

ICO Review: HybridBlock (HYB)

Cryptocurrency Trading Ecosystem

January 23, 2018



What is HybridBlock?

- An exchange ecosystem that aims to bring cryptocurrencies to everyday retail investors.
- Will cater to a wide range of users, from the beginner to the expert day trader looking for sophisticated and reliable trading tools.
- Attempts to solve inhibiting factors for mainstream adoption of cryptocurrency.
- The HybridBlock ecosystem will contain three distinct trading products: BaseTrade, HybridExchange, and HybridTerminal.

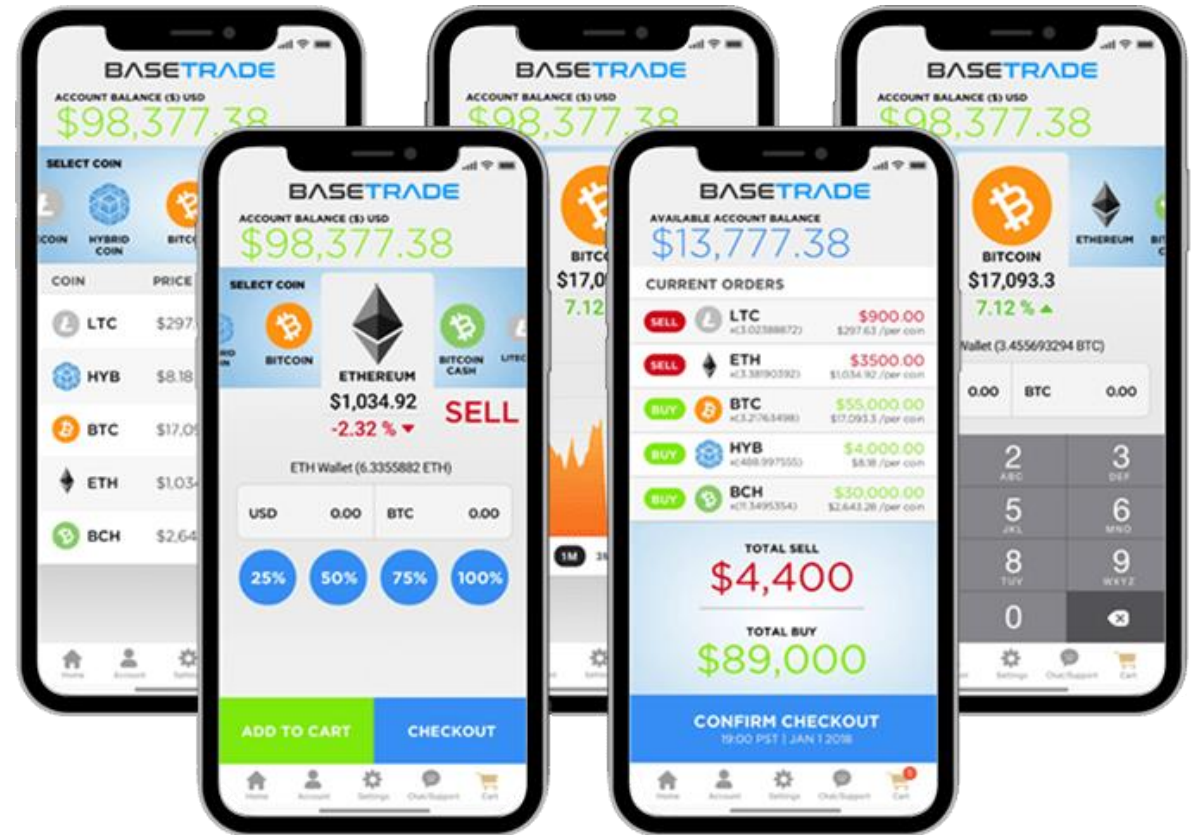


Hybrid BaseTrade



**HYBRID
BASETRADE**

- A user-friendly platform to buy and sell cryptocurrency. Users can quickly create accounts, verify their information and purchase the most popular cryptocurrencies in just a few steps.



HybridExchange



- A web-based trading platform for intermediate users with deep order books in several cryptocurrency markets, including Asia.
- The platform provides smart order routing to select third party exchanges to provide flexibility and competitive prices.



HybridTerminal



HYBRID
TERMINAL

- A downloadable, standalone cryptocurrency trading terminal for advanced traders with real-time feeds from major exchanges.
- Institutions and professionals can access direct routing to almost any destination with low latency execution.



Hybrid Central



- A gamified educational experience for users to learn about blockchain and cryptocurrency, including how to purchase and trade cryptocurrencies, develop blockchain-based skills, and participate in the global blockchain community.



