



Nucleus.Vision

Media Handbook

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Bitcoin Gold Fork

October 24, 2017 10:58 AM

"In the cryptocurrency world, forks are analogous to stock splits, but involve complex underlying technologies. Bitcoin was built with the intent to serve as an open, trustless, independent, and permission-less protocol, and the long-term success of Bitcoin depends on sustaining these characteristics. On August 1, 2017, the SegWit soft fork was deployed, which was aimed at tackling the scalability of the Bitcoin protocol, and offered several core advantages. However, the upcoming SegWit2x hard fork presents a serious risk to the Bitcoin ecosystem due to its lack of backward compatibility or replay protection, with all major developers and exchanges refusing to support it.

On the flip side, I understand the argument presented in the form of 'decentralization of Bitcoin mining' to people with GPUs, rather than the ASIC mining scene, which has become very centralized. Proponents of this idea believe that Bitcoin Gold can help bring mining back into the power of the common users.

With all this happening on the Bitcoin scene, there appears to a major blood-bath on the altcoins market at the moment, with people selling their alts for the rallying BTC, to get some of the newly-created Bitcoin Gold for themselves. This has presented crypto investors with an excellent buying opportunity on altcoins that have recently undergone an ICO and are trading at very attractive valuations. To anyone reading this, my advice would be to follow the legendary Warren Buffet's investment philosophy: 'Be fearful when others are greedy and greedy when others are fearful!' This bitcoin rally has presented us with a great time to invest in promising ICOs and buy into the altcoin market right now."

<http://www.valuewalk.com/2017/10/bitcoin-gold/>

Blockchain Entrepreneurs See ICO Bubble as Cause for Wave of Criticism

October 26, 2017 15:01 GMT

Abhishek Pitti, CEO and founder of Nucleus, commented: "What's primarily driving criticism toward cryptocurrencies is the massive \$170 billion bubble to which it has rapidly grown. Unfortunately, many entrepreneurs conducting ICOs today lack a basic understanding of how blockchain works. There's definitely a lot of easy money on the table right now, which has caused every entrepreneur within even an inkling of an idea to rush toward an ICO, and thus, has resulted in a lot of criticism toward cryptocurrencies.

The reality is that ICOs are changing the way many technology startups raise money to fund their projects. The amount of money raised by cryptocurrency and blockchain startups via ICOs has surpassed early stage venture capital funding in the last few quarters. ICOs are a way for startups to raise capital without giving up decision-making power to venture capitalists nor surrendering any equity to them. The cat's out of the bag, and ICOs are here to stay as a form of fundraising."

<https://www.financemagnates.com/cryptocurrency/news/blockchain-entrepreneurs-see-ico-bubble-cause-wave-criticism/>



Bitcoin Futures Market A Huge Step Forward?

November 1, 2017 2:28 PM

"On its nine-year anniversary, bitcoin has surged to an all-time price high following an announcement by CME Group to launch bitcoin futures by the end of the year. While it's not the first to announce plans for bitcoin futures, CME may have a better chance of obtaining SEC approval for its proposal. Earlier this year, the SEC rejected a bitcoin ETF proposal put together by the Winklevoss twins, saying the exchange that wanted to list it could not enter into necessary surveillance-sharing agreements, given that 'significant markets for bitcoin are unregulated.' If CME does manage to achieve this feat, one of the largest barriers in introducing a bitcoin-based ETF may soon be removed, which will open up the floodgates for both institutional funds and retail investors who haven't had exposure to bitcoin to get in on some of the action. We could very well see bitcoin going multiple folds higher when that happens. However, bitcoin is quite different from traditional commodities like gold, copper, or rice that are currently traded in the futures markets. Thus, there will be a lot of teething issues that CME will face, as it does not have any other commodity that behaves like bitcoin. What's more, this commodity can be procured in many more unregulated cryptocurrency exchanges around the globe, which could potentially steer away a lot of traditional and conservative investors."

<http://www.valuewalk.com/2017/11/bitcoin-futures/>



Bitcoin takes another step toward wider acceptance

November 2, 2017, 5:30 AM

"This is going to make people more comfortable and also make the markets more stable," said Abhishek Pitti, CEO of Nucleus, which provides cryptocurrency services. "An institution is coming on board to organize the chaos."

<https://www.cbsnews.com/news/bitcoin-futures-trading-step-toward-wider-acceptance/>

Bitcoin Price Hits \$7000 as CME Adoption Brings Mainstream Acceptance

Thursday, 02/11/2017 | 11:17 GMT

Nucleus CEO Abhishek Pitti said: "On its nine-year anniversary, bitcoin has surged to an all-time price high following an announcement by CME Group to launch bitcoin futures by the end of the year. While it's not the first to announce plans for bitcoin futures, CME may have a better chance of obtaining SEC approval for its proposal. Earlier this year, the SEC rejected a bitcoin ETF proposal put together by the Winklevoss twins, saying the exchange that wanted to list it could not enter into necessary surveillance-sharing agreements, given that 'significant markets for bitcoin are unregulated.' If CME does manage to achieve this feat, one of the largest barriers in introducing a bitcoin-based ETF may soon be removed, which will open up the floodgates for both institutional funds and retail investors who haven't had exposure to bitcoin to get in on some of the action. We could very well see bitcoin going multiple folds higher when that happens.

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<https://www.financemagnates.com/cryptocurrency/trading/bitcoin-price-hit-s-7000-sec-adoption-brings-mainstream-acceptance/>

Bitcoin Hits \$7,000 Mark As Newborn Bitcoin Gold Faces Safety Issues

November 2, 2017 10:37 AM EDT

"The intent behind the creation of Bitcoin Gold is to support true decentralization of Bitcoin, with the goal of the project being the same goal as any Bitcoin hard fork: to improve the protocol," said Abhishek Pitti, CEO of cryptocurrency service provider Nucleus.

One of main objectives with BTG is to change how mining works by making it so the most powerful mining machines, known as application-specific integrated circuits (aka ASICs), can no longer be used. Pitti explained that by changing the mining algorithm to be incompatible with ASICs and compatible with graphics processing units (GPUs), it opens up the mining market to lot more people. ASICs are expensive and their purpose is singular, and hence Bitcoin mining currently is centralized around just the big players.

