



5 REASONS TO INVEST IN ICOSTART

WHY INVEST IN ICOSTART

“Market Demand is a simple concept to understand but a hard one to measure. A high market demand will usually lead to a high price, if there is a limited Circulating Supply”

Based on this idea, we have built our limited Hard Cap and we have hypothesized our platform.

This must be understood as the growth potential of our TOKEN (ICH) based on a limited Circulation Supply.

1. The diffusion of our services and the continuous growth of the demand for startups in the ICO field will lead our customers to have token supply (ICH) to access at the launch of their ICO project, on this axiom, as soon as the service begins to spread, we will start to create the concept of scarcity of tokens and therefore of resources with to register on our platform. The increase in demand compared to the limited supply may therefore lead to a probable increase in value of our Token (ICH).

2. The circulating supply directly affects the price of the currency. The trend is that, the lower the supply circulating, the higher the price (depending on the capitalization

market with a lower market capitalization which gives a lower price). The circulating offer is therefore also the value generally used to calculate the price of money, this could mean that our TOKEN (ICH) with a lower circulating reserve (such as for example 40 million coins) is likely to tend to have a value for money much higher than a currency with a greater availability of circulation.

3. If we assume that we apply the Discounted Cash Flow Analysis (DCF) to the Payment Tokens market, and then transfer it to a value measurement concept from tools to evaluate the price / earnings ratio, the increase in cash flow and therefore the use of the TOKEN (ICH) together with other positive market parameters in cryptocurrency scope can be a support of the first point.

4. Token Burn: The concept of removal Token from the market as a percentage may have the effect of further reducing Circulation Supply by increasing further the benefits of the three previous points.

5. Analysis on the growth prospects of the ICH token.



WHY INVEST IN ICOSTART

The statistical analysis was performed with the aim of estimating the likely target growth of the Token price in the first 120 days. The problem has been defined as follows: find the 20th quantile of the price growth distribution function.

Considering the function $F(x)$ as cumulative distribution function of the random variable X

$$F_x(x) = \int_{-\infty}^x f_x(t) dt$$

the exercise is to find an inverse function $F_x^{-1}(\alpha)$ such that the probability $P(X \leq x_\alpha) = \alpha$.

Was evaluated the possibility of defining the analytical form of the cumulative distribution function F_x or the density function f_x , but this approach presumes to assume strong hypothesis that could compromise the applicability for this type of problem. The recent studies successfully use the computational methods that allow a very low type II error without particular constraints in the initial hypotheses. We used the Monte Carlo method based on random sampling.

We simulated by using R language 90,000 of the possible Token price development scenarios based on the current ICO market. We have used the historical series linked to the growth of cryptocurrencies related to the ICO sector, interpolating them with the cryptocurrencies market trend.

The number of scenarios was chosen to exclude the randomness of sampling from the final result. The realization of the random variable obtained in this way is distributed according to the unknown

density function f_x . The algorithm used to estimate density function f_x disperses the mass of the empirical distribution function over a regular grid of at least 512 points and then uses the Fast Fourier transform to convolve this approximation with a discretized version of the kernel and then uses linear approximation to evaluate the density at the specified points. The statistical properties of a kernel are determined by 2 equations:

$$\sigma^2(K) = \int t^2 K(t) dt$$

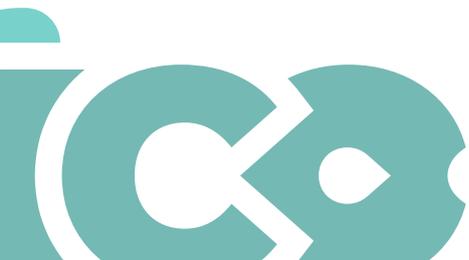
which is always equal to 1 for our kernels (and hence the bandwidth bw is the standard deviation of the kernel) and

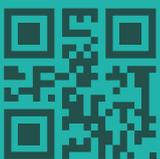
$$R(K) = \int K^2(t) dt$$

Finally quantiles was defined as weighted averages of consecutive order statistics

$$Q(p) = (1-\gamma)x[j] + \gamma x[j+1]$$

- where $\frac{(j-m)}{n} \leq p < \frac{(j-m+1)}{n}$.
- $x[j]$ is the j th order statistic.
- n is the sample size.
- value of the γ is a function of $j = \lfloor np+m \rfloor$ and $g = np+m-j$.
- m is a constant determined by the sample quantile type.
- As a final result we obtained that the value of the twentieth quantile $Q(0.2) = 20.07$.
- That means the probability for a Token multiplicative performance of 20.07 times in 120 days is 80%.





Swiss Crowd SA

Via Alberto Giacometti, 1
6900 Lugano
Switzerland

icostart.ch