



# DXSALE

TOKEN SALES WITH PEACE OF MIND

LITEPAPER V. 0.8

# Contents

<b>Introduction .....</b>	<b>3</b>
Summary of Features:.....	3
<b>DxSale Ecosystem .....</b>	<b>4</b>
Token Generation and Sales .....	4
Governance of Sales.....	4
<b>SALE Token Distribution .....</b>	<b>5</b>
<b>DxSALE PLATFORM SUMMARY .....</b>	<b>6</b>
<b>DxIEO PLATFORM .....</b>	<b>7</b>
<b>ROADMAP DETAILS .....</b>	<b>8</b>
Q4 2020: dAPP .....	8
Q1 2021: GOVERNANCE.....	8
Q2-Q3 2021: INTEGRATION .....	8
PHASE 2: COSMOS .....	8
PHASE 3: OTHER BLOCKCHAIN.....	8

# Introduction

Initial coin offerings (ICOs), also known as token sales, were made extremely popular in 2017 with the introduction of several easy to use solidity token sale templates. Since then there was an explosion of new tokens offered in this manner. Teams would simply use a smart contract to raise funds in Ethereum or other cryptocurrencies and offer users their native tokens in exchange. For many ICOs this worked well and since then we have had several successful projects (BAT, 0x, Link and more) in the cryptocurrency space. However, with all revolutionary change there comes groups of people that aim to exploit it for their own benefit. By the summer of 2018 there had been over a thousand-coin offerings but almost eighty percent of them had already been identified as scams or dead projects. While a majority of these were indeed scams, the other half were simply mis-managed projects that either did not manage their funding appropriately or were simply hacked and had no way to resume their business.

DxSale, short for Decentralized Sale, aims to alleviate many of the issues that have plagued the token sale space in the past 3 years by using community governance. Our platform will offer teams looking to run a token sale a secure and reliable way to execute the sale and safely receive their funding. The platform will use community governance to control release of funds and team tokens to the team. The community will be able to stake our native SALE tokens on projects of interest and then vote or propose changes that others can vote on. If the team has a scheduled release of funds, the community will gather and vote on this release based on several factors such as team performance over the past month. If the team finds their funding wallet is hacked then the team can propose to change the funding wallet address through a proposal. Proposals can be used for various reasons such as requesting funding early, delaying funding, changing funding wallet and much more. When a user or team member wishes to put in a new proposal a predetermined amount of SALE tokens will need to be used.

## Summary of Features:

- Reliable token sales; automatically generated on desired blockchain through use of secured smart contracts.
- Incentivised voting based stake and burn system for SALE token holders.
- Automatic airdrop of participating project tokens to all SALE holders.
- Funding and token release governed by the decentralized community.
- Community and team proposals to redirect funding.
- Gradual release of funding to avoid exit scams.
- Instant liquidity listing on UNISWAP to avoid rug pulls.
- Sharing of token bonuses with SALE stakers.
- Deflationary SALE token through incentivized token burn.
- Integration with any Decentralized Exchange as a potential Decentralized IEO platform

# DxSale Ecosystem

## Token Generation and Sales

Tokens are generated using secured smart contracts. Originally only Ethereum based ERC20 or ERC223 tokens will be supported, but tokens based on other blockchain platforms will also be available in phase two and three of our project (See roadmap for more details). Token sales carried out through our platform will give participants more reliability knowing that they will have the opportunity to govern the direction of the project. Users will be able to participate reliably knowing that a portion of the funding will be automatically locked for liquidity purposes.

The dApp platform will be extremely easy to use and interact with. This will save teams time from all the research required to run a token sale and let them focus on their project. The only fees the token sale team will need to pay is the fee to run the smart contract and the initial SALE contract requirement (automatically burned). A minimum of 5% of their native tokens will be locked for SALE governance rewards and SALE airdrop. Funding will be released in series, so that there will be less one and done projects. Upon initial completion of the token sale, a predetermined amount of funding will be automatically locked for UNISWAP liquidity. The remaining funding will be released in series only once it passes governance votes.

## Governance of Sales

When a new token is proposed on the platform 5% of their supply is automatically locked for rewards. 4% of the tokens are put in a governance pool that is divided among SALE holders that participate in voting for the token sale. 1% of the rewards are automatically airdropped to all SALE token holders upon presale completion. Holders that are interested in governing the project will be able to stake their SALE tokens on the project and be eligible for a pie of the 4% rewards. Once SALE tokens are staked on the project they will remain locked for the duration of the selected sale. Stakers will be required to vote on submitted proposals in order to earn bonus rewards paid directly in the presale's native token. A minimum amount of stakers will be required before a token sale can begin. If a project doesn't meet the minimum requirements the token sale team may need to analyze why interest level is low in their project and leverage it to generate interest on the platform. This will be another method of protecting all participants and avoiding early project failures.

