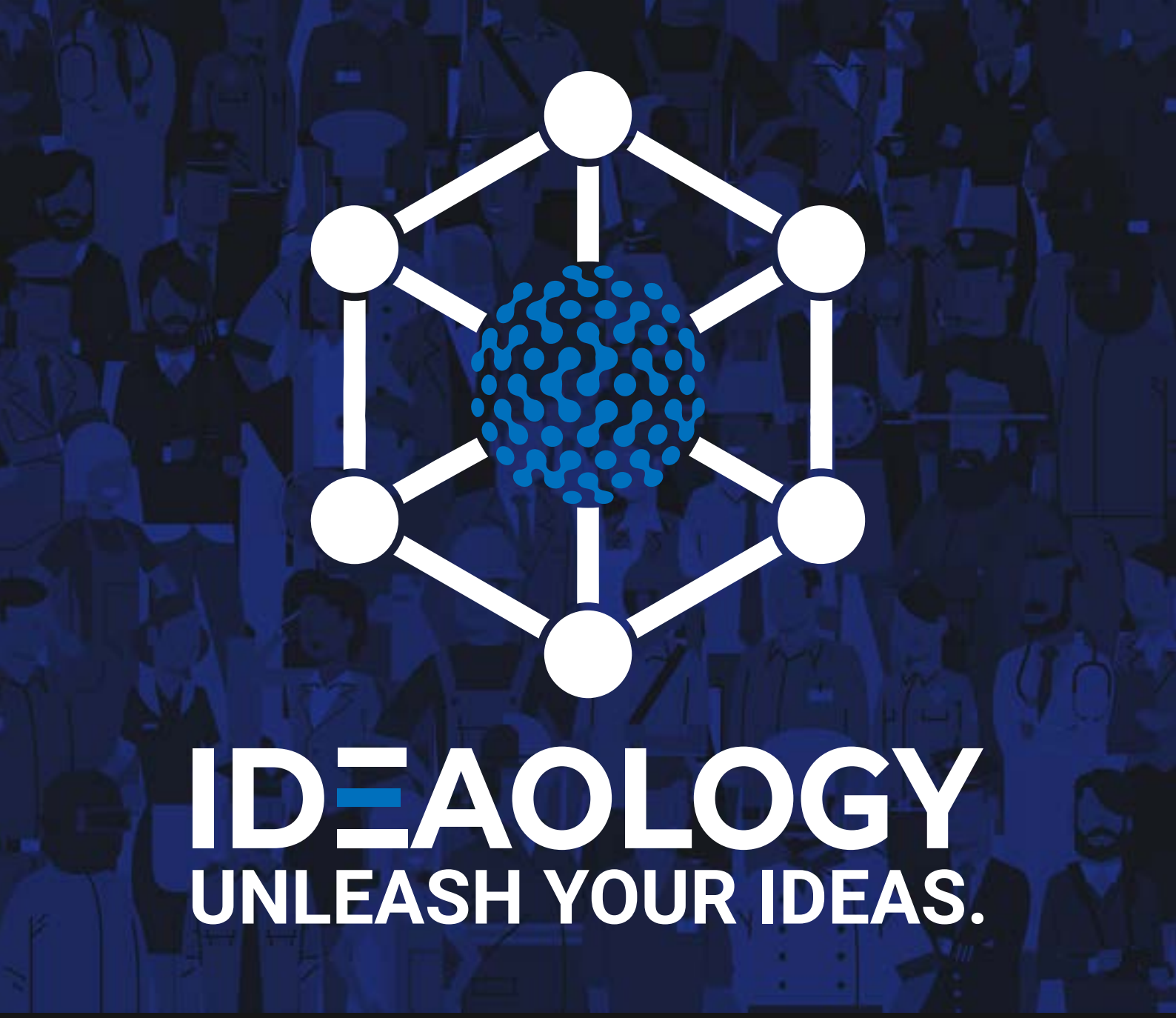

IDEAOLOGY

UNLEASH YOUR IDEAS.

WHITEPAPER

v1.0

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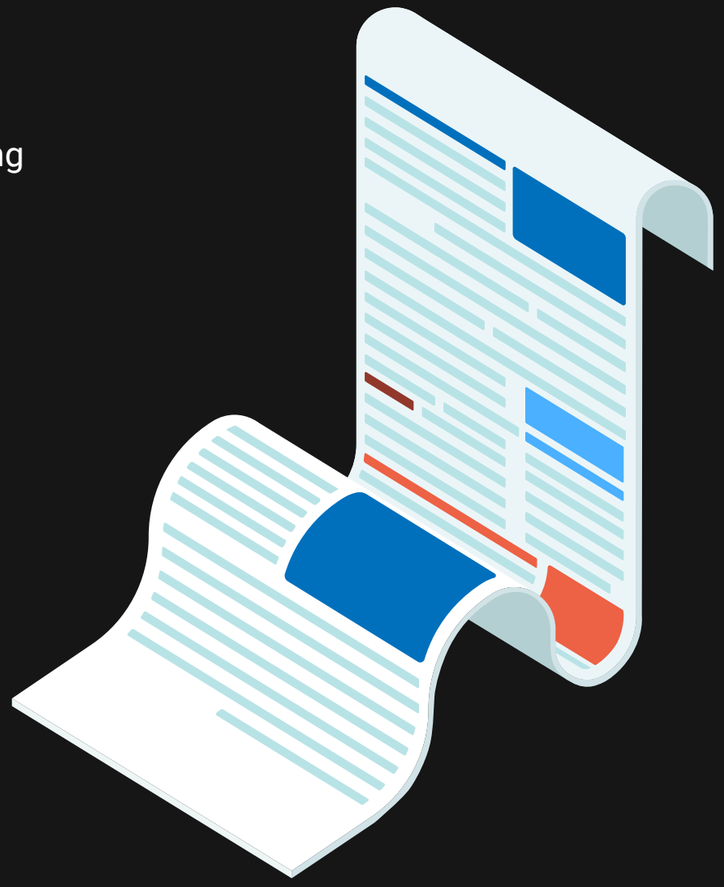


THE MESSAGE FROM THE CEO

I've come across so many great ideas throughout my career, and never really understood why so few businesses succeeded. I thought it all had to do with effort, energy, talent and enthusiasm. With those traits, I was convinced that there was no reason for anyone to fail.

But I was wrong.

Even with a great idea, most people simply never get the opportunity to build a successful business. They might have all the requisite talent and attitude, but desperately lack the proper surroundings that would allow them to grow and excel. There's no such thing as self-made success. Business founders who claim such a thing are simply ungrateful and unwilling to give others credit. We all need a little help when we get started. And with the right kind of network, the right kind of guidance, I believe everyone can achieve great things.

Blockchain technology is revolutionizing the way people work. Even beyond the business world, Blockchain really has the potential to change everything. Harnessing that potential is therefore crucial if we want to leave a better future for our children, a future built around collaboration, equality and freedom.

In that sense, IDEAOLOGY is my way to make the world a better place. A sharing environment where business founders, developers and investors from all over the world elevate each other. A platform where ambitious people can lean on their peers to grow and create a successful life for themselves. That's my ultimate objective.

Because nothing breaks my heart more than unfulfilled potential. And because there would be nothing more gratifying than helping you achieve your dreams. I give you IDEAOLOGY. I trust you'll make the greatest use of it.

Thank you.

