

WHITEPAPER version 1.2



In a moment of unprecedented growth in the decentralized environment and in the fundraising industry, Iconic creates its business proposal to integrate to a strong community responsible for building and enhancing the most disruptive technology of the generation.

Planned as an ecosystem to drive promising businesses through blockchain fundraising, Iconic installs itself while an exponential movement of evolution and popularization takes place.

For those users already familiar with the technology, this moment awakens opposed feelings: excitement due to the opportunity for investments expansion and, at the same time, concern with the sometimes disorderly development and with the behavior of new players.

We believe that actions are necessary to show that the decentralized does not need to be disorganized.

The Iconic brings through the three environments of its ecosystem a complete channel for making investments in businesses with safety instruments and guarantees that are unprecedented in the blockchain industry.

With this, we call the community through the "Let's move the chains" campaign, offering the Iconic ecosystem to bring together different interests and, together, build an integrated, stable and secure path for this technology to achieve its full disruptive potential.

Let's move the chains.



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Iconic is an investment and negotiation ecosystem for business assets that utilizes blockchain technology.

The company was born to strengthen and help mature the new crowd investment market that operates and establishes itself in a whole new universe, a universe of blockchain and other models of distributed trust. Iconic is the natural result of a market demand that found the perfect technology to meet it.

To date, the crowd investment market has not identified an opportunity that would allow it to thrive in retail. Private investment contracts in the traditional market demand costs that are incompatible with the risk-return they offer, even when involving small amounts of investments. In addition, they are extremely bureaucratic while at the same time offering investors little liquidity,

resulting in the depreciation in value of the investments made.

The blockchain and distributed trust technologies revolutionized this universe and created a new category of assets, the first to genuinely utilize electronic assets, kicking off the Initial Coin Offerings (ICO) era.

Today, the exuberance of the ICO market could not be greater. Between 2016 and 2017, more than 2 billion dollars were raised to finance the most varied projects in exchange for tokens of all nature.

Crowd investment in electronic assets brought to the world dynamism, efficiency, liquidity and transparency as never seen before.



#### 1. WHAT IS ICONIC?

Iconic is an environment for the financing and offering of businesses' assets through blockchain technology. Being the result of the necessity of bringing together promising investments and potential investors with a technology that offers a new world of opportunities through a decentralized and transparent digital structure, Iconic is guided by the premise of helping to drive and organize the development of a disruptive market having the potential of boost numerous businesses' categories.

#### 2. MARKET

To map Iconic's market, it is necessary to analyze two markets that, together, integrate the scope in which the company operates:

- 1. blockchain and decentralized trust, where the Iconic ecosystem will be installed;
- 2. the crowdfunding market, including equity, which determines the business model.

#### a) Blockchain

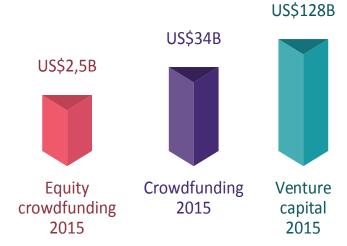
The blockchain is an absolutely revolutionary technology that has the potential to directly impact many industries and markets due to its transparency and decentralized operation.

Its employment is gradually becoming widespread and today, even being a young technology, the blockchain industry with all its applications - mostly with cryptocurrencies such as Bitcoin and Ether - is estimated to have more than 14.750 million wallets created by its users, indicating that the level of coverage is huge even if considered still far from the mainstream.

#### b) Crowdfunding

Crowdfunding, a business financing strategy through collective funding, initially innovated the ability to raise funds for promising projects.

Offering return to the investor through services and giveaways or, as in the case of Equity Crowdfunding, a stake in the business, this market today corresponds to the most popular non-conventional action to make businesses viable without the presence of intermediaries. This format, despite moving significant funds such as \$ 34 billion in 2016, being \$ 2.5 billion in equity alone, presents fundamental constraints that, under current conditions, limit its potential to sustain the development of the environment.



#### c) Crowdfunding on blockchain - ICOs

By integrating a company's assets acquisition into a transparent and decentralized technology, it is possible to offer investors within the investment crowdfunding market a new set of features that help all sides of the business: investors, business and middlemen. At its core, the goals are the same as those of crowdfunding, where a company raises funds by sharing assets with a predefined counterpart for investors. From this similarity, the ICOs market goes further to offer significant advantages that boost the potential of the collective financing industry, uniting attributes of other business segments such as venture capital, crowdfunding, equity crowdfunding, IPOs and stock offerings in general.

Starting in 2016 and especially in 2017, the ICO

environment became big and, with this growth, the year will close with investments totaling more than \$ 3 billion, an unprecedented value throughout the crowdfunding industry.



#### 3. MOTIVATION

a) The necessary evolution of the ICO market Like everything new, the ICO universe has encountered many challenges. A technology, by essence, has 'the disruption' as its basic characteristic, which inherently causes its development to precede the integral comprehension of its scope, limits and consequences.

The exponential growth of projects within the dynamic of the initial offers, as well as the resounding success of many of them, has made this new market of new investors give such attention to the offers themselves that it has been distracted for some time from what solidifies and valorize them: the unrestricted fulfillment of the promises each one contains.

The potential of blockchain and distributed trust in general are not fully achieved if the technology does not also act and serve as a control instrument for the entire universe of promises that the ICOs contain. Very low transaction costs and very high liquidity lose value as differentials and vectors of interest as the capitalized projects begin to distance themselves from their goals and promises.

So far, the young ICO market has looked only

at the pre-offers, realizing, little by little, the importance of the later.

Iconic is born as the only market environment that offers an integral approach to the ICO, not only focussed on achieving successful funding, but also with what goes beyond. Because of this comprehensive structure, the company is not defined as a platform, but as a complete ecosystem that offers promising investment opportunities while providing all the required security instruments for the parties involved.

If it is a fact that the ICO market grew naturally reaching relevant funding volumes, already being present platforms and accelerators as competitors, it is also a fact that no one has so far presented solutions to promote the growth and maturation of the entire environment. The services included in Iconic's Ecosystem, forming a complete investments' environment, as much as its business proposal and culture promoted by the people involved (team and advisors), they all demonstrate the assertiveness of creating an integrated community to help build the future of the market.

With this approach, Iconic presents itself as the first ICO environment on the market to provide the acquirer of electronic assets with adequate tools so that it can exercise complete control over the actual delivery of projects over time.

Iconic Assurance, one of the environments inserted in the ecosystem of the company, is therefore to inaugurate a new dimension in the universe of ICOs. Through the use of preventive tools with the participation of ecosystem users such as the escrow, the various types of audits and instruments for the settlement of litigation between project companies and their supporters-investors, Iconic provides the ICO market with the opportunity for maturation,

resulting in richer, more solid offerings with the ability to maintain value over time.

#### b) Moving beyond the digital market

From the beginning, the ICO universe has manifested its predilection for the world of technology. As in a self-referred environment, this technology has become an instrument for financing more and more technology projects, preponderating tech-related ICOs.

This trend occurred very naturally and was inherently predictable given the proximity between blockchain and other distributed trust pioneers and technology.

The truth is that the potentialities of blockchain are too remarkable not to be applied to traditional businesses and markets, historically built without a (known or explored) tendency to the digital.

Without neglecting its inherent and inseparable connection with the digital environment, Iconic observes that there is a huge chunk of the market endowed, with a large economic significante, that are still far from understanding the benefits of entering the blockchain universe. However, once converted or at least partially linked to blockchain, these businesses will drive an unprecedented increase in wealth, turning the distributed trust an irreversible force among us.

Launching entirely digital projects in addition to other projects not naturally belonging to the digital world consists of realizing Iconic's vision of consolidating the blockchain as the most appropriate instrument for making exchanges between people. With the appropriate proposal to help mature the industry, Iconic

will seek to bring new players closer to the technology, expanding the market, building new opportunities and bringing more security for current users.

#### c) Boost investments

The original inspiration for Iconic was born out its founders' vision to: create an environment that bridges the gap between innovative projects and companies and people who believed in them and had the resources to make them possible. Traditionally, this process of connecting investors to new projects is often a bureaucratic, slow, and frustrating effort, the interaction between innovators and investors often proving to be an impractical activity, making good ideas unfeasible and resulting in missed opportunities.

ICO is a tool for collective financing that brings together ideas-businesses and investors who were not able to participate in other popular fundraising formats to date, either due to the restriction to smaller contributions, the lack of liquidity in the short term, rigidity in relation to the asset acquired or even the lack of accessibility to projects due to border issues.

By teaming up with technology professionals and mapping market movements, Iconic was painstakingly planned created to build an environment that drives new business, benefiting investors, capital formation and results, and also the community, with increased circulation of wealth and generation of a wide variety of business opportunities. Utilizing blockchain technology, Iconic enables a new market take form with the potential to impact an unimagined universe.

#### 4. ANSWER TO THE PROBLEM

Iconic believes blockchain technology is one of the most valuable innovations to date and has the potential to impact on the world for the years to come. However, as with all new technology, innovation precedes organization. That's why Iconic works as a player to act in the next stage of technology, building an ecosystem and forming a strong community through the development of the tools necessary to stabilize and popularize the industryand drive impacting projects bytaking a leading position in this necessary step of expansion and maturation of the market.

5. POSITIONING

Through an extensive analysis of the market environment and its actors and movements, a relevant space has been identified in this new and prosperous industry: the absence of a safe environment with transparent practices that can bring to the market and its stakeholders a means of prolific investment that helps the whole industry to mature.

Based on its marketing analysis and the services it will offer, Iconic will work with the following strategic guideline:

### AN ICOs ECOSYSTEM BUILT THROUGH DECENTRALIZED ASSURANCE

#### 6. BUSINESS' STRUCTURE

Iconic's operation will focus on offering tokens of promising business within the Iconic Environment. However, the ecosystem will present complementary services that will create new dynamics and turn processes more agile to the whole industry.

To generate incentive to participate and promote the ecosystem, Iconic will only receive

revenue generated by their participation in the negotiations and services carried out in the environment. In the following description, the company summarizes the format of its main services in each channel:



#### 7. COMPETITIVE ADVANTAGES



#### 8. FINANCIAL PROJECTIONS

The financial projections contained herein were prepared based on two fundamental assumptions: 1. modicity in the projections of variables related to revenues and 2. the estimation of expenses with a certain margin of safety. The variables used, for the most part, are included in the explanatory notes that accompany the projections.

In addition, the projections took into account a scenario of average fundraising within Iconic's ICO. The resources, in this case, are used to a) Financial model

provide the cash needed for the operation to enter as soon as possible in the revenue generation phase, as demonstrated in the cash flow chart.

Differences for less in ICO funding will be offset by reduction in marketing, expansion and team size dedicated to accelerating ecosystem delivery. On the other hand, differences for more in the fundraising will allow the implementation of more aggressive plans of marketing and expansion of Iconic.

a) Financial model			
PROJECTIONS	2018	2019	2020
1 TOTAL REVENUE	\$ 7.487.648,00	\$ 27.029.336,24	\$ 34.337.874,36
1.1 Environment revenue	\$ 1.080.000,00	\$ 3.264.300,00	\$ 3.946.320,00
1.1.1 Cryptocurrencies revenues	\$ 540.000,00	\$ 1.620.000,00	\$ 1.944.000,00
1.1.2 Project's tokens revenues	\$ 540.000,00	\$ 1.620.000,00	\$ 1.944.000,00
1.1.3 Equity revenue	\$ -	\$ 24.300,00	\$ 58.320,00
1.2 Trading revenue	\$ 6.407.648,00	\$ 23.765.036,24	\$ 30.391.554,36
1.2.1 Revenue of tokens traded	\$ 567.648,00	\$ 2.724.710,40	\$ 4.087.065,60
1.2.2 Loss due to launched projects that shutdown	\$ -	\$ -643.031,65	\$ -964.547,48
1.2.3 Token value appreciation	\$ -	\$ 4.163.357,49	\$ 6.245.036,24
1.2.4 Revenue in cryptocurrencies	\$ 5.840.000,00	\$ 14.016.000,00	\$ 14.016.000,00
1.2.5 Revenue due to crypto appreciation	\$ -	\$ 3.504.000,00	\$ 7.008.000,00
1.3 Assurance revenue	\$ -	\$ -	\$ -
1.3.1 Revenue with escrow services	\$ -	\$ -	\$ -
1.3.2 Revenue of audit services	\$ -	\$ -	\$ -
1.3.3 Revenue of arbitration services	\$ -	\$ -	\$ -
2 OPERATING COSTS - CoGS, SG&A	\$ -7.029.532,96	\$ -15.529.293,85	\$ -17.784.171,38
2.1 Team and dev. salaries, wages and expenses	\$ -1.867.068,00	\$ -2.489.424,00	\$ -3.111.780,00
2.2 Infrastructure expanses	\$ -1.017.000,00	\$ -1.356.000,00	\$ -1.695.000,00
2.3 Installation costs	\$ -857.800,00	\$ -	\$ -
2.4 Marketing expenses	\$ -1.005.000,00	\$ -5.405.867,25	\$ -5.150.681,15
2.5 General expenses	\$ -261.000,00	\$ -348.000,00	\$ -435.000,00
2.6 Expansion program	\$ -1.497.529,60	\$ -5.405.867,25	\$ -6.867.574,87
2.7 Provision for general expenses	\$ -524.135,36	\$ -524.135,36	\$ -524.135,36
3 EBIT	\$ 458.115,04	\$ 11.500.042,38	\$ 16.553.702,97
4 Interest expenses	\$ -	\$ -	\$ -
5 Taxes	\$ -1.045.275,66	\$ -3.773.295,34	\$ -4.793.567,26
6 DAO NIC fund	\$ -	\$ -2.704.361,47	\$ -4.116.047,50
7 Net profit	\$ -587.160,62	\$ 5.022.385,58	\$ 7.644.088,21

Notes on projections criteria and variables

<sup>1.</sup> The establishment of the fee schedule for the initial operations will be made according to the following parameters: Environment, 5% of tokens mint during the project launch and 5% of the total funds raised; Trading, 0,48% of the traded assets; Assurance, 0%, as an Iconic policy to promote the use of the respective services.

