

# IKONIC™

L I T E P A P E R V 1 . 0

OWN  
THE  
MOMENT

WINNING@IKONIC.GG



**WE BRING ESPORTS  
TO ANOTHER LEVEL**



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# DIGITAL SPORTS COLLECTIBLES FOR THE GAMING AGE

IKONIC will allow fans to own and share the finest moments in esports history and will give fast-growing multimillion-dollar esports events and businesses a new way to connect with their audience.

Video clips of the most insane and spectacular gaming feats will be easily mintable into NFTs with just a couple of clicks. And with a click or two more, they will be listed and ready to trade on IKONIC's marketplace.

Creators can design these NFTs to earn royalties for their work, or even generate entirely new streams of revenue through the sale of sublicensing rights.

And all this is but the very beginning!

IKONIC won't just be another NFT marketplace. It is going to be a community—a movement.

The IKONIC community's passion for gaming is a powerful force, and we are going to help them wield it to do great things.

Together, we will:

- Create a platform for an entirely new business model—one that will foster and support a wide range of new, exciting, innovative gaming titles: gaming as a service
- Create a new launchpad that will bring the next generation of indie blockchain games to the metaverse and create wealth for everyday gamers
- Create an expanded market for all in-game assets of these projects, which completes the ecosystem that will sustain their creations and help them thrive

We all know this is a time of great change in gaming. IKONIC and its community are going to be right at the forefront of it!

The time has come for us, now, to **Own The Moment.**

# AN IKONIC OPPORTUNITY!

IKONIC's vision seizes upon two huge trends of our time:

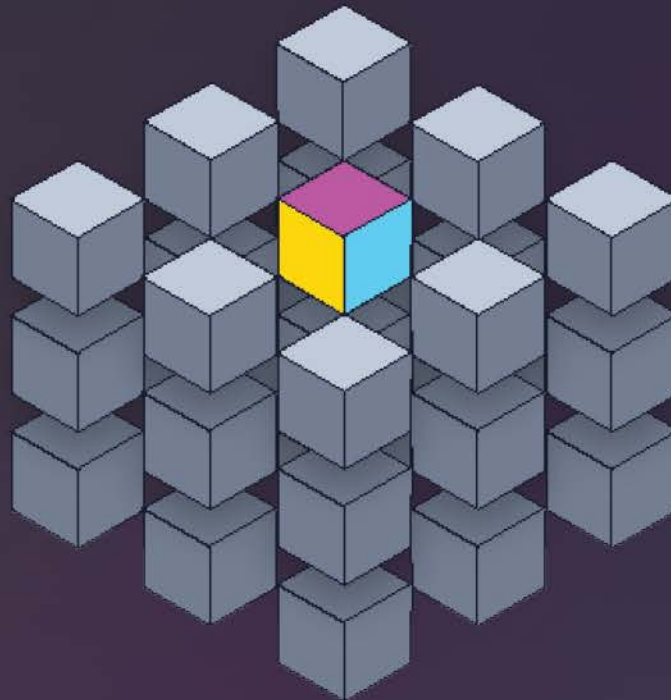
1. The esports boom
2. The earthquake of blockchain gaming.

Each of these represents a colossal economic opportunity in its own right. But they are also both part of the greater gaming metaverse.

This presents us with a stunning opportunity.

We can build a single business off of both of these trends at the same time and tap into the rich, synergistic potential that exists between them.

Before we share the details of IKONIC's vision, let's quickly recap the current state of these two trends.





# THE ESPORTS OPPORTUNITY

Esports is massive.

Today, esports is a \$950 million market that's forecast to grow by 9% each year until 2023. While you weren't watching, esports competitions with multimillion-dollar prizes became a thing. Some now pay prizes bigger than the world's premiere golf tournament, The Masters.

Yet if we look at this burgeoning market, we notice something is obviously missing.

In the legacy sports business, there are huge secondary markets that are built on reliving great sporting moments of the past. This includes large markets for sporting memorabilia and collectibles, with the latter having been valued at \$140 billion a year in annual revenues.

This traditional sector is undergoing a blockchain modernization of its own. NBA Top Shot has reported headline-breaking revenues that exceeded \$230 million in the span of a few months. They helped value this single company at over \$2 billion.

