BLOCKCHAIN-BASED 
SHIPPER/CARRIER 
DIRECT OPTIMIZATION 
PLATFORM 

WHITEPAPER 

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I. Forward Looking Statements

This White Paper (this “white paper”) contains forward-looking statements within the meaning of the U.S. federal securities laws, which involve substantial risks and uncertainties. The forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements, many of which are beyond the control of Axis Token International, Ltd. (“Axis Token International,” “ATI,” or the “Company”) and LaneAxis, Inc. (“LaneAxis” and collectively with ATI, “we,” “us,” “our”). These risks and uncertainties include, but are not limited to, the factors described in the section below captioned “Risk Factors,”

In some cases, you can identify forward-looking statements by terms such as “anticipates,” “believes,” “could,” “estimates,” “expects,” “intends,” “may,” “plans,” “potential,” “predicts,” “projects,” “should,” “will,” “would” and similar expressions intended to identify forward-looking statements. These statements include, but are not limited to statements regarding: (i) the timing of and ability to consummate the proposed token sale by ATI; (ii) whether the proposed sale of AXIS Tokens (the “Axis Tokens” or “Tokens”) by ATI might otherwise not occur, whether as a result of the current token sale regulatory limitations or otherwise; (iii) whether regulatory approval may be required for the proposed sale of Axis Tokens, and if required is not obtained or is obtained subject to conditions that are not anticipated; (iv) the ability of LaneAxis’ management to successfully implement its business plan; (v) LaneAxis’ belief that its management team’s relationships with key industry partners and stakeholders provide the company a competitive advantage; or (vi) the understanding of general market factors and federal and state regulations and legislation.

Forward-looking statements reflect ATI’s and LaneAxis’ current views with respect to future events and are based on assumptions and are subject to risks and uncertainties. Given these uncertainties, you should not place undue reliance on these forward-looking statements.

Also, forward-looking statements represent ATI’s and LaneAxis’ estimates and assumptions only as of the date of this white paper. You should read this white paper completely and with the understanding that our actual future results may be materially different from what we expect. We qualify all of the forward-looking statements by these cautionary statements.
Except as required by law, we assume no obligation to update any forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in any forward-looking statements, even if new information becomes available in the future.

II. Securities Laws and Token Purchase Disclaimer

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The sole purpose of this White Paper is to present LaneAxis, ATI and AXIS tokens to potential token holders in connection with the proposed token sale. The information is provided for informational purposes only. It may not be exhaustive, it is not binding on LaneAxis, and does not imply any elements of a contractual relationship or obligations. Despite the fact that we make every effort to ensure the accuracy, up to date and relevance of any material in this White Paper, this document and materials contained herein is not professional advice and in no way constitutes the provision of professional advice of any kind. Further, we reserve the right to modify or update this White Paper and information contained herein, at any moment and without notice to you or any purchasers of the Axis Tokens. To the maximum extent permitted by any applicable laws, regulations and rules, we do not guarantee and do not accept legal responsibility of any nature, for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising from or related to the accuracy, reliability, relevance or completeness of any material contained in this White Paper. Further, we do not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity, person, or authority, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this White Paper. You should contact relevant independent professional advisors before relying or making any commitments or transactions based on the material published in this White Paper.

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Securities Laws and Token Purchase Disclaimer Cont’d

AXIS Tokens do not represent or confer any ownership right, stake, share, stock, security or equivalent rights, or any right to receive current or future revenue share, profits, intellectual property rights, investment rights or any other form of ownership of, participation in or relating to, AXIS Token International, LaneAxis or their respective corporate affiliates, including the governance of Axis Token International and LaneAxis. AXIS Tokens are not intended to be a digital currency, stock, share, a “security” as defined in the Securities Act of 1933, as amended, investment commodity, expectation of profit or any other kind of financial instrument. No promises of future performance, value or ability to trade are or will be made with respect to the AXIS Tokens, including no promise of inherent value, no promise of efforts by the management of Axis Token International or LaneAxis for the benefit of the holders of the AXIS Tokens, no promise that AXIS Tokens will ever trade on an exchange and no guarantee that the AXIS Tokens will ever hold any particular value, if at all.

In recognition of the fact that the government of the United States of America has provided limited guidance and has not passed any laws with respect to the sale of digital tokens, no citizen or a resident (tax or otherwise) of the United States of America, Puerto Rico, the U.S. Virgin Islands, or any other possessions of the United States of America, or a person of these countries or territories, should purchase or will be able to purchase the Axis Tokens (unless otherwise agreed to by us).

In addition, foreign investors should be aware of laws prohibiting its residents from participating in initial coin offerings or token generation events (TGEs) or token sales, particularly in Canada, China and Singapore, among others. A citizen or resident (tax or otherwise) of any country or territory where transactions with digital tokens and/or digital currencies are prohibited or in any other manner restricted by applicable law, should not purchase and will not be able to purchase the Axis Tokens (unless otherwise agreed to by us).

AXIS tokens cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes. AXIS tokens confer no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. While the community's opinion and feedback can be taken into account, AXIS tokens do not give any right to participate in decision-making or any direction of business related to the LaneAxis service.

Section "Risk Factors" below, does not include all risks that ATI and LaneAxis can face. While our team did our best to identify main risks, you are advised to do your own risk assessment, before making a decision on purchasing of AXIS tokens.

The English language version of this White Paper is the primary official source of information about the AXIS tokens. Any information contained herein may from time to time be translated into other languages or used in the course of written or oral communications with customers, contractors, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted or misrepresented. In the event of any conflicts or inconsistencies between such translations and communications and this English language version of the White Paper, the provision of this English language of White Paper as original document shall prevail. By accessing or continuing to read this White Paper or using the token sale website, you confirm that you have read, understood, accepted, and agreed with the terms set forth above in this section "Securities Laws and Token Purchase Disclaimer" and the rest of the terms set forth in this White Paper.
III. Founder’s Letter

LaneAxis is out to change the world. Yes, that’s a big statement, but it’s not hyperbole. Research suggests the global logistics market will reach $15 trillion by 2023 – yet this behemoth industry remains fraught with massive and costly inefficiencies.

The time has come for a fundamental shift in the way organizations approach logistics management. The LaneAxis Blockchain platform will emerge as a powerful and game-changing solution.

LaneAxis Virtual Freight Management, the foundational software of the LaneAxis system, was born over a decade ago, predicated on the belief that the transportation and logistics industries had lagged far behind the technological curve. This resulted in fragmented, outdated and expensive methods for organizing and managing freight movements from point A to B.

After years of research and development, the LaneAxis team unveiled a comprehensive Software as a Service (SaaS) based mobile platform giving Shippers, Carriers and other vested parties real-time visibility and proactive control over every shipment. All transactional documents are immediately verified by the blockchain and viewable via the cloud, providing complete transparency and accelerated completion of every shipment. In March, 2017, this proprietary software solution was granted United State Patent no: 9,928,475 for a “Shipper and Carrier Interaction Optimization Platform.”

We own the process.

Now we are applying our patented expertise to the blockchain. Our focus is to build a Shipper-to-Carrier direct network powered by smart contracts employed on the blockchain’s immutable ledger. This will drive massive, cost-saving efficiencies into the industry, along with complete transparency and integrity of data. Shippers and Carriers will no longer have to employ costly third-party vendors such as freight brokers, third party logistics groups (3PLs), and freight forwarders, many of whom charge up to a 30% fee, to handle transactions.

The future of freight transportation is NOW - and with your support, the LaneAxis Blockchain platform will lead the way.

-Rick Burnett, CEO of LaneAxis
IV. Mission

With numerous key patents approved and pending, the LaneAxis software platform is in perfect position to serve as the connective tissue for the application of blockchain technology to the trucking and transportation industry.

**Crucial to our mission was the approval in March, 2018, of United States Patent no: 9,928,475, for a Shipper and Carrier Interaction Optimization Platform, which you can read here:**

[https://laneaxis.io/pat9928475.pdf](https://laneaxis.io/pat9928475.pdf)

This patent alone, along with dozens more pending, gives us a significant and noteworthy competitive edge.

Our primary mission is to directly connect shippers with carriers - bypassing expensive third party brokers - and in the process driving the global logistics supply chain into the blockchain era. Currently, two million truckload shipments operate daily in America, with most still relying on archaic technologies, such as fax machines, phone calls, and paper processes to initiate, manage and track shipments. LaneAxis fixes this by implementing the latest technological solution that promises to cut costs and increase efficiency across all supply chain channels.

The LaneAxis Blockchain will embed distributed ledgers, smart contracts and other blockchain technologies in every digital asset and transaction to combine and scale exponential technologies — with revolutionary results for logistics control and automation. The adoption of blockchain technology enables shippers to conduct, manage, and track transactions in the shipping supply chain as well as digitize processes, cut fraud, bolster inventory management, and save time and money across all channels.

