



IDO Date: 24.11.2021

LOT.TRADE(\$LOTT)

https://lot.trade/ || https://twitter.com/WLOCT || https://t.me/wloctchat

Date: 21.11.2021

Finomena Score



Promoter Score 4.7/5

Company Background & Business Model

Company Background: LOT.TRADE is a DAO governed CEX/DEX traders tournament platform. It is a gamification and popularization of crypto trading through regular tournaments, battles and challenges with the goal of being the best trader in the world. Customize tournaments and Win Big Prize Pools. Betting for gamblers. NFTs as winners' reward and authorization access to professional LOTTRADE of cryptocurrency traders/gamers and official ranking of the world's best traders/gamers.

About Token: LOTT is, a BEP-20 utility and governance token, used to manage and govern the platform and reward users. It can be used to access higher level tournaments, lending and staking.

Total Supply: 100 M | Public Price: \$0.15 | IDO Allocation: \$450K

LOT.TRADE is co-founded by Leonid Litvinenko and Vitalii Korshunov. They have a good team with quality experience serving as CMO, CTO, BDM.

They have a strong technical team with 12 members having cross-domain expertise and robust experience.

Leonid Litvinenko



Leonid, CEO and co-founder, is an entrepreneur and investor who has been working in the field of trading for over 11 years.

Vitalii Korshunov

Vitalii, BDO and co-founder, PhD, visionary, an expert in the field of social technology and communications who



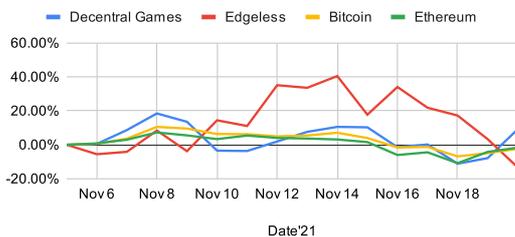
also got a specialization in the field of gamification and game design.

Sector Alpha

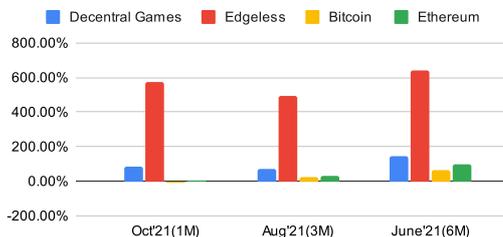
Sector Score 5/5

LOT.TRADE does not have any direct competitor, so we have taken some competitors based on competitive gaming cases. We identify two competitors (1) Decentral Games and (2) Edgeless. The sector has performed very well and has offered returns far better than the average market returns. These companies have yielded good returns over the last six months as compared to the industry benchmarks, i.e. Bitcoin and Ethereum. We believe, this sector will grow further and yield good returns.

Daily Price Performance



Periodic Price Performance



Token Analysis

Token Strength Score 4.8/5

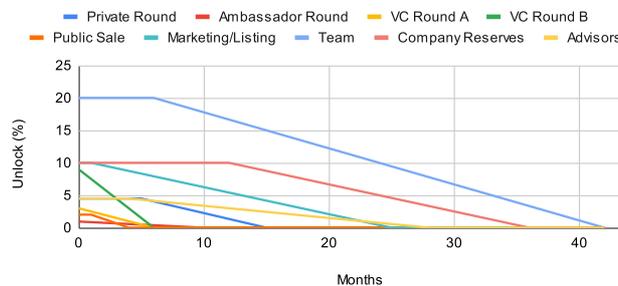
The token for LOT.TRADE is allocated wisely. The token for the core team has an allocation of 20% which has a lockup period of 6 months and is vested over 36 months, which is excellent as compared to the industry standards. Majority of the allocation, i.e. 30%, belongs to adoption incentives and company reserves having a full unlock period of 36 months, which is pretty good. Overall, it insures commitment from the core team members. Hence, eliminating the possibility of rug-pull or token dumping.

Token Details

MC at TGE: \$336K | Fully Diluted MC: \$15M

Holding	Percentage	Months
Private Round	4.50%	15
Ambassador Round	1.00%	10
VC Round A	4.00%	6
VC Round B	10.00%	6
Public Sale	3.00%	4
Liquidity Pool	3.00%	-
Marketing/Listing	10.00%	25
Team	20.00%	42
Adoption Incentives	30.00%	-
Company Reserves	10.00%	36
Advisors	4.50%	28

Vesting Schedule for LOT.TRADE



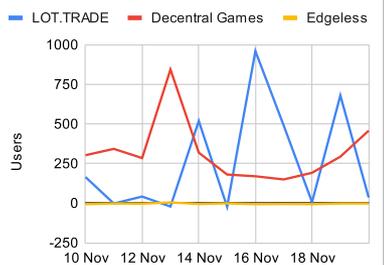
Technical Maturity

The LOT.TRADE is all set to conduct their IDO on 24 Nov'21 on **Finminity, CyberFi, KwikStarter** and **NFTb**. The company is already done with their Private Round and VC Round A and has strong partners. The detailed roadmap for the LOT.TRADE is available. They have plans to launch a commercial platform and conduct LOTTRADE NFT limited private and public sale. For Q1 2022, they have plans to develop platform functionality, PAMM-system for collecting investments and trust management and introduce LOTT lending prototype. They are now in MVP- soft commercial launch. They have a strong technical team and we believe they are very likely to achieve all the milestones in the stated timeline.

Network & Community Score 4.2/5

LOT.TRADE has a good social media presence across various platforms including Telegram, Twitter, Reddit, YouTube and others.

Social Media (Twitter) Stickiness



Crypto Market Trends

Sentiment Score 49

The crypto market is roaring and the market sentiment is pretty good over the last month. Bitcoin rallied to all-time high on the heels of ETF excitement, reaching \$68,000 but is currently trading below \$60,000 due to rough market conditions. Ethereum has also seen a small dip in price and is currently trading at \$4,300.

Alongside Bitcoin and Ethereum, the NFT market has seen sky-rocketing sales in October. 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 (\$1.6B) followed by Art Blocks (\$1.2B) and Bored Ape Yacht Club (\$1.15B).

Crypto Greed & Fear index suggests that overall market sentiment is neutral, hence we believe LOT.TRADE's IDO will sail through.

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

Fear & Greed Index

Multifactorial Crypto Market Sentiment Analysis

Now:

Neutral



alternative.me

Last updated: Nov 21, 2021

Finomena Verdict

LOT.TRADE is a DAO governed CEX/DEX traders tournament platform. Users can take part in the calendar, master and private tournaments and compete for pool prizes and rewards. We believe, as the sector is yielding tremendous returns with no direct competitor for LOT.TRADE, the company will perform well in the market and is expected to yield healthy returns.

Their Telegram followers counts 28.6k (as on date 21 November, 2021) which is quite good but the team needs to focus on strengthening their community strength and gain global audience.

Their Twitter followers counts 9.6k (as on date 20 November, 2021) which is less as compared to the competitor (Decentral Games - 64.4k followers and Edgeless - 36.2k followers) in the market.

LOT.TRADE's team is running several joint sponsored tournaments and marketing activities to increase their global reach.

We believe, LOT.TRADE has the potential to grow further and capture global community and strengthen their global presence.

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

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