



WHITEPAPER

IQeon Platform

Decentralized gaming PvP platform,
allowing players to earn money
on their achievements.

Version 2.3.1



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Introduction

IQeon is a decentralized gaming PvP platform, which allows players to earn real (fiat) money on their achievements.

IQeon represents an infrastructure that will allow the integration of games, applications and services based on intelligent competitions between users, as well as applications and services for motivation.

The name "IQeon" is not chosen by chance and is a combination of two concepts. Part of the name "IQ" implies a common abbreviation of the term "intelligence quotient". Part of the name "Eon" is a concept from ancient Greek philosophy, meaning epoch, eternity, generation. These two concepts reflect the worldview of the project, which, in the modern era of innovation, actually has human intelligence as a driver that guides the progress of humankind.

IQeon is the first platform where players can earn money thanks to their intelligence and achievements. This will be realized by using the internal currency in the IQeon ecosystem, which at any time can be converted to the crypto currency – IQeon tokens (IQN) issued based on Ethereum blockchain. IQeon tokens (IQN) can be freely exchanged at existing cryptocurrency exchanges, or transferred to fiat money.

Purposes of the project:

- further development of IQeon platform;
- creation of IQeon ecosystem;
- formation of the audience of engaged platform applications and games users;
- formation of partnerships with game developers and game content for the platform;
- development of a line of IQ Clash proper games based on the platform.



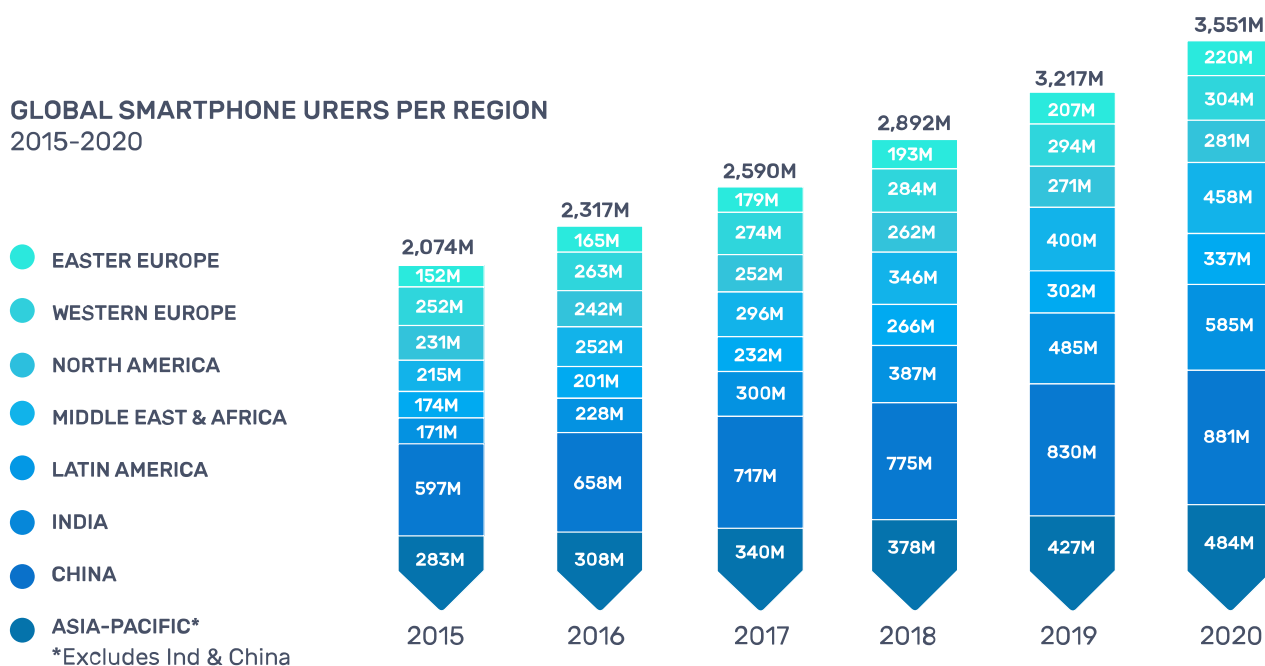


1. Growth of the game industry

1.1. Mobile games and applications global market

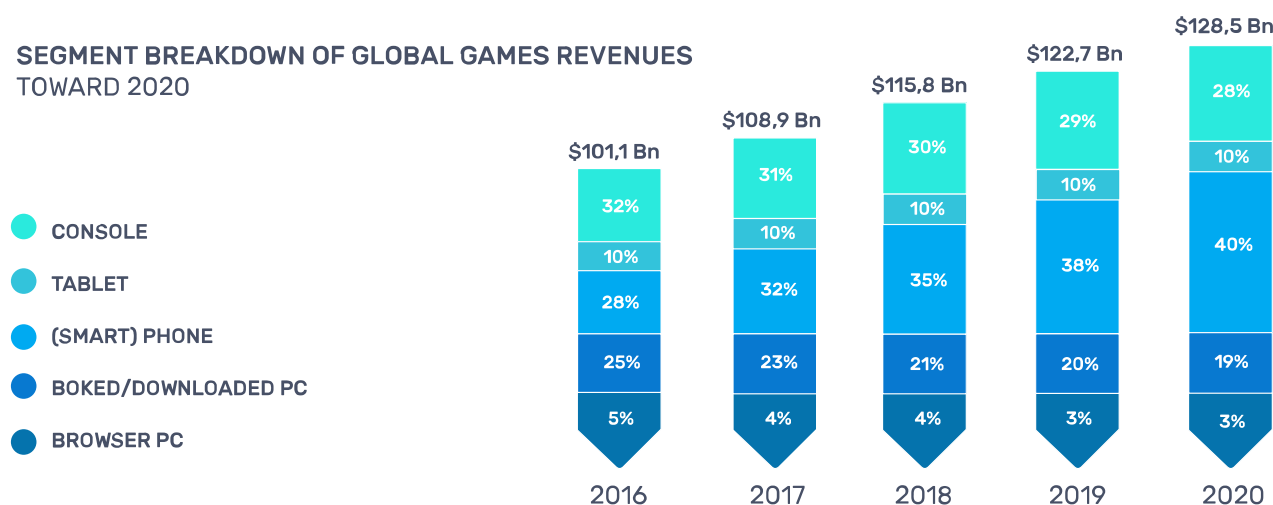
Rapid growth in the number of mobile devices inevitably leads to increase in the number of mobile applications and games users. According to the Newzoo 2017 Global Mobile Market Report, as at the beginning of 2017, the number of smartphone users exceeds 2.3 billion, or 31% of the world's total population. By 2020, this figure will reach 3.6 billion.

GLOBAL SMARTPHONE USERS PER REGION
2015-2020



Mobile games market is the largest segment of the global gaming market and by the beginning of 2017, it amounted to 42% (\$ 45.7 billion) and by 2020, the share of mobile applications and games will grow to 50% and in monetary terms will amount to \$ 62.3 billion.

