



IMPRESSIO LIGHTPAPER



ABOUT IMPRESSIO

Impressio Estate, Ltd, is a UK-based cryptocurrency investment platform for users worldwide to invest and grow their money, whether it is deposited all at once or incrementally. We offer unique investment plans for investors of all kinds. There are many people that do not know how to begin investing in cryptocurrency, or simply do not have the time and/or energy to do so. Impressio handles all of these needs for them, and goes above and beyond for their investors.

In a recent Forbes article, a survey by Blockchain Capital pointed out that 30% of those aged 18-34 would rather invest \$1000 into bitcoin or cryptocurrency rather than government bonds or stocks. If one takes these growing numbers in conjunction with the money that has been flowing into the cryptocurrency markets over the past few years, and bound to enter the markets in 2018 and beyond - it is clear that a pivotal shift is occurring. Every once in a while, there are paradigm shifts, and we are on the brink of one.

Impressio currently is focused on investing opportunities, but is proud to enter the lending sector in 2019. There is truly some untapped potential when it comes to the efficiency and transparency of blockchain, and Impressio hopes to maximize the opportunities in both the investment and lending sectors. This allows Impressio to be in a unique position to benefit from both investing and lending.

In early 2017, Josh Price and Evan White had come up with the idea for an ICO project for private investors. As time progressed, they realized that perhaps there was an opportunity for the public to participate in, as well. The private investors provided a way for more investors to participate in the profits by investing, as Impressio was in a position to earn money through commissions.


Impressio is confident that the cryptocurrency market will see a tremendous amount of growth in the coming years. The human race is always quick to adopt technology that makes life easier and more efficient, and blockchain shows us how money can be transferred in a new revolutionary way. This is obviously one of the main reasons behind bitcoin's meteoric rise over the past few years, which is exponential, especially considering how it compares to stock exchanges across the world. This has created a massive amount of new wealth, not to mention drawn tremendous interest worldwide to the potential of cryptocurrencies, and the various sectors that they could aid in.

This is just the beginning of a remarkable journey for Impressio. Although the private sale is finished for early investors who were able to see the ground-floor opportunity and the potential involved - the current website allows multiple investment plans for anyone to contribute. It should be noted that the public sale of the rest of the tokens will occur in 2019, with the lending platform following shortly afterwards.

The beauty of Impressio is that it is diversified. Of course, it is an obvious choice for those who are interested in investing in cryptocurrency without the time or energy to commit to the market constantly. However, the private investors involved with the company add a new additional layer of leverage that makes the company uniquely positioned to maneuver throughout the coming years. The token sale will lead to more revenue, and of course, the lending platform will allow for a whole new source of revenue, and attract a whole new demographic of interested parties.

HOW IMPRESSIO WORKS / THE FUTURE OF IMPRESSIO

How exactly does Impressio work, and allow its users to profit using these daily and hourly investment plans? Well, it's fairly simple. Impressio is not only an investment platform, but also a lending platform. Our private ICO sale was completed in January, where 10 million IMPR tokens were sold for 1 USD each. Due to our network of private investors and lenders and their support, we were able to open up the platform to the



public. Impressio currently profits from the lending deals that it makes, which can be fully and transparently tracked at <https://impressio.io/?earnings>. This page is updated in real-time so that any user can view our progress, and profit, and see our exact earnings.

Similar to our investment platform, which was eventually opened to the public - Impressio plans to open up our lending platform to the public, as well. In several months, we will be launching a public ICO sale. After this sale, Impressio will open up its lending capabilities to the entire world, and we believe it is this unique combination of being an elite cryptocurrency investment/lending platform for users worldwide that will propel Impressio to the next level. After this next public ICO sale, Impressio will focus on having the IMPR token added to globally-known exchanges, such as HitBTC and Binance, and more.

We are extremely confident about our business model, and we thank our private investors and lenders for believing in the platform. We are focused on strategic growth, and are confident that we will be able to exponentially expand in the very near future.

WHY IMPRESSIO

Impressio prides itself on understanding cryptocurrency and being available to the everyday investor with a convenience that has not been seen yet in the industry. There are many potential and existing cryptocurrency investors that understand the massive potential in the space, but simply do not have the time or energy to find the right investment opportunities. Impressio is happy to handle this for you.

This is why Impressio is such an attractive option. There is a saying, “don’t work for the money, but let the money work for you”, in the investment world. Impressio is dedicated to bringing you returns, whether it is daily, or even hourly! There simply isn’t another platform that is this committed to handling your money the right way.

