What is AuctionX?

AuctionX is a blockchain-powered auction infrastructure layer that enables businesses to launch gamified, on-chain auctions effortlessly.

Through smart contracts, modular APIs, and tokenized incentives, AuctionX powers next-gen auctions across gaming, collectibles, and real-world assets.

auctionX

Highlights

☑️ **INFRA LAYER for auctions in web3.0**

☑️ **Launch a auction house UNDER 60 SECS**

☑️ **BIDDER LIQUIDITY**

☑️ **EMBED auctions anywhere**

☑️ **Low Fees – Ethereum Layer 2 (BASE) minimizes gas costs**

☑️ **Offers multiple GAMIFIED auctions**

☑️ **Multi-asset support : Supports RWA's, NFT's & Digital assets**

☑️ **TRUSTLESS Transactions – No middlemen, powered by smart contracts**

☑️ **Immutable Records – Every bid & transaction is stored on-chain**

Auction Anything.
Trust No One.
Let the Blockchain Decide.

The Need

Key Problems Today

→ Traditional auction platforms lack transparency & have centralized control

→ Insufficient privacy and security for bidders.

→ Rigged, Fake bidding & misrepresented goods

→ High fees and latency.

→ Most auctions are only able to cater to their local geography

→ Zero creativity, No Fun, Boring auctions

AuctionX Approach

- Auctions governed by smart contracts
- Plugins to integrate auctions on any site
- AI Integration for optimizing auctions
- Fully transparent and tamper-proof auctions
- Programable auction templates
- Community Governance
- On-chain settlements & auditable records
- Global presence
- Gas less transactions (Zero fees)

AuctionX Features

1

UNIFIED AUCTION PROTOCOL (AUP)

- AuctionX establishes a standardized protocol for conducting decentralized auctions
- Ensures compatibility and interoperability across different auction platforms
- Facilitates seamless asset and value transfer within the auction ecosystem

2

PROGRAMMABLE AUCTION TEMPLATES

- AuctionX enables the creation of specialized auction platforms for various industries and use cases
- Empowers developers to create unique and innovative auction mechanisms

3

INCREASED SECURITY

- Cryptographic encryption and decentralized consensus mechanisms makes AuctionX more resistant to hacking, fraud, and other malicious activities.

4

TRUST AND TRANSPARENCY

- AuctionX leverages blockchain technology to provide transparent and tamper-proof records of all transactions and bids.

The AuctionX Ecosystem

Protocols

auXm
Launch your own white-labelled, auction house. No coding required.

emX
Integrate auctions on your e-commerce stores or any website.

Assets

digital
Supports digital assets like NFTs, Code, Tokens for auctioning

rwa
Auction real world assets - both new and pre-owned. Also launch new products.

THE AUCTIONX GOVERNANCE
- DAOX
- Proposals
- Rewards

Target Market

E-Commerce and Online Marketplaces

Digital Assets (NFT)

Launch auction houses

Art & Collectibles

Product Launches

ICO - Token Sale

auXm

emX

Launch your auction platform within hours. No coding required

auXm gives you 8 ready to unleash auction mechanisms – all gamified for maximum fun and engagement. Create your own auction house in no time. Robust, configurable and white-labelled auction engine powered by AuctionX

