



# IVMtoken

## IVM OPPORTUNITY PAPER

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# 1 . IVM Vision

As the web becomes increasingly cluttered with out of touch content, invalid traffic and pointless attention based metrics, advertisers, content creators and publishers struggle to find the proper way to reach consumers. Sensory and content overload make it almost impossible to captivate and monetize audiences looking for targeted experiences.

By introducing the Interactive Video and Experience Protocol (**IVMedia**), we look to reimagine the interactions among the participants involved in the digital experience ecosystem. The IVMedia introduces digital layers which sit on top of any streamable content on the Internet and overlays hundreds of new **interactive smart objects and functions** that can be customized in real time to create the next generation of interactive experiences and significantly increase end user engagement. Nine brands out of ten expect to compete primarily on customer experience rather than price and product as the key brand differentiator. **Customer experience is the new battlefield.**

The IVMedia's programmable smart and adaptive objects and functions will augment and transform "static" video experiences (legacy) on existing video platforms into powerful and dynamic live engaging systems (next generation). These systems will offer rich interactive and relevant experiences, capture real human engagement and measure performance in a better and more transparent manner.

The IVMedia will run with simplicity and ubiquity. Viewers will be unaware of the IVMedia's presence. The participants to the protocol will be able to make any video available online for streaming, including live broadcasting and digital experiences, **interactive, shoppable, chat-able, customizable, real-time editable, monetizable, poll-able, actionable, clickable, expandable and searchable**, all within the framework of applicable copyright laws. It will make video and digital experiences a lot smarter for, and far more adaptive to, the online ecosystem's needs for engagement and relevancy with real-time software customization of video content

and information. The IVMedia introduces a new public platform Application Programming Interface (API) and Software Development Kit (SDK), that also make Artificial Intelligence (AI) an excellent candidate to propel interactive experiences to the next level of smarter human engagement.

The IVMedia's economy will be tokenized and centered around **IVMtokens**. A IVMtoken is a multi-faceted unit of account offered to members of the IVMedia Crypto Association with various utility, consumptive, trust, governance, transfer, growth incentive and loyalty attributes. Its holder has the right and limited license to use the IVMedia protocol together with the underlying services offered by the community through a newly introduced decentralized application store (dApp Store).

## **2. Market Pain Points**

### **The broken link between advertisers, publishers and consumers**

Advertising runs the Internet, fortunately and unfortunately. Fortunately, because it allows the audience to consume from online publishers a lot of content for free. Unfortunately, because the marketplace has become a terrible mess, ripe with fraud, invalid bot traffic, costly intermediaries, increasing complexity, abuse, lack of trust and privacy, a decreasing quality of the ad content, ineffective adtech, decreasing margins, bad user experience, and a blatant convenient blindness from the audience. Digital advertising is broken in its current form and the industry is now looking to clean up its own mess.

Tackling the ad fraud problem is in the interest of all participants, including online publishers because it will counter effect the year over year slide in revenue per impression and profit margins. There is no consensus on the size of ad fraud and invalid traffic. Figures range between \$7 to \$16 billions per year, but some are expecting that it will reach \$44 billions in unnecessary losses by 2022. In one landmark case, hackers were able to steal \$5M/day by faking 300M video views. As part of what White Ops called the Methbot campaign, bots "watched" as many as 300 million video ads a day, with an average payout of \$13.04 per thousand faked views. And the fraudsters had their bot army replicate the actions of real people, with faked

clicks, mouse movements, etc..

So, it has become an algorithm race between fake traffic bots and bot filters. Buy on a Cost per Click (CPC) and sell on a Cost per thousand (CPM) and you define your breakeven point. Without any real tangible solution, the problem is almost certain to get worse, spreading to even more areas of life as bots are trained to become better at mimicking humans. Given the degree to which product reviews have been swamped by robots (which tend to hand out five stars with abandon), commercial sabotage in the form of negative bot reviews is not hard to predict. Sadly, a lot of media companies and publishers currently lack a serious financial incentive to do anything about it.

Fake followers are also a significant problem with peer-to-peer or influencer marketing, which is becoming increasingly popular. For companies that look to connect influencers to brands, the number of people that an influencer can reach is an important part of the initial pitch. Even if there is no guarantee that a brand's message will connect with said audience, having a lot of followers at least means that a certain amount of people is going to see it. Fake followers is a growing problem and it will only be addressed if brands start to use and rely on engagement metrics more broadly and move from a cost per thousand impressions (CPM) model to a cost per engagement (CPE) model with real human engagement metrics, with or without attribution.

