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Table of Contents

01. Abstract / 03

02. Mission statement / 06

03. Introduction to carbon credits / 08

04. Overview of the current carbon credits market / 10

05. Future of carbon credits / 14

06. Market challenges that IMPT.io.io intends to solve / 16

07. Blockchain as a solution to carbon offset challenges / 19

08. IMPT.io competitive advantages / 22

09. How does IMPT.io revolutionize the carbon credits market? / 28

10. Ecosystem components / 31

11. Go-to-market strategy / 41

12. Team / 44

13. Project roadmap / 46

14. Disclaimer / 48

15. Intellectual property rights / 50

16. Dictionary / 52

17. Sources used / 54

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01.

Abstract

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The consequences of global warming have rapidly emerged during the last century in the form of rising ocean levels, reduced agricultural yields, and rapidly elevating carbon dioxide levels. According to the International Energy Agency, total greenhouse gas emissions reached 40.8 Gt of CO2 equivalent in 2021. Global emissions of carbon dioxide constantly increase each year, which ultimately leads to an increase in the world's temperature. According to the United Nations Environment Programme, to keep temperature increase within 2 degrees by 2100, emissions must fall by 25% before 2030.

At present, the carbon offset market proves to be an efficient solution aimed at reducing emissions as quickly as possible and driving positive climate change. That is why we're developing IMPT.io – a blockchain-based platform that helps each individual and business offset their carbon footprint in an easy and secure way. Our goal is to provide everyone with the opportunity to help the environment and make a positive change. With our platform, users can acquire carbon credits while doing their regular shopping. Alternatively, they can simply purchase them on the platform.

We tokenize carbon credits so users receive them in the form of NFTs. The NFTs are further displayed in a decentralized ledger that can be tracked by users, thus ensuring transparency and traceability. When the user retires carbon credits, burned NFTs are sent to a null address, ultimately eliminating their NFTs from circulation. The blockchain records this transaction and the NFT is no longer available. As all transactions between platform participants are recorded on a distributed ledger, they are almost impossible to tamper with, which helps us avoid fraud and double counting. Moreover, when users retire their carbon credits, they receive unique NFTs created by artists. The users can trade these NFTs on the marketplace.

Overall, IMPT.io connects users with hundreds of impactful environmental projects around the world with the purpose to reduce carbon emissions and help our planet. IMPT.io also engages thousands of the largest retail brands that allocate a specific percentage of sale margin for environmental projects. It is accumulated in users' accounts in the form of IMPT tokens. The users accumulate these tokens till they reach the necessary amount of the carbon credit of their choice. As a result, users can continue with their normal shopping while helping the planet.

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Another distinctive feature of IMPT.io is that it will allow each individual and each organization to measure their impact on the environment. We will build a social platform that will allow everyone to have an IMPT.io score, so everyone can monitor how impactful they are.

The platform will leverage impact points — the points that are awarded to both companies and consumers for their positive contribution to climate change.

As, a result, IMPT.io will be a one-of-a-kind solution that allows users to not only reduce their carbon footprint and help the planet but also track their impact.



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02.

Mission statement

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The vision of IMPT.io is to offer simple, affordable, and effective mechanisms that would help each member of society combat climate change and invest in our planet. Our ambition is to help each individual and each organization make an impact effectively while becoming carbon-neutral or even carbon-negative.

We believe that making a contribution to the environment should be affordable to anyone regardless of whether or not an individual or organization is capable of purchasing carbon credits. More than 10,000 of the biggest retailers around the world will join IMPT.io with over 2 billion individual projects. Each retailer is ready to allocate a specific percentage of sales margin for environmental projects. Users will get sales margin from each purchase they make in the form of IMPT tokens. When they reach the necessary amount, they will exchange them for carbon credits. This way each member of society will be able to help the planet simply by doing their regular shopping.

IMPT.io will connect people with the most impactful and reliable environmental projects around the world with the ultimate goal to reduce carbon emissions and make positive changes to the environment. Meanwhile, we will ensure a secure and transparent ecosystem that motivates users to reduce their carbon emissions and rewards them for retiring their carbon credits.

We want to help each person not only offset their carbon footprint but also measure their impact. Therefore, we will establish the first global loyalty program that verifies how impactful we all are. In it, users will be able to earn points for their environmental initiatives and track their impact.



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03.

Introduction to carbon credits

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Carbon credits, also known as carbon offsets, are permits that represent carbon emissions removed from the atmosphere. A carbon credit can be referred to as a mechanism that provides for reducing greenhouse gas emissions. One carbon credit permits the emission of one ton of carbon dioxide.

1 Carbon Credit = 1 Ton of CO_2

Carbon credits are generally purchased by individuals or, more commonly, companies with the goal to make up for carbon emissions that come from industrial production, delivery vehicles, and travel.

Carbon credits can be created by any certified climate action project that reduces, destroys, or captures emissions. Individuals and organizations that want to offset their carbon emissions can purchase these credits either through a middleman or those directly capturing the carbon. This way carbon credits become an efficient tool for businesses to reduce the carbon emissions they produce.

The International Carbon Reduction and Offsetting Alliance has established a set of best practices for carbon offsets claiming that they should be measurable (meaning that all the carbon reduction should be quantifiable), permanent (representing permanent emission reductions), unique (no more than one carbon credit can be associated with a single emission reduction), and independently verified by third parties.

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04.

Overview of the current carbon credits market

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The global carbon offset market is considered to be a billion-dollar industry. It is determined to minimize carbon emissions to battle climate change and ensure the sustainable development of the planet for future generations.

The total carbon offset market comprises mandatory and voluntary markets, which are valued at around $271 billion and appr. $2 billion (as of 2021).

Mandatory carbon offsets are normally leveraged by organizations or governments that are required to account for their carbon emissions by law.

The voluntary carbon market (VCM), on the other hand, functions outside of compliance markets and is viewed as a more popular carbon offset market. It empowers businesses and individuals to buy carbon offsets on a voluntary basis with no intended use for compliance purposes.

In recent years, a strong growth trajectory for the VCM has been registered. This is because the focus on mitigating climate change has increased as well.

The VCM grew in value towards $2 billion in 2021. This quadrupling in market value from 2020 was driven by an acceleration of nature-based solutions trading volume and higher prices for these and other projects with non-carbon environmental and social benefits, such as clean cookstoves and water purification devices.

