DXLaunch User Guide
Beta v1.0

Prologue:

You want to launch a crowdfunding event for your company with a standard ERC-20 token created for you by the DxSale.app.

You can use the DXLaunch section of dxsale.app to create your presale whenever you want. Uniswap listing and governance can also be done to ensure your investors that they are investing in the right company, your company.

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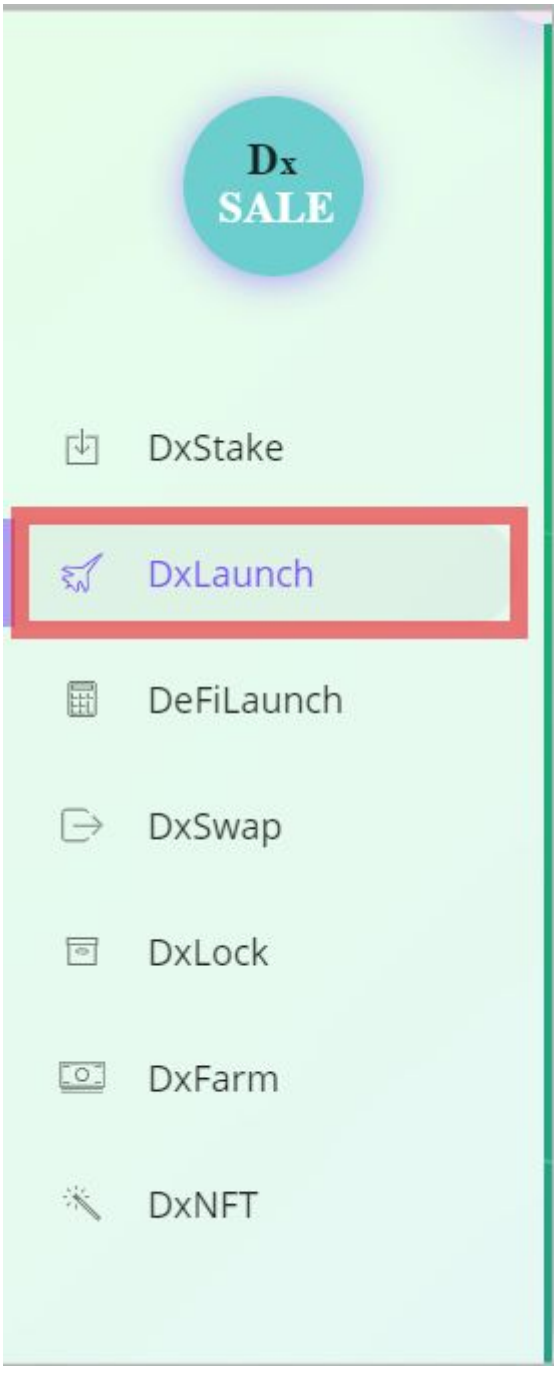
1. Selecting DxLaunch

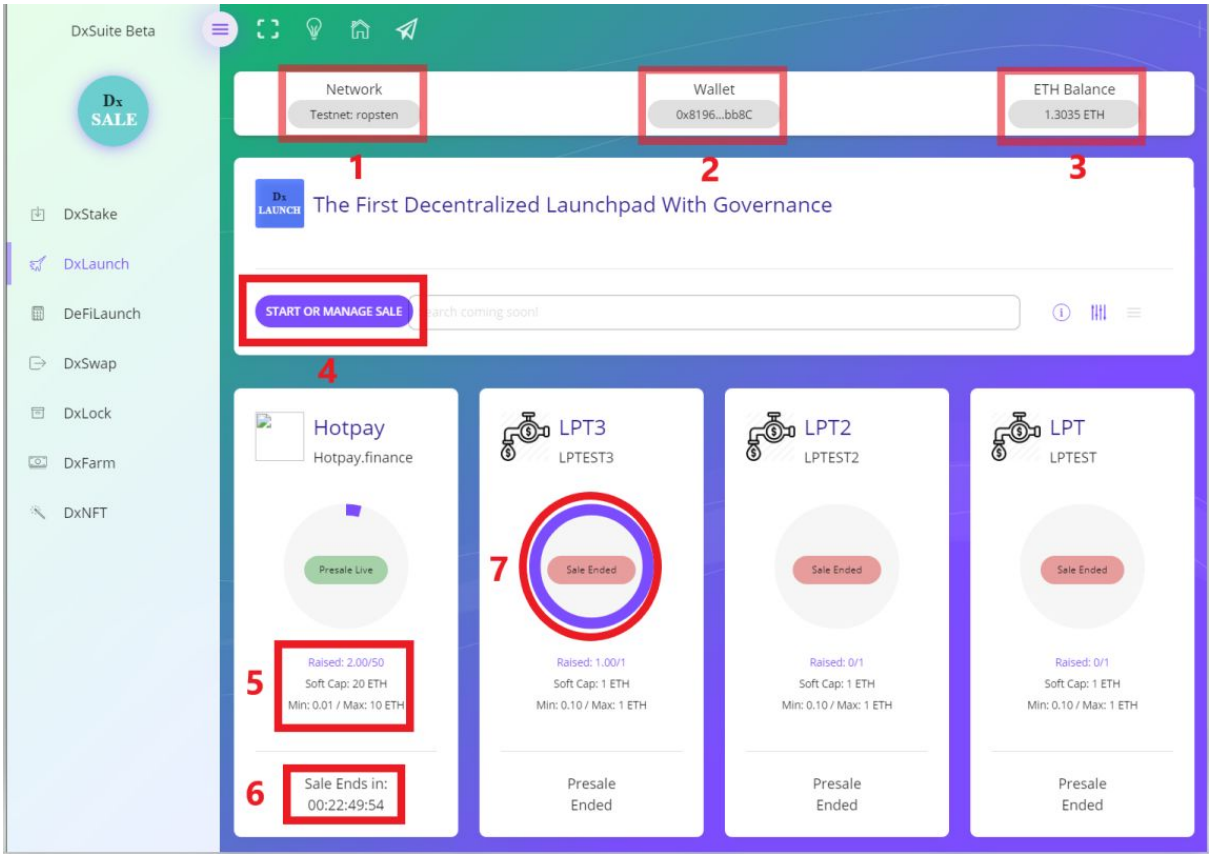
Click DXLaunch on the sidebar of dxsale.app as indicated by the red highlight



This tutorial expands upon the DxLaunch section of DxSale.app. For tutorials on DefiLaunch, DxStake, DxSwap, DxLock,DxFarm and DxNFT, please visit dxsale.app for respective user guides.

2. DxLaunch Dashboard

You will be greeted on to the DxLaunch dashboard



DxLaunch Graphical User Interface breakdown

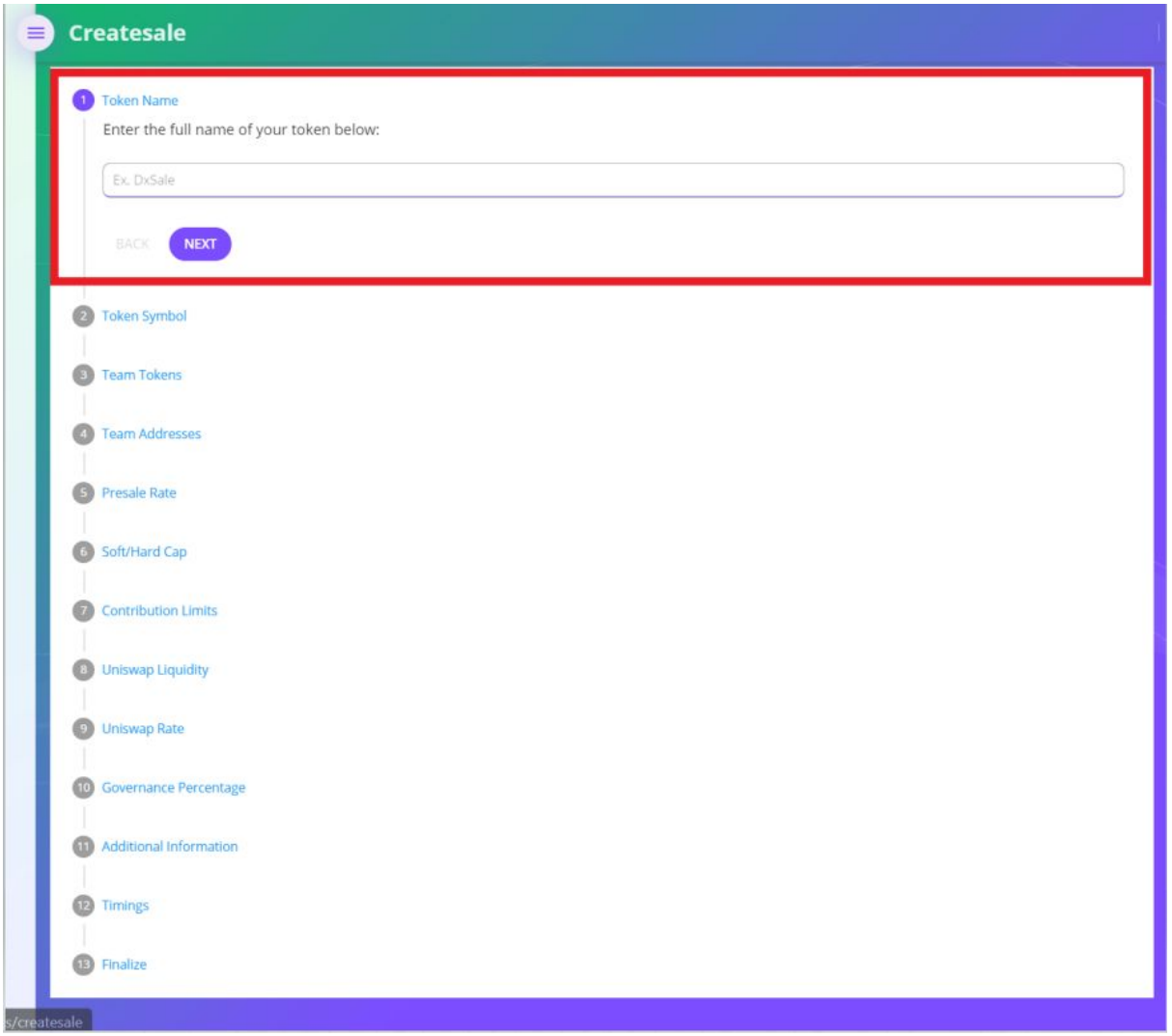
1. Network that you are connected with is displayed in this section. You can change your network by switching networks from your wallet such as Metamask. You can see the change of networks reflected onto this section.
2. The wallet that you are connected with is displayed in this section. You can change your wallet and see the change of wallets reflected onto this section.
3. You can see your current ETH balance reflected on this section on the network and on the wallet address that you used to connect to DxSale.app
4. This is the “Start or Manage Sale” button used to **Create a TokenSale (Step 3)** or **Manage a TokenSale (Step 4)**.
5. This section displays your company’s presale information such as Current Crowdfunding raised, soft cap of your crowdsale, and Minimum/Maximum contribution limits per crowdsale participant.
6. This section shows a timer for when presale starts, presale ends, governance starts, and governance ends.
7. This circular graphic is a clickable entity that expands and shows more details of your company’s crowdsale. The circular graphic also shows the amount of funding raised during your crowdsale period.

