



Comprehensive Launchpad Report

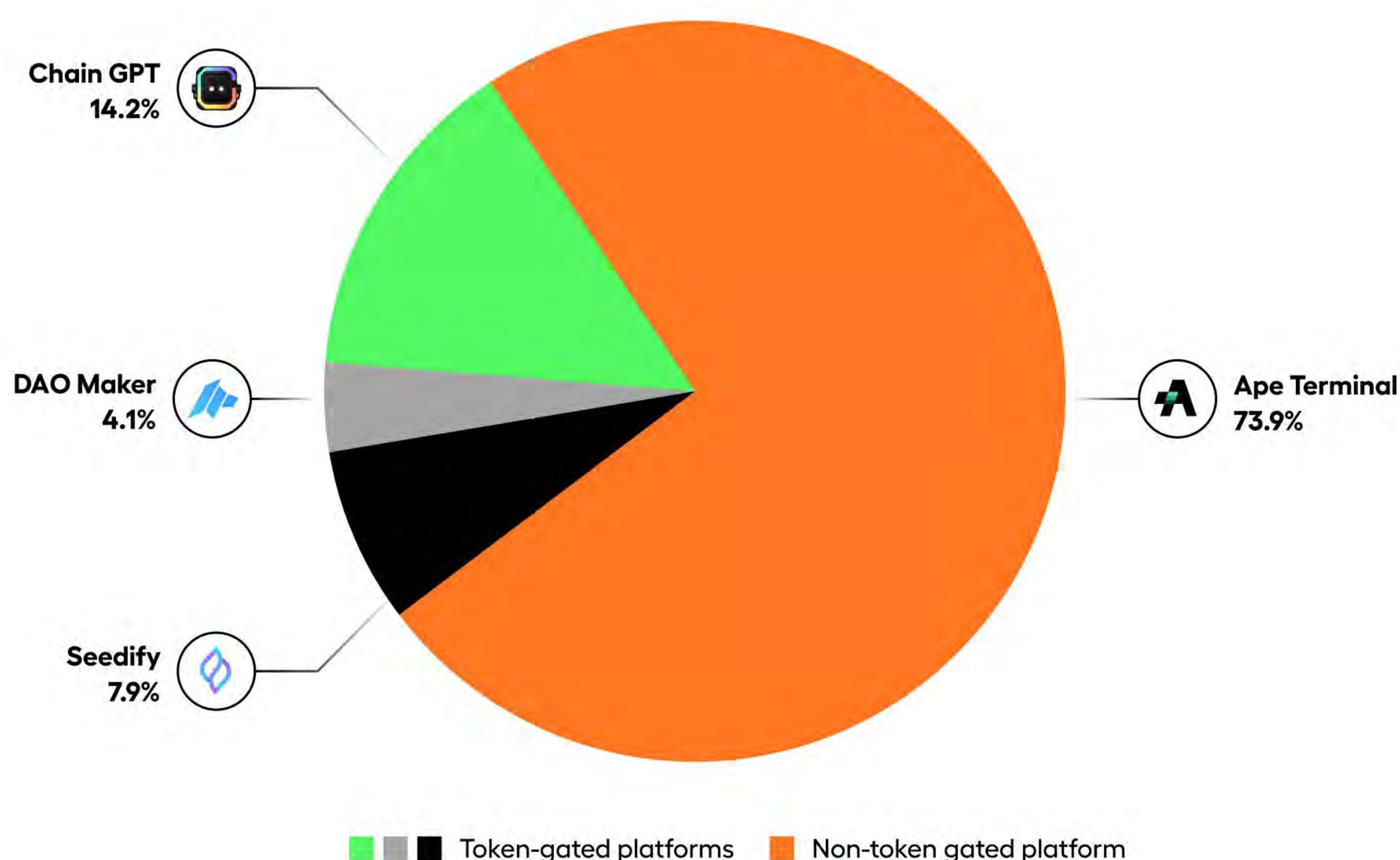


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Token Gated vs Non-Token Gated Models

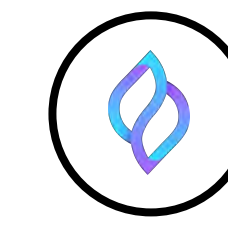
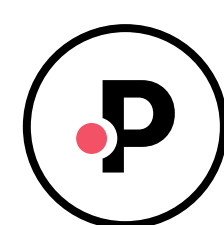
Despite the widespread adoption of launchpads, a critical challenge persists due to the prevalence of token-gated models.

