the power of the Internet, each user must feel confident in their ability to communicate securely and privately.

As users of the digital economy grasp to regain their privacy, it is critical that AXEL leverages its own patented file sharing and streaming technologies, along with blockchain technology, to help make a vision of users owning and controlling their data a reality.

Our current solutions are elegant, tested, and extremely suited to addressing the problems discussed in this white paper. Extending those technologies with blockchain will make them even more powerful.

For example, the combination of AXEL Pay and the AXEL Token will enable for seamless real-time instantaneous sales transactions of digital content between any two parties, anywhere in the world, in a secure, private, and intuitive fashion.

We believe this pairing of blockchain and our technology will provide the world its first complete digital sharing and monetization ecosystem that will eliminate the need for middlemen, while assuring users retain control over their transactions and privacy.

In addition, those capabilities will be deployable across a variety of different Internet platforms, allowing individuals to instantaneously set up sales portals and build applications benefiting from all of the above features anytime they choose.

Given our track record and marketplace recognition, we believe AXEL Pay and the AXEL Token have the potential to spawn a global movement that will fundamentally challenge centralized digital content marketplace paradigms.

Picking up from Bitcoin and blockchain's enduring challenge to the global financial systems and institutions, we are confident blockchain (especially when paired with our own technologies) presents the very same kind of challenge to digital file sharing and streaming.

This is why we believe the digital file sharing and streaming marketplace is ripe for a change and that we have the team, technology, and experience to achieve it.

PROBLEM STATEMENT

Oppressive Fees and Lack of Control Hinders the Development of a Truly Global Digital Asset Marketplace

Against the above backdrop of systematized concentration and control of user data by major platforms, we believe the development of any truly global digital asset marketplace is severely handicapped.

Sellers today rely on a fragmented array of digital asset marketplaces such as Shutterstock that subject them to constant insecurity.

These marketplaces often extract exorbitant fees and impose arbitrary and capricious controls over how users can sell and share their content. Minor infractions can lead to the immediate suspension of user stores, causing significant harm and loss of income.

Moreover, these platforms often force users to give up their private information and data for mining and advertising purposes by various intermediaries and unknown third parties.

In this environment, users are subject to a double indignity of:

1. Having to submit to third-party business practices that don't place their interests first, and essentially aggregate and commoditize them.
2. Being forced to give up privacy in order to feed the data mining operations of other large-scale business interests.

Simply providing users the tools to effectively and seamlessly communicate with each other for the purposes of sharing and selling data, without the specter of third parties profiting from their transactions, would tremendously advance the promise of the Internet.

The Vast Majority of Internet Communications and File Sharing Relies on Centralized Platforms, Posing a Significant Security Risk to Users

As discussed, the prevailing wisdom is that users are happy to enter into contracts that commoditize their identities and their data for "free" access to Internet services.

As a result the Internet is rife with everything from email to social media platforms that promise goods and services for "free", provided user data can be exploited by platform providers as they see fit.

The more critical dimension of this arrangement, above and beyond the reality that users are forced to part with their privacy, is the fact that all of this data is transmitted through and stored by a variety of centralized servers.

The end result is that the data is extremely concentrated and warehoused and users are ultimately forced to part with ownership and control over that data.

For example, looking at the aggregate daily traffic of various Internet communication apps, one is absolutely staggered by the fact that the leaders in the field, such as WhatsApp, process 4.5 billion photos and approximately 55 billion messages every single day³.

That statistic doesn't even account for the daily video traffic the platform handles, which is only going to increase (and if a picture is worth 1000 words, video must be worth multiples). Routing this unimaginable amount of personal data through centralized servers presents an incredibly enticing target for hacking and other unlawful activities.

And unfortunately this very real possibility was exposed as early as January 2018 due to the efforts of "white hat" hackers who discovered major security exploits in WhatsApp's encryption matrix, essentially rendering such encryption useless for group chats.⁴

The prime takeaway is that the need for privacy-enhanced decentralized file sharing and communications becomes more important with each passing day. In addition, in connection with commerce, decentralized communications and financial transactions are even more paramount as livelihoods are at stake.

Due to the adoption of the European Union's General Data Protection Regulation (GDPR) and the resulting changes in privacy policies, users are becoming more aware of the data they're giving away to large corporations. Going forward we expect the trend of consumers demanding more knowledge of how that data is being used and who possesses it to accelerate.

For our entire corporate history, we have recognized that control of data should belong to the person that generates it. AXEL is uniquely positioned to help deliver a new, user-first future for data and communication.

3. <https://techcrunch.com/2017/07/26/whatsapp-status-stories-250-million>

4. <https://www.wired.com/story/whatsapp-security-flaws-encryption-group-chats>

THE JOURNEY

Since we started in 2012, our mission has 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 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 call it TackApp®. It lets users unify the files they own by linking the storages of every compatible device they have.⁵

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.

