



November 9, 2018

ICO Market Weekly Review

#31

Week #44

October 29, 2018 – November 4, 2018

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Introduction

We are pleased to present ICO Market Weekly Review #31. 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 4,700 projects and 68K 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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Week results in total

ICO market week by week

Week	Started	Ongoing	Completed	Raised	Funds raised
Week #35 (Aug. 27–Sept. 2)	103	388	76	26	\$284,841,771
Week #36 (Sept. 3–9)	36	463	23	10	\$27,607,025
Week #37 (Sept. 10–16)	50	477	20	11	\$123,594,488
Week #38 (Sept. 17–23)	29	509	18	5	\$33,000,000
Week #39 (Sept. 24–30)	40	459	77	34	\$198,945,060
Week #40 (Oct. 1–7)	79	467	29	9	\$175,633,021
Week #41* (Oct. 8–14)	24	517	24	14	\$89,376,196
Week #42* (Oct. 15–21)	61	513	27	8	\$67,680,675
Week #43* (Oct. 22–28)	25	555	19	5	\$39,660,000
Week #44* (Oct. 28–Nov. 4)	106	506	73	24	\$175,548,269

Ratings week by week

Week	Ratings	Avg. Rating
Week #35 (Aug. 27–Sept. 2)	239	3.6
Week #36 (Sept. 3–9)	202	3.7
Week #37 (Sept. 10–16)	190	3.7
Week #38 (Sept. 17–23)	245	3.5
Week #39 (Sept. 24–30)	242	3.6
Week #40 (Oct. 1–7)	162	3.8
Week #41 (Oct. 8–14)	160	3.7
Week #42 (Oct. 15–21)	145	3.7
Week #43 (Oct. 22–28)	132	3.7
Week #44 (Oct. 28–Nov. 4)	232	3.5

ICO market results for the week

Top 5 completed ICOs by the funds raised

#	ICO	Rating	Ratings	Funds raised
1	Staramba	3	4	\$21,794,958
2	Olife	2.6	1	\$20,000,000
3	Loyakk	4.4	11	\$16,200,000
4	FXPay	3.9	1	\$15,000,000
5	CitiCash	3.5	1	\$12,963,348

Top 5 countries

#	ICO Country	ICOs	Rating	Ratings	Funds raised
1	Singapore	16	3.3	79	\$55,143,042
2	UK	8	3.9	94	\$45,307,055
3	Germany	2	3.2	5	\$21,794,958
4	Switzerland	4	3.6	19	\$17,729,563
5	Czech Republic	2	3.8	3	\$12,963,348

Trends of the ongoing ICOs for the week

Top 5 ongoing ICOs by rating

#	ICO	Rating
1	SaTT	4.9
2	VegaWallet	4.9
3	CYBR	4.8
4	Finlocale	4.8
5	Datablockchain	4.7

Top 5 ongoing ICOs by total number of ratings

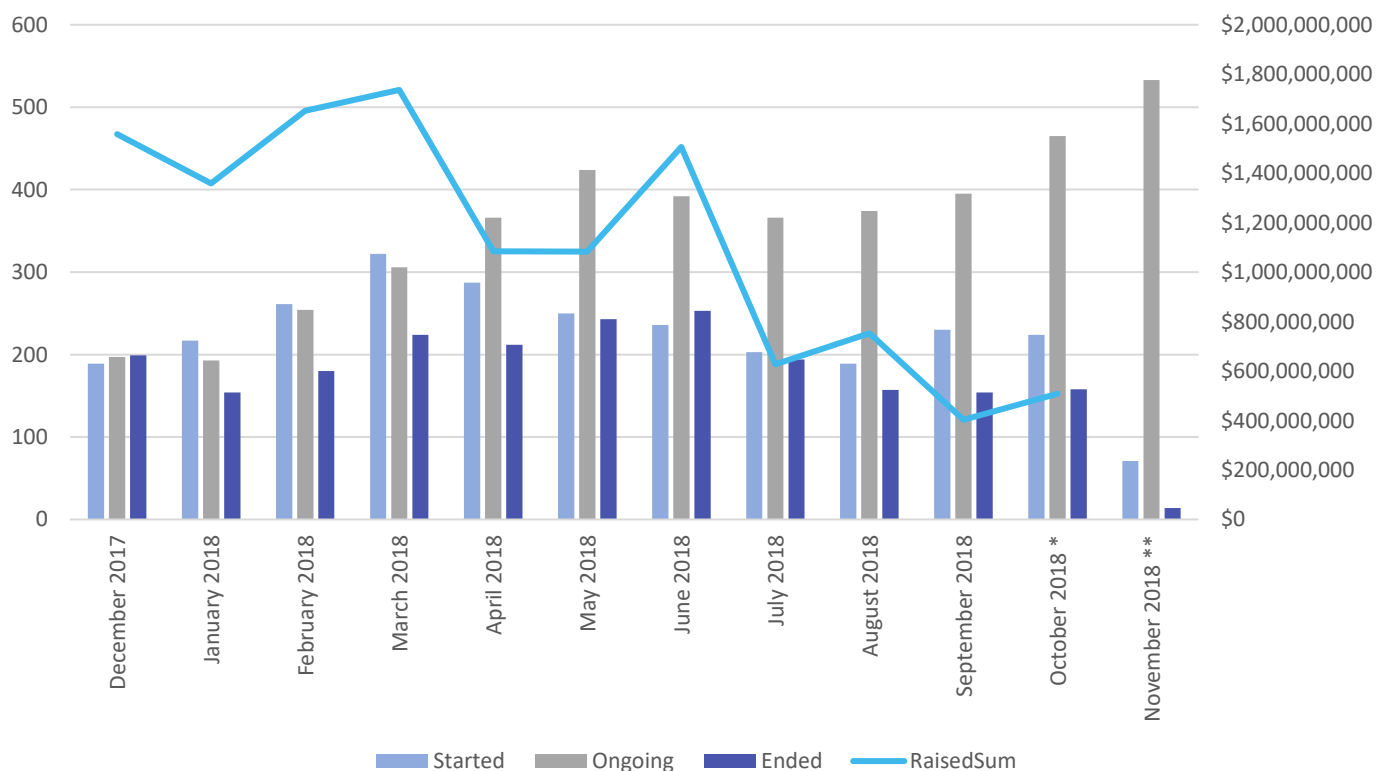
#	ICO	Ratings
1	Datablockchain	58
2	ARROUND	51
3	GigTricks	45
4	Safinus	40
5	Worldopo	36

