





ZIRC

FULLY BACKED

Every token is backed by a flawless 1 carat blue zircon gemstone.

FULLY REDEEMABLE

Every token is redeemable for a flawless 1 carat blue zircon gemstone.

THE OLDEST GEMSTONE ON EARTH

Incredibly old
Extremely rare
Profoundly Beautiful

July 2024

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Executive Summary

\$ZIRC- A resource backed blockchain by NYBlue.

All tokens are fully redeemable for the oldest gemstone on earth.

Cryptocurrencies and blockchain technology have recently gained volcanic popularity, captivating the interest of individuals, financial institutions, and even governments. The prevailing perception of cryptocurrencies as speculative assets, **prone to significant price volatility**, has highlighted the need for a more stable alternative.

\$ZIRC emerges as a solution, seamlessly marrying the convenience of digital currencies with the stability and capital growth of an underlying asset. In this case the **ancient, beautiful and rare**; Blue Zircon gemstone.

As a resource backed currency, every \$ZIRC token is intricately linked to the value of an authentic, flawless gemstone. Blue Zircon, chosen as the underlying asset, boasts millennia of history as a recognized store of value, is **exceptionally rare**, and features qualities such as being **the oldest item on earth**, extreme scarcity, double refraction, and a rich historical significance.

The blueprint for success involves the continued acquisition of the majority of the world's supply of gemstone quality Blue Zircons, combined with **a global awareness marketing campaign**, aimed at informing multiple generations of the superior qualities of this particular gemstone.

The resulting retail price per stone is anticipated to appreciate over time towards eventual parity with the price of diamond.

Tokenizing Blue Zircon will ensure that this **attractive return on investment** is more easily accessible to the market; as trading tokens provides greater efficiency than transferring the underlying asset itself. Moreover, since Blue Zircon stones are heterogeneous; meaning each Blue Zircon stone is unique, and value can differ across appraisals. Tokenizing creates a level of fungibility; facilitating seamless transfers while maintaining market liquidity.

The underlying assets will be **held in the custody of reputable trustee firms**, with smaller amounts available at [NYBlue](#) retail locations, for redemptions. Token holders will have the option to convert their \$ZIRC tokens into gemstones at any time, adhering to a predetermined ratio of each \$ZIRC token being equal to a single carat Blue Zircon gemstone.

The **Polygon blockchain underlies \$ZIRC** with transactions validated through the Proof of Stake algorithm; bringing the token to an established ecosystem which offers low transaction fees, interoperability with Ethereum, robust security, and a growing community.

