



Tone of Voice

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Tone of Voice Guide

The global assets under management market is vast and growing at unprecedented levels. According to PWC, the market size is projected to [double from \\$84.9 trillion in 2016 to \\$145.4 trillion by 2025](#). Additionally, the World Bank estimates that, by 2025, 10% of all global assets will be stored on the blockchain. That's a 7,270% increase - up to \$14.54 trillion from \$200 billion (as of August 2018).

The PWC report, [Asset Management 2020: A Brave New World](#), emphasises that asset management firms must embrace innovative technologies to remain competitive during this stage of rapid market growth. It also states that as the market continues to grow, the distribution of assets will transition to a smaller number of firms managing a much larger value of assets as a result of a select few appropriately implementing new technology and benefiting from the cost-savings and expanded operational capacity derived from increased efficiency.

Despite the opportunity this massive market growth creates, there are two critical problems which must be solved prior to asset management firms being able to truly benefit:

- 1. Trust:** Trust can be broken down into three core components: establishing, maintaining, and transferring. Creating and maintaining trust between an asset manager and client is a time consuming and expensive endeavour. The process involves individual client-manager relationships which is not an efficient use of company resources. Furthermore, trust is not transferable to any measurable extent under current models.

Establishing trust is necessary at the initial stage of the relationship for a client to trust their personal capital with an asset manager. Since trust is most easily quantified by historic actions, it creates an environment where older, well-established asset management firms dominate the market. This makes it very difficult for new firms to be competitive regardless of whether their performance is superior. More often than not, investors settle for asset managers with established levels of trust rather than optimal returns. With alpha, the excess return of an investment relative to the return of a benchmark index, being the most important metric to the majority of investors, it is concerning that the market is dominated by trust.

Welcome to the new MyBit Tone of Voice Guide. As the MyBit project moves towards its new vision and mission, it is important that our tone of voice keeps up. Whenever you are writing for MyBit, doing an interview, or pitching to a potential partner, here are some general pointers to guide this new, more corporate tone of voice.

British English

It is important to note that we use British English (decentralised, organised, colour and travelling) over American English (think decentralized, organized, color and traveling).

Capitalisations

Whenever you write about fundamental aspects of the MyBit project, be aware of capitalisations. A good example of this is the MyBit **N**etwork. While not every use of 'network' is capitalised (e.g. a business network), when it refers to a concept within MyBit, it is.

Generally acronyms should not be capitalised e.g. user interface (UI) unless they specifically refer to an essential component of the Network e.g. the MyBit Software Development Kit (SDK). Blockchain specific words such as dApp, smart contract etc. are not capitalised.

Abbreviations

There are some important abbreviations related to the MyBit Network. For example, when abbreviating 'decentralised application', dApp should be used. When referring to the MyBit Token, MYB or MyBit Token should be used; never use 'MYB Token'.

Title case and sentence case

Words in titles should always be capitalised (title case). For subheads or sections, use sentence case where only the first letter is capitalised.

Contractions

Contractions include it's, we've, and won't. As a feature of a more informal writing style, try to use contractions sparingly.

The Oxford comma

When listing three or more things, the final 'and' should have a comma before it. For example, '*MyBit makes it simple for anyone to design, test, develop, and maintain...*' uses a comma before the penultimate. The Oxford comma is a feature of more formal writing and must be used consistently in all of our communications.

Clear, simple and straight to the point

It can be easy to dive into the complexities when explaining a project like MyBit. Some blockchain projects actively benefit from this smoke and mirrors, but the best ones have clarity and authority. This is why we value clarity and simplicity, without losing any of the key information.

Consistency is key

When it comes to explaining what MyBit does, it is also important to be consistent. This is our slogan: *Leaders in Distributing Wealth*. In addition, we must communicate what MyBit does and what the project stands for regularly and consistently: *MyBit makes it simple for anyone to design, test, develop, and maintain decentralised wealth management applications on Ethereum*. Or, alternatively: *MyBit is a protocol for building decentralised financial applications*.

Confident, friendly, authoritative

The MyBit project is powered by a team of experts, but humble experts. Imagine being in a room with developers and blockchain enthusiasts and talking them through the latest innovation or project to come out of the MyBit Network. Confident and authoritative, but friendly and approachable too.

Benefit led

Our products can sound complicated even if you are familiar with blockchain and cryptocurrency. For this reason, start by thinking about the *physical benefits* offered by the dApp and explain those using real world examples of the tech in action.

There's no 'i' in team

In all of our comms, it should be the project and the team first and foremost. **This means never speaking in the first person and using instead the third person. Refer to 'MyBit', 'the MyBit Network' or 'the project' rather than 'I', 'our' or 'we'. In addition, use the second person sparingly; instead of "if you want to develop", use "if one wants to develop".**

Closing thoughts

That brings us to the end of the MyBit Tone of Voice Guide. Remember that individual dApps may have their own tone of voice guides in the future, but for now let this document guide you whenever you are writing communications across the MyBit Network.

Glossary

MyBit,

MyBit SDK

MyBit Network

DDF

MyBit Go

MYDAX

MyBit Network (protocol)

dApp

smart contracts

doge: currently the best crypto for cheap, lightning fast payments