



Comprehensive Launchpad Report



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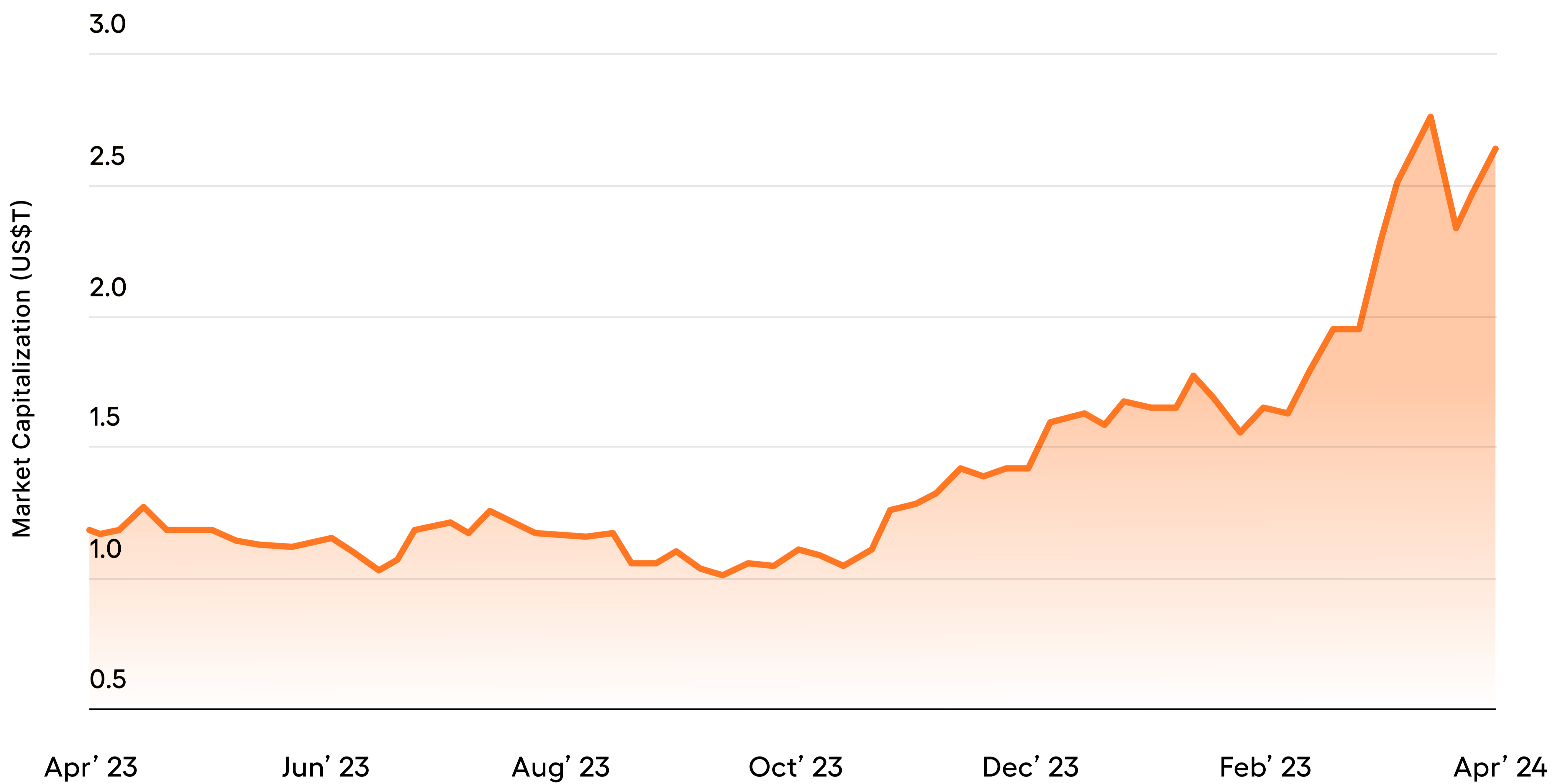
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Introduction to Web3

In recent years, the cryptocurrency market has skyrocketed in popularity, evolving from a niche investment into a globally established asset class.

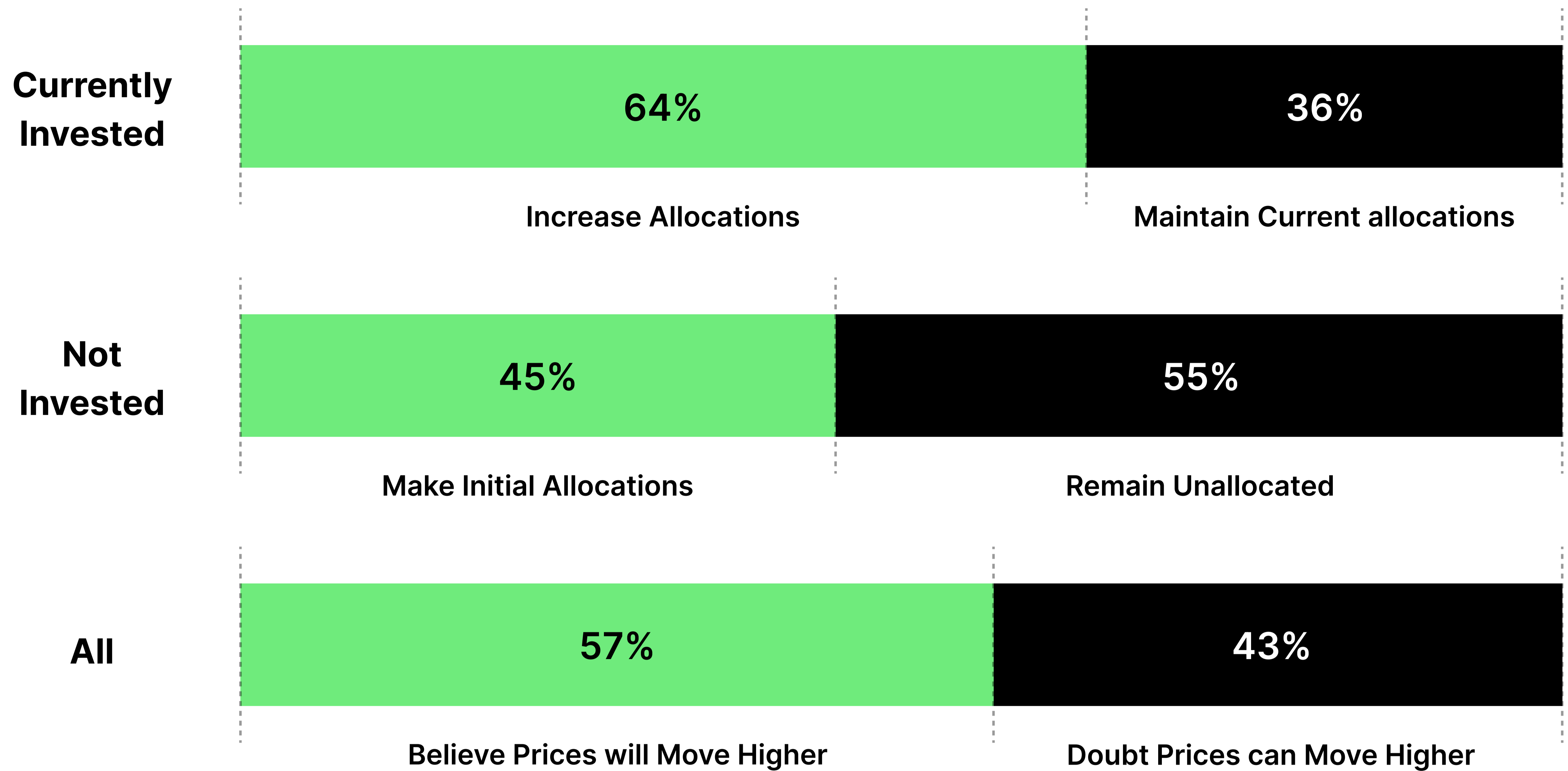
By Q1 2024, the total crypto market capitalization reached a record high of \$2.9 trillion, reflecting a 65% increase. Bitcoin, in particular, hit an all-time high price of \$73,000, with its market cap reaching \$1.414 trillion, surpassing silver's \$1.38 trillion.