SEGMENT BREAKDOWN OF GLOBAL GAMES REVENUES
TOWARD 2020

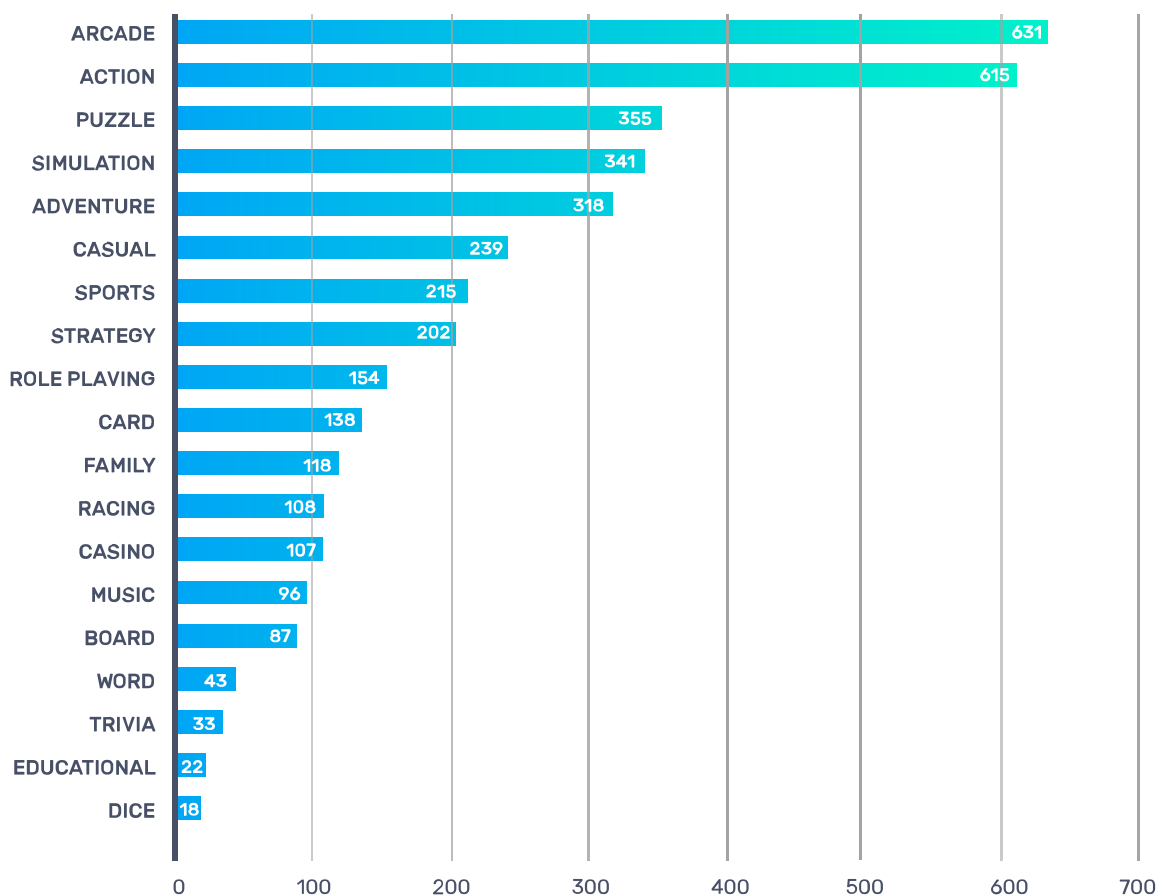


1.2. Features of mobile intelligent games market

According to SurveyMonkey Intelligence survey in the field of mobile games and applications, **intelligent games and puzzle games (the genre of “puzzles”) are ranked 3rd for the number of downloads** among other game genres, with almost two times lower indicator than that of arcade and action game genres:

MONTHLY DOWNLOADS BY MOBILE GAME GENRE

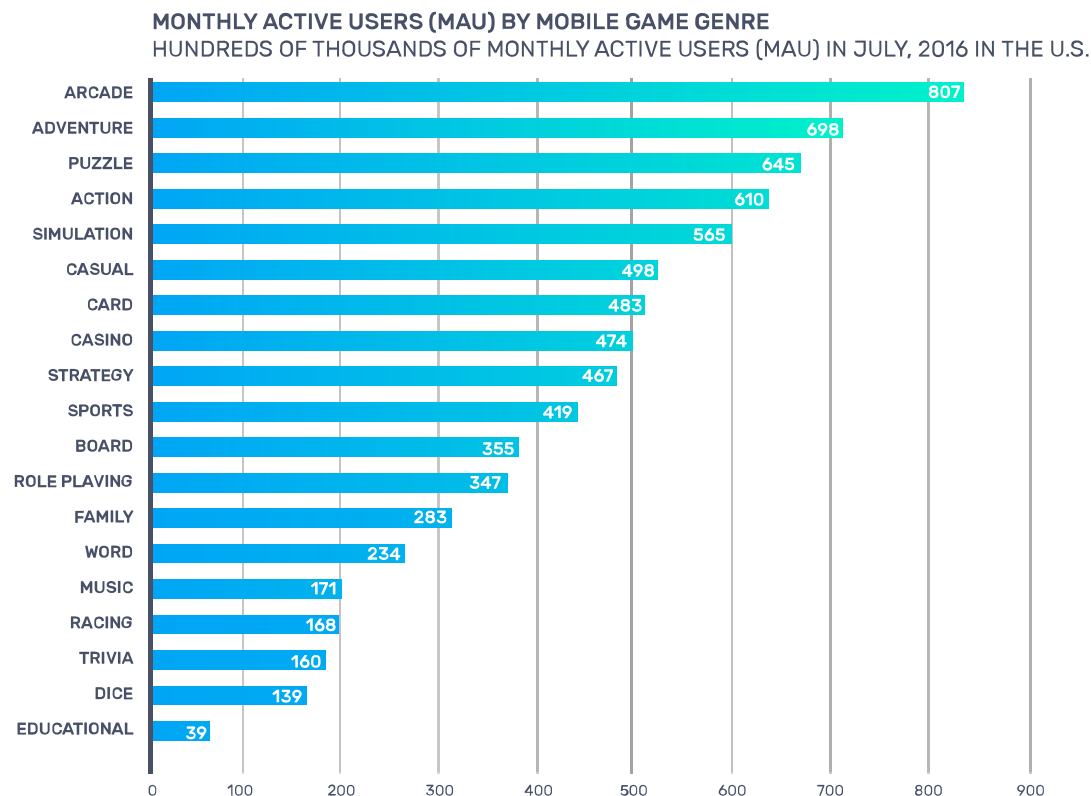
HUNDREDS OF THOUSANDS OF DOWNLOADS IN JULY, 2016 IN THE U.S.



The concept of platform games also includes such genres as “casual”, “card”, “casino”, “educational” and “dice”. In the whole, these genres account for 23% of the total number of mobile games downloads.

