



ADVANCED TECHNOLOGIES

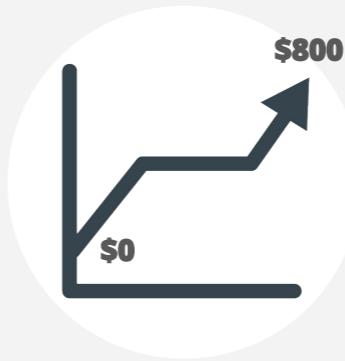
IN THE SERVICE OF YOUR BUSINESS



— Everybody wants crypto



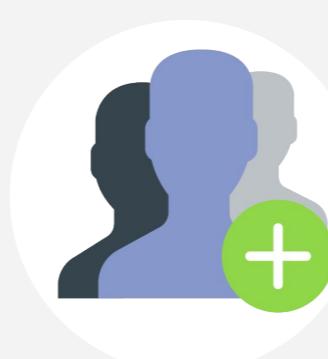
Cryptocurrencies are among search queries leaders



Market cap reaches \$800 mln (making x50 for the last year)



Governments and Banks step into the game trying to keep the status quo



Cryptocurrency Exchanges Are Adding 100,000+ new users daily (CT)



**Everybody
wants crypto**



— Not so easy

TO GET CRYPTO



Now it is expensive
to buy it

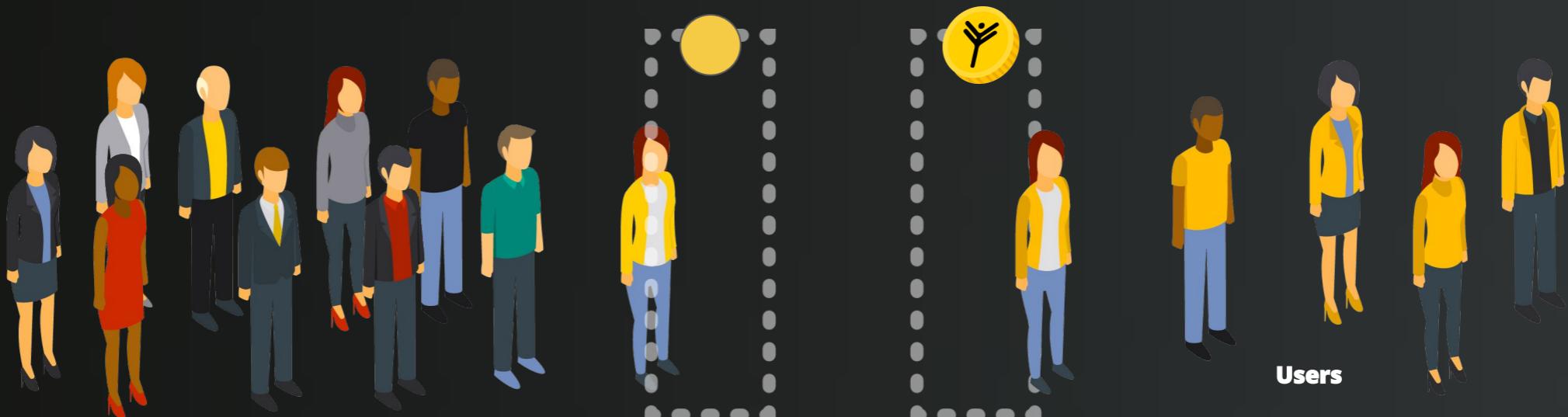


Difficult to understand
for wide-adoption



No other real usages
yet (only promises),
except HODL

Result: 20 Mln users VS 7 Bln striving ones



— Is there a solution?



- How to spread the power of Crypto among masses?
- How to turn a trickle of new users into a powerful stream, and capitalize on it?
- How to leverage the Blockchain tech better than just a speculation?



