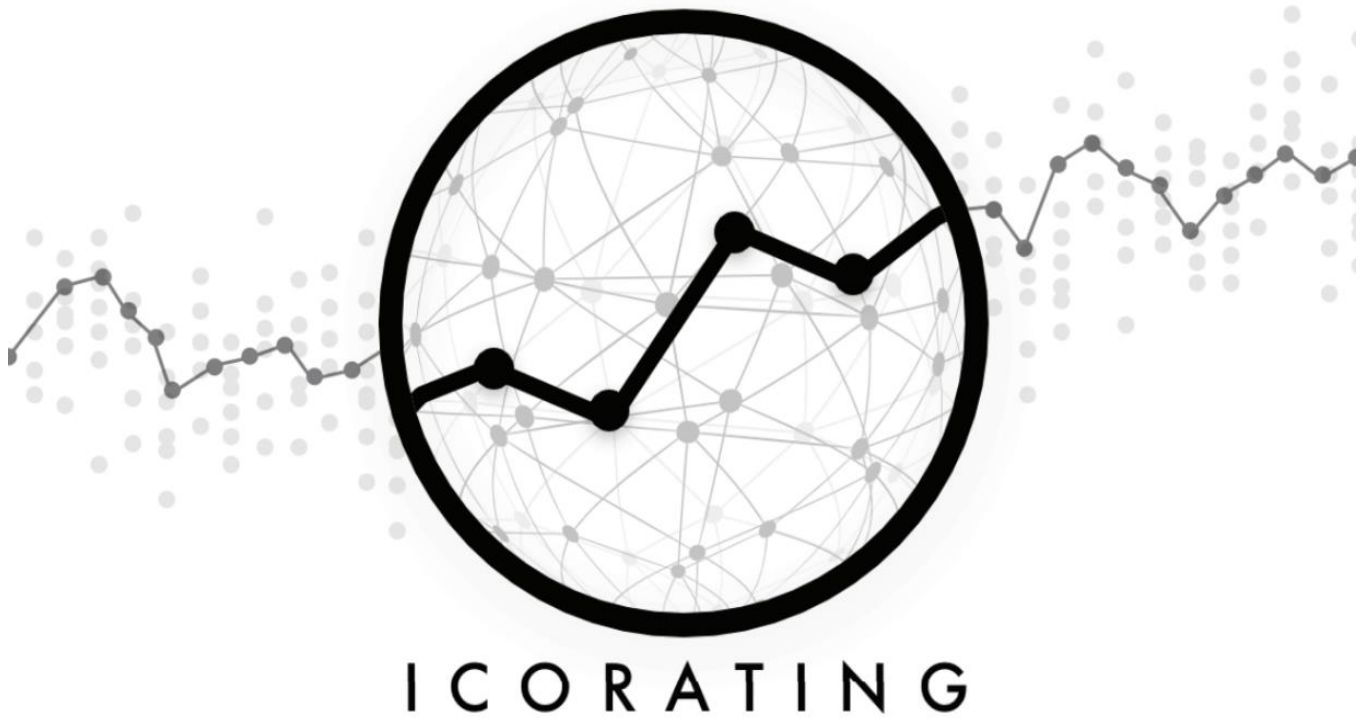


ICOrating

THRIVE Basic Review (<https://ico.thrivelabs.io/>)

ICO dates (15.03.2018 — 05.04.2018)



Web: icorating.com

Email: info@icorating.com

Twitter: [@IcoRating](https://twitter.com/IcoRating)

Project details

Name: THRIVE

Ticker symbol: THRT

Project Type: Marketing and Advertising

Extended company description: Thrive is a premium advertising platform where anyone can order advertising placements and reviews, and users can earn by watching adverts.

Company: Thrive Labs TLD (spinoff of We Boom LTD)

[Website](#)

[Whitepaper](#)

ICO details

Public ICO Start: 15.03.2018 (pre-sale: 15.02.2018)

Public ICO End: 05.04.2018

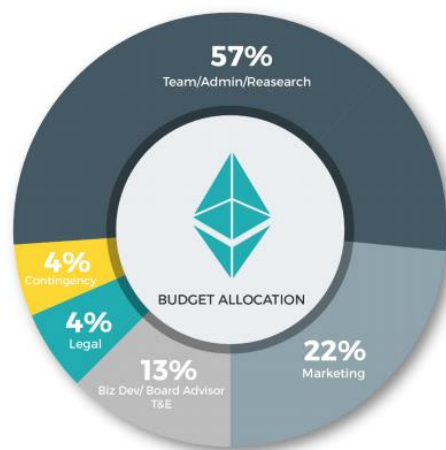
Token Sales Duration (weeks): 6

Token Type: ERC20

Total number of tokens issued: 200,000,000

Tokens available (Pre-Sale + Public ICO): 106,000,000

Investment goals:



Price of 1 THRT: EUR 0.25

Accepted payments: ETH, BTC, LTC and fiat

Bounty: The program is active until the end of the ICO.

