

# ICO Review: indaHash (IDH)

Tokenizing The Influencer Industry

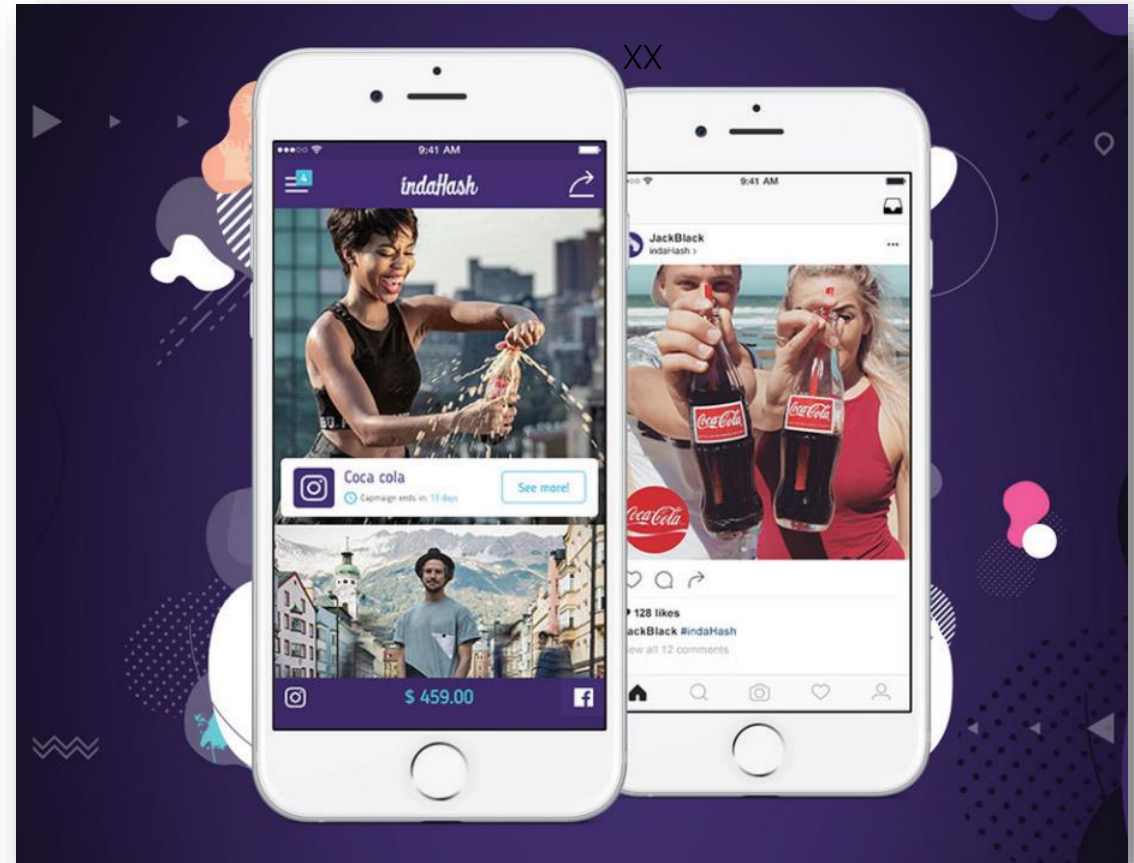
November 1, 2017



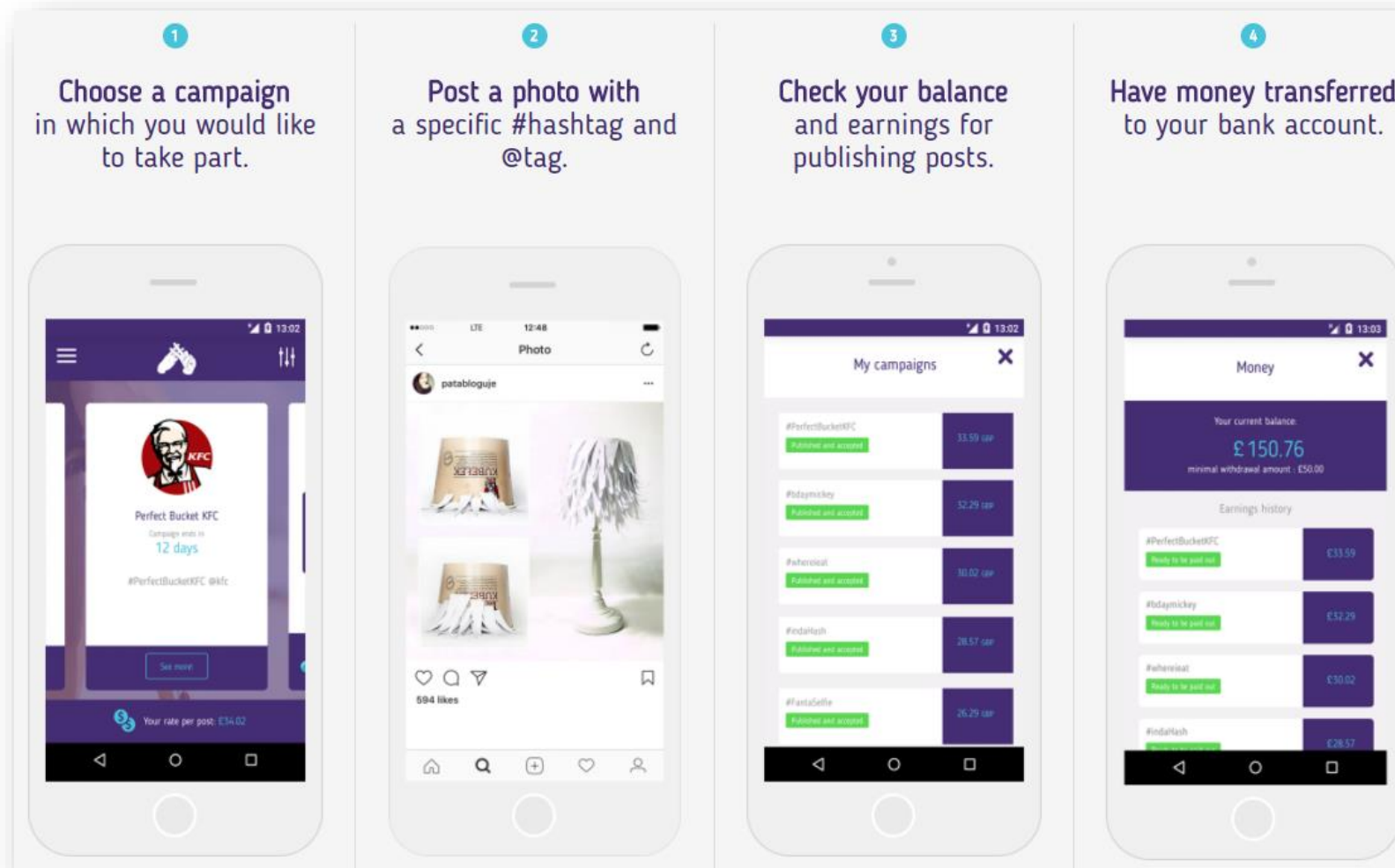
*indaHash*

# What is indaHash?

- A platform where brands can launch campaigns and reach a large network of digital influencers.
- Influencers get paid for participating in campaigns on their social media profiles.
- They want to tokenize the influencer industry to solve existing issues between brands, influencers and their audiences.



