

HighTechBlock.com

Experts in Blockchain, Fintech, Cryptocurrencies

- 1 Team
- 2 Components
- 3 Roadmap
- 4 Product & Technology
- 5 Marketing & PR
- 7 Legal



Team



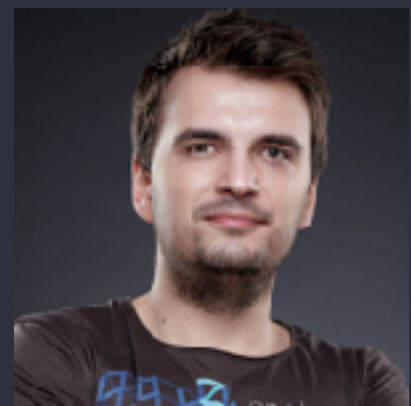
- Associate Professor, University of St. Thomas School of Law
- Advisor to multiple EU & US crypto startups
- Goldman Sachs Securities Division
- Humboldt-Universität zu Berlin, Ph.D, Law & Economics
- University of Illinois at Urbana-Champaign, Juris Doctor
- Durham University MBA

Wulf Kaal, CEO, PhD, MBA



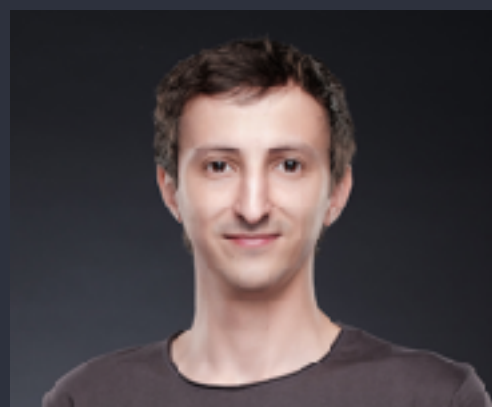
- Prior ICO & Blockchain expertise
- Head of Product, RealtyShares
- Director of Product Marketing, Ravello Systems (acquired by Oracle)
- Sr Product Manager, Motif Investing
- Sr Product Manager, Clearwell Systems (acquired by Symantec)
- Technology Analyst, Goldman Sachs
- Stanford B.S. Computer Science, M.S. Management Science & Engineering

Vlad Andrei, CTO



- Architect, Fullstack
- PhD A.I.
- MS, BS Computer Science

Ionut, PhD



- Security Expert, Blockchain
- MS, BS Computer Science

Dragos



- Fullstack engineer
- BS Computer Science

Catalin

This could be you!

Blockchain, Fullstack, Designer



Technology & Whitepaper

- Website
 - Company/Home
 - Milestones/Roadmap
 - Team
 - ICO terms
 - Login/Sign Up
 - Create token
 - Buy/sell tokens
 - 3 languages: English, Chinese, Russian
- Whitepaper
- Focus on ease of use & security



Marketing & PR

- Focus on advertising the company & not the token (no investor marketing)
- Facebook, Twitter, Reddit, Slack, Weibo
- SEO
- Paid Advertising
- Bitcointalk announcement
- Add to ICO listing websites
- Add token to exchanges
- Content marketing



Structuring

- Coordination with top Blockchain legal experts
- Legal entities setup
- Conversions of cryptocurrencies to fiat
- Token sale contract
- Client contract
- Reg D, Reg CF, Reg A+, SAFT for US investors



