

Whitepaper



EthereumMax

Disrupt History



VERSION 1



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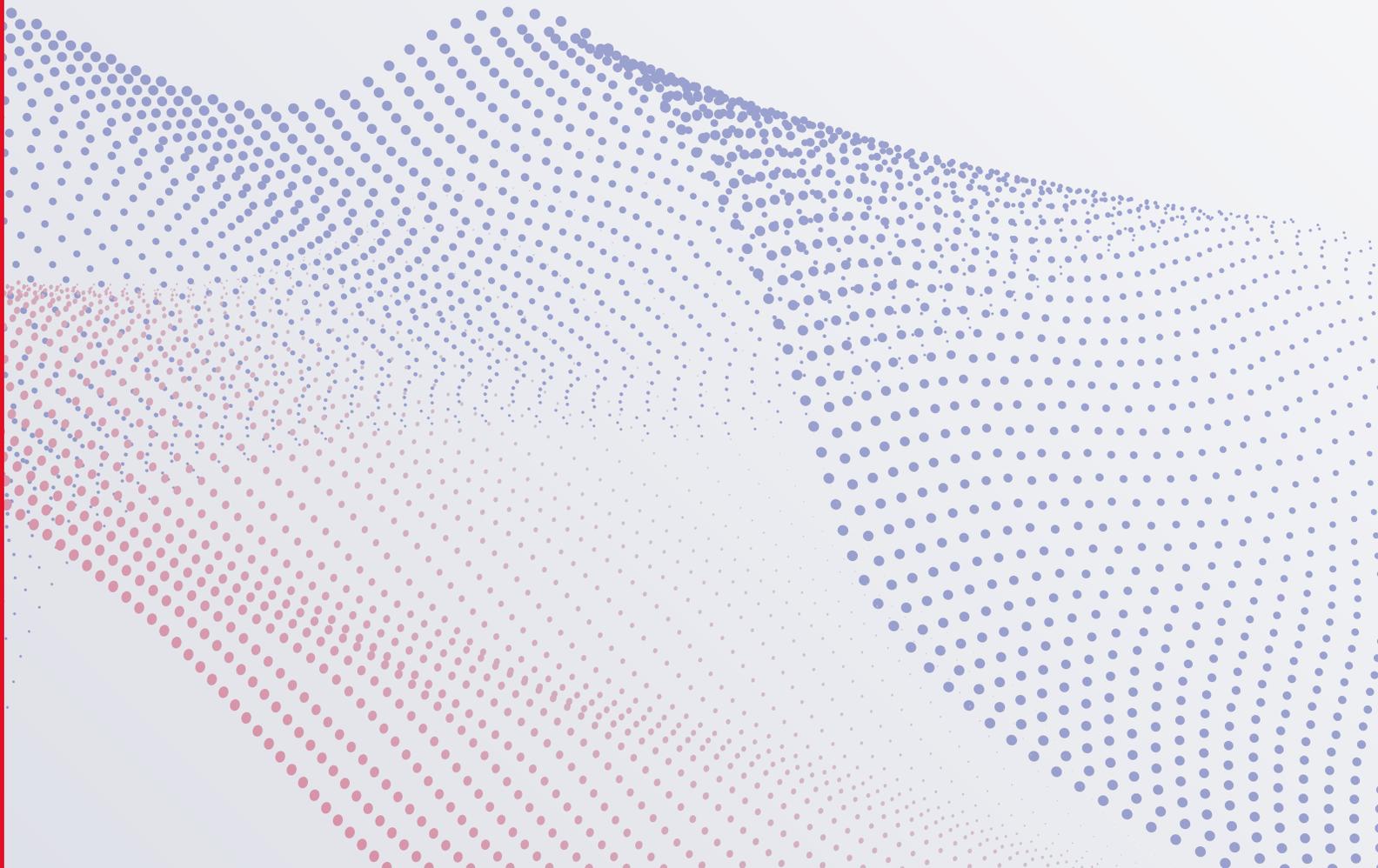
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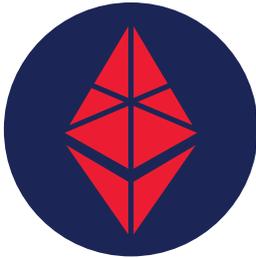
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INTRODUCTION



The Vision



Our vision is to build a robust and scalable ecosystem that fully maximizes the power of DeFi, creating a wide range of products for our community that encompasses everything from a deflationary token and a core stablecoin for processing payments to cutting edge NFTs and exclusive events for our community. The ecosystem is intentionally designed to be interwoven with benefits that scale and evolve over time to help empower our holders to thrive in the new digital economy.

We're passionate about helping to bring cryptocurrency to the mainstream while removing barriers and confusion for the everyday user in the process so they can act with confidence in this new digital age. With this in mind, we aim to create a community and subculture where EMAX holders can be part of something bigger than themselves and where the benefits are multifold.

To start, we first launched EthereumMax (EMAX) with a vision to bridge the gap between the emergence of community-driven tokens and the well-known foundational coins of crypto, creating a unique token that provides lifestyle perks with financial rewards and incentives to its holders with a pathway for practical long-term use in everyday life. This is the first of many steps to develop an ecosystem that will be a driving force in changing what the world considers to be currency.

Our Story

We're a group of crypto enthusiasts, investors, developers, and marketers who are driven to create an ecosystem of shared success. We have been involved in crypto since 2016 at various levels of involvement and interest, but it was the span between 2019-2020 that really fueled the creation of EthereumMax. In early 2020, the COVID-19 pandemic shut down the world and brought the stock market to its knees. It was during this time of isolation and digital hyper-connectivity that allowed us the time to deeply focus and collaborate on creating a project that we thought would fill a much-needed void in the crypto space.

As a group, we became infatuated with investing in crypto projects – everything from meme tokens with ridiculous names to foundational coins that were setting up to rock the financial industry. For the most part, these two worlds of crypto were in stark contrast. The meme tokens were fast-paced, fun, and engaging because they were typically community-driven, and this elicited a sought-after sense of camaraderie. We were certainly burnt a few times where we lost our entire investment and there were also times where we did really well. Be it good, bad, or ugly, you felt as if you were part of something. On the other end of the spectrum, were the more 'serious' projects. These slower-paced projects were projects that had a real utility that the world actually needed. Yet, we could not figure out why these massive meme communities were not getting behind serious crypto projects, at least not with the passion and word of mouth we've seen catapult certain meme tokens – Was it the lack of marketing? Were the real-use utility concepts too complex? Not exciting enough? Were the projects unrelatable to the average person?

Leading up to this time, crypto seemed to be an alluring space filled with a mixture of magic and confusion. From a high-level standpoint, the concept of decentralized finance made a lot of sense, but when you had to dive into the inner workings the number of individuals that could speak confidently on the subject matter was extremely low. It was obvious to us that the legacy financial infrastructure was not built for the new digital age driven by speed and transparency. Yet, at the same time, crypto was still so new, scary, and riddled with unknowns – variables that do not mix well with finance. We identified that a core issue revolved around the

lack of education, transparency, and trust. Our approach to bridging this gap was to simplify the complex and instill confidence through a trusted circle that can provide guidance and instill trust.

Our approach to bridging this gap was to simplify the complex and inspire confidence through a trusted circle that can provide guidance and instill trust.

As a step to help simplify the complex, we proactively created cheat sheets for our family and friends. Guides on everything from how to buy and sell tokens across various exchanges, how to stake tokens to earn more interest than a bank would ever provide, how to swap tokens, how to connect wallets, and more. People were appreciative and it felt great helping people.

We loved the community aspect of meme tokens as it gave us an excuse to talk with each other more often, strategize our next moves, and commiserate together about our wins and losses. Though we realized that tokens focused on cartoons or animals was not a smart long-term investment strategy. What was a smart long-term investment strategy was serious projects that had a purpose years from now. And it was at these crossroads that we had a realization – could we create a project that was fueled by community engagement, yet at the same time driven by purpose and utility for the long-term? The project needed to be built on a secure, reliable, and trustworthy platform (Ethereum), but with the added benefit of a community of raging fans that went above and beyond network stability, something more (Max)...and at this moment, EthereumMax was born.

What is EthereumMax

Overview

EthereumMax (EMAX) is a progressive ERC-20 token built on the secure Ethereum network. We launched EMAX with a vision to bridge the gap between the emergence of community-driven tokens and the well-known foundational coins of crypto, creating a unique token that provides lifestyle perks with financial rewards and incentives to its holders with a pathway for practical long-term use in everyday life. This is the essence of the Culture Token.

For Our Holders

We believe everyone should be able to reap the benefits of cryptocurrency, blockchain technology, and the robust DeFi ecosystem. With that in mind, we launched EMAX with a total supply of 2 quadrillion tokens, yet that circulating supply continues to decrease as we have built-in a 6% burn into our tokenomics to increase token scarcity. To start on the right foot and to establish EMAX as a long-term project, we had no biased pre-sale event as 100% of the tokens were released on the open market, we locked liquidity to support the project, and founder wallets have been locked and verified as a sign of commitment to deepen trust within the community.

