



BLOCK COLLIDER ICO SUMMARY

www.blockcollider.org

CONFIDENTIAL - NOT FOR DISTRIBUTION

OVERVIEW Genesis Event Overview

\$7M for 35% of token supply.



The Block Collider ICO (a.k.a “Genesis Event”) achieved its target of \$3,000,000 on April 12th 2018 through a mixture of BTC and ETH from 4532 contributors at a mean allocation of \$391. Successful KYC/AML applications were a requirement at all levels. The allocation for Private Investors is a total of \$4,000,000. Emblems for all parties were 0.07 cents for ETH/BTC.

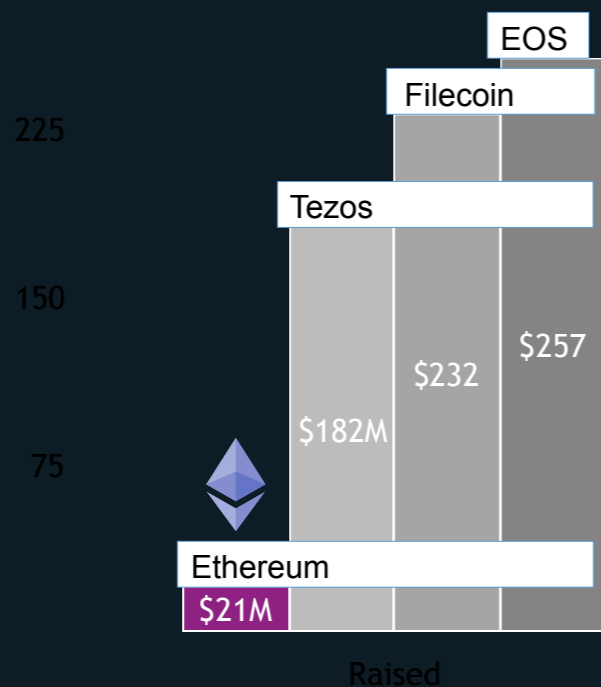
AGENDA

- Rethinking the ICO
- Emblem Demand
- Three Parts of ICOv2
 - Registration Waves
 - Application KYC/AML
 - ICOv2 Portal
- Results
- Next

ICOv2 Next generation ICO focused on transparency and equality

Rethinking the ICO for Block Collider

We need to reverse the trend in funding strategies and lead by example. Every dollar that's given to projects beyond what is needed is a dollar taken from other new ideas.



BLOCK COLLIDER ICOv2
Fixed flat rate for Emblems from seed to ICO, no pre-sale bonuses.
Small allocations to remove the feasibility of speculation.
0 dollars spent on marketing or advertising of any kind.
Contributors have no lock up periods. Only the Foundation and Team have lock up periods.
Private investors and advisors were not listed to force the focus to be on the technology fundamentals.
Raised only what we need. Launch MVP before the ICO .
KYC-AML application required at all levels.

EMBLEM Demand for Emblems in ICOV2

The Result

After removing the top 10% a total of \$230 million (\$550M otherwise) was committed by 16k registered users, angels, and venture groups for an available \$3M. While we believe the aggressive market cap is it's most weighted feature, at the lower bound of \$230M/\$3M demand for Emblems is 76X-88X overcommitted...

...Block Collider can be considered the most oversubscribed ICO ever held to date.

