IQeon

Whitepaper
IQeon platform

Decentralized gaming PvP platform,
allowing players to monetize their
in-game achievements.

Version 2.3.3

Contents

Introduction

IQeon is a decentralized gaming PvP platform, which allows players to earn real money on their achievements. The definition of "real money" and "money" in this document should be understood as any digital assets and means of payment available as a result of the exchange of earned IQN tokens via available exchange services.

IQeon represents an infrastructure that will allow the integration of games, applications and services based on intelligent and other types of 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 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 IQN tokens issued based on Ethereum blockchain. IQN tokens will be available for exchange on exchange services.

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 creators for the platform;

- development of a line of IQ Clash owned 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, at the beginning of 2017 the number of smartphone users exceeds 2.3 billion, or 31% of the worlds total population. By 2020, this figure will reach 3.6 billion.

Global smartphone users per region / 2015-2020

Legend:
- Eastern Europe
- Western Europe
- North America
- Middle East & Africa
- Latin America
- India
- China
- Asia-Pacific (Excludes India & China)

2015 — 2,075 Bn
- 152M
- 252M
- 231M
- 215M
- 174M
- 171M
- 597M
- 283M

2016 — 2,317 Bn
- 165M
- 263M
- 242M
- 252M
- 201M
- 228M
- 658M
- 308M

2017 — 2,590 Bn
- 179M
- 274M
- 252M
- 296M
- 232M
- 300M
- 717M
- 340M

2018 — 2,891 Bn
- 193M
- 284M
- 262M
- 346M
- 266M
- 387M
- 775M
- 378M

2019 — 3,216 Bn
- 207M
- 294M
- 271M
- 400M
- 302M
- 485M
- 830M
- 427M

2020 — 3,550 Bn
- 220M
- 304M
- 281M
- 458M
- 337M
- 585M
- 881M
- 484M

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

Legend:
- ● Console
- ● Tablet
- ● Smartphone
- ● PC games
- ● Browser PC games

	2016 ($101,1 Bn)	2017 ($108,9 Bn)	2018 ($115,8 Bn)	2019 ($122,7 Bn)	2020 ($128,5 Bn)
Console	32%	31%	30%	29%	28%
Tablet	10%	10%	10%	10%	10%
Smartphone	28%	32%	35%	38%	40%
PC games	25%	23%	21%	20%	19%
Browser PC games	5%	4%	4%	3%	3%
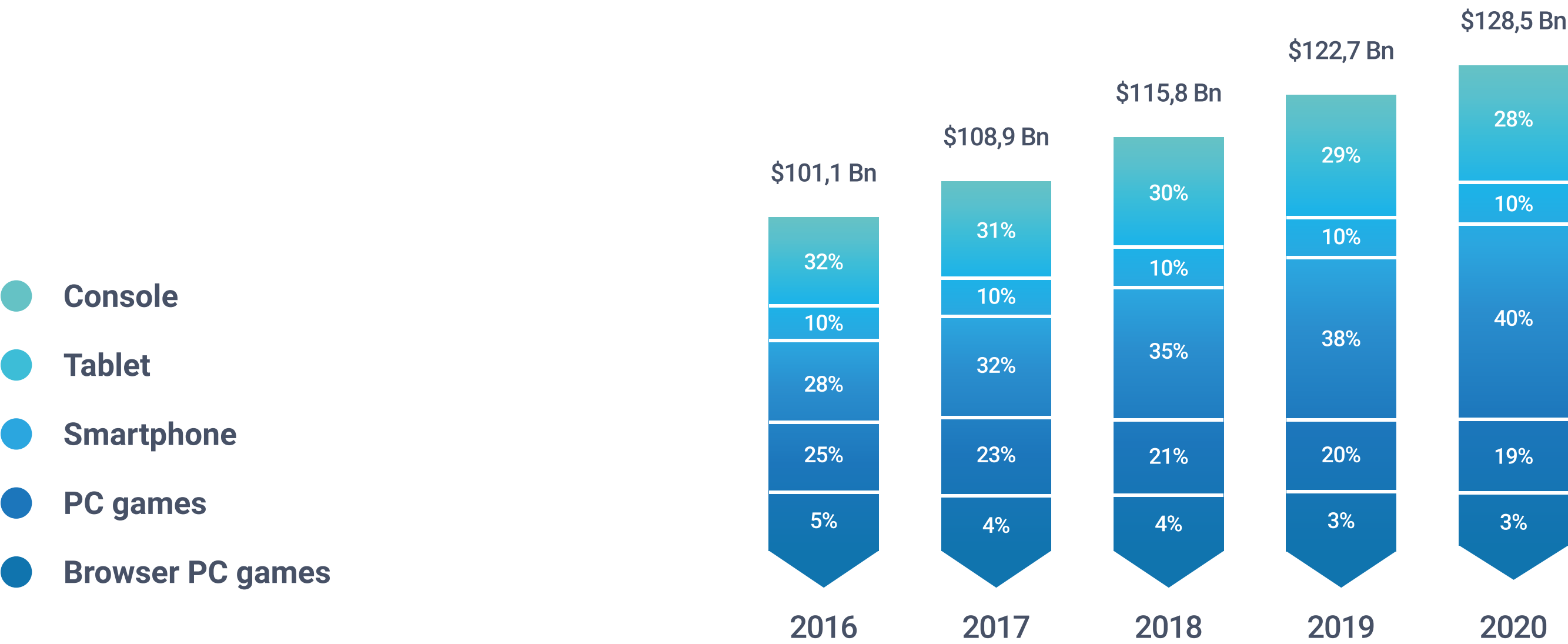
1.2. Features of mobile intelligent games market

According to GameAnalytics study in the field of mobile games and applications - classic games, card games, social casinos, puzzles and word games show the highest retention. While quizzes show the highest 1st day retention, leaders of the 7th day retention are board games, card games, social casinos, puzzles and word games. Leaders in the engagement - board games, card games, social casinos, puzzles and word games.

The concept of the platform`s games also correspond to such genres as "casual", "sports", "arcade", "educational" and "multiplayer". The number of downloads is not a determining indicator when monetizing applications. The number of active users is much more important (we will consider the user retention parameters for 1 day, 7 days, 28 days, session duration and user engagement).

Day 1 Retention

This metric reflects the percentage of users who entered the game the day after the first session.

