

Relex Life

Executive Summary (Working Paper)



RELEX | Life

<http://life.relex.io>

Abstract: RLXI is an ERC-20 compliant, Ethereum-based token designed to facilitate transactions in the consumer lifestyle product space. It is a utility token, originally issued entirely by airdrop, with no further issuance beyond its original 1 billion token creation.

1. Introduction

We exist in a global marketplace that moves faster than ever before. People are connected not only by communications, infrastructure, and commerce, but also by the ideas that propel our societies forward and create a better world for everyone to live in.

Nowhere is this more apparent than in the advances made in health, wellness, medicine, and pharmaceuticals. In a global society, we now possess the ability to develop a medicine that can help someone in one place and then distribute it across the world, to the benefit of the global system.

Relex Life is one of the first blockchain companies to enter into the health and wellness space, joining others such as MedicalChain, but also pioneering an entirely different path.

In fact, the first partnership laid out by Relex Life is so revolutionary that it is one only available through this cryptocurrency platform: the power for a layman, such as you or me, to create a medicine, supplement, or pharmaceutical in a never-before-seen form by proposing and funding R&D.

Too often have the contents of our medicine cabinets been determined by third parties, like massive conglomerates, that don't know who we are, what we want, and how we want to live. Relex Life's partnership with Aura Inhale seeks to disrupt the mega-corporations' control of what gets made by putting that power into the communities' hands, offering the ability to create, fund, and then distribute supplements or medicines to the people who need them most.

Relex Life's first offering – a pharmacopeia of nutrients, supplements, and pharmaceuticals that can be made inhalable – is just the cornerstone of where Relex Life plans to go.

But the opportunities offered by Relex Life do not stop there.

Relex Life President T Michael Lutas has said that he wants no one partnership to comprise more than 10 percent of Relex Life's platform.

Relex Life seeks a broad base of expansion, not solely offerings in health and wellness, but also any other organizations that will make *life* better. These could include artisanal confections, bespoke ateliers, or a wide variety of utility items that can make life better.

Relex Life is disrupting crowdfunding, innovation, and distribution. Blockchain is the future, and now you can be a part of it with Relex Life.

Relex Life is a division of Relex, a project of Squawk Advisors. It is a facet of a larger Squawk Advisors project to profit users over a number of initiatives and to "earn while we learn" the larger task of how to introduce and manage currencies at need. This is not a prospective or aspirational goal but descriptive. The larger project is beyond the scope of this whitepaper.

2. About Relex Life

The opportunity that gave birth to RLXI is not a technical one but more a business observation, that the capitalist first world has developed incubators, networking events, startup weekends -- an entire infrastructure of assistance to bring together new companies -- but the same techniques are largely not used in the case of more mature companies, yet there is nothing really stopping people from doing so. It's just that nobody is doing the work.

Relex Life's currency, RLXI, is one devoted to supporting company formation, improvement, and revitalization in a supportive business ecosystem. Success is measured in profitable company teams satisfying the needs of other companies and the general public.

Consumer product lifestyle companies have not fully adjusted to the new reality of short run manufacturing and mass customization and what opportunities have opened up because of that new technology. The creation of a marketplace to facilitate the creation, promotion, and distribution of such micro-products needs a currency that accommodates that need: RLXI.

3. Currency

Total Supply: 1,000,000,000 (1 billion) RLXI Tokens

Contract Address: 0xd0a024e4b057024f941051dc19220a3bab4b5d45

Decimals: 18

RLXI is an ERC-20 compliant token running on the Ethereum network. It is intended to be a utility token creating connection between manufacturers and various customer constituencies to improve their transaction.

The currency is distinguished by its method of introduction. It had no ICO and no token sales. It was introduced as an air drop to be granted to all RLX holders who were holding their tokens in wallets, and not in exchanges. Additionally, the team's reserve supply of RLX tokens was not duplicated to RLXI, cutting the total number of tokens in half (from 2 billion RLX tokens to 1 billion RLXI tokens). Exchange-held tokens were retained by the team.

4. Many Different Markets

RLXI is used in the management of several different perspectives.

