



**I Q O N I Q**

BECOME ONE

**THE IQQ TOKEN  
FRAMEWORK**

FEBRUARY 2021





## Introduction

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

IQONIQ is building a complete fan-centric ecosystem, where fans can find out anything and everything about their heroes, their favorite sports clubs and get the best possible offers from an array of brands.

## Description

IQONIQ provides a digital sports-focused marketplace and a Non-Fungible Token (NFT) platform. Partner companies are able to mint the NFTs, connecting them to the real world- or entirely digital assets. Users can buy and sell sports collectibles and items powered by state of the art decentralised ledger technologies. IQONIQ platform is partly built blockchain technology. The main features of the technology is utilized in processes where a decentralized ledger technology adds value.

All social activity within the IQONIQ App - content creation, likes, reposts and comments are rewarded with loyalty points.

The main audience consists of regular users, corporate clients and partners. Regular users are sports fans that want to get access to different discounts, vouchers, cash-back and reward items of their choice. The corporate clients are sport clubs, athletes, entertainers and brands.

Internally IQONIQ utilizes three types of tokens with different roles in the system: IQQ (main token), IQ Loyalty Points and NFTs.

### How does the system work:

1. Users can purchase IQQ tokens on centralized crypto exchanges (CEXs) and swap them for other tokens or crypto currencies on decentralized exchanges (DEXs).



2. It is possible to use the IQONIQ App without the IQQ tokens, however holding and spending the IQQ tokens enables users to earn IQ Loyalty Point at a faster rate. By holding IQQ tokens users accelerate their benefits, are able to get higher discounts and win better prizes depending on which tier they are in.
3. Regular users that own IQQ tokens can stake them on the platform. This locks the IQQ tokens for six months and users are unable to sell or spend them. Users can unlock them every 30 days. If users unlock the IQQ tokens prior to the prescribed six-month period, the staking rewards are voided.
4. Users that have staked their IQQ tokens are rewarded with both the IQQ tokens and the IQ Loyalty Points. The amount of reward depends on the user's spending on the platform, the size of their stake and participation ratio.
5. Users can use their IQ Loyalty Points to participate in special events and contests or transfer them to other users. Also the tokens can be potentially transformed into discounts and cash-backs, from the merchant partners within the loyalty platform. The IQ Loyalty Points are used only within the IQONIQ ecosystem and cannot be obtained from neither CEX, nor DEX.
6. Users with a sufficient amount of IQ Loyalty Points can participate in auctions and lotteries for exclusive and rare or unique items.
7. Once users participate in the special events, their IQ Loyalty Points balance is reduced accordingly.
8. At the auctions and lotteries users can buy or win NFT tokens, which represent unique real world items or entirely digital ones. NFTs can be bought with crypto or with fiat currencies. Users are incentivized to purchase NFTs with IQQs, or just by holding and staking IQQs, by having early access to said NFTs and preferential discounts.

#### **What are the incentives for the participants:**

1. Regular users are incentivized to purchase IQQ tokens, to hold them and remain active spenders on the platform by earning IQ Loyalty Points. The more IQQ tokens you hold and/or stake - the more IQ Loyalty Points you receive and the greater events you may unlock. The IQQ-holding and staking tier system is explained further in this document.
2. Users who stake IQQ tokens will be more loyal to the IQONIQ platform and are less likely to leave for competing platforms, thereby forming a competitive moat around the project.



3. User rewards in the form of IQ Loyalty Points will be made available on the IQONIQ platform, without the need to use wallets or exchanges unless they want to, thereby not acting as a barrier.
4. Users can participate in auctions with exclusive lots and win unique items in the lotteries. Users can also purchase unique items from their favorite teams and brands from the marketplace. By being part of the platform and holding IQQs, users receive early access to the said NFTs and benefit from preferential discounts.
5. As the IQONIQ platform grows in size, more rewards will be offered to fans and token holders depending on the size of their IQQ holdings, their in-app activity and other attributes.

## Components

There are several important components that make up the IQONIQ platform:

- **Main Tokens (IQQ):** Owners of this token receive rewards for holding it, in the form of additional IQQs and IQ Loyalty Points. The more IQQ tokens the user holds, the higher his tier is, the more IQQs and IQ Loyalty Points he/she receives when interacting within the IQONIQ ecosystem, accelerates other benefits within the app and the ecosystem. All transactions within the ecosystem are done with IQQ.
- **The IQ Loyalty Points:** IQQ holders and regular app users are rewarded extra with IQ Loyalty Points for their activities. IQ Loyalty Points are continuously minted and do not have a fixed supply. Its supply depends on a user's spending activity on the platform, the size of their stake and participation ratio, which indicates the total value locked (TVL) of the staked IQQ tokens.
- **Non-Fungible Tokens (NFT):** Owners of these tokens possess unique and individual assets which can be collected, used as a collateral, etc. Since these tokens are based on blockchain technology, all copyrights and ownership details get automatically recorded and securely maintained.