### **3. The untapped potential of video content**

Current dominant video distribution solutions are arguably unfair to their key stakeholders:

- Content creators have little or no control over the monetization model that is used to sell their work. Either way, the revenue they generate will undergo significant taxation by a for-profit entity.
- Users have their attention sold for fractions of cents in Audio/Video On Demand (AVOD) models (measured in impressions), while their personal data is mined and sold for profit. In most cases, users are essentially marginalized in the

economic equation, under the guise of "free" content and basic service.

- Attention marketers (advertisers, sponsors and agents alike) to whom audience is a key metric must trust third-parties for what they buy. Incentives between them are rarely aligned: fraudulent charging mechanisms of traditional platforms not only account for fake traffic, but are also more permissive with fake traffic when audience is being paid for.

In short, participants in the current video distribution and interaction ecosystem are effectively disenfranchised and their interests are often misaligned. Properly incentivizing content creators, developers and publishers for proposing unique viewing experiences to an audience and transparent and verifiable metrics to advertisers will be key to nurturing the future of content consumption.

## 4. The IVMedia solution

### Interactivity as the new standard metric

Attention is not the right metric to determine whether content is being effective or not. Some blockchain-based projects are betting that smarter trackers of user attention data can be monetized with crypto-economics and tokenization. However, we believe this approach is weak because it relies on a premise that attention has the same value as it used to have decades ago. It fails to consider seriously enough that a crucial problem exists with online audience at a global scale: the audience suffers from significant attention deficit<sup>4</sup> and "convenience blindness" when surfing the web. It also fails to improve the customer experience which is what businesses and consumers need. At the very least, attention should be better captured and measured through interactive means. "**Skip this ad**" is now unfortunately one of the most common, straightforward user behavior online. The IVEP will look to replace attention as an intermediary KPI by real intent, engagement and lead conversion.

Two-way interactivity and real-time enhanced experiences are an obvious choice to create a long lasting impact on an audience and trigger actionable behaviors. Real human engagement metrics represent a significant improvement to existing attention based metrics and can warrant a much higher premium for the participants who

embrace such an approach. “Real measurable attention” will now be better captured with the IVMedia’s programmable smart objects and functions, with richer and addictive features built by the community of developers and designers and with richer experiences offered by publishers to a world who craves for better online video experiences on the decentralized web.

### **Consumers: the drivers of the advertisement industry**

Engaging content and experiences is the biggest driver of “real measurable attention” and brand appreciation. The IVMedia will offer the first truly exciting experience for audiences by empowering video content with unlimited interactive features. With a vast catalogue of programmable smart objects and functions, publishers will be able to tell better and more captivating stories to their target customers.

We envision a future where, through the IVMedia in a single interactive frame, consumers will be able to enjoy “digitally unique” experiences, discover new products and services, shop with one tap, chat with a content creator or customer service, answer polls or donate without ever leaving the viewing experience. Audiences will be able to choose their own storyline, and broadcasters will be able to create pay-by-minute subscription offerings with real time product placement and relevant informative smart objects adapted to their live feed. The brands who embrace the potential of interactive content will undoubtedly have better chances at winning the battle for consumers’ attention.

Viewers will now drive the quality of the content they consume. The IVMedia will enable members to act as content reviewers to flag offensive content while brands will be able to conduct A/B testing campaigns remotely and incentivize contributors automatically. Putting the audience in a center position is the only way to recapture attention and foster a successful ad-supported and subscription-based video content distribution ecosystem.

## **5. Content Creation As-a-Service**

Content creators currently cruelly lack resources to properly monetize the unique

experiences they are putting together for their audience. With IVMedia, creators will be able to free themselves from the blatant limitations of certain intermediary platforms and profit directly from the sales and viewership of their videos. New optimized and more transparent business models will emerge from the IVM economy. Creators will be able to, among other things:

- Create exclusive content for paid subscriptions;
- Get paid directly, and automatically share royalties with other rights holders in a transparent manner, upon the sale of items tagged on their content or per any set interactions;
- Raise donations directly from their videos;
- Receive tips from avid viewers.

## **6. IVMedia Trust Scores**

The IVMedia introduces a unique Trust Score for every protocol participant, to measure the behavior of each IVMedia identity and determines how likely the “controller” of the ID is to respect the code of conduct and consistently bring value to the protocol.

Trust Scores directly influence the remuneration of each IVMedia ID for the use of programmable smart objects and the resulting engagement. They are ratios that incentivize/disincentive the behavior of the participants with respect to the remuneration/cost to partake in the IVMedia interactions. The scores range from [-100 to +100] and all new identities are initialized with a score of 0 in a tit-for-tat reward scheme. Each role in the protocol receives a trust score.