Breakdown of Genre for Day 1 Retention

UNDERPERFORMING GAMES   TOP PERFORMING GAMES

40% DAY 1 RETENTION IS ABOVE AVERAGE, BUT 35% IS STILL PROMISING
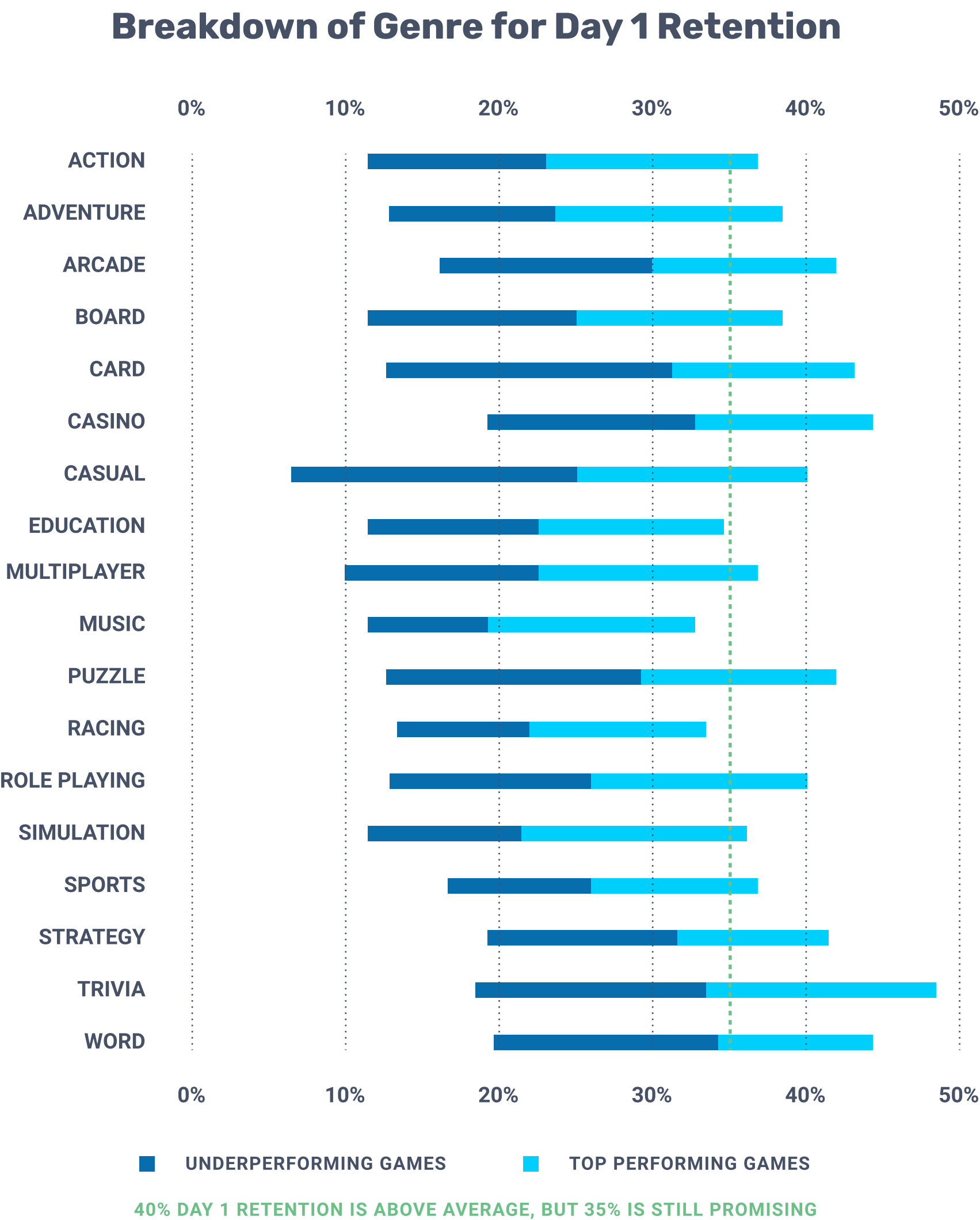
The 1st day retention rate is considered excellent if it is 40% or more. The median day 1 retention is about 25%. Within each genre, the 1st day retention range varies greatly. The best median retention of the 1st day in the market is shown by word games, almost reaching 35%. However, top retention rates for day 1 are held by quizzes (Trivia). For the best games of this genre, 1st day retention can reach up to 48%.

Day 7 Retention

This metric reflects the percentage of users who returned to the game a week after the first game session.

According to GameAnalytics statistics, 14% is considered to be a good indicator of day 7 retention. The median retention value of day 7 is 5%. Projects of few genres fall into the retention range of 15- 25% on the 7th day. They are: board titles (Board), cards (Card), social casinos (Casino), puzzles (Puzzle), strategies (Strategy), quizzes and word games. Retention of the 7th day at 10% is not achieved even by top games in the genre of racing (Racing) and music (Music).

Breakdown of Genre for Day 7 Retention

GAMES WITH DAY 7 RETENTION BETWEEN 15-25% ARE PERFORMING PARTICULARY WELL
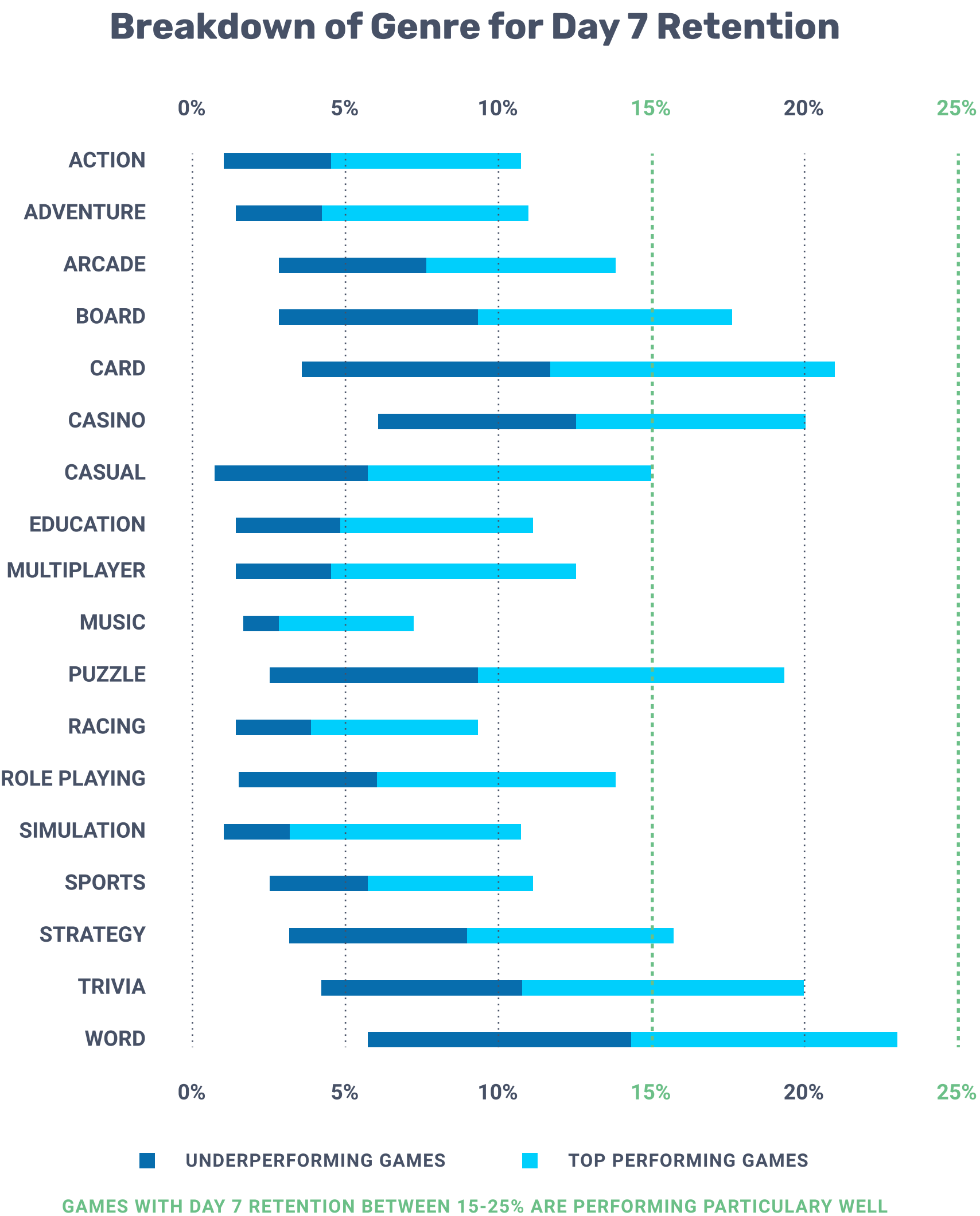
Day 28 Retention

This metric reflects the percentage of users who returned to the game a month after the first game session.

