IAMX
OWN YOUR IDENTITY

Own your identity

Investor proposal

Spring 2022

Welcome to the IAMX family

Dear Investor,
We are facing a dawn of change. Web3 is upon us, inviting us to pioneer a new virtual world of decentralization, individual empowerment, and the ever-critical need to own our identities.

IAMX will not only ride the wave of this new movement, but will help shape and define it. We aim to be the first and most secure provider of Self-Sovereign Identity (SSI) on the blockchain that also incentivizes consumer behavior through revenue sharing.

We invite and welcome you to be part of this revolution as a member of the IAMX investor family. In this deck, you'll better understand our vision, purpose, plans, and how your investment will benefit the project and maximize your return.

As you review the pages in this deck, we hope you will feel the excitement and promise the future will bring us all. The question is not whether this new world will happen, but what role will each of us will play in it. Please join us, so we can define the future together.

Warm regards,

Tim Heidfeld   Tim Brückmann

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Disclaimer

This document has been prepared and issued by IAMX AG. Purchasing crypto assets involves a high degree of risk. You should be capable of evaluating the merits and risks of the investment and be able to bear the economic risk of losing your entire investment.

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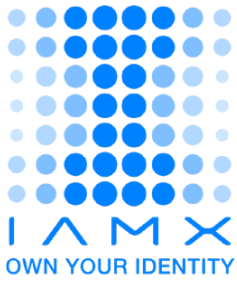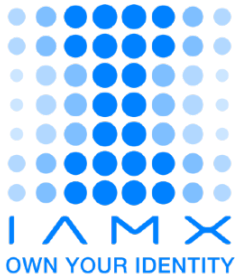
🧐

Index

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Own your identity

An opportunity to realize the shift of identification power from centralized entities to the individual.

Ecosystem

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Identity

Sovereign

Self

The

What is SSI?

Self-sovereign identity (SSI) is a model for managing digital identities in which an individual or business has sole ownership over - and control of - their personal data.

Individuals with self-sovereign identity can store their data to their devices (i.e. a digital or crypto wallet) and provide it for verification and transactions without the need to rely upon a central repository of data. With self-sovereign identity, users have complete control over how their personal information is kept and used.

The IAMX difference

IAMX improves upon the SSI model, by employing and adhering to the highest security standards, and by incentivizing and rewarding identity holders as they make and complete transactions with their digital identity.
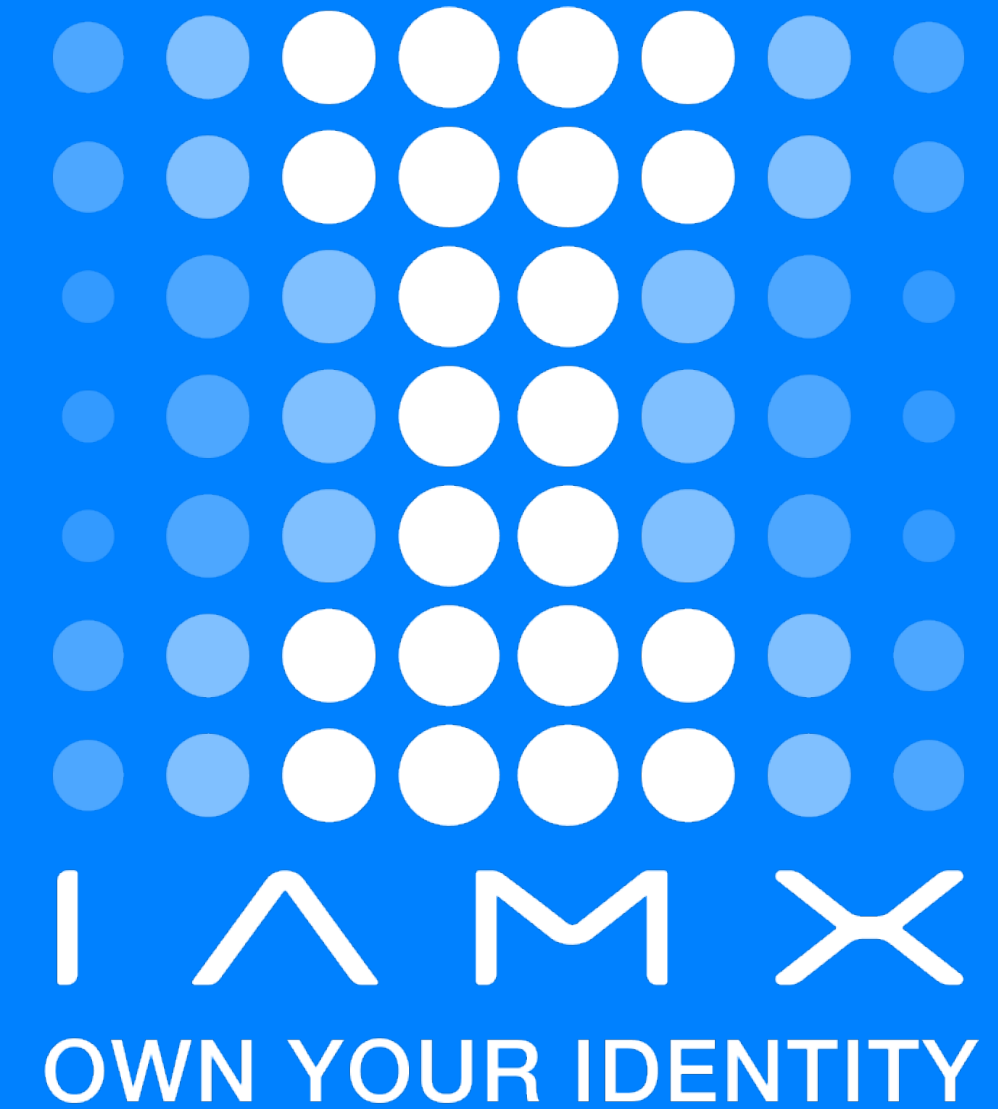
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We are the shift

The era of your identity serving as the product, controlled and capitalized by Big Corp is coming to an end.

