



WHITE PAPER

# Dacxi Coin

The cryptocurrency  
of the Dacxi Chain.



## Contents

|                               |       |
|-------------------------------|-------|
| Executive Summary             | 03    |
| Dacxi Coin in a Nutshell      | 04    |
| Dacxi Story                   | 05    |
| The Opportunity: Crowd Wealth | 06    |
| The Dacxi Business Model      | 07-08 |
| Dacxi Community Exchange      |       |
| Crowd Wealth/Venture Exchange |       |
| Global Licensee Network       |       |
| Our Vision                    |       |
| Dacxi Today                   | 09    |
| Stage 1: The Foundation       |       |
| Stage 2: Customer Momentum    |       |
| Stage 3: Global Expansion     |       |
| Seven Dacxi Value Drivers     | 10    |
| Price and liquidity           | 11    |
| Dacxi details                 | 12    |
| Technology                    |       |
| Financials                    |       |
| Security: A+                  |       |
| Timeline of Key Achievements  | 13    |
| Summary                       | 14    |
| Disclaimer                    | 15    |



## Executive Summary

Dacxi is a global wealthtech company headquartered in Singapore with a mission to help individuals build their financial security through the unique opportunities provided by the new Crowd Wealth Revolution. The key to success is Dacxi's innovative business model centered on the community, and designed to lead this new trillion-dollar niche sector. Due to the 'Crypto-Winter' of 2018, Dacxi had to pivot its Dacxi Coin strategy from an exchange fees model to a global blockchain tokenization business model described below inline with the crowd-wealth strategy. Dacxi is now a well-established business with three years of successful operations.

This 'White Paper' on the Dacxi Coin is designed to simply provide meaningful information and update those interested in the details of the Dacxi Coin, and the Dacxi business it empowers. It supersedes all previous documentation.

Unlike other wealthtech companies, Dacxi's focus is on the 'Crowd', the people, and not selling financial products nor simply creating a 'platform' to connect buyers with sellers. This unique Crowd Wealth community adds support layers; including information, education and inspiration, to build confidence and to act appropriately. This system will not only assist to educate people, but it will empower and better protect the public.

Dacxi is a pioneer of the new global Crowd Wealth sector which is the evolution of the 'Crowd-Sourced Money' sector of Crowd-funding, Crowd-Lending and the Crypto-Crowd. This global Crowd opportunity provides new wealth opportunities to the millions who need to have access to these opportunities and help build financial security. It will power companies and people, in an innovation funding revolution across the world.

To deliver on its mission, Dacxi has designed a unique and innovative business model that includes the Dacxi Community Exchange and Dacxi Venture Exchanges, based on the 'Dacxi Chain' blockchain.

The key to our ongoing success is a large engaged 'Crowd' driven by our powerful Direct-Digital marketing solution. The company believes this new ecosystem has the power to solve the 'innovation funding gap' experienced in every country in the world.

All of our web and exchange technology is developed in-house. Upon the Australian and British/Eire businesses operating independently, this will allow the company to launch a global network of independently licensed Crowd Wealth ecosystems in 100 countries by 2025.

In support of the launch of the global network of the crowd wealth ecosystem, the Dacxi Coin will be listed on external exchanges to enable the Dacxi Coin to be more tradeable and liquid. Supported by a more buoyant crypto market, liquidity volume and price discovery will be enabled.

# Dacxi Coin in a Nutshell

## Definition

The Dacxi Coin is the Wealth Building Coin with seven uses in the Dacxi Economy. This is a utility token, not a security.

## Purpose

To drive customer development and facilitate the Dacxi 'crowd wealth ecosystem' globally, especially Dacxi Chain fees and its innovation funding model.

## Dacxi Coin Issuer

The Dacxi Coin is issued by Dacxi Pte Ltd, Singapore.

## Ownership

Individuals, companies, trusts and Dacxi companies owned coins. All coins are currently visible in Ethereum based wallets on the Dacxi exchanges.

## Value

Value is driven by the seven use cases, and dependent on demand from users.

