ANGEL HAUS

Taking the original promise of the digital economy from dream to reality, one project at a time.

FREEDOM | STATUS | XAL

MAY 8, 2018

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WHY WE ARE HERE

Right now there is a disconnect between the companies and organizations that built the modern digital economy and those who participate in it. Today's dominant digital services have been centralized in an attention-based economy and monetized through advertising. This reliance on advertising for digital media earning has resulted in advantages for companies whose products reach mass audiences. Such companies enjoy vast economies of scale, retaining monopolies around a particular product or service through acquiring smaller competitors, or undercutting them by providing their services free of charge. All the while framing their monopolistic tactics as a type of charity for their users.

The proliferation of this greed and deception has morphed the modern digital economy into a caste system where the only true winners are those who helped write the original rules and therefore control the attention, leaving the majority of newcomers with nothing but scraps.

The attention based model clearly holds merit for incumbents. In fact, many of today's best known and most successful entrepreneurs are involved in some type of technology based business. Yet every day it becomes more difficult for the solopreneur or small start-up team to start a software company or launch an app due to the large amount of upfront capital and tech skills needed to overcome their inherent attention deficit. Beyond encouraging the creation of products that control attention instead of empowering consumers, the ramifications of the current state of affairs can be felt at every level of the digital economy.

For developers and designers the focus has shifted from creating delightful user experiences to analytics, ad placement, and split testing optimizations at every level of user interaction.

These ramifications have perhaps hit none harder than those involved in the marketing of these digital products and services

> Online marketing/advertising grew by 15-22% annually from 2010 to 2016[1].

According to the Statista portal, the market for internet advertising in 2017 will be US $227.802 billion[2].

According to Magna, by 2021[3] the global measure of internet advertising will increase from 36% to 50%.

Yet despite this growth, the online marketing/advertising industry has transformed into a winner take all environment where only the biggest and baddest have an opportunity to thrive due to the centralization of attention.

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The aforementioned traits of the digital economy have led to a host of problems for "Gen-1" of the block-chain economy

- An ecosystem full of scams and vaporware (non-existent products)
- No clear path for developer contribution on projects that interest them — no guarantee they will be rewarded for their work
- Increasingly disillusioned investors
- Digital nomads failing to view online marketing as a long term career path they can be proud of
- Professional marketing teams struggling to retain members as new recruits are always on the look out for the next opportunity

> "Putting a broken process on the blockchain doesn't make you innovative. Successful projects are the ones that reimagine the process altogether"

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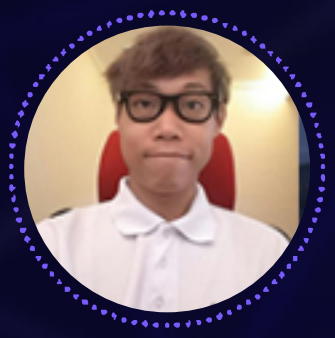
Thinhes (Founder)

Thinhes started his career as a Mechanical Engineer and soon became head of the ISO internal auditor. Later, he started his own venture as an entrepreneur. Involved in the e-commerce business, property loan management, corporate training, Thinhes has supported several startups as Angel Investor. Since 2014, he is an active cryptocurrency investor/marketeer/speaker and has also built his own bitcoin wallet - CoinBit. Thinhes has a strong marketing team working in South East Asia and other parts of the world.

Kelley (Co-Founder)

Kelley is primarily a front-end developer & UI/UX designer. His primary work languages are HTML, CSS, and some JS. Presently, he leads a small team of freelance developers in Dallas, Texas. His work has primarily been in the field of software development. Recent projects he's worked on (or been working on) include the iOS redesign of the Peercoin wallet app, design/development of a major marketing automation software, an email autoresponder platform, and several Shopify apps, to name a few. Prior to that Kelley lived and worked in Palm Alto as CMO of Clickup, a project management software company with clients like Uber, Airbnb, Nike, and Samsung.