"Consumer-miners cannot mine Bitcoin profitably today, and Bitcoin Gold aims to change that," said Pitti. "The intent is to revoke power from few central players who own massive mining farms and transfer that power to a more decentralized based of GPU miners."

Pitti added that the irony here is as follows: Bitcoin Gold is pre-mined, and 100,000 BTG is reserved for the BTG developers. This can cause a market crash if the developers decide to cash out large volumes once Bitcoin Gold starts to trade.

"It falters on its own premise of true decentralization, a large portion of the currency will be owned by just a handful of people," said Pitti.

Too Many Forks on Bitcoin Blockchain? A Look Ahead

It's no secret that with Bitcoin constantly reaching new highs, many are concerned that bubble could burst.

And though the hard fork that created Bitcoin Gold has bolstered Bitcoin itself, Pitti warns that too many forks on the Bitcoin blockchain cannot be a good thing.

There is also already rumors of a Bitcoin Silver in the making. This can cause confusion among new cryptocurrency investors in the years to come.

<https://www.thestreet.com/story/14372911/1/bitcoin-hits-7-000-mark-as-newborn-bitcoin-gold-faces-safety-issues.html>



Bitcoin Futures Through CME – A Crypto Too Big To Ignore

November 2, 2017 11:15 AM

Abhishek Pitti, CEO of Nucleus, an Internet of Things specialist, states, "Bitcoin is quite different from traditional commodities like gold, copper, or rice that are currently traded in the futures markets. Thus, there will be a lot of teething issues that CME will face, as it does not have any other commodity that behaves like bitcoin."

Mr. Pitti of Nucleus also points out that in addition to fraud, there are also "unregulated cryptocurrency exchanges around the globe, which could potentially steer away a lot of traditional and conservative investors."

<http://www.valuewalk.com/2017/11/bitcoin-futures-cme-crypto/>

Industry reacts to Bitcoin price, SegWit2x fork

November 2, 2017, 4:22 pm

“While it’s not the first to announce plans for bitcoin futures, CME may have a better chance of obtaining SEC approval for its proposal. If CME does manage to achieve this feat, one of the largest barriers in introducing a bitcoin-based ETF may soon be removed, which will open up the floodgates for both institutional funds and retail investors who haven’t had exposure to bitcoin to get in on some of the action. We could very well see bitcoin going multiple folds higher when that happens. However, bitcoin is quite different from traditional commodities like gold, copper, or rice that are currently traded in the futures markets. Thus, there will be a lot of teething issues that CME will face, as it does not have any other commodity that behaves like bitcoin. What’s more, this commodity can be procured in many more unregulated cryptocurrency exchanges around the globe, which could potentially steer away a lot of traditional and conservative investors.”

<https://www.banklesstimes.com/2017/11/02/industry-reacts-to-bitcoin-price-segwit2x-fork/>

World's largest derivatives exchange operator, CME Group, announces bitcoin futures

November 3, 2017

"While it's not the first to announce plans for bitcoin futures, CME may have a better chance of obtaining SEC approval for its proposal. If CME does manage to achieve this feat, one of the largest barriers in introducing a bitcoin-based ETF may soon be removed, which will open up the floodgates for both institutional funds and retail investors who haven't had exposure to bitcoin to get in on some of the action.

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<https://www.blockchaintechology-news.com/2017/11/03/worlds-largest-derivatives-exchange-operator-cme-group-announces-bitcoin-futures/>



How Blockchain Can Improve Security of Customer Data

November 03, 2017, 02:58:52 PM EDT

If you ask most people about bitcoin, they would describe it as a digital currency. However, those who understand its underlying blockchain technology know that it's in fact a digital ledger of tamper-proof transactional data. This ledger isn't owned by any one company or individual; instead, ownership is shared by every person who has ever made a transaction in bitcoin or any other kind of cryptocurrency.

This decentralized nature of blockchain makes it infinitely more secure than any existing government-regulated system. That's especially critical in an age in which privacy has become an increasingly pressing issue. Today, giant Internet corporations monetize customer information through various forms of advertising solely for their own benefit and have maintained exclusive control over this data. Blockchain-based protocols shift the power of controlling and monetizing personal data into the hands of the customers themselves, empowering them like never before.

Blockchain offers a way for networks to securely obtain and share consumer preferences — for instance, letting your favorite stores know that you're looking for deals on a pair of boots or that you're in the market for a new TV — without compromising the personal information that you don't want them to access, that too only upon your authorization. One way that blockchain is able to achieve this is through the use of private keys. Using private keys over blockchain, people can choose to authorize only select networks to obtain their personal data.

The use of smart contracts is another way that blockchain can safeguard customer privacy. Smart contracts are computer protocols that can facilitate,

verify, and enforce specific terms of a contract by accessing external data feeds. This technology takes the place of an intermediary by ensuring that participating parties adhere to the laws of the transaction through the use of smart contracts. In terms of retail, smart contracts ensure that everyone plays by the same rules, preventing the possibility of malpractice.

The brick-and-mortar retail industry is one that can see significant benefits from the adoption of blockchain. In fact, blockchain could facilitate the creation of a system that would let brick-and-mortar retailers provide a personalized shopping experience to anyone who walks into their stores using data that the customers can willingly choose to share with retailers. Still, the thought that retailers might be able to access your personal information can seem a bit invasive. That sentiment is only heightened by recent critical hacks of customer information, such as the recent Equifax breach that compromised the personal data of more than 143 million people.

However, with blockchain, potential customers can control exactly who is able to see their data, and even potentially monetize it when coupled with a cryptocurrency-based economy. A blockchain-based system could notify customers when a retailer would like to access to their consumer data, and can choose to approve or deny authorization to them. With the advent of blockchain, these heightened levels of data protection and customer awareness of its use have become a reality, and it will prove critical in ensuring that consumers are fully in control of the security and privacy of their own data. The views and opinions expressed herein are the views and opinions of the author and do not necessarily reflect those of Nasdaq, Inc.

