## Weekly Highlights 9/30

Happy Monday 1W crew ☀️,
hope everyone had a restful weekend post all the madness on various fronts for many folks between multi-travels, east coast storms and hurricanes, house moves and unpleasant seasonal bugs.
Our app store launch is getting closer by the day, so here's a quick recap of last week before we dive into the new week and keep moving fwd on all sides

🏆***1WIN OF THE WEEK*** 🏆

**CB onboarding**: some sweet progress on the builders front last week thanks to the many folks involved in advancing the key POCs along the funnel between outreach, demos and onboarding + troubleshooting.

We now have 16 Community Builders from 10 Blockchain clubs in 1W,  with whom we're planning and coordinating the onboarding flow to get their members on the app (more detailed dates here) - which last week included sending out the first batch of our Starter Pack emails and polls on rewards selection, initiating cross-promo S/O tweets, and setting up an ongoing feedback flows.

We're planning on adding all partner CBs to a community channel/chat, and use that as a guided example community experience, so stay tuned on updates on that front and make sure you join once Mich reaches out with deets.

We also had ~10 new CB intro meetings between college blockchain clubs and on-chain projects (SANsound and MTop), and now have a pretty structured and shared approach to the sequencing of meetings content, steps and comms for the CB pipeline - so it's time to go full throttle on this front.

🎉***OTHER TOP HIGHLIGHTS***🎉 from the past week of activities included a team regroup on our Twitter gameplan [TLDR a renewed focus on building a stronger Web3 b2b(2c) presence and priority on Twitter followership over Discord – keep in mind the Push vs Pull perspective], more token-gated community leader interviews, plenty of lengthy discussions on launch details/phasing and plans, and the outreach / onboarding of new Android users for Fishfood purposes.

Lots of pieces moving but lots more to lock down, so let's stay focused on getting testers on board and learn as quickly as we can, and as always reach out with any qqs/needs whether here on this channel or via DM to the right POCs to keep pushing fwd.

And with that happy Monday!

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## Weekly Highlights 9/16

Happy Monday 1W crew ☀️,
hope everyone had a solid weekend and is ready for a new week of progress on all sides.
Here's a quick recap of last week so we're all on the same page and ready to go.

🏆***1WIN OF THE WEEK*** 🏆
Community Growth: this week marked the first round of a series of cross-promos with community partners on our Twitter feed (giveaways with HarmonyVille and The EgoVerse), which resulted in 400 new followers on our account (+20%) and plenty of interactions. These tactical acquisition efforts will be matched with an increased editorial/posting strategy emphasizing our Multichain b2b2c approach across platforms and ongoing programming on our Discord server (which this past Friday night included multiple partners together with VSN) – all in the spirit of beginning to establish 1W as a point of reference in the Web3 cultural communities space. So big shout out to Matt for getting the ball rolling and stay tuned for more events, comktg activities and walkthroughs in the coming days!

🪄***OTHER TOP HIGHLIGHTS***🪄
.A lot more happening over the last few days including
-   the Starter Pack taking shape with step-by-step feature flows
-   3 new user interviews with our target audience (updated insights here, highly recommend everyone reads through)
-   ongoing university outreach, now up to 81 POCs, with 9 leads at the onboarding stage/pipeline and 6 intro calls scheduled
-   and last but not least, behind the scenes scheming on setting up an ongoing content stream (podcast/video with Z and co-hosts) fueled by community questions/topics and featuring top communities gathered from all of our platforms (and hopefully very soon directly from the 1W app too)

The key streams are very much moving in a good direction, with a total of ~15/20 community builders in the process of getting onboarded, but there's plenty to push fwd on in order to get the right level of real world feedback and traction within timeframe so pls do actively track down whatever / whoever is missing in your project flow to lock down all the near-to-final pieces of the puzzle by EOW (ie. pack, incentives, deck and online presence/content strat) and push the pedal to the floor!

And with that, on to a new week
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## Weekly Highlights 9/9

Happy Monday 1W crew ☀️,
hope everyone had a great weekend and is rested+recharged for the week ahead.
Short and sweet update this week as we have our "almost IRL" sync back in calendars, but in the meantime here's a quick roundup of the latest from this past week.

🏆***1WIN OF THE WEEK*** 🏆
**Partner Starter Pack:** as Gabby and Matt push ahead on various channels to scout, educate and onboard ~50 relevant communities (college blockchain clubs and layer 2 projects respectively), Mich & Julia have begun putting together a [Starter Kit ]() meant to provide community builders with all the info they need to get up and running - from instructions on how to get their members onboard, to an overview of the coolest product features at their disposal, all the way to where/how to get direct and speedy support from our team for all their questions and needs.

Note that the current plan of record is to potentially split the participants to our early access program into two subgroups, one following a tentative "golden path" (ie. weekly guidance on which features to test out in their community), and one left to its own organic behavior, so we hope to learn A LOT in different ways from the two clusters. While still WIP, this will be a really crucial tool in driving our PMF quest forward, so thanks to the crew for taking a first stab at it and looking fwd to seeing it come to fruition asap.

🎉***OTHER TOP HIGHLIGHTS***🎉
Lots more going on including the onboarding of UCLA/GeorgeTown club leads, a first test of [event/programming on Discord]() courtesy of VSN, a joint *MGM* brainstorming sesh on community outreach strategy/[tactics]() and [incentives]() for partner builders, a [live demo/Q&A]() with Community DAO and a new [content calendar]() for our Twitter revamp.

So TLDR plenty of things in motion, and hopefully much more progress solidifying this coming week on everyone's front. Please make sure you join the regroup later today for all the latest & greatest from Z&H as well as the chance to get additional clarity wherever needed.

In the meantime have a great day & hope to see many of your faces later today
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## Weekly Highlights 9/2

Happy Sunday 1W crew ☀️,
Hope everyone's well into their long weekend celebrations and hopefully killing it in some stylish white vibes. Here's a quick roundup of the latest from this week before I get on my white train too.

🏆***1WIN OF THE WEEK*** 🏆
College Ambassador Program:  huge week on this front with Gabby going full speed on outreach for a total of 33 "first moves" done via email and/or LinkedIn), of which 8 have already responded and 4 have already engaged in a first intro call (more details in the [CRM](#) and meeting notes in [this folder](#)), so GO GABBY!! The college clubs space is a space many of us are quite excited to explore in terms of representing a potential "[atomic network](#)" to start from with related NFX, so Mich+ Julia are going to jump into the process where relevant and add some of Gabby's leads to our user research pipeline. Next up on this front is more introes & connects, a line up of onboarding/live demos and the lock in of a dedicated incentive program, so stay tuned.