Khaled Alkalbani

INTRODUCTION

Through years of remote, outsourced and freelance work, we realized the necessity for a united platform allowing people with talent to join forces through a structured eco-system. We thus created IDEAOLOGY, a unique Blockchain Launchpad enabling business founders, freelancers and developers to collaborate, grow and achieve their full potential.

An open-source Blockchain project built on the Ethereum blockchain, IDEAOLOGY is dedicated to connect talented developers and their target community members. Combining all the services founders need to develop their business, IDEAOLOGY creates the perfect conditions for your success.

Whether you are a developer, a freelancer or a business owner, IDEAOLOGY gives you all the opportunities you need to find an exciting project and take your career to the next level. By bringing everyone under the same roof, IDEAOLOGY is committed to remove boundaries and promote business collaboration worldwide.

This document outlines our approach towards building a sustainable IDEAOLOGY environment, a token economy, IDEA monetary and interaction policies, as well as providing an adequate fair price estimate for our tokens.

THE CHALLENGE

Mr. Lewis has an extraordinary idea. His vision is to provide ‘scientific wellness’. The main purpose is to offer clients a scientific path to optimize their wellness and avoid disease, for a life filled with joyful moments. Mr. Lewis was very excited to come up with a revolutionizing idea that directly helps people. Amazing! His dream finally came true.

But! He didn’t factor the high price involved in collecting blood samples. It took too long to deliver the program cost-effectively, which put him at the wrong time to enter the market. As a result, Mr. was unable to continue his operations. Even if people believed in the project, and even if they had money, his startup failed because there was no need for his service in the marketplace.

His idea was great but, without a market, no business can survive.

WE HAVE A SOLUTION!

According to the CBInsight, the top three reasons why startups fail are:

(1) They don’t have the right product
(2) They run out of money
(3) They employ the wrong people

Over 40% of new businesses fail because their product doesn’t fill a gap or offer a solution to the marketplace. Around 30% run out of Cash. They spend their whole budget on unimportant, short-term issues and lose sight of the big picture. Lastly, 30% of startups fail due to problems with their workforce.

Plenty of companies have a great idea, maybe even a good product. But access to the right people, a strong network and powerful connections is a luxury very few entrepreneurs have.

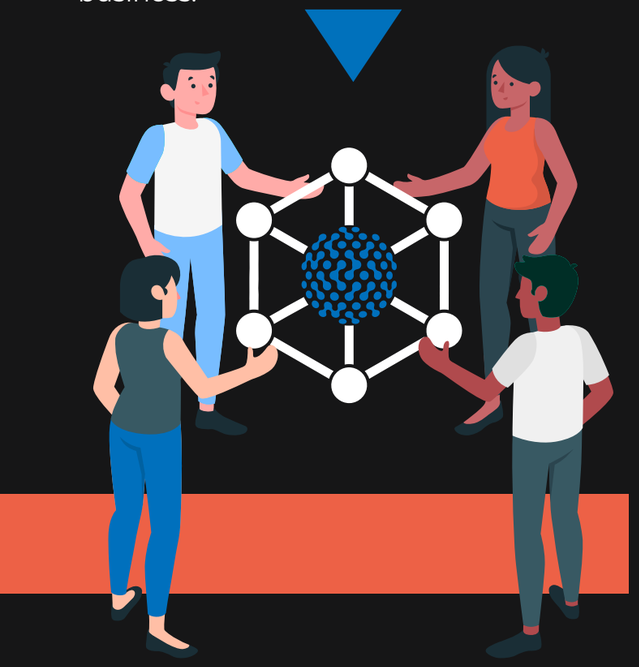
If you have any ambition, then finding people with the right skills, attitude and motivation must be your top priority.

THE SOLUTION

Imagine Bloomberg meets LinkedIn, FreePic and KickStarter, all on a single BlockChain platform!

IDEAOLOGY combines the three elements necessary to take a business to the next level: Blockchain technology, a Blockchain Launchpad and, last but not least, IDEAOLOGY project founding.

A Launchpad is a token launch platform for Blockchain projects. Acting as a global acceleration platform, Launchpads are designed to build and scale great businesses by providing direct access to potential investors. Project founding helps developers take their dream from idea to project, onto the stage of founding their business.



Using the IDEAOLOGY Launchpad, developers from all over the world can submit their ideas to a team of first-class experts and assess their projects. In turn, these findings are published to the IDEA community, where members can support the project and earn a percentage of equity shares, using the IDEA tokens.

The level of community support determines which projects go through the development stage, where tokens are redeemed in return for funding. On top of our expertise, successful project leaders will get the opportunity to assemble a team from our pool of amazing talents. To help projects get the exposure they deserve, our wallet is connected to a major exchange.

Because we believe in fairness, IDEAOLOGY doesn't force developers to tokenize their ideas but, instead, tokenizes their equity shares. With project funding available worldwide, we enable those with potential to grow, even in lesser developed areas. Through IDEAOLOGY's unique sharing-orientated platform, developers are able to collaborate on different projects and freely trade ideas, skills and procedures.

In our opinion, fostering collaboration and sharing in such a way can only spark faster global adoption. At least that's our ambition!

WHY THIS SOLUTION WILL WORK FOR YOU

Unique and never been made before

Remember we mentioned how important it is to focus on what you know and love to do? What about finding the right team, with properly allocated resources and the right founding system? All of that is necessary to validate and develop your idea into a solid project and, finally, get your business ready for the market.

We call that process: IDEAology it!

Thanks to IDEA coin, you now have access to all of that on a single platform, empowered by blockchain technology. People to people, secured and risk-free.

The IDEAology platform consists of two main sections, one dedicated to developers and the other to community members and investors.

To put it simply: you focus on your idea, and our community helps you with whatever you need to achieve your goals.

It's a simple process: developers submit their ideas to our team of blockchain experts, who judge the project's qualities. Based on the results, they publish their findings to community members, who in turn can support and invest in the project using IDEA tokens, earning their portion of equity shares.

Simple as that!

TAKE AWAYS

BENEFITS OF TOKEN

- Value / exchange rate
- More tokens lower fees
- Option to use it as a payment gateway LATER
- Transaction speed
- Decentralization
- Low transaction fee

BENEFITS OF LAUNCHPAD - BEING MEMBER

- **Communication with people that are in community**
- **Getting involved in polls**
- **Airdrops from crowdfunded projects**
- **Services (freelancer, marketplace, find team)**
- **Possibility to make income from services**
- **Meet people that are enthusiastic about your idea**
- **Fill your team on one place**
- **Option to crowdfund your project**
- **Wallet**
- **Community which is combined of people who are in crypto and ones who are not**
- **Lowest fees on the market**
- **Worldwide connection for market / token is not a must**
- **Benefiting from projects we fund or ones who get crowdfund**

BENEFITS OF EARLY ACCESS

- **Better price (discounted)**
- **Making Idea possible**
- **Rewards for all crowdfunded and funded tokens (for every community user who hold token. No matter does he invest)**

SOURCE OF INCOME

- **Token sales**
- **Looking for partner - pay to post**
- **Freelancer fee & services**
- **Marketplace fee & services**
- **Crowdfunding success fee**
- **Company share from “Funded by Ideaology”**

HOW WE WILL MAKE IT WORK

To support every dreamer around the world, we need support too.

That’s the reason we decided to conduct an Initial Coin Offering to initiate IDEAology’s development. We’ll use your initial funding to grow a thriving community, then give it back to you, the people.

Who will IDEAOLOGY ultimately serve?

