

Bringing order into the ICO market!

ICO MARKET 2.0

Ratel.CO platform which consists of experts in IT, blockchain, business & marketing, will make the ICO market cleaner and more transparent. Ratel.CO will not allow potential investors to be confused by hype, Fear Of Missing Out or Fear, Uncertainty and Doubt. Experts from various fields will analyze and rate each ICO on a measure of trustworthiness, which potential investors can use to help guide them in their endeavors. Reviews will be available in 11 different languages. Ratel.CO is currently working on new features, which include: additional parameters under which an ICO can be rated, tools for investors and ICO teams, and an internal STARS exchange. Many are currently unaware of the importance and benefits which our project brings to the sphere of ICO's.

/// ICOS /// RATINGS /// EXPERTS /// AUCTION /// IDEAS /// TEAMS /// ADVISORS
/// TRANSLATORS /// AFFILIATE PROGRAM /// COMMUNITY /// VOTING



WHITE PAPER



Trust Rank & Experts Platform for ICO Market

1st Auction for ICO Projects. Multi-language Rating Platform from experts (Business, Finance, Tech, Marketing)



About the Rate ICO

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IDEA / WHITEPAPER

Translation service

FEEDBACK FROM EXPERTS,
INVESTORS & COMMUNITY

Dev companies
& Freelancers

Advisors
Section

ICO
Marketplace

Legal (AML/KYC)
companies

Marketing
companies

ICO PROJECT

NO CONFLICT OF INTEREST
BETWEEN EXPERT & ICO PROJECT

Analytics team

EXPERTS PLATFORM

Legal experts

80 Reviews &
Evaluations

Legal analytics
& community

5.2

Business experts

77 Reviews &
Evaluations

Business analytics
& community

7.1

Financial experts

103 Reviews &
Evaluations

Financial analytics
& community

6.6

Tech experts

130 Reviews &
Evaluations

Tech analytics
& community

8.3

Marketing experts

95 Reviews &
Evaluations

Marketing analytics
& community

6.5

TRUST RANK

TR 6.7

LISTING

ADVERTISING THROUGH THE AUCTION
MODEL, THE ESSENCE IS ABOUT THE SAME AS
GOOGLE ADWORDS IN THE SEARCH RESULTS

ICO MARKET 2.0

SELF-REGULATION OF THE ICO MARKET

TRUST RANK | EXPERTS PLATFORM | COMMUNITY INTELLIGENCE



*Multi-language

Any ICO project can explain the idea to the whole world is great opportunity for new ideas from different countries.

+ Investors from different countries can read reviews and all info in their native language

+ No geopolitical interest

*Earnings of an expert are formed in no matter a positive or negative evaluation

*Trust
Analysts and community will monitor the objectivity and impartiality of reviews and

www.ratei.co +300%

JOIN OUR PRE-SALE

BECOME A PART OF THE NEW ICO MARKET!

Market problem & our solutions

As of November 2017 more than \$3.7B had already been raised in 2017 in token sales and still many disadvantages & weaknesses on the current ICO MARKET:

- Scam Projects
- Money Laundering
- Weak estimates
- Weak standards
- Weak Information Security
- Loss of confidence in the industry
- Hype exposure and marketing techniques
- Difficulty of starting an ICO project without a large budget
- Complexity in the selection of advisors
- Difficulty in getting the first feedback on a project or idea
- Lobbying of branded investment companies projects
- Lobbying of projects from the influential people
- Conflicts of interest for projects involved in the analysis and evaluation of ICO
- No specific structure accountability for bounty campaigns
- No fixations in history of amendments to ICO
- Loss of investors money
- Regulators of certain countries can toughen their conditions.
- Complexity of access to local markets.
- There is not one space for the ICO community as a whole.
- There is no convenient infrastructure where companies and freelancers can offer their services to ICO projects
- There is no transparency after the sale of the tokens, lack of reports on the attracted capital.



