



The Premier Digital Asset Management Ecosystem

BY ICONIQ HOLDING, POWERED BY THE ICNQ TOKEN

WHITEPAPER 2.0



Legal Notice (updated Sept. 1, 2018)

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Abstract

This Whitepaper describes Iconiq Holding and its digital asset management ecosystem, its subsidiaries, Iconiq Lab and Iconiq Funds, and the ICNQ token.

Iconiq Holding is building the premier digital asset management ecosystem, launching trusted financial vehicles and business opportunities for investors in the blockchain market, driven by the ICNQ token.

To power the ecosystem, Iconiq Holding has created the ICNQ token, an ERC20 compliant utility token. ICNQ provides privileged membership rights to its holders and acts as a voucher for services across the ecosystem. Holders of the token gain exclusive access to Iconiq Lab, enjoying exposure to some of the most promising ventures graduating the accelerator. Iconiq Funds offers holders access to premium share classes in all its investment vehicles, such as PIFs, ETNs and ETFs. All funds pay management fees in the ICNQ token. Additionally, Iconiq Funds' asset management platform allows portfolio managers to seamlessly manage their digital asset investment vehicles.

In April 2018, a finite amount of 20M ICNQ tokens were minted. Of these tokens, 4.1M have been sold in presales throughout 2018, raising €2.5M. The Iconiq Holding team has purchased an additional 3M with a 12-month time-lock. A remainder of 2.9M tokens have been burned and 10M are currently available for sale for a targeted hard-cap raise of €10M. 500k of the available ICNQ tokens will be available for purchase in a public sale on GBX beginning Oct. 29th, 2018.

Keywords: ICNQ, Iconiq, digital asset management, venture capital, blockchain, ICO, tokens

