



IDONEUS

Reinventing the Global Luxury Asset Market

Whitepaper 3.0

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About Idoneus

Idoneus is the digital economy for luxury - a place to acquire, monetize and experience the finest things in life - through a secure and discrete exchange of value. This is the solution to the problems of exchanging and transferring value within the high-value luxury market, removing the friction and value leakage associated with other, more traditional methods in the market.

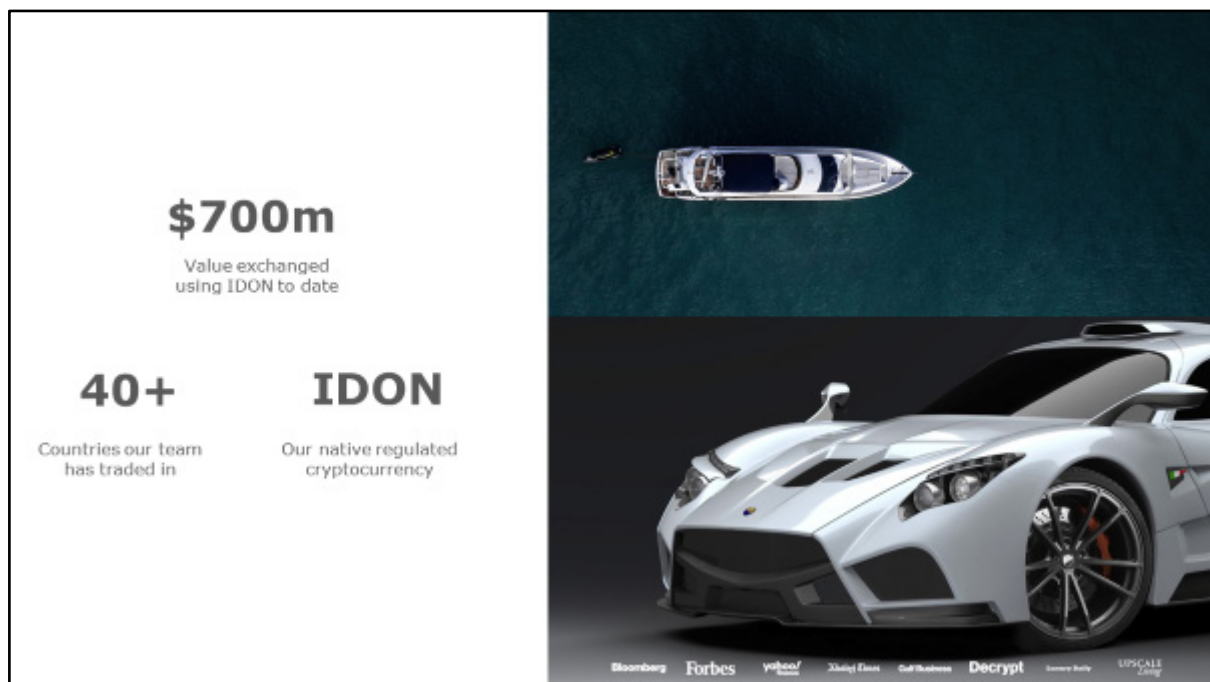
***If you are focused on efficiently and effectively moving Value, not Cash,
this is the place for you!***

A “first-of-its-kind” closed-loop economy that combines digital and blockchain technology with new and efficient business processes, and a digital payment token (IDON), Idoneus has designed, built and operates a value-for-value exchange, that enables the transfer of assets, goods and services between high-net-worth-individuals (“HNWIs”) and the luxury partners who serve them.

The case for the IDON Token is clear and is based on the word “utility”. It has a clear purpose in the luxury economy, a defined value, has no holding costs and can be deployed near-instantaneously between verified parties in every transaction. Combined with clear governance and security, the case is compelling when faced with the alternative of attempting to trade on the basis of the variability and friction associated with either asset swaps, fiat currency or publicly traded crypto (or any combination of these).

Idoneus is a business that has been created by leading industry professionals representing over a century of experience. Our principals have directly facilitated asset exchange and acquisition transactions on five continents. The journey started in 2017 and after a 3-year period of research, development and the acquisition of world-class partners and advisors we launched in the public market in 2020.

As of March 31st, 2023, Idoneus has established an impressive business track record:



Our Vision

A global, borderless economy of luxury where value is exchanged securely, compliantly and without barriers.

Our Mission

To provide individuals with more freedom of movement and options, while providing extraordinary value and mobility through a borderless economy for luxury assets, goods and services.

Our Values

We are Trusted & Loyal - We value integrity and transparency over profit. Our highest priority is to protect our customers, partners, and token holders.

We are Progressive - We are industry pioneers willing to go to new places. We act and move swiftly and dismiss contemplation.

We Bring Value - We accept only the world's finest assets and create value for all participants.

We Prioritize Quality to Secure the Future - Our priority is exceptional user experience and peace of mind for customers.

We are Adaptive - We create future proof solutions by embedding flexibility and having the ability to rapidly respond to changing market and customer needs.

We are Responsible - We do not make compromises with our values and mission. Therefore, we have a very strict policy ensuring there are no bad actors and no bad assets in our economy. Idoneus complies with leading regulatory frameworks and self-initiates annual audits to validate our compliance.

Unique Advantages

Existing Business <ul style="list-style-type: none">Operational business with existing clients and inventory from the start.Rooted in the centuries-old model of barter trade.Transforming analog business model to digital economy.	Protected Value <ul style="list-style-type: none">Full value-for-value exchange of assets.Protection against value leakage and fees.Guaranteed \$10.00 minimum token price.Taking advantage of the opportunities that new technologies unlock.
Embedded Trust <ul style="list-style-type: none">Regulated company in Switzerland (FINMA, VQF).KYC/AML/CFT compliant protocols are enforced.Due diligence on assets, suppliers and partners.Use of Blockchain & Smart Contracts	Guaranteed Discretion <ul style="list-style-type: none">Adherence to Swiss privacy laws.Access restricted to qualified and verified participants.Formalized confidentiality and privacy measures.Utilizing technology to provide security.

The Idoneus Business Proposition

Idoneus provides solutions to the problems that HNWI's, their representatives and the luxury partners who serve them, face in the luxury market. Significant benefits are delivered through joining and participating in this exceptional, closed loop, 100% IDON economy.

The Four Needs our Clients Face

The business proposition is aligned to address four needs (or "wants") that our clients have:

To sell a High-Value Luxury Asset They Own

- Their asset no longer fits with their lifestyle and/or their portfolio's needs.
- They don't need cash and may be having trouble obtaining full value for their asset.
- They need to access the widest pool of qualified HNW buyers.

To buy a Luxury Asset, Good or Service

- They want to move from cash, that loses value, into high value tangible assets.
- They want to acquire the best services suited for their lifestyle.
- They want confidence that their service provider has integrity and trust.

To provide Assets, Goods or Services

- They are seeking to access the widest pool of qualified HNW buyers.
- They want confidence and trust that sales will be realized.
- They are experiencing persistent and unnecessary friction in the sales process.

To acquire IDON to Access Our Luxury Economy

- Their cash reserves are losing value and feel that most cryptocurrencies in the market are too volatile.
- They prefer to own something that provides real-world utility across multiple luxury asset market sectors.
- They desire to be ready and able to deploy IDON quickly within the Idoneus Economy as opportunities arise.

The Common Problems our Clients Experience

- Accessing a wide pool of qualified HNW buyers is difficult.
- Ensuring buyers are genuine, committed and have funds is time consuming.
- Exposure to Bad Actors in the high-value, global, luxury market carries significant personal liability and regulatory risks.
- Closing a sale, and transferring value, often comprising cash and mixed assets across international boundaries is complex and costly.

The Unique & Targeted Solutions we Provide

- We enable the sale of luxury assets, goods and services more effectively and efficiently at full value (and potentially above full value) compared with traditional sales channels.
- We save time and manage risk by only presenting qualified buyers, fully KYC/AML compliant.
- We provide access to new forms of value and a direct network of HNW buyers.
- All payments on our platform are via the (IDON) crypto token, which is secure and resilient to global economic volatility, and has the significant opportunity to increase in value as assets are onboarded to the Idoneus Platform and sales occur utilizing IDON as method of payment.

The Benefits we Deliver

- **Efficient Value Exchange:** Sellers who complete value exchange utilizing IDON benefit in many ways, including the opportunity to trade into an asset class with none of the traditional asset holding costs associated with their current physical asset, virtually no asset management expenses, no employee oversight, and no transaction value limits or restrictions.
- **Opportunity Growth:** As each new partner, client and asset enters the ecosystem adding more IDON utility, new opportunities for value exchange into preferred physical assets, goods, and services can be obtained by every engaged participant.
- **Completion:** The likelihood of successfully completing a transaction utilizing the Idoneus model increases significantly compared with traditional sales channels.
- **Sales Velocity:** Instead of waiting months or even years to sell your asset, it can often be sold within days or weeks in many cases.
- **Competitive Advantage:** The uniqueness of our solution with a pool of qualified HNW buyers, secure transfer of value, speed of achieving a deal provides a unique advantage in today's competitive market.

In addition to those stated above, for those clients who simply want to hold IDON to be ready and able to deploy value quickly within the Idoneus Economy as opportunities arise, we provide the following benefits:

- **Rapid Access:** When opportunities are listed on our platform, they are transparent, easy to access and validated as genuine opportunities.
- **Transaction Speed:** Instead of waiting months to search for and acquire a high-value luxury asset, good or service, it can often be completed within days or weeks in many cases.

