RSA®Conference2018

San Francisco | April 16 – 20 | Moscone Center

MATTERS NOW
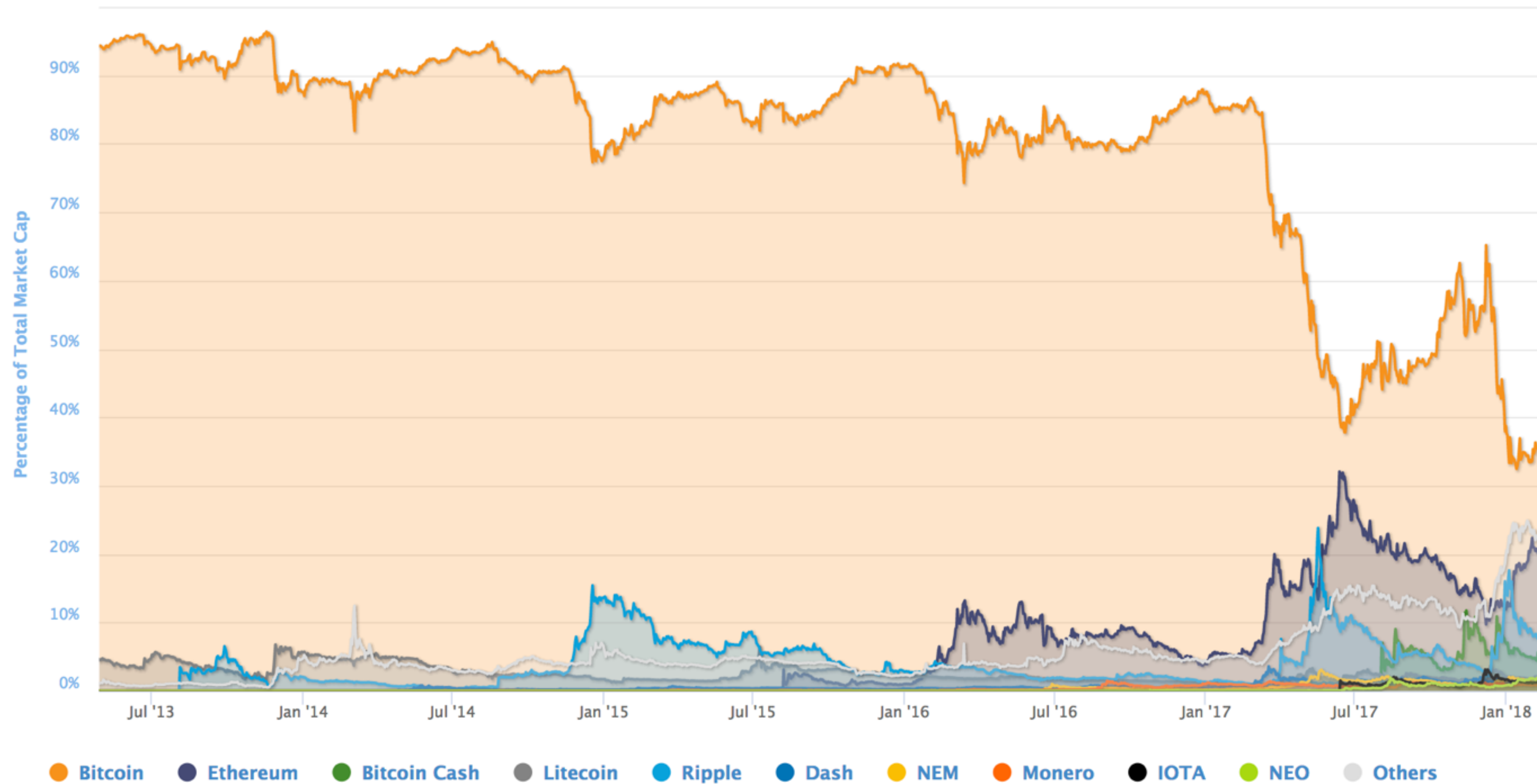
SESSION ID: SEM-M02

# BEGINNER'S GUIDE TO ETHEREUM, TOKENS, AND ICOS

**Linda Xie**

Co-founder & Managing Director
Scalar Capital
@ljxie

# % of Total Market Cap (Dominance)

Bitcoin ● Ethereum ● Bitcoin Cash ● Litecoin ● Ripple ● Dash ● NEM ● Monero ● IOTA ● NEO ● Others