TackApp was designed as a way to unify these devices without the need for a centralized storage system. 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: **AXEL**.

THE AXEL SOLUTION

AXEL 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 with ease. It provides powerful video streaming capabilities 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.

5. The multi-platform application is further explained in U.S. Patent No. 9,027,050 and U.S. Patent No. 9,363,563.

This convenience without compromise is what has attracted millions of users, and what has gotten us a 4.4-star rating on Google Play.

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

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 transferring gives users greater control over their files by allowing them to determine where their files are stored.

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

AXEL also gives users unprecedented control over files that are shared. Files shared 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.

FROM SOLUTION TO EVOLUTION: AXEL PAY

The AXEL App provides the easiest way for users to access, share, and transfer their files. We're also building the easiest way for them to sell their files.

Pictures. Documents. Videos. Music. Anything.

With the AXEL Pay technology, users will be able to 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 AXEL 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.

6. Multi-Factor Authenticated Sharing is a unique protection system that prevents unauthorized access to digital content stored on servers, file sharing systems, hard drives, and USB-enabled external drives or other digital repositories. This propriety system is described in U.S. Patent No. 9,419,965, U.S. Patent No. 9,565,184, and U.S. Patent No. 9,723,090.

No third parties will be creating the rules or imposing disproportionate costs. Our technology will allow anyone to create an AXEL Pay link for any file with a few clicks. The user sets the price they want and they receive nearly every penny. All that with virtually no transaction fees. This created 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, AXEL Pay focuses on the user by eliminating major barriers to selling – time, access, costs, and ownership. By removing these resistances, hundreds of millions of people will suddenly have the opportunity to become entrepreneurs with ease.

We strongly believe AXEL Pay will be the better, easier, and safer way to monetize people's files. It will come with all of the benefits of e-commerce but without any of the restrictions. AXEL Pay will initially utilize PayPal as the payment mechanism.

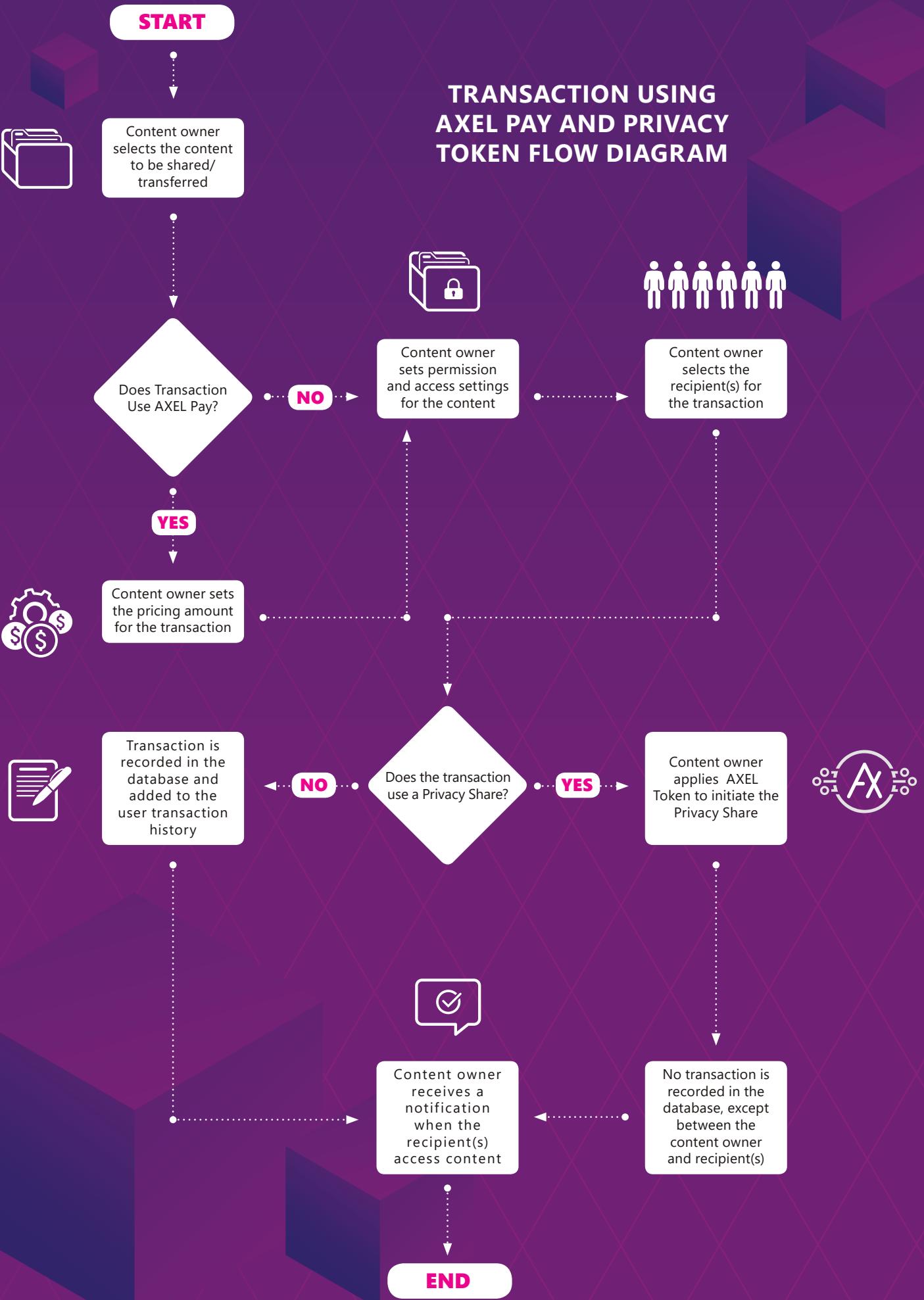
Our existing platform is already being used by millions who will shortly have access to AXEL Pay. But our vision is to not only remove barriers to entry for digital commerce – but to change how it is done.

