1Wallet. The social wallet.

SOCIAL	SIMPLE	SECURE	SEXY

insert key features / benefits relevant to each one of the four core product tenets

list out a few "real life" concrete applications of what this could look like in Gen Z daily life

Full product vision / longer term roadmap here

CRYPTO WALLETS LANDSCAPE

insert comparison graph with key competitors [X/Y axis positioning graph on target audience VS core functionality] + user base data and info for top 5 (maybe bubble size to visualize in one go)
Lead: Hannah

TOP 5 WALLET REFS
Argent (bc smart contract)
Coinbase Wallet (bc mass brand awareness)
Rainbow (bc gen z target audience)
Metamask (bc wallet market leader)
Phantom (bc solana)

1WALLET KEY DIFFERENTIATION POINTS

Social first. Chat-centric.

Quick + seamless onboarding

Humanized GenZ brand personality

Sleek aesthetic, sexy UI / UX

Newbie-friendly fees and security

"One tap" feature philosophy

Decentralized user support

TARGET AUDIENCE

**Wider Audience A: GEN Z NORMIES
(focus age range 18-25, XXM ppl)**
Decentralized college student who want to make their first investment (ie. crypto newbie) and need a thoughtfully designed, aesthetic wallet that is secure, beginner friendly, has customer support, and access to community so they can begin to make web3 friends and connections (chats)
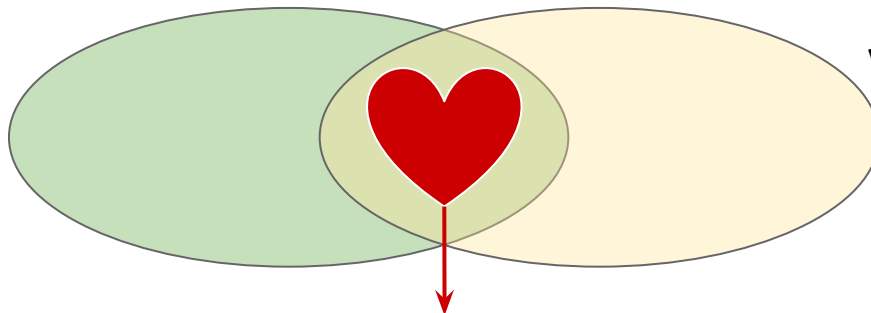
**Wider Audience B: CRYPTO CROWD
(avail age / descriptors, XXM ppl)**
Incl. millennials+ and dev community
Xxaksjdnakjsdnqkwjdnkqdkqkjdascm calcnalckalscknalc alsckalckalckalskca Xxaksjdnakjsdnqkwjdnkqdkqkjdascm calcnalckalscknalc alsckalckalckalskca xxxxxxxxxxXxaksjdnakjsdnqkwjdnkqd calcnalckalscknalc alsckalckalckalskca

BULLSEYE AUDIENCE: GEN Z CRYPTOS [XM ppl / TAM]
Digital natives who are already involved in crypto ecosystem (ie. buy / trade altcoins and stablecoins, flip NFTs etc) and desire a wallet that is social to easily connect/flex with their crypto community

