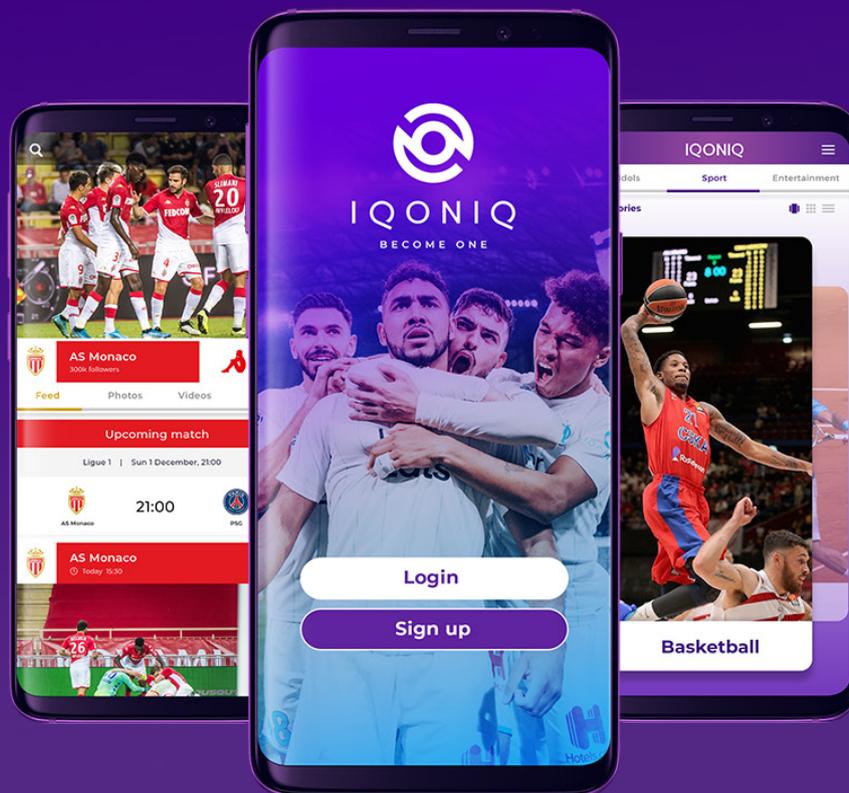




# IQONIQ

BECOME ONE



**THE ALL-IN-ONE FAN  
ENGAGEMENT SOLUTION  
REDEFINING LOYALTY**

**November 2020  
Executive Summary  
[www.iqoniq.com](http://www.iqoniq.com)**

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IQONIQ reserves the right to change product and Idol images and specifications at any time without notice.

# 1. Company Overview

**IQONIQ is a new social media & fan engagement ecosystem which exclusively targets the “Sport & Entertainment Industry”.**

The IQONIQ platform is revolutionizing the multi-billion-dollar Sport & Entertainment industry by introducing a best-of-breed social engagement platform that enables sport clubs, athletes and entertainers to better manage and monetize the value of their global fragmented fan base and social media assets. It provides fans with a richer, rewarding and more personal relationship with their heroes and clubs, with a universal, seamless, and gamified loyalty platform and many other features integrated in the App.

## Vision

Our vision is to become The Fan Engagement Platform for the Sports and Entertainment industry by introducing an All-In-One Solution for Clubs & Idols, Fans and Brands.

## Mission

Our mission is close the gap in the Sports & Entertainment industry with a unified engagement platform with the power to meet the needs of fans, their Idols and their clubs.

# 2. Existing Challenges



**“Current solutions simply don’t provide us a way to effectively monetize our fans”**

**Eduard J. Scott**  
COO  
EuroLeague Basketball



**“We don’t really know our fans. In fact, Google and Facebook know more about our fans than we do”**

**Guy Laurent**  
Marketing Director  
UEFA



**“Most loyalty programs fail due to lack of incentives that reward fan loyalty”**

**Adolfo Bara**  
Former MD Sales & Marketing  
LaLiga

## **For too long, fans and their heroes have been short-changed by existing fan sites and social media platforms.**

Ask any dedicated fan of a football club, sports personality or celebrity what they want, and they will say deeper engagement with their heroes. Yet the organizations that claim to bring fans closer to their Idols are letting them down.

Fans want to know everything about their Idols and clubs but have to switch from Snapchat to Instagram and then back to Twitter to catch all the updates they want from their heroes or those with an inside track.

If they want to buy tickets or merchandise that's another site again. Similarly, fans often find the established social media and fan engagement platforms don't allow them to engage sufficiently with the personality, club or sports star they admire. Eager to learn the latest scores or catch the latest movie trailer, fans turn to Sky Sports or YouTube, hoping there's nothing they've missed.