PRIVACY MADE SIMPLE: INTRODUCING THE BLOCKCHAIN-POWERED AXEL TOKEN

While we're making it easier to sell, we want to ensure all transactions stay between users.

To that end we plan to introduce the AXEL Token to add powerful privacy features to our platform. The concept of the AXEL Token is simple. With any transaction on the AXEL App, paid or unpaid, users will be able to initiate a Privacy Share with an AXEL Token where all records of the share, the parties involved, and the content being shared is completely removed from our platform. The option to use Privacy Share will be provided on every share created within AXEL.





A BETTER PLACE TO SELL: THE AXEL MARKETPLACE

We want to create a better place for people to sell - not just a better way for them to do it. That's why our vision is to create the AXEL Marketplace, a true peer-to-peer e-commerce platform that will feature a vibrant community of buyers and sellers.

With billions of people already buying and selling online, and another billion set to be added to the digital economy by 2020⁷, we expect the AXEL Marketplace to be a key facilitator in the commerce of digital products and services. Combined with AXEL Pay and Privacy Share, this will provide the opportunity for anyone with an Internet connection to sell their content without current costs or restrictions.



Better for Sellers - Sellers will be able to participate in a popular online portal with an audience ready to buy their content. Utilizing the AXEL App, they would be able to sell any file on the AXEL Marketplace in seconds.

The AXEL Marketplace will provide 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, with added optional privacy.

Best of all, there will be no startup costs for using the AXEL Marketplace.



Better for Buyers - Buyers will get access to an ocean of unique content, unlocked by the non-existent barriers to entry that AXEL Pay provides. We expect there to be content available on the AXEL Marketplace that just won't be found anywhere else. Powerful search capabilities will allow visitors to find exactly what they're looking for.

The AXEL Marketplace will provide easy payment options and will let users view, watch, or listen to their purchases in seconds. We expect that the AXEL Marketplace will be one of the easiest, safest, and most comprehensive ways to buy digital content, all in one place.



Unified and Decentralized - The AXEL Marketplace will facilitate peer-to-peer transactions. As has always been the case with AXEL, the user chooses where the content is kept. We plan to deliver the advantages of existing e-commerce sites such as Amazon, eBay, and Alibaba and content channels such as YouTube and Twitch – but not all the costs, rules, and restrictions that come with them.

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

A BETTER WAY TO PAY: AXEL TOKEN + AXEL PAY

The combination of AXEL Token and AXEL Pay will allow for powerful privacy features. We anticipate that details of a transaction performed through AXEL Pay with the AXEL Token will be confidential. The AXEL App will utilize blockchain technology to ensure the records of that transaction are not stored anywhere.

These privacy features are as simple as they are powerful, leveraging the ease of our sharing functionality with the power of patented Multi-Factor Authenticated Sharing.

The AXEL Token, combined with AXEL Pay, will enable us to put forward our vision of the future of data. A future that includes:



Full Ownership of Data - Transactions using AXEL Tokens are direct, private, and 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 - We expect selling files with AXEL Pay to be simpler than nearly any other method. Select a file. Set pricing and options. Hit submit. That's all it takes.



Robust Transaction Security - Our patented Multi-Factor Authenticated Sharing technology, combined with a private token blockchain, goes beyond just "safe."

We predict that the simplicity and sophistication of the AXEL App with the AXEL Token, 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 privately sell peer-to-peer via a range of channels. All without third parties controlling what they sell and who they sell to.

To encourage the rapid adoption of the combination of AXEL Pay and the AXEL Token, we plan to create a place for people to use them.