- **Access to Ecosystem**
- **Payment Processing**
- **EMAX Experiences**
- **NFT Ticketing**
- **NFT Marketplace**
- **Staking Rewards**

Outlook

EMAX is a long-term project with a bold vision, strategic roadmap, and united community to accomplish lofty goals few have ever imagined, let alone conquered – and we plan on doing just that. With prominent nationwide events seen by millions and a robust NFT marketplace in the works, the EMAX story has only just begun. If you're like us and expect more from your cryptocurrency of choice, we invite you to join the EthereumMax movement today and be part of the fastest-growing and strongest crypto community.

With prominent nationwide events seen by millions and a robust NFT marketplace in the works, the EMAX story has only just begun...

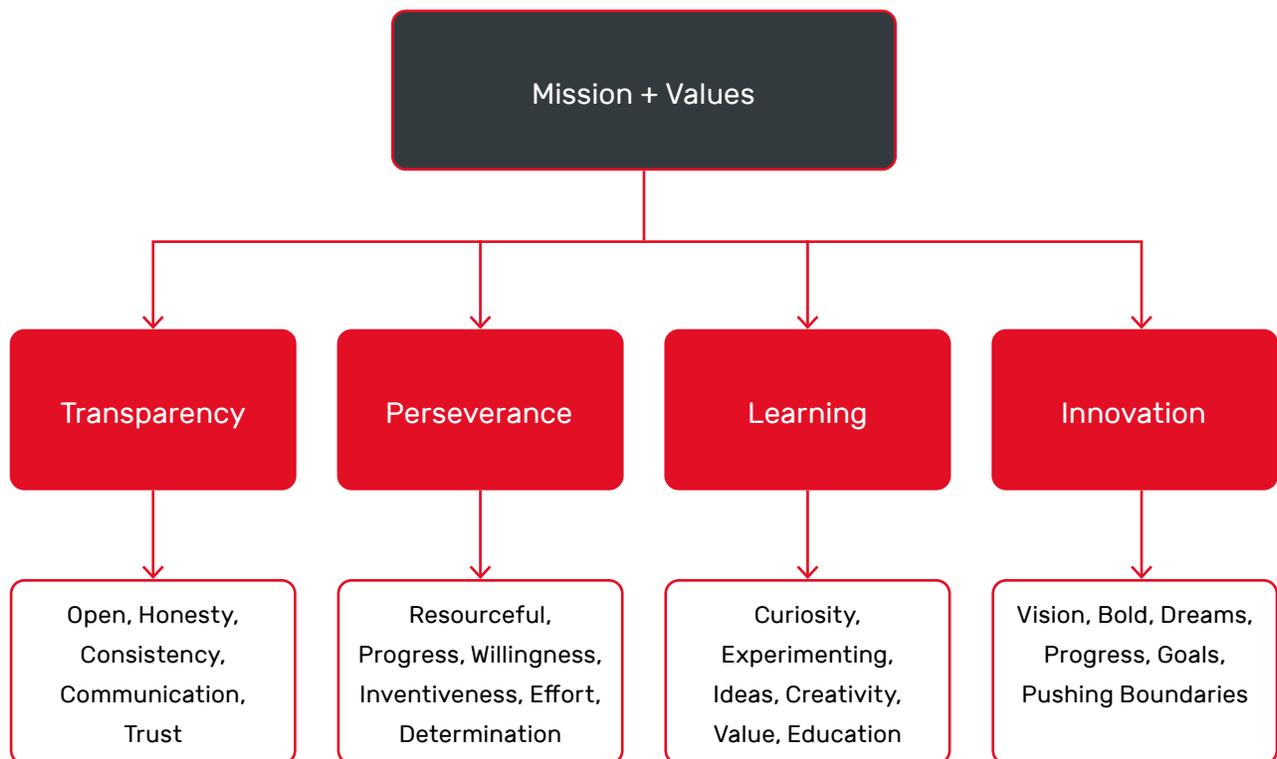
The world is ready for a new, vibrant digital ecosystem of endless possibility – one we can all benefit from. **The world is ready for EthereumMax.**



Mission + Values

What We Believe

Our mission begins with empowering our community to **disrupt the status quo**, especially the antiquated financial system, in an effort to drive positive change for a better life filled with more choices and an elevated sense of freedom. We believe we can do this in part by bringing blockchain technology and cryptocurrency to the masses in this new digital age while fostering the human element to promote connectedness and shared progress through collaborative learning.



Transparency

Whether things are good or bad, we believe in open, honest, and consistent communication so our holders and community are informed with every step of the project to instill a deep sense of genuine trust.

Perseverance

Be resourceful, doing whatever it takes to get the job done. Our willingness to embody inventiveness, challenge the status quo, and exhibit continued effort and determination to persevere, no matter the scenario.

Learning

Always being curious with an innate desire to learn, improve, and ask questions so we can grow from our experiences to encourage new ideas, cultivating the insight in the process to act smarter and move faster.

Innovation

Push the boundaries of what is thought to be possible, experimenting with technology, new ideas, and creativity to create solutions that deliver value.

Think BIG

Unrivalled vision never settling for ordinary. Be bold, dream big, and take calculated risks. We recognize we cannot be the driver of long-term change and progress without thinking BIG and swinging for the fences.

The Problem

A New Era

In early 2020, the world economy entered a new era. The rapid inflation of fiat currencies threatens to deteriorate the financial well-being of the average person. Fortunately, decentralized finance has been a reprieve for pioneers willing to migrate capital and blaze the new frontier into the DeFi space. EthereumMax has commenced an endeavor to build the strongest community and grant access to an ecosystem of decentralized products to serve that community. Security, growth, and stability are the foundational pillars we build upon. The ecosystem seeks to achieve its goals by solving the real-world problems of processing payment in spaces that traditional banking solutions have often come up short by becoming an alternative form of transacting digitally that is conducive to scalable vendor adoption. The antiquated technology used by the traditional events ticketing platforms contains several pitfalls such as hidden fees to vendors and buyers along with counterfeiting. As part of our ecosystem, we are creating cutting-edge solutions to the ticketing quandary which benefits all parties in the transaction. The world of fiat-pegged stablecoins has become mainstays in the DeFi space due to their lack of price volatility, however, given their relationship to base-fiat currencies the value will always be subject to inflation and depreciation of the dollar itself. Given this conceptual shortcoming, EthereumMax aims to create a reserve currency that is backed by crypto assets within its ecosystem which will derive value from growth in the system rather than price appreciation.

Participating

Participating in EthereumMax

There are three main strategies for market participants to engage with the EthereumMax ecosystem: staking, bonding, and governance.



Staking

Stakers can stake or lock their XMAX for a period of time and in return, they earn more of the respective tokens.



Bonding

Bonders can provide DAI, MAXPAY, wETH, or Liquidity Provider tokens to the liquidity pool in exchange for discounted XMAX tokens after a fixed 5 day vesting period.



Governance

Governance participants can get involved via quadratic voting by holding the XMAX token. This puts the decision-making power in the hands of our community through smart contracts which define and enforce the requirements for tabling, passing, and rejecting proposed improvements and decisions.