Over time, scores will be adjusted to reflect how well a given user respects the IVMedia code of conduct and how much value such user adds to the protocol. This score can also be increased through user disclosures, token staking and TIPS, as discussed below. The concept of a verifiable trust metric for the IVMedia actors will combine evidence from various sources to arrive at a degree of belief (Dempster-Shafer Theory). The belief that an actor is good is the core function that IVMedia improves over the incumbent system where trust is controlled by intermediaries.

## **7. ACTICAL STRATEGY FOR DECENTRALIZING DIGITAL MEDIA**

Mainstream digital media users are accustomed to using apps that are free, fast, available on their smartphones and have easy access to in-app purchases. Today, this requires a certain degree of central coordination. Decentralization of the digital media ecosystem components, particularly on mobile, is a long-term effort requiring interoperability amongst decentralized networks that will not be at scale for some years. Additionally, decentralized computing networks are not yet capable of handling the demands of video streaming, high volume microtransactions and low latency messaging at scale. Digital media today cannot be achieved through purely decentralized solutions and we propose a practical implementation path of decentralization over time.

Our motivation is to create a more balanced and equitable digital media ecosystem that is not controlled by a few key actors. We will achieve this through tokenization and decentralization of the digital media economy while exploiting the distribution efficiencies of tightly managed mobile apps that enable participation by mainstream users.

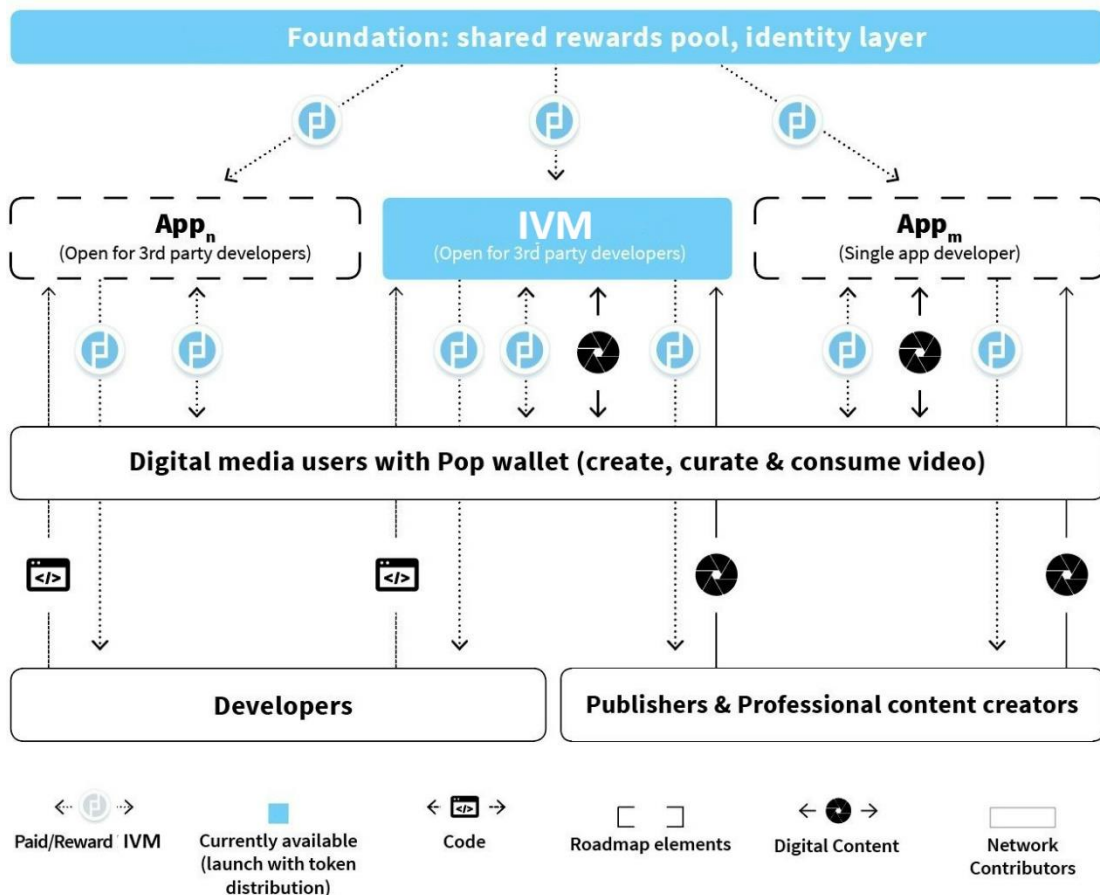
Designed IVMedia from the ground up over the past twelve months to realize this vision. Participants will join the IVM Ecosystem either through IVM, or through other platforms and applications in the ecosystem. For their efforts, contributors will receive a proportional share in the network value and impact the governance of the ecosystem. A diversified network of economic actors will naturally contribute to the decentralization of the IVM economy, while continuing to enjoy the advantages of prevailing mass market mobile distribution channels.