Key Features:



For Everyone - Anyone can start selling in minutes directly from a computer or phone using our technology. All they will have to do is install the AXEL App and select a file.



"Invisible Transactions" - AXEL's Privacy Share functionality will allow buyers and sellers to conduct sensitive transactions in total anonymity on the AXEL Marketplace, while still keeping personal records of those transactions.



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



Discoverable - Powerful search algorithms will connect people with what they want without compromising privacy.



Decentralized - Peer-to-peer transactions will drastically reduce platform fees and keep the transactions directly between users.



Built for Media - Streaming and media player technology will let 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 AXEL Marketplace.

We strongly believe the AXEL Marketplace, combined with Privacy Share and AXEL Pay, 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 and give users the benefits of peer-to-peer selling. Our goal is to make it the fastest and easiest way to build a successful online business, period.

The unique benefits will attract a dynamic group of people to populate the AXEL Marketplace. We expect it will spark the creation of revenue models that don't even exist today.

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

JOSH IS A PHOTOGRAPHER ◦

Josh loves taking pictures. He's good at it, and his friends tell him he should put his work up for sale.

In today's world, the only realistic chance of getting his photos sold is by going to a photo licensing site and asking them to sell it for him.

The process is complicated and he has no idea how to begin. Even if he goes through all that and gets approved, the site will take 80-90% of each sale!

Worse yet, he can't set how much he wants to sell his photos for - that's all controlled by the platform.

With the AXEL Marketplace, everything changes.

He can select any picture he's taken, set his own price, give it some tags like "cat lounging on a stone wall," and hit submit.

That's it. His picture is now up for sale on the AXEL Marketplace. Anyone searching for cat photos can find his work and buy it on the spot... and he makes up to 95% of every sale.

The AXEL Marketplace enables entirely new career paths for Josh and people like him.

A close-up photograph of a woman with long brown hair singing into a black microphone. She is wearing a dark top and has a guitar strapped around her neck. The background is dark with some stage lights visible.

SHERA IS A SINGER

People adore the songs she brings out. Covers of popular songs. Music with personalized lyrics she's written herself. Even her quirky music videos. All that has attracted hundreds of thousands of YouTube subscribers.

But all those people listening to her music aren't enough to pay her rent. Ad revenues on YouTube are a pittance, and Spotify earns her less than \$0.00043 a listen. Even digital downloads through iTunes swallow more than 30% of every sale - and each track is locked at \$0.99 a download.

The AXEL Marketplace will remove the intermediaries between Shera and her fans, letting her set her own pricing and earn what she should be earning.

All she would have to do is select a song or album, set what she thinks it's actually worth, and get a link she can put anywhere. Using an AXEL Pay link instead of one for iTunes would instantly boost her earnings by a huge margin with a few moments' work. No more paying a fortune to the middleman - fans will finally be able to support her without jumping through hoops.

AXEL will let artists like Shera reap the full benefits of their work.



TINA IS A GAMING INFLUENCER

Gaming is the biggest entertainment industry and Tina is a fanatical gamer. 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 the AXEL App's 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 anyone 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.



OUR PLATFORM PUTS CREATORS FIRST

Digital content is the driving force behind the new digital economy. It's projected to be worth \$1 trillion within the decade. But content creators, the architects of this force, are experiencing only a tiny fraction of the prosperity this new digital age should bring.

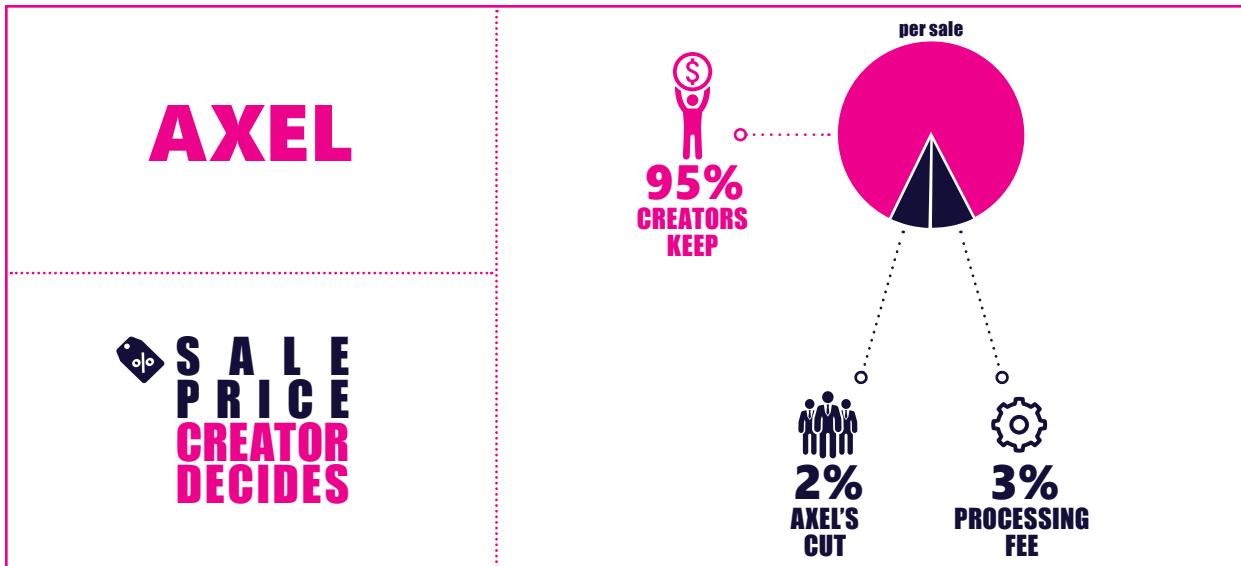
Third-party platforms minimize profit potential for existing content creators and put up huge barriers to entry for many seeking to enter the digital economy. Platforms call the shots and make the rules, mostly for their own interest and at the cost of content creators.⁸

