



# 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**



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