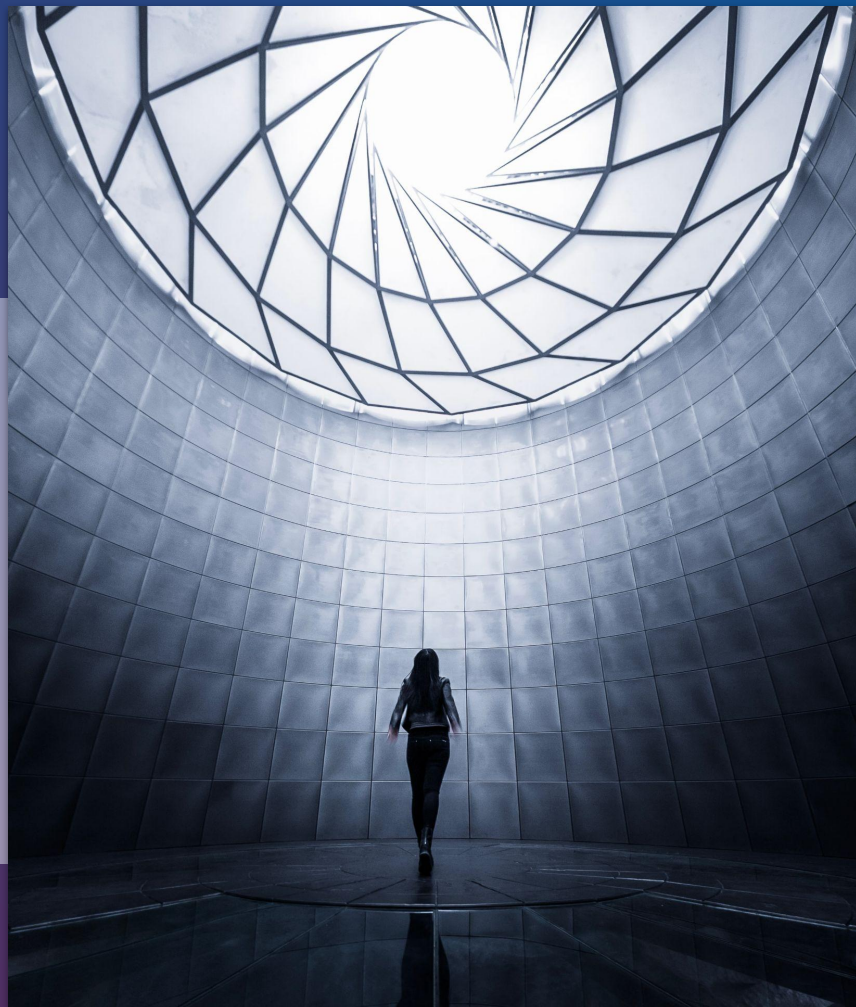# AXION

THE FUTURE OF AXION

Q3 BRAND & PRESENCE ANALYSIS

AXION

01. Q3 REFLECTIONS & RECAP

REFLECTIONS - TEAM LED, COMMUNITY DRIVEN

Q3 was ground-zero for Axion. Lots of foundational changes, tokenomic adjustments, and new product launches. The team was busy!

We're more excited than ever about the future of Axion as the Polygon migration is imminent. The whole team has been hard at work to launch Axion on Polygon with new features, new website functionality, and new ideas all flowing in to the world's greatest staking Platform. Thanks for joining us for the ride!

CALLMEJACE

AXION

Q3 ACTIVITIES SUMMARY

- **Operation & Strategy Team Restructuring**
  - Onboarding Deadpoet to the core team to facilitate discussions on internal and external growth.
  - Clear and defined project objectives as well as roles and responsibilities for team members

- **Community discussion on challenges of governance in a startup environment.**
  - Project is now team led and community driven. This allows centralized strategic decisions to implement and manage changes.

- **V3 code Audit**
  - Community vote on how to fund the Audit cost of $60K

- **Axion Development Team Salary reduction**
  - We made the mutual decision as a team to reduce the salaries of those employed by Axion by an average of ~39%, with some as much as 75% reduced.

- **Implement Axion Testing Initiatives (ATI)**
  - Axion's pillars of sustainable tokenomics are based on data driven initiatives to gather data, simulate assessments and simplify the auction model for future scaling activities.
  - Adopted process thinking in all matters to mitigate risk and minimize errors.