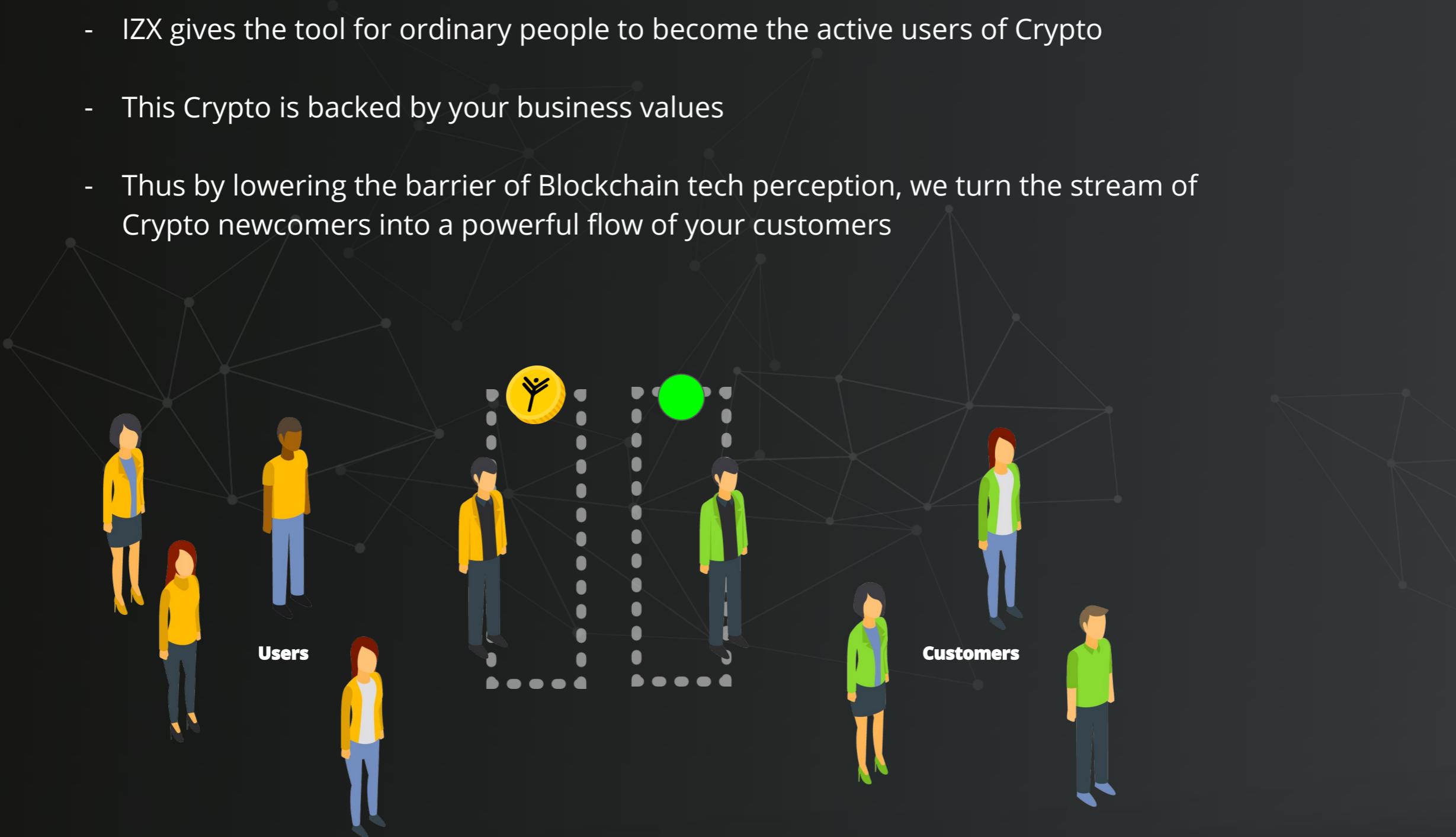
ANSWER - GAMES!

There should be more
CryptoKitties!



— Value proposition

- IZX gives the tool for ordinary people to become the active users of Crypto
- This Crypto is backed by your business values
- Thus by lowering the barrier of Blockchain tech perception, we turn the stream of Crypto newcomers into a powerful flow of your customers



PoC: IZX game is

“POKEMON GO” FOR LOCAL MERCHANT CRYPTO-COUPONS



MERCHANTS place their discounts and special offers as tokens into the game

MERCHANTS



Players collect game tokens and then use them for payments in local stores



Game



Players

Audience of the game



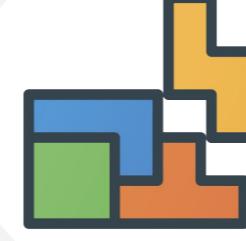
IZX WORLDWIDE SPREAD



— Building Blocks



GAMES: AVAILABILITY & CLARITY FOR AUDIENCE



Game tokens



Smart contracts

```
1 pragma solidity ^0.4.18;
2
3 contract MarketingCampaign {
4
5     bool private campaign_active = false;
6
7     modifier duringCampaign() {
8         require(!campaign_active);
9         campaign_active = true;
10    }
```

BLOCKCHAIN PLATFORM: DECENTRALIZED ECONOMY

— IZX = Platform For Games

A LOT OF GAMES. You have a game? Integrate it with IZX and monetize!