<http://www.nasdaq.com/article/how-blockchain-can-improve-security-of-customer-data-cm871561>

Bitcoin's Saturn V Performance Explained By Experts

November 3, 2017 11:15 AM

"While it's not the first to announce plans for bitcoin futures, CME may have a better chance of obtaining SEC approval for its proposal. If CME does manage to achieve this feat, one of the largest barriers in introducing a bitcoin-based ETF may soon be removed, which will open up the floodgates for both institutional funds and retail investors who haven't had exposure to bitcoin to get in on some of the action. We could very well see bitcoin going multiple folds higher when that happens. However, bitcoin is quite different from traditional commodities like gold, copper, or rice that are currently traded in the futures markets. Thus, there will be a lot of teething issues that CME will face, as it does not have any other commodity that behaves like bitcoin. What's more, this commodity can be procured in many more unregulated cryptocurrency exchanges around the globe, which could potentially steer away a lot of traditional and conservative investors."

<https://cryptobriefing.com/bitcoins-saturn-v-performance-explained-experts/>

Blockchain Entrepreneurs Invigorated By CME's Bitcoin Futures Move

November 5, 2017 14:04

Abhishek Pitti, CEO of Nucleus, a provider of sensor technology that uniquely identifies users and senses pressure, motion and acceleration, said CME has a better chance to obtain Securities and Exchange Commission approval for its bitcoin futures contract than other organizations that have sought such approval.

"If CME does manage to achieve this feat, one of the largest barriers in introducing a bitcoin-based ETF may soon be removed, which will open up the floodgates for both institutional funds and retail investors who haven't had exposure to bitcoin to get in on some of the action," Pitti said.

"We could very well see bitcoin going multiple folds higher when that happens," Pitti said.

A Note Of Caution

This does not mean that there will not be growing pains, however.

Pitti noted that bitcoin is different from traditional commodities like gold, copper or rice that are currently traded in the futures markets. As a result, there will be a lot of teething issues that CME will face, as it does not have any other commodity that behaves like bitcoin.

"What's more, this commodity can be procured in many more unregulated cryptocurrency exchanges around the globe, which could potentially steer away a lot of traditional and conservative investors," he said.

<https://www.ccn.com/blockchain-entrepreneurs-invigorated-cmes-bitcoin-futures-move/>

Payments Journal

How Blockchain Can Improve Security of Customer Data

November 6, 2017 10:20 AM

To most people, bitcoin is simply a digital currency; however, those who understand its underlying blockchain technology know that it is actually a unchangeable ledger of all past transactional data. This ledger isn't owned by an individual or even a company; rather, there is shared ownership by every person who has ever made a transaction in bitcoin or any other kind of cryptocurrency.

Blockchain's decentralized nature makes it more secure than any existing government-regulated system. This is especially critical in time where privacy has become an increasingly significant problem. Today, large Internet corporations have maintained exclusive control over our customer data and have even monetized information through forms of advertising, solely for their own benefit. These blockchain-based protocols can allow customers to control and monetize their own personal data, empowering them in ways that were previously not possible.

Using blockchain, networks can securely share and obtain consumer preferences — for instance, your favorite stores could know that you're searching for deals on a sweater or that you're in the market for a new computer — without compromising the personal data that you don't want them to access, unless you authorize it. One way that blockchain is able to do this is through the use of a private key. Using blockchain with private keys, people can pick and choose to authorize only select networks to access their personal data.

Smart contracts are another way that blockchain can safeguard privacy. Smart contracts are computer protocols that can verify, facilitate, and enforce terms of a contract by accessing external data off of the blockchain. This technology can replace the role of intermediaries by ensuring that all participating parties are adhering to the laws of the transaction. In terms of retail, smart contracts ensure that all parties are operating under the same set of rules, preventing the chance of any malpractice.

The brick-and-mortar retail industry can significantly benefit from the adoption of blockchain. In fact, blockchain could spearhead the creation of a system that would let brick-and-mortar retailers provide a personalized shopping experience to anyone who walks into their stores using data that the customers can willingly choose to share. While this is exciting, the thought that retailers might be able to access your personal information can still seem a bit invasive. This is only heightened in the wake of recent critical hacks of customer information, such as the recent Equifax breach that compromised the personal data of over 143 million people.

However, with blockchain, customers can control exactly who is able to see their data, and even potentially monetize it when coupled with a cryptocurrency-based economy. A blockchain-based system could notify customers when a retailer wants to access to their consumer data, and can choose to deny or approve authorization to them. With the advent of blockchain, these heightened levels of data protection have become a reality, and it will prove critical in ensuring that consumers are fully in control of the privacy and security of their own personal data.

<http://paymentsjournal.com/blockchain-can-improve-security-customer-data/>

Bitcoin Gold aims to break up a mining monopoly

November 6, 2017

Abhishek Pitti, CEO and founder of Nucleus, said that supporters of Bitcoin Gold believe it will help shift the power away from big centralized miners to individual users.

The naysayers' side

Many question Bitcoin Gold based on the technical aspects of the solution and the issues it raises with bitcoin as a brand.

"Saturating the market with different versions of bitcoin is confusing to users, and discredits the claim that there are a limited number of bitcoins — since you can always fork it and double the supply," Sol Lederer, blockchain director at LOOMIA, wrote in an email.

"Instead of coming to agreement, the community, developers, and code are fracturing into different groups. We're learning that while a blockchain gives you consensus on a distributed ledger, it does not give you consensus on the codebase — that is, what code to run. This does not bode well for bitcoin's future, where it will face new and bigger challenges requiring further upgrades to the codebase."

Luis Cuende, co-founder and project lead at Aragon, thinks Bitcoin Gold is not a good solution for technical reasons. He claims that Bitcoin Gold lacks replay protection, a safeguard that prevents network attacks intended to repeat or delay valid data transmission.

Pitti also sees this as a critical problem with previous hard forks such as Bitcoin Cash. Because it lacked replay protection and backward compatibility, many major developers refused to accept it, according to Pitti.

<https://www.blockchaintechnews.com/articles/bitcoin-gold-aims-to-break-up-a-mining-monopoly/>

PaymentsSource

PayThink Blockchain places an extra shield around consumer data

November 08 2017, 12:01 AM EST

If you ask the majority of people about bitcoin, they would describe it as simply a digital currency.

However, those who understand its underlying blockchain technology know that it's in fact a ledger of tamper-proof transactional data. This ledger isn't owned by any single company or individual; rather, ownership is shared by every person who has ever made a transaction in bitcoin or any other kind of cryptocurrency.

