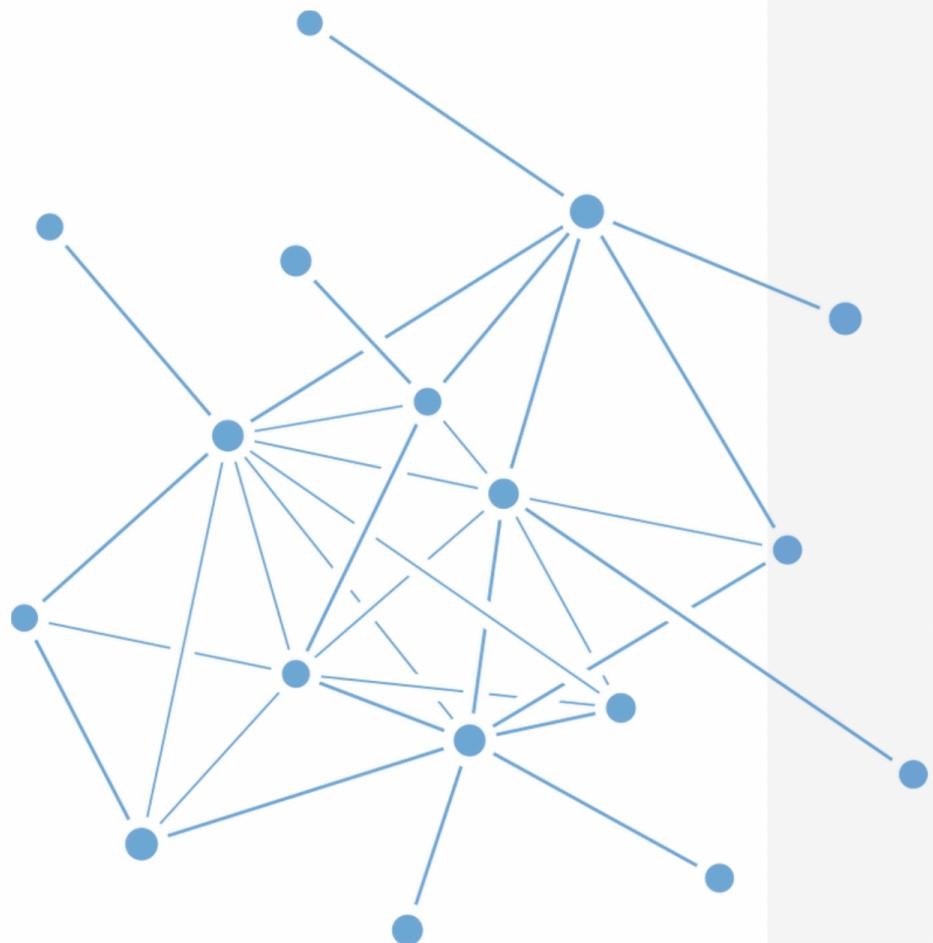




ICE CHAIN



NFT Marketplace

Tokenizing physical utility

WHITEPAPER

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1. Introduction

With todays blockchains we arrived at the next big technological stage called Web 3.

In a Web3 world, people own and control their data, bounce around from social media to messaging to shopping using a single personalized account, creating a decentralized record on the blockchain.

Non-Fungible Tokens represent ownership of individual pieces of data, such as media, messages, or even physical objects and assets like jewelry, vehicles, real estate, stocks.

From our perspective, there are fundamentally two types of Non-Fungible Tokens:

The only digital ones and the ones that are attached to physical utility.

Ice is the ladder for physical utility into Web 3.



2. What is Ice?

Ice is an NFT marketplace for physical and digital products or assets. But more.

What are we building?



We tokenize real world utility

Ice is tokenizing products, stocks, and other tangible assets to trade safely online.



Protection with NFTs

We tokenize data with secured blockchain storage.
Our decentralized social media application with a built-in messenger and NFT Marketplace will be the hotspot for data and transfer security.



Lowest fees in the market

0% fees when minting NFTs or transferring ICE on the Icechain.