— IZX for Advertisers

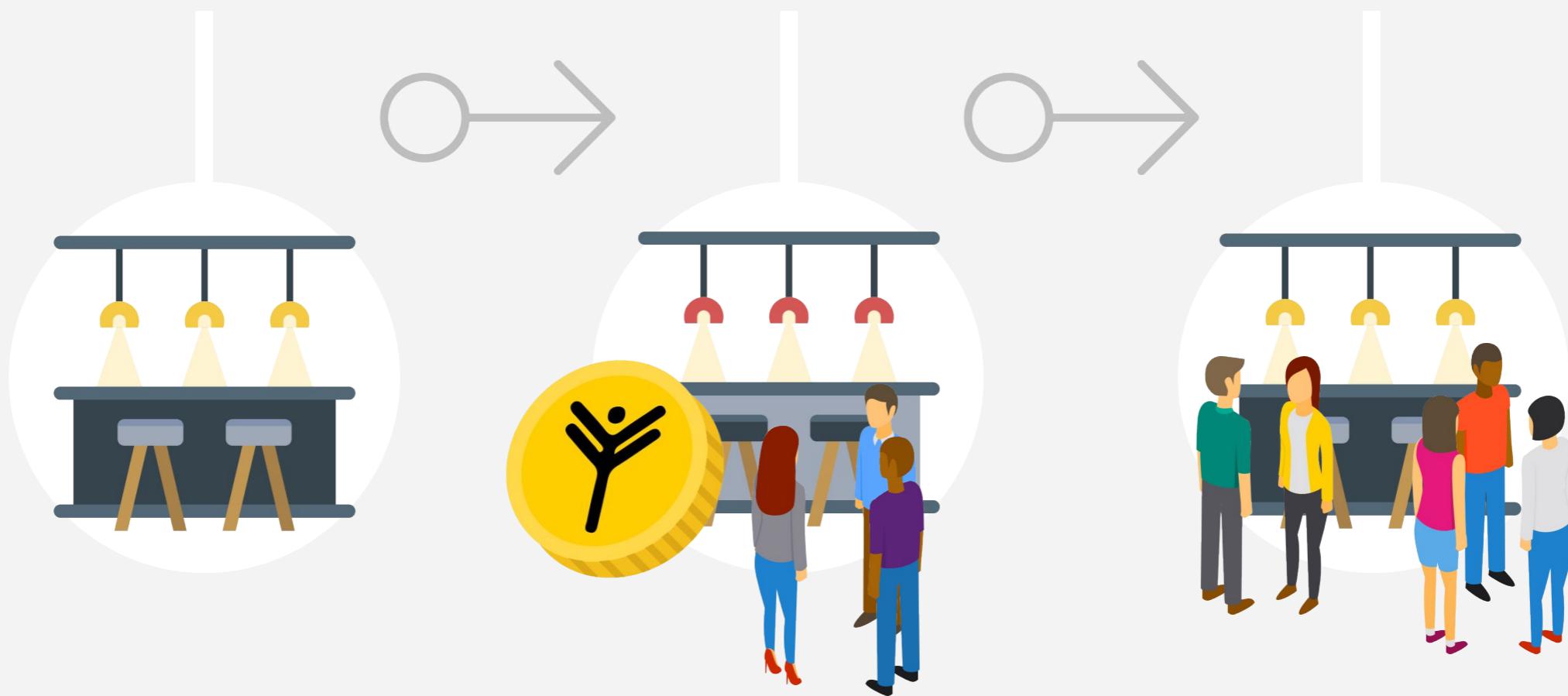


**SEEKING FOR CUSTOMERS? USE THE FORCE OF CRYPTO
FOR THEIR ACQUISITION**

You have a bar in bad
location

Place geo tokens (for free
pint of a beer) near
competitor bar

Get new customers
coming to your place



— IZX = Marketing Platform IZX



Targeting
geo | behavioral |
by device |
demographics



Budget Management



**Branded Token
Minting**



**Advertising
Campaign
Set Up**



**Statistics
and Analytics**

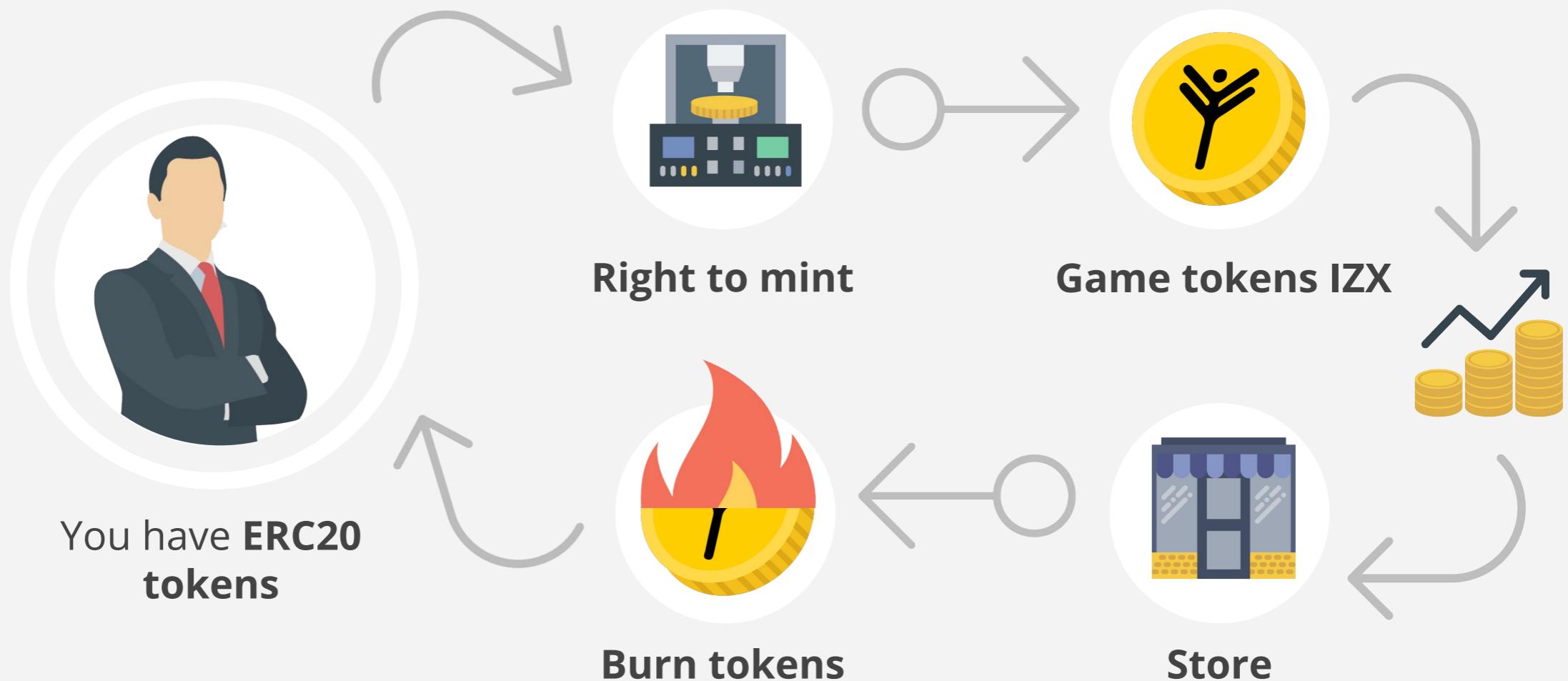
— Business Model Parties



Decentralized Business



BUILD YOUR BUSINESS BY MINTING AND DISTRIBUTING TOKENS



ERC20 token = licence to use the Platform
Game token = utility token, fuel to run campaigns

RoadMap



MAY 2017

Creation of the idea and launch of the project.

JUNE 2017

Team building and product concept specification. Start of development.

JULY 2017

Creating a Minimum Viable Product.

AUGUST 2017

IZX Presented in Innopolis. Successful tests promoting different businesses.

SEPTEMBER 2017

Improving the Platform and finalizing the product for advertisers of different segments.

OCTOBER 2017

IZX Presented at Blockchain Solutions Forum in Barcelona. Number of European businesses connected to the Platform.

NOVEMBER 2017

Pre-ICO launched.

RoadMap



DECEMBER 2017

Pre-Sale launch. MVP Improvements. Negotiations with strong producers from Gaming Industry.

JANUARY 2018

Formation of the development office and testing of three new Games integrated to the Platform

FEBRUARY 2018

Launch of a large-scale campaign to attract advertisers.