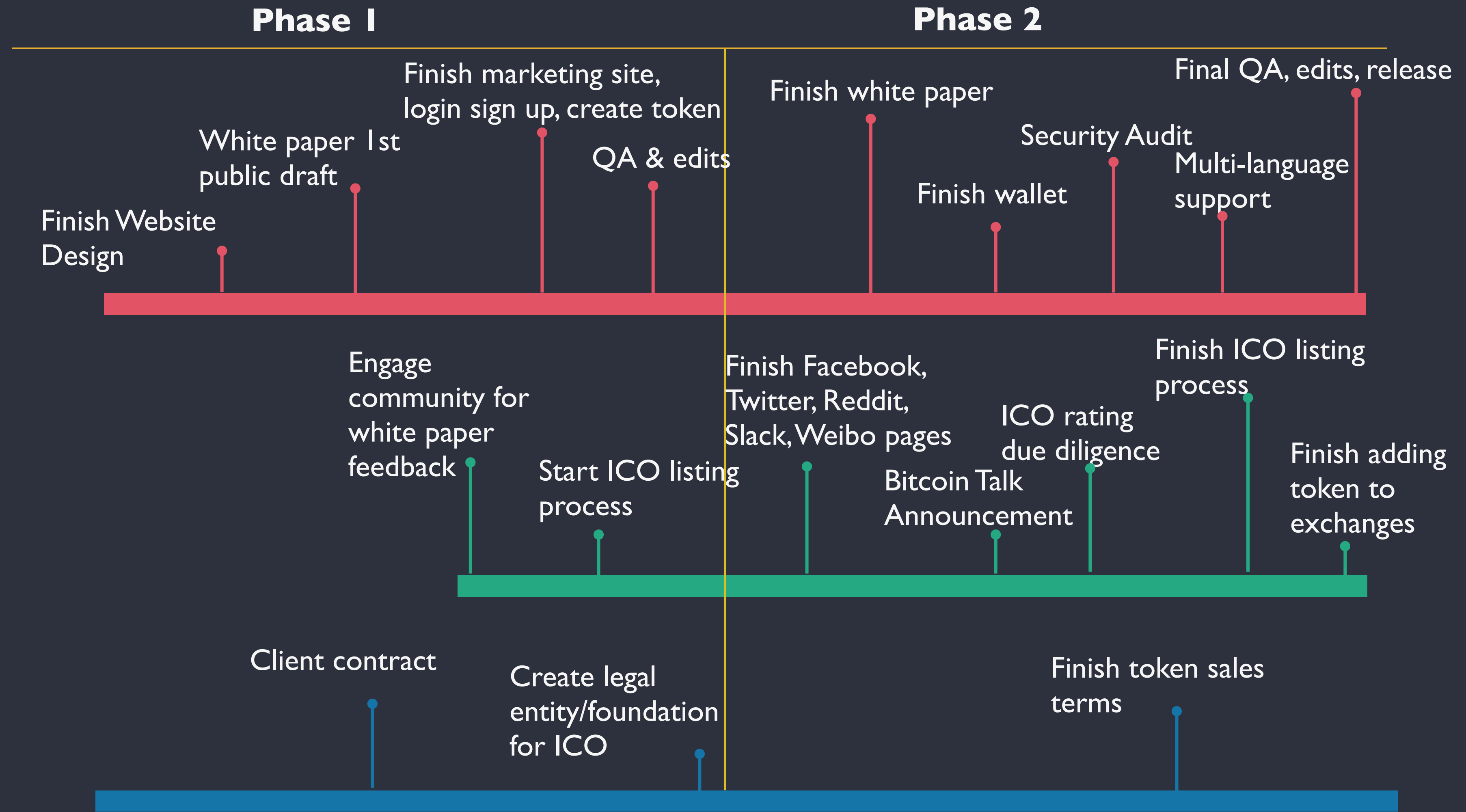
Technology & Whitepaper



Marketing & PR



Structuring





Marketing Website

- Design + Development
- Company, Product, Milestone/Roadmap, Team, ICO Terms

Logged-in product

- Login/Sign up, Browser Check, DDoS protection
- ICO dashboard (user profiles, wallets, funds)

Compliance

- Wallet address whitelisting
- KYC/AML, ID verification, bad actor checks

Token Creation

- ERC20 - type tokens
- Admin interface with multisig currency management operations
 - add/remove owner, issue/reissue asset, change owner, etc)

Wallet

- MyEtherWallet, Ethereum Desktop Wallet, Metamask, BTC wallet integrations
- Contributions in ETH & BTC

Whitepaper

- Creation, feedback, editing the white paper
- Business plan communication/presentation

Optional

- Marketing site video
- External security audit
- 2-factor auth
- Civic integration
- Web wallet inside the product
- Mobile wallet
- Desktop wallet
- Multi-currency contributions (altcoins, USD, EUR)
- Additional smart contracts depending on business model and desired token logic
- Bounty contracts for bugs/security



- Extremely important for a successful raise
- Community and social media management via Twitter, Facebook, LinkedIn, Reddit, Slack, Weibo, Telegram
- Develop communication, positioning, target audience messaging strategy
- Content marketing — working with partners who can propagate articles to hundreds of sites to generate hundreds of thousands of views
- Paid campaign management
- Content translation to Chinese, Russian, Korean
- Help with listing tokens on exchanges (Livecoin, C-cex, Bitfinex, etc) and ICO promotion sites (Icolist, Smith & Crown, etc)



Principle 1: Publish a detailed white paper

How?

