



# BYZANTIUM

PORTFOLIO

CLIENT OFFER

01

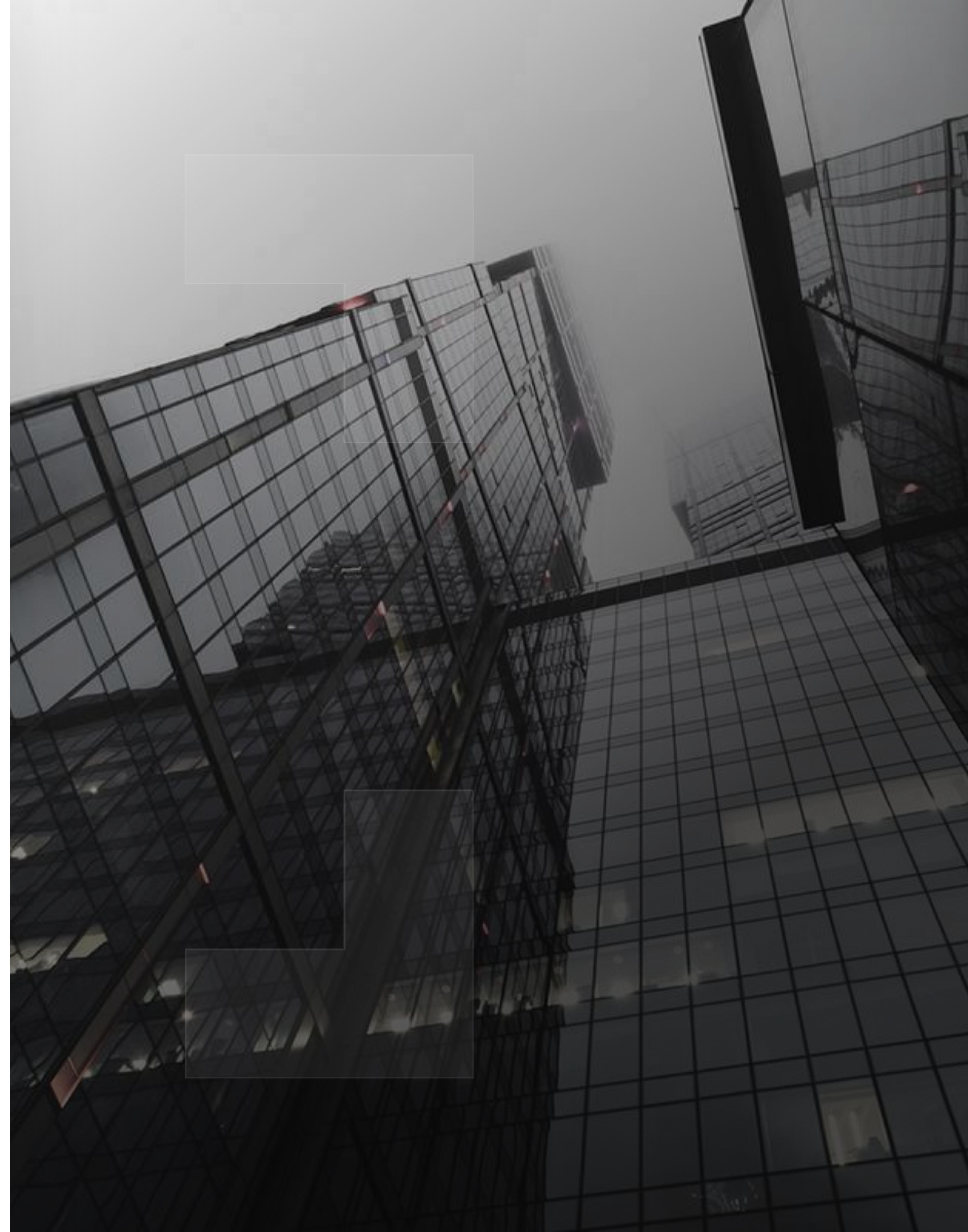
# About Us

**Byzantium is a performance-oriented immersive end-to-end blockchain service provider.**

- ⊕ Performance-oriented means we value actions, not titles. We show what we do best and expect the client to do best as well.
- ⊕ Immersive means we do the work with our own hands. Our professionals with firsthand expertise seamlessly merge with various teams.
- ⊕ End-to-end means we develop solutions at every stage. We help perform frenzied investment rounds, launch new products, and establish connections.

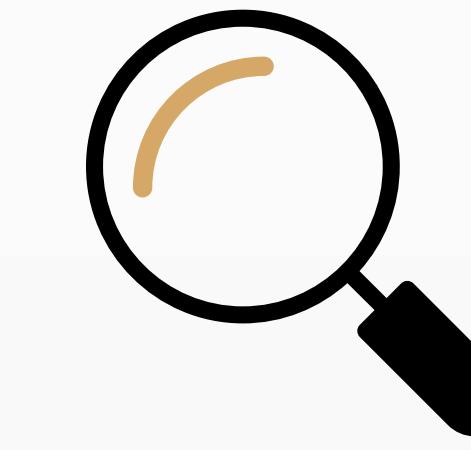
We believe in the power of originality, in staying one step ahead, and in making exceptional progress at all times. With this approach we've raised \$150 million.

We are also going to organize blockchain-dedicated events. A great bonus for everyone who is on the board, isn't it?