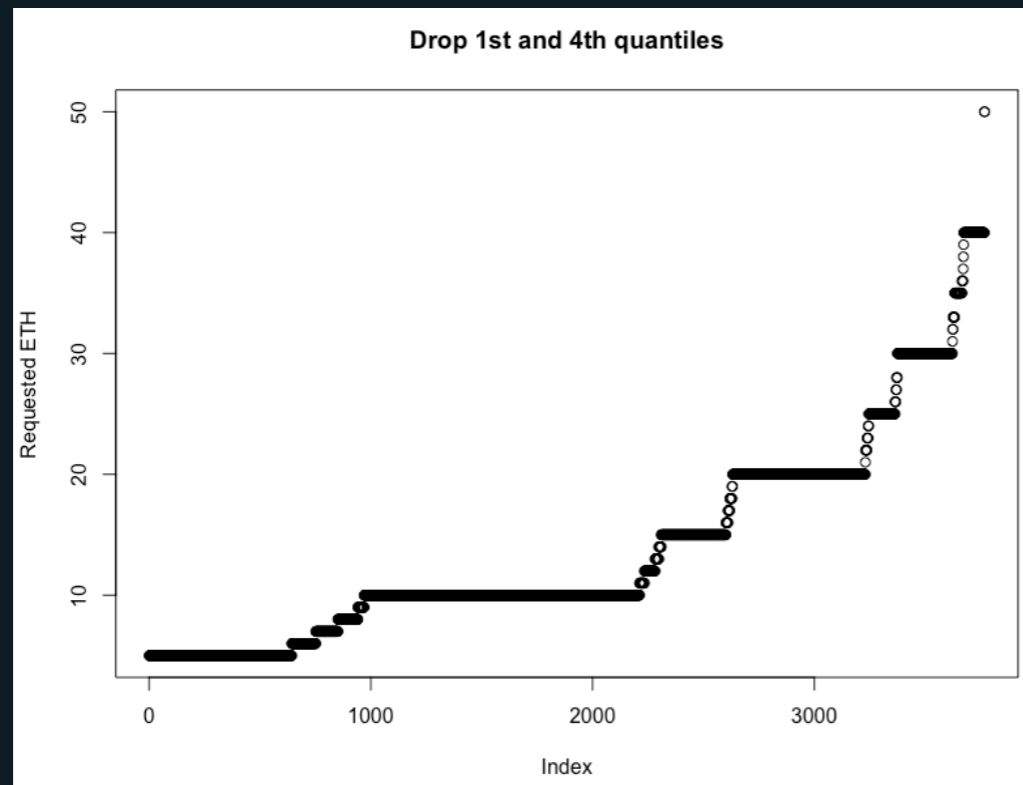


EMBLEMS Emblem Demand

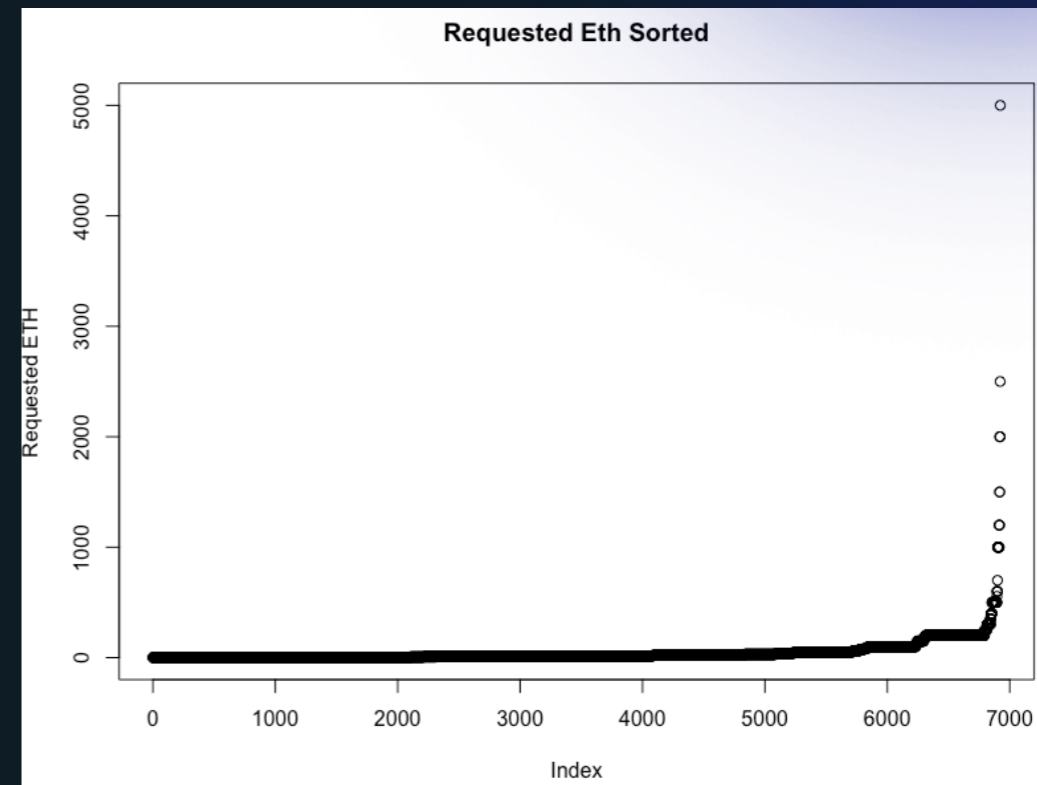
The application required users commit a maximum and minimum amount of Ethereum to contribute.



The outliers and top 10% of request sizes were removed. The average Ethereum contribution request was allocation 50.2 ETH



Removed requests in the bottom 25% and the top %25.
Sorted contribution requests from least to most.



Removed requests > 5000 ETH
Sorted contribution requests from least to most.

EMBLEMS

Emblem Metrics



Distribution	Percentage	Lockup
Block Collider Foundation	34%	2 years - 50% can be reallocated as first money share holder in capital management fund.
34% Public Contributors, Private Client Investors	34%	No lockup period.
Team, New Hires, Market Making	31%	2-3 years* - 50% can be reallocated based on market making requirements.
Evangelist Events	1%	No lockup period.

* Vesting cycle begins the official full time start date. 25% of the individuals Emblems vest each quarter following the vesting cliff.

EMBLEMS

Asking users for core features of “EMB”

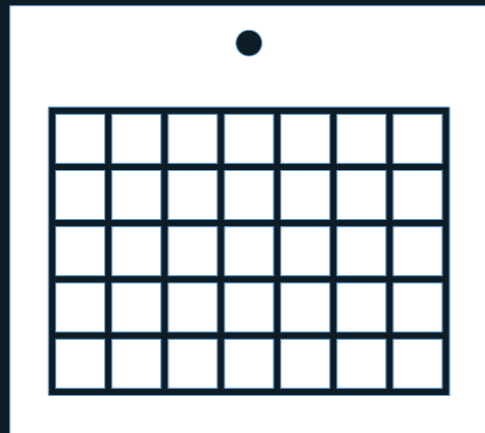
We sampled users asking for what they think is the fundamental value of Emblems.



- Emblems are an asset on a new protocol not forked/cloned/token.
- Block Collider is **backwards compatible** with other blockchain of varying algorithms or hashing functions. BTC-ETH, ETH-NEO pairs etc...can exist on Collider based DEXs.
- Main nodes and code base launched before ICO. Mining as soon as genesis block is complete.
- Emblems help miners soften the blow from new technology and help solve the miner block size debate.

