



# wine•nexus

**The game changing ecosystem that connects  
blockchain and WEB3.0 technologies  
to the global fine wine industry**



**WHITE PAPER**



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# 1. Introduction



### 1.1 Purpose

The Wine • Nexus ecosystem is a game-changing solution that connects blockchain and WEB3.0 technologies, including decentralized digital ownership and NFTs (Non-Fungible Tokens), to the global fine wine industry. It is the only all-inclusive wine ecosystem that aims at adding value without disrupting traditional activities catering for the needs of wineries, merchants, professionals, connoisseurs, enthusiasts and collectors.

### 1.2 Background

The wine industry is a major example of the potential of blockchains and WEB3.0 technologies, including asset-backed digital ownership tokens and NFTs. Yet it has been missing out on a truly comprehensive platform it deserves including but not limited to the fully immersive and decentralized metaverse solutions, the technologies for fighting counterfeiting, such as NFC (Near Field Communication) and the application of Artificial Intelligence (AI).

On the other hand, since the end of 2020 The I Factor Ltd (Hong Kong), firstly with the Italian Wine Crypto Bank and then with the Crypto Wine World Bank, has been pro-actively involved in creating a bridge between the traditional world of wine and the contemporary blockchain technologies with the promotion of fine, rare and investment-grade wines linked to digital assets.

### 1.3 Vision

Wine • Nexus aims at creating a B2B, B2C, and C2C decentralized trading platform for the wine industry utilizing in the most comprehensive way blockchain, VR (Virtual Reality), NLP (Natural Language Processing) and the latest anticounterfeiting technologies, to provide wide-ranging solutions tailored to the unique needs of the wine industry. Such solutions enable the industry's stakeholders to take advantage of asset-backed digital ownership and NFTs, fully immersive and decentralized metaverse solutions, efficient tools for fighting counterfeiting (NFC) and versatile applications of Artificial Intelligence.

### 1.4 Objective

The main objective of Wine • Nexus is to create and make it work an ecosystem fuelled by a native token denominated WINEx, which provides the wine industry, its stakeholders and enthusiasts, with a seamless platform easy to use, rich in experience and secure.

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The main objective of Wine • Nexus is to create and make it work an ecosystem fuelled by a native token denominated WINEx, which provides the wine industry, its stakeholders and enthusiasts, with a seamless platform easy to use, rich in experience and secure.

WINEx is a payment token based on the ERC-20 standard that operates on the Polygon blockchain. Its primary purpose is to purchase all products and services offered by WINE • NEXUS and third-party dealers included in the ecosystem. Additionally, WINEx holders are entitled to a governance share of the Wine • Nexus' own CellarMetaverse. The value of WINEx is subject to normal market fluctuations based on buying and selling activity.

### 1.5 Target audience

Wine • Nexus targets wine consumers (enthusiasts and connoisseurs), wine traders, wineries, wine sellers and other stakeholders in the wine industry.





# 2. Problem Statement



## 2.1 Unmet fine wine industry needs

The wine industry has been actively seeking a comprehensive solution for its integration with blockchain and web3.0 technologies. The current lack of specialized platforms addressing this specific requirement of the industry has led to various unsuccessful attempts to adapt existing solutions. A platform that is specifically designed to meet the needs of the wine industry and providing intuitive user experiences for all stakeholders is deemed as vital.

## 2.2 Critical aspects of the wine trade

On the other hand, the preservation of wine quality is a critical aspect of the industry: established guarantees and certifications are frequently sought after by industry players. The lack of recognition and trust among industry stakeholders often results in small traders being excluded from the bigger market. Furthermore, the logistical challenges associated with wine transportation, including the inherent risk and associated costs, present additional barriers to entry for small traders.

## 2.3 Costs of fine wines ownership

Fine and rare wines ownership can be costly, not only in terms of the initial investment, but also in terms of maintaining proper storage conditions. This includes dedicating space, controlling lighting, humidity, and temperature. The potential failure of storage systems can be financially detrimental, making it difficult for enthusiasts to participate in the market.

## 2.4 Information and knowledge

The wine industry is a complex and diverse sector, with many different types of wines, regions and producers. Wine enthusiasts and traders often lack the knowledge and information needed to make informed buying and selling decisions.

## 2.5 Trust

Trust is a key issue in the wine industry, especially when it comes to the authenticity and preservation of wines. A centralized platform for the authentication of wines is a guarantee for the many traders and enthusiasts who are hesitant to participate in the market.

In summary, the current state of the wine industry presents several pain points, from lack of trust and information to high costs and risks associated with owning and trading wine, which makes it difficult for small traders and enthusiasts to participate in the market. Wine • Nexus aims to contribute radically to the solution of these problems by providing a platform that is tailored to the wine industry, providing a seamless experience for all stakeholders, and utilizing NFTs, native tokens, and a metaverse that is specifically designed for the wine industry.



