



White Paper

2018

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Neuronix is the first independent international rating agency for investment risk evaluation in blockchain economics, where ratings are assigned to the projects automatically on the basis of mathematical scoring results, neuron networks, and multidimensional analysis of large bulk of data. The platform is designed for analysis and subsequent management of risks typical of projects with investments in projects with high degree of uncertainty.

Neuronix mission is to become a global provider of financial and analytical information about cryptocurrency markets, required for making carefully weighted investment decisions and building long-term market strategies.

We are the first developer of global methodology for risk-oriented investment process management in blockchain economics. The suggested management is based on statistical analysis of large bulk of data and risk factors.

The rating methodology of Neuronix is based on the principles of international risk management standard ISO31000:2018(E), and uses similar risk evaluation approaches for both professional investors and institutional funds belonging to the classic economy. Currently, standard ISO31000:2018(E) is adopted in 88 countries with the highest GDP level, being a guide for risk management that, among other things, suggests variants of risk treatment at various stages of exposure to risk: <https://www.iso.org>.

Neuronix Project Team involves leading specialists in risk management accredited with G31000, an international organization, which is a global leader in the field of corporate risk management: <http://g31000.org/>. The Institute for Strategic Risk Analysis in Decision Making acts as an external advisor in the project.

In 2019, we will obtain an international copyright patent for our methodology of risk-oriented investment process management in blockchain economics that we have developed. Subsequently, this methodology will be communicated to market regulators and interested parties.

Use this link to get familiar with Neuronix rating methodology: <https://neuronix.io/ru>

3.1 High dynamics of increase in investments

Digital assets are not only a part of modern financial system, but mark a new stage of the global economic development as well. The market of investments in technological blockchain startups is not limited by national boundaries, so a new era of alternative investments has come. ICO (Initial Coin Offering) that has replaced traditional IPO (Initial Public Offering) is the key investment site of digital economics.

All ICO held in 2016 taken together raised \$96 million. In 2017, this figure grew to \$3.7 billion, while the capitalization of cryptocurrency market reached \$372 billion. The reasons behind such high dynamics of increase in investments lie in the dramatically growing number of new blockchain startups and rising interest in investments in blockchain industry.

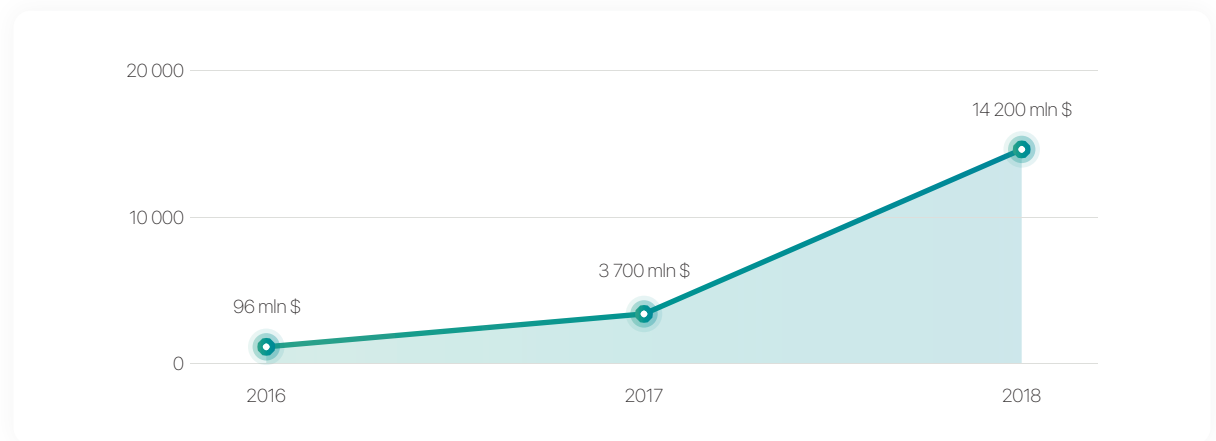


Figure 1. Amount of investments in the ICO market in 2016-2018, thousand USD

3.2 Drop in share of successful projects

Simultaneously with increase in the number of blockchain startups attractive for investments, new statistical data has appeared. It demonstrated global reduction in the number of successful ICO against the total number of startups. For instance, the share of successful ICO accounted for 50% in the first four months of 2017, and dropped to 30% over the period between May and June. By late 2017, only 20% of ICO project startups met the investors' expectations. Following the results of 2017 on the average, there were about 33% of such projects. In 2018, the share of successful projects is expected to amount to about 10%.

In practice, the majority of blockchain startups do not have efficient tools for implementing their ideas, technical capacity for developing product/service and time for creating the concept of their development.

Many investors, yielding to the common atmosphere of excitement observed in the blockchain market, stubbornly ignore the need for careful evaluation of each startup from the viewpoint of possible risks.

The widespread trend of ICO organizers promising super profits poses a potential threat to investors. The reason behind the confident start of such projects lies in the fact that the organizers engage celebrities, experts of cryptocurrency market, and influential stock gamblers in their marketing campaign.

In the context of current situation, the influence of rating agencies present in the market is dramatically rising. By way of forming subjective opinion, these agencies may create artificial investment attractiveness for such projects, which is actually based on manipulations and opinions shared by individual specialists of cryptocurrency market.

Biased approach, prejudiced attitude and personal interest are the main components of the ratings drawn up on the basis of the experts' subjective opinions.

3.3 Insufficient market regulation

The disadvantage of cryptocurrency investment market lies in the lack of legal rules and mechanisms for attracting financial resources denominated in fiat currency adjusted for the legislation valid in the countries of issue. The amount of such resources substantially exceeds the capacity of blockchain market. The flows of fiat currency are under the management of venture and hedge funds, which refrain from investments in cryptocurrency projects due to absence of substantiated and transparent methods of risk evaluation and management for investments in this sphere.

