

Bankless Consulting

Marketing & Branding

As we continue to nail down the details of what the consultancy is and does, we have a lot of questions that will need to be answered to begin developing the brand.

Functional / Operational

- What is the name?
 - Current discussion leaning towards Bankless Consulting or Bankless DAO Consulting
 - There is some question as to whether Bankless Consulting is too close to the HQ brand
- How connected to the core Bankless brand do we want to be? How different?
- How do we describe ourselves within the DAO? (Guild / Node / Sub DAO / Entity)
 - TBD Next Season
- By what date do we want to launch a presence?
 - By Jan 8 (per: [RunTheJewelz](#))
- What deliverables do we need for that date?
 - Website
 - Marketing Collateral / Sales Collateral
 - Email Addresses
 - Legal Entity / Status defined
 - Process to onboard clients and talent to project
 - Medium Post
- Do we want / need our own social channels?
 - Twitter Handle
 - Web3 Based social media - brightID Proof of Human
 - What is the Web3 version of social media?
 - Speak to Ernest
- When do we launch, and how do we phase the launch?
 - Phase 1: Soft Launch?
 - Phase 2: ???

Audience & Offering

- Who is the target client for the Consultancy? Large companies who want to transition to Web3? Already decentralized companies that want help with some aspect of Web3?
 - DAO-to-DAO (D2D), DAO-to-Business (D2B), and Product Incubation (per: [Light Paper](#))
- What is the average engagement size in the first six months? How does that change in 2 - 3 years?
 - Poss min \$15 - 20k
 - Poss max \$250 - 500k
- Is there a specific industry that we expect to target or be a good fit for?
 - DAO to DAO (Likely 50% of the business)
 - Potential Business verticals that will have interest in BC's consulting
 - Financial - but not big banks
 - Supply Chain
 - Onboarding Crypto for web2 companies
 - Social tokens in Corporations
- Are we willing to take anyone, or are we selective? Do we "close our books" when we're too busy or can we scale?
- Are there industries that we avoid, and if so, how do we decide on that?
 - Will likely require input from Operations / Legal
 - Avoid anything that would give us / Bankless a bad name
- What are the results that our typical client would be after?
- Might be an interesting exercise to develop client personas
- How broad is our service offering?
 - Mostly answered in [Light Paper](#)
- Are we selling expertise or tactical execution?
 - Will be both, leaning toward solving problems
- How much of our focus needs to be on "recruiting" and attracting experienced people to work on projects?
 - Will require input from Operations
- DAOlationships group
- Talent - dev guild is on board, analytics guild is on board
 - Need design, illustrators - can be sourced from guilds
 - Writers are available
 - More about attracting people to the DAO in general

Story

- How close to the traditional consulting model do we want to appear? Do we want to use traditional expectations as an anchoring point for understanding this business?
- Why did Bankless start a consulting business? Why now? Why us?
- Is our message that we're fixing a problem / filling a void?
- Do we want to talk about re-inventing a broken model, or challenging the status quo?
- Do we have a unique process?
- Do we start in stealth mode?
- At what point do we start using PR to tell our story?

Identity

- Will the logo be a variation on the core Bankless logo?
 - There are advantages to being close to Bankless
 - Requires discussion with marketing / legal / genesis
- Do we want a slogan?
- Do we have a specific colour palette?
- What kind of imagery should we use in our marketing materials? There's a wide gamut here between stock photography and meme that I think is an interesting discussion.
 - Differentiating us from other groups in terms of voice
- What is the brand voice / personality?
 - Show as more forward thinking and web3 centric
 - Not as memey as some of the others
- What kind of consultancy are we? Are we a boutique independent agency, or a heavy hitter like Accenture? (Positioning)

Website

- What is the objective of the website? Short term / long term?
- How do we leverage the long-form writing and thought leadership that comes from other parts of the DAO to promote the consultancy?
 - Built in for free
- Do we have a separate content strategy?
- How do we promote our expertise? Are we solely a collective, or do we have visible individual experts that help to bolster the perception of the consultancy to clients?
 - Collective over the individual

- Still have individual leads through their personal reach
- What do we need to do to educate a new client on the site?
 - Let's discuss how to qualify leads.
 - Initial consultation
- How can we generate some quick case studies?

Differentiators

- We're a DAO
- We're Web3 Native
- What is the advantage of our model?
 - We live in this world, speak the language
 - Decentralized, independent of corporations
 - Our values define us - self-sovereignty (same as Bankless)
 - Big 4 consulting
 - Super deep talent pool - on demand
 - We don't have salaries / sales guys / much lower overhead. We can pay market rates without
 - Experience with DAOs
 - Strong educational base and knowledge-share base
 - Proximity to Bankless - partnerships
 - We've done work with larger clients as a DAO
 - Reduces management and executive compensation, more into the hands of the people working on the projects
- How do we address the objections to our model?
 - (Someone on the call said "Decentralized but organized")
- We have serious people from the consulting world, but also graph database of web3 native people who understand the space and can deliver

Deliverables Required for Launch

- Logo
- Alpha Website - description of the service and get in touch
- Templates for consistency across client deliverables
- Social if needed
- "Business Card" - how do we as individuals conduct bizdev?