## Blockchain and Miners

The Dacxi Coin is currently based on the ERC20 protocol utilising the Ethereum blockchain and its mining network. All coins have been 'pre-minted' by the company. Coins are currently held within the Dacxi exchange network, thus there are only two ETH wallets as shown on Etherscan. The company will place all Dacxi Coins in individuals ETH addresses in the near future. Dacxi plans to launch its own blockchain, and once completed, the Dacxi Coin will be enabled to be used to pay for mining, gas and blockchain fees.

## Numbers

10 billion coins have been issued. No more Dacxi Coins will be produced.

## Dacxi Coin Listing

Listed on Dacxi exchanges. Will be listed on external, non-Dacxi exchanges in 2021.  
See Price & Liquidity Section.

### Coin allocation is projected:

- Foundation Stage: 2017-2020 - 35%
- Momentum Stage: 2021 - 15%
- Global Expansion: 2022-2025 - 10%
- Licensee Allocation: 10%
- Staff/Founders/Suppliers: 30%



## Dacxi Story

Dacxi is a wealthtech company with global reach that helps customers to succeed in the Crowd Wealth sector, allowing customers to become involved with cryptocurrencies and the underlying innovation they represent. The Dacxi name comes from Digital Asset Community Exchange International and is pronounced 'dac-shi' (It means 'great timing' in Chinese).

Dacxi's purpose is to help people access wealth building opportunities easily. Increasing wealth builds financial security for people and enables them to make their desired lifestyle choices.

On a corporate funding level, the Dacxi crowd wealth model will assist to solve the innovation funding gap apparent in the early-stage technology sector. This should be game-changing for tech companies and tech investors in many emerging countries of the world.

The people who have 'wealth cash' to spend and want to find new wealth-building opportunities, Dacxi defines as 'the Crowd'. Dacxi defines itself as the 'Crowd Champions' as it has significant experience in segmenting, marketing and customer acquisition and engagement in this area.

The challenge for the Crowd everywhere in the world is that the global economic system is not working for them. Whilst the wealthy and financial organisations get access to wealth building opportunities, many do not get access to similar wealth-building opportunities because either:

1. They are not offered or they are unaware of these opportunities, or
2. They are not presented in a way they understand, or
3. Most importantly, they are not supported in a way that will allow them to be confident in higher risk/return areas represented by technology advancements.

Dacxi was created because of the unique opportunities that Crowd Wealth introduces to the Crowd to build wealth through having some exposure to the technology sector. Low bank cash rates and limited yields in more traditional markets have been a catalyst in creating this opportunity. These opportunities are fantastic, yet the sector is ever changing and the public lack education and confidence, so they need a Champion who understands and supports their interests rather than just being product suppliers.

The Dacxi founder has seen this opportunity before. In the mid 1990s, the telecoms and utilities sectors were being deregulated in the UK, which was an exciting opportunity, yet the public were confused and concerned. With a focus on the consumer, he co-founded, launched and then publicly listed [Telecom Plus PLC](#). The business concept was to help the customer get a great deal on telecoms, and then offer them further services for further savings. Now trading as the [Utility Warehouse](#), this company has a proven success record.

Dacxi has been launched in the initial stage with the aim of assisting customers buy crypto in the fastest, most convenient and most secure way. In the next stage, Customers will be able to access an increasing range of opportunities from all seven product areas of Crowd Wealth to transform their wealth. Fundamental to this journey will be a community platform with information, education and inspiration needed to empower and educate them.

