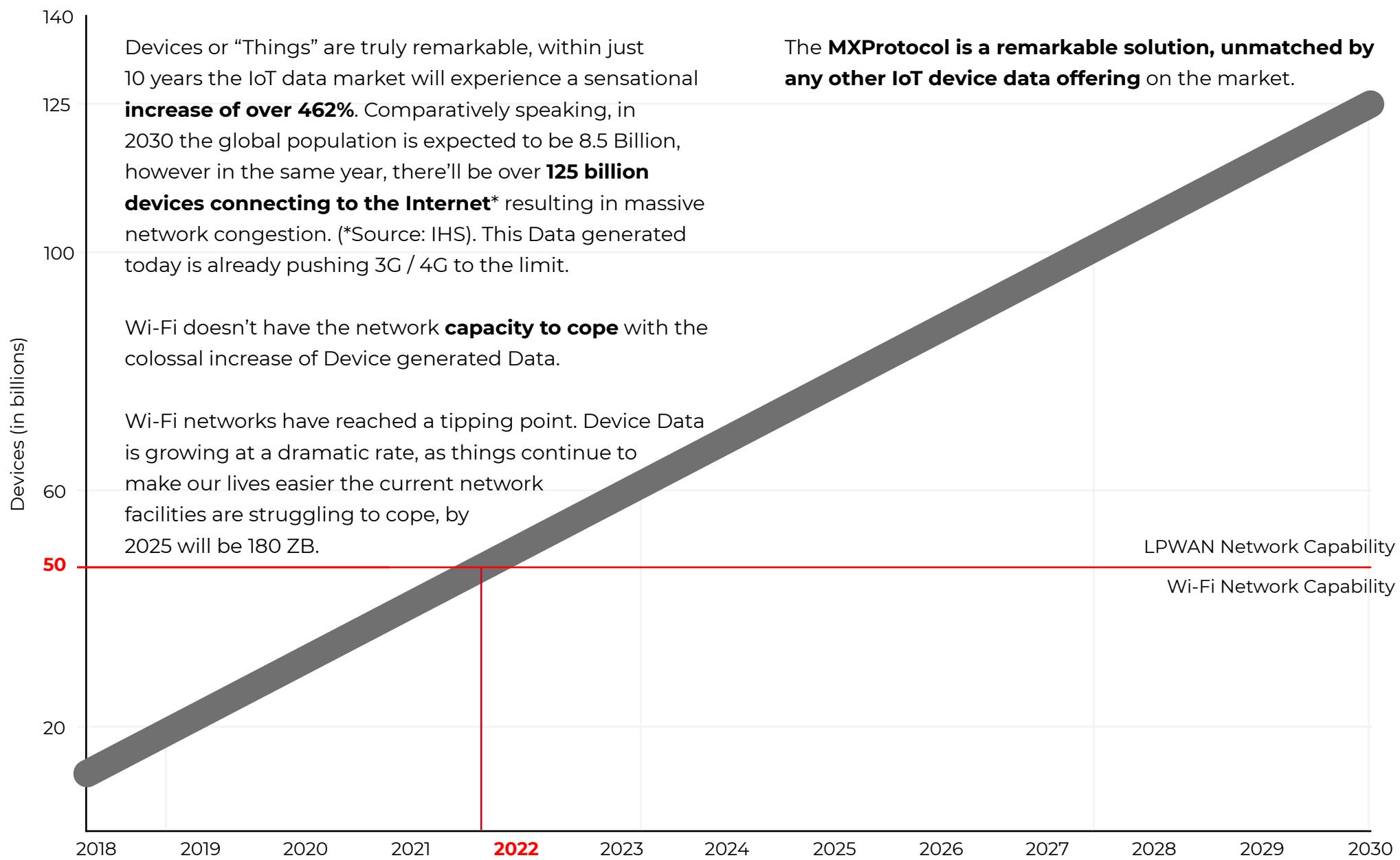




# Powering the decentralised global IoT data network

Economic white paper

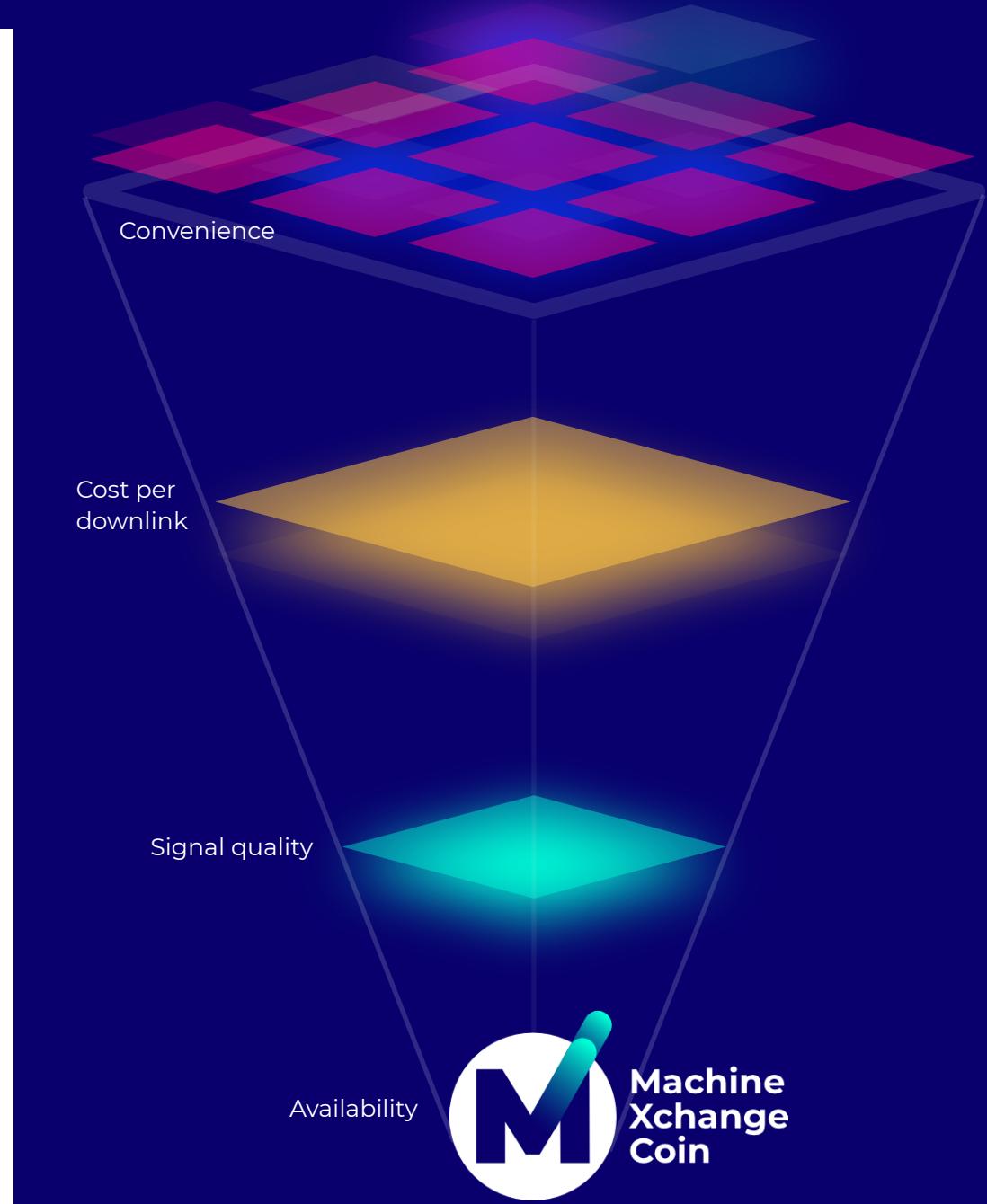
2018.11.07



# Everyday Challenges, **MXProtocol** **Solutions**

The MXC “Machine eXchange Protocol” facilitates the uninterrupted exchange of information between connected devices. The intrinsic blockchain based MXC Protocol ensures devices connect to the internet using the most convenient LPWAN Gateway lying in range. This “convenience” is determined using essential factors:

- Cost per Downlink,
- Signal Quality,
- Availability and
- MXC influential Algorithmic Factors

