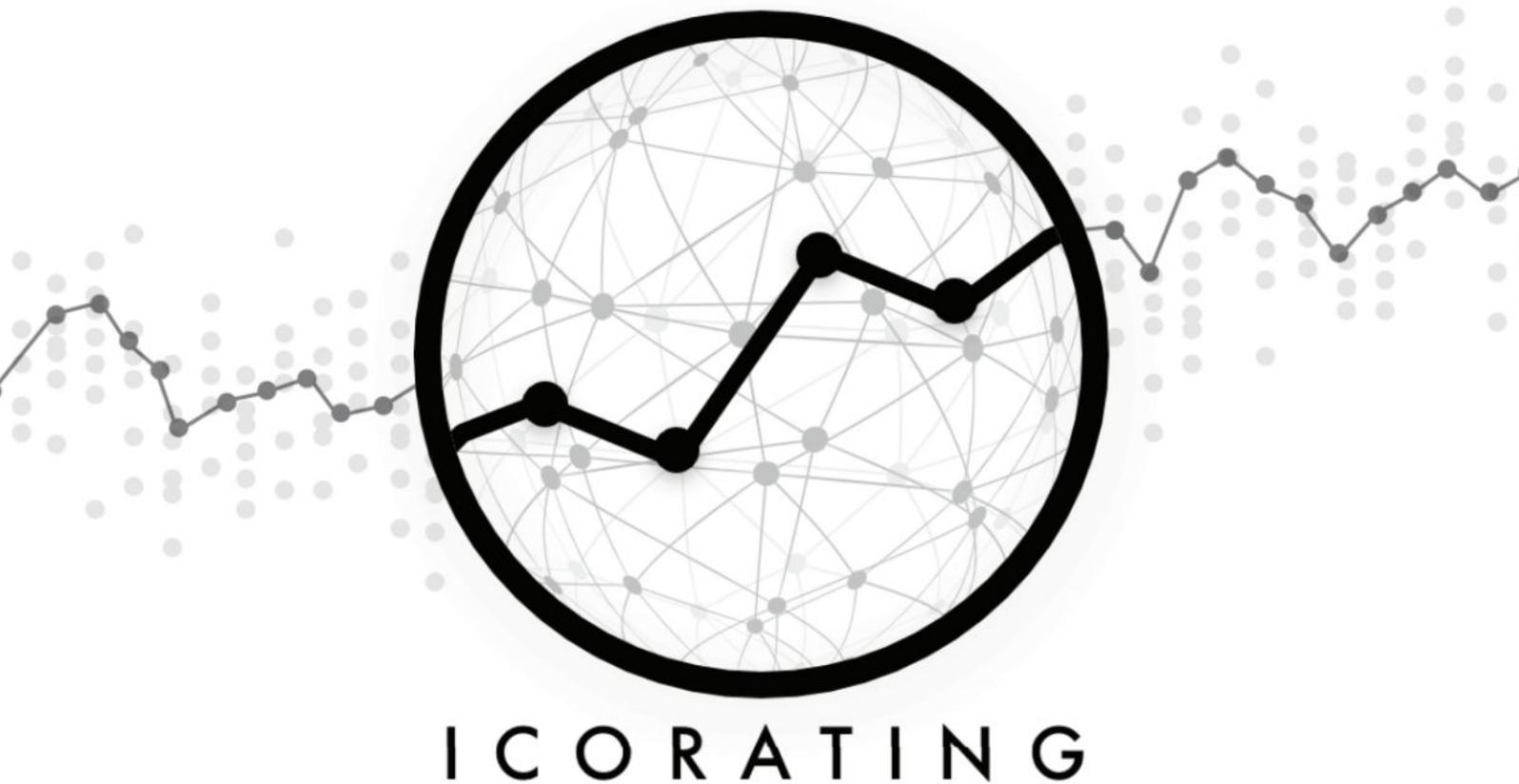


# ICOrating

KICKICO Rating Review (<https://www.kickico.com/>)

ICO dates (29.08.2017 — 29.09.2017)



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

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

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

<b>1. Ratings</b>	<b>3</b>
<b>2. General information about the Project and ICO</b>	<b>4</b>
<b>3. Project services and their usage</b>	<b>7</b>
<b>4. Development strategy and Roadmap</b>	<b>9</b>
<b>5. Market Review</b>	<b>11</b>
<b>6. Team</b>	<b>14</b>
<b>7. Marketing strategy</b>	<b>16</b>
<b>8. Competitive Advantages of the Project</b>	<b>18</b>
<b>9. Risks of the Project</b>	<b>20</b>
<b>10. Economy of the Project</b>	<b>21</b>
<b>11. Investment highlights of the token</b>	<b>24</b>

# 1. Ratings

---

**We rate the KICKICO project as “Positive”. We recommend the purchase of KC tokens only for a long term cryptocurrency portfolio “Buy & Hold”.**

The KICKICO Project could occupy the crowdfunding market and substitute for such companies as Kickstarter. It is an ICO project with a small capitalization; for its implementation there is a team of professionals, a working platform, and an incentive system.

