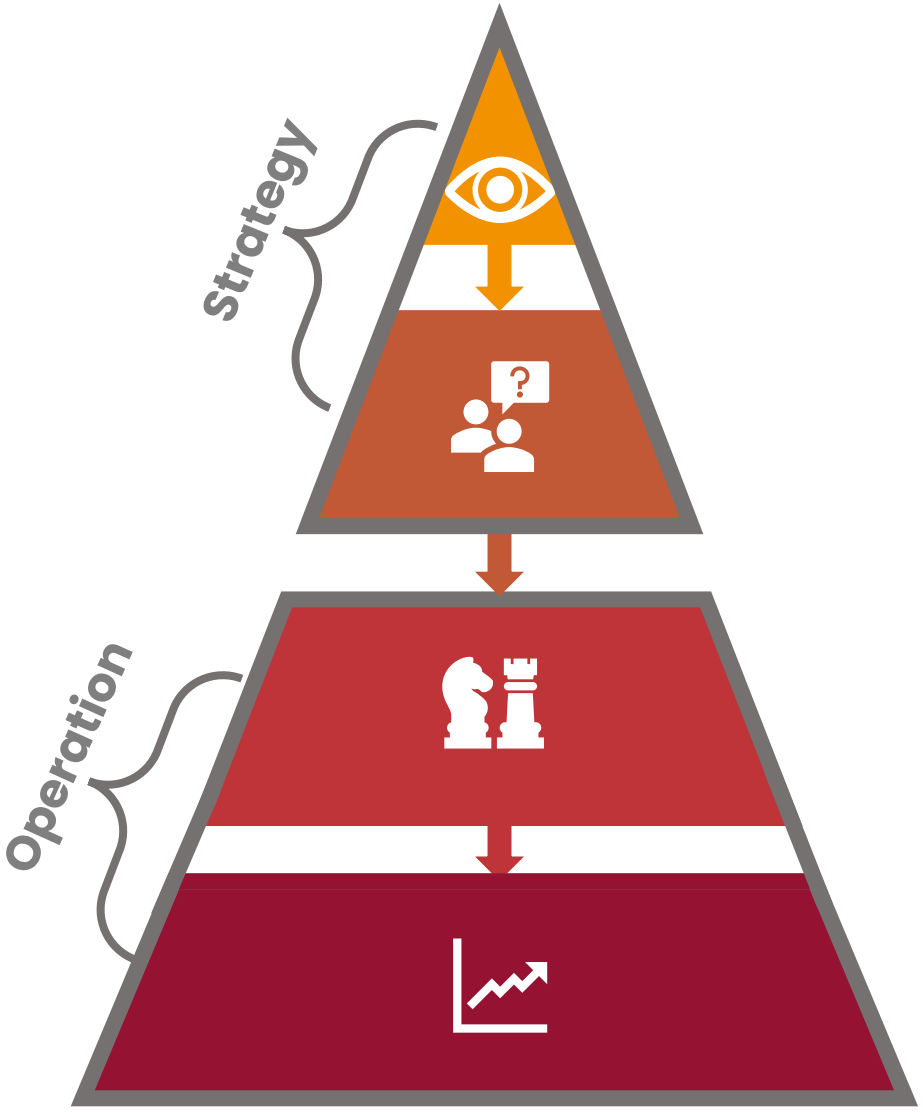
CoinScalar

TOKEN ECONOMY DESIGN

Token Economy Development Strategy

Token Economy Development Strategy



Business Concept

- Which need we target with our product?
- What is our disruptive value proposition?
- What is our product in 3 years ?

Market Design

- What is your target user key pains/interests?
- What should convince the user use your product?
- How can we maintain user's continuous engagement?

Token Mechanics

- How to create an intuitive and engaging environment?
- What is product governance distribution over time?
- How to align the user behavior and token mechanics for maximal project longevity?

Token Design

- How to design an efficient and a resilient financial project structure?
- What is the smoothest approach to launch the project token?
- How to ensure the increasing demand for the project participation?

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Token Economy Development Strategy

Business Concept	**1. Business Idea**	• What is the key innovation we bring to the market?
	2. Market	• What opportunities does the competitor landscape bring?
	3. Customer	• Who is our core consumer? Is our product the best in solving their needs?
	4. Product	• What value proposition ensures a strong offering on the market?
	5. Financials	• What revenue model strategy is the most applicable to meet the break-even point and continue increasing revenue generation?
	6. Roadmap	• How should the product evolve to maintain leading position in our market segment?

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Token Economy Development Strategy

Market Design	**1. Actor**	• What is a nature of our actors? What obsolete behavior/process we target?
	2. Outcome	• How encourage actors enter into our economy? What benefits are significant to convince in continuous participation?
	3. Environment	• How ecosystem makes a seamingless actors accustomedness? How can we increase the actors' lifetime?
	4. Utility	• What are the best features to provide the **Outcome**s? How the token andjusts and enforces product utilization benefits?
	5. Fairness	• How to build a trustful environment? How governance, validation, revenue distribution contributes to establishing trust?
	6. Constraints	• What limitations and restrictions should be anchored to maintain a stable **Environment**?