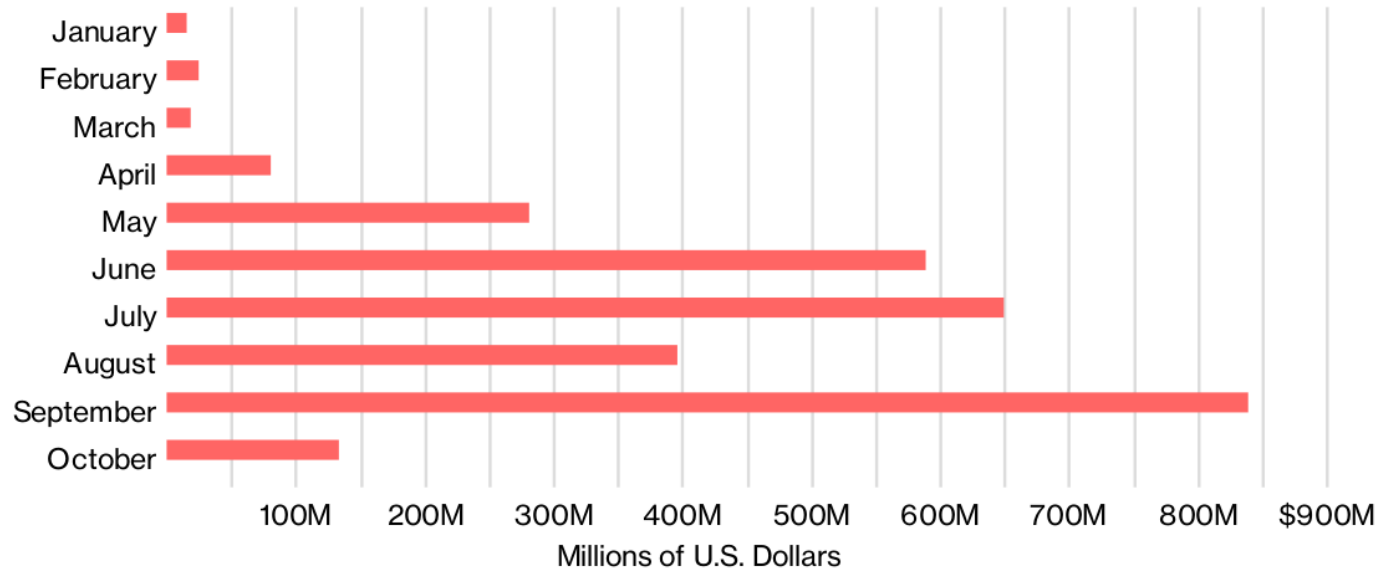
While many enthusiasts are turning to the ICO market, most are without resources to understand events and their significance. Ratei.co is currently garnering attention and interest from many investors and industry experts for its role in spreading awareness of the importance and benefits of a more critical, professional approach to ICOs.

The Ratei.co platform consists of experts in the spheres of IT, blockchain, business, financial & marketing who are looking at the emerging ICO market with professional cautious optimism. They're a community united by one thing - experienced and

sober assessment of business. We've come together to be a force to make the ICO market cleaner and more transparent. Ratei.co experts will not allow potential investors to be confused by hype, scare tactics, uncertainty or doubt. Ratei.co experts analyze and rate each new ICO against a range of metrics to measure its viability which potential investors can use as a guide in making investment choices. Reviews will be available in 11 different languages. Ratei.co is currently developing new features to serve the ICO market, including the creation of a set of standardized and economically proven parameters for assessing and rating ICOs, tools and metrics for investors and ICO teams and an internal STARS exchange.

