

ICO CROWD

THE DISRUPTIVE INVESTORS MAGAZINE

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AIDAO

Zonafide

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comes to the
Blockchain**

GBX
GIBRALTAR BLOCKCHAIN EXCHANGE

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a New Era in Token Sales**



Price: 0.01 BTC

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FOREWORD

ICO's decentralised or regulated



by
ISMAIL MALIK
Chairman & Executive
Editor ICO Crowd

ICO's have become a truly global phenomenon, being embraced equally in both the east and west / developed and undeveloped world. Now the discourse moves to national exchanges, token platforms and decentralised (open source) Exchanges.

Global consensus on governing of token models is neither binary or monopolistic, recent blockchain fork events have witnessed passionate debate in tech ethics of this nascent technology.

Due to the speed of global capitalisation (USD terms) of various ICO token markets, authorities on various levels regional / national / global have put much scrutiny into ICO's, with some countries banning them out right, and others trying to position themselves as the leaders in this new token economy, these circumstances fortunately have led to ICO's rebounding much in the way that bitcoin crashed and rebounded after the 2013 scrutiny.

The momentum behind the institutional coin offerings has led to a massive explosion of distributed token projects around the globe, this being the catalyst for the new crypto based economy disrupting the old global legacy tech consensus.

Tech thinkers / planners see the crypto economy being the based and primary driver of future global economic rejuvenation / upcycle, free from the shackles of a credit based economic stimulus centrally planned or otherwise.

Tokenization will bring about and finally deliver global change in value. An internet of

value that transcends national boundaries and borders, currency and languages, where every product, service, idea and action is underpinned by tokens and coins that deliver the greatest social impact since the beginning of the barter age.

Meaning, with potential to replace the current inefficient murky haphazard overbearing and some would say highly manipulated global consensus, that benefits its architects, to a transparent / distributed / decentralised and immutable economy of trust, that delivers true development on a global level, as can be seen by recent spawning of identity / privacy p2p sharing (coin communities).

If current speed and scale is an indicator of growth then the world economic forum forecast of 10% global GDP to be token based, is not only correct but could in fact arrive as early as within the next decade (10 Year cycles) In that context the seven thousand odd ICO's in circulation / gestation is only the pinnacle of a large trillion dollar mountain of universal value yet to be decentralized and tokenized.

For those who have yet to be converted or slightly unsure, keep a close eye at the future, forking and fungibility to be the bedrock for the universal token offering / economy - token generation events.



CONTENTS

4

Advisory
Board

5

Aimwise is Back to its Mission to Encourage
Innovation Through Community Interaction
// LEO LIU

8

Zonafide: Enabling People To Work
Together To Secure Activities
// DANIEL SARTORE

10

Dissecting
the data of initial coin offerings
// TOBY LEWIS

12

eSports.com ICO: The Comprehensive
Platform Taking Gaming to The Next Level
// ESPORTS.COM

14

Not All ICO Advisors Are Created Equal
// MARC KENIGSBERG

16

Public Blockchains vs
Centralised Blockchains
// KIRBY DARCY

18

Virtual Reality Ad Tech ICO Spectiv
Receives Over \$1 Million in Pre-sale
// DYLAN SENTER

20

trade.io
// JIM PREISSLER

22

Wala: The Financial Platform for the Next
3.5 Billion Consumers
// TRICIA MARTINEZ

23

AI: The Holy Grail of Trading?
// ALEX APELDOORN

24

"Crypto Got Choppy so
I Anchored In Apple"
// MARTIN HIGGINS



“Crypto Got Choppy so I Anchored In Apple”

Move From Crypto To Any Global Asset – And Back Again – With Ankorus



by
MARTIN HIGGINS
 Co-Founder and
 Media Director of
 Ankorus

In case you hadn't heard, money is flowing into crypto.

For many years now, it's also been exiting the traditional trading arenas of the financial world. Liquidity has been evaporating, rapidly. The big players and their high-frequency trading have driven out the “mom-and-pop” retail operations, their computers cozily “co-located” with those of the exchanges' for that split-second jump on the humans waiting down the pipe.

We at Ankorus are watching the flow into crypto. We're expecting a deluge, and for our company to be operating a key new floodgate. But the flow, ul-

timately, will be both ways, bringing liquidity back even into traditional markets.

But how can a new blockchain fintech venture bring such a sea change? And what about the SEC, auditing, security?

We think of Ankorus as a mix of Coinbase, E-Trade and Tether, all rolled into one. We will make available to our customers, either tokenized or not, as preferred – any financial instrument, including stocks, bonds, futures, options, gold, silver, commodities, REITs, ETFs and sovereign debt. Cryptoholders will be able to truly diversify their portfolios across multiple asset classes and, for the first time, buy exactly the asset

they want, purchased with any one of more than 60 cryptocurrencies.