3. Create a TokenSale

After clicking Start or Manage Sale, if you did not create a token sale using the connected wallet, you will land on this token sale page. If you have created a token sale using current wallet, use another wallet to be able to create a token Sale

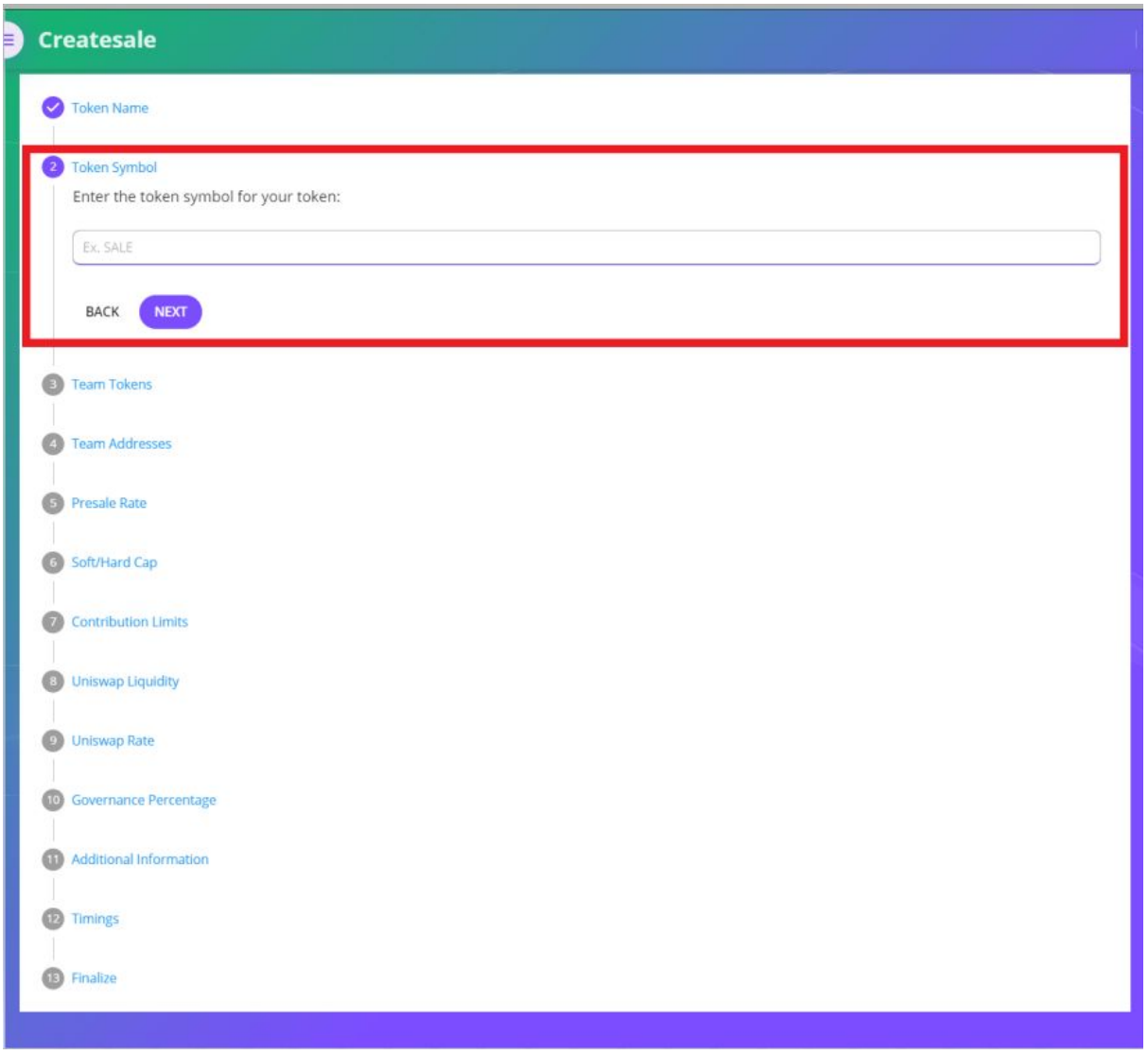
3.1 Token Name

Enter Token name into the first text box as shown below. This section cannot be left blank. Choose your token name carefully. You can edit each of the sections before submitting the presale to your liking.



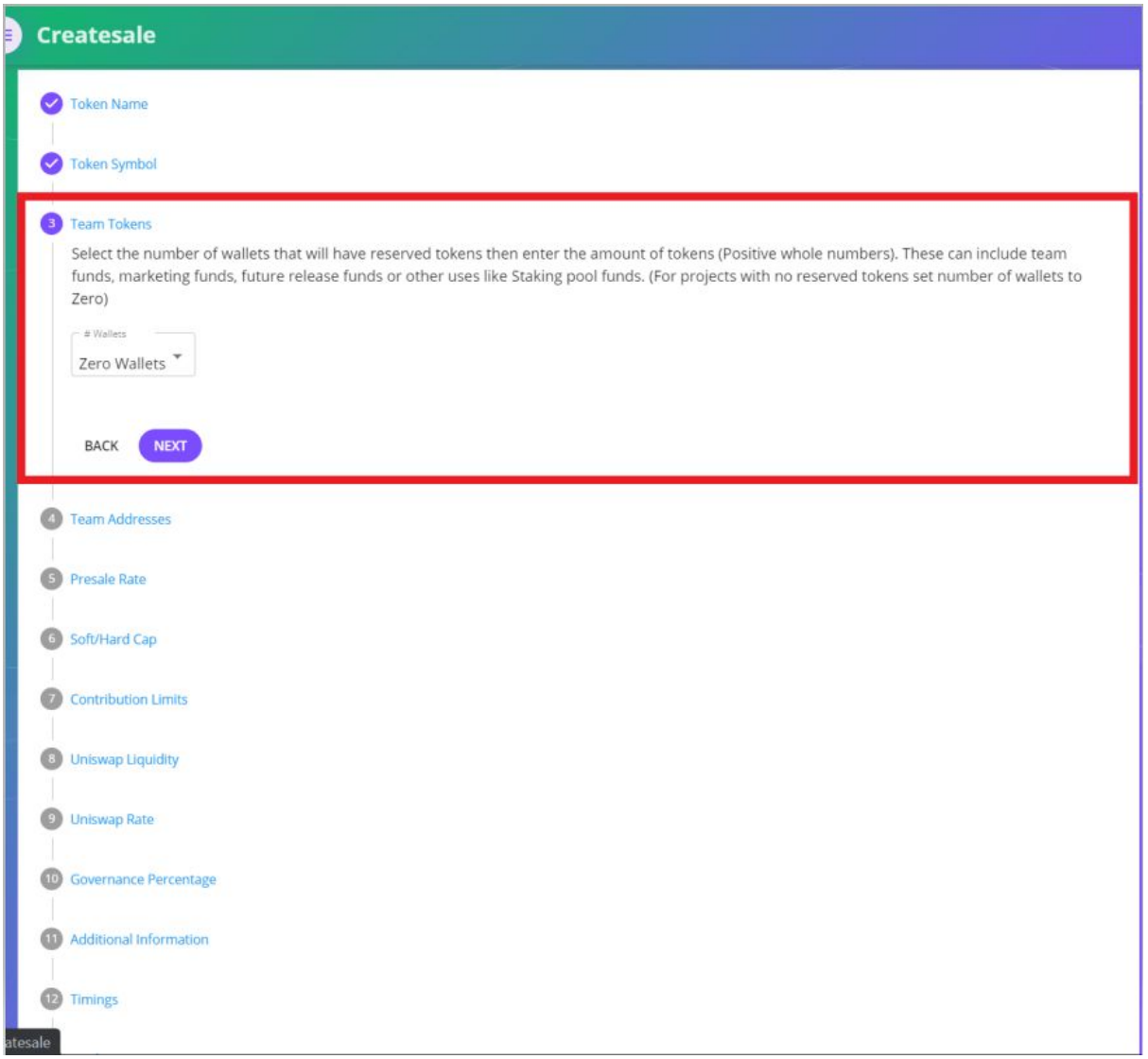
3.2 Token Symbol

Enter your Token Symbol into the 2nd textbox as shown below. Token Symbols do not include symbols or special characters that are not permissible during token creation in the ERC-20 blockchain.