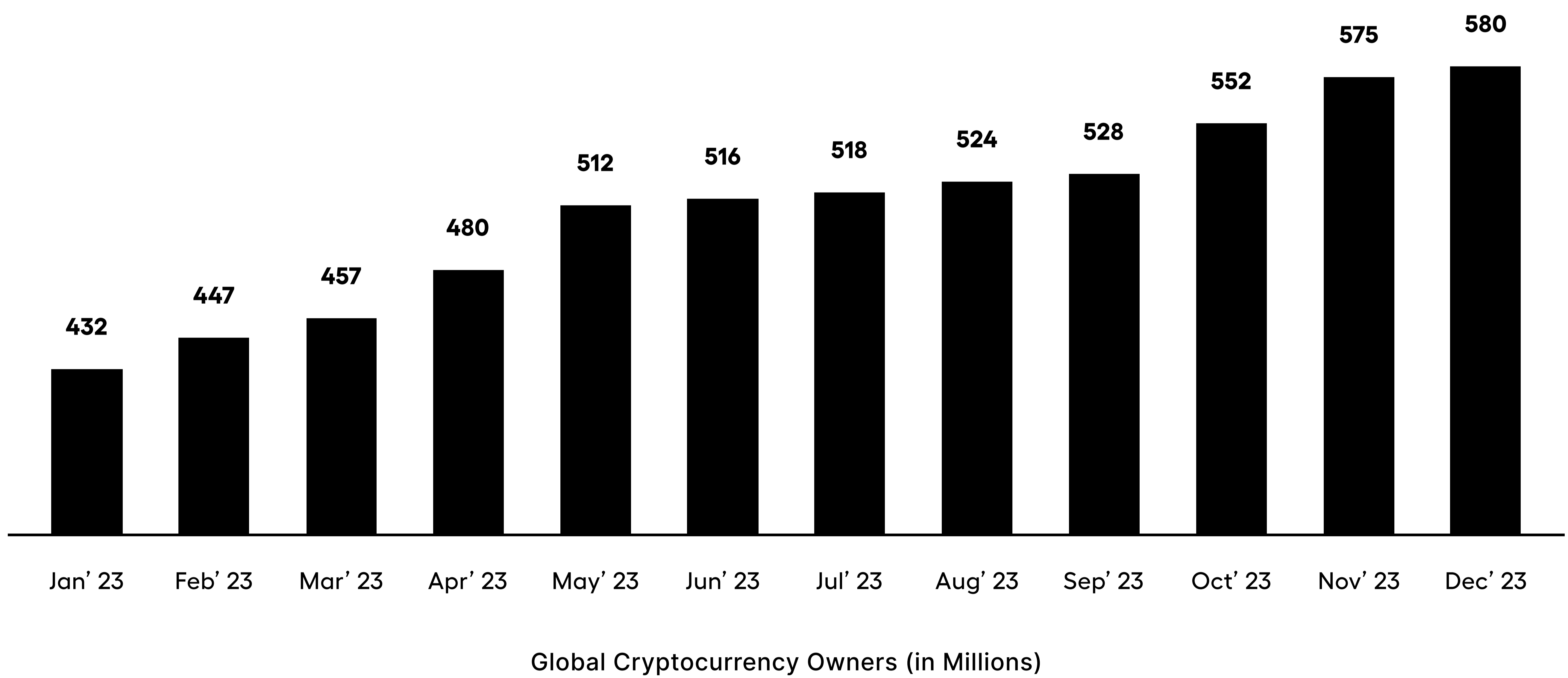
Several catalysts have driven this momentum, including growing institutional adoption, and the approval of US spot Bitcoin ETFs, reinforcing the growing acceptance of cryptocurrency as a mainstream investment.

A recent survey conducted by Coinbase echoes this sentiment, revealing:

- 64% of current crypto investors surveyed expect to increase their allocations in the next three years.
- 45% of institutional investors currently without crypto holdings expect to allocate funds to crypto within the next three years.
- 57% of institutional investors surveyed believe prices will move higher in the next 12 months, compared to just 8% who shared that view in October 2022.



Capitalizing on this trend, a growing number of individuals are gravitating toward the cryptocurrency market, drawn by the potential of speculative assets. This shift is evident in the 34% increase in crypto ownership, hitting 580 million users by the end of 2023, as reported by Crypto.com.