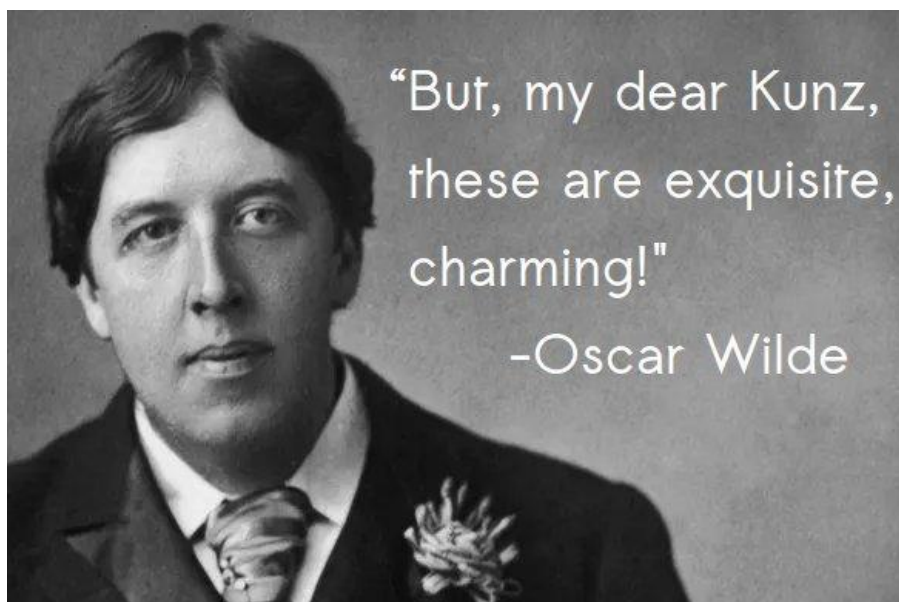
Understanding Zircon Gemstones

One of the most underappreciated, undervalued and least well known gemstones on earth. Blue zircon is poised for an **explosive rise in price**, popularity and appreciation. Zircon is a gemstone that is extremely similar to diamonds in many ways, but also far superior in some, particularly **age, scarcity** and it's amazing **double refraction**. Blue Zircon; the oldest gemstone on earth, is now more scarce than ever due to recent government **mandated mine closures**.

Lesser minds often confuse and conflate zircon with *cubic zirconia*, some argue that this is **an intentional obfuscation** aimed at benefiting the international diamond industry.

Zircon is **the oldest gemstone ever discovered**. According to the American Gem Society, Zircon is the oldest mineral on Earth, dating back more than 4.4 billion years.

The earth that we stand on today, the foundations of your home, the stones by the beach, all of them are less than 3.5 billion years old. However, **Zircon was around at the time the Earth itself formed.**



Zircon has garnered significant attention from geoscientists, leading to the emergence of a specialized field known as "Zirconology."

George Kunz, a celebrated gemologist and the esteemed gem buyer for Tiffany's emerged as a fervent advocate for Zircons. His deep admiration for the fiery nature of Blue Zircon led him to propose the name "Starlite" in an attempt to accentuate its brilliance.

The intrinsic value of such a connection, in our perspective, renders Blue Zircon exceptionally precious. It is speculated that if all the world's Zircons were gathered, cut, and introduced to the market with the same awareness as diamonds, they would be **completely sold out within 12 months**.

Compared to diamonds, Blue Zircon boasts several unique and distinctive characteristics. A diamond refracts white light into seven colors of the rainbow, whereas, the same light diverges into two entirely separate rays when passed through a Zircon, showcasing the full spectrum of colors. This unique property **makes Zircon a more brilliant gemstone than diamond**.

Taking into account that Blue Zircon is older, twice as brilliant and even more rare than diamond, it is peculiar that Zircon can currently be bought at approximately a tenth of the price. However this opportunity is **unlikely to last for much longer**.

The Australian gemstone company NYBlue has [recently announced](#) their **systematic acquisition** of all available Cambodian Blue Zircons, aiming to establish control over the market, and potentially influencing the future value of these precious stones.

The \$ZIRC initiative aims to benefit from the success of NYBlue's ambitions.

The assets underlying the \$ZIRC token are genuine flawless gemstones which require secure physical custody, perpetual **auditing**, and insurance.

For this purpose, the Blue Zircon gemstones are held in the **custody of well established firms**.



In Australia; the trusted third party is **Imperial Vaults**, and in Cambodia **Stronghold Trustee**. Both companies are renowned for their exceptional reliability and security; with a proven track record.

A smaller amount of the underlying asset will be securely held by NYBlue offices & Retail outlets, for the ease of redeeming \$ZIRC tokens into Blue Zircon gemstones.

The Market Potential

Blue Zircon offers a combination of visual allure, historical significance, rarity, and diverse use cases attracting consumers and professionals, while increasing market potential.

— BLUE ZIRCONS: SCARCE, ANCIENT & BEAUTIFUL

✓ Scarcity

Zircons, unlike diamonds are not mined globally, they can only be found in specific geological regions. It is difficult to find these regions, and more difficult to extract Blue Zircons from such areas. In 2024 the largest producer of Blue Zircon, Cambodia; outlawed zircon mining. Reducing supply further.

✓ Maturity

Zircons, unlike diamonds are not 'geologically immature' rather they are famously the oldest stone on earth. Researchers known as 'zirconologists' study these ancient stones to gain an understanding of the origins of Earth itself.