The new dawn of decentralization is here.
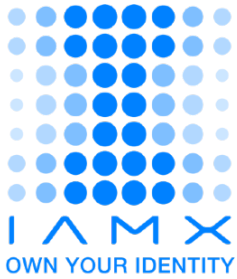
Transparency and individual sovereignty based on superior blockchain technology means you can take back control. You are a free agent, the protagonist of your identity, and the beneficiary of its value.

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With IAMX, you can move about the web seamlessly and securely as you move about the real world. **IAMX is your next-generation passport!**

Intro

Shaping the
Web3 revolution
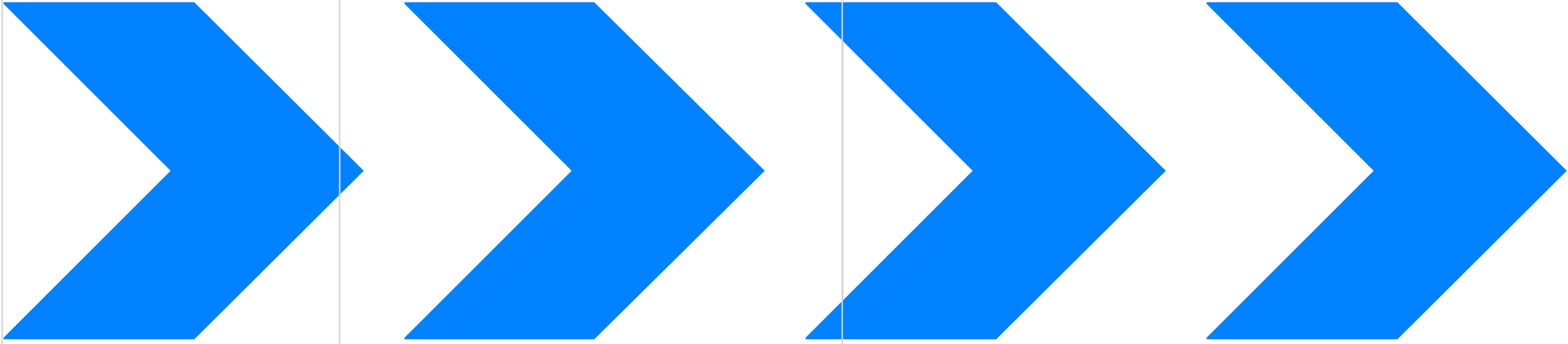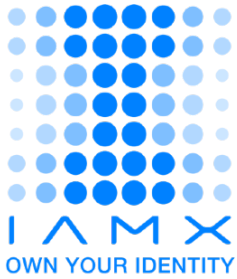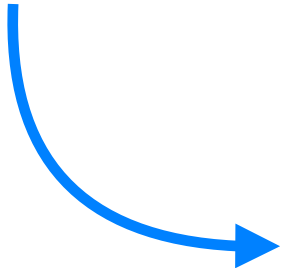
Sign in with Google

Sign in with Facebook

Sign in with Twitter

IAMX is at the forefront
of innovation, defining
identity management
within the Web3 revolution.

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Web 2.0
Write
• Centralized
• Company owned & controlled
• Completing forms
• KYC
• Payment

Web3
Fulfill
• Decentralized
• Consumer owned & controlled
• Identity authentication
• **1-click** forms
• **1-click** KYC

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Connect ID Wallet

Do you remember?

Web 1.0
Read only
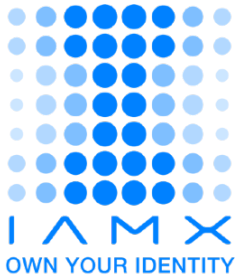
The problem

For individuals

The Internet makes life
easier for you. Yet, it also:

01

Commercializes your identity

The Internet sees you as a
product that can be sold.

02

Punishes individuals without an identity

1.4 billion people in the world do not have a
state-recognized identity. 50% of women in
developing nations have no identity. Without
an identity, a person is unable to make legal
binding contracts which are needed for
mobile subscriptions and banking.

03

Hoards the value of your identity

The Internet treats your identity as a
commodity, and refuses to share the
value of your own identity with you.

04

Promotes redundancy

You are constantly required to fill out or
register to buy a product or a service.

For businesses

The internet gives a business access
to global markets, but at the cost of:

01

The high price of onboarding

The cost of onboarding a new client with KYC is between
$10-$15 USD. Additionally, many potential customers abandon
lengthy KYC processes, resulting in a loss of potential revenue.

02

Potential fraud

Businesses that depend upon subscription-
based payments can experience significant
loss of revenue through identity fraud.

03

Costly data storage

Data protection and privacy regulations (such as
GDPR) make the storage of personal data a costly
hassle that most businesses choose to avoid.

😰

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The solution

For individuals

01
Benefit from the value of your identity

IAMX's unique SSI layer enables you to own your identity – and its value – by harvesting revenue and savings through offers and incentives within the IAMX ecosystem.

02
Give an identity to the unidentified

IAMX is installing and testing physical biometric identity terminals in areas of the world where the need is greatest. These terminals enable a person without an identity to register for and create a digital identity that is verified by a 3rd party state-trusted verifier.

