

Executive Summary

Financial Tyranny



People worldwide of all income levels work hard trying to create lasting wealth for their families and posterity. One of their biggest challenges is in protecting their savings from inflation, restrictive controls and even confiscation in some parts of the world. The fiscal irresponsibility of most governments has people becoming increasingly concerned with the stability and safety of their financial systems.

There are alarming reports around the world of governments and banks becoming insolvent and seizing funds from their customer's personal and business accounts. The value of national currencies continue to plummet due to out of control inflation, which itself is the result of rapidly expanding currency supply.

Empower the People



Imagine for a moment, if the people could control their own finances, without oversight from governments or banking institutions. Imagine a system that ensures complete transparency of all transactions by recording them in a public ledger for all to see. Imagine a system that allows anyone to send money to anyone else almost instantly, anytime, anywhere, for anything, with very low fees.

This peer-to-peer electronic cash system was invented in 2009, and exists today as a solution to the problems described above. The Bitcoin technology replaces banks and other financial intermediaries by verifying transactions through the consensus of a decentralized network of cooperative computer systems. The money supply cannot be wildly inflated by overzealous politicians, and the system cannot be shut down due to its decentralized architecture based on the Internet. It truly is the people's financial system, referred to as 'cryptocurrency'.

Nexus Partners - Cryptocurrency



As big as the personal computer and Internet technology waves were, cryptocurrency is much larger; a revolution to empower people to control their own financial systems. Cryptocurrency technology is still in its infancy with very few people fully understanding the power and potential of cryptocurrency.

A huge opportunity exists as the unstoppable cryptocurrency movement eventually crosses the chasm to mainstream adoption. New emerging technologies provide the greatest rewards to those companies providing the supporting service infrastructure. Services to learn about and benefit from cryptocurrency will be at the heart of this latest technology phenomenon.

Nexus Partners is a services company for the bitcoin and cryptocurrency industry, and is the developer of the Nexus ecosystem.

Nexus University - Knowledge



The Nexus ecosystem includes the Nexus University to teach people about the power and potential of cryptocurrency. The Nexus University cryptocurrency courses are delivered on a professional Learning Management System (LMS) similar to online universities. Each course has multiple lessons with quizzes on each lesson that the student must pass before moving on to the next lesson. Professional printable certificates and exams are also part of the learning experience.

Nexus University - Cryptocurrency Courses

The comprehensive Nexus University cryptocurrency courses include:

1. Cryptocurrency Enlightenment
2. The History of Money
3. The Bitcoin Solution
4. Cryptocurrency Fundamentals

The courses are very affordable retailing from \$9.95 to \$24.95 each for the student and their immediate family for an entire year.

Nexus University – Cryptocurrency Certification

Nexus University offers a certification program for individuals wanting to really dive into the cryptocurrency fountain of knowledge. After they have successfully completed all the Nexus University courses they can take a 100 question exam to test their cryptocurrency knowledge. If they pass the exam they will be recognized by the Nexus University as a Certified Cryptocurrency Specialist and can proudly carry the CCS designation on their business cards and display the professional CCS certificate on their wall.

Nexus University – HandUp Program

Nexus University wants to share the virtues of cryptocurrency with everyone worldwide regardless of their financial standing. The Nexus HandUp program works with local community leaders and media to identify candidates for Nexus University scholarships.

Nexus Rewards - Utilization



At the heart of the Nexus ecosystem is the Nexus Rewards - Global Rewards Community. After someone learns about cryptocurrency from Nexus University we want them to take full advantage of the benefits of using cryptocurrency.

Nexus Rewards provides a win-win-win situation for everyone involved including the merchants, shoppers and the Nexus affiliates. Merchants have a risk-free solution to start processing cryptocurrency payments and to get and keep new customers. Shoppers collect and redeem cashback reward points from any of the Nexus Merchants. And Nexus Affiliates earn nickels, dimes and quarters from every transaction.

Nexus Rewards Merchants

Merchants in the local community have a very unique risk-free opportunity to embrace cryptocurrency and to get and keep new customers. Merchants have already proven how hungry they are for new customers by their acceptance of the Groupon proposal that leaves them with very little revenue in hopes of getting new customers.