Our goal is to unite both providers and consumers under one roof, each of them benefitting from one another equally.

That’s why we built IDEAOLOGY as a two-sided marketplace (a ‘two-way market’), a market that simplifies and accelerates interactions between members, as well as lower costs for everyone involved. Our responsibility is to maintain equilibrium between both sides of the network, and we take it very seriously.

TARGET AUDIENCE

• **PROVIDERS** are those who upload and sell their work on the IDEAOLOGY platform. This includes developers, freelancers, artists, designers, and any other talented person wishing to add value to a promising project.

Imagine Mark is a front-end developer. He’s developed 20 Word Press themes so far, just for fun. It’s something he finds exciting and a nice break from his daily work. Besides his usual freelance jobs, he’s selling those themes on Theme Forest, ColorLib and Themify to make a little more cash.

He spends at least 1 hour a day to log in every store, go through the admin, etc., just to upload his work.

On top of that, he’s also developing plugins, 3D illustrations, and contact-us features. For those projects, he also has to log in to different stores. Altogether, that’s around 10 user profiles he needs just to sell his work, often for very little compensation.

Not anymore!

With IDEAOLOGY, providers like Mark only need one profile, one wallet, and every benefit from other stores, all in one place! Plus, with users, buyers, and potential employers here on the same platform, he doesn't need to go anywhere else to find customers.

Besides earning some extra cash, IDEAOLOGY also provides him with career opportunities, allowing customers to hire him to work on their project long-term.

ROLES OF A PROVIDER:

- **Provider** - is a primary role. Freelance Developer is enabled to offer and sell assets, designs, codes, etc.
- **Customer** - to speed up and scale the process, Freelance Developer can, actually, be a customer to other freelancers and buy parts of the code, or graphics which will further use in its work.
- **User / Community member** - can open an account and just be there. As a community member, freelancer/developer will be empowered with a wide range of community activities which will define the IDEAology marketplace and set the price. Some of the activities include: voting for the project developed/offered on the Ideaology platform, ranking,...
- **Crypto Value holder** - Transaction fees can take a significant bite out of your assets – especially if you're performing a lot of transactions in a month. Ideaology's native coin - IDEA token allow you to have an ultimate control over your money, with fast secure global transactions, and lower fees. Moreover, allow you to invest or be invested, but stand by and read on this huge benefit in the next chapters.
- **IDEAologized PROVIDER** - Empowering the role even more. Every provider will be able to step out, show creativity and leadership by offering something even more important: an IDEA. Stand by for more information.

• **CUSTOMERS** aare those who buy. Customers receive or consume goods and services offered on the IDEAOLOGY platform. They are looking for a code, a graphic, a website theme or even a person (freelancer) to develop their project and use the IDEAOLOGY platform to find the missing piece.

Sara is a marketing manager in a global Blockchain company. They have an amazing idea, starting funds and 3 family investors.

But it's not as easy as they thought. Sara spent hours looking for the right website theme, bought two of them but, once installed, they're not running properly. She also looked for a logo on Freepic and ShutterStock, but can't find any that she likes. All these different stores, all these credit card details, all these email confirmations. What a waste of time!

Worse, she's not even sure she's buying anything that's worth it.

Not anymore!

Once again, with IDEAOLOGY Sara only has to open one account. Following community members' votes, grades and feedback, she can easily find templates, roadmaps, pitch decks, lean startup methodologies and everything else she needs, all in one place! If she wants to, she can even find a freelance consultant to help her to run the department.

To speed up and scale their process, freelancers can buy parts of a code or graphics and be customers too.

• **COMMUNITY MEMBERS** manage the equilibrium. Through the IDEAOLOGY platform, developers will be able to collaborate between different projects, trade templates and help educate each other, creating a unique sharing eco-system.

But there's more!

Anyone can register as a Community Member and connect his wallet to the IDEAOLOGY website.

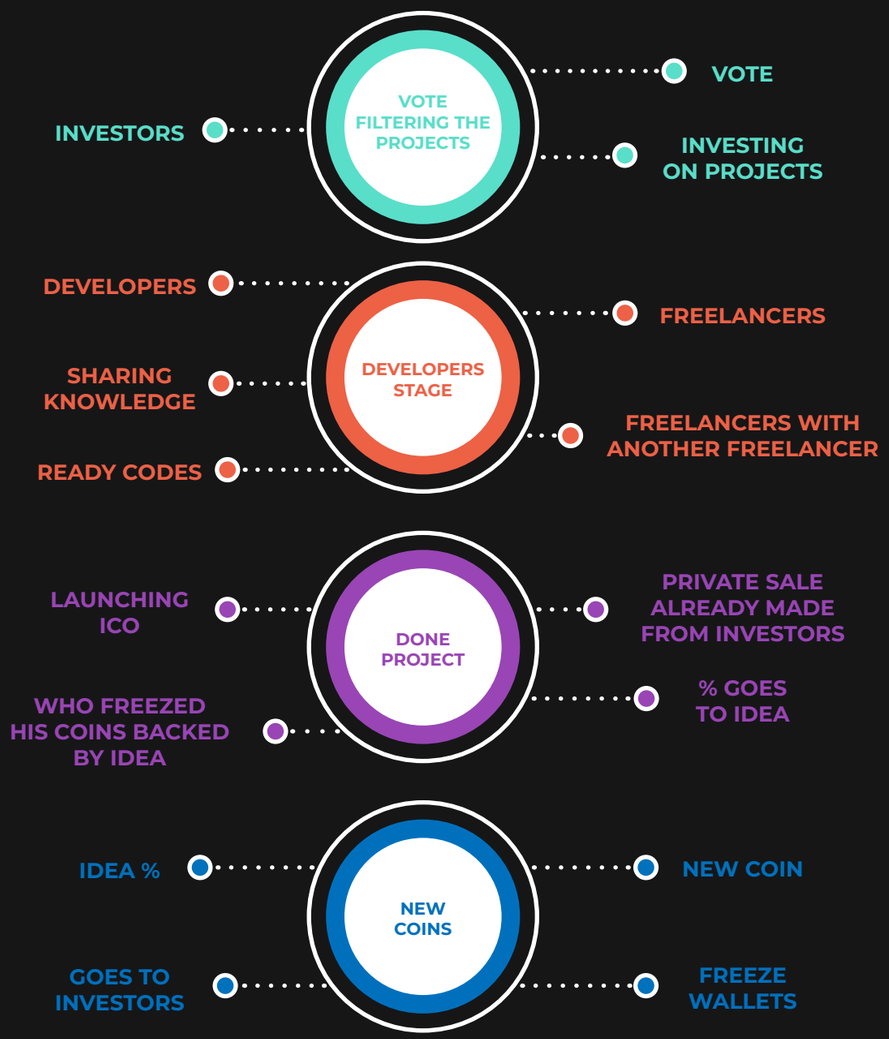
Community members will have an option to:

- **Research and support kickstart projects**
- **Hire a freelancer**
- **Buy creative assets from the IDEAOLOGY Marketplace**
- **Lock coins and earn dividends**
- **Engage in Bounty Programs**
- **Receive and Send coins through the Wallet**
- **Connect with partner exchange**

As community members, freelancers and developers will also be empowered with a wide range of community activities, defining the marketplace and thus setting the price.

Some of the activities include voting on and ranking the projects.