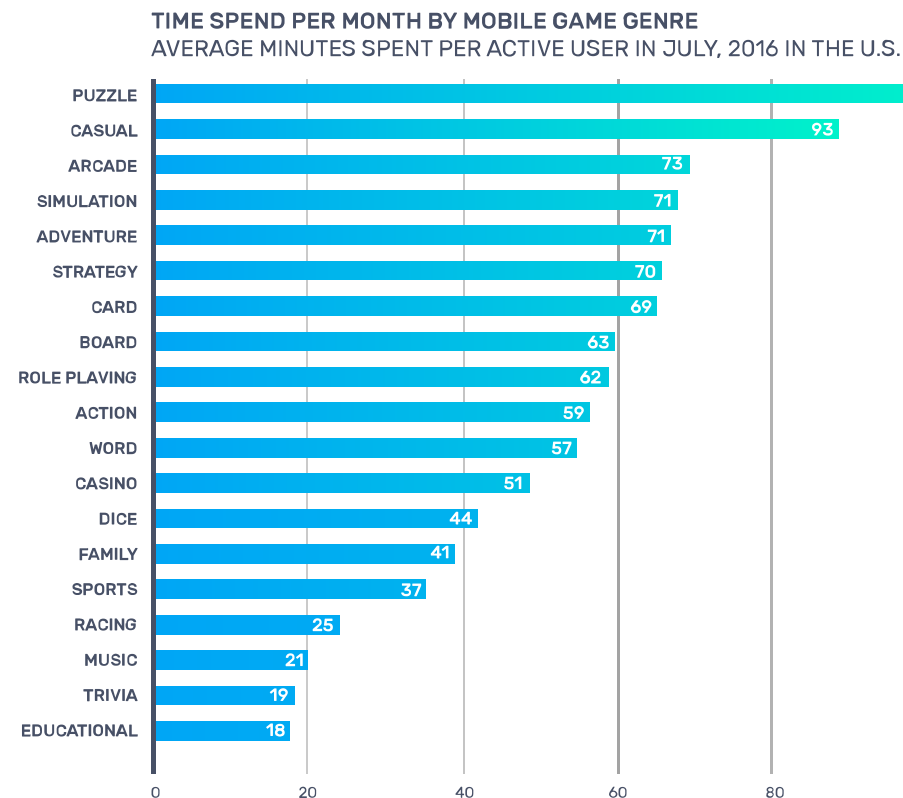
However, the number of downloads is not a determining indicator when monetizing applications. Much more important is the number of active users (we consider the parameter monthly active users (MAU) – the number of users who use applications at least once a month) and the engagement of users (the amount of time spent in the game).

By the number of active users, puzzle games also occupy the third place, this time closely approaching the first two places (arcade and adventure):



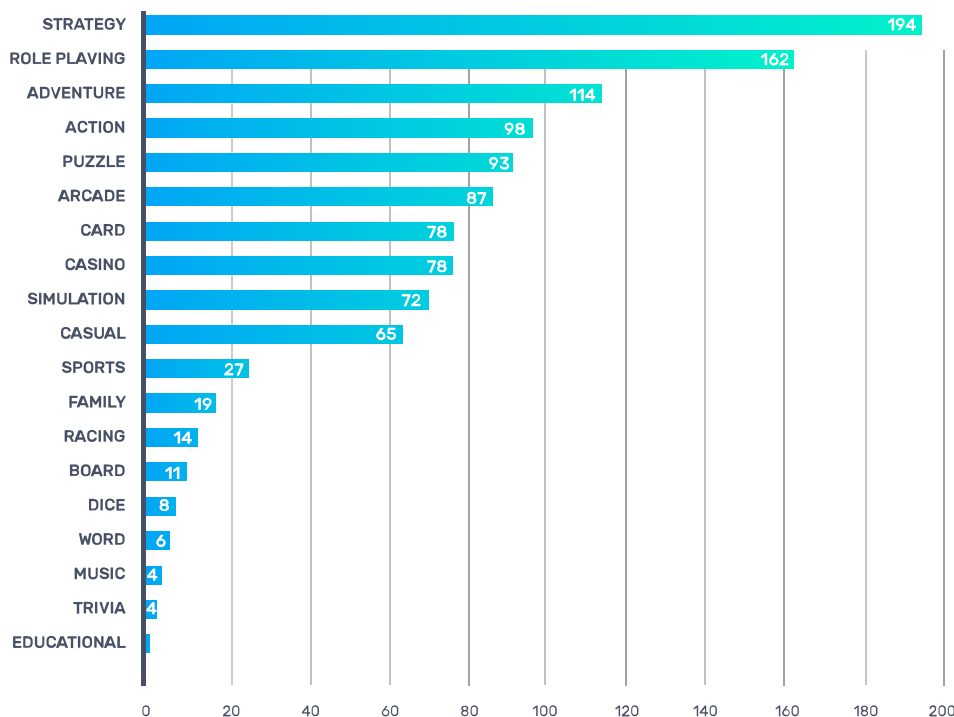
The cumulative amount of active users by genres that are attractive for the platform is 30% of the total number of active users.

By the amount of time spent in the game, puzzle games take first place; each active user spends an average of more than 1 hour per month playing puzzle games:



However, in terms of monetization, puzzle games move to the fifth place:

MONTHLY REVENUE BY MOBILE GAME GENRE
MILLIONS OF DOLLARS IN JULY, 2016 IN THE U.S.



This trend is explained by the specifics of puzzle games, most of all users use them to “fill” time (on a trip, in a queue, during a break, etc.), i.e. users are ready to spend time playing these games, but are not ready to make purchases in them.

According to the Mediakix resource, puzzle games are installed on 58% of smartphones and tablets.

The above statistics indicates a high potential for monetization of this genre of games. The opportunity not only to spend time, but also to earn money, playing puzzle games, will attract to IQeon ecosystem games additional payable audience of gamers.



2. The problems of mobile intelligent games market

2.1. Solutions, with the help of which you can, playing intellectual games, get as a win real (fiat) money are not widely used on the market.

So far, 97% of gamers do not have the ability to monetize their achievements in the gameplay. The remaining 3% attempt monetization in the following ways:

- specialized services and auctions (20%);
- thematic forums (12%);
- direct agreements between players (8%);
- illegal exchanges (3%);

The remaining 57% of attempts to monetize cannot succeed because of account blocking by developers or fraud, which leads to the loss of all virtual achievements.



IQeon solves this problem by using IQeon game currency. Earned IQeon when transferred to the user's personal account of the platform is exchanged for IQeon tokens, which can then be freely purchased and sold at the cryptocurrency exchanges.

2.2. The market practically does not have any solutions that allow organizing PvP competitions with fixing conditions and automatic payment of gain to the winner.

Game scenarios of IQeon platform applications allow players to enter into a dispute between themselves by placing a bet in IQeon on a certain achievement or event. The system will automatically pay the gain to the winner.

2.3. The authors of content for intelligent games do not have the ability to monetize their groundworks without serious investments in the development of technology solutions, for example, mobile applications.

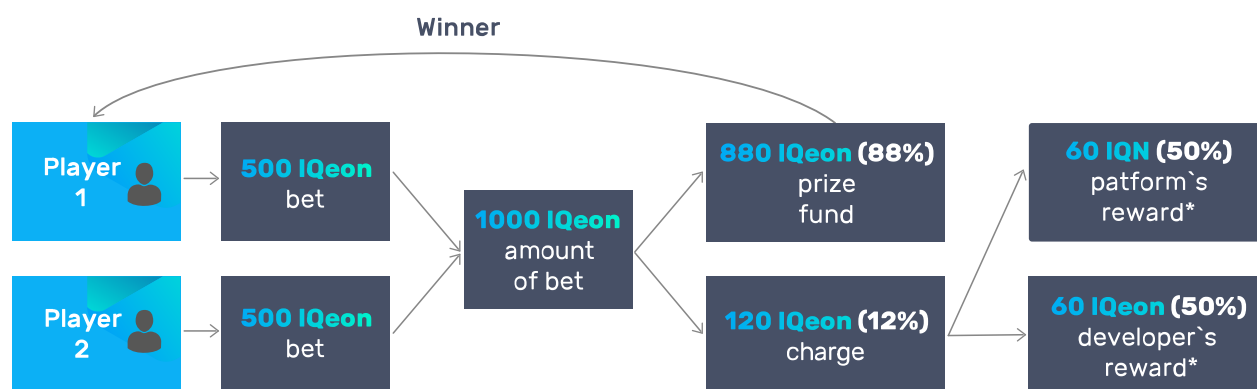
An application designer based on the IQeon SDK platform will be implemented. With its help, game content developers will be able to create new applications based on existing scenarios and game mechanics with minimal effort.