Part of the problem is the lack of a mechanism to make fans feel appreciated. Social media provides the vehicle through which fans can follow the fortunes of their heroes, but beyond the rare tweet or comment, the platforms don't offer an effective channel for interaction between fan and Idol. Fan sites provide glossy images, expensive merchandise and, in some cases, exclusive content. But this comes at a cost. As a result, fans are being milked for their devotion throughout the year, but at no time do they receive any real rewards for it. Opportunities to win prizes are few and far between, loyalty schemes don't provide any genuine incentives, and the fun element of fandom can sometimes be thin on the ground.

As a result, Idols from the sports and entertainment world and the clubs they represent, have a fragmented fanbase – one which takes a long time to nurture and maintain. These fans need one single place to find everything they could ever want to know about their heroes.

Equally, the clubs, stars and personalities of the sport and entertainment world need their fans. Without the support of their fans, they would not have the recognition and fame that drives their careers.

This has a knock-on effect for brands and businesses seeking to link with sports and entertainment heroes too. Their marketing messages are being diluted through a myriad of channels and obscured by a tickertape of other content streamed through a fan's social media feeds.

There's no single mechanism for Idols and clubs to reach their fans and engage with them or for businesses and brands to partner with Idols effectively. There's a gap in the market for a unified platform with the power to meet the needs of fans, their Idols and their clubs. The time has come for a fan engagement platform with a difference. An ecosystem which understands the needs of fans, clubs and Idols are intertwined, and which fulfils all these needs in one unified solution.

### 3. IQONIQ ALL-IN-ONE Solution



Having spoken extensively to fans, clubs and Idols around the world, IQONIQ gained a privileged insight into the needs, hopes and aspirations of all parties. Recognizing the symbiotic relationship between fans, their Idols and their clubs, IQONIQ sets out to meet the needs of both groups and deliver a solution which benefits everyone involved.

### How is IQONIQ different for fans?

#### An all in one solution

As our days get busier and the communications channels we use become more cluttered, people are increasingly turning to all-in-one solutions to manage many aspects of their lives.

Rather than searching through physical or online stores for our favorite music, 36% of music is now streamed through Spotify. Instead of scrolling through websites for video content, 78% of online video is accessed through YouTube. And to save time finding hotels, contacting them and making reservations, a huge 92% of all hotel bookings are made online through platforms such as Booking.com.

IQONIQ takes this centralized model and runs with it by creating a complete fan ecosystem, where fans can find out anything and everything about their heroes.

Recognizing every fan is different in terms of the experience they seek, IQONIQ enables its fans to shape the way they engage with their Idols to fit in with their needs, interests and lifestyles.

For the first time ever, fans can be part of a platform that rewards them for their loyalty. A platform that understands that each fan wants to engage with their hero on their own terms. Members gain access to discounts, vouchers, cashback and reward items of their choice, and the more they take part, the more loyalty points or coins they can earn.

Fans want to get closer to their heroes, and they can win prizes that give them a more personal connection with their Idol or club, such as a signed T-shirt, a personal chat or the opportunity to meet the Idol in real life. There is also the chance to take part in auctions for unique items donated by celebrities.

## How is IQONIQ different for Idols and clubs?

### A single, loyal fanbase

In a world where one impulsive tweet, questionable post or random piece of fake news can destroy a reputation, Idols work harder than ever to build a positive personal presence.

High profile figures in the Sports and Entertainment Industry can manage their reputations more carefully by focusing on one single, reliable platform. A band would be able to strengthen its image as innovative instrumentalists or songwriters more quickly if all the content of them creating their music is focused in one place, for example.

IQONIQ provides Idols and clubs with an opportunity to both strengthen their personal brand across the global social-sphere while also generating daily income. The idols/clubs' efforts in sharing content with their fans/followers will not significantly change. Rooted in our platform is a profit-share model that effectively integrates each idol into becoming a financial-partner of IQONIQ.com.

But having a large fanbase is only part of the story. Through IQONIQ's fan ecosystem, Idols can optimize their presence and derive an income from fans who are keen to pay for a higher level of engagement.

With a unified channel, Idols and clubs can provide positive, value-added engagement that their fans will be happy to pay for.

## How is IQONIQ different for businesses and brands?

### Multiple opportunities in a single place

IQONIQ provides a powerful influencer marketing platform for some of the key brands of the sport and entertainment world.

