



October 19, 2018

# ICO Market Weekly Review #28

**Week #41**

October 8, 2018 – October 14, 2018

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# Introduction

We are pleased to present ICO Market Weekly Review #28.

This research aims to be your weekly guide to the ICO market and the blockchain community and it is based on the data that we carefully gather at ICObench to provide best analytics.

Since the increasing of the popularity of ICO market, \$23B has been raised altogether. With over 4,600 projects and 67K professional profiles in enterprise and blockchain published on the platform, we can ensure a clear outlook of the market and its community.

We have processed and organized a huge amount of data for this report to show you the ICO market and its community's widely differing sides — specifically ICO market size for a variety of industries, projects trending this week and countries leading in “crypto”. We hope that the data in the report will be useful to you.

As always, we work on improvements and will be happy to know if you want to see any additional information in the ICO Market Weekly Review.

Thank you for choosing ICObench and we are looking forward to your feedback.

## ICObench Team

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# Table of contents

Introduction.....	2
Table of contents.....	3
Week results in total.....	4
ICO market week by week.....	4
Ratings week by week.....	4
ICO market results for the week.....	5
Top 5 completed ICOs by the funds raised.....	5
Top 5 countries.....	5
Top 5 industries.....	5
Trends of the ongoing ICOs for the week.....	6
Top 10 ongoing ICOs by rating.....	6
Top 10 ongoing ICOs by total number of ratings.....	6
ICO market month by month.....	7
ICO started, ongoing and ended for the past 12 months.....	7
ICO market dynamics.....	7
ICO market world.....	8
Countries by the raised amount.....	8
ICO industries.....	9
Industries by the raised amount.....	9
ICO platforms.....	10
Platforms by the count of raised ICOs.....	10
ICO experts.....	11
ICO expert opinions.....	12
Giovanni Casagrande.....	12
Jared Polites.....	12
Aly Madhavji.....	13
Thank you.....	14
Follow us.....	14

# Week results in total

## ICO market week by week

Week	Started ICOs	Ongoing ICOs	Completed ICOs	Raised ICOs	Funds raised
Week #32	41	431	22	11	\$222,728,507
Week #33	37	435	34	11	\$124,051,011
Week #34	30	451	18	6	\$16,414,123
Week #35	104	403	77	27	\$286,491,771
Week #36	39	480	23	10	\$27,607,025
Week #37	53	497	20	11	\$123,594,488
Week #38 *	34	532	18	5	\$33,000,000
Week #39 *	47	486	78	32	\$193,532,720
Week #40 *	87	498	31	9	\$161,733,021
<b>Week #41 *</b>	<b>25</b>	<b>557</b>	<b>23</b>	<b>13</b>	<b>\$87,396,196</b>

## Ratings week by week

Week	Ratings	Avg. Rating
Week #32	288	3.6
Week #33	220	3.5
Week #34	282	3.8
Week #35	240	3.6
Week #36	203	3.7
Week #37	190	3.7
Week #38	245	3.5
Week #39	242	3.6
Week #40	162	3.8
<b>Week #41</b>	<b>161</b>	<b>3.7</b>

# ICO market results for the week

## Top 5 completed ICOs by the funds raised

#	ICO	Rating	Ratings	Funds raised
1	INGOT COIN	3.9	1	\$40,000,000
2	Foresting	4.1	2	\$22,734,000
3	Goldma	4.3	25	\$8,142,181
4	Bitsmo	2.7	1	\$4,000,000
5	YuTu.Coin	2.7	1	\$3,200,000

## Top 5 countries

#	ICO Country	ICOs	Rating	Ratings	Funds raised
1	Estonia	2	3.3	2	\$44,000,000
2	Singapore	4	3.5	8	\$22,734,000
3	Zimbabwe	1	4.3	25	\$8,142,181
4	Cyprus	2	4.1	5	\$3,832,412
5	USA	2	2.7	2	\$3,200,000

## Top 5 industries

#	ICO Industry	ICOs	Funds raised
1	Cryptocurrency	12	\$44,768,015
2	Banking	2	\$42,752,000
3	Media	2	\$25,934,000
4	Platform	15	\$13,132,413
5	Investment	4	\$9,722,593

