

EXPRESS REVIEW OF ICO PROJECT



THRIVE

ico.thrivelabs.io

ICO: 10.03.2018

HIGH
Quality Rate

AVERAGE SCORE

5.8 / 7.0

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

- PROJECT CONCEPT 
- BUSINESS MODEL
- THE TECH
- TEAM
- TOKENS
- PROJECT SUPPORT
- COMMUNICATION
- JURISPRUDENCE



Whitepaper
KYC / Whitelist
Terms & Conditions
Token Sale Agreement
Privacy Policy



ICO dates	10.03.2018 - 05.04.2018
Token	Thrive Token (THRT)
Price	1 THRT = 0.25 EUR
Bonus	up to 40 %
Soft cap / Hard Cap	3000 ETH / € 25 млн
Platform	Ethereum
Accepted	ETH, BTC, LTC

CONCLUSION: In general, the project has opportunities for rapid scaling and occupying a niche in the premium digital advertising market by minimizing the cost of advertising and improving its effectiveness.

According to project's [whitepaper](#): "Thrive's ultimate goal is to establish the first meritocratic & community based Premium Advertising Market Place, where all participants become strong contributors in defining clear publisher interests, commercial benefits and self-reinforcing processes to make joining the group a no-brainer. Thrive believes the community is the backbone of its business model, therefore all main actors who are actively contributing to the Ad Market Place development such as consumers, reviewers, advertisers, and publishers are eligible to improve their economic performance. This game changing concept in the digital advertising industry is strictly regulated by a transparent and meritocratic reward model ensuring the full reserve token redistribution upon the ramp-up phase gets accomplished. Thrive Labs project is going beyond the decentralized Ad Market Place concept, since building and integrating an active community around it, with clear and transparent engagement rules. Thrive is a company based on Blockchain and smart contracts with all competitive advantages this technology brings in, ensuring full transparency, 100% data security and safety."

In accordance with the of Thrive Labs' business model, the company's revenue will be generated by 10% commission fee for each transaction; monthly payment for the use of Thrive DMP (data management platform) in THRT tokens in the amount equivalent to 1000 EUR; CPM (Cost-per-Thousand) in THRT tokens in the amount equivalent to 0.5 EUR per thousand ad impressions (based on Thrive DMP data).

Criterion	Score
PROJECT CONCEPT	
Does the problem the project plans to solve really exist?	
Is the company's product unique and monetized in the market?	6.0 / 7.0
Has the team identified its competitors and its advantages over them?	
Is the project's solution significantly different from existing solutions?	
BUSINESS MODEL	
Has the project laid out its operating business model?	
Is there a clear roadmap?	6.0 / 7.0
Has the team presented a detailed financial plan for revenues and expenses?	
THE TECH	
Is blockchain technology a solution to the market problem?	
Is there already a working product?	5.3 / 7.0
Has a safety audit of the source code been provided?	
Has the source code been published on GitHub?	

Criterion**Score****TEAM**

Have the project founders already implemented a similar successful business?

Are the project founders well-known, with established reputations in their professional fields and/or in the blockchain field?

6.0 / 7.0

Does the project team have enough experience to implement the project?

TOKENS

Is the issuance of tokens limited?

Is there mechanism that would protect current holders from token devaluation?

6.0 / 7.0

Do the project participants have clear motivation for owning the tokens?

PROJECT SUPPORT

Do the competencies and experience of the advisory board members meet the project goals?

Are the project's partners large and well-known?

5.7 / 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 on blockchain news resources?

6.0 / 7.0**JURISPRUDENCE**

Is there a clear legal structure? Is it transparent?

Have tests been passed that determine the token is not a security?

Is there an AML policy? Does the company have KYC procedures for token purchases?

Does the project provide tools (for example, the use of escrow) that would guarantee the return of investments if the stated usage of funds is not followed?

5.6 / 7.0

Is there a SAFT, a detailed contract/offer, and/or agreement for the token sale?

Is there a detailed Privacy Policy and policy on the processing and storage of users' personal data?

Has the team taken into account the legal risks of an ICO?

How do we rate the quality of the project?



ADVANTAGES

- The team has studied the competitive landscape and described the project's competitive advantages.
- Blockchain technology is necessary for the project.
- The team described in detail the business model of the project.
- The issuance of tokens is limited.
- The project is popular on social networks and in thematic communities.
- The project team has extensive experience and a strong track record.
- The project has a strong advisory board.

HIGH
Quality Rate



DISADVANTAGES

- There are no tools (for example, the use of an escrow) that would guarantee the return of investments, if the stated usage of funds is not followed.

