

Date  
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## 1. Social Media & Docs

Name

Twitter



Score

27

Max Score

30

Some Questions

NEAR Protocol's Twitter account is highly active, providing frequent updates on network developments, partnerships, ecosystem growth, and community events.

The content is well-balanced between technical updates, educational posts, and promotional content, engaging a different audience. The account maintains a strong following with high engagement, though further increasing interaction through polls and community-driven initiatives could enhance engagement even more.

Name

Discord | Telegram



Score

18

Max Score

20

Some Questions

NEAR's community on Discord and Telegram is vibrant, with active participation from developers, community members, and the core team. The channels are well-organized, offering support, technical discussions, and updates on the latest developments.

Regular AMAs, developer meetups, and community challenges foster a strong sense of community, though more region-specific channels could help engage a more global audience.

Name

## Pitch Deck | Presentation

Score

16

Max Score

20

Some Questions

NEAR provides comprehensive presentations and pitch decks that are accessible through its website. These materials effectively outline the protocol's unique selling points, including its developer environment, and sharding technology.

However, additional emphasis on competitive positioning and long-term vision in the presentations could further enhance their impact.

Name

## Website

Score

9

Max Score

10

Some Questions

NEAR's website is professionally designed with a clean, intuitive interface that offers extensive information about the platform, its technology, and ecosystem. The site is developer-friendly, providing easy access to documentation, tutorials, and tools for building on NEAR.

Regular updates ensure that the content remains relevant, though adding more beginner-friendly guides could attract audience.

Name

Docs | WF



Score

8.4

Max Score

10

Some Questions

NEAR's documentation is thorough, covering all aspects of the platform, from the basics of blockchain technology to advanced technical details.

The whitepaper provides a deep dive into NEAR's unique features, such as its Nightshade sharding and Doomsday consensus mechanism. The documentation is well-organized and accessible, though some highly technical sections may require additional resources for those new to blockchain technology.

Name

Blog | Medium



Score

8

Max Score

10

Some Questions

NEAR's blog is regularly updated with articles on network updates, ecosystem growth, and industry trends. The content is insightful and well-written, with a strong focus on educating the community and highlighting use cases built on NEAR.

Increasing the frequency of posts, especially those that showcase real-world applications, could further strengthen the blog's value.

Max Score

100 → 10

Social Media & Docs

8.4/10

## 2. Project Overview

Name

**Product, Architecture**

Score

**14**

Max Score

**15**

Some Questions

NEAR is a Layer 1 blockchain designed for high scalability, usability, and developer-friendliness. The protocol utilizes a sharding approach called Nightshade, which allows the network to scale efficiently as demand increases.

NEAR also features a user-friendly account model and human-readable addresses, making it accessible for both developers and users. The architecture supports a wide range of applications, from DeFi to NFTs.

Name

**Backers & Partners**

Score

**14**

Max Score

**15**

Some Questions

NEAR Protocol is backed by prominent investors such as Andreessen Horowitz, Pantera Capital, and Electric Capital, which provide strong financial support and strategic guidance.

The protocol has also formed partnerships with major blockchain projects and companies, including Chainlink, The Graph, and Octopus Network, enhancing its ecosystem.

Name

## Team & Advisors

Score

9

Max Score

10

Some Questions

The NEAR team consists of experienced professionals in blockchain development, distributed systems, and finance. The co-founders, Illia Polosukhin and Alexander Skidanov, bring deep expertise in engineering and entrepreneurship, with backgrounds in Google and MemSQL.

The advisory board includes industry veterans who provide strategic guidance and help shape the protocol's development. The team's strong technical background and experience in building scalable systems are key strengths.

Name

## Market & Competitors

Score

8

Max Score

10

Some Questions

NEAR operates in a highly competitive market, with other Layer 1 blockchains such as Ethereum, Solana, and Avalanche vying for dominance. However, NEAR's unique approach to scalability through sharding, combined with its focus on usability and developer experience, gives it a competitive edge.

The challenge for NEAR will be to continue driving adoption and differentiating itself as the market for Layer 1 blockchains becomes increasingly crowded.

Name

## Business Model, Go To-Market

Score

7

Max Score

10

Some Questions

NEAR's business model revolves around providing a scalable, user-friendly blockchain platform that caters to developers and end-users alike. The protocol has a well-defined go-to-market strategy, focusing on partnerships, ecosystem development, and community building.

NEAR's grants program and accelerator initiatives have been effective in attracting developers and fostering innovation on the platform.

Expanding its offerings to include more enterprise-level features could further strengthen its market position.

Max Score

60

Project Overview

53/60

### 3. Tokenomics

Name

## Distribution & Metrics

Score

13

Max Score

15

Some Questions

The native token of the NEAR Protocol is NEAR, which is used for transaction fees, staking, and governance within the network. The total supply of NEAR tokens is capped at 1 billion, with a portion allocated to the community, developers, the NEAR Foundation, and early backers.

The distribution is designed to incentivize long-term participation and ensure the network's sustainability. The inflationary model is balanced by a burn mechanism for transaction fees, which helps maintain the token's value over time.

Name

## Utility

Score

12

Max Score

15

Some Questions

The NEAR token serves multiple utilities within the ecosystem, including governance, staking, and paying for transaction fees and storage. Token holders can participate in network governance, influencing decisions on protocol upgrades and resource allocation.

The staking mechanism ensures network security while providing rewards for participants. Expanding the utility of NEAR tokens beyond the core functions could further enhance their value proposition as the ecosystem grows.

Max Score

30

Tokenomics

25/30

Total Score

86.4/100