3.2 Team Tokens

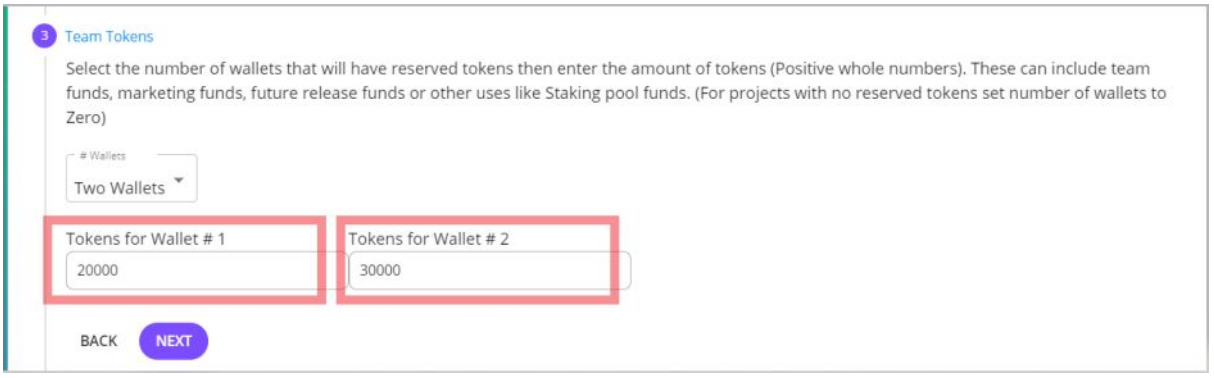
Choose the number of wallets that you want to have team funds into. The team funds can be used for anything such as marketing, team salary etc. Each wallet can be assigned a specific value of token.



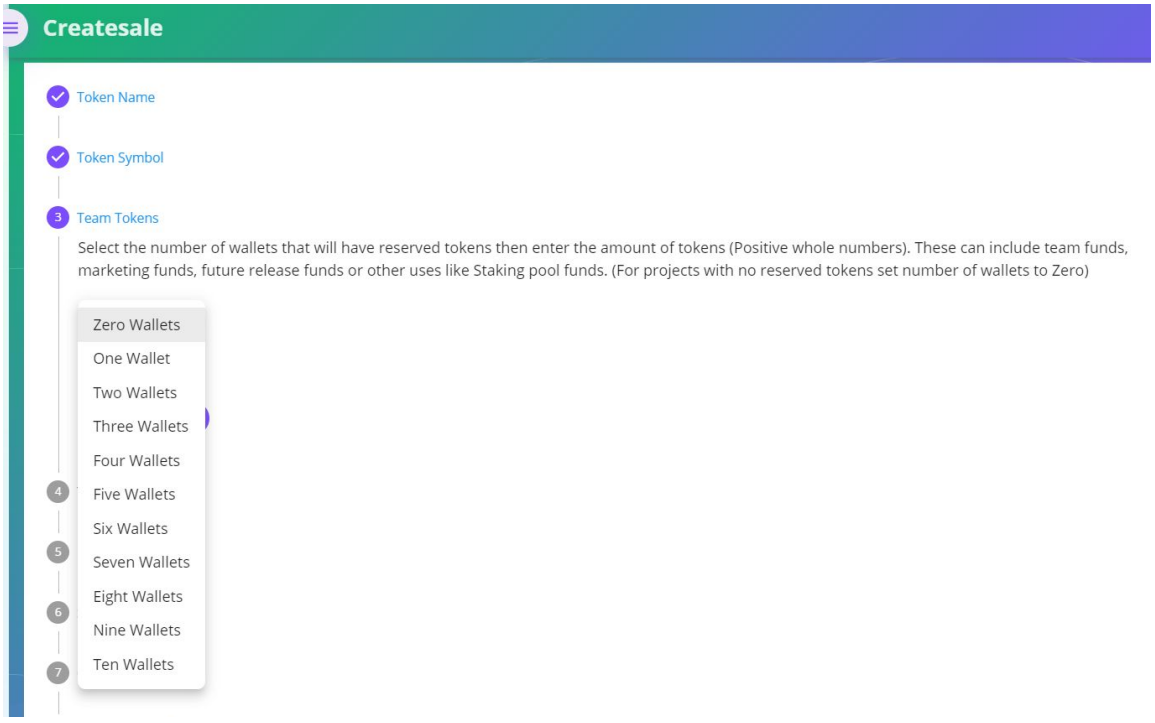
3.2.1 Team token Example

In the following example, it shows two team fund wallets were chosen (highlighted with the two red boxes).

The two team fund wallets have their own number of tokens allocated (20,000 for Wallet #1, and 30,000 tokens for Wallet #2). These tokens will be generated by dxLaunch's token deployer and automatically filled into those wallets.

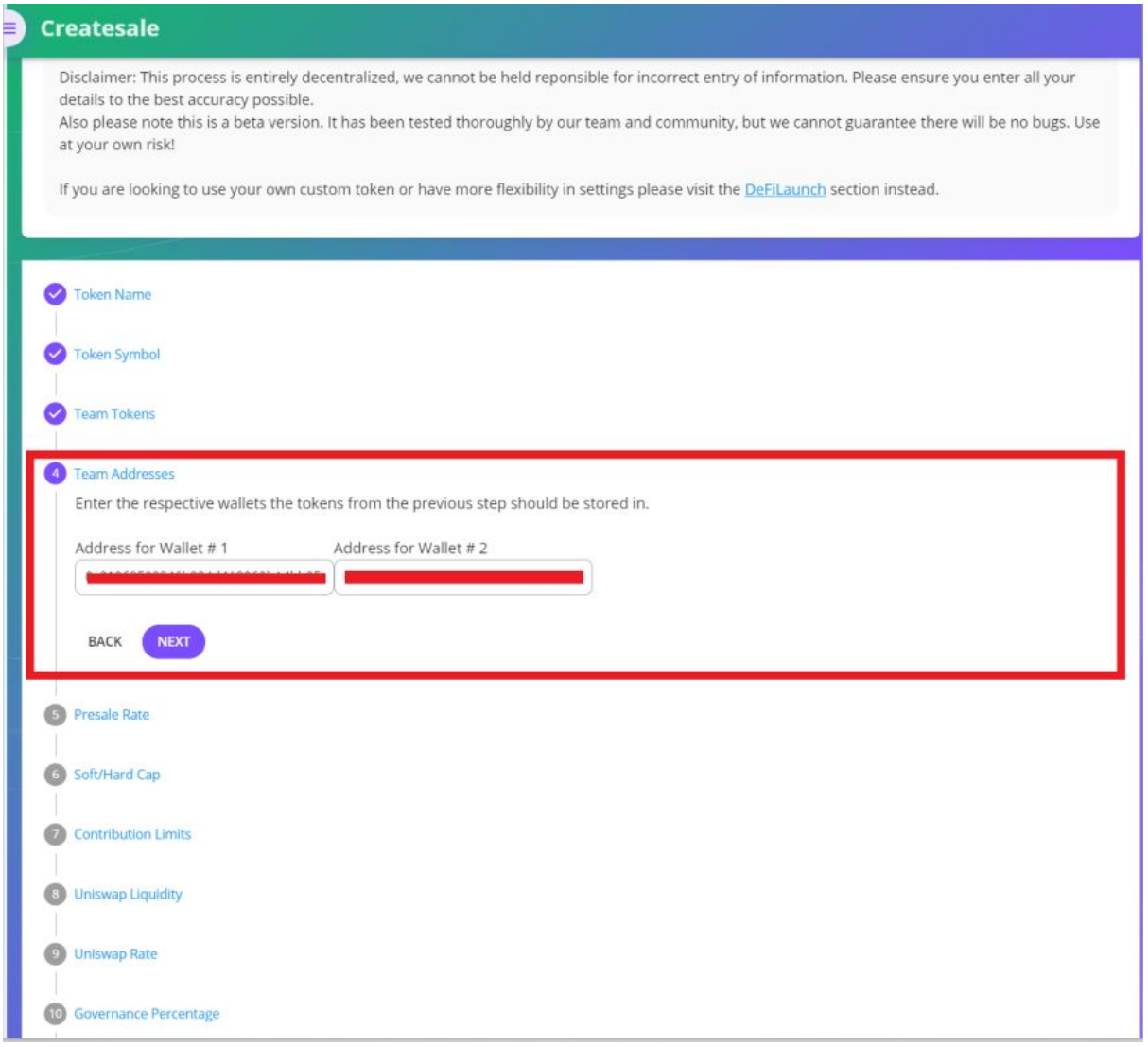


Furthermore, you can choose upto 10 wallets with custom amount of tokens dedicated for your usage.



