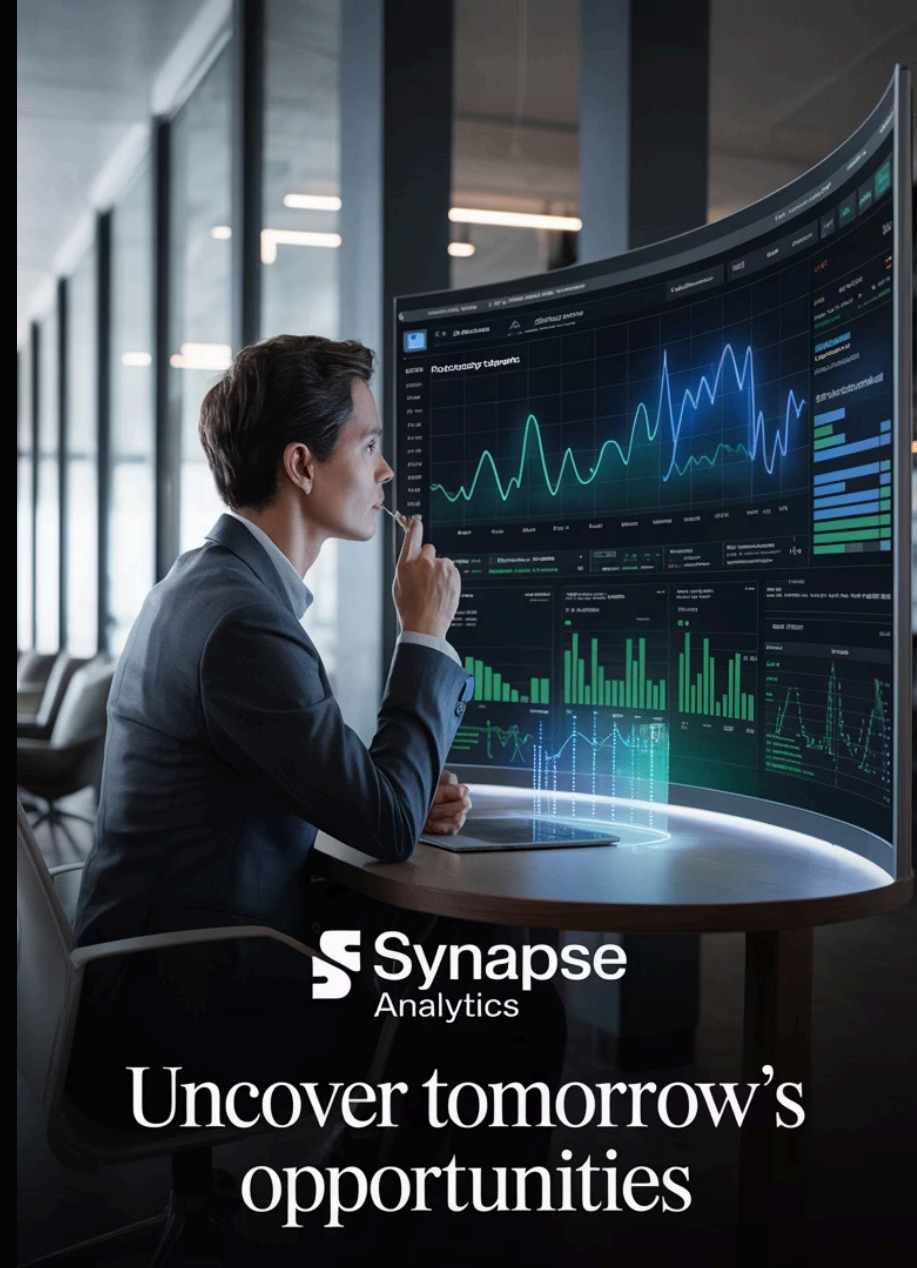


How to Analyze a Startup Investment Opportunity on iSelfToken

Investing in startups is an exciting choice, but it requires careful analysis. On iSelfToken, you'll find structured information that allows you to understand each startup's potential before deciding to purchase tokens. But how do you interpret this information strategically?

