



ONE STOP SUBSCRIPTION SHOP

POWERING A GLOBAL ECONOMY WITH SUBSCRIPTIONS

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ADDITIONAL DOCUMENTS CAN BE PROVIDED ON REQUEST: WHITE PAPER, TECHNICAL PAPER, MONITAZATION PAPER

>> THE XION TEAM



Aeryn Quarmby
CO-Founder

8+ years in the eCommerce sector with extensive knowledge in Marketing & Brand Awareness, Team Management, Copy Writing, Logistics Management, Subscription Gateways and Public Relations. Highly trained in communication and relations skills. He possesses incredible entrepreneurial skillsets and devotion to time management which is key to launching a successful startup.



Ronan Quarmby
CEO/Founder

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Ronan has vast knowledge in majority industries involving online and offline retail. Having overseen product shipments in warehouses from China and USA, Full Management Teams and Employees, Supply Chain Management, Financial Technology, Subscription Gateways, Logistics Automation, Marketing & Branding, Company Structures and Investment Strategies for countless years. Ronan has a clear vision of how to bring Xion Protocol to fruition.

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Brent McMahon-Panther
COO/CO-Founder

Numerous years of experience in advertising, marketing, brand awareness and eCommerce world, he as an extensive knowledge of the inner workings of the retail environment and consumers mindset. This has enabled him to take big brands and not just make them look amazing but to build them into giants in their respective arenas, allowing them to take advantage of new opportunities. Having managed teams in various online/offline retail departments, has given him a solid understanding of the importance of effective management and project planning, needed to drive the Xion project.

>> XION'S ADVISORS / DEVELOPERS / LEGAL & ACCOUNTING



Rachelle Kuebler-Weber
Advisor

Rachelle has lead at the intersection of digital technology and business for almost 20 years across consumer packaged goods, private industry, consulting, non-profit, government, and higher education. She currently serves as the Director of Marketing Technology and Platforms at Dollar Shave Club (DSC), where she is leading a comprehensive renovation of their marketing technology ecosystem. Prior to DSC, Rachelle helped lead and drive the strategic vision for a similar transformation across marketing technology and commerce for E&J Gallo Winery. At Gallo, she focused strongly upon the direct-to-consumer and subscription-based wine club space. Rachelle graduated with her Bachelor of Science in Computer Information Systems, and went on to earn her MBA from Emory University's Goizueta Business School in Atlanta, Georgia.



Simon Bowles
Advisor

Simon has almost 20 years' experience across capital markets, fintech and blockchain. He is currently CEO of crypto exchange Bokka, and previously served as CEO of a leading European digital wallet as well as holding other C-level positions within fintech across Europe. He began his career in investment banking and private equity in London, before working as a trader at hedge funds such as C-View, and First New York Securities. Simon has also acted as a consultant for leading companies such as McKinsey, Oliver Wyman, Credit Suisse, and KKR and continues to advise blockchain startups on their market, trading, and regulatory strategies.



Tatiana Ovchinnikova
Advisor

Tatiana is a dynamic leader, entrepreneur and quant focusing on blockchain technology and fintech. She is advising to several ICO's on strategy, STO (Security Token Offering) and applies the quantitative analysis for evaluation digital currencies. Prior, she was an entrepreneur for several international start-ups, Sales executive for telecom technology company. In 2016, being a macro-economist for UN Habitat Project, she developed a model for strategic industry selection for a city development based on clustering approach and Value Chain analysis. She holds Master of Applied Mathematics from USU, Russia and MBA in Finance from the IUM in Monaco. In 2016, she completed Machine Learning course at Stanford and Data Science at MFTI, Russia.



Trey Rawles
Advisor

Trey Rawles has a background in healthcare consulting with a Masters in Health Administration from a top three graduate program in the United States. For several years, Trey consulted with hospital executives from some of the largest health systems in the United States on how to build health insurance companies. In 2016, Trey began advising a permission blockchain project out of Atlanta, GA helping them obtain their patents, sell their proof-of-concept implementation to a leading academic medical centre and raise seed capital. His interest in blockchain and advisory work spawned from his participation on that project and early investments. Since 2016, Trey has advised eight cryptocurrency projects and participated as an investor in over one hundred crowd sales.

>> XION'S ADVISORS / DEVELOPERS / LEGAL & ACCOUNTING



Sean Brizendine
Advisor

Rated 5+POD by Cryptoasian

IIB Council certified
blockchain professional

ICO bench expert



Loren Khulusi
Advisor

A product manager with a background in software engineering, Loren is a seasoned builder with extensive experience creating systems that power subscription commerce space. He currently works at Dollar Shave Club as a Product leader who has created essential internal platforms, leads an international Product team to launch new markets, and owned the core ecommerce platform on which the business operates.



Scott Brown
Advisor

Senior technology, business and organisational executive with extensive experience leading global initiatives from both fortune 50 enterprises, and VC funded startups. Numerous successes driving innovation and operational efficiency across consumer and B2B companies. Pioneer in digital media patented inventions in transforming technology into business solutions.



Barend Crause
Developer

With an incredible and vast amount of experience in the IT industry, qualified as a network architect, he spent time in the UK where he grew a passion for developing cutting edge cloudbased automation systems working on projects for some of the biggest electronics company including Epson and Ricoh. Ben currently develops and designs solutions through integration from web developments, to fully functional Intranet, Extranet, B2B, B2C and CRM applications. These solutions are always a direct reflection of current and future business strategies.

>> XION'S ADVISORS / DEVELOPERS / LEGAL & ACCOUNTING



Idea Soft
Developer

We are the top class software development provider. We are experienced blockchain specialists in distributed ledger technology (DLT). We have expertise in building cryptocurrency wallets, writing smart contracts, and host multi-sig accounts. We also provide full technical support for the ICO projects as well as the project development afterwards. We build scalable, enterprise-grade software that stands up to rigorous use across a variety of verticals. From product design for enterprise solutions, to best UI/UX practices in creating digital experience that people love. Our design expertise includes web, mobile, desktop, identity design. In an age of digital disruption, we are greatly inspired by implementing projects on the intersection of creativity and economics.



Jeremy S Goldstein
Legal Consultant (Blockchain legal Strategies)

Jeremy is a corporate and transactional attorney and entrepreneur, representing blockchain and emerging technology companies, with a focus on business development, international law, blockchain law & policy, sustainable development, international & comparative regulatory law, capital formation, and international business & human rights.



Griffiths +
Associates
Certified Public Accountants
& Tax Consultants



BLOCKCHAIN LEGAL
STRATEGIES

>> WHAT IS A SUBSCRIPTION?