The Value

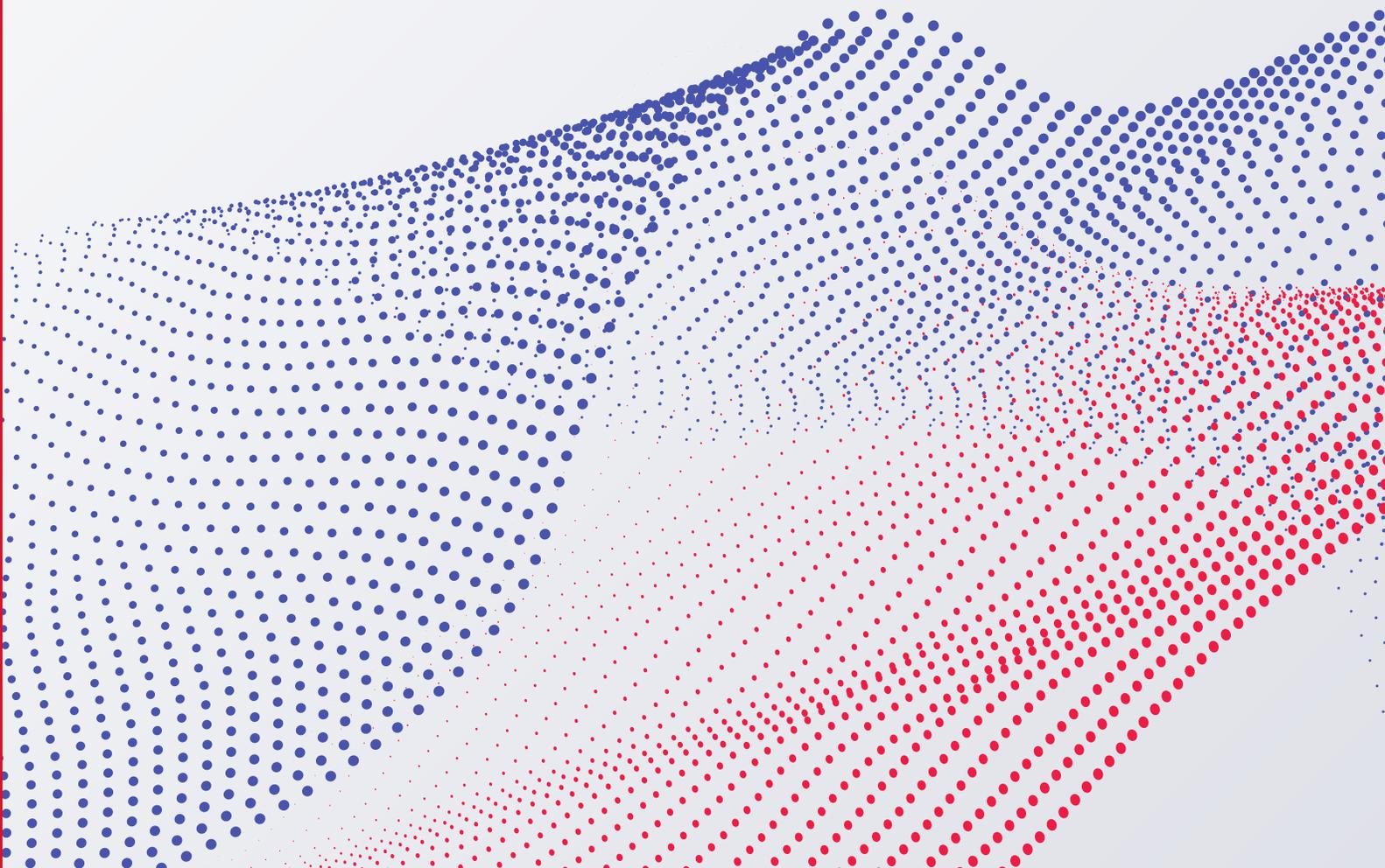
Benefiting from EthereumMax

The primary benefit for those interested in **staking** their XMAX tokens comes from supply growth in the ecosystem. The protocol mints (or creates) new XMAX tokens from the treasury holding vault, the majority of which are then distributed to the **stakers**. Gains for **stakers** will be realized from the automatic process of their balances compounding over time. Keeping price exposure in mind, if the increase in the **stakers** token balance outpaces the potential drop in price due to inflation or other factors, the process can still be profitable due to the additional tokens earned.

The primary benefit for bonders comes in the form of price consistency and potentially higher profit margins if timed correctly. Those who decide to **bond** their XMAX commit to a certain amount of upfront capital for a minimum of 5 days. In return for their committed capital, **bonders** are promised a fixed return at a later time. The agreed-upon fixed return would be in XMAX and thus the **bonder's** profit would depend on XMAX price when the bond matures. However, **bonders** would benefit from a rising or static XMAX price.

The primary benefit of those participating in **governance** is to be involved with a project where their voice can be heard through voting rights that drive important decisions and actions. Ultimately, this process empowers holders to play a role in how the project evolves.

ECOSYSTEM + TECHNOLOGY



Ecosystem + Technology

Overview

EthereumMax is building a robust and scalable ecosystem of decentralized financial products for our community to help empower holders to thrive in the new digital economy. We aim to solve an ambitious problem of an antiquated financial system through its unique design and incentive mechanism.

The EthereumMax Ecosystem consists of 3 core tokens

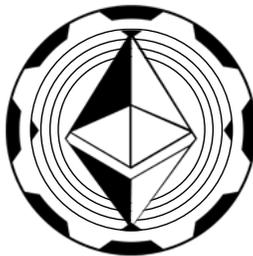


EMAX



The community token that acts as the gateway to the entire EthereumMax Ecosystem, designed to provide long-term value and access to tiered rewards. Dubbed as the **“Culture Token”** by our community, participants must hold EMAX to benefit from other opportunities within the ecosystem. The EMAX token is decentralized, traded on both Decentralized Exchanges (DEXs) and Centralized Exchanges (CEXs), fully circulating on the Ethereum network, fixed digital asset, and increasingly scarce.

XMAX



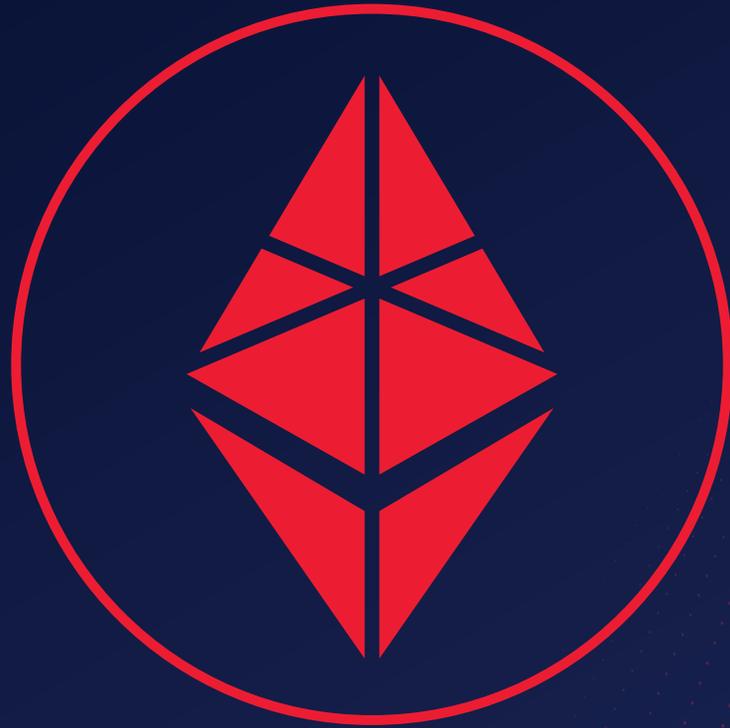
This is the core token in our ecosystem which we call the **“DAO-Fi”**, combining the concepts of Decentralized Autonomous Organization and Decentralized Finance, as it’s the all-encompassing token to fully realize all of the benefits within the EthereumMax Ecosystem. XMAX is a rebase token, mintable (tokens created automatically via our protocol), programmable, earned through staking and bonding, and allows holders to participate in governance. XMAX can also be earned through bonding EMAX-WETH LP.

MAXPAY



The algorithmic stablecoin product created by EthereumMax, designed as a utility solution to confidently send and receive payments in everyday life with ease and security. With a target value equivalent to \$1 USD, it is an Automated Market Maker (AMM) specialized for fast and efficient stablecoin swapping at the best rates with the lowest fees and smallest slippage percentage on the Ethereum network. MAXPAY is mintable, redeemable, stable, reliable, backed by reserve assets, transactable, and great for reserve funds.

i A rebase (or price-elastic) token is designed in a way that the circulating token supply adjusts (increases or decreases) automatically according to a token’s price fluctuations. This expansion and contraction is what we call a rebase mechanism. Rebase tokens are somewhat similar to stablecoins, in the sense that they both have price targets. However, unlike stablecoins, rebase tokens’ have an elastic supply, resulting in the circulating supply adjusting accordingly to supply and demand, without changing the value of the tokens in users’ wallets.



EthereumMax

EMAX Token

The EthereumMax token (EMAX) is your entry point into an all-encompassing decentralized ecosystem that rewards its users for holding and participation. When a user chooses to stake their EMAX LP tokens, they receive XMAX, the reserve asset of EthereumMax ecosystem in return.

Tokenomics

Based on the term 'token' and 'economics,' below are the core of the EMAX tokenomics.



Token Name: EthereumMax

Symbol: EMAX

Tokenomic: 6% Reflection x 3% Burn

Chain: Ethereum (ERC-20)

Date of Launch: May 14th, 2021 (Hard Fork May 25th, 2021)

Verified: Yes • **Liquidity Locked:** Yes • **Audit:** Pass

Contract Address: [0x15874d65e649880c2614e7a480cb7c9a55787ff6](https://etherscan.io/address/0x15874d65e649880c2614e7a480cb7c9a55787ff6)

Issued Supply: 2,000,000,000,000,000

Total Burned: 469,518,993,233,811

Current Circulating Supply: 1,530,481,006,766,190

Additional Addresses:

- Burn Wallet: [0x00](https://etherscan.io/address/0x00)
- Treasury Wallet: [0x5EA06A2bE857D35D5E545b2bF54b2d387bB8B4bA](https://etherscan.io/address/0x5EA06A2bE857D35D5E545b2bF54b2d387bB8B4bA)
- Expense Wallet: [0x87Ba6c0B3E06d4B9Ae4E5c5752D8E94AeE135470](https://etherscan.io/address/0x87Ba6c0B3E06d4B9Ae4E5c5752D8E94AeE135470)
- Expense Wallet Old: [0x331626d097cc466f6544257c2dc18f60f6382414](https://etherscan.io/address/0x331626d097cc466f6544257c2dc18f60f6382414)
- Events Wallet: [0x80dF68fA5275D0e1EE83aA4160f0b82033597f51](https://etherscan.io/address/0x80dF68fA5275D0e1EE83aA4160f0b82033597f51)

Price Formula to Calculate EMAX Price:

$wETHpoolAmount \times ETHprice / EMAXpoolAmount = EMAXprice$

Forward Looking: EMAX tokenomics will be updated to strengthen and support our ecosystem. Layer 2 will be implemented to improve scalability, speed, efficiency and lower gas costs dramatically.

Why Layer 2?

One of the main problems with many blockchain networks is their scalability, such as when the amount of data passing through the blockchain hits a limitation due to the insufficient capacities of the blockchain. Layer 2 solutions are designed to increase the speed, throughput, and efficiency of blockchains without needing to increase block sizes or introduce other measures that would tamper with the technology's capacity for decentralization and high levels of security.