Only in 15% of games, this figure reaches 5-6%. At the same time, the fall is observed in 2019. Analysts attribute this to the fact that players began to leave games earlier.

The median value of retention on the 28th day is between 1-1.5%.

Games of most genres cannot overcome the bar of 10%. However, top games in such categories as board, card games, casino, puzzle and word projects are capable of doing this.

At the same time, Game Analytics notes that for games with 6% or more retention on the 28th day, usually business is going good.

Breakdown of Genre for Day 28 Retention

- UNDERPERFORMING GAMES
- TOP PERFORMING GAMES

GAMES WITH MORE THAN 6% DAY 28 RETENTION ARE PERFORMING PARTICULARY WELL
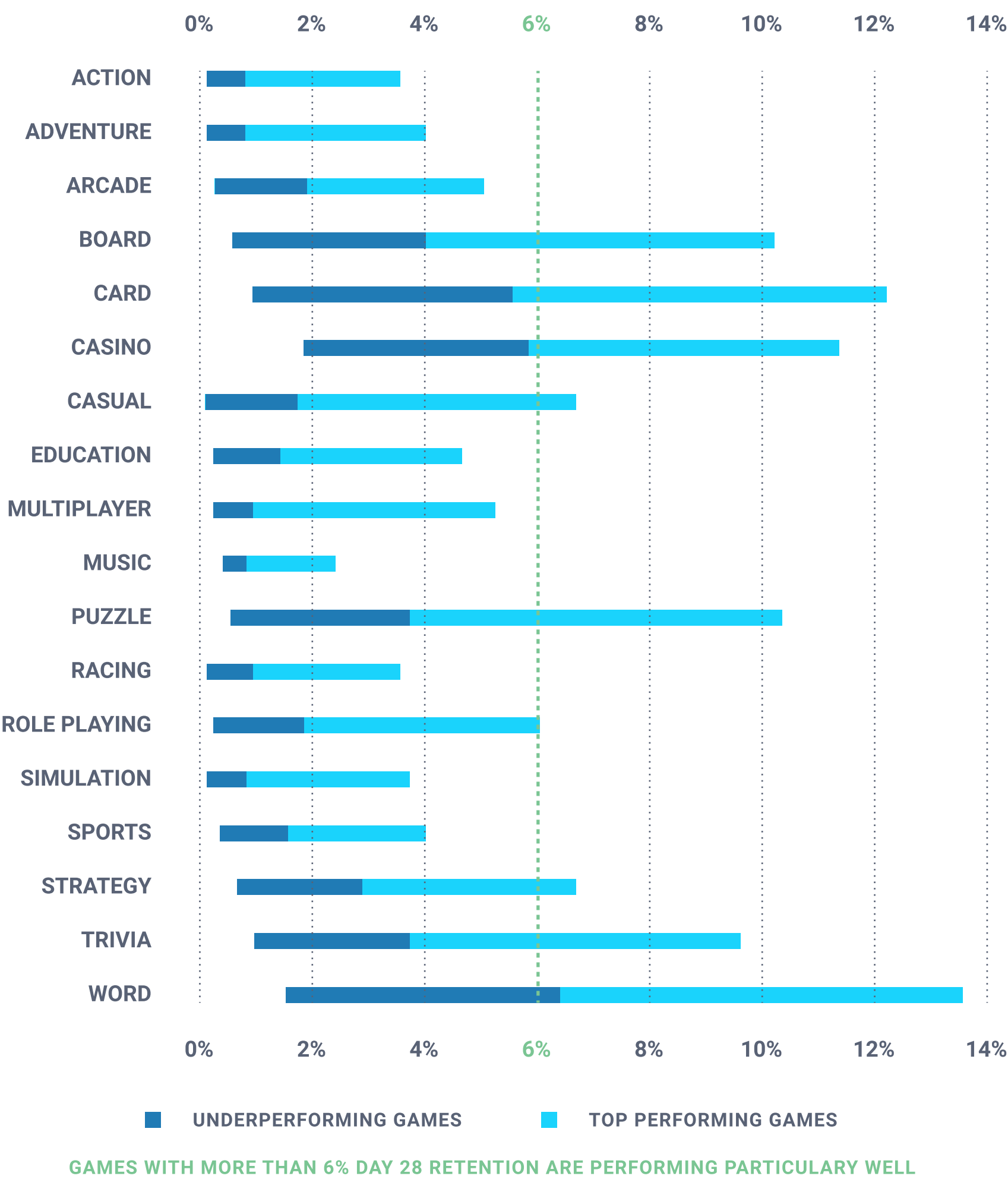
Average Session Length

Analysts understand this metric as the time from the launch of the application to the moment when it is sent to the background.

Important: a short game session is not necessarily bad, and a large one, on the contrary, is not necessarily good. But under the same conditions (genre, visual style, mechanics used), the high duration of the game session indicates the fascination of the game.

Only 15% of projects on the market have an average session of 11-12 minutes. And it is falling from month to month. Back in June 2018, this parameter was about 14 minutes.

The median value of the average game session is 5-5.5 minutes. And it is also falling.

Among all genres, only two differ in session duration - card games and casinos. In the top games of these genres, users spend an average of 25-35 minutes.

Multiplayer games also show good performance. In general, they have the highest median among all genres - 10 minutes, and for top games, the average session duration reaches 22-23 minutes.

Breakdown of Genre for Average Session Length
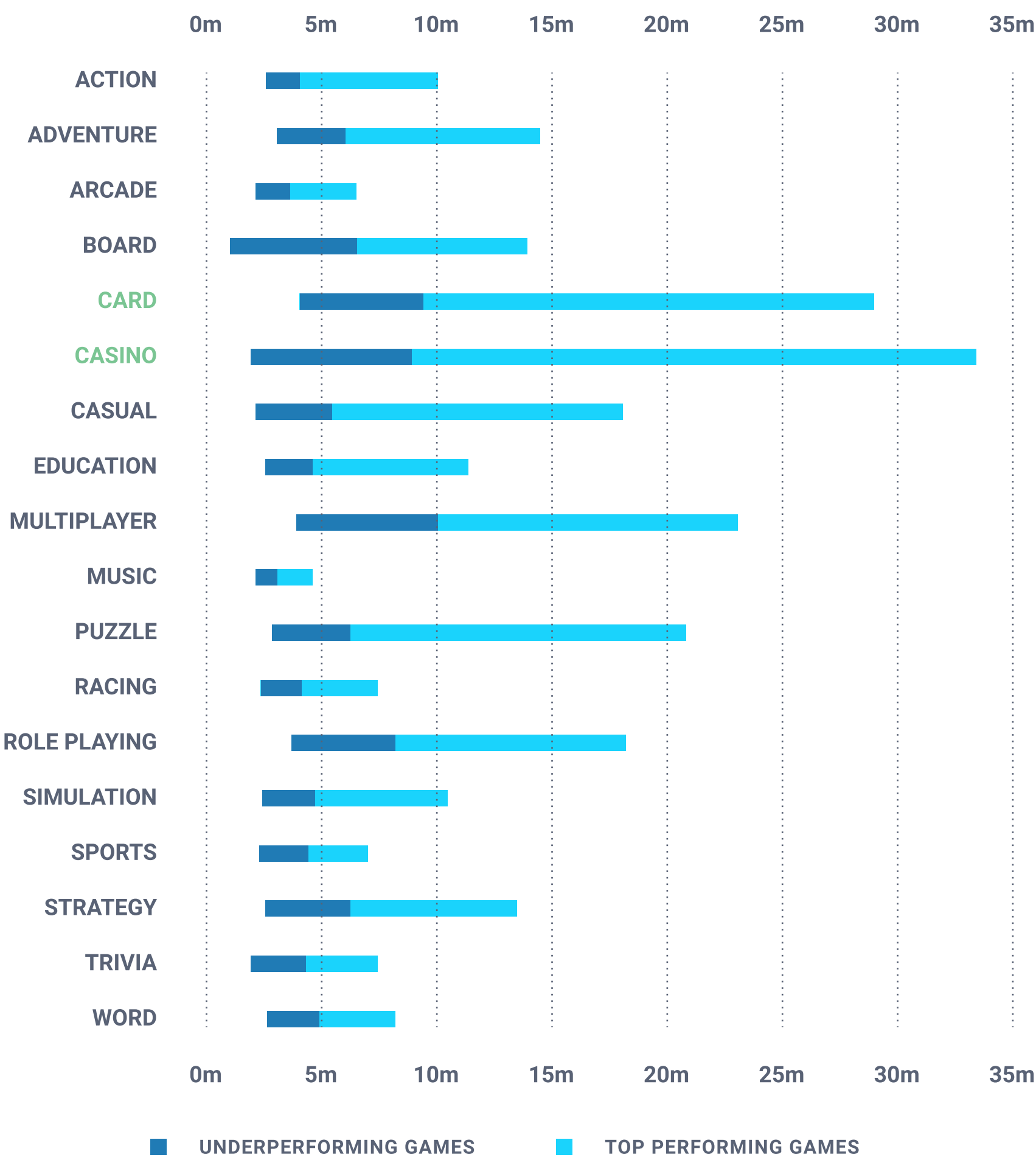
ALTHOUGH AVERAGE SESSION LENGTH HAS SLIGHTLY DECRESED FOR THESE TWO GENRES IN THE
PAST YEAR, PLAYERS STILL SPEND CONSIDERABLY MORE TIME IN CARD AND CASINO GAMES