# The Opportunity: Crowd Wealth

## The Crowd Revolution

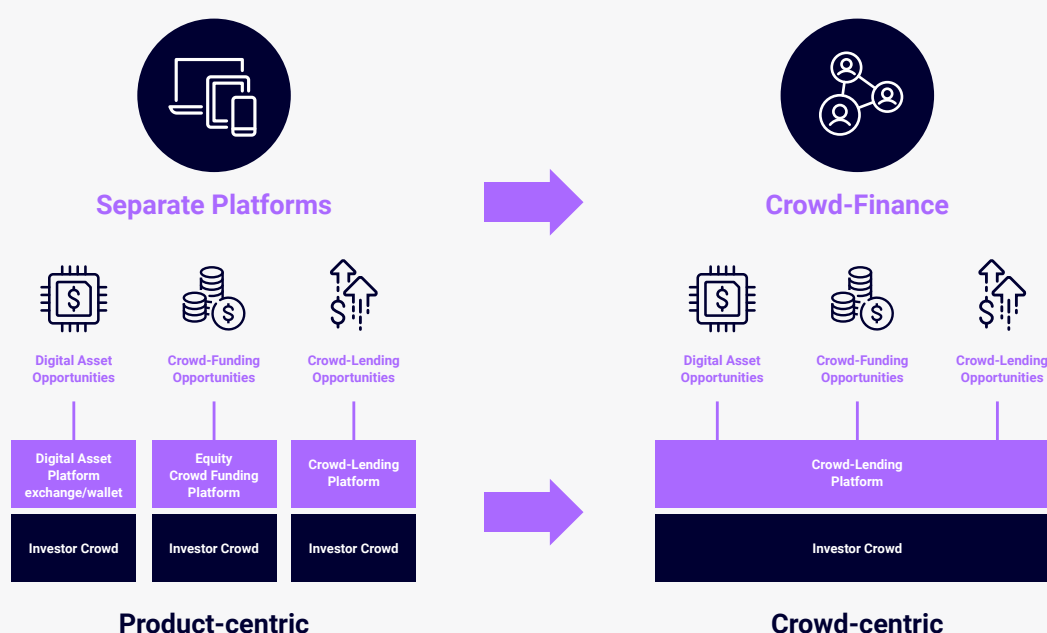
Crowd Wealth is the evolution of one of the hottest sectors in finance and is a massive source of new wealth building opportunities. The mass use of the internet created what is known as the crowd-sourced revolution where new digital businesses disrupted established industries and created new opportunities. Famous 'Crowd' platforms like Uber and Airbnb have utilised the new 'crowd' investment sectors including some of these seven product areas. Three of these are specifically mentioned below.

1. **Asset Crowd Funding** - (Equity/Property) new ways that the Crowd invest in property projects or the shares of innovative early stage companies as a group of people. Product/project funding such as Kickstarter is not asset related.
2. **Crowd Lending** - (P2P/Company/Organisation) new ways the Crowd can create wealth lending directly to individuals, companies and organisations as a group.
3. **Digital Assets** - (Global/Local) new ways that the Crowd can create wealth buying new types of currencies/tokens and new ways of investing in assets.

Given the massive anticipated 'Crowd' demand for opportunities and the prospective power of Crowd Wealth, these sectors have been successful but have not yet gained mass adoption in the Crowd which Dacxi estimates could include as many as two billion people worldwide and the market valuation is estimated in trillions.

The reason is simply that the 'Crowd' is not being supported as needed. This is why the public have been exposed to so many questionable practices in Crowd-Lending in China, thousands of crypto failures and the lack of participation within crowd funding. Many existing models are 'Product-Centric', giving preference to the product suppliers or platform and not to the underlying support for the crowd that is needed.

The logical evolution is to a 'Crowd-Centric' model, where there is one crowd supported in a unique community with one bespoke platform offering multiple products. Crowd Wealth characterizes this evolution and Dacxi is pioneering to take advantage of this opportunity.



# The Dacxi Business Model

The Dacxi model is unlike any other in the world. It has been designed to support the Crowd rather than simply facilitate a trade - like an exchange or sell a product - like most crowd-lending and funding companies.

Our business model is based on providing technology platforms and opportunities alongside education, care and support for customers. In return, Dacxi will earn ongoing fees from customers.

## Dacxi Community Exchange

At the heart of the Dacxi model is a 'community ecosystem' designed to provide information, inspiration and the education people need to empower and potentially protect them from pitfalls evident in the complex crypto environment. Dacxi's founder is considered a world authority in this specialised area for new financial opportunities, and experience has shown that the public struggle because they lack competence and confidence and need the RIGHT support.

