Criterio

The gold standard of Web3 project readiness

The Problem

Most Web3 projects don't get rejected by investors, accelerators, or exchanges — they get silently ignored during outreach.

Not because the idea is weak, but because of overlooked gaps in:

- Tokenomics
- Legal structure
- Positioning & narrative
- Product fundamentals
- Documentation & investor readiness

These gaps are invisible to founders — but instantly obvious to funds, accelerators, ecosystem teams, and listing committees.

The Solution

A deep, structured pre-outreach audit that uncovers weaknesses before funds, accelerators, or exchanges do.

Allows:

- Identify risks early
- Reveal non-obvious weaknesses
- Provide concrete, practical fixes
- Prepare the project for all high-stakes opportunities

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Leads to:

- Successful fundraising
- Accelerator admissions
- Listings on better exchanges
- Grants received
- Strong strategic partnerships

Our Core Product: The Criterio Assessment

A structured 360° evaluation built on 142 criteria across 10 key areas.

Product and Technology	Tokenomics
Market and Competitors	Business Model
Finance	Legal and Compliance
Team and Operations	Community and Marketing
Partnerships and Ecosystem	Risks and Red Flags

Criterio Service Packages

Criterio offers tailored, high-impact solutions designed to prepare your project for fundraising, TGE, partnerships, listing, and market growth.

Comprehensive Assessment & Growth Strategy

Full 360° audit + 3-6 month roadmap

Fundraising & Pitch Readiness

Investment prep, deck upgrade, pitch scripts, mock calls

Tokenomics, TGE & Listing Readiness

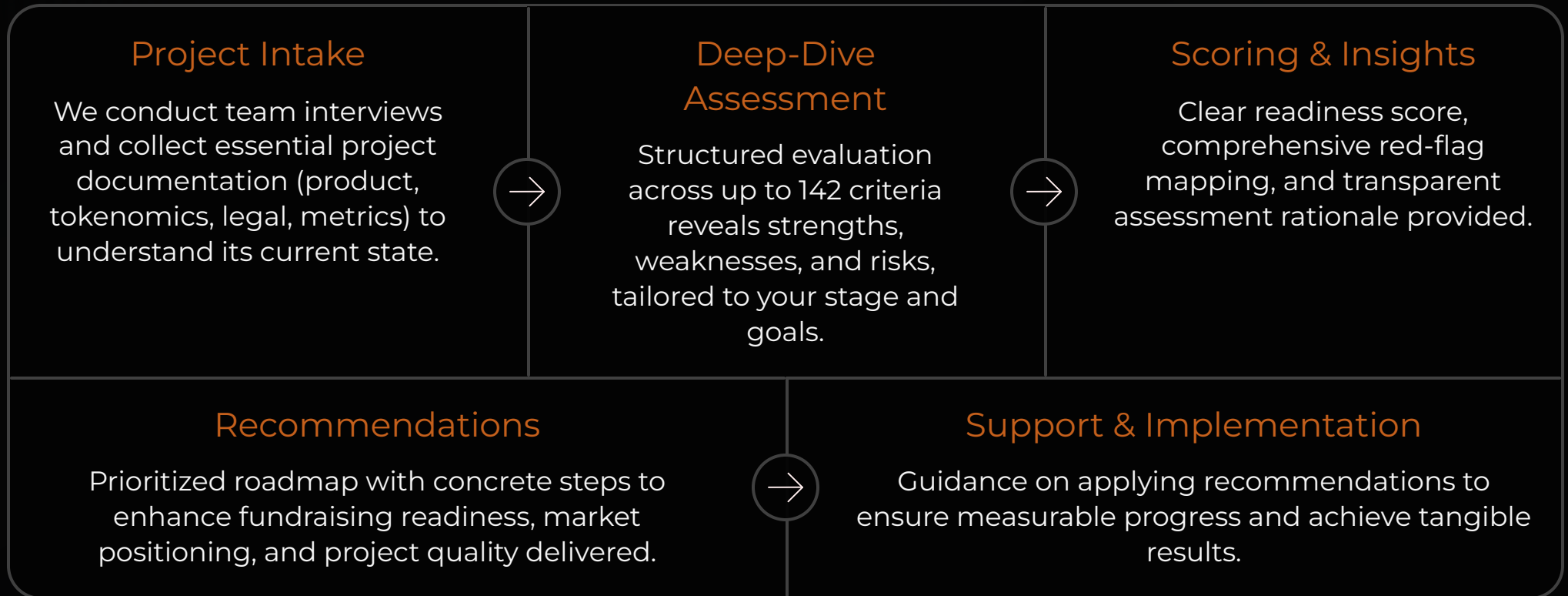Token model review, TGE plan, exchange fundamentals

Product, Market & Traction Audit

Positioning, metrics, market fit, growth bottlenecks

Legal & Compliance Screening

Early detection of red flags before TGE, VCs, and exchanges

How We Work

Project Intake

We conduct team interviews and collect essential project documentation (product, tokenomics, legal, metrics) to understand its current state.

