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## ULTIMATE ICO PLANNING GUIDE

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### GENERAL PLANNING

Entity name \_\_\_\_\_

Entity type \_\_\_\_\_

Amount to raise \_\_\_\_\_

Price per token \_\_\_\_\_

Number of tokens \_\_\_\_\_

Platform \_\_\_\_\_

Timing \_\_\_\_\_

Team \_\_\_\_\_

Geography Questions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



How the funds will be used \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOKEN

Name \_\_\_\_\_

Symbol \_\_\_\_\_

Intrinsic value \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Speculative value \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## MARKETING

### TARGET AUDIENCE

Needs \_\_\_\_\_

Main points \_\_\_\_\_

Demographics \_\_\_\_\_

### MESSAGING

Core message \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Voice \_\_\_\_\_  
\_\_\_\_\_

### WHITE PAPER

#### EXECUTIVE SUMMARY

The Problem \_\_\_\_\_



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The Solution

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The Offer

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Main Content Sections

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How we'll use the funds

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Team section

\_\_\_\_\_



## INFLUENCER MARKETING

Journalists

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Podcasts

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Youtube

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Bloggers

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## PUBLICATIONS

Websites & Blogs

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Magazines

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## PR

Pre-ICO press release

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ICO Launch press release

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Mi ICO news items

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Post ICO press release

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## BOUNTIES

Social Media

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## MARKETING COLLATERALS

Logo

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Website

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Pitch deck

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White paper

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Main video

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Social Memes

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Promo videos

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## EMAIL MARKETING

Marketing platform \_\_\_\_\_

Lead magnet \_\_\_\_\_

Contests \_\_\_\_\_

Quizzes \_\_\_\_\_

## CONTENT STRATEGY

### ORIGINAL CONTENT

Blog posts \_\_\_\_\_

Promotional videos \_\_\_\_\_

Curated content \_\_\_\_\_

Social Media \_\_\_\_\_

Forums \_\_\_\_\_





## BUDGET

Lead generation \_\_\_\_\_

Advertising \_\_\_\_\_

Retargeting \_\_\_\_\_

## EXECUTION

Purchase process \_\_\_\_\_  
\_\_\_\_\_

Currencies accepted \_\_\_\_\_  
\_\_\_\_\_

Thank you page \_\_\_\_\_  
\_\_\_\_\_

ICO Dashboard \_\_\_\_\_  
\_\_\_\_\_



Sales tracking

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**POST ICO**

Auditing

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Results Communication

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Communication strategy

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ICO ROADMAP

