



NEXXUS REWARDS
Community Cooperative Technology

Light Paper

COMMUNITY COOPERATIVE SOLUTION



***The Convergence of
Financial and Social Responsibility***

PROBLEM

Local Communities are the Heartbeat of a Nation and they are in Great Need of Resuscitation

Local problems are best solved by local solutions. Local charities and non-profit organizations have always been best at solving local social challenges, whether it has been at the local soup kitchen to feed the homeless, the local shelter to protect battered women, or the local animal shelter for abandoned animals. But these programs are too often severely underfunded and hindered by government bureaucracy, wasteful overhead expenses, and lack of timely donations.

Local small and medium size businesses provide the vast majority of jobs and they best understand the local needs of the community. A higher percentage of every dollar spent with a local business stays in the local community. But they struggle to compete with large corporate enterprises, big-box stores, and national chains. 20% of small businesses fail in their 1st year. 30% fail in year two, and 50% of small businesses fail after 5 years.

SOLUTION

Nexus Rewards provides a win-win-win scenario for the local community charities, merchants, and shoppers. Charities get a leveraged perpetual fundraiser to indefinitely fund their important social causes. Merchants get and keep new customers with a completely risk-free and affordable marketing solution where they pay nothing until after the sale, and when they do pay, they name their own price. Shoppers collect and redeem shared Nexus Reward points like cash from all participating merchants.

Nexus charities and non-profit organizations share in the gross revenues generated from their member's shopping and their member's referred friends and family to infinity on their entire shopper network of potentially tens of thousands of shoppers. They have nothing to sell or buy – they just support their local community.

Nexus merchants pay nothing to get started and they can start acquiring new customers with a free text messaging (SMS) mobile marketing system to broadcast daily promotions. Shoppers keep coming back again and again to collect and redeem their cash back reward points. Merchants can create an additional revenue stream from their referred customer's other purchases. Merchants will also have unlimited access to a cryptocurrency payment-processing gateway that allows them to eventually accept bitcoin and any other supported top cryptocurrencies.

Nexus Shoppers can easily register for free to start collecting and redeeming free shared reward points, spendable like cash at any merchant. Nexus Reward points can increase in value as usage of Nexus Rewards grows worldwide. And shoppers can earn additional free shopping reward points for every transaction done by any shopper they personally refer.

The Nexus Rewards technology is already production-ready for revenue generation with product development and market testing complete.



TOKENOMICS

The Nexxus Token has built-in buyer demand as the internal currency of Nexxus Rewards. Every purchase in any currency drives buyer demand and the value of the Nexxus token. Regardless of the currency used for the purchase, the cashback reward percentage offered by the merchant is automatically purchased from the market in Nexxus tokens.

For example, if a merchant offers a 10% cash-back reward and the shopper spends \$100, Nexxus Rewards takes \$10 from the merchant and buys \$10 worth of Nexxus tokens from the public exchange. Potentially tens to hundreds of millions of dollars rewarded daily in Nexxus Reward points creates tremendous utility buyer demand.

Similar to the Ether coin used by Ethereum, the Nexxus token has utility as the internal currency of Nexxus Rewards and can increase in value as usage of the Nexxus Rewards solution grows worldwide. Ethereum provides computing services for a market of programmers, while Nexxus provides marketing services for a much larger market of merchants and shoppers.

Many traditional loyalty programs are available today without blockchain technology. The Nexxus Rewards blockchain solution has a distinct advantage over traditional exclusive static loyalty points with SHARED and DYNAMIC Reward Points backed-by Nexxus tokens from the public market for international expansion capitalization.

BRIEF HISTORY

Nexxus Rewards started in Plano, Texas, USA in January 2016 with initial private capital of \$700,000 to complete the product development and the market testing for a unique and innovative community cooperative solution to help local merchants get and keep new customers through shopper acquisition partnerships with local charities.

Shoppers are uniquely rewarded with free shopping dollars as shared Nexxus Reward points that are collected and redeemed by all participating merchants. Nexxus viral marketing technology provides revenue sharing for referred shoppers and for entire infinity shopper referral networks for charities.

All Nexxus Rewards systems are production ready for revenue generation. Nexxus Rewards is currently a series A company seeking \$2M - \$10M for product rollout geographically with concentrated critical mass for optimal success.

SOCIAL MISSION

Nexxus Rewards has a 3-fold social mission to fund important local social causes, save local hometown small businesses, and empower people to take back control of their money.

LONG TERM VISION

The Nexxus Rewards experienced executive team will execute the business plan to build a multi-billion-dollar enterprise of local shopper networks worldwide with a critical mass of merchants and shoppers acquired with a professional direct sales force.

A proven and profitable Nexxus Rewards will become an ideal acquisition target by large successful online brands like Google or Amazon that desire to expand their brands offline in tens or hundreds of thousands of local merchants worldwide.

THE COMPETITION

The most prevalent competitor for retail customer acquisition is Groupon, a public multi-billion-dollar company based in Chicago, IL, USA. Groupon merchants are asked to provide a 50% discount to Groupon shoppers, and then they must share the discounted 50% revenue with Groupon 50/50. Merchants usually lose money at 25% of their normal revenue. Merchants desperately hope for Groupon shoppers to return for future profits that usually never happens.

