



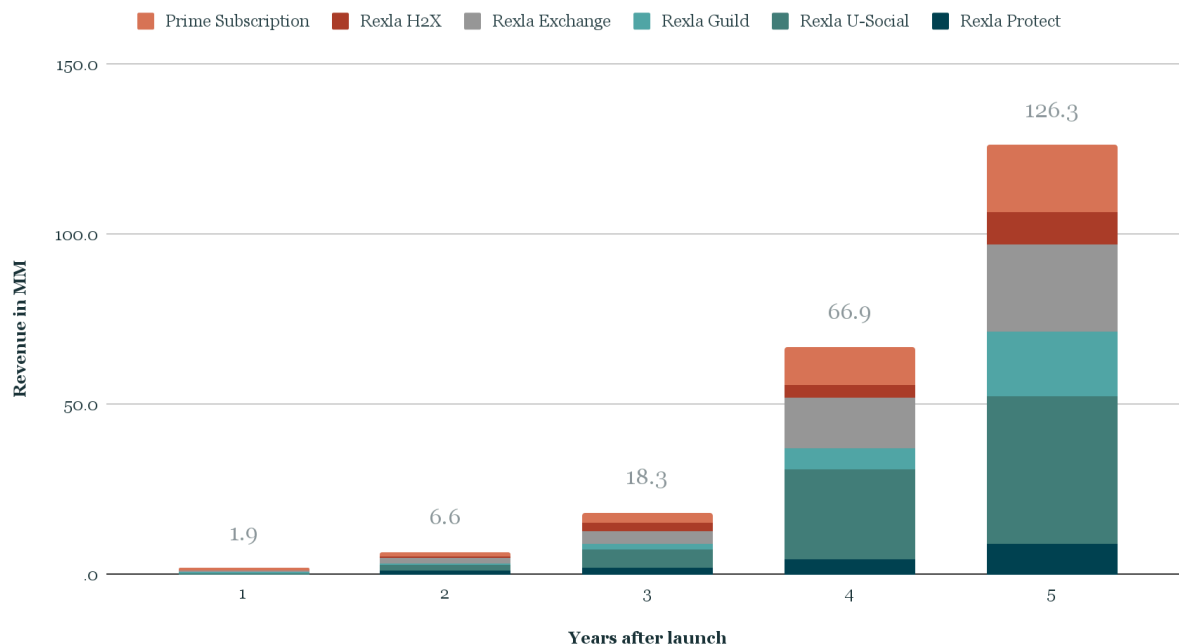
Token Economy Paper

Version 1r

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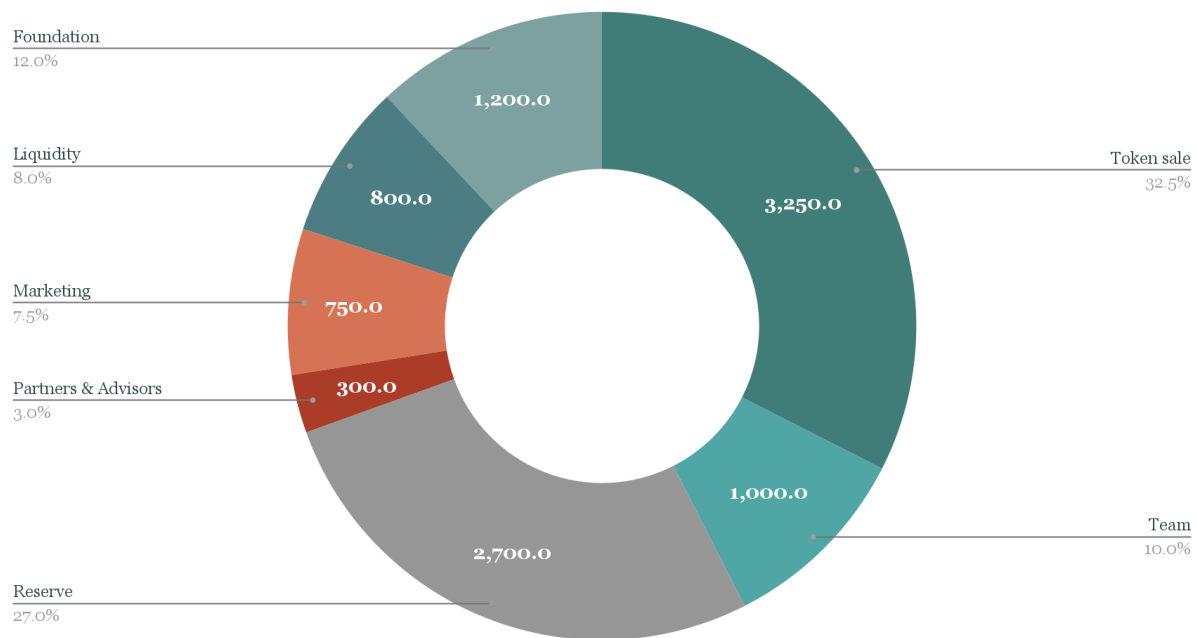
Executive summary

Market & company. Rexla is a multifaceted business venture addressing the cryptocurrency market, digital education and RWA consumables on the blockchain. Its ambitious plans include a Rexla Wallet and Rexla Protect ventures, which allow users to securely store, transact and recover their assets in cases of incapacitation or death. It additionally expands its crypto asset services via a classic DeFi exchange offering with low fees and profit-sharing for liquidity providers. To further develop its community, Rexla will also launch a safe haven social service reimagined with the power of blockchain and Human-centric Ethical Algorithms (HEA), as well as a digital education hub, where people can expand their knowledge of Web3 and a slew of digital and crypto topics. Finally, Rexla will undertake a unique consumable RWA - H2X, bottled water with proven origin and sourcing practices recorded on the blockchain. This company asset will open up interaction with unadopted crypto users. Rexla will also give back to the community via its charitable foundation called Rexla World Foundation (RWF), which will sponsor a variety of high-impact causes. Additionally, take a solutions-based approach.

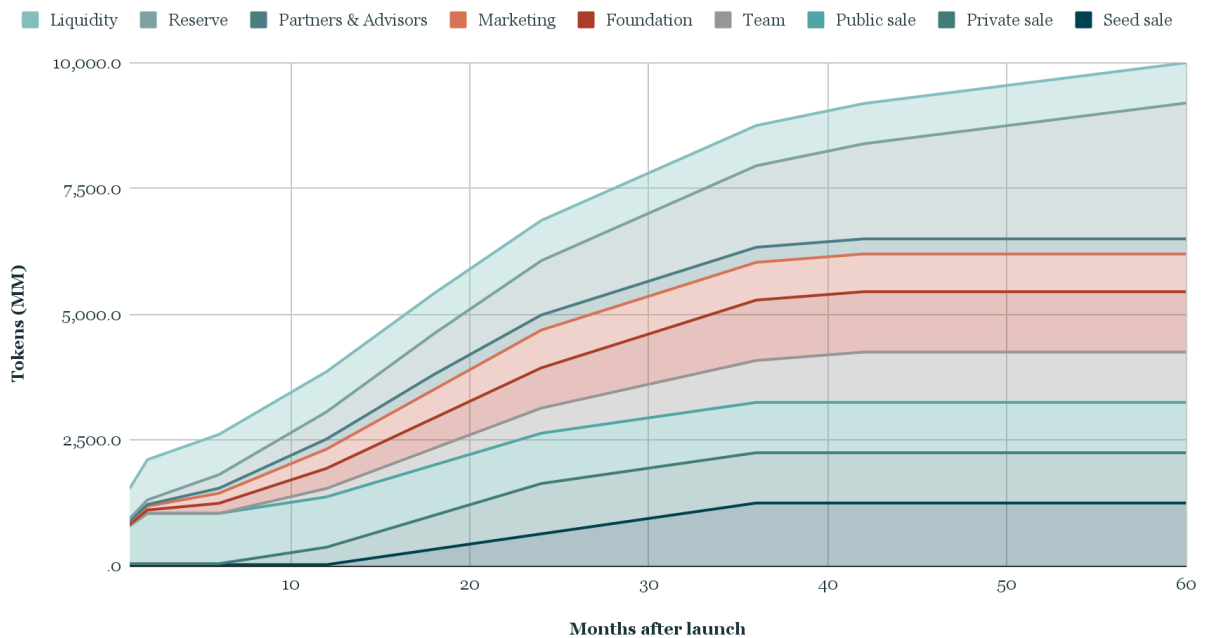


Projected structure of the company revenue (after discounts)

The RXG token. The RXG token is the native utility token of all Rexla ventures and offers discounts and other benefits on Rexla products to its users. Paying with RXG automatically grants a 5% discount on the fee and that discount can be increased up to 45% through staking the token. At TGE 10 BN RXG tokens will be minted and no new tokens will ever be minted into existence after that, making RXG a fixed supply token.



Total tokens allocation.



Monthly token vesting schedule (detailed, non-aggregated)

Token sale. Rexla will raise funds for completion of all its product lines via three rounds of token sales. Initial development will be sponsored by the seed sale aimed at VCs, followed by a round for private investors. Finally, a public round will complete the fundraising efforts, with a projected target raise from all three rounds of 32.5 MM USD.

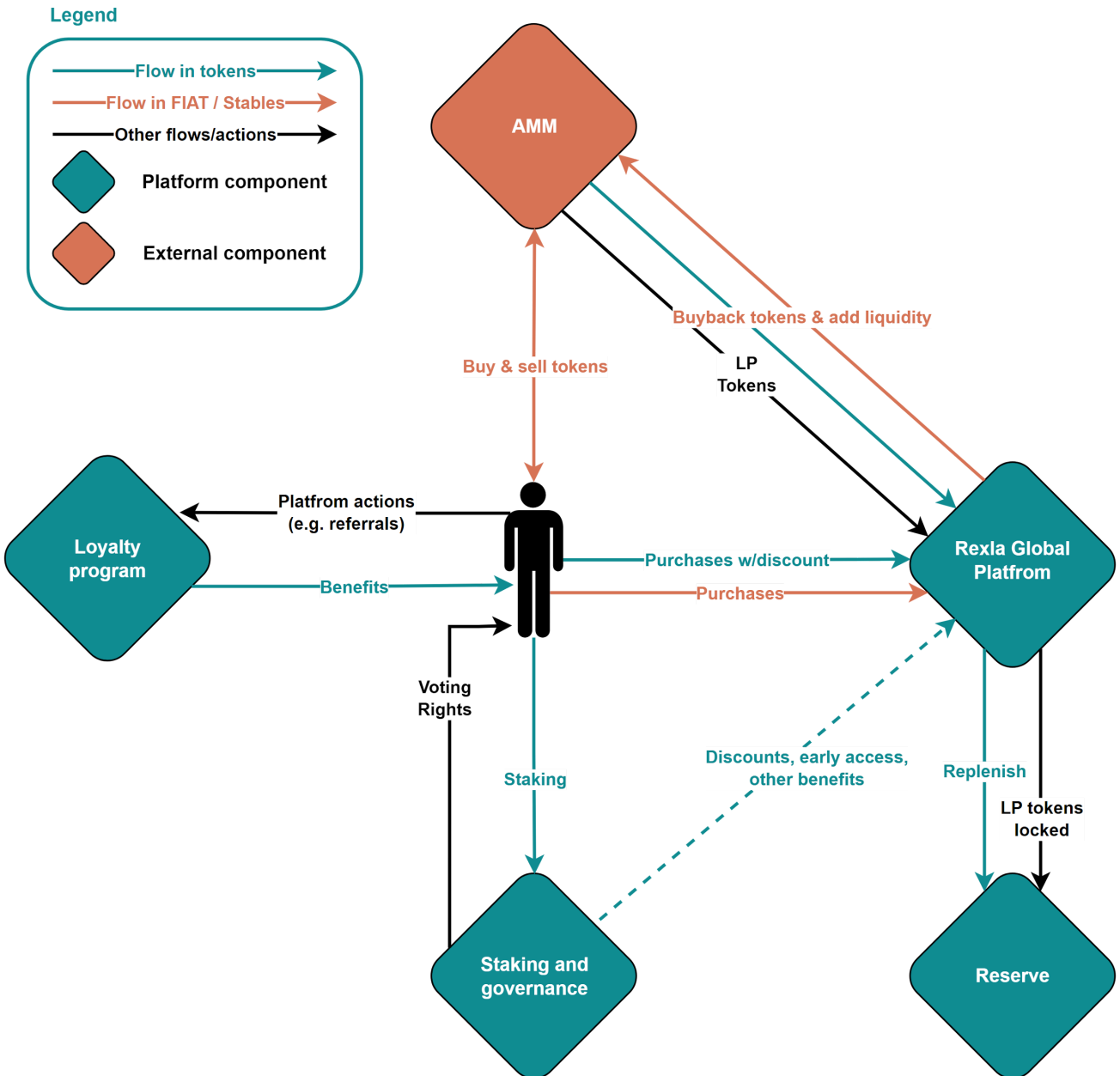
Token sale setup					
Stage	Price (USD)	Tokens (MM)	Bonus	Raise (MM USD)	FDV (USD)
↳ Seed sale	0.006	1250 MM	0.0%	7.5 MM	60 MM
↳ Private sale	0.010	1000 MM	0.0%	10 MM	100 MM
↳ Public sale	0.015	1000 MM	0.0%	15 MM	150 MM
Totals		3250 MM		32.5 MM	

Core token value drivers. The RXG token is attractive for the multiple benefits it provides to true Rexla users and not speculators. It is made even more desirable by its buyback & LP policy which improves the trading experience for users. The platform uses a % of its revenue to purchase RXG off the market, pair them with a second token and add them to the liquidity pool. This added liquidity increases the main trading pool size, facilitating stable trades and incurring swap fees for Rexla. Additionally, the circulation of Rexla is reduced long-term, stimulating demand.

