

WHITE PAPER

<https://iristoken.cio>



VERSIONING

Version	Changement	Date
1.0	Creation	Dec 20, 2021
2.0	Added two projects Iris P2p and Iris Battle	Jul 28, 2022
2.1	Introduction of IrisDAO	Jan 01, 2022
3.0	Adding new features.	Feb 01, 2023

Table of Contents

1. Project	4
1.1. Vision	4
1.2. Mission.....	4
1.3. Summary.....	4
2. IRIS Ecosystem and Use Cases	5
2.1. IRIS Native Systems.....	5
2.1.1 Iris Token.....	5
2.1.2 Iris App	7
2.1.3. Iris Game	8
2.1.4. Iris Plugin.....	8
2.1.5. Iris Army	8
2.1.6. IrisPad.....	9
2.1.7. Iris P2P.....	9
2.1.8. Iris Battle	10
2.1.9. IrisAI	11
2.1.10. Iris DAO	14
2.1.11. Iris Genesis team.....	15
2.1.12. IrisNFT	16
2.2. External systems using the IRIS service	18
2.2.1. EbeneAcademy.com.....	18
2.2.2. Unseulprix.com.....	18
2.2.3. Nostalgic Game	18
2.2.4. N0stress APP.....	18
2.2.5. Si360	18
3. Development Plan.....	19
3.1. Team.....	19
3.2. Process	19
3.3. What Will Iris App Bring to Holders	19
3.4. Roadmap	20
Conclusion	23

1. Project

AN ARTIFICIAL INTELLIGENCE-DRIVEN ECOSYSTEM FOR CRYPTO INVESTORS

We use artificial intelligence tools to find the best market signals as well as the best projects to help crypto investors in their investment choices through our APP Iris.

1.1. Vision

To facilitate the decision-making process for crypto investors and keep them away from scam projects as much as possible. To gather all the relevant information in one place, saving time and especially money.

1.2. Mission

Statement Coingecko and Coinmarketcap provide a lot of information to users, and it takes a long time to filter out the good and the bad. We want to create a currency built around services where the value of the services will be more important than the gain a user can get by selling their tokens.

Iris App will offer services that allow holders to find the best signals on the market and to position themselves on niche projects as soon as possible. To benefit from these services, users must own a certain amount of the Iris token. They will, therefore, not find it necessary to sell their token as it allows them to unlock services that will enable them to earn more money than they can by selling their token. People will not find it relevant to sell, and if no one sells, the demand will always be greater than the supply. So, in the end, we will have a token that will keep increasing in value and unlocking services that will allow its holders to make even more money. Downward price fluctuations will no longer have a psychological effect on our holders.

1.3. Summary

IRIS is a system aiming to put artificial intelligence at the blockchain service to help investors of all sizes optimise their investment options. To do so, Iris offers a mobile application Iris App that analyses the most relevant projects on the market and sends real-time signals of the best opportunities (the best APYs of Staking/Farming, projects before their listing on CMC and CG, high yielding low cap projects and much more).

Iris token will be the token used in the ecosystem. To benefit from the platform's premium services, users must hold a quantity of Iris tokens in staking. Holders are thus doubly rewarded by having access to the Iris App services and reflections. They will no longer focus on the token's price as it will be used as a means of unlocking services, and there will be no interest in parting with it, which will result in a stable and gradual increase in the value of the token. The token incorporates a manual burn system, a reflection system that rewards holders after each transaction.

In addition to the Iris App, we have partners who have functional platforms ready to accept the use of the Iris token. These include an e-commerce platform www.unseulprix.com, an e-learning platform www.ebeneacademy.com and many others. We intend to expand our functionality by creating plugins for WordPress, WooCommerce and Shopify platforms.

We plan to give users the possibility to buy their tokens directly on our platform and make it a platform for launching relevant projects that will allow our users to be among the first investors on future high-quality projects with great potential. The first version of our LaunchPad is scheduled to be released on the 25th of January.

2. IRIS Ecosystem and Use Cases

IRIS is a system that has its own native applications but also offers communication interfaces with external market systems.