03
Enjoy the simplicity and security of 1-click authentication
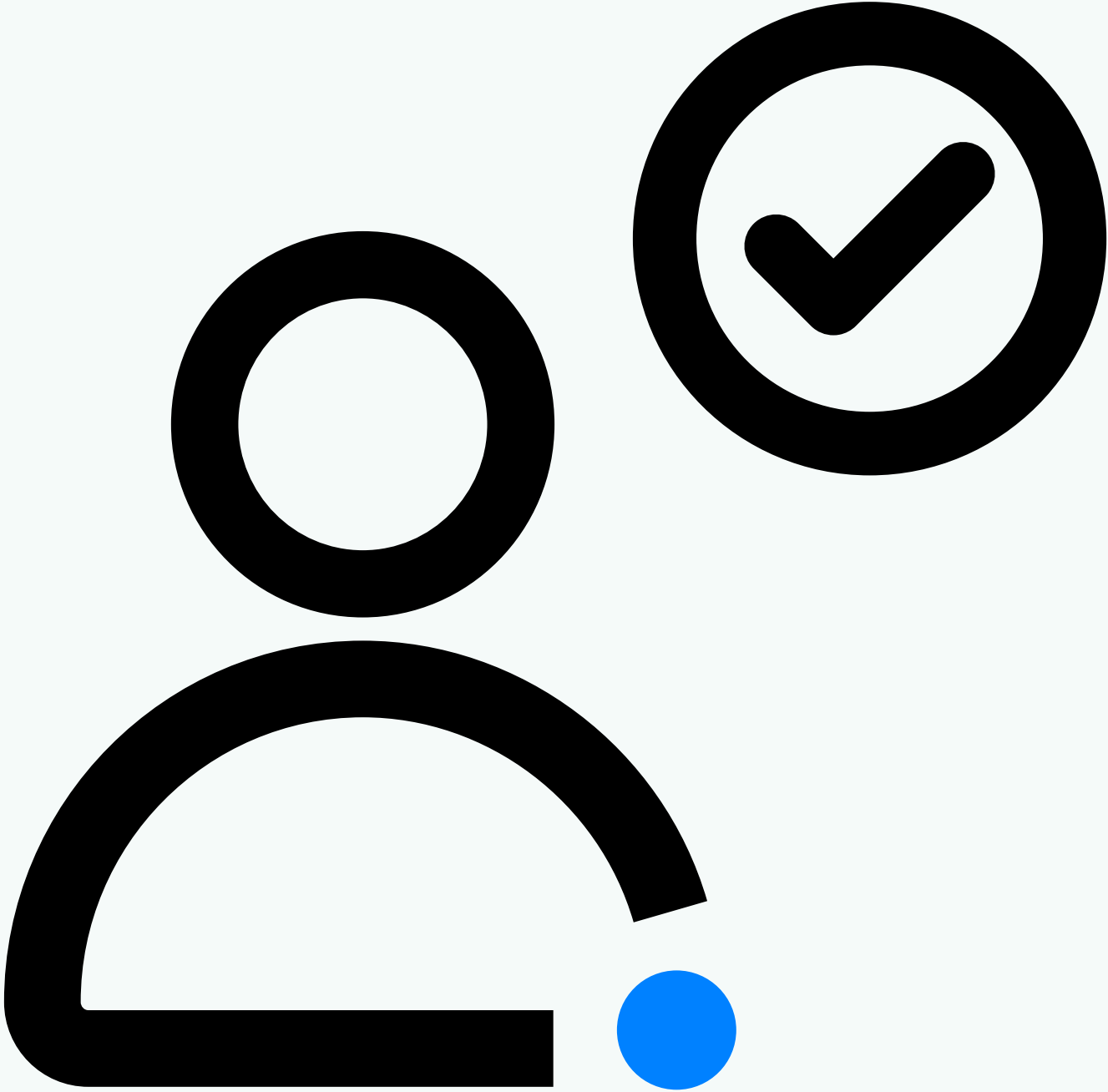
No more filling out forms every time you visit a new website. Just click the IAMX button and the required data is automatically and securely verified via Zero Knowledge Proof.

😌

For businesses

01
Cut onboarding costs

The cost of onboarding a new customer through the KYC process can be between $10-$15 USD. **IAMX eliminates these costs**, offering consumers the ability to **register and authenticate immediately.**

02
Prevent conversion breaks

IAMX significantly reduces the amount of drop-off (customers who start - but don't complete - the KYC and/or purchasing process) thanks to its simple **1-click solution** for transferring data.

03
Eliminate fraud

Fraud causes large losses for businesses relying upon subscription-based payments. IAMX is the solution to the fraud problem by making use of verifiable credential container sets.

04
Avoid costly data storage

GDPR and other similar measures are making storage of personal data **a costly hassle.** With IAMX, businesses no longer need to store personal identifiable information, as it is stored in the consumer's wallet.

What is IAMX?

IAMX is the **first** Self-Sovereign Identity (SSI) solution provider to **reward** identity holders, **incentivize** consumer activity, and comply with the **strictest security standards**.

What is SSI?

SSI is your digital identity that you own. Only you hold it, and only you decide who gets to "see" it and what of it they get to see.

How is SSI made viable?
SSI is made viable through three core technologies:
• Blockchain technology
• Verifiable credentials
• Decentralized identifiers (DID)

IAMX is interoperable with and accredited by W3C

W3C and IAMX are working together to ensure a comprehensive, yet efficient and scalable SSI solution to serve the entire world.