But so far, nothing like this exists for the esports industry—yet.

It may be that this is all still very new, and things have just been moving and changing too fast. Maybe we have been missing the right kind of legal infrastructure. Big sporting brands use sublicensing to leverage and remonetize their IP without losing or diluting their claims to the underlying property.

We haven't had a blockchain copy of this kind of structure—until very recently.

That tech now does exist. And IKONIC stands to be first in line to put it to good use!

There are no more excuses to stop us from the success of NBA Top Shot in the esports market. We will help the highest profile contests use the power of blockchain technology to multiply their revenues and reach new audiences.

# THE BLOCKCHAIN GAMING OPPORTUNITY

Gaming is at the start of another paradigm shift.

Large virtual game economies with millions of dollars in annual GDP have been with us for quite some time now. Famous examples include EVE Online, World of Warcraft, and Second Life.

Until now, though, the economic value from time played in these games and the trading taking place within their internal markets has mostly stayed locked inside each of their distinctive universes.

Blockchain games break these boundaries.

Users are free to own in-game currencies and game assets that are represented as blockchain tokens. And users are free to move the tokens around and exchange them with each other as they wish.

This incredible development means that these various valuable assets are now also convertible for financial value outside of their native games.

When you then add in the fact that blockchain businesses have lower overheads and don't need to pay a dividend to shareholders, this means that more value stays inside of these games.

As a result, more value can be distributed to a larger number of everyday gamers and can also be concentrated into some spectacular prizes. Players can now play to earn.

The new opportunities created by blockchain-based marketplaces also present entirely new revenue models to support game developers and creative new games. Imaginative creators also can reap benefits from this blockchain-facilitated exchange that no longer requires armies of intermediaries.

This trend is only just beginning, so we don't have too many examples to point to. Nevertheless, the precedent set by Axie Infinity is striking.

In 2021, we saw stories of individuals with modest incomes in the Philippines using this video game to generate income and feed their families after the economic fallout from COVID-19. One fortunate individual even managed to buy two houses with his winnings.

We haven't even begun to understand the economic potential that lies in wait. But IKONIC will be there to play its part in creating more incredible stories like these and to help its community prosper from this incredible economic change.



# THE 6 WAYS IKONIC WILL CREATE VALUE

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Now that we understand the enormous growth potential of these to gaming trends, let's turn to look at how IKONIC creates value from them. We plan to do so in six ways:



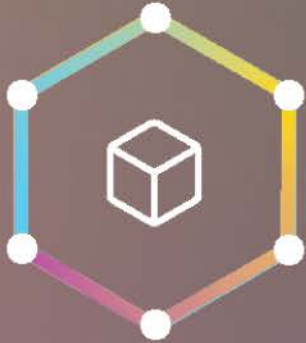
## GAME CLIPS TO NFTS IN SECONDS

IKONIC will offer users a seamless video clip to NFT minting experience. The platform will also make it easy and fun to add simple edits and flourishes to video content, like the unique templates and filters we've come to enjoy on Instagram and TikTok.

The platform will be fun and accessible for everyone. The vision is to develop a mass-market-friendly platform that every gamer—amateur and pro—can use to mint and share gaming moments with friends and fans.

Easy-to-manage royalty and sublicensing rights will be available to users within the platform, allowing them to be in control of their content and easily manage and generate revenue.





## IKONIC'S NFT MARKETPLACE

IKONIC will come with its own fully developed, built-in marketplace.

The initial design will be focused on game-clip NFTs. This makes it easy for users to unlock monetary value directly out of their own recorded gameplay experiences.

Once IKONIC progresses into advanced development, the existing marketplace infrastructure and its community become the foundation for a broader marketplace for game-linked digital assets. This expanded marketplace, in turn, supports IKONIC's gaming as a service launchpad concepts, which we describe below.



## SHOWING OFF YOUR NFTS

Have you ever been inside the homes of serious collectors? Their trophy walls are truly impressive! IKONIC is finally going to bring this experience to the digital NFT realm.

Owning NFTs on IKONIC—both the video clips and in-game assets—will feel like something tangible, interactive, and social, making them much more engaging and valuable to hold than other NFT alternatives.



