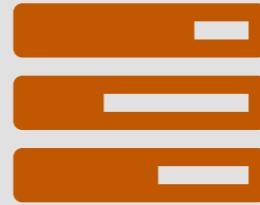


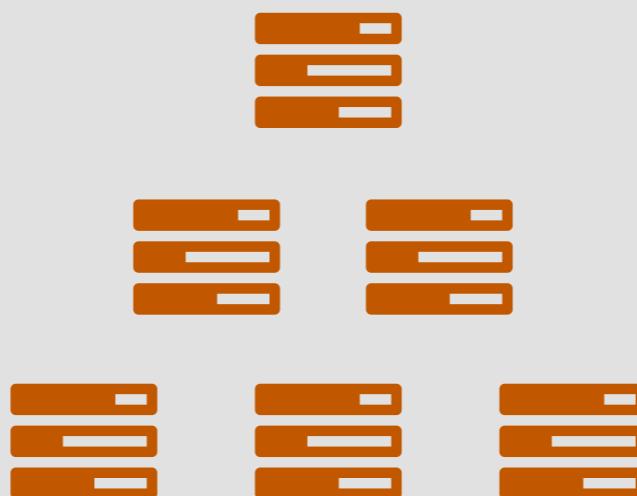
In 2009, Bitcoin was launched in response to the recession.



How to Participate

1. Download the ledger software
2. Download the transactions database
3. Keep the software on with internet connection
4. Earn every time you validate a transaction

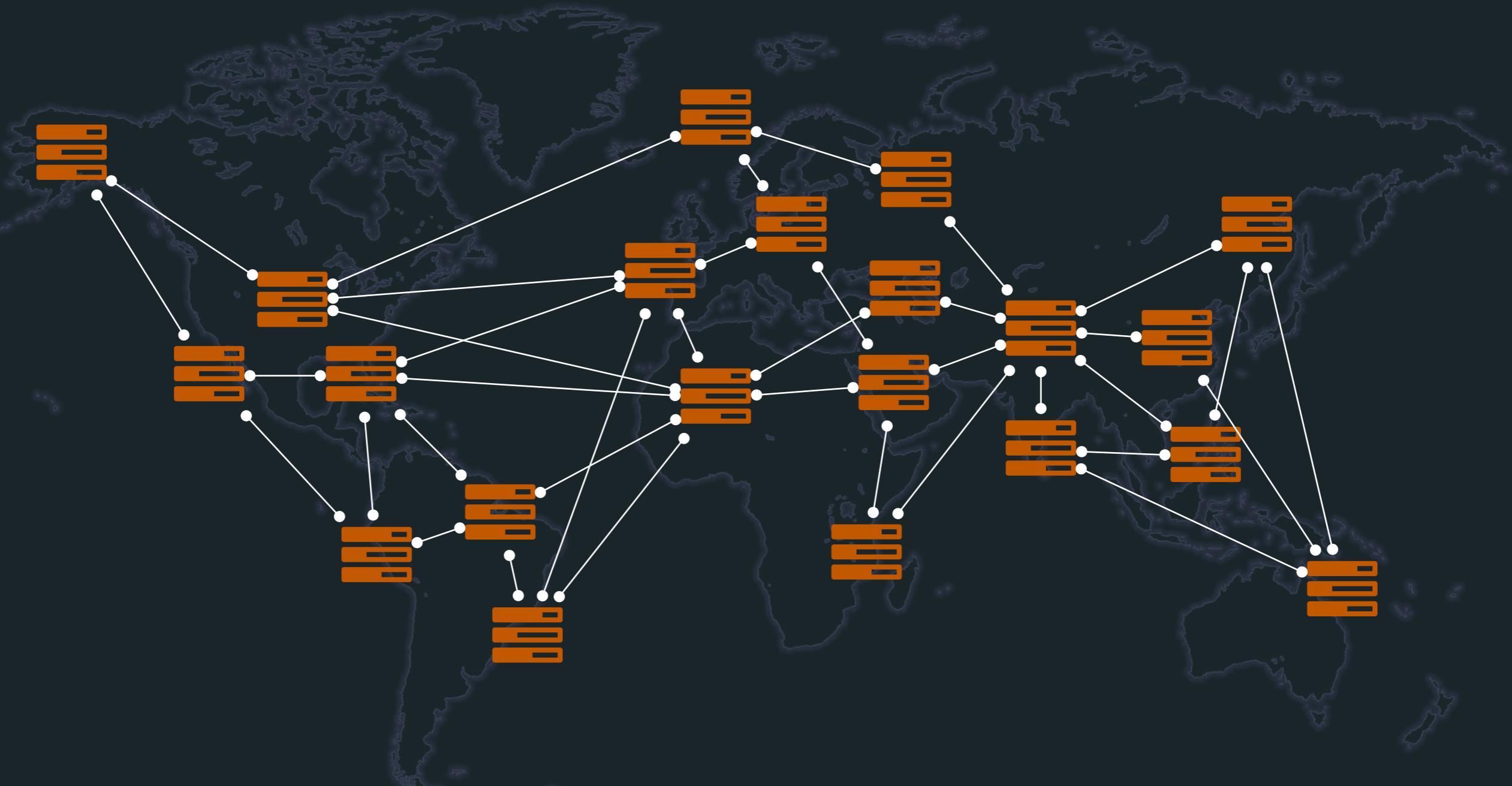
A group of these computers is called a **Blockchain**



Blockchain

WHAT IS THE BLOCKCHAIN?

It is just a ledger.



Immutable, Transparent and
Decentralized. It cannot be corrupted.

What is Mining?



It just means validating transactions on the blockchain.

A game term used because no-one understood what the blockchain was and why they should use it.

What is a Token?



A representation of some sort of Asset
Money, Goods, Services, etc.