Establishing value for the IVM Ecosystem involves a three part plan: grow a network of IVM users in digital media, create a Partner Rewards program and demonstrate the opportunity for ecosystem participants. The IVMedia platform will furnish the initial user network, demonstrate the value of a contributor driven crypto economic business model and act as a cornerstone for adoption by additional ecosystem partners. Platforms and apps in the IVM Ecosystem (Partners), including IVMedia, will build the network of IVM users and grow the use cases for IVM and its value. In exchange, the Digital Media Foundation will seed Partners with an initial token supply to align incentives and allow them to earn from the Digital



Media Foundation's Partner Rewards pool.

The Digital Media Foundation will also oversee the development of a shared layer that allows users to take their identity, relationships and wallet with them between platforms and apps, contributing to seamless interoperability within the ecosystem. New platforms and apps that enter the ecosystem will be able to quickly onboard users who already have accounts, and as they acquire new users, the network will continue to grow. Over time, the identity layer will transition into a blockchain-based social graph culminating in an ecosystem that supports both centralized and decentralized applications that strengthen the network.



## 8. KEY CHARACTERISTICS OF THE IVM ECOSYSTEM

### Incentivized Economy Powered by IVM

This is achieved by first launching a cryptocurrency called IVM. Contributors are rewarded with tokens that unlock functionality, value and status within the community (see more in *Use Cases for IVM*). As a decentralized and transferable ERC-20 token with fixed supply, the IVM Ecosystem is set to grow in proportion

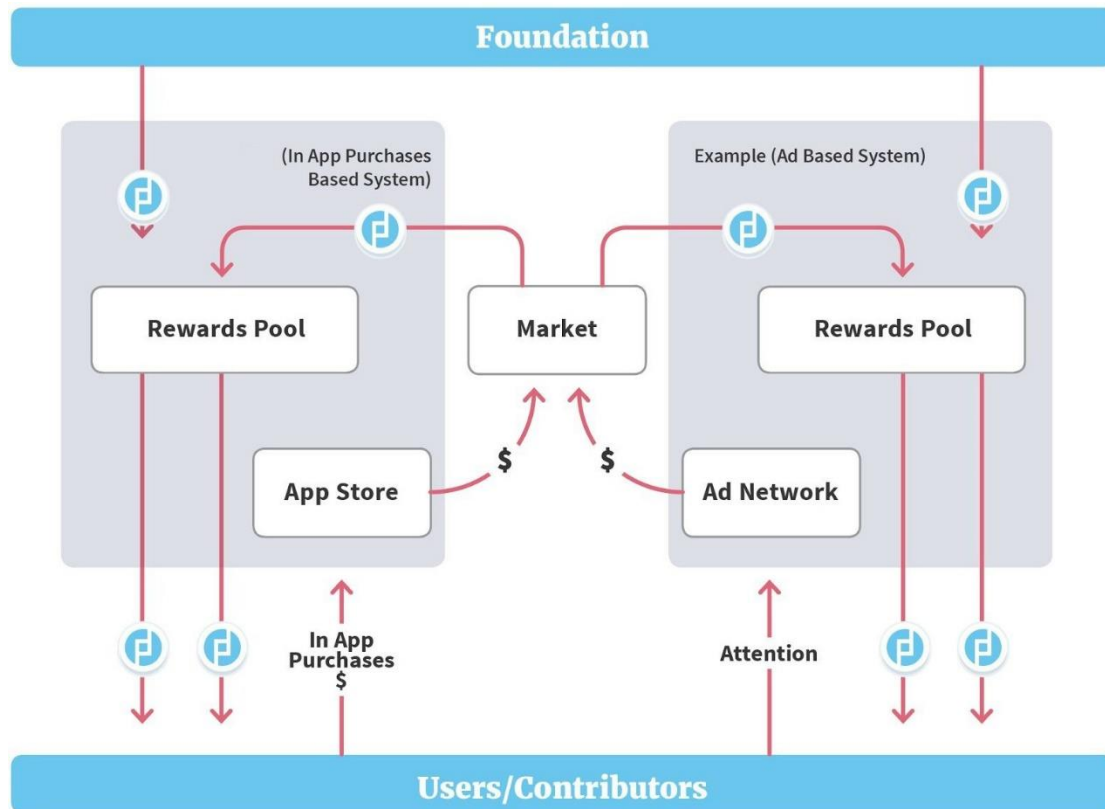
to IVM' utilization by users.

Like IVMedia, additional platforms or apps integrating with the IVM Ecosystem, and benefiting from the ecosystem's reward tokens, will use IVM as their primary decentralized currency and ensure participants within their environments are rewarded.