The ICO is being carried out to obtain a certain level of funds for marketing and development. After receipt of the intended amount, the project’s success depends on the marketing campaign and the implementation of the development plans. They have to do their best to achieve the goals.

The KICKICO token is a complicated instrument. It is an infrastructural token. In the future, (the point in time is not mentioned), the token will be able to be secured with assets comprising KICKICO’s reserve funds. When this can happen depends on cryptocurrency market legislation.

At the same time, it is profitable to hold the KC tokens in the long run because one day the fund trigger will be converted.

## 2. General information about the Project and ICO

---

The KICKICO project is an online platform that helps start-up companies receive the funds they need using ICOs, crowdfunding, and crowd investing. The founders want to change the traditional crowdfunding system, improving it with the help of blockchain technologies. The KICKICO project will use smart contracts, which will make the platform more transparent, reliable, and safe.

**Website:** <https://www.kickico.com/>

**Whitepaper:** <https://www.kickico.com/whitepaper>

**Slack:**

[https://join.slack.com/t/crowd-ico/shared\\_invite/MjI0MDQ1NTE0MTAyLTE1MDIxMTYzNjEtOTVmNWUzZWYxNw](https://join.slack.com/t/crowd-ico/shared_invite/MjI0MDQ1NTE0MTAyLTE1MDIxMTYzNjEtOTVmNWUzZWYxNw)

**Twitter:** <https://twitter.com/KICKICOplatform>

**Telegram:** <https://t.me/kickico>

**Facebook:** <https://www.facebook.com/groups/kickico/>

**Bitcointalk:** <https://bitcointalk.org/index.php?topic=2046684.0>

**Reddit:** [https://www.reddit.com/r/KICKICO\\_Platform/](https://www.reddit.com/r/KICKICO_Platform/)

**Github:** <https://github.com/kickico>

**Linkedin:** <https://www.linkedin.com/company-beta/11199886/>

**Medium:** <https://medium.com/@kickico>

It should be noted that the ICO is carried out on the KICKICO platform. The tokens will be open for trades on stock exchanges and conversion immediately after the ICO. The negotiations with stock exchanges are near to their completion.

**ICO Start:** August 29, 2017, 13:00 UTC

**ICO Close Date:** September 29, 2017, 13:00 UTC

**Target cap on crowdsale:** no Minimum cap, Maximum cap 200 000 ETH

**ICO Price:** 1 ETH = 3000 KC

**Currency:** BTC, ETH

**Token:** KickCoins (KC), Ethereum ERC20 standard

**Bonuses:** depend on the number of KC tokens purchased.

Tier	In ETH	1 ETH= KC	Bonus, +
Tier 0	0.1	3000	0.0%

Tier 1	0.2	3000	0.0%
Tier 2	0.5	3000	0.0%
Tier 3	1	3000	0.0%
Tier 4	2	3015	0.5%
Tier 5	3	3030	1.0%
Tier 6	5	3045	1.5%
Tier 7	7	3060	2.0%
Tier 8	10	3075	2.5%
Tier 9	15	3090	3.0%
Tier 10	20	3105	3.5%
Tier 11	30	3120	4.0%
Tier 12	50	3135	4.5%
Tier 13	75	3150	5.0%
Tier 14	100	3165	5.5%
Tier 15	150	3180	6.0%
Tier 16	200	3210	7.0%
Tier 17	300	3225	7.5%
Tier 18	500	3240	8.0%
Tier 19	750	3270	9.0%
Tier 20	1000	3300	10.0%
Tier 21	1500	3330	11.0%
Tier 22	2000	3360	12.0%
Tier 23	3000	3390	13.0%

**Available for sale at ICO:** 600 000 000 KC

**Total issue amount:** 800 000 000 KC

**Allocation:** Founders' pool is limited to maximum 10% of all tokens issue and will be frozen for 1 year. All unallocated tokens are annulled.

