

# The Rumor

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COIN REVIEW

ODYSSEY

## THE TCP TEAM



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The Rumor is more than just a magazine, it is a community. Your feedback is not only welcomed, it is appreciated. Reach out to us, let's talk about the future together.

– TCP



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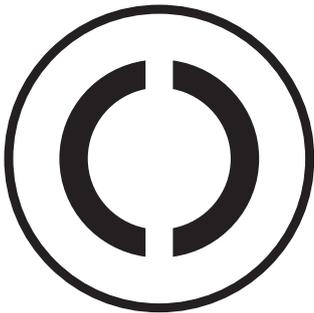
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# COIN REVIEW

# ODYSSEY

by HUGUES BUGILIMFURA



## Summary

**Price:** \$0.0086 (22/6/18)

**ATH:** \$0.11 (28/1/18)

**MarketCap:** 41 Million

**Total Supply:** 10 Billion

**Use Case:** Increase the speed and efficiency of the sharing economy by creating a decentralised peer-to-peer marketplace.

**Origin:** ICO on the 23rd of July 2017

**ICO Returns:** 0.73x (USD)-1.4x (ETH)-1.17x (BTC)(\$0.0088 ICO price)

**Performance:** Last 30 days -47%, Year to date -39%

**Main Competitors:** 0x, Tenx and METAL.

**Community:** Twitter = 99.5k, Telegram = 47K

**Consensus Algorithm:** They are working on creating an interoperable blockchain protocol that they will call OCN Chain. No specifics have yet been given about the consensus algorithm that OCN Chain will use.

## What sets Odyssey apart?

### Ocoin

Odyssey(OCN) hopes to bring the entire sharing-economy into a single decentralised marketplace. Meaning, they want to create a single marketplace where you can share a bicycle, car, house, equipment or anything else that has excess capacity and is being underutilised.

They believe that by having it all under one roof, they will be able to offer massive cost savings and reduce the amount of time needed to share various items as everyone on the network will have a trust score that reflects all of their activities on the network.

Ocoin, the native Odyssey token already has a working partnership with oBike which is Singapore's largest bike sharing company. oBike has more than 10 million active users who can earn Ocoins on every ride and pay for their rides with Ocoin. Another great thing about Ocoin is that they have partnered with Tron to allow Ocoin holders to pay for goods and services on the Tron network with Ocoin.

### OCPay

OCP is the official payment token for the upcoming OCN Chain. It will be used to pay for asset registration and



transactions on their new blockchain. All OCN holder's will get a 1:1 allocation of OCP during their Airdrop. Unlike most Airdrops, OCP will be distributed once a month for 50 months. So after 50 months you will receive an Airdrop of OCP that will be equivalent to your OCN holdings.

### OCN Chain

Odyssey recently announced that they would be making their own interoperable blockchain that would link the OCPay and native OCN network together. They have said that the new platform will allow them to scale faster and deliver a more uniform experience for all of their users. The cross-border nature of the blockchain will help with the asset management aspect of OCN network.

## Advisory Team

### Yi Shi

Yi Shi is a very successful and well respected entrepreneur from China. He was recognized 3 times by Forbes as one of Asia's 30 under 30 from 2014-2017. He founded Avazu, a mobile advertising platform, which he then sold for \$300 million in 2015. He is also the chairman and founding investor in oBike, the popular bike sharing app that operates in 24 countries around the world.

Yi Shi brings a wealth of entrepreneurial knowledge and experience to this project. His position at oBike also helps create an active user base for Ocoin.

### Justin Sun

Justin Sun is the founder and CEO of TRON and former Chief China Representative of Ripple.

Justin has been a polarizing figure in the cryptocurrency space as he has been accused of shilling a lot of his projects and focusing more on the marketing than the development. But he does have previous experience with bringing

investment and new users to Ripple. In 2013 he helped Ripple raise \$30 million of financing.

The partnership between odyssey and Tron will bridge the gap between services and physical goods in the sharing economy.

### ***What OCN aims to accomplish.***

Odyssey hopes to create a new form of sharing economy that isn't limited to one major corporation or jurisdiction. For example, if you wanted to rent a house, a bike and a hot desk in a foreign country, all of those activities will require separate accounts and with that will come a host of requirements and restrictions. In Odyssey's ideal world, you would be able to do all of those things on one platform and your user rating for one service is translatable to another. That also helps with the problem of always having to build a new user rating for every new sharing service.

### ***Does it solve a real problem?***

There certainly is a need for a more streamlined process to the sharing

economy but whether or not it is a need that people are willing to pay for is yet to be seen. Also it won't be easy to beat the current market leaders in the sharing economy like Airbnb and Uber. The fact that they are starting in Asia helps because WeChat has gotten people used to a more integrated online experience, so there is a precedence for a more unified platform.

## SWOT Analysis

### Strengths

- They have a very successful advisory team in Yi Shi and Justin Sun. They have both started very profitable companies in a short space of time. That experience will be vital if they hope to reach their goals.
- Odyssey has a strong partnership with Tron which means that they will benefit from the platform's development's and experience.
- Their ongoing integration with oBike gives them a consistent user base on which to expand and offer new services.



## Weaknesses

- The 80+ member Dev team that they announced is yet to be seen.
- Yi Shi is currently promoting a couple of crypto projects which means that he will have to divide his time between Odyssey and his other commitments.

## Opportunities

- The sharing economy represents a huge opportunity for growth. The income that could be generated from the consolidation of this market would be in the billions of dollars.
- The OCN exchange would create a central hub for the sharing economy which would make OCN the bridge between crypto and the sharing

economy.

- Their successful integration with oBike could lead to further integrations in China and South East Asia. There is a lot of competition to be the next “Uber of China” or “Airbnb of Asia” so OCN could be the payment facilitator for that market leader.

## Threats

- It wouldn't be hard for WeChat to accept Bitcoin as a method of payment. If this were to happen there would be no need to use another platform as WeChat is already ubiquitous in the Asia market.
- If Tron doesn't turn out to be a widely used platform then a lot of the features

that they were depending on them to supply will become unavailable.

## Conclusion

Odyssey has a stellar advisory team and the partnerships and experience to accomplish all of the goals that they have set out for themselves. The only question is whether or not they will be able to actually implement and take full advantage of that potential.

In this current bear market where everything is selling at bargain basement prices, it is up to you to decide whether or not you are willing to ignore the community shortcomings and bet on the management team.



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Hugues Bugilimfura is an experienced copywriter and digital marketer. He has previously worked as an investment analyst in the UK, specializing in early-stage projects in Southern Africa. He is very excited about the new business models that this industry has created and takes great pleasure in researching projects and their financial viability. There is nothing he loves more than looking into whether a project is going to work or not.

## *Thank you*

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We work hard to bring you the best and we appreciate your support.

- Regards, TCPmedia Team.