Subscription and recurring revenue are extremely hot topics right now, and for very good reason. Companies with recurring revenue are valued much higher than companies without, and this coveted MRR (Monthly Recurring Revenue) figure is obviously something that can assist your business' cash flow and profitability in countless ways.

Adding in one (or more) of these types of recurring components to your company can add greater depth to your business and unlock additional revenue from each customer. In doing this, you add a higher LTV (Lifetime Value) for your customer and will be able to outspend your competition when buying media. In short, you give yourself the power to crush your competition but broadening your revenue potential.

Whether your business is in the realm of e-commerce, consulting services, software, offline sales, etc, there is a way to fit in some sort of subscription component to your business.

SOURCE: <https://subscriptionhacks.com>

>> XION'S PRODUCT OFFERING

Xion is creating a new approach to the current subscription industry by eliminating the need for extensive 3rd party applications and allowing for a Freemium interface by utilising blockchain protocols to establish a single platform for any type of subscription model. Xion is approaching the market with not just one targeted industry but a multitude of industries for scale in subscriptions, thus allowing any and all retailers globally to add or automate subscription models for their businesses be it online or offline via POS device.

Xion will be the first platform of its kind to offer a basic Freemium service to ordinary users to create, manage, sell content, scale and run a subscription company with the sufficient tools globally.

XION FEATURES ELEMENTS WHICH:

- Match promotions based on consumer purchase and activity, consumer behaviour.
- Only display ad content matched to the retailer's consumer brand model.
- Customisable consumer behaviour messages for optimal sales, retargeting and sales pitches for new products.
- URL or API integration to pull data and to start a subscription model on the platform within minutes.
- Customers can purchase subscription services / products offline or online with rewards.
- Automated Customer service and AI to regain trust of unhappy customers and promote to happy customers.
- All users will have the ability to keep their data private or public with one single click.

With Xion's seamless and flexible features: Retailers may now leverage a fully hosted, brandable solution at their own domain, or integrate via API into their own hosted solution.

(Freemium - A business model, especially on the Internet, whereby basic services are provided free of charge while more advanced features must be paid for.)

>> XION'S COMPETITIVE ADVANTAGE

CURRENT SUBSCRIPTION MODEL PROBLEMS

- Multiple 3rd Party Integrations
- Customer Service
- The Ability To Scale Rappidly & Globally
- High Transaction Fees
- Cross Border Payments
- Customer Data & User Management
- Churn Rates
- Chargebacks & Fraud
- Customer Satisfaction
- Marketing Spend
- Complex Billing & Shipping
- Limited Platform Tools

According to McKinsey & Company, more than one-third of consumers cancel within three months. Whether items are not personalized enough or frequency isn't adequately flexible, what started as a product discovery or money-saving tactic starts looking less appealing. Not receiving value for the money was the leading reason for cancelling a curation subscription box service, cited by 29% of respondents in the McKinsey & Company survey. General dissatisfaction ranked high for all three categories, which is a harder negative to mitigate than tweaking pricing or changing the selection.

Retailers might be experts in their product offerings and selling their products with traditional retail models. But current models are complex, expensive and time consuming for retailers to leverage either a subscription model or sell their products online. With Xion as their partner, they don't have to be experts at managing the technology that will empower their success.

Retailers can now focus on what they do best: selling their product. Xion Protocol takes care of the rest.

>> XION'S COMPETITIVE ADVANTAGE

COMPETITION

Competitors	Established Date	Size	Market share (%)	Value To Customers	Strengths	Weaknesses
Competitor 1	2009	34 Staff \$5m	2.86%	Easy Billing Interface	Recurring Billing	High Transaction Fees Cross Border Payments Membership Fee Limited Platform Tools
Competitor 2	2016	38 Staff Unkown	50.17%	Easy To Install App Shopify	Dominant control of current subscription models on Shopify.	Only available for Shopify Retailers. High Transaction Fees (External Payment Gateway) Membership Fee Limited Platform Tools
Competitor 3	2013	74 Staff \$3m	0.03%	Subscription Box Marketplace	Easy To Create Subscription Box	High Transaction Fees Limited To Box Subscriptions Membership Fee Limited Platform Tools
Competitor 4	2010	93 Staff \$4.9m	0.01%	eCommerce Software Platform	Marketplace Websites User Friendly	High Transaction Fees 3rd party Payment Gateways Limited Platform Tools
Competitor 5	2009	140 Staff \$16.1m	3.03%	Subscription Billing Management	Recurring Billing	High Transaction Fees Limited Platform Tools

>> XION'S COMPETITIVE ADVANTAGE

XION'S SOLUTION

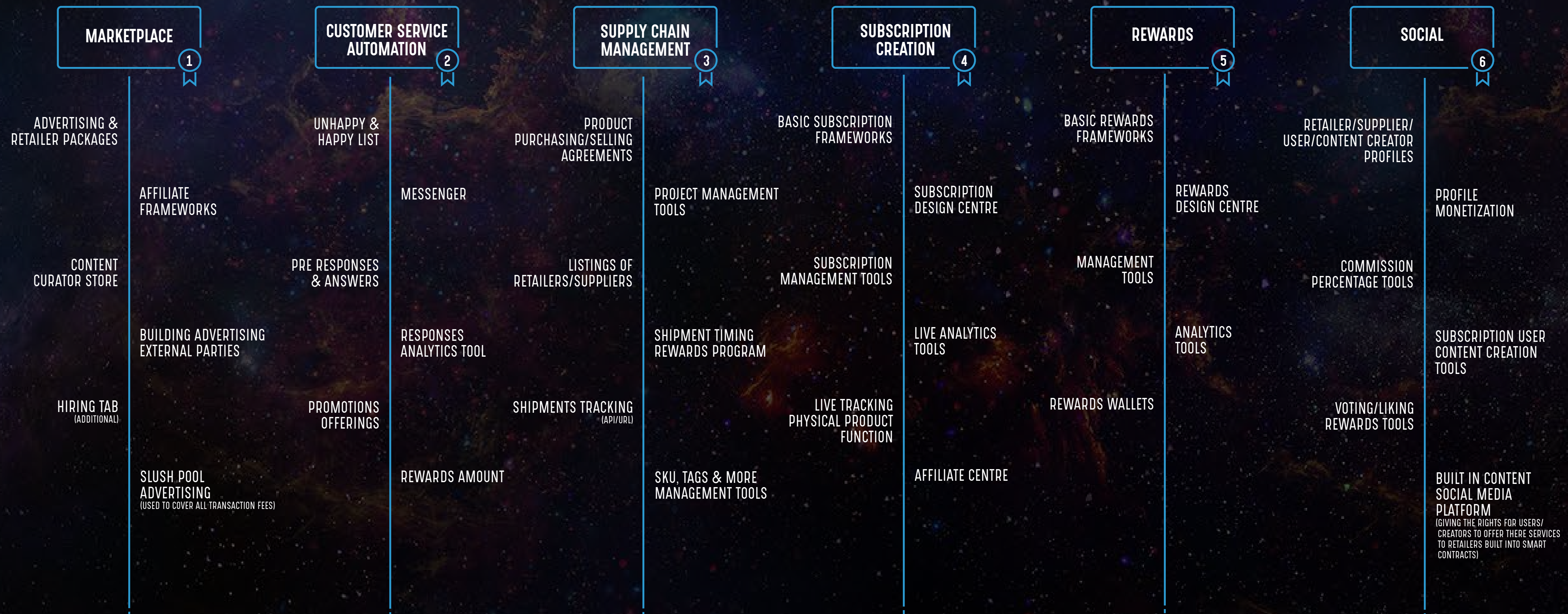
The Xion ecosystem enables retailers to scale, manage and promote their subscriptions globally with ease. Having the ability to manage all aspects in one place for easy and user friendly management of data. Matching retailers with the most qualified suppliers, distributors, content creators and freelancers globally, having the ability for extreme growth, automated customer service, rewards features and transparency.

