



February 26, 2019

# ICO Market Weekly Review

# Week #8

February 18 – 24, 2019

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# Introduction

We are pleased to present ICO Market Weekly Review #8 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, \$25B has been raised altogether. With over 5,300 projects and 74K 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 #52 (Dec. 24 - Dec. 30)   | 10      | 375     | 36        | 16     | \$117,976,840 |
| Week 2019 #53 (Dec. 31)             | 3       | 352     | 100       | 32     | \$224,124,577 |
| Week 2019 #01 (Jan. 1 - Jan. 6)     | 39      | 379     | 16        | 4      | \$6,344,057   |
| Week 2019 #02 (Jan. 7 - Jan. 13)    | 16      | 379     | 13        | 3      | \$24,054,922  |
| Week 2019 #03 (Jan. 14 - Jan. 20)   | 30      | 383     | 27        | 12     | \$103,290,963 |
| Week 2019 #04 (Jan. 21 - Jan. 27)   | 14      | 381     | 13        | 3      | \$8,815,807   |
| Week 2019 #05 (Jan. 28 - Feb. 3)    | 35      | 378     | 51        | 17     | \$254,242,722 |
| Week 2019 #06 (Feb. 4 - Feb. 10) *  | 11      | 362     | 13        | 4      | \$28,870,494  |
| Week 2019 #07 (Feb. 11 - Feb. 17)   | 18      | 360     | 18        | 4      | \$5,760,000   |
| Week 2019 #08 (Feb. 18 - Feb. 24) * | 10      | 362     | 9         | 1      | \$11,700,000  |

## Ratings week by week

| Week                              | Ratings | Avg. Rating |
|-----------------------------------|---------|-------------|
| 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      | 3.9         |
| Week 2019 #04 (Jan. 21 - Jan. 27) | 72      | 3.8         |
| Week 2019 #05 (Jan. 28 - Feb. 3)  | 102     | 3.5         |
| Week 2019 #06 (Feb. 4 - Feb. 10)  | 61      | 3.4         |
| Week 2019 #07 (Feb. 11 - Feb. 17) | 47      | 3.9         |
| Week 2019 #08 (Feb. 18 - Feb. 24) | 72      | 3.4         |

\* There are ICOs with uncertain status regarding the funds raised

# ICO market results for the week

## Completed ICO

| # | ICO      | Rating | Ratings | Funds raised |
|---|----------|--------|---------|--------------|
| 1 | IOU (UK) | 4.4    | 6       | \$11,700,000 |

# Trends of the ongoing ICOs for the week

## Top 5 ongoing ICOs by rating

| # | ICO        | Rating |
|---|------------|--------|
| 1 | CoinCasso  | 4.9    |
| 2 | Moozicore  | 4.8    |
| 3 | Gigzi      | 4.7    |
| 4 | TradePlace | 4.7    |
| 5 | SaTT       | 4.6    |