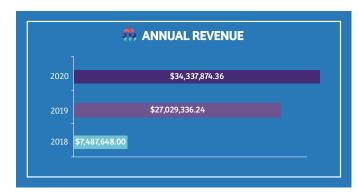
<sup>2.</sup> These projections took into account an average cap per project of USD 2.000.000 on regular ICOs and an average cap per project of USD 6.000.000 on special ICOs, considered special whenever the project has been accelerated both by environment managers or Iconic itself.

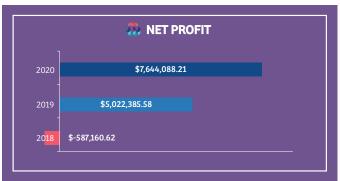
<sup>3.</sup> The regular and special ICOs were quantitatively estimated at 30 and 8 per year, also with a rate of success of 20% and 29%, respectively.

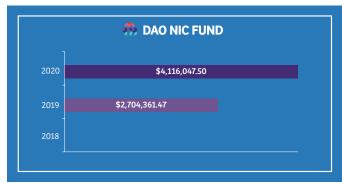
<sup>4.</sup> Considering the initial investments to be made and Iconic's hardcap to be achieved by 2/3, the Environment growth rate is estimated to be of 25% annually.

- 5. The Trading Environment is calculated to consider an annual increase of the projects' tokens that is computed considering the total amount of successfully realized ICOs through the Environment, minus an annual project's shutdown rate of 23,6%, plus an annual appreciation rate of 200% of the remaining tokens.
- 6. To estimate the daily volume of traded tokens, projections had to consider the possibility of projects' tokens to be traded in other exchanges. Considering the averages of already established markets, the daily volume was fixed at 3% of the total marketcap of each token, which represents a conservative approach to the available data.
- 7. Cryptocurrencies to circulate and to be traded within Trading are planned to be from the start the 5 of the biggest market cap. The projections consider a daily traded volume of 8.000.000, a conservative estimate, as it would place Iconic under and far from today Brazil's volume leader.
- 8. As for annual cryptocurrencies value appreciation, the projections consider it to be 25%, which is, again, a conservative approach, believing that previous data suggest a much higher number.
- 9. There is no revenue from Assurance in the first 3 years as an incentive plan to expand its use and spread Iconic's vision of a self-regulated and sufficient ICO ecosystem.

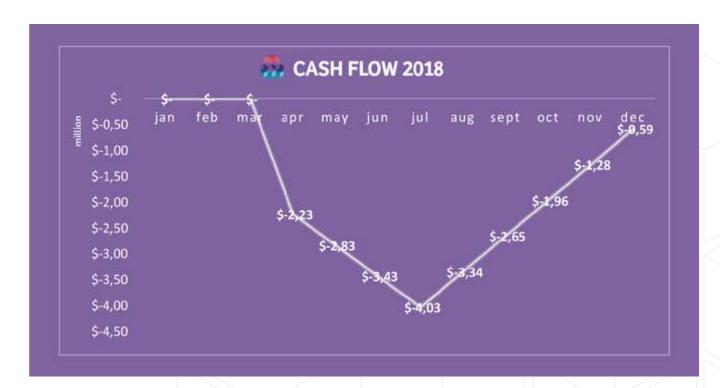
#### b) Charts











#### 9. ICONIC FIRST TWO ICOS

As its entry strategy in the market and preceding its ICO, Iconic will announce in a timely manner the first two projects that will be part of the ecosystem. The company will present two impacting businesses belonging to companies already in contract with Iconic since its constitution, creating valuable

opportunities with high potential of return and the ability to move popular industries to prove their impetus in revolutionizing the market.

ICO # 1 will be announced on February 16, 2018 and will coincide with the token (NIC) pre-sale start date.

ICO # 2 will be announced on March 15 2018 and have the same date as Iconic ICO.

COMPANY	CATEGORY	RELEASE	ICO SCHEDULE	GOAL
SERPN	MINING	02/16/2018	JUNE 2018	10 000 ~ 20 000 ETH
ICO #2	ТВА	03/15/2018	JULY 2018	ТВА

#### 10. PEOPLE FROM ICONIC

#### a) Team

Iconic is the definitive answer conceived by its founders to meet the needs and professional demands that they saw arise in the course of time.

The founders of Iconic are respected professionals in their respective areas of activity (legal, marketing and IT), including at the academic level. They are professionals with the ability to see beyond their own areas of expertise, an essential condition for them to jointly view and model a project such as Iconic's.

## Business Head Jonathan Darcie in

Partner at Doering & Darcie - Advocacia e Consultoria law firm, responsible for the general direction of the operation in several areas. As a lawyer, he acts particularly in the field of tax law, with emphasis on national and international tax planning, as well as on the restructuring and capitalization of businesses and companies. Master and Ph.D. awarded from the Federal University of Rio Grande do Sul (UFRGS), Brazil. He is also a visiting scholar of undergraduate and postgraduate

courses in Brazil, having been invited to lecture on topics of tax law, general theory law, game theory and cognitive psychology applied to law, as well as on the legal aspects of cryptocurrencies and blockchain.

## Strategic Head Roger Ilha Moreira

Graduated in Social Communication from Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil, and having a background in the creative area; he has worked with planning for a decade. After working in the national market with projects for companies such as Petrobras, Lojas Renner, Unisinos, Grendene and Grêmio FBPA, since 2014 has been working approaching international companies and brands to the Brazilian market through Abroad Brazil. At Iconic, Roger is responsible for the construction of the strategic project to assist the development of the brand and the relationship with the public and the market.

## Technical Head Filipo Mór in

**Bachelor of Computer Information** 

Systems awarded from the Dom Bosco College of Porto Alegre (FDBPOA), Brazil; he holds a Masters Degree in Computer Science from Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil, and Dalhousie University, Canada. He is currently a university instructor at Dom Bosco College of Porto Alegre and Faculty of Technology SENAC, being also a guest lecturer at PUCRS for its technology and extended education courses. He has worked as an R&D Project Manager with companies such as Dell and HP. His work is grounded on the use of evolutionary algorithms along with accelerating devices, such as GPUs, to increase the performance of parallel applications and to obtain more precise numerical results.

Blockchain Specialist
Eduardo Makiyama

Blockchain Developer
Lucas Souza da Rosa

Project Manager
Rafael Sebben

Content Manager

<u>Tatiana Prisco</u> in

Art Director
Luciane Alvim in

Art Director

Samuel Franzen in



For an advice or a critic to achieve its function, which is to open horizons, change premises or directions, it is imperative that there be a relation of respect between the advisor and the advised. Otherwise, advice and constructive criticism are received by their recipients as mere hunches, unable, therefore, to promote any kind of change or provoke reflection.

Iconic advisors are, without exception, references to their peers in their respective areas of expertise. They are, more than that, exemplary people, and they were invited to contribute with some of their experiences, visions and criticisms to the project, always with the purpose of making it more mature, well-structured and prepared for the existential purpose of Iconic: building an ecosystem to work as a driver of the decentralized expansion of markets and businesses, where not only resources collection is a priority, but also the follow-up for the lifetime of resource recipients.













# Blockchain Advisor Simon Cocking in

Simon Cocking is Senior Editor at Irish
Tech News, Editor in Chief at CryptoCoinNews, and
freelances for Sunday Business Post, Irish Times,
Southern Star, IBM, G+D, and other publications. He
is also a business mentor and advisor working with
20+ successful ICOs to date. He also been named on
10 global Twitter influencer lists in the last 12 months.
He is an accomplished public speaker at events
including TEDx, Web Summit, Dublin Tech Summit,
and overseas in Dubai, Singapore, Moscow, Tel Aviv,
Madrid, Tbilisi, Riga, Porto, Dublin and Helsinki in the
last 12 months.

## Blockchain Advisor Nikolay Zvezdin

Currently CIO at Envinary Group, ICO
Activist Investor, with experience in private
equity, assurance, and advisory; participated in 8
potential LBOs worth of "US\$ 22 billions, of companies
from Industrials, Energy, TMT, Pharmaceuticals,
FIG, and Consumer Goods sectors from the UK, US,
Hong Kong, Japan, Singapore, China, and Russia;
advised top executives of private equity portfolio
company on operations and efficiency enhancement
resulting in EBITDA increase of "60%; participated in
assurance of the largest banks in Tajikistan; winner of
CFA Research Challenge in Turkey, participant in CFA
EMEA Research Challenge, winner of Credit Suisse
HOLT Valuation Challenge, winner of Credit Suisse
HOLT Community Competition.

# Blockchain Advisor Jason Hung

Jason is an entrepreneur and inventor in mobile technology, blockchain ecosystem, digital marketing, AI and ERP related business. He is the cofounder or advisor of Treascovery, Chidopi, TimeBox, SuchApp, W2TW, BitRewards and EZPOS. He has more than 20 years proven track record on managing RD, IT, sales, consulting service with 9 technology related patents which using at more than 2000 Apps. He was also formal PeopleSoft and JDE solution head in Greater China. He is also a blockchain expert of ICOBench and International Blockchain Consulting Announcement Group.

## Economic Fabio Ostermann in

Graduated in Law from the Federal

University of Rio Grande do Sul (UFRGS), Brazil, where he also studied economics and founded the Extension Nucleus in Law, Economics and Public Policy (NEDEP). Graduated in Leadership for Global Competitiveness from Georgetown University (USA) and in Public Policy from the Leadership Academy for Development (Stanford/Johns Hopkins University). Master's degree in Social Sciences, Political Science area of the Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil, he has lectured on issues related to politics and economics in 8 countries and 16 Brazilian states.

# Economic Renata Barreto in

Economist, she also writes for the Infomoney magazine (http://www.infomoney.com. br). Her focus is on the capital market with experience in trading, structuring, and advisory, both in the domestic and international markets.

## Environment Márcio Freitas in

Specialist in Tax Law awarded from the Federal University of Rio Grande do Sul (UFRGS), Brazil, and Pontifical Catholic University of Minas Gerais (PUCMG), Brazil. He is a lawyer and accountant. He is also an Advisor of the Superior Council of Tax Studies (CONSET) of the Faculdade Brasileira de Tributação (FBT). Visiting scholar and lecturer. Former Director of Tax Consulting at Deloitte Touche Tohmatsu.



### S Environment Leonardo Barcelos in

Lawyer and partner of the law firm Barcelos e Perez. Specialist in Tax Law awarded from the Brazilian Institute of Tax Studies (2013), with a degree in Juridical and Social Sciences from Pontifical Catholic University of Rio Grande do Sul, (PUCRS), Brazil. He is the coordinator of the studies group in Tax Law of the Superior School of Law of Order of Attorneys of Brazil (OABRS, Bar Association) and member of the Study Group on Constitutional Tax Law of Federal University of Rio Grande do Sul. Member of the Special Commission of the Young Lawyer - CEJA (OABRS). Coordinator of the project "OAB Vai à Faculdade" of the Order of Attorneys of Brazil (in the years 2011, 2012 and 2016). He was a member of the Order of Attorneys of Brazil (OAB/RS) Ethics and Discipline Court (2011-2012).