ICO Market Breaches \$3 Billion

More than 200 initial coin offerings have raised over \$3 billion so far in 2017

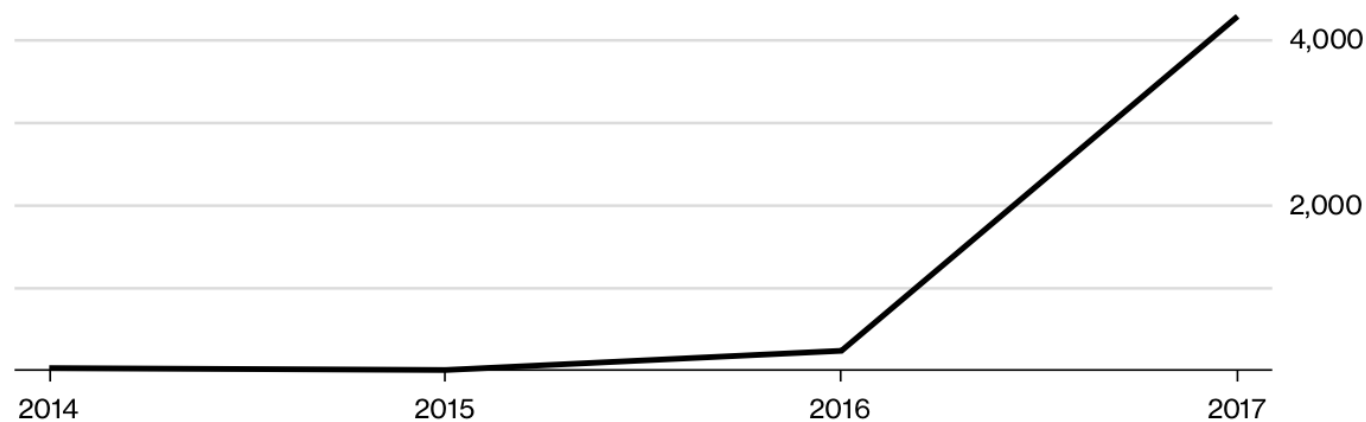


Source: Coinschedule

Bloomberg

Total ICO Funding by Year

In millions of dollars



Source: Autonomous Research LLP

Bloomberg

Investors

- ✓ Trust Rank
- ✓ Detailed analysis and evaluation of projects
- ✓ Investing in promising projects in different countries
- ✓ Full information about the ICO projects
- ✓ Subscription to ICO projects (Reviews, News & Events)
- ✓ Investment Portfolio & Asset Tracking
- ✓ Registration as an investment fund on a platform

ICO Projects & Ideas

- ✓ Objective assessment, transparency for investors
- ✓ Support startups with good ideas
- ✓ Multi-language - simplicity of access to local markets
- ✓ Access to private investors and investment funds
- ✓ Reviews and recommendations from experts
- ✓ Easy to find advisors for the project
- ✓ Publication of necessary services & vacancies
- ✓ Roadmaps & ICO Change Log
- ✓ Bounty accounting system
- ✓ CRM, Teamwork, Frameworks, Widgets, API, etc
- ✓ Project Analysis & Metrics
- ✓ Trackers of collected funds, Whitelists
- ✓ Interaction with news and advertising platforms

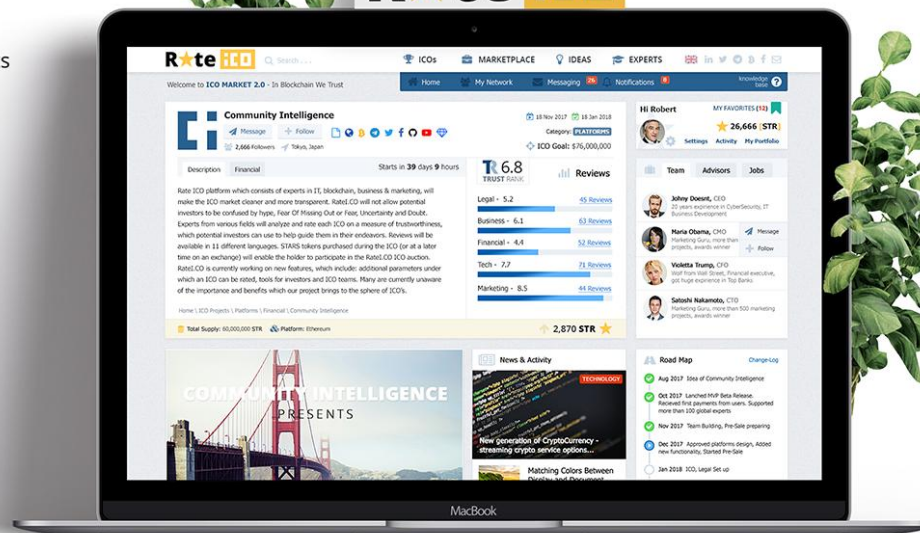
ICO MARKET 2.0

ADVANTAGES & VALUES

MULTI-LANGUAGE PROFESSIONAL NETWORK

ICO & BLOCKCHAIN COMMUNITY

EVENTS / BLOGS / DISCUSSIONS



Experts

- ✓ Share your opinion with the whole community
- ✓ Earn on the platform by monetizing your experience
- ✓ Developing new standards to improve the ICO market
- ✓ Voting for the experts
- ✓ Experts Ranking
- ✓ Rewards for helping Startups & Community
- ✓ Formation of the Knowledge Base (ICO & Blockchain)

