axioms

that simple.

AUTOMATED AIRDROPS PLATFORM

1. ABSTRACT

The Cryptocurrency market is reshaping the traditional finance and fundraising processes, by providing a modern age fundraising model called initial coin offering (ICO) that acts as a bridge between startups and investors. There exists a multitude of methods used for raising awareness, such as increasing trading volume, community adoption, and user engagement. The majority of which require substantial budgets, time, and labor. However, one revolutionary way is by incentivising community participation through Airdropping— the process whereby a cryptocurrency project, or enterprise, distributes cryptocurrency tokens to the wallets of some users, free of charge.

We aim to facilitate crypto projects growth by helping them build user networks by growing their communities through the provision of an automated Smart Contracts-based token distribution platform that we call Axioms.

We offer a decentralised blockchain based platform that enables token developers to airdrop their coins to the Axioms user base. These users complete simple social media tasks to earn those tokens, therefore, enabling token developers to build a much needed community with ease.

The Axioms Network strives to fully harness the power of blockchain innovation and will serve as a replacement for the traditional, centralized airdropping platforms, which are a time and effort consuming process for planning and execution, and also typically charge a massive fee for listing a specific ICO or crypto project. By integrating blockchain, tokenisation, and smart contracts, we provide a decentralised platform for airdropping that has no analogs to date in a centralized Internet. The token, AXM, will create a new infrastructure that will enable the Axioms platform users to be able to receive airdrops with just a couple of clicks.

This white paper gives a detailed description of our research, planning, and aims to demonstrate the current status and future plans of the Axioms platform, its associated products, solutions, and the Axioms token—the payment gateway within the Axioms ecosystem. It aims to inform our readers how we are using our teams' expertise to provide decentralised airdropping token distribution in an efficient manner, and in a way that optimises returns for the projects and our communities.

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2. INTRODUCTION TO AXIOMS

There are a variety of ways to raise project awareness, such as increasing trading volume, community adoption, and user engagement; all of which need a significant budget and are time and labor intensive. However, one revolutionary way is through incentivising community participation with Airdrops— the process whereby a cryptocurrency enterprise distributes cryptocurrency tokens to the wallets of some users in exchange for the completion of some trivial social media tasks.

At Axioms, our endeavour is always to find safe ways for our partner projects to build communities, while users can get free tokens for their participation. This way, we are reducing friction for the entire crypto sphere by offering a platform which seamlessly connects developers who recently launched a cryptocurrency, and need a community for their ICO, and members of the community aiming to leverage their social media to receive tokens.

Axioms will be a state of the art, decentralised platform that aims to revolutionise the concept of crypto airdropping by enabling automated token distribution, task checking, and trust-less smart contracts. It offers a decentralised blockchain based platform, backed by smart contracts, that enables token developers to send their coins to Axioms platform users. Moreover, it also allows Axioms the community to receive these tokens directly into their wallets without all the manual hassle.

Axioms Network aims to fully harness the power of blockchain innovation and will serve as a replacement for the traditional centralized airdropping platforms, as we know, this is a business that will emerge and add trust among the parties with the evolution of blockchain and transactions being carried out on the distributed ledger. By integrating sophisticated technologies such as blockchain, tokenisation and smart contracts, we provide a decentralised platform for airdropping that has no analogs to date in a centralized internet. The token AXM will create a new infrastructure that will enable Axioms platform users to receive other projects' cryptocurrencies to create larger communities of users and automate reward mechanisms.

3. BACKGROUND

The cryptocurrency market is changing the way startups can raise capital. The blockchain method has been used by the initial coin offering (ICO) to connect crowdfunding with the investors, which, in turn, help the growth of the venture wishing to raise funds and also the credibility of the coin. In recent years, the ICO market has recorded substantial growth especially after the hype created around bitcoin and blockchain after August 2017.

Research suggests that ICO's are shaping up to be a true competitor to the traditional Venture Capital (VC) Industry. In 2013, there were only 2 ICO's with $800,000 raised, whereas in the first five months of 2018, a total of 537 ICO's (listed on top ico platforms) with a volume of $13.7 billion have been closed successfully, which is more than all Pre-2018 ICO's combined.

Year	AVG Duration(Days)	AVG USD Mln/ICO	Total ICOs	Total Volume USD Mln
2013	51	0.4	2	0.8
2014	68	3.8	8	30.5
2015	32	1.0	10	9.9
2016	39	5.1	49	252.0
2017	29	12.8	552	7043
2018(To date)	48	25.5	537	13712.8
All	38	18.2	1158	21,049.4

ICO's offer cryptocurrency projects fast and low-cost alternative methods for obtaining the public funds required to develop new technologies and start or expand their companies. However, as the success of an ICO is inherently dependent on public contribution, it is important to build a community around a project before launching. Statistics from bitcoin.com reveal that, all too often, ICO and cryptocurrency projects neglect to formulate a community engagement strategy. This directly impacts the performance of ICO's, including both pre and post-crowdfunding rounds. In the same way that conventional businesses achieve strategic advantages by clearly accentuating value propositions to new and prospective customers, cryptocurrency projects that produce effective marketing campaigns aimed at cultivating brand ambassadors and engaging communities will likely perform better in the long run.

3.1. IMPORTANCE OF COMMUNITY IN AN ICO

Research by Bitcoinnews.com suggests that only 54% of all cryptocurrencies and ICO's from 2017, are still operational. Almost every second cryptocurrency project last year failed. A trend which tends to reflect the lack of a clear community building and management strategy. Being able to effectively build and engage a community requires choosing the right marketing strategy. Particularly, managing the various platforms on which you are likely to communicate the developments of the project. For digital currencies, commonly used social media platforms and communication tools include Telegram, Discord, Bitcointalk, Twitter, and Reddit. However, with Facebook's new advertising policy explicitly states bans for ICO's, Twitter has also expressed a plan to ban ICO Ads. In addition,Mailchimp has stated it will decline to support crypto based emails. The world of crypto needs an alternative medium where projects can build communities, which is vital for the success of their project.

Given the recent trend in the crypto market, and considering its potential, we are confident that Airdropping is the true alternative to build a community everyone has been looking for.