# 3. The Wine · Nexus ecosystem



An all-around ecosystem for the world's fine wines to generate added value for all its stakeholders



The native token fuelling the entire ecosystem; Buys all WINE · NEXUS own services and products and those of third listed parties listed. Governance share for CellarMetaverse.

## CRYPTO WORLD WINE BANK

Generating amazing benefits from both its own and third parties' marketplaces of fine investment-grade wines sold in selected crypto and Winex with unique rewards. Issues wine-backed digital assets (Tokens and NFTs)



Stable coin backed by Crypto World Wine Bank stock designed to give stability to the Wine · Nexus ecosystem. Sharing profit and governance of CWWB; no fees in trading with Winex

## ITALIAN WINE CRYPTO BANK

The starting successful division of the Wine · Nexus ecosystem

## WINE 3.0 WORLD MARKETPLACE

The starting successful division of the Wine · Nexus ecosystem



## WineGuard

The Crypto-TAG system based on blockchain and NFC to fight fine wine counterfeiting and enhance its traceability



## CellarMetaverse

The first decentralized trading platform for the wine industry utilizing mixed reality (MR), virtual reality (VR) and blockchain technology

### WINE-LOVERS

Rent- own their cellars (private and business); Display / Collecting; Only Digital / Hybrid (the real ones with NFC); Trading; Gaming

### WINERIES

List their winery; Choose dimension and level of their presence; Issue NFTs; Marketplace; Gaming

### SELLERS

List their outlet; Provide a metaverse dimension to their real outlet; Choose dimension and level of their presence 3.0 WINE BANK PROJECT; Issue NFTs; Marketplace; Gaming

### EVENTS

Fairs, masterclasses, tastings in total metaverse or hybrid



## BG30 WINE BANK

The first hybrid wine bar in the world in Bergamo Italy powered by Italian Wine Crypto Bank and Wine Nexus



## Sommgpt

A Personal sommelier built on Artificial Intelligence - GPT that assists live consumers in pairing wines and food SOMMGPT x 3.0 WINE BANK PROJECT



## WineMatchGPT

A Sommgpt program creating Personal GPT sommelier to match wine with world cuisines



## 中餐意酒

Chinese cuisines meet Italian wines

An ambitious updating of the successful program Chinese Cuisines meet Italian wines run since 2017

## WINE WEB3.0 SERVICES

NFT (Non-Fungible Tokens) Conceptualization, Design, Lead go-to-market plans, Community Building and Brand Experience; Tailor made Sommgpt for wineries, restaurants etc



Ongoing updated privileged information for the ecosystem stakeholders

powered by



The solution to address efficiently the pain points of the wine industry embracing blockchain and other web3.0 technologies has been identified in the creation of a comprehensive ecosystem, which is precisely Wine • Nexus. The platform includes several components, incorporating a specialized marketplace, a digital cellar, a knowledge hub, and an authentication system.

The specialized marketplace (**Crypto World Wine Bank**) is designed to meet the unique requirements of the wine industry, enabling seamless and secure transactions between buyers and sellers. The platform utilizes NFTs and native tokens to facilitate transactions, providing a high level of security, transparency, and authenticity.

The digital cellar (**CellarMetaverse**) is a virtual space that enables wine enthusiasts and traders to store, manage, and showcase their wine collections. The platform's physical custody system provides real advanced storage facilities, including temperature and humidity control, which ensure the preservation of wine quality.

The knowledge hub (**SommGPT, Wine • Nexus Report and CellarMetaverse**) is a central repository of information about the wine industry, including wine regions, types, and producers. Wine • Nexus utilizes machine learning and AI algorithms to provide personalized recommendations and insights to users, enabling them to make informed decisions about buying and selling wine.

The authentication system (**WineGuard**) is a critical component of the Wine • Nexus platform, which provides a high level of trust and transparency to the wine industry. The platform utilizes blockchain technology to create a decentralized and tamper-proof ledger of wine authenticity, enabling buyers and sellers to verify the origin, quality, and history of wines.

Overall, the Wine • Nexus platform aims to provide a seamless and intuitive user experience for all stakeholders in the wine industry, enabling small traders and enthusiasts to participate in the market by reducing costs and risks associated with wine ownership and trading. The platform is designed to provide a comprehensive solution to the pain points of the wine industry, enabling the industry to grow and thrive in a new digital era.

# 4. Crypto World Wine Bank



The Crypto World Wine Bank (CWWB) aims at revolutionizing the wine industry by utilizing blockchain technology and NFTs to create a new, decentralized and transparent global marketplace for wine trading. To do so it has created a central custody system that enables the tokenization of wine, providing a new way for investors and enthusiasts to buy, sell, and trade wine.

