

Executive Summary – Fliq Competitive Audit & Growth Strategy

Fliq is well-positioned as the **first prediction market on Aptos** with **limit orders**, **creator rewards**, and a **clean UX**, but its product advantages are **under-communicated**, **under-gamified**, and **under-leveraged** in brand storytelling.

Market & Competitor Insights

- **Polymarket** leads in macro-driven content, liquidity incentives, and social proof and its popularity
- **Myriad** dominates in gamification with quests, share-to-earn mechanics, and community-driven engagement.
- **Hedgehog** offers simplicity but lacks depth, community, and brand.
- **Azuro** – infra confusion; needs single story.

Fliq matches or exceeds competitors in **onboarding**, **documentation**, and **UI polish**, but lags in **stickiness**, **daily engagement**, and **cultural relevance**

Best-practice gaps for Fliq

- Narrative isn't hammered (creator-first + social alpha)
- Org & team socials rely on retweets; little new thought leadership
- Community loops exist (tg) but lacks points / quests / share-to-earn hooks (unknown)
- Feature spotlights (limit orders, zero-gas) aren't turned into meme or it hasn't been turned as a edge.

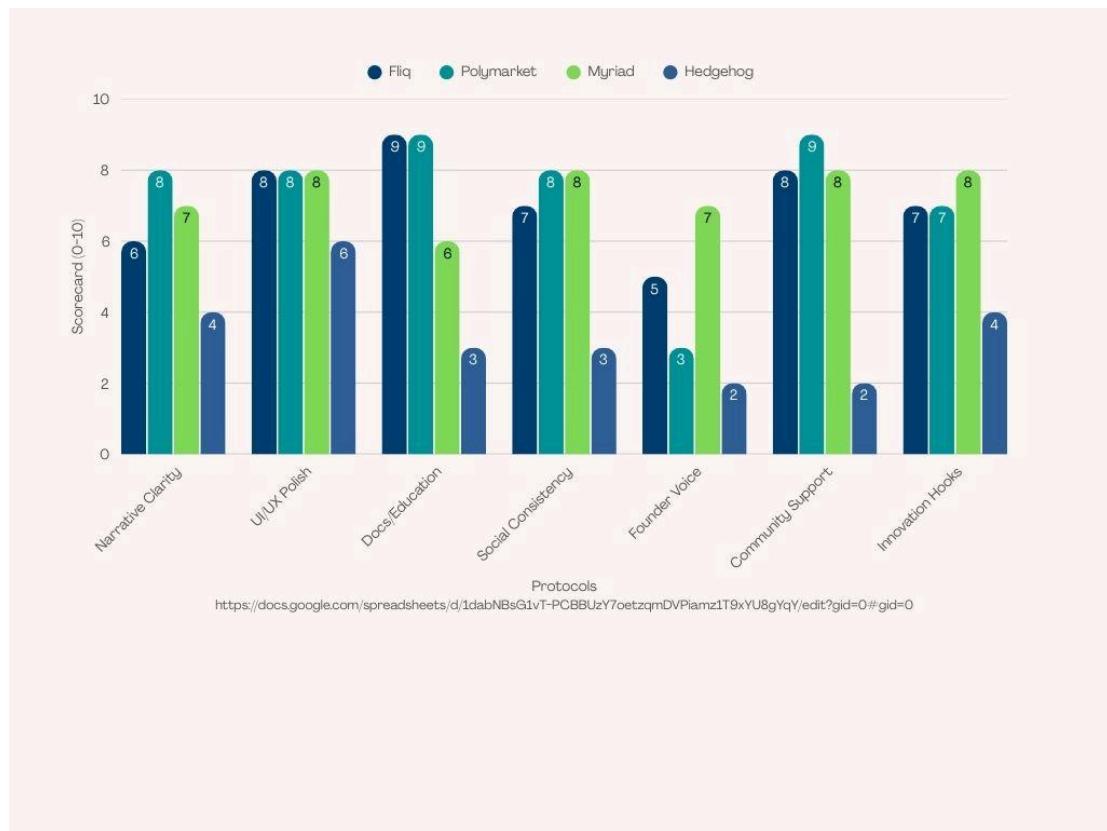
Market Research Data for Fliq

1. Competitor Landscape

Protocol	Strengths	Weaknesses
Polymarket	Strong content strategy, liquidity incentives, and clear narrative ("Trade the Future")	Founder voice and community engagement consistency need improvement
Hedgehog	Simple interface (odds slider- just like leverage trading),	Weak narrative, limited community engagement
Myriad	Strong quests, real-time feedback, and share-to-earn loops	Still in beta, limited polish on narrative
Augur	Pioneer advantage	Outdated UI, stale brand & social presence
Azuro	Offers infrastructure layer	Lacks clear narrative or brand differentiation

2. Feature Scorecard (Fliq vs. Competitors)

(Out of 10 – best-in-class)



Fliq leads in:

- Product documentation
- UI/UX polish
- Community support

Trailing in:

- Narrative sharpness
- Personal founder visibility
- Gamified user engagement (quests, share-to-earn)

3. Current Fliq Highlights

