

Impossible Finance

Impossible, made Possible

Launchpad Research Report

Project: Impossible Decentralized Incubator Access (IDIA) Token

10 August 2021

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Impossible Finance is a builder-focused multichain ecosystem featuring a decentralized incubator, launchpad, and swap. The **IDIA token** is the core governance and access token for the Impossible Finance Launchpad. Users can stake the IDIA token into a variety of staking tracks to secure allocation into the top project teams launching on the Impossible Launchpad.

01 Highlights

- Raised US\$7.8 million from over 150 investors, led by Alameda, CMS, Hashed, & True Ventures
- Launched Impossible DAO for progressive decentralization
- Set to unveil its multichain launchpad platform in H2 2021
- BUIDler-first Launchpad focused on providing "smart launches" targeting engaged onchain user audiences

IDIA IDO between August 10-17th, 2021

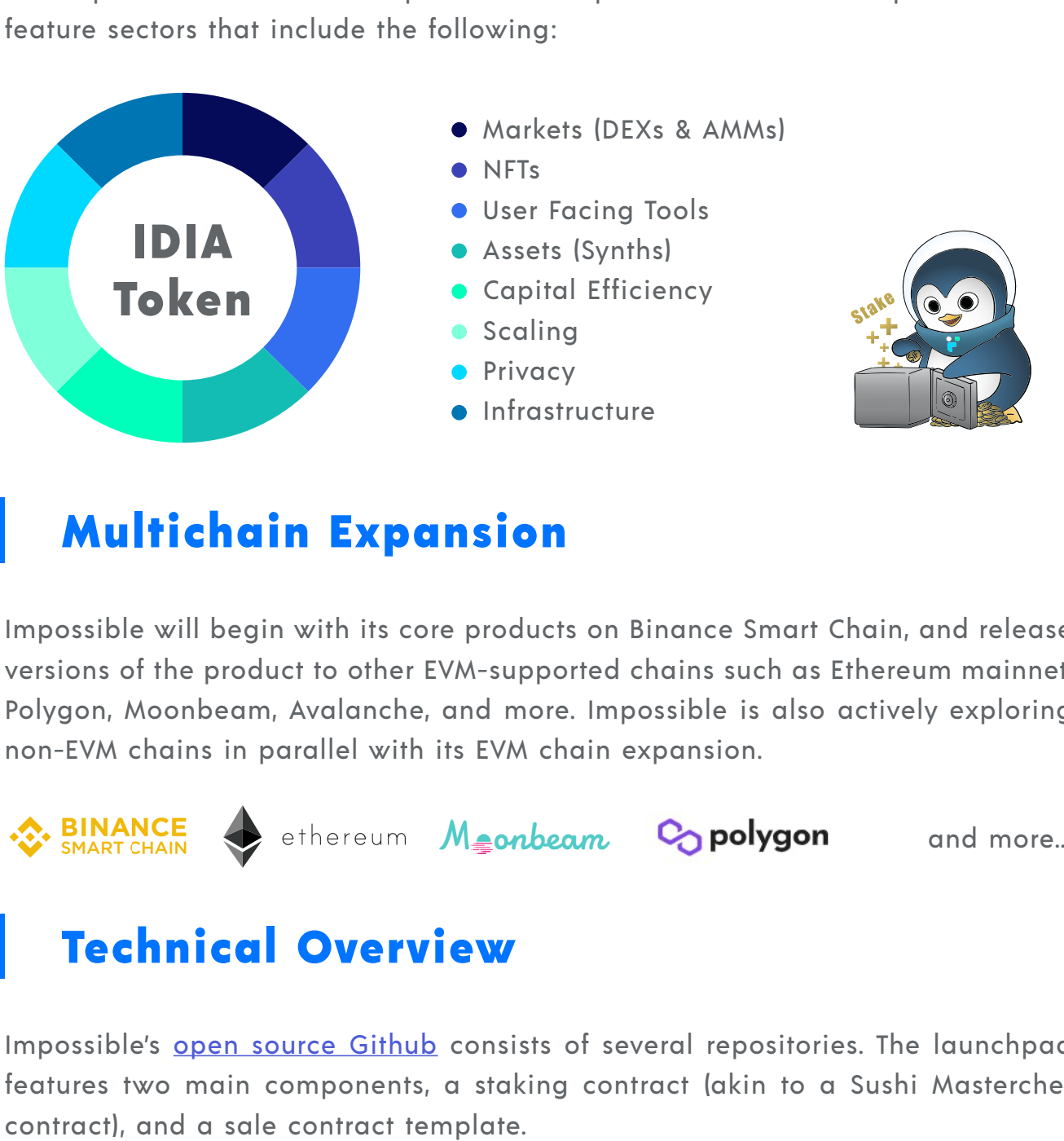
Public Sale Price	\$0.075
Total Supply	1 billion IDIA
Launchpad Sale Hard Cap	\$240,000*
Day 1 Circulating Marketcap	\$3 million

