

**White Paper**

Create the roadmap and details of your ICO. While this speaks to investors and the crypto community, as ICOs become more mainstream, it will also need to make sense to media, everyday potential investors and eventually regulators.

**Technical Background**

Technology is one of the most – if not the most – important aspects of a cryptocurrency. You must establish your technical background in this industry

**Differentiation**

There are countless number of ICOs popping up. You have to be able to provide the reasons your ICO is different, which could range from the technology behind it to how the auction will be handled.

**Compliance, Due Diligence and Transparency**

This is an unregulated industry with little to no standards or legal burdens. ICOs do not want to be compared to IPOs and be forced into burdensome federal compliance issues. But at some point, regulators will come knocking, and to avoid their wrath, you should be providing as much transparency and compliance as possible, even though you don't need to today.

**Business Opportunity**

The ability to tie your cryptocurrency to an existing product or service where it will be used adds another layer of value. Or, prior to your ICO, create partnerships with companies who will use your currency for their transactions.

**Team and Pedigree**

Establish who your team is behind the token sale and the creation of the cryptocurrency. People should see this team and their backgrounds and have confidence in your currency.

**Board of Advisors**

To establish credibility, it's important to build a Board of Advisors with trusted names in the technology, crypto and even finance space.

**Investors**

The investors committed to your ICO before and after the token sale are important, especially in Asia.

**Cryptocurrency Influencers**

It's a small, vocal community that has the ability to help your ICO pre- and post-launch. Develop relationships with these people, offering pre-sale discounts

**Cryptocurrency Trade Outlets**

If handled properly, the few out there should announce your ICO. But there is a right and wrong way to approach them, as more and more ICOs are created.

**Mainstream Media**

While having the New York Times or BusinessInsider write about your ICO may not help with the sale, it does add a layer of credibility. But the media is under-educated when it comes to this. Have professional communications counsel to guide you through messaging, media training and interviews to ensure positive coverage.

**Mainstream Influencers**

Stay away from celebrity endorsements. If you are doing everything else right, you have the potential to conduct a successful ICO. Having influencers attached to your cryptocurrency can throw up a "pump and dump" red flag.