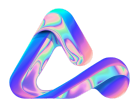


Adaptive Intelligence International



Adaptive Intelligence International

Case Study

How We Helped InfStones Perfect Their Brand to
Secure \$66M in Funding

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OVERVIEW

Infinity Stones (INFStones) is a crypto-unicorn blockchain infrastructure provider that offers a Platform as a Service (PaaS).



BACKGROUND

“At InfStones, our core mission revolves around innovation with a customer-first approach. We've engineered a state-of-the-art blockchain infrastructure platform with an intuitive control hub, integrated support for extensive blockchain protocols, and constantly evolving. Our persistent focus on results and adaptability has helped us forge strong partnerships across the blockchain community. More than just a platform, we're your trusted allies in making the most of blockchain technology.”

OUR INNOVATION



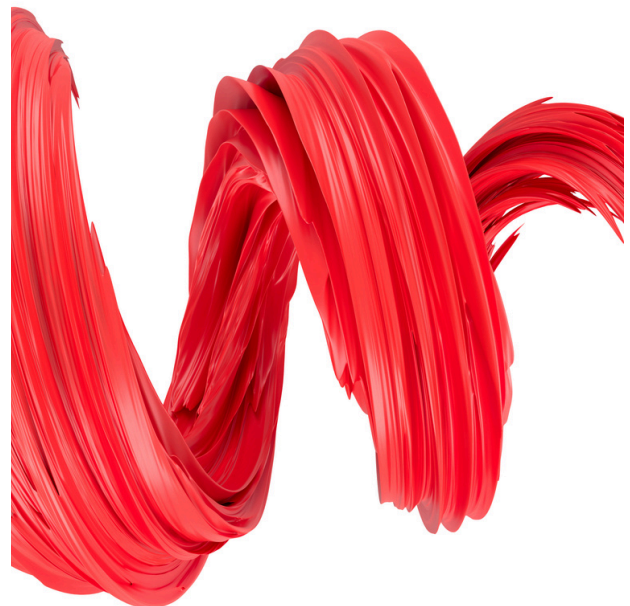
Adaptive Intelligence International aims to become the world's best cloud-based creative agency, nurturing talent across North America and Europe and delivering best-in-class creative and content solutions to our valued clients.

We're actively entering new markets, unveiling cutting-edge proprietary technology, and taking decisive steps towards carbon neutrality, demonstrating our commitment to innovation and sustainability.

Our team is adaptable, working when and where we want; efficient, leveraging existing tech and building new ones to maximize efficacy; and empowered, constantly exploring new skills, unleashing hidden talents, and chasing our passions.

OUR COMPREHENSIVE SOLUTIONS

We believe that creativity is the world's most valuable asset. By combining raw creativity with innovative, best-in-class marketing strategies, Adaptive Intelligence drives the future of industries. After securing the #1 position as Upwork's (Nasdaq: \$UPWK) Top Creative Agency in 2023, we're on a mission to become the world's leading cloud-based creative agency, nurturing talent across North America and Europe and delivering best-in-class creative and content solutions to our valued clients. We're pioneering sustainable technologies and are committed to environmental sustainability and effective climate action. Adaptive Intelligence isn't just a company. It's a way of thinking.



CHALLENGES

InfStones was launching in a challenging marketplace, and needed to differentiate itself from other emerging crypto companies; showcasing cutting-edge technology with inclusive messaging that would expand its user base and global brand presence across digital platforms.

Needed Services



Crypto Marketplace Positioning



Blogs



Social Media



Landing Pages



Brand Strategy

SOLUTIONS

Adaptive served as an in-house marketing team focused on delivering relevant blog and social media content, consultations on key marketplace positioning and digital outreach to cryptocurrency clients located in the US and Europe.

OUR DIGITAL STRATEGY

Adaptive worked directly with the founders (C-Suite) and the CMO to conduct founder interviews, process brand identity surveys, and layout the primary messaging and market positioning for the company.

Our growth strategy also included hiring a technical writer to help communicate developer needs to stakeholders, and beta-testing the internal technology internally. We successfully launched this Go-To-Market Strategy to the public and a waitlist of beta users.



