



TOKEN
UTILITY

IMPT

THE PLANET'S LOYALTY PROGRAMME

WELCOME TO IMPT

Our platform and mobile apps enable socially and environmentally conscious shoppers to reduce their carbon footprint through their everyday shopping.

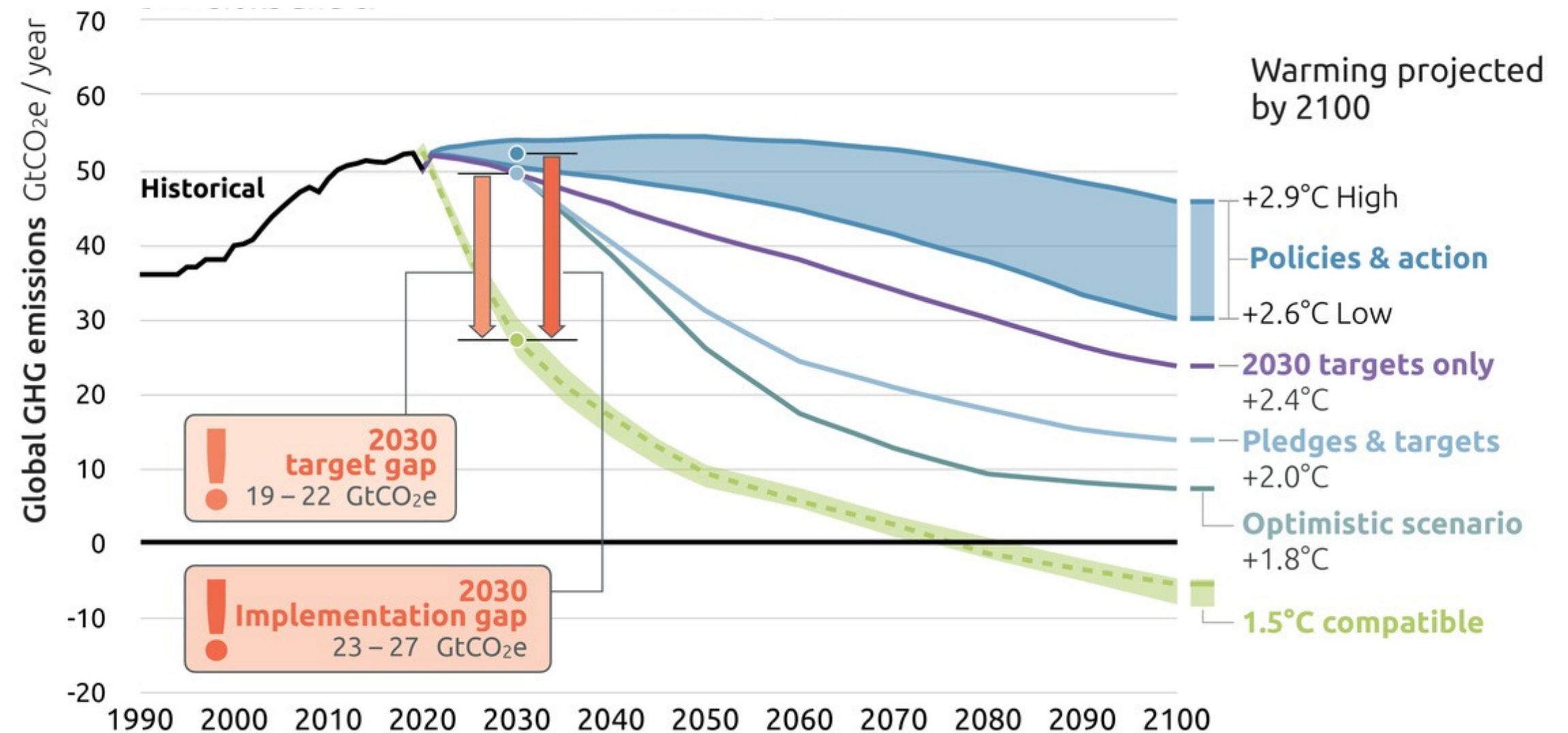
**SHOP
EARN
OFFSET**



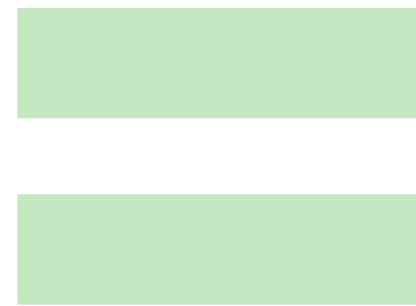
CLIMATE CHANGE IS CRITICAL

It's time to address climate change with urgency. But we're not powerless. Meet IMPT, The Currency of the Climate — a solution that empowers us to make a meaningful impact.