ENHANCED USER EXPERIENCES INCLUDE THE FOLLOWING:

- Increased Conversion Rates
- Upgraded Dashboards & Analytics
- Customer Service Automation
- Advertising Dashboard
- Experienced Freelancers in a variety of fields
- Promotional Frameworks
- Done for You Funnels
- Additional Suppliers & Distributors
- Upgraded Extras ie. Subscription Box Graphics, Materials
- Unlock Marketplace Advanced Attributes

>> XION'S COMPETITIVE ADVANTAGE

XION'S SOLUTION



>> REVENUE MODEL

Freemium Model - Limited freemium functions will consist of the most essential frameworks for a subscription model. This will increase the adoption rate by offering a service that can supply retailers with all the essential functions to create, manage and edit standard subscription offers. These functions include but are not limited to:

- Account Creation
- Social Profile (Basic)
- 3 Funnel Frameworks (Basic)
- 0% Transactions Fees
- Supply Chain Management (Basic)
- Customer Service (Basic)
- Accounting (Basic)
- Invoicing (Basic)
- Rewards (Basic)
- Analytics (Basic)

PACKAGES & TOOLS:

Season Passes catering for SMMEs and larger retailers. Each package will be specifically designed for the needs of each level of retailer, thus allowing for a budget friendly enhancement to your current Freemium subscription in Xion's ecosystem.. These passes include but are not limited to:

- Advanced Packages - 3 Different Tiers (Captain, Officer, Engineer)
- Basic Packages - 3 Different Tiers (First Class, Business, Economy)

(Freemium - A business model, especially on the Internet, whereby basic services are provided free of charge while more advanced features must be paid for.)

>> REVENUE MODEL

COMMISSION:

Xion has included commission based on subscribers per a retailer in the financial model. This way Xion has an edge on any competitors in the market by only charging retailers a flat percentage per a subscriber but not on the entire basket (cart size), this way retailers will gain an advantage over other platforms by only paying a percentage fee per the subscription amount (subscriber) set by the retailer. Percentages of commission will be charged in tiers below or flat fees:

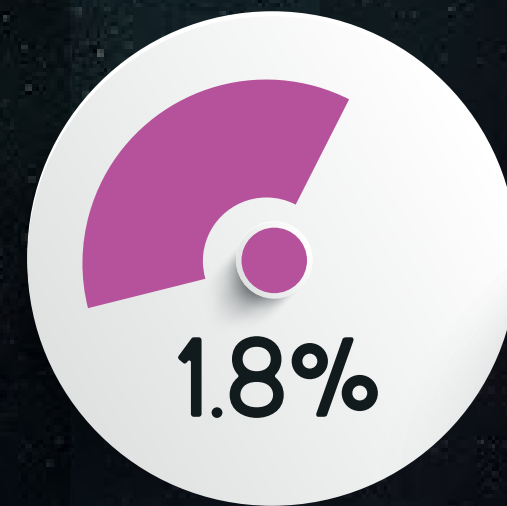
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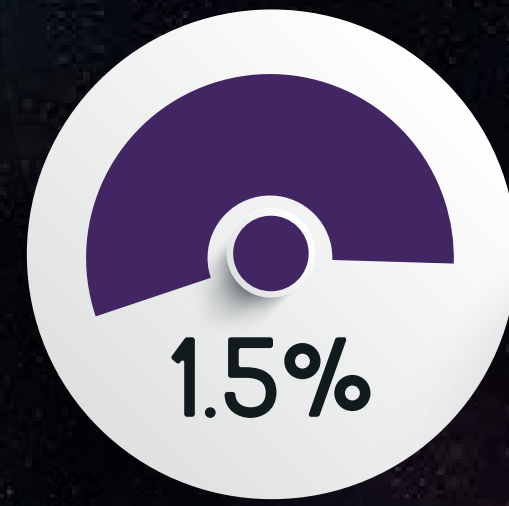
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SUBSCRIBERS



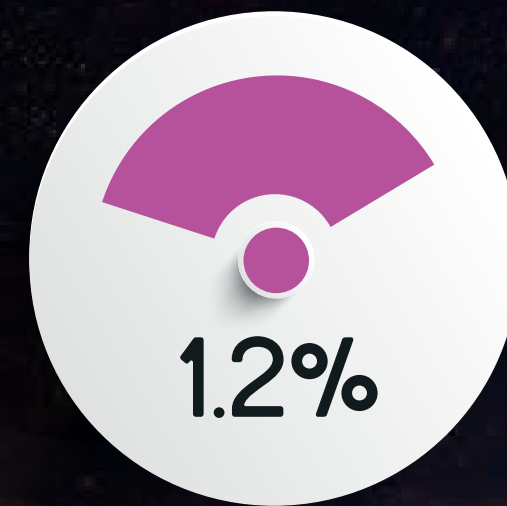
1K - 10K
SUBSCRIBERS



10K - 100K
SUBSCRIBERS



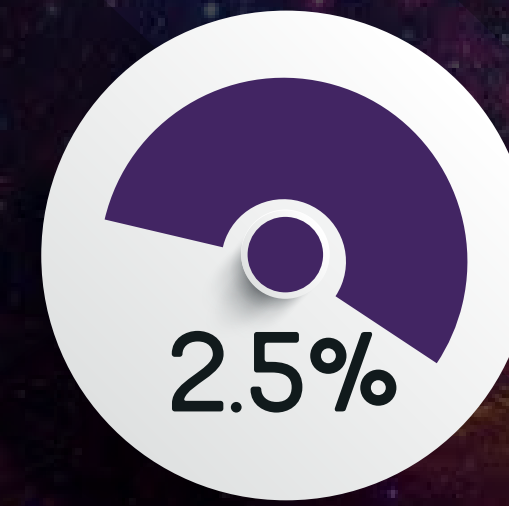
100K - 1M
SUBSCRIBERS



1M - UNLIMITED
SUBSCRIBERS



FLAT RATE
YEARLY



FLAT RATE
MONTHLY

FLAT RATE FEES:

The more a subscribers spends the more a retailer saves. (Y-0-Y cost saving)

>> REVENUE MODEL

ADVERTISING:

Advertising will be introduced to retailers in packages for Xion Platform users and additionally a multi bidding dashboard for external marketing on top websites, social channels and media.