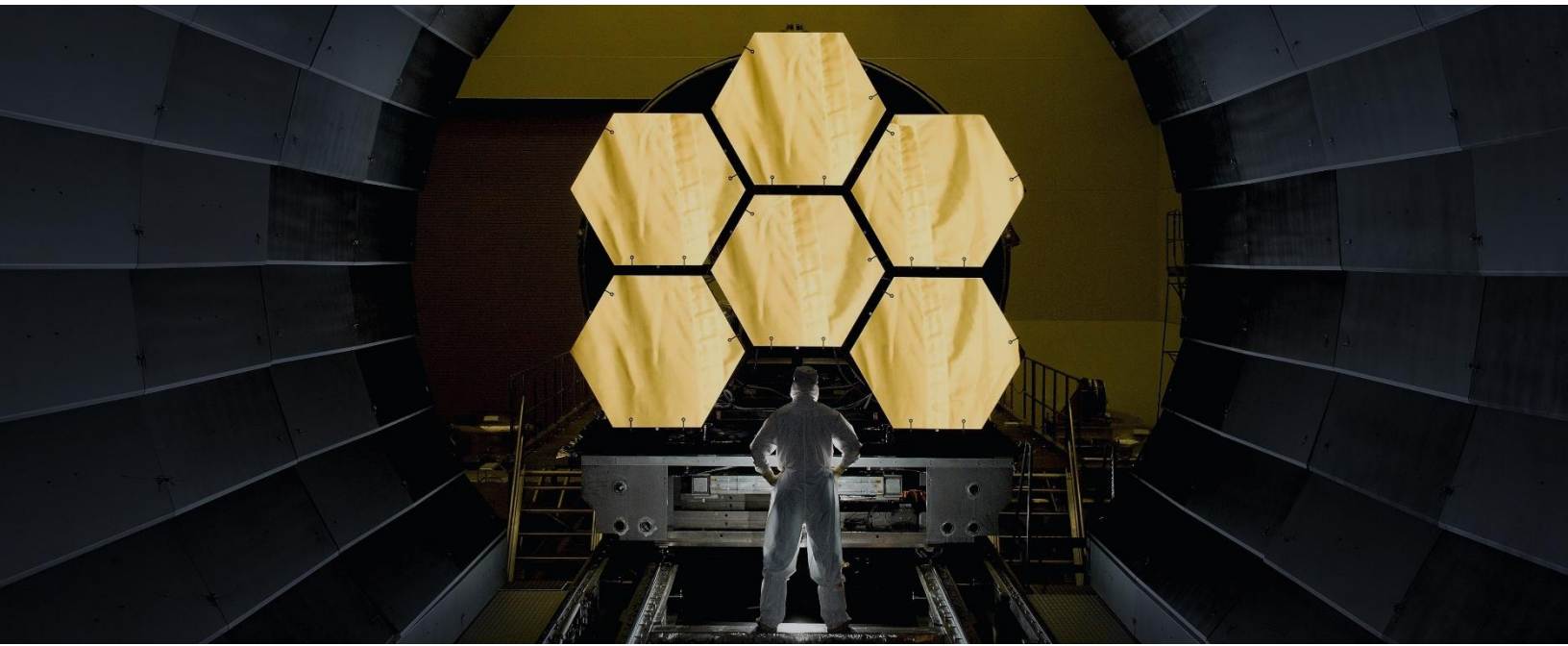




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Glossary of Terms

- Initial Coin Offer – A means by which funds are raised for a new cryptocurrency venture, tokenizable project or business, or NGO
- Token Generating Event – An event in which a crypto project, startup or NGO releases a token via a smart contract on a public blockchain to participants
- “ICO” – For the purposes of this paper refers to Initial Coin Offers, Token Generating Events and Token Sales
- Venture Capitalist – Otherwise known as a “VC”, an individual or fund which typically solicits investment from accredited investors to invest on their behalf in early-stage or developing startups
- ICNQ – Abbreviation for the Iconiq Holding token, a club membership and voucher instrument
- NGO – A Non-Governmental Organization
- ETH – Exchange ticker symbol for Ethereum
- BTC – Exchange ticker symbol for Bitcoin
- ETF – Exchange Traded Fund, a marketable security that tracks an index, a commodity, bonds, or a basket of assets like an index fund
- ETN – Exchange Traded Note, a type of unsecured, unsubordinated debt security based on the performance of a market index. Similar to exchange-traded funds (ETFs), ETNs are traded on major exchanges
- PIF – Professional Investor Fund, a Maltese hedge fund accessible to investors who can meet certain minimum investment requirements
- GBX – The Gibraltar Blockchain Exchange



Executive Summary

Digital asset market capitalization reached record highs in 2018 and ICOs offer alternative funding mechanisms with improved liquidity for early-stage investors. With trustless custodial sources and decentralized wealth generation, allowing for global financial inclusion, it's easy to see why digital assets are the fastest growing asset class today.

However, what is lacking in the digital asset space are standard investor quality assurances typically afforded to institutional and retail participants of the traditional financial markets. Regulated, trusted investment vehicles, such as ETFs and ETNs, are almost non-existent and many ICOs have been revealed as scams or do not perform long-term due to management teams being held to a lower level of accountability than traditional startups.

To bring professional digital asset management to the space, Iconiq Holding launched Iconiq Lab in early 2017 as the world's first decentralized VC club, and Iconiq Funds in 2018, an asset manager issuing a series of digital asset index funds capturing the top cryptocurrencies by market capitalization as well as an Asset Manager as a Service ("AMaaS") platform. The entire Iconiq Holding digital asset management ecosystem is powered by the ICNQ token.

Iconiq Lab offers financing and professional company building to blockchain startups and quality investment opportunities to investors through its decentralized VC club and ICO accelerator.

Through its unique platform, Iconiq Funds offers professional digital asset management with regulated, structured vehicles. By integrating premium market data, trade execution, custody, auditing and compliance tools, investors will gain diversified exposure to the highest growing asset class in the market today through traditional investment structures such as ETFs and ETNs.

The ICNQ token powers the Iconiq Holding ecosystem through privileged rights offered to holders and is redeemable as a voucher instrument for in-ecosystem services. ICNQ holders receive access to exclusive Iconiq Lab graduate presales and Iconiq Funds share classes with reduced management fees. As a voucher, ICNQ is used by all funds to pay management fees. 10% of all redeemed voucher tokens are burned on a quarterly basis, and ecosystem behavior is incentivized through a loyalty rewards program distributing ICNQ tokens to longtime club members.