3. Problems

Counterfeit consumer goods

Trillions worth of fake products are sold online every year on eCommerce sites.

Privacy

Today's centralized applications, platforms, or search engines use dopamine-driven algorithms to increase our watch time and data to monitor our behavior.

Nobody owns or profits from their data except big tech companies that analyze billions of users daily.

Time and Money

Trading collectibles or assets offline like real estate is time-consuming and expensive when handling paperwork.

Gas Fees

The business model of most blockchains is transaction-based. Transaction and minting NFTs costs money that prevents mass adoption in e-commerce or social media.

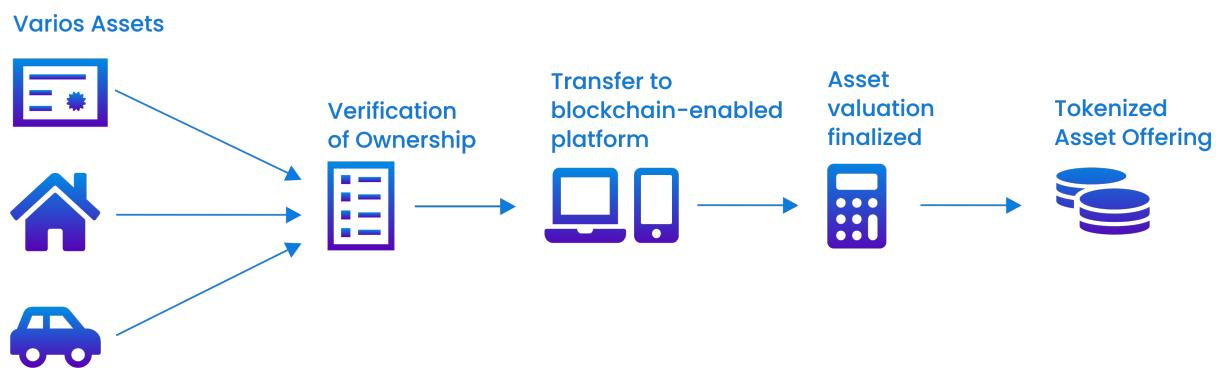
4. Solution

Ice NFT / PNFT Marketplace

PNFT's (Physical Non Fungible Tokens)

Tokenization of physical utility refers to liquidating any products or assets into tokens.

ASSET TOKENIZATION PROCESS



Immutable proof of ownership

Once a token is created, the blockchain records the new owner. The owner can now hold the tokens in his wallet and list them for sale on our Marketplace.

Save Time and Money

Avoid intermediaries to save time and money while trading assets with smart contracts instead of offline paperwork.

New Market Access

Through tokenization, assets like real estate can be owned and traded online by crowds. Fractional ownership opens up a new market for micro investors.

Social Media Privacy

Ice creates a decentralized wallet for all media messages and data, which a private key can access. By tokenizing data, users own what they produce, meaning that users are the only ones who can monetize their data.

Customizable Algorithm

Modify your content algorithm and decide what you are consuming.

4.1 NFT Launchpad

Phase 1

NFT Launchpad for physical products and assets.

