

QUANTUM

Organic/ Viral/ Community.

We specialize in crafting custom strategies to elevate projects to the top of their fields. From defining digital goals to fostering organic engagement and managing communities, we have the power to create virality. This added value stems from our control over numerous media accounts within the industry.

For instance, in the crypto industry alone, we command a follower base exceeding 3 million. Our goal? Empowering our clients to shine in the digital world and reach their goals with ease.

Last Case Study



Gold DAO

Initiated by DAO link / Start: 28.10.2023 - End: 28.12.2023
Achievements: 10Mio Dollars raised / 25k Followers

Global Strategy

1

Growth Strategy

The Gold DAO project combines a compelling narrative with targeted outreach and platform-specific language to attract an engaged audience passionate about blockchain and decentralized finance.

Our strategy emphasizes clear communication and adaptability, ensuring our message resonates across different platforms for sustainable growth aligned with our vision for the future of finance.

2

Content Strategy

Our content strategy for the Gold DAO project centers on conducting interviews with leading figures in the gold and DeFi sectors. Aimed at marrying corporate credibility with the innovative essence of DeFi, these discussions are designed to foster confidence and position our initiative as a trustworthy entity in the ecosystem.

By showcasing expert insights, we not only enhance our community's knowledge but also underline our dedication to transparency and leadership in the convergence of traditional gold investment and DeFi innovation.

3

Sale Strategy

Our strategy for the Gold DAO's SNS Fundraising focuses on a streamlined sales funnel designed to effortlessly guide all participant profiles toward contributing, with a goal of raising over 200k of ICP in two weeks.

By simplifying the investment process, we aim to eliminate barriers for both experienced investors and newcomers, ensuring wide participation and the success of our initiative in blending gold investment with DeFi innovation.

4

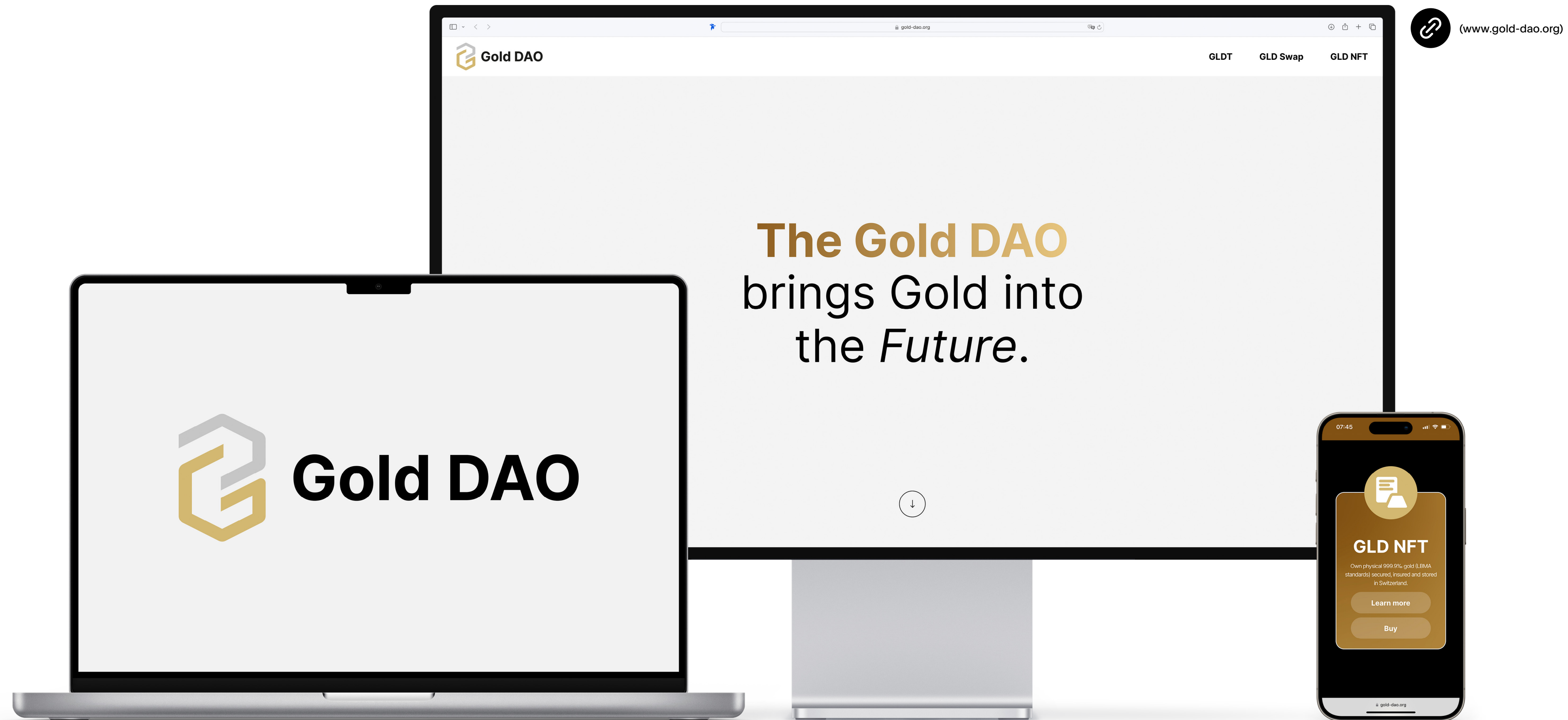
Roadmap Strategy

Our roadmap strategy is centered on devising a clear communication plan to keep stakeholders informed about the Gold DAO project's progress. By delivering consistent updates across multiple channels, we aim to enhance transparency and engage our community effectively.

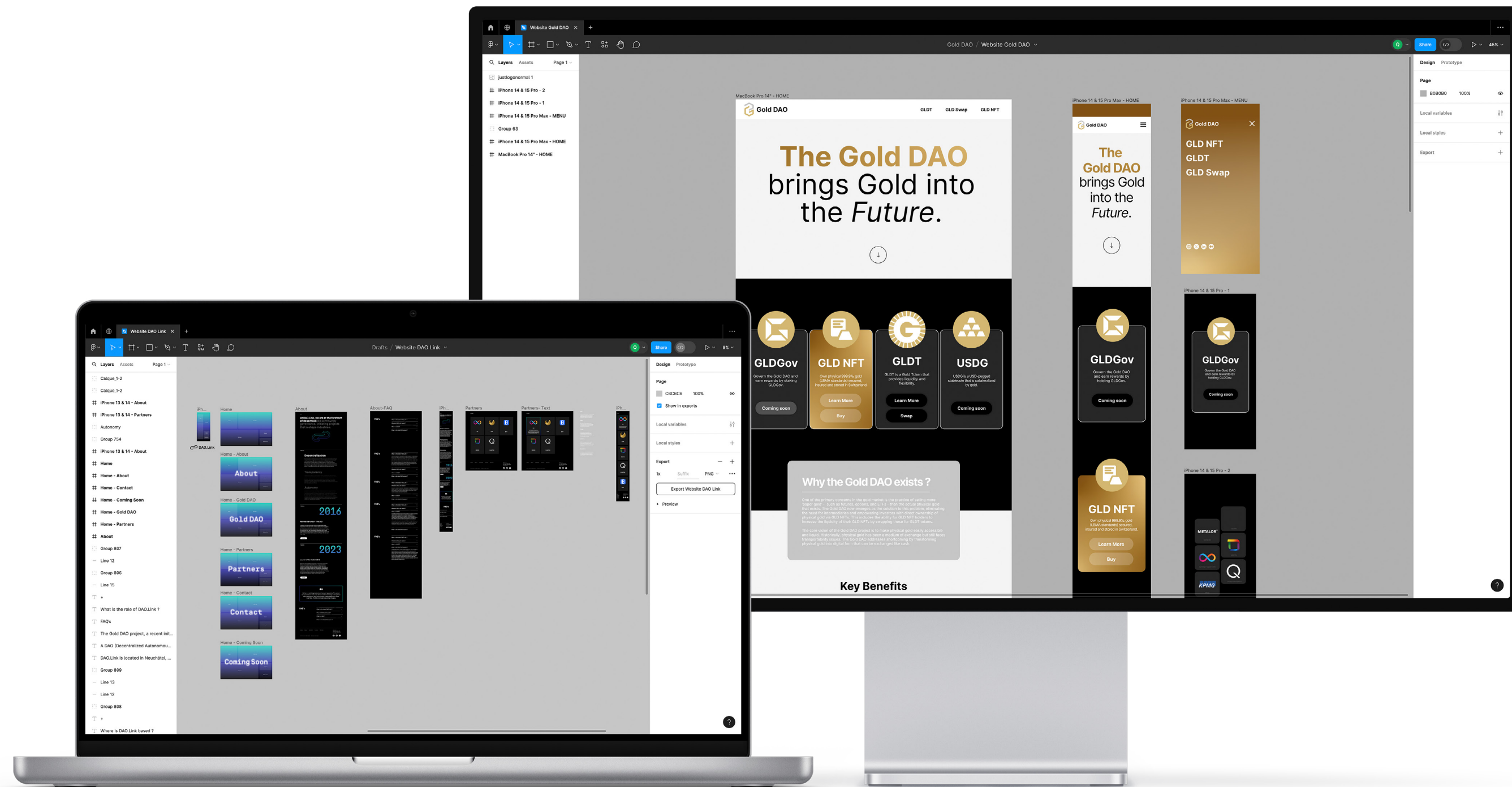
This structured approach will help build trust, ensure alignment with our project's goals, and strengthen our position in the gold and DeFi sectors.

