

INVESTMENT REVIEW
OF ICO PROJECT

SCORUM

scorumcoins.com

ICO: 14.01.2018

HIGH

Quality Rate

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The DigRate team expresses its respect to all enthusiasts of the cryptocurrency world.

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According to the whitepaper: “Our mission is to jump-start the sports media evolution and enable Scorum community members to be fairly rewarded for sharing their passion for sports. This concept stands in stark contrast with the way traditional media businesses operate. Scorum is the first blockchain-powered sports media platform. We aim to firmly establish ourselves in this niche and ensure stable development of our platform. We estimate the potential global audience size for the Scorum platform to be 1 billion users aged 18 to 40.

To maximize audience engagement, maintain high content quality and establish an active sports enthusiast community, Scorum offers the following benefits:

1. A fair internal economic model based on blockchain technology.
2. Built-in instruments for authors (interactive visualization tools, photo database, advanced sports analytics).
3. Fully featured statistical centers for various sports.
4. Commission-free betting exchange.
5. In-house sports experts who ensure high quality of the sports analytics data.

Given the platform’s unique value proposition, Scorum believes it has what it takes to become a cutting-edge media source at the heart of which lies passion for sports.”

Token	SCR and SP
Price	1 SCR = 1 USD
Soft Cap	no
Hard Cap	\$17M
Bonuses at the Pre-Sale stage	up to 25%
Bounty campaign	yes
Platform	separate blockchain platform
Accepted	BTC, ETH
Country	Belarus

SCORUM

Criterion	Score
PROJECT CONCEPT	
Does the problem the project plans to solve really exist?	
Is the company's product unique?	5,5 / 7,0
Did the team identify competitors and their advantages over them?	
Is the project's solution significantly different from already existing solutions?	
BUSINESS MODEL	
Has the project laid out its operating business model?	
Is there a clear roadmap?	5,7 / 7,0
Did the team present a detailed financial plan for income and expenses?	
THE TECH	
Is blockchain technology a solution to the market problem?	
Is there already a working product?	4,5 / 7,0
Was safety audit of source code provided?	
Was the source code published on GitHub?	

Criterion	Score
TEAM	
Have project founders already implemented a similar successful business?	
Are project founders well-known with established reputation in their professional environment?	4,3 / 7,0
Does the project team have extensive experience to implement the project?	
TOKENS	
Is the issuance of tokens limited?	
Is there mechanism that would protect current holders from token devaluation?	5,0 / 7,0
Do the project participants have a clear motivation for owning the tokens?	
PROJECT SUPPORT	
Do competencies and experience of the Advisory Board members meet the project goals?	
Are the project's partners large and well-known?	4,7 / 7,0
Is the project attracting large VC investors?	

Criterion**Score****COMMUNICATION**

Is the project popular on social networks and in thematic communities?

Is the project widely discussed in blockchain news resources?

5,0 / 7,0

JURISPRUDENCE

Does the legal structure exist? Is it transparent?

Are tests on not recognizing a token as a security passed?

Is AML policy developed? Is passage of KYC procedures provided?

Is disposal of collected funds regulated? (for example, using an escrow account)

Did the team develop a detailed contract for the purchase / sale of tokens?

Is there a detailed Privacy Policy?

Did the team take into account legal risks of ICO?

5,4 / 7,0

How do we rate the quality of the project?

High
Quality Rate



ADVANTAGES

- A quality business model is presented
- There is a clear roadmap
- Blockchain is the necessary part of the project
- The source code of the platform is published on GitHub
- The project's partners are large and well-known
- The project is popular on social networks and in thematic communities



DISADVANTAGES

- The competitive market environment is not sufficiently described
- Disposal of funds is not regulated

Considerable risk exposure, high sensitivity to market conditions

Scorum, with proper implementation, is likely to find a positive response from the project participants. The Scorum platform will unite those who are not indifferent to the sport in one ecosystem, that is created around the services that are in demand. The team has a clear understanding of the project's strengths, while the weaknesses, as well as competitive projects, are not sufficiently understood. The Scorum project received a wide media and information coverage and was able to attract the first investment at the pre-sale stage. The open resources of the project highlight the legal aspects of ICO safety, while information on the tech aspects is extremely insignificant. Investors should not expect quick speculative profit, but at the same time, the investor bears quite low risks of devaluing project's tokens - Scorum Coin (SCR). Reducing the risk of depreciation of SCR is facilitated by an understandable model of token turnover and protection mechanisms from their excessive supply at crypto exchanges.

**What is important
to improve?**

High priority tasks:

- Describe the competitive environment in detail
- Carry out a safety audit of the source code and publish the results
- Attract specialists with extensive experience and achievements to the team
- Implement the regulations of disposal funds
- Reorganize the legal framework to increase the business transparency

What can be improved?

Medium priority tasks:

- Increase the stage of the functional readiness of the platform's source code
- Improve the mechanism for protecting tokens against the devaluation
- Attract more respected consultants to the advisory board
- Establish additional partnerships with large and well-known companies
- Increase activity in social networks and thematic communities
- Increase activity in blockchain news resources

What information should be added?

More information is required:

- about the financial plan
- about the stage of product readiness
- about the popularity and achievements of the founders in their field and in the blockchain industry
- about the experience of the founders in the implementation of a successful business in the project field
- about large VC investors of the project

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