**IQQ, IQ Loyalty Point and NFT tokens** can be transferred, traded, locked for governance or otherwise interacted with on the Ethereum blockchain.



## Main Token (IQQ)

The IQQ token is an ERC-20 token on the Ethereum blockchain. IQQ token allows holders to participate in the IQQ staking and Growth Fund. Platform shall reward all users who stake IQQ tokens with both the IQQ tokens and IQ Loyalty Points. The NFTs can be bought with both IQQs and fiat money, yet the users are incentivized to purchase NFTs with IQQs by having early access to the said NFTs and preferential discounts.

The IQQ token holders are split in four tiers as follows:

	Tier 1	Tier 2	Tier 3	Tier 4
<b>IQQ Held</b>	1,000 - 10,000	10,001 -25,000	25,000 - 50,000	50,001+

Users are able to lock their token holdings to receive staking rewards. To receive the rewards, the tokens have to be locked for a period of six consecutive months. The unlock schedule for the staking reward is: 50% in six months from the end of the staking period and the remaining 50% in the subsequent six months.

The users can unlock the staked amount every 30 days, however, if users unlock the IQQ tokens prior the prescribed six-month period, the staking rewards are voided. The users are entitled to the rewards in accordance to the amount of IQQs staked.

	Tier 1	Tier 2	Tier 3	Tier 4
<b>IQQ APY</b>	10%	15%	20%	25%

## IQ Loyalty Points

The IQ Loyalty Points are a built-in the loyalty program which is used inside the IQONIQ ecosystem only. The IQ Loyalty Points has no fixed supply and can be earned by users by staking IQQ tokens on the IQONIQ platform, or gained via social activity on the platform or outside of it. The users are entitled to the rewards in accordance to the amount of IQQs staked.



	Tier 1	Tier 2	Tier 3	Tier 4
IQ Loyalty Points APY	20%	25%	30%	40%

## 1. IQONIQ NFT Prestige

A NFT loyalty program based on holding IQQs. An outline of how the prestige program will work appears below. By holding a certain number of IQQ's, users will become members of IQONIQ Prestige, which unlocks several benefits. The more IQQ they hold, the better the privileges users receive!

Examples of Privileges:

- Discounts on selected new release
- Early access to selected new releases
- Votes on what collectibles fans would like to see
- Invitations to exclusive preview events
- Special unique features for the IQONIQ upcoming marketplace
- Access to unique collectibles not available to everyone else
- Invitations to exclusive virtual events with creators, artists, etc.
- Special events to win unique collectibles
- Monthly drops of FREE exciting NFTs and IQ rewards

## 2. IQONIQ Rewards

The more the platform is used, the more and better rewards are available to fans. Gamification layers will be available, where users will be able to complete quests, complete competitions, win leader boards, earn badges, create the best collectibles, bid highest and much more to get regular IQ Loyalty Points and NFT rewards.

There will be opportunities to participate in the governance of communal curated galleries and spaces with some really cool reward mechanics too.



### 3. Create and Connect

The IQONIQ platform will be used to craft personal digital collectibles. Brands, Clubs, Idols and influencers will have the toolset able to create amazing 2D, animated, or even 3D NFT's. This service will be unlocked with the use of IQQs.

#### The Non-Fungible Tokens

A non-fungible token (NFT) is a type of cryptographic token which represents unique items. They are not mutually interchangeable, they have individual specifications and properties. Non-fungible tokens can be used to create verifiable digital scarcity. NFTs are especially useful for any applications that require unique digital items such as digital art, digital-collectibles, and in-game items.

NFTs can be purchased with both, crypto- and fiat currencies. By being part of the platform and holding IQQs, users receive early access to the said NFTs and benefit from preferential discounts.

IQONIQ utilizes ERC-1155 token specification on the Ethereum blockchain for their NFT tokens.

The IQONIQ platform provides fans with exclusive digital assets in the form of NFT tokens that can be redeemed for real world exclusive and rare items or could possess standalone value. IQONIQ enables corporate clients to easily create digital collectibles and sell them on the marketplace.

Non-fungible tokens allow for further tokenization of both digital and real-world assets. Physical assets, like team's property, could be tokenized for fractional or shared ownership. As these fractionalized tokens are non-fungible, the assets' ownership is completely traceable and clear, even if only tokens that represent part ownership are sold.