CacPhy (CTO)

CacPhy has been working in the development field for more than 14 years. He has served in several industries such as Aviation, Gaming Platform, Bitcoin Trading, Wedding Platform, etc. He is the CTO and co-founder of Tornado Interner Sdn Bhd, building profitable ecosystem platforms (Plan Your Wedding - Evento Forest). The Wedding Platform is at the top second position in the local country. Involved in cryptocurrency since early 2014, CacPhy is a pioneer to build the bitcoin trading platform in the local country. At present, he is mainly focused on Blockchain & Cryptocurrency. CacPhy is also experienced in Smart Contracts, Exchange and P2P platform.

Luna Vega (CMO)

Luna Vega is a digital marketing consultant, Author, Youtuber, and Podcaster. She is the founder of That Crypto Hustle, an international blockchain/cryptocurrency community for influencers & entrepreneurs. Luna started her career working on a range of large-scale digital campaigns for a number of Fortune 500 companies. She left it all to pursue her passion for digital strategy and marketing consulting. Having lived in New York, Miami, Paris, Barcelona and Singapore, Luna aims to encourage better collaboration between each International Blockchain Startup. When she is not in New York City, you will find Luna flying from city to city helping put brands on the map while looking for wild platform shoes to add to her collection.

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A New Way Forward

THE ANGELHAUS WAY

What determines the price of something? The answer, of course, is supply and demand. If an asset has guaranteed scarcity (a fixed supply), an increase in demand will lead to an increase in price. This concept may seem overly simplistic, that is until one asks - how can we create this demand?
The answer—Incentives.

For example, Bitcoin employs incentives at the infrastructure level (mining). At AngelHaus, our goal was to find a way to drive demand by deploying these incentives not at the infrastructure level, but instead at the application level.

This line of thinking led us to develop "Smart Incentives". At the most basic level these incentives are a proposition. By contributing your unique talents and skills to some element of the AngelHaus ecosystem, you are rewarded.

By assisting in the design, development, and/or marketing of projects on the platform users are rewarded in XAL. These tokens can be used to pay for products and services within the ecosystem, or can be cashed out quickly to a users money of choice to scale individual operations, increase their contribution to the AngelHaus community, and ultimately get more money.

Users are incentivized to increase the demand of XAL by contributing their own unique talents and skills to platform. Beyond increasing earning for token holders, it allows the AngelHaus platform to build amazing products and services at both the consumer and enterprise level without sacrificing user experience.

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The AngelHaus Platform

EXECUTIVE SUMMARY

AngelHaus is the unification of a new cryptocurrency (XAL) with a unique incentive based crowdfunding platform. Built with technology pioneered by the Stellar Network, AngelHaus will provide several earning opportunities, next generation blockchain projects, and ventures with the capability of disrupting their respective markets. All projects launched via the platform will contain features with built-in incentives specifically designed to offer continuous rewards beyond the initial yield.

It must also be noted that all projects launched via the AngelHaus platform will remain connected and run only on the AngelHaus ecosystem, and not on any other separate platform.

Angelhaus carries out different projects by receiving and holding funds for third-party projects.

When the XAL ICO is launched, participants will own tokens with cash-trading ability that can be traded on a number of external decentralized exchanges. The ICO will enable the development of the AngelHaus platform, which will showcase our project pipeline. At this point XAL token owners will have the option to transfer their tokens to the AngelHaus platform, allowing them to vote for, and support the projects they find interesting

At AngelHaus, we believe investors should have the option to continue their participation with the platform beyond the initial transaction. Furthermore, we believe that all participants in the new digital economy have a basic right to a comfortable and sophisticated environment from which they can find meaning in their work, help others succeed, and ultimately attain the freedom and status they deserve.

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Problems we aim to overcome for our users

INDUSTRY PROBLEMS	INVESTORS	DESIGNERS, DEVELOPERS, AND MARKETING PROS
A very small percentage of blockchain projects actually have the resources to launch a working product/service	Crypto investors may lack financial literacy which could lead to poor funding decisions	Susceptible to low quality/scam projects due to an abundance of options and a lack of trustable information
Developers familiar with blockchain technology are rare, and expensive	A high percentage of investors lack a true understanding of blockchain technology	Promising legitimate projects that could potentially be open to contribution often fly under the radar
The 2017 bull run ended with an over saturation of low quality ICOs	Some may view all crypto/ blockchain projects as a scam	securing compensation for project contributions often come late, if ever
Gaining credibility in the eyes of investors, potential partners, and the global business community is extremely difficult	In order to be successful, most investors will require continuous education, support, and guidance	Fast communication with company/project leadership is practically non-existent in the blockchain world
Project founders don't understand the importance of aligning themselves with quality professional marketing teams,	The vast majority of funding lack the capital required to have a dedicated funding manager	No straightforward career path for those who wish to break into the industry

