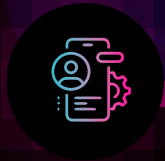


WELCOME TO DANXA

**Revolutionary
Dance to Earn App**

PROBLEM STATEMENT



For many years there has never been an app that promotes dancing despite having a lot of people who have great interest in this niche, Either they like dancing or they don't know how to dance but enjoy watching other people dance.



A survey we conducted in central London shows that at least 35% of the people in the UK either like dancing or like to watch people dance. This is also same with our online research.



But never had a global platform that connect all the dancers and also many other people who like to watch other people dancing moves.

PROBLEM/OPPORTUNITY



Statistic from statista.com 28 March 2023, show that about 22% of the populations in United Kingdom go to see a dance performance.



Now this is just for one country, what about the other countries, Also what about the ones who does it for fun or enjoy watching dancers. This are the solutions Danxa is promising to solve.



To onboard millions of dancers into our platfor, where they can discover, connect and explore.
Create earning mechanism to encourage more people to dancer and live a happy life.

SOLUTION STATEMENT

There is a big gap here that we are trying to fill and take a big cut of the pie. We have full confidence that this is a great niche market with a very big audience that has been neglected for many years, and we strongly believe that with the required support and effort from our community and team, we are going to achieve great success and Danxa has a great chance of being a big company and brand that will be remembered as a platform for everything dancing.. Below is how we plan to solve the problem..

We want to create an app for everything dancing, a home where people can share, connect, explore & discover dancers, creators can do live dancing videos for their audience and also challenge other dancers for competitions..



01

04



Danxa annual dancing competitions (**Danxa World Dance**) which will be our biggest competition and our goal is for this to also be the biggest dancing competition in the world, as we grow, we are going to source for sponsors just like in real world sports competitions.



Various brands, artists and companies can utilize our platform to promote their music and brands.



02

03



Danxa monthly dancing campaigns depending on trends and our community.

DANXA, NEW ERA OF DANCE TO EARN IS HERE.

Building the first dance to earn Application, leveraging the use of blockchain to earn using our mobile application while dancing.



Danxa is a Dance to Earn mobile application which reward users for dancing & using our mobile application, we leverage the use of blockchain and web3 technology.



Danxa application is going to be not just like the top major social media applications we have available today but more than that, like Instagram, X and TikTok, Bigo. but Danxa is aiming to be more focused and with the integration of blockchain and main focus on Dancing,



There has been huge percent of people in the world who has dancing as their hobbies, but never has been a platform created just for dancers to come together and share their great moves with other lovers of dance, this is what Danxa is aiming to leverage on. Using our online survey and offline survey we conducted in London, we can see how huge this niche is.

One Platform for all Dancers and lovers of dance



UNLOCK YOUR FULL POTENTIAL, GET REWARDED FOR DOING WHAT YOU ENJOY USING DANXA APP.

Reach the world and discover other great dancers and community.



Our Vision

Promote dancing & bring together the great dancers around the world in our platform.



Our Mission

We believe dancing is more than a hobby. We are bringing to you a way to earn while doing what you love.



Our Passion

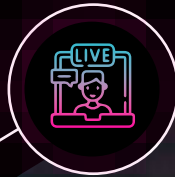
We are passionate on our mission & Vision. Creating Solutions that help dancers Thrive for fun and Financially.

ENJOY THE LIMITLESS ENTERTAINMENT POSSIBILITIES WITH DANXA APP.

Danxa app gives you unlimited possibilities to help you engage with your audience and Danxa community.

Go Live

With Our live streaming give your audience real time unedited content.



Danxaverse VR

Help you stay connected with your mind & release all the stress of the day.



Discover Talents

Danxa app give you the opportunities to Discover & meet talented dancers .



VR Headset

You will need to have VR headset to be able to go into Danxaverse.



OUR FEATURES & PLANS



Dance to Earn

Main application features and main mission of Danxa
Enable dancers to create content around dancing and get rewarded we Danxa token and also get gifts and rewards from their fans and followers.



Danxa world Dance Competitions

This meant be a yearly event or 2 years event, this has not been decided yet as our team we deliberate on what is the best for our mission.



Danxaverse

Danxaverse is a system our team are working on that helps you to foster your well-being on the physical, mental, emotional, and spiritual levels, think of it like a yoga in Metaverse. Our Goal with Danxaverse is to create a Metaverse where people can come in and connect with there mind to help them release stress of the day or reflect about their life.



Danxa Store

Danxa store is our official store where you can buy our various products and merchandise. Danxa will have official merch store available for our fans to purchase and help us to promote Danxa to outside world.

