

# WHAT IS AN ICO?

**Initial Coin Offerings** are a new method of raising capital. Instead of relying on Venture Capital Funding, entrepreneurs can launch their own coin sale. ICOs found rapid popularity in 2017, with over \$5 Billion raised.



## “ICO” stands for “Initial Coin Offering”

A company can issue tokens in exchange for funding, which can be redeemed for goods, services or even ownership stake.

### WHAT ARE THE TOKENS USED FOR?



#### UTILITY

Tokens can be used for transaction fees and other utilities.



#### STORE OF VALUE

Tokens can be used to store monetary value.



#### DIVIDENDS

Tokens can be used as shares in profit distribution.



## WHITE PAPER

Often, the project operator provides the business proposal for the token sale in a document called a “White Paper”.

OVER **5.6 BILLION**

ICOS RAISED 5.6 BILLION DOLLARS IN THE YEAR OF 2017 ALONE.