TRAXA

Bringing the Global Supply Chain to the Blockchain

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About Traxa

Traxa is a decentralized autonomous organization (DAO) created to solve the global supply chain's disruptive visibility crisis by leveraging blockchain technology and the professional, cultural and financial transformations of Web3. Traxa does this through a two-sided data market utilizing a global "play and earn" community and establishing strategic partnerships to generate location and status information for the supply chain assets-in-motion. This data is then accessible to supply chain participants including the manufacturers, carriers, governments, retailers and a host of others who desperately need it to become more effective, sustainable and secure.

Market Position: Blockchain, Web3, Big Data, Data Analytics, IoT, AI, Play and Earn Gaming, Blockchain Gaming, Content Creator Economy, Industrial, Supply Chain Logistics, Transportation, Data Brokerage.

Year Company Founded: 2021
Legal Structure: LLC
11 Council Members
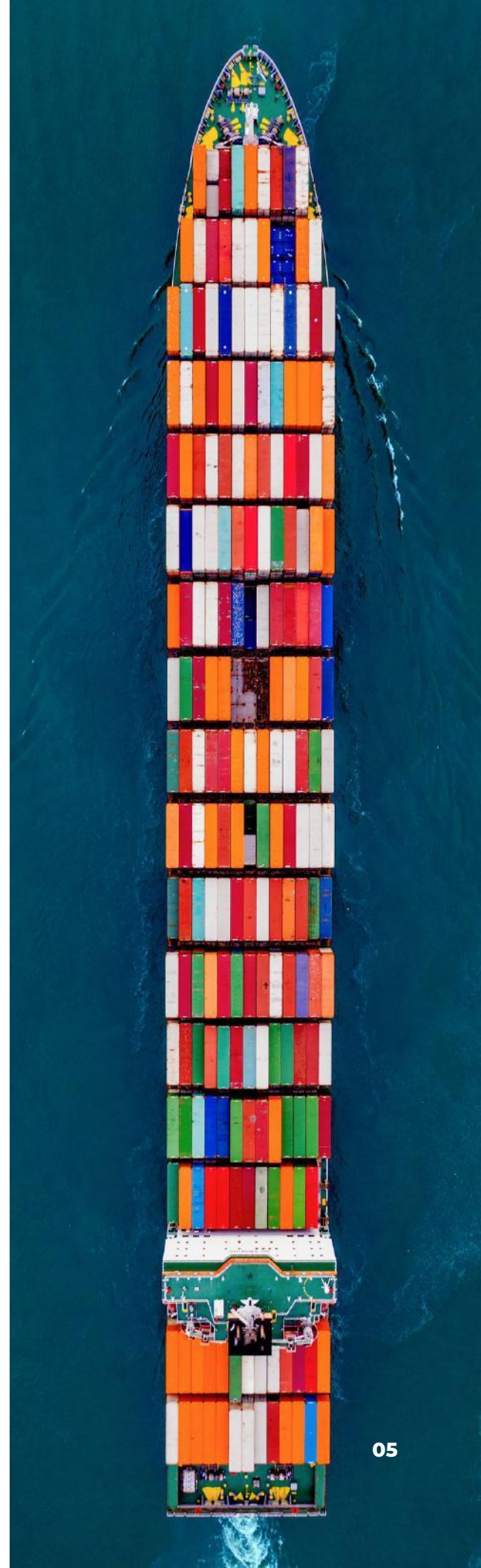
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Introduction

Today's global supply chain faces overwhelming challenges as it transitions to a modern infrastructure that meets our needs in the 21st century. One of the greatest of these challenges is supply chain visibility, a problem for which there are no viable solutions. Critical information for supply chain assets-in-motion must become open and accessible, providing companies with the essential data to unlock the future of supply chain operations. This paper introduces these challenges and our solutions for addressing them.

Specifically, it addresses the following:

› The supply chain disruption issues are massive and will continue to escalate. Traxa brings a real time solution and the right approach in a fraction of the time it takes for others to implement restricted strategies using outdated technology.

› The supply chain tracking methods currently in use only solve a fraction of the problem, limited by data access because of company and market silos. Traxa breaks out of these silos using future focused technology that fuels an incentive driven, agnostic global marketplace, allowing participants to access and trade the right data at the right time, creating a holistic real time view of the global supply chain.

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The Crisis is Here

Global trade volume is continuing to rapidly rise, hitting an 8.3% increase in 2021 alone... and we're not ready for this. The global supply chain has used 'band-aid' visibility measures and management solutions for years now. While these partial solutions were enough to keep things limping along, the last few years have strained the system to its breaking point.