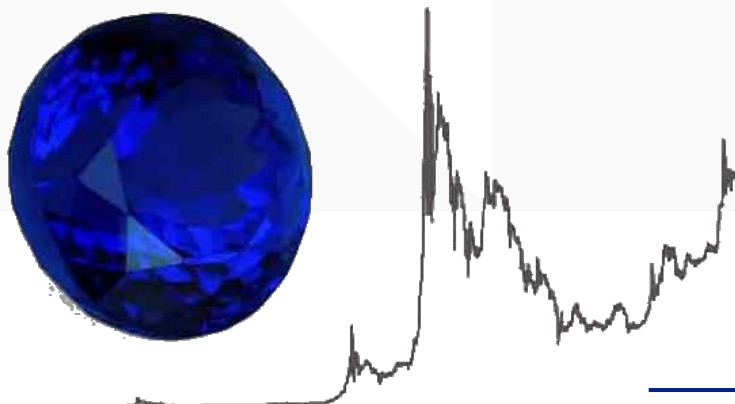
✓ Beauty

Zircons, unlike diamonds boast double refraction, meaning light splits twice rather than once, providing a more bright and brilliant visual disposition.

✓ Historical Precedent

Tanzanite, a gemstone of lesser attraction than Blue Zircon has recently increased in price by orders of magnitude owing to its geological scarcity. Tanzanite proves that new stones are often discovered and their prices often increase exponentially.

African Tanzanite - Spot Price



\$ZIRC: Tokenized Zircons

The latest generation of **asset backed tokens** is gaining momentum in the crypto markets and offers an opportunity to leverage off the pioneers in the domain such as Bitcoin and Ethereum. Whilst being **distinct from the previous tokens** classes, this new category of tokens points to the value of security, stability, and liquidity.

Advancing the development of blockchain, \$ZIRC goes beyond the establishment of the foundations that Bitcoin started, exploring new diverse applications. The shortcomings of the existing cryptocurrencies, such as having no intrinsic values, has forced the market to seek assets without these inherent inadequacies.

This lack of underlying value makes the price of traditional currencies disputable, with the critics arguing there is no value at all while the other side defends the multimillion-dollar valuations, thus making the market volatile and unpredictable.

The volatility that comes with the majority of cryptocurrencies makes them less stable as a form of **wealth storage** and unpredictable for the merchants when considering the exchange of goods for payment using such a medium.

Zircon tokens are uniquely secured by a tangible and valuable asset: Every token can be redeemed for its associated flawless 1 carat blue zircon gemstone. With this unique function, \$ZIRC is able to achieve a direct and transparent relationship between digital tokens and physical gemstones.

Each Zircon token is exactly equal to a 1 carat blue zircon gemstone, certifying the one-to-one ratio, is a distinguishing feature and a major contributor to the ultimate value of the digital asset. We forge a strong connection between the tokens and the real-world zircon stones thus, offering investors **a direct and actualized connection with the underlying asset.**

— ZIRCONS HAVE RICH HISTORICAL SIGNIFICANCE

Zircons can be traced through the centuries in jewelry, cultural symbolism, and popularity during various historical periods.

✔ Geopolitical Significance

Zircon played as a cornerstone in major geopolitical events, such as when The Khmer Rouge used The Blue Zircons and other gemstones to finance their brutal reign and operations. If the international community were to pivot away from Diamonds, towards the superior Zircon, it isn't difficult to imagine the **potential geopolitical upheaval** that this could catalyze.

✔ Historical Significance

Additionally to being the oldest stone ever found on Earth. In biblical book of Exodus, **the breastplate of Aaron was said to hold 12 gems**. The main purpose of the breastplate was to be a reminder that he represented all the people, as mediator and intercessor, before God. The gems embedded in it were aligned into four rows containing three stones each. The third row, contained a zircon, an agate, and an amethyst;

Zircon experienced a resurgence in popularity during the Victorian era. Blue zircons, in particular, were favored and frequently featured in estate jewelry during the 19th century.

