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IME

WHITEPAPER

IME (Innovativ Market Evaluation) Token

Abstract:

The IME token is designed to revolutionize the way marketresearch is conducted, offering a platform where anyone can create and participate in surveys while earning rewards in a secure and anonymous manner.
This whitepaper outlines the technology, token details, token economy, team, roadmap, and contact information for the IMEON project.

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Introduction:

1. Introduction

The IME Token (Innovative Market Evaluation Token) is designed to solve a structural weakness in the global economy: the inability to reliably measure market perception in real time.

Traditional market research has become obsolete. It is slow, expensive, prone to fraud, and disconnected from the behavior of the digital generation. Companies still rely on outdated survey panels, indirect feedback loops, and unverifiable statistics to make billion-dollar decisions. In a world driven by precision, that's no longer acceptable.

Imeon proposes a radical alternative: a blockchain-based infrastructure where perception becomes measurable, tamper-proof, and economically valued.

The IME Token is not just a reward—it is the trust layer for this new ecosystem. It powers every verified interaction on the Imeon platform, from user feedback to data access and reinvestment. By aligning incentives between consumers and companies, IME transforms passive opinion into active, compensated contribution.

With every participation written to the blockchain and every token distributed via smart contract, we eliminate the need for trust in institutions, panels, or third-party validators. The IME Token enables a new model of research—decentralized, instant, and real.

This whitepaper outlines the token architecture, technical foundation, and economic logic behind the IME Token—built to support the first platform that measures market truth at scale.

Problem & Solution

2. Problem and Solution

2.1 The Problem: Market Research Is Structurally Broken

For decades, businesses have relied on market research to guide product decisions, marketing strategies, and brand positioning. Yet the systems that power this "insight" are fundamentally flawed:

- Outdated Panels: Traditional research relies on survey panels that are often small, non-representative, and incentivized in ways that reward speed—not truth.
- Delayed Feedback: Most research projects take days or weeks to deliver results—too slow for real-time product or campaign decisions.
- Unverifiable Data: There is no guarantee that participants are real, that responses are unique, or that any data point is honest.
- High Costs: Managing panels, agencies, intermediaries, and payout systems inflates costs and reduces accessibility for startups and smaller brands.
- Generational Disconnect: Gen Z and younger audiences are mobile-native, ad-resistant, and culturally immune to traditional survey systems.

These failures aren't caused by bad research practices—they are caused by an outdated system design that depends on centralized control, unverifiable input, and delayed value exchange.

2.2 The Solution: Decentralized, Verifiable, Incentivized Truth

Imeon redefines market research by building it as a trustless, blockchain-based infrastructure. At the core of this system is the IME Token: a digital asset that represents verified participation, compensates honest feedback, and eliminates fraud by design.

With Imeon + IME Token, we solve these structural failures:

Legacy Problem	Imeon + IME Solution
Fake participants & bots	On-chain wallet-based identity, one address = one vote
Duplicate or dishonest responses	Smart contract verification + reward logic enforcement
Slow data delivery	Instant response availability via decentralized ledger
Centralized control	Permissionless participation, decentralized data layer
Inefficient payouts	Direct, gas-efficient crypto rewards via Optimism
Low Gen Z engagement	Mobile-native, gamified UX + real token incentives

Instead of paying research agencies to “ask questions”, companies use Imeon to trigger verified surveys across a real user base, and receive real-time, tamper-proof insights with all responses immutably recorded on the blockchain.
On the other side, users earn IME Tokens for their feedback and gain access to a wider utility ecosystem: redeemable benefits, startup reinvestment, and token-based progression through Imeon’s platform.

2.3 Why This Matters

Market understanding drives business decisions, funding, communication, and growth. If the data used to steer these processes is unreliable, the entire economic structure built on it becomes misaligned.
Imeon is not just an improvement.
It is a systemic redesign using cryptography and economic alignment to build the first research infrastructure that scales with truth.

Technology:

3. Technology & Token Details
3.1 Blockchain Architecture

IME Token on the Optimism Chain:

- The IME token is hosted on the Optimism Chain, a Layer-2 scaling solution for Ethereum.
- The Optimism Chain provides fast transactions and low fees, increasing the efficiency and user-friendliness of the Imeon platform.
- Seamless integration with Ethereum is enabled by the Optimism Chain, providing broad acceptance and interoperability with other Ethereum-based projects.