From January 2020 to January 2022, industry disruption exploded with an increase in delivery times of 173% (this means goods traveling from China to the US take over a month longer than they did in 2019), and during the same period costs to transport a shipping container increased almost tenfold by rising 953%. The effects of this are cascading, and touch everything from environmental sustainability to increased global poverty, and the price for everyday items is skyrocketing with no relief in sight.

One of the leading causes for supply chain disruption is the visibility crisis. Even before COVID-19 and the escalating supply chain demands, visibility was among the top strategic priorities worldwide.

Today, only 6% of the world's shipping companies report that they have full visibility of their supply chain, and the number dramatically drops from there for external visibility due to siloed information as companies withhold data (if they even have it) for a competitive edge. The results of this are catastrophic, and lead to delays, lost containers, unknown / erroneous delivery estimates, fraud, theft, and your favorite stores continuously showing 'out of stock' for your favorite items.

In a fractured network of systems that relies on the trust and participation of key supply chain players, there are currently ZERO solutions widely accepted in the industry for solving the supply chain visibility crisis. Many have tried using both analog and traditional digital methods, but because they are always subject to the information silos, they are only ever able to achieve limited success.

Our Solution: Community & Marketplace

Technology solutions are key to the future of a safe and effective global supply chain, specifically on logistics visibility and tracking intermodal shipping containers responsible for carrying 90% of the world's trade.
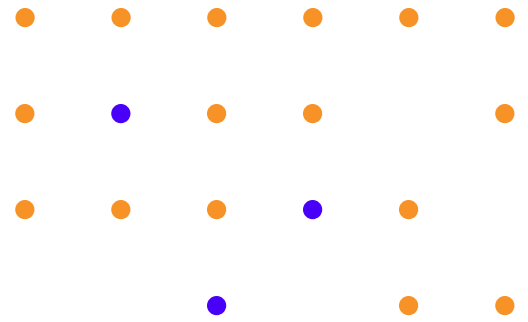
The Traxa ecosystem comprises two interfaces that are the gateway for a next generation data brokerage system, the Traxa app and the Traxa marketplace.

Starting with the Traxa app, the core focus is to act as a user interface for data collection, where the Traxa community data producers can access the ecosystem, upload data captures and connect their web3 wallets for NFT producer verification and rewards.

The Traxa marketplace is the consumer and trade interface where the data that is collected, verified and integrated into the decentralized database can be accessed in real time by shippers, carriers, 3PLs, governments, physical and E-commerce retailers, seaports and others who utilize this data to run their businesses more effectively.

Traxa can integrate with existing supply chain management logistics infrastructures and companies will still be able to isolate their own data through private marketplaces, providing an entirely new and unparalleled approach to global data collection and distribution.

› Fast, accurate, and cost effective asset location data

› Increase in situational awareness and feeds strategic decision making processes

› Solutions that leverage existing infrastructure while addressing critical gaps

› Creates new opportunities for participants and a support community for the supply chain

› Leverages Web3 technologies the right way

› The right approach to future proof the supply chain today

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Market Projections

Traxa is situated between two massively growing industries of global supply chain logistics and Web3 blockchain technology and is strategically positioned to provide a unique solution. These factors are expected to drive change in the various associated markets and supports Traxa's market position:

$13T — Global logistics market value for 2027 with a CAGR of 6.5% from 2020-2027.

$1.4T — Blockchain technology market size projections for 2030, with a CAGR of 85.9% from 2022-2030.

$100B — The Next Generation Supply Chain Market (Big Data, Blockchain, IoT, 5G and AI) is projected to reach over $100 Billion USD by 2030.

226M — Estimated number of Intermodal containers shipped annually world-wide, and growing.