🎉***OTHER TOP HIGHLIGHTS***🎉

**User Research:** Mich and Julia have kicked off their interviews with community builders, with 3 completed last week and another 5+ lined up for this one. While the sample size is of course still very small, the initial insights in terms of segmentation and pain points have already provided quite a bit to think about and absorb, so if you didn't have the chance to join the PDCT sync please do take the time to read through their notes and reach out with thoughts and leads for more.

**Twitter Strategy**: with the new focus and goals, it's time to steer the ship in the new direction on all fronts, including our owned channels and starting from crypto's fave: the TwitterVerse. To this end, Erin has drafted up a [new plan](#) and will be finalizing a content calendar for the coming weeks in the next few days that she will tag team on with Le Goat to bring to your screens starting this week.

Much more in the making including live AMAs, brainstorming on the Starter Pack for community builders, and outreach to Harmony/Polygon communities courtesy of Le Goat.

With that, wishing you all a wonderful Monday off with PLENTY OF SOLID BBQ VIBES and we'll chat in a couple of days.
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Weekly Highlights 8/25

Happy Sunday 1W crew ☀️,

weekend note to reset the stage all round as we align stars around the latest product direction.
This is based on all the closed beta learnings and convos we've had in this past month across multiple continents, time zones and projects, but in case your head's been spinning a lil, here is a recap of the latest episodes so we are all on the same page, cross-collab wherever needed, and can get BACK TO BIZNESS.

🏆***1WIN OF THE WEEK*** 🏆

The fam is growing, so here's an official team-wide welcome for Julia (product), Gabby (college ambassadors program) and LeGoat (community)!
While J & G have been a part of the crew in some capacity for some time now, things have been able to pick back up quite a bit in the last week thanks to the re-focus on "Platform for Web3 Community Builders" -- and while of course there's still a lot to be investigated (and hopefully validated) in the near future, we are now in a place where we can restart moving full speed through multiple workstreams.
For LeGoat it is instead a brand new start in the fam, and we're very excited to have him on board for this next phase, so pls look out for him in your channels / DMs and support as needed!

🪄***OTHER TOP HIGHLIGHTS*** 🪄

**User Research:** Mich & Julia have been in collab on a [killer research plan](#) focused on builders. Interviews started this week with the goal of having solid segmentation of users, identifying top level opportunities and most common pain points, and continuing to validate our hypothesis: that community builders in web3 need a native space to easily and efficiently build and nurture their community. If you have any direct leads/contacts of community builders, please let them know!

**Community Onboarding:** Mich and Le Goat have been reaching out to a number of community leaders with both an intro survey on general info & incentives (also building on Jessie's work) as well as an invite to start an ongoing discussion and set up potential giveaways (Evoverses, Route Protocol, Reality Chain). He did this all while getting [invited to a solid podcast](#) on the topic by CryptoLamb, working on a plan for 1W community growth+engagement in the new light, AND potentially getting married too if rumors are valid?! So tune in for his podcast and wish him the best all round for his many new adventures :)

**College Ambassadors Program:** Z&H had a very promising session with the lead for the blockchain club at Howard Uni, who will hopefully be one of our first test ambassadors. Meanwhile Gabby, who officially returned from his European tour this week, has been focused on [reworking our former college deck](#) to address the revised audience and UVP, and will be driving the program going forward by readily reactivating the convo with a [whole lotta college club leads](#) right as they finally get back to school.

Much more happening in the background in the past weeks including identifying [niche targeting options](#), which we may choose to test in the coming weeks with the new value prop, and the ongoing planning of an AMA with Harmony Community DAO to reopen the channels on all fronts.

Last but not least, kudos to Zi for powering through the endless rounds of VC meetings, and to Hochung, Darren and the entire eng team for pushing out a number of critical updates/fixes to the app within the last month, including the crucial switch to Polygon (and soon more EVM chains), all while spinning up new exciting mocks for the general UI/UX of the product.

So TLDR is *get excited* as we're officially BACK on track and ready to roll :)
Happy Weekend!
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## Weekly Highlights 7/2

Happy Sunday 1W GTM crew ☀️,
a slightly "different update" this week after what has been quite a "different week", with plenty of news and quite a few storms, but also some clear silver linings - including Claire making it over to the other side of the pond for her much awaited summer of French delicacies. Pics for proof.
Without further ado, here's the juice from the last few days:

🏆***1WIN OF THE WEEK*** 🏆
Multi-chain Life: given the most recent changes in launch plans, we're now gearing up to support additional EVMs asap, with particular focus on Polygon, Avalanche and Cronos. While there are of course plenty of UI/UX changes required to ensure that the multi-chain experience is functional and intuitive, the product/dev team has been pushing hard on all fronts to complete the process as swiftly as possible - potentially as early as by the end of this coming week 🔥!
While this pivot opens up plenty more doors for us in terms of paths to user acquisition and engagement, it also means we will need to carefully migrate our current user base of testers. Hochung and team are currently thinking through a few options, so stay tuned for the latest updates on this front in our team sync tomorrow and in the meantime huge kudos to the crew for the speed of execution ⚡

🪄***OTHER TOP HIGHLIGHTS***🪄 (more details/data as always on our marketing tracker)*

📧Waitlist / Onboarding: with the significant increase in our community, we've upped our onboarding efforts by sending outreach emails to 400 of them this week, as well as designing a weekly snapshot of our WL users meant to provide us with a better sense of who we are attracting week by week, so we can learn, leverage and course-correct as needed. This coming week, once enough data has been gathered from the new analytic integration, we'll also add to this ongoing analysis a snapshot of our members for a more complete picture.

🎙️ Advertising: wrapped up the overview of [advertising learnings and next steps](#) based on offsite feedback and latest launch pivot news, all while working on [niche targeting options](#) in collaboration with targeted producers, influencers, thinkers, and writers in the ramp up towards launch

☕ Lots more happening including recruiting new candidates for user interviews (7 interviews scheduled for this coming week) and further thinking on [engagement tactics](#).

🔜 ***BIG STUFF COMING UP IN NEXT WEEK'S SPRINT*** include the onboarding of our first Android fishfooders, and a bunch of launch scenarios planning to get back on (the new) track - so get excited:)

Last but not least, Zi has been working relentlessly on the pitch deck, so please keep your eyes peeled for potential requests from either him or me on help re: specific items / figures with quick turnaround.