Using a data-driven approach, IQONIQ explores geographic and demographic information to predict which high profile influencers are likely to have the greatest impact for which brand. These predictive analytics provide a valuable insight for brands in selecting the most lucrative sponsorship and advertising deals. A sports clothing brand can target a specific football club or player, or a perfume manufacturer might develop links with an up-and-coming girl band.

IQONIQ's extensive understanding of the Idols and clubs they have partnered will help to provide brands with better opportunities for association and sponsorships. Businesses and brands can link up with Idols who match the values of the brand and who will help that brand project a positive image.

## 4. The Market

There are an estimated **2.5 Billion** users on social media, and more than **50,000 idols** active on these platforms, according to Statista.com. With a platform specifically for fan engagement, IQONIQ predicts an userbase of more than **500 million fans** through its platform by 2024. Each enjoying a richer, more personalised engagement with their idol.

### Social Media Idols Market reach



**> 2,5 billion Users\***

\*Source: Statista.com

### Sports & Entertainment Idols on Social Media



**> 50k\*\***

### IQONIQ's initial Idols online reach



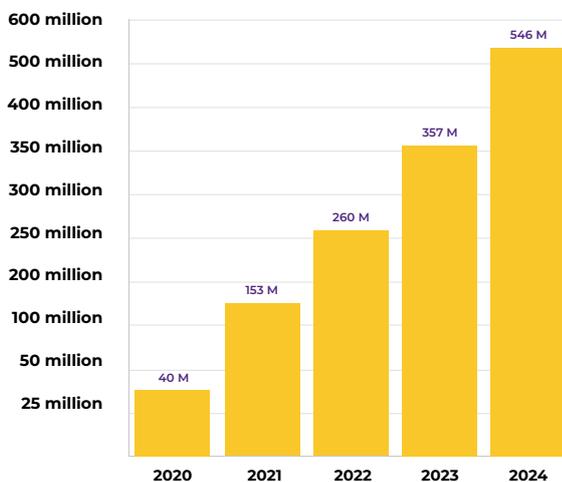
**> 500 million Fans\*\*\***

By establishing partnerships with around **500 Idols** and **hundreds of Clubs**, each with a following of between 100,000 up to the millions (in some occasions even tens and hundreds of millions), our reach could potentially extend to more than 1.5 billion people through the existing social media pages of our Clubs & Idols, a reach that is almost unheard of.

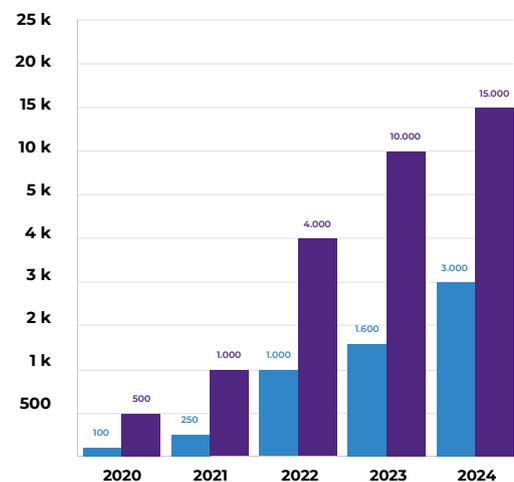
## User, Idol & Club Growth

■ Idol ■ Club

### User Growth



### Idol & Club Growth



## 5. Business Model

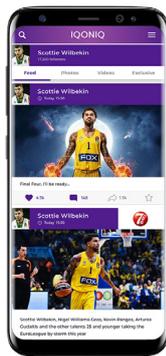
IQONIQ offers idols and clubs a profit-share model that invites them to become a financial partner of IQONIQ.

### The income is generated through multiple revenue streams including:

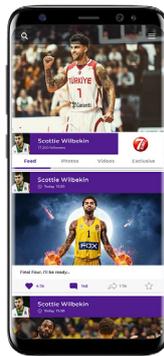
- Advertising from businesses
- Sponsorship by brands
- Income from product endorsement
- Fan membership subscriptions paid monthly
- Membership perks such as online games and access to augmented reality broadcasting
- Sales merchandise in the webshop
- Sales of tickets for concerts, matches and events
- Sales of digital memorabilia such as exclusive music videos



Sponsored  
Splash Screen



Sponsored logo



Sponsored logo+



Advertisement



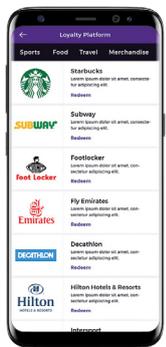
Stories  
Advertisement



Product  
Endorsement



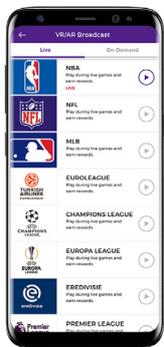
Membership



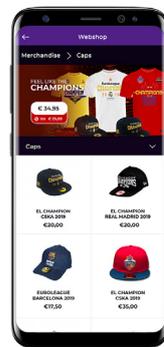
Loyalty Platform



Gamification



VR/AR  
Broadcast



Webshop



Tickets

## 6. Strategic Alliances



[www.img.com](http://www.img.com)