3.4 Market development outlook

The statistical data based on analyzing a large number of ICO projects and blockchain startups, as well as exponential growth of blockchain technology investment market, make it possible to forecast with confidence that the market capitalization may reach \$1 trillion by late 2018.

Cryptocurrencies feature high extent of being adjusted to new digital landscapes. The cryptocurrencies are being adopted as payment instrument increasingly more often, which expands the sphere of influence that cryptocurrency landscape can boast of having. Over the next two years, many problems of the cryptocurrency market will be solved, including the one dealing with lack of transparency and absence of state regulation mechanisms. Japan was the first to recognize cryptocurrency markets. Some EU countries introduce taxation of cryptocurrency operations. Serious support is rendered to the cryptocurrency market in South Korea and Singapore.

According to the results of survey conducted by the University of Cambridge, the number of cryptocurrency wallet users may reach 5-12 million people, while potential cryptocurrency investors account for minimum one third of them.

In 2018, ING Bank conducted a survey among the clients of ING International Survey Mobile Banking reaching over 15,000 people from 13 European countries, the USA and Australia. The results of this poll have shown that the interest in cryptocurrencies is expected to increase "more than twofold."

Thus, there are serious grounds for predicting the torrid growth of cryptocurrency market due to a vast amount of free fiat resources being available. For instance, the experts estimate the size of Forex currency market at \$5 trillion, while the size of cryptocurrency market is estimated at just \$300 billion.

Over the next 5 years, the market is to demonstrate a heady growth rate with explosive growth over the next 2–3 years. The number and quality of stakeholders will increase proportionally to the volumes of investments. We expect the emergence of large fiat funds and corporations, as well as the movement of major corporate investments towards the cryptocurrency market.

3.5 Analysis of project's competitive landscape

In order to make a carefully weighted decision in the world of fiat investments with regards to each issue project, professional judgment is to be formed. In fact, it is the evaluation of all objective factors capable of influencing either the return on investment or the loss of invested funds. At present, the blockchain market features no information-providing services that can be used for a professional evaluation of projects.

At the same time, a lot of rating agencies are currently working in the market of blockchain and crypto-economics. They use only the experts' subjective opinions, often paid for and therefore distorted. In fact, such evaluations cannot be included in the category of professional judgments.

The confidence in such agencies inevitably drops, so they are likely to cease to exist within the next two years. The existing ICO ratings are merely based on private opinion that has no value whatsoever.

3.6 Market demand for Neironix project

Information is the key competitive edge in the cryptocurrency market. At present, numerous advisors, telegram bots, closed chats, and investor clubs are the sources of information and subjective expert opinion (which nobody bears responsibility for). They provide to the users on a fee basis prejudiced information about the possible areas of investments without disclosing all potential risks. The use of untrustworthy data may result in the loss of investment resources.

The cryptocurrency market is woefully short of a brand-new product that would provide a comprehensive informational and analytical platform allowing one to evaluate ICO and blockchain projects on the basis of unbiased information about the potential risk factors, clear to classic investor from the world of fiat economics.

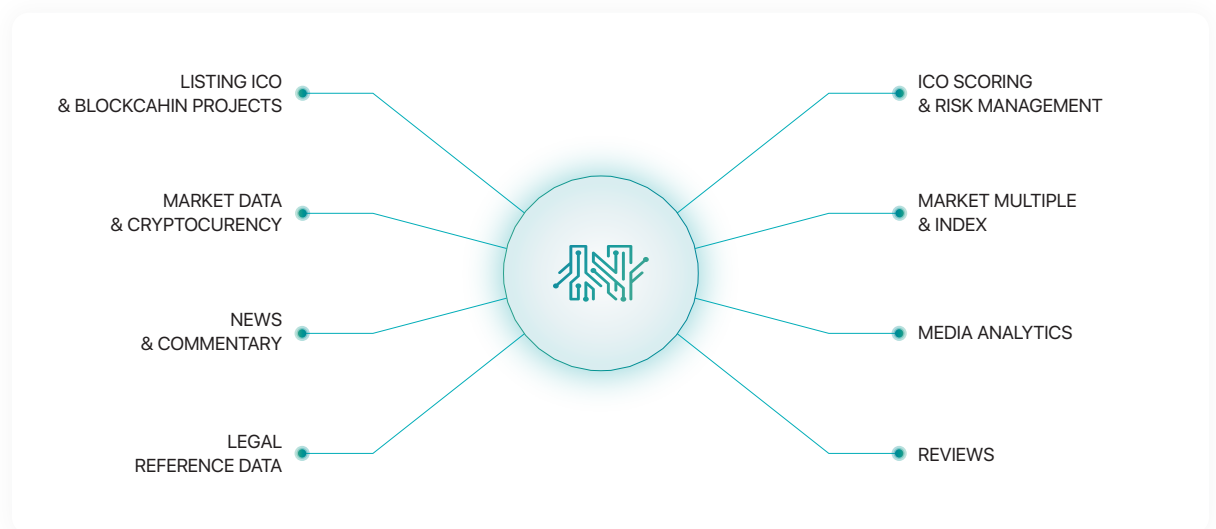
The Neironix project team is happy to present its end product – a platform for multidimensional scoring of ICO projects that makes multidimensional analysis of large bulk of data and interprets it into clear and unbiased rating indicators. They can be used for preparation of professional judgments.

This product is a multifunctional set of tools in the form of transparent and structured analytical data, which can be used for marketplace trading, development of long-term investment strategy, or making managerial decisions on the expediency of cooperation with any individual ICO project.