Engagement (Stickiness)

The metric reflects the number of users who play each day during the month. Calculated by dividing DAU by MAU and multiplying by 100%.

The engagement of the top 15% of games in the market is about 19%. GameAnalytics notes that if the game has a stickiness of 18% — this is very good.

The median stickiness value on the market is about 8%.

The best involvement in the market is shown by casino games. The median average engagement rate in this genre is above 20%. The top games of this segment can reach almost 30% engagement.

Card games also show a very good stickiness, it ranges from 8% to 28%.

Breakdown of Genre for Stickiness

■ UNDERPERFORMING GAMES   ■ TOP PERFORMING GAMES

FOR MOST GENRES, HAVING MORE THAN 18% STICKINESS IS REALLY GOOD
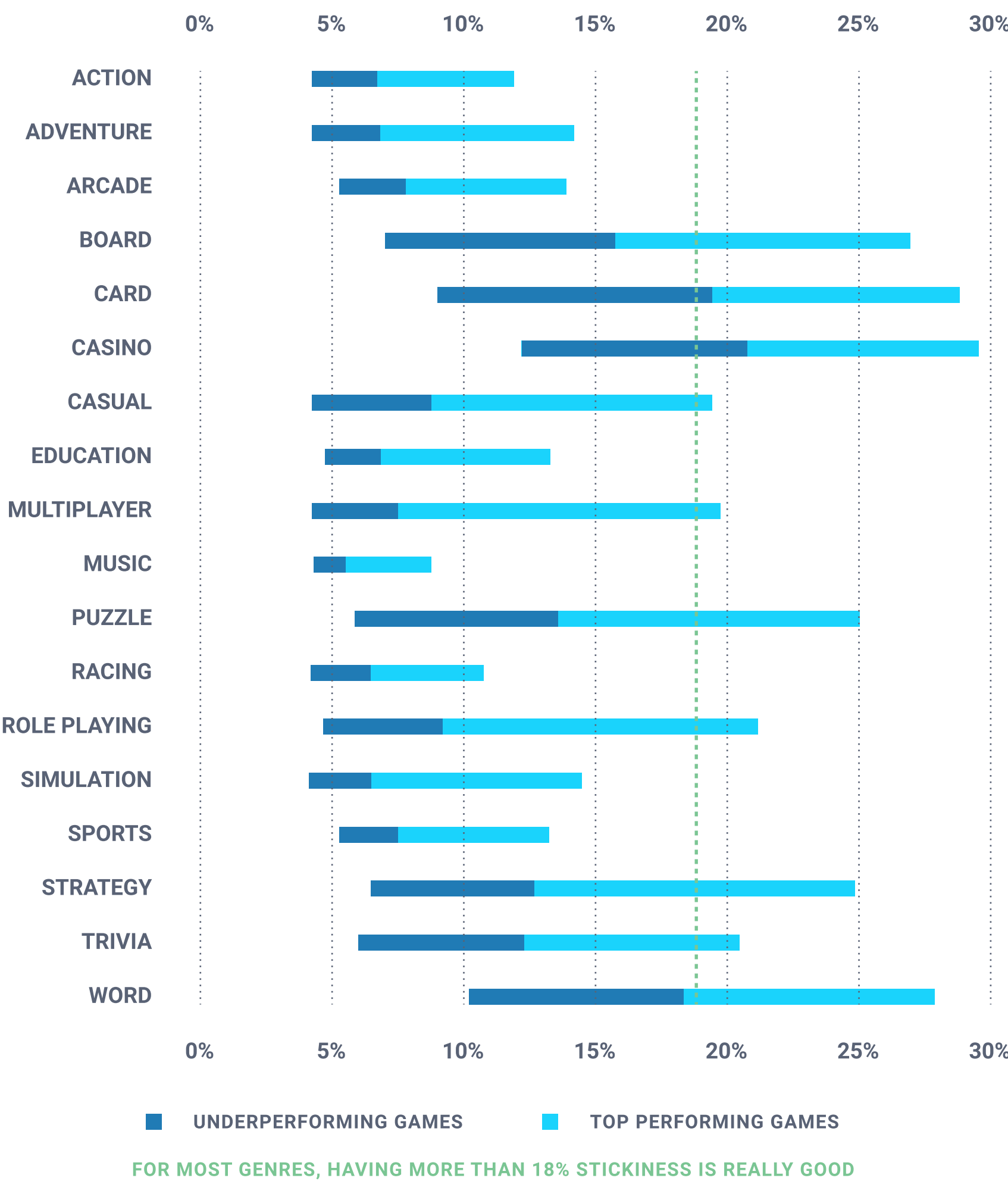
ARPPU

ARPPU is the average revenue from a paying user. In this study, GameAnalytics only accounted for direct payments in games. Advertising revenue was not taken into account.

The top 15% of games has ARPPU around $20. However, this metric varies greatly among the leading projects depending on the season. It falls by Christmas season and then rebounds till the third quarter inclusively. This is easily explained: during holidays, the paying audience increases. New users can, on average, pay much less than the main paying audience of the game.

The biggest ARPPU is in action games, strategies and role-playing games (RPG). They have it at $27-31. While the best median value for multiplayer games is around $15.