**Token Issue Date:** August 28, 2017

**Escrow:** not announced yet

### 3. Project services and their usage

---

The KICKICO project is an online platform that helps start-up companies receive the funds they need using ICOs, crowdfunding, and crowd investing. They intend to join two large industries: crowdfunding (FIAT money) and ICO (cryptocurrency). It is a blockchain-based platform utilizing smart contracts; the smart contract code is open. The founders state that paid specialists carried out an errors audit on the code, which is available on <https://github.com/kickico/contracts>.

The services become accessible to a user after registration on the platform. Upon registration, users have a personal online wallet. The wallet and account logins are not stored on the KICKICO website; the users store them. Hash coding is used for account and wallet access. Therefore project employees are not able to access users' wallets, accounts, KickCoin wallets and token stores.

There will be two groups interconnected. Namely, backers – investors in the companies on the platform. At the same time they can be authors. All backers participating in any successful campaign will receive remuneration from the platform in the form of the KC tokens. Authors – users arranging campaigns generating investments. Authors must publish their personal data for the confidence of potential investors.

Campaign – This is described on <https://www.kickico.com/> by the authors. There can be pictures, video and other materials describing any project for backers' benefit. Target amount is an essential part of the project description. One campaign is carried out by one author; this author can carry out only one campaign. The campaign description can be changed, amended, launched, or annulled only by the author or moderator.

The campaign life cycle:

- **Draft.** The author plans the campaign drawing up its parameters.
- **Moderator's approval.** The campaign is sent to the moderator. The campaign is then allocated to a particular manager; from this time he assists the author. The moderators check the company and product validity, and compliance with platform requirements.
- **Public Draft.** The campaign is available for platform users. Backers can be notified about the uploading of a new public draft. Users examine the information and can give comments. It is important that these comments

cannot be deleted by the authors. Users can also communicate with the authors.

- **Ready for launch.** The platform requirements are satisfied and all additional preparations for launch are fulfilled.
- **Generation of funds.** The campaign is launched. Any user can take part in the campaign. The campaign's life on the platform is limited by time period; maximum period is 90 days. All gathered funds are put into smart contracts until the campaign close date; the funds are not available to the authors within this period.
- **Close.** After the fixed period the campaign is closed regardless of results. The campaign is archived.

At the draft stage, the author determines the campaign type. There are several types of campaign:

1. **Crowdfunding.** Traditional campaigns carried out on the classical markets;
2. **Crowd investing.** Tokens are not issued; the backer's remuneration is fixed as necessary;
3. **Pre-ICO and ICO.** Smart contracts are used. This provides opportunity to credit tokens to the backers taking part in the campaign. There are different kinds of ICO campaign possible, with or without bonuses.

The campaigns can be rated as "All Or Nothing" and "Safe". In the first case, if within the fixed campaign period they do not raise the intended amount, funds are returned to the investors. So, KC tokens are paid out by the platform only after a successful campaign. In this way backers are incentivized to gather the required amount. Regarding the "Safe" campaign type, all funds are transferred to the author regardless of campaign results.

We have described the KICKICO platform's service. In addition, any user can become a moderator and even rise up after certain services for the KICKICO company that have built his reputation. The staff state that they are developing their own system to evaluate user activity during the experience and algorithm results generated. This is an additional incentive for users to take part in the development of the project.

The best campaigns can be given a rating of «Featured». Here quality, highlights, authors' activity, and participation in KICKONOMY are taken into account.

KICKONOMY is an ecosystem that consists of projects working with KickCoins. These projects place the KICKONOMY banner on their pages; in this way they

certify that they provide services in exchange for KC tokens at the current stock exchange rate.

## 4. Development strategy and Roadmap

---

The project's advantage is their already active platform. Official launch of the platform will take place in October, 2017 after the ICO. KICKICO will carry out its ICO on its own platform; in fact it is the first client of the platform. The Pre-ICO was carried out on the KICKICO platform. So we can conclude that the team is developing its business strategy. The roadmap includes plans for platform improvement, the adding of new services and products, the attracting of new partners, and creating the platform community.

Roadmap steps up to 2020:

Activities after ICO in 2017:

- Official platform launch and its development;
- Creation of crowdfunder community and a loyal community for the project;
- Launch the first projects on the platform;
- Launch cryptocrowdfunding version 1.0 chat bot;
- Salesforce CRM integration.