# Trends of the ongoing ICOs for the week

## Top 10 ongoing ICOs by rating

#	ICO	Rating
1	Datablockchain	4.7
2	Natmin	4.7
3	ROMAD Endpoint Defense	4.7
4	Humancoin	4.6
5	Worldopo	4.6

## Top 10 ongoing ICOs by total number of ratings

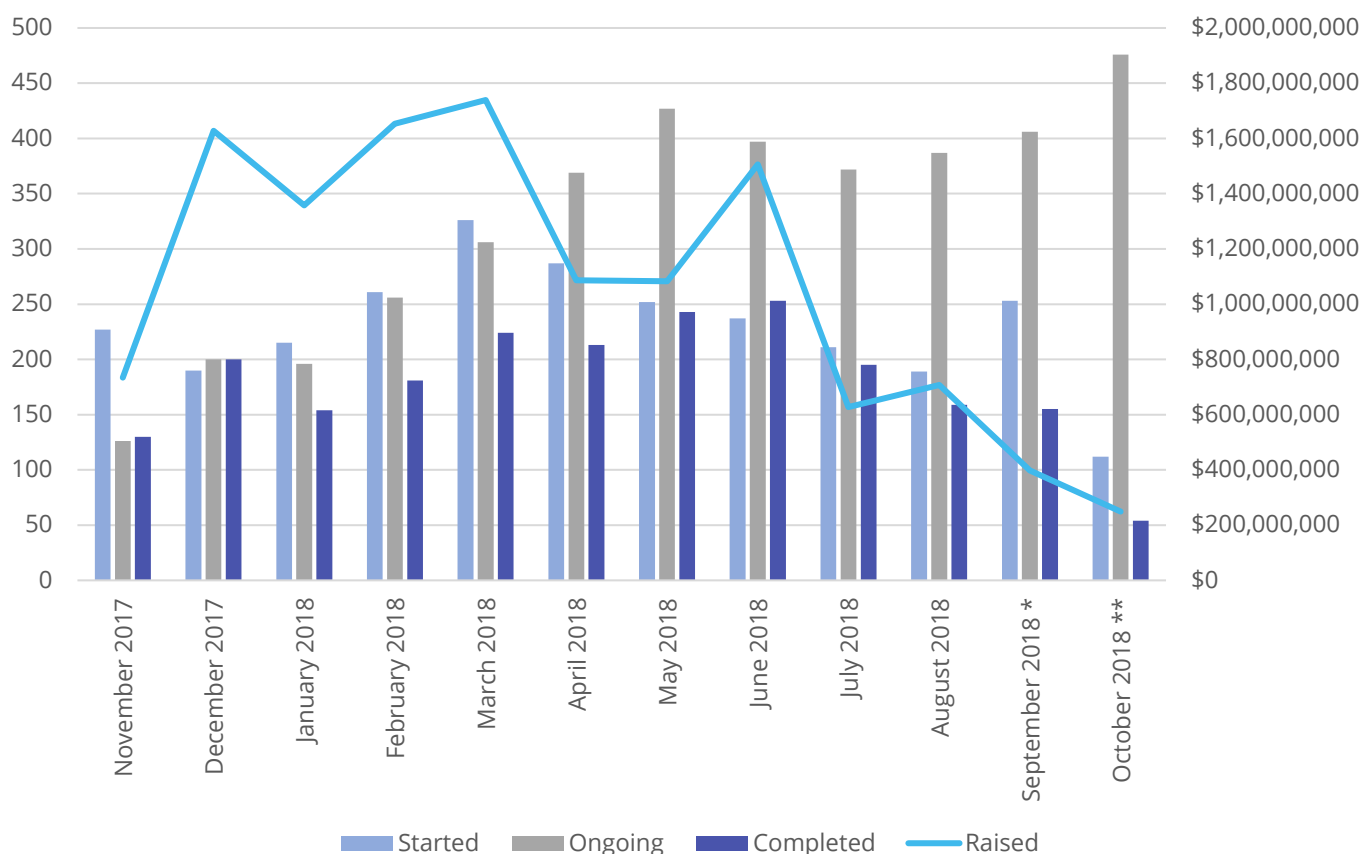
#	ICO	Ratings
1	Humancoin	64
2	Datablockchain	59
3	ARROUND	48
4	GigTricks	43
5	Safinus	40

