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DIGITAL-ASSET  
RESEARCH & RISK  
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# 0x: POWERING DECENTRALIZED EXCHANGES



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# SECTION I: TEAM

## Section Overview

The 0x team boasts a variety of backgrounds within their team including but not limited to: engineering, finance, design, programming, and business. They are currently looking to grow their numbers and are in the process of hiring members that can join them in developing the 0x project.

## Facts and Figures

### **Highlighted Team Members:**



#### [Will Warren- Co-Founder and CEO](#)

- B.S, Mechanical Engineering from UCSD (dropped out from the UCSD Ph.D. program on Structural Engineering)
- Researcher on laser diagnostics, optics and signal processing at Los Alamos National Laboratory
- Technical Advisor for Basic Attention Token (BAT)



#### [Amir Bandeali: Co-Founder and CTO](#)

- BSc, Finance, University of Illinois at Urbana-Champaign
- Trader at Chopper Trading, and later at DRW



#### [Fabio Berger- Engineering Manager](#)

- B.S., Computer Science & Economics, Duke University
- Software Engineer at Airtable/Teleborder



#### [Alex Xu- Director of Operations](#)

- Bachelor's in Business/Managerial Economics
- Marketplace Manager at Amazon
- Partner Lead at Google

**Advisors:**



[Fred Ehrsam](#)

- B.S., Computer Science and Economics, Duke University
- Goldman Sachs, Foreign Exchange Trader
- Co-Founder of Coinbase



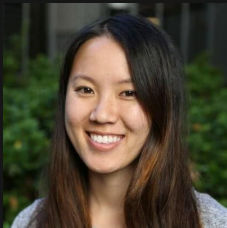
[Olaf Carlson-Wee](#)

- B.A., Sociology, Vassar College
- First Employee of Coinbase, Head of Risk & Product Manager
- Founder & CEO, Polychain Capital



[Joey Krug](#)

- Computer Science background at Pomona College
- Co-founder of Beam.io
- Co-Chief Investment Officer at Pantera Capital



[Linda Xie](#)

- B.A., Economics, UCSD
- Risk Analyst at AIG
- Product Manager at Coinbase
- Co-founder & Managing Director at Scalar Capital



[David Sacks](#)

- B.A., Economics, Stanford University
- J.D, University of Chicago Law School
- Chief Operating Officer at Paypal
- Founder of Geni.com, Yammer Inc., and Co-founder of Craft Ventures

## Section Analysis

0x is widely known as having one of the most high-profile, highly networked project alliances in the crypto world. Their team covers all bases, from the necessary technical expertise in the field of computer sciences to financial knowledge and business practice, and even legal processes. The best part is that they are still actively growing their team, which can potentially result in more high-quality accomplishments for the project. Their core team comes from some of the most prestigious institutions of higher education in the United States, and many of their team members have work experience in some of the largest tech companies in the world. Furthermore, the majority of their advisors are in one way or another closely linked to Coinbase, which is already a massively influential entity in the world of crypto. Given time, the combined capabilities of this team provided with the right set of circumstances could propel the 0x project to the forefront of the decentralized exchange initiative. The only issue with their team is the lack of internationally based individuals. Whether this hurts their global impact is yet to be seen. It is possible that 0x will seek to hire from different regions of the world later on. For now, the majority of their non-US based presence is mostly being represented by relayers in their network.

## Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"><li>-Highly experienced team with broad range of skills</li><li>-Very close connections with Coinbase</li><li>-Solid financial backing</li></ul>	<ul style="list-style-type: none"><li>--Need to recruit more foreign representation on both staff and relayers in order to penetrate the larger global marketplace.</li></ul>	

## SECTION II: TECHNOLOGY

### Section Overview

0x is a decentralized exchange protocol which is designed to use the power and versatility of the Ethereum Blockchain in order to trade Ethereum-Based Digital-Assets. To include ERC-20 and ERC-720 type tokens. 0x is not its own unique blockchain, but rather a protocol that interacts with the Ethereum Smart Contract Layer. The unique aspect of the protocol is that it relies on off-chain order-books that are curated by “relayers” in the 0x Network. Once a trade is taken, the actual exchange of assets takes place on the Ethereum Blockchain.

### Facts and Figures

- The 0x Protocol allows “Relayers” to keep off chain order books that, once completed, allow near instant on-chain settlement (exchange) of ethereum-based assets utilizing a version of the “atomic swap” concept.
- The protocol interacts directly with the Ethereum Smart-Contract Layer and is designed to serve as a tool for increased liquidity and security by relaying orders off-chain in the Network Transport Layer, the part of the OSI model, that deals with host-to-host communication.
- Protocol requires “Relayers”, hosting a relay is similar in concept to operating a node for other blockchains or networks. The main job of these relayers is not verifying transactions or mining blocks but rather hosting cryptographically signed order-books, independent of the Ethereum Blockchain.
- Relayers can choose to take fees in ZRX but it is not a requirement built into the protocol.
- Through the new “Market Maker Program,” high-value traders are able to access every the order books of all the relayers, allowing unique opportunities for arbitrage while drastically lowering counterparty risk....

