



SUPERCHARGE YOUR BRAND

CASE STUDY ON FOUNDER-LED MARKETING

Table of Contents

About yMedia Slide 3
Founder-Led Marketing Slide 7
YouTube Podcasts Slide 8
Brand Building on X Slide 12-13
Personal Branding Package Slide 14



Trusted by India's largest fintech, crypto & recruitment brands

Content alone doesn't win, content with impact does

Born as storytellers, we've grown into an award-winning content powerhouse.



Award-winning campaigns
(The Economic Times, 2020)

50+

Passionate Team
Members

25,000+

Published
Content Pieces

8+

Years of
Experience

75+

Customers
Strong

Founders are the Brand!

In Web3

Founders > Logos

We build a Narrative that Can't Be
Copy-pasted

Features get cloned overnight in Web3.
But a founder's lived experience, vision,
and philosophy? **That's non-fungible**





Founders are the Brand!

 **Joel John**  @joel_john95 · Sep 2

The problem with **founder led marketing** is founders often forget that the point is to build products worth distributing and not to build personal brands.

You can (probably) buy distribution.
You can't exactly buy a sticky product.

5 1 28 1.3K

 **Cody Schneider**  @codyschneiderxx · Sep 12

you need to be doing **founder led marketing** for your startup

make yourself famous in your industry

why

it gives you leverage on investors, builds inbound pipeline for you, and makes it easier for your sales team

the easiest way is with a podcast where you interview the industry

write and share a newsletter about the episodes

provide clips to the guest

its that simple

26 15 221 14K

 **Eric**  @EricOnChain · Aug 27

Daniel Rensch isn't building a protocol
He's not chasing hype cycles
He's not even in crypto

But he is a masterclass in **founder led marketing**

As the face of [@chesscom](#), he didn't just show up to "represent the brand"; he became the brand:

- Commentating high-stakes matches
- Shitposting with Hikaru
- Attending podcasts
- Writing his own book
- Owning drama, celebrating culture, and never hiding when things got tough

And it all goes back to chesscom and the attention he gives to his platform by being open, public and vocal

He didn't delegate trust-building

He lived it, and still does to this day

And in doing so, [Chess.com](#) became more than a platform, it became a personality

Web3 loves to take notes from Luca Netz for founder led marketing, but there's also a lot to learn from some web2 chads like [@DanielRensch](#)
This isn't about doing everything yourself

This is about understanding one truth:
Your audience doesn't trust brands. They trust people.

And in crypto, there's a deeper layer:

- Paid ads don't work
- Brand accounts feel empty
- Anons with no voice get buried
- Skeptical users demand skin in the game

Founders aren't just builders

They are distribution channels

They are alignment validators

They are the difference between noise and belief.

You don't need to go full Rensch overnight

But if even a mega boring company like Scrub Daddy (they sell sponges ffs) can pull off founder led marketing

Podcasts

Campaign conducted for:
Andre Cronje
Founder, Yearn Finance
Advisor, Sonic

Channel: YouTube

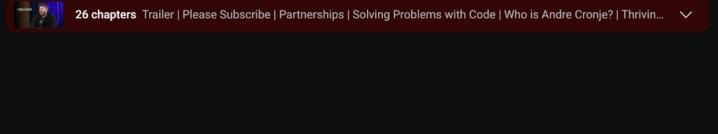


Andre Cronje: Why I Gave Away Billions in Crypto (and now regret it) | E116

26K views • 5 months ago

When Shift Happens

In this revealing conversation, DeFi pioneer Andre Cronje discusses his journey building protocols worth billions in value and his ...



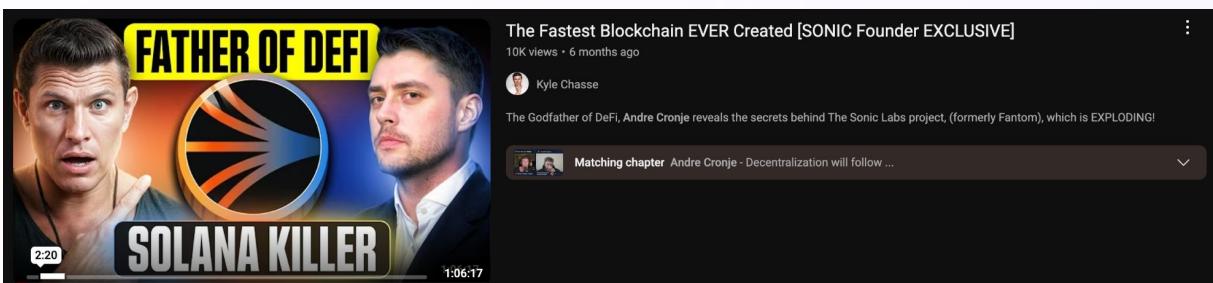
The Fastest Blockchain EVER Created [SONIC Founder EXCLUSIVE]

10K views • 6 months ago

Kyle Chasse

The Godfather of DeFi, Andre Cronje reveals the secrets behind The Sonic Labs project, (formerly Fantom), which is EXPLODING!

Matching chapter Andre Cronje - Decentralization will follow ...

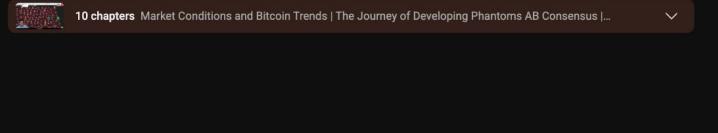


He Built A Blockchain 10X Better Than Solana!

48K views • 6 months ago

Crypto Banter

An in depth interview with Andre Cronje revealed that this might be the next major Layer one! They unpack exactly what Sonic has ...





Personal Branding Packages

Starting Package: 5 Podcasts/Spaces at \$6K

Active partnerships with 50+ other shows and spaces

Customised packages available



[Wolf](#) - 429.6K Followers



[Professor Crypto](#) - 1.56M Subscribers



[Chain Leak](#) - 9.8K Subscribers



[DeFi Talks](#) - 23.1K Subscribers

Let's Talk



Shashank Bhardwaj
Founder & CEO



[Book a meeting](#)

We stand ***ready to partner with you*** in delivering effective content solutions.

If you have questions on this proposal, feel free to contact us at hello@ymedia.io or by phone at **+91-9871674274**.