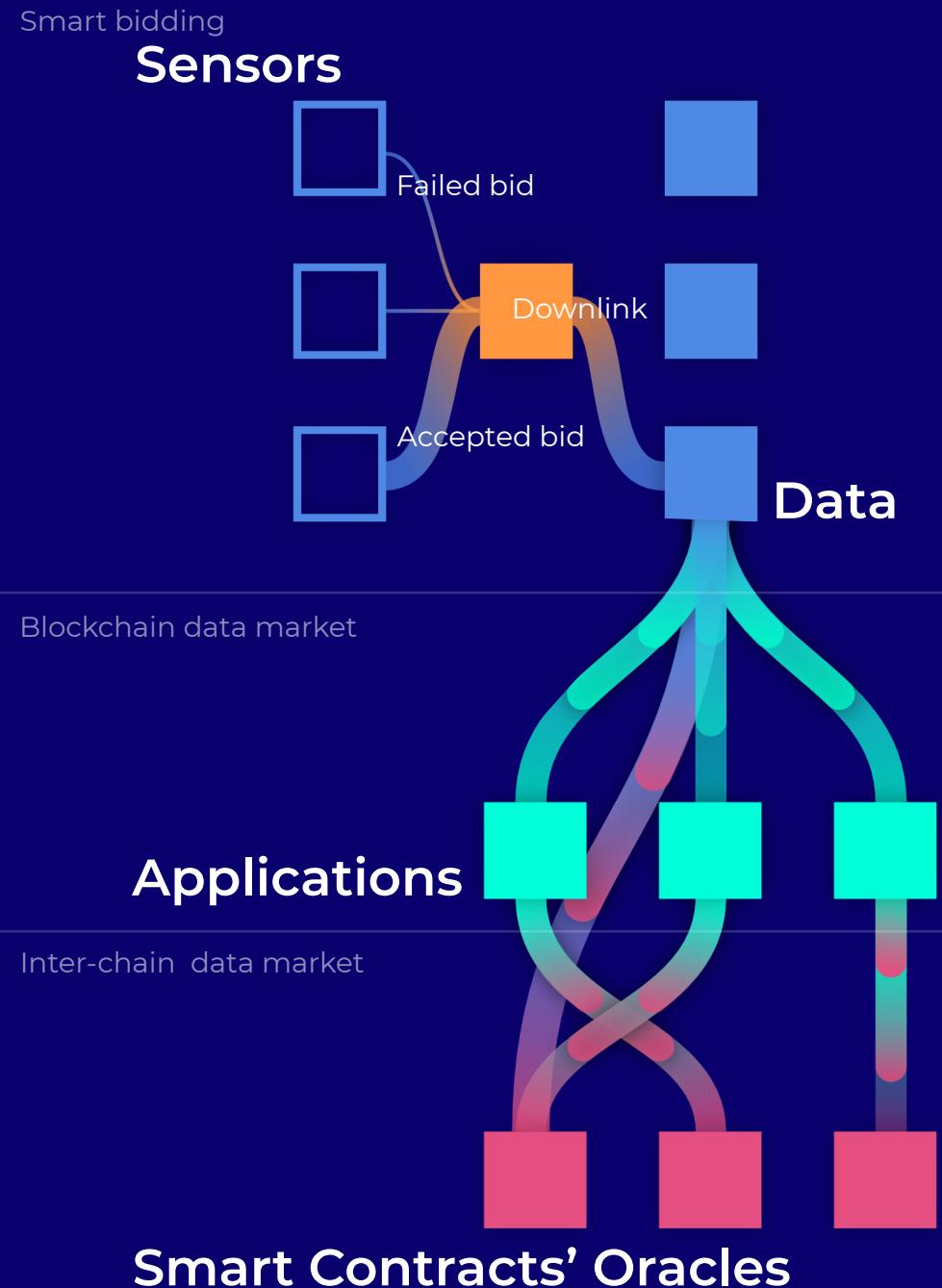


# MXProtocol:

## Smart Bidding, Inter-Chain data market

Street lights, garbage sensors send a lot of packets in a day, which jam the free licensed bands. A door lock needs to be unlocked in few seconds, Smart Bidding solves the problem by doing the network resource auction, the highest bid takes the link resource.

Platforms like Ethereum, Rootstock are quite data hungry, they need Oracles to feed to smart contracts. Data market is a protocol for different blockchains to purchase data from MXC using their own token.



