



# Industry Report on Token Launches 2024-2025

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Redefining Token Launches: A roadmap to  
sustainable, community-driven success in the  
evolving crypto landscape



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# Executive Summary

The cryptocurrency industry is undergoing significant changes in token launch strategies, reflecting a broader maturation of the market. Historically characterized by speculative, insider-dominated models such as Initial Coin Offerings (ICOs) and Initial Exchange Offerings (IEOs), the sector has shifted towards more community-driven, transparent approaches. This report delves deeply into token launch strategies from 2024-2025, analyzing key trends, challenges, and actionable recommendations for projects preparing to launch tokens in the evolving landscape.

Central to this analysis is the growing emphasis on fair launches, sustainable tokenomics, and community alignment. These models aim to establish trust, decentralization, and long-term value creation, distinguishing them from speculative approaches that often undermine investor confidence. By examining historical precedents, comparative performance metrics, and emerging mechanisms such as milestone-based unlocks and multi-chain strategies, this report provides an in-depth roadmap for achieving successful token launches in the coming years. Each section of the report is bolstered by case studies, statistical analyses, and actionable insights for founders, investors, and platforms.



# Historical Context: The Evolution of Token Launches

## 1.1 The ICO Era (2017-2018): Opportunities and Pitfalls

The Initial Coin Offering (ICO) boom of 2017 marked a watershed moment in the crypto industry, enabling startups to bypass traditional fundraising mechanisms. By allowing direct crowdfunding through token sales, ICOs democratized investment opportunities and catalyzed the rapid growth of blockchain projects. Investors were drawn to the promise of high liquidity and speculative gains, with early successes like Ethereum (ETH) raising millions within hours.

However, the unregulated nature of ICOs led to significant challenges. Scams, <sup>1</sup> fraudulent projects, and "rug pulls" became rampant, with infamous cases like BitConnect tarnishing the industry's reputation. Regulatory bodies, particularly the U.S. SEC, began scrutinizing ICOs as unregistered securities offerings, <sup>2</sup> further undermining investor trust. While ICOs raised billions of dollars, the lack of accountability and transparency resulted in a decline in their popularity by 2018.

## 1.2 The Rise of IEOs (2019-2020): Centralization Meets Credibility

In response to the pitfalls of ICOs, Initial Exchange Offerings (IEOs) emerged as a more structured alternative. Conducted through centralized exchanges, IEOs introduced a layer of due diligence and trust, as exchanges vetted projects before listing their tokens. Notable platforms like Binance Launchpad played a pivotal role in this era, with successful launches such as BitTorrent Token (BTT) demonstrating the potential of IEOs to deliver high returns.



Despite these advantages, IEOs were not without drawbacks. The high listing fees charged by exchanges posed financial barriers for smaller projects. Additionally, the concentration of power in exchanges often contradicted the ethos of decentralization, limiting their appeal to blockchain purists. By 2020, while IEOs had streamlined fundraising processes, they struggled to maintain the momentum of their early successes.

### **1.3 IDOs and the Emergence of Decentralization (2020-2022)**

Initial DEX Offerings (IDOs) marked a return to the decentralized roots of blockchain. By leveraging decentralized exchanges (DEXs) such as Uniswap and Polkastarter, IDOs eliminated intermediaries, enabling permissionless participation and immediate liquidity. This model resonated with a growing community of retail investors who valued transparency and inclusivity. However, the decentralized nature of IDOs introduced its own set of challenges. The lack of restrictions often led to extreme price volatility, with tokens frequently experiencing rapid price pumps followed by sharp corrections. Speculative trading dominated many IDOs, undermining their long-term viability. Despite these issues, IDOs laid the groundwork for fair launches by prioritizing community engagement and decentralization.

### **1.4 Fair Launches: A New Paradigm (2021-2024)**

The concept of fair launches emerged as a response to the shortcomings of previous models, ultimately realigning with the ethos of the Bitcoin white paper, with BTC being the first and most prominent example of a fair launch. By ensuring equal access for all participants and eliminating insider allocations, fair launches marked a significant shift toward transparency and trust. Early adopters, such as Yearn Finance (\$YFI), which implemented a zero pre-mine model, showcased the potential of fair launches to foster strong, decentralized communities.

From 2021 to 2024, fair launches evolved to incorporate innovative mechanisms like activity-based unlocks, milestone-driven vesting schedules, and governance participation incentives. These models emphasized community alignment and long-term sustainability, addressing many of the issues that plagued earlier approaches.



### 1.5 Node Sales: Redefining Fundraising for Decentralized Networks

Node sales have emerged as a transformative fundraising mechanism for decentralized projects, directly linking contributions to network participation. Unlike traditional token sales, node sales enable participants to acquire and operate nodes, aligning incentives with the network's growth. Notable examples include:<sup>3</sup>

- Sophon: Raised over \$60 million through the sale of approximately 121,000 nodes, marking a significant milestone for the zkSync "hyperchain."
- Aethir: Surpassed previous records by raising over \$150 million in its node sale, demonstrating the model's efficacy.
- XAI: Generated \$48.1 million through the sale of 35,171 sentry nodes, contributing to an impressive fully diluted valuation of \$338.72 million.