Stakers have a motivation to vote accurately and make the right decision for the direction of the project. SALE token stakers that vote with the majority

successfully will be rewarded a portion of the bonus pool. However, if the voters happen to fall in the minority, they will have ten percent of their SALE tokens burned and will receive no bonus rewards. This forces them to make well researched decisions and avoids random voting. Voting on funding release and other proposals will encourage teams to meet roadmap deadlines and deliver at a faster pace to avoid losing or delaying the release of their next funding series.

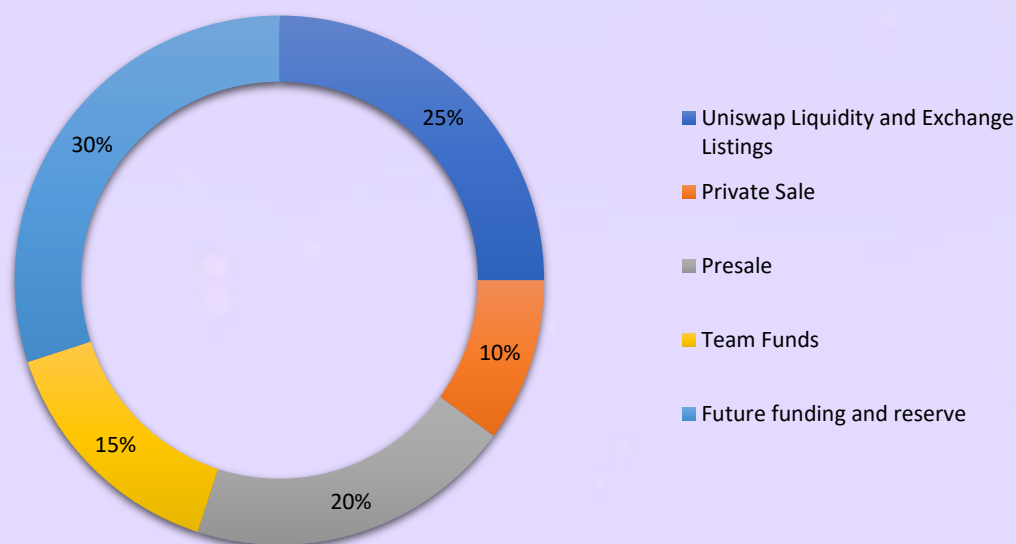
Anyone will be able to submit proposals at a fixed cost of SALE tokens. SALE tokens used for proposals are automatically burned. In the scenario where a vote for a team's funding release fails a new proposal will be formed where SALE token stakers can vote to delay the funding release (i.e. give the team time to meet their deadlines) or cancel the presale at which point the remaining funding is returned proportionately to original participants. For any new proposals to be accepted a minimum threshold for participant voting will be required.

