

# Project Rating Update

## Gifto

**Downgraded**

**B Stable  
Outlook**

Analyst | Crystal Wang  
Dec 2018

### Downgrade Reason

By now, the project has only completed the Q1 plan of 2018 disclosed in the white paper, leaving a number of tasks proposed in the development plan suspended, including establishing an on- and off-chain hybrid server to realize rapid trading, transferring 30% of Uplive users to Gifto by the end of 2018, and promoting Gifto to be widely used by global content creators. Therefore, TokenInsight downgraded Gifto from BB to B with a stable outlook.

### Current Stage

The project is currently dedicated to promoting the large-scale adoption of Gifto, continuously updating the wallet and DApp ecosystem, and extending the UDIAMOND-TO-GTO exchange function to other regions. Up to the third quarter, based on the introduction and adoption of Gifto in Uplive and Gifto DApp, the Gifto ecosystem saw more than 2.5 million trades.

TokenInsight provides customized service such as project code analysis and project community analysis, etc. For more information, please contact [bd@tokeninsight.com](mailto:bd@tokeninsight.com) or visit [tokeninsight.com](http://tokeninsight.com)

### Gifto 2018 Performance

- Uplive application**  
✓ **Completed**  
The project has implemented the Gifto wallet application on Uplive.
- Uplive user transfer**  
✗ **Uncompleted**  
The project did not achieve the goal of transferring 30% Uplive users to Gifto at the end of 2018.
- Fast Trading**  
✗ **Uncompleted**  
The white paper indicated the implementation of the on-chain/off-chain hybrid server to support fast trading in Gifto in the second quarter of 2018, but it is not completed yet.
- Promotion to global creators**  
✗ **Uncompleted**  
The project did not achieve the third quarter goal of promoting Gifto global content creators, and it is currently extending the UDiamond-to-GTO exchange function to other regions.

# GIFTO

Rating **BB**

Outlook	Stable
Label	Entertainment
Total Supply	1,000,000,000
In Circulation	527,819,169

## Score

### TEAM



### PROJECT



### ECOSYSTEM



## Analyst

Longwen Zhao

data@tokeninsight.com

tokeninsight.com

28 Aug 2018

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.

## Risk

Gifto is a decentralized gifting platform based on Ethereum. The project is privileged by its unique early-stage popularity granted by Uplive, a streaming platform, but will also face some serious business/technical challenges in its future development.

## Summary

### Team

#### CEO, Andy Tian

- 2013 - Present: Co-Founder and CEO of Asia Innovations Group
- 2010 - 2013: General Manager at Zynga China
- 2005 - 2007: Strategic Partnership Development Manager at Google
- 2003 - 2005: Consultant at BCG China
- Master in Computer Science, Massachusetts Institute of Technology

#### Chief Crypto Officer, Charles Thach

- 2005 - 2016: VP/Director at Societe Generale

#### Investors

- The project is invested by Pantera, Block Asset, KPCB, MSA, Index Ventures, Wicklow Capital, Whitestar Capital, Ventech, and Signum Capital

## Project

#### GIFTO Protocol

The GIFTO Protocol is a decentralized virtual gifting protocol built on Ethereum to incentivize and monetize Internet content generation. The platform users are categorized into four groups: Gift Creator, Gift Curator, Content Creator, and Viewer. Each group of users are incentivized in the GTO token ecosystem and can benefit from the platform in different ways.

#### GTO Token

GTO token is an ERC-20 token issued by the project, and works as a utility token in the GIFTO ecosystem.

## Ecosystem

**Market Cap:** \$ 938,042,717

**Ranking:** 116

- The GTO token can be used on UPLive platform
- The project has over 16,900 followers on Twitter and 6,844 on Facebook
- Top 100 holders have over 96% of GTO



**TokenInsight**

**TokenInsight Inc.**  
**Global Token Data & Rating Agency**

TO OBTAIN THE LATEST DATA AND RATING REPORTS IN  
BLOCKCHAIN INDUSTRY:

Website | [www.tokeninsight.com](http://www.tokeninsight.com)

Cooperation | [bd@tokeninsight.com](mailto:bd@tokeninsight.com)

OTHER CONTACTS

WeChat Official Account | Tokenin

Official Twitter | [TokenInsight](#)

Official Weibo | [TokenInsight](#)

Official Telegram | <https://t.me/TokenInsightOfficial>

Official Twitter Accounts



WeChat Mini APP



INSIGHT  
TOKEN