And with that, onwards to another week of events!
Enjoy your evening and hasta mañana 😘
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## Weekly Highlights 7/2

Happy Saturday 1W GTM crew ☀️,
hope everyone's recovered from the various fun rounds of cold & flu many of us enjoyed.
A bit more of a "reorg week" this time around with H&Z out in California refining launch game plan, some folks packaging up their work as they prepare to phase out and venture out into world, and others realigning roles & responsibilities for the coming weeks, so without further ado here's the juice from the last few days.

🏆 ***1WIN OF THE WEEK*** 🏆
Android World: building on the most recent progress on the product front, as well as on the acceleration in WoW growth rates for waitlisted users, we're now officially gearing up to begin opening up the doors to the largest mobile ecosystem in the world. With a good majority of users on our waitlist now being Android users (~8K out of the ~11K total), a split that pretty much mirrors the respective Android VS iOS global market shares, this is a very exciting milestone. This week we've started gathering a small select group of users who will be our very first external testers for the pre-Alpha / fishfood, so TLDR - Green Robot here we come!

🎉 ***OTHER TOP HIGHLIGHTS*** 🎉 (more details/data as always on our marketing tracker)*

- User Research: as plans continue to take shape after the NYC offsite, and with Julia coming on board to double down on product focus and development, the team has refreshed the plan for ongoing user interviews and audience segmentation, working on evolving [research VS user questions](), and restarted outreach to recruit/line up the next 20 interviews
- In-app Engagement: with Hannah returning to holidays & school, Erin has taken on the responsibility of driving and amplifying user engagement within the app, starting with a [brainstorm doc]() on engagement cycles (primary reasons to download VS return to the app) and initial thoughts on motivations / incentives that could help fuel retention

☕Lots more happening including the development of [a draft for our first "opinion piece"]() on soul tokens (what are they, why will they be useful, and so forth), the refinement of [4 learning center articles]() (now ready to publish on medium and website - pending roll out plan), and a bunch of game planning on an amped up Discord analysis & engagement plan given we now count 5K+ members in our 1W community server

🔜***BIG STUFF COMING UP IN NEXT WEEK'S SPRINT*** include a much awaited team reset & regroup on all the latest news on revised launch and product plans, the wrap up / action plan on the best paths fwd on [advertising]() solutions following the pivot away from traditional platforms (so that we're ready to turn ads on as soon as ready to press play on spending / budget ramp up), and a 1W analytics / metrics 101 guide for the entire team.

Big week ahead with plenty of important updates, so enjoy your weekend and get ready to shift back into action mode
Hasta el lunes
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## Weekly Highlights 7/2


Happy Sunday 1W GTM crew☀️,
hope everyone's well and ready to fire up the BBQs for tomorrow's festivities – here we are back after a short hiatus due to our NYC IRL reunion and many flights + travels for most, so without further ado here's the juice from the last few days.

🏆***1WIN OF THE WEEK*** 🏆

🚀1W Community Growth: while the last few weeks have been quite hectic and eventful to say the least, there's always a silver lining - and this week we have a pretty significant one to celebrate in that our community of 1W Waitlist users, as well as that on [our Discord](), has more than doubled in the past

couple of weeks. We are now well over 9.4K users on our waitlist (just short of our end of June OKR which we had originally set at 10K) as well as over 4.4K members in our Discord server.

While of course any and all growth efforts have a joint impact on the numbers, a special call-out goes to Twitter and Telegram content and comarketing initiatives, including a tweet on the Harmony official account as well as a number of 1W-related retweets in various languages, which have brought in a significant number of users. Kudos to Erin, Jessie, Michelle and Ruby for leading the collaborations as well as ensuring a positive environment by promptly upping security to the highest tier (ie. bots alert) and implementing deeper verification. And onwards to 15K now 🔥

🪄***OTHER TOP HIGHLIGHTS***🪄 (more details/data as always on our marketing tracker)*

🗽Offsite: it surely feels like a good month ago, but it was only a week ago we all met in NYC, where the team shared key learnings and results so far (all presentations are linked on the agenda). We clearly had hoped to cover a lot more, particularly re: the latest on the revised launch plan and direction of the product, so keep your eyes peeled for an ad hoc session in your calendars this coming week

📝Editorial: developed initial editorial lists for product / partnership content by researching communities, companies, and influencers in the GenZ / crypto-curious space. This is part of the efforts connected to the refined product direction mentioned above, so stay tuned as it continues to take shape

☕Lots more happening including more work on the learning center (Layer 1 Vs Layer 2 article and overall SEO integration / update) as well as on our first "opinion piece" on the soul of Web, and further conversations with Coinzilla and Reddit reps for direct advertising possibilities.

🔜***BIG STUFF COMING UP IN NEXT WEEK'S SPRINT*** include a deep dive on product direction / milestones and the set up for the next round of user research. Also note that both Zi & Hochung will be in CA for the week, so keep that in mind for scheduling and such.

Last but not least, as you all know this was also Hannah's last week on the team before she returns to her SF adventures + more importantly her college shenanigans (🐥!), so make sure you grab her IRL or virtually before she gets sucked back into the ATL madness and know that all of her GenZ gems & musings are here for you to use whenever needed (thanks @hannahjian ❤️)

And with that, happy 4th everyone and hasta el martes 🎆
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## Weekly Highlights 6/17

Happy Saturday 1W GTM crew☀️,

hope everyone's nearly packing and/or more than ready for the NFT.NYC craze. Friendly reminder that the weather's always mad over here so, independently of what any forecast may be telling you right now, keep in mind we may just as easily hit 90F (ie. last night) or crash down to 60F & rain (ie. this morning), and all in the space of <12hrs, so..... pack accordingly 🙂 🎐☔

Most of everyone's week has gone into off site preparation, and we'll all be meeting IRL in just a few hours, so without further ado here's the juice:

🏆***1WIN OF THE WEEK*** 🏆

🗽OFF SITE PREP: only a couple days to go to our very first live team hang in NYC, so very much looking forward to having everyone in town, including those who to date have been confirmed to exist only in their ZOOM vs HUMAN form [shout out to @erinlm31 and @hochung for making the trip].

The team has been working on recapping key results and learnings from the past 3 months of madness in their respective focus areas [product, growth and community marketing], so we will be chatting through those on Tue, while we'll use our time on Wed to workshop and ideate on a couple of topics in sub-groups (growth loops & crypto curious use cases). Note the sessions are meant to be informal and interactive, so definitely no need to overstress – but absolutely DO make sure you drink up your coffee + show up full of energy and ready to contribute, so we can make the most of it.

