



Launch Token

LAUNCH YOUR OWN CROWD SALE

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Executive Summary

The year 2017 was the year of cryptocurrencies and ICOs. Hundreds of blockchain start-ups sprang up and collected huge investments via ICOs all through the year. With the blockchain market predicted to reach \$1 Trillion, 2018 is not going to be anything different. Hundreds of millions of dollars are going into ICOs every month and there needs to be checks and balances to ensure their fairness and reliability.

Launching an ICO comprises of several critical components that need to be done correctly. These include things like email signup, whitelisting, KYC, presales, crowdsales, caps, countdowns, etc., in addition to a properly written ERC20 token and smart contract for the distribution of tokens.

Companies looking to raise money with an ICO have enough to worry about and should focus on building their business. They shouldn't have to worry about the process of launching an ICO and following complex rules and regulations, which can be scary and overwhelming. Most companies doing ICOs have small teams and don't have the resources to build out temporary ICO websites.

While millions of dollars are being invested in the ICO projects, there hasn't been much research and development put into creating a platform that can automate the ICO process while enabling users to easily manage the ICO campaign. This is what inspired us to build a platform that can allow users to launch their own crowdsale with ease. Launch Token is the answer.

Launch Token is a multi-facet protocol and application that allows anyone to instantly launch a crowdsale and receive funds. The protocol allows you to easily build a secure programming interface wherein you can seamlessly drag and drop solutions on top of it. With this automated ICO crowdsale platform, businesses can instantly create a token, choose a website template design, and select an ICO model and kick-start an ICO campaign.

With Launch Token, launching your crowdsale is just a click away. As launch token handles all your ICO tasks, you can concentrate on building a great product.

Sounds too good to be true!

We are launching our own prototype on this platform.

Launch Token is poised to disrupt the ICO space. Invest now in this amazing platform to become a part of an innovative project that is surely going to reward you big time!

Introduction to the Cryptoworld

Bitcoin and Cryptocurrencies is the latest buzz in the financial world in recent times. When Bitcoin was introduced in 2008, financial analysts opined that it was just another crypto bubble. However, Bitcoin proved everyone wrong by touching \$17,000 in 2017. With the Bitcoin disrupting the entire economics, hundreds of cryptocurrencies came into existence. Though there are only few outlets initially that accepted cryptocoins, today even banks are seriously considering the usage of cryptocoins.

The evolution of Cryptocurrency

A cryptocurrency is a digital currency that is regulated by encryption techniques and operates outside a centralized banking system. It was Bitcoin that brought cryptocoins into limelight. It was in 2008 that Bitcoin was introduced with a pseudonym Satoshi Nakamoto. This virtual currency was based on mathematical proofs and operated independent of central authorities and offered instant and secure transfer of funds without any intermediate fees. The advent of Bitcoin has taken the world by a storm. By introducing a new type of virtual currency, Bitcoin opened up a new world of economics. With a distributed ledger system and immutable structure, Bitcoin quickly gained reputation. That is the reason Bitcoin rose from 1 cent to \$17,000 within quick time and never looked back.

The sudden rise of Bitcoin resulted in a sudden influx of hundreds of cryptocoins such as Litecoins, Ether, Ripple, Zcash etc. They are called altcoins or alternate coins. Being cheaper than Bitcoin, altcoins became popular in quick time.

The State of Cryptocoins

Cryptocurrency is everywhere. Regardless of the size and nature of the industry, every vertical is aggressively embracing the cryptocurrency platform. According to [CoinMarketCap](#), the total cap on all cryptocurrencies hit an all-time-high of \$800 billion in January 2018 and came down to \$417 billion by Feb 2018. It shows a market cap of \$263 billion, displaying 1596 cryptocurrencies, as of 2nd April, 2018. The CEO of top cryptocurrency exchange, [Kraken](#) opined that the cryptocurrency market revenues would touch \$1 Trillion this year. [MarketsandMarkets](#) reports that the cryptocurrency market was valued at \$284 million in 2016. This value is

expected to touch \$2.9 billion by 2023, growing at a CAGR of 32.31% between 2017 and 2023.