## Top 5 ongoing ICOs by total number of ratings

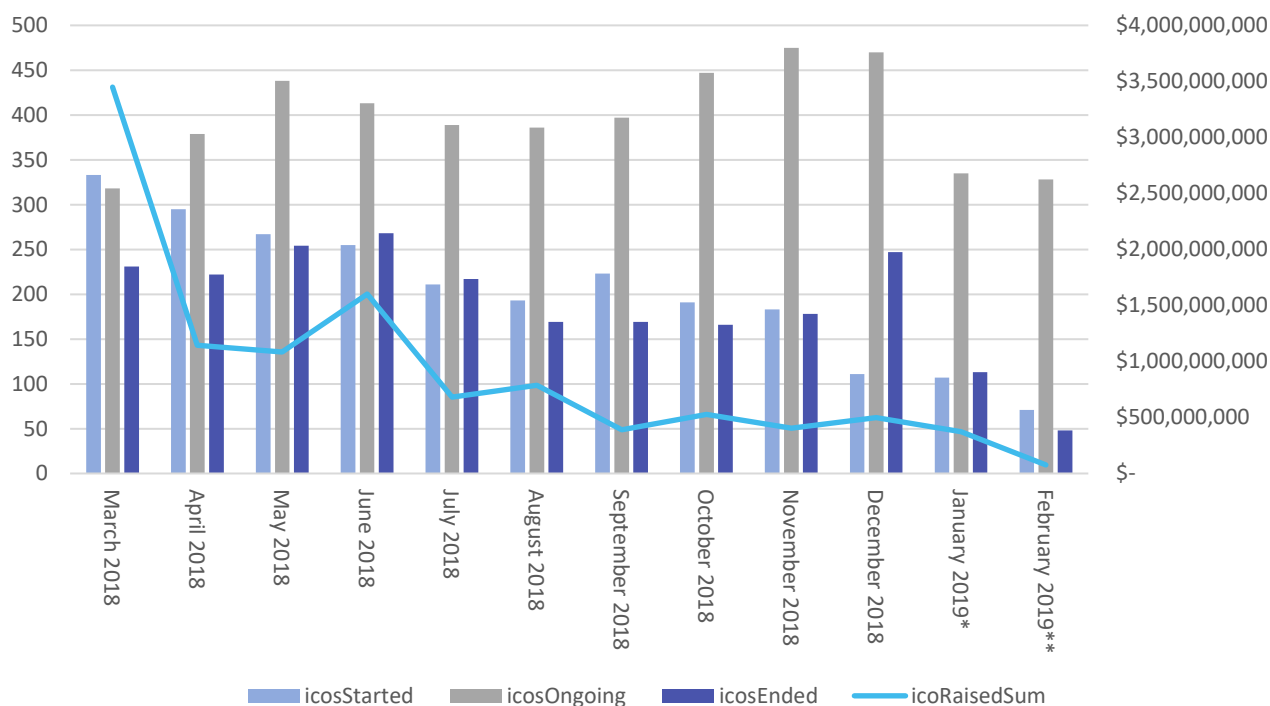
| # | ICO            | Ratings |
|---|----------------|---------|
| 1 | SaTT           | 41      |
| 2 | Worldopo       | 38      |
| 3 | Fidelity House | 28      |
| 4 | Crowd Machine  | 28      |
| 5 | MOBU           | 25      |

# 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      | 318     | 231   | 118    | \$3,449,107,226 | \$29,229,722 |
| April 2018      | 295      | 379     | 222   | 111    | \$1,145,935,477 | \$10,323,743 |
| May 2018        | 267      | 438     | 254   | 126    | \$1,085,562,724 | \$8,615,577  |
| June 2018       | 255      | 413     | 268   | 107    | \$1,601,431,075 | \$14,966,646 |
| July 2018       | 211      | 389     | 217   | 85     | \$680,372,377   | \$8,004,381  |
| August 2018     | 193      | 386     | 169   | 56     | \$787,224,388   | \$14,057,578 |
| September 2018  | 223      | 397     | 169   | 69     | \$390,266,791   | \$5,656,040  |
| October 2018    | 191      | 447     | 166   | 56     | \$526,080,944   | \$9,394,303  |
| November 2018   | 183      | 475     | 178   | 69     | \$403,885,544   | \$5,853,414  |
| December 2018   | 111      | 470     | 247   | 83     | \$499,088,169   | \$6,013,110  |
| January 2019*   | 107      | 335     | 113   | 36     | \$372,495,058   | \$10,347,085 |
| February 2019** | 71       | 328     | 48    | 13     | \$76,583,907    | \$5,891,070  |