Product edge: Though not first to ship limit orders (we can make this double down on this narrative), , XP levels, interest wizard onboarding, zero gas UX.

Market niche: Positioned as the **first prediction platform on Aptos** with creator monetization.

Community touchpoints: Telegram active but lacks gamification; no engaging leaderboard mechanics.

4. Category Trends & Best Practices to Emulate

Competitor	Practice to Consider
Polymarket	Weekly “Top 5 Wild Markets,” liquidity rewards, market explainers
Myriad	Share-to-earn mechanics, real-time support on Discord, quests
Hedgehog	Simplified onboarding (odds sliders), instant P/L feedback

SWOT Analysis

PRODUCT COMPARISON: Fliq vs Polymarket, Myriad, Hedgehog

Feature	Fliq	Polymarket	Myriad	Hedgehog
Limit Orders + Live Order Book	9 – clear UI & spread bar	8 – available but less clear	0 – not mentioned	0 – not available
Interest-based Onboarding	8 – interest wizard on entry	0 – no personalization (US election hype)	9 – interest-follow wizard	0
XP System / Gamification Layer	7 – visible XP bar (but unclear rewards)	0 – not available	9 – quests, points-in-limb o	0
UI/UX Polish	8 – frictionless, clean, Aptos native	8 – high polish	8 – beta but sharp	6 – functional but basic
Documentation / Education	9 – short, light, effective	9 – deep dives and forum	6 – decent	3 – poor docs
Micro “Wow” Features	7 – XP gauge, live order bar	8 – comment/reply in markets	9 – share-to-earn deep links	6 – odds slider and lever toggle

Sticky Onboarding Trick	8 – topic chips + XP intro	7 – trending/popular markets	9 – follow-interest wizard	6 – odds slider simplicity
Dopamine Loop / Engagement Triggers	4 – leaderboard only, no quests	8 – liquidity rewards + engagement	9 – quests, limbo points	5 – instant P/L feedback
Innovation Hooks	7 – creator dashboard, frictionless login	7 – liquidity + comment UX	8 – gamified loops, referral engine	4 – odds slider only

Product Insights

Where Fliq Excels

- **Best onboarding UX** (second only to Myriad) with topic chips.
- **Powerful but underused features:** XP leveling, creator dashboard, live spread bar.
- **Highest score for documentation** - ideal for first-time users.
- **Second-best overall alongside Myriad**, but lacks daily engagement systems.

