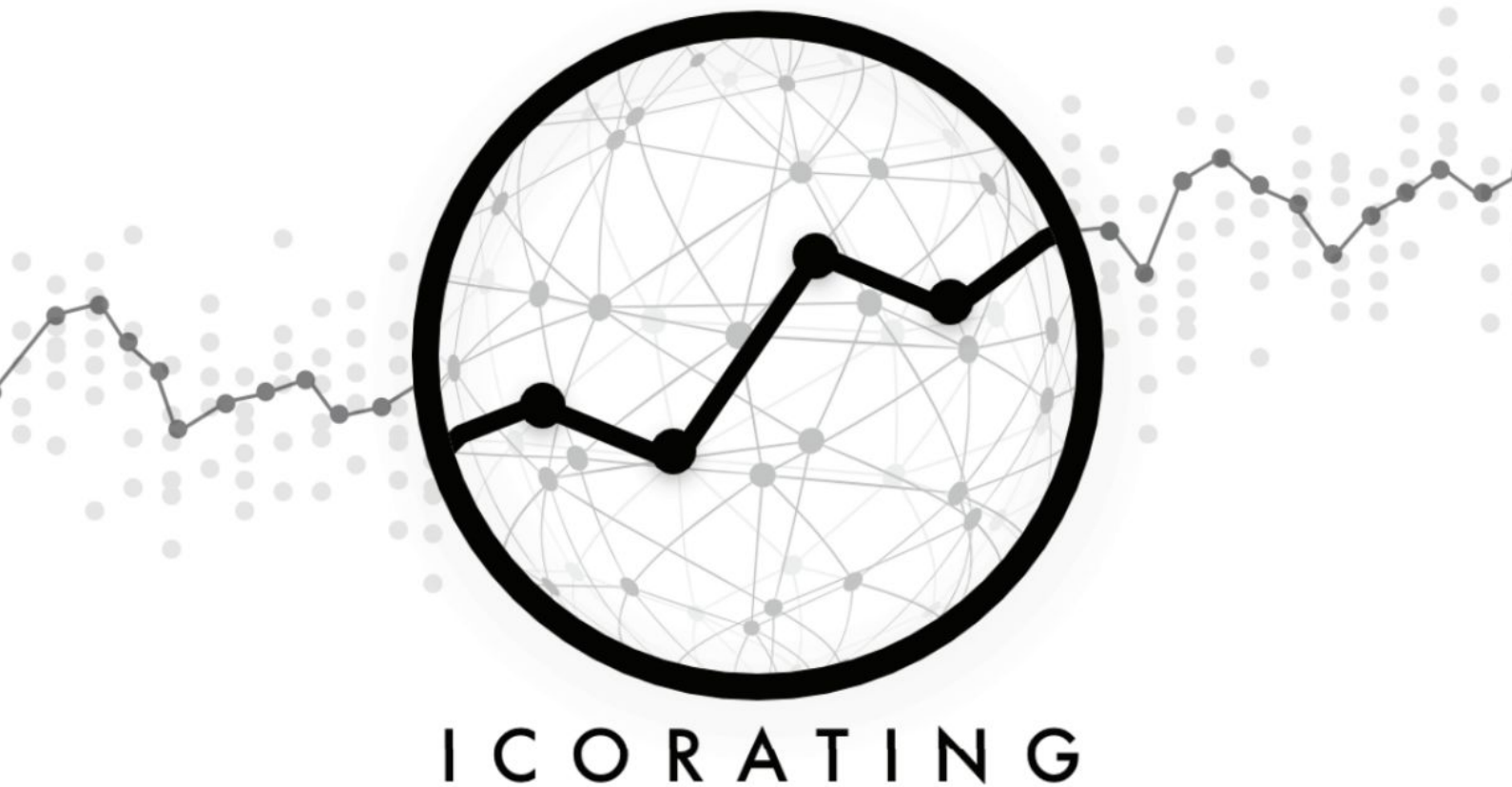


# ICOrating

Crystal Clear project basic Review (<http://ccstoken.com/>)

ICO dates (08.09.2017-08.10.2017)



Web: [icorating.com](http://icorating.com)

Email: [info@icorating.com](mailto:info@icorating.com)

Twitter: [@IcoRating](https://twitter.com/IcoRating)

# PROJECT REVIEW

## About the Project

**Name:** Crystal Clear

**Ticker symbol:** CCT

**Project type:** decentralized service platform

**Company:** Crystal Clear Services

**Website:** <http://ccstoken.com/>

**White Paper:**

[http://develop.ccstoken.com/wp-content/uploads/2017/08/CCT\\_WP.pdf](http://develop.ccstoken.com/wp-content/uploads/2017/08/CCT_WP.pdf)