## 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                    | 733  | 193    | \$7,415,085,042 | \$38,420,130 |
| 2  | British Virgin Islands | 67   | 26     | \$2,349,769,919 | \$90,375,766 |
| 3  | Singapore              | 537  | 192    | \$2,186,084,186 | \$11,385,855 |
| 4  | Switzerland            | 256  | 101    | \$1,831,935,545 | \$18,137,976 |
| 5  | UK                     | 477  | 135    | \$1,276,890,302 | \$9,458,447  |
| 6  | Cayman Islands         | 116  | 40     | \$1,129,738,719 | \$28,243,468 |
| 7  | Estonia                | 267  | 97     | \$878,697,995   | \$9,058,742  |
| 8  | Russia                 | 324  | 106    | \$679,878,045   | \$6,413,944  |
| 9  | Hong Kong              | 173  | 58     | \$632,711,372   | \$10,908,817 |
| 10 | Canada                 | 104  | 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            | 4706 | 1403   | \$20,797,568,668 | \$14,823,641 |
| 2  | Waves               | 127  | 33     | \$146,122,757    | \$4,427,962  |
| 3  | Stellar             | 69   | 13     | \$296,354,375    | \$22,796,490 |
| 4  | NEO                 | 44   | 12     | \$209,546,153    | \$17,462,179 |
| 5  | Separate blockchain | 29   | 10     | \$66,944,410     | \$6,694,441  |
| 6  | NEM                 | 23   | 8      | \$71,659,533     | \$8,957,442  |
| 7  | Scrypt              | 29   | 8      | \$26,345,826     | \$3,293,228  |
| 8  | Bitshares           | 10   | 8      | \$21,635,489     | \$2,704,436  |
| 9  | Bitcoin             | 27   | 6      | \$309,122,719    | \$51,520,453 |
| 10 | Other               | 281  | 78     | \$2,688,288,067  | \$34,465,232 |

# ICO industries

## Industries by the raised amount

| #  | Industry *        | ICOs | Raised | Raised Amount    | Avg. Raised  |
|----|-------------------|------|--------|------------------|--------------|
| 1  | Cryptocurrency    | 2119 | 637    | \$13,156,079,269 | \$20,653,186 |
| 2  | Platform          | 2922 | 886    | \$11,987,439,571 | \$13,529,842 |
| 3  | Business services | 1196 | 412    | \$4,032,826,527  | \$9,788,414  |
| 4  | Infrastructure    | 563  | 155    | \$3,552,396,283  | \$22,918,686 |
| 5  | Banking           | 531  | 188    | \$3,423,596,950  | \$18,210,622 |
| 6  | Investment        | 942  | 309    | \$3,171,077,394  | \$10,262,386 |
| 7  | Software          | 770  | 259    | \$2,680,445,761  | \$10,349,211 |
| 8  | Internet          | 605  | 201    | \$2,229,179,959  | \$11,090,448 |
| 9  | Smart Contract    | 767  | 225    | \$2,109,847,960  | \$9,377,102  |
| 10 | Big Data          | 421  | 135    | \$1,563,891,964  | \$11,584,385 |

\* Any ICO can be presented in multiple industries

# ICO expert opinions

[Gao Jie](#)



## **The optimistic forecast for Crypto and ICOs future, based on the last events in Blockchain**

We are still experiencing the long downturn decreasing from the peak at the end of 2017 and we still do not have a safe landing, but we are closer.

As we can see from the number of the ongoing ICO projects & fund raised monthly which are in a stable situation, but many projects still feel it is even more difficult to reach their soft cap because investors need to see their MVP which can offer solution for the current problems & workable for the real world, better with existing user cases.

In the past year, we found the problems of ICO which caused lots of fraud and undelivered promises, then STO coming out to embrace regulators to make the investment safer and it was very hot in last year, but it's likely not suitable for most of the projects and proceeds slowly.

Currently the market is waiting for the breakthrough point for blockchain technology itself & promising DAPPs emerging, but blockchain will not be booming without the development of other new technologies, like 5G, IoT & AI, because 5G build the infrastructure for communication and network, IoT will generate a huge amount of data and AI will use the data to make the world smart, so do blockchain, it will be more likely to be the highway to transport the data in an exponential level.