The underlying technology

The uniqueness of Bitcoin lies in the underlying blockchain technology that runs the virtual currency. A blockchain is a decentralized, distributed ledger that records all transactions on the blockchain in an immutable way. Each transaction is verified and approved using a consensus model that involves solving complex mathematical puzzles. Each block is linked to the previous block with a hash value. With immutable records, blockchain allows you to create a secure, faster and reliable network.

How blockchain works?

Consider an instance wherein a customer visits a shopping mall to purchase goods. When the customer finishes the purchase, he pays the bill with Bitcoins. Using his private key, the customer will transfer the ownership of the currency to the mall owner. This transaction details are sent to miners for verification. Miners use a consensus model such as Proof of Work (PoW) and solve complex mathematical puzzles that involves combining data of previous transactions. The first miner to solve the puzzle would stamp that transaction to the block and receive newly mined bitcoin as a reward. Others miners too confirm that there is no double spend.

The blockchain technology improves efficiencies, reduces middleman fees and regulations and enhances security while adding transparency to the entire process.

The advent of Ethereum

While Bitcoin revolutionized the currency world, Ethereum took it to the next level. Leveraging the Bitcoin blockchain, Ethereum created a platform that allows anyone to create decentralized applications. While Bitcoin was only used as a payment option, the Ethereum platform brought the blockchain technology to the mainstream. Today, every vertical is moving onto the blockchain network to leverage all the benefits offered by the blockchain technology.

The advent of ICOs

The advent of the blockchain technology has opened up a new world of economics. Initial Coin Offering (ICO) is one among them. An ICO is a fundraising mechanism that is similar to an Initial Public Offering (IPO) but issues underlying cryptocurrencies instead of company shares. Though ICOs are thought of as unregulated security ventures wherein unjustified amount of capital is raised, ICOs are actually disrupting the traditional venture capital model. As ICOs raise capital from investors before launching the actual product, it is considered as a risky model.

ICO starkly differs from the IPO in the fact that IPO is for established companies who want to dilute their ownership and expand the company while ICO is about entering the market with just an idea or a prototype.

ICO Vs IPO

ICO	IPO
Initial Coin Offering at the beginning of the project	Initial Public Offering after the product is established
First ICO in 2013	First IPO in 1602
First cryptocurrency through ICO is Ripple	Dutch East India Company issued first IPO/stocks
Largest ICO till date is Filecoin (\$257 million)	Largest IPO till date is Alibaba (\$25 billion)
Not listed on the stock exchange	Should be listed in the stock exchange
No pre-requisites	Multiple requisites
Cryptocurrencies	Fiat currencies
Crypto wallet is enough for investors	DMAT and KYC are needed for investors
Investors get crypto coins / tokens	Investors get stocks
Self regulated	Government regulated

Less than a month	5-6 months
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It was J.R. Willet, called the father of ICO, who launched the first ICO in 2013 for Mastercoin. He never thought that this idea would pave way for investments of millions of dollars within a couple of years.

The core technology for the Ethereum token (ERC20) was created by Fabian Vogenstellar.

The year 2013 saw the beginning of the ICO model. While Ripple was able to pre-mine and sell 1 Billion XRP tokens to investors, Ethereum managed \$18 million in the first quarter of 2014. While Ethereum platform allowed developers to quickly create and deploy decentralized apps, it also made it easy to create tokens via ERC20 standard. Ethereum Request for Comments (ERC) is the standard that defines a set of rules required to make a token eligible for interacting on the Ethereum network. Whether it is a cryptocurrency or a token, ICOs allow investors to make an investment and be a part of an innovative project. A notable crowdsale campaign on Ethereum network is Decentralized Autonomous Organization (DAO). In May 2016, DAO raised more than \$150 million to become the first largest crowd funding campaign. With Ethereum platform, it is easy to create a token and raise funds.

ICO offers 3 types of crypto assets:

- Crypto Coins
- Tokens
- Tokenized Securities

The state of ICO market

Here are some of the top ICO campaigns:

- Status.im - Raised \$270 million in a few hours
- Aragon - Raised \$25 million in 15 minutes
- Basic Attention Token (BAT) - Raised \$35 million in less than a minute

- Bancor - Raised \$140 million in a few hours
- Tezos - Raised \$232 million
- Filecoin - Raised \$262 million
- EOS - Raised \$180 million

According to [BTC Manager](#), the total ICO value in 2017 accounted to \$3.2 Billion. Tezos topped the 2017 list with investments of \$232 million. US accounts for \$811 million and 17.69% of ICO projects. Russia Federation tops the list in terms of revenues (\$956 million), as reported by ICO [Watchlist](#). Similarly, 39% of revenues were generated for the blockchain platform category. The finance vertical tops the list with 12.8%. A total of 6 billion US dollars was raised through ICOs in 2017.