A. The perspective of the manufacturer

Manufacturers get access to new partners that expand their own business ecosystems, funding R&D. They receive new distribution channels with greater ability to engage in due diligence, getting a proper feel before contracts are signed and obligations are taken on.

B. The perspective of downstream partners

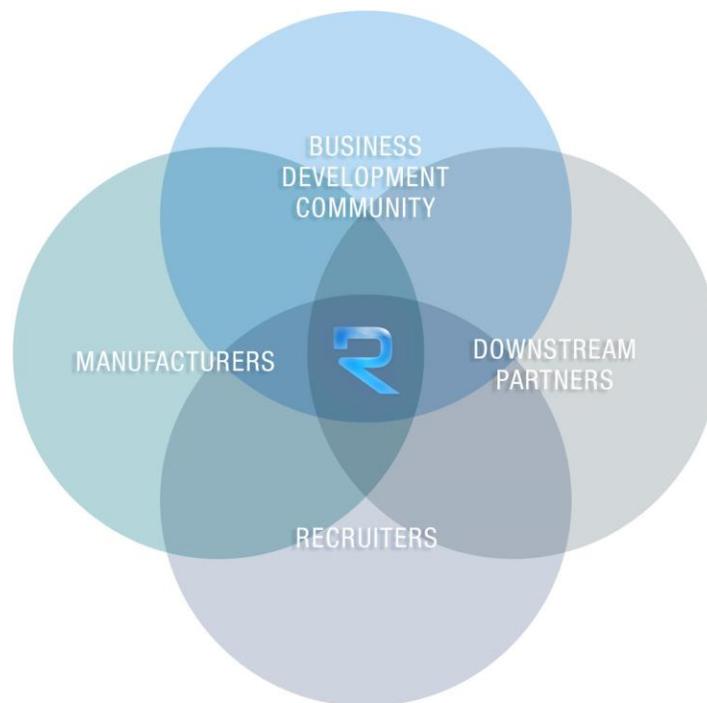
Opening up the possibility of turning idle speculation into actual product and profiting, Relex Life can build out teams or create a highly automated one-man shop: the choice is yours. Make the connection between manufacturer and retailer in a way that is accessible and lowers your risks.

C. The perspective of recruiters

R&D outfits, distribution shops, and other new entrant corporations will need help matchmaking, and recruiters will have reasonable access to opportunities to help complete teams.

D. The perspective of the business development community

New, virtual companies are looking to grow and need a physical home. It's a great hunting ground for business development access for business development councils.



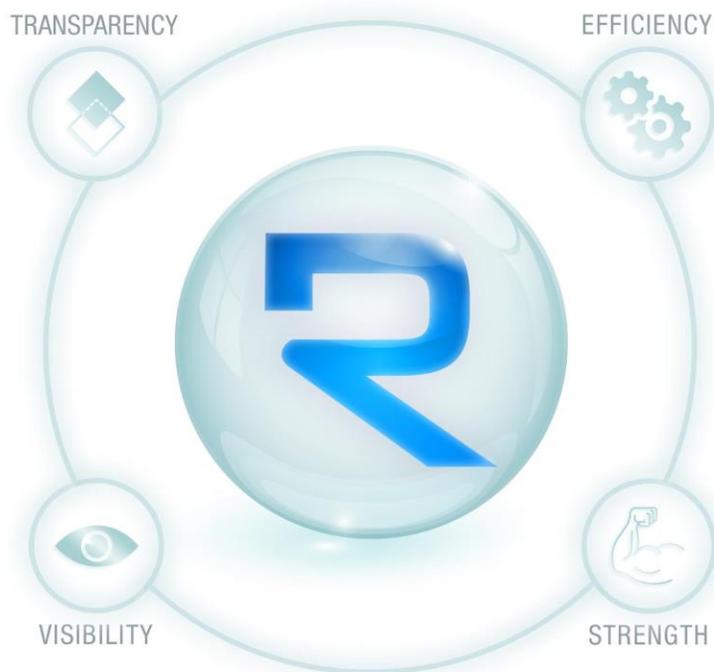
5. Orbs

RLXI uses the Relex orb construct. An orb is a generic container in which business products and services are placed. Whatever market facet you start out in, that is the top-level focus of the orb. Other things are added as needed by the team or individual controlling that particular orb.