1. The ICNQ Ecosystem

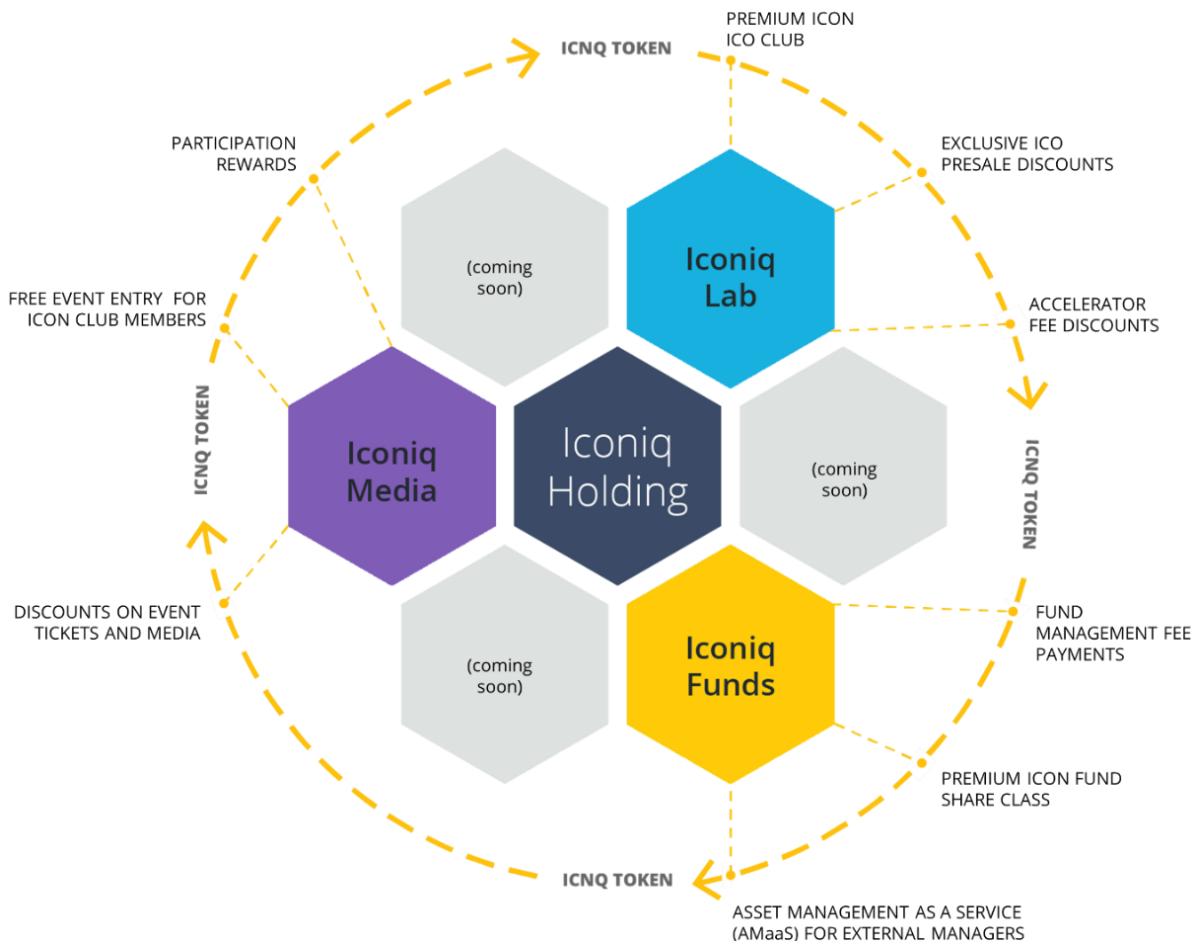
1.1. The Ecosystem

The ICNQ Token

The ICNQ Token powers the Iconiq Holding ecosystem, creating a harmonic solution to digital asset management. Holders of the token gain exclusive membership to the ICO investment club and fund share classes, available through Iconiq Lab and Iconiq Funds. Additionally, the token is redeemable as a voucher by holders for discounts on ecosystem services.

The Iconiq Holding ecosystem consists of Iconiq Lab, Iconiq Funds, and the Iconiq Media unit which publishes the weekly Unbloqed podcast. Each of the Iconiq Holding business units has their own unique use case of the ICNQ token, whether as a membership instrument or voucher.

Figure 1: The ICNQ Ecosystem





1.2. Ecosystem Value Drivers

Token-economics Best Practices

Through extensive market research and industry experience as a renowned ICO accelerator program, Iconiq Holding has developed a best-practice framework for compliant utility tokenization. A high-quality utility token instrument should;

- Decrease token velocity through incentivization to hold the token, limiting trading supply
- Increase demand through ecosystem service growth and token use cases
- Balance circulating supply through token burning and
- Reward user behavior in-ecosystem through loyalty rewards programs

This framework has been implemented into the upgraded ICNQ token design.

Decreasing Token Velocity

Purchasers of the ICNQ token are incentivized to hold it through ICNQ's club membership features and loyalty rewards program. There are two tiers of ICNQ club memberships;

- *ICNQ Membership*: holders of at least 1 or more ICNQ tokens who have exclusive access to the public presales, with the highest bonuses and discounts, of all Iconiq Lab accelerator program graduates. Members participate in the graduate's presales based on their pro-rata holding of the ICNQ token. ICNQ Members also receive access to Iconiq events and other membership benefits.
- *ICON Membership*: holders of €100,000 or more of the ICNQ tokens who are given all ICNQ Membership benefits plus premium access to Iconiq Lab's accelerator graduates to negotiate the size of the investment they wish to make into the presale. ICON Members also can subscribe to the ICON share classes of the planned index funds, offering reduced management fees.

Additionally, the loyalty rewards program incentivizes ecosystem participants to be longtime members of the ICNQ club through ongoing voucher distributions and other planned rewards.



Increasing Token Demand

Iconiq Holding and its business units continuously create and release new products and services in the ICNQ ecosystem to increase demand for membership benefits and the redeemable voucher. Iconiq Lab accelerator companies must pay portions of their fee after the completed token sale in the ICNQ token. Additionally, all Funds issued will pay their management fees to the asset manager, Iconiq Funds, in the ICNQ token. As the Assets Under Management (“AUM”) for the funds grows through organic asset appreciation and new fund issuances, so to does the fees the funds must pay on an annual basis. This gives rise to systematic, institutional demand for the ICNQ token on a recurring basis.

Balancing Supply and Demand

10% of all ICNQ tokens Iconiq Holding companies receive back as redeemed vouchers will be burned on a quarterly basis, creating exclusivity for ICNQ club membership through the limitation of the available token supply.

Loyalty Rewards Programs

Iconiq Holding will reward certain in-ecosystem behavior through a loyalty rewards program to incentivize users to engage with the ICNQ community positively and constructively. Examples of planned loyalty rewards, so long as they remain regulatorily compliant by jurisdiction, include;

- Recurring reward distributions of ICNQ to longtime ICNQ club members
- Bonuses for reaching the ICON Membership level
- Asset managers reaching certain levels of AUM on the AMaaS platform
- Unbloqed podcast listenership and event participation

More potential loyalty rewards are planned based on new ecosystem services and will be released as the ICNQ ecosystem grows and evolves.



2. Iconiq Lab

2.1. Company Description

Overview

Iconiq Lab, recently named a top-3 German Accelerator Program alongside Techstars¹, provides professional company building and extensive investment experience, offering hand-picked blockchain and ICO opportunities in the crypto economy. Founded in early 2017, Iconiq Lab is the world's first decentralized venture capital club, powered by its own ICO accelerator program.

Decentralized VC Investor Club

As the world's first decentralized VC investor club, ICNQ club members enjoy exposure to some of the most promising ventures graduating the accelerator. Exclusive token pre-sales are available with the highest discounts to ICNQ token holders.

