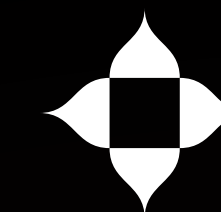


# InterCellar

Next-Gen digitalized Wine & Spirits Cellar



## Founders



**Louis de Bonnecaze**  
CEO



**Maxime Garraud**  
COO

## Advisors & Investors



**Bilal El Alamy**  
Founder PyratzLabs / Dogami



**Swissborg**  
Swiss crypto platform



**Sami Chlagou**  
Founder Cross The Ages



**Sébastien Moses**  
Owner Twins Bordeaux



**Sebastien Borget**  
COO The Sandbox

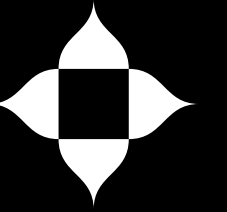


**Nicolas Bacca**  
Co-founder of Ledger



**Pierre de Conihout**  
Advisor

# TEAM



INVESTORS (Pre-seed Equity €800k ≥Cap valuation €3,5m)

## Distribution

## Artificial Intel.

## Web3 Ecosystem



**Partouche Multiverse**  
Casino & Hospitality Group

**William Simonin**  
CEO / Founder Vivoka / Tada

**Owen Simonin**  
CEO / Founder Meria

**Cyrus Fazel**  
CEO / Founder Swissborg

**Maxime Chery**  
CEO / Founder Mètis Mining

**Chris. Diserens**  
CCO / Swissborg

## Wines & Spirits

## Content Creators



**Vineyard**  
Grand Cru Classé

**Laurent David**  
CEO Château Edmus

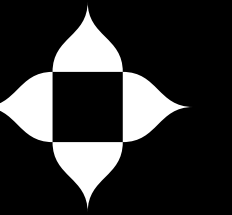
**Mattéo Serpolet**  
Investor & Content Creator

**Hugues Trijasse**  
CEO & Content Creator  
(2.5M followers)

**Alan Sousa Couta**  
Trader & Content Creator

**François Denis**  
Président FD Conseil / Richea30ans

# COMPLEMENTARY MARKETS



## CENTURY-OLD MARKET

**\$1000B**

Global W&S market (2022)

**\$18B**

Exports of french W&S (2022)

**\$800M**

E-commerce wine sales in France (2028)

## THE "RED GOLD"

**x6/7**

A fine wine is sold on average 6/7 times before being drunk

**7% ROI**

Average ROI for investment in fine wines. 15% for a great single malt whisky



## TOKENIZATION MARKET

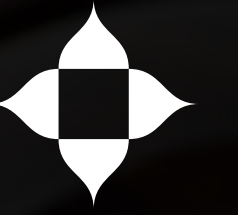
**\$10T+**

Market value of tokenized assets by 2030

## NFT REVIVAL

**\$40B+**

Global NFT transactions (2027)



# Consumers don't have a global solution for investing or ageing their wines & spirits



## Low Liquidity On The 2nd Market

Main problem is always resale. There are no secure resale marketplaces that guarantee 100% provenance



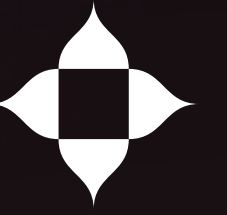
## 30% Of Counterfeits In Circulation

Consumers have no weapon against this scourge. Loss of revenue represents 1.3B€ /Yrs and costs 5,000 jobs, in the EU.



## No Optimal Storage Solution

Wines and spirits require special storage conditions. Private individuals do not have access to these solutions



# Brands have very little visibility or control over their distribution



## No Direct Consumer Contact

The wine industry is the last luxury industry to have no contact with its consumers. The reason: too many intermediaries.



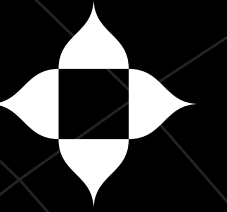
## Lack Of Information On New Consumers

Due to a lack of direct contact, brands are unable to keep up with new trends and therefore young consumers.



## Loss Of Income On The 2nd Market

On the secondary market, brands do not recoup any royalties from each exchange. A real loss of earnings.



## SOLUTION

# Intercellar's Digital Cellar using blockchain tech.

InterCellar facilitates the transmission of Wines & Spirits by creating **digital twins**. Physical bottles from the producer are stored in an ultra-secure warehouse, while digital twins can be transferred from wallet to wallet, guaranteeing traceability through NFTs.

