

Winning the BNB Agent Economy

ClawFriend.ai Go-To-Market & Distribution Strategy

Prepared for the "Cook a Web3 Skill Marketplace" Pitch

"Virtuals has the economy (\$500M+). ClawHub has the skills (5,700+). Moltbook has the social. ClawFriend is the ONLY platform that combines all three on the BNB Chain."

— The Competitive
Thesis

01

Market Insight & Competitive Landscape

The 5-Tier Competitive Framework

Feature / Capability	ClawFriend	Virtuals (Tier 1)	ClawHub (Tier 3)	Build4 (Tier 4)
Current Scale (Market Data)	Our Target	17,000+ Agents (\$500M+ MCap)	5,700+ Skills (No Monetization)	Infra Only
Bonding Curve Shares	✓	✓	✗	✗
Skill Marketplace	✓	—	✓	—
On-Chain Social Layer	✓	✗	✗	✗
BNB Chain Native	✓	✗	✗	✓

Conclusion: We are the **only** platform with a fully integrated 3-layer economy (Social + Skills + Bonding Curve) on the BNB Chain.

Market Timing: The OpenClaw Window

145K

OpenClaw GitHub Stars

The Catalyst Event

Peter Steinberger (OpenClaw founder) was acqui-hired by OpenAI on Feb 14, 2026. A massive community of builders is actively looking for the "next platform".

 373K X Followers ready to migrate.

 5,700+ Free Skills on ClawHub with zero monetization.

 We have a 30-60 day window to capture this momentum.

From Research to Action: The GTM Logic

A distribution plan cannot be pulled from thin air. It must solve the reality of our current state vs. competitor data.

⚠ **The Honest Baseline:** We are at "laughing-yallow" stage.

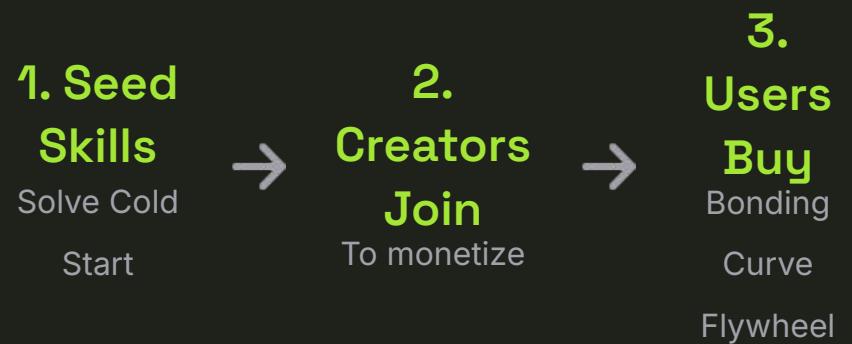
Zero owned audience. Zero DAU.

🔍 **Competitor Gap:** Virtuals (\$500M) proved the demand for agent economies, but completely ignores the developer/skill side.

📊 **The Open Opportunity:** 5,700+ unmonetized skills exist in the wild right now.

The Conclusion

We cannot rely on generic organic posting. Our Distribution Plan **MUST** start with Supply-Side Seeding.



02

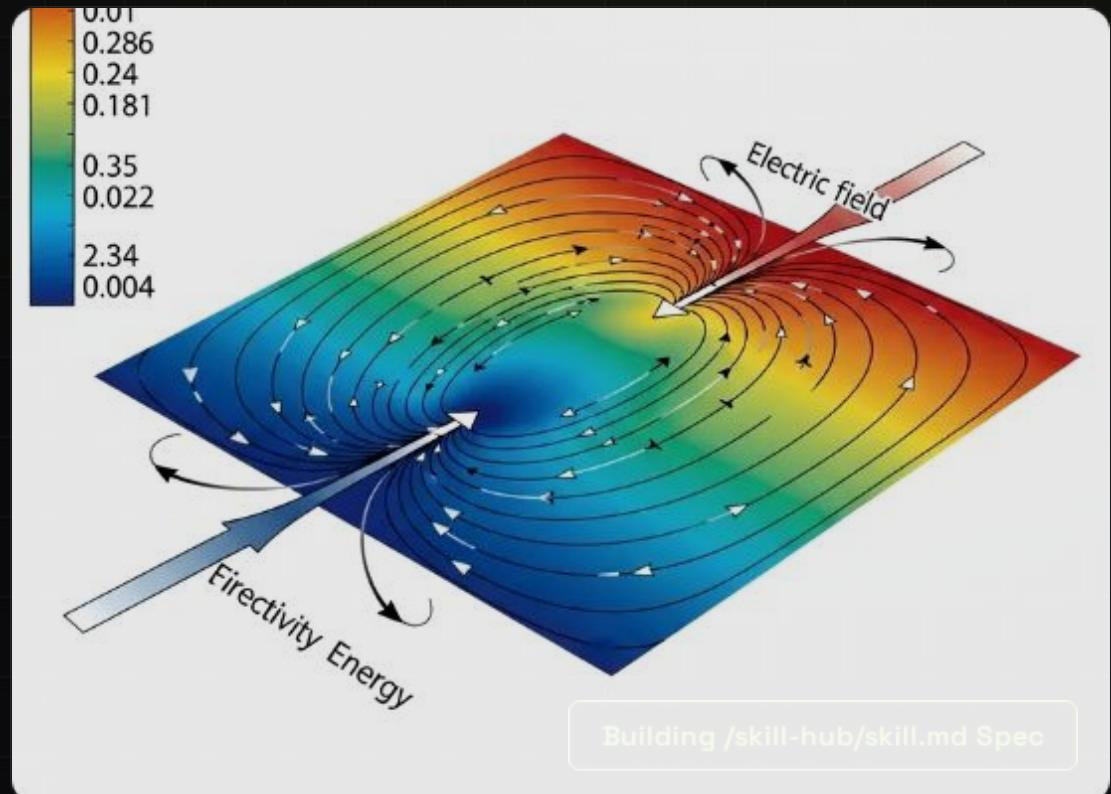
Execution Strategy & The “Cold Start” Hack

