

ICOs and Crowd-Funding

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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

Current State of ICOs

“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

\$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.

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