The Premier Digital Asset Management Ecosystem

BY ICONIQ HOLDING, POWERED BY THE ICNQ TOKEN

COLOR PAPER 2.0
THE PURPOSE OF THIS DOCUMENT IS TO PRESENT ICONIQ HOLDING AND ITS SUBSIDIARIES, ICONIQ LAB AND ICONIQ FUNDS, TO POTENTIAL ICNQ TOKEN PURCHASERS IN CONNECTION WITH THE SALE OF THE ICNQ TOKEN. THE INFORMATION SET FORTH BELOW MAY NOT BE EXHAUSTIVE AND DOES NOT IMPLY ANY ELEMENTS OF A CONTRACTUAL RELATIONSHIP. ITS SOLE PURPOSE IS TO PROVIDE RELEVANT AND REASONABLE INFORMATION TO PROSPECTIVE TOKEN PURCHASERS IN ORDER FOR THEM TO DETERMINE WHETHER TO UNDERTAKE A THOROUGH ANALYSIS OF THE COMPANIES WITH THE INTENT OF ACQUIRING ICNQ TOKENS. NOTHING IN THIS DOCUMENT SHALL BE DEEMED TO CONSTITUTE A PROSPECTUS OF ANY SORT, NOR DOES IT IN ANY WAY PERTAIN TO AN OFFERING OR A SOLICITATION OF AN OFFER TO BUY ANY SECURITIES FOR “NON-U.S. PERSONS.”

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Iconiq Holding is building the premier digital asset management ecosystem, creating trusted financial vehicles and business opportunities for investors in the blockchain market, driven by the ICNQ token.
ICNQ sale on GBX beginning Nov. 1!

1,000,000 ICNQ tokens go on sale on the GBX Grid from Nov. 1, 2018 at 11:00 CET until Dec. 1, 2018 at 00:00.

To reward early supporters, we have the following 4-phase bonus system:
• First 250,000 tokens sold: **25% bonus**
• 250,001-500,000 sold: **15% bonus**
• 500,001-750,000 sold: **5% bonus**
• 750,001-1,000,000 sold: No bonus

☐ Register for the sale at: https://platform.gbx.gi/register

☐ ETH price announced Oct. 31
Digital Assets: the fastest growing asset class today

Cryptocurrencies, in 2018, reached all time records with a **market cap of over $800 billion**. As an alternative funding mechanism which offers enhanced liquidity to early-stage investors, **ICOs have raised over $21 billion**. With trustless custodial sources and decentralized wealth generation, which allows for global financial inclusion, it's easy to see why digital assets are the fastest growing asset class in the world today.
The ICNQ Ecosystem

The ICNQ Token powers the ICNQ 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**.

- 10% of redeemed ICNQ voucher tokens will be burned quarterly
- Loyalty program rewards to longtime ICNQ holders distributed from redeemed voucher tokens
ICNQ Token - Driving Ecosystem Value

Decreasing Token Velocity
Unlocking membership and loyalty program benefits by holding large ICNQ token amounts.

Increasing Demand
Iconiq Holding and its divisions continuously create and release new products and services, paid in ICNQ.

Loyalty Programs
Iconiq Holding rewards its long time club members with ICNQ loyalty rewards token distributions.

Balancing Supply and Demand
10% of redeemed ICNQ voucher tokens will be burned quarterly by Iconiq Holding.

Organically Growing Buy-side Volume
Investors, startups and asset managers may pay partial fees in ICNQ in return for discounts in the Iconiq Holding economy.
Providing investors **professional company building** and **investment experience** to offer
**hand-picked blockchain and ICO opportunities** in the crypto economy.
Founded in early 2017, Iconiq Lab is the world’s first decentralized venture capital (VC) group, powered by our token sale accelerator program.

**Accelerator Program**
Companies issuing their own tokens and blockchain solutions are provided with the 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.

**Decentralized VC Investor Club**
Members enjoy exposure to some of the most promising ventures graduating our accelerator. Exclusive token pre-sales are available with the highest discounts to ICNQ token holders.
Company Traction

01 World’s First Decentralized VC Club and Security Token Issuer
The ICNQ token, sold to institutional, accredited and retail investors, 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 program.

02 ICO Accelerator Launch in Germany, London and U.S., Asia in Q4 2018
The program has received 500 applications. Only 9 have been accepted and financed. Iconiq Lab committed over €1 million to the 9 companies’ ICO development. We have opened offices in New York and London in 2018 and will hire an Asian-based team in Q4 2018.

03 €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.

04 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 also raised approximately €2.5 million in ICNQ sales, of which there are 20+ premium club members and over 5,000 retail holders.
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.
ICONIQ FUNDS

Offering investors the opportunity to diversify their cryptocurrency investments through a series of professionally managed digital asset index funds, ETFs and ETNs.
Launched in 2018, our digital asset management platform of regulated financial vehicles, integrates premium market data, trade execution, custody, audit, and compliance tools.

Diversified Market Exposure
By utilizing enterprise grade, market-cap index strategies, provided by partners such as BITA, investors can gain diversified exposure to the highest growing asset class in the market today.

Professional Investment Fund (PIF)
The first fund to launch is a Maltese Professional Investment Fund (PIF) with up to €100 million in Assets Under Management (AUM) in Nov. 2018.