✔ Mystical Medicine

In ancient times, all gemstones were believed to have **healing properties** and Zircon was no exception. It was considered to aid in promoting a sense of calmness, balancing energy, and improving sleep.

✔ Astrological Associations

Zircon has been associated with various mystical beliefs and astrological connections. Some cultures believed that Zircon could enhance one's spiritual journey and **connection with higher realms**. It was often associated with the planet Venus.

— WHY TOKENIZATION

With one \$ZIRC always being equal to one Blue Zircon gemstone we can guarantee, the token will never drop below the presale price.

Liquidity

Increasing transaction depth is a primary reason for implementing Zircon on the blockchain. Different from the traditional markets that open during working days, crypto assets are tradable on a day and night basis—that is 24/7, 365 in a year. Availability 24/7 goes beyond the geographical and time constraints of the other trading methods, expanding the range of opportunities for trading.

Traceability

Ownership history is traceable for each \$ZIRC token. Improving traceability, offering authenticity, and transparent supply chain, aimed at providing the gemstones' origins and history.

Each asset tokenization transaction is logged on the blockchain thereby creating an open and recordable trail. That auditability gives existing trust levels among the participants who are either investors, regulators, or stakeholders, an extra boost.

Decreased Volatility

The resulting hybrid combination of the attributes of both traditional assets and crypto assets has demonstrated to the public the lower volatility compared to what crypto assets currently have, which in turn provides a stabilization effect on the market.

Blue Zircon Gemstones	\$ZIRC
Illiquid	Fungible and Liquid
Price Volatility	Price Stability & Growth
Limited Accessibility	Global Accessibility
Fixed Trading Hours	24/7 Trading
Intermediaries and Middlemen	Peer-to-Peer Transactions

— AUDITED, SECURED CUSTODY

Our trustee partners, Imperial Vaults and Stronghold Trustee are responsible for the custody of Blue Zircon gemstones in Australia and Cambodia.

The underlying assets are held in compliance with all relevant Australian and Cambodian legislation.



✔ Integrity

✔ Professionalism

✔ Reliability

✔ SIS Regulation:

According to the SIS Regulation 13.18AA, SMSF assets are recognizable under the Collectables and Personal Use Asset category; making it mandatory to insure and store them in an endorsed, independent, and secure facility.

✔ Independent Audits:

Both trust partners are mandated to maintain proper and accurate records and independent audits. Imperial Vaults & Stronghold Trustee will facilitate independent audits upon request for all the Blue Zircon gemstones held in their custody.

✔ Insurance:

Assets are insured within 7 days of deposit. The insurance cover from Imperial Vaults is underwritten by the world's largest insurance provider Lloyds of London.

— GEMSTONE REDEMPTION POLICIES

In the initial phase, buyers will be required to visit NYBlue Retail outlets in order to pass KYC compliance. Buyers will be able to personally select their preferred gemstone. Assets will not be shipped internationally for a number of crucial reasons:

✔ **Personalized Selection**

The opportunity for buyers to **select their own stones** in person; provides them a unique experience, as their gemstone becomes their own on a personalized and meaningful level.

✔ **Security Considerations**

International shipping of gemstones becomes complex due to security, customs and taxation restrictions, which may differ across regions. We want to ensure this procedure is **simple & straightforward**, by having our clients select their chosen gemstones thereby minimizing any possible complications.



Enhanced Security Measures

Securing these expensive gems is a significant matter to consider. Adding the user to collect their own stones literally makes the system more secure, and hence protects the items against the risks run while being shipped.

Luxury Stores

There is a future we can see where we will be operating luxury stores in some of the top airports around the globe. The travelers will have the luxury of redeeming their Zircon stones through these dedicated spaces which are set in various scenic and exotic retail areas across the globe.

Zirconomics

The key element of our strategy focuses on thoroughly buying up the Zircons from Cambodia that built the foundation to control the whole line of supply in order to influence the possible future value of these stones.

