



TURNCOIN®

WHITE PAPER

THE **X**CHANGE®

www.TurnCoin.com

Introduction

People are passionate beings, made to create and achieve greatness.

Our mission is to empower people worldwide to achieve their dreams by providing a platform that will enable them to monetize their talent, popularity, name, image, and likeness unlike anything before.

Core Concept

THE "NASDAQ" FOR PEOPLE

People issue "digital stakes" called VirtualStaX™ in themselves to raise capital for their ambitions. Be it for careers, passions, or philanthropic missions, TheXchange® offers an opportunity for talent to scale their fundraising efforts while offering backers the utility of proximity to the talent backed.

PEOPLE
FOR
PEOPLE



TURNCOIN®

www.TurnCoin.com

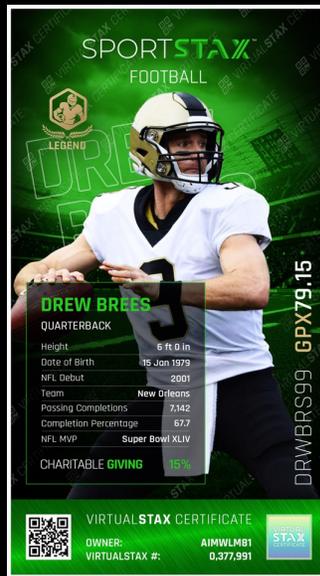
WHAT ARE VIRTUALSTAX™

POWERED BY THE EXCHANGE

VirtualStax creates a new fan experience that lets you own and trade StaX in your favorite people

Talented people in all passions of life can create their own VirtualStaX within minutes.

StaX issuers collect **90%** of the gross revenue generated on their initial StaX sale and a **1%** fee on all future trades.



Supporters and fans can participate in the journey of their favourite talented people by owning and trading their StaX.

As the popularity of the talented person grows (GPX), so does the value of their VirtualStaX.

SIMPLY POWERFUL™

VIRTUALSTAX™

The Product

VirtualStaX™ (StaX) allows people in all passions of life to showcase their talents on a global stage and allow friends, family, supporters and their global fanbase to buy VirtualStaX™ in them and participate in their journey to success.

These VirtualStaX™ allow supporters to own a stake in their favorite people and trade speculatively on their reputation and popularity. There are VirtualStaX™ for every passion of life, including Sport VirtualStaX™, Esport VirtualStaX™,

VirtualStaX™ – Sub StaX Categories COMING SOON!



Actor VirtualStaX™, Musician VirtualStaX™, Business VirtualStaX™, Artist VirtualStaX™, Celebrity VirtualStaX™, etc.

By utilising the latest blockchain technology, TheXchange® offers a highly –transparent, free-market system for buying and selling of VirtualStaX™.

www.VirtualStaX.com

THE XCHANGE™ ECOSYSTEM



TheXchange®

Think of TheXchange® as the global “VirtualStaX™ Marketplace”.

TheXchange® was developed meticulously over a three-year period by a highly-dedicated, diverse, and experienced global team. The VirtualStaX™ Marketplace comprises of:



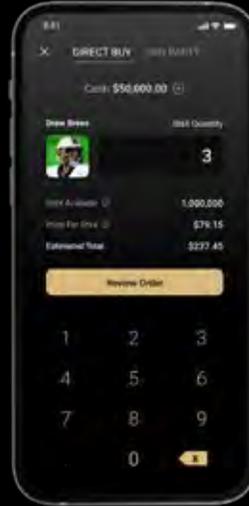
STAX CREATION STATION



AUCTION PLATFORM



TRADING PLATFORM



STAX OWNER ACCESS



Stax Creation Station

A station that generates StaX for Issuers based on user input such as graphics, image effects and personal statistics. Their style is standardized to help equalize their value across different industries. The value of a person's StaX is determined by their popularity, rather than the StaX themselves. Designs for different rarities of StaX allow different levels of customization.

Auction Platform

The auction platform enables consensus of a fair market value for any new issuer of StaX. Rare and Unique VirtualStaX™ are individually sold by auction.

Trading Platform

A marketplace supporting high-volume StaX trading with a user interface that caters to both novice and advanced traders.