LaneAxis’ platform will create digital utility tokens and build its own blockchain platform for conducting transactions within the LaneAxis ecosystem. This will enable transparency, efficiency, and accuracy of data exchanged on the platform, which is critical for the operations of the national supply chain. The adoption of the blockchain model to create real-time digital ledgers of shipping data for carriers and shippers is the next logical step in applying a digital standard that facilitates industry-wide collaboration. Our goal is to be the first industry-wide platform built on blockchain technology to accelerate and facilitate a new generation of transparency and security in the trucking and logistics sectors.
The core LaneAxis platform is complete and in the market. In 2014, LaneAxis began filing numerous patents around the core data structure of a transportation system known as a “Shipper/Carrier Direct Optimization Platform”. In July 2015, beta testing of the system began, and by the first quarter of 2016 live loads where run through the system. Today LaneAxis has successfully run thousands of loads through its proprietary platform.

V. Industry Key Definitions

**Shipper** – A person or company that sends or transports goods by sea, land, or air.

**Carrier** – A person or company that undertakes the professional conveyance of goods.

**Driver** – A person employed or contracted by the carrier to drive the shipment from its origin to its final destination. A driver must carry a commercial drivers license (CDL) issued by the DOT.

**Freight Brokers** – An intermediary between a shipper and a carrier who organizes and facilitates the movement of the shipper’s freight.

**Third Party Logistics Companies (3PLs)** – Also an intermediary between shippers and carriers, 3PLs generally offer more extensive services than freight brokers, including technology, freight accounting, services around claims, contract warehousing, distribution management, and freight consolidation, among others.

**Lanes** – A specific route that shippers and carriers utilize to transfer goods from the origin location to the final destination. Many companies utilize lanes that they run on a regular basis called “dedicated lanes.”

**Freight Types** – Freight types in trucking essentially fall under two categories, Truckload (TL), and Less than Truckload (LTL). Truckload refers to shipments that require a dedicated truck to move a single shipment for a single company. Less than Truckload (LTL), refers to shipments that do not occupy an
entire trailer, and generally share space with other LTL shipments. LTL shipments are generally more cost effective since carrier costs are spread across multiple shippers.

**Trailer Types** – In trucking, there are 3 basic trailer types: dry van (for movement of dry, general packaged goods, refrigerated trailers (also known as “reefers”), and flatbed trailers for movement of oversized shipments.

**Geofence** – A virtual geographic boundary, defined by GPS or RFID technology, that notifies vested parties when a truck enters or leaves a particular area, such as a delivery location.

**BOL: Bill of Lading** – A document between a shipper and carrier describing the nature of the cargo, amount of cargo by weight, size and/or number of pieces, and the origin and destination of cargo.

**POP: Proof of Pickup** – Generally a signed bill of lading in which the shipper and driver confirm the contents and accuracy of the shipment before the driver departs.

**POD: Proof of Delivery** – Signed documents that show a shipment was received at the delivery location.

**EOBR (Electronic on-board Recorder)** – An Electronic on-board Recorder is a digital device attached to a commercial truck to record the amount of time the vehicle is being driven.

**ELD (Electronic Logging Devices)** – More sophisticated than EOBRs, ELDs synchronize with a truck’s engine to capture a wide variety of data including engine power status, vehicle motion status, total miles and hours driven, vehicle speed and location, and much more.

**HOS (Hours of Service)** – In trucking, Hours of Service are a set of regulations that put limits on when and how long drivers may drive.

**EDI (Electronic Data Interchange)** – EDI is the electronic exchange of business documents between shipping partners in a standardized format. Developed in the 1960s, all data is communicated between the carrier, shipper, and the consignee in electronic EDI documents known as ANSI X12 “Transaction Sets”.
Freight Factoring - Freight factoring allows trucking companies to get paid immediately instead of days or weeks later. Freight factoring companies charge a percentage of the load transaction for their services.

TMS (Transportation Management System) – A transportation management system is software that facilitates interactions between a shipper’s order management system, a carrier company, a shipper’s warehouse management system, and/or a shipper’s distribution center.

Detention – The amount of time a driver is delayed at a delivery location for reasons beyond their control, such as the unavailability of a loading dock. Trucking companies can assess detention time fees when a receiver holds a truck or trailer beyond the free time the carrier allows for loading or unloading.

VI. LaneAxis’ Market & Industry

HISTORY

Transportation in the U.S. is a $800 billion a year industry. It is the backbone of the American economy. Yet for decades this crucial sector has operated via a disjointed patchwork of operational processes. Presently, much of the matchmaking between shippers and carriers is carried out by third parties, such as brokers. The involvement of brokers, as well as the use of older means of communication and tracking, can lead to increased costs or loss of potential income. The increased costs result in increased overhead payments to third parties, and loss of potential income can stem from increased time to find a carrier for each shipment, carriers moving equipment that is not fully utilized, and unexpected delays or exceptions that are not adequately communicated to the shipper. This is unquestionably a global issue. LaneAxis will focus on deploying the solution across the United States and hopes that its value and utility will help the solution quickly spread across the globe.
OPPORTUNITY

Improving business processes for the entire transportation industry is at the heart of the LaneAxis blockchain project. LaneAxis aims to cut out the middlemen – freight brokers and 3PLs – to create a shipper-carrier direct network. Consider that there are over 800,000 trucking companies in U.S., which adds up to roughly 5 million trucks on the road daily. Now consider that 97% of those trucking companies are small and independent, which means they have 20 trucks or less. That means if a shipper wanted to deal with just 10% of that small and independent marketplace, they would have to reach out to 50,000 companies. Even if they reached out to just 50, shippers would still have to monitor and manage contracts, insurance, lane availability, carrier and driver rates, renewal dates, payments, and much more, simultaneously. This is where LaneAxis comes in, to solve all these problems on one platform.

Blockchain Technology

The opportunity for blockchain technology to further enable improvements in the supply chain is considerable. Blockchain technology offers a unique opportunity for the freight and logistics industry to create a cross-industry platform that can be shared between operators, shippers, carriers, regulators, and end users, to mutual benefit. Blockchain-based solutions would include immediate payment of drivers upon delivery; transparent and verifiable maintenance records; immediate and self-executing payments for things like fuel and parts; more efficient and fair processes for disputes over freight quality and claims; and carrier history and safety records stored on the blockchain’s immutable ledger. Customers can track routes, see delays and estimate delivery time down to the minute.

Furthermore, the application of a common foundation across the industry will allow for the implementation of LaneAxis’ tailored app that will realize improvements in supply chains that have so far been beyond the individual companies’ ability to implement.

The LaneAxis blockchain solution solves this costly and complex problem. Documents such as insurance certificates are verified, securely stored, and monitored for renewal dates. Every shipment is built on self-executing smart contracts, with all business rules and requirements coded into the contract and securely nested into LaneAxis’ immutable ledger. So if the shipper changes its business rules or contract requirements, that information is automatically dispersed to the carrier network. Carriers would then be required to comply with the new rules or automatically be excluded from future contract opportunities until such conditions are met.
The key to blockchain’s value is that the system is trustless, which means each part of the transaction process is completely transparent and involves no intermediaries. The evolution of blockchain technology is expected to bridge the gap between analog and physical transactions, and fully digitized transactions. Imagine no more fax machines, radio dispatch or numerous unnecessary calls. Furthermore, companies that utilize the blockchain will increase market share by utilizing the blockchain’s full potential.

**MARKET SIZE & TRENDS**

To understand the true magnitude of our market opportunity, consider the transportation market size and developing trends. The industry is growing from all angles:

- According to the American Trucking Associations’ (ATA) U.S. Freight Transportation Forecast to 2027, overall annual freight tonnage is expected to grow by a total of 35% between 2016 and 2027, with the amount of freight moved by trucks expected to grow 27% during that period.¹

- The U.S. trucking industry produces nearly $800 billion annually in revenue, and is expected to cross the $1 trillion mark in the next 4-5 years.²

- In 2016, the global third-party logistics market reached $802 billion and is forecast to reach $15.5 trillion by 2023.³

- Research firm Frost & Sullivan estimates trucking-focused apps could become a $35.4 Billion Market by 2025.⁴

- 90% of the logistics industry is comprised of smaller independent companies that own 6 trucks or less.⁵

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VII. Blockchain Background

**BLOCKCHAIN**

A blockchain is a continuously growing list of records, called blocks, which are linked and secured using cryptography. A blockchain can serve as an open, distributed ledger that can record transactions between two or more parties efficiently and in a verifiable and permanent manner. Frequently, blockchains are managed by a peer-to-peer network which requires collusion of the network majority in order to change previous blocks. This enables decentralized consensus and makes blockchains inherently resistant to data modification without the need for trust of a central party. In turn, this makes blockchains suitable for recording of events, identify, transactions, provenance, property titles, supply chains and food traceability, among many others.

