

1. PROJECT DESCRIPTION

- a. Whitepaper
- b. Pitch Deck
- c. Conference Videos
- d. Necessity in the Product/Solving Problem
- e. MVP?
- f. Alpha-Release
- g. Beta-Release
- h. Full Product Deployment

2. BUSINESS MODEL

- a. The General Concept
- b. Type of Product
- c. Partners
 - i. Strategic
 - ii. Marketing
 - iii. Equity Based
- d. Competitors
- e. Scalability
- f. Profitability
- g. Initial Investments/Seed
- h. Information About Early Investors (KYC, AML)
- i. Strategy
- j. Use of Proceeds
- k. Conclusion
- l. Advisors

3. THE TECHNICAL ASPECTS

- a. Blockchain
- b. Smart Contract
- c. Tokens
 - i. Type (Tech, Med, Infrastructure, Etc..)
 - ii. Release Time
 - iii. Holding Period
 - iiii. Emission
- d. Github
- e. Escrow
- f. Funds Storage and Control
- g. ICO
 - i. Supply
 - ii. Bonuses
 - iii. Roadmap
 - iiii. Cap
 - v. Rounds
 - vi. Timing
 - vii. PreSale
 - viii. Equity+Tokens
 - ix. Dilution

4. TEAM

- a. Cofounders
- b. Development
- c. Marketing
- d. Business Dev
- e. Security
- f. Legal
- g. Team Experience
- h. Team Coworking
- i. Leading
- j. Failures (Past Ventures)

5. LEGAL

- a. Incorporation
- b. Necessary Permits/Licensing
- c. Token model—Share, Security, Service
- d. Anti Dilution Policy
- e. Company Structure

6. SOCIAL MEDIA

- a. Feedback
- b. Marketing
- c. Media
- d. Announcement
- e. Bitcointalk
- f. Website

7. PR

- a. Current Activities
- b. Post ICO Plans and Strategy
- c. Partners
- d. Media Library About Project & Related Articles

8. LIQUIDITY

- a. Exchanges
 - i. During ICO Sale
 - ii. Preagreements
 - iii. Top 10 Exchanges
 - iv. Listing Period
 - v. Strategic Partnering Available

9. SUMMARY

- a. Advantages
- b. Disadvantages
- c. Rating Assessment