

ICO Review: INS Ecosystem (INS)

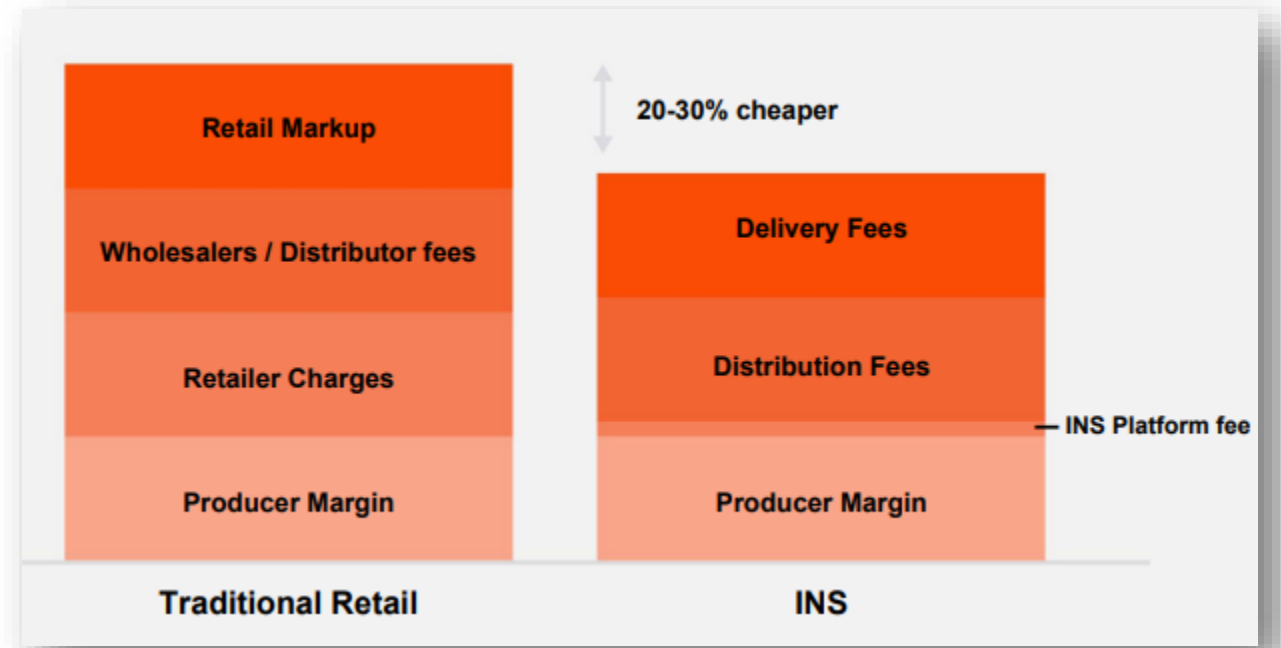
Reinvented Grocery Industry

November 29, 2017

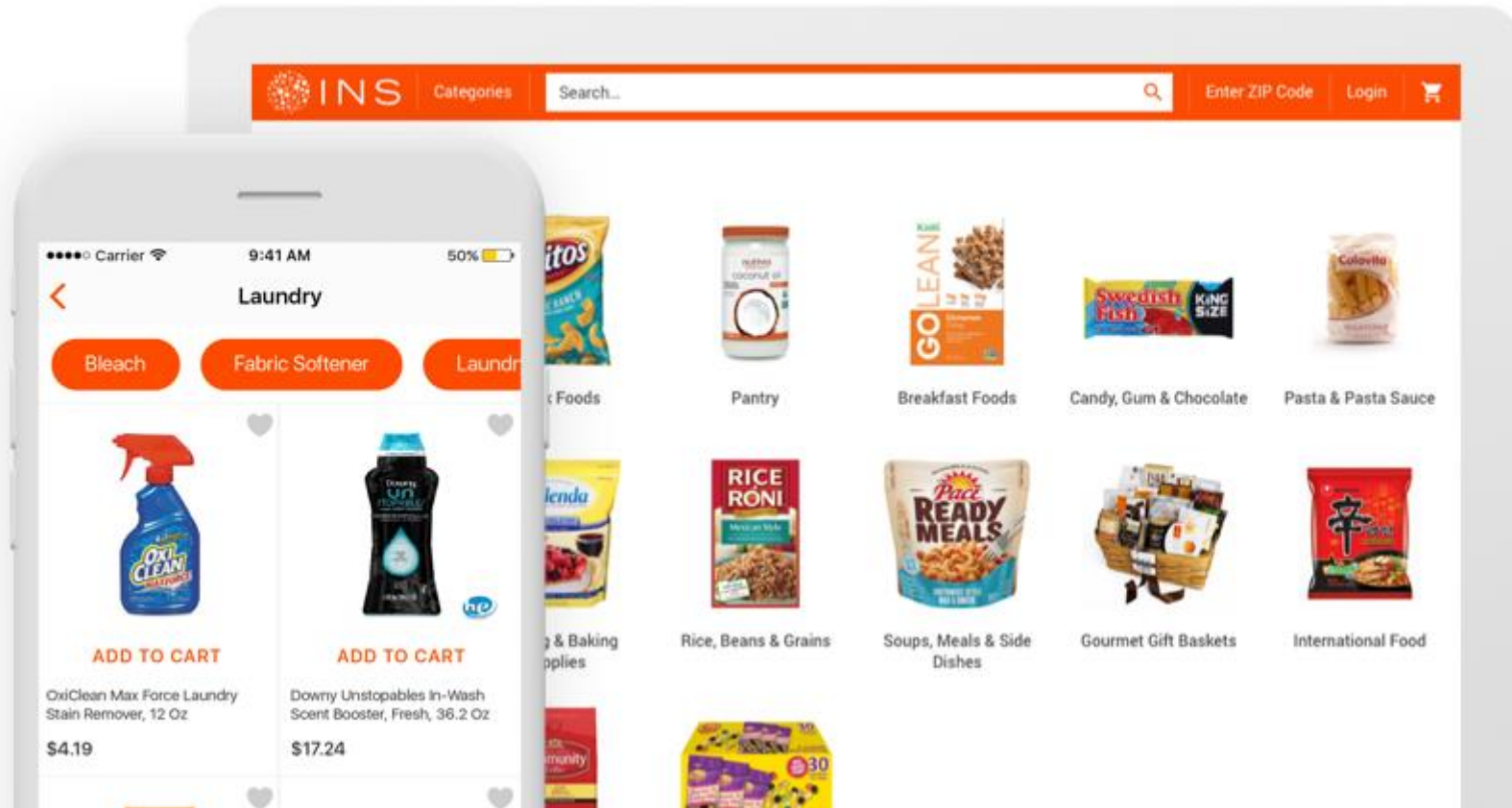


What is INS?

- INS is a decentralized ecosystem on website and mobile app that will enable consumers to buy groceries directly from manufacturers.
- It aims to make e-commerce more efficient and cheaper (up to 30%) for both manufacturers and consumers.