Computer Engineering Course at PUCRS.

# Legal Manoel Neubarth Trindade in

Lawyer and Economist. Ph.D. and
Master in Private Law awarded from the Federal
University of Rio Grande do Sul (UFRGS), Specialist
in Civil Procedure and Constitution by UFRGS, VicePresident of the Institute of Law and Economy of
Rio Grande do Sul (IDERS) and the Energy, Capital
market and Commodities Special Commission
of the Order of Attorneys of Brazil (OABRS, Bar
Association).

# S IT <u>César Augusto Missio Marcon</u> in

Professor at the Pontifical Catholic University of Rio Grande do Sul (PUCRS) since 1995. He received his Ph.D. in Computer Science from the Federal University of Rio Grande do Sul (UFRGS) in 2005. Professor Marcon is a member of the Institute of Electrical and Electronics Engineers (IEEE) and the Brazilian Computer Society (SBC). He is a master's and doctoral supervisor in the Post-Graduation Program in Computer Science (PPGCC) of PUCRS. He is the author and co-author of more than 100 articles published in prestigious journals and conferences, book chapters and technical reports on topics related to Network-on-Chip, MPSoC (Multiprocessor System-on-Chip) and WSN Wireless Sensor Network). During the period 2009-2010, Professor Marcon was responsible for the

#### c) Escrow manager

Iconic is born with the vision of offering assurance to the world of ICOs. This is an important move that aims to create an environment of trust and security for the acquirer of electronic assets.

Considering that Iconic is doing its own ICO, there is nothing more natural than offering to purchasers of its coin (NIC) a guarantee of fulfillment of its own promises and goals.

To serve this purpose well, our escrow was chosen from much reflection. There was a need to choose someone who met a set of requirements:

- 1. An escrow close to the world of blockchain and cryptocurrencies in general;
- 2. No founder had prior personal or professional relations with the escrow;
- 3. The escrow manager, however, must be a person admired and respected by the founders themselves;
- 4. Escrow manager must at last be admired, respected, and trusted by the community at large.

Ideias Radicais Channel RAPHAËL LIMA

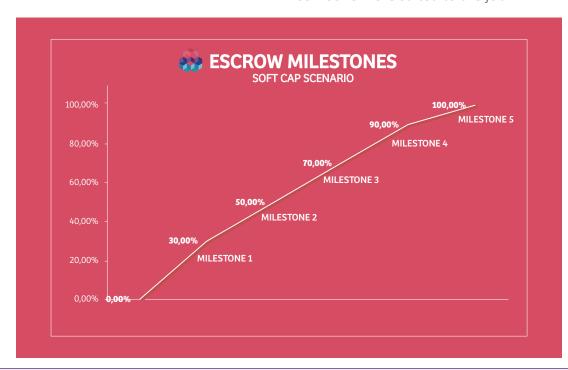




There is an obvious synergy between all the work that is developed by our escrow and those that are the core values of Iconic.

With hundreds of thousands of followers of his economic, social and and historical analysis through his channel "Ideias Radicais" (Radical Ideas), Raphaël Lima is an independent intermediary that places his credibility as a means of guarantee, being the person responsible for managing the clearance of resources obtained in ICO according to the milestones of the Iconic project.

We are sure that we could not have chosen someone more suited to the job.





#### 1. OVERVIEW

Iconic is born with a very clear mission: the formation of an integral ecosystem for the realization of ICOs, in which the launching and raising of resources for a project, with the subsequent sale in a secondary market, do not represent the end but the beginning of everything.

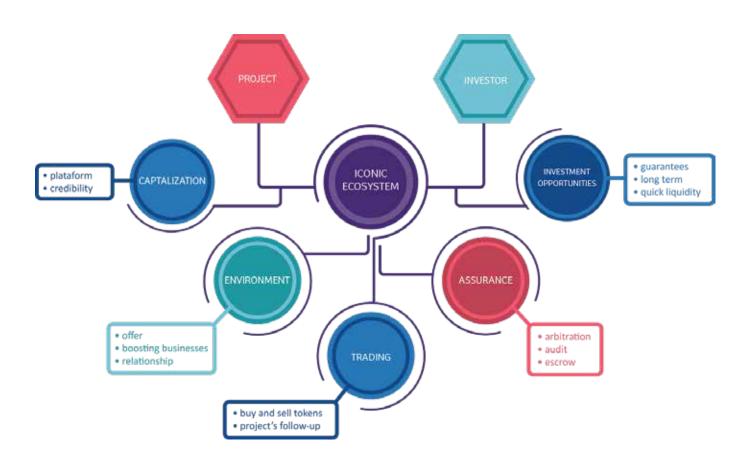
The sustainability of an asset market, regardless of its nature, depends on the existence of conditions for its stakeholders to exercise permanent supervision over its course, and even repression, in cases where deviations from promised governance represent a depreciation of investments made by those that made third party projects possible.

The joining of three distinct but interconnected and interacting nuclei, created Iconic's ecosystem:









#### AN ECOSYSTEM TO HELP THE DESCENTRALIZATION TO GROW



#### 2. ENVIRONMENT



#### a) Description

The *Iconic Environment* consists of the starting point of the operation, Iconic's main business structure. This will be the space for promoting ICOs of companies and businesses, offering a channel for dissemination, publicity and communication with users, in addition to, of course, the offer of tokens.

In a format similar to crowdfundings already established in the market, this environment will be responsible for approaching investors and businesses with potential of return.

By promoting a transparent environment, based on full information, ratings and public debates on each

offer, Iconic Environment ends up encouraging project owners to build offers that offer the community the greatest number of guarantees and detailing possible.

Therefore, it will be natural that offers containing an obligation to deliver annual audits paid by the company itself are more valued than those that do not offer them; or that escrowed offers with strict rules and limits are more successful than those that do not contain them.

In addition to the natural feeling of the community about the importance of such functions, the knowledge about them will be encouraged by Iconic through the permanent signaling and indication of the advantages of adopting assurance measures in the offers listed.

In addition, people and companies working within the environment will also have public records, allowing everyone to consult projects, actions and everything else that each one has been involved with in the past.

With this, good professionals and projects tend to be valued at the expense of those who presented problems in the past.

The motto is clear: transparency, at all times, as an instrument of decision-making by those involved.

#### b) For whom

#### Business with promising ideas

The *Iconic Environment* will provide a channel so that all interested companies can finance their businesses through the tool, provided they have been approved according to the basic rules of credibility of the ecosystem. However, Iconic itself from the beginning of its operation will be actively working in the market to bring businesses with the capacity to become great potential investments for the community.

#### Investors

Iconic's vision only makes sense if potential investors actively interact with the ecosystem. To achieve this, all tools, interface and interactivity channels were designed aiming to attract and keep investors interested in creating and maintaining a relationship with the ecosystem. Thanks to the simple architecture that facilitates navigation and makes the environment attractive, Iconic is ready to welcome both users already familiar with the technology and beginners, with step-by-step assistance to enter the world of Iconic, increasing potential candidate users of the ecosystem.

#### c) Interface

The whole Iconic ecosystem will be integrated, given that its environments and services are entirely connected. In the main service of the company, Environment, Iconic designed an architecture focused on simplicity, aiming to facilitate the access to large amounts of content while highlighting offering projects and investment in tokens.

Initially focused on the accessibility of a more

diversified public universe, the level of detail and functionality deepens according to the user's desire, offering tools for a complete knowledge of current, future and finished projects, communication, monitoring and updates throughout the environment. The space will include transparent instruments to easily allow contact between investors, companies and professionals.

#### **PROMOTION OF OFFERS**

With a new universe of opportunities, approaching users and markets, thanks to the blockchain, Iconic will seek to diversify and approach promising businesses to boost them within the Environment. With bold and daring businesses from diverse industries, Iconic can offer a unique environment for promoting rich offers that bring gains both to companies and investors.

#### **VISIBILITY**

Due to the ability to unite a universe vastly diverse in profile, the Environment alone creates a favorable channel of exposition for the business that is seeking investments. This creates a unique opportunity for companies looking to enhance their business to build a community of consumers and network of colleagues, connections, and experts, to increase their stability beyond initial funding.

#### **COMMUNICATION AND RELATIONSHIP**

The presentation of each project will be divided into two stages: the ongoing ICO and the successful ICO. In each one, there will be the dissemination of all the promotional, technical and safety information about the project, dedicated area for dialogue through the forum and space for publication of the latest updates and relevant information.

#### **EASY AND SECURITY TO INVEST**

A channel built with all the information to make the investment accessible to all interested parties. Connected to Iconic Assurance, companies can provide to users the necessary tools to not only ensure security at the time of investment, but for the duration of their relationship with the project.

#### **USER AREA**

The area for each user of the ecosystem will include a channel for gathering of contents, data and information related to the investor. In the user area, it will be possible to easily follow the projects of interest, the investments already made and their interactions with other ecosystem environments, *Trading and Assurance*.

#### **PROSPECTION**

Since the beginning of its operation, as demonstrated with the company's initial ICOs, Iconic will be directly prospecting potentially disruptive businesses that add good investment alternatives to the entire community.

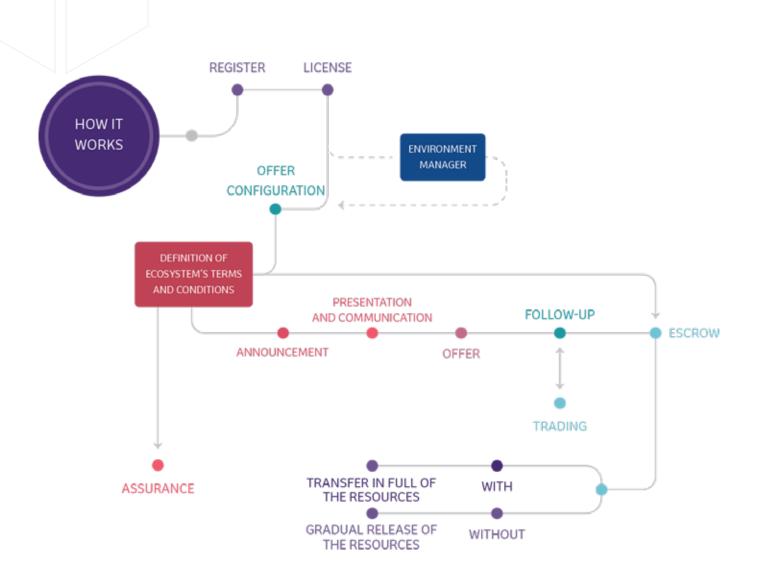
Approaching investors and companies is a permanent goal to the Iconic professionals. Using the environment to achieve this will be, therefore, the logical path.

#### e) How it works

The *Iconic Environment* will promote ICOs both from companies prospected by Iconic itself and from businesses that register themselves in Iconic. The *Environment* represents the core of the ecosystem in which all the tools are concentrated so that companies interested in launching offers present themselves and qualify, meeting those that meet the minimum requirements established for any fundraising in cryptocurrencies.

Each offer will contain the indication of its properties, such as the existence of escrow, guarantees of any kind, indication of previous projects of those involved, exact discrimination of the type of token offered to the market, existence or not of equity or any type of counterpart to the token buyer.

In addition, the level of reliability of project information and history will be publicly indicated as a means of guiding potential bid participants in their decision-making process.



#### **TECHNICAL APPENDIX**

#### **STEP 1: Launching an offer**

#### a) Admissibility

Once enabled, admission is granted to those candidates who meet minimum requirements according to established basic or special requirements (depending on the type of offer proposed), in addition to a basic presentation of the project. Upon admission, the environment opens "in detail" for public viewing of the offer.

All projects must contain significant detailing for each of their aspects, which will vary according to the type of the offer to be made.

Due to the nature of the cryptocurrencies and the blockchain, born with the intention of setting up a trust environment for exchanges among its participants, an ideal ecosystem for the realization of ICOs should be as free as possible, allowing the community itself to decide, from a solid and complete information base, which projects are (or are not) worth their investment.

Regardless of whether the community decides to invest in a project, the community as a whole will thrive in the Iconic ecosystem by the careful manner in which the projects are listed and the comprehensive descriptions of all benefits, constraints and limitations that influence both success and failure as business possibilities.