2.1. IRIS Native Systems

2.1.1 Iris Token

2.1.1.1. *Description*

Iris token is the governing token of the Iris ecosystem. It is the token that will keep the system alive and reward users. It will be mounted on the BSC to make it accessible to the most significant number of users. We will then develop the contract for Ethereum, Solana and Avax. It is built on a solid reward system, and our smart contract is equipped with an **ANTI-WHALE** system which will limit drastic pump & dump.

2.1.2.2. *IDO*

We will launch the token through an IDO to raise funds to launch the project in the best possible way and keep investors happy in the short, medium and long term. The IDO will start on the 4th of February and end on the 20th of February.

PRICE AT THE IDO

1BNB: 750000 IRISTOKEN

PRICE AT THE PUBLIC SALE

1BNB: 745000 IRISTOKEN

2.1.2.3. Supply

Max supply	Total supply
1,000,000,000	1,000,000,000
Ecosystem 17%: 170,000,000	IDO and private sale 10% : 100,000,000
Reserve Fund 10% : 100,000,000	Team 3%: 30,000,000
Airdrop & Events 10%: 100,000,000	Advisors & Partners 5% : 50,000,000
Burn 10%: 100,000,000	Charity 5%: 50,000,000
Staking reward 25% : 250,000,000	Initial liquidity 5% : 50,000,000

2.1.2.4. Taxes

TOKENOMICS to allow the various smart contract features to occur that make the Iris token unique, each purchase transaction is taxed at 9%. The smart contract then applies a 15% tax on sales to the PancakeSwap liquidity pool, and it further aims to reduce extreme volatility using a mechanism called an anti-whale tax.

Reflection (2%)

This means that the holders' balances automatically increase by simply holding. It takes 2% of each transaction and reflects that to each Iris token holder (including the burn address). The amount each one receives from this 2% reflection is based on the total supply of Iris tokens they hold.

Marketing & Development (5%)

We decided to integrate a feature into the smart contract that takes a portion of each transaction, sells it into BNB, and automatically sends it to the marketing portfolio.

Auto-liquidity (3%)

This feature automatically increases liquidity by taking a portion of each trade and putting it into the liquidity pool. The smart contract will store the tokens from the taxed trades inside the contract, and at a trading threshold, the contract will automatically take a portion of these stored tokens and sell half of them to the liquidity pool in exchange for BNBs.

2.1.2 Iris App

More than 100 projects are listed every day, and investors are clueless when it comes to how to get their money's worth. There is no doubt that 97% of these projects are scams. The way Iris works is simple; on top of having the main features of CoinMarketCap and Coingecko, we have algorithms that do preliminary checks, and then our expert team does a second sorting to gather the best projects with high potential in one place.

This will prevent investors from being scammed by bad projects at 90% because 0 risk does not exist (we prefer to be transparent). It will also reduce the time it takes for an investor to search for the right project among the hundreds that come out every day. Later on, we will give users the possibility to buy tokens of their favorite projects directly on the Iris App, and we will make Iris App a project launch platform and an audit platform for blockchain projects.

This is the most interesting part, as it will attract investors and give even more utility and stability to the currency.

The main features are as follows:

Market (same functionality as CoinMarketCap and Coingecko)

- List of all the currencies in the market with capitalization and real-time price variations
- Sort by market cap
- Display of curves over 7 days
- Possibility to add favorite currencies
- Sort by category with smart search option
- Trending
- Possibility to add currencies to your portfolio
- Latest News

Listing and signal

- Listing notification on CMC
- Notification of listing on CG
- Notification a few hours before listing on CMC
- Notification a few hours before the listing on CG

Investment Tracking

- Track all your investments in one place. For example, you have a Binance, Gate.io, Truswallet, Kucoin account, and you bought enough currencies there. To get an overview of your wallets, you need to go through each app which can be time-consuming. Iris App gives you a shortcut to keep track of all your investments in one place and at a glance without opening all these apps.
- Add your favorite currencies as favorites for better tracking.

