


Taco Potze

DrupalEurope - Darmstadt, 2018

ICOs, a revolutionary way to raise money for your company

THX

 open social



goalgrilla



THX

I am..

Taco Potze

co-Founder of GoalGorilla (2008)
co-Founder of Open Social (2015)
co-Founder of the THX Project (2018)

 open social



goalgorilla



Raising capital is very difficult. Very few people have access to these individuals with money. Even with access, it's highly unlikely to obtain the funds without giving up massive amounts of ownership.

Now with the advent of ICOs, Initial Coin Offerings, people regardless of skin color, religion or geographical location have the opportunity to raise capital without the sacrifice of ownership.

Dan Emmons

#BUIDL [@Emmonspired](#) on Twitter

A man wearing a dark cap and a blue long-sleeved shirt is shown in profile, smiling broadly and high-fiving another person whose hand is visible from the left. The background is dark and out of focus, suggesting an indoor setting with structural elements. The text is overlaid on the left side of the image.

However...

If your only reason to do an ICO is to raise money.

You will fail.

Why? You will learn today..!



Today we will talk about

Topics

- Distributed Ledger Technology
- What is an ICO?
- How to do an ICO?
- The THX DAICO project
- Q&A

Timeline

2009

Bitcoin

Payments

2013

2015

Ethereum

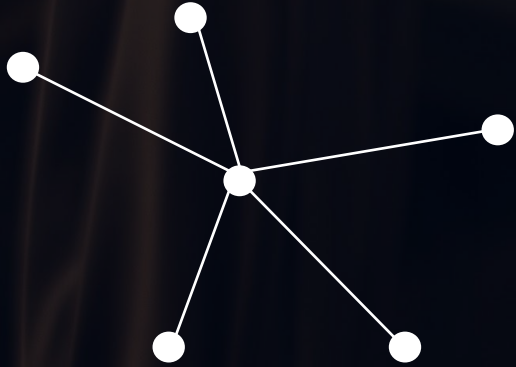
ICO
madness

2017

2018

Reflection

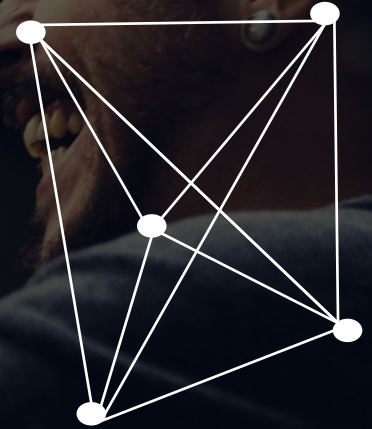
Distributed Ledger Technology



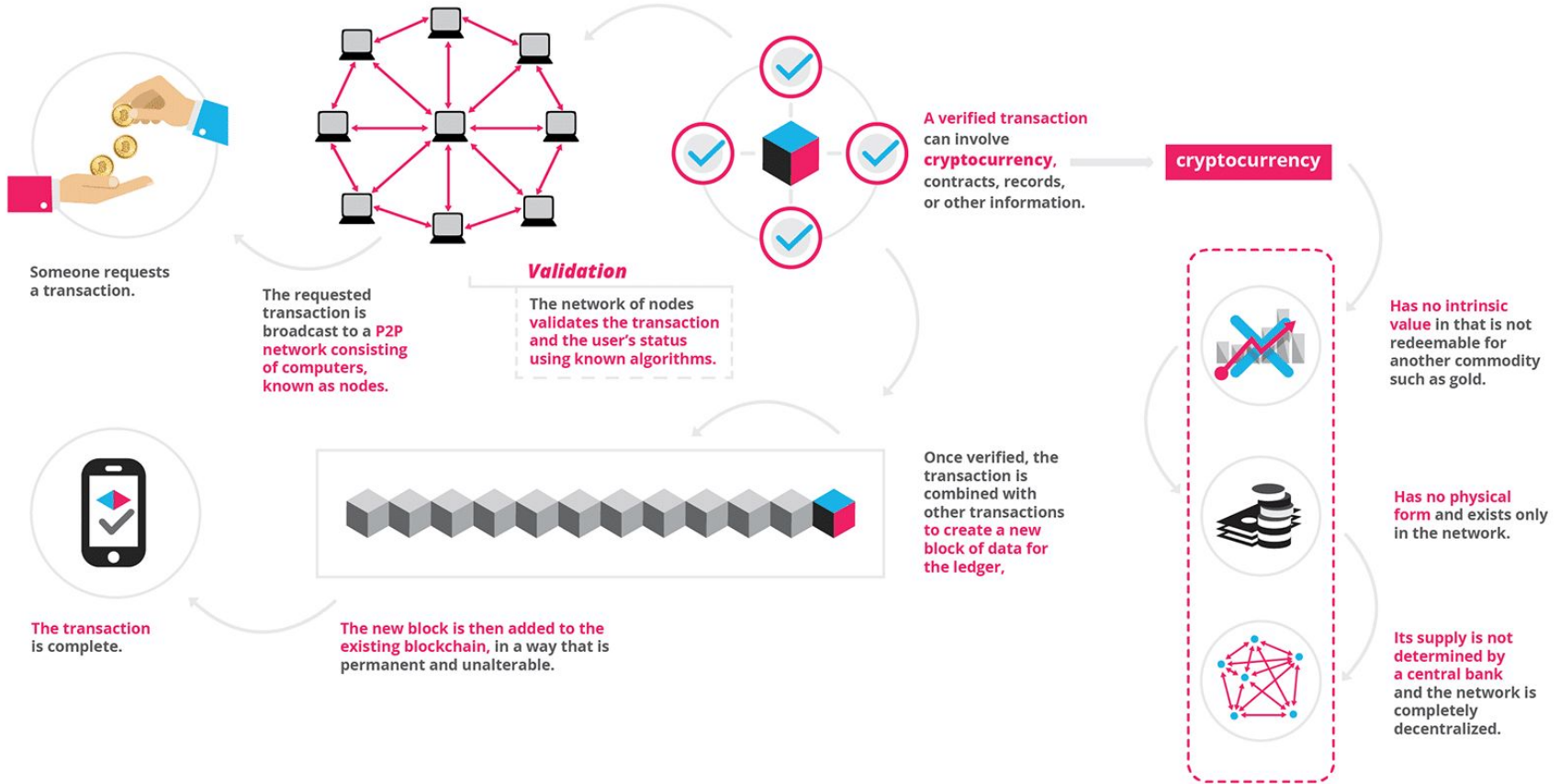
Centralized





Decentralized



Distributed



 VS 	Bitcoin	Ethereum
Founder	Satoshi Nakamoto	Vitalik Buterin
Release Date	9 Jan 2008	30 July 2015
Release Method	Genesis Block Mined	Presale
Blockchain	Proof of work	Proof of work (Planning for POS)
Useage	Digital Currency	Smart Contracts Digital Currency
Cryptocurrency Used	Bitcoin(Satoshi)	Ether
Algorithm	SHA-256	Ethash
Blocks Time	10 Mintues	12-14 Seconds
Mining	ASIC miners	GPUs
Scalable	Not now	Yes

BLOCKCHAIN PROJECT ECOSYSTEM

CURRENCIES

BASE LAYER PROTOCOLS

Bitcoin
decred
nem
ethereum
HYPERLEDGER
NEO