New Proposed Tokenomics

0% Tax on Buys, 6% Burned and 3% towards Treasury on sells and transfers to Treasury Wallet towards collateralization of MAXPAY and related funds used with governance.

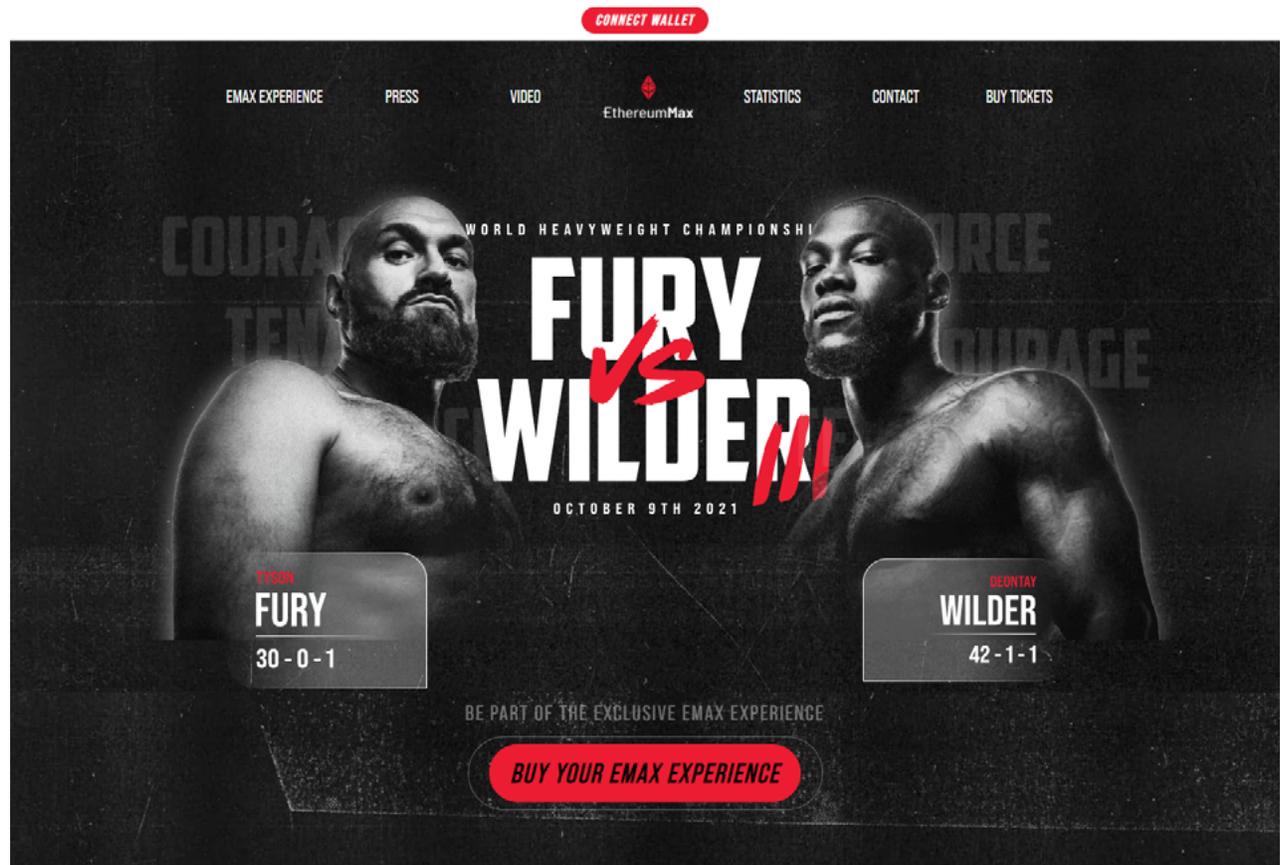
(Subject to change. Possible manual burn TBD)

The EMAX Experience

EMAX Experience combines the digital world and tangible world into one, curating unique cultural experiences that are exclusive for EMAX holders. These experiences can range from VIP ticket packages and early access to prominent events across the country to personal meet and greets with some of the world's top talent. Gain special access to some of the hottest restaurants and clubs, signed memorabilia, partner discounts, and other lifestyle perks not readily available to the general public.

EMAX Experience - Version 1

A fully integrated website built with React, Web3, utilizing the Ethereum network. This is the first official launch of an end-to-end solution for our use case. This EMAX Experience Version 1 allows holders of the EMAX token to access an exclusive experience that includes a digital NFT as well as tickets and physical merchandise. EthereumMax plans to evolve and improve on Version 1 in future revision. Stay tuned...



Limited Edition Animated NFT's



XMAX



THE REVOLUTION HAS BEGUN

XMAX “DAO-FI” Token

Our native XMAX token is a **decentralized reserve currency** that is designed to provide high yield returns to participants within the EthereumMax ecosystem. By focusing on supply growth rather than price appreciation, we hope that XMAX can function as a currency that can hold its purchasing power regardless of market volatility.

Being **an algorithmic, free-floating stable asset that promotes stability and predictability without a peg**, each XMAX token is backed by a treasury of crypto assets (ex: DAI, EMAX) in the EthereumMax treasury vault, giving it an intrinsic value that it cannot fall below. It seeks to accomplish that the same way central banks manage their currencies using reserve assets (fiat and gold etc.), but EthereumMax manages XMAX using crypto reserve assets. Each XMAX issued has to be backed by at least \$1 in collateral, though this can be changed by a governance vote in the future. XMAX will not have any USD backing, instead, it relies on a governed treasury of unique DeFi assets. We aim to be a DeFi project detached from fiat-pegged stablecoins while preserving low volatility compared to other cryptocurrencies.

Although our structure conducts open market operations, the price of XMAX is largely allowed to “float”. This means that rather than having the price pegged to that of another asset, such as USD, the value of XMAX is determined by the free market. Because of this, its price in dollar terms can be volatile, as like any other non-pegged asset, it is subject to the whims of supply and demand.

Despite this, XMAX is designed to have a “floor price” or “risk-free value” (RFV) that is worth the amount of assets backing each token. The current RFV of the protocol treasury will be equivalent to the stablecoins, and, to account for risk, a discounted value of the LP tokens in it. We believe by codifying monetary policy directly into smart contracts, establishing innovative governance, and decentralization measures, XMAX aims to free itself from a US dollar peg.

We fully expect to be able to turn this into a DAO-governed model as soon as possible so that all assets would sit under the purview of the EthereumMax DAO.

Is XMAX a Stablecoin?

No, not really. Centralized and decentralized dollar-pegged stablecoins all share a common problem – they are inevitably under heavy influence by the US Federal Reserve’s monetary policy. There is certainly a place for stablecoins that are responsibly managed and operate with a sense of transparency for the greater good, but sadly that’s not always the case. The problem with dollarization is that stablecoins can replace monetary sovereignty with external dependencies that introduce systemic risk. In other words, with that stability comes inextricable influence from the same monetary policies and institutions the crypto ecosystem aims to free itself from. To avoid this, XMAX aspires to become an algorithmic reserve currency backed by other decentralized crypto assets, not pegged to the US Dollar. Similar to the idea of the gold standard, providing free-floating value its users can always fall back on, due to the fractional treasury reserves XMAX draws its intrinsic value from.

How does the XMAX system work?

From a high-level standpoint, bond sales generate profit for the protocol, and the treasury uses the profit to mint XMAX and distribute them to stakers. Through the process, the protocol is able to accumulate its own liquidity through liquidity bonds. There are four primary mechanisms in place that are designed to control supply expansion and create stable assets in a harmonious ecosystem:

- 1. Protocol-Controlled Treasury**
- 2. Protocol Owned Liquidity Pool/LP Tokens**
- 3. Bonding Mechanism**
- 4. Staking Rewards**

1. Protocol-Controlled Treasury - This is what houses the funds collected by the protocol and ultimately provides a price floor on XMAX. The protocol will mint XMAX and sell them into the open market to increase supply and drive down the price. The protocol is also designed to automatically intervene should XMAX trade at a discount, in the case where its value falls below \$1, the protocol will buy back and burn tokens to decrease the supply, and increase the price. There is a mint requirement in the protocol that specifies

an XMAX token cannot be minted unless there is at least one DAI to back it. The backing is accessed through the bond market, which acts as a derivative market of XMAX. If for instance, a user purchases a DAI bond, the bonded DAI is fully taken in by the treasury in return for the market equivalent of XMAX bonded for. New XMAX will be minted based on the amount of funds the treasury guarantees to use for backing XMAX. The bonds don't trade at the same price and they don't use oracles or alternative methods to determine their price. When people buy bonds, the price of a bond will go up, when they redeem their bonds the price of the bond will go down, based on these actions, market participants decide where those trade in the market. This process serves to bring in new assets to the system. When a person buys a bond they are buying from the treasury directly. This capital goes into the treasury and is used to bring in new backing for the XMAX tokens given to the purchaser. This process generates profit and this profit is then used to mint new XMAX tokens. The XMAX is then distributed to stakers. Stakers are incentivized to participate in staking, bringing the XMAX supply off the market and keeping it off the market for an extended period of time. The treasury will also buy LP shares from market participants and then lock them off the market to ensure there will always be a pool for people to trade in.

