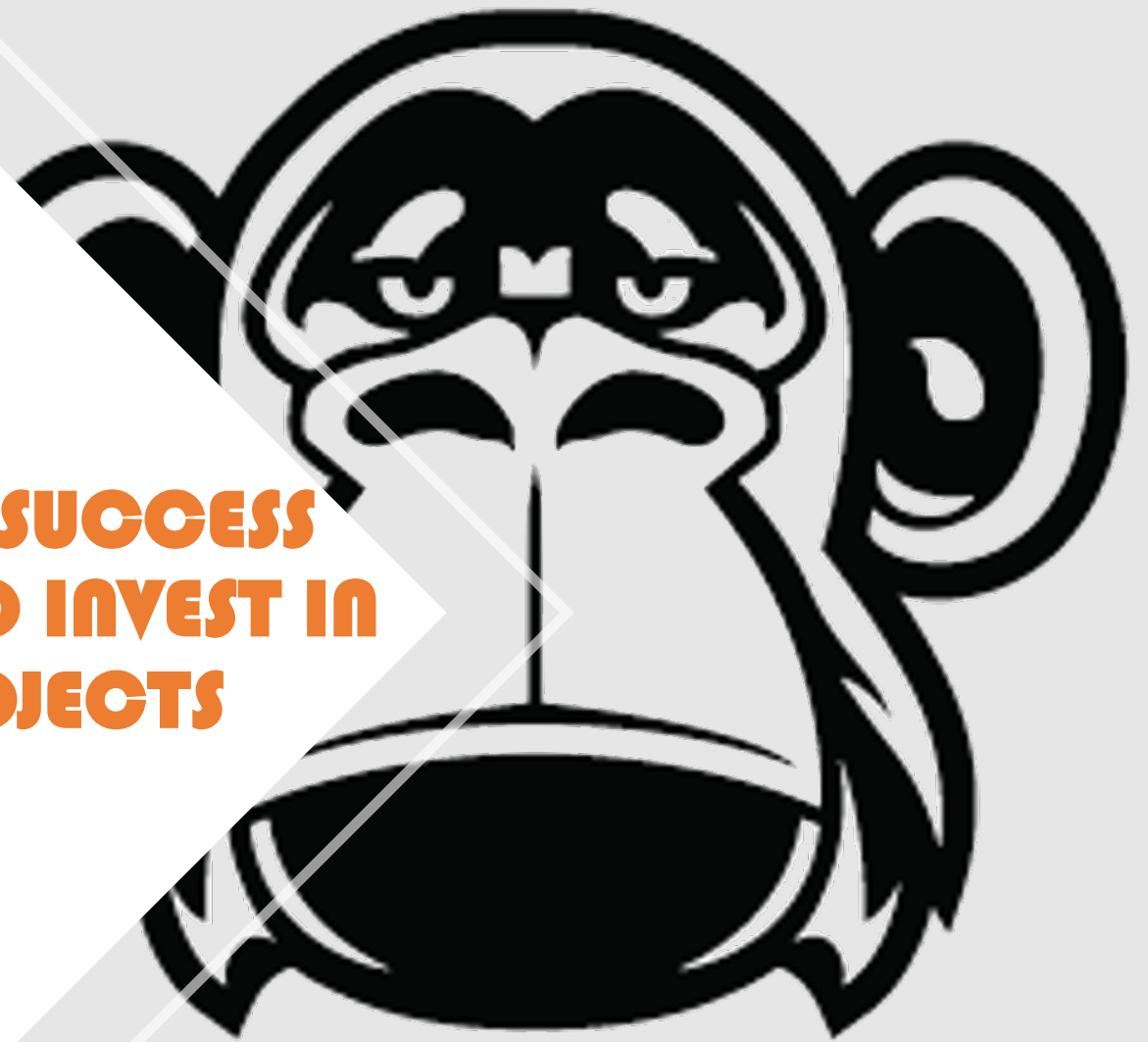


**THE 8 KEY SUCCESS
FACTORS TO INVEST IN
NFT PROJECTS**





ART

- **Uniqueness** – Is this the 9000th Crypto Punks knockoff or is it genuinely unique in NFT space ?
- **Quality** – You will know crap art when you see it. Don't be afraid to call out something for what it is !
- **Style** – is it a PFP (profile picture) project or fine art or real-world tied value (i.e. Gary Vee)?
=>What are the market trends in value for the style this project is? Are PFPs hot right now? Oversaturated ?



FOUNDERS

- **Are they anonymous or revealing who they are ?**
- **Do they have a track record of success and trustworthiness ?**
- **Many times this is a make or break factor on a project's success. Look at 888 Genesis or CrypToadz- the founders make those projects what they are !!**





Community

- How is their Twitter engagement , is it active ? Does it match up with their follower count?
- Go into project discord and have a convo with people. How does the community feel?



Marketing

- Are they doing a good job promoting the project ?
- How much exposure do they have ?
- Is the project Twitter and Discord consistently gaining new followers?



Roadmap / Whitepaper

- Does the project have a clear vision, milestones and a realistic roadmap? What is the timeline ?





UTILITY

- Is it a DAO?
- Is it a launchpad for early access to other good projects? (i.e. Doge Pound)
- What value does the project provide day 1 after minting?
- What value does it offer in the next month ? In 3-6 months?



TOKENOMICS

- How much are the founders/team keeping from mint/launch?
- How much is going back into the project fund to budget for project marketing, growth and future objectives? (i.e. at least 30% going back to the project .)
- Is the project promising to give back some of the funds randomly to the NFT holders? If so , how much, when and how likely is it that you will see some kickbacks for a successful project ?
- How much value is being generated for the Holder vs the team:



SCARCITY/RARITY

- 100, 1.000, 10.000 units ?
- Less items usually help floor prices stay a bit more stable if people truly believe in the project