...This essentially allows small, low volume, decentralized exchanges to offer liquidity at a level far beyond what their average trade volume would normally provide.

- 0x Relayer can be set up in under 5 min. utilizing the “0x Launch Kit”, which offers step by step instructions and tools to instantly set up a relayer infrastructure for a decentralized exchange.
- “0xInstant” provides Webmasters and DAPP developers instant access to the 0x liquidity pool by integrating instant cryptocurrency purchases within their application or website. 0xInstant allows interaction via standard Ethereum tools like Metamask, Trezor, or Ledger S wallets and is a simple HTML5 Widget that can be embedded within the website or application.
- The 0x Protocol has plans to go Blockchain agnostic, providing liquidity networks across other chains, but not cross-chain liquidity. (source: [Unchained Podcast Transcript with Will Warren of 0x](#) )
- 0x currently has approx 19 Relayers (+/-1) depending on if you count DDEX, which is in the process of forking the 0x protocol. (source: <https://0xtracker.com/relayers>)

## Section Analysis

0x has taken a unique approach to the liquidity issue specifically on decentralized exchanges. Individuals who have traded on a DEX before have likely experienced trading lag or slippage due to the illiquid nature of trading on DEXs. 0x as a protocol seems to fix many of these issues. While the structure looks deceptively simple from a technological standpoint, it is a solution that works. 0x provides an elegant and easy solution for people wanting to run a decentralized exchange or integrate ethereum payments into their application, game, or website. The real beauty of what 0x is doing in this sense is in how easy it is to become a relayer and to integrate 0x solutions into a variety of projects. This enables developers to prioritize their focus on the principal aspects of their project, without getting bogged down with trying to code or manage their own DEX protocols. Likewise, the Market Maker Program, while still in its infancy, offers another simple



solution to a common problem. The Market Maker Program is designed to increase the liquidity of the ethereum ecosystem by allowing smaller parties in the network to pool liquidity without compromising individual custody or responsibility of digital assets.

Unfortunately, the biggest current problem with 0x Protocol is actually its native asset, the ZRX token. According to the project whitepaper, ZRX's only two current functions are as a governance token and as a relayer reward mechanism. The case for governance in the 0x Ecosystem is extremely weak as there is currently no ecosystem requiring governance on the 0x protocol. Additionally, the team's concept of governance has yet to be fully conceptualized. Things may change with the introduction of the Market Maker Program, but until the program has had more time to develop, it is too early to tell whether it would have any effect. In addition, having a protocol governance token which is not native to the chain (i.e ETH on the Ethereum blockchain) and thereby does not incorporate certain checks and balances like a consensus method into governance leaves the protocol open to disastrous attacks and control struggles. The other function of ZRX (being a reward for relayers) is nearly useless because it is neither enforced or needed on the network. Having an incentive token on this type of network simply causes more friction within the network and increases costs for relayers.

### Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"> <li>-0x Provides simple, elegant solutions for DEX owners, webmasters, and developers.</li> <li>-0x Instant greatly increases the simplicity of integrating Ethereum based cryptocurrency payments onto other applications.</li> <li>-Off-chain order books with on-chain settlement greatly decrease friction and improve the user experience when utilizing DEXs.</li> <li>-Shared liquidity pools through the Market Maker Program will drastically increase the performance of the DEXs and the safety of the users.</li> </ul>	<ul style="list-style-type: none"> <li>-Taking fees in ZRX isn't happening with any relayer at the moment.</li> </ul>	<ul style="list-style-type: none"> <li>- ZRX is not being utilized by even a single relayer within the 0x Network.</li> </ul>

## SECTION III: APPLICATION

### Section Overview

#### ***“Create a tokenized world where all value can flow freely.”- 0x Vision Statement***

The application of the 0x Protocol is twofold: providing increased liquidity in the digital-asset marketplace and providing developers with easy solutions for integrating decentralized exchange functionality into their DAPPS and Websites. The ultimate goal is to increase the prevalence and effectiveness of decentralized exchanges, which are safer, reduce counterparty risk, and enable the original intent of cryptocurrencies as a decentralized peer-to-peer money system. This would allow a more decentralized vision of the future to be accomplished by drastically improving user experience and ease of access to less technologically savvy individuals.