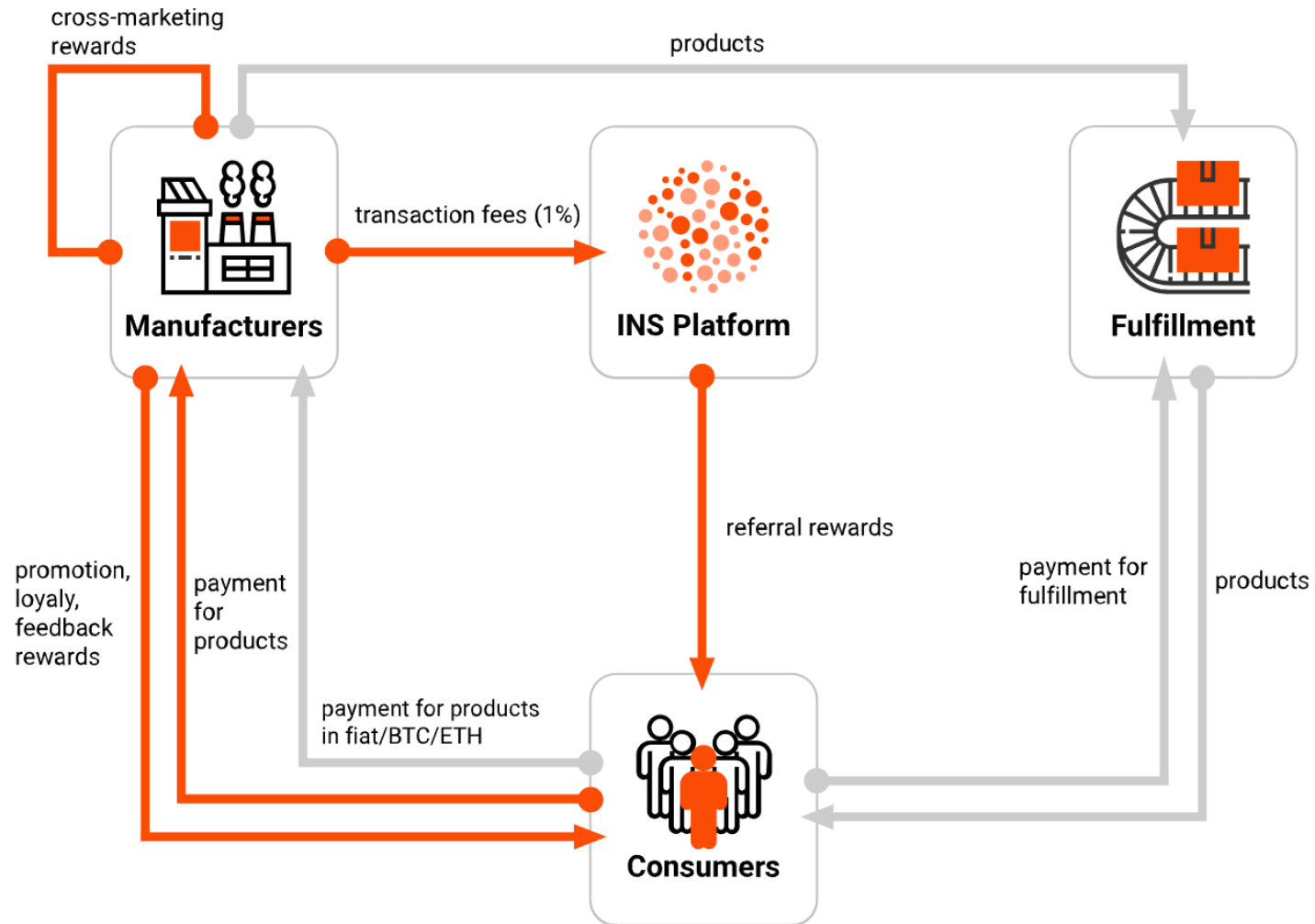


Platform screenshot



PROJECT OVERVIEW

How it works



Benefits to consumers and manufacturers

Benefits to consumers

- High-quality groceries cheaper than in stores
- Groceries bought online easily and conveniently
- Unlimited access to suppliers of choice

