

CYPHER REPORT

/ SATORI

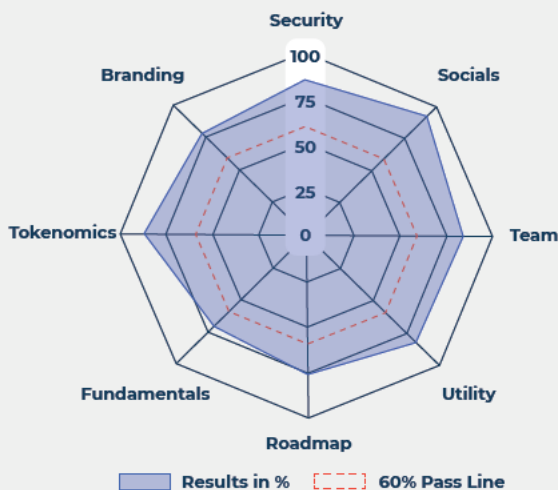
AUG 05 2022 PRE-MINT

**OVERALL
SCORE****83**

REPORT SUMMARY

This report is the result of an assessment on the Satori NFT project. It covers eight domains and determines scores using weighted data-points. The assessment is used to highlight the key strengths and weaknesses of the project. The Cypher team use these results to offer areas of improvement and recommended action to the project.

ASSESSMENT RESULTS

**SECURITY****85%**

PASS

SOCIALS**93%**

PASS

TEAM**86%**

PASS

UTILITY**84%**

PASS

ROADMAP**76%**

PASS

FUNDAMENTALS**71%**

PASS

TOKENOMICS**89%**

PASS

BRANDING**80%**

PASS

AWARDS ACHIEVED



HIGHLIGHTED STRENGTHS

1. Satori's core utility is a set of tools that can be used at any skill level, such as tools that spot bluechip projects in their early stages, a tool that analyzes NFT projects profiles based on factors such as audience quality, follower growth speed, and a projects Twitter mentions analysis tool.
2. One of the core values of Satori is community. Satori have stated on their whitepaper that 'Community will always be put first at Satori'. Satori have a very active Discord server with over 18,000 members and 20,000 Twitter members.
3. Mindfulness is at the heart of the Satori project as the word Satori translates to "sudden enlightenment, awakening, or understanding". Satori hosts meditation sessions in their Discord, inviting professionals to run meditation sessions.

HIGHLIGHTED AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

1. We recommend that Satori conduct giveaways with the entry requirements to post a tweet with the '#SIK' to enter. This could help get the hashtag trending and bring new eyes to the project.
2. We suggest that timescales are attached to each roadmap section, for example, giving each stage of the roadmap a date or year quarter of when they are expected to be released.
3. Each team member's role is outlined on the website. We recommend adding interactivity to the website where the user can click on each team member and it shows additional information about their prior experience, role, and a short bio.

TWITTER METRICS

Number of
Followers
27.9K

Twitter
Bot Score
4/5

Engagement
Score
5/5

Team
Activity
4/5

DISCORD METRICS

Number of
Members
20K

Discord
Bot Score
5/5

Activity
Score
5/5

Team
Activity
5/5

TWITTER METRICS

Bot Score: Using an online tool, we assess how many of your Twitter followers are considered as "bots" (not real users). We then evaluate the outcome against pre-set thresholds to get a score out of 5 (1 = high amount of bots 5 = low amount of bots)

Engagement Score: Using our in-house formula, we assess engaged your Twitter followers are. We then evaluate the outcome against pre-set thresholds to get a score out of 5 (1 = low engagement, 5 = high engagement)

Team Activity: Using our in-house formula we score the core team's activity (average of 3 team members) based on how many tweets and replies your team members are sending out. We then evaluate this score against pre-set thresholds to get a score out of 5 (1 = low activity to 5 = high activity)

DISCORD METRICS

Bot Score: Using our in-house formula, we assess how many of your Discord members are considered as "bots" (not real users). We then evaluate the outcome against pre-set thresholds to get a score out of 5 (1 = high amount of bots 5 = low amount of bots)

Activity Score: We will assess how many messages are sent in your general Discord chat. We then evaluate this score against pre-set thresholds to get a score out of 5 (1 = low activity to 5 = high activity)

Team Activity: Using our in-house formula we score the core team's activity (average of 3 team members) based on how many messages the team is sending in the general chat. We then evaluate this score against pre-set thresholds to get a score out of 5 (1 = low activity to 5 = high activity)

The security domain assesses a projects' level of security by analysing their website, security hygiene, Discord security and smart contracts.

HIGHLIGHTED STRENGTHS

Satori has a comprehensive vetting process for bringing new moderators to the team. A range of questions is asked to understand the applicants' prior experience and competency. Questions include:

What projects have you previously worked for?

Can you prove this?

Can you privately doxx to the team?

What is your knowledge of Satori?

How would you handle FUD?

How do you resolve issues?

What kind of creative events and games can you bring to the server?

