

Problem Analysis

Does the problem they describe make sense and actually exist? (some projects create a product and then try to find problems for it to solve)

Where does the problem lay on a scale of significance? (Heart surgery or nail stickers?)

Why is a solution needed now?

What has changed that might suggest a solution would be successful now?

Is it a problem people would be likely to pay to resolve?

Does the problem have a wide-reaching impact or does it only affect a small group of people?

What evidence do they provide to prove the problem is a pain point for this group of people?

Does the problem resonate with you?

Have you experienced it or know people who consider it a problem?

Is the problem an Ethical, Financial, or Practical pain point?

Does fixing this problem seem achievable or is it a mammoth undertaking for one project?

What is the lifespan of the problem?

Is the problem novel and not solved so far?

If there are existing solutions for this problem, what are the costs/benefits and how do they approach solving it?

What is the possibility that existing solutions can scale to compete or replace this project's solution?

Solution Analysis

Does the solution they suggest make sense?

How will the solution resolve the problem for end users and what would this look like?

How accessible would this solution be for the target audience?

Does it rely too heavily on other factors outside the project scope to be successful?

Will users need to commit to using this solution over time to avoid the problem, or is it an area where commitment to the solution may ebb and flow or die away altogether?

How will the project reach and engage its target audience to promote its solution?

How will this be measured?

What metrics will the project use to measure how well their solution is working and how it is being used?

What are the main leading and lagging metrics?

Do these differ depending on the audience?

How will the project gather, measure and respond to feedback from users?

At what stage of development is the solution?

Is it at a theoretical stage?

Is there a tangible product or service that has been built?

Is the solution already being used by the target audience?

Have users been able to test this solution?

If not, what is the timescale to launch and how much will it cost to get to that stage?

Has the project addressed existing solutions for this problem?

Have they outlined the pros and cons of their approach compared to existing solutions?

How likely is it that users of other solutions would be attracted to this project's solution?

Do the advantages of this project's approach amount to tangible business and user value?

Are they merely proposing a different route to get from A to B rather than a shorter/cheaper/faster/more fun route?

What is the possibility that existing solutions can scale to compete with or replace this project's solution?

Does the project have an edge that would be difficult to copy?

Would they have a sizeable "first to market" advantage?

Technology Analysis

Who built the software?

One person or a team?

Is it built on code developed by someone outside the project or is it entirely home-grown?

How long has it taken to build?

What does the software actually do?

How stable is the software?

What testing has been done?

Has the code been audited by an outside auditor?

Is the code open source and shared publicly or closed-sourced?

What are their reasons for this?

How easy is the software to maintain, monitor, update, troubleshoot?

How flexible is the software?

If changes need to be made, how easy is it?

How secure is the software?

What exposure is there to exploits or hacks?

How does the software manage the security of user data or funds?

Is it compliant with data laws and legislation?

How easy is it to scale the software and the team required to maintain it? 1000 users, 100,000 users, 1000000 users?

Where are the vulnerabilities in this software and what has the project done to mitigate them?

How easy will it be for the target users to access and interact with the software?

What level of technical knowledge will users need to use the software?

Why does this software project use blockchain and what are clear examples of the advantages?

Why does this software require a crypto token or coin of its own?

Team Analysis

Who are the project founders?

What is their relationship and how have they come to work together?

Have they worked together before?

Do they bring an unfair advantage with them into this project?

How do they resolve conflicts?

Is there a partnership agreement in place?

What projects have the founders worked on in the past and how successful were these?

Do these past projects suggest sufficient experience in the specific area this solution is targeted at or is the experience more general?

Is this their first solo project or do they have a track record of delivering investible solutions to problems?

Have the founders established a team with the unique skills, technical ability, and experience to deliver the software solution?

To what degree is the team outsourced?

What is their plan for hiring the technical talent they need to scale their solution?

Is there cohesiveness in the team?

Evidence of power struggles or uneven power relationships at the top?