\$ZIRC is designed to imitate the structure of these authentic Zircons analogs from the real world. Our strategic approach goes beyond traditional market dynamics like other companies, aspiring for an audacious \$10,000 per carat price target. This represents an incredible way to describe returns, as they are 1,249,900 % of the initial investment.

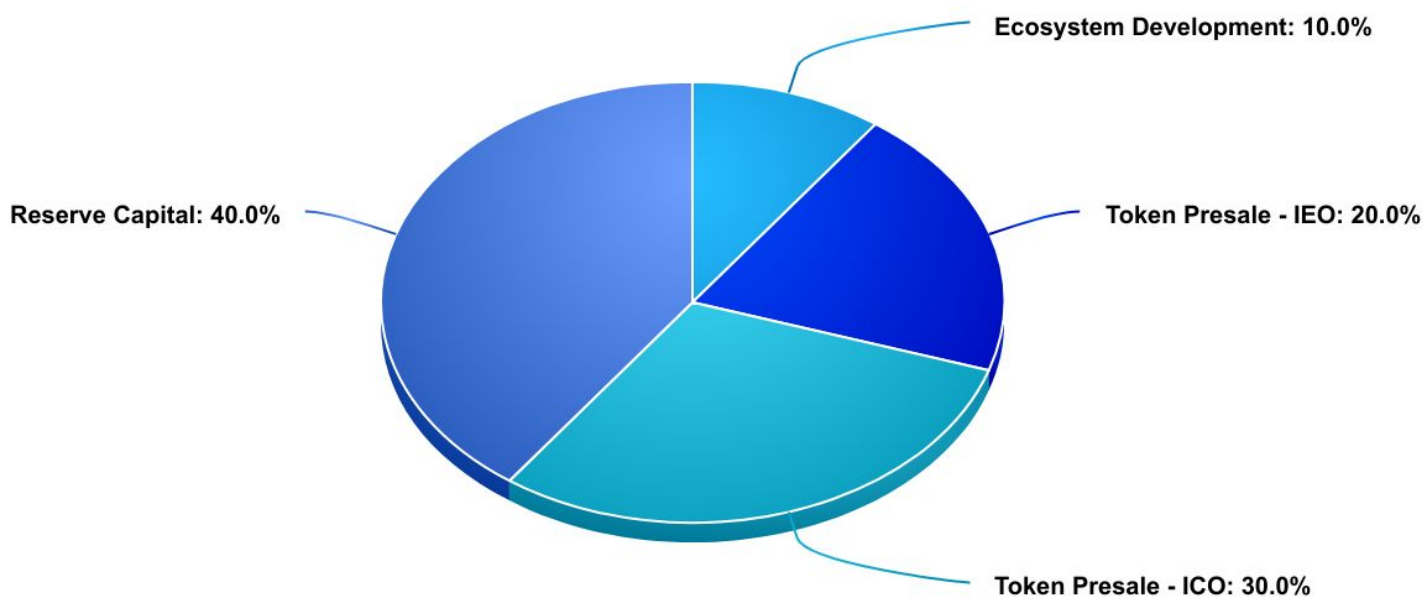
ZIRC's strategic approach is not only for the sake of short-term gains, rather, it maps the journey towards a long-term target – the high-end price tag of the multi-billion dollar gemstone space.

Surrounded by a fine selection of Zircons, the company which is seen as approximately \$1.5 billion will go beyond the mere market presence. We hope to rewrite and define the global gemstone story, positioning our company as a giant doing this now and seizing the opportunity of the years to come to be the players who will give direction to the future of this precious industry.

TOKEN SPECS

SPECIFICATION	DETAIL
Token Name	Zircon Token
Ticker Symbol	\$ZIRC
Blockchain	Polygon
Total Maximum Supply	1M
Total Presale Tokens (ICO & IEO)	500K
Presale ICO - Weeks 1 to 2	\$70
Presale ICO - Weeks 3 to 4	\$140
Presale IEO - Weeks 4 to 8	\$220

TOKEN DISTRIBUTION



Tracing The Origin

Tracing the sources of associated Blue Zircon gemstones is a vital part of the \$ZIRC ecosystem. Buyers can be assured that every Blue Zircon gemstone secured and tokenized by NYBlue are only the **highest quality** Cambodian Blue Zircon.