Token incentives. The Rexla platform has created multiple incentives for its true users. Staking the RXG token long-term gives fee discounts of up to 40% and free early access to all new product releases. Benefits of subscription tiers and staking tiers stack to further increase the extra DigiDime DigiDime points accrued by the user.

The generous DigiDime program encourages users to be active and grow the Rexla platform by awarding them redeemable loyalty points. DigiDime points give benefits similar to the AmEx loyalty program with generous discounts for everyday purchases and crypto purchases (e.g. buy BTC).

High level economy diagram. We represent the high level project's monetary and fiscal policies in the diagram below. A detailed explanation of all of them is available in the paper that follows.



Economy setup

In the ever-evolving landscape of blockchain and cryptocurrencies, the role of tokens has transcended mere financial instruments and now spans a spectrum from utility to investment. While many tokens are designed to serve as integral components of their respective platforms, a more flexible approach exists where tokens are positioned not as a mandatory element of the ecosystem, but rather as an enhancer that elevates the operations of a business ecosystem and provides additional benefits to the user.

Traditionally, tokens have been regarded as the lifeblood of decentralised platforms, carrying out essential functions. This usually begs the question: “**why not use another token?**” or “**why is a token needed at all?**”. And indeed, we are seeing some of the most successful and open systems having tokenomics where the token is not a prerequisite, but rather as a value added. Some examples of this include: [AAVE](#), [Compound](#) and [UniSwap](#).

An intriguing facet of this approach is its potential to reduce vulnerabilities within the system. By decoupling tokens from strict necessity, businesses create a more flexible structure. This decentralisation mitigates the risk of a single point of failure within the ecosystem.

While not directly intuitive at first glance, this approach usually increases the value of the token rather than reduce it. More open and inclusive and robust systems usually mean more users and more usage, which coupled with the correct monetary and fiscal policies, usually means a lot more token value in the long run.

RXG Monetary and Fiscal policies

Rexla Global Core business

The Rexla Global platform is a multifaceted ecosystem with a crypto exchange and wallet at the centre of it. Rexla offers both retail and institutional investors a convenient way to buy, sell, and swap crypto via its exchange, a wallet, assurance services, a web3 based ethical social media, educational platform, and premium water (H2X) with proven origin traceable on the blockchain.

Rexla Exchange - like a classic crypto exchange, it offers real-time buy/sell/swap options between assets for its users with a user-friendly interface. Initially accessible via browser, the Rexla Hub will transition to a secure mobile app allowing use. All operations will be supported by liquidity pools using the best DeFi principles to facilitate stable transactions. Early adopters of the Rexla Hub will receive a free Rexla hardware wallet to securely store their assets. The Cold Wallet seamlessly integrates both with Rexla Exchange and Rexla Hot Wallet and is subject to the assurance protection (Rexla Protect).

The Rexla Protect and Wallet are the centrepiece of the system, allowing payments and other interfaces with all Rexla products, but also with partner external services and other wallets. It unlocks the assurance service, which requires a small monthly subscription premium to be active. In exchange, the user can appoint a legal guardian or executor to assume control over the wallet's assets in case of incapacitation or death. Only a pre-designated legal guardian or will executor can access the user's assets and only after providing the necessary documentation and completing legal procedures. No premium is issued by Rexla via assurance in cases of death or harm, as this is not an insurance service, merely existing user assets are made available.

Rexla U-Social - Redefining the social media experience by giving data ownership back to the user. Our Human-centric Ethical Algorithms (HEA) are less psychologically damaging and ensure that users are in control of how their data is managed, providing transparency and empowerment. USocial allows users to seamlessly interact with the platform while monitoring assets, making payments, shopping, transferring funds-all within a single, secure trusted space. So they can focus on content and growing their follower base and earning RXG for doing so. Rexla U-Social will also facilitate streaming and the ability to give a gift or reward your favourite streamers with RXG tokens.

Rexla Academy - an education hub, which will offer a variety of professional courses to users against a subscription fee. Rexla will sponsor the education of underprivileged children by granting them free access to the educational hub. The number of free

subscriptions depends on the overall user base of Rexla Academy. As the hub grows, more children will be given the opportunity to learn and make a better future for themselves.

H2X - This element will lead the charge in the adoption of those yet to be exposed to crypto and blockchain. Deeply committed to sustainable practices, Rexla will source and deliver the finest water nature has to offer to its consumers. Each bottle of H2X premium water has a unique digital fingerprint meticulously documenting its origin, production and distribution. This allows people to make informed decisions on their consumption and support truly sustainable business practices. A portion of the revenue from H2X will go towards the Rexla World Foundation of Rexla, which encompasses clean water initiatives, environmental conservation and community development.

Rexla Global Target market

Rexla has a product and service portfolio that encompasses multiple markets with varying growth potential - from the more well-known real estate investment to assurance services. Although the assurance services are very niche and strong publicly available market data for the sector does not exist, it is a particularly needed service in crypto. This will expand out into the future where RWAs are tokenised and can be inherited by designated beneficiaries. We'll look into the available TAM data for all Rexla ventures:

1. Global cryptocurrency exchange - the total size of [the market was valued at 30.18 BN USD in 2021, with expected growth of 27.8% from 2022 through 2030.](#) Exchanges are an essential part of crypto markets and the growth of the industry is correlated with the growth of exchange services.
2. Online education market - Rexla's education hub proposes a unique offer to try and capture a slice of the [31.20 BN USD online education market,](#) as valued in 2021. The market is expected to grow up to 175.52 BN USD by 2030 with a CAGR of 24.10%. Capturing even a small percent SOM can yield strong results.
3. Social Media market size - Rexla Social is Rexla's answer for the lack of a unified and crypto-specific network and a lack of empathy and purpose in current models. It aims to disrupt and address initially the currently 320 MM crypto users worldwide, while making a profit in a similar way to traditional social media. The ad revenue generated from already [established platforms reached 207.10 BN USD in 2023.](#)
4. Bottled water market - the bottled water market revenue at home (e.g. supermarkets and convenience stores) [is projected to reach 243.6 BN in 2024](#) and grow at a CAGR of 5.24% from 2024 to 2028, while out-of-home revenue is projected to be 119.3 BN in 2024. There is no limit to H2X to be offered exclusively as an at-home or out-of-home product, so it will attempt to both be available at stores and premium dining locations.

On top of all these products, Rexla adds its assurance business and crypto exchange, which will add additional value to their ecosystem and grow revenues.

RXG Token Function

The RXG token is a fee settlement token for the Rexla Global platform, offering discounts to its users when selected as a payment method. The token facilitates additional functions such as DigiDime points for using the platform and access to premium content. List of token functions:

- Payment with discount
- Staking for:
 - Fee discounts
 - Early access to new features
 - Bonus DigiDime points
- DigiDime rewards
- Governance

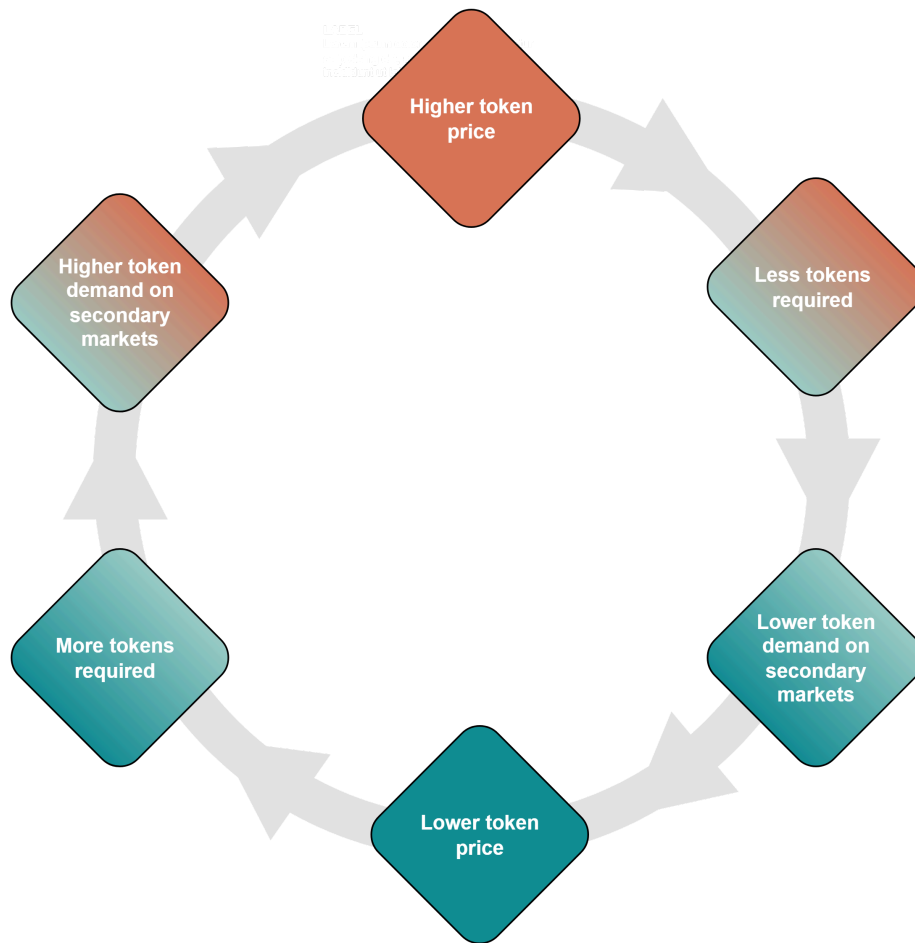
The RXG token is a fixed supply token.

Payment

Payment. Multiple accepted cryptocurrencies may be used to make transactions on the Rexla Global platform. While not the native token's primary function, it can still be used to pay on the platform and settle transactions. The token carries a 25% discount on exchange fees and 5.0% discount on other fees when used as payment method on the platform.

Adaptive pricing. The platform will implement dynamic pricing for purchases, in which the purchase cost will automatically adjust to the token's price. The higher the price of the token, the fewer tokens are required for the same transaction, and vice versa. This strategy has been utilised by a number of successful projects in this field. Putting it another way: the platform's prices would be denominated in USD, and the token payment amount would automatically adjust based on the current RXG/USD exchange rate.

This creates a self-balancing mechanism, where when the token price is lower, more tokens are required to carry out a transaction, thus driving the demand for the token up and vice versa.



Rexla Infinity Subscription

Although Rexla's Platform is available to use openly, you can increase your value and experience with the comprehensive subscription within the Platform. Infinity integrates a bespoke range of Rexla services into a more cost-effective way for the users to experience more, such as asset management, social interactions, and financial education, into one seamless subscription, saving the user money whilst gaining a higher status in the platform.

Tier	FIAT Cost	Benefits
Launch Pack	\$6/month or \$48 Annually	Standard earning rate on DigiDimes, access to basic staking features, and standard transaction fees.
Pioneer Pack	\$10/month or \$96 Annually	Increased earning rate on DigiDimes, discounts on transaction fees, access to advanced staking pools, and periodic exclusive offers on token purchases.
Infinity Whale Pack	\$14/month or \$144 Annually	Highest earning rate on DigiDimes, significant discounts on transaction fees, first access to new tokens and staking pools, and exclusive invites to Rexla events and beta features.