Token role: Functional

Team

Team size (number of persons): 8

Number of advisors and partners: 5

[GitHub](#)

Social media

Twitter: Posts: 53, followers: 6482

Telegram: Subscribers: 1500

Medium: Posts: 6 Subscribers: 23

LinkedIn: Subscribers: 39

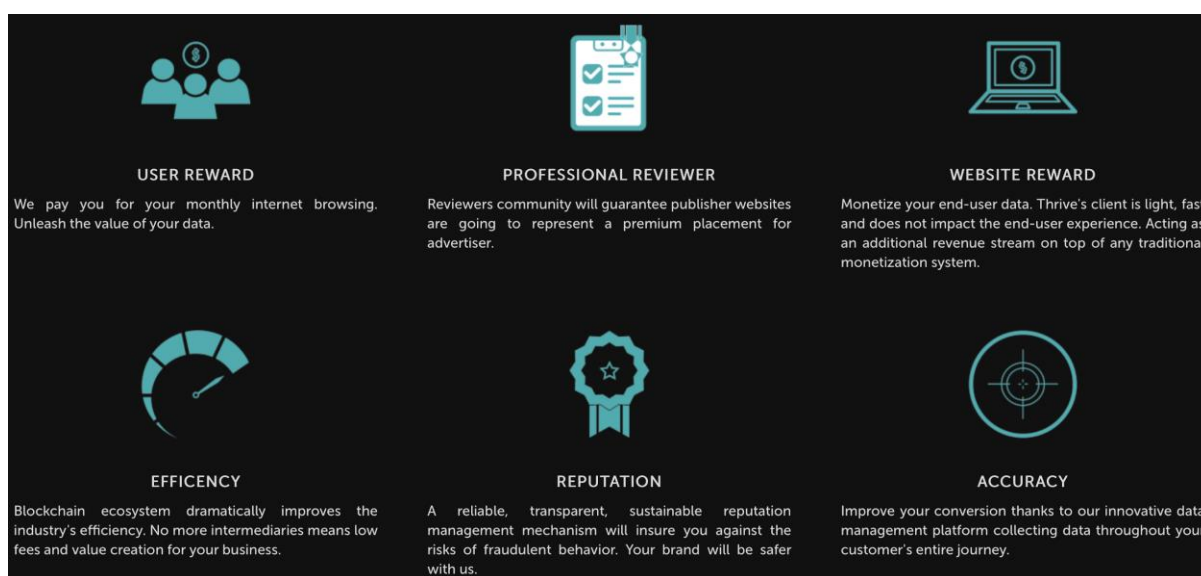
Facebook: Subscribers: 15000

Project information

Thrive is a premium advertising platform where everyone can place an order for advertising and receive a review.

The platform will provide the following services:

- Placing and verifying advertising from partners, with the purpose of excluding undesirable influences.
- Content on the platform will be regulated by the community via transparent and simple rules.
- Payment of rewards to users for providing data about themselves.



Advisors:

Atsushi Hisatsumi ([LinkedIn](#)) — CEO Patron, CEO of Extravaganza Intl, Inc., consultant to EBC Foundation Pte Ltd, TraDove, Inc., Pundi X, CRYPTO20, CloutNetwork.

Koji Miura ([LinkedIn](#)) — Operating director at EXTRAVAGANZA INTERNATIONAL, INC.

Urs Wälchli ([LinkedIn](#)) — Deputy academic director at Rochester-Bern Executive Programs, guest assistant at Simon Business School, University of Rochester, founder of Teju Finance, professor at the SFI.

Andre Siegert ([LinkedIn](#)) — Director of hotel finance and accounting at Kempinski Hotels S.A.. Previously worked for this hotel chain.

Charles Attard ([LinkedIn](#)) — Owner, Juanafil Consultants.

Project partners:

[Flazio](#) — Network of publishers with 220,000 sites.

[Extravaganza International](#) — Provider of advertising services through opinion leaders.

[Jaunafil Group](#) — Partner in the field of consulting, business planning and tax law.

[Teju-Finance](#) — A leading online directory of corporate and business finance.

Attracted investments:

n/a

Summary

There is a well-coordinated team that is attracting the attention of the blockchain community (4100 preliminary registrations as at 13.01.2017) behind the project.