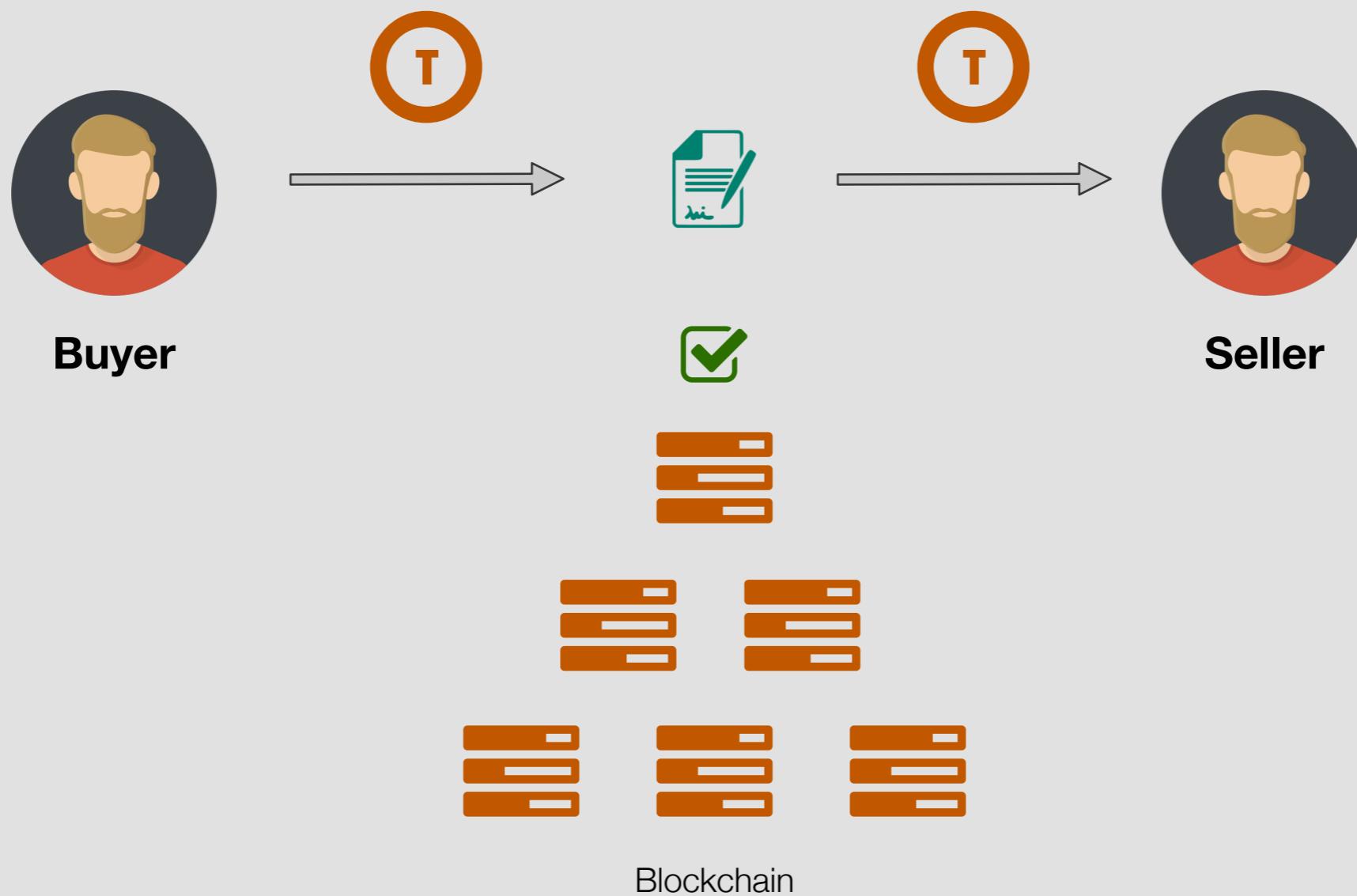
What is a Smart Contract?



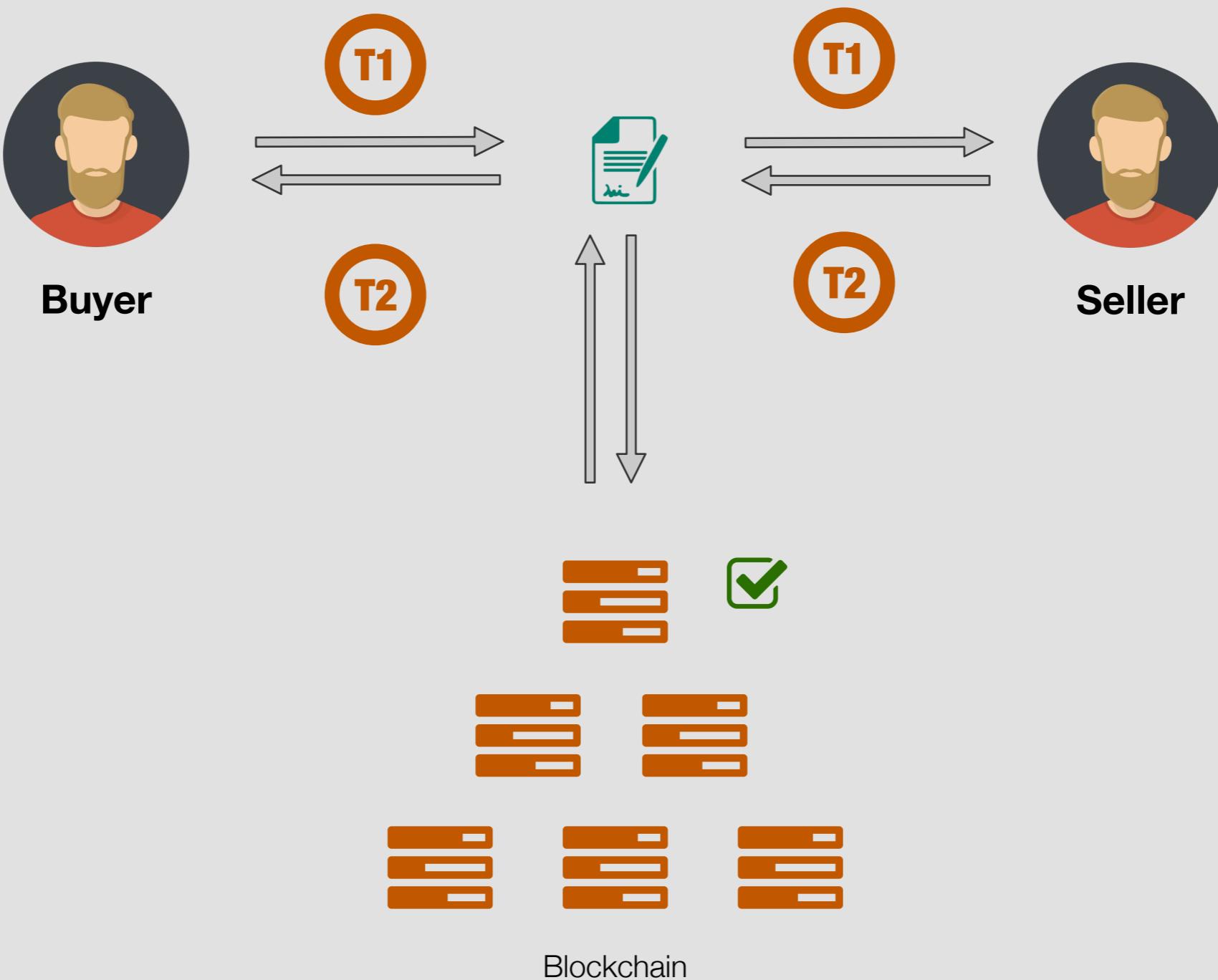
A contract that can automatically be executed.

Works similar to a physical legal contract that is signed.