3.2. WHAT IS AN AIRDROP AND ITS ROLE IN BUILDING COMMUNITY?

The 21st century Airdrop is the story of crypto developers trying to spread the word about their coin by giving it out as free rewards to as many people as possible. It is the process whereby a cryptocurrency enterprise distributes cryptocurrency tokens to the wallets of some users free of charge. Generally, Airdrops are carried out by blockchain-based startups to bootstrap their cryptocurrency projects while established blockchain-based enterprises also perform them either to reward their existing communities or build new communities around the project.

The whole idea behind airdrops stems from the popular belief that the more users a cryptocurrency has, the more valuable it will be. So, airdrops are a way for developers to create awareness about their coin, and to get a lot of people involved. It is a win-win situation for everybody; the developers who will get more people involved with their coin, and the airdrop collectors, who will get a crypto in exchange for completing trivial social media tasks, which may increase drastically in value after it gets listed on exchanges. In the beginning, projects carried out "blind" airdrops. That is, they would generate valid hex addresses and send a small amount of coins to random wallets across the network. Axioms, however, offers a community of crypto savvy and engaged users. Not only can they increase your community size numbers in bulk, but they may also provide engagement and interest for the project as a whole. This provides a much higher user retention rate than blind airdropping.

3.3. HOW IT WORKS?

There are basically two major types of airdrops: The first come as a surprise and the second is announced beforehand. For already established blockchain-based enterprises, they may choose to go the route of the former rather than the latter. Getting to know about it, might depend on how involved one is in the crypto community. For a new startup or an upcoming ICO, the latter i.e. announcing beforehand is a better, and mostly availed, approach. This way, pre-airdrop announcements can get

the buzz going. Since the aim is mostly to bootstrap the project, the airdrop process usually involves the completion of a number of tasks by the user to qualify for the airdrop. When the date of the airdrop arrives, the enterprise will release the free tokens to the users who qualify.

3.4. WHY AIRDROPS?

Referring to the importance of mass-airdrops, research suggests that airdrops can lead to substantial community growth; in little to no time. Hydro is one such project that completed their airdrop on February 16th, distributing a total of 2,632,330,741.57 tokens raising a community of over 25,000 in a few day duration. Similarly, Polymath a crypto security project and NOBS token, raised over 10,000 Airdrop participants in a few weeks.

A community that earns free tokens that don't hold any current value, but rather expected future value, is incentivised to promote the token. As such, airdroppers want their digital assets to have a price tag in the future and will therefore promote the token sale inhopes for its success. Since airdrops result in the user receiving the airdrop by performing certain tasks, the user is therefore already persuaded to complete assigned actions. Further tasks can be given regarding promotion of the project for the user's incentive to increase the value of their token. Therefore, the project managers end up with users who are ready to listen to instructions to help, as community members. *This is a phenomenal opportunity to create both an active and supportive community.*

Through airdrops, projects are likely to reach, and interact, with a wide number of people while recipients receive rewards. Moreover, due to the growing interest in airdrops, it is probable that a project will reach a wider demographic once it announces an impending airdrop. Through our platform, projects can also do targeted airdrops to increase their user base by, for example, geographic location. Airdrops may have an effect on the price activity of the token. This is due to a psychological effect called the endowment bias. This phenomenon refers to the fact that people believe the things they have possess more value than those things they do not have. This feeling may lead to a greater amount of interest and research into the token on the part of the user. In turn, this could result in more demand for the token, which is what many blockchain projects aim to achieve.

The importance of mass airdrops essentially boils down to network effects and the nature of network graphs. Theories, such as Reed's Law, have posited that a network's utility (which is measured in money earned or any other metric) is linearly proportional to the number of nodes (people) in the graph. The exact amount of utility ranges from n^2 to 2^n based on the field, in which, the network graph was applied toIt is clear that increasing your network larger and larger, will give you outsized, greater utility relative to earlier utility.

For example, these theories show that growing from 100 to 200 people will provide significantly less additional utility than growing from 1,000 to 1,100 people would, even though, you gained the same number of people.

Overall, airdrops provide four theoretical value propositions:

Lead generation:

Gathering contact information is key to any marketing exercise, especially if prospects are "crypto-literate".

Viral Marketing:

Most ICO's promote airdrops as "free money"—it will persuade many people to sign up to the token sale and users start referring their circle, creating massive publicity exposure.

FREE Money:

Anything with the tag "FREE" on it will go viral these days; it's not that hard to see why doing airdrops is often the go-to marketing strategy amongst developers. Collecting an airdrop helps users get a coin which may become extremely valuable in future for free.

Trigger Fear of Missing Out (FOMO):

As airdrops often occur only a few weeks before a sale launches, it will create the suggestive expectation that we will also offer such handsome discounts to convince investors that missed the airdrop.

Reward Loyalty:

Airdrops could be an effective strategy to retain recurring users—unfortunately, most projects that fundraised via ICO do not have an existing user base.

Helps attract Investors and Reduce Market Budget:

As the treat of getting free coins is dangled before crypto users, many of them will flock to the coin. This helps boost the viability of the coin. And, in turn, it attracts investors, as they will see the coin as something that has value or the potential to be highly valuable in the future. The idea essentially boils down to making people think that FOMO for something free is akin to FOMO for the same good when you have to pay for it.

4. PROBLEMS WE SOLVE

Traditional processes of airdropping is hectic and time consuming. A contributor needs to be subscribed and connected to some major airdropping channels who take a massive fee from developers for listing that airdrop on their platform. In addition, developers have to manually send their tokens to the participants, which is time consuming and needs dedicated staff manage this for around 2 months' tenurewhich that could be better spent focusing on developing the project. In a nutshell, some of the major problems faced by developers and the communities in the airdropping process include:

- Substantial amounts of time and effort are needed to initiate and execute an Airdrop

- Projects having problems with announcing & advertising the airdrops, which leads to them missing the targets (in both deadlines and desired users

- Task checking for latter distribution is a painstakingly long process

- They usually target the wrong user base

- Massive fee for Airdrop listings on centralized, airdropping platforms

- Projects being unable to offer referrals, thus not incentivising ROI

- Too many scam projects stealing private keys or failing to distribute tokens

At Axioms, we resolve all of these issues by providing an automated, decentralized, smart contracts based platform that will natively support any token that contains the debug function SendMany(),ERC20, NEP5, or Waves smart contracts. It will enable blockchain startups, ICO teams, and existing crypto projects to distribute their tokens directly, using our platform, and build much needed communities. And, at the same time, also allowing our community to receive airdrop tokens directly into their wallets.