Accelerator Program

Startups issuing their own tokens and blockchain solutions are provided with the financing, tools and guidance needed to successfully raise capital to fulfill their vision. To date, we have had over 500 applications of which our investment committee has selected 9 to join the program. Over €1 million has been committed to the companies in the program.

Corporate Consulting

Iconiq Lab engages small-to-medium-size-enterprises (SMEs) and fortune-500 companies, providing a 360-degree blockchain and token sale best-practice consulting service

Security and Financial Instrument Tokenization

Iconiq Lab's team believes in the emergence of security and financial instrument tokenization, as well as the use-case for certain utility token instruments. As such, Iconiq Lab is preparing to launch compliant security tokens for our startups and clients through the accelerator program and

¹ <https://global.handelsblatt.com/companies/german-startup-accelerators-mixed-reviews-956881>



corporate consulting services. Iconiq Lab is in the process of acquiring the appropriate licenses to do so in Europe and the United States.

2.2. Company Traction



100,000
community members



> 10,000
media mentions



\$22 Million raised in
accelerator ICOS



4.6 ICO rating
by experts

World's First Decentralized VC Club and Security Token Issuer

The ICNQ token, of which portions have been sold to institutional, accredited and retail investors in 2018, allows ICNQ holders exclusive access to invest into ICOs which graduate the Iconiq Lab accelerator program. Iconiq Lab is now preparing to launch compliant security tokens through its platform and issue in a new era of financial instrument tokenization.

ICO Accelerator Launch in Germany, London and U.S., Asia in Q4 2018

Iconiq Lab's accelerator has received over 500 applications, of which only 9 have been accepted and financed. Iconiq Lab has committed over €1 million to the 9 companies' ICO development. In addition to being headquartered in Frankfurt, Germany, Iconiq Lab has opened offices in New York and London in 2018 and is in the process of hiring an Asian-based team for Q4 2018.

The Iconiq Lab acceleration process consists of 5 stages: (1) Sourcing and due diligence; (2) Acceleration and ICO service package; (3) Exclusive presales opportunities to ICNQ Club Members; (4) Program graduate public ICO launches; and (5) Post-ICO financial and milestone reporting. Professional, VC-caliber due diligence, expert company and ICO building and Post-ICO support creates a holistic solution for Iconiq Lab's accelerator participants and ICNQ club members.

FinLab AG investment and €2.5 million ICO proceeds

FinLab AG, a publicly-traded German FinTech company builder and investor, made a strategic investment into Iconiq Lab in late 2017. Iconiq Lab has also raised approximately €2.5 million in ICNQ token sales, of which there are 20+ premium club members and over 5,000 retail holders.



€100 million EOS Venture Fund

Iconiq Lab collaborates with FinLab AG on the management of a €100 million EOS venture fund backed by block.one, the publisher of EOS. Iconiq Lab assists in due diligence for fund investments and helps develop the fund's companies, leading their EOS ICO campaigns.

2.3. Accelerator Companies

Success Cases



Unibright, the first company to complete its ICO in the Iconiq Lab accelerator program, raised its targeted hard cap of \$14M, selling out the UBT token sale in 10 days.

<https://unibright.io/>

Current Accelerator Companies



Vreo

Video Game AdTech

A blockchain-based, real-time, in-game video game advertising platform for real-world advertisers. The platform decentralizes the video game ads, creating a new way to present, measure and monetize advertisements in video games.

<https://vreo.io/>



Vlux

Energy, P2P Markets

By combining deep learning AI with blockchain, our goal is to improve access to affordable, low carbon energy by enabling peers to trade energy between one another via the Verv energy trading platform.

<https://vlux.io/>



Solidified

Cybersecurity

Solidified has the largest (200+) community of Solidity experts and incorporates all stages of technical due diligence into a single platform so you can bulletproof your smart contract.

<https://solidified.io/>

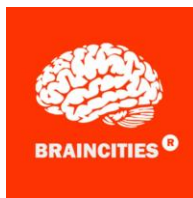


Topl

Emerging Market Financing

A protocol to facilitate blockchain-secured investment in emerging markets through their unique dual-token model. Establishing relationships in developing nations to promote infrastructure for governments and private companies.

<https://topl.co/>

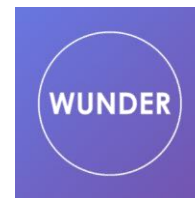


Braincities

AI & Blockchain

A blockchain protocol for data storage made available to data scientists with programmed AI to interpret and monetize personal data from users and governments. Partners include HPE, SAP and more to develop further products using their platform.

<http://www.braincities.co/>

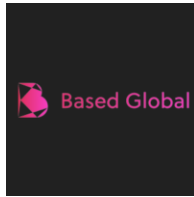


Wunder

Art Tech

We are building the first Art-as-a-Service and Art-as-an-Asset infrastructure at the intersection of digital art, patronage and fractional ownership.

<https://wunder.art/>



Based Global

Entertainment Tech

An entertainment startup with a blockchain-based engine to decentralize live events and ticketing through a unified sales framework, protecting fans and artists from scalpers & counterfeits through their unique platform.

<https://basedglobal.com/>



Trade Finance Market

FinTech

Trade Finance Market (TFM) provides liquidity for global trade, particularly to Small and Medium sized Enterprises (SMEs) currently ignored by the majority of global funding institutions.