Basic Transaction Flow



Basic Exchange Flow



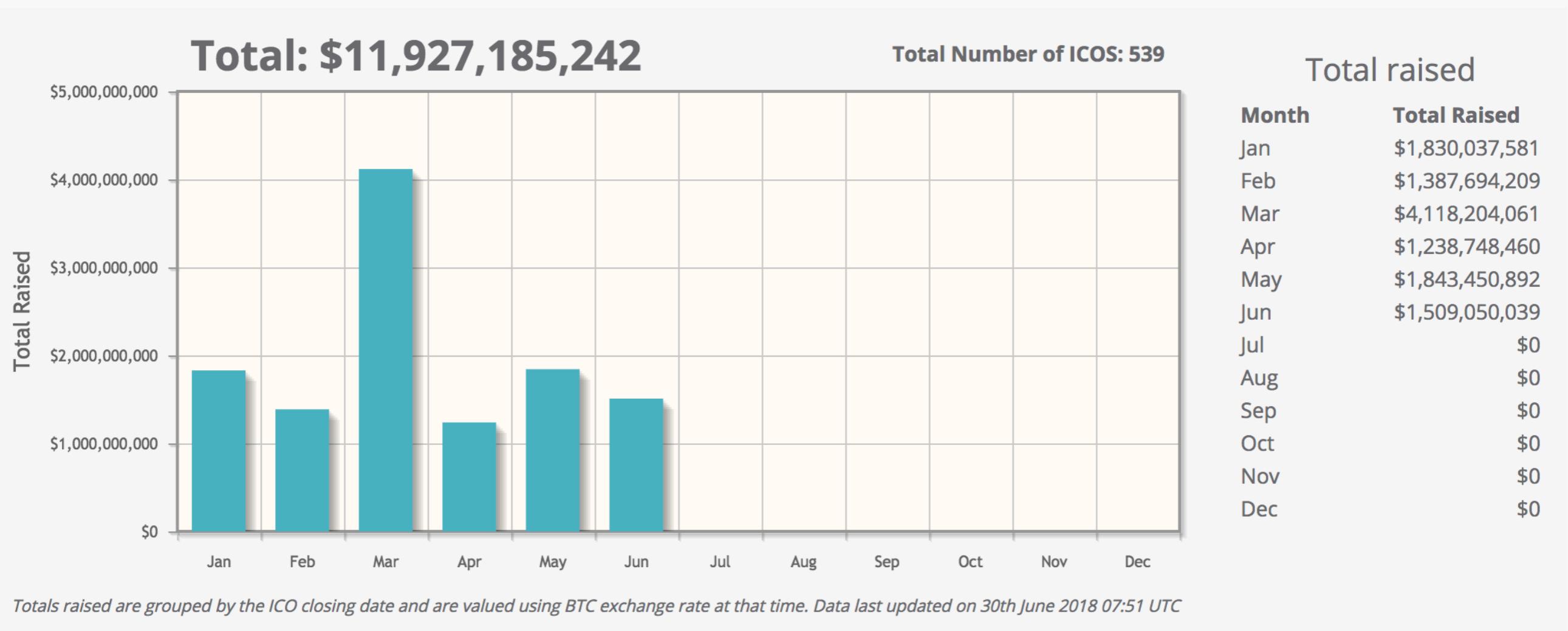
What is an ICO?

Initial Coin Offering. It's how blockchain projects get funding.

1. Must have tokens
2. Must be a blockchain project
3. Must be listed in an exchange
4. One time Raise

Similar to IPOs, there are no more raises for liquidity.

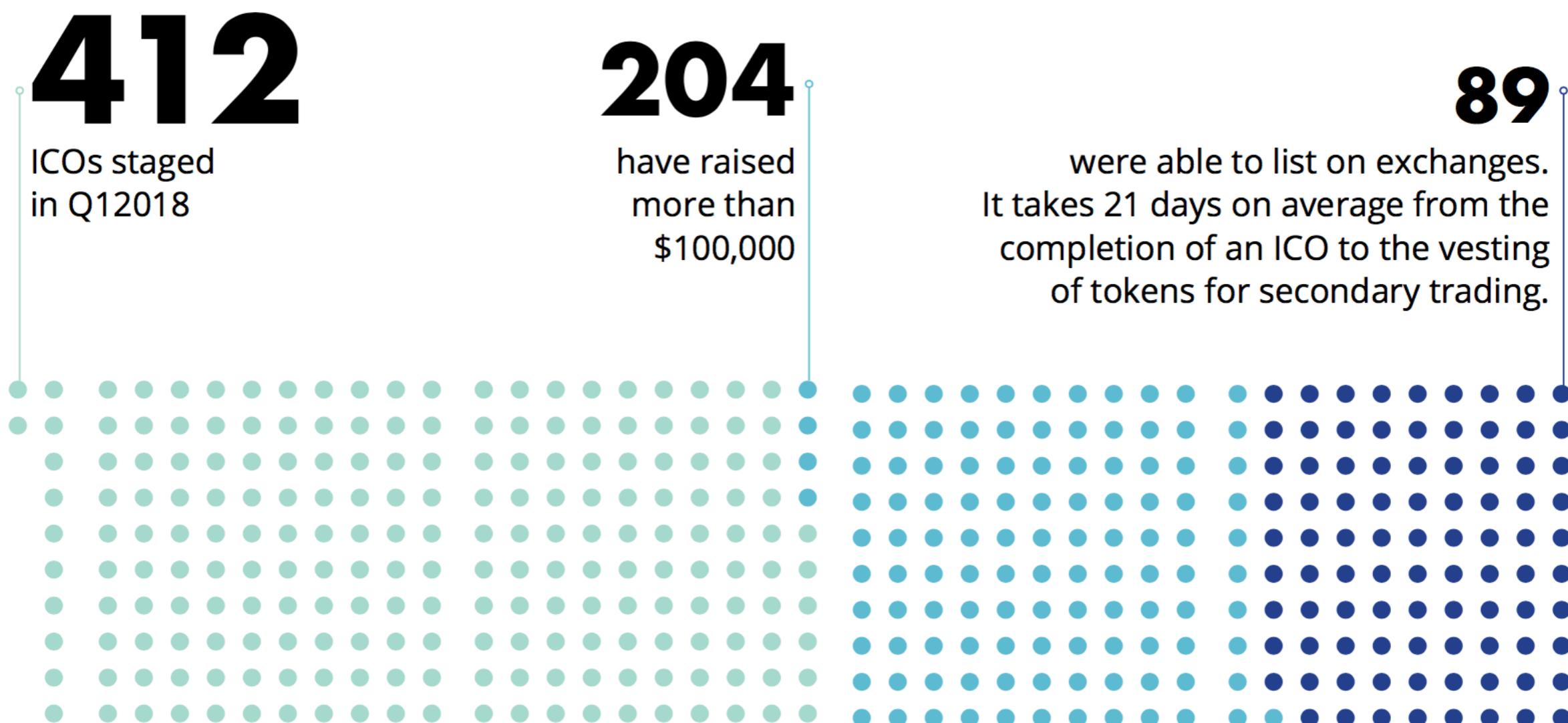
In 2017, ICOs breached the 3 Billion USD mark.
In 2018 it is estimated that ICOs will exceed 15 Billion USD.



Main Figures for ICOs

HOW TO READ
THE GRAPH

The figure shows the relation between:
total number of completed projects
for the first quarter of 2018,
the number of projects that collected
at least \$100,000 during their ICO,
number of tokens listed on exchanges
after the ICO.



