

Icoico

Tech Whitepaper
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1 Introduction

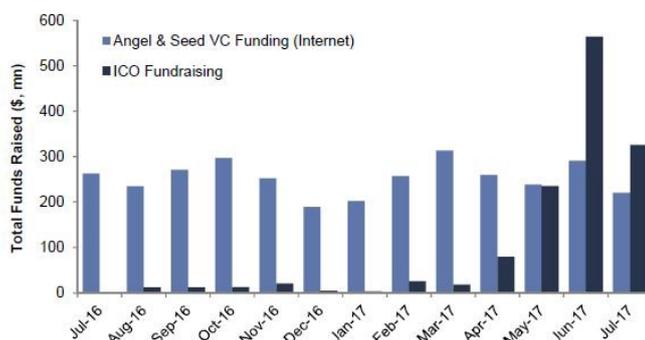
Icoico's mission is to create accessible, safe tools for preparing, launching and managing Initial Coin Offering (ICO) operations. Our team is currently developing a growing set of complementary tools and infrastructure designed to provide ready-made solutions to simplify the ICO process, from token issuance and wallet, to backend services for token economy management. We focus on medium and micro sized ICOs, which are currently underserved. We believe this will allow smaller projects, particularly within the early stage startup, open-source, science and nonprofit sectors, to access this new technology in a safe and user-friendly way.

Currently, launching an ICO is a time consuming and expensive process. It requires blockchain engineers (in high demand and short supply) or alternatively the use of a high-touch advisory service involving hefty fees (several thousand dollars). For small and micro token issuances (say below \$20,000) the current process is not feasible.

Icoico radically changes the approach to ICO issuances by drastically cutting the initial costs and time required to run an initial coin offering. Our fees are transparent and affordable: deployment of an ICO on icoico.io costs ~ 0.164 ETH (currently ~ \$52, varies depending on the USD/ETH rate and gas price)+ 5% of the collected funds, and the launching process takes less than an hour to set up and deploy on the blockchain.

We soft launched icoico.io in August 2017 as a simple automated ICO launching platform to issue ERC20 tokens on the Ethereum blockchain. Our goal is to reach an annual turnover of \$100-150 million in ICO issuances through our platform over the next two years. At today's exponential month-to-month growth rates for the ICO market (see exhibit 8), we estimate this would represent a share of < 10% of the ICO market and < 30% market share for the micro ICO market.

Exhibit 8: The pace of ICO fundraising has now surpassed Angel & Seed stage Internet VC funding globally
Total Funds Raised by month (\$, millions)



Note: ICO fundraising as of July 18th, 2017, per Coin Schedule. Angel & Seed VC funding data as of July 31st, 2017 and does not include "crowdfunding" rounds.

Source: CoinSchedule, CB Insights, Goldman Sachs Global Investment Research.

In order to incentivize the use and growth of the Icoico ecosystem, and with the purpose of funding the next stages of development, we will issue 2,000,000 ACP (Automated Coin Platform) tokens, 1,600,000 of which will be offered in 3 tranches (ICO stages), with the remaining 400,000 to be used as incentives for teams working on developing and growing the icoico ecosystem.

ACP token will be the preferred currency within the icoico ecosystem, and within icoico.io token holders will benefit from a 3% discount on purchase and issuances of tokens issued through the platform.

2 Purpose of icoico.io

Blockchain is quickly changing the way startups and teams raise funds for their projects thanks to the growing adoption of Initial Coin Offerings. Besides their crowdfunding capabilities, ICOs are revolutionary because they blur the lines between company managers, shareholders and users in an unprecedented way: blockchain protocol tokens have the power to minimize the traditional agency and fiduciary tensions between stakeholders, because they all become one and the same: token holders.

To date, ICOs have mostly been used in the context of blockchain projects, but their growing popularity has ignited interest outside of the blockchain sector.

Icoico.io's mission is to standardize and automate the ICO process and to facilitate the adoption of this new approach to building great, long-lasting infrastructure, protocols and products.

3 Minimum Viable Product for icoico.io

Currently, the icoico.io platform has been released as a minimum viable product ("MVP") that provides users with the ability to register and launch an automated Initial Coin Offering. The platform features all the necessary tools to successfully conduct an issuance of ERC20 tokens on the Ethereum blockchain, including a platform wallet for token buyers.