IDEA FREEZE



INCOME

IDEA PARTNERS

NEW COINS

FREE FROM LAUNCHPAD

TO EXCHANGE BUY BACK IDEA

BENEFITS FROM IDEAOLOGY TARGET GROUPS

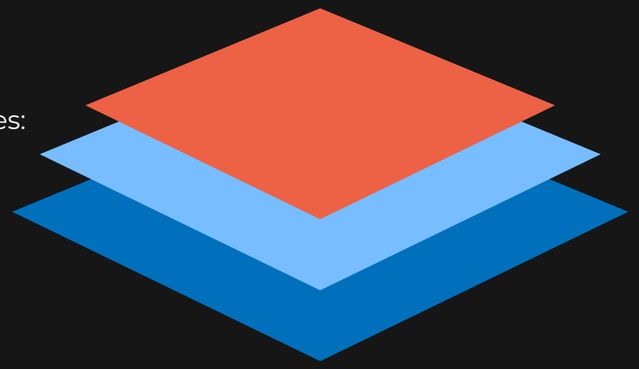
- CUT OUT THE MIDDLEMAN.
- ACCESS TO EVERYONE ON THE MARKET.
- OWN THE PROCESS: With IDEA coin, you retain all of the funds with no third party involvement. No one can change the terms of your cryptocurrency use but YOU.
- GO PREMIUM: Every token holder will have a premium account.
- REDUCED FEES: All fees can be reduced up to 50% by holding token. With IDEA coin, it's up to you when you withdraw, transfer, exchange or HODL until we list on the exchange. Rules: $10 worth of token = 10% off, $30 = 20%, $50 = 30%, $75 = 40%, $100 = 50% (Worth of token is calculated on ICO price).

  - Find a team: $1 a day (post is removed after time expire, but saved and can be published again)
  - Freelancer: buyer pays orders under $50 = 10%, above $50 = 5%
  Freelancer pay 6% upon withdrawal
  - Market: buyer pays on orders under $50 = 10%, above $50 = 5%
  Seller pay 6% upon withdrawal
  - Invest: Apply for new project cost $50.
  Withdraw collected money 10%

- ONE-TIME FEES: After ICO all countries where crypto is forbidden will have an option to pay one time fee to have same benefit as a crypto holder.

IDEAOLOGY PLATFORM LAYERS

The project will be completed in 3 stages:
1. Launchpad
2. Wallet
3. Project founding - Crowdfunding



Dedicated to connect developers all around the world to one launchpad which will offer various services to community members and investors. Using IDEA token, developers will also have a lot of options to sell products, work as a freelancer or start a crowdfunding project. Launchpad will offer full control over managing tasks and team.

Come with your idea and IDEAOLOGY will power it, fill it, test it, market, sell or promote it. And, finally... Launch it!

Stage I: The Launchpad

Creating the Launchpad is the first stage of the entire project. IDEAology launchpad is the platform's layer which helps startups scale up by selling to global retailers and distributors.

Put it simply, imagine a single network where freelancers, developers and designers sell their project resources, templates and anything you need to start your idea development. Not only that, we will provide guidance and expert knowledge every step of the way, as well as community feedback, all in one place.

On the other hand, freelancers and developers hoping to make some extra money from their materials – or willing to work on your project – will be able to upload, market and sell their skills on the IDEAOLOGY platform. More than another opportunity to promote their work, if the project succeeds, they also get paid. Can't complain, right?

Going a step further, all freelancers automatically become a part of the IDEAOLOGY community, meaning they'll be able to evaluate, vote and invest in projects too. Remember we spoke about the power of sharing? Yeah, we meant it.

Launchpad functions & fees

IDEAOLOGY will not force its tokens upon members and will accept any major form of payment. Token owners will, however, be granted more benefits.

Ideaology platform will accept visa/ mastercard payments & paypal.

Token owners will get the option to lock their tokens and earn more over time. Holding tokens will bring additional discount on fees and services, along with more benefits to interact with our launchpad.

Token worth on hold = additional discount on fees and services
$10 worth of token = 10% off
$30 = 20%
$50 = 30%
$75 = 40%
$100 = 50%

Worth of token is calculated on ICO price. Here's the brief example of discounts on fees and services:

- Find a team: $1 a day (post is removed after time expire, but saved and can be published again)
- Freelancer: buyer pays orders under $50 = 10%, above $50 = 5%
- Freelancer pay 6% upon withdrawal
- Market: buyer pays on orders under $50 = 10%, above $50 = 5%
- Seller pay 6% upon withdrawal
- Invest: Apply for new project cost $50.
- And, simply withdraw collected money 10%

Now, let's dig deeper into each service option:

Find a team

Every IDEAOLOGY user will have the option to hire a team for his project.

How? Simply post an offer describing your project and needs. That post will be visible to the whole community and the appropriate talents can all apply, from which the chosen candidate will be contacted through IDEAOLOGY Messages.

Every candidate can apply with his desired rate and format (part-time, full-time, etc).

Freelancer

Ideaology is the mostly focused on remote work, but also it's available to post job in company. What differentiate us on the market is that the Ideaology freelancers' market is run by the blockchain ranking system, prioritizing transparency, trust, feedback, and quality within community members, freelancers and Ideaology market.

To ensure the highest quality, every applicant will be vetted by the IDEOLOGY team and will need to prove his skills before enlisting. Moreover, every user will be able to post a job as a freelancer for free, with paid options available for more visibility.

IDEAOLOGY will offer a secured payment system protecting both buyers and providers.
All major payment methods will be accepted, including Visa, Mastercard and Paypal, with a small 6% fee for withdrawing funds from the platform.
IDEA token can be used to reduce fees.

Market:

Every IDEAOLOGY community member can use our marketplace as a source of creative assets.

Everybody can apply to sell on the IDEAOLOGY platform. Every seller will be checked and approved by the IDEAOLOGY team, ensuring quality and safety. Even more important - every seller is ranked with the unique Ideaology blockchain ranking system on the platform, validating the trust and uniqueness of the offered asset (and author - freelancer).

Listings are once again free, with paid options to upgrade available.

All major payment methods will be accepted, including Visa, and Mastercard, with an affordable fee of 6% fee for withdrawing funds from the platform.
IDEA token can be used to reduce fees.

Crowdfund fee:

Every IDEAOLOGY community member can apply to get crowdfunded through the IDEAOLOGY platform.

Only Blockchain projects will be accepted at first, with a view to increase our support to all projects in the future.

The best projects will be selected and submitted to the community vote, where our members will choose the best of the best.

Every project that gets crowdfunded will need to provide whole to the whole community, such as an airdrop or bounties on the IDEAOLOGY wallet.

Every investor will get a discount on his selected project. A success fee of 10% is paid when withdrawing collected funds.

Projects all get funded using IDEA tokens, which the seller gets to send to his IdeaWallet.

Polls

Every IDEA token holder can interact in our polls, where the best projects are selected for crowdfunding.

Messages

You can communicate with other community members through private messages on the IDEAOLOGY Launchpad.

Stage II: IdeaWallet

Stage Two of the project will be a wallet that supports all tokens founded through IDEAOLOGY, connected to one of the major exchanges to help projects get more visibility. Moreover, crowdfunding option will be exclusively available through mobile wallet.

So what makes the IDEAOLOGY wallet different from any other ERC20 wallet?

The wallet will be available on IOS and Google Play Store.

The wallet you have the option to connect with partner exchanges and buy/sell token, but also to crowdfund your project. Invest option will be for new project that need to be crowdfunded on platform.