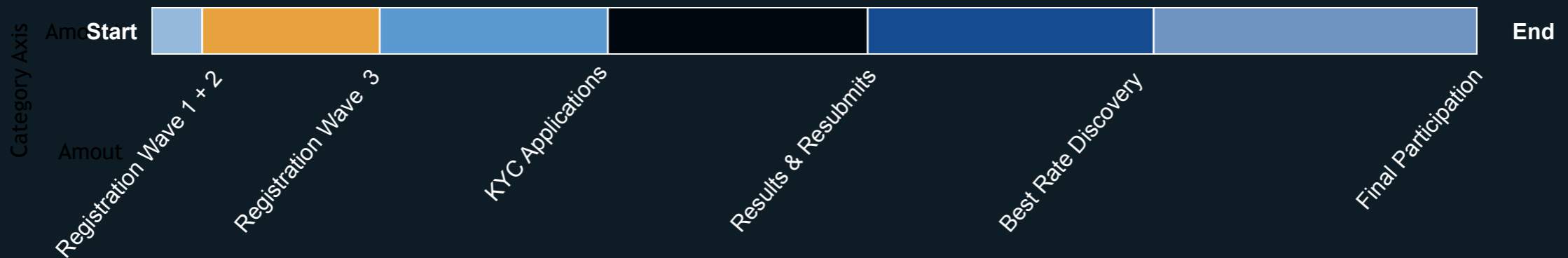
TIMELINE

Events immediately before and after ICOv2



Event Schedule for ICOv2

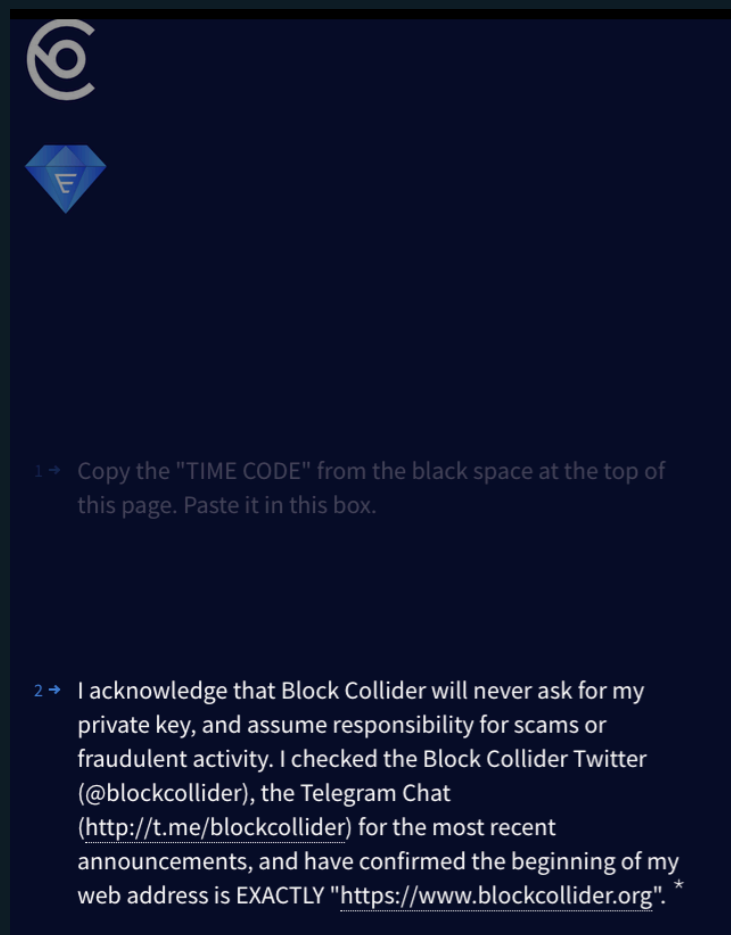
- [DONE] March 8th Wave #1
- [DONE] March 8th Wave #2 (10:00PM)
- [DONE] March 20th Wave #3
- [DONE] March 28th - KYC Applications
- [DONE] April 2nd KYC - Results & Resubmissions
- [DONE] April 6th-12th - Best Rate Discovery Period
- [DONE] April 12-14th Public ICO



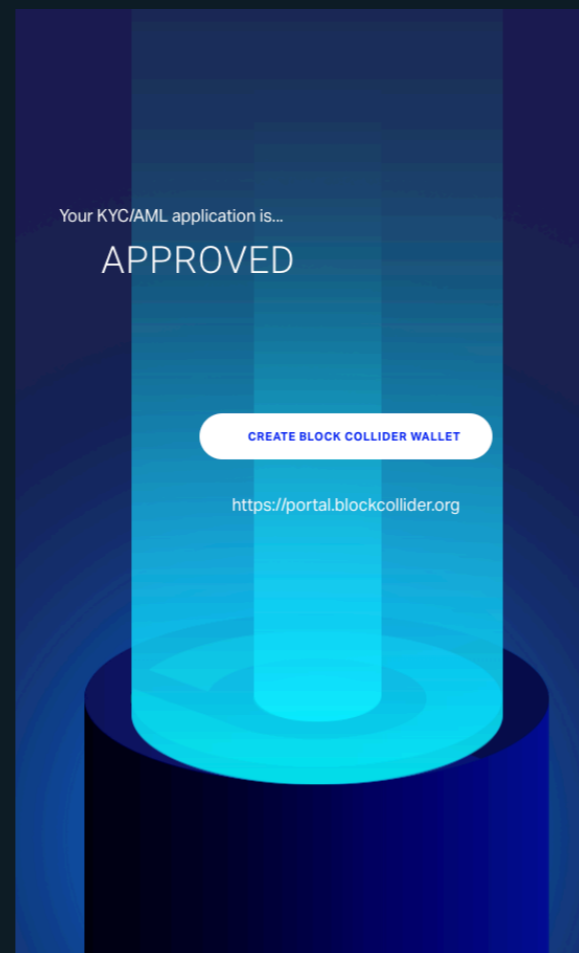
ICOv2

ICOv2 was split into three parts.

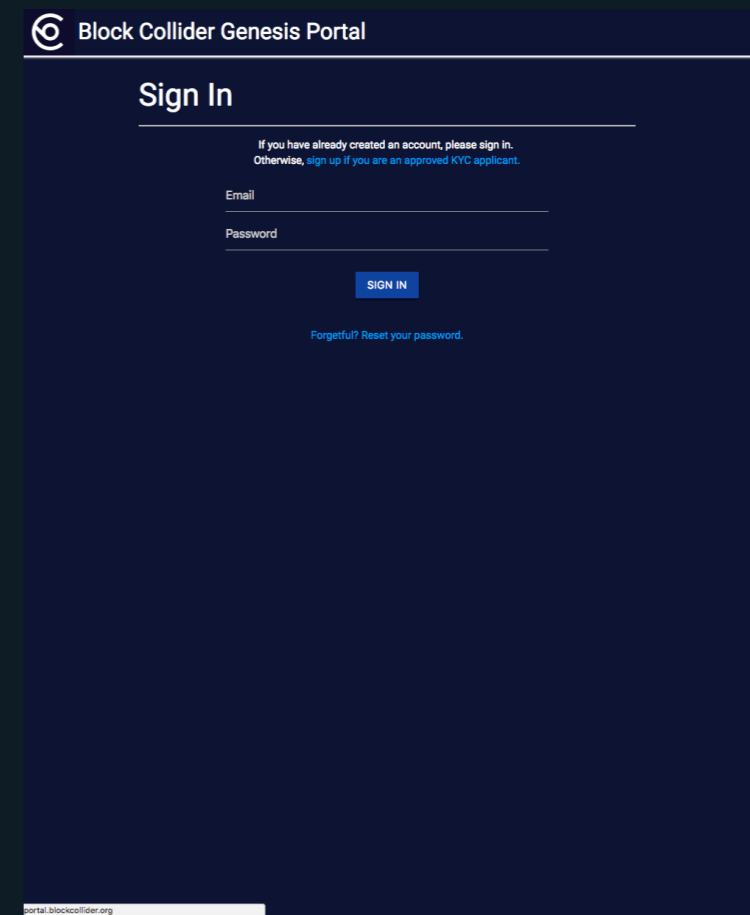
The ICOv2 process was split into three parts.