These successful node sales have showcased the potential of this fundraising approach in building robust, decentralized ecosystems. The concept has evolved to include "soft nodes," which don't require complex hardware or operations, broadening accessibility and participation. This shift has made node sales a versatile strategy for funding projects while ensuring a decentralized and engaged community from the outset.



# Trends Shaping Token Launches in 2024



## 2.1 The Proliferation of Fair Launch Models

Fair launches have become the preferred choice for many projects seeking to build trust and align with community values. Unlike traditional models that rely on insider presales or private allocations, fair launches prioritize broad accessibility. This approach has been instrumental in fostering decentralized ownership and reducing the risks of insider dumping. Projects such as Pulse.site (\$PULSE), which conducted an open sale with realistic valuations and transparent terms, exemplify the success of fair launch principles.

Big Time, a free-to-play multiplayer action RPG, exemplifies the fair launch mode from a gaming perspective by ensuring its in-game currency, \$BIGTIME, is entirely community-driven. The development team and investors have no allocation of these tokens; instead, players earn them exclusively through gameplay, such as in-game drops. This approach reflects Big Time's commitment to fair play and transparency, creating a player-centric economy that prioritizes engagement and merit over financial investment.<sup>4</sup>

### 2.2 Micro-Launch Platforms: Gamified Tokenomics Take Center Stage

Token launches are evolving, and nowhere is this more evident than in the rise of micro-launch platforms like **PumpFun**, **Moonshot**, **Sun.Pump**, or the **ClonkerBot** (a bot that deploys a token and sets up a Uniswap v3 liquidity pool on Base from a simple prompt interaction on Warpcast). These tools are shaking up how tokens are launched, traded, and embraced by communities, particularly in the memecoin space, where chaos meets creativity. They give anyone the tools to launch a token, create liquidity, and rally a community. But with great accessibility comes great responsibility—or a flood of rug pulls.

**Memecoins as Fair Launches:** MemeCoins are by definition “fair” launches, with open access and no pre-sales. However, the lack of oversight has also turned this space into a playground for scams, with rug pulls overshadowing legitimate projects. Memecoins like \$DOGE and \$SHIB paved the way for grassroots adoption, while platforms like PumpFun make launching tokens easier and more engaging than ever. They drive liquidity, reward participation, and create scarcity—all crucial elements of a strong token economy. But the memecoin ethos of “fairness for all” comes with a caveat: scammers have weaponized accessibility.

### 2.3 The AI-Crypto Meta: AGI Meets Memecoins

The rise of AGI bots in crypto began with Truth Terminal, which pioneered the concept of pairing AI with crypto. It played a pivotal role in the crypto space by adopting the meme coin Goatseus Maximus (**\$GOAT**), propelling \$GOAT to an all-time high market cap of approximately \$1.35 billion on November 17, 2024. Building on this trend, the **Virtuals Protocol** democratized the creation of AI bots paired with meme coins, leading to a surge of similar projects. Notable examples include AiXBT, a major Crypto Twitter influencer/analyst, and Luna, a 24/7 video streamer that started tipping her followers with tokens.

Emerging players like **AI16z** an ai fund manager, built on the **Eliza** framework which is an open source project enabling the launch of modular AGIs, or **Zerebro**, that began as an analytics-focused AGI bot but has since expanded into cultural projects, including an NFT art collection and a music album featuring two hit LPs on Spotify. This creative pivot highlights how AGIs are entering diverse markets and tapping into new economies.

The future lies in tokenized AI ownership economies and decentralized AI coordination, blending memecoin virality with real AI utility in a rapidly evolving market.

### 2.4 Dynamic Unlock Mechanisms and Milestone-Based Vesting

Innovative unlock mechanisms have gained traction as projects seek to balance liquidity needs with price stability. By tying token releases to project milestones or ecosystem activity metrics, these mechanisms incentivize long-term participation and align investor interests with project growth. Radiant Capital (\$RDNT), for example, implemented a milestone-based vesting model that rewarded liquidity provisioning, minimizing sell pressure while fostering ecosystem engagement.

### 2.5 Multi-Chain and Cross-Platform Launch Strategies

As blockchain ecosystems diversify, projects increasingly adopt multi-chain strategies to maximize their reach. Launching on platforms such as Ethereum, Arbitrum, BSC, Polygon, and Optimism simultaneously allows projects to tap into multiple liquidity pools and cater to diverse user bases. This approach not only enhances accessibility but also mitigates the risks associated with relying on a single network.