### Facts and Figures

- Decentralized Exchanges only make up a small percentage of all trading volume. This is largely due to the limitations of DEXs (i.e, massive computing resource requirements, and lack of interchain transactions) which usually result in poor end-user experience.
- In the United States, running a centralized exchange often requires a money changing license: an expensive and intrusive certification.
- Decentralized exchanges typically are slower and usually have higher fees than centralized exchanges due to users having to pay network transaction fees on top of exchange fees.
- Centralized exchanges are not suited to providing in-app or in-site sales. In this respect, decentralized exchanges are better suited to the task.
- DEXs typically cannot do fiat to cryptocurrency transactions, nor can they normally perform cross chain transactions.
- The 0x Protocol drastically improves DEX user experience by increasing speeds and increasing liquidity.
- From a developer standpoint, the 0x Protocol provides previously unavailable ease-of-access to a decentralized exchange protocol and liquidity network.

- Increasing the amount of DEXs directly impacts the availability and adoption of cryptocurrencies by increasing the integration and availability of cryptocurrencies in non-traditional mediums such as video games and web-apps.
- Market Maker Programs decrease the cost of providing liquidity by eliminating network transaction fees with the exception of mass cancellation orders.

### **Section Analysis**

The vision of 0x is very simple but ultimately very strong. Many crypto projects suffer from a hyper broad vision, trying to tackle too many things, and ultimately ending in failure. Comparatively, 0x focuses the scope of their project to creating solutions for the more common problems in crypto. 0x's vision is streamlined, do-able, and achieves necessary resolutions for the DLT space. The niche area of their project allows them to focus on hitting specific goals and milestones needed to accomplish the overall vision. For now, decentralized exchanges, while becoming more and more common, are still vastly underutilized. Certain online marketplaces within other applications such as video games are, in a way, exchanges. Centralized exchanges normally do not offer the option to trade unique, non-fungible assets.

Integrating decentralized exchange protocols into video games and other such non-traditional exchanges is a largely untapped market within the crypto-currency industry. Adding these markets into a decentralized exchange network allows traders to make and take orders against non-traditional, derivative, non-fungible assets. In order to do this, 0x needs to improve market liquidity and also establish a network of liquidity providers (which they are doing through the Market Maker Program). Given the strength of the team and the scope of the vision, we find that the application of the 0x Protocol is extremely high.

## Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"> <li>- 0x has an excellent scope of vision, neither too narrow or too broad.</li> <li>- Increasing the number of decentralized exchanges is key to opening new markets and increasing liquidity in the markets.</li> <li>-Decentralized Exchange Protocols are still in their infancy and competition is low.</li> <li>-Easy integration into alternative applications would allow great increases in liquidity.</li> </ul>	<ul style="list-style-type: none"> <li>- 0x's vision could be marketed and explained better.</li> </ul>	-

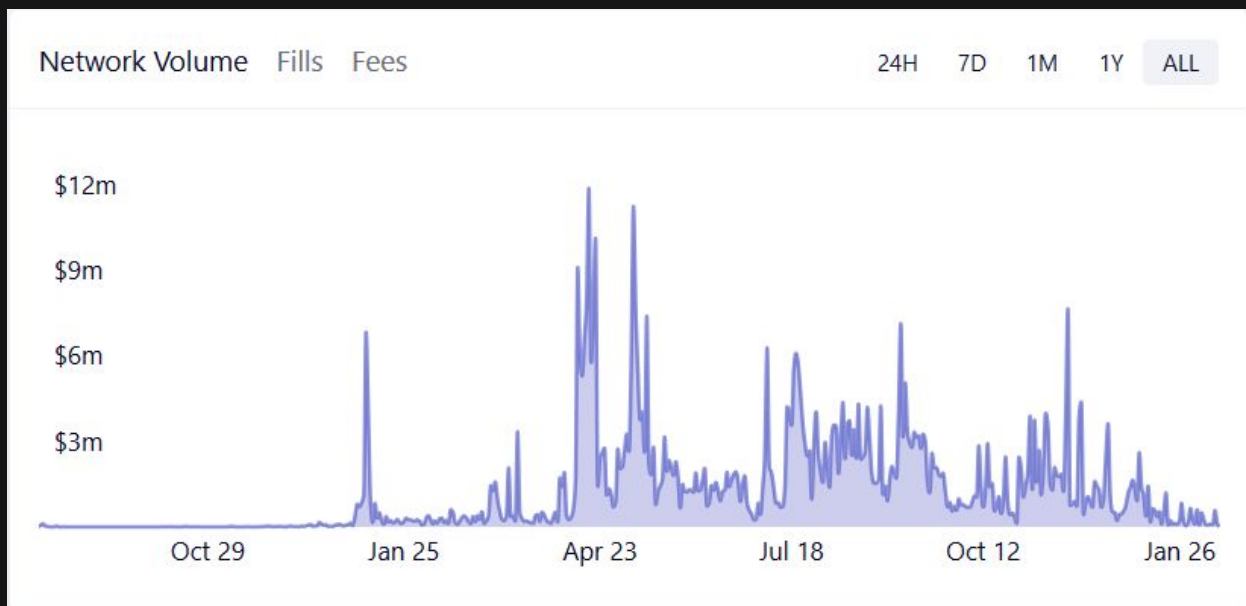
## SECTION IV: ADOPTION & ALLIANCE

### Section Overview

There is not much to say about the adoption of the 0x Protocol, except that it is moving slowly but consistently forward. It is backed by a strong team with good connections and already has a moderate amount of transaction volume across its relayers.