### **User Activity Drives Demand for IVM**

Despite potentially being unaware of the underlying crypto economics, mainstream users help fund the platform, which in turn drives the demand and adoption of the cryptocurrency. For example, in order to create an evergreen user reward pool, IVMedia uses revenue from in-app purchases to buy IVM from the market. IVM are then distributed as rewards throughout the IVMedia community. Another Partner may choose to create an ad-supported platform, where the revenue generated from user attention is used to reward content providers with IVM. A third Partner may use a subscription model, where the subscription revenue is used to reward contributors with IVM.

In order to support the development of such economies, the Digital Media Foundation will reward IVM Ecosystem Partners with a regular distribution of tokens through its Partner Rewards Program. In turn, each Partner can incent contributors by distributing rewards to participants on its own app or platform. This will support the growth of the IVM network by driving users to receive, buy, use and hold IVM. Further, the Foundation will issue grants to help bootstrap the financial utility for early contributors.



## 9. IVMedia: AN OPEN PLATFORM FOR INTERACTIVE MANY-TO-MANY VIDEO

### Overview

The 1/9/90 Rule — a heuristic which asserts that 1% of users create, 9% curate and 90% consume — is starting to unravel as people are empowered to become contributors themselves. For instance, today, over 65% of Snapchat users produce content. Additionally, 1.8 billion people play videogames, in effect participating in real time media creation. The market is unmistakably trending towards a more immersive and participatory media.

**Interactive video** is a prominent manifestation of this trend. Instead of simply delivering content to consumers, users seek experiences that are engaging and inclusive, allowing them to take part in the action, to participate in the unfolding media experience, and to socialize. This interactive live video format has been popular in the context of live streaming services and group video chat, while new applications of interactive video extend into an unlimited set of use cases, bringing people together to participate in any activity that can be logically structured.

Key use case examples, which we will review later in this paper, span the domains of entertainment, communication, social gaming, reality television and game shows, commerce, education, and more.

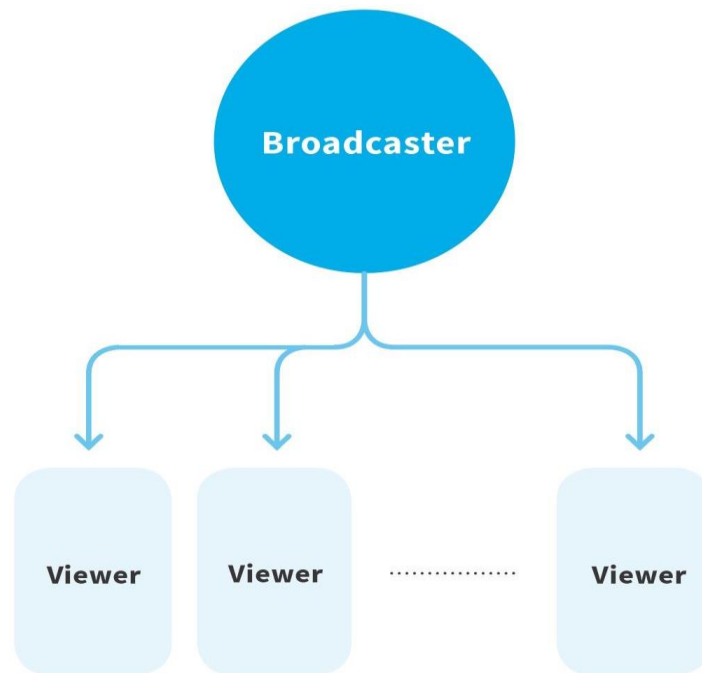
Our team is introducing a new technology stack for video, similar to low latency multi-person group video, yet adapted to accommodate large virtual gatherings of any size. **Interactive Many-to-many video technology** aims to simulate the real world experience of groups of people interacting together. It enables people to actively participate in experiences with video feeds of their own, engage and exchange virtual goods directly with others and interact according to different use cases or logic. We refer to these experiences as Spaces. IVMedia is an extensible open platform with APIs that enable developers to build new Spaces, and be rewarded with tokens when users utilize them. IVMedia's underlying technology, user experience and framework for working with developers are described in detail below.

## 9.1 Current State of Interactive Live Video

Today, the live video space is divided into two main categories: “one-to-many” **live streaming** and “few-to-few” **group video conferencing**. Each category is supported by specialized video technology.