coinmarketcap.com

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# Ethereum

|  | bitcoin | ethereum |
|---|---|---|
| **concept** | digital money | smart contracts |
| **transaction** | send from alice to bob | send from alice to bob if..<br>● date = jan 1, 2018<br>● bob's balance < 10 eth |
| **founder** | satoshi nakamoto (unknown) | vitalik buterin and team |
| **release date** | jan 2009 | july 2015 |
| **release method** | early mining | presale raised $18M in bitcoin |

CONTRACT

```
1  • <contract>
2  •
3  •
4  •
5  •
6  •
7  •
.
.
.
19
20 • </contract>
```

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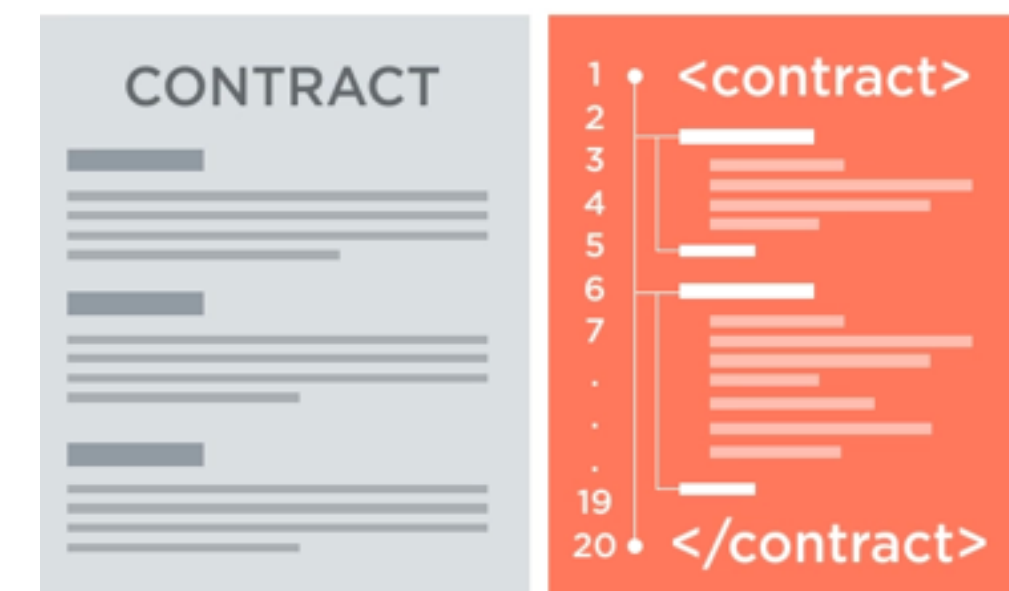
# Ethereum Tokens

