

ICO Review: Zeepin (ZPT)

Distributed Creative Economy

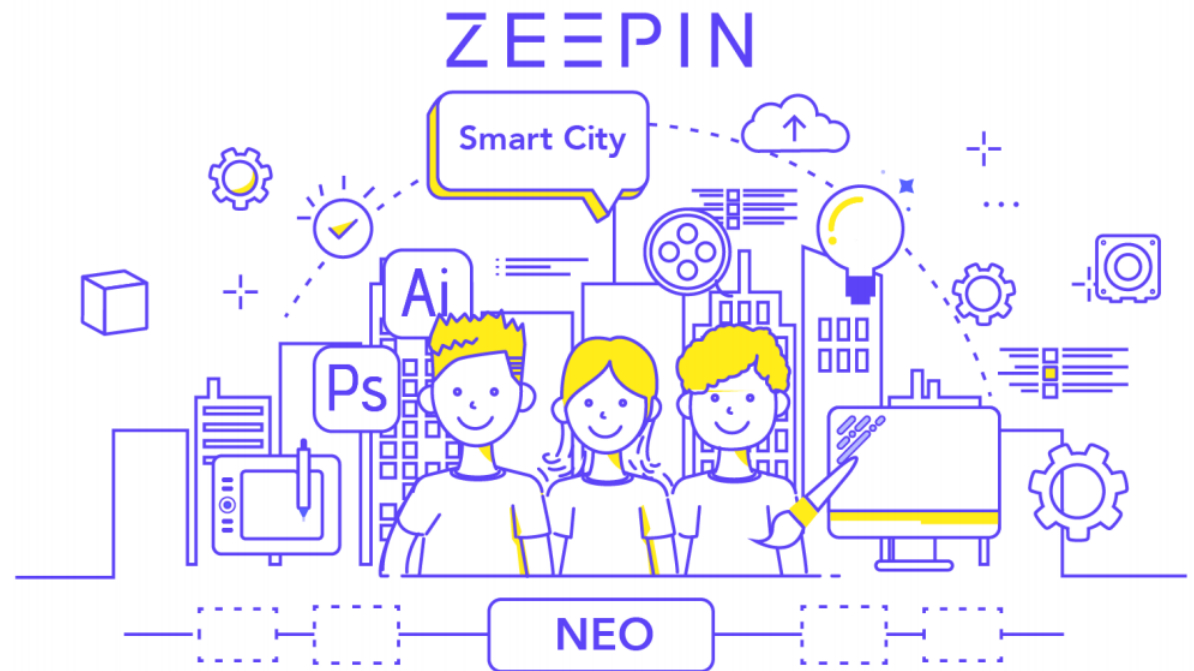
January 13, 2018



ZEEPIN

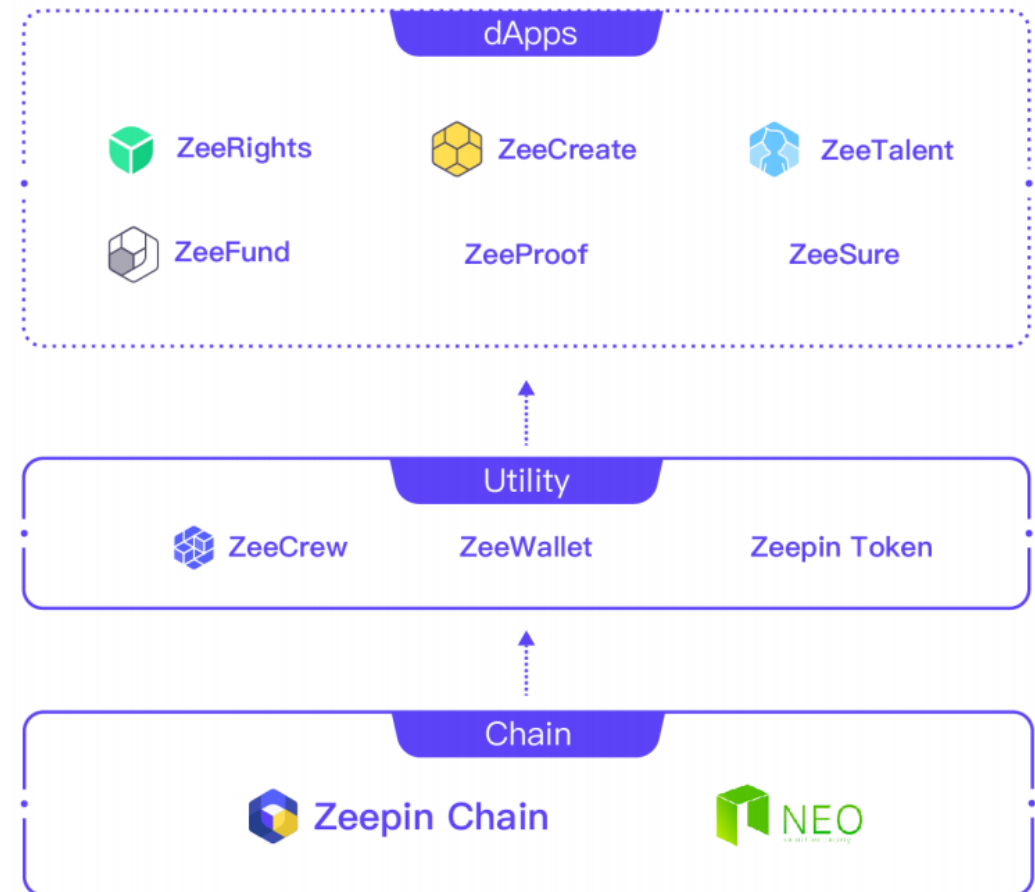
What is Zeepin?

