

# ICO Review: 0x Project (ZRX)

0x: The Protocol for Trading Tokens

August 14, 2017



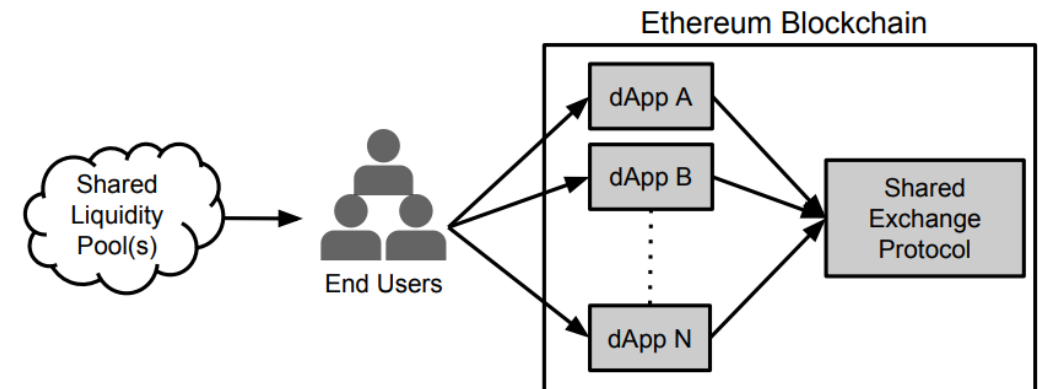
The Protocol for Trading Tokens

# What is 0x?

## Key Attributes of the 0x Protocol

- It facilitates the P2P exchange of ERC20 tokens in a secure, trustless, feeless, and quick manner through the use of Ethereum smart contracts.
- Anyone can utilize 0x in the backend to operate a decentralized exchange.
- The goal is to allow any Ethereum tokens to be traded efficiently.
- Allows for-profit applications to be built on top of the 0x platform.

“0x is an open protocol for decentralized exchange on the Ethereum blockchain.”



# What problem does it solve?

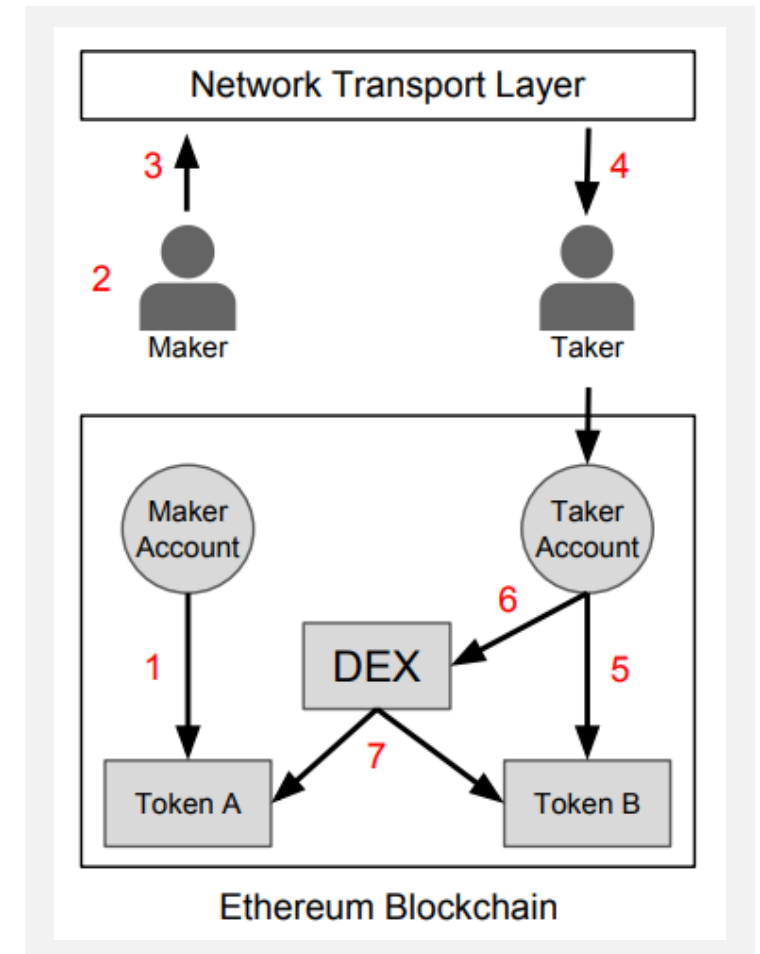
## The current problem

Centralized exchanges such as GDax, Bitfinex or Poloniex are vulnerable to hacks or security failures.

