

The Research about ICO Strategic Management

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Abstract

This study investigates about the ICO (Initial Coin Offering) trend development and strategic analysis. After the launch of Bitcoin in 2009, digital currencies began to attract attention, and various types of digital currencies began to appear on the market. Since 2017, Bitcoin has soared, driving the value of other digital currencies to soar. In December 2017, the value of Bitcoin came to a record high of \$20,000 for a bitcoin. After that, it fell wildly, and the same was true for other currencies.

There are more and more ICOs (Initial Coin Offerings) on the market, indicating that many transactions tend to be funded in the form of virtual currency (coin or token issued), so ICO has its importance.

Since ICO does not currently have the relevant regulatory agencies to control, there is no mechanism to ensure that the ICO team invested must perform, so the risk of ICO is high. And there is not a complete mechanism in the market to predict the future development and trend of each ICO for investors' reference. Therefore, this study intends to develop a set of tools to predict the future earnings and potential of each ICO, and to issue an analysis report for reference by general investors and traditional small and medium-sized investment institutions.

First, use the Case Study method to detail each ICO, including its entry rules, team information, detail description of the system architecture, current market data, investment advice, and the authenticity of the white paper project content. A detailed analysis of the current core issues of this ICO and an appropriate solution to the problem. In addition, it also analyzes the use rights and sharing rights of investors after the successful investment in this project. It is expected that through the research report of this team, investors can reduce their investment risks.

Furthermore, quantitative analysis is conducted using the Markov chain. Therefore, the research team's research report will introduce the research topics, research background,

research purposes and status description for each ICO, and then propose the ICO Markov chain to use the secondary data for quantitative analysis.

Through the use of the above qualitative research and quantitative research methods, this study develops a complete set of evaluation criteria according to industry categories, issue time, circulation, etc., for investment to find reference, to find suitable investment targets.

Keywords : ICO, virtual currency, evaluation criteria