MODUS OPERANDI

- Offer Trustable Reward base platform and maintain platform integrity for small and large investors alike
- Offer legitimate income opportunities for marketing teams and individual "digital nomads" looking for supplemental income
- Create environment from which profitable blockchain projects can launch and scale at a rapid pace

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THE CROWDFUNDING HUB

Although blockchain technology brings massive potential in multiple business areas very few teams have

Resources to launch

Access to needed development talent

Connections with marketing resources /teams

Credibility in the eyes of investors,marketing partners, and the global business community

Even if they have these, most projects will then have no monetary bandwidth left for marketing. Therefore, they may find it difficult to compete with industry incumbents not using blockchain, EVEN if a blockchain solution is superior in every way. This is a significant roadblock to the advancement and adoption of blockchain and cryptocurrencies.

That's where we come in. Built to fund and launch enterprise and consumer level blockchain projects with a focus on e-commerce, digital marketing, and rewards programs (among others) the AngelHaus crowdfunding hub will utilize cryptographically secure smart contracts known as "FundSmart Contracts" on a highly efficient platform based on the Stellar Network. Its utility token (XAL), is designed to be utilized throughout the AngelHaus ecosystem including within the projects themselves.

AngelHaus will promote the global adoption of blockchain technology by making fundraising, development, and marketing services easily accessible to a variety of projects which are chosen with the help of the platform's community.

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THE CROWDFUNDING HUB

INVESTORS

- ★ Constitutes participants who commit XAL to projects on the crowdfunding hub after reviewing the incentives offered by a project.
- ✓ Vote for new projects to be added to project pipeline
- ✓ Browse projects, and their associated incentives and/or rewards
- ✓ Invest in projects that interest them
- ✓ Track funds and participate in associated social bounty programs

MARKETERS

- ★ Constitutes both marketing partners, professional marketing teams, and individuals looking to earn supplemental income through digital marketing.
- ✓ Browse, vote for, and invest in projects
- ✓ View and sign up for affiliate, referral, and rewards programs associated with each project
- ✓ Earn XAL through exclusive bounty tasks as well as by competing in monthly competitions

GENERALPUBLIC

- ★ Constitutes designers, developers, digital nomads, and all other individuals who make their living in the digital economy.
- ✓ Browse, vote for, and invest in projects
- ✓ Apply to contribute to projects
- ✓ Complete daily contribution tasks to earn XAL

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MOBILE APP FEATURES

- ✓ Mobile wallet for storing XAL
- ✓ Accept XAL payments
- ✓ Spend/send XAL
- ✓ Vote for proposed projects
- ✓ Receive updates for upcoming, ongoing, and launched projects

- ✓ Distribute inperson referrals via QR code generator
- ✓ Browse and complete daily tasks to win XAL
- ✓ Participate in social bounty program

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ADDITIONAL PLATFORM ELEMENTS

Trading on Exchange

XAL tokens will be tradable immediately after lock period via the third-party exchange.

Project Marketplace

The AngelHaus Marketplace is a post-campaign marketplace platform offering products and services that were successfully funded via our crowdfunding platform.

This will provide successfully funded projects with an immediately effective trading channel as well as a built in team of individual online marketers who will bring in new customers and get affiliate commissions. Exclusive referral programs for select projects will also be made available to the project's investors and/or AngelHaus's professional marketing partners. Professional marketing partners and their relationship with AngelHaus will be discussed in a later section.

XAL Token

XAL is a utility token that will give token holders access to the AngelHaus crowdfunding platform once developed. All qualifying participants will be able to transfer their tokens to the platform and access an evolving selection of crowdfund projects voted on by token holders for inclusion.

Note: XAL is a pure utility token, i.e., it can only be used on the AngelHaus platform for services that are provided and used within this platform only. Even though it provides certain rights to the holders, including the right to vote for the projects, the right to receive rewards, etc., in no way XAL token should be treated as securities.

