

#### Token Acquisition Incentives: All Projects

##### Are there any incentives or requirements that facilitate creation of smart community, that is truly interested in the development of the project?

What are the aspects of token economy or token sale design that ensure that the entire token supply will not be bought out for speculative purposes?  
(e.g. preferences to those who prove they are interested in using the project's solution, whitelisting, participation application)  
Are there any non-financial rewards or incentives for owning a token (e.g. bragging rights, fashion, thought leadership, social validation)?

##### Are there any airdrops / faucets / bounties that would allow users acquire tokens for free?

Are there any tokens that are distributed for free?  
If so, how many tokens are distributed for free?  
What are the eligibility requirements to retrieve free tokens?  
Do these requirements incentivise the use of the project's capabilities (e.g. run a node or submit content) or incentivise speculative use (every owner of token X gets token Y)?  
If a significant portion of tokens is fauceted for free, how will the tokens eventually acquire any value?  
What would the value of tokens distributed for free mean for the value of tokens retained for the team and R&D?

##### Are there any token acquisition incentives, like token price discounts, extra token rights or services?

If DISCOUNTS,

How do early contributions discounts compare to other projects?  
What volume of tokens is sold at discount?  
What levels of discount are available?  
What do all discounts mean for the project valuation?  
What are the requirements for obtaining a discount?

If EXTRA rights or services,

Do they persist through the lifetime of a user (like priority to become a validator, discount or free services on a platform)?  
What percentage of tokens would provide this eligibility?  
If fully realized, what would this do to the sustainability of a project?  
What are the requirements for obtaining extra services, besides owning certain number of tokens, if any?

##### Is the token distribution reasonable and each category is clear and logical?

What categories are out of proportion?  
What does it mean for the token supply now and over time and for the possibility of a broad adoption (team lockups, tokens for sale)?  
Is there a risk of power centralization due to excessive concentration of tokens in the arms of particular party?

#### Token Retention Incentives: All Projects

##### Does a token functionality allow influencing the ecosystem? Does token give a holder special status over time?

Does token allow voting within a project's ecosystem?  
Does a number of tokens influence the weight of a vote?  
Is there a minimal token requirement to participate in voting?  
Is there a minimal token holding period to participate in voting?  
How do eligible token holders become voters (automatically, by self-nominating, by others' nomination)?  
Is there a limit to the number of eligible voters on a project?  
How is voting in the ecosystem get rewarded?  
Do the tokens get locked for the period of voting?  
How long does a token get locked for?  
Is there any interest occur to a token that is locked for the period of voting?  
Does a token allow delegation of voting?  
Does delegation requires locking a token?  
Does delegation of vote to someone get rewarded?  
Does token ownership provide a special status / reputation? How is this acquired?  
How is reputation acquired? Can it be acquired for tokens?  
Can reputation or any kind of "special status" be sold for tokens?  
How easy is it to acquire enough reputation or voting power to control the platform?

##### Is voting eligibility determined based on absolute holding (total tokens) or relative holding (how much it is in relation to the total wealth of a voter)?

If voting eligibility is based on absolute token holding, how does a project prevent a lack of care/attention of the affluent validators (for whom this token is a small percentage of total wealth)?

##### Will Acquisition and Retention incentives play in the interest of a project long term?

Is token economics of a project transparent enough and attractive enough to get anyone interested?  
Can token economics of a project play out beneficially to make participants stay long term?

#### Commitment Barrier: All Projects

##### Does participation in the token economy unlock after filling a set of requirements? Does failing some requirements make one suffer losses?