**CRYPTOCURRENCIES**

A cryptocurrency is a digital asset designed to work as a medium of exchange using cryptography to secure the transactions and to control the creation of additional units of the currency. While centrally managed digital currencies have existed for some time (e.g. electronic money and centralized banking systems), Bitcoin became the first decentralized cryptocurrency by using the blockchain as a distributed ledger. Since Bitcoin's emergence in 2009, numerous cryptocurrencies have been created. These are frequently called "altcoins", as a blend of “bitcoin alternative”. Bitcoin and its alternatives use decentralized control as opposed to centralized electronic money/centralized banking systems. The decentralized control is related to the use of bitcoin's blockchain transaction database in the role of a distributed ledger.
SMART CONTRACTS

A smart contract is a computer protocol that resides in a blockchain. Smart contracts can facilitate, verify or enforce the negotiation or performance of a contract between two or more parties by executing pre-programmed logic without requiring human intervention, and thus without requiring central trust. This enables smart contracts to provide security superior to traditional contract law and to reduce costs associated with enforcement and settlement associated with traditional contracting.

Smart contracts have been used primarily in association with cryptocurrencies. The most prominent smart contract implementation is the Ethereum blockchain platform.

VIII. The LaneAxis Blockchain Ecosystem

The LaneAxis blockchain is built to connect Shippers directly to Carriers, completely detached from unnecessary and costly third party intermediaries. Much in the same way that traditional travel agencies have essentially been replaced by online travel booking sites, the LaneAxis blockchain will render obsolete the need for third party freight brokers (intermediaries). Shippers, carriers and other relevant industry parties will access the LaneAxis blockchain ledger through the use of the Axis Token, which will serve as an API key granting access to LaneAxis platform.

The LaneAxis blockchain will optimize and secure numerous processes in the trucking and logistics industries:

SHIPPER/CARRIER SMART CONTRACTS

Self-executing smart contracts are the future of freight tendering. A shipper’s contract can be uploaded to the blockchain’s immutable ledger with self-executing actions taking place as soon as specific contract requirements are met and verified. Blockchain technology can create a “digitized roadmap” of routes, and smart contracts written into the blockchain can trigger the transfer of funds to a driver instantaneously once a delivery has been completed. It typically takes one to three weeks for most carriers to get paid.
With smart contracts, payment is made instantly once the proof of delivery is confirmed. As LaneAxis’ driver community grows, smart contracts will give carriers immediate access to freight. This will provide value to both the shipper in terms of cost reduction, and to the carrier in terms of increased revenue by reducing empty “deadhead” miles. Please see more below under “Carrier and Driver Community via Social App” for a detailed discussion of our plans to create the driver community to support our platform.

**FREIGHT TRACKING**

Historically, tracking freight in-transit was handled by check calls and the use of fax machines. Although GPS tracking has become the norm with larger trucking companies, the vast majority of the industry continues to rely on phone calls to track shipments. The development of the Electronic Data Interchange (“EDI”) system in the 1960s, which requires a dispatcher or broker to input information, was a step in the right direction, but still fraught with inefficiencies. The Department of Transportation recently enacted a law requiring commercial trucks to install Electronic Logging Devices (“ELDs”).

Today, the most effective means of tracking freight in real-time is through the use of GPS technology and connectivity with Internet of Things (IoT) functionality such as tracking sensors. These new technologies can store time-stamped data onto the ledger, confirming a driver’s location at all times, even prior to pickup. This tamper-proof process can eliminate detention time disputes, which can often cost carriers hundreds of dollars in detention fees. This approach can even be applied to drones, which are “taking off” as a new delivery method. Regardless of method, all freight tracking data will be stored and viewable on the blockchain.

**ASSET MAINTENANCE & OWNERSHIP HISTORY**

Having a trustless and accurate record of asset history is imperative to ensuring compliance with safety-standards and helps asset buyers know the complete history of an asset from the time it leaves the factory floor. Trucking companies would be able to maintain immutable records on each truck in their fleet, tied to every piece of maintenance given or damages incurred throughout the truck’s life.
TRANSPARENCY & CHAIN OF CUSTODY OF FREIGHT

New regulations and safety standards require everyone in the supply-chain to know what is happening with freight at all times, who touched it, where it has been and how it was maintained. As an example, about 420,000 people die each year globally from eating contaminated food, according to the World Health Organization. When using the blockchain’s digitized roadmap, distributors can trace a contaminated shipment back to its source in minutes instead of days or even weeks. Even if the shipment originated overseas, the LaneAxis ledger will contain incorruptible documentation of the product’s journey from raw material to final delivery.

LOAD MATCHING AND ROUTE OPTIMIZATION

Companies utilizing the LaneAxis’ blockchain-based solution can easily identify excess capacity across distribution networks and coordinate efficient load distribution and transportation. This could help companies adapt to a shortage of truck drivers or trucks, maximize fuel efficiency, and cut down on empty hauls (colloquially known as “deadhead” miles. A United States Department of Transportation study6 estimates over 20 billion miles per year are driven by empty trucks in the United States. The LaneAxis’ Blockchain-based solution can alert drivers to available loads in their area, or to available loads in regions they are headed to. Carriers, drivers, shippers and the environment all benefit.

DOCUMENT STORAGE AND INTEGRITY

The blockchain’s immutable ledger is the ideal platform to store all shipment and transactional documents. This includes load manifests, bill of lading, proof of pickup, proof of delivery, driver information, insurance documents, and more.

ESTABLISHING AND ENFORCING NEW SHIPMENT VERIFICATION STANDARDS

The trucking industry has long been plagued by incredibly inefficient and error-prone methods for verifying execution of each stage in the shipment lifecycle. To this day, phone calls, faxes and emails still play a key role in managing and monitoring the progress of many shipments. The EDI system, developed

6 https://rosap.ntl.bts.gov/view/dot/12244
in the early 1960s, largely remains the “latest“ technology still in use by much of the industry. EDI involves
the electronic exchange of documents between two systems. In trucking, EDI handles transactions such as
load tenders, shipment status and invoices.

Despite its widespread and decades-old adoption by the trucking industry, EDI has
many drawbacks. It can be expensive and complicated to set up; multiple EDI
standards can complicate transactions; EDI systems are vulnerable to viruses
and hacking; EDI still requires some user input, leaving data vulnerable to
mistakes and/or manipulation; EDI is not formulated to accept images.
The list goes on.

LaneAxis’ Blockchain-based solution will eliminate virtually
every obstacle listed above, and in doing so will establish
and enforce new industry-wide protocols for verifying
shipment transactions and milestones. By utilizing
self-executing smart contracts, GPS enabled real-time
tracking, geofence entry and exit verification, document
image transmission, and industry-wide data sets, LaneAxis’
immutable ledger will emerge as the most trusted data
repository in trucking. This information will also generate accurate
carrier performance data, eliminating the uncertainty of knowing
which trucking firms really are meeting your KPIs.

We hope that all of this incorruptible information, nested into the LaneAxis ledger,
will help us serve as the verification standard for the entire trucking industry.

**CARRIER ONBOARDING AND DRIVER PERFORMANCE RATINGS**

Carrier onboarding is a time-intensive process. It involves validating the carrier’s driver records to ensure
they maintain a strong safety rating, as well as verifying insurance coverage and confirming their ability
to meet service level requirements. Traditionally, shippers and freight brokers have employed entire
teams dedicated to validating carriers and managing information within a database. This redundancy and
waste of resources can be solved by the blockchain’s ability to validate driver information, store and share
records, and continuously update important metrics like driver and carrier safety scores, on-time delivery,
number of hours driven, and more.

As the data network grows within the LaneAxis transportation ecosystem, we believe that the carrier
ratings accessible on the blockchain will be as reliable, if not more so, than the credit rating score system
consumers are accustomed to today. Just as businesses and lenders rely on credit scores to determine a customer’s creditworthiness, shippers will be able to rely with confidence on the carrier ratings listed on the LaneAxis ledger, which in turn will justify the rates a carrier is charging. The ledger’s immutable smart contract data will produce standards and insights for an industry comprised of more than 700,000 trucking companies. This type of matrix simply does not exist today.

**CARRIER AND DRIVER COMMUNITY VIA SOCIAL APP**

Central to building out our blockchain solution will be an aggressive push to build a massive community of drivers and carriers utilizing the LaneAxis platform. With that objective in mind, LaneAxis will develop a social app focused on galvanizing the trucking community around the LaneAxis platform. This “Facebook” like app will target the 3+ million drivers who hit the highways every day – and are often gone for days or weeks at a time.

Drivers will be able to interact with each other, receive discounts on such things as food, fuel, and tires, receive real-time traffic and weather conditions, and enjoy other features designed strictly to benefit truckers. Once integrated into the LaneAxis community, we expect truckers to immediately see the value and convenience of the social app, and more importantly, the value and convenience of the LaneAxis platform.

To build this network we will market aggressively across channels, including holding live events at truck stops across the country. As the LaneAxis driver community coalesces around the mobile app, available capacity along preferred lanes will be visible for shippers. The shippers in turn will be able to connect directly with the carriers, cutting out the need for costly middlemen. Shippers will also be able to post their available loads, which drivers can see on the app and book directly.