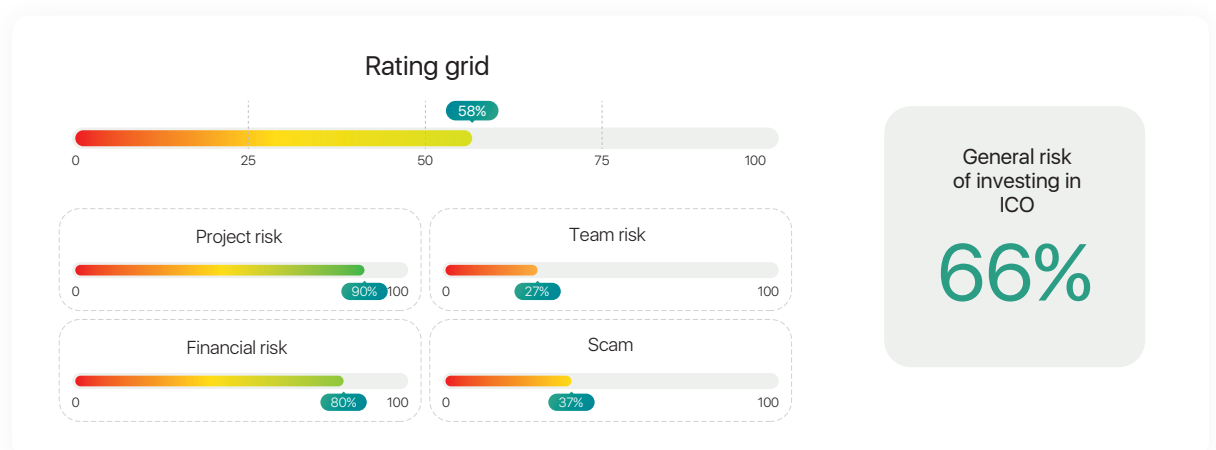
Our product is already available at: <https://neironix.io/> in eight languages.

4.1 What is Neironix?

Protect Neironix, as a global aggregator of financial analytics for cryptocurrency markets, it allows accumulation and classification of the aggregate information into risk factors, which are interpreted for the subsequent use of scoring for ICO and blockchain projects.



For convenience, the results of scoring are displayed in the form of a streamlined rating scale.



4.2 What is Neironix rating?

Neironix practices a comprehensive approach to drawing up the rating using no less than 75 key dynamic risk factors. This approach allows one to draw an objective picture as to the investment attractiveness of an ICO or blockchain project, and provide potential investors with unbiased information about the key strategic indicators and potential risks.

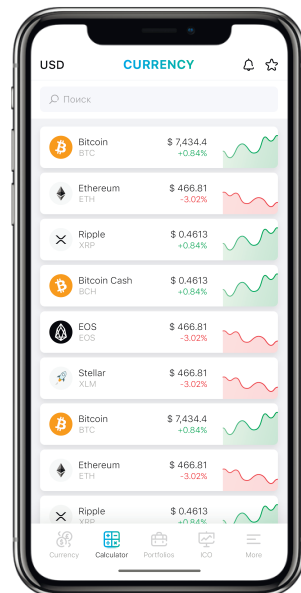
The rating is based on evaluating the totality of essential parameters typical for subjects of rating drawing or their groups.

The main principle of building Neuronix ratings is a reduction in the share of experts' judgments and increase of the role of algorithmic and methodological constituent parts.

The rating drawing methods by Neuronix make it possible to identify a group of factors having impact on the reliability and investment stability of an ICO project. The rating objectives also include identifying the stability of such conditions and evaluating their correlation with other parameters in question.

To display the factual results of the rating drawing process, the Neuronix project uses streamlined scales. The main objective of these scales lies in transforming the collected data arrays into a single and compact system of rating scores that may serve as a guide for potential investors in the development of long-term investment strategy and making decision as to possible cooperation with a blockchain project being expedient or not. This system is also a form for displaying the current condition of ICO. The Neuronix project uses a single unified rating scale showing a quantitative indicator of risk level (full or partial loss of investment resources) by way of assigning points (scoring) of 0 to 100, where 0 stands for the highest level of risk, while 100 stands for the highest investment reliability of the project. The indicator obtained is displayed in the form of Neuronix platform's rating.

At present, the beta version of Neuronix platform is available at: <https://neuronix.io>. It presents the global listing of ICO projects, extended analytical data for cryptocurrency exchanges, and the current condition of cryptocurrency markets. The Neuronix project is already available in the form of mobile app versions for IOS and Android, as well as extension for Google Chrome browser.



<https://itunes.apple.com/ru/app/neuronix/id1411366124?mt=8>



<https://play.google.com/store/apps/details?id=com.neuronix>

Neironix project is unique in terms of aggregate benefits and opportunities for cryptocurrency market players and has no equals in blockchain market.

5.1 Historical record

At the moment of its launch, Neironix contains an accumulated analytical database built on the basis of events in the blockchain market. The data about 4,138 ICO projects implemented in the blockchain market over the past several years have been both recorded by the project initiators and collected by the system independently. Neironix has built the most profound database dealing with cryptocurrency projects and financial information about the blockchain market.

In terms of API resources, we are integrated with 90 cryptocurrency exchanges. Currently, we are analyzing and accumulating statistical data with regards to 5,270 cryptocurrencies and already implemented ICO projects.

5.2 Information transparency

The methodology of Neironix is open, transparent and provides access for the user to the primary database. It allows one to be confident in the quality of rating and credibility of all project parameters, which enables the investors to make substantiated decisions.

Use this link to get familiar with Neironix rating methodology: <https://neironix.io/ru>

5.3 Neironix as end product

Neironix enters the cryptocurrency market with a ready-made product. Our product can boast of having advanced functionality and is the most progressive one in its segment of the global market. As of today, the size of our own investments in the project has exceeded \$1,400,000, including \$1,300,000 and \$100,000 spent for the system development and initial promotion respectively.

5.4 Team uniqueness

Neironix can boast of having a unique team in terms of professional skills that has accumulated vast experience of implementing successful online projects and functioning business models.

5.5 Neironix develops standards of cryptocurrency market

Neironix takes an active part in the development of cryptocurrency market standards. It guarantees the company's leadership in its market segment and involvement of users in the project. Our rating and risk management methodology represents a brand-new and unique standard in the market of blockchain economics.

