



IDO SALE: 06.01.2022

DOGEON (\$DON)

<https://www.dogeon.io/> || https://twitter.com/Dogeon_Official || <https://t.me/DogeonAnn>

Date: 29.12.2021

Finomena Score



Promoter Score 4/5

Company Background & Business Model

Company Background: Dogeon is a Play-to-Earn Dog Breeding and Racing NFT game built on Avalanche. The gameplay has a simple interface so that anyone with minimum knowledge of blockchain can play and earn rewards. Dogeon helps players to achieve incentives over long term.

About Token: \$DON is a ARC20 utility token of Dogeon. \$DON can be used for breeding, special tournament fees, NFT trading, exchanges/trades and governance.

Total Supply: 1 Bn | **Public Price:** \$0.03 | **IDO Allocation:** \$300K

Dogeon is led by Khoa Do and the core team of Dogeon consists of three members with cross-domain expertise in technology, blockchain, marketing, product design, and game development.

Khoa Do (CEO)



Khoa Do is serving as the CEO for Dogeon. He has been a blockchain enthusiast with 5 years of experience.

Thuy Viet Quoc (CTO)

Thuy Viet Quoc is serving as a CTO for Dogeon. He has seven years of experience in IT industry and has expertise in creating logical and creative solutions.



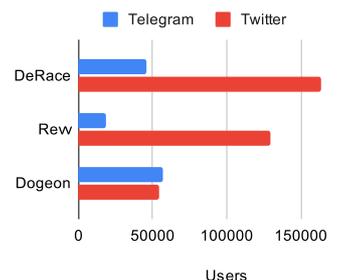
Tech Maturity Score 4.5/5

Dogeon is all set to conduct their IDO on Poolz and Enjinstarter. The gameplay demo is also available at their website. The team has clearly defined their future goals and their attainments so far. For upcoming quarters, they have plans to release the game version 1.0, they also have plans to further improve their UI/UX design and animations. Down the lane, they have plans for multi-chain NFT interoperability and VR integration. They have a good technical team backed by strong advisors and investors. Overall, they are up to a great start and we believe they are likely to achieve all the stated milestones.

Network & Community Score 4/5

Dogeon is very new to the market and is steadily creating its social media presence across various platforms like Twitter, Telegram, and Medium.

Telegram and Twitter followers as on 29 Dec'21



Their Telegram followers' count stands 57.3 k(as on December 29, 2021) and the Twitter followers' count stands at 54.7k(as on December 29, 2021).

The Dogeon's team has marketed their project well and have gained good community strength with healthy engagement.

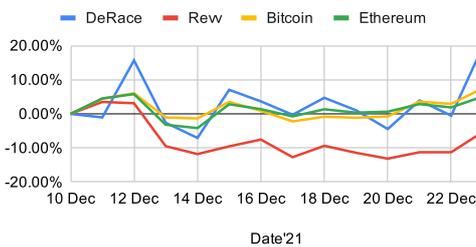
We believe, Dogeon has the potential to grow, strengthen its global presence and community strength.

Sector Alpha

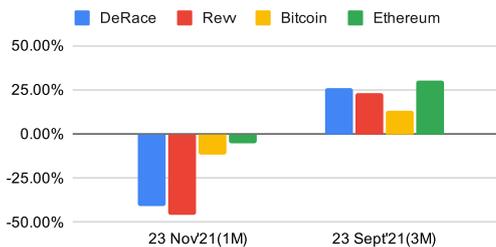
Sector Score 3.8/5

We have identified 2 close competitors - (1) Revv (\$REVV) and (2) DeRace (\$DERC). Over the last three months, the sector has performed well and have yielded good returns when compared to average market returns. Lately, due to poor market performance, the sector's performance has deteriorated but is expected to recover and yield further returns. We believe, Dogeon will perform well and yield steady returns.

Daily Price Performance



Daily Price Performance



Token Analysis

Token Strength Score 3.5/5

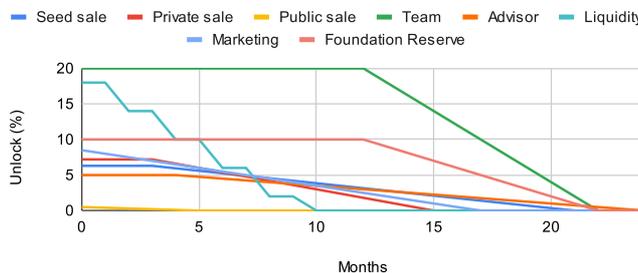
The token for Dogeon is wisely allocated. The majority of the token is allocated to Liquidity and Team, i.e. 20% vested over 10 and 22 months respectively. The vesting period for team is below average as per the industry standards. The Advisor's allocation, i.e. 4%, is vested over 24 months. The game incentive is allocated with 19%, vesting 10% monthly after game launch. Overall, the token allocation and vesting schedule is decent.

Token Details

Total Supply: 1B | Public Price: \$0.03

Holding	Percentage	Months
Seed Sale	7.00%	21
Private	8.00%	15
Public	3.50%	5
Liquidity	20.00%	10
Team	20.00%	22
Marketing	8.50%	17
Advisor	4.00%	24
Game Incentives	19.00%	-
Foundation Reserve	10.00%	22

Token vesting Schedule



Crypto Market Trends

Sentiment Score 27

The crypto market has yet again slowed down and the market sentiment has been poor over the last week. Bitcoin has seen a huge dip despite rallying to all time high on the heels of ETF excitement, reaching \$68,000 but is currently trading below \$50,000 due to rough market conditions. Ethereum has also seen a small dip in price and is currently trading below \$4,000.

Alongside Bitcoin and Ethereum, the NFT market has seen skyrocketing sales in November. As compared to 2020, the NFT sales have already increased to 25 folds. According to Cointelegraph Research, NFT sales might surge o \$17.7 billion by the end of the year 2021. The most prominent non-fungible token project in November'21 are CryptoPunks (\$1.6B) followed by Art Blocks (\$1.2 B) and Bored Ape Yacht Club (\$1.15B).

Crypto Greed & Fear index suggests that overall market sentiment is weak, but we believe Dogeon's IDO will sail through.

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

Fear & Greed Index

Multifactorial Crypto Market Sentiment Analysis

Now:

Fear



alternative.me

Last updated: Dec 29, 2021

Finomena Verdict

Dogeon is aiming to build a gameplay to give players great and precious experience while maintaining certain earnings for players. This sector, i.e. play-to-earn, has yielded good returns and has eventually seen a rise in the number of players entering the market, hence increasing the competition. But, The project has been gaining popularity with good community engagement. We believe, the project has the potential and it will compete well in the market and offer steady returns.

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

DISCLAIMER: NOTHING HEREIN CONSTITUTES LEGAL, FINANCIAL, BUSINESS OR TAX ADVICE AND YOU SHOULD CONSULT YOUR OWN LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S) BEFORE ENGAGING IN ANY ACTIVITY IN CONNECTION HERewith. FINMINITY SHALL NOT BE LIABLE FOR ANY KIND OF DIRECT OR INDIRECT DAMAGE OR LOSS WHATSOEVER WHICH YOU MAY SUFFER IN CONNECTION WITH ACCESSING THIS DASHBOARD AND ASSOCIATED REPORTS OR ANY OTHER WEBSITES OR MATERIALS PUBLISHED BY THE COMPANY.