Coincheckup.com Coin Scoring Formula  
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 So you and the CoinCheckup community can give feedback.

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# Context

It is great to apply the same measurement for everybody however we need to be sure it actually fits. This is why we took the extra step and categorized the coins by governance with the objective of making a formula suited for each governance category. We identified 3 types of governance in the crypto market at the time of this writing. They are described below -

1. **Centralized** - this refers to a coin that is a product of a company. This company operates with a business vision and should be rated taking into account all important aspects of a business - company strength, team, advisory board, product strength, transparency etc.

For the sake of accuracy we’ve split centralized companies into hierarchical or flat, based on their organizational model, however, this doesn’t reflect on the formula differently as we are looking at executive leadership and technical leadership even though it might not be formalized within the organogram.

1. **Semi-centralized** - this refers to a coin that is mainly driven by the community, however it has some form of organized backing in the shape of a foundation or leading team/individual standing out in the community that has a weight in the overall decision making. In this case we take a closer look at the backing organization but we don’t give it the same weight as if we analyzed a company backing a product.Performance of the coin itself and the community are also important aspects here.
2. **Decentralized - this refers to coins that are exclusively community driven,** where all aspects related to the project are decided by the community with a form of consensus and there is no central organism which handles part of the decisions on the project. It grows organically and is influenced by market and community. We are focused here mostly on project and its evolution as well as the community and its involvement/backing.

When analysing the scores please take into account

* We’re aiming at making the crypto-space more transparent, this is why we’ve shared our formula publicly
* We score based on info listed on official sources of each coin (website, whitepaper, blog, FAQs, bitcointalk thread, etc)
* If a coin is not transparent about the information and does not make it available publicly this will affect their rating as it cannot get scored.
* We use statistical percentiles for most of the dimensions where this applies, so we eliminate the bias of setting fixed ranges. This way we can compare coins with each other and allow the industry to raise the bar by itself
* We offer all of our users the possibility request changes to coin information as long as it can be publicly verified
* We believe coins should be transparent in communication with their users, thus we score this
* We believe coins should keep their followers updated with progress on their projects thus we track this
* We believe that for centralized/semi-centralized coins, team & advisors behind a coin play a significant role in completing the milestones ,thus we look at them from both structure and experience perspective
* We look at the Github activity so that we are sure that the development activity is sustained throughout the project
* We look at both product itself but also at the coin strength compared to how all others perform in the market