ICO market month by month

ICO started, ongoing and ended for the past 12 months

Month	Starting	Ongoing	Ended	Raised	Raised Amount	Avg. Raised
December 2017	189	197	199	90	\$1,557,629,369	\$17,306,993
January 2018	217	193	154	72	\$1,358,206,035	\$18,863,973
February 2018	261	254	180	107	\$1,652,653,141	\$15,445,356
March 2018	322	306	224	116	\$1,736,607,226	\$14,970,752
April 2018	287	366	212	107	\$1,084,583,439	\$10,136,294
May 2018	250	424	243	124	\$1,082,909,844	\$8,733,144
June 2018	236	392	253	101	\$1,506,464,174	\$14,915,487
July 2018	203	366	194	78	\$627,464,829	\$8,044,421
August 2018	189	374	157	52	\$752,729,994	\$14,475,577
September 2018	230	395	154	67	\$403,100,383	\$6,016,424
October 2018 *	224	465	158	54	\$508,543,140	\$9,417,466
November 2018 **	71	533	14	-	-	-

ICO market dynamics



* data will be updated

** data for the part of the month

ICO market world

Countries by the raised amount

#	ICO Country	ICOs	Raised	Raised Amount	Avg. Raised
1	USA	671	176	\$7,345,449,130	\$41,735,506
2	Russia	310	97	\$2,292,181,290	\$23,630,735
3	Singapore	464	154	\$1,974,107,210	\$12,818,878
4	Switzerland	237	87	\$1,664,304,640	\$19,129,938
5	UK	407	115	\$1,172,678,446	\$10,197,204
6	Cayman Islands	100	31	\$1,028,092,004	\$33,164,258
7	Estonia	243	74	\$687,567,007	\$9,291,446
8	British Virgin Islands	61	21	\$646,019,993	\$30,762,857
9	Hong Kong	143	49	\$594,281,999	\$12,128,204
10	Canada	98	23	\$403,900,691	\$17,560,900

ICO platforms

Platforms by the count of raised ICOs

#	ICO Platform	ICOs	Raised	Raised Amount	Avg. Raised
1	Ethereum	4177	1193	\$19,118,906,410	\$16,025,906
2	Waves	121	32	\$129,722,757	\$4,053,836
3	Stellar	65	13	\$296,354,375	\$22,796,490
4	NEO	40	11	\$207,536,153	\$18,866,923
5	Separate blockchain	23	10	\$66,944,410	\$6,694,441
6	NEM	21	9	\$76,573,193	\$8,508,133
7	Scrypt	27	7	\$21,545,568	\$3,077,938
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>	241	64	\$2,698,540,669	\$42,164,698

ICO industries

Industries by the raised amount

#	ICO Industry *	ICOs	Raised	Raised Amount	Avg. Raised
1	Cryptocurrency	1869	519	\$12,189,305,007	\$23,486,137
2	Platform	2581	740	\$11,028,852,682	\$14,903,855
3	Business services	1098	332	\$3,342,697,622	\$10,068,366
4	Infrastructure	502	124	\$3,194,990,893	\$25,766,056
5	Banking	468	157	\$3,082,271,666	\$19,632,304
6	Investment	854	260	\$2,834,642,037	\$10,902,469
7	Software	695	212	\$2,391,201,318	\$11,279,252
8	Internet	545	166	\$2,015,947,669	\$12,144,263
9	Smart Contract	691	172	\$1,716,564,045	\$9,980,024
10	Media	325	86	\$1,386,789,831	\$16,125,463

