



Private Sale: 26.09.2022

MAGIC SQUARE (\$SQR)

https://magicsquare.io/ || https://t.me/magicsquare_official || https://twitter.com/MagicSquareio

Date: 22.09.2022

Finomena Score



Promoter Score 4.5/5

Company Background & Business Model

Company Background: Magic Square is the first-ever DAO marketplace for crypto apps that relies on a community of users and developers for app quality control in order to filter out inappropriate apps and scams. It is a unified, integrated, interoperable space for users to discover and experience community-vetted crypto apps, NFTs, DeFi, and GameFi, and for app creators to market and monetize quality crypto apps.

About Token: The \$SQR token powers all aspects of the Magic Square ecosystem and allows for the seamless integration of users, developers, and validators. SQR can be used for various utilities within the ecosystem including governance, user access packages, app advertisement, and app referral rewards.

Total Supply: \$1B | Private Sale Price: \$0.075 | Tokens for sale : 1,066,666

The people behind Magic Square are first-class industry professionals, blockchain veterans, experienced software developers, and seasoned crypto enthusiasts.

Andrey Nayman (CEO)



Entrepreneur, Mathematician, Quant & Professional Investor, an early adopter of Crypto (2013), former MD of Radical Ventures.

MATAN KELLY (CFO)

Expert in Treasury Management for Crypto & Fintech firms. CPA with years of experience managing international venture accounting. Deep specialization in the security of financial ecosystems.



Tech Maturity Score 4.5/5

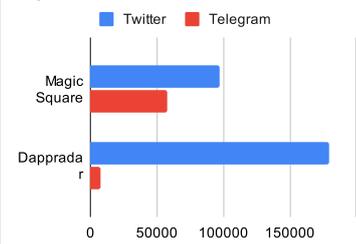
Magic Square is all set to conduct its private sale on **Poolz**.

The team has clearly stated their future goals and the attainments in their roadmap. They have released Beta Access and will soon launch their staking functionality and public MVP. By 2023, they have plans to release the Magic SDK and Magic Contest System. Overall, they have a good technical team backed by strong advisors and investors like Binance Labs, Kucoin Labs, and Republic capital. Hence, we believe they are likely to reach their milestones within the stated timeline.

Network & Community Score 4/5

Magic Square has social media presence across various platforms such as Telegram, Twitter, Reddit, Facebook, YouTube, Discord, LinkedIn, Instagram and others.

Twitter and Telegram count as on 19 Sept 22



Their Telegram followers' count stands at 57.6k (as of the date 19th Sept 2022) which is good and the Twitter followers' count stands at 97.1k (as of 19th Sept 2022). Magic Square has marketed its project effectively and has gained a strong community and good engagement. The team needs to further strengthen its community strength and attract a global audience to compete well in the market.

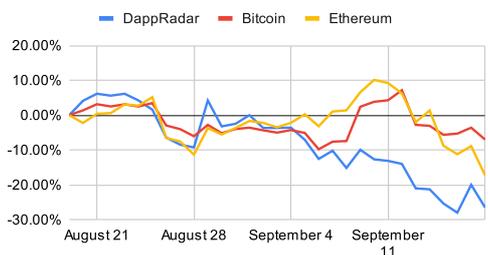
We believe, Magic Square has the potential to grow further and strengthen its global presence.

Sector Alpha

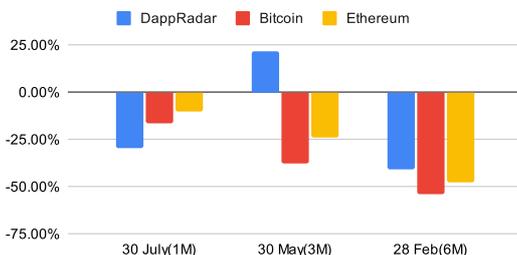
Sector Score 4/5

We have identified one close competitor- (1) DappRadar. The marketplace sector has performed well and has yielded greater returns as compared to the average market returns, but due to rough market conditions, the overall market has yielded negative returns. This sector has seen a huge rise in the number of users, hence gaining popularity. The sector is expected to bounce back and we believe the company will compete well in the market and offer steady returns.

Daily Price Performance



Periodic Price Performance



Token Analysis

Token Strength Score 3.8/5

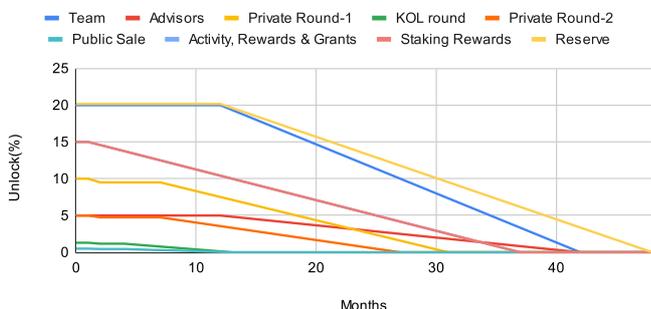
The token for Magic Square is wisely allocated. The majority of the tokens, i.e. 20.17%, are allocated to Reserves for Marketing and Development, which are vested over 48 months. The core team's allocation is vested over 42 months, which is good as per the industry standards. The advisor is allocated 5% and is vested over 42 months. Overall, the token allocation and vesting schedule is good and is expected to yield steady returns.

Token Details

Total Supply: 1B | Private Price: \$0.075

Holding	Percentage	Months
Dex Liquidity	5%	6
Private Round- 1	10%	18
Public IDO	0.5%	5
Reserves(M&D)	20.17%	48
Team	20%	42
Advisors	5%	42
KOL round	1.3 %	13
Private Round - 2	5%	27
Staking Rewards	15%	37
Market Maker	3%	-
Activity, Rewards, Grant	15%	24

Token Vesting Schedule



Crypto Market Trends

Sentiment Score 23

"The crypto coin markets have been dramatically rising again during the previous week, giving investors cause for optimism. Until July 19, Bitcoin's price was quoted at US\$ 23,293.30, rising 3.79 percent during intraday trade. The market capitalization of all cryptocurrencies was trading higher at \$1.02 trillion. The total value of all bitcoin transactions increased by about 65% to \$109.40 billion."

"Alongside Bitcoin and Ethereum, the NFT market and blockchain gaming (GameFi) have performed better and are more resilient to the bear's attack. The NFTs skyrocketed in 2022, recording a staggering \$42 billion in sales. With that, the metaverse has grown inextricably linked to Web3 culture. According to predictions, the worldwide metaverse market is expected to expand from \$100.27 billion in 2022 to \$1,527.55 billion in 2029. Crypto Greed & Fear index suggests that overall market sentiment is fearful, but as the market evolves and improves, smaller gains will lead the way to bigger returns. Hence, we believe Magic Square IDO will sail through!"

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



Finomena Verdict

Magic Square is a unified, integrated, interoperable space for users to discover and experience community-vetted crypto apps, and for crypto app developers to market and monetize their best applications. The ultimate goal is to gradually influence a widespread organic shift to decentralized applications, cryptocurrencies, and Web3.0. We believe, Magic Square is a good option to look out for and is expected to perform well and yield good returns.

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

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