



ICE CHAIN

Web 3 Marketplace

HIGHEND PRODUCTS LINKED TO NFT'S

Problem



Web 2 Marketplaces

Today's Marketplaces are not using blockchain technology. NFT's for product transparency or Crypto for payments

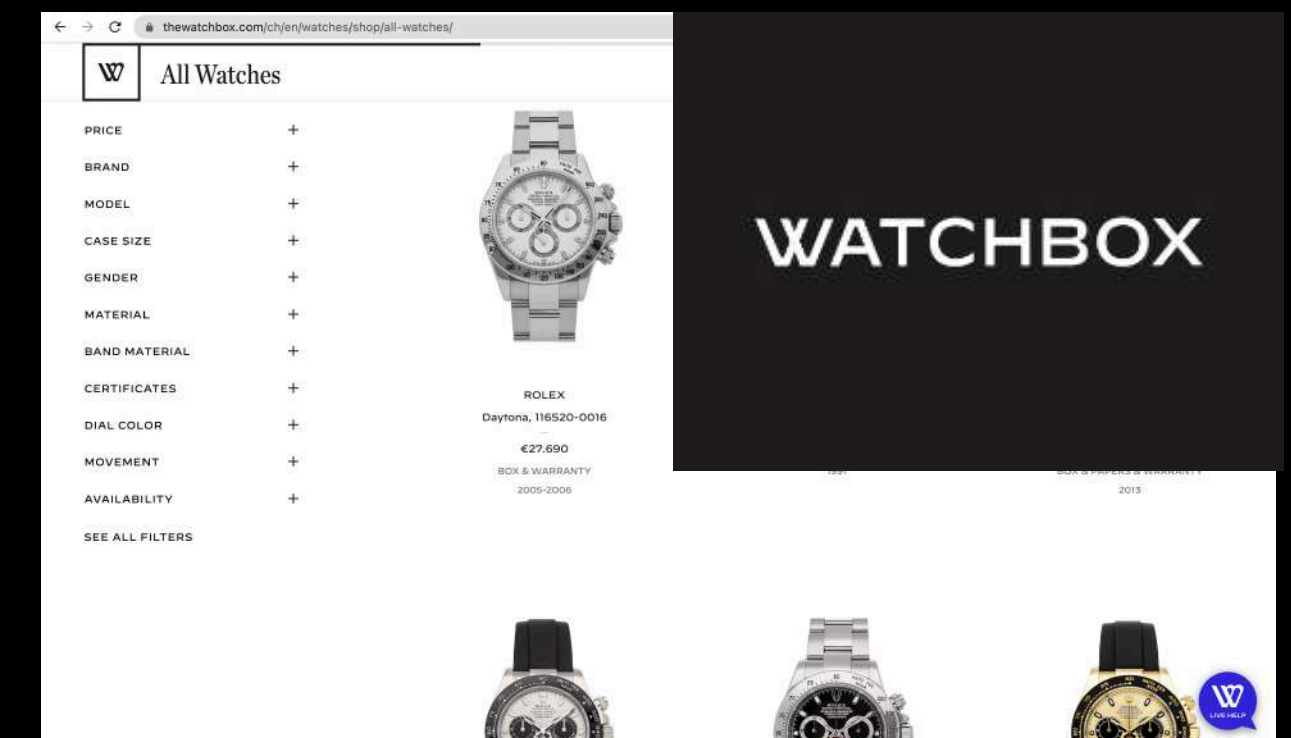
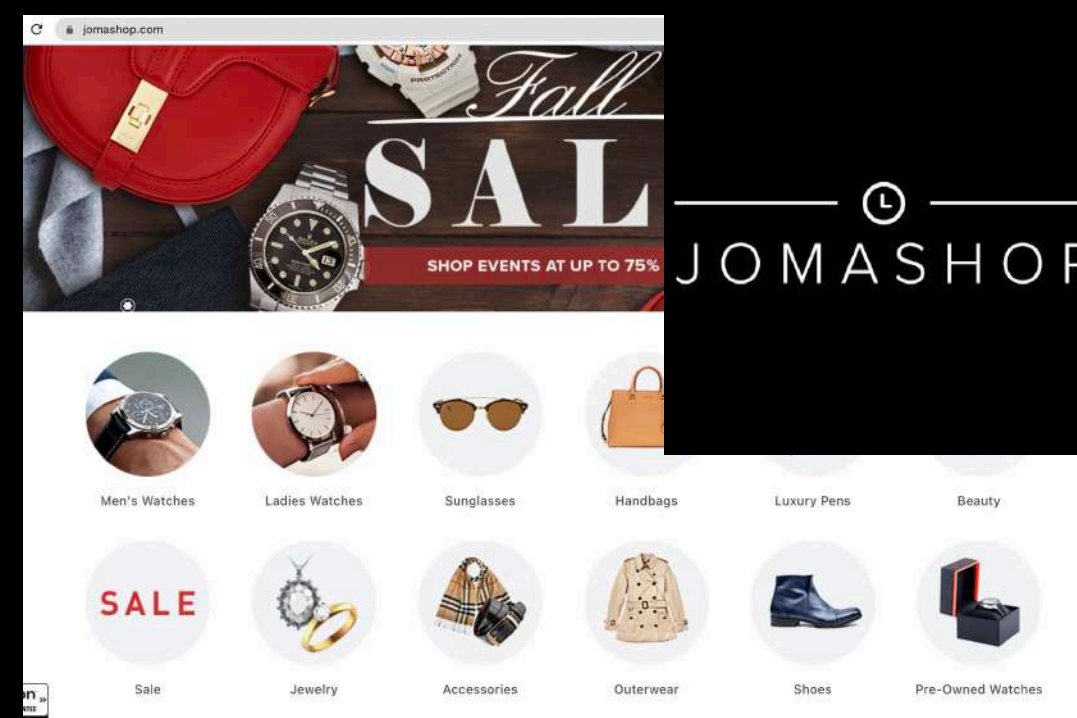
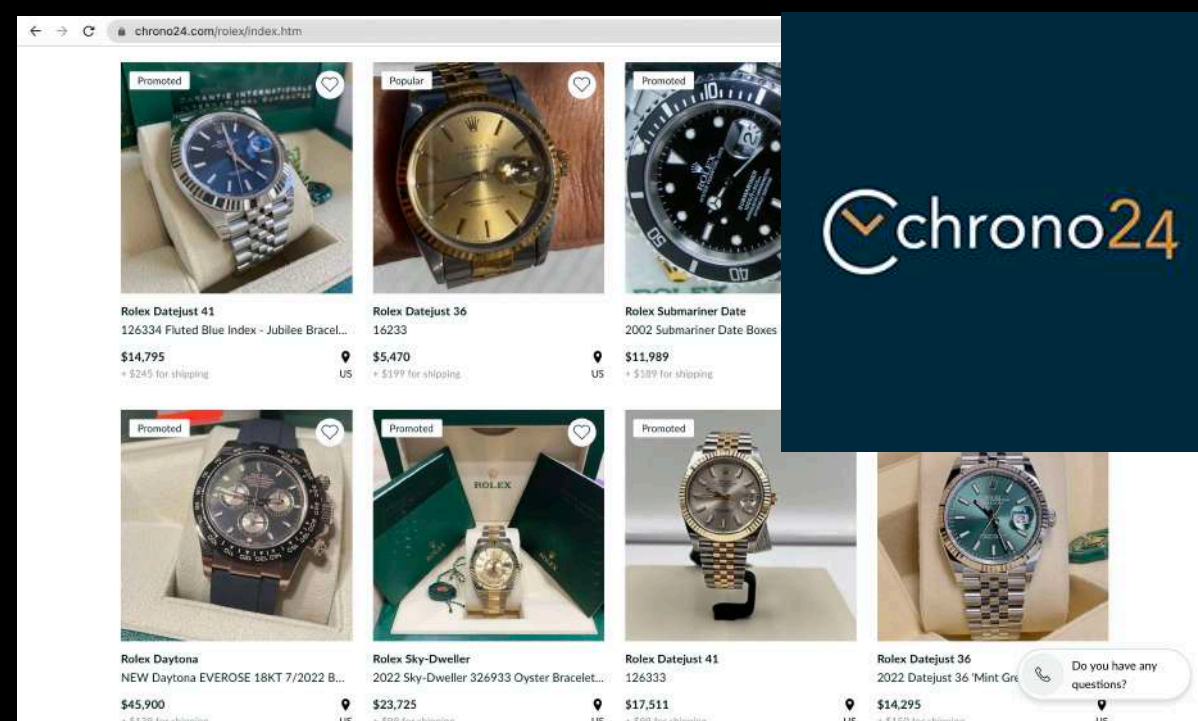
Shady product history