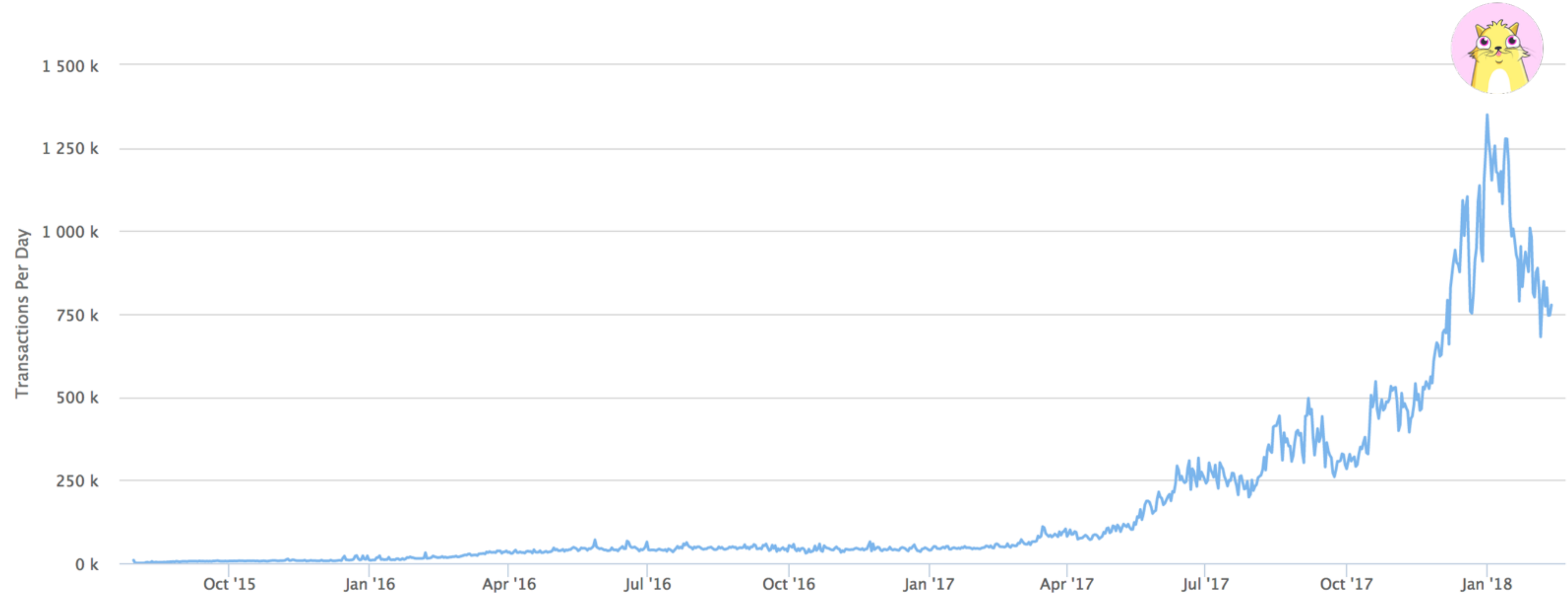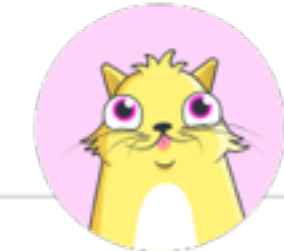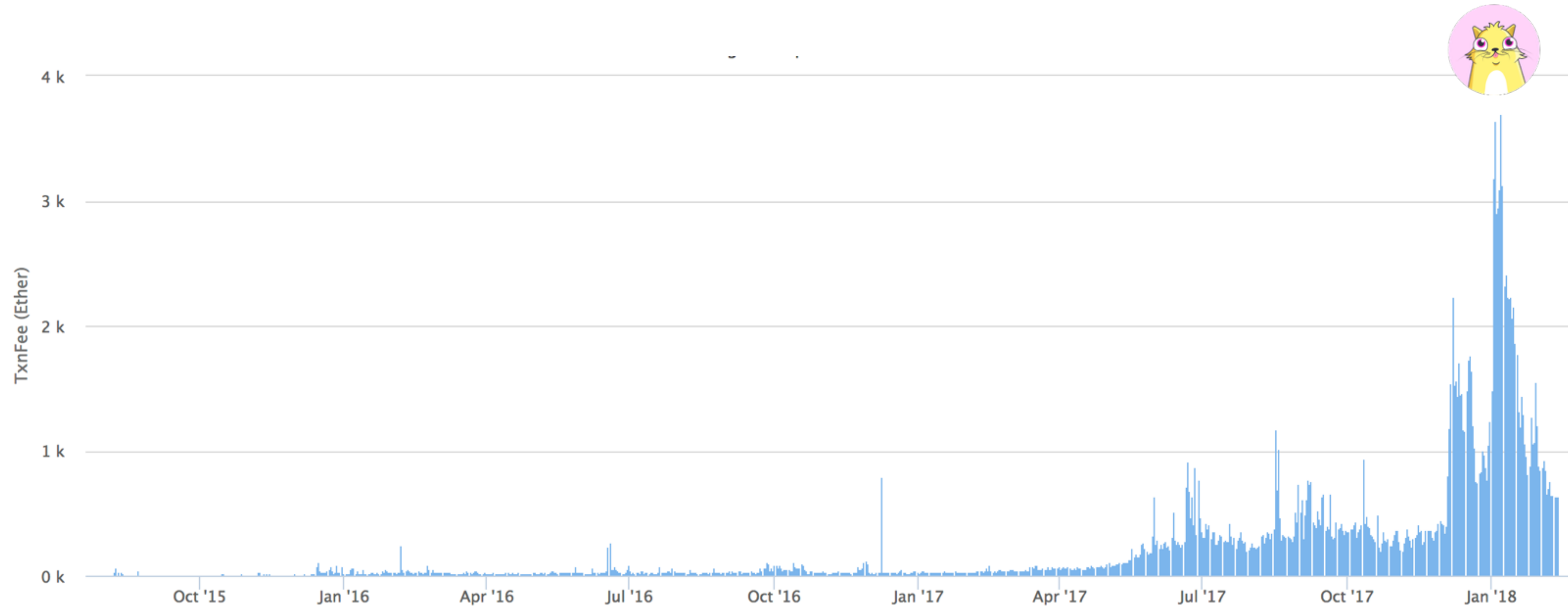|  | ethereum | ethereum tokens |
|---|---|---|
| **concept** | smart contracts platform | digital assets on top of ethereum |
| **native currency** | ether | augur (rep), golem (gnt), aragon (ant), & many more |
| **founder** | vitalik buterin and team | varies by project |
| **release method** | presale raised $18M in bitcoin | typically through crowd sales |