All of this cuts costs for shippers, puts more money in the coffers of trucking companies and more money in the pockets of drivers. Another significant benefit: LaneAxis’ platform can help eliminate “dead head” miles – long hauls where the truck has an empty trailer. Currently an estimated 20 billion miles per year are driven by empty trucks in the U.S. Eliminating those wasted miles will be great for the trucking industry, and even greater for the environment.
LaneAxis Blockchain Ecosystem

Blockchain Benefits
- Industry First Technology
- Eliminate need for 3rd party brokers
- Immutable shipment records
- Virtually eliminates accident/shipment disputes
- Predictive AI for available loads/capacity
- Simplified reporting for regulators

Verified On The Blockchain
- ETA prior to load pick up
- Load document integrity
- Real-time in-transit visibility
- Geofence arrival
- Proof of delivery
- Carrier performance rating
- Carrier insurance certificate
- DOT number/Driver CDL

Verified GEODENCE PICKUP
IMMEDIATE NETWORK VISIBILITY - CONNECTING SHIPPERS AND CARRIERS
LOADS
CARRIER ACCEPTANCE
SMART CONTRACT
Blockchain Trusted Data Repository
COMMERCIAL DRIVER’S LICENSE (CDL)
CERTIFICATE OF INSURANCE
RENEWAL DATE
IMMEDIATE NETWORK VISIBILITY - CONNECTING SHIPPERS AND CARRIERS
LOADS/BILL OF LADING
LIST OF DRIVERS
DEPARTMENT OF TRANSPORTATION (DOT) VERIFICATION
DOT NUMBER
CARRIER REGISTRATION
SMART CONTRACT
Blockchain Trusted Data Repository
SHIPPER REGISTRATION
IX. The LaneAxis Software Solution

VIRTUAL FREIGHT MANAGEMENT PLATFORM

Cloud-based and highly-secure, the LaneAxis Virtual Freight Management desktop and mobile app delivers real-time shipment visibility and data via GPS, predictive analytics and true shipment control for shipping companies. The platform allows users to monitor all shipments in real-time, adjust geo-fence sizes, receive alerts when hitting milestones or problems and transmit documents instantly (such as Proof of Delivery). The direct result for everyone: money saved, time saved, processes streamlined, products moved faster and more efficiently – all at a low cost-of-entry.
MOBILE APP

The LaneAxis mobile app provides Carriers full visibility into the status of its Drivers – preventing distracting calls and the need to have the Carrier fax or mail key documents such as the Bill of Lading or Proof of Delivery. The load manifest is transmitted directly to the driver’s mobile phone. Carriers also benefit from verifiable real-time Pickup and Delivery confirmation, avoiding unjustifiable fees from Brokers/Shippers. The intuitive, easy-to-use app also allows for instant accident reporting (take a picture and send), immediate document uploads via the app, and fast payment turnaround. This allows drivers to avoid freight factoring services, which pay drivers immediately, but charge a percentage of the load transaction to do so.

Caption: LaneAxis Driver Mobile App
The Virtual Freight Management Ecosystem
X. Company Overview

BACKGROUND

LaneAxis is a Delaware C-Corp established in 2015 with primary business focus in transportation software. Lane Axis currently has one patent published and has submitted for 29 track 1 filings and 32 additional patents with multiple associated processes. Notably, there is already one company that is operating in potential violation of LaneAxis’ published patent but no legal action is currently pending.

LOCATION

LaneAxis is everywhere, because it is a virtual network marketplace that shippers and carriers can directly connect with each other to produce efficiencies and transparency. At the present time, there is no better delivery system technology that is available than the internet. In addition, the smartphone provides the best possible integration of the capabilities of the internet in the palm of your hand. With the LaneAxis Downloadable APP, complete visibility is possible into the entire national network.

INTERIOR

As a technology based solution, typical business overhead expenses will be kept to a minimum through virtual office environments, with an emphasis on scalability and implementation with customer service growth to match customer requirements.

HOURS OF OPERATION

24 Hours a Day/7 Days a Week 365 Days a Year. As a Virtual Network, the technology is always working and available.
XI. Competitive Landscape

LaneAxis has a handful of direct or semi-direct competitors in the freight tracking software space. All offer some form of GPS-based freight tracking and data reporting, along with integration into ELD/TMS systems.

Compared to these companies, LaneAxis has six primary competitive advantages:

1. BUILDING ON THE BLOCKCHAIN

The most obvious advantage LaneAxis has over our competitors is the move to a blockchain-based platform. The security, data integrity, and verifiable, real-time tracking and document retrieval available via the blockchain gives us a sizable competitive edge.

2. SHIPPER TO CARRIER DIRECT MODEL

LaneAxis is built to cut out expensive middlemen such as freight brokers, 3PLs, and freight forwarders. Conversely, our competition caters to such third-party entities, which translates into higher costs for Shippers and lingering uncertainty and inconvenience for carriers and drivers.

3. PRICING

We offer flexible and affordable pricing options that cater to the 90% of the logistics industry and are not married to specific company software for integration.

4. TECHNOLOGY

We have critical patents approved and pending. In March, 2018, LaneAxis was granted United States Patent no: 9,928,475 - for a Shipper and Carrier Interaction Optimization Platform. This gives us a critical competitive advantage over other companies in our space.
5. **FOCUS ON THE FORGOTTEN MARKET**

90% of freight movements in the U.S. are handled by smaller independent trucking companies. Most of these small carriers lack the technology to provide shippers real-time visibility into their shipment status. Many of these companies also continue to rely on outdated and time-consuming faxing, phone calls and email solutions to transact business, slowing the payment window for all parties involved. While our competition caters to large organizations, LaneAxis has finally created a solution to solve this major pain point involving small carriers.

6. **VIRTUAL MARKETPLACE**

LaneAxis is built to grow into a virtual transportation marketplace connecting qualified small Carriers, Brokers, 3PLs and Shippers, delivering massive efficiencies and revenue opportunities for all. Real-time load tracking represents a fraction of where we expect to take the LaneAxis offering. **Ultimately, our goal and driving force is to build a vast and virtual transportation marketplace where Brokers, Shippers, Carriers and Drivers can interact professionally with greater ease and financial compensation for all.**

XII. **Token Implementation Model**

**ACCESS**

The digital utility tokens to be used on LaneAxis’ v.2.0 platform, called AXIS Tokens, will serve as the gateway to LaneAxis’ immutable ledger, digitally bolted to the Ethereum blockchain. The AXIS Tokens will function as an API access key to the Platform, as well as a means of transacting services, accessing features and earning rewards within the LaneAxis blockchain ecosystem.

The AXIS Token will also grant user access to real-time tracking of every shipment, from pre-pickup to final proof-of-delivery. Drivers will utilize the LaneAxis mobile app to receive full details on a potential load, which they will have the option to accept or decline. Once the driver accepts
the load, the GPS-enabled app (GPS access must be approved by the driver) will begin tracking the truck as soon as several hours prior to pickup. All necessary documents, such as the load manifest, will be delivered straight to the driver’s handset. Documents such as proof-of-pickup and proof-of-delivery will be uploaded directly from the driver’s smartphone to the LaneAxis platform via the cloud. The process will be instant, verifiable and immutable on the blockchain. Payments will be able to be made instantaneously, instead of the usual days or even weeks. The result of this blockchain-based transactional system: 100% secure and transparent transactions between shippers and carriers – all without the expensive interference of third party brokers.

REWARDS

Another important aspect of the AXIS Tokens will be its use within our Driver Social Community (“DSC”). LaneAxis will be building a “Facebook” like social app targeting drivers. Truckers who sign up to join the community will be rewarded with the AXIS Tokens, discounts on items such as fuel, food and tires, and real-time traffic and weather conditions.

The token’s intrinsic value is tied to its function as a digital utility token, granting token holders access to a wealth of data, a secure way to conduct business, as well as multiple other functionalities which will only be available via the usage of the AXIS Tokens.
XIII. Token Generation Event (“TGE”)

DATE

The TGE will take place between June 1, 2018 through December 21, 2018, and can be accessed via our website: https://www.laneaxis.io.

REGISTRATION

Please register for the TGE so you are notified of the opening of the event. Be sure to take advantage of notification and prior registration so you do not miss out. Please see below under “Purchaser Eligibility” for more information on what conditions must be satisfied to purchase the AXIS Tokens.

WHITELIST

There will be no whitelist event for this TGE.

ACCEPTED CURRENCIES

The TGE will accept Bitcoin, Ethereum, Bitcoin Cash, Litecoin and Ripple.

DISTRIBUTION

AXIS Tokens will be distributed automatically by the LaneAxis Smart Contract [throughout the TGE on Ethereum]. Purchasers of AXIS Tokens made by Bitcoin will receive their tokens separately.

EXCHANGE TRADING

AXIS Tokens may be available for trading in the future if and when applicable laws permit for such trading, but no assurances can be given that such trading will ever take place.
SECURITY

LaneAxis will be built on Ethereum – a decentralized platform for applications that run exactly as programmed without any chance of fraud, censorship or third-party interference. All transactions will be secured with state-of-the-art cryptography, and the blockchain integrity will be protected by CPU-efficient, ASIC-resistant proof of stake.

POPULARITY/ADOPTION

LaneAxis has been incorporated and an operating company for 6 years. Our main business model the last two years has been a carrier/driver mobile application that allows for verified proof of pick up, proof of delivery, and electronic documentation for carriers and shippers. The result is total and verifiable transparency for all parties involved. This app has been available for download for the last three years and remains a primary source of revenue for the company.