Stax Owner Access

Owners of VirtualStaX™ participate in the journey of the talent by having proximity to the talent and getting exclusive access to events, merchandise, airdrops and meetings with the talent.

STAX APP™ ISSUER



www.VirtualStaX.com

StaX App – Issuer

The Issuers App lets Issuers create StaX, attach rewards to their StaX, undergo identity verification and launch their StaX offering by scheduling their initial StaX auction.

Once the auction completes, a peer-to-peer market opens where StaX holders can sell their StaX.

The price at which StaX are sold by an issuer is determined by the GPX, short for Global Popularity Index: a supply and demand driven algorithm which provides a bar of value determination across all Issuers and StaX categories.

STAX APP™

LAUNCHING SOON!



www.VirtualStax.com

StaX App – Buyers

The Buyers App engages users from different backgrounds: traders, collectors, family, friends, and global fans. Buyers have access to all Issuers on the platform, across all StaX categories. They can find and discover talent they are interested in and participate in auctions, buy, sell, and trade StaX.

Buyers can claim and participate in rewards attached to StaX and connect with talented people that they admire or want to support.



How do Issuers of StaX make money?

The Issuer receives 90% of the value of all primary market sales and 1% of the value of all secondary market transactions.

Issuers can generate further income by selling merchandise from their integrated online store.



1

**CREATE YOUR
VirtualStaX™**

2

**SHARE WITH
FAMILY & FRIENDS**

3

**SHARE ON SOCIAL
MEDIA PLATFORM**

4

**COLLECT YOUR
FUNDS**



THE XCHANGE®

TheXchange® Collects Fees on Every StaX Sold & Traded

TheXchange® collects **10%** of the gross revenue generated on every initial sale of StaX and a **1%** processing fee for every trade thereafter in all StaX Categories worldwide.

Example:

An Issuer sells 2 StaX in the Primary Market for \$50 each for a transaction value of **\$100**:



Example:

A transaction with a value of **\$100** is executed on the secondary market:





TURNCOIN®

TurnCoin® Holders Receive a Monthly Yield from TheXchange®

Every dollar collected by TheXchange® from every initial StaX sale and trade globally, is automatically distributed back to every TurnCoin® holder's TurnCoin® digital wallet, on a pro-rata holdings basis every month.

Marketing

Talented Individuals represent icons and stars of past and present, as well as young, up-and-coming talent. They are the athletes, the celebrities, the musicians, the actors, the entrepreneurs, the politicians, or even the widely-recognized groups or teams that have achieved—or may achieve—greatness in their lifetime.

These Talented Individuals will be able to share their journey to success with their supporters on

TheXchange® Platform. Supporters represent the lifeblood of all Talented Individuals and facilitate their growth and success.

The Company plans to promote TheXchange® Platform to these talented individuals and supporters through, among other things, various online advertising campaigns, viral marketing, and the networks of the Company's directors, officers, agents, and ambassadors.

THEXCHANGE® AMBASSADORS

Celebrities and Sport stars from around the world are partnering with TheXchange®.



THEXCHANGE

Drew Brees

Former NFL quarterback who played in the National Football League for 20 seasons.



MUSICIANSTAX™

Randy Jackson

American musician, singer, record producer, entrepreneur, and television personality.



SPORTSTAX™

Patrick Mahomes

American football quarterback for the Kansas City Chiefs of the National Football League.



SPORTSTAX™

Jean de Villiers

South African rugby legend, Jean de Villiers, is a former professional rugby union player.



DREW BREES Global Spokesperson and Ambassador for VirtualStaX™

"I believe in the good and the transcending power that TheXchange® can mean for so many young athletes, young celebrities and young dreamers in this world." – **Drew Brees**

Philanthropy

The Company is launching two philanthropy options for participants in TheXchange® Platform: the **Heart of Sport Foundation** and the **Heart of Compassion Foundation**.

Every person who creates and promotes their VirtualStaX™ can choose how much they want to give back.

We take pride in showcasing principles of benevolence and collective charity towards others, hence we have also partnered with third party NPO, **charity: water**.



