

## Dublin City University - School of Computing

BSc in Enterprise Computing  
4<sup>th</sup> year project proposal (CA472)  
Idea Proposal  
2017/2018

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**Project Title:**

ICOHub – An online investment platform.

**Date:** \_\_

13/11/2017

## **Project Description**

### **What is an ICO?**

A ICO also known as an Initial Coin Offering and sometimes called a crowdsale is when a start-up company releases its own cryptocurrency known as a token that acts as a share in the company. The start-up releases a set number of tokens in exchange for capital. Each token has a set value and is worth a percentage of the company like a stock on the stock market. As a result, the start-up company gets a large amount of investment capital and the investors get a stake in the company and can sell these shares at any time through online exchanges.

### **How can we simplify this process?**

ICOHub is an online platform that will provide investors with a centralised place to browse and invest in ICO's. ICOHub aims to provide a range of free services to investors such as an investment portfolio and an online wallet to store their ICO tokens.

It will allow start-ups who are holding their own ICO to sign up and create advertisements that will be advertised to investors. Each advertisement will display a brief description about the start-ups new project, members involved and how much of the company is at stake for investors to invest. We will charge these customers a listing fee to advertise on our website.

Our main customers will be start-up companies who want to gain substantial investment with little or no blockchain knowledge. We will give these companies the ability to create their own ICO token free of charge through our web app. Their token will then be listed on our ICO marketplace. Although this is free of charge for them to create their token they will be charged a percentage on all token sales brought through our website.

## **Expected Technical Delivery**

### **Fully Functional Front-End Prototype:**

We expect to deliver a functional front-end prototype which will demonstrate what the website will look like when fully finished and integrated with the blockchain and database technology.

### **Database Model:**

We expect to deliver diagrams detailing on a high level the internal structure of our planned database system that will be supporting the front-end web application.

### **Enterprise Architecture Diagrams:**

We will produce diagrams that will show our overall technical architecture. This will include UML diagrams (use case, class, sequence) and business process models.

### **Explanation of technical architecture:**

We will explain in detail what services we will use to run our website and how we will integrate those services to work together. (Cloud hosting, Blockchain, Database systems)

## Market Rational

Entrepreneurs believe that the blockchain has the potential to revolutionise the financial industry. Currently companies who want to hold their own ICO must create their own cryptocurrency or Ethereum token. This involves blockchain knowledge and software development. We believe there is a gap in the market to automate this token creation process for start-up companies. Research shows that there is yet to be a web application that provides this along with features for investors. That is what ICOHub plans to provide to its customers.

ICOHub will target the following market segments:

### 1) Start-ups who want to gain investment.

Currently there are a large base of medium sized start-ups who have got their initial funding and are searching for additional funding to grow their business. Blockchain based crowd-funding is relatively new and people have yet to understand what it is and how it works. Most start-ups are unaware how set up their own ICO and that's one of the problems ICOHub aims to resolve. ICOHub will target these start-ups to provide a platform for them to develop their own token without Blockchain knowledge. This process will enable start-ups to focus on their business projections and spend less time attempting to gain investment.

### 2) Start-ups who are currently holding an ICO.

Start-up companies that are currently holding their own ICO are attempting to get funding from investors. It is difficult for these start-ups to find investors to invest in their token as the majority advertise their ICO via their official website. They lose out on funding because they are not capable of attracting new customers to their website and their ICO fails to gain recognition. ICOHub offers a platform for ICO's to be advertised in a centralised location with a large investor base this will help start-ups gain investment.

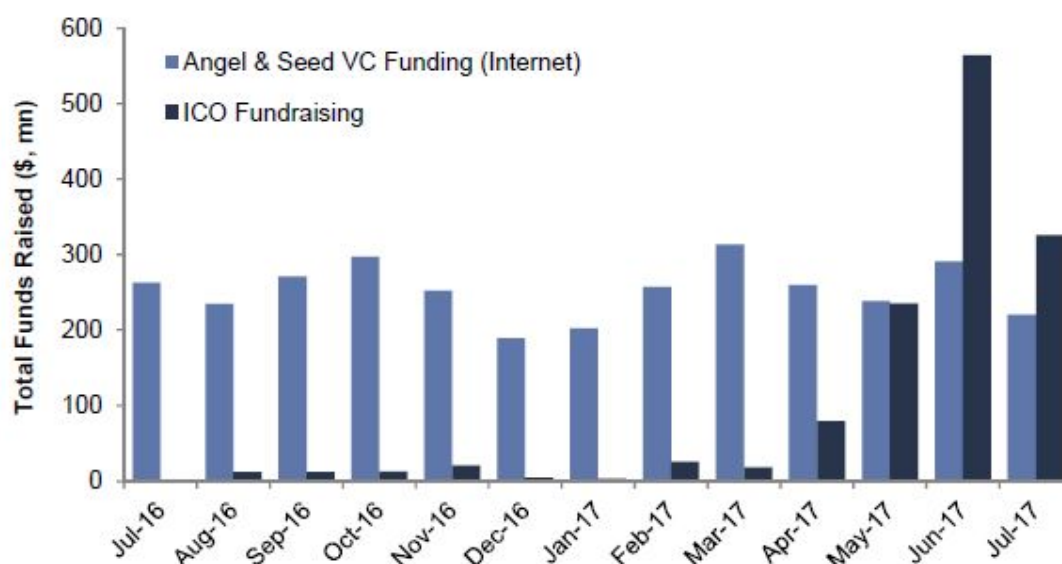
### 3) Start-up Investors

Investors that are interested in blockchain technology want to invest in start-ups which they believe will be the next big thing. ICOHub will allow investors to find new and innovative ICO's on our marketplace. These users will pay nothing to use our service and we will provide them with free tools such as an investment portfolio where they can view and track their investments. We hope these free tools will allow us to have the largest investor base on the market.