2.4. Receiving payments in mobile games and applications through the App Store and Google Play is associated with large commissions (30%).

The total commission for exchanging IQeon tokens (IQN) in fiat money will not exceed 10%.

2.5. The developers receive one-time earning for in-game purchases.

IQeon platform allows the developer to earn money from each bet. The platform uses the following system of charges and rewards: players who want to make a bet or “fight” in one of the games, place equal bets (for example, 500 IQeon). The amount of bets makes 1000 IQeon, 88% of which comprises a prize fund, that the winner will receive, and 12% (120 IQeon) is the platform's fee. 50% of the platform's fee is paid to the developer as a reward.



* 1 IQeon (internal game currency) = 1 IQN (IQeon token)

2.6. Bonuses and game points received in one game cannot be used in other games.

IQeon platform solves this problem by the possibility of exchanging the local currency for IQeon (IQN) tokens. Through the platform user's private account, the internal currency on the balance of any game or platform application can be converted to IQeon (IQN) tokens and vice versa.



3. Advantages of IQeon platform

3.1. Purposes of the platform

IQeon team develops a flexible and scalable platform for the rapid launch of new products that allow players to compete among themselves in a variety of intelligent and logical tasks, receiving IQeon internal currency for the best result.

Another direction for the development of IQeon platform is motivational applications. This direction is especially important in the field of education, sports, and the observance of a healthy lifestyle. Often people do not have enough inner motivation to study certain material, or force themselves to run in the morning, or lose several kilograms.

3.2. Technical advantages

The blockchain technology guarantees reliability and anonymity of all payment transactions in IQeon system, and IQeon (IQN) token itself corresponds to the ERC20 standard, which makes it compatible with existing wallets and stock exchange crypto-currencies, and allows its easy integration into a variety of products and solutions.

Fully supported by Ethereum block chain, mechanism of smart contracts, on the basis of which IQeon token is issued, will provide permanence and reliability of the conditions of each competition (bet), as well as a guarantee of winning.

3.3. Advantages of the platform for developers of games/content

- A ready developed infrastructure for the introduction of payments based on the cryptocurrency into its own products.
- The use of IQeon tokens is consistent with the App Store Review Guidelines and the Google Play Developer Policy.
- Reduction of charges for developer fees withdrawal (from 30% Google Play and Apple Store to 10%).
- Additional game audience for your own products.
- API that allows quick integration of your products into an existing ecosystem.
- SDK for rapid deployment of new applications based on IQeon platform.

3.4. Advantages of the platform for players

- **Genericity.** The internal currency IQeon, earned in one game, can be used in another one.
- **Liquidity.** Using your own platform wallet IQeon tokens can be exchanged for fiat money.
- **Convertibility.** Using multiple cryptocurrency exchanges, IQeon tokens can be exchanged for any other crypto currency (bitcoin, litecoin, ethereum, etc.).
- **Reliability.** Thanks to the blockchain technology, all transactions of IQeon tokens in the ecosystem are of no return; they are repeatedly recorded in the decentralized transaction register, and thus are protected from forgery and any types of fraud. The use of smart contracts ensures that the terms and conditions of each dispute are recorded and invariable and guarantees payment of the winnings.
- **Anonymity.** IQeon platform allows players to remain anonymous.

3.5. Advantages of the platform for investors



Games and applications for self-development field shows rapid growth, and IQeon platform is the first solution in this area that allows players to receive income in the form of liquid crypto currency.



Developed partnership system, involvement of third party developers in IQeon ecosystem and expansion of its own product line will lead to a growth in the audience of users and increase in demand for IQeon token.



These facts should ensure the growth of the value of IQeon token, which can be purchased at the lowest price during the Crowdsale period.





4. Platform description

IQeon platform focuses on the range of applications for self-development, logical games and PvP disputes. Below are the developed scenarios for applications that will be implemented in the platform. This list will be constantly supplemented in the process of platform development:

4.1. Scenario for motivation and self-development

This scenario assumes that two players bet on the fact that one of them (player A) will perform a certain action (lose weight by X kilogram, go to college, hit a basketball in the basket 10-peat, etc.). Each of them contributes the same amount, which will be paid, after deducting the platform fee and developer's reward (total 12%), to player A if he performs the action, or to player B, if player A would not perform the described action.

All transaction terms pass through IQeon API to the blockchain and cannot be changed. After completing or not of what is described in the conditions of the action, both players must confirm the corresponding result in the application. Payment of rewards is accomplished through the mechanism of smart contracts.

For cases, if the players do not agree on the result of the dispute, the mechanism of remote conflict resolvers is implemented in the application. Players can choose an arbitration option for their dispute, and a remote conflict resolver will make a sound decision about the results of the dispute according to the materials provided (picture, video). An additional charge for invocation of a conflict resolver will be deducted from the prize fund.

Both friends and unfamiliar with each other players can participate in the scenario. The second option will be implemented through the listings of achievements. The first listing will contain requests from players "I'm ready to bet on XX IQN that I will do ...", and each player can respond to such a request. The second listing will contain the queries "I bet on XX IQN that no one can do ...", and again each player respond to this challenge.



4.2. Scenario for PvP disputes

This scenario is similar to the previous one, however in such a scenario the dispute can be concluded for any event (the result of a sports match, election results, the winner of the Eurovision Song Contest, whether it will rain tomorrow, whether the morning train will arrive on time, etc.) and between a group of players.

In addition, in this scenario, there may be differences in the mechanism for determining the results. For many events, the result can be automatically loaded from the trusted resource API and entered into the system by a smart contract. In this case, no confirmation of the outcome of the dispute is required by all players. If the result cannot be automated, the approach described in the first scenario is applied. Arbitration is involved in disputable cases.

The mechanism for fixing the terms of the dispute and paying out winnings is also similar to the first scenario.

4.3. Scenario for educational applications

This scenario is applied to already existing and new services and applications aimed at education (training courses, learning foreign languages, etc.).

In such applications, on-line training is paid. The course usually consists of theoretical information, audio recordings, video clips, and interactive assignments, tests for intermediate and final control.

For additional motivation of trainees, the following mechanism is applied: the user pays the cost of the course in IQeon tokens and starts training. For high results in tests, as well as for certain activities, the trainee receives a reward in IQeon internal currency, thereby returning a part of the paid course cost. The application developer or the author of the course determines what part of the cost (maximum) the learner can return in the form of rewards is determined.

4.4. Scenario for quest game with AR

The given scenario involves player's passing of a sequence of levels for time. Each level represents an intellectual puzzle for determining the location (park, public building, courtyard, bridge), after arriving at which the player looks for a code placed with the help of AR or a hint that will help the player to give an answer to the current level. After entering the answer in the application, the player moves to the next level, gets the next puzzle, etc. The quest is announced in advance and starts for all participants at the appointed time. The participant who has passed all levels in a minimum of time wins. The prize fund is divided among the players who have taken the first 3 places, commensurate with the occupied position and the difference in the time of passing.

4.5. Advanced scenarios

The IQeon team plans to expand the list of game scenarios using modern technologies, such as AI (Artificial Intelligence) and VR/AR (Virtual / Augmented Reality) after the launch of the platform.

