



IEO Market Analysis

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Summary

IEO market analysis – April 2018

We are pleased to introduce you to our new IEO Market with analytics and trends for new tool to raise funds as IEO. This report aims to be your guide to the IEO market. Currently, the available data is small and the IEO history is short. However, certain conclusions and legitimacies can be already made.

So far, there are 60+ IEOs listed on ICObench with average rating of 3.6. It is slightly better in comparison with the ICO's average rating that is 3.3 out of 5. 42 IEOs have been ended and raised \$266 million in total. There are sixteen launchpads are used that are presented by different exchanges and can be combined in unlimited manner.

As of today, the Hong Kong and Singapore have raised almost a half of total amount of raised funds (\$124.5 million). However, the Hong Kong is undisputable leader among the countries by the funds raised (\$65.7 million) even with significant low number of presented IEO projects. Here, Singapore is the leader by amount of projects with its eleven IEOs presented. Regretfully, none of the five IEO projects from UK and UAE has not raised any funds.

According to the statistics, IEOs on Binance Launchpad has raised the highest number of funds (\$79 million), but at the same time Exmarkets Launchpad is most popular launchpad for IEOs where 11 projects chose this launchpad. Also, it can be already allocated top of 6 IEOs that have raised the most of the funds (\$182.9million) and top of 5 IEOs that spent the lowest amount of time to raise the necessary amount of funds to finish IEO (up to the seconds).








Best,
ICObench Team

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ICO

IEO

Nature of IEO

 <p>FUNDRAISING IS CONDUCTED AT</p>	The token issuer's website	The platform of the exchange
 <p>CROWDSALE COUNTRYPARTY</p>	The project's developers	A cryptocurrency exchange
 <p>SMART CONTRACT MANAGED BY</p>	The startup conducting the token sale	The cryptocurrency exchange
 <p>AML/KYC NEEDED BY THE TOKEN ISSUER</p>	Yes, it can vary between the different projects	Not necessarily - the exchange conducts AML/KYC on its users
 <p>MARKETING BUDGET NEEDED FOR FUNDRAISING COMPANIES</p>	Significantly high, the project will have to invest many resources in order to get the attention of the public	Relatively low - the exchange actively markets the tokens of the startups
 <p>SCREENING REQUIRED BEFORE A STARTUP CAN LAUNCH A CROWDSALE</p>	No - anyone can launch an ICO (in a country where it is legal)	Yes - the exchange screens the company before it allows it to raise funds on its platform
 <p>AUTOMATIC TOKEN LISTING AFTER CROWDSALE</p>	No - the startup has to reach out to exchange to list its tokens	Yes - the exchange where the IEO is conducted list

- The tendency for IEO became to grow and the investors can put their trust in the due diligence performed by the exchange hosting the IEO.
- Thus, trust and security make IEO projects more attractive among the crowdfunding platforms.
- The IEO model was spearheaded by Binance, whose token sale platform Launchpad hosted a high-profile token sale for the Tronbased BitTorrent token (BTT) this January.
- According to the CEO of Binance, exchange-hosted token offerings are no less subject to regulatory hurdles than their initial coin offering (ICO) predecessors.

**IEO
Statistics**

Singapore and Hong Kong have collected almost a half of total amount of funds raised by all IEOs (\$124.5m)

\$180 million has raised by 23 IEOs since February

\$266 million has raised by 42 ended IEOs so far

IEOs on Binance Launchpad has raised the highest number of funds (\$79 million)

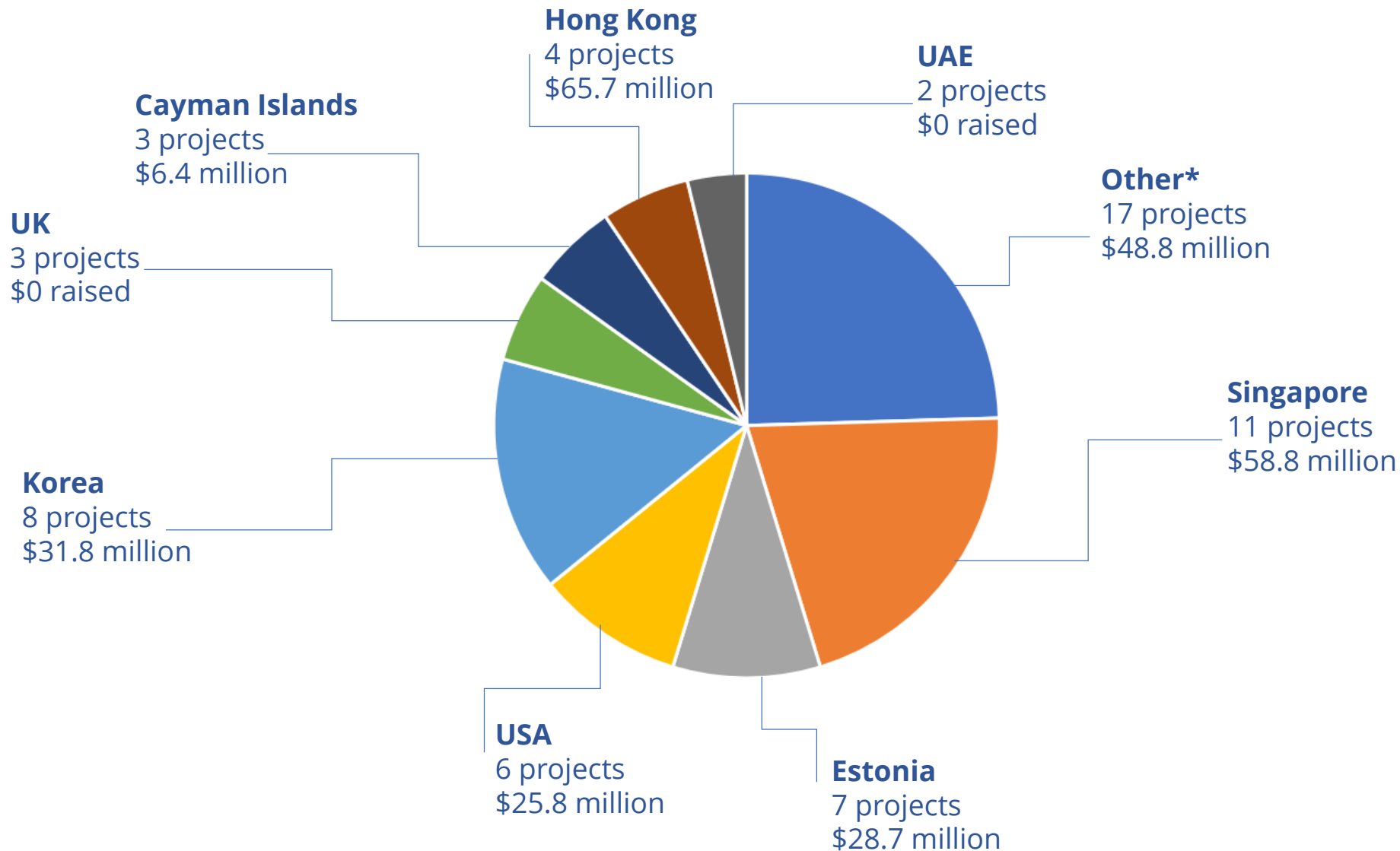
3.6 is the average rating for IEO projects listed on ICObench