Breakdown of Genre for ARPPU

■ UNDERPERFORMING GAMES   ■ TOP PERFORMING GAMES

ACTION, ROLE PLAYING AND STRATEGY TAKE THE LEAD, WITH ARPPU OVER $26
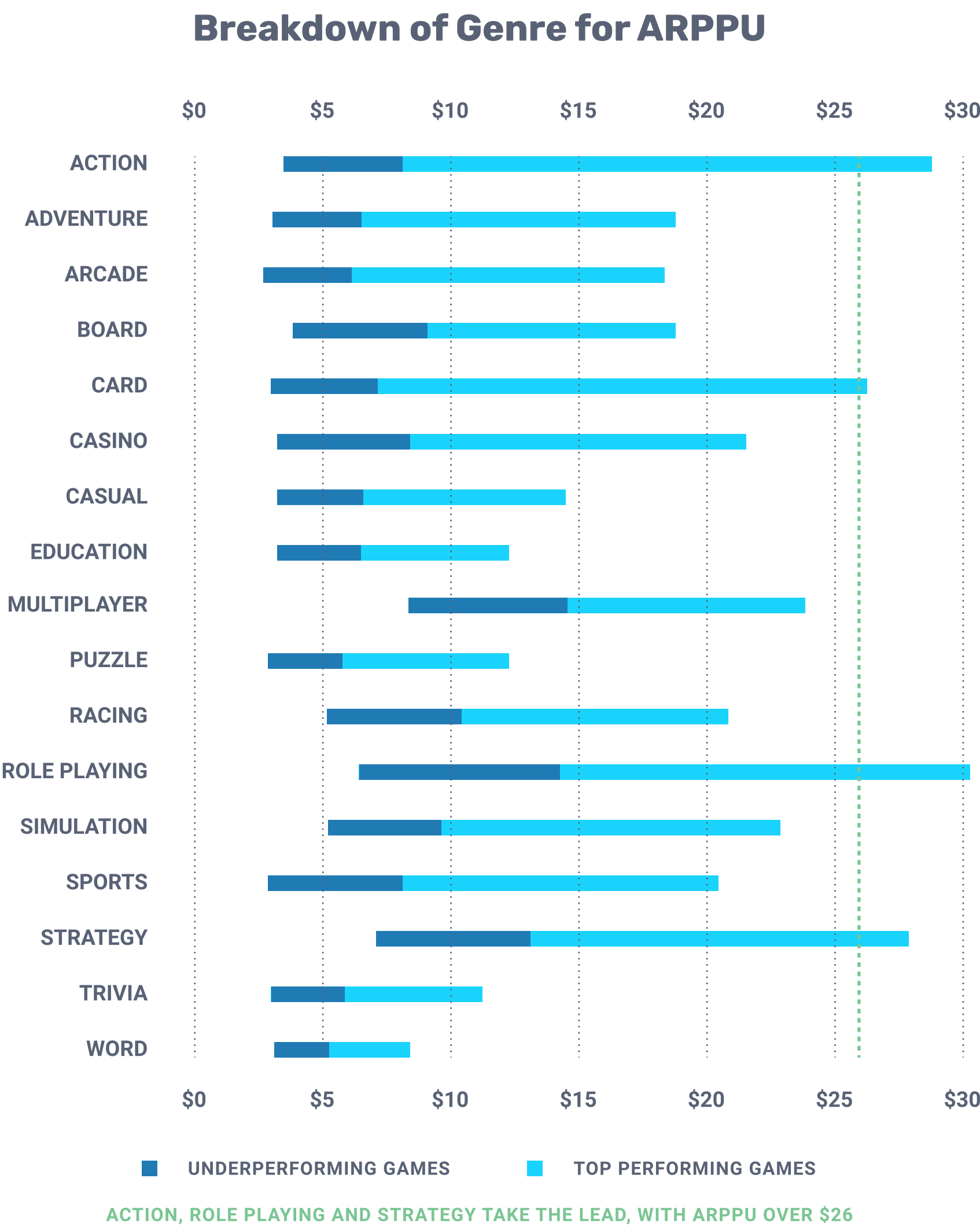
2. The problems of mobile games market

2.1. Solutions, with the help of which you can get real money while playing games are not widely used on the market.

According to data for December 2017, 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 being blocked by developers or because of fraud, which leads to the loss of all virtual achievements.

97%
users are deprived opportunities to translate your game achievements in fiat money

Only 3%
players have learned monetize your game achievements

20%
special services and auctions

12%
the forums

8%
straight lines arrangements between by the players

3%
"gray" exchanges

57%
players as a result of fraud, or their accounts are blocked by developers, which leads to the loss of virtual achievements

IQeon solves this problem by using its own internal currency. When transferred to the personal account of the platform user, the earned currency is exchanged for IQN tokens, which can then be freely exchanged for available digital assets and means of payment on exchange services.

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 staking the internal currency on a certain achievement or event. The system will automatically pay the reward to the winner.

2.3. The authors of content for 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 constructor based on the IQeon platform SDK 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 IQN tokens for other available digital assets and means of payment will not exceed 10%.

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

IQeon platform allows the developer to get income from each stake. The platform uses the following system of charges and rewards: players who want to make a stake or "fight" in one of the games, place equal stakes (for example, 50 IQN). The overall amount of stakes makes 100 IQN, 88% of which comprises the stakes pool, that the winner will receive, and 12% (12 IQN) is the platform's fee. 50% of the platform's fee (6 IQN) is paid to the developer as a reward.

Winner

Player 1	→	**50 IQN** stake			**88 IQN (88%)** gamers reward		**6 IQN (6%)** platform fee
			100 IQN stakes pool				
Player 2	→	**50 IQN** stake			**12 IQN (12%)** fee		**6 IQN (6%)** developer fee

* IQN – inner game currency

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 IQN tokens. The platform's user account can support the functions of synchronization and conversion of the internal currency on the balance of any game or application of the platform into IQN tokens.

3. Advantages

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 in a variety of intelligent, logical and other tasks, receiving internal currency, which under certain conditions can be exchanged for IQN tokens, for the best result.

Another direction for the development of IQeon platform are 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 will guarantee reliability and anonymity of all payment transactions in IQeon system, and the IQN token corresponds to the ERC20 standard, which makes it compatible with existing wallets and crypto-exchanges, and allows its easy integration into a variety of products and solutions.

Fully supported by Ethereum blockchain, mechanism of smart contracts, on the basis of which IQN token is issued, will provide permanence and reliability of the conditions of each competition, 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 IQN token into their own products;

- The use of IQN tokens can be implemented in applications published in the App Store and Google Play;

- Reduction of charges for developer fees withdrawal (from 30% Google Play and Apple Store to near 10% in IQeon platform);

- 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 platform wallet it will be possible to exchange IQN tokens for available digital assets and means of payment.

- **Convertibility**. Using multiple third-party services and platforms, IQN tokens will be availiable for exchange to any cryptocurrency (BTC, LTC, ETH, etc.).

- **Reliability**. Thanks to the blockchain technology, all transactions of IQN 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 will ensure that the terms and conditions of each dispute are recorded and invariable and guarantee payment of the winnings.

- **Anonymity**. IQeon platform allows players to remain anonymous.

3.5. Advantages of the platform for token buyers

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 digital asset.

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 IQN token.

IQN tokens could only be purchased at the minimal price during the Crowdsale period. The issue of IQN tokens is limited. After the completion of Crowdsale, the purchase of IQN tokens is possible at the price of the open markets.

4. Platform description

IQeon platform mainly 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 place stakes 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-repeats, 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 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 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 of aimed at education (training courses, learning foreign languages, etc.).

In such applications, online 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 IQN 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 stakes pool is divided among the players who have taken the first 3 places, commensurate with the occupied position and the di erence 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 IQeon team and implemented as an IQClash API, and the first application - "IQ Clash: Intelligent Battles" - is ready to be published in App Store and Google Play:

5.2. Scenario 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 period. To participate in the competition, the player makes a contribution (stake). The sum of contributions, minus the platform charge and the developer's reward, forms stakes pool, 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 stakes) 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 queued 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 stakes 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 stake (it cannot be more than the creators 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 queued 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 in 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 stake 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 stake back.

