

ICO Review: TraDove (BBCoin)

Tokenized Business Social Network

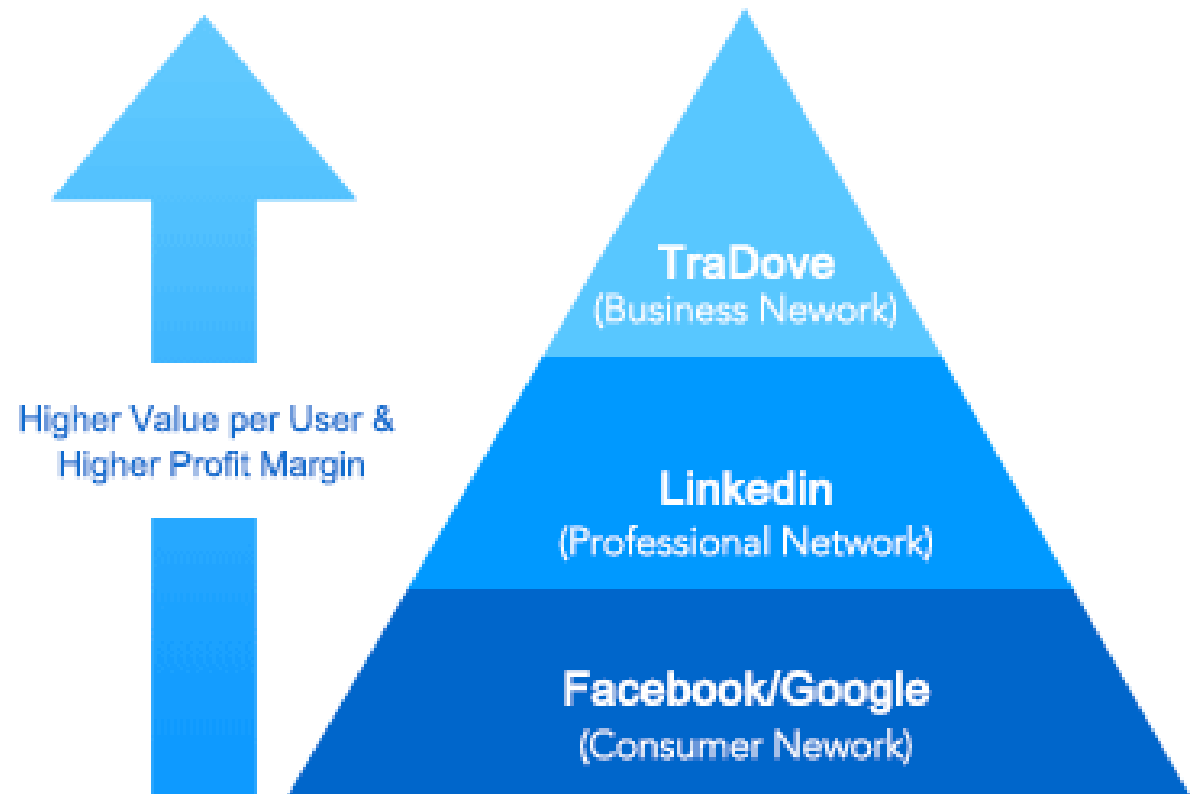
January 16, 2018



TRADOVE

What is TraDove?

- Platform for businesses to be able to communicate and transact with each other.
- Allows corporate buyers and sellers of goods and services on its platform to discover each other more easily.
- Users will have to verify their position as a representative for their business.



TraDove services



Empower Buyer & Seller Interactions: Corporate sellers are able to use BBCoins in exchange for AI powered recommendations to corporate buyers.



Empower B2B Precision Advertising: Any company on TraDove is able to create advertisements to target specific business users or searches.



Use Blockchain to Facilitate International Trade: BBCoin will be used as a medium of exchange in international commerce.

Development roadmap

Q1-Q2 2018

Improve current
IOS App

Complete Android
App



2018-2019

Reach critical mass
(1-3 million users)
in major industries



Q2-Q3 2019

Get sales personnel
to use BBCoin for
on-platform
pitches and other
activities

Get companies to
use BBCoin to pay
for advertising on
TraDove



Q3-Q4 2020

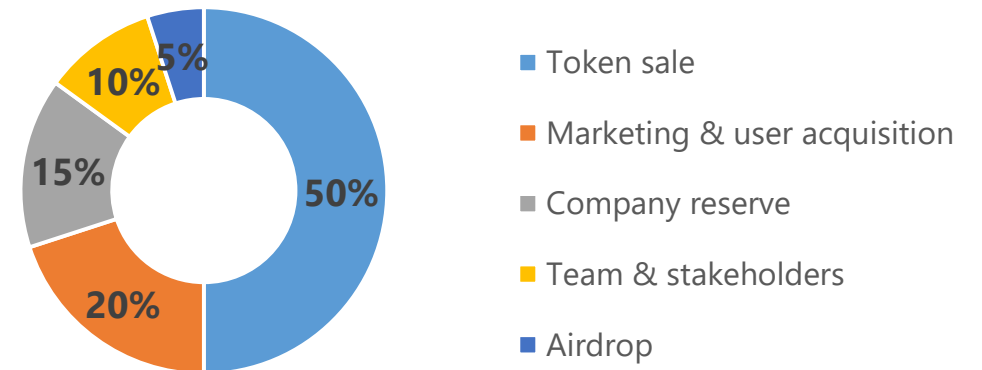
BBCoin is used as a
medium of
exchange
internationally