High Potential Projects

- Small Caps
- Mid Caps
- Large Caps

Farming/Staking

- Best APY/APR in Staking
- Best APY/APR in Farming

Airdrop/ICO

- New Airdrop
- Best ICO

Android V1:

<https://play.google.com/store/apps/details?id=com.irisapp.io&showAllReviews=true>

iPhone V1: Coming soon

The version 4 of IrisApp will incorporate features focusing on short-term opportunities during the bullish phase of the market. This update will come with a complete makeover, accompanied by numerous enhancements in the user experience, including filters and other features for optimized usability.

2.1.3. Iris Game

Iris does not have any plans to develop video games. However, we have partnered with a game producer called Nostalgic Game, who will accept Iris token payments in their currently developing games. Its development will be open and open-source, with a development budget voted on by the community through our DAO. This means that any independent developer will be able to contribute to it.

2.1.4. Iris Plugin

Iris is meant to be scalable, functional, and above all, interoperable. We will develop modules that can be grafted on external systems, mainly on famous e-commerce sites such as WordPress, WooCommerce, Shopify. We will also have APIs independent of these platforms and can be used and integrated regardless of the development language. Its development will be open and open-source, with a development budget voted on by the community through our DAO. This means that any independent developer will be able to contribute to it.

2.1.5. Iris Army

Like any important system, Iris must equip itself with protection. What better way than to build an army. The number of members in the army will be limited to 50 initially and then expanded to 1000. Their responsibilities are nothing other than defending Iris and its values

on social networks. IrisArmy members will enjoy the benefits conferred by holding the NFT Soldier described below.

Less active members will be removed from the member list without any notice to give a chance to those on the waiting list. As soon as a spot becomes available, a message is sent in the waiting room on Discord. A removed member can no longer be part of IRIS ARMY. To join IRIS ARMY, go to the #apply-for-IrisArmy channel.

2.1.6. IrisPad

IrisPad asserts itself as a project launch platform, providing holders the opportunity to invest early in promising projects. Its goal is to support the funding and development of the next generation of blockchain projects by prioritizing projects rigorously audited by our expert partners, showcased to the community in advance.

Profits generated on the launchpad will be strategically managed, including the purchase and burning of IRISTOKEN, strengthening marketing efforts, and expanding the ecosystem's treasury. All IRISTOKEN holders participating in staking will be whitelisted for launched projects. Additionally, a 0.25% levy on tokens from each project on the Launchpad will be implemented. These funds will be distributed as follows:

- 20% as airdrop to Bronze NFT holders,
- 20% as airdrop to Silver NFT holders,
- 10% as airdrop to Gold NFT holders,
- 2% as airdrop to Army NFT holders,
- 48% will be placed in the ecosystem's treasury, managed by the DAO. This treasury can be used to fund future developments without the need to sell IRISTOKEN.

All IrisNFT holders are whitelisted for all airdrops on IrisPad. Therefore, in addition to airdrops on each project launched, they will have the opportunity to invest first in all newly launched projects.

2.1.7. Iris P2P

The p2p.irstoken.io protocol represents the first decentralized platform for cryptocurrency exchange between individuals, enabling direct transactions without intermediaries, all managed by smart contracts. This pioneering platform stands out as fully decentralized and commission-free. Its initial goal is to simplify peer-to-peer exchanges and break away from the dependence on conventional platforms that impose high fees on sellers and buyers.

It is available and accessible via the following links: <https://p2p.irstoken.io/> and <https://stableirstoken.io/>

For sellers, the platform offers the opportunity to sell their Iristoken or stablecoins without any conditions or limits on IrisP2P. Buyers must have a wallet and provide their Binance Smart

Chain BEP20 address to receive their tokens. When a purchase is requested, the buyer has 20 minutes to complete and confirm the transfer.

Regarding fees, 1% is collected per sale, and the distribution is as follows:

- 10% for IrisArmy soldiers,
- 10% for IrisAngels,
- 10% converted into irisToken and added to the special Holder pool on irisEarn, our staking platform,
- 10% returned to the seller,
- 10% to the buyer,
- 50% allocated to the repurchase and burning of IRISTOKEN, but the DAO may decide to use it for the treasury.

