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 subscriptors 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/

BICO, the world's first ICO funded book

01.
LEARN

Investigate, learn, read, open and honest communication. Contacting the best and most successful ICOs to learn from them.
Would you like to appear in the book? Do you have constructive feedback? Contact us.

02.
DO

Apply directly the advices and put them in practice with BICO. The world's first ICO funded book.
What better proof that our guide will work than the fact that we are doing our own ICO.

03.
SHARE

Share everything in a clear book. Our mission is to bring clarity, knowledge and information to the world of cryptocurrencies so that ICOs become accessible to everybody and perceived as a regular way of funding your own startup

CROWDSALE STARTS
20th October

TOKENS IN REGULATION
2.5 million

ETH PER BICO TOKEN
0.00008112

THE ULTIMATE ICO GUIDEBOOK: EVERYTHING YOU NEED TO RUN A SUCCESSFUL ICO

B.

Product Name

BICO

Tagline

- The ultimate ICO guidebook: everything you need to run a successful ICO
- The world's first ICO funded book

Topics

"ICO", "Guidebook", "Startup", "Funding"

Introduction (Who?)

Hello I am Patricia, working at IBM, I started this project with Paschalis the tech guy, Carlos the communication guy, and Sandoche the designer and web developer. We are very keen on technology and innovation. When making new projects our golden rules are: learning, doing, sharing.

Product Explanation (What?)

BICO is a book about ICOs. As the future of startup fundings relies on ICOs (Initial coin offerings), every single entrepreneur will need this guide to make their projects come true. This book will contain step by step explanations about what is an ICO, how to do it from A to Z (including the technical parts), and what to do after the ICO. We are contacting the 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.

To make BICO the world's first ICO funded book we will follow three steps:

1 - learn about ICOs by reading, contacting companies and people
2 - doing our own ICO to fund this book
3 - sharing our knowledge through this book, share everything step by step from our experience but also from other companie's ICO experience.

Call For Action (Why?)

Join BICO to get the uiltimate ICO guidebook, so you will learn everything you need to run a successful ICO. Our vision is that ICOs will be accessible to everybody and perceived as a regular way of funding your own startup. Our mission is to bring clarity, knowledge and information to the world of cryptocurrencies.

Call For Subscription (Why?)

Register now as subscriptor to get the latest news, to protect yourself from hackers and to get exclusive entrance to the Pre-Sale event (which 50% discount in the price of BICOs). By subscribing you will also get a preview of the table of contents of the book. Official crowdsale begins on 20th of October.

Token sale terms

5 million bico tokens will be created. From those 5 million, half will be retained and kept within the team as a reserve. The other 2.5 millions will be available for sale in regulation during the ico. People who have participated in the crowdsale buying 1500 bicos or more will be able to get the guidebook in return for their investment. After all books have been delivered, the book will be available for sale for the whole market at a price of 2500 bicos.

https://bico.me/whitepaper/#tokenterms

Token BICO:

Foolowing a token utility model (where the token is backed by an asset and/or is redeemable for a good or resource, in our case, the guidebook)

Target users.

As the future of startup fundings relies on ICOs (Initial coin offerings), every single entrepreneur will need this guide to make their projects come true. On other side, writers will be encourage to fund their books by ICOs.

State of technology in the ICO ecosystem

Over half a billion dollars has been raised through so-called "Initial Coin Offerings" (ICOs) since the start of the year 2017. Is this a bubble? No, it's not, we believe ICOs are the future of startup funding.

Unlike with the traditional Venture Capitalist system where you lose six months to a year raising money, here you don't lose any time, entrepreneurs can focus in what they are really good at, building their projects, their products and their startups. Moreover, when you get money from a Venture Capitalist you get money from one person or perhaps one team. Whereas with token crowdfunding, you can get thousands of engaged supporters who are extremely motivated to see your company succeed. They are your early adopters, they are your evangelists.

It is to expect then that in a near future every startup will try to carry out an ICO, but there is a lack of clarity and information, first because it is relatively new, and second because of the complex rules in the world of cryptocurrencies.

State of technology in the ebook industry

There is pause in the ebook industry's growth because traditional publishers haven't come to terms with the pricing pressure that Kindle Unlimited has started to put on their business. While sells might be increasing (Amazon cheap prices), publishers are not getting much revenue. The old guard haven't innovated since some years. And neither their business models nor their products embrace any digital change.

Website

https://bico.me

Contact

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Get in touch

Facebook: https://www.facebook.com/bicotoken/
Twitter: https://twitter.com/BicoTeam
Slack: https://join.slack.com/t/bicotoken/shared_invite/MjM1MDk4NDY1NjY1LTE1MDQ0NTAyMTItZWZjNDkwYzIyOA
Github: https://github.com/BicoTeam
Product hunt: https://www.producthunt.com/upcoming/bico
e-mail: team@bico.me

Links

Faq: https://bico.me/faq/
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Team: https://bico.me/#team
Website: https://bico.me