Leveraging the team’s experience with the German stock-exchange, Deutsche Börse, and Vanguard, the world's largest ETF issuer, Iconiq Funds plans to launch Exchange Traded Notes (ETN) and Exchange Traded Funds (ETF) to enhance value for the ecosystem and our investors.
The **value driver** of the Iconiq Holding ecosystem. Providing **membership access** to high quality investment vehicles and **voucher discounts** on products and services.
Iconiq Holding intends to continually resell the majority of redeemed ICNQ voucher tokens into the marketplace for vouchers on future services.

Iconiq Holding will burn 10% of the voucher tokens it receives as fees on a quarterly basis, limiting the future redeemable amount.

10 million ICNQ tokens are available for sale directly from Iconiq Holding until November 2018. Discounts and bonuses are available to large tickets.

To influence ecosystem behavior, Iconiq Holding will distribute additional redeemable voucher tokens to loyal ICNQ club members.

To maintain liquidity for future ICNQ token users, ICNQ will be listed on trusted crypto exchanges beginning with the GBX in Q4 2018, with more to come.

Iconiq Holding intends to continually resell the majority of redeemed ICNQ voucher tokens into the marketplace for vouchers on future services.
ICNQ token holders have access to presales with exclusive discounts of Iconiq Lab’s accelerator startups with the ability to participate on a pro-rata basis.

Holders of €100,000 of ICNQ tokens or more gain access to the premium ICON club where they can engage with the startups directly and do not have a limit for ICO contribution amounts to accelerator graduates at the exclusive ICNQ discount.

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.
Holders of €100,000 of ICNQ tokens or more gain privileged access to the ICON share class of our funds and ETFs, enjoying discounted management fees.

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, demand for the ICNQ token rises.

Fund management fees are paid to the fund manager, Iconiq Funds, in ICNQ tokens, systematically increasing demand for ICNQ as Assets Under Management (AUM) of the funds rises through fund underlying asset value appreciation and the launch of new investment vehicles.
Iconiq Media Uses

The key to success in the crypto industry is knowledge sharing and collaboration. Iconiq Media hosts high quality digital and in-person events, including our recurring podcast Unbloqed, covering topics such as digital asset investments, regulation, distributed ledger technology and more.

**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 in our podcasts and other media events receive partial discounts when using the ICNQ voucher token.
ICNQ Token Distribution

10 M Tokens
- Tokens Available
  7.5 M available for sale to institutional and private purchasers
  1 M available for sale publicly on the GBX Grid, beginning Nov. 1
  500 k available in bounty
  1 M to be retained by Iconiq Holding for future uses

7 M Tokens
- Tokens Previously Sold and Burned
  4.1 M tokens sold
  2.9 M tokens burned

3 M Tokens
- Team and Advisors
  Iconiq Holding management and advisory team
Iconiq Holding has sold 4 million ICNQ tokens, raising €2.5 million and burnt 2.9 million ICNQ to date. 10 million ICNQ remain available for sale to reach the targeted €10 million fundraise to launch, optimize and scale the ecosystem.

**ICNQ Token Funding Uses**

- **€5 M** Self sustaining pool to cover accelerator participant expenses
- **€2 M** Scaling the accelerator internationally and further dealflow development
- **€1 M** Marketing related expenses
- **€1 M** Finance and legal expenses of the platform
- **€1 M** Launching new business units in the Iconiq Holding value chain
THE TEAM

Iconiq Holding is managed by a team of industry experts from both the traditional investment and cryptocurrency spaces.
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.

Max 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).
Dominic Ward  
**US MANAGING DIRECTOR**  
Accelerator program director and hedge fund senior analyst

Or Barmatz  
**TECHNOLOGY DIRECTOR**  
CTO, blockchain & full-stack developer. Tech due diligence expert

Arabdha Sudhir  
**MARKETING DIRECTOR**  
Startup marketing expert, computer science engineer & MS

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
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*  
Masters of Finance student. Crypto and blockchain enthusiast

Finn Zimmer  
*Academic Intern*  
Bachelor's student, avid coder with a strong passion for new technology
Prof. Dr. Philipp Sandner
**BLOCKCHAIN EXPERT**
Head of Frankfurt School Blockchain Center

Dimitri Chupryna
**TOKEN INVESTMENTS**
Co-Founder of TaaS Fund

Mitchell Louriero
**ICO MARKETING**
Marketing @ Steem.it & Santiment

Dr. iur. Jochen Kasper
**LEGAL ADVISOR**
M&A and Investment Banking Lawyer

Dr. Nina-Luisa Siedler
**ICO LEGAL ADVISOR**
DWF Partner

Sandris Murins
**STRATEGY ADVISOR**
Iconiq Holding Co-Founder

Junxi Zhang
**ASIA ADVISOR**
Venture Capitalist

Kristofs Blaus
**BUSINESS DEVELOPMENT**
Serial Entrepreneur

Ismail Malik
**MEDIA ADVISOR**
Editor in Chief @ ICO Crowd
Strategic Partners

LEGAL AND RESEARCH

INVESTMENT AND PIPELINE

CRYPTO SPECIFIC
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, we have created a holistic value driver for the crypto investment ecosystem, with the trust investors expect.