2. Protocol Owned Liquidity Pool/LP Tokens - Users add liquidity and essentially sell that liquidity to the treasury. Through liquidity bonds, the protocol is able to accumulate its own liquidity. This provides liquidity to the market that is governed by the protocol.

3. Bonding Mechanism – Facilitated through a secondary market and outside platforms such as DEXs, to trade with the protocol itself, bonding is the process of selling assets in exchanges for discounted XMAX. Bonds are a cross between a fixed income product, a futures contract, and an option. Bonders commit capital upfront and are promised a fixed return at a set point in time and the bond becomes redeemable as it vests; that return is in XMAX and thus the bonder's profit would depend on XMAX price when the bond matures. Bonders benefit from a rising or static XMAX price. Bond sales generate profit for the protocol, and the treasury uses the profit to mint XMAX and distribute

them to stakers. Users are incentivized to bond when the discount rate is higher than with staking XMAX over a 5-day period since that is the minimum amount of time commitment for bonders. After the 5-day period is up, they either realize their returns, or they can continue bonding in blocks of 5 days. This process is adding value to the protocol and hence participants are rewarded with XMAX tokens for bonding. The price discovery mechanism of the secondary bond market renders bond discounts more or less unpredictable. Therefore, the bonding process is considered active management that has to be regularly monitored in order to be more profitable as compared to staking, making it a short-term investment strategy. LP bondization enables the protocol to accumulate, own, and control its own liquidity. This ensures there is always locked exit liquidity in our trading pools to facilitate market operations, growth, and protect token holders.

4. Staking Rewards – Single asset staking to help control the supply. This is the primary value accrual strategy of the ecosystem. Stakers pledge or stake their XMAX directly on the EthereumMax website to earn rebase rewards. The rebase rewards come from the proceeds from bond sales. When a user stakes, they lock their XMAX and receive an equal amount of sMAX at 1:1. The sMAX balance rebases up automatically at the end of every epoch period. When the user decides to unstake, the sMAX is burned and they receive an equal amount of XMAX. Stakers are incentivized to bring XMAX supply out of the pool, out of the market, and lock it up for an extended period of time. Participants who stake can lock up their tokens for as long as they want and will be distributed XMAX tokens 3x's a day. The increase in your stake of XMAX translates into a constantly falling cost basis eventually converging on zero. This means even if the market price of XMAX drops below your initial purchase price, given a long enough staking period, the increase in your staked XMAX balance should eventually outpace the fall in price. This formula results in stakers being the primary recipients of the profit of the network over time. The staking process happens within the platform and can be considered passive management and a long-term investment strategy.

Governance

Holders of XMAX are encouraged to participate in the protocol's governance, allowing them the ability to influence the future of the protocol and project via a voting method. This inclusive process empowers holders with choices, further providing control over their own monetary interests.

This means that the holder of the actual currency is the one who determines the monetary policy, not the owner of the secondary governance token (which is standard for centralized protocols). This is a compelling development because it encourages the active participation of a wider range of stakeholders. In addition, it adjusts the incentives for all participants in the system and encourages monetary policy decisions to be made from the perspective that is most conducive to the value and stability of XMAX.

Factors that influence XMAX

3x3 SBS Matrix

XMAX is operating under the framework of a unique Game Theory concept, in which participants have a strong incentive to be active users in the system. The more XMAX that is staked, the lower the supply and more stable prices and selling pressure will be. The idea is that if everyone cooperated in XMAX, it would generate the greatest gains for everyone. From a simplistic standpoint, there are 3 actions a participant can take with XMAX:

- **Stake (Buy)**
- **Bond**
- **Sell**

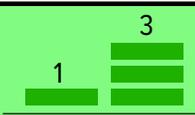
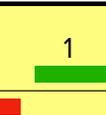
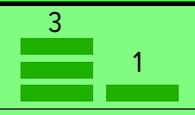
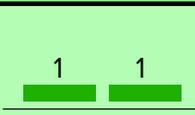
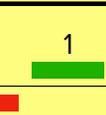
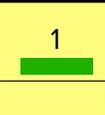
Staking and bonding are considered beneficial to the protocol, whereas selling is considered detrimental. Participants are most likely to stake when they anticipate an expansion in supply and/or price. Participants are most likely to sell when they anticipate a contraction in supply and/or price. Participants are most likely to bond when they do not have a strong directional bias but don't anticipate a significant downside.

Staking has the effect of pushing the price up +2. Selling has the effect of pushing the price down -2. The participant who moves the price gets half of the benefit. Bonding has no price effect but provides a discount/benefit of +1.

- **Staking (+2)**
- **Bonding (+1)**
- **Selling (-2)**

The 3x3 SBS Matrix below, this illustrates the effect on the protocol involving two participants and the extent to which each behavior of the participants in the system is beneficial or harmful to themselves and their fellow participants. The dominant strategies are all cooperative. Both participants' staking results in 6 (3 + 3), staking and bonding results in 4 (3 + 1), and bond and bonding results in 2 (1 + 1). Conflicting actions (stake/sell and bond/sell) are neutral. When both participants sell, (sell/sell) this results in the only negative-sum outcome as it creates the worst outcome for both participants and the protocol with -6 (-3 + -3).

3x3 SBS Matrix

	STAKE	BOND	SELL
STAKE	<div style="text-align: center;">3 3</div> 	<div style="text-align: center;">1 3</div> 	<div style="text-align: center;">1</div>  <hr/> <div style="text-align: center;">-1</div>
BOND	<div style="text-align: center;">3 1</div> 	<div style="text-align: center;">1 1</div> 	<div style="text-align: center;">1</div>  <hr/> <div style="text-align: center;">-1</div>
SELL	<div style="text-align: center;">1</div>  <hr/> <div style="text-align: center;">-1</div>	<div style="text-align: center;">1</div>  <hr/> <div style="text-align: center;">-1</div>	<div style="text-align: center;">-3 -3</div> 

Staking is considered to be the best and most beneficial action for participants. This is because it helps to increase the value of XMAX and contributes towards creating positive buying pressure through the initial purchasing of tokens. Additionally, staking increases scarcity by locking the tokens and essentially removing them from the market. If we both stake (3, 3), it is the best thing for both of us and the protocol ($3 + 3 = 6$).

Bonds or bonding is also considered net positive, as it provides liquidity and assets for the treasury, although bonding is not as beneficial as staking.

Selling XMAX is considered net negative, as it contributes towards downward selling pressure. When one of us sells, it diminishes the effort of the other participant who stakes or bonds. This can result in falling prices and may encourage other participants to sell their tokens, causing a negative domino effect or panic selling.

In short, staking and selling will cause a price move, while bonding does not (we consider buying XMAX from the market as a prerequisite of staking, thus causing a price move).

This concept and illustration are simplified, almost to a dangerous degree. These dynamics will strengthen and weaken depending on the premium, market outlook, macro environment, and a litany of other factors. Don't read too hard into the numbers. This is merely meant to demonstrate the positive-sum environment created by cooperation as working together produces optimal outcomes.

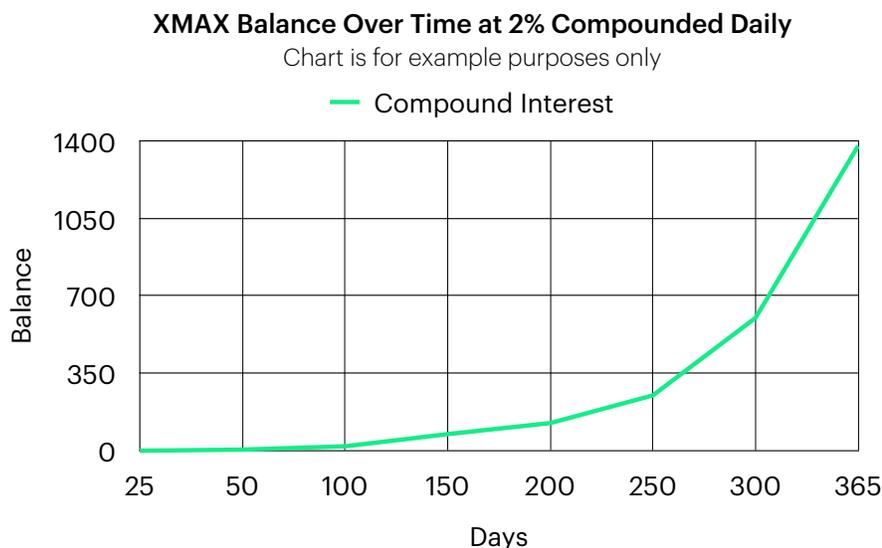
The Power of APY in the Ecosystem

APY stands for Annual Percentage Yield and it tells you the annualized rate of return based on the reward yield. It takes into account the effect of compounding since XMAX rebases exponentially. This is different from APR, or Annual Percentage Return, which is a measurement of simple interest. Almost everything you will find in DeFi uses APR, or simple interest, and not APY.

Imagine you have \$3,000, and you have two opportunities: you can earn 2% per day in simple interest or 1.5% per day in compound interest. The first thought for most might be the 2% because on the surface it seems higher since 2 is obviously greater than 1.5, but there's more to the story.