Dacxi's community is based on a combination of elements including workshops, website, social, email, live events, webinars and coaching. Significant personal and group support is vital for the Crowd, or they will never have the initial confidence or the ongoing confidence to remain engaged as a customer.

For the community, Dacxi has an Exchange to allow customers to buy, sell or store crypto assets. This is unlike any other exchange and it's called a 'Community Exchange' and is part of the Dacxi ecosystem. Individual coins are available, and the first product offered is a unique 'Bundle' portfolio of the three Blue Chip crypto coins. This is the easiest way for the crowd to purchase cryptos simply and with some diversity. To support this ecosystem, Dacxi has a constant focus on security, customer service and delivers 1-1 initial education, which is vital to customers.

A unique Direct-Digital marketing system combines the customer acquisition and support functions of a Direct partner programme along with the power of Digital support. This combined customer acquisition strategy is considered highly effective in gaining reach into new markets. This is NOT a Multi-Level Marketing/MLM system.

## Crowd Wealth/Venture Exchange

To expand into other Crowd Wealth products, Dacxi will add its Crowd Funding platform, which uniquely processes opportunities. This system will assist to solve the Innovation Funding problems whereby companies struggle to raise enough early stage capital for success.

Dacxi has made significant progress in developing its 'Venture Exchange' which is a new form of asset exchange with the capability to list crypto coins, equity and debt assets.

## Global Licensee Network

To expand globally, Dacxi will license or franchise globally, rather than use an ownership model. The logic for this is that each country needs a strong local crowd champion that understands the local conditions and has the power to adapt the Dacxi model.

Local compliance with government regulation is vital to build trust in the crowd. The local licensee will have a significant competitive advantage over local competitors by tapping into a proven global technology platform, brand and the Dacxi ecosystem. More importantly, they tap into a global innovation funding system and a global partner system, which will be able to dramatically accelerate their customer acquisition. The Dacxi Coin facilitates these two systems.

## Our Vision

### By 2025, Dacxi aspires to have:

- 100 countries owned and developed by a national licensee operating in a powerful global network. Licensed, regulated and managed locally.
- Each country with opportunities and access to new product sectors from Property Crowd-Funding to Local Crypto. All designed to help them build wealth as quickly and safely as possible.
- A global innovation funding system that has the power to significantly fund opportunities in every country where Dacxi operates.
- A community of customers and investors supported locally yet connected globally and able to introduce their friends globally and share their ideas and successes.

The transactions within each country and in the global network make up what's called the 'Dacxi Economy.' The value of all of these elements has the potential to be in billions of dollars. Powering all the elements in the Dacxi Economy is the Dacxi Coin with seven specific uses.



## Dacxi Today

### STAGE 1 THE FOUNDATION

2017 - 2020

Launched in the hype of the 1st Crypto boom, this initial global digital marketing strategy had to be scrapped in the Crypto-Winter of 2018. The company pivoted to its Direct-Digital marketing strategy which was proven in Australia in 2019, and thereafter expanded into the UK.

### STAGE 2 CUSTOMER MOMENTUM

2021

From a strong base, Dacxi is focused on creating Customer momentum within its core markets of Australia/NZ/PI and UK/Eire. Offices have been opened in these markets and the company is confident of success. Both of these will be listed on local stock markets to be locally owned and controlled businesses in 2022. The Dacxi Coin will be externally listed on other trading exchanges.

### STAGE 3 GLOBAL EXPANSION

2022

Dacxi will license 100 countries globally with the simple Community Exchange then support countries expand into Crowd Wealth. Dacxi's bespoke technology allows for a new exchange to be launched as part of the global network within a week of registration and licensing. A new global platform network will be launched based on the Dacxi Chain blockchain facilitating a unique global innovation funding system.

# Seven Dacxi Value Drivers

The Dacxi Coin is classified as a 'Utility Token' with its use case being wealth building. Its value is determined by demand created by its seven value drivers listed below. It is not asset based, nor it is an investment product - and thus is not a security.