# New versions of the formula (live as of Dec 2017)

## **Centralized - hierarchical & flat**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Criterion | Field(s) | | Points (out of 100) |
| **A** | **Communication abilities with the team/company 7%\*** | | | |
| A1 | ***ANY OF*** Slack, Telegram, Discord ***NOT EMPTY*** | slack\_url telegram\_url other\_social\_url | | **70** ANY NOT EMPTY  **0** ALL EMPTY |
| A2 | ***ANY OF***  Contact form, Email address  ***NOT EMPTY*** | contact\_email contact\_form\_url | | **30** ANY NOT EMPTY  **0** ALL EMPTY |
| **B** | **Active on social media 7%\*** | | | |
| B1 | Activity on Blog *Posting every 10 days* | posting\_frequently | | **50** YES  **0** NO |
| B2 | Activity on FB *Posting every 3 days* | social\_freq\_facebook | | **20** YES  **0** NO |
| B3 | Activity on Twitter *Posting every 3 days* | social\_freq\_twitter | | **20** YES  **0** NO |
| B4 | Existing youtube channel | youtube\_url | | **5** not blank  **0** blank, n/a,can’t trace back etc |
| B5 | Activity on youtube *Posting every 7 days* | social\_freq\_youtube | | **5** YES  **0** NO |
| **C** | **Team strength 10%\*** | | | |
| C1 | Executive lead (CEO, COO, executive lead, founder, managing partner, etc) who managed multi million dollar companies. | ceo\_million\_dollar\_prior\_engagement | | **10** YES  **0**  NO |
| C2 | Tech lead who managed million dollar projects | cto\_million\_dollar\_prior\_engagement | | **10** YES  **0** NO |
| C3 | Exec lead years of experience at executive level | ceo\_years\_c\_level\_experience | | **15** 10+ years  **8** 3-10 years  **4**  1-3 years  **0**  0-1 years |
| C4 | Tech lead years of experience as teach lead | cto\_years\_cto\_experience | | **15** 10+ years  **7** 3-10 years  **3**  1-3 years  **0**  0-1 years |
| C5 | QA present | team\_qa\_size | | **10** YES  0 NO |
| C6 | Mkt/sales team | team\_mkt\_sales\_size | | **10** 90th percentile  **6** 75th percentile  **4** 50th percentile  **2** 30th percentile  **0** 0-30 th percentile |
| C7 | Average team age | team\_age\_avg | | **10** 30+  **5** 25-30  **2** 20-25  **0** 0-20 |
| C8 | Team size | team\_size\_total | | **20** 95th-percentile  **18** 90th-percentile  **16** 80th-percentile  **14** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| **D** | **Advisory board strength 5%\*** | | | |
| D1 | Advisors have bios on the website | team\_has\_advisors\_bios\_bool | | **25** YES  **0** NO |
| D2 | Advisors have social media links on the website | team\_has\_advisors\_social\_profiles\_bool | | **25** YES  **0** NO |
| D3 | 2+ advisors have managed multi million dollar companies | multiple\_advisors\_managed\_multimillion\_dollar\_engagements | | **50** YES  **0** NO |
| **E** | **Brand awareness/Buzz 11%\*** | | | |
| E1 | Community support is compared to the average of the total researched coins that actually have a community. | community\_size | | **60** 99th-percentile  **50** 95th-percentile  **40** 85th-percentile  **30** 50th-percentile  **20** 30th-percentile  **10** 10th-percentile  **0** 0-10th percentile |
| E2 | Github communityNEW *Forks, watchers, stars compared to other coins* | github::community | | **40** 90th-percentile  **30** 67th-percentile  **20** 57th-percentile  **15** 53rd-percentile  **10** 40th-percentile  **5** 10th-percentile  **0** 0-10th percentile |