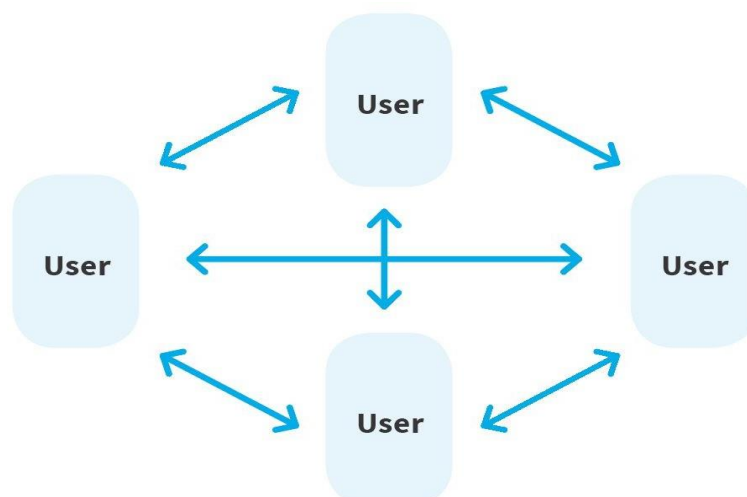
Live streaming is designed to support the use case of a video stream broadcast to a large audience. Examples include Twitch, Periscope, and Facebook Live. Historically this use case has been powered by technologies such as RTMP, HLS, and DASH, which involve server side video transcoding into multiple formats and sizes and delivery using CDNs. This approach optimizes for scale, not latency, with delays of at least 2 seconds and often up to 10 seconds. It allows for limited interactivity (such as Facebook likes or hearts), but not real-time activities between

all the participants gathered.



## 9.2 Group Video

Group video conferencing provides a low latency video link between a small number of users talking to each other. Maximum number of users supported is typically less than ten. Every user can see and hear everyone else. Examples include Skype, Google Hangouts, and Zoom. Previously, proprietary P2P technology was used to instrument this use case, but the market is now standardizing around WebRTC. The technology is designed to achieve extremely low latency, allowing real-time conversations and interaction.



Video applications have to choose between the tradeoffs presented by each approach: live streaming, with wide scale and low interactivity, or group video conferencing with possibilities for interactivity but limited scale.

## **9.3 Many-to-Many Technology**

### **Architecture**

IVMedia is based on a radically new approach to video transmission. Its architecture bypasses the tradeoffs inherent in choosing between live streaming and group video approaches. This is achieved by using a network of low latency group video style media servers that can relay streams to each other to create widely available many-to-many video feeds.

The many-to-many setup supports the full spectrum of live video interactions, from a single stream being viewed by millions of users to a few users privately chatting, to stadium size scenarios where any user can interact with any other user, instantaneously, live and in full motion. We provide this technology to address interactive video use cases and provide a true many-to-many video network that can be easily harnessed by any interaction logic.

This architecture is well-suited for future decentralization. Because streams are merely being relayed by the media servers, and not transcoded, new nodes can more easily be added to the network. As mobile devices and bandwidth improve, consumers too will participate in relaying streams and get rewarded for it.

### **9.4 User Experience**

The IVMedia Platform provides an extensible system for interactive video experiences, a closer simulation of the real world, where every user is live. Any participant is able to interact with any other participant, on video, and exchange media and virtual goods. An infinite set of real world social experience can be had, virtually recreated using interactive video. In order to achieve this, IVMEDIA uses a few simple constructs:

- **Spaces.** Shared virtual “rooms” where users congregate individually or in groups.

- **Stages.** Display areas, within a Space, for users who are audible and visible to the Public.
- **Public.** Users within the Space, who may mount Stages or talk privately amongst themselves, within Groups.
- **Groups.** Public users within Spaces, who interact privately or semi privately amongst themselves.

This setup is designed to mimic real world scenarios. For example, at a concert a spectator can hear the performer on stage, see everyone in the audience while having a private conversation with a friend or two. At a karaoke bar, one can watch others sing or decide to hop on stage and participate.

In today's live streaming landscape (e.g. Facebook Live, Instagram Live), 8% to 10% of users are on camera, primed for engagement and eligible to receive a like or a virtual good. On a many-to-many platform 100% of users are on camera and eligible for social feedback and earning.

## **10.IVMEDIA Economy and Gameplay**

The IVMedia platform is one of the world's first attempts to introduce a cryptocurrency economy to millions of mainstream mobile users. Since holding and handling cryptocurrencies is not something mainstream mobile users are accustomed to, IVMEDIA uses a two currency model: in addition to IVMEDIA, a fiat based currency, Coins, is used to perform virtual goods transactions, facilitated via in-app purchases through Apple's iTunes' and Google's Play store. This removes barriers to entry for mainstream users who can participate without any knowledge of cryptocurrencies while simultaneously funding the distribution of the token to the network's contributors.

