

WEB3 BLOCKGROWTH MATRIX™

	STAGE		
FUNCTION & AREA OF FOCUS	STARTUP (Pre-Seed, Seed, Angel) Valuation: <\$5M	GROWTH (Series A through B) Valuation: \$5M-\$500M	SCALE (Series C+) Valuation: >\$500M
ETHICS & GOVERNANCE	<ul style="list-style-type: none"> Establishment of basic criteria, incorporation in jurisdictions favorable to blockchain and crypto. CEO and management team are ethical (e.g., FTX). Regulatory compliance and licensing as required 	<ul style="list-style-type: none"> Affirmation and alliances of credibility, ethics, trust and performance. Governance development. Coach CEOs to behave ethically without "judging them" to encourage change for ethical behaviour, if needed 	<ul style="list-style-type: none"> Avoidance of persona of 'evil-doer' with self-interest or conflicts of interest. Proactive vs. reactive governance. Governance board development to oversee CEO's actions and potential risks. Stakeholder involvement Global and regional ethics vs Human Rights. Adjudication.
STRATEGY & TOOLS / FRAMEWORKS	<ul style="list-style-type: none"> Lean methodology for rapid iteration and feedback Focus on defining clear blockchain use cases Competitive analysis to identify niche markets Porter's 5 Forces SWOT analysis PESTLE analysis Regulatory compliance Initial basic market research (primary and secondary) 	<ul style="list-style-type: none"> Scaling business model based on validated learnings Strategic partnerships for ecosystem growth Expansion strategy for new markets and segments Ansoff Matrix Porter's Value Chain OKRs ROI analysis (ROMI/MROI) Enhanced market research including longitudinal market studies on users and competition 	<ul style="list-style-type: none"> Diversification of blockchain applications Focus on sustainability and long-term vision Global market leadership and innovation strategies McKinsey 7S gap analysis VRIO analysis Strategy Mapping Blue Ocean Strategy ROI analysis (ROMI/MROI) M&A, IPO JVs, Foreign Direct Investment Global market research including longitudinal studies including product innovation and experimental research
BRANDING	<ul style="list-style-type: none"> Establish a strong brand identity that resonates with the blockchain community Emphasize transparency and security as core values Early community engagement to build brand advocates Establish brand values 	<ul style="list-style-type: none"> Consistent brand messaging across all channels Brand evolution to reflect growth and maturity Strengthen thought leadership in blockchain space Brand personality construct, brand voice, brand values, brand guidelines 	<ul style="list-style-type: none"> Global brand recognition Corporate social responsibility (CSR) initiatives aligned with blockchain values Brand loyalty programs Brand evolution management
PRODUCT STRATEGY	<ul style="list-style-type: none"> MVP development focused on core blockchain functionality User feedback to refine product features Clear value proposition for early adopters 	<ul style="list-style-type: none"> Product line expansion based on market feedback Integration of additional blockchain technologies (e.g., DeFi, NFTs) Focus on user experience and scalability 	<ul style="list-style-type: none"> Continuous innovation and R&D Strategic acquisitions to enhance product offerings Focus on interoperability and standards
PROMOTIONAL TACTICS	<ul style="list-style-type: none"> PR: Early media outreach to build awareness Community Management: Engage with early users on forums and social media Content Strategy: Focus on establishing thought leadership and educating the market. Articles, blogs, social content, and PR tailored to explain blockchain concepts and the problem your product solves. Social Media: Organic content to educate and build interest Event Marketing and Tradeshows: Participation in key blockchain and tech startup events; host webinars to educate and gather feedback; networking to build industry connections PPC and Programmatic Advertising: Targeted PPC campaigns to drive website traffic and early sign-ups; experiment with programmatic ads on crypto-specific platforms Influencer Outreach: Engage with micro-influencers within the blockchain community for authentic advocacy; focus on educational content and early product reviews AMAs and Webinars: Host AMAs (Ask Me Anything) sessions to engage with the community and gather feedback; educational webinars to explain blockchain concepts and product value Airdrops, Contests, Promotions 	<ul style="list-style-type: none"> PR: High-profile partnerships and success stories Community Management: Foster a loyal user base with regular updates and involvement Content Strategy: Drive engagement and expand reach with in-depth content on specific use cases, customer success stories, and advanced blockchain topics. Utilize SEO and interactive content to engage a broader audience. Social Media: Targeted campaigns and influencer collaborations Event Marketing and Tradeshows: Sponsor and speak at major industry events; host branded events to showcase products and innovations; leverage tradeshows for B2B networking and partnerships PPC and Programmatic Advertising: Scale PPC campaigns with refined targeting based on data insights; increased investment in programmatic advertising across broader channels Influencer Outreach: Partnership with key opinion leaders and influencers in the blockchain space; influencer-led campaigns to drive adoption and engagement AMAs and Webinars: Regular AMAs with company leaders to maintain transparency; webinar series on advanced blockchain topics and use cases Airdrops, Contests, Promotions 	<ul style="list-style-type: none"> PR: Global PR campaigns and corporate communications Community Management: Global community events and programs Content Strategy: Solidify brand authority and foster community loyalty with authoritative pieces on future trends, community stories, and showcasing company culture. Prioritize high-quality, engaging content that highlights innovation and global impact. Social Media: Advanced social media strategies with global reach Event Marketing and Tradeshows: Organize flagship industry events; global roadshows to engage with international markets; strategic presence at non-blockchain specific events for broader reach PPC and Programmatic Advertising: Advanced programmatic advertising strategies with AI optimization; global campaigns targeting mainstream and crypto audiences Influencer Outreach: Long-term ambassador programs with influencers; cross-industry influencer collaborations for broader reach AMAs and Webinars: High-profile AMAs with industry leaders; exclusive webinars for partners and investors Airdrops, Contests, Promotions