With average platform fees ranging from 30% to 90%, many content creators, having limited options, are hungry for new ways to gain value from their digital content. Not to mention the restrictive control on pricing and distribution imposed by platforms.⁹

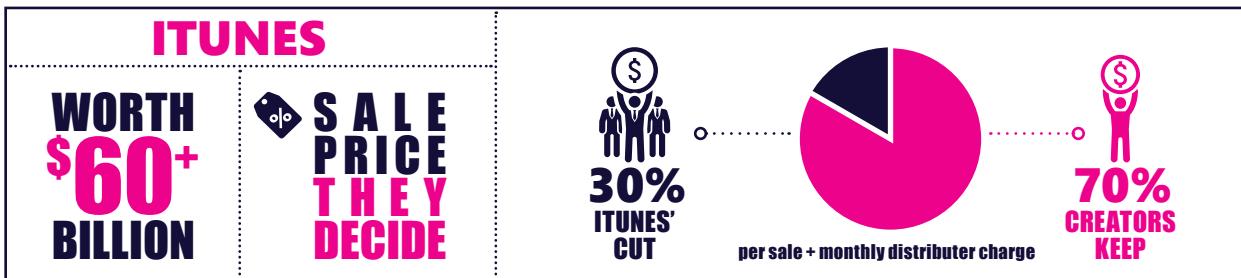
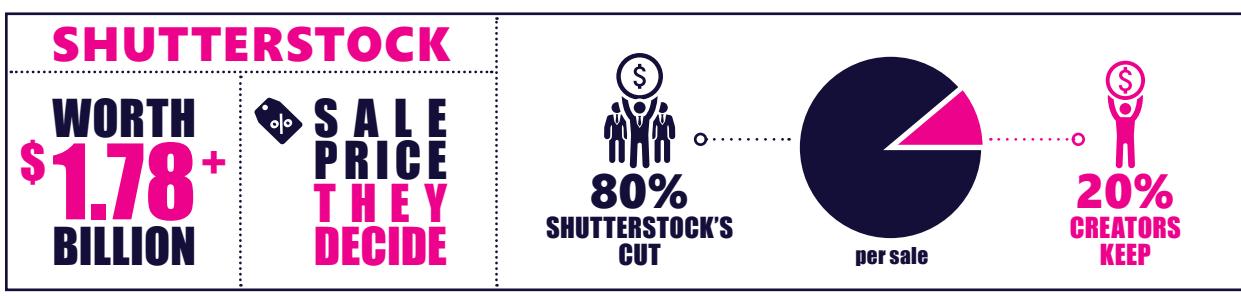
The potential to attract existing content creators from other platforms and facilitate the arrival of brand new entrepreneurs unlocks incredible potential in the current market environment. Creators need a paradigm shift, and we believe AXEL will provide the perfect alternative to the current landscape.

8. <https://www.yahoo.com/finance/news/google-accused-using-gdpr-impose-163326081.html>
9. <https://globalnews.ca/news/3942004/spotify-sued-wixen-music-lawsuit>

CURRENT SOLUTIONS VS THE AXEL MARKETPLACE*



VS



*This comparison is based on planned AXEL Marketplace pricing with PayPal. Numbers are approximated for simplicity.

FROM EVOLUTION TO REVOLUTION: THE AXEL BLOCKCHAIN

We are confident that AXEL Pay, with the enhanced privacy features available only through the AXEL Token will be game changing. However, the greatest evidence of our commitment to user control is our constant desire to iterate, evolve, and improve. Where other companies would stop there, we recognize that in time we can take the power of the blockchain even further.