Investors purchase CWWB NFTs backed by wine, representing a specific amount of wine, starting from a single bottle to a series of bottles, such as the instant collections. With the ownership of the NFTs they trade wine on an NFT marketplace rather than in physical spaces.

In addition, with its fungible native token (IWB) backed by wine, CWWB enables wine enthusiasts and investors to purchase a unit of an index of high-quality wines stored in CWWB facilities that may have previously been out of reach due to their high cost. The ability to trade tokens backed by wine also provides a new level of liquidity to the wine market, enabling investors to easily buy and sell their wine holdings.

The Crypto World Wine Bank's central custody system provides a secure storage facility for the wine, ensuring that the wine is properly stored and maintained. The storage facility is equipped with advanced monitoring systems, including temperature and humidity control, and traceability since the winery, to ensure the quality and authenticity of the wine. The central custody system also enables the creation of a transparent ledger of the wine's ownership and history, providing a high level of trust and transparency to the market.

The Crypto World Wine Bank's marketplace for NFTs backed by wine has the potential to create a new asset class for investors, enabling them to diversify their portfolio by investing in wine. The wine market has traditionally been limited to a small group of investors, aiming in the first place at the consumption, but the Crypto World Wine Bank's platform has the potential to open up the market as investment class and store of value to a much broader audience.



#### 4.1 The pioneering Italian Wine Crypto Bank

The Crypto World Wine Bank is built on the know how gained with the ground-breaking, successful experience of the Italian Wine Crypto Bank (IWCB), its section dedicated to Italian wines, which has been operational since 2020. The IWCB has achieved several milestones, including partnering with some of the finest wineries in Italy, including but not limited to:

- Argiano
- Baracchi Winery
- Boroli
- Casa E. di Mirafiore
- Castello di Banfi
- Castello di Perno
- Castello di Querceto
- Elena Fucci
- Fontanafredda
- Giuseppe Cortese
- Incontri
- La Regola
- Macchie Santa Maria
- Mazzei Castello di Fonterutoli
- Michele Satta
- Monteraioni
- Planeta
- Podere Il Carnasciale
- Poderi Gianni Gagliardo
- Ricasoli 1141
- Salustri
- Tasca D'Almerita
- Tenimenti Rossi Cairo
- Tenuta Impostino
- Tenuta Setteponti
- Tua Rita
- Vini Franchetti

Each wine in the ICWB portfolio has been selected through the application of a proprietary algorithm, which evaluates quality, provenance, critic's scores, market's demand, and aging potential. This is a guarantee for the customers who will purchase always high-quality wines that meet CWWB's rigorous standards.

Through the IWCB platform, customers can today easily find information on Italian wines and purchase them by using either selected cryptocurrencies or IWCB native token, IWB, which acts today as a native token of Wine • Nexus.. IWCB marketplace is designed to be user-friendly, with all the necessary information readily available to customers. The platform includes data such as the wine's price history, a note by IWCB in house wine analysts, and other important details such as the designation of origin, vintage, producer, drinking window, aggregated international critics score, and the price in different cryptocurrencies.

The IWCB platform has already implemented the system that enables customers to redeem Italian fine wines with NFTs, making it easier for them to invest in and trade Italian wines. IWCB has partnered with prestigious Italian wineries for the NFTs collection Catch the 22 (list NFTs) and Bistecca? With these features, IWCB is revolutionizing the Italian wine industry, making it more accessible and inclusive for everyone.

The expertise gained by the implementation of IWCB is a blueprint for the current and future developments of CWWB.

#### 4.2 Special marketing activities and bonuses for CWWB customers

CWWB aims at bridging the gap between the crypto world and the wine industry. To attract and retain customers from the cryptocurrency community, CWWB has devised a number of special marketing activities and bonuses.

Cryptocurrency (and digital asset) holders in broad terms are not necessarily familiar with or attracted by the world of fine wine. Either because they are not wine consumers or because they don't see as a form of investment. CWWB has tackled this main issue by offering them advantageous opportunities of diversification. To start, by using cryptocurrency to purchase investment-grade wines from CWWB, customers can diversify their portfolio, mitigate risk, and reduce volatility of the cryptos used. In addition, investment-grade wine is a tax-free asset that has a consistent track record of performance, making it an attractive option for those seeking portfolio protection.

Another key benefit of investing in CWWB's wine portfolio is the potential for attractive yields against the price of the wine. Investment-grade wines are tangible assets whose value is expected to appreciate over time. CWWB wines, selected with its proprietary algorithm have the potential for stable, long-term growth, which for example can outperform equities and other assets. Moreover, individual investment wines have seen often double-digit growth during the recent years.

