



Web3 with TPan

Partner Content
Guidelines and Standards

References:

[Not Boring Sponsored Deep Dive Process](#)
[The Generalist Partner Program](#)

OVERVIEW

From time to time, TPan will be compensated to write about web3 companies or products.

It is important to be transparent and thoughtful about the process in which these partners are introduced, positioned, and written about, especially if I am compensated.

SELECTING CONTENT PARTNERS

I have written about web3 companies and products pro bono before. This acted as a MVP for the partnered content process and helped me to graduate to a point where I charge for content partnerships.

Some examples of partnered content during the MVP stage:

[Hang](#)
[Smoothie](#)
[Kairos](#)
[Underdog](#)

As such, the criteria for selecting content partners are as follows:

1. If I were still in the MVP phase, I would write about them pro bono
2. The company operates in web3
3. The company and product are interesting for me to write about and I have a clear angle
4. The web3 audience would find this company interesting to read and learn about

WRITING GUIDELINES

TPan will also adhere to to the following guidelines and rules:

- **Maintaining editorial control and voice** - I will continue to write in my style as in non-partnered pieces, and have ownership of tone and voice. [Please reference previous work and writing here](#) (#156 and prior are all non-partnered). Edits will be made if they are factually inaccurate.
- **There is a theme:** The partnered content will not just be about the company or product. There will be a theme applicable more broadly to the space and readers.
- **Independent research and partner conversations:** In order to understand a POV on the partner, TPan will conduct independent research and also have multiple conversations (written and verbal) with the partner.

My goal for partnered content is for it to be held to the same standards as my non-partnered content. If you have any questions or concerns, please reach out! Reply via e-mail or comment directly on the piece. Thanks!