TOKEN ISSUANCE

Total Circulation: 500 million AXIS tokens
TGE Hardcap: 300 million AXIS tokens

TOKEN SALE AND ALLOCATION

TGE Tiers (w/price per AXIS Token)

(Private Sale) Jun. 1 - Jun. 20 (UTC)  
$ 0.18 (Presale) Jun. 20 - Sep. 20 (UTC)  
$ 0.25 (Public Sale - Tier 1) Sep. 20 - Oct. 22 (UTC)  
$ 0.30 (Public Sale - Tier 2) Oct. 22 - Nov. 22 (UTC)  
$ 0.35 (Public Sale - Tier 3) Nov. 22 - Dec. 21 (UTC)
**USE OF TOKEN GENERATION EVENT PROCEEDS**

The proceeds of the TGE are intended to be used for the ongoing development of the Platform and LaneAxis, as outlined in this White Paper, as well as Axis Token International’s and LaneAxis’ ongoing expenses, reimbursement of expenses incurred by Axis Token International and LaneAxis in connection with the preparation for the TGE, creation of the AXIS Tokens and other expenses of Axis Token International and LaneAxis incurred in connection with the development of the Platform. However, there are no restrictions on how Axis Token International may use the proceeds of the TGE, and Axis Token International may use the proceeds of the TGE as its board of directors believes is in the best interests of Axis Token International, LaneAxis, the Platform and the holders of the AXIS Tokens.

**Purchaser Eligibility**

In order to be eligible to participate in the Token Sale, you must:

(a) Be at least 18 years of age;

(b) Not be a citizen or a resident (tax or otherwise) of the United States of America, Puerto Rico, the U.S. Virgin Islands, or a citizen or resident (tax or otherwise) of any country or territory where transactions with digital tokens and/or digital currencies are prohibited or in any other manner restricted by applicable law;

(c) Comply with all the terms and conditions set forth in this White Paper and the terms for sale of tokens;
(d) Complete the Registration process (as described in the terms for the sale of tokens and on the token sale website. The registration process is mandatory and requires you to (i) provide all information we request during the Registration process (“Registration Information”) and (ii) have an ERC20-compatible Ethereum wallet (a “Purchaser Wallet”), each as described further in Exhibit B to the Agreement for Sale of Tokens;

(e) Complete the anti-money laundering review as part of the registration process or otherwise, with your information as of the date of your response, and provide any supporting identification and other documentation as may be required by us. We will use your responses to comply with our requirements under the USA Patriot Act for purposes of the U.S. anti-money laundering laws. The information provided to us by you will be kept strictly confidential and will not be publicly disclosed, unless required by law or required for us to comply with any regulatory requirements.

(f) Provide us with an amount of ETH, Bitcoins or other accepted cryptocurrency sufficient to allow you to complete your purchase of the desired number of Axis Tokens.
XIV. Project Roadmap

2014 - STARTUP
- Q4’14 started build team to build LA system

2015 - SYSTEM BUILD & BETA TESTING
- Q1 ’15 to Q4 ’15 system build and beta testing started
- Q4 ’15 beta testing

2016 - LIVE SHIPMENTS & REVENUE
- Q1 ’16 sales meeting with major shippers
- Q3 ’16 run “live” loads for major shippers
- Q4 ’16 explored other vertical uses for the real-time tracking/electronic “Proof of Delivery”

2017 - PARTNERSHIP WITH BUDBO
- Q1 ’17 Formed Budbo Inc. (Budbo.io)
- Q2 ’17 Formed Blockchain Team for Budbo and LaneAxis
- Q3 ’17 Launched Budbo.io, LaneAxis team building blockchain industry needs
2018 - AND BEYOND

- Q1 ’18 LA token site www.laneaxis.io, pre-sale & token sale
- Q1 ’18 LA granted patent for shipper-carrier optimization platform
- Q4 ’18 Token sale ends, LA Trucker community app development starts TC, real-time system functionality moves to block chain development, block chain added to existing patents
- Q1 ’19 LA marketing team starts the 6 month boots on the ground campaign to build TC
- Q1 ’19 first shippers added to network to start beta testing find available capacity, beta test real-time load tracking pushed to the blockchain, electronic confirmation on the immutable ledger, EOBR (Electronic On-Board Recording) pushed to blockchain
- Q2 ’19 Data sets pushed to blockchain: ETA prior load pick-up, verifiable arrivals, load confirmation, in-transit exception management, verifiable arrival confirmation, electronic proof of delivery~ all pushed to block chain for carrier rating performance metrics. Reducing high late charges, accessorial charges, detention charges and disputes.
- Q3 ’19 Insurance blockchain beta testing
- Q4 ’19 Beta testing implemented for fuel token purchase inside the TC for discounts, rebates and rewards system
- Q1 ’20 LA Freight payment is pushed to network for immediate payment to carrier from the token at a discount, token received from shipper resulting in first payment process reducing the high factoring cost.
- Q2 ’20 first predictive load matching
- Q3 ’20 first shipper to post load for bidding into the network
- Q4 ’21 first carrier to post available capacity into network and system makes shipper/carrier directly together (Artificial Intelligence-AI) introduced
- Q1 ’22 First predictive analytic reports generate traffic patterns, road repairs, route improvements for traffic flow, first ever single point access for the trucking industry that has complete visibility into the network (Aviation system for trucking)
- Q2 ’22 Global expansion
- Q3 ’22 blockchain smart contract pushed load manifest to automated truck for first real-time load with the LA block chain solution
**XV. Team**

LaneAxis owes its success largely to its diverse team of talent. Our management possesses vision and depth of knowledge of the trucking and logistics industries, blockchain technology, finance, accounting, B2B and B2C marketing.

**Rick Burnett - Founder & CEO**

https://www.linkedin.com/in/rick-burnett/

Rick’s extensive knowledge of mobile technology, blockchain technology, and deep experience in trucking and logistics makes him a natural fit to lead the LaneAxis team. Rick spent 15 years researching and developing a mobile-based platform that provides real-time tracking and data analytics over freight movements. Rick’s software and transportation expertise culminated with the design of a shipper-to-carrier direct optimization platform that was granted a full U.S. Patent in March, 2018.

**Amarpreet Singh - Senior Blockchain Engineer**

https://www.linkedin.com/in/amarpreetsingh2/

Amar is one of the leading advocates and contributing members of the Global Blockchain community. As a Senior Advisor of the Global Blockchain Foundation, Amar has been ranked by ICOBench as a top ‘Expert’ in blockchain technology. Amar’s background includes working with Tier 1 firms such as Microsoft (APOC Operation Manager), the World Bank (Senior Infrastructure Consultant and Economic Advisor), Airbus, and more. Amar also advises startups and speaks at numerous technology forums. His educational background includes B.E. (Computer Science) and three Masters degrees from three Universities around the globe (including MBA from National University of Singapore).

**Clint Johnson – VP of Sales**

https://www.linkedin.com/in/clintejohnson/

A former Wal-Mart merchandise executive, Clint is an accomplished, results-driven executive with a proven track record of achievement in strategic planning, merchandising, supply chain, analytics, team leadership, inventory control, auditing, planograms, trade management, and key performance indicators. Clint continually identifies opportunities to increase efficiencies and realize extensive cost-savings.
**Matt Guinn – VP of Trucking Operations**

https://www.linkedin.com/in/matt-guinn-8a7880117/

Matt is a trucking and logistics veteran focused on blockchain solutions for the transportation industry. Matt boasts two decades experience in the freight logistics industry, including 10 years in sales and marketing at Progressive Transportation Services. For the past 5 plus years he has been a principal of Redline Enterprises. Matt will also join lead in building the “Driver Social Community”.

**Mason Burnett – VP of Blockchain Integrations**

https://www.linkedin.com/in/mason-burnett-a6a18896/

Mason has immersed himself in the logistics and blockchain industries with years of listening to countless calls for the past decade. Being immersed in the growth of the smartphones since inception, Mason will steer the “Driver Social Community” buildout and growth to power the further growth of LaneAxis.

**Andrew Rivera – Communications Director**

https://www.linkedin.com/in/andrewriveracommunications/

Andrew is an award-winning former TV news journalist with corporate experience in Public Relations and Marketing. Now immersed in the blockchain space, Andrew led a global marketing campaign for a successful token sale focused on a cutting edge data analytics platform. Technically and editorially savvy, he thrives on every opportunity to create imaginative writing and visuals that slice through the clutter.
Divyashish Jindal – Blockchain Engineer

https://www.linkedin.com/in/divyashish/

Divyashish (DJ) founded Blockchain and ICO consulting firm Jacobi Partners, where he helps entrepreneurs achieve their dreams by making their ICOs and Token Sale launches successful. Before founding Jacobi Partners, DJ cofounded two startups and has consulted various organizations ranging from EdTech to the Blockchain space. DJ’s specialties also include business consultation, product and business development, and speaker at crypto related events.