WHY SHOULD THEY CARE

- xxxxxxxx
- xxxxxx
- xxxxxx

- xxxxxxxx
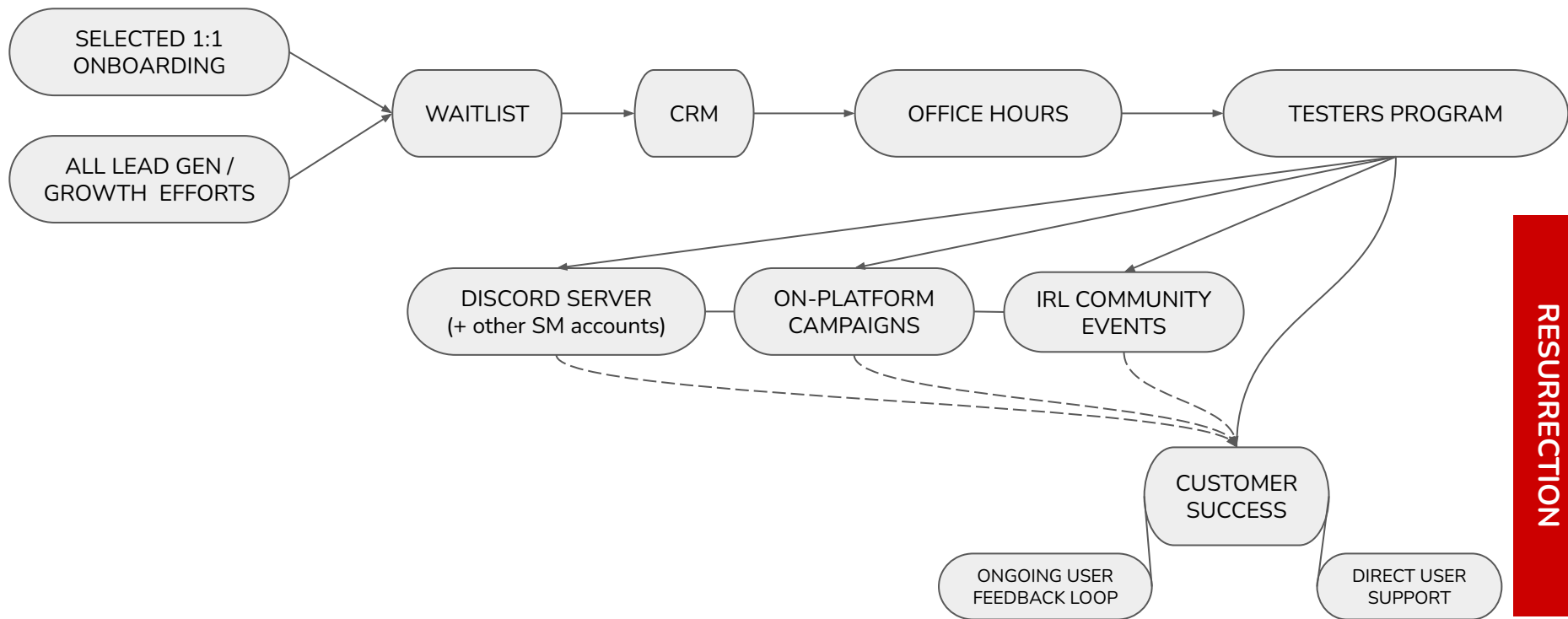- xxxxxx
- xxxxxx

- xxxxxxxx
- xxxxxx
- xxxxxx

WHO IS OUR HXC

- xxxxxxxx
- xxxxxx
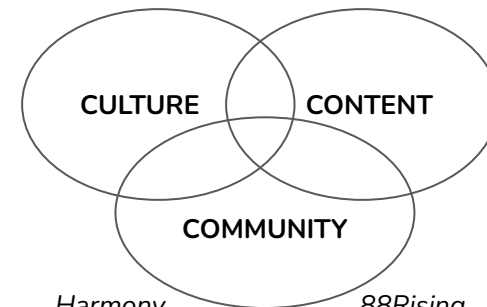- xxxxxx

FUNNEL OVERVIEW

ACQUISITION

CONVERSION -> ENGAGEMENT -> RETENTION

SELECTED 1:1 ONBOARDING

ALL LEAD GEN / GROWTH EFFORTS

WAITLIST → CRM → OFFICE HOURS → TESTERS PROGRAM

DISCORD SERVER (+ other SM accounts)

ON-PLATFORM CAMPAIGNS

IRL COMMUNITY EVENTS

RESURRECTION

CUSTOMER SUCCESS

ONGOING USER FEEDBACK LOOP

DIRECT USER SUPPORT

NOTE: simplified funnel specific to Dogfood phase

GROWTH STRATEGY

FOCUS CHANNELS / DRIVERS

0->100
1:1 white glove onboarding sessions

100->10,000
(#wespa!)