It is important to emphasize that the exchange's revenues are fully shared among its users, and the platform's goal is not to be profitable for the developers.

What will this project bring to the ecosystem and the value of IRISTOKEN:

- ✓ Improve p2p crypto exchange
- ✓ Remove trusted third parties.
- ✓ Remove KYC which is clearly not necessary in a decentralized environment.
- ✓ Allow to sell your crypto with 0 commission fees, existing platforms sometimes take more than 15% commission.
- ✓ Allow to buy crypto with 0 commission.
- ✓ Increase transactions and the utility of the IRISTOKEN token which increases our chances of being listed on the largest exchangers.
- ✓ Increase the visibility of IRISTOKEN
- ✓ All IRISTOKEN holders will still benefit from the reflection during each transaction, each transfer is subject to the usual tax.
- ✓ All sales are made at IRISTOKEN's current price, so no overcharging the sellers.

2.1.8. Iris Battle

Rule

It will be the same principle as Candi Crush Sage with more options. A participant starts a game, publishes in the group, the others join the game, the more participants there are, the bigger the pot. At the end the system compares the best scores and shares the rewards.

Initial condition

To start or play a game you must have **20k IRISTOKEN in staking**. Battle owner creates a game and manages to have more than 5 participants is rewarded with 2% of the total bet. When you participate in 100 games you get an NFT (Silver NFT). If you are a special holder, on your 100th party, you receive a Golden NFT.

88% of the reward is given to the winner/s of each game. 2% is donated to IRISARMY, 8% is burned and 2% sent to the initiator of the game. If the initiator fails to gather 5 participants, then the 2% will simply be redistributed to the special Holders and IrisArmy.

Advantage

- ✓ More player, more burn
- ✓ More transaction volume, more listing changes on big Exchanges
- ✓ Grow the community
- ✓ Self-marketing of the platform.
- ✓ The winner will be able to Vest on his kitty to receive more rewards to avoid too much volatility.

Accessibility

It will be a decentralized game will be accessible via TrusWallet or Metamask.

Vision

The tokens that will be used for betting will be IRISTOKEN. In the future we will give the possibility of betting other tokens but the condition will always be to hold IRISTOKEN in staking to be able to participate.

[2.1.9. IrisAI](#)

We are launching our AI tool that will assist the community and beyond. It won't be just any AI; we won't reinvent the wheel, but rather, we will merge the most powerful AI engines of the hour to build a tool that addresses the limitations of individual AIs. We're referring to OpenAI, GPT-4 Turbo, DALL-E 3, Davinci, and Stable Diffusion. It will be a comprehensive toolbox capable of performing operations from the most basic to the most complex. It will encompass several tasks:

AI Text Generator:

An AI-powered tool that generates text similar to that written by a human based on the information it receives. It can create coherent and contextually relevant content for various applications, including article writing, creative works, and more.

AI Image Generator:

Using artificial intelligence, this tool autonomously generates images. It can be used in creative fields such as design, art, and multimedia, producing visuals that mimic the style and features provided in the training data.

AI Code Generator:

A tool designed to assist in software development by automatically generating code snippets or even entire functions based on specified requirements. This can streamline the coding process and increase developer efficiency.

AI ChatBot:

A virtual assistant or AI-powered conversational agent capable of engaging in text-based conversations. Chatbots are used for customer support, information retrieval, and various other applications aimed at improving user interaction.

Speech-to-Text AI:

An application that converts spoken language into written text. It is commonly used in voice recognition systems, transcription services, and accessibility features to make spoken content accessible in written form.

AI Voiceover:

This tool uses artificial intelligence to generate realistic voices resembling human voices for audio narration. It finds applications in voiceovers for videos, virtual assistants, audiobooks, and other scenarios requiring natural vocalizations.

AI PDF Tools:

An AI-powered tool designed to work with PDF documents. It may include features such as text extraction, synthesis, language translation, and other capabilities to enhance document processing.

AI Vision:

A category of AI applications involving the analysis of images and videos. AI Vision can include object recognition, image classification, facial recognition, and other computer vision tasks, making it valuable in various fields such as security, health, and automation.