litecoin

PAYMENTS

STELLAR
metal
Interledger
CARDANO FOUNDATION
VERGE
DASH
PRIVACY
MONERO
CASH
CoinJoin

DEVELOPER TOOLS

SMART CONTRACTS

EOS
Lisk
ethereum
HYPERLEDGER
NEO
RISK
BDScoin

SCALING

TrueBit
RAIDEN
IPFS
LIGHTNING NETWORK
PLASMA
BIGCHAINDB
ORACLES
oraclize

SECURITY

ZEPPELIN
Gladus

LEGAL

CODEFIGHT
AGRELO
KLEROS
COA/QIP

INTEROPERABILITY

Polkadot
COSMOS
BTC RELAY
AI ON
OpenZeppelin
Simple Token

PRIVACY

NUCYPHER
ROCKCHAIN

DAGs

Byteball
IOTA

SOVEREIGNTY

USER-CONTROLLED

INTERNET BLOCKSTACK
urbit
Fabric
ARAGON
COLONY
decred
BACKFEED
KLEROS
BoardRoom

GOVERNANCE

ARAGON
COLONY
decred
BACKFEED
KLEROS
BoardRoom

VPN

mysterium network

COMMUNICATION

Mercury Protocol
Toshi
KIN

IDENTITY

civic
evernym
uport
TrustStamp
CRYPTO

SECURITY

rivetz

STABLECOINS

nuBits
STABL
digix
Basecoin

FINTECH

TRADING/DEX

0x
omise
Bancor
SY/SX
AIRSWAP
Counterparty
EverMarkets
Hybrid network
Citi Delta

INSURANCE

ai gang
ChainThat
ETHERISC

LENDING

SALT
MICRO MONEY
ripio
charma
WeTrust
ETHlend

FUNDS/INVESTMENT MANAGEMENT

NIMMERIA
BLOCKCHAIN CAPITAL

VALUE EXCHANGE

CONTENT MONETIZATION

Streamium
g
CIVIL YOURS
synereo
STEEM

FILE STORAGE

Filecoin
STORJ
sio
MaidSafe

COMPUTATION

enigma
golem
RNDR
iexec
elastic

MESH NETWORKING

Althea
RightMesh

ENERGY

Singularity
POWER LEDGER
GRID

VIDEO

LIVEPEER

FUNGIBLE

NON-FUNGIBLE

SHARED DATA

INTERNET OF THINGS

FOAM
IOTA
DAKEN INNOVATIONS
SIKORKA

SUPPLY CHAIN/LOGISTICS

TMINING
Kouvoia Innovation
sweetbridge
MONIX
origintrail

ATTRIBUTION

Ujo
poet
3AAK
MYCELIA
PODEXIO

REPUTATION

ink
CHLU
monetha

CONTENT CURATION

userfeeds
CURATION MARKETS

AUTHENTICITY

DATA

FACTOM
TIERION

TICKETING

GUTS
GUTS
3T
TicketChain

OTHER

PREDICTION MARKETS

augur
GNOSIS
STOX

VIRTUAL REALITY

Decentraland
STAKING POOLS
1Protocol
RUGGED POOL

GAMBLING

EDGELESS
ETHERO

GAMING/ ESPORTS

FIRST FIGHT
LIVEPEER
ENJIN COIN
ENJIN COIN
BISON
Dmarket
SKRILLA
UNIKOIN
BITQUEEN
DREAM TEAM

compound
@JOSH_NUSSBAUM

Initial Coin Offering (ICO)

“...fundraising mechanism in which new projects sell their underlying crypto tokens in exchange for bitcoin and ether.”

