



# LuxTag

Live-tokenized assets on the blockchain

# LuxTag NEM Funding

Overview amount of NEM funding in Fiat



**Total amount of XEM received (Milestone 1) : 480,000 XEM**



**Date of 1st milestone received : 6 September 2017**

**Our NEM Wallet address : NB4JQQ-XBK37Q-6VT4KJ-RY7ZKI-PHB2OY-7KLPDF-BNNJ**

**Our BTC Wallet address : 3DV2oN7ndtgRfx7eYpWXFksN3akQeZcBgS**

## Summary of transactions

- **Traded our 480,000 XEM to 13.303 BTC on 6 September 2017 for greater liquidity to fiat (RM)**
- **Sold the BTC for RM starting from 6 September 2017 until 15 October 2017, raising RM 503,804 (roughly US\$ 129,000 at current rate)**



# LuxTag Growth So Far

Clients so far, number of staff, development progress (1 Feb 2018)

## Official Clients Achieved:

With around 3 more clients in pipeline...

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## Staff Increase Post-funding:

Hired 3 more full-time staff (2 developers), 2 freelance developers, 2 interns and joint-development with a software development company

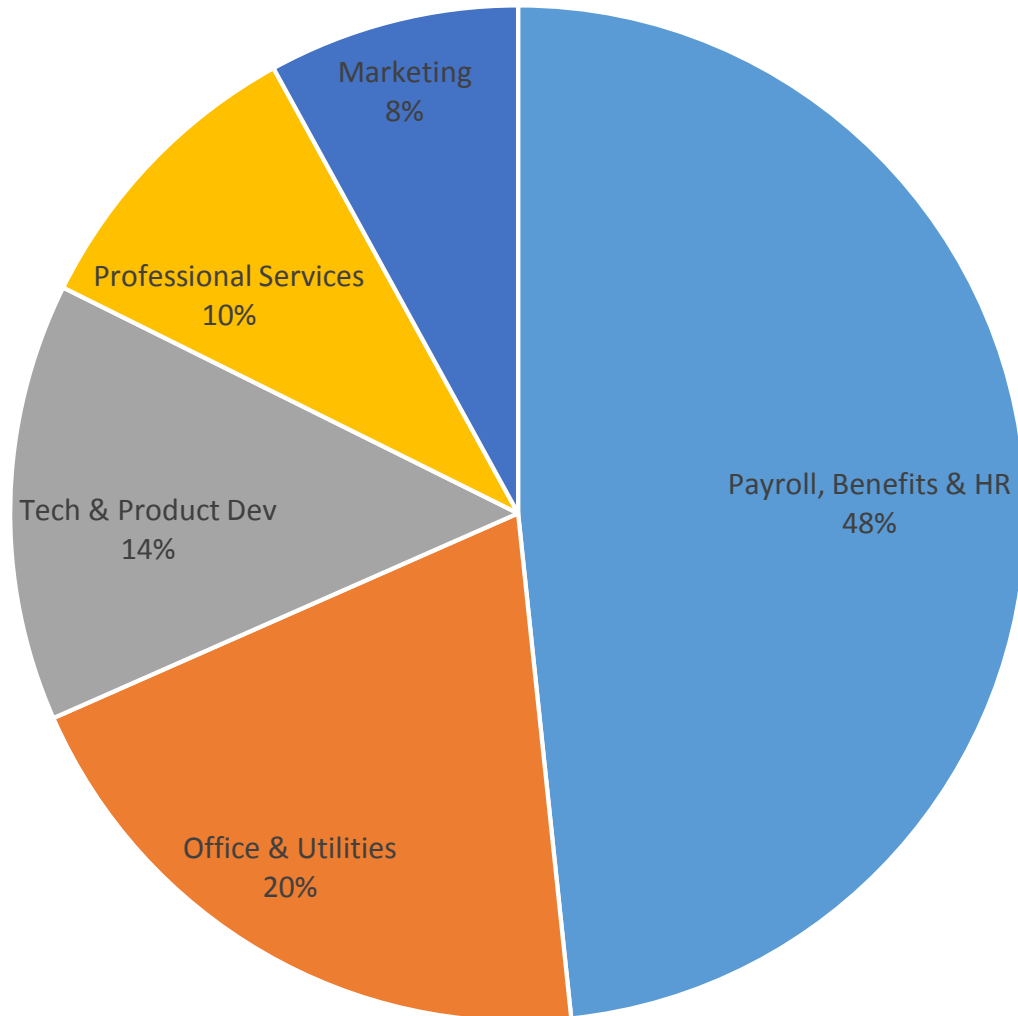
## Development Progress:

- Finished development of **LuxTag web app for users & merchants**, to be released for NEM community UAT in the coming weeks
- Currently in development of **Android mobile app**, finished first MVP development of **iOS mobile app**
- Revamp to a **new website** for better branding & marketing



# LuxTag Expenses Overview

Spending breakdown (1/9/2017 – 1/2/2018)



- Total spending in 6 months : **RM 405,269**  
**Roughly ~ US\$ 104,276**
- Payroll inclusive of freelancers and HR-related expenses
- **Payroll is roughly RM 182,000**  
**(roughly ~ US\$ 47,000), equivalent**  
**US\$ 7,833 per month**

## Comments on our strategy to spending

- Our focus for milestone 1 is mainly in product development, sizing up the team and building proper structure in terms of IP & employee benefits
- With minimal marketing budget, we've managed to acquire 3 clients with many more in pipeline
- We plan to focus our Milestone 2 on scaling up our marketing strategies, execution and innovation