5.2.4. Obtaining IQeon platform internal currency

IQeon platform 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 internal currency 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, in which a user can receive IQN 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.
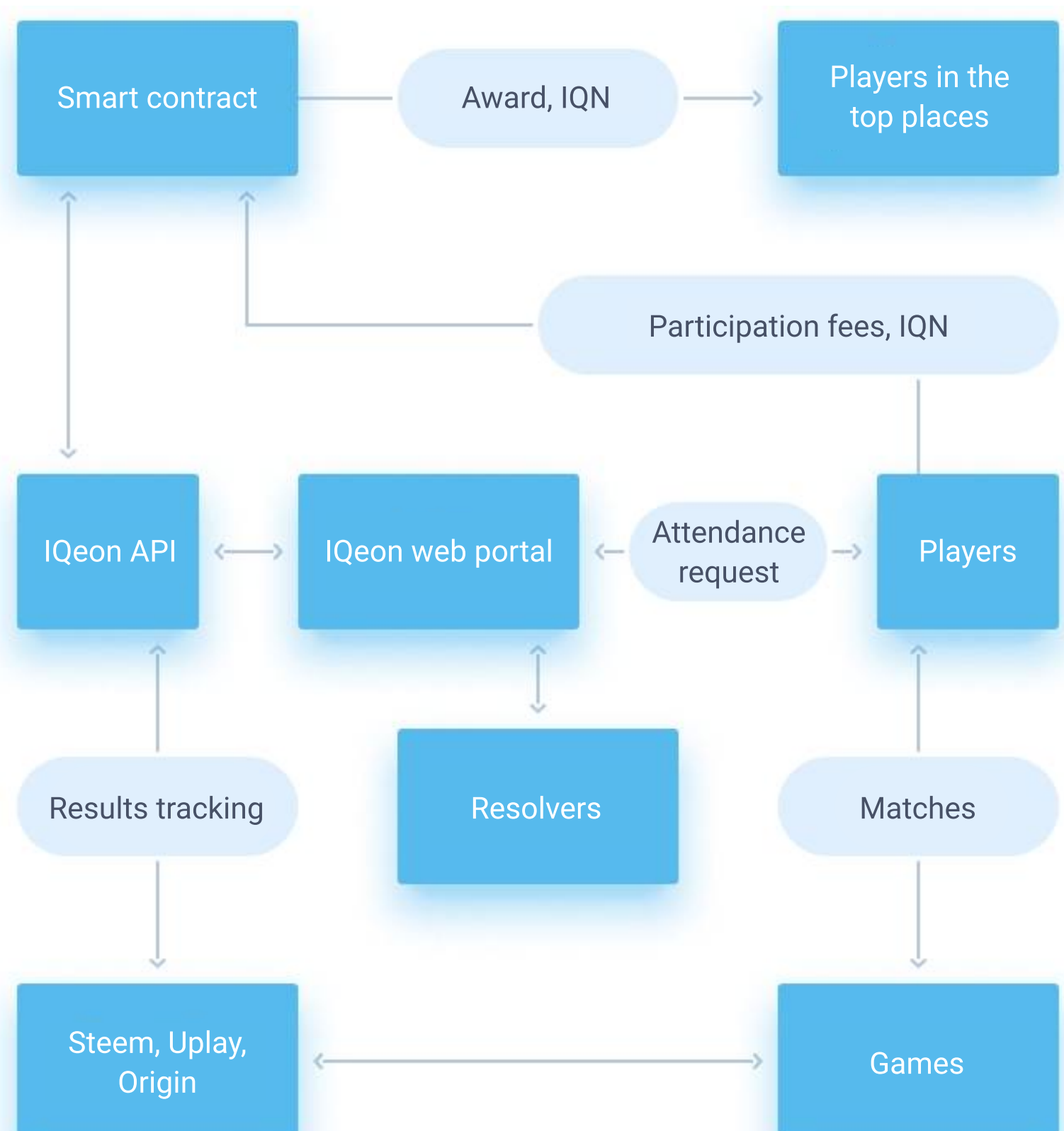
6.3. Procedure for the tournament conduction

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, th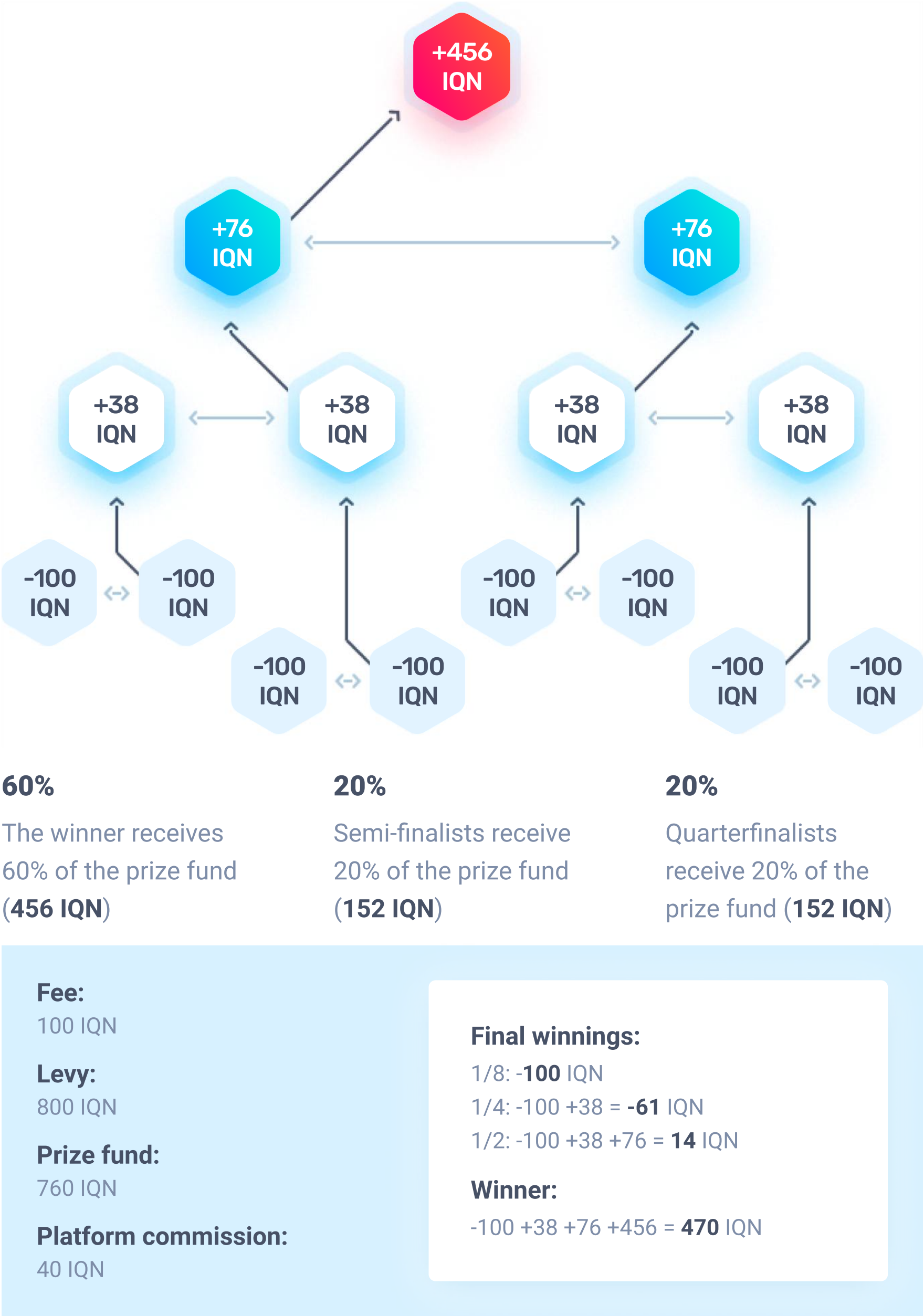e requirements for the participants, the game mode, the format of the tournament, the number of participants and the way the stakes pool is distributed are indicated.

