

# BAT

# Risk

Rating **BBB**

Brave aims to build a decentralized digital advertising ecosystem and to reform the currently prevalent relationship between users, advertisers, and publisher by getting rid of “middlemen, trackers, and fraud”. The project has a big goal and a good team, but still has a very long way to accomplish this goal. Because the new system is designed to challenge the current Internet giants, its development is likely to face some serious competitions. Also, the design of the project’s current economic system does not perform so well in motivating users to actively participate.

## Summary

### Team

#### CEO Co-Founder, Brendan Eich

- Created JavaScript
- Co-founded Mozilla Firefox
- 2003 - 2014 CEO/CTO/Chief Architect of Mozilla
- 1995 - 2003 Principal Engineer/Chief Architect of Netscape

#### CTO Co-Founder: Brian R. Bondy

- Previously: Khan Academy, Mozilla, Evernote
- Microsoft MVP 2010 - 2011 for Visual C++. Top 0.1% of users on StackOverflow
- Project funded by Founders Fund, Foundation Capital, Propel Venture Partners, Pantera Capital, DCG, Danhua Capital, and Huiyin Blockchain Venture etc.

### Project

Brave aims to build a decentralized digital advertising ecosystem, and the BAT token is a utility token of exchange used in this ecosystem. The project is backed by a competent team and has already released a popular and well-functioning product, the Brave Browser, which enables the project’s ecosystem to work.

### Ecosystem

**Market Cap:** \$220,791,001

**Ranking:** 40

The core of BAT ecosystem, the Brave Browser, has passed 3 million monthly active users in July 2018. Additionally, The project has formed partnerships with Townsquare Media.Inc., Dow Jones Media Group, and a number of YouTube content producers. The project’s twitter has over 85,300 followers.

Outlook	Stable
Label	Advertising
Total Supply	1,500,000,000
In Circulation	1,500,000,000

## Score

#### TEAM



#### PROJECT



#### ECOSYSTEM



## Analyst

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29 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.

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