



February 5, 2019

ICO Market Weekly Review

Week #5, 2019

January 28, 2019 – February 3, 2019

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Introduction

We are pleased to present ICO Market Weekly Review #5 in 2019. 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 the best analytics.

Since the increase of the popularity of ICO market, \$24B has been raised altogether. With over 5,300 projects and 73K 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 2018 #49 (Dec. 3 - Dec. 9) | 13 | 452 | 14 | 4 | \$ 16 085 480 |
| Week 2018 #50 (Dec. 10 - Dec. 16) | 22 | 443 | 46 | 15 | \$ 33 504 129 |
| Week 2018 #51 (Dec. 17 - Dec. 23) | 14 | 414 | 36 | 11 | \$ 88 289 593 |
| Week 2018 #52 (Dec. 24 - Dec. 30) | 11 | 391 | 36 | 15 | \$103 976 840 |
| Week 2019 #53 (Dec. 31) | 3 | 369 | 99 | 31 | \$223 424 577 |
| Week 2019 #01 (Jan. 1 - Jan. 6) | 41 | 398 | 16 | 4 | \$ 6 344 057 |
| Week 2019 #02 (Jan. 7 - Jan. 13) | 17 | 399 | 13 | 3 | \$ 24 054 922 |
| Week 2019 #03 (Jan. 14 - Jan. 20) * | 36 | 409 | 29 | 12 | \$103 290 963 |
| Week 2019 #04 (Jan. 21 - Jan. 27) * | 15 | 406 | 13 | 3 | \$ 8 815 807 |
| Week 2019 #05 (Jan. 28 - Feb. 3) * | 44 | 405 | 52 | 12 | \$223 933 722 |

Ratings week by week

| Week | Ratings | Avg. Rating |
|-----------------------------------|---------|-------------|
| Week 2018 #49 (Dec. 3 - Dec. 9) | 109 | 2.4 |
| Week 2018 #50 (Dec. 10 - Dec. 16) | 67 | 2.2 |
| Week 2018 #51 (Dec. 17 - Dec. 23) | 73 | 3.5 |
| Week 2018 #52 (Dec. 24 - Dec. 30) | 84 | 2.7 |
| Week 2019 #53 (Dec. 31) | 11 | 4.3 |
| Week 2019 #01 (Jan. 1 - Jan. 6) | 29 | 3.6 |
| Week 2019 #02 (Jan. 7 - Jan. 13) | 71 | 4.2 |
| Week 2019 #03 (Jan. 14 - Jan. 20) | 50 | 3.8 |
| Week 2019 #04 (Jan. 21 - Jan. 27) | 72 | 3.8 |
| Week 2019 #05 (Jan. 28 - Feb. 3) | 103 | 3.5 |

* There are ICOs with uncertain status regarding the funds raised

ICO market results for the week

Top 5 completed ICOs by the funds raised

| # | ICO | Rating | Ratings | Funds raised |
|---|------------|--------|---------|---------------|
| 1 | GCBIB | 3.2 | 2 | \$142 686 051 |
| 2 | Godbex | 3.0 | 1 | \$17 320 000 |
| 3 | HARA | 3.7 | 1 | \$17 000 000 |
| 4 | EarthCycle | 3.3 | 6 | \$16 400 000 |
| 5 | BuratinoBS | 4.5 | 18 | \$10 150 000 |

Top 5 countries

| # | ICO Country | ICOs | Rating | Ratings | Funds raised |
|---|----------------------|------|--------|---------|---------------|
| 1 | United Arab Emirates | 1 | 3.2 | 2 | \$142 686 051 |
| 2 | Singapore | 4 | 3.3 | 4 | \$18 250 000 |
| 3 | UK | 4 | 2.5 | 4 | \$17 320 000 |
| 4 | Zimbabwe | 1 | 3.3 | 6 | \$16 400 000 |
| 5 | Latvia | 1 | 4.5 | 18 | \$10 150 000 |