Finally, customers who choose to leave their purchased wine in the custody of the CWWB for a fixed term are eligible for the special bonus: CRYPTO+WINE. This bonus rewards customers with free wine from the CWWB marketplace if the value of the cryptocurrency they used to purchase the wine has increased during the period of the custody. Customers can earn in wine up to 50% of each increase (compared to the USD).

Investing in fine wine can be problematic though even when paying with cryptocurrency. For this reason, the selection of wines made through the CWWB algorithm together with the liquidity added by the IWB token are very important guarantee for the customers.

#### 4.3 IWB token as backbone of the wine investment

The IWB is a unique token and is the backbone of the wine investment system developed by the CWWB. It is backed by its stock of which it represents units. The IWB token is designed to become a full security that is traded only on the CWWB website, and it works like a fund specialized in the wine sector.

One of the unique features of the IWB token is its Governance (decentralized autonomous organization) structure. The token holders can participate in the decision-making process for the fund represented by the assets backing the IWB tokens and decide where to invest. The Governance structure of the IWB token encourages token holders to increase their holding to acquire more voting power in relevant matters.

The IWB token is always backed by wine. The token can also be backed by other assets that are linked to the wine industry, such as wine futures (en primeur). The IWB fund can resell the futures at a higher price through NFTs closer to or after the release date, increasing the value of the fund. Additionally, the fund can participate in wineries' equities, or vineyard estates, or specific projects, or purchase selected vintage batches or collections to be used as investment assets.

With the IWB token fund, investors can enjoy the benefits of investing in the wine industry without the high entry barriers, such as the need for specialized knowledge, high costs, and limited access. The IWB token is an innovative investment instrument that provides an accessible and inclusive investment opportunity for wine enthusiasts and investors.

In conclusion, the Crypto World Wine Bank's platform provides a new way for investors and enthusiasts to participate in the wine market by utilizing blockchain technology, tokens and NFTs to create new tools for wine trading. The central custody system and transparent ledger provide a high level of trust and transparency to the market, and the ability to trade NFTs backed by wine creates a new asset class for investors. The Crypto World Wine Bank has the potential to revolutionize the wine industry and create a more inclusive and accessible market for wine trading.

# 5. WineGuard: Tackling Counterfeiting and Ensuring Traceability



WineGuard





Wine • Nexus own authentication system is WineGuard: an advanced, affordable, and efficient solution designed to tackle counterfeiting and secure traceability in the wine industry. WineGuard uses sensors (NFC - Near Field Communication crypto tags) applied to wine bottles and/or cases and pallets, as well as automation and software. The aim is to provide a long-lasting authentication guarantee to wineries and customers.

WineGuard crypto tags provide a unique identity for each bottle, making it traceable throughout its entire life cycle and impossible to be tampered. If the bottle is opened, for example, the tag changes its status which then becomes irreversible and cannot be manipulated in any subsequent readings of the tag.. The info of this change and any other changes is made readily available to the winery in its dedicated dashboard on WineGuard platform.

In addition, WineGuard allows consumers to interact with wine producers, receiving information that the winery decides to share in the landing page associated with the tag.

