

ICO Review: KICKICO (KC)

A Platform for Cryptocurrency
Crowdfunding Campaigns

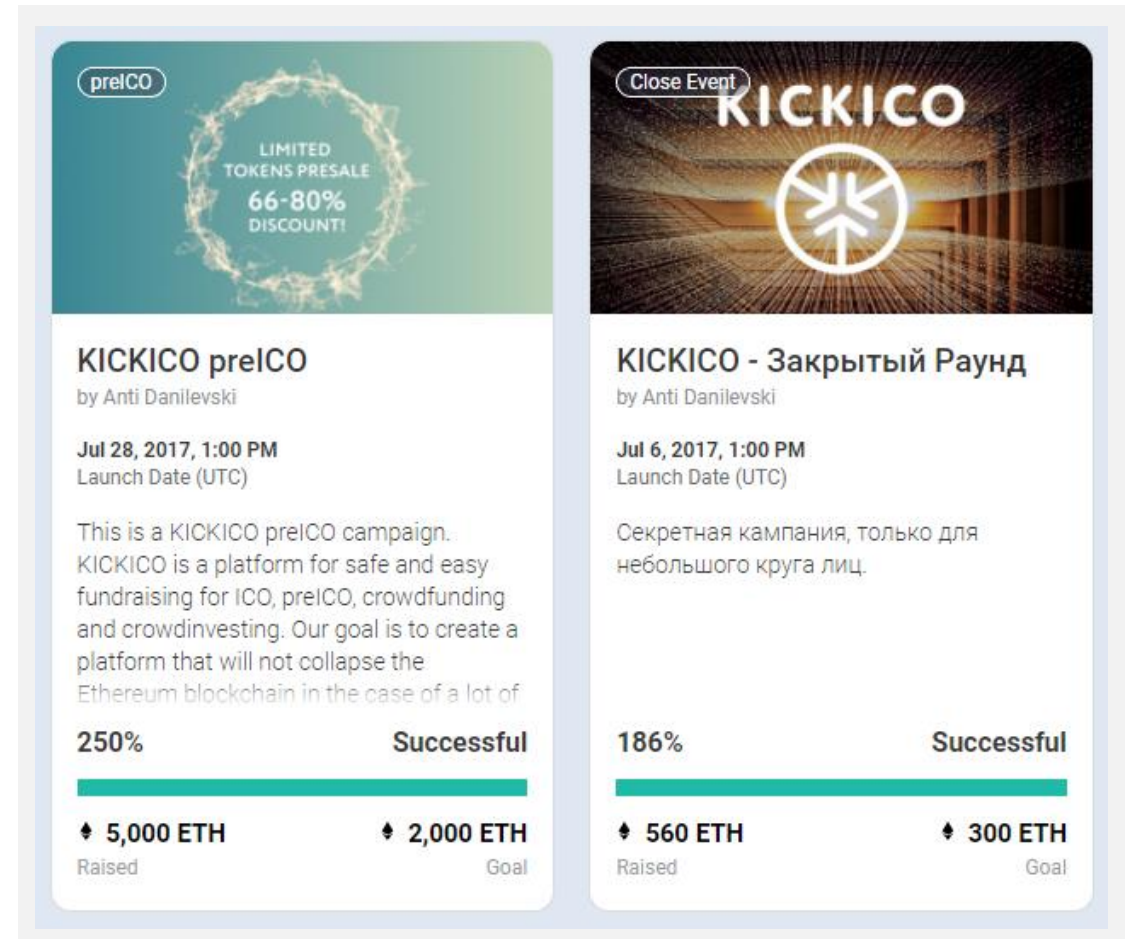
August 17, 2017



What is KICKICO?

Key Attributes of KICKICO

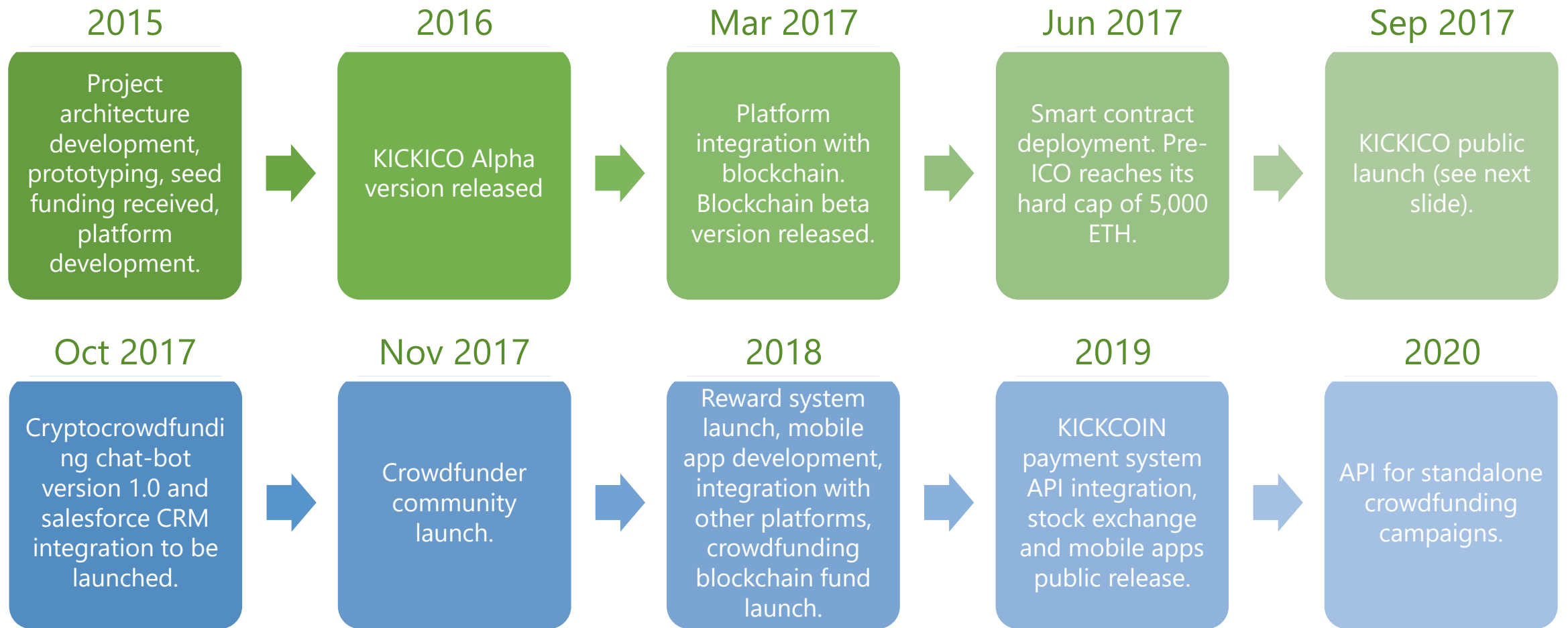
- A platform for automated and independent fundraising campaigns including ICOs, pre-ICOs, crowdfunding and crowd-investing campaigns.
- Built using Ethereum-based smart contracts, removing the intermediaries in traditional fundraising such as banks, payment systems and other regulators.



