

## EXPRESS REVIEW OF ICO PROJECT



[izx.io](https://izx.io)

ICO: 01.03.2018

**HIGH**  
Quality Rate

AVERAGE SCORE

5.1 / 7.0

**DIGRATE**  
digital rating agency



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The evaluation is only a reflection of DigRate's review of the documents and other resources available as of the time of the publishing of this report. Any updates and/or changes to the documents following the date of the publication of this document are not considered in the evaluation.

The DigRate team expresses its respect to all enthusiasts of the cryptocurrency world.

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According to project's [whitepaper](#): "IZX is a decentralized platform for building effective interaction between advertisers, game developers and customers. It allows business to utilize augmented and virtual reality games in order to convert game players to real customers.

Business logic of marketing campaigns built on IZX platform is flexy customizable and managed by smart contracts. Game artifacts are tied to IZX Drive tokens which backed by special offers and discounts. The game player finds artifacts inside a game arena and receives tokens to her wallet. Then she can exchange the tokens on discounts in a place that sells product or provide services, e.g. hotel, restaurant, clothes store or barbershop.

IZX intent is to make business-to-customer value exchange transparent, secure and easy perceived by customer, at the same time affordable for local business. It brings new opportunities for businesses to build their own effective marketing campaigns, provides new monetization options for mobile game developers and finally makes end-users happy by erasing the boundaries between virtual and real treasures.

IZX is the protocol for:

- Building without-middlemen economical interaction between advertisers, developers and customers,
- Rewarding game and applications developers who help businesses to interact with customers,
- Implementing discounts, special and personal offers for customers,
- Transferring players efforts and passion into brand awareness and loyalty.

That's how IZX provides advertisers with the way to attract attention and motivate to real actions the generation, which basically spends five hours of their day in a smartphone ."

## OFFICIAL INFORMATION

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<b>Token</b>	IZX
<b>Price</b>	1 IZX = 1 USD
<b>Soft Cap</b>	-
<b>Hard Cap</b>	\$25 mn
<b>Bonuses at Pre-Sale</b>	Up to 20 %
<b>Bounty campaign</b>	yes
<b>Platform</b>	Ethereum
<b>Accepted</b>	BTC, ETH, 70+ cryptocurrencies, USD, EUR, RUB
<b>Country</b>	Singapore



Criterion	Score
<b>PROJECT CONCEPT</b>	
Does the problem the project plans to solve really exist?	
Is the company's product unique and monetized in the market?	5.8 / 7.0
Has the team identified its competitors and its advantages over them?	
Is the project's solution significantly different from existing solutions?	
<b>BUSINESS MODEL</b>	
Has the project laid out its operating business model?	
Is there a clear roadmap?	4.7 / 7.0
Has the team presented a detailed financial plan for revenues and expenses?	
<b>THE TECH</b>	
Is blockchain technology a solution to the market problem?	
Is there already a working product?	5.5 / 7.0
Has a safety audit of the source code been provided?	
Has the source code been published on GitHub?	

Criterion	Score
<b>TEAM</b>	
Have the project founders already implemented a similar successful business?	
Are the project founders well-known, with established reputations in their professional fields and/or in the blockchain field?	<b>5.0 / 7.0</b>
Does the project team have enough experience to implement the project?	
<b>TOKENS</b>	
Is the issuance of tokens limited?	
Is there mechanism that would protect current holders from token devaluation?	<b>5.3 / 7.0</b>
Do the project participants have clear motivation for owning the tokens?	
<b>PROJECT SUPPORT</b>	
Do the competencies and experience of the advisory board members meet the project goals?	
Are the project's partners large and well-known?	<b>4.7 / 7.0</b>
Is the project attracting large VC investors?	

**Criterion****Score****COMMUNICATION**

Is the project popular on social networks and in thematic communities?

Is the project widely discussed on blockchain news resources?

**4.0 / 7.0****JURISPRUDENCE**

Is there a clear legal structure? Is it transparent?

Have tests been passed that determine the token is not a security?

Is there an AML policy? Does the company have KYC procedures for token purchases?

Does the project provide tools (for example, the use of escrow) that would guarantee the return of investments if the stated usage of funds is not followed?

**5.1 / 7.0**

Is there a SAFT, a detailed contract/offer, and/or agreement for the token sale?