Transparency will therefore be the highest requirement of the Iconic Environment. Allegations must be documented and proven by the project owners; guarantees must be detailed and, again, proven; rights, promises and counterparts should be described in detail, to make clear and precisely define what is being offered and acquired.

#### b) The evaluation of the offer

The community will have unlimited and easy access to public communication channels to encourage

dialogue between members. The communication channels will enable users to discuss the various aspects of each offer, encouraging the participation and interaction between those in charge of projects and interested parties and provide the opportunity to resolve doubts and questions in general.

#### c) Participation

Each offer must clearly specify the tokens or cryptocurrencies that will be accepted for participation in each offer, as well as the conversion rates established between them.

The NIC will be compulsory for all offers and for a precedence period – defined in each case – reserved for its owners, during which the purchase and offering of tokens may only occur in NIC.

Fiduciary currencies will not be accepted within the Iconic Environment.

#### d) Rules and application of the escrow

Any company raising resources within the Iconic Environment should present to the public, to a greater or lesser extent, its governance rules, which should be binding to all those involved with the project.

Iconic will encourage the establishment of clear rules of governance by those responsible for the projects and they should be as detailed as possible for businesses that are offering equity to the community. Governance rules will serve as one of the possible criteria for assessment of the risks and potential associated with assets being sold.

In addition, noncompliance with the rules of governance, verified by an audit performed through Iconic Assurance or other means, may justify investor or acquirer suits through arbitration, leading the project owners and companies to indemnify the community.

At the same time, for offers that proceed through escrow, the criteria for clearing of funds deposited with the escrow manager will be publicly indicated. It will be therefore required the establishment of clear criteria for escrow, which will be responsible for the decision on the clearing of resources or their return to their original owners in case of noncompliance with goals or other conditions defined as determinants of the success of the offer.

#### e) The role of the Environment Manager

As defined in page 46 of the document, Environment Managers are individuals or companies that have the know-how, structure and a respected level of professional knowledge and/or skills to benefit projects and help them reach their full potential. Environment Managers may act as mentors, providers, coordinators, or simple service indicators such as design, communication, writing, graphic production, compliance, legal, etc. to enhance and improve the offers of projects in their care.

Every offer to a project under the care of an Environment Manager publicizes the connections between one and another. The whole community is able to not only evaluate the offer itself and the history of its owners, but also the projects previously conducted by the respective Manager, through the provision of reputation data that guides in the decision-making process of a potential buyer.

The relationship and interaction between the project and the Environment Managers will be conducted through a work platform created exclusively to speed up communication and contribution from one to the other.

As a result, those owners of excellent projects who, however, have great difficulties in communicating or structuring them well to the public, can rely on the collaboration of those who have previous experience in conducting offers, allowing each

project to reach its full potential.

Many projects may also emerge from the vision of the Environment Managers themselves, who, realizing the appropriateness of the Iconic ecosystem to a particular idea, project or business of its own knowledge, create the conditions for the opening it up to the community, increasing the number of offers that may interest it.

#### STEP 2: The successful offer

#### a) Information publishing

The successful offer represents a page within the Iconic Environment, which will include, in addition to each of the information and commitments made at the time of the launch of ICO, all the necessary information for the proper monitoring of the pre-operational and operational phases of the successfully funded projects and businesses.

This means that those responsible for the project or business must provide the community with all relevant information to demonstrate the fulfillment of its promises and obligations, including those that may influence the valuation or devaluation of the assets now in the market.

In addition to a space dedicated to communication of updates of the project or business, the environment will contain a section dedicated to the presentation of financial statements and other documents that may be necessary and sufficient to prove compliance with publicly assumed obligations.

Periodic public audits promised by or punctually contracted by businesses will be shared with the entire community. Audits contracted by token owners or groups of owners will also be made public if their contractors so wish.

In addition, all conflicts of interest resolved through arbitration involving the business will be

made public, regardless of the outcome. Anyone will be able to access them, with the publicity of the respective decisions.

In the same way, the environment will present the assurance compliance index, which will reflect the impetus to attend to compulsory requests and compliance with arbitration decisions spontaneously by the listed company. Such index will serve token owners and interested in their acquisition as a reference on the willingness of the project/company to spontaneously comply with their obligations to the community.

#### b) Communication

The listed businesses must keep an exclusive space for the information regarding the operation, containing all the mandatory content and those that it considers necessary to keep the community close. All information deemed relevant, as understood as that which may affect the value of the listed tokens, shall be made public and shall be automatically communicated to all token holders who have deposited tokens in custody with Iconic.

Businesses and projects should maintain a minimum response rate to the community, regardless of whether the response is for token owners or to the general public. This response index will be consistently measured and will, like other information, be public and accessible to all.

#### c) Deliveries and obligations

As detailed in the document, the environment will contain public information regarding the results of projects and businesses and other documents and information that serve as evidence for the fulfillment of public assumed obligations.

Apart from mere information, however, Iconic will provide tools so that the delivery of the result itself occurs simply and fluidly through the environment.

Therefore, whenever obligations are to be fulfilled by the businesses that involve the delivery of payments to be made in tokens or cryptocurrencies, transactions will occur through a custom made tool that will, according to the criteria of the each offer, automatically deliver the promised counterpart to each token holder.

Delivery will also occur for tokens holders who do not have them in custody with Iconic, but directly for the benefit of the wallets of their respective owners. The privacy and freedom of those who for any reason prefer to keep custody of acquired tokens is therefore respected, even when they are listed in other markets than Iconic itself.

### d) Interactivity and cooperation in decisionmaking

The creation of interactivity links between projects and the respective tokens owners will be encouraged and valued by the Environment, providing another index to the community: how much a project encourages active participation and respects the decisions made by those who sponsored it.

Within the Iconic Environment there will be two types of interactions: compulsory, which will occur to meet commitments established during the token offering or later; and optional, consisting of non-binding consultations formulated by the businesses to the token holders, in which the result is not binding, but, at the same time, the project's adherence to the result will be measured and made public.

The tool for conducting compulsory or optional interactions will be available to all Iconic projects and listed businesses and will be executed through smart contracts, allowing the auditing of the entire voting

process and its results through simple consultation with the blockchain.

#### 3. TRADING



#### a) Description

An environment for initial coin offering would never satisfy its participants satisfactorily if it did not provide an intimate connection with a market in which such assets could be sold without the need for personal checks by those who purchased them.

Iconic Trading offers anyone the possibility to buy and sell the assets acquired in a successful ICO conducted in the Iconic Environment. It is the tool that adds liquidity to the Iconic ecosystem and, therefore, elevates the interest of potential buyers in participating of initial offerings.

In addition, Iconic Trading allows more conservative investors the option to only purchase tokens from consolidated projects that have demonstrated results over time, in which a safe valuation becomes possible by known data. Or, at the same time, it makes it possible for more aggressive investors to act in the short run, when the focus turns out to be the use of small market price fluctuations for profiting.

FUNDRAISING Successful capitalization

AFTERMARKET Iconic Trading
External exchanges

#### b) For whom

#### Occasional investor

The secondary market will welcome both the regular user and the trader. With a simple architecture and strong appeal to convert new users, the environment will be designed so that any speaker of a language supported by Iconic will be able to buy any assets in a matter of seconds, even if unfamiliar with the ICO market.

To be efficient and comprehensive, a secondary market must attend not only to the professional trader, who works daily with complex stop-loss and take-profit orders and their many variants, but also the ordinary user, the occasional investor, who believes in the potential of an asset and simply wants to buy it. Buying will be simple: the only requirement will be that the individual possess some of the cryptocurrencies accepted in the ecosystem.

#### Trader

For the trader, on the other hand, Iconic prepares a fast, fluid and programmable interface. An engine capable of handling a large volume of transactions per second with exceptional response time, the interface has very low latency and uptime required to meet the unique and particular needs of the trader.

In the definitive trader view, Iconic will offer advanced trading orders such as stop loss, take profit, stop loss – take profit limit, stop loss limit, take profit limit, trailing stop, trailing stop limit e stop – limit,, taking into account, therefore, the investor that acts in the detailed and dynamic management of its assets portfolio.

#### c) Features

#### Post-ICO tokens offer

In an effort to accelerate liquidity potential and attend to the interests of investors, Iconic will make its trading environment available for the offer of purchased tokens immediately after a successful ICO.

#### Alerts and controls

Cold transaction listings, without any previous interpretation or organizational work, represent very unhelpful tools, consisting of information that makes it difficult for the user to access or understand.

As a way to differentiate itself competitors, Iconic Trading will have user-customized reports to automate and ease the organization of financial transaction data. All users will be able to customize and cross-reference financial history, compare it with other financial information of any nature available in the environment and create reports and charts to meet special demands.

In addition, the user may configure alerts to be triggered by email or to the investor's own panel containing reports of events held sensitive or important. The user can also program information to be formed automatically, displaying such things as a private investments journal directed exclusively to the interests of each investor.

The investor panel will be displayed in modules, fully configurable by the user to meet his preferred distribution of information at any given time, which can contain from real-time information of the market to tailor-made comparisons between preferred assets.

#### Integration with the ecosystem

Being integrated environments, those interested in buying tokens in the secondary market will have access to all the data and indicators present in the Iconic Environment to form their buying decision such as: value history, payment history, financial statements or other documents required to prove results or fulfillment of obligations, involvement in arbitrations and their results, public audits, assurance compliance index, among other relevant data.

#### Acquisition of cryptocurrencies

From the beginning of operations cryptocurrencies with greater notoriety and wide acceptance will be listed for sale in the secondary market.

It is this that makes it possible for the participants of Iconic's secondary market to participate in the acquisition and the sale of various tokens through established cryptocurrencies.

In addition, the offer of traditional cryptocurrencies will allow listed companies to purchase them in order to realize the distribution of profits or any other financial obligation.

#### 4. ASSURANCE



#### a) Description

Traditionally, small investors do not receive the attention they deserve in the conventional market, whether regulated or unregulated.

Difficulties associated with access and high transaction costs in any investment market makes it difficult for small investors to oppose the wrongdoing of investees, resulting in their permanent state of submission and an inability to protect their investments and interests.

Curiously enough, so far blockchain markets

have not presented satisfactory solutions to this problem either. For some reason, to date, the ICOs market has directed its attention only to the funding of the offer, neglecting all that should naturally come after it.

Successful fundraising with the selling of electronic assets in return represents an incalculable risk to the investor if he does not have the tools to exercise control over the respective projects. This state of insecurity results in an inevitable depreciation of assets for sale, contributing, in the long term, to the deterioration of the market in general, which happens then to live with the ghosts of behavioral deviations and constant losses.

b) For whom

The step forward towards overcoming these enormous obstacles presupposes the rediscovery

and redesign of old functions of the market and the administration of justice.

Iconic Assurance establishes itself as the environment designed to tame initial offerings, focusing on that portion of the existence of ICOs that has so far been completely neglected: control over the actual delivery of projects and businesses over time.

Iconic Assurance presents itself in 3 distinct manners: escrow, audit and arbitration. With the exception of escrow, which has received some attention from certain blockchain projects, auditing and arbitration have not yet been rediscovered as instruments for private investments market, and for this reason, in order to them to contribute to the health of the entire ecosystem, they receive exclusive and differential treatment by Iconic.

#### **ASSURANCE SERVICES**



#### c) Features

#### **Escrow**

The escrow manager consists of the trusted intermediary, chosen for the purpose of providing security to two or more parties involved in an exchange.

In Iconic Assurance, the escrow serves the purpose or warranting the investor's position.

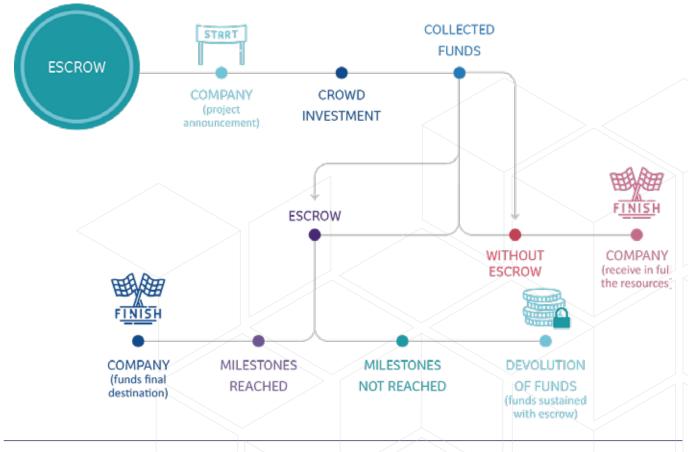
In offerings with escrow, the offeror establishes the rules of the offer, beginning with specifying the destination of the resources that will be collected and the limits to their use, making such information publicly available. A platform registered escrow manager is chosen by the offeror and entrusted with the deposit of the resources for the offer. The clearing of resources by escrow manager to the company, then, is done by demonstration of fulfillment of the previously established conditions.