Consumers cannot check the origin of product materials or the number of previous owners

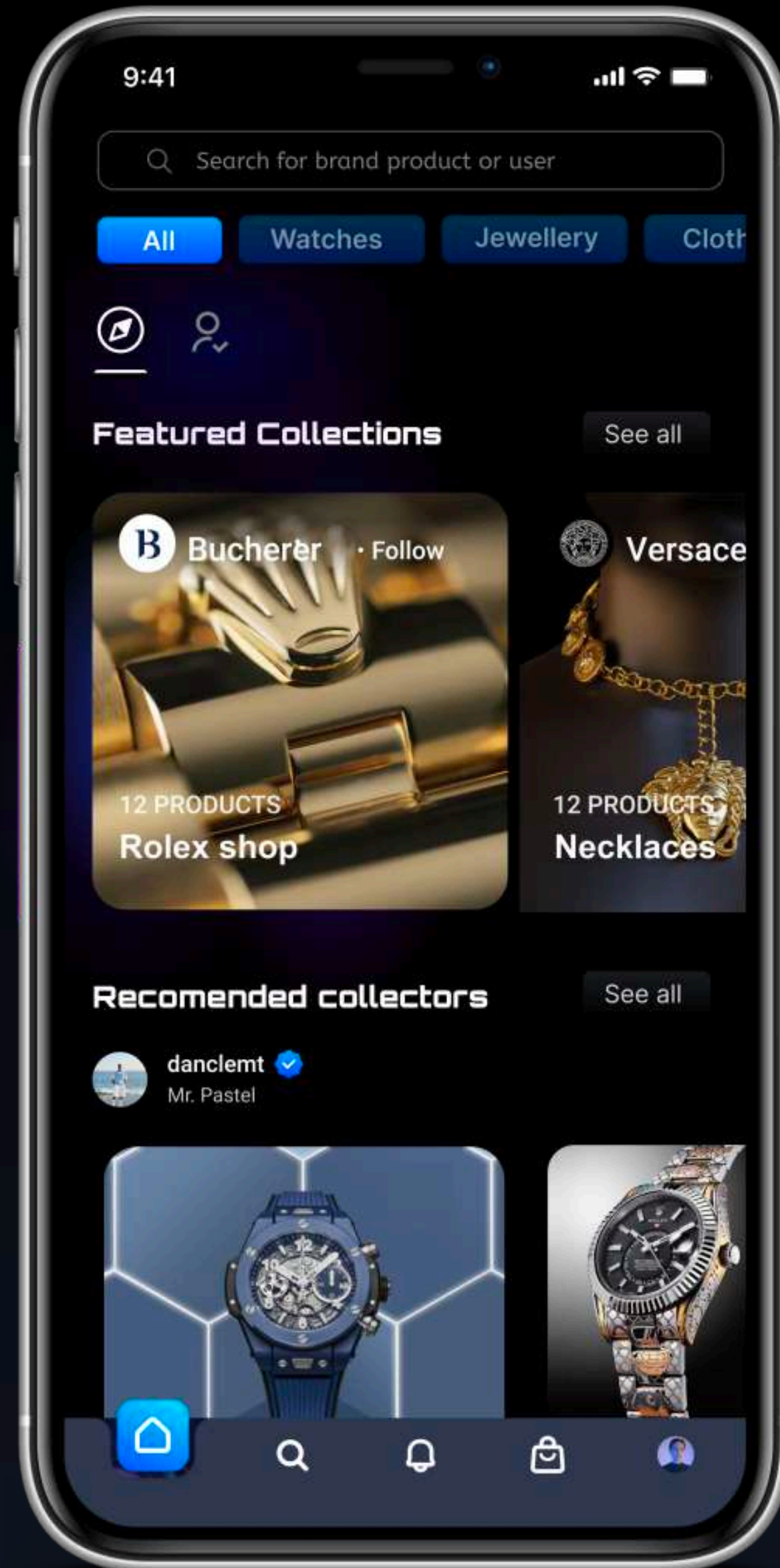
Counterfeit products

≈ 500 billion US Dollars worth of fake products are sold online every year