5. OUR MISSION

To create a decentralised Smart Contracts powered platform that automates crypto airdropping, thus helping crypto startups, and existing projects, grow their communities, while raising awareness about their respective projects.

6. OUR VISION

A platform that enables crypto startups, and existing projects, to grow communities through automated smart contract based airdropping, while also allowing users to slowly and steadily build a portfolio of cryptocurrencies by leveraging their social media.

7. TECHNICAL ARCHITECTURE

The Axioms platform will be a combination of NEP5, ERC20, and Waves smart contracts that automate the distribution of airdrops in a trustless manner when a set of conditions are met on the platform.
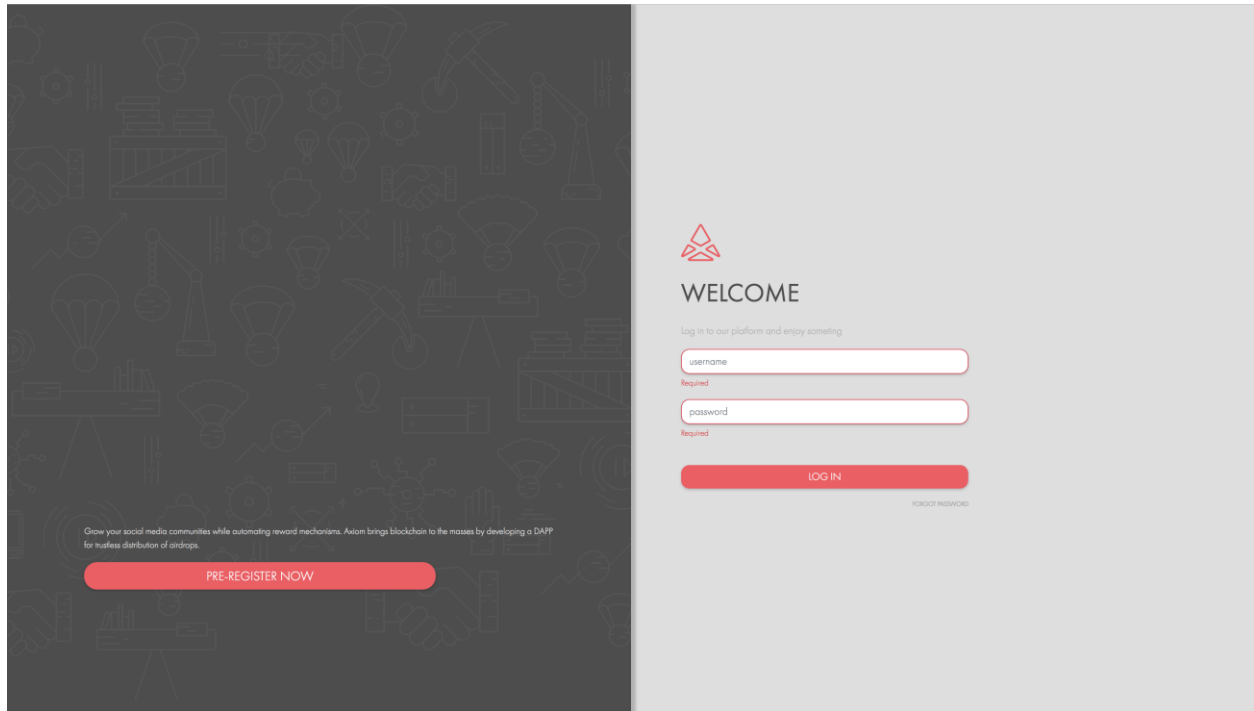
7.1. INTERFACE

The Axioms user interface is designed with the aim to be both user friendly and efficient. It is optimised with a specific airdrop architecture, making sure that no memory leaks or dangling error exists, while working seamlessly with underlying structures. The following are the basic functionalities Axioms would be providing.

Logging In

For logging into the Axioms platform, we offer two functionalities:

Administrators:

An administrator is any authorised member of a specific ICO, crypto project, or representative of a crypto project, aiming to perform the airdropping operation through the Axioms platform. They can:

- Set up airdrop applications
- Accurately and precisely check the task completion
- View progress in real time
- Automate the airdrop distribution
- Get access to a database full of community members (through social media tasks provided by said project)

Use Cases

- Administrators can sign up and create airdrops with a company email. This will help core members better shift through the applications and to ensure a higher level of veracity/accuracy
- At the current stage, administrators will shift through the airdrops and will have the ability to censor any airdrop that looks by any means sketchy or doubtful
- All tokens for an airdrop must be sent to the smart contract shown in the application before they are approved, and, therefore, shown to our users. This ensures that our users will at all times receive the promised amount of tokens once they have successfully performed the required tasks

Normal Users:

Plain users or members, as evident from the name, are general community members aiming to get updated about potential crypto projects and also looking to earn free tokens.

- Complete airdrops tasks
- Track their earnings in:
  1. Number of tokens
  2. Campaigns they have contributed towards

Use Cases

- Users can only sign up with one account [there is, of course, password recovery] if the systems detect the same social media connected to several email accounts, all the accounts will be permanently banned
- All users will have to sign up with an Ethereum address that will be permanently associated with their account and is immutable from an administrative perspective

User platform

The user platform will look something very similar to what is displayed here. Let us break it down:

Dashboard:

The dashboard is the landing page when a user logs in and contains the current airdrops, descriptions, recent activity, and the ability to track your progress.

- Available Airdrops - Available airdrops will show the user the logo of the coin being airdropped & the tasks that are available for that specific airdrop. The tasks that

have been completed are in grey and the tasks yet to be completed are in red. You will also get a tag of the market price of the airdrops you are doing

- Description - A description of the coin and a detailed description of the task the user can complete

