



CONTINUUM WORLD (\$UM)

Date:29.09.2021

Finomena Score



Promoter Score 4/5

<https://continuum.world/> || <https://twitter.com/continuumworld> || <https://t.me/continuumworldofficial>

Company Background & Business Model

Company Background: Continuum World is a Free-2-Play & Play-2-Earn MMO (Massively Multiplayer Online) game where players can explore a new world and build buildings to collect resources, level up, compete, socialise and earn the game's own Token \$UM. Continuum is an idyllic world composed of sky islands with a natural and futuristic environment where you can collect plenty of resources.

About Token: \$UM token is the native currency in the game. It allows token holders to play, invest and also be part of the game. Token \$UM is a multifunctional utility and payment Token. Token demand will be driven by in-game utility. Players will initially leverage \$UM to acquire digital assets such as tools, land, avatar customisations, crafts, buildings and equipment.

Total Supply: 1B | Public Sale: 20M

Continuum is led by Enrique Dubois, the CEO. Continuum has a core team of 8 members as executives, advisory and operations.

ENRIQUE DUBOIS



Enrique Dubois is the Co-Founder and CEO of Continuum World. He has also Co-Founded other entities such as Real markets, Playspace,

Mola.com, Wamba and others. He has around 20 years of experience and is a market expert.

IGNACIO ARMENTEROS

Experienced CTO with a demonstrated history of working in the computer hardware industry and videogames. Strong information technology



professional skilled in Python, C and DevOps. Multi-disciplinary IT worker and passionate for new technical challenges.

Tech Maturity Score 3.5/5

Continuum World's roadmap is available for the next four quarters. In Q3, they have done the \$UM Token pre-sale, and successfully raised \$2.1M from TOP VC's such as Shima Capital, X21 Digital, Basics, VYSYN, AU21 Capital, and others.

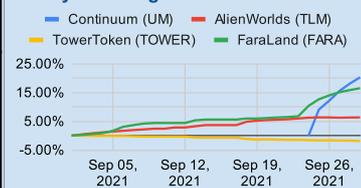
In the fourth quarter, the IDO will be conducted in the month of October. They have plans to start their Lands pre-sale, and the \$UM staking yield program and also open the marketplace.

Overall, they are up to a great start but the availability of prototype of the product would have been better before their IDO. They have planned for beta launch in the Q1, 2022.

Network & Community Score 4/5

Continuum has good social media presence and an active follower base across various platforms such as Twitter, Telegram, Discord and Medium. They have

Daily % Change in Twitter Followers



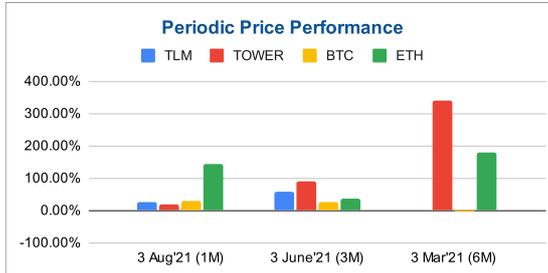
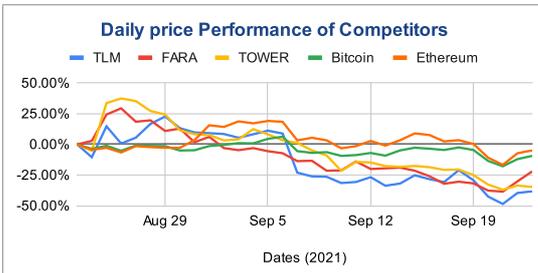
Twitter handle with +61K followers with decent engagement on each post. Their Telegram channel has more than +53K members.

The company has marketed itself effectively as a result has a robust community strength. The gaming industry has shown a strong growth with fierce competition, so gaining global audience would help the company to compete well in the market. Overall, the company is up to a great start and has a huge potential to grow.

Sector Alpha

Sector Score 4.5/5

Continuum is in a crowded market with pretty tough competition. We have identified 3 close competitors - (1) Alien Worlds (\$TLM), (2) Tower Token (\$TOWER) and (3) Faraland (\$FARA). The overall sector returns is above the average market returns, resulting in good sector score. These companies have performed well and have offered good returns over the last six months. The sector has seen a robust growth and is expected to offer better returns.



Token Analysis

Token Strength Score 4/5

The token allocation for Community (Play to earn/Staking) is the highest that is 30% with good vesting schedule of 26 months. The advisory holding is vested over 30 months, which is good as per industry standards. The development team holdings are vested over 30 months, which is a pretty good vesting period. A liquidity of 2.00% is decent, higher the better. Overall, their vesting plan is good, ensures commitment from business sponsors, limiting scope for token dumping and will be attractive to investors.

Token Details

Maximum Supply: 1B || Public Sale: 20M

Holding	Percentage	Months
Community	30.00%	26
Marketing&Partner	10.00%	41
Reserve	11.50%	49
Initial Liquidity	2.00%	0
Public Sale	2.00%	2
Private Sale	17.50%	13
Advisors	2.00%	30
Team&Development	25.00%	30

Token Vesting of Continuum World



Crypto Market Trends

Sentiment Score 27

As the cryptocurrency market recovered from the crash it suffered in April-May, the crypto market has yet again slowed down and the market sentiment falls under the category of extreme fear. China has banned all the crypto-related transactions and will be considered illicit financial activity. Bitcoin slumped in the wake of announcement, falling 8% to about \$41,000.

Alongside Bitcoin, the NFT market has seen sky-rocketing sales in September. 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 volume surges to \$2.5 billion in the first half of 2021, up from just \$13.7 million in the first half of 2020. The most prominent non-fungible token project in September'21 are Art Blocks (\$1.05B) followed by CryptoPunks (\$1.3B) and Bored Ape Yacht Club (\$0.9B).

Crypto Greed & Fear index suggests that overall market is volatile, but the NFTs and Blockchain DeFi gaming is booming and hence we believe Continuum World's IDO will sail through.

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



Finomena Verdict

Continuum World is developing a fun game, with a proven model (Farming + MMO) with characteristics of a social network due to the strong community and with the earning potential of its Play-2-Earn opportunities. They aims to provide an exceptional opportunity for players across the globe thanks to its "Play-2-Earn" system brought via balanced and robust economics, supported by both in-game and blockchain mechanics.

They have a strong community strength across platforms and the gaming industry is growing at a rapid pace, resulting into large number of players entering this sector. We believe that Continuum World has the potential and opportunities to grow.

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

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