## SALE Token Distribution

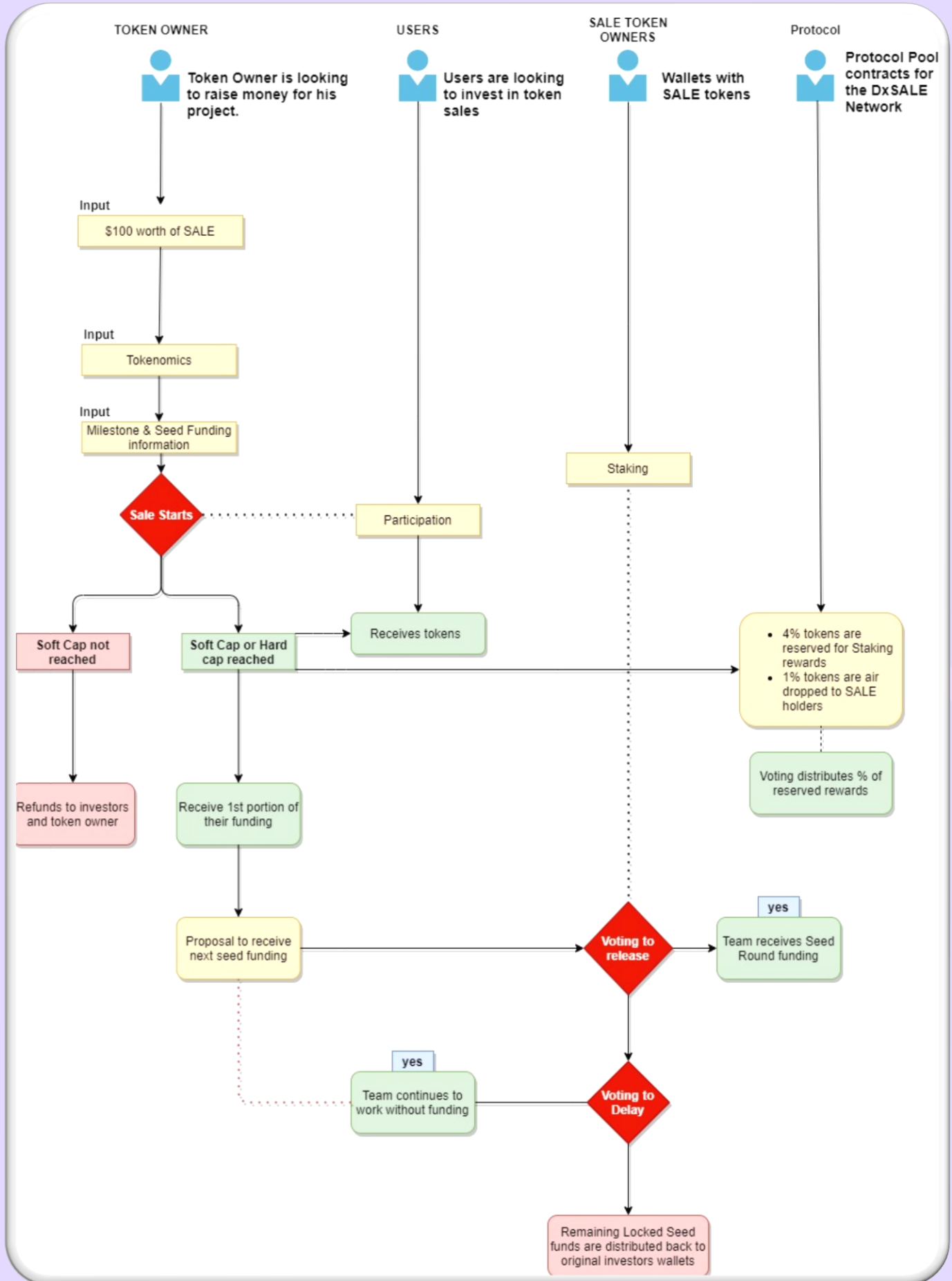
### 100,000,000 Total Supply

- 25% Uniswap Liquidity and Exchange Listings
- 10% Private Sale (Locked for 1 week after Uniswap)
- 20% Presale (No Lock)
- 15% Team Funds (Locked until November, Vests 5% per month)
- 30% Future funding and reserve (Locked for 1 year)

Funds raised from the presale will be primarily used for uniswap listing liquidity and acceleration of platform development.