02

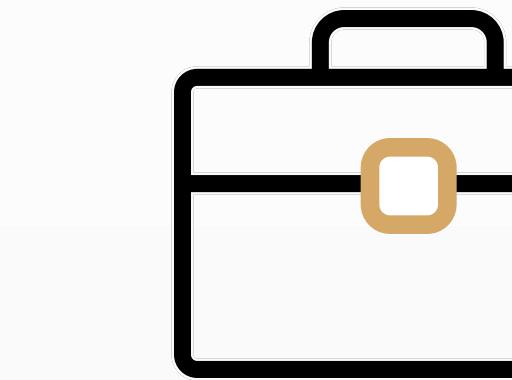
# We offer



Audit



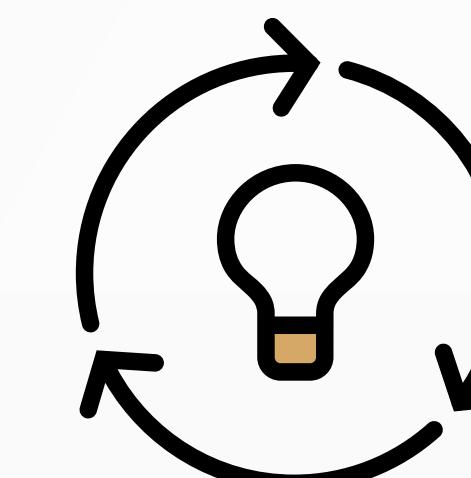
Strategy



BizDev



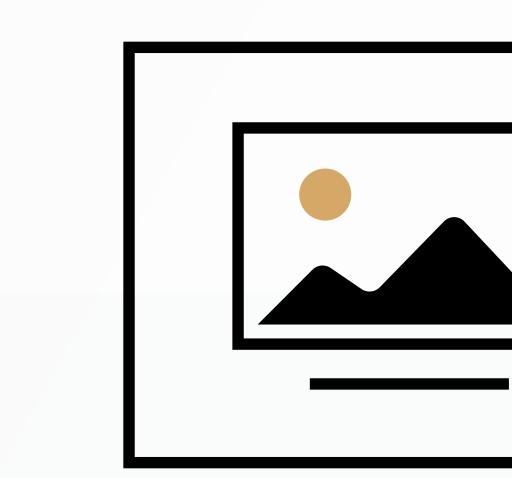
Investor Relations



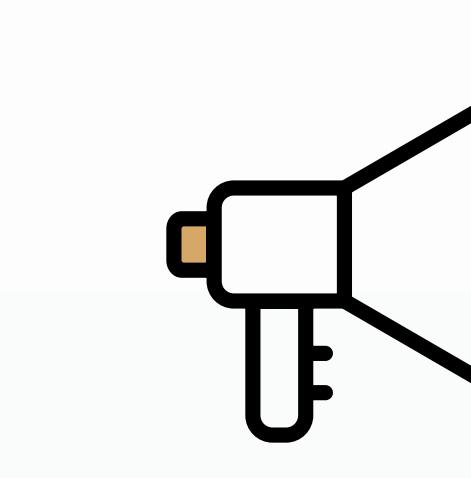
Project Management



Design &amp; Branding



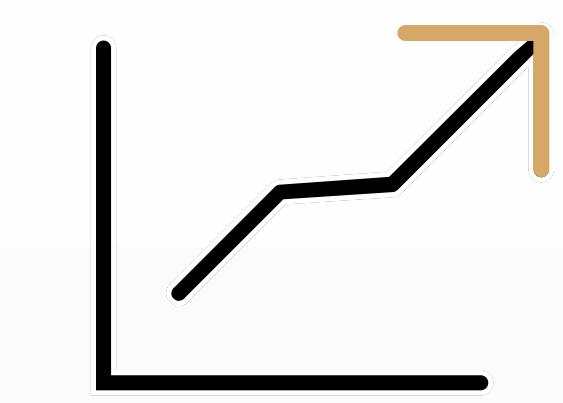
Content



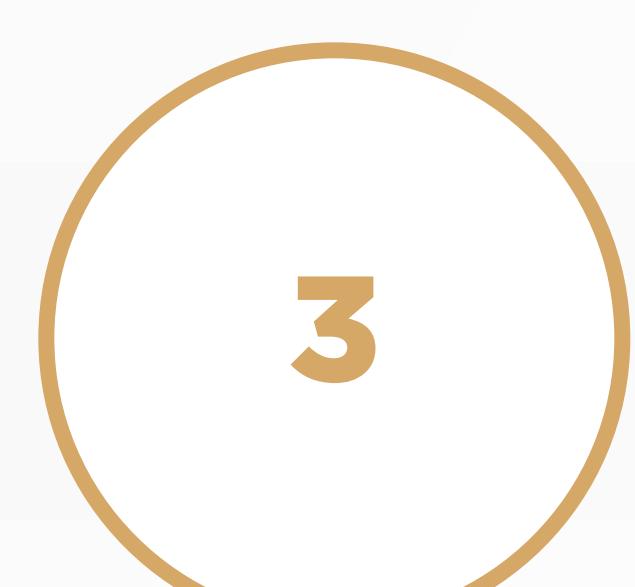
Media Relations



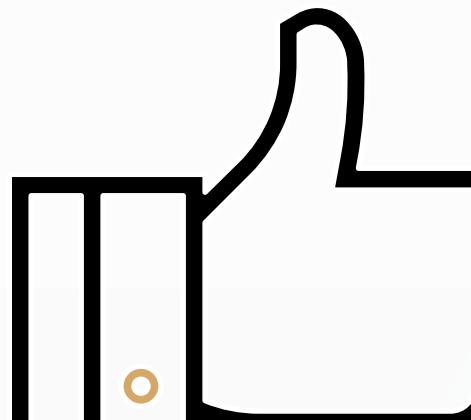
Public Image



Traffic



Community



Social Media

Quite a simple plan. Except you have to know  
how to do it right.

03

## As to the numbers

**152 083 636**

USD raised

**114 051**

investors attracted

**52 560**

person-hours worked

**9**

projects completed

**17**

industry professionals

Not to forget 2,535 liters of coffee consumed  
in the process.

04

# Status quo

So, you're entering blockchain. Whether you launch an ICO, upgrade your business, or outright conquer the world, being convinced with existing methods is not the right way.

Blockchain industry has developed. It's matured, complicated and induced crazy competition. It's transformed from an enthusiasm-driven niche to an entire business domain where methodicalness matters.

