



Michello

# Welcome to the New Disruptive Global Business Scenario.

Every disruption that the technology has caused in the business world over the past 10 years is, without a doubt, a mark of changes in the paradigms of how to design, execute and earn through new business models. If we analyze that, since the 60s, when Gordon Earle Moore, then president of Intel, prophesied that the technology implemented in computers would have a 100% upgrade in its performance every 18 months, and that this would bring several benefits to everyone who had access to the new technologies developed, establishing through this thought the concept of the famous Moore's Law, which would directly impact the lifestyle of people and the business world in the most diverse fields and activities, we will reach the conclusion that technological advances do not stop and in a way directly or indirectly we are inserted in this context.




In the midst of the 21st century, we are witnessing the greatest technological revolution in human history. With the advent of Bitcoin along with Blockchain and the rise of other cryptocurrencies. The way we deal with money, business and the economy has changed radically, making us rethink about privacy, opportunities and earnings.

Keeping up with this new scenario, following this revolution in technology, we are pleased to present **ICHELLO** - a crypto-token developed for searching and participating in projects **aimed at the music, concerts, entertainment and “non-fungible token” NFT**. We have created the **ICHELLO Music arts and technology concept**, where the convergence between disruptive technology and the artistic segment is the main focus.

**ICHELLO** is backed by exclusive partnerships with renowned artists on the national and international scene, and the support of new talents that are emerging in music and arts in general. Taking into account the neutrality of the digital token, the sustainable business foundation with a relevant purpose of promoting the artistic market with disruptive, safe and profitable initiatives becomes the main focus of **ICHELLO**.

**ICHELLO** was developed in the BEP 20 standard, following every criteria of security, speed of operations and economy in its transactions, as **ICHELLO** uses the Binance Smart Chain Blockchain which today is the best infrastructure for development and usability for digital tokens.

**ICHELLO** was developed to bring fans and the artistic community unique business opportunities in partnerships and commercialization of musical and artistic activities, so that everyone who participates in the acquisition through the asset; and can proportionately (with profits generated through successful negotiations) have a satisfactory and exponential return.



With a team of experts in compliance, technology, business analysis and artistic business, **ICHELLO** seeks to bring security and transparency to its commercial operations. Following criteria and standards inserted in this context, **ICHELLO** presents itself as an excellent utility token for the commercialization and promotion of businesses focused on the artistic field, represented as the digital asset of these events. Everything was established with the approval of the team of analysts that are part of the **ICHELLO Group**.

These are some reasons for the community to join the token, be sure that the asset has criteria that will bring returns in the medium and long term. We invite you to learn more about it, read the content that follows in this whitepaper and join the **ICHELLO community**.

# Arts Music

Artistic aspirations, ability to create works through elements of nature, expressions in prints, tribal and religious dances, music, theater, all of this is part of human evolution in what can be defined as art, whether through the individual or by the group / tribe that represents. Art has always been the way that human beings express their connection with the sublime, which expresses their concerns, dreams, achievements, suffering and, in many cases, their relationship with God and supernatural things.

And one of the greatest desires that an artist can have, whether in the most diverse aspects of the arts, is that his work is recognized and perpetuated for centuries. In this case, men have always sought to record their artistic creation in some element. Walls in caves, animal skin, wood, clay, metal and so many other means have been used where they could record and leave for future generations.

In short, human evolution was only possible because special people, with special inspirations, did and still do wonderful things through the most diverse artistic manifestations. And this continues to be recorded in human history.



# RECORDS IN THE COURSE OF HUMAN HISTORY

All artists, composers and musicians, for the most part, have always had the desire to have their works disseminated and recorded over time. Always seeking recognition and interpretation of their songs and artistic creations by other people or through records, ranging from cave paintings, writings on parchments, printed documents and even arriving at digital files format. This has always been the main objective of the Artistic Community. Recognition, of course, translates into financial return, as the consequence of a good work is monetized in its purpose.

# Internet and Digitization of Things.

The Internet is undoubtedly the differential in interactions between individuals, communities, governments and nations. Business models and rules are created and established for interaction, performance and growth as the infrastructure and connection in the large network expands in huge scale. Today, it is impossible not to understand and be out of context, as we are experiencing in the 21st century the IoT (Internet of Things), digitization of "money", 5G system being implemented in many countries, blockchain and DLT's (distributed ledgers), hyper ledger, games and consoles already entering the ninth generation. Indeed, there are countless things happening. And in this context, ICHELLO introduces itself to the public with a proposal to unite two worlds: Art and Disruptive Technology in the process of tokenization and NFTs.