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Deep-Dive Assessment

Structured evaluation across up to 142 criteria reveals strengths, weaknesses, and risks, tailored to your stage and goals.

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Scoring & Insights

Clear readiness score, comprehensive red-flag mapping, and transparent assessment rationale provided.

Recommendations

Prioritized roadmap with concrete steps to enhance fundraising readiness, market positioning, and project quality delivered.

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Support & Implementation

Guidance on applying recommendations to ensure measurable progress and achieve tangible results.

What You Get

Full Readiness Score

A complete, objective score showing how prepared your project is for investors, accelerators, exchanges, and partnerships.

Detailed Action Roadmap

A practical, step-by-step plan to address weaknesses, improve key metrics, and enhance your positioning.

Red Flags Report

Specific issues that could jeopardize investor discussions, accelerator interviews, or exchange listing reviews — accompanied by clear solutions.

Strategic Guidelines

Messaging, positioning, and documentation recommendations customized for your goals (fundraising, accelerator, listing, partnership).

Who Gets the Most Value from Criterio

One assessment — three audiences benefit.

For Projects

- Faster and more successful fundraising
- Strong tokenomics & legal structure
- Higher acceptance in accelerators
- Better positioning for partners and listings
- Stronger narrative and documentation
- Fewer red flags that kill deals

For Venture Funds

- Objective, structured due diligence
- Clear risk scoring and red-flag detection
- Faster and more confident decision-making
- Reduced time spent on weak or misaligned deals

For Exchanges & Ecosystems

- Faster and cleaner applicant filtering
- Lower risk from unprepared teams
- Listing-ready checks aligned with internal standards
- Higher-quality projects entering your ecosystem

Why Criterio Is the Right Partner

Built on **4 years of evaluating Web3 startups** from within a venture fund

4,500+ Projects Evaluated

Deep experience across DeFi, AI x Web3, Gaming, DePIN, Infrastructure, and more.

83 Investment Deals Closed

Hands-on expertise selecting and supporting high-quality teams.

26 VC Partnerships

Strong network of venture funds and investment partners.

240+ Strategic Partners

Exchanges, market makers, PR and media agencies, development studios, and key service providers.

We assess projects **like an investment committee** — because for 4 years, that's exactly what we were.

Ecosystem of Partners

Beyond assessment, Criterio gives you access to 240 verified Web3 partners spanning all critical areas of product development, fundraising, and ecosystem growth.

Product & Technical

Development studios, smart contract auditors, DevOps teams, infrastructure providers, , security experts.

Events & Conferences

Global Web3 conferences, regional summits, hackathon organizers, ecosystem meetups, and event production teams.

Financial & Investment

Venture funds, launchpads, market makers, listing support teams, legal & compliance advisors.

Marketing & PR

PR agencies, influencers, media platforms, content studios, performance marketing teams, branding specialists.

Education & Acceleration

Accelerators, incubators, university blockchain programs, hackathon communities, DAO guilds, grant programs.

Ways to Work With Us

Comprehensive Assessment

Complete 360° evaluation (up to 142 criteria), including a readiness score, red-flag report, and prioritized roadmap.

Ideal for preparing your project for fundraising, accelerator admission, exchange listing, or strategic partnerships.

Strategy Session

Focused 1–2 hour expert session on tokenomics, narrative, product strategy, or fundraising.

Perfect for gaining rapid insights or validating high-impact decisions.

Ongoing Advisory

Weekly or monthly expert guidance to support implementation, refine milestones, and prepare for investors and partners.

Designed for teams seeking continuous direction and accountability.

Achieve institutional-grade readiness and leave unprepared projects behind.

Let's Chat   **View Sample Assessment**   **Criterio.io**

Criterio — built by investors, not consultants.