Also, from the government perspective, they are planning on how to make good use of this technology and keep it in control as well. The most important part is the attitude of the biggest economies, like US, China, etc. SEC's investigation for ETF and penalty for a few ICOs all showed they are very prudent and will act only when they are ready for regulation. The Chinese government also keeping releasing policies on blockchain by CAC and completing the regulating structures step by step.

Finally, from a corporate perspective, we saw JP Morgan released their token. The key point is not their token, but their attitude to the blockchain which indicates they are optimistic for blockchain's future because they are biggest traditional institution among the smartest guys in the world who are sensitive and have access to the latest information source. Based on this, we can imagine that there will be good news in coming several months, most probably is the institutional investors will enter into the market.

So be patient & well prepared, then what we can do is waiting.

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Week #8, 2019 (February 18-24, 2019)

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**Will the Crypto Bear Markets continue and is the Crypto investor being afraid of their investments drifting to Zero in this phase?**

My answer to both questions is NO. This is because every mature investor understands that the market runs through bear and bull phases and crypto is no indifferent. Those who invested only with the purpose of gambling have lost their faith completely and are mostly on the sidelines again. The high Risk to Reward ICO Market has got impacted in some manner and has lost its sheen in the form of loyal investors getting on backfoot for new investments. But that never means that these investors are never going to turn back. All markets are associated with emotions and sentiments too. Once the mood gets better, retail investors will start flowing back and will start outnumbering all expectations.

Definitely, after passing through this longest crypto bear phase, the returning investors will be more learned and will make more informed decisions after thorough project evaluation. Secondly, patience holds the key and the most patient ones will get rewarded the most.

Platforms such as ICObench will come handy for naive investors and can provide detailed in-depth neutral analysis across projects with their innovative features.

Additionally, with the regulations picking up and with the entry of STOs, the ICO market is set to change its existing form. And the newer structure will definitely be more refined and built to protect the interests of small investors. The crypto markets rest on the fundamental use cases of blockchain technology and the evolution is only going to get stronger after this bear phase. The bad projects have already been killed or at the verge of extinction as they no longer are in the situation to meet their running expenses.

So, the decision to invest in good projects should not merely be based on the past returns from ICO but on the fundamentals behind the project. It is only a matter of time that good projects will succeed and generate handsome returns for patient investors.

The shape that this Primary funding market will successfully adapt is still debatable and only time will reveal, whether it will be STOs alone, or it will be mix of ICO and STO that will win the hearts of next set of investors.



### **The Gamblers are gone with a lot of blood and the true players slowly come back to the table**

The crypto markets have stabilized somewhat, and it is quite possible that we have already seen the lowest prices. However, a look at the 12-month chart clearly shows how far we are from the market environment a year ago.

The good news: It's a very good time to build a new business in the blockchain area. The Gamblers are gone with a lot of blood and the true players slowly come back to the table.

The mechanisms of a functioning and stable market are returning. These include real products, real business plans and technology that really belongs to the Blockchain Industry.

It is still difficult to get fast money from the community. ICOs sold out in a few days or even hours are a thing of the past. But who were these investors? Did they really deal with the project or was it just the herd mentality and the greed for fast money?

Investors who are currently investing believe in the projects and these are the kind of investors you want as entrepreneurs.

At present times, in my view, Bounty Hunters are very dangerous. Markets are far from stable enough to cope with selling pressures emanating from Bounty Hunters. Since they received their tokens without paying for them, we see in the Exchanges unlimited sales that weigh heavily on the price.

Therefore, ICOs should consider very well how and to what extent bounty programs are used.

We must not forget that we are always at the very beginning of a digital revolution. Even at the beginning of the Internet, a lot of blood had to be shed and the big sub-trees that we see today were not the companies of the very first hour.

# 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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