The People we Serve

Many of the people we serve, have at least one, if not all, of the above “needs”. The Idoneus Economy consists of extraordinary people willing to engage in a borderless economy, where freedom of choice and control over personal wealth is a foundational cornerstone. The people we serve fall into three broad categories:

HNWIs & their Representatives (Including Family Offices)

Individuals and multi-generational families, of high net worth or ultra-high net worth, who are seeking more choice and opportunities to efficiently and effectively move value; securely, compliantly, without borders and barriers.

Luxury Industry Partners

Organizations in the high-end luxury market, from luxury real estate developers, dealers in precious gemstones, to luxury car dealers, who are seeking access to qualified HNWIs and to secure more opportunities for value in their businesses.

Token Holders

Individuals and organizations who understand that cryptocurrencies offer an option for freedom and control over their wealth, but who also understand the benefits of owning high-value physical assets and accessing luxury experiences. With IDON they hold a token with true utility, prepared and ready to act; a pathway to access the finest opportunities in the luxury market.

The Market for Luxury

To understand the way in which Idoneus is truly changing how HNWIs, their representatives and the luxury partners that serve them, access and realize value, we must first understand the nature of the current market for trading high value luxury assets, goods and services.

The Multi-Trillion-Dollar Business of Barter

Barter is regarded as the oldest method of trade, dating back to thousands of years B.C., and in its earliest form is defined as "a system of exchange where participants in a transaction directly exchange goods or services for other goods and services, without a medium of exchange"¹. From its early beginnings, the market mechanism represented by barter has influenced the development of markets and the role of money to the present day.

The "Father of Modern Economics" Adam Smith (1723-1790)² argued that money arose from markets (not government), specifically the need to adapt the system of barter to solve the various problems of division of labor, trade specialization, and the "double coincidence of wants" which barter requires, i.e., for the exchange to occur, each participant must want what the other has.

Other leading economists have suggested that when barter appeared, it was not as part of a purely barter economy, and money didn't emerge from it—rather, it emerged from money. After Rome fell, for instance, Europeans used barter as a substitute for the Roman currency people had become used to. "In most of the cases we know about, [barter] takes place between people who are familiar with the use of money, but for one reason or another, don't have a lot of it around," explains David Graeber, an anthropology professor at the London School of Economics³.

Whether or not the system of barter was the precursor to the development of money as a way of smoothing the exchange of goods, or whether the system of barter arose from the failure of money

¹ O'Sullivan, Arthur; Steven M. Sheffrin (2003). Economics: Principles in Action. Pearson Prentice Hall.

² https://en.wikipedia.org/wiki/Adam_Smith

³ <https://www.theatlantic.com/business/archive/2016/02/barter-society-myth/471051/>

to deal with moments of extreme financial disruption, there can be no doubt that barter and the exchange of value are fundamentally linked.

Bartering was formally recognized by the United States Internal Revenue Service in 1982. This was accomplished via the Tax Equity and Fiscal Responsibility Act (TEFRA), which is still considered the global model for tax reporting of barter exchange transactions. TEFRA also recognized barter credits/trade dollars as a form of generalized purchasing power, a “medium of exchange” among the members of the barter system.

Today, the United States Department of Commerce estimates that approximately 25 percent of world trade is now bartered, and barter has become a multi trillion-dollar global industry.

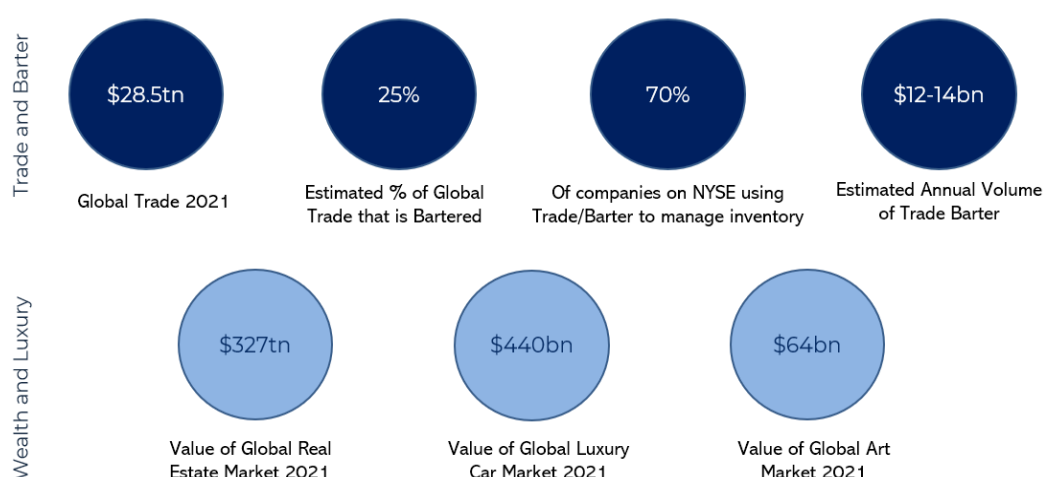
As well as the vibrant economy across the globe, over 70 percent of the corporations listed on the New York Stock Exchange are presently using barter to reduce excess inventory and increase sales to ensure that production facilities run at near capacity.

The current trade and barter industry continues to carve out an important place in the world economy and involves individuals, companies, family offices, corporations and governments. It covers five major sectors:

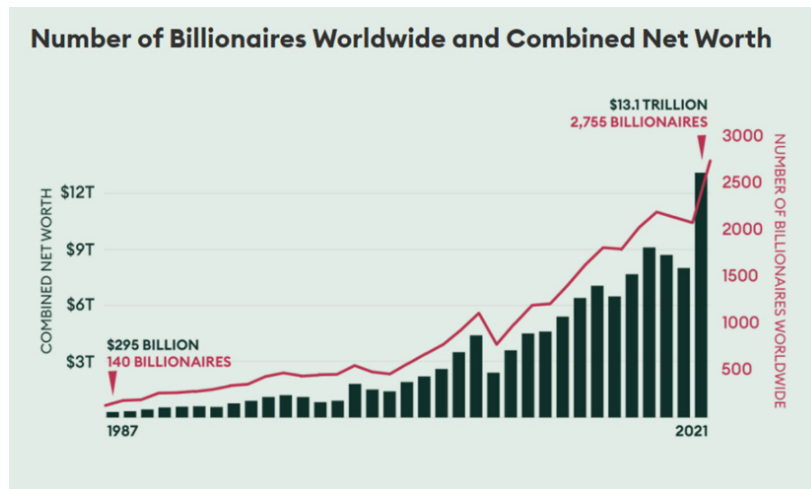
1. Retail barter exchange platforms with mutual peer-to-peer credit clearing systems.
2. Corporate barter systems, which perform larger corporate barter transactions.
3. Countertrade, which is usually between sovereign governments targeted on the import and export of commodities.
4. Complementary currency systems, using local/community currencies.
5. Barter of physical luxury assets between private individuals, family offices and corporations.

Luxury Assets: A Large & Growing Market

The Idoneus business model is focused on the intersection of Trade & Barter and the changing nature of luxury and wealth⁴.



⁴ Sources: <https://unctad.org/news/global-trade-hits-record-high-285-trillion-2021-likely-be-subdued-2022> | Hershey, A Perilous Time for World Trade, N.Y. Times, 1990 | <https://www.irta.com/about/the-barter-and-trade-industry/> | <https://en.wikipedia.org/wiki/Countertrade> | <https://www.nytimes.com/1981/07/26/business/barter-becomes-big-business-in-world-trade.html> | <https://www.mordorintelligence.com/industry-reports/luxury-car-market> | <https://www.visualcapitalist.com/comparing-luxury-investment-around-the-world/>



When considering how significant Trade and Barter is for the global economy, it is worth considering Global trade⁵, which is defined as **the exchange of goods or services between countries and is made up of the total imports and exports of each participating nation**. It is governed by supply and demand (with occasional government intervention) and relies on that supply and demand to determine the price of each product or service sold. As discussed earlier in the whitepaper, Barter, as a means of transferring value is accepted across the globe and in 2021/22 comprised almost 25% of global trade.

Global Trade between countries demonstrates the legitimacy and value associated with the barter model, but more importantly for Idoneus is the value associated with the transfer of wealth between individuals. As can be seen in the graphic above, assets such as Real Estate, Luxury Cars and Art have significant potential; this is even more significant when we combine that with the growth in the number of billionaires following the COVID pandemic.

Focusing down on the luxury end of the market, the market for luxury assets, goods and services is large and growing and, despite the recent economic upheaval in the global economy, is proving itself to be remarkably resilient.

Bain & Company, in their 21st edition of the Bain & Company Altagamma Luxury Study (published in 2022) went so far as to say "The global luxury goods market took a leap forward in 2022, despite uncertain market conditions. The industry is poised to see further expansion next year and for the rest of the decade to 2030, even in the face of economic turbulence"⁶.