A rise of **3°** in global temperatures above pre-industrial levels by 2100 would be disastrous



1° DEGREE OF
CLIMATE
CHANGE



1 BILLION
IMPT
TOKENS

3 We're creating
BILLION
IMPT

TO
BALANCE

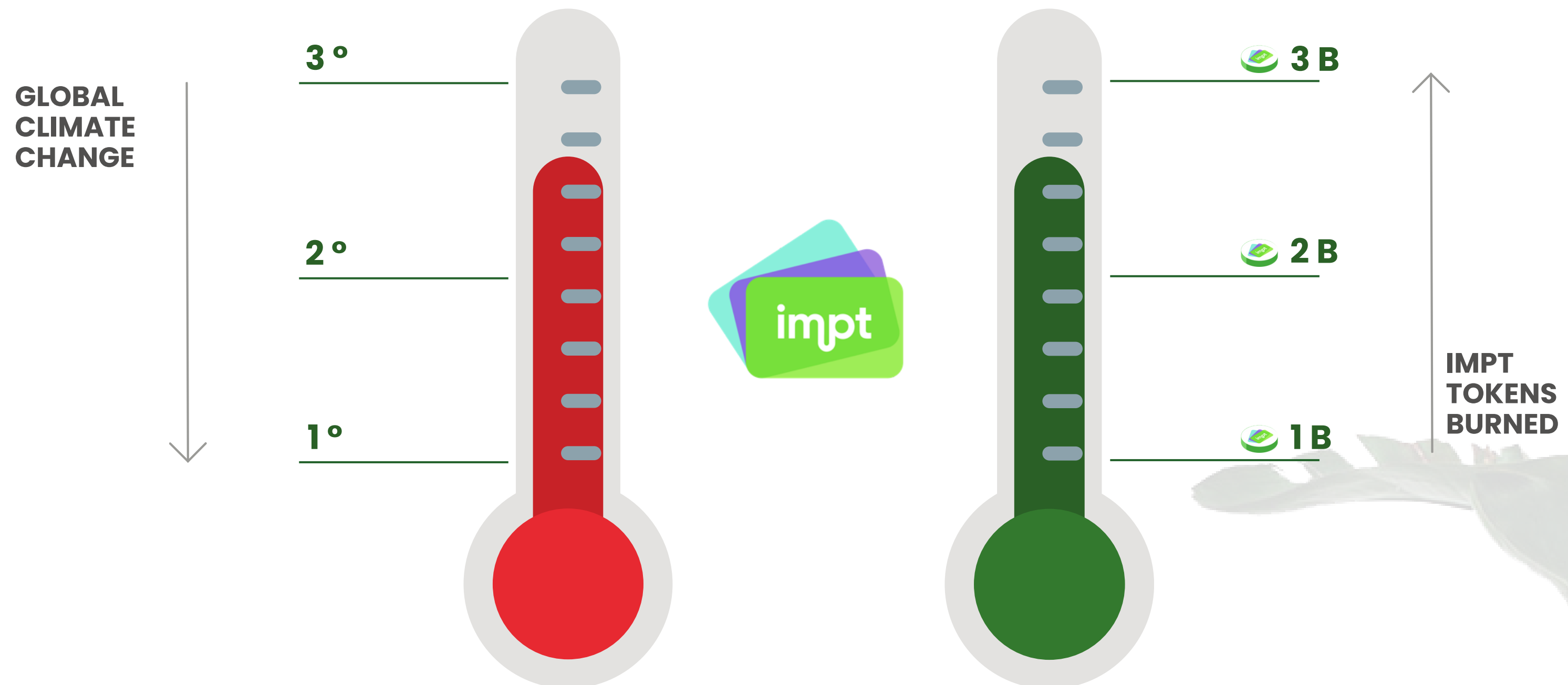
3° DEGREES OF
CLIMATE
CHANGE

IMPT: THE CURRENCY OF THE CLIMATE

We've create a currency backed by climate action.

As users take action against climate change, our collective climate impact is reduced concurrently with circulating IMPT tokens

Taking action to end climate change and save our planet directly enhances IMPT token value



THE IMPT ECOSYSTEM

IMPT is at the heart of a circular economy, connecting users, businesses, and the environment.

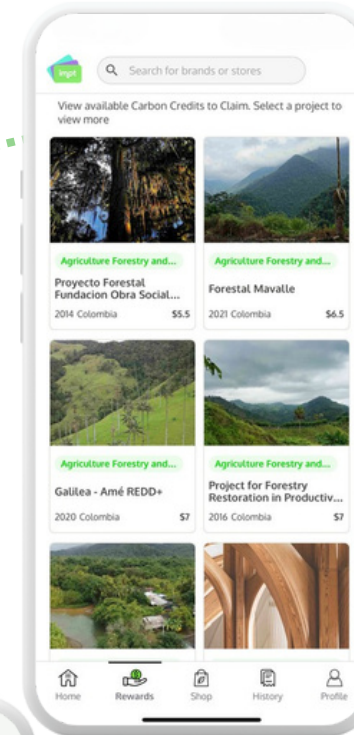
We're bridging the gap between **individuals** and impactful **climate initiatives** as the missing link between our daily choices and the global fight against climate change.



