



# VICTORYIMPACT

EMPOWERING CONSUMERS | TRANSFORMING CHARITIES  
THE VICTORY IMPACT REVOLUTION

THE LITEPAPER

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**VICTORYIMPACT.IO**



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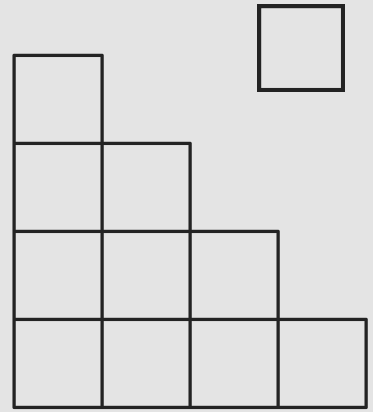


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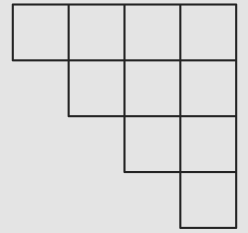
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**NEVER DOUBT THAT A SMALL  
GROUP OF THOUGHTFUL,  
COMMITTED CITIZENS CAN  
CHANGE THE WORLD; INDEED,  
IT'S THE ONLY THING THAT  
EVER HAS**

MARGARET MEAD

# MISSION & VISION



*At Victory Impact, we envision a future where the power of digital currencies converges with philanthropy, creating a global rewards marketplace that not only empowers users with exceptional savings on everyday products and travel experiences, but also sparks positive change by supporting charitable causes with each purchase, fostering a world united by innovation, compassion, and shared prosperity.*

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**Victory Impact's mission is to reshape the rewards ecosystem by creating a crypto-enabled marketplace that delivers exceptional savings on everyday products and travel purchases but also contributes to social good with every transaction.**



Utilizing blockchain technology, forging strategic alliances, and cultivating a philanthropic ethos, we strive to create a smooth, safe, and significant platform that facilitates outstanding retail savings, accelerates cryptocurrency adoption, enhances our users' experiences, and leaves a profound, enduring effect on the communities and causes that are most important.



# VICTORY IMPACT



Victory Impact is a Rewards Focused utility token built on the Ethereum blockchain that works alongside and supports an online rewards-based goods and travel marketplace.

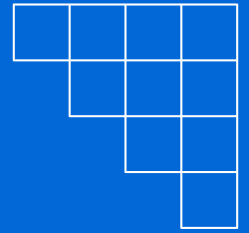
*The Victory Impact ecosystem consists of multiple vehicles to support charities and our marketplace users, while also providing unique utility to token holders.*

Victory Impact, the brainchild of co-founders Anthony Cadieux II and John Spinner, was conceived as a response to the challenges faced by charities to consistently raise money year after year. As startup founders, crypto enthusiasts, and national charity partners, they sought to develop a crypto-based interactive discount platform that would save consumers money while simultaneously driving donations to charities. By dedicating a portion of each transaction to charitable causes, Victory Impact combines value-driven shopping with philanthropy, fostering a more sustainable and efficient giving ecosystem.

Distinguishing Victory Impact from conventional rewards programs is its distinctive crypto-centric points system. Clients accrue exchangeable points, enabling cost-saving on the platform. This groundbreaking fusion of retail and philanthropy offers customers the chance to save thousands yearly while simultaneously backing the causes they cherish. Join our mission to forge a world where shopping and generosity are inextricably linked.



# USE CASE



*Inflation has reached a generational high, eroding purchasing power and making it increasingly difficult for individuals to maintain their quality of life. This calls for value-driven retail solutions that empower consumers to stretch their dollars further.*

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## THE PROBLEM

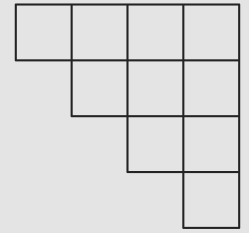
- Life is economically less viable for lower/middle class
- It's difficult to donate to charities, and know where your money is going
- Crypto is traditionally difficult to navigate and understand
- It's hard to find support - until now



Victory Impact's token tax structure plays a crucial role in our solution. There is a 2% token tax on every transaction, with a portion of that allocated directly to charity impact, ensuring a continuous flow of contributions to meaningful vetted causes with each buy and sell transaction.

