

# EXPERT-COIN.COM

## Professional Analytical Rating of ICO Projects

Our main goal is to provide major investors with objective analytical information about every ICO.

[www.expert-coin.com](http://www.expert-coin.com)



# Why Are ICOs So Popular Among Entrepreneurs and Investors?

## SUMMARY



The appearance of ICOs is helping many enthusiastic entrepreneurs raise money for their projects through cryptocurrency, instead of other financial tools like bank loans and stock.

The main advantage of ICO is that projects are able to attract people who are interested in seeing them succeed.

- ✓ **ICOs are open for business 24/7**
- ✓ **ICOs make investments available at the early stages of project implementation**
- ✓ **ICOs are accessible to people all around the world**

Investors, however, face problems like dishonest ICO projects, scammers, and very weak teams that cannot implement their projects.

## Why We Decided to Create Our Rating

Most available ratings don't help investors make the right decision because:

- 1. The quality of their expertise is not sufficient**
- 2. They build their ratings based on commercial interests**

**TO DELIVER** professional evaluation of projects to investors so they can make the right decision about investing in interesting and promising projects



**TO OFFER** ICO projects a qualitative marketing platform so they can present themselves to prospective investors.

**TO PROVIDE** qualitative information about the ICO Market that will help this market grow and become more transparent and less risky.

**TO BUILD** our rating based solely on expert assessment without any commercial components.

# MAJOR ICO PROBLEMS

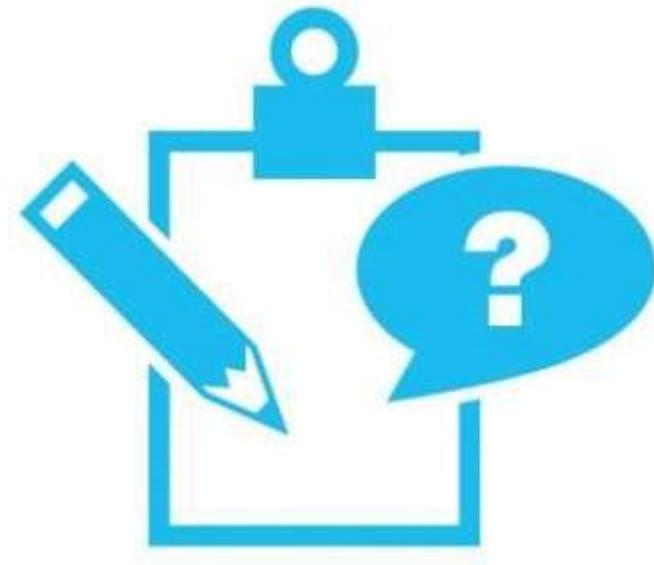
**LOW LEVEL of competence from project team members in finance, marketing, and management** leads to the difficulties that entrepreneurs and developers face even at the early stages of getting ready to go to ICO.

**INCOMPATIBILITY of creative idea and hard business reality.** – Creativity and ambitions cannot be managed. The main factor in a project's successful development is its marketing strategy because there are many competitors in the world today.

**INCOMPETENT management and marketing** leads to the failure of **85%** all business projects.

**HIGH marketing costs.** – ICO projects spend about **25%** of their money on advertising. For example, promotion for a project worth **\$1,000,000** is about **\$250,000**.

**HIGH level of responsibility and stress on a single entrepreneur.** – Most managers who have already executed ICO projects say the same thing: "Advisors cared only about their money." The ambitious entrepreneur is generally in charge of everything and has to carry the burden of the project alone.





# **SOLUTION** TO MAJOR PROBLEMS

**COST optimization:** Pinpointing overvalued and inefficient costs and removing them.

**DEVELOPMENT** and implementation of an efficient **ICO rating system** that will help ICO projects adjust their weaknesses to market needs and fulfill investment potential.

**PROFESSIONAL TEAM** support and maintenance from start to ICO.

# MAJOR INVESTOR PROBLEMS



**Badly executed projects and scammers** According to many market players, several projects in 2017 were badly executed or complete scams.

Existing ICO rating systems aren't perfect. They don't solve problems investors face like minimizing risks and don't evaluate key aspects of the project like the Business Plan and Market Study. Most experts are interested in promoting their services and not in the quality of ICO assessment.

## SOLUTION

**To provide prospective investors with qualitative professional evaluation of ICO projects to help them minimize investment risks and fulfill the financial potential of the ICO.**

# FINANCIAL & QUALITATIVE MARKET INDICATORS



ICO was one of the major breakthroughs of 2017. It's a new and very interesting tool for developing new projects in different economic sectors. Even though the first ICOs launched several years ago, this tool has transformed from an unfamiliar way of fundraising in the Blockchain community to the technique that helped to raise over **\$4,000,000,000** in 2017.

According to the assessment of our experts, 300 new ICO projects are appearing on the market every month.

## COMPETITORS

### Major problems with existing ICO ratings

- ✓ Assessment system is weak or non-existent.
- ✓ The fact that ICO analytical team experts aren't disclosed means that evaluation of expert qualification can't take place.
- ✓ High service fees.
- ✓ There are many scammers and badly executed projects.



# Current Fees on the ICO Market

	COMPANY 1	COMPANY 2	COMPANY 3	EXPERT-COIN
Fee for top rating placement	BTC 4	BTC 5	BTC 5	FREE

# OUR ADVANTAGES

## What Are Our Strengths?

**Experience** We have put together a team comprised of very smart and experienced specialists from different sectors.

### ICO and blockchain

- ✓ Financial market, banking sector
- ✓ Telecommunications
- ✓ Real estate market: commercial, housing, foreign, land
- ✓ Industrial market
- ✓ E-commerce
- ✓ FMCG, etc.

**Professionalism.** We have gathered great amount of experience in the implementing of complicated projects involving major companies including start ups in the U.S. and Russia.

**Great communication and mutual respect** on our team and support of excellent internal and external interaction.

**Powerful system of ICO assessment** An expert approach to analyzing investment attractiveness of projects lets the ICO correct its weaknesses and investors to reduce risks faced when investing in the ICO.

### Disclosed expert team



# OUR SERVICE FEES

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## SERVICE

Assessment of the project investment attractiveness

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Basic report

## FEE

**USD 50 000**

**USD 20 000**