Our mission is to design and develop accessible safe tools for preparing, launching and managing ICO operations, and our goal is to continue to develop infrastructure to facilitate and democratize the ICO process going forward.

3.1 Automotion of the ICO process via icoico.io

Lauching an initial coin offer on Icoico.io is simple, transparent and secure. Teams and organizations wishing to conduct their ICO should take the following steps:

1. Sign up on icoico.io with an email and password and navigate to the launch ICO page. To get acquainted with our Terms of Service follow the link to launch.icoico.io/terms

ISSUE AND MANAGE YOUR TOKEN PROGRAM WITH ICOICO



[don't have an account yet?](#)
[sign in with Twitter](#)

2. Select "Launch ICO". In the fields marked as required provide information about your company or project: description, website, date of registration of the company (if available).

1 Tell us about your company, project or venture:

support Ether (ETH). See more info [here](#).

Looking for inspiration on how to set up your ICO?
See examples of ongoing ICOs in the [ICO Calendar](#) section.

| | |
|---|---|
| Company/Project Name | Website |
| <input type="text" value="Company/Project"/> | <input type="text" value="http://"/> |
| Description | |
| <input type="text" value="in < 300 characters"/> | |
| Are you incorporated? <input checked="" type="radio"/> yes <input type="radio"/> no | |
| Date of Incorporation | Country of Incorporation |
| <input type="text" value="MM/DD/YYYY"/> | <input type="text" value="Select country"/> |

3. Add details of the planned ICO: total number of tokens, start date of placement, end date, and the ICO milestones and stages if applicable.

2 Details of the Initial Coin Offering (ICO)

| | |
|---|---|
| Token Name | Symbol / Ticker |
| <input type="text" value="Name"/> | <input type="text" value="Token Ticker"/> |
| Number of tokens at ICO ("CAP") | Total Supply |
| <input type="text" value="number of tokens offered"/> | <input type="text" value="total number of tokens"/> |
| Start Date | Start Price |
| <input type="text" value="MM/DD/YYYY"/> | <input type="text" value="ETH"/> |
| Milestone 1 | Price after Milestone 1 |
| <input type="text" value="MM/DD/YYYY"/> | <input type="text" value="ETH"/> |
| <input type="button" value="Add milestone"/> | |
| End Date | Crowdsale Minimal Goal, ETH |
| <input type="text" value="MM/DD/YYYY"/> | <input type="text" value="0"/> |

4. State the type of tokens to be issued - donation or protocol - and provide a short description.

3 About your token program

Type of tokens:

protocol tokens - used to access the service provided by the network.

donation tokens - used to finance the project. Any "dividends" in the form of transaction fees or revenue sharing are discretionary to issuers.

Describe the tokens functionality clearly and concisely:

5. Upload your marketing materials (whitepaper, photos, other documentation)

4 Documentation

File Name

C:\path\192x192.png

Delete

File Name

Choose file...

+ add more files

Transparency, clear communication and access are your best marketing tools.

Share your **white paper, investment deck** and any documents that will help prospective token buyers make the most informed decision.

6. To complete the ICO registration, users must accept our terms and conditions and agree to the 5% fee.

I have read and understood the icoico [Terms of Service](#).

By using icoico.io to launch my ICO I agree to contribute 5% of the raised funds through this ICO to icoico.io.

Save Draft

Publish ICO

Our mission is to help companies connect with their backers through an easily managed and secure token program.

7. The "save draft" function lets users saves the ICO details as a draft for subsequent editing.
8. By pressing "Publish ICO" the user deploys the ICO. The ICO will be immediately deployed onto the blockchain and users will no longer be able to edit the details. Act very carefully.

4 Advantages of icoico.io

- Icoico.io lets teams automate their token issuances. Icoico is the simplest and most flexible platform to conduct an ICO. The platform keeps it standard and automated, while allowing each project the flexibility to conduct the issuance that best fits the team's mission, desired functionality, and the community that backs them.
- Tokens issued through Icoico.io are standardized, liquid and compatible within the entire Ethereum ecosystem. Tokens are implemented on the public Ethereum blockchain and are ERC-20 compliant. This means they are supported by most wallets that support Ether, and that they will be compatible with the growing ecosystem of Ethereum tools, wallets, and exchanges.
- Holder of ACP tokens will be able to use ACP to buy tokens issued on icoico.io at a discount. They will also be able to conduct ICOs on icoico.io and receive a discount on their issuance fee if they wish to pay with ACP.

