



2024 Dead Coins Report:

From  Creation
to  Catastrophe

Initially, the cryptocurrency field was a subject of interest for tech enthusiasts, but it has now grown into a large and ever-changing market, revolutionizing the financial landscape in the 2010s and beyond. Investors and crypto projects face intricate hurdles in this market. One of those is the volatility and unpredictability, making it challenging to survive in this industry.

To further understand these challenges, we conducted a comprehensive analysis of over 12,000 cryptocurrency projects, examining their lifespans and development trends.



Nearly two-thirds of crypto projects have died.



72% of crypto projects born in the 2020–2021 (bull run) have died.

Key Findings



The Terra and Cardano ecosystems are among the top 10 categories with the most dead coins.

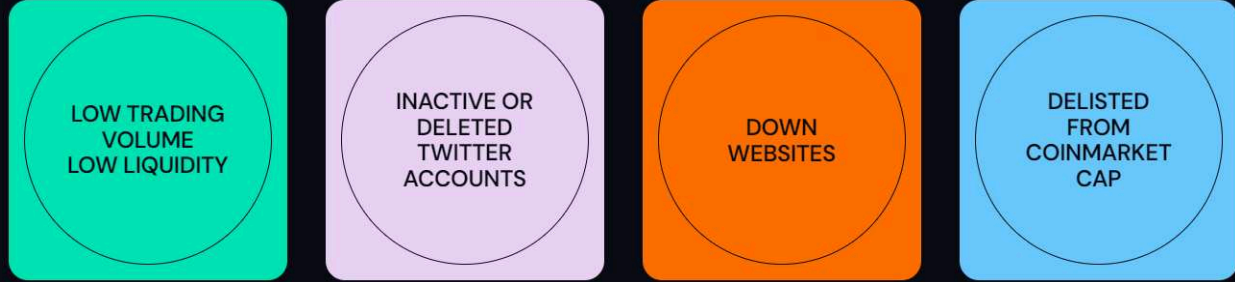


The average lifespan of a crypto project is 3 years, which is shorter than a typical market cycle.

What We Did

We examined over 12,000 crypto projects listed on CoinMarketCap and sorted them into different categories based on their tags.

We then determined whether they were "dead" by using these 4 criteria:



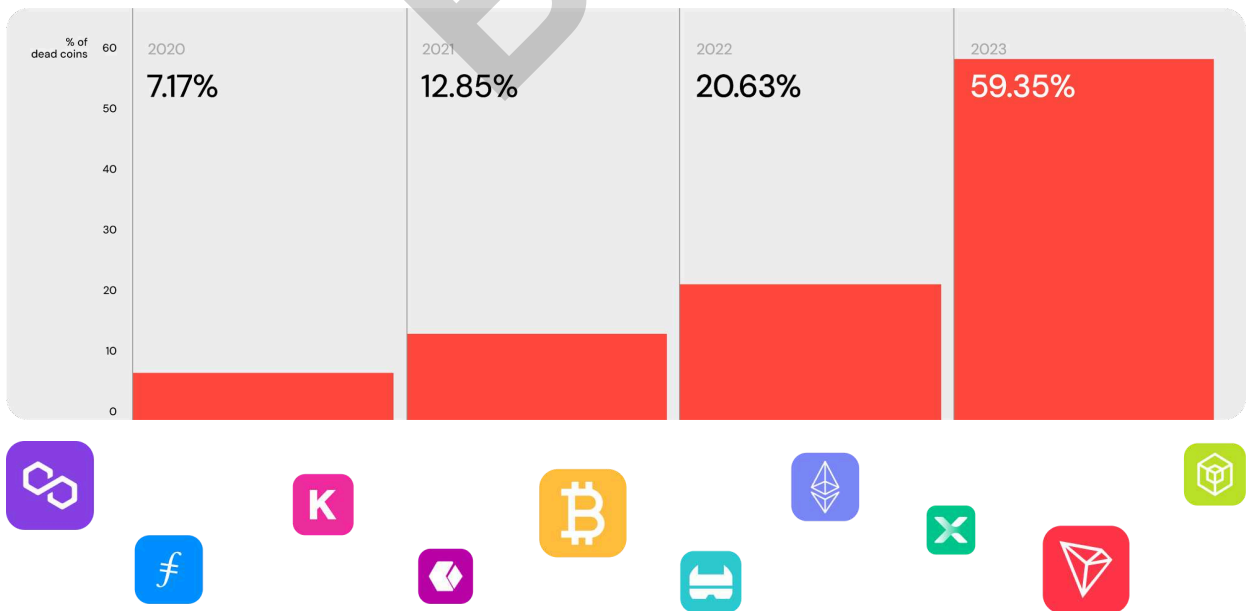
To calculate the lifespan of these tokens, we investigated their domain registration and last Twitter post dates, leaving out cases where data was unavailable for our final assessment.