Relex Life orbs are where partners, funders, and distribution channels all come together: they're where the magic happens, so to speak. Orbs change over time, too, and the way orbs work for Aura Inhale are not necessarily the way they'll function for other offerings on the Relex Life platform or for Relex Development. They will always remain a way to form a functioning team to accomplish a shared goal.

As a side note, the concept of the orb can be seen in both the Relex Development and Relex Life logos. The orb conveys a few intrinsic truths we believe about our business. First, we are transparent about what we're doing – inside the orb, you can see the Relex “R” beaming bright and shiny from the inside, completely visible to the eye. This is the type of business we try to run, one that is above board and transparent from its conception, always welcome the public eye because we have nothing to hide. Secondly, orbs are perfectly round. The sphere is the most energy efficient structure available for certain molecular configurations, like a soap bubble, and the Relex team also pushes itself to produce in the most efficient ways, achieving the most with the littlest wasted. Lastly, although we may appear to be a gentle soap bubble, the Relex orb is a strong crystal. It is a robust, strong compound that would rank at the top of Mohs scale.

In summary, the Relex orb motif represents our transparency, efficiency, and toughness.



Orbs, as used by Relex Life, can be used by established manufacturers to improve distribution of existing product lines. Local businesses can define the relationships they want and new or established distribution operations sign up with them.

The same orb construct can be put into play from the other side, with a distribution company seeking new product lines to represent and distribute.

Relex Life facilitates the conversation, charges a modest fee to keep the lights on, and provides needed services to all sides that desire them.

6. Pilot Partnership: Aura Inhale

According to [market research](#), the global nutraceuticals industry was valued at 272.35 billion USD in 2016, with that number expected to grow as occurrences obesity, diabetes, high blood pressure, and high cholesterol all continue to rise. Never before have the foundations of this industry been as disrupted as they have been with the work of Aura Inhale.

Aura Inhale was founded upon [the work of Dr. Stephen Boyd](#), an American nuclear chemist in the field of thorium molten salt nuclear reactors and the use of nuclear reactors in outer space.

Boyd's scientific knowledge led to a revolutionary discovery: the alchemist key of how to transform almost any compound into an inhalable form. Boyd's technique has never been done before, and **the founders hold [a 20 year patent](#) (until the year 2037)** on the process.

Relex's partnership with Aura Inhale is truly revolutionary, and it's poised to become the undisputed leader in the inhalables field.

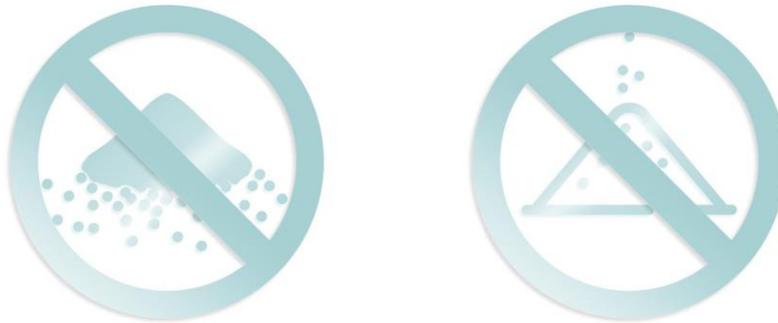
In fact, Aura Inhale's technology, compositions, and delivery system are so game-changing that the UK Ministry of Defense (MOD) field tested an Aura-branded product with its troops. The UK MOD not only tried the product, but also ranked Aura Inhale's product as effective in the field. The MOD shares the results of this testing with its counterparts in the United States.

As for access, Her Majesty's Revenue & Customs in the UK cleared Aura Inhale products for unlimited importation into the United Kingdom, opening doors wide to distributors.

Aura Inhale also recently acquired the patent for inhalable sildenafil from Pfizer, more commonly known as inhalable Viagra.

