



NEXXUS REWARDS
Global Rewards Community

White Paper

**COMMUNITY CO-OP
MARKETING SOLUTION**



**KILLING GROUPON
PEER-TO-PEER SHOPPING**

COOPERATIVE CAPITALISM

August 1, 2018

Table of Contents

OVERVIEW	3
Abstract	3
Introduction	3
Merchant Value Proposition	4
Shopper Value Proposition	5
Organization Value Proposition	6
DIGITAL TOKEN	7
Role of the Nexus Digital Token	7
MARKETING PLAN	8
Competitive Analysis	8
Competitive Advantage	9
Go-To-Market Strategy	9
Market Projections	11
BLOCKCHAIN OPPORTUNITY	12
The Problem Bitcoin Solves	12
Solution Acceptance	13
Solution Technology	15
Nexus Blockchain	15
MANAGEMENT	16
Nexus Team	16
Nexus Expertise	18
SUPPORTING TECHNOLOGIES	20
Nexus University	20
Nexus Barter	21
Nexus HandUp	22
Nexus Sales Management	22
THE NEXXUS FUTURE	23
Nexus Crypto-Café	23
Nexus ATM	23
REFERENCES	24

OVERVIEW

Abstract

Nexus Rewards provides a unique community cooperative marketing solution that lifts the whole community.

It gives local merchants and business owners a completely risk-free and affordable solution to get and keep new customers.

It rewards shoppers for their patronage with free cash-back shared rewards that they can collect and redeem like cash with all Nexus merchants. And they can get more free rewards for referring their friends and family.

It helps local charities and non-profit organizations fund their important social causes with a perpetual fundraiser that puts cash in their bank account every week from shoppers that keep shopping.

It provides opportunity for local affiliates to assist with building the Nexus Shopper Network in their community to create a life-time residual revenue stream from shoppers that don't stop shopping.

Introduction

Nexus Rewards provides a win-win-win situation for the merchants, shoppers and the local community. Shoppers have mobile and desktop apps to find Nexus merchants to collect and redeem Nexus Reward points. Nexus Merchants can reach out and touch shoppers where they're at, on their cell phones, with the Nexus mobile marketing system. Nexus Organizations create a perpetual fundraiser to indefinitely fund their important social causes. The Nexus Rewards technology is already up and running in production with beta merchants currently offering free cash back rewards to shoppers.

Nexus merchants come from all types of businesses in the local community like bakeries, salons, restaurants, boutiques, dry cleaners, tire stores, flower stores, gift shops, cafes, pizza parlors, burger joints, frozen yogurt shops, grocery stores, service stations, butcher shops, game centers, miniature golf, movie theaters, home repairs, real estate, car dealerships, etc.

Nexus Rewards is the first global rewards loyalty technology for bitcoin and other top cryptocurrencies. Nexus Rewards meets people where they're most comfortable today by working with any local fiat currency and eventually leading them to the virtues of cryptocurrency.

Nexxus Rewards is disrupting the local community customer acquisition and retention industry. Multi-billion-dollar companies like Groupon that provide a very weak value proposition for local merchants with a centralized solution will be hardest hit by the decentralized peer-to-peer shopping solution delivered by Nexxus Rewards.

Nexxus Rewards plans for explosive growth worldwide with a trained and certified independent direct sales force and a distribution strategy designed to create critical mass in local communities to attract millions of shoppers for the merchants and tens of thousands of merchants for the shoppers.

Nexxus Rewards has a strong technology background and has developed all its technology internally over many years. All technology, including the Nexxus Global Rewards system and its many related services like the Nexxus University Learning Management System (LMS), the Nexxus Barter system and the Direct Sales Management system are all developed, owned and controlled by Nexxus with no third-party dependencies for critical functionality. This enables Nexxus to move quickly with enhancements and refinements to meet the changing needs of the business environment.

Merchant Value Proposition

Risk Free: Nexxus merchants have a completely risk-free solution to get and keep new customers. There are no signup fees, no contracts, no special software and no special terminals to lease or purchase. Merchants pay nothing until after they make the sale – no more Pay-n-Pray advertising.

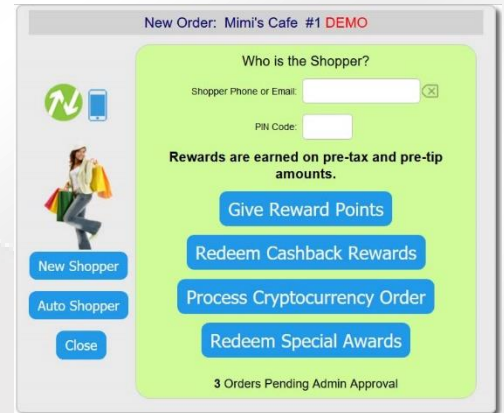
Customer Acquisition: Merchants can acquire new customers by accessing Nexxus registered shoppers with a text messaging (SMS) mobile marketing system to send daily promotions at no additional cost. Merchants can reach shoppers that may not even know they exist and reach them where they are – on their mobile devices. Merchants also have an online presence on the mobile shopper application.

Customer Retention: Merchants can keep customers coming back again and again to collect and redeem their cash back rewards. Merchants can offer cash back rewards that are redeemable at any merchant in the network and they can offer exclusive recognition awards redeemable only at the issuing merchant.