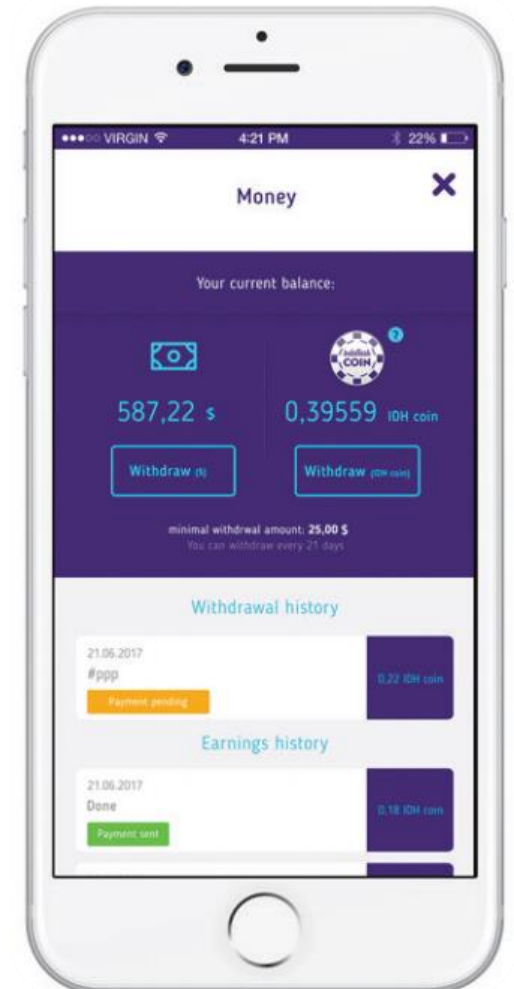
# How does indaHash work?



# Use of blockchain technology

By introducing their own cryptocurrency, indaHash can promote further adoption of their platform.

- Immediate payment without the need to go through a bank account.
- Reach a wider audience with no regional limitations.
- An influencer token system to provide influencers a way to reward their audiences.



# Milestones

- 300,000 influencers on their platform.
- Launched over 1,000 campaigns in 70+ markets.
- Served over 400 clients, including a number of Fortune 500 companies such as MasterCard, McDonald's, Ford, Coca-Cola, P&G, Merck, Estee Lauder, Prudential and Comcast.
- Secured partnerships large media agencies including 8 of the top 10 largest media agencies in the world.



# Development roadmap

## Q4 2017

Expansion into 12 new markets.  
Integration with major exchanges.



## Q1-Q2 2018

Wallet and indaHash coin integration with the indaHash app for influencers.  
Integration of indaHash coins and Pay-with-Fame functionality with brand payments.



## Q3-Q4 2018

Perform tests and comparison of existing scalable contract networks with influencer contracts and select a protocol.  
Introduce influencer token and reward system.



## 2019

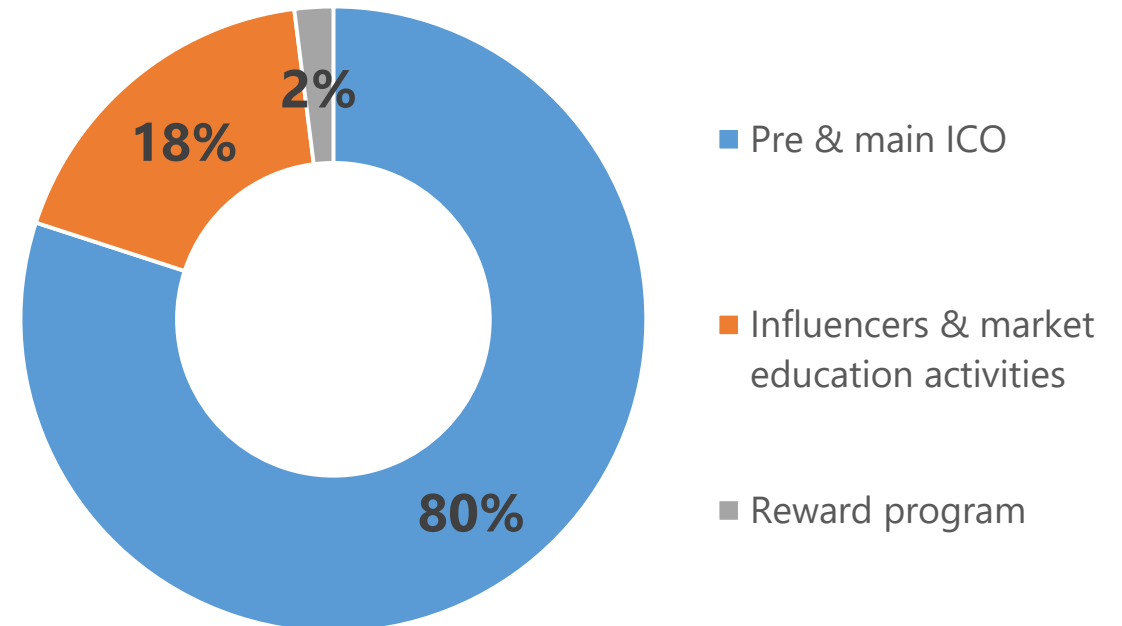
Full-scale launch of influencer contracts.