Trends of the ongoing ICOs for the week

Top 5 ongoing ICOs by rating

| # | ICO | Rating |
|---|------------|--------|
| 1 | Moozicore | 4.8 |
| 2 | SaTT | 4.7 |
| 3 | Gigzi | 4.7 |
| 4 | TradePlace | 4.7 |
| 5 | Lucre | 4.7 |

Top 5 ongoing ICOs by total number of ratings

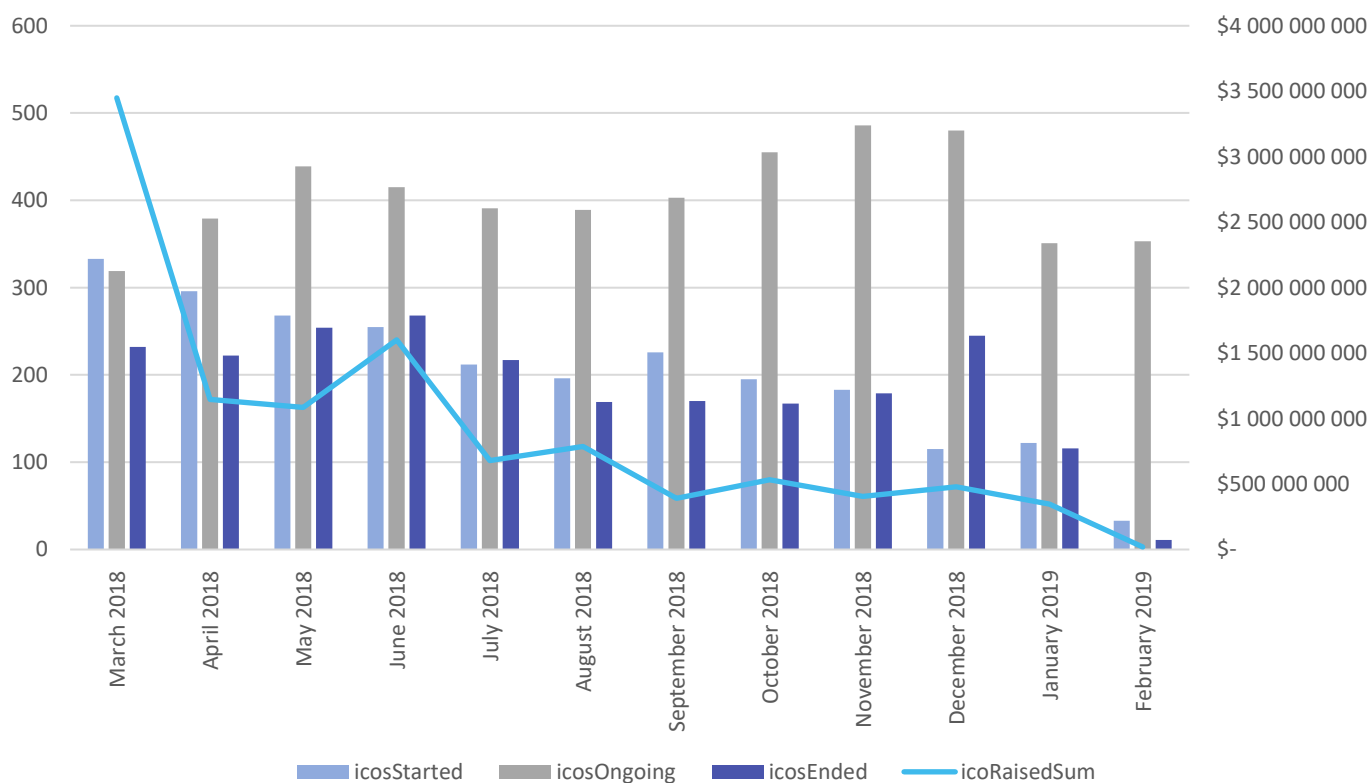
| # | ICO | Ratings |
|---|----------------|---------|
| 1 | SaTT | 38 |
| 2 | Worldopo | 38 |
| 3 | Fidelity House | 28 |
| 4 | Crowd Machine | 28 |
| 5 | MOBU | 24 |