| **F** | **Product 20%\*** | | | |
| F1 | Product status | product\_status | | **50** Fully working product  **40** Beta version  **30** Alpha version  **25** Prototype / MVP  **20** Demo only  **10** Just an Idea  **0** Unknown |
| F2 | Open source code | open\_source\_bool | | **10** Yes  **0** No |
| F3 | Github commitsNEW  *Statistical mean of 4 week SMAs for commits over 49 weeks, compared to other coins* | github::activity | | **5** 90th-percentile  **4** 67th-percentile  **3** 57th-percentile  **2** 53rd-percentile  **1** 40th-percentile  **0.5** 10th-percentile  **0** 0-10th percentile |
| F4 | Product roadmap | product\_roadmap\_url | | **10** Not empty  **0** Empty |
| F5 | Roadmap updatedNEW | roadmap\_updated | | **5** Yes  **0** No |
| F6 | Product age (Today’s date - Release date) | product\_release\_date | | **10** 5+ years  **8** 1+ years  **6** 6+ months  **4** 3+ months  **2** 1+ months  **1** < 1 month  **0**  future |
| F7 | WhitepaperNEW | whitepaper\_url | | **10 -** not empty ( different from blank, n/a, etc)  **0 -** empty |
| **G** | **Coin strength 30%\*** | | | |
| G1 | Transactions per second | transactions\_per\_second | | **8** 95th percentile  **6** 75th percentile  **4** 50th percentile  **2** 30th percentile  **1** 15th percentile  **0** <15th percentile |
| G2 | What is their coin emission rate? Is the coin's inflation under control? | token\_emission\_rate | | **30** "No new tokens created" **30** "Deflation through token burning"  **15** "Emitted in proportion to amount of network activity"  **15** "2nd round might occur"  **0** "Company can decide" |
| G3 | Average trading volume past 3 months against other assets’ avg volume | market::avg\_3mo\_volume | | **17** 99th-percentile  **16** 95th-percentile  **14** 85th-percentile  **10** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| G4 | Average market cap last 3 months against other assets’ avg mkt. cap | market::avg\_3mo\_mkt\_cap | | **17** 99th-percentile  **16** 95th-percentile  **14** 85th-percentile  **10** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| G5 | Value growth since trade start date against average total market growth | market::mkt\_cap\_against\_total\_market\_growth | | **13** 99th-percentile  **12** 95th-percentile  **10** 85th-percentile  **5** 50th-percentile  **3** 30th-percentile  **2** 10th-percentile  **0** 0-10th percentile |
| G6 | Inverse of percentage of coins allocated to the founders/team | ico\_proceeds\_founders\_team | | **15** 0-5%  **10** 5-10%  **5** 10-20%  **2** 0%  **0** 20%+ |
| **H** | **Business/Company Strength (Professional investor backing // Transparency) 10%\*** | | | |
| H1 | Financial statements published | company\_publishes\_financial\_statements | | **10** YES  **0** NO |
| H2 | Burn rate and costs published | company\_burn\_rate | | **10** YES  **0** NO |
| H3 | Financial gains predictions published | company\_gains\_predictions | | **10** YES  **0** NO |
| H4 | Company has strategic partnerships | company\_explains\_strategic\_partnerships | | **20** YES  **0** NO |
| H5 | Company explains advantages over competition | company\_explains\_advantage\_over\_competition | | **30** YES  **0** NO |
| H6 | Company presents sales/marketing plan | company\_presents\_sales\_mkt\_plan | | **20** YES  **0** NO |