Following are some of the basic functionalities our wallet will offer:

Wallet functions

1. Crowdfunding
2. Transfer funds
3. Buy/sell token on partner exchange
4. Hold or freeze to earn more
5. Connected with website wallet
6. Track activity and history

Stage III: Founding

No matter how great the idea or how passionate you are, your success ultimately depends on careful strategic planning and sound financial management. It's vital you keep records of every financial transaction to know exactly where your money is coming from – and where it's going!

Imagine now that your idea is so great that you start growing too fast. Surely that's a good thing? Let's see. Say you launch your product and it does so well that you struggle to keep up with orders. It sounds like a good problem, right? Think again.

Rapid expansion and premature growth are just as dangerous for your company as a slow start. Developing your business takes just as much careful and strategic planning as managing day-to-day operations. Even household names conduct careful market research and studies before venturing into new areas of operation. They measure local and regional demographics, spending trends, future development plans, and countless other issues before they move forward. It's therefore crucial you do the same.

Now, imagine the opposite. You're so convinced by your product that you invest heavily on inventory and, after a few months, you can't move it. What happens now? It's essential you make sure your initial business is stable before you think about expanding. You have to conduct thorough research, ensure that timing is right and that appropriate funding is available. Don't order inventory you're not sure you can sell and have a plan in place to fill orders quickly.

This is just a short sample of what you absolutely have to do to keep your business from failing. But, if you lack financial management skills, handling these sorts of affairs can be a daunting task.

Get Funded by IDEAOLOGY

Getting funded by IDEAOLOGY is an investment for a new start-up, who will sign legal papers to give an equity share for the funding option.

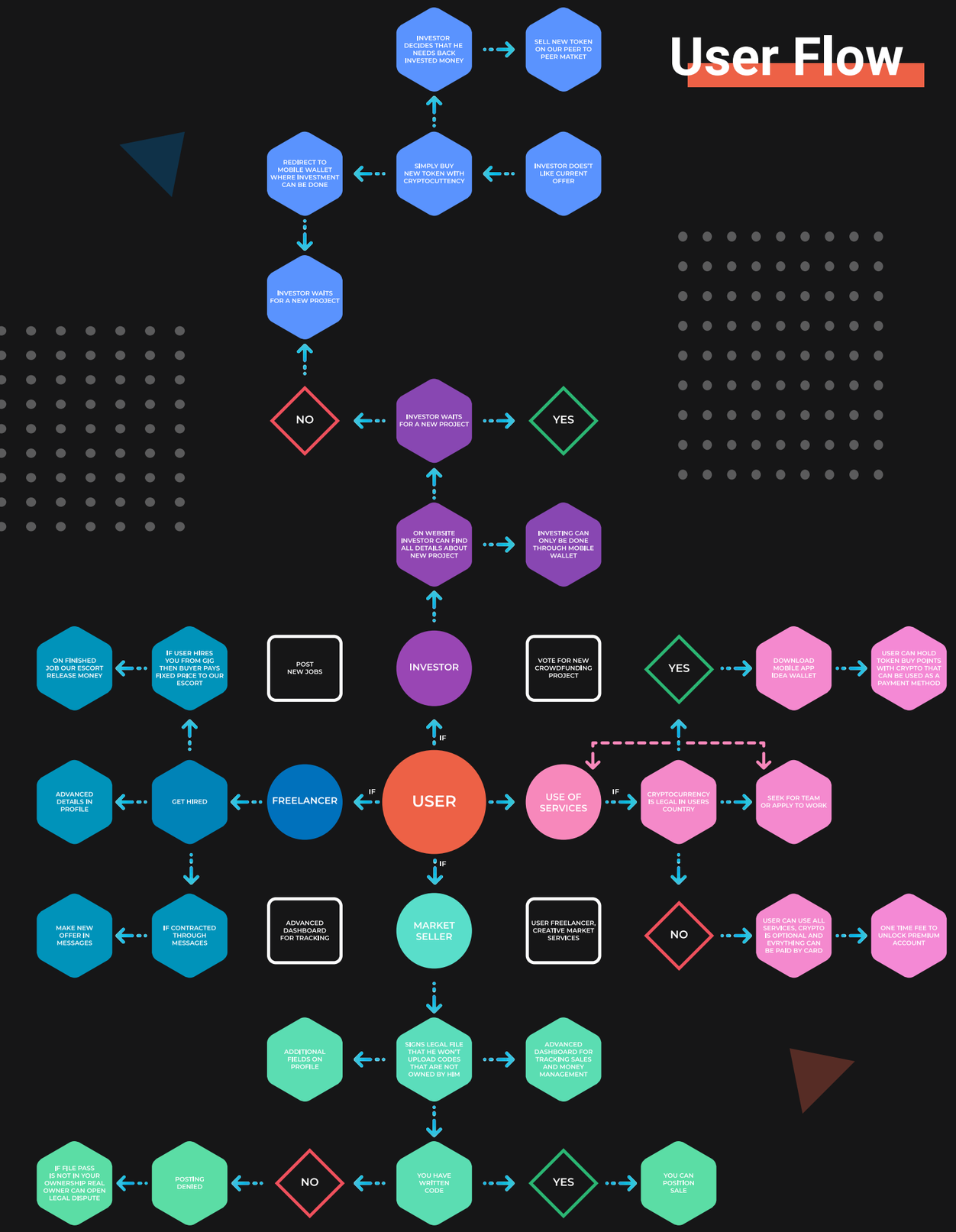
We take a risk on your project and give you everything you need for a good start.

We dedicate time and resources to find the right team for your project, choosing talent from our thriving community. We work closely with founders, tracking analytics and success rate, to provide top-class market research.

The same support is provided for marketing, finance and every key department required.

So, what next? That's right.
IDEAOLOGY it!

User Flow



IDEA Initial Coin Offering

According to Fundera, ICOs raised a total of almost $11.4 billion in 2019, with just 1,253 total completed ICOs. The average ICO raised $11.52 million last year. In total, ICOs raised almost $11.4 billion.

But ICOs cannot succeed without the support of a strong community. And IDEAOLOGY is no different.

Two main reasons led us to choose the ICO model:

1. **COMMUNITY-ORIENTED:** Instead of waiting until everything comes together, we will be able to perfect the environment in the development process. That is the essence of IDEAOLOGY, a united community inviting all involved to join and build the platform together.
2. **SENSE OF BELONGING:** The community built during the Initial Coin Offering will be the core of the global IDEAOLOGY database. Those early adopters will be rewarded for their trust in our early-development stages.

As previously said, over 40% of new businesses fail because their product doesn't fil a gap or offer a solution to the marketplace. Around 30% run out of Cash and another 30% fail due to problems with their workforce.

With IDEA token, entrepreneurs will not need to worry about cash, regulations, stages, lean startup methodology, hires or anything of the sort. We will help community members (developers, freelancers, idea makers, etc) and support them all the way through the founding process. their back. Even better, business founders will be in the best position for further investments by:

1. **IDEAOLOGY** (Read on the Founding and Crowdfunding stages)
2. **OUR BACKERS** (Those who invested in us will be incentivized for further investments across the IDEAOLOGY environment).

HOW?

IDEA TOKEN

IDEA token is a utility, Ethereum ERC-20 token, specially designed for the IDEAOLOGY environment. ERC20 tokens enable a uniform, standard set of rules governing how tokens behave and function on the Ethereum network. This is crucial for heightened stability and network cohesiveness.
Ethereum has first-mover advantage and continues to have the largest market cap. Furthermore, ERC20 allows for seamless interaction with other smart contracts and decentralized applications on the Ethereum blockchain.