So which is better? The answer is it depends and the key variable is time. Over the course of a week, the simple interest will net 14% ($0.02 * 7$) while the compound interest will net 11% ($1.015^7 - 1$). Over the course of a month, the simple interest will net 60% while the compound interest nets 56%. But over the course of a year, the simple interest will net 730% while the compound interest nets a whopping 22,814%! This is the power of compounding as its exponential growth, not linear. For example, let's assume there is a daily compound interest of 2%, if you start with a balance of 1 XMAX on day 1, after a year, your balance will grow to about ~1,377 XMAX. That is pretty significant growth! Your staked XMAX represents your principal, and the compound interest is added periodically thanks to the automatic rebase mechanism.

The EthereumMax XMAX staking system allows us to provide compounding returns automatically. This is how we plan to offer tens of thousands of percent APY that is actually quite sustainable. On our current path, we believe need to take in about ~\$8m in assets over the course of the next year to sustain an APY in the tens of thousands.



APY Calculations in Action

The APY is calculated from the reward yield or rebase rate using the following formula:

$$APY = (1 + \text{rewardYield})^{1,095}$$

Since the rebase mechanism is scheduled to happen 3x a day, the formula raises to the power of 1,095. Given there are 365 days in a year, this would give a rebase frequency of 1,095: $365 * 3 = 1,095$.

Reward yield is determined by the following formula:

$$\text{rewardYield} = \text{XMAXdistributed} / \text{XMAXtotalStaked}$$

The number of XMAX distributed to the staking contract is calculated from XMAX total supply using the following equation:

$$\text{XMAXdistributed} = \text{XMAXtotalSupply} \times \text{rewardRate}$$

Note that the reward rate is subject to change by the protocol.

The Protocol Procedure

Opening Network State

We are looking for initial volatility to grow the size of our pool. With the early trading in a newly formed asset, profit and upward price mobility will spur growth. This may seem counterintuitive to what you would think one would be looking for in a currency long-term with stability, but that will come at a later stage in the lifecycle. At different phases, we will be looking to place emphasis on consistency versus profit that comes along with price volatility. The ability to toggle and focus between the two paradigms allows for this to act as a viable creator of wealth. The resultant price action and upward mobility of the XMAX DAO is a measure of the wealth that is created in this state.

Ongoing Network State

In the aforementioned Opening Network State, there is an influx of value coming in without any outflow. These inflows come in via bonding which acts to add collateral and increase supply and value and the resultant staking contract is how those profits are distributed amongst the holders. The Procedure aims to define and explain a number of policy principles as follows:

1. Bond Control Value

The key to this is allowing for different bonding compositions based on needs and targets. Depending on the focus between price stability and levels of liquidity, the procedure allows for dynamic ability to adjust these levels ie. higher Bond Control Value will decrease the capacity to take in that collateral as the Value and capacity to take in collateral work in an inverse relationship. This will work with a sliding scale between discounts offered to bonders and overall DAO profit generated.

2. Vesting Schedule

This outlines the time period in which the collateral becomes redeemable. The vesting for all bond collateral types is set to 5 days.

3. XMAX Distribution Mechanics

With each purchase of a bond, the proceeds will be available in the treasury pool and an equivalent amount of XMAX will be minted and distributed as laid out below:

- *A user who is doing the bonding will act as the bond purchaser and will receive an amount of XMAX equivalent to the calculation over the term of the vesting period.*
- *The DAO receives an amount that represents its profit from the transaction. This amount is equal to the XMAX which was distributed to the User who purchased the bond.*
- *Any excess XMAX remaining after distributing to the bond purchaser and the DAO will be distributed to all active stakers pro-rata. The XMAX that is remaining is dispersed to the stakers in the form of sMAX (staked XMAX) which is created by the contract at a rate of 1:1 with XMAX. The profits that are distributed are done so via rebase and the sMAX is always redeemable at that same 1:1 ratio.*

Marketplace System

The foundation on which this system is based centers around cause-and-effect actions which are circular in nature, but in effect drive growth and expansion. The policy type and toggles dictated by the Protocol Procedure are able to spur or slow that growth depending on desire:

1. Dynamics

The base case state of this system equates to the intrinsic value of the underlying collateral, however, there can be shocks to the upside and downside based on a criteria of actions that holders can take. Downside price movement is created in times of a liquidity crunch and it is only those users who need that liquidity and exit their XMAX which will bear that downside risk. Conversely, upside price movement is triggered by an uptick in users who are staking or bonding collateral. In this scenario, all users reap rewards via the resultant increase in price and the capacity for greater bond discount to bonders

presents itself. This also creates greater yield opportunities for stakers which provides a value proposition for incentivization. With the upside scenario, additional liquidity is created in the system and creates sustainability to this expansion. To mitigate against the downside risks, the treasury reserves will be used to purchase when values dip below the intrinsic value serving as a stimulus to sway the pendulum back to the upside scenario.

2. Participant Objectives

The various participants in the system have inherently different goals and objectives as it relates to the XMAX token balance and value.

- **Stakers:** Their primary concern is the XMAX balance as that drives the growth of the network and ultimately will drive the value derived from the holdings in the system. The growth of the network is directly correlated and translated to long-term wealth for the stakers.
- **Bonders:** The primary concern of Bonders is the XMAX price as they are looking to lock in a fixed yield at the time of bonding. The overall network performance only serves to assist in the calculation of where the market trades relative to the yield they have locked in. In a scenario of price increase, the bonder gains the benefit of receiving that yield with an XMAX discount in price. If price of XMAX decreases below the discount that they received at the time of bonding, they will be able to choose whatever has the greater value between LP tokens (XMAX-wETH) or XMAX for their return which reduces the risk profile of their holding.



MAXPAY
THE DEFI REVOLUTION

MAXPAY Stable Payment Token

Overview

MAXPAY is an algorithmic stablecoin product created by EthereumMax, designed as a utility solution to confidently send and receive payments in everyday life with ease and security. With a target value equivalent to \$1 USD. MAXPAY was developed with the vision of: Making cryptocurrency payments fast, secure, and easy for every person to understand the fiat conversion.

The incentives correlated to MAXPAY are strategically structured in a way that provides users ample rewards to motivate the community to initially kick off the system and support long-term stability by bonding with XMAX.

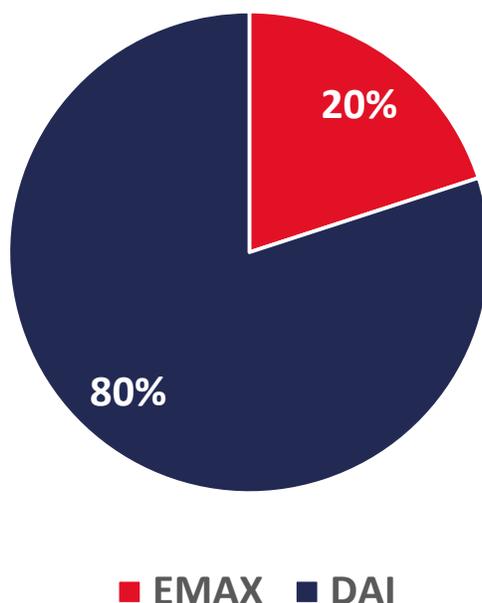
Enhancing the value of being an EthereumMax holder by compounding the benefits of growth, rewards, staking, and a stable payment utility into a single ecosystem.

Integrating MAXPAY to be used seamlessly across multiple channels of worldwide commerce for streamlined payments online, in-store, and peer-to-peer.

In a world where cryptocurrency is considered anything but stable, MAXPAY is able to achieve this sought-after price stability through the development of an algorithm in our MAXPAY smart contract. This proprietary algorithm helps to control the price based on several dynamic collateralization factors, such as the combination of assets including DAI, USDC, USDT, wETH, and the EthereumMax EMAX token, which are then all utilized in conjunction to collateralize MAXPAY – resulting in a stablecoin that is not only practical for use but can provide a source of monetary gains simply for actively participating in the EthereumMax ecosystem.

 Think of EMAX as your long-term store of value and MAXPAY as your everyday currency.

MAXPAY COLLATERALIZATION



Overview

Once MAXPAY is sufficiently collateralized, we will initiate and open the minting process of MAXPAY to users within the ecosystem. Users can mint MAXPAY on an EthereumMax dashboard or swap on a DEX (Curve, UniSwap, etc.) with any combination of accepted collateral options.

Example: With \$1 DAI or \$1 wETH you can mint \$1 worth of MAXPAY.

Once users have MAXPAY, they can provide liquidity to an Automated Market Maker (AMM) where we will trade (in pool) MAXPAY with other stablecoins to create regenerative yield. MAXPAY liquidity providers will receive the yield from trading fees.

Forward-Looking: EthereumMax plans on developing our own DEX to facilitate gasless swaps

i Minting refers to new coins coming into existence essentially through staking. This is done through the computation process of validating information, creating a new block, and recording that information into the blockchain. Together, this process is considered minting or forging new blocks. Minting is a fundamental pillar of traditional finance and the crypto ecosystem.

Why a Stablecoin?

As the growth of cryptocurrencies adoption continues, so must the growth of a strong set of stablecoin options. To make payment processing a reality within the EthereumMax ecosystem, we believe the development of a stablecoin makes the most sense to accelerate ease of adoption and cases for everyday payment use. The desire for the tokens you hold or any asset of value to appreciate is an objective for most cryptocurrency holders. However, with the appreciation of any asset, over time come periods of price fluctuation and possible volatility; making the ability for a buyer and seller to agree upon a price both in the near-term and future challenging. MAXPAY solves this by providing price stability to send and receive payments with confidence. In addition, MAXPAY utilizes EthereumMax as a core underlying asset, creating an ecosystem that merges the worlds of community and business.

