

# INDIA Forbes

MARCH 2018

## THE RISE & RISE OF ICOS





**JAGDISH PANDYA**  
*Founder BlockOn Group*

**Jagdish Pandya** is a future-ready philanthropically-inclined businessman who loves to see the tomorrow of everything – be it technology, finance, human or social interactions. A serial entrepreneur himself, he has continuously been a catalyst for other entrepreneurs across various business and technology verticals. His sound strategies are pre-loaded with simple and smart processes that make all the difference. He's been at the forefront of digital and cryptocurrency developments since the beginning and has built credibility and a strong network among his peers with his dedication and growth mindset. He firmly believes that, "All great things or people are resisted in the beginning. And in due course, the whole world has to not just take notice of them but follow them." A self-made cryptoentrepreneur, he helms a professionally managed team of industry experts who come with depth of experience, width of expertise, and height of commitment required for fulfilling the entire concept-to-coin life cycle. Pandya underlines the need where, "We all need to strengthen the decentralized innovations and tomorrow's world will be much better than what it is today." Currently in his position as the cryptocurrency enthusiast he has taken up various roles to add value to the whole crypto eco-system. He is contributing towards the industry through various ventures that he runs, such as Block On IT Services Pvt Ltd - Gift city (for Blockchain Solutions), Block One Pte Ltd - Singapore (Wallet, POS and Payment solutions), Global Crypto Hub, Thailand (a brick-n-mortar crypto community hub), Crypto Currency Expo (periodical event across the world), Blokrypton (a company that promotes Asia Blockchain Expo) apart from many other initiatives that he endorses. He is all set to provide leverage and knowledge to crypto ventures as an accomplished ICO Master where he'd be mentoring new entrants while marketing old ones by giving complete ICO service package. He dreams of building a full-fledged Crypto Valley and incubation centre for crypto lovers in Asia with the co-operation of the Governments of India and Philippines. Known among his tribe as JP, his passion for creating a win-win-win world for the crypto community, media and governments has won him tremendous respect from everywhere which has encouraged him to work harder towards the growth of this fantastic industry.



**SHAHIN NOBLE PILLI**  
*Founder & CEO of Useureum*

**Shahin Noble Pilli** is the Founder & CEO of Useureum, and the Founder of Global Crypto Hub Community and Knowledge centre that provides crypto-enthusiast a common place to network. GCH also provides ICO Consulting and PR Marketing. GCH launched its first Physical Office in the Philippines in 2017 and envisions having 15 more Global Crypto Hubs this year. Shahin also founded, in his 3 years of being in the blockchain and crypto space, companies such as: Asia Blockchain Expo ([www.asiablockchainexpo.com](http://www.asiablockchainexpo.com)) and Crypto Currency Expo ([www.cryptocurrencyexpo.com](http://www.cryptocurrencyexpo.com)).

Crypto Show, Crypto Cruise and CRYPA (Crypto Currency Professionals Association) are some of the other well-known brands co-founded by him. As a Learner and student of the Blockchain Technology he also advised and consulted for other ICO's. Shahin is also the Founder & CEO of the World of Professionals Organisation Limited, Headquartered in Bangkok, that provides business services to startups and professionals.

With an inclination towards entrepreneurship, he has also founded the largest group of Networkers in Asia called the Asian Networkers Convention & Expo. Pilli is the Founder, President of Pilli Group Company Limited which runs the consultancy business in Asia for clients from Europe, Asia and America. Additionally, he also owns International Association of Direct Selling Companies, International Association of Higher & Secondary Education, Thailand Professionals and the Punes Professionals. Lastly, he runs Commonwealth Financials, a crowdfunding programme for the last three years.

He was also honoured as a Dato' by the Sultan of the Kingdom of Sulu, for his extensive contribution to youth development. Many top media companies around the world such as CNN-NEWS18, Manila Bulletin, Business Mirror and Channel 5 have featured him for his extraordinary entrepreneurial journey and business. With a wide public speaking experience, Shahin has conducted and trained many individuals around the world and has also served as a director for 1000 Missionary Movement Branch. To know more contact [maica@worldofprofessionals.com](mailto:maica@worldofprofessionals.com).