1. Registration



2. Application (KYC)

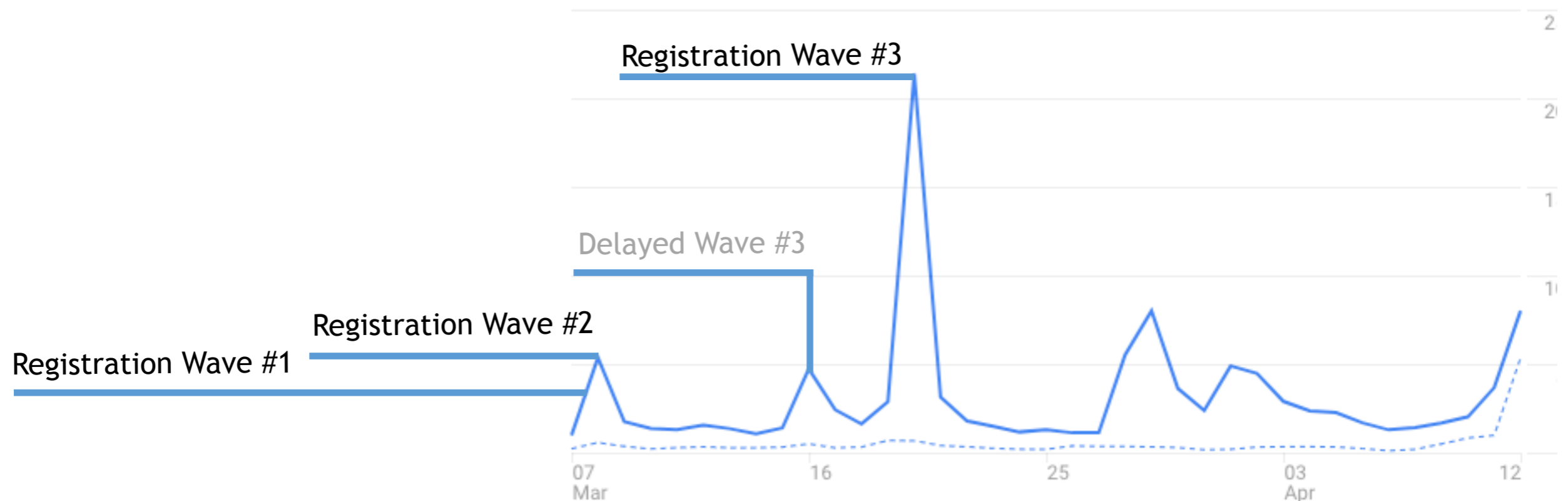


3. ICOv2 Portal

PART 1/3 Registration Waves

Each registration wave is capped at a fixed number of users, first-come-first serve. Registrations closed in just over 2 minutes.

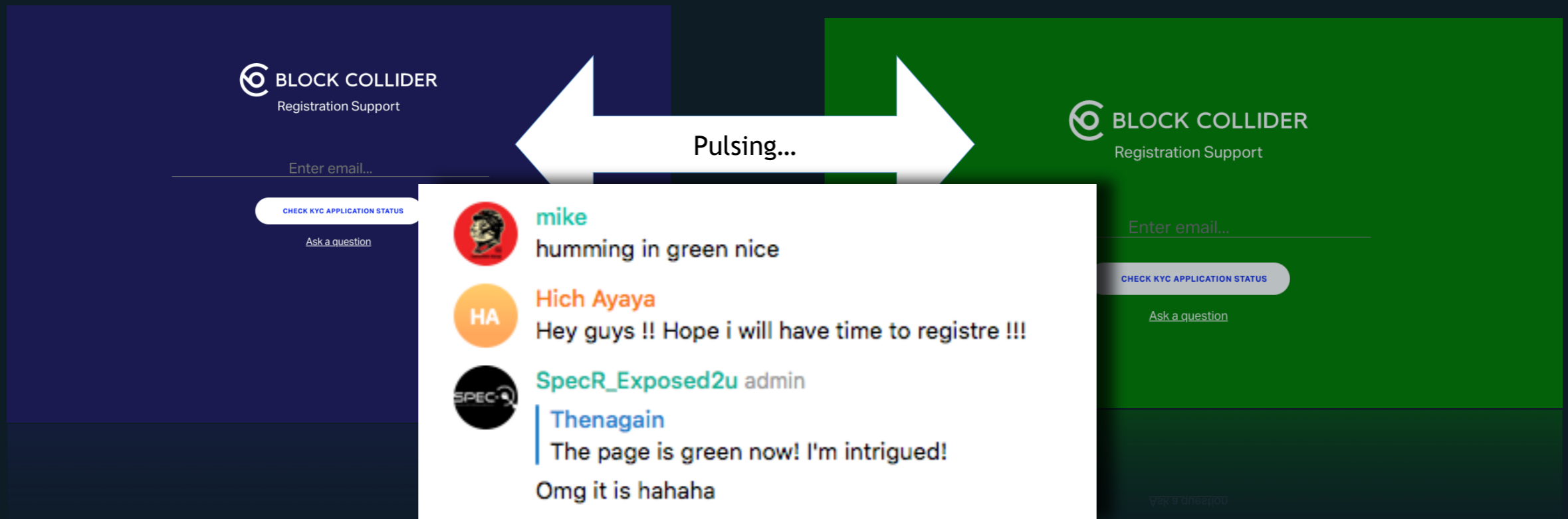
Since the first registration closed fast at just over a minute, by the time people received the email it was not longer available. This pushed true supporters to participate on the Telegram group.



PART 1/3 Registration Waves

Each registration event had a maximum number of spots.

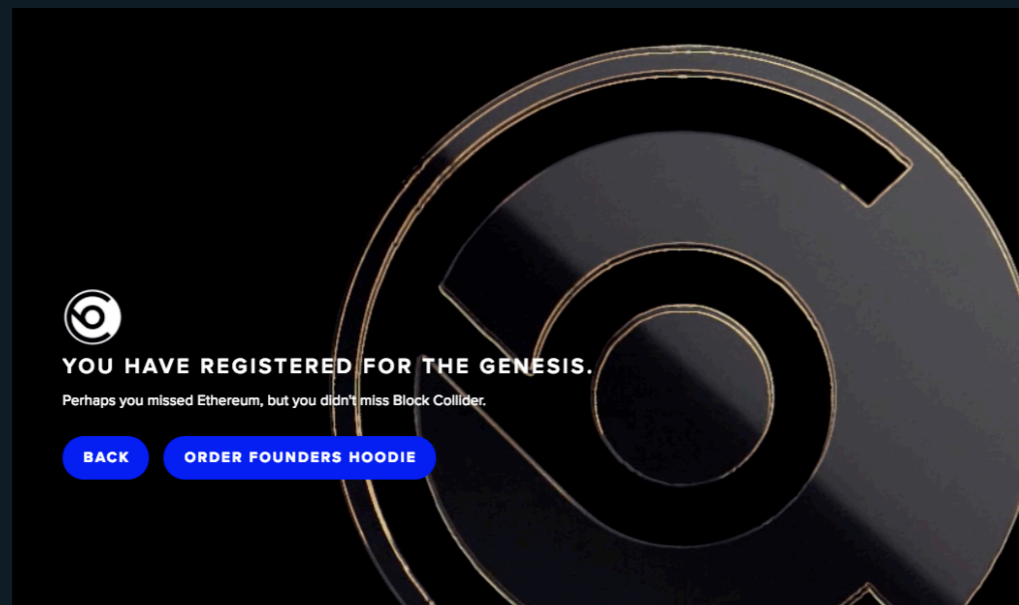
The registration page (<https://blockcollider.org/register.html>) began pulsing gradually increasing speed as the opening approached. Five minutes before beginning the white glow began glowing green.



