

Overall Market



Not much changed with the overall market since last week. We are still seeing a lot of sideways movement and unfortunately lost about 10% from the overall market cap.

However, people from Asia are coming back from their Lunar festival holidays and that march is fast approaching. This could signal the end of the sideways movement.

There are plenty of buying opportunities at these levels for short and long term gains.

Litecoin

Litecoin's Litepay payment gateway was officially opened today and I couldn't be more excited about Litecoin because of it. Litecoin is going all out in terms of getting adoption and I believe within the next 3-6 months (and maybe sooner), we will hear many well-known industry names come out and say they are going to adopt Litecoin as a payment.

Getting real world adoption is a rarity and the market will reward handsomely for it. Litecoin is sitting around \$225 dollars and 5th on the market cap. I firmly believe Litecoin has what it takes to certainly move past Bitcoin Cash and possibly rival Ripple's spot if we start hearing more and more about adoption.

New ICOs

There are three new ICOs listed within the ICO board (<https://insiderforum.cryptosrus.com/forum/icos>)

Check out the latest reviews of:

- Adhive
- Budbo
- Shopin

Nucleus Vision Review (nCash)

It's not everyday that you see a new coin get added to Bianca and see it drop by more than 60% but that's understandable since this coin went straight from preICO to being listed. The preICO sale raised \$40 million and the team decide to skip the token sale altogether and instead did an air drop.

Before doing anything rash, know that at its current price of \$.04 cents and it is 4x where it was in preICO. It is best to wait to see if there is are any legs with its current price or if falls more. Besides the price, there are also lots of controversy around marketing. I will get to that a bit futher down.

So what is Nucleus Vision?

Do you guys remember watching the movie Minority Report, specifically the scene where Tom Cruise walks into a Gap store and the ad station scans his eyes and knows who he is and is ready to help him shop?

If not watch this: <https://www.youtube.com/watch?v=ITjsb22-EwQ>

Yup that's Nucleus Vision minus the intrusive eye scan.

To start out Nucleus Vision started in 2015 and is an Indian/US company. Nucleus Vision is about helping merchants gather more information about shoppers so they can cater their services better. And in return, customers get rewarded for giving out personal shopping information.

So how do they get all this information from shoppers? They can do this without an app, Wi-Fi, Bluetooth or GPS turned on. WTF? How is this possible?

Nucleus Vision partnered with Intel, Radisys and Vodafone and created a proprietary IoT device called the ION sensor. By having one in a merchant brick-and-mortar store, the ION sensor can detect and read **ALL** mobile phones nearby. It is unknown what ID is read (they call it the phone ID) but by using that, the merchant can now detect and sort shoppers and start gathering data.

Nucleus Vision claim the ION sensor and data transmission follows the data and privacy requirements of the global telecom industry. I am certain these requirements are different from different regions of the world but I'm unsure of what is allowed and what isn't.

So the process is, as a shopper you walk into a store with a ION device, one of two things happen. If you happen to have the store partner app, you will get a pop up with rewards offered in nCash. If you don't happen to have the app, you will get a text message asking if you want the nCash rewards and if you do you have to download the app.

This first step seems like it is out of your control, your phone will do one of these two things regardless if you want to opt in or not.

If you choose to opt in and get the nCash, you are then consenting for the store to start collecting data from you. This includes creating a new profile that starts tracking your shopping habits. This includes when and where you shop and how often you shop. I'm sure other data is kept track too such as the price range, colors, materials, types of items, etc...

This is basically a merchant or marketers dream, to collect basically all of your shopping habits and utilize it to sell more to you.

Oh and it doesn't end there. After opting in, Nucleus Vision checks to see if you shopped anywhere else before by checking their "extended partner ecosystem." That means checking the other stores that are also utilizing the ION sensor. If you are not detected within the ecosystem, Nucleus Vision will then ask you if you want to be part of that ecosystem and reward you with more nCash.

If you elect to do so, this is where it gets real fun. Merchants now have the ability to share your shopping data with each other! How fun!