- Progress - You will be able to track how many tokens you have received in the entire timeline of your account and the continuity of the airdrops
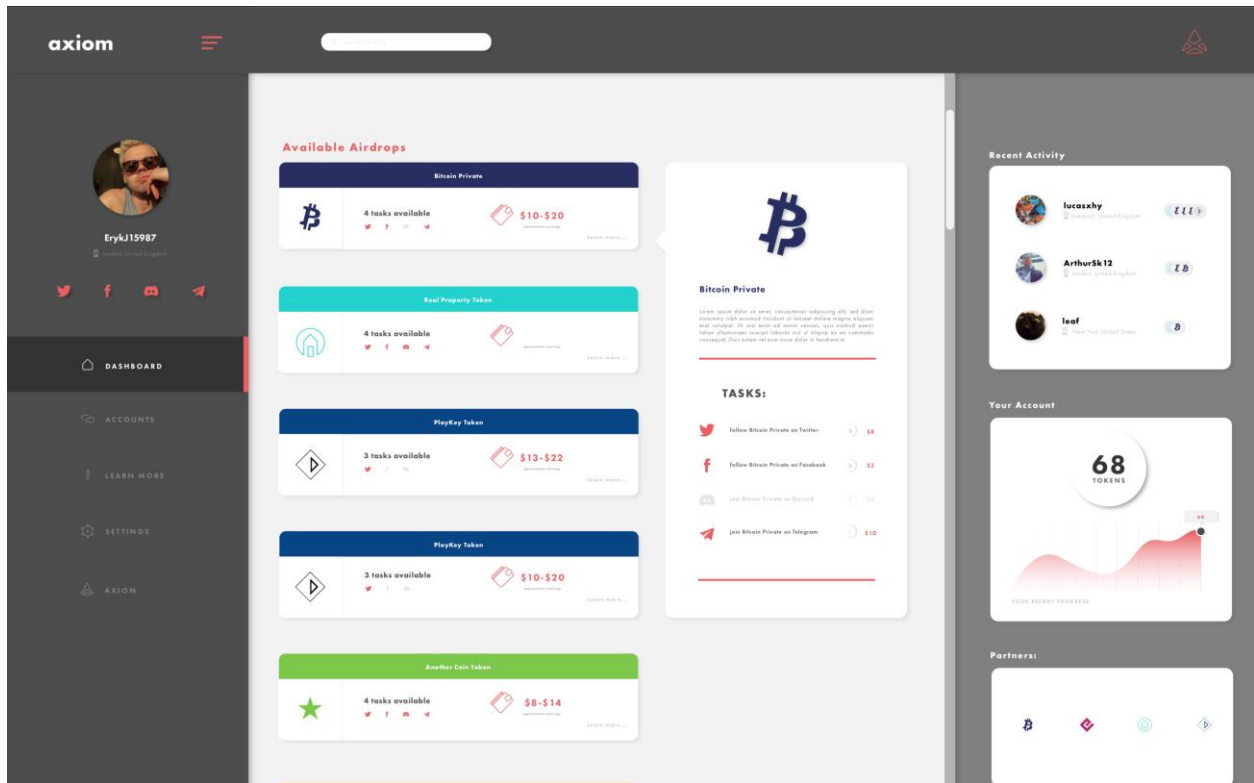
Menu

The Menu will show the user which social media accounts his or her account is connected to. The menu is a static bar on the left of the screen that contains the username, and links to different parts of the platform:

- Accounts - Edit the permissions we request from them and the connections to its social media accounts.

- Learn More - FAQ section divided by general questions about the platform. Both user targeted questions, and projects targeted questions

- Settings - Activate and deactivate 2FA. Change your password or deactivate your account

Admin panel

This is the form administrators of airdrops will have to fill out to submit an airdrop to our system. Let us break it down.

- Name: The Name of the coin to be airdropped.
- Symbol: Trading symbol of the token.
- Description: A small description of the coin the administrator is airdropping.
- Overall Value: A range of the dollar value of the coins being airdropped.
- Price/Token: Determines how much each token is currently worth.
- End Date: End date for the airdrop campaign.
- Website: Website URL of the company.
- Total Tokens: The total amount of tokens you will be sending to the smart contract.
- Logo: A field to upload a 100*100px image of the logo.
- Colour: Accepts hex colours that define the colour of the top bar in their airdrop card
- Total Tokens: The total amount of tokens you will be sending to the smart contract.
- Token Smart Contract: Address of the token smart contract.
- Tasks: Will let you add a different combination of task to your airdrop including:

- Following on Facebook
- Following on Twitter
- Liking on Twitter
- Retweeting on Twitter
- Joining Discord
- Joining Telegram
- Referral system[1]
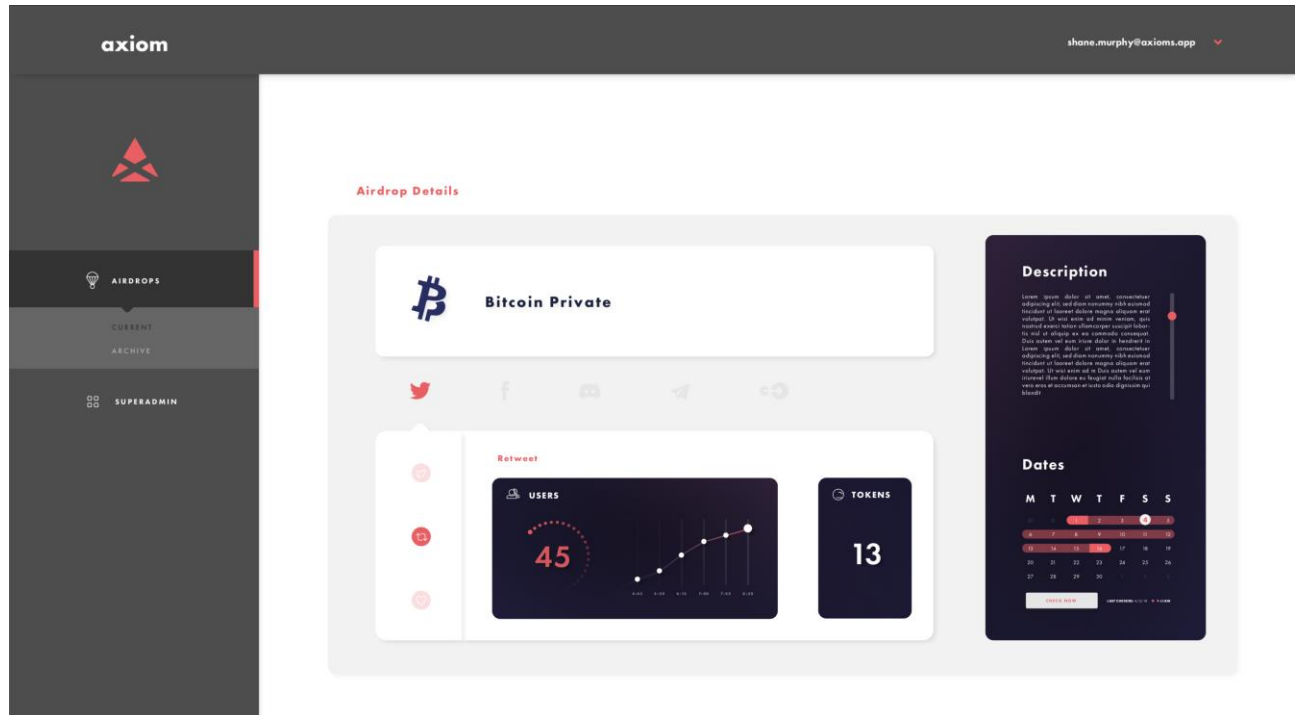
When the form is completed the admin can hit save and it will be sent to a super-admin for review.
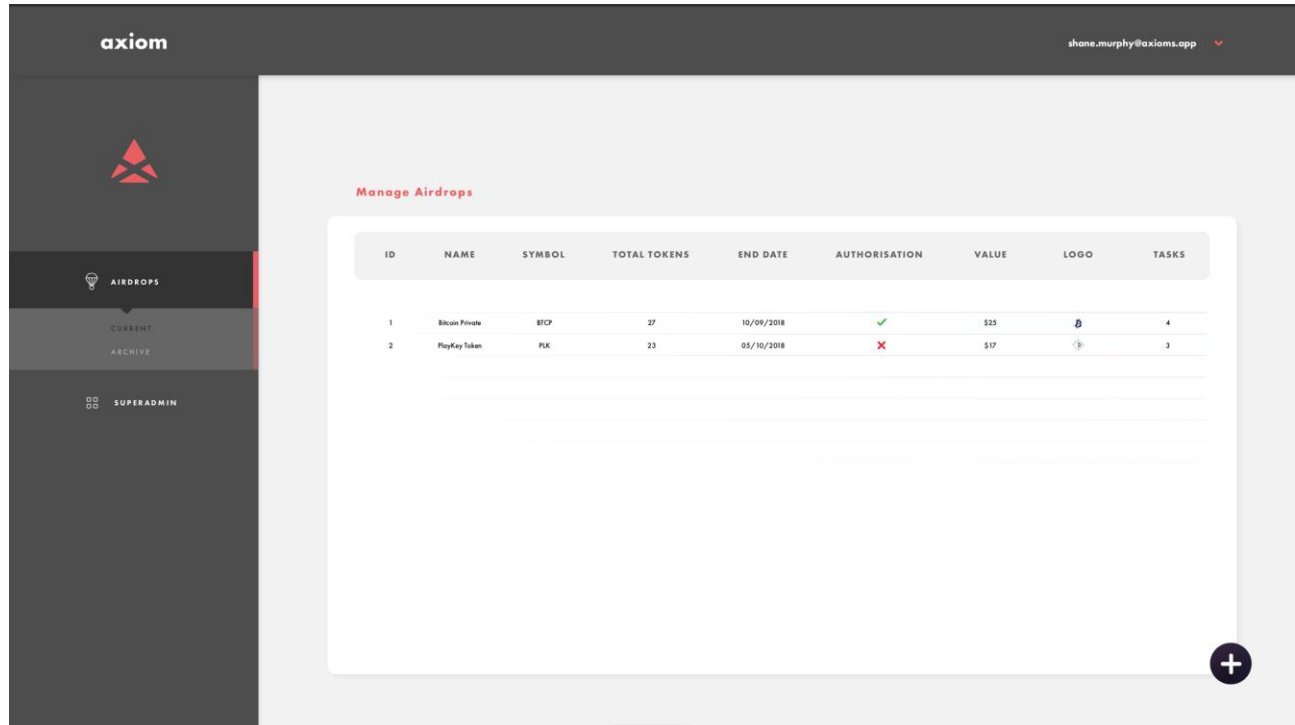
The admin will also be able to track the progress of the airdrops they have carried out, such as:

- The users will be able to track how many users have completed a specific task so far, a chart showing the progression, and of course how many tokens have been given away per action as well as the total amount of tokens given out.

- The user should also be able to see the description they provided of their project and see how many days the airdrop has left and how many it has been running by looking at the calendar.

- The data should be provided in pseudo-real time meaning they can get their information in real time as long as they click the button check now.

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[1] Referral systems will work by giving each user a unique link and tracking how many users join the platform and complete a task that relates to the airdrop where the link was originated.

Finally Admins should have the ability to see the history of airdrops and a list of active airdrops such as:

Super-Admin Details:

- Super-Admins can see all of the airdrops in the system, both active and archived.
- Super-Admins will have a tab called, pending where they can view all of the airdrops that have been submitted to the platform.
- They can access their data. finally they have the ability to approve or decline airdrops into the platform.
- Until they do so airdrops will not be displayed to the users.
- When ever an airdrop expires a button will appear in the dashboard called "Airdrop" which will send the tokens over to all the necessary parties.
- Super Admins will also have access to a tab called "Growth" whereby this tab will contains a graph charting the number of registered users in the platform, he number of active users in the platform, and active users defined as having completed at least a task in the last month/week/day.

In simple words, Axioms smart contracts can be explained by comparing it with traditional contracts. Normally, to create a contract, one needs to visit a lawyer or a notary, pay them, and wait while getting the document, which is simply a time consuming and expensive operation, but it builds trust among the transactional parties.

In airdrops, users must rely on the ICO founding bodies or centralized airdropping platforms to issue their share of free tokens after they have completed the required tasks. There have been various instances where users had to perform a given set of tasks and later they weren't issued their earned tokens which created a bad impression among the community.

At Axioms, we use decentralized trust-less smart contracts, which would add the much needed trust among community and ICO founding teams. It works just like a vending machine or an escrow, where you as a user perform a given set of community tasks e.g. following a twitter page and subscribing to medium account, and the autonomous smart contracts release the earned number of tokens directly into your wallet. Thus, using this technology, the Axioms ecosystem not only defines the rules and penalties around an agreement in the same way that a traditional contract does, but also automatically enforces those obligations.

Axioms Smart contracts will offer a way to automatically distribute tokens once users have successfully completed tasks necessary to earn that particular token. Furthermore, it will pave a way to verify and order transactions in a distributed ledger, keep a record of consensus that is validated and held within a network of separate nodes. Entries can be altered but not deleted from the blockchain which is based on the Ethereum platform. All transactions will have an auditable trail and a traceable digital fingerprint. The data on the ledger is pervasive and persistent, creating a reliable "transaction cloud" where transaction data cannot be lost.