- **Launch of the Axion Accelerator**
  - The AXION Accelerator is an outcome of our ATI efforts which now replaces the existing AXION Auction system. Axion accelerator is an optimized and scalable solution for investors to accelerate their crypto.

AXION

Q3 ACTIVITIES SUMMARY

- **Marketing Campaigns & restructuring**
  - Brave homepage takeover
    We saw great success in our efforts to market AXION. We were top 10 trending token on Lunar Crush as well as Cryptorank.io
  - Onboarding Destroyer to the marketing team to manage the official Twitter page
  - Onboarding Actifed to the marketing team to manage the Linkedin page

- **First Axion Ambassador - Nia Toliver**
  - Onboarded US Olympian- Nia Toliver as Axion's Ambassador to bring brand awareness to sports and crypto enthusiasts. This also include outreach activities to engage existing and other communities

- **Launch of the Axion Advisory Council**
  - AAC is a community outreach program to empower appointed community members to play active roles in the growth of our project. We now have 6 active advisors that are working on ideas and proposals to increase the value chain of Axion.

- **Community discussion on challenges of Eth gas fees and the need for chain migration**
  - The team shared with the community on the challenges of being on Eth due to gas prices

- **Chain Migration - The future of Axion**
  - Community vote to migrate was carried out and the community voted to proceed with chain migration

- **Successful V3 Audit - Ready for Migration**
  - The Halborn audit on Axion's own V3 code is a success.

AXION

THE WORLD'S BEST STAKING ECOSYSTEM

WHAT IS THE VISION OF AXION?

TO BE THE WORLD'S BEST STAKING ECOSYSTEM

We are not your average CD token.
We're building an ecosystem that favours long-term thinking.

AXION

WHAT IS THE MISSION OF AXION?

TO BUILD AN ECOSYSTEM DESIGNED FOR DIGITAL ASSET PORTFOLIO GROWTH AND TO BE THE PASSIVE-INCOME SOLUTION

AXION

AXION STAKING ECOSYSTEM

Axion Accelerator

Staking

Bitcoin Dividends

Upcoming Features

Launchpad & Airdrops

AXION

03.

REVIEW OF AXION TOKENOMICS CHANGES

AXION TESTING INITIATIVE

The Axion Testing Initiative breaks components of the Axion ecosystem into pieces and perform tweaks to these individual elements in 2-week segments.

During these tests, data on user behavior and token health were collected.

In this manner, Axion could gather data and understand user behavior without making fundamental and long-lasting changes to the underlying ecosystem.

Any negative change will revert at the end of the two-week cycle. Any positive change will now have data to reinforce the change

https://axion.network/axion-testing-initiative

AXION ACCELERATOR

The Axion Accelerator is the next generation of the development for Axion

Benefits of the Accelerator include:

- **Buy at any time** - they'll never fill up or shut down, meaning wBTC divs and Uniswap buybacks/burns happen 24/7

- **Buy & Stake in the same transaction** - no more staking your bid the next day, no more waiting for the final price!

- **Buy with new coin types** - now featuring ETH / WBTC / USDC / DAI / BAT / HEX and SHIBA!
- **Get an instant price of AXN** - no more waiting to find out what the final price is! Get a 7% discount over Uniswap price but pay Uniswap rates. No worry about getting a worse deal if AXN or ETH are pumping!

- **Get the Accelerator Bonus** - the biggest bonus (6 - 20% on principal starting at 350-day term) is available to those who buy early, available only to the first 375M AXN bought each day. After the Accelerator Bonus is gone, people can still buy, generating bitcoin divs and buyback/burns (see point #1) but they won't get the bonus.

- **Save on gas** - With a 42% reduction in costs when compared to Bidding and Withdrawing on the auctions (2x transactions), it'll be cheaper to get into Axion with only one TX needed!
Better backend - accelerator bonus happens automatically, so no more auction filling needed, and less contract bloat!