VCM has already topped the $2 billion mark in 2022. Growth has been driven by both higher prices and stronger demand for carbon credits, with nearly 500 million credits traded in 2021, at an average price of $4 per ton – up 60% year on year.

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Importantly, nature-based and renewable energy credits on the VCM also witnessed significant growth:

- Compared to the previous years, the demand for nature-based credits in 2021 more than doubled.
- REDD+ credits, which aim to deal with the deforestation issue, grew at 280% between 2020 and 2021.
- Renewable energy credit volume rose from $42 to $80 million between 2019 and 2021.

How big will the VCM get?

- The Ecosystem Marketplace predicts the VCM can grow to $50 billion by the year 2050
- Bloomberg estimates that the VCM could grow to $100 billion by 2030

	Summary
Mandatory carbon offsetting market	Valued at $271 billion in 2021, a 128% increase from 2008
Voluntary carbon offsetting market	The VCM grew in value towards $2 billion in 2021. The VCM is expected to hit $50 billion by 2050.

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04.1. Carbon pricing

The key type of carbon pricing is achieved via Emissions Trading Systems (ETS). They make it possible to trade carbon emission units in the carbon market and create a market price on these emission units that are determined by their supply and demand.

In 2022, it is estimated that carbon pricing initiatives will cover 11.83 GtCO2e, representing 23.1% of global GHG emissions.

On a global scale, 68 carbon pricing initiatives have been introduced. They covered 46 national and 36 subnational jurisdictions.

Market value of mandatory carbon offsetting market in 2021 is estimated at $271 billion, with the EU and UK ETS – two schemes with the highest carbon prices – making up 63% of that value while accounting for less than 20% of the covered emissions.



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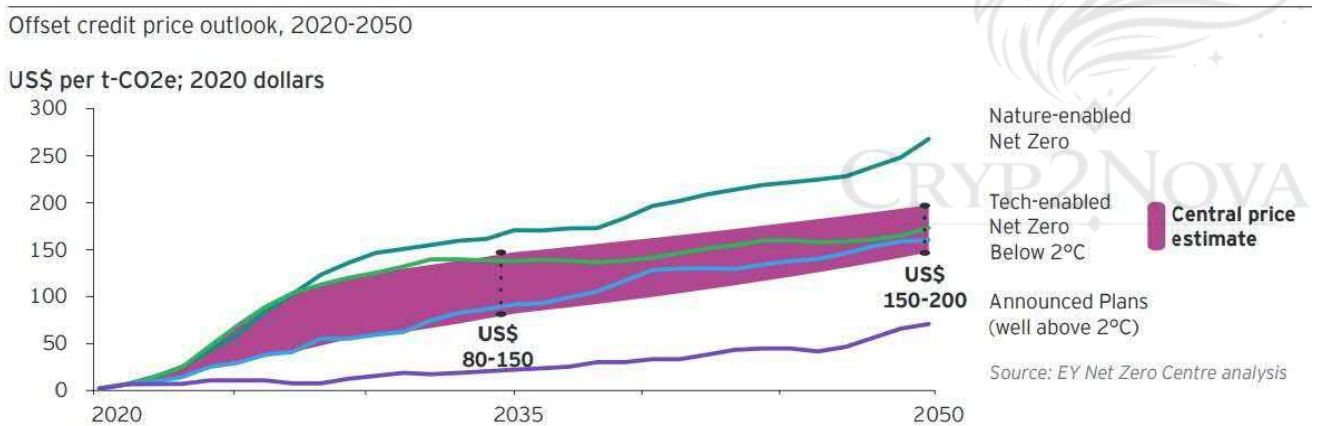
05.

Future of carbon credits

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The demand for carbon credits will continue to rise. It is estimated that the volume of credits required globally will increase at least 20-fold by 2035. The increase in credit volumes will lead to rising supply costs. It is projected that prices for credits could rise to a central estimate of $80-$150 per ton by 2035. Yet, these numbers could become lower if technology costs fall more rapidly or if the global abatement effort is less ambitious.

The price trajectory has significant implications, as the price of carbon credits is directly associated with society's willingness to combat climate change.



According to the Intergovernmental Panel on Climate Change, limiting global warming to 1.5C above pre-industrial levels will require carbon emissions to be removed from the atmosphere. Yet, it is not clear which technologies will be able to remove carbon from the atmosphere at scale, and the costs of doing so.

Tightening national carbon emissions budgets will likely make governments impose more stringent regulatory requirements, which in turn will reduce the space for 'voluntary carbon commitments'. Moreover, tightening carbon emissions budgets will require organizations to use high-integrity carbon credits to meet regulatory obligations, particularly after 2035.

It is also projected that the supply of carbon credits will become more standardized due to the competitive pressures and the requirements to scale up supply. Overall, the demand for carbon credits could increase by a factor of 15 by 2030 and by a factor of up to 100 by 2050. Meanwhile, the market for carbon credits could reach more than $50 billion in 2030.

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06.

Market challenges that IMPT.io intends to solve

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Given that the demand for carbon credits will continually increase, it's apparent that the world will need a carbon market that is credible, transparent, verifiable, and environmentally robust.

Today's market is **fragmented** and **complex**. That is why many individuals and businesses are reluctant to enter it. For example, limited pricing data makes it challenging for buyers to know whether they are paying a fair price. Moreover, **scams** have become more prevalent across a variety of industries, targeting consumers who are willing to invest in environmental projects.

Some of the most common carbon credit scams and limitations include:

- Selling a project that does not exist
- Overcalculating the number of carbon credits that are capable of being generated by a project
- Double-selling carbon credits by taking advantage of unretired credits and selling allowances twice to unsuspected clients
- Not performing proper retirement procedures
- Not having required documents that verify and show the legitimacy of the project

Besides, many of the existing carbon credit projects on blockchain have their limitations. For example, some projects lack liquidity while others give priority to high-technology or large-scale impact projects, often overlooking the ones that genuinely need financing.

Therefore, one of the key challenges of the carbon offset market is to build a credible and transparent ecosystem that would engage multiple projects and allow both individuals and businesses to offset their carbon footprint and meet their climate-change goals.

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06.1. How IMPT.io addresses these challenges

IMPT.io proposes to address carbon market challenges on multiple levels.



First of all, we will make the process of earning carbon credits affordable for each member of society. Users won't need to go through complex procedures to purchase a carbon credit. Our platform will allow them to acquire carbon credits and help the planet while doing their regular shopping and without changing their habits. Besides, to support multiple projects (not only large-scale projects), we've collaborated with hundreds of impact projects all over the world.