The decentralized nature of blockchain makes it more secure than any existing government-regulated system. That's especially critical in an age in which privacy has become an increasingly significant problem. Today, large Internet corporations monetize customer information through various forms of advertising solely for their own benefit and have maintained exclusive control over this data. Blockchain-based protocols allow customers to control and monetize their own personal data, empowering them in unprecedented ways.

Blockchain offers a way for networks to securely obtain and share consumer preferences — for instance, letting your favorite stores know that you're searching for deals on a pair of boots or that you're in the market for a new TV — without compromising the personal information that you don't want them to access, unless you personally authorize it. One way that blockchain is able to achieve this is through the use of private keys. Using private keys over blockchain, people can choose to authorize only select networks to obtain their personal data.

The use of smart contracts is another way that blockchain can safeguard customer privacy. Smart contracts are computer protocols that can facilitate, verify, and enforce specific terms of a contract by accessing external data feeds. This technology takes the place of an intermediary by ensuring that participating parties adhere to the laws of the transaction through the use of smart contracts. In terms of retail, smart contracts ensure that all players operate under the same set of rules, preventing the possibility of malpractice.

The brick-and-mortar retail industry is one that can see significant benefits from the adoption of blockchain. In fact, blockchain could facilitate the creation of a system that would let brick-and-mortar retailers provide a personalized shopping experience to anyone who walks into their stores using data that the customers can willingly choose to share with retailers. Still, the thought that retailers might be able to access your personal information can seem a bit invasive. That sentiment is only heightened by recent critical hacks of customer information, such as the recent Equifax breach that compromised the personal data of more than 143 million people.

However, with blockchain, potential customers can control exactly which parties are able to see their data, and even potentially monetize it when it's coupled with a cryptocurrency-based economy. A blockchain-based system could notify customers when a retailer would like to access to their consumer data, and can choose to approve or deny authorization to them. As blockchain becomes increasingly popular, these heightened levels of data protection and customer awareness of its use have become a reality, and it will prove critical in ensuring that consumers are fully in control of the security and privacy of their own data.

<https://www.paymentssource.com/opinion/blockchain-places-a-shield-around-consumer-data>



Ether price jumps as bitcoin's planned split is canceled

November 8, 2017 4:30 PM ET

Some other members of the virtual-currency community agreed. "Canceling SegWit2x is a step in the right direction, and it looks like Bitcoin Core's road map will prevail for now," said Abhishek Pitti, CEO of Nucleus Vision, a blockchain related company.

Blockchain refers to a distributed, immutable ledger which serves as the backbone for all cryptocurrencies.

On Tuesday, the value of Ether tokens took a hit following reports that a user on a Parity Technologies wallet "accidentally" triggered a vulnerability in a recent coding upgrade that resulted in that user becoming the sole owner of a group of wallets totaling between \$150 million and \$300 million.

<https://www.marketwatch.com/story/ether-price-recovers-after-coding-freeze-bitcoin-tests-fresh-highs-2017-11-08>

Industry reacts to SegWit2x cancellation

November 8, 2017, 11:29 PM

"Canceling SegWit2x is a step in the right direction, and it looks like Bitcoin Core's roadmap will prevail for now. While the intent behind increasing the block size was to make the Bitcoin network more efficient, going ahead with the fork without broad community consensus would have caused more harm than good for bitcoin. Furthermore, seeing the spike in bitcoin after the announcement shows that this move is welcome by the broader crypto community."

<https://www.banklesstimes.com/2017/11/08/industry-reacts-to-segwit2x-cancellation/>

Bitcoin Hard Fork Averted: OK, What's Next?

November 9, 2017 7:53

Abhishek Pitti, CEO of Nucleus Vision an IoT-based contactless identification system believes that "canceling SegWit2x is a step in the right direction, saying that Bitcoin Core's roadmap will prevail for now."

Concludes Pitti, "While the intent behind increasing the block size was to make the Bitcoin network more efficient, going ahead with the fork without broad community consensus would have caused more harm than good for bitcoin. Furthermore, seeing the spike in bitcoin after the announcement shows that this move is welcome by the broader crypto community."

<https://btcmanager.com/bitcoin-hard-fork-averted-ok-whats-next/>



Comments On SegWit2x Fork Cancellation

November 9, 2017 11:43 AM

"Canceling SegWit2x is a step in the right direction, and it looks like Bitcoin Core's roadmap will prevail for now. While the intent behind increasing the block size was to make the Bitcoin network more efficient, going ahead with the fork without broad community consensus would have caused more harm than good for bitcoin. Furthermore, seeing the spike in bitcoin after the announcement shows that this move is welcome by the broader crypto community."

<http://www.valuewalk.com/2017/11/segwit2x/>



Bitcoin Supporters Welcome SegWit2x Cancellation

November 10, 2017 16:26

"Canceling SegWit2x is a step in the right direction, and it looks like Bitcoin Core's roadmap will prevail for now," said Abhishek Pitti, CEO of Nucleus Vision, a provider of sensor technology. "While the intent behind increasing the block size was to make the bitcoin network more efficient, going ahead with the fork without broad community consensus would have caused more harm than good for bitcoin."

<https://www.ccn.com/crypto-supporters-welcome-segwit2x-cancellation/>

BUSINESS INSIDER

Money is pouring into bitcoin cash after bitcoin crashed more than \$1,000 in 48 hours

November 11, 2017, 01:55 AM

Another expert told Business Insider backers of the Segwit2x upgrade might be switching over from bitcoin to bitcoin cash, which similarly to Segwit2x has the potential to process more transactions.

"When you look at the trends, it does look like many Segwit2x supporters have switched to bitcoin cash. The forked currency has seen a 35% increase in a matter of days," Abhishek Pitti, CEO of Nucleus Vision , said in a statement.

<https://www.businessinsider.in/Money-is-pouring-into-bitcoin-cash-after-bitcoin-crashed-more-than-1000-in-48-hours/articleshow/61600984.cms>

Bitcoin cash dethroned Ethereum as 2nd largest cryptocurrency during wild night of trading

November 12, 2017, 11.12 PM

Cryptocurrency experts told Business Insider that backers of Segwit2X are likely dumping their bitcoin and jumping on the bitcoin cash bandwagon. Both Segwit2X and bitcoin cash were conceived with the same intention to help bitcoin scale faster by increasing the size of its blocks.

"When you look at the trends, it does look like many Segwit2X supporters have switched to bitcoin cash," Abhishek Pitto, CEO of Nucleus Vision, told Business Insider.