* The World Wide Web Consortium (W3C) is an international, not-for-profit organization that has been pioneering the development of internet technology since its founding in 1994. They are responsible for developing standards on everything from HTML5 to CSS2 and more.
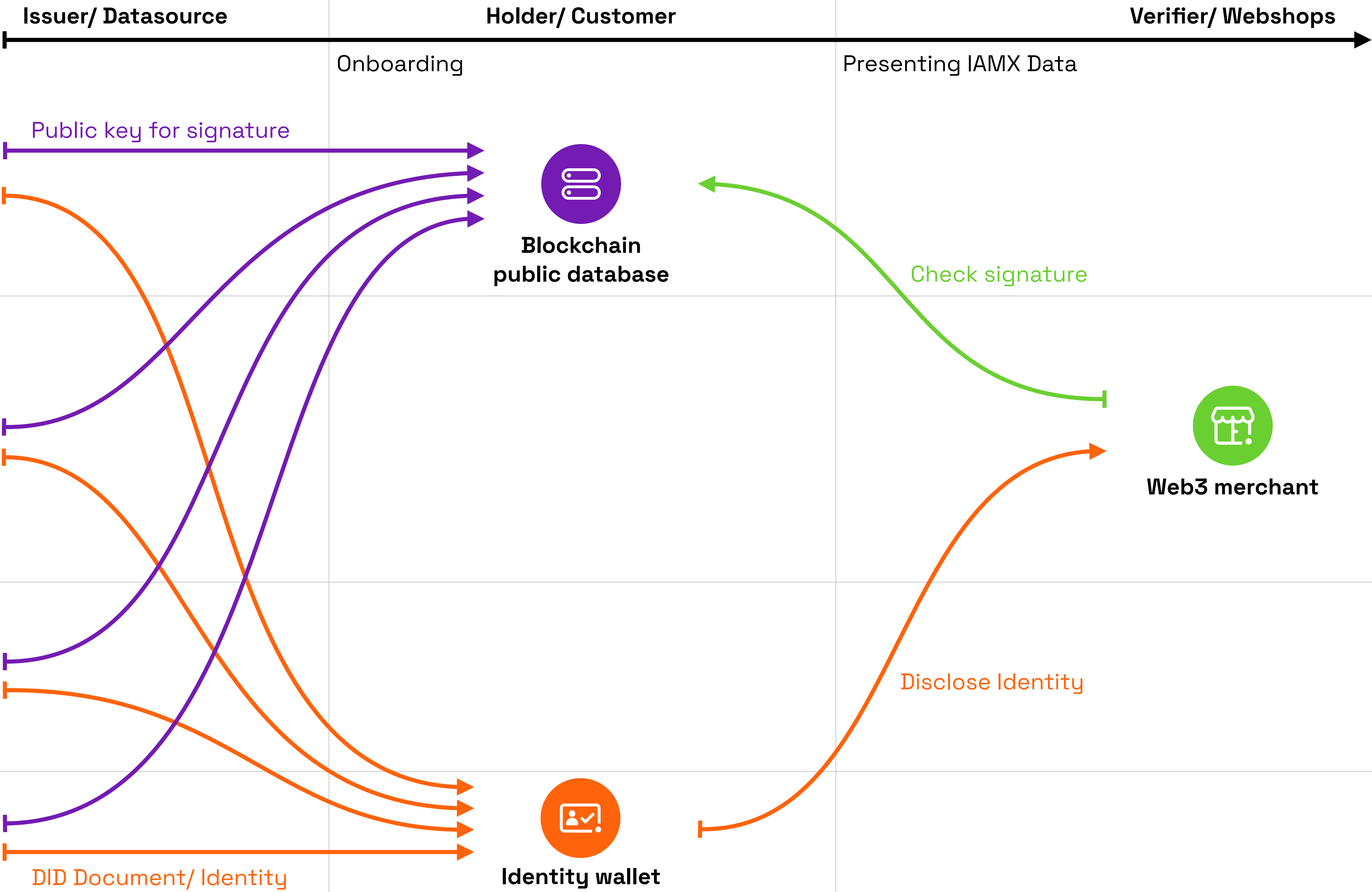
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**IAMX is adding the
identity layer to
the internet**

**IAMX is the world's first
web3 solution to:**

- Provide the most secure Self-Sovereign Identity (SSI)
- Utilize and manage pre-authenticated data
- Maximize interoperability through a true Inter-Chain solution with 43 Ledgers
- Be certified by W3C
- Reward identity holders with revenue generating opportunities

Establishing identities

Biometric Identity Gateway Terminals

IAMX has created multiple physical terminals designed to help individuals without an identity obtain one. Testing is currently underway in areas where the need is greatest. As testing continues and proves successful, additional terminals will be implemented.

These terminals allow users to:

- Create a biometric ID (face, iris, and fingerprint)
- Create a new wallet
- Modify an existing wallet, recover seed
- Edit an identity, including uploading certificates and licenses to their IAMX ID wallet

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Onboarding
users to IAMX

How will IAMX attract, gain, and maintain users? In addition to the highly secure method of storing your identity, individuals will want to use IAMX for financial reasons as well.

For example, businesses that rely upon authenticated users or consumers are partnering with IAMX to sell subscriptions to their services through the IAMX terminals and platform. Because of this affiliate model, IAMX becomes a marketplace, connecting services to consumers, offering discounts to consumers for subscribing through the IAMX platform.

IAMX is already partnering with several large **telecom** companies to sell telecom subscriptions through IAMX. The founders of IAMX has more than 20 years of experience in the mobile telecommunication industry.

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Onboarding users to IAMX

Issuer/ Datasource   **Holder/ Customer**   **Verifier/ Webshops**

Onboarding   Presenting IAMX Data

Customer self onboarding with pre-authenticated data

Public key for signature

Blockchain public database

Check signature

Onboarding with KYC provider

Web3 merchant

Customer self onboarding from IAMX Terminal

Disclose Identity

Customer self onboarding with RFID/NFC-enabled document

DID Document/ Identity

Identity wallet

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The IAMX ecosystem

& how it operates

The 1-click IAMX SSI solution operates within a larger IAMX ecosystem designed to create instant revenue streams benefiting all parties involved.