1 Buy

2 Store  
Physical bottle

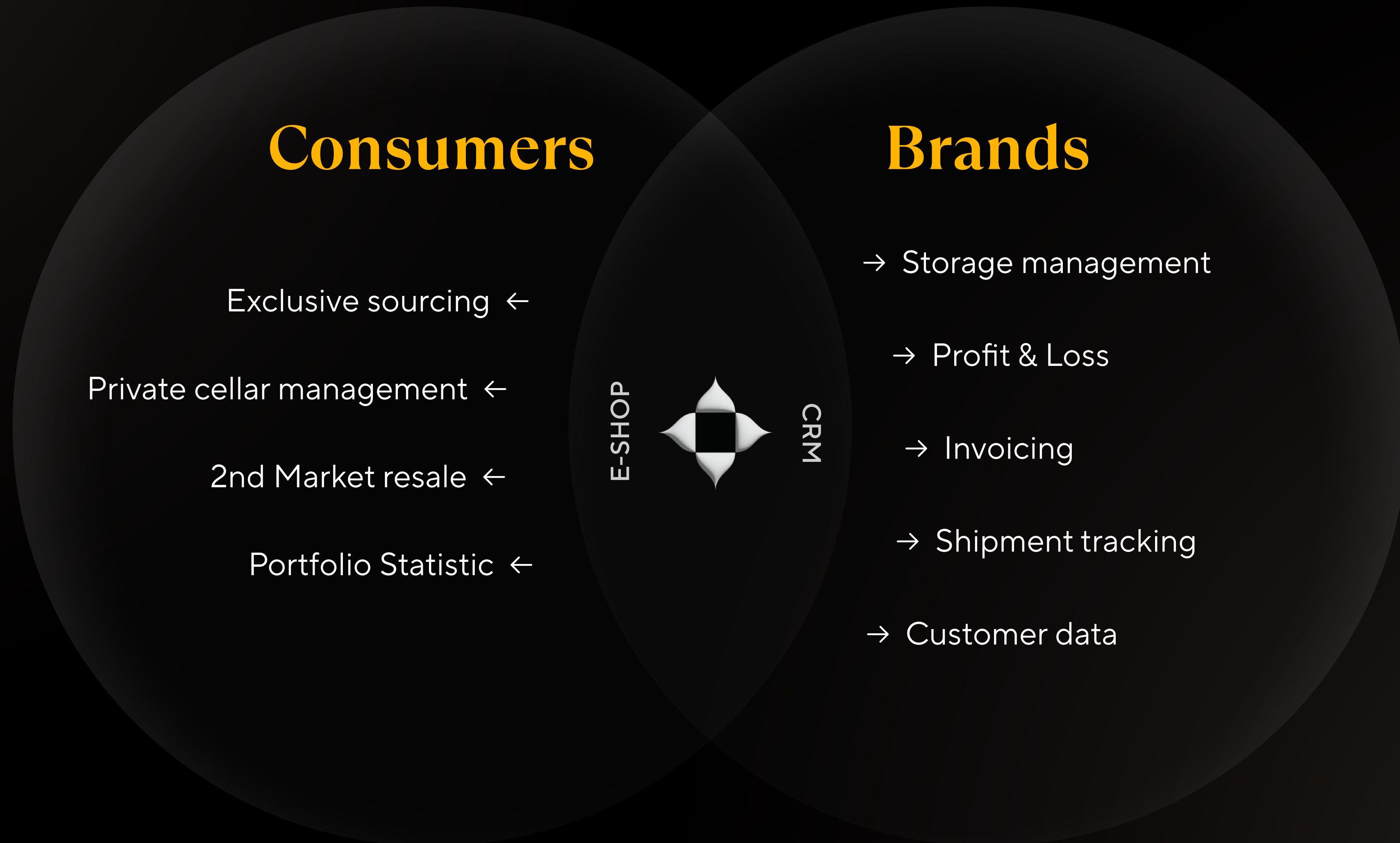
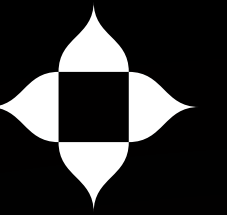
3 Trade  
Digital twin (nft)