Where some tokenizers simply expose their customers to assets – effectively acting as a glorified bookmaker – Ankorus will actually secure and hold assets in the customer's own segregated account, just like any other broker.

THE SEC, BROKER-DEALERS AND THE CRYPTOSPACE

The Ankorus evolution is founded upon the introduction of a tried and tested concept into the exciting, immature and still predatory chaos of the frontier-land that is crypto. This is the venerable and venerated institution of the registered

broker-dealer, allied to a seat on a major stock exchange (in the case of Ankorus, the London stock exchange).

"Everyone else [in the space] is trying to tokenize assets [without] being a broker-dealer entity. This is where they run into trouble with the SEC," explains Ankorus CEO John Cruz, a veteran independent financial trader of twenty-five years.

"Broker-dealers can structure securities and financial products and, as long as they get SEC approval, they are able to sell those products. Right now, everyone else is trying to structure products using technology, but they are not going through the SEC's vehicles. Using precedent from other SEC products... we are sure we can get approval. Not only that, we expect the SEC to actively welcome Ankorus for helping bring back liquidity."

Previously, in volatile times, crypto holders had to either ride it out or tie their fortunes to Tether. With the Ankorus solution, a vast array of exits opens, limited only by the number of globally exchange-traded assets. For such reasons, it seems clear that Ankorus will act as a multiplier in the cryptospace, accelerating capitalization, as wealth moves more quickly and easily between the financial and crypto worlds, securely mediated by the broker-dealer model. The broker-dealer addition is the crucial component in the promotion of the blockchain asset-backed token to a legitimate and mature new financial instrument.

The futurist and entrepreneur Alex Lightman (now a member of the Ankorus advisers team) recently in ICO Crowd put the potential of the space into perspective, "I think it's reasonable to expect that the cryptocurrency / blockchain boom will result in the creation of over \$10 trillion in wealth. We are only 1.5% of the way there".¹

HOW TO DEMOCRATIZE GLOBAL FINANCIAL MARKETS

Around two billion people do not use formal financial services, according to the World Bank. Even more remain completely "uninvested" in global markets. In the wealthy US, the percentage of Americans investing in the stock market stands at just under 14 percent of US households,² and numbers are even lower in Europe. According to another US study, 21 per cent said they did not trust stockbrokers or financial advisors.³

Ankorus's approach will demystify, simplify and democratize participation via:

1. *Low commissions.* As a broker-dealer with a seat on a major exchange, Ankorus will act as a minimum commission broker. Others lack this status and pass on the charges to the customer.
2. *Fractionalization of assets.* The Anchor Token system allows assets to be split into much smaller, more affordable, pieces. Take a bite of Apple instead of a whole share!

CREATION OF ANCHOR TOKENS



In case you hadn't heard, money is flowing into crypto.

We think of Ankorus as a mix of Coinbase, E-Trade and Tether, all rolled into one.

"Everyone else [in the space] is trying to tokenize assets [without] being a broker-dealer entity. This is where they run into trouble with the SEC."

3. *No minimum account sizes.* With Ankorus, customers will not need a minimum investment level to participate. No account size too small!
4. *Removal of geographical barriers.* Ankorus will broker assets from markets previously barred to non-nationals, while aiding other nationals who are restricted by capital controls.
5. *Security and legitimacy.* As a broker-dealer, Ankorus will also introduce a level of oversight unseen in the cryptosphere, while maintaining all the strengths of the space. Ankorus will be SIPC insured and audited on a continual basis by the SEC and via membership of the London stock exchange.
6. *AnchorNet Trading Platform.* To be developed towards the end of 2018. An exchange where Anchor Tokens can be traded quickly and easily, while protected against high-frequency trading, front-running and similar practices.

With the advent of the crypto revolution, spearheaded by bitcoin, the money of the future has arrived. Yet global assets remain trapped in a centuries-old financial system. Ankorus is building an entity befitting the times to act as a bridge between the two.

Hedge fund manager Kyle Bass recently commented, "If [cryptocurrency] is a viable asset class, and [bear in mind] the institutions aren't there yet ... because there's no bonafide custodial edifice allowing institutional capital to come in, then I believe *there's going to be a once in a lifetime move of some number*. But then it's not going to grow from there. So you have to be there and then."⁴

Ankorus will be exactly there and then. We hope you will join us, too.
The Ankorus Contributions Phase "ICO" begins on November 25th.
Email info@ankorus.org to join the whitelist.
Website: Ankorus.org.

¹ ICO Crowd Magazine, October 2017.

² According to a Federal Reserve study for 2013 - 2016. <https://www.federalreserve.gov/publications/files/scf17.pdf>

³ <https://www.cnbc.com/2015/04/09/half-of-americans-avoid-the-stock-market.html>

⁴ Kyle Bass, interview on Real Vision.