## PREMIERE ESPORTS PARTNERSHIPS

IKONIC is going to give the top esports teams and events extraordinary opportunities to connect with their fans and grow their popularity.

These partners will benefit from IKONIC's large, inclusive, and engaged user base, a strong marketplace, and social experiences built around celebrating amazing video gaming moments.

They will also be able to make use of sublicensing features in IKONIC's NFT templates to generate new and exciting ways to create revenue and fan engagement.

The world will see more amazing gaming creations when game developers can trust that they have a large player base to share them with.



## GAMING AS A SERVICE

IKONIC will make that happen with the help of a new business model: gaming as a service.

The idea takes inspiration from Netflix. It will offer IKONIC's community the opportunity to access a large library of exciting titles, all for a monthly subscription fee.



## LAUNCHPAD FOR INDIE GAMES

Gaming as a service will bring newly finished games to our community. But IKONIC has ambitions to go further! We will also set up our own native launchpad to fund and jump-start the next games that are going to shake up the space.

What's more, this service will use the full potential of blockchain tech to help the community choose the best projects and raise funds for them. IKONIC's community gets the chance to be part of pathbreaking new projects and receive valuable and exclusive thank-yous from them in return.



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Each business area offers a substantial opportunity in its own right. But the IKONIC team understands that these activities can all be mutually reinforcing and add up to more than the sum of their parts.

When brought together, what emerges is a one-stop ecosystem that facilitates rich and multifaceted monetization opportunities for content creation, in-game assets, and blockchain game development.

The ecosystem effects multiply the value creation opportunities for professional developers, content creators, and casual fans alike.

Consider the following example.

Launchpad-funded games can get to a flying start knowing that they already have IKONIC's marketplace in which to sell in-game assets. But, in addition to that, they can also leverage IKONIC's mint-to-market NFT service to run promotional campaigns that reward people who capture the most exciting video clips of the new game.

The only value segment from which IKONIC will not generate revenue is the NFT displays. That's because this service is likely to be of greatest value when it can be accessed by everyone, for free. That allows it to be leveraged for marketing value and creates a low-friction on-ramp for bringing new users into the IKONIC ecosystem.



# WHERE TO BEGIN?

We've seen there are a lot of great business opportunities for IKONIC to claim.

But since gaming is the common factor behind these ventures, once a community has been built up for one venture, the users' passion for gaming becomes a key asset that helps the IKONIC team build out the next venture more quickly. As things stand, the IKONIC team

already has key pieces needed to bring the first four items on that list to life.

## IKONIC'S CLIP-TO-NFT PLATFORM

The keystone supporting the first four ventures is a pathbreaking product: an app that allows you to mint video gaming clips into NFTs.

The keystone supporting the first four ventures is a pathbreaking product: an app that allows you to mint video gaming clips into NFTs.

You can watch the demo of it in use [here](#). It shows off how the app already has seamless integration that allows players to mint these NFTs straight from their hardware consoles!

There is no competitor on the market for this concept, and IKONIC is ready to claim its first mover advantage.

The app demo shows how usable it is for the everyday gamer, but the technology behind it can absolutely be of service to pro game streamers as well.

This core product, and the community around it, will certainly be of strong interest to esports teams and events companies as well. But as we shall see, blockchain technology will enable them to generate even more revenue streams from their properties than they may have dared to think was possible.



## A TRUSTLESS IP SUBLICENSING SOLUTION

We discussed earlier how we have yet to see a rich secondary market develop around esports memorabilia using blockchain assets. One reason for this is that we had been unable to recreate the useful properties of legal sublicensing arrangements purely using blockchain mechanics.

But now, we do have a way of reproducing these kinds of controls with smart-contract technology. IKONIC understands the full commercial implications of this and wants to build these mechanics into its standardized NFT templates. These will be ready to be used by these large commercial properties and everyday users alike.

To understand how these mechanics work, we need to get into some technical detail.

A paper recently published by the great team at Ocean Protocol tells us how we bring sublicensing to the blockchain without having to build anything new.

All we have to do is link two

components that already sit inside our existing tool chest, the ERC-20 and ERC-721 Ethereum token standards.