Merchants pay nothing to join the Nexus merchant network, they have no long-term contracts to sign, and they have no special hardware or terminals to purchase. It is completely risk-free for the merchants. Merchants pay Nexus only after they make a sale. And merchants get to choose how much they want to pay. Nexus only asks merchants to offer a cashback reward to shoppers that they can afford, along with a small 1% - 5% marketing fee for access to the Nexus mobile marketing system, customer loyalty system, and the Nexus registered shoppers.

Merchants can use the Nexus Rewards program for all their customers paying in any currency, not just cryptocurrency.

Nexus Merchants – Customer Acquisition

Merchants can acquire new shoppers that may not even know they exist. The shopper's mobile app enables them to find merchants in their local area by geography or keyword searching for any product or service.

Merchants can also attract new shoppers by posting promotions in the Nexus mobile marketing system that are broadcast to the mobile phones of all shoppers in their proximity. This service is completely free to the Nexus merchants.

Most loyalty programs offered to small businesses focus on the merchant's existing customers and do very little to attract new customers. Nexus Rewards attracts new customers to the merchant along with keeping existing customers.

Nexus Merchants – Customer Retention

Nexus shoppers keep returning to the Nexus merchants to collect more cashback reward points and to redeem those points. Nexus merchants benefit from returning shoppers just by being part of the network. Nexus Merchants also get shoppers from other merchants that are also offering cashback reward points.

Nexus merchants have the option of offering additional exclusive awards that can only be redeemed by their loyal customers with them. Merchants can define a customer awards program for what ever they want to offer. Some of the most effective award programs are non-monetary recognition-based awards like their picture on the merchant's wall-of-fame.

Nexus Merchants – Additional Revenue

Nexus merchants have a very unique opportunity to earn an additional revenue stream on their customer's shopping after they leave their store. Nexus Rewards has a viral referral program that shares the revenue for customer referrals. When a merchant refers their

customers to register on Nexus Rewards, those customers are linked to the merchant. The referred customers also have the opportunity to earn reward points by referring all their friends and family.

The merchant earns an additional revenue stream from all the shopping from any Nexus merchant by their entire shopper network for an unlimited number of referral levels to infinity. Nexus pays 10% of the marketing fees to the referring merchant on the entire shopper network. That could easily pay for all the merchant's Nexus Reward expenses plus more.

Nexus Merchants – Employee Benefit

Nexus merchants can offer their employees a Nexus benefit program that costs the merchant nothing. When the merchant's employees refer customers, friends and family to Nexus Rewards, they will earn 10% of the marketing fees generated by everyone they personally refer for purchases from any Nexus merchant.

The Nexus merchant will have signed up the employee under their referral link so that the merchant earns 10% of the marketing fees generated by the entire infinity shopper network referred by each of their employees.

Nexus Rewards Shoppers

Shoppers in the local community have a unique opportunity to participate in a shared loyalty rewards program within a network of local merchants. Participation is free and as easy as remembering your phone number after a short registration.

Nexus shoppers can review the ratings and comments from other shoppers for any merchants they are considering doing business with.

Nexus Shopper – Cashback Rewards

Nexus shoppers earn free cashback reward points from all Nexus merchant purchases. They can keep collecting the reward points and they can redeem them at any Nexus merchant. The shopper mobile app makes it easy to find Nexus merchants in their local area and to see how much cashback rewards and other promotions they are offering.

Nexus Shopper – Referral Rewards

The Nexus Rewards viral referral program gives reward points to shoppers for sharing the Nexus Rewards program with associates, friends and family. They will earn 10% of the marketing fees in reward points generated by everyone they personally refer for purchases from any Nexus merchant.

Nexus Shopper – Dynamic Rewards

Nexus shoppers do not need to know anything about cryptocurrency to participate. They can spend any currency, cash or credit cards to earn the Nexus shared reward points.

They will eventually notice that the value of their saved reward points can increase in value because each reward point is actually a Nexus token on the open market whose price is

determined by buyers and sellers. The Nexus token has a natural price increase from automatic buyer demand created every time the Nexus reward points are given to shoppers for every transaction in any currency.

Nexus Shopper – Local Organizations

Local organizations like churches, schools, alumni groups, social groups, sports teams and scouting groups can refer their membership of shoppers. These organizations can create a perpetual fundraiser that pays every week based on shoppers that keep shopping.