<http://tradefinancemarket.com/>

2.4. Roadmap

Global Scaling

Iconiq Lab has already scaled in Europe and to the United States and is expanding its Asian presence. The team aims to offer up to 2-3 quality ICO opportunities per month with a target of 20-25 per year to drive value to the ICNQ VC investors club.

Corporates and SMEs

Large companies, including fortune 500, publicly-listed companies, are approaching Iconiq Lab to manage their token sale. As Iconiq Lab onboards such clients, the quality and volume of ICOs offered to the ICNQ club will grow. With sizes exceeding \$100M, Iconiq Lab will offer 2-4 annually.

Security and Financial Instrument Tokenization

The Iconiq Lab team believes in the securitization of traditional financial instruments, such as debts and equity, on the blockchain. Iconiq Lab is in the process of obtaining the proper licenses to issue and sell such instruments for our portfolio companies to the ICNQ club and investors in 2019.



3. Iconiq Funds

3.1. Company Description

Overview

Iconiq Funds offers investors the opportunity to diversify their cryptocurrency investments through a series of professionally managed digital asset index funds, such as PIFs, ETFs and ETNs. Launched in 2018, Iconiq Funds' digital asset management platform of regulated financial vehicles integrates premium market data, trade execution, custody, audit, and compliance tools, creating a holistic solution for digital asset management for retail and institutional investors.

3.2. Company Traction

Professional Investment Fund (PIF)

The first fund to launch will be a Maltese Professional Investment Fund ("PIF"), planned for November 2018. A PIF is an open-ended fund, permitted to have up to €100 million in AUM and may accept subscriptions from professional investors only. The PIF fund application is currently under review by the Malta Financial Services Authority, the Maltese regulator.

3.3. BITA Partnership

Overview



Iconiq Funds has engaged BITA, the premier digital index company, to be the index provider for its digital asset index funds. BITA's enterprise-grade index engines apply strict quantitative and qualitative filters to ensure digital asset price feeds faithfully reflect current market conditions, providing a proper price benchmark for all digital assets more accurate than any current solution. More information can be found at <https://www.bitadata.com/>.



3.4. Asset Management as a Service

Description

Leveraging the ecosystem created for Iconiq Funds' passively-managed investment vehicles, Iconiq Funds will license the platform out to external, active digital asset managers, lowering the barriers to entry for portfolio managers to launch their own digital asset funds. Services within the AMaaS platform or trusted third-party service providers include;

1. Investment Vehicle Design and Launch: Initial design of the investment vehicle, development of the investment strategy and registration with the competent regulatory authority.
2. Ongoing Product Management: Integration into top fund administrators, liquidity providers, compliance experts, custodial solutions, banking and audit and taxation professionals.
3. Distribution and Execution: Cost-efficient and optimized execution of digital asset transactions across multiple exchanges, brokerage access and additional capital markets support.
4. Reporting and Investor Relations: Compliant distribution of sophisticated investor marketing materials and transparent reporting through KPI analysis of investment performance metrics.

The Icon Vault

The AMaaS platform is built around the Icon vault, which provides a safe custodian wallet solution for multiple digital assets. It implements both a hot and cold storage split-strategy and multiple signature wallets (multisig) to maximize protection. This combination of blockchain custodian methods ensures the highest level of protection against theft or human error that might lead to the loss of some or all the digital assets.

Aggregated Order Book

The AMaaS platform's aggregated orderbook will provide a streamlined solution for an asset manager to create, amend, execute and evaluate the portfolio based on their strategy. The aggregated orderbook allows the asset manager to view the liquidity in the market as defined by their investment strategy. To help achieve the lowest cost and optimize investment performance,



the platform will present the weighted-average price of the assets and a trade breakdown required to fulfil an order across different providers and crypto trading pairs on various exchanges.

Order Execution Algorithm

As the asset manager initiates the creation of the orderbook and declares the assets required, the platform retrieves pricing across the various exchanges. Once the data is gathered, the platform will aggregate the results and present the options with the best costs for buying and selling the assets.

3.5. Roadmap

ETNs and ETFs

Leveraging the team's experience with the German stock exchange, Deutsche Börse, and as auditors of Vanguard, the world's largest index fund provider, Iconiq Funds plans to launch ETNs and ETFs in 2019 to enhance value for the ICNQ ecosystem and the investors of the funds.

Digital Financial Instruments

Iconiq Funds believes in the merits of security and financial instrument tokenization. The team hypothesizes that in the next few years, cryptocurrencies may be supplemented by digital financial instruments such as fortune-500 companies' debt and equity issuances. Leveraging the technical infrastructure of Iconiq Funds', the platform is uniquely positioned to be not only the premier digital asset manager, but a top global asset manager as digital assets become the largest asset class. Iconiq Funds is engaging global regulators to educate them on the merits of digital assets and develop a framework for compliant digital financial instrument investing.

AMaaS

Iconiq Funds aims to onboard multiple external, active asset managers, allowing the ICNQ ecosystem to capture the benefits of passively-managed digital asset investments and hedge fundesque active management. The platform is planned to go live in Q2 2019 and be offered only to high quality and vetted digital asset managers.



4. The ICNQ Token

4.1. ICNQ Token Ecosystem Uses

Overview

The ICNQ token is the value driver of the Iconiq Holding ecosystem, providing membership access to high quality investment vehicles and voucher discounts on ecosystem products and services. Each business unit has its own unique use for the ICNQ token.