The unique reward structure offered by the AngelHaus platform is weighted towards providing enhanced rewards to early project investors. However, mechanisms are built into each project to allow project participation by those who missed out on the initial funding round of a project.

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AngelHaus Incentive Engine

Show me the incentives, and I'll show you the outcome - Charlie Munger

The goal of the AngelHaus platform is to create a thriving ecosystem of digital products & services focused on e-commerce, digital marketing, and rewards programs. In order to succeed, all projects launched through the platform must reward end users who utilize the services launched, marketers who drive adoption of the services, and the project backers whose contributions get the services off the ground. AngelHaus needs to economically align these groups to work together in order for the ecosystem to thrive.

Our method for achieving this is our Incentive engine. Essentially the engine is the mechanism by which economic incentives will be distributed to platform users to drive the growth and success of the platform. While each individual project will carry project specific rewards for different user groups, ALL projects will employ the incentive engine. As more users join the platform to take advantage of this system, the network effect of the AngelHaus ecosystem will grow, increasing the value of the XAL token, and in turn encouraging more members to join.

A majority (60%) of the XAL token supply will be allocated to the operation of the Incentive engine. The reward that each user receives will be proportional to a measure of their level of commitment to a project. These rewards will be assessed by an algorithm that ensures the rewards are distributed using an objective, commitment-based protocol. Rewards will be transparent, auditable, and secure. The Incentive Engine will initially be administered manually by AngelHaus. However, over time, as the algorithm is refined the process will become automated.

In order to understand the incentive engine, let us first define its beneficiaries.

Product / service users

Users are the individuals who use a product or service launched through the AngelHaus platform on a daily basis. Since all projects in our ecosystem utilize the XAL token at some level, users provide and receive value through the product/service. The AngelHaus Incentive Engine will facilitate proper contribution to users for the value they bring to the AngelHaus economy as a whole. The more

projects that are launched where users can add value, and the more value they add within each service, the larger and more valuable the overall AngelHaus ecosystem will become.

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Project Backers

Project backers are the individual XAL token holders who intend to use their tokens for funding the projects via the Crowdfunding Hub. Their main interest is to realize a recur on their fundings by cashing out their recurs on the open market. Project backers are vital to the overall ecosystem not only for their contributions which help launch projects, but also for the cashflow they bring to the XAL token market.

General token holders

General token holders make up the remainder of the AngelHaus economy. These individuals may be exposed to the XAL token through receiving it as payment for a task, using it as a bridge money during a fiat to crypto trading on any supported third party exchange platform, or any one of a variety of other scenarios. No matter how somebody is exposed to the token, we want to incentivise them to participate at a deeper level within the AngelHaus economy.

THE ANGELHAUS INCENTIVE ENGINE FORMULA

The AngelHaus Incentive Engine will issue a weekly reward to the projects participants based on a measure of that project's part in the overall AngelHaus economy.

Let be a successfully funded and developed project listed on the marketplace and Xp be the weekly XAL the project will be attributed at the end of a given week. Then:

$$Xp = TWX\ (SEp\ /TSE\ )$$

Where T W X stands for "Total Weekly XAL", SEp for "Size of Project Economy", and TSE for

"Total size of Economy".

Note : Size of project economy is calculated by weekly total value of transaction volume. This portion of the formula may be adjusted in the future as we optimize the algorithm.

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Total Weekly XAL

51% of the total XAL token supply, or 127,500,000 XAL will be reserved in the Incentive Engine fund. Each week, once the Incentive Engine is up and running (once three projects have been developed and listed on the marketplace) .059% of the remaining XAL in the Incentive Engine Fund will be put into circulation. Of these newly issued XAL, 25% will be allocated into the Company Reserve Funds For operations, project development, and marketing use. The remaining 75% will be allocated as Incentives to be distributed as follows

50% for project backers (those who committed their tokens while the project was on the crowdfunding hub)

25% for project users (daily users of the projects product and/or service)

25% for members of the projects general inflation pool

Note: Each successfully funded project will have its own inflation pool seeded with a predetermined % of the total XAL raised during its time on the Crowdfunding Hub)

Note: The rewards system (the term "reward" or "rewards") mentioned in this document strictly represents an active reward system, where the receiver of rewards doesn't hold any inherent right of return. The rewards given to our project backers, investors and other individuals are completely independent of the earning or proceeds of the AngelHaus platform. The rewards given through this platform are not passive, and therefore, do not in any way give holders a right to proceeds or sharing.