4 Redeem  
Safe delivery

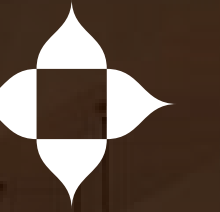
5 Drink



# VALUE PROPOSITION







Immersive  
experience  
and digital twins  
**collectibles**

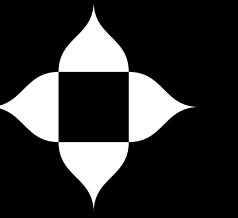


# OUR VISION



“BUILDING THE **NEXT-GEN** CELLAR”

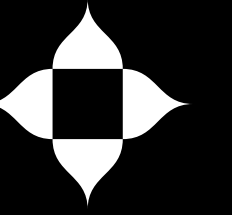
# TOKEN INTRODUCTION



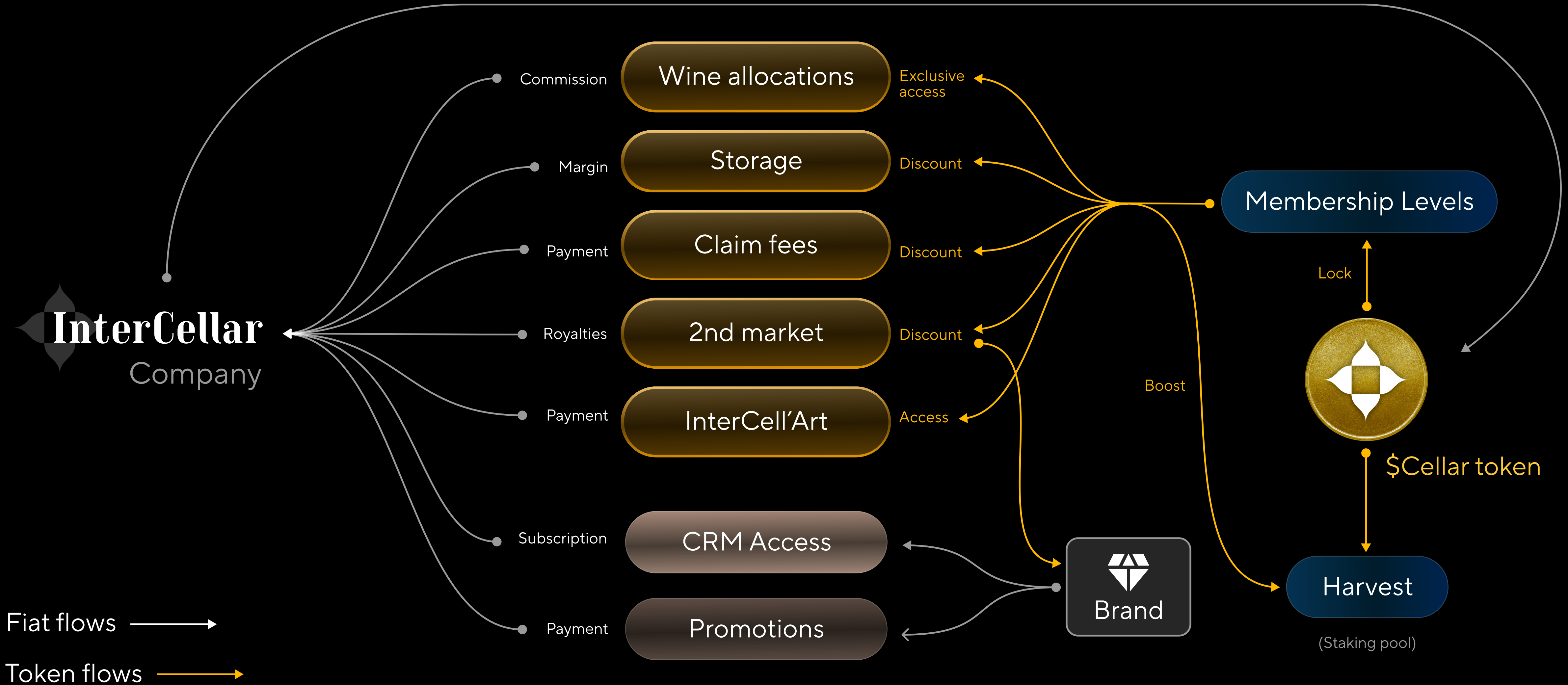
**CELLAR**  
TOKEN



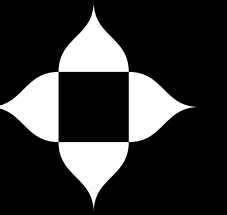
# TOKEN ARCHITECTURE & UTILITIES



## Buy back of the token with company revenues



# UTILITY CHART

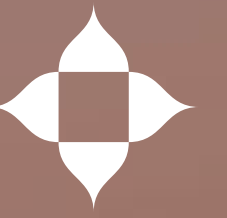


## COLLATERALISED UTILITIES

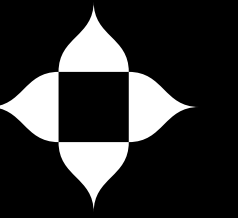
				COLLATERALISED UTILITIES					
	Tiers	Collateral required	\$ Equivalent (TGE)	Lock time (1)	Wine Allocation	Primary Market Discount	Storage costs Discount	2nd Market Discount	Harvest Boost
 <b>1</b> Apprentice sommelier	Tiers 1	2 000	\$ 120,00	9 months	-	-	-5%	0,5%	1,05
	 <b>2</b> Sommelier	Tiers 2	6 000	\$ 360,00	9 months	-	-	-10%	0,4%
 <b>3</b> Master Sommelier		Tiers 3	4 000	\$ 240,00	12 months	1h White list	-2%	-15%	0,35%
	18 000		\$ 1080,00	9 months					
	12 000		\$ 720,00	12 months					
 <b>4</b> Cyborg Sommelier	Tiers 4	6 000	\$ 360,00	18 months	12h White list	-3%	-25%	0,30%	1,25
		60 000	\$ 3600,00	9 months					
		40 000	\$ 2 400,00	12 months					