Staggered Waitlist Conversion

Local Test Events

Owned Social [T+H]

Paid ADV tests

Ambassadors / Influencers seeding

10,000->50,000+

Harmony Porting

88 Rising Collab

Ambassadors / Influencers

Paid Adv

Owned Social

SEO / ASO

Events

Note: staggered roll out (test->learn->iterate and expand)

goal **GO LIVE**   **FIND PMF**   **SCALE UP**   time

MAIN THEMES

CULTURE   CONTENT

COMMUNITY

Harmony Ecosystem
Lead: Erin

88Rising Fanbase
Lead: Claire

CORE GROWTH LOOPS

(key conversion data pts to be added in as we start gathering funnel tracking from growth drivers)

[Network Effects + Referral Programs]
Lead: Erin

NOTE: all channels post-public release currently FPO

BRAND STRATEGY

PURPOSE
(why do we exist)

We believe that web3 is a giant reset button for the new generation, and by building FOR THEM we will be able to about the change that the world needs. It's a fresh start that will remove the burden of the. Realizing the original vision

la raison d'être

VISION
(what future do we want to create)

We dream of a future where everyone has ownership over their identity, self-expression, social capital and financial wealth, so that anyone has the opportunity to realize their own potential without any gatekeepers nor dogma of the past

the promised land

MISSION
*(how do *we* enable that future)*

Our mission is to build a home in the metaverse for all to accelerate the adoption of web3l [New gen bc mass adoption /future-> culture bc new gen and what they care about -> make the tech invisible, focus on what it enables them to do - Invisible web) 3. Culture is what binds people together, whether it's ~~_____~~. Those are the deeper connections that web3 can fuel xxx

the tangible ambition

VALUES *(what do we care about as a brand)*
- Accessibility (last mile, no red tape, normies, minorities)
- Ownership (personal control, value equity, walk the walk)
- Do-Better-Today (environment, financial opps, social impact)

VISUAL ID *(how do we show up in the world)*

TONE OF VOICE *(how do we speak)*
- consistently human (no crypto lingo)
- equally smart/educational but also simple, clear, concise
- young, open, warm and friendly web3 vibes (gm frens!)
- thoughtful touches of "real talk" and humour / winks

OWNED PROPERTIES & CHANNELS

WEBSITE / LEARNING CENTER / CRM / NEWSLETTER
Educational + engaging 101 "wallet / web3" content to be distributed across all platforms primarily targeted to gen Z normies

Lead: Claire

DISCORD

ToV: soft, welcoming, helpful, encouraging, attentive, animated

Content/Strategy
- Office hours, help center
- Virtual events, and IRL events/promotions for events
- Onboarding people IRL to discord
- Weekly educational sources correlated with learning center covering topics: DeFi, DAOs, Wallet features, Harmony etc
- Being the hub for the 1wallet community
- Giveaways

Lead: Michelle

TWITTER

ToV: young, exciting, casual, speaking personally to users. Must retain web3 natives and crypto newbies

Content/Strategy
- Hosting beginner friendly Twitter spaces: AMAs with founders and team, Educational spaces, spaces w influencers
- Posting short video clips w/ How To's, 1Wallet updates, retweet positive wallet feedback, giveaways
- Content topics: wallet features, learning center materials/topics
- Leverage Harmony's big following to gain more traction
- Funneling twitter users to Discord

Lead: Michelle

TIKTOK

ToV: enthusiastic, welcoming, educational, human and down to earth

Content/Strategy
- Educational content with personality
- Short videos, straight to the point, easily digestible
- Speak as people not as a company (users follow people, not companies)
- Start with questions that will be answered within the first 5 seconds
- Xxxx
- Xxxxx
- xxxxxx

Lead: Hannah

*IG, Reddit and Twitch (tbc) to roll out post public release

COMMUNITY BUILDING

a. TESTERS USER FLOW [aka ONBOARDING]

Lead: Michelle

- Refresh white glove sessions: own product knowledge (training), create script, switch to 30mn daily slots M-F with rotating host in varied slots to accommodate time differences
- Typeform entries: run weekly analysis and prioritization of staggered "onboarding email" outreach based on prioritized cohorts w/ dedicated link to track segmented behavior/learnings
- Focus efforts: create private testers channel on Discord server and narrow down onboarding / feedback loops to key target audience (>70% GenZ)

b. ONLINE COMMUNITY MANAGEMENT

Lead: Michelle

- Funnel all testers to Discord server as entry point [all core channels including private testers one] and cross-funnel on 1W social media accounts
- Identify+nurture the most engaged community members to take on clear active roles on the server and across the web [pdct evangelists, volunteer virtual hosts/mods etc]
- Set up regular collaborations and joint events w/ relevant friendly servers [harmony and beyond]