Magic Eden's \$ME token launch exemplifies a strategic multi-chain approach, deploying on Solana, Bitcoin, and Ethereum Virtual Machine (EVM) chains like Ethereum, Base, and Polygon. This strategy broadens user engagement and taps into diverse liquidity pools, enhancing accessibility across various blockchain ecosystems. By integrating multiple chains, Magic Eden aims to position itself as a comprehensive platform for digital asset trading, aligning with its vision of universal digital ownership.

While multi-chain TGEs offer advantages, they require careful planning to ensure consistency and manage interactions, a strategy likely to grow as blockchain adoption expands.

# Unlock Percentages and Their Impact on Token Performance

*The percentage of tokens unlocked at the Token Generation Event (TGE) has consistently proven to be one of the most critical factors influencing post-launch token performance. A well-designed unlock schedule can significantly impact price stability, investor confidence, liquidity, and overall market behavior.*

## 3.1 Historical Context of Unlock Schedules

In the early ICO era (2017–2018), projects often released large portions of their token supply at TGE, with unlock percentages ranging between 30% and 70%. While this approach created immediate liquidity, it also introduced significant sell pressure, often resulting in sharp price declines shortly after launch. This trend undermined investor confidence and contributed to the volatile reputation of the ICO model.

As the industry matured, projects began experimenting with moderate unlock percentages during the IEO and IDO phases (2019–2022). These ranged from 15% to 30%, balancing the need for liquidity with efforts to reduce volatility. While these adjustments helped stabilize markets to some extent, they did not eliminate price manipulation risks or speculative behavior.

By 2024, the industry gravitated toward progressive and milestone-based unlock mechanisms, where initial unlock percentages were often kept below 10%. These models aligned token releases with project milestones, ecosystem growth, or user activity, incentivizing long-term participation while fostering sustainable growth.



### 3.2 Unlock Percentage Performance Analysis

A detailed analysis of token launches in 2024 reveals distinct performance patterns associated with various unlock strategies. **Tokens with low unlock percentages (<10%) exhibited the highest price stability**, as scarcity created strong upward price pressure while minimizing initial sell-offs. Projects such as zkSync Era (\$ZKS) exemplify this approach, achieving a 5x increase in initial ROI and retaining over 85% of its value three months post-launch. The limited circulating supply heightened demand, contributing to the token's strong performance. The problem with these designs is that when we have a low float and high FDV, we end up protecting investors' tokens at the expense of retail participants, which has generated significant pushback recently.

**Moderate unlock percentages (10–15%) struck a balance between providing sufficient liquidity for trading activity and minimizing volatility.** For instance, Sui Network (\$SUI) launched with a 12% unlock and achieved a 4x ROI shortly after launch. Over the next three months, its performance improved to a 6x ROI, reflecting steady growth supported by its balanced unlock design and active ecosystem engagement.

In contrast, **high unlock percentages (>20%) often resulted in sharp price corrections as the market was flooded with tokens.** Aptos (\$APT), for example, launched with a 25% unlock, leading to an initial ROI of 2.5x followed by a dramatic price decline of over 60% within three months. Excessive supply contributed to sell pressure, eroding investor confidence and undermining the project's long-term viability.



## Performance by Unlock Percentage

An analysis of token performance relative to TGE unlock percentages reveals distinct patterns:

Unlock Percentage	Initial ROI	3-Month ROI Retention	Price Impact	Popular for
Low Unlock (<10%)	High (3x-7x)	Retains 70%-90%	Stabilizes prices due to scarcity; may limit immediate liquidity.	Infrastructure and tooling
Moderate (10%-15%)	Moderate (2x-5x)	Retains 60%-80%	Balances stability and liquidity; supports healthy trading activity.	Defi, DePin, Ai protocols
High (>20%)	Low (1x-3x)	Drops 50%-90%	Triggers sell-offs due to high supply; leads to high volatility.	Ai Agents, MemeCoins

## Key Findings

### 1. Low Unlocks Enhance Price Stability

- Tokens with unlocks below 10% exhibit stable price movements due to limited circulating supply.
- Example: zkSync Era maintained high valuation and investor confidence through scarcity.

### 2. Moderate Unlocks Balance Stability and Liquidity

- Unlock percentages between 10%-15% provide sufficient liquidity for trading while minimizing volatility.
- Example: Sui Network effectively balanced token availability with market demand.