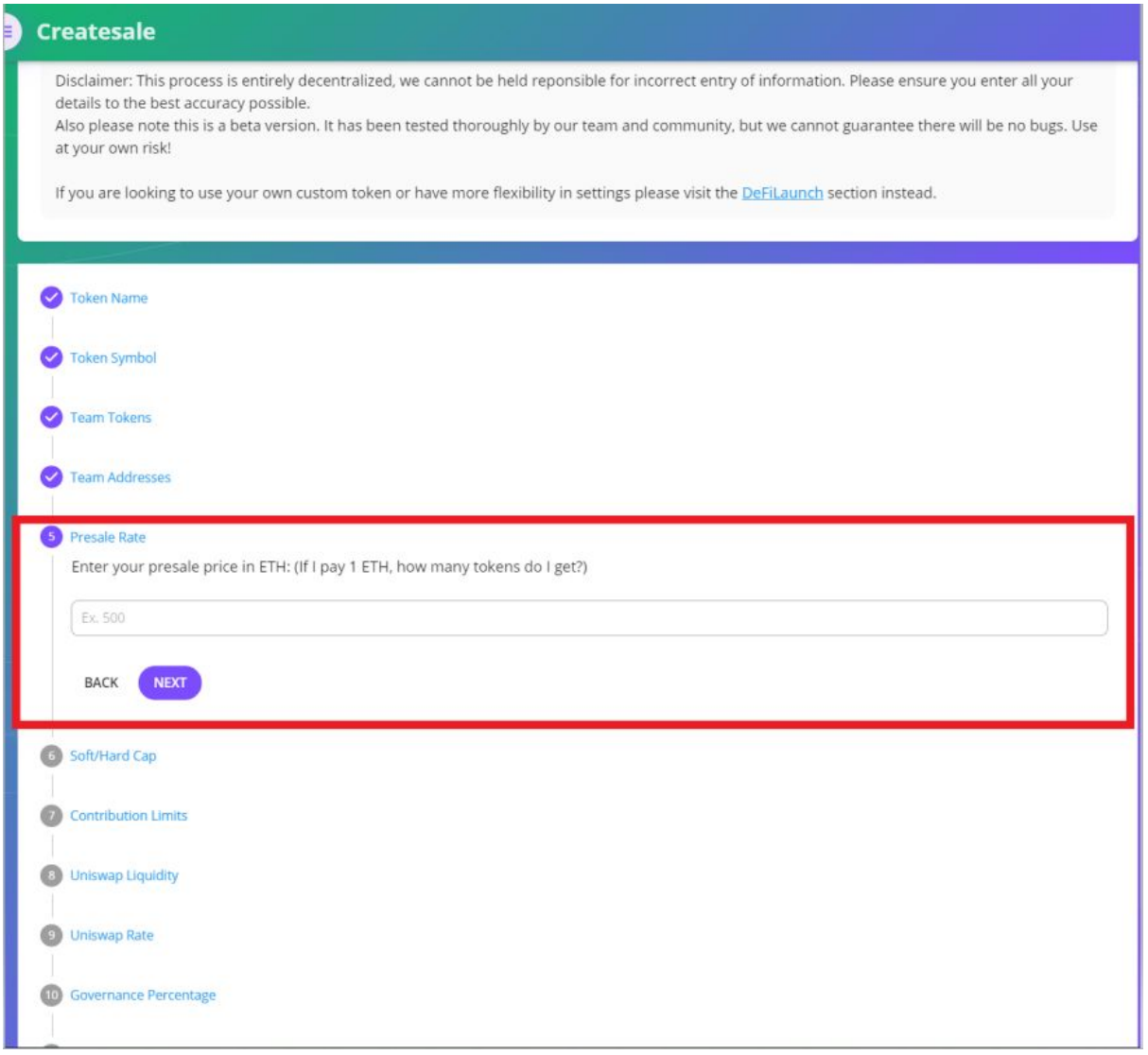
3.3 Team Addresses

If you choose to have wallets for your team tokens, you must provide team wallet addresses. Following from the previous example with two team wallets, there are two text boxes that are generated for the two wallet addresses. You can use the **same wallet address** across all the team wallets if you wish.



3.4 Presale Rate

This section determines how many of your tokens can be bought for 1 ETH.
For example, if you put “500” , then during presale - if anyone contributes 1 ETH, they will get 500 tokens.

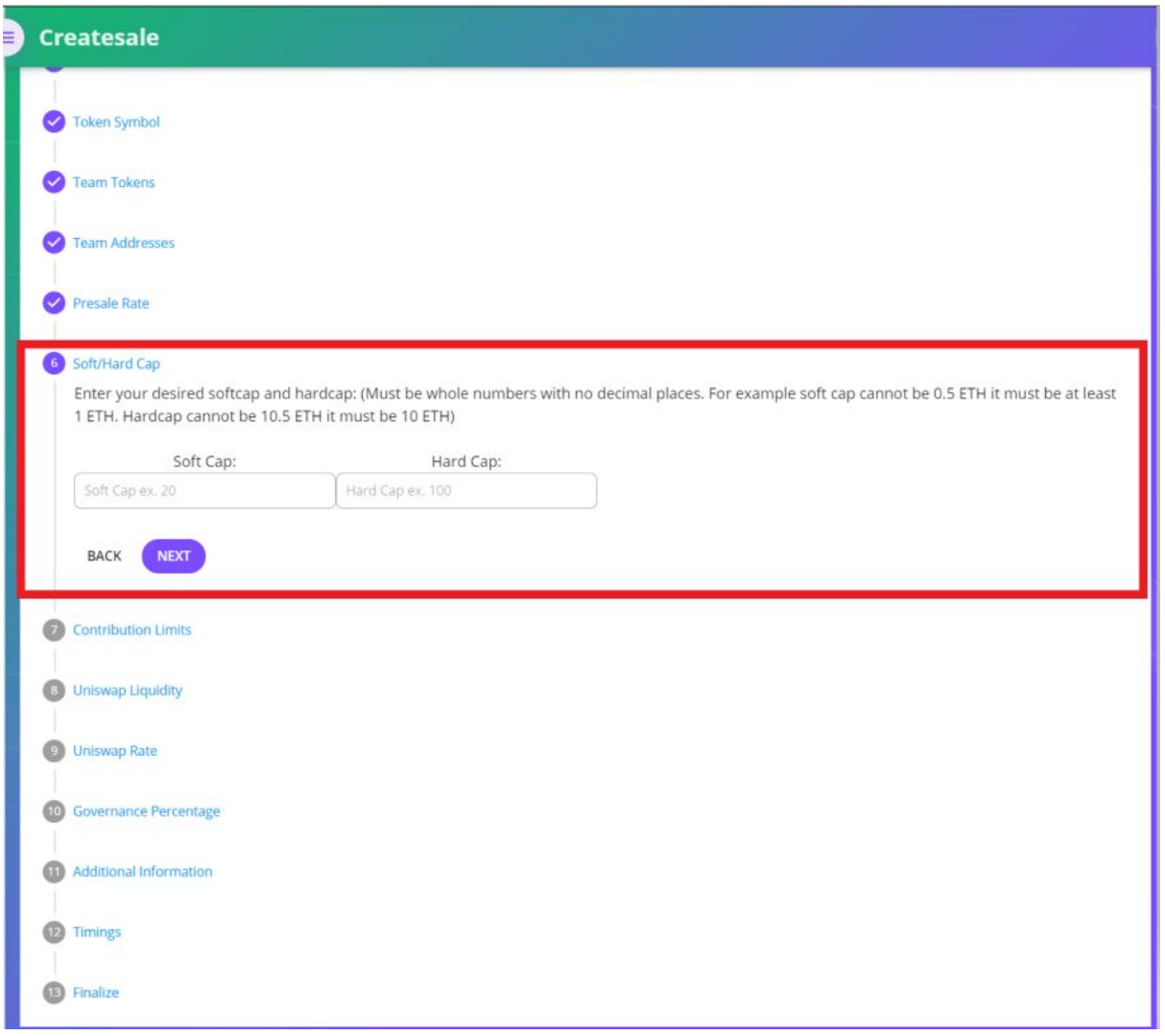


3.5 Soft/Hard Cap

This determines the minimum and maximum amount of ETH that you want to raise using your token during your presale.

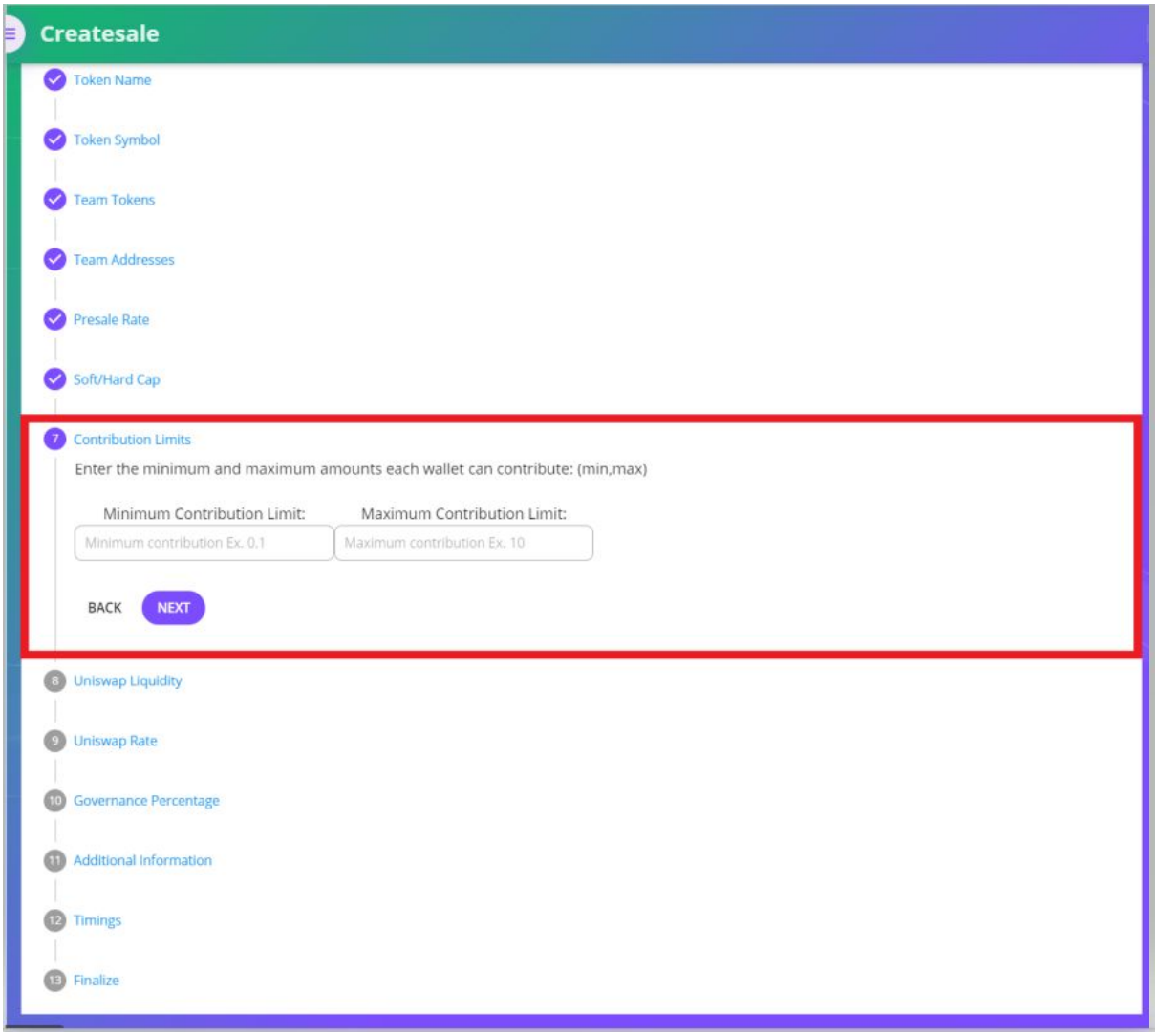
Soft cap determines the minimum amount of ETH that you want to raise to have a successful Presale. If Soft Cap is not reached, the ETH is returned to the contributors.

