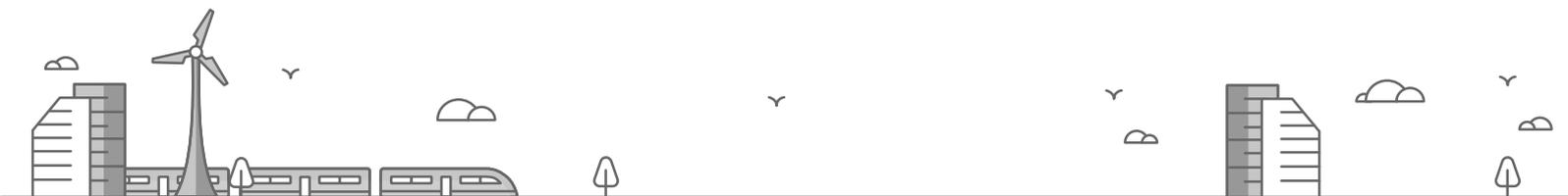


# CoinMetro

MOVING CRYPTO FORWARD

## ICO Express Guidebook





# What Is CoinMetro?

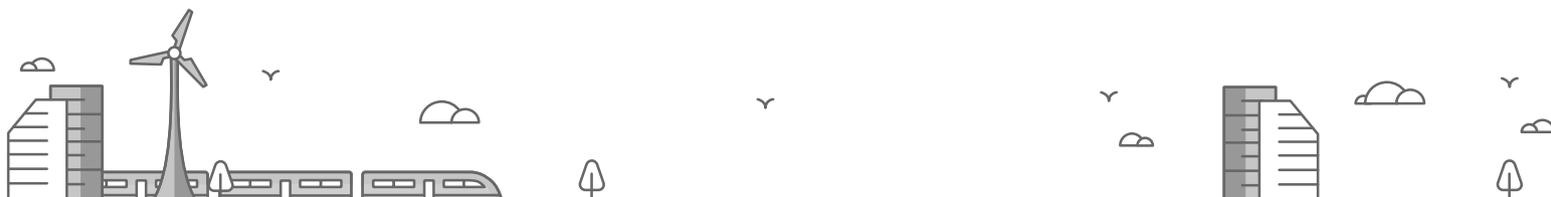
**CoinMetro** is a next-generation platform for digital assets built by experienced finance professionals. Unlike many crypto platforms, CoinMetro offers multiple services under one roof, including an exchange, unique investment models (like managed accounts and crypto ETF's), and a robust ICO Express engine designed to give companies everything they need to launch their own tokenized asset. Built with the intention of simplifying crypto, CoinMetro emphasizes customer support, regulatory compliance, an intuitive user interface, and a wide variety of features.

## What Is ICO Express?

As the digital asset economy matures, more and more companies are exploring the benefits of blockchain technology and issuing their own tokenized assets. Launching a successful ICO is hard work—we know because we did it! ICO Express eliminates a lot of the legwork, giving vetted companies access to a complete blockchain infrastructure, support network, easily customizable tools for issuing smart contracts and tokenized assets, and access to secure funding opportunities for their project. Leveraging CoinMetro's own secure blockchain infrastructure through ICO Express reduces the time and energy required to deploy a tokenized asset and allows companies to focus on their core mission, enhancing the real value represented by that token.

## Vetting Process

CoinMetro is extremely committed to quality, and we employ a strict vetting process when evaluating potential candidates for ICO Express. A dedicated team reviews all projects thoroughly, looking at project scope, vision and viability, team background and qualifications, existing company footprint, and other factors. Our vetting process aims to benefit both CoinMetro users and projects launched through ICO Express. Maintaining a high level of quality control allows us to offer ICO Express projects a number of benefits and opportunities, including guaranteed exchange listing upon approval.





## Benefits for ICO Express Projects

In addition to guaranteed listing, approved ICO Express projects may have the opportunity to be listed in one or more of CoinMetro's ETCF's (Electronically Traded Crypto Funds). Similar to traditional ETF's, ETCF's group many different tokenized assets into a fund which users can invest in for one-click diversification. By grouping newer tokens with more established assets, ETCF's have the advantage of bringing stability and liquidity to younger projects following their initial ICO or TGE.

ICO Express projects also gain exposure to the CoinMetro community, which is continuing to grow as the platform develops. Beyond maintaining an active presence on Telegram, Reddit, Facebook, and other social media channels, CoinMetro also features Community Pages, both on the front-end of our company website and on the CoinMetro platform itself. Community Pages will give ICO Express projects a unique opportunity to interact with users on the platform and engage with the crypto community. Additionally, projects may participate in CoinMetro's Family Airdrop Program, which connects users with new projects and encourages platform participation and dialogue.

In addition to opportunities afforded by the CoinMetro platform itself, CoinMetro may choose to provide seed funding for select projects on an ongoing basis.



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