# So, What is Tokenization?

Simply put, tokenization is the action of digitizing a physical asset, transforming it into a digital asset that will interact on a blockchain. Can be divisible or NFT (non-divisible).

# What is NFT?

NFT is the abbreviation for “non-fungible token”. If we say that a thing is non-fungible in simple terms, it means that that particular thing cannot be replaced, nor exchanged, because it has unique properties or characteristics.



# What are Tokens?

**Tokens are computer codes with encrypted information where all transactions records will be executed and made available on a blockchain network.**

**Tokens project elements and actions from the real world and take them safely and applicable to the digital universe, representing a series of actions and arrangements that will be executed in the most diverse possible niches through operations that aim, as main characteristics, practicality, authenticity, agility and transparency, eliminating time-consuming and costly bureaucratic processes. Cryptographic digital tokens are developed through encoding procedures, logic and computational language, and registered on a blockchain with a robust infrastructure where all movements are stored securely and visible to all who seek access to this technology, making its operations auditable and without any risk of fraud. Tokens can be divided into three distinct categories as their functionality solely depends on the purpose for which they are intended, these categories can be listed as:**

- Utility Tokens - used to provide digital access to an application or service.
- Payment Tokens - used as a means of payment, trading asset, or digital security as a pledge of debt.
- Security - used to represent ownership of a real asset, commodities, real estate and stocks.

The possession of a token grants its holder specific rights within the network of users where this particular asset will perform in the rules of the proposed category. The objectives that the tokens offer are determined according to their category and the privileges they can offer to their holder may vary, we can mention a few:

- Reserve of a monetary value;
- Right to use a service;
- Right of ownership of a certain real asset;
- Right to dividends;
- Right to vote in company decisions;
- Exclusive right to purchase or possess a particular good.

There are countless applications that a digital token can have, as it is based on the principle of neutrality and flexibility that accompany it in the development, delivery and operations phase with a focus on the end customer.

## TOKENIZING ADVANTAGES

# Music Tokenization and Artistic Elements

We live in an increasingly globalized world that exponentially impacts the demand of its population. In a global context, we live interacting with people from different places, each with their own particularities, and we know that the universal language between people is music and the link that unites them are artistic expressions in their most varied manifestations.

Everywhere there is no shortage of people who love music and idolize singers, bands and artists of the most varied styles. And in addition to fans, there are many talented people looking for an opportunity to show their gift. There are channels and several other means for the artist to show his talent to the world and ICHELLO wants to give these artists the opportunity to tokenize their work, as well as to give the established artists the opportunity to transform their successes into a unique and disruptive work, that is, a non-fungible token. Because of the growing demand in this segment has proved to be safe, practical and profitable, we can say that our world is becoming a lot faster, more decentralized, and smaller all the time.

# Solutions like:



The beginning of a new generation of consumers of tokenization in artistic products, such as music, has been growing exponentially and sustainably. Art/Technology and Profitability, are terms that can be properly united in the global digital market.

The artistic market runs almost parallel to the rise of crypto assets, and this results in the separation of two important pillars: Art and Disruptive Technology. In the convergence of these two supports, ICHELLO emerged, an integrated digital ecosystem backed by show business actions and partnerships between the artistic world and the technology behind the blockchain.

Creating a disruptive medium for tokenization and minting (term used to program NFT), ICHELLO encompasses important solutions involving engagement, incentives for new talent and marketing actions with established artists, making ICHELLO an innovative generation of digital assets.

Its strategic differential lies in presenting digital assets that are backed by solid partnerships and connecting those interested in investing in digital tokens. The attraction of brands and consumers is done through strategic marketing, increasingly expanding the range of new projects that involve Tokens and NFT being used for the most different purposes. Every business model involving ICHELLO relies on the transparency and security of blockchain technology.

**The future of businesses involving artistic and musical environment must be made through the tokenization process.**

The future of projects involving the artistic environment and the musical world will be via tokenization of things. We can say that today the IoT (Internet of Things) is a reality, a concept that refers to the digital interconnection of everyday objects within the internet, bringing convergence 3.0 and making people's lives easier through internet connections. Thus, it is through the process of tokenization of things, which entering the business world has provided people with access to investment opportunities, greater liquidity and less bureaucracy when they do any trade.

The cryptocurrency market has evolved from Bitcoin to ICOs, from ICOs to DeFis. The expansion of crypto into asset tokenization is a natural progression as it allows traditional real estate, art galleries and illiquid asset classes to move onto the blockchain. Even a Ferrari has been tokenized recently, and many business and technology scholars and experts claim that stocks, highways, government bonds, and a lot more will be tokenized one day.

