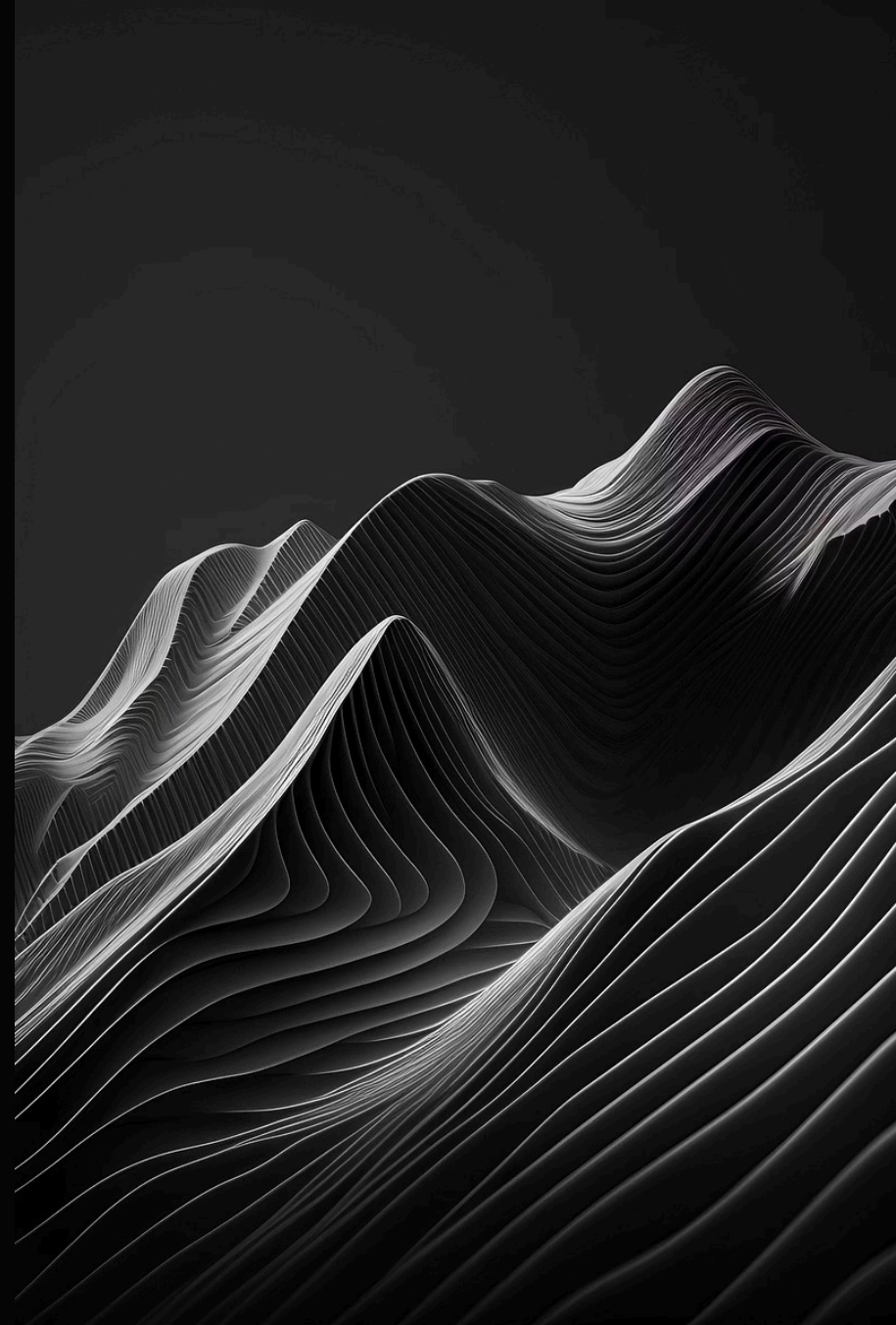


Understanding iSelfToken Classification Badges

iSelfToken uses a comprehensive badge system to help investors quickly understand each startup's stage, maturity level, operations status, and growth potential. These strategic labels serve as navigational tools for investors, highlighting where companies stand in their entrepreneurial journey.

Beyond the Verified Startup badge, iSelfToken employs several classification badges that provide crucial insights into a startup's development phase. Let's explore these badges and understand what they reveal about investment opportunities.

iSelfToken
Crowdfunding





Accelerated by Founders Hunter



Mentorship

Startups receive personalized guidance from industry experts to navigate challenges and optimize growth strategies.