## ICO details

**Starts:** September 8, 2017 12:00 UTC

**Ends:** October 8, 2017 12:00 UTC

**Token type:** ERC20

**Total tokens:** 10,000,000 CCT

**Available in Token Sale:** 60%

**Fundraising goal:** 5,000,000 USD

**Price:** 0.01 ETH

**Accepted:** ETH

**Bonuses:** Early Bird, maximal discount 40%

## Team

**Team size:** 6 members + 2 advisors

**GitHub:** <https://github.com/CrystalClearS>

## Social media

**Slack:** 684 followers;

[https://join.slack.com/t/crystalclears/shared\\_invite/MjI3MDQ2MTM4NDU0LTE1MDI3](https://join.slack.com/t/crystalclears/shared_invite/MjI3MDQ2MTM4NDU0LTE1MDI3)

**Twitter:** 66 tweets, 5,833 followers; [https://twitter.com/CCS\\_Crystal](https://twitter.com/CCS_Crystal)

**Facebook:** 1,642 likes, 1,660 followers; <https://www.facebook.com/CCSer/>

**Medium:** no data available;

**Reddit:** no data available;

**Telegram:** 188 members; <https://t.me/CrystalClearICO>

**Bitcointalk:** 240 posts, read 8073 times;

<https://bitcointalk.org/index.php?topic=2046788.0>

**Vk.com:** 668 members; [https://vk.com/ccs\\_crystal](https://vk.com/ccs_crystal)

**Steemit:** 16 posts, 10 followers. <https://steemit.com/@crysser>

## **PROJECT DESCRIPTION**

Crystal Clear Services is a decentralized platform for customers and service providers. The platform operates using smart contracts. Any user can select the most reliable service providers, saving time and money. Users don't have to read any paid testimonials.

In addition, the charge for use of the Crystal Clear platform is amongst the cheapest in the market sector- 1% from the service price.

If there are discrepancies in opinion about services provided, the system will choose five users to solve the dispute; this decision is then approved by a majority vote. Judges receive remuneration in the form of CCT tokens for their objective appraisal.

## **RESUME**

We think that it is necessary to examine this project carefully. The project's goal is to solve a pressing problem, that of poor quality customer services. There are factors influencing increases in the price of services, such as intermediaries, unethical competition, and advertising. A blockchain-based system will help to improve the quality of services for repairs, cleaning and other consumer services.

This is not an innovative idea; similar projects are created periodically. Nevertheless, the project has good prospects. The market will be commanded by the first company offering a ready-to-use service. The founders state that the platform will be ready by the middle of 2018, so it has a good chance of flourishing.

The idea is clear and can be implemented easily. The project's success depends only on the team's ability to develop an easy to use and active service.

## **CONCLUSION**

Pluses (strengths):

- The community is interested in the proposed idea;
- the system prototype is ready;
- the team consists of experienced specialists who understand the market problems.

Minuses (weaknesses):

- The project is located in the Russian market. There can be problems with its scalability in future;
- Development plans are not described fully;
- The system for token distribution among the founders is unclear.

## **REVIEW OF COMPETITORS**

We do not know if the Crystal Clear project will revolutionize the offline service market or not in future; its basic idea is not a new one. The Crystal Clear system will include service provider searches, fair ratings, and intra-system settlements.

We would like to highlight TaskRabbi, a decentralized platform with similar use of technology. It has been functioning in the market since 2008, its service being to link up freelancers with small-scale work. In 2012 TaskRabbit raised investment funds of 37 million USD.

Regarding blockchain based projects, the strongest competitor is Chronobank. One of the business activities of this project is the improvement of recruiting systems using blockchain technology, with the aim of cutting expenses. At the time of writing, its TIME token capitalization is more than 18 million USD.

## **MARKET AND INDUSTRY REVIEW**

House cleaning is no-one's favourite activity; cleaning is currently one of the most popular services. The founders of the Crystal Clear project worked in this field of business. According to ALLIED's market research, by 2022 the value of the cleaning services market will be 74 billion USD. The speed of its CAGR is 6.2% according to forecasts.

The consumer services market is currently under development in spite of the existence of a great choice of services. The market is closed to freelancers. Of course, a blockchain-based system can solve problems with finding qualified service providers.

## **TECHNICAL ASPECTS OF THE PLATFORM**

In the white paper and on the company website there is too little information concerning the engineering aspects of the Crystal Clear platform. We know that its services will be accessible via mobile application; the smart contract is the ERC20 type. The smart contract code and developed version of the mobile application powered by iOS are available on GitHub, which is a positive point.

According to the roadmap MVP (minimum viable product) is launched at the end of August 2017. Repository information states that this plan is to be implemented.

## **DOCUMENTS**

The white paper is available on the website; you can find basic information about the project within the document, which is executed in three languages: English, Russian, and Chinese.

It is not a very long document and doesn't have much detail. There are 13 pages in the English version; it is a straightforward but short read. The information is general and lacks specifics.

Technical documents are not available at time of writing.

## ICO

The Pre-ICO was carried out on 07.08.2017. On that date the founders offered maximum discount at 50%. At the main ICO there will be a maximum discount set at 40%.

The discounts are set according to the following scheme:

- 40% - the first hour
- 30% - the first day
- 25% - first week
- 20% - the second week
- 15% - the third week
- 10% - the fourth week

We see there will be discounts during the whole ICO period; this confirms that the founders are not just trying to obtain as much as possible, but they do their best to achieve the intended goal at 5,000,000 USD.