- Zeepin is aiming to be a disruptive creative platform and economy. Their goal is to provide an opportunity for creators to operate in a trustless system.
- Use cases are payments and copyrighting (through time-logging of ideas/data on the blockchain), as well as providing crowdfunding and networking.



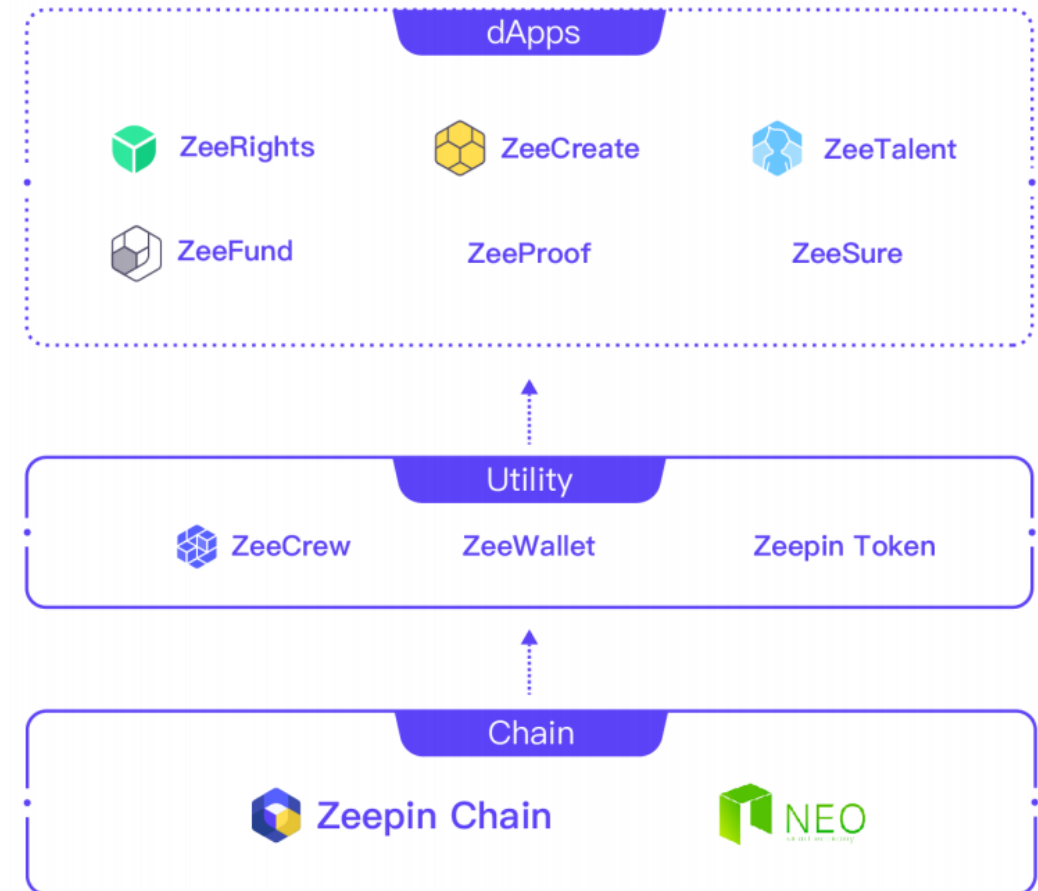
Key features (1/2)

- **ZeeCrew** - A fast, low cost way to quickly find team members.
- **ZeeRights** - A blockchain based copyright solution.
- **ZeeProof** - Proves the existence of the copyright.
- **ZeeSure** - Digital asset Insurance.



