

APELLIX, INC.
EXECUTIVE BUSINESS PLAN

Revision 2.0 - October 3, 2021

APELLIX INC. LINES OF BUSINESS	2
DIGITAL CURRENCY MERCHANT ACCOUNT.....	2
SECURITY TOKEN MANAGEMENT SYSTEM.....	4
AQUADEX DECENTRALIZED EXCHANGE	5
APELLIX.GALLERY: NFT TRADING & COMMISSIONING	6
APELLIX TOKENS ON SOLANA.....	7
VIRTUAL USD™ STABLECOIN – SYMBOL: “USDV”	7
APELLIX, INC. SECURITY TOKEN – SYMBOL: “ATLX”	8
FINANCING	9
MARKETING CHANNELS.....	9
DEVELOPMENT PLAN	10
PHASE 1: LAUNCH.....	10
PHASE 2: BUILD & GROW	10
PHASE 3: SCALE.....	10

ATELLIX INC. LINES OF BUSINESS



DIGITAL CURRENCY MERCHANT ACCOUNT

A service that is a low-fee off-ramp to regular bank accounts for “mainstreet” businesses to accept various common digital currencies but without having to do any trading on cryptocurrency exchanges to redeem regular US Dollars. The service would guarantee a reliable value that can be withdrawn to a typical bank. The goal is to have overall lower fees than a credit card merchant account: targeting 1% when typical credit card merchant account fees are 1.5 - 3.0%.

Businesses embed an easy-to-use script in their checkout process which allows them to request digital currency payments. Additional features include requesting payments by sending a link via email or SMS. Businesses initiate payments priced in US Dollars. Recurring subscriptions are supported.

Consumers use common cryptocurrency wallets to make payments from the specific currencies that are accepted by Atellix. Approved 3rd-party stablecoins are accepted at \$1.00 par value. Approved cryptocurrencies, such as Solana SOL and Bitcoin, are automatically exchanged for Virtual USD™.

The user interface quotes the converted price in the currency the user wants to spend, calculated from the USD price set by the merchant.

Merchants pay a monthly fee for the merchant account. The initial monthly price is \$50 per month, or other higher tiers depending on volume.

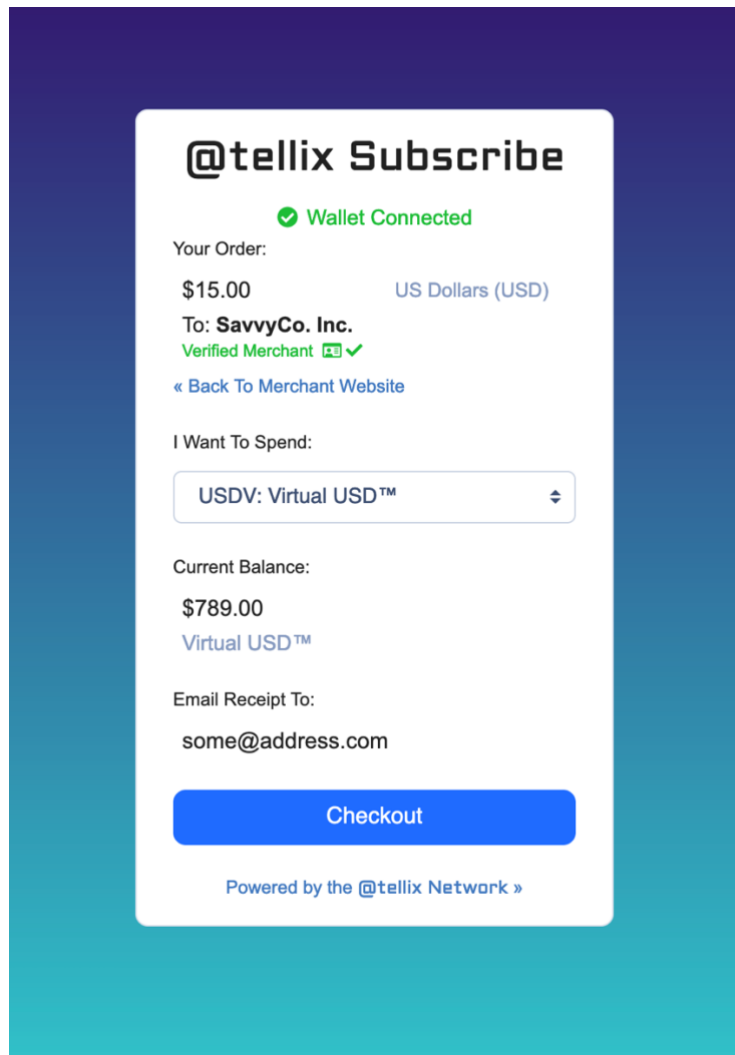
Approved Stablecoins & Cryptocurrency:

- PAX, USDC, USDT (*other coins later*)
- Solana (SOL)



Supporting Companies:

- Cryptocurrency Exchanges – Off-ramp transfers to banks.
- Sila (<https://silamoney.com/>) – ACH payments from internal bank accounts to merchant bank accounts.



Working interface, not a mock-up.

SECURITY TOKEN MANAGEMENT SYSTEM

A service provided on the Atellix Network for creating Security Tokens that represent various underlying assets, including company equity, credit instruments, real estate, and other property.