ICO Marketplace

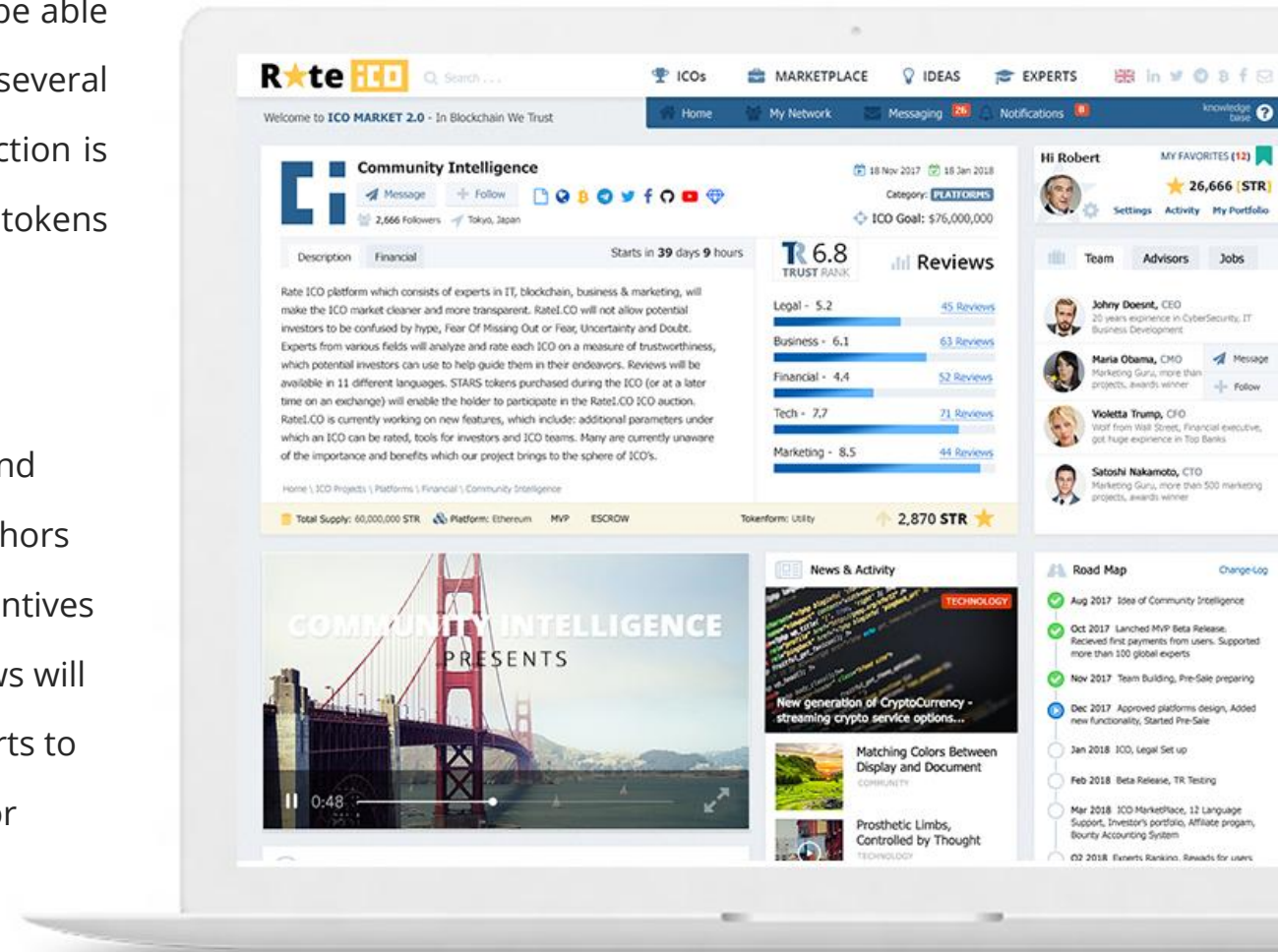
- ✓ Introducing services to the ICO Projects
- ✓ Receiving additional customers
- ✓ Secure Deals using the Smart Contracts
- ✓ Customer feedback after completion of deal
- ✓ Portfolio of completed projects
- ✓ Placement of the services in the directory
- ✓ Cooperation in teams
- ✓ Affiliate Program
- ✓ Section of Advisors
- ✓ Section of Translators
- ✓ Section of Content & Media Companies
- ✓ Section IT & Developers
- ✓ Escrow service