5.6 Time advance

A substantial advantage of Neironix lies in our unique scoring methodology that the system is based on. The totality of our research developments using self-learning neuron networks and continuous accumulation of databases enables us to outpace the competitors always being several steps ahead of their systems and ratings.

5.7 Online data analysis

Neironix system performs continuous data analysis and forwards the data to project stakeholders, which enables the latter to make carefully weighted decisions.

5.8 Online tracking

Neironix system informs the users about the state of a startup's indices at various stages of its lifecycle. Put it differently, the Neironix system performs continuous risk management and monitoring of blockchain projects for the benefit of users.

Neuronix Ecosystem is based on a set of tools – flows of content and information intended for use in operations with cryptoassets and selection of ICO projects for investments.

The key target audience of Neuronix includes private and professional investors, as well as cryptocurrency institutes and ICO projects.

The quantity and completeness of information, as well as the required set of options, are determined by each individual system user and selected on the basis of their own experience, risk tolerance (risk appetite), financial capacity, workload, expediency and potential benefit.

The distribution of informational and analytical data is performed in compliance with the chosen tariff of subscription fee.

6.1 Neuronix for private investors

For private investors, beginners, and other players of cryptocurrency investments market, Neuronix provides the following types of analytical data:

- Results of final rating, multidimensional scoring of ICO projects;
- Monitoring and notifications about changes in a specific ICO project rating;
- Monitoring as to the discharge of key Road Map obligations for each implemented ICO project;
- Cognitive analysis of reports in traditional and social media for each implemented ICO project;
- Popularity index for cryptocurrencies and tokens;
- Analytics for financial markets;
- Access to the system of adjusted notifications dealing with monitoring of financial analytics.

6.2 Neuronix for professional investors

For professional cryptocurrency investors, cryptocurrency market experts and blockchain analysts, Neuronix provides the following types of analytical data:

- Results of final rating, multidimensional scoring of ICO projects;
- Dynamic tracking of risk factors and degree of their impact on the resulting rating;
- Flexible system of monitoring and notifications about deviations from acceptable risk levels with regards to a specific ICO project;
- Monitoring as to the discharge of key Road Map obligations for each implemented ICO project;
- Structured analysis of capital for each ICO project at the stages of Token Sale;
- Structured analysis of major token holders for each implemented ICO project;

- Cognitive analysis of reports in traditional and social media for each implemented ICO project;
- Monitoring of probable Pump and Dump for each implemented ICO project;
- Monitoring of calendars for planned and actual token listing;
- Popularity index for cryptocurrencies and tokens;
- Indices and multipliers;
- Historical data and analytics for financial markets;
- Market reviews and analytics;
- Analytics for traditional and social media;
- Structured data for preparation of professional judgments.

6.3 Neuronix for ICO

The following Neuronix platform functionality is available for ICO projects and blockchain startups:

- Project management at all stages of the project's lifecycle;
- Comparison with other ICO projects, similar in terms of functionality, implementation and idea;
- Full checklist for ICO preparation;
- ICO scoring;
- KYC verification of project stakeholders;
- ICO blogging on the Neuronix platform;
- Publication of press releases, reports and project news;
- Analytics for token bidding, notifications about flow of funds for major token holders;
- Analytics for advertisement sources, automatic selection of sites for placement.

Neironix project is highly profitable starting from the first year of its implementation. The net profit margin will reach 22.6% as early as in 2019, and 75.9% in 2022. Moreover, all calculations are made on the basis of a conservative development scenario.

One can confidently predict many-fold growth in the Neironix capitalization due to the trend of steady rise in demand for the cryptocurrency market services. Consequently, a buoyant demand for the Neironix service can be expected as increasingly more new players, including cryptocurrency traders, enter the market, the majority of them being the beginners and therefore in need of unbiased analytical information first of all.

7.1 Project earnings

The revenues of the project are formed out of the two key constituent elements – payment for subscription services at the tariff chosen, and advertisement revenues.

7.1.1 Tariff policy for subscription

The subscription for access to Neironix is expected to be provided on the basis of 3 tariff plans. The payments for each tariff can be effected in BTC, ETH or classic fiat currency.

Neironix for private investors is represented by the Beginner tariff – the subscription fee will amount to \$20 per month minimum. We expect the target audience in this group to reach no less than 20,000 users in 2019 and plan to raise this figure to 40,000 users in the following years.

	2018	2019	2020	2021	2022
Number of subscribers, 20\$/month	5 000	20 000	29 000	35 000	40 000

Table 2. Number of subscribers for Neironix using Beginner tariff in 2018-2022

Neironix for professional investors is represented by the Professional tariff – the monthly subscription fee will amount to \$60 minimum, while the target audience in the group is to reach 1,500 users in 2019. In the years ahead, we estimate growth in size of this group at 100%.

	2018	2019	2020	2021	2022
Number of subscribers, 60\$/month	500	1 500	2 100	2 600	3 000

Table 3. Number of subscribers for Neironix using Professional tariff in 2018-2022

Neironix for institutional investors is represented by the Crypto Supplier tariff – the subscription fee will amount to \$3,000 a month.

Target audience in 2019 – 100 units. Projected growth – 50%.

	2018	2019	2020	2021	2022
Number of units, 3,000\$/month	20	100	120	140	150

Table 4. Number of subscribers for Neironix using Crypto Supplier tariff in 2018-2022

7.1.2 Advertising revenues

The price for purchase of advertisement and informational services on the Neironix platform will be formed with the situation in cryptocurrency market taken into account. The payment for advertising services will be accepted in NRX tokens only. The number of NRX tokens determined for each specific service is the key to receiving this service.

To purchase the services, the advertiser has to buy out tokens either via the smart contract at Token Sale stage, or from investors – token holders – in the open market.