Axioms uses smart contracts based technology for its transactional and distribution purposes. Furthermore, usage of smart contracts in the Axioms ecosystem would also ensure that in our blockchain-based distributed ledger environment, clearing, settlement and distribution of personalized or third party projects happens instantly, when the conditions set up by the user have been completed.

9. AXIOMS—PROVIDING VALUE THROUGH AUTOMATION

Airdrops are a new form of marketing, and a very effective one. So, a question of substantial importance appears: how can the developer reduce cost and labor when it comes to airdropping as it needs planning for adjusting tokenomics, structuring the airdrop tenure, and then managing and carrying out the token distribution? Traditional ways of marketing are still an expensive area of businesses and, most of the times, over half of the budget is being [wasted](). This is because, in traditional marketing, users are not incentivised to be part of the ecosystem. They are at most being shown through very expensive and intrusive ads that, for a nominative fee, they can join it.

Airdrops, on the other hand, enable the user to join the ecosystem, and participate for what the user would essentially perceive to be free in a premium environment This logically offers a higher chance for engagement. Airdrops come with their own drawbacks. Namely, the amount of labor required to check the social media task completion, the distribution of tokens, and reaching out to a new user base.

The purpose of airdrops we are focused on, however, is that of increasing the social media following interaction and user base for which they would ,of course, need a foreign user base. These are both issues Axioms identifies and solves through its platform.

Axioms will be a hub for crypto users to find airdrops and for crypto projects. While, a most friendly platform for developers, ICOs, and crypto projects founding teams to promote their ideas and try to attract users, grow communities into their own ecosystem by using airdrops.

9.1. HOW IT WORKS?

The platform, as a Dapp, aims for complete automation and decentralization (See Road map), and therefore is required that the platform will be run as an ecosystem. The entire development of the platform will march towards this idea of full decentralization and ecosystem growth. We have therefore implemented a couple of smart contracts that will govern the incentivization structure of the platform.

9.2. SOCIAL MEDIA INFLUENCER PROGRAM(SMIP)

The first function will be a Social Media Influencer program(SMIP). The SMIP will use an algorithm to determine the overall impact every person has had through out their history with airdrops. If the impact is above a given threshold, which will be the top 10% of the Axioms platform users, they will be denominated as Social Media influencers. On every airdrop, they will receive more tokens than the general population exclusively because they bring more value to the platform than the rest of the users. This feature badge is given with charge and is not just given to just anyone.

9.2.1. THE ALGORITHM BEHIND THE SMIP

The platform keeps track of everything a user does From referring users to the platform, to completing any of the airdrops. With this information we will be able to build a formula that measures how much influence a user has over their respective network. This means that the users will not need a following of several thousand followers to qualify for the airdrop, rather, a following they are able to effectively influence to participate in the platform. There will be a minimum set of requirements to be able to participate in the program, however, these will be fluid and will be adapted to the demand of the platform. The SMIP is meant to be an exclusive & competitive program.

The algorithm will consistently run in the background and dynamically capture anyone who has met the public requirements to participate in the SMIP. At this point, the algorithm will compute a median of the average impact of these accounts, in descending order, and select the top 10%.

9.3. PARTNER REFERRAL PROGRAM(PRP)

The Second function is the partner referral program(PRP). This is the contract that incentivizes people to come over and bring valuable partners into the platform. There will be a function that allows users to bring in partners to the platform, that is, crypto projects willing to do an airdrop. Any given user will be able to carry out airdrops in the name of 3rd parties, and, in return, will receive a nominative amount of AXM and a % total of the airdrop. The smart contract will be very similar to the base smart contract but with the AXM fee and the percentage fee attached to it. The PRP will only receive a % of the total amount airdropped.

9.4. OFF CHAIN AIRDROPS COLLATERAL CONTRACTS

While it is true that a big percentage of the market share is occupied by tokens in the Ethereum protocol, there is a growing number of coins with PoS/PoW/Masternodes chains that also want to participate in our ecosystem. We have therefore designed a collateral smart contract that will hold the equivalent Ethereum amount being airdropped as a collateral. As a rule of thumb, we will not hold user funds. This is why this contract is necessary. The user will be provided with a script to run the airdrop in their own blockchain, from their debug console. We will then run a script in our own database that scrapes their block explorer against the list we had for them. If we register that the transactions have happened, the collateral will be released to the sending address. If not, the Ethereum held as collateral will be distributed accordingly to all of the users that completed the airdrop as a compensation for their efforts.

9.5.   REQUEST & BUG PROGRAM

This last [set of] contract[s] will ensure, the platform can survive autonomously beyond the dilution/removal of a core team. The platform will eventually include a market place, where users can offer, as individuals or bounding as groups, AXM rewards for completing certain tasks. This can include anything from bringing in a specially requested partner into the platform, to implementing new capabilities in the platform, or include requests to fix small bugs in the platform. This is a single capability that will have different smart contracts behind them.

For example: We would have to decide who has the power to actually merge the code. There would be an initial election, which would run every year after it.This would create a core development group. They would be in charge of merging and deploying new capabilities in the platform.

For example: *Adding a new feature to the platform.* This cannot be regarded the same way we regard fixing a small bug. It's also important to realise that major changes to the platform cannot simply be added, rather, they have to be accepted by the community. An easy solution would be to implement a simple voting mechanism, which would cost AXM, and would be restricted to a different rank(depending on the severity of the feature).

In other words, we would create a marketplace to make the platform self sustained by its user base. The marketplace would be limited to improving and collaborating inside the platform. These interactions will be prepared to work multilaterally like so:

a) Alice can offer bob to carry out function A and Bob can decline or accept

b) Alice could publish explicitly to the general public.

c) Bob on the other hand might want to actually implement a function himself and will therefore add a contract to pay himself for it

d) Bob might want to publish a contract against himself and wait until one or several people decide it's a good idea and pay him for it.

9.6.   BOTS PROTECTION AND PREVENTION

It can be argued that an automated platform gives rise to bots We will be taking the appropriate counter-automation steps that, will in turn, increase the value of the network of users since they can be trusted. We will implement several check points to check for a users' authenticity in the lifecycle of an airdrop: from captchas through proprietary methods to measure activity in terms of quality and not quantity. All such methods are customisable and not necessarily added to every one of the airdrops by default since we understand that different companies are looking to fulfil different objectives

9.7. AIRDROP CONSENSUS

Alluding to a problem mentioned above, there will be an inherent problem to decentralize the platform since we have to introduce a governance capability to determine the quality of the airdrops. Members of the platform will have to do their own due diligence and upvote or downvote independent airdrops. Again, with a focus by the people, for the people. The ability to vote will be directly tied to the ranking of the user.