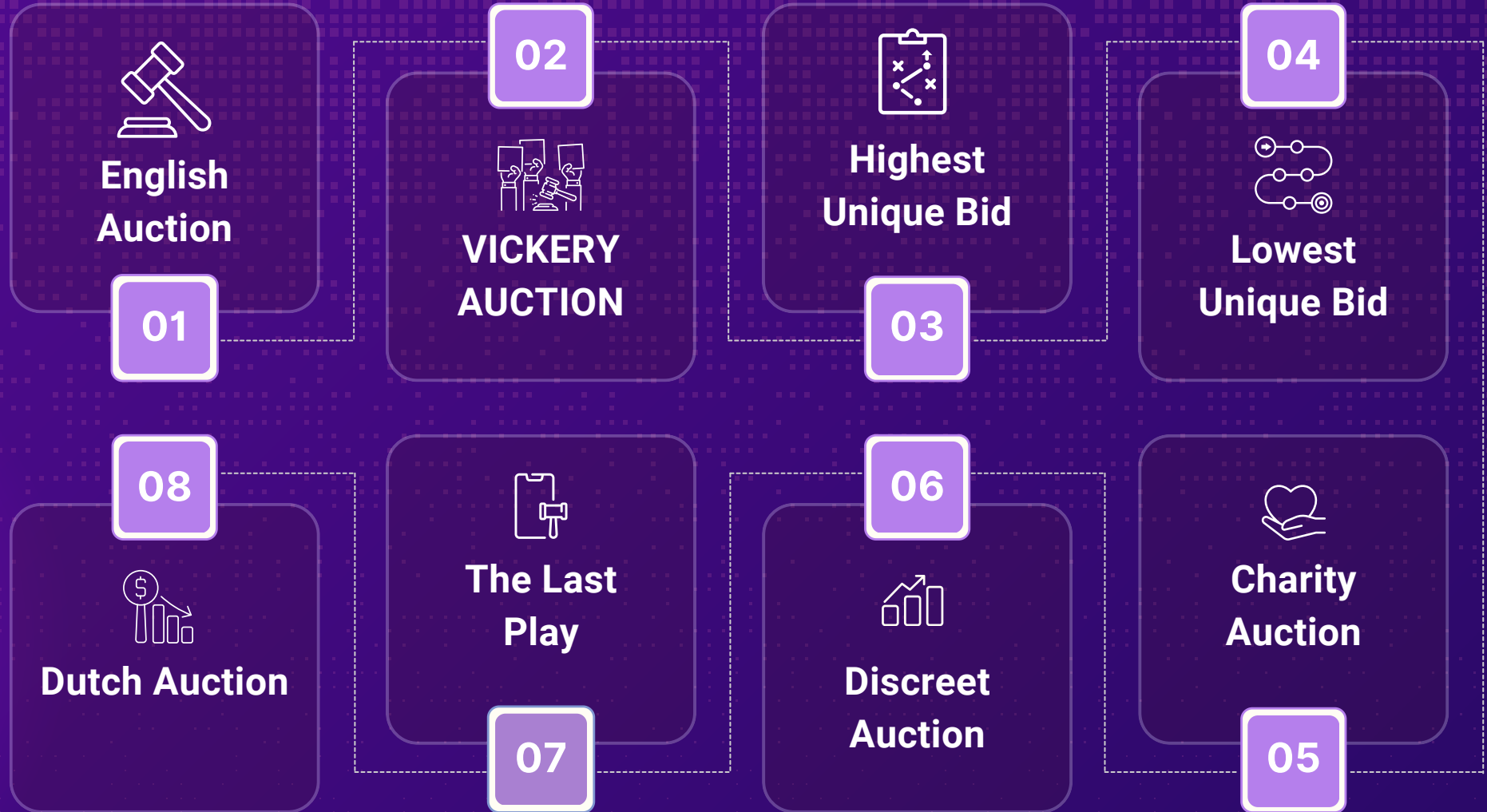BiG Deal is the first auction house to be powered by AuctionX

SDK to embed auctions on your website/e-commerce store

Empowering Developers to Create Innovative Auction dApps.

emX: the SDK is a robust software development kit that allows developers to create innovative, decentralized dApps by integrating them into their applications seamlessly. This open-source SDK serves as the conduit for developers to leverage blockchain technology to -

- Embed auction mechanism on your e-commerce store
- Sell more via unique gamified auction mechanism
- Launch new products via auctions
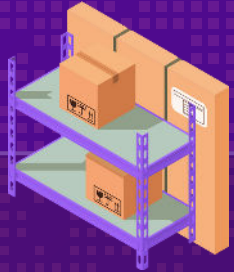- A new way to sell from your own e-commerce app

The *"Gamified"* Auctions

01 English Auction

02 VICKERY AUCTION

03 Highest Unique Bid

04 Lowest Unique Bid

05 Charity Auction

06 Discreet Auction

07 The Last Play

08 Dutch Auction

Each auction is designed to maximize revenue for the auction house

Business Scenarios

Dead Stock for Goods
Turn unsold inventory into profits by auctioning products that otherwise sit idle.

Memberships
Boost exclusivity and engagement by auctioning premium memberships and access to exclusive perks.

Product Launch
Create buzz & set a product apart by launching with strategic auctions that drive competitive engagement.

