

BREAD

Rating **CCC**

Outlook	Stable
Label	Wallet
Total Supply	88,862,718
In Circulation	88,733,978

Score

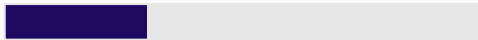
TEAM



PROJECT



ECOSYSTEM



Analyst

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Risk

Bread provides a wallet App that can store and trade digital tokens. It supports multiple tokens, including Bitcoin, Bitcoin Cash, Ethereum, and some other ERC-20 tokens. In addition, it provides secure checkout service for projects, which makes users participate crowdsale easier. The BRD App has been launched for nearly two years. However, according to its roadmap, some planned functions will be hard to implement.

Summary

Team

CEO & Co-Founder, Adam Traidman

- 2015 - Present: CEO at Bread
- 2014: Management Consultant at Infoteria Corporation
- 2013 - 2014: CEO & Co-Founder at WearSens Inc.
- 2008 - 2013: General Manager at Cadence Design Systems

President, Co-Founder, Aaron Voisine

- 2015 - Present: President & Co-founder at Bread
- 2012 - 2013: Senior iOS Consultant at Banjo
- 2011 - 2012: Co-Founder at Lightt

Project

BRD App

BRD is the wallet App that can store, send, receive and trade digital tokens. The supported tokens include Bitcoin, Bitcoin Cash, Ethereum, and some other ERC-20 tokens. Users can exchange tokens inside the App, and purchase Bitcoin with USD. The basic functions in the App are free, including send and receive tokens.

BRD Token

The BRD token is a digital token issued by the project. It can be used to pay service fees with a discount for some additional features, such as buying and selling tokens, and proposed portfolio management services.

Secure Checkout

Secure Checkout is a newly launched service by Bread. In this service, users can participate crowdsale easily through BRD Secure Checkout page and its partner's related link.

Ecosystem

Market Cap: \$ 26,171,659

Ranking: 150

BRD App

BRD App was launched on both Apple Appstore and Google Play.

In Appstore, it has 800+ reviews with 3.5 stars.

In Google Play, it was installed 100,000+ times, 2,000+ reviews with 4 stars.

AAA: The technical foundation is extremely solid and project risk is extremely low.

AA: The technical foundation is very solid and project risk is very low.

A: The technical foundation is solid and project risk is relatively low.

BBB: Technical feasibility is very good and project risk is controllable.

BB: Technical feasibility is good and the risk of the project is moderately controllable.

B: Technical feasibility is moderate and project risk is limited to a controllable extent.

CCC: The technical foundation or idea has certain problems and the project has relatively large risks.

CC: The technical foundation or idea has considerable problems and the project carries large risks.

C: The technical foundation or idea has substantial problems and the project suffers from extremely large risks.

D: The project is riddled with problems and carries an extremely high risk of failure.

TokenInsight only conducts evaluations based on quality and risk for the token projects examined, and does not make evaluations with regards to investment or valuation. For this reason, TokenInsight reports do not function as a reference for token investment.