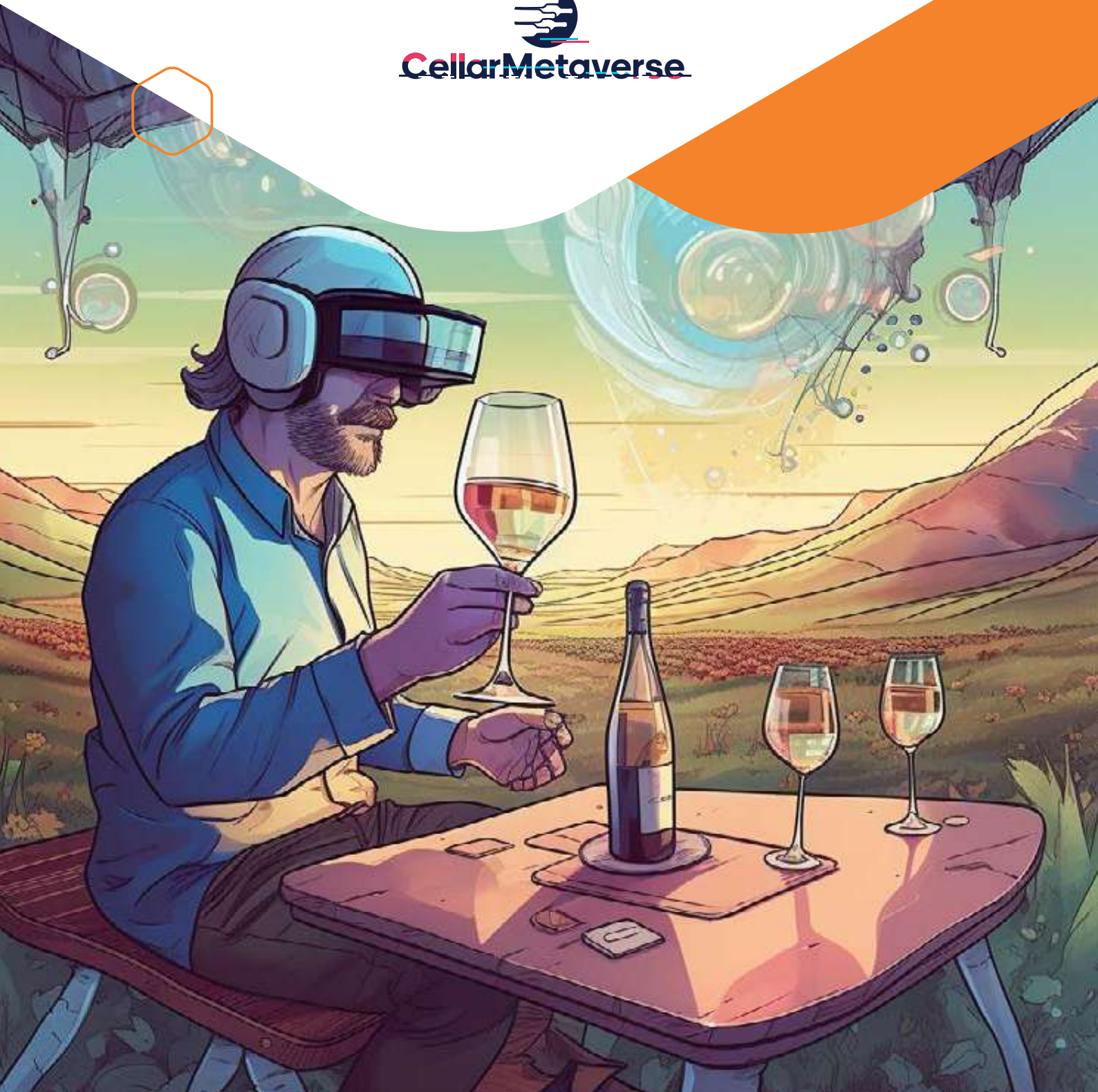
WineGuard is built on four strengths: authenticity, quality, traceability, and consumers' feedback/-call to action. The tags are highly accessible, with a smartphone being enough to read their content, which is all the relevant, "guaranteed" data about the wine, the winery and the "history" of the single bottle movements. Thanks to their advanced encrypted NFC chip, they provide the bottle with a unique identification that can be accessed either by direct or indirect customers and is non-modifiable and tamper-proof.

The anti-tamper extremity of the tags, for example, detects if the bottle has been opened and if there have been illicit refills.

At the same time, the tags are a formidable marketing tool, allowing wineries to gather precious information on their consumers and track the movements of bottles through its dedicated dashboard.

The tags are positioned before the cap with their extremities ending exactly above the cork and can be placed either over or hidden by the cap, depending on the material of the cap.

# 6. CellarMetaverse





CellarMetaverse by Wine • Nexus is the first decentralized trading platform for the wine industry utilizing mixed reality (MR), virtual reality (VR) and blockchain technology. It aims at providing its services to wine lovers, wineries, sellers, and other industry's stakeholders.

CellarMetaverse is built on the assumption that the wine industry, as it's happening in other industries, can achieve significant gains by implementing the use of a metaverse designed by wine experts, incorporating Non-Fungible Tokens (NFTs) and native tokens. CellarMetaverse aims at being an influent global hub for in which wine enthusiasts and professionals together communicate and trade.

The NFTs are used to certify the ownership of wines, streamlining the trading process. Services and products in CellarMetaverse are paid with WINEx, the Wine • Nexus native token, thus eliminating the need for multiple foreign exchange fees and providing other advantages to its users (see Tokenomics)

CellarMetaverse caters for the following wine industry stakeholders:

### **6.1 Wine lovers, collectors**

Individuals and businesses can either rent or own their meta-cellars in which they can stock up, collect and exhibit wines either. The wines can be in their digital form, reflecting real labels released by the wineries and authenticated by Wine-nexus, or in the "hybrid" one, that is, NFTs linked to real bottles of wines, stored in secure warehouses.

From their meta-cellars spaces, customers can trade their wines and participate in related gaming activities. Collecting wine (and spirits) in CellarMetaverse will be also a game with prizes for players in both the metaverse (credits) and real life (wine bottles and/or cash). Cellar Metaverse aims at having a disruptive effect on wine collecting worldwide at all levels.