Key features (2/2)

- **ZeeCreate** - A creative services matchmaking program.
- **ZeeTalent** - A digital identity on the Zeepin platform.
- **ZeeFund** - Crowdfunding platform.



Development roadmap

1H 2018

ZeePin Chain,
ZeeWallet (for
holding ZPT on the
platform), and
ZeeRights.



2H 2018

ZeeCreate and
ZeeSure.



1H 2019










ZeeCrew and
ZeeFund.



2H 2019

ZeeTalent and Zee
Proof.

Development progress

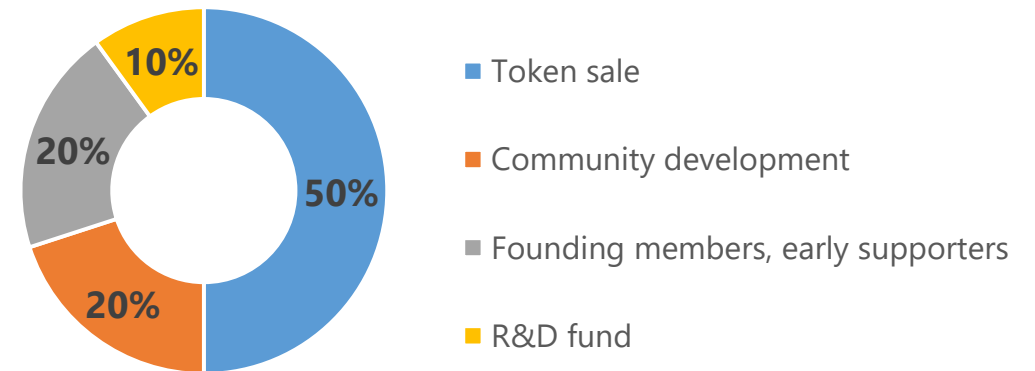
PROJECT	PROGRESS	ESTIMATED FOR
ZeePin Chain	 Under development	March 2018
ZeeWallet	 Processing	April 2018
ZeeRights	 Processing	May 2018
ZeeCreate	 Processing	August 2018
ZeeSure	 Processing	October 2018
ZeeCrew	 Planning	January 2019
ZeeFund	 Planning	April 2019
ZeeTalent	 Planning	October 2019
ZeeProof	 Planning	December 2019

ZPT token sale summary

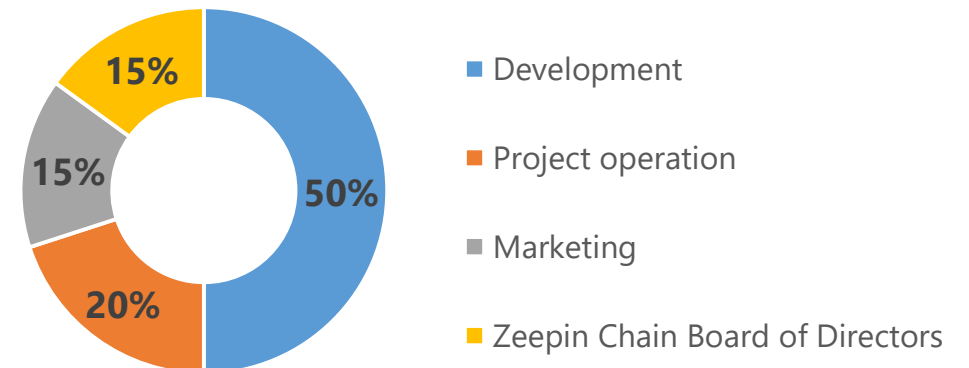
ICO SUMMARY

- **Project name:** Zeepin
- **Token symbol:** ZPT
- **Website:** <https://www.zeepin.io>
- **Hard cap:** US\$42M if NEO is below \$100 or 420,000 NEO if NEO is over \$100
- **Conversion rate:** \$0.125 = 1 ZPT
- **Maximum market cap at ICO (fully diluted basis):** US\$107M assuming current NEO price of \$127
- **Bonus structure:** 30% bonus in presale, then 20%, 15%, 10%, 5%, every 2 days; no bonus in last 2 days of sale
- **Presale or white list:** Both, KYC application deadline at 01:00 pm UTC time on January 16, 2018
- **Blockchain platform:** NEP-5 token on NEO
- **Countries excluded:** China, United States
- **Timeline:** Jan 18 1:00pm UTC to Jan 29, 2018 0:59pm UTC
- **Token distribution date:** 10 days after ICO concludes