PART 1/3 Registration Waves

The additional coverage brought extreme traffic for registration wave 3.

- 8 regional load balancers were deployed.
- 380,000 unique views on CloudFront.
- With 5 minutes to go 21,000 people had already joined peaking at 29k.
- All of them...hitting refresh.




Screenshot of page (still viewable at "<https://genesis.blockcollider.org>") greeted users who were able to get a registration spot.

PART 1/3 Registration Waves


Notable Feedback


In reply to [CryptoShillNye](#)

 **Rach** @MillennialRach
2 days ago


Bet it's Block Collider

Hide Conversation


 **Shill Nye The Lambo Guy** 🚗 Looking into a badass project that just finished it's ICO phase. Once I learn more, I will share here. 🙏


 **Cinque Cento**
Hell yea

Thank you BC for making this ico super easy

 **BitMekon** @BitMekon
5 hours ago

Is BitconnectX still on the cards? Seriously though, I have Block Collider, Omnitude, ORS and Morpheus in my sights.

 **HODL Droid**

 **siva lingam**


Arjun any one got more than 1 ether in allocation?
Chuck Norris got 10 ETH

 JulioPapi4 retweeted

 **Franz Schronschafer** @schronschaffer
22 hours ago


One of the best ICO in crypto history - Block Collider. In the future all coins will be trading decentrally on DEX like ERC20 tokens on IDEX or Forkdelta. The problem that we can't trade BTC to ETH, or to LTC in the same way. Block Collider is going to solve this problem.

In reply to [CryptoGat](#)

 **Anthony Bellanca** @tbellanca82
7 hours ago


Block collider

Hide Conversation

 **Ivan S. [Gatfish]** bored, send me some whitepapers


 **Sergey (ICO Drops)**

Our guys said that code is good! I'm in


 **Jeremy**

Do let me know if you have more info regarding internship 😊


11:44 PM

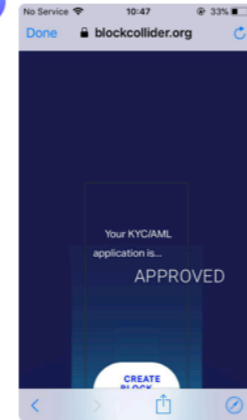
 **Gerrit Chrysler**

I'm so thoroughly impressed with this project.

 **Patrick**

I hear there's space in BC. Is that true? We'd love to get in

 **VB**




👍👍👍👍👍👍👍👍👍👍👍👍👍👍👍👍


THANK YOU SOOOOOOOO MUCH!!!!

This is historical!!!!

Yes!! Yes!! Yes!!!!!!

😘😘😘 lemme kiss all of u!

 **Patrick M**
haha great I will pass your feedback on to the team, thanks for your support!

 **Mac**

Buying whitelist spot serious pm

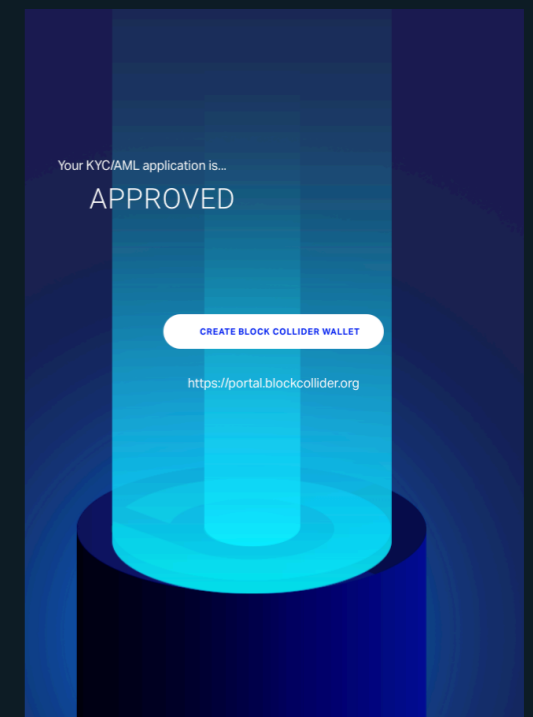
I will give my soul

PART 2/3 KYC Application

KYC service provided by IdentityMind.

All participants were required to participate in KYC. Service provided by IdentityMind. The sentiment from the registration was paramount in setting the “culture/mood” for the remainder of the ICO.

On March 28th, we were unaware of a service failure within IdentityMinds server that lead to over 3000 false KYC failures. IdentityMinds Team themselves only discovered the failure after users coordinated organically a “Block Collider KYC Support Group” and directly contacted IdentityMind’s support team, including directly contacting the CEO and executive team.



PART 2/3 **KYC Application**

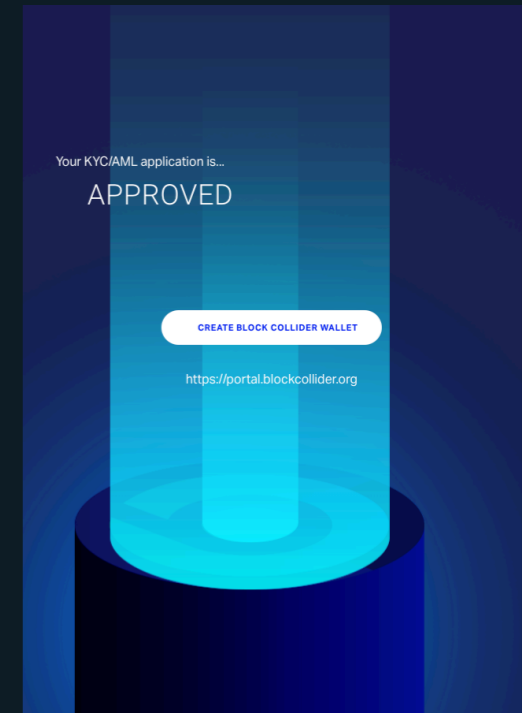
IdentityMind's KYC failure lead to increased demand from a support perspective and Resulting in redirecting developers to maintain consistent communication to allay concerns and adjust community expectations.