Nasdaq, 2017

**A Total of 43.155 verified contract source codes found at
<https://etherscan.io/contractsVerified>**

WELCOME TO THE **FUTURE OF MONEY**

THE EVOLUTION OF THE GOLD STANDARD

Kinesis is a yield-bearing digital currency based on 1:1 allocated physical gold and silver. The vision for Kinesis is to deliver an evolutionary step beyond any monetary and banking system available today.

[WHITEPAPER](#)[WHITEPAPER SUMMARY](#)

PUBLIC SALE ENDS IN

61

DAYS

14

HOURS

9

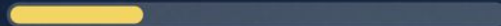
MINUTES

22

SECONDS

55,854 KVT

TOTAL SOLD



15,000 KVT

SOFT CAP

210,000 KVT

AVAILABLE FOR SALE

TOTAL COIN SUPPLY: 300,000 KVT
RESERVED: 90,000 KVT

KINESIS VELOCITY TOKEN

WE ACCEPT



USD

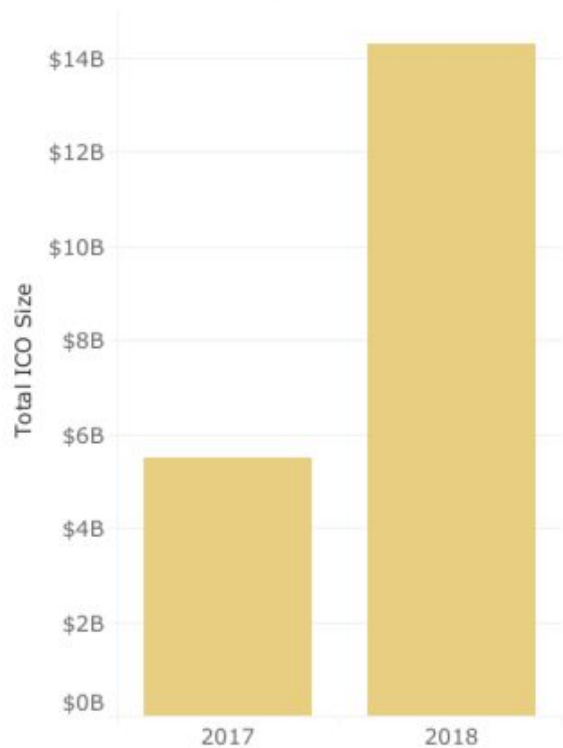


BTC

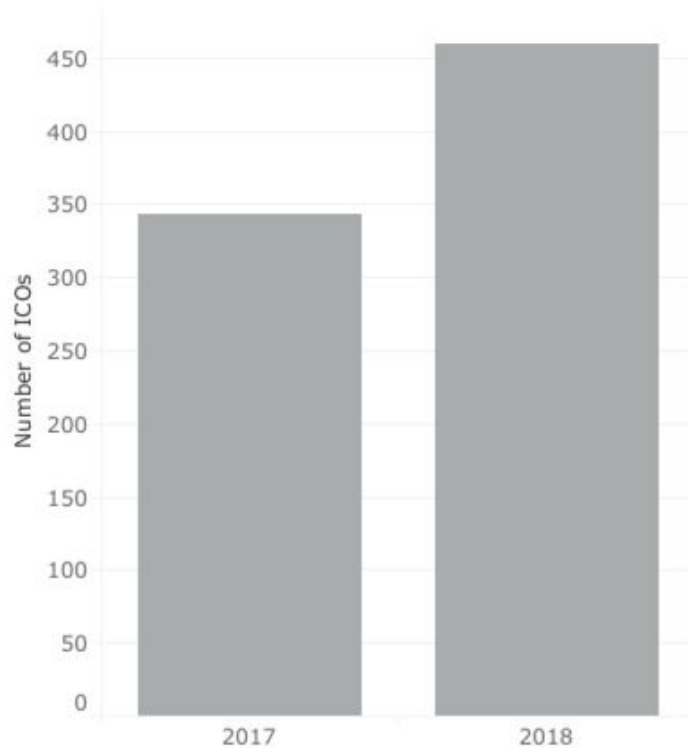


ETH

Total ICO Size



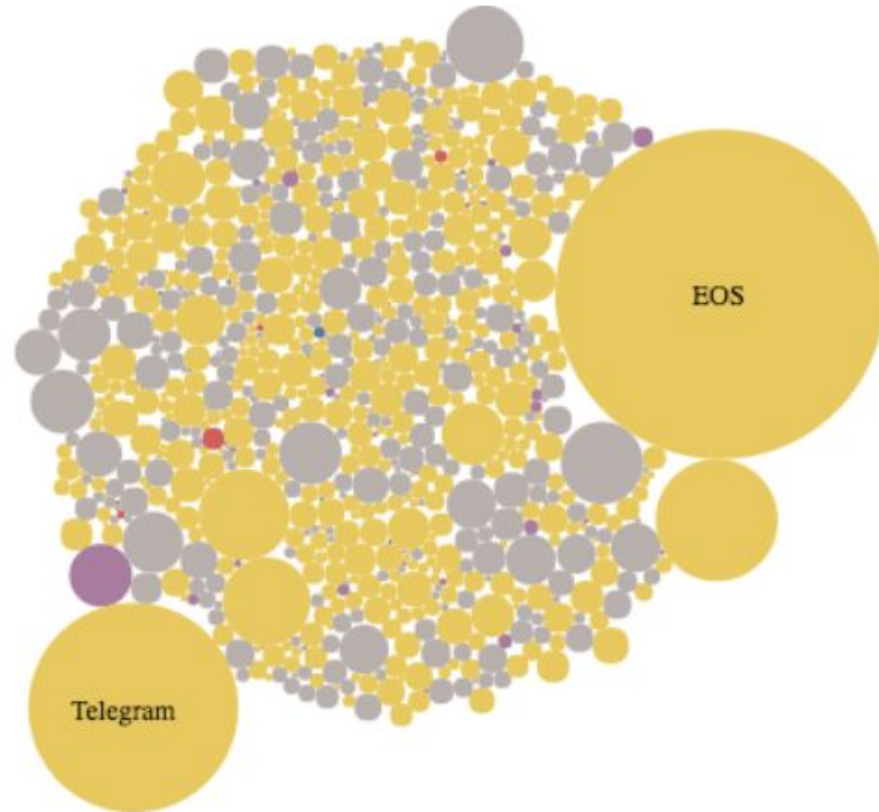
Number of ICOs



Year

- 2014
- 2015
- 2016
- 2017
- 2018

ICO Tracker



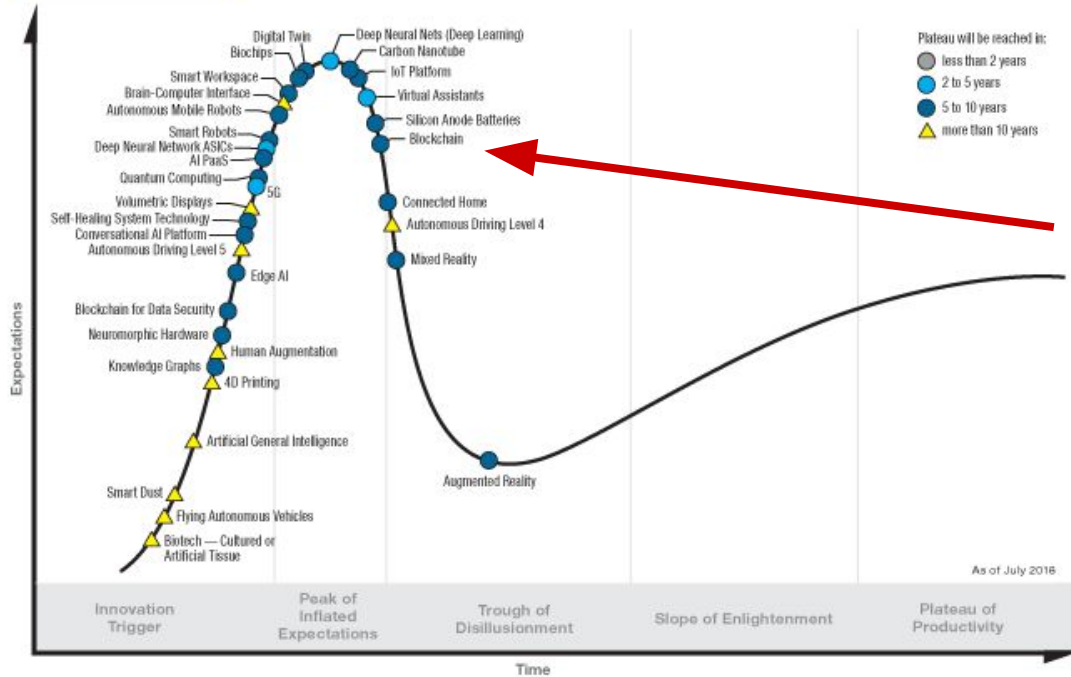


July and August were slow ICO months

Slow down in ICOs. Why?

- Problems with regulators
- Startups raised money without clear plan
- Delays in launching products.
- Scams
- Companies vs. open source projects
- ***hype phase is over.***