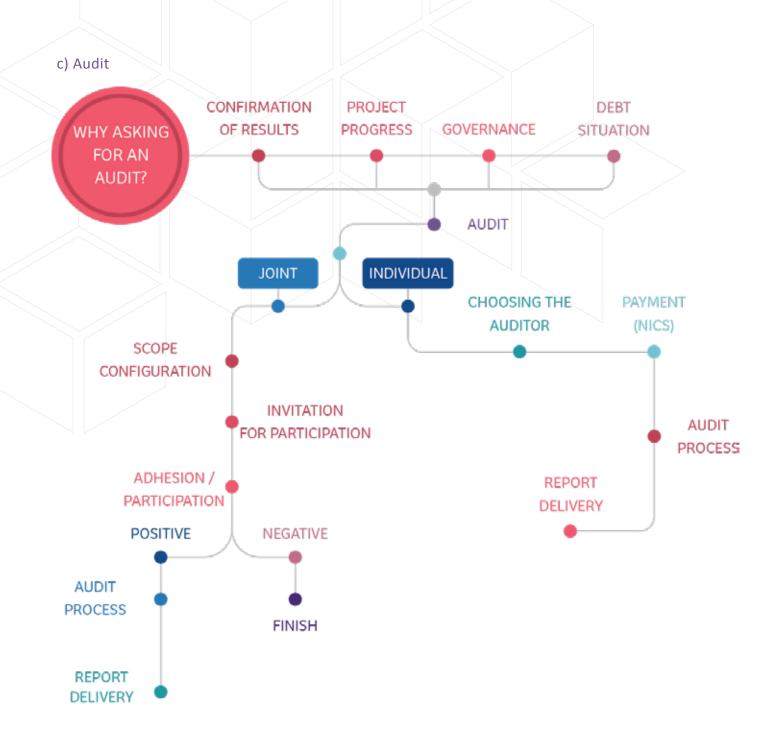
The entire structuring of the escrow - company

- investor relationship must be clearly stated in the offer itself and must be strictly followed by all parties involved.

If the escrow determines that an offeror has demonstrated non-compliance regarding the offering rules, the verified act(s) of non-compliance are made public, allowing the community to follow the events of the offer more closely if desired. In extreme cases, where there are repeated acts of non-compliance or an offeror demonstrates an absolute lack of compliance with the rules of the offer the escrow is empowered to declare it closed, promoting the return of the funds to the previous owners.

Given the essential role escrows play in the establishment and maintenance of a sound investment environment, Iconic will ensure the community is aware of the benefits associated with their services and promote the advantages of participating and realizing offers ruled by escrows in the community.





The audit is an instrument for the careful and scrupulous examination of information, processes and activities associated with the companies and projects listed in Iconic throughout the course of their existence.

The audit is instrumental to ensuring the integrity and security of company and project data that is made available to the public, and in turn, contributes to an environment of trust in the Iconic ecosystem.

Audits may occur at the request of projects and companies, on demand, with the purpose of

evidencing or proving certain facts or occurrences, or periodically, in general, for the purpose of validating information offered to the public.

Periodic audits will be encouraged within the Iconic ecosystem, with the awareness of the community in general about the benefits of regular audits as an instrument of control and also aid in identifying not perceived problems in listed companies and projects.

Audits may also occur at the request of owners of tokens issued by the company to be audited. Achieved the minimum requirements listed as

necessary for the performance of the audit in each offer, it is then ordered by one or more owners of tokens, who determine their scope and conditions of realization, choose the professional to execute it and then receive the resulting audit report.

Listed companies and projects are obliged to fully comply with the audit requests and must provide all the documents that serve as evidence for the verification of the auditable facts, all according to the terms of the initial offer.

The unsubstantiated or reasonable refusal to deliver documents and evidence to perform a legitimately requested audit through Iconic Assurance will be sanctioned by Iconic itself, who will apply to the company or project a contractually foreseen penalty.

Finally, it is possible and should be delimited in each offer the possibility of conducting audits between the following modalities:

#### **ACCOUNTING**

- 1. Reliability of financial statements
- 2. Economic and financial analysis
- 3. Detection of deviations and frauds

#### **PROCESSES**

- 1. Efficiency of methods, processes and operational costs
- 2. Performance analysis, controls and results
- 3. Plan of positions and salaries

#### **OTHERS**

- 1. Suitability of the tax burden
- 2. Security and trustworthiness of information
- 3. Other audits

#### d) Arbitration

The notion of a complete ecosystem for ICOs could hardly coexist with the idea that any conflicts between investors and businesses-projects would have to be solved by common justice.

There are a lot of problems associated with addressing disputes between listed companies in Iconic and investors in the ordinary courts.

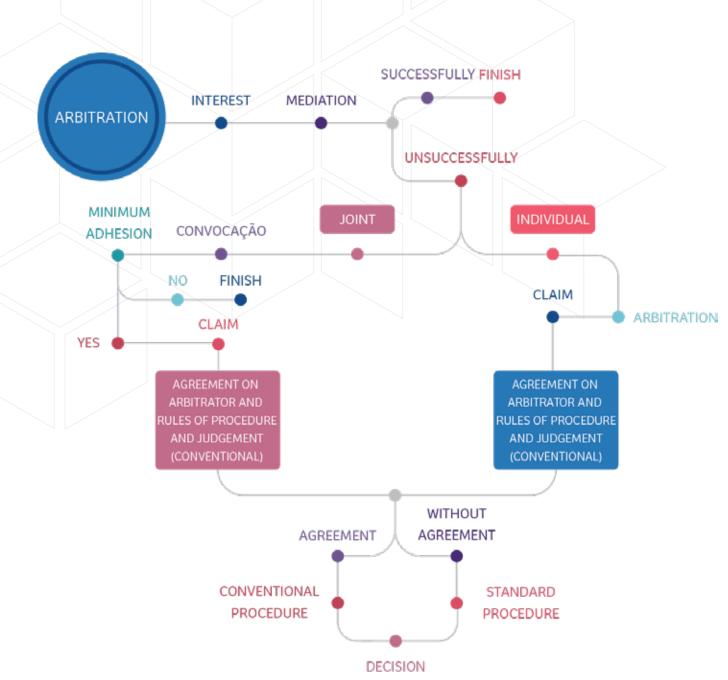
First, the average time necessary for a regular lawsuit is entirely incompatible with the dynamism of the blockchain universe.

Second, filing a regular lawsuit often requires the physical presence of the parties involved, creating a major obstacle for many foreign investors, one which may require resources which outweigh the benefit of pursuing such legal action.

Thirdly, the culture of judicial litigation as the primary instrument for settling disputes is in itself a note of moral bankruptcy in any environment, where the parties are not often able to adequately settle their own conflicts.

Arbitration, therefore, arises as the ideal method for settling disputes, as it is an instrument that may be flexible enough to conform to the unique demands of the ICO universe.

Contrary to resolving conflicts of interest using traditional methods, arbitration meet each of the demands that arise through conflicts of interest in electronic media, as it is:: cost effective; is process efficient and can provide resolutions in a timely fashion; can provide desired solutions for particular or unique problems; enables access to justice, allowing for the resolution of conflicts for cases where resolution may not seem viable; and finally, encourages the creation of a collaborative environment of mutual respect,



in which negotiations aim to find solutions that promote the best results for all parties.

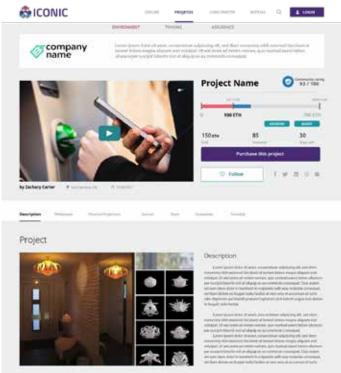
In fact, so far arbitration is an instrument that is often more expensive than the state administration of justice, and this is probably the main reason why it has not developed and popularized as the main conflict resolution tool between private parties.

Iconic believes in the feasibility of an agile, cheap and efficient arbitration model for conflict resolution, which will contribute to the formation of an ecosystem that is established and maintained by the mutual respect of its stakeholders.

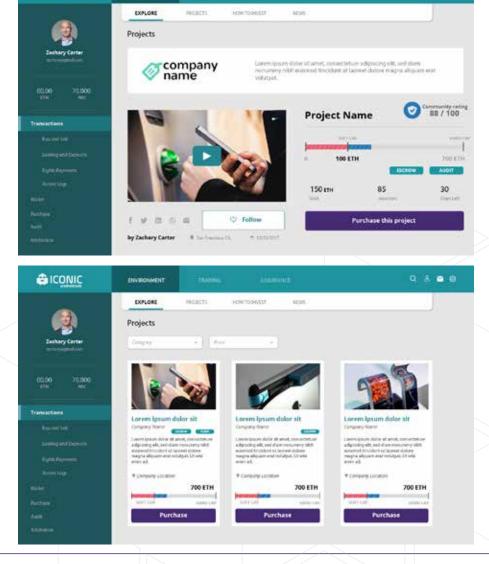
#### 5. MOCKUPS

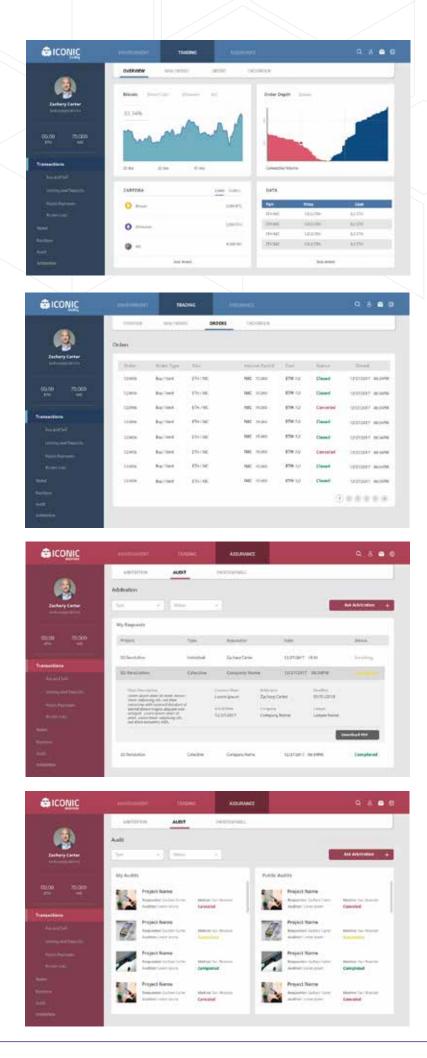


# ICONIC



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#### **TECHINICAL APPENDIX**

#### 1. Rules and obligations

#### a) Escrow

Unlike most of the figures involved in ecosystem activities, the escrow activity can only be developed by people or companies that have undergone rigorous selection process.

Such caution is due to the inherent representativeness of the escrow figure itself: it almost automatically gives a level of natural reliability to the ICOs in which it is present.

For this reason, the habilitation of the escrow manager will occur through the proof of the impeccable reputation of the candidate, person or company. To qualify for escrow manager, the applicant must also have and maintain a level of public respect. Finally, the offer of guarantees by the escrow manager to the community and to Iconic, as its representative, will always be well seen, solidifying its position and, consequently, also of the offers in which the escrow manager is present.

Like any ecosystem-enabled professional, regular performance evaluation of the escrow's tasks will occur. Only escrows that maintain the highest scores and impeccable reputation would be kept active, excluding even those which perform at par, but have incurred errors or performed their duties without the zeal or ambition they require.

#### b) Audit

In addition to delimiting the types of audit to which submit the companies that have its tokens listed in Iconic, each offer will contain clear rules regarding the quantitative qualification (number of tokens) required for the owner's request for audit to be accepted.

Thus, unless voluntarily offered or admitted,

audit requests only become mandatory for the project or company if the applicant meets the quantitative ownership requirement established as a condition for the execution of the audit.

