

Team & Advisory Board (TEAM & AB)

Description

This mark is determined by the amount and proof of information about the team members, such as expertise, previous projects, popularity in social networks of core team. Specification of work matching the previous experience and links to all the team members social profiles can make a huge difference, especially if there is a proof of involvement in the project.

This mark is gets higher if advisors have links to the project in social networks and their expertise matches to the project. Authority of advisors in blockchain and fintech community means a lot to this mark.

We give a penalty on this mark if it's impossible to tell if all the team members and advisors is real persons, or their involvement in project can't be proofed.

Points

TEAM & AB – 100

Team – 60

Leading technological expert (CTO) – 8

Project leader (CEO) – 8

Development team lead – 6

Marketing lead – 6

Specification of experts' work – 6

Experts experience of in their spheres – 16

Presence of all necessary experts – 10

If there is unidentified team member – -6

Advisory Board – 40

Popularity of Advisors – 18

Expertise of Advisors to the project profile – 22

If there is fake Advisor – -6

Project Description & Market Research (PD & MR)

Description

This mark is determined by the quality of project description and market research.

Projects receive high marks for project description if:

- There is a Roadmap with clearly defined goals;
- Project is not just a concept, but there is some kind of readymade product (App, Testnet, Prototype etc.);
- Token role and necessity is clear and correspond to project needs;
- There is high-quality white paper with well distributed financial plan and detailed description of technical part of the project;
- Tokens and raised funds spending ratio is described and adequate.

This mark is determined by quality of project competitors research, lack of readymade similar products, presence of technical advantages, competitors capitalization and dynamic of growth.

Huge part of this mark is determined by jurisdiction research and presence of legal disclaimer for duties and obligations.

Points

PD & MR – 100

Project Description – 55

Roadmap – 5

Product development:

Detailization of product description – 10

Regularity of GitHub commits – 5

Presence of product beta-version – 10

Token description and role – 5

Token usage:

Discounts on goods and services – 1

Possibility of the project management via DAO – 1

Dividends reception from tokens – 1

Buyout of tokens from investors – 1

Commission for tokens usage – 1

Financial plan:

Profit calculation is present and adequate – 5

Financial plan detailization – 5

Tokens spending ratio – 5

Market Research – 45

Competitors:

Lack of competitors – 5

Lack of ready-made products – 5

Presence of technological advantages – 5

The amount of financing attracted by competitors – 5

Dynamics of competitors growth – 5

Legal risks and study:

Jurisdiction research – 10

Legal disclaimer for duties and obligations – 10

Idea

Description

Taking decision on this mark we assess adequacy of the idea (it should be clear what problem it solves and problem should really take place), originality of the idea and its value for the community.

Points

Idea – 100

Adequacy of the idea – 40

Originality of the idea – 30

Value of the idea for the community – 30

Marketing

Description

This mark shows the quality of official website (should be well designed and give all the information needed to take a decision on investing to this project), social networks (constant updating, number of subscribers and their activity).

What also can greatly influence on this mark is expertise of marketing team, well described marketing plan and public presence of the team on conferences, community meet-ups etc.

Points

Marketing – 100

Website – 25

Social networks – 20

Marketing plan – 15

Marketing team – 20

Public presence of the team – 20

Investors Security (IS)

Description

Due the fact of recent increase in number of fraud ICOs we decided to add this mark to our metrics. IS mark represents how safe is to invest in this projects. To evaluate this mark we check whether DAICO or decentralized escrow is used and if so we analyze the smart contracts and conditions for investors.

Points

Investors Security (IS) – 100

DAICO – 65

Decentralized Escrow – 35

Profitability for investors (PFI)

This mark represents profitability of investments which we evaluate according to the self-distributed algorithm. It takes into account potential capitalization, adequacy of soft cap and hard cap, premine coefficient, and early stage investment bonuses.

Overall rating estimation

Thanks to our experience and common sense, we understand that different components of the overall rating have a different impact on the success of the project. Therefore, for the final evaluation, we do not use a simple arithmetic mean; we assign the coefficients of influence to different evaluation parameters, in our opinion, corresponding to the impact on the success of the project. With all that said, the final formula looks like this:

$$\text{Rating} = (\text{Team \& AB} \cdot 0,3 + \text{PD \& MR} \cdot 0,3 + \text{Idea} \cdot 0,15 + \text{Marketing} \cdot 0,1 + \text{IS} \cdot 0,15) \cdot \text{PFI}$$

Disclaimer

Evaluating of ICO rating is done using more than 100 parameters. Voronkov Ventures Ltd. publishes marks and ratings for information purposes only. They are not investment proposals. We strongly recommend you to do your own research before making investment decisions.