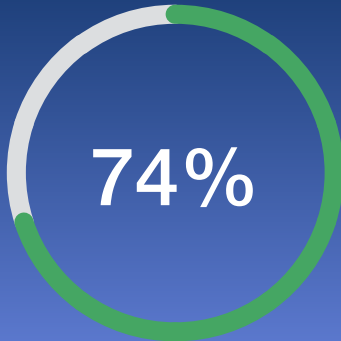


Total Score



SmartContract's ChainLink allows the connecting of smart contracts to a data feed from any web API and some payment networks. This is to allow people to connect smart contracts to their devices and apps.



[SmartContract Website](#)



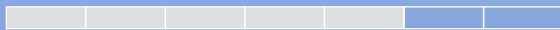
[SmartContract WhitePaper](#)



SmartContract ICO: Sep 19, 2017 to Oct 19, 2017

74%

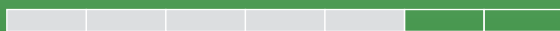
Problem/Solution



An important problem is solved by the SmartContract project; that of linking data feeds with Blockchain via its Chain Link. As more and more companies seek to leverage Blockchain's decentralized and distributed network, it will be important that non-Blockchain-based services be integrated to Blockchain via a middleware. That is where SmartContract will help.

64%

Team Strength



SmartContract's Co-Founders have multiple experiences with successful startups:

- Co-Founder and CEO **Sergey Nazarov** is a serial entrepreneur with 6+ years of experience within the Blockchain space taking on various roles, mostly founding startups. He also founded Secure Asset Exchange, an exchange network similar to **ShapeShift**, and **CryptoMail**, a decentralized email service (now part of CryptoHeaven). Nazarov has remained General Partner for 3 years in QED Capital, a venture capital firm in Russia, and was an Intern-in-residence at First Mark Capital for about two years. It shows he has a significant understanding of how to raise funds and ultimately create profitability.

- **Steve Ellis**, Co-Founder and CTO, has teamed up with Sergey Nazarov on the Secure Asset Exchange project and previously worked as a software engineer at Pivotal Labs.

Several Advisors on the team have also exhibited success in blockchain applications, including:

- Ari Juels, is Co-Director of **IC3** (Initiative for CryptoCurrencies and Contracts) & Professor at the Jacobs Technion-Cornell Institute at Cornell Tech in NYC.
- Andrew Miller, is currently advisor to Zcash and Tezos.

79%

Marketing

SmartContract has a substantial, active social media following plus press coverage from mainstream media outlets and online blogs. The brand is well established as the team has been well-recognized for the work it is doing.

- **Slack Channel**: Has 2000 community members with active discussions/updates.
- Twitter has 1000+ followers for both **official account** and **founder** of SmartContract
- **BitcoinTalk** also has a couple of threads discussing **LINK ICO**
- **No. of Reddit posts**/upvotes is low.
- URL for Crowdsale Submission is open to the public.

91%

Technology

SmartContract creates a solution to the problem of lack of direct connectivity between smart contracts & API/data feeds that are external to Blockchain. This niche is expected to grow eventually as more Blockchain startups and established companies try to leverage the Blockchain. The code audit was performed by a paid-consultant and the favorable results were shared on SmartContract's blog.

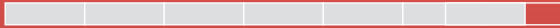
78%

Business Model

- SmartContract features a marketplace-based Business Model (just like App Store) where **SmartContract** will seed the platform/marketplace with some Oracles (like it did in the form of **US Federal Funds Rate Oracle**, **Bitcoin to USD Price Oracle**, and **Ether to USD Price Oracle**) and encourage developers to launch Oracles on SmartContract platform to earn money.
- Oracles, which are the different services and feeds that connect smart contracts with external services, will be paid for what they offer, similar to cryptocurrency miners.
- "Network-effects-based," whereby a greater number of SmartContract users will increase the value of the platform. Centralized oracle providers (or data carriers) like <http://www.oracalize.it> are the key competitors, demonstrating potential growth in this space in the future.

90%

ICO Details

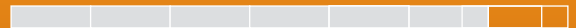


The ICO was hard-capped at \$32M, which the startup has achieved successfully. SmartContract created one billion tokens, the distribution of which was as follows:

- 35% for Crowdsale distribution
- 35% for Node Operators to kickstart the ChainLink ecosystem
- 30% retained by SmartContract to cover ongoing development costs

64%

Token Strength



SmartContract's token is well structured and meets the basic functions of the platform. Its strength will depend on the number of actual users and the overall the frequency with which customers use Smart Contract.



Strengths

- Team & Idea: The team is experienced and the idea is solid (others are also doing it, but inefficiently).
- Token Role: It is a '**utility token**' and not just a means of investment. It means as the network grows, token value will increase.
- Won a **contest** in 2016 held by esteemed SIBOS Conference.
- PoC: Completed phase one of an implementation with Swift that will allow banks' back-office Swift systems to talk to smart contracts.
- SWIFT (interbank messaging platform) is a paying customer of SmartContract.
- Partnership with **Cornell's IC3** organization.
- A good and dedicated team of **advisors**.

Overall:

Actual code, a working prototype with a major client (SWIFT), and a solid team.



Weaknesses

- Overly dependent on SWIFT as it is a large enterprise client that has other vendors also.
- Smart Contracts are only an emerging technology that may take a lot of time to get traction. The success of **SmartContract** depends on a lot of people/companies/developers wanting to work in the Blockchain Smart Contract space; currently no statistics available as to how many people/companies are using Smart Contracts.
- Limited Token Usage Scenarios discussed in the white paper lacks some business-side details and projections but it may be that is because the team is focused on product-market fit rather than attracting investors.
- Sometimes a tech startup is ahead of time. The overall success of this startup hinges on the overall demand for connecting data feeds (APIs) to Smart Contracts and vice versa.



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