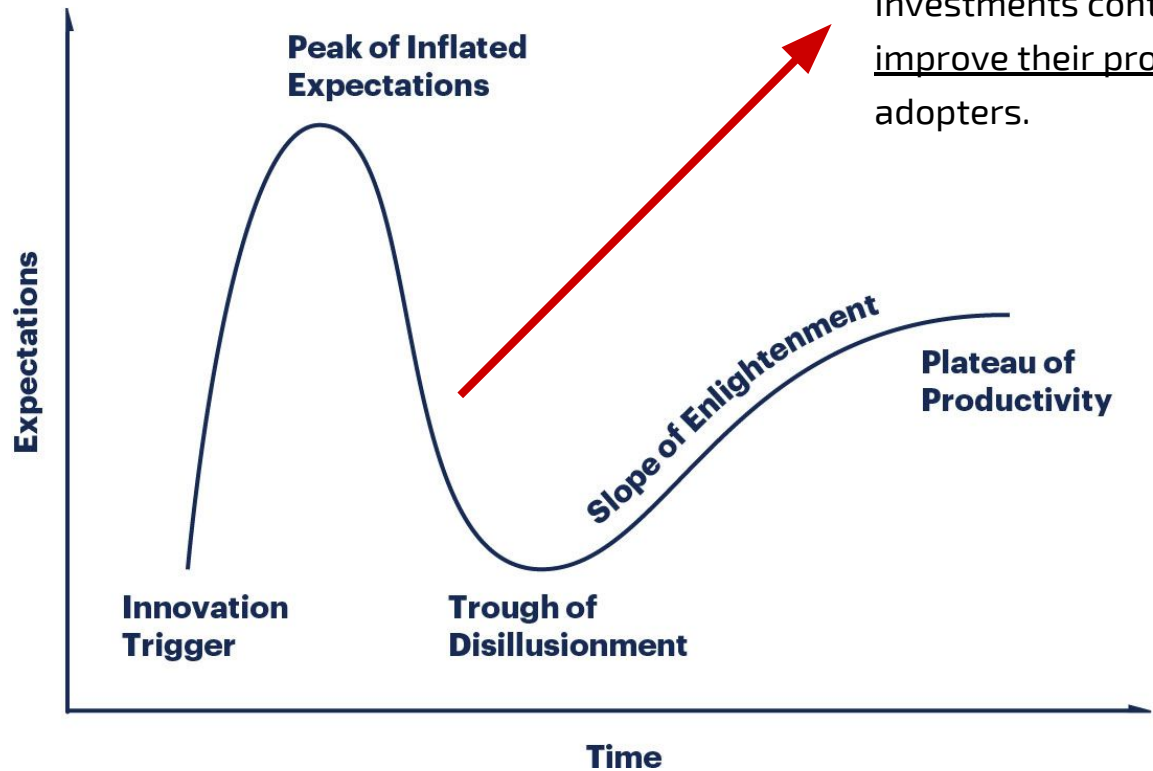
Hype Cycle for Emerging Technologies, 2018



gartner.com/SmarterWithGartner

Source: Gartner (August 2018)
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Trough of Disillusionment: Interest wanes as experiments and implementations fail to deliver.

Producers of the technology shake out or fail. Investments continue only if the surviving providers improve their products to the satisfaction of early adopters.

To ICO, or not to ICO?

1. **Is your technology a platform?**
2. **What will your platform add to the crypto/blockchain community that isn't already being served by someone else?**
3. **Does your technology need it's own token?**
4. **Does your project make a good use-case of DLT?**
5. **Do you definitely need an ICO?**
6. **Can you execute your ICO plan?**

Ingredients to a successful ICO

- **Show/prove the utility of your token**
- **Have the team, advisors and partners**
- **Have a (open-source) community**
- **Legislation and banking support (KYC/AML)**
- **Marketing and communication**
- **Prototype and executable roadmap**
- **Show market potential**
- **Create a winning white paper (+ tech paper)**

By GoalGorilla

and Open Social

Introduction to the THX (DA)ICO

THX

 open social



goalgorilla

powered by

GoalGorilla

THX

We are an...

Award-winning agency

GoalGorilla won the Dutch Interactive Awards in 2015 and funded Open Social™ with equity crowdfunding: 10,5% at a \$2.3M valuation

 open social





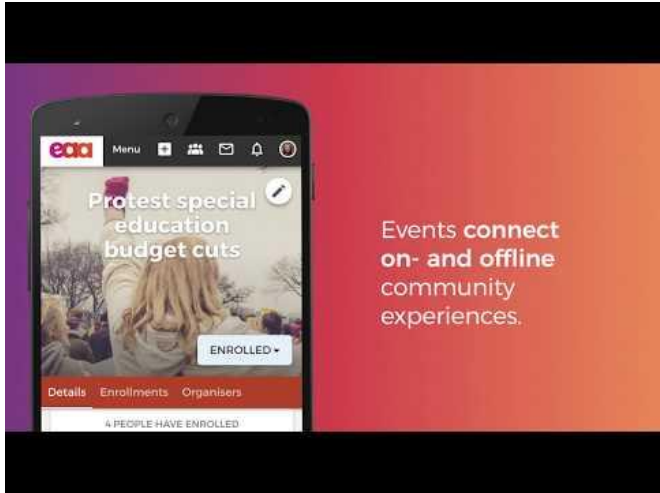
We have a working...

Product

Open Social™ is not simply software, but a true platform.

Open source and flexible, it powers +/- 800 active installations.*

* drupal.org/project/usage/social



(click for video)



Zach Hongola
Information
Systems Specialist
at UNDP

“Sending over 50.000 invites to users of various UN legacy platforms was a crucial moment.”

It was great to see double figure sign-up rates. Together with Open Social we made the first consultation period a success.”





However there's still a...