- Describe the protocol and the network
- Identify a clear and compelling reason for the token to exist
- Provide a detailed technical description of the proposed implementation
- Set clear expectations for total token supply and distribution
- Have an independent expert review the white paper

Why?

A white paper defines the network and its use cases. It is critical for buyers to be able to understand the characteristics and functionality of the token they are buying, the challenges and risks of development, and the benefits of using the network.



Principle 2: For a presale, commit to a development roadmap

How?

- Provide a detailed development roadmap
- Include estimates of time and costs for each stage of the project
- Include a breakdown of estimated expenses by category
- Allocate funding for each stage of development and consider restricting access to funding until milestones are achieved
- List the names of key members of the development team and advisors
- Be transparent about remuneration paid to key members of the development team and advisors
- Quantify early contributions of members of the development team and advisors
- Between sale and launch of the network, report back to token holders periodically on progress against the development roadmap
- Set aside funds for independent security audits and a bug bounty program

Why?

A clear development roadmap gives buyers confidence that the proceeds of the sale will be properly used for the project and that the network will be launched, meaning that they will be able to use the tokens as intended.

Setting aside funding for each stage of the project helps establish structure and allows buyers to assess the likelihood of success. Using blockchain features to restrict the development team's access to funding can deliver more transparency.



Principle 3: Use an open, public blockchain and publish all code

How?

- Use an open and transparent blockchain
- Use open source software
- Where possible, commit to using standard or well-known token contracts (e.g. ERC20)
- Do not use a private or unintelligible blockchain, or one for which the developer is the sole or primary transaction validator
- Commit to undertake an independent security audit before launch

Why?

Building with open source software and using an open, public blockchain provides transparency, enables real participation from token holders and independent developers, allows for auditing, and helps prevent fraud.

Enabling real and meaningful participation in the network from a diverse set of independent parties may also strengthen the arguments against the second and third criteria of the *Howey* test, because participants are less reliant on the initial developers.



Principle 4: Use clear, logical and fair pricing in the token sale

How?

- Set a maximum number of tokens to be sold in the crowdsale
- Use a pricing mechanism which does not increase over time. Consider a Dutch Auction or similar mechanism to price tokens fairly
- Set a cap for the amount to be raised
- Set a minimum amount and refund buyers if the minimum amount is not met
- Denominate the price in one currency (e.g. ETH or BTC)

Why?

The total proceeds from a crowdsale should not exceed the estimated costs of development. A crowdsale should be capped at the number and price of tokens required to raise this amount.

Pricing mechanisms which increase over time can encourage irrational behavior (e.g. FOMO) and do not treat buyers equally. Setting the price in a single currency reduces the potential for confusion and arbitrage.



Principle 5: Determine the percentage of tokens set aside for the development team

How? Decide on the percentage of the total token supply that represents a fair reward for the work of the development team and advisors.

Release those tokens to the development team incrementally over time (contingent on their continued work on the project).

Why? Concentrating too many tokens in the hands of the development team and other contributors increases the risk of centralization of control of the network. On the other hand, setting aside too few tokens does not align the interests of the development team with the interests of other token holders.

Releasing tokens to the development team over time aligns their interests with other users over a longer period.

Releasing tokens to the development team over time also reduces the risk of affecting the market - it prevents large numbers of tokens from flooding the market at one time.



Principle 6: Avoid marketing the token as an investment

How?

- Do not promote the token as an investment that will increase in value
- Promote the token based on its functionality and the use case for the network
- Avoid analogies with existing investment language and processes - e.g. 'ICO'
- Provide appropriate disclaimers about the token as a product, not as an investment.

Why?

Marketing a token as a speculative investment, or drawing comparisons to existing investment processes, may mislead or confuse potential buyers. It may also increase the likelihood that the token is a security.

Using a short, relevant disclaimer which accurately describes the risks of the tokens, protocols and network is useful. Long, legalistic disclaimers about the risks of investment are not helpful to buyers and may provide the impression that the token is an investment.



Avoid:

- Uncapped raises with no product
- Tokens trading before underlying protocol, network or application is live
- Webpage focus on ICO with project timeline but less content on product, project, technology, and team.
- Lacking disclosures on vesting and lockup periods
- Manipulating the smart contract to change ICO sales rules mid-course during the ICO
- Uncertain use of proceeds pie chart: % on software development, % marketing, % operational, % legal
- Uncertain treasury role for ICO: currency conversion plans into actual company reserves unclear
- Non-disclosure of changes in company via 10k 10q 8k equivalence
- Promoting advisers whose tokens vest immediately



Questions



Questions

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