TruthBounty Marketing - Review Draft

Status: For Team Discussion **Date:** January 18, 2026

> **Note:** This is a working document for internal review. It contains our research findings, strategic thinking, and proposed tactics. Nothing here is final—feedback and discussion welcome.

Part 1: Market Research & Analysis

What We're Working With

Before diving into tactics, let's be clear about our starting position:

Factor	Reality
Traction	Pre-launch, no users yet
Budget	$5-10K, flexible if needed
Team capacity	1 person, ~20hrs/week on marketing
Seedify status	Already accepted for IMO
Network	Starting from scratch—no existing relationships in prediction market space
Product	Live at truthbounty.xyz with 12 platform integrations
Timeline	M1 deadline is March 31, 2026 (~10 weeks)

The honest assessment: We have a working product and Seedify backing, but zero community, zero brand awareness, and limited bandwidth. Strategy needs to be focused, not scattered.

The Market Opportunity

Why Prediction Markets Matter Right Now

The prediction market industry exploded in 2025. Here are the numbers:

Metric	Value	Source
Total trading volume (Jan-Oct 2025)	$27.9 billion	Crypto.com Research
Polymarket valuation	$8 billion	Industry reports
Kalshi valuation	$11 billion	Industry reports
Polymarket monthly volume peak	$3.7 billion (Nov 2025)	Yahoo Finance

This isn't niche anymore. Prediction markets went mainstream in 2025:

- **Google Finance** now displays Polymarket probability data
- **CNN and CNBC** partnered with Kalshi
- **Robinhood** integration accounts for 50%+ of Kalshi's volume

- **DraftKings, FanDuel, Fanatics** all entered the market

What this means for us: There's a massive, growing market with real money flowing. But with 170+ tools already in the Polymarket ecosystem alone, we need a clear differentiation.

The Problem We Solve

Here's the core insight: **Prediction market traders have no portable reputation.**

- Your 65% win rate on Polymarket means nothing on PancakeSwap Prediction
- Every platform is a fresh start with zero history
- Copy traders have no way to verify who's actually skilled vs. who got lucky
- "Trust me bro" is the current standard

The French Whale (Théo) made $85 million on a single election bet. He became famous. But most skilled traders remain invisible because there's no system to surface and verify them.

Our wedge: We're building that system.

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Competitive Landscape
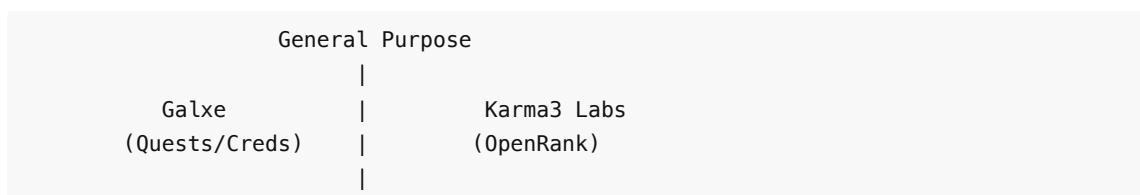
The Good News: No Direct Competitor
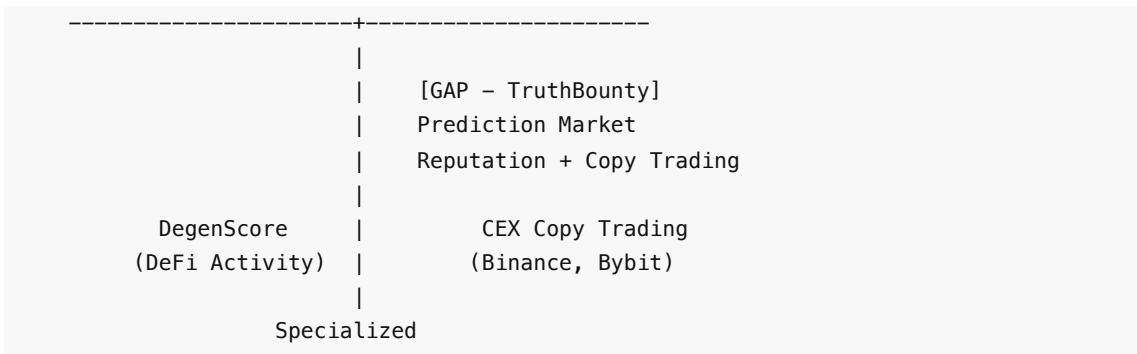
We researched the space extensively. Here's what exists:

Protocol	What They Do	Why They're Not Us
Karma3 Labs / OpenRank	General Web3 reputation using EigenTrust algorithm. $4.5M seed funding from Galaxy and IDEO.	They're horizontal—trying to solve reputation for all of Web3. We're vertical—focused entirely on prediction markets.
Galxe	Quest/credential platform with 22M users.	They track quest completion and credentials, not actual trading performance.
DegenScore	DeFi activity scoring.	Measures general "degen" activity, not prediction market skill specifically.
HashDive	"Smart Scores" for Polymarket traders.	Closest competitor, but they're Polymarket-only. We aggregate 12 platforms.

Bottom line: Nobody is doing cross-platform prediction market reputation with copy trading. We have genuine first-mover advantage here.

The Competitive Positioning

```
            General Purpose
                  |
        Galxe     |       Karma3 Labs
     (Quests/Creds)   |       (OpenRank)
                  |
                  |
```

```
        ──────────────────────+──────────────────────
                              |
                              |      [GAP — TruthBounty]
                              |      Prediction Market
                              |      Reputation + Copy Trading
                              |
            DegenScore        |          CEX Copy Trading
          (DeFi Activity)     |          (Binance, Bybit)
                              |
                        Specialized
```

We sit in an empty quadrant: specialized in prediction markets, focused on reputation.

Who Are We Targeting?

Persona 1: The Skilled Trader (Supply Side)

- **Who:** Active prediction market traders with 50+ bets
- **Pain:** Can't prove their track record when moving platforms or trying to attract followers
- **Motivation:** Recognition, followers, potentially monetize through copy trading fees
- **Where they hang out:** Polymarket Discord, Twitter (sharing trades), Telegram trading groups
- **What to tell them:** "Your winning streak means nothing without proof. Make it verifiable."

Persona 2: The Copy Seeker (Demand Side)

- **Who:** Crypto-native but not prediction market experts
- **Pain:** Want exposure to prediction markets but don't know who to trust
- **Motivation:** Passive returns, learning from experts
- **Where they hang out:** Crypto Twitter, DeFi communities, looking for "alpha"
- **What to tell them:** "Follow traders with verified 65% win rates, not Twitter followers."

Persona 3: The Platform Builder (B2B)

- **Who:** Telegram bots, analytics tools, trading terminals
- **Pain:** Need reputation data to improve their copy trading features
- **Motivation:** Better product, user retention, differentiation
- **Where they hang out:** Polymarket ecosystem, developer communities
- **What to tell them:** "Integrate TruthScore API. Let your users copy with confidence."

Strategic question for team: Which persona should we prioritize? My recommendation is Persona 1 (skilled traders) first—we need supply before demand makes sense.

Where Do These People Hang Out?

The Polymarket Ecosystem

This is the center of gravity for prediction market traders. From the DeFiPrime ecosystem guide, there are 170+ tools. Key categories:

Trading Terminals (Big players, potential partners):

- Betmoar (@betmoardotfun) - $110M cumulative volume, dominant player
- Stand.trade, NexusTools, Verso - Growing terminals

Copy Trading Bots (Direct integration targets):

- OkBet (@tryokbet) - Telegram copy trading + leaderboards
- Polycule (@polycule_bot) - Social trading from Telegram
- These tools NEED reputation data. We have it.

Analytics Platforms (Data partners):

- HashDive (@hash_dive) - Already doing "Smart Scores" (competitor or partner?)
- Polysights (@Polysights) - 30+ custom metrics
- Polymarket Analytics (@poly_data) - Global analytics

Community Channels:

- Polymarket Discord - Official community, #devs channel
- Telegram groups around the bots
- BBB Community - Exclusive 150-member whale group (invite only, high value if accessible)
- Twitter/X - Primary alpha-sharing platform

Funding Opportunities

We should apply to these immediately:

Program	Amount	Why It Fits
Polymarket Builders Program	$75-100K per project	We're building on Polymarket data. Direct fit.
BNB Chain Grants	Up to $200K per project	We're deploying on BNB Chain. Direct fit.

These are free to apply and could significantly extend our runway. Even if we don't get the full amounts, partial grants help.