The service provides the necessary processes including reporting and corporate governance to deploy and manage Security Tokens on major blockchains, starting with Solana. We are developing processes and standards for managing Security Tokens that meet applicable regulatory and compliance requirements.

Atellix, Inc. is developing a detailed “Capital Bidding” process to create a mechanism for presenting investment proposals. These investment proposals are directed to public or private marketplaces such as venture capital groups, underwriting banks, investment clubs, or if applicable, the general public.

Capital Bidding applications would contain detailed financial information, projections, scenario models, and compliance information, so that investors can compare the quality, and likely profitability, of Capital Bids.

Supporting Companies:

- VerifyInvestor.com (<https://www.verifyinvestor.com/>)
- GlobaliD (<https://global.id/>)





AQUADEX DECENTRALIZED EXCHANGE

An online trading platform for implementing market infrastructure on public blockchains. The Atellix AquaDEX is built on Solana and powered by the Infinitrade™ on-chain orderbook system. AquaDEX facilitates a fully-transparent, on-blockchain limit orderbook with a simple, powerful, and composable API.

AquaDEX will seek the appropriate licenses, regulatory approvals, and memberships to self-regulatory organizations to be able to trade Security Tokens in the United States of America.

A “proof-of-concept” version of the AquaDEX will be released shortly after the initial launch of the Atellix Network.



Example DEX user interface from the open-source project: “Hydro Protocol.”

ATELLIX.GALLERY: NFT TRADING & COMMISSIONING

The Atellix Gallery will be a full-featured NFT gallery with ability to mint, sell, trade, and commission NFTs.

The Atellix Gallery platform will be *unique* from other NFT marketplaces based on our emphasis on commissioning new artwork directly from artists and then creating an NFT from the finished work.



ATELLIX TOKENS ON SOLANA

VIRTUAL USD™ STABLECOIN – SYMBOL: “USDV”

A fully-backed “stablecoin” designed for consumers’ everyday purchases. Atellix automatically converts approved stablecoins, and certain select Cryptocurrencies, into Virtual USD™ upon purchase.

Atellix, Inc. manages the collateral behind the Virtual USD™ tokens. Approved stablecoins will be accepted by Atellix, Inc. at exactly \$1.00 to prevent end-user consumers from ever needing to do currency price conversions.

Any cryptocurrency, such as Bitcoin or Solana SOL, that is used to purchase Virtual USD™ will be converted to a fully-collateralized stablecoin, or converted to cash via a cryptocurrency exchange.

Virtual USD™ supports recurring subscription that are verified by a Solana smart contract. This smart contract prevents a merchant from double-billing a customer for any subscription period.

USDV Token Details

Minting	One octillion USDV tokens will be minted to the Treasury. The tokens are released from the Treasury upon exchange for collateral. The collateral swapped for Virtual USD™ is managed by the “Collateral Protocol”.
Purchase Price	\$1.00 (Approved stablecoins, or Solana SOL, etc.)
Redemption Value	\$1.00 (Merchants); Collateral basis price, net of fees (Users)
Network Exit Fee	1% (excl. Merchants)

ATELLIX, INC. SECURITY TOKEN – SYMBOL: “ATLX”

The ATLX security token is a digital representation of Atellix, Inc. equity holdings. The tokens will be minted on the Solana network as SPL tokens. ATLX tokens for initial investors will become tradable after 12 months based on the requirements of the “Reg. CF” raise.



ATLX Token Details

Hard Cap	1,000,000,000 Tokens
Minting	ATLX tokens are assigned proportionally to Atellix, Inc. equity holdings.
Purchase Price	TBD
Redemption Value	Market Value

FINANCING

Atellix, Inc. is preparing a \$5,000,000 crowdfunding raise via a licensed crowdfunding portal in exchange for ~10% of the Atellix, Inc. Equity. This offering will be executed under the “Reg. CF” exemption from registration of securities with the Securities and Exchange Commission (SEC).

MARKETING CHANNELS

- Clubhouse
- LinkedIn
- Twitter
- Facebook
- Webinars
- Accredited Investor Lists
- Atellix Website
- Outbound Calling
- Grant Applications (Solana Foundation, etc.)
- Co-marketing (i.e. other projects’ mailing lists)
- Bitcoin Influencers
- BitClout Community
- Direct Paid Marketing
 - Google/Facebook/Instagram/YouTube/LinkedIn Ads
 - Digital Radio Channels
 - Major Cryptocurrency Websites (Coin market cap, Coin gecko, etc.)

DEVELOPMENT PLAN

PHASE 1: LAUNCH

MVP product on Solana:

1. Virtual USD™ (USD) Currency
2. Digital Currency Merchant Account
3. Basic Security Token system for the Atellix, Inc. Equity Token (ATLX)
4. Aqua DEX (*beta* release on Solana as “proof of concept”)

PHASE 2: BUILD & GROW

Fill-in product lines:

1. Build out Security Tokens, Capital Bidding & Reporting infrastructure
2. Launch NFT “Atellix.Gallery” on Solana
3. AquaDEX (*production* release on Solana)

PHASE 3: SCALE

Achieve the major goals:

1. Get SEC approval for securities Broker-Dealer, and/or other relevant licenses, approvals, and memberships (SIPC, FINRA, etc.)
2. Help clients create, manage, list, trade, and analyze Security Tokens
3. Process Capital Bids, and offer investments in Categorized Capital Blocks
4. Build software marketplace