What problems does it solve?

| | Current Crowdfunding / ICO Market State | KICKICO Solution |
|-------------------------------|--|---|
| 1. Crowdfunding market | Projects are not accepted in regions with no presence. | Money transfers can take place anywhere around the world. |
| 2. Commissions | High commissions (15-20%). Creators are left with only 60-80% of the funds raised. | KICKICO charges only 4% fee. |
| 3. ICO market | Highly fragmented. Developers need to create their own landing pages / campaigns from scratch. | Consolidates the fundraisers, campaigns and potential investors. Supports pre-ICOs, ICOs and crowdinvesting at the same time. |
| 4. User friendliness | Hard to invest in ICOs without technical expertise and without your own cryptocurrency wallet. | Intuitive and easy to use. No technical knowledge, creation of cryptocurrency or tokens, or wallets needed. |

What's the development timeline?



What are KickCoins and what are they used for?

What are KickCoins (KCs)?

- Contributors to projects under the KICKICO platform would receive a certain percentage of their contributions in KC token as reward.
- KICKICO projects have the option to accept KC tokens as a form of payment.
- Other uses: payment for a review, moderation before launching, visibility, and payment for translation and proofreading services.

SUMMARY

- **Project name:** KICKICO
- **Token ticker:** KC
- **Website:** <https://www.kickico.com>
- **Hard cap:** 200,000 ETH (ICO contributors own 74% of total token supply if hard cap is reached)
- **Soft cap:** None
- **Conversion rate:** 1 ETH = 3,000 KC
- **Max market cap at ICO:** US\$81 million assuming current ETH price of \$300
- **Bonus structure:** A bonus from 0.5% - 13% for larger contributions
- **ERC20 token:** Yes
- **Timeline:** Start from August 29, 2017 (GMT+3) and end on September 29, 2017
- **Token distribution date:** Immediately after contribution

THE TEAM

Who are the people behind KICKICO?



Anti Danilevski
Founder and CEO



Alexander Petrov
Co-founder and
CFO



Andrew Perepelitsa
Co-founder, CTO and
Solidity Developer



Petr Yakimchuk
Backend
Developer



Dmitry Raskladka
Chief Business
Developer



Verdandi Cao
Lead Designer



Mikhail Sergeev
Head of
Community
Management



Nikolay Syusko
Chief Marketing
Officer



Yury Parsamov
Strategic
Partnership
Manager



Guy Zyskind
Senior
Communications
Executive



Guy Zyskind
ICO-focused
Growth Hacker

What are the opportunities?

1. The crowdfunding industry is large, and if KICKICO is successful, it can become a leader in a large and growing market.
2. Network effect is presence. The more users / projects KICKICO has, the more valuable the platform is.
3. Makes sense for small-sized blockchain projects to raise money through KICKICO as it is the only blockchain-based crowdfunding platform.



What are our concerns?

1. If the projects on KICKICO choose not to accept KC tokens, these tokens won't have much utility.
2. More suited to smaller scale fundraising projects rather than multi-million dollar ICOs.
3. KICKICO is not necessarily cheaper than current solutions.
4. Deep pockets will likely dominate the platform.
5. Needs to attract both projects and contributors at scale quickly. Fundraising in cryptocurrency may create another hurdle.

What do we recommend?

For flipping:

- **Not recommended.** The hard cap is too high and allows everyone who wants to contribute to do so, leaving no unmet demand to prop up the token price.

For long-term holding:

- **Neutral.** The success of KC tokens hinges on:
 1. The success of the KICKICO platform.
 2. Whether KICKICO projects accept KC tokens as payments. Since crowdfunding is a rapidly growing industry, there are a lot of competitors in this space already (<https://www.floship.com/kickstarter-alternatives-you-should-know-about/>).

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