Strengths of the project:

- The team is targeting a large market for its activities, which will have a positive impact on the scaling of the project.
- According to the project website live counter, more than 4100 people have already registered for the whitelist (pre-registration for the purchase of tokens) at 13.01.2017.
- The strategy for attracting users is based on industry partnerships (Flazio with 220K+ publisher network) and user rewards using tokens reserve as stated in the official documentation.

Weaknesses of the project:

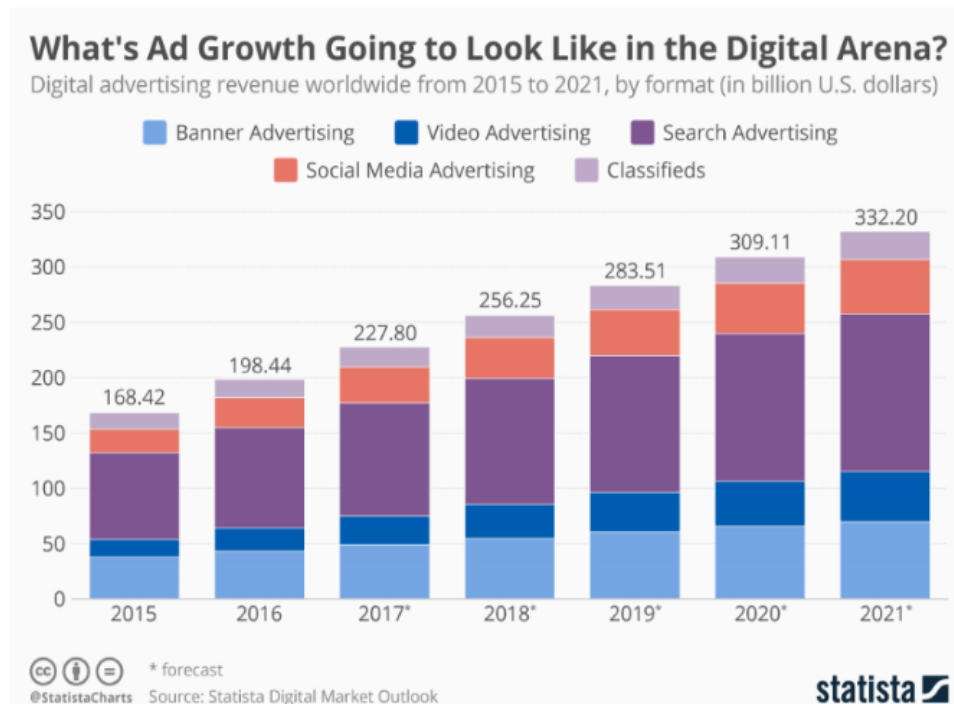
- The project aims to enter a market already having many successful players (including ICO projects with well-known founders), which could prevent the project from taking a leading position.
- There are risks associated with underinvestment in the project, as its development strategy is directly related to the success of the crowdsale.

Market and Industry

According to Statista data, the amount spent on Digital Advertising will total US\$335.48 billion by 2020, with an annual growth rate of 18%. Juniper Research's estimate for expenditure on digital advertising for the year 2020 is about US\$ 285 billion, which confirms the rate for market growth.

<https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>,
<https://www.juniperresearch.com/press/press-releases/digital-advertising-revenues-to-double-by-2020>

According to an analysis made by the project team, global advertising expenses have been constantly increasing since 2010; in 2017 it is predicted that this sum will have been \$228 bln.



The amount spent on digital advertising worldwide was estimated at \$198.4 billion in 2016. This figure is expected to grow steadily in the coming years, and will make up \$310 billion by 2020. The spend on mobile internet advertising is projected to increase from about US\$109 billion in 2016 to just over US\$247 billion in 2020.

Thrive is attempting to penetrate the global advertising market by creating a network on which advertisers and content creators can seamlessly integrate digital ads in a peer-to-peer manner, without the need for intermediaries and third party service providers.

Comments: The market for online advertising is dynamically developing, which is

why it is possible for the project to occupy its niche. The strategy for attracting users is based on industry partnerships (Flazio with 220K+ publisher network) and user rewards using a token reserve as stated in the official documentation, with a target market penetration of 0.02% - enough to establish the company as an emerging one in the marketing industry.

Competitors

The team has identified the following competitors:

[AdEx](#) — A blockchain-based advertising exchange.

[Bitclave](#) — A decentralized search system on blockchain.