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## HOW THE WORLD IS WAKING UP TO FUNDRAISING 3.0

*The world held its breath and witnessed in wonder, the most prominent among other news-worthy stories, the rise of a Fintech innovation called ICO in 2017. In laymen's language - Initial Coin Offering. ICO implies crowdfunding a new cryptocurrency and an innovative idea that can be implemented on the blockchain technology. As of now, ICO mostly is raised for this reason. But what is interesting is the way it has changed the whole ecosystem of fundraising.*

BY JAGDISH PANDYA & SHAHIN NOBLE PILLI



it has revolutionised the overall Fintech sector by triggering massive convergence of various ideologies and technologies that further shape the way we do business transactions, raise capital for an idea that kept us awake, or untie ourselves from the existing methods and means of monetary straightjackets.

Interestingly, the vast majority of ICOs thus so far have been used to raise funding for a technology project related to cryptocurrency, blockchain, or some other form of decentralisation. But in the future, the same can be applied for other types of businesses as well.

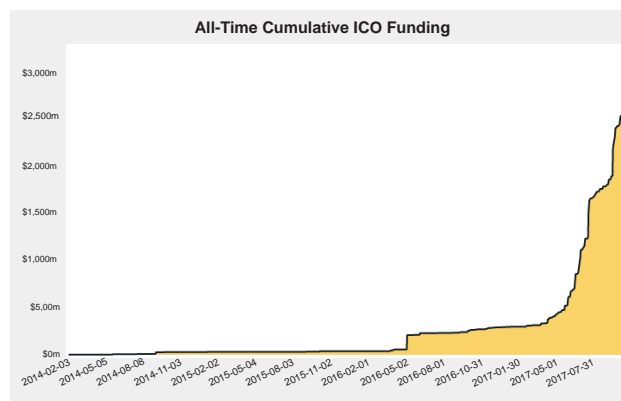
## MATHS, MYTHS AND METAPHORS ABOUT ICOS

Tokens are compared to Kickstarter-style crowdfunding in traditional IPO sales. As tokens provide utility and are redeemed by the issuer, they provide token holders with unique equity insight to a functional project/product/service and opportunity to redeem in the future. Additionally, it also provides the expected potential appreciation on the possible progress and success of the project/product/service of the issuing company. An ICO's functioning is simple: a team with an idea, but short of funds, uses blockchain technology to issue a certain amount of digital tokens (aka "coins") sold in an auction to people paying in either, Bitcoin or Ether, regular money like dollars or pounds. "Tokens" might sound like Monopoly money, but their impact on the real world is growing by the day.

The mechanics of an ICO involve first setting up a crowdfunding website and whitepaper with information about the business model and founding team. Details in the whitepaper will include the problem the platform is trying



Panchenko Vladimir / shutterstock.com



to solve, management structure, plans for development and allocation of resources.

Buyers then deposit an established cryptocurrency such as Ethereum or Bitcoin to receive a private key (in the form of a cryptographic algorithm) for the new tokens.

## ICO ESSENTIALS

- 1. The business idea:** Ideally, the coin/token should have some value inside your business idea but technically, it's a choice.
- 2. The team:** A strong leadership means that the credibility quotient will go high.
- 3. The technology:** In the ever-changing world of cryptocurrency, the faster and better ones will take it all.
- 4. The White paper:** It is like your Pitch deck in the form of a web page putting out your details like your daily active users, revenue, user acquisition strategy, what do you intend to do with the money etc. in front of everyone who is interested



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in participating in your ICO. And then you need to prove your credibility to the world that you can deliver on what you are saying in your White Paper.

**5. Coin Economics:** This is the part where the reality kicks in. You and your ICO participants should know exactly what's going to be with the coins in pre-ICO, ICO and post-ICO stages and what will be the distribution, usage and returns in the long run.