c. FEEDBACK LOOPS & USER SUPPORT

Lead: Michelle

- Select weekly from product data logs and discord interactions ~20 power testers and funnel them through informal "community feedback coffee chats". Pick handful for 1-1 feedback sessions w/a.
- Design "PMF score" Superhuman survey and field to all new testers [2-4 weeks in] in cohorts
- Source, train and manage a decentralized customer support function for <24hr turnaround

d. IRL COMMUNITY EVENTS & MEETUPS

- Run ongoing scrappy onboarding sessions in partner locations (neuehouse, TGI, local tech/crypto events)
- Plan and host newbie-friendly edu meetups [web3 101] with guest speakers and wider crypto community
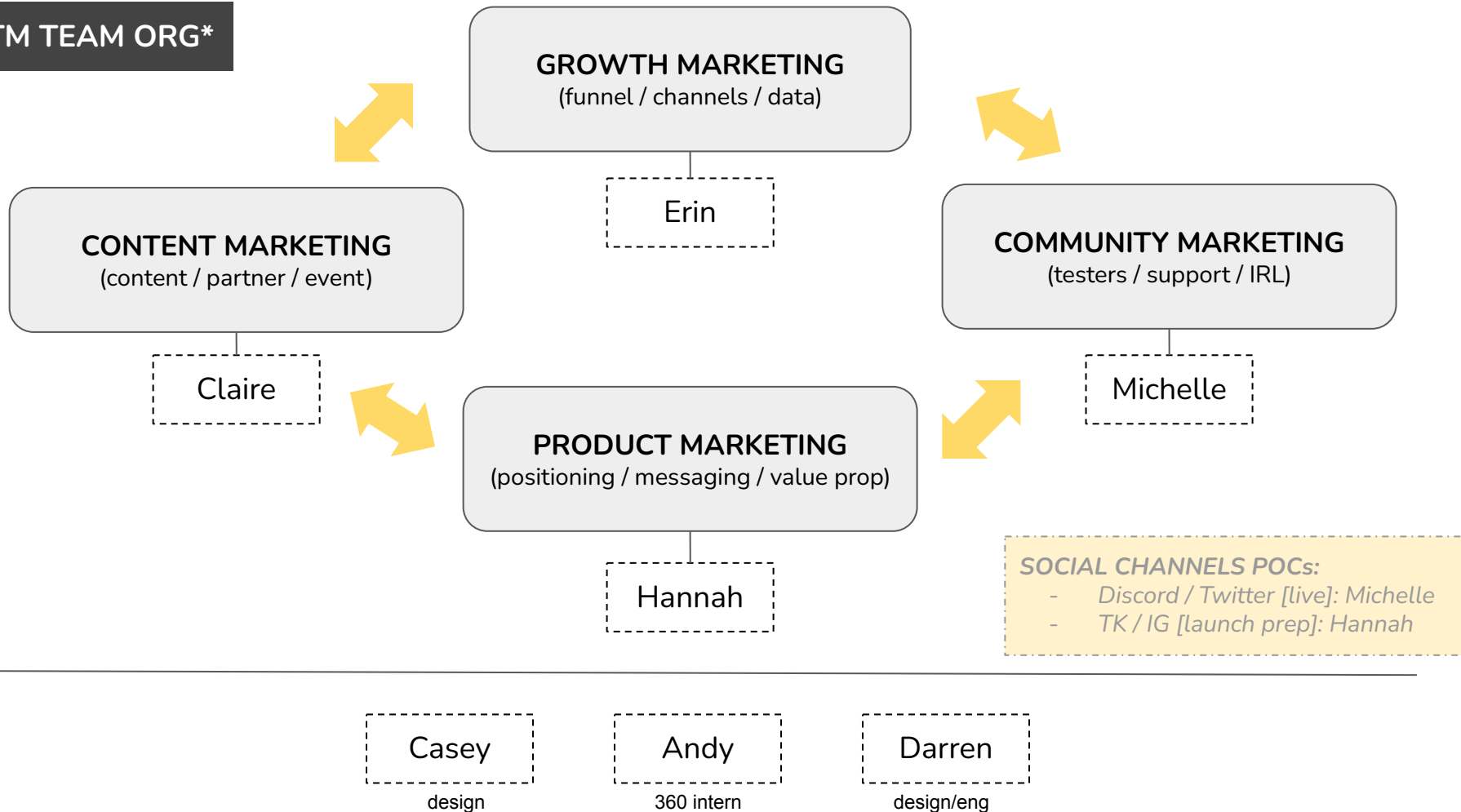- Marry IRL events w/ Discord (ie. join Discord to attend)

