XA Interactive is a development stage company specializing in digital advertising platforms, cryptocurrency, blockchain, cutting-edge mobile technologies.
## PROBLEMS

<table>
<thead>
<tr>
<th>AD FRAUD</th>
<th>Payment Method Limitations</th>
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<tbody>
<tr>
<td>The current online advertising ecosystem is flawed. Enabling fraud committed by advertising networks, imposter websites, and malicious third parties.</td>
<td>Ad conversion rates are abysmal. Users are in fear of supplying their personal banking or credit card information due to mass data breaches and theft. Currently, no safer payment option is available to users to buy products and services from advertisers.</td>
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<tr>
<th>DATA THEFT</th>
<th>Unclear and/or misleading reporting</th>
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<tbody>
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<td>Major ad serving networks and exchanges operate with huge amounts of centralized data that can easily be traced back to the consumers’ identities.</td>
<td>Online campaign reporting is every advertiser and marketer’s nightmare. This prevents advertisers from being able to cross-check data and results.</td>
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Solution #1

XA Interactive’s revolutionary ad platform will go a long way in reducing ad fraud by creating an immutable audit trail between brands and consumers.

Solution #2

Enable advertisers to accept SXR Tokens seamlessly for products and services to increase sales and provide a stronger ROI.

Solution #3

Provide users the ability to buy and receive SXR Tokens as rewards for their time and interaction spent on the digital ad platform.

Solution #4

Bridge the gap between advertisers and consumers by providing an interactive, intuitive and user friendly platform encouraging ad interaction and purchases.
This direct-to-consumer system provides seamless, safe, and secure transactions through a decentralized network utilizing blockchain technology.
INVESTOR OPPORTUNITY

SXR Token investors purchase tokens which are held in digital wallets, or on ledger with XA Interactive. Companies and platform users place bids on the SXR Tokens so those tokens can be used to purchase products and services. Investors have the opportunity to accept or decline any bid offered.

By using a programmatic bidding process, XA Interactive’s built in buyer base makes the sale of the tokens for the investors seamless.

Through this bidding model, SXR token investors will receive notifications through their XA digital wallet and can accept bids based on the investors price preference. Bids will vary in price ranges, so this may create a profit opportunity for SXR token investors.
 BLOCKCHAIN IN THE PROJECT

**Tokenization**
Tokenization, when applied to data security, is the process of substituting a sensitive data element with a non-sensitive equivalent.

**Decentralization**
The decentralized nature of blockchain technology means that it doesn't rely on a central point of control.

**Immutability**
XA Interactive Ensures Immutability in the system, Meaning Users are ensured of security of their assets.
A total of 100,000,000,000 SXR Tokens are being created for sale and or reward. The current price of the SXR Tokens has been set at $0.04 USD per token. This price has been determined by generated interest and a valuation set by investors.

The XA Interactive Token (SXR), a token based on Ethereum’s ERC-20 Token is an important element to the ad platform. Ethereum is an open-source, blockchain based distributed computing platform oriented towards smart contracts. All SXR Token transactions are recorded on the Ethereum blockchain allowing full transparency for SXR Token investors, advertisers, and users.

By creating the SXR Tokens, XA Interactive further helps push real ad views, sales and services, click-through rates, and interactions. Aiming to significantly move the needle for advertisers who have suffered significant setbacks from the current giants who control the digital ad market.
MARKET OPPORTUNITY

$51 Million dollars per day in digital ad fraud presents not only a market challenge, but a unique opportunity for XA Interactive. Creating an entirely new form of video ad player that caters to the advertisers presents a strong market opportunity, and XA Interactive is uniquely positioned to capture ad dollars that are currently being wasted on ad fraud. The ad platform will richly benefit the advertisers as well as the users, and that is what sets XA Interactive’s platform apart from others.

For example: 10 Million users spending 12 minutes per day on the ad platform translates to approximately 50 ad views per user per day. 500 Million ad views were created generating $6.00 per thousand views for a total daily revenue amount of $3 Million dollars. $6-10.00 per thousand is a general target price per thousand video ad views. $3 Million per day @ 365 days per year = $1,095,000,000.00 USD in ad revenue.

XA Interactive will generate more than $1 Billion dollars in revenue by converting the ad dollars wasted on ad fraud, and placing those ads in front of real users viewing the ads. By charging a modest amount at first to prove the product, scale the platform and build advertiser and publisher trust, XA Interactive can later renegotiate the fees charged as the platform grows.
MARKETING STRATEGY

1. Social Media
   Create and manage communities on Telegram, Twitter, Facebook and YouTube.

2. Press Release
   Publish press releases and articles on popular media outlets.

3. EXCHANGES
   Get Listed on Crypto Trading Exchanges.

4. Ads Campaigns
   Use Facebook, Twitter and Google ads Campaigns.
Through XA Interactive’s strategic partnerships, advertisers and consumers are brought together like never before. Creating a unique user experience, users are encouraged to view and interact with digital ads. By integrating the XA digital ad platform and SXR Tokens into the ecosystems of multiple social media, telecommunications and other digital advertising platforms, XA Interactive will have access to more than 1 Billion users. By incentivizing consumers through an SXR Token reward system, and by providing a programmatic bidding process for SXR Tokens, consumers are rewarded for their ad views and purchases.
Additionally, advertisers now have a real opportunity for their ads to be viewed by actual consumers and not bots. No longer held to a 3 second, no sound ad view industry standard, XA Interactive seeks to close the door on the $19Billion dollars per year wasted on ad fraud. By targeting the ad traffic that is wasted on fraud and converting it to real consumer views, XA Interactive stands to gain a significant portion of the $19Billion dollars currently being lost annually by advertisers.

Through XA Interactive’s digital ad platform, advertisers will have the alternative they have been desperately looking for that provides them with real world consumers who have an interest in the products and services they offer. By utilizing the SXR Tokens as the platform payment method, a seamless interaction between the advertiser and consumer is achieved.