Evolving AXEL with blockchain enables tremendous applications, such as “invisible” transactions through AXEL Pay and the AXEL Token. Combined with the AXEL Marketplace, we anticipate that we can achieve widespread adoption. But there’s a potential problem.

If our ecosystem is adopted at the rate we believe it could be, existing blockchain networks may struggle to meet its demands . A popular, user-friendly transaction method will benefit from near-instantaneous transactions, something current blockchain networks lack.

Existing architectures also make a significant amount of transaction data 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 ledger.

We want to make sure that not only can we achieve growth, but that we can make sure the system continues to work seamlessly even with exponential expansion of our user base. That’s why we’re building our own blockchain network.

Our patent-pending blockchain technology¹⁰, Autonomous eXchange via Entrusted Ledger (AXEL), puts speed, cost efficiency, and privacy at the heart of our ecosystem. The AXEL Blockchain, built on our already existing patented technology, will take the AXEL Token to the next level.

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.

We plan to build the following features into the AXEL Blockchain:



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.

10. U.S. Patent Application No. 15/951,521, entitled Autonomous eXchange via Entrusted Ledger (AXEL), was filed on April 24, 2018. This patent application describes the AXEL Blockchain in detail. Copies are available from the AXEL team upon request.



Distributed Storage - The AXEL Blockchain will provide a torrent-like decentralized and encrypted storage capability to support 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 will provide 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 Blockchain.



Enhanced Speed - The AXEL Blockchain will use a patented transaction authentication procedure that randomly selects a small subset of non-participating user nodes to authenticate transactions quickly and reliably.



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

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

AXEL: CHANGING DATA OWNERSHIP

Our platform will evolve as the answer to third parties demanding more and more personal data from users in every aspect of their lives. Its privacy features will allow users to flip this paradigm, letting them collect and manage their own data – not just their files. Our technology is the engine that will sit behind a person's entire data history and help them maintain control over every data point they create using their devices.

We plan to facilitate a user-centric future where people collect, keep, and monetize their own data. Not third parties.

The gradual deployment of new innovations in our technology, starting with the AXEL Token, will enable powerful applications to be built on the AXEL Marketplace that can make use of its unique advantages and patented technology.

AXEL AND THE FUTURE

We started by giving people control over their files with the AXEL App. 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 want to give users the freedom to do absolutely anything they want with their files.

The next step is giving users the ability to sell their files and content without the hassle of third-party costs and control. That's AXEL Pay.

Combining the AXEL Token with AXEL Pay will facilitate our mission of providing greater user privacy.

We believe this feature will become the ultimate method of peer-to-peer selling.

Users will be able to easily utilize AXEL Pay to access a vast audience of buyers with the AXEL Marketplace, a global destination where we expect millions to buy, sell, and create.

The AXEL Blockchain will further expand the true potential of the AXEL Marketplace through near-instant transactions and truly private selling.

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

The AXEL Token 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.

AXEL ecosystem is changing the narrative on file ownership. The AXEL blockchain aims to redefine the future of data.

TEAM

AXEL 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 100 professionals, over 80 of which are technical experts, Python developers, or blockchain specialists. We're always adding new talent to help build the future of data ownership.

Our lead team on AXEL is:



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 First Chicago Bank (now 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 in Finance and Marketing from the University of Chicago, an MA in Economics with honors from Western Michigan University, and a CFP certification.



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 a regular guest on BBC Radio and holds a postgraduate degree from Newcastle University. He also earned a CPE in Law from Northumbria University.

TEAM



Dave Kaplan, VP General Counsel - A proven attorney who focuses on the intersection of business, technology, and law. Dave has played a leading role in high-stakes litigation in a broad array of forums, including in many patent matters. He has represented clients such as Volkswagen, Sony, Lenovo, Olympus, Toyota, and GE Healthcare, but has also successfully represented clients against adversaries with much deeper pockets. Dave carries a B.S.E. from the University of Michigan College of Engineering and a law degree from Rutgers University.



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. Dmitry is a graduate of the State University of New York at Buffalo, with dual majors in Political Science and Economics.



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 borne of his experience working in some of the world's best-known tech giants. Dmytro holds a Master's degree from Dnipropetrovsk National University in Software Development.



David Mikulik, Director Economic Analysis - A Wall Street veteran with nearly a decade of capital markets experience, David has spent his career focusing on portfolio management, capital raising, investment analysis, data analytics, and securities trading. He most recently served as a director for a multi-strategy hedge fund which he helped launch in 2015. David holds a B.S. in Applied Economics & Business Management from Cornell University and an M.S. in Financial Engineering from Stevens Institute of Technology.

TEAM



Arthur Fernandez, Advisor - Arthur is a veteran business innovator with over 30 years of experience delivering profound impact to organizations across a range of industries including finance, healthcare, commerce, retail, logistics, manufacturing, non-profit, and social enterprises. His insights have stimulated businesses, streamlined operations, and increased productivity and contributed to the success of the organizations he's worked with.