TOKEN ALLOCATION

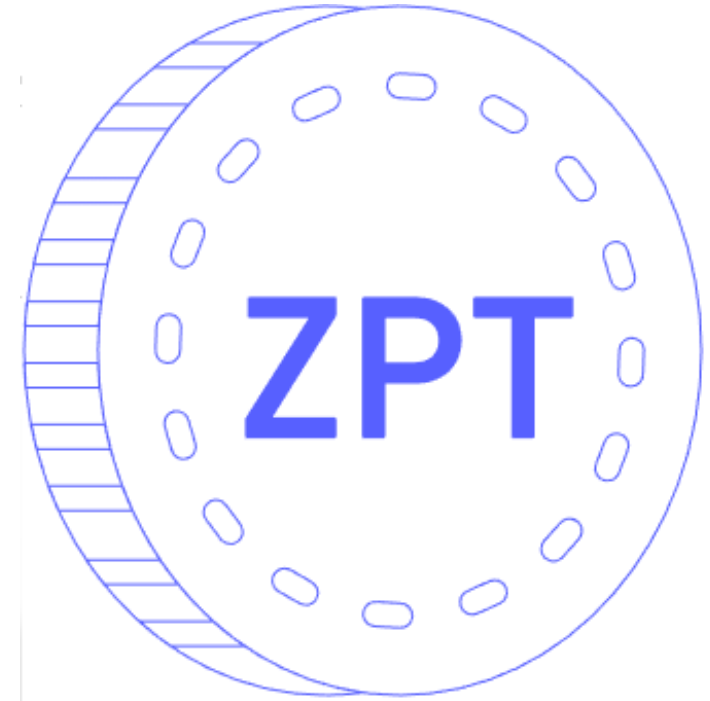


USE OF FUNDS



Use of ZPT tokens

- Creators are paid with ZPT tokens for their work or receive a bounty if a team offers such.
- Users can use ZPT tokens for accessing some dApp services on the network.
- Tokens will also be used for investing in crowdsourced projects, which can yield a return based on a given team's defined terms for investment.
- The value of ZPT tokens should grow based on how many users of Zeepin there are.



THE TEAM

Who are the people behind Zeepin?



Zhu Fei

Founder & CEO

CEO of Arting365 Inc. for the past 15 years, CEO of Zeepin Cultural and Creating Co. for the past 5 years, and was a former director of Shanghai Top Young Creative Talents Association, Intelligent Manufacturing Part Creative Industry Promotion Center, and Industrial Design Association.



Shenbi Xu

Co-Founder & Chief Strategy Officer

Former CSO of Arting365 Inc., previous experience rendering strategic services to Apple, Microsoft, and Samsung, and experience as Asia-Pacific Head of GE innovation.



Glovia Gu

Co-Founder & COO

Graduated from China Academy of Art, majoring in digital media. Operated 50+ events for brands like Coca-Cola, Adobe, Lenovo, and HP.



Jason Xu

Senior Developer

10+ years of experience in technology development, a background in encryption and distributed app development, and will be designing the main architecture of the Zeepin Environment.

The opportunities

- The project is led by a strong team with demonstrated success in relevant creative field.
- The use of blockchain and smart contract makes sense in order to send cross-border payments efficiently as well as mimic the escrow function.
- By providing a one-stop-shop, a design can go from just an idea to mass production, all done within the platform. This can help creative entrepreneurs, who are often not business savvy, to launch a business successfully.

Our concerns

- The project does not have a finished MVP/proof-of-concept, so it is essentially a white paper project.
- The scope of the project is very ambitious that include finding suppliers, customers, employees, filing copyright, obtaining crowdfunding, and insurance. Generally, the more ambitious a project is, the more likely it is to fail because there are so many moving parts.
- It is unclear what the go-to market strategy for the project is. The team has experience in China so it should be the obvious choice for the first target market, but there are no details in the white paper.

What do we recommend?

For flipping: **Positive.**

- NEO projects have performed really well recently. Therefore, even though the ICO is a white paper project and hard cap is at \$53 million (at NEO price of \$127), we believe it should still have good flipping potential.

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

- It looks like the project targets the creative industry globally, but the team only has experience in China. The project is also at very early stage, so there is not enough information for us to evaluate whether the product will be successful.

CrushCrypto