- **The IAMX-factor**

- **How IAMX works**

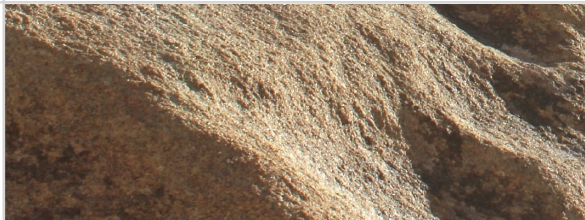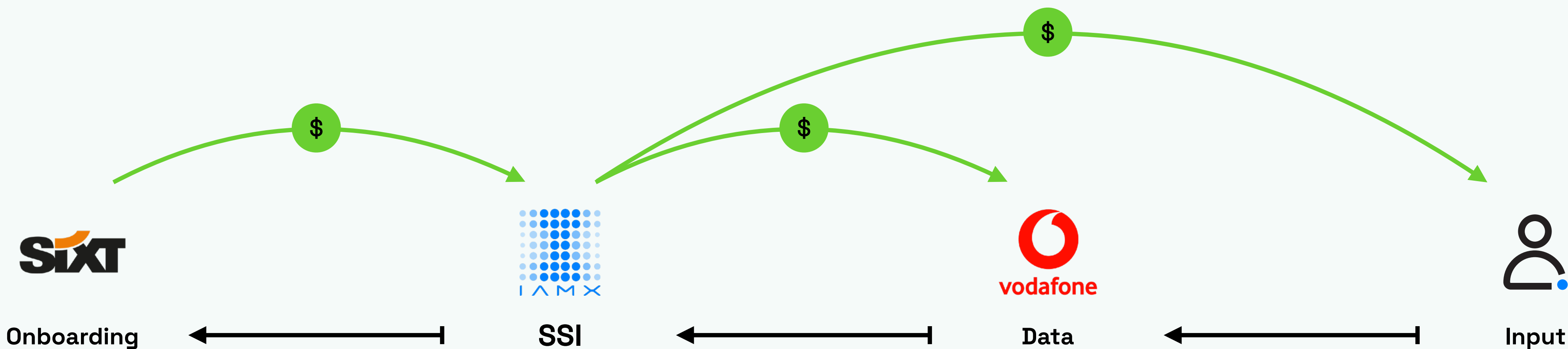- **The IAMX revenue model**

- **How all parties win within the IAMX**

The IAMX ecosystem

It's time to say goodbye to the era of Big Corp being the sole winner in eCommerce, profiting off you and your identity. The IAMX-factor means everyone wins.

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to win

you

for

time

It's

The IAMX-factor means you win by:
- Taking back the control of your identity
- Earning financial gains and savings
- Saving time

The IAMX-factor means business of all sizes win by:
- Acquiring and maintaining more customers
- Capturing increased revenue
- Maximizing savings through cost and fraud elimination

The IAMX ecosystem

How IAMX works

01
Verify your pre-authenticated data.

This includes government issued IDs, credit reports, and other personally identifying information (PII).

02
Store and manage your identity in your wallet.

IAMX enables you to include your pre-authenticated data and other data such as payment information in your favorite crypto wallet.

03
IAMX stores your wallet address on the blockchain.

With your wallet address on the blockchain, IAMX can reference (but not see) your identity for any transaction requiring your information.

04
Register or authenticate with a 1-click process.

Through the use of the IAMX Chrome extension or mobile app, you can register or authenticate on any website or app with a single click.

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Only YOU have access to - and control of - your data.

Click to view IAMX in action →

The IAMX ecosystem

The revenue model

IAMX rewards all parties interacting within the IAMX ecosystem through a revenue sharing model. This model is based on the Affiliate Marketing process.

What is Affiliate Marketing?

Affiliate Marketing is a sales model in which a company (merchant) pays a commission to others (publisher) to advertise their products to generate sales. Affiliate Marketing is responsible for €12 billion in eCommerce sales annually.

IAMX is adding a new layer to this established model through SSI by including a **verifier** to the already established trio of **publisher**, **merchant** and **customer**.

Merchant

Publisher

Merchant pays
fee to publisher

Publisher promotes
products or services

Verifier

Customer buys
product or takes
desired action
with merchant

Customer

Exemplified

The IAMX Ecosystem

Onboarding ← → SSI ← → Data ← → Input

The merchant's perspective:

Win

- Saves KYC onboarding costs
- Increases conversion rate by a factor of 2.5
- Eliminates fraud and the hassle of storing personal data
- Strongly increases ROI of marketing investments and customer acquisition

The SSI & publisher's perspective:

Win

- Creates revenue streams
- Increases IAMX token use and burn rate providing passive income for its private sale investors.

The verifier's perspective:

Win

- Creates commission based revenue streams every time SSI backed by the verifier's pre-authenticated data is used in the sales processes.
- Increase in profit and a competitive edge against competitors for offering customers a SSI solution.

The customer & holder's perspective:

Win

- Maintains control over identity
- Saves time and money with 1-click registrations and purchases
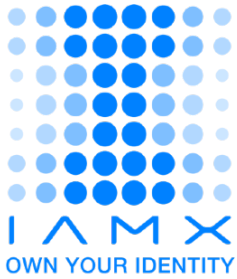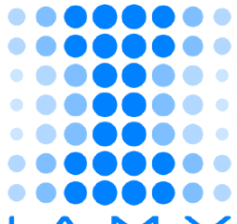- Trusts in the security of their identity

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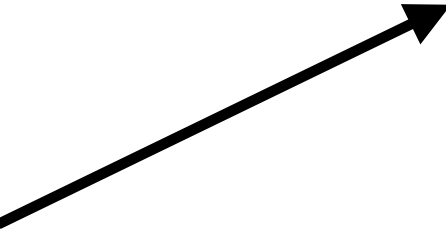
The IAMX opportunity

We are standing at a critical moment in time. Web3 is about to explode, beckoning us all to join the new world of metaverses, wallets, and full integration with the internet. The need for digital, secure, and decentralized verification has never been greater.

