



IDO Date: 02.11.2021

## DOSE (\$DOSE)

<https://www.dosetoken.com/> || <https://twitter.com/DOSEToken> || [https://t.me/Dose\\_Community](https://t.me/Dose_Community)

Date: 30.10.2021

## Finomena Score



Promoter Score 4/5

### Company Background & Business Model

**Company Background:** DOSE is the token of purchase, utility and action and is at the heart of the OliveX gamified fitness ecosystem. OliveX is building a fitness metaverse where players can workout at home, in the gym or outdoors to earn in-game rewards. All of these experiences are linked together with the DOSE utility token, which can be earned as a reward in one experience and spent in another. 3 projects planned to have DOSE token integration within the OliveX gamified fitness ecosystem includes 22 Pushups, KARA Smart Fitness™ and Dustland Runner.

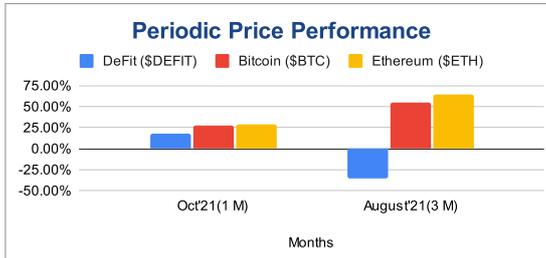
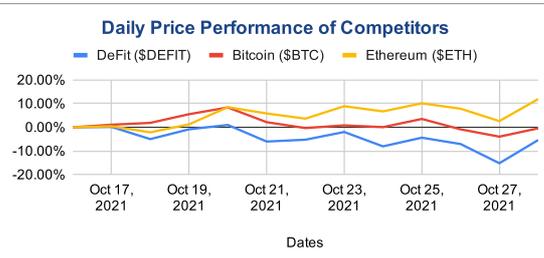
**About Token:** DOSE is an ERC-20 Fungible Token. Players will receive DOSE tokens for completing workout based gameplay in 22 Pushups, KARA Smart Fitness and Dustland Runner. These tokens can be used to unlock items, purchase NFTs and participate in special events and game modes

Total Supply: 5 Billion | Token Price: \$0.03 | Personal Allocation: \$500 Max | IDO Allocation: \$500K

### Sector Alpha

### Sector Score 2.5/5

DOSE is in a niche market introducing a new trend. We identified a close competitor, DeFit (\$DEFIT). The sector is new to the market and is expected to grow in the future. The price performance is majorly unchanged hence it did not offer regular returns. DOSE, on the other hand seems like it will stay past its competitor and yield good prices.

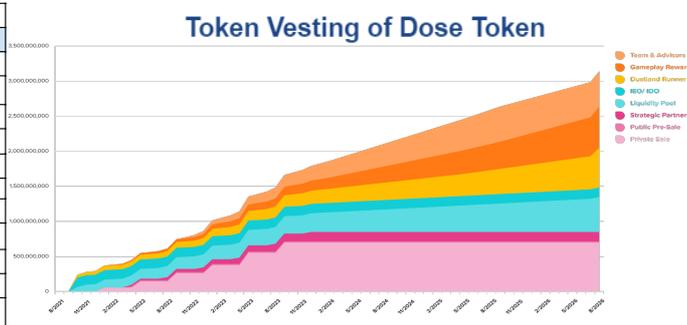


### Token Analysis

### Token Strength Score 4/5

DOSE is a community-driven project, and the majority of the allocation is dedicated to the community, liquidity, and team. Overall, most \$DOSE tokens will be subjected to a vesting schedule for 3 years. The core team's allocation has a long-term vesting period of 4 years, ensuring no rug-pulls and dumping of tokens.

Token Details	
Holding	Percentage
Private Sale	14.00%
Public Pre-sale	0.33%
Strategic Partnership	2.68%
Liquidity Pool	10.00%
IEO/IDO	2.68%
Dustland Runner	15.00%
KARA Smart Fitness	10.00%
22 PUSHUPS	10.00%
Gameplay Rewards	10.00%
Team & Advisors	10.00%
Company Reserve	5.31%



### Crypto Market Trends

### Sentiment Score 70

Despite China's ban on all the crypto-related transactions and considering illicit financial activity, the crypto market is yet again roaring and the sentiment has improved over the past two week. Bitcoin rallied to all time high on the heels of ETF excitement, reaching \$67,000 and currently trading at \$63,000. Ethereum has also caught up the pace and is currently trading at \$4,000.

Alongside Bitcoin and Ethereum, 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 \$10.7 billion in the third quarter of 2021. The most prominent non-fungible token project in October'21 are CryptoPunks (\$1.4B) followed by Art Blocks (\$1.15B) and Bored Ape Yacht Club (\$1.05B).

Crypto Greed & Fear index suggests that overall market has positive sentiments and hence we believe DOSE IDO will sail through.

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



### Finomena Verdict

DOSE is ushering a new market for fitness by rewarding people when they work out and play. The players on the platform will receive DOSE Tokens for completing workout based gameplay in KARA Smart Fitness, 22 Pushups and upcoming Dustland Runner and other experiences. Unlike other gaming and fitness platforms, these tokens can be used to unlock items, purchase NFTs and participate in special events and game modes.

With their first successful IDO on Chainboost, they are likely to have a successful launch on PolkaStarter as well. Given their good marketing and hype, DOSE holds a promising future.

For any queries, clarifications and recommendations, feel free to write us at [research@finminity.com](mailto:research@finminity.com)

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The core team of DOSE consists of 10 members with cross-domain expertise in technology, blockchain, marketing and more.

They have 7 advisors and 8 investors including Yield Guild Games & GBV Capital.

### Keith Rumjahn (CEO)



CEO of OliveX. Co-founder at UXstamps, Founder at CoachBase. Advisor of Planto. Currently building the fitness metaverse.

### Andy Hall

Head of Group Operations at OliveX. Director at Volution. Expertise in business development.



### Tech Maturity Score 4/5

DOSE Token's tech roadmap is available and they seem to be on track. Their upcoming release for the current quarter mainly revolves around Dustland Runner NFT pack sale and bridging to Polygon. For the next quarter, they have plans to introduce many new features like mobile app alpha release.

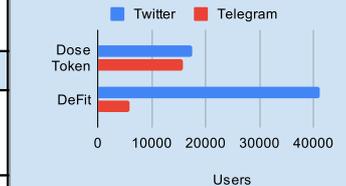
They have a beta app available on the PlayStore and AppStore.

Their IDO will be launched on Polkastarter on November 2nd, 2021.

### Network & Community Score 4/5

DOSE has a decent social media presence as compared to its competitors across major crypto social platforms. Their Twitter account has around 17k followers with daily active engagement and constant new user acquisition.

### Telegram & Twitter Followers: 29th Oct



They also have presence in other social media platforms like, Telegram, Medium and YouTube with active user engagement. They also have a strong community of 15k members on Telegram.

They are doing multiple strategic partnerships and we believe that they have got an edge over their competitors in terms of hype.

They are focused on conducting marketing campaigns, publishing articles on big PR websites and online news space such as Asia Crypto Today and ABN Newswire. These interactive sessions with their followers have proven to increase their conversion rate and lowering bounce rate as they definitely have a lot of potential for growth.