Polyshares Application Framework

Polyshares, Inc.

This document explains (i) which types of companies are looking to pursue Company Coins with Polyshares and (ii) our selection framework for evaluating which launches qualify.

(i) The nature of companies that Polyshares launchpad, tech stack & legal framework appeals to most are those with
    (1) need for funding to grow existing business
    (2) large number of paying customers (100k+).
    (3) large communication distribution across social media platforms, SMS, and emails
    (4) willingness to build or start X (formerly Twitter) account
    (5) closed pre-seed and/or seed rounds (total raised: $3M+)
    (6) an existing loyalty program or desire to create one
    (7) basic understanding of blockchain technology or desire to develop one
    (8) capability to communicate to participants of the Polyshares offering for the foreseeable future (>3 communications/month)
    (9) officers and leadership of the company have 3+ years remaining on vesting and

(ii) Companies that apply (via polyshares.xyz/apply) are graded on the following criteria:
    (1) Strength of communication channels
    (2) Capabilities and willingness to spread awareness about their Company Coin
    (3) A valuable business model and product, with a strong moat
    (4) Cult-like mentality of customers
    (5) Receptivity of existing customers to a tradeable loyalty program
    (6) Receptivity to baseline launch framework provided in Polyshares whitepaper