

Narrative Case Studies

Great TGEs *feel inevitable* because the narrative creates cultural gravity—the token looks like the next chapter, not the opening act.

What every strong TGE narrative includes:

- **Manifesto:** What you stand for.
- **Hero:** Your users, team, or cause.
- **Villain:** The broken system you're replacing.

Notable Projects & Narrative Archetypes

Project	Manifesto	Hero	Villain	What Made It Work
Stoner Cats	Own the story, fund the art—and influence narrative direction	NFT-holders as co-creators	Passive media consumers	Gated access + creator-audience collaboration
Mirror.xyz	Decentralize publishing and fund story-making	Independent writers, token-supported readers	Gatekept legacy publishing models	Cohesive platform + economic participation
Aave: GHO Stablecoin	DeFi-owned stablecoin that returns interest to the protocol	AAVE stakers and governance participants—building a truly community-owned financial instrument.	CeFi stablecoins that mint fees and protocols siphon rewards to centralized teams.	Hero messaging centered on "earn protocol yield" rather than "hold another token"

Key Takeaways for Your TGE

1. Manifesto needs to feel like a movement

Articulate a stance, not just a product.

2. Define the hero clearly

Make your users the protagonists.

3. **State the villain explicitly**

The more visceral the broke system, the sharper the contrast.

4. **Enable co-creation from day one**

Involve your token-holders in decisions, narrative, or priorities.

5. **Give narrative tools to the community**

Use platforms, NFTs, voting—don't just declare “you matter,” *prove* it.

Narrative Inspiration for Module 1

- **Narrative Architecture Worksheet:** Replace dry archetypes with real-world story prompts.
- **Example Prompts:**
 - *Mission rant:* What is the broken system? (e.g., “Too many games rely on single-token economics that collapse.”)
 - *Hero stories:* Identify early users or supporters as “builders saving the ecosystem.”
 - *Villain framing:* Highlight the outdated, extractive structures you're replacing.
- **Community task:** Invite early users to co-author your manifesto—dramatically increases ownership and emotional buy-in.