Cryptocurrency... Decrypted!

What is an ICO?

Initial Coin Offering

ICOs are an emerging form of fundraising, similar to crowdfunding, in which companies sell digital tokens or coins to finance their ventures.

ICO Risks

Potential for fraud:
Due to their very nature, ICOs are fertile ground for fraud.

Lack of reliable information:
Unlike an Initial Public Offering (IPO), there are no formal disclosure requirements, such as who is behind the ICO and how the money raised will be spent.

High failure rate:
There are risks associated with ICO’s given that many are solely based on an idea, not a proven business model.

Like any purchase, if you don’t fully understand the risk, don’t get involved!

Your power as an investor starts with information