JUNE 2018

IZX token is being traded on cryptocurrency exchanges. Production launch of three new mobile games.

JULY 2018

Implementation of the IZX Protocol and software infrastructure.

DECEMBER 2018

Advertising campaigns IZX Platform adoption.

JUNE 2018

Scaling.

2020

Global spread.

— Our Team



Abas A Jalil



Alexey Studnev



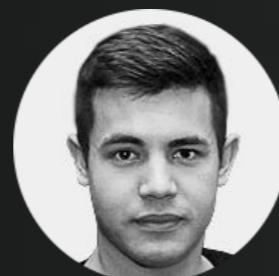
Alexandr Gryaznov



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Katerina Akulshina



Ville Oehman



Konstantin Kurilov



Artem Gordov



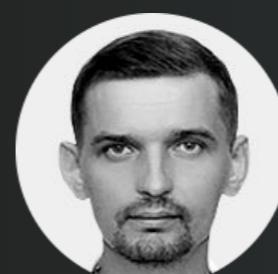
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Nikita Kuptsov



Roman Varnava



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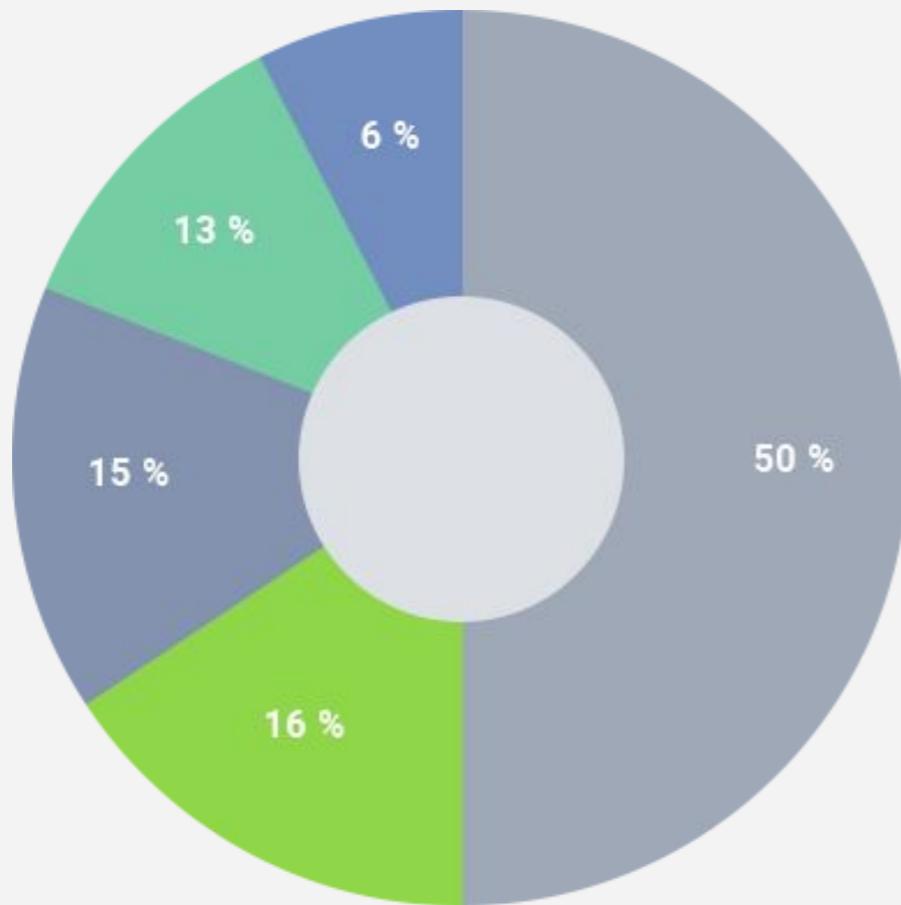
— We At Conferences



— IZX Token Sale



1 ERC20 IZX FOR 1 USD



- 50 % | 25,000,000 IZX
Token Sale
- 16 % | 8,000,000 IZX
Advisors & Early Bakers Fund
- 15 % | 7,500,000 IZX
Platform Development
- 13 % | 6,500,000 IZX
Founders (locked up)
- 6 % | 3,000,000 IZX
Bounties Fund

PRE-SALE

Target: 500.000 \$

Due Date: 28 Feb 2018

25%-5% decreasing bonus

MAIN SALE

March 2018

Soft min: 5.000.000 \$

Hard cap: 25.000.000 \$



IZX

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