

iBUSXcoin[®]

White Paper

1 Concept



What would you do if there was someone with tremendous potential, whose skills may be hidden from view by current values and crushed at the whims of large corporations.

Getting lots of likes on Facebook etc is fine but what tangible or social merit is there for the individual? “Likes” don't pay bills nor do these “assets” benefit anyone but the centralised companies that harvest your data.

What if there was also mutual merit in such altruism...

“iBusXcoin® is a currency that directly connects you with such people, people who may be scattered anywhere around the globe or just next door.

You can now support – through individual choice – people directly that existing banks and large corporations refuse, for hidden reasons, to endorse.

A recent technological breakthrough is Web 3.0., a decentralised platform which connects people peer 2 peer, by bypassing the dream crushing selection process that dictates what makes it.

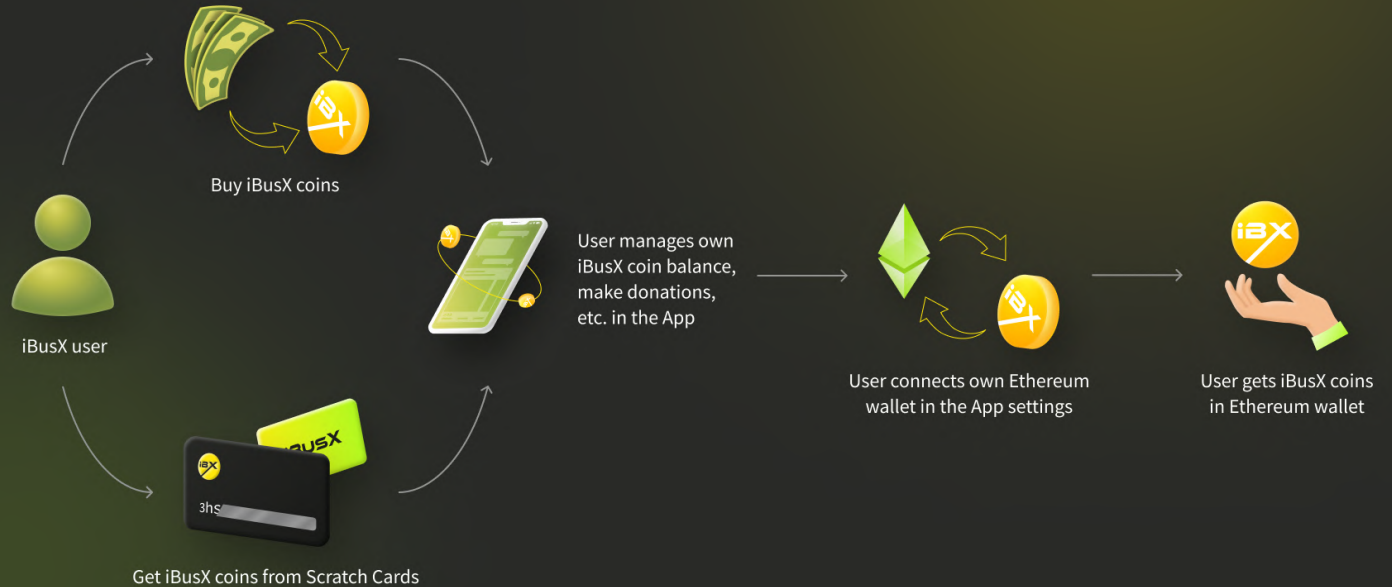
There are countless cryptocurrencies out there, but iBusXcoin® is an Ethereum based and boasts cutting edge security measures – setting it apart from many others.

iBusXcoin® is the currency that connects you directly with a truly wider world, in the most modern way, to a brave new world where people are rewarded directly by those who respect passion and care enough to reward effort.