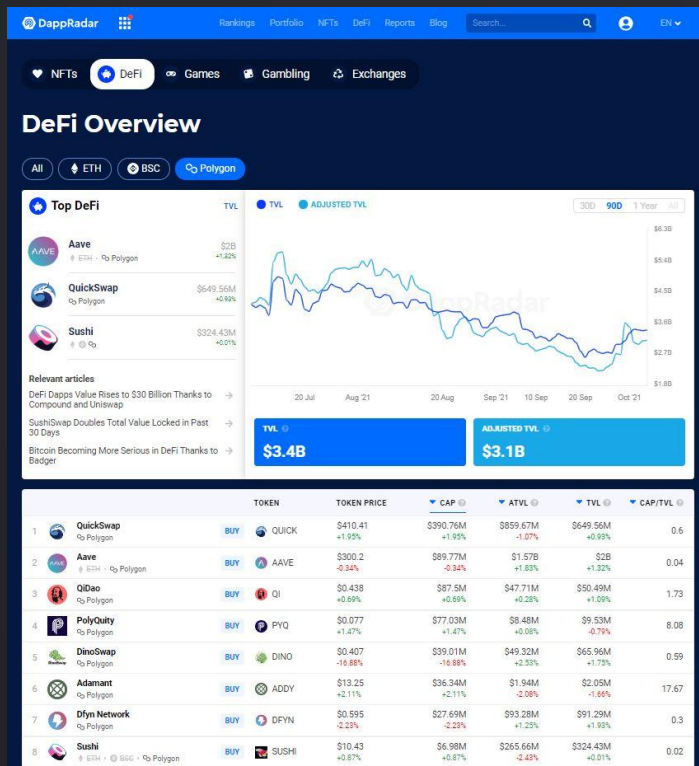https://axion.network/how-to-buy-axion/accelerator
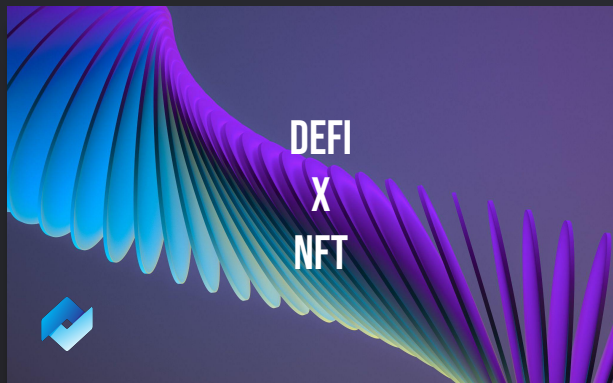
AXION

04.

GROWTH OPPORTUNITIES

DEFI DAPPS ON POLYGON

With our current market cap sitting at USD20M, AXION has the potential to be within the top 10 Defi projects on Polygon

https://dappradar.com/defi/protocol/polygon

AXION

FUTURE TRENDS - NFT & DEFI

DEFI
X
NFT

AXION
SUPERNOVA
NFT

The world is taken by storm with the uprising popularity of NFTs that now stands as an integral component of the blockchain landscape.

"*The success of future crypto products will depend on their ability to engage both decentralized finance and non fungible token users."

The future of DeFI will include NFT as an important utility of the Decentralised Finance ecosystem.

We will be exploring new use cases of NFT in our staking ecosystem.

We will be introducing two classes of NFT for now.

- Visual Class
- Utility Class

Utility and use cases will be shared in future updates.

*https://cointelegraph.com/news/this-time-it-s-different-when-defi-meets-nfts

AXION LAUNCHPAD 2.0

Axion Launchpad will be reviewed to add additional features to increase value to existing and new investors.

AXION

05.

MARKETING
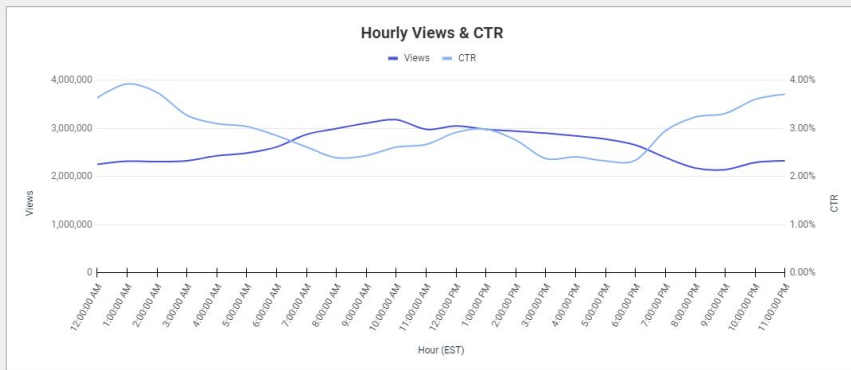# UPDATES

RECAP ON MARKETING EFFORTS

Axion ran a Brave Browser homepage takeover on August 20th, announcing the BAT token was now added to the ecosystem. We created custom 3D artwork for the browser and found a hugely positive feedback from both Brave and Axion communities.