ICO market month by month

ICO started, ongoing and ended for the past 12 months

| Month | Starting | Ongoing | Ended | Raised | Raised Amount | Avg. Raised |
|------------------|----------|---------|-------|--------|-----------------|--------------|
| March 2018 | 333 | 319 | 232 | 118 | \$3 449 107 226 | \$29 229 722 |
| April 2018 | 296 | 379 | 222 | 111 | \$1 145 935 477 | \$10 323 743 |
| May 2018 | 268 | 439 | 254 | 126 | \$1 085 562 724 | \$8 615 577 |
| June 2018 | 255 | 415 | 268 | 107 | \$1 601 431 075 | \$14 966 646 |
| July 2018 | 212 | 391 | 217 | 85 | \$680 372 377 | \$8 004 381 |
| August 2018 | 196 | 389 | 169 | 56 | \$787 224 388 | \$14 057 578 |
| September 2018 | 226 | 403 | 170 | 69 | \$390 266 791 | \$5 656 040 |
| October 2018 | 195 | 455 | 167 | 58 | \$532 594 604 | \$9 182 666 |
| November 2018 | 183 | 486 | 179 | 70 | \$405 885 544 | \$5 798 365 |
| December 2018 | 115 | 480 | 245 | 81 | \$479 888 169 | \$5 924 545 |
| January 2019 * | 122 | 351 | 116 | 32 | \$347 186 058 | \$10 849 564 |
| February 2019 ** | 33 | 353 | 11 | 2 | \$19 253 413 | \$9 626 706 |

ICO market dynamics



* data will be updated

** data for the part of the month

ICO market world

Countries by the raised amount

| # | Country | ICOs | Raised | Raised Amount | Avg. Raised |
|----|------------------------|------|--------|-----------------|--------------|
| 1 | USA | 731 | 192 | \$7 414 731 629 | \$38 618 394 |
| 2 | British Virgin Islands | 66 | 26 | \$2 360 669 919 | \$90 794 997 |
| 3 | Singapore | 529 | 189 | \$2 159 663 218 | \$11 426 790 |
| 4 | Switzerland | 254 | 99 | \$1 828 161 545 | \$18 466 278 |
| 5 | UK | 468 | 131 | \$1 249 778 302 | \$9 540 292 |
| 6 | Cayman Islands | 116 | 39 | \$1 126 738 719 | \$28 890 736 |
| 7 | Estonia | 264 | 96 | \$871 208 445 | \$9 075 088 |
| 8 | Hong Kong | 171 | 57 | \$627 711 372 | \$11 012 480 |
| 9 | Russia | 326 | 105 | \$609 041 154 | \$5 800 392 |
| 10 | Canada | 103 | 25 | \$456 962 915 | \$18 278 517 |

ICO platforms

Platforms by the count of raised ICOs

| # | Platform | ICOs | Raised | Raised Amount | Avg. Raised |
|----|---------------------|------|--------|------------------|---------------|
| 1 | Ethereum | 4671 | 1380 | \$20 525 786 301 | \$14 873 758 |
| 2 | Waves | 125 | 32 | \$129 722 757 | \$4 053 836 |
| 3 | Stellar | 67 | 13 | \$296 354 375 | \$22 796 490 |
| 4 | NEO | 43 | 12 | \$209 546 153 | \$17 462 179 |
| 5 | Separate blockchain | 29 | 10 | \$66 944 410 | \$6 694 441 |
| 6 | NEM | 24 | 9 | \$76 573 193 | \$8 508 133 |
| 7 | Bitshares | 10 | 8 | \$21 635 489 | \$2 704 436 |
| 8 | Scrypt | 28 | 7 | \$21 545 568 | \$3 077 938 |
| 9 | Bitcoin | 25 | 6 | \$309 122 719 | \$ 51 520 453 |
| 10 | Other | 276 | 76 | \$2 642 288 067 | \$34 766 948 |