These additional features increase the versatility of the platform and make it even more appealing to a wide audience. By offering the ability to learn a language, follow a

nutritionist-guided program, and create summaries of YouTube videos, the AI enriches the user experience and provides diversified services.

Language Learning:

The platform allows users to learn a new language interactively. Courses tailored to beginner to advanced levels could be included, providing a comprehensive learning experience.

Guided Nutritional Program:

A personalized program developed by a nutritionist, integrated into the platform, offering users advice and meal plans tailored to their specific needs, promoting a holistic approach to health.

YouTube Video Summarization:

Users can provide the link to a YouTube video to the platform, and the AI will generate a written summary of the video. Even if the video is in a foreign language, the AI can translate the content, providing a quick and efficient understanding.

These features expand the platform's scope beyond pure AI, positioning it as a multifunctional tool for learning, health, and understanding multimedia content. This reinforces the idea of providing a comprehensive and accessible service, contributing to a broader adoption of the Iris ecosystem.

The advantage lies in using existing AI engines, thus avoiding the high costs associated with managing data. We propose an all-in-one tool that will allow individuals to familiarize themselves with AI and adopt the Iris Ecosystem project. The platform will be free, and access will be conditioned on creating an account. This way, we can collect users' email addresses with their consent to send them updates on the Iris project.

It is crucial to note that the adoption of AI goes beyond the crypto sphere, and we want to use this tool to attract users to the Iris ecosystem. If at any point the DAO decides that the platform should become paid, we will be ready to make the necessary developments to accommodate this decision. The goal remains to facilitate access to AI and encourage broader adoption of the Iris ecosystem while remaining flexible according to the community's needs.

2.1.10. Iris DAO

It is crucial that we learn to make decisions collectively. So far, Iris has been guided by a team of developers. Once the products are mature, the team will hand over complete control to the community. For the rest of the roadmap execution, the team must now validate each step in agreement with the community before proceeding with development.

Iris DAO will allow each stakeholder to express their vote, and the decision-making power will depend on the amount of tokens staked. When a proposal is submitted, there are only two possible outcomes: Yes and No. The option with the most votes will be adopted 15 days following the vote to allow for any challenges.

The next version of our DAO will be developed after the delivery of the main features (IrisP2P, IrisEarn, IrisDAO v1, IrisPad, IrisBattle, IrisApp v4). In DAO version 2, all smart contracts will be transferred to the DAO. Thus, the team will no longer be able to take any actions on the smart contracts. We will automate tasks currently performed by the team, such as reward distribution, airdrop organization, payment of marketing or listing fees, etc.

For instance, if the DAO decides to list, anyone can make a proposal, the budget is defined, and if the DAO votes favorably, the amounts are automatically sent to the exchange addresses. Similarly, for marketing, if the DAO wants to fund marketing, a vote can pass, and the amount will be transferred at the end of the vote if it's a yes. At this stage, the project will be 100% autonomous, and no one, not even a team, can take any actions without the DAO's permission.

However, this does mean that the community needs to be aware that the project's evolution will depend solely on them and can no longer rely on a third-party team to carry out operations such as marketing, listings, etc., as they will have the power to do it themselves without needing assistance.

Elements like IrisPlugin can be developed by any open-source developer. If a developer feels capable, they can submit their service offer to the DAO and receive payment after delivering the functionality. We will provide more details on DAO 2.0 over time.

2.1.11. Iris Genesis team

The Genesis team is the founding team that launched the Iris Ecosystem project. It is important to emphasize that the project has no profit motive for the Genesis team. This team will focus on developing core features and delivering DAO version 2.0. Although it has no decision-making power, the Genesis team is committed to ensuring the maintenance of the following:

1. **Hosting Space Security:** Ensure the security of hosting spaces for all ecosystem products and ensure that domain names and security certificates are always up to date.

2. **IrisApp Source Code Protection:** Protect and secure the source code of IrisApp to prevent it from falling into the hands of competitors. IrisApp will not be open source, and all updates will be exclusively carried out by the Genesis team to ensure the product's integrity. When IrisApp 4.0 is delivered, any development on this product will be subject to DAO approval, including the associated budget.