Problem

Social technologies don't reach their full potential because **engagement** falls short.*

* Correlation and causal relation between usage and performance. When adoption is done right, impact is as high as computers in '80-'90 and big data, McKinsey

[Read our White Paper](#) 

Powered by

GoalGorilla

THX

Step into the future of social technology

**An ecosystem that
rewards online community
members for valuable and
healthy behavior.**



Project structure

How are we organized?



goalgorilla

GoalGorilla
company

Founded in 2008, experienced team of 25+ people, 65% developers. Leading several large open source projects with a network of partners.



THX
token

The THX token generates value for social technologies, for example end users of online communities.



 **open social**

Open Social™
launching
platform

With Open Social we launch the THX token to hundreds of communities and 100.000+ people.



Other platforms
ready for
THX adoption

The THX ecosystem

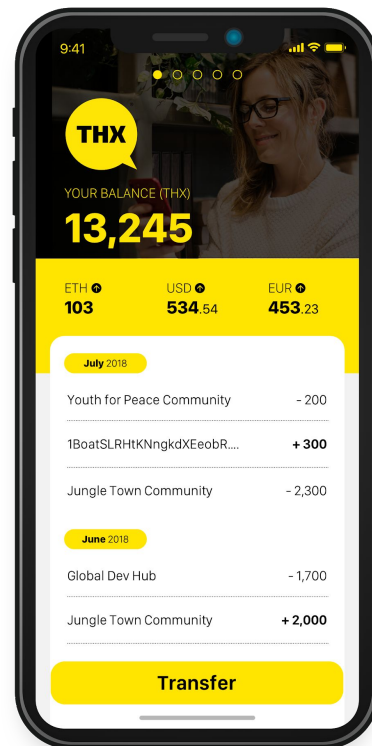
A token of appreciation

Community Members

- Spend tokens online and in real-life, motivating engagement.
- Enjoy a reputation system, which creates trust.
- Are protected by a fair reward settlement through voting.

Community Organizers

- Drive engagement with incentives, increasing adoption.
- Show added value, making communities accountable.
- Pool funds to guarantee the economic sustainability.

