



Press kit for immediate release

The world's first ICO funded book

Paris, October 3rd, 2017

Over half a billion dollars have been raised through so-called "Initial Coin Offerings" (ICOs) since the start of the year 2017. While this new financing instrument is growing in popularity, it's still difficult for most entrepreneurs and the general public to get a clear understanding of what ICOs are and how they actually work. Faced with the similar challenge, a group of technology enthusiasts decided to follow the "learning-by-doing" approach: launching their own ICO, learning in depth how it works and sharing their acquired knowledge with the world. That's the ultimate goal of BICO, the world's first ICO funded book. The token sales starts on the 20th of October 2017

The origins

"At the beginning we were trying to do an ICO for another project and we realized that there was not enough information about how to do it right. There were no tutorials available, only a few blogposts that never went into details," says Sandoche Adittane, the French designer and developer at the origin of the project.

"We are a team of technical people and we like to make informed decisions and clear tasks, so we decided to try an ICO ourselves and to document everything that we went through in a book."

The initiative is now gathering developers, designers, entrepreneurs, best-selling authors, technology and innovation enthusiasts all across Europe in an open and collaborative way.

Learn. Do. Share.

The community has started to work on the project in August with a full weekend hackathon and first tests with Smart Contracts in Ethereum. "We are contacting the best and most successful ICOs to learn from them and apply their advices directly in BICO, and of course, all their tips and stories will be included in the book as case studies," says Patricia Mayo Tejedor, Project Manager.

They are now ready to launch their ICO. Before the token sales starts on the 20th of October already, the team will open a Private Pre-Sale Event for subscribers only somewhere in October.

The goal is to raise close to \$50'000.- to fund the book.

About BICO.

BICO is the world's first ICO funded book that will teach entrepreneurs how to get funding for their projects and also teach beginner investors how to make informed decisions in the ICO world.

Our vision is that ICOs will be accessible to everybody and perceived as a regular way of funding your own startup or product. Our mission is to bring clarity, knowledge and information to the world of cryptocurrencies.

BICO will be implemented on the public Ethereum blockchain as an ERC20 token. The Ethereum blockchain is currently the industry standard for issuing custom digital assets and smartcontracts.

For more information: <http://www.bico.me>

About ICOs

An Initial Coin Offering, also commonly referred to as an ICO, is a fundraising mechanism in which new projects sell their underlying crypto tokens in exchange for bitcoin and ether. It's somewhat similar to an Initial Public Offering (IPO) in which investors purchase shares of a company.

ICOs are a relatively new phenomenon but have quickly become a dominant topic of discussion within the blockchain community.

Source: <http://www.nasdaq.com/>

Press and media relations

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