As an advisor and mentor to startups and multinational organizations, he transferred these skills to build technology, business change, and impact investments. Educated in the United Kingdom and having lived across four continents, he brings a wealth of experience and an engaged network into a vibrant Asian market.



Jiang Liangli, Advisor - Famous investor and advisor in China, Jiang has been a partner in Jiuyue Capital, a partner in Ariose Capital, CIO of Convoy Global Holdings Limited, and CMO for Agency Channels Department in CCIC Health and Safety. With more than 20 years' experience in investments spread across multiple fields including trade, healthcare, media, communications, internet, robotics, and banking, Jiang has made a habit of choosing lucrative opportunities.

As an advisor he's delivered successful returns for his clients especially in asset allocation and startup projects. His prodigious reputation has led to an extensive network of influential contacts in China and respect in the investment community. His recommendations and investments in the China Industrial Bank, Shenzhen Kingdom Technology, and Sinodata have delivered outstanding gains for him and his clients.



Sangmoo Sam Lee, Advisor - Sangmoo Sam Lee is an innovation and productivity leader that has helped many companies achieve big results and enhanced performances. Having provided consulting across a wide spectrum of technology and business disciplines including monetization, big data, cloud, social innovation, CRM, SAP Implementation, and IOT he has navigated large scale projects successfully through to completion and helped transform business operations.

His industry knowledge is rooted in his vast experience with the world's premier companies. He has an enviable list of industry-leading global clients including Samsung, Hitachi, BMW, Hyundai-Kia Motor Co., Disney, SK Energy, SK Telecoms, and many more on the Fortune 500 list. Sam completed his undergraduate studies in MIS at Bond University, Australia and holds an MBA from Yonsei University, South Korea.