Iconiq Holding Uses

- Voucher Burning: 10% of all redeemed ICNQ voucher tokens Iconiq Holding business units receive will be burned to the Ethereum genesis wallet on a quarterly basis.
- Loyalty Program Rewards: To influence ecosystem behavior, Iconiq Holding will distribute additional redeemable voucher tokens to loyal ICNQ club members. Examples of planned loyalty rewards, so long as they remain regulatorily compliant by jurisdiction, include;
 - Recurring reward distributions of ICNQ to longtime ICNQ club members
 - Bonuses for reaching the ICON Membership level
 - Asset managers reaching certain levels of AUM on the AMaaS platform
 - Unblocked podcast listenership and event participation
- Reselling: ICNQ tokens redeemed to Iconiq Holding businesses by consumers that are not burned or redistributed through the loyalty program will be resold into the marketplace in an ongoing basis to maintain a healthy balance of supply and demand for new ecosystem members.

Iconiq Lab Uses

- Exclusive Presales and Discounts: ICNQ token holders have access to presales with exclusive discounts of Iconiq Lab's accelerator graduates with the ability to participate on a pro-rata



basis, based on their holding of the ICNQ token. Club members are incentivized to hold more ICNQ to increase their ability to participate in graduate's token sales.

- Exclusive Presales and Discounts: Startups joining the Iconiq Lab accelerator program get a partial discount on their fees by paying with the ICNQ voucher token, increasing demand for ICNQ on the open market.
- ICON Members: Holders of €100,000 ICNQ tokens or more gain access to the premium ICON club where they can engage the startups directly and do not have a limit to ICO contribution amounts to graduates at the exclusive ICNQ discount. Club members are incentivized to hold large amounts of ICNQ to unlock ICON benefits, decreasing the circulating supply.

Iconiq Funds Uses

- ICON Share Class: Holders of €100,000 of ICNQ tokens or more gain privileged access to the ICON share class of our funds and planned investment vehicles, such as ETFs, enjoying discounted management fees for the life of their subscription to Iconiq Funds' index funds.
- Fund Management Fees: Fund management fees are paid to the fund manager, Iconiq Funds, in ICNQ tokens, systematically increasing demand on the open market for ICNQ as Assets Under Management (AUM) of the planned multiple funds rises through fund underlying asset value appreciation and the launch of new investment vehicles.
- ICON Members: Platform fees may be paid in ICNQ tokens, providing a partial discount on service fees to the AMaaS users. Fund managers pay platform fees in ICNQ tokens. As more managers engage our platform and their UAM rises, so to does the demand for ICNQ.

Iconiq Media Uses

- ICON Club: Premium ICON token holders get free entry to all Iconiq events.
- Event Discounts: ICNQ token holders get discounts to participate in Iconiq Lab events and other media through redeeming the ICNQ voucher token.
- Participation Rewards: Participants and listeners of our Unbloqed podcasts and other media events receive partial discounts when using the ICNQ voucher token.



4.2. ICNQ Token Sale

Overview

In April 2018, a finite amount of 20M ICNQ tokens were minted. Of these tokens, 4.1M have been sold in presales throughout 2018, raising €2.5M. The Iconiq Holding team has purchased an additional 3M with a 12-month time-lock. A remainder of 2.9M tokens have been burned and 10M are currently available for sale for a targeted hard-cap raise of €10M. 500k of the available ICNQ tokens will be available for purchase in a public sale on GBX beginning Oct. 29th, 2018.

Private Presale

In Feb. 2018, Iconiq Lab closed a private presale of the ICNQ token in a financing led by Token as a Service (TAAS). The €1,000,000 raised was used to finance the first accelerator batch.

Community Presales

Iconiq Lab issued two rounds of community presales in April and May 2018, selling nearly 1M ICNQ tokens and raising roughly €1,000,000.

Institutional and U.S. Accredited Private Sales

The private sale is ongoing throughout 2018 will be held open until the close of the GBX public sale in Nov. 2018.

Iconiq Holding has drafted a Private Placement Memorandum (“PPM”) for U.S. Accredited Investors under Regulation D of the Securities Act. To participate in the Private Sale, please contact the team directly, or send an inquiry to contact@iconiqlab.com to receive the PPM.

If Non-U.S. Institutional investors have an interest in participating in the ICNQ token sale, please contact the team directly, or send an inquiry to contact@iconiqlab.com for further information.

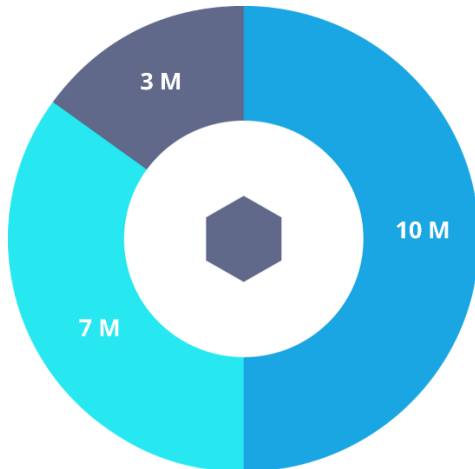
GBX Grid Public Sale

Iconiq Holding is selling 500k ICNQ tokens on the GBX Grid, beginning Oct. 29th. To participate in the sale, interested parties must register on the GBX Grid by following the instructions and completing KYC at the following link: <https://platform.gbx.gi/register>.