Year 2018:

- Launch of the remuneration system;
- Smart contract visual setting;
- Unified market;
- UX-researches;
- Loyalty program for gaming mechanics;
- Localization;
- Arranging of events using the platform;
- Crowdfunding Academy launch;
- Development of mobile applications powered by Android and iOS;
- Integration with other platforms of the Ethereum ecosystem;
- The blockchain-based crowdfunding trust launch.

Year 2019:

- KICKOIN payment system application software for integration into independent platforms and applications;
- Development of local authors and backer communities;

- Development of platform instruments: consulting, marketing, legal assistance;
- Release of mobile applications powered by Android and iOS;
- Integration in Smart devices (blockchain of things).

Year 2020:

- Application software for autonomous crowdfunding campaigns;
- Business calculation for all marketing and advertisement projects.

There is a department within the company responsible for development of project strategy. Its remit is to connect current large-scale companies to the KICKONOMY system. The founders say: “only a few large scale companies like Wargaming are able to increase the demand for KickCoins”.

They refer to KC tokens. If these are in demand, the platform becomes popular too. The strategy concept is to develop and maintain the platform’s services so they can compete in the market, and to invite new large-scale clients with strong marketing programs.

## 5. Market Review

ICO is the fastest growing type of instrument used to gather funds. Within the last few months the record for ICO raised funds amounts was surpassed several times. Within the last three months, the total amount of raised capital in the ten largest token sales was \$965 million<sup>1</sup>. This year the ICO market value is more than \$1.6 billion.

The number of token sales is increasing in spite of regulators' restrictions, for example SEC. we believe the market will continue to grow, so we can conclude that the KICKICO service will be in demand.



### Token Sale Market Since Q2 2016



Source: Smith + Crown data. Includes sales that raised over \$25,000, valued according to exchange rates at the end of the sale. Time period reflects to the date the sale ended. Does not include sales that involved a full refund, such as The DAO. Numbers rounded to the nearest \$1000.

<sup>1</sup> <https://www.tokendata.io/>

Kickstarter is the leader in the crowdfunding market. It has been operating for 9 years; within this period it has raised more than \$3.2 billion, about \$330 million a year. 13.2 million investors participated in its projects; In total, 370,000 projects were launched with the help of crowdfunding instruments. 130,000 of them raised the intended amount, more than 1/3. Other projects raised less than their target amount.

Category	Launched Projects	Total Dollars	Successful Dollars	Unsuccessful Dollars	Live Dollars	Live Projects	Success Rate
All	367,896	\$3.24 B	\$2.85 B	\$356 M	\$32 M	4,300	35.83%

Total number of start-up companies on the Kickstarter platform within the whole period.

Source: [www.kickstarter.com/help/stats](http://www.kickstarter.com/help/stats)

Category	Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$19,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1 M Raised
All	130,283	15,971	73,180	18,736	18,086	4,057	253

Data on successful start-up companies on the Kickstarter platform within the whole period.

Source: [www.kickstarter.com/help/stats](http://www.kickstarter.com/help/stats)

Category	Unsuccessfully Funded Projects	0% Funded	1% to 20% Funded	21% to 40% Funded	41% to 60% Funded	61% to 80% Funded	81% to 99% Funded
All	233,313	51,472	145,013	22,470	8,913	3,408	2,035

Data on unsuccessful start-up companies on the Kickstarter platform within the whole period.

Source: [www.kickstarter.com/help/stats](http://www.kickstarter.com/help/stats)

The crowdfunding market grew very quickly in the period from 2010 till 2014. In 2014 the speed of development was slower; by 2016 results decreased. Here is a scheme demonstrating this:

- 2013 – 44,000 projects;
- 2014 – 67,000 projects;
- 2015 – 77,000 projects;
- 2016 – 58,000 projects.

One of the reasons for the mentioned decrease in 2016 is that projects did not satisfy investors' hopes. There were many projects that raised the target amount but did not launch their product; the best-known among them are:

- Coolest Cooler refrigerator (\$13 million);
- Special Zano drone (\$3 million);
- Ouya microcantilever (\$9 million).

The total value of the crowdfunding and ICO market could reach \$2,5 billion in 2017. Market trends can cause the project to be successful. In spite of positive forecasts however, there are strong competitors in the market.

## 6. Team

---

The team consists of 17 members, 10 advisors, and 3 companies being The Company partners. They are professionals in different fields of 5-15 year experience. It is a highly qualified staff.



Whilst writing this review we contacted the team. We talked to Anti A. Danilevski and Yury Parsamov (Strategic partnership manager). They are open for communications. They answered our questions promptly.