*In the event of significant oversubscription, Impossible reserves the ability to adjust the hardcap to accommodate increased user demand.

02 Mission

A new method for "Smart Launches"

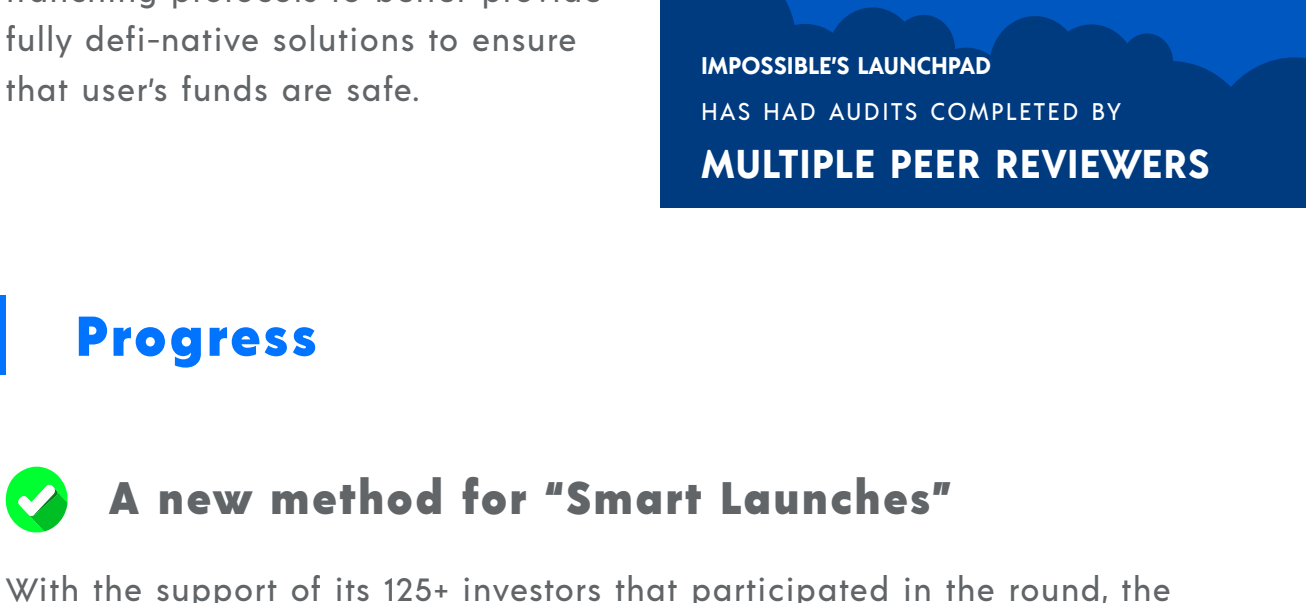
A major goal of strategic or private fundraising is to include a wide network of value-add participants.



In the future, Impossible's incubator and launchpad aims to be embedded into the framework of decentralized financial legos. As more product needs may arise while working with its incubated projects, Impossible is committed to widening the scope of products and providing fully-integrated Impossible Finance powered products.