<https://www.businessinsider.in/Bitcoin-cash-dethroned-Ethereum-as-2nd-largest-cryptocurrency-during-wild-night-of-trading/articleshow/61619425.cms>

Is IoT technology transforming brick and mortar retail?

November 13, 2017

Many startups have made this omnichannel retail vision a reality, with Nucleus being one of them. The idea behind Nucleus's IoT solutions was to eliminate the inefficiencies within brick and mortar retail.

"With Nucleus, we can create a better world by providing personalized experiences to end users while ensuring privacy," Abhishek Pitti, CEO of Nucleus, told Tech Wire Asia.

Nucleus's IoT solution captures and provides previously inaccessible data to brick and mortar businesses through blockchain and sensor technology. With this data, the Nucleus platform mines intelligence, helping businesses provide customized experiences to their customers.

The aim of Nucleus is to ensure next-level personalization for customers. "With Nucleus, every shopper is made to feel special when they walk into a retail store," said Pitti.

For retailers, Nucleus is a powerful solution. The "e-commerce-esque" personalization can result in better targeting and higher relevance in regard to promotional activities.

According to Pitti: "[Retailers] simply connect the ION (IoT) sensor and they become part of the Nucleus ecosystem. With the Nucleus ecosystem, they gain access to a vast and secure data exchange system that gives them critical insights about walk-in customers.

"With this data, Nucleus helps retailers to incentivize walk-ins in the store, increase in-store conversions, grow average customer basket size, and, most importantly, earn customer loyalty."

However, with this personalization comes the question of customer data privacy and security. Fortunately, Nucleus utilizes blockchain technology to address this issue, allowing the customer to have complete control over how their data is managed and shared.

Blockchain technology ensures the privacy and security of customer data.
Source: Shutterstock.com

“Each request to access a customer’s data on the blockchain will trigger a notification to the customer, prompting them to authorize the transfer. Furthermore, retailers will have to pay users for their data, instead of networks with mass data. This not only ensures higher data integrity but also helps retailers pick and choose specific data points.”

Not only does the retailer need customer authorization in order to obtain their data, they also need to pay the customer nCash tokens – the cryptocurrency of Nucleus – as a data acquisition cost.

These micropayments will be made in real-time on the blockchain to the customer’s Nucleus wallet, which can later be used as reward points in any Nucleus retail store. The same can also be exchanged for real currencies across the world.

According to Pitti, Nucleus has received a great response from the retail industries so far.

“We are already live in 10 stores in India, with 19 of our proprietary sensors installed between them. Over 33,000 walk-ins have been identified, with an authorization rate of more than 10 percent among customers. These customers were sent around 2,000 offers, and of those offers, 75 percent were redeemed. This signifies success for us; these numbers more than validate the potential of Nucleus in retail”

<http://techwireasia.com/2017/11/iot-technology-transforming-brick-mortar-retail/>



SegWit2x fork halted; bitcoin value skyrockets

November 20, 2017

"Cancelling SegWit2x is a step in the right direction, and it looks like Bitcoin Core's roadmap will prevail for now. While the intent behind increasing the block size was to make the bitcoin network more efficient, going ahead with the fork without broad community consensus would have caused more harm than good for bitcoin," Nucleus Vision CEO Abhishek Pitti wrote in an email to Blockchain Tech News.

<https://www.blockchaintechnews.com/articles/segwit2x-fork-halted-as-bitcoin-value-skyrockets/>



Bitcoin Surge To \$10,000 – Experts React

November 28, 2017 2:28 PM

“Bitcoin seems to be breaking past new price barriers each week, hitting new highs more frequently, with each new high being breached exponentially faster than before. The news of each new all-time-high creates more euphoria in the minds of both crypto investors, resulting in people flocking towards purchasing bitcoin in hordes. To add to that, the recent news about CME introducing bitcoin futures to pave the way for more institutional capital to enter the world of cryptocurrencies is pushing up bitcoin prices unprecedented highs. That being said, the crypto market is extremely volatile, and this kind of growth has seldom been sustainable, and a flash-crash is imminent in the near future. Long-term, though, I am extremely bullish on bitcoin and the future of cryptocurrencies.”

<http://www.valuewalk.com/2017/11/bitcoin-ten-thousand-dollars/>

FxWirePro: Cryptocurrency experts throw caution to the wind as BTC/USD soars past \$10000

November 29, 2017 2:28 PM

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<https://www.econotimes.com/FxWirePro-Cryptocurrency-experts-throw-caution-to-the-wind-as-BTC-USD-soars-past-10000-1031530>

3 Catastrophic Events Could Sink Bitcoin

November 30, 2017 4:48 PM EST

"Banning bitcoin in any democratic country will be extremely difficult," said Abhishek Pitti, CEO of Nucleus Vision. "Bitcoin's decentralized approach to currency is very people-centric and as it becomes more mainstream, more people will understand its benefit. Any democratic government that bans something so beneficial for the people risks losing power."

"Bitcoin has found a way to overcome many obstacles in the past," said Pitti. "The industry learned from Mt. Gox and wallets and exchanges have dramatically stepped up their security game."

<https://www.thestreet.com/story/14407498/1/3-catastrophic-events-could-sink-bitcoin.html>



BBC Interview

December 12, 2017 PST 2:30 PM





2018 predictions from bitcoin and blockchain experts | #VentureCanvas

December 14, 2017

"Blockchain is a powerful tool that can bring positive change in many industries, and we foresee that advancements in encryption technology and cryptography, coupled with blockchain, will be the recipe for success in the security industry in 2018. For instance, the Equifax data hack is something that needed more than just blockchain to have prevented it. While blockchain technology could have really helped customers assert. Thus there is more control over their own personal data owned by the company, bad security practices would have left them vulnerable, with or without blockchain.

Where blockchain's security features will really come into their own will be in their coupling with IoT. With an ever-increasing number of connected devices. 2018 will need blockchain's security architecture to protect IoT applications. Besides, users from sophisticated data breaches. I strongly believe that 2017 was only a trailer for what is to come in 2018 across the entire blockchain ecosystem and sector."

<http://www.venturecanvas.com/2017/12/14/2018-predictions-from-bitcoin-and-blockchain-experts-venturecanvas/>



3 questions about the bitcoin price surge

December 18, 2017

Abhishek Pitti, CEO of Nucleus Vision, agrees that a sudden crash in value is inevitable; historically this kind of tremendous growth in bitcoin value has never been sustainable.