Where Fliq Falls Behind

- **Weak dopamine loops** - no quests, no rewards for XP, no streaks.
- **Features like creator rewards & stats are hidden**, not celebrated in UI.
- **Lags behind Myriad in gamification** and behind Polymarket in engagements or market creation / market highlights /

Fliq Product – Action Plan

What to Improve	What to Do
XP System is underused	Add unlockables (e.g., badges, creator perks) when users level up
Key features are hidden	Surface creator rewards, stats, and leaderboard wins in main UI
No dopamine loops	Launch quests, badges, or streak-based challenges tied to trading activity
Wins don't feel rewarding	Trigger pop-ups or animations (e.g., confetti or trophies) after profitable trades
Lack of re-engagement	Introduce push/email reminders when markets matching user interests go live

Marketing Comparison — Scored Table (0-10)

Marketing Aspect	Fliq	Polymarket	Myriad	Hedgehog
Posting Cadence (Brand Acc)	7	9	8	3
Content Variety	4 (<i>mostly new-market tweets</i>)	9 (<i>threads, explainers</i>)	8 (<i>meme, leaderboard, wins</i>)	2 (<i>almost none</i>)
Founder/Team Voice	3 (<i>mostly retweets, no POV</i>)	4 (<i>some effort</i>)	7 (<i>visible and engaging</i>)	1 (<i>none</i>)
Social Proof (wins, user posts)	2 (<i>none shared</i>)	9 (<i>wins, charts</i>)	9 (<i>screenshots, referral boost</i>)	0
Reply Strategy (value, CT relevance)	3 (<i>inconsistent</i>)	8 (<i>macro CT style + stats</i>)	7 (<i>Discord + quick response</i>)	1 (<i>not active</i>)
Community Activation (Quests etc.)	2 (<i>none live yet</i>)	8 (<i>liquidity mining etc.</i>)	9 (<i>quests, limbo points, deep links</i>)	1
Narrative Integration in Content	4 (<i>generic: "trade opinions"</i>)	9 ("trade the future" – sharp)	7 (<i>quest/game-focused</i>)	3 (<i>basic "bet on anything"</i>)

Meme/Visual Culture Usage	3 (suggested, not done yet)	7 (used in market threads)	8 (community-led, casual)	2
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Fliq Marketing – Strengths & Weaknesses

Category	Strengths (Score ≥ 6)	Weaknesses (Score ≤ 4)
Posting Cadence	7 – Consistent daily posting from the brand handle	–
Product Surface to Brag	Good underlying product to create content from (limit orders, XP, onboarding)	Not turned into explainer content or showcase threads (Score: 4)
Founder & Team Voice	–	Weak presence, mostly retweets, no POV storytelling (Score: 3)
Social Proof	–	No market win screenshots, creator success stories, or user-generated content (Score: 2)
Reply Strategy	–	Inconsistent replies, no macro-data-style engagement (Score: 3)
Community Activation	–	No quests, no points system, no streaks or share-to-earn mechanics (Score: 2)

Narrative Integration	–	Current tagline “trade opinions that matter” is too generic (Score: 4)
Meme/Visual Culture	–	Memes & mascot suggestions exist but not executed (Score: 3)

In Summary – What Fliq Has Going for It

- Good **posting cadence**.
- **Solid product surface** to build content around.
- **High documentation score** to drive educational explainers (see Product SWOT earlier).

Where Fliq Falls Short

- **Weak personal brand voice** (founders/team not visible).
- **Zero social proof** = no brag factor.
- **No quests or community gamification** (compared to Polymarket & Myriad).
- **Lacks personality** – not tapping into meme/meta/casual CT culture.
- **Content doesn't highlight key product strengths** like XP levels, limit orders, or creator earnings.

