

UKIT AI

7.5

TOKEN VALUE
CREATION INDEX

0 10

uKit AI is a system that creates personalized landing pages for each individual visitor

 ico.ukit.com

FOREWORD

We would like to present to you findings of the token scoring analysis of the uKit AI project. This scoring analysis has been prepared based on the analysis of the White Paper project, answers of the project team, and consultations with industry experts. Among objectives of the analysis, the following can be distinguished:

- Analysis of the concept and development priorities of the project
- Assessment of the Token Value Creation Index

Our overview may be of interest to the members of the investment community: venture funds, existing crypto funds, private investors, experts and consultants.

Yours truly,



Sergey Sichkar
CEO Starshade





ABOUT PROJECT

UKIT AI

The uKit AI platform that brings together a set of tools and services to customize web pages follows the principle of a dynamic landing page (different designs are kept at a single website address and a specific design is triggered depending upon the data on each audience segment), and uses machine learning practices as well as the data about each segment's behavior.

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 [WhitePaper v6 21.02.2018](#)

 [OnePager](#)

START TOKEN SALE:

February 19, 2018

END TOKEN SALE:

April 19, 2018



SOFT CAP

\$2,500,000

HARD CAP

\$10,000,000

PROBLEMS PROJECT SOLVES

1. Deficiency of personalizing, delivering and receiving a targeted message in the right format and at the right time
2. Low conversion rate. It is necessary to continuously optimize the conversion. Of the 100 hypotheses, only one works.
3. Time-consuming . It is necessary to spend a lot of time and resources on maintaining multiple landing pages.

METODOLOGY

TVC Index, Token Value Creation — a tool for assessing the investment attractiveness of the token. The value of the Index is an integrated indicator of the project elaboration quality, its relevance, market demand for such project, its strategic and speculative potential.

Calculation of the TVC Index takes into account impact of the criteria characterizing the investors' interest in the token. The Starshade experts defined the following criteria, having previously grouped them into 5 categories:

1. Assessment of the exchange attractiveness of the token

- ▶ Token type
- ▶ Token potential
- ▶ Blockchain's role in the project
- ▶ Understanding the economy of token by the team

2. Assessment of the consultant/advisor team

- ▶ Consultants / AdvisorsTeam
- ▶ Distribution of roles in the team

3. Assessment of the market potential of the project

- ▶ Media Outreach
- ▶ Scalability
- ▶ Competition

4. Assessment of the technical side of the project

- ▶ Readiness of the project
- ▶ Source code
- ▶ Cybersecurity

5. Assessment of the budget

- ▶ Hard cap and soft cap ratio
- ▶ Justification of expenditures

READ FULL VERSION OF THE METHODOLOGY
[STARSHADE.IO/METODOLOGY](https://starshade.io/metodology)

ABOUT US

Starshade helps ICO projects to calculate token value creation index (TVC index). We perform scoring and detailed analysis of the project, help to prepare a presentation for crypto-investors and funds. We do everything: research, analysis, copywriting, translation, layout and design.

We are interested in global projects with an understandable business model, so we don't work with projects on the stage of idea. Our goal is to help cool teams to deliver the benefits of their project to investors quickly. If you know who we can help with this, just write on telegram @starshade



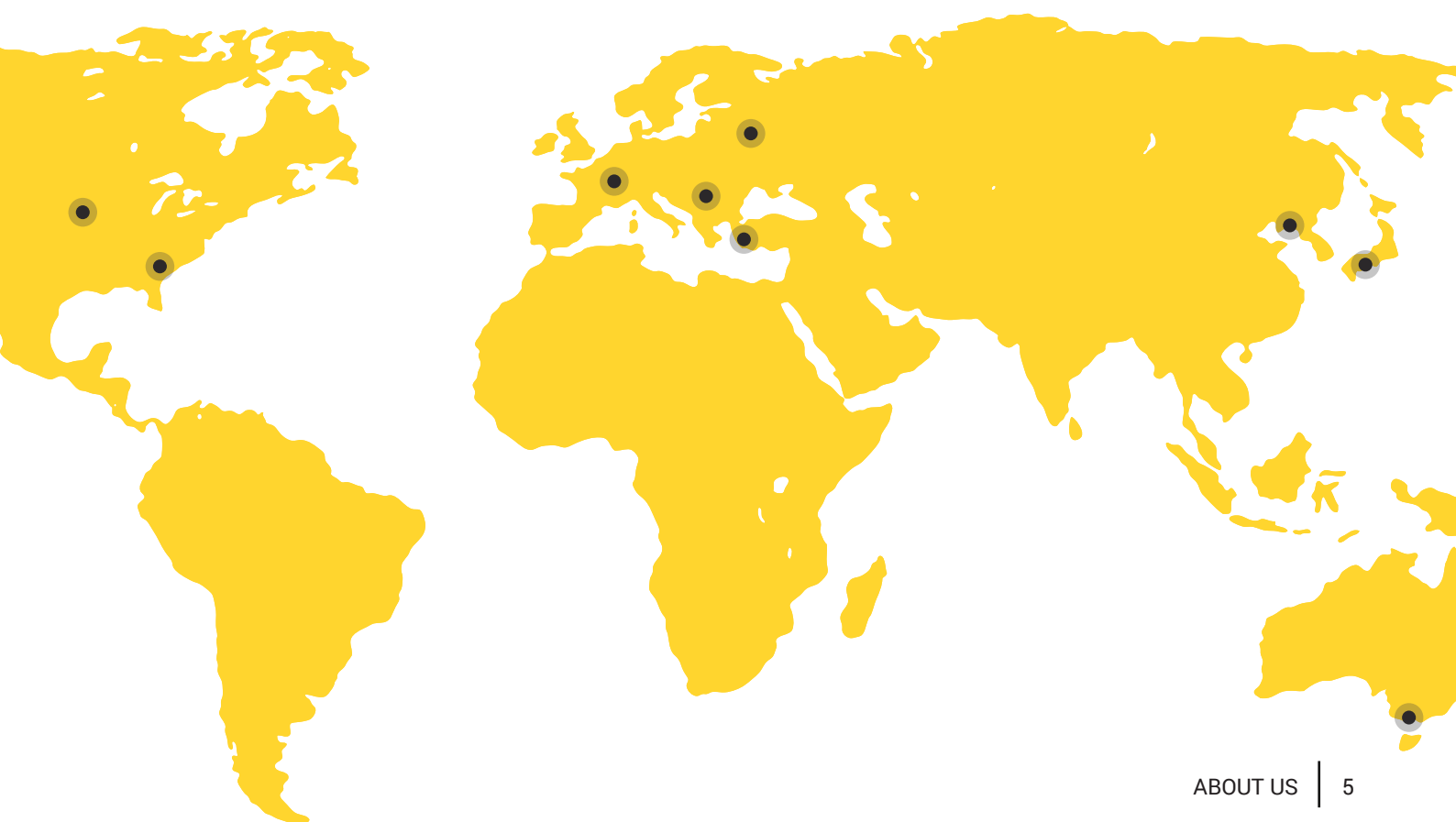
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GEOGRAPHY OF CUSTOMERS



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