IMPT app



Carbon credit marketplace



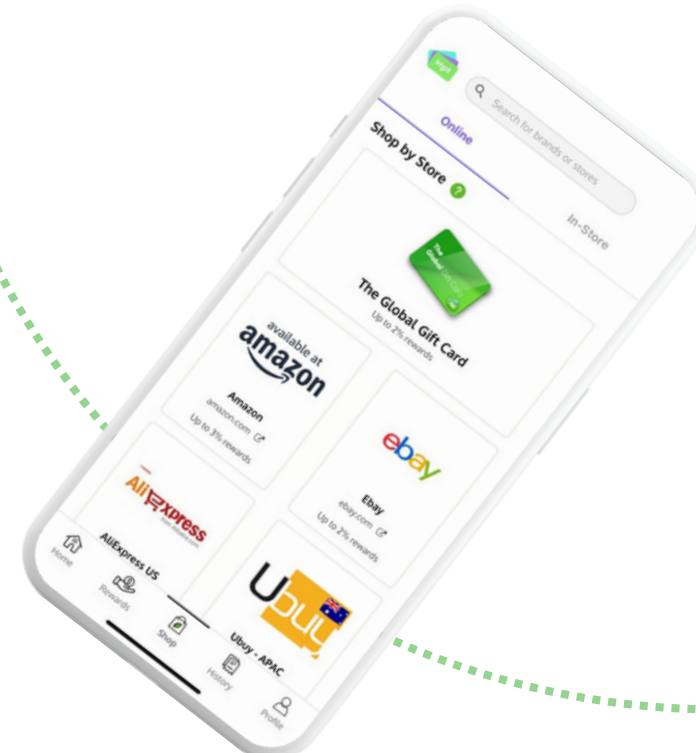
Partner programme



Offline retailers



Shopping Platform

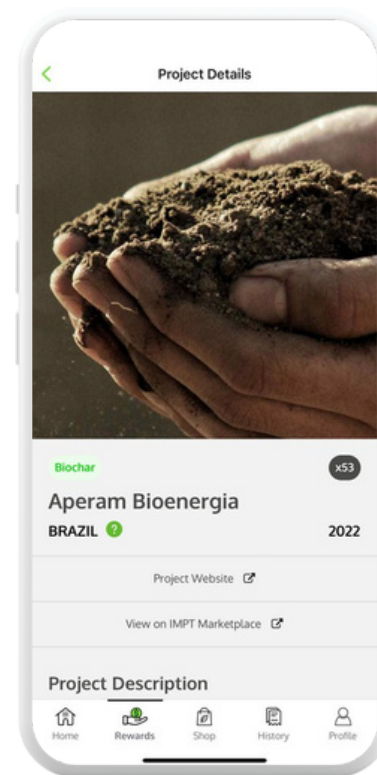
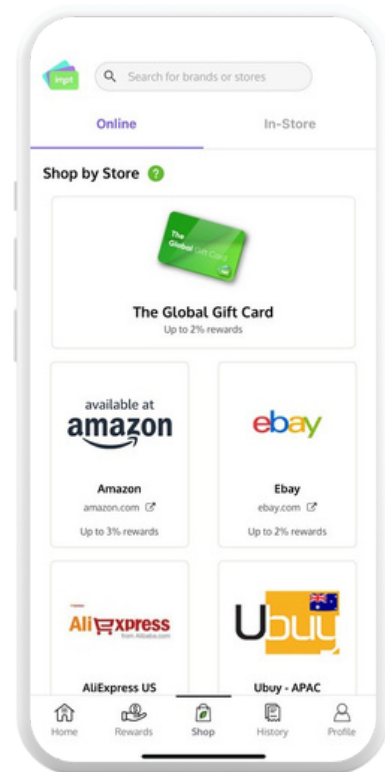


DAILY ACTIONS & GLOBAL IMPACT

IMPT is a practical tool that allows us to make everyday actions count toward a greener, healthier planet.

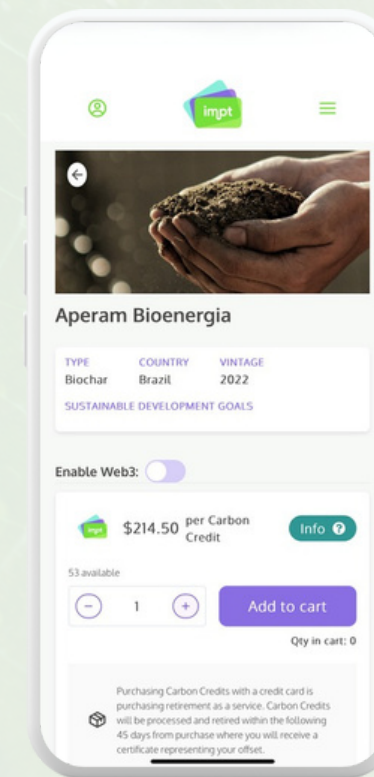
Shop on IMPT

With IMPT, you can now shop Amazon, AliExpress, Ebay and many more.



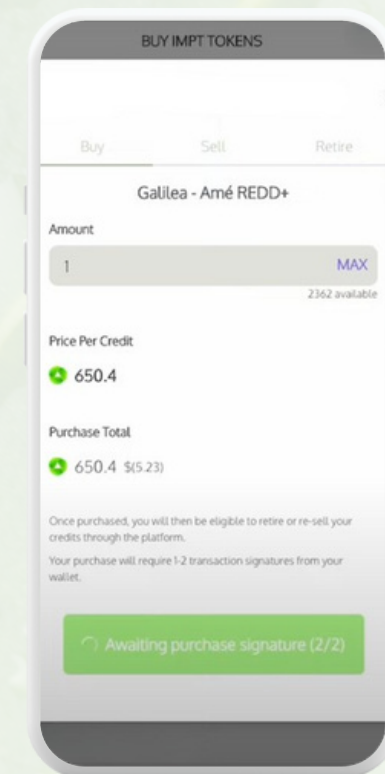
Choose how you help

Select a climate impact project you love



Take action

Exchange rewards for carbon credits



Make a difference

Retire carbon credits, help fight climate change, and earn gamified rewards

GAMIFY YOUR CLIMATE IMPACT


At IMPT, we believe that making a positive impact should be not only rewarding, but also fun. That's why we've introduced a gamified element to the carbon credit retirement process.