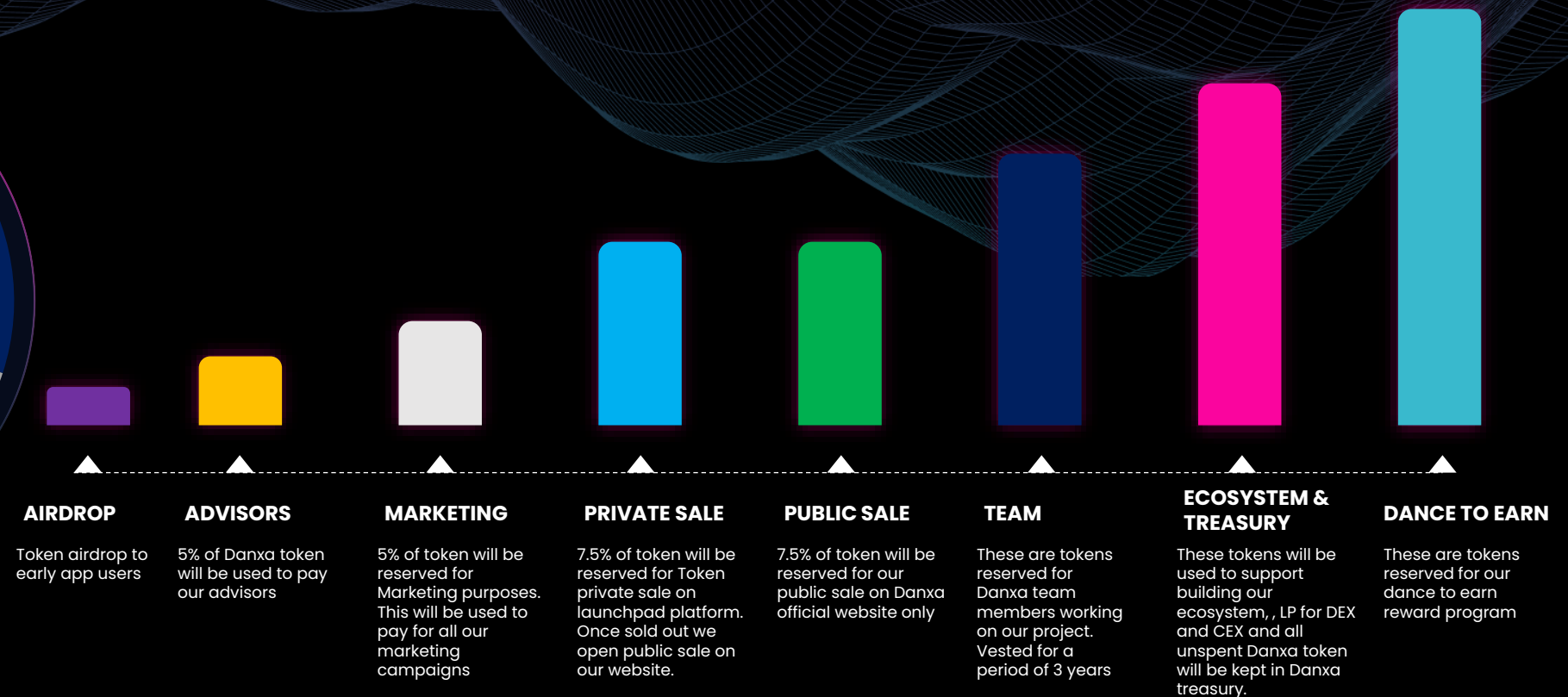
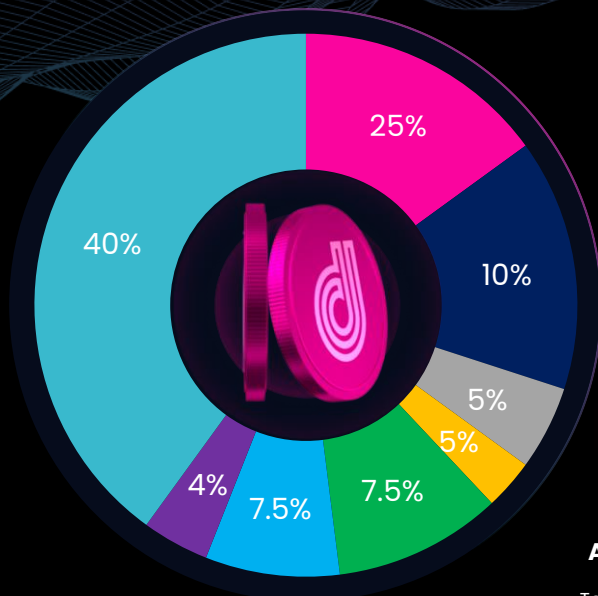


\$DANXA TOKEN

Our ecosystem will create utility token that will be a key tools for product interaction in our Application

\$Danxa token will have a fixed supply of 5 billion tokens. The token are used in all Danxa ecosystem products & services.

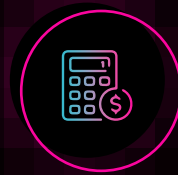
Private & Public Sale **15%** Team **10%** (vested for 3 years) Marketing **5%** Advisors **5%** Dance to earn **40%** Ecosystem/Treasury **25%**



\$DANXA EARNING



Upon application release, part of Danxa token which are reserved for Dance to Earn will linearly be made available for distribution as a reward for creator and our app users based on there activities.



