



TORUM (\$XTM)

<https://intro.torum.com> || https://t.me/torum_official_group_en || https://twitter.com/torum_official

Date: 12.09.2021

Finomena Score



Promoter Score 2.5/5

Company Background: The first social media platform specially designed for cryptocurrency users. TORUM is a revolutionary social media platform designed to connect worldwide cryptocurrency users. By prioritizing a scalable UI/UX, TORUM aims to shape a comprehensive decentralized crypto ecosystem for the industry in the long run, with a social media platform as its foundation. Torum aims to leverage the potential of social media, NFT and DeFi to build the largest one-stop social media ecosystem of the crypto industry.

About Token: XTM is a BEP-20 utility token built on Binance Smart Chain (cross-chain swap enabled on Ethereum chain) that acts as the payment medium for various features and functionalities, serving as the backbone of TORUM's ecosystem.

Token Type : ERC-20 / HECO / BEP-20

Torum is led by Yi Feng Go, the Founder & CEO. Torum has a core team of 9 members as executives, advisory and operations.

YI FENG GO



Yi Feng Go is the Founder & CEO of Torum. They have secured a strategic investment from Huobi Ventures, the venture arm

of Huobi Global, and accumulated over 75,000 users from a total of 205 different countries.

JAYSON TAN

Jayson is the co-founder, CMO and community manager of his third crypto start up. Jayson formulates the go-to-market strategy of



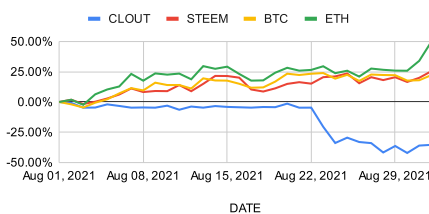
TORUM, which includes social media marketing, news PR, ecosystem partnership, community building, etc. He has designed the token economy and distribution for Torum.

Sector Alpha

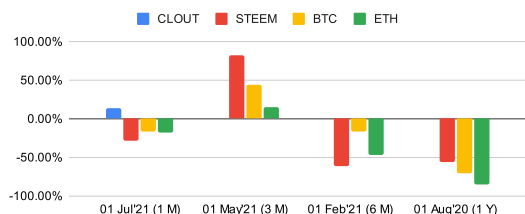
Sector Score 2.5/5

We have identified 2 close competitors - (1) BitClout (\$CLOUT) and (2) Steem (\$STEEM). The overall sector returns is below the average market returns, resulting in low sector score. The performance of these companies were below average in the month of Jul'21 and Aug'21. However, the sector is expected to improve this quarter offering steady returns.

DAILY PRICE PERFORMANCE OF COMPETITORS



PERIODIC PRICE PERFORMANCE



Tech Maturity Score 4.5/5

Token Analysis

Token Strength Score 4/5

The advisory holding is vested over 48 months, which is good. The development team holdings are vested over 48 months, which is a pretty good vesting period. A liquidity of 10.00% 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.

In Q3, Torum will focus on the launch of Torum IDO event and the release of two key products of Torum, including Torum Airdrop and Torum NFT Launchpad.

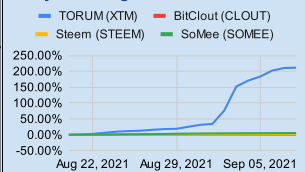
As they go into Q4 2021, they plan on transitioning into a more complex SocialFi ecosystem, where the profit generated by the ecosystem will be channelled to the community on Torum.

By the end of H2, they will also be releasing the world's first social-infused programmable NFTs and a Mining Simulator game where users can build their virtual mining farms and receive a portion of the ecosystem's profit every quarter.

Network & Community Score 4.2/5

Torum has good social media presence and an active follower base. They have Twitter handle With +18K followers with good engagement on every post.

Daily % Change in Twitter Followers



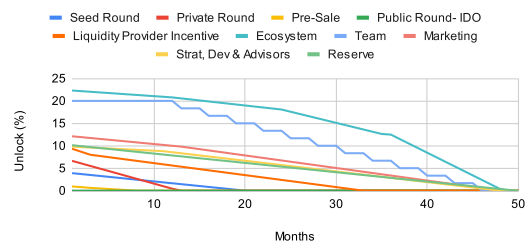
They also have presence in other social media platforms, like, Telegram, Discord, Medium & Reddit.

Their Telegram channel has more than +21K members. They have conducted AMAs with Scaleswap, Token Hunters, Crypto Nations and AltCoins recently.

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 Details		
Maximum Supply: 800,000,000 Public Sale: 5M		
Holding	Percentage	Months (Cliff+Vesting)
Seed Round	4.103%	21
Private Round	8.473%	13
Pre-Sale	1.250%	8
Public Round- ISNO	0.219%	-
Public Round- IDO	0.625%	0
Liquidity Provider Incentive	10.000%	33
Ecosystem	22.500%	49
Team	20.000%	49
Marketing	12.500%	49
Strat, Dev & Advisors	10.000%	48
Reserve	10.330%	50

Token Vesting of Torum



Crypto Market Trends

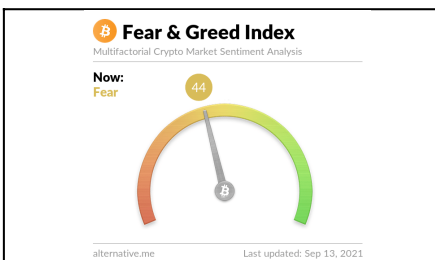
Sentiment Score 44

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 Torum's IDO will sail through.

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



Finomena Verdict

Torum stands out by building an ecosystem on top of a social media platform. The social media foundation acts as a powerful user attraction and retention factor that consistently expands the community (or ecosystem participants) base. Regardless of bull run or bear run, Torum will always have the competitive edge in terms of ecosystem and user growth. Torum has 10 different use cases for XTM in the ecosystem, meaning the token will have sufficient utility even before the TGE event.

Compared to other social projects, Torum can offer something that others could not provide, which is a social media ecosystem that is exclusively for crypto users and built with crypto-niche features, like the Torum Airdrop and Torum NFT Launchpad. However, many companies tried to synchronize social media with the crypto world but the experimentation has not been successful so far.

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

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