In the event that an investor does not have the quantitative conditions for requesting the audit alone or that, for financial or other reasons, understands that the audit should be commissioned and funded by a group of users, it may create a public audit request that shall be open for the period determined therein pending the adhesion of the minimum quantity established in the request as a condition for the continuity, hiring and execution of the work.

The smart contract of regency of the request will wait for sufficient adhesion and the deposit of funds to pay for the required professional fees and execute the hiring of the work only when meet the previously configured conditions.

It is with the use of smart contracts where even minority investors have the opportunity to perform audits that would otherwise be impossible or uneconomical.

With electronic audit and, in particular, audit smart contracts, a giant step is taken beyond the traditional model, in which any audit entails very high costs to each party interested in its realization, resulting in a system of incentives for their non-existence and, consequently, the generation of a sense of insecurity throughout the community.

Upon delivery of any audit report to its assignees, the auditor shall report, as the case may be, verification of the occurrence of serious events involving the offers or companies listed in Iconic.

A serious event is understood as an event for which there are strong indications that acts of patrimonial deviation, suppression of information

with the intention to harm the rights of token holders or any other malicious act that can significantly deteriorate their position.

Whenever the auditor identifies an occurrence as described in the aforementioned cases, upon delivery of the report, the auditor shall immediately inform Iconic, who, while cognisant of the contents of the audit report, shall take the institutionally planned measures to safeguard the interest of the tokens holders.

#### c) Arbitration

No conflict of interests existing within the Iconic ecosystem will be brought to arbitration without the involved parties having previously had the opportunity to equate their differences directly.

Thus, any participant in the Iconic ecosystem undertakes a contractual obligation with the platform to address any conflicts of interest through prior mediation.

The request for mediation shall be binding on the parties involved, who shall not have access to arbitration participating in previous mediation.

Through the commitment signed by the participants of the Iconic ecosystem, it may proceed to penalize those who refuse to participate in a mediation procedure whenever requested by an interested party.

Any token owner, regardless of the amount, may request the commencement of arbitration proceedings in the face of the company or project that issued it for the purpose of the settlement of claims of any nature.

Once the arbitration is requested, the requester is obliged to keep the property of the tokens he held at the time of the request.

Defense of the interests of the applicant in the

arbitration may be carried out by himself or by representative of any kind, including by a lawyer. The representatives will have a public profile registered in Iconic Assurance, which will include the curriculum, performance history and reputation before the community, as well as, if applicable, the professional fees involved.

With or without representative, the petitioner will initiate the request for arbitration, binding the other party to the beginning of the process. The parties will have a fixed period to choose by mutual agreement the arbitrator(s) to judge the conflict, the procedure and the rules of law that will determine the solution for the case. In the absence of agreement on one or more elements of the arbitration, the case shall be conducted under the Iconic's arbitration general regulation.

Due to the potential homogeneous nature of the interests of token owners, collective arbitrations may be requested and performed through Iconic Assurance.

The interested party will form an open request for the arbitration to solve a certain claim, is able to set membership rules for quantity, participation in expenses and other aspects. Once the established criteria have been met, the smart contract performs the functions and initiates the arbitration, followed by the rite of choice of procedure, arbitrators and rules of law to be used to judge the case.

The arbitration ends with the delivery of the [ruling] as determined by the chosen procedure.

Iconic believes in the formation of an ecosystem governed by mutual respect between all parties. For this reason, all participants of the Iconic ecosystem will be required to maintain respect for its rules at all times.

The voluntary noncompliance of arbitration decisions will be viewed negatively by Iconic.

Any voluntary noncompliance will reflect heavily on the assurance compliance index of each project or company to demonstrate to the community the level of commitment of those involved in preserving the best conditions for the prosperity of the environment as a whole.

In addition, Iconic may exercise the contractual prerogative to penalize those who do not voluntarily comply with an arbitration decision, in accordance with the contractual rules in force between the parties and in proportion to the severity of the act and the history of assurance compliance of the party involved.

The entire arbitral ruling shall be made public after the conclusion of the respective procedure.

This allows any interested party to consult the history of conflicts of interest between owners of tokens and projects and listed companies, in an effort to create an environment of absolute transparency on everything related to token offerings.

The arbitration procedure will be conducted by those involved in an entirely electronic platform built especially for that purpose.

The platform will include the formatting of tailored procedures to each case or need, allowing the structuring of rules of procedure according to the will of those involved.

In all cases, the arbitration process will be registered or validated through the insertion of your data in blockchain. By doing so, allowing full auditing, a posteriori, the integrity of the arbitration procedure conducted is guaranteed to the community, again contributing to the formation of a healthy ecosystem for the development of ICOs.



#### 1. WHY MAKE AN ICO?

As discussed in the detailed business operation model, the Iconic project embraces the formation not of any space, but of an environment for projects to flourish under the permanent care of those who have made them possible.

This is what we call Iconic Assurance, an arm of the Iconic operation that encompasses the tools that make it possible to execute offers under escrow, execute and deliver various audits on the projects and companies listed in the environment, as well as promote the mediation and arbitration of conflicts that are established between the acquirers of assets and those responsible for the listed projects.

We believe that the universe of ICOs cannot and should not end only in a successful offer: there is a need to create a sober and governance endowed environment, as intense as possible in relation to the magnitude of each project. Such an environment contributes to the prosperity not

only of new projects but also of maintaining the value of the previously listed assets.

Iconic ecosystem is the result of a multidisciplinary design, carefully created to meet all the demands and needs identified. With this, the company will offer a universe in which projects become possible and develop, giving interested parties the necessary tools to feel comfortable with the numbers and data presented to them.

The Iconic ICO is explained by the need for the Iconic ecosystem to be born complete and mature. That demands a significant amount of resources, which we hope to achieve with our own ICO.

In addition, the volume of resources raised will also determine the speed with which the Iconic ecosystem will be fully established, launching projects and allowing interaction between users. At the same time, the amount of resources will also determine Iconic's ability to propagate initial offers between traditional businesses.

## 2. CROWDSALE

a) Overview

Project	Iconic, an ICOs ecosystem built through decentralized assurance	
Token	NIC	
Background	ERC20 on Ethereum blockchain	
Token suply	500,000,000 with no reposition	
Min. number sold at ICO	85,000,000	
Max. number sold at ICO	425,000,000	
% sold at ICO and Pre	85%	
Token price at ICO	1 ETH = 30,310 NIC	
Payment methods	ETH	
Unsold tokens	Destroyed 72 hours after ICO finish	
Escrow	Multisigned account with independent and inconspicuous management	
Smart Contract source	https://github.com/joiniconic	
Token ballast	35% of net profit to the DAO NIC fund	
Schedule	<b>PRE-ICO</b> 02/09/2018 - 02/21/2018   <b>ICO</b> 05/01/2018 - 05/31/2018	

## 3. SOFT CAP AND HARD CAP

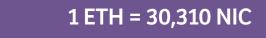
SOFT CAP

HARD CAP

2,800 ETH

14,100 ETH

## 4. ICO PRICE



### 5. SCHEDULE

PI	RE-ICO	02/09/2018 - 02/21/2018
	ICO	05/01/2018 - 05/31/2018

### 6. SECONDARY MARKET

The clearence of tokens to consumer wallets will occur two days after the end of the ICO, according to the disposition in the allocation table. As soon as users receive their NICs, they will be available for trading at the major international exchanges, which will be announced in due course of the Pre-ICO period.

#### 7. PRE-ICO

a) CAP: 500 ETH

b) Bonus: 35%

c) Advantages:

1. Tokens received free for trading

2. Special Bonus

# d) Budget usage:

1. Legal

2. MVP development

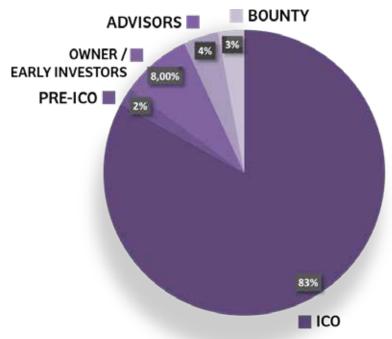
3. Marketing efforts for ICO

# **8 PROMOTIONAL STRATEGY**

Pre-sale: 35% bonus + fast clearence for post ICO operation. To boost engagement and encourage community participation, Iconic has developed a promotional strategy that will reward investors according to the period when tokens were purchased.

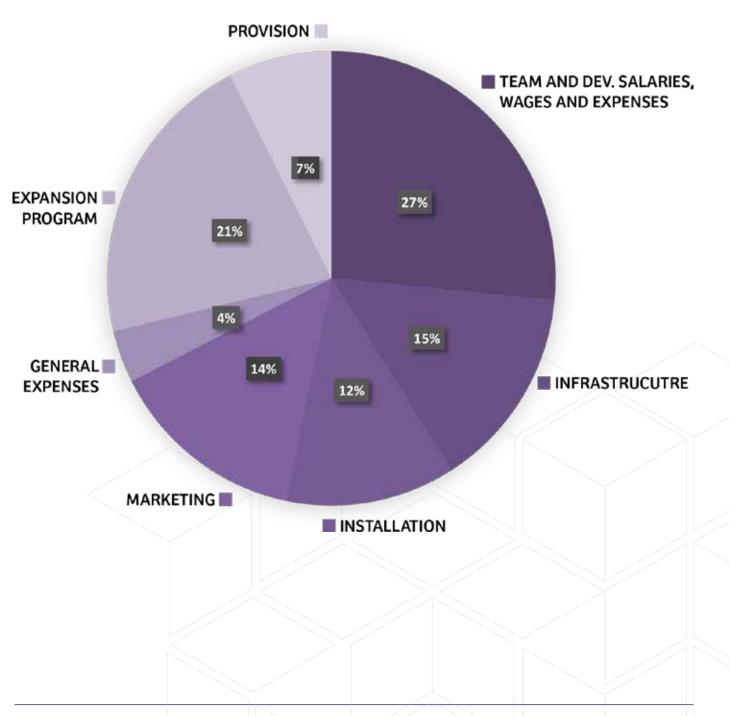
Step	Bonus	Frozen
Pre-ICO	35%	No
Day 1 - 3	20%	2 weeks
Day 4 - 10	10%	2 weeks
Day 11 - 20	5%	2 weeks
Day 21 - 30	0%	2 weeks

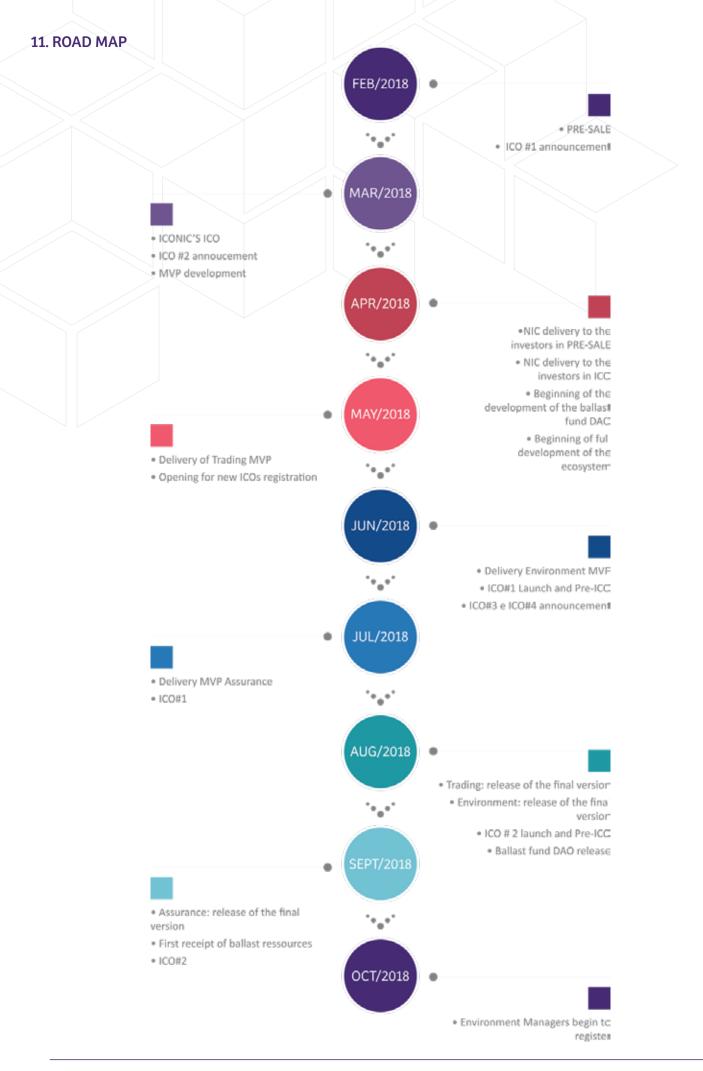
### 9. NIC ALLOCATION



Destination	Allocation	Frozen
Pre-ICO	2%	No
ICO	83%	2 weeks
Advisors	5%	6 months
Bounty	3%	6 months
Owners	7%	1 year

# **10. ICO FUNDS DISTRIBUITION**





#### 12. GUARANTEE THROUGH ESCROW

To provide investors with peace of mind in the preoperational stage, in which funds are received in return for the issuance and sale of the one that will become the main cryptocurrency of the entire ecosystem, the NIC, Iconic will make its initial offer through escrow.