### **6.2 Wineries**

Thanks to CellarMetaverse wineries can have a metaverse dimension in the desired size and importance, including a fully equipped Marketplace, gaming section and NFTs minting capability.

CellarMetaverse users can buy the wine directly from the partner wineries hosted within it, after exploring the winery in VR with their mobiles.

### **6.3 Sellers and the "3.0 Wine Bank" network**

Wine shops, restaurants, wine clubs can have their space in CellarMetaverse and be serviced either as individuals or businesses.

CellarMetaverse runs also the 3.0 WINE BANK, a special project that aims at giving a metaverse dimension to wine retailers. It offers them to be part of a network which promotes at the same time the uniqueness of each experience / retailer while receiving advantages of being part of a network.

The first outlet of the Network has started with BG3.0 WINE BANK the first hybrid wine lounge in the world in Bergamo Italy powered by Italian Wine Crypto Bank and Wine • Nexus

#### 6.4 Events

CellarMetaverse aims at hosting Fairs, masterclasses, wine-tastings and other events to be in total metaverse mode or hybrid.

CellarMetaverse utilizes custom built Metaverse running on state-of-the-art cloud servers in the industry minimizing lag and accelerating real-time communication to better suit the wine industry and its enthusiasts' needs. Within the metaverse the environments are designed to facilitate the vision of CellarMetaverse, providing an immersive experience tailored to the wine lovers and professionals.

CellarMetaverse is devised to deliver a seamless and secure experience for its users. NFTs built on the ERC-721 standard, minted on the Polygon blockchain are used to certify the property of the wine, and provide transparency and traceability. The platform utilizes industry-standard security measures to protect the platform and its users, including encryption, firewalls, and regular security audits

In summary, CellarMetaverse aims to solve the problems faced by the wine industry by creating an all-in-one solution that is tailored to the wine industry and its enthusiasts. By utilizing NFTs and native tokens, the platform allows for easy and secure ownership and trading of wine, while reducing costs associated with storing and transporting wine. The platform also aims to provide a vast array of information and knowledge about the wine industry and a centralized system for the authentication of wines, ensuring trust in the market.





# 7. SommGPT



SommGPT



SommGPT is Wine • Nexus' own Natural Language model dedicated to the wine industry. This language model uses an artificial neural network fine-tuned with Wine • Nexus proprietary dataset to provide personalized wine and food pairing recommendations. The technology can analyse a customer's preferences and make tailored recommendations based on factors such as flavour, provenance, profile and price. SommGPT is trained on a vast amount of data on wines and dishes, allowing it to understand the nuances and complexities of pairing different foods with different wines. SommGPT is a powerful tool that allows customers to elevate their dining experience and discover new and exciting wine and food pairings.

SommGPT is provided on demand and tailor made to customers worldwide (restaurants, wineries, sellers, wine association and clubs). It can be trained with new wine labels and menus quickly, allowing the premises to get easily and quickly a customized experience for their customers.

SommGPT is also a central feature of other Wine • Nexus projects:

#### **7.1 3.0 WINE BANK NETWORK**

Starting with the BG3.0 Wine Bank in Bergamo (Italy), where SommGPT is a permanent utility of the NFT membership, with a high level of personalisation.

#### **7.2 WINEMATCH GPT**

A version of SommGPT to match wine with world cuisines, starting with the version for ZHONG CAN YI JIU the successful program matching Chinese Cuisines with Italian wines, started in 2017.





# 8. W-N Report



It's a weekly newsletter created mainly to provide Wine • Nexus users with updated information and original analysis on all the facets of the ecosystem, including reviews on wine releases, vintages, web3.0 initiatives. Given the relevance of both, information and analysis, the W-N Report is a valuable window on the global fine wine industry.





# 9. Marketing the Wine · Nexus ecosystem



Marketing is a crucial aspect of the success of Wine • Nexus. The ecosystem aims at attracting and retaining a large user base in order to establish itself as trusted and reputable for the wine industry. The following are some of the strategies that will be used to market the platform and attract users and wine enthusiasts:

## 9.1 Digital Marketing Strategies

Wine • Nexus will use a combination of digital marketing strategies, such as social media marketing, content marketing, and influencer marketing, to attract users and wine enthusiasts to the platform. Additionally, Wine • Nexus will participate in wine-related events and trade shows to increase brand awareness and attract potential users.

### 9.1.1 Social Media

Social media platforms such as Facebook, Instagram, Twitter and LinkedIn will be utilized to reach a wide audience and increase brand awareness. Wine • Nexus will create engaging content and leverage influencers within the wine industry to attract users and wine enthusiasts to the platform.

