BUILD AND EXPAND YOUR **BLOCKCHAIN COMMUNITY**

NEOCODER

WEB 3 MARKETING AGENCY

INDEX

WE ARE AT ONE OF THE MOST IMPORTANT MOMENTS OF THE BLOCKCHAIN HISTORY.

Some projects are failing, while **others are building great audiences.**

Strategies that were successful in 2021 **no longer have the same effectiveness in 2023 and 2024.**

ONE OF THE MOST IMPORTANT ELEMENTS FOR BLOCKCHAIN PROJECT EXPANSION IS THE COMMUNITY.

Web 3 projects that want to evolve in our segment must now **consider users as members.**

Projects that focus on their **members and communities** are 60% more profitable than projects that do not.*

*Source: https://peerboard.com/resources/online-community-statistics

ACHIEVABLE GOALS

Stay up to date with the best trends and market strategies.

Be a project that builds large audiences.

Have an engaged community with members that support your brand.

Have a loyal community that generates revenue for your project.

WE DEVELOPED A METHOD TO BUILD AND EXPAND COMMUNITIES.

8 INTEGRATED MARKETING SOLUTIONS TO BUILD AND GROW BLOCKCHAIN COMMUNITIES.

3 STEPS

1	Planning and structure
2	Acquisition Channels
3	Education, Engagement, and Expansions

PLANNING AND STRUCTURE

Strategic Planning

Every planned expansion, from research and concept to execution.

Digital Structure

Inputs for good communication - visual identity, website, documents, and media channels

Public Relations

Align your communication with the audience and strategic partners.

Influencer Marketing

Build an influence base aligned with your audience's interests.

Organic Media

Grow organically, over the long term.

Paid Media

Get results faster and aimed at the right audience.

EDUCATION, ENGAGEMENT AND EXPANSION

Community Management

Manage the integrated action of media channels that educate, engage, and multiply members.

Expand the project

To new target groups, turning them into new customers.

Build long-term loyalty relationships

With your members, you have support and a direct communication channel 24/7.

LOCALIZE YOUR COMMUNITY

SPEAK YOUR CUSTOMER'S LANGUAGE, DO NOT EXPECT THEM TO LEARN YOURS.

Our method adapts to different potential markets' localities, cultures, and languages. .

We offer communication in English, Portuguese, and Spanish from native speakers.