Real Estate
Maximize property value through competitive bidding, letting buyers drive the price up in dynamic auctions.

Collectibles
Auction rare and unique items, turning ordinary sales into exciting, high-stakes bidding events.

Unsold Inventory
Monetize empty seats and rooms by discreetly auctioning unsold services to eager bidders.

Experiences
Offer unforgettable moments by auctioning exclusive experiences that can't be bought—only won.

Advertising Spaces
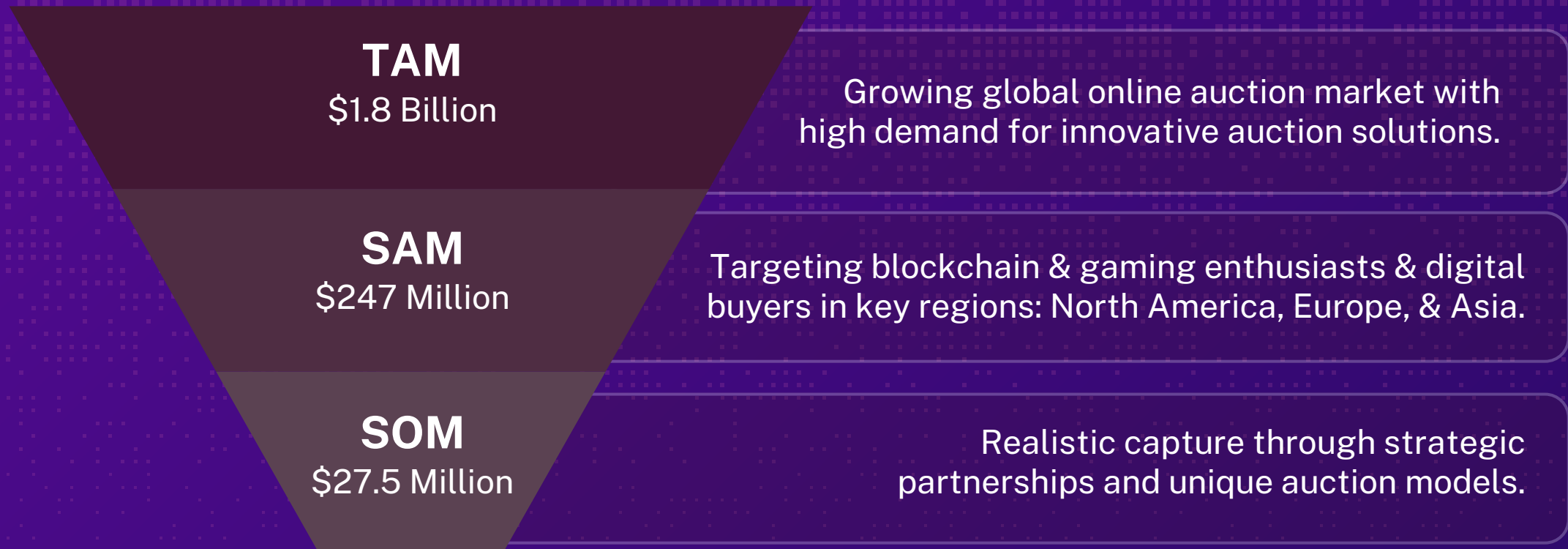Let advertisers compete for prime spots through auctions, maximizing revenue and visibility.

Bidding on the Go!!

Bid Anywhere, Anytime. Seamless Auctions on Every Platform

AuctionX supports multiple platforms to make bidding extremely handy.

Market Size

TAM
$1.8 Billion

Growing global online auction market with high demand for innovative auction solutions.

SAM
$247 Million

Targeting blockchain & gaming enthusiasts & digital buyers in key regions: North America, Europe, & Asia.

SOM
$27.5 Million

Realistic capture through strategic partnerships and unique auction models.

AuctionX : GoTo Market Strategy

AuctionX plans to be a infra layer for businesses making it a B2B platform. The focus will be on partnering with businesses, DAOs, brands, and communities that will run auctions for their own audiences. Instead of acquiring individual bidders directly, we empower businesses to launch their own auctions, creating a network effect where our partners drive user acquisition.