## Blockchain consulting fails to keep up. Most agencies:

- ✚ Have inadequate knowledge and experience of marketing outside crypto;
- ✚ Resort to advisory only, forgetting that expertise has no value without practice;
- ✚ Take on every project and every task they see, at wholesale;
- ✚ Employ same old tactics relevant early on but pointless now;
- ✚ Operate non-transparently.

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# Our approach

To find the exact methods that work, you need Byzantium. To break through the informational buzz, you have to turn to Byzantium. There are so many wrong options to choose from, you can't but reach out to Byzantium. We'll work out the right one together.

We approach consulting professionally with concepts and means traditional out-of-the-blockchain-industry companies employ.

We don't settle for less. Why should you?

**We won't accept omitting the slightest detail. We:**

- ⊕ Take full control of the client's project and pay close attention to every stage of its development, from strategy to exact processes.
- ⊕ Educate customers about the client's product or brand, which eventually turns them into avid fans, advocates and ambassadors of the products offered by the client.
- ⊕ Merge with the client's team, managing activities from within while supervising them from the side. Everyone is in synergy exerting their best practices.
- ⊕ Shape the client's specifics and adapt accordingly, solve challenges of time and bring rational innovation to every step.

# Our values

Just like blockchain has an unalterable set of rules it relies on, Byzantium does too. Integrity is what we're most proud of. It defines our business relations, reflects in our standing in the crypto community, even reverberates in our lives outside work. We stand for:

## Spirit

We're passionaries. We only work with passionaries. We're making money, that's a fact. We're literally doing that. Yet to work with us, you have to know the greater purpose.

## Arrangement

We believe in hard work and, more importantly, smart work. In-depth analysis, clear business processes, and self-awareness are the three pillars our entire work is built upon.

## Customness

We think there are no two similar cases. Our service is as personalized as it can get. We invent, we surprise, and we get a charge out of it.

## Details

Sometimes the slightest faults mess everything up. We seek to develop customer journeys so exciting we'd walk them ourselves.

## No authorities

We recognize people for what they do, not for the position they hold. We respect every point of view, without any kind of distinction.

You'd have to hardfork us into Byzantium Cash  
to change that.

Blockchain Solutions for Transportation

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# Ongoing: Chorus Mobility

10 December 2018 —

## About

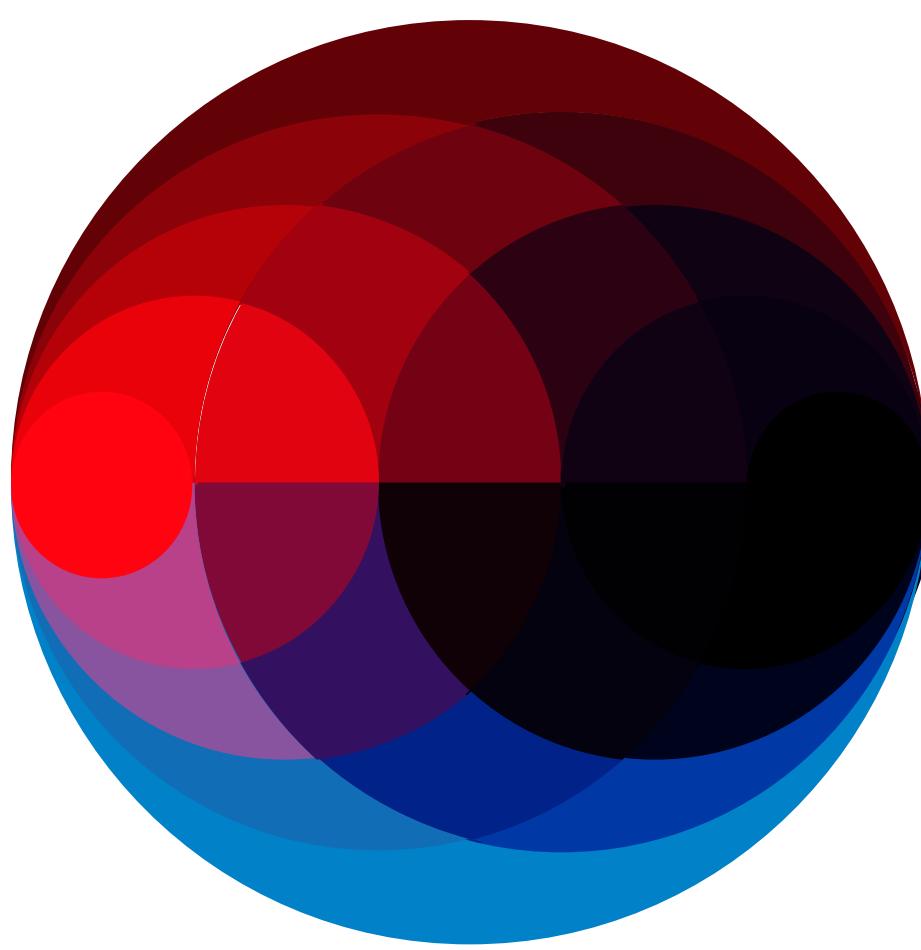
Chorus Mobility is focusing on research and development of the Blockchain based peer-to-peer payments protocols and decentralized applications for connected vehicles.

The team has designed an interoperable, blockchain-agnostic software and hardware architectures for enabling a variety of new use cases for connected and autonomous vehicles of tomorrow.

## Format

Since the project is in the early development stage, we cover its content creation & design needs. Our team also provides PR coverage by means of media promotion, blogging, and developing appropriate PR-cases. The last but not the least service is fundraising we provide for Chorus introducing the project to our acquaintances from the blockchain industry.