DATA MONETIZATION:

Data capture will be presented to users on an ongoing basis, providing users with the rights to accept or decline data capture where applicable with one click. Users will also be given the choice on which data to release in a check box list. Data can be managed and automated easier with smart contracts and AI, but it has to be built from the ground up that ticks all to majority GDPR boxes. Once a user signs up and starts their journey on Xion they will have access to sell their own data to selected retailers/users in similar niches. Now you are giving the power of data to the users. Fees will be charged where applicable on transfer of data from one user to another.

CONCLUSION:

Xion is creating a Freemium interface for limited subscription creation and management. Xion Protocol is approaching the market with not just one targeted industry but a multitude of industries for scale in subscriptions, thus allowing any and all retailers globally to add or automate subscription models for their businesses be it online or offline via POS device.

>> TARGET MARKET ANALYSIS

The subscription e-commerce market has grown by more than **100%** percent a year over the past five years, with the largest retailers generating more than **\$ 2.6B in sales in 2016**, up from **\$ 57.0M in 2011**. The market is estimated to grow from **\$ 2.90 Billion in 2016 to \$ 6.01 Billion by 2021** and is expected to grow at a CAGR of 15.7% because of the increasing demand for integrated high performance order and billing and payment software.

- 15% of online shoppers have signed up for one or more subscriptions to receive products on a recurring basis, frequently through monthly boxes.
- 55% of subscriptions are curation-based, making this category the most dominant in the 2018 subscription economy
- North America is expected to hold the largest market share and dominate the subscription and billing management market from 2016 to 2021, due to the rise in demand for an integrated billing platform.
- APAC holds growth opportunities as there is a rise in the adoption of cloud and digital technology among small and large enterprises for increasing their profitability.

However, concerns about deployment and usage of subscription and billing management solutions restrict the market growth. These solutions involve cost of maintenance and require timely up-gradations, which increases the organisation's budget. Moreover, security is one of the major restraints in the adoption of cloud-based subscription and billing management solutions. By taking into account the statement above from Business Insider we can clearly see that there is an extreme need for a better, faster, secured, all in one subscription ecosystem to maintain and add to the exponential growth of the industry.

- Largest subscription e-commerce growing at 74% CAGR
- Estimated overall market size = \$10 billion or more
- Estimate including Amazon Prime = \$20 billion+



>> TARGET MARKET ANALYSIS

PHYSICAL

SUBSCRIPTION INDUSTRY

Close to 7000 subscription box companies in the world. The US accounts for 70.2% of the total subscription boxes and 29.8% for rest of the world.

But, when you compare the number of subscription box companies to regular eCommerce companies, the former is a mere raindrop in the Pacific ocean.

DIGITAL

SUBSCRIPTION INDUSTRY

An estimate of 580 Million subscriptions and about 350 Million subscribers was predicted for the end of 2017 in the global digital media subscriptions. This includes SVOD, Music, Online Games and News.

Deloitte predicts that by the end of 2018, 50% of adults in developed countries will have at least two online-only subscriptions, and by the end of 2020, that average will have doubled to four.

PRE-ORDER

SUBSCRIPTION

Creating pre-launch campaigns for subscriptions with pre-order bonuses/rewards. Initiate funding for subscription by pre-selling the first shipment to your customers.

Pre-orders allow consumers to guarantee immediate shipment on release, manufacturers can gauge how much demand there will be and thus the size of initial production runs, and sellers can be assured of minimum sales.

GLOBAL RETAILERS

GLOBAL RETAILERS

There are between 2 million and 3 million e-commerce companies in the world (excluding China). Global retail sales estimated to 22 Trillion USD with global ecommerce sales estimated at 1.859 Trillion in 2016.

>> BUSINESS PLAN

During the development stage of Xions Plug & Play unit in Phase 1, our marketing team will be advertising to retailers for early commitments (no cost) by offering a discount for the first year. Offering a basic Freemium Plug & Play for one and all Retailers initially, we are able to spend a fraction of the marketing spend to gain a vast number of Retailers which in turn will bring Users.

The first approach will consist of partnerships with existing subscription companies and ecommerce hosts, this is where Xion will offer the ability for retailers to bill, manage, and maintain all customers through a Dapp and Platform. Retailers will be charged on a commission basis per a subscriber added to the system, retailers will only be charged if the customer has selected to manage their subscription with Xion.

Second approach will be done with existing audiences that the Xion team has built and maintained over the past 5+ years. With just under 1 million audience split over 20 niche specific Facebook pages we have an instant avenue for marketing Xion to Retailers in those industries. With the Xion team having such a vast knowledge base with subscriptions they will be beta testing and designing the first ever subscription models with the current Facebook audiences utilizing Xion Protocol.