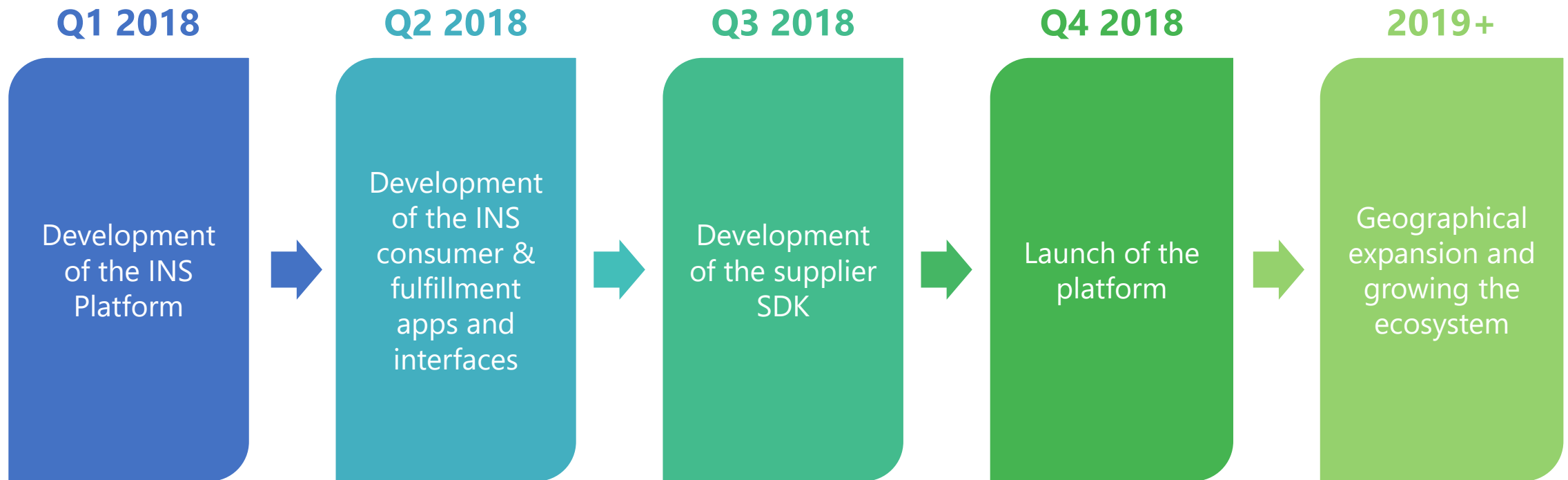
Benefits to manufacturers

- Full control of product pricing and listing
- Marketing directly targets consumers
- Fast and detailed customer feedback

	INS Ecosystem	Offline Retail Stores	Amazon Fresh	Instacart	Other Online Grocery Delivery
Price	✓✓✓	✓✓	✓✓	✓	✓
Quality	✓✓✓	✓✓	✓✓✓	✓✓	✓
Convenience	✓✓✓	✓✓	✓✓✓	✓✓✓	✓✓
Promotions from manufacturers	✓✓✓	✓	✓	✓	✓
Assortment	✓✓✓	✓	✓✓	✓✓	✓

Source: INS whitepaper

Development roadmap



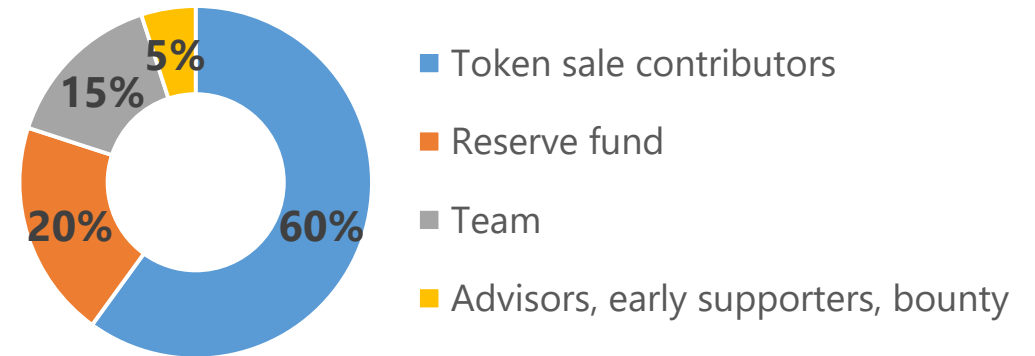
INS token sale summary

ICO SUMMARY

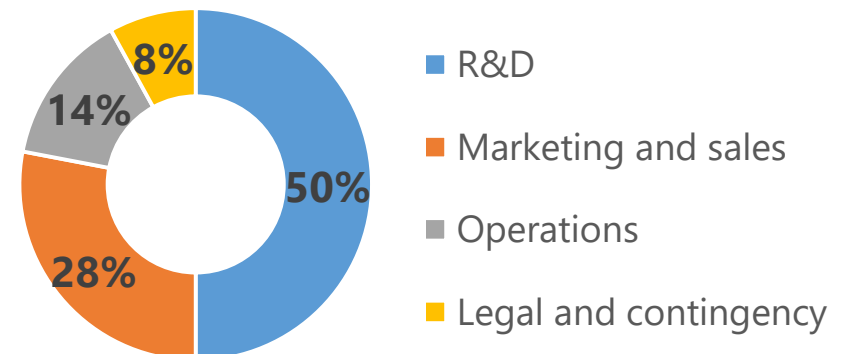
- **Project name:** INS
- **Token symbol:** INS
- **Website:** <https://ins.world/>
- **Hard cap:** 60,000 Ether (public crowdsale ICO contributors own 60% of total token supply if hard cap is reached)
- **Conversion rate:** 1 ETH = 300 INS
- **Max market cap at ICO (fully diluted):** US\$47M assuming current Ether price of \$470
- **Bonus structure:** Up to 25% bonus from purchasing early and in large contribution / whitelisted accounts receive extra 10% bonus on Day 1 / INSP (INS Promo token) - an extra 5% bonus
- **Presale or white list:** Whitelist registration ongoing
- **ERC-20 Token:** Yes
- **Timeline:** December 4, 2017 at 11am GMT
- **Token distribution date:** Tokens will be listed on exchanges two weeks after the end of ICO

TOKEN ALLOCATION

(maximum total token supply: 50,000,000 INS)



FUNDS ALLOCATION



Use of INS tokens

- Consumers can use tokens, fiat or other cryptocurrencies to purchase products but using tokens will give them access to promotions and loyalty programs.
- Manufacturers can purchase tokens as rewards such as loyalty points, promotion, cross-marketing and feedback.