### 3. High Unlocks Increase Volatility

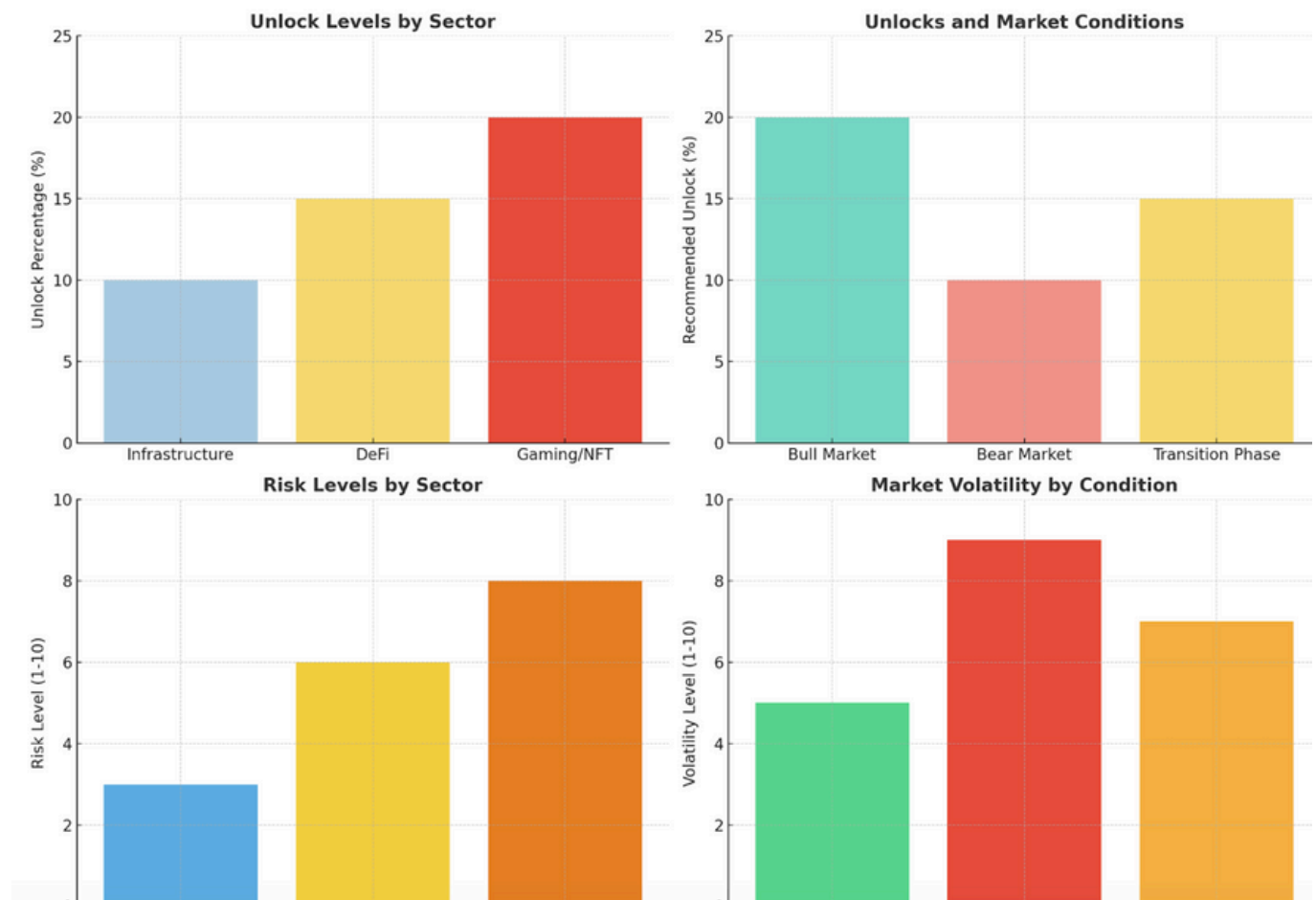
- Unlocks exceeding 20% often lead to significant price declines due to increased sell pressure.
- Example: Aptos faced substantial price drops as early investors liquidated holdings.

### 3.3 The Role of Progressive Unlock Mechanisms

Progressive unlock mechanisms, such as milestone-based vesting or activity-driven unlocks, represent a significant innovation in token distribution. By linking token releases to measurable project achievements, these models incentivize active participation while reducing premature selling. Radiant Capital (\$RDNT) provides a notable example of this approach. Its unlock schedule was tied to liquidity provisioning milestones, ensuring that token supply growth was matched by ecosystem expansion. This alignment of incentives contributed to stable price appreciation and strong community support.

#### Additional Data and Statistics

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### Statistical Correlation:

- Analysis of 300 token launches shows a negative correlation ( $r = -0.65$ ) between initial unlock percentages and 3-month post-TGE token prices.
- Tokens with unlocks below 10% retained an average of 80% of their initial value after three months, compared to only 40% retention for tokens with unlocks above 20%.



### Investor Sentiment Surveys:

- Preference for Lower Unlocks: 75% of surveyed early investors favor projects with lower initial unlock percentages due to perceived price stability.
- Liquidity Concerns: 60% express concern over liquidity constraints in ultra-low unlock scenarios.

### Liquidity Analysis:

- Projects with moderate unlocks (10%–15%) experienced **30% higher average daily trading volumes** compared to those with unlocks below 5%, indicating better liquidity without excessive volatility.