AI based on neural networks will use a constantly improving self-learning algorithm for creation and generation of logical tasks.

VR/AR will add the games with contests implemented in virtual reality to the IQeon platform.



5. IQ Clash API

5.1. Demo

Another scenario - the scenario of game rooms - has already been developed by the IQeon team and implemented as an IQ Clash API, and the first application - "IQ Clash: Intelligent Battles" - can now be downloaded from the App Store and Google Play:



Scenario for puzzles using game rooms

This scenario is based on the implementation of the game rooms in the application. The game room is a sequence of logical tasks performed by the players during a certain time of the room action. To participate in the competition, the player makes a contribution (bet). The amount of bets, minus the platform charge and the developer's reward, forms a prize fund, which is then distributed among the players who took the first places (who showed the best result when passing the tasks).

5.2.1. Public Rooms

Public rooms are available to all users and are displayed in a list on the application main screen. Two or more public rooms with similar set of parameters (the number of participants and the bet) cannot be available at the same time.

Public rooms can be of two types:

- **Automatically created** are 4 rooms created by the system are permanently in public access (for 2, 6, 12 and 24 persons). The rooms are created automatically instead of filled or expired.



- **Published private rooms** are private rooms, at creation of which the user indicated that it should become public under certain conditions (time frame or content). These rooms also obey one-time public access rule of only one room with a certain set of parameters. Other rooms with the same parameters are buffed at the time of compliance with the publication conditions and are published when there is no public room with the same parameters and there is no room with the same parameters created earlier in front of it. Such rooms will also be for 2, 6, 12 and 24 participants, but bets will be different.

5.2.2. Private rooms

Private rooms are created by user and are accessible only by a direct link. The user can share the link in any convenient way (posting in social networks, sending a direct message, etc.). When creating a private room, the user selects room capacity from the offered (2, 6, 12 and 24), a bet (it cannot be more than the vendor's account balance). When creating a private room, the user can specify a publication setting. The room can only be private, or it can become published under certain conditions specified by the user when creating it:

- **Time frame.** The room remains private for a fixed period of time, after which it is buffed for publication.
- **Completeness.** The room remains private until a certain number of participants join it.

5.2.3. Gameplay

The gameplay begins when a user joins the game. It consists of a sequence of logical tasks from different categories, formed using AI).

Mechanics inside each category are chosen randomly. To complete all tasks, a user has 10 minutes, after which the game is forcibly completed and the user is given the result N/A, which deprives him of the right to participate in general drawing. In this case, he does not receive the bet back. If a user leaves the game process without completing all the tasks, he is given the result N/A, which deprives him of the right to participate in general drawing. In this case, he does not receive the bet back.

5.2.4. IQeon obtaining

IQeon internal currency can be earned in application in the following ways:

- win the game in a game room for IQeon;
- receive for a task completion.

To use IQeon in the application, it is necessary to bind the wallet with IQeon to this application in user account. A user can get the opportunity to win IQeon internal currency, without a need for payment in the application. This opportunity gives a ticket to the game of the day on IQeon, which a user can receive for the following activities in the application:

- enter the app during 7 consecutive days.



6. Tournaments based on the IQeon platform

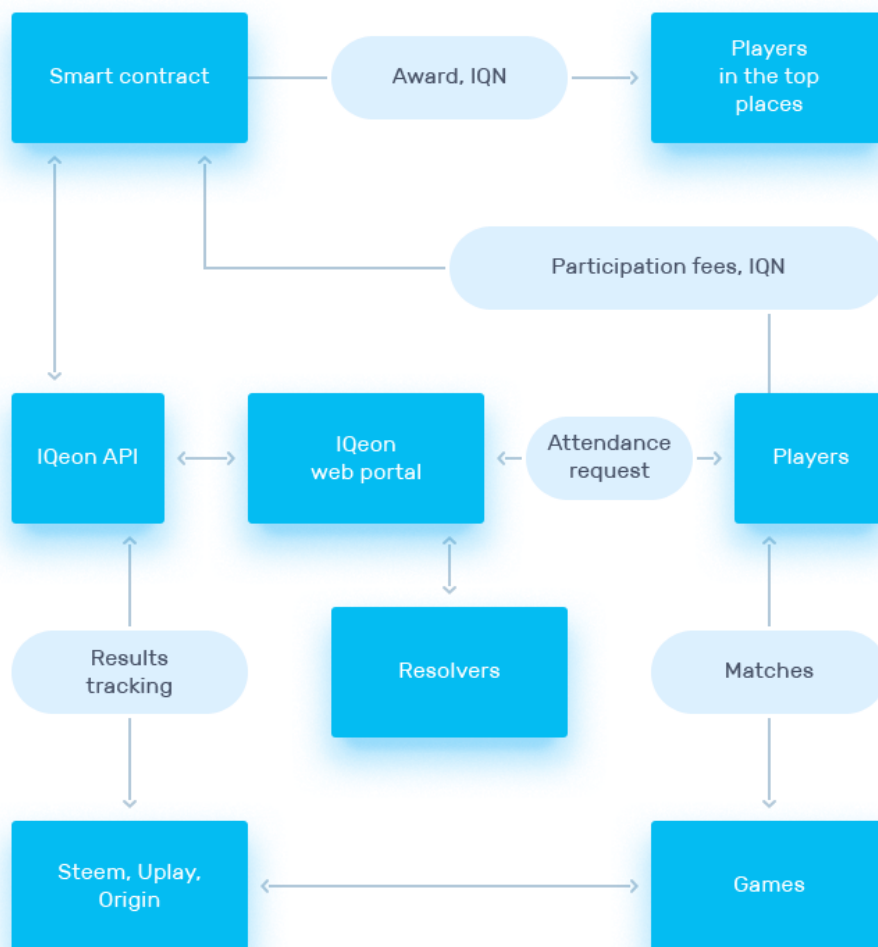
The IQeon platform provides a functional and convenient mechanism for hosting e-sports tournaments. Classic tournament in e-sports is a major event, the organization of which requires considerable resources. IQeon makes organization of an online tournament available for any user of the platform.

6.1. Matching Services and Games

Not only the games integrated into the IQeon platform, but also any games of a competitive nature may become the games for the tournament. The main condition is the possibility to track the results of matches through one of the supported APIs (Steam, Origin, Uplay, Battle.net, etc.).

6.2. Application of Smart Contracts

The important criteria when conducting online tournaments are transparency and guarantee of compliance with all conditions of the tournament. To ensure these criteria, smart contracts and independent resolvers will be involved in the IQeon platform.



