

ICO Review: Origin Protocol (ORIGIN)

Decentralized Sharing Economy Marketplaces

March 22, 2018



What is Origin Protocol?

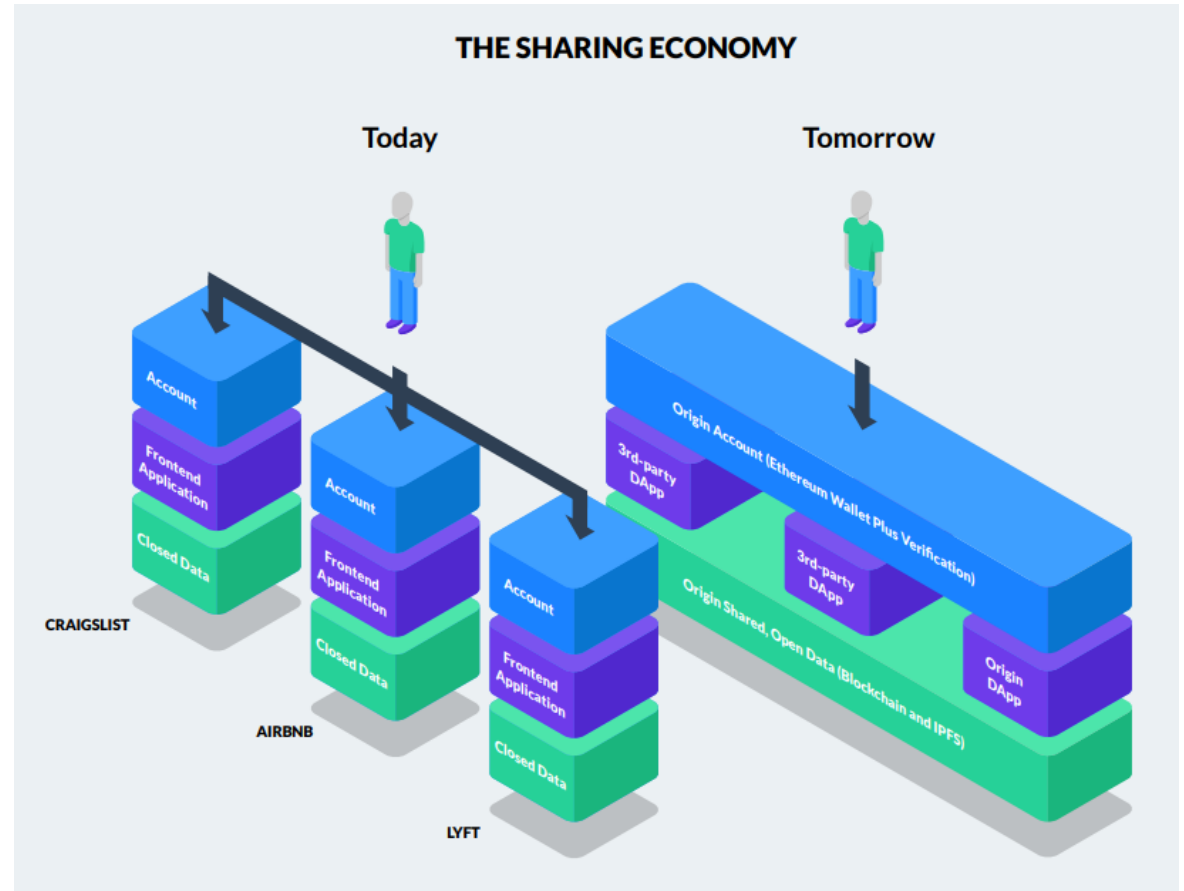
- Origin Protocol aims to revolutionize and replace many existing sharing economy marketplaces:



- By integrating blockchain into the shared economy marketplace, Origin Protocol plans to offer buyers and sellers control over their data, drastically reduced transaction fees, and identity verification/reputation scores.

