CYPHER REPORT
/ SECRET LLAMA AGENCY
JUNE 8 2022 PRE-MINT

OVERALL SCORE
77

REPORT SUMMARY

This report is the result of an assessment on the Secret Llama Agency 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

Legend: Results in % — 60% Pass Line
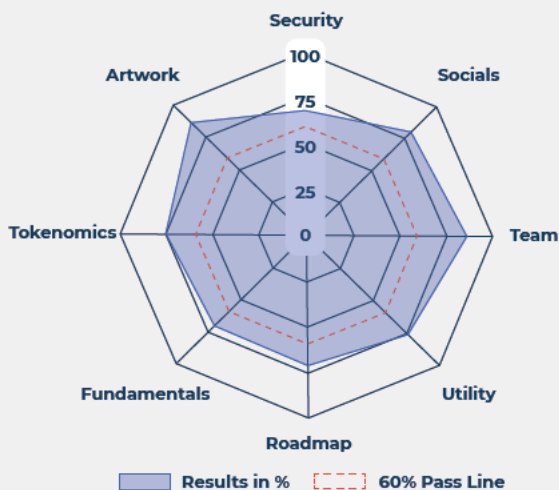
🔒 SECURITY 70% PASS	💬 SOCIALS 80% PASS
🪪 TEAM 87% PASS	⚙ UTILITY 76% PASS
📍 ROADMAP 71% PASS	♟ FUNDAMENTALS 70% PASS
💲 TOKENOMICS 75% PASS	🖼 ARTWORK 86% PASS

AWARDS ACHIEVED

🔒 💬 🪪 ⚙
📍 ♟ 💲 🖼

HIGHLIGHTED STRENGTHS

1. Custom code and new concepts makes Secret Llama Agency an innovator within the Solana space, opening up fresh opportunity for investors.
2. The team is very active in their Discord community. They regularly do video announcements and community events where they show their faces. All of the team members have their Linkedin, Instagram or Twitter accounts linked on their website.
3. The Secret Llama Agency artwork is visually pleasing and ties into the project's theme well. There is a vast variety of traits that holders can obtain making it worthwhile for investors to stake their NFTs to mint new traits with $HAY.

HIGHLIGHTED AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

1. Secret Llama Agency does not have a defined vision that oversees everything that the project does. This vision should be visible on the Twitter bio description and home page of the website.
2. Implement a FAQ channel on the Discord server. It is important to have key information that is easily accessible to the community in a centralized area.
3. Implement written lore to form a deeper connection with holders, making them feel like they belong to the Secret Llama Agency community.

TWITTER METRICS	Number of Followers	Twitter Bot Score	Engagement Score	Team Activity
	16K	3/5	2/5	3/5

DISCORD METRICS	Number of Members	Discord Bot Score	Activity Score	Team Activity
	20K	4/5	5/5	4/5

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

After experiencing a Discord security breach, the Secret Llama Agency staff responded well and contained the threat properly with a clear incident response procedure. They also had a follow-up call with the Cypher Seals team for a security consultation to help secure the configuration vulnerabilities of the discord server, in which all recommendations were swiftly implemented. This indicates that the team have learnt from their shortcomings, and has adopted a secure approach to managing its discord server in the future.

The Secret Llama Agency team has a formal vetting process that is followed when hiring new moderators. All moderators are required to fill in an application. The team will review the applications and select moderators with relevant previous experiences. Following on from this the team will check the user's activity in the discords that they mentioned. It is a requirement that mods and staff must have 2FA enabled.

🔒 HIDDEN

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

SOCIAL

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

HIGHLIGHTED STRENGTHS

Secret Llama Agency's main strength is the activity within the community. The team is actively building connections and relationships through community events such as WL games, twitch streams, active video chats, and Twitter spaces.

At the time of writing, Secret Llama Agency has 16k followers on Twitter, with a bot score of 20%. This is considered a healthy amount of legitimate followers in comparison to the overall project mint supply. The project's Twitter engagement is fast-growing, and marketing efforts are proving to work.

In terms of community influencers and events, the marketing manager is a well-established social media 'influencer' with 20k followers on Instagram. This demonstrates the in-house capability to push marketing for the project. There is also a designated twitch streamer who plays an active role in the project and engages with the community through gaming. This level of interaction with the community is a healthy indicator. Another unique aspect of this project is their IRL marketing push, with their mascot Secret Agent Llama. This is something that we haven't seen much of within the Solana space and proves that the marketing team are thinking outside the box to attract new investors outside of Web3.