# IDH token sale summary

## ICO SUMMARY

- **Project name:** indaHash
- **Token symbol:** IDH
- **Website:** <https://indahash.com/ico>
- **Hard cap:** 100,000 ETH (public crowdsale ICO contributors own 80% of total token supply if hard cap is reached)
- **Conversion rate:** 1 ETH = 3,200 IDH
- **Total supply:** 400M IDH tokens
- **Max market cap at ICO (fully diluted):** US\$38M assuming Ether price of \$305
- **ERC20 token:** Yes
- **Bonus structure:** 10% to 40%
- **Crowdsale date:** Presale begins November 8, 2017 / public crowdsale begins November 29, 2017
- **Token distribution:** After the end of the ICO period (December 2017)

## TOKEN ALLOCATION



# Use of IDH tokens

- Brands
  - Pays cash or IDH tokens to indaHash to launch a campaign.
  - Receives tokens by selling early-access products and services.
- Influencers
  - Receives tokens from indaHash as sign up bonus and for participating in various campaigns.
  - Spends tokens to get early-access products and services from brands, discounts when shopping, or to create their own unique tokens and reward their audiences.
- Audiences
  - Receives personalized influencer tokens and can exchange them for things such as gadgets, customized prizes signed by the influencer, closed meetings or social activities.



# Value of IDH tokens

- Influencers with more IDH tokens will receive higher bids for indaHash campaigns, which encourages them to hold the tokens.
- indaHash also has a token buyback program. When brands pay using fiat currency to launch a campaign, indaHash will use it to buy back tokens from the exchanges.
- The value of the token should increase with more users on the platform (brands, influencers and audiences) and more activity (campaigns, early-access/discounted products and services).

## THE TEAM

# Who are the people behind indaHash?



### Barbara Soltysinska

CEO and Co-founder  
Previously Strategic Director at MSL Group, a PR and strategic communications consultancy. Co-founded LifeTube in 2013, the largest Polish MCN on YouTube.



### Darek Zieliński

COO  
Almost a decade of experience in the media industry. Previously Managing Director at Grupa Onet-RAS Polska and worked with brands such as Newsweek and National Geographic.



### Włás Chorowiec

CPO  
Previously co-owner of LifeTube and Product Owner of GG Network, a Polish mobile messaging app.