**6. Post ICO:** The goal is generally to get the token listed on as many reputed exchanges as possible where others who missed out in the ICO can buy it later. The more the demand, the higher the price and valuation of your company.

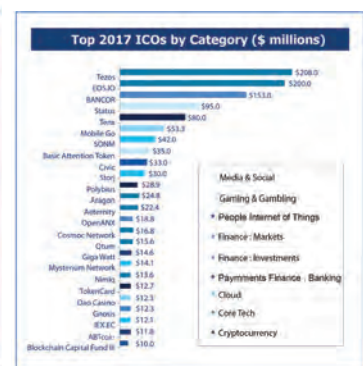
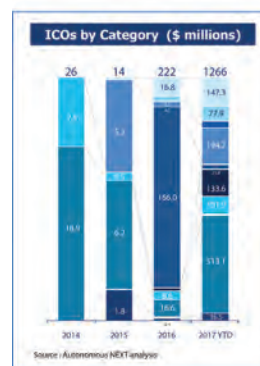
According to Tokendata, a total of \$5.6 billion was raised from ICOs in 2017, based on 442 completed ICOs, with a median of \$4.5 million raised, another historic milestone eclipsing the \$265 million raised from 2014 to 2016 combined. But in spite of these facts, there are so many who still think that Bitcoin, Ethereum and Blockchain generally are Fintech or cryptocurrencies. It's like missing the big picture and fundamentally misinterpreting the

power of the innovation that has already started changing the world.

The main advantage of investing in ICO/Tokens, is that it is listed and liquid, unlike seed stage/start-up stage, as the investments are locked and not listed, so no liquidity. In the crypto exchange, these ICO/Tokens get listed, and immediately the investors can sell their tokens in the exchange, much like a public stock exchange. But on the flipside, the investors have no control over the board on their decisions, for the fund deployment, project decisions, etc. Investors should do their due diligence on the promoters and feasibility and viability of the project.

### WHAT NEXT

Many of the cryptocurrency ecosystem strongly believe that blockchain is the future, and based on this, there will be another wave of transformation that we all will see soon. For now, tokens have been established as the new type of fundraising similar to crowdsourcing or crowdfunding and investors love it for the phenomenal returns they have made on ICOs and tokens.



As the market steadily matures, more sophisticated investors and large VCs and other asset investors will invest in ICOs and tokens in start-ups and existing companies will take the ICO route to raise funds faster and efficiently. ICOs and tokens on blockchain are a very powerful economic strategy for investors and fundraisers, leading to more innovations and technologically transforming the entire global fundraising industry, a major disruptor and game changer.

**HotNow announces HoToKeN, the “everyday cryptocurrency” that will enable the first gamified Online-to-Offline Economy for the \$7 trillion consumer retail market in Emerging Asia.**

HotNow is a marketing automation platform that provides merchants in SE Asia with cost-effective, high-efficacy marketing tools, while encouraging merchants to transfer some of that value surplus to the consumers of their goods and services. 94% of retail transactions in Emerging Asia occur in brick and mortar stores even as consumers often search online to inform their purchase decisions. HotNow bridges this online-offline gap by combining blockchain and gamification to improve marketing results for merchants and to help online consumers uncover discounts for their favorite goods and services. The platform first launched in Thailand in March 2017 and now has over 700,000 downloads and 50,000 listed merchants. It has recently become a featured app on the iOS store.

Since the first month of its official launch, HotNow quickly gained credibility with top-brand merchant clients such as Coffee World, Baskin-Robbins, Dunkin’ Donuts, Pepper Lunch, Farm Design, Cold Stone’s, etc. Despite being a new platform in the market, with a user base much smaller than those of social media giants, several merchants’ testimonials suggest that campaigns launched on HotNow resulted in much higher yield rates compared to those run on major social media platforms.