The comprehensive social media strategy that will be implemented will include but will be not limited to these key components:

- Establishing a presence on key social media platforms such as Twitter, Instagram, Facebook and LinkedIn. These platforms will be used to share updates, news, and information about the platform, as well as to connect with potential users and stakeholders.
- Creating and sharing high-quality content that is relevant to the wine industry and the platform. This will include articles, infographics, videos, and other types of content that will help to educate and inform potential users about the platform, as well as to generate interest and engagement.
- Leveraging influencers and thought leaders in the wine industry to help promote the platform. This will include working with wine bloggers, sommeliers, and other industry experts to create content and share their insights on the platform.
- Hosting and participating in online events and webinars to promote the platform and generate interest. This will include virtual wine tastings, tours of virtual wineries, and other events that will allow potential users to experience the platform in an immersive way.
- Building and engaging with a community of wine enthusiasts and traders on social media. This will include creating groups, forums, and other online communities where users can share information, ask questions, and connect with others who are interested in the platform.
- Measuring and analyzing the social media efforts to track the progress and effectiveness of the strategy. This will include monitoring metrics such as engagement, reach, and conversion rates, and making adjustments as needed to optimize results.

In summary, the social media strategy for Wine • Nexus will focus on establishing a presence on key social media platforms, creating and sharing high-quality content, leveraging influencers and thought leaders, hosting and participating in online events and webinars, building and engaging with a community of wine enthusiasts and traders, and measuring and analyzing the social media efforts to track the progress and effectiveness of the strategy.

## 9.2 Contents

Wine • Nexus will create and share valuable and informative content related to the wine industry on its website and social media platforms. This will include information about different types of wines, regions and producers, and wine-related events and news with the aim of attracting wine enthusiasts and professionals looking for information and knowledge about the wine industry.

## 9.3 Influencers

Wine • Nexus will work with popular wine influencers to promote the platform and attract users. Influencers will be selected based on their reach, engagement, and relevance to the wine industry. Influencers will be provided with exclusive access to the platform and will be encouraged to share their experiences with their followers.

## 9.4 Continuous Improvement

The go-to-market strategy for Wine • Nexus will be continuously reviewed and refined based on feedback from users and stakeholders. This will ensure that the platform is meeting the needs of its users and stakeholders, and that it is continuously improving to provide a valuable service.

## 9.5 Partnerships and Collaborations

Partnerships and collaborations are a key component of the business strategy for Wine • Nexus. They will help to establish the platform as a trusted and reputable platform for the wine industry and provide additional revenue streams for the platform. The following are some of the key partnerships and collaborations that will be pursued (Wine-related Businesses).

Wine • Nexus will seek partnerships and collaborations with wine-related businesses, such as wineries, wine magazines, guides, distributors, retailers, and restaurants. These partnerships will provide wine-related businesses with a platform to reach a large and engaged audience of wine enthusiasts and professionals. Additionally, these partnerships will provide additional revenue streams for the platform through commissions on sales of wine-related products and services, and advertising and sponsorship deals.

Wine • Nexus is already in partnership with the following.

- WINERIES

See list in chapter 4

- RESTAURANTS

- BG3.0, Bergamo - ITALY

### 9.5.1 Technology Companies

Wine • Nexus will seek partnerships with technology companies to provide a seamless and immersive experience for users. These partnerships will help to ensure that the platform is utilizing the latest technology and best practices in the field of metaverse development.

In this field Wine • Nexus will also look for technology partners in the same field to develop standards applied to the wine industry





# 10. Tokenomics



## 10.1 Introduction

Wine-Nexus is a blockchain-based platform that enables users to invest in the wine market and/or simply purchase wines and wine related web3.0 services and products. The platform has two native tokens: WINEx and International Wine Bank (IWB). WINEx is a payment and governance token, while IWB is a security token backed by investment-grade wines and wine-related assets. This chapter details the tokenomics of both tokens, including their supply and distribution model, token sale, allocation of funds raised, governance, staking, use cases, roadmap, risks, and challenges.

### 10.1.1 WINEx token

WINEx is the primary token of the Wine • Nexus ecosystem. It can be used as a payment token for services and products within the ecosystem, such as the product and services of the ecosystem itself but also the product and services of partners and any business who wants to be part of the ecosystem. It is also a governance token, allowing holders to vote on the development of the ecosystem, the addition of new features, and changes to the governance model.

### 10.1.2 IWB token

IWB is a security token that represents a unit of the physical assets backing it, that is Wine • Nexus wine stock. Each IWB is backed by investment-grade wines, wines bought en primeur, or investments in wine-related businesses such as wineries or vineyards. Holders of IWB can vote on how to reinvest the profits of the fund represented by the IWB.

## 10.2 Initial token offer

### 10.2.1 WINEx token sale

The initial offer for Winex tokens will commence in Q2 2023 and will be conducted through a public sale on the Wine • Nexus platform.