Side weekend note: PLS DO NOT FORGET TO

a) send your final slides link by Monday AM, so everyone can go through the key info beforehand, and

b) complete the pre-readings listed on the 2nd page of the agenda - you'll need them to survive the Wed plan 🙂

Last but not least, special shout out to @Essa for once again coming to the rescue, as always, and helping out on rooms & restos reservations for the 1W crew ❤️

✨***OTHER TOP HIGHLIGHTS***✨ (more details/data as always on our marketing tracker)*

🕵️User interviews: ran third round of IRL and virtual user interviews with "young crypto curious", for a total of ~20 interviewees (recruited via Web3 communities and IRL events) to collate user insights on needs, value prop options, and potential audience segmentations

🆘 Customer Support: completed week-long training of our first CS agent (Ruby), focusing on introduction to 1W/platforms and deep diving into product knowledge, practicing email responses and FAQs, and so forth

🚀Lots more happening including more non-traditional ad network / agency research, initial discussions with a new potential gaming community partner, and the final review of ad hoc creative/messaging for Harmony comktg.

🔜**\*\*\*BIG STUFF COMING UP IN NEXT WEEK'S SPRINT\*\*\*** include, OF COURSE, plenty of offsite sessions and workshops as well as our first "opinion piece" on Social Identity to be sent to our NL audience - something we hope to do monthly going fwd, alternating with regular newsletter issues.

And with that, SAFE TRAVELS EVERYONE and see y'all v soon in the Big Crazy Apple ✈️
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## Weekly Highlights 6/10

Happy Saturday 1W GTM crew☀️,
hope all's well & dandy on the other side of the pond. Here reporting live from 35C+ (I \*think\* somewhere around 100F 😅) and official multi-time zone / babysitting exhaustion, so very much looking forward to seeing everyone in NYC soon - including Mich and Hannah IRL @ NeueHouse this coming week. Without further ado, here's the juice from the last few days:

🏆**\*\*\*1WIN OF THE WEEK\*\*\*** 🏆
CS: this week we officially selected and onboarded our first Customer Support agent (Ruby from RemoteStaff), who's going to be helping us provide timely support to our users around the clock. Based in Asia and for now on board 20hrs p/w, she'll officially begin orientation this coming Monday to swiftly become a new expert in all things 1Wallet, starting from the Knowledge Base built by @michmichmichann on HelpScout ad hoc for the occasion. Building a stronger and easier bridge into Web3 for "new young audiences'' cannot forego being able to literally hold their hand at any step of the way, addressing any and all of their questions and issues in or off app, so we're very excited to get this program going and potentially scale it in the coming weeks and months based on growing community needs 🤗

🪄**\*\*\*OTHER TOP HIGHLIGHTS\*\*\***🪄 (more details/data as always on our marketing tracker)\*

🔥NEW BUILD RELEASE: pushed live a new version of the app, now featuring an exciting revamp of the Discover tab (which will increasingly showcase a regularly curated editorial selection of interesting Web3 apps, channels and events) as well in-app event trackers (which will from now on auto-populate our analytics with chock-full of user behavioral data). While the prod/eng team has been releasing builds every week, this latest release is particularly dear to us as it will allow us to gain direct visibility

on any experiment we may want to run in terms of facilitating in-app engagement, so major thanks & kudos to Hochung and team!

🕵️USER & MARKET RESEARCH: conducted second round of 1:1 user [interviews](#) and desk market research on TAM + market & audience trends to provide insight into value prop refinement, feature prioritization, product roadmap and overall direction of 1W positioning, comms & UX when it comes to the "GenZ Crypto Curious" crowd.

🚀Lots more happening including a lot of offsite prep work (including outlines for the key presos on [crypto advertising challenges/ strategy](#) and [1W product marketing fundamentals](#) as well as the upcoming - and infamous - *ask anything* on [Dory](#)), direct outreach to multiple Web2/Web3 marketing agencies / crypto platforms / influencers for adv alternatives, the full CRM migration from Gmass to [SendinBlue](#), and 2 interviews with applicants for the social media/content intern position.

🔜***BIG STUFF COMING UP IN NEXT WEEK'S SPRINT*** includes kicking off promos in and off app for the gift card engagement campaign, the roll out of the harmony comarketing plan with [ad hoc creatives/assets/messaging](#), and an unforeseen (yet much needed) pivot on the selected test community from Cerebral Gaming to new gaming partners, due to their recent switch to new chains.

And with that, I'm off to packing for a delightful 9hrs flight.
Happy Sunday and see y'all soon on the other side of the pond
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## Weekly Highlights 6/3

Happy Saturday 1W GTM crew,
reporting live from the land of real pasta &  jetlagged babysitting, so pardon in advance any and all potential typos or grammatical nonsense since it's 3 of us attempting to take control of my laptop atm, 2 of which should in theory be napping by now - but clearly aren't. A slightly shorter/crazier week on everyone's sides this time with Memorial Day, multiple folks tied up in family travels across US and EU, leadership offsites in CA, and even eye laser surgery (go Jessie!) – so without further ado, here's a couple highlights from the last few days in preparation for what is quite a big week ahead of us:

🏆*1WIN OF THE WEEK* 🏆

**VALUE PROP / USER RESEARCH:** a key part of the ever challenging "PMF quest" and all related product & marketing efforts is, needless to say, getting to a truly clear value prop – which in very simple terms means crystalizing *which PROBLEM we are aiming to solve for WHOM and HOW*. Following up on the recent internal chats on the bull's eye target we intend to serve first and foremost ("crypto-curious GenZ"), we have immediately kicked off a User Research effort aimed at quickly validating/invalidating the product vision assumptions, as well as gaining a deeper understanding of which specific pain points our target audience is most interested in solving when it comes to entering the Web3 space. With this in mind, this week we recruited and completed 5 individual user interviews [all gen z (1) male (3) female (1) non-binary], and we'll continue to ramp up over the next 2 weeks with the goal of getting to a clearer segmentation (profiles/personas) and recognizable patterns that will allow us to better target, reach AND serve our audience. Super crucial work here so huge shout out to @Mich for rolling this out in no time and very excited for the insights on the way!

🎉**\*OTHER TOP HIGHLIGHTS**🎉 **(more details/data as always on our marketing tracker)\***

**Product Marketing**: finalized the daily challenges (eta: 06/06 onwards) for the Gift Card campaign, to be rolled out both in and off app (IG stories), and developed the Discover Page design layout in Figma along with a database of all the content, notifications, and order of the tabs.

**Content Marketing:** completed stage 1 of the Learning Center with beginners guide to Bitcoin and Bitcoin VS Ethereum (working in parallel with Darren on developing visual assets that will allow us to bake in even more of that "GenZ vibe" without impairing our SEO efforts), as well as a first draft of all key email comms meant to support onboarding and engagement of new users throughout their journey.