HotNow will create an economy where HoToKeN will be rewarded to all network participants who perform economic activities deemed contributive to the network. HoToKeN will act as an access-granting key for the network’s functionalities and benefits. Imagine consumers using HoToKeN to gain access to promotions or discounts offered by merchants where the spending history data of consumers can be tracked and utilized, at the consumers’ discretion through permissioned blockchain. This spending history can then be used to create “credit profiles” for individuals without financial history to enable these consumers to access micro-loans (to spend at HotNow merchants).

Unlike many other cryptocurrency frameworks, HoToKeN will be based on proven economic principles to enable the level of economic activity control the supply of HoToKeN in the economy. These principles, or protocols, will be transparent to the participants in the HoToKeN economy and will be immutable so that the participants all understand how the economy will function.

Furthermore, in order to improve the effectiveness of the platform, defined by velocity of money in its economy, gamification will be deployed in HotNow’s network. HotNow’s management team includes the founders of Axion Games (formerly known as Epic Games China), the former CTO of The Nine, the former CTO of Electronic Arts, and a co-designer of GTA Online, clearly has the wherewithal to gamify this economy given their track record in launching and growing successful games. “Gamify” is not just a buzzword to them, it is their life.

Finally, HotNow’s management team has the real world experience to understand when to leverage proven technologies and when to seek innovation. They have decided to build HoToKeN on top of Stellar Lumens crypto ledger. Stellar offers the extremely low transaction cost, high transaction volume capacity and smart contract functionality that HoToKeN will need to support the microtransactions and variety of promotions that HotNow merchants will need to serve the buyers of its products and services.

**Help HotNow redefine the consumer-merchant economy by supporting HoToKeN ICO; an ICO backed by a publicly traded company (TSX:AXV).**



# USEREUM

a multi-tasking maverick

Global Crypto Hub (GCH) brings to you the cryptocurrency token that works and grows! GCH is a leader incubator that clocked up more than \$2M sales within the first year of its existence. With a versatile mix of events like Crypto Currency Expo, Crypto Show and Crypto Awareness Program (CAP) in its portfolio, Global Crypto Hub is inviting all the future-ready cryptopreneurs to experience an unprecedented advantage of USAGE and unwavering guarantee of GROWTH. **USEREUM** - a token that keeps working while rising in value through the growing number of transactions across crypto exchanges.

for further details please log in to [userium.io](http://userium.io)

go beyond the barrier

ICO  
stages

WHITE LIST  
up to 10 March

50%

ICO Open  
27 March to 11 April

40%

Pre-sale  
11 to 26 March

30%

25%

Phase 2  
12 to 27 April

Phase 3  
1 to 15 April

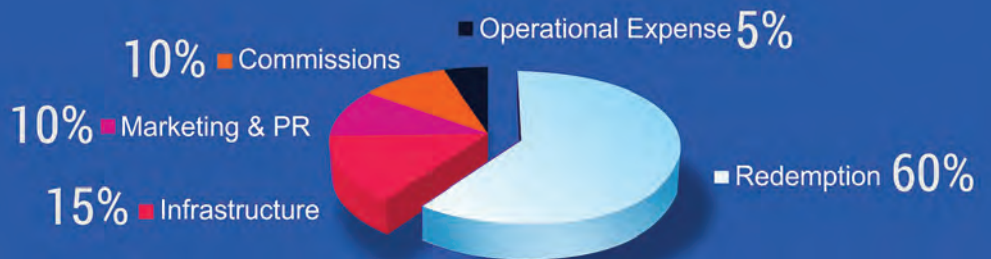
20%

10%

Phase 4  
16 April - 1 May

TOTAL  
TOKENS **10.5**  
MILLION

WHITE LIST  
BONUS **50%**



USEREUM tokens can be redeemed at



GLOBAL  
CRYPTO HUB



CRYPTO CURRENCY  
EXPO



CRYPTO  
SHOW



CRYPTO  
CRUISE



CRYPTOCURRENCY  
PROFESSIONAL ASSO.



ASIA BLOCKCHAIN  
EXPO

connect.  
create.  
collaborate