

ICO Review: ETHLend (LEND)

Democratizing Lending

November 20, 2017



What is ETHLend?

- ETHLend aims to enable decentralized lending globally by allowing crypto to crypto borrowing.
- Everything is done through smart contracts so that the whole process can be done in a trustless and transparent fashion.
- Interest rates, premium and conditions are solely decided by the participants.



Decentralized



Access 2 Finance



Address 2 Address



Democratizing



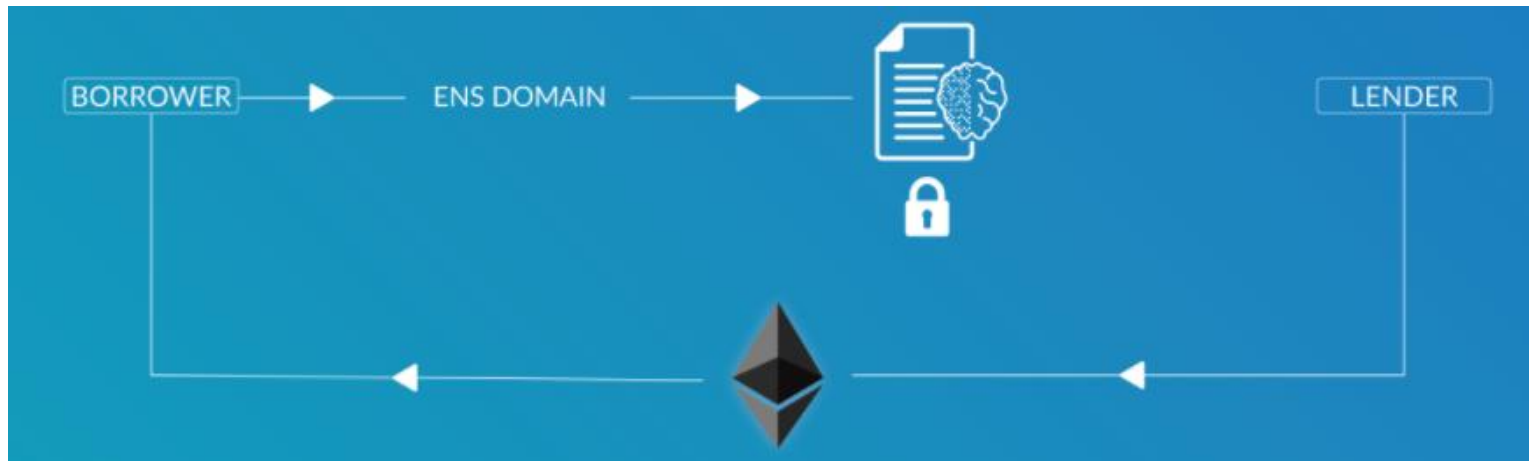
Transparency



True Market

Sample use cases

- Participating in ICOs by borrowing Ether using a user's existing cryptocurrency holding.
- Margin trading by increasing leverage.
- Financing for blockchain startups for ICO marketing by pledging ICO tokens.
- Unleashing the Ether locked in Ethereum Name Service (ENS) domains.



Demo screenshot

The screenshot displays the EthLend web application interface. At the top, there is a navigation bar with the EthLend logo and links for 'All Loan Requests', 'Funded Loan Requests', 'New Loan Request', and 'Info'. The main content area is titled 'Loan Request 0x1a8117452dc5c7f7b0f79b39e1ae4f2058e5c95d'. It contains a form with the following fields:

- Eth amount: 1
- Days to lend: 7
- Token amount: 10
- Premium amount: 0.2
- Token name: Vostoken
- Borrower: 0xdac706632a11379f707a12e036b9aae89af20f1d
- Lender: 0x77dcb3ac387f7d0737948ac897d8ead54ce4264
- Token smart contract: 0x4b1388a6171ae4ad4720780dc68cbe4ccc87ab39
- Token info link (optional):

Below the form, there is a note: 'To return tokens please send 1.2 Eth to 0x1a8117452dc5c7f7b0f79b39e1ae4f2058e5c95d. This includes 0.01 Eth premium' and a 'Return tokens' button.

To the right of the form is a flowchart illustrating the loan process:

- No data
- Borrower sets data
- Waiting For Tokens
- Borrower transfers tokens
- Waiting For Lender
- Lender sends money
- Funded**
- Borrower gets his tokens back
- Lender gets money + premium
- Finished

Overlaid on the right side of the interface is a MetaMask 'CONFIRM TRANSACTION' window. It shows the transaction details for 'Account 1 Borrower' (DaC706...0F1d) sending 1.200 ETH (200.25 USD) to the lender (1A8117...c95d). The window also displays gas-related information: Gas Limit (2900000 UNITS), Gas Price (20 GWEI), Max Transaction Fee (0.058000 ETH / 9.68 USD), and Max Total (1.258 ETH / 209.93 USD). At the bottom of the window are three buttons: 'RESET', 'ACCEPT', and 'REJECT'.