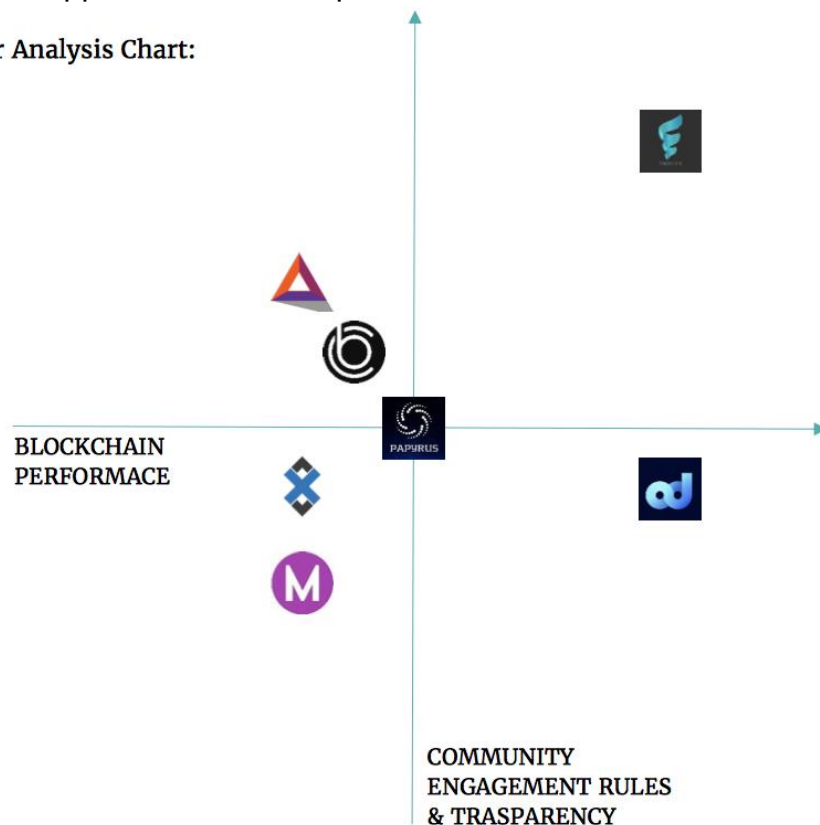
[Papyrus](#) — A comprehensive and highly scalable decentralized ecosystem for Internet ads.

[AdShares](#) — A decentralized peer market for software advertising.

[BAT](#) [Basic Attention Token] — Ethereum blockchain-based advertising platform and token.

Google DoubleClick, AppNexus, Criteo, OpenX, AOL, MAD.

Competitor Analysis Chart:



The following can be added:

Metax [\[Adchain\]](#) — A platform built on Ethereum enabling the combatting of fraud in digital advertising.

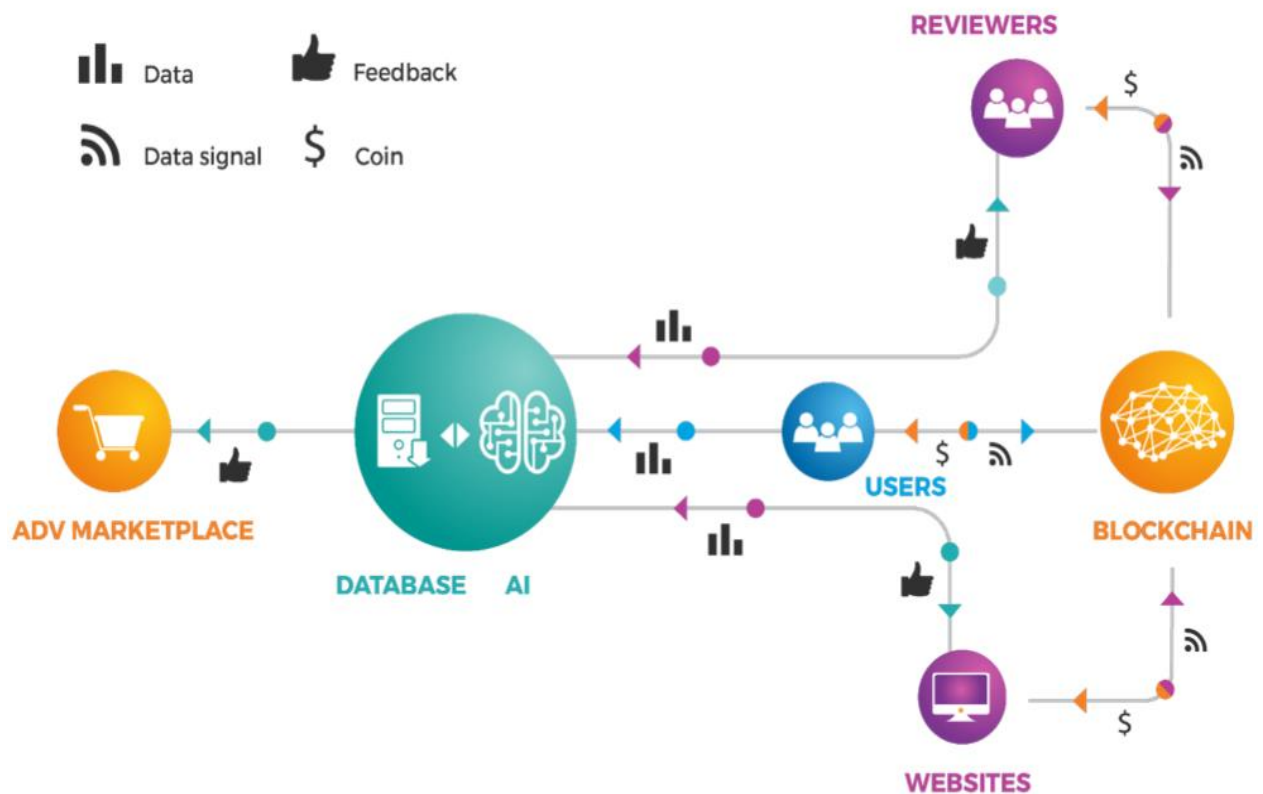
Summary: The main difference of Thrive from its competitors is the presence of a mechanism for calculating user reward. The competition either does not describe this issue in sufficient detail or does not cover it at all. But according to Themerkle, transparency and data security are two advantages for blockchain-based networks which centralized platforms like Google AdSense and Amazon Advertising cannot provide. It is the immutability of blockchain technology and its cryptographically encrypted network that enables every piece of data to be accessed as public information. [<https://themerkle.com/blockchain-based-decentralized-advertising-marketplace-thrive-takes-on-big-players/>]