9.8. RANKS AND HIERARCHY

All blockchain systems have a major strength: They can achieve consensus by relying on untrusted parties, which are economically incentivized to act truthfully. However, this economic incentive can't exist in decentralized applications, since it already depends on the blockchain it's built on. Adding another layer of abstraction is dangerous & complex. Therefore, the users will be required to prove they are trustworthy before they are allowed into the consensus mechanism of the Dapp. Any user who wants to participate in the ecosystem as a consensus admin, will have to first prove that he/she is a trusted member. We, therefore, have to define a trusted member. A trusted member is any member that has obtained enough experience points to have achieved the max rank. There will be a number of non trivial tasks to be completed to increase your level. Each X level will have responsibilities. The responsibilities will increase the higher up you are. All information regarding the levels will be visible at all times, There are small incentives for climbing the levels and increasing your hierarchy. Levels usually involve tasks that can be automatically checked. Hierarchy changes will involve approval from someone from the hierarchy you're trying to accept.

Ranks are akin to levels and are there to help users navigate their way through the hierarchy in an entertaining way. Ranks are denoted with numbers that appear in the top right corner of the users avatar. To increase their ranking, users will have to complete tasks, mostly around achievements and participation within the platform. Most of these levels will involve a high level of interaction that can't be faked by bots.

Hierarchy is your place in the DApp chain of command. There are multiple levels, each with their own responsibilities and benefits (some higher ranks may even have bounty rewards).
All in all this solution is created to generate a community that is trustworthy and creating a barrier from malicious actors and keep said malicious actors excluded from the ecosystem and any decisión making.

9.9. PLATFORM GROWTH AND THE CHICKEN AND THE EGG PROBLEM

The value of social media lies in the size of its network. It essentially boils down the Metcalfe's law: The utility of the network is equal to the size of the network squared. This is to say that no matter how good the social media features are, if no one is using them, they have no value. In theory, the value can be calculated by assuming that every person in the network will interact with each other. In response to this principle, most of the social media relys on invites and relying/requiring a hypothetical user base to refer the social media to their friends. This method, in theory, does work very well, however, they have a flaw in their logic. The referrals won't work if there are no people to send those referrals out to, thus in comes the chicken and the egg problem. This theory brings up a very important and recurrent question when it comes to adoption and growth: "If your value is in the size of your network, and it's the size of the network which will attract more users, how do you make your network reach optimal size before it cans start growing on its own?". We have applied some basic game theory concepts, gamified the platform through the implementation of ranks, introduce economic incentives, and figured out our rate of growth in relation to the amount of partnerships we are able to contribute $(1+g)^t$. This might seem trivial, however, it's extremely important to understand that we are a marketing company whose sole mission is to help bridge the gap for companies from project with potential, to mass adoption, and having figured these mechanics will greatly help the project we partner with.

ICO's

AXM Platform

Community

Pays in AXM to use

Distributes tokens to

Makes
platform
attractive
for

Refer
(PRP)

Has

Generates

Individual
Users

Social
Media Influencers

Attract
(SMIP)

Growth
Stage
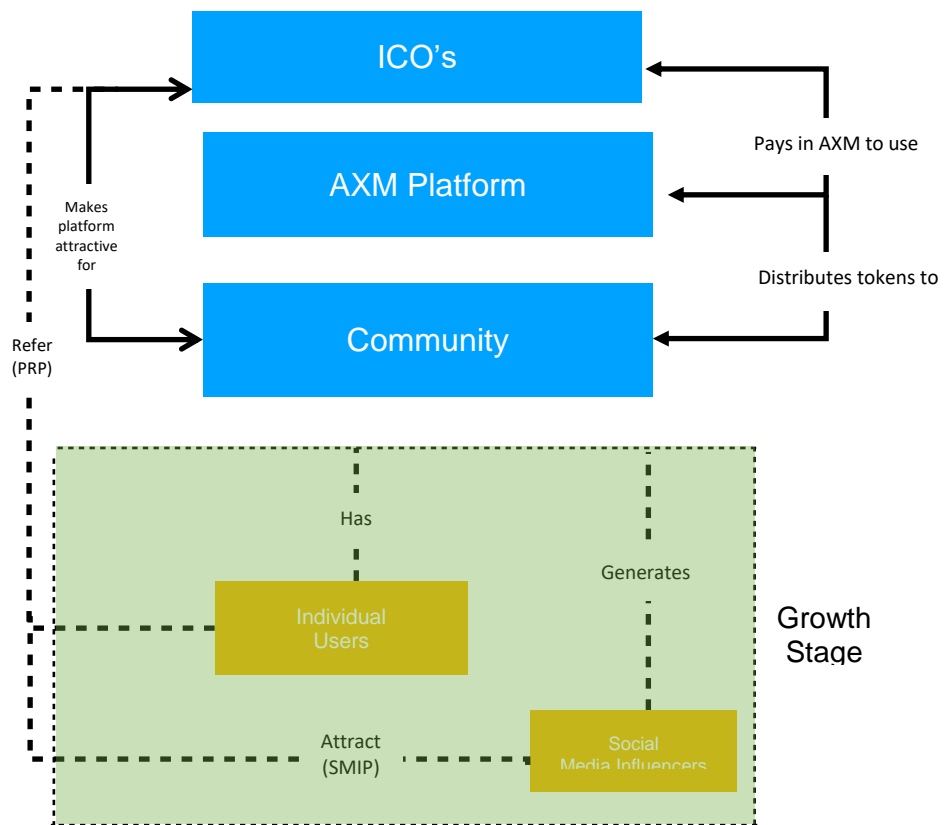
The facts presented below are done so with out loss of generality. We are talking about Ethereum, however, this extends to every smart contract platform that the platform will incorporate in the future.