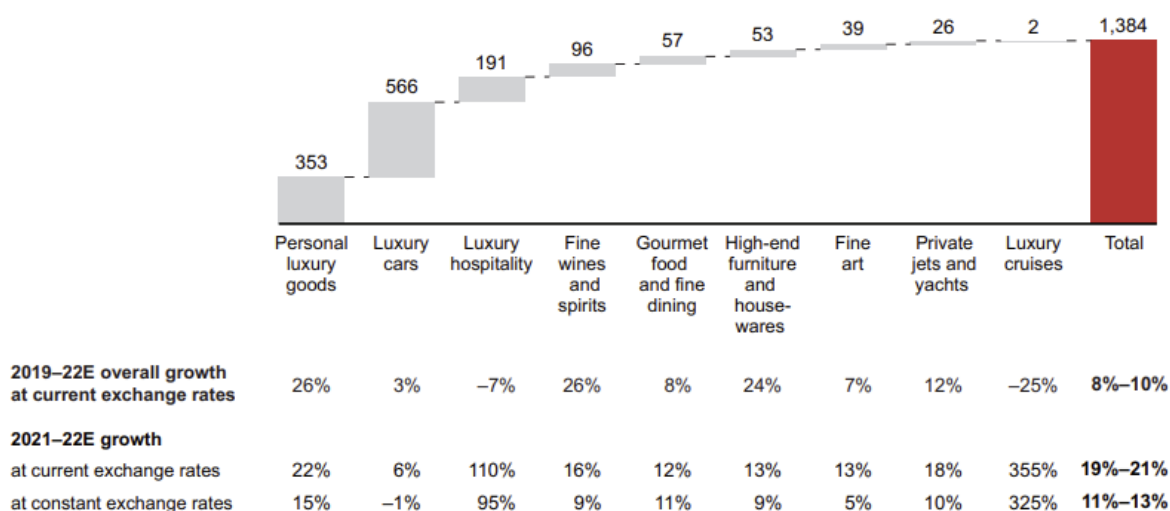
Bain & Company's study covers both luxury goods and experiences, made up of nine segments, including luxury cars, luxury hospitality, and personal luxury goods, which together account for more than 80% of the total market. After a severe contraction in 2020 due to the Covid-19 pandemic, the market grew back to €1.15 trillion in 2021 and surprised everyone in 2022 by further growing 19%–21%, according to their estimates.

⁵ <https://www.investopedia.com/insights/what-is-international-trade/>

⁶ https://www.bain.com/globalassets/noindex/2023/bain_digest_renaissance-in-uncertainty-luxury-builds-on-its-rebound.pdf

Note: market data for the “Wealth and Luxury” and Trade and Barter sectors varies widely depending on the sources used. We have researched widely, and our sources are listed in the footnotes. Although there are variations, all suggest that barter is comprehensively used and is a significant % of global trade.

Worldwide luxury market, 2022E (€ billions)



Note: E indicates estimated growth
Source: Bain & Company

How Idoneus Reinvents the Luxury Market

Despite the considerable progress made since the dawn of the barter system, Idoneus believes there is a significant opportunity for the reinvention of the market for luxury assets.

As previously discussed, the market for the trade and barter of luxury assets is significant and global, yet there are trillions of dollars of underutilized luxury assets such as signature residences, yachts and private aircraft. Often, a wealthy individual will only use these assets for a brief period each year, yet they carry the full financial responsibility of owning, managing and maintaining these luxury items. This represents not only an inefficient use of a valuable asset, but also a drain on money and time.

The total potential value of the luxury asset is being eroded.

In the current market, there are limited options for owners of luxury goods and properties to divest themselves of their holdings, or to have the flexibility to exchange them for more desirable assets whenever and wherever they desire. Furthermore, the ability to introduce new and exciting revenue models that include fractionalized ownership and renting, are limited by the intensely slow and manual nature of the luxury market.

A schematic representation of risks and the complexities and interdependencies of trading in the current market can be seen below:

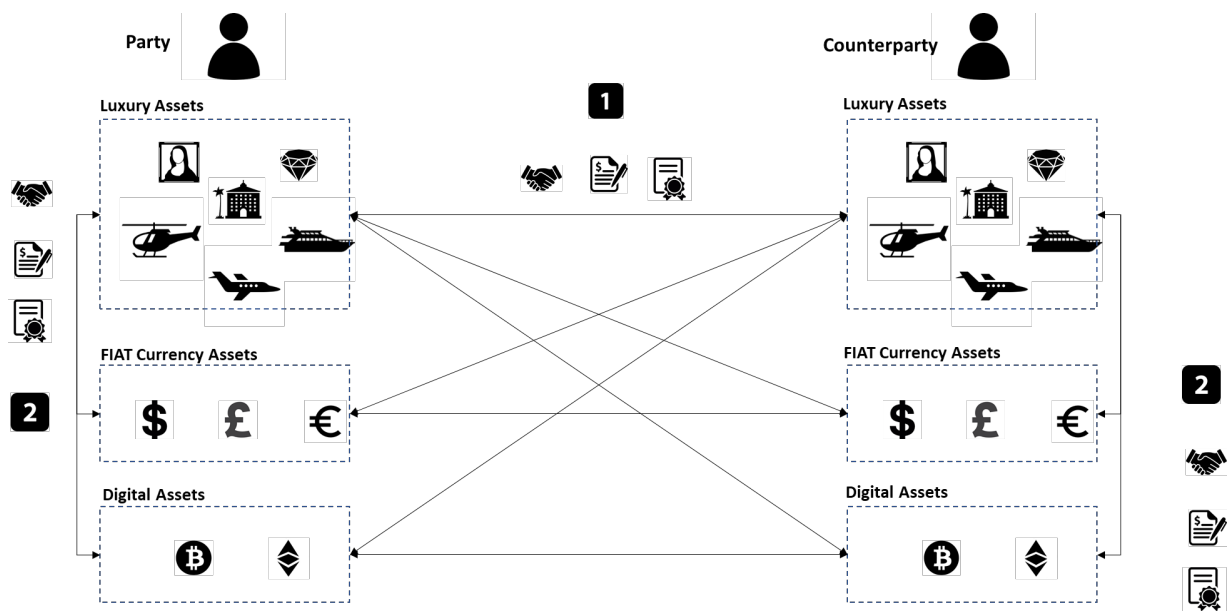


Figure 1: Current Market Complexity

The risks are clear:

Counterparty Risk: Parties are global and independent, with differing needs. The process of identifying a party and a counterparty is time consuming and risky, requiring verification of their credentials, including identity of the individual / organization.

Luxury Asset Risk: Each individual asset is not identical and has its own unique set of attributes. The process of assuring the rights associated with each asset and, in the case of specific types of luxury assets, certification of authenticity is long and costly.

Value Transfer Risk (1): An asset-to-asset trade is difficult and risky, often involving 3rd parties introducing delays and cost into the process, taking economic rent from the transaction.

Currency Risk & Volatility (2): As a result of the complexity and risk associated with asset-to-asset trade, Parties often have to convert all or part into FIAT currency or, increasingly, digital assets (such as cryptocurrencies). Such processes, in of themselves, involve risks around identity and verification. More importantly, each financial asset class carries its own specific risk in terms of market volatility and exchange rate, which varies over time.

Value Inflexibility: in this market, aside from sale and purchase, there is minimal flexibility to develop new products that bring additional value, such as part ownership, sharing, rental, and financial instruments.

In reinventing the market, Idoneus is solving these issues, reinventing this system through technology and, at the same time, creating a **Community** enabling private investors, family offices and institutions greater speed and security of trading regardless of the physical complexities of the asset in question, and allowing greater participation from new sources of wealth and creating new value flows.

In essence, Idoneus has created a new economy.

Idoneus Economy for Luxury

The Idoneus Economy is a closed-loop economy, dedicated to creating exceptional value for exceptional people. At the heart of the Idoneus Economy is the ability to **“Use an Asset to Buy an Asset”**, directly, without the need to convert to cash, irrespective of the physical complexities and variability across each asset type.

The Idoneus Economy removes the risks and complexities from the current market and consists of four main components to achieve this:

- **IDON:** using a common, digital and secure unit of value designed for this purpose that translates across asset classes: IDON, the digital payment token (or “crypto token”) that enables the transfer of value. All transactions in the Idoneus closed-loop Economy are carried out on the basis of 100% IDON.
- **Platform:** underpinned by a state-of-the-art digital token-based platform, utilizing blockchain, smart contracts, state-of-the-art web and mobile application technology, to enable fast, secure, contact-free payment for luxury assets and experiences for beachfront villas, boutique hotels, luxury yachts, fine art, diamonds and much more.
- **Luxury Assets, Goods & Services:** the high-value luxury items traded in the Idoneus Economy on the Idoneus Platform, with IDON.
- **Members/Users:** the validated and verified clients who participate within the Idoneus Economy.

A schematic representation of the Idoneus Economy can be seen below:

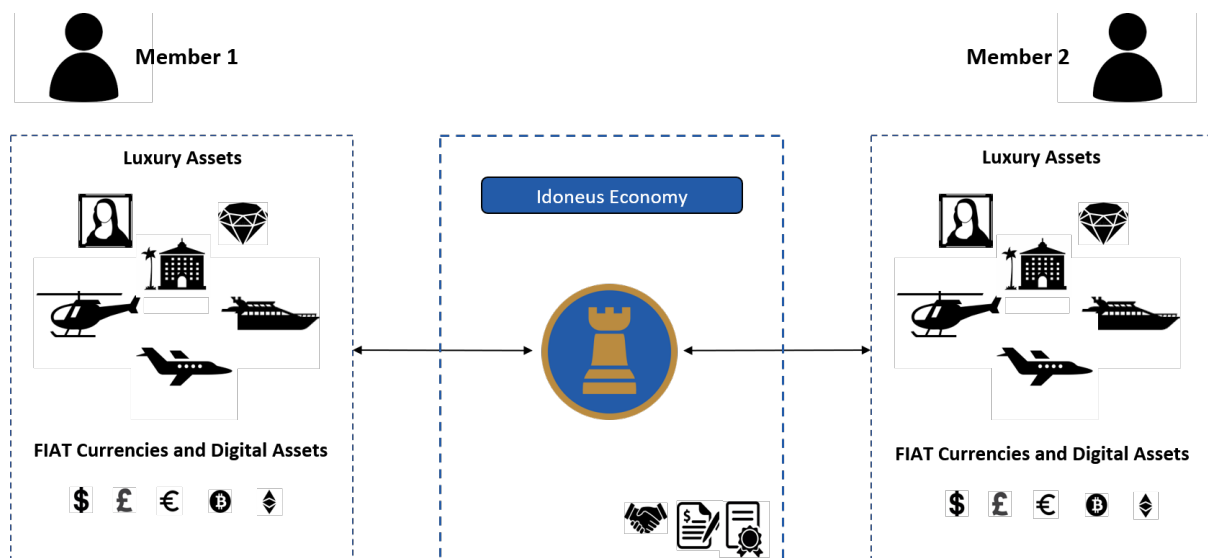


Figure 2: The Idoneus Economy

The Idoneus Economy addresses the risks associated with market complexities identified in the current market as follows:

From “Counterparty” to “Member”: The Idoneus Economy is an economy in which Parties become members of a Community. In doing so they are subject to KYC and AML checks and are provided with a secure digital identity. In the Idoneus Economy, ***you know who you are dealing with*** and need not worry about fraud or double-dealing.