 <b>5</b> Intergalactic Sommelier	Tiers 5	20 000	\$ 1 200,00	18 months	24h White list	-5%	-35%	0,20%	1,5
		180 000	\$ 10800,00	9 months					
		120 000	\$ 7200,00	12 months					
 <b>6</b> Bacchus Apostle	Tiers 6	60 000	\$ 3600,00	18 months	Guaranteed Allocation	-6%	-40%	0,15%	1,5
		Top 5 \$CELLAR holders (no staking)		None					
				Wine Bottle Club members	24h White list	15% boost	15% boost	15% boost	15% boost
				Example Tiers 4+ WBC NFT	24h White list	3,45%	28,75%	0,26%	1,4375

(1) The amount is locked in for the entire period. Benefits are available immediately from the start of staking. Third-party staking is determined by the value in USD. The amount to be staked in \$CELLAR will therefore be recalculated according to the token price.

# HARVEST REWARDS (APY)



Staking Lock Time	6 months	3 months	1 month
APY/ staking rewards	<b>28,00%</b>	<b>15,00%</b>	<b>8,00%</b>



### Purchase of digital Cellars

Cellar upgrade only via \$CELLAR token.  
Different levels of cellar will be available to store your digital twins. From the simplest clay cellar to the most sophisticated and futuristic.

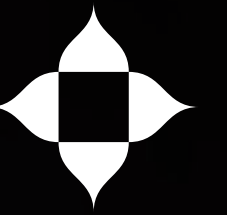
### Cell'Art access

Cell'Art drops are only accessible via the \$CELLAR token. As Art & Wine are intimately linked, we will be launching collections by renowned artists, in the continuity of collector's experience.

