

Here is a brief overview

ITEA- Is a unique ecosystem using a stable coin and an unpegged token. It will be used to purchase normal items that we currently buy and make monthly payments. This system will reward users with the ITEA token each time they use the system to buy and make payments. The rewards will be a percentage of the payment that goes through the ITEA wallet. This reward can be redeemed whenever the user cashes out their rewards at the current price of ITEA. The goal is to develop a national user subscription that will cause the token to rise in value. By blockchain technology from our users and investors the value of ITEA coin will rise thus giving value to users who will redeem their rewards.

Here is an example:

Buying a car, groceries, gas, making monthly payments on auto insurance and homes. Each time a purchase or payment is made the user will receive rewards which will come through their ITEA wallet and will be at the current value. So, if the ITEA token increases in value; then the user will receive the increased value. It will be important for users to hold the token and wait for the increase in value before redeeming. We will place a two-year holding period on initial token rewards for users. This process can potentially give the subscriber a huge value when redeeming.

Imagine if bitcoin in 2009 had an ecosystem that allowed the everyday person the ability to participate in the evaluation of bitcoin by earning BTC rewards each time they made a purchase or made a payment with BTC that was paired with a stable coin. The ITEA system will automatically convert the stable coin to local currency that will provide an off ramp for merchant to transfer to their banks.

Example: ITEA is a Utility Token

Once the system is in place and using a \$50,000 car, the user could possibly earn thousands of rewards over the 4 year period of making payments on the car.

- We will have a stable source of liquidity so merchants get USD instantly.
- We manage token price volatility
- We secure regulatory approvals because this is basically a payment + rewards system.
- You have a large merchant and user base to generate demand.
- Give users ITEA rewards on purchases and bill payments.
- Lock part of rewards for a vesting period (to prevent immediate dumping).
- Tiered rewards: higher rewards for higher spending or for holding ITEA longer.
- Referral rewards: give ITEA to users who bring in new members.
- Partner with merchants to give extra ITEA rewards.

ITEA OPEN LOOP SYSTEM:

User side

- User loads their ITEA wallet (funds it with stablecoin or fiat) then buys the ITEA token.
- User makes a purchase or makes a payment using USDT.
- Payment goes to merchant.
- User earns ITEA token rewards automatically to their wallet.

Merchant side

- Merchant receives stablecoin then automatically converted to local fiat.
- USD is settled to merchant's bank.

Fees

- Conversion fees when turning ITEA/stablecoin into USD.

- Network/transaction fees for blockchain transfers.
- Platform fee (your profit margin).
- Payments and rewards can be on blockchain (ledger + token transfers).
- USD settlement for merchants likely happens off-chain via your banking/fiat partner.
- hybrid system: on-chain for transparency, off-chain for fiat handling.

Profit:

- Charge a small platform fee on every transaction (merchant fee or spread).
 - Earn on conversion spread between ITEA/stablecoin and USD.
- . Most merchants will not know how to handle crypto wallets, conversions, or reporting.
- We can work on getting PoS or online transaction system for Merchants.
 - Provide Training and onboarding support.
 - Automatic USD settlement so they don't touch crypto at all. This will be off ramping.

Redeeming the tokens.

- Users redeem ITEA through the dashboard that we will create. This will have unique dashboard for Admin and Users
- Convert ITEA to stablecoin/fiat via your liquidity pool or exchange.
- Fiat credited to user's bank account or wallet.
- Manage liquidity so users can redeem anytime without slippage.

ITEA OPEN LOOP SYSTEM: WITH CEX

1. User onboarding

- Users buy ITEA directly from your platform or from a CEX (Binance, Coinbase, etc.)
- Tokens are deposited in their ITEA wallet or in an external wallet connected to the CEX

2. Purchases and bill payments

- Users pay merchants with USDT by selling ITEA token on the CEX

3. Reward issuance

- Users earn ITEA rewards for each payment (like credit-card points)
- Rewards come from a pre-minted pool or staking program

4. Merchant conversion

- Transfer USDT to the bank in the form of FIAT

5. Holding and using ITEA

- Users can hold ITEA in their wallet, transfer to other wallets, or send to CEX to trade
- Merchants can also keep ITEA for loyalty or trade on CEX

6. Redemption

- Users can redeem ITEA on a CEX at market price
- Burn or recycle redeemed ITEA depending on supply model

7. Platform revenue

- Internal transaction fees
- Conversion fees when using your pool
- Listing/market-making revenues from the CEX arrangement (if negotiated)
- Premium merchant services

8. Investment flow

- Investors can buy ITEA directly on the CEX or through private sales
- Liquidity on CEX boosts token price discovery but also creates volatility