Removal of Luxury Asset Risk: As assets are onboarded into the Idoneus Economy, they are visible to all members via the asset portfolio; a world-class digital user experience that ensures each member involved in a potential transaction can see exactly what each asset is, its terms, along with the ability to access key information about its status. As a transaction is processed, all records of documentation and certificates of authenticity are stored securely and accessed via the blockchain to provide a common and immutable system of record.

Removal of Value Transfer Risk (1): Verified members have a secure account on the Idoneus Platform. They are able to obtain IDON directly via the Platform. IDON can only be traded publicly at a price of \$10.00 or more. This function is implemented to ensure that value for members is not eroded due to token-value dilution from 3rd parties.

Minimized Currency Risk & Volatility: The \$10.00 per token minimum price ensures that the price of IDON is supported in a way which benefits all participants, while mitigating volatility. As with any system of trade, individual members within the community are able to negotiate value exchange on different terms, but all such transactions will be private and will not affect the public market value of IDON. **Value** is at the heart of the Idoneus Community.

Value Flexibility: The combination of a token-based economy and the immutable system of record afforded by the choice of blockchain technology, means that new value models can be developed. The simplest of these will be rental models, along with the ability to fractionalise (or sub-divide) the ownership of assets into lots and provide increased asset liquidity. It is not unimaginable that as the Idoneus Economy grows, further products and services, focused on increasing the utilization and value within the economy will develop. The elegance of the tokenized, digital blockchain-based approach is that there are much lower barriers to entry for smaller, but still highly valued assets, such as jewelry (for example high-end watches) which can be identified, traded, and settled as single or multiple items.

As well as the above solutions to the problems associated with the current market, the Idoneus Economy also brings with it the potential to secure highly attractive membership incentives and rewards as it grows and develops.

Commitment to Supporting a Thriving High-Value Economy

Our driving focus is to create the highest level of utility possible of IDON for its token holders, thereby helping to solidify the token's value in the global marketplace. We will achieve this by:

- Offering luxury assets, goods and services where IDON can be used as a method of payment for purchase or experience.
- Continuously adding assets, goods and services to the Idoneus Economy, both through direct ownership and our industry partners.
- Adding innovative services and features on top of the basic buy, sell, rent and trade functionality of the Idoneus Platform.
- Ensuring regular and timely communication with token holders to understand where they most want to spend their tokens and then bringing those highly desirable assets, goods and services into the Idoneus Economy.
- Continuing to form industry partnerships to provide our token holders with strong tangible value and utility.

Idoneus Portfolio of Assets, Goods & Services

Underpinning the Idoneus Economy is digital platform, providing high quality access and usability over web and mobile devices to all asset types available. The portfolio is subdivided into the Public and Private Portfolio as well as the Personal Portfolio Service. Constantly evolving and growing, the asset portfolio includes items such as (but not limited to):

- Fine Art
- Fine Jewelry
- Fine Timepieces
- Hotels & Resorts
- Lifestyle Products
- Lifestyle Services
- Luxury Residences
- Luxury Vehicles
- Precious Gemstones
- Precious Metals
- Private Aircraft
- Private Islands
- Private Yachts
- Significant Land
- Industrial property
- Commercial property

Public, Private & Personal Portfolios

To tailor to all client and partner needs, Idoneus has developed three independent portfolios of luxury assets, goods and services. Each portfolio serves its own objectives and specializes for its own users.

Public Asset Portfolio

The diverse public portfolio of assets in the Idoneus Economy is where Industry Partners and Asset Owners showcase their inventory and is accessible to Token Holders to spend their IDON.

- Access to the portfolio of high-end and high-value assets available in the Idoneus Economy.
- Asset portfolio includes precious gemstones, real estate, fine art, yachts, fine jewelry, and more.
- Browse luxury items by category, price range and location.
- In-depth details on each item in the portfolio.

Private Asset Portfolio

Dedicated, highly discreet and secure platform where we assist HNWIs, family offices and private companies to move tangible wealth via a borderless economy.

- Private Marketplace. Private marketplace for the world's most exclusive luxury assets.
- Restricted Access. Restricted to qualified individuals with proven financial capacity.
- Exclusive Assets. Fine art masterworks, unique gemstones, luxury estates & more.
- High-Value Assets. Minimum asset value varies depending on the asset class, location, etc.

Personal Portfolio Service

If you have significant IDON, BTC, ETH, or FIAT holdings, and can't find what you are looking for in our Public and Private Portfolios, explore our exclusive luxury assets search service.

- Diversification: Diversify and convert your digital assets into high-value tangible assets.
- Risk Mitigation: Mitigate the risk of value loss from holding large amounts of fiat or cryptocurrency (BTC, ETH, USDT, etc).
- Personal Assistance: A form of "white glove service", providing personal assistance for enabling successful asset transactions.

- **Personal Aspirations:** Reach out and let us know your personal aspirations. We are experts at finding opportunities that suit our high-value clients.

The Idoneus Platform

The Idoneus Platform supports the first luxury marketplace with the world's finest assets to accept crypto, assets, goods and services as means for exchange. A platform to bring near instant liquidity and instant utility: **"Simply log on and trade"**.

The Technology we Have Chosen

It was described earlier in this whitepaper that, at the heart of the Idoneus Economy, is the ability to **Use an Asset to Buy an Asset**, directly, without the need to convert to cash, irrespective of the physical complexities and variability across each asset type.

Furthermore, it was also outlined how the Idoneus Economy solves the problems of the current market through:

- Certainty of identity and removal of friction, moving from "Counterparty" to "Member".
- Removal of luxury asset risk.
- Removal of value transfer risk.
- Minimized currency risk and volatility.
- Value flexibility.

The Idoneus Economy is underpinned by a token-based e-commerce / asset monetization platform, utilizing blockchain, smart contracts and state-of-the-art web & mobile application technology, to enable fast, secure, contact-free payment for luxury assets and experiences for beachfront villas, boutique hotels, luxury yachts, fine art, diamonds and much more.

The Idoneus Platform is a hybrid platform that is built for transactions as well as to provide innovative products & services to our users. It is a mobile-first web application that comprises of the following primary functions:

- **Portfolios / Ecommerce:** supporting the various portfolios, asset categories and monetization options; ecommerce processes (cart, checkout, payment, order tracking, etc).
- **User Management:** user profiles, KYC/AML procedures, status management, etc.
- **IDON Token:** utilization of IDON to acquire the assets, goods and services on the portfolio.

The Idoneus Platform is operating on an infrastructure that is running on blockchain and cloud computing. Critical aspects that have been designed in, and are continuously improved on, are security and data privacy. This is done to remain compliant with ever-changing regulatory requirements, to provide trust to our users and our economy, and to stay ahead of the curve of technological developments such as quantum computing.

The Idoneus Platform is upgraded on a continuous basis to enable additional functionality; enhance automation of processes and orchestration thereof via smart contracts; to integrate user-feedback; to improve the UI/UX design to make it sleek, fast, intuitive, simple and to provide a luxurious & seamless digital experience for our users; adopting web 3.0 (4.0, 5.0, etc) technologies & infrastructure; implement innovative products & services. Some of the highlighted developments that are on the roadmap are:

- Native IDON wallet and Idoneus dApp.

- Support for physical and digital (phygital) assets, both in a tokenized and non-tokenized format.
- Support for various monetization models, such as buy, sell, rent / charter, loan, trade, price offer, auction, fractional ownership, crowdfunding.
- Fiat & crypto payment integration.
- Membership, reward & incentive models.
- API integration with 3rd Parties (asset vendors, accounting, CRM, etc).
- Extension to, and integration of, new business models (such as proptech, DeFi functions, etc).

Blockchain

Our choice of technology represents the integration of the best “tools for the job” to create a platform that is modular, scalable and can be constantly upgraded:

Blockchain technology provides Immutability, Security, Transparency, Speed and Efficiency.

A blockchain is, in the simplest of terms, a time-stamped series of immutable records of data that is managed by a cluster of computers not owned by any single entity. Each of these blocks of data (i.e. block) are secured and bound to each other using cryptographic principles (i.e. chain). The blockchain network has no central authority — it is the very definition of a democratized system.

In 2009 the first blockchain was created, with the implementation of Bitcoin. A big boom of expansion took place around 2016/2017 with the creation of Ethereum and many other blockchain projects. According to the PWC / CVVC Global Report on Blockchain 2022⁷: “It is important to keep in mind that as crypto and digital assets happen to be one of blockchain’s earliest and most prolific applications, enormous strides are happening across this realm. As a catalyst tech, the potential for other applications of blockchain technology across every industry is beginning to bloom and is vast. With over 80 of the world’s top 100 companies by market cap already using blockchain, its possibility will no longer be unimaginable but realized. Crypto is becoming more mainstream by the day. Today, it is embraced by many traditional financial industry players, it is no longer a curiosity or fear but a trillion-dollar asset class that the world can no longer ignore. Players are increasingly aware that as most of their customers are already active in the digital space, they must offer crypto products or, at a very minimum, allow its presence in their offerings. Giant service providers such as PayPal have started to provide crypto services, and many others are exploring integration.”