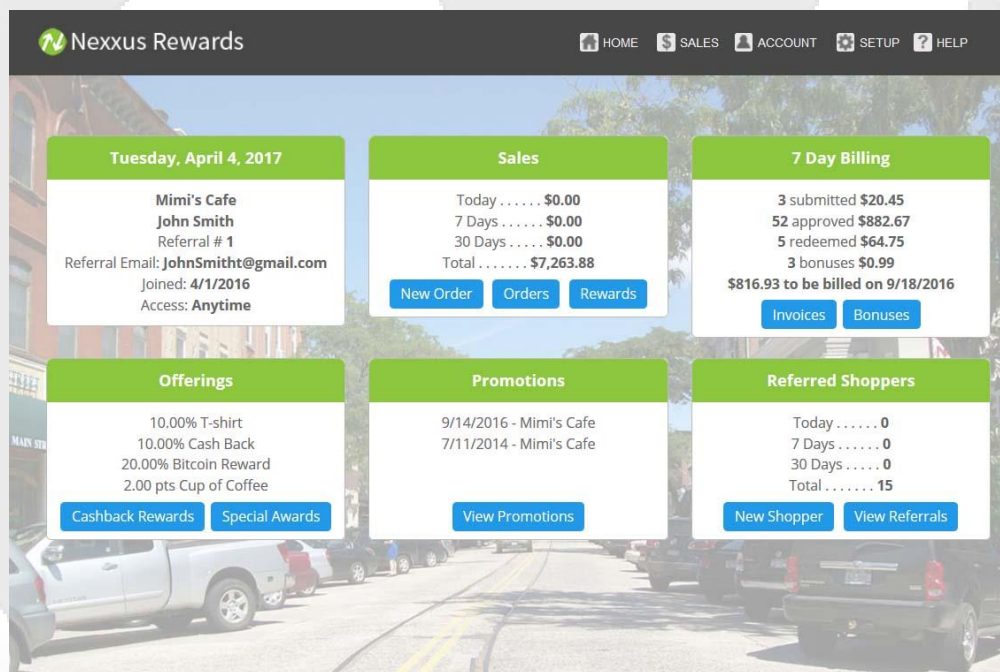
Affordable Pricing: Merchants can name their own price for the valuable Nexxus marketing services. Each merchant decides how much cash back reward percentage they will offer based on their profit margins. Even the low 1% to 5% marketing fees are flexible and based on the offered cash back reward percentage.

Additional Revenue: Merchants can create an additional revenue stream by participating in the free Nexxus viral marketing program that pays them for every transaction done at any merchant by any shopper they refer and anyone those shoppers refer... to infinity.

Cryptocurrency Payments: Merchants will also have unlimited access to a cryptocurrency payment-processing gateway that allows them to accept bitcoin and any other top cryptocurrencies supported by Nexxus Rewards.



Merchant Portal:

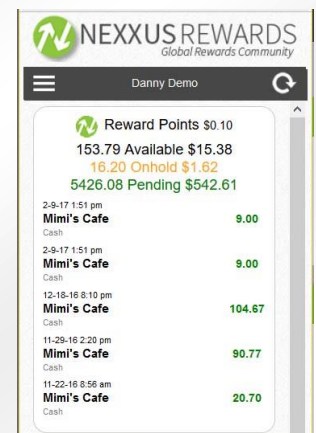


Shopper Value Proposition

Global Rewards: The Nexxus shared rewards program allows shoppers to register free of charge, collect free cash back reward points and redeem them at any Nexxus merchant.

Dynamic Points: Shoppers can collect dynamic cash back reward points that can increase in value as usage of Nexxus Rewards grows worldwide.

Referral Rewards: Shoppers can earn free referral shopping rewards for every transaction done by any shopper they personally refer.



Shopper Portal:

The screenshot shows the Nexxus Rewards Shopper Portal interface. At the top, there is a navigation bar with the Nexxus Rewards logo and links for HOME, SHOPPING, MERCHANTS, ACCOUNT, and HELP. The main content area is divided into six green-bordered panels:

- Tuesday, April 4, 2017**: User profile for Danny Demo, Shopper #1. Referral Email: danny@demo.com, Referral Phone: 1234567890, Joined: 4/6/2016 12:12:00 PM. URL: www.NexxusRewards.com/NewShopper.asp?s=1.
- Reward Points \$0.10**: 153.79 Available \$15.38, 16.20 Onhold \$1.62, 5426.08 Pending \$542.61, 661.15 Special Award Points. View Rewards button.
- Purchases**: Today \$0.00, 7 Days \$0.00, 30 Days \$0.00, Total \$0.00. View Purchases button.
- Nexxus Barter (Beta)**: Active Ads 5, Total Ads 5, Available Credits 117, Total Credits 167. Nexxus Barter button.
- Merchants**: Mimi's Cafe, Nutrition Speedway. Search Merchants button.
- Referred Shoppers**: Today 0, 7 Days 0, 30 Days 0, Total 1. New Shopper and View Referrals buttons.

Organization Value Proposition

Perpetual Fundraiser: Nexxus Rewards partners with local charities and non-profit organizations for shopper acquisition. Organizations join Nexxus for free and promote Nexxus Rewards to their membership to register as Nexxus Shoppers. When their shoppers receive free Nexxus Rewards points, the organization will earn up to 20% of the marketing fees generated from their sales.

Infinity Shopper Network: The organization's referred shoppers have an incentive to refer their friends and family to receive additional free Nexxus Reward points. This viral incentive will organically grow to unlimited levels of referred shoppers to infinity. The organization earns up to 20% of the marketing fees generated from all the sales to infinity of their entire shopper network.