Hard cap determines the maximum amount of ETH that you want to raise.



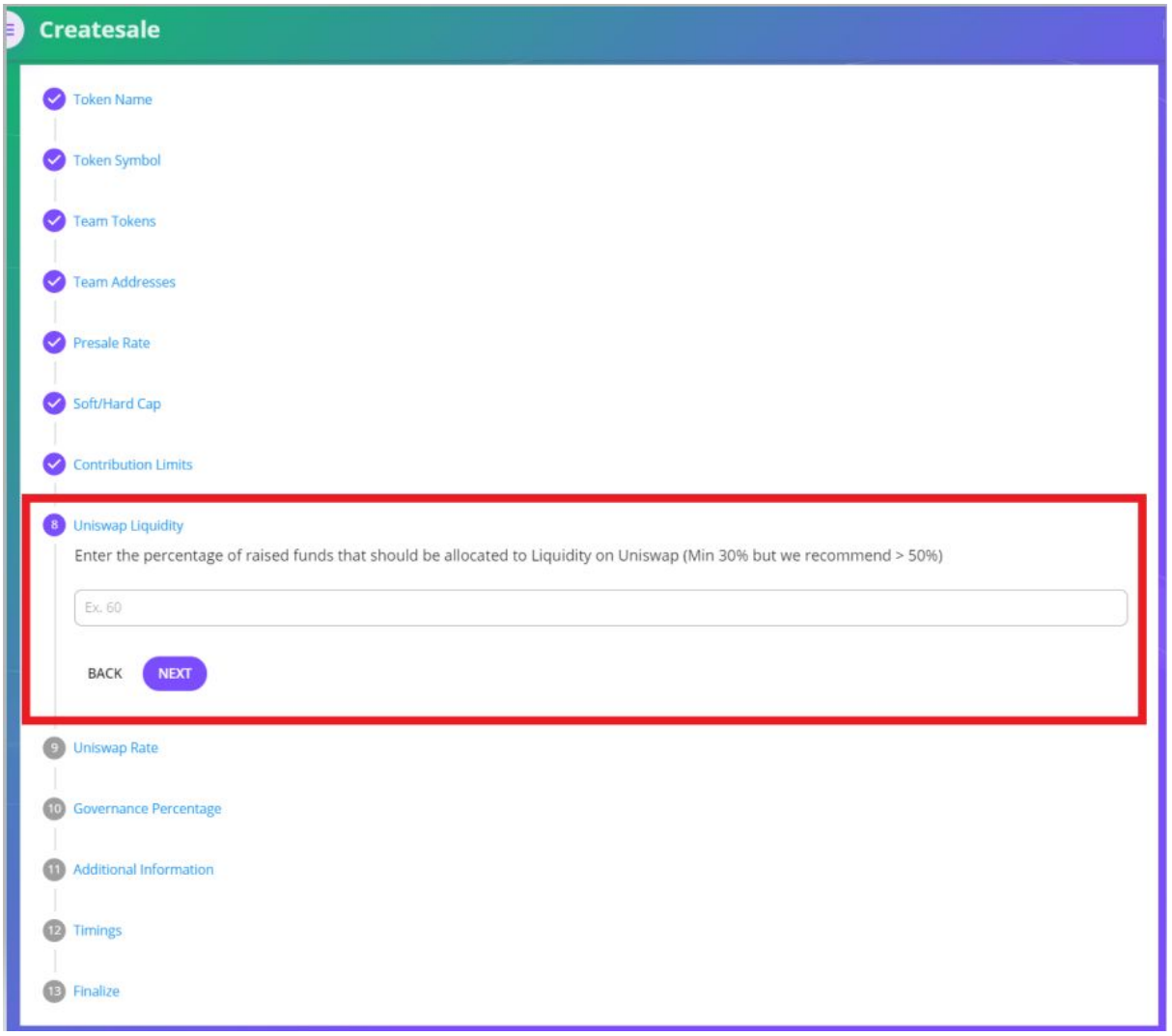
3.6 Contribution Limits

This is the minimum and maximum contribution limit for the presale contributors. You can use this to limit the minimum or maximum amount of ETH a person can contribute to your presale.



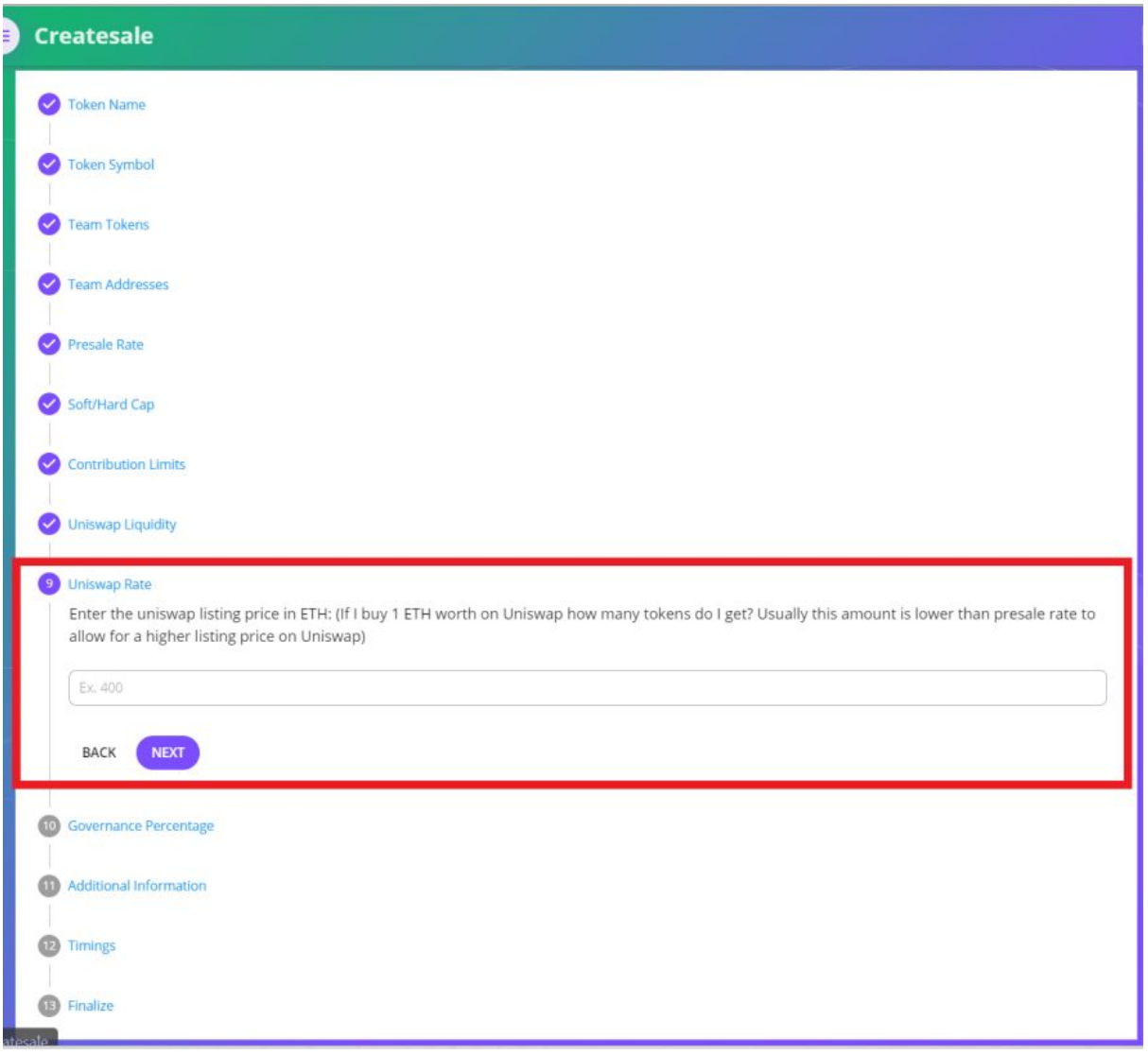
3.7 Uniswap Liquidity

This determines the amount of funds collected during your crowdsale/presale to be used for adding liquidity to the uniswap exchange. The minimum dxLaunch allows is 30%, however for the best interest of contributors, we recommend greater than 50%