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, IQeon API forms a smart contract with the necessary conditions for the tournament and publishes it in 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 stakes pool, 5% constitutes the commission of the platform from which payments for the transactions in 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 IQeon API.

6.4. The order of formation and distribution of the stakes pool

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 stakes pool 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

| Existing | In development | Prospective |
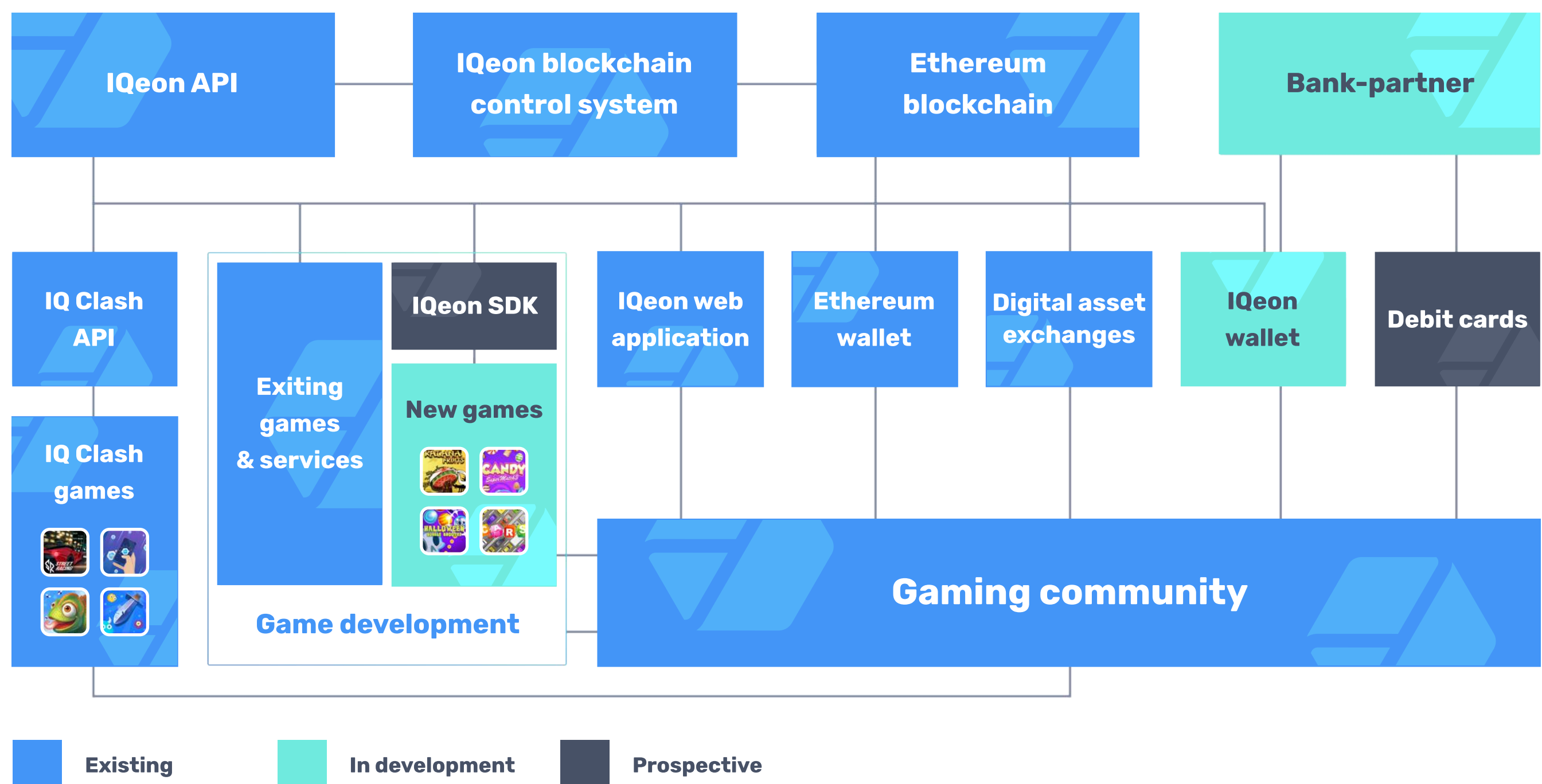
IQeon API. Provides a set of methods and interfaces for the interaction of all platform elements.

IQeon blockchain control subsystem. Implements services on interaction with Ethereum blockchain. It records transactions with the 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 link applications to their account, make purchases, transfers, exchange IQN for available digital assets and means of payment through their personal account.

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 digital assets and means of payment 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 after verification and exchange IQN for avaliable currency (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 IQN token in the gameplay.

Ethereum wallet & Digital currency exchangers. IQN token complies with ERC20 standard. This means that it is initially compatible with Ethereum wallets and can be freely transferred from one address to another. In addition, this standard provides token's genericity and technical compatibility for further listing on crypto-exchanges and digital assets exchange 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, which should be in demand among an expanding audience of cryptocurrency users. IQ Clash software products and platform partner products that support transactions using the IQN token must comply with legal requirements, and IQeon platform users' expectations regarding the benefits of using our products and the ability to receive money should be justified.

IQeon platform focuses on the range of applications for self-development, logical games, games of various genres and PvP disputes. The use of digital assets in the internal transactions in such software products does not encounter opposition from the official authorities if the transactions comply with the requirements of applicable law. This is possible due to the fact that fiat money will not be stored on the balance of users in IQeon games and applications.

9. Project team

![Vadim Dovguchits]

Vadim Dovguchits

CEO (Chief Executive Officer)

MBA, Startup, Blockchain, Expert in IT Copyright, Business Analyst.

10+ years in the gaming industry. Has experience in creation of IT-projects monetization strategies, development and sales of mobile apps and games. Speaks at the major industry events.

![Igor Podlesny]

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).

Vitali Bibik

CFO (Chief Financial Officer)

Experienced financial business manager. Over 5 years in senior positions. Specializes in:

- strategic planning of the company's financial policy;

- financial and economic analysis of the company's transactions;

- effective management of resources and economic security.

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'.

Denys Havrylenko

CISO (Chief Information Security Officer)

More than 10 years of experience in IT development and management of cross-field specialists teams. Blockchain expert and research analyst. Specializes in:

- development of information security procedures and policies;

- auditing and analyzing the information systems;

- threats and flaws prevention strategies;

- leading the awareness trainings.

Alexander Paramonov

CLO (Chief Legal Officer)

Over 12 years of experience in law and more than 5 years in legal support of IT companies, start-ups and blockchain projects in different jurisdictions.

Has experience in legal accompaniment of start-ups launching, legal adjustments of their common business processes and global scaling up of business. He has proven experience in supporting of a cryptocurrency business and cryptocurrencies transactions.