No Buying or Selling: The Nexxus perpetual fundraiser is easy and automatically works in the background to deposit cash in the organization's bank account. No longer do they need to send their kids out selling candy bars or greeting cards.

Support Local Community: The Nexxus Reward solution works synergistically with the whole community. Organizations can feel good about supporting their local community, for which merchants gladly provide valuable funding for their important social causes.

DIGITAL TOKEN



Role of the Nexus Digital Token

The Nexus Digital Token was developed in the early stages of product development of the Nexus ecosystem in 2016 by Nexus Rewards. It was designed from the beginning to be the internal currency for value exchange within the Nexus solutions. Some Nexus tokens were distributed for product development funding in part to private angel investors and other contributors with the early vision to see the potential of the Nexus mission and business strategy. The Nexus digital token currently has a privately established value of \$0.20 USD.

Internal Currency: The Nexus internal reward points used for the cash back rewards are a digital token called the Nexus Coin. It is the internal currency of Nexus Rewards.

Technical Specifications: The Nexus Token is an Ethereum-based ERC20 compliant token. It started with a total supply of 299M with an incremental healthy inflation factor. Nexus Token holders receive ½ percent interest on their minimum monthly balance as an incentive to hold their coins. As the utilization of Nexus Rewards and the Nexus token increases, the inflation rate will have a corresponding declining track.

Learn more about the Nexus Coin specifications, block-chain explorer, downloadable wallets and public GitHub source code repository at www.NexusCoin.com.

Automatic Buyer Demand: The Nexus Coin digital token has built in buyer demand as the internal currency of Nexus Rewards. Every purchase in any currency drives buyer demand and the value of the Nexus Coin digital token. Regardless of the currency used for the purchase, the cash back reward percentage offered by the merchant is automatically purchased from the market in Nexus Coins.

For example, if a merchant offers a 10% cash-back reward and the shopper spends \$100, Nexus Rewards takes \$10 from the merchant and buys \$10 worth of Nexus Tokens from the public exchanges. Potentially millions of dollars daily rewarded in Nexus Reward points creates tremendous utility buyer demand to drive up the price of the Nexus token.

Distinctive Advantage: Many traditional loyalty programs are available today without blockchain technology. The Nexus Rewards blockchain solution has a distinct advantage over traditional exclusive static loyalty points with SHARED and DYNAMIC Reward Points.

Token Utility: Similar to the Ether coin used by Ethereum, the Nexus Coin digital token has utility as the internal currency of Nexus Rewards and can increase in value as usage of the Nexus Rewards solution grows worldwide. Ethereum provides computing services for a market of programmers, while Nexus provides commerce services for a much larger market of shoppers.

MARKETING PLAN

Competitive Analysis

Groupon

Groupon is a multi-billion-dollar company that drives new customers to merchants in the local communities. Merchants have tried Groupon because they are so desperate for new customers, even though the value proposition is very poor.

Groupon requires the merchant to offer a 50% discount off their normal price to the Groupon shoppers. Of the 50% the shopper pays, Groupon requires the merchant to split it with them 50/50. That leaves the merchant with only 25% of their normal revenue.

Most businesses are upside down at 25%. The only hope is that the shoppers will return as repeat customers. Unfortunately most Groupon shoppers are deal jumpers looking for the next great deal. Groupon drives a lot of new customers to merchants usually at a loss and does a poor job at customer retention.

Groupon was founded in 2008 in Chicago and its market cap was around \$12.7B when it first went public in 2011 but has steadily declined to \$2.6B because of its inability to produce any significant customer retention for the businesses, and hence inability to create return business from its merchants.

Customer Acquisition

Most local community marketing solutions are either customer acquisition or customer retention focused. Groupon is primarily a customer acquisition strategy with merchants hoping for repeat customers. Customer Acquisition strategies are typically heavily discounted or high advertising costs. New customer offers also reduce the revenue opportunities with existing customers that have access to the same new customer acquisition discounts.

Customer Retention

Loyalty programs are everywhere because they are obviously successful in keeping customers coming back. They do very little to attract new customers. Most large retailers have some sort of loyalty program that is exclusive to them. Shoppers must return to the issuing business to redeem their loyalty rewards.

Competitive Advantage

Nexus Rewards is both a customer acquisition and customer retention solution with a very important social mission to lift the whole local community. It is peer-to-peer shopping that rewards shoppers for sharing with other shoppers. It is a shared rewards program with all Nexus merchants in the local community and worldwide.

The Nexus Reward points are dynamic in value giving shoppers an additional incentive to support Nexus and their local charities and non-profit organizations. With Nexus Rewards merchants will be prepared to accept the top cryptocurrencies as payment for their goods and services as cryptocurrency moves closer and closer to mainstream adoption.

Go-To-Market Strategy

Viral Marketing

The most effective form of advertising is word-of-mouth. Nexus Rewards includes a viral marketing program designed to provide financial incentives to its merchants and shoppers for referring new shoppers to Nexus. Shoppers can earn free shopping reward points for every transaction at any Nexus merchant by anyone they personally refer. Shoppers can share Nexus with their friends and family and earn free shopping rewards.