The custody of the received funds from the sale of the NICs will therefore be handled by a bona fide third party, chosen not only because of its intimacy with the blockchain universe, but also because of the respect the whole community has for him.

If the ICO is successful in achieving the minimum cap targets, the relationship escrow manager - Iconic begins. If the minimum level is not reached, the escrow manager will promote the return of funds to its senders within 3 days.

The clearing of resources will observe an agenda directly related to the delivery of the Iconic ecosystem. It will be necessary to reach software project milestones as a condition for the release of resources, the process thus proceeding step by step until delivery of the version considered essential to the operation.

Iconic will also make a public commitment related to the remuneration limits of its team during the pre-operational phase. In addition, limits will be established regarding the acquisition of capital goods not related to its main activity, and be monitored by the escrow manager and used as a criterion for measuring compliance with the company's pre-operational commitments.

The requirements and conditions to be observed by Iconic during its escrow will be detailed in the "Terms and Conditions", which will serve as a technical criterion for the execution of the procedure and guarantee to the purchaser of the NIC.

#### 13. THE NIC

## a) Overview

The mission of forming a complete environment for the full (and, of course, safe and successful) development of ICOs pointed us to the need to create a token that would serve all the internal functions of the ecosystem and that could, at the same time, also serve as an instrument for the entire structure of formation and expansion of Iconic for various markets.

Introducing the NIC, the Iconic's utility token.



Each NIC supports its division into decimal places. This allows the maintenance of its usability as currency even in case of high market valuation.

Only the NICs that have been acquired in the pre-ICO and ICO will join the market. Every unsold NIC during the launches will be eliminated, which will be proven to the community by indicating the elimination transaction to the community.

# b) NIC's ballast

We believe that are the fundamentals that make a currency a solid and strong means of exchange endowed with the capacity to create a trend of appreciation over time.

With the arrival of Bitcoin, the market has again been able to invest in a noninflationary currency, something that has not been around seen since the end of the gold standard in the 1970s. With limited existence and growing use, the entire community and the traditional financial market witnessed Bitcoin's value escalate at an unprecedented velocity.

Despite its non-inflationary nature, Bitcoin, like many other crypto- and fiduciary currencies, has no ballast of any kind. This means that the value of a Bitcoin is essentially linked to the flow and distribution of its supply and demand in the market.

This is not a criticism of Bitcoin. The whole community - and of course Iconic - is a legatee of all its disruption. However, we believe that for the NIC to contain its anticipated strength and solidity to enable it to form its market we must take one step forward.

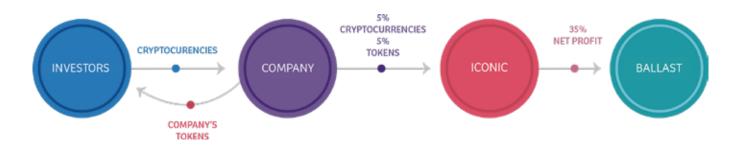
To achieve this strength and solidity from the start, Iconic will back NICs through a fund (DAO) that will be entitled to 35% of the company's profits.

By accumulating at each Iconic's profit distribution period the equivalent of 35% of its net profits in

solid, already consolidated cryptocurrencies and Iconic's promising project tokens, the NIC's ballast will consistently grow, adding value and stability to the currency.

In addition to the quantitative increase, whenever the assets of the fund increase in value - whether they are cryptocurrencies or project tokens launched by Iconic - we will be seeing valuation of the NIC base, which means its own valuation.

As it should be, any NIC owner can claim, at any time, the conversion of the NIC that it holds in the proportional equivalent of the assets of the ballast fund.



#### c) DAO NIC Fund

The DAO NIC Fund will serve as an element of stabilization and valorization of the NIC. To be able to do it properly, as seen above, the fund will participate in 35% of Iconic's net profits, causing it to accumulate a large quantity of assets in cryptocurrencies and tokens from a wide range of companies.

Due to the possibility of liquidating NICs in exchange for the equivalent fraction of the fund's assets, a valuation nexus is created around the currency that exceeds merely supply and demand for the coin. The NICs will eventually become, to some extent, an asset that will indicate the health of the cryptocurrency and token market in general.

The liquidation to be filed with the fund may be carried out at any time, respecting the period of its creation, which will occur a couple of days before the start of operation of the Iconic full ecosystem.

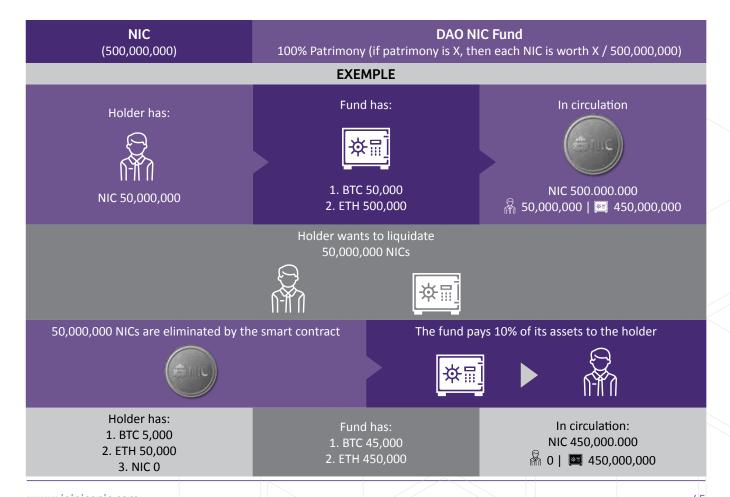
As a way of maintaining the value of the NICs

regardless of the liquidations claimed to the fund, all the liquidated NIC will be eliminated from circulation due to an automatic function of the respective smart contract. Performing the discard transaction enables the fund to protect the NIC - ballast ratio, promoting the permanent maintenance of the currency's value in the market.

The ballast fund will have clearly established governance rules, that determine the possibilities and limits of its relations with the market and lconic itself, with transparent management built and executed through smart contracts.

Because of their relationship to the market value of the NIC, financial and other relevant fund's data will be visible through the Iconic ecosystem itself.





## d) Utilities

Because it is fundamental to the Iconic project, the NIC has several uses within its ecosystem.

REQUIRED



**OPTIONAL** 



There will be optional and mandatory uses for the NIC in the Iconic ecosystem.

As an optional use, the NIC will generally operate as currency for participation in ICOs and with preferential purchase in these offers. Each offer will contain a configurable time period (number of days) in which the purchase of tokens using NICs will be exclusive.

The NIC will be also the currency used for payments to professionals who provide services related to Iconic Assurance such as (but not limited to), arbitration, auditing and escrow, and all fees associated with the provision of such services.

There will be also compulsory uses for the NIC within the Iconic ecosystem.

As discussed in the next section, the expansion of Iconic's operations and markets will take place through the active participation of two different figures: Environment Managers and Local Managers. While the Environment Managers are responsible for forming a team to guide and design the projects of companies that wish to launch ICOs in Iconic, Local Managers consist of Iconic's unique representations, with the mission of organizing and preparing suitable environments to connect local businesses to the world through the Iconic ecosystem.

The qualification of Environment Managers will occur, in every case, by payment in NICs at a fixed rate established by Iconic. Thus, those who wish to qualify as Environment Managers will have to turn to Iconic's secondary market or other businesses that sell NICs to acquire and offer them in payment to their respective habilitation.

Local Managers, however, acquire their operating permits through auctions. Thus, because they are submitted to a competition for the best offer, aspiring candidates must acquire the quantities of NICs that they wish to offer as their bid to Iconic, which will enable the one that has made the highest bid. Like the Environment Managers, aspiring Local

Managers will acquire the quantity necessary for their offer by buying NICs from the aftermarket (Iconic Trading and other exchanges where it may be listed).

In both cases, it is a mandatory course of the NIC, since no other currency or token will be accepted for such purposes.

The NICs received by Iconic, in turn, will no longer be reintroduced into circulation, being segregated and identified for community control purposes.

# e) Technical details

The NIC smart contract will be built from the ERC20 standard, thus being a token inserted into the Ethereum network.

It will be implemented so that the most important and investor sensitive issues occur transparently and automatically. Thus, both the elimination (burn) of NICs by the ballast fund and the freezing of the currency of [members, advisors and participators of the bounty program] for a given period of time will occur automatically, regardless of the intervention or good will of the Iconic team or of anyone involved.

Finally, the contract source code will be open and showed to the public, allowing for a wide audit of the NIC's functions and properties by anyone.

#### f) NIC fundamentals of value

The NIC offers to its environment and the market a currency whose value is derived from the sum of several of its qualities:

It is born with varied uses within the Iconic environment, ranging from payment for services, purchase of licenses for offices in new environments, preference in the purchase of assets in ICOs of other companies or in the secondary market, among others.

The various uses of the NIC, already contemporaneous with the launch of the environment, are incentives to the maintenance and addition of the asset value, which benefits from the evolution and increase of Iconic market size. Having an availability limited to its initial acquisition by investors and a permanent increase in its demand, the NIC will tend to value over time.

It is non-inflationary, with the elimination of circulation of the ones received in payment by Iconic NICs will only be issued and sold in the amount of the initial offer, and those that are not acquired will be eliminated.

In addition, all NICs received by Iconic shall be immediately withdrawn from circulation, thereby guaranteeing the appreciation of the currency remaining in the market

Has ballast

2

The ballast fund will be created at the beginning of Iconic's operational stage, to which 35% of the company's net profit in tokens and cryptocurrencies will be directed, guarantees the NIC a solid and growing value base that benefits over time and from the appreciation of the macro-environment of cryptocurrencies and tokens.

Transparency

Open source e with all the relevant functions automated in the smart contract.

These four factors, therefore, in perfect harmony, consolidate what Iconic believes to be the ideal basis for value formation for a digital currency.

The NIC was therefore thought not only to absorb and project increases in value in the market, but for this increase in value to progress and grow over time, benefiting not only those who use it for shortterm operations but also for those who may want to keep it as a mean for reserve of value.



# 1. THE CHALLENGE OF FUNDING BUSINESSES WORLDWIDE

The fundraising market and crowd investment that flourishes today owe its success and future prosperity to the blockchain.

Before blockchain and cryptocurrencies, investments and asset purchases generally depended on borders, relations between institutions and financial intermediaries, and above all, relied upon the necessary almost unconstrained trust of the participants in the fundamentals of the business and the jurisdiction in which it is located.

The equation of all these factors required very high transaction costs that persist to this day. These high transaction costs have been a barrier to private investment and the purchase of assets in general from occurring at the retail level, until now

Increased security by distributed consensus and reduced transaction costs have made this market possible and attractive even for small buyers and investors. Through the blockchain and available markets for the listing and acquisition of these assets, small purchases and investments are now not only possible, but also endowed with enormous liquidity.

Despite the advances and the great amount of disruption caused by distributed consensus technologies like the blockchain, most projects and companies still have roots in particular physical geographic locations, notwithstanding the fact they are given the ability to reach the whole world. While the so-called decentralized autonomous organizations did not prevail, dealing with regionalities remains a reality for all companies that are not and overall essentially tech.

## a) Overview

Local Managers consist of representations of Iconic at determined and strategic locations of the world.

They are serious companies that dominate the cultural, market and even legal aspects of the respective locality, and are set up with the purpose of facilitating local companies and businesses' approach to the blockchain and the ICOs.

Each Local Manager will be chosen by meeting rigorous reputation, technical and financial requirements that demonstrate the ability of the interested party to continuously and relentlessly promote Iconic's expansion into that particular region. By understanding the regionalities and providing the businesses and projects with a suitable base for their installation and entry into the blockchain universe, the Local Managers' mission is not only to expand the range of Iconic activity, but also to contribute to the awareness of the social benefits of such technology.

