

Determinants of Initial Coin Offerings (ICO) Success



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In the past three years, a new form of financing – initial coin offering (ICO) – has emerged, fueled by developments in blockchain technology and its applications. An ICO enables an entrepreneurial venture to raise funds in exchange for cryptographically secured tokens intended to be the sole means of payment for the venture's future products or services. This paper highlights new determinants of ICO success and contributes to the emerging empirical ICO literature along two dimensions. The first contribution is construction of a comprehensive ICO dataset, compiled using data from 19 sources and substantially reducing measurement error. As many of our empirical findings are new to the ICO literature, the second contribution is providing evidence on some determinants of ICO success on which the existing literature has not reached a consensus and even overturning some of the findings.