Your power as an investor starts with information

Cryptocurrency... Decrypted!

What is an ICO?
Initial coin offering
ICOs are a 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: Does not require formal disclosure, such as who is behind the ICO and how the money raised will be spent.
High failure rate: There are risks associated with ICOs given that many are solely based on an idea, not a proven business model.

ICO Terms
- Token generation event
- New blockchain project
- Token pre-sales
- Crowdsales
- SAFT (simple agreement for future tokens)
- STO (security token offering)
- Airdrop

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

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