We have elaborated on a variety of ways that would encourage both individuals and organizations to contribute to positive climate change. These include giving users collectible NFTs for retiring their carbon credits and establishing the IMPT.io score, where users can earn points for their efforts and measure how impactful they are.



Once on our platform, the carbon credit is tokenized and the user receives it in the form of NFT. To avoid the problem of double spending, from the moment of tokenization the carbon credit will exist only in the form of NFT, which will be displayed in a decentralized registry and can be tracked by users. When the user retires a carbon credit, this data will be shown as a public, irreversible, and permanent transaction on the blockchain ledger. This transaction is recorded on the blockchain and the NFT is deemed no longer available, which helps prevent any type of fraud.

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07.

Blockchain as a solution to carbon offset challenges

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IMPT.io relies on blockchain technology — the **immutable ledger** that facilitates the process of recording transactions and tracking assets in a business network. It is an efficient solution that can solve the current carbon offset challenges.

Carbon assets tokenization would allow the industry to benefit from **secure and transparent records** — from generation to sale to retirement. It will allow companies and organizations to provide official certificates that can be used as verified proof of their carbon offset initiatives, backed by immutable blockchain transactions that anyone can view.

Many features of the carbon trading market are really similar to the blockchain mechanism. Blockchain is a decentralized database, which can be viewed as a form of existence of data while carbon trading is the use of data. Its main goal is to assess, store, trade, and manage carbon emissions.

Blockchain allows companies to **avoid fraud and double-counting** — the fundamental problems of carbon trading. By using a distributed ledger that all network participants agree on and can read and write to, blockchain ensures that no network participant — even if completely unknown — can spend more than they have or spend what they have more than once.

The 'chaining' of public information back to inception on a blockchain makes committing fraud in the state of the assets on the chain incredibly difficult and expensive because coded rules set boundaries on permitted actions by participants, and all network participants can observe all actions, including nefarious actions of other participants.

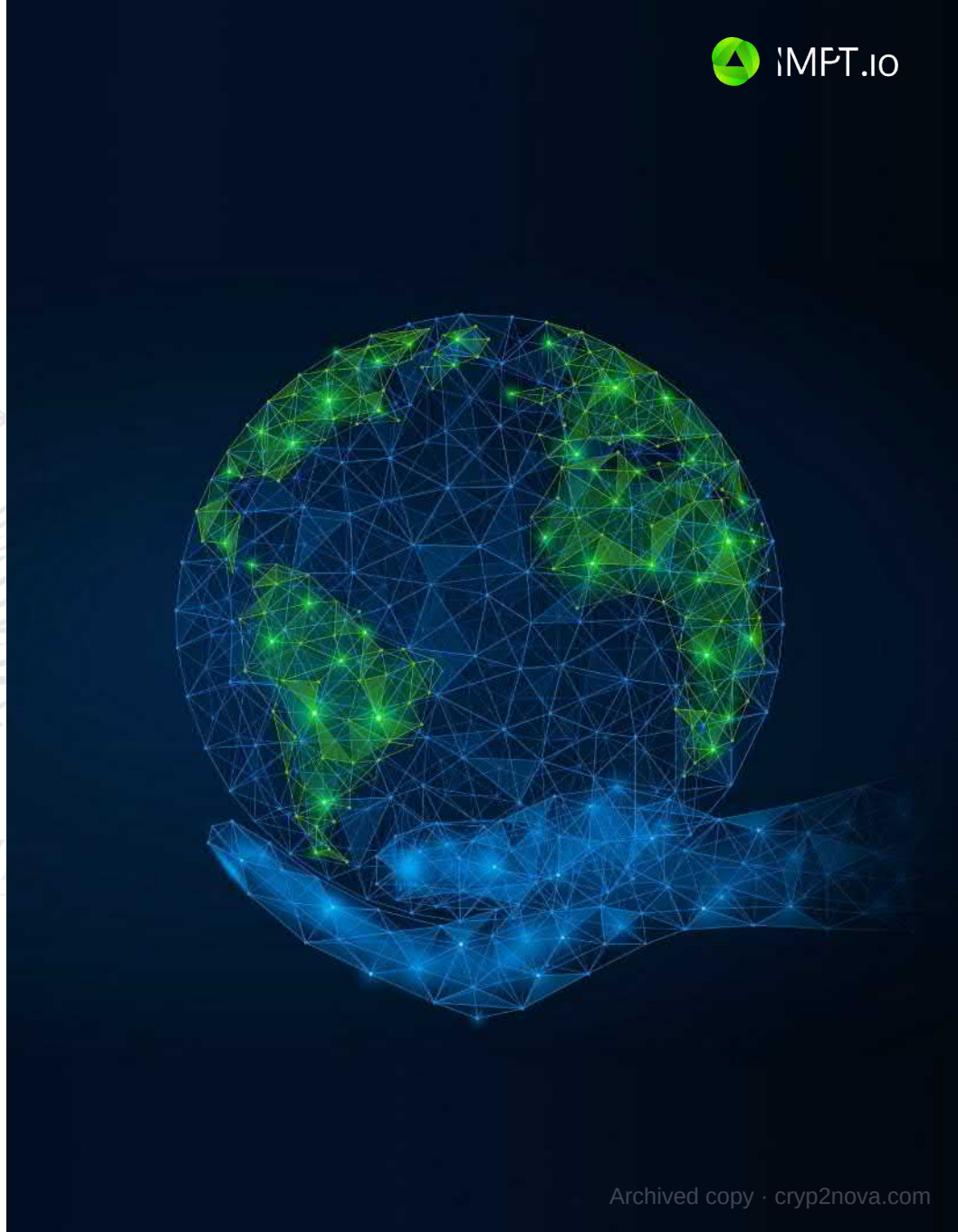
As soon as the carbon credits are minted into NFTs, anyone can see the addresses that hold them and whether a particular credit has been retired or not. Protocols typically have a burning mechanism that permanently and irreversibly removes a retired NFT from circulation, thus making it impossible to resell retired credits.

The amount of NFTs is tamper-proof and fully controlled by the NFT issuer. Technically speaking, it requires control over a private cryptographic key, which allows signing transactions on the blockchain. The issuance of new credits is then tied to a cryptographic proof of the right, making it statistically impossible for a third party to create new NFTs or tokens under the same identifier. Similarly, it is easy to detect fake NFTs or tokens, as these would link to a different identifier.