Today's Marketplaces



Solution



The Web 3 Shop for High-End Products

Shop Watches, Jewellery and more on Chain

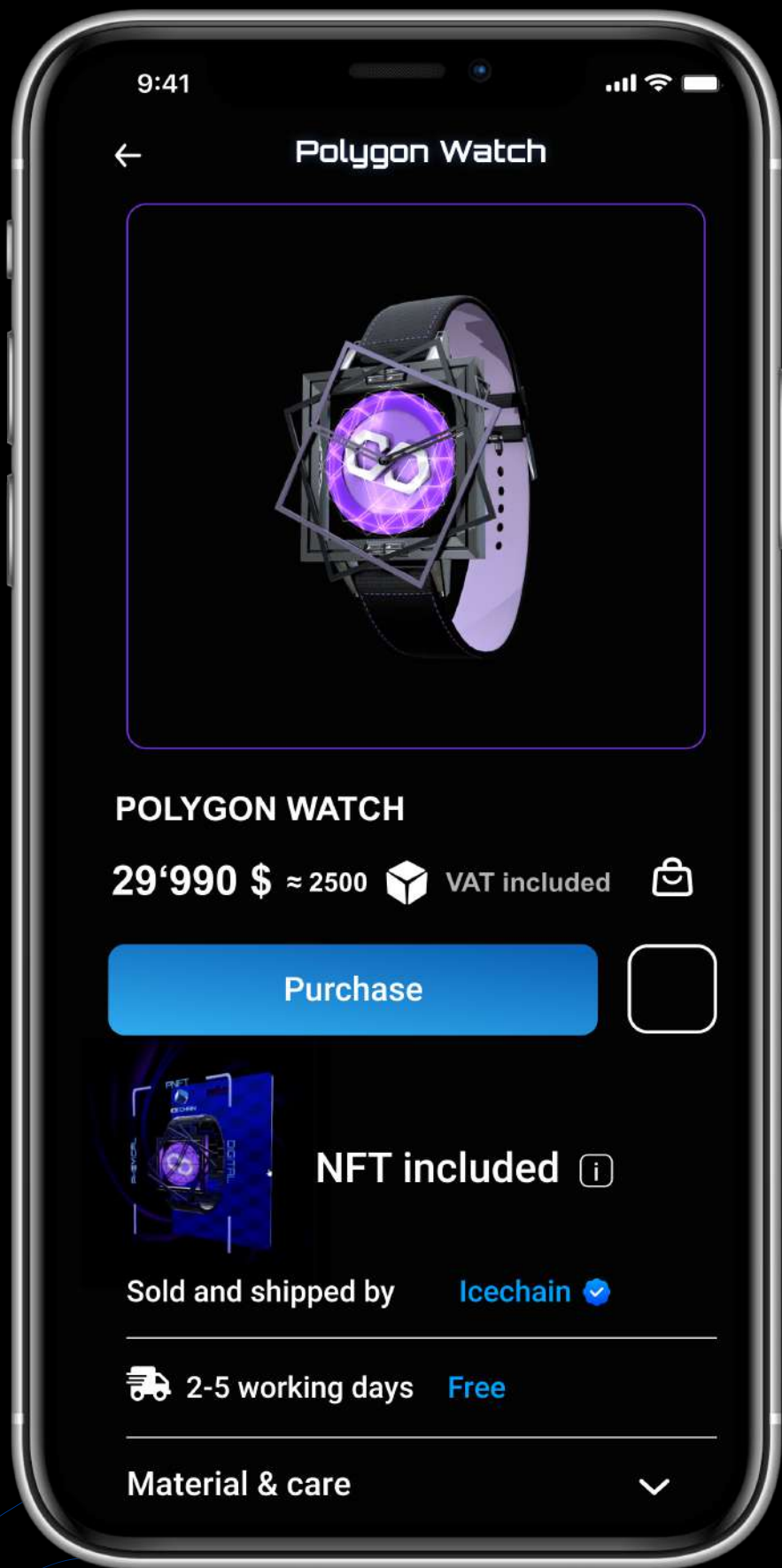
Pay with Cryptocurrencies

Collect NFT's of your Products or Assets