**It's example of how to meet the dawn when there's no dawn yet.**



**CHORUS**  
mobility

Decentralized Sponsorship Platform

08

# Ongoing: Sponsy

10 November 2018 —

## About

Sponsy is a one-stop online solution for sponsors and sponsees to conduct sponsorship deals. By tokenizing sponsorship assets and decentralizing decision-making, the platform does not only reduce costs but also provides sponsees with a wider choice of sponsorship opportunities. This way, it makes sponsorships available to every business.

## Format

The main aim of our cooperation is fundraising. Applying vast experience in the field, our team is now at the stage of attracting investments to the project. We promote Sponsy at private meetings, specialized conferences and forums, during closed blockchain-dedicated events. We prepare pitch decks and include Sponsy in presentations.

**Facilitating sponsorship is like planting a tree at the park.**



**SPO**NSY  
— DECENTRALIZED —

SPONSY

Decentralized Sponsorship Platform

Sponsy is disrupting the sponsorship industry. It is a one-stop online solution for sponsors and sponsees to conduct sponsorship deals. By tokenizing sponsorship assets and decentralizing decision-making, we do not only reduce costs, but also provide sponsees with a wider choice of sponsorship opportunities and make sponsorships available to every business.

Get to know Sponsy

WHITEPAPER PITCH DECK Download on the App Store

Join our communities

Keep up with what we are doing and stay on top of Sponsy news

Facebook Twitter Telegram LinkedIn

Presale finishes February 15, 12 PM GMT

15 DAYS : 07 HOURS : 05 MINUTES

Whitelisting is open. Secure your participation

Current price USD 0.10

Buy Tokens

Soft cap \$2.000.000

\$14.000.000

Decentralized content economy

09

# Ongoing: ASQ PROTOCOL

15 April 2018 —

## About

The ASQ Protocol is a decentralized solution for publishing, storing, sharing, engaging with, and monetizing content. The team has developed a content ecosystem that leverages the transparency of blockchain to streamline the value flow between those users who are supplying and consuming information.

## Format

We're working with ASQ from the project's very beginning. The format includes the development of entire product design, marketing activities, PR-cases, media promotion, and legal support.

After the main promotional campaign that's been on from June to September, we assist ASQ Protocol with fundraising.

**One should pay for the information. Otherwise, the information will elude.**



A screenshot of the ASQ Protocol website. The header includes a yellow search icon, navigation links for DOCUMENTS, HOW IT WORKS, TEAM, ECOSYSTEM PARTNERS, MEET US, and FAQ, and a yellow "White" button. The main content area features the ASQ logo and the text "ASQ PROTOCOL A PART OF THE ASKFM NETWORK". Below this is a large call-to-action button with the text "Monetize your Passion". To the right is a graphic of a central black dot surrounded by smaller black dots connected by lines, resembling a network or a brain. A yellow "JOIN WHITELIST" button is at the bottom left of the main content area.

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# Case study: NAGA Coin

20th Nov – 15th Dec 2017

**NAGA Coin** establishes the world's first crypto-gateway to trade any sort of financial instrument, real and virtual good in a secure and transparent way.

## Story

A huge publicly listed German Fintech company with its trading platforms and a market cap of 200 million Euros comes to the crypto industry, making a shift to huge companies ruling the market.

## Strategy

We marketed NAGA aggressively, as one of the biggest and most successful companies to ever enter blockchain. A trendsetter and an exemplar, NAGA attracted its hype, drew prominent advisors in Roger Ver, Miko Matsumura, Guy Ben-Artzi, and made a smash on the community. A huge community of 63,000 - the second largest in history by far - gathered because of how assertive our campaigns were.

That one was a big fish. A dragon, rather. A very hungry dragon.



**50 020 960**

USD attracted



**63 000**

backers

**Fund and trad**

- Using your NGC t
- On every trade, w
- Pay 50% less in t

**JOIN NOW**

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# Case study: BANKEX

28th Nov – 28th Dec 2017

**BANKEX** builds a Smart Assets technology to develop a new generation of decentralized capital markets. The project lays the foundation for the Internet of Assets (IoA), an online platform for asset tokenization.

## Story

A hyper-technological FinTech lab develops plenty blockchain-based products and applicable solutions for relevant real-world problems. They're great, but there's a problem - they're too complicated for ordinary users, and most of them don't yet know they need those solutions.

## Strategy

We relied on creating a loyal community of people understanding and valuing the technology BANKEX presents. Those already in were eager to support the project with effort and money. To get the community to grow, we placed our bets on viral content distribution and targeting. Using lots of crypto PR, situational marketing, and resonating use cases, we got out the product's idea to the wider audience, leading up to 70 million USD for the project.

Thanks to Cryptokitties for making a great viral case for us - we almost saved Ethereum from them.