Data stored on the blockchain is generally considered immutable and tamper proof. Blockchains are secure by design and are an example of a distributed computing system with high Byzantine fault tolerance. They have been used to implement decentralized consensus, through smart contracts implemented on the Ethereum platform. These smart contracts are suitable for the recording of all critical events and transactions related to worldwide barter and asset exchange transactions.

Idoneus has decided to use Ethereum as the preferred blockchain infrastructure for the platform for the following reasons:

- **Public:** By storing data across its network, the Ethereum blockchain eliminates risks that come with centralized data. Blockchain security methods leverage public-key cryptography.
- **Robust:** Public chains are more exposed to attacks. Public chains that have survived public scrutiny are more likely to be resilient than private chains. Ethereum is a public chain that was released in 2015 and has been operating consistently since then.

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https://www.google.com/url?q=https://www.pwc.ch/en/insights/cv-vc-global-report-2022.html&sa=D&source=docs&ust=1680893261724201&usg=AOvVaw1cdc_Rw3VkxegZsqE-kLdP

- **Flexible:** We needed a technology that would allow for a large diversity of applications. Ethereum's key innovation was the Ethereum Virtual Machine (EVM), which is technically Turing complete, and can therefore support any kind of algorithm or application.
- **Popular:** Ethereum has a large developer community and many available open-source extensions. A technology with a strong existing developer community is important to us as this is an indication of a technology that will stay at the forefront of developments. Ethereum has the most-robust, fastest-growing developer community in the public blockchain space, with more Github repositories, developers, and code updates than any other open-source blockchain. Ethereum supports thousands of applications. Unlike Bitcoin, Ethereum is a blockchain which allows developers to launch applications on top of it. A simple approximation is to think of Ethereum as the Apple Store for the decentralized world. It can power millions of decentralized applications, also known as dApps.

Smart Contracts

Smart Contracts automate the facilitation, verification and enforcement of transaction agreements.

Contracts form the backbone of business relationships around the world. They are tools for establishing agreements, negotiating terms and enforcing obligations. Smart contracts are automated 'contracts' that execute when triggered by specific events. Smart contracts predate blockchain by decades, with many pointing to the vending machine as an early example. Upon insertion of money, the machine will dispense an item like a can of soft drink. Legally, once the money is inserted, the purchaser is taken to have expressed an intention to enter into a contract. Once the contract is set in motion, it cannot be reversed.

Blockchain makes the smart contract concept much more powerful. In this context, smart contracts are programs that run on the blockchain. On these blockchains, like Ethereum, contract states are recorded (rather than just wallet balances). Upon the occurrence of a certain trigger event a transfer will be executed. For instance, a smart contract can be set up to distribute funds from a wallet once it reaches a certain balance. Alternatively, it may hold funds until all parties agree to a payment.

Blockchain solves many of the issues with contracting. The immutable ledger, combined with the power of one-way hashing technology, ensures all parties are dealing with the same version of the document. The development of the Ethereum blockchain brought the ability to execute smart contracts using blockchain, paving the way for self-executing agreements that, for instance, release money from an escrow account on the occurrence of specified trigger events.

The Idoneus Economy is built around the smart contract model given that once deployed, they cannot be interfered with or altered by a third party, unless permitted by its underlying code. Transactions will be completed when smart contracts on the Ethereum blockchain interact with the secure wallets of IDON Holders. The programmability and security of these smart contracts make them a natural fit for the barter and trade industries. The high-value asset, luxury goods and service industries are being revolutionized, made simpler and more secure.

IDON Token

A Swiss payment token that enables access to the platform and opportunities, asset value offset and serves as the primary payment method in the Idoneus Economy. It is used to buy, sell, rent and otherwise experience luxury assets, goods and services.

Key benefits of IDON for its holders are:

1. Speed of transactions (compared to traditional fiat transactions).
2. Lower transaction costs (compared to traditional fiat transactions fees and foreign exchange charges).
3. No cash liquidity required to purchase assets, goods and services.
4. Protection against volatility and inflation associated with publicly exchanged cryptocurrencies and fiat cash.

From a technical perspective, IDON is an ERC20 token which is consistent with the decision to use the Ethereum blockchain and smart contract functionality. ERC20 tokens are designed and used solely on the Ethereum platform. ERC20 refers to a list of rules that an Ethereum token must implement, giving developers the ability to program how new tokens will function within the Ethereum ecosystem. They follow this list of standards so that they can be shared, exchanged for other tokens, or transferred to a crypto wallet. The “ERC” stands for Ethereum Request for Comment, while the number ‘20’ is the number assigned to this request.

The primary reasons for Idoneus to select the ERC20 token standard are:

1. It is the most widely adopted token standard in the world. Almost all crypto exchanges, crypto wallets and crypto custody providers support this token standard.
2. It is a proven standard. It has been utilized by 1000’s of projects and companies to implement their tokenized business model.
3. Availability of technical skills and services. Most blockchain developers and development companies in the world are highly experienced with Ethereum, its programming language Solidity, and the ERC20 token standard.
4. Trustworthiness and further development of the Ethereum blockchain. Ethereum has twice as many core developers working on advancing its functionality than any other blockchain and more than four times the amount of monthly active developers in open-source communities.

Tokenomics, Governance & Controls

Idoneus Token Model: 100% IDON Closed-Loop

The establishment and operation of any token-based ecosystem, requires careful design. The key is to design a system that is fair, transparent, and aligned with the platform's goals and values, while also encouraging active participation and engagement from users.

The design elements that need to be considered in ecosystem design are as follows:

1. Management/Dynamics of Supply/Demand
2. Utility
3. Inflation
4. Issuance Limits
5. Token Distribution
6. Incentives
7. Rewards
8. Penalties
9. Membership Programs
10. Governance

Idoneus has made a decision to operate a 100% IDON closed-loop system, with the IDON Token as the means of transferring value between all participants.

In reaching that conclusion, a number of regimes operated by some of the best-known cryptocurrencies have been analyzed against the 10 design elements listed above:

Platform	Management/Dynamics of Supply/Demand	Utility	Inflation	Issuance Limits	Token Distribution	Incentives	Rewards	Penalties	Membership Programs	Governance
BTC	Limited supply, halving events	Store of value, some merchant adoption	Capped inflation, deflationary tendency	21 million total supply, mining reward halving	Mining rewards, trading volume	Mining rewards, block validation	Halving events, mining fees	None	None	Decentralized
ETH	Fixed issuance, Ethereum 2.0 update	Smart contract platform, DeFi ecosystem	Uncapped inflation, deflationary tendency	No Issuance limits	Mining, trading volume	Staking rewards, gas fees	Staking rewards, gas fees, DeFi incentives	Transaction fees, miner censorship	None	Decentralized
DOT	Fixed issuance, governance tokens	Interoperability platform, Polkadot ecosystem	Capped inflation, deflationary tendency	10 million total supply, governance tokens	ICOs, airdrops, governance tokens	Staking rewards, governance rewards	Staking rewards, governance rewards, ecosystem incentives	Collateralization requirements, slashing penalties	None	Decentralized
DOGE	Uncapped issuance, meme token	Store of value, social media hype	Inflationary tendency	Uncapped issuance	Mining, trading volume	Community memes, viral marketing	None	None	None	Decentralized
USDT	Stablecoin, pegged to USD	Payment platform, stable value	No inflation	Uncapped issuance	Trading volume, OTC transactions	None	None	None	None	Centralized

Having considered the needs of the Idoneus Community, the business model described in this whitepaper, and the characteristics of publicly traded cryptocurrencies, a **closed-loop, centralized token system** is the correct choice for Idoneus.

It therefore follows that the approach taken to the 10 key elements, within the Idoneus model is as follows:

Management/Dynamics of Supply & Demand

In a closed utility token system, the supply of tokens is fixed or capped, meaning that no additional tokens can be created once the initial supply is distributed. The demand for tokens, on the other hand, can fluctuate based on various factors, such as **the adoption and usage of the underlying platform or network**. One important dynamic of supply and demand in a closed utility token system is that as the demand for tokens increases, the value of each token may also increase.

Conversely, if the demand for tokens decreases, the value of each token may decrease as well. This is because there are fewer people looking to use the platform or access its features, and the supply of tokens may be greater than the demand. To manage the supply and demand dynamics of a closed utility token system, various mechanisms can be put in place.

One common approach that is being developed by Idoneus is to **use a system of incentives and disincentives to encourage users to hold and use the tokens**. For example, users may be rewarded with additional tokens for holding them for a certain period or for participating in certain activities on the platform. By rewarding users for holding tokens and participating in platform activities, the platform can incentivize users to engage more deeply with the platform and create a more loyal user base through referral programs and loyalty programs **Idoneus will consider which incentives and disincentives are most appropriate in line with the growth of the Idoneus community**.

Utility

In the context of utility, a token refers to a digital asset that is designed to have a specific function or purpose within a particular system or network. Utility tokens are designed to provide users with access to a specific service, product, or feature within a network or system. In the context of the Idoneus Platform, the IDON Token serves as a utility token that provides users with access to a range of high-value assets and luxury goods, such as real estate, fine art, collectibles, and more. The IDON Token is used as a means of payment and access within the Idoneus Economy, providing

users with a convenient and secure way to transact and participate in various activities within the platform.