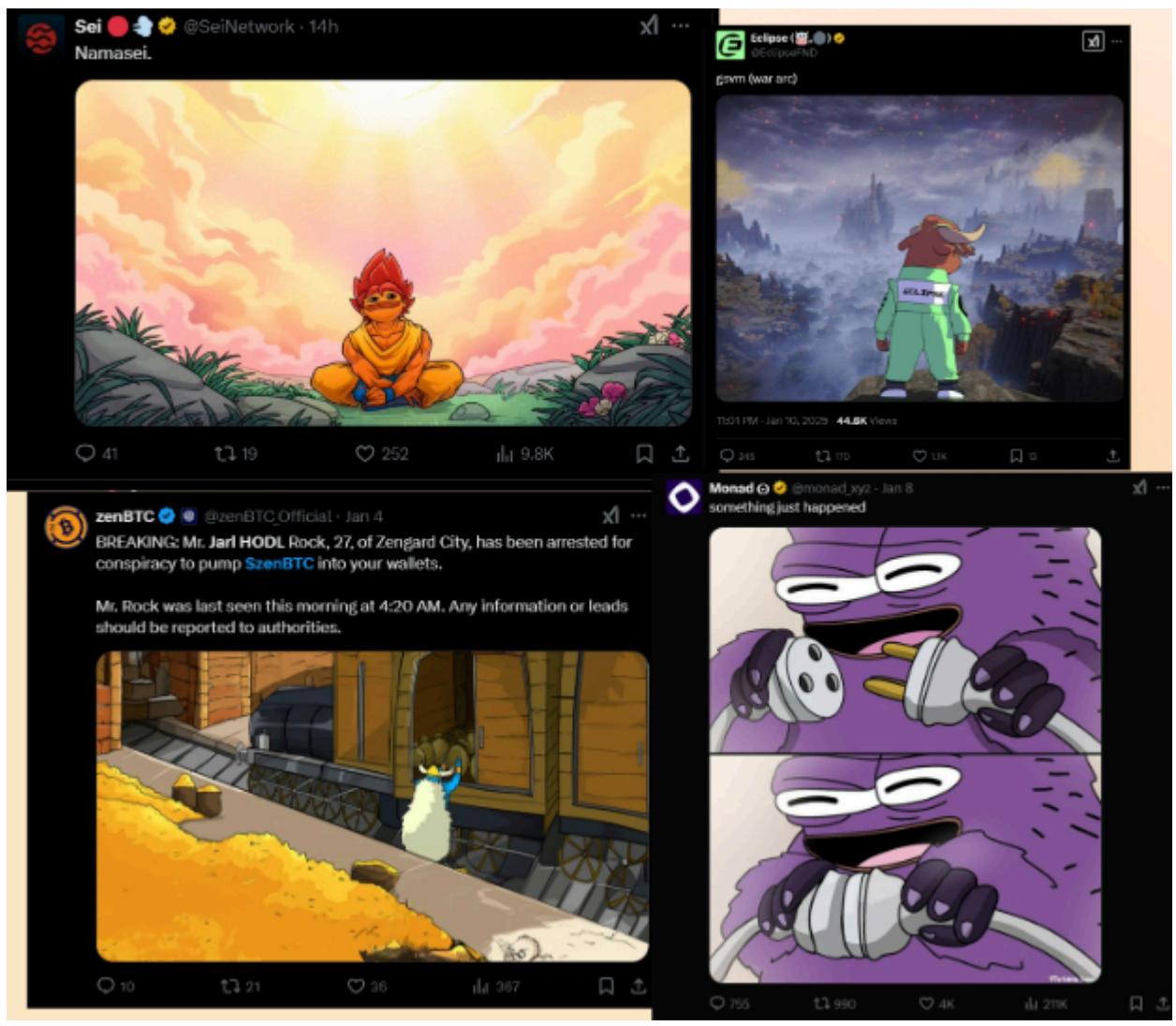
Fliq Marketing – Action Plan

Fliq Brand acc

Quick win : Double down more on fliq's unique features, focusing more on the macro and creating contents out of it

No user wins or brag culture - Post screenshots of top trades, top creators, XP milestones

Also, you can use mascots / meme to shitpost



Founder (Surbhi)

Cadence: Mostly retweets

Gap: Minimum building in public story, introduction posts or deep dives

Quick win: publish 1 “why we built Fliq” post + bi-weekly behind-the-scenes tweet

To reach a bigger audience you have to talk about macro narratives or something that the larger CT audience can relate with

Pinned

sid sridhar • @thesidsridhar · Jan 13

Re-introducing myself to CT because I've been shitposting about football for way too long, lol.