IDEA TOKEN Usage

1. **MARKETPLACE | Buy/Sell:** Projects (System, Program, App), Plugins, Website Templates, Finished codes, Fonts, Tutorials, Creative Assets, etc, all easily accessible anytime and anywhere in the world for sales marketing, communications and creative teams.
2. **LOOKING FOR A PARTNER:** Engage partner for your project on Consulting, Customer Service, Analytics, Design, Mobile Dev, Software Dev, etc.
3. **FREELANCER | Hire Freelancer:** Show your skills and get hired by Community members
4. **CROWDFUNDING OPTION |** Crowdfund your blockchain project
5. **GET FUNDED BY IDEA* |** Bring us “ready to start project” and apply for the full funding but IDEAOLOGY Team **will be active in case of achieving hard cap*

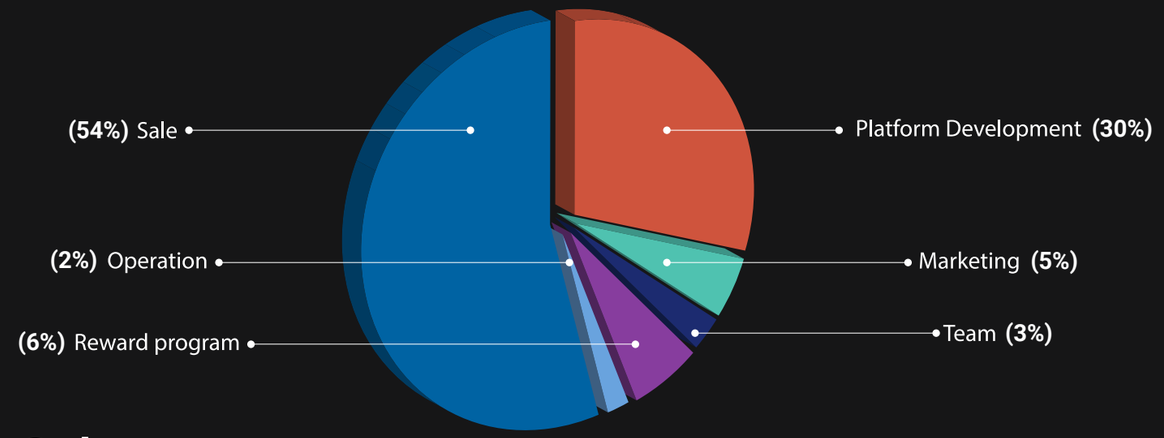
TOKENOMICS

Max Supply: 500 M

Distribution:
Platform Development 30% (150M)
Marketing 5% (25M)
Team 3% (15M)
Reward program 6% (30M)
Operation 2% (10M)
Sale 54% (270M)

Private sale:
6M IDEA price: $0.05 = $300K
Pre-ICO:
20M IDEA price: $0.07 = $1.4M
ICO:
194M IDEA price: $0.09 = $17.46M

10% token left for ICO if it exceed desired amount



Sales

Private Sale :
Dedicated Tokens: 6 Mil
Price: 0.05 $
Collecting: 300,000$
From 01. October 2020. Duration: 30 days

Pre-ico :
Dedicated Tokens: 20 Mil
Price: $0.07
Collecting: 1,400,000$
From 01. December 2020. Duration: 30 days

Crowdsale (ICO):
Dedicated Tokens: 194 Mil
Price: 0.09 $
Collecting: 17,460,000$
From 01. February 2021. Duration: 30 days

Total Tokens: 500,000,000 IDEA

Collecting: 19,160,000$ (19.16 Mil)

Minimum / maximum investment in IDEA Tokens

1. **Private Token Sale Round: Minimum Investment $ 5,000 and no maximization**
2. **Pre-ICO Token Sale Round: Minimum Investment US$ 50 no upper limit (until it is crossing the allocation reserved for this round)**
3. **ICO Token Sale Round: As per the limit mentioned on the respective ICO Launchpad**

NETWORK EFFECT

We are focused on creating a network effect.

To achieve that we will raise awareness on how beneficial IDEAOLOGY's solution is for all target groups.

The next stage of the strategy is to educate the initial client base in the existing Crypto community. Our point of emphasis are: less fees, hire and get hired, easy-to-use wallet, your idea can be developed and scaled. For real enthusiasts, the main value is that they can be backed, founded and funded by IDEA, directly.

The third stage is scaling the supply and demand sides of the IDEAOLOGY marketplace. Metcalfe's Law states that ''a network's impact is the square of the number of nodes in the network''. The law explains how important it is not to develop a network without anyone inside it.

Value of a network = n(n − 1)/2, where n is number of people using the network

The more users in the network, the more valuable it is.

The more users on one side of the marketplace, the greater the value of the services you receive on the other side, and vice versa. For example – Facebook was somewhat valuable when they had mostly every college student join the social network. But it's exponentially more valuable now, since everyone's parents (and grandparents) have also joined!

That way, when our platform grows, so will the returns, as both users and providers will gain more for access to the IDEAOLOGY marketplace. Although we are serving two distinct sets of users, we are actually facilitating interactions between providers and customers, creating something much bigger: YOUR PROJECT.

Marketing plan

We are starting strong with over 30K Telegram users. Our main goal is to spread brand awareness and increase all social media within time. We expect to grow around 15.000 to 20.000 followers per month.

HOW?

Our project is based on a very wide audience. We not only cover crypto enthusiasts, but also investors, designers, programmers and developers.

The marketing strategy will follow ICO stages, including Pre-ICO Marketing, Marketing & Sales, and Post-Marketing Activities. To do so, we allocated 4% of the total token allocation for marketing activities. Part of the allocation will be invested in partnerships with local communities and bounty groups, which will help us further grow and develop our community. Moreover, during our initial development stage, multiple token reward programs will be used to incentivize the community to contribute to the growth of the overall product. These reward programs are sub-categorized as Bounty Programs and Telegram knowledge-based programs.

Regarding PR efforts, conferences and press coverage will both be pursued. Every ICO stage will be followed with a concrete H2H (human to human) communication based on real use cases. Partnership with global, trustful blockchain media, guest and ghost blogging, paid CTRs and banners, as well as promoted social media content will be another foundation of the marketing strategy to raise interest. We will also do our best to promote testimonials, user experience and be open to feedback/ immediate contact with community members since everything else is one-way communication.

With strong internal and external communication, our goal is to target widely but wisely. People to people.

ON POINT TARGETING

Why will we succeed in it?

We offer a variety of benefits for every targeted group. With the wide-open market, we are the only ones who truly love our community more than us.