We are making Neironix a gainful and convenient site for advertising and promotion of projects, research developments, as well as products and services related to cryptocurrency industry and blockchain technologies. The target audience for advertising, referral and partnership programs, as well as banner transitions will include absolutely all categories of users belonging to the target audience of any location and marketing specified by the advertiser. As of the moment of launching the beta version of Neironix web resource, the number of target website visitors has amounted to 3,000 daily. After the launch of end product, this figure will increase enormously due to the unique capacity of Neironix, the project's referral program, and unlimited opportunities for using our analytical data.

The projected earnings from advertising placed on our site for cryptocurrency market players will amount to \$360,000 in 2018 and over \$5 million starting from the next year.

Earnings	2018	2019	2020	2021	2022
Beginner subscribers	400 000	4 800 000	6 960 000	8 400 000	9 600 000
Professional subscribers	120 000	1 080 000	1 512 000	1 872 000	2 160 000
Crypto Supplier subscribers	240 000	3 600 000	4 320 000	5 040 000	5 400 000
Subscription revenues, total	760 000	9 480 000	12 792 000	15 312 000	17 160 000
Advertising revenues	360 000	5 000 000	5 000 000	6 000 000	7 000 000
Company turnover	1 120 000	14 480 000	17 792 000	21 312 000	24 160 000

Table 5. Neironix turnover by groups in 2018-2022, thousand USD

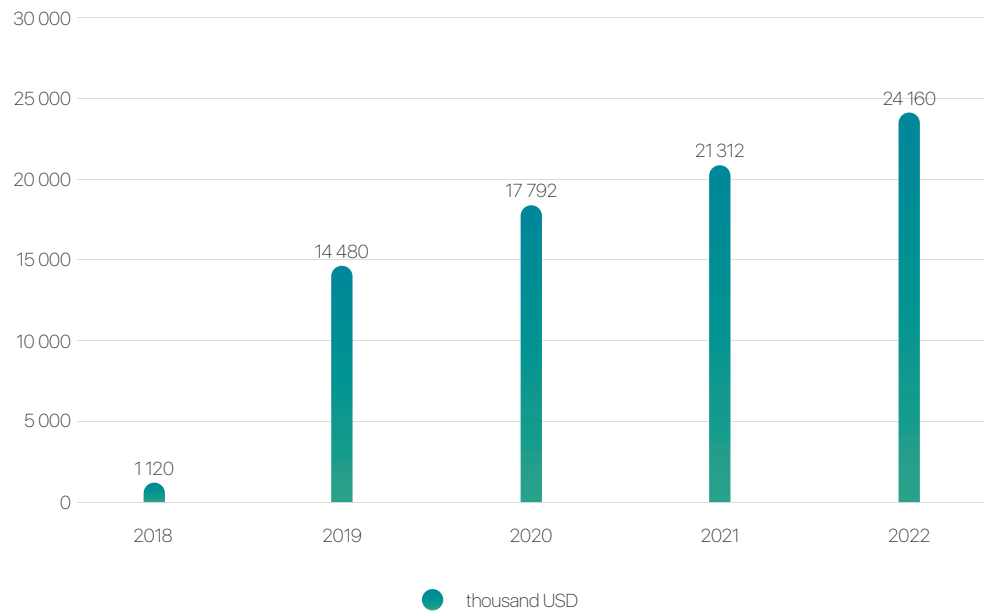


Figure 3. Dynamics of proceeds for Neironix project in 2018-2022, thousand USD

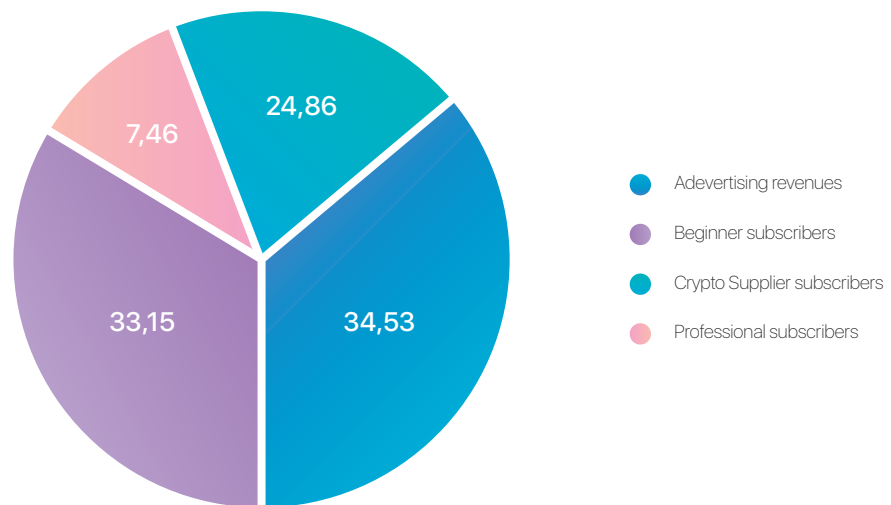


Figure 4. Structure of earnings for Neironix project in 2019

The number of potential clients and cost of services will be the main factors that influence the financial position of the company.

7.2 Project costs and profit

The main expenditure items of Neironix project are operating costs (including related expenses for salaries, office rent, office appliances and taxes), promotion costs, advertising and marketing costs, as well as expenses for listing. We proceed from the fact that the operating costs are covered by incomes and fixed capital.

The profits of Neironix are formed of payments coming from the clients who pay for subscription, as well as advertising revenues or payments for services.

The company's fixed capital is formed by the fiat and cryptocurrency assets acquired in the process of Token Sale.