Ankur Siddha – Blockchain Marketing Specialist

https://www.linkedin.com/in/ankur-siddha-0a4ba385/

Ankur is a visionary entrepreneur with experience across multiple marketing and blockchain channels. Ankur and his team have raised more than $53 million for ICO startups over the past year. Ankur also has significant experience working with E-Commerce platforms where he focused on growth hacking early-stage companies across dozens of verticals.

Prateek Dimri – ICO/Token Sale Manager

https://www.linkedin.com/in/prateekdimri/

With three years experience in the blockchain space, Prateek oversees planning, monitoring, strategy, product conceptualization, market research, and predictive analysis for LaneAxis. His specialties also include requirements analysis, processing requirements in design phase, data modeling and mapping of business data, and managing end-to-end IT projects.

Mark Williams – Director of Business Development

https://www.linkedin.com/in/mark-williams-72b08111a/

President and CEO of the Campbell Company and Managing Director of Automotive Technology Solutions. Over 25 years of leadership and organizational building to support business development, brand development and technology implementation in the automotive and transportation industries.
David Patton – Sales Manager
https://www.linkedin.com/in/david-patton-3068424/
For over 26 years, David and his agency have specialized in brand Marketing, sales, long-term contract negotiations, and international new product introduction into North America. Customers have included: General Motors, TRW, Ford Motor, Magna International, ZFLS, Tesla Motors, the EPA, and various freight carriers.

Alex Williams – Sales Team
https://www.linkedin.com/in/alexwilliams23/
Alex began his career in transportation and logistics by working for a forward-thinking global insurance brokerage. Alex specialized in risk management, helping clients minimize risk through data-backed insight and innovative solutions.

Tom Reid – Sales Team
https://www.linkedin.com/in/thomas-reid-83957b15/
Tom is an experienced transportation professional with over a decade of freight brokerage operations and sales experience. His previous role with one of the nation’s largest logistics firms allowed him to focus on building relationships with top enterprise clients in the industry. Tom’s specialty is identifying and discovering opportunities for cost savings through strategic partnerships and processes.

Megan Jones - Corporate Operations
https://www.linkedin.com/in/megan-jones-ba8b53160/
With over 7 years of transportation and customer support experience for a fortune 50 company, Megan has managed both the operational and documentation processes that support international container exports and domestic truck loads. Megan’s specialties include project management, work flow process evaluation, maintaining US Customs regulation requirements, and managing a number of key vendors and contacts throughout the operational chain to ensure customer satisfaction.

Charles Sellers - CPA
https://www.linkedin.com/in/charles-sellers-b9a686a/
Charles is a Senior Tax Manager with over 30 years experience in public practice. He began his career at Ernst & Young, and after a fruitful 8 years there left to found his own firm, Sellers & Company. After successfully managing that practice for 20 years, he merged it into a larger firm and accepted a faculty position at San Diego State University. While there, he taught Accounting Ethics to both upper division and graduate students. In 2013, he joined McLean, Rotherham & Company, specializing in tax and estate planning for small businesses and high net worth individuals.
Kim “Mo” Mahoney – Financial Strategy Team

https://www.linkedin.com/in/ACoAAAJS5dIBnE4O5pr95wOdBNGSAyB8CdxirHs/

Mo is a Marine F/A-18 pilot and Colonel in the Reserves, having flown in carrier and commercial aviation as well as having Fortune 250 executive level experience. Earning his MBA while still active-duty, Mo has worked in Finance since 2011 and is currently working in advanced business strategy for a Fortune 50 firm.

Jason Giorgio – Financial Strategy Team

https://www.linkedin.com/in/jasongiorgio/

Jason Giorgio has over 22 years experience guiding business owners and executives with financial strategies to accelerate net worth. Nationally recognized for his performance, Jason is also a keynote speaker for various national associations, particularly on business planning and succession strategies.

Sasha Ablovatskiy - Legal Team

https://www.linkedin.com/in/sasha-ablovatskiy-1344a36/

Sasha is a partner of Foley Shechter LLP. Sasha began his legal career as a corporate and securities associate at a well-known Wall Street based boutique law firm. He then practiced at Kaye Scholer, a large international New York based law firm with offices in Los Angeles, Germany, London and Shanghai, where he was the sole senior associate in the firm’s securities practice. Sasha brings over 13 years of extensive experience to FS and focuses on counseling public and private companies on offerings of equity and debt securities, strategic investments, acquisitions and joint ventures, IPOs, reverse mergers and alternative public offerings, venture capital investments, public company reporting obligations, corporate governance matters, Sarbanes-Oxley compliance and other general corporate law matters. Sasha also works closely with startups on their capital raising needs, structure and formation, contractual matters and various other startup and commercial matters.

Sasha’s experience in structuring and closing offerings, corporate finance and M&A transactions, including the legal, founder and business aspects related to such transactions, are enhanced by his know-how of having founded several startups himself and working with a vast array of management teams and boards of directors.

Sasha actively participates in the New York startup and venture capital community and specifically, in the tech, bio-tech, AI and crowdfunding space. Sasha is also an angel investor.
Jonathan Shechter – Legal Team

https://www.linkedin.com/in/jonathan-shechter-45a4a26/

Jonathan is a founding partner of Foley Shechter LLP. Previously, Jonathan was a corporate and securities attorney with a Wall Street based law firm, as well as the Head of the Corporate Finance group of a New York firm with affiliate offices in Tel Aviv, Israel and Shanghai, China, where he was principally engaged in the practice of corporate and securities law.

Jonathan brings extensive experience in structuring and closing corporate finance and M&A transactions, including the legal and practical business aspects related to such transactions, having worked with a vast array of management teams and boards of directors.

Jonathan focuses on representing clients in a wide variety of general corporate and finance transactions, with a concentration on secured and unsecured private equity financing transactions as well as registration statements associated with these financings, public offerings, joint ventures, employment and shareholder agreements, as well as with the formation of private equity funds. Jonathan also represents publicly held companies with their 1934 Act reporting obligations and in the representation of broker-dealers and registered individuals in a wide array of matters, including ongoing compliance and regulatory inquiries.

Jonathan also serves as an Advisory Board Member to Beyond the Boroughs, a non-profit organization that creates deserved college scholarship opportunities for students, with a primary focus on first generation collegians.


Ellie Burnett – Logistics Coordinator

https://www.linkedin.com/in/ellieburnett-fashionindustry/

Ellie manages internal logistics for LaneAxis events, conferences, and a multitude of company initiatives. With a degree in Business Management, Ellie most recently partnered with the founder of beauty app MiaMia on marketing initiatives and company outreach. Ellie also has retail marketing experience with such prestigious companies as COACH and Kate Spade & Company.
ADVISORY BOARD

Ian Scarffe - TGE Consultant & Investor
https://www.linkedin.com/in/ianscarffe/

Ian Scarffe is a serial entrepreneur, investor and global business consultant. As a leading entrepreneur, Ian is on a personal mission to develop a culture of entrepreneurship, helping startups achieve their full potential as well as helping to expand existing companies. Ian has founded ‘Binkplus’, a startup incubator in Europe. A leading expert in Bitcoin, Blockchain and Crypto industries, Ian founded "Binkplus," a startup incubator in Europe. Ian is focused on revolutionizing the global fintech industry, and is highly in demand as a consultant and advisor for a range of multi-million dollar companies.

Richard Levy – Senior Technology Advisor
https://www.linkedin.com/in/richard-levy-2812b6/

Richard provides expertise in all aspects of Product Management, Development, Hosting and Support. Richard has over 35 years experience in the software space, leading large and small teams to develop enterprise and Cloud based platforms to support applications in the banking, corporate legal, insurance, governance risk and compliance (GRC) industries.

Parag Arora - Blockchain Consultant
https://www.linkedin.com/in/paragarora/

Founder at Turinglabs.io and Glowing.io, Parag has held Senior Technology Advisor positions at Blockchain projects like Verime.mobi, TrakInvest.ai, GoSwych, Allrites, YCombinator, Microsoft & IITD Alumnus. Parag is also experienced in developing various Wallets, Smart Contracts, DApps and Infrastructure on Blockchain.

Benjamin Finch – Strategic Token Generation Event (TGE) Advisor
https://www.linkedin.com/in/benjaminfinch/

Ben specializes in technology driven marketing, strategic project planning, social media, as well as community building, and applies these best practices to the Cryptocurrency space for a number of start-ups and TGEs. He has done a total of 75MM in sales in his time as a marketer. Ben leads The Ledger Agency, the first multidisciplinary agency to specialize in blockchain development, consultation and marketing.
Andy Hare - Financial Strategy Advisor
https://www.linkedin.com/in/andy-hare-6788493/
Andy Hare has held high level management positions with software and hardware that helps improve business decision-making. Mr. Hare has an MBA from the University of Minnesota and has been a college business adjunct professor at Elon University, Guilford College and the University of Phoenix.

David Levy – Technology Advisor
https://www.linkedin.com/in/david-levy-a3a647112/
A seasoned developer, David’s entrance into the technology universe with the design and development of AUTO INFO, the first online auto trader profiling site. David’s expertise spans a number of industries, including his design of an advanced elevator control system.

