

## Stages to success!

Once you have done your **due diligence** on an ICO, and the results correspond to your preferences, then this is the time for you to STRIKE! There are **3 stages** that you can exploit in order to get the best results.

- **Private sale.** Private pre-sale is a stage hosted by an ICO start-up to show the working **prototype** or a **product** to its **venture capitalists and angel investors**. This initial stage is VERY beneficial due to its **discount**. Team will propose a discount from **30%** to even **60%**, and the funds raised will be used for necessary steps further down the line.
- **Pre-sale.** Similar to private sale, pre-sale is a way of raising funds by offering **discounts** that range from **10%** to **55%**. Pre-sale is usually marketed through the use of **Social Media, Website, Bounty Campaigns** and **listings websites**. Generally speaking, many investors consider this stage to be **the most profitable**; however there are some **drawbacks** that need to be taken into account as well. *Higher minimum contribution, higher risk due to immature product, and general lack of liquidity* are just some of the examples.
- **Main-sale (Crowdsale).** During a crowdsale, ICO start-ups will do everything in their power to make the **industry** aware of their **brand and product**. In terms of the **risk factor**, when compared to the previous 2 stages, crowdsale is by far the **safest for investments**. However the **bonuses** and **discounts** are either lacking or are proposed at certain conditions at lower percentages (**5% - 15%**).

For more information please visit: <https://www.coinpoint.net/icoguides>