Inflation

In a closed token system like Idoneus, where the supply of tokens is fixed or capped, **there should be no inflation of the token supply**. This is because the number of tokens in circulation is predetermined and cannot be increased. The Idoneus pricing algorithm, described later in this whitepaper, also takes this into consideration.

However, the value of the tokens may still fluctuate based on the supply and demand dynamics of the platform or network. As a centralized platform, the Idoneus Executive team has established the **Idoneus Treasury function** that has a role in actively managing the supply and demand dynamics of the tokens through mechanisms such as incentivizing users to hold and use the tokens.

Issuance Limits

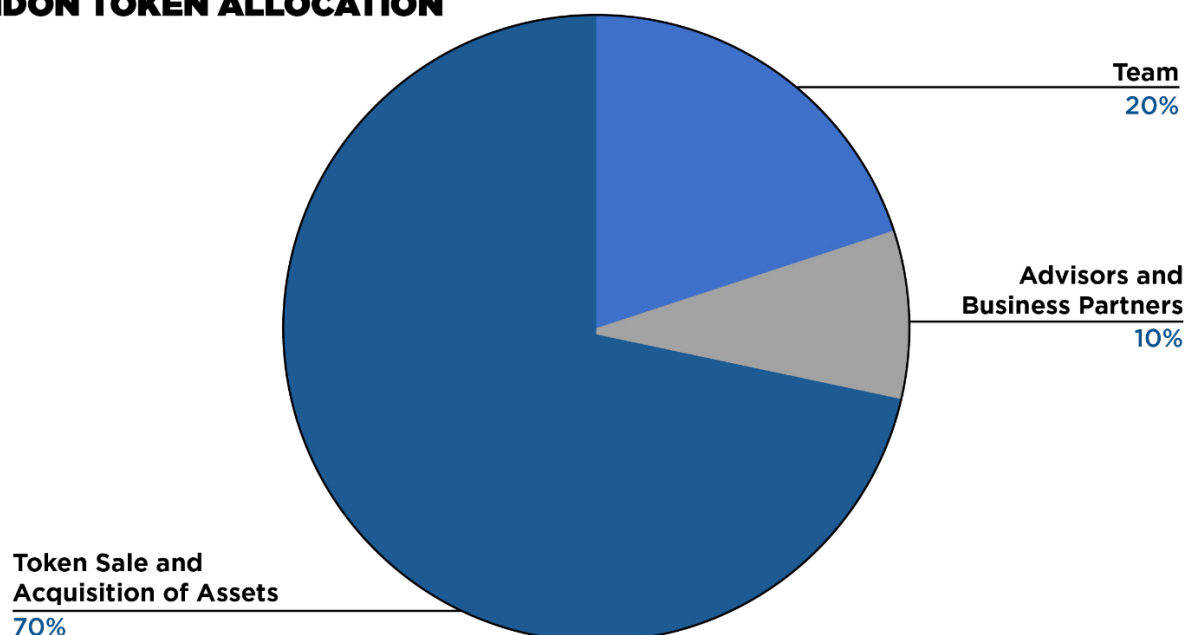
The issuance limit of a closed token such as IDON under the Idoneus Platform is predetermined and fixed at 1 billion tokens. This means that the total number of IDON Tokens that will ever be in circulation is known in advance and cannot be increased beyond that limit. This is designed to provide a level of predictability and stability for the token's value, as users can be assured that the supply of tokens will not be subject to sudden or unexpected changes.

This fixed supply of tokens is an important feature of the Idoneus Platform, as it is intended to provide users with a reliable store of value that is not subject to common inflationary pressures. The issuance limit also has implications for the price and value of IDON Tokens. This can help to create a stable and reliable ecosystem for users of the Idoneus Platform.

Token Distribution

Within the constraints of the Idoneus issuance limits, the expected distribution profile is:

IDON TOKEN ALLOCATION



On an ongoing basis, IDON Tokens are entering into circulation by:

- Idoneus acquiring assets, goods and services in exchange for IDON.
- Individuals buying tokens directly from Idoneus, or executing P2P transactions.
- Strategic Partners receiving payment in IDON for the assets, goods, services and experiences they provide to Idoneus and/or make available on the Idoneus Platform.

Incentives & Rewards

The Idoneus Team will design and implement incentives and rewards, according to the nature of the products available on the platform, the behavior of users, and the market conditions at any given time. In doing so, we will consider established mechanisms in the industry including discount or bonus structures, referrals, access to exclusive features, or membership in a loyalty program, incentives to sell IDON Tokens such as buyback programs or burning.

Not currently in plan, but worthy of consideration for the future, will be a type of reward in a closed token system known as a holding reward. This involves rewarding users who hold their IDON Tokens for a certain period, with additional tokens or other benefits.

Penalties

Freedom is a core value of our business. With the extensive use of KYC, AML and other verification protocols, Idoneus has strong processes governing the risk of bad actors joining and behaving maliciously within the ecosystem. We will continually monitor and deploy measures in compliance with regulatory and legal requirements.

Membership Programs

The fundamental nature of the Idoneus Economy is that it is a very exclusive community of people and organizations who are focused on Value; a formal membership structure is not a requirement.

As the range of products, and the options available within those products, increases in line with the development of the Idoneus roadmap, Idoneus intends to explore the integration of membership programs. These programs typically offer additional benefits and rewards to users who pay a membership fee or hold a certain number of IDON Tokens, encouraging them to engage more deeply with the platform and its ecosystem.

Membership programs can take many forms, depending on the nature of the platform and the preferences of its users. Some common types of membership programs in a closed IDON Token system may include:

Loyalty Programs: These programs reward users who hold a certain amount of IDON Tokens or participate in certain activities on the platform, with discounts, exclusive access to features, or other benefits.

Premium Membership: This type of membership program may offer additional features, benefits, or services to users who pay a membership fee or hold a certain amount of IDON Tokens. Premium membership programs can help to generate revenue for the platform and incentivize users to engage more deeply with the platform.

VIP Programs: These programs may offer even more exclusive benefits and rewards to users who hold a significant amount of IDON Tokens or contribute in a significant way to the platform. VIP programs can help to incentivize high-value users and stakeholders to remain engaged with the platform and promote its growth and success.

Future programs may include the launch of NFTs, as well as utilizing the enhanced functionality achievable through the use of Web 3.0 and AI. Any decisions of this nature will only be taken with careful design, consideration and consultation across the Idoneus user base.

Governance

Overall governance of the Idoneus Economy is carried out through the Idoneus Board and Executive Team. In bringing forward recommendations for change, the Executive Team consults with Advisers and Token Holders, to ensure any change is consistent with the overall needs of the community.

In the closed-loop Idoneus Economy, the treasury function is responsible for managing the platform's funds and assets, including the issuance and distribution of IDON Tokens. To ensure the treasury does not issue tokens at less than market value, the platform implements several mechanisms, such as:

Transparent Issuance: The treasury function is transparent about the issuance of IDON Tokens, including the total supply, the number of tokens issued, and the distribution mechanism. By making this information publicly visible on the blockchain, the platform can ensure that the issuance of IDON Tokens is fair and transparent.

Secure Multi-sig Treasury Wallets with Payment Approval Process: The treasury function is managed via secure multi-sig wallets to which only members of the Executive Team have

access to and a multi-step IDON distribution approval process has been implemented to prevent hacking, abuse and mistakes.

Financial Reporting: As a registered company in Switzerland, Idoneus has to report on all transactions completed via its Platform, both fiat, crypto and IDON transactions to fulfill the Swiss financial, tax and VAT requirements.

Annual Audit: As a Swiss financial intermediary that is registered with an SRO (self regulatory organization, VQF), Idoneus submits to an annual audit of the AML files, procedures and financial statements.

Tokenomics

Token Specification

Token Name: Idoneus Token

Token Type: ERC20

Symbol: IDON

Total Maximum Supply: 1,000,000,000 (1 billion)

Decimals: 18 (this refers to the divisibility of the token)

Idoneus has minted 1 billion IDON Tokens and holds all non-issued tokens securely in multi-sig wallets. The Smart Contracts have been audited by a trusted third party and are verifiable on Etherscan (etherscan.io).

Idoneus has operated an active business since its inception, and as a result, did not require an ICO or IEO.

Transparent, Predictable & Auditable Token Price

To protect the Idoneus Economy from volatility and the constant changes associated with external economic shocks, and exchange rates, the IDON will always have a minimum value of \$10.00 (USD). This value is based on what is the long-term value of the tradeable luxury goods business on the platform. To protect the economy within Idoneus and to avoid inflation of the value of the IDON Token, a series of rules have been established that are **governed by a transparent and auditable algorithm**.

Essentially, the operation of the IDON valuation algorithm requires that conditions of use and scale of transactions are met. The first one is very simple, the Token must be re-valued based on the transactions that are carried out in a certain period. If, for example, the transactions increase, the value of the token will rise. A second mechanism has to do with the scalability of the market, the more value available on the platform for 100% IDON, the more positive the impact on IDON value. Conversely, if the amount of value integrated into the platform decreases, there must be a devaluation of the token.

The IDON Token valuation model is based on the following function:

$$IV_t = C + \alpha \Delta TR_t + \beta \Delta A_t$$

IV = IDON value at time "t".

C = Initial constant, equal to \$10.00 USD.

α (Alpha) = Coefficient that takes values from 1 to 0.5 according to the size of the IDON transactional economy.

ΔTR_t = Change in transactions at time "t", size of the IDON Economy.

β (Beta) = Coefficient that takes values from 1 to 0.5 according to the volume of assets available, uploaded to the Idoneus Platform and 100% exchangeable in IDON.