## ICHELLO's Role

**LYRICS, SONGS, SHOWS, TICKETS, VOUCHERS, EXCLUSIVE IMAGES AMONG OTHER ELEMENTS WILL BE CONVERTED INTO ICHELLO, as it is a utility token that adopts mechanisms similar to IEOs - Initial Exchange Offerings, which are financing processes widely used in the creation of digital currencies mediated by virtual brokers (Exchanges). In an IEO, a developer presents a project and sells parts of it to investors, in the form of small fractions, the tokens. The amount of tokens generated is fully backed by business partnerships aimed at show business so that the buyer, in addition to being able to use the token for various purposes, can also store it in a wallet awaiting appreciation on its price in the crypto market trading.**

**ICHELLO's main feature is the multipurpose for the above mentioned objectives, as well as the NFT minting process. ICHELLO creates alternatives for market share where all investors participating in the sustainable project can obtain a secure return on events where the token is connected.**

**Fully transparency applied to each participation in these events will be established after careful analysis by the group of experts in business and investments at ICHELLO, so that the elements that will compose the compliance of the token will follow the standards and criteria established by the team.**

# Platform to Trade NFTs

In a complete ecosystem, ICHELLO has developed its platform to trade NFTs (non-fungible tokens). Following the security and transparency standards of blockchain technology, and with easy and intuitive navigation, the main proposal of this player is the minting and trading of NFTs, in the BEP 721 and BEP 1155 standards.

# Cash-Back Possibility

ICHELLO will be able to offer a cash-back token service, which means that the more the token is spent as a means of payment, the more the customer will be able to accumulate fractions of this token, thus obtaining a satisfactory return value at the time of sale.

# ICHELLO Fans Tokens

ICHELLO will develop Fan Tokens for music artists in general. A crypto-token that entitles you to participate in various events, such as exclusive cabins, voting on music that will be played on the next show and / or album, dinners with artists, cruises and much more.

# Commercial Partnerships

ICHELLO's commercial team is constantly seeking to establish new commercial partnerships. In order for the asset to be used as a means of payment, our team has strategically formalized commercial partnerships in different segments. This adds value to the asset and brings many benefits to the entire participating community.

# BEP20 Technology and Process

## BEP-20 Technology embedded in the creation of ICHELLO Token

ICHELLO was developed in the BEP-20 standard of Binance Smart Chain, following the requirement needed to be a token trading in the business model as a Utility Token. Bringing to the public the opportunity to participate at the same time in investment possibilities in different segments.

The BEP-20 Standard that was used for the development of ICHELLO was conceived as a technical specification for the Binance Smart Chain, aiming to provide a flexible format for developing different tokens. In this aspect, the token can represent anything (tokenization of things), from shares of a certain company to gold bars stored in a custodian vault, for example. In this way, we find the necessary flexibility to participate in different segments through investments in the ICHELLO Token, for its role is to be useful when connecting different business opportunities.

The BEP-20 standard, where ICHELLO was created, has been adopted by most token developers, as in addition to having similarities with the ERC-20 standard of the Ethereum Network, it belongs to the **Binance Smart Chain Network**, which today has low fees to process transactions, as well as being faster in token transfers compared to the Ethereum Network.



# Binance Chain Network

**Binance Smart Chain (BSC) is a new blockchain infrastructure with a complete environment for high-performance decentralized application development. It was developed to deliver the use of cross-chain (between chains) with Binance Chain in a compatible way, thus bringing users the possibility of using the best of both worlds.**

**Binance Smart Chain (BSC) is a blockchain that has smart contract functionality and Ethereum Virtual Machine (EVM) compatibility. Its main objective is to introduce smart contracts into its ecosystem, but without harming the high yield and its integration with Binance Chain. Binance Smart Chain (BSC) is independent, that is, it can be executed even if Binance Chain is offline, remembering that BSC is not a layer two (second layer) or off-chain (outside the network) scalability solution, but its structural design offers significant advantages to its users.**

# Let's Check Some Advantages:

**BSC is compatible with EVM (Ethereum Virtual Machine), this makes it easier for projects developed on Ethereum to migrate to it;**

**Extensive support for tools and DApps (Decentralized Applications);**

**Easier to configure wallets to accommodate and store tokens developed in BEP-20 (ICHELLO Token is developed in BEP-20);**

**Lower fees for operations compared to most blockchains where Dapps can be developed;**

**Faster speed in assets transferring operations, avoiding delays caused by the flow of transactions between wallets.**

**It is for these and for other advantages that ICHELLO was developed for your operations to be made on Binance Smart Chain. We use BEP-20 standard to provide security, agility, transparency, liquidity and a great cost benefit in terms of fees per operation.**

**In this sense, ICHELLO remains within the most modern, cutting edge technology when it comes to development standards and blockchain infrastructure.**

# Global Growth ICHELLO Group

The central pillar of the ICHELLO Group's objective is the global support in a sustainable and staggered way in the projection and implementation of solid partnerships in the segments of music and show business. So, when it comes to tokenization of these events, many barriers are overcome in an agile and safe way. Such as, for example, geographic barriers and access to investors in the most diverse countries of the globe. Obviously, all our activities will respect legal compliance of the places where the ICHELLO Group enters into a commercial partnership.