Number of Successful Projects and Their Funding

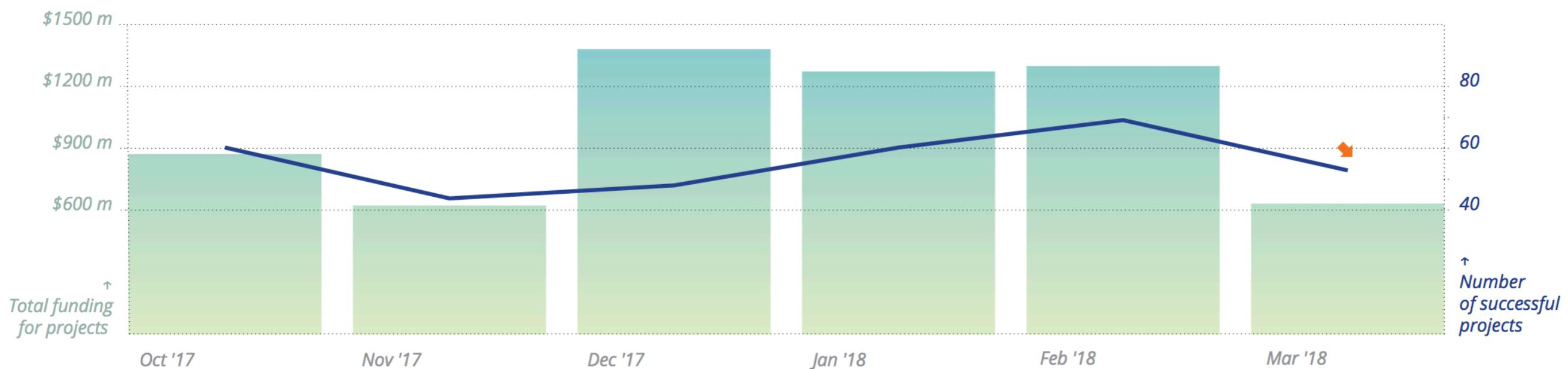
HOW TO READ THE GRAPH

The graph shows the relation of total project funding during ICOs by month to the number of successful* projects by month.

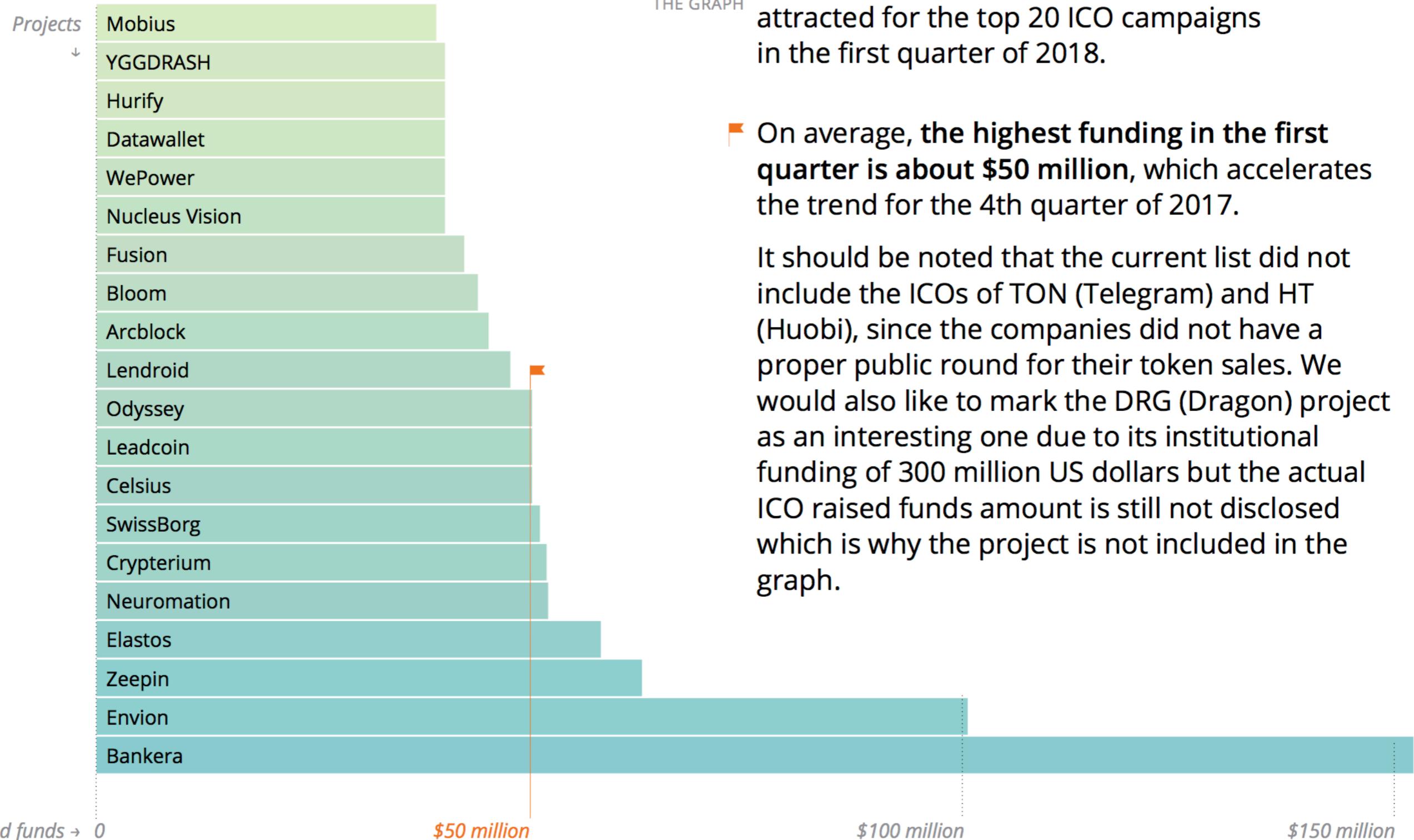
*A project is considered successful if a soft cap was reached or the project raised more than \$0.5 million in case of the absence of a soft cap.

► The average amount of funding fell by 2 times in March in comparison with January and February, which is primarily due to market correction (a decrease from \$830 billion in January to \$258 billion total market cap at the beginning of April) which continued throughout March and due to a decline in the declared hard cap for projects.

Median hard cap fell from \$22.5 million in February to \$14 million in March.



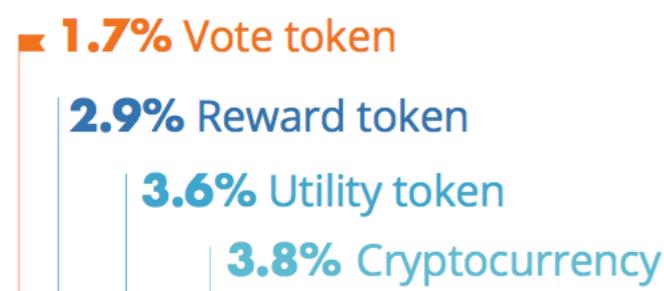
Top 20 ICO Campaigns with Largest Amount of Funds



Token Types Found in ICO Projects

HOW TO READ THE GRAPH

The graph shows the distribution of projects staging ICOs depending on the type of the project's token.



Regarding service tokens which alone can be used for the purchase of goods and services, we see some negative consequences, such as the inconvenience of using a large number of different tokens and the absence of a real need for the token as such. **These are direct consequences of hype around ICOs.**

- Vote tokens, or tokens that confer voting rights or some form of direct influence on the product, were one of the most unpopular types of tokens chosen by ICO projects in Q1.

65.8%

of tokens function only as a form of payment **for project's services**. Tokens which could easily be replaced with ETH, for example, without significantly affecting the product are included in this category.