Part 2: Proposed Strategy

The Core Approach

Given our constraints (limited budget, limited time, no existing network), we can't do everything. We need to be ruthlessly focused.

Proposed strategy: Build credibility through trader partnerships and ecosystem integrations before broad awareness campaigns.

Why this order:

1. If we blast marketing with no users, we look empty
2. If top traders are using us, we have social proof
3. If ecosystem tools integrate us, we have distribution
4. Then paid marketing amplifies something real

Phased Approach

Phase 1: Foundation (Weeks 1-2)

Goal: Establish presence, initiate partnerships, apply for grants

Key actions:

- Set up Twitter with consistent posting (3x/week)
- DM top 5-10 traders personally
- Apply to Polymarket Builders + BNB Chain Grants
- Join Polymarket Discord, start building relationships (don't shill)

Budget: $500-1,000 (mostly graphics, basic content)

Phase 2: Activation (Weeks 3-4)

Goal: First users, first integration, content momentum

Key actions:

- Launch "Leaderboard" campaign publicly
- Run micro-influencer campaign (5-8 traders)
- Seedify community AMA
- Announce first partnership (if any closed)

Budget: $2,000-4,000 (influencers, boosting)

Phase 3: Scale (Weeks 5-8)

Goal: Sustained growth, M1 delivery

Key actions:

- Partnership announcements as they close
- Scale content that's working
- Hit 100+ wallet interactions (M1 target)
- Weekly content cadence established

Budget: $2,500-5,000 (scale what works)

Budget Breakdown

Total: $5,000-10,000

Category	%	Low End	High End	Rationale
Micro-Influencers	40%	$2,000	$4,000	5-10 targeted trader posts. These are people with 5K-25K followers who actually trade prediction markets.
Content Creation	25%	$1,250	$2,500	Graphics, maybe a short video, thread templates. Professional look matters.
Paid Amplification	15%	$750	$1,500	Boost top-performing organic content. Don't boost everything—only winners.

Tools & Software	10%	$500	$1,000	Scheduling (Buffer/Typefully), analytics, maybe design tool subscription.
Reserve	10%	$500	$1,000	Opportunistic spending—if something works, double down.

Question for team: Is this budget allocation right? Should we shift more to influencers or more to content?

Specific Tactics

Trader Outreach

From Grok's Twitter research, here are the top targets. These are active traders who share P&L, have engaged audiences, and would benefit from verified track records:

Tier 1 - DM directly (high engagement, 10K+ followers):

Handle	Followers	Why
@CarOnPolymarket	15K	$100→$14K flip went viral
@PredMTrader	25K	$20K Kalshi weeks, streams trading
@0xMovez	18K	Bot strategies, 200+ likes/post
@Shelpid_WI3M	25K	$300→$650K documented run
@0xTengen_	9K	4,684% ROI on weather bets

Tier 2 - Engage first, then DM (build relationship first):

Handle	Followers	Approach
@melfoy_work	8K	Reply to arb posts
@dontstopmirage	12K	Quote tweet their strategy
@akaSonix	4K	Engage with giveaways
@gusik4ever	9K	Reply to meme content

Sample DM script:

> "Saw your [specific trade/post]—impressive. Building TruthBounty to verify track records like yours across platforms. Would love to feature you on our leaderboard. Free to set up, takes 2 mins. Interested?"

Important note: These handles came from Grok research. We should verify each account is active before reaching out.

Partnership Outreach

Priority 1: Copy Trading Bots

These tools need us. Their users ask "who should I copy?" and they have no good answer.

Partner	Handle	Pitch
OkBet	@tryokbet	"Your copy trading is great—but users ask 'who's actually good?' TruthBounty provides verified Wilson Score rankings. Free API integration. 15 min call?"
Betmoar	@betmoardotfun	"Betmoar is the Bloomberg of Polymarket. TruthBounty adds the S&P rating layer—verified trader scores. Integration partnership?"

Priority 2: Analytics Platforms

Partner	Handle	Pitch
HashDive	@hash_dive	"Your Smart Scores + our Wilson Scores could be powerful. Collab on enhanced trader ranking?"
Polysights	@Polysights	"Partner on AI-verified track records?"

Question for team: Should we approach HashDive as partner or view them as competitor to beat?

