IMAGES CAN CHANGE EVERYTHING

What if a single visual could **convince an investor** faster than a thousand words?

In **ICOs* fundraising**, clarity wins, and visuals help deliver it instantly.

*ICOs , for Initial Coin Offerings, are digital tokens based on blockchain technology, sold by start-ups to raise funds.

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THE WHITE PAPER CHALLENGE

ICOs rely on **technical white papers** filled with dense, complex language.

For non-experts, this creates a **major barrier** to understanding and trust.

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WHY INFOGRAPHICS MATTER

Infographics help decode complexity by **structuring and visualizing** key ideas.

According to the **Dual Coding Theory**, combining words and images boosts comprehension and memory.

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VISUALS DRIVE RESULTS

This study of 1,202 ICOs shows a clear pattern: **more infographics = more capital raised**.

The effect is even stronger for **highly technical** projects.

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SMART VISUALS WIN

All infographics are not created equal: **qualitative visuals** consistently outperform their quantitative counterparts.

The **best ones** explain processes, strategies, and real project milestones.

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BEYOND ATTENTION-GRABBING

Infographics do not just look good: they **improve** analysts' evaluations and **align** their conclusions.

They **add** clarity, consistency, and real decision-making value.

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MAKE VISUALS STRATEGIC

Visuals are no decoration. They are **a lever for** trust, transparency, and funding success.

Startups, investors, regulators: **it is time to take them seriously**!

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This carousel is based on

Xia, F., Thewissen, J., Barrio Herrezuelo, D., Arslan Ayaydin Ö. & Yan,, S. (2024). Picturing success: The informational role of visual cues in initial coin offerings, *The British Accounting Review*, 101503.

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