What is the equity split between the founders and team members?

Is the project team balanced? Is it developer heavy but lacks experience in Research & Development, Marketing, Sales, Community Development etc.

Where in the world is the project team located? This can affect the compliance required with legal regulations. Is the team physically located within one building or are they spread across the globe? What systems are in place to manage this?

What governance and decision-making process is in place to drive the project forwards?

What Business Continuity Plan does the team have in place?

How has resilience been built into the project to protect against possible vulnerabilities?

What recovery plans are in place should a disaster occur?

What contingency plans are in place and who has responsibility for what?

Tokenomics Analysis

Is the token Inflationary?

Will there be an increase in the circulating supply of the token over time?

Does this fit with the token's utility?

Is the token deflationary?

Is there a token-burning mechanism in place?

Is there a hard cap of maximum supply in place so that no further tokens can be minted?

Is there a vesting schedule in place that dictates when early investors can sell their tokens?

Is there a Vesting Cliff and how long will this last?

How many tokens will exist? (Some projects have a Maximum Supply or Hard Cap but others do not and can mint an unlimited number of tokens.)

How many tokens have been released so far? (Circulating Supply)

When and how will further tokens be sold or released?

What price targets have been set out by the project?

Are these realistic?

What is the Fully Diluted Valuation of the project? (This is the token price multiplied by the Maximum Supply. (What are your price targets for the token in order to make a profit? If you multiply your price target by its circulating supply it will give you the Market Capitalisation for the project. By comparing this with other similar-sized projects you can determine if your token value predictions are realistic or unrealizable given the project's tokenomics)

What percentage of tokens will be allocated to the founders, advisors, and team members and Treasury?

Is the allocation balanced?

What tokens will be set aside for the community, airdrops, and rewards?

What are the mechanics of how the token will actually be used and managed on the platform?

What revenue streams will there be?

Roadmap Analysis

What are the key objectives for this project?

Are they achieving them, how fast are they being achieved and are they on track to achieve them within the timeframe they have set out?

What are the project Milestones?

Have they been achieved on time in the past?

What do the Milestones tell us about the project's focus and ability to execute on short term goals?

What is the capacity for the project to reach its next milestone?

Will additional funding be required?

What are the project Deliverables in terms of the goods or services they have set out to provide?

When will these be available?

How will they be measured?

What Resources does the project have to continue to achieve Milestones within its Roadmap?

Is the project Treasury sufficiently funded to achieve future milestones? (sometimes referred to as Runway)

Is the project already generating income that is being put toward development?

Does the project have an Investment strategy that suggests they plan to hold additional investment funding rounds to achieve specific milestones on the Roadmap?

How realistic is the Timeline that has been set out by the project?

Is there evidence that past Milestones have been achieved comfortably or that things always run down to the wire?

Has the project estimated sufficient time to complete all the tasks towards a milestone? (Repeatedly postponed launch dates for Milestones on a Roadmap require further investigation as they could be a Red Flag)

Competition, Challenges & Risks Analysis

How does the project achieve its current reputation and what steps is it taking to preserve and build that reputation.

What does it consider the greatest risks are in terms of threats to its reputation?

Are there projects or businesses on or off-blockchain already targeting and solving this problem?

What is their market share of users/investors?

Do they offer a solution that consumers are using but which isn't effective or adequate?

Are they developing a new technology or product that could better meet customers' changing expectations?

How vulnerable is the project to competitors attracting existing users/investors/staff away from the project?

What incentives are planned to retain long-term users and investors?

Does the project require onboarding new talent in order to achieve milestones and how do they plan to attract this talent?

What is the tone of the project's Marketing strategy and how successful has this been to date?

How has the project evidenced innovation?

How does it track customer sentiment and changing needs over time?

Where is the project located?

What are the strengths and risks of this location in terms of competition, regulation, and onboarding new users/investors.

What specific risks or obstacles have the project identified that could hold them back from hitting their milestones?