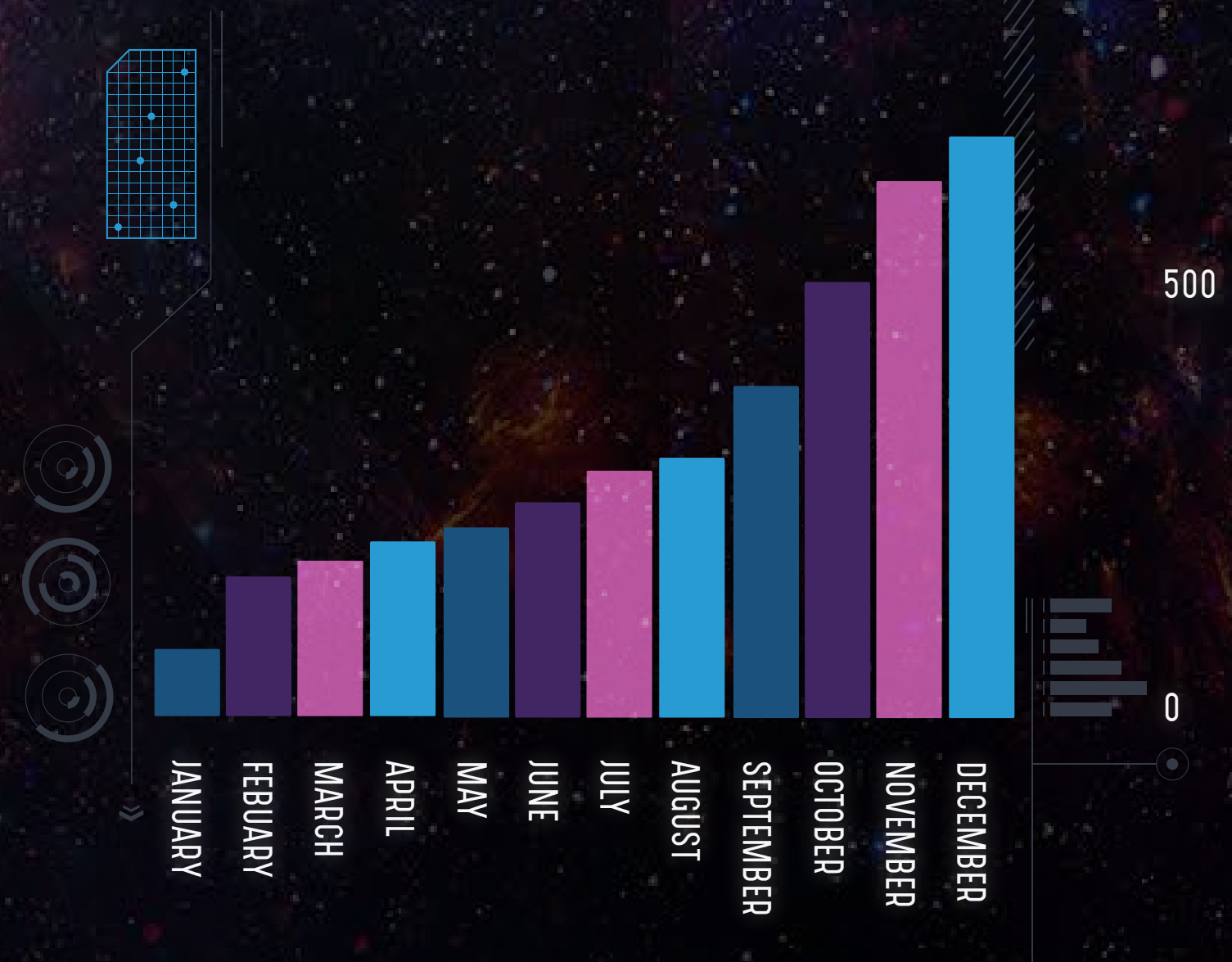
>> BUSINESS PLAN

ON COMPLETION OF PHASE 1 (ESTIMATED Q3 2019) WE ESTIMATE OUR MONTHLY AND YEARLY PLANNED RETAILER SIGN UP TARGETS BELOW:

MONTHLY ANALYSIS:

An estimated 691+/- Retailers

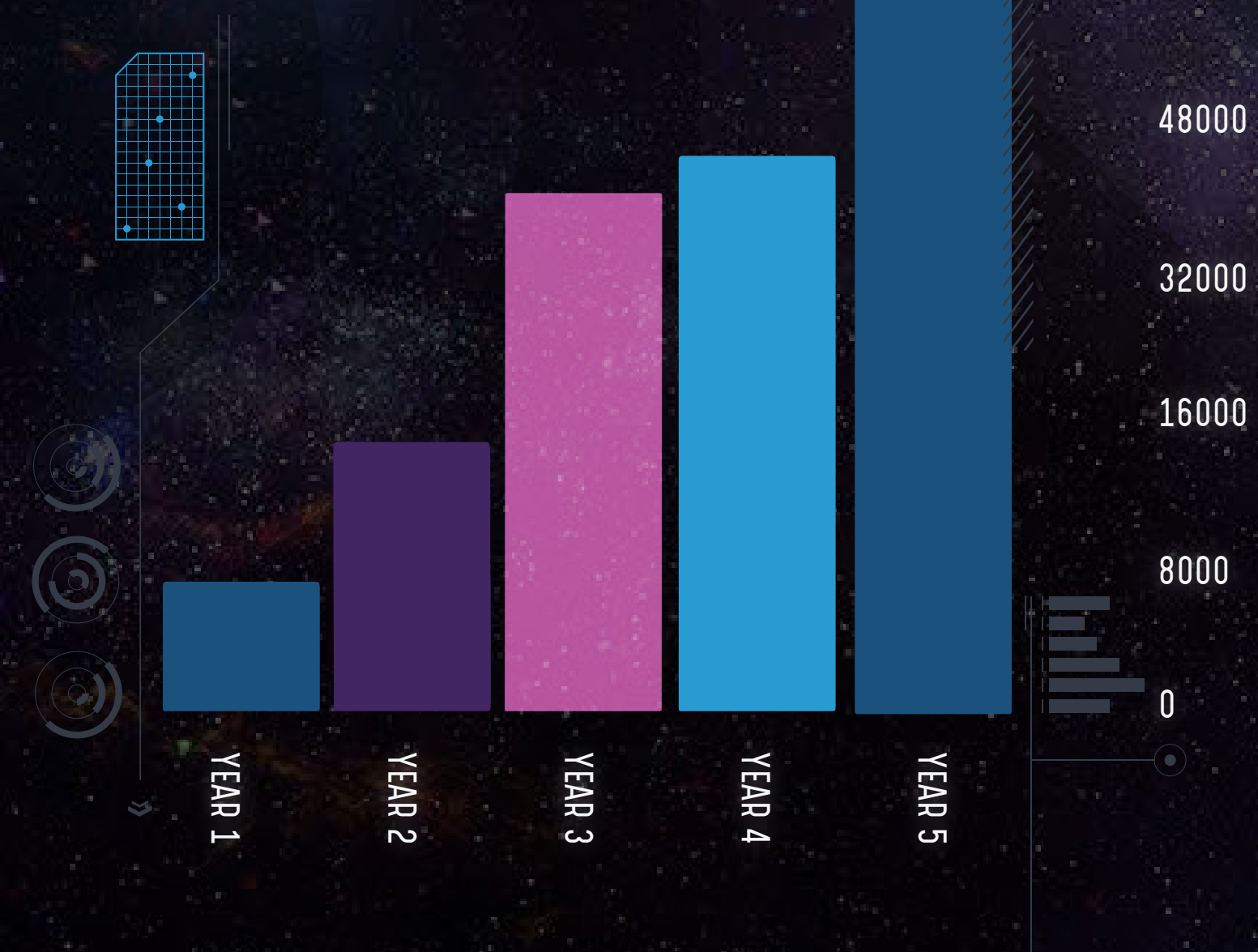
Initial community of retailers will be built before launch of platform for immediate adoption.