I'm Sid, and here's how I went from discovering BTC to solo-founding a protocol around it:

- Discovered Bitcoin during a high school precalculus class.
- Founded my first startup

Show more

29 18 126 11K

Reintroduction post (if needed)



Surbhi Singh 📸🌐

@surbhibarar

1172 Followers 1210 Following

100.0%
High



😊 High Quality / Influencer	11.7%
😊 Normal	79.5%
😢 Low Quality	6.7%
🤬 Bad or Fake	2.1%

Focusing more on high quality followers - would automatically have a ripple effect

Team Branding (Akshay • ibaba • Deepanshu • Amit • Smit)

Cadence: ~1 post / month

Gap: Low personal POV (The feed looks like more of retweets. looks like aptos maxi or airdrop hunter/yapper)

Quick win: Each teammate shares 1 tech or product insight min 1-2 per week (highlighting - building in public)

Tech persons - share only product info, no personality do that once in 4-5 post

P.S

hacks to grow your team socials

- ✗ posting 3-5 times a day
- ✗ playing the reply guy game
- ✗ chasing yaps on kaito
- ✓ post right even if you don't post often

> Its okay to not post everyday

> Its okay to not reply to ppl but

> Its not okay to NOT post well

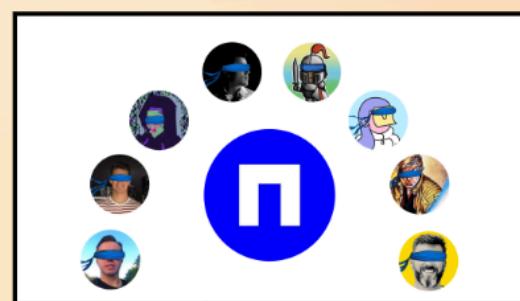
Additional quick fixes

Consistent Bios and Affiliate Links

Map (Strategy)

Profile Picture

Display profile pictures with **visual consistency**



Note: Team members sharing a similar visual cue

For instance,

- Eclipse team members having a degen-ish pfp with the green background
- Nillion Network with the blind fold for their narrative of blind computation.

Consistent Banners

All team members to have “.... [@bimabtc](#)” in bio

Use visually consistent elements in the profile picture

sid sridhar
@thesidsridhar
chief yapper @bimabtc | unlocking BTC liquidity for the masses and the maxis

Pima
@pimabtc Follows you
Vibe officer @BimaBTC | Yapper of Bitcoin | Public tg @pimabtc | x - @Oxpolygon, @protocollabs

Reply Guys

Who to target

- Aptos core devs & influencers (Mo Shaikh, Alex, Naresh, Jerome, Josh)
- Cross-chain prediction voices (Polymarket lead, Myriad team, limitless team)
- General crypto macro degens (Cobie, DegenSpartan)

How to reply

Add a *useful stat* (e.g., “the market is pricing that at 42 % on fliq” + chart)

Ask a nudge question: “curious - would you fade or follow that?”

No spam GIFs, No LFG, WAGMI, fire emoji

Cadence

- Min 10 value-replies per day from @predictonfliq
- 3-5 quote retweets per week from bigger accounts
- goal: convert 2 % of reply clicks into first-time site visits

(only data, questions, or light humour)

 **Squiggy Hair Shanks** 
@redhairshanks86

the current [@Polymarket](#) drama:

- almost \$10 million in volume on this bet
- this market should have already resolved to YES
- however, the current oracle (UMA) is not resolving it
- most people in the comments suspect oracle manipulation for personal gain by UMA whales
- these markets are complicated bc small differences in wording are open to interpretation
- if this resolves to NO, we need to re-assess the fairness of bet resolutions



Will Israel invade Syria in 2024?