1 retired carbon credit
=
1 level

LEVEL 1 

1 carbon credit retired
Equivalent to offsetting the emissions generated by one electric car driving for one year — 11,198 KM



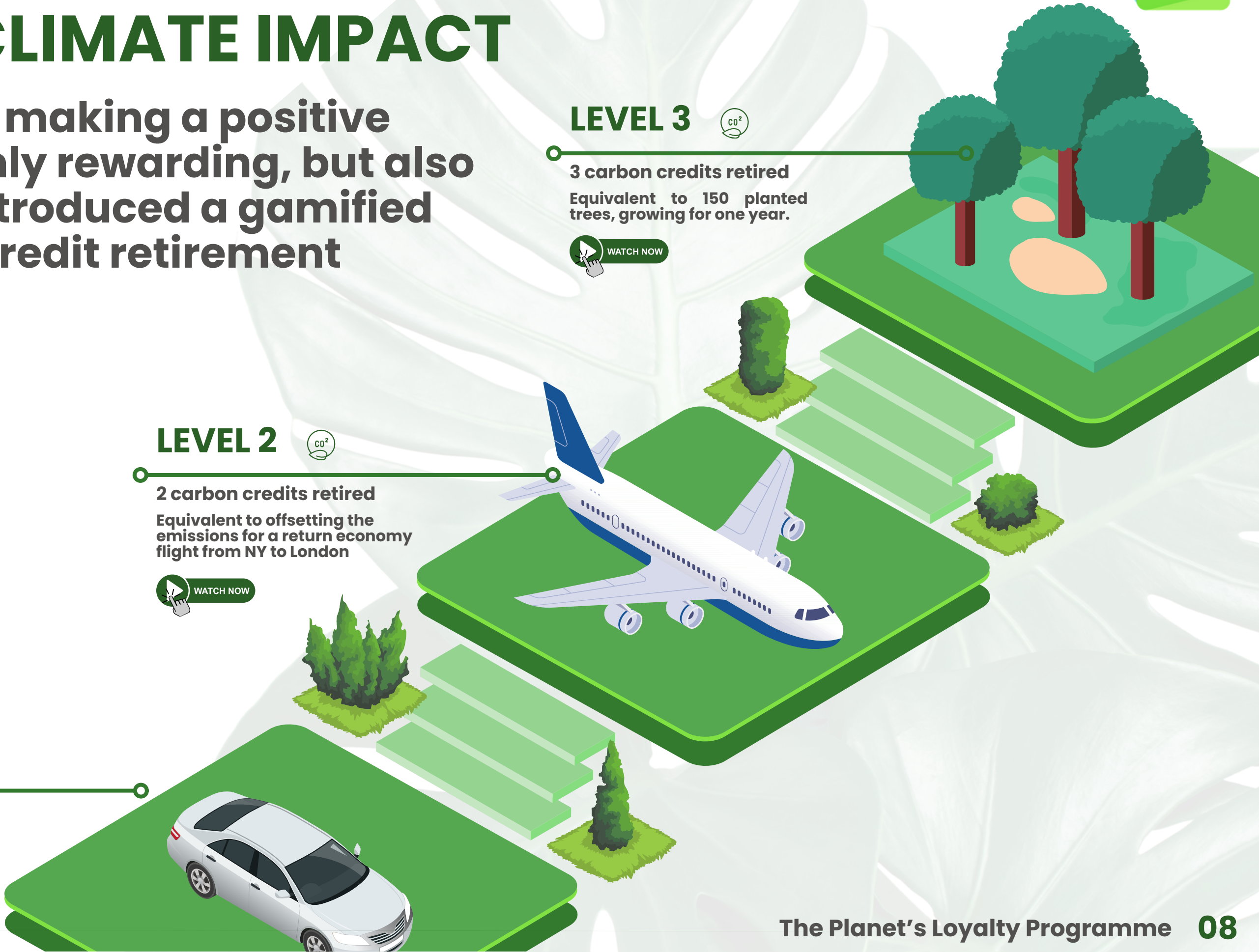
LEVEL 2 

2 carbon credits retired
Equivalent to offsetting the emissions for a return economy flight from NY to London



LEVEL 3 

3 carbon credits retired
Equivalent to 150 planted trees, growing for one year.



When you retire carbon credits on IMPT, you're not just making a difference; you're also on a quest to collect gamified badges and stickers.



impt.io

IMPT UTILITY: BURNING & REWARDS

IMPT aspires to become the global Currency of the Climate



To achieve this, IMPT's value model ensures tokens are burned as users are rewarded for taking action.