Staking

Staking the RXG token will provide stakers with several advantages, as described in the table below, which can be utilized via the [DigiDime loyalty program](#). The Staking advantages are determined by the average token amount over the last 10 days. This implies that a user cannot deposit the tokens necessary for the final level (for example) on day one and immediately get all the advantages.

Level	Tokens	Benefits	% of total	FIAT cost*	Difficulty inc.
1	812,500+	5% fee discount, +10% bonus DigiDime points	0.008125%	12,188	
2	3,250,000+	15% fee discount, +20% bonus DigiDime points	0.032500%	48,750	400%
3	6,500,000+	25% fee discount, early access to new features, +50% bonus DigiDime points	0.065000%	97,500	200%
4	13,000,000+	40% fee discount, early access to new features, +100% bonus DigiDime points	0.130000%	195,000	200%

In the table above:

- **Tokens** are the minimum number of tokens required to achieve the level.
- **% of total** represents the tokens needed as % of the total token supply.
- **FIAT cost** is the FIAT equivalent of those tokens based on the highest token sale price.

- **Difficulty inc.** is the increase in the number of tokens required between different levels.

Once the project is up and running and data is available on how real users act and what the token price is, it may be necessary to change the estimates above. The platform also reserves the right to cap the net value of the maximum benefits at each level.

For reasons of comparison, we've also included the staking plans of a few other prominent coins:

Example: Binance cashback levels

BNB Max supply: 200,000,000

BNB Current cost: 620.4

Card Level	BNB held	Cashback	% total	FIAT cost*	Difficulty inc.
1	0	0.10%	0.00000000%	0	
2	1	2%	0.00000005%	620	
3	10	3%	0.00000050%	6,204	1000%
4	40	4%	0.00000200%	24,816	400%
5	100	5%	0.00000500%	62,040	250%
6	250	6%	0.00001250%	155,100	250%
7	600	8%	0.00003000%	372,240	240%

**The comparative table has the same columns as the project table, with the only difference that the FIAT cost is based on the current token price and not on the sale token price.*

**Once the platform is live those points might need to be adjusted based on the platform activity and the token price.*

Rexla Global DigiDime Points

Rexla Global, as a company, believes every interaction should be rewarding. That's why they plan to introduce DigiDimes - a simple way to earn benefits by engaging with Rexla services. Whether you're trading, providing liquidity, or participating in community activities, every action you take on the platform helps you accumulate DigiDimes.

How it works: As you navigate through the platform, using Rexla's diverse services, you automatically earn DigiDimes and crucially, the points synergize with two core aspects of the ecosystem - staking and subscription tiers. Both offer bonus DigiDimes points on top of those earned by users, which notably increase the total point accrual. These Dimes (loyalty points) are your key to unlocking a treasure trove of rewards. All complexities on accruing the DigiDime points and redeeming the earned rewards are handled on the backend by Rexla to ensure a smooth and seamless experience. Some actions which accrue DigiDimes are:

- Subscribing to Rexla Protect
- Trading volumes above 25 USD via Rexla Exchange
- Purchasing H2X bottles
- Rexla Social viral posting
- Participating in Rexla Academy

The list above is not exhaustive and the exact DigiDime points awarded will be determined at a later date and adjusted as needed during the life of the programme.

The accrued DigiDime points can yield a variety of exciting rewards:

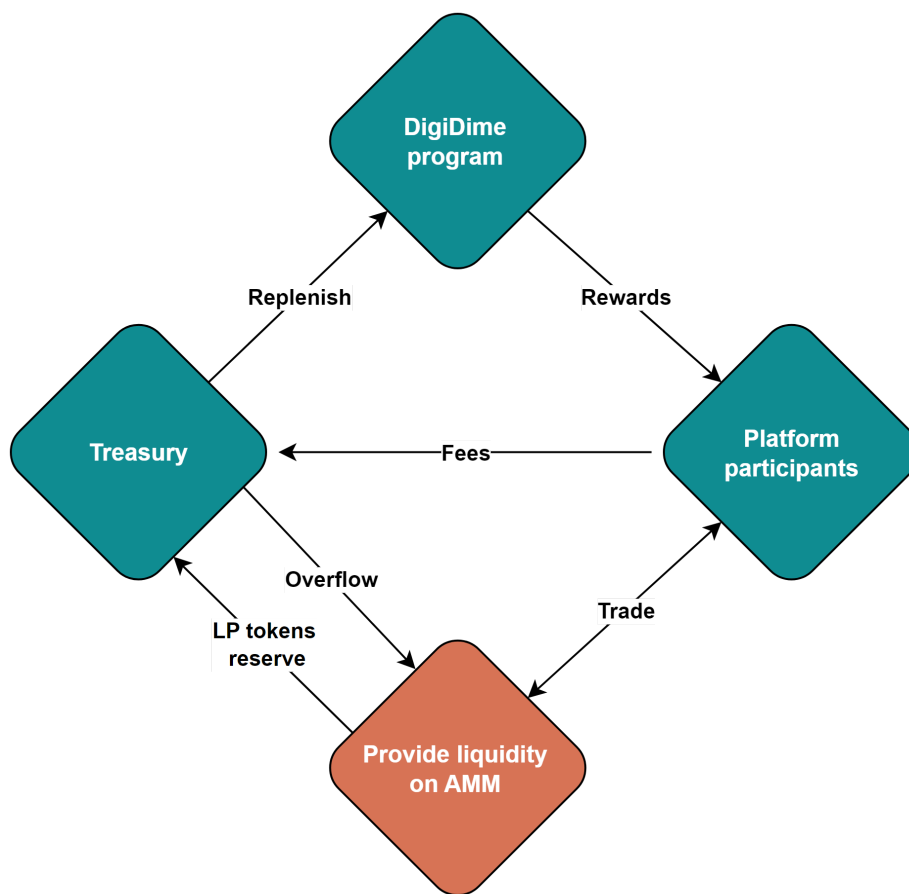
- Travel the world - Use your points to claim air miles, book flights, or secure free trips.
- Entertainment passes - Grab tickets to top attractions, cinemas, and exclusive events, all with the points you've earned.
- Save on Everyday Shopping - Convert your points into discounts on supermarket bills, making your grocery shopping cheaper every month.
- Get Discounts on Crypto Purchase - Use your points to get discounts on your crypto purchases, e.g. purchase Bitcoin tokens at a discounted rate.

Replenishing the Reserve

The Reserve allocation of Rexla is a multipurpose allocation, which supports the DigiDime loyalty benefits, funds strategic partnerships and provides liquidity to Rexla for future fundraising and ad hoc situations. Although its planned release is slow, it is expected to decrease over time and may potentially be depleted. This will be countered by the platform replenishing the allocation with a portion of all sales*. These consist of: 20.0% of Total Revenue. Furthermore, since some of those fees are collected in currencies different from the core protocol token, a buyback will first be executed, thus further increasing the demand for the token.

The replenishment of the Reserve will only be performed if the current token availability is below 75.0% the original token allocation in Reserve. If the tokens in the pool are more than this threshold, the funds (20% of total revenues) will be used for liquidity provision, as described [in the respective section](#). This means that in the early stages of the project, there will be deflationary pressure on the token.

The aforementioned structure works out to the following mechanism, which balances between maintaining the loyalty rewards and providing a stable trading experience via the liquidity pool.



Buyback & LP

Historically, token buyback & burn has contributed to token price increases and kept tokens scarce. It has been a highly effective and [well-liked feature in the cryptocurrency industry](#).

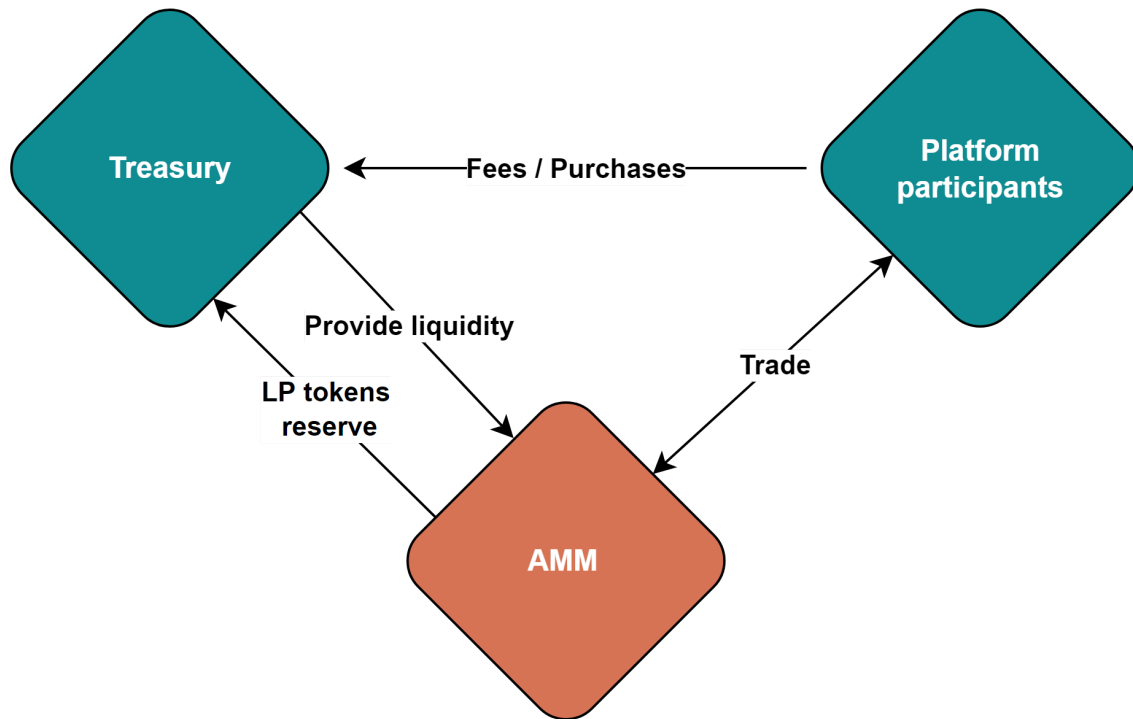
However, a new strategy has evolved with the introduction of Decentralized Finance (DeFi) and Automated Market Makers (AMM), such as UniSwap, that combines the key advantages of the buyback and burn strategy with the additional value of deeper liquidity - **Buyback & liquidity provision**. Instead of burning the tokens in this case, they are first used to increase liquidity for the token on its primary AMM market. The LP tokens that result are then kept long-term in the project's treasury. Consequently, the advantages of the lower token supply are combined with increased token liquidity.

Here is how this works in practice:

1. A user comes to the platform and spends 300 USD on Rexla Academy courses. The platform collects a fee of 300 USD.
2. If the reward pool is above the threshold, 20.0% (60 USD) are used for Buyback & LP . The remaining 240 USD are used to fund the platform's operations
3. From the 60 USD, half (30 USD) are used to buy the RXG token at the current market price (let's assume 0.0750 USDC) and thus 400 RXG are obtained.
4. The resulting 30 USDC and 400 RXG are posted back as liquidity on UniSwap v2, thus providing more RXG tokens for people who want to buy them, and more USDC for people who want to sell RXG.
5. As liquidity is added, the resulting RXG-USDC LP tokens are stored in the project treasury and are spendable only via a governance vote.

The platform will batch the buyback and LP activities rather than perform them with each transaction. This is done to keep the policy economically viable since the aforementioned processes might be expensive.

In the case of RXG, the following fees are subject to Buyback & LP*: 20.0% of Total Revenue.