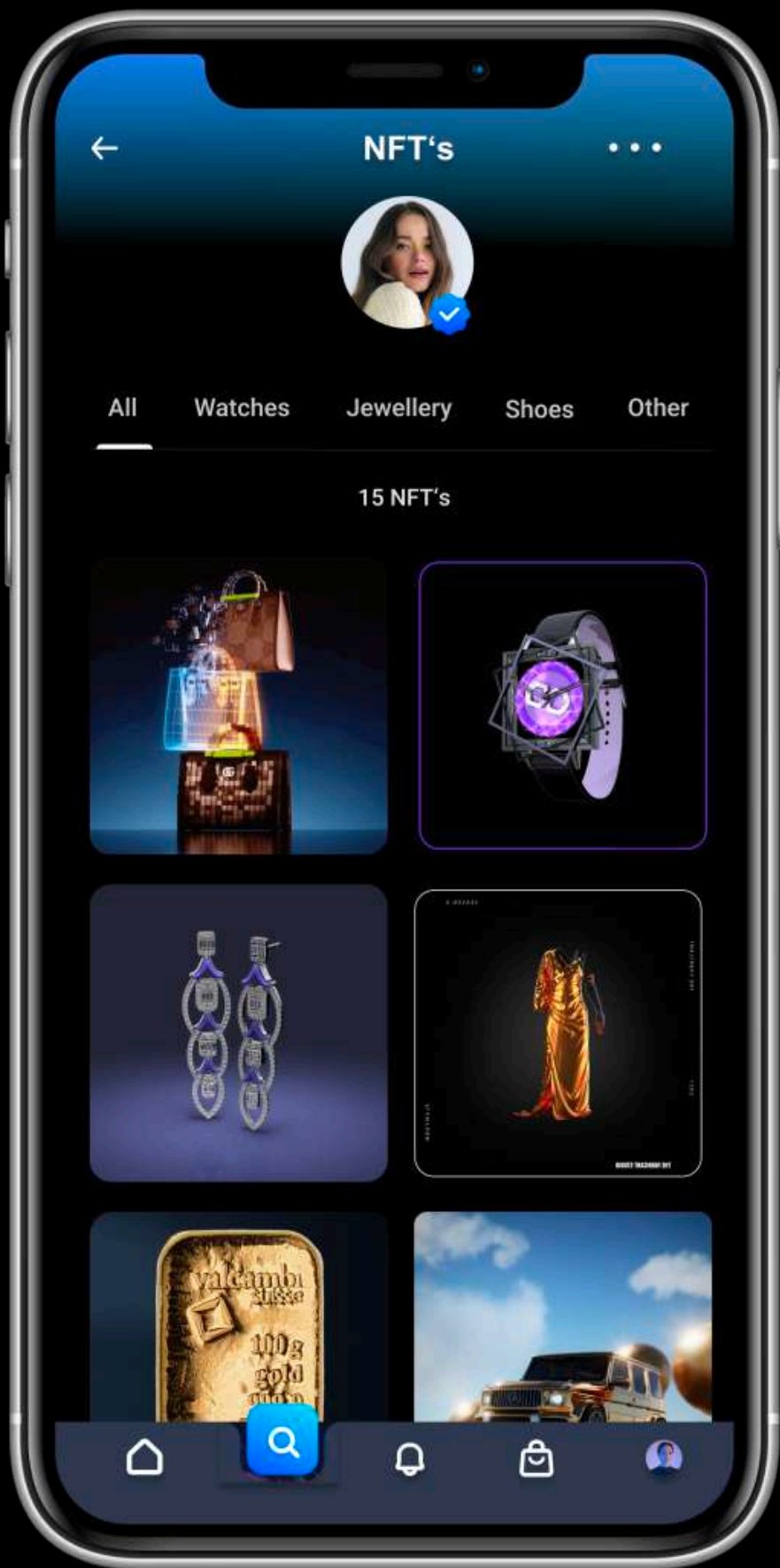
Product Overview • Other features



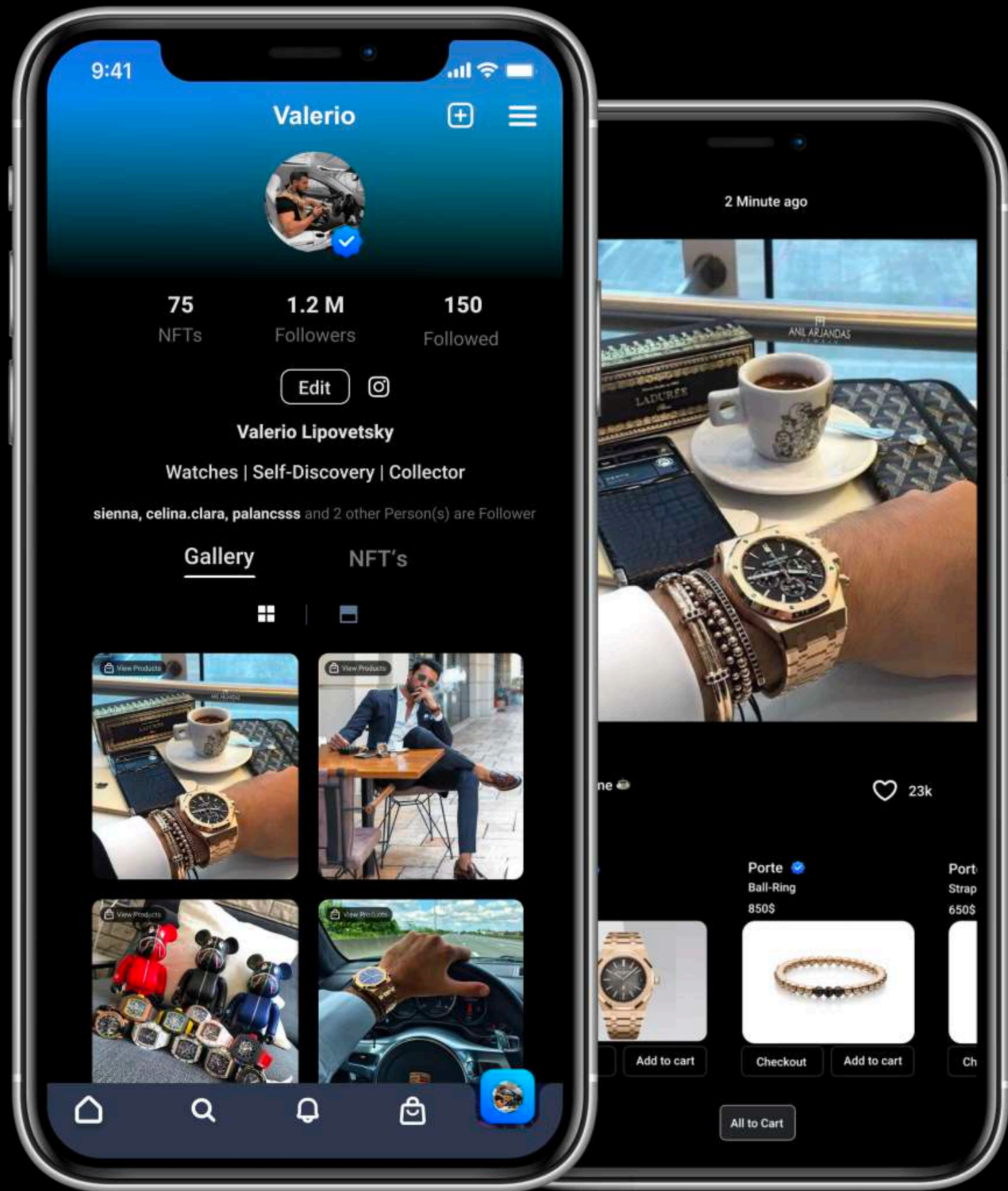
A trustless marketplace with a transparent relationship for customers and brands through NFTs linked to products