The other portion goes towards Victory's marketing and sustainability, which facilitates user engagement, platform enhancements, and project innovation, general operation and further development of the Victory MarketPlace. This unique approach empowers users to actively contribute to social good while benefiting from a robust support network, creating a seamless and rewarding experience in the world of cryptocurrency.

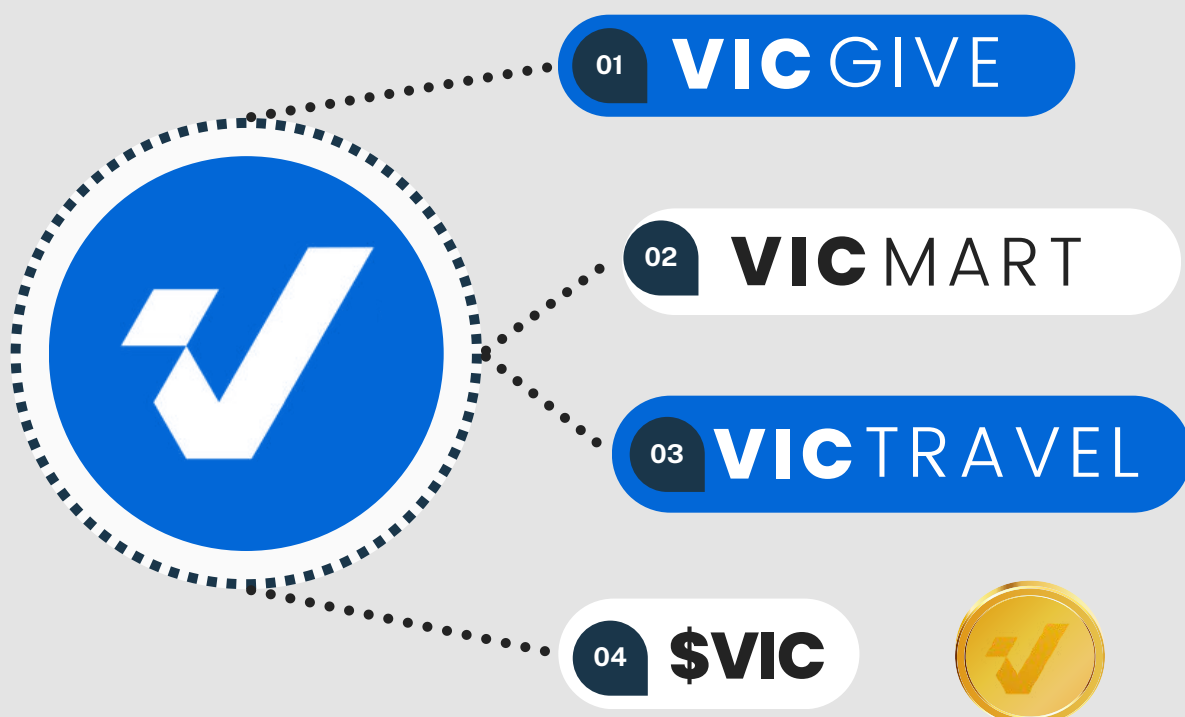
# DIGITAL ECOSYSTEM



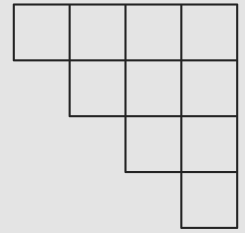
The Victory Impact Ecosystem was designed to provide value to our users at every step. The alignment within the ecosystems fosters sustainable growth. Each part of the ecosystem is important in creating the Victory Revolution.