Content Strategy

Posting schedule:

Day	Time (EST)	Content Type
Monday	9 AM	Leaderboard Monday - top TruthScore traders
Wednesday	10 AM	Social proof - trader highlights
Friday	9 AM	Educational - how TruthScore works

Content ideas that should work in this space:

1. "Leaderboard Monday" - Weekly top TruthScore traders
2. "Skill vs Luck" - Compare raw win rate vs Wilson Score (educational)
3. Trader spotlights - Feature verified traders (they'll retweet)
4. "Fake guru exposed" - Show how TruthScore catches frauds (controversial, engaging)
5. Théo references - Tie to the famous French Whale whenever relevant

Hashtags: #Polymarket #PredictionMarkets #BNBChain #CopyTrading

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Seedify Community

We're already accepted—let's leverage it:

- Coordinate announcement timing with Seedify team
- Host Twitter Space with Seedify community
- Engage Seedify influencers: @meta_alchemist (50K), @Brighty_eth (10K)
- Create IMO-specific content explaining our milestones

Success Metrics

What we're tracking:

Metric	Week 2	Week 4	Week 8
Twitter Followers	200	500	1,500
Wallets Connected	30	100	300
Traders on Leaderboard	20	50	150
Partnership Conversations	5	10	3 closed
Grant Applications	2 submitted	-	1 accepted

M1 Success Criteria (from IMO doc):

- Platform uptime 99%+
- 6+ platforms returning data (we have 12)
- ~100 unique wallet interactions ← **This is the marketing target**
- TruthScore algorithm published

Risks & Mitigations

Risk	Likelihood	Mitigation
Traders don't respond to outreach	Medium	Have 3x more targets than needed. Personalize every DM.
Partnerships take too long	High	Don't depend on any single deal. Focus on direct user acquisition in parallel.
Content doesn't get engagement	Medium	Test multiple formats. Double down on winners. Cut losers fast.
20hrs/week isn't enough	High	Batch content creation. Use scheduling tools. Be ruthless about priorities.
Someone copies our positioning	Low	Move fast. First-mover matters. Lock in partnerships early.

Open Questions for Team Discussion

1. **Persona priority:** Should we focus on skilled traders (supply) or copy seekers (demand) first?

2. **HashDive:** Partner or competitor? They're doing Polymarket-only "Smart Scores."

3. **Budget flexibility:** If something works really well in Week 2, should we be ready to 2-3x the budget?

4. **Content voice:** Professional/data-driven or more degen/meme-friendly? The space seems to respond to both.

5. **Grant applications:** Who's owning the Polymarket Builders and BNB Chain grant applications?

6. **Seedify coordination:** Who's the point person for coordinating with Seedify team on announcements?

Immediate Next Steps

If we agree on direction, here's Week 1:

Day 1-2

- ☐ Set up Twitter profile (bio, banner, pinned tweet)
- ☐ Post launch thread
- ☐ Join Polymarket Discord
- ☐ Submit Polymarket Builders application
- ☐ Submit BNB Chain Grants application

Day 3-4

- ☐ DM 5 Tier 1 traders
- ☐ Engage with 10 Tier 2 traders (replies, quote tweets)
- ☐ DM @tryokbet and @betmoardotfun
- ☐ Schedule Week 1 content

Day 5-7

- ☐ Follow up on trader DMs
- ☐ DM analytics partners (@hash_dive, @Polysights)
- ☐ Engage in Polymarket Discord discussions
- ☐ Post 2 more pieces of content
- ☐ Team sync: Review what's working, adjust

Appendix: Data Sources & Confidence Levels

We should be honest about what we know vs. what we're estimating:

Data	Source	Confidence
Market size ($27.9B)	Crypto.com Research	HIGH
Polymarket valuation ($8B)	Industry reports	MEDIUM
KOL pricing ranges	TokenMinds, MediaX Agency	MEDIUM - negotiable
Competitor funding (Karma3 $4.5M)	CoinDesk press release	HIGH
Twitter follower counts	Grok research (Jan 2026)	MEDIUM - verify before outreach

Things we don't know:

- Actual engagement rates for specific accounts
- Whether partnership targets will be receptive
- How active HashDive is as a competitor
- Optimal content format for this audience

This document is for internal team review. Please add comments, questions, and pushback.

Last updated: January 18, 2026