IMPT's Goal: To inspire individuals to retire carbon credits through rewards and gamification



Users receive 10% of the value of the carbon credit as a reward in IMPT

90% of burn value is sourced from locked tokens, and 10% from the circulating supply

Whenever a carbon credit is retired, we burn 100% equivalent value in IMPT

IMPT: DESIGNED TO RETIRE CARBON CREDITS



REWARDS

Shop on IMPT to generate rewards



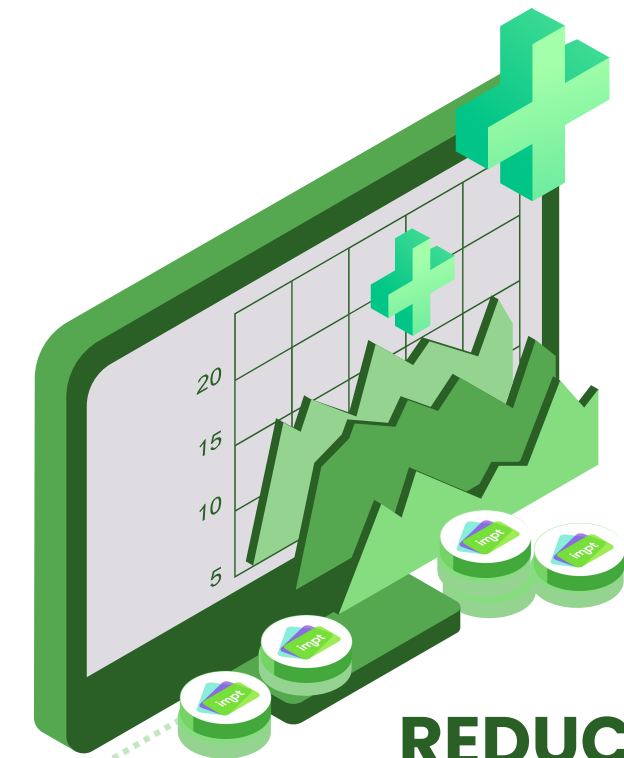
RETIRE CARBON CREDIT

1 carbon credit retired = 1 tonne of CO2 removed from atmosphere



BURN IMPT TOKENS

IMPT will burn the equivalence of the value of your carbon credit retirement



REDUCE CIRUCLATING SUPPLY

With fewer tokens in circulation, the value each IMPT token value represents increases, benefiting all token holders.

CLIMATE ACTION = IMPT SCARCITY

IMPT's goal is to monetize the reduction of CO2 in the atmosphere

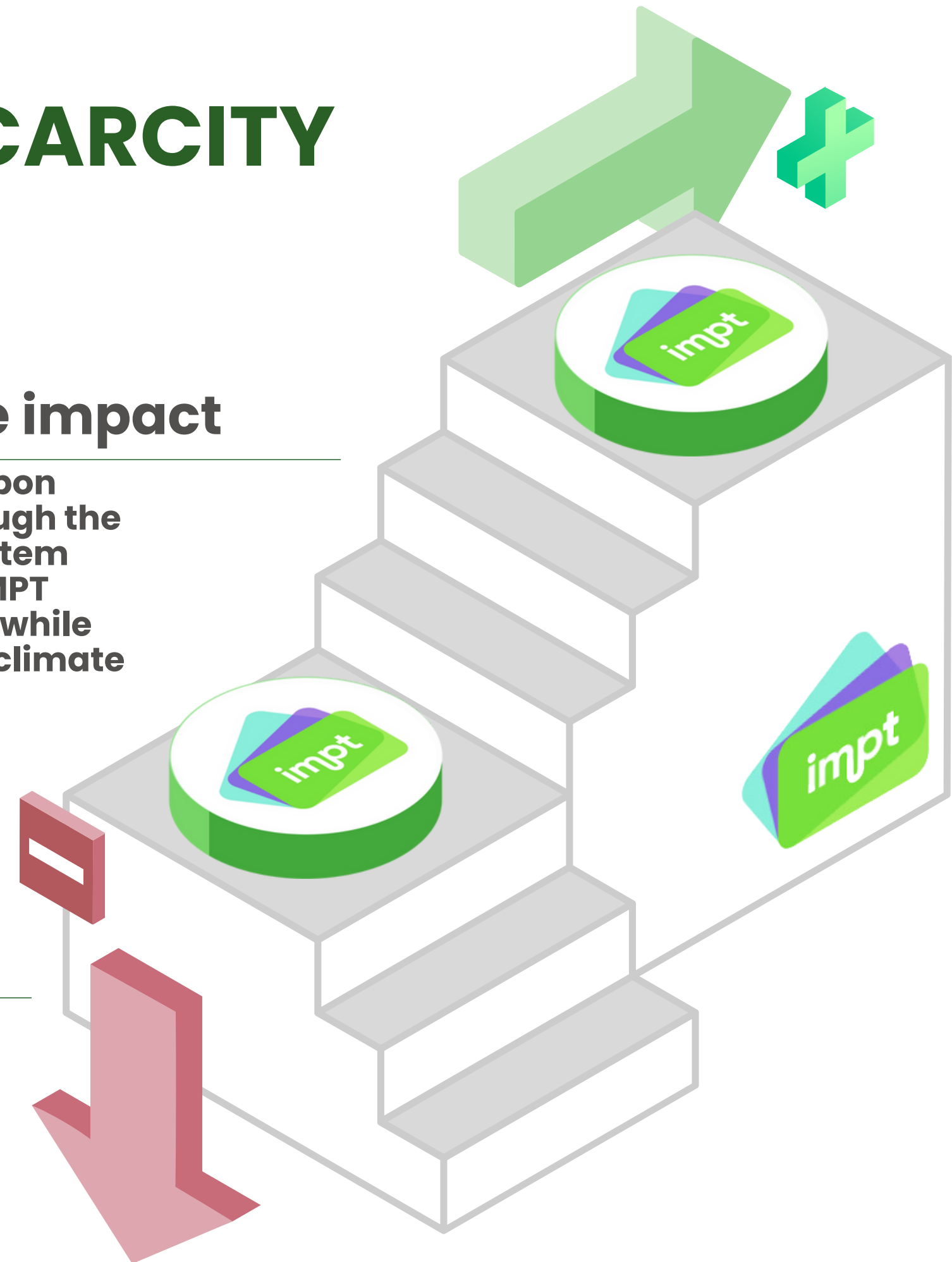
Every time a carbon credit is retired, IMPT reduces the supply of IMPT tokens by the same value as the carbon credit