The percentage of tokens unlocked at TGE has a profound impact on post-launch token performance. Low to moderate unlock percentages generally support price stability and foster investor confidence, while high unlock percentages increase the risk of volatility and significant price declines. Progressive and milestone-based unlock strategies align token distribution with project development, incentivizing long-term participation and aligning the interests of all stakeholders.

By carefully designing token unlock schedules and transparently communicating them, projects can optimize their launch strategies to balance liquidity needs with the goal of sustainable growth. This approach not only benefits the project but also contributes to a healthier market environment.



### 3.4 Recommendations for Unlock Strategies

For projects planning their token launches in 2025, careful design of unlock schedules is essential. A recommended approach is to keep TGE unlock percentages below 15%, balancing the need for liquidity with the goal of maintaining price stability. Implementing milestone-based or activity-driven unlock models can further align token distribution with project growth, fostering long-term investor confidence.

Transparency in unlock schedules is equally critical. Clearly communicating timelines, mechanisms, and conditions for token releases can build trust, reduce uncertainty, and prevent panic selling. Additionally, incorporating anti-dumping measures, such as vesting cliffs or maximum sell limits, can help mitigate large-scale sell-offs while maintaining market fairness.





## 4. The Decline of low float High FDV Token Designs

The shift toward more sustainable tokenomics has accelerated the decline of small-cap, high fully diluted valuation (FDV) token designs. FDV, calculated as the total token supply multiplied by the token generation event (TGE) price, often creates an inflated perception of value that is disconnected from a project's actual utility or adoption. This misalignment has made high FDV designs increasingly unattractive to both investors and developers.

### 4.1 Challenges of High FDV Models

High FDVs create several challenges for token projects. Firstly, they often rely on artificial scarcity to inflate initial prices. By limiting the circulating supply, these models can generate short-term speculative demand but are prone to significant price corrections as additional tokens are released. This volatility undermines investor confidence and deters long-term participation.

Investor distrust is another major issue. High FDVs are frequently perceived as benefiting insiders, early investors, and teams at the expense of retail participants. This perception, coupled with a lack of alignment between valuation and fundamentals, has led to a shift in market preferences toward more realistic and sustainable token designs.

Regulatory scrutiny has also increased for high FDV projects. Authorities have taken action against such projects, for instance, in November 2023, executives of SafeMoon were charged with fraud related to misleading investors about the accessibility of 'locked' liquidity and misappropriating funds<sup>6</sup>. Inflated valuations and opaque tokenomics are often viewed as red flags for potential market manipulation, exposing projects to legal and reputational risks.



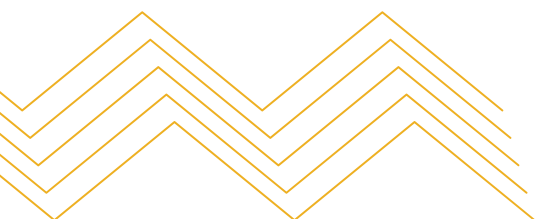
## 4.2 Successful Alternatives to High FDV Designs

Projects adopting sustainable tokenomics have consistently outperformed their high FDV counterparts. Arbitrum (\$ARB), for example, launched with a realistic FDV proportional to its active user base and transaction throughput. This grounded valuation contributed to steady price performance and strong investor confidence. Similarly, Polygon (\$MATIC) leveraged balanced token supply and staking incentives to achieve long-term growth, transitioning from under \$0.02 at launch to over \$2.00, driven by strategic partnerships and ecosystem adoption.

## 4.3 Recommendations for Sustainable Tokenomics

To avoid the pitfalls of low float high FDV designs, projects should anchor valuations to measurable metrics such as user adoption, transaction volume, and revenue streams. Adequate circulating supply is also critical to ensure liquidity and prevent artificial scarcity. Implementing progressive vesting schedules tied to ecosystem growth can further align investor incentives with project success.

Fair launch principles, which emphasize equitable token distribution and community engagement, are another effective strategy. Transparent communication of tokenomics and active engagement with stakeholders can build trust and foster long-term loyalty, setting the foundation for sustainable growth.



# 5. Comparative Analysis: Launchpads vs. Centralized Exchanges

*Token distribution platforms have evolved significantly, with launchpads and centralized exchanges (CEXs) emerging as two dominant avenues for token launches. Each option presents distinct advantages and challenges, shaping how projects approach their fundraising strategies and investor engagement.*

## 5.1 Launchpads: Decentralized Platforms for Token Distribution

Launchpads are decentralized platforms that facilitate token launches by connecting blockchain projects with potential investors. Examples of prominent launchpads include Polkastarter, DAO Maker, and Binance Launchpad. These platforms typically require users to stake platform-specific tokens or participate in lotteries to secure allocations, aligning investor incentives with the success of the project.