Looking at these numbers, it is evident that the lack of capital investment doesn't hinder your innovation. If you sell your idea, you can find lot of investors to enter the market help you realize your innovative dreams.

Challenges with launching an ICO

While launching an ICO is an easy way to raise funds for the protocol development, the process invites several challenges. Here are a few of them:

White Paper projects

Until the mid of 2017, launching an ICO was simple and easy. Without even writing a single piece of code, people just shared an idea on the Internet and collected huge funds via ICOs. All you needed was a well written white paper. However, many ICO projects failed to create the actual product. While some of them were scams, real ones too failed owing to the lack of token economics. Initially, people invested in ICO because of the hype. However, the current investors are lot more aware of ICOs and are using due diligence before investing in an ICO. As such, the quality of ICOs has increased too. So, launching an ICO is not a cakewalk anymore. You should have a strong token economics and a powerful product while being able to communicate the idea in a convincing way to investors. In addition, you should stand out of crowd amongst numerous fraudulent projects.

Building proper team

The biggest challenge in launching an ICO is building a proper team. For a successful launch of an ICO, you need the following team:

- White paper writer
- Graphic Designer for white paper and website
- Developer/coder for the product
- Smart contracts to execute the idea
- Blockchain engineer to build/manage the blockchain network
- ICO managers who have raised at least \$10 million on previous ICOs
- Community Managers to build communities on Reddit/Telegram/Twitter/Medium etc.

The problem with blockchain technology is that it is quite new. So, identifying the right people that have expertise on the blockchain technology is a challenge. As such, most people go to a freelance platform and hire different people for different tasks. Hiring the right people for the right task is the key. At the end, it becomes a challenge to build an entire ICO team. You have to spend several hours in managing the ICO team and the launching campaign instead of improvising the actual product.

Safety

ICOs receive hundreds of millions of dollars in investments every month with the purpose of decentralizing the world. But the risk of ICOs has deterred a lot of potential investors. Although there are only a very small set of variations in ICO models, there currently is no standard. Everything is, ironically, still SQL / NoSQL databases. This allows anyone with database access to meddle with sensitive information or insert fake records for personal gain. In more extreme cases, investors lose all of their investment and because of the nature of blockchain, there is no rewind button.

Reliability

In the programming world there is a concept called Don't Repeat Yourself. The theory behind this is that code should be written once, or templated, in order to prevent mishaps. In the real world, when things are re-written over and over again bugs arise. Currently it is a very manual process that requires engineers to be present at each milestone.

Given the sheer volume of financial value being transferred during ICOs, there needs to be a reliable protocol that developers can subclass and hook into like an API.

Economics

Resources are scarce for companies looking to build their own ICOs. They scramble to build a functional prototype, and are then forced to dedicate their limited resources to building ICO landing pages. Instead of working on product features, a lot of companies are side-tracked by having to build temporary infrastructure for crowdsales, many of which become disasters. These companies are limited in resources and would benefit a lot from using a trusted third protocols and battle-tested websites.

Compliance

As investments into crowdsale started pouring out, US Securities and Exchange Commission (SEC) stepped forward to regulate this procedure. Simple Agreement for Future Tokens (SAFT) is another useful project that tries to protect the interests of ICO investors. While China imposed a ban on ICOs, South Korea imposed regulations.

Gaining Investors Trust

Being a new entity with no standards and regulations, investors are more apprehensive about ICOs. So, the support team has a tough job on hand, answering every small query and concern of the investors.

While there are millions of dollars at stake, there hasn't been much efforts put into research and development of a comprehensive platform that can handle all

ICO tasks from a single dashboard. Launch Token takes up this challenge with pride.

At Launch Token, we understand how important it is to overcome all these challenges to successfully launch and manage an ICO project.

Launch Token is building a new protocol that will allow anyone to run every part of their crowdsales on the blockchain. This includes whitelisting, KYC, caps, presales, crowdsales, phases, and mechanisms for scam prevention.