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The use of blockchain technology can also ensure anonymity and traceability. This means that while transfers between public addresses and the resulting balances can be easily tracked and verified, the address holders typically remain anonymous unless their identity is explicitly disclosed. This is in contrast to traditional financial transactions, including registries, that rely on a prescriptive, check-the-box KYC process prior to any engagement.

It is important to distinguish between the primary and the secondary market. Once on-chain, credit transfers would no longer necessarily involve KYC. The public traceability function of blockchains, in fact, offers unprecedented transparency into the transfers and balances of secondary market participants for registries. Anyone can check the blockchain at any time.



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08.

IMPT.io competitive advantages

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We've carefully elaborated on each aspect of the platform to deliver a solution that benefits each user in multiple ways and provides convenient and affordable carbon offset opportunities. The platform's key competitive advantages include:

IMPT.io helps users of the platform offset their carbon footprint while shopping, thus allowing users to address CO2 emissions responsibly

Acquiring carbon credits does not have to be a complicated process. IMPT.io is equipped with an online widget, which allows users to buy the products from our partner brands offline and online and get the sales margin in their wallets in the form of IMPT tokens. Each brand will decide the percentage of sale margin they allocate for the project. Users can continue with their normal shopping while helping the planet. According to KPMG survey, in 2021 the average grocery spending by U.S. shoppers was 532$ a month. Then, if a supermarket allocates 2% of the sales for the project, users can acquire a carbon credit each month without changing their habits. This way IMPT.io becomes a channel for offsetting a carbon footprint for each person. Moreover, it serves as a starting point that helps consumers make conscious green choices daily.

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IMPT.io has a wide list of companies involved into the collaboration: 10,000+ brands will be involved

Once IMPT.io use cases are live, over 10,000 affiliated brands will join IMPT.io with over 2 billion individual products. Our retailer team will deliver new brands monthly. Having the leading retailers involved will help us cover a wide range of people and promote socially responsible behavior to consumers.

IMPT.io will have a social platform, where each brand can track and measure its impact on environmental and sustainable development. Each brand will have its own score, which they can increase through different activities, such as integrating their online or offline business to the platform and offering rewards for shopping.



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IMPT.io allows users to choose from hundreds of environmental projects

We have collaborated with hundreds of the most impactful environmental projects from around the world. IMPT.io only onboards projects that are accredited by globally recognized regulatory bodies. Therefore, we carefully selected and vetted each carbon offset project to ensure its credibility.

The projects include clean energy generation plants, forest conservation, wind farms, and other innovative solutions making a difference on grassroots levels. IMPT.io users can check the CO2 compensation quality of each project before selecting it.

IMPT.io is an eco-friendly blockchain

By leveraging blockchain technology, we are building a transparent and fair carbon credit ecosystem that enables each person to have a positive impact on the environment. Our tokens are built on the Ethereum blockchain as Ethereum has decreased its carbon-dioxide emissions by 99.99%.

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IMPT.io allows users to participate in development of the platform (DAO)

Participation in the DAO will allow users to take part in the decision making process, voting on changes to a token's protocol. Initially, the decision-making process will be on the founding team. Later on when the ecosystem grows, governance token holders will be able to affect decisions regarding further development of the platform and ecosystem (ex. choosing the projects that can be added as suppliers, new registries to be added), which will lead to a higher engagement and legitimacy of the decision making and resulting in a more collaborative governance process.

IMPT.io's marketplace creates additional financial incentives for platform users

The users will be able to list their carbon credit tokens in the marketplace and trade them. The users can either burn their carbon credit tokens and reduce their carbon footprint or choose to keep carbon credit tokens for investment purposes. Whenever a carbon credit token is burned by a user, a collectible NFT is obtained. It can be traded in our marketplace. The collectible NFTs will be unique artworks and will have shared ownership between the user who burned the carbon credit tokens and the artist who created the design for the collectible NFT.

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IMPT.io will be a carbon neutral company

The climate crisis is underway and the world needs to cut global emissions steeply by 2030. To become a climate neutral company, IMPT.io will consistently work towards reducing the greenhouse gas emissions. Just like any socially responsible business, we will calculate our carbon emissions and compensate for what we have produced via carbon offsetting projects. Offsetting carbon emissions, along with avoidance and reduction, is an important step in holistic climate action.

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09.

How does IMPT.io revolutionize the carbon credits market?

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The IMPT.io ecosystem brings a true revolution to the carbon credits market by making carbon removal affordable for each member of society. We want to connect individuals and businesses with the goal to join our efforts and combat climate change together.

We offer **3 effective scenarios** where each individual and each organization can contribute to positive climate change.

1. Scenario

An organization wants to reduce its carbon footprint. To do this, they can purchase carbon credits on the IMPT.io platform choosing from hundreds of credible environmental projects that make an impact.
Moreover, individuals shall understand that practically any item they use on a daily basis (clothing, furniture) was made causing carbon emissions. Therefore, environmentally-conscious individuals can purchase carbon credits on IMPT.io to offset their carbon footprint.

2. Scenario

An individual wants to contribute to climate change, yet they cannot afford to purchase a carbon credit. We've got it covered by implementing an online shopping widget. We will partner with 10,000+ of the world's retailers that will allocate a specific sales margin from each purchase on impact projects.

This sales margin will be converted to IMPT tokens and stored in the user account. When there are enough IMPT tokens, users can redeem carbon credits from the platform. Users can also shop the traditional way with our app and accumulate a sales margin from all their purchases. This way each person will be able to make an impact while doing their regular shopping and purchasing from their favorite brands.

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3. Scenario

A retail brand or a service provider wants to solve the environmental issues we're facing today. To do this, they can simply connect their online or offline store to the project and allocate a specific sales margin that would go to impact projects. As a result, retailers and service providers will be able to make a positive impact on the environment without making any specific changes in their business model.

With IMPT.io, everyone can make an impact. What's more, everyone can measure their impact.

IMPT.io will provide users with a global score where each person and each organization can measure their impact in terms of carbon footprint.

To motivate users to increase their scores, we will offer IMPT.io points – the points that companies and individuals receive for their contribution to positive climate change. Users can earn points for a variety of activities, from shopping through the platform to retiring their carbon credits.

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10.

Ecosystem components

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10.1. IMPT.io carbon marketplace

IMPT.io carbon marketplace is based on the principles of transparency, traceability, security, and affordability. We want to provide all individuals and businesses with an opportunity to get carbon credits and reduce their carbon footprint.