📅 **Phase 1: Pre-Launch (Months 1-3) – Build B2B Partnerships**
✅ **Secure 5-10 high-value auction partners before launch**
✅ **Announce beta program for early auction operators**
✅ **Twitter, LinkedIn, Discord outreach to potential B2B users**
✅ **First DAO partnership to auction NFTs or on-chain assets**

📅 **Phase 2: Public Launch (Months 4-6) – Expand Auction Operators**
✅ **Release "AuctionX Partner Portal" for easy auction setup**
✅ **Onboard 50+ Web3 businesses & DAOs as auction operators**
✅ **Launch first luxury brand or RWA auction**
✅ **Paid media + influencer marketing push**

📅 **Phase 3: Growth & Scaling (Months 6-12) – Global Expansion**
✅ **Scale to multi-chain auctions (Ethereum, Solana, Avalanche, Polygon)**
✅ **Introduce AuctionX DAO for governance**
✅ **Expand into sports & entertainment auctions (e.g., music NFTs, sports collectibles)**

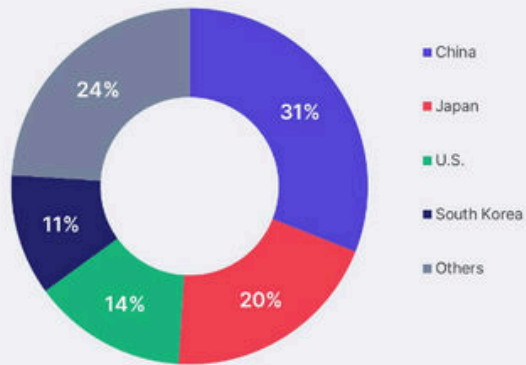**Community First Approach**   **Power in Partnerships**   **Penetrate Gamer Community**   **Growth with Engagement**

Focus Market (size and growth)

Asia, the World's Largest Gaming Market

Top 100 Gaming Companies by Country

- China 31%
- Others 24%
- Japan 20%
- U.S. 14%
- South Korea 11%

Major Gaming Companies' Blockchain Projects

Country	Company	Market Cap*	Blockchain Project
South Korea	Nexon	$20.9B	MapleStory N
	Netmarble	$4.0B	Marblex, ITAM Games
	Kakao Games	$3.6B	BORA
	Neowiz	$0.71B	NEOPIN, Intella X
	Com2uS	$0.65B	XPLA
	Wemade	$0.5B	WEMIX Play
Japan	Bandai Namco	$14.7B	Launched blockchain fund
	Square Enix	$5.7B	Symbiogenesis
	CyberAgent	$4.8B	CA GameFi
	Sega	$3.5B	Three Kingdoms IP (TBD)
U.S.	GameStop	$6.9B	GameStop NFT
	Playstudios	$0.6B	Established blockchain subsidiary

Note: *Market Cap as of Jan 30, 2023
Source: Xangle, CompaniesMarketCap, Company Website

CoinMarketCap   Xangle

**Growth Phase 1 :
Focus on ASIA as a market**

We believe it would be easy to lure in gamers as the first set of bidders.

- The combination of Asia's strong market growth and the Casual/MMORPG-centric gaming market provides great potential for blockchain games. Of the top 5 most active gaming countries, all except number 1 are based in Asia.

- In the first quarter of 2024, Asia represented 32% of the audience engaging with gaming decentralized applications (apps), highlighting the region's substantial participation in blockchain gaming.

AuctionX Revenue Streams

Growth Vectors

Auction Gas Fees(royalty)

Auction House subscription

E-Commerce and Online Marketplaces

Digital Assets (NFT)