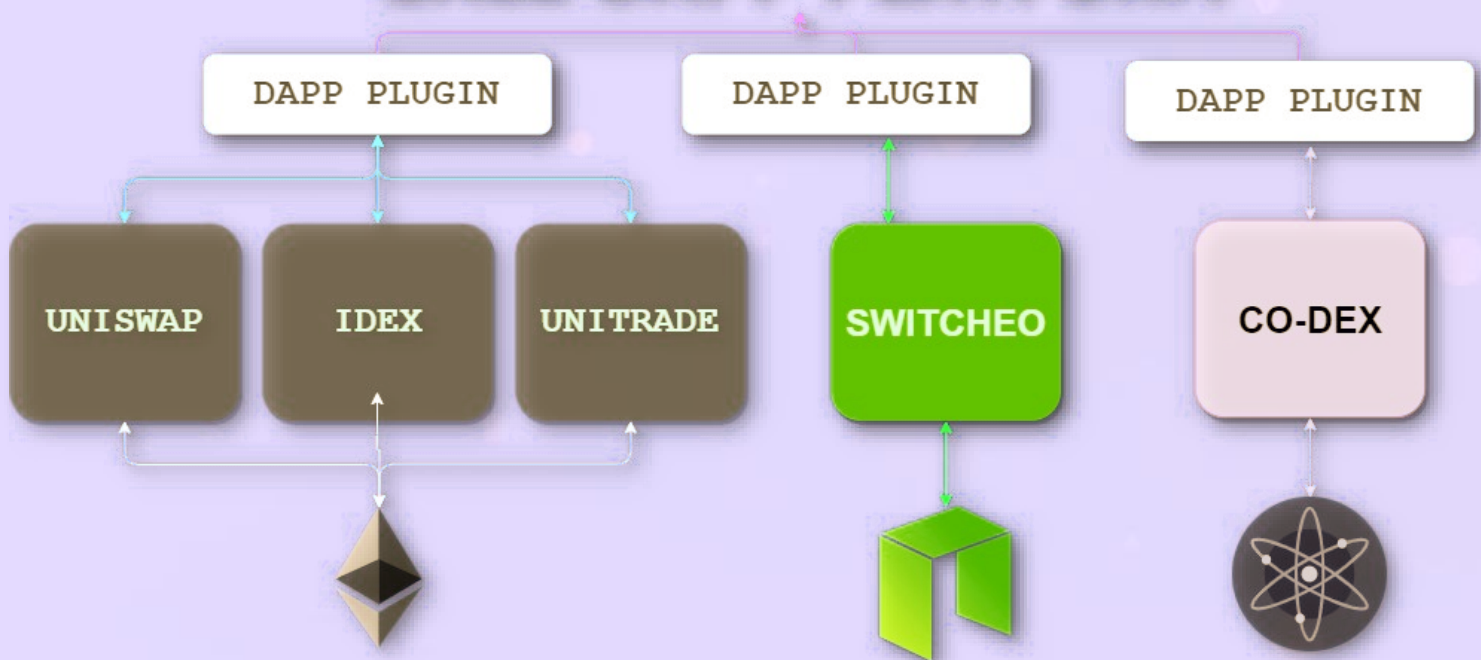
# DxSALE PLATFORM SUMMARY



# DxIEO PLATFORM

The application is designed to run as a decentralized autonomous organization that is completely self contained. This should be accessible from any device and interface when connected to the underlying blockchain. Interested decentralized exchanges (DEX) will be able to easily adapt the autonomous platform, add a desired overlay on top and use it as a dedicated exchange token sale platform. The DEX can choose to display all token sales available on the native dApp or limit to only token sales launching through their platform. This significantly reduces the amount of work necessary for the DEX to create an ecosystem to start a comparable platform. Our goal will be to seek partnerships out with exchange platforms such as Uniswap or even exchange overlays such as Unitrade to offer our platform as a service on their DEX. Plans and proposals for this phase of the project will be updated and launched later (Please see the roadmap).

## SALE DAPP PLATFORM





# ROADMAP DETAILS

## Q4 2020: dAPP

This will be the first major milestone establishing the DxSale dApp platform for safe and secure Token sales. The development for the initial product will be completed by the end of Q4. For any sales performed in the initial period all reward tokens will be airdropped to SALE token holders.

## Q1 2021: GOVERNANCE

This will be a critical step for the DxSale dApp where we will be launching our platform with its governance features. The stakeholders will be able to vote on a variety of criterias enabled by the token distribution team (fund release, roadmap changes, milestone extensions, feature additions, funding address updates etc.). This will ensure that the participants are well informed on the status of their funding and give them power in the direction of the project.

## Q2-Q3 2021: INTEGRATION

In this phase, the team will develop and deploy plugins allowing for easy integration on any Ethereum decentralized exchange. The DEXs will be able to utilize and integrate DxSale's smart contract with our overlay or a custom overlay as needed. This will enable a unique look for each DEX while underpinning the DEX with all the features of governance provided by the DxSale platform. This will significantly minimize the time for the DEX to create a suitable ecosystem and launch their own IEO platform.

## PHASE 2: COSMOS

In this phase, a dApp for any COSMOS based DEX will be developed. This will further expand DxSale's integration across various blockchains. A token swap will be allowed for SALE token holders to swap between ERC20 and COSMOS native blockchain tokens. This will allow participation on either blockchain using the native SALE token.

## PHASE 3: OTHER BLOCKCHAIN

In this phase, a dApp for NEO and CARDANO based blockchains will be developed. A swap will allow users to transfer native SALE tokens back and forth between supported blockchains. The total supply of SALE tokens will always remain the same.

*Legal Disclaimer: The contents of this document or information on the dxsale network website do not constitute any financial advice., SALE tokens should not be used for the purposes of speculation. Always consult your local laws and regulations before participating in the DxSale ecosystem. DxSale will not be held liable for any issues related to the use of SALE tokens or the DxSale platform. Use of the DxSale ecosystem or SALE token is at your own risk!*