The performance of tokens launched on these platforms has been impressive, particularly in bullish markets. Historical data indicates that tokens launched via Polkastarter in late 2023 achieved an average of 10x ROI within the first week. While short-term returns tend to stabilize after the initial hype, launchpad projects often retain 3–4x ROI within three months, reflecting a strong correlation between community involvement and post-launch performance.

Despite these advantages, launchpads face notable challenges. High entry barriers, such as staking requirements or allocation thresholds, can exclude smaller investors, limiting inclusivity. Additionally, launchpads often lack the extensive marketing infrastructure of centralized exchanges, which can hinder post-launch visibility and liquidity.

## 5.2 Centralized Exchanges (CEXs): Liquidity and Exposure

CEXs like Binance, Coinbase, and OKX have long been integral to token distribution, leveraging their massive user bases and infrastructure to drive visibility and liquidity. Tokens launched on CEXs frequently benefit from high trading volumes and deep order books, which support price stability and enable large-scale trades without significant price impact.

Performance metrics for CEX launches highlight their capacity for long-term stability. For example, tokens launched on Binance in early 2024 averaged a 6x ROI within the first week, with long-term ROI stabilizing around 5–6x after three months. However, the high listing fees—sometimes exceeding \$1 million—present a significant financial burden for projects. Additionally, the centralized nature of these exchanges often conflicts with the decentralization ethos of blockchain technology, potentially alienating certain segments of the community.

## 5.3 Case Studies: Launchpad vs. CEX Success Stories

A comparison of notable token launches on launchpads and CEXs illustrates their respective strengths:

- **Launchpad Success: LayerZero (\$ZRO)**
- LayerZero launched on Polkastarter with a robust strategy that combined community engagement and liquidity management. The token achieved an initial ROI of 12x and maintained stability by locking liquidity in decentralized exchange pools. Its innovative cross-chain communication protocols further enhanced investor confidence and adoption.
- **CEX Success: Sui Network (\$SUI)**
- Sui Network leveraged Binance's infrastructure to achieve a 6x ROI within the first week of its launch. Over the subsequent months, the token's ROI increased to 8x, driven by Binance's extensive marketing efforts and the network's high-throughput Layer 1 capabilities.

These case studies underscore the contrasting strengths of launchpads and CEXs. While launchpads excel in community building and short-term gains, CEXs provide the liquidity and exposure needed for sustained growth.

Head-to-Head Performance Metrics (2024)

Metric	Launchpads	CEXs
Short-Term ROI	8x (1 week average)	5x (1 week average)
Long-Term ROI	2–3x (3 months)	3–4x (3 months)
Liquidity Depth	Moderate (DEX pools)	High (CEX order books)
Community Alignment	High (staking model)	Low (passive users)
Cost to Projects	Low–Moderate	High (listing fees)
Market Perception	Decentralized	Centralized

5.4 Recommendations: Leveraging Both Platforms

To maximize the benefits of both launchpads and CEXs, projects should consider adopting a dual strategy. This approach involves launching on a decentralized platform to build a strong, engaged community before listing on a major CEX to access greater liquidity and visibility. Timing is critical; staggering the CEX listing after the initial launchpad event can sustain momentum and capitalize on increased exposure. Additionally, projects should focus on liquidity management, ensuring sufficient liquidity is locked in decentralized exchange pools to prevent price volatility and build investor confidence.

## Analysis of Launchpad and CEX Performances

### Overview of launchpad activity

Launchpad	Average Initial ROI	Number of Projects Launched	Total Funds Raised (Approx.)	Notable Projects
Binance Launchpad	High (10x and above)	60+	\$100M+	BitTorrent, Matic Network
Polkastarter	Moderate to High	100+	\$30M+	Ethernity Chain, SuperFarm
DAO Maker	Moderate	70+	\$20M+	My Neighbor Alice, Orion Protocol
TrustSwap	Moderate	50+	\$15M+	Chain Games, Yield App
BSCPad	Moderate	80+	\$25M+	GameZone, MetaVPad
DuckDAO	Moderate	40+	\$10M+	Bondly, Shadows
Red Kite	Moderate	60+	\$15M+	Polkafoundry, Umbrella Network
Seedify.fund	Moderate	50+	\$12M+	Bloktopia, GameFi
Ignition (PAID Network)	Moderate	30+	\$8M+	Shadows, Polkamarkets
Launchpool	Moderate	20+	\$5M+	Convergence, Unido
CardStarter	Moderate	25+	\$7M+	Charli3, SoMee.Social
Occam.fi	Moderate	20+	\$6M+	OccamX, YAY Games
Bounce Finance	Moderate	30+	\$5M+	Polkadex, Split
GameFi Launchpad	Moderate	40+	\$10M+	Step Hero, Kawaii Islands
Solanium	Moderate	25+	\$8M+	Port Finance, Project SEED
WeStarter	Moderate	30+	\$5M+	Wing, Linear Finance
Poolz Finance	Moderate	30+	\$4M+	Polkacover, OptionRoom
MoonStarter	Moderate	15+	\$3M+	Xend Finance, Lossless
Alliance DAO	Not specified	90+	Not specified	0x, Alpha Finance, dYdX, Kyber, Olympus DAO, Sushiswap
Orange DAO	Not specified	50+	Not specified	Alliance DAO, SpruceID, Goldfinch, Toku