Kevin Morgan – Senior Corporate Advisor
https://www.linkedin.com/in/kevin-morgan-6157092/
Kevin Morgan has a 35 year career manufacturing engineered components for the Rubber and Plastics industry. He’s worked for domestic and international corporations, including Southland Industries, Duramax Corporation, and Dowty Seals Ltd, a UK company. Kevin is currently President of start-up Morgan Polymer Seals LLC, incorporated in 1997. Morgan Polymer Seals has since grown to over 600 employees and manufactures powertrain components for GM, Ford, Fiat Chrysler, Audi, Porsche, Honda, Volkswagen and Land Rover. Kevin and his brother also purchased a $5 million per year composite extrusion operation.

Alexander Berkley - Blockchain & Token Sale Advisor
Alexander is the co-founder of Coin Flow and a former hedge fund manager and investment banker. He is an early adopter of cryptocurrency and a frequent ICO investor. Alexander has a Master’s degree in Mathematics from Cambridge University and specializes in quantitative investing, data science, and blockchain based business. https://www.linkedin.com/in/alexander-berkley-ab068629/

Jonathan Sterling - Blockchain & Token Sale Advisor
Jonathan is the co-founder of Coin Flow and former software engineer at GSR Markets, Sky, and William Hill. He is a Toptal certified blockchain developer and has built core trading engines for major financial institutions. Jonathon has a BSc in Computer Science from the University of Huddersfield and is an expert in the technology behind blockchain projects. https://www.linkedin.com/in/jsterling8/
XVI. Risk Factors

1. TOKEN GENERATION EVENT - RISK FACTORS

You should carefully consider and evaluate each of the following risk factors and all other information contained in the Terms before deciding to participate in the AXIS Token Generation Event (referred to herein as the “Token Sale” or “AXIS Token Generation Event”). To the best of LaneAxis’, and the entity creating and issuing the Axis Tokens - Axis Token International LTD.’s (the “Company”) knowledge and belief, all risk factors which are material to you in making an informed judgment to participate in the AXIS Token Generation Event have been set out below. If any of the following considerations, uncertainties or material risks develops into actual events, the business, financial position and/or results of operations of the Company and the maintenance and level of usage of the LaneAxis app and platform and the AXIS Tokens could be materially and adversely affected. In such cases, the trading price of AXIS Tokens (in the case where they are listed on a cryptocurrency exchange) could decline due to any of these considerations, uncertainties or material risks, and you may lose all or part of your AXIS Tokens.

There is no prior market for AXIS Tokens and the AXIS Token Generation Event may not result in an active or liquid market for the AXIS Tokens. Prior to the AXIS Token Generation Event, there has been no public market for the AXIS Tokens. AXIS Tokens maybe available for trading in the future if and when applicable laws permit for such trading, but no assurances can be given.

Cristina Rivera – Marketing Advisor

https://www.linkedin.com/in/cristina-rivera-1b500940/

Cristina is a seasoned marketing veteran with high-level management experience in the corporate realm. Specializing in project management and analytics, Cristina excels at building and tracking high profile marketing campaigns. Cristina has held senior marketing management positions at several high-profile companies including Identiv Group, Ephesoft, and JM Eagle.

Phil Treglia – Strategic Advisor

https://www.linkedin.com/in/philip-treglia-610677b8/

A former Lieutenant Colonel in the United States Marine Corps, Phil’s enthusiastic approach to team collaboration and discipline keeps the LaneAxis team focused and prepared. Phil is a strategic minded Operations Executive and Advisor with strong process improvement skills. Phil provides the leadership, team building, and direction necessary to achieve LaneAxis’ performance objectives.
that approval of such trading will ever be obtained. Furthermore, even if such approval is granted by a cryptocurrency exchange, there is no assurance that an active or liquid trading market for the AXIS Tokens will develop, or if developed, will be sustained after the AXIS Tokens have been made available for trading on such cryptocurrency exchange. There is also no assurance that the market price of the AXIS Tokens will not decline below the original purchase price (the “Purchase Price”). The Purchase Price may not be indicative of the market price of the AXIS Tokens after they have been approved for trading on a cryptocurrency exchange.

A AXIS Token is not a currency issued by any central bank or national, supranational or quasi-national organization, nor is it backed by any hard assets or other credit. The Company is not responsible for, nor does it pursue, the circulation and trading of AXIS Tokens on the market. Trading of AXIS Tokens will merely depend on the consensus on its value between the relevant market participants. No one is obliged to purchase any AXIS Token from any holder of the AXIS Token, including the purchasers, nor does anyone guarantee the liquidity or market price of AXIS Tokens to any extent at any time.

Furthermore, AXIS Tokens may not be resold to purchasers who are citizens of any nation or jurisdiction where the purchase of AXIS Tokens may be in violation of applicable laws. Accordingly, the Company cannot ensure that there will be any demand or market for AXIS Tokens, or that the Purchase Price is indicative of the market price of AXIS Tokens after they have been made available for trading on a cryptocurrency exchange.

**Future sales or issuance of the AXIS Tokens could materially and adversely affect the market price of AXIS Tokens.**

Any future sale or issuance of the AXIS Tokens would increase the supply of AXIS Tokens in the market and this may result in a downward price pressure on the AXIS Token. The sale or distribution of a significant number of AXISTokens outside of the AXIS Token Generation Event (including but not limited to the sales of AXIS Tokens undertaken after the completion of the initial TGE, issuance of AXIS Tokens to persons other than purchasers for purposes of community initiatives, business development, academic research, education and market expansion and issuance of AXIS Tokens as a reward to users of the LaneAxis platform), or the perception that such further sales or issuance may occur, could adversely affect the trading price of the AXIS Tokens.
Negative publicity may materially and adversely affect the price of the Axis Tokens

Negative publicity involving the Company, LaneAxis, Inc. (the AXIS Token project’s operating entity organized under the laws of the state of Delaware, USA), the LaneAxis platform, the AXIS Tokens or any of the key personnel of the Company or LaneAxis, Inc., may materially and adversely affect the market perception or market price of the AXIS Tokens, whether or not it is justified.

We may not be able to pay any anticipated rewards in the future.

There is no assurance that there will be sufficient engagement in the LaneAxis platform such that you will receive any rewards anticipated to be distributed to active users of the LaneAxis platform. Further, even in the event there is substantial engagement and interactions among the users and the LaneAxis platform, there is no assurance you personally will receive any part of the rewards. This is because the ability of the Company to pay any reward to you will depend on the future results of operations and the future business and financial condition of the Company and/or LaneAxis, Inc., and there is no assurance of the future results of operations and the future business and financial condition of the Company or LaneAxis, Inc.

There is no assurance of any success of LaneAxis Platform or any Future Business Line.

The value of, and demand for, the AXIS Tokens hinges heavily on the performance of the LaneAxis platform and the continuous active engagement of its users and success of its contemplated business lines. There is no assurance that the LaneAxis platform will gain traction after its launch and achieve any commercial success. Furthermore, there is no assurance that any of the business lines contemplated by LaneAxis, Inc. will be launched and generate sufficient customer traction. While the Company has made every effort to provide a realistic estimate, there is also no assurance that the cryptocurrencies raised in the AXIS Token Generation Event will be sufficient for the development of the LaneAxis platform and/or for the proper structuring and licensing of the anticipated AXIS Token future anticipated business lines. For the foregoing or any other reason, the development of the LaneAxis platform and launch of the anticipated AXIS Token future business lines may not be completed and there is no assurance that it will be launched at all. As such, distributed AXIS Tokens may hold little worth or value.

The funds raised in the Token Generation Event are exposed to risks of theft.

The Company will make every effort to ensure that the funds received from the AXIS Token Generation Event will be securely held in an escrow wallet, which is a multi-signature address with access thereto by private keys held by reputable and trusted parties. Further, upon receipt of the funds from the Company, LaneAxis, Inc. will make every effort to ensure that the funds received by it from the Company will be securely held through the
implementation of security measures. Notwithstanding such security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, vulnerabilities or defects on the AXIS Token Generation Event website, in the smart contract(s) on which the escrow wallet and the AXIS Token Generation Event relies, on the Ethereum or any other blockchain, or otherwise. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. In such event, even if the AXIS Token Generation Event is completed, the Company or LaneAxis, Inc. may not be able to receive the cryptocurrencies raised and LaneAxis, Inc. may not be able to use such funds for the development of the LaneAxis platform and/or for launching any future business line, including but not limited to the structuring and licensing of the AXIS Token future business lines. In such case, the launch of the LaneAxis platform and the structuring and licensing of the AXIS Token future business lines might be temporarily or permanently curtailed. As such, distributed AXIS Tokens may hold little worth or value.

2. RISKS RELATING TO THE ESCROW WALLET

The private keys to the escrow wallet may be compromised and the cryptocurrencies may not be able to be disbursed.