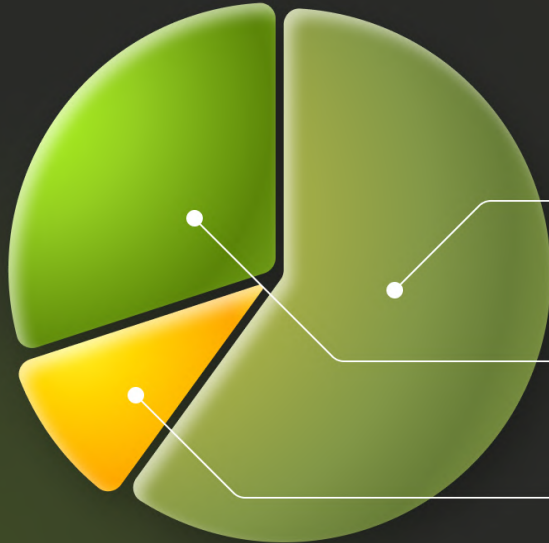
You are invited to be part of this future.



2 Ecosystem



3 Tokenomics



50.000.000.000 iBx

total coins

60%

held by the parent company which will be distributed on crypto exchanges over six years at 72/1 (6 years x 12 months) at market price

30%

are held by the owner and distributed amongst partners and engineers

10%

will be distributed freely to support artists and as promotional tools via scratch cards etc to support the iBusX ecosystem"


4 Executive team members

5



Lee Longshaw


CEO & Creative Director

 [LinkedIn Account](#)



Sae Römer


Chief Marketing Officer

 [LinkedIn Account](#)



Hidehiro Inai

Digital Communication Officer

 [LinkedIn Account](#)

5.1 Market growth. Market size

6

03/11/2022 – 04/11/2022 • Worldwide data • Apple store + Google Play



New Users

Value

33.3M

Recent MoM growth (Feb to March)

+16%

90-day growth (01/11/2022 – 04/11/2022)

+5.3%



Daily Active Users (DAU)

Value

50.3M

Recent MoM growth (Feb to March)

+0.1%

90-day growth (01/11/2022 – 04/11/2022)

+5.3%



Monthly Active Users (MAU)

Value

127.8M

Recent MoM growth (Feb to March)

+0.1%

90-day growth (01/11/2022 – 04/11/2022)

+1.1%



Downloads

Our Downloads

+6%

Average Downloads in primary category

-8%

We outperformed category avg by

14%

5.2 Market growth. Competitor highlights

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03/11/2022 – 04/11/2022 • Worldwide data • Apple Store + Google Play

Quick facts about top players in the market:



TikTok



Etsy: Custom & Creative Goods



17LIVE – Live Streaming



Kuaishou

Most users



95%

MAU

Apple Store + Google Play

Best day 1 retention



35%

of users returning

Google Play

Best day 30 retention



13%

of users returning

Apple Store

Most sticky users



93%

MAUs open the app daily

Apple Store + Google Play

Happiest users



77%

of users express positive sentiment

Apple Store + Google Play

Most frequent updates



30 days

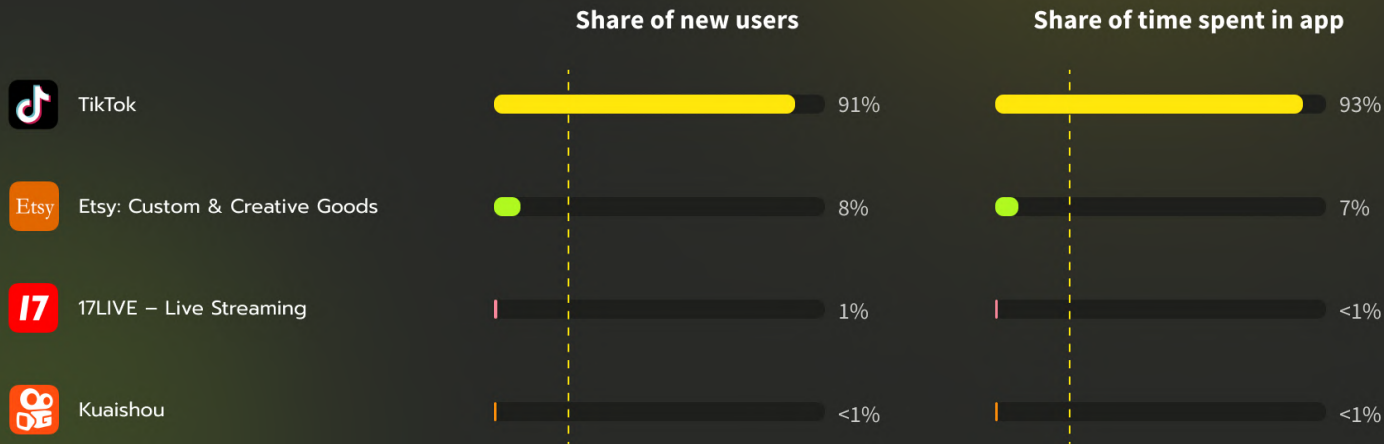
between releases on avg

Apple Store + Google Play

5.3 Market growth. Market share

03/11/2022 – 04/11/2022 • Worldwide data • Apple Store + Google Play

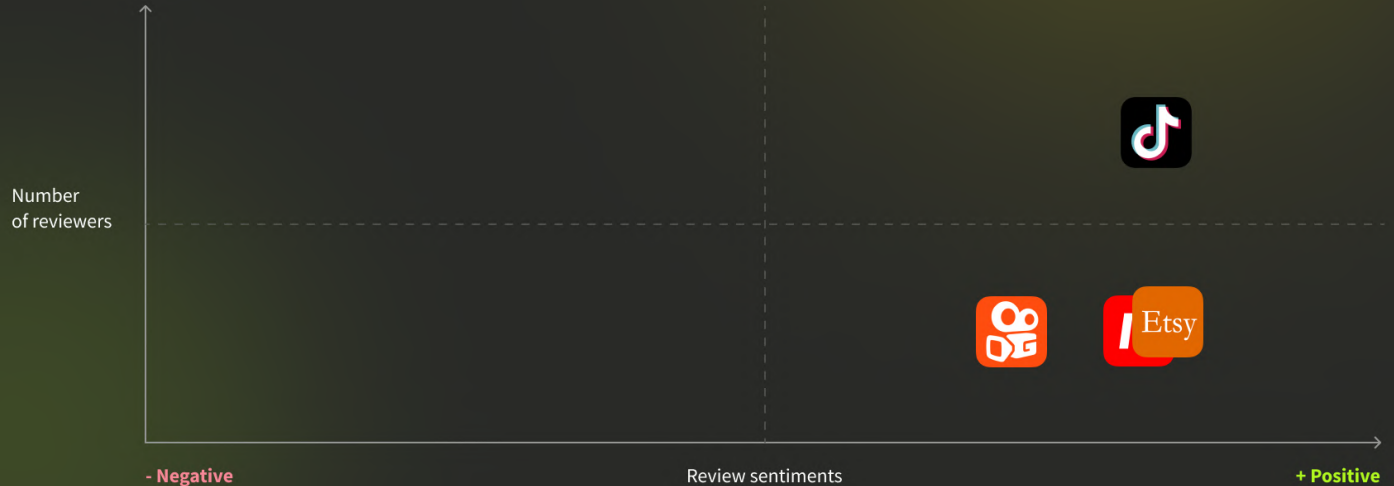
Understand which players are performing above or below market average



5.4 Market growth. Competitive positioning

03/11/2022 – 04/11/2022 • Worldwide data • Apple Store + Google Play

Uncover users' sentiment about competitive apps



6 Disclaimer

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Product Disclaimer

iBusXcoin® is an Ethereum-based blockchain token and the internal “currency” of the upcoming iBusX® mobile SMS application ecosystem. iBusXcoin® aims to maintain adherence to law where law exists and where laws and regulations are ambiguous or still evolving aims to be at the forefront of compliance and to operate with a high level of ethical consideration, obligation and social responsibility. iBusXcoin® strives to be a truly ethical crypto currency. iBusXcoin® does not offer financial advice, nor can it claim that iBusXcoin® will increase in or gain value. Although iBusXcoin® operates with a high level of integrity, as with any crypto currency, market trading includes risk and users are advised to do due diligence before embarking in crypto trading. iBusXcoin® does not take any responsibility for fluctuations in price and user discretion and vigilance is recommended.

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Thank you for attention!

iBUSXcoin®



Japan
Cryptoasset
Business Association