Purchaser of physical products receive a digital copy of the product as an NFT



Users can display their NFT's in their profile



Share pictures with products
Tag NFTs to earn affiliate commissions

Market Size



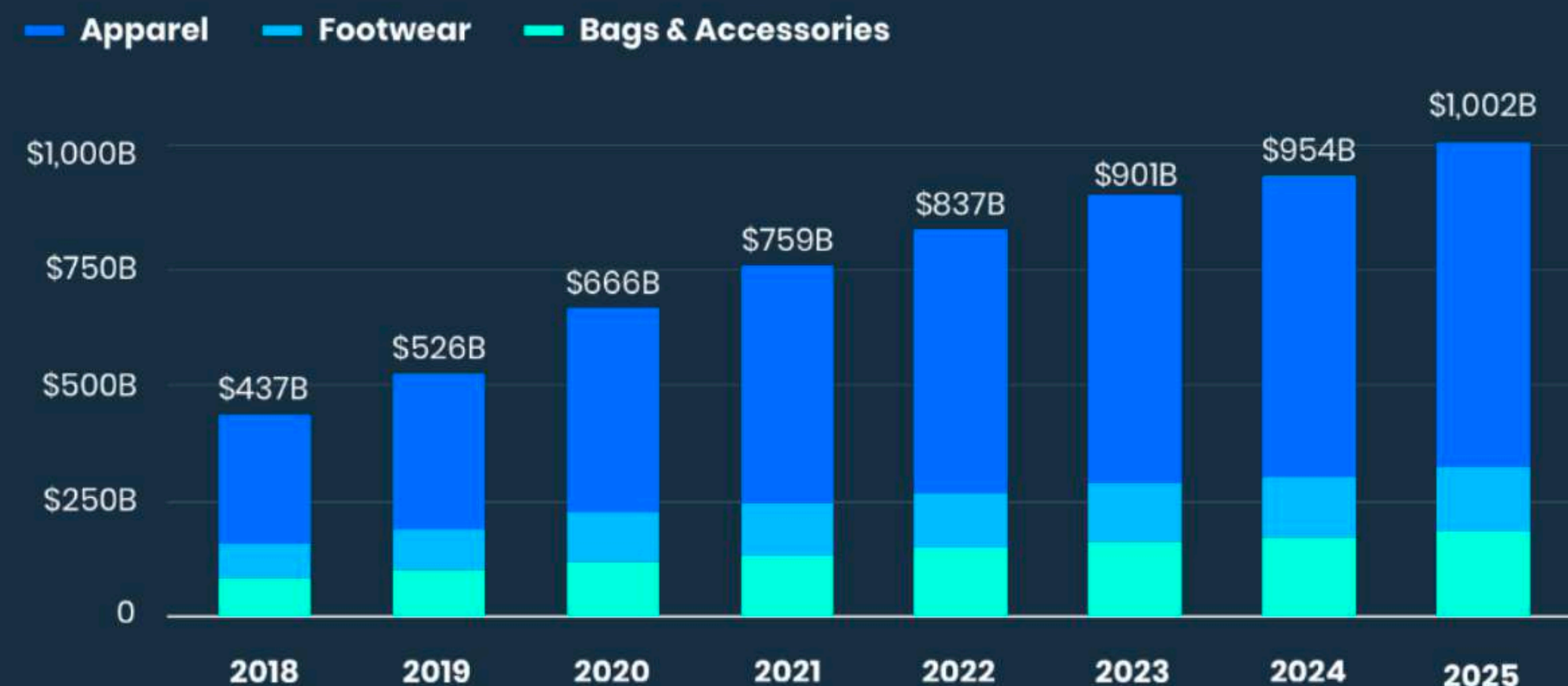
High-End Fashion, especially Watches are our target industry to introduce PNFTs

With a global market value of **\$759.5 billion in 2021**, apparel, accessories, and footwear are the number one e-commerce sector in the world.