Decentralized exchanges like Etherdelta and Oasis are slow, illiquid and bloat the Ethereum blockchain.

## How 0x resolves the problem

0x combines the strengths and avoids the weaknesses of these two types of exchanges by having off-chain order relay with on-chain settlement. Until the actual exchange of tokens, all the actions are done off-chain.



# What are the tokens for?

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The 0x protocol tokens (ZRX) will have 2 functions:

1. Decentralized governance
2. Relaying fees (Makers/Takers → Relayers)

## What will the token launch proceeds be used for?

Fund the development of free and open source software, tools and infrastructure that support the protocol and surrounding ecosystem.



The Protocol for Trading Tokens

- Token ticker: ZRX
- Hard cap: USD 24 million
- Soft cap: None
- Conversion rate: Fixed supply of 1 billion ZRX tokens.
- Max market cap at ICO: USD 24 million
- Bonus structure: None
- Token type: Ethereum ERC20
- Timeline: August 15-18, 2017 for contribution. Token distribution immediately after.

# How will token holders benefit?

- Since a fee in ZRX will be paid for every transaction, the more transactions are being done on the 0x protocol, the more valuable ZRX should be.
- The company predicts significant growth in the next 3-4 years as more assets become tokenized.

## THE WORLD IS BECOME TOKENIZED

|                                 | 2017 | By 2020    |
|---------------------------------|------|------------|
| Listed ERC20 Tokens             | 29+  | Thousands  |
| Total Market Cap (USD billions) | 2.4  | 10s - 100s |
| dApps                           | 100+ | Thousands  |

## THE TEAM

# Who are the people behind 0x?

## THE CORE TEAM



**Will Warren**  
Co-founder & CEO



**Amir Bandeali**  
Co-founder & CTO



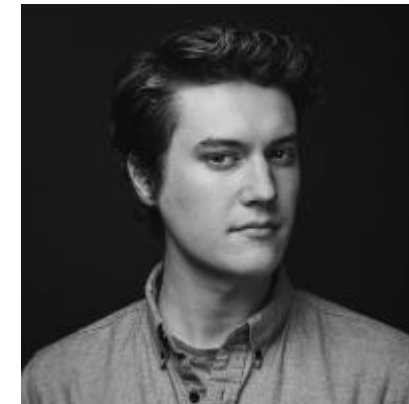
**Fabio Berger**  
Senior Engineer



**Leonid Logvinov**  
Engineer



**Alex Xu**  
Director of Ops



**Ben Burns**  
Designer



# What are the opportunities?

1. Decentralization and increasing adoption of cryptocurrency.
2. Network effect – the more usage the 0x protocol has, the more valuable the ZRX token becomes.
3. Increasing popularity of ICOs for raising funds.
4. Increasing number of projects building on 0x.
5. Partnerships with established companies.
6. Backed by blockchain-focused VC firms.

## PROJECTS BUILDING ON 0X



## BACKED BY

**Polychain Capital**

**PANTERA**



## CONCERNS

# What are our concerns?

1. SEC regulations.
2. ICO contributors cannot use MyEtherWallet.
3. Only works for ERC20 tokens.



# What do we recommend?

## For flipping:

1. Market environment is improving so the USD 24 million hard cap will likely be reached.
2. Partnership with Ethfinex improved exposure.
3. Tokens will be distributed immediately after contribution.

## For long-term holding:

1. Initial demand for ZRX is strong.
2. Significant market expansion potential.
3. The 0x protocol is better than existing solutions.

***CrushCrypto***