🚀**Lots more happening including** creative prep of co-mktg promo assets in collaboration with Harmony's social media leads (note that we're now getting outright banned on the traditional digital adv side as crypto-related, so we'll have to explore alts such as going through media agencies or 3rd party crypto ecosystems, or recalibrating to influencer tests), the reorg of our ambassador pipeline / deck with post-event feedback, and the development/testing of ad-hoc incentives to speed up members joining from our recently onboarded community of Cerebral Gamers.

🔜**\*BIG STUFF COMING UP IN NEXT WEEK'S SPRINT\*** include the release of the new beta build, which will enable the much awaited roll out of the in-app test engagement campaign, and the migration of our CRM database / emailing efforts over to SendinBlue, which will hopefully help us obviate some of the GMass spam/delivery issues we've recently started experiencing.

So lots to look forward to coming up next week, which means: enjoy your weekend AND get ready to bring back the FIRE next week!!!
A lunedí, and much love from the little crazy ones over here too
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## Weekly Highlights 5/27

Happy Saturday 1W GTM crew!

Hope everyone's enjoying the weekend and getting some solid R&R.

TLDR for the week - while we hope for the roadblocks on App Store approval process and crypto ads freeze to soon be removed 😓, we're working hard on making relevant progress everywhere we can. Which is in *a lot* of places, aka do not despair and let's stay focused 💪. Without further ado, here's the juice to get you all up to speed on the latest happenings across the marketing team:

🏆*1WIN OF THE WEEK* 🏆

🎮 Community: this week we launched our first comarketing effort by kicking off the onboarding of Cerebral Gaming, a community of ~1000 Gaming X Crypto enthusiasts who will have the opportunity to get early access to our private beta as trusted testers with their own dedicated community channel. The collaboration, announced across a number of channels from medium to twitter, will be rolling out over the coming weeks and give us the chance to test & learn how we can best serve Web3 communities - from facilitating group onboarding with b2b collaterals and ad hoc QR codes, to understanding the best incentives (customized stickers? NFTs?), tools and most value-adding / differentiating features VS the Discords and Telegrams of the world.

With social at the very core of our product vision, and gaming taking more and more of a central role in the ever evolving Web3 space, this is an experiment we have been very much looking forward to, so big shout out to @erinlm31 for spearheading this comarketing initiative beginning to end, and stay tuned for more updates as we bring the cerebral gamers on board!

🎉*OTHER TOP HIGHLIGHTS🎉 (more details/data as always on our marketing tracker)*

- 💻 Acquisition Funnel: launched a teaser microsite in the hope of solving the advertising challenges we've been butting our heads against per blurry regulations and ever changing policies on crypto adv. For a mini analytical insight, the ONE test ad they let us run on TikTok for ONE whole day before disapproving it again (🥴) led us to 11K impressions and 137 clicks, with a very positive 1.23% CTR and $0.35 CPC ($48 total spend), so fingers crossed we'll find a way to resume adv tests soon 🤞

- 🎤Ambassador Program: sourced and selected our first ambassador from the UCLA blockchain club, had promising initial call with Georgetown, and tested out ambassador deck & flow at Ambassador

DAO event to positive reception and valuable feedback on how we can further refine the storytelling and process

- 🚀Lots more happening including fleshing out logistics and specs for a soon-to-come [gift card campaign](#) (test running 6/6-10) aimed at in-app re-engagement, [social content calendar](#) planning for May posts across platforms, and beginner guides for Ethereum and smart contract wallets [Learning Center articles](#).

➡️*BIG STUFF COMING UP IN NEXT WEEK'S SPRINT* include the kick off of a very exciting round of [user research](#) focused on **Crypto Curious GenZers** (goal: 10 interviews by EOW, 3 already scheduled), the onboarding of our first Customer Support agent, and the implementation of detailed [in-app events tracking](#).

Last but not least, friendly reminder I'll be working from IT as of Monday for a few days [ie. that is EST+6 // PST+9], so I'll be moving around some meetings accordingly to avoid a string of nights with 6pm->2am calls. Please DM me if our 1:1 seems mysteriously stuck in the usual slot cos that aint gonna happen 🇮🇹💤

In the meantime have a great Sunday and happy Memorial Day ☀️
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## Weekly Highlights 5/20

Hola 1W crew, reporting live from apartment search insanity here so pardon the early Sunday ping. Busy week once again with plenty of shake ups from all our big tech faves blocking apps and ads on all sides… but fingers crossed the light at the end of the tunnel is there, so without further ado here's the juice on what's been happening:

*1WIN OF THE WEEK* 🏆
When Crypto hits different: as the saying goes, when the going gets tough, the tough get going….
So this week's shout out goes to all the various efforts the team has been working on to bring a bit of GenZ "lightness" to the current atmosphere, cos truth be told that has been a little less than light. No cap. From an ever growing collection of [web3 memes](#) soon-to-bring some extra spice to our in-app chat and socials, to the first mini "edutainment" experiments seeded on our [Twitter](#) and our yet-to-be-born [Tik Tok](#) account, and all to the way to our almost-ready-but-not-quite [teaser microsite](#), the team has been cooking up some pretty unique vibes for the much awaited day when we can finally open up the doors. And our extended fam is helping out too - our very international Discord volunteer Mods are

starting to ramp up their contribution and will be organizing not one but 2 events (Movie Night and, obviously, Game Night) for our growing 1W community. So lots and lots in the making.

May the Apple gods be with us and let us into that App Store sooner rather than later

**\*OTHER TOP HIGHLIGHTS**🪄(more details/data as always on our marketing tracker)\*

- Ads & Analytics: launched TikTok (IG & Twitter to follow next week) and drafted up the list of granular in-app user interactions and events that we can track without asking for user permissions. This will allow us to learn+iterate what works/doesn't in the UX and better infer which actions and features lead to stickiness and retention

- Ambassadors Program: completed college outreach and held first call with a member from UCLA. While blockchain clubs are not active during the summer, so we'll be using other avenues for our first ambassador events, we're building relationships with key college leads to prep for the summer rollout.

- 🚀Lots more happening including our upgraded CRM strategy, the setup of  SEO best practices for our content plan, and the first draft of a 1-pager onboarding doc for partner marketing.

🔜**\*BIG STUFF COMING UP IN NEXT WEEK'S SPRINT\*** include finalizing 1W collaboration with our first gaming community (which should onboard ~1K in target users), our first in-app gift card based engagement campaign, and the kickoff of our first round of user research aimed at uncovering deeper insights on what the GenZ world actually feels and wants out of this mysterious Web3.

