



Numbers Protocol(\$NUM)

<https://www.numbersprotocol.io/> || <https://twitter.com/numbersprotocol> || <https://t.me/numbersprotocol>

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Finomena Score



Company Background & Business Model

Company Background: Number Protocol is a decentralised photo network, for creating community, value, and trust in digital media. It aims to address the 4 pillars of the digital asset dilemma: Ownership-who owns each piece of media, Creation-who created each piece of media, Provenance-the media's history (ownership, change) & Ecosystem-how the owner can share this piece of media. By building upon these four pillars and redefining digital content as assets, Numbers Protocol is creating a photo network that is community-focused and decentralized.

About Token: NUM is the native protocol token of Numbers Protocol. It is primarily a utility token designed to incentivize users to create, archive and verify content with good integrity. NUM tokens can also be used to pay for services running in the decentralized photo network.

Total IDO Allocation: US\$1.2M | Total Supply: 1B | Public Sale: 30M

Promoter Score 4/5

The project is Founded by Bofu Chen and Tammy Yang. Numbers Protocol has a very strong team with cross domain expertise and quality experience.

Bofu Chen



Bofu is the founder and Chief Technology Officer. He is a software engineer and architect with 15 years of experience in data engineering, embedded

systems, AI and IoT. Bofu is an Arm innovator, a consultant and opinion leader of blockchain and data policy in Taiwan.

Tammy Yang

Tammy is Founder and Chief Product Officer at Numbers. She is a data scientist and a particle physics Ph.D. graduate from Manchester University.



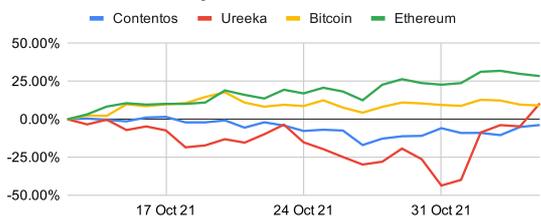
She has also worked for Canonical, Viscosity, and DT42 as a software engineer, tech lead, AI developer, and CEO.

Sector Alpha

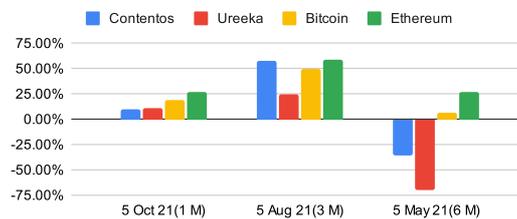
Sector Score 4/5

We have identified two competitors for Numbers Protocol (1) Contentos and (2) Ureeka. The entertainment and media sector has performed well and has yielded healthy returns as compared to the average market returns. This sector has seen a steady rise in the number of players, hence increasing the competition. 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 4/5

The token allocation for Numbers Protocol is averagely distributed. Majority of the token is allocated to ecosystem and rewards & staking that is 27% and 22.8% with vesting period of 56 months and 50 months respectively, which is good. The team & advisors' allocation is 17.50% with lockup period depending upon its network launch and vesting over 36 months. The liquidity is allocated with 10% and is vested for 23 months which is quite decent. The pre-listing partners & consultant's allocation is 1.50% and vested over 19 months. Overall, the vesting schedule is good limiting the scope of token dumping, hence offering steady returns.

Token Details

Maximum Supply: 1B || Public Sale: 30M

Holding	Percentage	Months
Private Sale	17.60%	24
Team & Advisors	17.50%	-
Ecosystem	22.80%	50
Public Sale	3.00%	15
Liquidity	10.00%	23
Reward & Staking	27.00%	56
Marketing	0.60%	11
Partners&Consultants	1.50%	19

Token Vesting for Numbers Protocol



Tech Maturity Score 4/5

Numbers Protocol has a very detailed roadmap available. They have a good team strength with technical expertise and have clearly stated the future goals. They have a long list of investors and supports backing their project. They are all set to conduct their IDO. They have an impressive fund raising programme and have plans to launch the TestNet and the main Network. They are up to a great start and have great opportunities to grow and capture global market.

Overall, the project has shown a good technical maturity with well set goals for the future.

Network & Community Score 3.5/5

Numbers Protocol has social media presence across various platforms including Telegram, Twitter, Facebook, YouTube and Discord. The Twitter followers stands at 28k (as on 6 Nov'21),

Crypto Market Trends

Sentiment Score 84

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 \$68,000 and currently trading at \$67,000. Ethereum has also caught up the pace and is currently trading at \$4,800.

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).

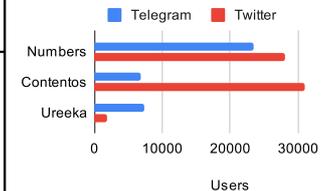
Crypto Greed & Fear index suggests that overall market sentiment is healthy, hence we believe Numbers Protocol's IDO will sail through.

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

Fear & Greed Index



Telegram and Twitter count as on 6 Nov'21



which is high when compared to the competitors in the market. The Telegram followers' count stands at 23.5k (as on 6 Nov'21), which is a good number as per the industry standards.

The team has marketed their project well and can further strengthen their community globally.

Overall, the project is up to a great start with robust social media presence and have the opportunity to grow further.

Finomena Verdict

The vision of Numbers Protocol is to create an ecosystem where photos (encompassing both images and videos) matter by leveraging proofs, integrity records and data provenance to increase the credibility and legitimacy of registered photos in the network. It aims to change the way one looks at the digital content. From valueless pieces of media to valuable assets, this redefining is bringing about fundamental changes in the way people view creations. Overall, Numbers Protocol is a very unique project and is up to a great start and achieving milestones with increasing networks, we believe that it will perform better and yield good returns.

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

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