### Facts and Figures

- 0x Relayers have a combined average of over 100,000 dollars of daily total network volume. 0x network volume peaked on April 18th, 2018 with over \$11 million in volume.



- 0x Currently has 19 Relayers, and dozens of integrations into websites and applications through 0xInstant.
- The Market Maker Program is a crucial next step in providing liquidity within the 0x ecosystem. However, it requires an intimate knowledge of Blockchain technology far beyond what most people currently have.
- 0x is part of the DeFi network: a conglomerate of projects who design their projects around decentralized applications, interoperability, and ease of use. (source: <https://defi.network/>)
- During their ICO, 0x received raised over \$24M dollars in funding, which has allowed them to sustain the 0x Ecosystem Acceleration Fund, which finances other developers who wish to build in the 0x ecosystem.

## Section Analysis

The adoption of 0x is off to a good start, but still has a long way to go. Decentralized Exchanges are popular in theory, but more education is needed in the general populace regarding what kind of advantages they provide over centralized exchanges. Directed marketing to potential relayers could potentially help with this issue. In addition, The Ecosystem Acceleration Program has given out over 1 million dollars to assist with the expansion of the space. That being said, 0x is still very much in its infant adoption phase and much of its future capabilities will likely rest on the success of onboarding more Relayers, along with the success of its Market Maker Program.

## Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"><li>- There is room for expansion and improvement.</li><li>- The team's strength and connection to Coinbase are good drivers of awareness.</li></ul>	<ul style="list-style-type: none"><li>- 0x needs more relayers, a marketing campaign focused on increasing relayers would be helpful.</li></ul>	<ul style="list-style-type: none"><li>-</li></ul>

## SECTION V: LEGAL

### Section Overview

Currently, the legal status of many cryptocurrency projects are hovering in a quasi-ambiguous state and 0x is no exception. Being based in the U.S. brings with it several legal hurdles and unique challenges. However, 0x seems to do their best to remain legally compliant. That being said, there are some accusations floating around which could be potentially damaging if certain regulations are applied.

### Facts and Figures

- 0x's SEC filing number is [021-309244](#)
- 0x (ZeroEx on filing documents) is registered in Delaware under filing number: 6310999.
- Companies offering ICOs in the U.S. or to U.S. investors must register with the SEC as either a securities offering or as a securities-exempt offering. Either way, companies offering ICOs to U.S. citizens, OR companies based in the U.S. MUST be involved at some level with the SEC to avoid potential legal repercussions. 0x is one of the few in the space to actually do a proper filing.
- Because the Digital-Asset marketplace is so immature and there has not been a distinct legal status granted to Digital-Assets, there are not many consumer protections being applied to the market. Things like insider trading, price manipulation, and other such events are still commonplace. Currently, these events are not prosecuted because it is still a poorly regulated market. However, it is possible that once regulation is solidified over the next few years, such things will be prosecutable.
- There have been accusations of conflict of interests and insider trading due to ZRX's listing on Coinbase. This is probably due to the involvement of Linda Xie, Fred Ehrsam, and Olaf-Carlson Wee, all of whom have previously worked for Coinbase. Linda Xie also is the co-founder of Scalar Capital, a crypto-asset hedge fund who injected a large amount of capital in 0x before the Coinbase Listing. (Source: [Accusation Controversy](#))

## Section Analysis

Legally speaking, ZRX appears to have done a lot of things right. It filed for a proper securities exemption with the SEC and is registered in Delaware. Although the cryptocurrency space is currently largely unregulated, governments all over the world are quickly developing regulatory policies in response to DLT's. This means that 0x could potentially be subject to new regulations just like any other project in the space. Unfortunately, the accusations of insider trading and conflict of interest regarding the Coinbase listing could potentially provide lawmakers fuel for a lawsuit or investigation. Although unlikely, it is a point still worth mentioning, as a legal investigation could tank the price of ZRX or even the 0x project itself. That being said, it can't be said for certain without a formal investigation whether or not anything illegal happened. To clarify, should regulators decide to investigate this situation, it could result in legal action which would be highly detrimental to the reputation of the project.

## Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"><li>- 0x performed the proper filing of SEC documentation for a securities-exempt offering.</li><li>-0x is the first ERC-20 token to be listed on Coinbase, which bodes well legally.</li><li>-Governance and incentive tokens have not been declared securities under U.S. securities law (yet)</li></ul>		<ul style="list-style-type: none"><li>- Validation of accusations of possible insider trading during the Coinbase listing could completely crash the if a lawsuit were to arise.</li></ul>



## SECTION VI: ECONOMICS

### Section Overview

Name: 0x Protocol Token

Symbol: ZRX

ICO Date: August 12, 2017- August 16, 2017

ICO Price: [\$0.048] [฿0.0000116] [Ξ 0.000164]

Current Price (Feb. 21, 2019): [\$ 0.251] [฿ 0.0000720] [Ξ 0.00233]

Circulating Supply: ZRX 583,934,416

Total Supply: ZRX 1,000,000,000

Current Market Capitalization (Feb 1, 2019): [\$146,421,467] [฿ 42,024]

(source: [www.cryptorank.io](http://www.cryptorank.io) , [www.coinmarketcap.com](http://www.coinmarketcap.com))

### Facts and Figures

#### EXCHANGES LISTED:

55 Global Markets- BTC ETH	ABCC- BTC ETH USDT	BigONE - BTC
Bilaxy - ETH	Binance - BTC ETH	Bitbay- USD EUR PLN BTC
Bitbns - INR	Bitbox - BTC ETH	Bithumb - KRW
Bitkub - THB	Bitmart - BTC ETH	Bitmax -BTC ETH
Bittrue - BTC ETH XRP	Bittrex - USD BTC ETH USDT	C2CX - BTC DRG USDT
Cashierest - KRW BTC ETH	Cobinhood - ETH	Coinbase Pro(GDAX) -USD EUR BTC
Coinbene - BTC	Coinbit – BTC	Coineal - BTC ETH
Coinex - BTC BCH ETH	Coinexchange - BTC ETH LTC DOGE	Coinmex - ETH
Coinone - KRW	Cointiger - BTC ETH	Coinzest - KRW BTC ETH
Crex24 - BTC	Cryptopia - BTC LTC DOGE	DDEX - WETH DAI
DIGIFINEX - BTC ETH USDT	EtherDelta (ForkDelta)- ETH	Ethfinex - USD BTC ETH
Exmo- USD BTC ETH	Gate.io- BTC ETH USDT	GDAC - KRW
Gopax- KRW BTC ETH	HitBTC - BTC ETH USDT TUSD	Hotbit - BTC ETH
Huobi Global - BTC ETH USDT	IDEX – ETH	Independent Reserve - USD AUD NZD
Iquant - BTC USDT	Koinex – INR	Korbit - KRW
Kucoin - BTC ETH	Kyber Network - ETH	Livecoin- BTC USD
Mercatox - BTC ETH	OkCoin - USD BTC ETH	OKEx - BTC ETH USDT
OTCBTC - ETH	Poloniex- BTC ETH USDT	Sistemkoin- TRY BTC ETH USDT

Tidex - BTC ETH	Trade.io - BTC ETH USDT	UPbit - KRW BTC ETH USDT
Vebitcoin - TRY BTC	WazirX - BTC USDT	YoBit - USD RUR BTC ETH DOGE WAVES
ZB.com - QC BTC USDT		
TOTAL: 61 Exchanges		

#### **RELAYERS (RECENTLY ACTIVE):**

Tokenmom ( <a href="https://tokenmom.com">https://tokenmom.com</a> )	Paradex ( <a href="https://paradex.io">https://paradex.io</a> )
Radar Relay ( <a href="https://radarrelay.com">https://radarrelay.com</a> )	The Ocean ( <a href="https://theocean.trade/">https://theocean.trade/</a> )
Veil ( <a href="https://veil.co/">https://veil.co/</a> )	GUDecks ( <a href="https://gudecks.com/">https://gudecks.com/</a> )
LedgerDex ( <a href="https://ledgerdex.com">https://ledgerdex.com</a> )	Token Jar ( <a href="https://tokenjar.io/">https://tokenjar.io/</a> )
STAR BIT ( <a href="https://www.starbitex.com">https://www.starbitex.com</a> )	Bamboo Relay ( <a href="https://bamboorelay.com/">https://bamboorelay.com/</a> )
Emoon ( <a href="https://emoon.io">https://emoon.io</a> )	

(source: <https://0xtracker.com/relayers>)

In terms of sheer accessibility to their token, the 0x project has done well on the exchange listing front. Being listed in 61 exchanges is no small feat, and directly increases the potential number of retail investors that can purchase the token. This type of exposure to the public will only continue to increase as 0x also seeks to be at the forefront of being the foundational protocol underpinning decentralized exchanges via their Relayer system. The Relayer system can also be an immense factor in on-boarding the general public to digital assets in general. Additionally, the 0x OTC (Over the Counter) Dapp is looking to create a way for ERC-20 token exchange without the use of Relayers possible. All of these concurrent projects can make 0x a potential industry titan in terms of mass adoption in the near future.