Hanna Lemiasheuskaya

CMO (Chief Marketing Officer)

Professional web analyst, experienced in promotion of large e-commerce projects. Over 6 years of experience in successful team management. Specializes in:

- consumer market analysis;

- development of marketing plans and promotion strategies;

- management and assessment of marketing campaigns effectiveness;

- leading products to the new markets.

Yuriy Navadvorskiy

Chief Technology Officer

BSUIR bachelor's degree in computer science.

12+ years in the development and management of various projects using a wide range of technologies for the fields of insurance, consulting, blockchain, e-commerce.

The key technologies experience: Python, Java, PHP, JS (React / Node.js), Golang, Shell Script, Solidity, Vagrant, Docker, Docker Swarm, Kubernetes, MySQL, PostgreSQL, MongoDB, DynamoDB, Redis, RabbitMQ, NSQ , Kafka, ML (TensorFlow).

Tatsiana Shalypina

Project Manager

Over 8 years of experience in project management in IT sphere. More than 30 completed projects. Expert in establishment of commodity exchanges and marketplaces for the largest retailers, microlending and P2P credits.

Has proven experience in establishment of blockchain projects and trading platforms, entertainment interactive portals and gaming products.

Vadim Khadyka

Senior Mobile Developer

Graduated from the Institute of Information Technologies at the Belarusian State University of Informatics and Radioelectronics — Information Systems and Technologies.

11+ years of development in C# & Swift, main technologies: Xamarin, WPF, .NET.

Design architectures: MVVM, MVC, MVP.

Siarhei Dzenisenka

UX/UI Designer

Siarhei has more than 5 years of experience working as a designer. He creates design of mobile apps interfaces, sites, landing pages and also responsive design for all the types of devices.

He makes web banners and motion presentations. Handles image processing and retouching.

Yury Lipinski

Web Developer

More than 5 years of experience working as full-stack developer using the following stack of technologies: PHP 5.6, Yii2, MySql, Mongodb, Node.js, Javascript, AngularJs, ReactJs, Composer, Webpack, Git, Svn.

Diana Filimonova

Advertising Communication Specialist

More than 5 years of experience in journalism. Has a great experience in product companies of GameDev sphere. Specializes in:

- creating corporative and promotional articles;

- content marketing;

- SMM and community management;

- supporting IQeon community.

10. Project advisors

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.

Boris Vishnevsky

MBA, Villanova & Boston Universities

Expert in Technology and Business model transformation with deep understanding of emerging and maturing technologies, focus on large scale systems and over 19 years of executive managerial and technology innovation experience at IBM and Fortune 100 Companies.

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.

11. Road map

Q3 - Q4 2016 - The origin of IQeon platform idea. Development of the concept and business plan. Elaboration of IQeon platform legal model in various jurisdictions. Attraction of initial investments.

Q1 - Q2 2017 - IQ Clash OU company registration. Team building. Attraction of advisors. Development of IQeon platform MVP.

Q3 2017 - Development of a partnership model in IQeon ecosystem. Search for partners. Development of IQ Clash API. Start of the platform development. Start of ecosystem formation.

Q4 2017 - Preparation for ICO. Development of a smart contract for the issuance of IQN token. Conducting preICO. Continuing development of the platform. Continuing the formation of the ecosystem and attracting new 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 token listing on cryptocurrency exchanges. Start of the marketing campaign to attract end-users.

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

Q3 2018 - Platform and IQeon wallet release. Gaming services API integration and tournaments release. 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 - General platform updates in the open beta version: new gameplay mechanics and games. IQeon Developers SDK updates and planning of future Public SDK release.

Q3 - Q4 2019 - Integration of IQN with new applications, wallets and start of integration with exchange services (TOP-30 CoinMarketCap). Planning of IQeon Client soft launch and further release stages. Whitepaper and Roadmap update.

Q1 2020 - Conducting negotiations with potential partners for future addition of fiat gateway to IQeon platform. AML/KYC modules integration.

Q2 2020 - Preparation for the final launch of IQeon platform with a release of new cross-device games of various genres. Implementation of IQN motivational system for gamers, maintenance and updates of all new games.

Q3 2020 - Closed testing of IQeon Desktop Client followed by soft launch. Start of mobile client development with further release planning.

Q4 2020 - Expansion into new markets and localization of games in both Web and Client versions of IQeon platform. IQeon VIP user system implementation. Negotiations on new partnerships.

Q1 2021 - Planning of further releases including: new games and additional game mechanics (AR/VR), more game genres (MMO/MOBA). Legal documents, White Paper and Roadmap revision and update.

Q2 2021 - IQeon mobile client soft launch. Announcement of new partnerships. Release of previously planned games mechanics and addition of new games. Testing of IQeon SDK public version.

Q3 2021 - IQeon expansion into new markets. IQeon mobile Client final launch. New games localizations. Integration of digital assets exchange system within the platform.

Q4 2021 - Launch of IQeon SDK public version. Implementation of AI and machine learning technologies in IQeon API and platform subsystems.

12. IQN token

12.1. IQN - ERC20 standard token

IQeon is not just a platform, but also a whole ecosystem, which will include 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 IQN token.

IQN token was released on the basis of Ethereum platform and fully complies 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.

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 (1-st round);

8% – Tokens pre-sale(2-nd round);

57% – Crowd sale;

12% – Project team;

10% – Bonus fund;

6% – Partners and advisors;

2% – Bounties.

5% Tokens pre-sale (1st round)
8% Tokens pre-sale (2nd round)
10% Bonus fund
57% Core phase of tokens sale
2% Bounties
6% Partners and advisors
12% Project team

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

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

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

12.3. Functions of IQN tokens

By purchasing IQN tokens, you receive an asset the use cases, value and liquidity of which can increase with the platform development, expansion of user audience and implementation of planned functionality.

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

- two-way exchange for internal currency - IQeon, in which stakes 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 the stakes pool in tournaments based on IQeon platform.

Herewith, the use of IQN token is not limited only by the platform ecosystem. After the final launch of the platform, IQN token will be available for exchange on the cryptocurrency exchanges and digital asset exchange services.

The value of IQN token will be provided by limited emissions, a constant need for the game process, as well as the ability to convert to other avaliable digital assets and means of payment. 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

IQN 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. IQN tokens cannot be returned after purchase at preICO and ICO stages. Tokens can be used inside IQeon ecosystem including exchange for other digital assets and means of payment. The purchase of IQN tokens in the period of preICO and ICO is not an investment agreement and cannot be treated as making investments. IQN tokens are not securities. Possession of IQeon tokens is not treated as ownership of shares, and owners of IQN tokens do not have ownership, management, or any other rights with respect to IQeon ecosystem.

IQN 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

Min / max transaction:

3 ETH / not limited

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

Min / max transaction:

1 ETH / not limited

14. Crowdsale (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

Min / max transaction:

No limits

Soft cap:

2 000 ETH

Hard cap:

19 000 ETH

Bonus scheme:

30%	25%	20%
1st Day	Week #1	Week #2-3

15%	10%	5%
Week #4-7	Week #8-14	Week #15-30

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.

3%
Other expenses

60%
Platform development

25%
Marketing and
advertising

4%
Legal
expenses

8%
Operating expenses

15. Ссылки

1. Newzoo Global Mobile Market Report 2017 / URL:

https://newzoo.com/insights/trend-reports/global-mobile-market-report-light-2017/

2. Mobile Gaming Industry Analysis for H1 2019 / URL:

https://gameanalytics.com/resources/item/mobile-gaming-industry-analysis-h1-2019

3. ERC20 Token Standard / URL:

https://github.com/ethereum/EIPs/blob/master/EIPS/eip-20.md

4. IQeon Open Beta / URL:

https://iqeon.com