**\*out of a total of 100%**

## **Semi-centralized**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Criterion | Field(s) | | Points (out of 100) |
| **A** | **Communication abilities with the team/coin 5%\*** | | | |
| A1 | ***ANY OF*** Slack, Telegram, Discord ***NOT EMPTY*** | slack\_url telegram\_url other\_social\_url | | **70** ANY NOT EMPTY  **0** ALL EMPTY |
| A2 | ***ANY OF***  Contact form, Email address  ***NOT EMPTY*** | contact\_email contact\_form\_url | | **30** ANY NOT EMPTY  **0** ALL EMPTY |
| **B** | **Active on social media 5%\*** | | | |
| B1 | Activity on BlogNEW | posting\_frequently | | **50** YES  **0** NO |
| B2 | Activity on FB | social\_freq\_facebook | | **20** YES  **0** NO |
| B3 | Activity on Twitter | social\_freq\_twitter | | **20** YES  **0** NO |
| B4 | Existing youtube channel | youtube\_url | | **5** not blank  **0** blank, n/a, etc |
| B5 | Activity on youtube | social\_freq\_youtube | | **5** YES  **0** NO |
| **C** | **Team strength 5%\*** | | | |
| C1 | Is there a link to the team/foundation page ? | team\_page\_url | | **20** YES  **0**  NO |
| C2 | Are team/foundation members nominally listed on the page? | members\_listed\_by\_name\_bool | | **20** YES  **0** NO |
| C3 | Do they have links to their linkedin/github profiles? | team\_has\_social\_profiles\_bool | | **20** YES  **0** NO |
| C4 | Is there a tech lead for the project? | cto\_name | | **20** Not Empty  0 Empty |
| C5 | Team size | team\_size\_total | | **20** 95th-percentile  **18** 90th-percentile  **16** 80th-percentile  **14** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| **D** | **Advisory board strength 4%\*** | | | |
| D1 | Advisors have bios on the website | team\_has\_advisors\_bios\_bool | | **25** YES  **0** NO |
| D2 | Advisors have social media links on the website | team\_has\_advisors\_social\_profiles\_bool | | **25** YES  **0** NO |
| D3 | 2+ advisors have managed multi million dollar companies | multiple\_advisors\_managed\_multimillion\_dollar\_engagements | | **50** YES  **0** NO |
| **E** | **Brand awareness/Buzz 11%\*** | | | |
| E1 | Community support is compared to the average of the total researched coins that actually have a community. | community\_size | | **100** 99th-percentile  **90** 95th-percentile  **80** 85th-percentile  **50** 50th-percentile  **30** 30th-percentile  **10** 10th-percentile  **0** 0-10th percentile |
| **J** | **Github - 20%\*** | | | |
| J1 | Github communityNEW | github::community | | **40** 95th-percentile  **30** 90th-percentile  **20** 80th-percentile  **15** 50th-percentile  **10** 30th-percentile  **5** 10th-percentile  **0** 0-10th percentile |
| J2 | Github commitsNEW | github::activity | | **60** 99th-percentile (only compare to decentralized not all coins)  **50** 95th-percentile  **40** 85th-percentile  **30** 50th-percentile  **20** 30th-percentile  **10** 10th-percentile  **0** 0-10th percentile |
| **F** | **Product 20%\*** | | | |
| F1 | Product status | product\_status | | **50** Fully working product  **40** Beta version  **30** Alpha version  **25** Prototype / MVP  **20** Demo only  **10** Just an Idea  **0** Unknown |
| F2 | Open source code | open\_source\_bool | | **10** YES  **0** NO |
| F3 | Product roadmap | product\_roadmap\_url | | **10** Not empty  **0** Empty |
| F4 | Roadmap updatedNEW | roadmap\_updated | | **10** Not empty  **0** Empty |
| F5 | Today - Release date | product\_release\_date | | **10** 5+ years  **8** 1+ years  **6** 6+ months  **4** 3+ months  **2** 1+ months  **1** < 1 month  **0**  future |
| F6 | WhitepaperNEW | whitepaper\_url | | **10 -** not empty  **0 -** empty |
| **G** | **Coin strength 30%\*** | | | |
| G1 | Transactions per second | transactions\_per\_second | | **8** 95th percentile  **6** 75th percentile  **4** 50th percentile  **2** 30th percentile  **1** 15th percentile  **0** <15th percentile |
| G2 | Emission rate | token\_emission\_rate | | **30** "No new tokens created" **30** "Deflation through token burning"  **15** "Emitted in proportion to amount of network activity"  **15** "2nd round might occur"  **0** "Company can decide" |
| G3 | Average trading volume past 3 months against other assets’ avg volume | market::avg\_3mo\_volume | | **17** 99th-percentile  **16** 95th-percentile  **14** 85th-percentile  **10** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| G4 | Average market cap last 3 months against other assets’ avg mkt. cap | market::avg\_3mo\_mkt\_cap | | **25** 99th-percentile  **24** 95th-percentile  **22** 85th-percentile  **18** 50th-percentile  **9** 30th-percentile  **5** 10th-percentile  **0** 0-10th percentile |
| G5 | Value growth since trade start date against average total market growth | market::mkt\_cap\_against\_total\_market\_growth | | **20** 99th-percentile  **18** 95th-percentile  **16** 85th-percentile  **8** 50th-percentile  **6** 30th-percentile  **4**10th-percentile  **0** 0-10th percentile |