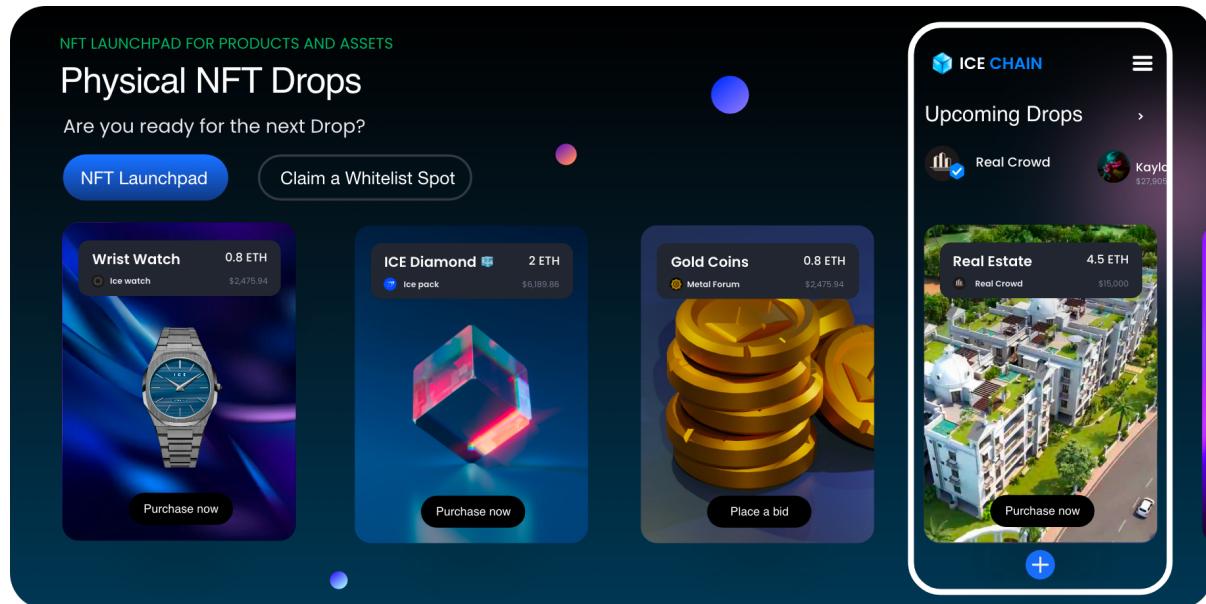
Ice is currently partnering with high-end brands to tokenize limited editions of jewelry, watches, raw materials and more.

How does an NFT Drop on our Launchpad look like?

We create illustrations of physical products or assets to visualize the NFT and combine them with smart contracts containing individual data to identify products or assets with serial numbers.

The tokenization will happen on the Polygon blockchain.

The purchaser of the NFT gets the product delivered to their home and mint the NFT directly with their existing wallets.



4.2 NFT Marketplace

Phase 2

Ice is building the worlds first NFT Marketplace to verify ownership of physical and digital assets on the blockchain. Buy, sell or farm physical and digital NFT's.

A marketplace based on the Ethereum ERC-721 standards and the layer-2 scaling solution with Polygon will allow users to trade non-fungible tokens directly at a fixed market price or through an auction.



