

ICONIC

AN ICO'S ECOSYSTEM BUILT THROUGH DECENTRALIZED ASSURANCE

1. An ICOs ecosystem built through decentralized assurance

WHAT DOES ICONIC DO?

Iconic is an ecosystem for the financing and offering of businesses' assets through block chain technology. Using the potential of decentralized trust to drive by financing promising businesses, Iconic joins the market while its evolution and popularization occurs exponentially. To successfully enter such an effervescent and competitive market, Iconic's ecosystem is presented as the most complete so far, covering all possible phases of an ICO: the offering of tokens; the trading of successfully offered tokens; and the necessary instruments to guarantee the fulfillment of promises and obligations made in the offers.

THE MARKET

Due to the popularization of initial coin offerings (ICOs) and the whole decentralized environment, this market notably grew:



When observed the relevant markets, the potential for growth of the ICO market is significant:



FOR WHOM

PROMISING PROJECTS AND BUSINESSES

- Close by investors
- Spontaneous divulgation
- Image associate to credibility

INVESTORS AND TECHNOLOGY USERS

- Long term investments
- Immediate liquidity
- Tools to provide guarantees and transaction security

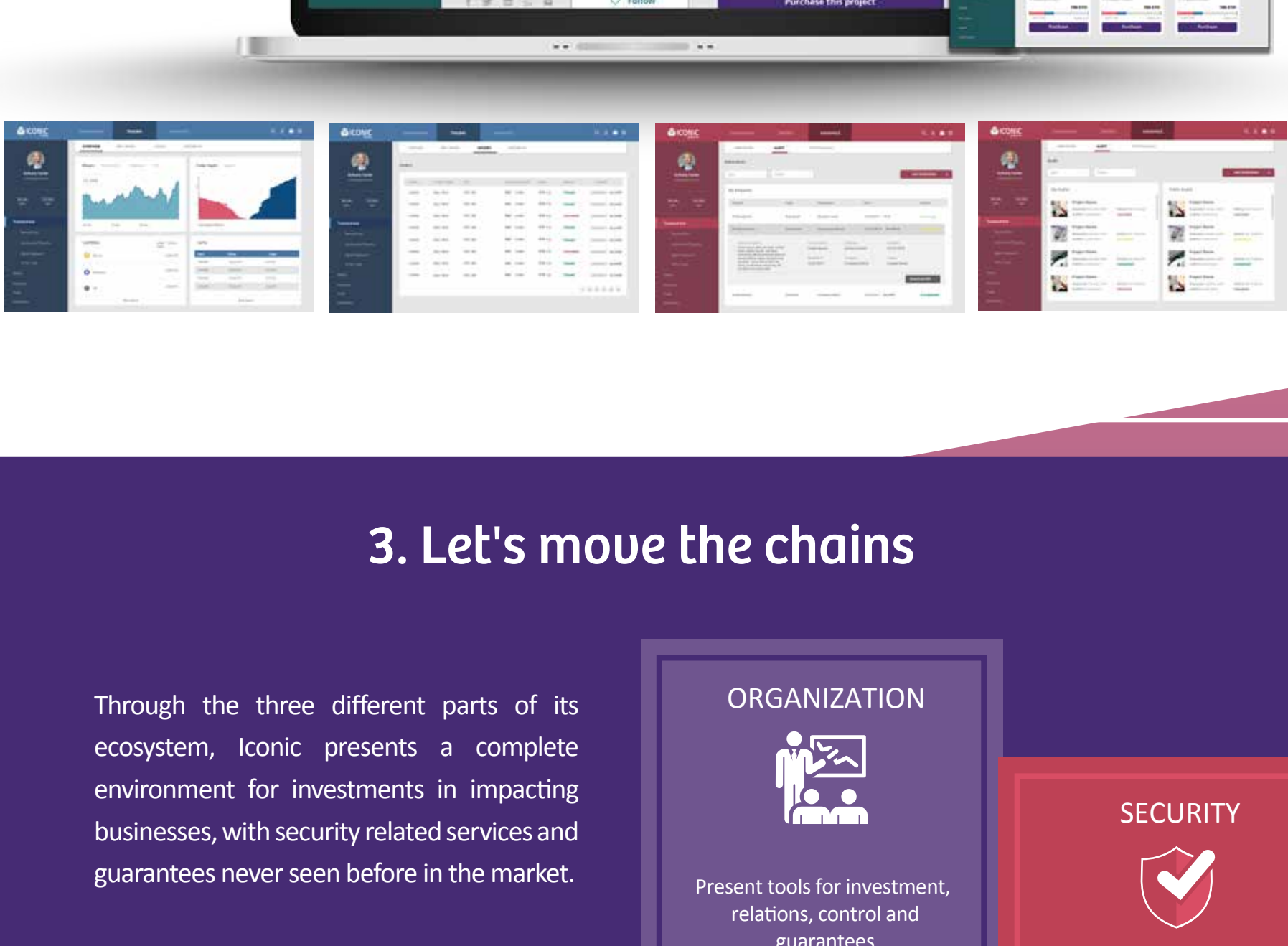
ADVANTAGES

COMPLETE ECOSYSTEM	BUILDING UP THE COMMUNITY
BREAKING THROUGH NEW MARKETS	INSTRUMENTS TO HELP THE MARKET MATURE
IMPACTIONS ICOs FROM THE BEGINNING	OWN COIN - NON-INFLATIONARY AND WITH BALLAST
ASSURANCE	ESCROW FROM THE BEGINNING

2. The ecosystem

<p>A channel to drive businesses and bring investors close through the promotion of ICOs. Simple, easy and interactive, Iconic Environment connects promising projects with people potentially interested in participating and following offerings.</p>	<p>The place to buy and sell tokens that were launched and bought in Iconic Environment. The Iconic Trading offers a dynamic space to negotiate tokens, building up a relevant channel to provide investors with liquidity and the possibility to continuously trade those digital assets throughout the evolution of the respective businesses.</p>	<p>The Iconic Assurance is Iconic's unmatched market innovation. Through it, it is made possible to build offers with the intermediation of a trusted third party (escrow manager); to request for audits in projects; or to settle conflicts of interests through arbitration, as a guarantee of fulfillment of each offer's promises and obligations.</p>
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Mockups