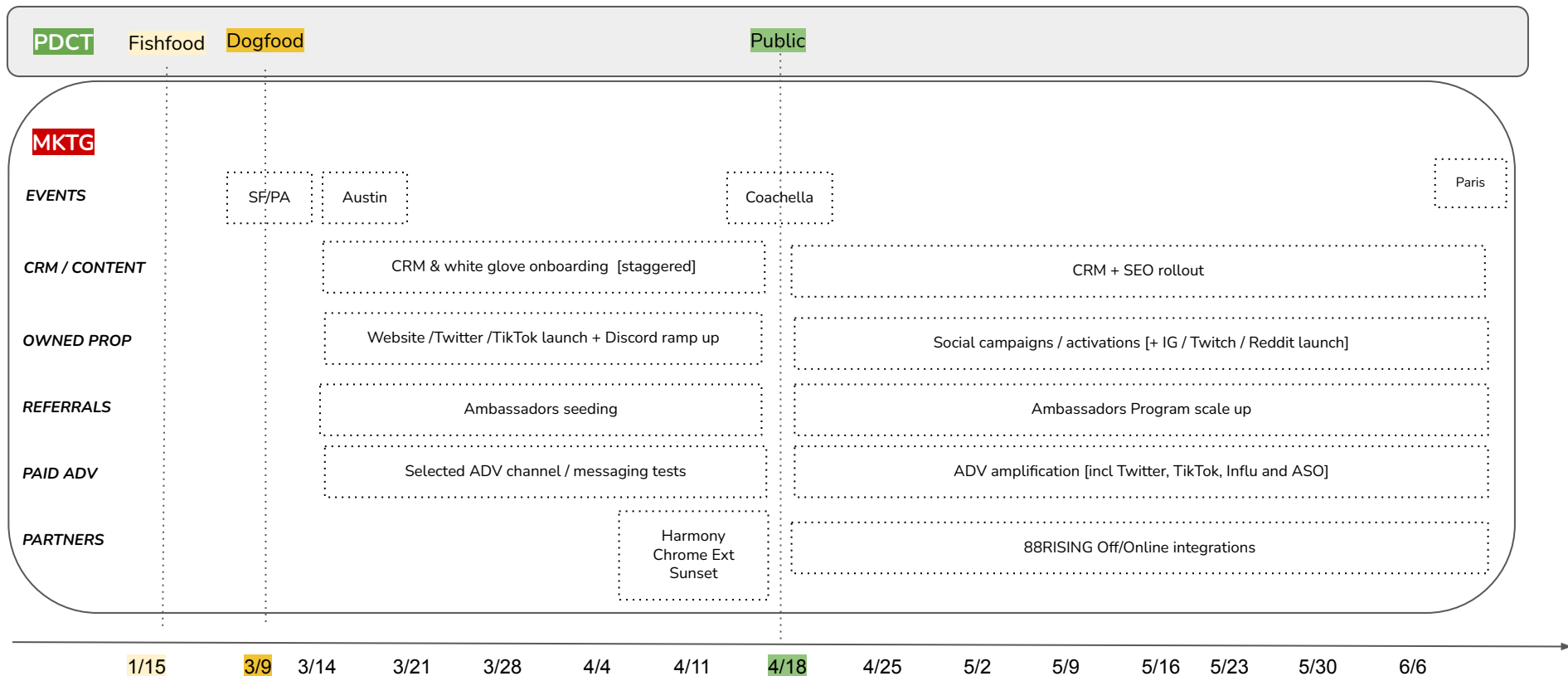**IRL GEO Community Leads**
SF: Hannah (+PA w/ Andy)
LA: Claire
NY: Michelle

GTM TEAM ORG*

GROWTH MARKETING
(funnel / channels / data)

Erin

CONTENT MARKETING
(content / partner / event)