Creation

Global Graphic Chart

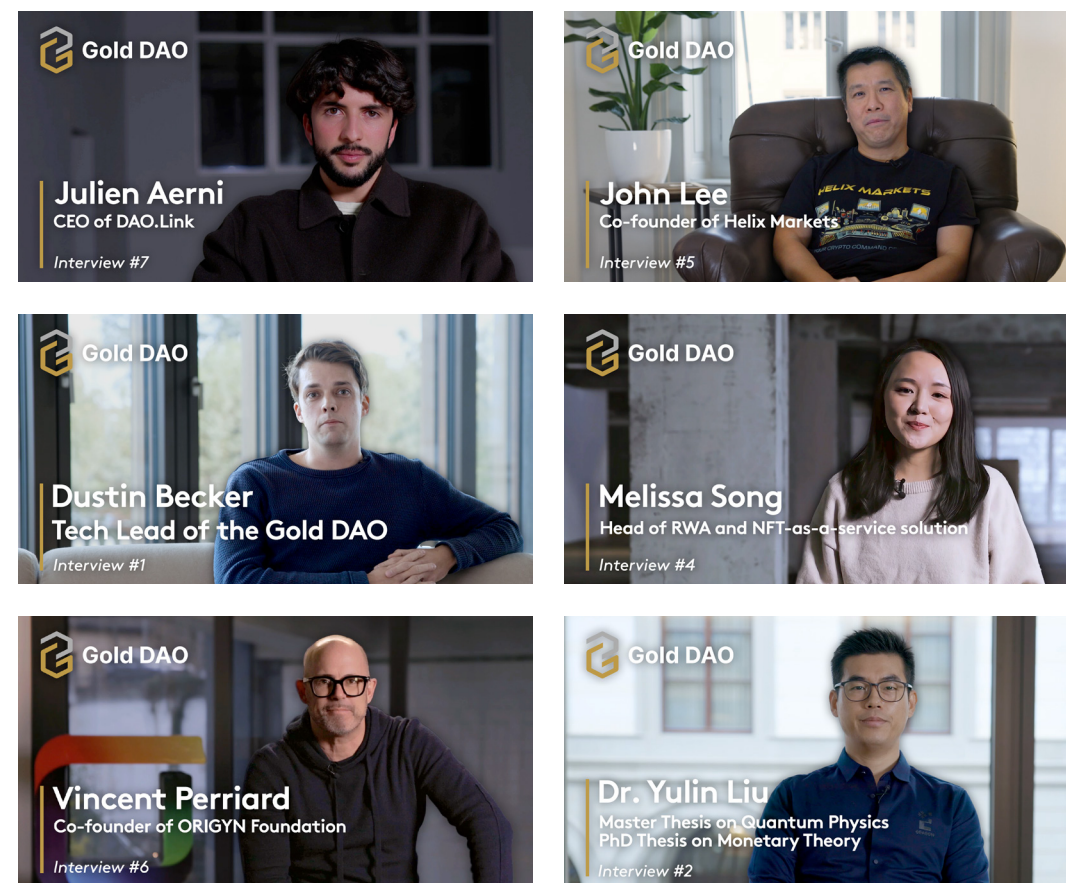


Web Development



- Initial consultation to understand client needs.
- Proposal with project scope, timeline, and cost.
- Design approval and wireframe creation.
- Development phase: coding and content integration.
- Testing for functionality and user experience.
- Client review and feedback.
- Final revisions and approval.
- Launch and deployment.
- Post-launch support and maintenance options discussed.

Content Creation



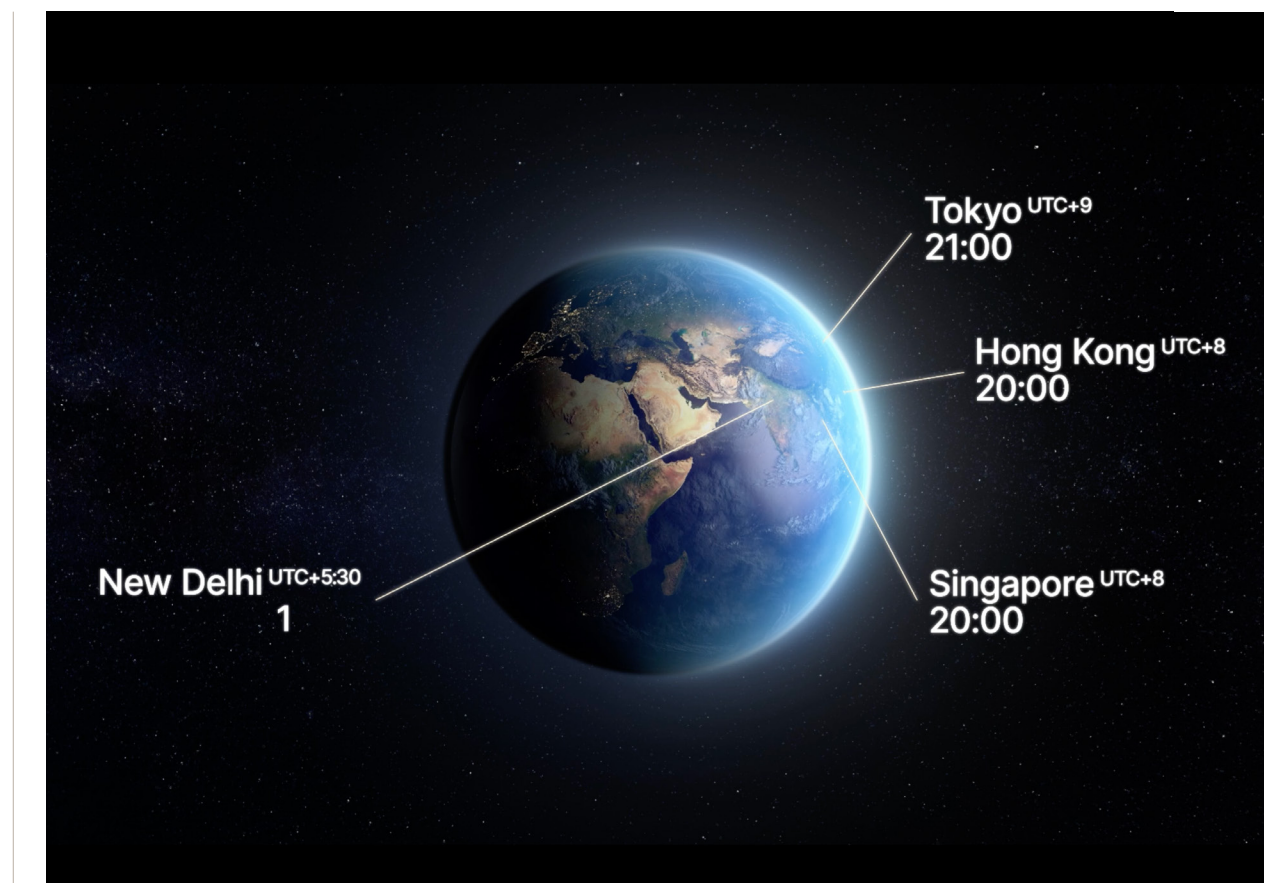
Mini series of Interview

Presentation of the major actors of the project that help to build the Gold DAO.



Metalor x ORIGYN

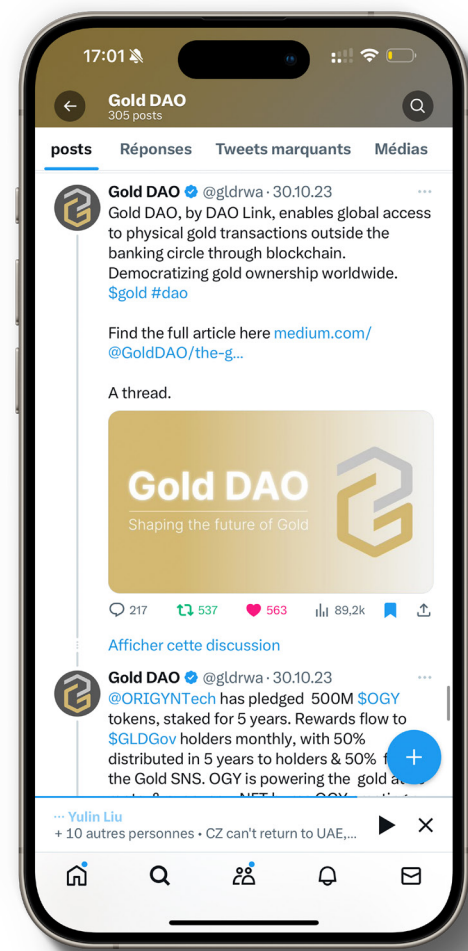
Presentation of the main partnerships between the digital and the physical world.