What we learned...

Every member of the Block Collider team came together taking shifts and often working all night while maintaining an aggressive technical deployment schedule. We had over 1500 support tickets and most stating their case for KYC legitimacy.

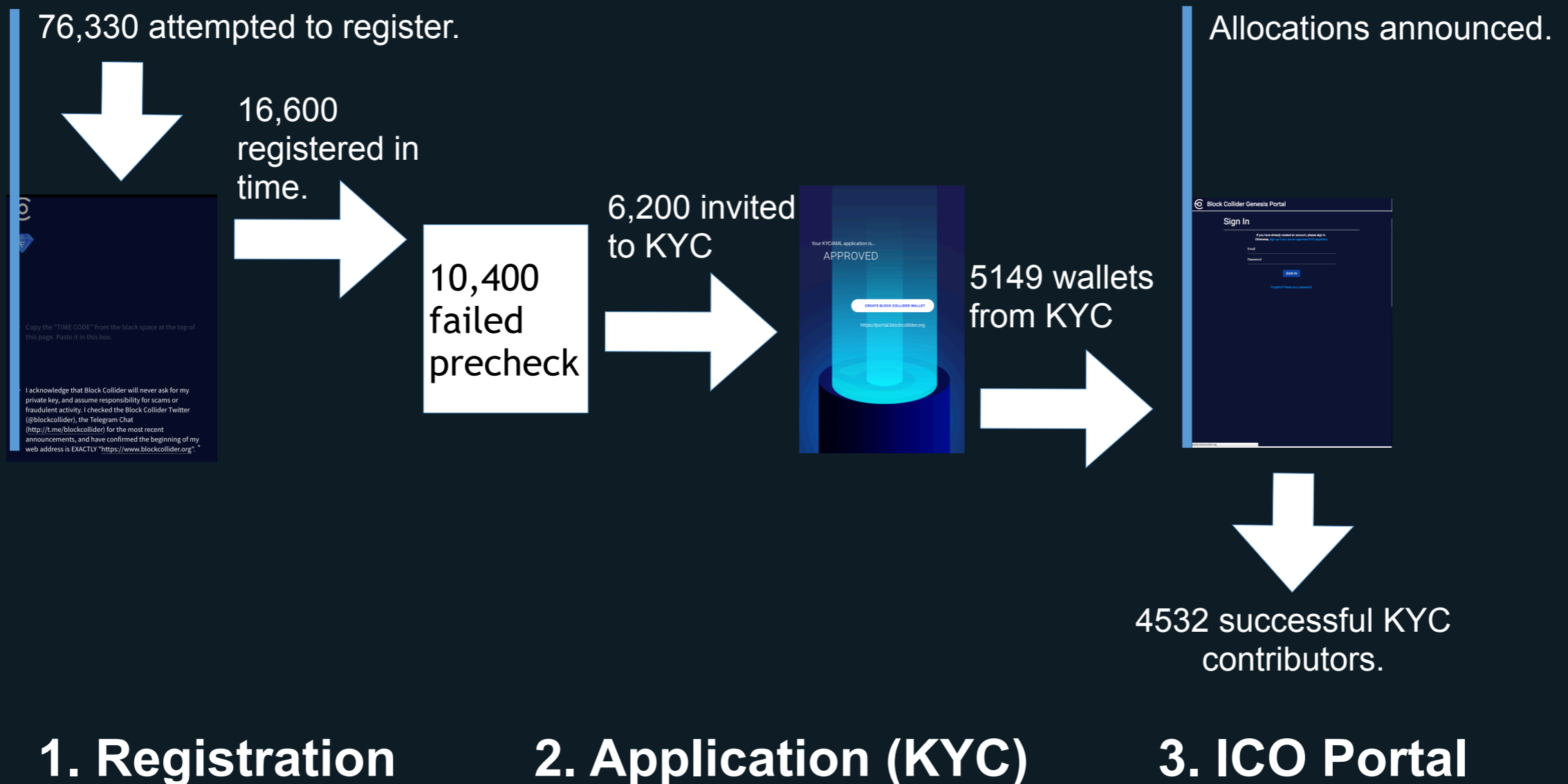
Projects in the future should consider using two KYC/AML providers in parallel.

Provide support services with less room for ambiguity (don't include a Tell Me-What-Your-Problem-Is).



PART 3/3 User lifecycle up to portal

User lifecycle through the ICO.