- **The IAMX-market**

- **The IAMX opportunity**

- **The IAMX reach and impact**

The IAMX opportunity

The IAMX market

Global eCommerce

$6.1 trillion will be spend through eCommerce worldwide, creating an increased need for **identity verification**.

$6.1T USD

Digital wallets shopping

4.4 billion global consumers will shop with a **digital wallet**, accounting for 52% of eCommerce.

$4.4B USD

Digital wallets payments

It's expected that over 1.6 billion global consumers will pay by digital wallets at the point of sale (POS), accounting for 30% of POS payments.
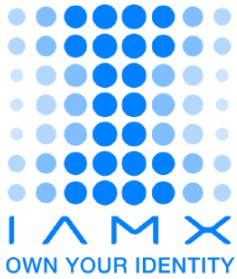
$1.6B USD

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2023

Source: Global Publications (2022), 2022 Commerce and Payment Trends Report

The IAMX opportunity

QR-Code payments

60% of merchants plan to accept QR-Code payments.

Digital wallets

60% of merchants will expand to accept digital wallets.

Payment methods

53% of merchants plan to expand payment methods requiring identity authentication.

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2022

60%

60%

53%

Reach / Impact

Out of 100 visits via paid online marketing:

Without IAMX

2% Conversion rate

02 Orders

60% KYC completion rate

13min Time invested by customer

With IAMX

5% Conversion rate

05 Orders

100% KYC completion rate

1sec Time invested by customer

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The IAMX token

The IAMX token is designed to reward early investors, multiplying their allotment by 12x, based on the Fibonacci replicator algorithm.

The utility of the IAMX token is to create and verify identities and to enable the 1-click fulfillment.
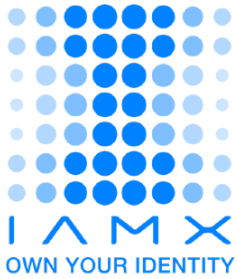
- **Token demographics**

- **Token distribution**

- **Fibonacci tokenomics**
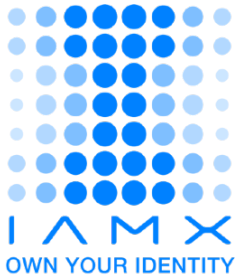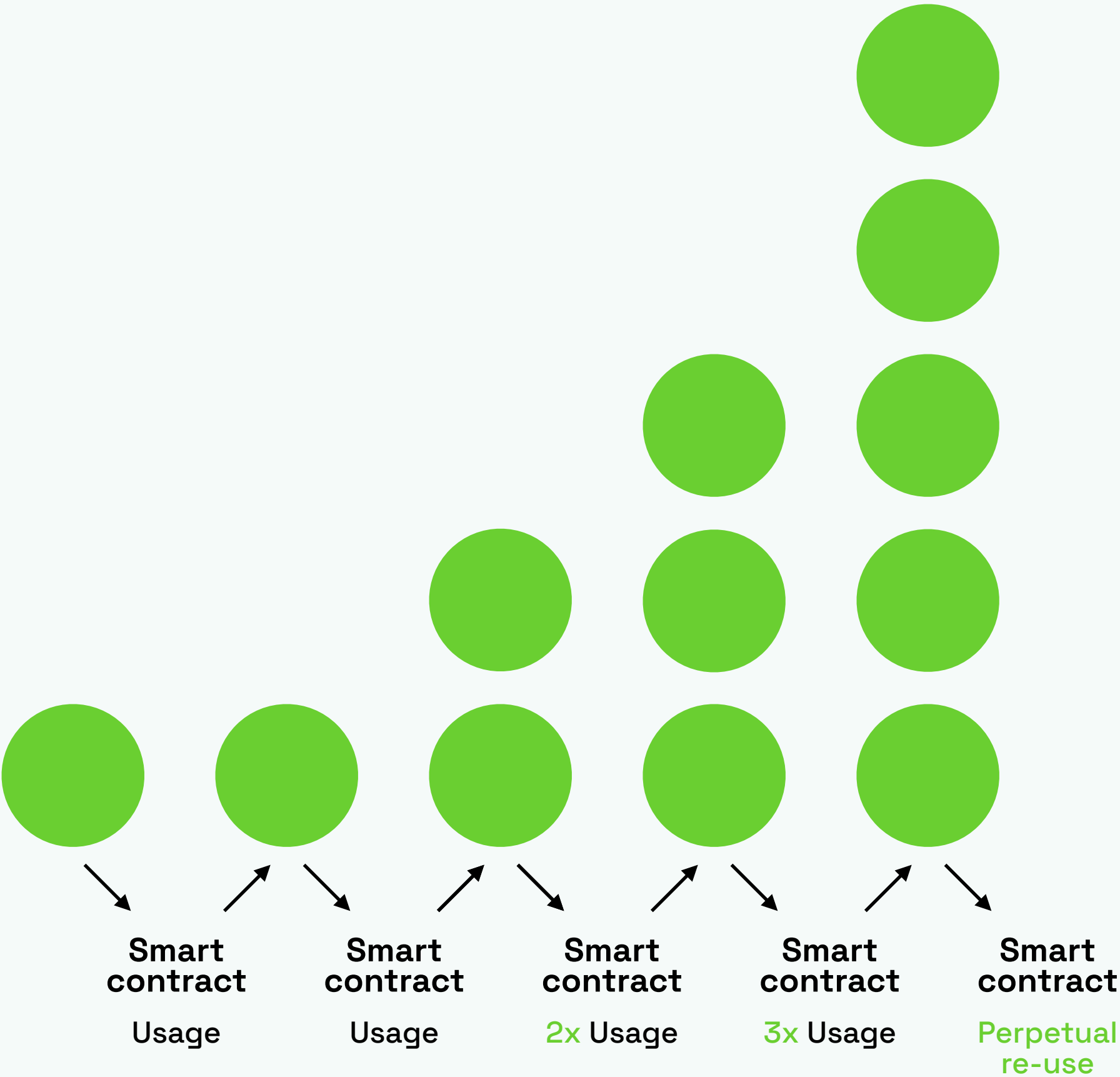
The IAMX token