ICO industries

Industries by the raised amount

| # | Industry * | ICOs | Raised | Raised Amount | Avg. Raised |
|----|-------------------|------|--------|------------------|--------------|
| 1 | Cryptocurrency | 2092 | 631 | \$13 102 082 129 | \$20 763 997 |
| 2 | Platform | 2894 | 873 | \$11 917 495 228 | \$13 651 197 |
| 3 | Business services | 1184 | 403 | \$3 999 556 033 | \$9 924 457 |
| 4 | Infrastructure | 554 | 153 | \$3 540 027 283 | \$23 137 433 |
| 5 | Banking | 525 | 186 | \$3 420 796 950 | \$18 391 381 |
| 6 | Investment | 934 | 304 | \$3 140 773 394 | \$10 331 491 |
| 7 | Software | 758 | 255 | \$2 655 584 267 | \$10 414 056 |
| 8 | Internet | 598 | 200 | \$2 217 479 959 | \$11 087 400 |
| 9 | Smart Contract | 758 | 218 | \$2 087 609 111 | \$9 576 189 |
| 10 | Media | 361 | 110 | \$1 521 180 787 | \$13 828 916 |

* Any ICO can be presented in multiple industries

ICO expert opinions

[Krishnendu Chatterjee Ph.D.](#)



Crowdfunding 2.0: Shifting Investment trends from ICOs to STOs/ETOs

ICO or Initial Coin Offering is a way of raising capital via crowdfunding, in which digital tokens or coins are offered instead of equity to early backers which can either be used for products/services or can be traded in crypto exchanges for speculative gains. The year 2017 proved to be a monumental year in which Bitcoin soared over 1500% and generated great interests among the ordinary masses. The huge interests combined with slick marketing, a promise of big returns and slack Govt. regulations allowed a lot of blockchain projects to raise billions of dollars worth of investment via ICO fundraising. But unfortunately, the interests in ICOs waned from early 2018 due to developmental delays, regulation and multiple scams, that were pulled in the name of ICOs.

The ICO success story was short-lived but illustrious: in 2017, 875 ICOs raised US\$ 6.23 billion while in 2018, 1257 ICOs raised US\$ 7.85 billion - that's equivalent to 10% of the global venture funding.

Blockchain technology offers better transparency, simplicity and cost efficiency with lower administration and management costs for both investors and companies. In 2019, STOs (Security Token Offering) /ETOs (Equity Token Offering) would likely build on these advantages afforded by blockchain and the excitement of ICOs, by offering investors better regulation and protection of their investments. Thus, entrepreneurs will now be able to reach a wider audience of international investors whereas previously they would have been dependent upon VC funds only.

But the rise of STOs/ETOs doesn't mean the death-knell of ICOs as an instrument of fundraising. In fact, I can see that the ICO market has grown by leaps and bounds where investors have become more mature having taken a VC perspective for investments, over greedy short-term returns. In fact, over the last half of 2018, a lot of successful ICOs have been able to attract seed investments or Series A investments from traditional funds as well. The days of raising millions by selling a DREAM with a bunch of pretty faces and a white paper is truly over though and now investors are even wary of investing in projects without a working platform or an MVP; which I think is essential to also build a community around the project, that plays a big role in the ICOs success.

The crypto-market is possibly more red & gory at present, than even George RR Martin could possibly infuse in Game of Thrones. Winter is here, much earlier than it can be depicted in GOT, having engulfed ICOs in a bear market. But as the saying goes every cloud has a silver lining and so has this Crypto-Winter. The withering of the ICO model as has done little in dampening the moods of the serious players, as more and more people are interested in knowing and applying the concept of decentralization in their business model; both as an instrument of fundraising and running of day to day affairs. As someone who has been closely associated with the blockchain industry, I perceive a turnaround in the sentiments with ICOs as well as STOs/ETOs, having proven business models, in the mid to late 2019.