YEARLY ANALYSIS:

An estimated 8300+/- Retailers

With an expected growth rate of 60% - 120% for years 2 and 3.



>> BUSINESS PLAN

PHASE 1

XION WILL APPROACH SUBSCRIPTION BOX COMPANIES TO PARTNER WITH:

INDIA – SCENTBOX
 USA – SOCK PANDA
 EU – RAZWAR
 JAPAN – CANDYJAPAN
 LONDON – STACK MAGAZINES
 INDIA – LADYRAGA
 USA – SHOEDAZZLE
 USA – JACKEDPACK
 EU – NOT ANOTHER BILL
 SOUTH AFRICA – GEEK CRATE
 SOUTH AFRICA – TEALYST
 AUSTRALIA – MIGHTY GOOD UNDIES

PHASE 1

XION WILL APPROACH DIGITAL SUBSCRIPTION COMPANIES TO PARTNER WITH:

SOUTH AFRICA – MYSUBS (DIGITAL MAGAZINES, NEWSPAPERS & BOOKS)
 SOUTH AFRICA – ZINIO (DIGITAL MAGAZINES)
 INDIA – INDIAMAGS (DIGITAL MAGAZINES)
 UK, EU, AFRICA & MIDDLE EAST – THE ECONOMIST
 USA – USATODAY
 USA – PCWORLD
 EU – POCKETMAGS
 ASIA – MEKONGREVIEW
 ASIA – VANTAGEASIA
 EU – ARTREVIEW
 AUSTRALIA – MAGSHOP

PHASE 2

XION WILL APPROACH PRE-ORDER COMPANIES TO PARTNER WITH:

SOUTH AFRICA – TAKEALOT
 SOUTH AFRICA – CNA
 GLOBAL – TRAXSOURCE
 SOUTH AFRICA – GAME4U
 INDIA – GAMEXS
 INDIA – GAMESTHESHOP
 EU – CYCLEBOARD
 EU – VIRPIL
 ASIA – JETSTAR
 ASIA – LEETGAMERS
 USA – DOMINO MART
 USA – JED PHOTOGRAPHY

PHASE 3

XION WILL APPROACH RETAIL & ECOMMERCE COMPANIES GLOBALLY TO PARTNER WITH FOR THE CREATION OF SUBSCRIPTIONS OFF EXISTING OR NEW PRODUCTS FOR ADDED STREAM OF REVENUE:

SOUTH AFRICA – SPORTSCENE (RETAILER)
 SOUTH AFRICA – EARTHCHILD (RETAILER)
 GERMANY – INTERSPORT DEUTSCHLAND (RETAILER)
 USA – INGLES MARKETS (RETAILER)
 AUSTRALIA – JB HI FI (RETAILER)
 JAPAN – EAST JAPAN RAILWAY COMPANY (RETAILER)
 SOUTH AFRICA – ZANDO (ECOMMERCE)
 SOUTH AFRICA – SEEDS FOR AFRICA (ECOMMERCE)
 INDIA – SEVENTYMM (ECOMMERCE)
 INDIA – INIDAPLAZA (ECOMMERCE)
 FRANCE – AUCHAN (ECOMMERCE)
 RUSSIA – ULMART (ECOMMERCE)
 USA – BASSPROSHOP (ECOMMERCE)
 USA – HSN (ECOMMERCE)

>> ROADMAP

- 2017**
- Q1** IDEA CONCEPTUALISING
 - Q2** GATHERING EXISTING RESOURCES / SUBSCRIPTION MODEL PLANNING
 - Q3** SUBSCRIPTION BOX MODEL TESTING (CLICKFUNNELS)
 - Q4** WHITEPAPER DRAFT

- 2018**
- Q1** COMPLETION WHITE PAPER / TEAM IMPLEMENTATION
 - Q2** PLATFORM BETA VISUALS / LEGAL CONSULTING
 - Q3** ADVISORY BOARD, TEAM & PARTNERSHIPS
 - Q4** STO LAUNCH / ROAD SHOWS / ECOSYSTEM & DAPP WALKTHROUGH

- 2019**
- Q1** TECHNICAL DEVELOPMENTS V1.0 BASIC ECOSYSTEM (PLUG & PLAY)
 - Q2** REGULATIONS, PARTNERSHIPS & INTEGRATIONS – SUBSCRIPTION RETAILERS
 - Q3** LAUNCH ECOSYSTEM VERSION 1.0 PLUG & PLAY / DAPP LAUNCH & MARKETING CAMPAIGNS (GLOBAL EVENTS/PRESS RELEASES/MEDIA/ADVERTISING)
 - Q4** TECHNICAL DEVELOPMENTS V2.0 – MARKETPLACE & SUPPLY CHAIN MANAGEMENT

- 2020**
- Q1** LAUNCH ECOSYSTEM VERSION 2.0 – EXTENDED GLOBAL MARKETING CAMPAIGNS
 - Q2** TECHNICAL DEVELOPMENTS – CREATE A SUBSCRIPTION / SEASON PASSES / ADVERTISING / REWARDS / PROMOTIONS
 - Q3** VISUAL DEVELOPMENTS – USER DASHBOARDS / CHALLENGES & GOALS / PACKAGES
 - Q4** LAUNCH ECOSYSTEM VERSION 3.0 – EXTENDED GLOBAL MARKETING CAMPAIGNS

>> ROADMAP

- 2021
- Q1 TECHNICAL DEVELOPMENTS - ARTIFICIAL INTELLIGENCE & SOCIAL MONETISATION
 - Q2 LAUNCH ECOSYSTEM VERSION 4.0 - EXTENDED GLOBAL MARKETING CAMPAIGNS
 - Q3 VISUAL & GRAPHICS DEVELOPMENTS - GAMIFY PLATFORM & ADD ONS
 - Q4 PARTNERSHIPS - GAMING CONSOLE PROVIDERS (XBOX & PLAYSTATION)

- 2022
- Q1 CONTINUED DEVELOPMENT & FUTURE PROJECT PLANING

>> ROLLOUT PLAN

PLUG & PLAY (EXISTING SUBSCRIPTION COMPANIES)

PHASE 1 MAIN:

CORE BLOCKCHAIN DEVELOPMENT
SMART ORACLE DEVELOPMENT/PARTNERSHIPS
IN STORE CURRENCY DEVELOPMENT (ISX)
CUSTOMER SERVICE (AMEYO, INTERCOM & ORACLE)
OMNICHANNEL DEVELOPMENT/PARTNERSHIP
REGULATION & COMPLIANCE
DISPUTES & CHARGEBACKS

