



There is a new ICO on the block.

An ICO that self-declares it's not like the other ICOs. Its appeal – becoming more widespread by the day – has spilled into businesses and industries outside of the crypto world and into the seemingly unrelated spheres of finance and even Hollywood.

CTA: [Subscribe Now](#)

The company already has a pool of early adopters who are committed to utilizing the firm's technologies and others who intend to ICO or IPO on its exchange. THB Holdings for instance has publically announced its commitment to using this exchange for its upcoming Initial Public Offering. Known for its work on The Amazing Race and American Ninja Warrior, THB Holdings has worked alongside superstars such as Justin Timberlake and Beyoncé. The firm is now launching an innovative Super Sport Race Franchise called The Human Baton. According to CEO Stev Stephens, trade.io provides a launch pad from which his own company can reach the next level. Jim Preissler, CEO of trade.io explains "we provide a unique turnkey type setup, where we handle all the 'legwork' at a fraction of the cost and effort of a traditional IPO, so the client can focus on running its business".

Las Vegas-based fast-casual fusion restaurant brand Tail and Fin is another such first adopter of trade.io's upcoming exchange. They join food, beverage and entertainment establishment Great Fundamentals as well as another four companies outside of the blockchain circles, in declaring their commitment to trade.io. What is common with all these firms, despite their vastly different business models is that they all intend to utilize the unprecedented blockchain technologies offered by trade.io, to their advantage. These so-called 'early adopters' make trade.io the first ever crypto-offering to have an expansive distribution network from first day of operations.



Trade.io is getting into the habit of making unprecedented firsts that reach the public eye. Upon announcing that entrepreneur Chien Lee joined the board, the financial world scrambled to understand how the billionaire managed to 'sidestep' the Chinese ICO ban. It indeed appears to be an ICO like no other and much more than meets the eye.

Visit www.trade.io for more Information

About trade.io:

trade.io democratizes the financial markets and saves money for investors and companies through reducing and eliminating fees and inefficiencies by utilising its innovative Blockchain trading platform. Disrupting a whole ecosystem of banks, advisors, markets, and record keepers which are extracting fees and can be disintermediated and commoditised by more efficient peer-to-peer Blockchain platforms. The trade.io exchange not only supports trading of assets, but supports a more efficient listing of assets in the crypto economy under the indelible and trusted history that Blockchain provides. The company couples these operational assets with investment banking experience, senior advisory expertise, as well as operating their system in a regulated and compliant environment.