



Starta Ventures

HYBRID CAPITAL

THE FUTURE OF VENTURE IN THE ICO ERA

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Ekaterina Dorozhkina and

Hybrid Capital. The Future of Venture in the ICO Era: Market Report 2017.



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When Starta Accelerator took the bold step of hosting its ICO in July of 2017, it had been the first accelerator to "tokenize" part of its portfolio and increase money through a crypto token sale. After four of its portfolio companies learned from the experience and launched their own ICOs – Starta's Companions Alexey Girin and Ekaterina (Katya) Dorozhkina noticed that they were standing on the leading edge of a trend which would radically reshape capital raising altogether. raising over \$22 million –2017 was basically the starting of a movement which was only in its nascent phases. something which caught the ire of the SEC and other global regulatory bodies.Crazy West"This short read lays out months of research and experience into easily digestible chapters that may enable any VC fund or individual investor to establish a process of more sustainable startup ICOs which can carry us forward through the next decade of sea changes in the venture ecosystem.While ICOs had previously been limited to blockchain infrastructure, tech founders completely unrelated to the community were seeking out ICOs as a method to avoid traditional VC versions which price them valuable equity. These were also getting in a person with a pulse to get – ICO financing was having something of a "Token Rockets, under the same Starta Ventures umbrella of companies as their pioneering Accelerator, would intake promising startups and help them develop their whitepapers, coins, and legal framework needed for an ICO. which Starta Ventrues founders had envisioned as they utilized their ICO insights to build Token Rockets system.blockchainization" They needed the streamlined procedure for " What these businesses were lacking was a structure which would make them just as suitable and palatable as traditional capital raising. Certainly, if ICOs were likely to the long term of capital raising, someone had to have a step forward and do something.However, Token Rockets itself cannot restructure the ICO financing ecosystem simply by itself, and that is where their new marketplace report and e-book is necessary. moment, with one week having a thousand more currencies compared to the last and governments scrambling to regulate.



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