Claire

COMMUNITY MARKETING
(testers / support / IRL)

Michelle

PRODUCT MARKETING
(positioning / messaging / value prop)

Hannah

SOCIAL CHANNELS POCs:
- *Discord / Twitter [live]: Michelle*
- *TK / IG [launch prep]: Hannah*

360 allstars

Casey

design

Andy

360 intern

Darren

design/eng

to be flexed based on needs/prios/skillset (weekly tracker)

H1 KEY MILESTONES*

PDCT **Fishfood** **Dogfood** **Public**

MKTG

EVENTS	SF/PA · Austin	Coachella	Paris
CRM / CONTENT	CRM & white glove onboarding [staggered]	CRM + SEO rollout	
OWNED PROP	Website /Twitter /TikTok launch + Discord ramp up	Social campaigns / activations [+ IG / Twitch / Reddit launch]	
REFERRALS	Ambassadors seeding	Ambassadors Program scale up	
PAID ADV	Selected ADV channel / messaging tests	ADV amplification [incl Twitter, TikTok, Influ and ASO]	
PARTNERS	Harmony Chrome Ext Sunset	88RISING Off/Online integrations	

1/15   3/9   3/14   3/21   3/28   4/4   4/11   4/18   4/25   5/2   5/9   5/16   5/23   5/30   6/6

*Post public release growth drivers to be finalized based on Dogfood phase tests / learnings

APPENDIX

[Weekly GTM Tracker (Workstreams / Metrics](#))

Deep dive on Personas / HXC

[Full Testers Strategy](#)

[Twitter Editorial Calendar](#)

[Marcomms Doc](#)

[3D / Graphics Folder](#)

BUDGET (wip)

OLD SLIDES

Discord
ToV: soft, welcoming, helpful, encouraging, attentive, animated
Content/Strategy
- Office hours, help center
- Virtual events, and IRL events/promotions for events
- Onboarding people IRL to discord
- Weekly educational sources correlated with learning center covering topics: DeFi, DAOs, Wallet features, Harmony etc
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- Content topics: wallet features, learning center materials/topics
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TikTok
ToV: enthusiastic, welcoming, educational, human and down to earth
Content/Strategy
- Educational content with personality
- Short videos, straight to the point, easily digestible
- Speak as people not as a company (users follow people, not companies)
- Start with questions that will be answered within the first 5 seconds

IG parked for now

TARGET AUDIENCE

BULLSEYE AUDIENCE: GEN Z
There is a large range of Gen Z's interest and involvement in crypto:

GROUP 1 : digital natives who are heavily involved in crypto ecosystem (trade altcoins and stablecoins, flips NFTs, etc) and desire a wallet that is social to easily connect/flex with their crypto community
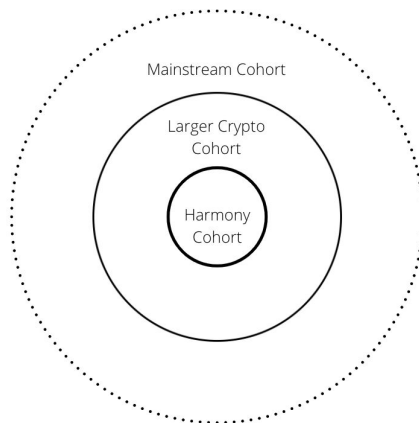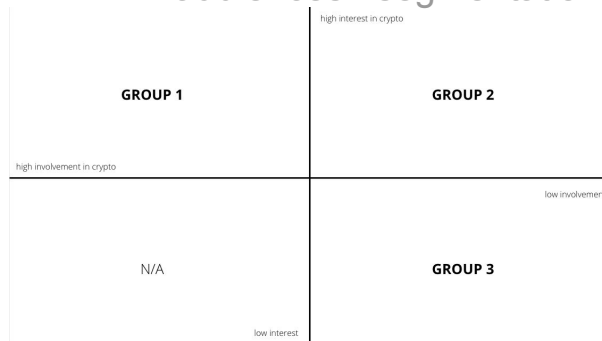**GROUP 2 :** decentralized college student who wants to make their first investment and needs a thoughtfully designed, aesthetic wallet that is secure, beginner friendly, has customer support, and access to community so they can begin to make web3 friends and connections (chats)
GROUP 3: insert text

These three groups can be re-visualized in relation to which part of the crypto ecosystem they are part of (ie: in relation to Harmony). These relationships will influence roadmap, marketing strategy, priorities, etc. since the different groups need different strategies.