Teaser Gold DAO SNS Sale

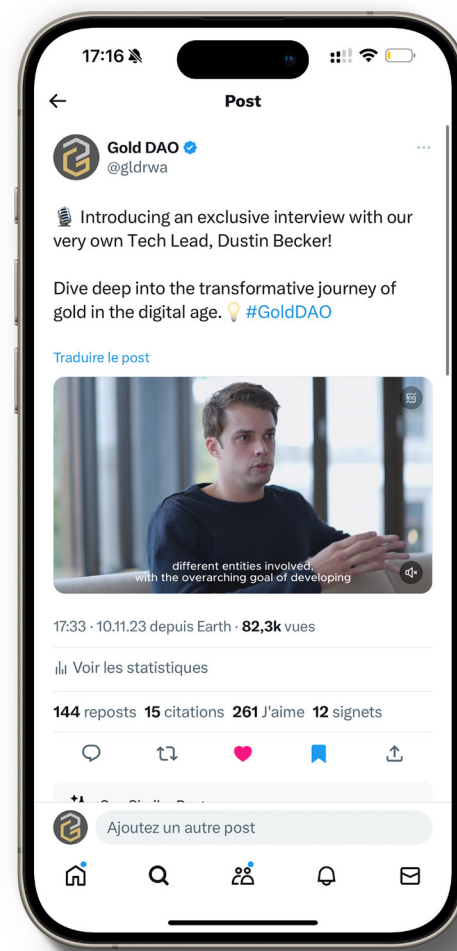
Creation of a small teasing for the beginning of the sale.

First Introduction on



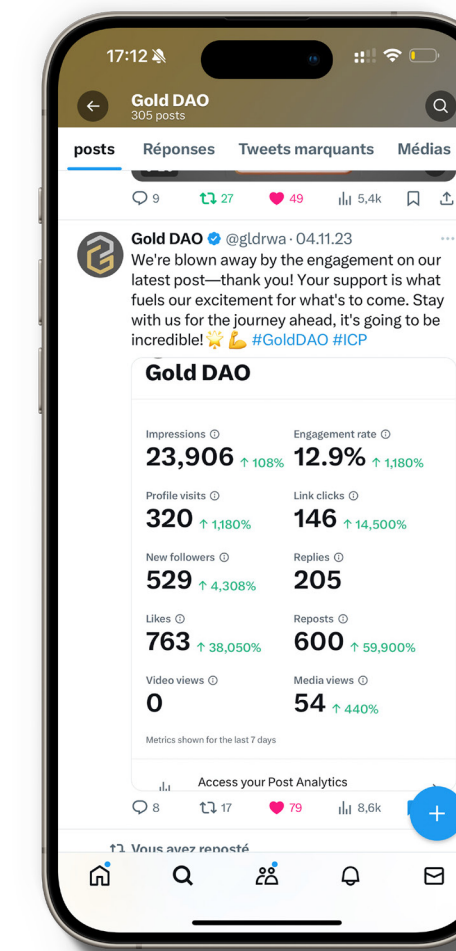
We launched our first article on Medium, detailing the Gold DAO project's vision, and shared it across all social networks.

Our goal was to clearly communicate the project's concept in a single article, amplified by sharing through various media accounts for wider reach.



Our initial publication features an interview with the tech lead, offering a technical yet accessible overview of the Gold DAO project.

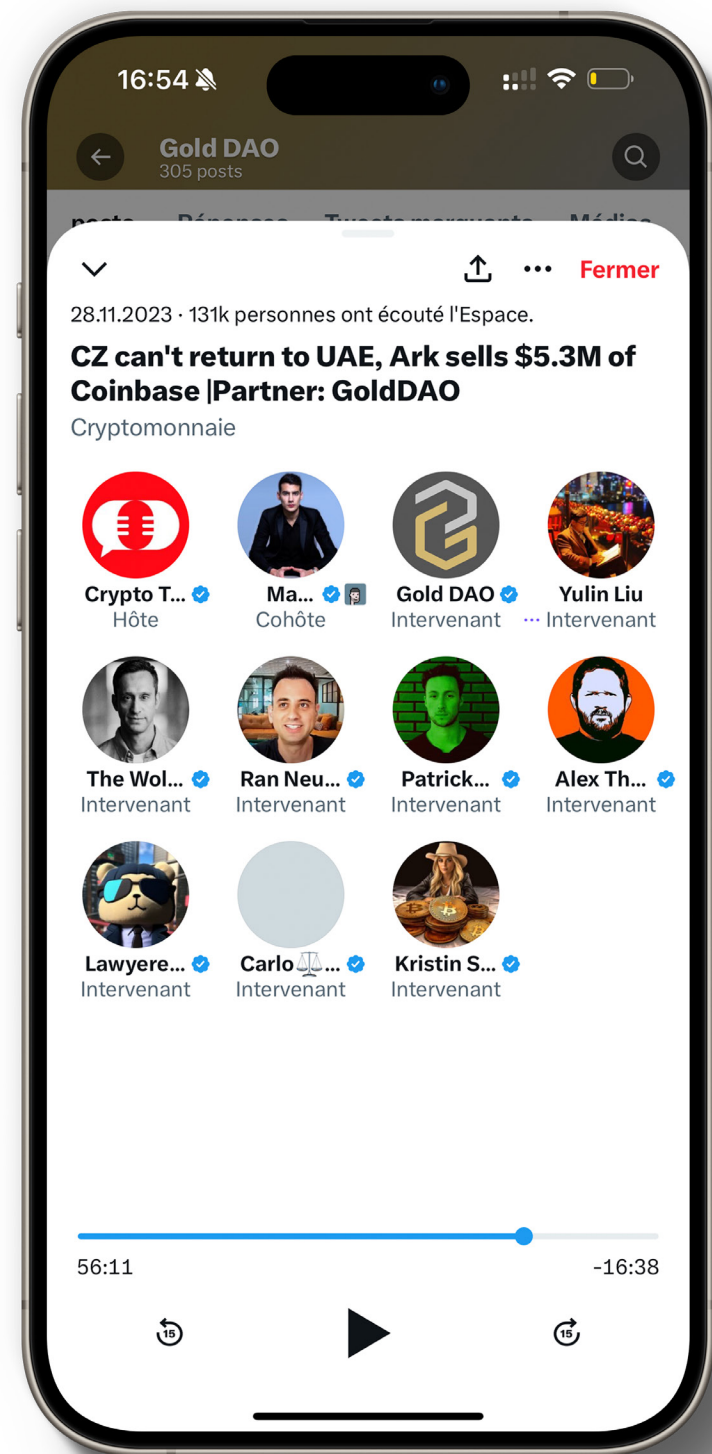
This piece aims to demystify the project's technical aspects for a broader audience, ensuring comprehensive understanding.



Engagement of the account 5 days after the communication. Transparent communication about the progress of the project

Biggest AMA

Crypto Town Hall X Gold DAO



Mario Nawfal / 1,2Mio

Founder IBC and the Roundtable. Hosting the largest Twitter Spaces in the world with guests including Elon Musk, Marc Anderssen, Mark Cuban, CZ, Anthony Scaramucci, Jesse Powell and many more. One of the most influential voices in modern world media.



Scott Melker / 943.7k

Host of The Wolf of All Streets Podcast, Author of the Wolf Den Newsletter. Featured in New York Times, Forbes, The Wall Street Journal, CNN and more. Named influencer of the year by Binance and top 100 most notable people in Blockchain by CoinTelegraph.