Token-gated models are fundamentally flawed. The substantial capital required for IDO allocations excludes the majority of investors from participating in sales from the outset, resulting in significantly lower participation counts. Comparative data among the top launchpads from Q4 2023 to Q1 2024 clearly demonstrates the negative impact of token-gated models on participation rates.



Token-gated models require users to purchase a launchpad's native token to access projects on the platform. The required investment typically ranges from \$10,000 to \$50,000, offering minimal allocations in return. However, even with such significant financial risk, guaranteed allocation remains uncertain, as some launchpads further this with a lottery-style system.

Moreover, launchpad native tokens are inherently volatile, subjecting users to assets that have statistically proven to depreciate significantly over time. This volatility exacerbates the substantial financial risk investors face when opting for launchpads that adopt token-gated models.

**Red Kite****Seedify****Polkastarter****DAO Maker**

Since its inception in December 2023, Ape Terminal has drawn the highest participation count in the industry. By eliminating token-as-entry barriers common to other launchpads, Ape Terminal enables participation in sales with zero upfront costs. This approach has positioned Ape Terminal as the dominant player, capturing over 73.9% of the total participation count recorded in the first quarter of 2024.

A typical two-day opening sale on Ape Terminal's platform attracts an average of 50,000 participants, whereas an extended three-week opening period draws over 200,000 investors. In stark contrast, other launchpads exhibit stagnant participation rates, unaffected by extended opening periods.

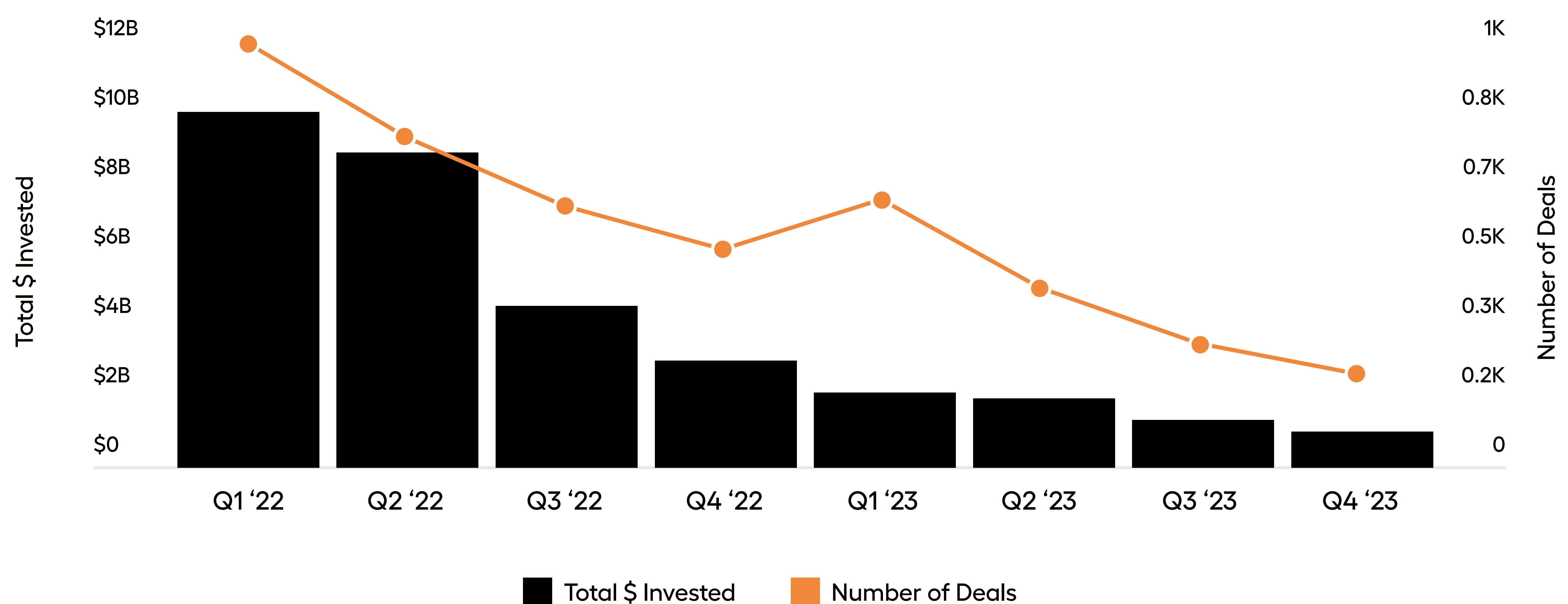
This clear discrepancy further highlights the platform's effectiveness in both attracting and retaining participation numbers.