Engineering features of the platform

The platform will function as follows:

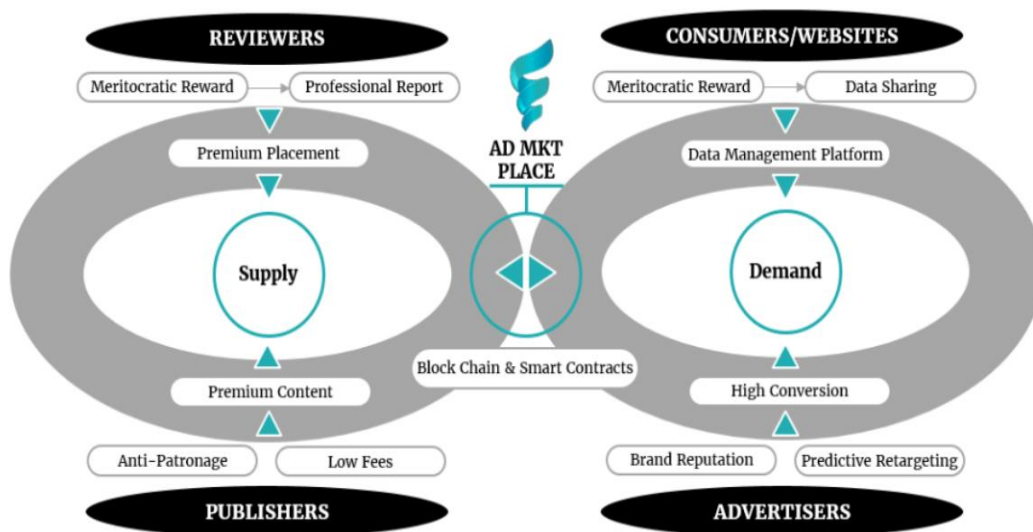
1. Advertiser. The advertiser leaves a request for advertisement placement. With this placement, according to the team, only sites with high traffic will be used; control of unwanted influence will also occur.
2. Reviewer. Reviewers can leave feedback on ads and receive a reward from the platform.
3. Consumers. Consumers can make money by viewing advertising, as well as by providing some anonymous behavioral information.

THRIVE FULL ECOSYSTEM



Technical description

The platform is built on the basis of blockchain technology, using smart contracts. AI elements are also used on the platform.



Comments: The team uses technologies that have already proven themselves in the market as reliable and widely used.

Technical roadmap

In the future, with the development of the technology and the amount of data it is planned to implement the following:

- 2nd Quarter 2018 (May) — release and testing of the alpha-version.
- 2nd quarter 2018 (June) — ad platform development.
- 3rd Quarter 2018 (September) — beta-testing.
- 3rd Quarter 2018 (November) — launch of Thrive ecosystem 1.0.
- 4th Quarter 2018 (December) — launch of DMP and AD market.

Comments: The team has presented a step by step strategy for platform development. The development and improvement of the platform will continue, providing that additional investments are attracted.

The following active modules are presented in the open repository:

- contracts.