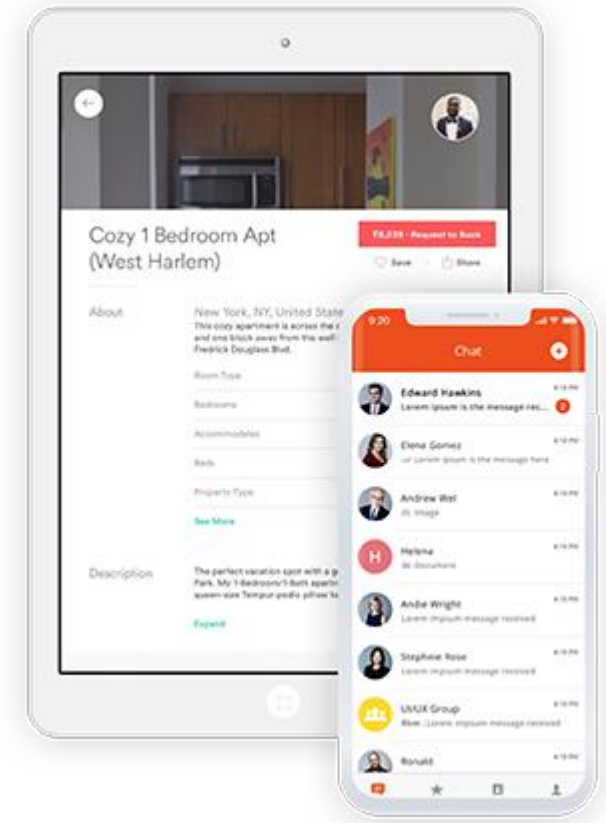
What is Origin Protocol?

- Their vision is to promote the open and free exchange of services on the decentralized web.
- Origin Protocol plans to allow third-party developers to create their own dApps on their protocol. This will allow for multiple niche marketplaces to exist and benefit from the same identity verification/reputation scores established across all of their existing marketplaces.