1

## Customer and Partner Momentum Incentives

Accelerating lead acquisition through campaigns like customer joining incentives like the offering of 50% more Dacxi Coin on a Bundle purchase.

2

## Global Partner Currency

By paying partner bonuses in Dacxi Coin, partners can be paid on customer acquisition globally simply and effectively.

3

## Staff Incentives

Providing Dacxi Coin to staff, incentivises employee alignment with customers and partners.

4

## Community E-Commerce Currency

Offering additional benefits paid in Dacxi Coin builds community value.

5

## Exchange Incentives

To incentivise Venture exchange activity. Funding new listings. Rewarding 'dragons'.

6

## Global Innovation Currency

Dacxi Coin will allow owners to invest in Innovation Funding opportunities from around the world easily creating one global innovation market.

7

## Blockchain Fees

Dacxi intends to launch its own blockchain supporting all transactions on the Dacxi exchanges. Blockchain fees in this Instance will be payable using the Dacxi coin. This will create intrinsic demand for the Dacxi coin.

The Dacxi Coin's role is as a financial 'Wealth Builder Coin'. Its role is purely within the Dacxi ecosystem, not to be used as a payment coin externally to buy a coffee or an airline ticket. The seven uses are designed to grow the customer crowd, build engagement and to facilitate the global system of partner driven customer acquisition and innovation funding. The first two uses are to drive Customer momentum which is vital for success.

In Stage Two of Dacxi's development in 2021, the first four uses are being employed with the last three to be initiated in 2022 with Stage Three.

## Price and Liquidity

Price and liquidity are important for the Dacxi Coin to be effective as an incentive or currency to power the Dacxi economy. Given the potential size of the global Dacxi economy, especially with a global network of 100 exchanges where the Dacxi Coin is the base currency, the Dacxi Coin is expected to be highly liquid in the future. This is also expected to positively impact price. The aspiration is for the Dacxi Coin to be ranked as a Top 50 global coin.

Unlike most other crypto assets which are free-floating on external exchanges, the Dacxi Coin has an initial fixed price and is only internally traded on [Dacxi's exchanges](#). This strategy has protected the Dacxi Coin from the massive price fluctuations over recent years affecting the majority of cryptos and allowed it to focus on building the underlying business. The Dacxi Coin strategy is unique, so requires explanation of how price and liquidity will be developed.

The volume of buying and selling of an asset is called 'liquidity'. A highly liquid crypto traded on many exchanges globally, like Bitcoin, has relatively accurate pricing and creates confidence. Low liquidity crypto or those on few exchanges have weak pricing or prices that people cannot trust. These coins normally stagnate with minimal trading. The Dacxi Coin is in a select group of crypto with high potential businesses underlying them. Examples include Litecoin, active blockchains like Ethereum. In these instances, high liquidity is possible. Dacxi's global exchange network, seven uses and global crowd should create high liquidity as its underlying business expands and develops.



## Dacxi Details

Dacxi was created in Singapore in 2017 and all Dacxi companies globally are majority owned by the Singaporean company.

The company has an established team of professionals with proven skills in technology, finance, operations and marketing. The company has operations from offices in Australia, UK, Estonia, New Zealand and Brazil.

### Technology

Technology is one of Dacxi's strengths. It has invested over three years in building the bespoke platform - writing code from ground up using an in-house technology team of blockchain/exchange specialists.

Before joining Dacxi, the core team were the only known team building a global network of crypto exchanges. This knowledge has been invaluable in the development of Dacxi's global tech network model.

This unique technology platform will allow for the launch of a new Dacxi exchange based platform in a new country every week when Dacxi expands globally. This is why the Dacxi Global Economy will be able to grow so quickly from late 2021.

### Financials

Dacxi is quarterly cash-flow positive . It will be raising capital in home countries as required. This has no impact on the Dacxi Coin.

### Security: A+

Everything at Dacxi starts with security and it is one of the few exchange platforms where the 'front-end' interface is independently rated as A+. Also 98% of crypto assets are held in 'cold' wallets away from 'hacking' and the remaining 2% are held in warm wallets which are backed by cash reserves for full 100% security. The company does not risk its business by lending its customers assets out.

