

FROM THE "ICO WHITEPAPER GURU"

# **THE BIG ICO WHITEPAPER STUDY 2017**

**COMMON AND BEST  
PRACTICES  
FOR ICO WHITEPAPERS**

**BY CHRISTIAN BRANDSTÖTTER**

**A COMPREHENSIVE ANALYSIS OF MORE THAN 500  
ICO WHITEPAPERS PUBLISHED IN 2017**

Christian Brandstotter

## The ICO Whitepaper Study 2017: Best Practices for ICO Whitepapers That Win Investors and Raise Funds during your Initial Coin Offering



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Want TO CREATE An ICO Whitepaper That Raises Money and Wins Investors? Preliminary Coin Offerings (ICOs) are taking the economic markets simply by storm. As Business Insider reports, startups raised more than \$ 5.6 bn in funds in 2017 through ICOs, a total of 435 ICOs (of 913 in total) succeeded. While ICOs are a booming and growing field, additionally, there are a lot of dark sheep on the market. That is why in late 2017, I attempt to do the world's first extensive and systematic analysis and overview of ICO White Papers at length, analyzing both quantitative aspects (page count, word count, readability, number of illustrations, "me-too-projects" and many many more..and use of proceeds.. Given its essential importance, it is of utmost concern for just about any startup or venture to guarantee the creation of a specialist white paper. While there are some great examples, way too many me-too-projects and obvious ICO scams and whitepapers lacking crucial information are harming potential investors' rely upon the crypto- and ICO-market all together. In a still relatively unregulated ICO market that lacks legally binding provision and information requirements, up to now, the creation of a white paper offers mainly been a matter of opportunity and guesswork. But this is hard to perform!

**WHY IS AN EXCELLENT ICO White Paper? The Optimal Structure for Your ICO White colored Paper**

**3 Critical Components More Than 50% of ICO White Papers Lack**

**The two 2 MOST READILY USEFUL Illustrations Your White Paper Should Contain**

**3 Powerful Methods That Add Instant Credibility To Your ICO Light Paper And Much Very much More**

If you are thinking of fabricating an ICO Whitepaper for your ICO, this is the best place to begin! What info must/should it (not) consist of? How should it end up being structured? and flat-out scams are threatening to ruin the picture... Way too many "A critical aspect in any successful ICO may be the publication of an ICO White Paper, where the startup presents both its business strategy along with the technical details of its blockchain implementation, but also all the details approximately the planned tokensale .. Grab your copy now!.) The results of the study are now finally available in this exclusive publication "The ICO White Paper Study 2017")

**qualitative factors (structure, style, chapters, types of illustrations, completeness of information, Best Practices for ICO White Papers**

In this exclusive publication, you are going to learn. It is safe to state that the ICO White Paper (apart from good marketing) may be the most important part of any Initial Coin Offering.. Moreover, there is no clear standard, no regulations, and no clear guidelines when it comes to the queries of How should a white colored paper be designed? Benefit from these time-proven Best Practices in ICO Whitepapers and produce an ICO Whitepaper that raises money and wins investors!



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