### Side items access

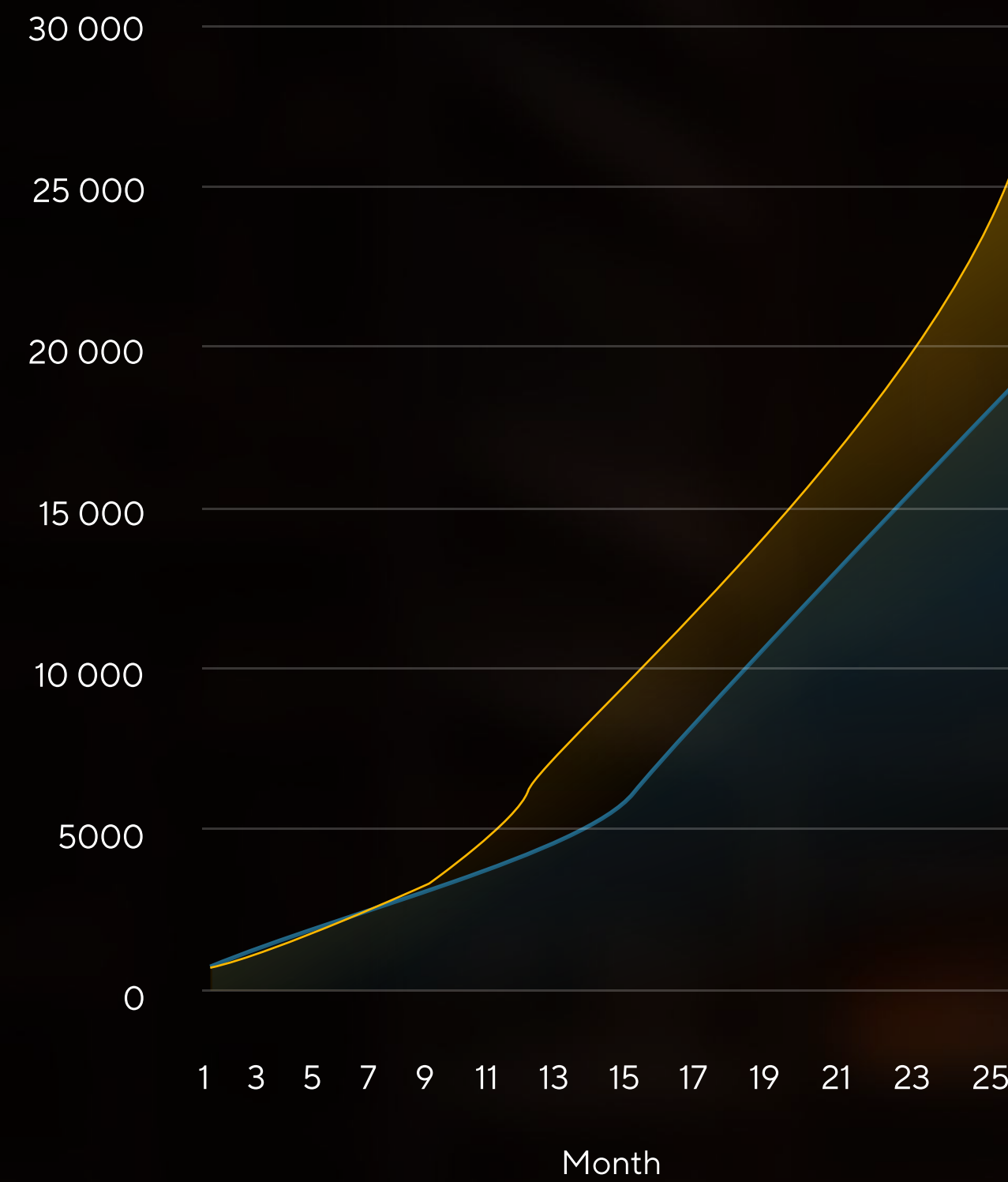
InterCellar will offer the opportunity to purchase digital items to enhance UX. Wine accessories, furniture or AI sommelier to give you advice on tasting or investing in wine.