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A SIMPLIFIED EXAMPLE OF THE INCENTIVE ENGINE IN ACTION WHERE TWX = 10,000

Investors back projects on Crowdfunding Hub with their XAL

Invested XAL is sold on open market to fund projects

Project A	Project A	Project C
SEp=250	SEp=250	SEp=250
Xp=2,500	Xp=2,500	Xp=2,500
Funding=500	**Funding=250**	**Funding=250**
Inflation pool= 250	**Inflation pool= 250**	**Inflation pool= 500**
Project backers split 1,250 XAL allocated by % share of total	Project backers split 2,500 XAL allocated by % share of total	Project backers split 1,250 XAL allocated by % share of total
Project users split 625 XAL allocated by % share of total	Project users split 1,250 XAL allocated by % share of total	Project users split 625 XAL allocated by % share of total
Inflation pool members Split 625 XAL allocated by % share of total	IInflation pool members Split 1,250 XAL allocated by % share of total	Inflation pool members Split 625 XAL allocated by % share of total

Note: Initial project funding may be supplemented with proceeds from ICO pending XAL token price before the development and listing of at least 3 projects to the marketplace

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Project Launch Process

HOW PROJECTS ARE SELECTED FOR LISTING ON THE CROWDFUNDING HUB

The AngelHaus project launch process is comprised of 3 stages. The Project Selection Pool, The Project Pipeline, and The Development Pool.

1) Project selection pool

The project selection pool will be comprised of project ideas put forward by any active participant of the AngelHaus ecosystem, including AngelHaus team members. All project ideas that meet the project selection criteria (as outlined in a later section) will be added to the Selection Pool.

Each time a project in the Project Pipeline reaches its funding threshold and moves to the Development Pool a election period will take place during which any AngelHaus member who has downloaded our mobile app can cast their vote for the next project to be added to the Project Pipeline. Members can only cast one vote per election period.

Project election notes

At the end of each election period, members who voted for the winning project will be entered into a random drawing where they will have a chance to win free XAL tokens. XAL tokens available for this draw will vary each election period. Some prize pools will be top heavy (1-5 winners take all), while others will be more spread out with less XAL being awarded to a larger number of winners.

It is to be noted here that vote for blockchain projects can be done by any members regardless of their ICO activities. The right to vote is not dependent on the amount/number of tokens held or purchased. It must also be noted that any form of election will not affect the general direction or control of the company or its assets.

Example

Total size of prize pool :	**25,000 XAL**
Scenario 1 :	**1,000 XAL awarded to 25 members**
Scenario 2 :-	**100 XAL awarded to 250 members**

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2) Project pipeline

The project pipeline is comprised of 3 projects which have been voted into the Crowdfunding Hub by community members. These are the projects that members can browse and invest in. Each project will have its own incentive and rewards program for potential investors to weigh as they make decisions on what to invest in. Furthermore, each project will have its own "funding threshold", carrying a timeline, that once reached, will signal the project to move from the project pipeline to the final stage, the Development Pool.

Project Pipeline notes:

Investors will have the opportunity to obtain "Backer Insurance" to protect a portion, or their entire funding in cases where the funding threshold is not reached in the allotted time. If a project fails to meet its funding threshold, any XAL tokens not insured will be added to separate fund to be frozen for two years for the purposes of future project development.

3) Development Pool

The development pool is comprised of projects that have successfully surpassed their respective funding threshold. Upon reaching this stage, AngelHaus will assign development resources and begin development of the project. Additionally, at this stager additional options will be made available on the project's page on the Crowdfunding Hub. These options may include, but are not limited to:

- Additional affiliate programs
- Project referral competitions
- Project development related tasks in which contribution will be rewarded with XAL
- Extensive project contribution "job listings" where designers, developers, marketing partners, and others will have the opportunity too work closely with the development team on the project for substantial XAL rewards

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Project Criteria

ELIGIBILITY REQUIREMENTS FOR SELECTION POOL INCLUSION

Priority will be given based on a potential projects ability to meet the following criteria:

A

Relatively Easy and fast to develop within 1-6 month time frame

B

Globally accessible and easy access by anyone, even they are not XAL token holder

C

Projects offering the highest rewards in shortests period of time

D

Products/ services that can be used daily by their users generating high daily traffic

E

Easy to liquidate daily rewards and affiliate commissions

F

Projects requiring relatively low maintenance after launch. Decentralized platforms are an example of this

G

Smart contract system where all transaction can monitored easily by developers and users alike

H

Projects with the potential to generate recur-ring revenue for Angelhaus management as service provider

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THE FOLLOWING ARE EXAMPLES OF ELIGIBLE PROJECTS AND MAY BE INCLUDED IN THE INITIAL SELECTION POOL FOR election

Referral program marketplace

Platform where any legal business can promote their products by creating their own referral plan listed on a dedicated marketplace "profile page". Businesses can utilize the platform to build their own marketing team to promote their products and pay them with stellar blockchain technology (XAL). The Platform provides tools to assist in the marketing of their products/ services. Customers can unlock new features and rewards provided by AngelHaus just for using the platform. All transactions will be based on the XAL token.

Blockchain payment platform for flight and hotel bookings

Members who book flights and hotels through the platform can get rewards in XAL, flight and hotel accommodations, and become eligible for other offers and promotions from other services within the marketplace. Marketing partners who promote the platform are rewarded in a similar fashion.

Cryptocurrency trading platform

We have partnered with companies similar to eToro to build a platform for traders to copy, deal, and win. By using XAL token as trading medium, the platform would have a high transaction volume due to the speed offered.

Incentive engine

App or plugin that can be used by marketers and/or developers to automate a majority of the manual work that goes into distributing rewards based on contribution to a decentralized project. Essentially an engine for the distribution of XAL for development or marketing contributions. Users of the system could list tasks, rewards, and details regarding what is needed in a commit for a contributor to receive a reward

Decentralized freelance marketplace

Freelance marketplace running off of XAL smart contracts where companies can connect with qualified freelance talent. Marketplace would enable marketers to promote the services of specific freelancers and/or specific jobs allowing them to get a portion of the proceeds. A platform such as this could help solve the "time problem" of freelancers so they could allocate more time to completing jobs and less time searching for their next gig.

Webinar platform

To be used by companies and online marketers where viewers can win XAL by watching a webinar and answering a couple questions at the end to prove they were actually watching. This benefits companies and marketers because it incentives a larger audience to attentively listen to their message/pitch.

Email marketing automation platform

Similar to Mailchimp, the platform would allow businesses to set up their drip campaigns just like they would on other platforms with the added ability to offer their subscribers rewards in XAL for opening their emails and/or completing certain actions such as forwarding the message to a group of friends or colleagues.

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Token Allocation & ICO

TOKEN ALLOCATION

The total maximum supply of XAL tokens will be 250 million and is to be distributed in the following manner:

- 51% of the total XAL token supply will be allocated to the Incentive Engine Fund
- 23.6% of the total XAL token supply will be allocated for the token sale/ICO
- 17.6% of XAL tokens will be held in Company Reserves intended for continuous product development, partnerships, fee payments and expansion to new markets
- 5% of XAL tokens will be reserved for the core team (6 month initial freeze with 5% released monthly)
- 1.2% of XAL tokens will be reserved for the developers of the AngelHaus platform (6 month initial freeze with 5% released monthly)
- 1.2% of XAL tokens will be used for bounty campaigns during the token ICO
- .4% of XAL tokens will be set aside for youth education programs in developing countries

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Token Allocation & ICO

TOKEN ICO DETAILS

Total supply is 250 million XAL tokens

In accordance with Malta regulation, KYC registration is required for all participants

Minimum funding for pre-ICO and ICO is €500

Acceptable payment options include BTC, ETH, and XLM

Participants who choose to pay in XLM will receive a 2% discount

All unsold tokens at the end of stage-2 will be held in a 2 year frozen account for use on future projects

Tokens sold during all 3 staged will be tradable after the lock period via the third-party exchange network

	PRE-ICO	ICO STAGE-1	ICO STAGE-2
TOKEN SUPPLY	10,000,000	5,000,000	56,500,000
TOKEN PRICE	€0.25	€0.35	€0.9
LOCK PERIOD	6 Months	5 Months	4 Months
NOTES	Participants receive 10% bonus XAL from the total amount invested during pre-ico	Participants receive 5% bonus XAL from the total amount invested during ICO stage-1	Participants receive 3% bonus XAL from the total amount invested during ICO stage-2
DURATION	TBD	1 Month	4 Months

Note:- The ICO dates will be communicated shortly. As of now, there is no soft cap and hard cap on these token ICOs.