GLOBAL
320 Million
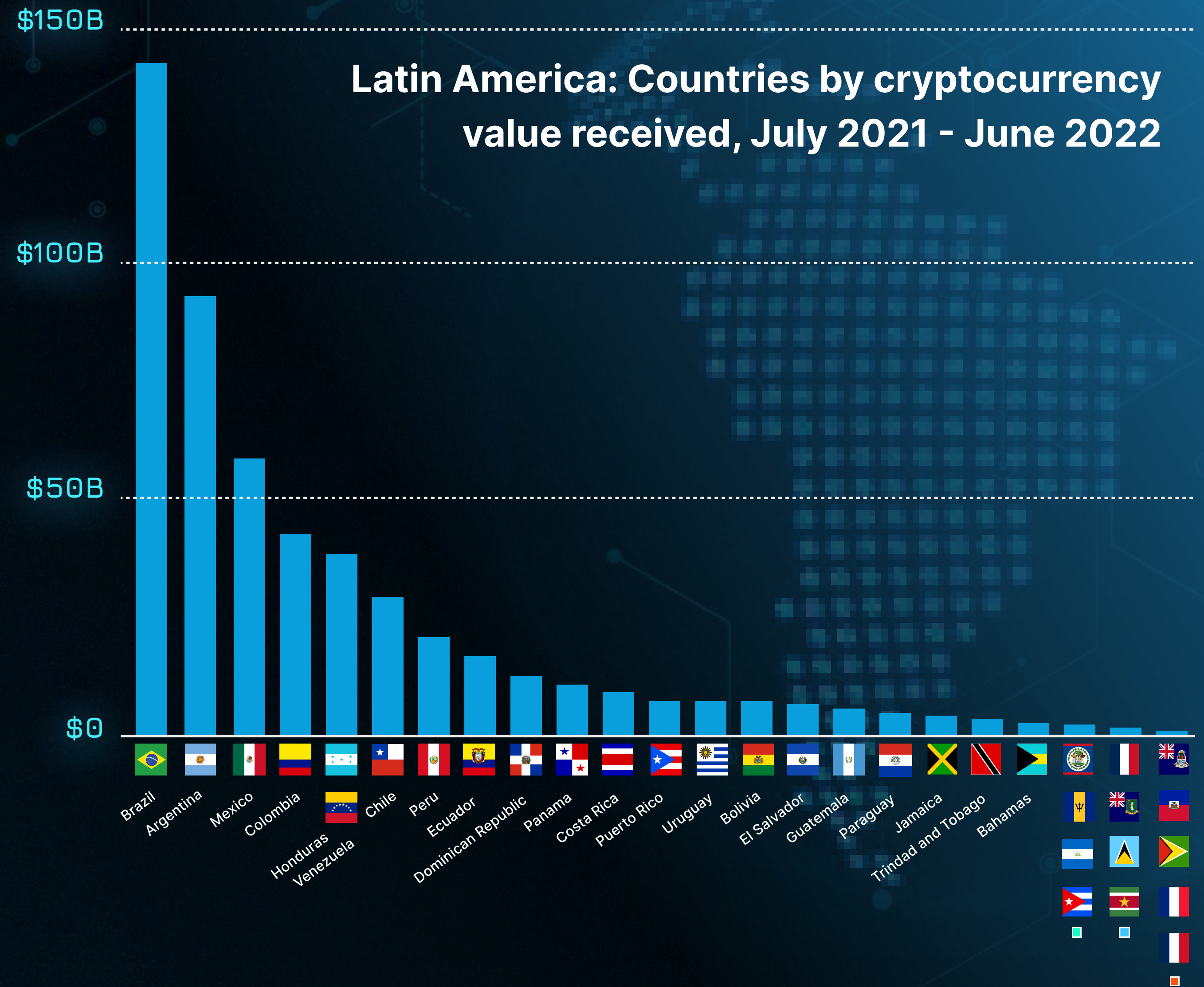
LATAM
30 Million

BRAZIL
16 Million

MARKETING IN BRAZIL

1st Latin America crypto market in the number of owners, transaction volume, and users who own cryptocurrency.

41% of Brazilian adults own cryptocurrencies.

66% of the Brazilian population believes that cryptocurrency is the future of money.