Offering Trust Ranking & Expert Reviews

Investors and other subscribers to Ratei.co will be able to view and select projects according to several different indicators and ratings parameters. Auction is only one way of monetization. A portion of STR tokens will be made available as a bonus fund.

Ratei.co offers a its platform to experts with transparent credentials who can write reviews and earn STR as a fixed fee for their reviews. The authors of the most useful reviews will receive extra incentives from a Ratei.co bonus fund. All submitted reviews will be distributed by Ratei.co to its network of experts to minimizing the possibility of conflict of interest or other misinformation that might decrease the value of the review.



ON BOARD OF EXPERTS



RASOOL VERJEE
M.A. LLB
in
Blockchain
Entrepreneur |
Cryptocashx |
University of
Cambridge
Toronto, Canada Area



DESMOND MARSHALL
in
Top
Investor-Advisor:
ICO/Crypto/IPO
projects; advisory &
full
process/repackaging/listing
services; MD Rouge
Ventures
City University of
Hong Kong, MBA
Hong Kong, China



MICHAEL KAISER
in
CEO & founder of
Blocklancer
LambdaDynamics
Leopold-Franzens
Universität Innsbruck
Innsbruck, Tyrol,
Austria



ESTEBAN VAN GOOR
in
Managing Partner
(Venture Capitalist)
Megalodon Capital /
ICO Advisor
Megalodon Capital |
SOB



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Director,
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Company
International Finance
Investment Joint
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GEOFFREY HANDLEY
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Investor | China
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DEEPAK PURSWANI
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LUIZ ENRIQUEZ
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► Strategic
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YARI ROMERO
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SAINATH GUPTA
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DENNIS HESS
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Bitatlas - Blockchain
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Lisboa
Milano, Lombardy,
Italy



MUHAMMAD HAROON
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Blockchain Tech Pvt
Ltd (A Planet N
Group Company)
Institute of Business
Administration
Pakistan

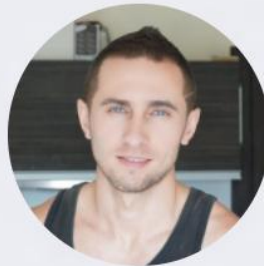
Co-Founders & Advisors



AIRAT ZAGIDULLIN
[in](#)

Founder - Rate ICO

More than 15 years experience in IT sphere as Front-end / Back-end developer, PHP/JS/High-Load, UI Designer, 10 years in sales from IT to Luxury Apartments, Inventor, Business strategist, fan of automation
Thailand



ANDREY LIPCHENKO
[in](#)

Java / Python / PHP Web-Developer

More than 10 years in IT as Back-end Developer in Telecom & software companies
Thailand



ALBERT - AIME A. FALCK
[in](#)

Risk Reward Limited - HONG KONG SECURITIES INSTITUTE

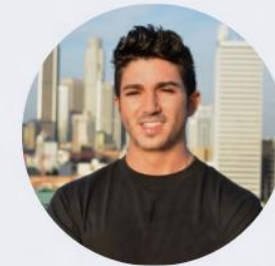
30 years experience of management, capital market trading, risk assessment (RCS) Responsible for Compliance and Internal Supervision / French Central Bank Certificate), Islamic Finance, organizational and financial consultancy
Paris Area, France



DILIP CHANDAR (DC)
[in](#)

Co-Founder at iitbit & iniwu labs / Network Architect / Blockchain Evangelist / Ethical Hacker / Backend Developer and Crypto Investor

10 years of experience in software development and network security industry.
Chennai Area, India