Refundable vs Non-Refundable Sales

Throughout the bull market of 2021 and early 2022, total funding consistently grew, peaking in April 2022 at US \$6.8B, a 361.8% increase from January 2021.

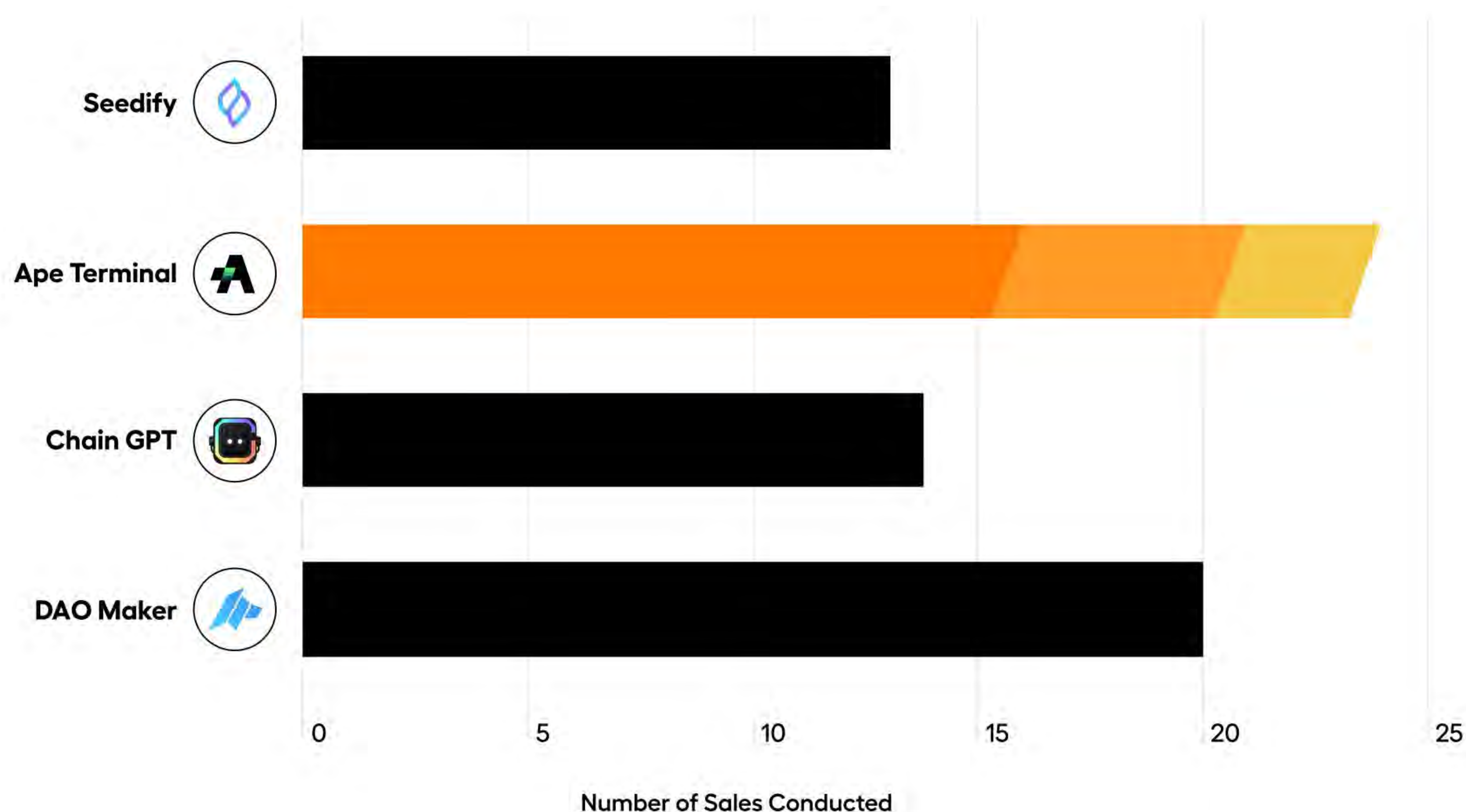
However, in the aftermath of the FTX contagion, a significant downturn in funding and liquidity was observed, with a 74% year-over-year decrease in funding to web3 startups, and the lowest level of venture capitalist cash injections since 2020, as revealed by Crunchbase data.