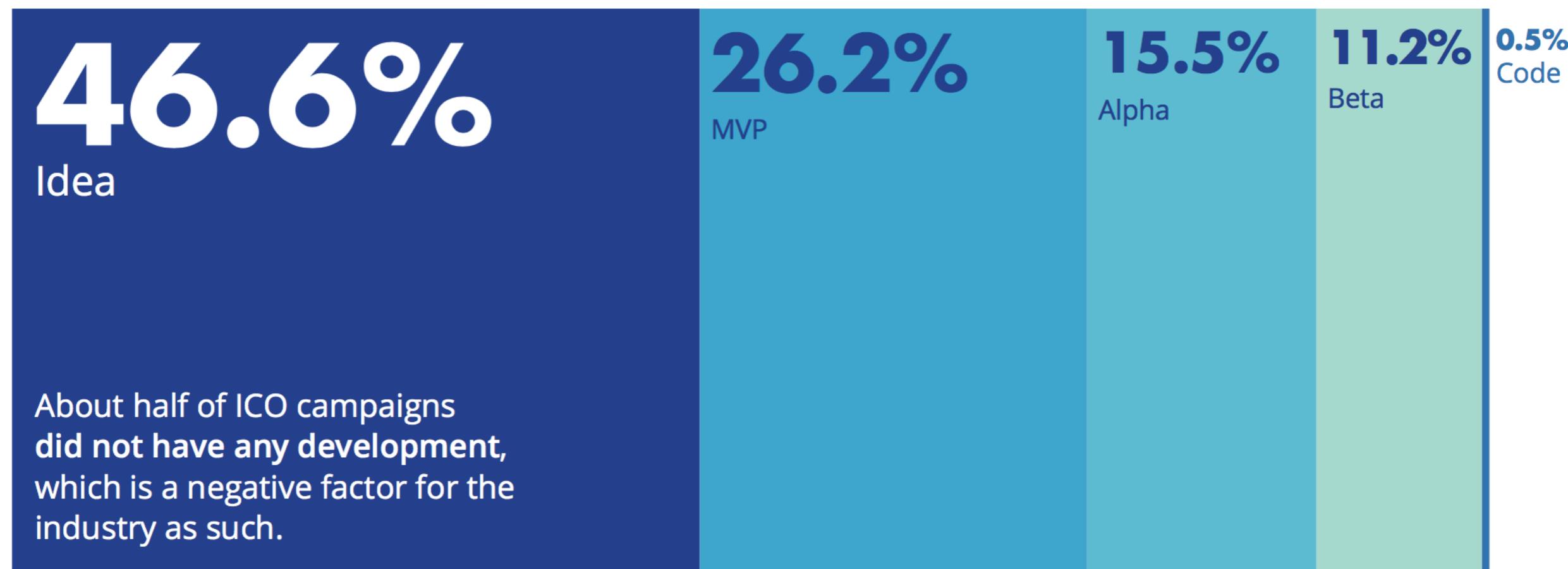
Development Stages of ICO Projects

HOW TO READ THE GRAPH

The graph shows the distribution of projects staging an ICO by development stage of the product at time of the start of their ICO*

Only 37 of 412 projects had a working business before their ICO.

*defined by the project's team

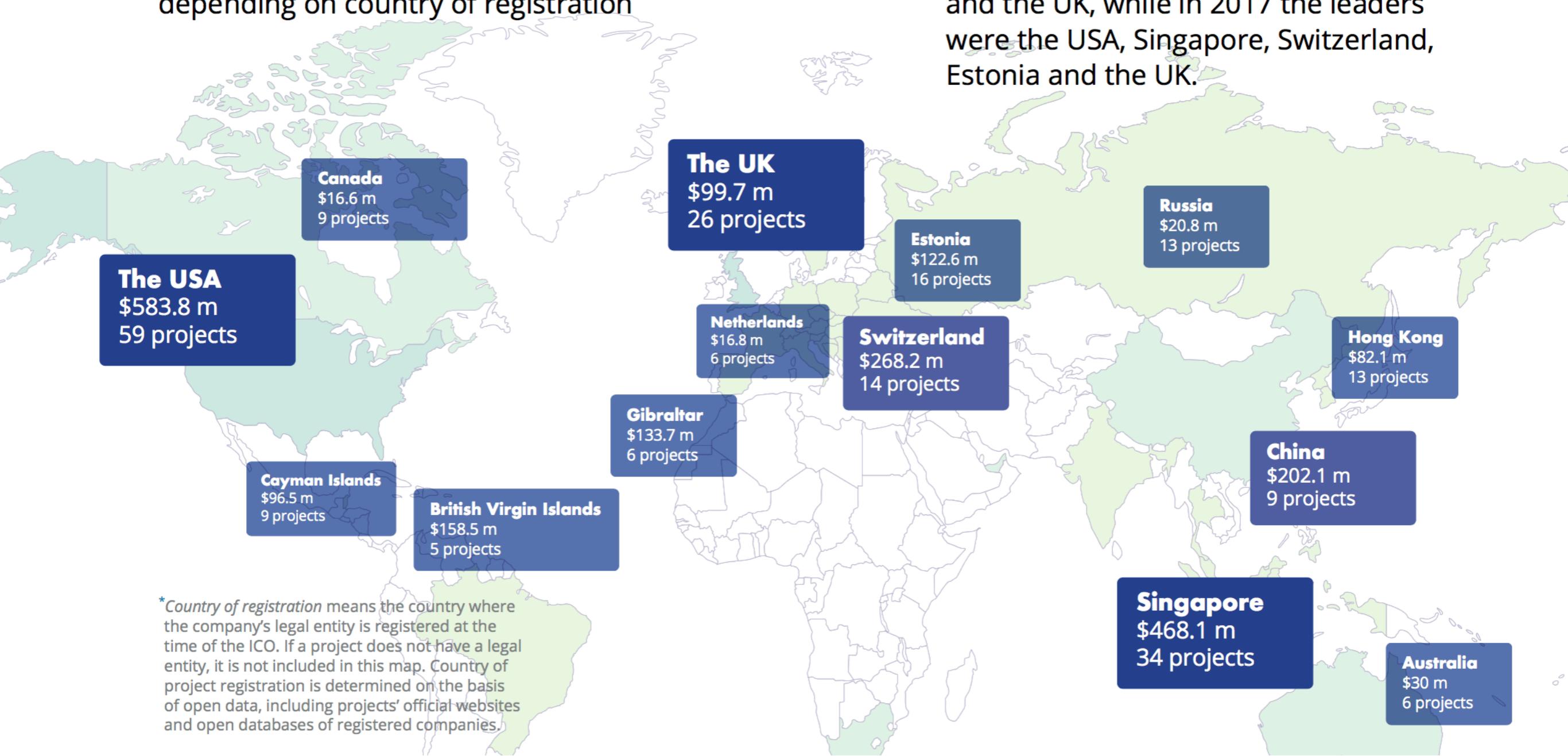


Geographical Distribution for Projects Based on Country of Registration

HOW TO READ THE GRAPH

The map shows total investment amount and number of projects, depending on country of registration*

- Current leading countries for place of registration are the USA, Singapore and the UK, while in 2017 the leaders were the USA, Singapore, Switzerland, Estonia and the UK.



*Country of registration means the country where the company's legal entity is registered at the time of the ICO. If a project does not have a legal entity, it is not included in this map. Country of project registration is determined on the basis of open data, including projects' official websites and open databases of registered companies.

Regional Project funding as a Percentage of the Total Amount of Funds Raised

HOW TO READ THE GRAPH

The map shows project funding as a percentage of total amount raised during the ICO depending on project region. Project region is determined on the basis of data for the country of project origin.



Half of all funds raised are concentrated in projects from Europe.