#### They are:

1. **Unique.** Deep inside a non-fungible token, metadata describes what makes this asset different from all the rest. This is a permanent, unalterable record that describes what this NFT represents — almost like the certificate of authenticity that you'd get with a rare painting.



The NFTs in this document are used for demo purpose only.

- 2. Rare.** Scarcity is an important ingredient in the recipe that makes NFTs so attractive. While developers have the freedom to generate an infinite supply of certain assets, they also have the power to limit the number of rare, desirable items in existence.
- 3. Indivisible.** For the most part, NFTs cannot be split into smaller denominations — they can only be bought, sold and held whole. Remember the rules of non-fungibility: you can't purchase 10% of a plane ticket, or collect 50% of a baseball card.

IQONIQ has created a mass market immersive collectible Non-Fungible Token (NFT) platform, via the IQONIQ fan engagement platform, focused 100% on all sports and entertainment. The NFT Marketplace will be accessible through Mobile, augmented reality (AR) and virtual reality (VR) and will include unique social, gaming and creative experiences, enabled by blockchain. The platform will be used to collect, showcase and trade rare digital collectibles. IQONIQ will also enable tokenization of major sport and entertainment IPs and bring them to the blockchain world via its own NFT minting and trading platform.



The digital collectibles market is massively increasing in popularity and will be available via blockchain technology that IQONIQ provides. Through using NFTs, true ownership and scarcity can be verifiable. Users of IQONIQ platform can easily navigate without any blockchain knowledge, thus enabling Fans from around the world to own Digital Collectibles, and IQONIQ to aim at the mass market collectables crowd.

### **Collect. Experience. Create**

Examples of Collectables include for instance owning a rare jersey, signed cards or collectibles, merchandise and much more which fans can showcase. Fans could also own unique sport or entertainment artwork which is made by Idols, clubs or artists. Fans will be also able in the future to show off their digital collection of entertainment assets which can also unlock great experiences, and will be able to share these with friends, families and other fans even via your mobile phone.

### **The home of digital collectibles**

IQONIQ's approach to collectibles is to enable them to engage in new and unique ways. By using gamification IQONIQ can advance fans from just collecting for the sake of completion, into engaging users through competing and creating new experiences.

### **A cross platform journey**

Take IQONIQ collectibles wherever you go! Mobile users can display and share their collectibles in Augmented Reality. VR will bring the ultimate immersion where fans can customize and livestream their own personal space to share and show-case their collections.

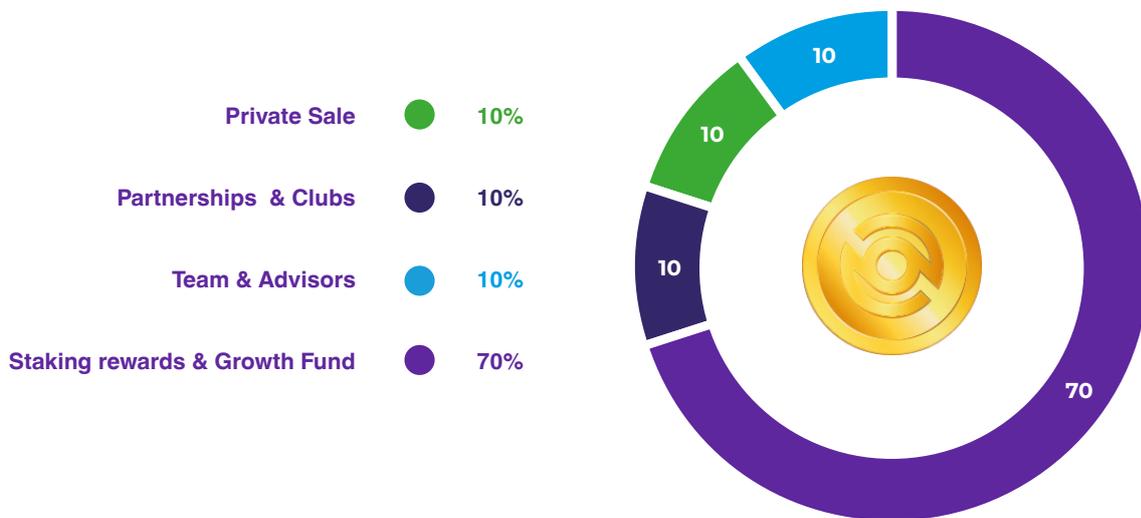


### Issuance and Distribution of IQQ Tokens

A total supply of 2,500,000,000 IQQ tokens shall be issued on the Ethereum network. 10% of its total supply shall be distributed during the private sale. 10% will be distributed among the team and advisors, 10% will be held for our partnerships and clubs, and 70% shall be reserved for development purposes that include public pre-sales, staking and other rewards and other platform activities.