The **Watches** segment amounts to US **\$66 billion** in 2022

Over the next five years, online fashion's 7.18% compounded annual growth rate projects the industry to reach +\$1.0 trillion.

Revenue in the Fashion Market



Growth in the Fashion Market



Business Model



Commissions on sales

Ø 6 %

Paid Promotion

Sellers can Increase their
visibility on our Marketplace

Every product sale is charged a commission fee. We calculate this fee for each individual product according to various criteria, such as its brand, price and condition.

5 ICO Phases & Growth Strategy



35% Liquidity

40% Marketing

25% Development

Online Ads

Influencers

Social Media

Partnerships

Blog posts

Events

Contests

Gamification

Phase 1

\$0.05 / ICE

10k User

Phase 2

\$0.06 / ICE

20k User

Phase 3

\$0.07 / ICE

30k User

Phase 4

\$0.08 / ICE

40k User

Phase 5

\$0.09 / ICE

50k User

Listing

\$0.1 / ICE

50k+ User

Retention **Why users stay and return**

Social Engagement Strategy

- Collect & share NFTs
- Create & share content
- Follow friends, influencers or brands
- Messenger

Customer Relationship & UX

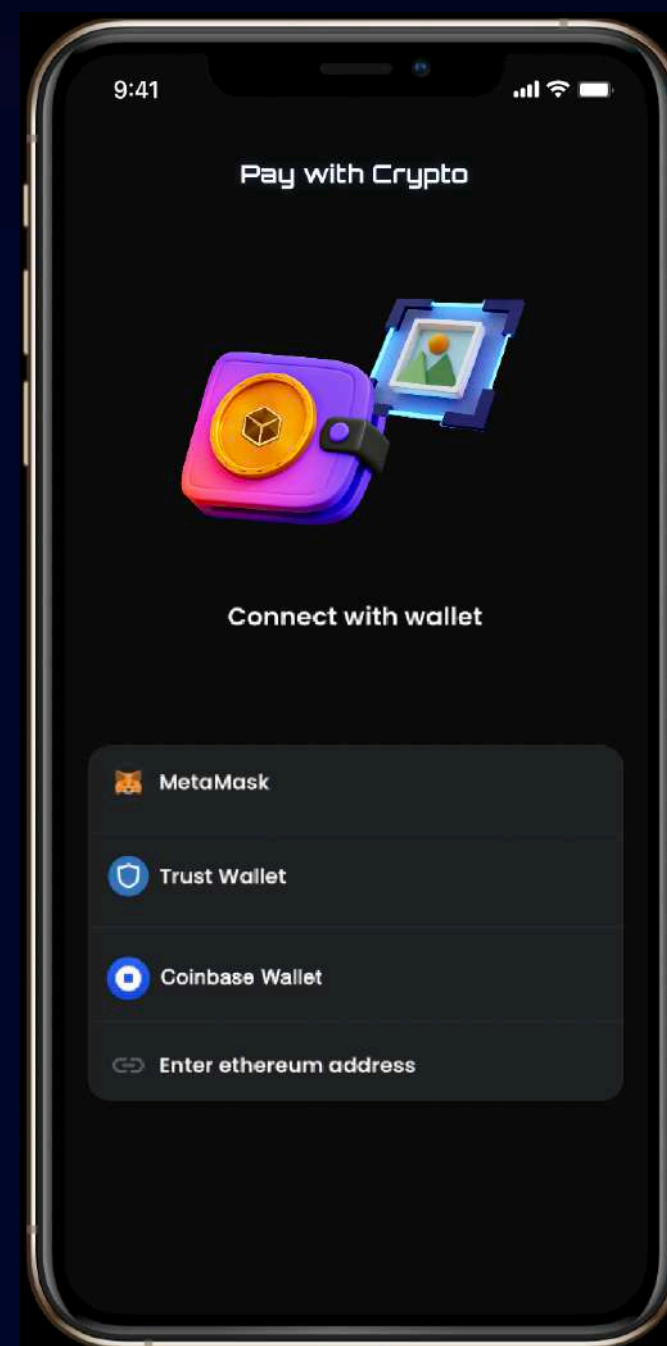
- New NFT user experience
- ICE Loyalty Paybacks
- Focus on sustainability
- Categories for quick searches