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Token Allocation & ICO

USE OF PRE-ICO FUNDS

100% of funds generated from the pre-sale will be allocated towards development, growth, and traction generating activities. These activities include, but are not limited to:

MVP development of the main crowdfunding platform and mobile app.

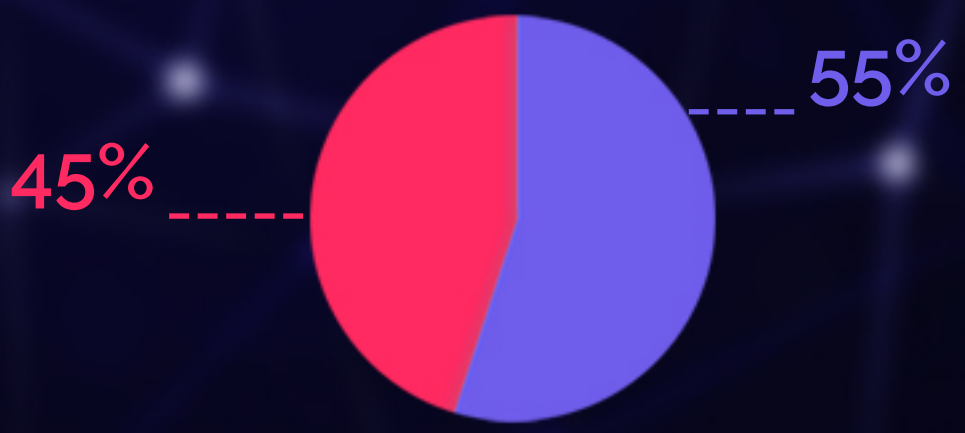
- MVP development of product/service marketplace where users will purchase goods/ services from successful projects.
- Renting office space for Headquarters office
- Marketing activities directly related to the main XAL ICO.
- Recruitment activities focused on attracting prominent corporate partners, board members, advisors, and team members.

Use of main ICO funds:

100% of funds generated from the XAL ICO stages 1 & 2 will be allocated towards development of the AngelHaus platform, and implementation of our marketing partner referral programs in the following manner:

45% will be allocated towards marketing team referral commissions, sales achievement awards and other prize giveaways for top performers.

The remaining 55% will be used for AngelHaus platform development, payment for legal team, on and offline marketing activities, and various operational expenses as needed.



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Marketing Partner Referral Plan

REFERRAL PLAN OVERVIEW

This section outlines our referral bonus structure for the following groups

Marketing Partners

Engaged by AngelHaus to conduct marketing operations within their State, Region, or Country. Any and all platform members registered under an AngelHaus Marketing Partner will be serviced by said group.

Non-Marketing Partners

Digital nomads, and other freelance digital marketers not affiliated with one of the official Marketing Partner groups.

Referral Plan Eligibility

- Only pre-ICO and/or ICO participants will be eligible for referral plans
- All referral plan participants must be registered with KYC
- Upon completion of ICO Stage 2, referral plans will become open for all AngelHaus users including the general public
- Post ICO referral participants must be registered with KYC to receive referral bonus payments

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Marketing Partner Referral Plan

THE FOLLOWING WILL APPLY TO BOTH TOKEN SALE AND PROJECT REFERRALS .

LEVEL	1.	2.	3.	4.	5.
BONUS	10%	5%	3%	2%	2%

LEVEL	6.	7.	8.	9.	10.	11.	12-15.
BONUS	1%	1%	1%	1%	1%	1%	0.5%

Total Payout: 30%

Notes:

•50% of referral funds generated by marketing partners will be held in a “Partner Reserve Account” to be used for asset acquisition, new business development, team bonuses, etc.