THRIVE
thrivelabs

THE PREMIUM DECENTRALIZED
AD MARKETPLACE

Block or report user

 THRIVE

<http://ico.thrivelabs.io>

Overview **Repositories 1** Stars 0 Followers 3 Following 0

Search repositories...

Type: All ▾

contract

Thrive ICO smart contract

Updated on 22 Nov 2017

Comments:

- contracts — this module contains information about smart contracts.

The repository belongs to Thrive. The structure of the smart contract can be reviewed in the repository.

Documentation

We have checked Thrive's site and documentation for sufficiency and consistency in order to make an investment decision.

Information about the project is contained in the white paper as well as the One Page, Token Economics, Bounty, Pitch Desk, Legal & TGE terms and Terms and Conditions documents, which are available in English. The white paper is presented in English, German, Indonesian, Italian, Russian, and Spanish. The project is described in sufficient detail in the white paper. The main emphasis is placed on the advantages of the platform.

The website also provides information on the project, the staging of the public ICO, the roadmap, FAQ, advisors and the team. The site is available in English.

Summary: The documentation provides insight into the project. The principles of the social network's operation are described in sufficient detail.

ICO

Tokens to be issued for sale: 53%.

Public ICO Start: 15 February 2018

Token Type: ERC-20

Accepted payments: ETH, BTC, LTC and fiat

Price of 1 THRT: EUR 0.25

The Thrive token (THRT) is a ERC-20 standard token that is accepted by all Ether wallets, including Jaxx, MyEtherWallet.com and Ethereum.

As soon as the Thrive blockchain is launched, Thrive Coins will be issued which can be exchanged for THRT at a 1:1 rate.

Thrive's Coins are Thrive's own coins which will be the only currency on the platform used for buying and selling advertising or receiving rewards for data exchange or reviews of websites. [\[https://ico.thrivelabs.io/documents/thrive_whitepaper.pdf\]](https://ico.thrivelabs.io/documents/thrive_whitepaper.pdf)

Token limit: 200,000,000

Advantages to token holders: Tokens are functional and can either be sold or used for purchase of services on the platform. Unsold tokens will be burned.

[\[https://ico.thrivelabs.io/documents/thrive_tokenomics.pdf\]](https://ico.thrivelabs.io/documents/thrive_tokenomics.pdf)

Dividends: No

Additional issue of the tokens: No

Escrow: n/a

Max Goal: EUR 25,000,000

Minimum Goal: n/a

Bonuses:

THRT Token Public Pre-Sales:

The launch is **estimated** 15 days after the Private-round phase is completed.

Bonus	Duration	Min. Contribution
30%	TBA	None

THRT Token Public Sales:

The launch is **estimated** few weeks after the Pre-Sales is completed.

Bonus	Threshold ETH	Min. Contribution
20%	0 – 10'000	None
15%	10'000 – 20'000	None
10%	20'000 – 30'000	None
5%	30'000 – 50'000	None
0%	over 50'000	None

Bounty program

[Link to the bounty program](#)

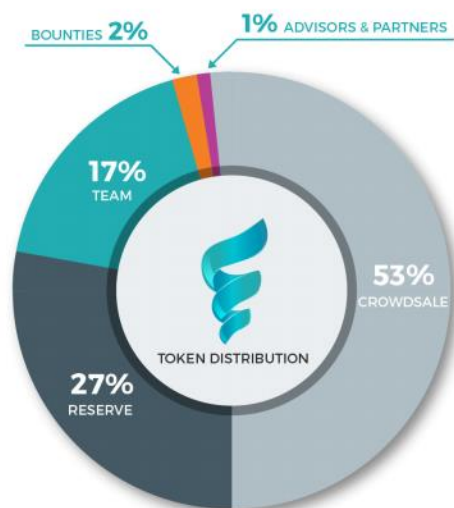
Program distribution scheme %: The project allocates 4 million tokens to the Bounty, which equals 2% of all Thrive tokens issued at the ICO. The program will be open in the following directions:

- Facebook reposts campaign: 10%
- Twitter reposts campaign: 10%
- Bitcointalk signature campaign: 30%
- Bitcointalk translation campaign: 20%
- Blog and Video campaign: 25%
- Telegram campaign: 5%

Summary: The project has an extensive bounty program. All terms of the program are specified at the link indicated. The bounty will be distributed within 7 days of the end of the pre-ICO; the final number of bets will be visible in your Thrive account.