5,84%

Rest of the world

\$139.6 raised funds

33 projects

46.6%

Europe

1,054.6 m raised funds

32 projects

25,33%

Asia

\$605.2 raised funds

136 projects

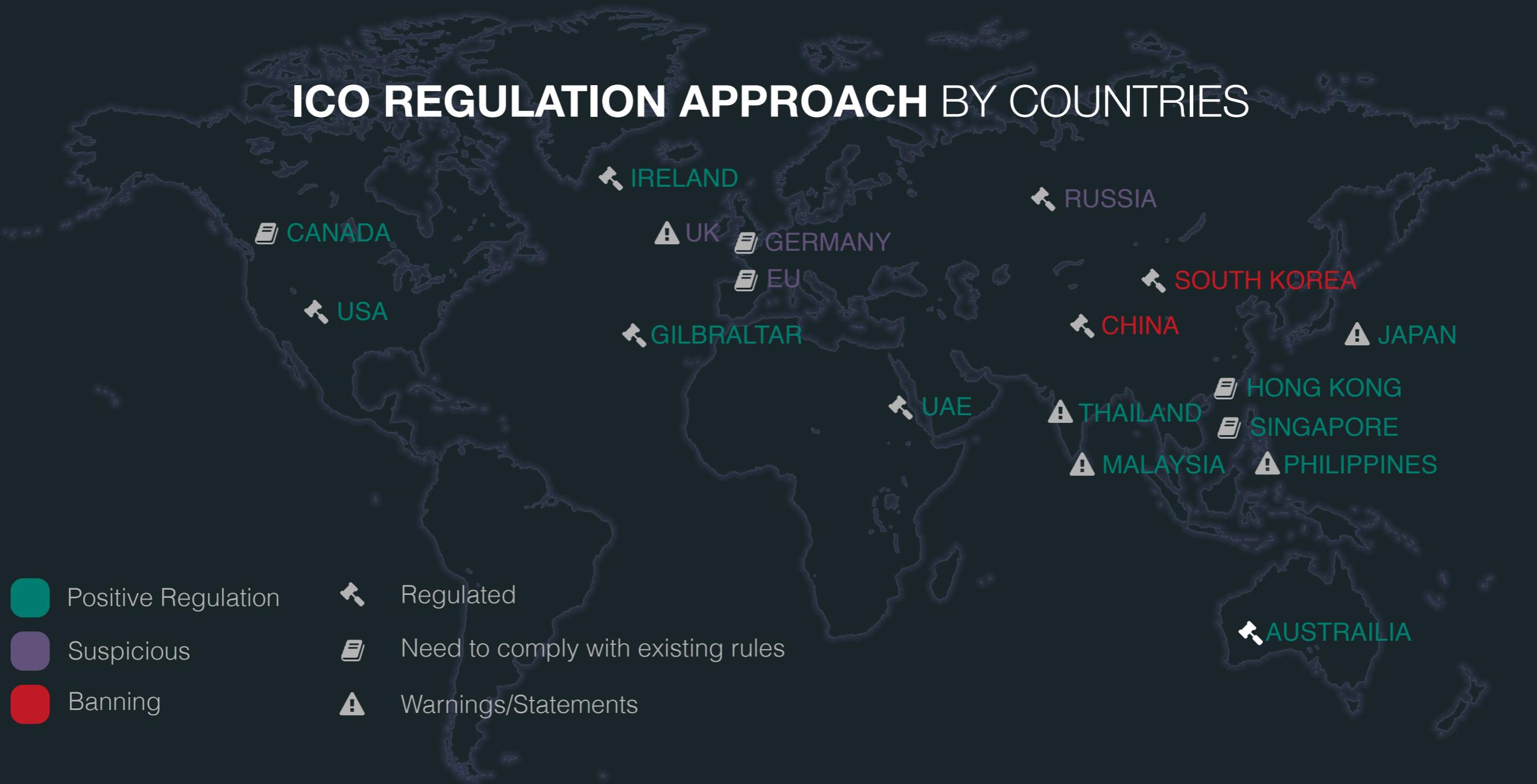
24,68%

North America

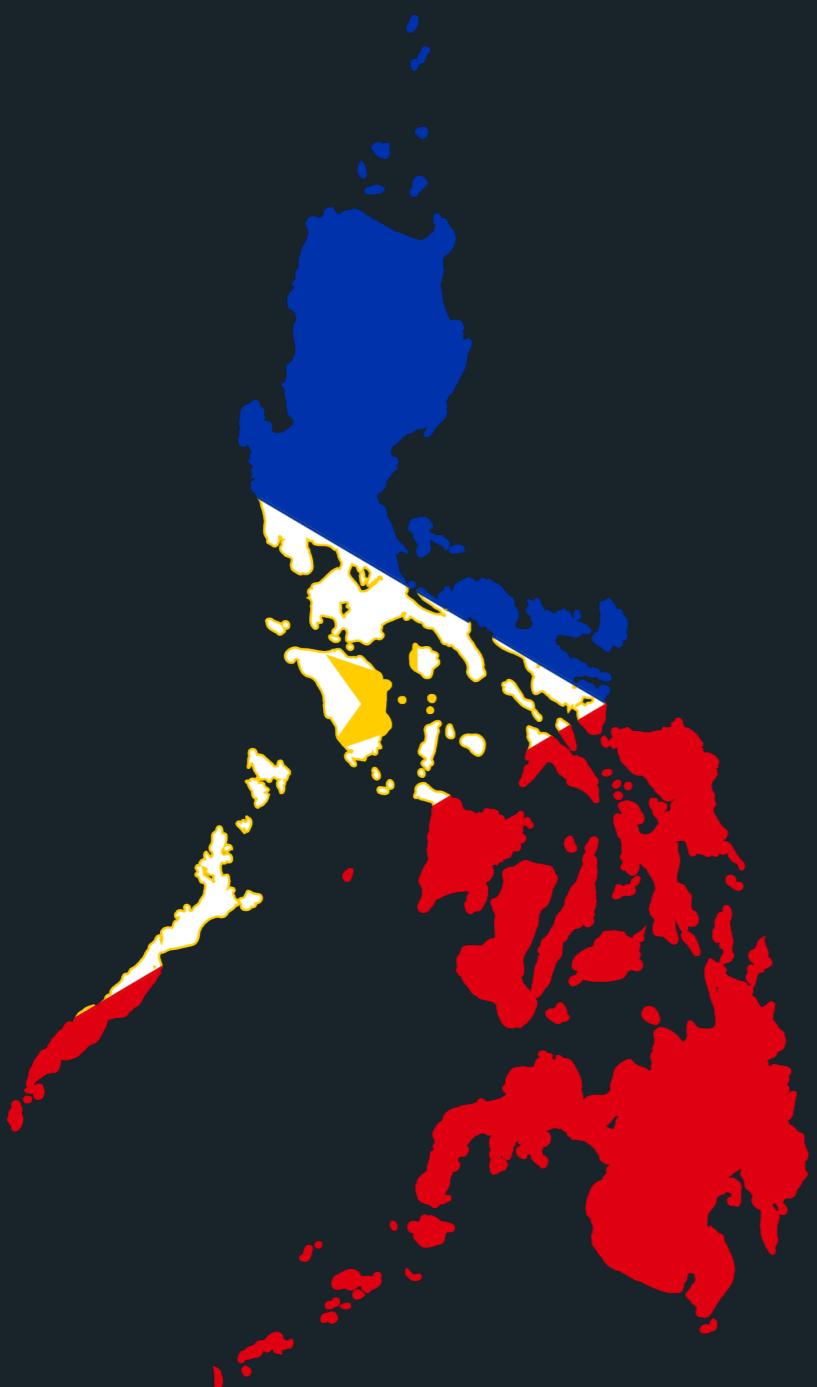
\$589.7 raised funds

62 projects

ICO REGULATION APPROACH BY COUNTRIES



Countries have been overall **supportive** to ICOs and are in the middle of learning how to properly regulate them; differentiating between securities and utilities, responding to scams with the implementation of government-led compliance measures.