Token Utility



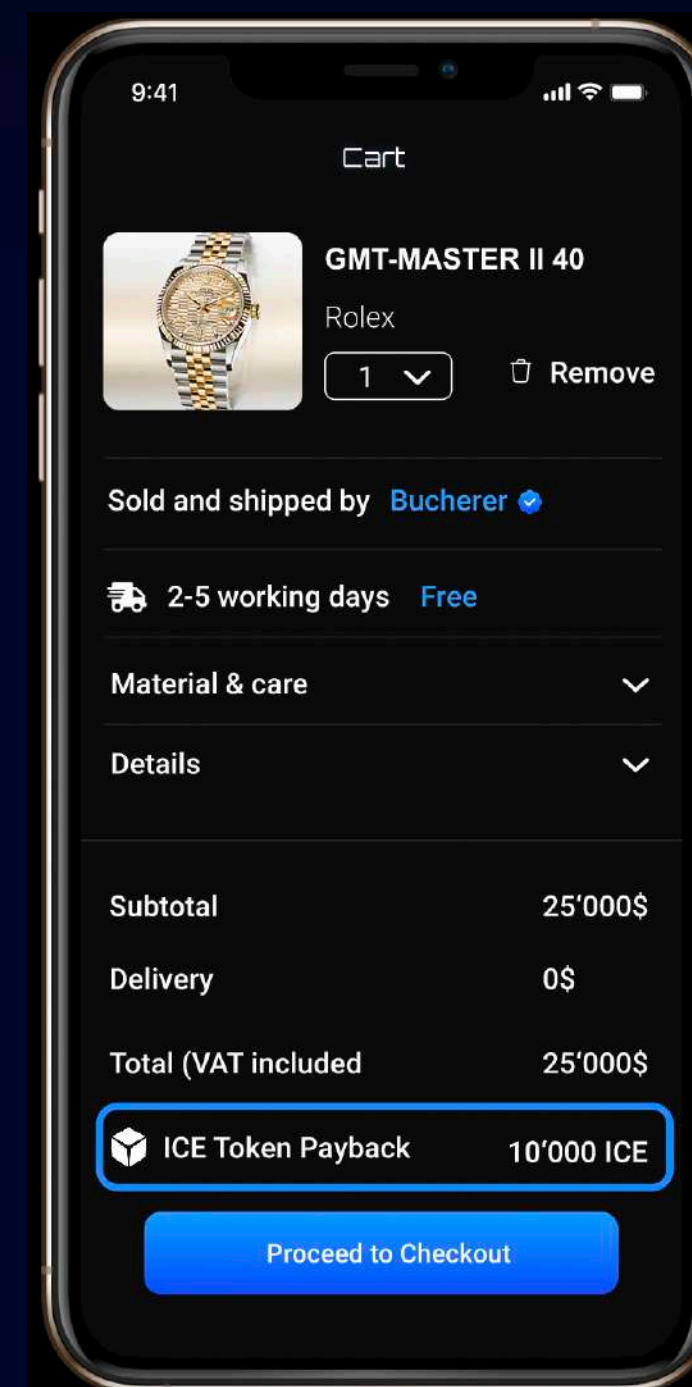
1. Payment Method

Use ICE as a payment method for products on our marketplace



2. Pay-Back in ICE

Receive Pay-Backs in ICE tokens as a reward for purchases



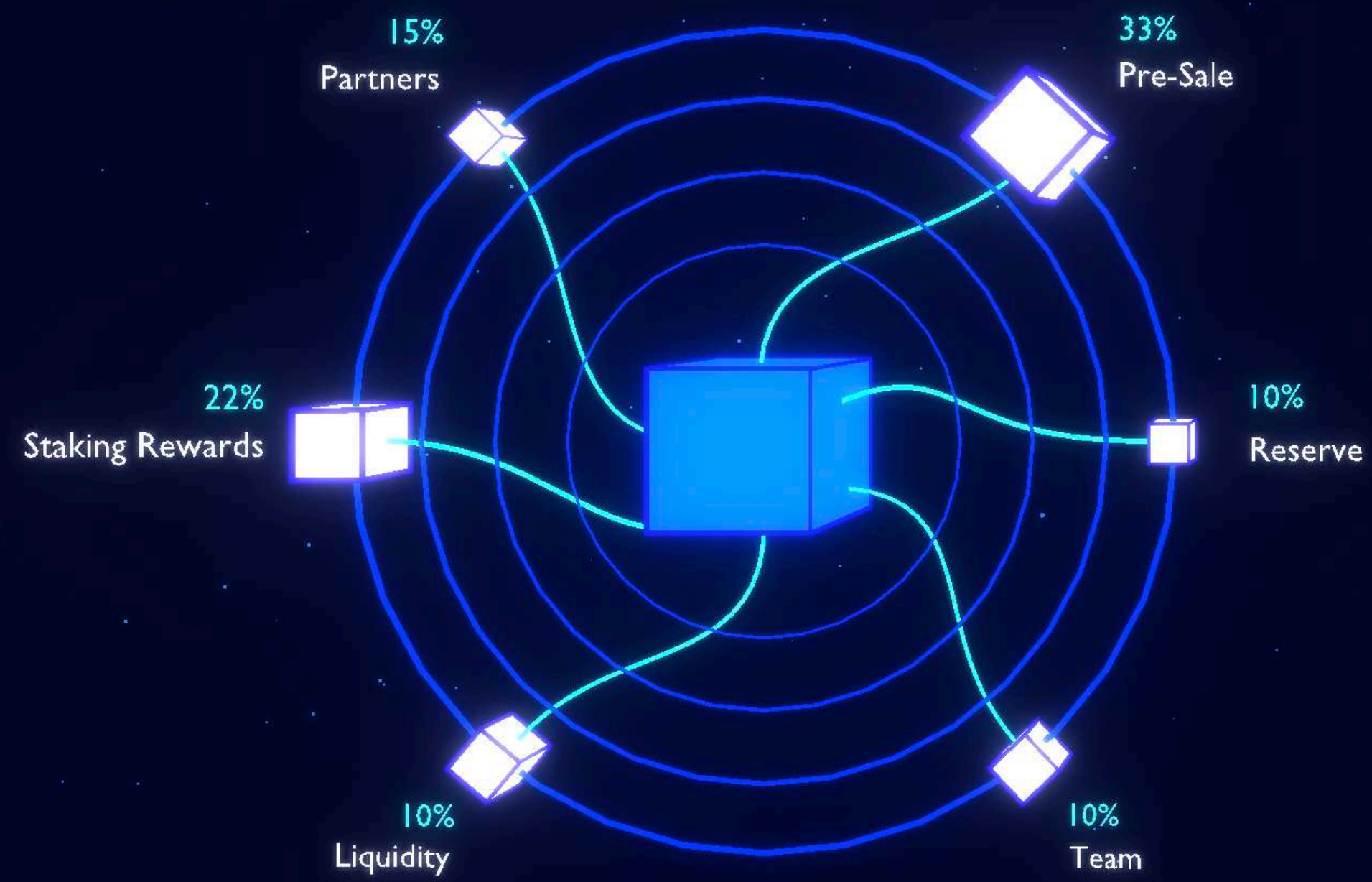
3. Staking

Stake ICE-Tokens to receive products from our marketplace or more ICE-Tokens

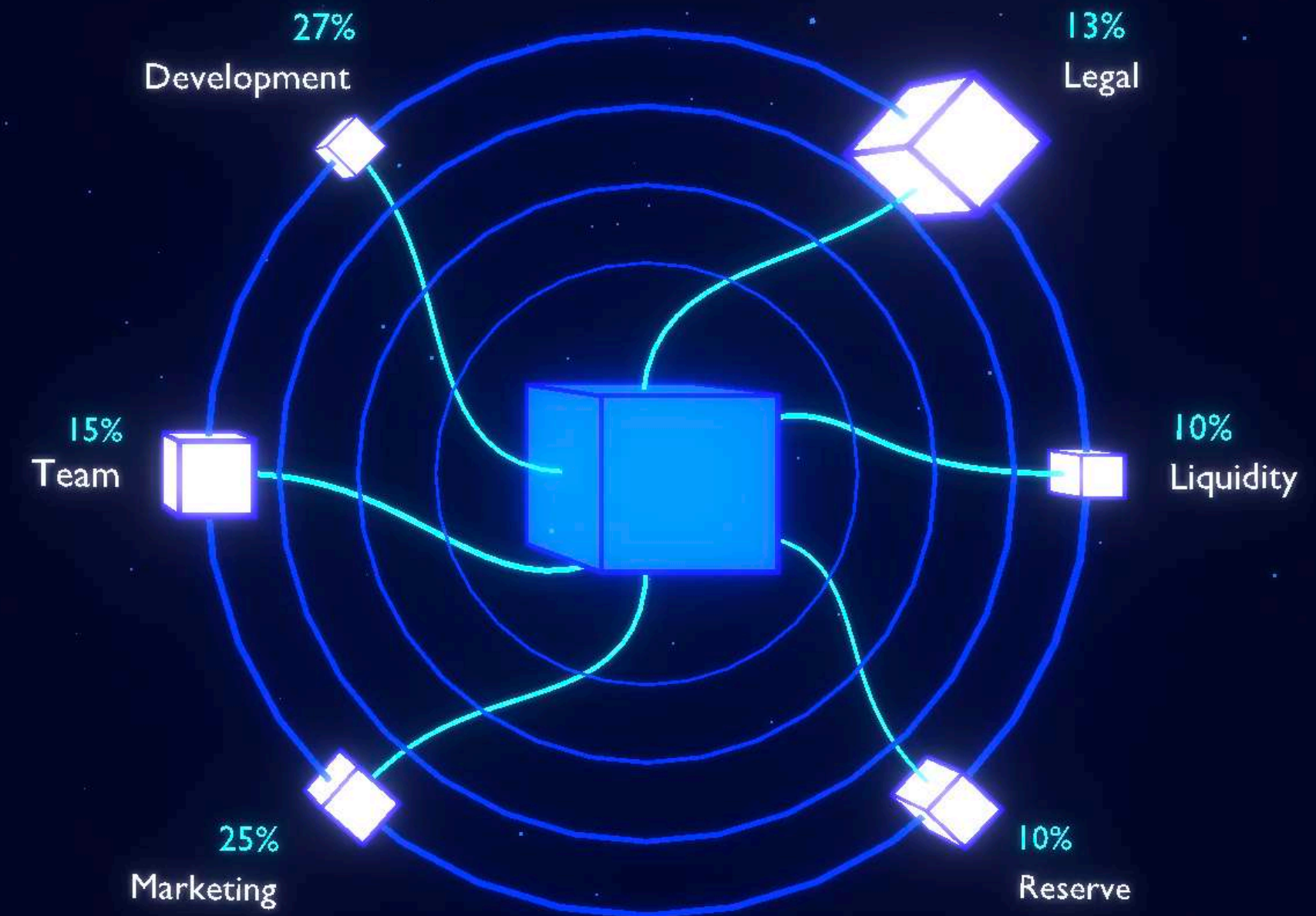




Token Distribution



Use of Proceeds



ICE Metrics

Listing Price / ICE	\$ 0.1
Totale ICE Supply	1' 000' 000' 000 ICE
Initial Circulating Market Cap	\$ 400' 000
Fully Diluted Market Cap	\$ 100' 000' 000
Initial Circulating Supply	\$ 1' 800' 000 ICE



Roadmap

Q2 2021

First draft of the concept
Team assembly
Ecosystem Concept
ICE Website

Q3 2021

First Partnerships
