



ICO Educational Guide

Blockchain A-Z™: Learn How To Build Your Own
Blockchain

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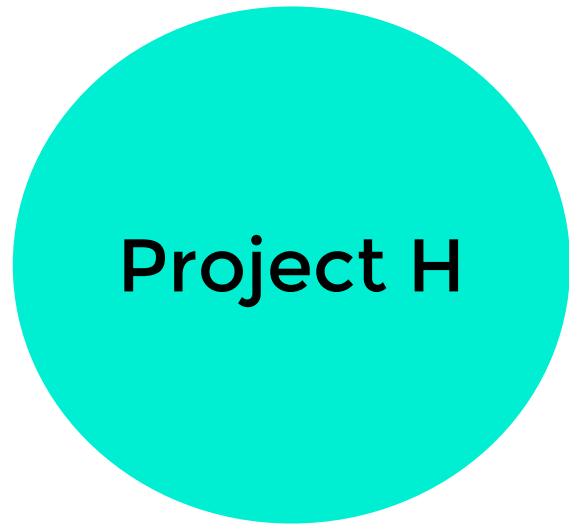
ICO Guide: Game Plan

- What is an ICO?
- What are its Pros and Cons?
- Types of Projects behind an ICO.
- ICO Project Evaluation.
- Resources.

Initial Coin Offering

*Is a means of
Crowdfunding (Raising
Funds) which is
centered around
Blockchain Projects and
Cryptocurrency.*