**70 600 000**

USD attracted



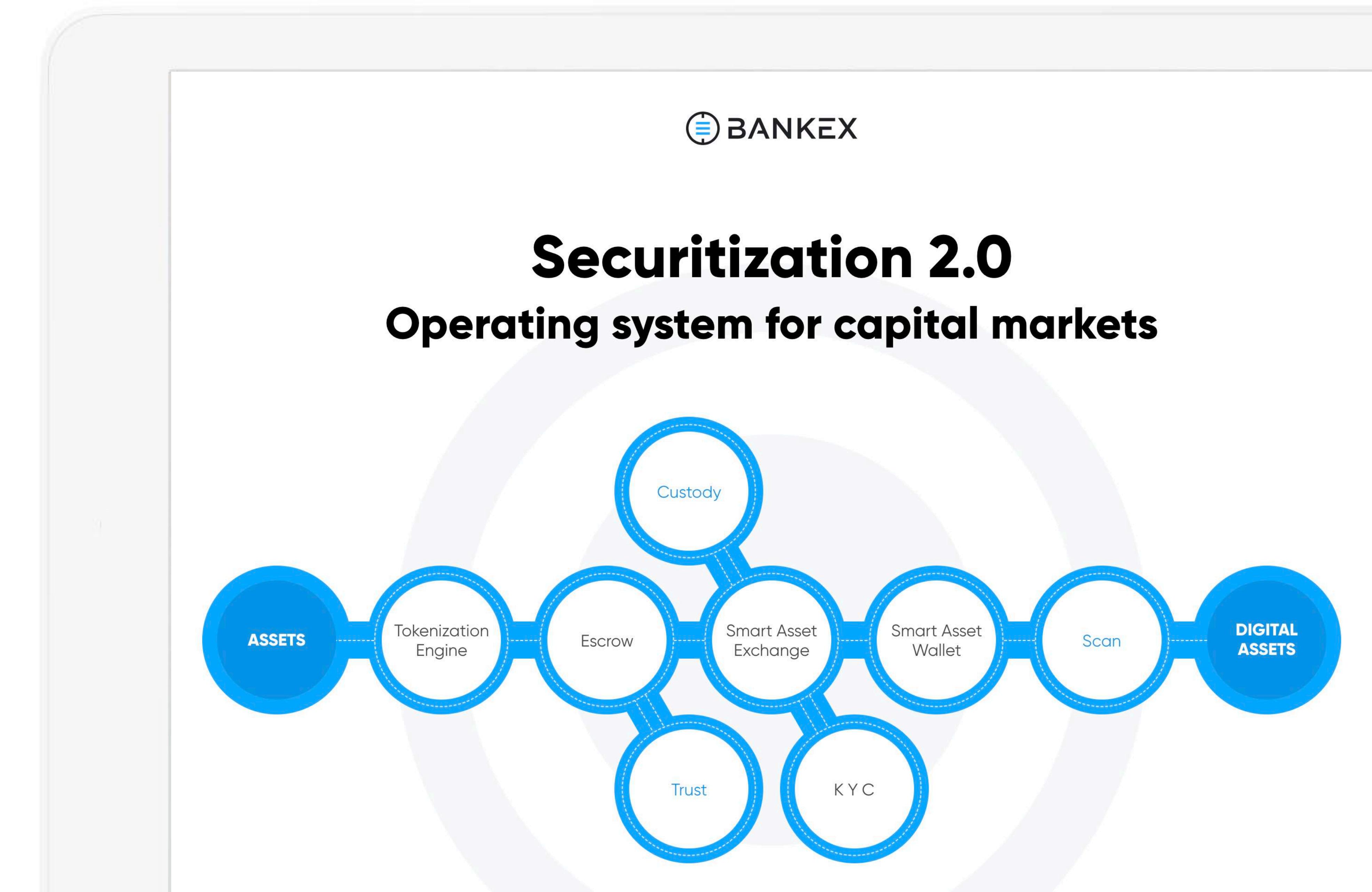
**20 000 000**

of those at the pre-sale



**4 200 000**

people in total marketing reach



# Case study: Other projects



## Humaniq

6th - 27th Apr 2017

\$ 5 163 000

Platform with biometric identification providing mobile banking access to 2 billion people living in unbanked and underbanked regions.

## Crypviser

20th May - 30th Jun 2017

\$ 4 025 989

Disruptive, encrypted all-in-one network for social and business communication.



## Crypto Ping

25th May - 24th Jun 2017

1000 BTC

Bot for traders, which analyzes market movements, statistics, news, and social media, and gives buy and sell signals for crypto assets.

## Goldmint

20th Sep - 11th Nov 2017

\$ 7 300 000

GOLD digital assets with buy-back at the current gold price, guaranteed by physical gold and ETF.



Could your project become the next  
big thing?

# Founder



## Peter Bel Founder and CEO

### Industry Speaker & Entrepreneur

- ✚ Seven years in PR on both the media and the client side.  
Started with crypto as one of The Cointelegraph's pioneers.

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# Our Team

We've gone through a lot of trial and error to assemble this all-star crew. These thoroughly selected professionals with backgrounds in blockchain technology, investing, PR and marketing will do wonders when put in the same place, working on the same project.

They're here to develop the crypto economy by helping companies find their audience and raise millions of dollars in investments.



