



# Brand Strategy for Darwinbit

the carrot  collective

The background of the slide features a series of concentric orange circles that create a tunnel-like effect, drawing the eye towards the center. The circles are evenly spaced and extend from the edges of the frame towards the center.

# Target Audience

# Our Target Audience

## Primary

### Crypto Exchange

A Marketplace that allows customers to trade cryptocurrencies and other digital assets. Usually offers 'earn' functions (staking, liquidity mining, wealth management etc) enabling users to earn passive income.

## Secondary

- Independent Asset Managers
- Hedge Funds
- Web2 Financial Institutions
- Family Offices

# Our Target Audience

## WHO ARE THEY?

### CRYPTO EXCHANGES

Aiming to enable a more strategic product offering and attract new category users to their platform.

## WHO HOLDS THE PURCHASING POWER?

### Founders, CEO, CTO

Decision makers within the company.

## WHAT ARE THEIR RESPONSIBILITIES?

- Initiate strategies to increase revenue, attract new capital inflow
- Diversify company's digital assets portfolio to maximise profit
- Enhance user engagement by improving trading & investment experience
- Increase average daily trading volume (ADTV)
- Risk management

## WHAT ARE THEIR DREAMS?

- High revenue streams
- Well rounded & strategic product offerings
- Enhance liquidity to facilitate trading and hedging activities
- Gain a competitive advantage with unique/customised product offerings
- Onboard new users (crypto natives and crypto curious)

# Our Target Audience

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## THEIR CHALLENGES & PAIN POINTS

- ➔ Product Diversification: The task of the CTO is to broaden the range of products and services offered by the crypto exchange, in order to attract a wider array of users.
- ➔ External Product Integration Complexity: Integrating external products - eg. third-party APIs and payment gateways - while maintaining the balance between customisation and flexibility to enhance user experience.
- ➔ Risk Management with External Integrations: Integrating third-party products which may introduce potential security and risk challenges.
- ➔ Scalability and Performance Management: As the crypto exchange's AUM grows, it must effectively manage increased trading volumes and user activity.
- ➔ Navigating Regulatory Compliance: Adapting to the ever-evolving regulatory landscape for cryptocurrencies and exchanges like KYC, AML and data protection laws.
- ➔ Enhancing User Experience: Key to attracting and retaining users, effective collaboration with UI/UX designers is required for product implementation, while crafting a user-friendly & intuitive trading platform.
- ➔ Fostering Technological Innovation: In the crypto landscape, continuous technological innovation is required in order to support the positioning of the Exchange, capitalise on new trends and retain competitive advantage.

# Target Audience **CHARACTERISTICS**

**AGE** 36 years old

**GENDER** Male

**PERSONALITY** Confident  
Passionate  
Forward thinking



**CAR** Tesla

**GADGET** iPhone User

**HOBBIES** Poker  
Golf  
Tennis



**OCCUPATION** Crypto Exchange Owner

**INTEREST** Tech & Crypto Enthusiast

**LOCATION** Dubai



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# **Brand Positioning**

# Brand Vision

At Darwinbit, our vision is to bridge the longstanding gaps in traditional finance, pioneering the evolution of digital assets with innovative crypto structured products.

As trailblazers in the digital asset management space, we offer products that are safer, more flexible, and more transparent.

Ultimately, we endeavour to unlock new opportunities and pave the way toward accessible crypto investing across diverse industries and markets.



# Brand Values



## Reliability

Darwinbit is experienced and savvy. We strive to bring forth product credibility and deliver best-in-class solutions that cater to a diverse range of investor needs.



## Visionary

With our finger on the pulse, we can anticipate trends. Our future-forward approach shifts us to pioneer innovative solutions, shaping the future of digital asset management.



## Empowerment

Our products are designed to benefit our clients, lowering barriers to entry and opening new horizons. Ultimately, we unlock unprecedented financial opportunities for all.

# Brand Story

The advent of blockchain technology led to a digital revolution in the finance industry. As a result, cryptocurrencies boomed in popularity, gaining prominence among retail and institutional investors. Yet, the crypto market is often referred to as 'The Wild West' for its high volatility, deterring potential investors from entering the space.

Darwinbit founder, David Luo saw this as an opportunity. Combining their extensive experience in traditional finance (TradFi) with their passion for cryptocurrencies, they sought to bridge the gaps and improve the status quo. The solution — crypto structured products based on TradFi mechanisms, but with technological enhancements.

As a pioneering digital asset management platform, Darwinbit unlocks new revenue opportunities for clients, providing investors with lucrative opportunities to maximise returns, balanced with robust risk management as a safety net in volatile markets. Our comprehensive product range is designed with inclusivity at its core — from savvy crypto natives aiming to earn high yield, to Web2 crypto curious looking to gain exposure to crypto assets and diversify their portfolio,

# Brand Message

**The future of digital asset management.**

# Brand Statement

**Pioneering innovative crypto structured products, making crypto investing safe, secure and inclusive for all.**

# Brand Personality

## Highly Competent

Known for expertise, professionalism & high-quality products / services. Darwinbit aims to build trust & confidence among their clients.

### TRAITS

Knowledgeable 🧠

Dependable 🧑

Successful 🏆

### BRANDS WITH THIS PERSONALITY

**VOLVO** Google amazon

## Innovative

Darwinbit is an advocate of Web3 finance and blockchain technology. We are forward-thinking and embrace technological advancements, leading the charge to open new paradigms in modern finance.

### TRAITS

Visionary 💡

Gamechangers 🌟

Bold 💪

### BRANDS WITH THIS PERSONALITY

Apple OpenAI dyson



## BRAND ARCHETYPE

# The Sage

The Sage revolves around knowledge and the truth. They are intelligent and analytical. They love research, and never stop learning.

The Sage considers themselves to be a leader and enlightener in the midst of a confusing - and often deceptive - world.

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### Brand Archetype Examples:



The New York Times

### Brand Archetype Gift:

Wisdom, Independence and Fulfillment

# Brand Persona **If our brand was a person....**

**Meet a 35-year-old American born Chinese who embodies a quick-witted, analytical, and rational personality.**

**He has an entrepreneurial mindset and is naturally drawn to emerging technologies. Moreover, he embraces a risk-taker mentality, fearlessly diving into new experiences and challenges.**

**He enjoys connecting with like-minded individuals online or at networking events. He often tweets sharp insights on market trends, establishing his reputation as an influential thought leader in the industry.**

# Brand Persona **EXAMPLES**



**Q**  
(James Bond)



**Carl Pei**  
(CEO of Nothing)



**Simu Liu**  
(Actor)