	2018	2019	2020	2021	2022
Staff Salaries	132 000	576 000	1 440 000	1 440 000	1 440 000
Advertising costs	280 000	5 460 000	2 736 000	960 000	900 000
Token Sale Costs	100 000	0	0	0	0
Exchange registration	5 000 000	0	0	0	0
Rental Costs	12 000	120 000	120 000	120 000	120 000
Reserve hosting	60 000	500 000	500 000	300 000	25 000
Payroll taxes	66 737	295 410	715 456	715 456	715 456
Staff extra expenses	54 416	249 168	558 480	558 480	558 480
Business Operated Costs	20 000	3 120 000	3 120 000	120 000	120 000
Unexpected expenses	60 750	761 250	941 500	1 129 750	1 282 000
EBIT	-4 665 903	3 398 172	7 660 564	15 968 314	18 999 064
EBITDA	-4 665 903	3 398 172	7 660 564	15 968 314	18 999 064
Income before taxes	-4 665 903	3 398 172	7 660 564	15 968 314	18 999 064
Corporate Income Taxes	0	118 936	268 120	558 891	664 967
Net income	-4 665 903	3 279 236	7 392 444	15 409 423	18 334 097

Table 6. Costs by items and profit of Neironix project in 2018-2022, USD

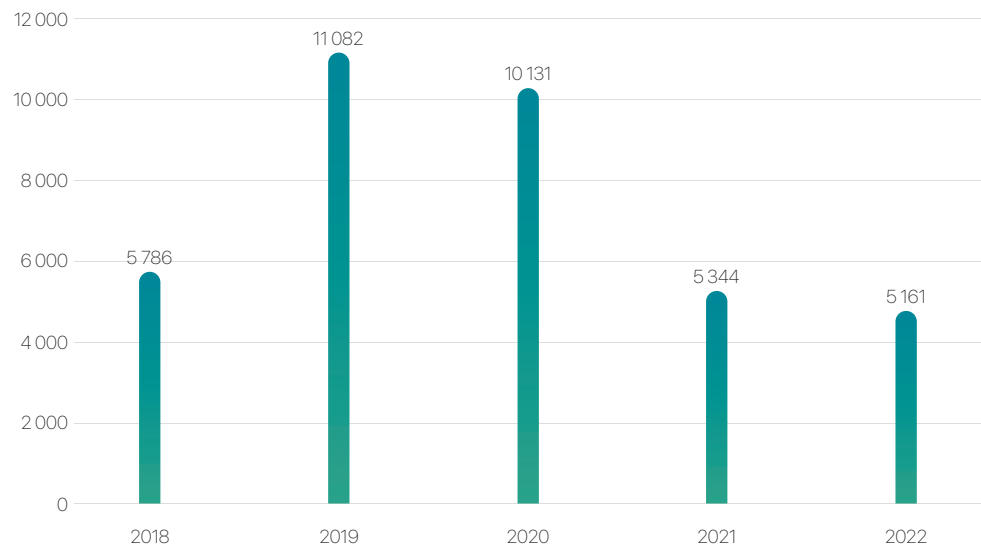


Table 7. Dynamics of costs for Neironix project in 2018–2022, thousand. USD

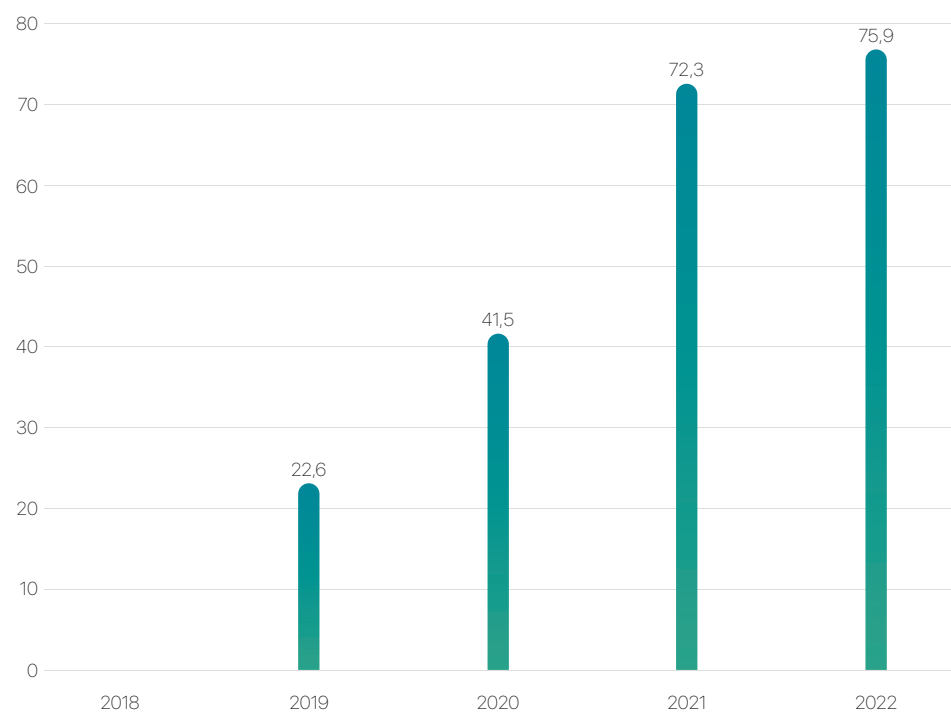


Figure 5. Net profit margin for Neironix project in 2019–2022, %

The reason behind the high level of costs in 2019–2020 lies in the need for capital investments.

	2019	2020
Marketing – operating costs	4 500 000	1 800 000
PR – operating costs	1 000 000	500 000
Legal services – overhead expenses for outsourcing	300 000	500 000
Hosting for servers and equipment	500 000	500 000
Listing of tokens		
Software, purchase of licenses, etc.	600 000	
Expenses for opening offices in the USA, South Korea and Japan	3 000 000	3 000 000
Total	9 900 000	6 300 000

Table 8. Breakdown of individual costs for Neironix project in 2019-2020, USD

We have included the expenses for opening offices in the USA, South Korea and Japan in the budget of the first year.st year.