The escrow wallet is designed to be secure. Each of the holders of the three (3) private keys to the escrow wallet will use all reasonable efforts to safeguard their respective keys, but in the unlikely event that any two (2) of the three (3) keys to the escrow wallet are, for any reason whatsoever, lost, destroyed or otherwise compromised, the funds held by the escrow wallet may not be able to be retrieved and disbursed, and may be permanently unrecoverable. In such event, even if the AXIS Token Generation Event is successful, the Company will not be able to receive the funds raised and LaneAxis will not be able to use such funds for the development of the Platform and the structuring and licensing of the AXIS Token future business lines. As such, distributed AXIS Tokens may hold little worth or value.

3. RISKS RELATING TO LANEAXIS, INC.

The LaneAxis platform is developed, operated, and maintained by LaneAxis, Inc. Any events or circumstances which adversely affect LaneAxis, Inc. or any of its successor operating entities (collectively referred to herein as “LaneAxis, Inc.”) may have a corresponding adverse effect on the LaneAxis platform
and any future business line, including but not limited to structuring and launch of the AXIS Token future business lines. Such adverse effects would correspondingly have an impact on the utility, liquidity, and the trading price of the AXIS Tokens.

**LaneAxis, Inc. may be materially and adversely affected if it fails to effectively manage its operations as its business develops and evolves, which would have a direct impact on its ability to maintain the LaneAxis platform and/or launch any future business lines**

The financial technology and cryptocurrency industries in which LaneAxis, Inc. competes have grown rapidly over the past four years and continue to evolve in response to new technological advances, changing business models, shifting regulations and other factors. As a result of this constantly changing environment, LaneAxis, Inc. may face operational difficulties in adjusting to the changes, and the sustainability of LaneAxis, Inc. will depend on its ability to manage its operations, ensure that it hires qualified and competent employees, and provides proper training for its personnel. As its business evolves, LaneAxis, Inc. must also expand and adapt its operational infrastructure. LaneAxis, Inc.’s business relies on its blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology. All of these systems, tools, and skill sets represent complex, costly, and rapidly changing technical infrastructure. In order to demonstrate continued ability to effectively manage technical support infrastructure for the LaneAxis platform, LaneAxis, Inc. will need to continue to upgrade and improve its data systems and other operational systems, procedures, and controls. These upgrades and improvements will require a dedication of resources and are likely to be complex and increasingly rely on hosted computer services from third parties that LaneAxis, Inc. does not control. If LaneAxis, Inc. is unable to adapt its systems and organization in a timely, efficient, and cost-effective manner to accommodate changing circumstances, its business, financial condition and results of operations may be adversely affected. If the third parties whom LaneAxis, Inc. relies on are subject to a security breach or otherwise suffer disruptions that impact the services LaneAxis, Inc. uses, the integrity and availability of its internal information could be compromised, which may consequently cause the loss of confidential or proprietary information and economic loss. The loss of financial, labor or other resources, and any other adverse effect on LaneAxis, Inc.’s business, financial condition and operations, would have a direct adverse effect on LaneAxis, Inc.’s ability to maintain the LaneAxis platform and/or to structure and license the anticipated AXIS Token future business lines. Any adverse effects affecting LaneAxis, Inc.’s business or technology are likely to also adversely impact the utility, liquidity, and trading price of the AXIS Tokens.

Our insurance may not be sufficient. We carry insurance that we consider adequate in regard to the
nature of the covered risks and the costs of coverage. We are not fully insured against all possible risks, nor are all such risks insurable.

LaneAxis, Inc. may experience system failures, unplanned interruptions in its network or services, hardware or software defects, security breaches or other causes that could adversely affect LaneAxis Inc.’s infrastructure network, and/or the LaneAxis platform.

LaneAxis, Inc. is not able to anticipate any occurrences of hacks, cyber-attacks, distributed denials of service or errors, vulnerabilities or defects in the LaneAxis platform, the smart contracts on which the Company, LaneAxis, Inc., or the LaneAxis platform relies or on the Ethereum or any other blockchain. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. LaneAxis, Inc. may not be able to detect such hacks, cyber-attacks, distributed denials of service errors vulnerabilities or defects in a timely manner, and may not have sufficient resources to efficiently cope with multiple service incidents happening simultaneously or in rapid succession.

LaneAxis, Inc.’s network or services, which would include the LaneAxis platform and, if successfully structured, licensed, and launched, the Axis Token future business lines, could be disrupted by numerous events, including natural disasters, equipment breakdown, network connectivity downtime, power losses, or even intentional disruptions of its services, such as disruptions caused by software viruses or attacks by unauthorized users, some of which are beyond LaneAxis, Inc.’s control. Although LaneAxis, Inc. has taken steps against malicious attacks on its appliances or its infrastructure, which are critical for the maintenance of the LaneAxis platform, there can be no assurance that cyber-attacks, such as distributed denials of service, will not be attempted in the future, that LaneAxis, Inc.’s enhanced security measures will be effective. LaneAxis, Inc. may be prone to attacks on its infrastructure intended to steal information about its technology, financial data or user information or take other actions that would be damaging to LaneAxis, Inc. and/or holders of the AXIS Tokens. Any significant breach of LaneAxis, Inc.’s security measures or other disruptions resulting in a compromise of the usability, stability, and security of the LaneAxis platform may adversely affect the utility, liquidity and/or trading price of the AXIS Tokens.

We are dependent in part on the location and data center facilities of third parties. LaneAxis, Inc.’s current infrastructure network is in part established through servers which it owns and houses at the location facilities of third parties, and servers that it rents at data center facilities of third parties. If LaneAxis, Inc. is unable to renew its data facility lease on commercially reasonable terms or at all, LaneAxis, Inc. may be required to transfer its servers to a new data center facility, and may incur significant costs and possible service interruption in connection with the relocation. These facilities are also vulnerable to
damage or interruption from, among others, natural disasters, arson, terrorist attacks, power losses, and telecommunication failures. Additionally, the third-party providers of such facilities may suffer a breach of security as a result of third-party action, employee error, malfeasance or otherwise, and a third party may obtain unauthorized access to the data in such servers. Inc. and the providers of such facilities may be unable to anticipate these techniques or to implement adequate preventive measures.

**General global market and economic conditions may have an adverse impact on AXIS Token’s operating performance, results of operations, and cash flows.**

LaneAxis, Inc. has been and could continue to be affected by general global economic and market conditions. Challenging economic conditions worldwide have from time to time, contributed, and may continue to contribute, to slowdowns in the information technology industry at large. Weakness in the economy could have a negative effect on LaneAxis, Inc.’s business, operations and financial condition, including decreases in revenue and operating cash flows, and inability to attract future equity and/or debt financing on commercially reasonable terms. Additionally, in a down-cycle economic environment, LaneAxis, Inc. may experience the negative effects of a slowdown in usage of the LaneAxis platform and may delay or cancel the structuring, licensing, and launch of the anticipated AXIS Token future business lines. Suppliers on which LaneAxis, Inc. relies for servers, bandwidth, location and other services could also be negatively impacted by economic conditions that, in turn, could have a negative impact on LaneAxis, Inc.’s operations or expenses. There can be no assurance, therefore, that current economic conditions or worsening economic conditions or a prolonged or recurring recession will not have a significant, adverse impact on LaneAxis, Inc.’s business, financial condition and results of operations, and hence, the LaneAxis platform and/or ability to structure, license, and launch the AXIS Token future business lines. Any such circumstances would then correspondingly negatively impact the utility, liquidity, and/or trading price of the Axis Tokens.

The Company, LaneAxis, Inc. or the Axis Tokens may be affected by newly implemented regulations

Cryptocurrency trading is generally unregulated worldwide, but numerous regulatory authorities across jurisdictions have been outspoken about considering the implementation of regulatory regimes which govern cryptocurrency or cryptocurrency markets. The Company or the AXIS Tokens may be affected by newly implemented regulations relating to cryptocurrencies or cryptocurrency markets. This may impact the appeal of the LaneAxis platform and the anticipated AXIS Token future business lines for users and result in decreased usage of the LaneAxis platform and the AXIS Tokens. Further, should the costs (financial or otherwise) of complying with such newly implemented regulations exceed a certain
threshold, maintaining the LaneAxis platform and structuring, licensing, and launching the AXIS Token future business lines may no longer be commercially viable, and the Company or LaneAxis, Inc. may opt to discontinue the LaneAxis platform, the anticipated AXIS Token future business lines, and/or the AXIS Tokens. Further, it is difficult to predict how or whether governments or regulatory authorities may implement any changes to laws and regulations affecting distributed ledger technology and its applications, including the LaneAxis platform, the anticipated AXIS Token future business lines and the AXIS Tokens.

The Company or LaneAxis, Inc. may also have to cease operations in a jurisdiction that makes it illegal to operate in such jurisdiction, or make it commercially unviable or undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. In scenarios such as the foregoing, the utility, liquidity, and/or trading price of AXIS Tokens will be adversely affected or AXIS Tokens may cease to be traded.

**Cryptographic tokens such as the AXIS Tokens are a relatively new and dynamic technology.** In addition to the risks included in the above discussion of risk factors, there are other risks associated with your purchase, holding, and use of the AXIS Tokens, including those that the Company and LaneAxis, Inc. cannot anticipate. Such risks may further appear as unanticipated variations or combinations of the risks discussed above.