How can I earn MAXPAY?

1. Holders can earn MAXPAY minting or buying from an AMM (Automated Market Maker).
2. Calculated based on an interest bonding curve, the amount of interest a holder receives will be dependent on commitments to predetermined variables such as how many EMAX tokens are bonded and the agreed-upon lockup period.
3. The more EMAX gets locked away, the more the price of EMAX should rise which will increase the collateralization factor on MAXPAY. This unique system is designed to keep users within our ecosystem in an optimal place to earn on their capital.

Payment Processing

- **Proof of Concept** - Utilizing our own merchant store as a reference we are able to scale and evolve our payment processing to many platforms including but not limited to:

Shopify, WooCommerce, BigCommerce, Magento using native or third-party integrations.

- Web3 technologies with connected wallets to checkout using MAXPAY.
- Integration with Wallet Link, Wallet Connect, Metamask, and Coinbase Wallet to ensure a high level of user experience.
- Merchant backend to view critical processing information and interact with the MAXPAY stablecoin.



NFTs



Non-Fungible Tokens

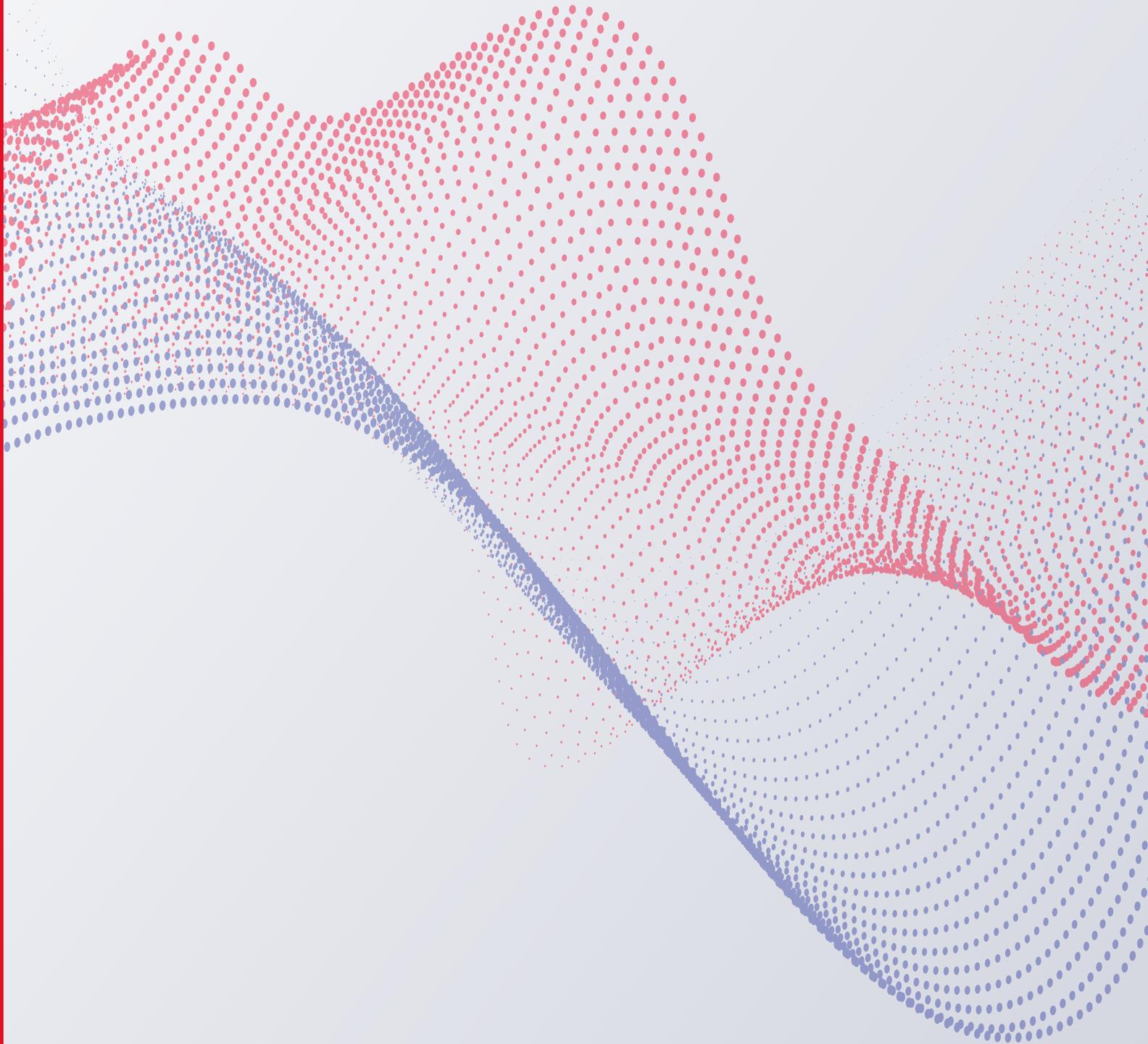
The Arts

- **EMAX Experiences** - curated bundles combining unique relationship benefits to holders and digital art (NFTs). Each EMAX Experience couples a unique NFT to commemorate the event or partnership. This adds value to the experience with unique digital art. These NFTs can provide recurring revenue using predetermined commission rates based on resale.
- **Physical and Digital NFT** - NFT partnerships that allow for physical items to be digitized. The physical NFTs will be coupled with a unique digital art piece and sold at various platforms, including our own NFT Marketplace. EMAX will continue to accumulate physical memorabilia from exclusive events.
- **The Club** - NFT clubs are made up of unique NFT art pieces that double as an entry to an exclusive member only club community allowing for engagement between members, access for exclusive NFT releases and presale for all club related NFTs, and more. Similar clubs that have been able to grow their communities on social platforms have sold out within 72 hours.
 - *EMAX has a built-in audience and community that is significantly larger and more engaged than all of the other NFT Club releases to date due to our vast reach on social media and marketing presence.*
 - *The Club will double as membership and access to exclusive EthereumMax content.*
 - *There will be multiple club launches as the club metaverse unfolds.*

Utility

- **NFT Ticketing** - Develop a complete end-to-end solution for NFT Ticketing which includes an app to process and verify tickets for any type of event or venue.
 - *A complete front-end solution to buy and acquire NFT tickets using the blockchain.*
 - *A unique way of doing ticketing for events that will allow ticket vendors to get residual revenue on the secondary market that normally wouldn't be captured. This eliminates counterfeit tickets and unauthorized sharing by utilizing the blockchain. This can be coupled with unique EMAX Experiences bundled with digital art.*
 - *Eliminating hidden fees and middlemen in the ticket industry creating a true peer-to-peer ticketing system.*
 - *Hospitality partnerships for exclusive NFT tickets (table reservation, line cuts, bottle service)*
- **Gamification**
 - *Partnership with one of the leading mobile gamification companies in the nation.*
 - *EMAX club driven game that will allow club members to partake in an EMAX Ecosystem and NFT club driven metaverse.*
- **NFT Marketplace**
 - *EthereumMax will build its brand with exclusive NFT releases on our own marketplace to allow us to expand our footprint in the space and also capture a 2.5% transaction fee on all NFTs listed on our platform.*
 - *Develop and create a complete end-to-end solution for the NFT Marketplace utilizing MAXPAY as a payment method and processing solution.*