In light of this, a discernible decline in the quality of startups entering the industry was observed, with many struggling to raise funds from investors, venture capitalists, and funds alike.



Consequently, launchpads introduced refundable policies or money-back guarantees to ensure maximum protection for investors. This initiative grants investors a grace period of up to 14 days (in most cases) to finalize commitments and seek reimbursement should a project fail to meet predefined KPI benchmarks. However, a persistent challenge surfaced: founders would be assumed responsible for covering these costs.

As opposed to the widely adopted refundable model, which protects users at the expense of burdening founders, Ape Terminal operates on a non-refundable policy, assuming full responsibility for users without imposing punitive measures on founders.



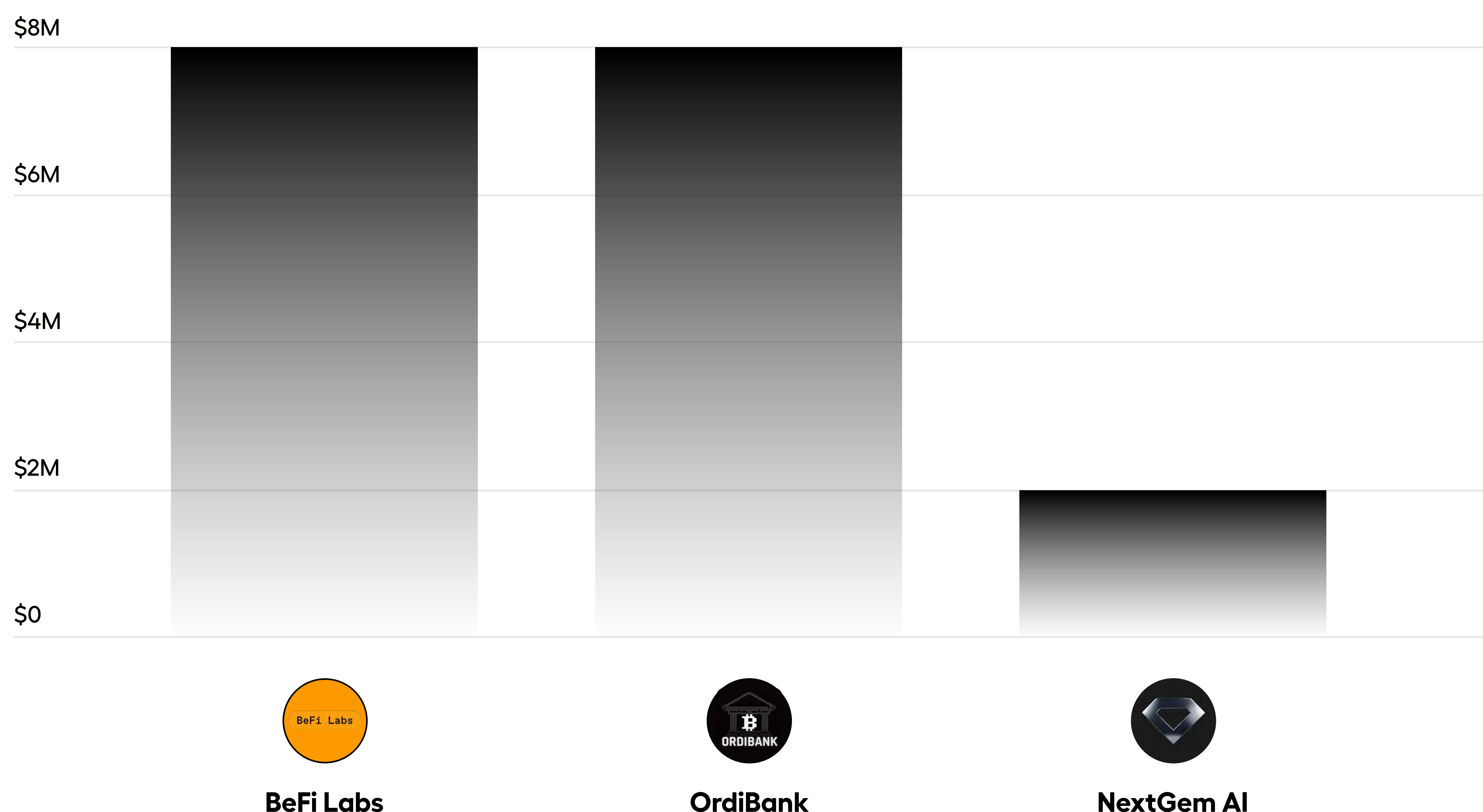
Within five months of its launch, Ape Terminal has facilitated the highest number of sales, with 23 projects raising over \$5.3 million on the platform. Notably, many of these projects went on to secure additional funding, a topic that will be touched upon further in the subsequent section. In contrast to other platforms, token raises on Ape Terminal represent final raised amounts that are not subject to change.

