# MODULE 5 UNIT 3

**Assignment: Evaluating tokens**

Learning outcome:

LO4: Evaluate various tokens, ranking them in terms of capital raised and trading performance.

### Name:

#### Instructions and guidelines (Read carefully)

##### Instructions

1. Insert your first and last names in the space provided above, as well as in the **file name.** Save the file as: **First name Last name M5 U3 Assignment – e.g., Zadie Smith M5 U3 Assignment**. **NB:** *Please ensure that you use the name that appears in your participant profile on the Online Campus.*

2. Write all your answers in this document. Please type your answers in the table provided at the end of this document.

3. Submit your assignment in **Microsoft Word only**. No other file types will be accepted.

4. **Do** **not delete the plagiarism declaration** or the **assignment instructions and guidelines**. They must remain in your assignment when you submit.

**PLEASE NOTE**: **Plagiarism cases will be investigated in line with the terms and conditions for participants.**

IMPORTANT NOTICE: Please ensure that you have checked the Online Campus for the due date for this assignment.

##### Guidelines

1. There are 5 pages and 1 question in this assignment.

2. Make sure that you have carefully read and fully understood the question before answering it. Answer the question fully but concisely and as directly as possible. Follow all specific instructions for individual parts of the question (e.g., “list”, “in point form”).

3. Answer the question in your own words. Do not copy any text from the video sets, readings, or other sources. **The assignment must be your own work only.**

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| **Plagiarism declaration:** |
| **1. I know that plagiarism is wrong. Plagiarism is to use another’s work and pretend that it is one’s own.**  **2. This assignment is my own work.**  **3. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.**  **4. I acknowledge that copying someone else’s assignment (or part of it) is wrong, and declare that my assignments are my own work.** |

Review guidelines:

Your assignment will be reviewed according to your evaluation of the projects’ business ideas, teams, four choices for entrepreneurial strategy, possible legal issues, use of tokens, application of costless verification, and solution to the last mile problem. You will also be reviewed according to your evaluation of the projects’ business ideas as potential investments, as well as the structure and logic of your writing. View the detailed rubric on the Online Campus.

Note:

Before attempting this assignment, make sure you have watched the video set on acting as an investor, which includes valuable tips on how to navigate this assignment.

Included below are five white papers created by initiatives introducing tokens into their ecosystems. As you explore these white papers, think of yourself as a potential investor, paying special attention to the overall quality of the business idea and the use of tokens.

1. [Kin: A decentralized ecosystem of digital services for daily life](https://images.onlinecampus.getsmarter.ac/Kin_whitepaper_(Assignment).pdf)
2. [Giftcoin: A cryptocurrency for charitable causes](https://images.onlinecampus.getsmarter.ac/Gift_whitepaper_(Assignment).pdf)
3. [Civic: Identity verification](https://images.onlinecampus.getsmarter.ac/Civic_whitepaper_(Assignment).pdf)
4. [Ambrosus: Food supply chain](https://images.onlinecampus.getsmarter.ac/Ambrosus_whitepaper_(Assignment).pdf)
5. [Beepnow: A skill-sharing platform](https://images.onlinecampus.getsmarter.ac/beepnow_whitepaper_(Assignment).pdf)

#### Question

Select **two** of the white papers and evaluate each of them according to the following criteria:

* **Business idea:** What is your overall impression of the business idea? Is it a novel concept and does it sound feasible?
* **Team:** Does the team involved have the right set of skills and technical expertise to successfully drive the proposed business idea?
* **Four choices for entrepreneurial strategy:** What choices has the team made in terms of competition, identity, technology, and customer? Refer back to the criteria outlined by Scott Stern in Module 1.
* **Legal issues:** Do you see any potential legal or regulatory issues in the proposed project?
* **Use of tokens:** How has the project team decided to use tokens? Is this idea feasible?
* **Reduction in cost of verification:** Does the initiative take advantage of the reduction of cost of verification? If yes, how?
* **Solutions to the last mile problem:** Is there any evidence of the last mile problem? What solutions has the project team come up with to cross the last mile?
* **Investing in the initiative:** Would you invest in this project? Why or why not?

Using these criteria as a guide, type your answers into the table below. Please do not delete any elements of this table. Include the names of the two white papers you have selected under “Example 1” and “Example 2” (for example, Example 1: Kin).

Ensure that your answers are coherent, clear, and concise. The word limit for each section has been included in the final column of the table.

Note:

We highly recommend that you avoid disclosing any confidential information in your assignments. Although you are encouraged to draw on real-world experience during the program, we would urge you to use pseudonyms (false names) wherever possible. You are entirely responsible for ensuring that you do not disclose any information that is protected by confidentiality undertakings – we will ensure that all information is treated in accordance with our privacy policy.

Please read Section 4 of the Honor Code in the Orientation Module course handbook for more guidance.

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|  | **Example 1:**  *Insert name of white paper* | Max. words | **Example 2:**  *Insert name of white paper* | Max. words |
| Business idea |  | 100 |  | 100 |
| Team |  | 50 |  | 50 |
| Choice of customers |  | 50 |  | 50 |
| Choice of competition |  | 50 |  | 50 |
| Choice of technology |  | 50 |  | 50 |
| Choice of identity |  | 50 |  | 50 |
| Legal issues/Regulation |  | 50 |  | 50 |
| Use of tokens |  | 100 |  | 100 |
| Reduction in cost of verification |  | 100 |  | 100 |
| Solutions to the last mile problem |  | 100 |  | 100 |
| Investing in the project |  | 50 |  | 50 |