Auction Houses

Art & Collectibles

Product Launches

Token Sale

Services

Experiences

Current Metrics

7000+
Telegram subscribers

26k+
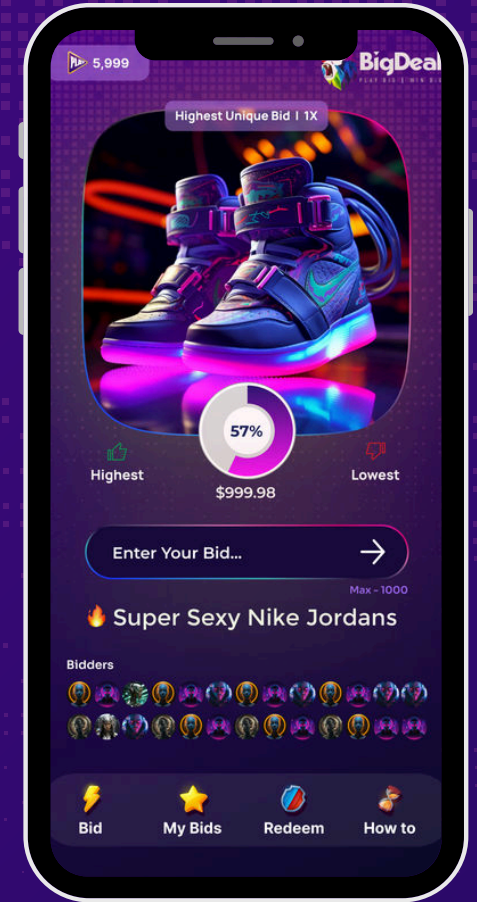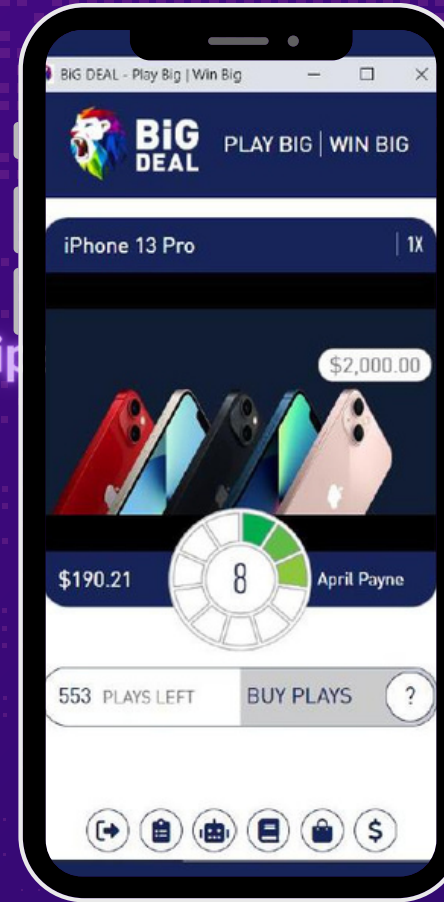Twitter (X) Followers

02
Auction house partnership

12
Auctions conducted till date

180
Bidders registered

Other Auction Platforms

Closest competitors

DealDash®

Supports only one auction type | Operates only in the US. | Centralized auctions, no transparency

FOUNDED 2009

$23.7 MILLION ANNUAL REVENUE

20 MILLION SHOPPERS

Bounce

No bidder liquidity | Doesn't support white-labeled auctions

FOUNDED 2020

80+M USD MARKET CAP

FUNDED

Other Players

OpenSea

Rarible

Few other insignificant portal exists but nobody in the RWA space

AuctionX Roadmap

Where we are

- AuctionX website launched
- AuctionX whitepaper launched
- Tokenomics defined and published
- AuctionX social media channels on X and TG created
- Demo version of The Last PLAY Auction mechanism launched
- DEMO version of Highest Unique Bid, Auction mechanism launched beta with basic auction functionality
- Smart contracts done in BASE chain
- AuXm protocol launched - to launch branded auction house within 60 secs
- Conducted 10+ real audience auctions

Tech Roadmap

- Build Auction Embedd mechanism
- UI for 5 more auctions
- TeleGram launch of auctions
- Launch a mobile app for iOS and Android
- Dispute resolution mechanism with decentralized arbitration
- Add gamification elements like badges and rewards
- Take in-game currency PLAY onchain
- Build governance and staking module
- Customizable UI auction templates
- Developer portal with API tools
- Support for multiple languages
- Reputation system for bidders and auction houses