There are already 60+ IEO projects listed on ICObench

Exmarkets Launchpad is most popular launchpad for IEOs (11 projects chose this launchpad)

6 projects have raised the most funds (\$182.9 million)

IEOs concentration by countries



- Undoubtedly, Singapore is the leader in the IEO market by amount of conducted projects
- But the Hong Kong is on top by the amount of funds raised with only three IEOs conducted
- However, UAE and UK did not raised any funds with presenting 5 IEOs overall.
- Estonia has raised all the amount of funds thanks to one IEO project – Windhan Energy

* "Other" includes countries that present only 1 IEO. It contains: Bulgaria, Germany, Gibraltar, India, Japan, Malaysia, Panama, Poland, Russia, Seychelles, Switzerland, Taiwan, Tanzania, Malta,

The community opinion

6 IEOs that have raised the most of the funds (\$182.9m)

ICO	Funds raised, \$	HC reached
Percival	35 000 000	50%
Bread	32 000 000	160%
CharS	30 000 000	100%
GIFTO	30 000 000	100%
Windhan	28 700 000	100%
ioeX	27 200 000	-

Unpopular/Uncertain reputation
No Bitcointalk thread

Not popular/Positive reputation

Even the IEO project does not have official Bitcointalk thread, the community has created a couple of discussion boards where highlights the main benefits of the project, mature product and broad and experienced team. Also, the developed MPV- IOS and Android app has given additional credit to the project

Not popular/Uncertain reputation

The project does not have Bitcointalk thread and its social media campaign is poor to define the community's opinion.

Popular/Controversial reputation

28 pages and 7.4k views

The some of the users are positive about the project. However, there are a couple of recent posts that warn the users that the project might turn out as scam.

Unpopular/Positive reputation

The project's Bitcointalk account is unavailable. However, there are a several positive reviews from the community on Reddit and Telegram along with expert on ICObench. The users highlights strong vision and developed MVP to allocate this IEO project.

Popular/Positive reputation

The project's Bitcointalk account is missing. However, the project has broad Medium account with article and strong discussion board on Reddit. The users like the idea and the team's ambitions to force undiscovered part and industry like Internet of Everything. The community cheers for the vision and the team and waits on the future project success. However, there are no reviews on ICObench.

The community analysis is based on the bitcointalk.org threads

The data was taken from November 20, 2018. The data about funds raised by projects was collected based on the projects' announcements. Some data will be updated.

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5 IEOs that spent up to seconds to raised necessary amount of funds

ICO	Funds raised, \$	Launchpad	Time
MultiVac	3 600 000	Kucoin	7 seconds
VeriBlock	7 000 000	Bittrex	10 seconds
Fetch.AI	6 000 000	Binance	22 seconds
BitTorrent	7 200 000	Binance	18 minutes
Gifto	30 000 000	Binance	12 hours

The community opinion

Unpopular/Controversial reputation

Even though the project does not have official Bitcointalk thread, the community has created its own to discuss this IEO. Thus, some of the users report on strong competition that the project might face due to lack of major competitive advantage. In addition, the users are skeptical about Kucoin Launchpad. However, the most part of crypto community supports the project idea and relies on its vision.

Popular/Positive reputation

The users actively use Reddit since the Bitcointalk thread is not available. Thus, the project has positive opinions from the community. However, some of the users had hard time regarding following the token listing on exchange. The team clarified it as US investors' restriction.

Popular/Positive reputation

The projects received great estimations from the ICObench experts. Also, the community is confident in the project since it uses the Binance Launchpad. In addition, the users like very strong team and product's vision and conception of utilization.

Popular/Positive reputation

The project does not provide Bitcointalk thread but it has popularity among the community. Undoubtedly, the team is strong and project is guided by Justin Sun. Also the project vision and the MVP are proven by the crypto community and the ICObench experts.

Popular/Controversial reputation









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Thank you for your attention

We are looking forward to your feedback.
Please send your questions and suggestions to

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