SECURITY



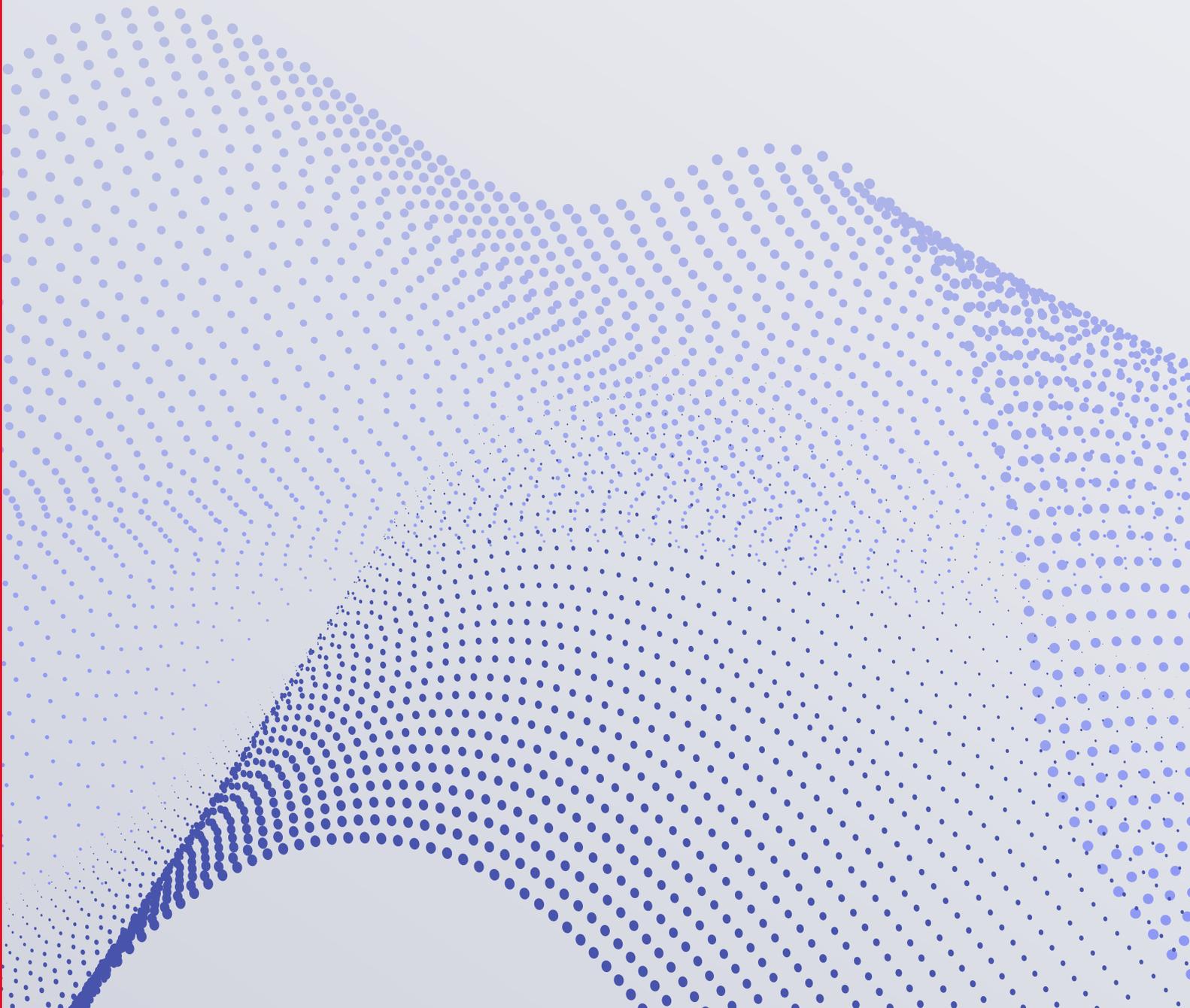
Security



EthereumMax has passed a comprehensive security audit. This was conducted by CertiK, a leading global blockchain security company that analyzes the code of smart contracts to assess possible vulnerabilities and exploit risks. All findings outside of informational findings have been fully resolved and the EthereumMax project has a 98% positive sentiment vote which gauges how the community feels about the security of the project.

- Auditing smart contracts can mitigate potential reputational and financial risks posed to all stakeholders and breed confidence in the project from a technical perspective and is something that any project should do as soon as possible.
- We follow a conservative, transparent process for analyzing potential security vulnerabilities and seeing them through successful remediation.
- We plan to further audit our platform to increase engagement during this process.
- EthereumMax uses CertiK to provide industry-leading blockchain auditing of our contracts and solidity. CertiK's team of world-class security engineers performs four different types of auditing for Token Contracts, Custom Start Contracts, Wallet and DApps, and Blockchain Protocols.
- EthereumMax is also planning on leveraging CertiK Skynet leverages automated technologies to check deployed smart contracts against a wide range of known vulnerabilities at scale. The Security Oracle produces accurate smart contract security scores, which indicate the risk of hacks and code malfunctions before a transaction is submitted.
- Full audit report: <https://www.certik.org/projects/ethereummax>
- EthereumMax contracts are secured by MythX, a premier security analysis service for Ethereum smart contracts. The contracts are automatically scanned for security vulnerabilities in Ethereum and other EVM-based blockchain smart contracts. Using a comprehensive range of analysis techniques—including static analysis, dynamic analysis, and symbolic execution—can accurately detect security vulnerabilities to provide an in-depth analysis report.

Marketing Strategy



Marketing Strategy

Overview

One core goal of EthereumMax is to bring blockchain technology and cryptocurrency to the masses in this new digital age while fostering the human element to promote connectedness and shared progress through collaborative learning. There are a lot of cryptocurrency projects out there, some that have great technology and can bring a lot of good into the world. Yet sadly, most of these projects are unknown and eventually dwindle away, primarily due to lack of awareness. This is one key area where EthereumMax is drastically different. We strongly believe that our expertise in marketing strategy and managing relationships is one of the things we do best. We have established relationships with some of the most influential people in the world. With our talented team and expertise in marketing, brand development, and technology, in less than 6 months we have already been able to:

- ✓ Secured top tier marketing agencies
- ✓ Partnered with world-renowned brand ambassadors
- ✓ Have received multiple endorsements from celebrities and athletes
- ✓ Partnered with multiple social influencers who have millions of followers, yielding hundreds of millions worth of impressions
- ✓ Sponsored several primetime PPV sporting events
- ✓ Sponsored major boat racing circuits
- ✓ Have been featured twice on the hallmark billboards in Times Square
- ✓ Attracted over 100,000+ EMAX holders in less than 2 months
- ✓ Started an “education hub” consisting of educational video series and a weekly newsletter
- ✓ Over 15,000 people have opted-in to receive email communications from EMAX
- ✓ Hold weekly podcast-like interviews where the community asks questions
- ✓ Over 20 major news outlets have featured EMAX including Yahoo! Finance, Business Insider, and MarketWatch
- ✓ Established EthereumMax Telegram groups in over 15+ countries
- ✓ Collectively we have over 100,000+ followers across our social media channels

EthereumMax has been able to engage with our valued audience and create content that is relatable and simplified. We are confident that the process we have developed, when consistent and genuine, will continue to grow our base of loyal EthereumMax enthusiasts which will lead to exponential growth.

In less than 6 months, we have created a brand that is synonymous throughout the cryptocurrency industry. According to an article featured in CoinMarketCap, Morning Consult's research indicates that approximately **one in five** American adults heard about the EthereumMax post – delivering “a reach that would make most financial advisors drool.”



Official Social Platforms



INSTAGRAM
@ETHEREUMMAX



FACEBOOK
@ETHEREUMMAX



TWITTER
@ETHEREUM_MAX



REDDIT
r/ETHEREUMMAX



YOUTUBE
ETHEREUMMAXOFFICIAL



TELEGRAM
@ETHEREUMMAX



DISCORD
@ETHEREUMMAX



TWITCH
ETHEREUMMAX

20+ major news outlets have featured EthereumMax

Each week we track and analyze our marketing efforts, continuing to make strategic modifications to optimize engagement for week-over-week improvements and impact. If we can do all of this in less than 6 months, imagine what the future holds? The best is yet to come...

EthereumMax vs The Competition

What differentiates EMAX from all other cryptocurrencies?

The EMAX token was developed by individuals with a track record in building and scaling large companies and organizations. The token is being built out with an unprecedented corporate structural vision. The various unique specializations and skills of the founding team set this project apart from any other initiative in the space. Backed by a strong team of coding and software developers in tandem with top-level marketing and financial experts, EMAX offers a global high-profile network that's positioned to Disrupt History.

Roadmap

Development Roadmap

Q3 2021

	Time to Completion	Status	Project Lead	Product	UX Lead	UX/UI	Dev Lead	Dev	Review	Released
CertiK Audit	Jul 20 - 27	Done		Validated		Done		Done		Production
Merch Store v1	Aug 13 - 18	Done		Validated		Done		Done		Production
Whitelisting for Wallet Addresses	Aug 20 - 26	Done		Validated		Done		Done		Production
Video Education Series / Education Hub	Sep 9 - 13	Done		Validated		Done		Done		Production
EMAX Experience v1	Sep 1 - 28	Done		Validated		Done		Done		Production
Label and Identify Etherscan Wallets	Aug 10 - Sep 8	Done		Validated		Done		Done		Production
Website Refresh	Sep 21 - 24	Done		Validated		Done		Done		Production

Q4 2021

	Time to Completion	Status	Project Lead	Product	UX Lead	UX/UI	Dev Lead	Dev	Review	Released
Whitepaper/Litepaper	Sep 21 - Oct 2	Working on it		Validated		Done		Working on it		Waiting for review
Tokenomics Optimization	Sep 21 - Oct 15	Working on it		Validated				Working on it		
Web3 Checkout Integration for Payments	Sep 20 - Oct 22	Working on it		Validated		Working on it		Working on it		Beta
EMAX Dashboard	Sep 21 - Oct 15									
CertiK Skynet	Aug 20 - Oct 8									
Merch Store v2	Sep 21 - Oct 21									
Expansion of Payment Ecosystem	Aug 20 - Oct 14									
Staking (Web App)	-									
NFT Ticketing	-									
Governance (Web App)	-									

Real-time Interactive Development Roadmap

We invite you to check out our ever-evolving real-time roadmap [here](#).

Not a solicitation to purchase securities

Nothing in this whitepaper shall be deemed to constitute a prospective of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy EMAX Tokens in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which are designed to protect investors.

Forward looking statements

Except for historical information, there may be matters in this Whitepaper that are forward-looking statements. Such statements are only predictions and are subject to inherent risks and uncertainty. Forward-looking statements, which are based on assumptions and estimates and describe the Tokens financial upsides, price appreciation or yield expectations are generally identifiable by the use of the words 'anticipate', 'will', 'believe', 'estimate', 'plan', 'expect', 'intend', 'seek', or similar expressions. Participants are cautioned not to place undue reliance on forward-looking statements. The forward-looking statements reflect the views held only as of the date of this Whitepaper.



EthereumMax

EthereumMax.org