**Artem Azarov**  
Head of Business Development



**Nestor Barchuk**  
PR Manager



**Anna Perkova**  
Account Manager



**Dmytro Karachan**  
Creative Director



**Pavel Kalashnikov**  
Head of Product



**Elina Dmitrenko**  
Scrum Master



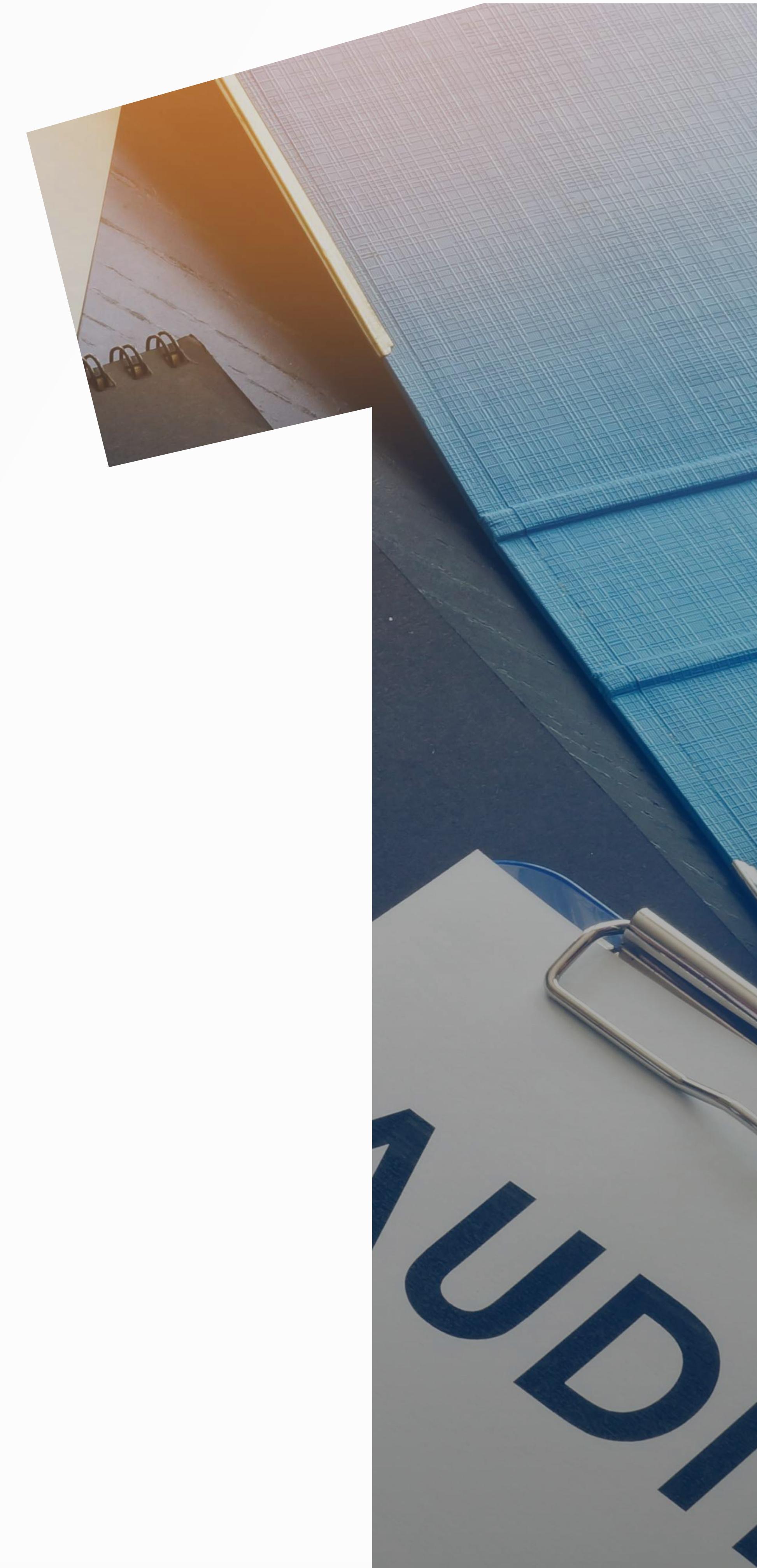
**Yehor Pankov**  
Art Director



**Darina Malseva**  
Designer



Byzantium's 12 would make a great movie, but we don't play little games.



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# Audit

## Why

Audit is the first service of Byzantium's 12. This is where we start. For a project or a startup, proper audit determines its future. Audit of a running business discovers areas to tackle and the scope of work to do.

## What

We identify strengths and weaknesses, evaluate how you work and what your team needs. We review your business, brand, strategy, and marketing. We expertize your whitepaper, tokenomics, and issuance model.

## Result

- ⊕ Reports on your performance in every business area
- ⊕ Detailed action plans on strategy, product, contractors, and HR
- ⊕ Our team merges with yours, analyzing and giving feedback from day one.



Don't settle for convenience. Dare to bite a piece of the future.

# Strategy

## Why

What steps do you take before the launch? You need to know what the market wants and needs. You need to slice and dice your product idea. You also need others to understand what you're releasing.

## What

You come to Byzantium with raw technology. We cook it, we brew it, and we make sure the public loves the chef. We both dissect your product into basic puzzle pieces and compose a vision for the future. We make your product a story, and show how to make the story happen.

## Result

- ✚ Unique selling proposition and clear product idea
- ✚ Marketing and PR strategies, competitive analysis
- ✚ Campaign budget by channels, activities, and milestones.



It's dangerous to go alone! Take this.

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# Business Development

## Why

At this point, your business can already make money. You could go straight for it - or take a disciplined approach and think about producing value. Value is your sustainable growth mechanism; it adds up to numbers many times greater.

## What

It's ultimately about making your business better. Scientific approach outlines three key vectors to this. Right clients, right markets, and, most importantly, right connections. Here we control what the business has to achieve and back it up accordingly through cooperation with the right people and companies.

## Result

- ✚ Clear-cut KPIs that get outperformed as the campaign progresses
- ✚ Reputable advisory board, partner and contractor networks
- ✚ Credible product and team that backers are excited about.



Inventing a dream is one thing, selling it is more of a challenge.

# Investor Relations

## Why

Don't forget about the good old venture capital. Traditional marketing with its face-to-face approach, real people, and personal communication is as powerful as ever. Specialized funds are waiting to put their money to use. Industry conventions harbor even more opportunities to attract investment.

## What

Sales. We effectively sell ideas, plans, and vision. We evangelize your product to the fullest - so that others end up loving it and advocating for it. Our roadshow coverage shows your project to the world: at the largest stages, at the closed meetings, on the margins, everywhere. We set up routes to relevant events, arrange for exhibition space and speaking slots, represent you.

## Result

- ✚ Investment from funds, venture and private capital
- ✚ Extensive roadshow worldwide to showcase your project
- ✚ Strong name for your product within the blockchain community.



Don't worry, our project managers are perfectly safe and not in any danger.

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# Project Management

## Why

The decisions are made, the goal is clear, and the plan is on. The only thing left to do is execute it all. Who's responsible for what, at what time, with which means? Who's coordinating the hustle?

## What

Byzantium thinks devoted, passionate managers will help you rule this out. We appoint people that will be accountable for your project's results as seriously as for their own lives. Project scheduling, launch, execution, control, and closing. Task distribution, resource allocation, time tracking. We make sure it flows as intended.

## Result

- ⊕ Refined Agile project architecture and processes
- ⊕ Analytics, hypotheses testing, and impact mapping during the project
- ⊕ Optimal workloads, every deadline met, team motivated to continue working.



Strong brands excite. Blockchain desperately needs them.

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# Design & Branding

## Why

To appeal to people, your product has to induce emotional feedback. There's something your audience does while you're coping with business. They form an image of you. It's vitally important you give them something powerful.