* Any ICO can be presented in multiple industries

ICO expert opinions



Quentin Herbrecht

This month of October is a black month in terms of ICO investment and is the worst of the year. Within this bear market, we are witnessing a strong correlation between the cryptocurrency market and the funds raised by ICOs. Although the number of new ICOs created is still high, it is no longer enough to just have an idea, to offer a significant bonus and a marketing touch to raise millions as in 2017. Today even the most ambitious ICOs are struggling to reach their hard cap, even sometimes their soft cap.

This is partly due to the holding of funds by VC, especially from those who have already invested in the market and have observed a particularly low ROI. Many are waiting for a real upward trend before reinvesting in the market and taking an interest again, or prefer to have a look in a new trend, STOs. On the contrary, some of them see it as an investment opportunity in order to anticipate the incoming bull market predicted by many. Especially from VC or traditional companies that have never invested in the market before, which is a pretty good sign.

In my opinion, this collapse of ICOs is beneficial for the market where a natural selection, sometimes brutal, applies. It is in this context that companies focus on their work and try to offer something really qualitative and innovative to stand out from the crowd. This is why we are actually witnessing the emergence of really relevant projects and much less ICOs without any concept, without MVPs and without any reason to use Blockchain, except to take advantage of the hype.

However, despite a quality product, it is necessary to adapt your marketing strategy to reach investors and the general public, who have become much more cautious. Although investments are falling significantly, this allows the market to be cleansed, which will be extremely beneficial for long-term investments.



Jags Porandla

Security Token Offering (STO) Model is Emerging

Those who are in the blockchain domain know that 2017 was a wild wild west in which some ICO founders and promoters raised funds with minimal white paper and without any credible use case, MVP or product. According to a report prepared by Satis Group Crypto Research, around 81% of the total number of initial coin offerings launched since 2017 have turned out to be scams. In dollar terms, however, only 11% of the approximately US\$12 billion that has been raised in these projects went to these fraudulent ICOs, for which the US Security and Exchange Commission (SEC) has been cracking down upon and recommending some best practices for the blockchain crowdfunding projects.

One key practice, Security Token Offering (STO) model, has emerged, which works like a security but it comes in the form of a token. Most of the STOs follows Reg D's 506(b) & 506(c), Reg CF, and Reg A+ crowdfunding exemptions. Unlike ICOs, STO tokens have 12 month lock-in period, and equity (voting or non-voting) is offered to the investors, so investors are holding onto the security tokens for a longer period of time (without the typical pump and dump scenarios that we see in some of the ICOs).

All things considered, Blockchain project founders and promoters may consider STO model for crowdfunding in the US. Investors may want to look at the type of offering (STO or ICO) to see if any equity is being offered before investing your hard earned money.

Disclaimer: This article is for educational purposes only and it is not an investment or legal advice. You may want to work with an SEC attorney or/and STO/crowdfunding advisor for your blockchain ICO/STO projects.



Giacomo Arcaro

Everyone has this feeling that we are already facing a crypto downturn, but, looking at the current ICO statistics, I cannot help noticing that investors have continued to pour their money into cryptocurrency startups up until now, seemingly not taking into consideration the regulatory crackdown that has lately been threatening this intensively growing market.

In fact, the amount of funds raised in Q1 of 2018 is nearly the same as the amount raised over all previous years combined, even despite the overall fall in the capitalization of the cryptocurrency market. Not considering so-called «scam» projects, which we already have heard too much about in articles and blog posts, it is impossible to disregard the fact that the data from the largest and most popular ICOs shows an amount of collected funds of at least \$7.4 billion, meaning that the amount of funds collected via ICOs has been growing annually since 2014. Even if there will be no further growth in the next three quarters, we are still talking about \$30 billion for 2018 alone.

Now, assuming the same exponential growth conditions experienced since 2014, the amount of collected funds in 2019-2020 may be greater than \$50 billion/year. Of course, it should be remarked that this is a quite volatile market; fluctuations in the ICO market are not as drastic as those on the cryptocurrency market, but it is also influenced by the restrictive regulation that is being introduced in certain regions and on certain tokens, as well as in the ICO verification procedure (KYC).

Well, even so, I am here to remind you that, being that at the end of 2017 the share of funds raised via ICOs was less than 1% of cryptocurrency market capitalization, this segment is still a blue ocean waiting to be explored; just beware of the sharks!

Thank you

We are looking forward to your feedback.

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