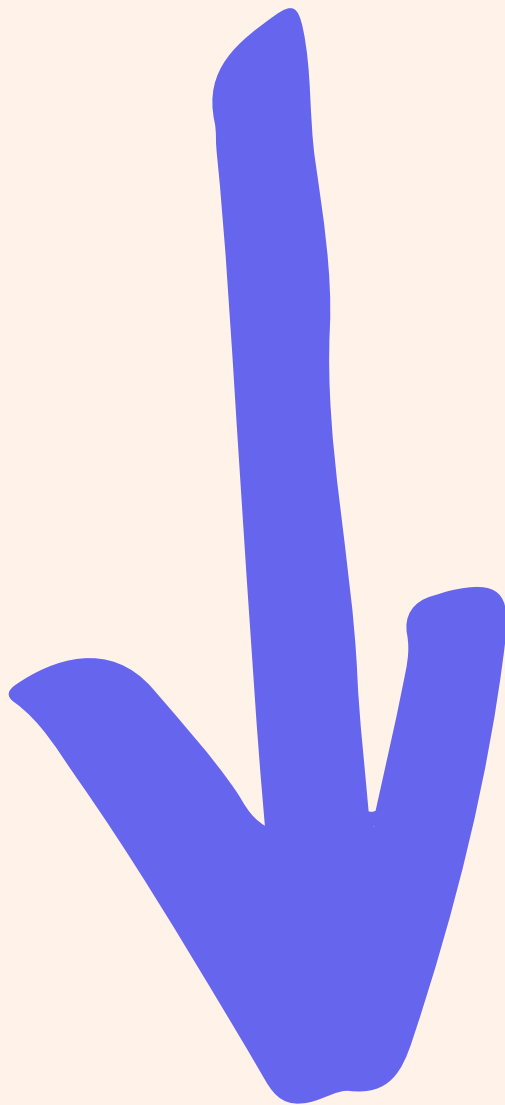


Initial Coin Offering

Pre-Investment Checklist



Initial Coin Offerings are similar to traditional funding rounds, however, instead of shares being issued, the projects native token is issued upon the blockchain.

When considering investing in an ICO, the following should form part of your extensive research (not investment advice):

- 1.** Is There A Legitimate Business Model Behind The Token?
- 2.** Is The Team Compromised Of Skilled Individuals Who Are Knowledge On This Ecosystem?
- 3.** Does The Project Communicate Their Goals Clearly (Via Whitepaper, Social Media, Etc)?
- 4.** How Does The Project Aim To Market Their ICO?
- 5.** Which Blockchain Will The Project Be Utilising?
- 6.** What Stage Is The Project Currently At?
- 7.** How Thorough Is The WhitePaper, Does It Detail The Projects Plans?
- 8.** What Is The Token Sale Structure?
- 9.** How Is The Project Planning To Use The Funds?
- 10.** What Is The Legal Standing Of The Project In Question?
- 11.** Do You Have Any Investor Rights By Pledging Funds?
- 12.** Are Celebrities Promoting This ICO - It Maybe A Warning Sign?