# ICO market month by month

ICO started, ongoing and ended for the past 12 months

Month	Starting	Ongoing	Completed	Raised	Raised Amount	Avg. Raised
November 2017	227	127	130	63	\$734,043,057	\$11,651,477
December 2017	190	204	200	91	\$1,628,229,369	\$17,892,630
January 2018	215	198	154	72	\$1,358,206,035	\$18,863,973
February 2018	261	258	181	108	\$1,653,687,172	\$15,311,918
March 2018	326	308	224	116	\$1,739,107,226	\$14,992,304
April 2018	287	370	213	108	\$1,086,195,191	\$10,057,363
May 2018	252	428	243	124	\$1,082,909,844	\$8,733,144
June 2018	237	403	253	101	\$1,506,464,174	\$14,915,487
July 2018	211	377	195	78	\$627,464,829	\$8,044,421
August 2018	189	387	159	53	\$707,381,202	\$13,346,815
September 2018 *	253	406	155	65	\$397,688,043	\$6,118,278
October 2018 **	112	476	54	22	\$249,129,217	\$11,324,055

## ICO market dynamics



\* data will be updated

\*\* data for the part of the month

# ICO market world

## Countries by the raised amount

#	ICO Industry	ICOs	Raised	<b>Raised Amount</b>	Avg. Raised
1	USA	668	176	\$7,346,830,243	\$41,743,354
2	Russia	312	98	\$2,302,871,654	\$23,498,690
3	Singapore	455	141	\$1,857,883,893	\$13,176,482
4	Switzerland	233	86	\$1,649,635,077	\$19,181,803
5	UK	399	115	\$1,156,063,492	\$10,052,726
6	Cayman Islands	95	27	\$967,092,004	\$35,818,222
7	British Virgin Islands	62	22	\$646,021,201	\$29,364,600
8	Estonia	236	71	\$638,956,459	\$8,999,387
9	Hong Kong	140	49	\$596,465,101	\$12,172,757
10	Canada	98	23	\$377,900,717	\$16,430,466



# ICO industries

## Industries by the raised amount

#	ICO Industry	ICOs	Raised	<b>Raised Amount*</b>	Avg. Raised
1	Cryptocurrency	1835	502	\$11,999,866,036	\$23,904,116
2	Platform	2544	716	\$10,743,710,053	\$15,005,182
3	Business services	1081	327	\$3,272,521,523	\$10,007,711
4	Infrastructure	493	121	\$3,179,558,303	\$26,277,341
5	Banking	453	154	\$3,000,125,519	\$19,481,335
6	Investment	834	255	\$2,738,577,884	\$10,739,521
7	Software	680	210	\$2,355,231,010	\$11,215,386
8	Internet	536	158	\$1,940,586,116	\$12,282,191
9	Smart Contract	675	160	\$1,603,160,067	\$10,019,750
10	Media	313	82	\$1,367,258,128	\$16,673,880






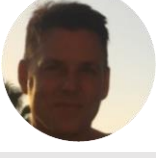
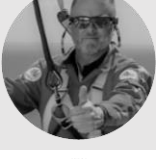

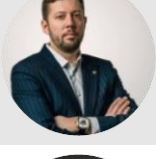

\* Any ICO can be presented in multiple industries

# ICO platforms

## Platforms by the count of raised ICOs

#	ICO Platform	ICOs	Raised	Raised Amount	Avg. Raised
1	Ethereum	4126	1167	\$18,855,510,568	\$16,157,250
2	Waves	121	33	\$140,726,457	\$4,264,438
3	Stellar	62	13	\$296,354,375	\$22,796,490
4	NEO	39	10	\$193,036,153	\$19,303,615
5	Separate blockchain	22	9	\$53,981,062	\$5,997,896
6	Script	27	7	\$21,545,568	\$3,077,938
7	NEM	21	7	\$67,659,533	\$9,665,648
8	Bitcoin	25	7	\$290,611,658	\$41,515,951
9	Bitshares	9	6	\$17,726,529	\$2,954,422
10	<i>All others</i>	225	62	\$2,652,826,734	\$42,787,528