Overall Recommendation: Start from inner circle and work our way out as we develop more features

high interest in crypto

| GROUP 1 | GROUP 2 |

high involvement in crypto — low involvement

| N/A | GROUP 3 |

low interest

Mainstream Cohort

Larger Crypto Cohort

Harmony Cohort

GEN ALPHA AS A P1 SECONDARY AUDIENCE (CRYPTO ANALYSIS)
Gen Alpha will not comprise a large percentage of first 100k users. Currently, the oldest Gen Alpha are 12 years old. If we target parents as primary audience, we have additional work to do as must also educate and convince them why they should set up custodial crypto accounts or their kid in conjunction with a fiat savings account.

PRO
Millennials (ages 25-40, parents of Gen Alpha) express the most comfort of all age groups with cryptocurrency. link

CON
Fifty-three percent of those polled in a recent CNBC + Acorns Invest in You survey said they haven't opened any accounts for their kids. link

Sample GTM strategy
2022-2024: awareness for Gen Alpha and education for parents to ideally onboard a small % of custodial crypto accounts
2025-2027: various partnerships with brands that Gen Alpha adores
2028: 1Wallet becomes the go to wallet as the first of Gen Alpha turns 18. *Coinbase and Paypal require users to be at least 18

Overall Recommendation: Do not focus too many resources into Gen Alpha until they are older as it will be easier targeting them directly than through their parents.

Competitive Overview
Consumer Friendly UI/UX

Decentralized Customer Support

Differentiation
Social First
Social is not enough of a differentiator for Gen Z to convert and actively use our wallet. After the novelty settles (ie: Venmo-ing friend crypto once), you need to have continued utility for continued usage (such as events ticketing which can be feature that I advocate we build out in Q2)

Events Features

Strong Brand Identity that Caters to Gen Z

Social Impact
(similar to how harmony stands out empowering women, building community, etc. bridging community) one of reasons why i joined harmony (also reference article mentioning how web3 is often community first before product, will need to dig into this for Gen Z). .esp for normal consumer, not necessarily working at most innovative tech but impactful

Funnel overview: Leverage connected communities to grow 1wallet user base. Use Harmony awareness, ambassadors, partnerships, paid digital channels, and events (digital and IRL) to drive downloads for 1wallet. Incentivize users to download app with key product benefits (social, easy to adopt, safe) and added value reasons to join (88 dollars, memorable NFT, invite friend / connection to friends).

- Initial growth users (100 to 10K) -
    - incentivize harmony extension users to download app for free $$ or something/ potentially exclusive Q and A with product people
    - Partnership with popular NFT community
    - Activation Austin/
    - Test with one ambassador?
- 10K to ? - Coachella - summer

Once app downloaded, use community participation, network effects, partnerships (connecting with friends, inviting friends), new product updates to encourage app downloads

Focus channels: key events (Austin, Coachella, Paris), Twitter, Discord, TikTok

Key partnerships to leverage: HARMONY, (move users of extension over to 1wallet with incentive?), ambassadors (Andrew Yang, UCLA Gymnast, 88 Rising, other). Create events around partnerships, digital events on twitter spaces to increase awareness and adoption. Use TT influencers to spread awareness and benefits of 1wallet.

Core growth tactics: education content, contests, entertaining partnerships, network effects, gamification for prizes to encourage participation and engagement.

Testers Program +
Discord Server /
IRL + User Support

Tester Program/Support:
- Solidify tester user flow (aka onboarding)
  - Build out support system for testers – need to own product knowledge
    - Funnel 10-20 avid testers through Beta test data and Feedback Typeform to host more intimate office hours for feedback – pick handful for 1-1 feedback sessions
    - Narrow out testers to target audience (GenZ/Alpha)

Discord Server:
- Backlog content and schedule posts for engagement
- Find active target audience testers to evangelize
- Host virtual/IRL events with community members in major cities based on volunteer "hosts"
- Collaborate w/ other servers where target audience are

IRL:
- Marry IRL events w/ Discord – join Discord to attend x event