

# CoinAnalyst Plans Roll Out of Enhanced Sentiment Analysis for NFTs

Toronto, Ontario--(Newsfile Corp. - November 30, 2021) - CoinAnalyst Corp. (CSE: COYX) (FSE: 1EO) ("**CoinAnalyst**" or the "**Company**"), a company that provides an artificial intelligence-based big data analytics platform which delivers detailed AI-powered analysis of market sentiment, fundamentals, and technical indicators to investors in the digital asset sector and other industries, announced today its plans to roll out an enhanced Sentiment Analysis for passion-based NFTs.

"2021 has seen the meteoric rise of the non-fungible token (NFT). The data we collect shows a strong correlation between passion and investment, which is especially true with NFTs. As passion grows for a particular art, the price increases. Adding these indicators will allow our sentiment analysis to evolve in a big way as Web 3.0 emerges," said Andrew Sazama, COO of CoinAnalyst.

In an August 19, 2021, article entitled: *1,000 true fans? Just two will do with NFTs*, Li Jin of Atelier describes the passion economy as an economic system that allows and encourages people to make money while following their passions. NFTs are a new tool that assist creators in reaching their true fans and forming lasting relationships with them. (<https://cointelegraph.com/magazine/2021/08/19/passion-economy-creators-arent-fungible-li-jin-of-atelier>)

NFTs use the blockchain to prove ownership and to confirm the authenticity, scarcity, and uniqueness of a digital asset. While Web 3.0 defines the passion economy through the creation of high-quality content and services.

"An area of particular focus for the Company will be the music industry. Musicians and artists are at the forefront of the passion economy and are seeking alternative ways to monetize. Through partnerships, CoinAnalyst intends to leverage exclusive content which feeds into our big data analytics platform, and ultimately, to our subscribers," said Pascal Lauria, CEO of CoinAnalyst.

The music industry has been slow to change, locking up artists by controlling production, distribution, marketing, and promotion. For every superstar there are countless others that are beholden to their label. This control, along with rampant piracy, has led artists to find alternative ways to grow their own platforms.

Kurt Patat, the former SVP of Communications at MTV/CMT, wrote in a July 9, 2021, article: "Crypto allows performers of all levels to own their financial relationship with fans instead of relying on the traditional record label system and/or tech giants to serve as a middleman. Artists are using NFTs to earn a year's worth of streaming revenue in one day and unlock unique experiences for fans without relying on a centralized platform to facilitate it. Moreover, crypto gives artists control over their own economic success." (<https://www.fastcompany.com/90651595/for-the-music-industry-cryptocurrency-will-be-as-disruptive-as-mtv>)

## About CoinAnalyst

CoinAnalyst provides an artificial intelligence-based big data analytics platform that enables investors in the digital asset sector and other industries detailed AI-powered analysis of market sentiment, fundamentals, and technical indicators. The platform monitors and analyzes real-time data from the digital asset market (Coins/Tokens/NFTs/initial offerings). The software monitors news sources, tracks influencers, scans online social media, and provides sentiment analysis, forecast and trade signals on the top 300 digital assets (more are added regularly). Additionally, the software system provides news, price quotes, and allows for messaging. A mobile version and professional terminal are in development with expected availability in Q1, 2022. The platform is accessed through a monthly subscription model, which ranges in prices depending on whether the plan is basic, professional, or corporate. The platform is sold through business-to-consumer (B2C) and through business-to-business-to-consumer (B2C2C).

To learn more about CoinAnalyst: [www.coinanalyst.tech](http://www.coinanalyst.tech)

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## **Forward Looking Information**

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*Although management of the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information. There can be no assurance that they will prove to be correct. By its nature, such forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed. These risks and uncertainties, include, but are not limited to, general economic conditions, the state of the regulatory environment in which the Company operates, competition, loss of markets, inability to access sufficient capital from internal and external sources, currency and interest rate fluctuations, and other risks. Please refer to the Listing Statement for more details on the risks faced by the Company. Readers are cautioned not to place undue reliance on this forward-looking information, which is given as of the date hereof, and to not use such forward-looking information for anything other than its intended purpose. Management of the Company undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by law.*



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