Is the Bottom in, yet?

2019 started with Crypto markets seeing a continued spike in volatility and fall in prices across both altcoins and bitcoin markets. Since the total Crypto market capitalization peak in 2017, we are approaching the longest bear market in bitcoin history. Many analysts and traders see the bitcoin price following historical patterns, where Bitcoin retraces off its all-time-high to about 90% of this value, which leaves the Bitcoin historical projection price bottoming out at around the \$2000.00 value. We are currently around the \$3400's level witnessing a continued bull-and-bear market directional tug; with the bears triumphing due to low volume and market psychology. Many traders are either 1) HODLing (holding-on-for-dear-life) or 2) remain in cash positions, waiting for the bottom to set in. If everyone is doing 1) or 2), market liquidity dries up and leaves prices and the momentum to the few that are collapsing the order books and prices in their favor, after all, wouldn't you want to buy cheap before the next bull run? Market sentiment only changes once the bottom has set in, this bottoming inflection-point changes once called by some proclaimed market expert or due to the return of volume.

Adoption is continuing to grow but at a slower rate than anticipated, as a by-product of regulatory oversight (country's formalizing regulation on ICOs and crypto assets) and depressed crypto prices.

The bitcoin price and regulation directly impact the ICO market. ICOs, grew exponentially from mid-2016- 2018. The recent SEC prosecutions and crack-downs on scam coins and the rise of the STO have all changed the way the ICO market will operate in future. We will still see ICOs raise more capital then via venture capital avenues, however, we will see these ICOs taking place on vetted exchanges via ECO (Exchange Coin Offering) e.g. Binance and the BitTorrent BTT token sale (which sold out in minutes). This will lower the risks of fraud and add a vetted due diligence process, KYC into the ICO model.

Bitcoin is the indicator for altcoins and we will see some sideways action for the next few days, followed by a further drop in BTC prices to around \$3200.00, if we break this psychological level, we will see further downward movements. There is a glimmer of short-term hope, the Ethereum hard fork may have some positive impact on the crypto market post February 2019.

Until the bottom is in and the return of volume, the bear market trend is still intact and crypto enthusiasts need to approach speculating on bitcoin, altcoins and ICOs with caution.



Cryptocurrencies are too often associated with fraudulent activities and scam opportunities. I see in the Cryptocurrencies market a huge possibility to innovate the world as we now know, and bring lots of logical processes to another level.

Have you ever heard about Smart Contract? I love this concept. Something trained and made just to fulfill tasks and speed up slow processes and decisions. ICO are the way to bring smart contracts to a huge adoption thanks to the thousands of different ICOs that are still boring and running.

Take care. An ICO investment has a risk grade equal to every other start-up investment. Besides, ICO has been associated for months to a Gold Rush, but that was just the Bitcoin bull market that was pushing up the price of almost every single token.

Nowadays, investment in ICOs is a little bit trickier, since the market is not so generous like at the end of 2017 and 2018. Many ICOs do not reach the Soft Cap, and others who reach, they simply had a great marketing plan but no entrepreneurial experience to develop properly the project. What may be the result then? A great bubble that scares newbies of the field and discourages others to keep pushing the development of this technology.

So what may be the forecast for the next future? I guess that once Bitcoin and other major cryptos will be adopted from several providers and big payment companies, plus their technology will show up in different business fields such as IT, Finance, Real Estate, I guess that pronouncing the price of Bitcoin will be hard because of the number of zeros.

Be careful but keep an eye on it!

Thank you

We are looking forward to your feedback.

Please send your questions and suggestions to report@icobench.com

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