In 2023, **65%** of Crypto Projects have Died

Leading up to 2023, there has been a notable decrease in the cryptocurrency market, which has led to the death of a total of **65 %** of projects.



2023 is the toughest year in the 2020-2023 cycle, with nearly 60% of dead coins disappearing during that period



Among dead coins:


	% of deadcoins
Low liquidity/ Low trading volume	92.6%
Website down	50.9%
Delist from CoinMarketCap	47.6%
Twitter account deleted	35.6%
No updates on Twitter for 3 months	26.9%

BitkYE

93% of deadcoins have low liquidity or low trading volume, which shows that the investors' interest has died down



93%



58% of dead coins have inactive/deleted Twitter accounts or websites, while **48%** have been delisted from CoinMarketCap

A deeper dive into these 'dead coins' reveals: A significant majority, **93%**, suffered from low liquidity or trading volume, indicating a steep decline in investor interest. Moreover, more than half (**58%**) of these unsuccessful coins had Twitter accounts or websites that were either inactive or deleted, indicating a lack of continuous social engagement or operational presence.

Furthermore, almost half (48%) were removed from major tracking platforms such as CoinMarketCap, solidifying their failures. This vulnerability in the crypto space is further exploited by scam projects that employ deceptive tactics. These scams often acquire old Twitter accounts, changing names and bios as part of their strategy to mislead followers. Recognizing the need to address these scams, our tool, AlphaQuest, offers features that extend to tracking all the changelogs of a crypto project's Twitter account.


By analyzing social media activity, investors can stay informed and cautious in the world of cryptocurrency.

72% of Crypto Projects Born in the
2020-2021 Bull Run have Died



Among the **4834** crypto projects born during the bull run, **3473** coins have died.

The cryptocurrency market experienced a significant bull run from 2020 to 2021. Unfortunately, the majority of the projects launched during this time were unsuccessful. In particular, out of the **4834** crypto projects introduced during the bullish trend, **72%** failed to survive.



32% of crypto projects are dead after the collapse of **FTX**.



More than one-third (**35%**) of crypto projects are dead after the **Terra crash**.

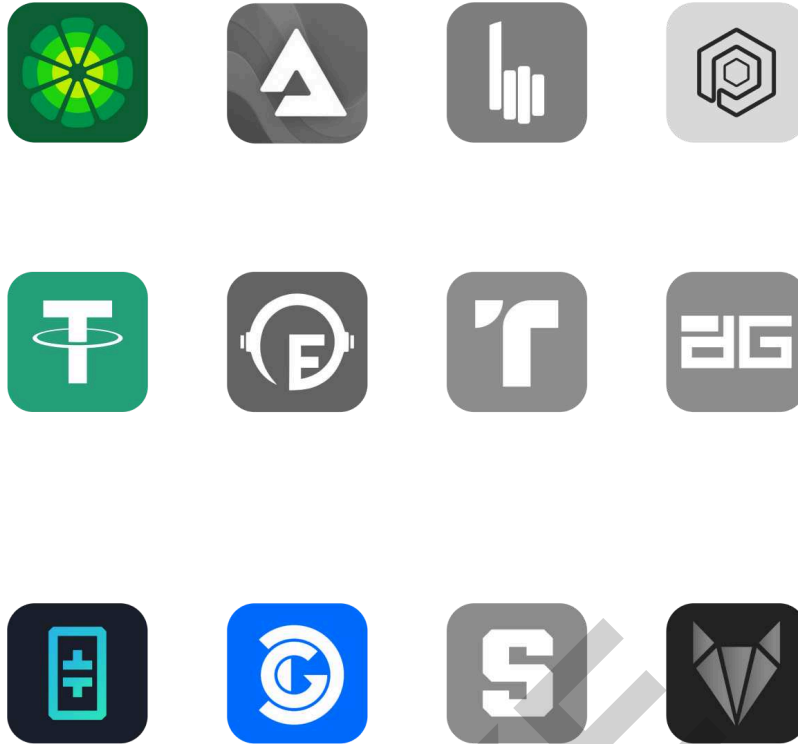
The Significant Impact of Bankruptcies

The impact of major bankruptcies during the bear market in the crypto world is profound. After the Terra crash, 35% of crypto projects were deemed defunct. Furthermore, the downfall of FTX, a leading crypto exchange, resulted in the closure of 32% of crypto projects. These statistics highlight the susceptibility of crypto projects to market fluctuations and emphasize the importance of risk management in this volatile field.