HybridFX and HybridWallet

HybridFX

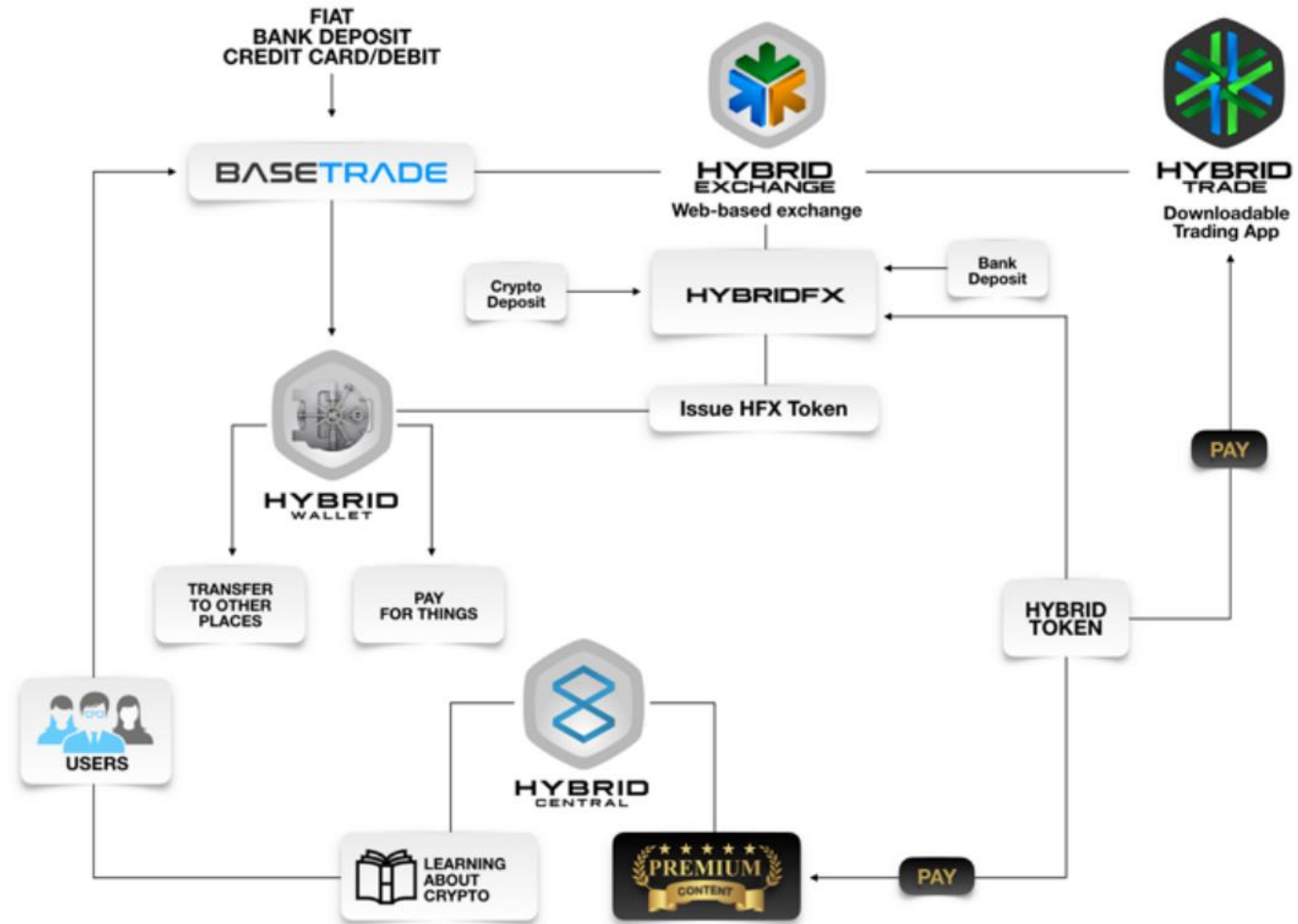
- HybridFX will enable the creation of digital tokens (HFXs) that are backed by local fiat currency, essentially a stable coin that works similar to Tether. A one-to-one reserve ratio between the tokens and its associated real-world asset will be maintained.