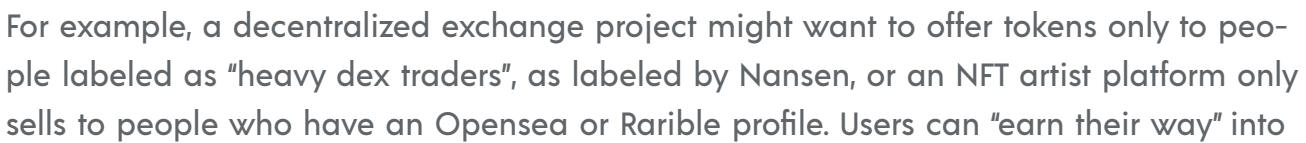
03 Into the Impossible (Launchpad)

Impossible will feature **sector-based staking**, so that users can earn allocation into projects that fit their thesis. Users simply stake IDIA into the sectors that they're most excited about in order to get **priority access** into the upcoming launchpads that fit the bill. Impossible will expand from its initial v1 product to feature sectors that include the following:



04 Multichain Expansion

Impossible will begin with its core products on Binance Smart Chain, and release versions of the product to other EVM-supported chains such as Ethereum mainnet, Polygon, Moonbeam, Avalanche, and more. Impossible is also actively exploring non-EVM chains in parallel with its EVM chain expansion.



05 Technical Overview

Impossible's [open source Github](#) consists of several repositories. The launchpad features two main components, a staking contract (akin to a Sushi Masterchef contract), and a sale contract template.



Impossible also plans to offer bespoke integrations with other yield and lending protocols, in addition to its own Impossible Swap. This will allow for the seamless bridging of liquidity, access, and exposure for primary and secondary market products alike.

Full documentation can be [viewed here](#)

06 Security

Impossible's launchpad has had audits completed by Peckshield, BlockSec, Beosin and multiple peer reviewers. Impossible conducted several active bug bounties with platforms such as [Immunefi](#) and have their own [SAFU Insurance fund](#).

Finally, Impossible is working with multiple decentralized insurance and franching protocols to better provide fully defi-native solutions to ensure that user's funds are safe.



07 Progress

✔ **A new method for "Smart Launches"**
With the support of its 125+ investors that participated in the round, the Impossible team has bootstrapped its dealflow pipeline. Impossible reaches deep into the world of defi and builders, participating in hackathons and supporting projects from early stages.

✔ **Plans or integrations for EVM support**
Impossible will source deals by working closely with chain ecosystems, starting with chains with plans or integrations for EVM support will start on BSC, ETH, Polygon, Avalanche, Moonbeam, and Fantom. Impossible is set to launch its launchpad in August 2021, with the inaugural sale being the IDIA token.

✔ **Launchpad employs the concept of "useful friction"**
Impossible is dedicated to filtering and selecting individuals to participate in the launchpad who would be a good fit as initial users to build out the ecosystem. For example, a "heavy dex trader", as labeled by Nansen, or an NFT artist only people sells to people who have an OpenSea or Rarible profile. Users can "earn their way" into getting into the sale, and project teams get engaged users in a "targeted launch" - a win-win for both.

✔ **Rise of vampire attacks**
2020 saw the rise of vampire attacks, fair launches, and liquidity bootstrapping methods that gave projects more alternatives for launching to a community, but lacked a bit of the meticulous precision of a curated centralized launchpad. Impossible's launchpad aims to fill a need in the spectrum between fully centralized and fully decentralized, to capitalize on the engaged defi user communities.

08 First Steps: The IDIA Launch

1 Impossible will launch its own IDIA token as its first project. For this first campaign, users will need to [stake IF](#), Impossible's swap governance token, in order to earn allocation into participating in the IDIA token sale.

2 Subsequent sales will use the IDIA token as the core staking token for allocation into the Impossible Launchpad tracks.