Launch Token – A Blockchain-based Decentralized platform to Launch your own Crowdsale

Launch Token is a blockchain-based decentralized platform that enables anyone to instantly create an ICO campaign and start raising funds with a click of a button. This comprehensive ICO platform delivers end-to-end ICO campaign solutions, allowing businesses to concentrate on improvising the core product offered through the ICO. Right from creating a token and choosing an ICO model to creating a website and raising funds, every aspect of the ICO is managed with just a click of a button. Using the intuitive dashboard, you can easily monitor and manage the entire ICO proceedings. The entire ICO process is run on the blockchain without the need to write a single piece of code. The interface is intuitive and easy to use, secure and significantly optimizes ICO operational costs.

Launch Token Architecture

- 1) **Launch Token Protocol:** At the heart of the Launch Token ecosystem is the Launch Token protocol that facilitates creation of standardized and secure programming interfaces for crowdsales.
- 2) **Launch Token Application Layer:** The Launch Token application layer enables users to seamlessly drag and drop solutions on top the Launch Token protocol.

- 3) **Launch Token backend layer:** The Launch Token platform leverages the blockchain technology to store and manage data across the ecosystem. The platform is based on Ethereum blockchain.
- 4) **Launch Token APIs:** The Launch Token APIs allow users to integrate the ecosystem with internal and external applications or services
- 5) **Launch Token ICO services:** Launch Token offers additional ICO services such as website builder, token creation, email management, KYC, ICO models etc.

How it works?

With Launch Token ICO platform, creating an ICO campaign is just a click of a button. Simply register your profile on the Launch Token website or app and you are ready to get started. Here are the steps to being your ICO campaign.

- 1) **Create a Token:** Begin the ICO campaign by creating a token. The process is simple and easy. Users have to fill out a short form and the platform instantly creates a token for the user. Alternately, the user can input an existing token and use it for the campaign.
- 2) **Choose an ICO model:** As each business varies in terms of size, nature and processes, so are the ICO models. Launch Token has everything covered for you. Regardless of the size, nature and model of your business/product/service, we have an ICO model for you. Choose the one that suits your ICO requirements with just a click.
- 3) **Create an ICO website:** A professionally designed is the key to successful raising funds in an ICO project. Launch Token offers hundreds of website templates for you to choose from. Browse through the models and choose the website template that best suits your company brand or vision. Select the website template, enter few details and instantly create your own ICO website.
- 4) **Launch your ICO campaign:** once you are ready with the token, ICO model and the website, you can launch the ICO campaign from the Launch Token platform and start raising funds. Launch Token is a blockchain-based

decentralized platform that runs smart contracts, facilitating you to manage the entire crowdsale.

For crowdsales held using the Launch Token protocol, 0.25% of all proceeds will be converted to LTK (the Launch Token token). As the Launch Token protocol becomes more reputable and supports more features, this rate will rise reasonably to reflect that.

For users looking to create tokens through the platform (as opposed to having an existing token contract), there will be a flat fee paid in Launch Tokens. For the application layer, there will be a monthly hosting fee wherein users will pay in Launch Tokens to continue hosting their websites.

Launch Token Features

Email Signup and Whitelisting

- Put whitelist on the blockchain
- Easy to integrate (don't have to create own DB)
- Still integrate w/ MailChimp or whatever external service

KYC (Know Your Customer)

- Choose countries
- Integrate with 3rd parties to make it easy
- Just choose requirements

Presales

- Unique referral link on blockchain
- Smart contract enforces threshold
- Accepts from whitelist of addresses
- Orchestrates exchange of ETH for tokens

Crowdsales

- Same smart contract enforcement as presale

- Enforces caps w/ start and end date
- Different ICO Models
- Phases, different caps during each phase
- Single phase
- Templatize configurable variables

Refund in case of a scam

- Super majority vote for refund
- Added security to make people comfortable
- Fees not refunded

Admin Dashboard

- Manage whitelist
- See token config, etc

Token Builder

- Templatize configurable variables (supply, ticker, decimals, etc.)

Website Builder

- V2 - easy to launch with no code
- All our tools are integrated

Token Utility

- ETF take 0.15% of all ICOs that use our platform
- Take a % of funds raised
- VC/Hedge fund style
- Heroku model for website hosting
- Pay monthly fee in tokens to host website
- Will be used to maintain the platform

Prototype

- We will hold our own ICO on top of our own prototype

Why Launch Token Platform?