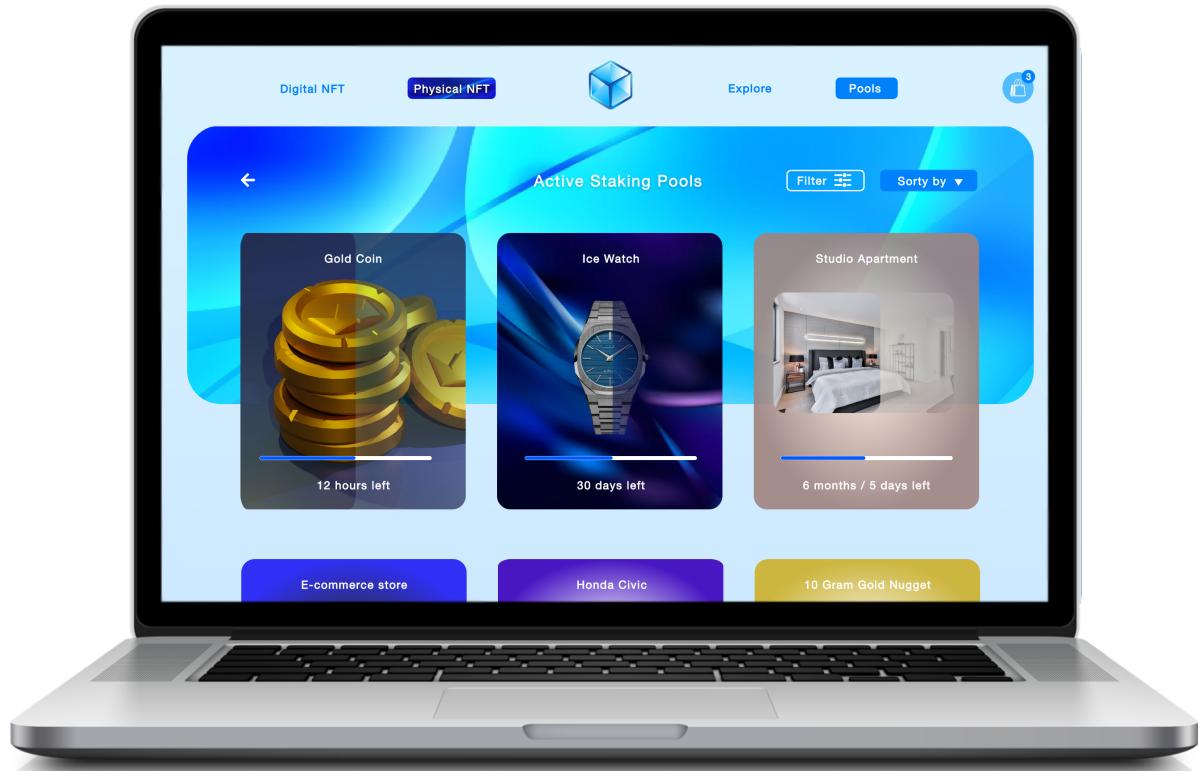
Main Features

- Auction
- Internal Wallet
- Various NFT Categories
- User Profiles
- Messenger
- Royalty Program
- Staking Pool

4.3 Staking Pools

Phase 3

The ICE token is built on the Proof of Stake consensus mechanism.



Stake ICE to mint digital/physical NFTs from our Marketplace.

By choosing a staking pool, the rewards from staking ICE will directly be reinvested into the selected products or assets from our Marketplace.

Various staking pools with ranking values will be unlocked depending on the number of ICE tokens.

After the staking period, users will become the owner of the NFT.

Physical NFTs or documents will be delivered to users' respective addresses.

4.4 Portfolio Manager

Phase 4

With customizable staking pools, we can start building personalized NFT portfolios.

Cashflow Tokens

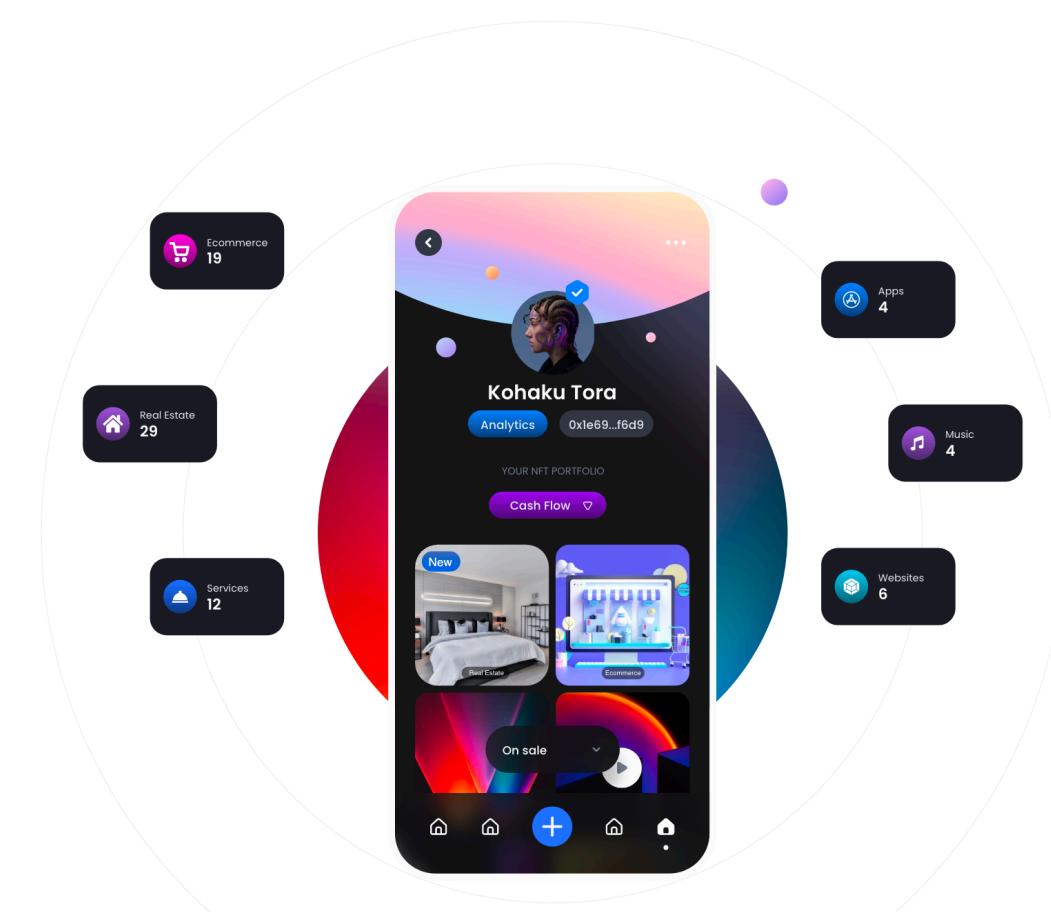
Real estate, apps, websites, and other assets that produce cash flow will be tokenized and listed on our Marketplace.