Recall that the ERC-20 standard defines the majority of tradeable tokens on the Ethereum network. This is a fungible standard that is able to interact with all the cutting-edge contracts and protocols on Ethereum, including decentralized exchanges and automated market makers (AMMs).

The ERC-721 standard, on the other hand, defines a non-fungible token (NFT) and is the dominant choice being used for Ethereum NFTs.

Each standard represents a piece that completes the puzzle of how to sublicense in blockchain.

**ERC-721**



Each standard represents a piece that completes the puzzle of how to sublicense in blockchain.

First, the NFT standard is used to define a claim to the IP held by the licensor. That NFT can be traded and still comes with the standard options that allow original creators to receive lifetime royalties on all future sales of this NFT (using EIP-2981).

Taken by itself, however, this IP claim has limitations on how it can be transformed into liquid value.

The only options available are selling the NFT as a whole by auction or fractionalizing the ownership claim through a series of auctions. If the owner chooses to fractionalize, they dilute their claim to the original IP. Fractionalization also has limitations as a liquidation instrument because the new owners of the fractions sold are unable to trade them on ordinary token exchanges, contrary to what you might think.

These problems can be removed with the establishment of sublicensing rights, which we can reproduce by bringing in the ERC-20 token standard.

What you need to do is code the ERC-20 token so that its mint function can only be used by the Ethereum address that holds the IP-linked NFT. This logical structure places control of the rights to mint sublicensing ERC-20 tokens exclusively in the hands of the IP owner.

The immense flexibility of the ERC-20 token now comes into play. It presents vast possibilities to define what these sublicensee rights are, and how they relate to the underlying IP, in ways that we have never seen before in the physical world.

Once the IP owner makes clear what those privileges are, they can offer to sell them to buyers with a sublicense token offering. These can be sold on standard decentralized exchanges, thanks to the ERC-20 standard, and they can be traded with other ERC-20 tokens as normal.

These offerings yield price discovery insights that can also help inform strategy for future sublicensing offerings.

IP owners would need to take action to avoid concerns that offerings don't erode the sublicense token's tradeable value. But there are plenty of convenient and established practices that can do this credibly. They include making sublicensed access or privileges time limited; making rights conditional on the sublicense token being staked in a wallet; or perhaps, making them conditional on being burned altogether.

As we can see, the flexibility of the ERC-20 token allows for vast possibilities, and the full potential of this new construct is probably yet to be fully understood.

IKONIC is excited to be poised to lead this discovery at the cutting edge and will use it to engineer innovative rights and experiences to drive new value creation for the esports community.

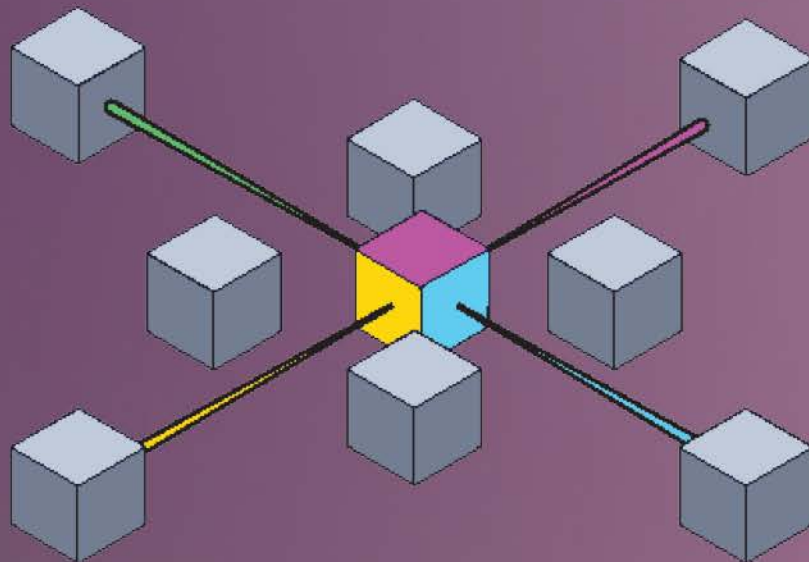


# THE IKONIC NETWORK TOKEN

IKONIC is going to unlock a very large market with its core NFT product and service. And yet, a considerable upside would be missed out on if IKONIC's vision left it there.