6.3. Procedure for the conduct of the tournament

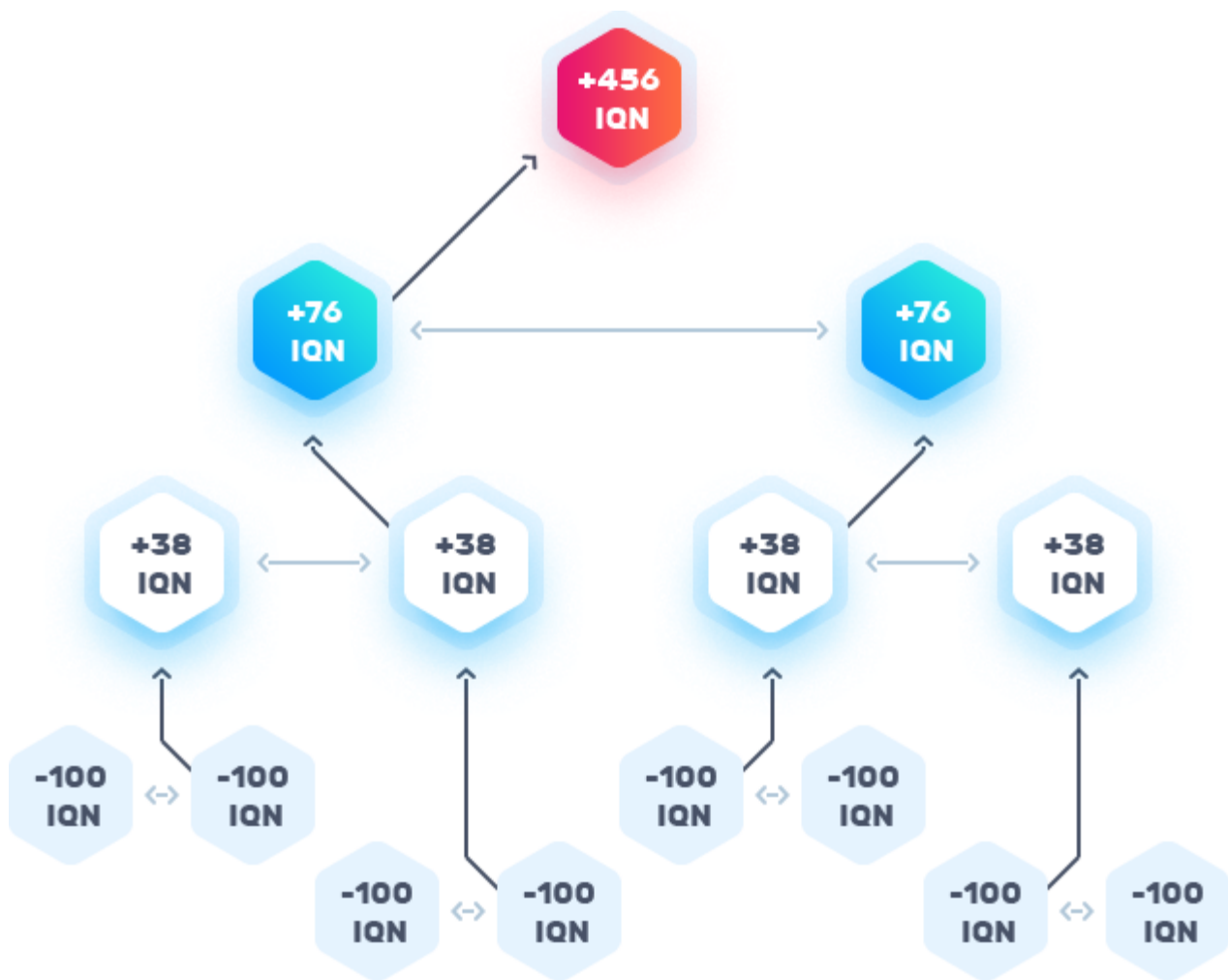
A player who wants to create a new tournament can do it through the IQeon web portal. When creating a tournament, the name, the game, the dates, the amount of the participation fee, the requirements for the participants, the game mode, the format of the tournament, the number of participants and the way the prize fund is distributed are indicated.

Information about the tournament is published in a special section of the web portal, and all interested players register to participate in the tournament. When registering, each participant specifies his ID for tracking match results (for example, Steam ID), as well as the address of the cryptocurrency wallet.

After registration of the required number of participants, the IQeon API forms a smart contract with the necessary conditions for the tournament and publishes it in the Ethereum network. The address of the smart contract for transferring contributions in IQN for participation in the tournament becomes available in the personal accounts of the participants. 95% of the collected amount of IQN forms a prize fund, 5% constitutes the commission of the platform from which payments for the transactions in the Ethereum network and remuneration to the resolvers are paid, and the rest is the reward of the platform.

After all the conditions necessary for starting the tournament are fulfilled, the stage of matches begins; the results of each match are tracked through the platform API, to which the tournament game is connected. After each match, the participants confirm their results in their personal account. A resolver is involved in case of controversial situations (for example, the use of cheat codes) or in case of technical problems, (the match is not completed due to the network disconnection). The resolver may decide to make a second match or disqualify one of the players for violating the rules of the tournament. After confirmation of the results by the players or the decision of the resolver, the match results are recorded in the tournament's smart contract through the IQeon API.

6.4. The order of formation and distribution of the prize fund



60%

The winner receives
60% of the prize fund
(456 IQN)

20%

Semi-finalists receive
20% of the prize fund
(152 IQN)

20%

Quarterfinalists receive
20% of the prize fund
(152 IQN)

Fee:

100 IQN

Levy:

800 IQN

Prize fund:

760 IQN

Platform commission:

40 IQN

Final winnings:

1/8: -100 IQN

1/4: -100 +38 = -61 IQN

1/2: -100 +38 +76 = 14 IQN

Winner:

-100 +38 +76 +456 = 470 IQN

After receiving the results of all scheduled matches, the smart contract distributes IQN in accordance with the scheme of the prize fund distribution chosen at the stage of the tournament creation. The scheme above shows an example of the distribution of winnings.

When creating a tournament, you can select several brackets and several winnings distribution schemes.

Not only the platform user, but also the sponsoring company may create the tournament. In this case, the tournament participants do not pay the fees, and the organizing company sponsors the prize fund.



7. Platform architecture



IQeon API. Provides a set of methods and interfaces for the interaction of all platform elements.

IQeon blockchain control subsystem. Implements services on interaction with Ethereum blockchain. It records transactions with use of IQN to blockchain, deployment and interaction with smart contracts.

IQeon web application. It is a platform portal. It contains information part (platform description, blog, documentation) and user and developer personal accounts.

Users can, through their personal account, link applications to their account, make purchases, transfers, exchange IQN for available crypto-currencies and fiat money to a MasterCard card (and vice versa).

Developers can get API keys for their applications, register a new application in the platform, see statistics for accrual of remuneration, and exchange IQN for available currencies through their personal account.

In addition, the personal account service replicates IQeon wallet application to web services.

IQeon wallet. Is the application (iOS, Android), which allows the user to issue a debit card MasterCard card after verification and exchange IQN for fiat money (and vice versa).

IQeon SDK. Is a creation tool set for rapid expanding of new games and applications based on existing scenarios and game mechanics.

IQ Clash API. Is a set of methods and interfaces for agile development and integration of games and applications based on the scenario of game rooms into the platform.

Existing games & services. Existing games and applications thanks to API can be integrated into IQeon platform. This will allow existing games to take full advantage of the platform and use IQeon token in the gameplay.

Ethereum wallet & Digital currency exchangers. IQeon token complies with ERC20 standard. This means that it is initially compatible with Ethereum wallet and can be freely transferred from one address to another. In addition, this standard provides token's genericity and technical compatibility for further addition for crypto-exchange stocks trading and for exchange on online crypto currency stock services.



8. Legal aspects

Nowadays the legislation of most countries in the world to various extents toughen the requirements for online services that allow earning money online. The team of IQeon project, together with legal advisors, studied the legislation of the top countries for the project.

Experienced legal advisors helped IQeon project to create its own concept of mobile games, applications and services that do not meet the criteria of activities subject to regulation and licensing. Therefore, IQ Clash products and the products of the platform's partners that support transactions using IQeon (IQN) token will meet the requirements of most jurisdictions. The expectations of IQeon platform users regarding the benefits of using our products and the ability to receive fiat money will be worthwhile.