Overview of CEX launches

Exchange	Average Initial ROI	Number of Listings	Daily Trading Volume (Approx.)	Notable Token Listings
Binance	High	500+	\$30B+	SUSHI, AAVE, SOL
Coinbase	Moderate	100+	\$5B+	UNI, COMP, MKR
Kraken	Moderate	80+	\$1B+	DOT, ADA, LINK
Huobi Global	Moderate	400+	\$10B+	HT, TRX, LUNA
OKX	Moderate	300+	\$8B+	OKB, FIL, ALGO
KuCoin	Moderate	200+	\$5B+	KCS, CHR, KAI
Bitfinex	Moderate	150+	\$1B+	LEO, XAUT, ZRX
Bittrex	Low to Moderate	250+	\$500M+	VGX, STORJ, NMR
Gate.io	Moderate	500+	\$2B+	GT, HUSD, DGD
Gemini	Moderate	70+	\$300M+	AMP, 1INCH, BAT



## Key Metrics Explained

- **Average Initial ROI:** The average return on investment shortly after the token's launch or listing.
- **Number of Projects Launched/Listings:** Total number of token projects the platform has facilitated.
- **Total Funds Raised/Daily Trading Volume:** An estimate of the total capital raised through the platform or the exchange's average daily trading volume.
- **Notable Projects/Tokens:** Examples of significant tokens that have been launched or listed on the platform.

## Recommendations for Token Projects

### 1. Adopt a Dual Strategy:

- Leverage the strengths of both launchpads and CEXs by initially launching on a launchpad to build a strong, engaged community, followed by a listing on a major CEX to access greater liquidity.

### 2. Implement a Staggered Approach:

- Time the CEX listing strategically after the launchpad event to maintain momentum and capitalize on increased visibility.

### 3. Optimize Liquidity Management:

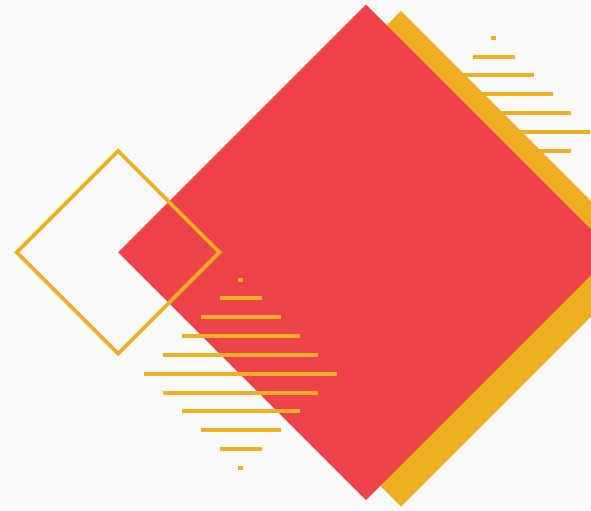
- Ensure sufficient liquidity is locked in DEX pools post-launch to prevent price volatility and build investor confidence. Keep in mind that launching on multiple platforms or adding more CEX and DEX listings can increase tokens in circulation, potentially impacting prices. Balance market-making activities and platform expansions to maintain price stability while ensuring adequate liquidity.

### 4. Engage in Continuous Marketing:

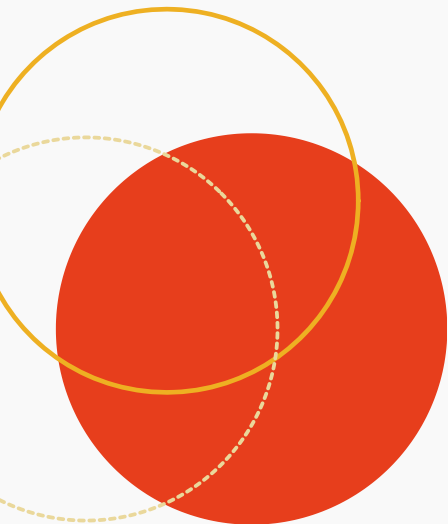
- Regardless of the platform chosen, sustained marketing efforts are essential to maintain interest and encourage adoption beyond the initial launch period.

### 5. Assess Costs vs. Benefits:

- Carefully evaluate the financial implications of listing fees versus the potential ROI and exposure gained from a CEX listing.