3. **Advisory Role without Decision-Making Power:** The Genesis team will no longer lead any operations but can serve as an advisory board for future decisions impacting the ecosystem. This means that for any decision, the Genesis team can be consulted to assess feasibility, but it will have no decision-making power, except through its staked tokens, just like other participants.

4. **Temporary Development Operations:** The Genesis team will continue to perform development operations on the project until the complete transfer of powers to DAO 2.0.

It is crucial to understand that for the project to be truly decentralized at 100%, it is necessary to eliminate any directing or decision-making team. The DAO will have the full ability to direct development, marketing operations, and other aspects, allowing us to achieve true autonomy as a full-fledged DAO.

3% (representing 30,000,000 IRISTOKEN) of the tokens are allocated for the development team, as initially specified. When the Genesis team hands over complete control to the DAO, only 10,000,000 of these tokens will be shared as rewards for all products developed among Genesis team members. These tokens will be subject to a 3-year lock on irisEarn.

The remaining 20,000,000 IRISTOKEN will be returned to the treasury to support future developments. So far, the team has supported its development activities, web hosting management, and other paid activities solely through the marketing account, which has been funded by IRISTOKEN purchases and sales (for more transparency).

At that point, Iris will be entirely managed by the DAO, and this is how the project can endure, as it will no longer depend on a group but on a large community.

2.1.12. IrisNFT

NFT Bronze

- Maximum Quantity: 10,000
- Acquisition Conditions:
 - Be an IRISTOKEN staker
 - Conduct a minimum transaction volume of \$1,000 on the P2P platform
 - Other alternative conditions may be defined over time
- Benefits:
 - 20% airdrop on fees collected from the launch of each project on IrisPad
 - Whitelisting on all projects launched on IrisPad
 - Other benefits may be defined over time
- Maintenance Conditions:
 - Perform at least one transaction per month on IrisP2P
 - Other conditions may be defined over time

NFT Silver

- Maximum Quantity: 3,000
- Acquisition Conditions:
 - Be an IRISTOKEN staker
 - Conduct a minimum transaction volume of \$10,000 on the P2P platform
 - Other alternative conditions may be defined over time
 - Maintain a minimum staking balance of 100,000 IrisToken
- Benefits:

- 20% airdrop on fees collected from the launch of each project on IrisPad
- Whitelisting on all projects launched on IrisPad
- Other benefits may be defined over time
- Maintenance Conditions:
 - Perform at least two transactions per month on IrisP2P
 - Other conditions may be defined over time

NFT Gold

- Maximum Quantity: 500
- Acquisition Conditions:
 - Be an IRISTOKEN staker
 - Conduct a minimum transaction volume of \$10,000 on the P2P platform
 - Other alternative conditions may be defined over time
 - Be a special holder (Holder Special)
- Benefits:
 - 10% airdrop on fees collected from the launch of each project on IrisPad
 - Whitelisting on all projects launched on IrisPad
 - Other benefits may be defined over time
- Maintenance Conditions:
 - Perform at least two transactions per month on IrisP2P
 - Other conditions may be defined over time

NFT Soldier

- Maximum Quantity: 1,000
- Acquisition Conditions:
 - Be a member of IrisArmy
- Benefits:
 - 2% airdrop on fees collected from the launch of each project on IrisPad
 - Whitelisting on all projects launched on IrisPad

- Other benefits may be defined over time
- Maintenance Conditions:
 - Adhere to the objectives set by the soldiers of IrisArmy
 - Other conditions may be defined over time

2.2. External systems using the IRIS service

2.2.1. EbeneAcademy.com

www.Ebeneacademy.com is an online learning site that has the unique feature of covering all payment methods worldwide, thus giving trainers the possibility to sell their courses with no limitations on the location or means of payment. www.EbeneAcademy.com is only at its beginning and will undoubtedly change everything in online training. We have reached an agreement to include Iris token among its payment methods. Instructors will then be able to accept payment by crypto Iris token, and learners who pay by Iris will get a discount. This will generate transactions increasing the usefulness of our token and the possibility of being listed on major platforms.