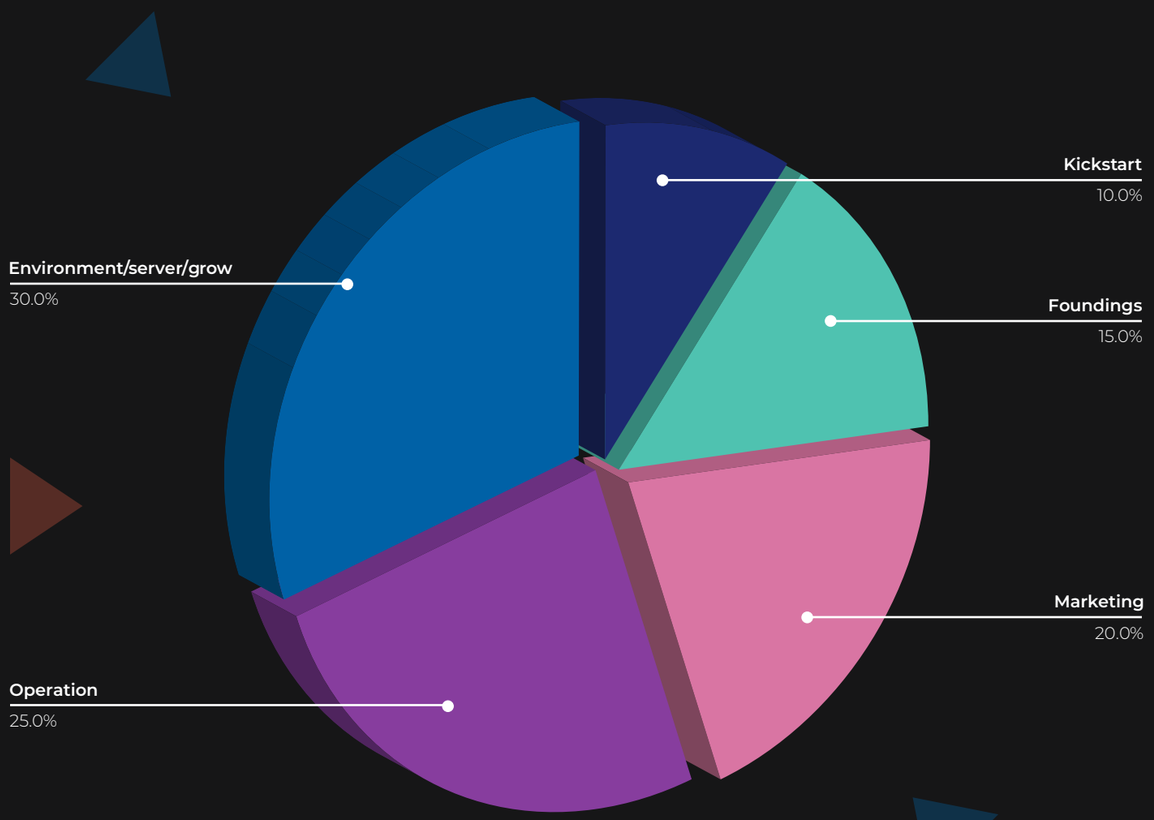
Also, thanks to its low fees, the IDEA token is attractive to our users.

Why do we expect to succeed in it?

Because we target worldwide people. We are not forcing usage of our token so people from all over the world can be a part of the community. The IDEA token will bring great benefits for users, and people who don't use it will still love our launchpad due to much lower fees than our competitors. How are we are able to offer that? Simple, because we have 5 different streams of income.

Expectations.

HOW THE FUNDS WILL BE INVESTED



30% Environment/server/grow

Includes MVP, Beta testing, Prototype, Proof of Concept (PoC), Product, but also other technical needs such as app and server setup, database configuration and scaling on the global level.

Our focus is to keep an IDEA worldwide, by starting on a smaller range (number of users will follow development stage). Servers - going worldwide means we need worldwide servers which will be used to maintain and bring the best user interface and speed to everyone who wants to use our product.

Research, technology specification, and main functionality development, along with the pre-design will be funded from the initial in-house investment.

25% Environment/server/grow

Starting with 5 people, in the first stages of the MVP development, the team will grow to 15, including a professional, fully focused, in-house development team. Moreover, unlike other projects, the IDEAOLOGY family will bring all team members together, especially during the deployment stages - which also means a bigger office, more equipment. During the Prototype and PoC stages, the IDEAOLOGY team will grow up to 25 people.

With an aim to unite all developers and community members, we are aware of the rough patch in front of us and ready to minimize administrative and office expenses for the benefit of development.

Pre-ICO stage will be funded from the initial in-house investment, including employees' salaries, vendors, and volunteerism.

20% Marketing

Spreading brand awareness is crucial.

That means we are gathering together all crypto lovers, people who will use our Launchpad for a good purpose, along with developers, programmers, designers and freelancers who will provide services to perfect our Launchpad.

To cover costs, everyone will take a large portion of funds. Even more important - an open, trustful, feedback-based communication will be available for all our early adopters to feel at home.

We are a platform from the people to the people, and our marketing strategy is the perfect example.

15% Foundings & 10% Crowdfunding

To motivate others we will share our 15% to keep other business up and cover every part needed.

ROADMAP

- Research
- Concept developement
- Team forming

Q4 2019

- Whitepaper,
- Office & Incorporation,
- Community Engagement & Rewarding Programs developement

2020 Q1

- Project Launch,
- MVP Development start,
- Team Expansion

Q2 2020

- Launchpad BETA and testing
- Launchpad v1.0
- Pre-ICO and ICO Sale
- IDEA listed on Exchanges

2020 Q3

- Wallet BETA and testing
- Wallet

Q4 2020

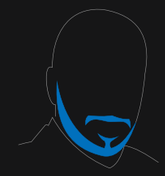
- Launchpad ready to use

2021 Q1

- Online Academy
- Technology News Site
- Ideaology Auctions
- Ideaology Exchange
- Ico listing site

Q3 from 2021

TEAM



Khaled Alkalbini
Founder & CEO

Amar Kovačević
Co-founder & CTO

Anita Erker
CMO & CO

Danilo Polovina
Marketing Assistant

Matija Minović
Brand & Design Specialist

Md. Zil
Community Happiness Specialist

Justin Bevan
Full stack Developer

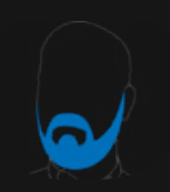
Vijay Vyas
Software Engineer/Architect

Jyoti Mishra
Scrum Master

Chirag Panchal
UI/UX Specialist

Hamza Khan
Strategy Advisor

Sean Brizendine
Public Relations Advisor



Thomas Contin
Legal Advisor

Marco Sala
Legal Advisor

DISCLAIMER

All Unsold Tokens will be locked along with the 30% of total supply for a minimum of 1 year to ensure token stability. All Team Tokens, as well as advisor tokens, will also be locked for a period of a minimum of 1 year to ensure stability.

1. Platform Sales
2. Short Lock Token Period

Token Availability - Locked till the end of Crowdsale: Tokens will be instantly sent to the investor's Trx wallet through the smart contract. The tokens allotted to the investors in their Tron Wallet will be locked in the Smart Contract until the end of the Crowdsale. As soon as the crowd sale ends, the tokens will be released from the Smart Contract immediately.

3. Marketing and Reward Programs

The results of a successful marketing strategy will show a surge increase in the number of users on our project, which in turn will attract additional capital for its further development.
The Marketing strategy will follow ICO stages, including Pre-ICO Marketing, Marketing & Sales, and Post-Marketing Activities. To do so, we've allocated 5% of the total token allocation for marketing activities. Moreover, to boost the community engagement and gain more trust within members and users, we've allocated 6% of the total token allocation for the reward programs.
Part of the allocation will be invested in the partnership with local communities and bounty groups, which will help us to further develop and grow our community. Moreover, during the initial development stage of the project, there are multiple token reward programs to incentivize the community to contribute to the growth of the overall product. These reward programs are sub-categorized as follows:
BOUNTY PROGRAM with the allocation of 1% out of the total tokens. The Program will have a few stages, rewarding all members who help us spread the word about how beneficial Ideaology product is. The Bounty program is an early-reward system for the cryptocurrency enthusiasts to participate in the promotion of the ICO. Bounty distribution will take a place after the ICO listing.