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
Business Manager



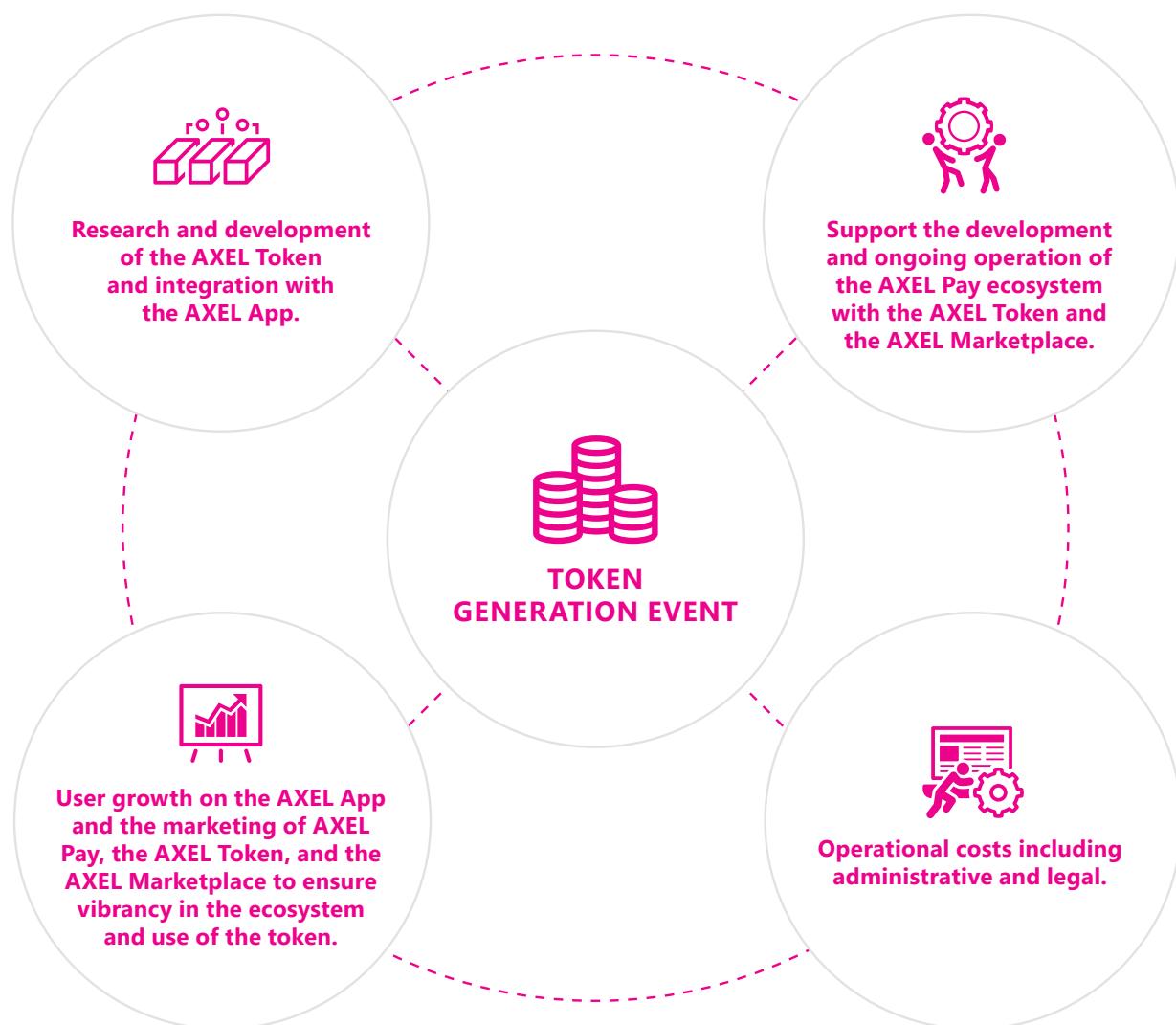
Aries Datuin
Designer

AXEL TOKEN ISSUANCE

Why a Token Generation Event (TGE)? Since its inception in 2012, AXEL has been self-funded and has developed the technology that will be the basis for the privacy features of the AXEL Token¹¹, AXEL Pay, the AXEL Marketplace, and ultimately the AXEL Blockchain.

The aim of AXEL 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 AXEL to facilitate further research, development, and adoption of the AXEL Token.

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



11. As further set forth in the Issuer's Information Memorandum, the AXEL Token will not entitle Token holders to an ownership or economic interest in, or any claim on, the assets or intellectual property whatsoever of AXEL or any of its affiliates.

PLANNED AXEL TOKEN GENERATION EVENT ("TGE") DISTRIBUTION¹²

Distribution	Token Allocation
Initial Token Generation Event ("ITGE") ¹³	20%
Charitable Causes	10%
AXEL Reserve Held for Future Release for Promotional Activities, Transactional Activity, Transaction Compensation, and Potential Future Token Sale(s)	40%
Founders and Advisors	20%
Airdrops	10%

PLANNED INITIAL TOKEN GENERATION EVENT STRUCTURE

Currency Payments Accepted	BTC, ETH, USD
Target Minimum Raise ¹⁴	\$20,000,000 USD
Token Value at ITGE ¹⁵	\$0.02 USD
Total Token Volume	50,000,000,000 AXEL Tokens
Token Release for ITGE	10,000,000,000 AXEL Tokens

- 12. Consists of an Initial Token Generation Event and one or more potential Future Token Generation Events (to be taken from the reserve).
- 13. We intend on the Initial Token Generation Event releasing up to 20%. Any unallocated Tokens will be reverted to the reserve.
- 14. Target Minimum is a soft goal. Issuer intends to issue AXEL Tokens regardless of the amount of capital raised during the ITGE. Any unpurchased tokens will be allocated towards the AXEL Reserve.
- 15. Par value of Token for potential Future Token Generation Events ("FTGE") may differ.

HISTORICAL AND PLANNED DEVELOPMENTAL TIMELINE

2013

Launch of CloudLocker decentralized storage device

2014

Multi-Factor Authenticated Sharing on file transfers

2015

Launch of Desktop TackApp

2016

Launch of Mobile TackApp

Q2 2018

Release of new user experience and interface on all applications

Q3 2018

Launch of AXEL Pay

Q4 2018

- AXEL Token release on ERC20 and launch of Privacy Share
- Beta Version of the AXEL Marketplace with search function

Q4 2019

- Beta Version of the AXEL Blockchain
- Start of one-to-one token exchange for migration to the new AXEL Token

Q3 2020

Full deployment of the AXEL Blockchain

Q4 2020

Completion of one-to-one token exchange for migration to the new AXEL Token

TECHNICAL CONSIDERATIONS

AXEL plans to initially launch the AXEL Token as an ERC20 token on the Ethereum network. This will allow us to deliver the powerful features of Privacy Share quickly, allowing consumers and businesses to engage with the technology and experience the robust toolset we provide. Ethereum was selected as the initial vehicle for our launch as it is globally accepted and readily available.

INITIAL AIRDROP

We're building our token to be used, and in an effort to encourage more people to get the full benefit from our platform, we're allocating a portion of our tokens to an Airdrop campaign. For the initial release we intend to provide at least 500 AXEL Tokens per participant.

An Airdrop event is planned to occur after the ITGE. In advance of the completion of the ITGE, the Airdrop announcement will be made and registration details, guidelines, and the token allocation will be provided. The initial Airdrop release will happen with the AXEL Token as an ERC20 token, and participants will be able to use the token with the AXEL app and AXEL Pay to utilize the privacy features discussed above. Future Airdrop releases will be announced and occur in due course.