- All of the tokens to be airdropped will be securely stored in an Ethereum smart contract

- The smart contract will be deployed and executed by a Geth Node whenever the Airdrop button is clicked

- The Admins/SuperAdmins/Users will not have access/executable capabilities to the Smart contracts

Geth node
- The synced Geth Node will house a single account: the owner of the contract
- Calls will be made to it to determine the state of the contract, estimate the gas costs, and determine token information. Once the transactions have been generated, it will broadcast them and signal the script upon their confirmation (or failure)

Script
- The script calls the database first, getting the token address, list of the addresses, and list of corresponding token amounts
- It checks the data, makes calls to the contract to determine whether the token address needs to be set, and does so
- It then assembles the airdrop transactions, checks all the data again, and sends them to the Geth Node to be broadcasted
- Once sent, it updates the database to match this fact, and waits for confirmations
- As soon as the confirmations are received, it updates the database & interface again

Smart Contract
- The smart contract will be owned by an account created in the Geth Node
- The transactions will be formed with data from the smart contract and the sql database made through local web3 calls
- The transactions made to the smart contract will be generated locally and broadcast through the local Geth Node
- A series of smart contracts will be implemented for the airdropers to provide payment to the platform in a decentralized way. Initially there will be three:
    - One in charge of registering the receipt of Eth to pay for transactions
    - One in charge of registering the receipt of AXM to pay for the service
    - One in charge of registering the receipt of the projects tokens to pay for transactions

11. AXIOMS — CREATING AWARENESS ABOUT YOUR CRYPTOCURRENCY

With the sheer size of the cryptocurrency market, a new cryptocurrency can go completely unnoticed if it isn't given the right boost in terms of substantial marketing campaigns. Just like every other aspect of the digital world, hype and buzz play an important role in the cryptocurrency ecosystem. With many cryptocurrency enthusiasts looking for new cryptocurrency options, Axioms will provide you a seamless, automated airdrop for getting people interested in your project.

We believe that marketing campaigns on social media for an airdrop can lead to increased attention being paid to a new project. In order to make this happen, we provide you a one stop solution that enables developers and project teams to list their airdrops through a user-friendly application. ICO teams and crypto projects alike are allowed to create customized tasks, such as signing up to a newsletter, following a twitter channel, etc. They are also provided with the functionality to accurately and precisely view community participation and progress in real time. Moreover, in the long run, we aim to provide in-house content and copywriters who would help the ICO teams and crypto projects deliver thorough and quality content to raise awareness about their project.

It is quite obvious that cryptocurrencies have recorded a huge growth in the last few years. Yet when we look into the model they follow, they are only as useful as the amount of people using their ecosystem, especially when it comes to utility tokens. Tokens and coins are therefore as useful as the size of their network graph.

Airdrops usually don't address this issue. Sure, they provide a value proposition and an easy way to join the ecosystem. In case, the user is interested in participating, however, the platform focuses on expanding the network graph of the ecosystem. Not only in terms of the outward appearance of what it looks like to increase your twitter following by 5-fold, but especially in how it looks like to increase your ecosystem use. Let us work from a practical example familiar to everyone, Ethereum. Ethereum has countless followers all over the world and a market cap of 80bn US dollars. Their value proposition, namely smart contracts is great, and many coins have tried to imitate it. But that is not where the value of Ethereum lies. It lies in the network graph of their ecosystem and on the measurable amount of people using it. Ethereum has something you can't fake, the developer traction, and consequently the user base.

We, of course, can't claim that airdrops will make you successful, however, we can guarantee that people will have to participate actively in your ecosystem in order to receive the airdrops, this will, in turn, maximise the turnover rate, e.g. how many people stay as opposed to dumping the tokens.

13. AXIOMS TOKEN

Axioms Tokens is an ERC-20 token based cryptocurrency that allows peer to peer mode of payment, exchange, and storage of value in a trustless manner (i.e. without relying on financial institutions such as banks or governments for defining and controlling its value).

Deployed on the decentralized Ethereum blockchain, Axioms token offers quick, secure, and efficient transfer of value with confirmation speeds up to 10 times faster than Bitcoin. The currency would be used for daily transactional activities happening within the Axioms financial ecosystem and would serve as a store and exchange of value between users in a secure, efficient manner at reduced costs.

We believe transactions should be fully transparent, and therefore all transactional activities happening within the Axioms ecosystem are recorded on the Ethereum distributed ledger. This technology would ensure that the Axioms platform is publicly audited and fair. It will provide transparency to sender and receiver and enable them to track their transactions on the Ethereum public ledger, from the moment they make a transaction through the moment it goes to the final recipient.

13.1. FEATURES OF AXIOMS TOKEN:
Security

Based on the latest smart contract technology of Ethereum blockchain, Axioms inherits all security features provided by the Ethereum network. All transactional data is encrypted and resides on a decentralized.

The Axioms platform will accept payment in its native currency, AXM(with discounts to incentivise its use) and at normal rates with crypto currencies such as Bitcoin and Ethereum. AXM will also be used to carry out payments for advertising space in the platform. It's important to point out that AXM will be a utility token, and should not be used for speculative purposes.

Decentralized

Unlike medium of accounts, there is not a single point of failure. All the transaction activities are open and transparent to the whole community. Furthermore, the value is driven/controlled by the community rather than centralized entities.

Easy Transactions

Users can transfer Axioms to anyone, anywhere in the world, as long as the recipient is connected to the internet, in seconds.

Transparency

Blockchain technology provides open access to information at all times, thereby, ensuring a fully transparent process, accurate data records, and equal terms for everyone.

Privacy

With Axioms, users can enjoy the advantages of using a public blockchain, while still being sure that their private information is protected.

Support various Wallets

Axioms supports a variety of digital wallets e.g. MyEtherWallet, Mist, Metamask etc.

14. ROAD MAP

Q2 2018

- Idea originated

- Initial research

- Team building

- Platform Development started

Q3 2018

- White Paper release

- Website release

- ERC20 Token creation

- Community Development and PR Campaign

Q4 2018

- Airdrop distribution

- Platform Release.

- Reddit implementation.

- Medium Implementation

- Instagram Implementation

- Mobile applications development started

Q1 2019

- Mobile application released.

- Listing on crypto trading exchanges

- Reddit implementation

- Medium Implementation

- Listing on crypto trading exchanges

- Partner referral program

- Ranks & levels introduction

Q2 2019

- windows/mac/linux native apps

- Bitcointalk implementation

- Community consensus to validate projects

- Social Influencers program

Q3 2019

- Partner referral program

- Collateralised airdrops

Q4 2019

- Bugs & Features market place.