

# Creating a Coin Backed by Oil



■ New Visitor ■ Returning Visitor



# Concept

- Streamline the process of trading in oil securities.
  - 1 barrel of oil equivalent to 1000 tokens.
  - Can cash in tokens with equivalent monetary value or in oil quantity.
  - Landing Page
  - Github
  - Whitepaper
-

# How do we make money?



Transaction fee for every token trade.

The profit we make is the difference between the reward for miners and the transaction fee.



# Marketing

- Who is our main audience/investor?
- How much can we spend on marketing?
- Are we marketing on our own or outsourcing to third party marketing firm?

A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some bokeh lights. The word 'Marketing' is overlaid in white text on the left side of the image.

# Marketing

- Get listed on ICO sites - Coinschedule, ICO-list
- Get an ICO rating - Digrate, ICOrating
- Paid advertising campaign - Facebook, Google, Twitter
- Events - Coindesk and Coinschedule events in 2018



# Marketing

- PR and Media Outreach
- Forums - Reddit, Bitcointalk
- ICO Marketing Channels -
  - Reddit - IcoCrypto, EthTrader
  - Slack - CoinFund
  - Telegram
  - Tokenmarket
  - Paid ICO advertising



# Coin Supply and Distribution



How many coins will be distributed?

Decide if we want a private sale, and pre-sale?

Determine soft cap and hard cap.

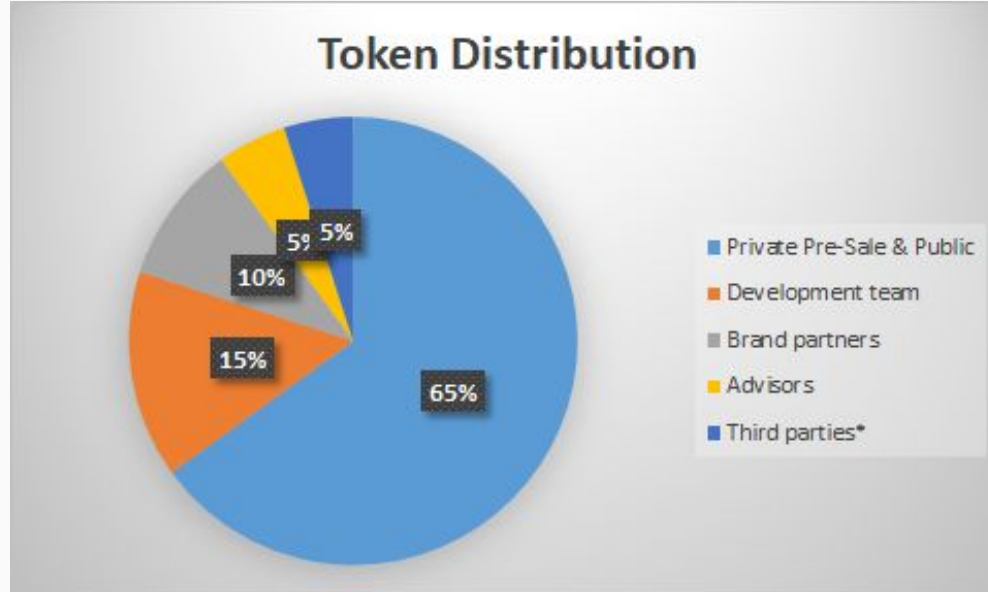
# Coin Supply and Distribution



- Benefits to private sale
  - Raise funds early
  - Build credibility
- Pre-sale
  - Consider lower price
  - Gauge interest/leverage interest
  - Bonuses?
  - Create Fear of Missing Out



## Example - Loomia:



	Number of tokens
Private Pre-Sale & Public	600,000,000
Bonuses	80,000,000
Not for sale	366,000,000
Total tokens	1,046,000,000

# Executing ICO



- Main Sale lasts typically from 1 to 2 months.
- Open to all investors.
- Use MyEtherWallet from [ethereum.org](https://etherbase.org) to launch the crowdsale.
- Could also use Metamask

# Post ICO and other considerations



- Get listed on exchanges:
  - Coinbase, Binance, EtherDelta, Bancor, Bittrex
- Is there a time restriction to the access of funds?
  - Helps build credibility.

# Post ICO and other considerations



- Update Landing page and Whitepaper.
- Update token circulation count
- Make way to trading in cryptocurrencies representing other energy commodities and securities.