Our Artificial Intelligence will compare the available investment opportunities according to your interests and calculate statistics of risks, rewards and ROIs of cashflow tokens.

Our Artificial Intelligence will compare the available investment opportunities according to users' interests and calculate cashflow tokens' risks, rewards, and ROIs.

The number of ICE tokens users hold can level them up to access exclusive staking pools with higher performance/returns on investments. Our AI will act as a personal advisor in building a Cash Flow Portfolio.

With the advice of each AI mentor, users will easily rank up into new investment levels.



5. Icechain

Decentralized storage of high-volume user data

The Ice Ecosystem is based on its own blockchain, the Icechain.

Gas Fees

Our NFT Marketplace allows users to mint NFTs and sends ICE tokens for free. How does it work? We pay for the gas fees through trading commissions from our NFT Marketplace. This advantage of free minting and transactions allows scalability.

Problem

The data stored on most blockchains are peer-to-peer replicated to all nodes on the network. Therefore, it is problematic to write massive amounts of data to the blockchain.

Solution

With Icechain, other methods are needed to process transactions with large volumes of user data.

Only the metadata of a transaction is stored; that allows the Icechain to optimize the storage of extensive amounts of data on the blockchain.

Example:

"At time X, participant 1. carried out a transaction with participant 2. with the number 3.".

The user data belonging to transaction number 3. is stored in external data storage.

The access to the externally stored data is decentralized by combining metadata and private keys.

Therefore, the Icechain is initially used for logging the transaction history transparently and in a manipulation-proof way.

Security Mechanism

In addition, manipulation security for user data transactions is guaranteed through the Icechain. For this purpose, matching hash values are formed for the user data. These hashes and the metadata are recorded on the Icechain.