HEART OF SPORT
FOUNDATION

The Heart of Sport Foundation is a non-profit organization that aims to assist individuals in developing a life-long passion for individual and/or team-based sport and exercise.

One of the core elements of the foundation is the identification of raw talents among interested individuals.



HEART OF COMPASSION
FOUNDATION

Compassion for people forms the very core of TheXchange®. The Foundation aims to empower people with profound practices that support their aspirations to become better people and to make a better world.

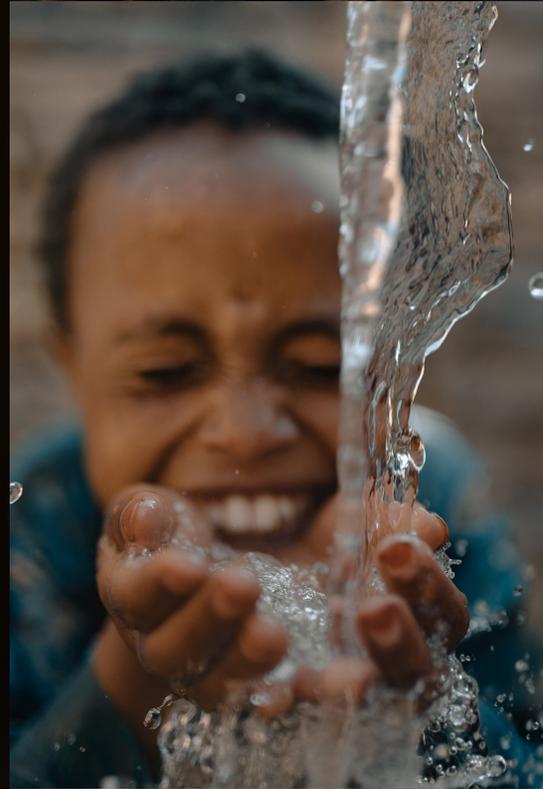
Focusing on the community, the foundation aims to provide an organizational structure for community members to identify, prioritize, and collaborate on sustainable solutions to the poverty-related issues they face.



charity: water

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing countries. 100% of all public donations directly fund water project costs, and we prove every dollar using photos and GPS coordinates on Google Maps.

At charity: water, we're creating a new kind of charity. Through genuine transparency, an unshakable 100% model, and a brand built around hope instead of guilt, we're reinstilling confidence in non-profits and building a community of generous world-changers.





Summary

The vision and goal of TheXchange® is simple: To enable athletes, musicians, actors, business persons, esports players, celebrities, artists and widely-recognized groups and teams—whether amateur or professional—to achieve their dreams with the support of their fans, families, and friends.

Grounded in its vision to help people fund their careers and realize their dreams, TheXchange® aims to legitimize the creation, sale, and trading of VirtualStaX™ by providing an integrated ecosystem where users can create and trade StaX with trust and confidence governed by the GPX algorithm that will create a standard by which to compare the value of one Talented Person to another.

TheXchange® is on a mission to help people, back people. Join us on this journey and share in the success of talent from across the world.

PEOPLE FOR PEOPLE



Technical Detail

StaX MARKETS

Trading StaX takes place on two markets: the Initial Sales market and the Peer-to-Peer market.

The Initial Sales market is where a StaX issuer sells their StaX directly to buyers. The price at which these StaX are sold is determined by the GPX algorithm, short for Global Popularity Index.

The Peer-to-Peer market formed by the buying, selling and trading of StaX by and between Buyers and Supporters at a price of their choosing.

A 7-day auction serves as a price discovery mechanism to determine an Issuer's starting GPX. The auction starts with an unknown GPX. After each 24-hour period, bids are tallied and the GPX is calculated. Bidders can update their bids to qualify for more StaX or cancel bids that are lower than the GPX. GPX can only increase during the auction process. After day 7, the GPX is calculated and StaX are distributed to qualifying bidders.

StaX ISSUANCE

There will be a max supply of 1 million StaX issued per talented person. These StaX

will be released in batches in accordance with suggestions from the GPX to ensure maximum yield for StaX offered. Unissued StaX will be called hidden StaX and these StaX have different classes of Rarity, for example: Bronze, Silver, Gold, Limited Edition and Epic StaX. When a Hidden StaX is bought on the Initial Market, its rarity is revealed to the buyer. Rarity will be used to encourage early adoption or drive purchases at certain points in time.