Merchants and organizations can create an additional revenue stream on every transaction at any Nexus merchant by shoppers they refer and by anyone those shoppers refer... to infinity. Shoppers earn 10% and merchants and organizations earn up to 20% of the marketing fees generated from the transactions. Shoppers earn reward points and merchants and organizations earn cash. Merchants could potentially offset all their Nexus marketing fees with the additional viral marketing revenue stream. Organizations could generate necessary funding indefinitely from shoppers that keep shopping.

Certified Direct Sales Force

Nexus partners with independent affiliates worldwide to create a trained and certified direct sales force to build the merchant and shopper network. Qualified direct sales representatives set up, train and support merchants and organizations in the local community. Direct sales reps work with merchants and organizations to build large infinity shopper networks. Direct sales reps earn 20% of the marketing fees generated from all purchases at any Nexus merchant by any shopper in their entire infinity shopper network.

Direct sales representatives typically have worked in related fields like credit card payment processing services, advertising sales, business insurance sales, disability insurance sales like Aflac, etc. These are all proven successful commission-based independent sales forces.

Development of the direct sales force will be initiated in major cities in the United States including; Los Angeles, San Francisco, Seattle, Salt Lake City, Phoenix, Denver, Dallas, Chicago, Atlanta, Miami and New York City. International expansion will be developed based on market penetration.

Nexus promotes sales management from within to manage the worldwide direct sales force. A worldwide management structure of supervisors, managers, directors and V.P.s share in 10% of the generated marketing fees. The Nexus Sales Management system provides direct sales reps with secured access to sales and marketing tools, sales commissions and bonuses, a customer management system, support knowledgebase and a sales support ticket system.

Community Outreach

Nexus Rewards benefits the entire community by working with local charities, non-profit organizations, and affinity groups to provide them with a perpetual fundraising program for their much-needed operating funds. Organizations receive the same opportunity as the merchants to build a large infinity shopper network and earn up to 20% of the marketing fees generated by every transaction at any merchant by any shoppers they refer and anyone those shoppers refer... to infinity.

Community organizations no longer need to send their kids out to sell candy bars and greeting cards. They can now raise funds automatically every day, week and month from their shoppers that keep shopping. And what's the likelihood that shoppers will stop shopping?

Critical Mass Strategy

Nexus Rewards will be successfully launched in communities around the world by the qualified direct sales force with a detailed 3-phase rollout strategy to build critical mass within sales territories defined worldwide by postal code.

Phase 1 requires the establishment of a sufficient qualified direct sales force based on the population of the sales territory. 1 Full Time Equivalent (FTE) is required per 25,000 population. 1 FTE is considered 40 hours per week. 2 qualified direct sales reps working 20 hours a week each would also equal 1 FTE.

Phase 2 requires the registration of a significant number of shoppers equal to 1% of the population of the sales territory. For example, if a postal code has a population of 50,000, Nexus requires 500 registered shoppers to complete phase 2 for that sales territory. Local organizations should provide the momentum to easily meet the 1% requirement.

Phase 3 is the start of setting up pre-sold merchants. Merchants will have been made aware of the coming Nexus marketing solution throughout phases 1 and 2. The risk-free solution and allure of 500 shoppers in their community looking for merchants just like them should make it easy to attract a large number of local merchants in the sales territory.

Nexus Rewards has a comprehensive Go-To-Market Strategy to ensure its success in the local community through the use of viral marketing, a qualified direct sales force, community outreach and a 3-phase rollout strategy for achieving critical mass.

Market Projections

We are projecting Nexxus Rewards to be a multi-billion-dollar company with its unique community co-op marketing solution to lift the whole community and capitalize on the mainstream adoption of cryptocurrency by empowering people to take back control of their money and their financial systems.

S&H Green Stamps in the 1960s was the most successful shared rewards program with nearly 80% of American households collecting trading stamps. The rewards catalogue printed by the company was the largest publication in the United States and the company issued three times as many stamps as the U.S. Postal Service.

The following revenue projections are from Nexxus Rewards marketing fees only and do not include potential revenue from other sources like cryptocurrency payment processing fees, education revenue, licensing revenue, crypto-cafes, crypto ATMs, Nexxus token appreciation, increased monthly spend per household, increased average marketing fees, etc.

United States Market Penetration

Actual Total U.S. Households: 134 Million

Projected Average Monthly Spend per Household: \$100

Projected Average Marketing Fee: 5%

Penetration	Households	\$ ea.	Monthly	Annually
1%	1.34M	\$5	\$6.7M	\$80M
5%	6.7M	\$5	\$33.5M	\$400M
10%	13.4M	\$5	\$67M	\$800M
25%	33.5M	\$5	\$167.5M	\$2B
50%	67M	\$5	\$335M	\$4B

World Market Penetration

The world consumer spending is approximately 3.5 times that of the United States projecting from \$281M to \$14B in Nexxus Rewards annual sales for the above penetration rates.

Groupon for example; had total revenue of \$2.8B in 2017 and has a current market capitalization of \$2.6B. (equivalent to 10% Nexxus market penetration)

BLOCKCHAIN OPPORTUNITY

The Problem Bitcoin Solves

To fully appreciate the Bitcoin solution, one must first understand the problem that Bitcoin solves.

Leading up to the 2008 United States financial crisis, the number of lower-quality subprime mortgages rose from 8% to over 20%, with 90% of those being adjustable-rate mortgages. The crisis was triggered by a large decline in home prices after the collapse of a housing bubble that was caused by the increased demand by subprime borrowers. The lower-credit quality ultimately caused massive defaults and the devaluation of housing-related securities.

