Token Launch Readiness List

Everything to work through before a token (a project's digital token) goes live. It is organized into legal, technical, marketing, and community. Use it as a working list with your team, not as a substitute for specialists.

This is general guidance, not legal advice. Token rules differ by country and by how the token is designed, marketed, and sold. Review the legal items — and the launch itself — with a qualified lawyer in the places you will actually enter. A full set of checkmarks is not permission to launch.

01 Legal

- ☐ Confirm with a lawyer that the company, its location, and who can sign are in order.
- ☐ Have a lawyer review the token design and launch plan for legal issues in the markets you will actually enter.
- ☐ Draft terms of use, a privacy policy, and risk disclosures, and place them where users will see them.
- ☐ Document agreements with contributors, advisors, and public-facing partners, including any token grants.
- ☐ Write down vesting (when tokens unlock over time), lockups, and any rules on insider selling. Share them with the people they apply to.
- ☐ Check public marketing claims so you are not promising returns, listings, or outcomes you cannot stand behind.
- ☐ If they are part of the plan, collect requirements for listings, market makers (firms that help people buy and sell), or other venues.
- ☐ Get tax, accounting, and record-keeping advice.
- ☐ A named decision-maker knows who to call if a regulator, exchange, or lawyer raises a concern.

02 Technical

- ☐ Write down and freeze the token rules: supply, emissions (how new tokens are released), utility (what the token is for), and admin powers.
- ☐ Finish the smart contracts (the code that runs the token). Arrange an independent audit, and close or accept the findings in writing.
- ☐ Run a rehearsal on a test network (a practice version of the launch). Write down what happened, including things that went wrong.
- ☐ Write down the deploy steps, official contract addresses, and official links in one place the team can trust.
- ☐ Test admin keys, a shared wallet that needs more than one approval (a multisig), and how you would pause or respond in an emergency. More than one person should be able to act.
- ☐ If you need them, plan for liquidity (how people will buy and sell), bridging (moving tokens between networks), and wallet support.
- ☐ Plan monitoring, incident response, and a way for researchers to report bugs.
- ☐ Make sure the app and docs point at the correct addresses, and have a plan to warn users about copycat sites and contracts.
- ☐ Have a clear plan for pausing or rolling back on launch day, including who can trigger it.

Responsibility snapshot — name the owner and a sign-off date for each area. Legal and technical sign-off still come from the people responsible for those areas, not from this checklist.

AREA	OWNER	LAWYER / AUDITOR / LEAD	SIGN-OFF DATE	STILL OPEN?
Legal				
Technical				
Marketing				
Community				

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Finish the marketing and community work with the same care as the legal and technical lists. Put an owner and a date next to every open item.

03 Marketing

- ☐ Lock a one-sentence description of the project, and use it consistently.
- ☐ Update the website, docs, and pitch materials to the final token rules.
- ☐ Plan pre-launch, launch-week, and first-month content, with named owners.
- ☐ Have announcement materials ready: a thread, a blog or memo, visuals, and a press note if you are using one.
- ☐ Plan the order of partnership and listing announcements so you are not making it up on the day.
- ☐ Name budget and channel owners for organic, community, and any paid work.
- ☐ Write a short plan for rumors, delays, or a technical issue during launch week.
- ☐ Official links and contract addresses appear the same way in every public channel.
- ☐ Anyone speaking for the project is briefed on what they can and cannot say.

04 Community

- ☐ Official channels are live, clearly labeled, and moderated.
- ☐ Publish community guidelines, plus a support path for user problems.
- ☐ Put AMA (ask-me-anything) sessions or office hours on the calendar, including who hosts.
- ☐ Brief contributors or ambassadors on claims, timelines, and what they must disclose.
- ☐ Set expectations on timing and on what the token does, and does not do.
- ☐ Have a post-launch plan so the community has a reason to stay after day one.
- ☐ Have one official source of contract addresses and links, and repeat it everywhere else.
- ☐ Plan moderation coverage for launch week, including nights and weekends if your audience is worldwide.
- ☐ Write down how to escalate scams, impersonation, or a contract issue to the right owner.

> **Before you go live.** Walk the four lists with the responsible owners in one sitting. Anything still open needs a named person and a date — or a clear decision to cut it from this launch. Legal and technical sign-off still come from the people responsible for those areas, not from this checklist.

Open items — write down anything still unfinished after that walk-through.

ITEM	AREA	OWNER	DUE DATE	STATUS