Are there any equipment, technical or professional knowledge, or special merits that a potential user need to demonstrate to become a part of token ecosystem?  
Is there on-boarding / off-boarding process for an ecosystem participant?  
Can barriers to entry into the ecosystem defer potential user from entering?  
Are there any punishment mechanisms for misbehavior on the platform?  
If tokens get staked, do they get slashed?  
If there is a delegation of vote, do delegated tokens to get slashed?  
Where do the slashed tokens go?  
If there is a reputation mechanism, how does reputation get adjusted?  
What type of work is rewarded in the ecosystem of a project (e.g. downloading of an app, registration, referral)?  
Does this work incentivise the project growth?  
Can this work be hacked, abused, by the ecosystem participants (e.g. creating a number of fake accounts to get reward)?  
Is there anything in the project that increases the sense of ownership of tokens (e.g. leaderboard, UI with commitment reminders like "it took X to earn these tokens")?

#### How open or isolated is the ecosystem to other token ecosystems?

- Can other tokens participate in this ecosystem (i.e. other tokens can be used together with the subject token)?
- If there is only one token in the ecosystem, do the benefits of using the ecosystem exceed the difficulties of having to commit to this specific token?
- If there are multiple tokens in the ecosystem, how does the project ensure that native token does not get completely replaced / out of circulation?

#### Are there token incentives for a community to contribute to the project development?

- Are the incentives one-off or continuous?
- If the incentives are one-off, how project contribution incentivised after?
- If the incentives are continuous, then where does the motivation comes from? (i.e. reserve funds, emission, current token holders' funds)

### Token Incentives in New Blockchains / Protocols

#### What are the token types used in the ecosystem?

- Do you issue native coin, ERC-20, or do a hybrid model (first ERC-20, then a native coin)?

#### Is your total token supply Fixed or Variable?

If FIXED,

- Are all tokens created at the token generation event or released over time?
- If the tokens are released over time, what is the rate and the time horizon?
- When all supply gets released, what happens if some of the participants lose access to their private keys and some supply is lost? Can a token be divisible to accommodate growing economy?
- When all supply gets released, how does a project attract new users?
- When all supply gets released, how does a project reward validators to keep securing the network?
- When all supply gets released, how does a project reward new contributors and incentivizes development initiatives from the community?

If VARIABLE,

- Is token supply continuously growing?
- Is token supply algorithmically expanding and algorithmically contracting depending on the conditions?
- What are the conditions that make token supply algorithmically expand or contract?

#### If there is an emission, how is the emission rate justified?

- Is emission high enough to make it attractive enough for validators to dedicate resources to secure the network?
- Is it low enough to not have a negative effect on the token value?
- Is emission conducive off generating too many tokens in the hands of a few and centralizing a network?

#### Aside from an emission, how else is token used to incentivise validators to secure the network?

- Are there transaction fees?
- How are the transaction fees determined?
- How are the transaction fees distributed among the validators and the network?
- Is the same token used to participate in consensus and to transact on the network?
  - If the same, how do you ensure that enough tokens are staked so that a small holder does not control the consensus and has a power to attack the network?
  - If so, do staking requirements change in correspondence with the token price change?
  - If different, how do you convert between the staking and the transacting tokens?

### Token Incentives in DApps / Platforms

#### How is blockchain technology used in the project?

- Is it used to make immutable record of transactions or data?
- Does it enable disintermediated interactions?
- Does it make micropayments economically sustainable?
- Does it enable a fractional ownership of an asset?
- What is the problem with the status quo that the blockchain technology alleviates?

#### Who are the ecosystem participants?

- What do the participants use the ecosystem for (use cases)?
- Who is the target audience and how are they going to adopt the token to pay for interactions (goods/services) on the platform?
- Are the users peers that take on buyer or seller roles in various transactions?
- Are users take one role (either buyer or seller) over their lifetime one the platform?

#### What is the platform role?

- Does the platform take the position opposite from user's (buyer vs seller, lender vs borrower, etc.)?
- Does the platform only provide a conduit and allow the users to form the market?
- If the platform is just a conduit for the market, how does it enable a healthy mix of buyers and sellers?
- If the platform is a market, how does token volatility affect the price of goods/services sold in the market?

#### How does the token circulate?

- How does a token move between the ecosystem participants?
- Can every ecosystem participant earn and spend a token within the ecosystem?
- How can a token be acquired outside of an exchange?
- How can a token be disposed off outside of an exchange?