HybridWallet

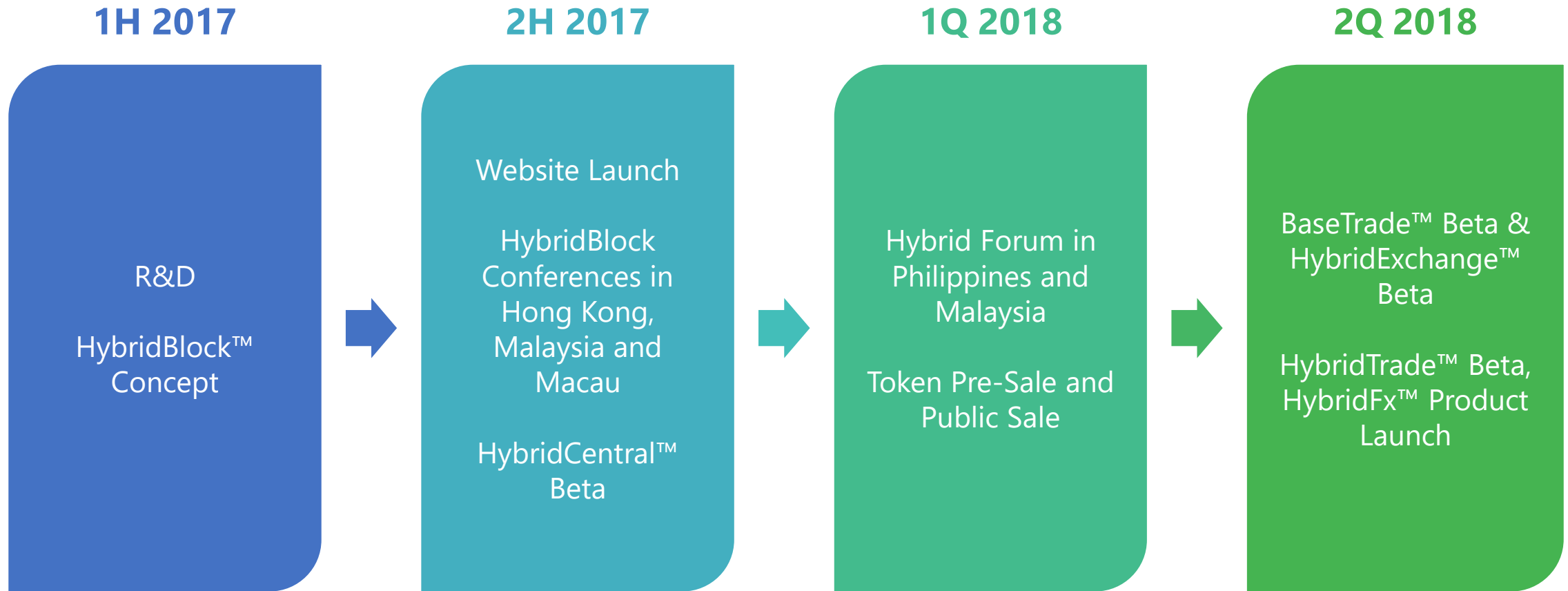
- A free, open source mobile wallet built for storing and transacting HybridBlock tokens and HybridFX (HFXs). It is a client-side interface that interacts with the Ethereum blockchain.