**NB! The Buyback & LP will be carried out only as long as the token price is below a certain success threshold number. This number will be determined by the project on an ad-hoc basis and will be based on current market conditions. For example: if the threshold is set to 3x token price increase, Buyback & LP will happen only while the token is below 3x, otherwise the funds would be stored in treasury until the token price is below the set target or until they are needed by the project. The threshold amount will vary from year to year.*

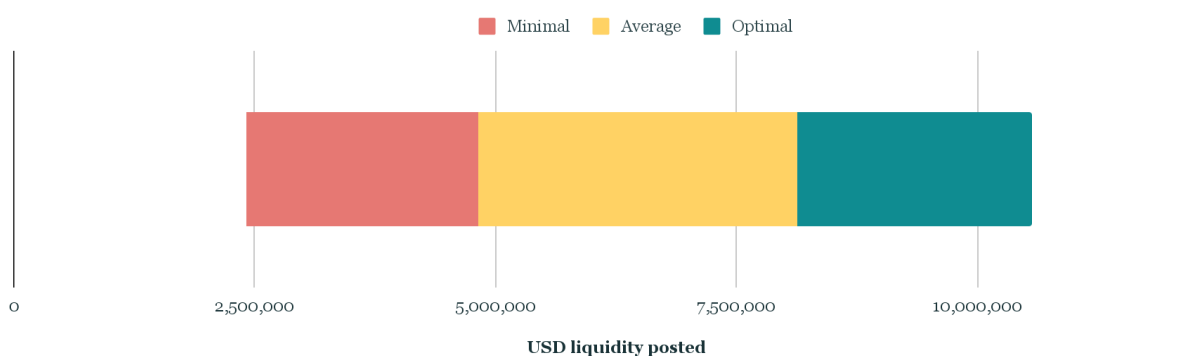
Fee summary

In summary, the fees collected by platform Rexla Global and their re-distribution are as follows:

Fees		Fee alloc.		
	Fees	Gross Income	Discounts	Reward pool
Protocol revenue				
--- Rexla Protect	\$120/per year	66.9%	13.1%	20.0%
--- Rexla U-Social	\$20/per year	66.9%	13.1%	20.0%
--- Rexla	\$360/per user	66.9%	13.1%	20.0%
--- Rexla Exchange	0.20%	66.9%	13.1%	20.0%
--- Rexla H2X	\$1.50/per bottle	66.9%	13.1%	20.0%
--- Prime Subscription	\$6-\$14/per month	66.9%	13.1%	20.0%

Liquidity pool setup

Our recommended levels of liquidity (by the end of year 1), on decentralised exchanges, for a project of this scale are as follows:



Recommended liquidity levels for the project.

Based on the project financials, the realistic **initial*** liquidity for the project pool (self-funded liquidity) on UniSwap v2 would have the following parameters:

Pool liquidity	Pool sensitivity
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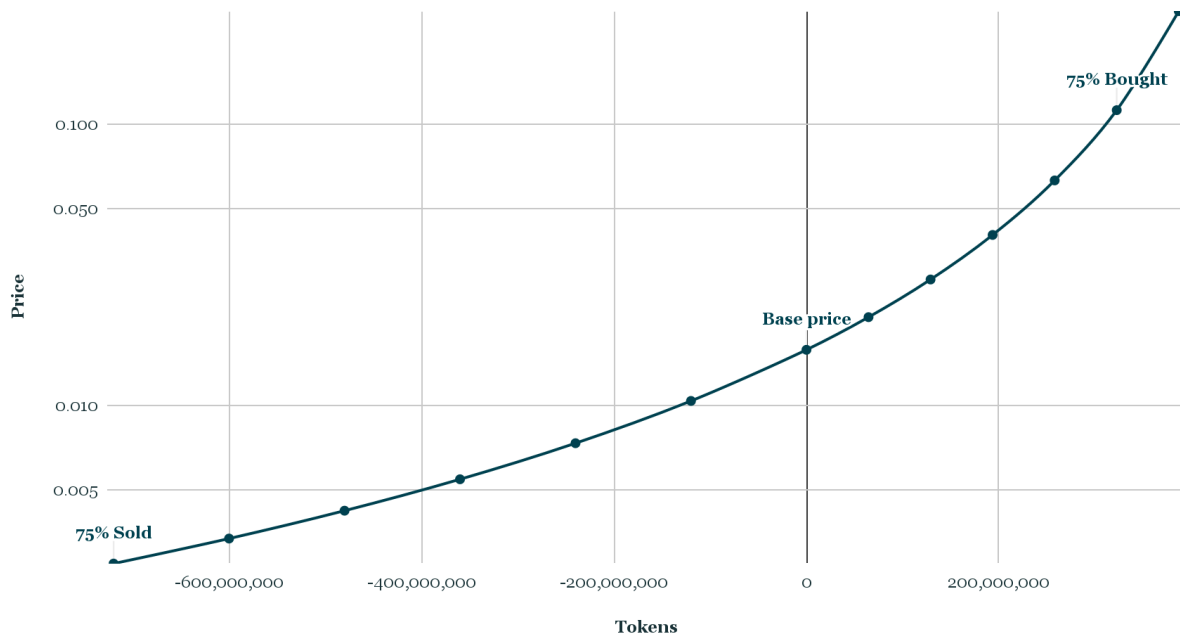
USD			
equivalence	8,125,000	Action	New price
Tokens	515,873,016	75% Bought	0.253
Starting price	0.016	75% Sold	0.003

**The gap between initial and recommended liquidity (by end of year 1) can be bridged via liquidity incentive programs or additional liquidity posted by the project post-launch.*

The following is a breakdown of the figures:

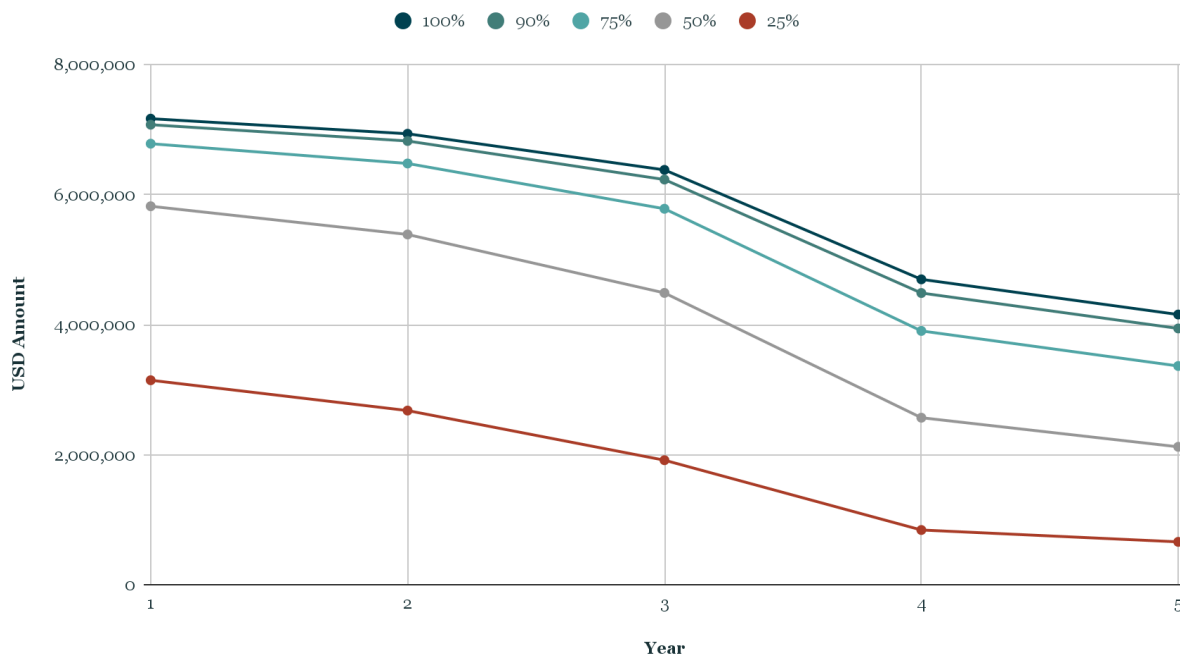
- The pool will be made available for the pair RXG/USDC. **USD equivalence** represents the liquidity posted in USD value equivalence for USDC. This sum will come out of the Liquidity allocation for funds raised.
- Tokens are the initial number of tokens posted to the pool coming from the Liquidity token allocation.
- Starting price is the price at which the pool is first created and is intended to be 5.0% higher than the highest token sale price.
- The variables that make up the pool sensitivity section stand for:
 - How much would a token cost if 75.00% of the tokens in the pool were purchased? (assuming no additional liquidity was posted to the pool in the meantime).
 - What would the token price be if 75.00% of the original circulating tokens at TGE were deposited into the pool? (assuming no additional liquidity was posted to the pool in the meantime).

The graph below provides a more thorough explanation of price movement on the pool, with the horizontal axis designating tokens purchased from the pool (positive numbers) and tokens sold to the pool (negative numbers):



Token price, based on token buy/sell action on the pool.

Additionally we can show the total buy pressure (in USD) that the token requires, in order to maintain the original price, based on the selling pressure, coming from newly released tokens. For example: the dark green line at the top shows the amount of USD required each year (non cumulative) in order to offset 100% of the newly vested/distributed tokens being sold.



Buying pressure (USD) required in order to offset selling X% of all tokens that hit the market in the respective year.

Understanding the figures presented: the graph symbolises an optimistic scenario where X% of freshly vested tokens flood the market, yet the individuals who purchase those tokens abstain from reselling them themselves. Another perspective is this: person A sells to person B; person B either holds or uses the tokens on the platform; the platform does not sell the tokens. The numbers above represent the buying pressure required to offset the sale from person A to person B.

Potential strategies to adopt during periods of substantial selling pressure or when large token unlocks occur (in ascending order of effectiveness and simplicity):

- Implement token repurchases (buybacks) strategically aligned with the unlock dates.
- Explore opportunities for over-the-counter (OTC) transactions to secure additional capital for token buybacks before the unlock dates.
- Temporarily enhance liquidity in the liquidity pool or bolster the depth of the order book on centralised exchanges.
- Consider utilising derivative markets (such as options, futures, or short positions) to temporarily hedge against price fluctuations, if the token is listed for such instruments.
- Announce positive developments or significant new features shortly prior to the unlock dates.

Governance

The project's decentralisation will take place in the following three phases:

1. **Early phase** - During this time, the team has complete authority over the project, and voting is not required. This is due to the fact that some problems and events may require urgent hotfixes, which cannot be carried out in a truly democratic manner.
2. **Semi-decentralisation phase** - During this time, the team is still fully in charge of the project and is still able to deploy hotfixes as described above, but it can also solicit community input for non-urgent decisions through a forum or even off-chain voting services like Snapshot - <https://snapshot.org/#/>

Rexla doesn't aim to be fully decentralized and will retain a core team to drive forward its ambitious development plans. However, it will consult its community on important matter and consider their preference. Additionally, Rexla will create charitable initiatives and grant endowments to vetted organizations. Community members can propose charities, causes and vote on who gets an endowment from the Rexla Foundation. Voting will be done using vote-escrowed (ve) tokens during stages 2 and votes will be tallied via Snapshot. [Curve](#) was the first to popularise ve tokens, which were subsequently adopted with [great success](#) by several other sizable protocols, like yEarn and Balancer.

In a nutshell, ve tokens are locked for a very long time, giving the individual holding the tokens a large boost in voting power. Voting can be done using other tokens than the core project token. They may instead be a project token derivative. For instance, the LP tokens from the [80/20 BAL/ETH pool](#) are utilised when Balancer performs ve.

We'll use a similar framework where derivative tokens, referred to generally as C_x , are based on the users' tokens locked in the staking contract or held in their wallet.

