



WV FINANCIAL SERVICES
Portfolio Management | Crypto Finance | ICO

INITIAL COIN OFFERING (ICO) SERVICES

In order to maximize the success of an ICO, WV Financial Services provides specific services to startups.

A. Understanding the project with its strengths and weaknesses

- The business model's validity and viability
- The financial plan.
- Assessment of the competitive environment.
- Assessment of market dynamics.
- Project team evaluation.
- A study of the business model.

B. Assessment of the probability of success of the project

- What are the team's chances of implementing the product or service with the stated set of developments, team competencies, business model, current market development and competitive environment
- Analysis of the token and its functionality

C. Qualitative and quantitative analysis of the project and recommendations

1) Qualitative characteristics

- Technological operation environment — assessment of a project's infrastructure and its development, solution of current problems.
- Assessment of the current market segment, its growth rate, competitive analysis.
- Legal preparation of the project — compliance with regulatory frameworks,
- Project management
- Tax issues for issuer and investors
- Marketing strategy and probability of support.

2) Quantitative characteristics

- Forecasting demand and supply for the digital asset offered for sale by the company
- An estimation of project costs

- Best estimation of token value based on valuation methodology researches from MIT

D. Implementation of the ICO

- Token creation
- Marketing campaign
- Token sale
- KYC (Know Your Customer) & AML (Anti-Money Laundering) procedures
- Funds collection
- Crypto fiat conversion