

Introduction to Initial Coin Offerings

🌐 Eğitim Tipi: **Classroom**

🕒 Süre: **1 Day**

Eğitim Hakkında

Developments in the FinTech space are transforming financial services and blockchain and distributed ledger technology is at the forefront of this revolution.

This course provides a grounded and organisationally relevant introduction to an Initial Coin Offering. Starting from first principles, the course approaches these from a number of different perspectives providing foundational knowledge that will enable delegates to return to their own organisations with a clear understanding of how this important technology impacts the bottom line.

This course is a comprehensive guide to understanding an ICO, and through practical demonstrations and examples, will leave people with real sense of what's possible.

Önkoşullar

This course is module 2 of the Blockchain, the Cryptocurrency Market and ICOs (3 day course)

Eğitim İçeriği

- Introduction to Initial Coin Offerings
- Over the course of the 3rd day, the course will cover
- Origin and history of Initial Coin Offerings
- What good looks like - Examples
- Market Review
- Token Definition, Utility, Rights and Design
- Blockchain Protocol
- ICO Roadmap
- Stakeholder Mapping and Target Market
- Planning, Budget and Advisory Team
- Legal Entity Structuring and Tax Considerations
- Incentive Structures
- Legal and Regulatory Compliance
- The Whitepaper
- The Project Team and Advisors
- Token Economics, Pricing and Use of Proceeds
- Communications Strategies and Channels - Policies
- Financial Governance, Accounting and Digital Asset Custody
- Exchange Listings
- Documentation
- Marketing Strategy and Branding
- Pre-Sale
- ICO Execution
- Post Sale
- KYC, AML, Privacy, Confidentiality and Policies
- Cyber Security
- Post Sale Execution