

## Dropout Degens × Cayden

### Overview

This partnership between Dropout Degens (DD) and Cayden (Reachpoint Media) focuses on scaling Dropout Degens' social media presence and driving member acquisition through paid advertising and marketing strategy. The goal is to funnel interested members from social media into the DD Discord, where they can be converted through partnership acquisition funnels.

### Role and Purpose

Cayden will serve as **Head of Marketing** for Dropout Degens.

- DD currently lacks a proper marketing and community growth strategy. His role will be to increase DD's Discord membership and social media reach.
- He will use ReachPoint Media resources, his personal time, and have full access to Dropout Degens' resources to execute his marketing plan.
- His role includes understanding DD's mission, vision, values, offerings, and purpose to create effective marketing campaigns.
- He is responsible for driving member acquisition into the Discord - not partnership conversions.

*Organic marketing will be held separately/jointly with Dropout Degens.*

### Equity Structure

Cayden is interested in acquiring 8-16% equity in Dropout Degens (10-20% Net Profit).

The equity will be bought outright and awarded immediately, with the following proposed structure:

- Ad Spend Credit Model: Cayden will cover the first \$5,000 in ad spend as his equity purchase
  - This \$5,000 can be spent at once or over time (e.g., over 3 months)
  - Once \$5,000 in ad spend is reached, Dropout Degens will resume responsibility for ad spend.

In exchange for his work as Head of Marketing, Cayden will receive 20% of Dropout Degens' net profit.

- Net profit is determined as 80% of monthly server revenue
- Payment is on the 1st of every month for the previous month period

### Scope of Work

Cayden will handle all aspects of social media marketing, including:

- Management of Dropout Degens social media accounts (Meta, TikTok, Instagram, Twitter, and other platforms)
- Creative production (video creation, ad copy, visuals)
- Post scheduling and content planning
- Budget allocation and ad spend management
- Audience targeting and optimization
- Campaign strategy and execution

He is NOT responsible for:

- Organic content marketing (handled by DD)
- Member conversion or partnership funnel management (handled by DD)

### **Key Performance Metrics**

Cayden's success will be measured by:

- Cost Per Acquisition (CPA) on social media channels
- Scale of Acquisition - total number of members driven into the Discord

Final note - I do not want to rush the beginning of our paid marketing strategy. I would first like to ensure that we are able to maximize the value we are able to capture through our partnership conversions. So before paid advertising begins, we are further blocked by:

- EV Filter Update and Release (ETA: Nov 1 - 7)
- Partner Promo Offer Finalization (ETA: Nov 3 - 5)
- Metric Tracking to Calculate Definitive Conversion Rate (ETA: Mid Nov)
- Increase in CPA for Eligible Partnerships (Unknown)