**\*out of a total of 100%**

## **Decentralized**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Criterion | Field(s) | | Points (out of 100) |
| **A** | **Communication abilities with the coin 3%\*** | | | |
| A1 | ***ANY OF*** Slack, Telegram, Discord ***NOT EMPTY*** | slack\_url telegram\_url other\_social\_url | | **70** ANY NOT EMPTY  **0** ALL EMPTY |
| A2 | ***ANY OF***  Contact form, Email address  ***NOT EMPTY*** | contact\_email contact\_form\_url | | **30** ANY NOT EMPTY  **0** ALL EMPTY |
| **B** | **Active on social media 2%\*** | | | |
| B1 | Activity on Blog | posting\_frequently | | **50** YES  **0** NO |
| B2 | Activity on FB | social\_freq\_facebook | | **20** YES  **0** NO |
| B3 | Activity on Twitter | social\_freq\_twitter | | **20** YES  **0** NO |
| B4 | Existing youtube channel | youtube\_url | | **5** not blank  **0** blank, n/a,can’t trace back etc |
| B5 | Activity on youtube | social\_freq\_youtube | | **5** YES  **0** NO |
| **J** | **Github 23%\*** | | | |
| J1 | Github communityNEW | github::community | | **40** 90th-percentile  **30** 67th-percentile  **20** 57th-percentile  **15** 53th-percentile  **10** 40th-percentile  **5** 10th-percentile  **0** 0-10th percentile |
| J2 | Github commitsNEW | github::activity | | **60** 90th-percentile  **50** 67th-percentile  **40** 57th-percentile  **30** 53th-percentile  **20** 40th-percentile  **10** 10th-percentile  **0** 0-10th percentile |
| **D** | **Advisory board strength 0%\*** | | | |
|  | *Not applicable* | | | |
| **E** | **Brand awareness/Buzz 12%\*** | | | |
| E1 | Community support is compared to the average of the total researched coins that actually have a community. | community\_size | | **100** 99th-percentile(from the decentralized coins)  **90** 95th-percentile  **80** 85th-percentile  **50** 50th-percentile  **30** 30th-percentile  **10** 10th-percentile  **0** 0-10th percentile |
| **F** | **Product 25%\*** | | | |
| F1 | Product status | product\_status | | **50** Fully working product  **40** Beta version  **30** Alpha version  **25** Prototype / MVP  **20** Demo only  **10** Just an Idea  **0** Unknown |
| F2 | Open source code | open\_source\_bool | | **20** YES  **0** NO |
| F3 | Product roadmap | product\_roadmap\_url | | **5** Not empty  **0** Empty |
| F4 | Roadmap updatedNEW | roadmap\_updated | | **5** Not empty  **0** Empty |
| F5 | Today - Release date | product\_release\_date | | **10** 5+ years  **8** 1+ years  **6** 6+ months  **4** 3+ months  **2** 1+ months  **1** < 1 month  **0**  future |
| F6 | WhitepaperNEW | whitepaper\_url | | **10 -** not empty ( different from blank, n/a, can’t trace back, etc)  **0 -** empty |
| **G** | **Coin strength 35%\*** | | | |
| G1 | Transactions per second | transactions\_per\_second | | **8** 95th percentile  **6** 75th percentile  **4** 50th percentile  **2** 30th percentile  **1** 15th percentile  **0** <15th percentile |
| G2 | Emission rate | token\_emission\_rate | | **30** "No new tokens created" **30** "Deflation through token burning"  **15** "Emitted in proportion to amount of network activity"  **15** "2nd round might occur"  **0** "Company can decide" |
| G3 | Average trading volume past 3 months against other assets’ avg volume | market::avg\_3mo\_volume | | **17** 99th-percentile  **16** 95th-percentile  **14** 85th-percentile  **10** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| G4 | Average market cap last 3 months against other assets’ avg mkt. cap | market::avg\_3mo\_mkt\_cap | | **25** 99th-percentile  **24** 95th-percentile  **22** 85th-percentile  **18** 50th-percentile  **9** 30th-percentile  **5** 10th-percentile  **0** 0-10th percentile |
| G5 | Value growth since trade start date against average total market growth | market::mkt\_cap\_against\_total\_market\_growth | | **20** 99th-percentile  **18** 95th-percentile  **16** 85th-percentile  **8** 50th-percentile  **6** 30th-percentile  **4**10th-percentile  **0** 0-10th percentile |

**\*out of a total of 100%**

**There should be a whole separate area for “aesthetics.” I know that when I’m looking at a coin and trying to gauge its legitimacy that I scan for website design; grammar; publicity; buttons working on their sites; etc. Any kind of dilapidated social media account or poorly worded/written whitepaper is a big red flag. Also, broken links on their site.**

**Thanks for excellent work. There should be “ Trust” area also. In which point are given on work done by coin team or community as they described in roadmap. If they are not following there roadmap, that means there is something wrong . it shows that team or community do not have proper planning or there is internal disputed between them**

**Great work!  
One aspect for consideration going forward could be legal / regulation. Is the team / coin for regulation (If this is applicable for the utility of the coin). Could be an aspect for the team as well.  
Unsure how to capture this objectively (which the questions above have done well to preserve).   
  