Aura Inhale's technology greatly differs from its competitors, many of which powderize their compounds for inhalable forms. Powderized inhalables can be less effective. Also, not everything can be inhaled in powderized form.

Additionally, Aura's patented technology forgoes a mainstay of tablets and pills – hydrochloride salts (HCl). These salts are removed from the inhalable versions developed by Aura Inhale, making what the user breathes in the pure chemical compound without the unnecessary hydrochloride salt.



So what makes Aura Inhales process not only better but faster than other companies? Traditional pharma companies have to create inhalable products one at a time. For each product they need to start from scratch to figure out how to make an inhalable version of each separate inhalable product on their own.

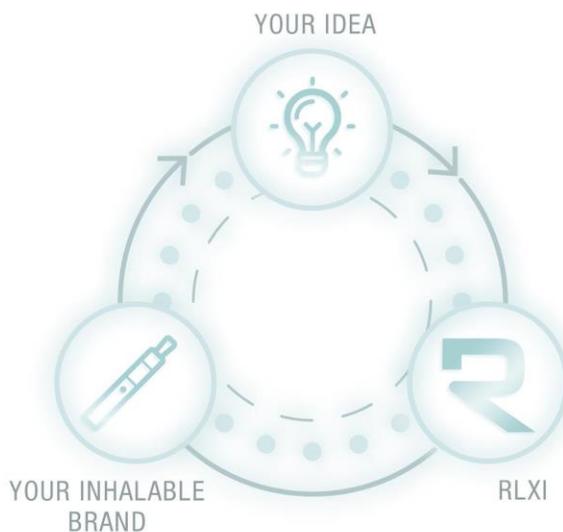
Boyd's knowledge of nuclear chemistry led to his revolutionary invention, and the patented technique does not result in a powder, making it safer and healthier for use. Aura also avoids anything with heavy metals, propylene glycol, sugars, and salts—none of these are meant to be inhaled and aren't good for the human body. Aura Inhale sets the gold standard for inhalables, only vaporizing those components that can promote a healthy lifestyle.

Aura is the only company on the market with a golden key approach where the same process yields a mind-boggling number of inhalable products—they're able to use the same inhalable conversion technique over and over to create inhalable products quicker, cheaper, and more effective than ever before. This patented technique is the most effective solution in the market for rapid conversion of supplements and medicines for wellness and pharmaceutical partners.

With over a trillion different pharmacological options, though, which products should actually be funded and created?

This is where holders of the RLXI token take control. As a token holder, you are part of the groundbreaking R&D division for Aura Inhale: proposing products, funding research and development, creating the brand and labeling, and taking control of distribution channels for your newly created product. Proposed orbs are vetted by the Aura team for economic and

development feasibility. Orb creators receive a \$1 royalty per product for 5 years minimum. RLXI can also be used to directly purchase inhalables through Aura Inhale.



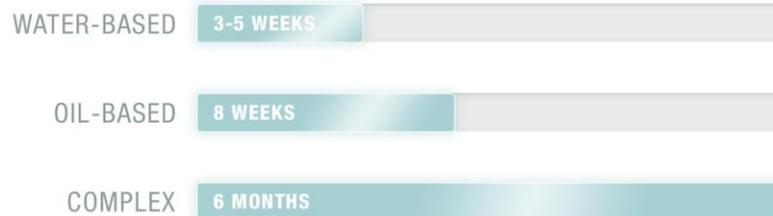
The RLXI token operates on an economic model that steers clear from any security implications, and it should remain as a utility token perpetually.

Inhalables are more potent than their pill forms, and the way they are metabolized by the body is often much quicker and more effective. For instance, the pill form of sildenafil can take over an hour to kick into effect, whereas the inhalable starts working in just minutes. Who knows, perhaps an inhalable you create could save someone's life one day with its quick metabolization time.

Only a few compounds are currently off the table, although processes for making them inhalable are still being researched. Currently, hormones and amino acids (as well as some other acids) cannot be made inhalable.

Aside from that, the pharmacopeia cornucopia is your toolbox.