## THE DETAILS

- **\$VIC:** Native ERC20 token
- **VICGive:** Utilized as the medium for donations to charity selection/designation/status portal
- **VICMart:** Providing users with market leading discounts on common purchases. "cash back" style rewards paid in \$VIC
- **VICTravel:** Providing users with market leading travel discounts. "cash back" style rewards paid in \$VIC



# THE MARKETPLACE



VICTravel and VICMart are innovative online marketplaces that provide both **SAVINGS** and **REWARDS** to the users.

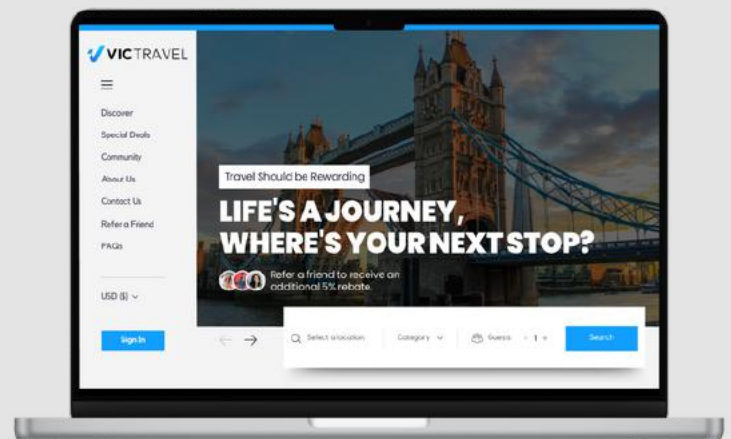
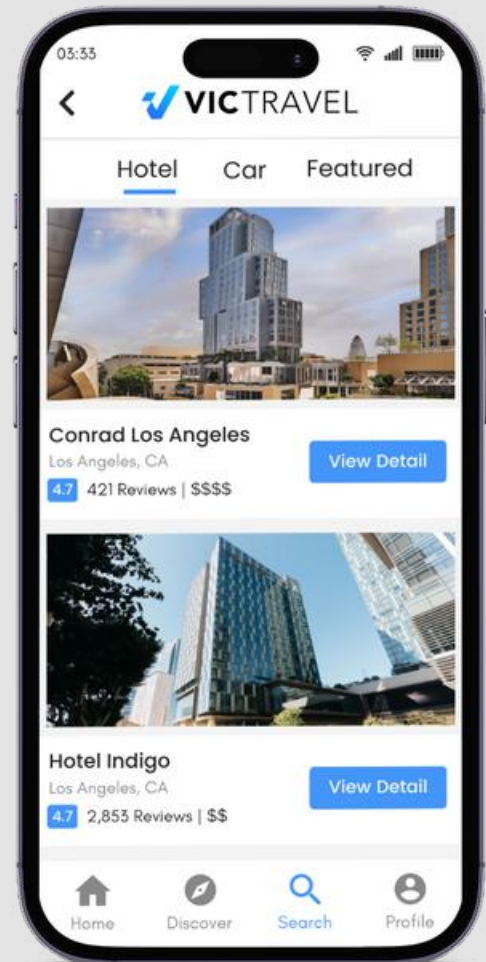
## SAVINGS:

These marketplaces offer material savings on travel and millions of consumer products.

## REWARDS:

With each transaction, users earn "cash back" style rewards that are redeemable in the native \$VIC Token.

By presenting the same high-caliber travel options and products that customers already buy, but at unrivaled prices, VICTravel and VICMart provide the potential to save hundreds or even thousands on annual expenditures, redeeming these savings in \$VIC tokens. The frictionless shopping experience will foster exceptional utility and adoption of the \$VIC token, making it an indispensable part of consumers' everyday lives.