Smart contract technology doesn't just allow us to create sublicensing rights, it also gives us ways to drive engagement on the platform in ways that are meaningful to our gaming-passionate community.

We'll begin with a look at the rewards we are going to have ready at launch, then move on to a broader exploration of other reward designs we have in planning, and examine how they integrate with the natural community building that we want to foster on IKONIC.

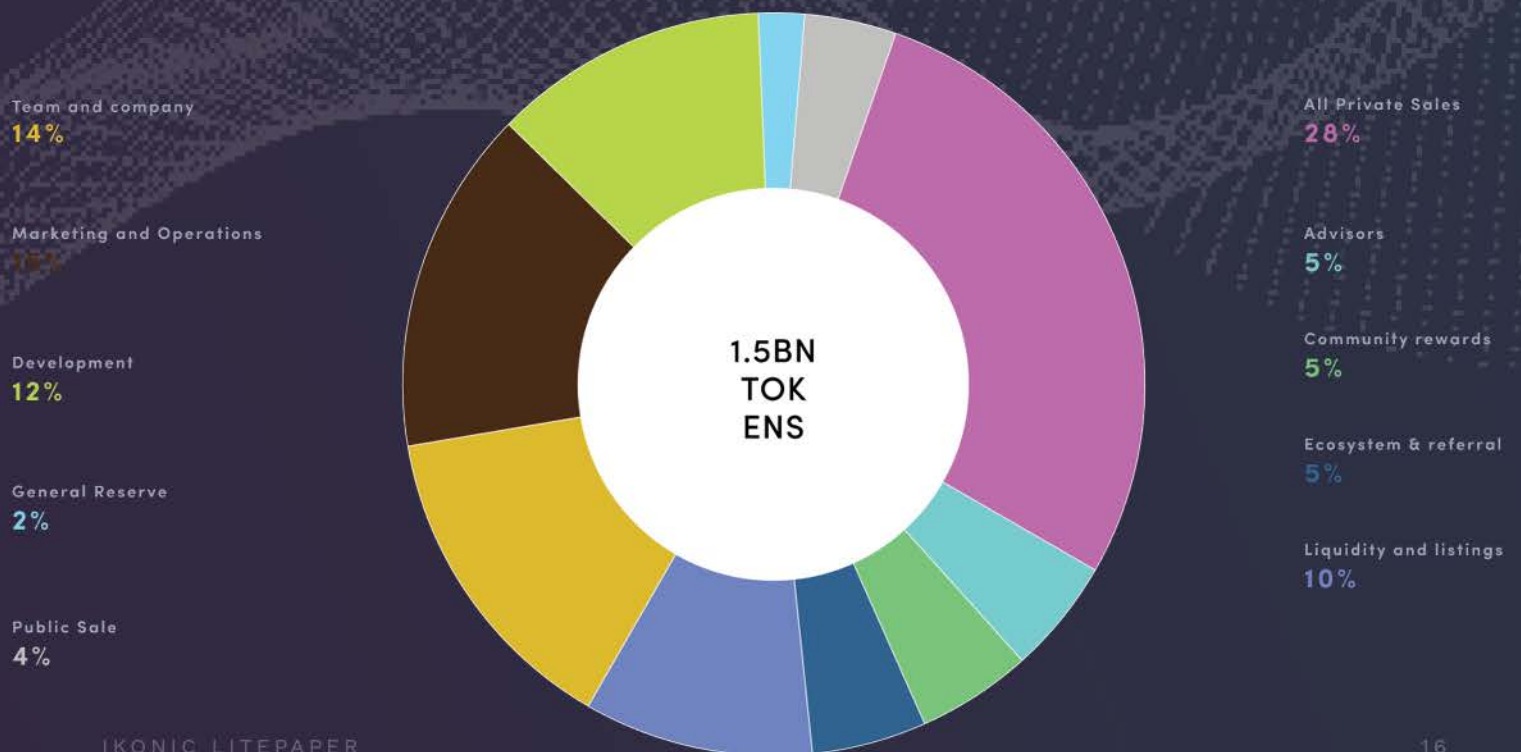


## THE IKONIC TOKEN

The IKONIC token is used to reward participants and unlock features on the platform.