Buyers have the option to have their Blue Zircon gemstones authenticated and certified by our quality control partner; The **Gemological Institute of America**. A highly reputable and prestigious organisation in the gem and jewelry industry with established credibility, global recognition, unbiased gemstone certification, and strong ethical standards.

Furthermore, for ease of traceability, a complete system is used that will minutely audit the path of each Zircon from the point of origin in Cambodia right to the hands of our users after the redemption of their \$ZIRC tokens.

The process will be made up of a number of strategies outlined in the discussion.

✔ Source Verification

Our procurement approach is aimed at multi-step access to Blue Zircon specimens directly from Cambodian mines, clearly identifying the mine they come from. This authentication, being an elementary step of ours, represents the basis of our commitment to authenticity.

✔ Digital Ledger

Building on the features of blockchain technology- a secure and immutable digital ledger will be maintained that will record the details of every Zircon along the way. This includes details about when and where it was mined, as well as the processing stages that it goes through.

✔ User Accessibility

Most people today might not be very much accustomed to the concept of blockchain explorers. As a result, via a user-friendly interface, individuals may track the origin of their selected Zircon knowing the details about where it came from and its genuineness with the click of a button.

Building On Polygon

Having conducted thorough research assessing the advantages of different blockchain networks, we have strategically settled for launching the Zircon Token (\$ZIRC) on the Polygon network.

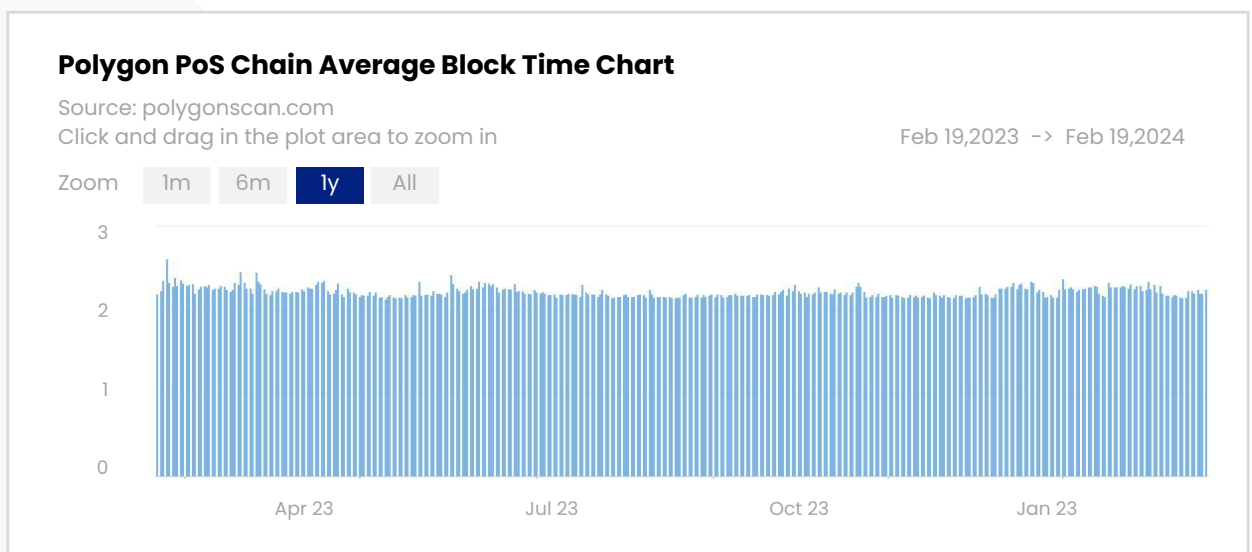
What makes Polygon unique is its hyper-energy efficiency and proof of stake (PoS) based sidechain architecture. This solution to scale Ethereum caters to the needs of the fast-moving transactions, performing transactions up to 10,000 per second.