An example would be digital identity and adhering to international standards, international banking standards, AML/CTF, KYC, or any industry specific regulation that may increase or impinge on the coin’s ability to deliver on their objective.  
May not be so relevant at this time, going forward it may hold more weight as governments step up trying to control unregulated blockchain markets.**

**This site was one of the my early discoveries in learning about digital currencies and has been so useful - thanks!**

**I’m a software architect so the empirical approach to evaluation makes a lot of sense to me - especially as the space gets larger and there is increasingly “overlap” and duplication. One additional aspect you may wish to incorporate is a perspective on circulating vs maximum supply. For example, BTC’s max supply is 21m and there’s a very clear and transparent rate at which the circulating supply reaches the maximum supply - same for many others following that route such as ZEC, LTC etc. Then there are the coins at the other end of the spectrum such as XRP where the max supply is 100b, the circulating supply is 38b, and the team/investors hold the majority of the coins possibly with, possibly without, escrow controls. Then there’s those who have variations on the theme with varying degrees of the max supply held back from the market, but able to be placed onto the market. To my mind, this is a key risk factor infrequently evaluated and incorporation of this aspect would strengthen your analysis. Hope that’s helpful :D**

### *Old version of formula (deprecated)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Criterion | Internal fields taken into account | | Points (out of 100) |
| **A** | **Communication abilities with the team/company - 10%\*** | | | |
| A1 | ***ANY OF*** Slack, Telegram, ICQ ***NOT EMPTY*** | slack\_url telegram\_url icq\_handle | | **70** ANY NOT EMPTY  **0** ALL EMPTY |
| A2 | ***ANY OF***  Contact form, Email address  ***NOT EMPTY*** | contact\_email contact\_form\_url | | **30** ANY NOT EMPTY  **0** ALL EMPTY |
| **B** | **Active on social media - 10%\*** | | | |
| B1 | Activity on Facebook (a post at least every 3 days) | social\_freq\_facebook | | **33** YES  **0** NO |
| B2 | Activity on Twitter (a tweet at least every 3 days) | social\_freq\_twitter | | **33** YES  **0** NO |
| B3 | Activity on YouTube (a video at least every 7 days) | social\_freq\_youtube | | **34** YES  **0** NO |
| **C** | **Team strength - 10%\*** | | | |
| C1 | CEO who managed multi million dollar companies. | ceo\_million\_dollar\_prior\_engagement | | **25** YES  **0**  NO |
| C2 | CTO who managed million dollar projects | cto\_million\_dollar\_prior\_engagement | | **20** YES  **0** NO |
| C3 | CEO years of experience at C-level | ceo\_years\_c\_level\_experience | | **16** 10+ years  **8** 3-10 years  **4**  1-3 years  **0**  0-1 years |
| C4 | CTO years of experience as CTO | cto\_years\_cto\_experience | | **15** 10+ years  **7** 3-10 years  **3**  1-3 years  **0**  0-1 years |
| C5 | Diversification of the team (sales/marketing, development) | team\_qa\_size  team\_dev\_size  team\_mkt\_sales\_size  team\_size\_total | | **12** qa > 10% && mkt\_sales > 20%  **10** qa > 5% && mkt\_sales > 10%  **5** qa > 2% && mkt\_sales > 5%  **3** qa > 0% && mkt\_sales > 2%  **0** qa = 0% && mkt\_sales = 0% |
| C6 | Average team age | team\_age\_avg | | **4** 30+  **3** 25-30  **2** 20-25  **0** 0-20 |
| C7 | Team size | team\_size\_total | | **8** 20+  **6** 10-20  **3** 5-10  **1** 2-5  **0** 1 |
| **D** | **Advisory board strength -10%\*** | | | |
| D1 | Advisors have bios on the website | team\_has\_advisors\_bios\_bool | | **25** YES  **0** NO |
