

# Initial Report: EXAMPLE

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ACTIONABLE BLOCKCHAIN INSIGHTS

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# 1. Executive Summary

This initial report has been built to give a better understanding of the ERC-20 token and its' users. The goal of the following insights is to gain a better understanding of the clients' audience prior to the launch of their DeFi platform in Q2.

The clients' users hold **5x more ERC-20 assets than the average Ethereum user**. The average amount of the token held per wallet is worth \$271.

**There is a healthy, decentralized distribution** of the current circulating tokens, with over 80% being held in amounts smaller than \$3,000. There is little intervention needed to address whales or large token holders.

**Token holders are reasonably sophisticated DeFi users with above-average knowledge**. They are familiar with popular DeFi platforms and assets such as Lido, Wrapped Bitcoin, DAI, etc.

Token holders are **responsible investors** and do not substantially invest in high risk "memecoins".

## 2. Scope

The client will be launching its DeFi platform at the end of Q2 2023. This platform will offer users price protection on a selected number of assets through a novel multi-pool method. The client has yet to launch this platform but has released its native token over 12 months prior.

The main objective of the client is to successfully launch their dApp into the market and effectively capture as much TVL into their protocol as possible. The team has designated a marketing budget of xxxx to achieve this.

The goal of this report is to provide a better understanding of the clients' audience prior to the launch of their DeFi platform to allow their marketing team to effectively acquire users with a more targeted approach and improve marketing ROI.

# 3. Number of BUMP Users

Number of wallets  
holding TOKEN

3,324

## Insights

There are 3,324 active holders of the token when disregarding inactive wallets and outliers.

## Actions

Use this number as one of your KPIs to measure growth over time during the months prior to launch.

In addition, set other on-chain metrics to measure conversion rates.

# 3. Average User Wealth

Average net-worth of  
TOKEN wallet

**\$12,685**

Average net-worth of  
Ethereum wallet

**\$2,400**

## Insights

The average token holder **has 5x more assets** than the average Ethereum wallet.

This is in line with other DeFi protocol token holders and experienced users, as there is a relatively strong correlation between experience/activity on the blockchain and the value of a wallet.

## Actions

Continue targeting these current user types. **Further research can demonstrate how much of this market can be captured and how to sustain growth.**