In terms of social media and communication, the team actively partake in voice chats with the community, often with their cameras on. This level of engagement is rare in the Solana space and indicates a great dedication to their community.

AREAS OF IMPROVEMENT AND RECOMMENDED ACTIONS

Secret Llama Agency should maintain such a level of commitment to building the community. Also, consider the strategic partnerships with other projects to broaden the community through existing communities.

TEAM

87%

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 core Secret Llama Agency team is made up of 4 members that cover four key roles:

Agent Bigspoon: Project Manager
Agent Fubar: Developer
Agent Ashiri: Artist
Agent Fuzz: Marketing Manager

The team is very active in their Discord community. They regularly do video announcements and community events where they show their faces. This is very rare in the NFT space and is an indicator that the team is dedicated to the project. All of the team members have their Linkedin, Instagram or Twitter accounts linked on their website. This is a green flag for community members as they are often looking for a doxxed team when investing in a project.

Agent Fuzz has real-world experience in marketing and has brought it to the Secret Llama Agency project. He has previously built social media communities of over 170k followers on Instagram, Tik Tok and Youtube. This is a healthy sign that the team members have previous successful experiences in Web2.

AREAS OF IMPROVEMENT
AND RECOMMENDED ACTIONS

We recommend that Secret Llama Agency add a '#meet-the-team' Discord channel that displays a short bio of each team member's experience that is included on the website. This will improve the transparency of the project and ensure the community understands each member's strengths.

Although the team has outlined each team member's role in the project on their website, there is no description of what each team member's responsibilities are in the project. We recommend giving more of an outline of what each team member's responsibilities are within the project, not just their previous experience. This could be in the form of a short description of what that team member does in terms of development, management, or moderation so the community can understand what areas of the project are being developed by each team member.

UTILITY

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

Secret Llama Agency's utility is revolved around $HAY which can be used to buy new traits for your Agent. When you mint an agent you will get a Llama Agent NFT that only has a background. $HAY can be used to mint traits that are randomly generated from 205 different traits across five categories: skin, eyes, mouth, hats, and clothing. Once a user has minted a new trait they can combine it with their Agent NFT in the 'disguise room'. $HAY can be used to change the name of your Agent through ID cards. This is a unique approach to NFT customization as it allows holders to personalize their NFT. This sets the project apart from traditional NFT generation, where buyers are stuck with the NFT they mint or buy on the secondary market. Other than using $HAY to change the traits of an Agent, holders can also spend $HAY to buy blue-chip NFTs in the marketplace. This is an effective way to bring new eyes to the project as it will draw in new users who are trying to buy blue-chip NFTs.

The longer an investor holds an agent, they will be promoted and receive benefits. The higher an agent ranks, the more $HAY they will earn. This enables holders to be able to buy more blue-chip NFTs in the marketplace or upgrade the traits of their agent as a reward for holding. This is an effective strategy to promote diamond handers in the community and keep Agents off the secondary market, which in theory should drive the floor price up. Once a holder collects 60 $HAY they will gain access to the 'Ceremonial Hall'. Once a holder is in the Ceremonial Hall, they can mint promotion badge NFTs that can be used as traits and combined with Llama Agents.

The Secret Llama Agency has 25 Alpaca imposters, they can be identified from their short ears. Imposter Alpacas will be revealed during chapter 7 of the Secret Llama Agency roadmap. Imposter Alpacas earn +5 $HAY a day.
Secret Llama Agency will open up exclusive discord channels to holders. There will also be a voting system where holders can vote on decisions such as what blue-chip NFTs are added to the vault. This will make the community more engaged and make holders feel like they can have an impact on the project.

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

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 Secret Llama Agency roadmap outlines 7 chapters. The incentives are detailed on the roadmap and promote investors to hold their NFT so they can obtain the benefits offered by the project. The roadmap displays the following milestones:

1- Mint
2 - Earn $HAY and mint traits for your agent
3 - Exclusive discord channels are unlocked
4 - Marketplace and auction is launched
5 - ID card launch - change the name of your agent
6 - Agent promotions launch
7 - Alpaca imposters reveal

There will also be a season 2 which will include a new Alpacas NFT drop: The Alpacalypse. The second-generation drop will be purchasable with $HAY tokens. This will motivate buyers to hold Secret Llama Agency NFTs and accumulate the $HAY token so they are prepared for the second generation drop.

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

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

HIGHLIGHTED STRENGTHS

The supply of Secret Llama Agency is 6,000 on initial mint with an additional 27,000 traits that can be minted using $HAY. When comparing this with Secret Llama Agency socials (15k Twitter and 15k Discord), it's clear that this is a sufficient amount of followers and members to fully mint all 6,000 agents.