The poor-quality mortgages had been packaged together and fraudulently sold as high-quality mortgage-backed securities, due to the over-generous A+ ratings by Moody's and Standard and Poor's who were paid by the banks offering the "safe" investments.

When U.S. home prices declined steeply after peaking in mid-2006, it became more difficult for borrowers to refinance their loans. As adjustable-rate mortgages began to reset at higher interest rates (causing higher monthly payments), mortgage delinquencies soared. Securities backed with mortgages, including subprime mortgages, widely held by financial firms globally, lost most of their value, forcing many large financial corporations into bankruptcy.

The United States 2008 financial crisis was only a symptom of the real problem of widespread corruption by financial institutions, governments and central banks. Governments have the self-assigned ability to create money out of nothing, typically by politicians in order to fund their pet projects to fulfill commitments made to campaign donors and the people that got them elected. The problem is not unique to the United States and is very common with all governments around the globe. Similar financial crises have hit many other countries like Mexico, Brazil, Argentina, South Korea, Turkey, Cypress and Greece to name a few with corrupt and irresponsible governments that were wildly spending other people's money and borrowing well beyond their ability to repay. Some governments even confiscated money from their citizens in order to pay for their debts.

These actions constitute a form of legalized theft from the people. When more currency is printed or digitally created, the currency supply increases while the value of the currency decreases. Not only do the people end up with less value and purchasing power in the currency they hold, they are also taxed to pay for the newly created currency in the form of bonds, which constitute the bulk of the national debt – a double slap in the face of the people. In the United States, the Federal Reserve was established in 1913 and is one of many central banks worldwide designed to control the money and thus control the people.

The former Director of the Bank of England, Sir Josiah Stamp shared his wise insights as follows:

"The modern banking system manufactures money out of nothing. The process is perhaps the most astounding piece of sleight of hand that was ever invented. Banking was conceived in iniquity and born in sin. Bankers own the earth. Take it away from them, but leave them the power to create money and control credit, and with the flick of a pen, they will create enough money to buy it back again... But if you want to continue as the slaves of bankers and pay the cost of your own slavery, let them continue to create money and to control credit."

Bitcoin was specifically designed to solve and transcend all these problems. The fundamental principles of Bitcoin and all cryptocurrencies include:

1. **DECENTRALIZATION:** Cryptocurrency is owned and controlled by the people. The public ledger or "blockchain" is a decentralized, distributed ledger stored collectively on millions of computers worldwide and is governed by consensus algorithms, math and the people, not by governments, financial institutions or central banks.
2. **PRIVACY:** The consumer's identity is as anonymous as they want it to be. The blockchain contains only cryptic numbers known as cryptocurrency coin addresses for the sender and receiver of each transaction.
3. **UNLIMITED USE:** Cryptocurrency can be sent immediately to and from anyone, anywhere, anytime, for anything, in any amount, with little or no fees.
4. **CONTROLLED SUPPLY:** No one can change the predetermined and published circulation schedule of a cryptocurrency. The government cannot arbitrarily create more cryptocurrency out of thin air and devalue it. Cryptocurrencies have many of the same characteristics as the precious metals that were once used to back a currency. They work because of their controlled and limited supply.
5. **TRANSPARENCY:** Everything is public. All technical specifications, whitepapers and source code files are published for the public to see. All cryptocurrency transactions are recorded in the blockchain for everyone to see with a publicly provided blockchain explorer.

No government or bank can create more bitcoins or any other cryptocurrency, nor can they confiscate anyone's money or tell anyone what they can and can't do with their money. Bitcoin is a grass-roots movement driven by the people and is unstoppable in the exact same way that the Internet cannot be stopped or shut down because it has no single point of control or failure.

Solution Acceptance

The challenge of gaining broad acceptance is not unique to Bitcoin. Every new technology faces the same challenges as it strives to cross the chasm from early technology adopters to mainstream public acceptance.

Personal computers were first invented in the mid-1970s as assembly kits. They were first used by techie hobbyists and were of little to no interest to the public. It wasn't until there was a benefit for them that they started paying attention to personal computers. The VisiCalc electronic spreadsheet by Dan Bricklin in 1979 was the first application (or "Killer App") for the personal computer that provided benefits to non-techies and owners of small and medium sized businesses. The general adoption of personal computers by the average Joe and Jane didn't happen until the Graphical User Interface (GUI) had matured through three major versions of Microsoft Windows on May 22, 1990, with Windows 3.0.

The original Internet, ARPANET, was invented in 1969, with commercial Internet Service Providers (ISP) starting to pop up in the late 1980s, followed by the first graphical Internet browser, Mosaic (Netscape) by Marc Andreessen in 1993. However, mainstream adoption did not occur until the mid-to-late 1990s with "Killer Apps" like electronic mail, information search engines, and electronic commerce.

The personal computer and the Internet took ten to fifteen years to achieve mainstream public adoption. Bitcoin is only eight years old and is still searching for the Killer App that will attract the general public. Cryptocurrency is currently where personal computers were with green screens and floppy drives in the early-to-mid 1980s. Bitcoin solutions have a ways to go before they will be considered easy, safe and convenient to use. Finding merchants in your community that will accept bitcoin payments is not easy. The cryptocurrency industry will develop mature and convenient solutions just as personal computers replaced an entire infrastructure of corporate computing.

