

# “Eight Major Reasons Why ICOs Fail” — ICOMain.io at the Blockchain Summit, Hong Kong

The ICOMain.io team headed to the Blockchain Summit in Hong Kong this afternoon, a day-long event packed with captivating talks from a diverse range of speakers focused on blockchain technology and its many disruptive applications. Organised by UNICOM, a global leader in fintech events and training, the event brought together the most innovative entrepreneurs from the blockchain space.

Among the fascinating series of talks this afternoon, was one by Kerry Gan, CEO of ICOMain.io. Titled “Eight Major Reasons Why ICO Projects Fail,” Kerry’s talk took on one of the more controversial topics in the blockchain industry today — ICOs. More specifically, he tackled the fact that most ICOs in the market today are primed to fail right from inception, being built on a shaky foundation resulting from inexperience, unsound token economics, and poorly-designed token utility models.

**Here are the 8 major reasons, as addressed by Kerry, why ICOs fail:**

1. Poor core idea/use case
2. Unclear classification/understanding of security vs. utility tokens
3. Lack of proper team formation
4. Unimpressive whitepaper
5. Security vulnerabilities (smart contracts, web apps, etc)
6. Poor marketing and community management
7. Insufficient private investor engagement
8. Inadequate planning and unrealistic expectations

## **ICOMain.io: An Accelerated Solutions Launchpad for ICOs**

In response to the common industry pain points, Kerry spoke at length about ICOMain’s many services which are intended to counteract common obstacles that stand in the way of a successful ICO.

“At the end of the day, the success of every ICO depends on the components of core business concept, technological infrastructure, marketing and community management, as well as investor relations coming together perfectly — and that’s exactly what ICOMain.io is here to do for you.”