Follow-On Funding

Fundraising is one of the most challenging yet essential aspects for any early-stage startup. With funding hitting a record low in 2023, and only slowly stabilizing in the first quarter of 2024, startups are raising significantly less capital than before, leaving many heavily bootstrapped.

One of the primary advantages of hosting sales on launchpads is the accessibility to funding. However, few launchpads offer startups with the opportunity to secure additional funds beyond their token sale. Furthermore, the amounts raised often remain undetermined due to the prevalence of refundable policies.

Ape Terminal is the industry's only launchpad that enables projects to secure follow-on funding beyond their token sale. In the short time period leading up to the token generation event, projects can leverage Ape Terminal's brand, marketing, and distribution to raise additional funds, and benefit from Ape Terminal's post-launch liquidity.



As a result, projects launched on Ape Terminal have cumulatively raised \$18 million in follow-on funding through liquidity bootstrap pools (LBPs). Several of these projects successfully secured an additional \$2-\$8 million each through LBPs.

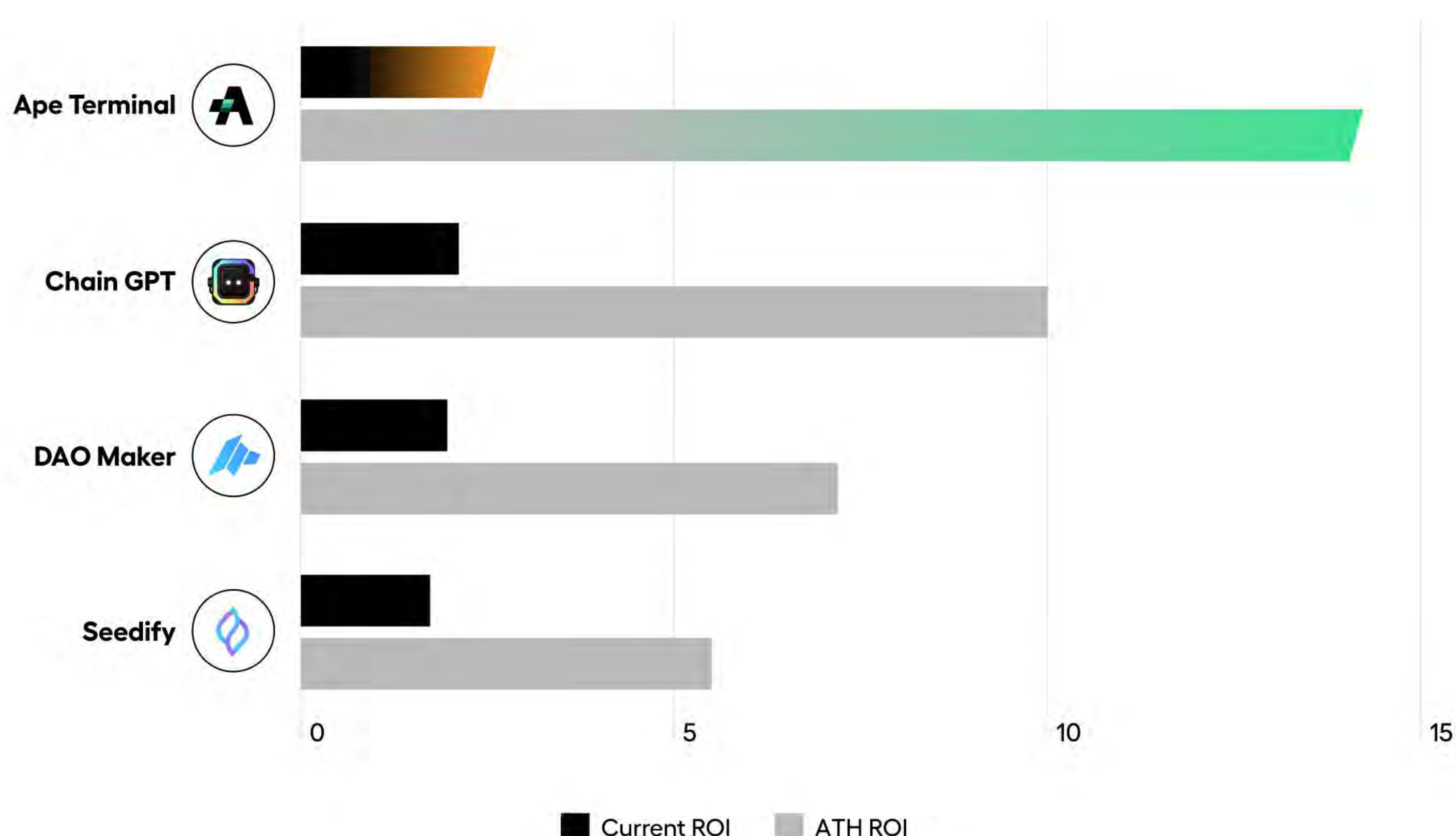
Return on Investment (ROI)