3 Future integrations will also support LP tokens and other ERC20/BEP20 standard assets for use in staking, depending on the ERC20 focus. Impossible aims to complete at least 5-10 launchpads in the remainder of 2021.

09 Strategy and Future Applications

Initially, Impossible's focus will be on primary sales, helping incubated projects launch from square one. However, with the proliferation of **fair launches in 2020**, many projects will need to conduct **strategic sales in 2021** to further sustain development. In the future, Impossible's IDIA tokenholder-led governance can also approve the same smart contracts to conduct **secondary sales** to help grow decentralized communities.

Returning projects that fulfilled milestones but still need further financing could also participate, with priority via governance. This also allows Impossible Finance to be not just a launchpad, but an accelerator for projects at any stage, including even in the post-secondary market. Much has been said of late about post-liquidity strategic sales such as the "Phantom Troupe" of VC's looking to participate in a strategic sale for Uniswap, but what is clear is that the project teams are in need of an open platform to bring on more strategic capital, even after the token is launched and liquid.

10 Team



Calvin Chu

Impossible Finance is led by community members who are Ex-Binance & DeFi veterans that have experience in traditional payments, FinTech, consumer-facing apps, legal, and more.

The Impossible DAO Committee features Calvin Chu from Binance Research. Calvin was part of the selection, incubation and pre/post launch advisory process for Binance Launchpad with notable projects such as Polygon (Matic), Elrond, Axie Infinity and Harmony.

He also built out the Binance Staking initiative across 30 blockchains, an experience that will help the team execute a multichain launchpad.

Instead of joining a prominent venture capital fund or starting his own, Calvin is replicating his success at finding top-tier projects at Binance, by building in the open and sharing his experience, to find the best projects alongside the Impossible Finance community. This is aligned with Impossible's vision of democratizing finance and making it more accessible to all.

20+ core contributors in 9 countries globally

11 Technical Partnerships & Integrations

Impossible is working closely with many web3 native projects and products, and is always seeking to find more decentralized products to integrate with and work alongside. It's current partnerships and integrations include:

Impossible's IF token, swap and liquidity has also been supported by the following, with IDIA to follow suit:

12 IDIA Token Launch

Token Name	Impossible Decentralized Incubator Access (IDIA) Token
Total Token Supply	1 billion IDIA
Launchpad Sale Hard Cap	US\$240,000*
Public Sale Token Price	\$0.075 per token
Listing Price	\$0.100 (TBD)
Token Sale Format	Staking Subscription
Sector	Impossible Finance Inaugural Track
Supported Staking Tracks	IF staking only

*In the event of significant oversubscription, Impossible reserves the ability to adjust the hardcap to accommodate increased user demand.

IDIA Token Distribution & Vesting

Token Distribution	Vesting Requirements
20% IDIADAO	To be governed by IDIA holders, linearly vest over 4 years.
20% IF Team	Linearly vest over 5 years. Up to 1/4th of unvested tokens can be used in governance.
15% Bounty	Ecosystem bounties disbursal governed by IDIA token holders, linearly over 4 years.
13% Strategic Investors	Genesis Strategic Participants Sale.
10% Incubatees	Incubated Projects [give projects access to better deploy their strategic treasuries with potential ecosystem partners], deployed over 5 years.
10% Staking Rewards	IF Staking rewards earned over 5-years.
5% Reserves	Held in reserves - nontransferable for 6 months.
2% IDO	Initial Impossible IDO & Liquidity Provision Bootstrapping.
2% SAFU	Impossible IDIA Insurance Fund.
2% Gitcoin Grants	Gitcoin Grants support public goods decided by IDIA holders, deployed over 4 years.
1% DAO	Partner DAOs and user ecosystems Sales to bootstrap community.

Token Release Schedule

Tokenomics
Full tokenomics for the Impossible Finance IDIA token can be found in [the whitepaper](#)

13 Community

Impossible has a global community featuring active users in Turkey, Russia, Vietnam, Korea, and more.

Reach out anytime and follow us to stay up to date on the latest at Impossible!

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