PRICING	<ul style="list-style-type: none"> Focus: Flexibility & Market Penetration Strategy: Freemium models to encourage adoption and gather user feedback. Early-stage discounts and time-sensitive offers to incentivize quick decisions and build a user base. Objective: Maximize user acquisition and market feedback for product refinement. 	<ul style="list-style-type: none"> Focus: Value Optimization & Market Expansion Strategy: Introduction of tiered pricing models based on feature sets, usage, or user seats to cater to a wider range of customers and use cases. Implement value-based pricing strategies informed by customer feedback and competitor pricing. Objective: Increase revenue while maintaining competitive advantage and market share growth. 	<ul style="list-style-type: none"> Focus: Premium Positioning & Ecosystem Monetization Strategy: Premium pricing for advanced features, enterprise solutions, and ecosystem integrations. Leverage network effects for ecosystem monetization, including partnerships, API access, and white-label solutions. Objective: Maximize profitability and establish the brand as a leader in the blockchain industry, ensuring long-term sustainability and value creation for users and stakeholders.
PEOPLE: TEAM BUILDING AND CULTURE	<ul style="list-style-type: none"> Build a core team with diverse skills in blockchain, marketing, and business development Foster a culture of innovation and agility Emphasize transparency and open communication Estimated Team Size: 1-5 marketing employees <ul style="list-style-type: none"> Content Manager Community Manager Digital Marketing Specialist 	<ul style="list-style-type: none"> Expand team to include specialized roles in marketing, product development, and customer support Strengthen company culture with shared values and goals Invest in team development and training Estimated Team Size: 6-20 marketing employees <ul style="list-style-type: none"> PR Manager Event Manager Social Media Manager Product Marketing Manager SEO/SEM Specialist 	<ul style="list-style-type: none"> Global talent acquisition to support international expansion Leadership development programs Focus on diversity, equity, and inclusion (DEI) initiatives Estimated Team Size: 20+ marketing employees <ul style="list-style-type: none"> Chief Marketing Officer (CMO) Brand Director Head of Growth Digital Strategy Director Customer Success Manager
MARKETING BUDGET MANAGEMENT AND KPIS	<ul style="list-style-type: none"> Lean budgeting with focus on high-impact, low-cost marketing tactics Set clear KPIs related to user acquisition, engagement, and feedback Marketing Budget Estimate: \$10K-\$150K annually 	<ul style="list-style-type: none"> Strategic allocation of budget to scale marketing efforts and product development Refinement of KPIs to include revenue targets, market penetration, and customer lifetime value Marketing Budget Estimate: \$150K-\$2M annually 	<ul style="list-style-type: none"> Comprehensive budget management with ROI optimization Advanced analytics and KPIs for global market performance and strategic decision-making Marketing Budget Estimate: \$2M-\$10M+ annually
PROCESSES	<ul style="list-style-type: none"> Focus: Efficiency & Community Engagement Smart Contract Automation: Utilize smart contracts for automated onboarding, transactions, and rewards to reduce manual processes. Community Feedback Loops: Leverage decentralized forums and DAOs for product feedback and governance, ensuring community-driven development. Rapid Prototyping: Embrace agile development for quick iteration based on real-time user input and market trends. 	<ul style="list-style-type: none"> Focus: Operational Scalability & Decentralized Governance Decentralized CRM Solutions: Implement blockchain-based CRM solutions for transparent and secure customer data management. Content & Community Management: Streamline content creation and distribution across decentralized platforms. Enhance community management with tools for better engagement and reward mechanisms. Cross-functional Teams: Ensure seamless collaboration between technical, marketing, and community management teams to align on decentralized product offerings and community expectations. 	<ul style="list-style-type: none"> Focus: Ecosystem Integration & Global Standards Global Support & Localization: Establish processes for multilingual support and localized content to serve the global Web3 community effectively. Data Analytics on Blockchain: Utilize blockchain analytics tools for insights into user behavior and tokenomics, driving data-driven decisions. Strategic Partnerships: Formalize processes for integrating with other Web3 projects and platforms, focusing on interoperability and mutual growth within the ecosystem.
SALES MANAGEMENT	<ul style="list-style-type: none"> Get initial traction, whitelist customers. 	<ul style="list-style-type: none"> Get 20k-50k registered users or a few institutional clients (hire Sales Director/Manager and build up sales team with light CRM system, Integrate cooperation between sales and marketing functions. 	<ul style="list-style-type: none"> Develop global sales team, CRM system expansion and develop sales leadership, develop a highly synergistic relationship with global Sales & Marketing teams.