There is always a possibility that bitcoin could depreciate so much in value that it will be useless for either investment or use as currency. That said, it's more likely that bitcoin will persist and carry on.

<https://www.blockchaintechnews.com/articles/3-questions-about-the-bitcoin-price-surge/>

4 Ways The Blockchain Can Revolutionize Retail Marketing

December 22, 2017 02:37 PM

“Beacons allow retailers to know who a customer is and use internal data for some peripheral customer insights,” says Abhi Pitti, CEO of Nucleus Vision, a company that uses the blockchain in combination with Internet-of-Things (IoT) technology to create real-time customer intelligence for brick-and-mortar stores. “Because of the lack of customer data, the information gleaned using beacons, alone, still doesn’t measure up to customer insights captured online. But when we merge in blockchain technology, all private databases such as banks, third party apps on a mobile device, and credit card companies can open customer databases to share and monetize data with required customer authorizations recorded on a secured, incorruptible, transparent, chronological, append-only, distributed ledger called the blockchain.”

To put it simply, by combining the use of in-store sensors with a decentralized authority, retailers can glean unprecedented amounts of information about their in-store customers in real-time.

<https://www.forbes.com/sites/tinamulqueen/2017/12/22/4-ways-the-blockchain-can-revolutionize-retail-marketing/#2e259cfd453d>



Ian Balina's AMA with Abhishek Pitti

December 22, 2017 12:00 PM EST



<https://www.youtube.com/watch?v=I31oeN8Ce4Y>



OhHeyMatty's AMA with Abhishek Pitti

December 23, 2017 12:00 PM EST



<https://www.youtube.com/watch?v=rGSHoMOLvns>

For Ripple, MoneyGram Deal Trumps Talks Of South Korea's Crypto Ban

Jan 11, 2018 @ 11:35 AM

"Ripple's growth over the past year has been stellar and it has acquired multiple institutional customers who are seriously considering using it for cross-border settlements," says Abhishek Pitti, founder of Nucleus.Vision, a visual data company using blockchain technology based in Palo Alto and Hyderabad, India. Mumbai-based Reliance Capital serves as both an advisor and early investor to the company. Draper Ventures founder Tim Draper is also a lead investor in Pitti's company. "Ripple has shown that they can facilitate double-digit million dollars worth of transactions in seconds, at a fraction of the cost of a bitcoin transaction," he says.

Pitti thinks XRP will escape South Korea's crypto ban.

"I don't think South Korea is banning cryptocurrencies altogether," he says. "They are clamping down on unregulated exchanges so that shouldn't effect ripple because their primary users are regulated financial institutions."

<https://www.forbes.com/sites/kenrapoza/2018/01/11/for-ripple-coin-moneygram-deal-trumps-talks-of-south-koreas-crypto-ban/#5b1668f01708>

Op-Ed: Ripple's deal with MoneyGram weakens South Korean ban effects

Jan 11, 2018

Abhishek Pitti founder of Nucleus Vision a visual data company that uses blockchain technology, thinks that Ripple (XRP) will escape any South Korean ban. He notes that Ripple now has multiple institutional customers who are seriously considering using Ripple for cross border settlements. Pitti said: "I don't think South Korea is banning cryptocurrencies altogether. They are clamping down on unregulated exchanges so that shouldn't effect ripple because their primary users are regulated financial institutions.

<http://www.digitaljournal.com/tech-and-science/technology/ripple-s-deal-with-moneygram-weakens-south-korean-ban-effects/article/511901#ixzz57irWtOp5>



Bitcoin bloodbath highlights these defensive cryptocurrency strategies

Jan 17, 2018 9:40 AM. ET

"The cryptocurrency industry has seen such adversities before. Indeed, the fluctuation of value in bitcoin that we see today is not unprecedented," Abhishek Pitti, CEO of Nucleus Vision, a blockchain-based retail loyalty program, told MarketWatch last week.

<https://www.marketwatch.com/story/a-bitcoin-bloodbath-highlights-these-defensive-cryptocurrency-strategies-2018-01-16>



Nucleus Vision Adds Blockchain and Technology Experts

January 18, 2018 9:45 AM

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Nucleus Vision CEO Abhishek Pitti said: "We are thrilled to have the support and guidance of Ausaf, Jaron, and David as advisors. Ausaf's work managing Microsoft's largest partners to drive blockchain and IoT innovation will be particularly helpful as we apply both technologies to the retail space, and Jaron's vast experience as a blockchain entrepreneur and advisor to companies in the space will help us deploy and scale our platform for retailers.

Furthermore, David's experience developing media relations and communications strategies for the top companies in the blockchain space will prove indispensable as Nucleus Vision grows and scales."

Ausaf Ahmad, the Internet of Things (IoT) and Blockchain Lead at Microsoft, has years of experience as a technologist. For the past two years, he has managed Microsoft's largest and most influential partner ecosystem to drive key IoT and blockchain initiatives, along with overseeing key accounts for its Azure platform. Ahmad is also a veteran of Boeing, where he led analysis and design of commercial airplanes, and had a stint at Wall Street where he worked as an investment banking associate. Ahmad received his MBA from the Massachusetts Institute of Technology and his Master of Science degree in aeronautical engineering from Embry-Riddle Aeronautical University.

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<http://www.valuewalk.com/2018/01/nucleus-vision-blockchain/>

PaymentsSource

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<http://paymentsjournal.com/nucleus-vision-adds-blockchain-technology-experts-advisors/>



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<https://www.banklesstimes.com/2018/01/22/blockchain-company-nucleus-vision-adds-blockchain-technology-experts-advisory-team>



Nucleus Vision Crowdsale Announcement

January 28, 2018



<https://www.youtube.com/watch?v=4lj7SMr16Ao>



ICON Annual Summit: The Genesis. Oleg Ivanov & Nucleus Vision

January 30, 2018



<https://www.youtube.com/watch?v=bfhTkjPluWE>



The Big Crypto Crash! Is it over or will it get worse?