PROJECT OVERVIEW

How it works



Development roadmap

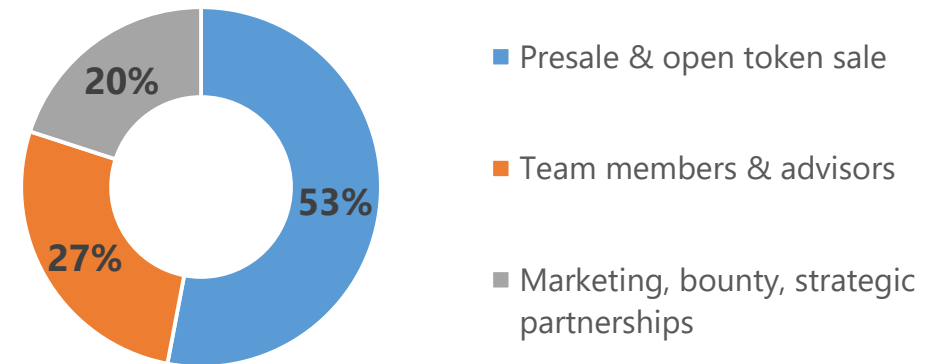


HYB token sale summary

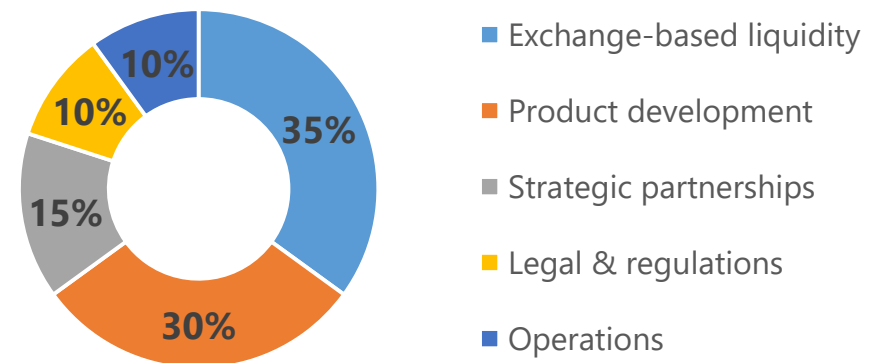
ICO SUMMARY

- **Project name:** HybridBlock
- **Token symbol:** HYB
- **Website:** <https://www.hybridblock.io>
- **Hard cap:** US\$53M
- **Conversion rate:** 1 HYB = \$0.30
- **Max market cap at ICO (fully diluted basis):** US\$94.3M
- **Bonus structure:** 33% presale discount (1 HYB = \$0.20), \$50,000 minimum contribution
- **Presale or white list:** Presale & whitelist open until February 28, 2018
- **ERC-20 token:** Yes
- **Countries excluded:** USA, China, South Africa, Cayman Islands
- **Timeline:** ICO starting from March 15 to 22, 2018
- **Token distribution date:** Upon token sale conclusion

TOKEN DISTRIBUTION



USE OF PROCEEDS



Use of HYB tokens

- HYB tokens will have three primary functions:
 - Payment of transaction fees and all services within the HybridBlock network.
 - To power the market efficiency mechanism.
 - A tradable token available on the open market.
- Additionally, Hybrid Tokens will be used to pay for premium content such as HybridAcademy learning modules. They will also be used for services provided by the HybridExchange, and access to the HybridTerminal.



THE TEAM

Key team members



Apolo Ohno
Co-Founder

Competed in 3 Olympics in short track speed skating and received 8 medals. He co-founded multiple businesses in health & wellness, technology, real estate, telecom, and other interests in Asia. He is the co-founder of Quantum Block Capital, which invests in ICOs, blockchain start-ups, etc.



Rod Jao
Co-Founder

Experience in software development, private equity, has previous and current experience as President of a privately held investment company, and was the co-founder of Allysian, a plant-based nutrition company.



Jonathan Bates
CEO/Chairman

25 years in the financial industry as Managing Director at JP Morgan and before that as senior VP at Citigroup. He also worked as a director at Barclays and focused on wealth management at Smith Barney. He is a shareholder in Blockchain Holdings.



Sung Cho
Technology Innovation
Officer

Co-founded Cy Group, a stock trading firm providing transparent routing and clearing services to consumers from active traders to API clients. He is involved in translating Wall Street trading technology into the cryptocurrency space.



Dr. Michael Sung
Chief Strategist

Managing director for CarbonBlue Innovations, a tech transfer platform and investment fund focused on AI, autonomous vehicles, and semiconductor technologies. He is faculty at the Hong Kong University of Science and Technology.

THE TEAM

Core advisors



Reeve Collins

Co-founder and CEO of Tether and BlockV



Florian A. Rais

Founder of Far Investments; former senior investment manager at Pictet



Alexander Kravets

Managing Director of a self-clearing broker/dealer; launched Sogotrade



Andrew Donley

Senior software architect at Unikrn; former CTO of Leet, BitMesh, etc.



Steven Cody Reynolds

Former Community Relations Manager (US) at Binance



Lester Lim

Advisor of various ICOs, including CoinFi, Dock.io, Selfkey, and Banca



Simon Bogdanowicz

Founding Partner of BlockTeam; Co-Founder of LaunchTeam



Jesse Tevelow

Founding partner at BlockTeam Ventures; cofounder of LaunchTeam

The opportunities

- In Asia, there are very few good fiat gateway exchange outside of Korea/Japan, so the Coinbase/GDAX in Asia model is well positioned to capture the Asian demographic.
- The company aims to get the order book/trading pair of the major exchanges. If it works, then the potential is substantial as traders can enjoy combined liquidity.
- The market needs a stable coin outside of Tether and none of the alternatives are big enough yet. HFX can potentially accelerate the adoption of cryptocurrency because it is a stable coin that can be used as commerce, trading, etc.
- The team has mentioned some key hires from other major exchanges so we believe they are capable of developing a solid exchange with good user experience.

Our concerns

- The competition is fierce in the cryptocurrency exchange space from both centralized and decentralized players.
- HybridBlock, being a fiat gateway exchange, is dependent on local government regulation. Government regulations can speed up or slow down the exchange's progress depending on its stance.

For flipping: **Neutral.**

- The idea and team is above average, but the amount raised and current market environment makes flipping more difficult. Exchange coins (BNB, KCS, and BIX) tend to appreciate after the exchange has been operational and shows significant trading volume.

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

- The market likes exchange coins (BNB at \$962 million, KCS at \$430 million, and BIX at \$90 million).
- HybridBlock's scope is broad and ambitious – stable coin, combined order books from major exchanges, and fiat ramp up can each provide substantial upside for HYB tokens. We believe it has a good chance to succeed because of the strong team and advisors.

CrushCrypto