Credible environmental projects to choose from

Our platform will feature hundreds of the largest global carbon credit projects that help prevent or reduce carbon emissions. The current carbon market sets specific requirements for projects, which they must meet. There are currently two major players that certify projects: Verra's Verified Carbon Standard and Gold Standard. Each standard maintains a centralized registry with a list of all its projects, and the issued and retired credits associated with each project. IMPT.io strictly follows carbon credit regulations and standards and onboards only certified projects that have passed the audit and adhere to all the requirements of the carbon market.

IMPT.io provides users with different types of environmental projects from all over the world. This way each user will have a variety of options on how to offset carbon emissions. It can be forest protection from deforestation, projects that recover energy (solar, hydro) through various sources, carbon storage projects, methane capture, and more. Users will be able to choose any of the projects they like or are most interested in.

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Simple carbon credit tokenization process

The entire tokenization process of the carbon credit will be on the IMPT.io side to minimize errors for those who want to get NFT. Once on our platform, the carbon credit is tokenized and the user receives it in the form of NFT. To ensure the uniqueness of the carbon credit and avoid the problem of double spending, from the moment of tokenization the carbon credit will exist only in the form of NFT, which will be displayed in a decentralized registry and can be tracked by users. A public blockchain is a safer and more transparent way to keep track of carbon assets.

A variety of opportunities to use carbon credits

IMPT.io carbon marketplace will allow users to not only buy but also sell tokenized carbon credits. Users will be able to list their NFTs in our marketplace and trade them. All purchases and sales on our marketplace will be done with our unique IMPT.io token. A user can also save their tokenized carbon credits for investment purposes in the future.

Environmentally conscious users who want to contribute to positive climate change can burn their NFTs on our platform, thus reducing their carbon footprint and offsetting some of the carbon emitted into the atmosphere.

Zero fraud and double counting

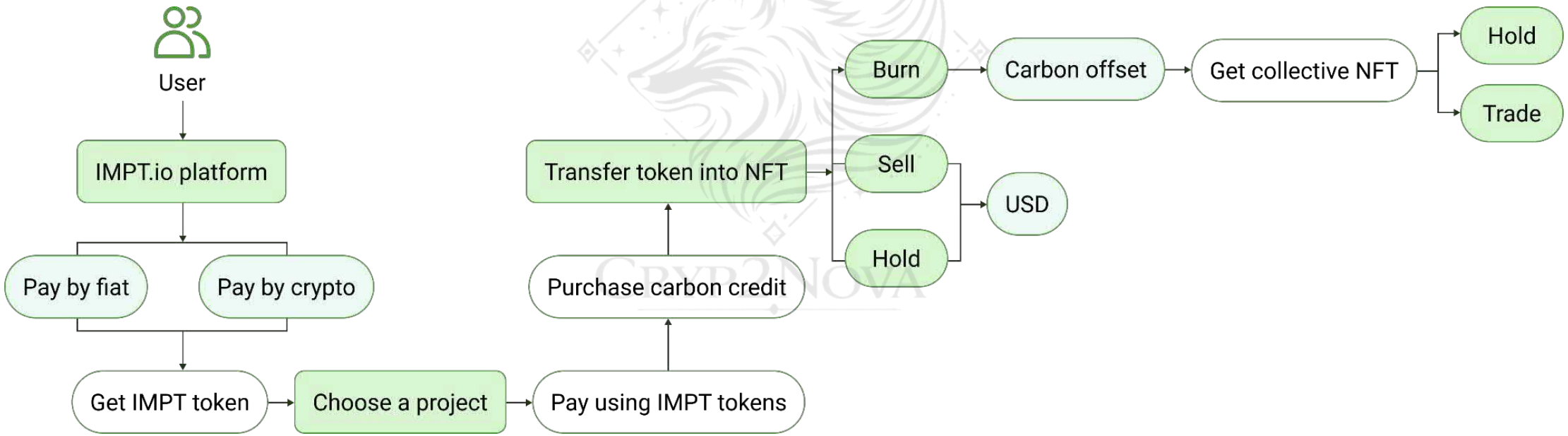
By using blockchain we can eliminate fraud and double counting on the platform. As soon as the carbon credit token is retired, it will be permanently removed from the data ledger and will no longer be considered available.

Burned NFTs are sent to a null address, ultimately eliminating your NFT from circulation. However, transactions leading up to the burn will remain on the blockchain ledger, which ensures transparency and traceability. The NFT burn transacts as a public, irreversible, and permanent transaction on the blockchain ledger. The blockchain records this transaction and the NFT is deemed no longer available.

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User rewards for reducing carbon emissions

To reward users who will be contributing to reducing carbon emissions, we envision introducing other unique NFTs created by artists, which users can receive after burning their carbon credit token. These tokens will have shared ownership between the user who burned the carbon credit tokens and the artist who created the design for the collectible NFTs. In the future, the user can also choose whether to keep the token or sell it to other users on the marketplace.



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10.2. IMPT.io shopping platform and deep linking

IMPT.io shopping platform has millions of products from thousands of brands. Each time a user buys a product, the purchase margin is allocated to their account in the value of IMPT tokens. The users accumulate these tokens till they reach the necessary amount of the carbon credit of their choice. Then they receive an NFT with the value of the carbon credit. The user can hold, sell or retire the carbon credit in the IMPT.io carbon marketplace.

Users can buy the products of our affiliated brands offline and online and they will get the sales margin from each purchase. Each brand will decide the percentage of sale margin they allocate for the project.

The average annual expenditures on food in US in 2022 is estimated at $7 332 ($611 a month). Let's assume that each brand on our platform allocates 2% of their sales margin on impact projects. This way a person can accumulate a minimum of $147 each year. Assuming that the average price for a carbon credit is $10, the person can get at least 14 carbon credits a year, thus making an impact and helping reduce the carbon footprint without any specific efforts. As a result, users can continue with their normal shopping while helping the planet.