**Anti A. Danilevski** (Founder and CEO).

Anti has been working in the crowdfunding market for more than 14 years. He began with Planeta.ru and Boomstarter crowdfunding platforms. He is the author of hundreds of crowdfunding campaigns on the Kickstarter and Indiegogo platforms. He has had articles published in Forbes, Rusbase, DTM, and CoinTelegraph periodicals.

(<https://www.facebook.com/danilevski>; <https://twitter.com/AntiDanilevski>;  
<https://www.linkedin.com/in/danilevski>)



**Alexander Petrov** (Co-founder and CFO).

Alexander is a business owner of 22 years' experience. He invests in e-commerce, IT and gaming projects; names are not available. He was the first investor in KICKICO in 2015. It seems his money has supported the project for the last two years. He is responsible for raising of additional investment, team development, and the foundation of the project business model.



**Andrew Perepelitsa** (Co-founder, CTO and Solidity developer).

Andrew has been working in the IT industry for 12 years. He is a specialist in business processes automation. He is responsible for technological infrastructure, specifically blockchain integration, stress tests, and environmental protection.

(<https://www.facebook.com/myx0m0p>; <https://twitter.com/myx0m0p>;  
<https://www.linkedin.com/in/myx0m0p>)



Among the advisors the most interesting person for us is **Roel Wolfert** (Netherlands- Bancor, Currency advisor; Qoin, CEO and founder).

Roel Wolfert is a senior executive in the FinTech world, with positions at Qoin, VGRIP and Bancor. He has more than 20 years of experience worldwide in the world of finance and payments, having worked on key industry initiatives including SEPA, CLS, and Contactless. Roel has an MA in Economics from Maastricht University, and an Executive degree in Innovation from the Haas School of Business at UC Berkeley.

During our discussions Yury Parsamov told us that KICKICO had concluded a partnership agreement with Bancor. Besides them, the project has other partners: Coinhills - Coinhills.com, Qoin - Qoin.com, and Pacatum - Solidity Developers (foreign development partners).

In conclusion we would like to say the staff consists of highly qualified and experienced specialists who are ready to communicate and discuss comments. They reply promptly. In addition, there are well-known advisors and a large scale partner, Bancor, on the team.

## 7. Marketing strategy

---

Marketing is a key aspect of the project influencing its long term success. The KICKICO project's success, and the KC token price depend on the campaigns on investment attracting carried out on the platform. The founders say: "Our project is a deal of great importance. We have to change the crowdfunding and ICO industries. We have to compete with the 1.0 version crowdfunding platforms. They are old, but they have their loyalty community, partners and depth of experience. It is a very difficult task, but we have resources. ICO is an instrument that helps us to raise funds and to occupy the leading market share. We carry out crowd sales to gather the necessary amount, attract mass media, and create our loyal community that will help and support us".

We can conclude that the first and main step of the marketing strategy is the ICO carried out on their platform. You can watch the process of the funds raising on the platform via <https://www.kickico.com/campaigns/999/ico>.

It is a means to show the public what the service has to offer. Three members of the team are responsible for marketing; the marketing department will be increased in size if necessary. They plan to develop an active project community, to launch a Crowdfunding Academy, to develop local authors and a backers' community, and so on.

The yearly marketing budget is \$10m over the next three years. The marketing budget distribution is as follows:

- 20% - direct advertisement;
- 20% - PR campaigns, forums, social networks and processing of leading companies' information;
- 30% - conferences, events worldwide;
- 10% - analysis, research, expansion into new territories;
- 10% - marketing consulting;
- 10% - others.

As we have already said, marketing is the essential aspect influencing the project's success; the founders set the marketing budget at 43% of total raised funds. If KICKICO raises 200 000 ETH (maximal amount), the marketing budget is about \$30 million based on the current ETH/USD rate.

“Besides that, we will use our marketing budget to support campaigns on the platform. It is more profitable to invest and support these projects than to spend money just on advertising. If we have more successful campaigns, the platform will be more in demand. This in turn influences KC token price increase”.

We agree with the founders' point of view on this.

Regarding mass media publications the project is announced, but we cannot say that attention and popularity are high. At time of writing the figures are as follows:

**Slack:** 298 members

**Twitter:** 3360 followers

**Telegram:** 898 members

**Facebook:** 516 followers

**Bitcointalk:** 41 pages

**Reddit:** 5 subscribers

**Github:** 7 followers

**LinkedIn:** 69 followers

**Medium:** 158 followers

## 8. Competitive Advantages of the Project

---

In our opinion the KICKICO Project's main competitors are traditional crowdfunding platforms, for example Kickstarter project and its analogues. We do not see competitors among ICO (ICOBox, icotech.me, icohub.org, tokenmarket.net) projects. ICO is an instrument to raise large funds. ICO projects are complicated technological projects. Nevertheless, the project can command the ICO market share of projects with small maximum caps.