# 3. Amount of TOKEN Held

Average amount of  
TOKEN held in USD

**\$271**

Average amount of  
TOKEN held

**4,830**

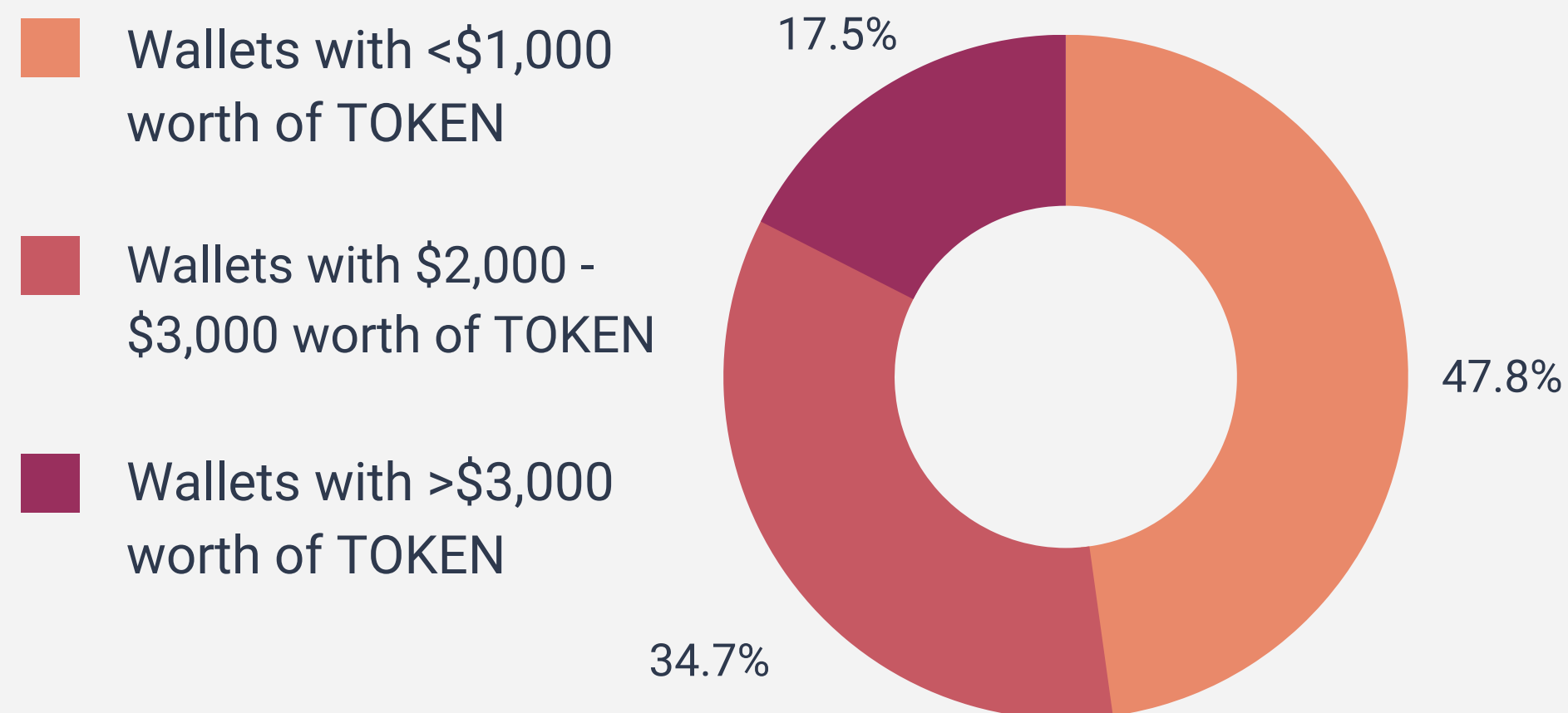
## Insights

The average holder of the token holds 4,830 or \$271 worth.

## Actions

**We can use competitor analysis to compare this against other tokens and strategize how to increase the average holding amount.**

# 3. Distribution of Token



## Insights

This data shows **there is a healthy, decentralized distribution of BUMP.**

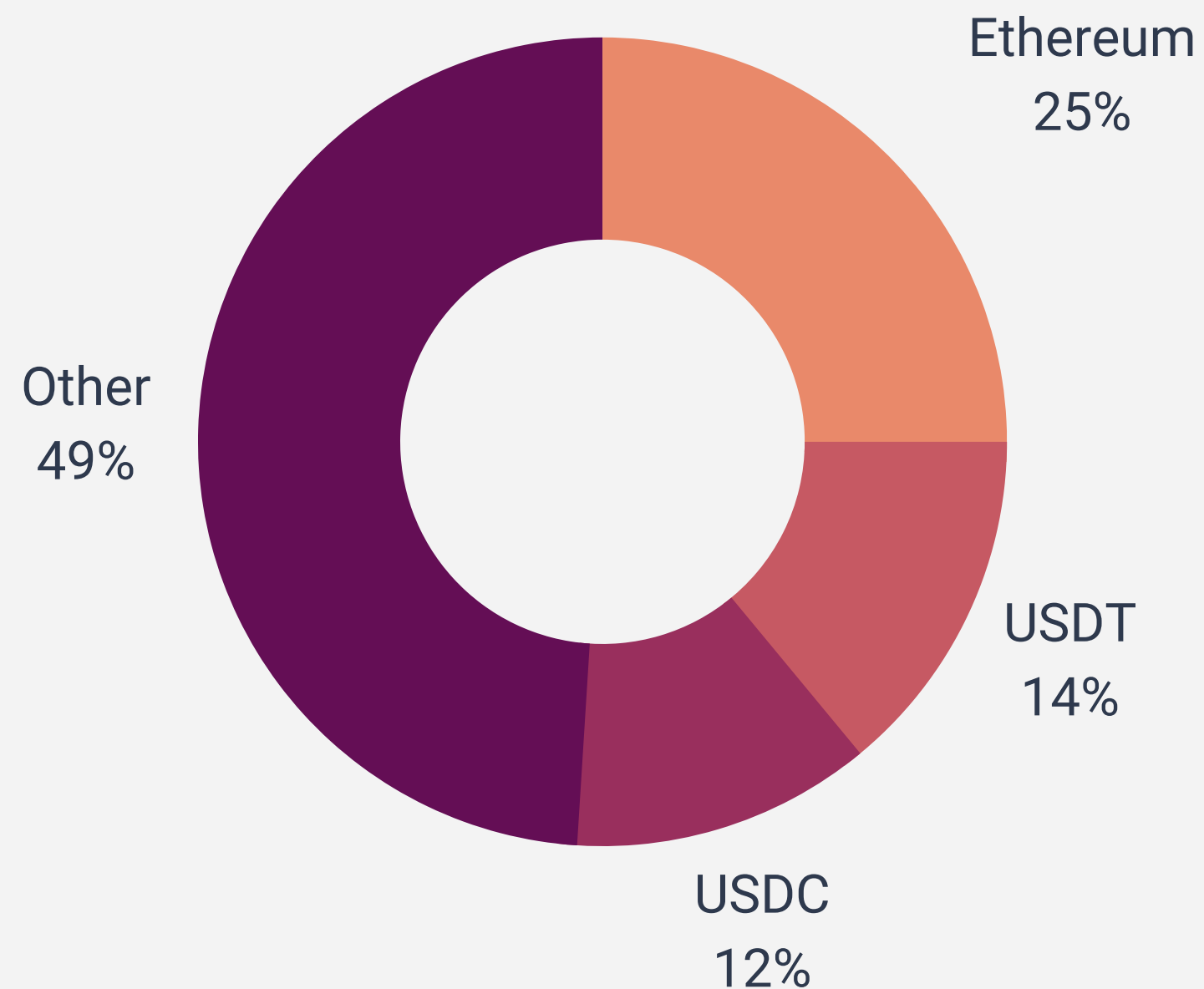
The majority of BUMP tokens (>80%) are held in amounts smaller than \$3,000. Only 17.5% of the circulating supply is held in amounts more than this.