The real question being asked by the general public is "What's in it for me?", "Why should I use bitcoin?" after all, their credit cards still work just fine. There must be a good reason for people to buy and use bitcoin. One might be tempted to think that the inherent benefits of decentralization, privacy, unlimited use, controlled supply and transparency are sufficiently good reasons, except for the fact that most people have never heard of cryptocurrency and have no idea what Bitcoin really is.

The ultimate delivery solution must accomplish multiple goals. First, it must help the general public understand what bitcoin is, what problems it solves, why it is important, how it can benefit them, and how to use it safely and securely. Second, it must provide a sufficient benefit for the general public to use it. There must be a very good reason, a "Killer-App" if you will, possibly something like getting a better deal from merchants when paying with cryptocurrency. But before they will recognize and desire a benefit, they must first understand what it is.

Regarding merchants, bitcoin is currently being presented to them as a payment processing solution to save a few percentage points in credit card processing fees. The opportunities are much greater for merchants to benefit from bitcoin and other top cryptocurrency marketing solutions to significantly increase their sales revenue by acquiring and retaining new customers.

Solution Technology

The complete bitcoin solution for the mainstream public adoption of cryptocurrency includes many layers of technology, similar to computer technology that has a Central Processing Unit (CPU) to do the main computing work, but also has layers of technology support services like user input devices (keyboards, mice, microphones), user output devices (monitors, speakers, printers), storage devices (RAM, hard drives, memory cards) and communication devices (network cards, Bluetooth, infrared, Wi-Fi) that constitute the complete solution we call a computer.

Likewise, the core Bitcoin technology is the blockchain software, equating to a CPU. The blockchain software is supplemented with technology support services like blockchain explorers, wallets, public exchanges, price aggregators, payment processors, news propagators, industry watchdogs, educational services and marketing solutions that make up the complete bitcoin solution for the end-users.

Each of these support service technologies is as important to the complete bitcoin solution as our arms and legs are to our brain. The development and maturity of these technology support services will define the usefulness and eventual adoption of cryptocurrency by the mainstream public.

Cryptocurrency blockchain software is constantly being improved and matured with the release of new versions and even new cryptocurrencies. The technology support services are also maturing and new services are being introduced to expand the reach and value of bitcoin solutions to the public.

As Bitcoin technology expands outward from the core blockchain software, to the end-user it provides more opportunities for creative user experiences and innovative business models to play a significant role in the complete bitcoin solution.

Nexus Blockchain

The Nexus Rewards solution's unique benefits are only possible by utilizing blockchain and cryptocurrency technology. The Ethereum blockchain is the technology currently implemented to support the business layer services of Nexus Rewards. Nexus Rewards is architected to agnostically operate on many different smart contract platforms. As Distributed Ledger Technologies (DLT) mature, Nexus Rewards can easily move to other leading technology platforms when and if the need arises.

The dynamic value of the Nexus Reward points is only possible as a cryptocurrency token traded on the public exchanges and driven in price by the automatic buyer demand created by Nexus Rewards to grant Nexus Reward points to shoppers.

The Nexus Rewards cryptocurrency payment processing gateway is a strategic service to enable merchants to accept cryptocurrency payments in the future as they become more and more mainstream by average consumers in local communities worldwide.

MANAGEMENT

Nexus Team



Robert A. Wood, Founder & CEO

Bob Wood is the founder and CEO of Nexus Partners and is a senior technologist, formerly working with Bill Gate's company, Microsoft, and Ross Perot's company, Electronic Data Systems. In 2004, he founded Pinnacle Institute, a marketing and technology consulting company to the direct sales industry for over 30 sales organizations. In 1998 during the Internet gold rush, he founded Shabang.com building it to a \$200M e-commerce corporation as the first Internet product search engine, the predecessor to Google, Amazon and eBay shopping.

Mr. Wood served as Senior Consultant and Developer with Microsoft Corporation. He has over 30 years of experience in corporate America designing and building mission-critical distributed systems for Fortune 500 corporations. He was published in the Microsoft Systems Journal, published the blue book on "Re-engineering Software Development" and presented numerous executive lectures for Fortune 500 corporations on "Re-engineering Software Development."

Bob Wood has most recently been immersed in cryptocurrency since early 2014 and has been involved in the development of many cryptocurrencies and developed a cryptocurrency real-estate exchange. Mr. Wood serves as a technology advisor with several cryptocurrency projects. He has been referenced and quoted in many cryptocurrency news articles and has been a keynote speaker at Independence Conferences advocating the power, potential, and virtues of cryptocurrency.

Mr. Wood is a sought-after speaker at bitcoin and cryptocurrency conferences for his presentation on "Crossing the Cryptocurrency Chasm" to take cryptocurrency from the techie domain to the mainstream public. Bob Wood is an industry analyst, researcher, consumer advocate and industry watchdog, publishing articles to educate the public on recognizing legitimate sustainable cryptocurrencies. Mr. Wood also published the cryptocurrency video blog "Cryptocurrency Myth Busters" at www.CryptoMyths.com.



Gary Berriochoa, Chief Operations Officer

Gary is an experienced executive in many areas of corporate operations wearing many hats as a life-long entrepreneur. Gary worked in manufacturing with General Dynamics and was a talent manager for the entertainment industry. He worked in direct sales management with West Bend cookware and introduced the new emerging cell phone technology into the North Texas market. Gary was a manager of international manufacturing and assembly plants in Taiwan with Technical Chemical where he also worked as

a Quality Control Manager and liaison to Underwriters Laboratory. Gary also managed a team of 150 volunteers for the 1994 FIFA World Cup Soccer tournament in the United States.