KICKICO is an Ethereum blockchain-based platform using smart contracts. This makes the process transparent and safe, fast and open for users worldwide, the first competitive advantage of the company compared to other crowdfunding platforms.

The second competitive advantage is that the platform is universal. It helps that three types of campaign on fundraising are being launched: ICO, crowd investing, and crowdfunding. Classical platforms cannot currently serve in this way. In addition, KICKICO is the only platform remunerating backers for successful campaigns (cashback); KC tokens are additional incentives for backers.

The third competitive advantage is smart contracts; they give an opportunity to work without intermediaries (banks, payment systems, and regulators). Crowdfunding campaigns include hidden costs - platform fees (under 5%), payment fees at 3-5%, backers' bonuses, agent charges on the platform (if the project is based in a country other than the crowdfunding platform), PR campaigns, and taxes at 10-30% on the raised amount. At the end, project authors get 60-80% of raised funds.

The KICKICO platform charge from the raised amount is 4%, paid in ETH. If you pay in tokens (issued) you should pay an additional 4%. Authors get the rest of the amount in cryptocurrency immediately after the campaign close. The charge is made only after a successful campaign.

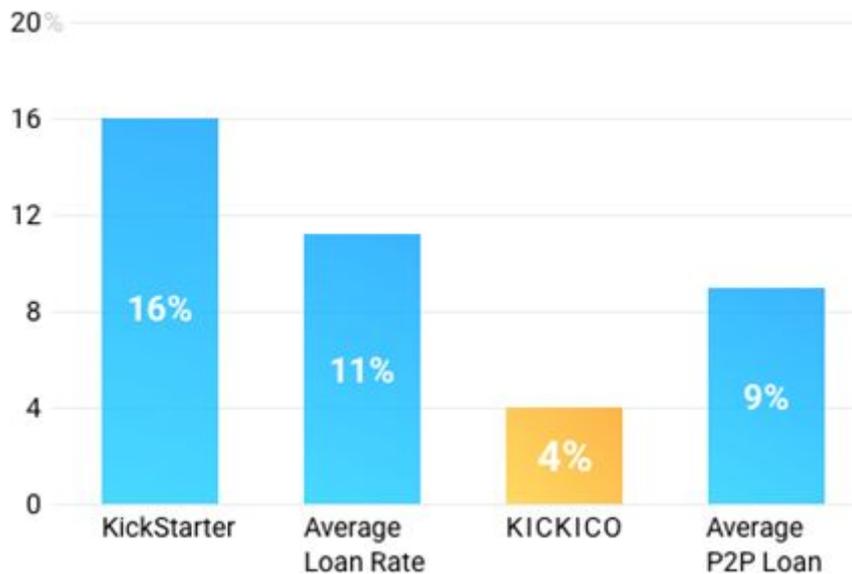


Chart of different platforms fees. Source: Whitepaper

One more competitive advantage is the easy-to-use platform. It is necessary to write content describing the campaign and fix its parameters; the user can create and set a smart contract using the token constructor as required; this is an ICO project.

The fifth competitive advantage is moderation of projects. The moderators evaluate the author, the project validity, staff competence, the project development stage and other factors. Users can place projects allocated on other platforms. The best projects are rated as "Editor's Choice". All people connected with the project promotion, such as advisors, analysts and moderators can receive remuneration for their work. The moderators, analysts and others are chosen by user votes taking into account their experience and achievements on the platform.

Large-scale crowdfunding platforms are focusing on large scale projects with large marketing budgets. They are not concerned with interesting ideas found within small campaigns. In regard to the ICO market, there are no small-scale ICO projects receiving much ICO assistance due to the following:

- low charges;
- lack of a marketing budget;
- small project tokens are not marketable for secondary stock exchange trading.

The KICKICO project will solve the problem of the low marketability of small-scale ICO projects together with the Bankor project. The founders have linked to the Bankor system, a protocol for exchange of ERC-20 tokens with poor capitalization - long tail currencies. KickCoin is now a network token, made for the platform's successful projects, registered in Bankor Smart tokens.