## TECHNICAL ANALYSIS:



(source: [www.tradingview.com](http://www.tradingview.com), charted- Jan21, 2019)

The current trend for ZRX/USD is a weak bearish movement. Since November 2018, a descending triangle has been forming, as shown by the progressive lower highs. The current support is holding at the \$0.25 zone. Price action will probably continue to stay within the triangle, but the market will be forced to pick a direction within the next few weeks (or months). If the bulls decide to break out upward, then their momentum could easily take them to the \$0.45 zone (Fib 23.6%), and beyond that probably test the \$0.58 zone (Fib 38.2%). However, any bullish sentiment should be taken with caution as there is still enough bearish volume to slowly push price action south, as shown by the thickness of the Kumo(Cloud) on the Ichimoku. The fact that there is still no cloud twist shows the possibility of downward movement. Additionally, on January 10, the thicker part of the cloud acted as a hard resistance and forcibly pushed the price action downward. The support at the \$0.25 zone is tentative, and if broken can see the price action move south towards the \$0.20 zone. Any further collapse can see the price action touch the \$0.15 zone. Regardless, the general assessment for this asset pair is that there is still much more room on the upside. On the trading side of things, retail purchases at the current price point can lead to profits of 104%, 136%, 176% using Fibonacci retracement lines 38.2, 50, and 61.8 as Take-Profit targets. Additionally, it is possible to wait and see if the breakout from the descending triangle heads south,

which opens the possibility for setting up buy entries at the \$0.20 and even the \$0.15 zones.

### **MAKING MONEY ON 0x**

- 1) Buy and Hold: The buy and hold strategy is the default option, and probably the safest from a risk management perspective. Although the current overall market has been in a bearish state for about a year, an analysis of the charts shows that as far as 0x is concerned, there is more upside than risk, provided that the project's fundamentals stay strong (i.e. growing team, increase in 0x based Dapps and decentralized exchanges).
- 2) Day Trading- Being listed on 61 exchanges makes 0x one of the easier to day trade. There is a healthy amount of trade volume for ZRX, numbering in the millions of dollars of daily turnover. However, one should always be cautious when day trading crypto, due to market manipulations. As with every proper day trading strategy, proper risk management must be implemented in order to minimize potential losses.
- 3) Build a Relayer- Another avenue of profitability for the 0x supporter is to build your own Relayer. In short, becoming a relayer basically allows anyone to build their own decentralized exchange using the 0x protocol. The advantage to doing this is that anyone can be a part of the overall ecosystem, adding to the utilization of the protocol, while also collecting from the costs of transactions for anyone using your relayer for their trades. If you've always wanted to create your own exchange, here is a good place to start. The 0x team has even provided their own guiding documentation for those interested in going down this path: (source: <https://0x.org/wiki#Build-A-Relayer>)
- 4) Become an affiliate on 0xInstant- This option is almost like a lightweight version of becoming a relayer. The 0x team has built a package that can be seamlessly integrated into apps and websites that allow access to digital assets for order-making and taking. The end host integrating 0x instant can set the fees for all trades made their instance of 0xInstant. This potentially can provide a more low-maintenance option for those looking for a simpler to handle passive revenue source. Project documentation for those interested in 0xInstant can be found here:(source: <https://0x.org/wiki#Get-Started-With-Instant>)
- 5) Become a 0x Market Maker- Just last month, 0x introduced a new program, the Market Maker program, as a new initiative to bring liquidity into the 0x network. This option is the most complicated out of all the revenue options, but can potentially be the most lucrative if successfully executed. The 0x team

is providing guidance and support for Market Makers, to ensure the highest success rate. However, the barrier to entry can be pretty high, as the learning curve to successfully becoming one of their Market Makers can be quite steep for those not intimately familiar with the inner workings of blockchain technology. However, for those who succeed to meet their criteria can expect to be rewarded up to \$15,000. More information for this option can be found here: (source: <https://0x.org/market-maker> <https://0xtracker.com/relayers>)

## Section Analysis

As a project, 0x has been steady in upholding the decentralization vision of distributed ledger technology. The project team takes it one step further by making decentralized exchanges more accessible to the public. The popularity of the project, along with the number of solutions their protocol is seeking to solve has earned 0x a good reputation among the crypto community. For the more economically motivated individual, the true advantage with 0x is the way that the project itself has creatively opened different avenues of profitability for anyone willing to take the time and effort to learn how to build a relayer, or for those who want a more light-weight option, to still profit from the integration of 0xInstant into their apps or websites. For the more experienced blockchain user, the Market Maker option can be a huge revenue stream. Simply succeeding in becoming a fully fledged Market Maker already brings in \$15,000. However, the prerequisite knowledge needed to be a successful Market Maker bars even most experienced retail investors from being able to utilize this option.