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Tokenomics

Traxa's ecosystem is driven by the $TRAXA utility token. The tokenomics principles are designed to ensure the ecosystem can grow to the benefit, rewards, and utility of all the participants: location data producers and consumers, marketplace participants, investors, DAO members and those in the greater Traxa community.
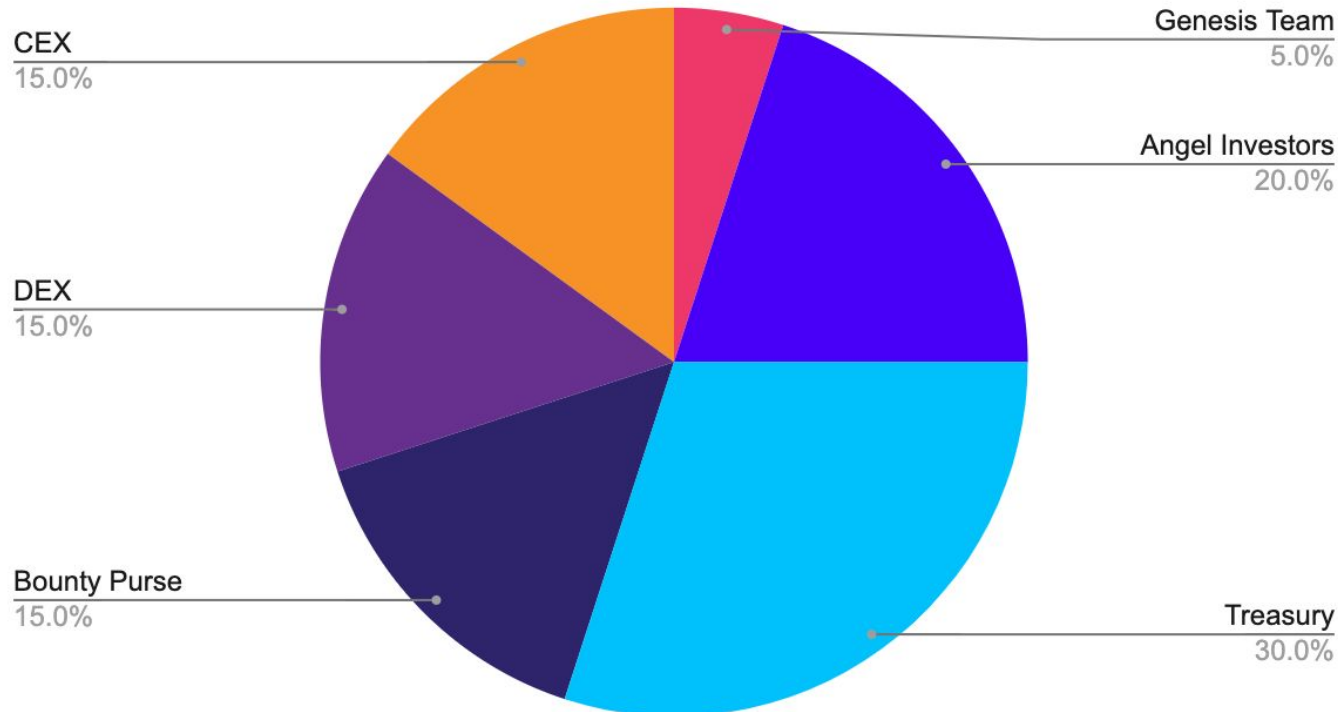
Token Information
Name: Traxa Token
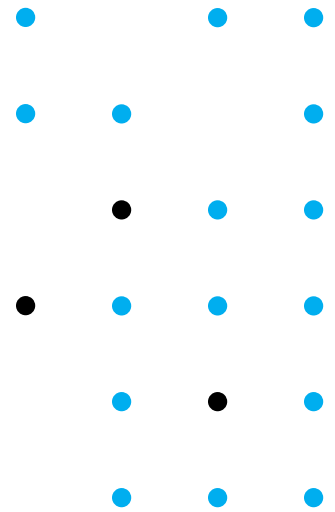Symbol: TRAXA
Decimals: 18
Total tokens: 10 Billion

Token Distribution

Initial $Traxa Token Distribution (2 Billion Pre-Mined $Traxa)

CEX
15.0%

DEX
15.0%

Bounty Purse
15.0%

Genesis Team
5.0%

Angel Investors
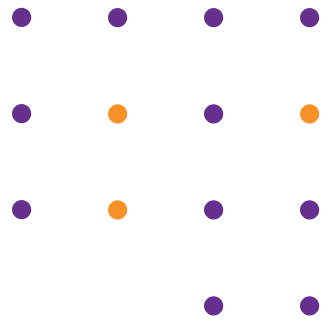20.0%

Treasury
30.0%

Technology

Traxa works by tracking assets in motion using image capturing devices like a data producer's phone or a dedicated device. Our first use case is to track shipping containers and award the data producers for creating data on our blockchain. Shipping containers provide a perfect use case as the majority of supply chain data is either not collected or siloed in company specific databases. We instead use a crowdsource method for collecting data using a play and earn inspired model for consumers and making that data available to shippers, carriers and insurance companies alike.

With the Traxa Android app complete, Traxa is already capable of executing the core functions of generating the PoL (Proof of Location) NFTs (Non-Fungible Tokens), and producers are already generating data and setting themselves up as early contributors. As the Traxa ecosystem continues to launch, this lets them earn $TRAXA tokens which can be used within the ecosystem for various utilities. Providers can also decide what data they want to share and how long they would like to share it. Sharing more data lets them earn more tokens and access more gamification features, making this a true play and earn model.