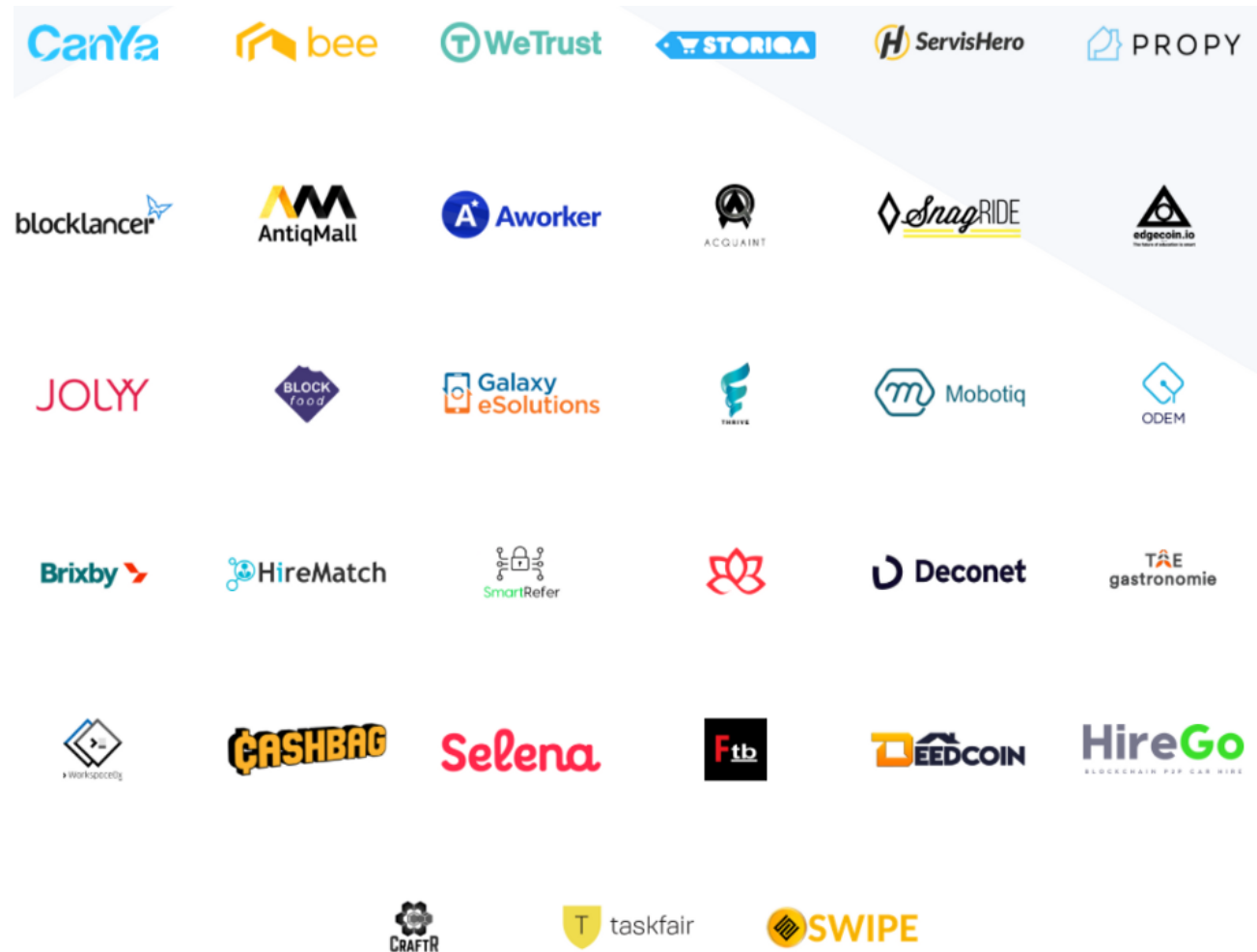


Key features

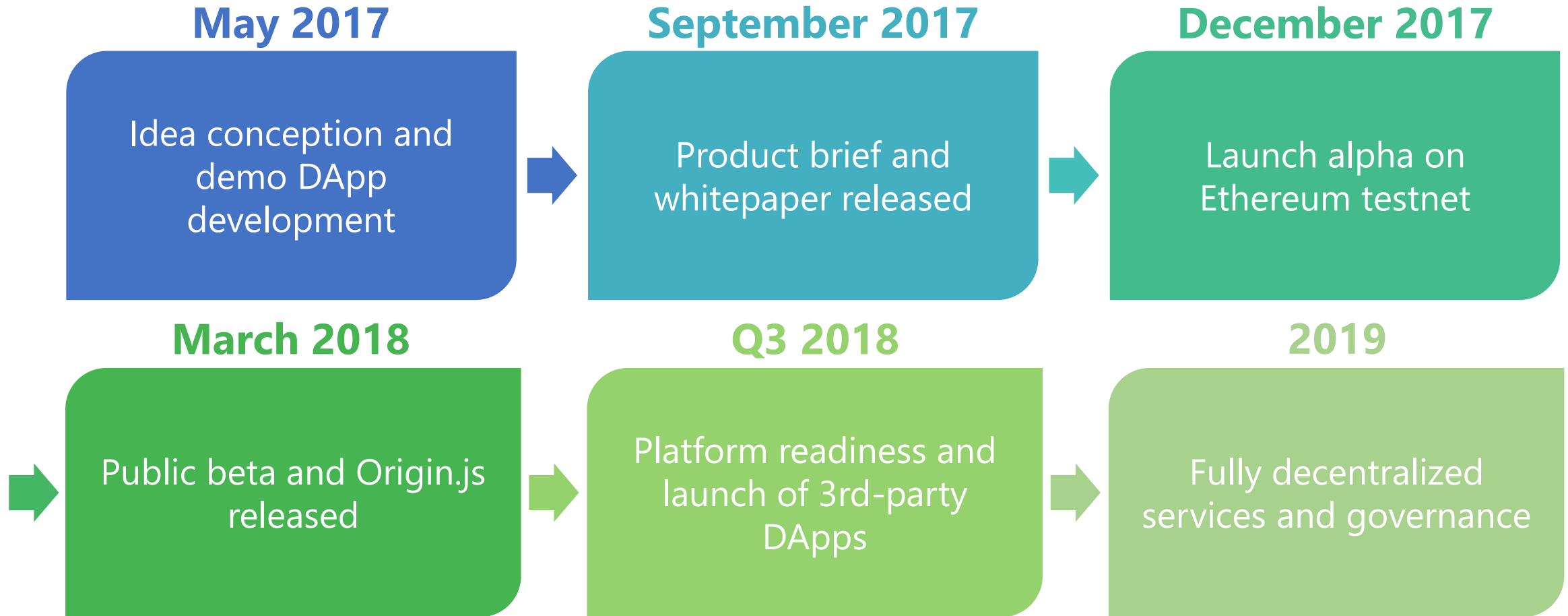
- Origin has features and protocols that they will use to push for complete decentralization of moderation and governance of their platform.
 - Smart contracts enable secure and reliable payments directly from one party to another.
 - Protocol schemas support hundreds of listing types, including custom verticals.
 - Open and shared data encourages innovation by developers and businesses.
 - Identity verification and reputation data on the blockchain ensures safe, reputable partners.