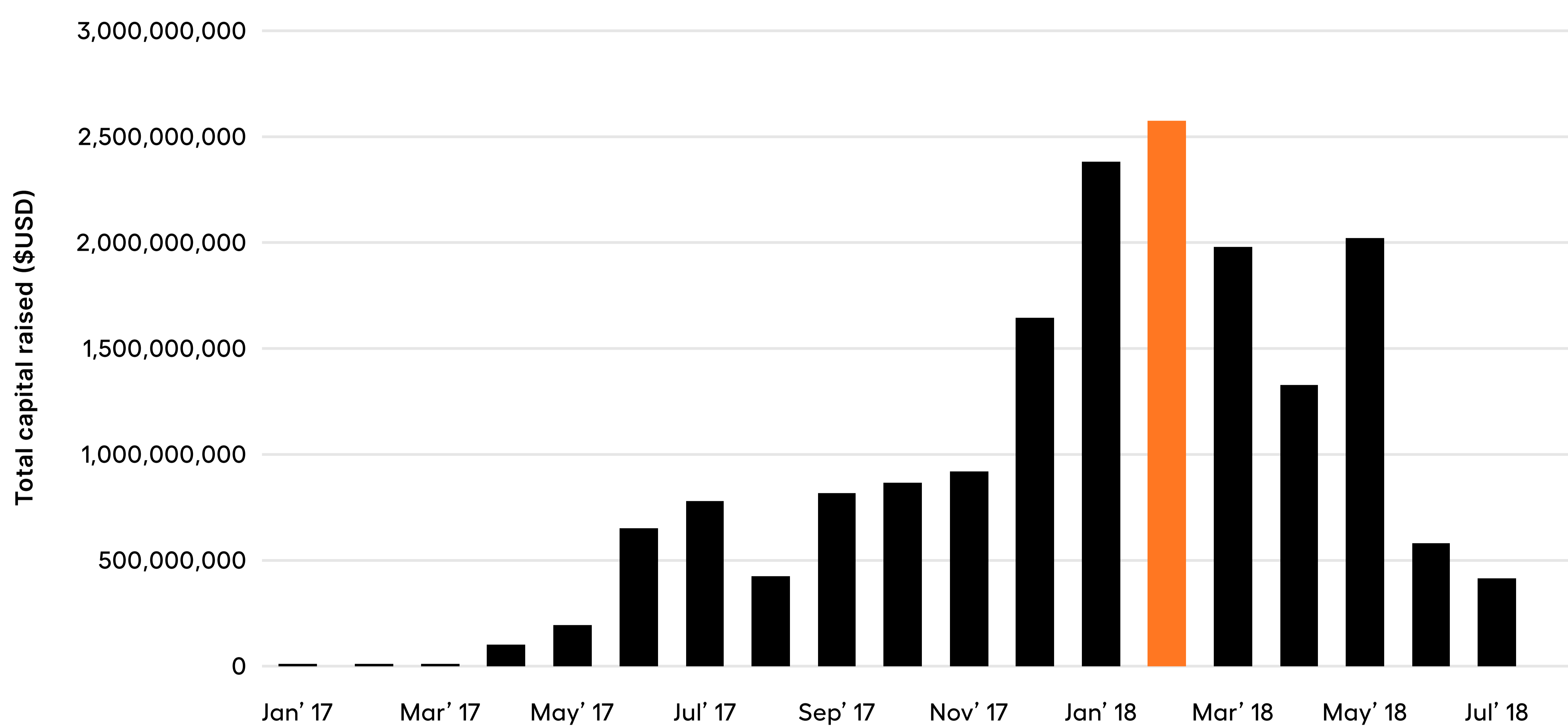


Furthermore, a joint report by Boston Consulting Group, Bitget, and Foresight Ventures projects that the crypto industry will attain its first billion users by 2030, highlighting the substantial growth and immense potential of the cryptocurrency market.



Introduction to Launchpads

Introduced in 2013, Initial Coin Offerings (ICOs) emerged as a superior alternative to traditional crowdfunding. During 2017 and 2018 alone, ICOs raised over \$14 billion, yielding an impressive average ROI of 1320%. Notably, a select few, such as Ethereum, Cardano, and Polkadot, ascended to rank among the top 30 largest crypto assets by market capitalization.



However, despite its explosive growth and recognition as one of the fastest-growing capital markets, ICOs encountered a major setback. While delivering remarkable returns, 80% of ICOs were found to be scams, as revealed by Statista Group. Consequently, by late 2018, a significant dry-up was observed within the market, raising doubts about the viability of ICOs as a fundraising mechanism.