Token name:	<b>IKONIC</b>
Total supply:	<b>1,500,000,000</b>
Hard cap:	<b>\$4,500,000</b>
Seed sale:	<b>\$500,000</b>
Strategic sale:	<b>\$950,000</b>
Private sale:	<b>\$1,800,000</b>
Public sale:	<b>\$1,250,000</b>
Initial market cap:	<b>\$900,000</b>
Initial circulating supply:	<b>\$43,903,361</b>
Total diluted market cap:	<b>\$30,000,000</b>

## TOKEN ALLOCATIONS





# TOKEN EMISSIONS SCHEDULE

Seed	<b>2 months lock, vests daily over 22 months beginning day 61 after listing (approx. 5% per month)</b>
Strategic	<b>5% unlocked at listing, 95% vests daily over 18 months beginning day 1 after listing (approx. 5% per month)</b>
Private	<b>10% unlocked at listing, 90% vests daily over 12 months beginning day 1 after listing (approx. 8% per month)</b>
Public	<b>20% unlocked at listing, 80% vests daily over 3 months beginning day 1 after listing (approx. 27% per month)</b>
Advisors	<b>Vests daily over 30 months, beginning day 181 after listing (approx. 3% per month)</b>
Team & Company	<b>Vests daily over 36 months, beginning day 361 after listing (approx. 3% per month)</b>
Ecosystem & Referrals	<b>Vests daily over 35 months, beginning day 31 after listing (approx. 3% per month)</b>
Development	<b>6% unlocked 1-2 weeks after TGE to be fully disbursed within 30 days, 94% vests daily over 24 months beginning day 181 after listing (approx. 4% per month)</b>
Marketing & Operations	<b>3% unlocked at listing, 97% vests daily over 45 months beginning day 91 after listing (approx. 3% per month)</b>
Liquidity & Listings	<b>20% unlocked at listing, 80% vests daily over 16 months beginning day 1 after listing</b>
Community Rewards	<b>Emissions set by uptake of reward promotions on network</b>
General Reserve	<b>Vests daily over 48 months, beginning day 361 after listing (approx. 2% per month)</b>

## REWARDS AT LAUNCH

This paper isn't just dealing in hypotheticals. We already have a detailed draft of the first set of community rewards with which we are going to launch with.

These promotions specifically focus on the exclusive NFT opportunities that are going to be created from IKONIC's partnerships with the biggest and most exciting esports brands.

In this use case, \$IKONIC functions as a loyalty membership point which embeds a license granting active participants exclusive access to selected products or services. Users will be classified into different loyalty tiers based on the amount of

\$IKONIC held and their user activity. The premium membership tiers would allow users to get greater access to the ecosystem features and more preferential terms. This could include entry to events, and improved chances or guarantees of receiving select NFT drops from acquiring packs or for participating in activities.

The three tiers are MYTH, LEGEND, and IKON. Each is described below:

### MYTH

Stake 10,000 **\$IKONIC**

- Pack Drop Multiplier
- Exclusive **MYTHIC** Rarity NFT Airdrops
- **MYTHIC** entry to IKONIC events
- Onetime LIMITED Edition **MYTHIC** VIP NFT (requires 1 year lockup)

### LEGEND

Stake 100,000 **\$IKONIC**

- Pack Drop Multiplier
- Exclusive **LEGENDARY** Rarity NFT Airdrops
- **LEGENDARY** entry to IKONIC events
- Onetime LIMITED Edition **LEGENDARY** VIP NFT (requires 1 year lockup)

### IKON

Stake 1,000,000 **\$IKONIC**

- Limited to 50 people at TGE (will grow as supply grows)
- Guaranteed Pack Drops
- Exclusive **IKON** Rarity NFT Airdrops
- **IKON** entry to IKONIC events
- Onetime LIMITED Edition **IKON** VIP NFT (requires 1 year lockup)

## DEFI REWARDS

Let's now look at some other reward designs.

Many of the reward designs find inspiration from DeFi-style mechanisms that have been tried and tested by many successful blockchain ventures. You should find them familiar:



### DISCOUNTS/BONUSES

The IKONIC token will enable users to access fee reductions and preferential bonuses on the various transactions offered on the platform.