ALEX DAHAN
[in](#)

Founder at OpenInfluence ★Forbes 30 Under 30

huge experience in Marketing Strategy, Influencer / Digital Marketing and Branding, in 30 Most Brilliant Young Entrepreneurs of 2017 by Forbes 30 Under 30.
Greater Los Angeles Area



SIMON COCKING
[in](#)

Senior Editor Irish Tech News | co-founder, Editor in Chief CryptoCoin.News | ICO Advisor

Company founder / writer / journalist / content creator / digital marketing advisor
Winner of Irish Web Awards 2014, best Science & Technology category Winner 2016 Littlewoods Best Ireland Blog for Digital & Tech Ireland



DEAN CANNELL
[in](#)

Founder at CoinFabric, Investor, Advisor

13+ years experience working with startup technology companies helping them from idea to funding or acquisition - Investor, Advisor



RAMAN KORNEU, CFA, FCCA
[in](#)

Partner, Co-Founder, Nemera Capital Group

Before joining NCC, Mr. Raman has held several senior positions such as: Group CFO of ID Finance, and a CFO of Locko-Bank. He also worked at EY and PWC for almost 10 years and participated in over 100 projects
University of Cambridge
London, United Kingdom



PER LIND
[in](#)

Co-founder at IOTA Foundation, Project Shivom, Toridion Quantum Computing Lab.

With huge experience in business development, Partner & Co-founder in few new and exciting software companies, Mentor at StartupBootcamp and work closely with regulators to boost the ecosystem surrounding the innovative technologies he finds interesting.
Thailand

Token Mechanisms & Usage

STR (Stars token) are based on the Ethereum Blockchain standard ERC-20 with a total supply of 60,000,000 STR

Stars will used as points (bonuses) system and will not generate any equity. Stars token creates utility for Ratei.co platform, and with STR you can:- Earn STR as experts on platform

- Earn STR as translator
- Earn STR in affiliate program
- Participate in an auction as ICO project
- As points for ideas, competitions
- Teams and ideas, its will be also as freelance platform
- Use STR it for order tools for ICO projects & investors
- Use for additional functionality, services, gamification
- On the way of ICO we will announce some additional functionality.



ICO MARKET 2.0 ECOSYSTEM

[STR] TOKEN'S MECHANISMS AND USAGE



Supporting good ideas

The voting system for the IDEAs will give new opportunities for start-ups and ideas. Start-ups get a reward from the bonus fund (so that they can order the initial services for their project writing white paper, translations, etc.)



ICO Marketplace

Companies and freelancers use the STR tokens as internal currency in the platform, providing their services or goods.



Earn as an Active User

Rewards for the supporting the platform as writing in knowledge base, writing interesting articles and other content, help to beginners, etc.