The IVMedia platform economics are designed to benefit from both fiat and IVMEDIA gameplay activity. Most notably, IVMEDIA's in-app revenues are used to purchase IVMEDIA which are then rewarded to content contributors, developers, curators, promoters and other users that generated value for the network. Best practices gained from our experience running YouNow's successful two-sided

virtual economy are driving the design of the IVMEDIA's dual currency economics. This mechanism also results in IVMEDIA being one of the first tokens backed by the fundamental value of a large mainstream user base currently transacting in a virtual economy

## **11.IVMedia Rewards**

The IVMedia Platform is designed to demonstrate the long term viability of the ecosystem by leveraging its economic framework of in-app purchases to generate rewards for content contributors. IVMedia will be able to pass through in-app purchase proceeds to the IVMedia Rewards System (which will programmatically reward platform contributors) while simultaneously creating demand for IVMEDIA. IVMedia's experience in using in-app purchases proceeds to compensate specific users (currently in fiat currency) is being leveraged in designing and implementing a cryptocurrency-based Rewards System in a many to many economy where every user may earn. Additionally, IVMedia will be eligible to earn Partner Rewards from the Digital Media Foundation as detailed in the section "Earning Partner Rewards" and can pass through additional value generated, benefitting from two streams of IVMedia as inputs to its Rewards system.

## **12.IVM ECOSYSTEM GOVERNANCE**

### **The Digital Media Foundation**

In order to facilitate the growth of the IVM Ecosystem, a nonprofit entity will be formed to oversee its adoption. The Digital Media Foundation will represent the interests of all participants, including users, developers and content contributors. Given the Foundation's fundamental role in the ecosystem, establishing independent governance is necessary. This will be accomplished by dedicating an increasing number of seats on the Foundation's board to Partners, independents and other key stakeholders over the course of two years, until IVMedia's representation is no longer a majority.

### **Partner Rewards Program**



A key function of the Digital Media Foundation is to administer the Partner Rewards program in order to incentivize ecosystem growth. To this end, the Foundation will receive 50% of the tokens, the majority of which will be distributed as rewards to Partners who contribute to the IVM Ecosystem's growth.

In addition to ongoing rewards, the Foundation may grant Partners an initial token supply, to further boost the rewards passed through to contributors and to maximize the financial utility offered to early adopters. Interested parties can apply for Partner supply grants, reviewed by the Foundation in an inclusive and transparent manner to ensure fair opportunity

## **Earning Partner Rewards**

Partner Rewards are designed to drive token network effects for IVM, and to incentivize users to hold IVM in order to earn value from their balances within applications across the ecosystem. Applications earn Partner Rewards from the Digital Media Foundation in proportion to the utility they contribute to the network. The rewards mechanism will use a token staking model to measure network contribution. The Digital Media Foundation will determine application-level rewards based on the accumulated balances of each application's users. In effect, Partner Rewards compensate Partner applications or platforms like IVMedia that attract users by building engaging user experiences powered by IVM.

IVM Partner apps implement their own self-sustaining business model and choose methods of redistribution of rewards to their users. Each IVM Partner, such as IVMedia, can enjoy two sources for earning IVM that feed its Rewards System: Partner Rewards from the Foundation and IVM acquired through its own business model (e.g. in-app purchases, subscription, advertising, pay per view etc.). Partner applications' own Rewards Systems will need to be transparent in the way they deliver value to end users to become part of the Partner Rewards program.

Each Partner application will need to stake a portion of the Partner Rewards it receives from the Foundation. Staking involves putting tokens at risk as a security deposit against malicious behavior, thus correctly aligning incentives for

participants to act within the appropriate use of the system. This security margin will prevent Partners from attempting to manipulate the Partner Rewards program and strengthen the alignment of incentives between Partners and other IVM holders.

### **Grants, Ecosystem Investments & Open-Source Infrastructure Development**

As a decentralized token, IVM will be available for developers to integrate with independently. Separately, the Digital Media Foundation, in addition to ensuring early fundamental utility, is responsible for overseeing the development of critical infrastructure used by the ecosystem, including wallets and other services for holding or spending IVM. In addition, the Foundation will work toward a shared data protocol that allows users to port their identity, relationships (“social graph”) and wallet between applications. While this shared data protocol will be managed by the Foundation initially, it will eventually be transitioned into a decentralized system, as relevant technology matures and trusted implementations (such as Blockstack or port) are production ready. Another example is the development of an open source wallet SDK that will enable an application to easily integrate a user-friendly and transparent mobile wallet.