As for IQ and NFT tokens, their supply is not fixed and the issuance is regulated by platform's policy.

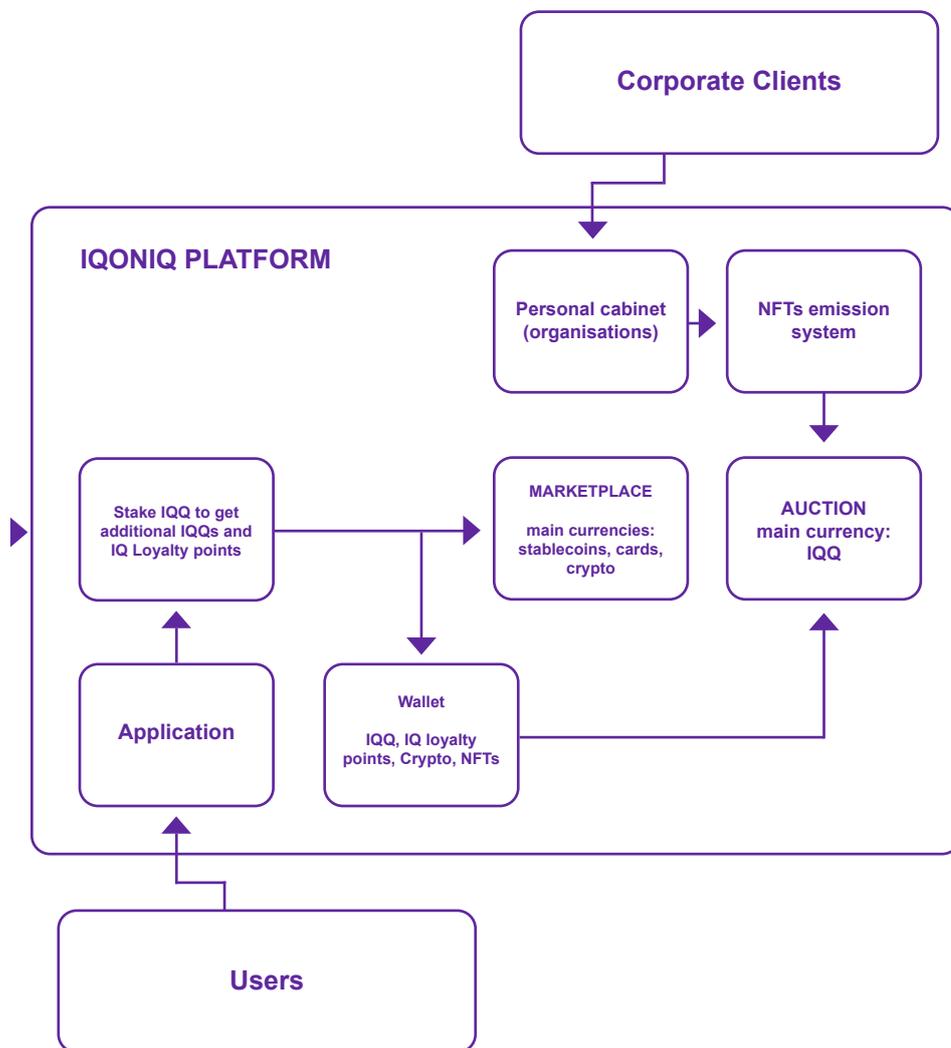
### IQQ Token Distribution





## The Ecosystem

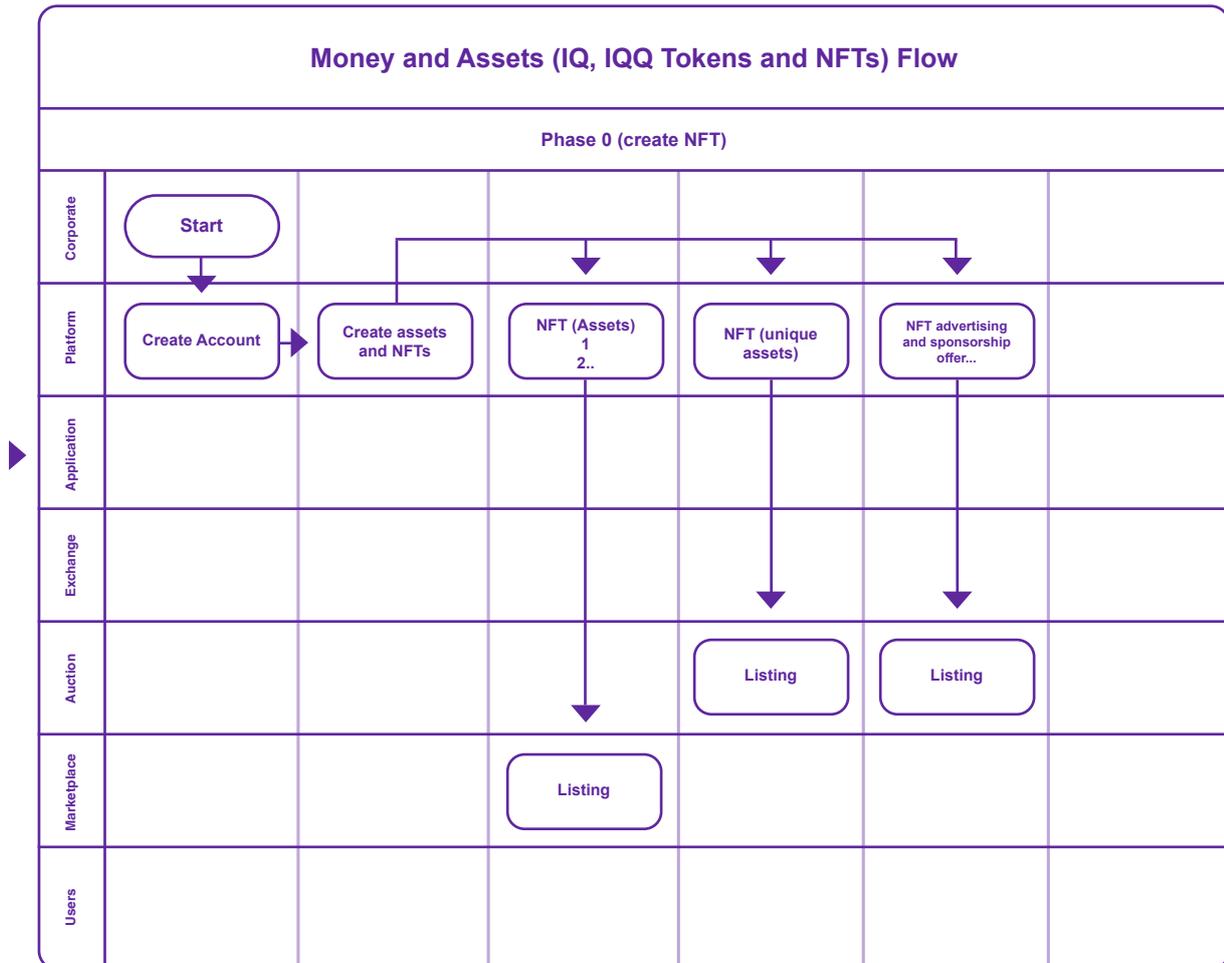
The IQONIQ's Ecosystem consists of: platform, corporate clients (partners, teams, brands) and ordinary platform users.



A Personal account is created for corporate clients. They can use it to blog, place ads and add goods to their respective catalogue. All created goods are the NFT tokens. The NFT token is generated when the good is purchased. GAS fee for generating and sending the token is added to the good's cost.