ICOs consist of a form of investment and culture of entrepreneurship sharing. Local Managers, in this space, consist of vectors to promote these values, alwaysadaptedtothecultureandtherulesofeachplace.

Because they are invested in a fundamental mission to the expansion of Iconic globally, Local Managers are accompanied and permanently demanded to achieve a series of goals and milestones, ranging from the periodic launch of relevant projects to the education of people on culture investment and responsibility.

In return for this important activity, the Local Managers are will be remunerated with an exclusive percentage on the ICOs launched within their regional area.

# 2. LOCAL MANAGER

## b) Purchasing the Local Manager license

The qualification of Local Managers will be determined by whether or not the interested party has the technical, management and structure conditions to promote the expansion of Iconic to the locality in which it intends to govern.

To do this, candidates must provide evidence that they meet the minimum requirements of each new Local Manager position offering launched by Iconic, which means presenting an operational project and proving the existence of minimum financial conditions for operation.

The decision to call for a new Local Manager will come from Iconic, being triggered by the perception of growing interest coming from a certain region or even the existence of opportunities linked to the construction of driving environments to the development of ICOs in certain locations.

A minimum price to be paid as a condition of granting Iconic's permission to operate will be fixed for each locality in the process of qualification, which must be paid in NICs by the interested party.

# 3. ENVIRONMENT MANAGER

#### a) Overview

Iconic believes in a free and transparent market, in which those responsible for projects in ICOs transmit a comprehensive vision of the business, from potential to risk, fundamentals and benefits.

In the same way, Iconic believes in the freedom of those interested in buying tokens launched in its environment to decide, once properly informed about benefits, potential risks and fundamentals, what to acquire and why .

That's why Iconic does not issue judgment on the merits or demerit of the projects inserted in its platform, limiting itself to indicate objective properties of each offer (presence of escrow, guarantees, etc.). It is not, after all, what Iconic thinks is better or worse, but what buyers believe is worthy of their private resources.

Any person or company meeting the minimum requirements of the platform, will be able to launch their respective projects, allowing each investor to decide who should or should not receive the vote of confidence that the purchase of an electronic asset represents.

Still, Iconic believes that the environment must provide tools for each project to reach its full potential, which means a capacity for structuring and communication that may not be natural or simple for its owners.

As a way of equating these values Iconic conceived the Environment Manager.

Environment Managers are individuals or companies that, having the know-how and structure that each one of them believes to be adequate to help projects achieve their maximum potential. Environment Managers act as mentors, providers, and coordinators of simple service indicators – such as design, communication, writing, production graphic, compliance, legal, etc., to maximize the chance of success of offers, having each one of them as projects in their care.

Each Environment is free to determine its philosophy of work, the services it offers to the projects that are under their care, establishing, in the same way, with each offerant, the counterpart for the work it will provide.

b) The reputation of Environment Managers
If the Environment Managers take the projects
into their care, there is nothing more natural than
signing them publicly.

This creates a certain synergy between the project and the Environment Manager, so that

one's reputation ends up impacting the other's, which is true in terms both positive impact - an Environment Manager with flawless track record of past successes probably selects and best handles the projects that he signs – and as negative impact - an Environment Manager who is linked to many failed projects may indicate carelessness.

An incentive network is formed: Environment Manager with positive track records tends to thrive on his projects, while those with negative records tend to be excluded from the community, so they will no longer be sought after by new projects or businesses.

For this reason, the reputation of the Environment Manager will be public, visible to the entire community, allowing the it to assess the quality of the projects not only by the information associated with each Environment Manager, but also through the history of those who publicly present themselves as their mentors.





#### 1. GENERAL DISCLAIMER

This Whitepaper is being furnished on behalf of Iconic (Iconic Intermediação de Negócios e Serviços *Ltda.*) solely for use by the investors in connection with their consideration of an investment in Iconic. No person has been authorized to give any information or make any statements other than as contained in this Whitepaper or in the supplemental data to be furnished or made available by Iconic to investors, as more fully described herein. If given or made any such other information or representation, it may not be relied upon as having been authorized by Iconic. In furnishing this Whitepaper, Iconic does not undertake any obligation to provide recipients of the Whitepaper with access to any additional information or to update this Whitepaper or to correct any inaccuracies herein.

The information contained in the Whitepaper was created by Iconic from its own internal records and from published and unpublished sources it believes to be reliable. Neither this Whitepaper nor any supplementary data purports to be exhaustive, and, accordingly, each prospective investor is expected to conduct its own due diligence. Neither Iconic, the management and executive teams, nor any of their respective officers, directors, employees, affiliates, advisors or agents, make any representation or warranty, expressed or implied, as to the accuracy or completeness of this Whitepaper or any of its contents, and no legal liability is assumed or is to be implied against any of the aforementioned with respect hereto. No information contained in this Whitepaper or any other written or oral communications transmitted or made available to a recipient of this Whitepaper is, or shall be relied upon as a promise or representation, whether as to the past or future, and no liability will attach. In addition, any projections and estimates contained in this Whitepaper involve numerous and significant subjective determinations. Accordingly,

no representation or warranty can be or is made as to the accuracy or attainability of such estimates and projections. Iconic does not expect to update or otherwise revise this Whitepaper or any projections attached thereto. Such projections have been prepared by and are the sole responsibility of Iconic and have not been reviewed or compiled by independent auditors.

Iconic reserves the right to negotiate with one or more prospective investors at any time and to enter into a definitive agreement for investment in Iconic or any other transaction related to it without prior notice to the recipient or other prospective investors. Also, Iconic reserves for itself the right to terminate, at any time, further participation in the offering by any party and to modify any procedures without giving advance notice or providing any reason therefor.

The summaries in this Whitepaper do not purport to be complete and are subject to and qualified in their entirety by reference to the actual text of the relevant document, of which will be available at any time in http://www.joiniconic.com. Each prospective investor should review the legal documentation and other relevant documents for complete information concerning the rights, privileges, and obligations of investors in Iconic. If any of the terms, conditions, or other provisions of the legal documentation or such other documents are inconsistent with or contrary to the descriptions or terms in this Whitepaper, the legal documentation or such other documents shall precede. Iconic reserves the right to modify the terms of the offering and the Iconic's tokens described in this Whitepaper, being the tokens offered subject to the company's ability to reject any commitment in whole or in part. Iconic also has the right at any time, in its sole discretion, to terminate the offer and sale of its tokens, as described in this Whitepaper, for any reason it may consider to be relevant.

Iconic's tokens have not been and will not be registered under the Comissão de Valores Mobiliários or any European Union or United States Blue Sky Securities Laws or the Singapore Securities Laws or the Cayman Islands or the laws of any other jurisdiction, due to the very legal nature of Iconic's tokens as they are.

A prospective investor should thoroughly review the information contained herein, and the terms contained in this Whitepaper, and carefully consider whether an investment in Iconic's tokens is suitable to the investor's financial situation and goals.

Certain economic and market information contained herein has been obtained from published sources prepared by other parties. While such sources are believed to be reliable, Iconic and/or the management team does not assume any responsibility for the accuracy or completeness of such information. Neither delivery of this Whitepaper nor any statement herein should be taken to imply that any information contained herein is correct as of any time subsequent to the date hereof.

No representation or warranty, express or implied, is made by Iconic as to the reasonableness or accuracy of the projections or estimates or milestones and, as a result, such projections, estimates and milestones should be viewed solely as an orderly representation of estimated results if underlying assumptions are realized. Investors should subject the projections, estimates and milestones to review by their own professional advisers. Prospective investors should bear in mind that past performance, if any, is not necessarily indicative of future results, and there can be no assurance that Iconic and/or the management team will achieve comparable results.

Prospective investors should make their own investigations and evaluations of Iconic, and/ or the management team, including the merits and risks involved in an investment therein. Prior

to any investment, Iconic will give investors the opportunity to ask questions of and receive answers and additional information from it concerning the terms and conditions of this offering and other relevant matters to the extent Iconic and/or the Company possesses the same or can acquire it without unreasonable effort or expense.

This Whitepaper does not constitute an offer to sell, or a solicitation of an offer to buy, Iconic tokens in any jurisdiction in which it is unlawful to make such an offer or solicitation. Neither a Comissão de Valores Mobiliários do Brasil, the United States Securities and Exchange Commission nor any other federal, state, or foreign regulatory authority has approved the offering, this Whitepaper and/or an investment in Iconic. Furthermore, the foregoing authorities have not confirmed the accuracy or determined the adequacy of this Whitepaper, nor is it intended that the foregoing authorities will do so.

# 2. CAUTIONARY STATEMENTS REGARDING FOWARD-LOOKING STATEMENTS

Certain statements in this Whitepaper constitute forward-looking statements. When used in this Whitepaper, the words "may," "will," "should," "anticipate," "believe," "estimate," "project," "expect," "continue," and similar "intend," expressions or the negatives thereof are generally intended to identify forward-looking statements. Such forward-looking statements, including the intended actions and performance objectives of the Company, involve known and unknown risks, uncertainties, and other important factors that could cause the actual results, performance, or achievements of the Company in its development of the Iconic Project to differ materially from any future results, performance, or achievements expressed or implied by such forward-looking statements. No representation or warranty is made as to future performance or such forward-looking statements. All forward-looking statements in this Whitepaper

speak only as of the date hereof. The Company expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein to reflect any change in its expectation with regard thereto or any change in events, conditions, or circumstances on which any such statement is based.

Prospective investors are not to construe this Whitepaper as investment, legal, tax, regulatory, financial, accounting or other advice, and this Whitepaper is not intended to provide the sole basis for any evaluation of an investment in an interest. Prior to acquiring any asset, a prospective investor should consult with its own legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such investment.

#### 3. CERTAIN NOTICES

This Whitepaper contains information regarding the opportunity to purchase Iconic's tokens, in the form of digital tokens. Prospective investors should note that an investment in Iconic shall not entitle them to a beneficial interest in Iconic, also not providing societary rights of any kind, present or futures.

This Whitepaper is to be used by the person solely in connection with the consideration of the purchase of the Iconic tokens described herein. All recipients agree that they will use this Whitepaper for the sole purpose of evaluating a possible investment in Iconic's tokens. Acceptance of this Whitepaper by prospective investors constitutes an agreement to be bound by the foregoing terms.

Prospective investors should inform themselves as to the legal requirements and tax consequences within the countries of their citizenship, residence, domicile, and place of business with respect to the acquisition, holding, or disposal of Iconic's tokens, and any foreign exchange restrictions that may be relevant there to the distribution of this Whitepaper and the offer and sale of Iconic's tokens in certain jurisdictions may be restricted by law. In compliance with International Trade Laws, prospective purchasers located in, under the control of, or a national or resident of any restricted location or country to which the United States or the U.N. has embargoed goods or services, are prohibited from participating in the offering. The Iconic's tokens will not be offered in notoriously restricted/prohibited jurisdictions according to Iconic's register system. The fact that a country or region is not initially prohibited from participating in Iconic's tokens offer does not constitute any right to remain so, Iconic reserving for itself to change the prohibition list at any time.

Statements in this Whitepaper regarding Iconic's and/or the Company's focus, targets, and plans of expected transactions, specific or general strategies and similar statements are not limitations, and the governing documents of Iconic and/or the Company will provide flexibility to conduct activities outside of the parameters and terms described herein, provided that they are performed to better serve the purposes and objectives of the company.

Statements contained herein that are attributable to Iconic or its management team or other personnel are not made in any person's individual capacity, but rather by the Company itself.

Statements contained in this Whitepaper that are not historical facts are based on current expectations, estimates, projections, opinions, and/or beliefs of Iconic. Such statements are not facts and involve known and unknown risks, uncertainties, and other factors. Prospective investors should not rely on these statements as if they were fact.

#### 4. SIMPLE AGREEMENT FOR FUTURE TOKENS

Prospective investors willing to participate in Iconic's Pre-ICO and ICO should carefully read and fully agree with the Simple Agreement for Future Tokens as published in Iconic's Web site (http://www.joiniconic.com).

# **5. LANGUAGE RESTRICTIONS**

All information related to the purchase of Iconic tokens is produced and organized primarily in the English language. Iconic makes no commitment to promote the translation of any documents into any language, even if it has already partially done so in the past.

All data, information and documentation, including legal, will always be interpreted according to its English equivalent.