This presentation will guide you through the key factors to consider when evaluating startup investment opportunities on the iSelfToken platform, helping you make informed decisions aligned with your investment profile.

iSelfToken
Crowdfunding



Synapse
Analytics

Uncover tomorrow's
opportunities



Key Factors to Consider Before Investing



Legal Documentation and Verification

Check for the "Verified Startup" seal and ensure all legal documents are organized and up to date. This verification provides a baseline of credibility for your investment consideration.



Startup Value Proposition

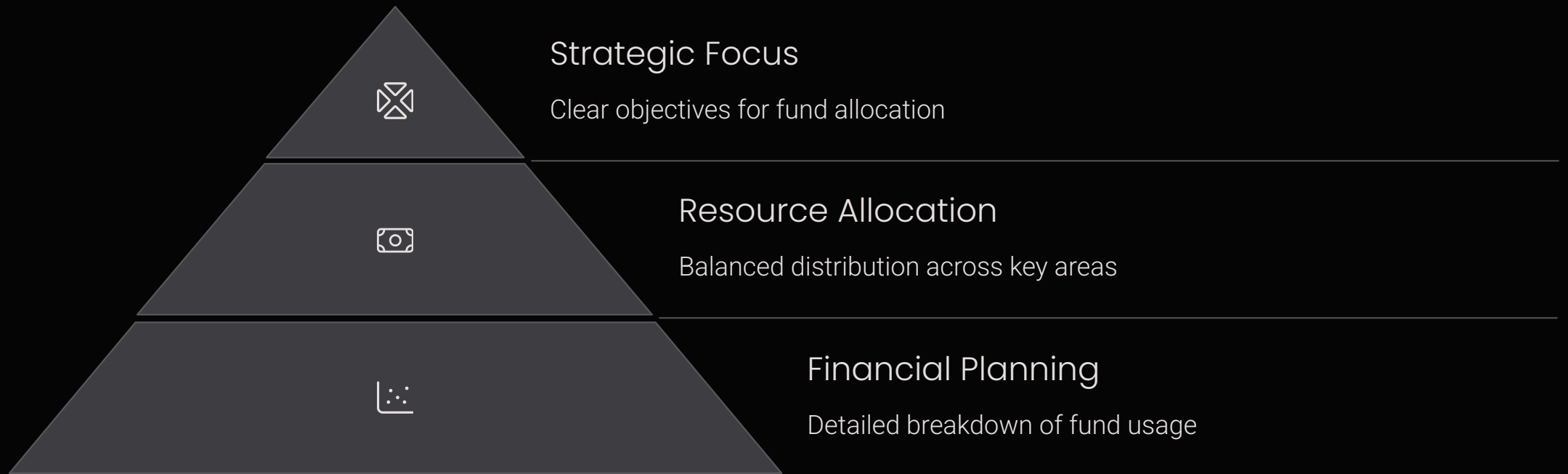
Evaluate what problem the startup solves, who their target audience is, and whether their solution is innovative and differentiated in the market.



Project Stage and Traction

Determine if the startup is in the idea, operation, or traction phase. Look for MVP validation, existing revenue streams, or an established user base.

Understanding the Resource Usage Plan



How startups plan to use raised funds is a critical factor in your investment decision. Look for startups that clearly articulate whether they'll focus on growth, infrastructure development, or product enhancement. A well-thought-out resource usage plan demonstrates the team's strategic thinking and financial discipline.

The most promising startups typically have a balanced approach to resource allocation, with clear milestones tied to funding stages.

Evaluating the Founding Team



Experience Matters

Assess whether the founders have relevant industry experience or previous startup success. Teams with domain expertise often navigate challenges more effectively and leverage existing networks.