“Dead” Categories: A Closer Look

Before we go, please keep in mind that we define “dead” categories as those in which more than 50% of projects have died.



Video & Music

Sectors such as Video & Music have experienced a **75%** death rate, showcasing a pattern where crypto projects targeting specific niches struggle to maintain sustainability.

Asset-backed stablecoins

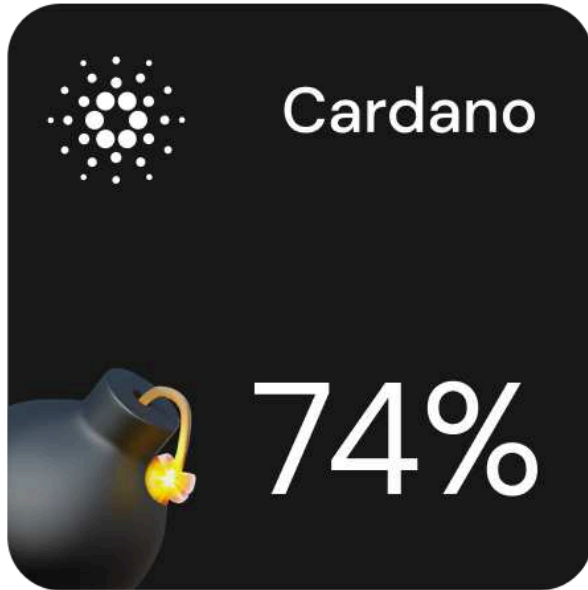
Moreover, **75%** of **Asset-backed stablecoins** have also faced failure, indicating vulnerability in the bear market.

Metaverse

Additionally, **Metaverse** projects have also encountered a high rate of dead coins, with more than half (**51%**) becoming dead. This shows how vulnerable what was once a huge trend in the crypto world is.

Ecosystems in Crisis

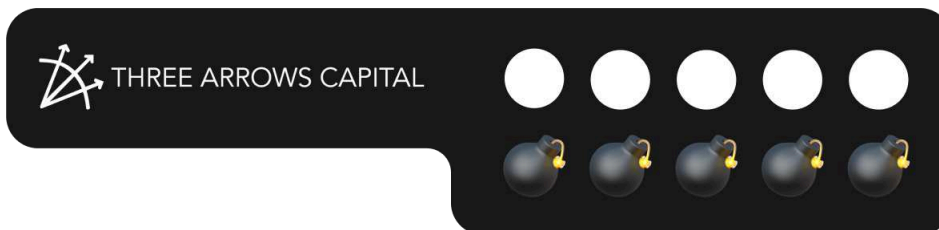
This decline has an impact on even the most well-known ecosystems. Despite having strong community backing, **Cardano** has seen 74% of its ecosystem projects become defunct. The collapse of **Terra** has similarly affected 74% of its projects. Other ecosystems, including **Celo**, **Harmony**, **Near**, **Zilliqa**, and **Moonriver**, have also experienced notable losses.