Additionally, quadratic voting will be used to conduct the vote in order to prevent system centralization and collusion. This implies that when a user accumulates more tokens, their final voting power will have diminishing returns. More formally:

$$VP = \sqrt{C_x \times M}$$

Where:

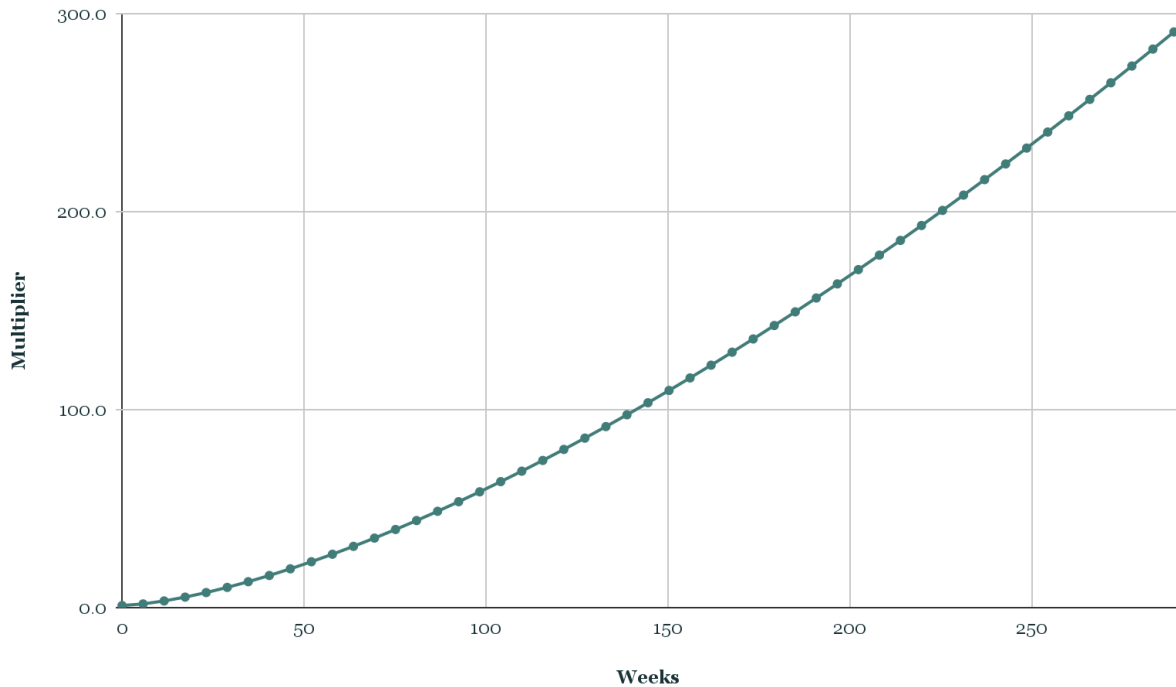
- VP is voting power

- C_x is the user contribution defined as either derivative tokens from staked RXG or RXG held in a user's wallet
- M is a duration-based multiplier

We can then define M as follows:

$$M = 1 + 0.059 \times D^{1.5}$$

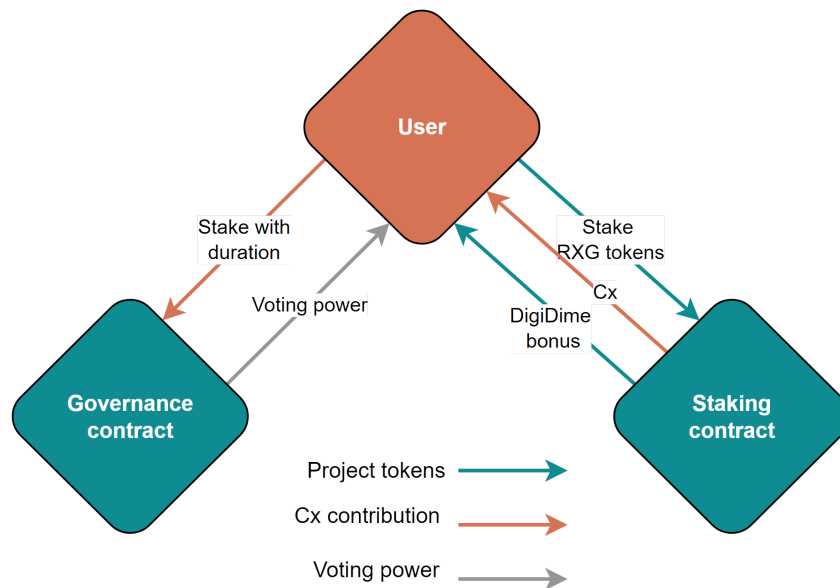
Where (D) is the duration of the stake in weeks, this gives us the following multiplier curve based on duration.



Multiplier as a function of the staking duration.

The maximum multiplier is capped at 290.

Below is a depiction of the whole process:



The above configuration has numerous extremely desirable qualities, including:

- Voting needs a long token lockup and offers no extra benefits above staking alone, ensuring that only those who are engaged in system governance would take part.
- Voting tokens are "twice locked," first via staking and then again during the voting process, to ensure that they are permanently removed from circulation.
- Since they have no effect on the rewards earned, it enables us to set multipliers for voting that are substantially more aggressive.

During Phase 2, suggesting and implementing a proposal will adhere to the following process.

Voting process

A project representative creates a forum poll (on both the internal forum and snapshot) describing the subject being voted on. Each poll can be a:

- Yes/No poll
- Multiple choice poll

The poll includes:

- Snapshot date - the date and time when the tokens were counted for the purpose of voting. The users do not vote with their current token balance, instead they vote with the token balance as of the time of the snapshot (this is done in order to avoid situations where a user acquires a huge number of tokens only for a particular vote).
- A link to a discussion thread where the topic can be discussed.
- Description of the voting options and the rationale behind them.
- The end date and time for voting.

The vote ends either when:

- The end date for voting comes OR
- The project representative decides to end the voting process early (for example, because during the discussion process new and better alternatives were uncovered).

After the vote has ended, the vote results are tallied on the internal forum. Those results are non-binding.

Sale Financials & token generation event

Basics

↳ Ticker:	RXG
↳ Sale Denomination currency:	USD
↳ Eligibility:	Subject to KYC and AML
↳ Sale stages:	3

Token Generation Event Summary

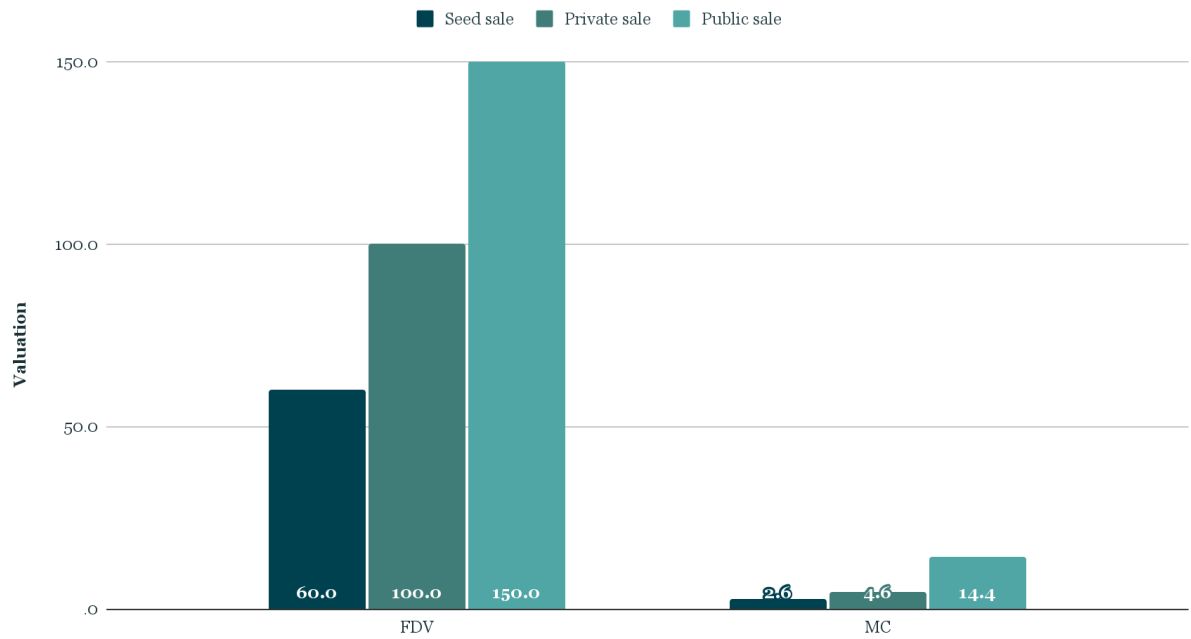
↳ Soft Cap:	7.5 MM USD
↳ Hard Cap:	32.5 MM USD
↳ Initial Total Tokens:	10,000.0 MM RXG
↳ Sale Tokens:	3,250.0 MM RXG*
↳ Sale allocation:	32.50%
↳ Remaining tokens post-sale:	Deposited to reserves
↳ Important notice:	Under SEC rules, this token may constitute a security contract and will not be offered to US unaccredited investors.

Token sale setup

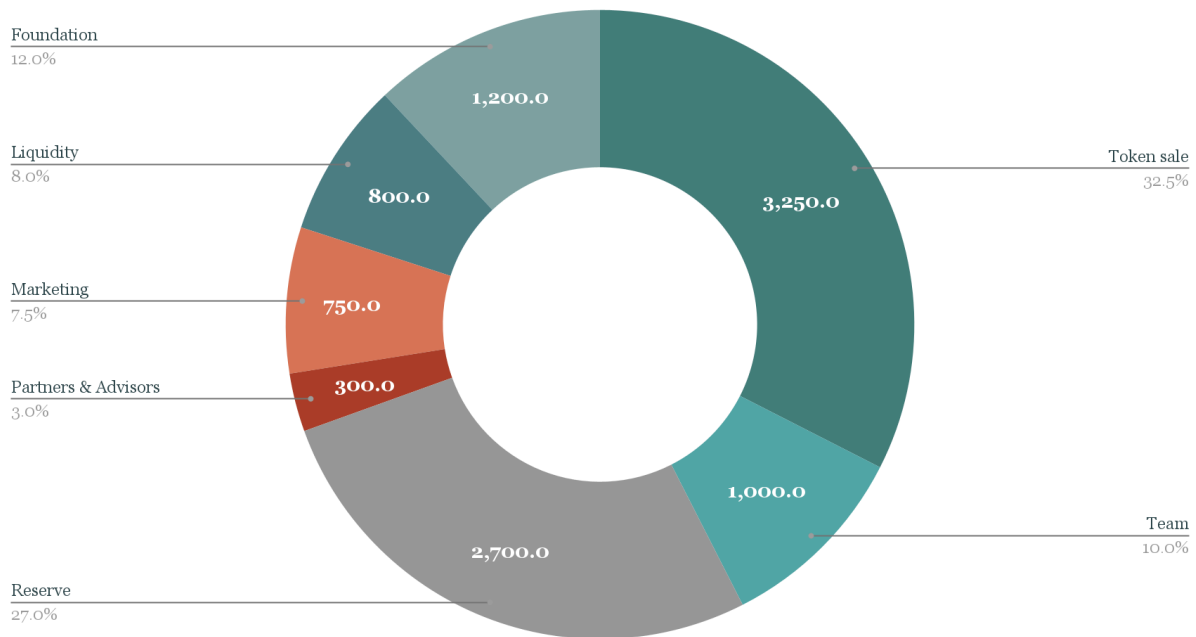
Stage	Price (USD)	Tokens (MM)	Bonus	Raise (MM USD)	FDV (USD)
↳ Seed sale	0.006	1250 MM	0.0%	7.5 MM	60 MM
↳ Private sale	0.010	1000 MM	0.0%	10 MM	100 MM
↳ Public sale	0.015	1000 MM	0.0%	15 MM	150 MM
Totals		3250 MM		32.5 MM	

**Select high-value investors will have the possibility to stake all their tokens and receive all staking benefits even while their tokens are vesting. This offer will be valid only if they stake all of their tokens and for the maximum staking duration.*

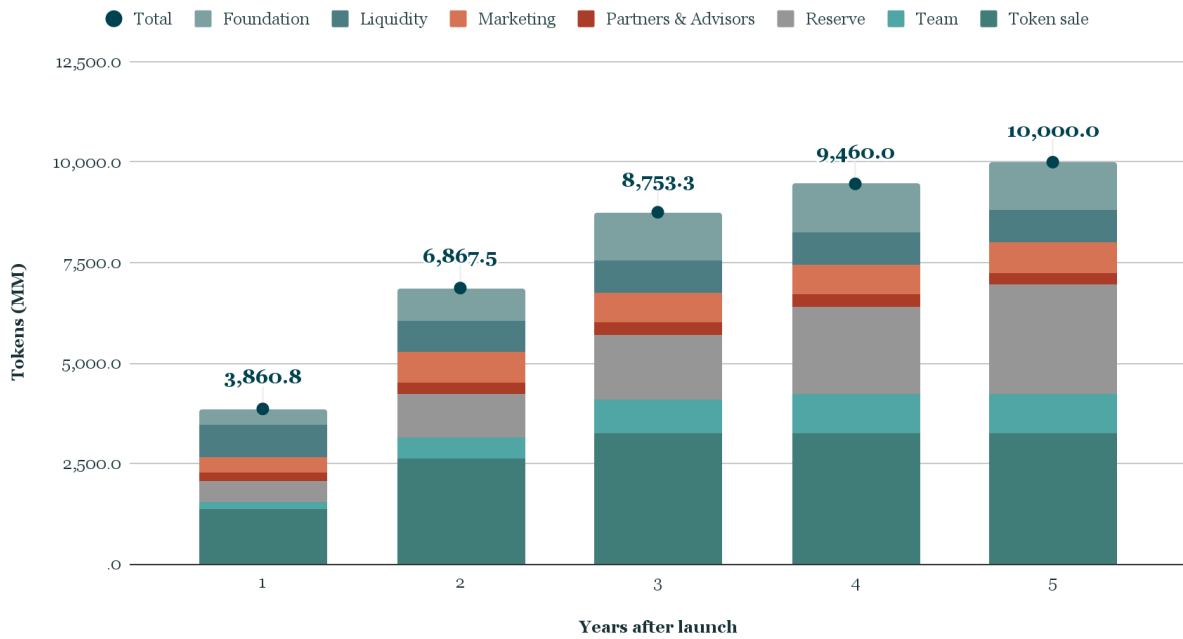
Vesting schedule, per token allocation						
Stage	Allocation	Tokens (MM)	Listing release	Cliff	Vesting	Monthly release
↳ Seed sale	12.5%	1,250	2.0%	12	24	4.08%
↳ Private sale	10.0%	1,000	2.0%	6	18	5.44%
↳ Public sale	10.0%	1,000	50.0%		2	25.00%
↳ Team	10.0%	1,000	0.0%	6	36	2.78%
↳ Foundation	12.0%	1,200	0.0%		36	2.78%
↳ Marketing	7.5%	750	2.0%		24	4.08%
↳ Partners & Advisors	3.0%	300	0.0%		18	5.56%
↳ Reserve	27.0%	2,700	0.0%		60	1.67%
↳ Liquidity	8.0%	800	50.0%		2	25.00%
Totals	100.0%	10,000	9.6%			



