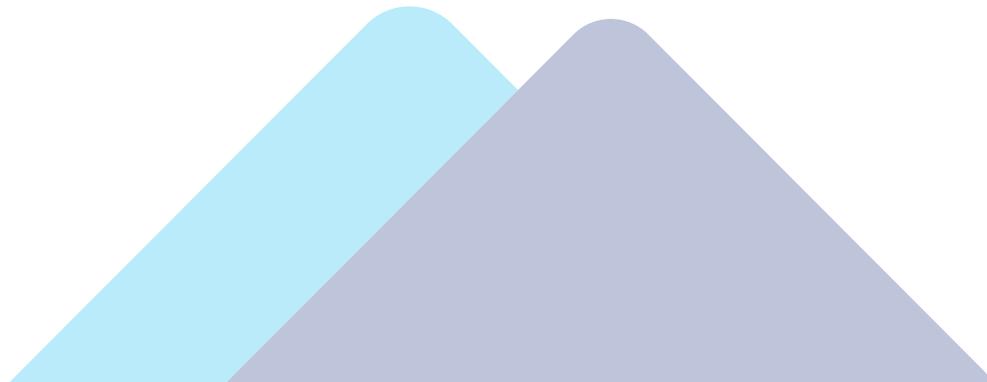

INFINITO

COMMUNITY AIRDROP PROGRAM

BLOCKPASS TOKEN AIRDROP

SUCCESS STORY





THE CUSTOMER

Blockpass is a blockchain-based RegTech platform offering shared regulatory compliance services for humans, companies, objects, and devices. Registered in Hong Kong, Blockpass IDN is a joint venture of Infinity Blockchain Labs and Chain of Things. Blockpass IDN licenses its technology from the non-profit Blockpass Foundation, registered in the Isle of Man.



THE CHALLENGE

Blockpass decided to launch an ICO for its official compliant utility token, **PASS**, starting from 31st May 2018 and ending on 30th November 2018. PASS is an ERC20-standard token that serves as vouchers for verification services provided by Blockpass as well as for “identity mining” which rewards users and enterprises providing services for identity verification.

As an ICO, Blockpass needed a means to further promote and smoothly facilitate the distribution of their ICO tokens, e.g., hosting a token airdrop. Furthermore, the airdrop needed to target a more concentrated pool of blockchain enthusiasts to effectively attract more investors to the project, as not all crypto users are deeply invested in the industry. **The goal was to deliver PASS airdrop tokens to the most potential-rich community of users who are most likely to become investors in the project.**





THE SOLUTION

The solution to the challenges of Blockpass was **Infinito Program Community Airdrop Program**, which includes an airdrop campaign for PASS tokens hosted directly on the **Infinito Wallet** application along with two press release materials on Infinito Wallet's official website blog at the beginning and the end of the airdrop. Infinito Wallet would serve as the central channel for users to register for PASS token airdrops and Infinito would conduct token distribution for PASS Airdrop post-registration.

Registered in the Isle of Man – UK, Infinito is an expert in the blockchain domain with a team of 70 committed members including professional developers, designers, researchers, business, marketing, and customer support specialists, along with an expanding, top-grade partner network. **With the vision to be the ultimate blockchain ecosystem that enables blockchain mass adoption for businesses and consumers**, Infinito creates an integrated blockchain infrastructure for dApps, blockchain services, and token holders - **Infinito Ecosystem**, where all parties from consumers to businesses benefit from one another's innovations and fulfill individual needs.

At the heart of this blockchain ecosystem is the industry-acclaimed Infinito Wallet, through which Businesses and Consumers connect and prosper with blockchain.



SELECTION PROCESS

Blockpass' most valued criteria for PASS Airdrop were **boosting investment rates, security, and speed**. “We needed to target a specific demographic – enthusiastic crypto users that are more likely to invest in blockchain projects than just receive airdrop tokens and pay no mind to the ICO itself”, says **Thomas Leiritz, CTO at Blockpass**. Mr. Leiritz notes: “In the end, we found Infinito Community Airdrop Program where we can quickly and securely engage and deliver airdrop tokens to an enthusiastic community of more than 60,000 users eager to join and potentially invest in blockchain innovation such as Blockpass. Infinito's Program also has a web-based portal to review all ETH addresses who registered for the airdrop and the token distribution progress in real time”.



THE BLOCKPASS AIRDROP PROJECT

During the event Blockchain Expo in London on 18-19th April 2018, Blockpass announced an **official partnership** with Infinito Wallet thus Infinito, in which Infinito Wallet would **natively support** PASS tokens and serve as the centre for users to register for PASS Airdrop. From 12th July to 12th August 2018, PASS Airdrop registration was hosted on Infinito Wallet for 40 PASS per user. A banner titled “Join Airdrop Now” was displayed in-app on top of the wallet dashboard that brings users to PASS Airdrop’s registration screen coupled with airdrop information along with the terms and conditions upon clicking.

After registration, the token distribution process took place from 13th to 17th August 2018. During this time, Blockpass could access Infinito’s web portal to review all blockchain addresses for distribution and view real-time progress reports. At the end of the campaign, Infinito delivered to Blockpass a final report on the full airdrop. During the campaign, Infinito published **two articles** about PASS Airdrop about on Infinito Wallet’s official website. PASS Airdrop was powered by Infinito Wallet’s robust backend infrastructure, all developed and operated by Infinito.



BUSINESS RESULTS

PASS Airdrop was a success with **4987 registered users over the course of one month**. Afterwards, token distribution was securely completed within the given time frame – each airdrop participant received 40 PASS tokens as planned by Blockpass.



OTHER HIGHLIGHTS

Currently, users can launch Blockpass application from Infinito Wallet. Both companies, Infinito and Blockpass are working to further deepen this technical integration to bring **ID/KYC Verification** to Infinito Wallet and make it **the world’s first universal wallet for security tokens**.

REGISTER TO AIRDROP YOUR TOKENS ON INFINITO WALLET TODAY AT:

airdrop.infinitoservices.io