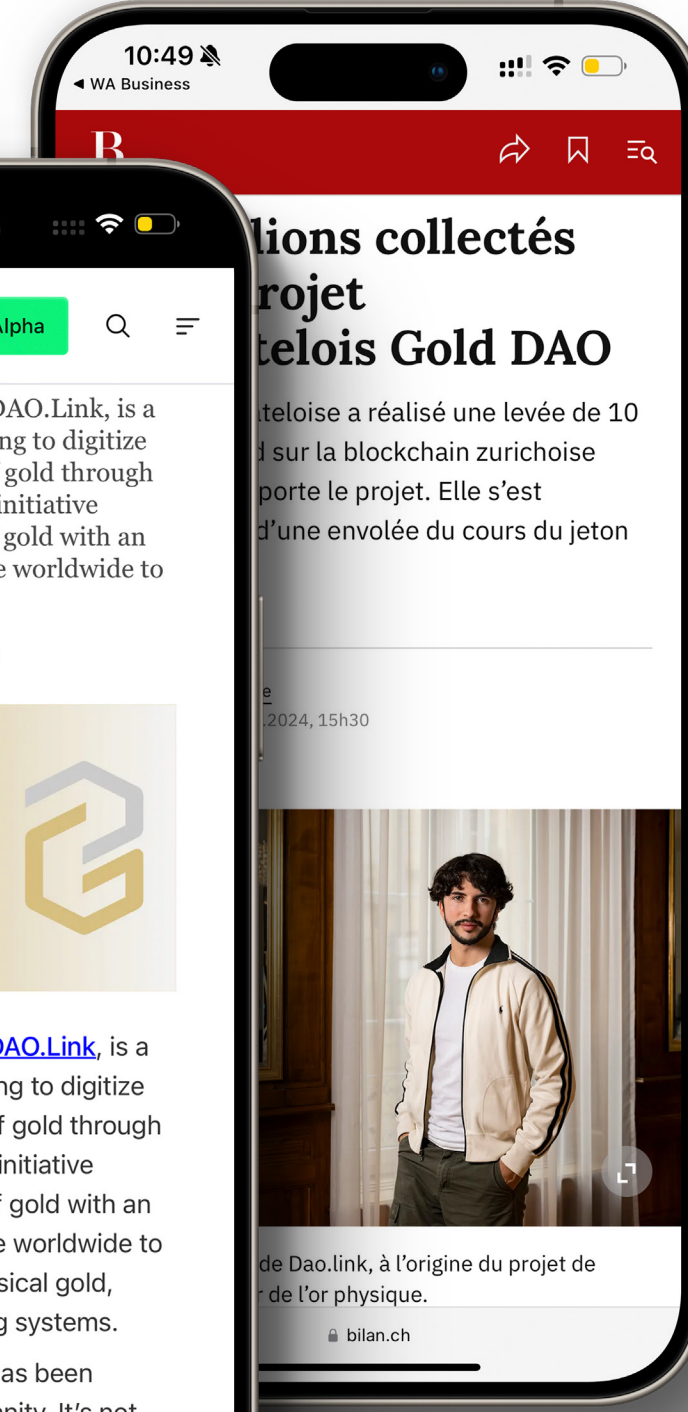
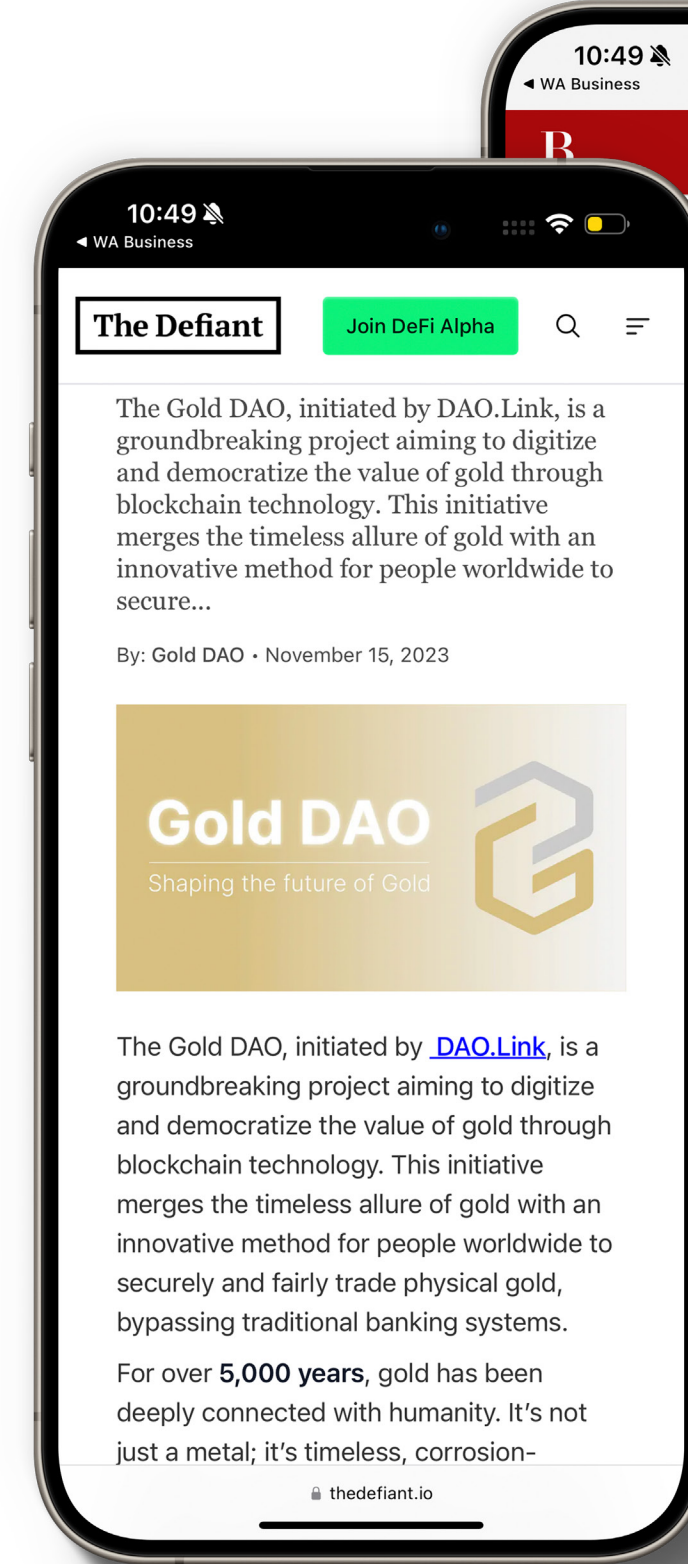
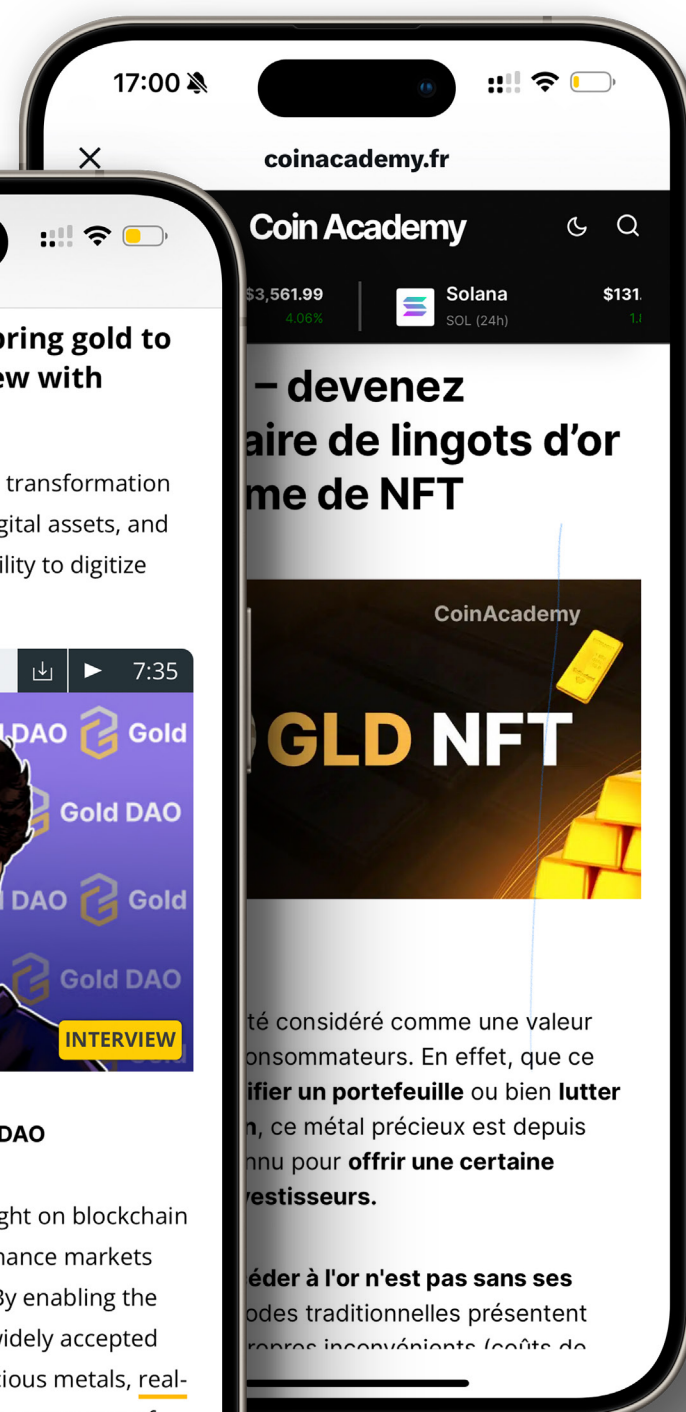