Comprehensive

Launch Token platform is a one-stop solution for your ICO campaign needs. This comprehensive platform offers end-to-end ICO campaign solutions, right from creating a token and website to kick-starting the ICO. Tasks such as whitelisting, KYC, caps, presales, crowdsales, phases, and mechanisms for scam prevention are all handled by the platform. So, you can sit back and concentrate on improvising the actual product as the platform manages the token crowdsale.

Easy to use

Launch Token platform is a comprehensive platform that lets you manage all your ICO project tasks from a single pane. At the same time, the design is intuitive and easy to use. You don't need any technical expertise to navigate through the app or monitor the ICO campaign.

Device-Agnostic

Launch Token platform is device-agnostic. As such, you can run it on a range of browsers, smart-phones and platforms. The platform offers a range of cross browser/cross platform templates that can be simply added or removed on the go.

Secure

Launch Token platform leverages the blockchain technology to create a highly secure platform. The entire crowdsale is run on a secure protocol which means you gain more trust of your investors that in turn results in more funding.

Reliable Infrastructure

Launch Token ecosystem is built on a battle-tested infrastructure that is highly reliable. Simply point your websites to our IP and Launch Token will host your websites for high reliability.

Seamless Integration

Launch Token allows you to seamlessly integrate your existing infrastructure with launch token platform using APIs. So, you can monitor and manage the ICO campaigns and act accordingly.

Great Support

Whether you have a question, suggestion or an issue, the Launch Token is always there to help you. The vibrant team is committed to providing a higher customer experience to everyone. It works 24/7 and so you are always a click away.

Launch Token Token (LTK)

The Launch Token token (LTK) is the fuel of the Launch Token Ecosystem. All transactions performed on the Launch Token platform will incur a small fee in the form of Launch Token Tokens. Whether you want to create a token, build a website or manage the ICO end-to-end, you have to pay LTKs to access any service available on the platform.

For crowdsales held using the Launch Token protocol, 0.25% of all proceeds will be converted to LTK (the Launch Token token). As the Launch Token protocol becomes more reputable and supports more features, this rate will rise reasonably to reflect that.

In the future, Launch Token will allow users to contribute ICO-related stuff such as website designs, white paper designs, ICO models, Tokens, improvise code etc. As an encouragement, Launch Token platform will offer LT Tokens for the contributors. As the ecosystem grows, the value of the LT Token increase to provide more rewards for its members. Similarly, Launch Token envisages to bring more ICO-related services onto the platform that will surely boost the value of the token.

LT Token Airdrop

Launch Token will have a service for airdrops to distribute free tokens to its members. The system will take a snapshot of balances at certain points in time to determine how many tokens can be airdropped.

Launch Token uses Etherscan to airdrop tokens. Etherscan is a read-only interface of the Ethereum blockchain that allows you to explore the public ledger blockchain.

How to get Launch Token tokens?

Users can receive LT tokens from the following ways:

1. Launch Token tokens can be purchased at the time of the ICO sale.
2. After the ICO sale, LT Tokens can be purchased from selected cryptocurrency exchanges.
3. Members can contribute to the community and earn tokens.
4. Launch Token will airdrop tokens to its members.

Initial Coin Offering (ICO)

Why an ICO?

While there are hundreds of ICOs coming up every month, 60%-70% ICO campaigns are not successful, owing to the lack of the required expertise or not being able to build a right team. This is what inspired Launch Token team to create a comprehensive platform that offers end-to-end ICO solutions for everyone. With an automated tool at your disposal, you can stop worrying about the ICO and start building a great product.

While we have the idea, expertise and a strong team to build this platform, we don't have the required funds to take this project to a global audience. So, we are offering an ICO sale wherein members can purchase tokens to access all services of the LT platform.

ICO Details

A total of 10 million LTKs will be minted. Among them, 35% of tokens will be available for purchase at the ICO sale. A total of 3.5 million tokens will be up for sale with an initial token price of \$0.50. The platform intends to raise \$1.75 million through the 1st ICO sale.