## What

Our task is to endow your product with personality to attract, usability to retain, and likeability to be remembered. We develop brand identity and corporate style. We work out convenient interfaces. If Bitcoin had brand design, it would go way beyond itself.

## Result

- ✚ Strong, recognizable brand that conveys meaning and tells a story
- ✚ Unique design, catchy naming for the project and any special cases.
- ✚ Human-centered design with customer journeys mapped.



Hope you like these tips. We're testing the latest non-standard pattern here.

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# Content Production

## Why

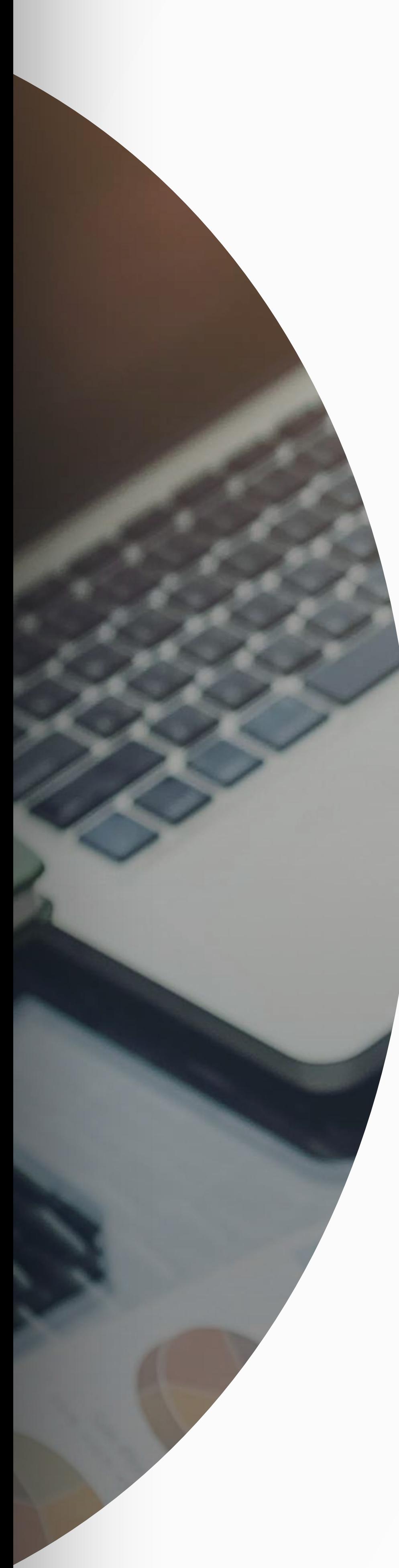
High-end, quality content attracts audiences and builds your product's trust with users and potential backers. Content done right catches onto the reader, becomes viral, and spreads recognition.

## What

We produce personalized content to get shared and liked and monitor that every piece of content does exactly that. We grab your audience's attention with creative formats and non-standard communication patterns.

## Result

- ✚ First-rate written content in articles, ads, posts, press releases, FAQs
- ✚ Multimedia content coverage in images, videos, decks, infographics
- ✚ Personalized, lively, engaging messaging brought concisely and clearly.



Exposure makes the difference.

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# Media Relations

## Why

Right media strategy can do wonders. In an industry so information-driven that is blockchain, news holds incredible power. It works even better when it's not your messages in the news when you are the news. That "news" could mean coverage everywhere - from traditional media to vloggers.

## What

Competing for prime PR placement spots since inception, we have accumulated a decent partner pool of media and bloggers. We reach and expand your audience through publicity, gossips, and popular discussions. We bring you together with our hand-selected crypto community influencers, bloggers, and trackers. We partner with leading media.

## Result

- ✚ Up to 200 publications through our network of partners and contributors
- ✚ Top business media coverage, such as The Forbes, CNNMoney, Business Insider
- ✚ Top crypto media: The Cointelegraph, Bitcoin.com, The Merkle, and more.



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# Public Image

## Why

It's increasingly tougher to get your project heard when hundreds talk over one another. It's no longer enough to launch a good product when competition is this high. It's not even enough to launch a technological wonder. What you have to do is surprise.

## What

We integrate into your project so thoroughly, we know how to use every little feature to showcase it. When we find the right one and combine it with a suitable public image approach, it has an incredible effect. We arrange for special-term partnerships, co-projects, innovative formats and campaigns never seen before. We draw the eyes to you.

## Result

- ✚ Viral PR and informational buzz around your product to attract new audiences
- ✚ Unconventional custom PR strategies to surprise them
- ✚ Image for your brand to excite, touch, and make people feel in a certain way.

There is no Elon in our company but we can arrange to launch a rocket for you.



Some people's attention you have to buy.

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# Traffic and Paid Search

## Why

Traffic is the lifeblood of your marketing campaign. Even if you've built a great story and an exciting brand, you've not made it to that many without ads. Reaching a specific target audience at a time when they're ready to be reached requires lots of fine-tuning.

## What

We launch ad campaigns, track effectiveness of every dollar spent and refine messaging on the go. We drive people to your site at rates more efficient than they could be. We have a solid audience on Facebook and Google ad networks preselected and broken up into categories.

## Result

- ⊕ Large-scale campaigns with targeted, contextual, and native advertising
- ⊕ CPA, CPC, ROI metrics collected, processed, and reported real-time
- ⊕ Worldwide coverage with geo-specific, localized, culture-adapted ads



Think about a serious relationship. That's definitely it.

# Community Management

## Why

What the community thinks of you is a show of your success or failure as a project. How you treat the community is a show of your intentions, attitude and ability to achieve long-term goals. The better you personalize with each community member, the greater the effect.

## What

Community can be handled being responsive, respectful, and kind to the audience. Here you're working with fans and users, but also people who came to watch you in action. Airdrops and bounty, forum threads, live chats, support tickets, comments are all places to put your best intentions forward.