# TOKEN RELEASE



## UTILITY GROWTH

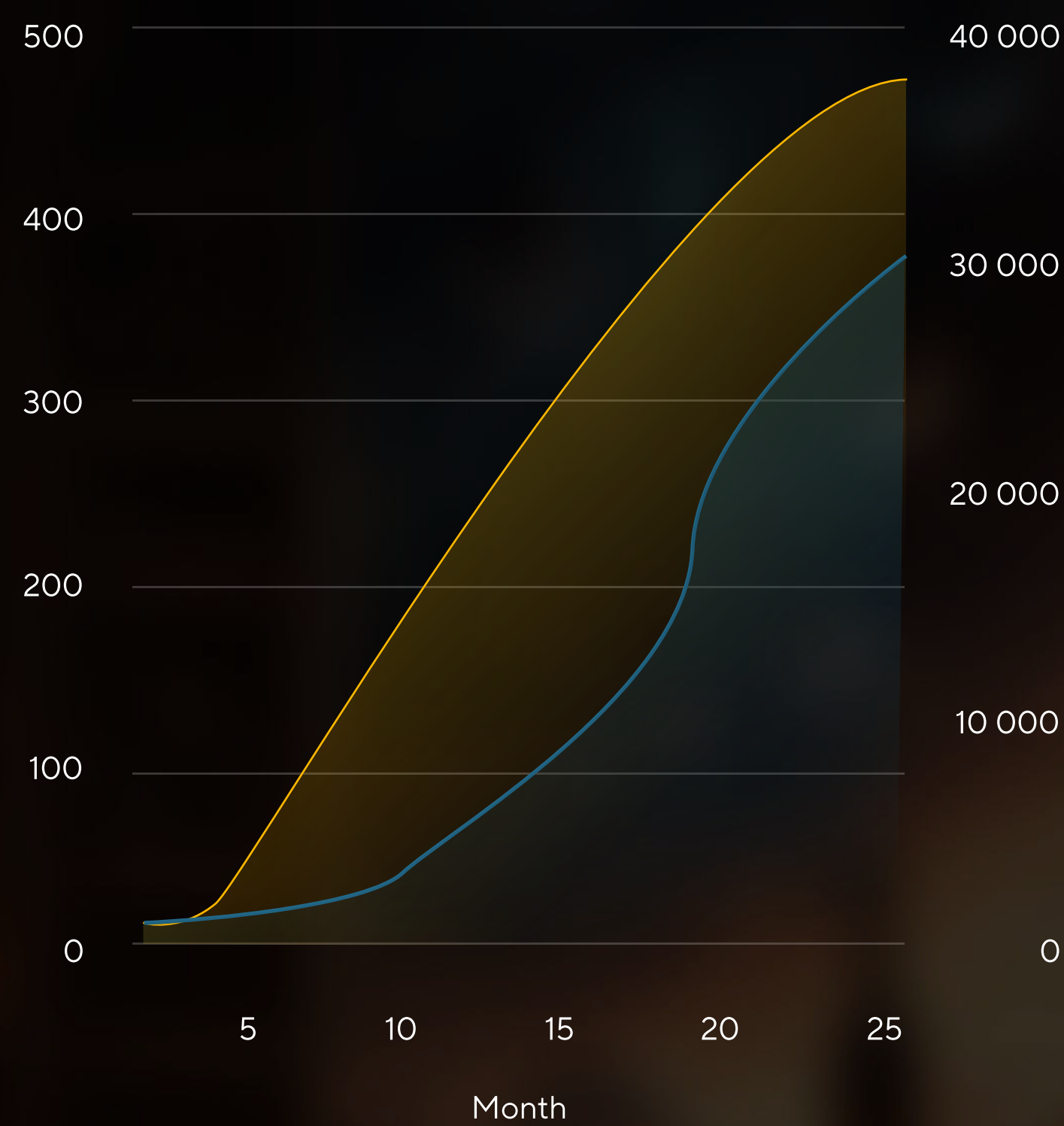
Item stored (Yellow) Items released (Blue)



The value of the benefits linked to the utilities will increase exponentially over time, giving the token an intrinsic value