Projects building on Origin Protocol



Development roadmap



ORIGIN token sale summary

ICO SUMMARY

- **Project name:** Origin Protocol
- **Token symbol:** ORIGIN
- **Website:** <https://www.originprotocol.com/en>
- **Hard cap:** US\$35M
- **Conversion rate:** TBA
- **Max market cap at ICO (fully diluted basis):** US\$100M
- **Bonus structure:** TBA
- **Presale or white list:** Register for presale here: <https://www.originprotocol.com/en/presale>
- **ERC20 token:** Yes
- **Countries excluded:** Presale for US accredited investors only
- **Timeline:** Presale ongoing
- **Token distribution date:** TBA



Use of ORIGIN tokens

- ORIGIN is a utility token for Origin Protocol's platform and will be used for platform security, network governance, and facilitation of buyer/seller transactions. One mechanic used to ensure platform security is their Deposit-Challenge-Vote mechanic.
- In order to create a listing on the platform, a deposit of ORIGIN tokens is required. If another user believes the listing to be fraudulent, he may challenge it by depositing an equal amount of ORIGIN tokens. Community members then vote on which side they believe to be correct, and the side with the most votes will receive a share of the forfeited deposits of the loser.

Use of ORIGIN tokens (continued)

- Origin will also employ a referral program that will encourage early adopters to add value to the network. In effect, early adopters receive an algorithmic award of ORIGIN tokens based on their number of referred buyers and sellers. Third-party dApps will also be able to charge a usage or membership fee as the platform grows.
- ORIGIN's value should appreciate as the network grows. As more listings are created on the platform, more ORIGIN will need to be used in order to create listings as well as for moderation. Users will also be able to pay for transactions on the platform using ORIGIN tokens or ether.

THE TEAM

Team and advisors



Josh Fraser

Co-Founder

Co-founded EventVue, Torbit, and Forage. Torbit and Forage were both acquired by larger corporations.



Matthew Liu

Co-Founder

Previously a Product Manager at YouTube, Qwiki, and Bonobos. MS from Stanford in Management Science and Engineering.



Stan James

Lead Blockchain Engineer

20+ years of software engineering experience. Previously CTO at Lijit Networks (now Sovrn Holdings) which managed to raise \$1.5 million in seed and \$3.3 million in Series A venture round.

The opportunities

- Over 30 blockchain projects have already indicated that they will be using Origin Protocol, which guarantees traction for the usage of ORIGIN tokens.
- One of the major premise of blockchain technology is transacting in a peer-to-peer fashion and eliminating the middleman. What Origin Protocol does really fits this trend and we believe it has a large potential.
- Founders of the project, Matt and Josh, have built successful and profitable tech ventures before.
- According to GitHub, the project has been under active development since July 2017.

OUR THOUGHTS

Our concerns

- The roadmap of the project is vague, so we can't learn too much about the execution of the project's vision in a specific timeframe.

For flipping: **Neutral.**

- The timeline of releasing the tokens has not been publicly announced, and it could be a while before tokens are distributed and tradable. This makes the project not suitable for a quick turnaround.

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

- We like the idea of the project and believe it has a good chance to succeed because of the strong team that leads it. With over 30 projects already lining up to use Origin Protocol, the tokens is expected to have strong usage once those dApps are launched.

CrushCrypto