Enjoy your Sunday and get your brains ready for a big week
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## Weekly Highlights 5/13

Happy Saturday 1W Crew,
one day late this week but right in time to shut down for the rest of the weekend, so here's the weekly juice from yet another overly busy week:

**\*1WIN OF THE WEEK\*** 🏆
CRM: with consumer crypto plays doubling down on comms across the web and beyond, and the loud noise surrounding the market generating at the moment more doubt than excitement, this week we developed the first iteration of the CRM strategy - an overview of our vision in terms of planned email-based comms (Opt In/Out approach, structure & flow). These are meant to support and educate our new users right from their onboarding (days 0->10 from app download), but also keep them informed and engaged in critical moments of their journey (transactions, reactivation etc..) as well in

occasion of special topics and promos (ie. personalized recos on group chats, ecosystem apps and events). Big shout out to Claire for taking the first stab at this beast – it's no small feat!!

And stay tuned for more as soon as we are able to migrate our DBs to a proper CRM tool ([proposal](#) under review). More to come!

**\*OTHER TOP HIGHLIGHTS**🪄(more details/data as always on our marketing tracker)\*

- Content / SEO: wrote [outlines](#) to primers for the next 2 Learning Center articles (ETH and Smart contract wallets) and conducted [research](#) of SEO best practices / free platforms for topic and keyword population (KeywordsEverywhere, Google Trends, Keyword Generator, Answer the Public) with the goal of building an SEO-optimized GenZ Normie-friendly "knowledge center"

**-** Ambassador program: created [content draft](#) for the ambassadors program deck and began [outreach](#) towards campuses given the impending summer break. Note colleges have been researched+selected based on the size/activity level of their blockchain club and their rank/reputation in terms of tech, business, and economics programs. Our plan is to prio CA and FL based schools, where our leads Gabby and Claire are located, with the goal of test running 2+ events by EOM (pending App Store approval)

- 🚀Lots more happening including one of our sweetest newsletter rounds to date (kudos to Erin for the spot on [reference](#)), 4 overseas Support Center candidates under review, and the confirmation of our first "1W native" gaming community finally on the way..

🔜**\*BIG STUFF COMING UP IN NEXT WEEK'S SPRINT\*** include finalizing the content strategy across all channels (TikTok & IG here we come), launching/scaling test ads across [new channels](#), and plenty of decisions to be taken on what and how we will choose to monitor and track from a [user analytics](#) perspective.

And with that, it's perfect Sat-dinner-o'clock here, so…. BYEEEEE
Hasta el lunes
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## Weekly Highlights 5/6

TGIF 1W GTM crew 😅!
Here come the weekly highlights wrapup - FOR THE FIRST TIME EVER ON AN ACTUAL FRIDAY - and to be completely clear that's a win in and of itself LOL. Next up: getting to sending this out at a more decent time of the day on Fridays. We will get there, mark my words (and mark your snippet calendar reminder too 💣)
So without further ado, here's the juice of what happened this week:

**\*1WIN OF THE WEEK\*** 🏆

💝Community: with [Discord](#) at the epicenter of our early testers feedback, and ~1500 fans already running around on our server, we are doubling down on our efforts to keep them happy, supported and engaged. After a swift round of applications and 1:1 chats with some of our most engaged members, this week we officially selected our first 3 Mods! Our global crew of young volunteers will help us not only spice up the ongoing convos, but also bring some additional GenZ vibes & input to it all - AND they will help us keep it going 24/7 since they're quite conveniently based in NY, Spain and India. BOOM. 🌍 Kudos to [@michmichmichann](#) for running the process and sourcing some very international help+perspective to our early days efforts - these guys are \*very\* passionate about bringing crypto to more normies (and to more women!), so we're excited to have them onboard on our 1W mission 💫

**\*OTHER TOP HIGHLIGHTS**🎇 (more details/data as always on our marketing tracker)\*

- 🕵️User Insights & Adv Planning: as we move towards scaling up our adv next week, we broke down potential [user interest groups](#) and pros/cons in targeting them (the newly setup [GA dashboard](#) will auto-populate with data in the coming days) AND developed [insights and metrics](#) to track both acquisition funnel and in app behavior/engagement

- 📝SEO: with content being one of the most efficient and scalable qualified lead drivers (but sadly also one of the "slowest" in generating ROI..) , we're getting ahead of the game and developing a series of crypto 101 articles for our upcoming Learning Center. Stay tuned for GenZ Normie-friendly primers on [a whole lotta stuff](#)

- 🎥TikTok: after much back and forth on accounts, handles, and emails, we finally managed to lock down a username. The account will come to life with a number of test rolls next week, so everyone [go follow us](#)!

➡️**\*BIG STUFF COMING UP IN NEXT WEEK'S SPRINT\*** include

- an AMA Twitter Spaces scheduled for 5/13 w/ Harmony Community DAO & [@Z_1wallet](#)

- a wider Content Plan/Calendar to bring our new SM accounts up to speed on all fronts

- the rollout of our 1W microsite teaser, coming soon to your screens

And last but not least, no surprises there, but much of the inbound interest and conversation around the 1W has been revolving around its availability on the Android ecosystem - and this week marked the official announcement for the green robot users that \*an alpha is on the way\* 💚. Shout out to [@hochung](#) and his team for yet another big step! With the most recent announcement, and building on

the Android users who had already signed up to our waitlist, we're already tracking at an additional 1300 users excited to give 1W a try, so stay tuned for more white glove onboarding fun 🤩

Enjoy the weekend everyone and recharge!
A lunedí 😘
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## Weekly Highlights 5/6

Happy Sunday 1W GTM crew!
Hope everyone's well and still testing negative despite the less than encouraging symptoms in the past few days... 🤞😷.

Much of this week's work went into ramping up assets, content and plans for our next product milestone [targeting mid/late next week for the "Unlisted" beta release, aka May the 4th( /-rce) be with us], so without further ado here's the juice:

**\*1WIN OF THE WEEK\*** 🏆

🏋️In-App Engagement refocus: with a solid pilot user base now on the TestFlight Beta, and while we look to recruit summer intern resources on the product and in-app editorial / content side of things, much of the focus has shifted towards defining, tracking, and ideating how to increase in-app engagement and retention metrics.
From providing a simple but compelling way for users to self-onboard through a snappy 1-2-3 intro guide (Warm Welcome), to evolving the Discover tab into a launchpad designed to give users easy+compelling ways to regularly re-engage (Spotlight Apps, Featured Channels, and more), many people have been involved on all fronts in this effort. This week's special shout out goes to @kirasuni for her behind-the-scenes work on the analysis / thinking / set up of user engagement data insights, metrics, and dashboards 👩‍💻. Stay tuned for more updates on this front as we start baking it all up into the 1W experience💫

**\*OTHER TOP HIGHLIGHTS**🪄 (more details/data as always on our marketing tracker)*

- 📲Waitlist Onboarding: with this past week's two rounds of email outreach, we have officially hit the last ~250 iOS users on our waitlist, effectively completing this work stream so that none of our early supporters were "left behind" [900 iOS users emailed, ~60% Open Rate, ~10% WG CR]. Onwards to self-onboarding in a few days!