## USERS & CIRCULATING SUPPLY

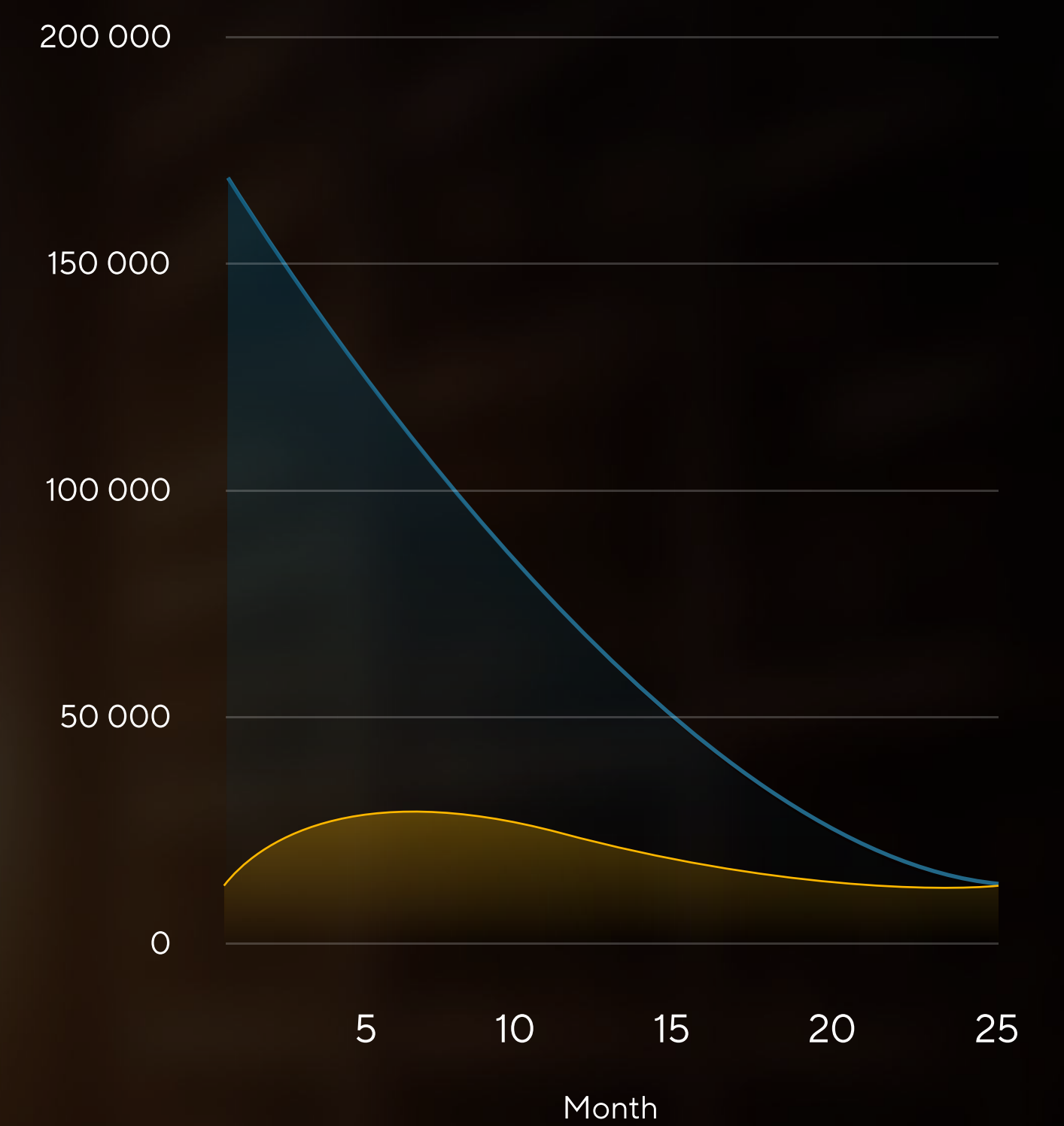
Users (Blue) Circulating Supply (in millions) (Yellow)



The token release has been designed according to the projected growth of the user base, aiming to establish a coherent and enduring model