Security Measures:

- To ensure the platform's security, various measures are implemented.
- These include encryption techniques for user data, regular security audits, and the use of Smart Contracts to automate and secure transactions and interactions on the platform.
- These security measures ensure the confidentiality of user data and the integrity of survey results.

3.3 Token Supply and Allocation

- Token Name: IME
- Token Standard: ERC-20
- Total Supply: 1,000,000,000 (Fixed, no inflation)

Preliminary Allocation:

User Rewards (In-App) 35%
Ecosystem Growth 20%
Team & Advisors 20%
Investor Pool 10%
Reserve Treasury 15%

Vesting:

- Team tokens are subject to 4-year vesting with a 1-year cliff.
- Ecosystem and investor tokens follow milestone-based unlocking schedules.

4.4 Token Utility

The IME Token is the core utility unit across all layers of the Imeon ecosystem:

- Earn – Users receive IME for completing validated surveys, testing products, or participating in pilot campaigns.
- Spend – Tokens can be used in-app to redeem products, unlock bonus campaigns, and boost survey eligibility.
- Reinvest (planned) – Users may use IME to back startups listed on the platform
- Govern (planned) – In future iterations, IME holders may vote on platform rules, token allocations, and community-funded campaigns.

Token Economy:

5. Token Economy

The IME Token serves as the economic backbone of the Imeon ecosystem. It incentivizes truthful participation, enables user-driven engagement, and creates a verifiable feedback economy at scale. The design of the IME token economy ensures that the system remains balanced, secure, and valuable across all stakeholder levels.

5.1 Utility Overview

The IME Token is used to:

- Reward users for verified feedback, survey participation, product testing, and campaign interactions
- Redeem products and experiences in the Imeon app shop
- Reinvest into early-stage startup listings (non-securitized support model)
- Unlock premium app features and access levels (e.g. higher-value surveys, leaderboard visibility)
- Participate in governance (planned Phase II)

5.2 Token Value Maintenance

To protect the long-term economic integrity of the IME Token, several mechanisms are in place or planned:

1. Fixed Supply
Total token supply is capped at 1,000,000,000 IME, with no inflation or minting post-deployment.

2. Controlled Emissions
Reward emissions are calculated dynamically based on platform activity, number of active users, and campaign budgets. This avoids excessive daily payouts and ensures reward sustainability.

3. Token Velocity Control
Redemption options (e.g., in-app shop, startup reinvestment) are designed to retain IME within the ecosystem and reduce external sell pressure.

5. Premium Feature Payments

Some app premium features may require IME payments (e.g. boosted surveys, status upgrades), further reinforcing internal token circulation.

5.3 Staking Model (Planned Phase II)

A future staking mechanism is planned to:

- Reduce token velocity by encouraging holders to lock tokens
- Provide yield from campaign fees, startup contributions, and optional treasury allocations
- Unlock reputation tiers within the app (e.g. Verified Voter, Expert Panelist)

Staking may include:

- Flexible staking with soft lock-in
- Tier-based bonuses based on staking duration and amount

Governance:

5.4 Governance Framework (Planned Phase III)

Imeon aims to transition into a community-influenced governance model after core infrastructure stabilization.
Key elements:

- Token-weighted proposal and voting system
- (One IME = One vote, or quadratic voting depending on implementation)
- Proposal domains:
  - Token allocation (e.g. ecosystem grants, treasury use)
  - Feature roadmap prioritization
  - Rules for reinvestment logic and listing curation
- Governance Interface: Imeon will offer a Web3-compatible governance dashboard where verified holders can submit and vote on proposals.

Governance will be non-custodial, transparent, and aligned with long-term protocol sustainability. Initially, a multi-signature guardian council will oversee treasury protection and deployment logic until full DAO decentralization is viable.

Team:

-CEO: Ari Julius Hanke
-COO: Nils Schneider
-CTO: Dr. Enkhtogtokh Togootogtokh

Contact Information:

- Email: information@imeon.io
- Phone: +49 1578 3485418
- Website: www.imeon.io