Organizations can earn 10% of the marketing fees generated by a network of shoppers for an unlimited level of referrals to infinity. Every shopper can earn cashback reward points for sharing with all their friends and family to create a viral marketing effect. This can create a huge network of shoppers that the organization can earn from every week.

Nexus Rewards - Barter

The Nexus Bartering program is for local individuals that would like to get rid of their unwanted or surplus products, or want to promote their personally provided services to other individuals in the local community for cryptocurrency or cash.

Barter listings in all of the hundreds of categories are free and can be enhanced with special highlights and promotions for a small fee.

Nexus Affiliates - Distribution



Nexus Partners leverages an entrepreneurial sales force to rapidly expand worldwide by offering an income opportunity to independent Nexus Affiliates. Affiliates can earn lucrative residual sales commissions by marketing the cryptocurrency services of the Nexus ecosystem.

Nexus Affiliates desiring management advancement and compensation can promote themselves through their sales production and recruiting. Much like a sales broker opportunity, they can build and lead a team of affiliates from which they can earn override bonuses. Affiliates receive a free affiliate business back-office with a professional marketing system to maximize their potential for success.

Nexus General Affiliates

All Nexus Affiliates are qualified to market the Nexus University cryptocurrency courses and to earn override bonuses from their team of referred affiliates for course sales according to the affiliate compensation plan.

Nexus Affiliates can join for free and resell courses to earn retail profits. Affiliate can earn up to 500% in retail profits for the Cryptocurrency Enlightenment course that wholesales for \$2.00 or less and retails for \$9.95.

Nexus Affiliates must be trained and certified to become qualified to market the Nexus Rewards program to merchants and organizations.

Nexus Qualified Affiliates

Nexus Affiliates are trained and certified to become qualified to market the Nexus Rewards risk-free solution to merchants to acquire and retain new customers. Qualified Affiliates can earn 20% of the marketing fees generated by all the infinity shopper networks referred by any of their merchants, organizations or themselves.

Qualified Affiliates can also self-promote to a Supervisor, Manager, Director or VP by accumulating the required number of merchants and shoppers, and developing sales leadership. All management positions share in a 100% match of the 20% in marketing fees earned by the referred Affiliate's infinity shopper networks.

Nexus Token - Currency



The Nexus Token is a cryptocurrency based on the Ethereum platform that provides a technology layer of security, innovation and interoperability on top of the blockchain technology. The Nexus token is the internal currency of the Nexus ecosystem. It is used for the Nexus cash-back reward points earned from every transaction in any currency. Every transaction drives its automated buyer demand on the open market causing a natural price increase.

Nexus Crypto-Café - Community



Nexus is taking cryptocurrency from the virtual world to hometown communities with brick-n-mortar cryptocurrency cafes and multi-cryptocurrency ATMs. Worldwide Nexus Crypto-Cafes will be local community centers for everything cryptocurrency.

Nexus cafes include business lounges and meeting rooms with food and beverage services similar to a Star Bucks. An ATM is also available for the public to exchange multiple cryptocurrencies to and from cash. Retail cryptocurrency products will be for sale along with classroom instruction on cryptocurrency for members of the local community. The latest cryptocurrency news, videos and coin prices will be constantly broadcast on several video screens throughout the cafe. Nexus cafes will provide hospitality services for business and networking groups to meet mornings, afternoons and evenings every day.

Nexus Crypto-Cafes and ATMs are available for licensed operators worldwide to support the international explosion of cryptocurrency.

Nexus Partners - Vision



Nexus sees cryptocurrency transactions surpassing those of Visa and MasterCard someday. The grass-roots movement of cryptocurrency is unstoppable and driven by the people. Millions of people worldwide are already on the cryptocurrency bandwagon with its promise to put the people back in control.

Cryptocurrency knowledge to recognize and be empowered is just the first step to mainstream adoption. Unknown future opportunities will be enabled by the underlying technology to change human culture and create new trillion dollar industries. Cryptocurrency will become part of our local society and as ubiquitous as mobile phones, email and the Internet.

Nexus is positioned to be a major provider of the cryptocurrency support service infrastructure. Different cryptocurrency coins will come and go with various user appeal and benefits. Sorting through the daily ups and downs of coin prices is high-risk speculative trading. The real winners will be the service companies supporting the world-wide awareness, recognition, and acceptance and embracing of cryptocurrency.