 Defunct projects

The Failure of High-Profile Backings

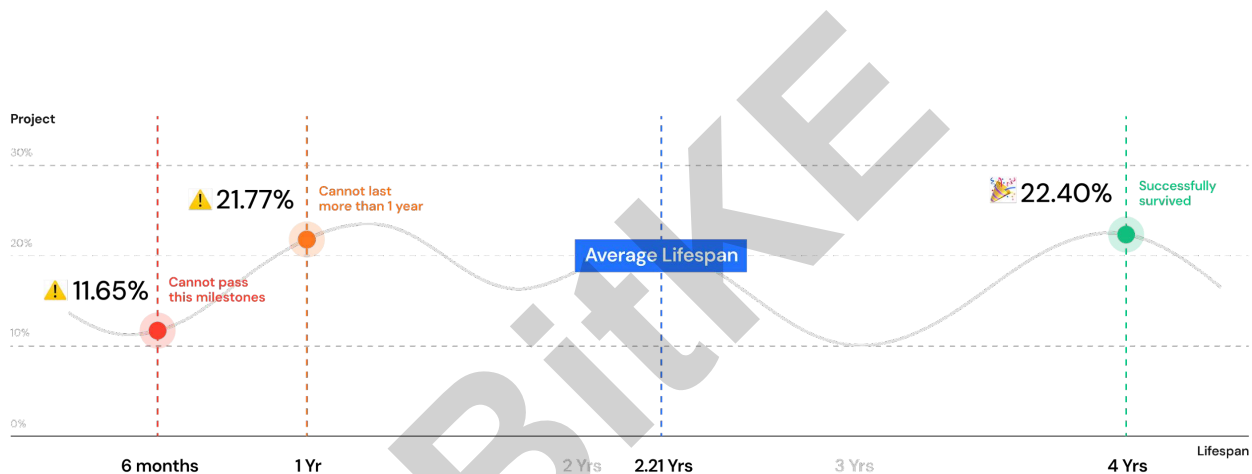
Half of the projects backed by the bankrupt Three Arrows Capital have failed. Other top-tier VCs with over half of their projects in their portfolio having died include: Paradigm, DWF Labs, Polychain Capital, a16z, Animoca Brands, Binance Labs, and Multicoon Capital. This serves as evidence that even with prominent backing, success cannot be guaranteed in the ever-changing world of crypto.



The Lifespan Dilemma:

Lifespan of crypto projects.

The average lifespan of crypto projects is 3 years, which means an average project can barely survive through a market cycle of 4 years.



“Dead” projects have an even shorter lifespan, with an average of just 2.21 years. A more concerning truth is that a considerable number of crypto projects have a brief existence, with 21.77% lasting less than a year and 11.65% lasting less than six months. Only 22.40% of crypto projects successfully survive more than 4 years.

What Lies Ahead for The Crypto Industry?

Despite the downfall of many coins, the cryptocurrency field still holds promise for the future. This is evident from the continual emergence of countless new crypto projects and narratives every month.

The adaptability and resilience of the market indicate a long-term impact on our financial landscape. While failed projects serve as a reminder to be cautious when investing, the enduring relevance of cryptocurrencies cannot be underestimated.

Moving forward, the key lies in making wise investments and learning from past experiences. As the industry continues to evolve, it will be crucial to navigate challenges and embrace technological advancements. The undeniable significance of cryptocurrency in shaping the future of finance urges investors to approach it with a discerning eye, recognizing its potential for transformation while emphasizing the importance of risk management.

Methodology

- First, we collected a seed list of projects by taking historical snapshots from CoinMarketCap. By doing this, we had a total of over 12,000 records.
- Secondly, we categorized them into multiple categories based on their tags. Finally, we decided whether they were considered dead coins under the conditions below. If the project falls into at least one of these criteria, it is considered "dead."

- ★ **24H VOLUME** < \$1,000
- ★ **LIQUIDITY** < \$50,000
- ★ **TWITTER ACCOUNT** No updates within 3 months or deleted
- ★ **DOWN WEBSITES**
- ★ **DELISTED FROM COINMARKETCAP**

In terms of dead categories, the number of dead tokens within the category that are considered dead is above 50%. We also calculated the lifespan of the projects by taking into consideration the domain registration date and the last Twitter post date.

Missing data was excluded from the final conclusion.

Dead Categories Full Data

	Category	% dead coins
1	Video	75.19%
2	Asset-Backed Stablecoin	75.09%
3	Music	74.93%
4	Olympus Pro Ecosystem	74.13%
5	Cardano Ecosystem	74.07%
6	Sports	74.04%
7	Paradigm Portfolio	74.00%
8	DWF Labs Portfolio	73.97%
9	Sharding	73.86%
10	Filesharing	73.81%
11	Terra Ecosystem	73.61%
12	PolkaFoundry Red Kite	73.22%
13	Yearn Partnerships	73.02%
14	Manufacturing	72.60%
15	Options	72.46%
16	Blockchain Capital Portfolio	72.46%
17	Agriculture	72.45%
18	DeFi Index	72.12%
19	Health	71.93%
20	Adult	71.43%
21	Discount Token	71.15%

22	Storage	71.06%
23	Communications & Social Media	71.04%
24	Exnetwork Capital Portfolio	70.94%
25	Rebase	70.80%
26	USD Stablecoin	70.64%
27	Generative AI	70.13%
28	BlueZilla	70.00%
29	IoT	69.97%
30	VBC Ventures Portfolio	69.96%
31	Soccer	69.96%
32	Social Token	69.95%
33	SEC Security Token	69.62%
34	Huobi Capital Portfolio	69.44%
35	Seigniorage	69.32%
36	Synthetics	69.23%
37	Polychain Capital Portfolio	69.23%
38	SHA-256	68.90%
39	Commodities	68.85%
40	Ferrum Network	68.85%
41	Sidechain	68.42%
42	Escrow	68.24%
43	Insurance	68.18%
44	Software	67.95%