Also, the system relies on minimum energy consumption and has low gas fees which are fractions of a cent, therefore, Polygon is a promising choice for the creation and development of the Zircon token.



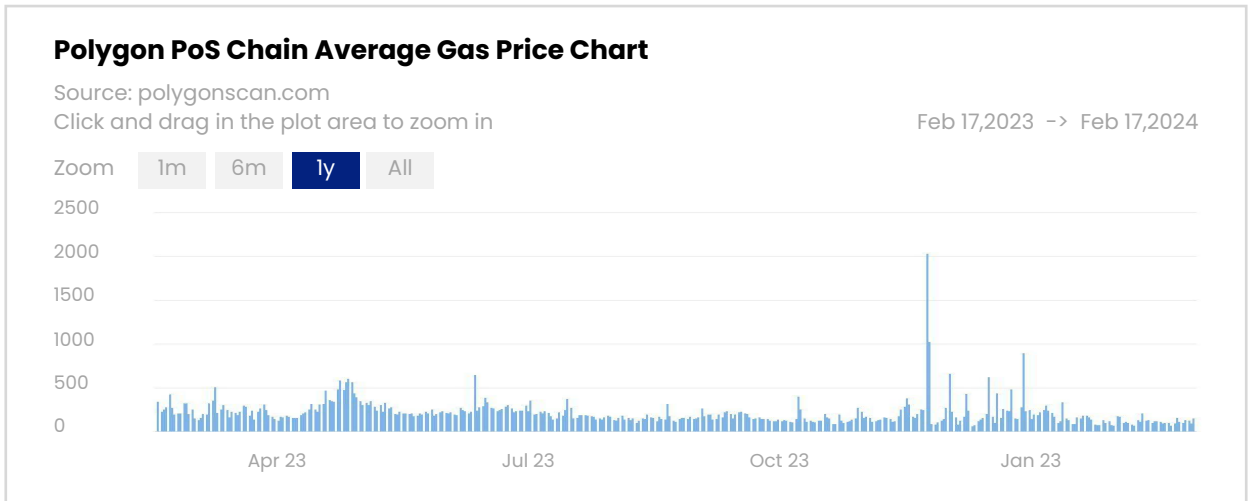
— SCALABILITY

The scalability solutions from Polygon are well-known; they allow even faster and less expensive transactions compared to other blockchain networks. This scalability is crucial in ensuring that the transactions in \$ZIRC tokens are smooth and efficient. The average time per block as we can see in the chart below is only 2 seconds. A shorter block time fosters Faster Transaction Confirmations, High Transactions Throughput, and Low Latency.