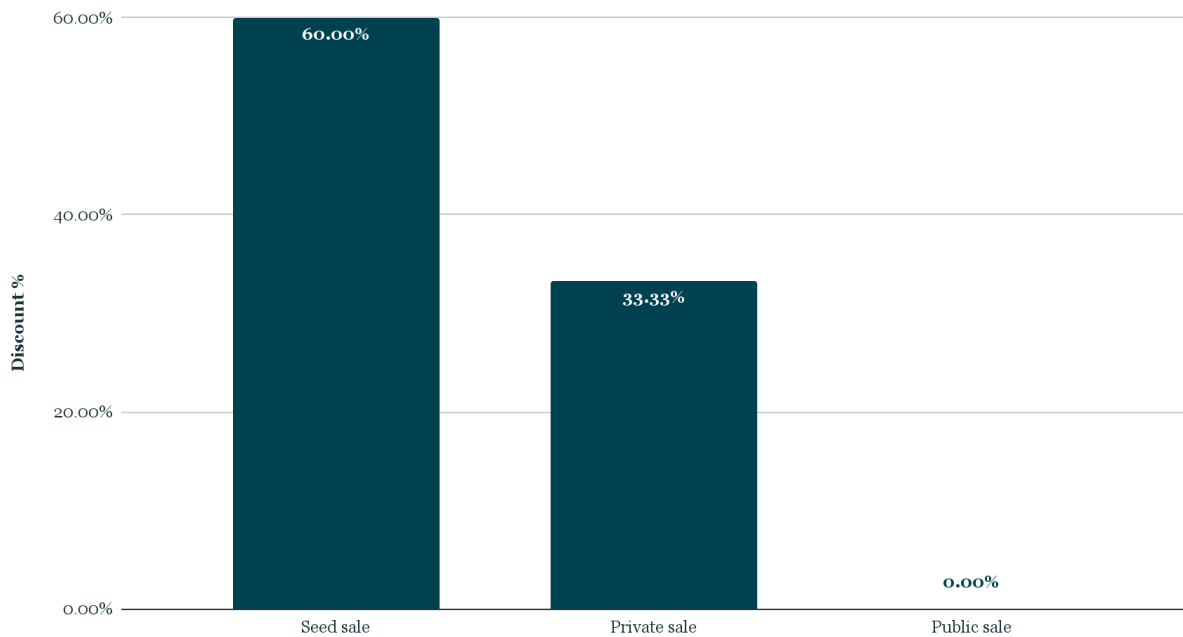
Project's fully diluted valuation and circulating market cap, based on the token sale stages.



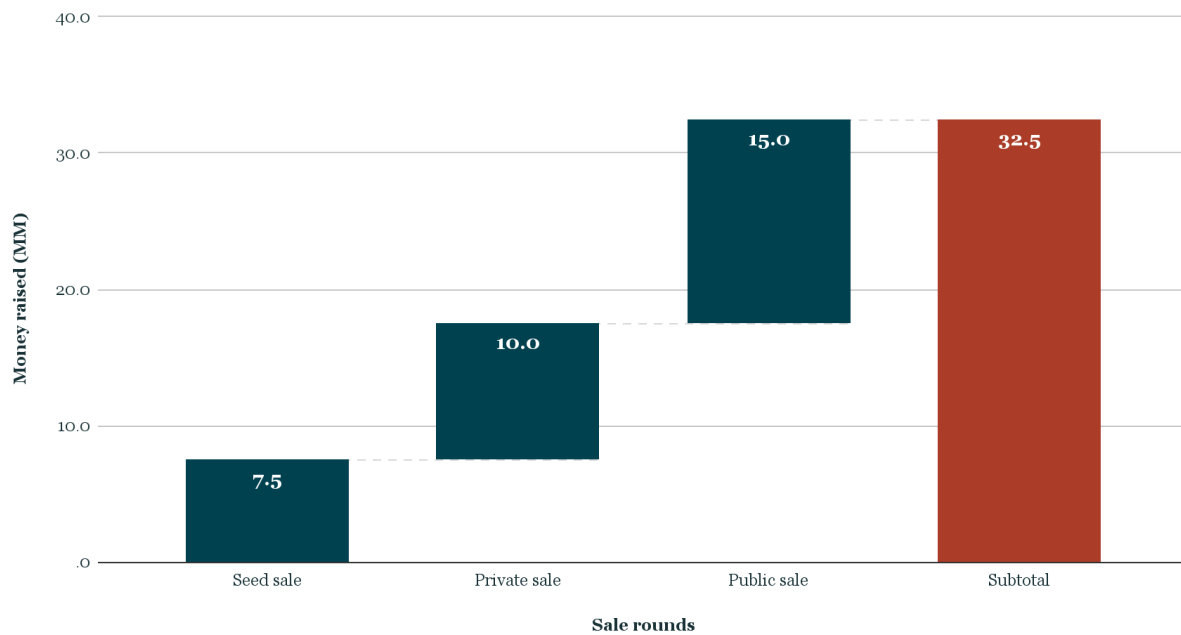
Total token allocation.



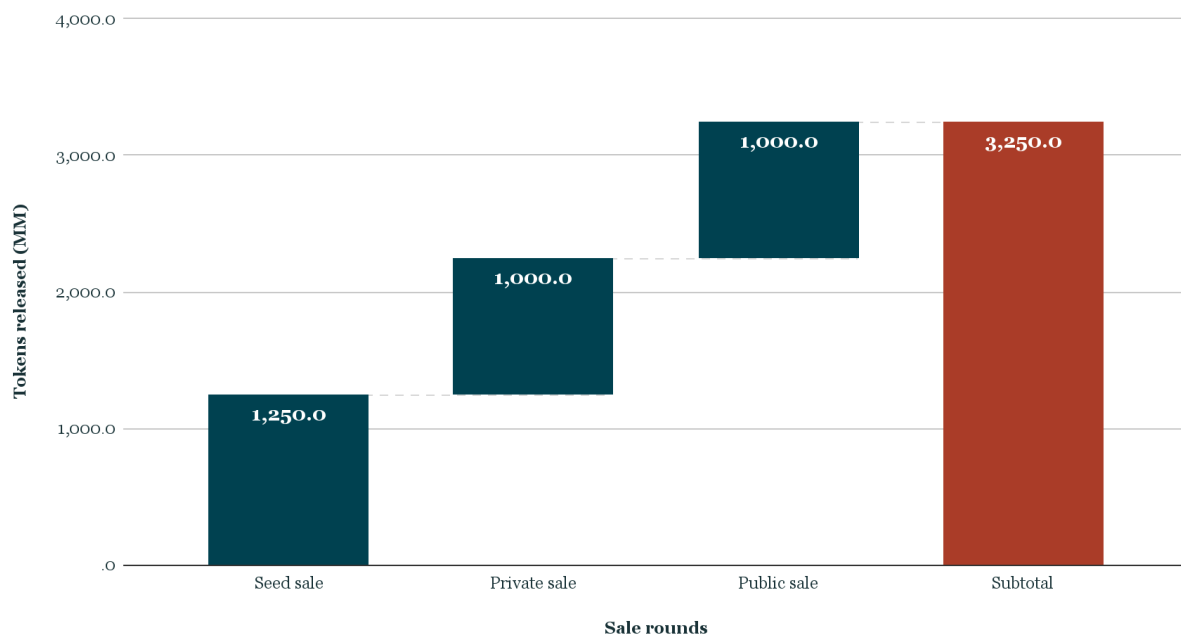
A breakdown of the token release schedule, by year and by allocation. The numbers on top are the total tokens released.



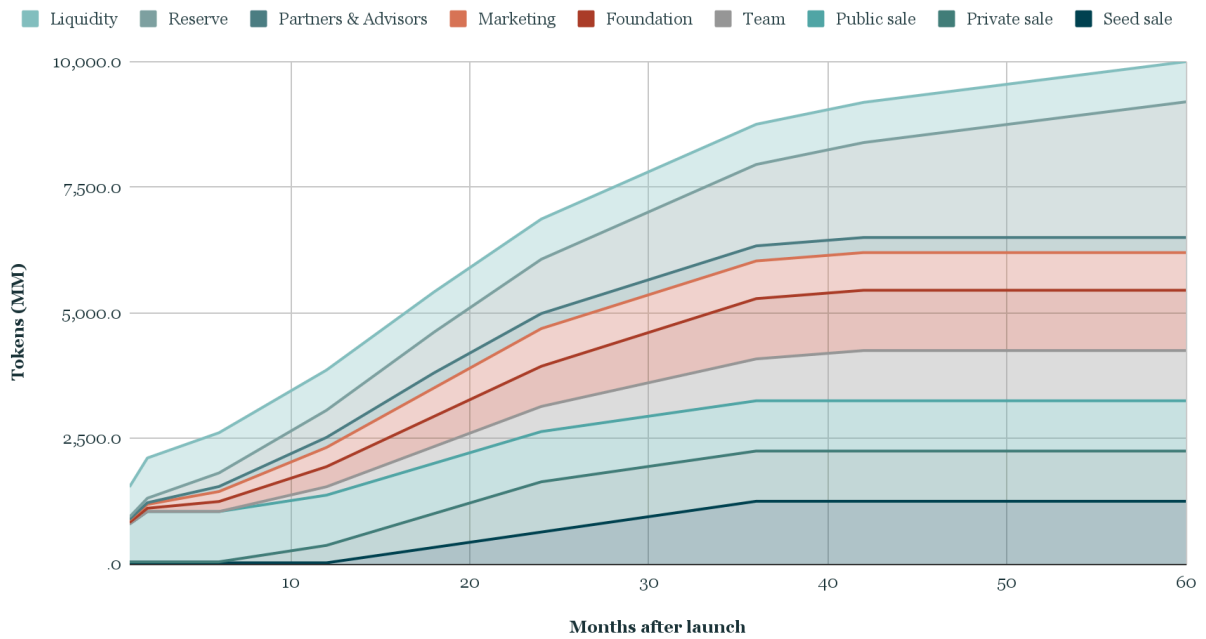
Discount on token price, based on entry stage. Figures represent discount versus the maximum token sale price, accounting for all possible bonuses.