IQeon platform focuses on the range of applications for self-development, logical games and PvP disputes. The use of IQeon (IQN) token, which is not a means of payment, in analogy with the fiat money, prevents the claims of authorities. The use of crypto currency in internal transactions in such software products practically does not encounter resistance from the authorities and does not imply the need for obtaining a license or special permission from authorities in most jurisdictions. This is possible thanks to the fact that the funds in fiat money will not be stored on the user account balance in IQeon games and applications, and thus IQeon games and applications will not bear the marks of licensed activity.



9. Project team



Vadim Dovguchits

CEO (Chief Executive Officer)

Business Analyst, Blockchain Enthusiast, MBA. Supervisor of startup projects, expert in trademark rights (IT sphere).

Has many years' experience in the creation of IT-projects monetization strategies, development and sale of mobile apps and games (the total value of trade inside the network exceeds \$1M).



Igor Podlesny

CSO (Chief Strategy Officer)

18+ years in IT & T, financial services, launch and promotion of new products and services experience. Master's degree in 'Computer Science', Bachelor in 'Computing systems and networks'. Founder and owner of companies in different spheres such as:

- hosting and virtual servers (Latvia);
- fixed-line telecom carrier (Latvia);
- provision of worldwide roaming mobile services (Estonia);
- financial services consulting (Latvia);
- Android OS mobile platform for confidential communications (United Kingdom).



Pavel Kazimirenko

CTO (Chief Technical Officer)

10+ years IT experience. C ++ developer, Founder & managing director at BESK Complex Solutions (a group of companies having more than 100 employees in 4 countries).

Customers: Bloomberg, ORION, Hyundai, Microsoft, Ulmart. 500+ realized projects, 10+ successful start-ups, mobile apps OS dev expert.



Alexander Samoilo

Financial Consultant

Financial advisor, a subject of Swedish Kingdom, with the right to counsel the management of banks and other financial institutions. Financial director of the institutional investment company 'ABA Marketing'.

Since 2002 is a Forex expert. Author of the book 'Complexity in simple words. Real advice on how to achieve financial independence'.



Alexander Pavlov

COO (Chief Operating Officer)

9+ years IT experience. CEO & founder of 'Webinsight' LLC. It is among TOP-10 companies of web developers, rated by the RU-part of the Internet.

Clients: Regula Ltd., SOLAR Laser Systems, Lumenix Fabrika.



Roman Glushchuk

The representative of IQeon in the United States and Canada

IT-entrepreneur. In the IT business during more than 10 years. Founder of three IT companies. President of REDLINE IT, INC. (Boston, USA). CEO of Red Technologies company (Minsk, Belarus).

Successful management of an outsourcing company with the staff of more than 150 developers, the offices of companies are located in 4 countries.

There are Siemens, Citrix, Cisco, AT&T and other international companies among the company's clients.



Alexander Paramonov

CLO (Chief Legal Officer)

10+ years of experience in the legal support of IT companies: start-ups, gambling, and blockchain projects around the world.



Mikhail Larchanka

Blockchain Developer

Blockchain, React, Nodejs, Docker, Solidity developer.

Front-end dev, speaker, startups and hackathons meetups judge.

Professional experience:

- Sytac (Technical lead);
- Liberty Global (Front-end Engineer);
- EPAM Systems (Senior Software Engineer).



Timur Latfulin

CMO (Chief Marketing Officer)

Founder of Digital agency 'Webmart Group'. Specializes in the development and promotion of mobile games and applications.

Implemented more than 300 projects around the world with DAU 150,000 people.



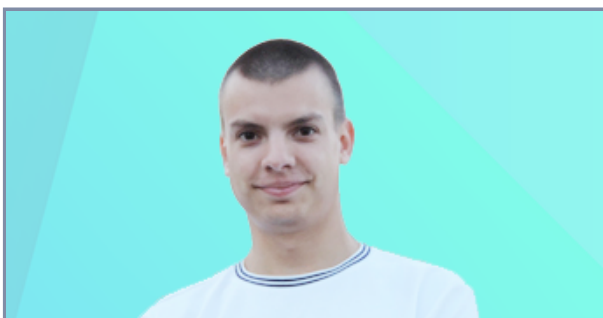
Denis Tolstashov

Head of Mobile Development

Denis is involved in the commercial software development since 1999.

Wide and strong IT architecture skills were gained and proved by him during the playing the important role in developing and delivering more than 80 products to market. IQeon is a fifth blockchain-related project where he is involved as a technical expert.

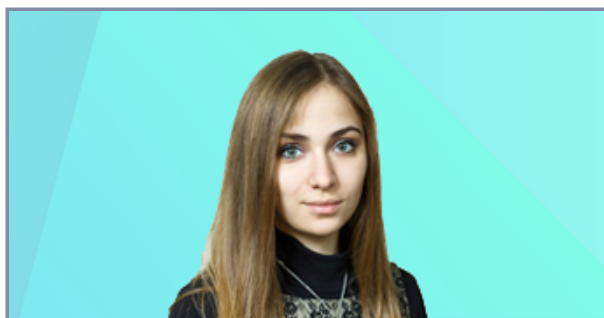
He is CEO and co-founder of Wimix LLC, which is producing complex software solutions (Fintech/Crypto, mHealth for US, EU, and Israel markets).



Dmitri Markevich

Smart Contract Developer

9+ years in IT experience. System and network administration specialist, blockchain and web developer, teacher. Implemented more than 100 projects.



Anastasia Petrenko

PM/BA (Project Manager, Business Analyst)

Participated in the development and maintenance of large projects in the field of e-commerce, mobile games and applications. Customers: Ulmart, Smart SATU, Belarusian Currency and Stock Exchange, etc.



Pavel Sakun

Software Development Engineer

Developer, 10+ years experience in data integration and business intelligence in Hyperion solutions, Oracle, Pentaho, Hitachi, EPAM.



Paul Moukhin

Digital marketing strategist

Digital marketing, Blockchain, and Crypto competence. 8 years management experience.

Clients: Yandex, Marriott, Eurovision, Tente, Ford.



Vitalik Lagutik

Community Coordinator

Community, bounty and account manager. 5 years experience in game development (VironIT - TOP 25 software development companies published in LinkedIn).



10. Project advisers



Genadijs Dola

Financial Consultant

The founder of the institutional financial company ABA Marketing group Inc.

Has an MBA and over 20 years of experience in financial consulting.

He is one of the first directors of the Swiss company SI Save-Invest Ltd. (investment in life insurance programs)



Richard Dilendorf

Business consultant, mining expert

Leader of Bitclub Network mining-group.

Founder of the mining pool with the capacity of >409 PH/s.

Founder, manager, fintech advisor of a number of companies from the USA, Japan and the EU.



Maksim Halinouski

PMO / ICO Expert / Blockchain Expert – BESK Commerce

E-commerce, mobile apps, iOS, Android and cross-platforms dev, blockchain, AR competences. 11+ years IT experience. Up to 3000 projects completed. Clients: Bloomberg, ORION, BOSCH, Range-Rover, Bayer, Vodafone, McDonald's, Parrot.com, Nestle, Schick, NHTICO, ect.