## INDAHASH AWARDS



Newsweek  
Innovator Award



Accenture Consumer  
Tech Award 2017



Festival of Media  
MENA Award

# The opportunities

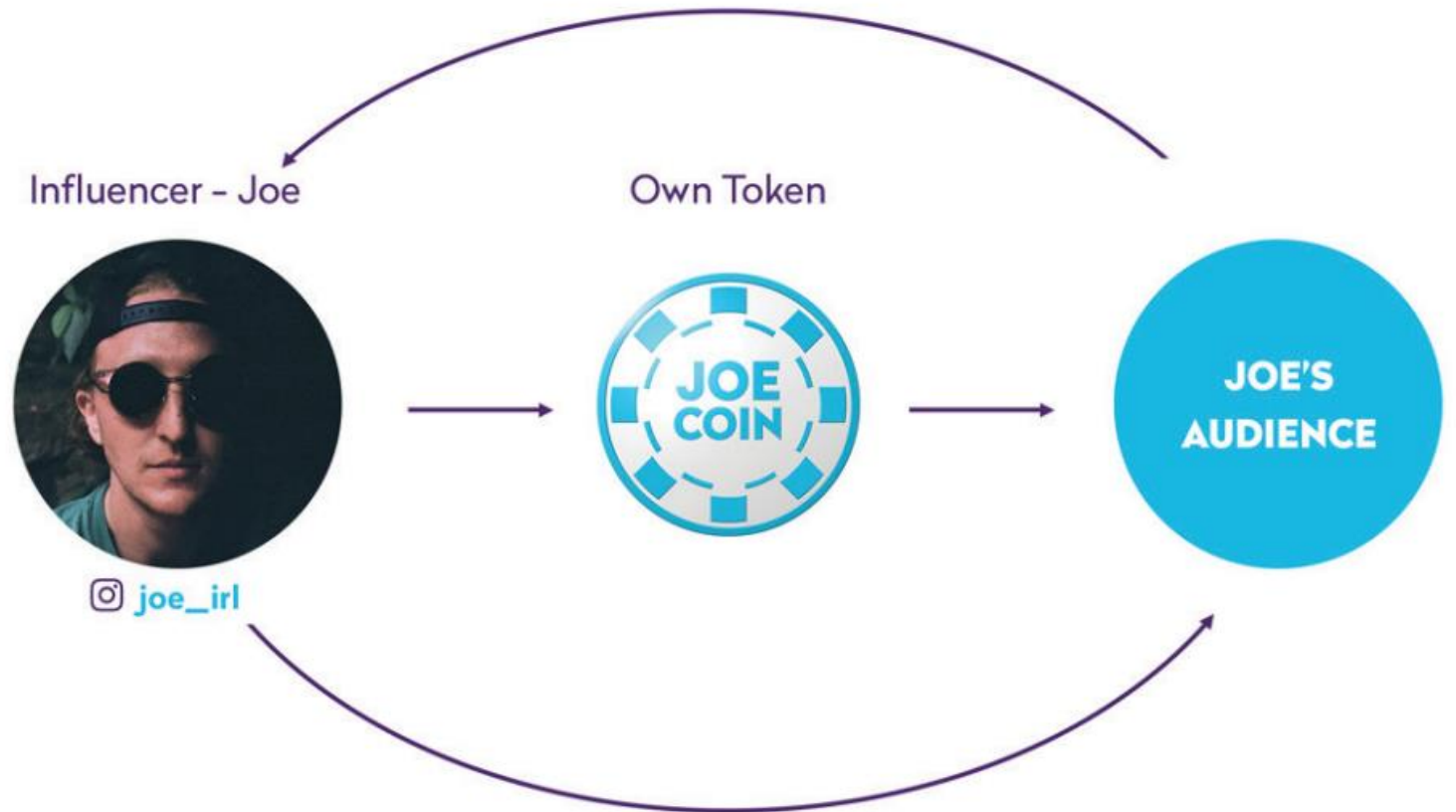
- indaHash is a growing company. The company was founded in 2016 and already has 130 employees in 7 offices, and has worked with many Fortune 500 companies.



- If the hard cap is reached during the pre-ICO phase, the hard cap is effectively 71,428 Ether, which is reasonable.
- With indaHash's automated platform, it is well-positioned to benefit from the growing influencer marketing industry.
- IDH tokens fits nicely and actually complements with the company's business model – the company doesn't need to alter its business model for the token structure to work.

# Our concerns

- It is unclear how useful it is for influencers to personalize their tokens – it may not have much value to their audience.
- The indaHash team do not hold any tokens, so they don't have "skin in the game" as far as token prices are concerned.



# What do we recommend?

## For flipping: **Neutral.**

- It is uncertain whether indaHash can reach its hard cap.
- With the large difference between the pre-ICO bonus (40%) and the largest ICO bonus (20%), we believe that there will be little contributions after the pre-ICO phase.

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

- indaHash is well positioned to take advantage in the growing influencer marketing industry and their token model makes sense.

***CrushCrypto***