\$9,848,797 Vol. ⏰ Dec 31, 2024

YES
33% chance ↑27%

Polymarket

Source: Polymarket.com

The chart shows the probability of an event occurring over time. The y-axis represents probability from 0% to 75%. The x-axis shows dates from Sep 14 to Dec 11. The probability starts at approximately 10% in September, remains relatively flat until October, then rises to about 20% by mid-November. It then drops to around 10% by late November. In early December, there is a sharp spike, reaching nearly 75% by December 1st. After this peak, the probability fluctuates between 25% and 50% through December 11th.

Date	Probability (%)
Sep 14	10
Oct 1	10
Oct 11	10
Oct 21	10
Nov 1	10
Nov 11	10
Dec 1	75
Dec 11	25

The image shows a tweet from the account "Decentralize Or Die (e/ICM)". The tweet reads: "The case for @predictandpump being a necessity laid out in link below: sapphire-nickel-23f.notion.site/pnp-protocol-a...". Below this, there is a quote: "'Currently, you can't create a prediction market programmatically in a definitive way. Popular marketplaces only let you propose the creation of PMs (rather than instantly creating a tradeable market). Then, a third party must judge and grade the market and assign a truth source.'". The tweet ends with the text "Too primitive." and "We believe creating a new prediction market should be as straightforward as launching a token or vault—and that's exactly what we're building.". A large, detailed image of an alien head with glowing red eyes and three glowing blue cubes floating behind it is overlaid on the bottom right of the tweet.

Some inspirations

BRAND COMPARISON: Fliq vs Polymarket, Myriad, Hedgehog

Brand Element	Fliq	Polymarket	Myriad	Hedgehog
Tagline Strength	6 – "Trade opinions that matter" (<i>good but generic</i>)	9 – "Trade the future" (<i>aspirational + clear</i>)	7 – quest-driven tone emerging	3 – "Bet on anything" (<i>simple but bland</i>)
Positioning Clarity		9 – "Market for future events" (<i>clear + wide</i>)	7 – "community quest market" (<i>implied</i>)	3 – lacks differentiation
Narrative Depth / Identity	4 – no strong "who it's for" or "why it matters"	8 – macro-degen-friendly, CT-aligned	7 – gamified identity (quests, community bragging)	2 – no emotional or narrative core
Visual Identity (Logo, UX aesthetic)	7 – clean B/W palette, modern feel	8 – clean, themed headers	7 – leaderboard-driven UI and quest visual cues	4 – functional but uninspired
Creator Branding / Personalization	6 – has a creator dashboard, but not tied to visual identity	4 – no creator-first identity	7 – strong community personalization	2 – none

Fliq Brand Strengths

- Clean and modern visual identity with a black-and-white palette - strong design foundation.
 - Creator dashboard already exists - potential to build a “creator-first” brand.
 - Clear platform function (prediction markets) - technically sound base to communicate from.
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Fliq Brand Weaknesses

- Tagline “Trade opinions that matter” is generic - lacks punch, emotion, or a unique angle.
 - Positioning is chain-focused (“on Aptos”) instead of user-focused (“for creators” or “social alpha traders”).
 - No symbolic visual cues to reinforce uniqueness — missing icons, mascots, motion, or metaphor.
 - Creator angle is not embedded in the brand story or surfaced in the UI.
 - Brand lacks emotional identity - no narrative, no user archetype (e.g., builder, degen, analyst).
 - Weak differentiation, nothing yet ownable in CT culture, unlike “Trade the Future” or “Quests to Earn.”
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Fliq Brand – Action Plan

What to Improve	What to Do
Generic tagline	Update to something like: “Where Creators Predict and Profit” or “Your Edge, On-Chain”
Undefined user identity	Frame brand around <i>creator-degens</i> — builders who ask questions and monetize predictions
No narrative or emotional arc	Tell a clear story: “ <i>Prediction markets built for the next wave of creators.</i> ”
No cultural hook or ownable tone	Lean into CT lingo with restraint: CT alpha, yield-chasers, “Degen Intelligence”
Positioning is chain-first	Flip to user-first: “ <i>Launch questions. Earn from curiosity. On Aptos.</i> ”