WEB3 Crowdfunding Success Playbook

(Transferred from iCloud for the purposes of sharing)

A repeatable framework for finding, creating and executing successful crypto fundraisers

Lead generation

Leveraging key crowdfunding platforms and monitoring new, incoming projects.

Project vetting

Comparing fundamental project pillars against a strict accept/decline criteria. Including:

- Founder(s)/key creators identity and backgrounds.
- Project narrative (e.g. gaming, social events, etc).
- Project progress — demonstrated traction.
- Marketability and ‘social’ score.
- Project history — including funding.

Opportunities

There a number of revenue generating opportunities within the basic to comprehensive campaign management as productised services. Including:

- Project success fee (2-7% of total amount raised); or
- Fixed services costs; or
- Combination of both.

The Lead Up

2-week sprint consisting of a range of ‘readiness’ services. Including:

- Strategy creation — including approach, tone, requirements, etc.
- Campaign structuring — including narrative,the ‘offer’, design, custom development, tokenomics, etc.
- Asset creation — Discords, accounts, graphics, etc.
- Social ‘warm up’ — project education focused content (written, visual and influencer).
- Outreach — key ICP-focused outreach efforts to get locked in commitments for launch.

The Launch

The whole purpose of go-live is to generate as much day-1 momentum as possible to use the results in the next phase. Including:

- Project sharing (single sources).
- Nudging committed parties.
- Socials — launch and momentum (FOMO) content.

The Hype Express (1st week)

2-week sprint consisting of a range of ‘momentum’ services. Including:

- Community management — answering queries, greeting people, replying, etc.
- Socials — ‘FOMO’ style content creation, influencer endorsement, management (incl. replying to all posts and messages, greeting people, etc.)
- PR & Media release — working with media outlets and PR professionals to release further informational content.
- Technical support — rapid fixes, etc.

The Dry Spell

The middle of the campaign where momentum dies down, in preparation for the squeeze. Using this period to:

- Conduct a retrospective on launch, in preparation for ’The Squeeze’.
- Staying relevant socially, but bare minimum to remain relevant.
- Enable first touch points with new prospects (using momentum and performance as the ‘in’).
- Identify and propose to aligning DAOs, public goods, grants, etc. (long and tedious process).
- Continued whale outreach.
- Create bulk content for ‘The Squeeze’ — FOMO, visual, countdown, etc.
- Update campaign assets incl. campaign details, the offer (minimal), FAQs, automations, etc.

The Squeeze (24-72hrs remaining)

As the campaign comes to a close, the FOMO kicks in, where we drive urgency through the approaching campaign end-date. Including:

- Outreach & nudges — conducting new outreach and nudging interested parties to contribute prior to close date.
- Socials — FOMO, countdown, etc.