- 💻Microsite: as we gear up to release our "1W microsite 1.0", we've been working on fleshing out content, UI and UX for a minimalistic yet unique+intriguing teaser. Keep your eyes peeled for some real GenZ zings in there ⚡

- 🚀Lots more happening including one of our highest performing 1Weeklies to date (already at ~43% Open Rate and growing), covering nothing less than the [Blockchain Bachelorette](), and a number of follow ups on the Ambassador Program front.

🔜*BIG STUFF COMING UP IN NEXT WEEK'S SPRINT* include

- 😺user feedback: more 1:1 feedback sessions with our early users as well as our first baseline PMF score we'll start building off of

- 👾content marketing: finalizing the culture-first content ideation / planning (music, gaming etc) aimed at tighter acquisition and higher engagement

- 🏹quite a few exciting launches including our brand TikTok account, the first version of our microsite, and selected direct-to-app adv tests (3 target audiences / creatives)

Last but not least, welcome back to @Z_1wallet on this side of the world 🥰, and **HUGE CONGRATS* to @hochung and his global product / dev team on getting to Open Source day 1 !🔥🔥🔥🔥🔥

Enjoy your Sunday and chat tomorrow 😘
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## Weekly Highlights 4/30

Happy Sunday 1W GTM crew!
Hope everyone's well and still testing negative despite the less than encouraging symptoms in the past few days... 🤞😷.

Much of this week's work went into ramping up assets, content and plans for our next product milestone [targeting mid/late next week for the "Unlisted" beta release, aka May the 4th( /-rce) be with us], so without further ado here's the juice:

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**\*OTHER TOP HIGHLIGHTS**🎉 (more details/data as always on our marketing tracker)\***

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Enjoy your Sunday and chat tomorrow 😘
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## Weekly Highlights 4/23

And here we are, back with our weekly highlights roundup, after a mini hiatus due to the Coachella adventure 🌴🎶(and ensuing travel insanity).
Without further ado, here's what's been cooking:

*1Win of the Week* 🏆
🦄TikTok Adv Test: while many of us were soaking up the sun & sounds in Indio, @erinlm31 has been working behind the scenes to run selected digital ad tests. The goal here was to assess the resonance+performance of the magic combo of messagingXaudience on everyone's favorite GenZ social platform, so that once we're ready to step on the gas for user acquisition, we know how to scale those efforts effectively (and cost-efficiently💰).
Great news is that the early data is very encouraging, with a strong CTR (1.24%) and a pretty cheap CPC ($0.43), so while the test was voluntarily kept small (~$150 total spend), we collected ~30K impressions and drove 370 clicks over to our waitlist.
On a related TikTok note, we will also soon be launching OUR OWN 1W account on the platform in conjunction with the App Store unlisted beta release [planned for 5/4], so no pressure there but @hannahjian ALL EYES ARE ON YOU 👀👀👀👀👀👀

*Other top highlights (more details/data as always on our marketing tracker)*
- 📲Waitlist Onboarding: as we rally towards 5/4 as the unlisted beta release (aka soon no more TestFlight 🎉), we've ramped up our waitlist outreach by increasing our biweekly cohorts, now hitting ~250/300 inboxes every week with the opportunity to sign up for an intro session with our team. As a way to obviate some of the more recent issues (RPC, wallet creation etc), we have also created a shareable and offline version of the onboarding (short deck + demo script + feature screens + video recording), so that going fwd any and all onboarders & ambassadors have a reference point no matter what the day throws at them :).
We're currently on track to run through all iOS users by end of next week, after which, once live on the AppStore, we'll be giving everyone the chance to self-onboard. New users will be able to simply download the app on their own and follow through the newly designed in-app Warm Welcome guided

experience (note that white-glove sessions will still be open to those interested, but become entirely optional).

- 🚀Lots more happening including 1:1 in-depth feedback sessions with randomly selected early users (3 down, more to come, incl. a larger focus group), more of our 1Weekly newsletter issues hitting 2K+ readers regularly every Thursday (Open Rates still well above avg at 35<>62%, unsubscribe rate 1%) and plenty of Ads Analytics setup work and CoMarketing scheming.

🔜*Big stuff coming up in next week's sprint* include
- redesigning the editorial experience in the Discover tab and test on-platform campaigns to drive stronger in-app engagement and fuel retention
- fielding our first ProductMarketFit survey to our early testers (more info here for those keen to learn the how/why building a PMF engine is everything for early-stage consumer products)
- recruiting + training a small external Customer Success team in PH to ensure we provide quality and timely support to our users
- locking in the referral mechanic, budget and GTM approach for our imminent Ambassadors Program rollout in collab with @onegabby

And last but not least, sending plenty of counter-jetlag energy to @Z_1wallet for his African Web3 tour, and big shout out to Claire for her upcoming college graduation week... CRUSH IT @cllairee3 🔥

Enjoy the weekend everyone and see y'all on Monday
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## Weekly Highlights 4/9

**\*1Win of the Week\*** 🏆
\*Our darling 1W Beta Testers Waitlist is hitting 2500 this week\* 🔥🔥🔥
In <60 days the list of folks who bravely went through no less than ~15 questions in Typeform in the hope of snagging an early seat to our beta has more than 25Xed, growing from 95 on Feb 10th up to XXXX on Apr 10th (and counting!). To give our waitlisters the best live intro to our TestFlight Beta, we've been staggering their invites and sending out outreach emails on a cohort basis twice a week [Avg Open Rate 55%], so that we can meet / support them + gather direct feedback through a dedicated private Discord channel and cohort chat groups within 1W.

