XION PROTOCOL

HYBRID BLOCKCHAIN ECOSYSTEM

"POWERING A GLOBAL ECONOMY WITH SUBSCRIPTIONS"
ONE PAGER

› XION ONE PAGE DOCUMENT

WHAT IS A SUBSCRIPTION
A subscription is a product or service which is paid for periodically, rather than all at once.

WHAT IS XION
Xion is creating a new approach to the current subscription industry, by eliminating the need for extensive 3rd party applications and allowing for a Freemium interface, utilizing blockchain protocols to establish a single platform for any type of subscription model. Xion is approaching the market with not just one targeted industry but a multitude of industries for scale in subscriptions, thus allowing any and all retailers globally to add or automate subscription models for their businesses, be it online or offline via POS device.

Xion will be the first platform of its kind to offer a basic Freemium service to ordinary users to create, manage, edit, sell content, scale and run a subscription company with the sufficient tools globally.

THE CURRENT SUBSCRIPTION MODEL PROBLEMS
Traditional subscription platforms are lacking the most vital components of which make a recurring offer run smoothly. With only the ability to manage a limited amount of functions on each platform, means that retailers are having to add multiple 3rd party applications to handle the entire process, which is expensive, difficult and time consuming for anyone that doesn't have a technological background. From creating websites, analyzing data, optimizing ads, customer service, email marketing, billing, products, customs, suppliers, distributors, payment processors.

- Multiple 3rd Party Integrations
- Customer Satisfaction
- The Ability to Scale Rapidly & Globally
- High Transaction fees
- Cross Border Payments

- Limited Platform Tools
- Chargebacks & Fraud
- Churn Rates
- Customer Data & user Management

Retailers might be experts in their product offerings and selling their products with traditional models. But current models are complex, expensive and time consuming for retailers to leverage either a subscription model or sell their products online. With Xion as their partner, they don't have to be experts at managing the technology that will empower their success. Retailers can now focus on what they do best: Selling their product. Xion protocol takes care of the rest!

WHAT ARE WE TRYING TO ACHIEVE & HOW DO WE GENERATE REVENUE?
Xion is looking to empower a global economy with subscriptions. Allowing for retailers, suppliers, distributors and users to all be involved in one ecosystem to create, manage, edit and automate their subscription offerings, while still being able to focus on what really matters, their product or service.

The first step to generating revenue would be to introduce commission based on subscribers per a retailer. This way Xion has an edge on any competitors in the market by only charging retailers a flat percentage fee per a subscriber but not on the entire basket (cart size), this way retailers will gain an advantage over other platforms by only paying a percentage fee per the subscription amount (subscriber) set by the retailers. Percentages of commission will be charged in tiers or flat rates.

Additional revenue will be generated through an advertising model, advanced packages, tools and fees on users selling data.
Each aspect of the platform will have separate smart contracts designed to cater for the needs for each channel in the ecosystem. By utilizing a Hybrid Blockchain with a Private and Public state, Xion has the ability to process smart contracts with little to no fees.

Customers are in full control of their monthly subscriptions through the Dapp with ISX currency, giving the ability for consumers to cancel, pause or renew with one central subscription interface. Utilizing this model, Xion creates a more transparent way to bill for consumers.

CONCLUSION
Xion Protocol is a unique Omnichannel powered by Blockchain technology. It brings not only full transparency, budget friendliness and security to the whole process, but also high efficiency provided by Xion Smart Contracts Fabric & Hybrid functions.

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