PHILIPPINES POSITION ON ICOS

- Up to 15 Incorporators
- P10M Entire CrowdSale
- Cannot be Securities

PH ICOS

- Incorporate in SG
- Utility Tokens Only
- Private Investor Raises
- Must use the blockchain
- Funds used mainly on blockchain development and marketing

Who is ICOing in PH?



135M USD



15M USD



35M USD



LOYALCOIN

20M USD



100M USD



UNKNOWN

ICO Marketing

It will take about 500K USD to promote your token in order to raise between 10M to 100M USD.

	Minimum	Maximum	Unit Per	Quantity	Sub Total
Listing	\$5,000	\$10,000	Listing	10	\$50,000
Road Show	\$5,000	\$7,000	Event	7	\$35,000
Google Adwords	\$15,000	\$50,000	Month	3	\$45,000
Crypto Adspace	\$10,000	\$30,000	Month	3	\$30,000
Media	\$2,000	\$10,000	Engagement	10	\$20,000
Community	\$5,000	\$8,000	Month	3	\$15,000
Underwriting	\$100,000	\$250,000	Underwriter	2	\$200,000
Investor Networks	\$15,000	\$50,000	Network	5	\$75,000
Total					\$470,000

ICO Listing

It costs around 1BTC (**\$7,000**) to list your ICO,
and there are **89 listing websites**.



TokenMarket



ICO drip



CoinMarketPlus[↑]



CoinStaker



ICO ALERT

Road Shows

\$5,000 - \$7,000



Philippines: March 17-21

Singapore: March 19-20

Hong Kong: March 22-24

Indonesia: March 26-27

Thailand: April 2-3

Japan: April 5-6

South Korea: April 7

New York: October 31

Singapore: November 13

Santa Clara: November 29

Davao: December 2

Baguio: December 16

Thailand: January 6

San Francisco: January 16

Miami: January 19

LA: January 21

Tokyo: January 28

Irvine: February 15

Media

\$2,000 - \$10,000



THE COINTELEGRAPH

Forbes

Bloomberg



HACKED



Entrepreneur

HACKERNOVA

Sponsored By
 **PUSHER**

Community

24 Hour Support



Telegram



reddit



Viber



WeChat

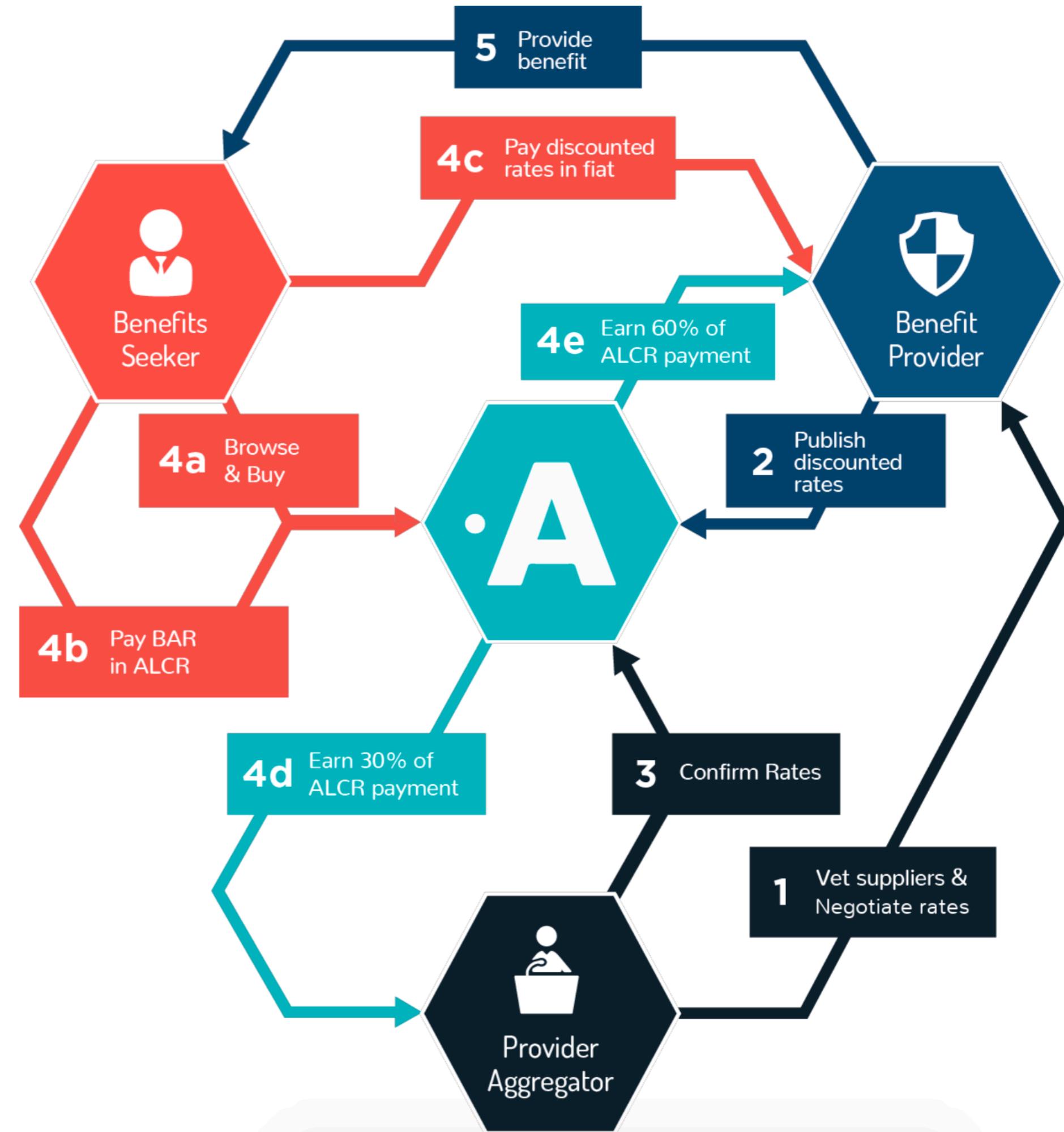
ICO Commissions

Additionally expect to issue commissions from the marketing team, network enablers and ICO platform enablers.