# HOW IT WORKS



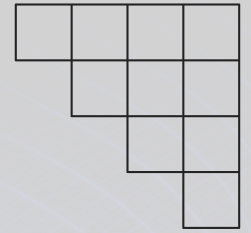
CUSTOMER MAKES A PURCHASE WITHIN THE VICTORY MARKETPLACE

CUSTOMER EARNS \$VIC REBATE FROM THEIR PURCHASE

CONTRACT MINTS \$VIC TO USER PROVIDED WALLET ADDRESS

% OF VIC TOKENS BURNED TO MATCH TOKEN MINTED





# TITLE SPONSOR

Our collaboration with the Petty Foundation and our charitable partner, Victory Junction, one of VIC's principal charities, exemplifies our dedication to philanthropy.

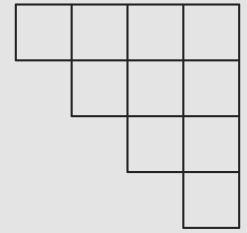
***VIC'S ALLIANCES WITH CHARITABLE ORGANIZATIONS ARE STRUCTURED TO ADAPT AND GROW OVER TIME, GUARANTEEING THAT A WIDE VARIETY OF CAUSES CAN REAP THE BENEFITS OF THE PLATFORM'S BENEVOLENCE AND THE DEVOTION OF ITS USERS.***

Our association with the Petty Foundation has granted us significant access and connections to prominent celebrities, further enhancing our reach and impact. As we join forces, we're accelerating towards a future where our partnerships drive positive change and empower those who need it most.

**Thad Moffitt**  
(Richard's Grandson)

**Richard Petty**  
(All-time most winning driver  
in NASCAR history)





# PARTNERSHIPS

*VIC's tokenomics provides a robust foundation for the symbiotic relationship between Victory Impact and its partnered charities.*

With .4% of each \$VIC transaction allocated to the chosen charity, \$VIC creates a sustainable source of financial support for these organizations. This innovative approach not only incentivizes users to participate in the platform but also ensures a lasting impact on the lives of those supported by the partnered charities.



One More Wave is a national non-profit organization that has successfully harnessed the power of the ocean to provide surf therapy for our nation's veterans.



Bikes for Kids Foundation is a not-for-profit foundation, founded in 2002, and is focused on delivering hope and confidence to disadvantaged children across America.



OPFOB is a non-profit organization dedicated to creating a welcoming space where veterans can come together, relax, and find support among their brothers and sisters in arms.



Victory Junction is a non-profit that enriches the lives of children with serious illnesses by providing them with life-changing camp experiences.

# VICTORY TOKENOMICS



- MAX TOKEN SUPPLY: 500,000,000 TOKENS
- INITIAL TOKEN SUPPLY: 400,000,000 TOKENS
- INITIAL LIQUIDITY: \$120,000
- INITIAL PRICE: \$0.001

ALL LIQUIDITY TOKENS LOCKED / ALL PRIVATE PRESALE TOKENS LOCKED  
ALL FOUNDERS TOKENS LOCKED / OVER 50% OF \$VIC TOKENS LOCKED