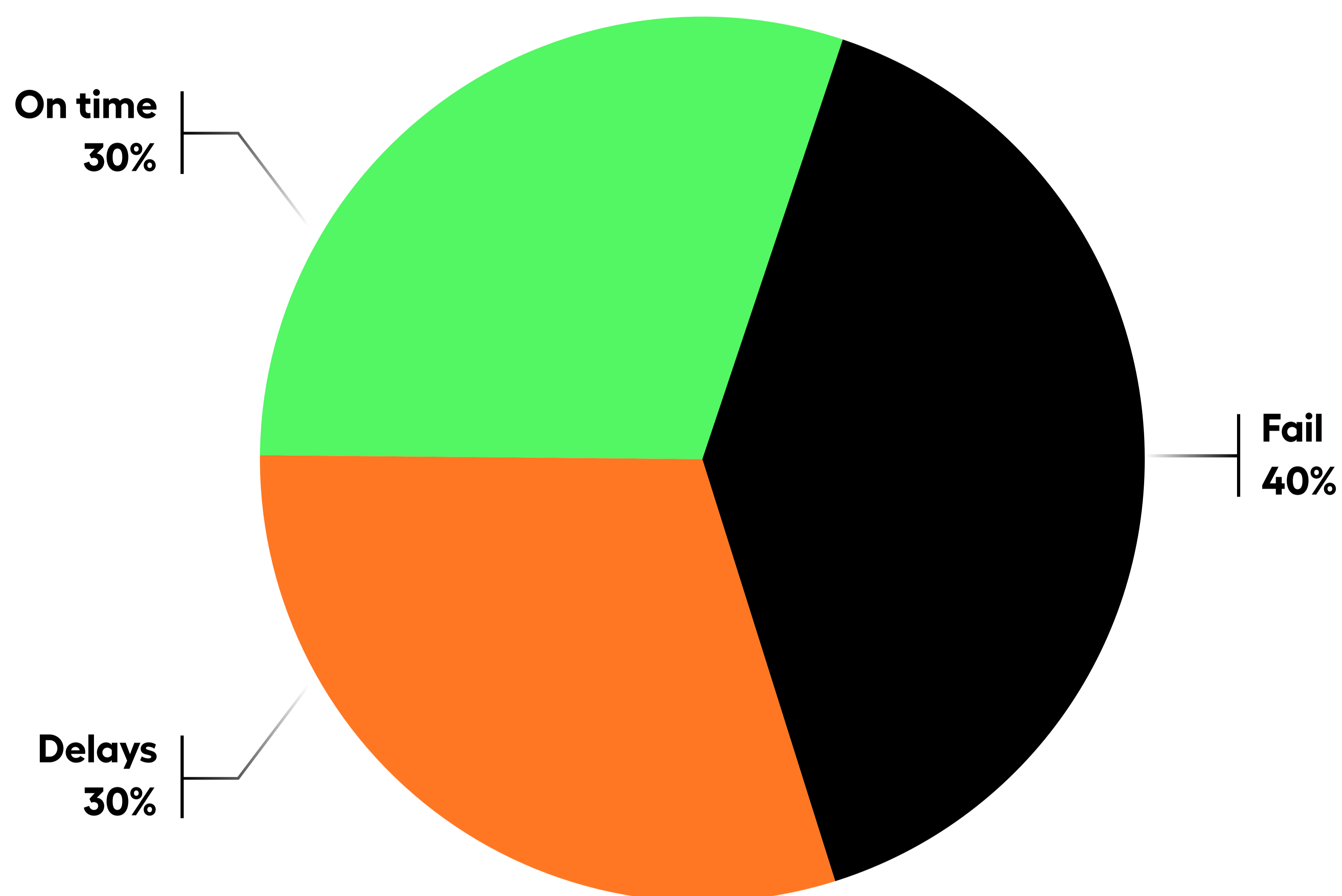
In response to the growing demand for early-stage investments, launchpads emerged, offering investors early access to tokens at favorable rates. The 2021 bull market further highlighted the exceptional returns attainable through launchpads, with projects like Axie Infinity (AXS) launching at \$0.10 and peaking at \$165 within a year, and My Neighbor Alice, which achieved a peak ROI exceeding 30,000%.

Unlike crowdfunding platforms such as Kickstarter and Indiegogo, where investors bear all the risks and often wait years for returns amidst low success rates and rampant scams, launchpads offer a far superior alternative. With launchpads, investors are guaranteed liquid returns in just under 30 days.

Investors who take on the liability and risk to fund a startup's concept rightfully deserve a stake in its success, with promises delivered on time. Traditional crowdfunding platforms blatantly fail to uphold this principle, leaving many investors dissatisfied.

Kickstarter's track record is particularly concerning:

- Only about 30% of projects are delivered on time or with acceptable delays.
- Around 30% experience delays of 6 to 24 months.
- 40% fail to deliver any promised rewards.



While there are thousands of similar cases, a prime example of the deep-rooted issues with traditional crowdfunding would be the “Coolest Cooler project”. Despite raising over \$13,285,226 from 63,642 backers, and being one of Kickstarter's most promising and well-funded startups, it became infamous for its failure to deliver, with constant delays and repeatedly pushed-back shipping dates.

Ultimately, the project went from \$13 million in funding to shutting down five years later, leaving one-third of its backers empty-handed without the cooler they were promised.

