



## White Paper Q1 2022

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# **ABSTRACT**

iPay aims to become the preferred cryptocurrency insuring safe, anonymous, direct virtual payments for the creator industry

# **INTRODUCTION**

Existing forms of virtual payment solutions have several problems.

For content creators, the existing solutions can carry high transaction costs, impose spending limits, expose them to costly charge-backs, disputes, and to the unpredictable policy changes from banks and credit card companies. For those working in the industries deemed not safe for work (NSFW), all of these existing problems are exacerbated.

For the users, consumers, fans, and followers who purchase the goods or services of creators, especially as virtual transactions grow, the exposure of their identity becomes an increasing risk factor. The risks of linking those transactions to personal information, one's identity as well as banking information, poses a constant threat of data collection, data breaches, and identity theft. Similarly, if those transactions take place in the NSFW sphere, the linking of transactions to identity becomes an even greater liability, not only in personal relationships, but also for public life.

The use of a cryptocurrency payment solution can resolve many of these problems by offering a direct antidote. Relying on blockchain technologies to ensure that once money has been

spent from a wallet, it cannot be traced, reversed, or disputed.  
More importantly:

- Transaction costs for processors are reduced significantly
- They are final and irreversible
- They are protected from changes in policies of big banks and big tech
- There are no spending limits
- They are anonymous
- Safe and secure from identity theft and other data collection

In addition to meeting the existing problems with virtual transactions dominated by the credit card industry, which existing crypto payments solutions can provide, iPay will offer a unique chance for content creators and those industries who are shunned by big tech and big banks either for seeming too small or too risky (e.g., adult, gaming, etc...) to adopt a currency which can also be an investment in the value they collectively create.

This latter point is critical. Adopting payments in bitcoin for instance can resolve some of the above mentioned problems, but adopting iPay can do that while also becoming a far more effective investment vehicle as all our marketing and development will be oriented toward serving the needs of these very powerful yet vulnerable industries.

As more creators, creator platforms, and industries shunned by banks and big tech gravitate to iPay, they can benefit not only from all of the advantages we have outlined, but also be a storage

for the immense appreciating value that they are collectively generating.

iPay is more than just a token with a use case. If it were that alone, its prospects are already great. But our goal is to position it as a potential game changer, in realizing through a token and the transactions made through it, the immense and explosive value the creator, adult, gaming industries generate collectively.

With the expansion of these industries into the VR metaverse, the growing market of NFT's within them, the necessity for safe and anonymous virtual payment solutions and the rapid adoption of cryptocurrencies will play an immense force in positioning iPay as the right token, in the right place, with the ideas and vision, at just the right time.

## **THE MARKET (BY THE NUMBERS)**

The current creator economy is valued at 104 billion dollars and is estimated to grow to 5.25 trillion dollars in 2030. The current cryptocurrency market is valued at 2.5 trillion, this is estimated to grow a hundred fold to 250 trillion by 2030. The current NFT market is valued at 100 million dollars. And is expected to grow 2000 times, to a 204 billion market in 2030. The metaverse market is today valued at 47 billion dollars. This is estimated to blow up to a 2.4 trillion dollar market. All this means that the number of transactions people make virtually will grow by the safest estimates 5 fold in the next ten years. iPay is positioned in this space to ride this wave of growth but to do so in a way that will

benefit the creators and those who value their creations, as they will be the main engines of this growth. Imagine if those who used iPhones could also, in their use, be investing and benefitting in its growing adoption. We see this as one of the main advantages of using iPay over the existing field of cryptocurrencies whose usage and market will be growing at a staggering rate over the coming decade. With iPay we are creating a safe anonymous means for virtual transactions to be put into direct use and serve as a mode of investment in the industries which are set to fuel and benefit most from the exponential growth of these markets.

## **iPAY'S ADVANTAGES**

Unlike many tokens and coins, iPay has several competitive advantages:

### **Experience**

Among the central ones is our experience our team has in the very industries that are intended spheres of use. Our CEO has built a multi-million dollar company in the first phase of the internet, getting industry wide adoption of age verification for adult content with Adult Check. We aim to do the same, this time expanding adoption in the entire creator industry and looking for strategic partnerships in the other industries like gaming which suffer from the shifting policy and public image winds of banks and the credit card industry. Our Devs have been active in the crypto field for many years and understand the core principles of creating accountability for token holders, devising contracts and

tokenomics which will foster long term growth in value for holders and adopters of this form of payment.

