FINOMENA
INTELLIGENT ANALYTICS
BY FINMINITY

BROKOLI Network ($BRKL)

https://brokoli.network/ || https://twitter.com/BrokoliNetwork || https://t.me/brokolinetwork

Finomena Score
★★★★☆

## Company Background & Business Model

Company Background: Brokoli is an impact-to-earn NFT tree metaverse. It is the ultimate sustainability layer of multi-chain DeFi. Brokoli merges DeFi and GameFi to incentivize users to make, own, and trade their positive impact. The project has three interconnected parts (Brokoli' core, API, Digital Forest / Brokoli Impact Credits) that all serve a single purpose to rapidly grow Brokoli's user base and offset DeFi's carbon footprint.

About Token: Brokoli's token, $BRKL, has various use cases such as airdrops for the platform users, discounts for Brokoli Launchpad, token burn, rewards for liquidity providers, staking and receiving share of collected fees. The token holders will be able to cast their vote to decide the choice of renewable energy projects, e-waste collection and recycling programmes, and partners for planting trees.

Total IDO Allocation: US$350K | Initial Market Price (Public price) : US$0.064 | Max Cap/Person: US$280

Promoter Score 4/5

Brokoli Network is led by Haroldas Pakalniskis and Matas Danilaitis. The team has six other members contributing in business development, user experience, external relations and development.

Haroldas Pakalniskis
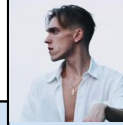
Haroldas Pakalniskis is serving as a CEO at Brocoli Network and Citrus. He has also served as an advisor and Brand of Head at Black Wallet and Mintlayer.

His education background revolves around marketing and has gained quality experience so far.

Matas Danilaitis

Matas Danilaitis is the Co-Founder of Brokoli Network and Citrus. He is also a member of The Institute of Directors (IoD). He has served as an analyst

in Private Equity, Merger and Acquisition, Venture Capital. He is an individual with quality experience & expertise.

Sector Alpha | Sector Score 2/5

We have identified two competitors for Brokoli (1) Green Climate and (2) Green Trust. The performance of this sector is pretty low as compared to the market. The market benchmarks that is Bitcoin & Ethereum offered 41.90% & 74.03% of returns respectively over the last three months, whereas the returns were negative for this sector. United Nations Sustainable Development Goals (SDGs) is getting increased focus and we believe the sector will improve soon offering steady returns.

Daily Price Performance
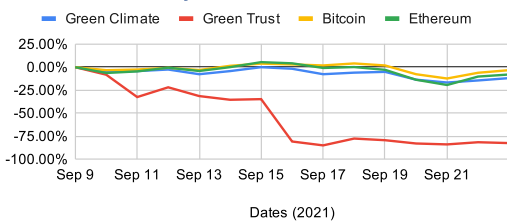
Periodic Price Performance
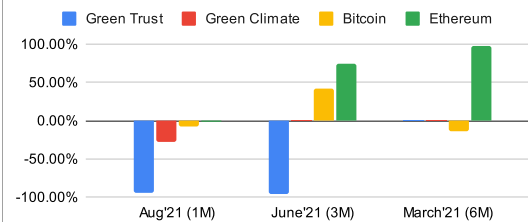
Token Analysis | Token Strength Score 4/5

The token allocation for Brokoli Network is fairly distributed. Majority of the token is allocated to private round and ecosystem incentives that is 23.75% and 25.28% respectively. The liquidity is 15% which is good and vested over 12 months. The development (14.60%) and operations (15%) are vested over 25 months, which is pretty decent. The partners and advisors with an allocation of 2% are vested over 25 months which is good. Overall, the token allocation and vesting schedule is pretty good as compared to the industry standards. Thus, ensures commitment and limiting the scope of token dumping.