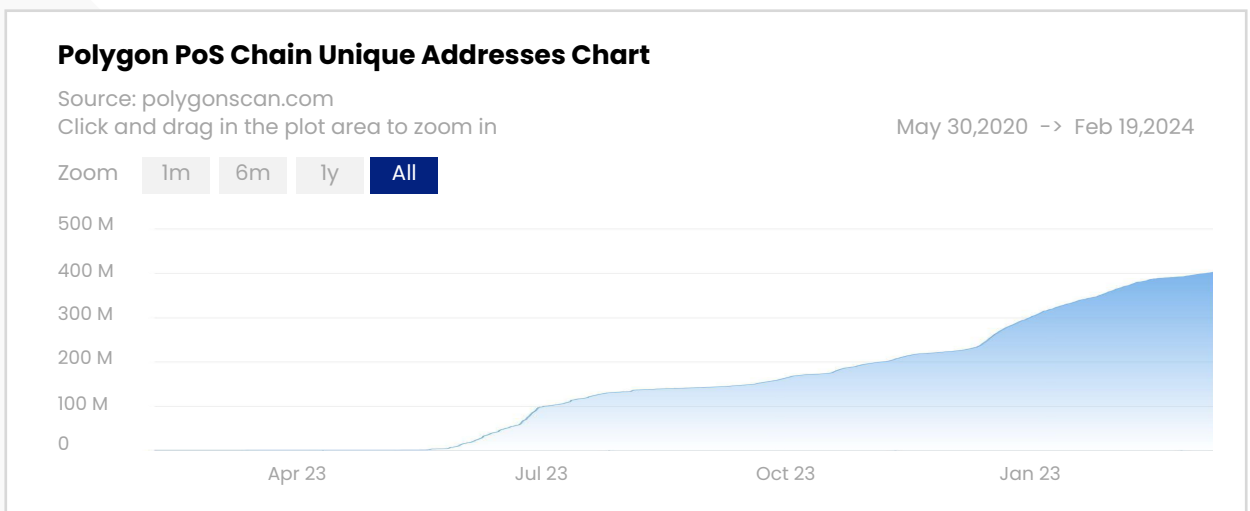
— LOW TRANSACTION FEES

On the Polygon network, the transaction fees are pretty low, and it therefore appeals to many. Such an interactive model is critical for a Zircon-backed token (\$ZIRC), for it reduces the cost of transactions for the token holders. The average gas fee was the lowest of 200 Gwei as can be noticed in the figure below.



— COMMUNITY & ECOSYSTEM

Polygon is composed of a fast-growing and active community that forms a vibrant ecosystem of decentralized applications (DApps) and projects. Being a part of this community provides Zircon Token with access to the platform, potential collaboration, and visibility. How much the community has developed is clearly visible from the graph below which shows the total number of distinct addresses cumulatively connected to the Polygon PoS Chain blockchain.



Roadmap

Phase II: Website & Documents

The website goes live and documents like whitepaper, sale terms, and release notes are published for users.

Phase III: Smart Contract Development

Build a secure and audited smart contract for \$ZIRC token- responsible for distributing the tokens to presale participants.

Phase V: Presale ICO

Launch the presale through a well-coordinated announcement on our presale website and social media channels. The presale window will open for two weeks.

Phase VI: IEO Launch

Launch the IEO and allow participants from across the globe to contribute funds in exchange for the \$ZIRC- Zircon-backed tokens.

Phase VIII: Launch Luxury Stores

Inaugurate and launch luxury retail outlets in the top international airports around the globe to make it easy for our users to redeem their \$ZIRC tokens for Zircons gemstones.

Phase X: Achieve Parity with Diamond.

Working towards a retail pricing range per carat of between \$5,000 and \$15,000. Attaining parity with the price of Diamond.

Phase I: Secure Zircon Supply

Secure a substantial quantity of both raw & faceted gemstones from various sources across the globe including Cambodia.

Phase IV: Global Marketing Campaign

Launch an extensive global marketing campaign to inform consumers and industry professionals of the exceptional attributes of Zircon.

Phase VII: Partnership with CEX

Get into partnerships with leading centralized exchanges (CEX) to list the \$ZIRC tokens and expand the token accessibility all across the globe.

Phase IX: Launch Limited Edition NFTs

For larger and uniquely exceptional Zircon stones, we plan to implement an innovative approach to showcase and distribute these treasures through a future NFT auction.

Our Partners

NYBlue Pty Ltd is the guarantor of the Blue Zircon gemstones as well as the organization facilitating the tokenization of the underlying asset. NYBlue are an Australian private company specializing in acquiring and distributing the highest quality White, Red, and Blue Cambodian Zircon gemstones.

NYBlue [holds more than 1,000,000 carats of both raw & faceted stones](#). NYBlue aims to reinforce its position as a leading global supplier of Cambodian Blue Zircon. The company's focus on Cambodian Blue Zircon arises out of the perceived significant undervaluation of the commodity within the international marketplace.

Blue Zircon has a limited supply, rapidly depleting deposits, offers superior properties and recent legislated mine closures; along with an extremely shallow market depth, are anticipated to result in favorable market conditions.

NYBlue majority shareholder, [Mitch Brownlie](#) has stated ***"We believe that Cambodian Blue zircon deserves recognition as one of the most extraordinary, underappreciated, and undervalued gemstones on the market"***. We intend to make this possible through our tokenization model.