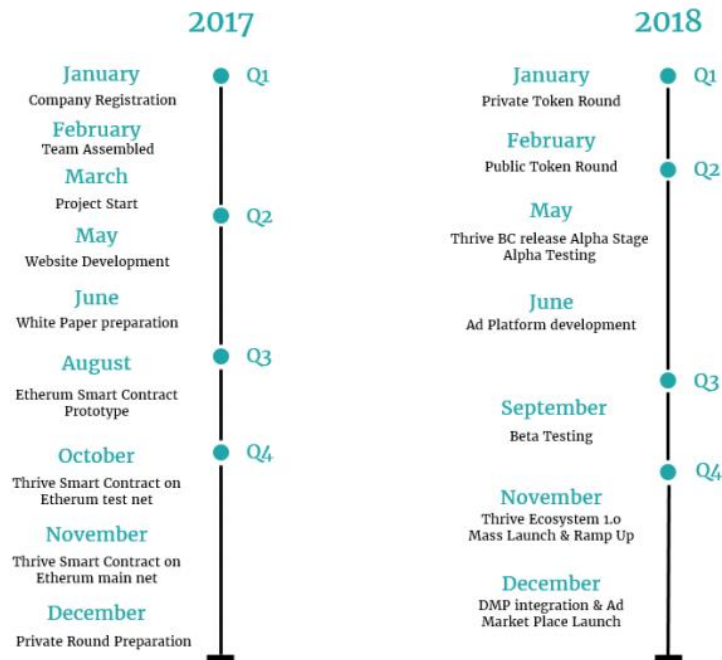
Token and capital distribution

Tokens and capital are distributed according to the following scheme:



Summary: Tokens do not affect the distribution of shares in the company. The reward system is set up so that it is more advantageous to buy tokens earlier.

Development plans



In the event of growth of the volume of investments, development of the technical component and expansion in China are planned.

Product Features – Depending on Token Rounds Results

Entry	Intermediate	Target	Advanced*	Full*
5 MLN	15 MLN	25 MLN	30MLN	40+ MLN
<ul style="list-style-type: none"> Ad.Network Basic Function Basic DMP Basic Reporting Basic Segmentation Data Mining Client Block Chain Client 	<ul style="list-style-type: none"> Affiliate Advanced Ad. Unit Format Ad. Prospecting Tool Advanced Analytics Advanced DMP with fingerprinting 	<ul style="list-style-type: none"> Predictive Retargeting Permanent NAM Office Advanced Segmentation User Geo Localized Ad Integrated Exchange Platform 	<ul style="list-style-type: none"> Semantic Relationship Engine Integration Major Search Engine Permanent APAC Office 	<ul style="list-style-type: none"> China Localization Ad. Proximity Geo Marketing Predictive Market Trend Analysis Chatbot Care for Publisher and Advertiser

* In case of further investments in a later stage

Summary: There is not much information about the marketing campaign in the white paper (including user attraction and project scaling). Most of the roadmap is dedicated to the development of platform functionality.

Team

The team consists of 8 people, as well as 5 advisors. Information on the core members of the team ([LinkedIn](#)) is as follows:

Cataldo Franzone ([LinkedIn](#)) — CTO. Chief technical officer at WEBOOM LTD, JustWith, formerly: Information Systems Manager at CDC Energy srl.

Giuseppe Calabrò ([LinkedIn](#)) — COO. Executive director of Business development at WEBOOM LTD, JustWith, formerly: Site Manager at ITSolution, technical manager at CDC Energy srl.

Viviana Carcione ([LinkedIn](#)) — CMO. Marketing Director at WEBOOM LTD, co-owner and founder of JustWith, formerly: teacher at MIUR.

There are 5 other people in the team.

Summary: All staff members indicated their affiliation to Thrive.

The team is mainly from Italy. The team also has the following specialists: Strategy Director, engineer, blockchain specialist, social media specialist and community manager. Most team members also work at WEBOOM and JustWith.

The project currently has no CEO, but in our opinion the project team is represented internationally by Giuseppe Calabrò (COO) and Giuseppe Scordino (CSO).

Marketing

Information about the project is available on a variety of popular services such as Twitter, Telegram, Medium, Github, LinkedIn and Facebook. The project has a bounty program open.