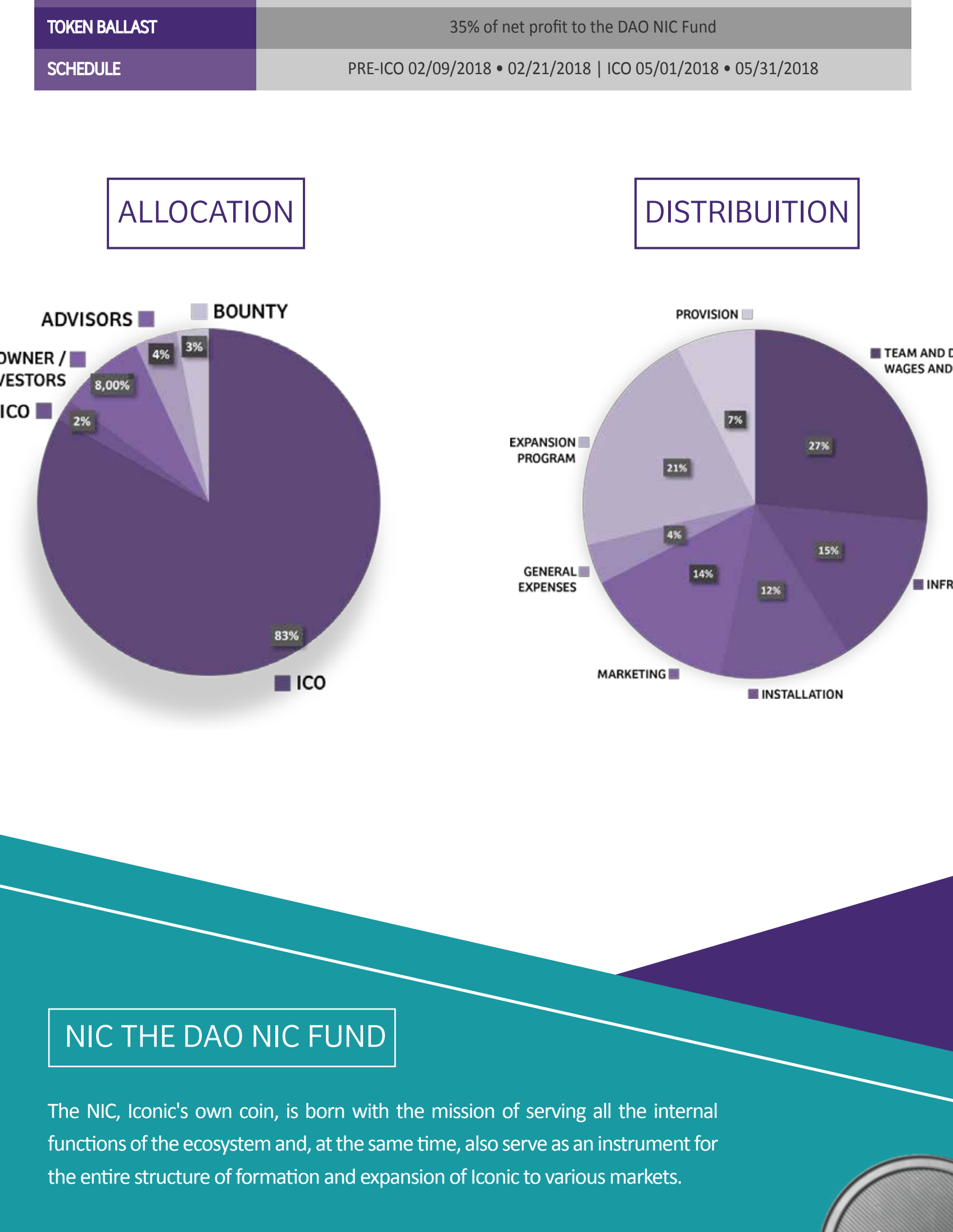


3. Let's move the chains

Through the three different parts of its ecosystem, Iconic presents a complete environment for investments in impacting businesses, with security-related services and guarantees never seen before in the market.

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

ORGANIZATION Present tools for investment, relations, control and guarantees	SECURITY Unprecedented service with auditing, arbitrating and escrow with participation of the community
EXPANSION With the maturing of the whole environment, new players and industries will help the market to grow	EVOLUTION Through the appropriate tools, diverse objectives can be integrated and walk together to build the future of the technology



4. Crowdsale

With the sale in ICO of the NIC, Iconic's own coin, enough resources will be raised for the formation and acceleration of all the arms that form its ecosystem.

PRE-ICO

schedule	02/09/2018 - 02/21/2018	bonus	35%
price	1 ETH = 30,310 NIC	hard cap	500 ETH

