



Analytical group  
Venture Analytics

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Analytical Conclusion  
on the results of the research  
**Joys.Digital**

Based on the results of the research of the Joys Digital project, the analytical group Venture Analytics assigns a rating of 86% ("positive") to this ICO.

In this study, the official documentation of the project was properly examined, including target market, competitors, technical aspects, social and media activities. Documents were considered in both Russian and English.

Joys Digital presented structured and well-prepared documentation with detailed analysis of the target market and its competitors. Additionally, Joys.Digital has a viable business model and detailed business plan.

Strong strategic partners, a promising market niche in conjunction with the availability of starting investments provide a solid foundation for the development of Joys Digital. According to the project team, the Joys Digital business process is based on a legal solution for accepting crypto currency in the retail industry.

The weighted average Hardcap Score for Joys Digital shows 68.7%. This estimate was influenced by the high volume of requested funds, the coefficient of the crowdsale for the ICO of Eastern Europe, and the correction factor for the completed ICO for the last 3 months.

Analytical group Venture Analytics recommends the project to develop a plan for involving institutional investors (cryptofonds) in the process of purchasing Joys tokens, as well as to increase work in the social and media space.

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