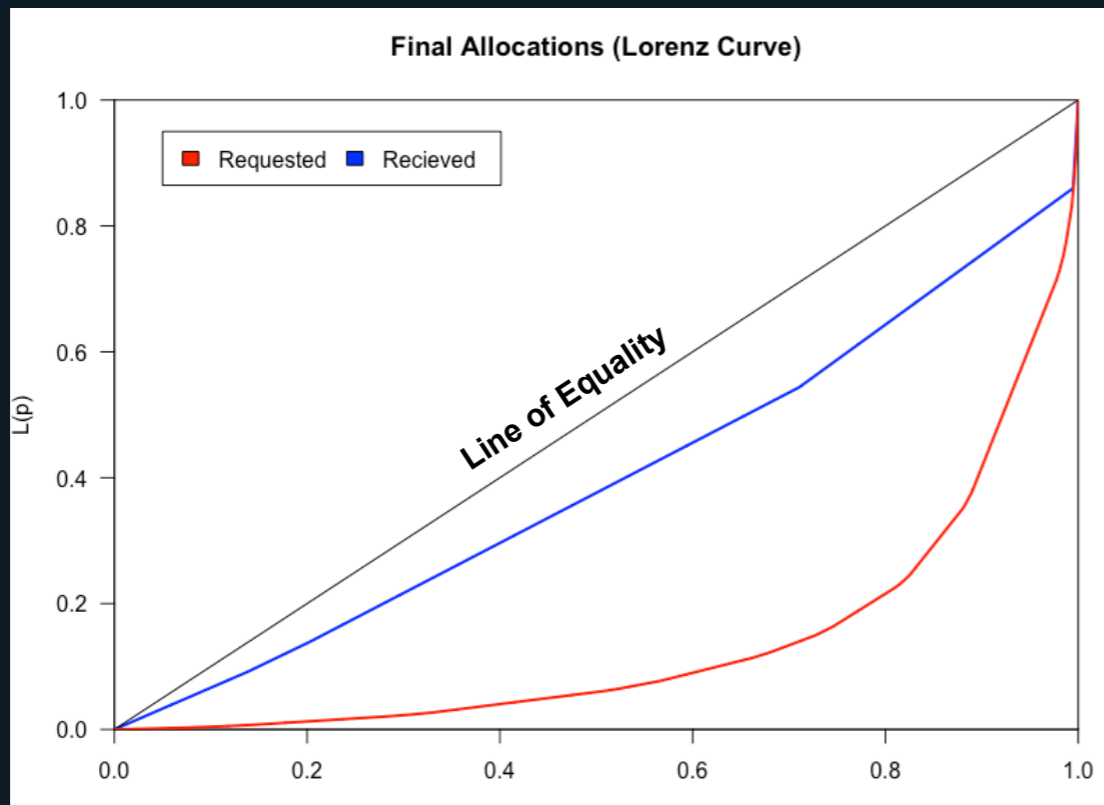


RESULTS

Final distributions

Requested Allocation vs Final Allocations

The goal is to use a very small amount of the users buying power while ensuring that larger buyers don't control the supply.



Block Collider GINI Index

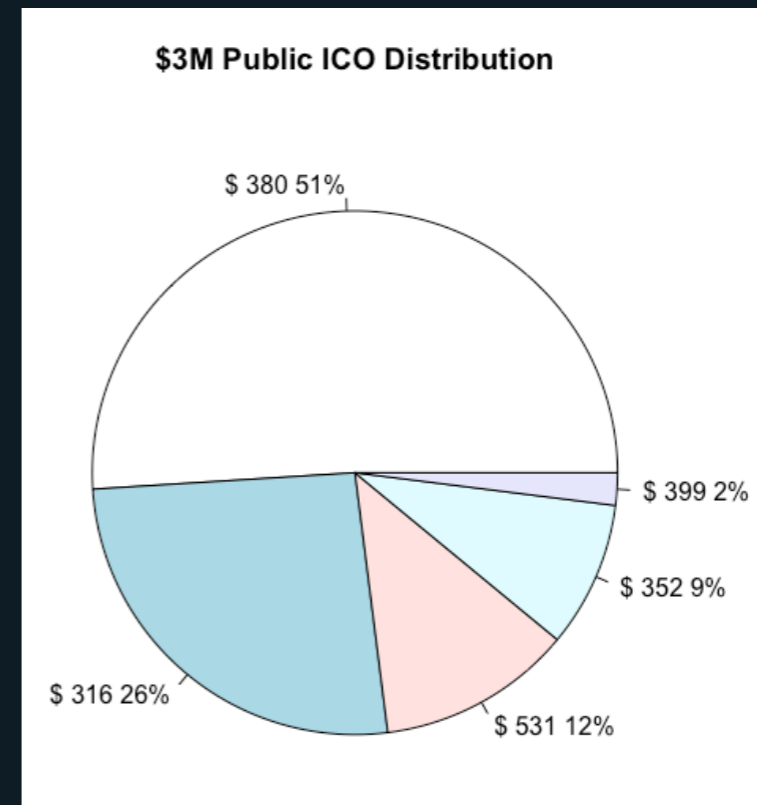
Requested: 0.724

Received: 0.2169

Ethereum GINI Index

Received: 0.8322

REF: <https://blog.ethereum.org/2014/08/08/ether-sale-a-statistical-overview/>

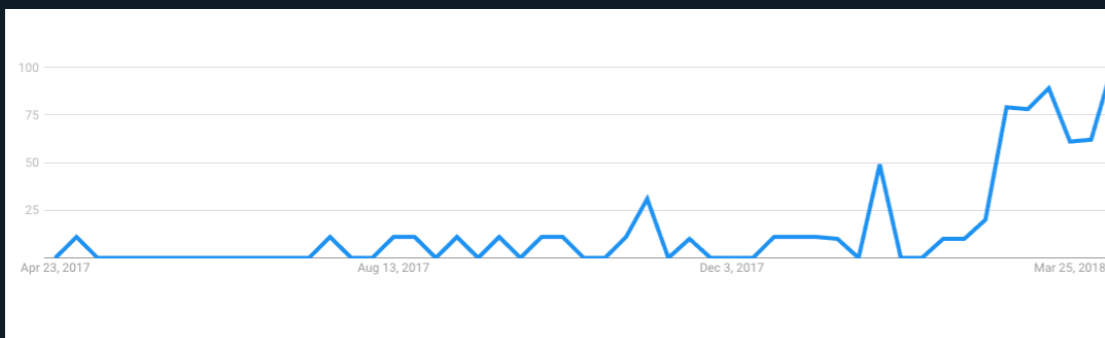


Percentage of users issued allocation (REF: USD).

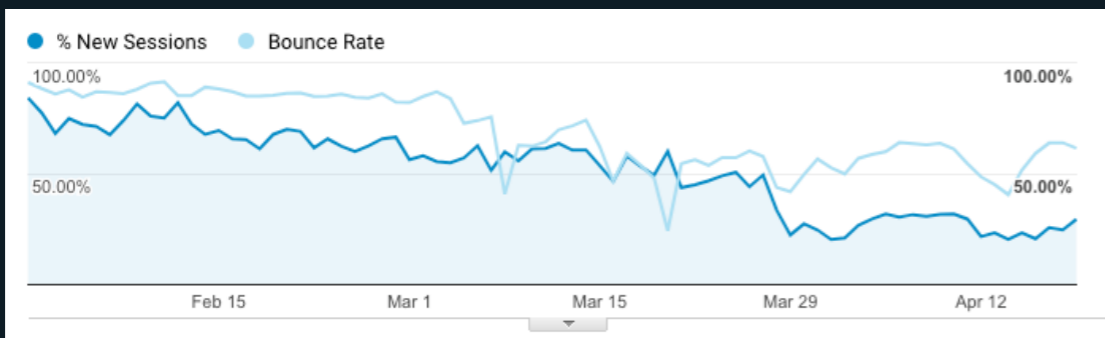
RESULTS

Key Performance Indicators

Performance Indicator	Metric
Users attempting to register during final registration window.	76,333
Record visitors real time on the same page.	29,640
# of new Emblem owners	4,532
Raised from public and private sales to date from ETH and BTC	\$7,012,828



Google Trends shows abrupt but steady increase starting in February 2018. We expect this to correct and then again start rising for the Evangelist Events.