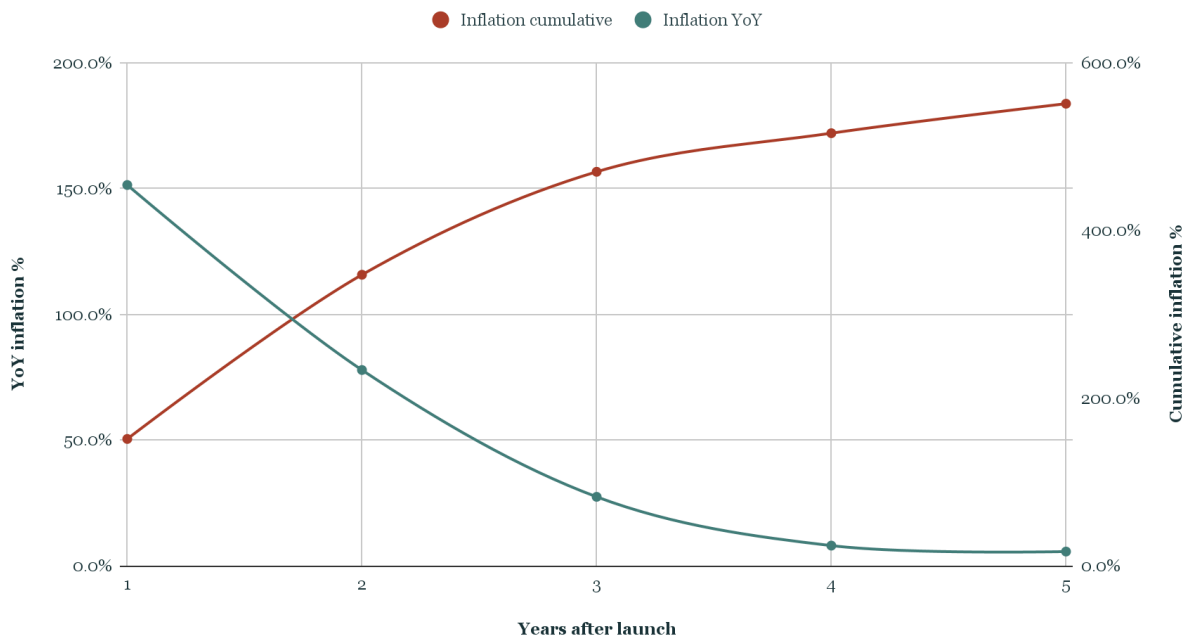
Cumulative target raised from the token sale per round



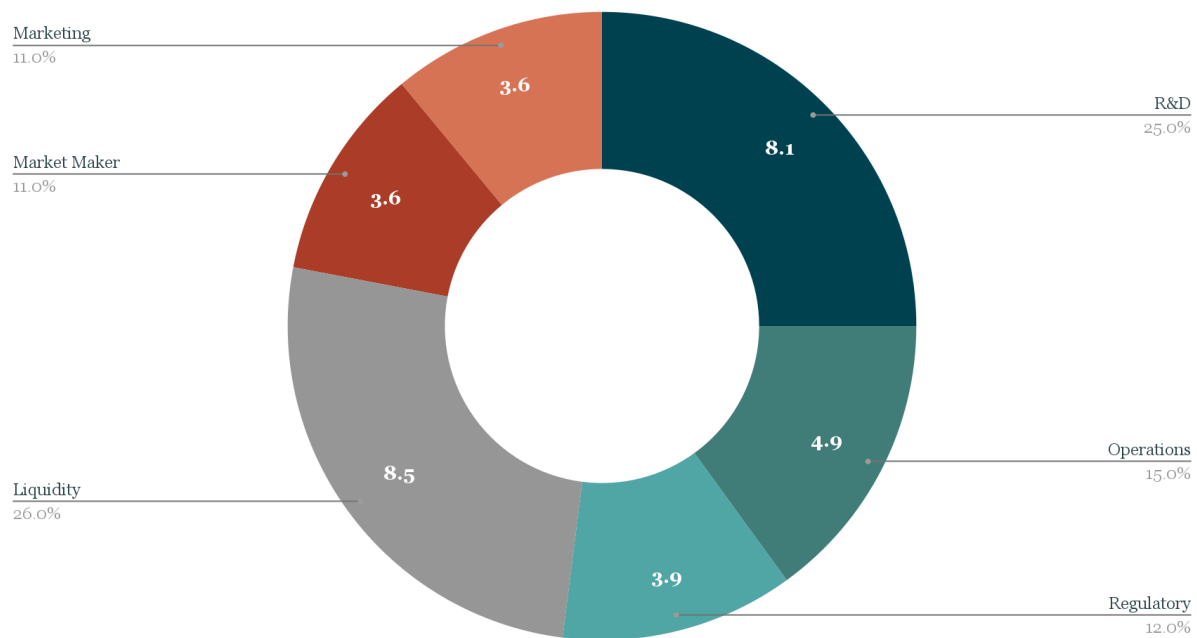
Cumulative tokens released from the token sale per round.



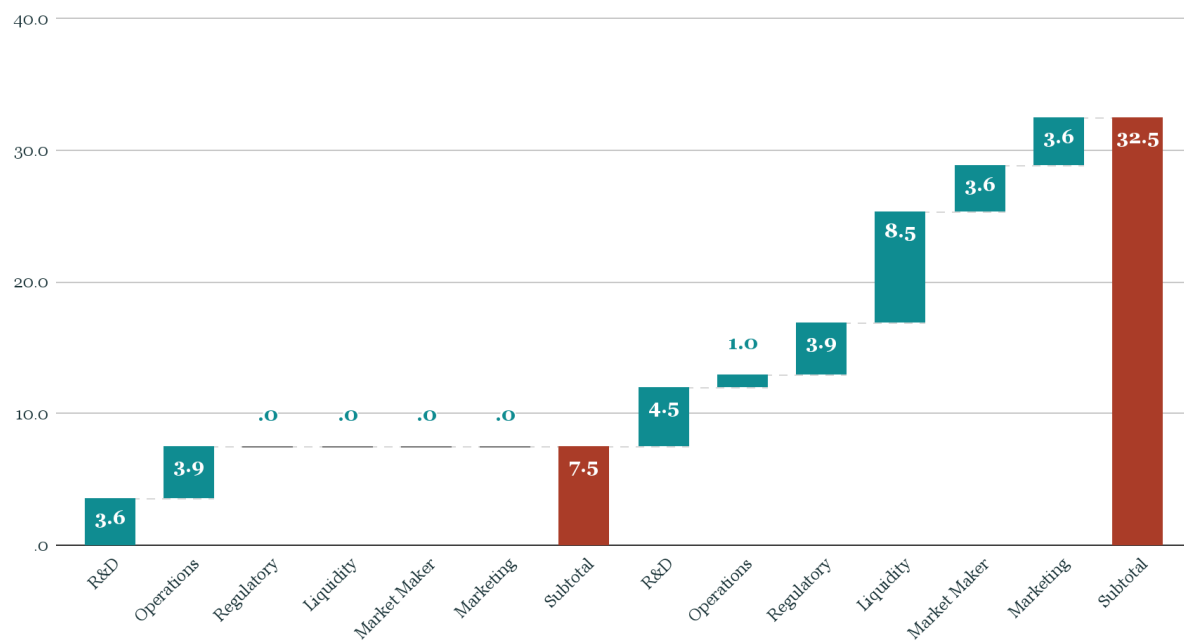
Monthly token vesting schedule (detailed, non-aggregated)



Token inflation YoY and cumulative



Allocation of funds raised during the token sale (in MM USD). Assumes reached Hardcap.



A breakdown of the funds' usage between the Soft Cap and the Hard Cap

Crypto funding landscape

Please note that this section is mainly for the project's internal use and should not be released to the public.

In this section, we aim to provide an overview of the crypto funding landscape over the last 3 years. This can serve as a benchmark of what current works and how fundraising is structured. The data used is [taken from Crunchbase](#) data as of 05 Nov 2024. While there is no single data provider that can encompass all token sales (especially since a lot of them are happening under the radar), we have found these data sources to be the most reliable. It however is not without its shortcomings:

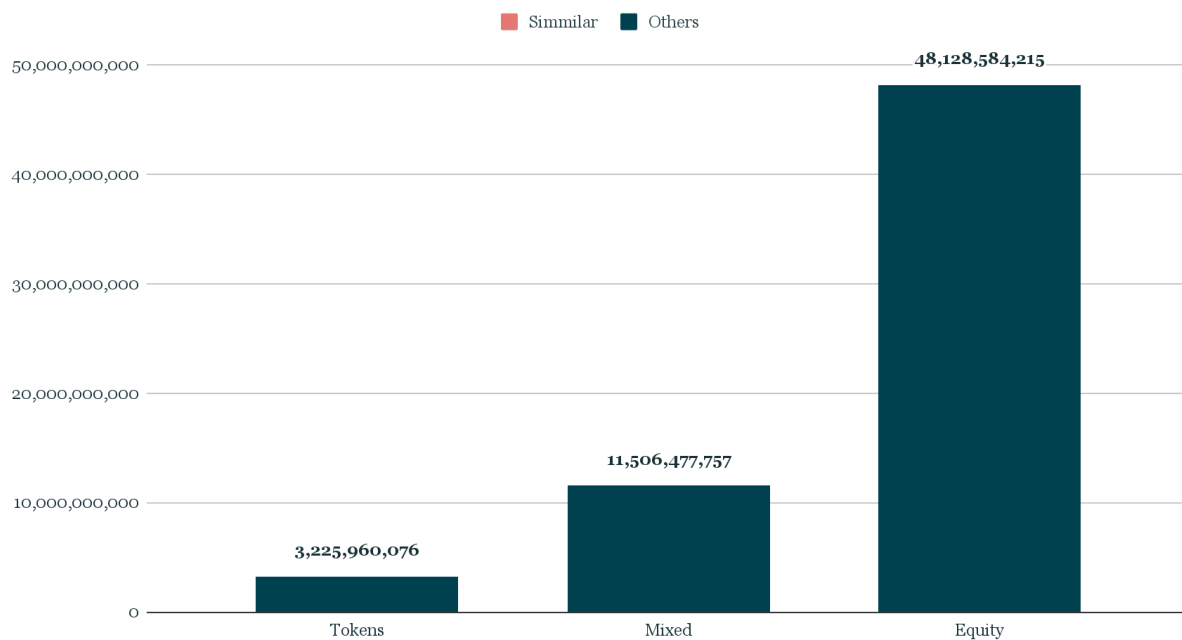
- Pure token sales are likely underrepresented in favour of equity deals
- Public sales are likely to be underrepresented in favour of VC deals
- Raises happening the the US are likely to be overrepresented

The data consists of 5,586 raise rounds across 4,518 different projects.

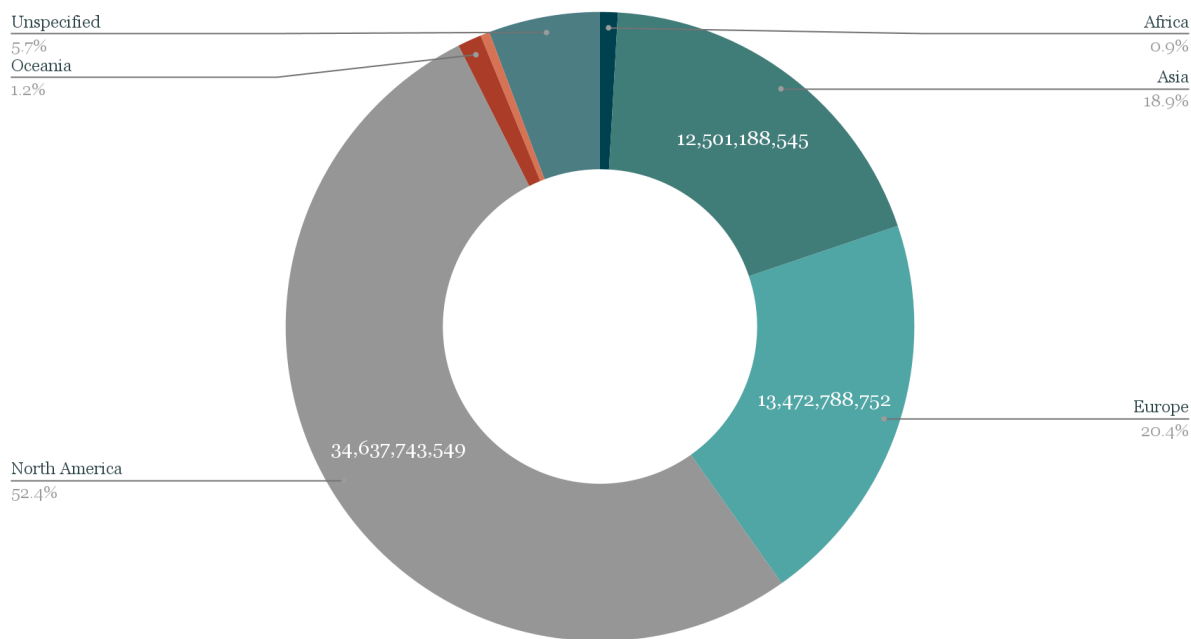
In order to best present the data we have split the sales into 4 categories:

- Equity - projects that are cryptocurrency related and have done an equity raise
- Tokens - project that have done a token sale
- Equity/Tokens - projects that have had both an equity and token sale over the observed period
- Similar - project that are somewhat similar to Rexla Global project.