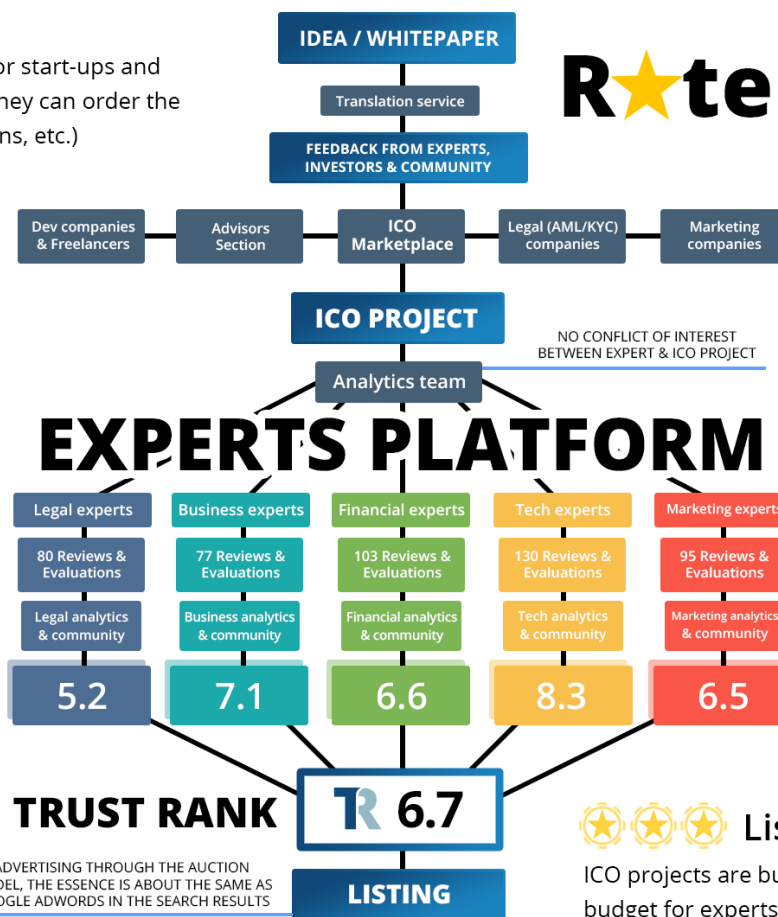


Affiliate Program

Affiliate program to attract new users (number of attracted users + percentage of payment by the attracted users).

Stars is not a Trust Rank

The initial sorting in the list is formed by using STR for the ICO projects for rising positions and the fact that only the Trust Rank is formed on the basis of expert opinions & evaluations. Stars serve as points and internal currency



Earn as an Translator

The multilingual support of the project is provided by the translators thus earning STR tokens. Any ICO project can explain the idea to the whole world is great opportunity for new ideas from different countries. Investors from different countries can read reviews and all info in their native language



Earn as an Expert

Experts in the fields of Business, Finance, Tech, Marketing and Legal write reviews for ICO projects thereby earn STR as a fixed reward for the review plus we will pay for the most useful reviews for the community, the prize fund will be used.

Earnings of an expert are formed in no matter a positive or negative evaluation



Listing & STR Fund formation

ICO projects are buying STR and raise their positions and thereby form a STR budget for experts, translators, affiliate partners, good ideas for projects and etc.

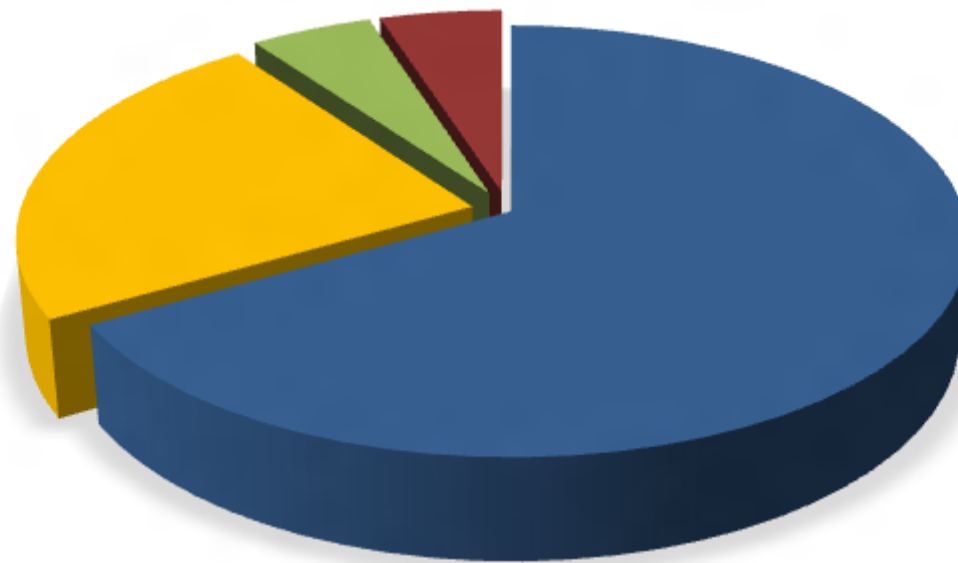
Delay before the posting reviews

Next there will be a slight delay before posting reviews until a certain number of reviews from experts in different categories are typed. This is done in order to minimize the number of initial reviews that can be made based on the recall of the previous expert.