CCT token distribution:

- 60% - Investors
- 20% - Team/Advisors
- 18% - Reserve fund
- 2% - Bounty

The documentation does not explain the purpose of the Reserve Fund, where a large token amount will be stored.

Raised capital distribution in the case of a successful ICO:

- 50% - System development and further general development
- 25% - Global marketing and the involvement of system participants
- 15% - Financial and legal issues
- 10% - Team and administrative resources

The CCT token is the ecosystem's internal currency. The participants will pay for Crystal Clear's service using these tokens. 12 months after the ICO, the founders intend to carry out a tokens buy-back from the market every month to maintain the price.

## PLANS OF THE PROJECT DEVELOPMENT

You can read about the roadmap on the Crystal Clear website and in the white paper:



The following activities are to be fulfilled in the near future at time of writing:

- AUG 2017 – MVP Creation
- SEPT – ICO Financing
- DEC 2017 – BETA RELEASE Mobile APP
- MAY 2018 – System starts Global market
- JUN 2018 – Global Marketing

In fact the project will be launched fully by May 2018. The founders do not explain the stages of the plan; it would be interesting to get to know more about the marketing program and their plan for entering the global market.

## TEAM

There are 6 members of the team and two advisors; all members are Russian. Taking into account the founders' experience, they are able to lead the project. There is no information on team members' experience with other blockchain projects; we hope they have the necessary knowledge and experience to implement the plans shown in the roadmap.

Alexander Veretennikov is the head of the Crystal Clear project. He describes himself as: «A successful entrepreneur with 10 years' experience in the organizing of international start-up projects both on the Internet and in the real sector of the economy, and bringing them to a high level of profitability». The founder does not name the successful projects he has participated in previously; we have to take this on trust. His experience in the field of cleaning services of has helped him found this project. You can read more information on LinkedIn: <https://www.linkedin.com/in/alexander-veretennikov-43490b147/>.

Valery Novikov - Web and Software Developer  
<https://www.linkedin.com/in/valery-novikov-8b5101148/>

Slava Poe - Blockchain and Solidity developer  
<https://www.linkedin.com/in/slava-po-b5b3a2148/>

Elena Veretennikova - CMO, marketing and finance advisor, HR director.  
<https://www.linkedin.com/in/elena-veretenikova-7390a9148/>

Ilya Znachko - Front end, design  
<https://www.linkedin.com/in/ilya-znachko-5570aa148/>

Denis Moiseev - Marketing and creative writer  
<https://www.linkedin.com/in/denis-moiseev-4399a3149/>

Saravanakumar Malaichami - Blockchain technical adviser  
<https://www.linkedin.com/in/saravana-malaichami/>

Steve Stanley - Marketing advisor

Steve Stanley and Saravanakumar both have an experience with blockchain projects such as Centra Tech, Proof Suite, Aeron, Authoreon, Xaurum, Cryptonetix.



## MARKETING

The marketing campaign is of medium size. The team communicates with the public through social networks; the most active discussions are on Telegram and Slack. You can read a large review on [bitcoinexchangeguide.com](http://bitcoinexchangeguide.com), and an interview on [bitcoinchaser.com](http://bitcoinchaser.com).

Medium is usually the most popular platform for discussions, but the team uses Steemit for these. After the last website update, the reference link to the discussion was deleted.

## CONTACT

[CCS@CRYSTAL-CLEAR.IO](mailto:CCS@CRYSTAL-CLEAR.IO)

<https://bitcointalk.org/index.php?topic=2046788.0>

[https://vk.com/ccs\\_crystal](https://vk.com/ccs_crystal)

<https://t.me/CrystalClearICO>

<https://www.facebook.com/CCSer/>

[https://twitter.com/CCS\\_Crystal](https://twitter.com/CCS_Crystal)

[https://join.slack.com/t/crystalclears/shared\\_invite/MjI3MDQ2MTM4NDU0LTE1MDI3MDA5ODUtMWQyMDFkZmFjZQ](https://join.slack.com/t/crystalclears/shared_invite/MjI3MDQ2MTM4NDU0LTE1MDI3MDA5ODUtMWQyMDFkZmFjZQ)

<https://steemit.com/@crysser>

## LINKS

<https://www.alliedmarketresearch.com/cleaning-services-market>

<https://www.theverge.com/2012/7/23/3177860/taskrabbit-13-million-funding-peer-to-peer-labor-market-zaarly-done-exec>

<https://coinmarketcap.com/assets/chronobank/#markets>

The information contained in the document is for informational purposes only. The views expressed in this document are solely personal stance of the ICOrating Team, based on data from open access and information that developers provided to the team through Skype, email or other means of communication.

Our goal is to increase the transparency and reliability of the young ICO market and to minimize the risk of fraud.

We appreciate feedback with constructive comments, suggestions and ideas on how to make the analysis more comprehensive and informative.