

# How to create a powerful project description

Your project description is where you pitch your project to the WINGS community.

A more compelling description will encourage more WINGS forecasters to provide a valuation.

The more WINGS forecasters participate in a valuation, the more accurate the forecast result will be.

Tips for creating a powerful project description:

## 1. Language

- Be clear and concise.
- Aim to get more information into fewer words.
- Explain the value proposition in simple terms.

## 2. Formatting and content

- Use formatting to highlight key features.
- Break the description into sections.
- Use headings and lists as appropriate.
- Include images. You can use existing artwork from your own site. Where appropriate, make images clickable (link them to relevant sections on your site).

## 3. External links

- Link to your site. If the community goes to your site for further research, you'll get more informed and accurate forecasts.
- Link to your white paper.
- Include a list of languages your site supports with direct links to the corresponding language version.
- Link to your social channels (Telegram, Facebook, Twitter, Reddit, bitcointalk, Youtube, Medium, Instagram, etc.) so that forecasters can see your history and stay updated on future activities and developments.

## 4. Information

- Include an overview, a summary of the main features, description of architecture/ecosystem, explain the profit for users, introduce the project team, etc.
- Describe your token structure: token name, ERC-20 compatibility, blockchain platform, total token number, token allocation structure, what the user can do with tokens, etc.
- Provide a token sale plan: pre-ICO, ICO dates and prices, minimum investments, accepted currencies, minimum goal, soft cap, hard cap, etc.
- Note for Forecast: is the forecast question about the ICO stage only, or is it about the total raised funds including ICO, pre-ICO, etc.

## Examples

Check out some good project descriptions:

- [Arcona](#)
- [COTI](#)
- [Bitdepositary](#)