BBCoin token sale summary

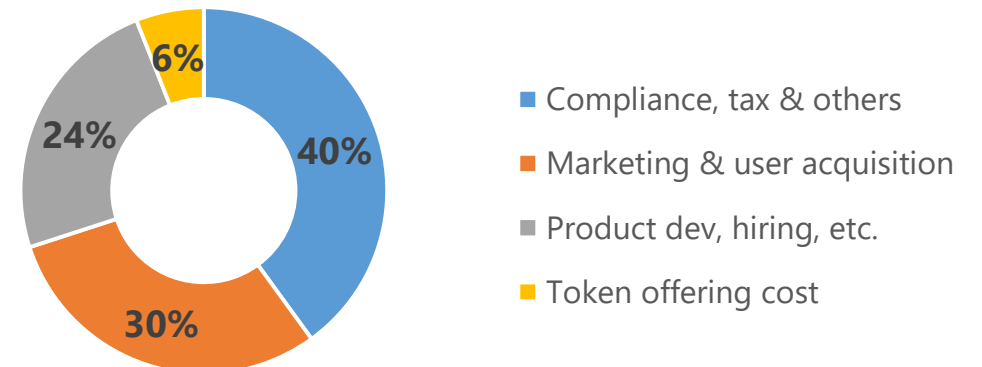
ICO SUMMARY

- **Project name:** TraDove
- **Token symbol:** BBCoin
- **Website:** <https://bbcoin.tradove.com/>
- **Hard cap:** US\$52M (\$36M presale, \$16M public sale)
Conversion rate: 1 BBCoin = \$0.16
- **Max market cap at ICO (fully diluted basis):** US\$104M
- **Bonus structure:** Jan 1st – 10th: 30%, Jan 11th – 20th: 20%, Jan 20th – 30th: 10%. Additional 30% bonus for contributions above \$48,000.
- **Presale or white list:** KYC required to participate.
- **ERC-20 token:** Yes
- **Countries excluded:** USA (accredited investors allowed)
- **Timeline:** Presale ongoing and ends Jan 31, 2018 / Crowdsale begins Feb 1, 2018 and ends on Feb 15, 2018
- **Token distribution date:** February 15, 2018

TOKEN ALLOCATION



USE OF FUNDS



Use of BBCoin tokens

- Corporate buyers have access to TraDove's services for free. Corporate sellers will have access to basic functions for free, but will have to use BBCoin in order to pay for premium options and advertisements on the platform.
- Corporate sellers will pay potential buyers with BBCoin in order to pitch their product/service directly to them. They can also pay TraDove in BBCoins for a prioritized advertisement except that buyers also receive BBCoins for paying attention to these advertisements.



THE TEAM

Who are the people behind TraDove?



Kent J Yan

Business, Finance, and
General Management



Matt Ciantar

Sales, Marketing and
Business Development



Jian Zheng

Blockchain Technology,
AI, Product Development



Igor Gustincic

Sales and Business
Development, Europe



George Cheng

Network, Security, Big
Data and Cloud



Rick Roux

Web Marketing, User
Acquisition



Jia Liu

Mobile Development



Albert Wang

User Experience and User
Interface

The opportunities

- TraDove is an established business with over 250,000 users from over 200 Fortune 1000 companies. Very few ICO projects have this kind of user base.



- TraDove's advisors include Mike Honda, former US congressman, and Richard Rosenberg, former Chairman and CEO of Bank of America. Both made a video for the project, which we believe puts an end to the FUD that alleges the project is a scam.

Our concerns

- There is some chatter that the project is a scam. While not true, it has dampened the sentiment for this project. In the Telegram channel, people are discussing refunds for their contribution, which almost never happens.
- The target users of BBCoin are corporate buyers/seller, and they are mostly not cryptocurrency users. Therefore, the use of cryptocurrency could become a barrier of adoption for those target users.
- As the project's value depend heavily on the network effect from having a large amount of buyers and sellers, we are not sure if using a token is going to help the business.

What do we recommend?

For flipping: **Neutral.**

- Presale has been ongoing since November 2017, but has only raised a small portion so far. With the recent volatility we are experiencing, we believe it would be difficult for the project to successfully raise \$52 million and have unmet demand after the ICO.

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

- We believe that the introduction of BBCoin into the business model would hinder the growth of the project. Therefore, we are uncertain how likely the project will succeed.

CrushCrypto