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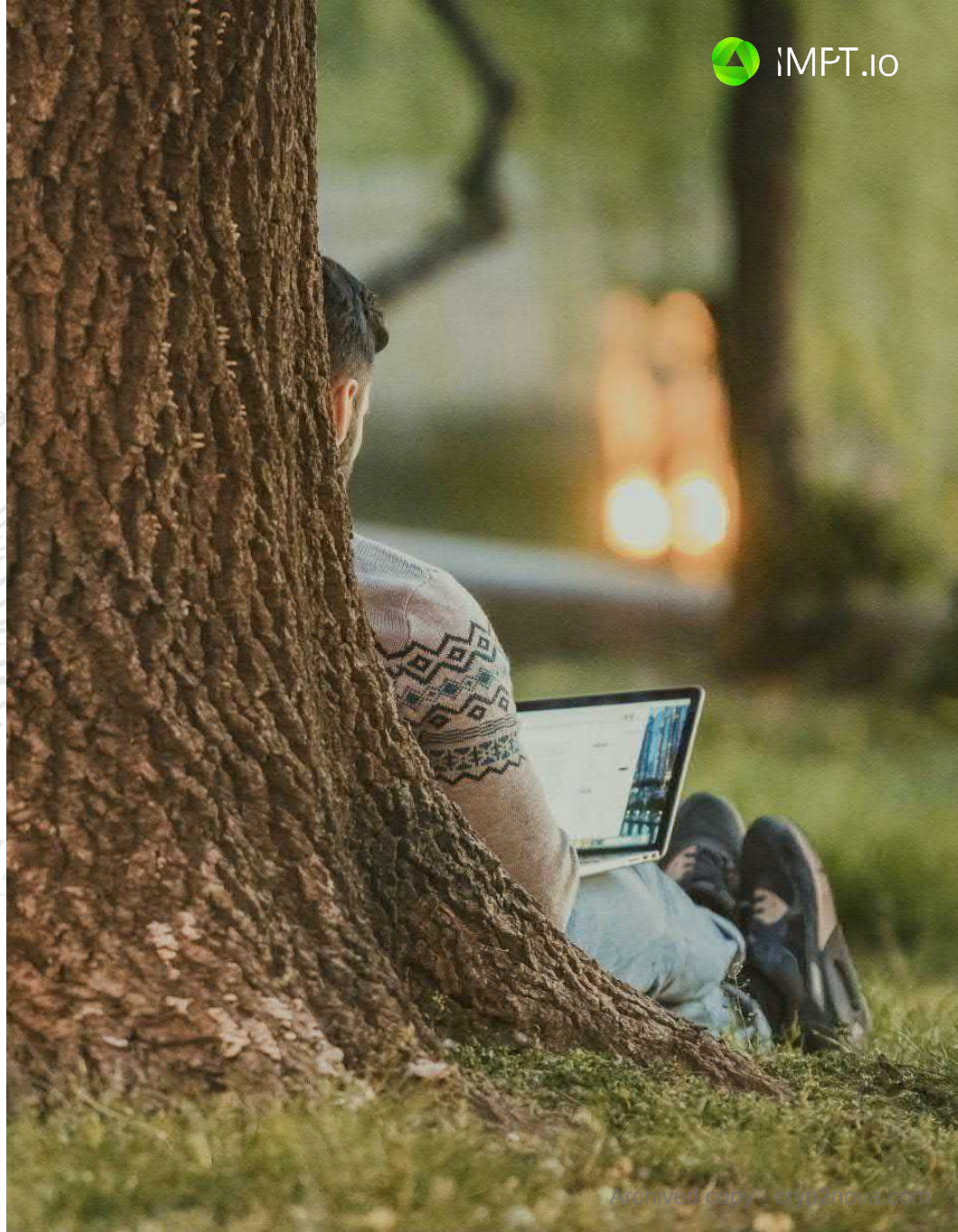
10.3. IMPT.io social platform

IMPT.io social platform is aimed at connecting people and environmental projects. The IMPT.io program enables everyone to have an IMPT.io score, so everyone can monitor how impactful they are.

There are different IMPT.io rankings and levels. The platform relies on impact points — the points that are awarded to both companies and consumers for their contribution to climate change.

Brands that contribute more margins to our climate-saving projects would receive recognition via higher impact points. If brands integrate their offline or online store they will receive points. Points are also given if they offset their carbon footprint. They receive higher points if they retire their carbon credits.

Users will receive points every time they shop. They will receive more points when they buy or acquire an NFT carbon credit and if they retire the carbon credit they will double the points of their carbon credit. Each time a user refers someone to the IMPT.io project and that person registers, the user will receive IMPT.io points. Spreading the word is as simple as sharing the project on social media.



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IMPT.io

10.4. Token Details

The IMPT token is deeply tied to the project ecosystem and is the core utility token and currency of the IMPT.io platform and future marketplace.

The first round of sales was successfully completed for our early investors. The first 300,000,000 IMPT tokens have been sold.

But lots of people still have a great chance to participate in the presale round and invest in the project in its early stages, while getting IMPT tokens at the best price. There will be three more rounds of IMPT token presales .

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Token use cases

There are multiple ways to use the token to help you understand its importance:

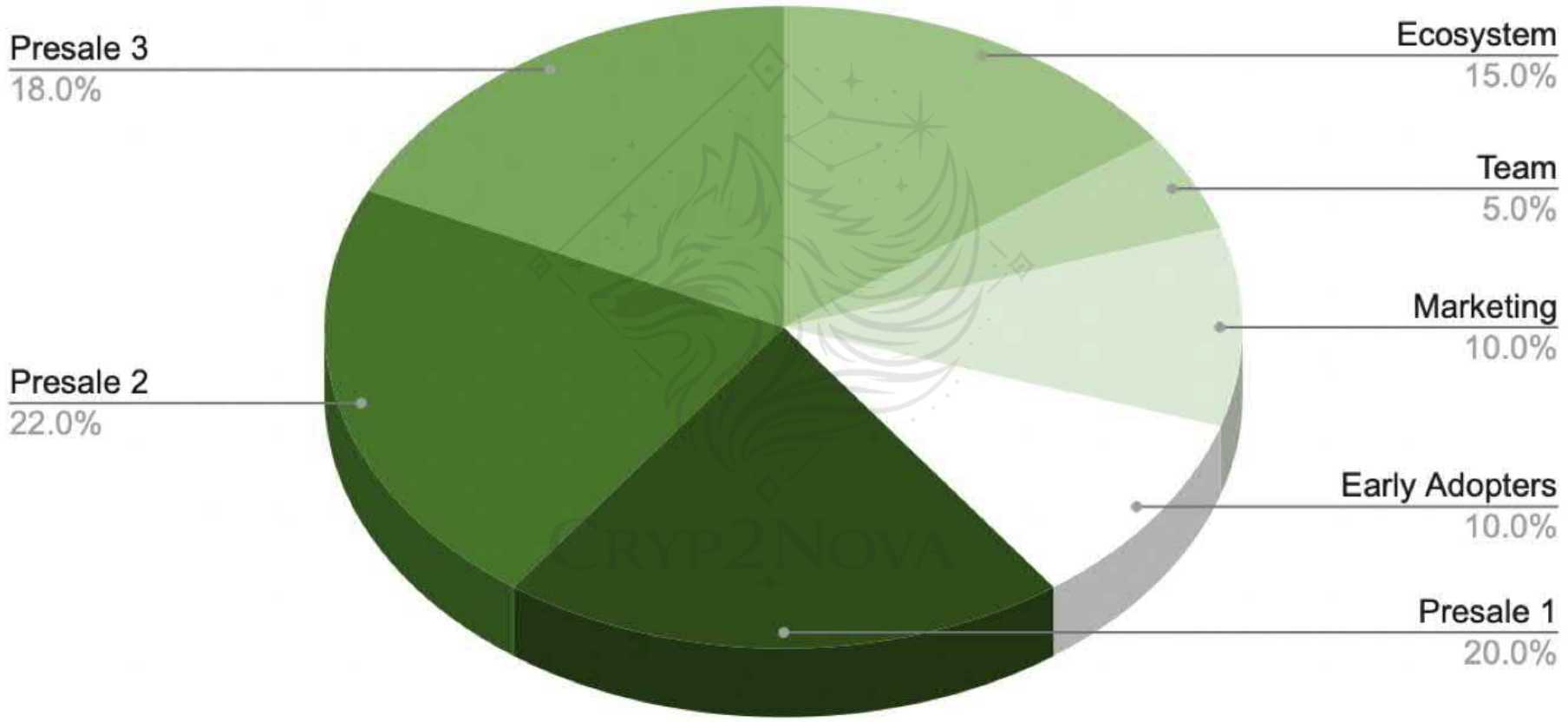
1. **Payments in the IMPT.io platform.** The main use of the IMPT token is as the currency in the IMPT.io carbon marketplace. Every service offered within the IMPT.io carbon marketplace will be charged using the IMPT token. Users will be able to purchase NFT carbon credits and different products from various affiliated brands on the platform;
2. **Unlocking advanced features.** Users who hold IMPT tokens will be able to unlock additional premium services on the platform. They will gain access to trading opportunities and special series of NFT collectibles.
3. **Discounts on fees.** When using IMPT tokens on the shopping platform you will receive more sale margin in each of your purchases.
4. **Participation in DAO.** The project will gradually move from its original structure to a fully decentralized one. Users will be able to participate in governance voting in the future as part of an upcoming DAO, allowing them to build the future of the IMPT.io platform.

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Below is some basic information about IMPT token distribution



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Symbol: **IMPT** Network: **Ethereum**

Standard: **ERC-20** Total Supply: **3,000,000,000 IMPT**

№	Allocation	Percentage	Amount (IMPT)	Vesting
1	Ecosystem	15.0%	450,000,000	*6 months lock then monthly vesting for 3 years*
2	Team	5.0%	150,000,000	*12 month lock then monthly vesting for 2 years*
3	Marketing	10.0%	300,000,000	*1 month lock then monthly vesting for 1 year*
4	Early Adopters	10.0%	300,000,000	*Unlock TGE*
5	Presale 1	20.0%	600,000,000	*Unlock TGE*
6	Presale 2	22.0%	660,000,000	*Unlock TGE*
7	Presale 3	18.0%	540,000,000	*Unlock TGE*

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11.

Go-to-market strategy

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The IMPT.io platform has an efficient product development roadmap with a clear strategy, milestones, and deadlines. We've created a pool of reliable environmental projects and established a strong partner base to support the project.

At the first stages of the project's development, we will hold two private sales rounds. The funds raised will be used to implement one of the core components of the IMPT.io ecosystem — a platform for selling carbon credits. We will cooperate with the largest carbon trade exchanges, which provide a huge number of credits for different projects with different standards. Our team will develop a large platform for the smooth and safe purchase of carbon credits not only for companies but also for individual users.

The next stage will be the development of the marketplace, where users will have the opportunity to not only buy but also sell their carbon credits as NFTs. Users will be able to list their tokenized carbon credits and transmit them to other members of the platform.

Meanwhile, our own IMPT token will be released. Users will be able to use it directly on our platform to purchase carbon credits. We will provide an opportunity to buy IMPT tokens for cryptocurrency by integrating ETH and USDT. We will also make it easy to buy IMPT tokens for fiat currency through our partner Transak.

The further step of the development will be a social platform, where users and brands can track their impact on the environment and earn points. We will also have collaborations with numerous companies and brands. Users will be able to buy their products on our platform to receive points that can be further used to purchase carbon credits. In turn, brands that contribute more margins to our climate-saving projects would receive recognition via higher impact points.

Also, to motivate our users to offset their carbon emissions, we will provide them with rewards for burning their tokenized carbon credits. Whenever an NFT is burned by a user, the carbon credit will be permanently removed from circulation, and a user will get a collectible NFT, which can be traded on the marketplaces. The collectible NFTs would be unique artworks that would be created specifically for our project.

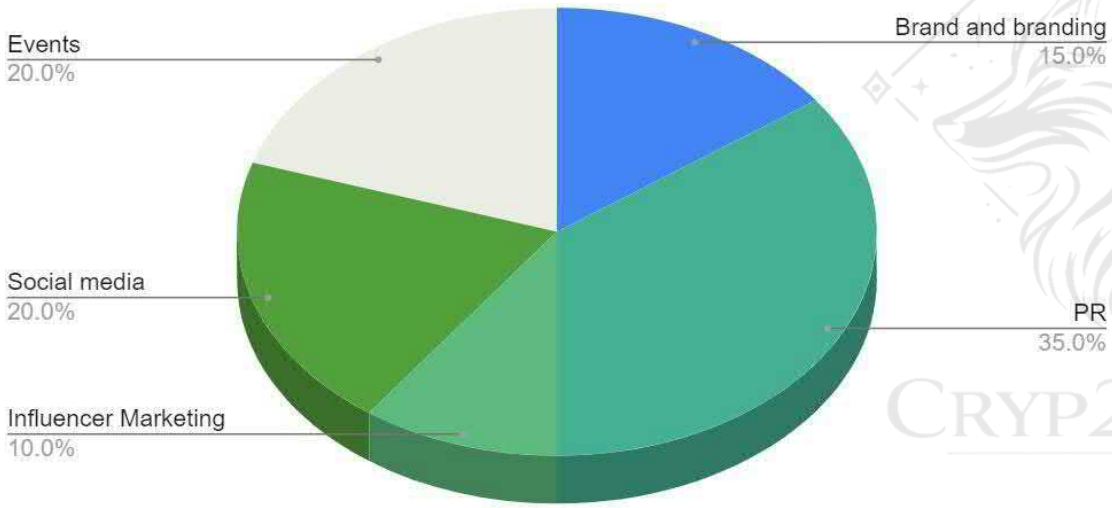
Participation in the DAO in the future will allow users to vote on changes to a token's protocol. Governance token holders will be able to affect decisions regarding further development of the platform and ecosystem, which will lead to a higher engagement and legitimacy of the decision making and resulting in a more collaborative governance process.