7.3 Financial plan

	2018	2019	2020	2021	2022
Proceeds from operating activities	1 135 000	14 505 000	17 822 000	21 347 000	24 200 000
Costs of operating activities	5 785 903	11 081 828	10 131 436	5 343 686	5 160 936
Cash flow from operating activities	-4 650 903	3 423 172	7 690 564	16 003 314	19 039 064
Proceeds from investment activities	33 000 000	0	0	0	0
Token Sale	33 000 000	0	0	0	0
Costs of investment activities	5 000 000	0	0	0	0
Exchange registration	5 000 000	0	0	0	0
Cash flow from investment activities	25 000 000	0	0	0	0
Cash flow	20 349 097	23 772 269	31 462 833	47 466 147	66 505 211

Table 9. Cash flow of Neironix project in 2018-2022, USD

Neironix project features positive balance of cash flow that makes it possible to cover the costs of operating activities and successfully implement all development programs.

The promotion strategy of Neironix relies on the basics of Agile Marketing — a method for flexible planning of marketing strategies – and is based on refusal from classic long-term plans for development and spending of marketing budget in favor of short-term iterations, as well as the possibility of introducing changes to the strategy at any moment of time. Proceeding from the market size of 5-12 million cryptocurrency holders, Neironix expects to occupy a substantial share in the market of analytical services and applications for investors. The company's marketing strategy can be broken down into 3 main expenditure articles:

- searching for target audience and informing about the product;
- transferring potential users to the segment of real ones;
- retaining users on the platform.

Corrections will be introduced to each of the articles on the basis of expenses per 1 user, whether it is customer acquisition, transfer to the category of paying clients, or client's retention.

8.1 Work with venture funds

Engaging venture funds at the stage of Token Sale will enable us to guarantee raising of the funds required for further project development. That is why we pay focused attention to this aspect, and therefore enter Token Sale stage with the functioning product and financial plan, which makes it clear that the team is capable of pushing the matter through.

We perform our own Token Sale as a method for attracting alternative investments, for fast development and scaling of Neironix platform. For this purpose, we issue our own Utility token, NRX, on Ethereum blockchain platform, ERC20 standard.

The abbreviated notation for Neironix token is NRX.

- Issue of NRX consists of 140,000,000 tokens, while additional issues are not envisioned.
- The total amount of funds raised – \$31,000,000 at the relevant exchange rate of USD/ETH at the moment of sale (68% of the issue's value).
- After the end of Token Sale, all tokens unsold are burnt.
- The value of one NRX token: 1 NRX = 0.001061571 ETH.
- Minimal amount for a Token Sale participant: 0.1 ETH.
- Currency accepted: ETH, BTC.

NRX utility token is used in the NEIRONIX ecosystem as a payment medium – the project's internal currency is required for purchasing each and every service of advertising and informational nature.

The list of these services includes:

1. Premium listing.
2. Banner and teaser advertising.
3. Publication of press releases and announcements.
4. Direct emailing.
5. Remarketing.
6. Targeted advertising.
7. Other services.

9.1 Sale of NRX tokens

- Start of accepting applications for NRX purchase – August 1, 2018.
- Start of NRX sale – September 1, 2018.
- Close of NRX sale – November 30, 2018.
- The sale will be performed via Ethereum smart contract.

Bonus program of Token Sale:

- From September 1 to 30 – 35%
- From October 1 to 30 – 15%
- From November 1 to 30 – 5%

9.2 Distribution of NRX tokens

After holding Token Sale and Bounty campaign, NRX tokens will be concentrated in the hands of project stakeholders in the following proportion:

- Sales in the open market (66.5%),
- Project in-house operating fund (7%),
- Project founders and team (10%),
- Project partners (10%),
- Project advisers (3.5%),
- Bounty campaign (3%).

9.3 Fund distribution

- Marketing – 30.00%
- Development of Neironix platform – 40.00%
- Legal services – 5.00%
- Hosting for servers and equipment – 5.00%
- Project management and team – 10.00%
- Contractors – 5.00%
- Access to SaaS API – 5.00%

9.4 Token holding

There are limitations as to the period of secondary sales for certain groups of token holders.

- Team – 6 months;
- Partners and advisers – 3 months.

These limitations are introduced for the purpose of safeguarding the interests of project stakeholders, set in the smart contract code, and shall not be subject to any alterations.

9.5 Transaction value

All transactions with tokens of ERC20 standard envision commission of the Ethereum network and depend upon the network workload. This factor does not depend on the project activities and requires taking into account potential associated risks.

9.6 Launch of token at exchange

NEIRONIX smart contract will be drafted in compliance with the ERC20 standard. NRX tokens can be floated and traded freely.

One should take into account that up to three months may pass from the dates of open sale closure and start of listing for NRX token at the first centralized exchanges. This period is required for the technical and legal integration of Neironix with other trading platforms.

It should be taken into consideration that Neironix platform is a functioning and scalable business at the moment of conducting Token Sale, as realistic figures and calculations confirm the availability of audience and demand for services.

We are confident that deflation in the conditions of limited emission is the most transparent and efficient economic model ensuring the growth in value of NRX token.

For the implementation of this model, NEIRONIX smart contract envisions burning away 100% of tokens received as payment for informational and advertising services.

We undertake the commitment not to accept any type of currency different from NRX token until the monthly trading volume of our token at exchanges used for listing amounts to less than 2% of its total emission value. When this threshold is achieved, the subsequent services will be rendered with payment in any type of currency identified by us on condition of this payment being comparable with the price of service denominated in tokens being listed.

However, we will still accept service payments in tokens until the moment of burning away all of them.

10.1 Token growth strategy

NRX is a utility token that offers the right of placing advertising and informational services at the price set before at the stage of Token Sale procedure.

NRX token is a liquid asset from the very first day of its emission.

We will ensure the stable rise in value of NRX token with the help of the following factors:

- Growth in demand for Neironix platform services.
- Token buyback.
- Deflation, burning away 100% of tokens accepted as payment in the conditions of limited emission.

10.2 Token buyback

Neironix smart contract envisions forming a fund equal to 10% of the amounts accepted as payment for subscription. At the end of each quarter, the accumulated sum will be allocated for the buyback of NRX tokens in the open market.