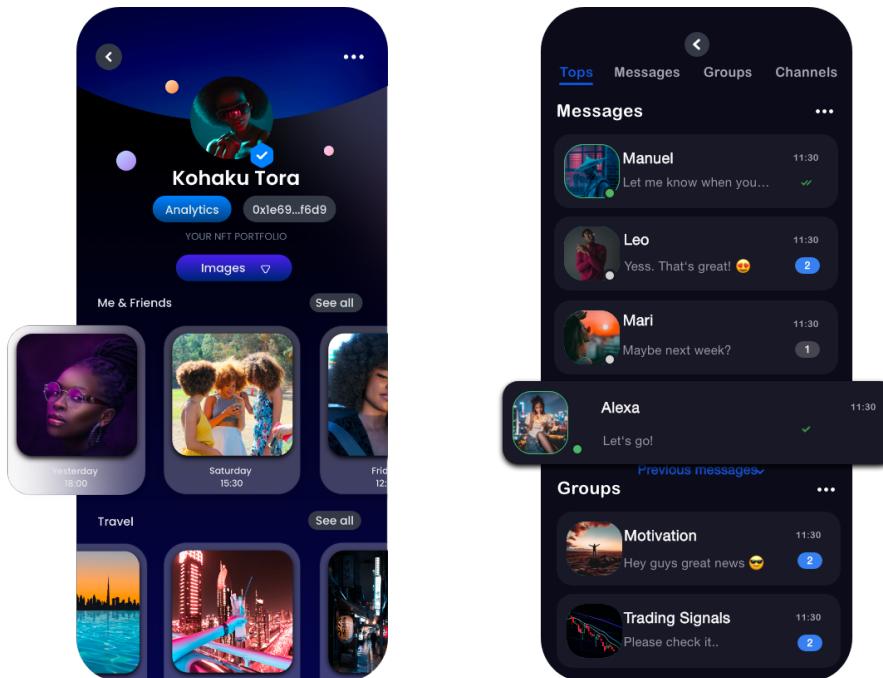
If the data in the database is now manipulated, its hash value changes, and the metadata does not match. A data change, or manipulation, is identified and invalid. These methods allow the secure, decentralized storage of extensive user data on the Icechain.

5.1 Social Media

In order to store massive amounts of social media content, only the metadata of the content is stored on the Icechain.

With the private key and the metadata, users access their data.

Tokenizing Social Media Content



Users create and share their content, and THEY own their data, no one else.

Ice is one of the first decentralized social media apps in the world. By tokenizing the uploaded data, the content/data can be monetized by the users. Influencers, artists, musicians, and users on the platform can earn money by monetizing their content or data.

5.2 Decentralized Messenger

The Ice DApp comes with a built-in decentralized messenger that allows users to communicate in private through peer-to-peer chats, end-to-end encrypted voice, and video calls without intermediaries.

The most significant difference to conventional social media platforms:

Our business model is not based on selling the personal data of our users. Data access is decentralized.

6. Business Model

Our Business Model is primarily based on commissions from our NFT Marketplace.

In a second phase, we will integrate paid premium services for our AI, giving users early access to high-earning cash flow tokens to grow their ICE portfolio.

Last but not least, we will integrate paid Marketing services for products, assets, and projects.

Product Commissions



2%-3%
Digital art



1%-5%
Jewelry



5%-20%
Fashion

Phase 1



1%-20%
E-commerce

Premium Features

Early access to cashflow tokens

Asset Commissions



1%-5% Real
Estate



2%-5%
Vehicles



1%-5%
Businesses

Phase 2

Our AI will teach our users to invest their capital into Cashflow tokens for a small fee. This will increase the ICE Token circulation by creating a cashflow payout in ICE.

Marketing

Paid promotion of products and assets

Launchpad Marketing

Paid promotion of Crypto / NFT projects

7. Tokenomics

ICE Token Overview

What is the ICE Token?

ICE is a utility token from the Icechain Ecosystem - the world's first physical NFT marketplace

Token Utility



Multi-chain Network
Polygon
Ethereum

Total Supply
1,000,000,000

Private Sale Price
0.04 \$

Listing Price
0.1 \$

Token Distribution

Pre-Sale	33%	Staking Rewards	22%
Team	10%	Liquidity	10%
Partners	15%	Reserve	10%

Use of Proceeds

Development	27%	Legal	13%
Team	15%	Liquidity	10%
Marketing	25%	Reserve	10%

ICO

30% of the Total ICE Token Supply will be issued during the ICO in 5 phases

Private Sale (3%)

0.04\$ = 30M Coins
Locked Period after IEO
0 months, 30%
3 months, 30%
6 months, 40%

Phase 1 (8%)

0.05\$ = 80 million coins
Locked Period after IEO
0 months, 30%
3 months, 30%
6 months, 40%

Phase 2 (7%)

0.06\$ = 70M Coins
Locked Period after IEO
0 months, 30%
2 months, 30%
5 months, 40%

Phase 3 (6%)

0.07\$ = 60M Coins
Locked Period after IEO
0 months, 30%
1 months, 30%
4 months, 40%