This campaign also broke Brave records with 63 million views in a single day, which is a huge audience! The CTR was low compared to the views, but overall the result was still positive.

The cost for the Brave homepage takeover was $50,000, representing the biggest spend so far. We as a team will evaluate whether or not this is good use of funds going forward.
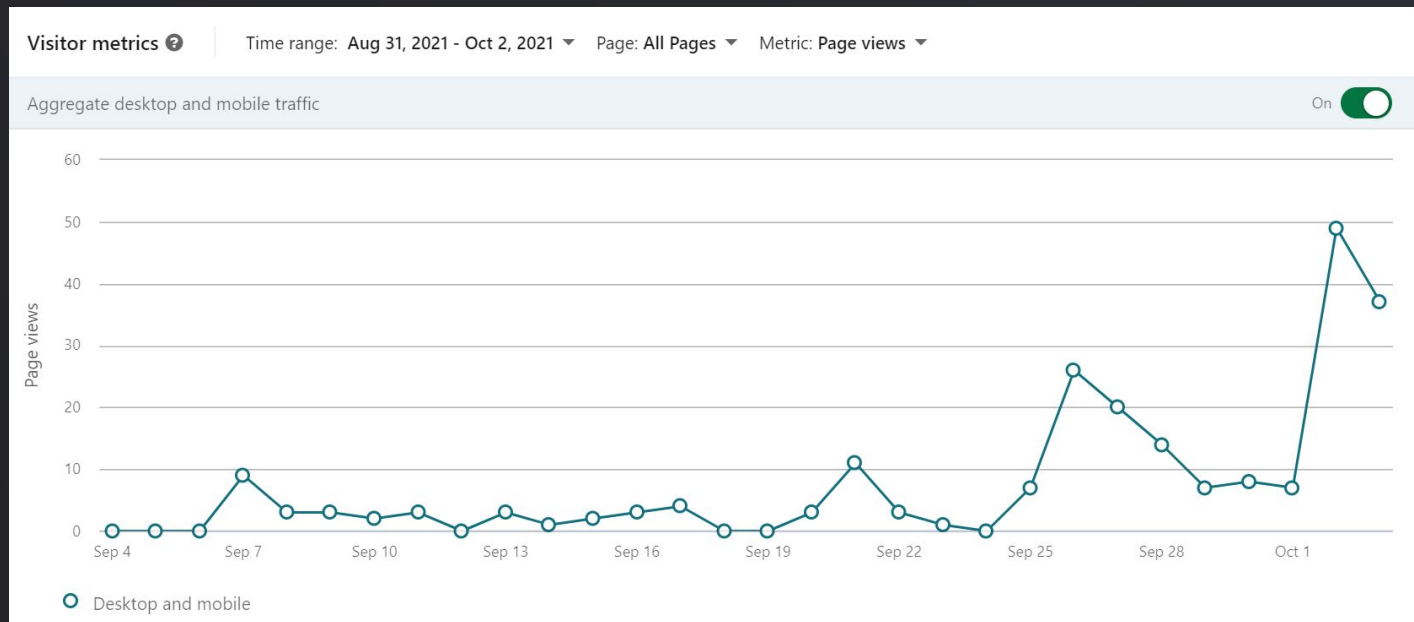
LINKEDIN STATISTICS

Visitor highlights

Total number of page views and unique visitors over time. Data is measured across desktop and mobile for logged in LinkedIn members. Unique visitors are calculated daily and are not de-duplicated over multiple days.

AXION

TWITTER STATISTICS

Our twitter statistics are growing significantly this month, showcasing hard work from the team to build our following!

FACEBOOK STATISTICS

We also saw an uptick in the following and activity present on our Facebook page, a great sign of an increasingly bullish community!