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# Ethereum Landscape

# Ethereum Transactions

Source: Etherscan.io

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# Ethereum Network Transaction Fees



Source: Etherscan.io

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# Ethereum Unique Address Growth
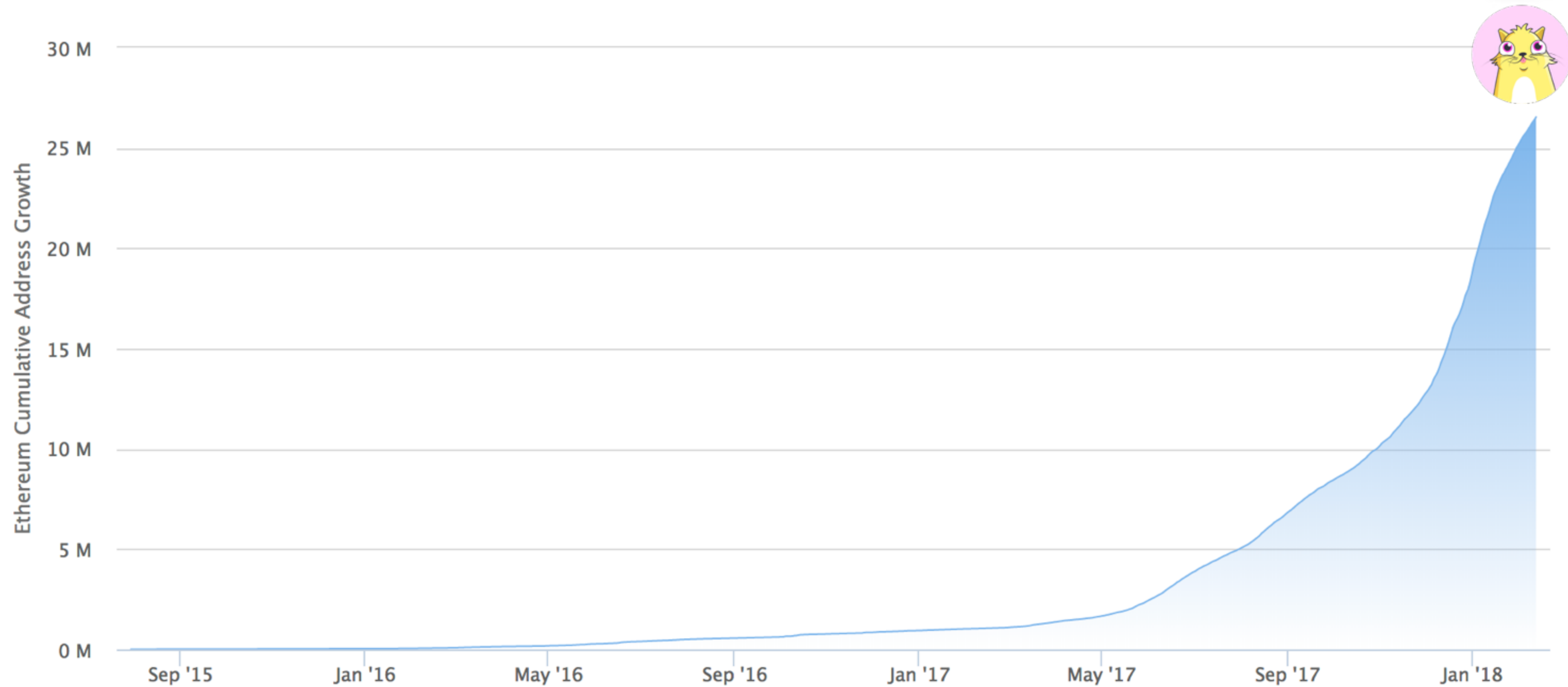
Source: Etherscan.io