The Traxa app is the primary interface for global PoL NFT data producers to engage with the Traxa Ecosystem and will be a primary mechanism for the minting of new PoL NFTs. The Traxa Marketplace can be accessed by businesses via API and provides consumers with a real time account of supply chain activity. This allows consumers to make educated decisions within their own businesses and also provides opportunities to engage in supply chain optimization practices. This model allows for a global, open and immutable record of logistic data that can benefit both the Producers and consumers of data.

Conclusion

Logistics companies are challenged with updating the technology used for their data collection, and the majority of the data is formatted for their own limited use with little external application.

With logistics problems compounding as global trade continues to rapidly expand, unresolved pain points will become debilitating as the industry progresses with its exponential growth.

The visibility crisis with its lack of transparency and company-siloed access to location and status data is a dirty secret in the shipping industry that remains an unsolved problem in the global supply chain with no other viable solutions in sight.

Traxa provides a new way to create visibility of global supply chain data in a transparent, unbiased, trustless, and open-sourced way. This allows a comprehensive picture of the entire supply chain at a glance.
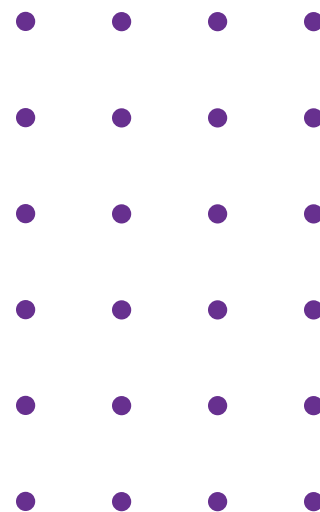

Traxa has the speed advantage, with the ability to rapidly gather data in real-time, and provide verifiable tracking of assets-in-motion across the globe.

Traxa solves a worldwide crisis and benefits everyone, providing amazing earning opportunities to individuals across the globe as Traxa community members.
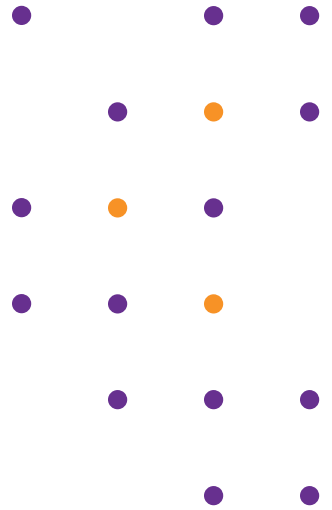
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Getting Started

Even small improvements in the global supply chain have significant worldwide impacts. Enhancing efficiency for asset tracking positively impacts global prosperity and makes items more affordable at the end of the chain. Improvements also have huge sustainability value and every time we reduce shipping times with more accurate forecasts we reduce waste and lessen environmental strain.

Web3 provides a powerful and timely way of doing that by not only delivering the technical tools needed to increase visibility and collaboration, but also by providing the means for the Traxa Community across the globe to take ownership and have a stake in the supply chain. Our approach to supply chain transparency creates a unique marketplace that empowers the global community by rewarding equitable information exchange. By crowdsourcing and distributing ownership of that data, Traxa isn't just creating another platform to help make other companies more efficient, timely and reliable, we are here to fuel the growth of the entire global supply chain community by providing a novel reward mechanism for Traxa content creators and consumers.

Whether you are a programmer, logistician, technologist, storyteller, community leader, guild member, manufacturer, CEO, sailor, college student or truck driver, you can make a difference with us. Traxa is just getting started and we want you.

Join The Community

@traxaIO
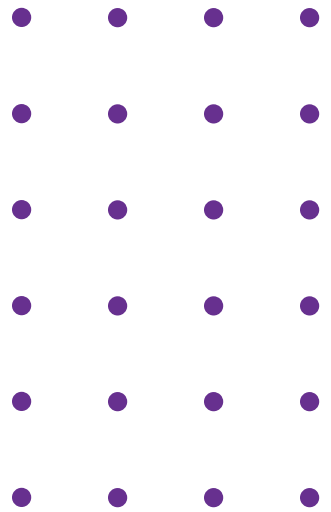
discord.traxa.io

traxa.io

Test The Traxa App (MVP)

mvp.traxa.io

Thank You!

Traxa is on a mission to use Web3 to transform the global supply chain making it more secure, transparent, sustainable and effective. We'd like to thank all our DAO council members and contributors who are already actively making this mission happen.

@council-members

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chriscrypto#1746

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Fire-Monkey#6783

Investor Guardians#8520

jamesrolex#1563

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Synner#7778

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