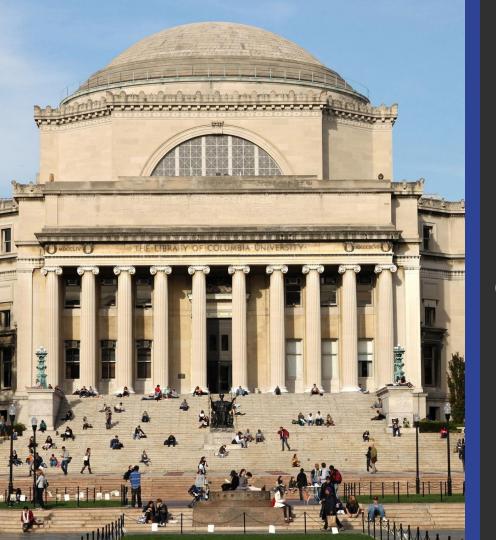
ICOs and Crowd-Funding

Mohamed Abedelmalik Executive Director Columbia University Blockchain Lab

CBL



Columbia Blockchain Lab

Overview

Overview

- Understanding ICOs
- Current State of ICOs
- Future Implications
- Cautions
- After the ICO
- Q&A



Gotham's New Metro

Current State of ICOs

Current State of ICOs

ICO

~ \$4B

Business Insider

USA VC Funding

\$71.9B

CB Insights

"Overall, the sale of Brave's ethereum-based Basic Attention Token generated about \$35m and was sold out within 30 seconds." - CoinDesk

Future Implications

Future Implications

- Maturation and regulation
- Lowering financial barriers
- Funding creative work and R&D
- Coin ignorance through UX improvements
- Impact investment and considerate capitalism

Cautions

Caution

\$24 million iced tea company says it's pivoting to the blockchain, and its stock jumps 200%

- Farmingdale, New York-based beverage maker Long Island Iced Tea says it's changing its name to "Long Blockchain Corp." as it shifts its focus to investing in the technology behind bitcoin.
- Shares soar 200 in the open percent, although the company says it's only in the "preliminary stages" of evaluating potential business opportunities in blockchain.
- The company said it's still going to make iced tea and other juice beverages. As of Wednesday, it had a market value of just \$23.8 million.

Evelyn Cheng | @chengevelyn

Published 9:32 AM ET Thu, 21 Dec 2017 | Updated 11:03 AM ET Tue, 26 Dec 2017

M CNBC



Mobius Labs

MobiusLabs.io

Mohamed Abedelmalik

a.mohamed@columbia.edu medium.com/@mohamed.ai

Columbia Blockchain Lab

blockchain@columbia.edu www.ColumbiaBlockchainLab.com