2.2.2. Unseulprix.com

www.Unseumprix.com is an online sales platform that distinguishes itself by its simplicity its ergonomics, as you can see for yourself. We reached an agreement for them to integrate Iris token as a payment method. All profits made on transactions will be used to buy Iris Token and then burn them.

2.2.3. Nostalgic Game

Nostalgic Game is a video game platform that brings back our childhood games in a more modern way for mobile. They have two games to date Snake pirate and BYWord on Google play. We contracted Iris token to be used for their play-to-earn platform.

2.2.4. NOstress APP

www.n0stress.com is a platform specialized in developing mobile applications for the general public. They have 4 applications on Google Play:

NOstress Travel for carpooling

NOstress Beauty, the next social network for women's beauty. They plan to launch a platform for selling products designed for women.

Other apps available here: <https://play.google.com/store/apps/developer?id=no+stress>

2.2.5. Si360

Si360 is a software engineering company based in Montreal, Canada, that has over 12 management software products for small and medium-sized businesses. Iris is launched under

the incubation of Si360, which plans to integrate Iris token as a payment method for its software. Si360 has dominated the African market since 2012 (<https://si360afrique.com/>).

3. Development Plan

3.1. Team

We have achieved all this with a small team of two blockchain developers and a project manager. We want to expand the team and be able to hire the following profiles:

- A marketing manager
- A French and English speaking community manager
- A Spanish speaking community manager
- Two blockchain developers
- A quality manager
- An agile coach consultant

This is just temporary until we make the project completely autonomous before the DAO takes full control.

3.2. Process

3.2.1. Technology Development Strategy

We develop according to the Scrum principles that facilitate our features' iterative and incremental delivery; this guarantees our products' quality and continuous improvement. We use the latest front-end and back-end technologies to remain competitive and secure, and this is how we attract the best developers.

3.2.2. Marketing Strategy

We communicate primarily on Twitter, Facebook, Discord, and Telegram social networks. Our Discord group will be the most active. Our Telegram group will be an announcement group with the possibility to comment on the publications. Our detailed updates will be done on Medium, and then a summary will be communicated on Twitter, Telegram, and Discord.

3.3. What Will Iris App Bring to Holders

3.3.1. What Will Iris App Bring to Holders

Long-term, IrisApp will integrate a project promotion service, allowing certain projects to increase their visibility. This initiative aims to support the platform's growth and achieve a weekly traffic of 50,000 users. To make this feature viable and contribute to the treasury, the service is being considered for commercialization. The revenues generated by this service will be redistributed to NFT Silver and Gold holders, thereby strengthening the Iris ecosystem.

This strategic approach offers several advantages:

1. Diversification of Revenue Sources: Commercializing the project promotion service allows IrisApp to diversify its revenue sources, reducing dependence on token sales.

2. Strengthening the Treasury: The generated revenues will be used to strengthen the Iris ecosystem's treasury, providing a solid financial foundation for future developments without relying solely on token sales.

3. Redistribution to NFT Holders: NFT Silver and Gold holders will benefit from the redistribution of revenues, enhancing their engagement and providing incentives to maintain their status.

4. Support for New Projects: By offering a project promotion service, IrisApp will contribute to the growth of other initiatives, thereby strengthening the blockchain ecosystem as a whole.

The implementation of this feature will require careful planning, strategic partnerships, and effective marketing approaches to attract projects interested in promotion. This initiative aligns with IrisApp's vision as a versatile platform, offering diverse services to meet the needs of its community and partner projects.

3.3.2. What Will Iris Plugin Bring to Holders

This section will allow external applications to use Iris token as a means of payment, mainly merchant sites. Partnerships have already been established with some platforms such as ebeneacademy.com and unseulprix.com. The revenues generated by this partnership will be redistributed to anyone holding the Iris token, and another part will be used for buyback and burn.