Development roadmap

4Q 2017

USD Based Loans and Installments

1H 2018

On-Demand and Crowd Lending

UX Upgrade

Decentralized Credit Rating (DCR)

Lending Bitcoin

LEND tokens accepted as payment with 25% discount on fees

Gateway for Decentralized Providers

Oracles: Centralized feeds to DCR

2H 2018

Second UX Upgrade

Protocol to enable AI and Big Data to assess Credit Risk

Revenue scheme for AI Credit Risk bot creators

Prediction Market to Assess Credit Risk

Lending Other Altcoins and tokens

2019+

Protocol to Enable Insurance Policies (with AI bots)

Sophisticated collateral control (Calling & Liquidating the collateral)

Competitive bidding on interest rate between lenders

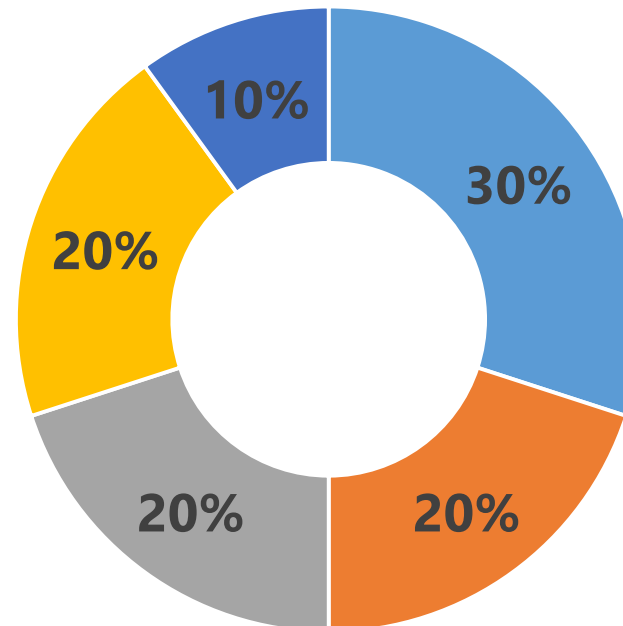
Expanding Decentralized Lending and Decentralized Credit Rating beyond the Ethereum network

LEND token sale summary

ICO SUMMARY

- **Project name:** ETHLend
- **Token symbol:** LEND
- **Website:** <https://ethlend.io/en/>
- **Hard cap:** 37,600 Ether (public crowdsale ICO contributors own 77% of total token supply if hard cap is reached)
- **Conversion rate:** 1 Ether = 25,000 LEND
- **Max market cap at ICO (fully diluted):** US\$18M assuming current Ether price of \$360
- **Bonus structure:** 1 Ether = 27,500 LEND for the first 200M LEND, 1 Ether = 26,250 LEND for the next 100M LEND
- **Whitelist:** Registration at <https://ethlend.io/whitelist>
- **Timeline:** November 25 at 12 PM GMT
- **Token distribution:** Tokens are distributed immediately after contribution and will be tradable after the end of ICO

USE OF FUNDS



- Core development
- User experience development
- Management & legal
- Promotions & marketing
- Unexpected costs

Use of LEND tokens

- Discount on fees on the platform
- Rewarding active lenders and borrowers with airdrops.
- Certain functions are accessible only with LEND tokens such as featured loan listings and email marketing campaign for new loan requests.
- Rewarding lenders, borrowers or third parties who introduce new participants to the decentralized lending platform.



THE TEAM

Who are the people behind ETHLend?



Stani Kulechov
Founder



Jordan Lazaro
Gustave
Head Of Management



Martin Wichmann
Head Of Token Sale



Kersten Schütze
Head Of Corporate
Strategy



Anthony Akentiev
Blockchain Developer

ADVISORS

Jon Matonis - Founding Director of the Bitcoin Foundation and with former senior posts at VISA, VeriSign, Sumitomo Bank, and Hushmail.

Amin Rafiee - Has worked closely with the developers of various coins on the crypto market since 2013.

Professor Wulf Kaal - Part of the Goldman Sachs Securities Division, where he worked with Foreign Exchange Trade Analysis.

Robert Viglione - Co-founder of ZenCash and president of the Zen Blockchain Foundation.

Ada Jonuse - An IT and blockchain education activist with experience in international and European politics, including UN and the European Parliament.

Tomoaki Sato - Founder & Blockchain engineer at Starbase.co, Ethereum-based crowdsale platform.

The opportunities

- The alpha platform is live and users have been borrowing and lending on the platform already.
- With the amount of speculation in cryptocurrency investing and the growing popularity of cryptocurrency, ETHLend is in a good position to gain traction on margin trading.
- We believe there will be tokenization of different assets in the future, which makes the use cases of ETHLend much broader than it is now.
- Cryptocurrency holders can earn additional income by lending their holdings out. The default risk is mitigated as long as the loan is fully collateralized.

Our concerns

- The platform only deals with crypto-to-crypto borrowings and does not provide crypto-to-fiat or fiat-to-fiat lending. However, it also means that there will be less regulation restrictions.
- The team members do not appear to have relevant experience in the lending space.
- The ICO is only available through the Eidoo platform, so users will need to download and fund the Eidoo wallet before contributing to the ICO.



What do we recommend?

For flipping: **Positive.**

- The market currently likes low cap projects and we believe ETHLend is one of the more promising projects with the working alpha on the mainnet and high market awareness.

For long-term holding: **Positive.**

- The use cases may seem limited for now but we believe as tokenization of real assets becomes more prevalent in future. ETHLend has a good chance to become a market leader in this space.
- Combined with the low market cap, we believe ETHLend has good long-term potential.

CrushCrypto