No conflict of interest

Directly the projects do not pay the ICO project, they only form a platform's budget. The platform already distributes the stars for experts and other services. For ICO projects, surveys are done free of charge. Analysts and community will monitor the objectivity and impartiality of reviews and evaluations

STR Token Distribution



67%	23%	5%	5%
■ ICO	■ Team	■ Bounty	■ Partnership
40,000,000	14,000,000	3,000,000	3,000,000

ROAD MAP



Q3 2018 API, Standarts & frameworks for ICO projects, Recomendations for governments



Q2 2018 Experts Ranking, Rewads for users activity, RATE ICO Events, News & Media companies integration as services, Widgets, Mobile Apps



Mar 2018 ICO MarketPlace, 12 Language Support, Investor's portfolio, Affiliate progam, Bounty Accounting System



Feb 2018 ICO, Beta Release, TR Testing



Jan 2018 ICO, Legal Set Up



Dec 2017 Approved platform design, Approved core functionality, Started Pre-Sale



Nov 2017 Team Building, Preparation for pre-sale



Oct 2017 Lunched MVP Beta Release. Recieved first payments from ICOs. Supported more than 100 global experts



Sep 2017 Concept development, First Feedback



Aug 2017 Idea of Community Intelligence



The profit & Financial model

Combined monetization model of auction, gamification, commission from additional services and from own exchange. Users rate ICO's on ratei.co using star (STR) tokens. The more stars (STR) an ICO accumulates, the further up on the list they move. ICO's are divided into three lists: past, current, and future.

How it works

In order to be included in the list, an ICO must be registered on Ratei.co. In order to move up the list, an ICO must purchase or accumulate stars. Stars can be added to an ICO project by clicking on the “up” arrow located beside the listing for the project. All transactions are recorded in the blockchain, ensuring maximum transparency.

All ICO's included in the list will be sorted in accordance with the amount of stars they receive.

* Each ICO receives 1 star (STR) upon registration.

* Each ICO may receive/purchase stars (STR) at any time and in any amount.

Main expenses:

- Office and equipment
- Platform development
- Marketing expenses
- Payment for experts and translators
- Hiring the best employees in the team
- IT Department
- Management Department
- Analytical department
- Legal and consulting expenses
- Sponsorship of various events and conferences



Why STR tokens will grow in value

Blockchain technology is beginning to be implemented in various applications. However, it is obvious that the ICO phenomenon has been the most successful application so far. Currently, hundreds of new ICO projects are being launched every month. In a few short years, there will be thousands. Try to imagine how much will be rate if every ICO project will use our tokens.

Benefits to the participants

The opportunity to purchase tokens at a discounted rate, for after the end of the ICO, these tokens will be traded on cryptocurrency exchanges. Therefore, participants will have the ability to make a significant profit. From the standpoint of futures and speculation, ICOs are definitely worth participate in.

What is the logic behind the certainty

If one were to look at the current state of affairs, they will notice some indicators which have never been present for all of human history. Until now:

Possibilities which arose from the growth of technology, globalization, the internet, and blockchain. More specifically:

- Population growth throughout the last 20 years;
- The number of entrepreneurs has grown 15 times in the last 15 years;
- The growth in the amount of companies;
- The thousand-fold growth in the amount of data and connection shared between entities;
- Geo-politically, the world is becoming uni-polar;
- The rapidly increasing speed of data transfer in finance and other applications will drastically change the world we live in.
- We are witnessing nonlinear and revolutionary leaps in technology on an ever-increasing basis.
- The rapidly-growing number of programmers, engineers, qualified market experts, and professionals who analyze data.
- The proliferation and growth of cryptocurrencies which remove all barriers involved with international

business and do away with middlemen. This gives individuals and businesses alike the opportunity to utilize their resources as they see fit, without restriction. The ICO phenomenon is clear evidence to this.

- The ability to set forth with key initiatives is no longer reserved to corporations, visionary leaders, or governments. Instead, this power is given to individuals united around a common idea. This used to be close to impossible, but new and revolutionary technological developments have made it possible.

The previously stated points are a testimony to the fact that the world is not standing in one place. On the contrary, the forward development of humanity, along with technology, is irreversible. As a result, the thousandfold increase in the number of new ICO projects will solidify this method as the go-to method for most, if not all future investment projects. Therefore, the utilization of Ratei.co and demand for STR tokens will only increase.

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THIS IS PERHAPS THE ONLY WAY TO COMPETENTLY ADJUST THE ICO MARKET."