## Actions

**User profiling research should be carried out around BUMP holders with >\$3,000** to understand how to effectively convert other valuable users.

No action is needed to protect against price manipulation from whales at this stage.

# 3. Tokens Held by Client's Holders



### Insights

This data shows 50% worth of all tokens held by token holders are in ETH, USDT, and USDC.

### Actions

If the client decides to only accept USDC pairs then they should **target users with majority stablecoin holdings in USDC to convert more staking TVL** in the platform.

# 3. Other Tokens Held by Client's Holders

## Other tokens ordered by value

- |                    |                           |
|--------------------|---------------------------|
| 1. Wrapped BTC     | 6. <b>Floki</b>           |
| 2. <b>DEXTools</b> | 7. <u>Client's Token</u>  |
| 3. DAI             | 8. Lido                   |
| 4. Chainlink       | 9. Wrapped ETH            |
| 5. Paxos Gold      | 10. Staked ETH<br>(stETH) |

### Insights

When removing ETH, USDT, and USDC, here are the top 10 tokens by the value held by the clients' users. (each between 1-3% of total).

With this data, we can reasonably assume that **token holders are relatively sophisticated crypto investors and are largely familiar with DeFi products.**

Two tokens in particular stand out as unusual. These wallets hold more total value in DEXTools and Floki than in the client's token.

### Actions

A potential **partnership with DEXTools could unlock a wider audience for the client's community.** With further research, we could explore the correlation between the characteristics of DEXTools' and the client's audiences to provide an impactful conversion campaign with **zero cost.**

Floki is a "memecoin" and could be less effective for a DeFi partnership.

# 4. Action Summary

1. Set key on-chain growth metrics to measure conversion and track launch campaign progress leading up to the launch date. It is **not recommended to only measure social media or "vanity" metrics**.
2. Continue growing audience with current channels if sustainable, time and cost-efficient as the **quality of users holding BUMP have 5x more available liquidity than average Ethereum wallets**. However, other new high-growth channels or campaigns should still be explored.
3. **Conduct competitor analysis research** to understand how competitors' users hold their native tokens vs BUMP. this research could effectively direct a strategy to increase the average holding of BUMP tokens.
4. Do **user profiling research around BUMP holders with >\$3,000** to understand how to effectively target and convert more users likely to hold high BUMP holdings.
5. **Target potential users holding the majority of their stablecoins in USDC to increase staking TVL** through user profiling research.
6. Lead a **zero-cost marketing campaign through a partnership with DEXTools to capture more target users with zero cost**. Through collaboration, Bumper could increase its user base prior to launch. Examples of such campaigns could be shoutouts, competitions, or token airdrops to each others' communities.

# 5. Further Research and Recommendations

In order to maximize the ROI of the client's capital, the following areas would create more impact and increase efficiency throughout the business:

1. **In-depth competitor user analysis;** analyzing and segmenting competitors' user bases and insights to understand where to target customer acquisition campaigns.
2. Use their token data alongside CEX listing price data to **determine the best exchange for an initial listing** to maximize their token purchasing.
3. Use their token data to **optimize which tokens should be used in the client's initial price protection pools**. The top 10 tokens held list provided earlier in the report is a good starting point but this is worth exploring deeper in order to effectively increase TVL.
3. **Gain a stronger understanding of target/ideal users** through on-chain insights to allow for more targeted marketing campaigns for the platform launch to reduce marketing costs and increase ROI. This is achieved through **profiling the client's token holders by their psychographics and on-chain activity** to show the behavioural characteristics of the client's ideal audience.

# What Else Qosmon Can Offer

## Initial Report

Basic token holder insights

Token distribution

## Full Reports

**Quarterly, Bi-annual, One-off**

Advanced user profiling

Ideal customer analysis and psychographics

On-chain behavioural patterns

In-depth partnership analysis

Liquidity targeting and product optimisation

Comprehensive user CEX, DEX and DeFi activity

**Deep competitor insights** (all of the above)



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Please get in contact for  
further depth, specifics, or  
insights.

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