4.3. ICNQ Distribution and Fundraise

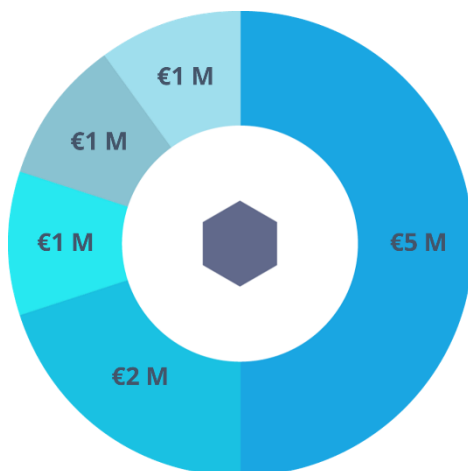
Figure 2: ICNQ Distribution



- 10M Tokens Available: 8M tokens are available for sale to private and institutional purchasers. 500k will be sold on the GBX Grid beginning Oct. 29th. 500k in total are available for the bounty campaign, and Iconiq Holding will retain 1M ICNQ for future uses.
- Sold and Burned: 4.1M tokens have been previously sold and 2.9M ICNQ have been burned in 2018.
- 3M sold to Team and Advisors: The Iconiq Team and Advisors purchased 3M ICNQ tokens in 2017.

Figure 3: Funding Uses

Iconiq Holding has sold 4M ICNQ tokens, raising €2.5M and burnt 2.9M ICNQ to date. 10MICNQ remain available for sale to reach the targeted hard-cap €10M fundraise to launch, optimize and scale the ecosystem.



- €5M: An allotment for a self-sustaining pool to cover accelerator participant ICO-related expenses
- €2M: Scaling the accelerator internationally and further dealflow and pipeline development
- €1M: Marketing related expenses
- €1M: Finance and legal expenses of the platform
- €1M: Launching new business units in the Iconiq Holding value chain



4.4. ICNQ Smart Contract Framework

ICNQ Token Specifics

The ICNQ Token is an ERC20 compliant smart contract on the Ethereum public blockchain. The tokens issued by the contract are a representation of the holder's rights to participate in the Iconiq Holding ecosystem as was previously described. The token is divisible up to 18 decimal points.

Iconiq Lab Smart Contract Framework

The ICNQ token is identified in an ICNQ Club Member's ERC20 digital wallet by the smart contract language each of the accelerator program graduates is contractually obligated to include in their own token issuance. The contracts identify which wallets hold what proportion of the outstanding ICNQ tokens and allow participation in a graduate's presale to originate from said wallet on a pro-rata basis. This ensures exclusivity of presales for the ICNQ Club members for program graduates.

ICNQ Token Assurances & Smart Contract Audit

The ICNQ smart contract has been audited by solidified.io, one of the most reputable independent, third-party, smart contract auditors in the industry. This provides prospective ICNQ token holders quality assurance over their participation in the ICNQ token sale.

4.5. ICNQ Exchange Listings

Exchanges

500k ICNQ tokens will be sold on the GBX Grid, beginning on Oct. 29th. The sale is non-exclusive to the GBX Grid. The token will be available to trade on the GBX Digital Asset Exchange after the sale with crypto and fiat trading pairs. The token is currently trading on IDEX from the purchases made in the prior community presale.

Related Party Transaction

Iconiq Lab Holding GmbH is an approved Sponsor Firm of GBX and is sponsoring the listing of Iconiq Lab Accelerator GmbH's ICNQ token on the GBX exchange. Iconiq Lab Holding GmbH wholly owns Iconiq Lab Accelerator GmbH.



5. The Iconiq Team

5.1. Core Team

Executive Team



Patrick Lowry - *Managing Partner & CEO*

Venture capitalist and investor with over a decade of financial industry experience. PwC asset management auditor of clients such as Vanguard and Blackrock. Startup co-founder/CFO with an MBA, CPA license and BS in finance and accounting.



Maximilian Lautenschläger - *Managing Partner*

Venture developer and blockchain enthusiast with years of experience in consulting, company building, venture capital, fintech and private equity. BA in controlling, MBA and Chartered Alternative Investment Analyst (CAIA).

Management Team



Dominic Ward

US Managing Director

Accelerator managing director, venture capitalist, hedge fund senior analyst and Atlas Valley founder



Or Barmatz

Technology Director

CTO and cofounder, blockchain and full-stack developer, tech due diligence expert



Arabdha Sudhir

Marketing Director

Startup and digital marketing expert, computer science engineer and MS in Management



Investment Team



Lukasz Musialski

EU Investment Director

Investment manager,
technology enthusiast and
MS in finance



Matthew Nacier

US Investment Director

Private equity and venture
capital analyst, asset
valuation expert

Team



Syuzanna Avanesyan

*Communications and
Office Manager*

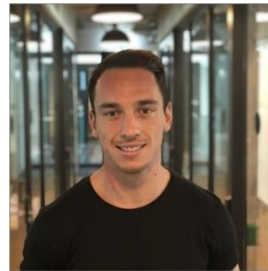
Communication
specialist and
international sales
management expert



Omer Bishara

Head of Delivery

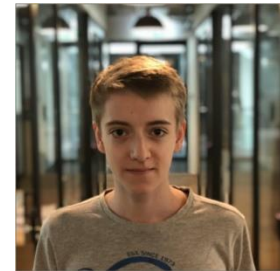
Product owner,
project delivery
manager and serial
technologist



Thibault Civalier

Working Student

Master of Finance
Student, crypto and
blockchain enthusiast



Finn Zimmer

Academic Intern

Bachelor student, avid
coder with a strong
passion for new
technology

Each member of the Iconic Holding Team has formally resigned all other professional obligations and is devoted full-time to Iconiq Holding and the ICNQ ecosystem.