| D2 | Advisors have social media links on the website | team\_has\_advisors\_social\_profiles\_bool | | **25** YES  **0** NO |
| D3 | 2+ advisors have managed multi million dollar companies | multiple\_advisors\_managed\_multimillion\_dollar\_engagements | | **50** YES  **0** NO |
| **E** | **Community support -10%\*** | | | |
| E1 | Community support is compared to the average of the total researched coins that actually have a community.  Consists of Facebook, Twitter, YouTube, Reddit | community\_size | | **100** 99th-percentile  **90** 95th-percentile  **80** 85th-percentile  **50** 50th-percentile  **30** 30th-percentile  **10** 10th-percentile  **0** 0-10th percentile |
| **F** | **Product-10%\*** | | | |
| F1 | Product status | product\_status | | **50** Fully working product  **40** Beta version  **30** Alpha version  **25** Prototype / MVP  **20** Demo only  **10** Just an Idea  **0** Unknown |
| F2 | Open source code | open\_source\_bool | | **20** YES  **0** NO |
| F3 | Product roadmap exists | product\_roadmap\_url | | **15** Not empty  **0** Empty |
| F4 | Coin age (Date today - Release date) | product\_release\_date | | **15** 5+ years  **12** 1+ years  **10** 6+ months  **7** 3+ months  **5** 1+ months  **2** < 1 month  **0** future |
| **G** | **Coin strength - 10%\*** | | | |
| G1 | Transactions per second | transactions\_per\_second | | **8** 10,000+  **4** 1,000-10,000  **2** 100-1,000  **1** 10-100  **0** < 10 |
| G2 | Emission rate | token\_emission\_rate | | **30** "No new tokens created" **30** "Deflation through token burning"  **15** "Emitted in preparation to amount of network activity"  **15** "2nd round might occur"  **0** "Company can decide" |
| G3 | Average trading volume past 3 months against other assets’ avg volume | market::avg\_3mo\_volume | | **17** 99th-percentile  **16** 95th-percentile  **14** 85th-percentile  **10** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| G4 | Average market cap last 3 months against other assets’ avg mkt. cap | market::avg\_3mo\_mkt\_cap | | **17** 99th-percentile  **16** 95th-percentile  **14** 85th-percentile  **10** 50th-percentile  **7** 30th-percentile  **4** 10th-percentile  **0** 0-10th percentile |
| G5 | Growth in market dominance since trade start date | market::mkt\_cap\_against\_total\_market\_growth | | **13** 99th-percentile  **12** 95th-percentile  **10** 85th-percentile  **5** 50th-percentile  **3** 30th-percentile  **2** 10th-percentile  **0** 0-10th percentile |
| G6 | Inverse of percentage of coins allocated to the founders/team | ico\_proceeds\_founders\_team | | **15** 0-5%  **10** 5-10%  **5** 10-20%  **2** 0%  **0** 20%+ |
| **H** | **Professional investor backing // Transparency- 10%\*** | | | |
| H1 | Previously backed by professional investors | investor\_backed\_previously | | **10** YES  **0** NO |
| H2 | Financial statements published | company\_publishes\_financial\_statements | | **10** YES  **0** NO |
| H3 | Burn rate and costs published | company\_burn\_rate | | **10** YES  **0** NO |
| H4 | Financial gains predictions published | company\_gains\_predictions | | **10** YES  **0** NO |
| H5 | Company has strategic partnerships | company\_explains\_strategic\_partnerships | | **10** YES  **0** NO |
| H6 | Company explains advantages over competition | company\_explains\_advantage\_over\_competition | | **10** YES  **0** NO |
| H7 | Company has patents | company\_has\_patents | | **10** YES  **0** NO |
| H8 | Company issued shares/equity | company\_issued\_shares | | **10** YES  **0** NO |
| H9 | Company has trademarks | company\_has\_trademarks | | **10** YES  **0** NO |
| H10 | Company presents sales/marketing plan | company\_presents\_sales\_mkt\_plan | | **10** YES  **0** NO |

**\*out of a total of 100%**