ΔA_t = Change in assets onboarded to the IDONEUS Platform for 100% exchange in IDON at time "t". It reflects the size of the IDON community.

IDON is a digital currency. Its use and community generate its source of value. Thus, we have a value equation based on three major rules:

1. The value of IDON will never fall below \$10.00 as a basic principle, which is closely linked to the minimum volume of value existing at all times within the exchange platform, which must guarantee a minimum trade convertibility of \$10.00.
2. The value of IDON grows as both IDON transactions and the volume of assets available on the Idoneus Platform increase. The formula is constructed such that, without the operation of the coefficients, we have an increase in IDON valuation equivalent to:
 - a. \$1.00 USD for every \$200M USD transacted in IDON, and
 - b. \$1.00 USD for every \$100M USD in assets onboarded to the Idoneus Platform and 100% exchangeable in IDON.

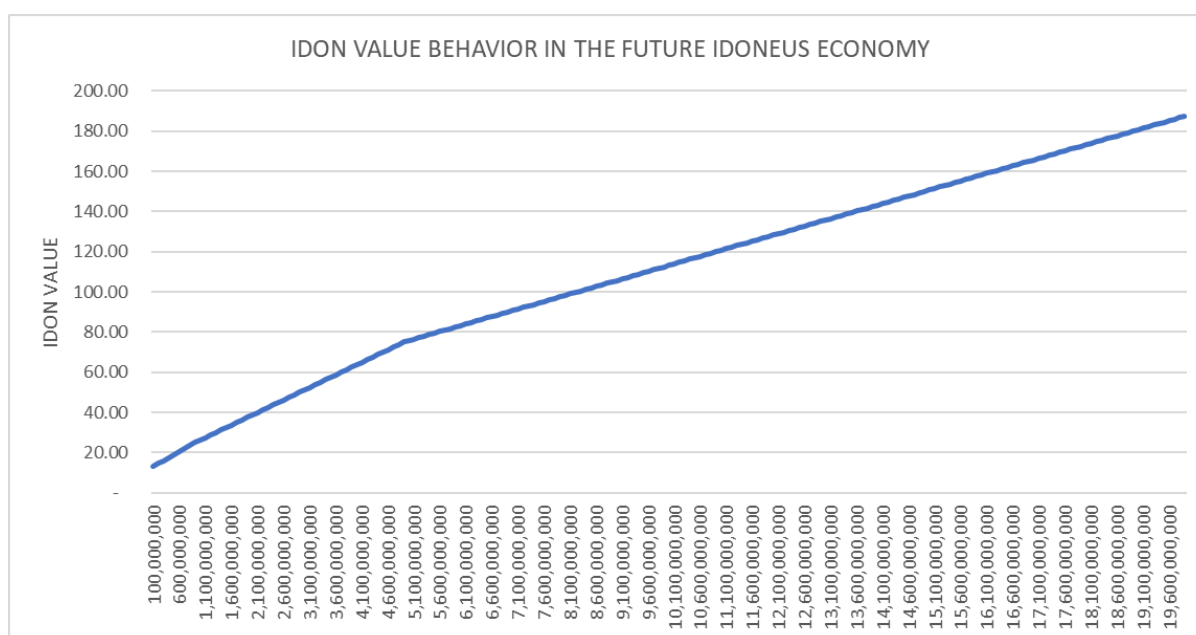
The Alpha and Beta coefficients are then sized and applied to the formula to provide the correct incentives for both transactions and asset onboarding into the Idoneus Economy.

3. In determining the size of the coefficients, and the volumes of both transactions and assets at which they apply, it is important to provide the right incentives. Therefore our chosen model encourages the incorporation of assets on the Idoneus Platform, but this incentive decreases with the size of the economy, avoiding inflation of the IDON price and maintaining a balance between the value of the token and the size of the IDON Economy and community of IDON holders.

We have chosen an approach to the model that applies a step-change in the values of the coefficients:

- a. The opening values of both Alpha and Beta are set to 1.
- b. For transactions, the Alpha coefficient reduces to 0.5 when completed transactions on the platform reaches \$1B USD.
- c. For assets, the Beta coefficient reduces to 0.5 at the point that the value of assets available on the platform reaches \$5B USD.

These effects lead to changes in slopes at different times, reducing valuation impacts and adding greater incentives to make assets available on the platform. A graphical representation of the impact on IDON value, over a range of transaction and asset values can be seen below:



Disclaimer: This graph does not reflect the projected price increase of IDON over time, and there are no guarantees of IDON reaching any price. This graph has been provided solely for educational purposes so that readers may understand, in visual format, how the IDON algorithm functions.

Viewed as a whole, the IDON Economy adequately reflects the transaction requirements of the world of high-value assets and, at the same time, allows it to be an interesting store of value for those who wish to keep their wealth temporarily or more permanently in IDON. Similarly, the objective of avoiding volatility and the presence of inflation in the token at all costs is settled with the instruments to reduce the rates of increase for transactions and activity on the asset platform.

This type of function is ideal for the IDON model because it provides stability, controlled growth, incentivizes adoption, adapts to changing market conditions, and offers investment potential. These characteristics ensure that the Idoneus Platform can efficiently facilitate the exchange of high-value assets while maintaining a stable, non-inflationary payment instrument.

Advantages of the Idoneus Algorithm

The approach taken by IDON is robust, credible, and completely trustworthy for several reasons:

Stability: The IDON valuation algorithm ensures that the token's value remains stable by using a constant base value (C), in this case, \$10.00. This stability reduces the impact of market fluctuations and provides a more reliable and predictable value for token holders, building trust in the ecosystem.

Controlled Growth: By incorporating variables (α and β) that adjust the token's value based on transaction volume and asset value on the platform, the IDON valuation model prevents rapid inflation, ensuring the long-term sustainability and stability of the Idoneus Economy. This controlled growth mechanism demonstrates a well-thought-out strategy that prioritizes the platform's longevity and credibility.

Transparent Governance: Establishing a governance structure involving Idoneus team members, token holders, and other stakeholders ensures transparency in the algorithm's deployment, adjustments, and decision-making processes. This transparency builds credibility and trust in the platform, as it demonstrates a commitment to accountability and community involvement.

Adaptability: The IDON valuation algorithm is designed to be adaptable to changing market conditions, ensuring that the token maintains a non-inflationary value. This adaptability demonstrates a commitment to the long-term stability and credibility of the Idoneus Platform, as it can adjust to the evolving high-value asset market.

Incentivizes Adoption: The valuation model encourages users to participate in the Idoneus Economy by linking the token's value to the growth in transactions and assets on the platform. As more people use the platform and exchange assets using IDON Tokens, the token's value increases, benefiting all token holders and building trust in the ecosystem.

Investment Potential: The IDON valuation model creates an attractive investment instrument for those who want to maintain their wealth in IDON Tokens, either temporarily or more permanently. The controlled growth and stability of the token make it an appealing option for participants, further enhancing the platform's credibility.

Idoneus Team

Idoneus was created by leading industry professionals representing over a century of experience. Our principals have directly facilitated asset exchange transactions on five continents. We are not just creating a new business model with Idoneus; we are transitioning an entire global industry into the digital age, creating a community, using highly secure blockchain technology.



JARRETT PRESTON, CHIEF EXECUTIVE OFFICER

Jarrett leads the development of the company's short and long-term strategy and works closely with the Board and other members of the Executive Team to execute the company's corporate strategy across all divisions. He is responsible for the implementation of the company vision and mission and communicates on behalf of the company. Jarrett is an expert in the field of "value for value exchange" within the luxury asset markets.

Jarrett has accumulated nearly 25 years of direct industry experience as a respected Strategic Advisor and C Level Executive. As Founder and Chief Executive Officer of Obsidian International

Asset Trading, the world's leading firm dedicated to facilitating the trade of high-value physical assets, Jarrett has built and overseen a multibillion-dollar trade portfolio spanning 40 countries, across nearly every class of asset. His experience and vast network will be invaluable to our company and to every member of the Economy as we lead the transition of high-value asset trading to the blockchain.

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TIM O'LEARY, VICE PRESIDENT PORTFOLIO DEVELOPMENT

Leads the internal team and global network of consultants in all areas of asset acquisition, trade facilitation and portfolio management strategy. He oversees both the identification and qualification of asset owners, as well as the identification of beneficial joint venture relationships with companies and individuals which can advance the utility of the token.

Tim has served as Director of Portfolio Development for Obsidian International Asset Trading, the world's leading firm dedicated to facilitating the trade of high-value physical assets. Tim began his career in the asset and wealth services industry as Sales Director for Avpro, the industry leader in business and personal jet sales and acquisitions. He has cultivated and closed hundreds of millions of dollars in asset buy/sell transactions and has successfully represented Fortune 500 companies, family offices and high net worth individuals throughout the world in the brokerage and acquisition of unique assets of value located globally.

LinkedIn: <https://www.linkedin.com/in/tim-olearyiv/>



MARCO VAN DER WEIJDEN, VICE PRESIDENT DIGITAL TRANSFORMATION

Responsible for leading the development of the Idoneus Platform strategy, functionality and technology. Integrating blockchain, smart contracts, digital currencies and state-of-the-art web & mobile application technologies. Heading the tokenization and token sale strategy development.

Marco is a results-oriented manager with a track record of driving the performance and business value of projects, teams, and companies. He has been active as an executive, consultant, and entrepreneur for more than 25 years. Delivering large-scale IT & Telecom projects around Europe, managing an IT Consultancy company in Switzerland and co-founding multiple businesses along the way. Prior to joining Idoneus he was a strategic advisor for several international blockchain ventures.