February 1, 2018



<https://www.youtube.com/watch?v=ESQdOQpEkmo>

Nucleus Vision Reports Raising \$40 Million Hard Cap Backed by Prominent Blockchain Investors

February 26, 2018 @ 2:23 pm

Nucleus Vision, a contactless identity management system and retail loyalty program, says it has reached its \$40 million hard cap with the backing from several prominent blockchain-focused investment firms including Alphabit Digital Currency Fund, FBG Capital, Kenetic Capital, Turiya Ventures, and BlockAsset.

The new capital will be used for the creation of a platform that lets customers securely share their data with retailers and to create personalized in-store experiences and enable cryptocurrency transactions.

Nucleus Vision CEO Abhishek Pitti called the support of the investment firms a critical step forward in accomplishing their mission to transform the retail industry with Blockchain technology.

“Their extensive knowledge of the Blockchain space will prove to be an invaluable asset to Nucleus Vision as we apply this technology to transform the customer experience in retail stores around the world,” commented Pitti.

Alphabit CEO Liam Roberston said they were proud to support the vision of Nucleus. He said the team had the necessary experience and expertise to execute on their mission;

“By leveraging blockchain technology to make critical improvements to the retail space, Nucleus Vision is one of the most far-reaching and revolutionary projects in the blockchain space to date.”

Pitti added;

"As Nucleus Vision builds the world's first contactless identity management system and retail loyalty program powered by cryptocurrency, we are privileged to be able to draw upon the expertise and experience of these supporters to help us achieve our vision of leveraging blockchain technology to revolutionize the customer experience in stores around the world."

<https://www.crowdfundinsider.com/2018/02/128848-nucleus-vision-reports-raising-40-million-hard-cap-backed-prominent-blockchain-investors/>



Nucleus Vision Reaches \$40 Million Fundraising Hard Cap

Leading firms Alphabit, FBG, Kenetic, Turiya Ventures, and BlockAsset invest in blockchain company

February 26, 2018

New York, New York — February 26, 2018 — Nucleus Vision, the contactless identity management system and retail loyalty program powered by cryptocurrency, has announced it has reached its \$40 million USD fundraising hard cap. It has received backing from prominent investment firms including Alphabit Digital Currency Fund, FBG Capital, Kenetic Capital, Turiya Ventures, and BlockAsset, Fenbushi Capital subsidiary. The investments will help facilitate the creation of a platform that lets customers securely share their data with retailers. Retailers will be able to leverage customer information to create personalized in-store experiences and enable cryptocurrency transactions.

Nucleus Vision CEO Abhishek Pitti said: “The support of these leading blockchain investment firms represents a critical step forward in achieving our goal of transforming the retail industry through blockchain technology. Their extensive knowledge of the blockchain space will prove to be an invaluable asset to Nucleus Vision as we apply this technology to transform the customer experience in retail stores around the world.” Alphabit is a leading blockchain asset investment company that specializes in counseling institutional and professional investors. Drawing upon its expertise in cryptocurrencies and blockchain technology, Alphabit develops highly effective investment strategies and provides investors with exposure to the most promising blockchain projects on the market.

Alphabit CEO Liam Roberston said: “We are proud to support a project of the high caliber of Nucleus Vision. They have the team with the experience and expertise to achieve their innovative vision of giving brick-and-mortar stores the same competitive advantages as online retailers. By leveraging blockchain technology to make critical improvements to the retail space, Nucleus Vision is one of the most far-reaching and revolutionary projects in the blockchain space to date.”

BlockAsset, a Fenbushi Capital subsidiary, is one of the most active Singapore-based venture capital firms that invests in blockchain-enabled companies. BlockAsset was founded by Fenbushi Capital Managing Partner Bo Shen; Fenbushi Capital Investment Team Member Remington Ong; and David Lee, the Founder of Ferrell Asset Management, an Asia-focused financial services group dedicated to serving the investment and wealth management needs of family offices and private individuals globally. BlockAsset leverages years of experience in the digital asset space and strong industry relations to invest in portfolios of leading digital assets. Kenetic is a Hong Kong-based venture capital firm that specializes in early-stage startup companies, primarily in the blockchain and cryptocurrency space. Kenetic has served as a gateway to Asia for its partners, investors, and portfolio companies.

Turiya Ventures is early-stage and seed funding investment firm focusing on founders who are building key enabling infrastructure and applications within the blockchain space. The Turiya team aims to leverage its deep industry knowledge and technical expertise to help promising ventures in the blockchain space solve significant global problems.

Largely operating under the radar, FBG is a major powerhouse crypto and blockchain hedge fund based in Asia.

<https://cryptocanucks.com/nucleus-vision-reaches-40-million-fundraising-hard-cap/>

Contactless identity system crypto company Nucleus Vision reaches \$40M hard cap

February 27, 2018 @ 2:23 pm

Nucleus Vision, the contactless identity management system and retail loyalty program powered by cryptocurrency, has announced it has reached its USD \$40 million fundraising hard cap.

Founded at Harvard University, Nucleus Vision is an IoT-based, contactless identification system that empowers retailers to identify and better serve their customers. Previous backers of Nucleus Vision have included Tim Draper, Reliance Capital, Indusage Partners, and QuadGen.

As part of the fundraising, Nucleus Vision has received backing from prominent investment firms including Alphabit Digital Currency Fund, FBG Capital, Kenetic Capital, Turiya Ventures, and BlockAsset, Fenbushi Capital subsidiary. The investments will help facilitate the creation of a platform that lets customers securely share their data with retailers. Retailers will be able to leverage customer information to create personalized in-store experiences and enable cryptocurrency transactions.

Nucleus Vision CEO Abhishek Pitti said:

The support of these leading blockchain investment firms represents a critical step forward in achieving our goal of transforming the retail industry through blockchain technology. Their extensive knowledge of the blockchain space will prove to be an invaluable asset to Nucleus Vision as we apply this technology to transform the customer experience in retail stores around the world.

Alphabit is a leading blockchain asset investment company that specializes in counseling institutional and professional investors. Drawing upon its

expertise in cryptocurrencies and blockchain technology, Alphabit develops highly effective investment strategies and provides investors with exposure to the most promising blockchain projects on the market.

Alphabit CEO Liam Roberston said:

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Nucleus Vision CEO Abhishek Pitti added:

As Nucleus Vision builds the world's first contactless identity management system and retail loyalty program powered by cryptocurrency, we are privileged to be able to draw upon the expertise and experience of these supporters to help us achieve our vision of leveraging blockchain technology to revolutionize the customer experience in stores around the world.