3.8 Uniswap Rate

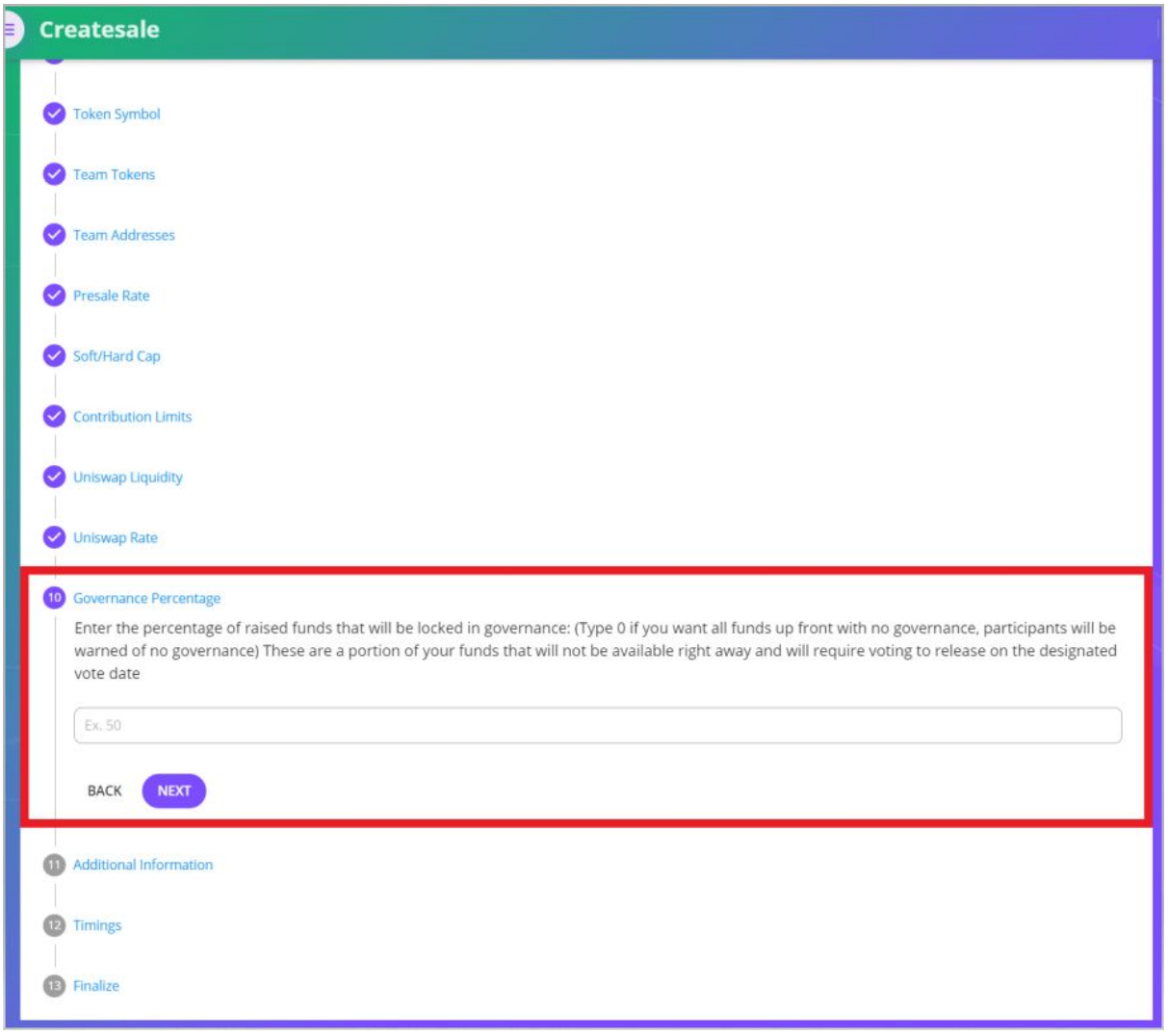
This step is for Uniswap rate - this is the starting rate at which your tokens will be sold for at Uniswap post crowdsale. A common practice is to have a lower rate than presale rate for presale contributor advantage.



3.9 Governance Percentage

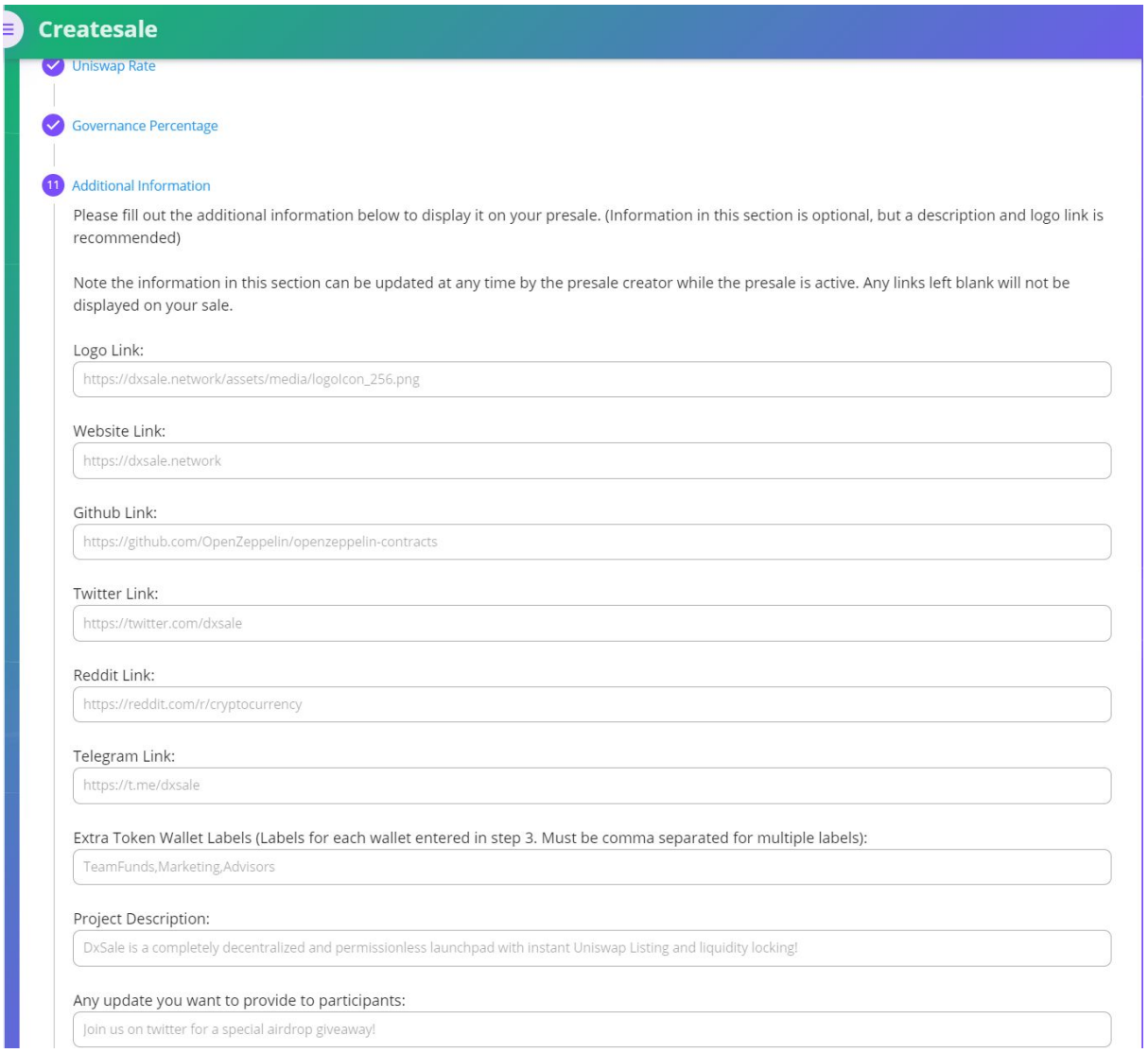
This is the beta version of DxLaunch Governance feature. This is to release a portion of the funds by crowdsale participant voting. You can choose to have no governance; however, if you want to reassure your contributors you can have a percentage of your funds go into governance.

If you are using Governance, the governance percentage can be no more than the following equation: **Governance percentage <= (95% - uniswap percentage)**