## **Marketing**

Adoption also involves experienced marketing. Our team has handled large scale efforts in marketing in multiple industries, using viral campaigns as well as robust mechanisms for referral systems which allow those doing the key work of bringing in adopters are rewarded for their efforts. Through those decades of work in the field, our team also has deep ties to influencer agencies and creators. Our marketing efforts are thus already building on our experiences as well as relationships which cannot be built instantaneously with the launch of a new coin or even a clever concept.

## **Technology**

On the technological front, our team has three decades of experience building out custom and scalable solutions which do not rely on cookie cutter and readymade platforms which are lacking the flexibility for both integrating our payment solution and making sure specific mechanisms can be implemented to adhere to our coin's tokenomics and referral incentives.

## **Immediate Use Case**

In the cryptocurrency field, use cases are often considered the alpha and omega of potential success. And all efforts are made to match coins or tokens to use. In the case of iPay, we are at a significant advantage in this field as we have already millions invested in two platforms, iFans and Famelink, which can easily grow in scale and will immediately add a use case to our new

coin. If only one of these flourishes in the use of iPay, we will already be head and shoulders above most existing cryptocurrencies. More importantly, through these use cases, we will have the space to experiment and grow virally the methods of adoption and encouraging creators through proof of concept that *it pays to use iPay*.

## **SFW and NSFW**

There will be cryptocurrencies which aim to corner or capture the SFW use cases. There are cryptos which aim specifically toward adult content or what is referred to as NSFW (Not Safe For Work). iPay is situated, through our two pre-existing businesses and use cases, in both spaces. We see this as a significant competitive advantage, because long term, we see that the creator industry includes both these realms and a currency which can combine and not stigmatize or limit what creators can produce, sometimes SFW, sometimes NSFW, is a natural part of the evolution of the industry. We already see an immense convergence in the field of NFT's, where creators of adult content are able to also produce unique or editioned works which are much closer to artworks. Establishing mechanisms to protect minors from specific creations which are adult from those which are not is absolutely central.

Having been involved in the earliest form of age verification mechanisms, our team knows the importance of strong mechanisms to protect minors from accessing adult content. Consequently, all our partners and creators accepting iPay as a payment method will be required to pass stringent standards in this regard.

At the same time, it is our belief that creators themselves should not be stigmatized or categorized as SFW or NSFW, content should. For this, we believe positioning a cryptocurrency that is not stigmatized or limiting the production of creators offers the necessary freedoms of expression and experimentation that the field we are dedicated to requires.

We also believe that crypto payments will democratize the centralized policy, regulatory controls and the moral whims of political or corporate bodies who instead of creating fool proof mechanisms for the protection of minors from adult content stigmatize an incredibly vibrant field of creators and content producers which clearly add value to everyone's life.

iPay will not make this mistake and stands committed toward having those technical mechanisms while celebrating and storing with time and using the immense value that all creators produce collectively.

## **NFTs**

We are in the development phase for implementing a simple and reliable method for creators to mint their own Non Fungible Tokens (NFT's). Ownership of individual NFTs can be verified on the Binance Smart Chain (BSC) or Ethereum (ETH) blockchains through multi-chain technology.

Placing unique and editioned creations as NFT's on blockchain not only makes them easily exchangeable and traceable, it also means that the works themselves are stored on the blockchain. This solves a host of challenges for creators as the provenance of what they have produced remains clear and any change of hands



can be verified. For those who buy these unique works, they can rest assured that it exists irrespective of whether they have it stored or not directly on their computers. Again, for reasons of privacy, this offers a very safe solution for persons to gather collectibles of specific objects and creations without having to hold them personally in storage on their own physical hard drives.

## **ROADMAP**

We aim in the immediate time frame:

- To integrate iPay into the CoinPayments platform, allowing any creator or merchant to accept our token as a method of payment on their site
- Roll out to major centralized exchanges allowing people to easily buy iPay
- Develop marketplace where creators can mint and sell their own NFTs
- Expand currencies able to be swapped into iPAY (Bridge to ETH, SOL, MATIC)
- Announce innovative incentive schemes for creators to get fans to make transactions with iPay

## **TOKENOMICS**

In the immediate time frame, our tokenomics will follow a logic of 11% tax on buy and sell.

0% wallet to wallet tax. This ensures that when a 'fan' transfers/pays \$iPay to a 'creator' on either iFans or FameLink, they won't be taxed.

Only when the fan purchases iPay, and when the creator converts iPay to another crypto, does the respective buy (fan) and sell (creator) tax take place.

This tax for fans is justified by an "anonymity fee" and for the creator a "crypto fee", which is less than the customary 20% fee they pay already on platforms such as iFans and FameLink when transacting in fiat currency (USD).