The Digital Media Foundation will sponsor activities like hackathons, competitions and promotions to develop ecosystem infrastructure, build the IVM developer community and grow awareness for IVM. Bounties, publicly published by the Foundation, may be associated with specific projects. Administering the Foundation's discretionary grants and infrastructure development budget will be a diligent process to ensure investments in the ecosystem yield maximum value. Such investment decisions will be made by experienced individuals whose financial interests are aligned with the success of IVM. It is also important to diversify decision making and the Foundation will direct a portion of its grants based on input from ecosystem participants and IVM holders.

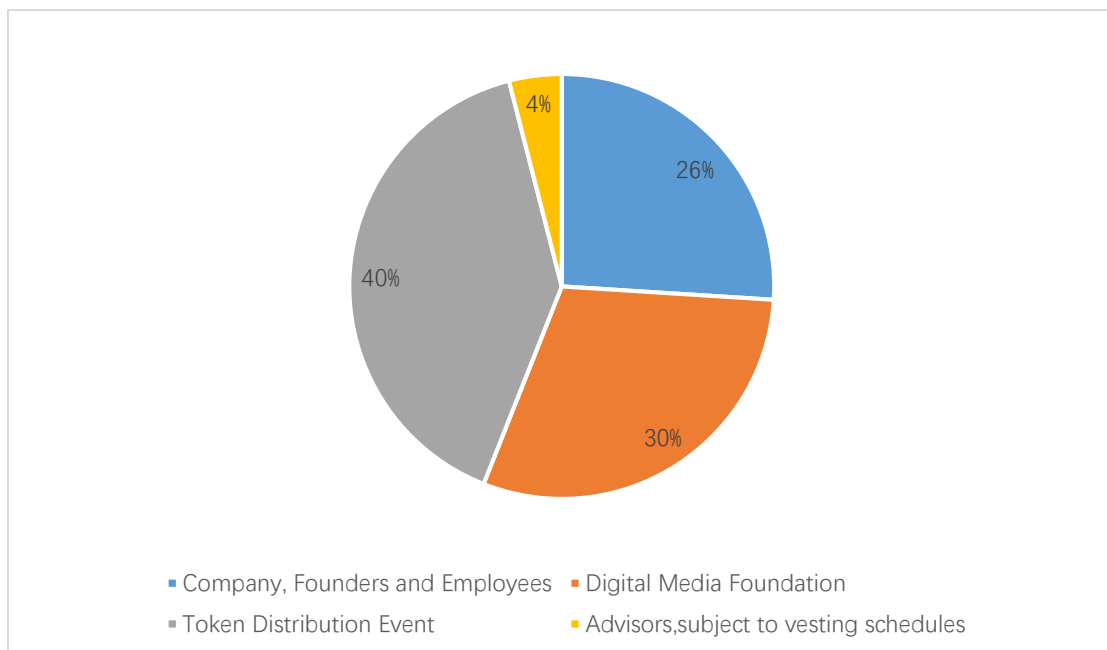
### **13.IVM TOKEN DISTRIBUTION**

In order to kickstart a vibrant community of passionate IVM users, the distribution

will be designed to offer as many people as possible the opportunity to participate. The allocations are outlined below and reserve 30% of the total supply for the Digital Media Foundation, which is tasked with distributing them over multiple years to network participants who contribute value to the ecosystem. As a result, the majority of tokens will be distributed over time to partners and the public.

## Allocation

The IVM token supply will be limited to 500 million units and allocated according to the following schedule.



Allocation	Description	Percent
Token Distribution Event	Available for purchase during the token distribution event	40.00%
Company, Founders and Employees	A portion of the supply reserved for the company to reward management, employees and existing shareholders subject to a vesting schedule	26.00%
Advisors	Compensation allocation for project advisors, subject to a vesting schedule	4.00%
Digital Media Foundation		30.00%

Digital Media Foundation	Allocation contributed to the foundation, distributed as follows:	<b>30.00%</b>
	- Partner Rewards Program	20.00%
	- Grants and Ecosystem Investments	7.00%
	- Future Infrastructure Development & Operations	3.00%

## Crowdsale Overview

### Key Details and Dates

<b>Token Name:</b>	IVM (ERC20, Ethereum-based)
<b>Token Supply:</b>	500,000,000 tokens generated by smart contract
<b>Smallest Unit:</b>	<b>18 decimal places</b>
<b>Currency Accepted:</b>	ETH and BTC
<b>Crowdsale Rate:</b>	1 ETH to 2000 IVM
<b>Pre-sale Incentive:</b>	50% bonus, i.e. 1 ETH to 3000 IVM (subject to purchase value of minimum 3 ETH)
<b>Crowdsale Early Incentives:</b>	First 48 hours - 25% bonus Subsequent 48 hours - 15% bonus
<b>Maximum Proceeds:</b>	Target to raise up to 50,000 ETH

## 14. Roadmap