To this date more enterprises are progressively getting involved in blockchain. Over the course of the last few years it is proven that blockchain token sales have quickly overturned traditional venture capital and has become the alternative way for start-ups to gain funding.

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

Total Funds Raised by month (\$, millions)



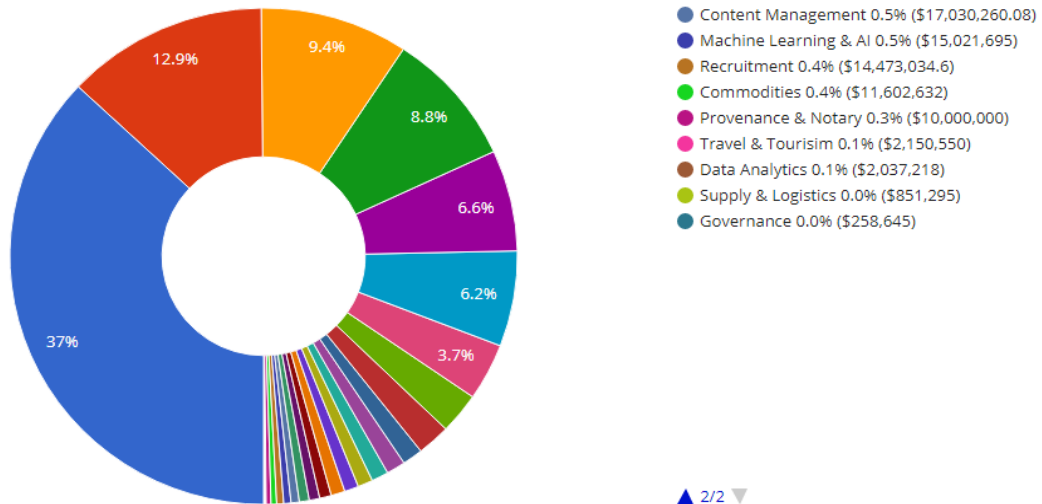
Note: ICO fundraising as of July 18<sup>th</sup>, 2017, per Coin Schedule. Angel & Seed VC funding data as of July 31<sup>st</sup>, 2017 and does not include "crowdfunding" rounds.

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

The cryptocurrency market is booming at present and there is no sign of growth stopping anytime soon. The market is huge, and our aim is to target all start-ups worldwide. "Some 92 companies have raised more than \$1.2 billion" through ICO investments this year alone. It is proven that this market is profitable and ICOHub aims to provide a service to meet needs of both start-ups and investors.

Hundreds of ICO's are currently available to invest in today and spread across all markets. Figure 1.1 below shows ICO's by category in 2017 so far. We hope to grow this market even further with the launch of ICOBench.

## ICOs by Category 2017



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## Proposed Timeline

#	Task Name	Duration	Start	ETA
1	Brainstorming ideas	14 Days	18/09/2017	02/10/2017
2	Business Model Canvas + Value Proposition	14 Days	02/10/2017	16/10/2017
3	Market Research	7 Days	16/10/2017	23/10/2017
4	Project Proposal	22 Days	23/10/2017	15/11/2017
5	Proposal presentation preparation	6 Days	15/11/2017	21/11/2017
6	Proposal Presentation	1 Day	21/11/2017	21/11/2017
7	Individual blogs	6 Months	21/11/2017	25/05/2018
8	Initial functional specification	3 Days	21/11/2017	24/11/2017
9	Technical summary	3 Days	24/11/2017	27/11/2017
10	Project timeline	3 Days	27/11/2017	30/11/2017
11	Organisation Plan	7 Days	29/01/2018	05/02/2018
12	Value analysis	7 Days	05/02/2018	12/02/2018
13	Market analysis	7 Days	05/02/2018	12/02/2018
14	Financial Projections	14 Days	12/02/2017	26/07/2018
15	Technical Plan	11 Days	26/07/2018	09/03/2018
16	Architecture diagrams	7 Days	09/03/2018	16/03/2018
17	Database design	7 Days	09/03/2018	16/03/2018
18	Web design	14 Days	16/03/2018	30/03/2018
19	Web development	21 Days	30/03/2018	20/04/2018
20	Testing	14 Days	20/04/2018	04/05/2018
21	Final Delivery	14 Days	04/05/2018	18/05/2018
22	Group Interview	1 Day	25/05/2018	25/05/2018

## **Workload Distribution**

- Commercial:
  - Market Research: Evan Doherty
  - Financial Projections: Aaron Gillespie
  - Marketing/Sales Strategy: Evan Doherty
  - Blockchain Research & Development: Aaron Gillespie
  - Funding requirements: Evan Doherty
- Technical:
  - Web Design: Evan & Aaron
    - Wireframe Diagrams: Aaron
  - Web Development:
    - Homepage: Evan
    - Start-up and Investor dashboard: Aaron
    - Marketplace: Evan
    - Token creator web app: Aaron
  - Back-end diagrams and plan:
    - Database: Evan
    - Enterprise Diagrams: Aaron

## **Staff Consulted**

We consulted Cathal Gurin at the beginning of our idea creation process for feedback on our initial idea. We do not currently have a project advisor.