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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** The role of trust in Initial Coin Offerings

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### Project abstract:

Small and medium-sized enterprises (SMEs) play a pivotal role in driving economic growth, fostering innovation, and generating employment opportunities. However, SMEs often encounter significant challenges in accessing adequate financing to fuel their operations and expansion. Traditional financing methods have provided SMEs with access to capital, while one such novel approach is the Initial Coin Offering (ICO), which has been regarded as the new revolution that will change the shape and size of the finance industry. To shed light on the factors influencing the success of ICOs, researchers and scholars have employed signalling theory as a framework for analysis, but these factors work only if investors do trust the signals. Trust has been proven to play a key role in the financing models of banking, BAs, VCs, and crowdfunding, and serves as a key element of investor relations marketing, but there is no research conducted to investigate its influence on ICOs and their success. The empirical study will investigate the role of trust in ICOs from investors' perspective and founders' perspective respectively.

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# The role of trust in Initial Coin Offerings

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## Data Collection

### What data will you collect or create?

Dataset:

1. ICO trust signals
2. ICO funding targets
3. the amount of money raised by every ICO
4. related ICO information

ICO trust signals are counted from the whitepapers of ICOs. It is the measurement we measure trust signals of ICOs. ICO funding targets are the goals ICO wants to achieve in the financing activities, which are set by the founders and the teams of ICOs. The amount of money raised is the funds raised in the duration of ICOs. Related information such as ICO duration, ICO whitelist, KYC, MVP, the country of ICOs locate etc. are the control variables which will be used in the regressions.

Formats Excel for all raw data.

Limited volume, in the order of Mb.

### How will the data be collected or created?

Firstly, collect the whitepapers of ICOs. Whitepapers are from every ICOs' own websites. Use python to split the words in whitepapers and count the number of trust signals.

Other ICO information, including ICO funding targets, the amount of money raised, ICO duration, ICO whitelist, ICO team size etc. will be collected from every ICO websites and integrated websites. The followers of ICO Facebook and Twitter will also be collected from their profiles.

## Documentation and Metadata

### What documentation and metadata will accompany the data?

The papers written during the PhD time will include the methodology to explain how we collect and process data. The methods used, the definitions of variables, and research hypothesis will all included.

The documentation will follow the community metadata standards (Directory of Metadata Standards) where necessary.

## **Ethics and Legal Compliance**

### **How will you manage any ethical issues?**

All public domain data - no particular ethical issues

### **How will you manage copyright and Intellectual Property Rights (IPR) issues?**

In accordance with the relevant rules, to ensure both own rights and intellectual property rights within protection.

No copyright issues from public domain info.

## **Storage and Backup**

### **How will the data be stored and backed up during the research?**

The data will be stored in personal laptop and be backed up in the cloud software.

### **How will you manage access and security?**

Personal password secure. No other access.

## **Selection and Preservation**

### **Which data are of long-term value and should be retained, shared, and/or preserved?**

All data will be saved in case that there is need in further research.

### **What is the long-term preservation plan for the dataset?**

No plans to destroy data - all data will be preserved in personal laptop and be backed up.

## **Data Sharing**

### **How will you share the data?**

Though CORD (<https://cord.cranfield.ac.uk>) Cranfield University's research data repository, as necessary.

**Are any restrictions on data sharing required?**

Raw data in public domain so few restrictions on sharing expected. If any proprietary data is developed that will be confidential to the PhD.

**Responsibilities and Resources**

**Who will be responsible for data management?**

Haofeng Xing

**What resources will you require to deliver your plan?**

All data in public domain so no additional resources are required