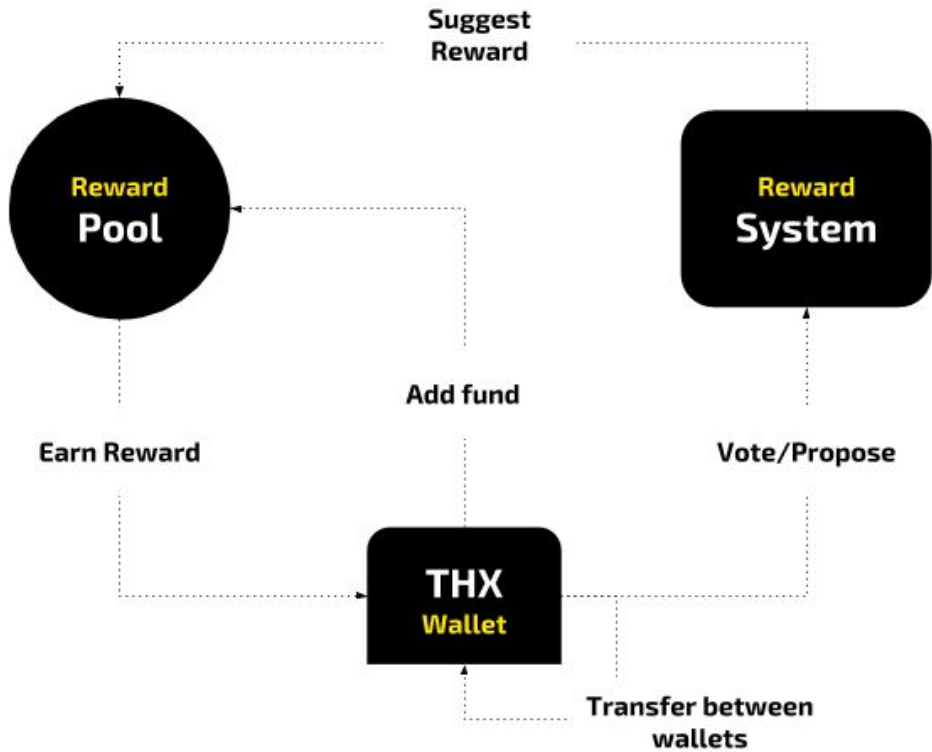




The THX ecosystem

Our solution

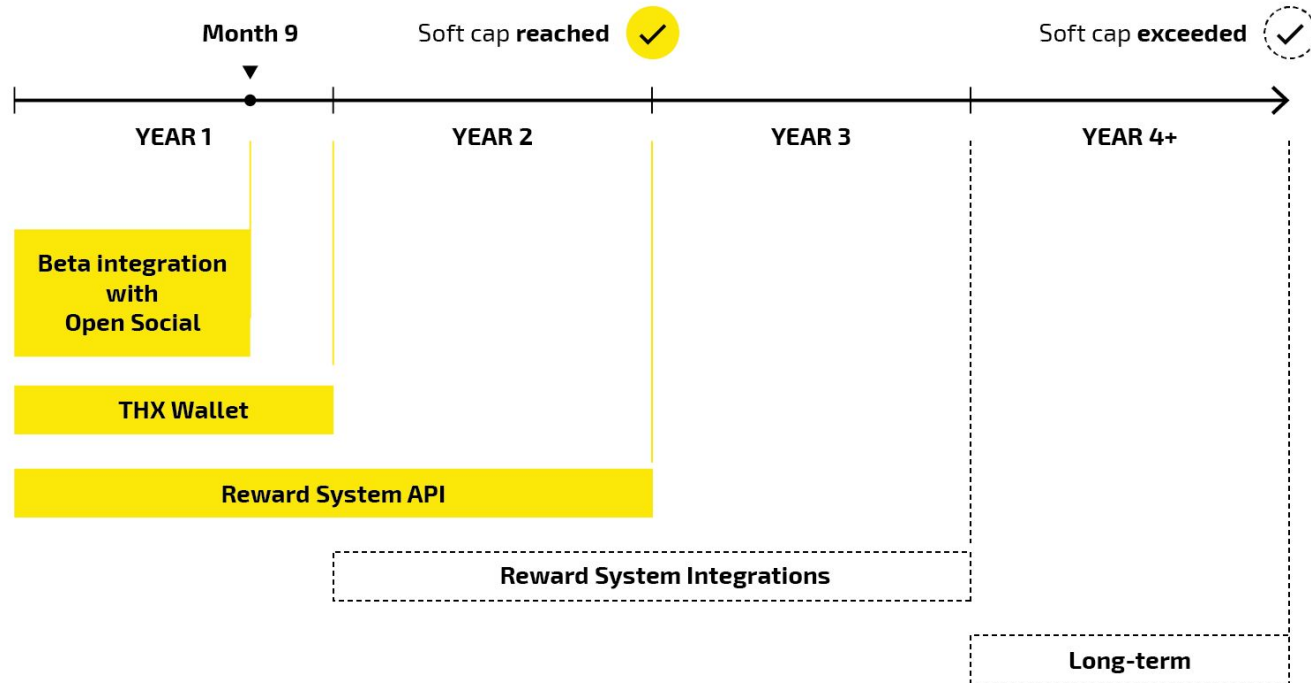
- 1 The THX Reward Pool
- 2 The THX Reward System
- 3 The THX Wallet





The THX ecosystem

Roadmap



powered by

GoalGorilla NV

THX

Step into the future of social technology

**Safely buy the THX
token with our DAICO**



Step into the future of social technology

DAICO, the safe ICO

Token holders

- Participate in a Distributed Autonomous Initial Coin Offering (DAICO)
- Vote on the funding that ultimately impacts the project roadmap.
- Vote on a refund poll if the project is not meeting expectations.

In addition

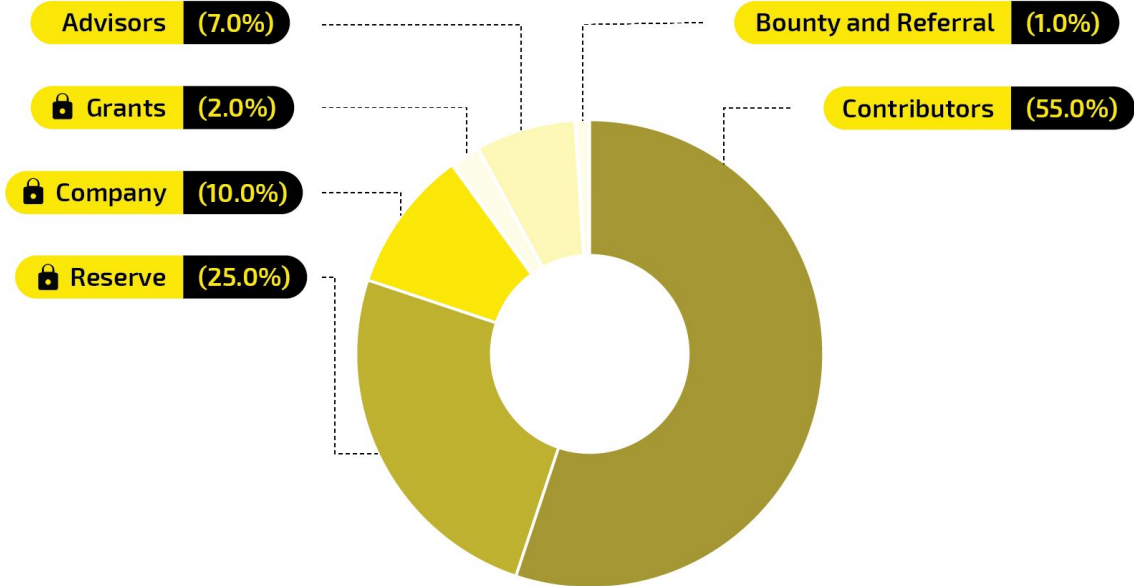
- Token supply caps determined by circulating value within communities (equation of exchange) leaving room for appreciation.