5.2. Advisory Board

Advisors



Prof. Dr. Philipp Sandner

Blockchain Expert

Head of Frankfurt School
Blockchain Center



Sandris Murins

Strategy Advisor

Iconiq Holding Co-Founder



Dimitri Chupryna

Token Investments

Co-Founder of TaaS Fund



Dr. iur. Jochen Kasper

Legal Advisor

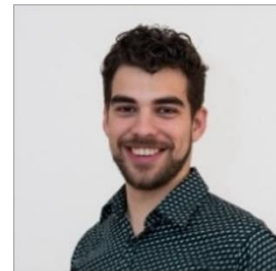
M&A and Investment
Banking Lawyer



Dr. Nina-Luisa Siedler

ICO Legal Advisor

DWF Partner



Mitchell Louriero

ICO Marketing

Marketing @ Steem.it &
Santiment



Ismail Malik

Media Advisor

Editor in Chief @ ICO Crowd



Junxi Zhang

Asia Advisor

Venture Capitalist



Kristofs Blaus

Business Development

Serial Entrepreneur



5.3. Strategic Partnerships

Iconiq Holding has arranged many partnerships with strategic players in the traditional and crypto industries to further drive value to the ICNQ community and business units.

Crypto Specific



As an exclusive Sponsor Firm of GBX, Iconiq Holding sponsors new token sales on the GBX Grid and secondary exchange listings on the Exchange. Iconiq Lab is partners with TAAS, EOS VC funds and Wanchain, co-investing in emerging companies and developing the token sales of the companies the funds invest into. TAAS was an early investor in the ICNQ token in Jan. 2018.

Investment and Pipeline



BITA is the index provider to the Iconiq Funds digital asset index funds. FinLab is a strategic investor into Iconiq Holding and manager of an EOS VC fund. FinLab and Iconiq Holding partner to develop the companies in the Iconiq Lab accelerator program and place investments. Innogy, one of Europe’s largest energy providers, is a avid token investor and driver of innovation.

Legal and Research



Iconiq Holding holds legal and regulatory compliance in the utmost esteem, partnering with premier legal firms such ad DWF, Liquet Associates and McCarter and English to ensure compliance in their own token sale and general business practices. The Frankfurt School Blockchain Center and Iconiq Holding partner on joint-research, exploring new use cases of blockchain and tokenization in various industry verticals.



6. Additional Disclosures

Disclosures

(i) Iconiq Holding has taken all reasonable care to ensure that the facts stated in this document are true and accurate in all material respects, and that there are no other facts the omission of which would make any statement in the document misleading, whether of facts or opinion. Iconiq Holding accepts responsibility accordingly;

(ii) The ICNQ token is a “medium of exchange” and “means of accessing” the Iconiq Holding ecosystem. It is not intended to be a regulated financial product of any kind. The ICNQ token is fully transferable between consenting parties;

(iii) the GBX Market is not a ‘regulated market’ as defined under the Directive on Markets in Financial Instruments 2004/39/EC;

(iv) an active secondary market may not necessarily develop in the Tokens;

(v) GBX is not responsible for the content or accuracy of the Whitepaper or the conduct of the Token Sale in any way, and that Admission to the Token Sale Platform pursuant to the Token Sale Rules does not constitute a warranty or representation by GBX as to the competence of the Applicant, its service providers or any other party connected with the Project, the Token or the Token Sale, the adequacy of information contained in the Whitepaper or the suitability of the Project or the Token for any purpose;

(vi) GBX will not be liable for any false, inaccurate, inappropriate or incomplete information contained in the Whitepaper;

(vii) This Whitepaper, in full or part, must not be taken or transmitted to any place where distribution or dissemination of the Whitepaper is prohibited or restricted. Current restrictions include China, North Korea, South Korea, The Philippines, Iran, Iraq, Sudan, and New Zealand;

(viii) Persons to whose possession the Whitepaper come are required to inform themselves of and observe any relevant legal or regulatory restrictions and seek all necessary professional advice;

(ix) the Whitepaper is not endorsed by GBX nor any regulatory and/or government authority.



7. Iconiq Holding Information

Organizational Structure

Iconiq Lab Holding GmbH (“Iconiq Holding”) is structured as a German Limited Liability Company and wholly owns Iconiq Lab Accelerator GmbH and Iconiq Lab U.S. Accelerator Inc. (jointly, “Iconiq Lab”) and the soon to be opened Iconiq Funds GmbH (“Iconiq Funds”). FinLab AG, a publicly-traded German FinTech company builder, made a strategic investment into Iconiq Lab Holding GmbH in Nov. 2017. Iconiq Lab Accelerator GmbH is the ICNQ token issuer.

Iconiq Holding brings a wealth of professional financial experience and a proven track record in the digital assets and blockchain industry. Together with the ICNQ token, Iconiq Holding has created a holistic value driver for the crypto investment ecosystem, with the trust investors expect.

Contact Information

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