Light Paper

Q4 2021

ICO Preparation

Q1 2022

Private Sale

Q2 2022

Marketplace Development

Q3 2022

Second Seed Round

Q4 2022

Marketplace Launch
ICO

2023

IEO
Staking pools
P2P Messenger

Team



Executives



Carlos Steffen

CEO & CO-Founder



Glen Huang

CTO



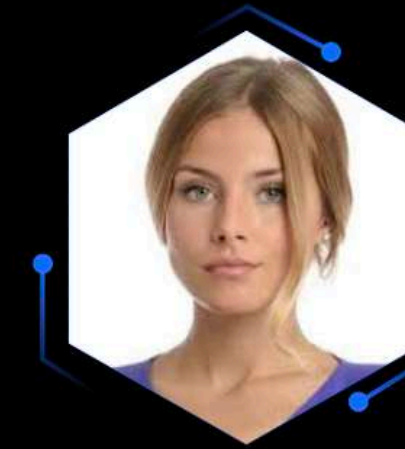
Marco Troxler

COO & CO-Founder



Marco Jelinek

Marketing Director



Melani Gellert

CFO

Advisors



Francesca Vitagliano

Funding



Daniel Alb

Sales



Robert Mejlerö

Software



Den Manu

Marketing



Pascal Stämpfli

Accounting & Finance

Staff

6

Developers

2

UI / UX Design

2

Design

3

Marketing



ICE CHAIN

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LINKS

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