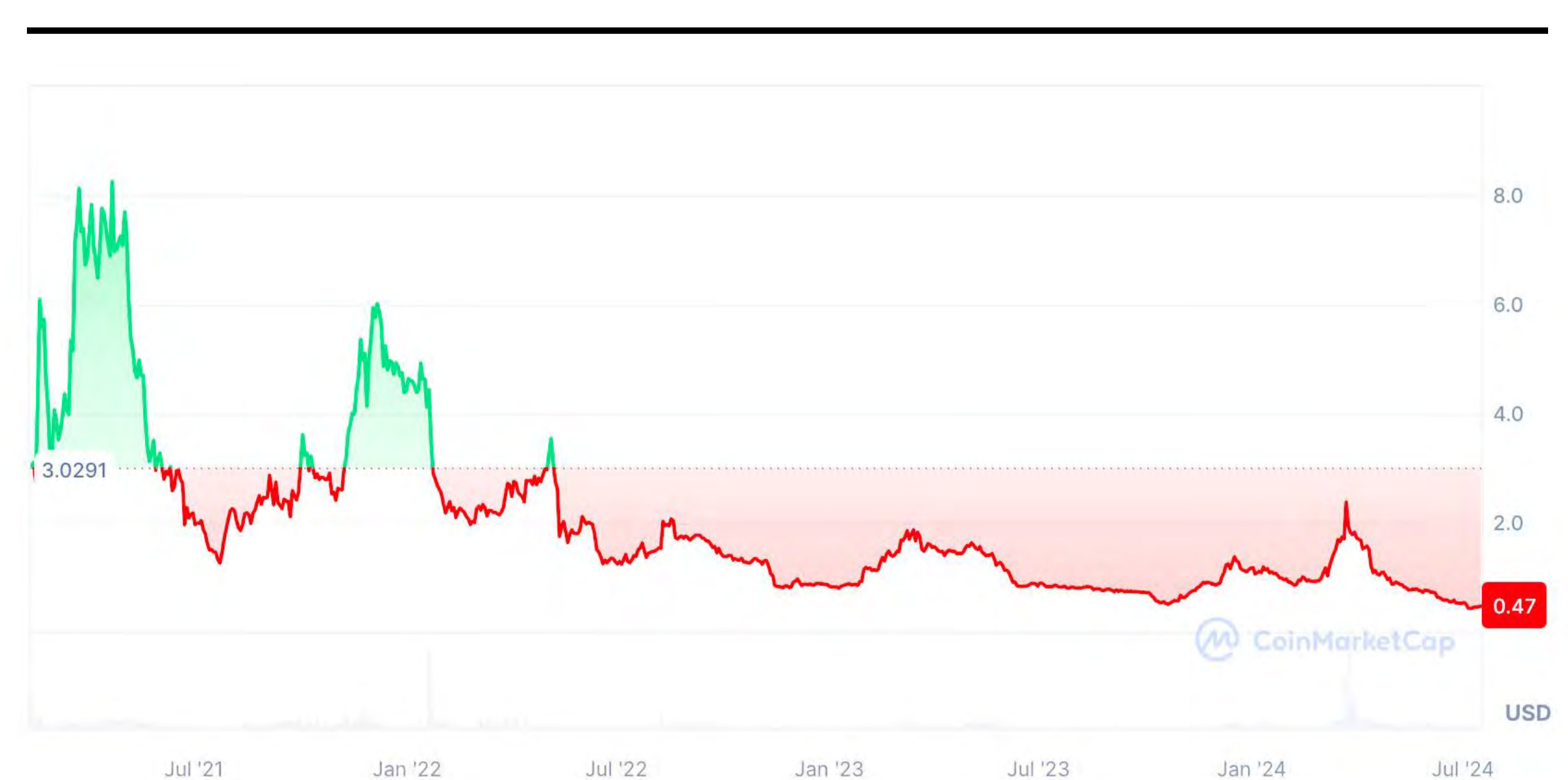
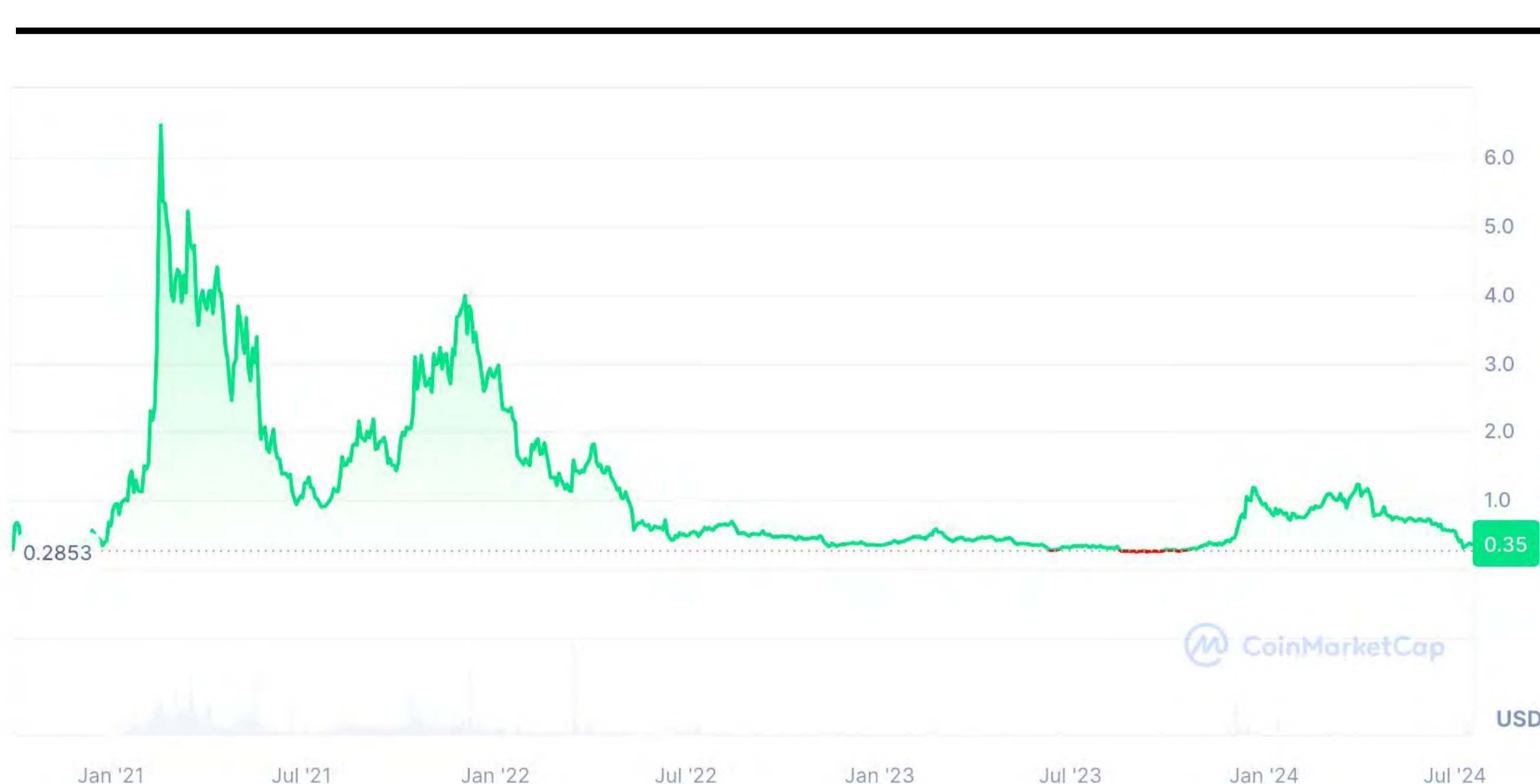
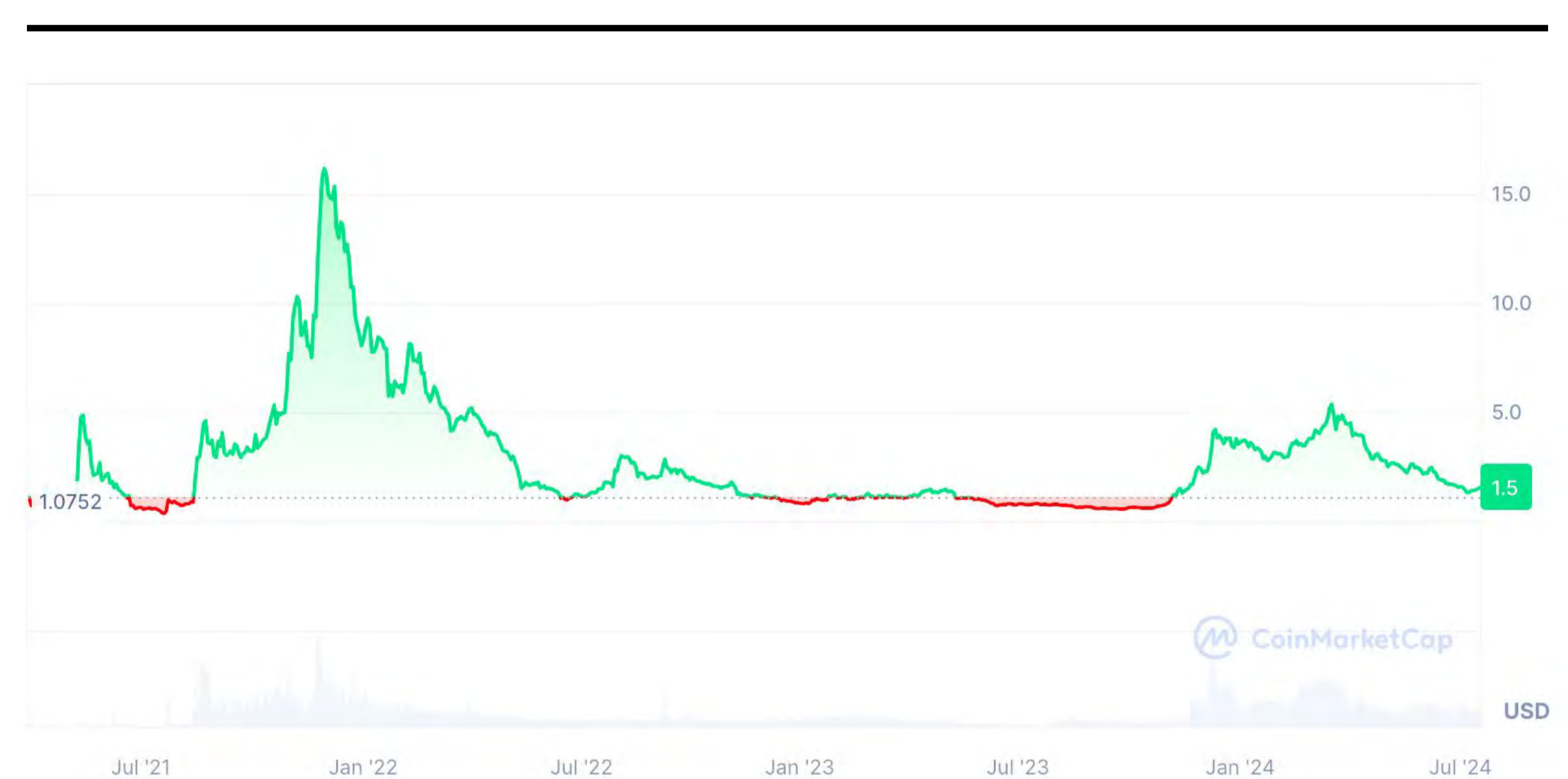
This lack of accountability from Kickstarter's end has left many backers feeling cheated and frustrated, prompting a shift towards launchpads. Unlike traditional crowdfunding, which excludes individuals from sharing in a startup's success alongside founding teams, launchpads create aligned incentives, ensuring investors benefit as a startup grows and succeeds.