Latin America: Countries by cryptocurrency value received, July 2021 - June 2022

$150B

$100B

$50B

$0

Brazil · Argentina · Mexico · Colombia · Honduras · Venezuela · Chile · Peru · Ecuador · Dominican Republic · Panama · Costa Rica · Puerto Rico · Uruguay · Bolivia · El Salvador · Guatemala · Paraguay · Jamaica · Trinidad and Tobago · Bahamas
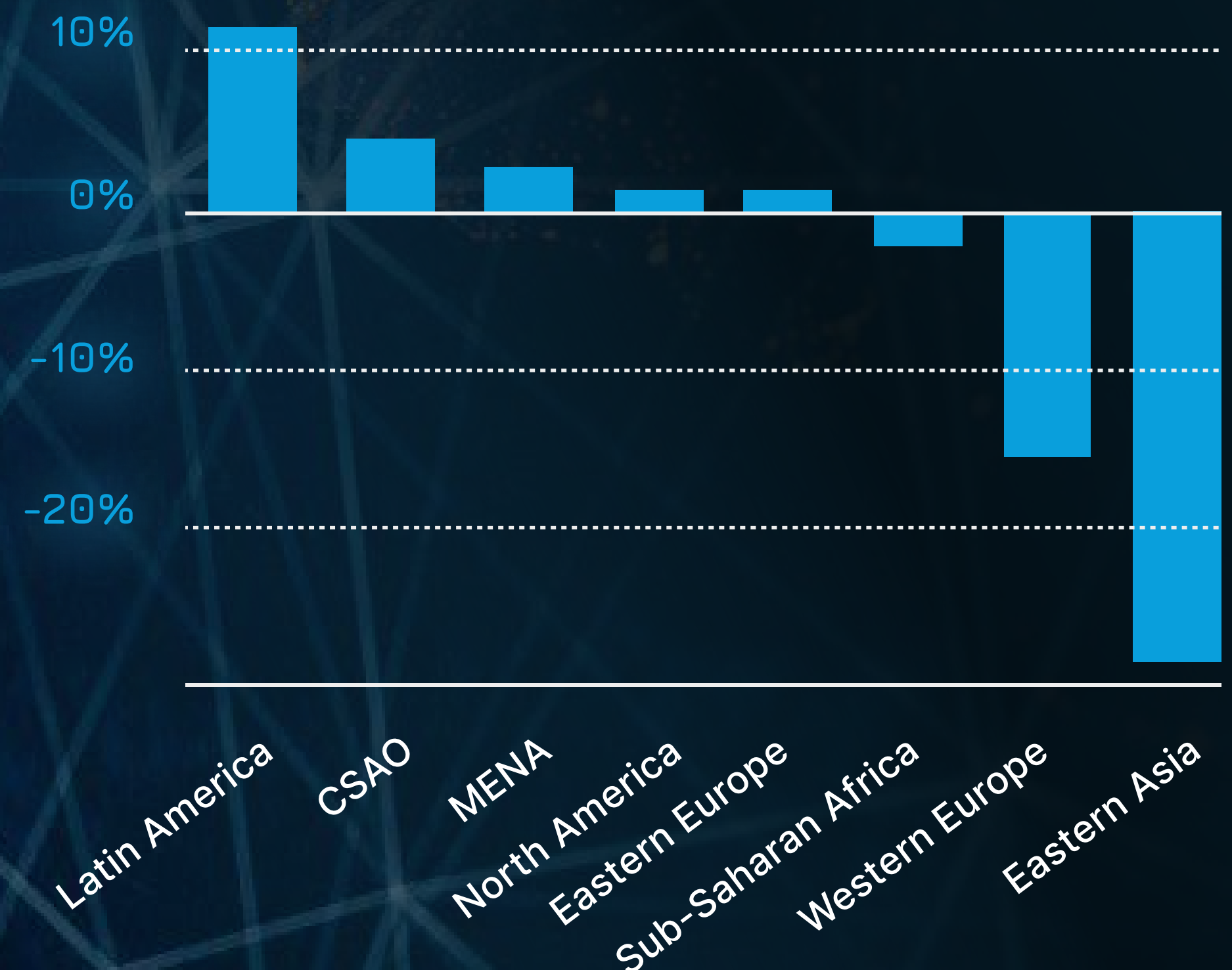
TOP 4 Four of the top twenty countries in the crypto adoption ranking 2022 are from Latin America

+30 million crypto owners **IN ALL OF LATIN AMERICA.**

59% of the Latin American population **believes that cryptocurrency is the future of money.**

Past 12 months, LATAM is notably outperforming the world in crypto adoption.

