

APPX

MASTER  
TOKEN  
CROWD SALE

2017

GOAL MINIMUM  
\$1,000,000 (USD)



apptrade

"The Stock Market Of Apps"

[ito.apptrade.io](http://ito.apptrade.io)

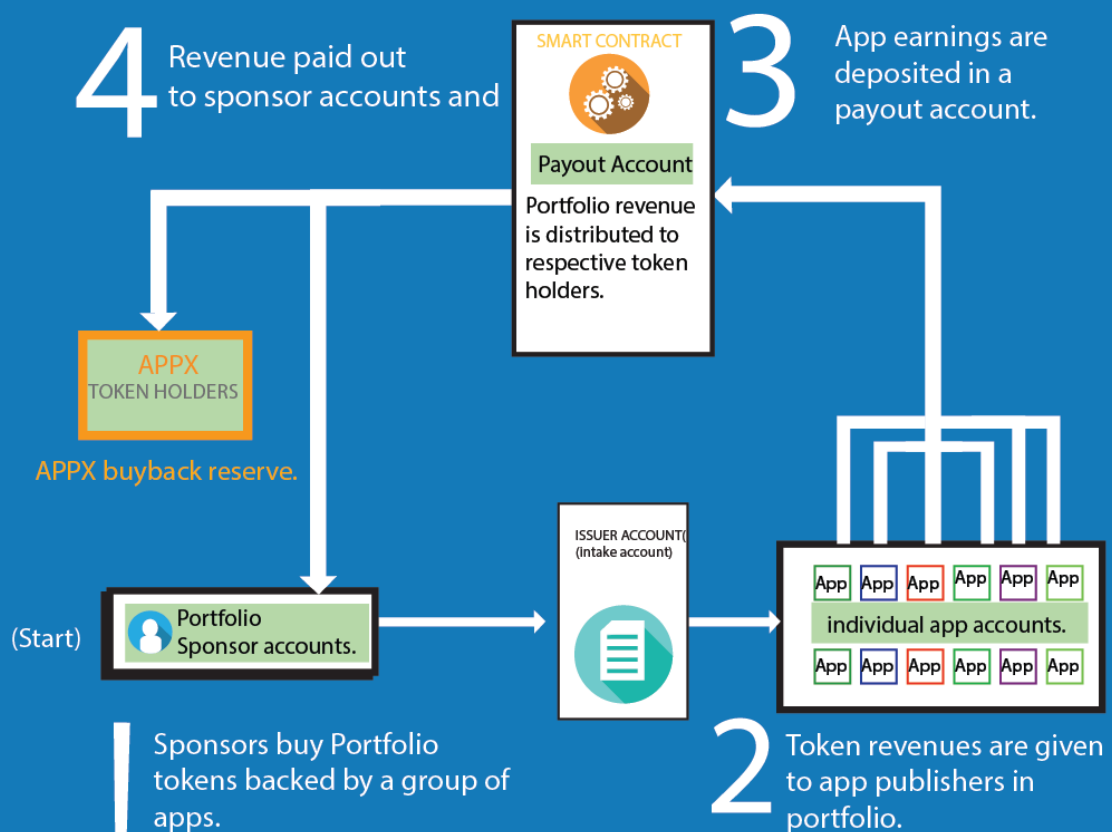


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## App Portfolio Account Structure

To understand Apptrade's master token opportunity, here is a visual of a single portfolio's account structure.