Vyacheslav Fedorov

Adviser

Expert in the field of the payment systems organization (infrastructure, business processes, protection against fraud, etc.), marketing and online projects promotion (Web and Mobile). Speaker, mentor and an expert in e-commerce conferences, StartUp schools and business incubators.

Projects: Yandex.Money – the head of regional development. Yota – the head of the department of payment systems development. MoneyOnline [dengionline.com] – the head of the marketing department. Go2See – the commercial director of the air tickets aggregator.



Aleksejs Cepulskis

Adviser

Private Banker (Blue Orange Bank AS, Latvia),

Rural Support Service (Ministry of Agriculture of Republic of Latvia),

Graduate Data Researcher ("Bloomberg LP" Commodities Team, Quality assurance).

Graduation: King's College (London, UK) MSc - Accounting and Financial Management; The University of York (York, UK) BSc - Economics and Finance.



11. Road map

Q3 2016 - The origin of IQeon platform idea. Development of the concept and business plan.

Q4 2016 - Elaboration of IQeon platform legal model in various jurisdictions. Attracting of \$ 50,000 investment. Development of the gameplay mechanics. Development of a pilot application IQ Clash for the future platform.

Q1 2017 - Attracting of \$ 300,000 investment. IQ Clash OU company registration. Team building.

Q2 2017 - Attraction of advisors. Development of the IQeon platform mock-up. Technical audit.

Q3 2017 - Development of a partnership model in IQeon ecosystem. Trade enquiries. Agreement with a partner bank. Development of IQ Clash API. Start of the platform development. Start of ecosystem formation (more than 30 partners).

Q4 2017 - Preparation for ICO. Development of a smart contract for IQN token release. PreICO conducting. Continue the development of the platform. Ecosystem formation continuation (more than 100 partners).

Q1 2018 - ICO conducting. IQeon API development. IQeon web application development. IQeon API and IQ Clash API link testing. New IQ Clash applications development. IQN tokens listing on crypto-currency stocks. Start of the marketing campaign to attract end-users.

Q2 2018 - The platform integration with Ethereum blockchain. Development of IQeon blockchain control subsystem. Integration of IQeon API with partner applications. Release of platform's beta version. Start of IQeon wallet development.

Q3 2018 - Platform and IQeon wallet release. MasterCard debit cards issue. Continuation of an active marketing campaign to attract end-users.

Q4 2018 - Further development of the ecosystem (2000+ partners, 45+ IQ Clash applications, 2.5 million active users). Development of IQeon SDK.

Q1 2019 - IQeon SDK release. Additional game mechanics development. Involvement of partners to develop new applications based on SDK.

Q2 2019 - Implementation of AI technology in IQeon API and IQeon SDK. Addition of new mechanics using AI into the list of game mechanics.

Q3 2019 - Development of game mechanics using AR/VR technologies. Integration with IQeon API applications for PS, Xbox, etc.

Q4 2019+ - Further development of IQeon ecosystem (10,000 partners, 150 IQ Clash applications, 15,000,000 active users).



12. IQeon token

12.1. IQN - ERC20 standart token

IQeon is not just a platform, but also a whole ecosystem, including application and content developers, platform partners and millions of users. The internal economics of the ecosystem cannot exist without its own currency, the role of which will be performed by IQeon (IQN) token.

IQeon (IQN) token will be released on the basis of Ethereum platform and fully comply with ERC20* standard. Support of this standard guarantees the compatibility of the token with third-party services (wallets, exchanges, listings, etc.), and provides easy integration with these services. Ethereum platform fully supports Dapps concept thanks to the integrated Solidity language for writing smart contracts that will be used to implement a number of functions in IQeon platform (payment transactions, fixing of disputes terms, paying out of winnings and rewards).

The release of our own tokens is driven by the need to raise funds for further platform development, as well as the need for internal economy of the ecosystem that, thanks to the advantages of blockchain technology, will be based on transparent and trusted relations between all participants, thereby enabling a more efficient business model for using the platform.

*ERC20 Token Standard: https://theethereum.wiki/w/index.php/ERC20_Token_Standard

12.2. Information on IQN token release

Type:	ERC20
Name:	IQeon Token
Symbol:	IQN
Total supply:	10,000,000

The total emission of tokens will be distributed as follows:

5% - Tokens pre-sale;
65% - Crowd sale;
12% - Project team;
10% - Bonus fund;
6% - Partners and advisors;
2% - Bounties.



Tokens that have not been sold at preICO and ICO stages will be burnt.

Tokens reserved for the project team will be blocked in the system for 6 months. At the end of this period, the tokens will be uniformly distributed during 6 months.

Tokens belonging to partners and advisors will be blocked in the system for 2 months.

Tokens that make up the bonus fund will be uniformly spent during 12 months.

12.3. Functions of IQN tokens

By purchasing IQeon (IQN) tokens, you receive an asset the value and liquidity of which will increase with the platform developing, expanding of user audience and implementation of the planned.

However, the main purpose of tokens is to use them directly in IQeon platform for the following purposes:

- two-way exchange for internal currency – IQeon, in which bets are made, remunerations in game rooms, disputes, motivation applications, remuneration for a certain activity are paid (player of the day, player of the month, etc.);
- payment of game developers remuneration;
- payment of remuneration to digital content copyright owners;
- payment of remuneration for partner programs;
- forming a prize fund in tournaments based on the IQeon platform.

Herewith, the use of IQeon (IQN) token is not limited only by the platform ecosystem. After launching of the platform, IQeon token will be available for buying/selling on the crypto currency stock.

The value of IQeon token will be provided by limited emissions, a constant need for the game process, as well as the ability to convert to other crypto currencies and fiat money. The disbalance of tokens will be eliminated thanks to the well-considered IQeon ecosystem economy, which provides token circulation.

12.4. Legal status of IQN tokens

IQeon tokens are designed for applicative use in IQeon ecosystem and, according to the generally accepted classification of tokens, correspond to the characteristics of utility tokens. IQeon tokens cannot be returned after purchase at preICO and ICO stages. Tokens can be used inside IQeon ecosystem or exchanged for other currencies. The purchase of IQeon tokens in the period of preICO and ICO is not an investment agreement and cannot be treated making investments. IQeon tokens are not securities. Possession of IQeon tokens is not treated as ownership of shares, and owners of IQeon tokens do not have ownership, management, or any other rights with respect to IQeon ecosystem.

Tokens are purchased as a digital asset, like downloadable software, digital music, etc.



13. Pre-sale (PreICO)

Pre-sale (PreICO), round 1

Start

December 15, 2017

End

December 24, 2017

Number of tokens

500,000 IQN

Exchange rate

1 ETH = 700 IQN

Acceptable currencies

ETH, BTC

Minimal transaction

3 ETH

Pre-sale (PreICO), round 2

Start

January 8, 2018

End

January 15, 2018

Number of tokens

800,000 IQN

Exchange rate

1 ETH = 550 IQN

Acceptable currencies

ETH, BTC

Minimal transaction

1 ETH





14. Crowd sale (ICO)

14.1. Offering terms

Start

January 30, 2018

End

March 13, 2018

Number of tokens

5,700,000 IQN

Exchange rate

1 ETH = 325 IQN

Acceptable currencies

ETH, BTC, LTC

Minimal transaction

No minimum amount

**Bonus scheme**

14.2. Distribution of attracted funds

Attracted funds will be distributed as follows:

- 60%** - Platform development;
- 25%** - Marketing and advertising;
- 8%** - Operating expenses;
- 4%** - Legal expenses;
- 3%** - Other expenses.