Water-based compounds take three to five weeks of research, development, and testing. Oil-based compounds take closer to two months from conception to implementation of the final product. The most complex compounds can take up to six months. Part of this time will be used for rigorous safety testing, as inhalables are significantly more potent than their pill-based forms.



Considering that the global [dietary supplements market alone was valued at 132.8 billion USD](#) in 2016, creating the next big supplement can not only make life better for people, it can be profitable too.

Orbs will have different funding tiers that offer different benefits, ranging from distribution rights to white labeling (the act of creating one's own unique brand without Aura or Relex Life branding).

By giving RLXI holders the ability to distribute, Relex Life also creates a crowd-controlled distribution channel that can reach local communities all over the world. It offers a chance for the Relex Life holders to make the vast majority of the profits that these new inhalables entail, rather than the corporation taking most of the profits themselves.

For those who are unsure about distribution and what funding entails, Basecamp channels will be set-up for each fully funded orb. This area will provide help with distribution, information, and give a central place to plan for distribution and promotion of the brand.

And speaking of promotion, Relex Life's platform incorporates social media hashtags from various social media platforms for your orb.

By putting the power into the portal users' hands, Relex Life and Aura Inhale create a one-of-a-kind opportunity for individuals to take control of their lives, become their own bosses, and change the world.

7. Team

CEO: Keith Hilden

Keith Hilden is a Bitcoin veteran from 2011, and a frontier market finance professional that possesses deep experience. He has worked over the years to deepen investment ties between developing markets in Asia and North America.

President: T Michael Lutas

As the CEO of Citizen Intelligence TM Lutas created a government oversight project that enables everyday people to keep an eye on the political class through business intelligence. He is also currently involved in a civic initiative to create a private watchdog over flooding control (and lack thereof) in Charleston, SC, called Charleston Dry Feet. TM Lutas has also worked as the primary Windows administrator and backup Solaris admin for the DDPA, the coordinating arm of Delta Dental. Additionally, he was the head of data services for Putting People First, network and systems administrator for RyTech, and an IT/systems consultant for a handful of consulting firms. He founded ROITGroup, LLC.

COO: Peter Lee

An ex-VP at JP Morgan, Peter has extensive experience in the areas of risk management and devising strategies to mitigate fraud. Peter has a proven track record of constantly adapting to any fluid environment, and building and leading high performance teams.

CFO: John Ro

John Ro is a tax professional and IRS Enrolled Agent stationed out of Chicago, Illinois. Ro is a graduate of UCLA with a degree in Economics and Accounting. He was a certified CPA in California.

Chief Investment Adviser: John Bonar

Deputy Chairman of the Westminster Russia Forum, John Bonar has spent much of his 70 years reporting on emerging market countries in the Middle East, Russia and South East Asia. He is committed to forging business links between the developed world and emerging markets.

CMO: Jason Tonic

Jason Tonic ("JT") utilizes his experience in education and journalism for marketing in the emerging fields of blockchain and cryptocurrency. As a former administrator for the cryptocurrency VeChain, he has proven himself to be extremely agile in the frenetic cryptocurrency market. He manages the entire marketing team under him.

CTO: Han Wen

Han Wen is a highly sought after talented IT professional who has experience in payment system integrity in the area of mobile banking. He has consistently held senior software engineer titles in everything he does since 2009.

Eurasia Marketing Officer: Artem Dorokhov

Artem has extensive experience in communication and digital marketing for international companies. He has successfully employed his creativity and strategic perspective in different industries including hospitality, IT, and journalism. Artem adopts and executes marketing initiatives and PR strategy for Russian-speaking regions.

Technical Analyst: Ayman Tamimi

Ayman Tamimi has a background in engineering and manufacturing, providing ample insight into the drug discovery process, R&D, quality management, and product development for pharmaceutical and healthcare products. Ayman has experience working with biotech start-ups and as a pharmaceutical consultant in a cross-functional capacity.

References

ERC-20 standard: https://theethereum.wiki/w/index.php/ERC20_Token_Standard

Ethereum white paper: <https://github.com/ethereum/wiki/wiki/White-Paper>