Company H



Investors



The ICO party is still going strong

Total amount raised via initial coin offerings, Jan 2016 - Nov 2017

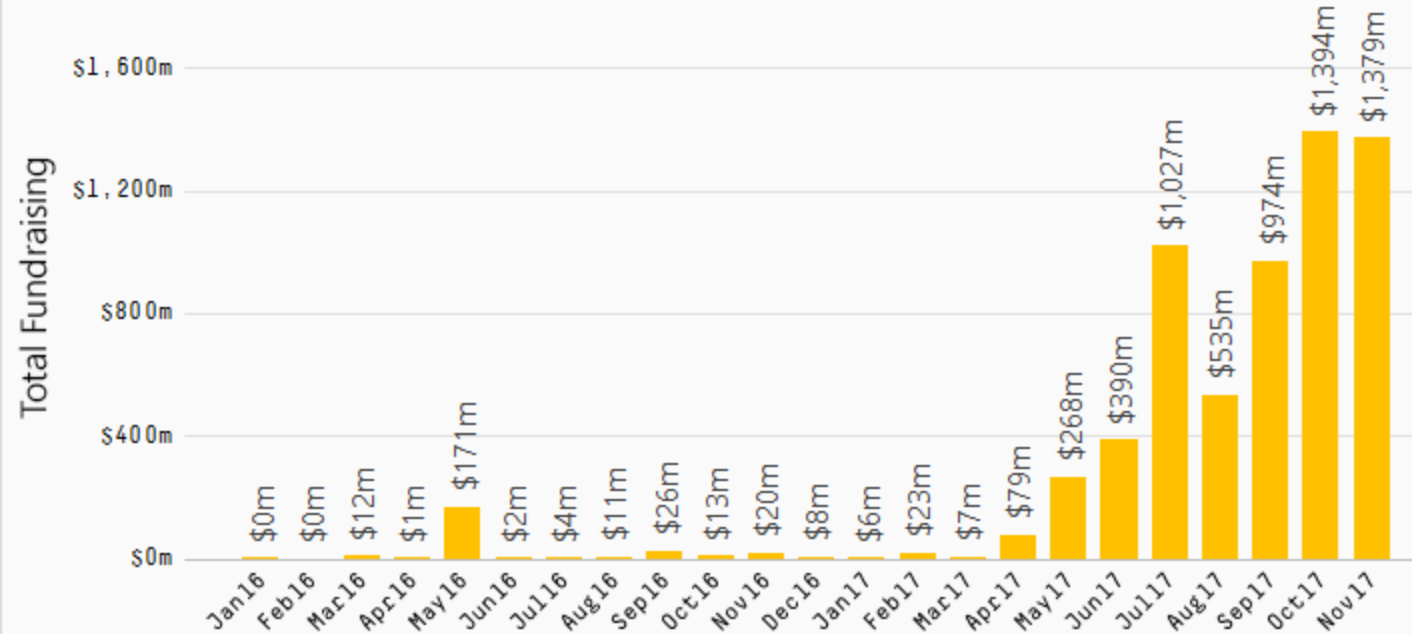
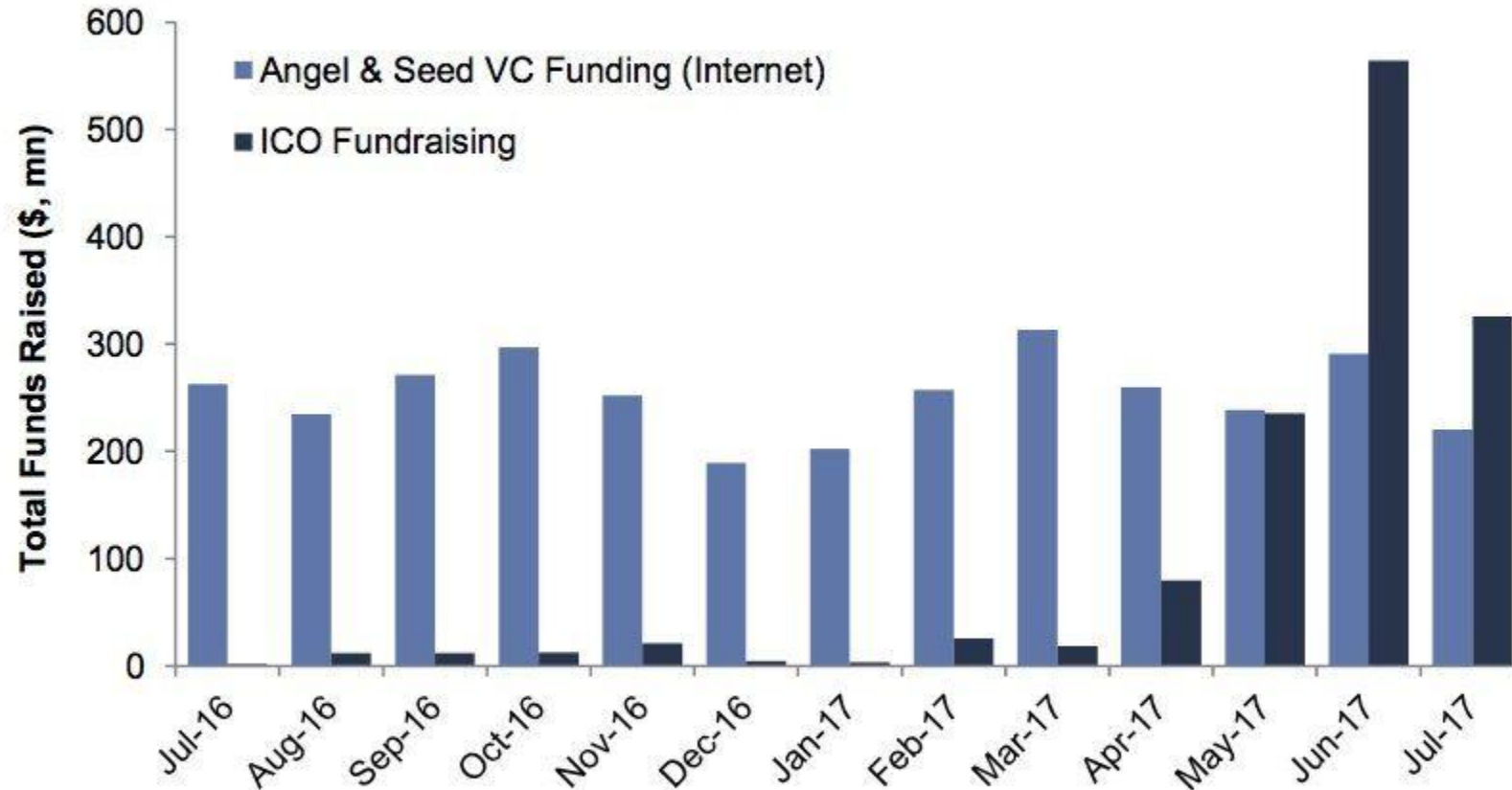


Exhibit 8: The pace of ICO fundraising has now surpassed Angel & Seed stage Internet VC funding globally

Total Funds Raised by month (\$, millions)



Note: ICO fundraising as of July 18th, 2017, per Coin Schedule. Angel & Seed VC funding data as of July 31st, 2017 and does not include "crowdfunding" rounds.

Source: CoinSchedule, CB Insights, Goldman Sachs Global Investment Research.

PROS

Companies:

- Access to funding in a quicker way versus other Methods.
- Lower Cost of Capital.
- Democratization.
- Efficiency.

Investors:

- Possible massive Returns.
- Increased Liquidity.

CONS

Investors:

- Based on high speculation.
- High Volatility.
- Market Manipulation/Scammers.
- Lack of Quality Control.

Always Do Your Own
Research

Top 5 Categories of ICO Projects

1. Finance/Exchange.
2. Data Service.
3. Blockchain (Advanced).
4. AI.
5. IoT.

ICO Project Evaluation

1. Solves the Pain
2. Credible Team
3. Growing Community
4. The Technicals

Solves The Pain

- What Pain does this Project/Application theoretically will solve that no other current application is Solving?
- What's in for the Consumer or User?
- Is there potential for a growing usage?
- Is there an opportunity for a massive disruption on this specific Industry?

Examples to Analyze:



Telegram



Power Ledger



IoTeX

The Team

- Is there real people on the Team?
- Background Check: Experience, Expertise and Leadership.
- Any Scammer Alert?
- Is there a detailed Development Roadmap?