Climate impact

Retiring carbon credits through the IMPT ecosystem enhances IMPT token value while minimizing climate impact

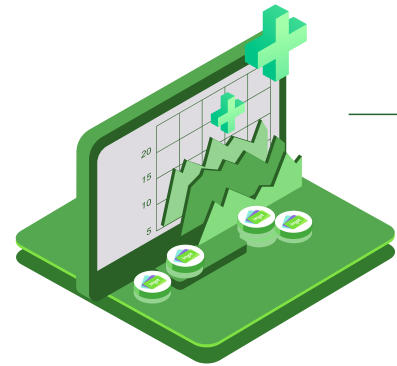
IMPT supply

Burn mechanism simultaneously reduces total IMPT supply and global carbon footprint



IMPT BURNING: WHY AND HOW

Token burning within the IMPT ecosystem is a win-win scenario. IMPT burns benefit the environment, offer users rewards, and contribute to the value of IMPT tokens



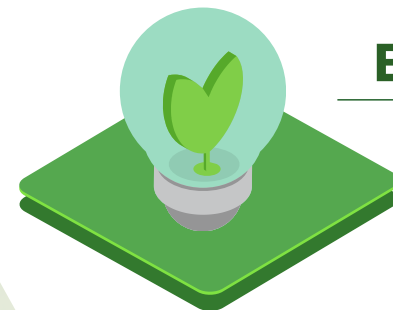
Reduced IMPT Token Supply:

Every carbon credit retirement event contributes to a reduction in the overall supply of IMPT tokens.



Token Acquisition and Burning:

With each carbon credit retirement, IMPT tokens are acquired on decentralized exchanges (DEX) and subsequently burned



Bolstering Climate Impact:

Each retirement of carbon credits reinforces our commitment to sustainability by burning IMPT tokens.



Monthly Token Burn Schedule:

IMPT token burning events will occur on a monthly basis.

IMPT BURNS: IGNITING VALUE THROUGH CLIMATE ACTION

In the IMPT ecosystem, token burning isn't just about reducing carbon credits; it's igniting value through climate action, benefiting both the environment and our users

10%

10% of value goes back to user

10%

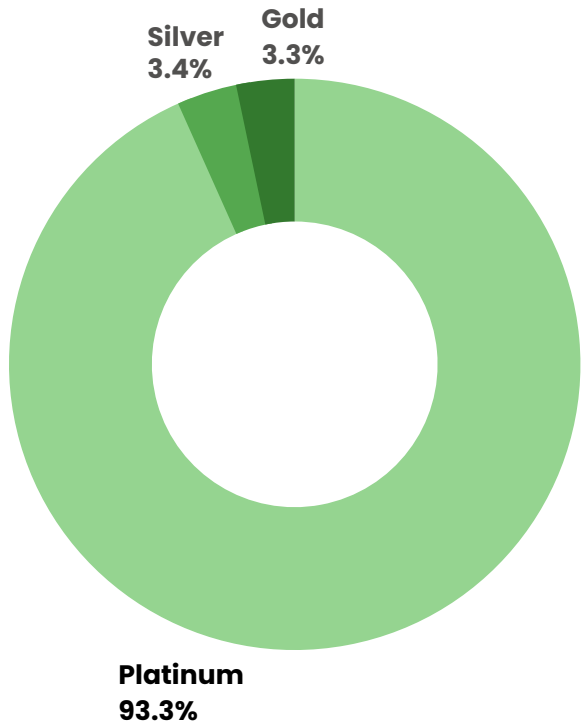
10% of the tokens to be burned will come from the tokens in circulation