[www.lextal.ee](http://www.lextal.ee)



[www.sport-gsic.com](http://www.sport-gsic.com)



[www.microsoft.com](http://www.microsoft.com)



[www.wpp.com](http://www.wpp.com)



[www.groupm.com](http://www.groupm.com)



[www.mediacom.com](http://www.mediacom.com)



[www.bcw-global.com](http://www.bcw-global.com)



[www.superunion.com](http://www.superunion.com)



HOGARTH

[www.hogarthww.com](http://www.hogarthww.com)



[www.razlincapital.com](http://www.razlincapital.com)



[www.wwp-group.com](http://www.wwp-group.com)



[www.kpmg.com](http://www.kpmg.com)



Law . Tax

[www.cms.law](http://www.cms.law)

## 7. Launching Partners

IQONIQ is excited to announce strong launching partners from the sport and entertainment sector.

For more information: see [IQONIQ Partnerships.pdf](#).



## 8. Awards

- |                                                                                             |                   |
|---------------------------------------------------------------------------------------------|-------------------|
| • Top 10 - Hype Sport Innovation Blockchain for Blockchain out of 125 sports tech start-ups | September 18,2019 |
| • Top 20 - TAU Innovation Conference out of 400 start-ups                                   | June 28, 2018     |
| • Top 25 - eBay Startup Cup (Israel) out of 100 start-ups                                   | June 27, 2018     |
| • Finalist - Chelsea Tech Hack (upon invitation only)                                       | April 5, 2018     |
| • Winner - Euroleague Tech Challenge out of 62 start-ups                                    | March 23, 2018    |
| • Winner - iAngels Sports Tech Awards out of 50 sports tech start-ups                       | July 4, 2017      |
| • Top 35 - Sports Tank out of 275 sports tech start-ups                                     | May 2, 2017       |
| • Top 50 - Hype Foundation out of thousands of sports tech start-ups                        | Mar 5, 2017       |

## 9. Intellectual Property

### Utilizing:

- Gamification patent
- Camera broadcasting patents

## 9. The IQONIQ token



Join the **Revolution**  
Become part of the **Movement**

**As a pure utility, the IQONIQ tokens intrinsic value is to grant access, access to the fans globally, to the idols and to the clubs. Ensuring that beyond the scope of traditional social media channels, IQONIQ is able to engage, grow and unify a vast community of disenfranchised and dissatisfied fans.**

Our fans want to buy tickets, merchandise and experiences, and they want to feel valued for their loyalty. Similarly, our Idols want to monetise and reward their fanbase they have worked hard to cultivate.

The IQONIQ token provides a streamlined way to deliver a reciprocal loyalty programme which encourages fans to get more involved and to be rewarded for this greater involvement.

The IQONIQ token, IQQ, is a utility token, and ownership of this token provides fans with access to a wide range of exciting opportunities which bring them one step closer than anyone else to their Idols.

### **By using their tokens, users can gain access to options which may include:**

- Access to a club's new kit several days before it is released to the general public.
- The chance to participate in 'ask the star' conversations with an Idol.
- VIP access to sports grounds.
- Specially produced video and exclusive content.
- Priority access to tickets for matches, shows and events.

## Why IQONIQ is a Compelling Opportunity to Participate:

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- ✓ Low Data Cost
- ✓ Potential leading social network platform for idols and their fans
- ✓ Massive total addressable market
- ✓ Attractive aggregator business model
- ✓ Net profit vs turnover
- ✓ Multiple revenue tools
- ✓ Strong Patent on our gamification
- ✓ Global Tier 1 Strategic Partners
- ✓ Launching Partner EuroLeague
- ✓ IQONIQ utility token has already been accepted to be listed on different exchanges
- ✓ Compelling key metric and indicative valuation
- ✓ Existing proven business model
- ✓ Global market
- ✓ Idols & Clubs are business and financial partners
- ✓ Numerous avenues for further growth
- ✓ IQONIQ's team of business experts, designers and programmers is backed up by a management and executive team with a combined **250 years+ experience.**



**“Our goal is to become the Number One Fan Engagement Platform for the Sport and Entertainment Industry within the next 3 - 5 years”**

# Disclaimer

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