# Timeline of Key Achievements

2017 - 2020

## FOUNDATION STAGE

- Direct-Digital marketing launched.
- Global network technology platform base completed.
- EU crypto-exchange license secured.
- Exchange -Highest security A+ rating achieved.
- Dacxi Global Exchange launched.
- Dacxi Australian Exchange launched.
- Dacxi UK/Eire launched.
- Exchange EasyTrading feature launched.

2021

## MOMENTUM STAGE

- Focus on AU/UK/EU customer momentum.
- Dacxi Exchanges launched in UK, EU, NZ and Singapore. up to 50 cloud platforms.
- Dacxi Coin liquidity on Dacxi exchanges.
- Dacxi Coin external public exchange listings.
- Latin American Office.
- Launch global licensee programme.
- UK ISA/pension product.

2022

## GLOBAL EXPANSION STAGE

- Launch of Dacxi Chain blockchain.
- Tokenised Crowd-Funding launched.
- Venture Exchanges launched in key countries.
- Global licensee expansion, 50 partners secured.
- AU/UK Public listings anticipated.

2023+

## THE FUTURE OF DACXI

- Dacxi is the world's leading Crypto Wealth network.

## Summary

The Dacxi Coin now sits upon a unique rapidly growing business that has the potential to become a powerful global financial ecosystem unlike anything seen in the world before. It will deliver incredible value to that section of the public who want to rapidly increase their wealth in an economy that favours the wealthy. In addition, it will deliver a funding solution across the world, in countries that need these opportunities to stabilise and empower their populations.

Dacxi is excited that the Dacxi Coin is the key factor to create a new global innovation funding system that has the power to deliver 'Silicon Valley' level funding to new companies across the world. Dacxi appreciates its vision is highly aspirational, yet all the elements are in place today and the company has the passion to succeed.



# Disclaimer

Whilst this is not a marketing or offer document, some readers may be interested in purchasing the Dacxi Coin. It is important that they undertake their own due diligence in order to evaluate any and all risks that might be associated with Dacxi and Dacxi Coins. Please understand that the purchase of any of Dacxi's products are potentially high reward and inherently risky and you do so at your own risk. See our [Terms and Conditions](#) on the Dacxi websites for the complete disclaimer.

## Risks may include but may not be limited to:

### Market Risk

The market for the exchange of tokens and crypto assets is unregulated, fluid and immature. Currency and token values are subject to large and often dramatic fluctuations. There can be no guarantee that values may remain stable, increase or decrease in any particular time period. Market fluctuations cannot be predicted. There is no guarantee that the value of tokens or coins may rise after investment.

### Business Risks

Dacxi is an early stage company that has developed IP for a global community and crypto asset exchange. A risk is whether Dacxi can further develop and commercialise the ecosystem. Failure to commercialise will have a significant adverse impact on Dacxi's business model, operating performance and financial position.

### No Investment Advice

The information provided in this document does not constitute investment advice, financial advice, trading advice or any other sort of advice and you should not treat any of this documents content as such. Dacxi does not recommend that any cryptocurrency should be bought, sold or held by you and nothing in this presentation should be taken as an offer to buy, sell or hold a cryptocurrency. Do conduct your own due diligence and consult your financial adviser before making any investment decision.

### Accuracy of Information

Dacxi has taken all reasonable steps to ensure the information listed in this presentation is accurate. It will not hold any responsibility for any missing or inaccurate information. You understand that you are using any and all information available here at your own risk.

### Price Risk

The prices of cryptocurrencies are highly volatile. It is common for prices to increase or decrease by over 100% in a single day. Although this could mean potentially huge profits, this could also mean huge losses. Do not invest all your money in cryptocurrencies. Only invest money which you are willing to lose. Cryptocurrency trading may not be suitable for all users of this website. Anyone looking to invest in cryptocurrencies should consult a fully qualified independent professional financial adviser.



To contact us please visit [dacxichain.com](https://dacxichain.com)