For example, utilizing IKONIC token for payments would entitle the user to enjoy a fee discount.



### PARTICIPATION REWARDS

\$IKONIC provides the economic incentives which will be distributed to encourage users to make efforts to participate in the ecosystem on IKONIC.

This creates a mutually beneficial system where every participant is fairly compensated for their efforts.

Given that additional \$IKONIC will be awarded to a user based only on its actual usage, activity and efforts made on IKONIC and/or proportionate to the frequency and volume of transactions, users of IKONIC and/or holders of \$IKONIC which did not actively participate will not receive any \$IKONIC incentives.





## IKONIC TOKEN REWARDS FOR SALE ACTIVITIES

The platform would encourage beneficial platform activities such as selling NFTs or sublicense tokens on the platform.

These sellers will be eligible to receive \$IKONIC token rewards exclusively reserved for this kind of contribution.

This acknowledges the value that sellers are bringing to the platform by creating and sustaining this community, with all the network effects that come with that.





## SOCIAL EXPERIENCE

These are the token utilities which we are most excited about, because they give us the chance to really bond with our community and help people connect and support each other.

We can shape incentives and interactions so that they align with those of our community, and create value they recognize on their own terms.

To plan this out, it will help us to think about the profiles of typical groups of users that are going to be found on the IKONIC platform.

To begin, we can look at two distinct groups: people who create NFTs, and people who collect and enjoy them.

(Of course, they can switch places on different occasions.)

We can create token utilities that make the way these two groups interact more exciting.

Initially, we're looking at the opportunity to give content creators new ways to monetize their talents and to receive and build recognition (whether they are a corporate brand, a pro player, or an emerging talent).





## CREATOR POOLS

These allow the pool owner (a creator such as a company or individual) to engage into direct funding arrangements with their supporters.

Fans will stake IKONIC in return for rewards that are provided by the pool owner. These are going to be much more bespoke and unique than generic staking rewards. The Ikonic platform then pays the owner a IKONIC-APY in proportion to the IKONIC staked by fans to encourage creators to establish such pools.

This device created a beneficial relationship that can support the owner's ongoing content creation, and which also allows them to build a closer and more personal relationship with their fans.



## THE IKONIC-STARS LOTTERY

This contest will enable rival teams of fans to pitch against each other, support their favorite content creators to bring their best NFTs into the spotlight, and earn rewards when they win.

Entry into the creator's IKONIC platform lottery will require users to stake IKONIC tokens to demonstrate support for their favorite creators in the competition. This is done with the knowledge that a minor portion of their stake will be taken to fund the lottery's prize pool for the most popular creators.

When the winning creator has been decided, the fans retrieve their original IKONIC tokens less the contribution made to the prize pool, and for winning creators, the prize pool tokens get distributed to their loyal supporters in proportion to their stakes.

The creators of the winning NFTs get their achievement recorded on a leadership board and their NFTs prominently displayed in an exclusive trophy display promoted on the IKONIC platform, and may be able to participate in exclusive deals with the platform.

All of this helps increase exposure and the prominence of the creators' brands.

# ROAD MAP

## COMPLETE

### 2021 Q1

**Jan 2021** - idea inception

**Feb 2021** - recruiting team and initial platform architecture and functionality design

**May 2021** - smart contract development started

**June 2021** - blockchain alpha released initial testing

**June 2021** - rebranding

**August 2021** - Ikonic.gg site

### MVP

Smart Contract Audit

Platform development

- Audited & Secured Smart Contracts
- WalletConnect and MetaMask connectivity
- XBOX Native Integration
- 3D NFT Support and Templates 1.0
- NFT Minting
- NFT Gallery & Marketplace
- Customizable User Profile
- IFPS Data Storage for all NFTs
- NFT Trophy Room

### 2022 Q1

Platform Native token and USDT support on Ethereum, Polygon and Binance

#### **Ikonic token launch on BSC**

Token Burning

ERC-2981 NFT Royalty Standard

Configurable service fees

Video Editor and Templates for State of the Art NFT Creation

### 2022 Q2

Ikonic TGE

Ikonic Platform Launch

Gamification of IKONIC

Environment for

Improved UX (Badges, NFTs & Status)