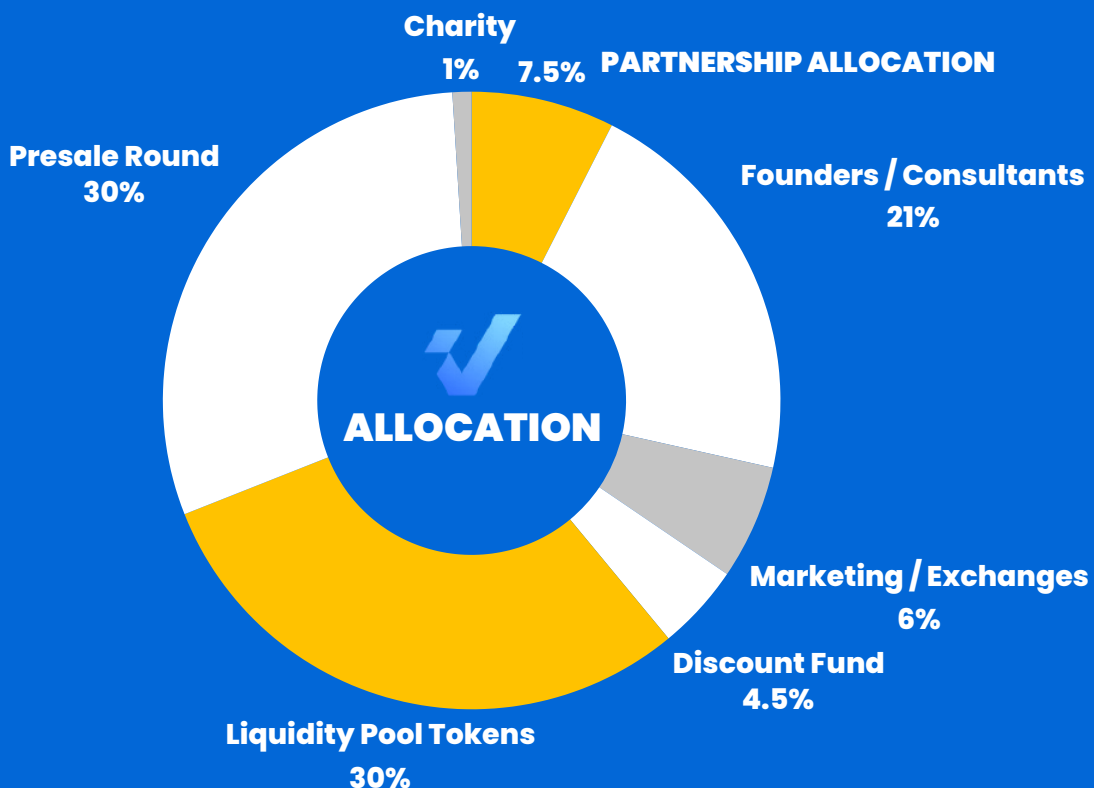
## 2% TOKEN TAX BREAKDOWN

- 20% TO CHARITY IMPACT
- 20% TO VICTORY MARKETPLACE OPERATION FUND
- 60% TO MARKETING & SUSTAINABILITY

2% ON EVERY BUY OR SELL TRANSACTION

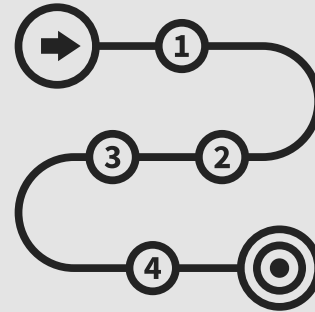
**FOUNDER TOKENS ARE LOCKED FOR ONE YEAR.**

**THIS TAX ONLY APPLIES TO "BUY", "SELL" AND "SWAP" TRANSACTIONS THROUGH A LIQUIDITY POOL AND DOES NOT APPLY TO WALLET-TO-WALLET TRANSFERS.**





## **ROAD MAP**



### **Q1 2023**

- INITIAL FUNDING SECURED
- PETTY PARTNERSHIP ANNOUNCED
- WEBSITE BUILD COMPLETED
- FIRST PRIMARY SPONSOR RACE OF THAD MOFFITT, GRANDSON OF RICHARD PETTY

### **Q2 2023**

- LAUNCH SOCIAL MEDIA
- CHARITY PARTNERSHIPS
- SIGN MARKETING PARTNERS
- RELEASE LITEPAPER
- INDEPENDENT TOKEN AUDIT
- LAUNCH TOKEN

### **Q3 2023**

- FOCUS ON DEVELOPMENT
- BRANDING ENHANCEMENTS
- BITMART EXCHANGE LISTING



### **Q4 2023-Q2 2024**

- LAUNCH VICTRAVEL BETA
- ANNOUNCE VICMART BETA LAUNCH DATE
- SHOWCASE CHARITY BENEFITS (IMPACT)

