YOYOW

Rating	B

Outlook	Stable
Label	Content
Total Supply	300,000,000
In Circulation	291,843,444

Score

TEAM

PROJECT

ECOSYSTEM

Analyst

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Risk

YOYOW is a content evaluation platform based on blockchain. Unlike its competitors, YOYOW provides a full toolkit for content compliance. However, several platforms that it cooperates with have policy risks regarding content review. Additionally, it faces quite fierce competition within its current industry.

Summary

Team

Founder, Qiang Liu
- BitShares community senior participant
- HelloBTS founder

Bottom Architect, N/A
- Major in computer science of SJTU
- Fifteen-year develop experiences in bank and finance industry
- BitShares developer

Project

YOYOW
YOYOW is a media platform which provides full toolkit for content compliance. It intends to become the blockchain version of Facebook, Quora and Zhihu, and it uses a content rating algorithm – POT (Proof of Taste) to reward content creators, curators and third party platforms.

YOYOW Token (YOYO)
Allocation: 30% crowdsale, 10% project developing remain, 30% project developing, 30% ecosystem developing.

Ecosystem

Market Cap: $ 7,800,510
Ranking: 398

Token Incentive Mechanism
Users can publish, repost, comment, award, and grade content on the platform. The YOYO token is the basic system token that can be used to: give a particular weight of the content for rating; apply to be a witness with a specified amount of YOYO tokens as collateral; apply to be a platform with a specified amount of YOYO tokens as collateral; redeem certain services; acts as a medium for value transmission.

Popularity and Users
The numbers of Twitter followers and Telegram members are respectively 7,095 and 3,234 recently. However, there are not many actual developers at present.