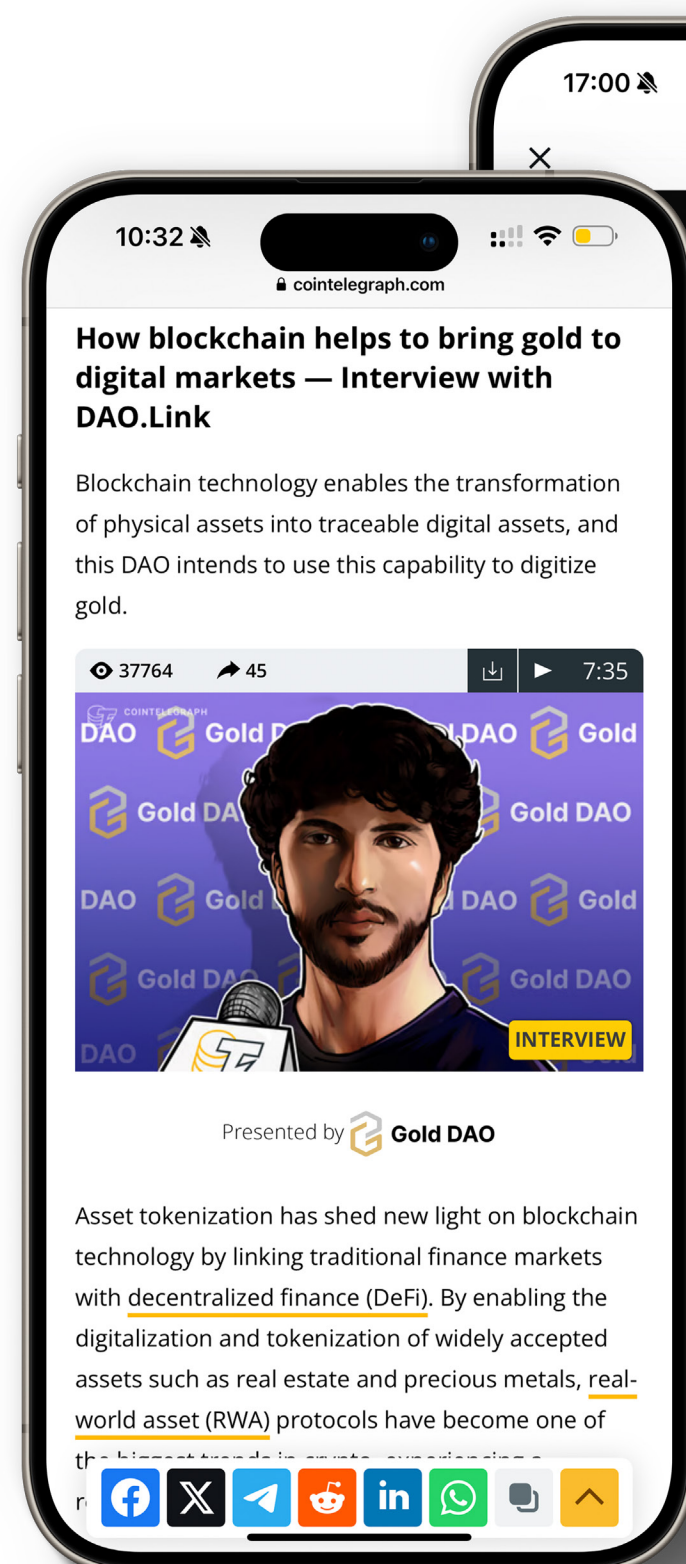
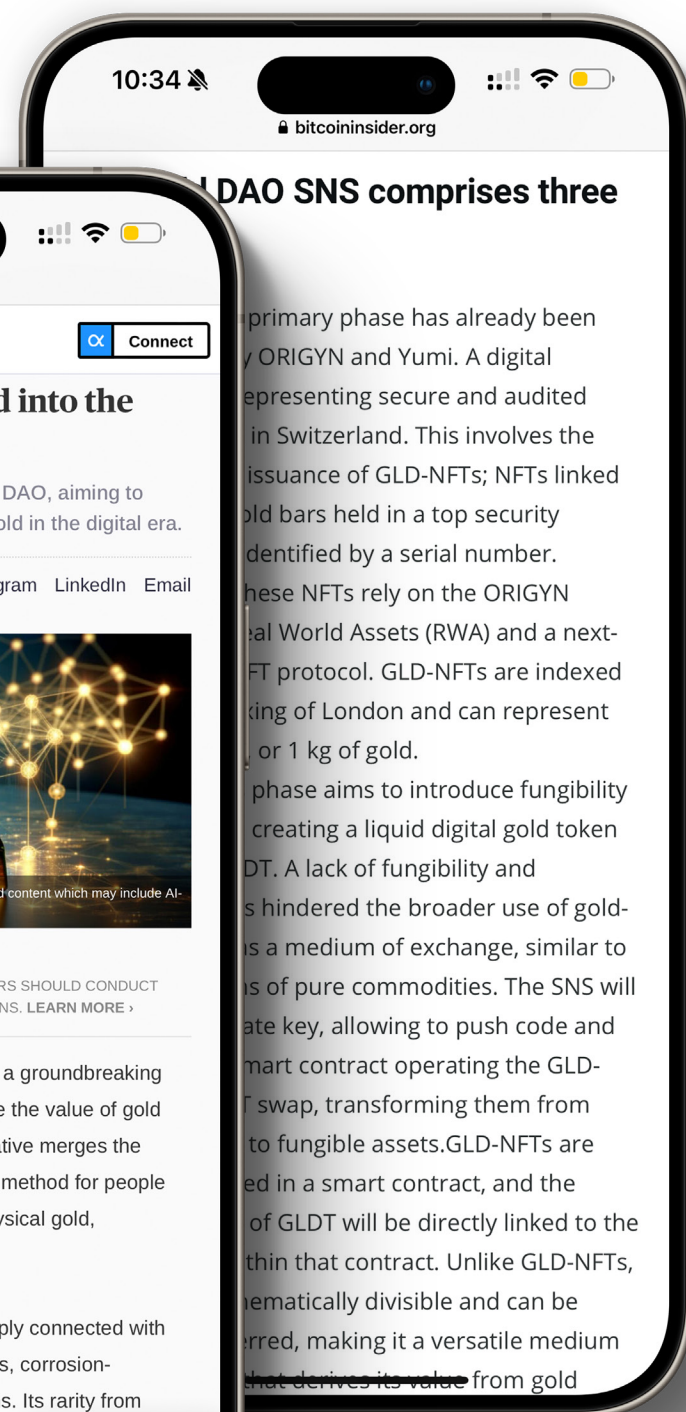
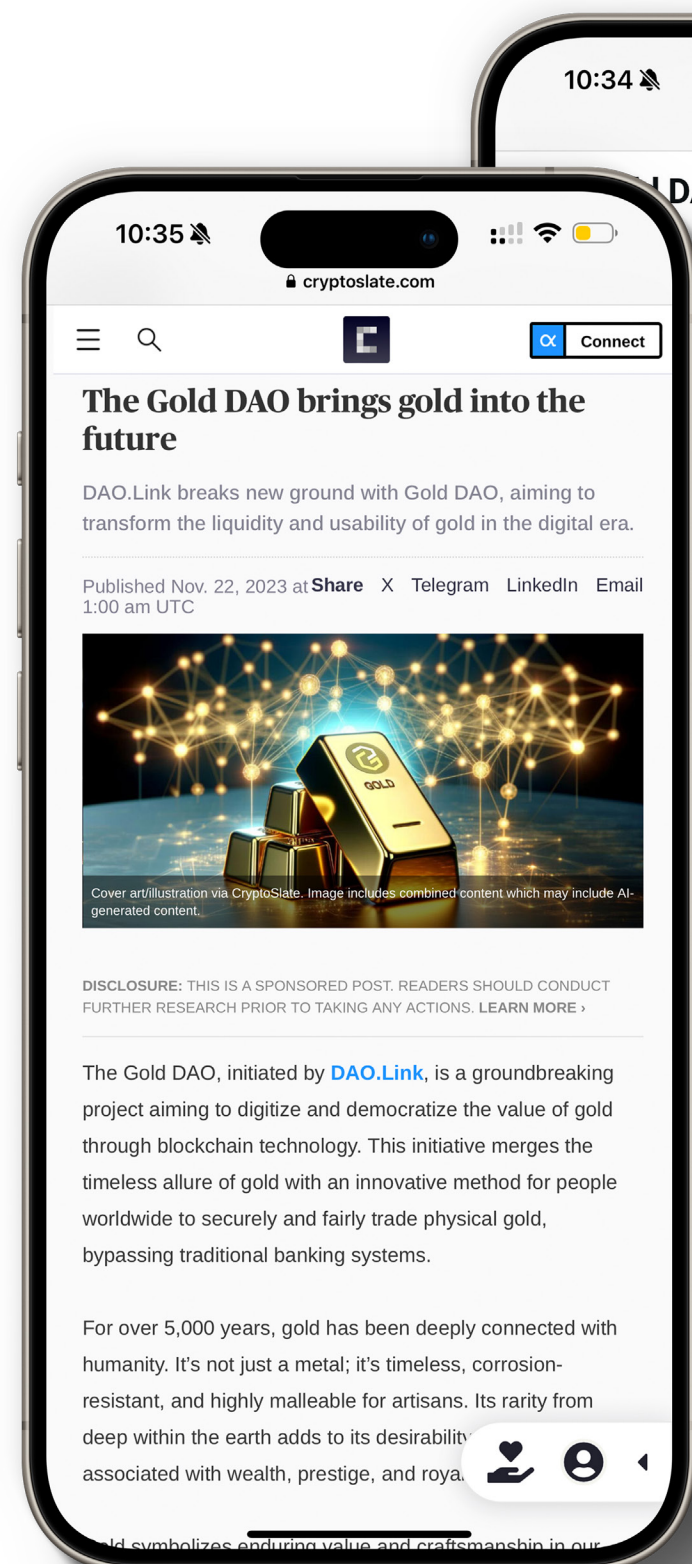
Ran Neuner / 767.1k