Connection Network

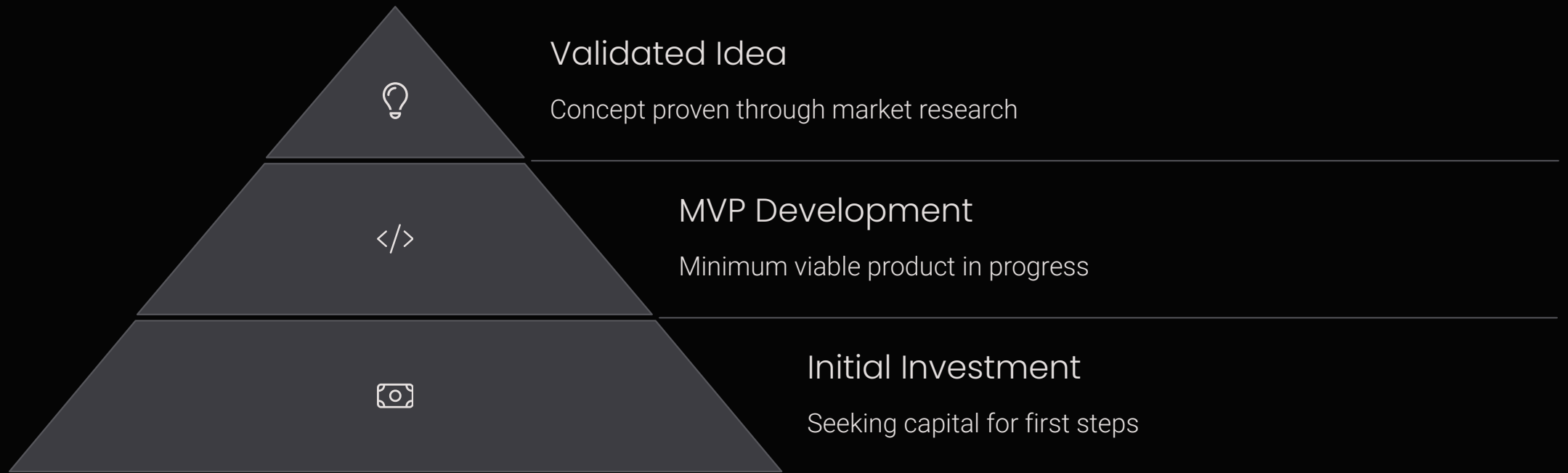
Access to valuable industry connections and potential partners to accelerate business development.



Structured Growth

A comprehensive growth plan designed to help startups achieve measurable milestones and sustainable expansion.

Ideation Stage



Startups at the ideation stage have validated their concept but haven't yet begun commercial operations. They typically have a minimum viable product (MVP) in development or recently launched and are actively seeking investment to take their first meaningful steps in the market.



Operation Stage



Active Commercial Presence

Companies at this stage have moved beyond planning and have established actual market operations with real customers.



Revenue Generation

These startups are generating revenue, even if the amounts are still modest compared to their future potential.



Business Model Refinement

They are actively structuring and refining their business model based on real market feedback and performance data.



Traction Stage

Consistent Growth

Startups showing reliable and measurable growth metrics over consecutive periods, demonstrating market acceptance.

Validated Product

Product-market fit has been established with clear evidence that customers value and are willing to pay for the offering.

Scalable Model

Business model has proven to be repeatable and scalable, with increasing returns as the company grows.

Traction-stage startups are focused on expanding their user base, increasing revenue streams, and growing their team to support further expansion.



Scale-up Stage



Fast Growth

Rapid expansion in multiple metrics



Market Presence

Established brand recognition



Scalability Focus

Systems designed for expansion



Larger Funding

Seeking significant investment

Scale-ups are businesses with strong traction that have already consolidated their market presence. They have solid performance indicators and are actively seeking larger funding rounds to fuel their continued expansion and market dominance.



Unicorn Potential

Disruptive Business Model

Companies with innovative approaches that fundamentally change how an industry operates, creating new markets or radically altering existing ones.

Exponential Growth Capacity

Demonstrated ability to scale rapidly with revenue growth rates significantly above industry averages, often 2-3x faster than competitors.

Billion-Dollar Valuation Path

Clear trajectory toward achieving the coveted billion-dollar valuation milestone within the coming years based on current metrics and market opportunity.

Strategic Investment Decision-Making



Understanding these classification badges allows investors to make more informed decisions aligned with their investment strategy. Each badge provides valuable context about a startup's current position and future potential, helping to match investor expectations with company realities.

Badge Evolution Throughout Startup Journey



Ideation

Validated concept seeking initial investment to develop MVP and enter market.



Operation

Active business with real customers and initial revenue generation.



Traction

Consistent growth with validated product and scalable business model.



Scale-up

Fast-growing business with strong market presence seeking larger funding.



Unicorn Potential

Disruptive model with path to billion-dollar valuation.

Startups typically progress through these stages as they grow, though the pace varies significantly. Some may remain at certain stages longer, while others might rapidly advance through multiple stages with the right combination of product-market fit, execution, and funding.

Are You Ready to Grow?



Investor Mindset

Successful investors on iSelfToken develop an eye for identifying promising startups at each stage. They understand that different stages present different risk-reward profiles and investment requirements.



Strategic Allocation

By understanding these classification badges, investors can strategically allocate their portfolio across different startup stages, balancing high-risk early-stage investments with more established companies.



Growth Orientation

The ultimate question remains: "Do you think like someone who's ready to grow?" This applies to both entrepreneurs seeking funding and investors looking to build their portfolios.