Nexxus provides a more competitive risk-free solution that is affordable for all merchants that pay nothing until after the sale, and when they do pay, they name their own price. Nexxus also helps local charities with perpetual fundraising as its major strategy for shopper acquisition. And Nexxus shoppers can collect and redeem shared Nexxus Reward points like cash from all participating merchants worldwide.

Nexxus Advantages Over Groupon

- Affordable Marketing Solution for all businesses to name their own price.
- Community Cooperative Program that funds important social causes.
- Shared Rewards Program so shoppers can collect and redeem rewards from all merchants.
- Viral Referral Marketing that rewards shoppers for referring their friends and family
- Leveraged Perpetual Fundraiser that pays charities from an entire shopper referral network.

MANAGEMENT

Executive Management Team



Robert A. Wood, Founder & CEO

Bob Wood is the founder and CEO of Nexxus 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.



W. Terry Howell, Ed.D. Chief Operations Officer

Terry is an Accomplished Senior Organizational Effectiveness Executive, Author, Speaker and Board Director with over four decades of experience developing and implementing strategies to increase quality of care and decrease operational costs for leading hospitals and healthcare systems. Adept at all aspects of organizational development, including executive coaching, assessment, prioritization and strategy. Leveraged extensive board governance advisory experience, research and publications to lead initiatives and garner support, streamlined policies and procedures, identified and secured growth strategies, ensured patient satisfaction and built high-performing teams. Broad-based expertise includes strategic planning, finance, business development, balanced scorecard, vendor relationships, performance improvement, change management, transformation, accreditation and fiduciary and board oversight. Dedicated to building effective relationships and providing support to stakeholders, senior executive teams and boards.



Richard LeBlanc, Marketing 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.

Management Team



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.



Gary Berriochoa, VP Business Development

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.

MANAGEMENT EXPERTISE

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

The technology team of Nexus has over 60 years of disciplined corporate experience in all aspects of information technology. Nexus technologists have been intimately involved in the development of

several cryptocurrencies and have been immersed in the cryptocurrency movement at a technical and business level for many years.

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. They also have decades of experience in the direct sales industry providing technology and business consulting services for over 30 sales organizations. They 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.

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

FUNDING HISTORY

Nexus Rewards raised \$700,000 from 2016 – 2018 from private angel investors and friends & family to fund the product development and market testing.

TOKEN DISTRIBUTION

TOTAL SUPPLY:	375,000,000	100%	
ANGEL:	98,000,000	26%	Nexus Tokens distributed to initial investors for seed capital.
RESEARCH:	56,000,000	15%	Nexus Tokens distributed to participants of the technology and business research phase and the conceptual design phase prior to the technology platform development.
EVANGELIST:	69,000,000	18%	Nexus Tokens distributed to contributing product evangelists during the development and testing phase and the marketing development of the initial educational products.
TEAM:	20,000,000	5%	Nexus Tokens distributed to Nexus Founder and Developers.
DISTRIBUTED:	243,000,000	65%	Nexus tokens have already been distributed for the design, development, testing and refinement of the Nexus ecosystem of cryptocurrency services.
RESERVE:	132,000,000	35%	Nexus tokens are outstanding and reserved for this digital token sale and for the business development of the Nexus ecosystem and merchant network.

TOKEN OFFER

50 million Nexus tokens are being offered at a price of \$0.20 ea.

\$2 million USD Soft-cap - \$10 million USD Hard-cap

Bonus incentives will be finalized with the IEO platform implementation team.

Nexus Rewards will buy-back the tokens from the token at a minimum price of \$1.00 from merchant funds collected for cash-back reward points that are given to shoppers on every shopping transaction. Buy-back priority will be based on a first-in / first-out basis. The first token purchasers will have the first option to sell their purchased tokens to Nexus Rewards for a minimum of \$1.00.

ADDITIONAL RESOURCES

Nexus Initial Exchange Offer (IEO) website: <http://www.nexusrewards.io>

Nexus Short Video: <https://www.youtube.com/watch?v=rUM3pr7uB28>

Nexus Long Video: <https://www.youtube.com/watch?v=tq-dZtwX6IA&t=2s>

Whitepaper: <https://www.nexusuniversity.com/Attachments/38/21/NexusWhitepaper.pdf>

Founder: www.WholBobWood.com/about

Token Address: <https://etherscan.io/token/0x9Affc3b52fCD18Bf2d7B6E715e511Eaa3A973638>

Utility Token Legal Opinion:

<https://www.nexusuniversity.com/Attachments/38/21/TokenAdvisory.pdf>

Smart Contract Audit: <https://www.nexusuniversity.com/Attachments/38/21/NexusAudit.pdf>

Nexus Rewards Website: www.NexusRewards.com

Nexus Token Website: www.NexusCoin.com

Nexus Founder Website: www.WholBobWood.com

Telegram:

<https://t.me/NexusToken1>

<https://t.me/Nexusrewardschat>

<https://t.me/nexusrewardschannel>

Telegram 한국어로:

https://t.me/nexusrewards_korea

Telegram 用中文 (表达:

https://t.me/nexusrewards_china

Telegram हिंदी में:

<https://t.me/NexusRewardshindi>

Telegram en español:

<https://t.me/nexusrewardsespanol>

Twitter:

<https://twitter.com/NexusReward>

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