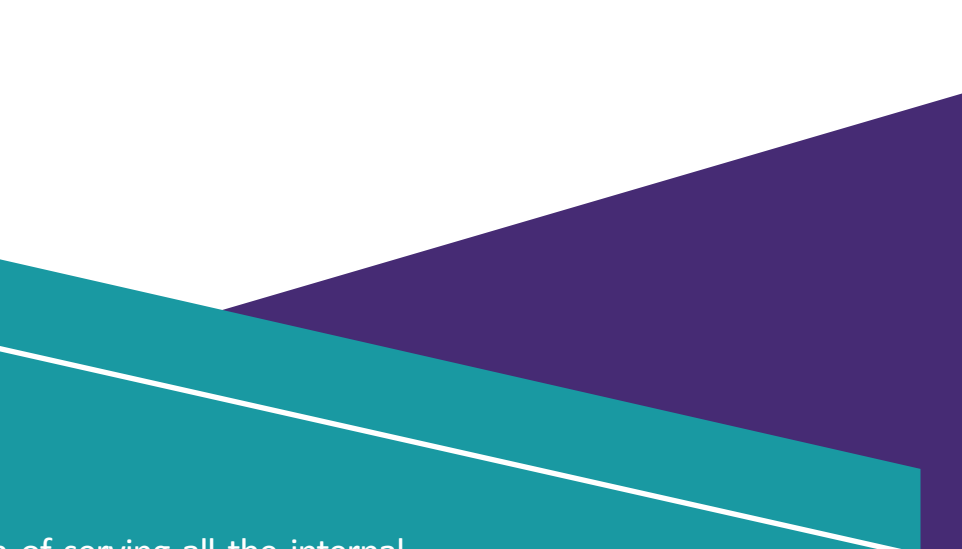
ICO

schedule	05/01/2018 - 05/31/2018	bonus	DAY 1-3 = 20% DAY 11-20 = 5% DAY 21-30 = 0
price	1 ETH = 30,310 NIC	soft cap & hard cap	2,800 ETH - 14,200 ETH

PROJECT	ICONIC, an ICOs ecosystem built through decentralized assurance
TOKEN	NIC
TOKEN BACKGROUND	ERC20 on Ethereum blockchain
TOTAL TOKENS NUMBER	500,000,000
MIN. NUMBER SOLD	85,000,000
MAX. NUMBER SOLD	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
REPOSITION	No
TOKEN BALLAST	35% of net profit to the DAO NIC Fund
SCHEDULE	PRE-ICO 02/09/2018 • 02/21/2018 ICO 05/01/2018 • 05/31/2018

ALLOCATION

DISTRIBUTION



NIC THE DAO NIC FUND

The NIC, Iconic's own coin, is born with the mission of serving all the internal functions of the ecosystem and, at the same time, also serve as an instrument for the entire structure of formation and expansion of Iconic to various markets.

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

The mission of forming a complete ecosystem pointed for the full and, of course, safe and successful development of ICOs oriented 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 to various markets.

Introducing the NIC, the Iconic's currency token.

With its compulsory and optional uses and also a ballast fund to provide stability, the NIC is born with the potential to become a coin of increasing value, always reflecting the bright future of the assets and cryptocurrencies that guarantee it.

COMPULSORY

OPTIONAL

REDEMPTION FROM THE BALLAST FUND	LOCAL MANAGERS	PREFERENCE TO PARTICIPATE IN ICONIC ICOs	ENVIRONMENT MANAGERS	PARTICIPATION IN ICOs WITHIN THE ECOSYSTEM	ASSURANCE HIRING
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ESCROW

To offer Iconic's ICO participants guarantee of fulfillment of its own promises and goals, it has chosen an independent, notorious and respected figure to intermeditate the clearance of resources to the company according to the terms and conditions of the offer. The chosen escrow manager shares beliefs with the values in which Iconic believes, being known for promoting education related to cryptocurrencies, blockchain, economy in general and for defending a virtuous political and market ethics.

With hundreds of thousands of followers of his economic, social and and historical analysis through his channel "Ideias Radicais" (Radical Ideas), Raphael 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.



360.000 subscribers | 70.000 followers

YOUTUBE.COM/IDEIASRADICAIS

5. Key dates

PRE-SALE: 02/08/2018 - 02/20/2018 | ICO: 05/01/2018 - 05/31/2018

6. Team

 Jonathan Doering Darcie Business Head	 Roger Itha Moreira Strategic Head	 Filipo Mór Technical Head	 Eduardo Makigama Blockchain Specialist
 Lucas Souza Blockchain Developer	 Rafael Sebben Project Manager	 Tatiana Prisco Content Manager	 Luciane Aluim Art Director
 Samuel Frangen Art Director			

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