Impressio also even offers you the opportunity to gain even more passive income through referrals. This way, while Impressio continues to grow your money, you can earn some income through spreading the word about a great platform that can help your friends and family become more financially independent. We understand that when it comes to your hard-earned money, that there are many options. There are many financial experts and advisers that will sell you on the advantages of investing with them, and why they have just the right stocks, in the right sector, tailor made for your risk-reward ratio. Impressio understands this completely, which is why they go out of their way to offer specific plans for investors and their needs.



Direct deposit enrollment

The deposit is credited within 1-3 confirmations and depends only on network speed and transaction fees.



Instant profit withdrawals

All requests of users to withdraw funds are processed instantly and in automatic mode.



Maximum data protection

The web platform is permanently protected from external threats and scanned daily for malicious code.



Regular accruals

Depending on the chosen investment strategy, profit is accrued daily, hourly or at the end of the term.



Partnership rewards

Impressio encourages the popularization of online earnings and offers a high reward for attracting investments through referral link or coupon codes.



Dedicated server

The team develops all the functionality on a dedicated server of the most high-quality hosting provider.

This is about your finances being safe - but it's also about your finances being safe in a new world. We all understand that change is coming. While you may not truly understand the ins and outs of cryptocurrency, the bottom line is that new wealth is being created. There truly is a new global movement calling for the transparency and efficiency that blockchain represents.

Your hard-earned money shouldn't be working in markets that have limits. That is why the cryptocurrency markets allow an opportunity globally, 24/7, for your money to work for you. The beauty of the cryptocurrency movement is that there are virtual currencies being created every day that have new amazing and valuable applications, with very undervalued market capitalizations. Impressio understands and researches where these opportunities are in the markets, and we are dedicated to making sure that we grow your profit safely and responsibly.

There truly are rare opportunities before a paradigm shift where people may understand the potential of projects, but don't have time to capitalize on them. We all know that many people understood the internet in the mid-1990s, however, many of the people who understood it simultaneously had no idea how ubiquitous and omnipresent the internet would become. Of course, sometimes this leads to "hype", but it is safe to say that the internet has changed the human experience forever, despite the fact that many believe that there was a short-term bubble for a several years. Impressio understands that technology is constantly evolving, and that cryptocurrency markets will continue to grow for years to come. That is why they are confident in the kinds of returns that they can offer.

Impressio is here to take advantage of the markets, while you get to sit back and relax. You can choose the plan of your choice, and Impressio will make sure that your money is growing, relative to how much you are comfortable with investing. There are ways for you to gain income through promoting your own coupon and the website, meaning that the platform incentives you to be proactive about the platform.

Everybody should have the goal of financial independence. We all understand that money can increase your quality of life, and Impressio has the advantage of an expert team that can look for opportunities constantly, while other markets are "closed".

It doesn't matter whether you are a young adult with an active work and social life, or someone who has a family to raise; it can be extremely difficult to keep up with the markets, especially when the cryptocurrency markets never close. That's why a secure and reliable platform like Impressio might be the perfect option for your investment needs. We are confident that here at Impressio, there is an investment plan that is perfectly tailored for you. Feel free to browse the site, and contact us if you have any questions.

There needs to be more convenient and secure options when it comes to your money. At Impressio, we pledge to be the future of investing, and are confident that we can provide considerable returns on your investment. We take our investors' trust very seriously, and are happy to help your own money work for you.



CRYPTOCURRENCY BACKGROUND

However, one thing has become certain: the banking sector is becoming increasingly unreliable.

The truth is that, on some level, there has always been corruption in the financial sector. However, in modern times, it is safe to say that the greed that has always plagued the banking system has spiraled out of control. There are global banks that have been looking the other way when it comes to criminal activity, whether it is protecting politicians or even large international cartels. This is the same kind of willful ignorance that led to the subprime mortgage crisis in 2008 that led to a United States recession, that eventually affected the global economy. More people than ever realize today that the banking system was not an innocent passerby or victim in these crises, but actually an active participant.

Now, to many - this simply isn't that important. You might say, "I understand, but at the end of the day, I trust the banks," or, "I don't mind if my financial advisor is greedy, as long as he is making my money or at least keeping my money safe!" However, the issue is that the banking system is constantly bailed out. In the United States, for example, the banks were literally bailed out by the government. There are countless other examples in countries across the world where governments realize that banks are necessary for survival, and extend them loans or prop them up somehow.

Impressio

Thank you.
The Impressio team