Token Gated vs Non-Token Gated Models

Despite the widespread adoption of launchpads, a systemic challenge persists due to the prevalence of token-gated models, which require substantial capital in exchange for minimal allocations. These models create high entry barriers, fundamentally diverging from the core aim of launchpads—to level the playing field, and make the highest growth assets accessible to the common investor.

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.



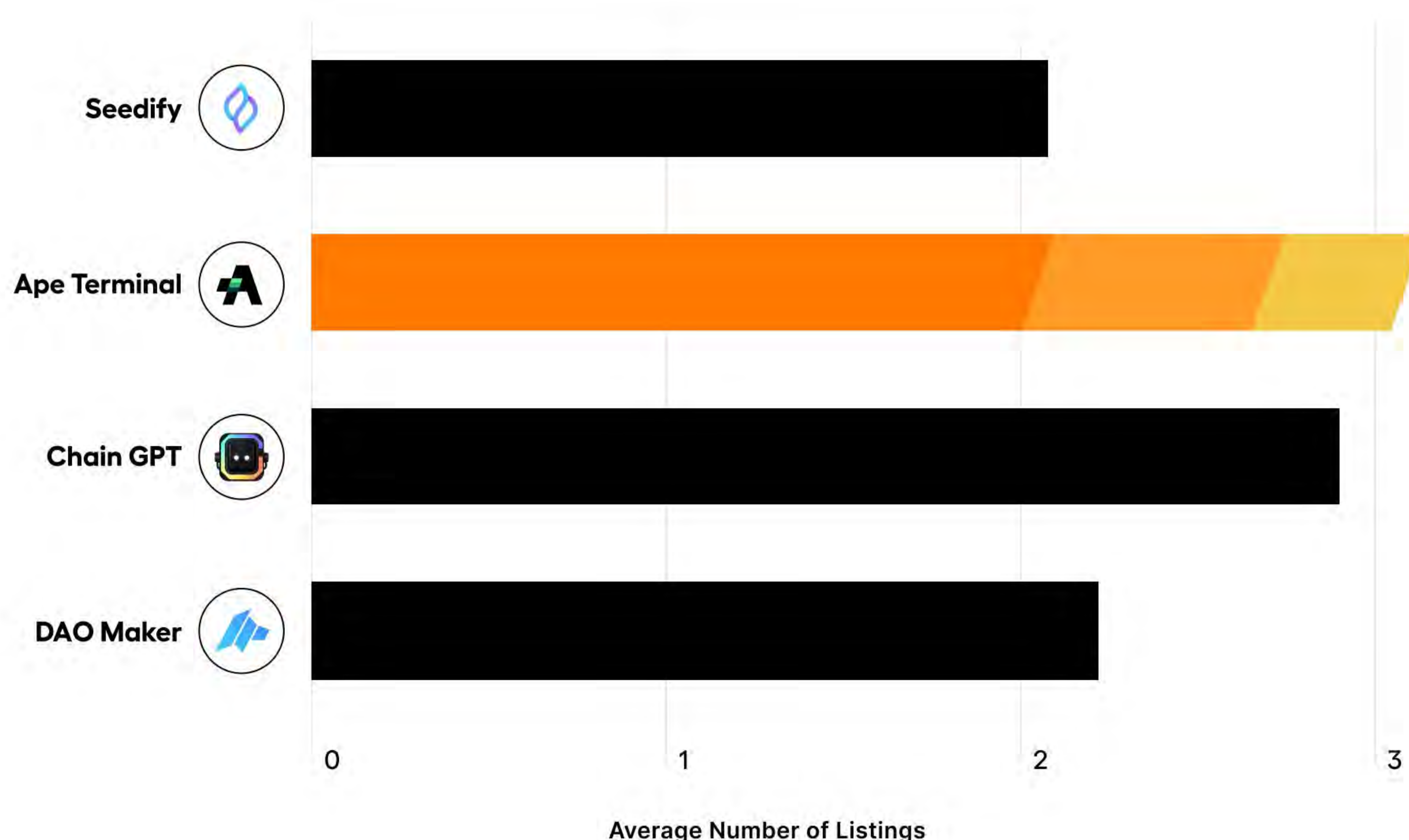


Since its inception in December 2023, Ape Terminal has provided the common investor with early access to the highest performing assets before they hit the market, eliminating token-as-entry barriers common to other launchpads.

Ape Terminal is the only launchpad in the industry to adopt a non-token-gated model, allowing anyone to participate in sales without the substantial risk and burdensome requirement of purchasing thousands of dollars worth of assets.

Centralized Exchanges

Listing on major centralized exchanges is a key determinant of a startup's success, significantly boosting its performance and success rate. According to a CoinGecko report, projects listed on major centralized exchanges consistently achieve higher trading volumes compared to those on smaller platforms. This highlights the importance of investing in startups that list on primary exchanges.

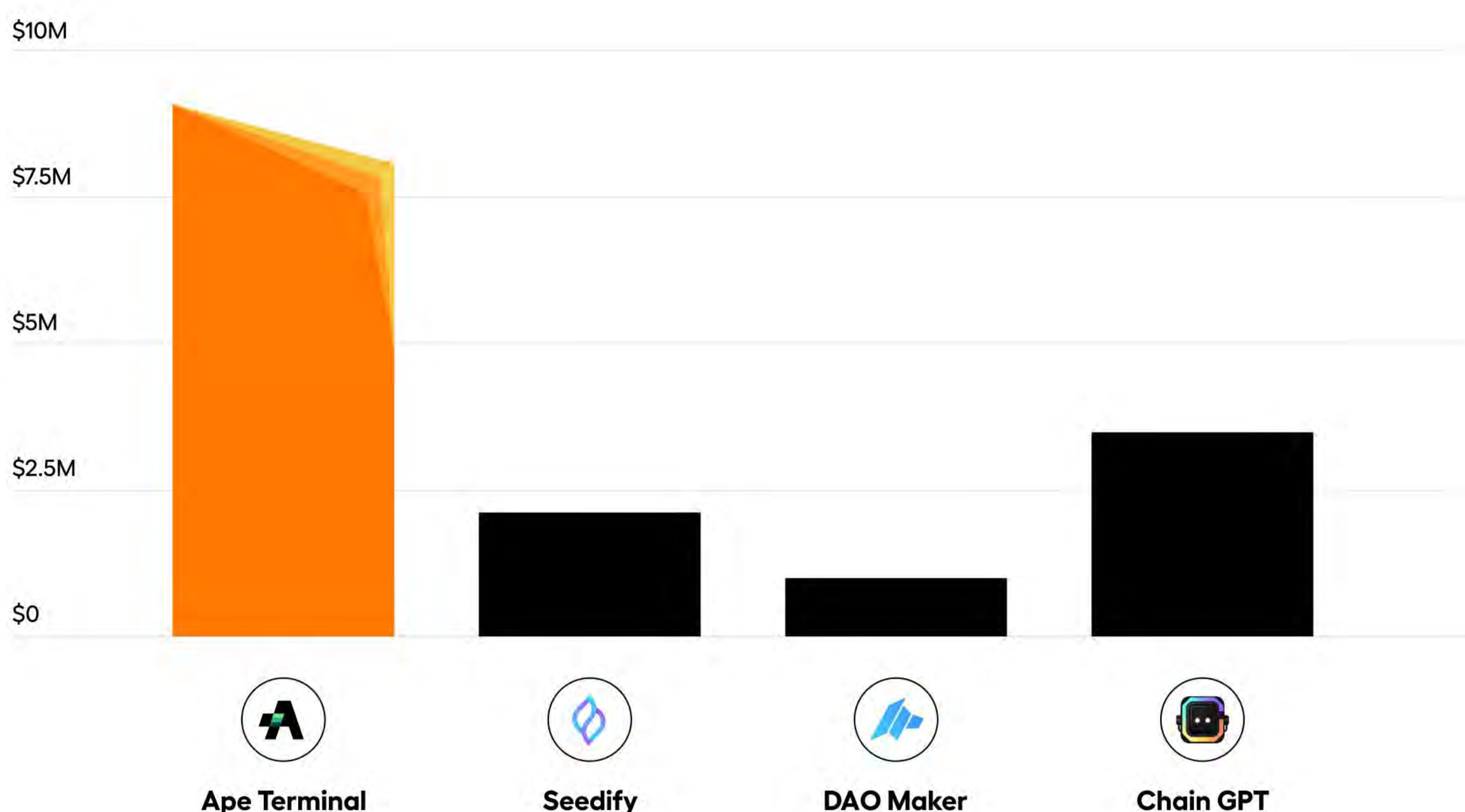


Startups hosted on Ape Terminal have achieved the highest number of centralized exchange listings, averaging three listings per sale, outperforming the majority of launchpads in the market.

Additionally, startups hosted on Ape Terminal have nailed down the highest number of Tier 1 centralized exchanges, leading to incredible opening day trading volumes and ROI, as illustrated in the following sections.

Opening Day Volume

Opening day volume is a critical indicator of overall sentiment, and is widely regarded as one of the most reliable measures for predicting future positive trends. High opening-day volumes often signal strong performance potential for a startup.