Token demographics

Ticker
IAMX

Function

- Create identity

- Verify identity

- Enables 1-click fulfillment

Blockchain
Cardano

Maximum supply
2,75Bn

Token growth
Metrics, Fibonacci

Type
Utility token

Minted token
60m

Maximum float
13,75Bn

The IAMX token

Token distribution

Onboarding Usage	**Team**
2,200,000,000	75,000,000
Purchasers	**Marketing**
374,000,000	50,000,000
Community	**Innovation**
26,000,000	25,000,000
	Total
	2,750,000,000

Innovation
1%

Marketing
2%

Team
3%

Community
1%

Investors
14%
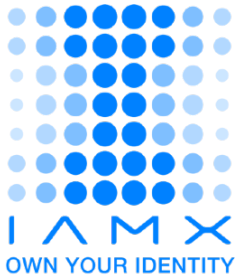
Usage
80%

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Token metrics & conditions

The IAMX token

Team

Amount: 75 million (3 %)
Condition: Performance and milestone achievements of IAMX Team members.

Usage

Amount: 2,2 billion (80 %)
Condition: 1 new customer = 1 new IAMX Token.
Example: Telecommunication onboards 10 million (m) new customers. 10 m IAMX Token are minted and transferred to the wallet receive address of the new customer to create IAMX identity.

Marketing

Amount: 50 million (2%)
Condition: Contribute to profitable customer acquisition.

Purchasers

Amount: 374 million (14%)
Condition: See slide 35 - IAMX Token Private Sale Phases.
Example: Purchaser pays €10.000 with a price of €0,40 per IAMX Token. Purchaser receives 25.000 IAMX Token with a linear vesting period of 25 months, meaning that 1.000 IAMX Token can be claimed monthly via the IAMX Delegation Center. Vesting is technically administered via the IAMX smart contract.

Community

Amount: 26 million (1%)
Condition: Delegate to IAMX Pool.

Innovation

Amount: 25 million (1%)
Condition: Contribute to development of further business areas and revenue streams.

😇

Fibonacci Tokenomics

The Fibonacci sequence was discovered by studying population growth. The Fibonacci numbers appear unexpectedly often in mathematics and in nature.

IAMX uses the Fibonacci sequence to:

- Ensure balance of supply and demand (trigger event = usage)
- Reward the first purchasers of the IAMX token (capitalist reward)

Smart contract
Usage

Smart contract
Usage

Smart contract
2x Usage

Smart contract
3x Usage

Smart contract
Perpetual re-use

IAMX leverages the „Darwinian quantity equation" in combination with the Fibonacci sequence to ensure the value and quantity of tokens achieve (and maintain) the right ratio for a healthy economy as a whole.

Fibonacci Tokenomics

IAMX token generation	Fibonacci sequence	Action	Benefit to first purchasers	Amt. (Bn)	Total (Bn)	Outcome
1	1	1 token generation 1 is used	Purchaser receives 1 additional token Generation 2	2.75	2.75	Burn
2	1	1 token generation 2 are used	Purchaser receives 2 additional token Generation 3	2.75	2.75	Burn
3	2	2 token generation 3 are used	Purchaser receives 3 additional token Generation 4	2.75	5.50	Burn
4	3	3 token generation 4 are used	Purchaser receives 5 additional token Generation 5	2.75	8.25	Burn
5	5	5 token generation 5 are used	No benefit	2.75	13.75	Live forever

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The token that keeps on giving

The IAMX Gen1 tokens are unique in that as you sell them and they're being used they generate more IAMX tokens back into your wallet that you can sell.

Imagine the IAMX Gen1 token as a seed.

You hold those seeds until the time is right for sowing (read selling) them in the IAMX Marketplace that is scheduled for Q2 2023 where they can be sown in fertile ground consisting of companies using the IAMX verification in their KYC processes. Your first harvest takes place when your token is used in a verification process generating first 1 more token, then as that is sold and used it generates 2 more, then 3 and then 5. This allows you to harvest 11 times more from that initial seed. **So it is truly the token that keeps on giving!**

1 IAMX Gen1 token = in total 12 IAMX tokens, all for you to sell or use.

👏

IAMX economists employ the Fibonacci sequence for sustained, strong token performance.

Fibonacci helps achieve market equilibrium (supply = demand)

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Market equilibrium is when the quantity of supply equals the quantity demanded by consumers. When market equilibrium is achieved, the token price is stable, reducing the volatility of the token. This quantity is referred to as the equilibrium quantity.
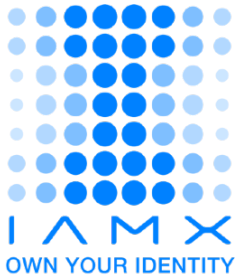
The IAMX investment
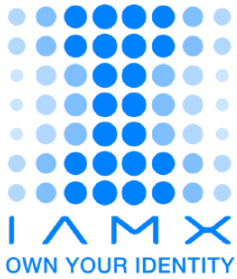
Experienced investors in the seed and pre-sales of a project are eager to purchase tokens at the lowest possible price. In addition to being rewarded with the lowest token prices, IAMX offers a significant benefit to investors by enabling first purchasers a maximum of 12x more tokens based on the Fibonacci replicator algorithm. This makes the strike-price in the private sale an even more attractive proposition.