• The remaining 50% will be distributed as income for marketing team members

• All referral bonuses are to be paid in XA

• Referral XAL tokens traded back to AngelHaus through trading for BTC/ETH/ XLM will be held in a frozen account for 2 years

• Teams achieving €100,000 will be rewarded with additional 10% referral commission

Note: Referral payouts subject to terms and condition

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Non-Partner Referral Plan

THE FOLLOWING WILL APPLY TO BOTH TOKEN SALE AND PROJECT REFERRALS

LEVEL	1.	2.	3.	4.	5.
BONUS	5%	3%	1%	0.5%	0.5%

Total Payout: 10%

Notes:

- All referral bonuses are to be paid in XAL.
- Referral XAL tokens traded back to AngelHaus through trading for BTC/ETH/XLM will be held in a frozen account for 2 years

Note: Referral payouts subject to terms and conditions

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Growth & Stability

MECHANISMS TO ENSURE THE INITIAL, AND LONG-TERM SUCCESS OF THE ANGELHAUS PLATFORM

Regardless of our advantages, accelerating the acquisition of a strong user base is critical to the success of the AngelHaus platform. With industry leading incentives at every level of our ecosystem, AngelHaus is poised to drive successful projects, attract more backers/investors, and ultimately achieve truly viral growth. However, we want to accelerate this growth further. We intend to implement mechanisms that encourage the growth and stability of the entire ecosystem, generating better value for early holders, marketing partners, and backers/ investors.

Cash & Incentive fund

Initially, a portion of token ICO proceeds will be allocated to our Cash & Incentive Fund which is designed to achieve initial success in terms of platform growth and XAL token price appreciation. Our incentives are built specifically to counter initial push back by rewarding early adopters AND rewarding the recruitment of users into the AngelHaus ecosystem. We have designed incentives for all user groups at every level of the AngelHaus ecosystem.

Incentives for project backers/investors

For the AngelHaus platform to achieve the viral growth and global acceptance we intend to reach, we need to incentivize backers both familiar with, and new to digital money. In addition to the rewards accumulated through the incentive engine, project backers will enjoy the following:

- ✔ We will provide starting bonus XAL to early backers for them to use on further projects, essentially allowing them to back projects and receive rewards for free.

We intent to incentivize referrals from project backers/investors in a similar way:

- ✔ We will reward those who successfully recruit new users into our ecosystem. In effect, this will make digital money adoption more attractive and will create backers who are more willing to explore and become familiar with our ecosystem.

We also plan on launching a mobile app where both online marketers and the general public will be able to participate in our ecosystem by completing tasks and win XAL tokens.

We intend to allocate a significant proportion of initial ICO proceeds to the our Incentive & Liquidity Fund. This allocation is not only an extremely powerful deployment of marketing resources, but will have an positive early impact on the AngelHaus platform and token stability.

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Growth & Stability

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Incentives for holders with a minimum of 500 XAL held in their AngelHaus wallet

Exclusive community events

All XAL token holders, top performing non-marketing partner affiliates, and a select group of project contributors will be extended periodic invitations to attend a number of exciting events. From TED Talk style presentations by global blockchain experts, experience outings, hackathons, networking events, start-up workshops, and launch parties - our intent is that these events will grow into must attend experiences for the entire blockchain community.

First in line access

Early access to invest in newly listed projects on the crowdfunding hub are available to all XAL token holders with the required minimum amount of XAL tokens held in their AngelHaus wallet. This ensures all token holders have first-in-line access to our platform's most promising projects. These windows will be made available for a predetermined window of time before the backing of these projects is made available to the general public. For the majority of projects, investing during these windows will come with special rewards and/or competitions

Beta Testing incentives

In order to encourage the AngelHaus community to act as engaged beta testers for our platform's projects, a number of incentives will be made available. The majority of these incentives will be in the form of XAL token payouts. For select projects, we will offer premium incentives similar to those offered to our marketing partners. These incentives will require XAL token holding incentive seekers to bring more beta testers into a project, and therefore the AngelHaus ecosystem.

Note

Though all the necessary precautions and steps have been taken to avoid any kind of fraudulent activities on this platform, AngelHaus cannot be held responsible and will not be liable for any damages and/or fraud that may be caused because of any user activity on this platform.

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