Business Growth Roadmap

- Focus will be completely on building auction partnerships to launch as many auction houses as possible
- Host online and offline events to promote and engage
- Narrow down on 1-2 business sectors for partnerships for auction house launch
- We will be focusing on Demo/Used Cars & Real estate to start with
- Narrow down on geography to focus on
- We will start with ASIA to build auction partnerships and launch auctions
- Partnership with Influencers where they can run auctions in their name for their followers
- Partnership with not-in-vogue-anymore Web3 projects with good subscriber base to announce auctions for their susbscribers to bring in engagement and excitement to their audience
- Tie-up with some colleges where AuctionX can be taken as a case study by the management faculty students and get them to participate in auctions and get feedback from this genZ and genAlpha audience
- Launch AuctionX's own Auction House : BigDeal
- Build a AuctionX community of 200k+ audience (X + TG + FB etc)
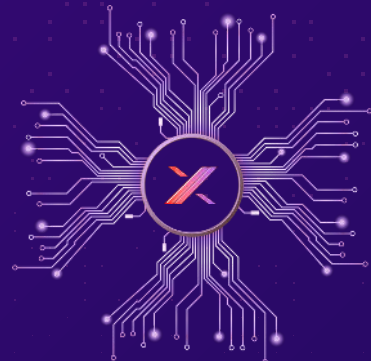
The $AUX Token

TOKEN NAME
AuctionX

TOKEN SYMBOL
$AuX

BLOCKCHAIN
Base

BASE

AuctionX will support multiple chains

ETHEREUM   BINANCE   TRON   POLYGON   SOLANA

Marketing 15%
Advisors 5%
Airdrop's 10%
Seed 10%
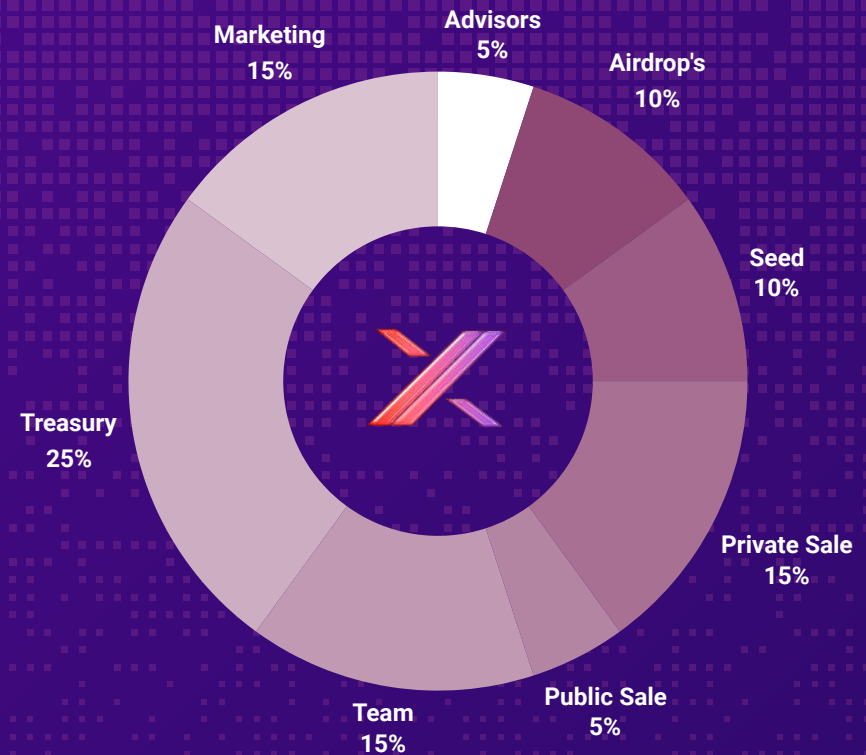Private Sale 15%
Public Sale 5%
Team 15%
Treasury 25%

- Blockchain: BASE (https://www.base.org/)
- Tokens: 10 Billion
- Token Name: AUX Token
- Token Symbol: $AUX

$AUX Tokens would be listed on liquidity pools (and then centralized exchanges) after the end of public sale.

The AuX Core Team

HB, GROWTH HACKER

- VP Business Development
- Managing Industry tie-ups for AuctionX
- 12+ years of Industry experience

SS, COMMUNITY GROWTH ADVISOR

- Promotion strategist @ Google
- Helping AuctionX with community growth

KV, COFOUNDER/CEO

- Alumnus of Wharton & Harvard Business Schools
- Cloud Expert, 15+ years of experience

DEAN, COMPLIANCE ADVISOR

- Founding partner at Indo-Swiss Blockchain Alliance
- Chair, UN (United Nations) Business Advisory Council (EBAC)
- Compliance advisor to AuctionX

PJ, COFOUNDER/CTO

- Heading AuctionX Development
- Certified blockchain expert
- ICO/IDO consultant
- 15+ years of Industry experience

auctionX

THANK YOU!

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