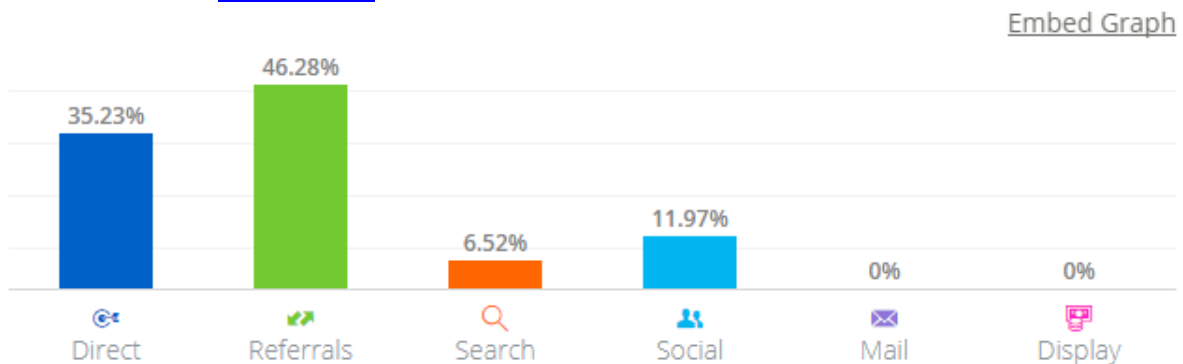
The project is active on social media. There are regular news updates on Twitter and Facebook.

The format of articles on the project suggests that they were primarily ordered by the project.

Comments: Interest in the project is growing fast enough. The marketing campaign is mainly developed on Twitter and Facebook.

Analysis of the Thrive website traffic based on Similarweb.com data showed the following:

Traffic sources: [Similarweb](#)



Comments: direct: 37.15%, referrals: 38.98%, search: 22.57%, social: 1.3%

Search traffic: 22.57%, of which 100% is "organic" traffic

Referral Links: 38.98%

icodatasheet.s3 - 30.11%, icotracker.net - 30.11%, coingecko.com - 21.34%,
bitcointalk.org - 13.82%, icobench.com - 4.63%

Analysis of the Thrive website traffic based on analysis [\[https://a.pr-cy.ru/thrivelabs.io\]](https://a.pr-cy.ru/thrivelabs.io) data showed the following:

Site evaluation: 0.63

Traffic: visitors: 4402, views: 17,610

Social activity: score: 0

Google analytics

Month Traffic: from 07.12.2017 to 07.01.2018

- Users 11,739
- New Users 11,697
- Sessions 15,271
- Sessions per user 1.30
- Page views 26.204

Week Traffic: from 01.01.2018 to 07.01.2018

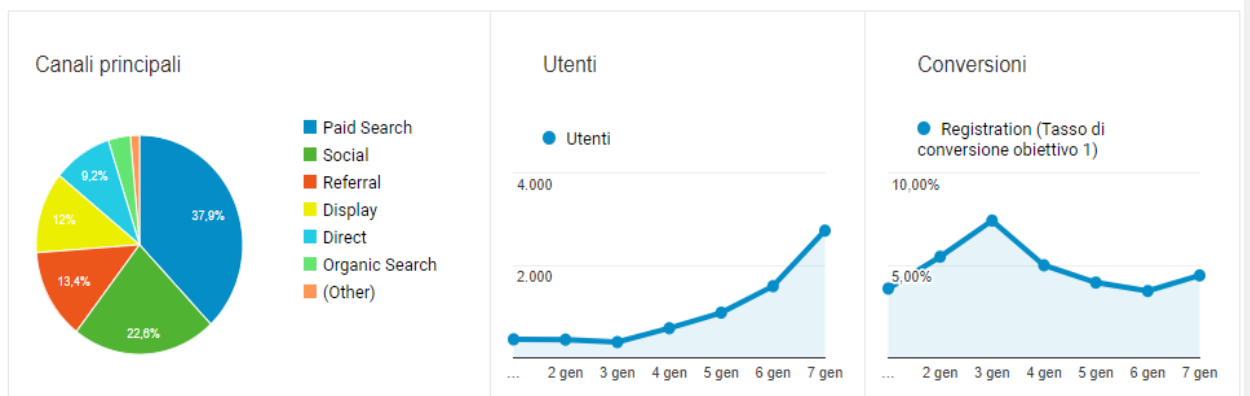
- Users 6566
- New Users 6337
- Sessions 8069
- Sessions per user 1.23
- Page views 13,180

Pages/session 1.72

Average session duration 00:01:45

Pages/session 1.63

Average session duration 00:01:32



Summary: Based on the available data on the project it can be concluded that users are interested in the project. The team is leading an advertising campaign on Twitter and Facebook. They are communicating with users via Telegram; there is support from the media.

Contacts

You can contact the developers via the following links:

[Website](#)

[Twitter](#)

[Telegram](#)

[Slack](#)

[LinkedIn](#)

[Facebook](#)

[Github](#)

The information contained in the document is for informational purposes only. The views expressed in this document are solely personal stance of the ICOrating Team, based on data from open access and information that developers provided to the team through Skype, email or other means of communication.

Our goal is to increase the transparency and reliability of the young ICO market and to minimize the risk of fraud.

We appreciate feedback with constructive comments, suggestions and ideas on how to make the analysis more comprehensive and informative.