The Secret Llama Agency has an informative video that breaks down all of the project information. This is a great way of visualizing key information about the project and will get new investors up to speed quickly regarding what the project does.

In addition to the informative video, the whitepaper consolidates all of the information about the project. This makes it easy for investors to decide if they want to invest in the project.

The Secret Llama Agency has a community wallet that is used to purchase blue-chip NFTs that will be sold for $HAY on the marketplace. The community wallet will start with 33.3% of the mint fund. With a mint price of 1.5 SOL and 6,000 Llama Agents, this is roughly 3,000 SOL. This is a sufficient amount of funds for the team to initially purchase blue-chip NFTs to be sold in the marketplace.

The Secret Llama Agency website has been built with creativity and interactivity in mind. The website perfectly fits the secret agent brand and it's an immersive experience. When you go to the Secret Llama Agency website there is a prompt to sneak into the Llama Agency HQ accompanied by an illustration of the HQ. This alone will make the user feel excited to join the Secret Llama Agency community.

AREAS OF IMPROVEMENT
AND RECOMMENDED ACTIONS

Secret Llama Agency does not have a defined vision that oversees everything that the project does. This should be defined to give the community an understanding of what the project is here to do and what they want to become. This vision should be visible on the Twitter bio description and home page of the website.

Although there is a project information video, there should also be a FAQ channel on the Discord server. It is important to have key information that is easily accessible to the community in a centralized area, which will help stop community members from joining the Discord and asking simple questions like "How do I get a whitelist".

Instead of asking these simple questions a potential investor can go to the FAQ channel and be informed about frequently asked questions which will free up time for moderators. Royalty and mint allocation information should also be included in an FAQ.

7% of royalty fees will go into the community wallet. The community wallet is used to buy blue-chip NFTs for marketplace listings. There is a risk that in the long term, the project could run out of funding to purchase blue-chip NFTs. There is a reliance on a continual stream of royalties to fund the community wallet. This is something the team should be aware of and should budget spending on blue-chip NFTs to sustain a flow of NFTs being listed on the marketplace.

Secret Llama Agency has collaborated with projects to giveaway NFTs and whitelist to their community, however, there are no current strategic business partnerships that could help the project grow in the long term. Secret Llama Agency should look into partnering with projects to provide additional utility to their holders.

The Secret Llama Agency brand image is revolved around secret agents, this is evident throughout their website and Discord server. However, the team could implement written lore to form a deeper connection with holders, making them feel like they belong to the Secret Llama Agency community.

TOKENOMICS

75%

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

HIGHLIGHTED STRENGTHS

Secret Llama Agencys token is called $HAY which can be earned through staking. The token is an SPL token that has no economic value, 1 Hay = 1 Hay. The supply of $HAY will start at 0 and has a maximum supply of 34,000,000. The staking rewards will have 3 halvings when the supply reaches a certain threshold, this is so the staking rewards will last for a longer period. First Halving: 18,242,357, Second Halving: 27,246,724, Third Halving: 31,748,908. The utility of $HAY has been previously referenced in the utility section of this report.

AREAS OF IMPROVEMENT
AND RECOMMENDED ACTIONS

The tokenomic details are clearly outlined on the Secret Llama Agency whitepaper. Despite this, we recommend creating a tokenomics Discord channel and a section on the website dedicated to tokenomics. The information in this channel should break down the distribution of the token and an explanation of how liquidity will be provided. This will create transparency with holders and could give them the confidence to buy a Secret Llama Agency NFT.

The tokenomics model is well-rounded and has a unique approach. However, the model rewards whales rather than smaller holders who have one NFT. This is because whales will accumulate more $HAY so will have more buying power in the Secret Llama Agency marketplace. Although whales can bring a lot of new investors to the project due to their influence, there potentially will be fewer smaller investors. A benefit of having more smaller investors is that the community size will be bigger, resulting in more engagement.

ARTWORK

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

HIGHLIGHTED STRENGTHS

The Secret Llama Agency artwork is visually pleasing and ties into the project's theme of secret agents. There is a vast variety of traits that holders can obtain making it worthwhile for an investor to stake their agent to mint new traits with $HAY.

The art is made by an established member of the team. And, they have high-quality promotional graphics for their socials that gets a lot of attention.

AREAS OF IMPROVEMENT
AND RECOMMENDED ACTIONS

There is no action required as we have assessed the artwork to be of sufficient quality and distinctiveness.