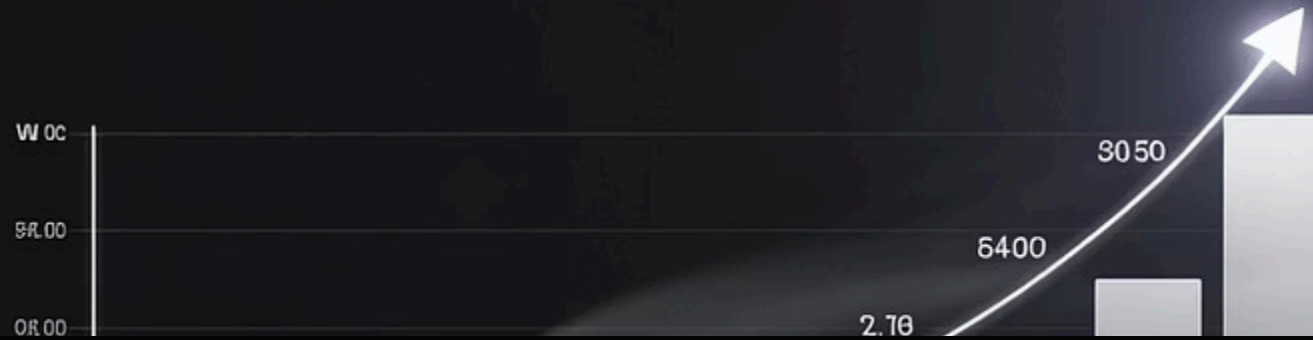
Leadership Quality

Look for evidence of strong leadership capabilities, clear vision, and the ability to attract talent. The best founders can articulate their vision and inspire both team members and investors.



Team Composition

Evaluate whether the team has complementary skills covering technical, business, and market expertise. A well-rounded team is better equipped to handle the multifaceted challenges of startup growth.



Interpreting Project Stages

Idea Stage

Projects in the conceptual phase with potential but higher risk. These startups typically have a compelling concept but limited validation. They require a long-term investment horizon and comfort with uncertainty.

Operational Stage

Startups with working products or services and initial market presence. These companies have moved beyond concept to implementation, with early evidence of market fit but still developing traction.

Traction Stage

Companies showing growth metrics and market validation. These startups demonstrate proven demand through revenue growth, user acquisition, or other key performance indicators.

Matching Investments to Your Risk Profile

Moderate Investor

Balance portfolio between operational startups and some earlier-stage ventures with strong teams and clear market potential.

Conservative Investor

Focus on operational or traction-stage startups with proven revenue models and established market presence.

Aggressive Investor

Willing to back idea-stage startups with disruptive potential, accepting higher risk for potentially greater returns.





The Importance of Ongoing Monitoring



Initial Investment

Complete thorough analysis and make your investment decision based on available data.



Track Progress

Monitor regular updates from the startup on the iSelfToken platform to assess performance against stated goals.



Reassess Periodically

Evaluate new information to decide whether to maintain, increase, or divest your position.



Consider Recommendations

Based on performance, you may recommend promising startups to other investors in your network.

Red Flags to Watch For

Incomplete Documentation

Missing or disorganized legal documents may indicate poor management or potential compliance issues. Always prioritize startups with transparent and complete documentation.

Vague Value Proposition

If a startup cannot clearly articulate what problem they solve or how they're different from competitors, it may signal a lack of market focus or strategic direction.

Unrealistic Projections

Be wary of startups promising extraordinary returns without substantiating how they'll achieve them. Look for grounded projections based on reasonable assumptions.

Inexperienced Team

A founding team lacking relevant experience or with significant skill gaps may struggle to execute their vision effectively, regardless of how promising the concept.



Building a Diversified Startup Portfolio



Research

Analyze multiple startups across different sectors and stages



Select

Choose investments that complement each other and align with your risk profile



Invest

Allocate capital across selected opportunities in appropriate proportions



Monitor

Track performance and rebalance as needed based on new information

Creating a balanced portfolio of startup investments helps mitigate risk while maintaining exposure to potential high-growth opportunities. Consider diversifying across industry sectors, geographic regions, and development stages to create a resilient investment strategy.



Taking Action: Next Steps for Investors



Create Your Criteria

Develop a personal investment framework based on your financial goals, risk tolerance, and areas of interest or expertise.



Explore the Platform

Visit www.iselftoken.com to browse available startups and familiarize yourself with the information structure.



Make Your First Investment

Apply the analysis techniques covered in this presentation to select and invest in your first startup opportunity.

iSelfToken provides the data you need to make informed investment decisions. By applying a systematic approach to analyzing startup opportunities, you can identify promising ventures aligned with your investment goals and risk tolerance.