Phase 4 (5%)

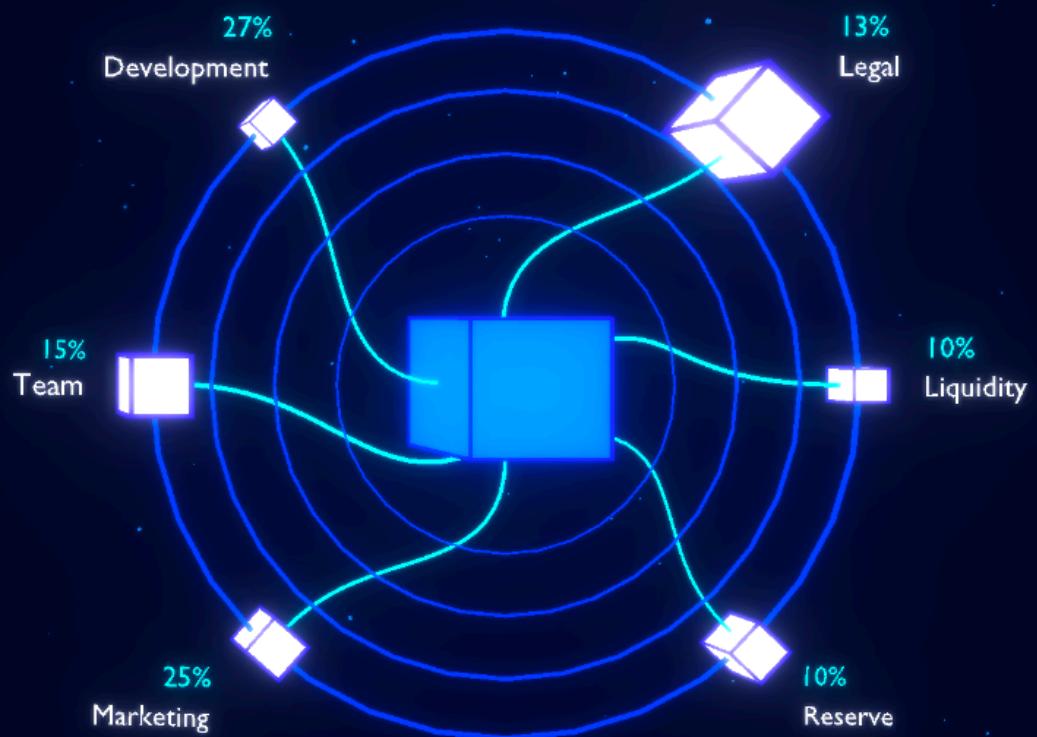
0.08\$ = 50M Coins
Locked Period after IEO
0 months, 40%
1 months, 30%
3 months, 30%

Phase 5 (4%)