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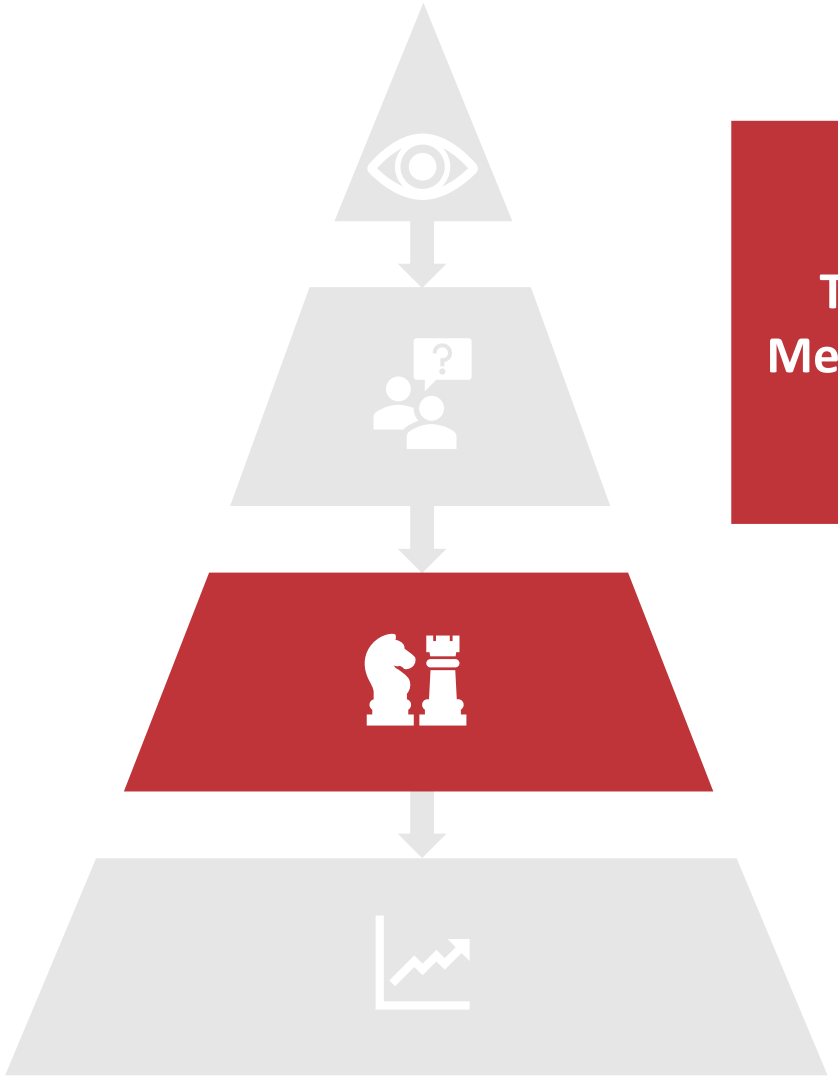

Token Mechanics	**1. Governance**	• How the product problem should be solved? What is our resolution mechanism (centralized, semi-decentralized, decentralized)?
	2. Non-financial Incentive	• How to provide alternative incentives to encourage actors participation (influence, popularity, status, etc.)?
	3. Structure	• How to develop at least Pareto efficient mechanism of in-system interactions?
	3. Token Flow	• How we construct a complete system of token exchange? How to ensure the most harmonic value flow?

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Token Economy Development Strategy

Token Design	**1. Token Policy**	• What classification does the token correspond to in the project? How the token supply and emission look like?
	2. Financial Incentives	• How to provide financial incentives to encourage actors' active participation and project long-term engagement
	3. Value Capture	• How to align the project business expectations, governance structure and incentive system to drive token value accrual?
	4. Budget & Funding	• What is the expected budget of project development expenses? How to cover the expenses minimizing economy damage?
	5. Allocation & Vesting	• How to find optimal allocation to match the expected project economy structure? What is the most optimal approach of token issuance?
	6. Launch Strategy	• How to align the expected user conversion with liquidity supply? What is the optimal approach to mitigate token price disbalance?

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CoinScalar

Our Management Team

Mike Salo

CEO & FOUNDER

Mike is a former financial advisor to a leading crypto venture and a former COO of the software development company. Member of the academic board at LvBS UCU Business School. Leads the partnership and economic analysis (incl. token economy) directions.

Ostap Kharysh

CDO & CO-FOUNDER

Ostap is former BIG 4 and tech business consultant, with academic background in data science, digital innovation. Leads service development, projects due diligence and blockchain data analysis directions.

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CoinScalar

Our Experience

30+ Token economies

20+ Due diligences

10+ Pitching materials

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TOKEN ECONOMY DESIGN

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