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# ICOs

## USD Raised by ICOs in 2017 - Monthly Totals ($M)



Bar chart titled "USD Raised by ICOs in 2017 - Monthly Totals ($M)" with TokenData branding. Y-axis from $0M to $1500M.

- Jan17: $2
- Feb17: $14
- Mar17: $5
- Apr17: $103
- May17: $200
- Jun17: $648
- Jul17: $660
- Aug17: $329
- Sep17: $773
- Oct17: $829
- Nov17: $823
- Dec17: $1,217
- Jan18: $1,359

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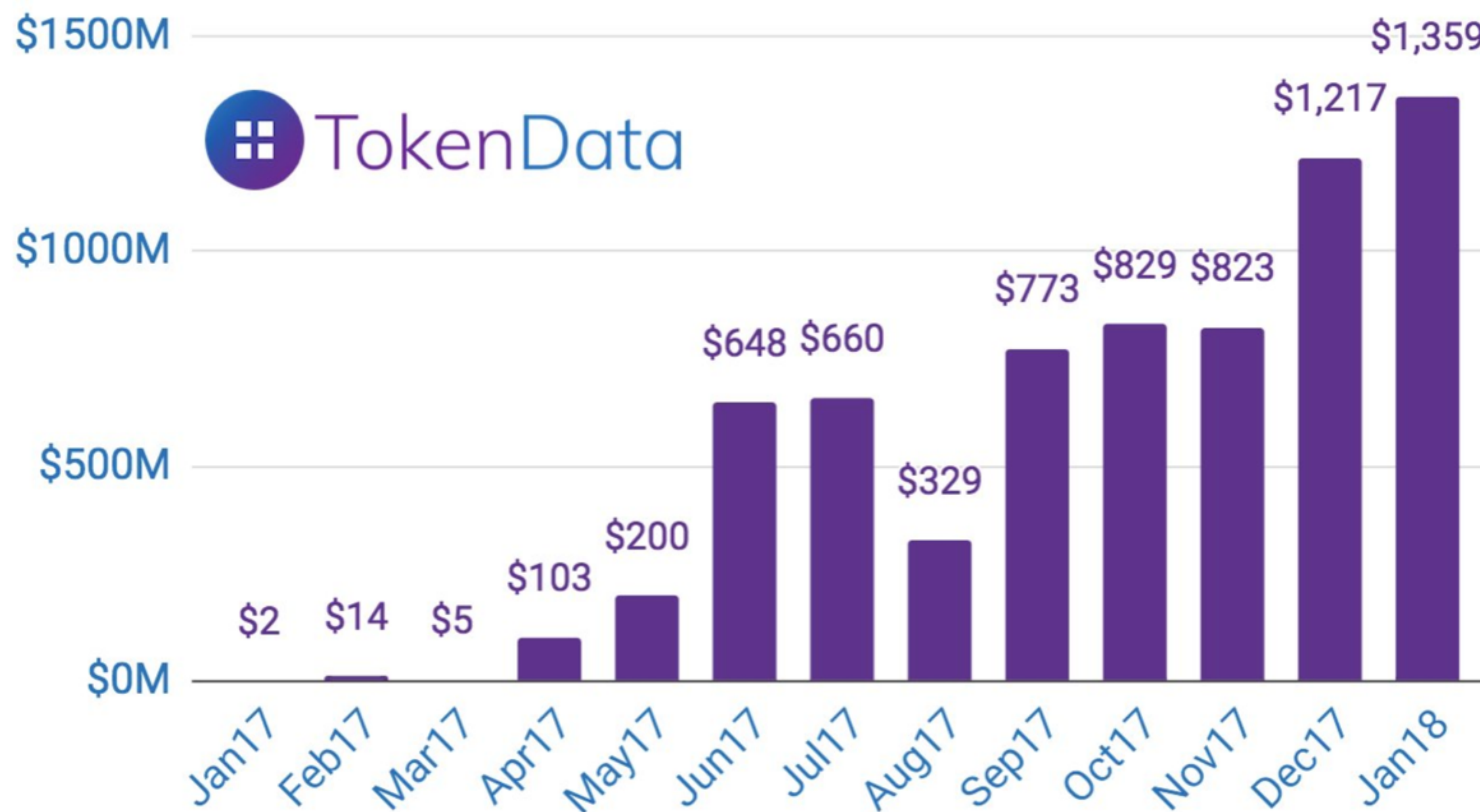
**The ICO fundraising model has allowed founders from around the world to raise capital**