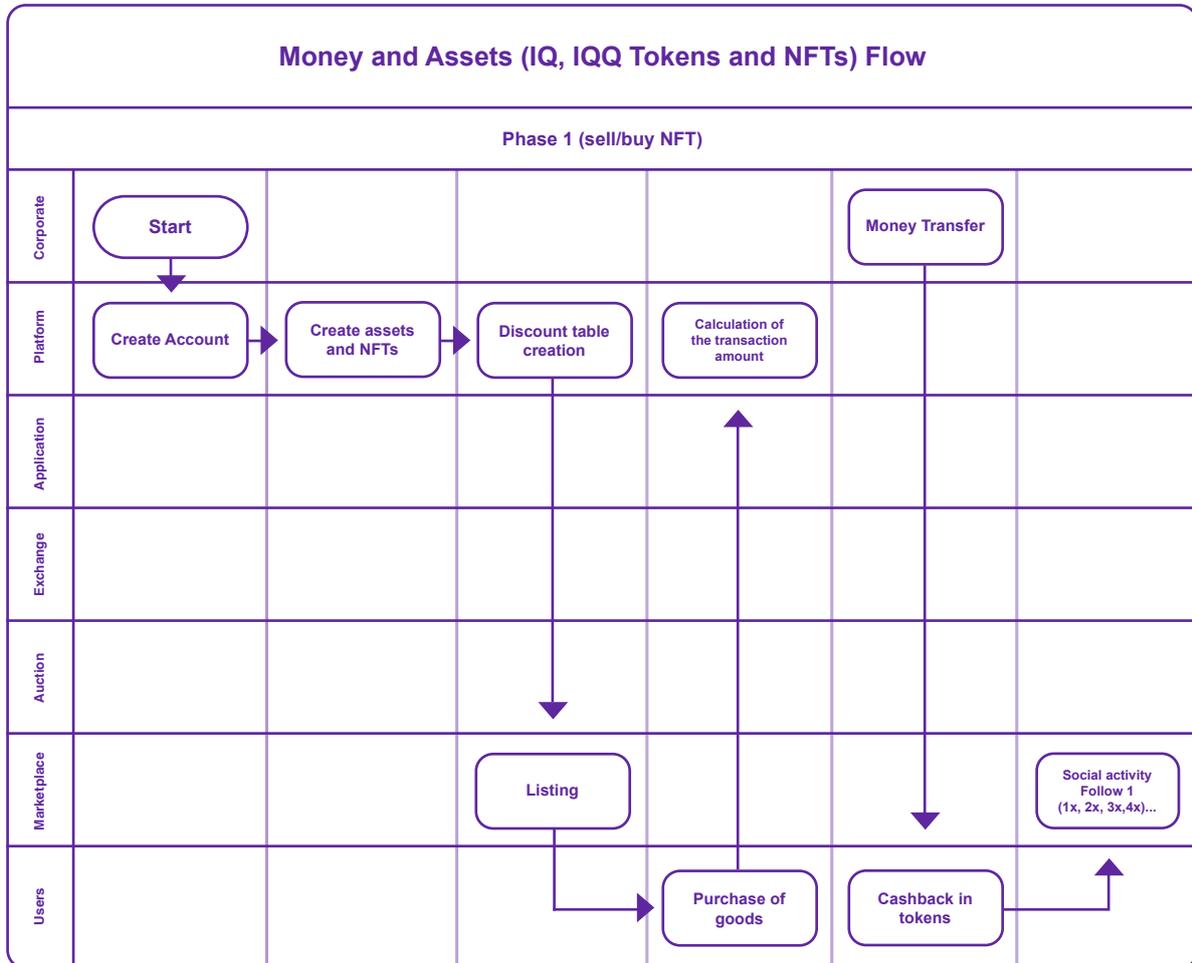
All of the generated goods can be sold at the Marketplace or at an Auction within the platform.



NFT can be of several types: identical and numberless (identical T-shirts), identical and numbered (match tickets, which differ in their number and place), exclusive.

Partners receive IQ Loyalty Points Tokens for creating goods on the platform.

Platform users (users) can display social activity, purchase, sell and trade goods. Any actions on the platform are rewarded with loyalty Point tokens - the IQs.



Loyalty tokens' accrual depends on the user's type. Users are divided into four tiers, depending on the amount of IQQ tokens stacked.