5 Open ICO for icoico.io – the ACP token

In order to incentivize the use and growth of the Icoico ecosystem and to fund the next stages of development, we are running our own token issuance as a tranching ICO by issuing ACP (Automated Coin Platform) tokens in three stages. ACP tokens will allow holders to participate in ICOs launched within our ecosystem at a 3% discount and will be able to run their ICOs at a lower cost (3% fee instead of standard 5%).

The purpose of a tranching ICO is to provide transparency towards our early users and a more uniform risk-adjusted offering as we hit our development milestones. At each stage we will place a number of ACP tokens, with an increasing price at issuance to reflect the decrease in project risk as we achieve our goals.

We will issue 2,000,000 ACP (Automated Coin Platform) tokens. 1,600,000 tokens will be offered in 3 different stages, with the remaining 400,000 to be used as incentives for teams working on the icoico ecosystem:

| Date | Tranche | # Tokens | Price (\$) | Target (\$) | Valuation | Milestone |
|--------|--------------------|----------------|------------|-------------|-------------|---------------------|
| Nov 17 | Pre-ICO | 200,000 | \$0.50 | \$100,000 | \$1,000,000 | Platform Launch |
| Dec 17 | Stage 1 | 400,000 | \$1.00 | \$400,000 | \$2,000,000 | Market fit by Jan17 |
| Jan 18 | Stage 2 | 1,000,000 | \$1.50 | \$1,500,000 | \$3,000,000 | Traction by Mar17 |
| | <i>Not offered</i> | <i>400,000</i> | | | | |
| | Total | \$2,000,000 | | \$2,000,000 | | |

The Pre-ICO will begin November 25th, 2017 at 8am Pacific Time, and will run for 15 days. As progress unfolds we will update the timeline and milestones of future tranches to provide as much transparency as possible into our development plan.

6 Budget allocation

- The Icoico.io core team: 25% of the budget. Development and maintenance of the core infrastructure.
- Product design: 25% of the budget. Allocation for design and implementation of the necessary adjustments and future add-on tools to the existing Icoico platform.
- Legal and Administration: 20% of the budget. It includes legal, security, accounting and other startup and admin-related costs.
- Marketing: 15% of the budget. Marketing will focus on increasing awareness of the Icoico platform among users, corporations and organizations.

- Contractors: 10% of the budget. These funds will be directed to third-party providers offering engineering services, marketing, PR, affiliate programs and others.
- Contingency: 5% of the budget. These are deferred funds for unforeseen circumstances.

7 Participate in the ACP token sale

Our ICO will be conducted on our own icoico.io platform and it will be open to anyone willing to participate - with two caveats:

- Residents of the United States will need to demonstrate they are qualified investors before purchasing ACP tokens.
- Participants willing to purchase ACP for an amount larger than 15,000 EUR will need to comply with our Know Your Customer (KYC) and Anti-Money Laundering (AML) requirements before purchasing ACP tokens.

If you belong to one or both of the participant groups mentioned above, you will need to seek pre-approval on icoico.io at least 3 business days before the ICO launch date. This will ensure your profile is approved and you are ready to transact as soon as the ICO opens.

8 Team

Icoico is Fintech startup company based in Gibraltar, developing a transparent and simple platform for automated ICO on the Ethereum blockchain. Our team members are located in the territories of Los Angeles (USA), and Minsk (Belarus), with headquarters in Gibraltar. We are a tightly run team with a clear mission and values. Brains, curiosity and work ethic are our greatest strengths, and we take pride in building a platform that looks, feels and functions beautifully.

Our mission is to give everyone the chance to enter the world of digital assets and make the new economy more open and connected. Our ultimate goal is to connect those in need of capital and with sound missions with their users and potential funders and backers.