Our quest for global growth is done according to an intelligent strategic plan, carefully defined to achieve our desired goals.

## Check It Out:

### RoadMap

**JANUARY 22** Pre-sale

**FEBRUARY 22**  
Launching NFT Platform.  
Public Market Launching Main Exchanges.

**MARCH 22**  
Ichello Private Show.

**APRIL 22**  
Workshop ICHELLO.

**MAY 22**  
Ichello Fan Token NFT.

**JULY 22**  
Ichello Partners Event.

**NOVEMBER 22**  
South America Expansion, Show  
Business.

**DECEMBER 22**  
Ichello Reveillon.



# TOKENOMICS

**Contract:**

**0xb4Cc9fcC99673661cb0727891693Ad7Ecb94507**

**Name: ICHELLO**

**Symbol: ELLO**

**Decimals: 9**

**Total Supply: 2,000,000,000**

# Distribution - Holders

**Devs and Founders Partners 200,000,000**

**Strategic Partners 100,000,000**

**Pre-Sale ICO 450,000,000**

**OCTOBER 22**

**South America 350,000,000**

**JULY 23**

**North America / Africa 450,000,000**

**NOVEMBER 23**

**Asia / Europe 450,000,000**

**January Pre-Sale**

**Tokens offer 450,000,000**

**Price: U\$0.005 per ELLO token unity**

**Pre-Sale Closing – end of January or  
untill units last.**

# Team ICHELLO



**BRUNO PERDIGAO**

**CEO**

Entrepreneur, manager of artistic careers. Project developer and Music Producer for the duo Cesar Menotti and Fabiano. Bruno is also Gufo Records Co-founder, a digital record company, transforming careers through the Project called "Artist Profession". He is a show business enthusiast.



**CARLOS MACHADO**

**Blockchain Advisor**

Degree in Computing from UEPG. Post-Graduating Marketing MBA, applied to Information Technology. Creator of Conecta Criative Tech. Carlos is also passionate about Rock and Roll, Games and Disruptive Technology.



**FÁBIO TOLIN**

**Partner & Financial Advisor**

Entrepreneur with professional Career developed in the capital market area, experience of more than 20 years in the financial and Engineering industries. Founder of Speed Invest, an advisory firm for investments, as well as served as tax advisor to big companies like Plascar S.A, Mangels Industrials and Paranapanema between 2014 and 2021.



**COMING SOON**

**CTO**

ICHELLO Group's commitment to its community will be fulfilled in a transparent and auditable manner, all phases of the roadmap will be validated with the community, and transactions carried out by tokens are auditable and everyone can verify through the Binance Smart Chain blockchain, mitigating fraud and giving peace of mind to all participants.

In addition to all this security and technology that is part of ICHELLO GROUP, every person becoming part of the community will be able to access all benefits and returns as set out in the Roadmap and Whitepaper.

## •|| ICHELLO - Music and Technology

# Legal Matters

This whitepaper provides information related to an opportunity to acquire a utility token that will be issued, structured and distributed through Binance Smart Chain. ICHELLO (ELLO) tokens will not provide legal ownership over the shares of ICHELLO (ELLO) or its supporters; Does not represent debt of ICHELLO (ELLO) or its supporters to token users; Does not give voting / governance / typical shareholder rights relating to ICHELLO (ELLO) or its supporters.

This whitepaper does not constitute a prospectus, offering memorandum and / or other offering document relating to ICHELLO (ELLO) or its supporters and has not been reviewed and / or approved by any financial regulator or securities commission in any jurisdiction. Acquiring tokens involves several risks. There will be no guarantee that token users will be able to receive a refund of their capital or any positive returns on their token purchase. Before purchasing tokens, potential buyers should carefully consider the project's explanation and facts, which, whilst not providing an exhaustive list or explanation of all possible project outcomes, can be used as a source of information, but should not be the only factor in decision making. Potential buyers should consider carefully whether purchasing tokens is suitable for them, considering the information contained herein and their personal legal and financial circumstances. Unless otherwise noted or the context is required, all references in this whitepaper to “team”, “we”, “our”, “ours”, “us” or similar terms refer to ICHELLO (ELLO).



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