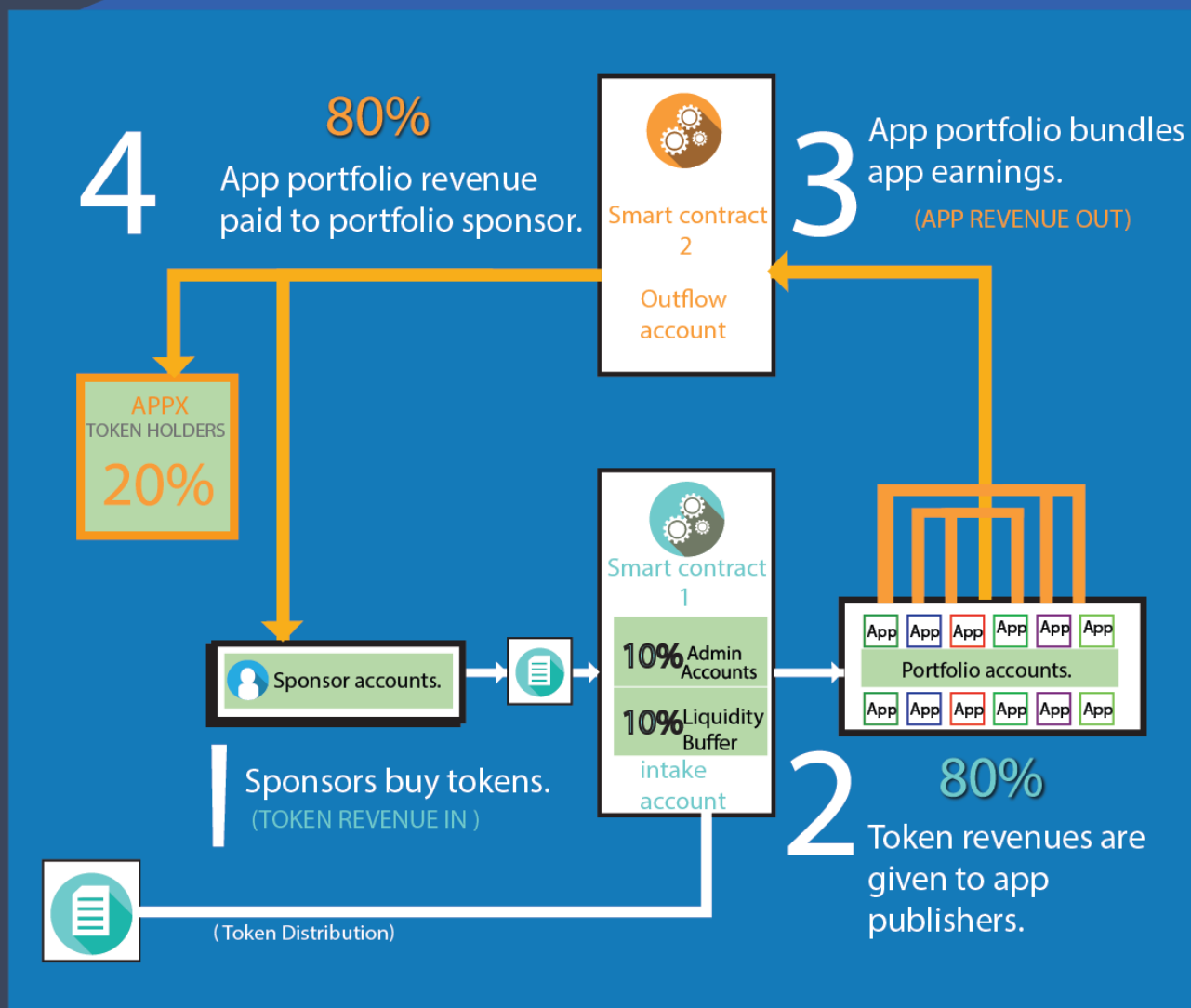


An app portfolio features a demand driven roll out of tokens for public circulation. More tokens increments are released for sale as capital requirements increase. For example, if a portfolio's market cap rises, and capital demand goes up, the portfolio will roll out additional 10% from the total token supply.

APPX master tokens are different from portfolio tokens. APPX are backed by all portfolios.

## App Portfolio Flow Of Value

A portfolio allocates 20% of earnings to the APPX Buyback reserve.



Apptrade stores uncirculated token supply in a multi-signature, cold storage account.

To see more details about portfolio token values and app valuations see our strategic overview at [ito.apptrade.io](https://ito.apptrade.io).

### SUMMARY

All apps are on an individual payment level. Each publisher will see their tiered payment rate decrease as the value of their app increases. 80% of an app portfolio's earnings are distributed to portfolio token sponsors and 20% to holders of APPX.

### **Break Even or Potential Revenue Stream #1**

#### ***Portfolio "Alpha" income of \$100,000 monthly from 100 apps***

- a. For every 5 Apps we should seek a revenue of \$1000 a month back to portfolio. That will then give Apptrade APPX Token holders a monthly income from Portfolio "Alpha" at \$200 a month per app.
  - i. Therefore, if 50 Apps produce \$100,000 a month income with \$20,000 portfolio income. (20% of Monthly Portfolio Income, paid into The APPX Master Token)
  - ii. Income from this should seek a number around the multiple of 20; 5 apps should seek to produce an income of \$1000 therefore each app pays \$200.
  - iii. \$20,000 a month to start, income for the Apptrade token would be considered *revenue for portfolio "Alpha."*

## **Example # 2- The Hit Scenario (10 apps)**

**As a result of a portfolio incubation strategy, it is possible a singular app may become a hit to earn \$50,000 per day, which is \$1,500,000 per month - at a reduced individual payment level of 10 percent - \$150,000 per month alone in portfolio income.**

- a. Under 2 year participation agreements, cross marketing and shared links within the apps, a hit app could increase the other 9 to an average of 1000 per day, \$30,000 per month. 9 apps, each paying \$6000 monthly, adds an additional \$72,000 to monthly portfolio earnings.

**The hit scenario is an exception as over 92% of apps make less than \$10,000 a month. The goal of an app portfolio is to improve this probability by letting traffic flow within a group of apps. Most apps are not as successful as they can be due to a lack of user acquisition strategy. App portfolios address this issue with cross marketing and collaborative funding. An App portfolio provides a way to add value to apps during their sales listing.**

## **Target Market Share**

After 3 years we seek to penetrate 1.4% of a \$30 billion dollar growing app market.

### **Apple's App Store Sales Top \$28 Billion In 2016**

<https://goo.gl/VFxXCk>

To learn more see our strategic overview: <https://ito.apptrade.io/>

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