## 9. Risks of the Project

---

We have not found any serious risk that could jeopardize the KICKICO project's development at the moment. But do not forget about the normal risks associated with the cryptocurrency market.

The most important task for the team is to attract and invite clients. This is the most important risk for the project now at its start. Without this, the KICKICO platform is terminated.

Regarding engineering aspects, the platform is ready to be used. It has many competitive advantages for market survival. The staff are experienced professionals in this field of activity; there are no serious risks with this aspect of the project.

We question whether the team is able to carry out the marketing campaign to attract a loyal community onto the platform. Firstly, they have to invite as many investors and projects as it is possible. Projects will not respect the platform with just a few investors. On the other hand, investors will not deal with the platform with a lack of interesting projects. Not only the marketing department, but the team in total needs to develop this aspect.

## 10. Economy of the Project

---

To understand the economics of the project you should realize:

- KickCoin (KC) is a virtual currency. It is used for launches of crowdfunding projects, services and other products inside the KICKICO and KICKONOMY ecosystem;
- KICKONOMY is the ecosystem regulating cooperation between platform participants. The project's authors are the backers, advisors, escrow-agents, translators, designers, advertisers and other persons dealing with project promotion on the platform, and the projects providing their services for KC tokens.
- 4% fee for successful campaign on attracting investments, paid with ETH;
- 4% from successful campaign value is transferred into the reserve funds. The payment takes place in tokens if they are issued.
- the reserve funds will store tokens belonging to different projects. It is intended to be registered as a legal entity after legalization. Assets management will be decentralized; it will be carried out by KC token holders. Managers will be chosen after voting. (> 51% voting right)
- 4-8% of the ICO and 4-20% of crowdfunding campaign value are paid to the backers in accordance with their investment value; this is cash back. Remuneration is paid in KC tokens of additional issue.

Additional tokens will be issued for backers' remuneration. There will be some restrictions:

1. The author provides his personal data, including ID with photo and document proving residential address (utility bill or bank statement). The process is similar to the process of payment system control.
2. The campaign has to raise no less than \$10,000. Smaller campaign value can assist fraudulent cases. (via recursive attack – a company is created on the platform. It carries out payments to itself via phantom accounts. Money is returned through the company. The KC tokens are transferred onto the phantom account's wallet).
3. KickCoins are generated automatically with KICKICO smart contracts after the moment somebody supports the launched campaign.

In conclusion, the authors of companies place their projects on the platform. The moderators, translators, analysts, and other participants take part to select the projects and assist with the project's in exchange for payment. If the campaign is successful, the platform pays remuneration. An ETH fee is distributed for

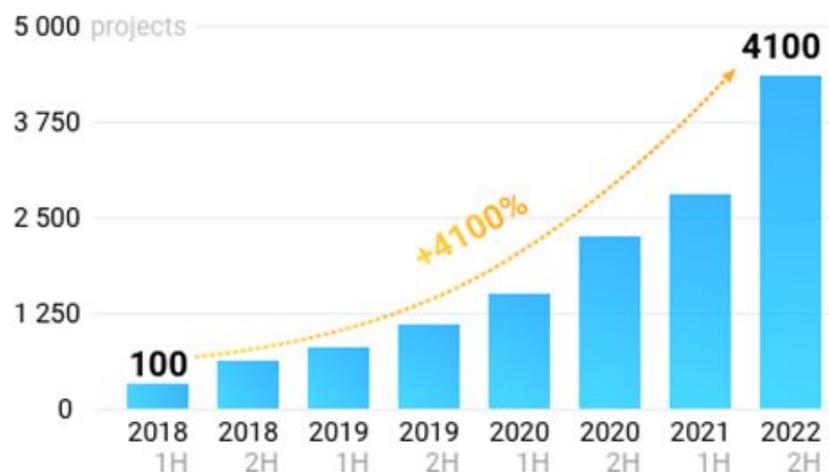
development needs. A token fee is sent to the Reserve Funds; at the same time, KC tokens are issued as incentives for backers investing their funds in the projects.

Scheme showing the functioning of the service:



The popularity of the KICKICO platform depends on the quantity of well-known projects placed on the platform. The business model's strategy is to attract as many projects as possible and connect them to the KICKONOMY ecosystem.

It is difficult to foresee the number of projects attracted to the platform within the next few years. The founders' forecast is as follows:



According to the forecasts, they will have 4100 projects on their platform by 2022. If we compare the project's results with the main competitor Kickstarter, we see the project occupies the leading position in five years. Taking into account the experience and qualifications of the team, we cannot say they overestimate their abilities.