Mike Sorensen, Director of Technology

Mike is an experienced IT professional with over 30 years of systems engineering experience in software, hardware, networking and data centers. He founded a software development and technology consulting company specializing in technology solutions, industry specific software and systems integration. Mike has worked, consulted and contracted with many large companies including CompuCom Systems, Interstate Batteries and Easton-Bell Sports.



Bill Richardson, Financial Controller

Bill is an experienced business professional with a degree in accounting and finance from the University of Texas at Dallas. Starting in the oil and gas industry, Bill has accumulated 20+ years of business experience in accounting, finance and related technologies, which includes a background in hardware and financial software solutions, as well as back-end services involving Internet and e-commerce. Bill's experience also includes raising private placement capital and securing strategic financial partnerships.



Michael Bailey, Localization Director

Michael is a staunch cryptocurrency enthusiast driving the localization of Nexus Partners around the world. Michael has a BSc degree, graduating with honors in accounting and computer science. He has decades of expertise in a wide variety of industries including music/entertainment, construction, real estate development and property management as Controller, Accounting Manager, IT Manager and Technical Support Engineer and is fluent in Spanish. Michael translated all Nexus University courses and Nexus Rewards training courses into Spanish. He is also deeply involved and committed to spirituality-based personal development.



Richard LeBlanc, Creative Director

Richard is a professionally trained guru in the art and science of graphic design and is an associate professor at Collin College. Richard founded B12 Group as a strategic branding firm dedicated to energizing business by creating: a look, attitude and place in the world for the business, memorable brands that cause a stir, award-winning solutions that command attention, innovative ideas that produce results and insightful plans that convert customers into advocates.



Dr. Baloch Asif PhD, Chief Security Officer

Asif is a hard-core computer scientist with expertise in all aspects of cyber security and cryptocurrency development.



Steven Wilkinson, Chief Compliance Officer

Steven is a cryptocurrency business expert, technology consultant and co-founder of the Texas Bitcoin Conference.

Nexus Expertise

The Nexus executive management team has a unique combination of many fields of expertise aiding in the successful design, development and implementation of the Nexus solutions.

Technology

The technology staff of Nexus has over 60 years of disciplined corporate experience in all aspects of information technology including operating system services, business application software development and data center operations, maintenance and security.

Nexus's software applications are built on the same enterprise quality n-tier architecture as the largest companies in the world. All Nexus software is owned and controlled internally by the Nexus technology team for maximum responsiveness to changing business requirements.

Cryptocurrency

Nexus technologists have been intimately involved in the development of several cryptocurrencies and have been immersed in the cryptocurrency phenomenon at a technical and business level for several years. Nexus prospered through the wild-wild-west frontier stage of cryptocurrency while working closely with many industry experts and international hackers.

E-Commerce

Several Nexus executives founded and worked closely with Shabang.com, a \$200M e-commerce platform for small businesses to sell their products and services on the Internet at the dawn of e-commerce.

Direct Sales

Many Nexus executives have decades of experience in the direct sales industry as presidents, CTOs, marketers, sales representatives, technologists and consultants, including technology and business consulting services provided by the Pinnacle Institute since 2004 for over 30 sales organizations employing independent direct sales strategies.

Loyalty Marketing

Nexus executives have several years of experience in the loyalty marketing space for multiple clients and provided consulting services for an international German-based loyalty company with over 100,000 sales agents.



SUPPORTING TECHNOLOGIES



Nexus University

Nexus Rewards is the core technology and has an educational service, Nexus University, to support the eventual widespread use of Nexus Rewards. The public must first learn about cryptocurrency with the Nexus University, which has been providing many educational courses on cryptocurrency since early 2016.

Many opportunities for learning are available on services like Coursera and YouTube. Nexus University has organized a plethora of information about cryptocurrency in an easy to learn way for the average non-technical person. Nexus has created a structured environment with accurate and current information to facilitate the learning process and test if the student really learned the subject matter and to recognize them accordingly.

Nexus University courses are delivered on a professional Learning Management System (LMS) with multiple multimedia lessons per course, lesson quizzes, exams and professional certificates. The current courses include:

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

Hard-core enthusiasts can become a “Certified Cryptocurrency Specialist” (CCS) by passing the tough 100 question final exam. All Nexus Rewards direct sales reps and Nexus Crypto-Café operators are required to pass the CCS exam as part of their certification.

All Nexus University courses are currently available in English and Spanish with plans for future support of many additional languages including Mandarin and Hindi.

Nexus University provides cryptocurrency courseware at very affordable retail prices from \$9.95 to \$24.95 per course for 12-month access for the student and their entire family, in an effort to educate as many people as possible about cryptocurrency.