Choosing between launchpads and centralized exchanges for token distribution is a critical decision that can significantly impact a project's success. Launchpads offer high short-term ROI and foster strong community alignment but may pose inclusivity challenges due to staking requirements. Centralized exchanges provide access to vast liquidity and a broader user base, albeit at a higher cost and with potential centralization concerns. By understanding the nuances of each platform and strategically leveraging their strengths, projects can maximize both their fundraising potential and long-term growth prospects.



# Recommendations for Token Launches in 2025



The token launch landscape in 2025 will be shaped by trends in inclusivity, sustainability, and technological innovation. To succeed in this competitive environment, projects must align their strategies with evolving market dynamics, regulatory requirements, and community expectations. This section outlines detailed, actionable recommendations for founders, investors, and platforms.

## 6.1 Fair Launch Principles as the Foundation

Fair launches are expected to dominate the token distribution landscape in 2025. Projects should prioritize transparency and inclusivity by eliminating insider allocations and designing token sales that are accessible to a broad audience. Public auctions, bonding curves, and airdrop mechanisms tied to meaningful ecosystem contributions can enhance community trust and alignment.

## Implementation Tips:

- Utilize platforms such as Seedify and Legion.cc, which specialize in facilitating transparent and equitable token launches.
- Clearly disclose tokenomics, vesting schedules, and distribution mechanisms well ahead of the launch to build confidence among potential investors

**Benefits:** Fair launches foster strong community alignment, reduce the risk of insider-driven sell-offs, and align with the decentralized ethos of blockchain technology. Projects such as Pulse.site (\$PULSE), which achieved robust community participation through fair launch principles, serve as models for success.

## 6.2 Anchoring Tokenomics to Real-World Metrics

Sustainable tokenomics remain critical for long-term success. Projects should anchor fully diluted valuations (FDVs) and circulating supply to tangible metrics such as user adoption, transaction volumes, and revenue projections or ARR. Avoiding artificially inflated FDVs reduces speculative behavior and enhances investor confidence.

### Best Practices:

- Keep initial unlock percentages low (below 15%) to balance liquidity needs with price stability.
- Implement milestone-based vesting schedules tied to ecosystem growth metrics or project milestones.
- Use staking rewards and utility-driven incentives to encourage long-term token holding and participation.

**Case Study:** Arbitrum (\$ARB) launched with a realistic FDV based on active user metrics, achieving steady growth and maintaining investor confidence. This approach can be replicated across diverse blockchain ecosystems.



### 6.3 Leveraging Multi-Chain and Cross-Platform Strategies

Multi-chain launches allow projects to expand their reach, enhance accessibility, and tap into diverse liquidity pools. By launching simultaneously on multiple blockchain networks, such as Ethereum, Polygon, and Arbitrum, projects can cater to varied user preferences while mitigating platform-specific risks.

#### Execution Strategy:

- Coordinate token sales across platforms like Binance, Optimism, and decentralized launchpads.
- Optimize token distribution to address the unique characteristics of each network, such as gas fees and transaction speeds.

**Benefits:** Multi-chain strategies broaden the user base, increase liquidity, and reduce dependency on a single blockchain, ensuring greater resilience and scalability.

### 6.4 Incorporating Advanced Distribution Mechanisms

Technological advancements such as AI-driven token allocation and dynamic pricing models are transforming token distribution. These mechanisms can optimize fairness, enhance efficiency, and respond to real-time market conditions.

Examples of Innovation:

- **AI-Driven Pricing:** Morpheus (\$MOR) implemented an AI-powered bonding curve to dynamically adjust token prices based on demand.

**Activity-Based Unlocks:** Radiant Capital (\$RDNT) tied token unlocks to user engagement metrics, incentivizing ecosystem participation while maintaining market stability.

**Recommendations:** Adopt dynamic unlock models and progressive pricing strategies to ensure sustainable distribution while minimizing speculative volatility.

## 6.5 Sustained Community Engagement

Community engagement is a cornerstone of successful token launches. Projects must foster long-term loyalty through governance models, staking incentives, and transparent communication.

Key Actions:

- Empower token holders with governance voting rights to influence project direction.
- Reward ongoing participation through staking rewards, liquidity incentives, or ecosystem contributions.
- Maintain active communication channels, such as Discord, Telegram, or Twitter, to engage with the community regularly.

**Example: Sui Network (\$SUI) integrated staking incentives and developer grants to sustain engagement, resulting in steady growth and strong market performance.**







# Conclusion

The token launch strategies of 2024-2025 reflect a maturing cryptocurrency market that prioritizes fairness, transparency, and sustainability. By adopting fair launch principles, implementing realistic tokenomics, and leveraging emerging technologies, projects can position themselves for long-term success. Emphasis on regulatory compliance, community engagement, and multi-chain strategies will be critical to navigating the increasingly competitive and regulated landscape.

Looking ahead to 2025 and beyond, the focus on inclusivity, technological innovation, and measurable value creation will continue to shape token launches. Projects that align with these principles are poised to thrive, driving adoption and innovation across the decentralized economy.

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## Footnote

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