AXION SEPTEMBER BUDGET RECAP

ADMIN & MISC
USD $1,394

ACCELERATOR INCOME
$30,309

AUGUST ROLLOVER FUNDS
$21,231.98

COINZILLA
$3,928

TOTAL EXPENSES:
$40,634

SEMETRIX
USD $17,250

MARKETING TEAM
SALARIES:
USD $3,156

TOTAL ROLLOVER TO OCTOBER:
$10,906.98

BRAVE
USD $8,709

EVENTS + GIVEAWAYS
USD $6,197
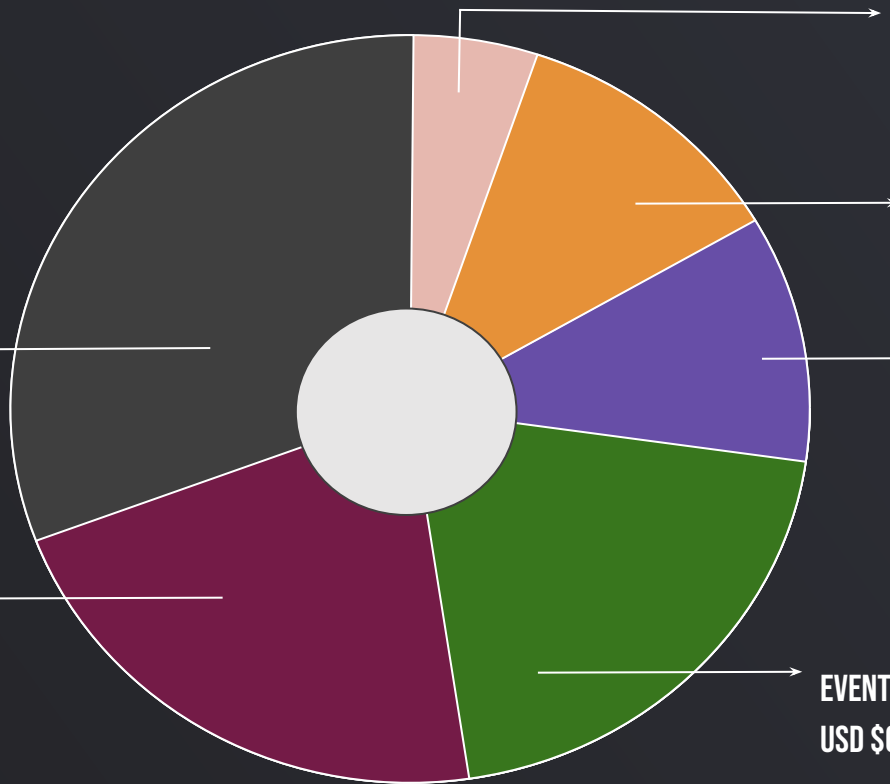
3 MONTHS IN A ROW OF NO AXN SOLD!

For the third straight month in a row, no AXN was sold on the market by the marketing wallet! We had to adjust and minimize our spend and be strategic with our expenses to use as much ETH from the Accelerator as possible, but this helped us avoid lowering the price by a single unit!
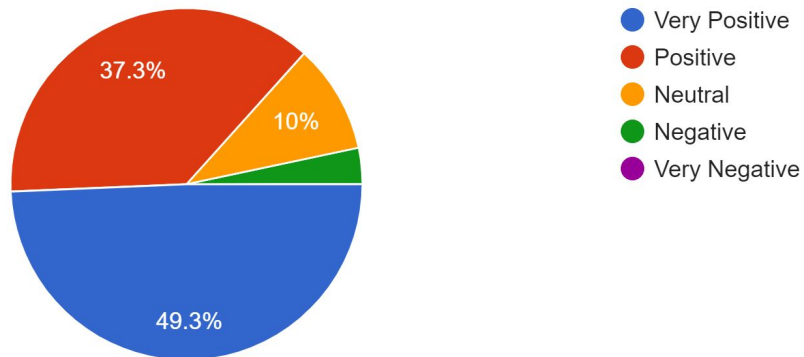
AXION

AXION

06.

COMMUNITY

SURVEY

COMMUNITY SURVEY

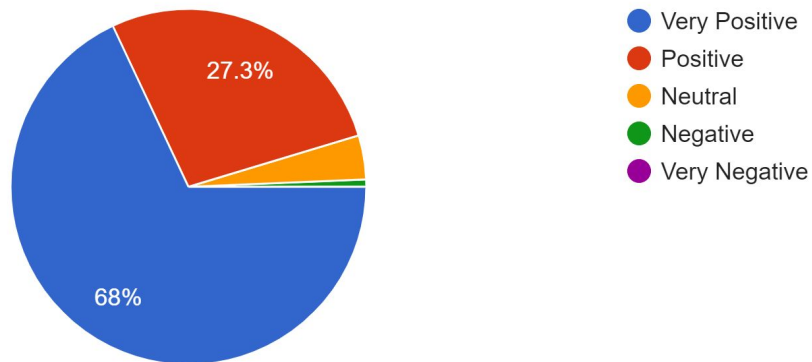What are your current feelings towards Axion?

