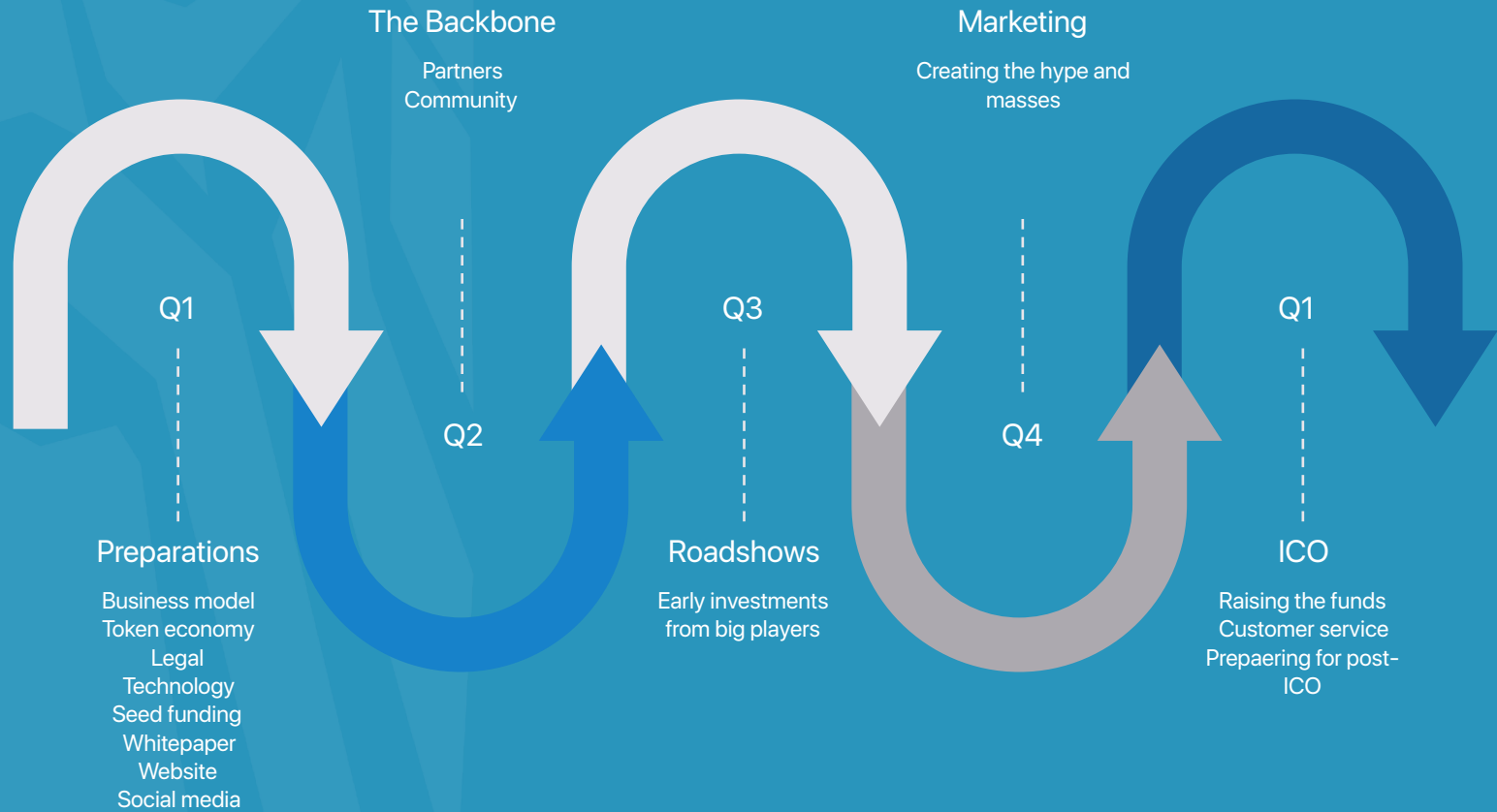


ICO ROADMAP

**ICO "can" be the smartest way
to raise funding without diluting
company ownership.**

ICO ROADMAP



PREPARATIONS

- **Solid business model with or without blockchain.**
 - Will blockchain improve the model?
- **Token economy.**
 - Does it create value for the company, users and investors?
- **Legal issues**
- **Technology choices**
- **Seed funding (\$200k - \$1m) to run the ICO**
- **Whitepaper that explains investors why invest.**
- **Website that is focused and creates trust.**
- **Social media that is active and engaging in all relevant channels.**
- **Team is perhaps the most important thing. Build it well from the core to the advisors. Investors look at that more than your idea.**

THE BACKBONE

- **Get partners.**
 - Joining you once the business starts.
 - Marketing network.
 - Tech partners.
 - Distribution partners.
 - Partners that help creating a bigger ecosystem.
 - Partners that benefit from you and benefit you.
 - Get their logos and testimonials to show.
 - Get their connections and network.
- **Build the community**
 - Active social media.
 - Marketing to obtain critical levels (>100,000).
 - Engage, excite, make your community active and part of the development.
 - How does your community members benefit from being part of your community?
 - How to engage community members to bring in their network?

ROADSHOWS

- You need the big guys to show the small guys that you're valid.
- They will be a substantial amount of all funds raised.
- Use companies that arrange investor meetings or hook up yourself.
- Do not move forwards before you have substantial commitments and funding.
- Their investments fall through once the ICO is successful = you can also attract the small guys.
 - Offers the big guys a guarantee that you can create the hype and bigger attraction to your business.
- Enjoy the flying, there will be a lot of it :)

MARKETING

- **Minimum of \$200k (may include roadshows).**
- **Solid marketing plan and marketing lead.**
- **Constant analytical monitoring and optimizing.**
- **Create the hype, bring in the masses to see what you have already done and where this is going.**
- **People are followers. If you have a big community and already secured investments, they will follow if your projects looks vibrant, cool and "the next big thing".**
- **Traditional social media, listing sites, PR, Bounty, etc.**
- **Don't give people too much time to decide and make sure what they miss if they don't act NOW.**

ICO

- **Pre-sale that can feature moderate discounts and/or other benefits.**
- **ICO with all in marketing and media boosting.**
- **24/7 online customer service - people often need help, encouragement and a little push.**
- **The team has to be present and involved all the time. Team is more important than the idea.**
- **Give realtime investment info - again, people are followers.**
- **Use minimum and maximum cap to create security and sensibility.**

AFTER THE ICO

- **Continue communicating to your community and investors. They are your best salesmen.**
- **Spend funds wisely for it's easy to spend \$10m and file for bankruptcy.**
- **Never hesitate to change the business plan, things change.**
- **Think big. There is no such a thing as impossible, it's always "how the fuck are we gonna get there".**

Let's do this?