And in the background, the "Neuron Layer" of Nucleus Vision will assign each user a rating (based on previous shopping trips). I see this as a credit rating. And with this rating, shops can now utilize it and cater a better shopping experience for you.

This "Neuron Layer" uses deep learning to process shopping data and user ratings and helps merchants drive customers to their stores.

For some this whole data collection process might sound very intrusive and for some they can care less as long as they get some benefit back. Nucleus Vision is banking on the latter as they state people will choose to opt in because of the rewards. Only time will tell.

I also personally wonder what type of tracking and record keeping these stores with the ION sensors get even if people flat out decline the nCash and opt out. I have reservations if anyone can truly opt out completely of everything. However, I can see how this ION sensor along with the platform being hugely successful.

Reward programs are a mess now and many companies within the cryptocurrency space and outside the space are trying to solve it. None have been as seamless as what I have seen from Nucleus Vision.

BTW this system is already working. According to the team, they already have 10 live stores utilizing the ION sensor and have tagged over 80k unique IDs, and have sent over 2500 recommendations and offers. However, the only merchant they mention in the whitepaper was Gini & Jony an Indian based company.

The 40-member team is led by Abhishek Pitti who is a Harvard drop out. It's funny because I see Harvard posted everywhere on the marketing materials yet Mr. Pitti did not graduate. He is probably thinking most people associate Harvard drop outs with Bill Gates and Mark Zuckerberg. He proudly showcases that in his LinkedIn profile. His last life was being an aeronautical engineer before switching to business.

The head of Retail Partnerships, Martin Dudley, worked for Levi Strauss & Co for 17 years before bouncing to various sales roles over the last 10 years. The CTO Avinash Pitti worked for Siemens, BP, Philips and Bank of America.

The founders of the team aren't the most impressive bunch but the early investors and advisors are an impressive group <https://nucleus.vision/team#teamInvestors>.

- Investors
 - Tim Draper – A well-known VC and a huge Bitcoin investor and advocate

- Sirarm Viswanthan – Co-founder of Intel Capital and sits on dozens of boards of financial and tech firms
- Reliance Capital – A fund controlling over \$60 billion worth of assets.
- BadWater Capital – Investor in VeChain, APEX and Beethoven.
- Advisors
 - Min Kim – Co-founder of Icon
 - Madhusudan Kela – CIO of Reliance Capital
 - Jaron Kukasiewicz – Founder of Coinsetter Exchange (now Kraken), Advisor to Ambrosus, SONM
 - Yisuel Cho – Advisor to Waves, MediBlock, Bee Token, ICON
 - Ausaf S. Ahmad – Blockchain lead at Microsoft
 - Ian Balina – Influencer
 - David Wachsmann – Ceo of Wachsmann PR agency

As for roadmap, they plan on scaling out to merchants and TelCos within 2018 mostly in India and in South East Asia. Their expansion of North America won't come until 2019.



Ok so what's the bad? Nucleus Vision had a very aggressive marketing campaign that left a bad taste in a lot of people's mouth. For starters, after Nucleus Vision decided not to go through with a token sale, they forget to stop their bounty program. A lot of people didn't like that. There were also a lot of accusations about using bots to grow their social media. Their Telegram channel stands at over 93,000 members, one of the largest I've seen.

Ok to conclude although I have reservations about how intrusive Nucleus Vision is, I can see how many people won't care and might not even know what they are signing up for. Nucleus Vision's ION sensor set up is by far the easiest implementation of an opt in product for mobile phone I have ever seen. It truly is impressive. I also think they have an impressive list of investors and advisors that will guide the young team forward.

However, the expansion into NA won't come until 2019 so that might hold the project back and it is currently sitting at 4x the preICO price. There might be volatility coming. I would suggest waiting to see if the price comes closer to the preICO level before jumping in if you are interested in this project.

Despite all of my reservations and it's over aggressive marketing, I think Nucleus Vision is a winner and a great long time hold.

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