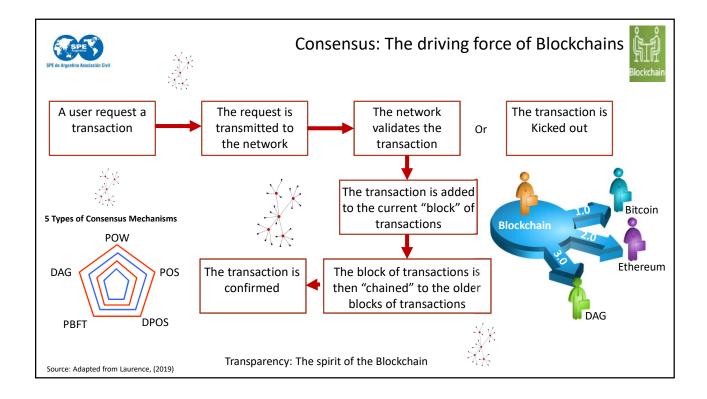
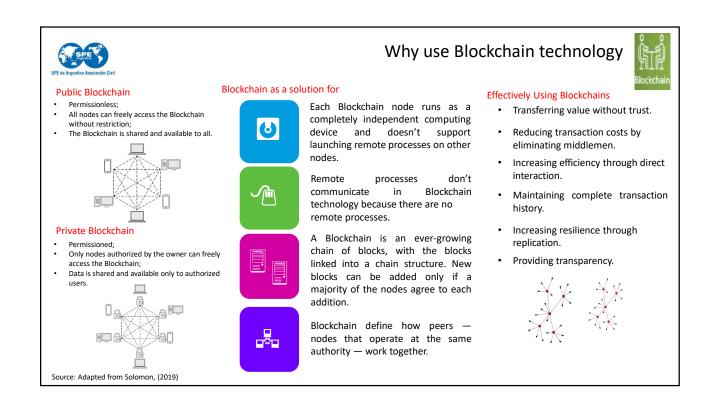
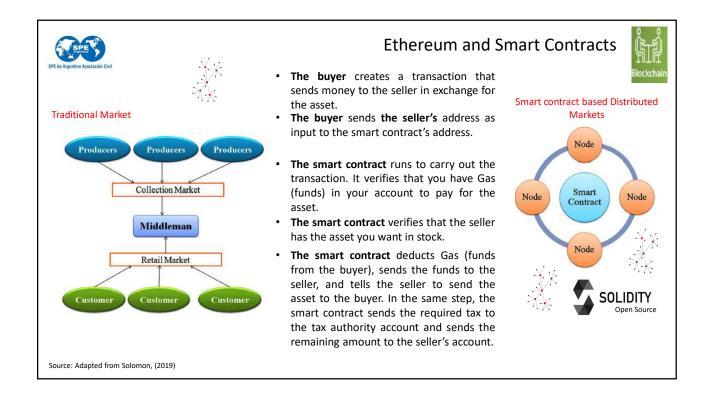


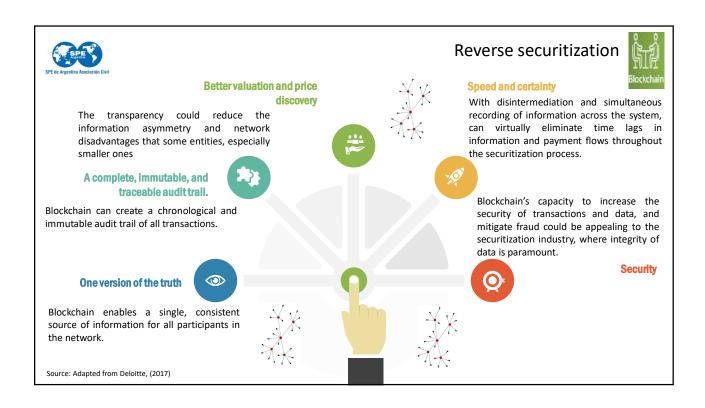


Introduction to Blockchain		
Feature	Traditional Database	Blockchain
Location	One central database copy	Each node stores a complete copy of the Blockchain
Operations Supported	Crete, Read, Update, Delete (CRUD)	Read, Write
Performance	Optimized for short response time and high-throughput	Not optimized for performance
Integrity	Dependent on DBMS and application	Consensus and immutability provide integrity
Transparency	As allowed by central DBMS	Each node stores a complete copy of the Blockchain
Control	Centralized	Decentralized









Characteristic	IEO	ICO	STO
Token Sale	The exchanges are selling the tokens once listed.	The issuer is responsible for the sale.	Security token issuer taker care of the fundraising process.
Marketing & Advertising	Exchanges do all the marketing and advertising.	Project teams take care of all the advertising and marketing.	The team behind the project does the marketing and advertising.
Transactions	Investors transact directly with the token issuer.		
	No trust issues; exchanges ensure due diligence before listing a token.	There are trust issues due to some token issuers providing misleading information.	High trust levels since the tokens have intrinsic value / they represent real assets.
Security	Highly secure since all transactions happen within the exchange website.	Highly insecure as transactions happen on ICO project website which could lack proper security measures.	Highly secure since the token falls under regulations like under the SEC In the US.
Fees	Exchanges charge issuers commission.	No fees.	No fees.
Regulation	Unregulated.	Unregulated.	Regulated.