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**PLEASE NOTE THAT THE ROADMAP PROVIDED IS SUBJECT TO CHANGE. WHILE WE STRIVE TO KEEP OUR PLANS UP TO DATE AND AS ACCURATE AS POSSIBLE, UNFORESEEN CIRCUMSTANCES MAY ARISE THAT REQUIRE ADJUSTMENTS TO BE MADE.**

# THE VICTORY TEAM



## **ANTHONY CADIEUX II**

**Cofounder / CEO:** Anthony has extensive finance and business strategy experience from his work at Raymond James and Merrill Lynch, He co-founded the nationally distributed beverage brand, CoAqua. He is a dedicated leader with diverse experiences and a commitment to excellence.



## **JOHN SPINNER**

**Cofounder / President:** John Spinner has 17 years of experience in the insurance industry. He has founded and sold a large nationwide insurance brokerage and an insurance software company. John brings a wealth of experience in the rewards industry, and unparalleled insurance industry knowledge and connections to the Victory Impact Team.



## **MARK DINGLE**

**COO:** Mark Dingle has over 25 years experience planning and commercializing digital products and services at technology start-ups and corporations including Gartner, American Express, and IBM. Mark brings skills in product and market strategy, partnership development, program management, and social impact enterprise development.



## **ROBERT KRUMROY**

**Board Member / Charity Partner:** Robert Krumroy is the founder of Identity Branding and creator and CEO of e-Relationship.com. Robert is an international speaker and author and a founder with one of our charity partners: The Bikes For Kids Foundation. Robert Krumroy's financial services, sales and management career has spanned over 30 years.

# WHY US?



*The Victory Impact ecosystem consists of multiple vehicles to support their user base and charity partners.*

Engaging with Victory Impact supports a pioneering project that merges shopping rewards and cryptocurrency while enabling charity donations with every purchase. This powerful ecosystem creates a perpetual cycle of positive impact, attracting more users and enhancing the overall value of the Victory Impact Ecosystem.

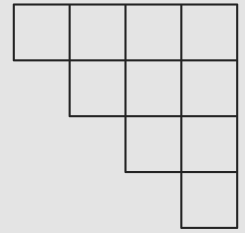
Our outstanding team of industry experts and visionary leaders ensures long-term success and continuous growth. Capitalizing on the vast market potential in both cryptocurrency and rewards, Victory Impact is set to become a leading force.

Our growing, dynamic community reflects the strong belief in our project's value and mission. By engaging with Victory Impact, participants may support an innovative, purpose-driven project backed by a robust community, positioning them for substantial rewards as the project gains adoption and value. Seize the opportunity to join a groundbreaking initiative that reimagines the fusion of technology, philanthropy, and commerce.

***-The Victory Impact Team***

# LEGAL TERMS

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This document represents a living instrument, with information accurate at the time of publication. It is important to note that the content provided herein does not constitute investment advice, financial advice, trading advice, or any other form of advice, and should not be treated or relied upon as such.

The Victory Impact team recommends that you conduct independent due diligence and consult with a qualified financial advisor prior to making any investment decisions. By procuring any Victory Impact product, you acknowledge and accept that you are not acquiring a security or investment instrument, and you agree to indemnify and hold the team harmless from any liability for losses or taxes you may incur. Additionally, you understand and agree that the team is presenting the products on an "as is" basis, without any obligation to provide support, services, or assistance.

You should not maintain any expectations with respect to the Victory Impact Ecosystem and its team. Although Victory Impact functions as a community-driven DeFi Ecosystem and is not classified as a registered digital currency, the team strongly advises individuals residing in areas with government prohibitions on crypto to refrain from purchasing, as the team cannot guarantee compliance with local laws, rules, and regulations before engaging in any purchase or transaction.