TELEGRAM COMMUNITY ENGAGEMENT - Quiz and AMA Reward - with the allocation of 0.5% of the total marketing token supply. Participants will get stakes at the end of the activity, carefully planned to maintain the community growth and token value. Activities will be organized during the pre-sale and after the sale period.

4. Token Circulation & Stagnation

After the end of the initial sale, token owners will have several options as to what to do with their tokens and that, in most cases, depends on the community type, activity, and interest.
Dividend Funds

A 20% Service Fee will be introduced for all developers who raise funds through Ideaology. That 20% will be utilized among other things for community dividends meaning that the community members can choose to hold rather than spend their tokens, and as such earn a small % of the platform income.

5. Exchange

A certain number of tokens will be allocated to the exchanges and will be traded daily to ensure that the volume is high enough to prevent pump/dump actions performed by 3rd parties.

6. Investing

Token owners will be able to invest in Ideaology Projects further or into self-started developer projects. Upon completion of a raise campaign, developers will be able to claim $ Value – 20% of the raised amount, according to the current market value of IDEA token on the exchange.

7. Raise of Value: Burn/Buyback Diagram

LEGAL TERMS

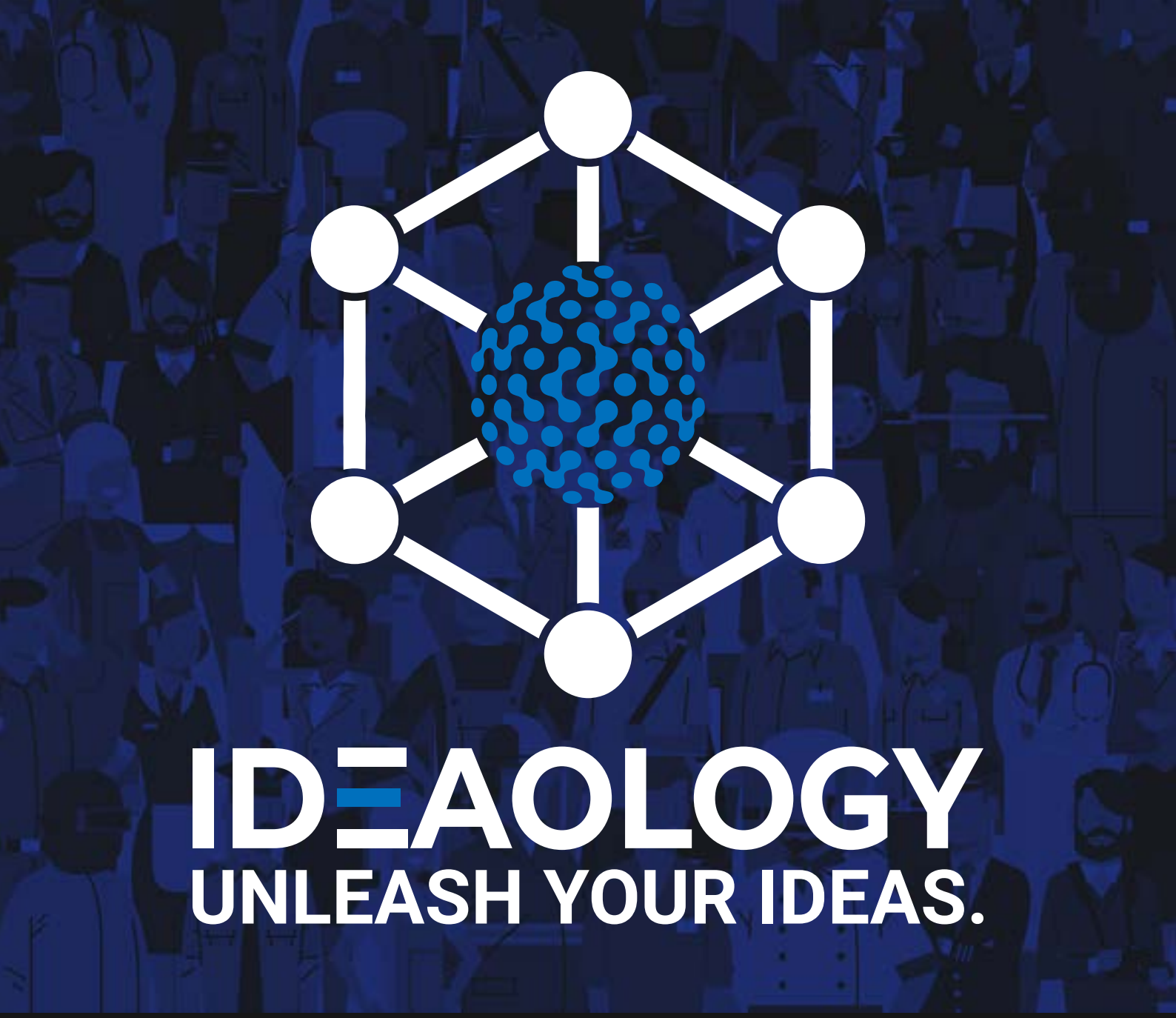
Ideaology users must abide by all guidelines set forth in this white paper, our Terms of Use, Privacy Policy, and all local governmental laws. Ideaology does not take responisibilty for actions of our users. All users must abide by local laws and regulations set forth in their respective country regarding cryptocurrency and cryptocurrency services. SPECIFICATIONS OF USE The Ideaology token is not a digital security, commodity, or any other kind of financial instrument and has not been registered under the securities law of the United States, Malta or any other country. Ideaology tokens cannot be used for any purpose other than those specified by Ideaology in our white paper and user agreement. Ideaology tokens give no rights in the Ideaology company and are sold as a functional utility for our platform. By using the Ideaology token users agree the Ideaology tokens are not securities and shall not be considered such. Ideaology tokens are not official or legally binding investments in any right. IdeaologyWallet makes no promises of profit for buying any Ideaology tokens our using our platform. All prices of digital assets are controlled by general market consensus of value.

AIRDROP POLICY

Airdrop policy is designed for existing token holders who are distributed with a new balance of a different tokens based upon their current token holding. Ideaology will keep all users up to date with any changes and possible airdrops. Ideaology looks to remain future proof on the Tron platform; however, if need be Ideaology Wallet will develop or change to a new blockchain protocol to ensure Ideaology tokens and our platform remain competitive and secure.

ANTI-MONEY LAUNDERING GUIDELINES

Ideaology will follow all international anti-money laundering guidelines set forth. Ideaology does not support money laundering through our platform or any other illegal use of our services. If Ideaology has suspicion a specific user is using our platform against our Terms of Use in an illegal manner we will suspend that users trading account. Ideaology also reserves the right to admit that user's information to governing agencies to prevent further incidents. Our Anti-Money Laundering guidlelines help to improve understanding of customers and their financial dealings to minimize risk. Provide customer due diligence and control customer identity and share data with governmental agencies when sharing user information is necessary. Ideaology prides ourselves on helping to create a beautiful world for the next generation. Part of our goal is to help maintain governance and promise that we will continously check for any irregular movements or activities on our platform which may fund harmful or illegal activites.



IDEAOLOGY

UNLEASH YOUR IDEAS.

WHITEPAPER

v1.0