Is there a detailed Privacy Policy and policy on the processing and storage of users' personal data?

Has the team taken into account the legal risks of an ICO?

How do we rate the quality of the project?



### ADVANTAGES

High  
Quality Rate



### DISADVANTAGES

- The team has studied the competitive landscape and described the project's competitive advantages
  - Blockchain technology is necessary for the project
  - The team described in detail the business model of the project
  - Dispersal of funds is regulated
  - The issuance of tokens is limited
  - The legal structure of the company is transparent
  - The project has a strong advisory board
  - The team has a working product
  - The source code of the project is published on GitHub
- There is no detailed financial plan
  - The project is not popular on social networks and in thematic communities
  - The project founders do not have experience implementing a successful business in the project field

## CONCLUSIONS

[IZX](#) is a platform implemented on a blockchain for constructing effective communication between sellers of goods (services), their consumers and game developers of augmented and virtual reality. The project's founders intend to create a new niche in the digital advertising market, encouraging developers to integrate their applications with the decentralized marketing platform of IZX.

The project team identified the problems of the modern online advertising and offline business market, and also presented a business model in which the main source of the project's income is the commission fees for the use of the network infrastructure. IZX tokens is a virtual asset for the transfer of values between developers, players, and advertisers, within which virtual prizes become real, and players become customers.

Companies on the IZX platform play the role of advertisers and conduct marketing campaigns to engage new or retain existing customers. Advertisers buy tokens for advertising campaigns, and players collect them through the application and can exchange for real values in the form of a discount, gift, special offer or other reward. Developers have already built in the platform the first game of the same name (available at [Google Play](#) and [Apple Store](#)) with elements of augmented reality (AR). Until the end of 2018, the platform plans to launch three new AR-games.

## CONCLUSIONS

The project team has professional experience in software development, finance, and marketing. The project is supported by strong advisors and well-known experts in the field of blockchain, although information about the experience of the IZX founders in the implementation of a successful business in the project field is missing.

There are a number of basic legal documents on official resources of the project ([Terms & Conditions](#), [Privacy Policy](#)) and the regulation of funds dispersal that will be raised during the ICO. Information about the legal structure of the company [IZX PTE. LTD](#) (UEN 201724759N) is posted on Singapore's public websites. [A code of smart contracts for the platform and the game protocol](#) are published on GitHub. Information on project support by VC investors has not been revealed. The project's website lists a number of companies, named partners, but there is no detailed information on this issue.

At the time of drafting this review, the level of the marketing campaign activity is not high enough. There is also a low activity of the project discussions on blockchain news resources, but despite this, the mobile IZX game, integrated with the platform of the same name, managed to attract more than 30,000 active users.

**IZX as a platform for the gaming of marketing campaigns with the help of advanced technologies (blockchain and augmented reality) has a high potential for development and scaling, and the business model of the project is characterized by a medium-to-high probability of investment return.**

Despite the fact that the game presented by developers is a direct analog of the famous Pokemon Go, IZX contains several cardinal differences from existing solutions. First of all, this is the economic benefit that all IZX participants get, regardless of their role. Taking into account the interest of the public in the games of augmented reality (Pokemon Go, where users do not receive money, but spend it, it was possible to attract more than 100 million players worldwide), as well as economic incentives for the token holders, it can be argued that the project has all chances for the successful implementation of the in-game economy. This hypothesis is confirmed by the results of public testing of the beta version and the mobile app of the same name.

There is a risk of using the idea of IZX by large companies: Google, Microsoft, Apple, that are developing an ecosystem of augmented reality.

IZX is using advanced technologies (blockchain and augmented reality) and has a high potential for development and scaling, and the business model of the project is characterized by a medium-to-high probability of investment return.

### What is important to improve?

#### High-priority tasks:

- develop a detailed financial plan;
- actively market on social networks and in thematic communities;
- attract experts with experience implementing a successful business in the project field as partners;
- pass the Howey test and publish the results;
- conduct an independent audit of smart contracts and present its results;
- Organize professional legal support for the project.

**What information  
should be added?**

**More information is required:**

- about large and well-known project partners,
- about the mechanism for protecting tokens against devaluation,
- about large VC investors in the project.

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