3.4. Roadmap

We prioritize and will always prioritize functionality above all. The token price, although important for investors and us, will depend on the performance of our products. We will deploy the Beta version of the Iris App before the ICO launch. We will never make promises about prices because it will never depend on us, but we will bring as many users and partners as possible to the Iris ecosystem using the means at our disposal to ensure its stability, evolution, and profitability.

Iris Ecosystem Development Plan

Q1 2022 (JAN-APR)

- Launch of the Iris Ecosystem project.
- Development of the IRISTOKEN smart contract.

- Audit of the smart contract.
- Private sale with a target of 25 BNB.
- IDO with a target of 80 BNB.
- Project launch.
- Listing on CG and CMC.
- Development of IrisApp version 1.

Q2 2022 (MAY-AUG)

- Listing on the first centralized exchange (CEX).
- Development of the IrisEarn staking platform.
- Marketing campaign to grow the community through AMAs in influential Telegram and Twitter groups.
- Development of the iOS version of IrisApp v2.

Q3 2022 (SEP-DEC)

- Development of IrisApp v2.
- Design of NFT Bronze, Silver, and Gold.
- Completion of the development of the iOS version of IrisApp v2.

Q1 2023 (JAN-APR)

- Marketing campaign to grow the community through AMAs in influential Telegram and Twitter groups.
- Listing on the second exchange (Top 30).
- Design of IrisDAO.

Q2 2023 (MAY-AUG)

- Development of IrisP2P v1 with support only for IRISTOKEN.
- Development of IrisDAO.
- Development of IrisBattle (50%).
- Design of IrisApp v3.

Q3 2023 (SEP-DEC)

- Development of IrisApp v3.
- Design of IrisAI v1.
- Development of IrisP2P v2 integrating stablecoins.

Q1 2024 (JAN-APR)

- Delivery of IrisApp v3.
- Development of IrisAI v1.
- Design of IrisPad.
- Marketing campaign to grow the community through AMAs in influential Telegram and Twitter groups.

Q2 2024 (MAY-AUG)

- Delivery of IrisAI v1.
- Development of IrisAI v2.
- Marketing campaign to grow the community through AMAs in influential Telegram and Twitter groups.

Q3 2024 (SEP-DEC)

- Delivery of IrisAI v2.
- Development of IrisPad v2.
- Marketing campaign to grow the community through AMAs in influential Telegram and Twitter groups.

Q1 2025 (JAN-APR)

- Development of IrisNFT.
- Distribution of NFTs.
- Delivery of IrisPad v2.
- Marketing campaign to grow the community through AMAs in influential Telegram and Twitter groups.

Q2 2025 (MAY-AUG)

- Development of IrisBattle blockchain part.
- Marketing campaign to grow the community through AMAs in influential Telegram and Twitter groups.

Q3 2025 (SEP-DEC)

- Delivery of IrisDAO v2.
- Delivery of IrisBattle.
- Transfer of full powers to the DAO.

2025-2030

- Support for the community (irisPlugin and other improvements to existing products).
- Updates of new features voted by the DAO.
- Definition of the new roadmap by the community.

Conclusion

You will need to hold **100,000 Iris tokens** to unlock the premium features of the Iris App. The project is designed to last for the long run and prevents users from just focusing on the token price as they will be able to use Iris App to mine and make money. As a result, they will find no interest in selling their token, and if no one wants to sell, the value will only increase over time.

The user ends up with a token that gives them access to good investment plans and is rewarded by reflection, and that's not all, the token will increase in value, and the gains will be at all levels. The fact that Iris token is used by other external systems will allow the team to cash in on the profits generated, buy back the Iris token, and then burn them in addition to the automatic burn system that is done with each transaction, making the token hyper deflationary. Buybacks automatically stabilize the price, and Iris token integrates an automated random airdrop system driven by the smart contract.

We don't want to evolve just based on promises; that's why we decided to launch the IDO only when Iris App Beta is online.

The challenge was to find a way to create a token that would keep holders from selling even if the price went down. This can only be done by giving the user services that bring more value than the number of tokens they own, so they won't be interested in price movements,

which will decrease the selling pressure, and everyone will win, and our project will survive even in a bear market.