We plan to extend an invite to onboard to everyone on iOS within the next ~3 weeks, prioritizing by signup date and target fit (GenZ-ers first), so that by the time our app graduates to the App Store (as Unlisted) in early May they'll all have had their chance to early access.
This has truly been a team effort, both on and off the ground, so major thanks + kudos to everyone involved -- and an extra shout-out to Mich & Andy for running our white-glove onboarding session on Discord, Twitch, Zoom and all around the web

**\*Other top highlights (more details/data on our marketing tracker)\*** ⚡

- 👾Discord: after breaking through the "first 1000 fans" ceiling a couple of weeks ago, the server has continued to grow at a speedy rate (roughly +10% per week, now up at 1280). To scale ops, we are now taking in applications from users to select a few lucky Mods who'll help us keep the engagement and community vibes going [Mich, Andy]

- 💌Newsletter: installment #2 of our 1Weekly Scoop hit the stalls on Thursday, so starting this week we'll begin to invite to our "weekly wrap-up of Web3 culture&tech news" folks from our social channels, our beta testers and beyond. Bad news is in our first 2 issues we forgot to include the "Unsubscribe" link.... Good news is engagement to date is very strong (Open Rates 30%<>45%, well above industry standards), and our users didn't seem too keen to unsubscribe - see screenshot below ❤️ [Claire, Erin]

- 🚀Lots more happening including ongoing scheming on gaming-community efforts in partnership with the Harmony crew [Erin], plenty of discussions on the Ambassadors Program [Claire, Hannah + shout out to Gabby] and solid connections made w/ Asia to set up a kickass customer success crew [Mich] [Reddit thread on Argent's users anger docet]

➡️ **\*Big stuff coming up in next week's sprint\*** include designing a Warm Welcome experience for new users, ideating / testing out a couple of in-product engagement campaigns, and kicking off the Ambassadors Program outreach to selected leads to get the pilot ball rolling 🗣️

So ENJOY your Sunday and double down on R&R, cos it's going to be another busy one 🥳🔥🙃
Hasta mañana
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## Weekly Highlights 4/1

And here we go with the ritual EOW highlights to officially close off the week, straight up from my flight back East

**1Win of the Week*** 🏆

***Issue #1 of our brand new newsletter [aka the 1Weekly Scoop] finally saw the light of day 😄🎉!!!***

With a short selection of fresh stories from the ever-evolving "Culture meets Web3" world, a weekly edu-pill for curious normies, and sneak peeks/BTS highlights from the 1W team, the first mailing was sent out to our waitlist DB on Friday with the core purpose of keeping our audience close+engaged. The infamous Round Ones in CRM Comms are notoriously painful to get through given the # of details up for discussion, but this one truly turned into a semi-monster of loops on all sides – so kudos to @Claire for getting it over the finish line, and big tx to everyone involved for their contribution. Next up: a 2nd – better, faster and smoother– mailing hitting inboxes next Thu with way more readers [Cal / Comm cross-promos] and far fewer loops 💪

***Other key highlights (more details/data on our tracker)***

- Paid Adv Tests 🕵️: off we go with the selected adv tests - with a couple of video/multimedia native ads now launched and running on TikTok and Twitter, we can now begin collecting stats and insights on resonance and economics
- Partner/Community Marketing 👀: Erin has been scheming up together with Daniel & Crew to coordinate on calendar+tactics for relevant cross-promos to our 1W waitlist and socials [ie. inclusion in the H weekly newsletter, pinned posts on Telegram and Reddit etc] as well as for potential collabs with on-target subgroups [ie. gaming community]

***Big stuff coming up next week*** includes moving fwd into a concrete kickoff/test for the Ambassadors Program, as well as a new round of ongoing PMM work on features, messaging and on-platform engagement campaigns.

Finally, I know that for the younger crowd here your one and only question really is "To Coachella or Not To Coachella" - to which my only answer rn is "i dunno tbth but the few who don't properly update their work streams on the tracker do not even get to ASK the question... amirite??".  I'm joking but I'm not joking, and when in doubt, remember where I'm from LOL 🇮🇹💣🔥.  Get that tracker in shape and keep it in shape, you know who you are.
HAPPY WEEKEND everyone from up in the clouds, speak on Mon ✈️
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## Weekly Highlights 3/25

Alright crew, I am going to try and find time to send out an EOW report of highlights now that THE MACHINE IS IN MOTION 🔥!

Note this is a totally subjective selection of items and *IN NO WAY* aims at representing the full spectrum of things going on (so pls dont take it personally if smthg you did is not included LOL - I SEE YOU! <3), but hopefully it gives everyone on this chat a bit more visibility into what is going on on the

GTM side and all the side telegram channels, and it saves some time for everyone on getting each other up to speed on all things. Also, note I am volutarily not including the more obvious metrics as those are on our tracker already (and some of them don't really represent the short term prio goal per where we are).

**1Win of the Week:**
**Our Discord Server hit 1000 users today** 🚀🎉!!! Only a few weeks back we were all in Denver looking at it with some level of real panic lol, so HUGE KUDOS to @michmichmichann for redesigning it, engaging with all sorts of community questions/needs in and off platform, and running it like a boss with literally zero noise-to-work ratio. And congrats also to everyone else who helped out both on the thinking + the doing, from design to posting, with a special shoutout for @andyhi18 for mastering demos, twitch and all things <3

**Other key highlights (more details/data on our tracker)**
**- Waitlist / Onboarding** 📧: cohort outreach emails #2 and #3 out in the wild and gathering signups to our refreshed white-glove sessions [awesome teamwork there from Mich, Erin & Claire on working through the CRM kinks] -> really strong opening+click through rates so far, way above industry avg (89 %// 27%). Depending on dropoff/turnout data points, we may soon increase cohort size, so more to come.
**- Analytics** 🤓: thanks to Erin our typeform is officially hooked up to GA. That means we are now able to track and see how any and all efforts pay off (or not) in terms of waitlist signups where applicable. WOOP WOOP. DATA!!!

**Big stuff coming up next week:**
**- CRM:** the first issue of our brand new weekly newsletter will hit the stalls - lots of great work done on this in the last days from Claire+Erin, stay tuned for more
**- Product:** Hannah will go all-in with @hochung &team on PMM work to rep for GenZ on all things value prop, segments, features, in-product experience / messaging, and all round positioning based on all the ongoing on and offline learnings
**- Paid Adv:** selected adv tests to roll out on Twitter and TikTok courtesy of Erin (with Hannah's help on the TT content front). The goal here is audience/message resonance testing, so we should be able to learn a lot from these with very limited $ investment.
**- Ambassadors / Influencer tests:** Erin (growth), Claire (amb) and Hannah (influ) will help land on both mechanics and short-term seeding list for both programs, with the objective of moving into operations+limited testing within the next 2 weeks
**- Coachella / 88Rising**: the team will meet in LA with 88R to continue work through the details of the collab and shift swiftly into execution mode.

Last but not least, as many know @Z_timeless will be repping for the team on stage at NFT LA, so v exciting/busy week ahead....
Get some rest, enjoy your weekend and LFG!!!! 🔥🔥🔥

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