PHASE 1 RETAILER:

USER DATA MANAGEMENT TOOLS
REPORTING DASHBOARD
PAYMENT CHANNELS
WALLET (FIAT-ISX)
CUSTOMER SERVICE DASHBOARD - UNHAPPY & HAPPY
KYC / AML PROFILE
PUBLIC / PRIVATE DATA

PHASE 1 CUSTOMER:

SUBSCRIPTION MANAGEMENT (UPGRADE, DOWNGRADE, PAUSE AND CANCEL)
WALLET (FIAT-ISX)
CUSTOMER SERVICE
KYC / AML PROFILE

(Q1-Q3 2019)

PHASE 1

MARKETPLACE & SUPPLY CHAIN MANAGEMENT

PHASE 2 MAIN:

SUBSCRIPTION PRE-ORDERS – NOT CREATED INSIDE XION, CREATED FROM LATEST OFFERS
COURIER INTEGRATIONS & FULFILLMENT PARTNERSHIPS
SUBSCRIPTION SHOP (PHYSICAL & / OR DIGITAL)
ON DEMAND 1 CLICK SUBSCRIPTION BILLING
INTEGRATION WITH TRENDING CONTENT CREATORS

PHASE 2 RETAILER:

SUPPLY CHAIN MANAGEMENT DASHBOARDS & TOOLS
PRE-ORDER SUBSCRIPTION LISTINGS (MARKETPLACE)
SUBSCRIPTION LISTINGS IN SUBSCRIPTION SHOP

PHASE 2 CUSTOMER:

1 CLICK SUBSCRIPTIONS
1 CLICK PRE-ORDER OFFERINGS
SUBSCRIPTION OFFERINGS IN SUBSCRIPTION SHOP

(Q4 2019 – Q1 2020)

PHASE 2

COMMISSION BASED PER A SUBSCRIBER ADDED INTO XION ECOSYSTEM

>> ROLLOUT PLAN

PHASE 3

(Q2 2020 – Q4 2020)

CREATE A SUBSCRIPTION/ SEASON PASSES / ADVERTISING

PHASE 3 MAIN:

CREATE SUBSCRIPTION FRAMEWORKS
DASHBOARDS & TOOLS
SEASON PASSES (PACKAGES)
ADVERTISING
REWARDS & PROMOTIONS
MESSENGER

PHASE 3 RETAILER:

CREATE A SUBSCRIPTION (DASHBOARD)
CHALLENGES & GOALS (SEASON PASS)
PACKAGES & BIDDING (ADVERTISING)
REWARDS DASHBOARD & TOOLS – TIERS PROMOTIONS (ADVERTISING)
MESSENGER B2B / B2C

PHASE 3 CUSTOMER:

REWARDS FEATURES & DASHBOARD – TIERS PROMOTIONAL OFFERINGS
MESSENGER P2P & C2B

PHASE 4

(Q1 – Q2 2021)

ARTIFICIAL INTELLIGENCE & SOCIAL MONETIZATION

PHASE 4 MAIN:

AFFILIATE MARKETING SOCIAL PROFILE MONETIZATION XION CHANNEL – LIVE
FEED AI
INTEGRATIONS/PARTNERSHIPS FREELANCERS CURATOR STORE (MARKETPLACE)
TRENDING
STORE (MARKETPLACE)

PHASE 4 RETAILER:

AUTOMATED CUSTOMER SERVICE
SOCIAL FEED
HIRE NOW DASHBOARD (FREELANCERS)

PHASE 4 CUSTOMER:

AFFILIATE MARKETING TOOLS
SOCIAL FEED
CURATOR DASHBOARD
FREELANCER DASHBOARD

>> ROLLOUT PLAN

PHASE 5 (Q3 2021 – Q1 2022)

GAMIFY & ADD ONS

PHASE 5 MAIN:

BLOCKCHAIN PREDICTIVE ANALYTICS & ADVERTISING (INTEGRATION)
GAMIFY XION PLATFORM
ADD-ONS (ENHANCED USER EXPERIENCE)

PHASE 5 RETAILER:

PREDICTIVE ANALYTICS & ADVERTISING DASHBOARDS
ADD-ON OFFERINGS (ENHANCED RETAILER EXPERIENCE)
INCREASED STREAM OF REVENUE FROM GAMIFIED ECOSYSTEM

PHASE 5 CUSTOMER:

PREDICTED SUBSCRIPTION OFFERINGS IN MARKETPLACE
XION ECOSYSTEM AVAILABLE IN GAMING CONSOLES
ADD-ON OFFERINGS (ENHANCED CUSTOMER EXPERIENCE)

