

What to make sure to check before investing in an ICO!

From an investor's standpoint, it can often be tricky to choose ICO that has all the virtues sufficient for proving its legitimacy. Additionally, with the constant growth of the crypto industry, there has been an unprecedented number of emerging **scammers** who became more difficult to distinguish from legitimate ICO start-ups.

That's why it's **crucial** for every investor to take a glimpse at the following terms, and understand what features this terms **MUST** have.

1. **Website**. Making sure that the website has all the **necessary features** in terms of *design, layout, animation, UX*, but also the presentation of *idea, roadmap, token distribution, whitepaper, social media engagement, and team & advisors* are all crucial for reaching the final conclusion. Some other aspects that can benefit ICO start-ups are *multiple language pairs, one pager, and a working prototype*.
2. **Whitepaper**. This file is ICO's main tool for showing how and why they are going to **change the world** with their idea and utilization of the **token**. Whitepaper usually incorporates *problem & solution, ecosystem/protocol, tokenomics, roadmap, and team & advisors* as its main constituents. Take your team and analyze all this key factors in order to get the idea behind the ICOs purpose and **potential ROI**.
3. **Social tools**. ICO start-ups will utilize social tools in order to **increase brand's awareness and engagement**. They will try to be as active and attentive as possible by keeping their users updated with news, progress, ICO stages, etc. Checking *Twitter feed, Facebook posts, LinkedIn description, Bitcointalk forum thread, Telegram group, and GitHub code* can show you how they **communicate with their users**, and if their users are satisfied with what they are doing. On top of that, you can ask a developer to take a closer look at their source code via **GitHub** in order to verify its authenticity.

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