Map of funds raised ($M) via ICO by country

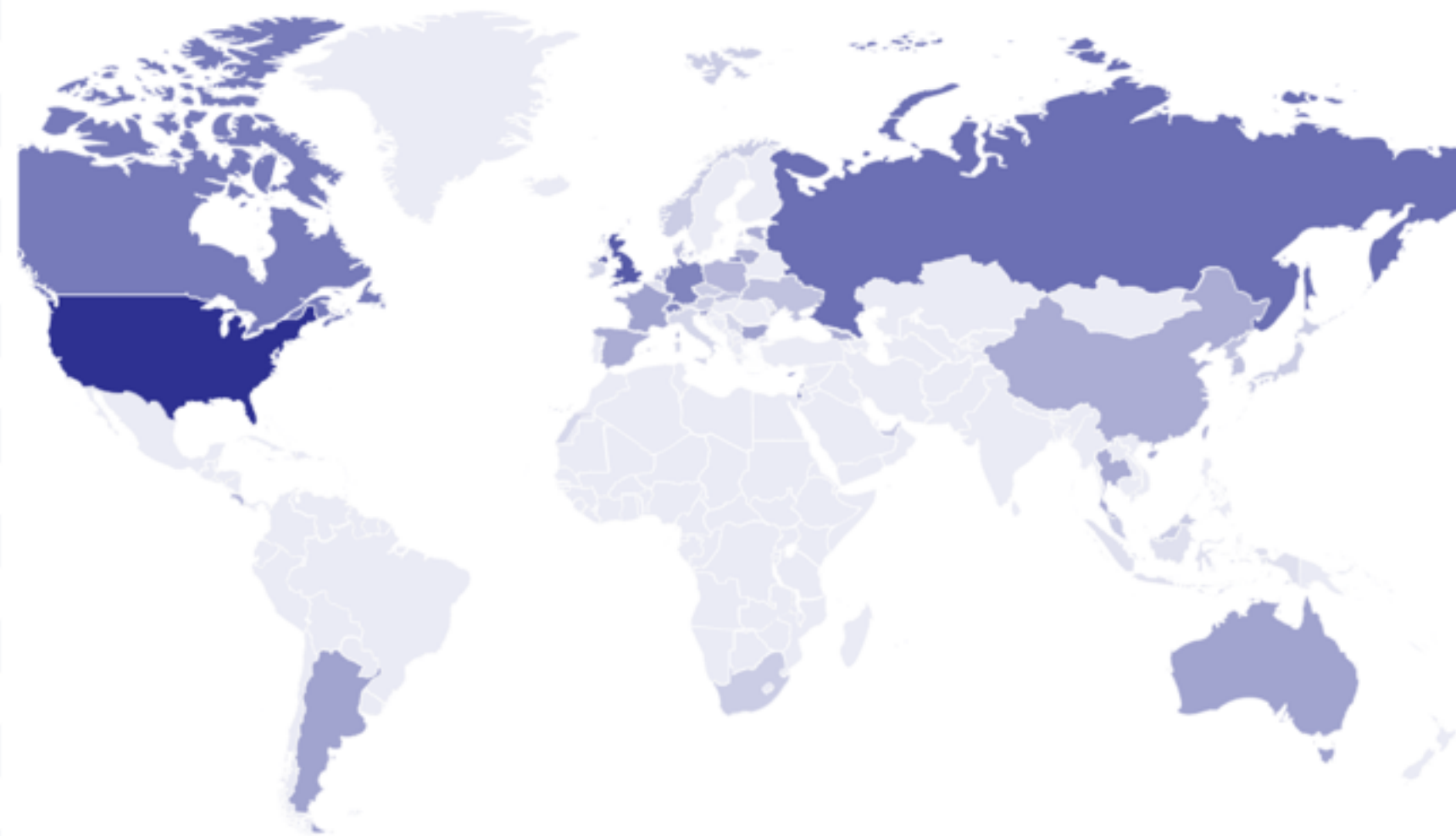| 01 | USA | 1130.8 |
|----|-----|--------|
| 02 | Singapore | 380.7 |
| 03 | UK | 371.6 |
| 04 | Cayman Islands | 200.0 |
| 05 | Russia | 196.7 |
| 06 | Canada | 184.6 |
| 07 | Israel | 171.2 |
| 08 | Switzerland | 103.6 |
| 09 | Germany | 101.1 |
| 10 | Hong Kong | 65.4 |
| 11 | Cyprus | 63.4 |
| 12 | Argentina | 62.0 |
| 13 | Slovenia | 58.1 |
| 14 | France | 54.2 |
| 15 | Australia | 49.7 |
| 16 | Bulgaria | 42.6 |
| 17 | China | 40.6 |
| 18 | Estonia | 37.0 |
| 19 | Lithuania | 36.4 |
| 20 | Netherlands | 32.2 |

Note: Geographical data sourced by TokenData from ICO websites, white papers and social media

Source: TokenData

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# ICO Completion Rate

## ⊞ Token Sale Completions & Failures

| Period | Total | Completed* | Unreported** | Completion Rate |
|---|---|---|---|---|
| Q1 17 | 20 | 14 | 6 | 70% |
| Q2 17 | 72 | 63 | 9 | 88% |
| Q3 17 | 235 | 131 | 104 | 56% |
| Q4 17 | 237 | 110 | 127 | 46% |
| 2017 | 564 | 318 | 246 | 56% |

Source: TokenData.io

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# Summary

- Bitcoin's market cap dominance is decreasing

- Ethereum is a smart contracts platform

- Anyone can create an Ethereum token

- Ethereum needs to scale for mainstream adoption

- ICOs raise a lot of money but there is burnout and scams

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# Apply

- This week you should:
  - Subscribe to "Token Economy" by Stefano Bernardi and Yannick Roux

- Within three months you should:
  - Read "Building Blocks and Basics" articles in "Crypto Canon" by a16z
  - Think about how your company can benefit from Ethereum

- Within six months you should:
  - Obtain a small amount of ether to try using
  - Attend a local Ethereum meetup

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# QUESTIONS?

linda@scalar.capital