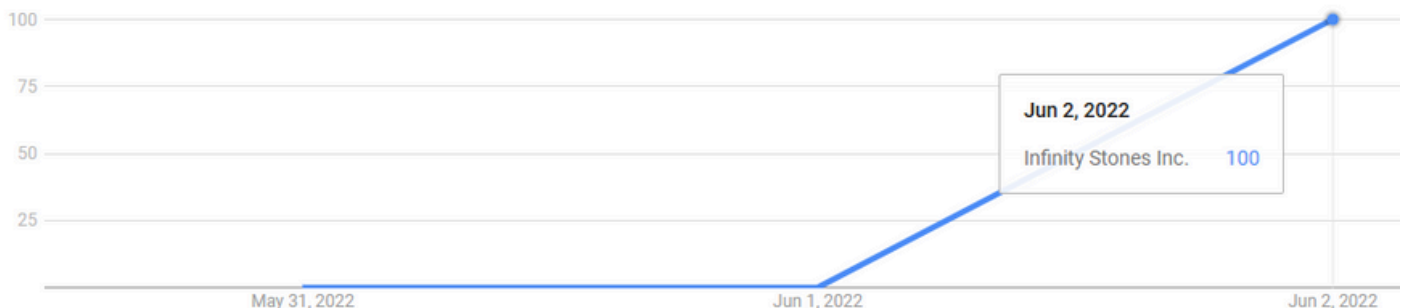
PRESS RELEASE

Shortly after our website launch and Go-To-Market, the company was thrilled to receive a \$66M investment round led by SoftBank's vision fund.

Our team got to work creating an engaging press release, which we released on June 1. In the span of a single day, Google Trends reported interest in the business Infinity Stones Inc. skyrocketing from **zero to 100**.

Our Press Release also caught the attention of TechCrunch, a tech-based news platform with over 9 million views on a monthly basis. The press release was then distributed by the company and remains an active backlink for InfStones to this day.

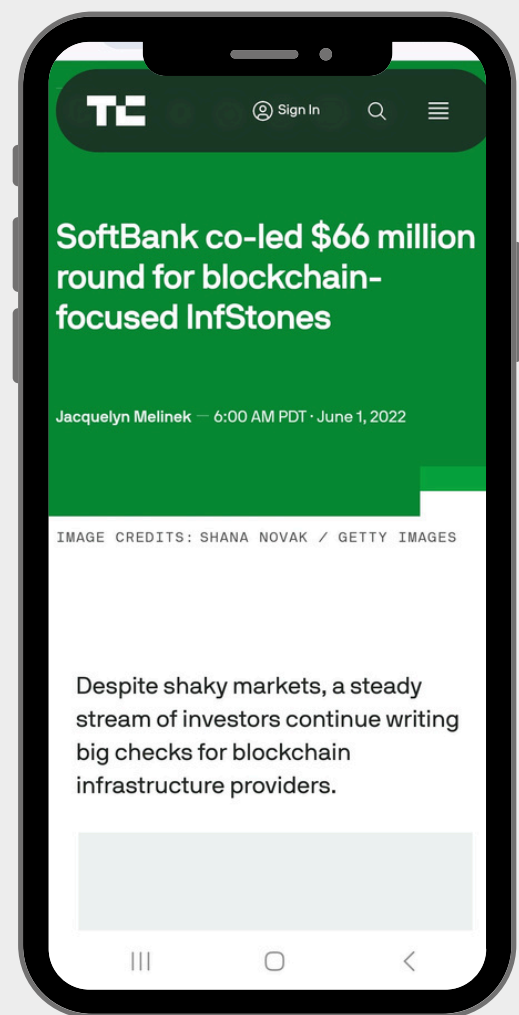
Interest over time ?



RESULTS

Our press release was not only publicized by Tech Crunch, but a variety of other news outlets as well, including:

- [Tech Crunch](#)
- [Blockworks](#)
- [PR Newswire](#)
- [Coin Desk](#)
- [Yahoo Finance](#)
- [BitPush](#)
- [Sovereign Wealth Fund Institute](#)
- [Dallas News](#)
- [Silicon Angle](#)
- [NFTGators](#)
- [Token Insight](#)
- [Crunchbase](#)
- [Dallas Innovates](#)
- [FinSMEs](#)
- [Forbes](#)



CLIENT FEEDBACK

Our partnership with InfStones underscores the power of a targeted, comprehensive creative strategy that focuses on conveying the story of what defines a brand.



“Amazing writer/copy editor. Professional, excellent language skills, ethical/high integrity, will definitely work with again.”

ZHENWU SHI, CEO OF INFSTONES

THANK YOU!

Inspired by InfStone's success story?
Get in touch with us to start your journey toward
outstanding results.



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