<https://www.leaprate.com/news/contactless-identity-system-crypto-nucleus-vision-40m-hard-cap/>



BlockTribune

All the News that's fit to Mine

Blockchain Firm Nucleus Vision Raises \$40M USD, Cancels ICO

February 27, 2018 @ 2:23 pm

Blockchain firm Nucleus Vision has reached its \$40 million hard cap with the backing from several prominent blockchain-focused investment firms. Investors include Alphabit Digital Currency Fund, FBG Capital, Kenetic Capital, Turiya Ventures, and BlockAsset. The new capital will be used to further develop its platform.

Founded in 2014 at Harvard University, Nucleus is a blockchain and Internet of Things (IoT), contactless identification system, using nCash cryptocurrency to enable transactions across the retail ecosystem. Nucleus is an end-to-end technology solution that captures and provides previously un-accessed data to retailers and other 'brick and mortar' businesses through its proprietary blockchain and real-time sensor technology.

Nucleus currently has 19 'ION sensors' deployed in 10 live retail establishments, supporting a valuable data network for unique visitor IDs and corresponding user data. Its proprietary IoT sensor technology doesn't depend on any radio-frequency identification (RFID), WiFi, bluetooth, or even facial recognition technologies to operate.

The company initially aimed to raise \$60 million in its initial coin offering (ICO), but after listening to its advisors and community members, they decided to lower its hard cap to \$40 million. However, due to the meteoric rise of ethereum prices, the company decided to forego its public ICO in the interest of a responsible fundraising effort and list its nCash token directly on exchanges.

Nucleus Vision CEO Abhishek Pitti called the support of the investment firms a critical step forward in accomplishing their mission to transform the retail

industry with blockchain technology.

“Their extensive knowledge of the blockchain space will prove to be an invaluable asset to Nucleus Vision as we apply this technology to transform the customer experience in retail stores around the world,” said Pitti.

Alphabit CEO Liam Roberston said they were proud to support the vision of Nucleus. He said the team had the necessary experience and expertise to execute their mission.

“By leveraging blockchain technology to make critical improvements to the retail space, Nucleus Vision is one of the most far-reaching and revolutionary projects in the blockchain space to date,” said Roberston.

<http://blocktribune.com/blockchain-firm-nucleus-vision-raises-40m-usd-cancels-ico/>



Nucleus Vision (NCASH) – is Public

February 27, 2018 @ 2:23 pm

Nucleus Vision (NCASH) – What is Nucleus Vision? Nucleus Vision was founded at Harvard University and came to be a fully developed product by 2016. It is an IoT-based, contactless identification system that empowers retailers to identify and better serve their customers. Combining individual identities with Data, they set out to “connect the unconnected.” Funded by Tim Draper, this cryptocurrency sets out to personalize users retail experiences with their own data.

The Nucleus Vision technology brings intelligent layers of customer data to the offline world, previously only capable in commerce. The proprietary sensor technology identifies your presence as soon as you enter the shop with your unique phone signal – with no wifi or facial recognition. This data is securely transferred to the retail worker through blockchain. The blockchain layer ensures that all customer information flows accurately to all parties. Once the customer has given consent to make a transaction, the data is then mapped with retailers customer database in combination with data from the extended Nucleus retailer ecosystem. All of the information stored in the blockchain feeds into the advanced platform, the Neuron Network. During your shopping experience this [platform converts all of the raw data into actionable insights, which allows the retailers to offer the best services tailored to your specific needs.

Here is a youtube video that explains the goal of nCASH and Nucleus Vision:
https://www.youtube.com/watch?time_continue=101&v=S7nYkI54VYg

Nucleus currently has 19 ‘ION sensors’ deployed in 10 stores, supporting a valuable data network for unique visitor IDs and corresponding user data. They have a strong team of developers, data scientists, engineers, marketing experts, and operations professionals.

ICO's and Investors

Nucleus Vision set out to reach a hard cap of \$40 million in their ICO and accomplished just that. Investors included Alphabet Digital Currency Fund, FBG Capital, Kenetic Capital, Turiya Ventures, and BlockAsset. The company decided to forego its public ICO in the interest of a responsible fundraising effort and list its nCash token directly on exchanges. CEO of Nucleus Vision, Abhishek Pitti, called the support of the investment firms a critical step in moving forward to accomplish their mission to transform the retail industry. "Their extensive knowledge of the blockchain space will prove to be an invaluable asset to Nucleus Visions as we apply this technology to transform the customer experience in retail stores around the world." Patti says this in regards to the capital investors.

Leading blockchain asset investment company, Alphabit, specializes in counseling institutional and professional investors. This company provides investors with exposure to the most promising blockchain projects on the market and this is what their CEO, Liam Robertson, has said about the Nucleus Vision project: "We are proud to support a project of the high caliber of Nucleus Vision. They have the team with the experience and expertise to achieve their innovative vision of giving brick-and-mortar stores the same competitive advantages as online retailers. By leveraging blockchain technology to make critical improvements to the retail space, Nucleus Vision is one of the most far-reaching and revolutionary projects in the blockchain space to date."

Singapore-based venture capital firm, BlockAsset (a Uenbushi Capital subsidiary), leverages years of experience in the digital asset space and like the other capital investors sees this product as a gem.

NCASH

Right now, nCash is the cheapest coin trading on Binance. With an ICO starting at \$0.01, the coin quickly reached a high of \$0.05 cents and has since fallen down to \$0.03 cents. nCash is the decentralized token that strengthens the ecosystem of the Nuclear Vision platform. It is the backbone of the Nucleus Blockchain rewards program and its a currency used to enable the transfer of data from one party to another. This cryptocurrency has a total supply of 10,000,000,000 coins of which 4.5 billion are circulating right now.

NCASH/BNB, NCASH/BTC and NCASH/ETH trading pairs are now available on Binance for trading.

<https://www.oracletimes.com/nucleus-vision-ncash-is-public/>



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March 01, 2018

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<https://epeak.info/2018/03/01/nucleus-vision-reaches-40-million-fundraising-hard-cap/>

HOW TO RUN A SUCCESSFUL ICO.

March 06, 2018



<https://cryptocurrencytalk.com/video/view/106371-how-to-run-a-successful-ico/>