Regional markets in 2021-09 to 2022-09

10%

0%

-10%

-20%

Latin America
CSAO
MENA
North America
Eastern Europe
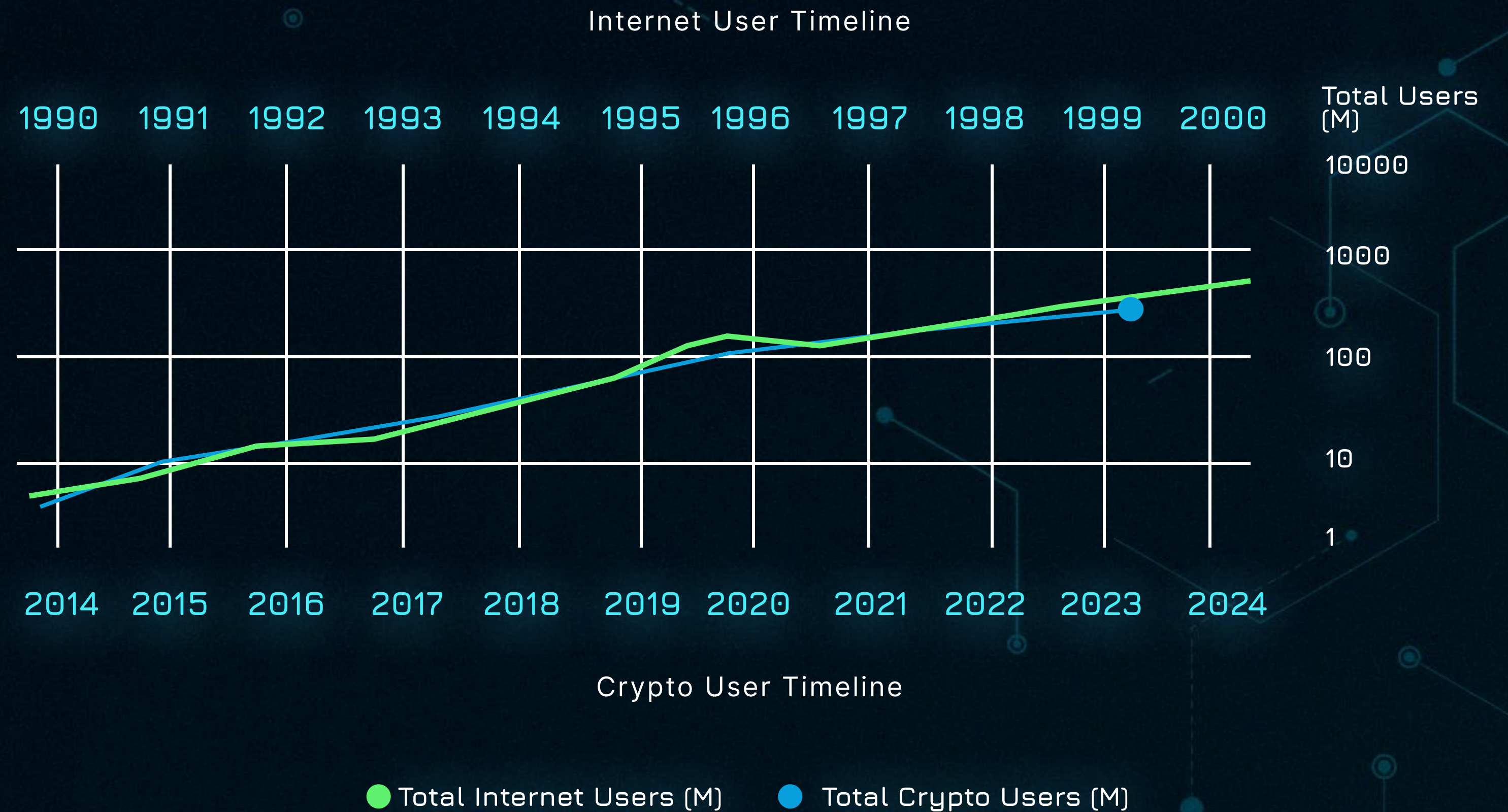Sub-Saharan Africa
Western Europe
Eastern Asia

GLOBAL MARKETING

45% Nearly half of all crypto owners first bought crypto in 2021.

94% of community members say they have used communities to get more information about new topics.

320M Crypto owners and growing at a rate of 10% by month.

Internet vs. Crypto Adoption

Internet User Timeline

| 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | Total Users (M) |

| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |

Crypto User Timeline

● Total Internet Users (M)   ● Total Crypto Users (M)

Source: World Bank, Crypto.com

Since 2017 helping Blockchain projects to improve and expand their communication.

Most of the team is based in LATAM and fluent in PT / ES / EN languages.

Always attentive to changes in the market and technology to keep our partners up to date.