The method of earning calculations and distribution have not been agreed yet, this will be communicated in due time.



This earnings are only to help encourage people to dance more using our applications.



Earnings will depend on how Danxa ecosystem is growing.

BUSINESS MODEL



Danxa ads revenue and Sponsorship

As our platform grows, we are going to migrate to serving ads to our users and accept sponsorship for our competitions



Danxa Token

As our value and platform grows, so will the value of our token grow as some part of the actions you will be taking on the platform will require you to have some token



Pay Per View

Another part of our project which we haven't discussed yet is Danxaverse, which is the Danxa metaverse platform where you pay to view our metaverse. (Please read about Danxaverse on our Gitbook/whitepaper)



Liquidity Providing Fees



Danxa Merch store

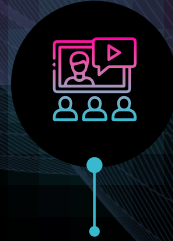
This is where we sell our various branded products like clothings

GO-TO-MARKET PLAN

Our marketing strategy is going to be both online and offline.



In order to reach our targeted audience we start by hosting various dance competitions in at least 5 countries including US, UK, South Africa and Nigeria as this will help us to create awareness and present our platform to our targeted audience.



Online dance campaigns & collaboration with music artists, targeting popular trending music/artists in the world..



Online paid advertisements on top 5 social networks including Facebook, Instagram, TikTok, Snapchat and YouTube. We believe a big promotion on this platform will help us to grow tremendously and with the help of our community we believe our mission will be achieved.

MARKET SIZE



There is a huge market size for our targeted niche and lot of interest in dancing



Statistic from statista.com show that in 2022 the number of participant in dancing in united state is estimated to be over 25 million people and previous year was estimated to be over 24 Million



This shows there is a lot of interest in this niche, but no one has thought about building a platform for dancers to thrive and explore.



We believe with our platform in conjunction with our mission and goals, these numbers from statista.com will grow by at least 20% every year, not just in the United States but all over the world.

COMPETITIVE ANALYSIS



We are happy to let our investors know that we have no competition in this field and niche. But Tiktok, Instagram, Bigo are our close competitions who offer the same social media app.



We believe that our success is going to depend on how hard we work together with Danxa community to promote dancing.



Lot of people already love to dance or like to be entertained through dancing. All we have to do is build the platform for them and promote it to the targeted audience.



COMPETITIVE EDGE

We understand that we may face a little bit of challenges from bigger social networks like Tiktoks, instagram, Facebook and Bigo but we have an edge over this big giant. These are some of the edges we have.



Dance to Earn
mechanism



Danxa world Cup
competition



One platform for
everything dancing



Use of Blockchain
technology

OUR FOUNDER

Roykyle

DanxaLab Chief Architect & Founder

A freelance Graphics, Web Design and motion graphics animation artist for 10 years before moving into blockchain technology since 2017.



FINANCIAL PROJECTIONS AND KEY METRICS

Numbers are in Million

	 ATM Market	 Sponsorship And Advertising Market	 Danxaverse Pay Per View	 Brand Merchandise
Year 1	\$10	\$20	\$1	\$1
Year 2	\$50	\$40	\$2	\$2
Year 3	\$30	\$100	\$3	\$3
Year 4	\$30	\$250	\$4	\$4
Year 5	\$50	\$300	\$5	\$5

DANXA ROADMAP

Q1 - Q2 2024

- ✓ Danxa Website Launch
- ✓ Danxa token presale
- ✓ Danxa App beta launch
- ✓ Danxa theme song release
- ✓ Promotions and Marketing
- ✓ Deploy Danxa token

Q2 - Q3 2024

- ✓ Website upgrade
- ✓ Danxa AMA with community
- ✓ Danxa Main app release
- ✓ Danxa first dancing competition on Danxa App
- ✓ Danxa token listing on CEX

Q3 - Q4 2024

- ✓ Danxa offline promotion
- ✓ Danxa Referral competition
- ✓ Danxa first offline Dancing competition
- ✓ Danxa Metaverse Demo (Danxaverse)
- ✓ Danxaverse PPV subscription release

Q4- Q1 2024/2025

- ✓ Danxa Metaverse Release (Danxaverse)
- ✓ Marketing of Danxaverse and Danxa ecosystem
- ✓ Danxa App upgrade
- ✓ Danxa VR Headset launch on Danxa store
- ✓ Community feedback campaign

CONTACT US

Danxa is the first and only social mobile application for dancers. Discover, explore and follow your favorite dancing creators while you get rewarded in Danxa token for your interactions and activities on the app.



Enquiry

enquiry@danxa.io



General

hello@danxa.io



Partnership

Partner@danxa.io



Feedback

feedback@danxa.io