45	DuckSTARTER	67.83%
46	Cardano	67.80%
47	Identity	67.09%
48	DeFiance Capital Portfolio	67.09%
49	Distributed Computing	66.91%
50	Scaling	65.93%

	Category	% dead coins
51	Script	65.91%
52	Oxbull	65.87%
53	Oracles	65.10%
54	Zero Knowledge Proofs	65.09%
55	Quantum-Resistant	64.71%
56	BoostVC Portfolio	64.41%
57	PetRock Capital Portfolio	64.29%
58	a16z Portfolio	64.29%
59	Loyalty	64.15%
60	Animoca Brands Portfolio	64.14%
61	Yield Aggregator	63.84%
62	DragonFly Capital Portfolio	63.64%
63	Transport	63.64%
64	Search Engine	63.46%
65	Near Protocol Ecosystem	62.96%

66	Framework Ventures Portfolio	62.30%
67	X11	62.13%
68	Real Estate	62.06%
69	Fan Token	62.05%
70	Fiat	62.00%
71	Others	61.95%
72	Cybersecurity	61.92%
73	Move To Earn	61.90%
74	Pantera Capital Portfolio	61.86%
75	Prediction Markets	61.79%
76	Multicoin Capital Portfolio	61.54%
77	ParaFi Capital	61.54%
78	Celo Ecosystem	61.39%
79	Gaming Guild	61.06%
80	Food & Beverage	60.76%
81	Cross-Chain DEX Aggregator	60.64%
82	Logistics	60.58%
83	Alleged SEC Securities	60.18%
84	DPoS	60.07%
85	Marketing	60.05%
86	AMM	60.04%
87	Gambling	60.00%
88	MVB	59.84%

89	Hospitality	59.83%
90	Sharing Economy	59.82%
91	LP Tokens	59.80%
92	Philanthropy	59.70%
93	Tourism	59.60%
94	Data Provenance	59.14%
95	Art	58.95%
96	NFTb Launchpad	58.62%
97	Opensource	58.33%
98	Arrington XRP Capital Portfolio	58.11%
99	Fabric Ventures Portfolio	58.00%
100	CMS Holdings Portfolio	57.89%

	Category	% dead coins
101	Platform	57.76%
102	Liquid Staking Derivatives	57.14%
103	Energy	57.06%
104	Events	56.77%
105	Protocol-Owned Liquidity	56.67%
106	Spartan Group	56.21%
107	Lending & Borrowing	56.15%
108	Fashion	56.05%

109	Education	56.03%
110	Harmony Ecosystem	56.00%
111	Cosmos	55.95%
112	Luxury	55.74%
113	Coinfund Portfolio	55.70%
114	LaunchZone	55.26%
115	Rollups	55.00%
116	Mobile	54.87%
117	Mobile Payment	54.85%
118	DCG Portfolio	54.84%
119	Binance Labs Portfolio	54.72%
120	FTX Bankruptcy Estate	54.67%
121	Hardware	54.55%
122	PoA	54.31%
123	Research	54.25%
124	Kenetic Capital Portfolio	54.01%
125	Hashkey Capital Portfolio	53.85%
126	Jobs	53.33%
127	State Channel	53.33%
128	BullPerks Launchpad	53.28%
129	Bounce Launchpad	53.23%
130	X13	52.83%
131	Analytics	52.78%

132	Multiple algorithms	52.73%
133	Substrate	52.19%
134	Retail	52.10%
135	OKEx Blockdream Ventures Portfolio	52.05%
136	Poolz Finance Portfolio	52.00%
137	Wrapped Tokens	51.92%
138	Metaverse	51.77%
139	Hedera Hashgraph Ecosystem	51.52%
140	Zilliqa Ecosystem	51.39%
141	Moonriver Ecosystem	51.18%
142	Tokenized Stock	50.91%
143	IceTea Labs	50.89%
144	SkyVision Capital Portfolio	50.88%
145	OKExChain Ecosystem	50.59%
146	Three Arrows Capital Portfolio	50.43%
147	Kommunitas Launchpad	50.00%
148	Placeholder Ventures Portfolio	50.00%