[Read our White Paper](#) 



Step into the future of social technology

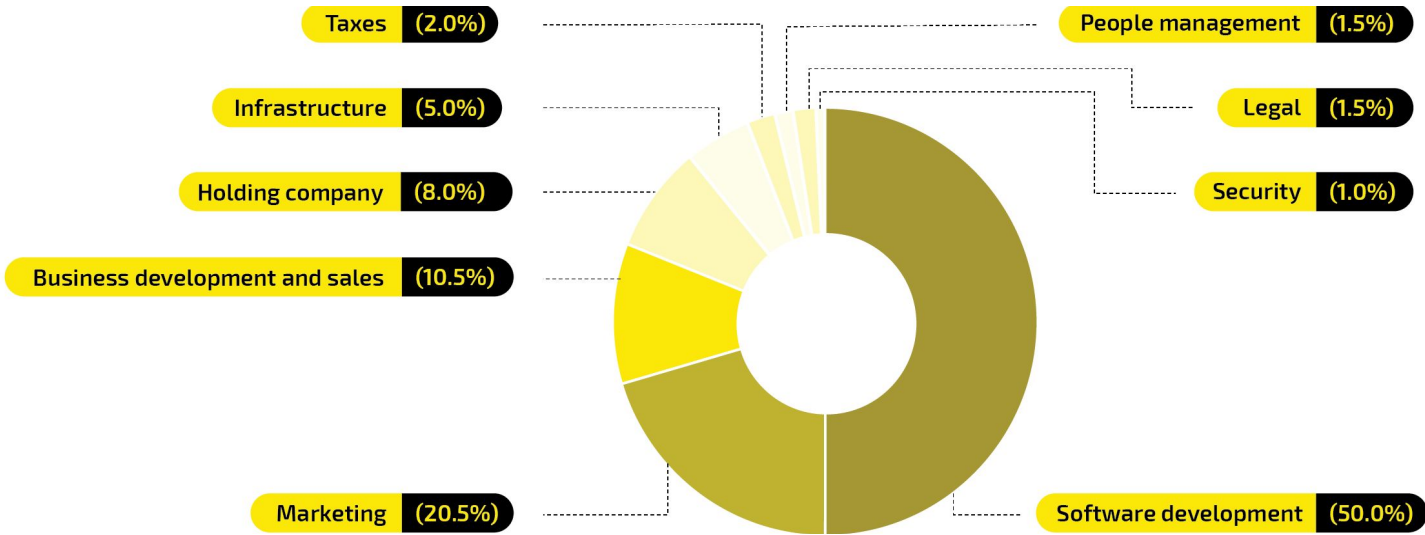
Token allocation





Step into the future of social technology

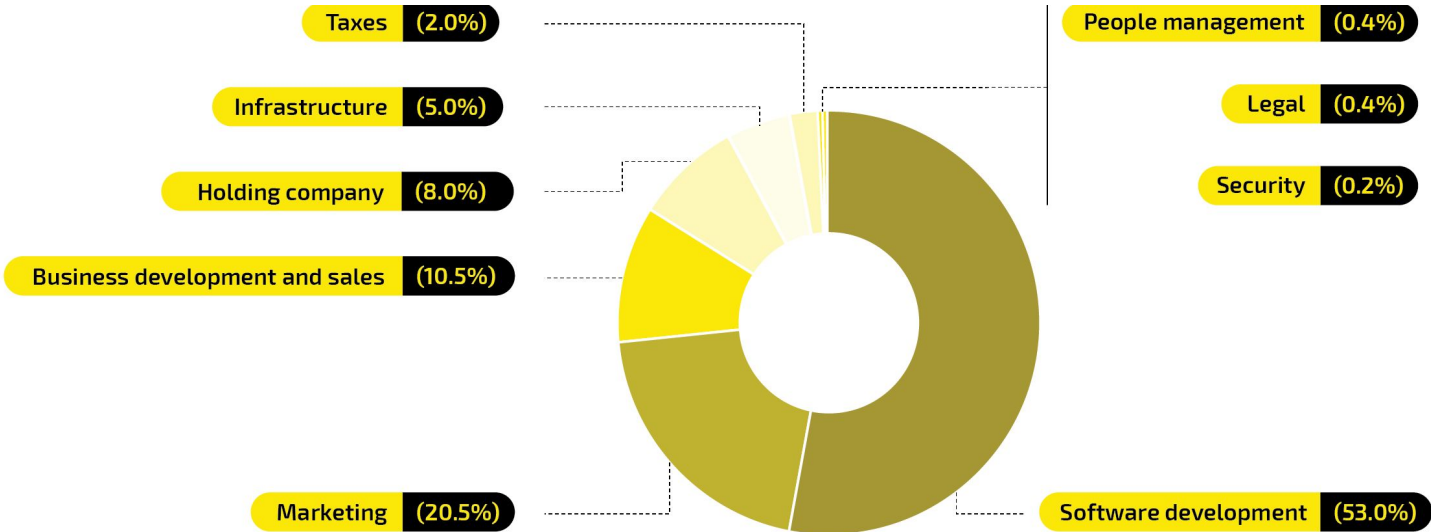
Private soft cap \$4 million





Step into the future of social technology

Public hard cap \$16 million





**There are many ways to
show your appreciation
but only one way
to show you mean it.**

THX. A token of appreciation!



You're welcome

[THXproject.com](https://thxproject.com)

getopensocial.com

drupal.org/project/social

demo.getopensocial.com


goalgorilla.com/en

Open Social website

Drupal Project page

Demo environment

Agency Website

 open social



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