- Ivan Mishur, MS. Ivan has more than 10 years of experience as a software architect and project lead for consumer and enterprise software and online platforms, with a strong focus on analytics, payments solutions and blockchain technology. Ivan holds a B.S. in Chemistry and a Masters in Chemical Engineering, both from the Belarusian State University in Minsk. Development of Icoico.io is carried out by Ivan's company - CoreTech.io.
- Cristina Escoda, PhD, MBA. Cristina combines more than 6 years of trading, quant and fin-tech experience. Cristina worked as a derivatives structurer on the NYC trading floor for HSBC, and in the macro and quant teams for the New York based hedge fund D.E. Shaw (\$42 bn under management). Prior to co-founding Icoico Cristina founded Polymaze, a mobile payment platform

for businesses, and was the Chief Data Scientist for Revon Systems, a healthcare startup. Cristina holds a PhD in High Energy Physics from the University of Cambridge, UK, and an MBA from the Stern School of Business at NYU. Find her on twitter @cristinaescoda

9 Technology behind icoico.io

9.1 Blockchain revolution

Blockchain technology is a relatively new concept, and a rapidly growing industry. Principal theories of blockchain architectures used today were first outlined and defined in the original bitcoin white paper written and published by Satoshi Nakamoto in 2008. Since then, multiple blockchains besides bitcoin have emerged and have grown into their own peer-to-peer networks with millions of users.

Before we can understand the concept of blockchain we first need to explain what a distributed ledger is. Think of a distributed ledger as a consensus of replicated, shared, and synchronized digital data geographically spread across multiple sites, countries, and/or institutions. Blockchain is the most widely used form of distributed ledger technology (“DTL”), comprised of unchangeable, secure, up-to-date and tamperproof digitally recorded data in packages called blocks. In layman’s words, blockchain uses a distributed ledger to record and execute transactions without the need of a middleman. Instead of a centrally managed database, copies of the cryptographic balance book are spread across the network and automatically updated as any payment takes place. Blockchain makes it easier and safer for businesses to work together over the internet, which is why it is being labeled as “Internet 2.0”.

9.2 ICO revolution

Blockchain will essentially transform all industries in the not too distant future, but one of the areas where it is already having a major impact is in the way startups fundraise through the application of “initial coin offerings” (ICOs or “token issuances” for short). Since 2013 - when the first ICO was launched - more than 1,000 organizations, mostly operating in the blockchain space, have funded their projects through the issuance of blockchain tokens. Collectively they have raised an astonishing \$1.65B, with \$1.35B alone in 2017 so far.

Icoico.io opens up coin offering technology outside and beyond the blockchain sector, making it available to foundations, consortiums and startups through a secure and user-friendly platform. Icoico tokens are implemented on the public Ethereum blockchain and they are ERC-20 compliant, which means they are supported by nearly all wallets that support Ether. By using the ERC-20 token interface we will remain compatible with the existing infrastructure of the Ethereum ecosystem and thereby allow for our partners and token holders to use existing “pment tools, wallets, and exchanges.

9.3 Ethereum as an instrument

Ethereum is an open source, blockchain-based, distributed virtual machine that allows end-users to create "smart contracts" for transactions. Unlike traditional agreements, smart contracts not only contain information about the party's obligations and penalties for their violation, but also automatically ensure the fulfillment of all the terms of the contract. These contracts are cryptographically secure and can verify or conclude a contract.

Tokens as a type of contract are a growing and promising use of the Ethereum ecosystem, but Ethereum has also been used for mobile payment systems, distributed exchanges, tokens pegged to commodities and fiat currencies, market clearing mechanisms, micropayment systems for distributed computing resources, commodities and securities exchanges, crowdfunding, and legal document verification. Large firms have invested in and deployed Ethereum, with JP Morgan, Deloitte, IBM, Santander Bank, Microsoft, the Luxembourg Stock Exchange, and the Royal Bank of Scotland being key early adopters.

10 Become part of icoico.io

Icoico.io is a strong and determined community, focused on championing openness, accessibility and security. Our community is constantly evolving and expanding, just like the ICO industry. In order to participate in our community - join us:

- Visit our website at <https://icoico.io>
- Follow us on Twitter at https://twitter.com/ico_ico_io
- Or simply email us at contact@icoico.io