Having a range of questions will enable the Satori team to quickly gauge if the applicant is a good fit for the moderator team.

The core Satori team has completed security training provided by @0xSecure. Modules of the 0xSecure training course include:

Basic Security (all permissions, bots, and auto-moderation)

Key Distribution (how to allocate the most important roles/permissions)

Key Protection (all social engineering techniques and examples)

Key Recovery (actionable steps on what to do once hacked)

Creating awareness throughout the Satori team will enable them to defend effectively and respond to a security attack.

Moderator permissions have a least privilege approach where they only have permission to conduct their role. Moderators can not @everyone or give out roles. This minimizes the damage an attacker can cause if they get access to one of the moderator accounts. In addition, Discord bot roles have been locked down and given only the permissions they need to function correctly.

Many security bots are used for security. In particular, Spam Defender, SledgeGammer, and ServerSupervisor. As a result of using a range of bots for security purposes, the Satori server is protected against a range of cyber attacks.



HIDDEN

This information is not available publicly. This is to protect the safety and integrity of the project.

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SOCIAL

93%

The social domain assesses a project's social presence by investigating traffic and engagement across multiple media platforms.

HIGHLIGHTED STRENGTHS

One of the core values of Satori is community. Satori has stated on their whitepaper that 'Community will always be put first at Satori'. Satori has a very active Discord server with over 18,000 members and 20,000 Twitter members. To maintain engagement in their Discord channel Satori hosts community events. Information about events is easy to find in the 'satori-events' and 'satori-contests' channels. Information in this channel includes the event name, description, and how to join. Having a transparent and up-to-date community events channel will keep members engaged and ensure they keep coming back to your Discord.

Satori continually collaborates with other projects on Twitter to gain exposure for their project. They achieve this by hosting Twitter spaces and AMAs to gain more reach. For example, Satori recently hosted an AMA on Twitter with the reputable project Communi3. As a result, this will boost engagement and educate community members about the Satori project.

Satori has created an 'OG' role that is given to community members who are active on Satori Twitter and Discord. Satori has a dedicated team who monitors user activity on Twitter & Discord daily and will reward active members with the role. Any user who is not consistently active will be removed from the 'OG' list. 'OG' members will be rewarded with early access to tools and bots that the Satori team is developing.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

We recommend establishing a partnership with a Metaverse project. This will give community members a place to socialize in an immersive environment. In addition, it will add more utility to the Satori NFT.

TEAM

86%

An NFT project's team is critical to its success, this is why we evaluate the experience, activity and history of the team behind the project.

HIGHLIGHTED STRENGTHS

The team is made up of 10 team members. Roles include creative director, head of community management, head of collabs, marketing director, blockchain developer, and social media manager. Information about the team is available on the Satori whitepaper. Each team member's prior experience and role in the project is outlined. Some of the team members' experiences include:

- 7 years of experience in marketing
- Over a decade of experience in the financial payments sector
- Prior experience in 3D data visualization
- Experience in moderating, community building & event designing
- Experience working with various big brands to provide digital transformation & marketing services.

The range of experiences and roles at Satori prove to the community that they have the skills and knowledge to execute and deliver on their mission. This could build confidence with investors in the community and encourage them to buy a Satori NFT.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

Each team member's role is outlined on the website. We recommend adding interactivity to the website where the user can click on each team member and it shows additional information about their prior experience, role, and a short bio. The team is the driving force behind a successful NFT project. Investors often research extensively into the team behind a project; this is a critical factor in their investment decision. As a result, it is important to make information regarding the team easily accessible to build trust and confidence.

UTILITY

84%

The utility domain assesses the true value that the project delivers to holders via our dynamic assessment criteria which evaluates areas such as innovation, staking and metaverse integrations.

HIGHLIGHTED STRENGTHS

Satori's core utility is to provide its holders with a set of tools that can be used at any skill level.

Seeker

The Seeker tool is a bot that spots bluechip projects in their early stages. This has been achieved through an in-house developed algorithm that analyses Twitter data. The main goal of this tool is to save community members time on researching NFT projects. The bot will analyze a project's Twitter and give a score from 1 - 5 on certain parameters including:

- Team: Experience, doxxing, reputation
- Utility: Uniqueness, demand, proof of concept availability
- Art: Artist experience, creativity
- Twitter stats: Bots, organic audience, activity
- Discord stats: Bots, organic audience, activity
- Influencers: Number, reputation
- Roadmap: Practicality, terms, creativity
- Whitepaper: Details

Insight

The Insight tool analyzes NFT projects' profiles based on factors such as audience quality, follower growth speed, amount of mentions on Twitter, and the number of influencers who follow the profile's account.

Activity Checker

The activity checker tool automatically analyzes a project Twitter mentions. The algorithm will look into how many positive mentions a project has.

Holders of a Satori NFT get access to alpha calls and analytics provided by the Satori team. There will also be live calls where the team will walk through the alpha calls and the best approach to investing in them.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

There is no action required as we have assessed the utility to be a good fit for the project.