10.3 Token deflation

Deflation is artificial withdrawal of a part of NRX tokens from circulation, an essential condition for growth in its value. According to preliminary estimates, we will receive \$29,000,000 or 58,000,000 NRX tokens over the next four years as payment for advertising and informational services.

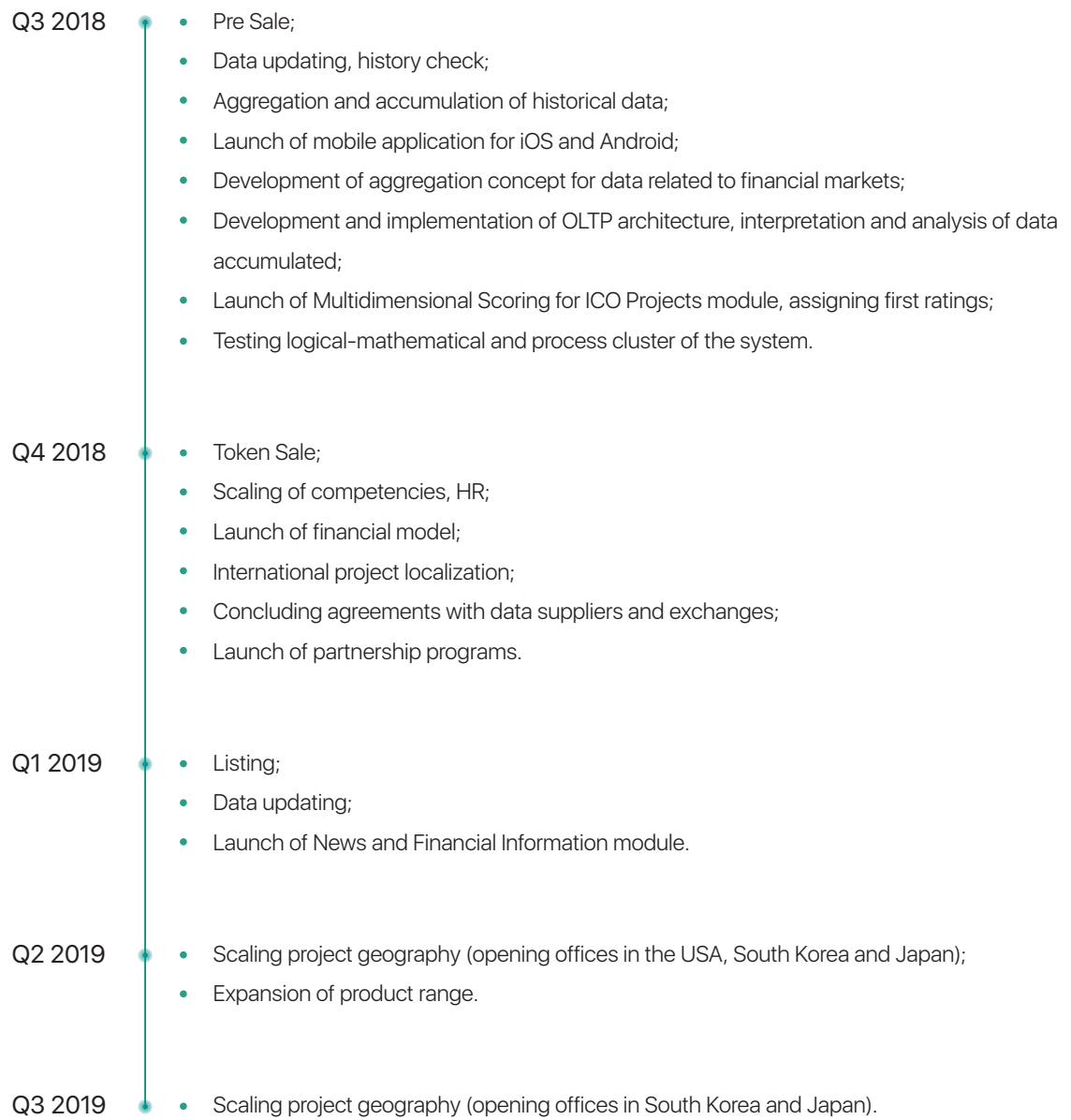
After Token Sale is over, we will sell 15% stake in the company via public offering.

The price of 1% stake is \$510,000.

We offer for sale three equity stakes in the following proportions:

- 3% – \$1,530,000.
- 5% – \$2,550,000.
- 7% – \$3,570,000.
- Purchase is possible with payment in USD, ETH, BTC.
- The exchange of stake for a package of NRX tokens is also possible.







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15.1 Limitations

The information provided in this White Paper shall be deemed neither a commercial offer for sale, purchase or other use of tokens (as well as securities or other intangible assets) nor advertisement, and does not envision concluding any official agreements. This information shall not be interpreted as an investment offer of any type. The purpose of this White Paper lies in informing potential investors and other interested parties about Neironix and initial placement of Neironix Token (NRX).

Neironix tokens (NRX) shall not be deemed to be debt obligations, shares, securities, ownership rights for tangible or intangible assets, as well as means for income generation. Neironix tokens (NRX) have no material security and represent the intellectual property of Neironix.

Neironix platform does not represent an offer to become NRX token holders for legal entities and individuals – residents of the USA and Republic of Singapore, as well as other persons with age, legal, religious or other restrictions for taking part in the initial placement of Neironix tokens (NRX). All holders of Neironix tokens (NRX) are subject to legislation of the countries of their residence.

In case of lack of information about the possibility/impossibility to take part in the initial placement of Neironix tokens (NRX), potential project stakeholders may seek legal, financial, tax or other advice.

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The statement, calculations and financial indices presented in this document are projected ones, and represent preliminary analytical data. This data has been developed with unknown risk factors taken into account. The actual results and circumstances may be radically different from the calculations provided in this White Paper.