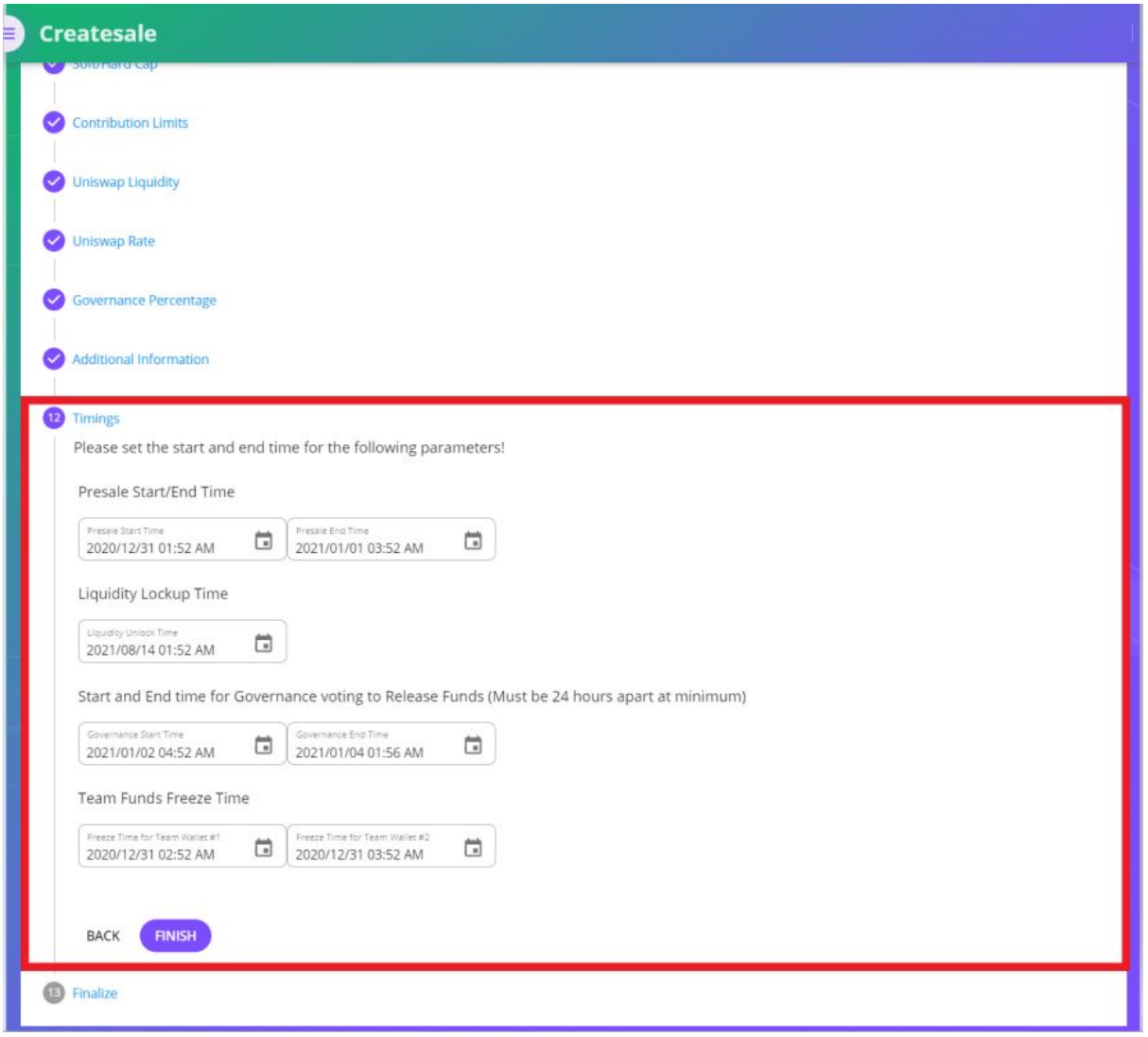
3.10 Additional information

You can include any additional information that you have for your token sale in this section.



3.11 Timing

The timing section allows you to set your crowdsale/presale start and end time, governance time, Liquidity lock up time, and team funds unfreeze time.

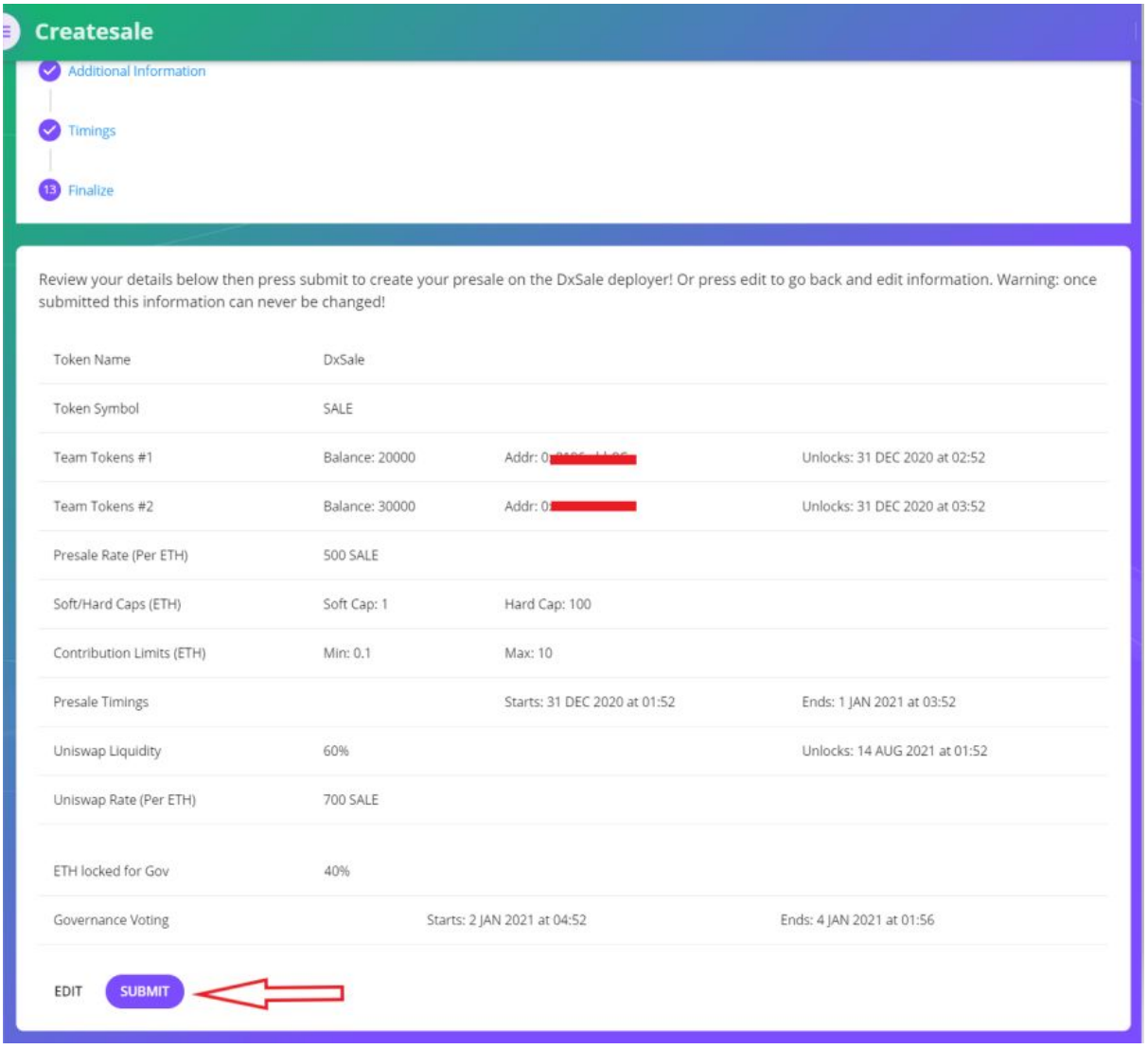


3.11.1 Timing Rules

- Presale Start and End time must be 24 hours apart
- Governance Start Time must be 7 days after Presale End time
- Governance Start and End time must be 24 hours apart.
- Liquidity lock up time must be at least 3 months later from presale end time.
- Team Funds freeze time can be unfrozen anytime after Presale Start time.

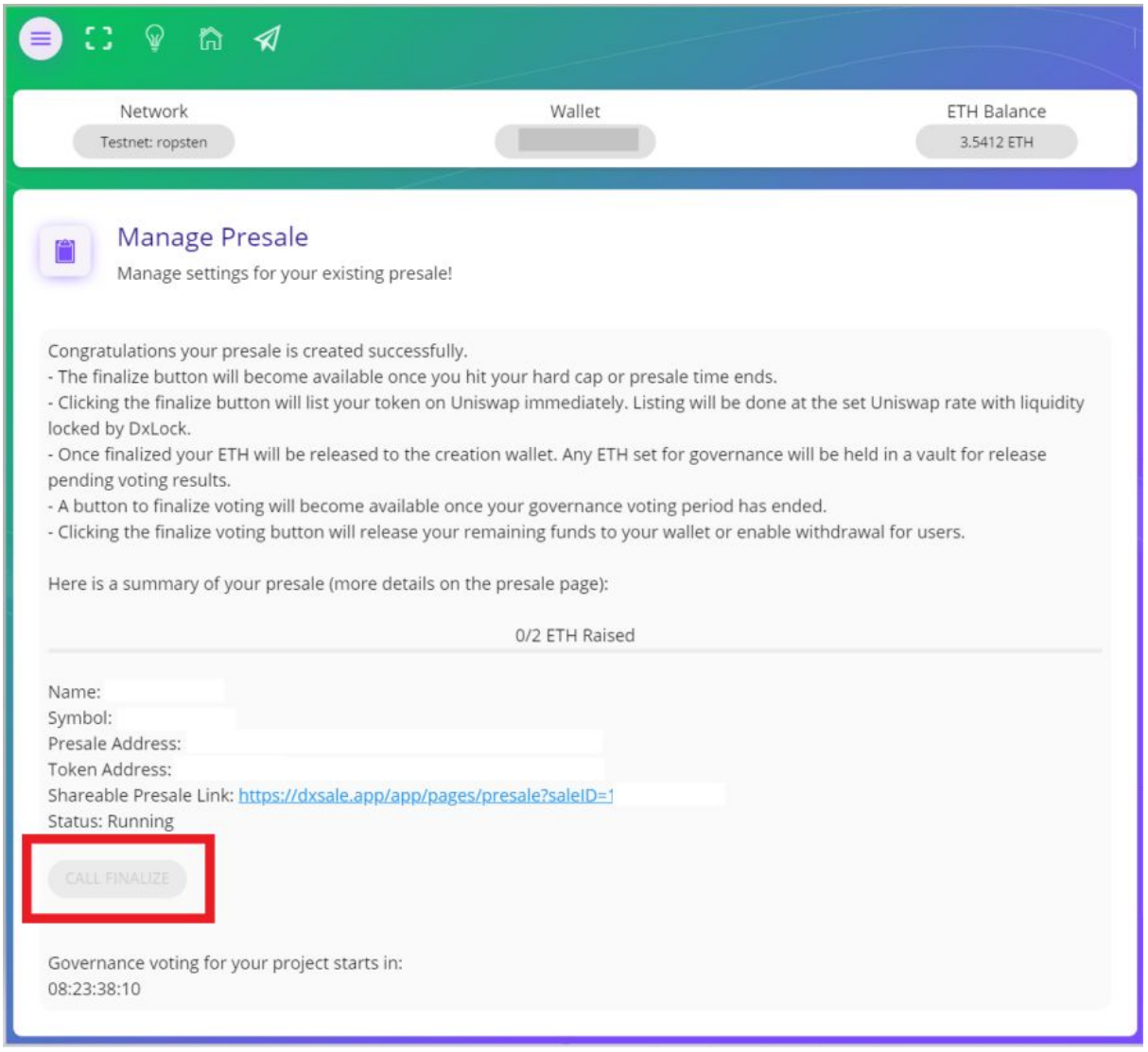
3.12 Finalize and Submit

You can review and submit your crowdsale! You have the option to also go back and edit any of the previous steps as you like.