# ICO experts

#	Expert	Weight	Ratings	Reviews
1	 Igor Karavaev	90	591	210
2	 Luca Cotta	90	356	123
3	 Jeremy Khoo	90	128	128
4	 Paresh Masani	90	116	116
5	 Ong Jun Hao	90	115	115
6	 Nathan Christian	89	471	169
7	 Douglas Lyons	89	366	264
8	 Hung Chih (Jason Hung)	89	230	148
9	 Nikolay Shkilev	89	225	89
10	 Tinh Tran	89	125	125

# ICO expert opinions

Giovanni Casagrande



## The promising future of Crypto

The rule of thumb of any investment is that you keep a keen eye on the long-term viability. If it happens that you become so engulfed in the short-term microanalysis, each and every variation in price will have you worrying to death that you have made the worse investment decision. So if you don't want to be caught up in that web of should haves and could haves – the list which is almost endless, you need to look at the future of the investment opportunity. Looking at the short period may cause you to panic-sell what you had invested at a higher price than you sell it for. You may rush to do this when in the real sense you can hold off until the price is recovered in full – which is the more sensible move.

The crypto market is unarguably a volatile one, and the fluctuations in price will definitely happen, with some more concerning than others. The recent plummet Bitcoins has scooped, towards the \$6,000 mark remaining in the bear line for about 8 months, has made even the most hardened investors a little hot under their collars. Bit recently, the price fluctuated to about \$7,000 and back to the bear line of \$6000+ per coin, along with seemingly bullish predictions that the price will further surge in no distant time.

Because crypto has a promising future, you should always be on the lookout for investments over the medium to longer term of 1, 5 and even 10 years, because this is how people become crypto millionaires. Despite the fact that scams prevail in the system because of its anonymity, and also in the light of crypto banning by different governments, people still believe that crypto is a miracle that should be given time to fully flourish and manifest

Jared Polites



As we cross into October, there have been some noticeable changes in the ICO landscape. The retail market has vanished, large discounts are not effective, and companies are becoming desperate for funds. The good news is that this cleansing of the market is healthy for ICOs in the long-run. We are on the brink of a massive STO movement that can be summarized by real-asset backed offerings, dividends, and other traditional benefits. While the infrastructure is not complete, the first STO exchange is expected to go live in Q4.

In my opinion the challenge will be finding a healthy medium between the old and the new way. Financial inclusion and crowdfunding were two great aspects of utility token sales. STOs bring legitimacy for institutional investors but need to make sure not to overcomplicate the fundraising process and allow people of all incomes to participate without a ton of friction. Is this possible? Time will tell. I am optimistic that we can see the two world's combine.

ICOs should focus on building products, onboard users, and then consider a raise in substitute of a traditional Series A. More points of validation and usage will only help the industry as a whole.



## The State of Blockchain Fundraising

The ICO market is effectively dead or on hold at the moment. From our fund perspective, we break it down into 2 categories, public and private markets. For each of these, we're targeting different ETH prices before investors return to investing in ICO's or even Security Token Offerings (STO's).

For private markets we're exploring a price for Ethereum around \$350 USD before private markets begin to gain more traction for investment in projects. For public markets we're anticipating a price for Ethereum around \$550 USD before crowdfunding may recover.

We are seeing a lot of projects spending their cash right now on marketing, conference sponsorships, expensive travel and while we believe it's important to maintain investor relationships, the most important factor we're seeing right now is focusing on development and meeting or exceeding project milestones. This will help substantially once the market recovers, as venture capital firms and the market will identify the projects which have successfully delivered and overdelivered on promises related to development or growth milestones.

Also, we are seeing the calibre of projects increase exponentially over the past year from their teams, token economics, more reasonable valuations, longer lockup periods on founders and teams, and much stronger development.

We're seeing more focus on equity raises or STO's and in tranches or exploring the use of DAICO's to have stronger investor protections. Overall, this has been a rocky road for many blockchain based companies who are fundraising over the past year and the best strategy is to continue to weather the storm until brighter days re-emerge.

# Thank you

We are looking forward to your feedback.

Please send your questions and suggestions to [report@icobench.com](mailto:report@icobench.com)

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