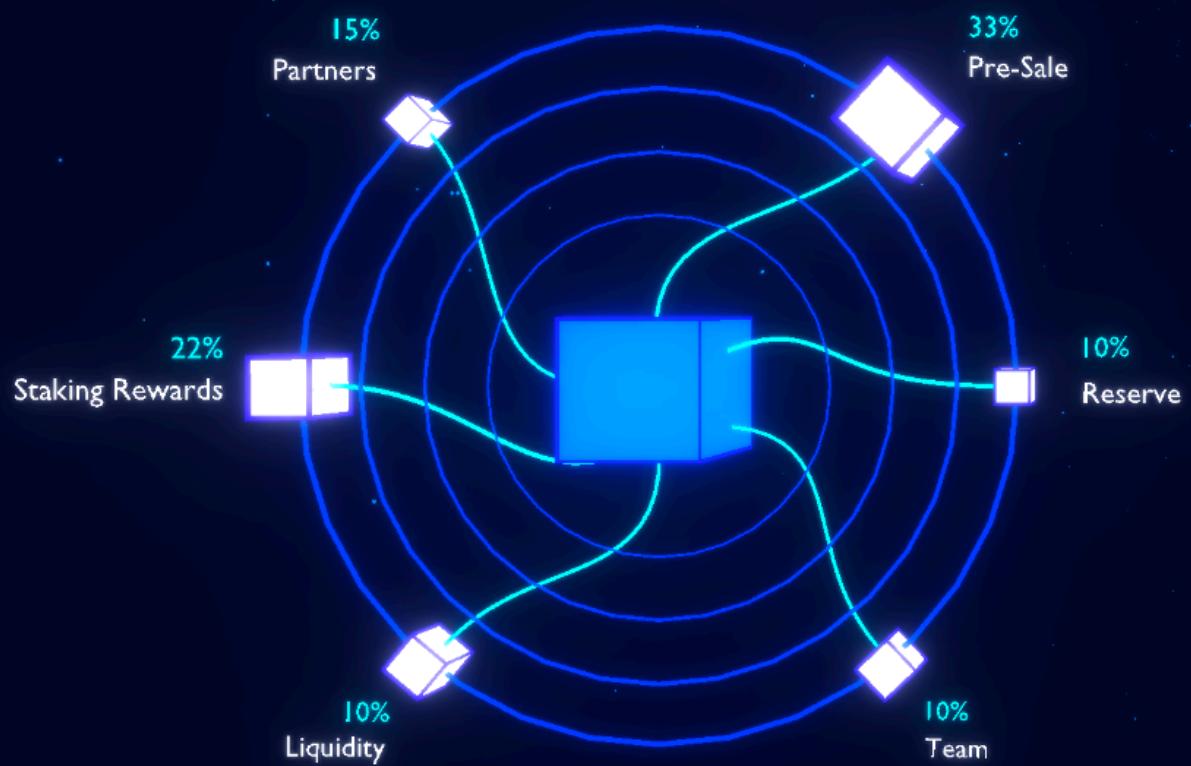
0.09\$ = 40M Coins
Locked Period after IEO
0 months, 50%
3 months, 50%

Unsold Tokens will be burned

Use of Proceeds



Token distribution



8. Roadmap

- Q2 2021:
 - First draft of the Concept
 - Team assembly
 - Ecosystem Concept
 - ICE Website
- Q3 2021:
 - Business development team structure
 - First Partnerships
 - ICE Light Paper
- Q4 2021:
 - Token sale platform development
 - NFT Marketplace development
 - ICO regulation
- Q1 2022:
 - New ICE Website
 - Whitepaper and Tokennomics
 - ICE privat sale
 - NFT marketplace product Partnerships
 - Icechain (Blockchain) concept
- Q2 2022:
 - Puplic ICO
 - Physical NFT Launchpad
- Q3 2022:
 - NFT Marketplace Launch
 - Blockchain development
 - NFT Marketplace Launch
- Q4 2022:
 - DEX exchange listing
 - ICE Staking Pools
 - Royalty program for physical NFTs
- 2023
 - Initial Exchange offering
 - Icechain deployment
 - Decentralized messenger
 - Chain switch NFT Marketplace
- 2024
 - ICE social media DApp
 - ICE Launchpool
 - ICE NFT Staking phase 2

9. Team

VISIONARY  Carlos Steffen CEO & CO FOUNDER	STRATEGIST  Marco Troxler COO & CO FOUNDER	ANALYST  Jason Dahinden CFO	GROWER  Melani Gellert CMO	INITIATIVE  Israel Ocaña CIO
ORGANIZER  Ditto PS DEVELOPMENT LEADER	SPECIALIST  Sebastian BLOCKCHAIN DEVELOPER	ENGINEER  Barnabas Szabo FRONTEND DEVELOPER	COORDINATOR  Sarin Ram BLOCKCHAIN DEVELOPER	LOGICIAN  Armel Dresh BUSINESS DEVELOPER
ACTOR  Erol Büyük BUSINESS DEVELOPER	COMMUNICATOR  Carlo Brudermann BUSINESS DEVELOPER	ENTHUSIAST  Vegim Agovic BUSINESS DEVELOPER	VISIONARY  Hanspeter Steffen ADVISOR	ENTREPRENEUR  Dominic Kuster ADVISOR