



POCOLAND (\$POCO)

<https://pocoland.com/> || <https://t.me/Pocoann> || <https://twitter.com/PocoNFTsGame>

Date:06.09.2021

Finomena Score



Promoter Score 3/5

Company Background & Business Model

Company Background: Pocoland is a fully decentralized Gaming Marketplace designed for Gamers, Traders, and Farmers, where players can stake their NFTs and earn extra \$Poco with the add-on farming feature. It combines the world of gaming and NFT. Pocoland aims to be amongst the best Play to Earn games in its genre to offer to the crypto gaming community. Pocoland Ecosystem provides battle, tournaments, renting and farming. Pocoland is a game with several dimensions: Blockchain, Multiplayer, Social. Pocoland Ecosystem is fully deployed on Binance Smart Chain.

About Token: POCO is a BEP-20 native token of Pocoland. Pocoland holders will be able to take part in the game, vote for potential product features upgrades, and parameter fixes, and earn rewards from staking. POCO token was born with the mission to be the driving force that unites game players and developers.

POCOLAND has 3 core teams: Founding team, Blockchain team, Game team. The founder team has education in Business and Finance and has the experience of 10 years.

QUAN DANG



Quan Dang is the Founder and CEO of POCOLAND. He is also the Head of Marketing.

5 years of investing in blockchain projects. 8 years of experience in marketing, community development and Business Management.

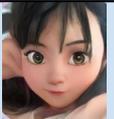
Sector Alpha

Sector Score 4.5/5

POCOLAND is in a crowded market with pretty tough competition. We identified 3 close competitors - (1) Vulcan Forged (\$PYR), (2) Mobox (\$MBOX) and Gala Games (\$GALA). Mobox has offered the highest return ~146.12% & Vulcan Forged has consistently returned positive alpha for the past 22 days, reaching ~24.85% for the month of August. This is well above market return of 15.06% for BTC and 22.55% for ETH. We believe Pocoland will compete well in the market, offering steady returns.

CHARLOTTE NGUYEN

Charlotte Nguyen is the Co-Founder & CMO of Pocoland. More than 3 years of investing in blockchain projects.



She has 4 years of experience in marketing and human resource.

Tech Maturity Score 4/5

Pocoland's roadmap is available and well planned. The company has successfully achieved the milestones set for the first and second quarter.

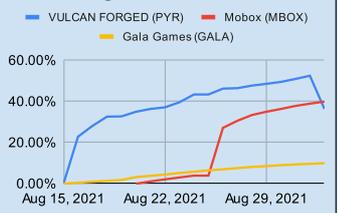
Pocoland is done with the design and prototype development which is a great start. The company is all set for the IDO in the month of September. The company plans to do strategic partnerships and listing on CMC and Coingecko.

Overall, the company has shown a great technical maturity. Pocoland has a team with good technical experience and well set goals for the future.

Network & Community Score 4.2/5

Pocoland has good social media presence and an active follower base. They have Twitter handle With +140K followers with good engagement

% Change in Twitter Followers



on each post. They also have presence in other social media platforms, like, Telegram, Discord, Medium & Reddit.

Their Telegram channel has more than 160K followers. They have conducted AMAs with Crypto Players India and Desi Crypto Help.

The company has marketed itself effectively as a result has a robust community strength. The company can compete well in the market and has a huge potential to grow.

Token Analysis

Token Strength Score 4.2/5

The advisory holding is vested over 39 months, which is good. The development team holdings are vested over 39 months, which is a pretty good vesting period. A liquidity of 7.00% is decent, higher the better. Overall, their vesting plan is decent, ensures commitment from business sponsors, limiting scope for token dumping and will be attractive to investors.

Token Details

Token Details		
Maximum Supply: 180,000,000 Public Sale: 5,000,000		
Holding	Percentage	Month
Development Team	21.00%	39
Advisors	6.00%	39
Private Sale	11.37%	9
Strategic Sale	1.85%	4
Staking Rewards	29.00%	37
Play to Earn	20.00%	38
Liquidity&Ecosystem Fund	7.00%	27
Public Sale / IDO	2.78%	2
Airdrop	1%	9

Token Vesting for Pocoland



Crypto Market Trends

Sentiment Score 79

After a quiet July, we're seeing a return of retail investors. Data from provider Glassnode shows the total supply of bitcoin held by entities with a balance of 0.1-1 BTC has continued to increase alongside bitcoin's price suggesting retail is buying up alongside institutional investors. Trade data suggest that institutions are buying

Bitcoin like it's late 2020. The amount of Bitcoin available on derivatives exchanges hits its lowest since May 11 — before the China miner rout took hold. Pricewise, Ether (ETH) has outperformed Bitcoin (BTC) in terms of year-to-date market performance rising more than 320% against BTC's 54% returns. Meanwhile, Ethereum developers are also taking steps to scale the blockchain. On Aug. 5, Ethereum updated its software with its London hard fork in the hopes of becoming a full-fledged proof-of-stake protocol in the future.

Crypto Greed & Fear index suggests that overall market tempo is back and we believe Pocoland's IDO will sail through.

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



Finomena Verdict

Poco was created aiming to expand and satisfy the growing crave for crypto gaming while, at the same time, satisfying everyone's entertainment needs. Pocoland is blockchain-based games with in-game asset encryption that allows players to collect them as non-fungible tokens (NFTs). Utilizing Blockchain technology along with the NFT working mechanism, Pocoland enables to design a vibrant trading and exchanging environment where players can earn in multiple ways. Pocoland has good social media presence and their unique features and extensive benefits keep them one-step ahead of its competitors. Pocoland seems a promising option to lookout for in the future.

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

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