## 11. Investment highlights of the token

---

The KC tokens will be available by the secondary stock exchange trading. The token is an infrastructural instrument. If the service is in demand, token price will increase. KickCoins are used within the platform for:

- review – a professional rating review of a particular campaign by the community members;
- moderation before launch – before the campaign launch, moderators check the project. Within the first period, projects are moderated by platform staff; then the community and advisors select the moderators;
- translations and corrections – to be successful worldwide the documentation must be available in many languages;
- attractive content – graphical content, video content, voice recording. Advertising material is necessary to attract a public;
- other actions.

Let us discuss the Reserve Funds. After the project's development there will be different tokens of other projects in the funds. According to KICKICO forecasts, by 2019 there will be at least fifty different tokens held in the Reserve Funds. The tokens' price can increase within a few years. During the first period of development, these tokens will not influence supply and demand of KC tokens. Tokens stored in reserves will generate FIAT profit.

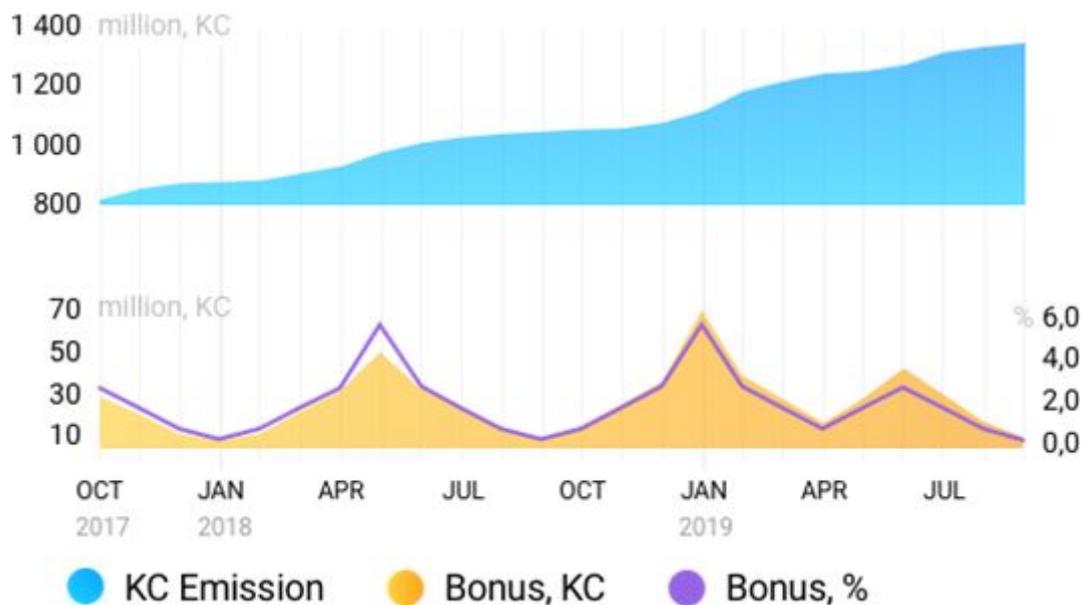
In future the founders intend that the community will manage the Reserve Funds. In fact token holders will manage the Fund; there will be DAO managers who will conclude transactions using tokens.

If the profit is distributed among KC token holders, the Reserve Funds can be a security of KC tokens. Distribution can be in the form of dividends, token repurchase using the profit and other means. Expenses are covered in the case that the fund asset price is more than the price on the stock exchanges. (1KC token price is taken as the basis for calculations).

Currently we cannot say if the idea will be implemented. Current law can prevent the idea's implementation. KC tokens can be secured with Reserve Fund assets only after cryptocurrency market legalization.

There is one more negative factor; after a particular successful campaign, they issue KC tokens at 4-20% from the raised capital according to the exchange rate. These tokens are distributed for the backers. This can cause a proposal hangover. We suppose the backers will get their cash back selling the KC tokens in the stock exchange.

The founders intend to issue an additional number of KC tokens every month as a bonus program. Within the two years after the ICO, bonus issue will take place for all token holders. The issue program lasts until September 30, 2019, with a total issue amount at 1,348,674,955 KC. At the time of ICO, issue amount is at 800,000,000 KC.



On the one hand, investors will sell additional KC tokens; the same for backers. On the other hand, other investors will hold the tokens waiting for a long term profit, receiving additional KC tokens - effectively compound interest. This is a situation when you get additional interests on top of current interest.

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.