Token sale strike pricing •

Seed / Private sale information •

Budget •

The IAMX investment

IAMX token private sale phase

	Phase 1	Phase 2a	Phase 2b	Phase 2c	Phase 3
Min. investment	**€ 200,000.00**	€ 150,000.00	€ 100,000.00	€ 50,000.00	€ 10,000.00
Strike price	**€ 0.12**	€ 0.20	€ 0.25	€ 0.30	€ 0.40
Raise	**€ 7,500,000.00**	€ 12,500,000.00	€ 20,000,000.00	€ 30,000,000.00	€ 30,000,000.00
# of tokens	**62,500,000.00**	62,500,000.00	80,000,000.00	100,000,000.00	75,000,000.00

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The IAMX investment

Seed / Private sale info

Token lock-up & vesting

	Delegators	Institutional / private / public	Team
Lock-up period	0 months	0 months	24 months
Vesting period	0 months	25 months	12 months
Accepted currencies	ADA	ADA, BTC, ETH, EUR	—
Eligibility	ISPO	Subject to KYC, KYB, AML	—
Token acquisition	IAMX Pool	Agreement	Agreement

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Use of proceeds

Development € 32,040,000 32.1%	Terminals € 18,750,000 18.8%
Operations € 17,890,000 17.9%	Marketing € 25,000,000 25%
Legal € 4,500,000 4.5%	Other € 1,820,000 1.8%

Other **2%**
Legal **5%**

Marketing **25%**

Development **32%**

Terminals **19%**

Operations **18%**

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The IAMX project

IAMX is managed by a team of seasoned industry leaders and executives who are committed to the long-term success of the project. The top leadership has carefully built a team of well-qualified and doxxed individuals to bring maximum success to the project and investor confidence.

- **Roadmap**

- **Team information**

- **Advisor information**

- **Partners**

- **Investor contact**

Roadmap

The IAMX project

		Telecom partners live	Business cases live	Biometric identity terminals live	Wallet	API	Innovations	Funding
2022	Q1-2	—	40	—	• IAMX identity wallet • Mobile & desktop	• Open SDK/API for 3rd party W3C DID method • DID:IAMX:ANYDID	• NFT identity • NFT properties	
	Q3-4	3	120	100	• Interoperable • Resolve 43 DID • Register 7 DID	• 3rd party plug-ins for standard solutions	• iOS app, Android app, marketplace	
2023	Q1-2	11	270	300	• Integration in 3rd party wallets	• Single sign-on • OAuth2 IAMX token marketplace	• Self-onboarding via NFC enterprise solution	• Initial stake pool offering private sale, institutional sale
	Q3-4	23	590	750	• Storage in additional DID methods		• Digital document signature with DID • Physical access control biometrical recovery	
2024	Q1-2	34	700	1,500	• Delegated identity testament function		• Aviation key end-to-end encryption based on DID keys	
	Q3-4	49	830	3,000	• White label wallet		• Autonomous driving delegated DID IoT	IPO

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Team

Tim Heidfeld
CEO, Co-Founder

- 21y E-commerce
- 14y CEO
- 13y Telco
- 06y Finance

Tim Brückmann
CEO, Co-Founder

- 25y Marketing & Sales
- 22y Distribution
- 04y Telecommunications
- Co-Founder of 4 companies

Garry Ledge
CFO, Co-Founder

- 30y Finance
- 30y Tax
- 30y Legal
- 30y Management
- 30y CFO
- 30y Business Consulting

Dennis Mittmann
CTO

- 20y High Traffic & Availability Web Services
- 20y Database & Payment-System Architect
- 11y in Blockchain
- PHP/SQL

Dr. Carl Frieder Schuppert
COA

- PhD in Economics
- Consultant Manager at Roland Berger
- CEO for Holtzbrinck Publishing Group

Markus Sabadello
Tech-Partner

- Founder of 2 companies
- Pioneer and leader in the field of digital identity
- Early participant of the decentralization movement
- Analyst and consultant

Andrew Forson
Head of Africa

- STEP Dip International Trust Management
- ICSA Cert
- Offshore Financial Administration
- ACAMS

Andrè Eilertsen
Community

- 16y Sales & Marketing, B2B and B2C
- 5y in Cardano
- Blockchain enthusiast

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Advisors

Lise Wessel
Marketing, PR & Communications

Thomas Tallis
Investor elations

Nicholas Collinson
Investor Relations

Vince Vaughn
Marketing & Communications

Havel Yucedag
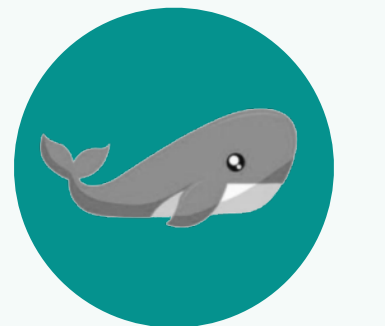Marketing & Communications

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Telecommunications

Jochen Heinz
Development & Data Integration

Felix Leitloff
Investor Relations

Alex Moreno
Stakepool

ADA Whale
Cardano Community

Nikolas Kroeske
Real Estate

Jochen Leinberger
UI / UX

Marc Majewski
Affiliate & Cashback

Lars Schulze
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Sebastian Bongartz
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