GLOBAL POPULARITY INDEX (GPX)

The GPX is a proprietary algorithm that defines a global standard at which StaX demand is determined. The algorithm is driven by supply and demand on the Peer-to-Peer market and thus offers a mechanism to value one's StaX as well as allow a way for supporters to discover new talent to back by sorting by highest performers on the GPX index.

PROOF OF OWNERSHIP

Distributed ledger technology will be used to record the ownership of StaX. Each user will have a dedicated account to track their holdings on the ledger, resulting in verifiable proof of ownership.

TurnCoin®

The TurnCoin® digital security token will be implemented as an ERC-20 token contract on the Ethereum blockchain and modified to incorporate restrictions on the transfer of TurnCoin® and payout of monthly yield, as may be mandated by Regulatory and Commercial requirements.

Buying, selling and trading of the TurnCoin® digital security token, as well as the monthly yield distribution, will be governed by a smart contract system deployed on the Ethereum blockchain. The primary objectives of the smart contracts are to govern the trade of TurnCoin® and to enable the distribution of monthly revenue to all TurnCoin® holders:

1. The Transfer of TurnCoin® is subject to both Regulatory and Commercial qualification and hold periods
2. Regulatory restrictions have both jurisdictional and individual qualifying criteria. It is subject to both the citizenship and certain personal qualifying criteria of the Transferee (Buyer) as well as transfer restrictions of the Transferor (Seller);
3. Commercial trading of TurnCoin® held by early stage investors is also subject to “dumping” rules to prevent market flooding of TurnCoin® that was sold to investors at sub-optimal pricing. The Commercial Lockup runs concurrently with the Regulatory Lockup

The TurnCoin® smart contract system will include:

1. A modified ERC-20 token contract which mints 1billion TurnCoin® and governs the trade of TurnCoin® based on eligibility criteria of TurnCoin® holders.
2. A yield payout smart contract from which the gross monthly revenue of TheXchange® is distributed to eligible TurnCoin® holders.
3. A central register from where governance rules, including regulatory and commercial

considerations, are determined and written to the TurnCoin® smart contract.

There are two classifications of TurnCoin® :

1. Non-tradable TurnCoin®, of which there are 500,000,000
2. Tradable TurnCoin® of which there are 500,000,000

The non-tradable TurnCoin® is held, in perpetuity, by the holding company, Xapis Pte. Ltd, which will utilize the revenue derived from 400,000,000 of these holdings to fund the costs associated with the operation, marketing, regulation and evolution of the VirtualStaX™ platform. Revenue derived from the remaining 100,000,000 of these holdings will be utilized to fund charitable endeavors of the holding company's choice.

As soon as practicable following the Initial Offering of TurnCoin® and no later than the launch of the VirtualStaX™ platform, TheXchange® intends to issue each TurnCoin® to the purchaser's digital wallet address on the Ethereum blockchain in the form of a cryptographic token. TurnCoin® can be traded Peer-to-Peer from any platform as long as all parties partaking in the transaction are eligible according to the regulatory and commercial rules.

On the first calendar day of every month, 100% of the revenue generated by the VirtualStaX™ platform is automatically transferred to the yield payout smart contract. The pro rata yield per TurnCoin® holder is calculated as shown in the formula below and paid to the same Ethereum address that holds the TurnCoin®.

(Total Revenue / 1,000,000,000) * TurnCoin® held = Yield payout

For example, if the monthly revenue of the VirtualStaX™ platform were \$100,000,000 the yield paid to a wallet holding 10,000 TurnCoin® would be \$1,000.00:

($\$100,000,000.00 / 1,000,000,000$) * 10,000 = \$1,000.00

INSANELY SIMPLE®

TURN
COIN!

TURNCOIN®

TurnCoin® Limited | 57/63 Line Wall Road | Gibraltar
REID Registration No: GICO.121254-74 | info@TurnCoin.com

TurnCoin® | Whitepaper