### 10.2.2 IWB sale

Wine • Nexus offers IWB tokens for sale directly to accredited investors. Prospective buyers must first submit documentation to verify their accredited investor status in accordance with their local laws and Wine • Nexus laws, such as tax returns or financial statements, and complete the necessary Know Your Customer (KYC) and Anti-Money Laundering (AML) checks.



Once a buyer is verified, they can purchase IWB tokens through Wine • Nexus' platform. The purchase price is based on the net asset value (NAV) of the underlying wine assets backing the tokens, which is calculated periodically by a third-party valuation firm or through internationally recognized pricing agencies (i.e. Liv-ex or Wine-Searcher). The minimum investment amount is set at a reasonable level to ensure broad accessibility, while the maximum investment amount may be capped to comply with applicable securities regulations.

Wine • Nexus may periodically offer IWB tokens for sale based on market demand and the availability of new wine assets to back the tokens. Any such offerings will be communicated to accredited investors through Wine • Nexus' platform and other channels as appropriate.

### 10.3 Governance

#### 10.3.1 WINEx

The governance of the WINEx token operates as a hybrid between a decentralized autonomous organization (DAO) and a centralized governance structure. The proposals submitted by the users are considered and strongly influence the development and direction of the Wine • Nexus ecosystem. However, the company that owns the platform reserves the final decision-making power over any proposed changes.

This approach allows for a certain level of decentralization and community involvement in the decision-making process, while still maintaining a degree of control and responsibility from the company. The company can use its expertise and experience to make informed decisions that align with the long-term goals of the project, while still considering the interests and feedback of the community.

Ultimately, this approach allows for a more balanced governance structure that leverages the benefits of both centralized and decentralized decision-making. It ensures that the company remains accountable to its stakeholders and is able to deliver on its vision, while also promoting transparency and inclusiveness in the decision-making process.

In addition, WINEx token holders who stake their tokens will receive a boost in voting power. The amount of boost will depend on the length of the staking period and the amount of WINEx staked. For example, a 3-month staking period may result in a 10% boost, while a 6-month staking period may result in a 20% boost. The maximum boost will be capped at 30%. Staking can be initiated at the start of a voting period, and the tokens will be locked until the end of the staking period selected. This incentivizes token holders to hold onto their tokens for a longer period of time and actively participate in the governance process.

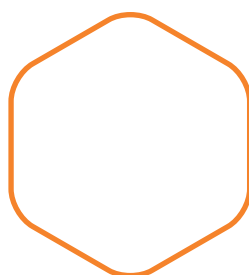
### 10.3.2 IWB

The governance of the IWB token is designed to balance the power between the decentralization of IWB token holders decisions of IWB token holders and the board of the company that is the legal entity behind the token. Both parties hold equal decision-making power with a 50% stake each.

Proposals for reinvestment of profits made through the assets backing the IWB token can be submitted by either party, and a vote will be held to determine the outcome.

The voting of IWB token holders and the company's board will also work together to ensure the stability and growth of the asset backing the token. This includes ongoing analysis of the wine market, monitoring of the investment performance, and making adjustments as needed to maintain the value of the IWB token.

In the event of a conflict between the two parties, the company's board has the final say. However, the board is committed to working collaboratively with the Community of IWB token holders and acting in the best interest of the token holders to ensure the long-term success of the IWB token.





# 11. Legal and Regulatory Compliance



Legal and regulatory compliance is an important aspect of the development and operation of Wine-Nexus . The platform must comply with all applicable laws and regulations in order to operate legally and avoid any legal issues. The following are some of the key components of the legal and regulatory compliance strategy:

### **11.1 Compliance with Securities Laws**

Wine • Nexus will comply with all applicable securities laws, including regulations related to the issuance, sale, and trading of securities. The platform will work closely with legal counsel to ensure compliance with these regulations.

### **11.2 Compliance with Tax Laws**

Wine • Nexus will comply with all applicable tax laws, including regulations related to the taxation of transactions on the platform. The platform will work closely with tax professionals to ensure compliance with these regulations.

### **11.3 Compliance with AML and KYC regulations**

Wine • Nexus will comply with all applicable Anti-Money Laundering (AML) and Know Your Customer (KYC) regulations. The platform will implement appropriate measures to prevent money laundering and financing of terrorism, and will work closely with legal counsel to ensure compliance with these regulations.

### **11.4 Compliance with Data Privacy laws**

Wine • Nexus will comply with all applicable data privacy laws, including regulations related to the collection, storage, and use of personal data. The platform will implement appropriate measures to protect personal data, and will work closely with legal counsel to ensure compliance with these regulations.



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The game changing ecosystem that connects  
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