Here is a breakdown of the token distribution:

Purpose	Token Percentage
Public	35%
Community Growth	5%
Partners	15%
Future Staff	30%
Founding Team	15%

Here is a breakdown of the usage of funds raised through the 1st ICO sale:

Purpose	Percentage of Funds
Research & Development of the Platform	55%
Marketing	25%
Operations	10%
Network	5%
Compliance	5%

Sustainability of the Platform

Launch Token platform sustains through the revenues generated from the following services:

a) Fees: Users have to pay a small fee to register with launch Token program and to access the platform. The fees is paid via launch token tokens (LTKs). The platform consists of multiple components. So, the fee is based on the services used the member:

- Register with Launch Token platform
- Creation of a token
- Website builder
- ICO Marketing Services

Launch Token ecosystem is an end-to-end ICO solutions platform. As such, there is a one-time fee to access the services. When members register with the Launch Token platform, they get access to all services offered by the platform. However, members who already have a token can launch it on the platform. Similarly, members who already have a website for the ICO launch can choose to use their own website. For such instances, members can choose the platform on a per-component basis. The fee is paid using Launch Token Coins (LTCoin).

b) Marketing Services: Launch Token plans to launch marketing services for the ICO campaigns. As the platform takes care of the marketing programs, members can concentrate on introducing a great product. The marketing and investment services are handled by the Launch Token marketing team.

c) Partnerships with ICO teams: Launch Token plans to build partnerships with experienced ICO teams that comprise white paper writers, graphic designers, website designers, ICO managers, marketing managers, social media managers,

investment advisors etc. so, members don't have to worry about building an ICO team. We have everything covered.

d) Marketing of Launch Token Platform:

Launch Token plans to use various mediums to promote the platform. Right from social media to mobile marketing and offline campaigning, the platform leaves no stone unturned to take the brand name to every household. Here are some of the areas that are covered:

- **Online Marketing:** Websites, blogs, blockchain forums and communities
- **Social Media Marketing:** Facebook, LinkedIn, Twitter etc
- **Mobile Marketing:** SMS, Apps, notifications etc
- **Offline Campaigning:** Promotional events, pamphlets, TV ads etc.

e) Community

Launch Token is building a vibrant community that will play a vital role in managing the platform. The community will share ideas, assist new members, resolve issues and vote on important decisions.

f) Voting

The platform will conduct a voting before taking important decisions such as upgrading the technology, realigning the blockchain platform, introducing new services etc. All the members of the Launch Token community can participate in the voting.

Product Roadmap



Team Behind the Project

Launch Token comprises of a strong technical team that is augmented with experienced management team that has several years of experience in managing technology projects. The marketing team adds value to this squad.

Edmund Mai

Edmund Mai is the Co-founder and CEO of Launch Token. As an expert full stack, mobile and blockchain engineer, Edmund brings several years of programming experience to the table. He is the co-founder of Potata Labs. Before launching Launch Token, Edmund Mai has worked for several prestigious software companies such as CrowdTap and Net Theory. Edmund also offers blockchain solutions to Oyster.



Aaron Vasquez



Aaron Vasquez is the Chief Technical Officer at Launch Token. He is an experienced full stack, mobile and blockchain engineer. Before joining Launch Token, Aaron has worked for large enterprises such as Google and Uber. He is also the co-founder of Potato Labs. Graduated in

Computer Science & Finance from New York University, Aaron effectively handles the Launch Token platform with ease.

Wen Giwa-Osagie

Wen Giwa Osagie is the Vice-president, product at Launch Token. Graduated from Capella University, Wen has worked as a business consultant for several companies including Lexis Nexis, E-Trade Financial Corporation and Time Magazine. Currently, Wen is the Senior Product Management Consultant at VSI Technologis.



Contact Us

As the entire technology world moves to the blockchain, Launch Token stands at the forefront of this transformation. We can help you make a smooth transition to the cloud.

Sounds too good to be true? Get in touch with us to know more this exciting platform!

Launch Token Website: <https://www.launchtoken.me/>

Email: business@launchtoken.me

Facebook Page: <https://www.facebook.com/launchtoken/>

Telegram: <https://t.me/joinchat/GyRlcxLhxjsQxw5e-wYVzw>

Twitter Handle: https://twitter.com/launchtoken_ico

LinkedIn Page: <https://www.linkedin.com/company/launch-token/>

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