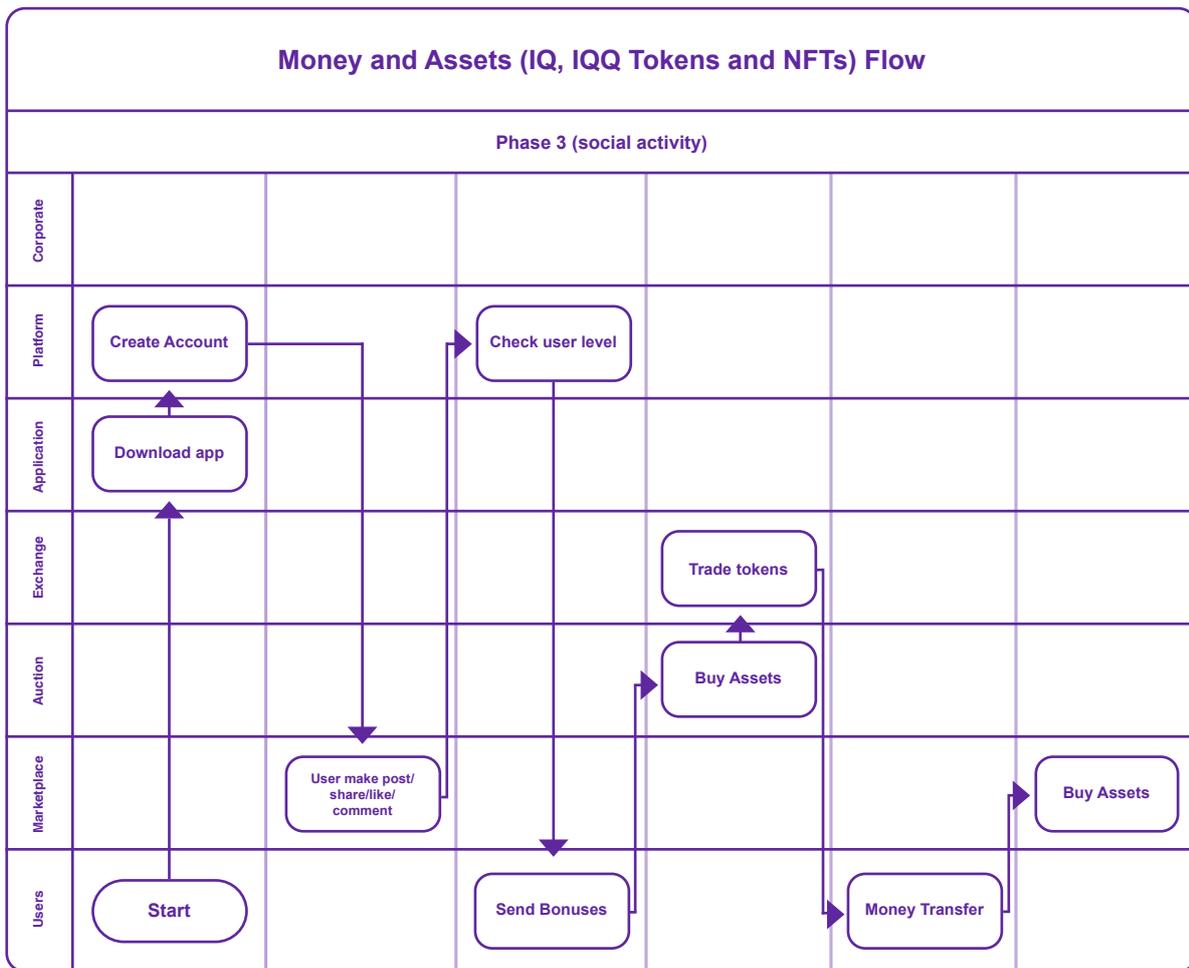
	Tier 1	Tier 2	Tier 3	Tier 4
<b>IQQ Tokens held</b>	1,000 - 10,000	10,001 -25,000	25,000 - 50,000	50,001+
<b>Membership discount</b>	25%	50%	75%	Free

Loyalty Points tokens (IQs) are awarded for being socially active at the platform as well as making purchases at the marketplace or an auction. Loyalty Points tokens are accrued based on the following principle:



	Tier 0	Tier 1	Tier 2	Tier 3	Tier 4
Like	1	2	3	4	5
Share	2	4	6	8	10
Post	3	6	9	12	15
Buy	1\$=1 IQ	1\$=2 IQ	1\$=3 IQ	1\$=4 IQ	1\$=5 IQ

User interaction with the platform and social activity generation mechanism is as follows:





During the first stage, all of the IQ Loyalty Points are indefinite. The amount of Loyalty Points Tokens is unlimited and depends solely on the social activities in the app.

Corporate clients will be able to acquire IQ Loyalty Points tokens by placing goods at the marketplace. They will be able to spend the aforementioned Loyalty Points in exchange for buying ads within the platform.

## System's architecture

**Stage 1.** During the first stage, the system's architecture is Ethereum network-based. Transaction fees are added to the transaction costs when generating NFT or paying for goods with the IQQ tokens.

**Stage 2.** After the increase in the number of users on the platform, L2 network will be created for the Ethereum network. This network will be built based on PoS technology and the transaction fee for registered users will be 0.00001 Assets' transition from L2 into the main Ethereum network will be carried out via gateway. Users will bear the transfer transaction's fees.

## The benefits of IQQ

The IQQ Token provides incentives to all stakeholders to contribute into the IQONIQ ecosystem.

## Benefits for fans

The IQQ token will provide fans with access to four reward tiers, with increased levels of benefits depending on the number of tokens that fans individually stake. The staking requirements ensure that fans have access to benefits, only if tokens are locked with the platform over a certain period, i.e. some tier benefits would kick in after a continuous 30-day staking period and would be revoked immediately if staking requirements are not met.



The benefits to each fan will be proportional to 1) individual platform spend in the last 30-day time window, 2) benefits from staking tier and 3) the size of the staking.