Founder Crypto Banter, Creator & Host of the world's first televised crypto show – CNBC Crypto Trader. Ranked in top 100 most influential in crypto since 2027. Founder Banter Capital and invested over \$200M into Blockchain protocols & companies.

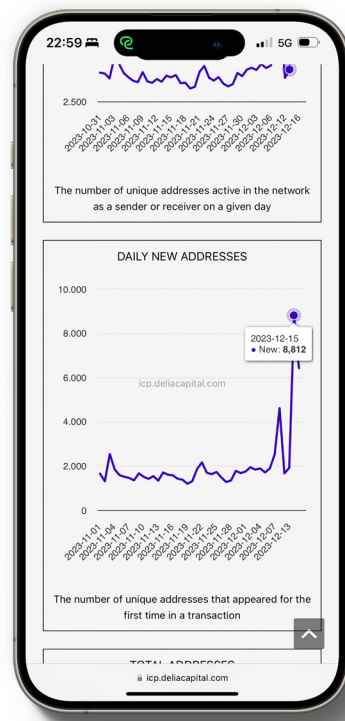


External

Traditional Press Media

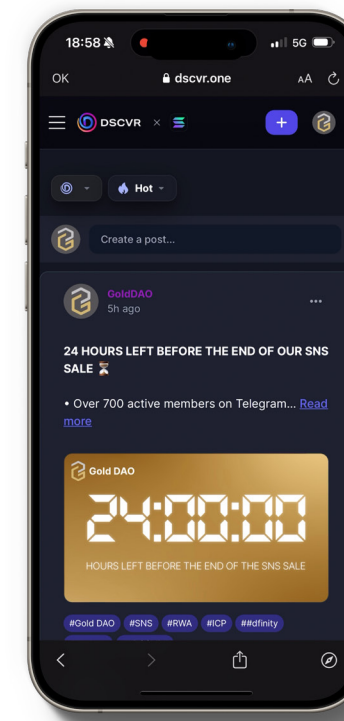


Hot Numbers



New addresses created on ICP the day after our Sale started

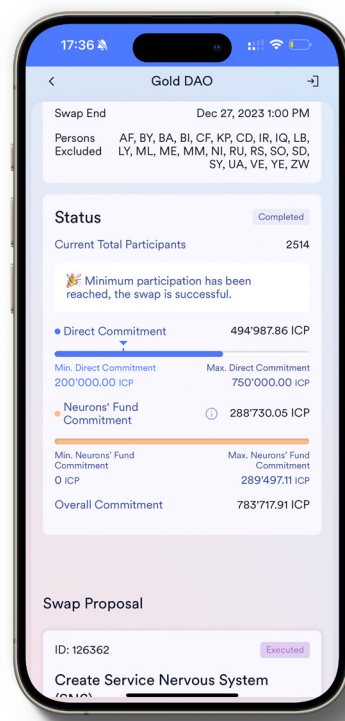
+8k



HOT TOPICS DSCVR

Cumulated views from our contents publish on all the different social networks

745k



Number of participants to the Gold DAO

2514



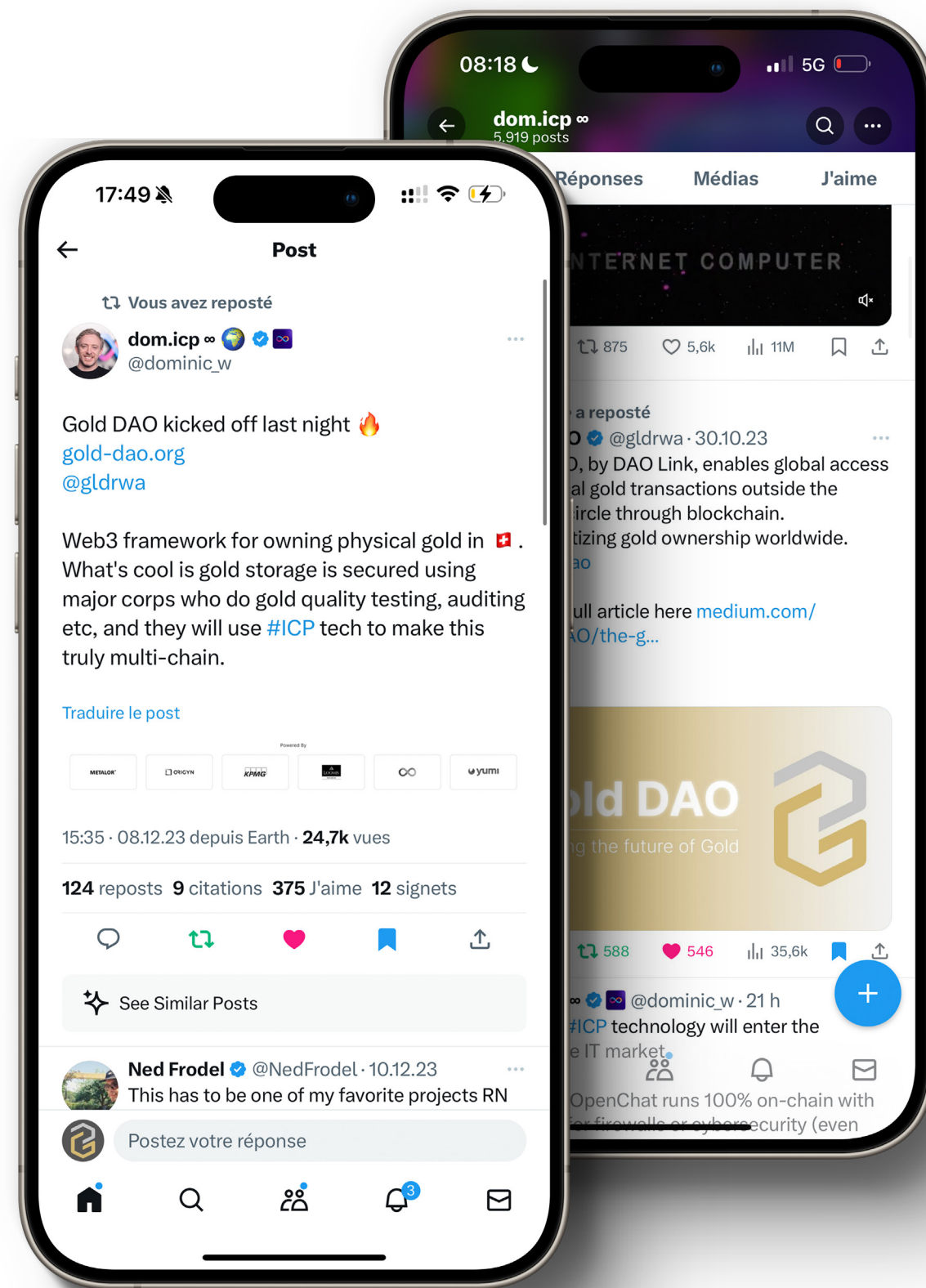
Total impressions after 28 days of communication