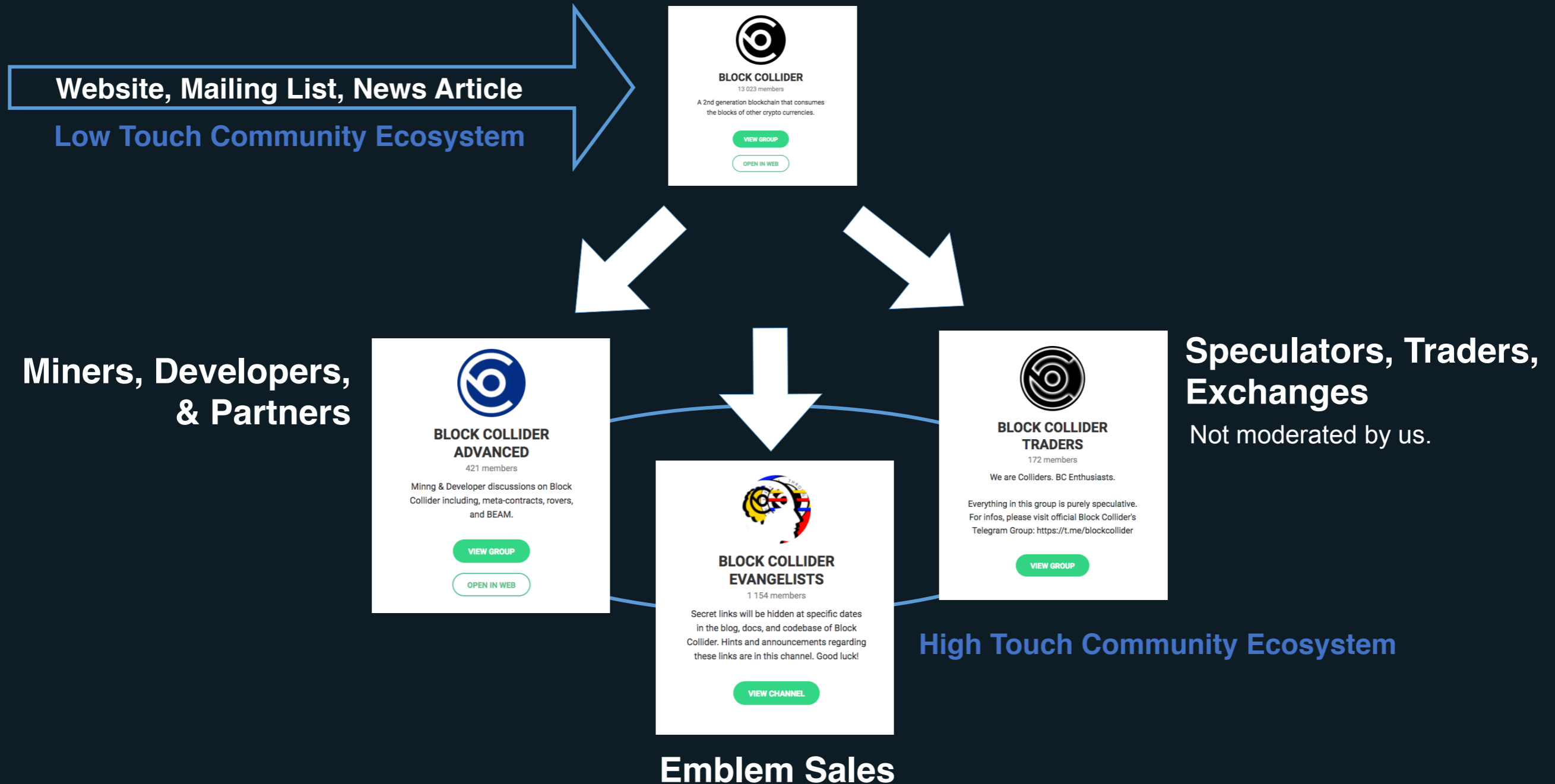


Percentage of new users vs. repeats is steadily declining which demonstrates more new users are becoming users who return.

COMMUNITY

Capturing momentum from the ICOv2 for the user's lifecycle.

Telegram Channel



NEXT Community involvement POST-ICO



Community involvement after the ICO will be primarily through what is called the Block Collider Evangelist Events.

- Three events each with 66 allocations available to win.
- Users must find a link that is hidden at an announced time in either the Blog, Documentation or Codebase.
- The link allows the user to claim one of the allocations.
- Hints to where to find the link will be revealed on the Evangelists read-only channel <https://www.t.me/readyblockone>
- Over 1700 users signed up to compete in the first Evangelist event on April 26th 2018 @ 5:00 AM EST

Learn more at: <https://blog.blockcollider.org/how-to-get-emblems-now-that-the-ico-is-closed-20fadc6c0b14>

Technology must stand on its own. There will never be a bonus or resale discount of Emblems. Blockchain smart, Wall Street strong. Rovers. NRG. Multichain. Proof of Distance. Stable Hash. Short Tai Lopez, long Satoshi Nakamoto. We will list exactly as many advisors as Bitcoin. Fork Block Collider Cash. Emblems. In addition, Block Collider is an experimental asset that is purposely trying to stay away from market dynamics so as not to jeopardize its aggressive technical vision. Developers developers developers and community community community. This makes it a difficult instrument to value especially since we have clearly taken a stance against the traditional ICO....using brand names to replace technical milestones, filling doubts with advisors where there should be doubts, and offering back door deals to raising huge amounts from mismanaged capital. This is a warning sign. It's an example...where do we see it not just Block Collider but all crypto engineers focused? On assigning weighted allocations, or on building the protocol. I will always 100% choose building the protocol. Technology must stand on its own and the only way for that to happen is to be relentless about it. That isn't to rat on you because asking for allocation is a logical question, it's to shift the focus of our accountability from the sale to the TECH. We are an ICO unlike the hundred or so popular ones last year who are launching the Mainnet first, you and the rest of the community should be hounding us every day and every night to fulfill that promise and when that's done to add every Blockchain and when that's done to add every bank and when that's done the same guy in the future asking another startup for what his/her allocation is won't be asking in USD but in EMB....and then we're done. **Freedom through cryptography.**



The end of the beginning.