THE TEAM

Who are the people behind INS?



Peter Fedchenkov
Founder



Dmitry Zhulin
Founder



Dmitry Khovratovich
Blockchain & Smart Contracts



Prabhakar Reddy
Asia Expansion



Paul Yakshankin
Technology



Michael Schmidt
US Expansion



Fedor Lisitsyn
Manufacturer Relationships



Frank van der Tol
Europe Expansion



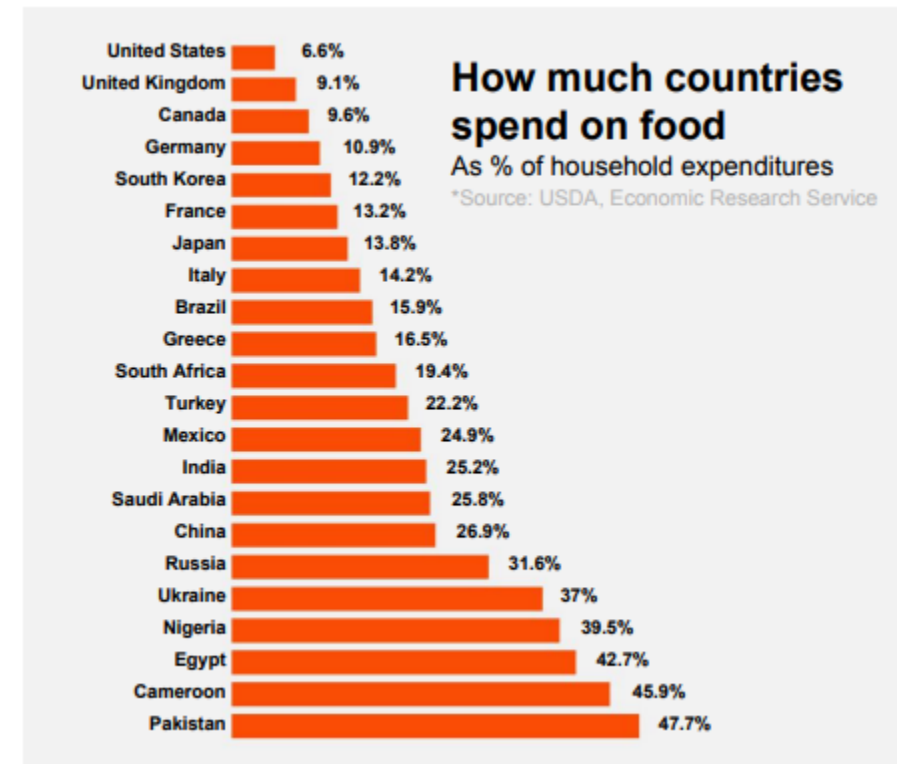
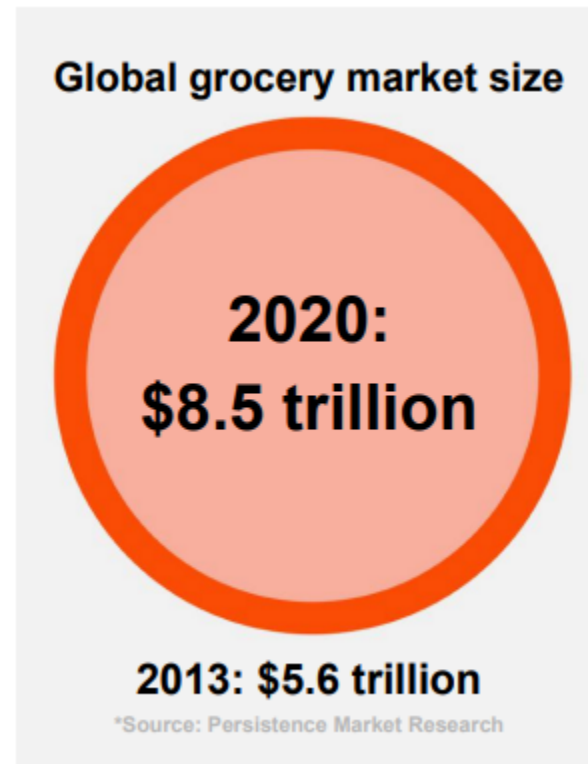
Maria Lapuk
PR