Cryptocurrency Fundamentals Certification Program

- Cryptocurrency Enlightenment**
Join us at the recorded Independence Conference and learn about the History of Money, the History of Bitcoin, the Future of Cryptocurrency and the real Cryptocurrency Opportunities.
[Take Course](#)
- The History Of Money**
Learn how to be better prepared to deal with the economic changes that are about to take place and have an advantage on how to not only survive in these tumultuous times, but be able to prosper through them and beyond.
[Take Course](#)
- The Bitcoin Solution**
Learn how Bitcoin got started and why it has become a world-wide phenomenon to solve the problems with the current financial systems plaguing the citizens around the world.
[Take Course](#)
- Understanding Cryptocurrency**
Learn how cryptocurrency works and how it implements a unique solution to empower people to control their own financial system.
[Take Course](#)
- Certification Exam**
Complete the Cryptocurrency Fundamentals Certification Exam to confirm to yourself and to the world that you are knowledgeable on the fundamentals of cryptocurrency. A professional frameable certificate is available upon completion.
Earn the recognition as a Certified Cryptocurrency Specialist (CCS)
[Take Exam](#)

As part of an additional effort to share the virtues of cryptocurrency with everyone, Nexus University has an affiliate program enabling free registered affiliates to earn a share of the retail revenue by promoting the Nexus University courses.

Learn more at www.NexusUniversity.com.



Nexus Barter

Nexus Rewards also includes support services for its end-users to trade their unwanted or surplus products and services with each other in cash or cryptocurrency with Nexus Barter.

Other services like Craigslist and ITEX bartering provide the ability for consumers to trade with each other. Nexus expands these existing services with a free bartering service that supports cryptocurrency and provides a co-branded bartering service for local community affinity groups.

Anyone can join free of charge and list free barter ads to sell the stuff they no longer use or need. Nexus Barter is considered the Craigslist/eBay of cryptocurrency. In addition to unlimited free barter ad listings, sellers can optionally feature and promote their barter ads on the Nexus Barter search page. Nexus Barter is designed as a local community bartering system for in-person transactions.

Nexus Barter was released in late 2016 and is undergoing beta testing as it accumulates barter ad listings. The production system already includes barter area expansion, optional ad features, ad campaign management and ad credit purchases for the optional ad upgrade services.

Nexus Barter is an ideal solution for local organizations like churches, schools and charities to have a co-branded bartering solution for their membership, which can create free fundraising for the organization. Consumers that register free of charge have full access to all the Nexus Rewards and Nexus Barter services.



Nexus HandUp

Nexus Partners supports the use of cryptocurrency for all people in all circumstances. Nexus Partners looks to help the underprivileged gain an advantage in the new evolving world of cryptocurrency with full scholarships to Nexus University for selected families in countries all around the world. Nexus Partners works with local community leaders and news media to identify and qualify scholarship candidates.

Nexus Sales Management

Nexus provides a comprehensive sales management system for its direct sales representatives and its affiliates. The Nexus Sales Management software has been developed over 13 years and is owned and maintained internally to provide all the sales and marketing tools required for a professional independent sales force.

Sales reps have access to personalized sales and lead generation tools, university course inventory management, order processing, sales commissions and bonuses, sales and support resource centers, sales team management, sales territory management, sales training and certification, merchant and organization management, mentoring system, support knowledgebase and support ticket system.

All direct sales representatives and affiliates have secured access to their personalized Nexus back-office with the enhanced security of Two Factor Authentication (2FA).

THE NEXXUS FUTURE



Nexus Crypto-Café

The Nexus future strategy to take cryptocurrency from the digital world to home town communities all over the world will eventually include local physical Nexus Crypto-Cafés as the community centers for everything cryptocurrency. Nexus Crypto-Cafés are community centers for the public to learn about and use cryptocurrency. Every Nexus Crypto-Café will have a cryptocurrency automated teller machine (ATM) for exchanging cryptocurrency to and from the local fiat currency.

The Nexus Crypto-Café will be the local Nexus sales headquarters supporting merchants and community organizations, as well as training and supporting the independent Nexus sales force.

Nexus Crypto-Cafés will include lounge areas, classrooms, small offices, free Wi-Fi, food and beverage services, ATMs and cryptocurrency promotional products and supplies for anyone in the community to learn about, use and promote cryptocurrency. Cryptocurrency ticker tapes and cryptocurrency news will be continually broadcast from the Nexus Crypto-Cafés.

Nexus Crypto-Cafés will be licensed to qualified independent operators for explosive growth in predeveloped global markets. Nexus Crypto-Café operators will be trained and certified at the Crypto-Café University. Operators can profit from the retail product sales, food and beverage sales, ATM transaction fees and instructor-led class fees as well as Nexus Rewards related sales and service commissions and bonuses.

Nexus ATM

In the future, the Nexus Automated Teller Machines (ATM) will support the 2-way exchange of bitcoin and other top cryptocurrencies to and from the local fiat currency and are equipped to support KYC and AML requirements. Nexus ATMs will be located in every Nexus Crypto-Café and will be available for licensing and placement in high traffic public locations.



REFERENCES

FOUNDER BIOGRAPHY: View the Nexxus founder, Robert A. Wood's professional bio at <http://www.WholsBobWood.com/about/>

FOUNDER PERSONAL BACKGROUND: View the Nexxus founder, Robert A. Wood's personal life experiences, philosophies and accomplishments at <http://www.WholsBobWood.com>.

NEXXUS REWARDS: View the Nexxus Rewards website at <http://www.NexxusRewards.com>.

NEXXUS PARTNERS: View the Nexxus Partners website at <http://www.NexxusPartners.com>.

NEXXUS UNIVERSITY: View the Nexxus University website at <http://www.NexxusUniversity.com>.

NEXXUS COIN: View the Nexxus Coin website at <http://www.NexxusCoin.com>.

TWITTER NEXXUS REWARDS: View the Nexxus Rewards Twitter page at <https://twitter.com/NexxusReward>.