ROADMAP

76%

An NFT project's team is critical to its success, this is why we evaluate the experience, activity and history of the team behind the project.

HIGHLIGHTED STRENGTHS

The Satori roadmap is presented in their whitepaper. There are various milestones outlined on the roadmap including:

- Website
- Whitepaper V1
- Social Media Analytics tool
- Seeker
- Insight
- Genesis Collection Launch
- Satori Staking
- Launch of Premint Platform
- Satori Boxes Launch
- Satori Tools Update

A healthy sign that Satori is looking to deliver on their utility to their community members is that they are planning on developing most of their tools pre-mint. There are endless possibilities for future tools that the Satori team can develop into their ecosystem.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

Although the roadmap is displayed in clear stages, no dates or timescales have been assigned. We suggest that timescales are attached to each roadmap section, for example, giving each stage of the roadmap a date or year quarter of when they are expected to be released. This will strengthen the community's confidence that everything will be executed, and it should also help create momentum and hype for each milestone.

FUNDAMENTALS

71%

The fundamentals domain evaluates the core building blocks that make up a project, including logistics, information, transparency, content and exposure.

HIGHLIGHTED STRENGTHS

On top of providing utility to holders, Satori is on a mission to spread mindfulness. This is at the heart of the Satori project as the word Satori translates to “sudden enlightenment, awakening, or understanding”. Satori hosts meditation sessions in their Discord, inviting professionals to run meditation sessions.

Satori has an easy-to-read whitepaper that consolidates all the information about the project. The whitepaper breaks down information regarding the utility and tools that Satori provides. Satori has set out its mission and core values. This instantly gives investors an understanding of the project's fundamental motives, allowing them to decide if it fits their needs. Having a mission indicates that the project is working towards a common goal. The mission is as follows

“Our mission at Satori is to allow more opportunities for growth in the Web3 space with our focus being on community, creativity, adventure, and collaboration. Being around smart money isn't cheap, which is why Satori NFTs provide the Alpha and Trading tools for a low cost!”

Satori is transparent about the distribution of royalties and has stated in their whitepaper that 50% of royalties will go towards Satori expansions, voted by the community. This is a healthy sign that the project will continue developing in the long term.

A captivating storyline is included in the Satori 'lore' Discord channel. Having lore means that holders feel more attached to the project and will make them feel like they belong to the Satori community.

Satori has a comprehensive FAQ on its whitepaper. This will prevent community members from joining Discord and asking simple questions like “How can I earn a whitelist spot?”. Instead of asking these simple questions, a potential investor can go to the FAQ and be informed about frequently asked questions which will free up time for moderators.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

Satori has already established several business partnerships that will help grow the project in the long term. We recommend Satori continue to create more partnerships to bring exposure and add value to the project. As Satori is developing tools for its

holders, there are many opportunities in the Solana NFT space to integrate their tools with other projects that have a similar motive.

TOKENOMICS

89%

The tokenomics domain assesses a project's fundamental token utility, transparency and security to ensure a well rounded overview.

HIGHLIGHTED STRENGTHS

Satori does not have a native token.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

Satori does not have a native token. We recommend that Satori implement a token into their ecosystem. A staking platform will encourage users to take their Satori NFT off the secondary marketplace, which will, in theory, drive the floor price up. Utility for a token such as a raffle system could be implemented where users can win whitelist spots, and NFTs. This could increase the incentive for users to stake their NFT for a longer period to earn more tokens.

BRANDING

80%

The branding domain looks into the key areas of what makes up successful branding. Scores are based from facts and the score isn't a representation of the standard of artwork.

HIGHLIGHTED STRENGTHS

Satori's logo is a Shinto shrine which is a common structure found in Japan and is a place of worship and the dwellings of the kami, the Shinto "gods". This logo aligns with the style of their NFTs and branding.

Satori's marketing catchphrase is #SIK which means 'Satori is Key'. This can be used for Twitter campaigns to gain exposure through the trending feature. Using a catchphrase for Twitter campaigns has proven to be a successful way of growing projects previously such as Okay Bears with 'WAGBO'.

Satori has custom-made artwork that is consistently posted on their Twitter posts. In particular, they have made an animated GIF of a Satori NFT in a lab that is attached to a Twitter thread. The GIF will draw in users as the artwork is professionally made, leading them to read the thread and educate themselves about the project.

Satori posts custom-made videos on Twitter that fit their branding and art style. Consistent posting of these types of videos will increase the brand's recognition and build trust with potential investors.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

We recommend that Satori continue to use their catchphrase 'SIK' throughout their Twitter posts and Discord announcements. We recommend that Satori conduct giveaways with the entry requirements to post a tweet with the '#SIK' to enter. This could help get the hashtag trending and bring new eyes to the project.

We recommend upholding the consistency and quality of the visual style. Ensure to use the same fonts, similar images, and an all-encompassing color scheme.