One note of caution: becoming a relayer, using 0xInstant, or being a Market Maker may sound like an easy way to make money in theory, but may not always work out that well in the real world. According to the 0x Tracker, almost half of the relayers have been inactive or have only seen minuscule amounts of activity in the last few months. For some, the amount of time and effort spent building a relayer may not result in the expected ROI. Perhaps under better over-all market conditions, the status of these relayers might change and can be lucrative sources of profit. Under the current bear market conditions and uncertainty with some large-scale fundamentals (global, not project related), the buy and hold strategy may yet prove to be the safest option.

### Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"><li>-Numerous exchange listings (61), make for easy purchasing accessibility</li><li>-Offers direct crypto-fiat trading</li><li>-You can build your own Relayer (and basically be your own exchange)</li><li>-0xInstant can be an easy to integrate passive revenue stream.</li><li>-Listed on Coinbase.</li></ul>		<ul style="list-style-type: none"><li>-Unless the ZRX token finds a truly operation-critical function, the value of the token itself is null.</li></ul>

## SECTION VII: MARKETING

### Section Overview

Although 0x is not as aggressive in widespread marketing as other projects, they have done enough to garner a good amount of attention to their project. The following are the statistics behind their marketing presence.

### Facts and Figures

SOCIAL MEDIA PRESENCE: By the Numbers	
TWITTER	FACEBOOK
<a href="https://twitter.com/0xproject">https://twitter.com/0xproject</a> Followers: 146,000+	<a href="https://www.facebook.com/0xProject/">https://www.facebook.com/0xProject/</a> Followers: 1,722
REDDIT	DISCORD CHAT
<a href="https://www.reddit.com/r/0xProject/">https://www.reddit.com/r/0xProject/</a> Readers: 15,524	Invitation Link: <a href="https://discordapp.com/invite/d3FTX3M">https://discordapp.com/invite/d3FTX3M</a> Members: 1,663
OTHER MEDIA OUTLETS AND CHANNELS	
MEDIUM	
<a href="https://blog.0xproject.com/">https://blog.0xproject.com/</a>	

MAJOR MAINSTREAM PRESS HIGHLIGHTS	
FORBES	
Article: <i>"0x Launches Instant, Delivers An Easy And Flexible Way To Buy Crypto Tokens"</i>  <a href="https://www.forbes.com/sites/rebeccacampbell1/2018/12/06/0x-launches-instant-delivers-an-easy-and-flexible-way-to-buy-crypto-tokens/#7696b2394356">https://www.forbes.com/sites/rebeccacampbell1/2018/12/06/0x-launches-instant-delivers-an-easy-and-flexible-way-to-buy-crypto-tokens/#7696b2394356</a>	
VENTUREBEAT	
Article: <i>"0x leads the way for 'tokenization' of the world, and collectible game items are next"</i>  Link: <a href="https://venturebeat.com/2018/09/24/0x-leads-the-way-for-tokenization-of-the-world-and-collectible-game-items-are-next/">https://venturebeat.com/2018/09/24/0x-leads-the-way-for-tokenization-of-the-world-and-collectible-game-items-are-next/</a>	
FORTUNE	
Article: <i>"Security Tokens Get a Boost as PayPal Vet Joins 0x Board"</i>	

Link:  
<http://fortune.com/2018/09/06/0x-harbor-blockchain/>  
TECHCRUNCH

Article:  
*"0x lets any app be the Craigslist of cryptocurrency"*

Link:  
<http://fortune.com/2018/09/06/0x-harbor-blockchain/>

### Section Analysis

0x has always enjoyed the reputation of being a legitimate crypto project, thanks in part to the advisors and backers that they have been able to bring into their corner. However, their overall marketing definitely has some room for growth. Their most solid presence is on Twitter with about 150k followers, followed by Reddit, with about a tenth of that number, and finally with about 1,500 followers each on Facebook and Discord. These low numbers are definitely surprising, but the attention they garner on Twitter may be enough to compensate for the low numbers on Facebook and Discord. Additionally, it seems like the community on Discord attracts a more mature crowd in terms of developer presence. The chat channel tends to have a consistent presence from the team, and the topics usually brought up are either legitimate concerns or possible solutions to improve the project. This type of healthy community dialogue speaks volumes as to the project team's ability to attract a demographic that is more involved in making the project better.

All of 0x's social media outlets consistently push out updates, and their community supporters seem content with the amount of engagement the team has with them. In fact, it seems that 0x has decided to apply more focus on community development. One major example for this is how they are utilizing their Medium page not only post project updates, but also as a place to post supplementary educational information to make usage and development of their protocol easier for the public. As for the rest of their marketing, their main strategy seems to rely mostly on heralding the tangible developments of their projects, as opposed to using hype. As seen above, they have already been featured in some very respected mainstream media outlets. Surprisingly, 0x has opted not to have a Telegram channel, which is common practice for most projects. However, their overall marketing seems successful, albeit a little slower on some fronts. As they continue to grow their team and add more marketing and community specialists, they should be able to reign in more attention (and possibly more investors) towards their project.



### Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"><li>-Healthy Twitter presence</li><li>-Active 0x team presence on Discord channel</li><li>-Tangible (non-hype based) updates on outlets</li><li>-Consistently well written and highly informative Medium articles</li></ul>	<ul style="list-style-type: none"><li>-Facebook page needs more exposure</li><li>- More intentional marketing towards developers and potential relayers.</li></ul>	

## SECTION VIII: SENTIMENTAL ANALYSIS

### Section Analysis

0x has largely done a great job avoiding any kind of action that was controversial enough to result in a public relations nightmare. For the most part, they have maintained the same positive sentiment towards their project since their inception. It definitely helps that they have a solid team with backers that are considered high profile individuals who are widely known in the crypto world. Their newly announced community engagement leader shows their commitment to maintaining an open dialogue with their supporters, and the wider public at large, which is always helpful in maintaining positive sentiment. Their updates are non-flashy, and at times can be technically dense, which ironically appeals to the right type of mature investor and/or developer that a serious project wants. In fact, it can be said that there are a lot of elements about the 0x project that can be considered “boring,” but in the same way that a long stretch of highway can be boring but is a necessary piece of infrastructure for convenient travel. The only true cause of concern being voiced from the public developer circles is the issue of the true value of the ZRX token. There is an ongoing dialogue for trying to fix this problem, but until a legitimate solution that gives the token inherent value is found, this issue can and should be a sticking point for investors.

### Stoplight Matrix

Positives	Needs Improvement	Red Flags
<ul style="list-style-type: none"><li>-Mostly controversy free</li><li>-Technical updates are consistent and often have verifiable proof of concept samples.</li><li>-Has enjoyed high profile individuals in crypto speaking positively on their behalf</li></ul>		<ul style="list-style-type: none"><li>-The ZRX token needs to have real value that can ease any investor concern</li><li>-Coinbase listing accusations introduced negative sentiment to the project</li><li>-DDEX is hard forking the 0x Protocol to get rid of ZRX completely</li></ul>

## SECTION IX: TTALEMS RISK ASSESSMENT

Needs Improvement/Red-Flag Group	Assessment	Deduction
<ul style="list-style-type: none"> <li>-The ZRX token needs to have real value that can ease any investor concern</li> <li>- Unless the ZRX token finds a truly operation-critical function, the value of the token itself is null</li> <li>- ZRX is not being utilized by even a single relayer within the 0x Network.</li> <li>- DDEX is hard forking the 0x Protocol to get rid of ZRX completely</li> </ul>	<p>- While this deduction may seem excessively harsh we analyze projects from the perspective of the investor/user. The reality is that the ZRX token in its current form has no valid value proposition. The proposed governance use-case is weak and can lead to many other problems if actualized. Furthermore, the lack of usage of the Token as the incentive for relayers indicates the ultimate uselessness of the ZRX token. This is further confirmed by DDEX, previously the largest relayer in the 0x Network, announcing plans to Hard Fork the protocol and remove ZRX entirely. This is not to say that the 0x Protocol is worthless, far from it, but ZRX holds no way to tap into the value that 0x is creating as a company.</p>	- 20
<ul style="list-style-type: none"> <li>- Possible insider trading and market manipulation could completely crash the viability of the project in the case of a lawsuit.</li> <li>- Coinbase listing accusations introduced negative sentiment to the project</li> </ul>	<p>- The potential legal repercussions of the 0x project being investigated for market manipulation and insider trading are marked, especially because of the fledgling status of the company. They have appeared to do everything else above board legally, (registering properly with the SEC etc.) but the very real possibility of insider trading from large capital firms results in extreme risk exposure to retail <u>traders</u>.</p>	- 12
<ul style="list-style-type: none"> <li>- More intentional marketing towards developers and potential relayers.</li> </ul>	<p>- This isn't actually as much a red flag, but more of a series of "needs improvements." In order to be truly successful, 0x must recruit more</p>	- 1

- Facebook page needs more exposure	relayers and penetrate foreign markets. Directed marketing and hiring will help tremendously, without which the potential growth of the project is limited.	
<b>TTAALEMS RISK SCORE</b>		<b>67 / 100</b>

## DONATIONS

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Ethereum Wallet



Bitcoin Wallet



Tron Wallet

### Ethereum/ERC20:

**0xCDB2eb2366A7ac43d0eA746F7291a7FE3ea383eE**

### Bitcoin:

**1DtHMChE3bgNwgNQLAT3YTikXirp77UyRS**

### Tron/TRC20:

**TYFNrksabwhUN5P16Jaizhy2CNi34qVrdP**