Dmitry Gladkov
Legal





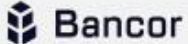











The opportunities

- By cutting out the middleman, consumers who use the INS platform can derive real benefits from significant cost savings.
- As groceries is an essential and recurring expense for most people, the potential of the project is huge. If the project is successful, INS can capture a lot of value in the large grocery industry, which is ripe for disruption.



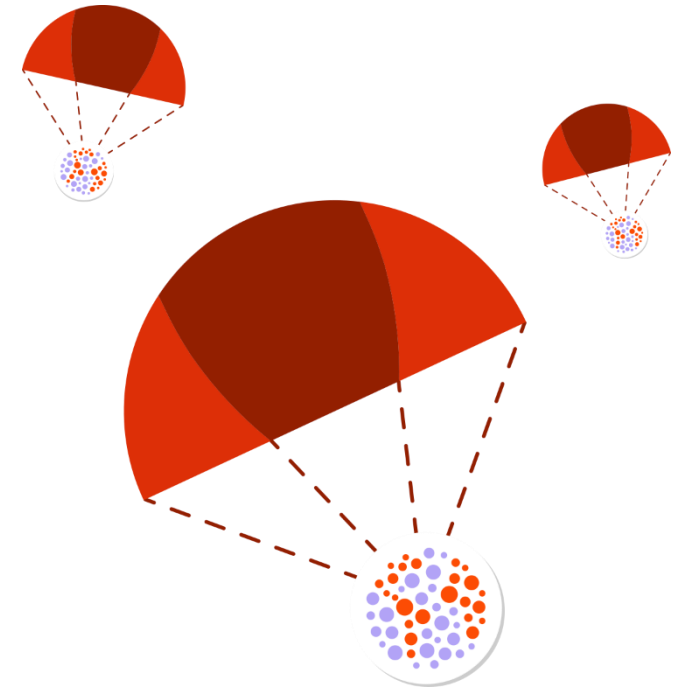
The opportunities

- Buying groceries online is a new thing and it is just starting to get competitive (Amazon Fresh, Instacart, etc.). INS can still be one of the first companies entering into the space in some cities.
- The project has a strong team and advisors who can actually help the project to gain traction and build partnerships.

 <p>Eyal Hertzog Co-founder, Bancor</p>	 <p>Michael Terpin Founder, Transform PR Chairman, BitAngels</p>	 <p>Moe Levin CEO, Keynote</p>	 <p>David Wachsman Founder, Wachsman PR</p>
			
 <p>Dr. Rawi Abdelal Professor, Harvard Business School</p>	 <p>Dmitry Filatov Founder, ICORating</p>	 <p>Sebastian Stupurac Co-Founder, Wings</p>	 <p>Ilya Perekposky Co-Founder, Blackmoon Crypto</p>
			

Our concerns

- No MVP/Proof-of-Concept has been developed for the project yet, which makes INS a white paper project.
- Most groceries manufacturers are used to dealing in bulk. Some may not want to change their business model and integrate with the INS platform as it would generate a lot of small orders for the manufacturers.
- The team has deep knowledge in the grocery market in Russia but it looks like Russia is not the focus of INS. INS will focus on large cities globally such as New York, Los Angeles, London, Paris, Seoul, Hong Kong, Tokyo, and Singapore.
- The multiple layers of bonus and airdrop of INSP may be seen as gimmicky for some people, which can actually backfire as a promotional strategy.



What do we recommend?

For flipping: **Neutral.**

- After the rapid rise in Ether price, the hard cap is now \$28 million. We don't believe the hard cap is likely to be filled quickly.
 - Note: If you are contributing less than 100 ether, try to pool with your friends because contributions over 100 ether will receive a bigger bonus. Also, if the hard cap is not filled by week 1, we believe it would be difficult for the project to reach hard cap because the bonus falls off significantly.

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

- If INS can bring manufacturers on board and is able to deliver significant discounts as promised, it should be able to gain traction quickly because most consumers are price sensitive when it comes to groceries.

CrushCrypto