

MAVIN Announcement

20.11.2017

Dear Followers, Friends, Backers and Advisors

Mavin is postponing the TDE to next year

Although we had great interest in the project and a substantial pre-sale commitment, we have been noticing a bit of an ICO fatigueness combined with a notable slowdown in backer activities lately. This has led us to rethink our fundraising approach before officially starting our public ICO.

The path we started in July 2017 with the ICO is not working anymore, the costs of marketing spends for ICO's exploded in the last 2 month and are absolutely crazy at the moment.

We planned with a marketing multiplier of at least 10-15x return for every dollar spent, but after the first weeks of the campaign we saw, that the market has changed and our factor would have been significantly lower we decided to stop our efforts. With our marketing budget of USD 200'000 we risked not reaching the minimum goal of ETH 3000.

Thanks to an angel investor we are still able to develop the Mavin Platform and can follow our roadmap as planned, nevertheless we still are continuing our fundraising to bring mavin to the full potential it deserves.

The new fundraising which will be launched in January 2018 will be based on a multi-tier affiliate program with interesting commissions in MVN tokens and ETH, which will help us to reward real influencers for their marketing efforts for Mavin and reduce the amount of marketing in the totally overpaid crypto market world.

The fundraising and affiliate program will be open until the launch of the Mavin platform in Q3 2018. This way we can launch the app and have the token distribution event at the same time allowing a strong demand of the token from the Mavin platform participants from the very first day of issuance and avoiding speculation on secondary markets (e.g. exchanges).

Best Regards,

Team Mavin

Everybody is an influencer!