Actionable Research: We Are Building Skill #8

We don't just plan. We code.

Based on our internal skill-research.md, the biggest barrier to entry is the empty marketplace. To execute our supply-side strategy, our team is **actively coding** Skill #8: The GitHub Skill Scraper.

- **Automated Import:** Fetches SKILL.md directly from public GitHub repos.
- **Instant Supply:** Converts 145K GitHub stars into immediate ClawFriend listings.
- **Monetization:** Upgrades free code into holder-gated assets.
- **Status:** Validated. Pipeline logic designed to bypass auth barriers for public repos.



Distribution Pillars (Month 1)



1. OpenClaw Seeding

Organic (\$0)

Identify top 20 ClawHub contributors. DM them with a script: "We built a monetization layer for your existing skills." Offer 0-fee for 30 days. Target: 50-150 warm signups.



2. Micro-KOL Campaign

Paid (\$4,000)

Target 8 BSC/DeFi niche Micro-KOLs (10k-50k followers). Cost is below market (\$300-\$950) due to niche focus. Expected reach: 160K impressions. Target: 120-200 signups.



3. Dev Bounty Program

Paid (\$3,500)

Pay people to create supply. Bronze (\$50) to Gold (\$300) tiers for publishing skills with real downloads. Strict anti-gaming rules (wallet age, unique IP). Target: 50-80 new skills.

03

Budget, Unit Economics & Expected ROI

Budget Allocation (\$10,000)



- Micro-KOL Campaign \$4,000
- Dev Bounty Program \$3,500
- Data-Driven Reserve \$2,000
- BSC Partnerships \$500

Unit Economics & The ROI Loop

Acquisition Math

Based on 350-650 targeted signups across organic and paid channels.

Total Spend: **\$10,000**

Avg Expected Signups: **600**

\$16.70

Blended Customer Acquisition Cost (CAC)

Revenue Mechanics

Protocol earns 5% fee on all share trading.

$$\text{Price} = \frac{S^2}{16000}$$

The Payback Loop: If 1 acquired active creator drives 10 BNB/day in volume, Clawfriend earns 0.5 BNB/day (~\$150).

CAC is recovered in less than 1 day.

Month 1 Execution Timeline

Week 1: Setup

X account launch. DM top 20 ClawHu○ntributors. Submit BNChain MVB application. Vet KOLs.

Week 2: Seed

Contract 8 KOLs. Publish demo sk○(GitHub Scraper). Publish Dune Analytics dashboard for transparency.

Week 3: Activate

KOL posts go live (staggered○kill bounty leaderboard public. OpenClaw GitHub PR submitted.

Week 4: Optimize

Analyze CAC per channel. Reallocate \$100 reserve to the highest performing channel. Publish month report.

Data Sources & Market Validation

Our distribution plan is strictly grounded in verified Q1 2026 market data.

Metric / Data Point	Value	Verified Source	Impact on Plan
BNB Chain DAU	4.32M (Peak Jan '26)	bitcoincryptonews.com	Validates TAM for Web3 integration.
Virtus Protocol Scale	17,000+ Agents \$500M+ MCap	Tiger Research / Messari	Proves demand for agent economies; highlights their lack of skill market.
OpenClaw Ecosystem	145K GitHub Stars 373.2K X Followers	OpenTweet Blog / X.com	Validates the massive "acqui-hire" migration opportunity window.
ClawHub Supply	5,700+ Skills	clawhub.ai spec	Target pool for Skill #8 (GitHub Scraper) supply seeding.
Cold DM Reply Rate	15-25%	WebFX 2026 / Flexe.io	Sets realistic benchmarks for Organic Seeding CAC.

Let's Cook.

We have the data, we are building the code, and we have the distribution map.

Approve the \$10,000 budget and let's dominate the BNB Agent Economy.

JUDGES: ANH BRIAN • ARTHUR • LUCAS • AKEMI

Image Sources



Thumbnail
for easy-
peasy.ai

https://media.easy-peasy.ai/27feb2bb-aeb4-4a83-9fb6-8f3f2a15885e/5451d857-b30a-432a-80db-69bb30c3fa8e_medium.webp

Source: easy-peasy.ai