1.1Mio

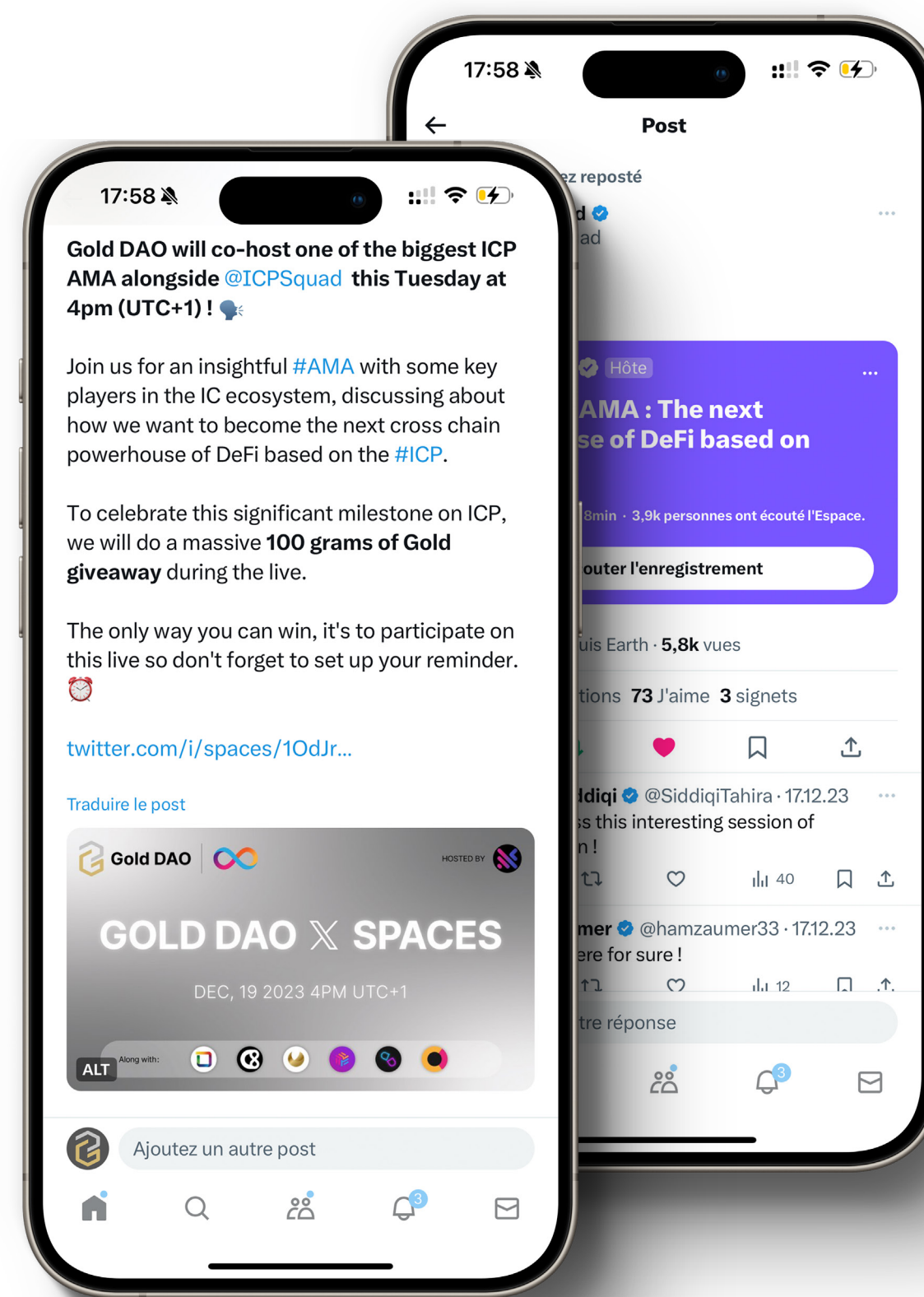
Total of publications in 57 days

124

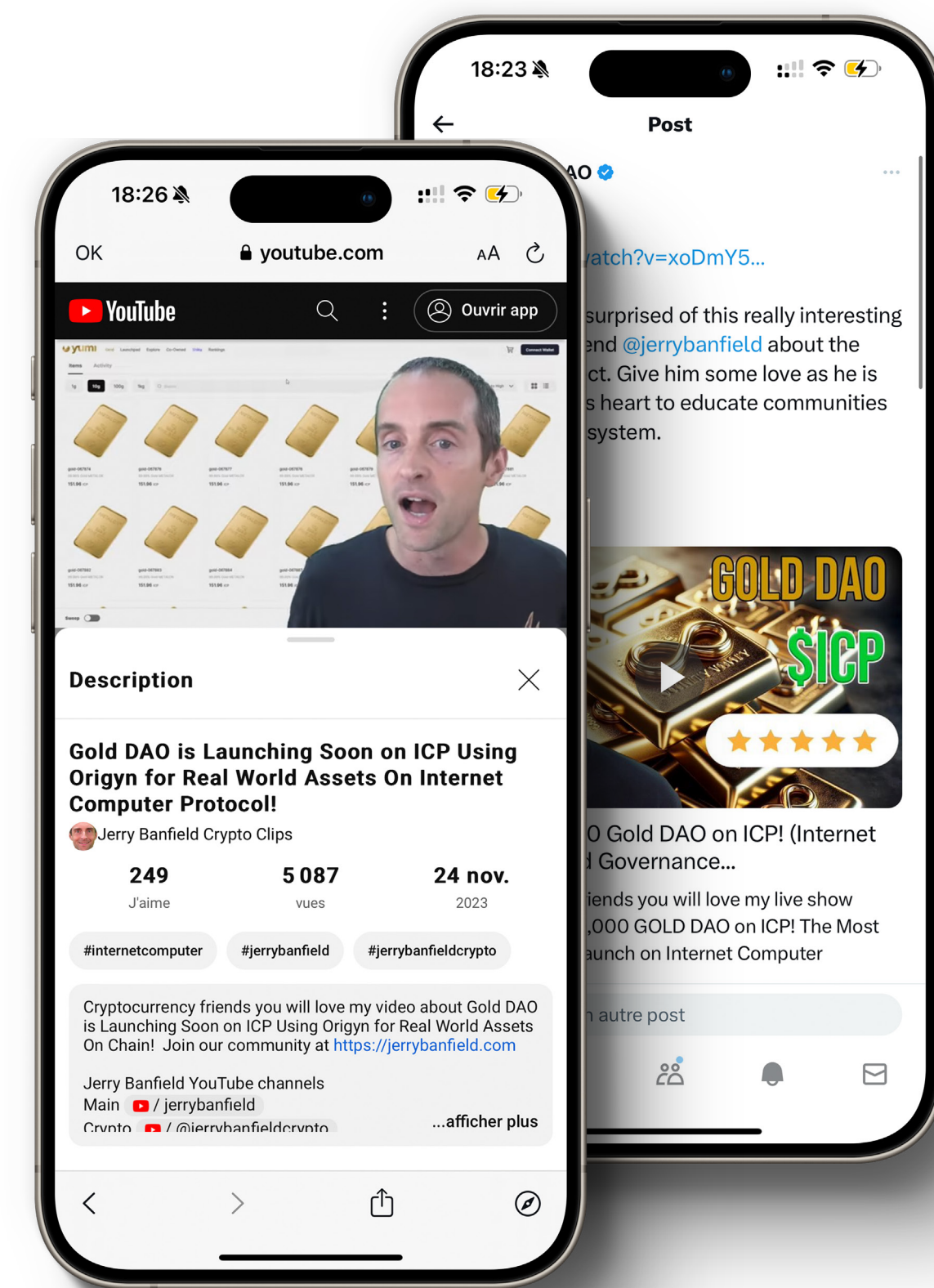
Notoriety On ICP Blockchain



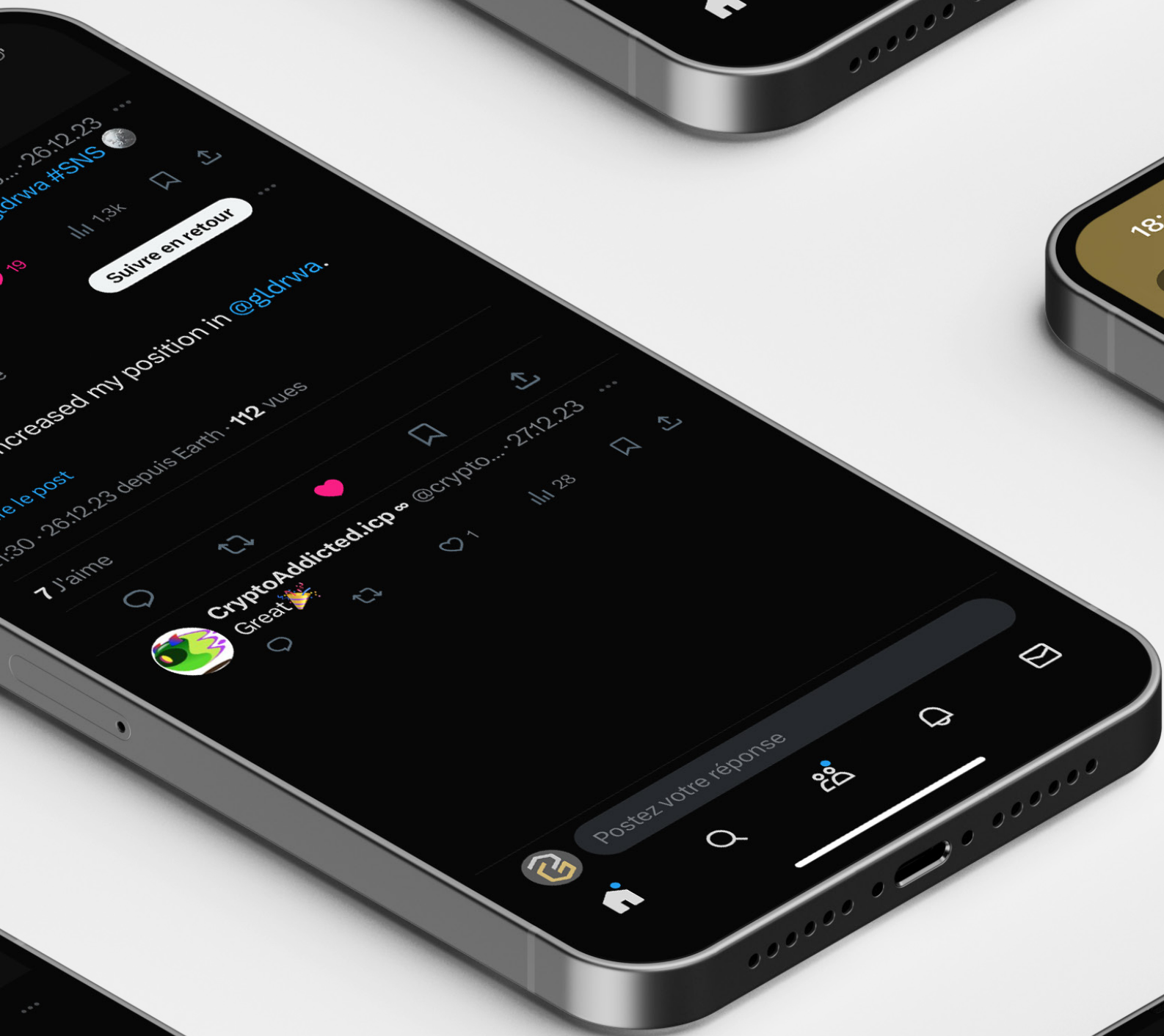
Tweet from the CEO of the Dfinity Foundation