4. Manage a TokenSale

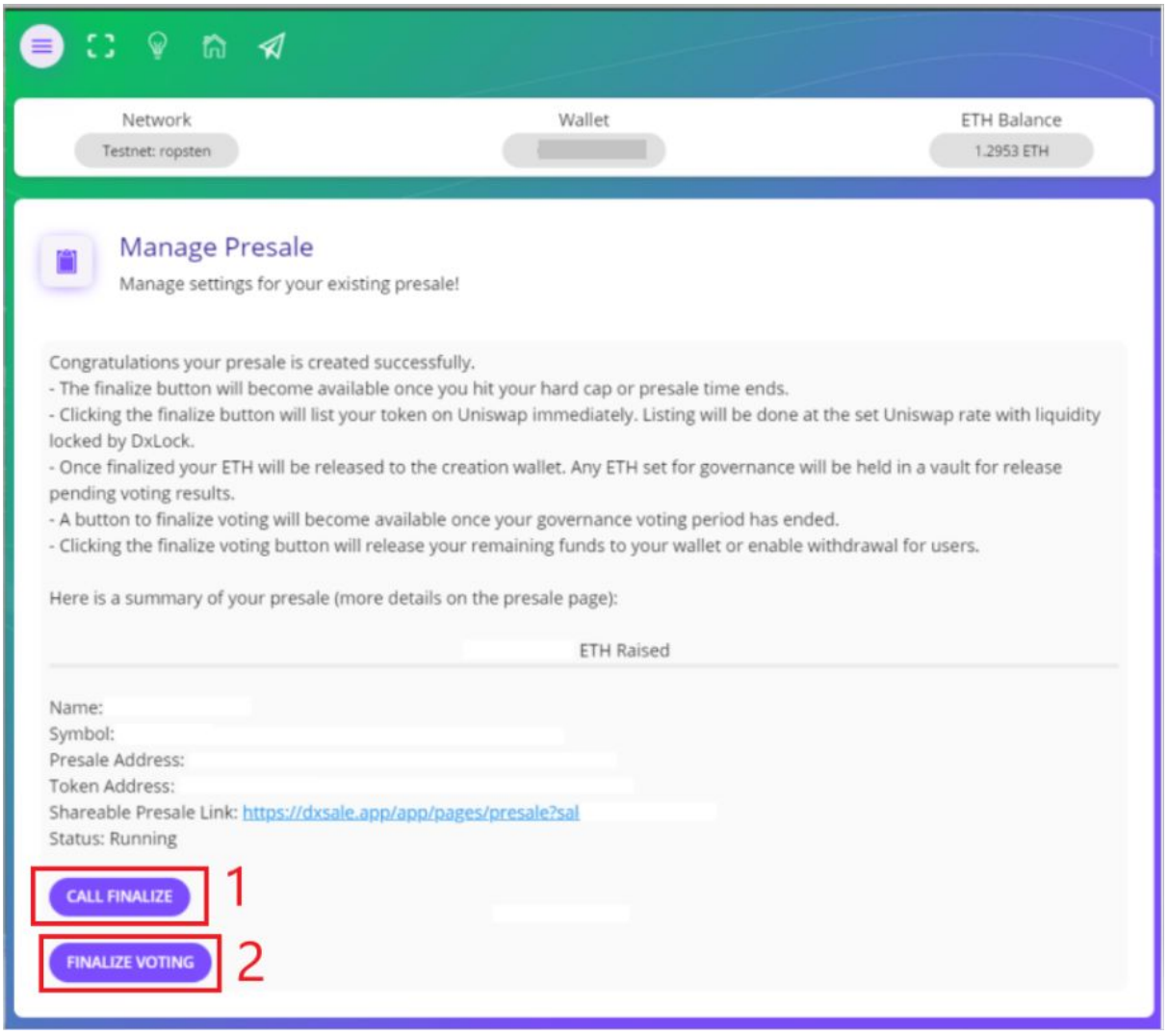
Once the presale has been launched via DxLaunch, you will be greeted to this page once connecting to DxSale.app DxLaunch section via the wallet you have created a presale with. Using another wallet to connect to the dapp will show a create sale page instead if the wallet was not previously used to create a presale.



The manage presale page contains Name, Symbol, Presale Address, Token Address, Shareable Presale Link and Status of the Presale that you have created.

As shown on the outlined red box above, the call finalize box is greyed out. It is greyed out until a successful presale.

4.1 Finalize Presale and Finalize Governance

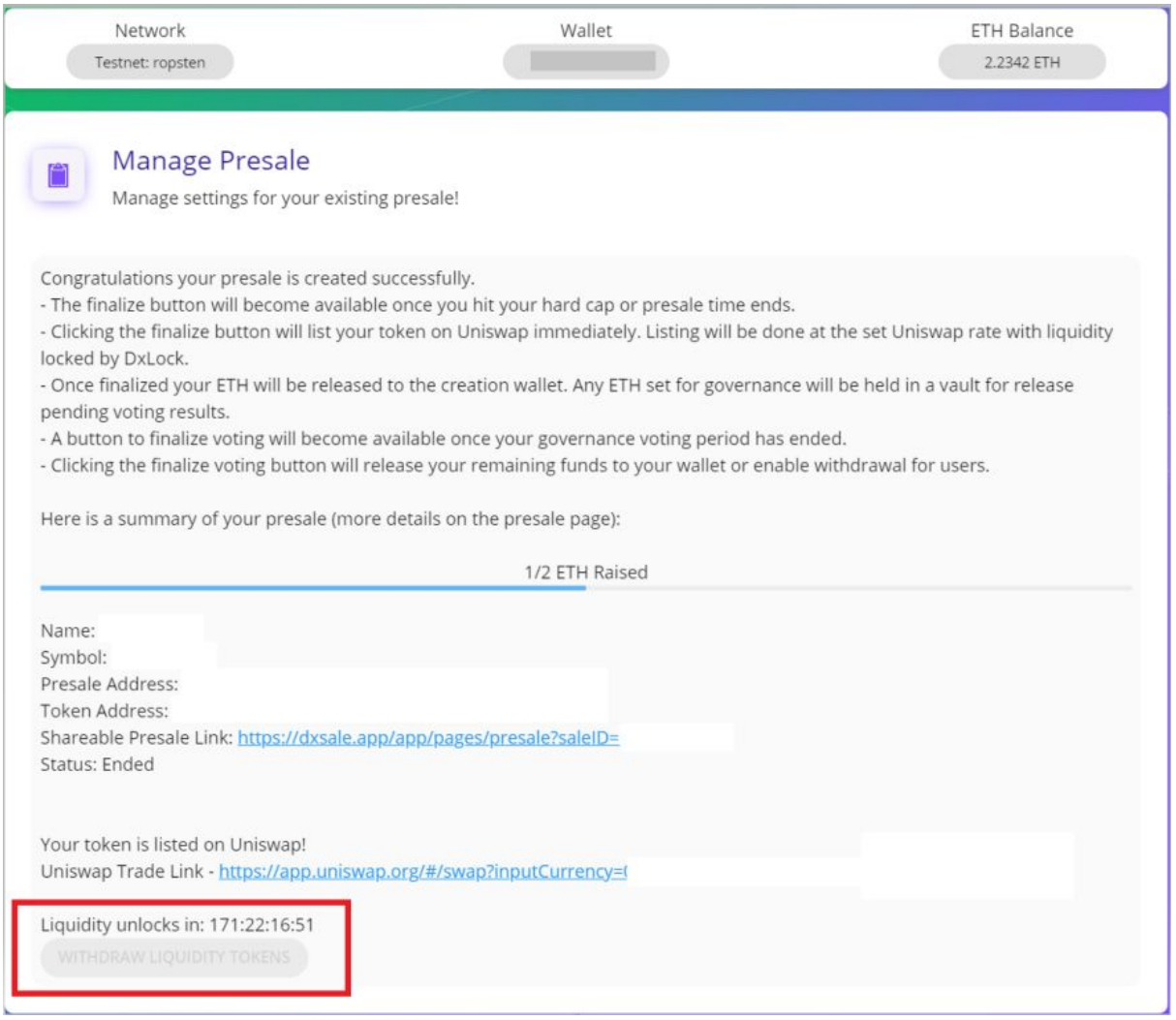


As shown in the above outlined red box 1, there is a “Call Finalize” button that is used in two scenarios:

1. After the presale has ended **successfully** , you can click “Call Finalize” to finalize a successful presale.
2. After the presale has ended in a **failure**, you can click “Call Finalize” to finalize a failed presale.

You must finalize **within 7 days** after presale has ended for a successful finalize.

As shown in the above outlined red box 2, there is a “Finalize Voting” button that is used to finalize governance voting after it has commenced.

4.2 Liquidity Unlock

As shown in the image below, the liquidity unlock timer will be shown with a button that allows withdrawing liquidity tokens. You must connect with the sale wallet that created the presale to use the Manage Presale page and to use “Withdraw Liquidity” Button