The 2017 Initial Coin Offering (ICO) boom, while often remembered for its rampant fraud and scams, laid the foundation for launchpads. Despite the inherent risks, the average ICO yielded over 1320% in profit, while a select few, such as Ethereum, Cardano, and Polkadot, evolved into the top 30 largest crypto assets by market capitalization, as highlighted in a Cointelegraph article.

The 2021 bull market further highlighted the potential of early-stage investments, with projects such as Axie Infinity (AXS), which launched at \$0.10 and peaked at \$165 within a year. Similarly, My Neighbor Alice achieved a peak ROI exceeding 30,000%, underscoring the substantial returns achievable through launchpads.

Launchpads have since become increasingly popular by providing investors with early access to tokens at favourable rates. However, the aftermath of the bear market precipitated a significant decline in both the quality of startups and the average investment returns across the industry.

As a result, many projects hosting sales on launchpads struggled to sustain positive price action, frequently falling below initial listing prices. This led to considerable disappointment among investors who had previously enjoyed higher, consistent returns throughout the bull market.



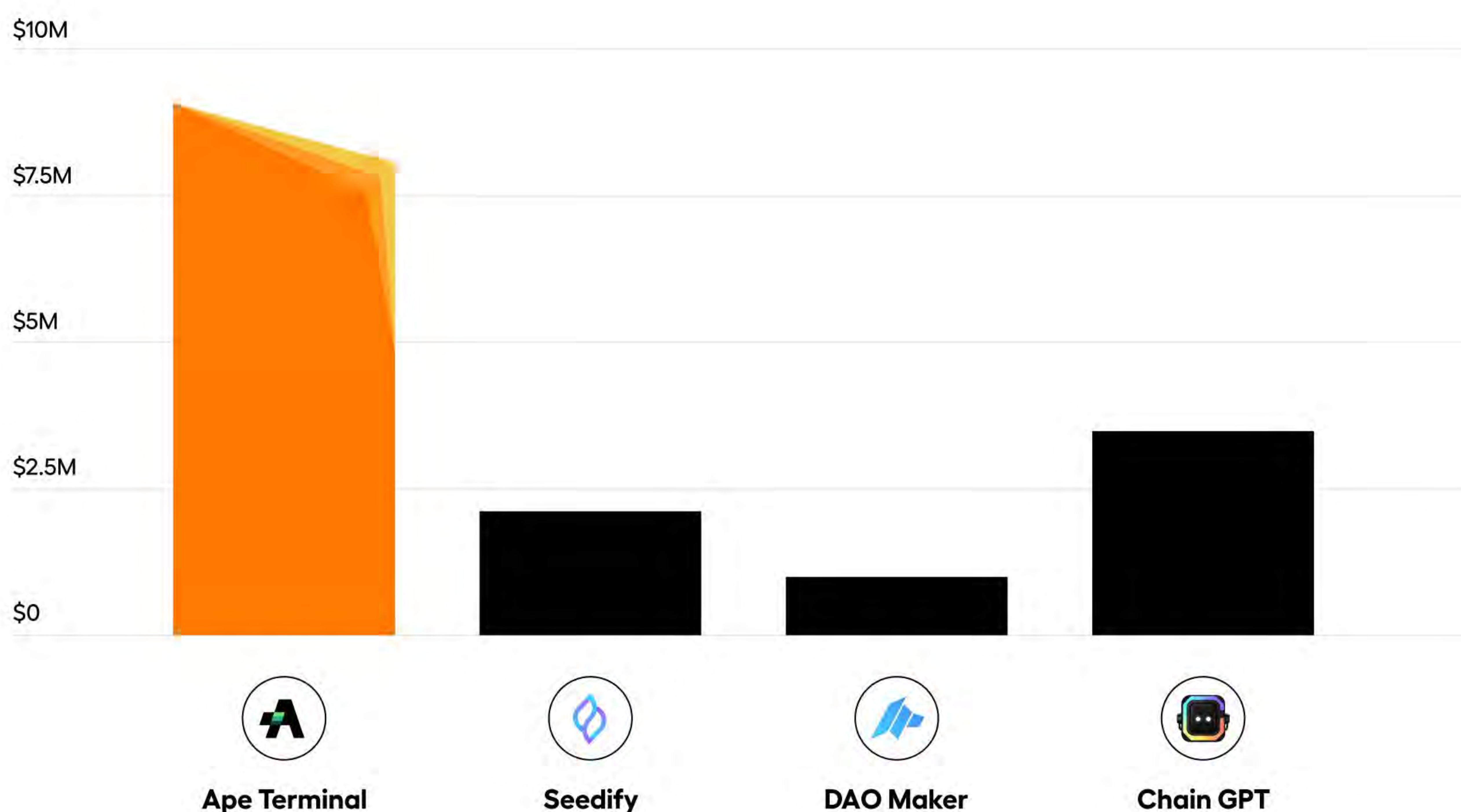


In contrast to other platforms, where users have faced disappointment due to low ROI from previous market cycles, Ape Terminal is the first and only launchpad with a newly acquired user base that has consistently experienced higher returns.

With a median all-time high ROI of 14x, Ape Terminal has captured nearly 60% of the launchpad market share. Additionally, projects launched on Ape Terminal have consistently surpassed previous all-time highs, with many reaching new peaks months after listing.

Opening Day Volume

Opening Day Volume is a critical indicator of general sentiment and is widely regarded as one of the most reliable measures for instilling public confidence. Moreover, significant opening-day volumes are often indicative of potential positive future trends.