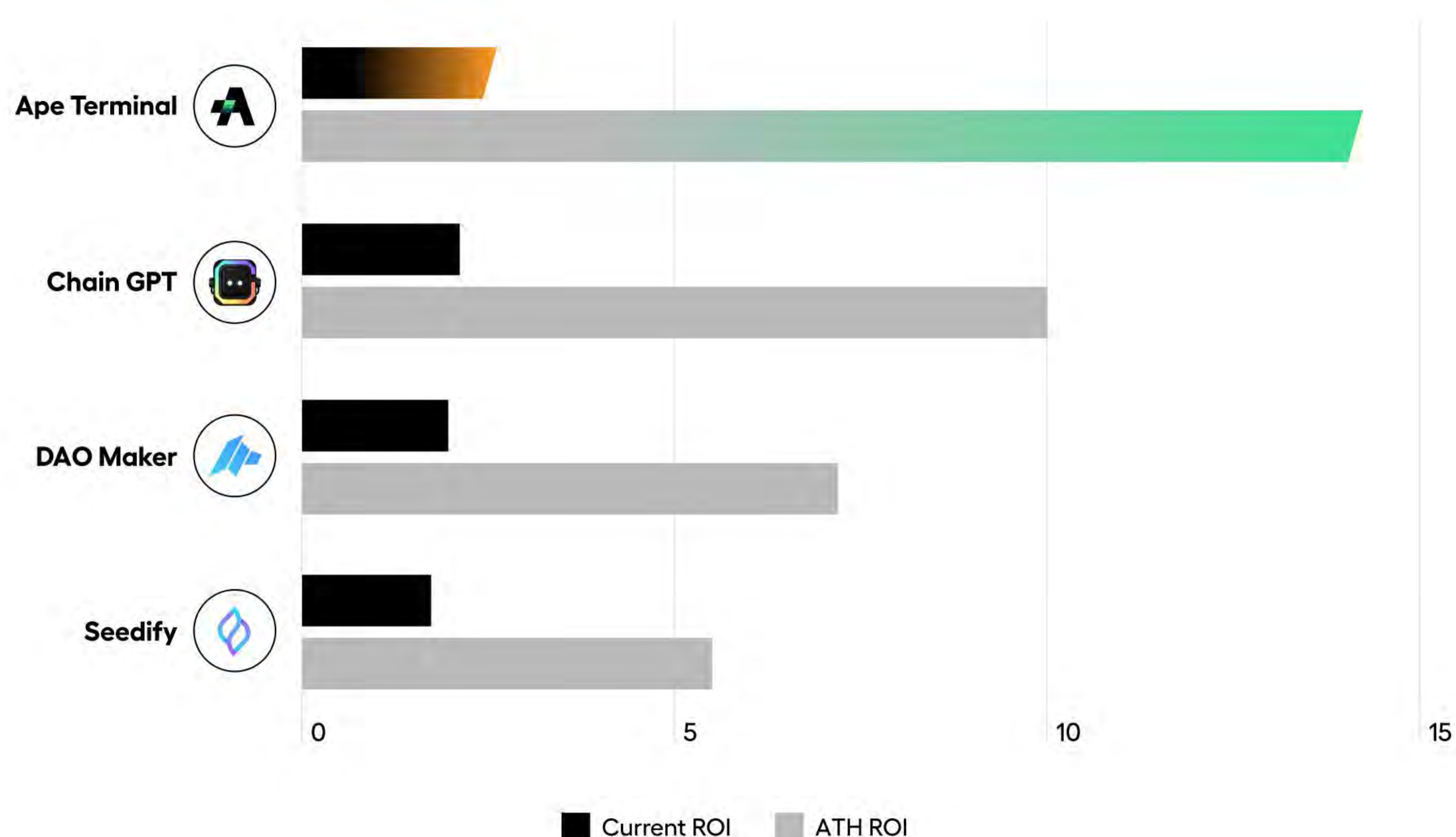
Startups hosted on Ape Terminal have consistently recorded the highest opening-day volumes, substantially exceeding those of other launchpads. With an average opening-day volume of \$30 million and a median of \$9 million, Ape Terminal has outperformed its competitors by over 60%, affirming its status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

As a result, thousands of users have achieved remarkable returns on their investments, with many reaching new peaks weeks after listing.

ROI / Success Rate

Return on Investment (ROI) is a key metric used in the cryptocurrency industry, reflecting the performance of startups. Additionally, a high ROI is a strong indicator of future positive trends.

The bull market and IDO mania of 2021 saw many launchpads achieving incredibly high ROIs. However, the subsequent bear market led to a sharp decline in the quality of startups and average investment returns across the industry. This downturn revealed a clear distinction among launchpads, distinguishing the top performers from the rest.

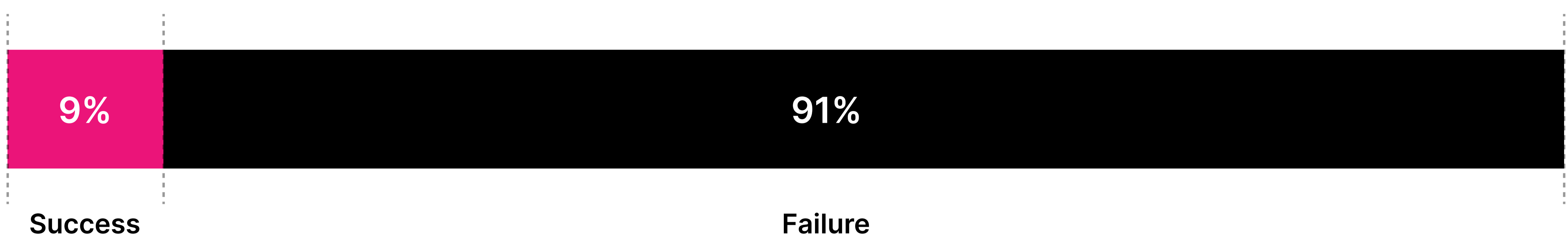


Furthermore, while traditional crowdfunding platforms like Kickstarter have abysmally low success rates, with only 24% of projects achieving success, Ape Terminal provides liquid returns in under 30 days and delivers consistently high ROI. This positions Ape Terminal as a superior option for investors seeking substantial and reliable returns.

KICKSTARTER



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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.

Resources

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