LinkedIn: <https://linkedin.com/in/marcovanderweijden/>



ADEL ABDULAZIZ, PARTNER, GCC

Adel is a highly respected and influential business leader with three decades of experience within the C-suite at government and private sector institutions, respected as a thought leader within the Banking and Real Estate sectors.

Currently the Chairman of two fintech organizations and Partner at Idoneus, his impressive track record in Dubai and across the UAE includes diverse leadership roles, including chairman and board members at 19 different government bodies.

Adel thrives in delivering business results and making change happen, across multiple sectors and business environments, with a base fundamentally in finance and economics. Adel's experience provides unique access to relationships and opportunities within the financial sector which will benefit the entire Idoneus ecosystem.



ALI IMRAN, PARTNER, GCC

Ali is a visionary leader and entrepreneur with nearly 30 years' experience in retail banking, digital finance, and e-commerce where he has managed thousands of individuals and built national and international teams. Based in Dubai, he brings a reputation and network geared to driving growth and change in an ever-evolving industry.

Having held leadership roles in both local and international banks, Ali's strategic insights have steered retail sector products, ranging from automotive finance, personal loans, mortgages, to real estate property development. More recently he has Co-Founded several innovative startups including a retail banking and insurance marketplace and Pakistan's 3rd largest E-commerce app/website.

Ali's influence extends far beyond the banking world. As an advisor on several boards, he has helped pioneer initiatives in Fintech, E-commerce, A.I, and NFT, which is a testament to his visionary spirit and commitment to innovation which he brings to Idoneus.



BLAISE CARROZ, VICE PRESIDENT GLOBAL ACQUISITIONS

Blaise identifies and qualifies high value asset acquisition opportunities for Idoneus as well as forging industry partnerships. He brings vast market knowledge as an international real estate property developer with 25 years of experience in the luxury asset industry. He has developed and sold hundreds of millions of dollars in real estate.

Blaise's first project was Aquaparc, a successful indoor waterpark in Switzerland (awarded the 2000 UBS Tourist Award). He developed, built and operated the venture before selling it to the Grégvin Group. Blaise then developed, built and sold Marina de Port-Valais in Lake Geneva, Switzerland consisting of 147 townhouses, private moorings, restaurants, a yacht chandler, etc. Next, he took on the upscale real estate market in the iconic and exclusive lake resort of Montreux, Switzerland, where he converted two abandoned five-star hotels into luxury apartments (National de Montreux and Beaulieu Residences).

Blaise has since developed and built luxury villas in the Caribbean and also on The Palm Jumeirah, the world's largest man-made island. His latest achievement is the full renovation and conversion of an iconic, historical, 25,000 square foot waterfront property on the West Coast of Florida into a trophy estate.

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RAYAZ AHMED, VICE PRESIDENT PRECIOUS GEMSTONES & FINE JEWELS

Rayaz Ahmed comes from an ancient Indian family of precious stone craftsmen. Originating from the historical city of Jaipur, which is renowned for its roses and speaks to the poetry, passion and compassion that inspires the unique fine jewelry creations for which Rayaz is well known. Rayaz has been a valuable contributor to the luxury industry and specifically the fine gemstone and fine jewelry industries since 2000. He is an extraordinarily talented designer of fine jewels, an experienced entrepreneur and executive with a passion and eye for exquisite color inherited from his ancestors.

With a career spanning nearly 25 years, Rayaz has established himself as a respected leader in the fine jewelry and luxury goods industries now providing knowledge, advisory and provision of exceptional gems and fine jewels to Idoneus clients globally.



DR. NEIL PENNINGTON, PhD, VICE PRESIDENT MARKETING & COMMUNICATIONS

Neil brings rich experience in strategy, business development and implementation of decentralized business models across a wide range of sectors.

Neil is a value-driven entrepreneur, technologist and innovator, with over 25 years senior corporate leadership (PwC, IBM, RWE) and 8 years blockchain and decentralized technology start-up experience across fintech, clean energy, luxury asset trading and Art. A key member of the team that launched EWChain (and \$EWT), he has consulted on blockchain and crypto policy for governments (including The Commonwealth Secretariat and the Prime Minister's office of Mauritius), and has been an advocate for ID2020 and statelessness.

Neil is a frequent speaker and writer on innovation, blockchain, identity and the impact of technology on the way we live our lives, and has a PhD in Electrical Engineering, a BSC (Hons) in Physics, from the University of Liverpool, and an MBA from the London Business School.

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MIKA ROMANOFF, VICE PRESIDENT CORPORATE AFFAIRS

Responsible for corporate and financial structuring, legal & regulatory guidance for all group companies. Mika has over 20 years of international experience in financial services and consulting. He brings a wealth of expertise with particular strengths in areas such as financial advisory, fund management, mergers and acquisitions (M&A), business development, deal origination, and both financial & business strategy.

Mika acted as Fund Manager for a Dutch registered USD 200 million Private Equity fund Pluribus Optimum Fund, where he held responsibility for all financial operations.

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JOSEPH WILSON, VICE PRESIDENT OPERATIONS

Joseph is responsible for planning, coordinating and overseeing back office operations activities, assisting with development and implementation of efficient operations and cost-effective systems to meet current and future needs of the organization.

Joseph has more than 25 years of experience as an entrepreneur and leader in the real estate investment and barter industries. Prior to serving as President of Idoneus, he served as the Managing Member of multiple real estate-centric organizations, including; CW Real Estate Enterprises, a firm focused on strategic real estate investment in major markets of North America, where he and his team facilitated the acquisition, management, and sale of substantial residential and commercial asset portfolios.

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DR. LEINER VARGAS ALFARO, PhD, SENIOR ECONOMIC ADVISOR

Dr. Vargas earned a PhD in Economics with specialization in the fields of Economics of Technological and Institutional Change, Aalborg University, Denmark, 2004. He has a Master's in Economics with emphasis in Finance and International Trade, from ITAM at Mexico, 1993, as well as a Bachelor's in Economics at Universidad Nacional de Costa Rica UNA, Costa Rica, 1989. He has been a research professor of the International Centre for Economic Policy CINPE-UNA in the areas of regulation of markets and public policy since 1995.

Dr. Vargas has accompanied governments in Central America in processes of strategic planning, management by results and performance indicators. He was Vice Chancellor of Development at UNA, which means that he has 4 years of experience in senior management of public university activities. For the past 6 years he has focused on the transformations of the digital world, the regulation and business associated with the crypto-economy and the new businesses in the encrypted digital world caused by the revolution of BIG DATA and BLOCKCHAIN technological innovations. He is CEO and founding partner of the CRIPTO-CR company 2021, founder of the MESOCOIN crypto-currency 2021 and organizer of the First MESOAMERICAN Conference on Crypto-economy and digital business, July 2022. As well as his market-leading knowledge and reputation, Dr. Vargas will bring unique insights on issues of value, tokenomics and economics to help Idoneus improve the ongoing business and build new products that place us at the forefront of this developing market.

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MIRANDA DOYEL, PORTFOLIO DEVELOPMENT COORDINATOR

Miranda supports the Executive Team, global network of clients and partners in all areas of asset acquisition, trade facilitation and portfolio management strategy. She assists with establishing and managing systems and processes to help track project delivery and performance-metrics across the portfolio to ensure alignment with policies and procedures for quality assurance.

Prior to her role with Idoneus, Miranda spent years in key support roles for multiple high net worth individuals as a trusted advisor assisting with action items pertaining to their personal and financial goals. Miranda is an innovative professional with superb listening skills who operates confidentially with authentic communication as the foundation of her commitment to achieving beneficial results for each and every client.

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In addition, we have a sizable team of Senior Advisors that support the Idoneus business model in various geographical locations and asset classes. Please refer to the Idoneus Website for the list of Senior Advisors.

Company Information

The token issuing company is Idoneus International AG, located in Zug, Switzerland, home of the famed Crypto Valley. Furthermore, Idoneus is establishing global entities to own, manage and service its assets and token holders.

Legal & Regulatory Compliance

Idoneus is fully compliant with all relevant legal and regulatory requirements for the jurisdictions in which it operates. Most prominently this comprises AML and data privacy compliance.

KYC / AML

- Compliance in Switzerland according to FINMA (AMLA).
- Supervision by a self-regulatory body (VQF).
- Implementation of KYC / AML / CFT procedures, internal controls, documentation and continuous education.
- All platform users (asset owners, token holders and industry partners) will have to successfully complete a strict onboarding process to verify identity, source of funds, etc. (KYC); and to prevent unauthorized/banned users from accessing the platform.
- Payment & transaction monitoring and controls to prevent abuse and violations.
- Reporting of suspicious activities (SAR's).
- Deployment of a FINMA and VQF approved KYC/AML platform.
- Assignment of a Compliance Officer.

Data Privacy & Protection

- Compliance with EU, Swiss and other international data privacy requirements (GDPR, DSG, ePrivacy).
- Advanced security measures and data storage solutions to protect personal data.
- Assignment of a Data Privacy Officer.
- Assignment of a Security Officer.

Due Diligence

- Due diligence on assets submitted.
- Ownership verification.
- State of asset (fake / real, damage, etc).
- Beneficial owner.
- Official documents verification.
- Government documents verification.

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Disclaimer of Liability

The information set forth herein 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 potential IDON Holders so they may determine whether to undertake a thorough analysis of the company with the intent of purchasing IDON Tokens.

Nothing in this whitepaper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with and is not subject to laws or regulations of any jurisdiction, which are designed to protect investors.

Idoneus is not intended for sale or use in any jurisdiction where sale or use of digital tokens may be prohibited.

Idoneus Token confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the whitepaper.

Certain statements, estimates, and financial information contained in this whitepaper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. This whitepaper may be modified to provide more detailed information.

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