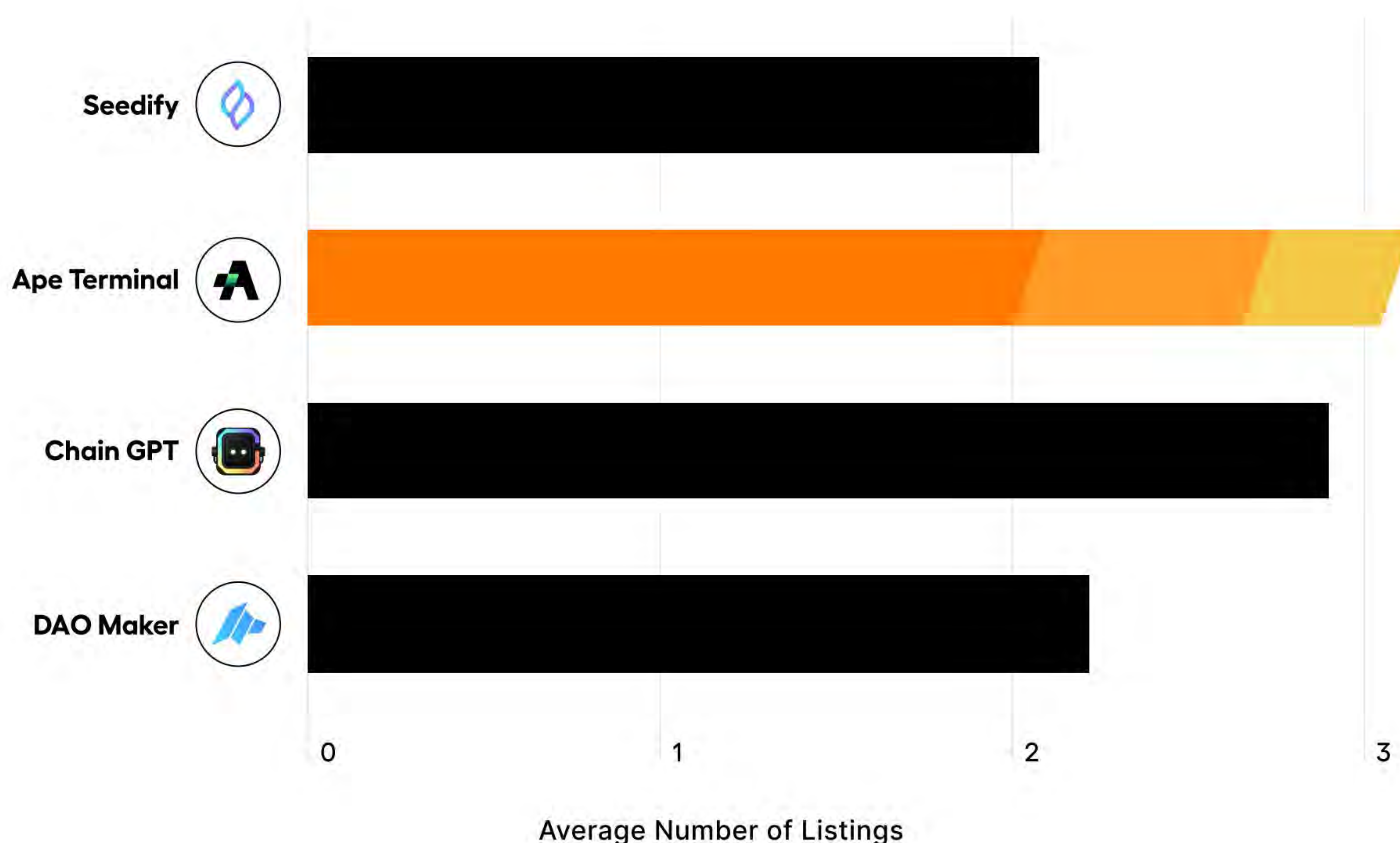


Sales conducted on Ape Terminal have consistently recorded the highest opening-day volumes, substantially exceeding those of other launchpads. With an average opening-day volume of \$30 million and a median of \$9 million, Ape Terminal has outperformed its competitors by over 60%, affirming its status as the industry's leading launchpad.

Centralized Exchange Listings

According to CoinGecko's 2024 Q1 Industry Report, the top 10 centralized exchanges (CEXs) recorded \$4.29 trillion in spot trading volume in the first quarter of 2024, marking a +95.3% quarter-on-quarter increase, the highest since December 2021. This surge is indicative of a substantial increase in new listings and project launches across exchanges.

Listing on major centralized exchanges is a key driver of a project's performance, significantly boosting its credibility and market exposure. In addition, projects listed on major exchanges consistently achieve higher trading volumes compared to those on smaller platforms, as highlighted in a CoinGecko report.



Sales conducted on Ape Terminal have secured the highest number of centralized exchange listings, outperforming the majority of launchpads in the market. With an average of (3) centralized exchange listings per sale, Ape Terminal reaffirms its position as the industry's leading launchpad, with the strongest access to exchanges.



ChainGPT

Average Number of Listings: 2.85

Project	Bybit	KuCoin	Gate.io	MEXC	Bitget	OKX	Bitfinex