100% loyal to our partners - **we like to make history together!**

TEAM

Theo Restivo
Founder

Hiro Manju
Advisor

Luan Schenkel
Advisor

Rodrigo Duarte
Project Manager

Nicolas Carreiro
Public Relations

Alex Luz
BDR

Ayax Saraitaris
Media Performace

Facundo Salinas
Community Manager

Oliver Filipi
Web3 Builder

Cecilia Rizzi
Growth Marketing

Nathalia Patricia
Lead Designer

Reginaldo Matos
Graphic Designer

PARTNERS

CLIENTS

TESTIMONIALS

Hayate Matsuzaki
Incubation Manager at BINARYSTAR

"Neocoder has provided services to us for over a year. They were very proactive and implemented solutions that made us grow. The website they created for us was professional and absolutely stunning.

Always on time with his delivery, would love to work with Theo and his team again."

Tamara Soykina
Far East Blockchain Inc.
Crypto Influencer

"Responsible, communicative, a pleasure to work with!"

Hayate Matsuzaki
Unblock Tokyo - Global Manager

"Neocoder was responsible for developing the website of the social project "Sexta Jovem" and the fundraising portfolio. Theo was really attentive, acted with professionalism, and proactive to suggest options and solutions. The quality of the products delivered was over the expectations, that's why I truly recommend Theo!"

David Otto
Japan Blockchain Conference

"I contracted Theo and his team at Neocoder to design our websites. They always communicated effectively, and they were able to deliver and maintain a modern, stylish website for our company and our conference in both English and Japanese.

The website Theo's team created generated a substantial number of inquiries — whereas our previous website generated almost none. I highly recommend him and his team."

Junya Yamamoto
BINARYSTAR the biggest blockchain business hub in Japan - CEO

"We asked global marketing. Good speed and accuracy of design and coding. Smooth communication even we have 12 hours time gap between Japan and Brazil."

Shinichiro Yoshida
CEO at VCG

"Our company in Japan needed international visibility. Neocoder has helped us expand and reach customers overseas, for our physical and digital products."

CASE STUDY

FLOKI DATA WITH NEOCODER

FLOKI.COM

Partnership Time
24+ Months

Applied solutions
Public Relations
Community Management
Paid Media
Organic Media
Strategic Planning
Influencer Marketing
Website Development
Graphic Design

International Telegram
40k Active Members

Holders
+400k

International Twitter
360k Members

Growth in LATAM
25x

ATH
Over $3.6B in market cap

TOKENFI

Partnership Time
24+ Months

Applied solutions

Public Relations
Community Management
Paid Media
Organic Media
Strategic Planning
Influencer Marketing
Website Development
Graphic Design

TOKENFI DATA
WITH NEOCODER

Transaction volume (1 hour on chain)
$6M

Market Cap (first 15 days)
$34M

Valuation (first 15 days)
+ 6,000%

Average transaction volume (daily)
$12M

BLOK CAPITAL DATA WITH NEOCODER

STRATEGY

Marketing Research
Target Mapping
Content Strategy
Positioning
Launch Strategy

STRUCTURE

Website Adjustments

Social Media & Communities

Visual Identity

Support PDF's

ACQUISITION CHANNELS

Social Media
Call/Shill
KOL
Press Releases

BLOK CAPITAL

Community Management (24/7)

Support   Education   Engagement

Partnership Time
3 Months

The community was built from scratch, and in 3 months these were our achievements:

Applied solutions
8 Neocoder Solutions

International Telegram
6.5k Members

International Twitter
7.6k Members

CASE STUDY

TIMECOIN PROTOCOL

Applied solutions
6 Neocoder Solutions

TMCN DATA WITH NEOCODER

International Telegram
28k Active Members

Holders
+20k

Translation and culturalization
8 languages

Token valuation
18x

YOU CAN HAVE THE SAME OR GREATER SUCCESS THAN OUR PREVIOUS CLIENTS

Let's understand **your dreams and challenges** to create the perfect expansion for you.

t.me/theorestivo