	Minimum	Maximum	Unit Per
PR/Marketing Team		5% 10%	Entire Raise
Network Enablers		5% 10%	Per Referral
Referrals		5% 10%	Per Referral
Platform Enabler	1%	2%	Entire Raise



TOKEN DESIGN

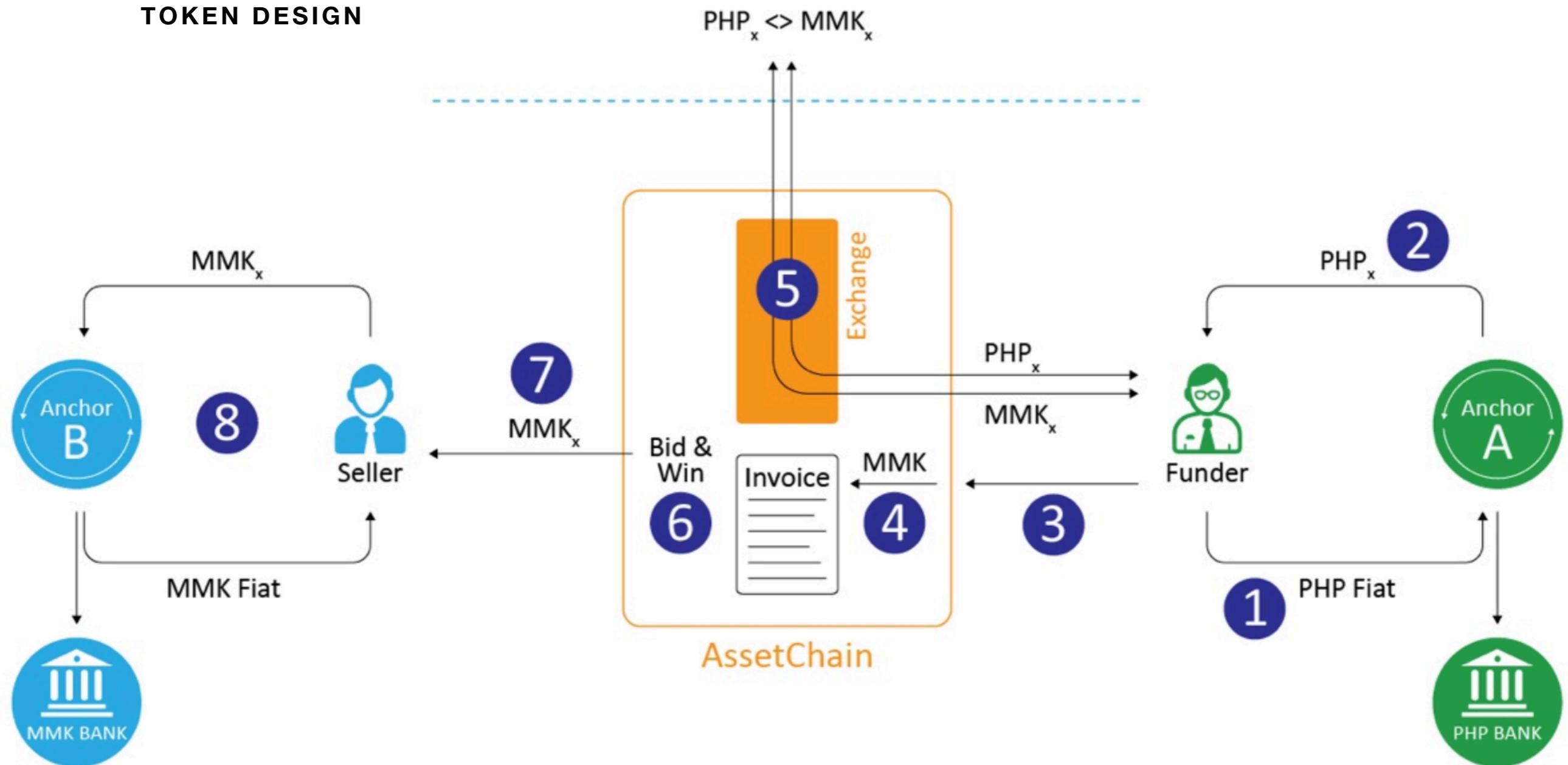




STELLAR Network

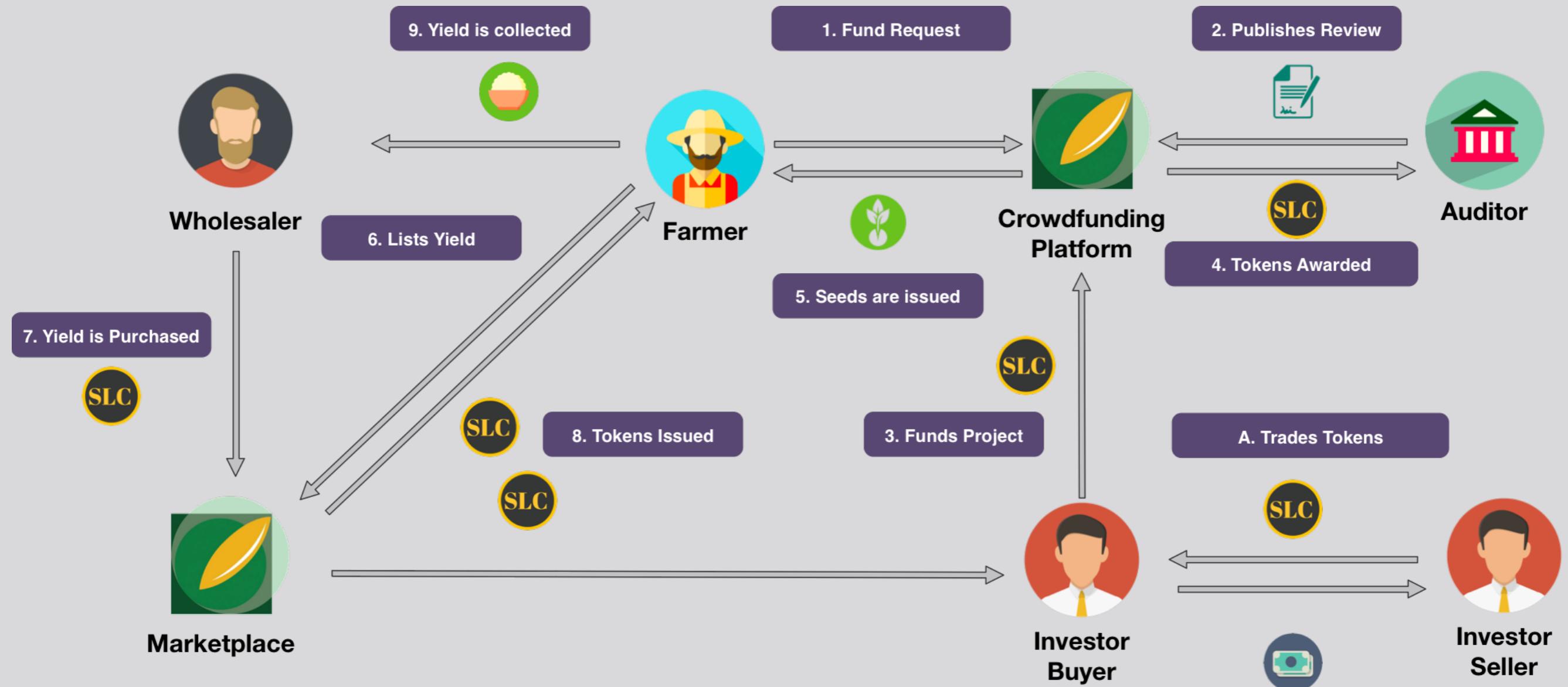
Distributed Exchange

TOKEN DESIGN





CROWD FUND AND MARKET PLACE



Sample Token Utility Model