Token Details
Maximum Supply: 125M II Public Sale: 5.47M

Holding	Percentage	Months
Private Round	23.75%	18
Liquidity	15.00%	12
Ecosystem Incentives	25.28%	20
Public Sale	4.38%	18
Partners&Advisors	2.00%	25
Development	14.60%	25
Operations	15.00%	25

Token Vesting for Brokoli Network
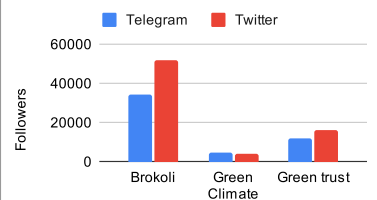

Tech Maturity Score 3.5/5

Brokoli Network has a very detailed product roadmap available. They have successfully completed their private sale in the second quarter and they are going to conduct their public sale on date 28 September (2021) through DAO Maker.
In the fourth quarter, they have plans to launch Green NFTs where Brokoli Users can make, own and sell their positive climate impact. They have well stated plans for the next two quarters and they have a credible team to execute the milestones.

Overall, the project has shown a good technical maturity with well set goals for the future.

Network & Community Score 4/5

Brokoli Network has social media presence across various platforms including Telegram, Twitter, Medium and Discord. The Twitter followers stands at 52k (as on

Telegram & Twitter Followers as on 26 Sep'21

26 Sep'21), which is greater than the competitors in the market. The Telegram followers' count stands at 34.1k (as on 26 Sep'21), which is a good number as per the industry standards. The team has marketed their project effectively, thus having a robust social media strength and follower base. Hence, would be an added advantage for the project in the future.
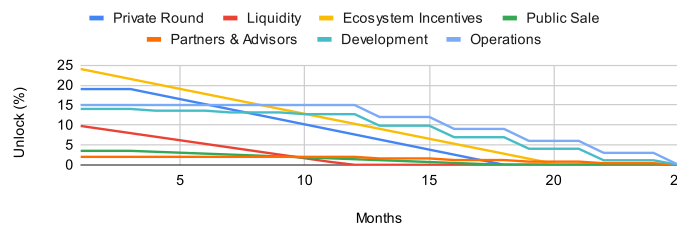
Overall, the project is up to a great start with robust social media presence and have the opportunity to grow further.

Crypto Market Trends | Sentiment Score 27

After a tranquil July, crypto market is buzzing once again as the market cap has risen $2 trillion, fuelled by the gains in Bitcoin. Investors took out a net of $22.1 million from cryptocurrency funds as bitcoin gained from a low of $42,924 to a high of $47,831. The funds based on the world's biggest cryptocurrency saw the biggest outflows at $22 million, followed by $1.1 million outflows from Ether.

Alongside Bitcoin and Ethereum, the NFT market has seen sky-rocketing sales in August. The numbers of buyers and sellers have increased not only in the Art sector but also in the Utility sector and Sports sector. Sales of NFTs took a leap of 111.46% in comparison to Q1, and overall, NFT sales topped out at $2.4 billion in Q2. The most prominent non-fungible token project in August'21 are Cryptopunks ($166M) followed by Art Blocks ($61M) and Meebits ($27M) and Superrare ($6.8M) .

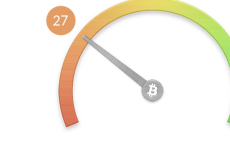Crypto Greed & Fear index suggests that overall market tempo is back and we believe Brokoli's IDO will sail through.

Crypto Fear & Greed Index is provided by alternative.me.

Fear & Greed Index
Multifactorial Crypto Market Sentiment Analysis

Now:
Fear

27

alternative.me   Last updated: Sep 26, 2021

Finomena Verdict

Brokoli Network is taking the green revolution on blockchain. They aim to become the ultimate sustainability standard in blockchain. It merges DeFi and GameFi to incentivise users to make, own, and trade their positive impact. This projects has three interconnected parts (Climate-Positive DEX + dApps, Digital Forest: Play to earn NFTS for Planting Trees and Front-end dApps integration and API) aiming to offset DeFi's carbon footprint. Overall, Brokoli Network is up to a great start with unique concept and robust community strength across platforms, but the sector performance is poor and offering negative returns. We believe that the sector's performance will soon improve and offer steady returns.

For any queries, clarifications and recommendations, feel free to write us at research@finminity.com