## TOKENS PER USERS

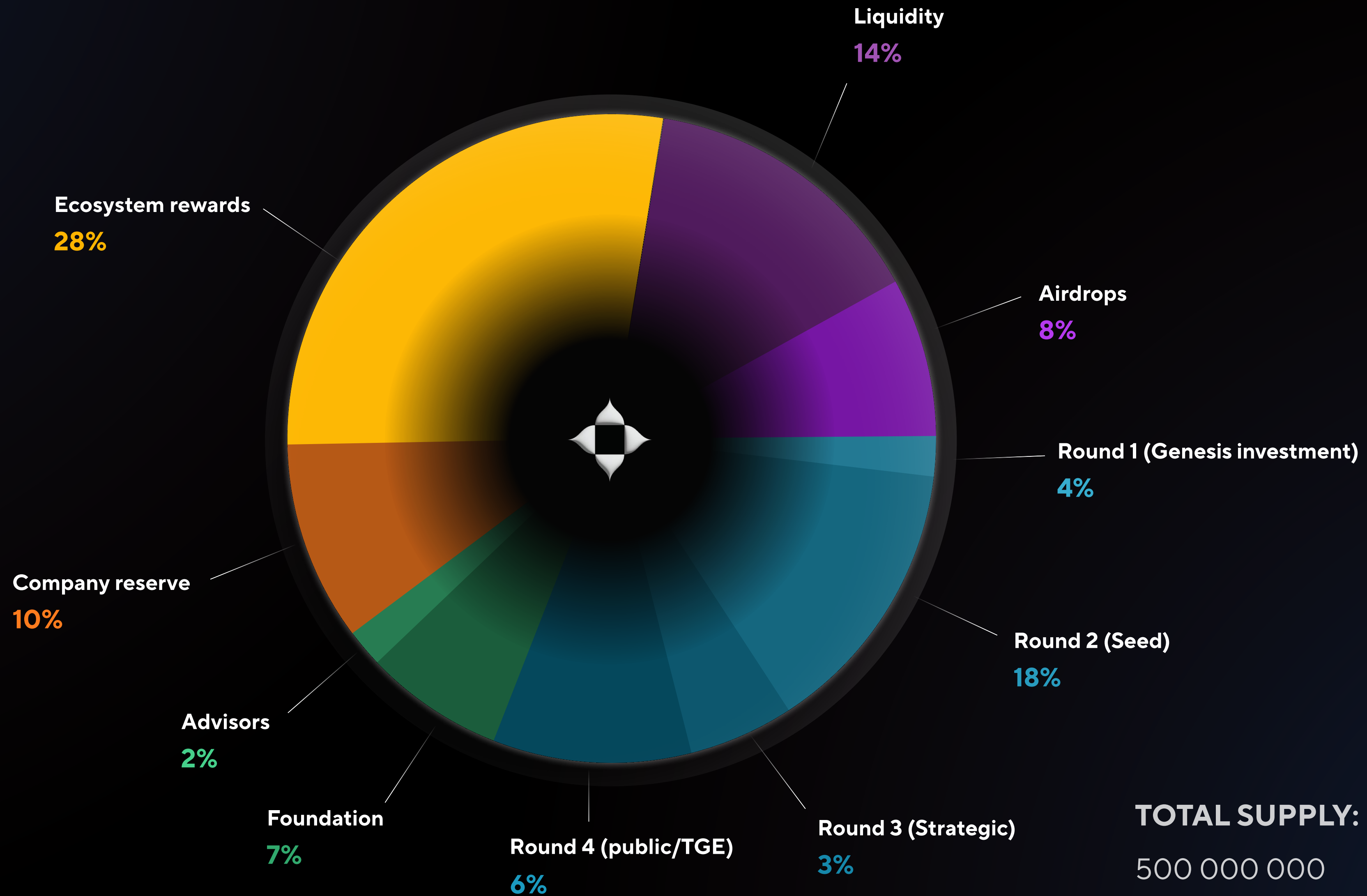
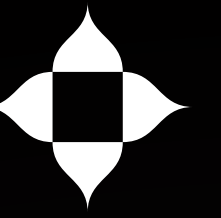
Ratio Qty Tokens/User (Yellow) Ratio Qty Tokens (Total supply / User) (Blue)



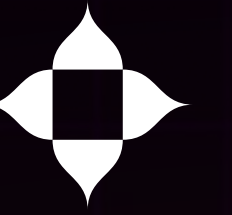
The allocation of tokens per user is structured to gradually decrease over time, enhancing the token's long-term value proposition



# TOKENOMICS : TOKEN REPARTITION



# CONTACT

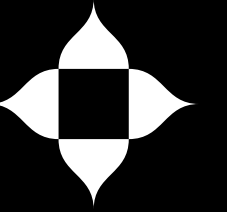


@LOUDBC



@MAXGARO

# APPENDIX : EVENTS 2023



EHL Crypto Conference



InterCellar  
CES LAS VEGAS  
Minister of Tech  
& Economy



Rug Radio x  
InterCellar  
(Miami)



PyratzLabs Paris



Rubichain Montpellier



Herreman Barcelone @Lezar



InterCellar Karl Lagerfield's Mansion (Biarritz) + 500 people

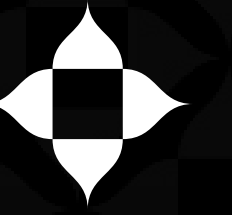


Madeira Blockchain



Vivatech Paris

# INTERCELLAR PRESS



*Terre de Vins*

**Capital**

**Maddyness**

be **[IN]** crypto

**Forbes**

**Decanter**

**cointribune.**

**LE FIGARO**

 **Cryptoast**

 **LE CRYPTO DAILY**

**BFM TV.**

*the* **drinks**  
business

**20**  
minutes

**cointribune.**

**JOURNAL DU COIN**

**thebigWhale**  
Crypto, DeFi. NFT.

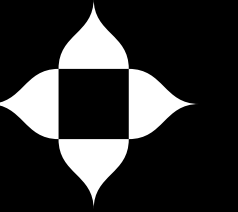
 **Journal du Luxe**

 **Cryptonaute**

 **Vitisphere**

**NFT MORNING**

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