150 responses

- Very Positive
- Positive
- Neutral
- Negative
- Very Negative

49.3%
37.3%
10%

AXION

COMMUNITY SURVEY

What are your current feelings about the Polygon migration?
150 responses

- 🔵 Very Positive
- 🔴 Positive
- 🟠 Neutral
- 🟢 Negative
- 🟣 Very Negative

27.3%

68%

AXION

COMMUNITY SURVEY

Axion's move to Polygon gets me MOST excited for...

150 responses

12%

10%

70%
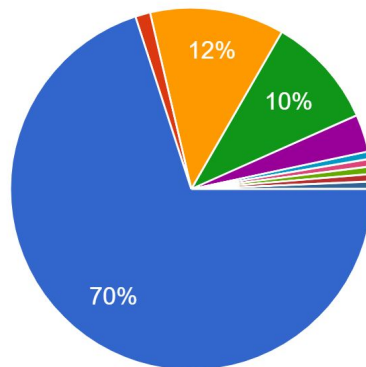
- Really cheap transaction fees (less th…
- Axion paying for my fees (via Matic air…
- New userbase available on the Polygo…
- Better marketing opportunities
- A new Chart
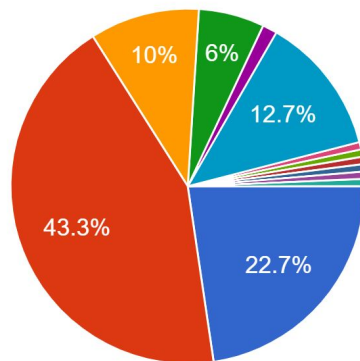- All of the above
- All of the above for sure
- All

▲ 1/2 ▼

AXION

COMMUNITY SURVEY

The one feature I want to see come to the Axion ecosystem next is...

150 responses

- 🔵 NFT stakes (minting NFTs for your sta…
- 🔴 CEX Listing
- 🟠 Reinvest my wBTC dividends
- 🟢 Utility NFTs (unlocking different functio…
- 🟣 Stake Naming (name your stakes)
- 🔵 New Axion Launches
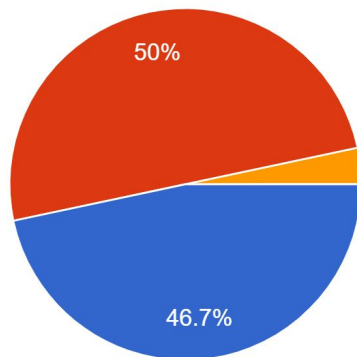- 🔴 Axion branded merchandise (clothing,…
- 🟢 All of the above

🔼 1/2 🔽
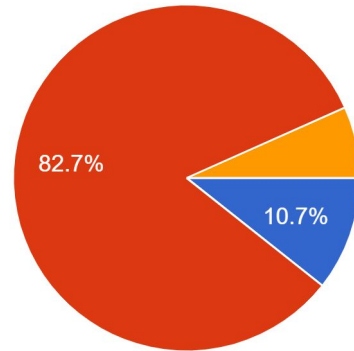
COMMUNITY SURVEY

Axion team is hosting weekly voice chats on Telegram (Axion Fridays) and has just started the weekly YouTube livestream on the Axion Official c...Do you feel these team communication events are:

150 responses

- 🔵 Not enough - would like to see more regular communication events from the team
- 🔴 Just right
- 🟠 Too much - the team should keep working and only make announcements when important

82.7%

10.7%

AXION

07.

PROPOSED ANALYSIS REPORT & ACTIVITIES FOR Q4

PROPOSED Q4 ACTIVITIES

AXION LAUNCH

Revised the framework of of AXION Launch

What are the requirements for future partners to participate in the AXION Launchpad?

AXION Verified Partners

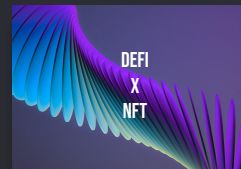What are the guidelines to become a verified partner?

Exclusive partner vs non-exclusive partner

Incentive system for the two types of partners

NFT USE CASES

DEFI
X
NFT

Explore new use cases for NFTs in our ecosystem

Integration of NFT into tokenomics

AXION