90%

90% of the tokens to be burned will come from the locked tokens

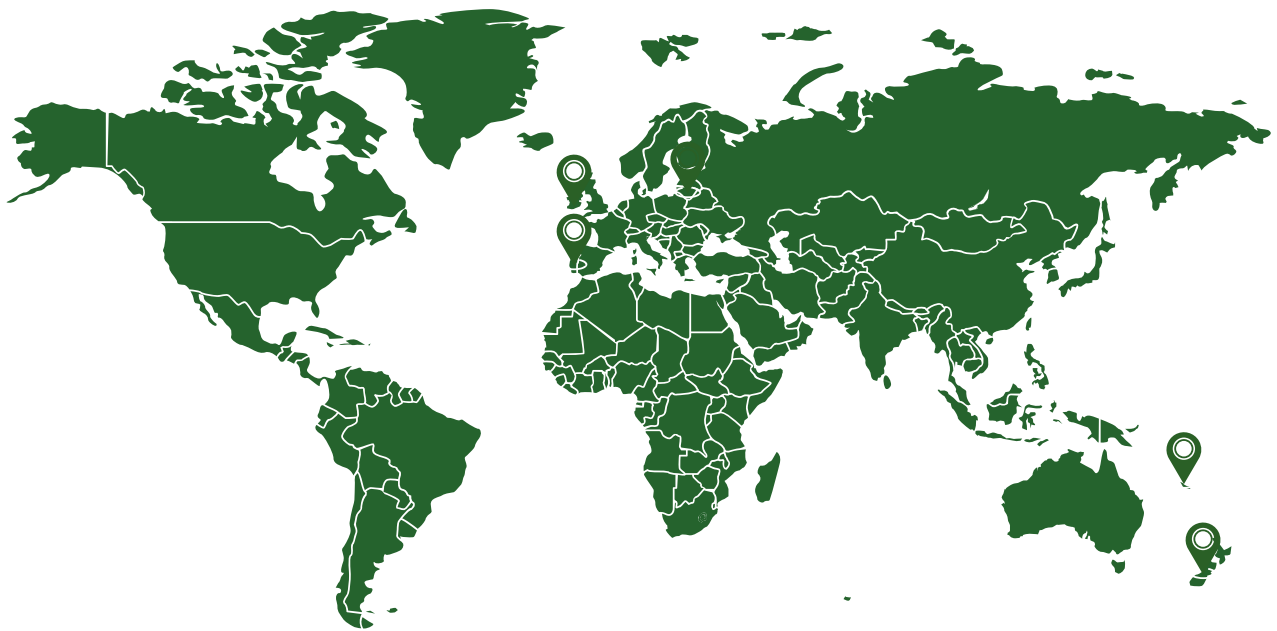
STAKING AND VALUE IN THE IMPT ECOSYSTEM

Where is value maintained and locked in IMPT?



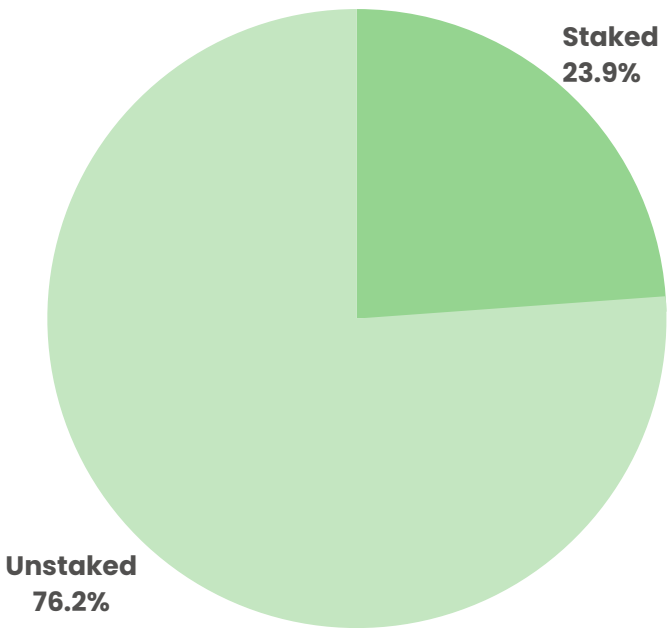
LOYALTY

Over 262 million IMPT currently staked in loyalty pools.



COUNTRY PARTNERS & AREAS

53 million IMPT currently staked for 2 years.



TOTAL STAKED

23.85% of the circulating supply is currently staked.

IMPT CURRENT UTILITY

What can you do with IMPT now?



1. CURRENCY:

IMPT is necessary to purchase and retire carbon credits on IMPT in lieu of rewards



2. STAKING:

Users can stake IMPT tokens as part of the loyalty program.



3. PARTNERSHIP:

Partners can stake IMPT tokens to purchase specific regions.

IMPT FUTURE UTILITY

What will you be able to do with IMPT?

TOKEN BURNING

IMPT tokens will be burned (100% of the carbon credit value) when users retire carbon credits