## **FUTURE PLANS**

### **Background - Web 3.0**

Web 1.0 inaugurates the first phase of the internet as a largely open field comprising email addresses, bulletin boards, mailings lists, websites, and emergent networks for sharing of news, projects, images, art, writings, information and files. In this phase, the internet service providers (ISPs) have been the main threat and centralizing forces attempting to create gated communities in an inherently decentralized space.

Web 2.0 marks a tremendous shift in the way the internet develops. It is an era defined by the emergence of large social media platforms like Facebook, YouTube, Twitter, Instagram which have instantaneously multiplied and simplified the possibilities for users to exchange information, ideas, files, images, opinions.

It has expanded the potential of people to connect to one another through large networks of users who have migrated to these platforms. In exchange for providing scale and reach, these platforms have monetized the sharing that fielded these networks as well as the content generated by these nascent creators. It goes without saying that these large scale platforms have relied on big capital and finance to fuel their mammoth growth and dominance.

Web 3.0 is the phase in which an inherently decentralized infrastructure of mass communication, exchange, sharing, combined with the emergent tools for decentralizing finance, which cryptocurrencies and exchanges offer, will produce a very different internet experience. Blockchain technology and crypto will also fuel many new forms of peer to peer networks to emerge replacing middlemen. All of this will result in a much more level playing field where the adopted forms and values are not dictated by centralized platforms but the power reverts back to creators who are the generators and drivers of value on the internet.

If Web 3.0 will also be marked by the rapid growth of augmented reality, virtual reality and the metaverse, where the spaces of play, creation, exchange will merge further; then creators and crypto together will be at the heart of the explosive growth in direct, anonymous yet reliable virtual transactions.

### **iPay and Web 3.0**

Web 3.0 is in its infancy, but it marks a new phase in which iPay aims to position itself as a central player.

In our view, the entire history of the internet has offered the possibility for creators of things whether in the form of objects, services, ideas, writings, images, videos, art, music, information to share and exchange them directly with others. And any attempts to create sustainable economic models for these creators have had to depend on big platforms and big capital.

We believe that crypto changes this equation and we are in the early infancy of decentralized financing and economic tools through which not only new forms of currency can be produced to fund projects, but also many of the utopian aspirations of the internet, where people connect directly with one another and determine for themselves what protocols, safety mechanisms, ethics, responsibilities, values they stand for and create.

Crypto offers through innovations in blockchain not only peer to peer payments that can be direct, trustworthy, anonymous, instantaneous, verifiable, low cost eliminating costly intermediaries; it also opens many doors for creators, as the central drivers of traffic on the internet, to support themselves through the sale of what they produce without relying on the mega platforms which capture the majority of the value they generate.

And as we have emphasized, we believe that a cryptocurrency which focuses on the rapidly growing creator economy will not only benefit creators by offering them a standard bearer for reliable and safe transactions; but over time, as more and more creators use it, can act as a storage of the immense value they collectively generate and which gets diluted in ordinary Fiat

currencies and even cryptocurrencies which are too general or too specific in their uses.

In this way, those who adopt iPay can build through the sale and exchange of their goods, images, videos, NFT's, performances, jokes, stories, with each transaction, the value of the currency.

Bitcoin has accumulated its value based on its position as a standard in the emergent crypto field. Ethereum and BNB have developed their value through their capacity to support massive exchanges and the necessity of those who access or are listed in their exchanges to gain entry through their currency. iPay will develop its value as both a currency and a turnkey crypto payment solution for creators, offering them the chance to participate and see their own exponential capacity to create value.

It is our thesis that everyone is a creator and creators are the fuel for the traffic and value production on the web. But that value is currently captured by large platforms. Web 3.0 is that moment where this value is realized by the creators themselves. iPay would like to be one of the standards upon which creators can finally see and realize the immense value they are generating collectively.

## **iPay and the Metaverse**

The Metaverse names a space of convergence between our material and virtual lives. 2022 is poised to become the year that the metaverse gains widespread attention. iPay is poised at the beginning of this revolution to play an integral role as a payment solution for platforms integrating into their technological stack.

This immersion will also give life to new objects, collectibles, goods, creations, and art works, in the form of NFT's and their accompanying methods of virtual transactions and currencies. We are developing at this moment with longstanding personal contacts in the fast developing industry who are already building the architecture and the underlying technologies of the metaverse. While these partnerships are in the early phase and will require greater work in integration, we believe we are incredibly well positioned to implement on our own platforms as well as helping our partnering creators to take advantage of the explosive growth potential offered in this rapidly expanding field.

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