There's truly never been a better time to be a part of MXC. We're delivering tomorrow's Device Data Solutions, today and we've only just begun!

# Why **MXC** works!

Technology	<b>MXC</b>	<b>IOTA</b>	<b>Streamr</b>	<b>Mobius</b>
Tx Speed	within 5s	minutes to hours	minutes to hours	within 5s
Inter-chain data	Yes	No	No	No
Anti-collision	Yes	No	No	No
Target group	Small devices to large machines	Powerful machines	Small devices to large machines	IoT Clouds
USP	Machine	DAG	Data market	Stripe for data
Launch	Xchange Protocol May 2018	2015	2017	2017
Market cap	40 million USD	3 billion USD	80 million USD	60 million USD

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# IoT Protocols

Technology	<b>LPWAN</b>	<b>3G / 4G / 5G NB-IoT</b>	<b>Wi-Fi</b>
Network topology	Decentralised star network	Centralized star network	Decentralised star network
Target group	All the industries	All the industries	End consumers
Maximum range	40km	10km	200m
Single cell capacity	more than 60k	around 10k	less than 200
Battery life on AAA	5 years	6 months	3 months
Licensed operation	No	Yes	No
GPS-free localisation	Yes	Yes	No

# MXC token: Distribution summary

- **Team:** 20%

Time-lock: 1/2 vesting after 1 year from token issue, 1/16 vesting every quarter thereafter.

- **Early investor:** 20%

Starts in March, 2018

Time-lock: 1/2 vesting after 6 months from listing on exchange, 1/4 vesting every quarter thereafter.

- **Private-sale:** 30%

June, 2018

Time-lock: 1/4 vesting after 3 months from listing on exchange, 1/4 vesting every quarter thereafter.

- **Public-ICO:** 10%

September, 2018

Time-lock: N/A

- **Foundation:** 20%

Time-lock: N/A

**Public ICO:** 10%

266'496'580 MXC

**Team:** 20%

532'993'160 MXC

**Private sale:** 30%

799'489'740 MXC

**Early investors:** 20%

532'993'160 MXC

**Foundation:** 20%

532'993'160 MXC

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**Total**

2'664'965'800 MXC

Hard cap: 24'000'000 USD

Soft cap: 10'000'000 USD

# MXC fund: Allocation & Usage Breakdown

- **Marketing:** 30%

Agency fees, advertising costs, digital marketing publications, networking

- **Legal:** 10%

KYC / AML, Accounting, Documentation / Contracts tax compliances

- **Ecosystem:** 20%

Public trainings, university / institute developments, office costs, awards program

- **R&D:** 40%

Development, code audit partnership, bug bounty

**Ecosystem:** 20%

**Legal:** 10%

**Marketing:** 30%

**R&D:** 40%





Estimated

# Roadmap



Team



**Xin Hu**  
CEO



**Vlad Karl**  
CTO



**Aaron Wagener**  
COO



**Jeff Stahlnecker**  
Growth Manager



**Piotr Brzezinski**  
Protocol Architect



**Vadim Vyonets**  
Lead Software  
Developer

Advisors



**Jeffrey Wernick**  
Entrepreneur and Private Investor

Jeffrey is a recognised investor, known for supporting successful companies including Uber and Airbnb. He believes in the power of the "shared economy", and has been a strong supporter of Bitcoin since 2012.



**Leo Wang**  
PreAngel Fund – Founding Partner

Leo is a celebrated early investor in blockchain & cryptocurrency companies. Since 2011, Leo and his partners have been managing key tech startup portfolios, investing in excess of \$160 Million USD



**Meinhard Benn**  
SatoshiPay Founder

Meinhard is an experienced entrepreneur and open source specialist. He discovered blockchain in 2011, founded SatoshiPay in 2014 and is an active member of the blockchain ecosystem in Berlin, London and beyond.

# MXC, responsible corporate governance and partner

MXC has a Berlin based office operating as a registered Foundation, promoting the global adoption of LPWAN Technology using MXProtocol design MXC is supported by the German based global legal firm DWF who specialises in German Financial,

Crypto-Law and lobbying the Bundesfinanzministerium. As MXC is a Foundation, therefore profits go back into building out the global LPWAN “Device Data Network” allowing for continued growth using MXProtocol



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Machine  
Xchange  
Coin

The future of IoT