Leaderboard - See Who's the Most IKONIC Of All Users

Season 1 Contests Introduced

Begin Metaverse development

Esports Hall of Fame Gallery

- Live esports
- Gaming
- eCommerce
- Real Estate sales



# ROAD MAP



## 2022 Q3

Building bridges: ERC-BSC and BSC-Polygon  
Investigate Cross-chain/Cross-layer asset transfer  
Batch Minting  
Auction/Make an Offer  
Analytics - NFT Transaction & Performance History  
Initial edition: Indie Game  
Hackathon/Incubator  
IKONIC Collection Pack Drop 1.0 w/ one-of-a-kind esports Moments & Stars  
Begin multi-player game design  
3rd party KYC attestation (Platform & Metaverse)

## 2022 Q4

Launch Metaverse v1.0  
Easy Access  
Buy \$IKONIC Token, NFTs & Gear w/ Fiat (Fiat Converted to \$IKONIC Token)  
\$Ikonic Staking  
IKONIC Collection Pack Drop 2.0

## 2023 Q1

IKONIC Goes Mobile (Android)  
Ikonic DAO  
Second edition: Indie Game  
Hackathon/Incubator  
Gaming Team Feature Released  
IKONIC Collection Pack Drop 3.0

## 2023 Q2

IKONIC Goes Mobile (iOS)  
Launch Metaverse v2.0  
Selection of fiat on-ramp provider  
IKONIC Collection Pack Drop 4.0

## 2023 Q3

Third edition: Indie Game  
Hackathon/Incubator  
SaaS Game Access Offering (Pay to Play Indie Games for Low Monthly Fee or via Staking)  
IKONIC Collection Pack Drop 5.0

## 2023 Q4

IKONIC Collection Pack Drop 6.0



## FUTURE EVOLUTIONS

IKONIC is not hosting any actual esports or livestreaming events on its platform.

IKONIC is not hosting any actual esports or livestreaming events on its platform.

IKONIC provides the esports community a way to generate rewards and form a closer relationship with their audience using NFTs that capture their finest moments. In that sense, NFTs are always pointing to events that occur somewhere else. This presents interesting opportunities.

Imagine having a special vehicle to track the performance of your

supported professional esports team over a season?

Or perhaps one that tracks the view or follower count of an emerging influencer?

Using oracle technology, we can automatically drive smart contract behavior using off-chain data.

This would make designs like those mentioned a real possibility, delivering them in the trustworthy, secure, and low-cost way afforded by blockchain technology—and creating experiences of value to IKONIC's community.

## GAMING AS A SERVICE AND LAUNCHPAD

Once IKONIC progresses to launching its gaming as a service platform and the indie launchpad, the number of possible utilities for IKONIC grows astronomically.

Primary sales of supported game assets can be bought at discounted prices with the IKONIC token; it can be used to create points multiplier in games or create exclusive and reward-unlock combinations that are personalized on the individuals' NFT

holdings.

There is simply no shortage of opportunities to create use and demand from the IKONIC token once we get to this stage!

# THE IKONIC TEAM'S MARKETING TALENT & EXPERTISE

Gaming is a complete, multisensory experience that's designed to elicit strong emotions and excitement.

These esports spectacles are not dull experiences, and the video games they showcase are definitely not either.

It's absolutely correct and appropriate that this exciting design ethos finds its way into IKONIC's very DNA, and that strong continuity is established between the video gaming and esports experience and the digital realms IKONIC is going to create.

This is not an easy task, and requires expert marketing and design talent to execute. IKONIC is more than prepared to take this on.

As a Master Ventures incubation project, IKONIC is able to draw

upon the full creative and marketing resources behind the teams that brought you PAID Network's Ignition and Apollo-X—the same team who also laid the marketing foundation for the strong-performing IDOs of Splyt, Blind Boxes, and AIOZ.

These successful projects proved the team's capacity for community building and engagement, and their ability to design engaging platforms that speak to the digital generation.

They understand that they are not creating a product, but an experience, with many members being avid gamers with a personal understanding of these worlds themselves.