Largest AMA in the ICP ecosystem



Leading ICP figure showcases the project via live streams and YouTube.



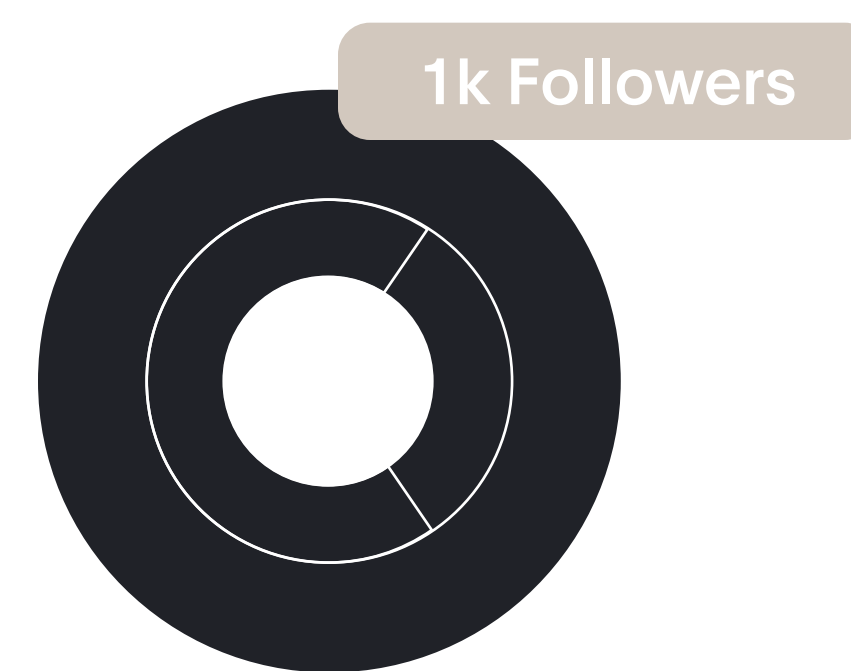
Community



TWITTER



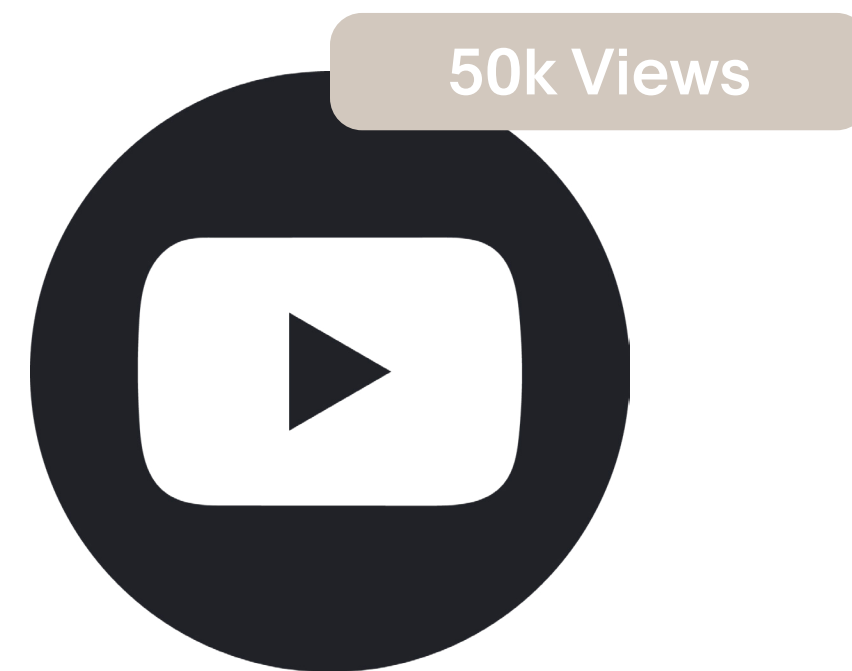
TELEGRAM



OPENCHAT



DSCVR



YOUTUBE



LINKEDIN

- Monitoring 24h/24h 7/7
- Community Management
- Campaign Anti-FUD
- Regular Q&A
- Creation of private groups (Bounties)
- Giveaways

Worldwide Communication



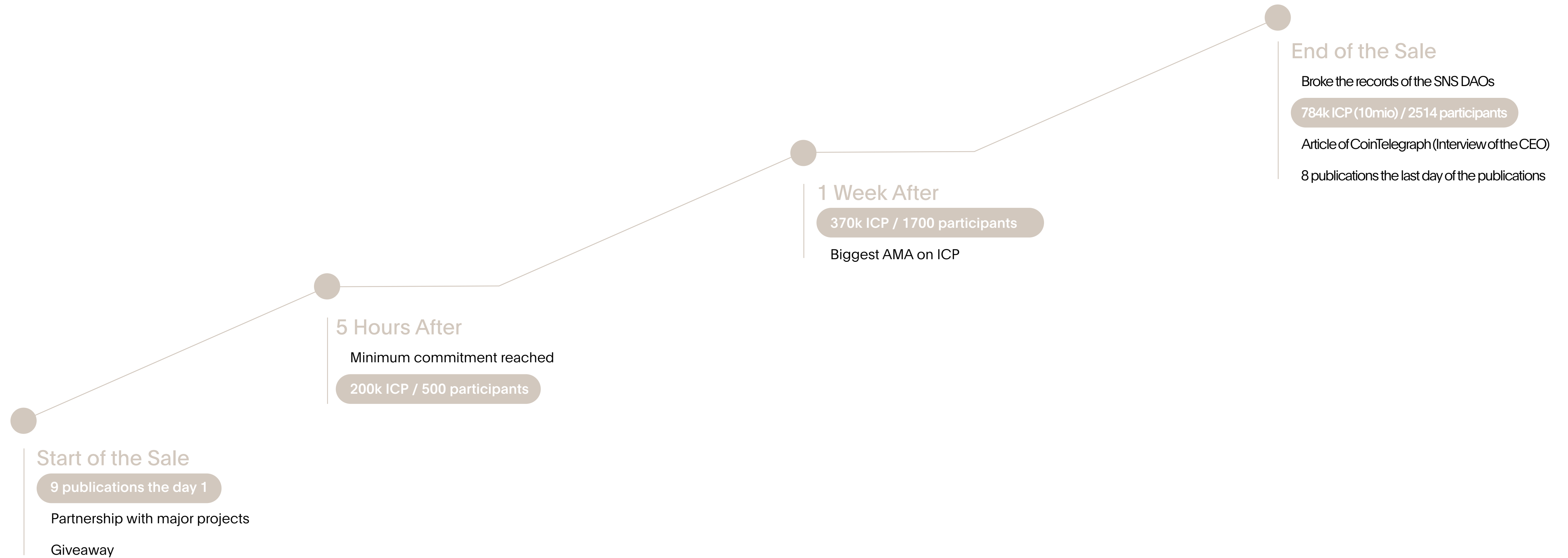
Global Outreach Strategy

Our strategy emphasizes reaching a global audience by translating our content into multiple languages, including English, Arabic, Chinese, Spanish, and French.

By partnering with key opinion leaders (KoLs) in each language, we ensure our message is culturally relevant and resonant. This multilingual approach aims to enhance accessibility, foster inclusivity, and build a more engaged community for the Gold DAO project, demonstrating our commitment to diversity and broadening our reach across different regions.

SNS Sale

Fundraise Evolution



Our Ecosystem

Our Ecosystem

Our Partners



COINTELEGRAPH
The future of money

CoinAcademy



CryptoSlate

The Defiant



Crypto Town Hall



Bitcoin Insider

Our Clients



WATERNEURON



THE METATRIBES

L'ORÉAL





Thank you !