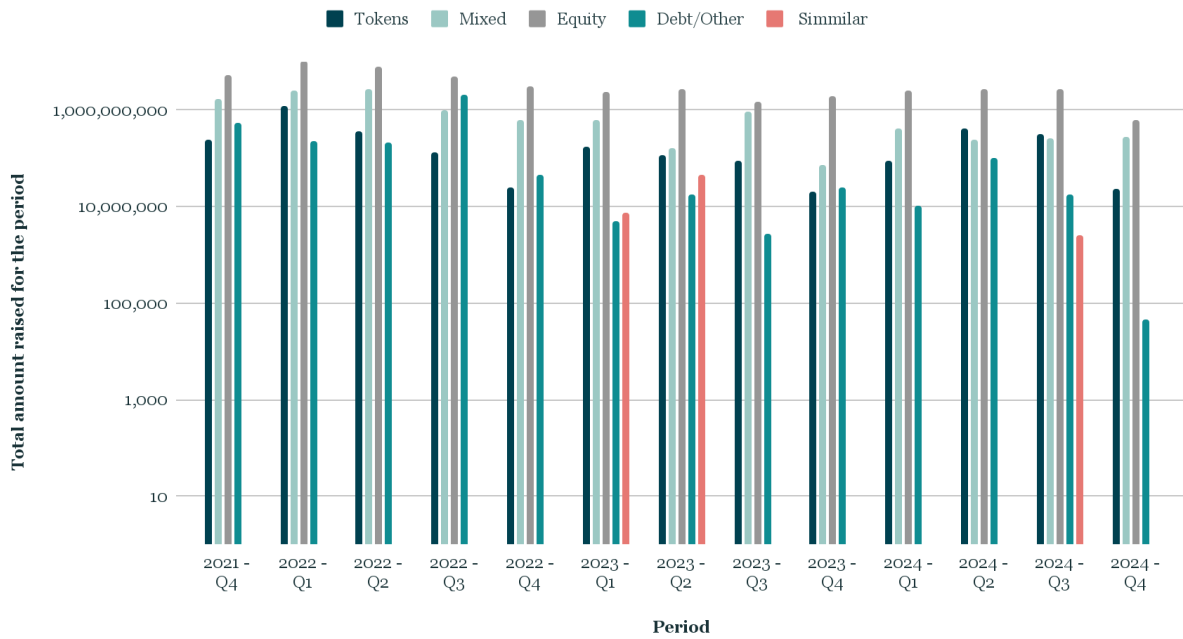
In order to have a representative sample of similar project, **we define similarity somewhat loosely** as: projects doing a raise via Tokens and operating in at least one industry that is similar to Rexla Global : Education, Social Network, Asset Management. The data for any similar projects found is indicated under the Similar label in the charts below.



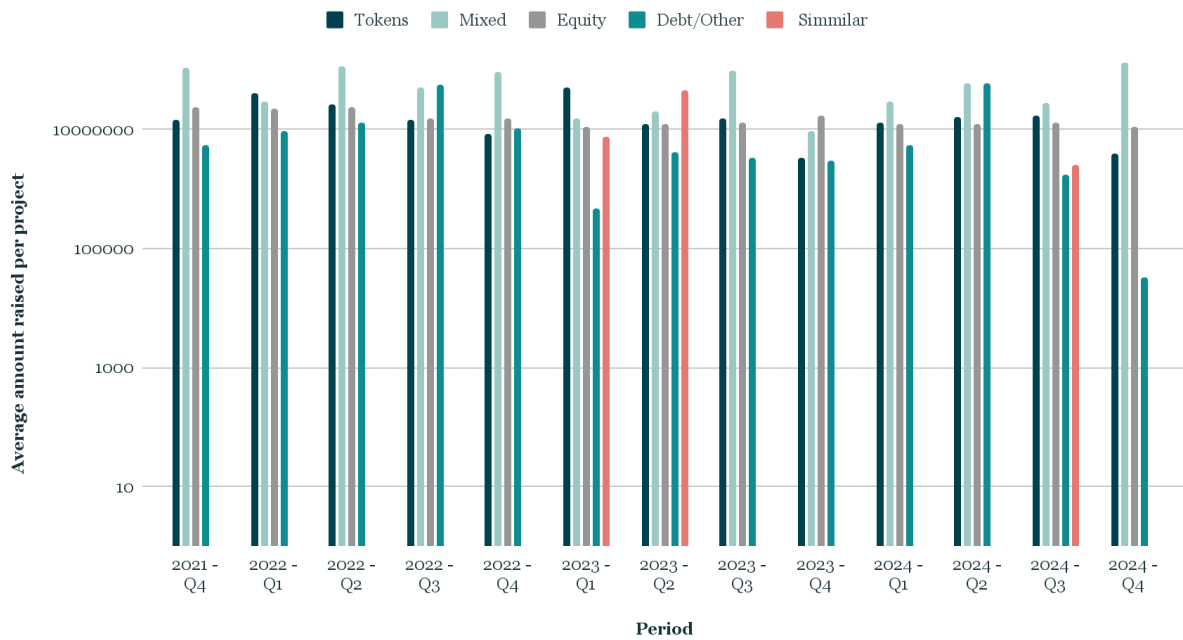
Total amount of money raised via different fundraising mediums



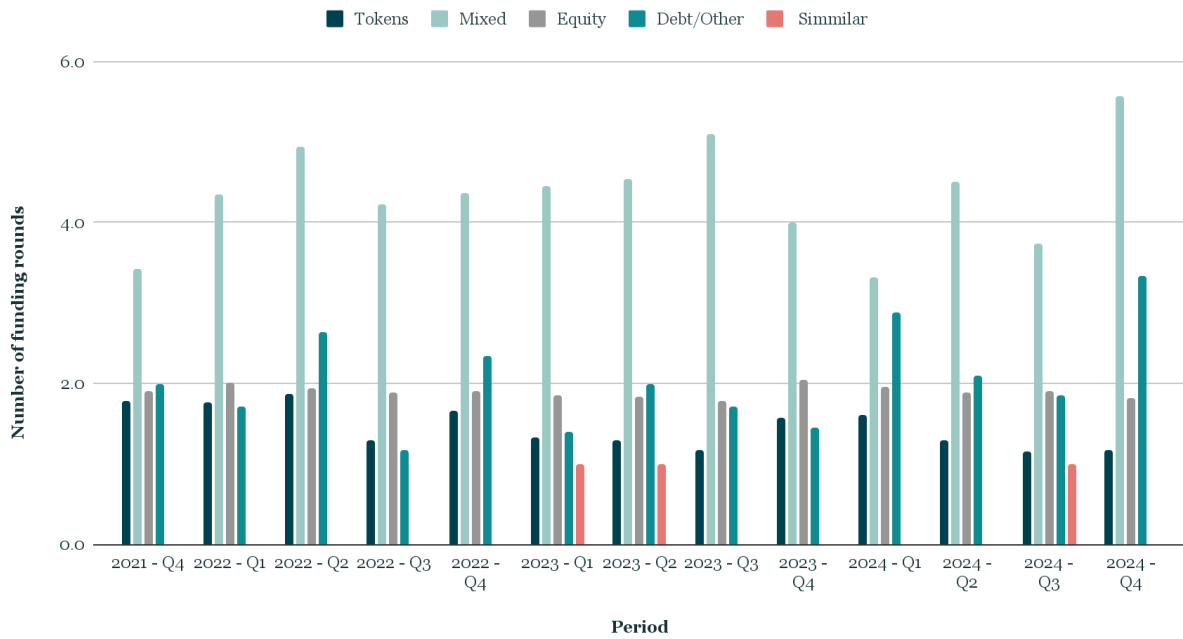
Company headquarters locations and the respective amount raised



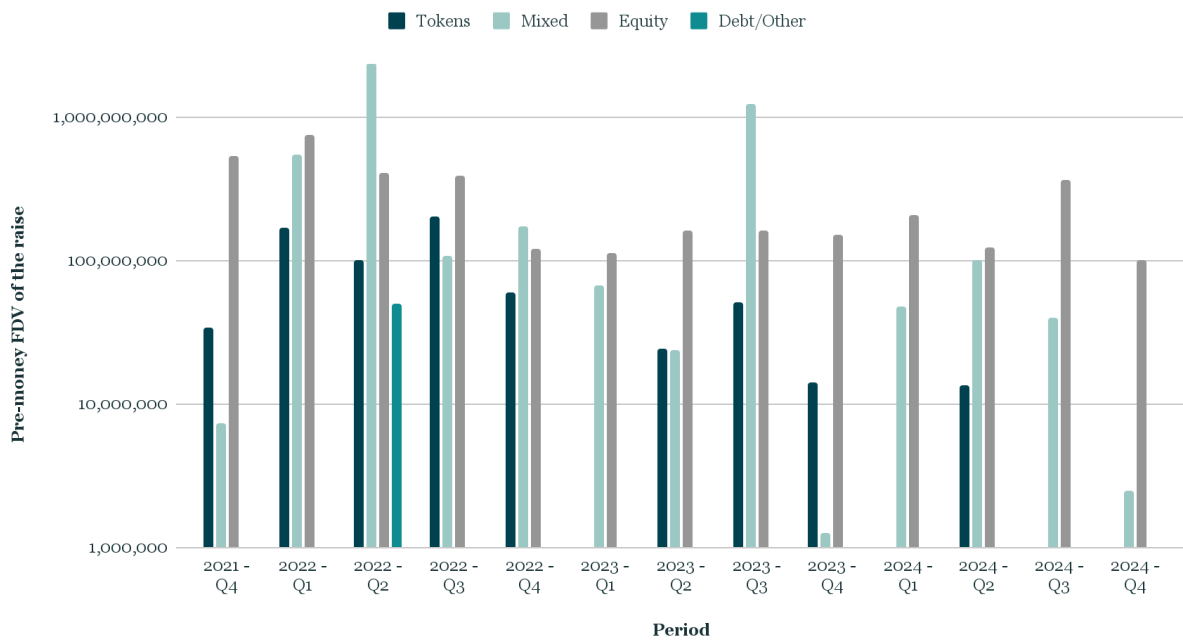
Money raised, within specific funding round, by date of the funding round



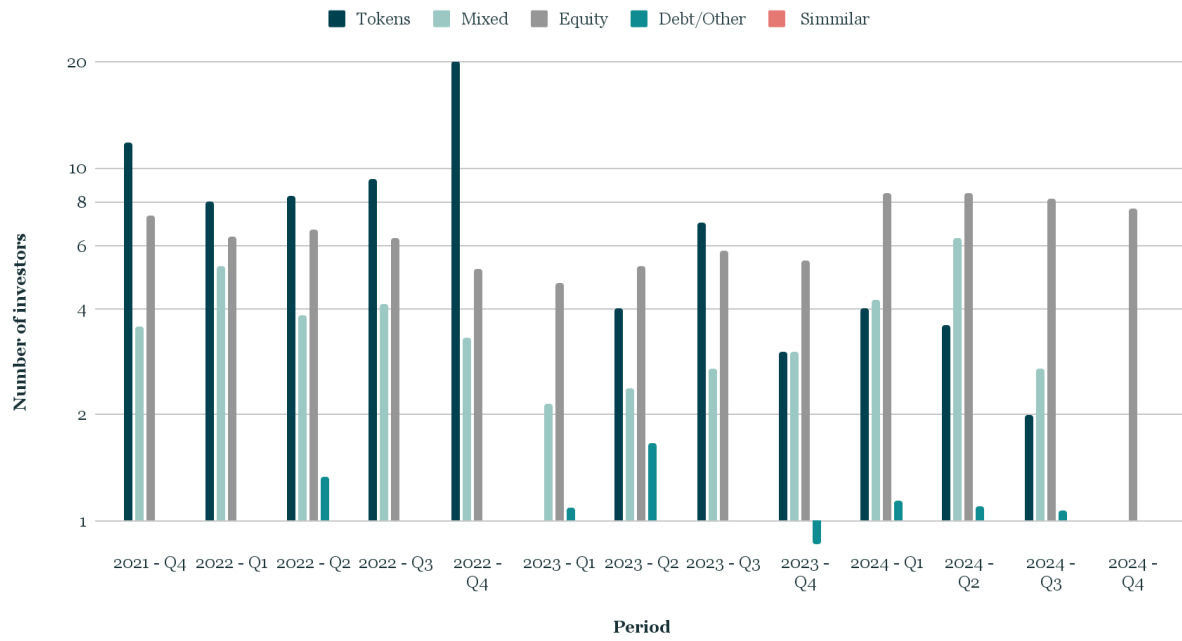
Average amount raised by the project as a whole. Data aggregated by the date of the last funding round completed.



Average number of funding rounds by the project as a whole. Data aggregated by the date of the last funding round completed.



Average FDV (fully diluted valuation) of the projects. Please note that this data is available for only a handful of projects.



The average number of investors per project.