GT Protocol							
Dechat							
Octavia							
Web3War							
Patex							
Beoble							
Aether Games							
Weave6							
GAIMIN							
Ordify							
NextGem AI							
Nuklai							
Arcade							
Flash Protocol							



DAO Maker

Average Number of Listings: 2.30

Project	Bybit	KuCoin	Gate.io	MEXC	Bitget	OKX	Bitfinex
Finceptor							
Script Network							
OVAL3							
Liquid Crypto							
Magic Square							
GameGPT							
GT Protocol							
Web3War							
Lynex							
MetaHorse Unity							
Hover							
Octavia							
Edu3Labs							
Patex							
Weave6							
YOUR AI							
RGames							
Massa							
Snapmuse							
Ready to Fight							



Ape Terminal

Average Number of Listings: 3.04

Project	Bybit	KuCoin	Gate.io	MEXC	Bitget	OKX	Bitfinex
Inspect							
Artyfact							
AIT Protocol							
BRC App							
MoonApp							
SatoshiVM							
MixMob							
Lends							
Forgotten Playland							
Dechat							
Beoble							
K9 Finance							
Ordibank							
StarHeroes							
BeFi Labs							
BitBrawl							
BonusBlock							
SatoshiSync							
NextGem AI							
Eesee							
Y8U							
Catamoto							
Nuklai							



Seedify

Average Number of Listings: 2.23

Project	Bybit	KuCoin	Gate.io	MEXC	Bitget	OKX	Bitfinex
Farcana							
Storm Warfare							
Animalia							
GAIMIN							
Castle of Blackwater							
Ordify							
BlockGames							
SatoshiSync							
Trex20							
Arcade							
NextGem AI							
Exverse							
Style Protocol							

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