Reward tiers are set out below:

	Tier 1	Tier 2	Tier 3	Tier 4
<b>Tokens held</b>	1,000 - 10,000	10,001 -25,000	25,000 - 50,000	50,001+
<b>Fans receive</b>	<ul style="list-style-type: none"> <li>• Premium Membership 25% Discount</li> <li>• 25% bonus loyalty points for the following month</li> </ul>	<ul style="list-style-type: none"> <li>• Premium Membership 50% Discount</li> <li>• 50% bonus loyalty points for the following month</li> </ul>	<ul style="list-style-type: none"> <li>• Premium Membership 75% Discount</li> <li>• 75% bonus loyalty points for the following month</li> </ul>	<ul style="list-style-type: none"> <li>• Free premium membership</li> <li>• 100% bonus loyalty points for the following month</li> </ul>
<b>Chance to win</b>	<ul style="list-style-type: none"> <li>• Jerseys</li> <li>• Official Game Balls from the IQONIQ partners</li> </ul>	<ul style="list-style-type: none"> <li>• Signed official Jerseys from the IQONIQ partners</li> <li>• Signed official Game Balls from the IQONIQ partners</li> <li>• General admission tickets from the IQONIQ partners</li> </ul>	<ul style="list-style-type: none"> <li>• Signed official Jerseys from the IQONIQ partners</li> <li>• Signed official Game Balls from the IQONIQ partners</li> <li>• VIP ticket from the IQONIQ partners</li> <li>• Final four ticket EuroLeague</li> </ul>	<ul style="list-style-type: none"> <li>• Signed official Jerseys from the IQONIQ partners</li> <li>• Signed official Game Balls from the IQONIQ partners</li> <li>• VIP ticket from the IQONIQ partners</li> <li>• Final four ticket EuroLeague</li> <li>• Monaco Formula 1 VIP Tickets</li> <li>• EU Semi-Finals &amp; Finals Football match VIP tickets</li> <li>• Exclusive VIP benefits and VIP experiences</li> </ul>



## Benefits for IQONIQ

For IQONIQ, the use of the IQQ token has the potential to catalyze network effects beyond what could be achieved through traditional membership incentives as it promotes ecosystem-building behavior in both fans and clubs.

## Potential future stakeholders

Use cases for the IQQ token will be expanded as content providers, retailers and other participants join the platform. The core principles behind each use case will be to continue to reinforce the proportionality between rewards and platform contributions.

## The role of the IQONIQ staking & growth fund

The IQONIQ Growth Fund is a ring-fenced entity that will house the majority of the token supply at onset. The IQONIQ Growth Fund aims to meet its ecosystem growth objectives by:

- 1) Reward IQQ token holding, by providing additional IQQs via staking
- 2) Over time, conservatively monetize its token supply to fund the expansion of the platform and further enhance the fan experience. Routes to monetization include selling tokens to clubs, platform content providers and suppliers who want to enjoy the network effects of the platform, or, conservatively selling limited tranches in the open market (on exchange)

## Liquidity of the IQQ Tokens

The IQQ token will be tradeable peer-to-peer on the IQONIQ platform and listed on exchanges.



## Examples

### Example A - the usage of NFTs in the IQONIQ ecosystem

Marie is a huge fan of Berlin's leading grass hockey team, The Black Angels. Marie's account has 1000 IQQ Tokens and 1000 IQ Loyalty Points. The Black Angels decide to sell off all of their team's outfits and donate the proceeds to the Urban Farming Fund. The Black Angels have 10 items to sell (rewards). Their manager logs into IQONIQ Ecosystem, uploads the pictures of the physical items and easily creates the NFTs (rewards), pegged to the 10 items. The manager creates an auction and sets the entry barrier at 500 IQ Loyalty Points. Marie qualifies for the auction and submits her bid for one of the items - 500 IQQs. And voila, her bid wins! Now Marie has 1 NFT (reward), 500 IQQs and 500 IQ Loyalty Points left on her account. She receives the physical item by post and happily wears it to work, while the Urban Farming Fund has benefited from the proceeds, committed by the Black Angels.

### Example B – Tokens received by fans for active participation

A fan spends time playing games and watching content with ads on the IQONIQ platform. The fan would be able to earn IQQ tokens for this activity in-line with market standards set by other platforms, i.e. proportionately to time spent. The IQQ rewards would be calculated in line with market standards.

### Example C – Rewards received by fans

Rewards will be paid out in real-time rather than at the end of a given period, made possible by real-time platform analytics as well as full visibility of the tokens that are staked on the platform. Rewards will take the form of price discounts on platform experiences, goods, and services.

As a simplified example, a fan belonging to tier 2 may have spent 100 USD on the platform in the last 30 days and received 10 USD in discounts.

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