Examples to Analyze:



Ethereum



NEO



RentBerry

Growing Community

- Is there a community supporting this Project?
- Which Community Channels are more popular for this Project?
- Does it go beyond a Simple Hype or “Pumping and Dumping”?
- How does the Company respond to this Community?

Examples to Analyze:



Ethereum



EOS



Cardano

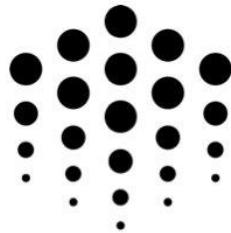
The Technicals

- Is there a Published Whitepaper?
- Does it use an public, open Blockchain?
- Is the Code Public?
- Token Allocation.

Examples to Analyze:

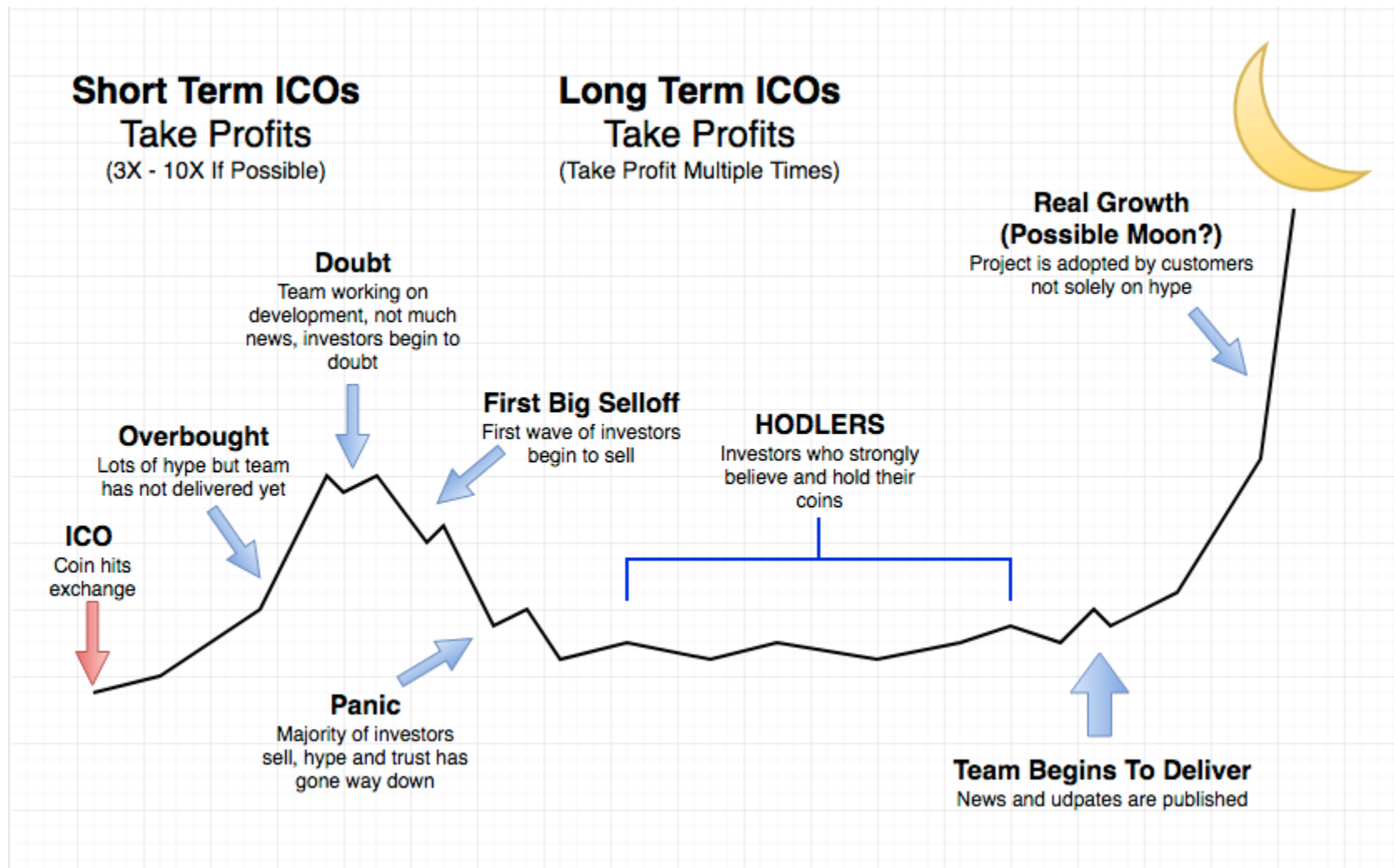


NEO



Ocean Protocol

FYI:



Do Your Own Research
DYOR

Resources

ICO Evaluation:

- <https://icodrops.com/>
- <https://bnktothefuture.com/>

Cryptocurrency Tracking and Reference:

- <https://coinmarketcap.com/>

More Education:

[Cryptoassets: The Innovative Investor's Guide to Bitcoin and Beyond](#)