The cost of global digital advertising will reach \$ 335.4 billion by 2020.

[Thrive Labs](#) is a data management platform (DMP), that will be used for advertising marketing. The ecosystem of Thrive Labs will allow advertisers and content creators to interact directly without intermediaries. The goal of the project is to create a decentralized platform based on activities transparency, taking into account the reputation when paying bonuses. The blockchain technology will ensure full transparency, reliability, and security of cooperation, and a smart contract guarantees fast and timely payment to the advertising market participants.

The project founders have a successful experience, that is confirmed by the functioning business. Creators of Thrive Labs are the founders of [Weboom LTD](#), which is one of the four largest Italian companies in the digital advertising industry. Weboom Ltd was mentioned by AdWords among the top 10 advertisers in 2015. According to various estimates, the cost of global digital advertising was about \$ 194.6 billion in 2016. This figure [is expected](#) to reach \$ 335.4 billion by 2020. The project team has conducted a detailed analysis of the digital advertising market and the competitive landscape. Successful companies such as [Google doubleclick](#) and [AppNexus](#) have been operating on the global market for a long time.

The main competitive advantages of Thrive Labs are:

- low cost of premium advertising;**
- the highest transparency and data security;**
- protection of the advertiser's brand.**

The most perspective competitors that have conducted or are going to conduct crowdsale are [AdEx](#), [Ad Shares](#), [Basic Attention Token](#), [Papyrus](#), and [Bitclave](#). For example, the Bitclave project (A1 investment attractiveness score) raised \$ 25.5 million during the ICO, and now the CAT token is trading on exchanges with three times higher price.

Despite the presence of strong competitors, the Thrive Labs developers indicate shortcomings of each of them and their own competitive advantages. As Thrive Labs is developing its own blockchain, it is planned to eliminate the competitors' shortcomings: low transaction speed, high commission fees, and insufficiently high data storage capacities. There are low cost of premium advertising (4.5 to 7 times lower than competitors), as project has its own services to collect information without intermediaries; the highest transparency and data security; protection of the advertiser's brand from an unfavorable information environment among the main advantages of the project. The more personal information the user is ready to provide, the more bonuses he gets. This kind of remuneration will provide the maximum amount of information about users and will contribute to better targeting. Thrive Labs aims to change the principles of the DMP's (data management platform) work.

Launch of the Thrive's alpha version and its testing are scheduled for the second quarter of 2018

Currently DMP collects customer data directly from digital advertising, websites, and mobile apps. Thrive's DMP will use customer data collected throughout the history of the buyer's search, that will help to improve the quality of content and ensure the best correspondence to the customer's needs. Another difference of the project from competitors' projects will be a system for assessing the quality of creators' websites content, where reviewers will be rewarded for their work, and creators of ineffective content will eventually leave the ecosystem.

The economic nature of THRT defines it as a digital unit of Thrive Labs service and a monthly reward for Internet surfing and ads viewing. THRT will be also used as the only settlement means for advertising within the Thrive Labs, and it is not a basis for recognizing a token as a security. The results of the Howey Test are provided.

There is limited issuance of tokens, their partial "burning", and temporary blocking of the team members' and large investors' tokens to reduce the risk of token devaluation and manipulating its price. Low commission fee (10%) for placing advertising and bonuses to active users are the main factors of high demand for THRT. The deficit model of the token is a passive factor of the THRT price growth subject to a demand for a service.

The Thrive Labs project has a high potential to occupy its niche in the premium digital advertising market.

The developers have worked out thoroughly the legal side of the ICO launching, including a package of basic legal documents.

Thrive Labs LTD (number C79094) is registered in Malta, this fact minimizes the legal risks, as the Government of Malta actively supports the development of blockchain projects.

The project team has a [demo of the Thrive DMP platform](#) with very limited functionality. The developers claim that launch and testing of the alpha version of the platform are planned for the second quarter of 2018.

Documentation of the project is worked out thoroughly, the business model of the project is detailed, including its differences from existing competitors. [The smart contract code for ICO and PreICO](#) was published on GitHub. The developers claim that they have the results of an independent audit of the smart contract, but no relevant documents have been found.

The project team has also conducted a marketing study on the results of which 80% of the respondents (including large advertising industry participants) showed interest in the Thrive Labs services.

In general, the project has opportunities for rapid scaling and occupying a niche in the premium digital advertising market by minimizing the cost of advertising and improving its effectiveness.

**What is important
to improve?**

High-priority tasks:

implement tools (for example, the use of an escrow) that would guarantee the return of investments if the stated usage of funds is not followed.

**What information
should be added?**

More information is required:

about the safety audit of the smart contract.

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