IMPT.io business model

IMPT.io has also elaborated on business model of the project. The platform will get 10% from each activity within the platform, including purchasing carbon credits, shopping on the platform, selling tokenized carbon credits, and trading art NFTs on the platform.

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11.1. Marketing strategy



Channel	Allocation of Marketing Budget (%)	Description
Brand and branding	15 %	Establish a unique and distinct brand and product perception - vision, name, look and feel, values, messages and language
PR	35 %	Communicate the products and values via mass market and targeted media – such as trade publications and press conferences
Influencer Marketing	10 %	Collaboration with blockchain influencers who have a strong following can help a project reach a larger and new audience to solidify its brand recognition
Social media (Community management)	20 %	Delivering the products and values by creating ‘stories’ like news, insights, features, collaborations, and releases, via social media channels – such as Telegram, Facebook, Twitter, LinkedIn, YouTube, Medium
Events	20 %	Attending events to showcase project to establish awareness, sales, collaborations, and positioning

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12.

Team

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Denis Creighton CEO, IMPT.io

An experienced entrepreneur with proven business experience from being a hands-on Chairman and CEO. Over 30 years of experience in Financial Services, BPO, Telecommunications and IT Industries. He is active in a number of startups, especially in disruptive technologies. Linkedin



Mike English CTO, IMPT.io

Mike is the CTO, Managing Director and Program Manager at IMPT.io. He has been a tech creator for 25 years in centralized systems and now decentralized applications for Web3. Mike has worked with Oracle, Tesco, Google, and many other global brands. Delivered the world's largest online grocery platform and a number of global loyalty solutions. He is an experienced board-level consultant with significant global multichannel projects completed. Mike brings a strong international understanding of loyalty, retail and web delivery. Linkedin



Hugh Phelan Legal advisor, IMPT.io

Hugh's foremost area of expertise is in forming and structuring Commercial Contracts and completing the associated transactions. He has over 30 years' experience in this area and is Chief Legal Officer and Lead Corporate Counsel of IMPT.io. All areas of fast emerging blockchain technology, with particular emphasis on smart contracts and law, are continuously examined by Hugh and his team of specialists to ensure full compliance in line with regulations and the Company's ethos, ethics, values and good practice. Hugh is a member of a number of technology company boards where he provides important expertise at national and multi-national level. Linkedin

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13.

Project roadmap

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IMPT.io

Q3 2022

(July, August, and September)

- Seed Sale
- Website Launch
- IMPT.io Smart Contracts
- Smart Contracts Audit
- Whitepaper Launch
- Social media Launch

Q4 2022

(October, November, and December)

- Presale 1 (3 Oct - sell out or 25 Nov)
- Presale 2 (Start - sell out presale 1 or 1 Dec)
- NFT Smart Contract Development
- NFT Launch
- Marketplace prototype
- Community development
- Marketing activities

Q1 2023

(January, February, and March)

- Presale 2 (Finish - sell out presale 2 or 25 Jan 2023)
- Airdrop
- Presale 3
- Marketing activities
- Merchandise Launch

Q2 2023

(April, May, and June)

- Token Listing
- Marketplace launch
- Continue platform development
- Community Expansion
- New partnerships
- Marketing activities

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14.

Disclaimer

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The contents of this whitepaper are for information purposes only. This whitepaper defines IMPT.io's plans to build a blockchain-based carbon offset ecosystem that helps each user to remove their carbon footprint and make an impact. The whitepaper is intended to encourage discussion as a means of further refining our approach to the carbon removal program.

The whitepaper includes forward-looking information that includes but is not limited to statements regarding the future demand and supply of carbon credits, carbon credits risks, and a roadmap for IMPT.io launch. Forward-looking information is subject to known and unknown risks and other factors that may have an impact on actual results. There can be no assurance that this information will prove to be accurate as future events can differ from the anticipated ones, which will ultimately influence actual results. IMPT.io does not undertake to update any of the forward-looking information except for the one that is required under applicable security laws.

IMPT.io has not independently verified the information contained in this whitepaper which has been taken from external sources. IMPT.io and its associates shall have no liabilities for representations, both expressed or implied, and for all other written or oral communications transmitted to the reader. This material may also contain typographical errors and inaccuracies. IMPT.io shall not be responsible for any of these errors or omissions and does not guarantee the accuracy and completeness of the information contained herein.

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15.

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16.

Dictionary

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Carbon credits — permits that represent carbon emissions removed from the atmosphere. One carbon credit permits the emission of one ton of carbon dioxide.

Carbon offset — an action that is intended to compensate for carbon emissions as a result of industrial or other human activity.

Retiring a carbon credit — means that the carbon credit is taken off the market forever and cannot be traded or swapped again. Only the buyer of the carbon credit can claim that they have reduced emissions. The carbon credit cannot be used twice, whether by an individual or a business entity.

Voluntary carbon offset market — allows companies and individuals to buy carbon credits on a voluntary basis, with no intention of using them for compliance or regulatory purposes.

IMPT.io points — the points that companies and individuals receive for their contribution to positive climate change.

Mandatory carbon offset market — used by organizations that are required to account for their carbon emissions by mandatory national, regional, or international carbon reduction regimes.

Carbon credit double counting — a situation when two parties claim the same carbon removal or emission reduction.

Blockchain technology — a decentralized ledger of all transactions across a peer-to-peer network. Allows participants to confirm transactions without a need for a third-party authority.

Non-fungible tokens (NFTs) — digital assets on a blockchain with unique identification codes and metadata that distinguish them from each other. In contrast to cryptocurrencies, NFTs cannot be exchanged at equivalency.

IMPT.io collectibles — unique NFTs created by artists, which users can receive after burning their carbon credit token.

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17.

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