>> INVESTMENT OFFERING

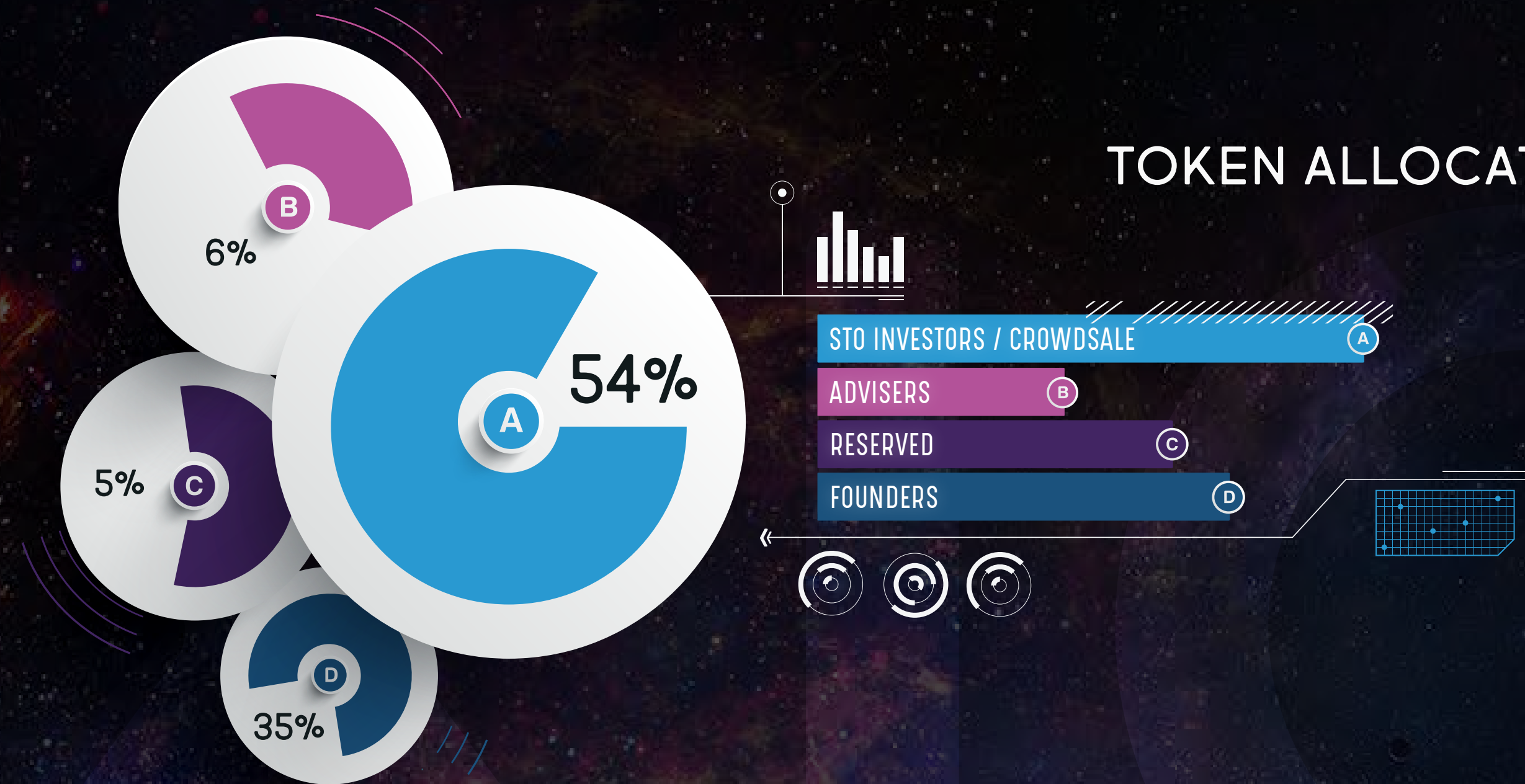
THIS OFFERING IS LIMITED SOLELY TO QUALIFIED INVESTORS (AS DEFINED BY THE SIMPLE AGREEMENT FOR FUTURE EQUITY ATTACHED TO THIS OFFERING) TO NON-U.S. PERSONS WHO ARE NOT PURCHASING FOR THE ACCOUNT OR BENEFIT OF A U.S. PERSON. ONLY PERSONS OF ADEQUATE FINANCIAL MEANS WHO HAVE NO NEED FOR LIQUIDITY WITH RESPECT TO THIS INVESTMENT SHOULD CONSIDER PURCHASING THE TOKENS OFFERED HEREBY PURSUANT TO A SAFE BECAUSE: (I) AN INVESTMENT IN THE SECURITIES INVOLVES A NUMBER OF SIGNIFICANT RISKS (SEE "RISK FACTORS"); (II) THE TOKENS MAY NEVER BE ISSUED AND (III) NO MARKET FOR THE TOKENS EXISTS, AND A MARKET FOR THE TOKENS MAY NEVER DEVELOP.

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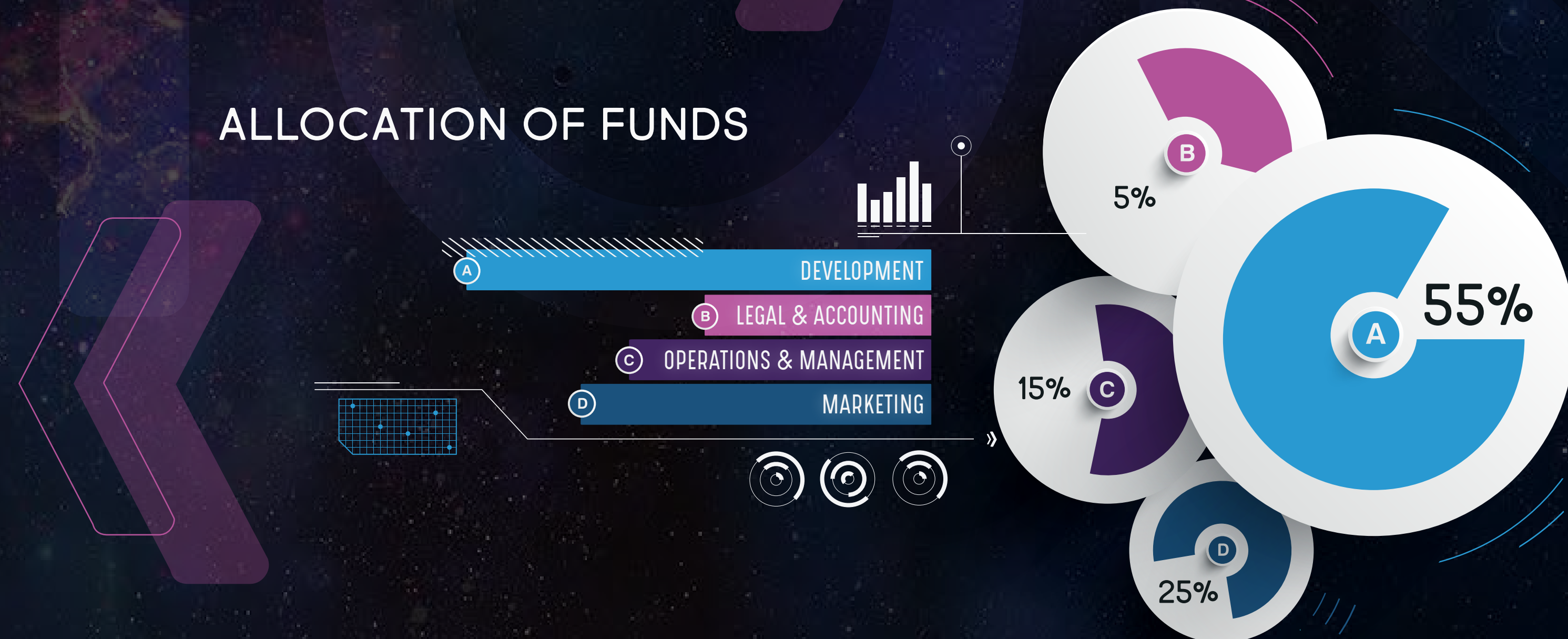
XIO Shares \$2.50 SAFE Agreement (\$0 - \$3m) on seed investment.

Investment Terms & Conditions Sheet attached.

TOKEN ALLOCATION



ALLOCATION OF FUNDS





THE FIRST ST0
OF ITS KIND

XION



PROTOCOL

THANK YOU



To be kept up to date on the ST0 main launch make sure to follow us on our social platfoms