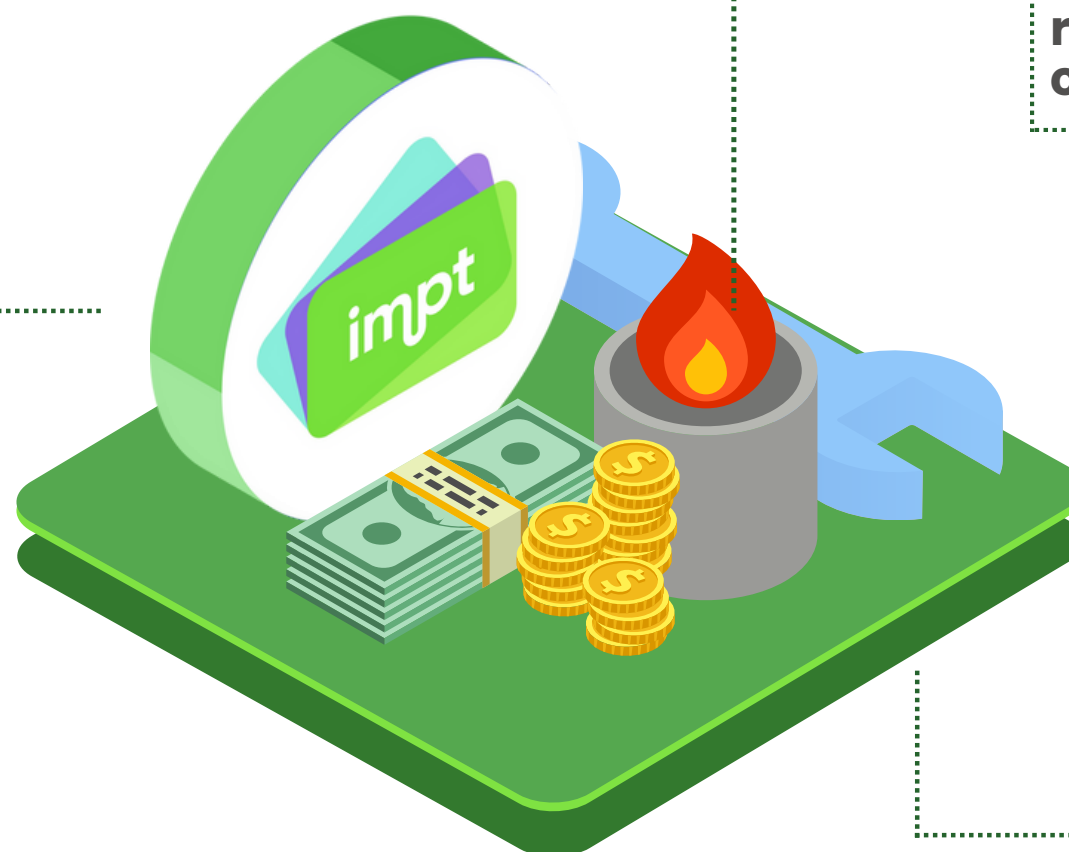
TOKEN REWARDS

IMPT tokens will be rewarded (10% of the carbon credit value) when users retire carbon credits

ADVERTISING

Retailers can promote products or services using IMPT tokens, gaining exposure to a broader audience. (Q2 2024)

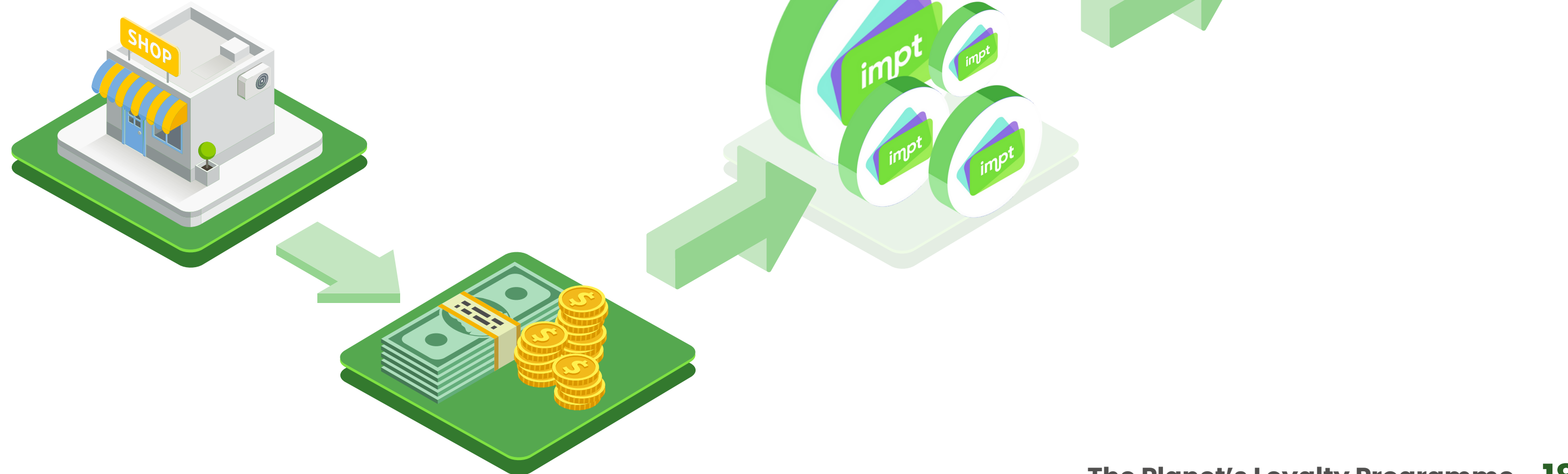
FUTURE UTILITY FEATURES



IMPT ADVERTISING UTILITY

Retailers will use IMPT tokens to promote their products or services on our platform, giving them exposure to a wider audience.

Retail adoption is a significant obstacle to Web3 accessibility. IMPT will make it possible for retailers to pay in fiat, with conversion occurring automatically.



IMPT TOKEN ROLES IN ADVERTISING

What can advertisers use IMPT for?



DIRECT WEB OR APP ADVERTISING

Brands and businesses can use IMPT to pay for banner or video ads, even if they don't use a store. This expands IMPT use cases beyond retail.



PREMIUM POSITION ADVERTISING

Advertisers can buy premium positions on IMPT's platform rankings using IMPT tokens. This ensures their products or services get top visibility.



ADVERTISING PACKAGES

IMPT will offer different advertising packages that can only be purchased with IMPT, providing an added incentive for token acquisition.



OTHER FORMS OF ADVERTISING

Retailers can use IMPT for advertising on social media and other platforms, further increasing the token's utility.

THANK YOU



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