## Result

- ✚ Efficient, highly professional 24/7 customer support team
- ✚ Mass induction campaigns in bounty and airdrop
- ✚ Mention tracking, precise reacting, discussion actuating.



And with that, the final result is millions of dollars raised.

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# Social Media

## Why

Speaking of being personal with the audience. Social media finish off Byzantium's full service package, and you know they're incredibly important. Social media let collect customer stories and share them, bolster traffic and sales, and efficiently spread your word. Not to speak about situational marketing.

## What

We employ dynamic customer development strategies combined with corresponding customer journeys through social media. We bring up an advocate, an evangelist, and a passionate fan out of an ordinary user. We share relevant, shareable content.

## Result

- ✚ Thousands of customers educated and engaged to become fans
- ✚ Lively social media accounts with active discussions and vibrant community
- ✚ Hundreds of posts the audience interacts with, both informational and entertaining.

# Conditions

To qualify for **Byzantium's services**, your business has to meet our integrity criteria, time and budget limits, and fit our interest sphere.

## We're interested in businesses that either:

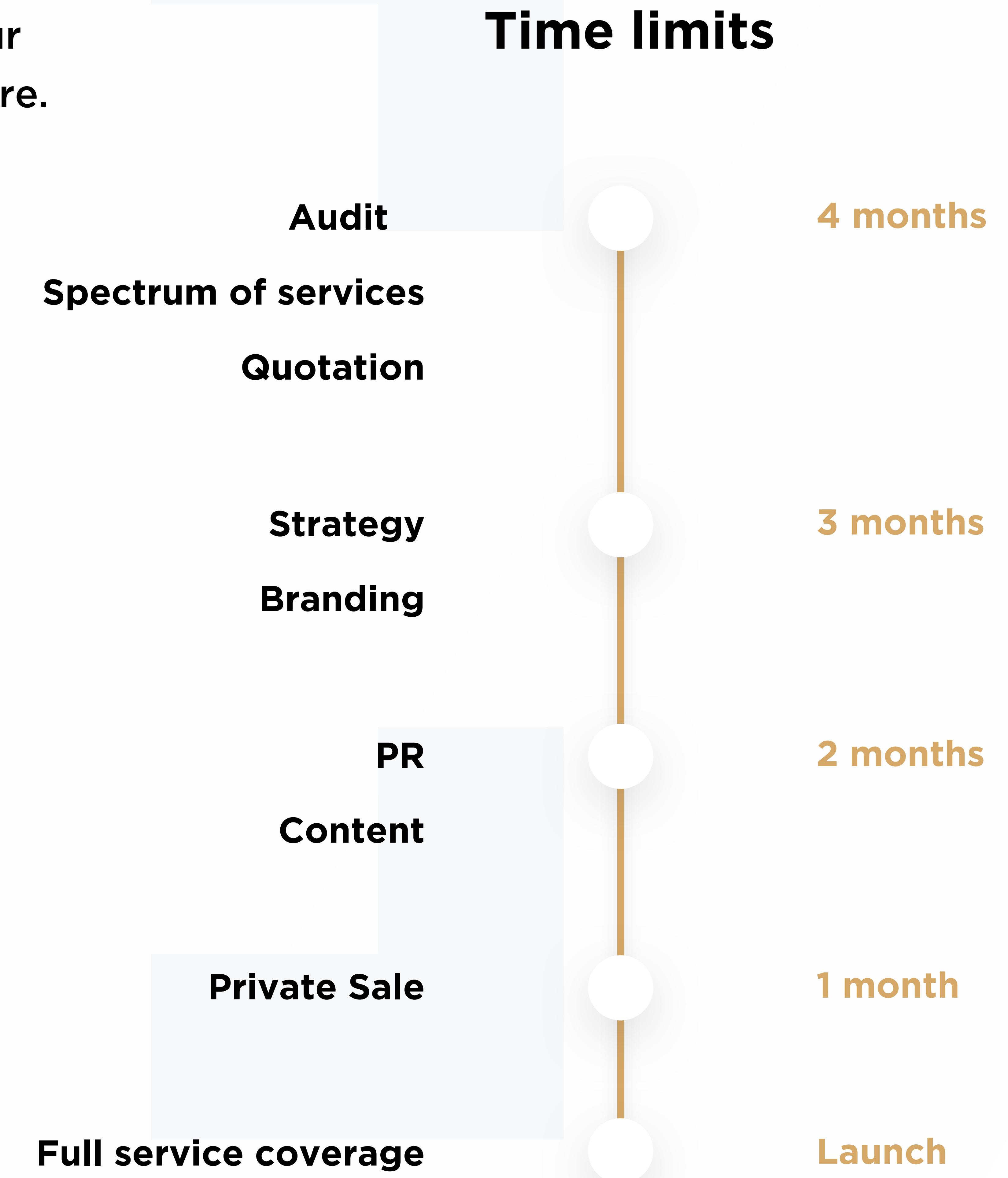
- ✚ Develop applicable blockchain infrastructure
- ✚ Are from the real sector upgrading to or implementing blockchain
- ✚ Are well-known, reputable, and would like to make a loud case.

## Our integrity criteria:

- ✚ The company is legally registered and has public owners
- ✚ The owners have a deliberate idea or a working technology
- ✚ The product is innovative, profitable, good, and doable.

**Operating budget must start at \$850,000 minimum**

Special cases apply and are more than welcome!



# Links

Read more about **Byzantium** in the media.

<https://cointelegraph.com/press-releases/byzantium-ico-agency-annual-report-madly-successful-year>

## Follow us

### Web

[bzntm.com](http://bzntm.com)

[events.bzntm.com](http://events.bzntm.com)

### Facebook

[fb.com/bzntmagency](http://fb.com/bzntmagency)

[fb.com/events.byzantium](http://fb.com/events.byzantium)

## Reach us

### Mail

[ico@bzntm.com](mailto:ico@bzntm.com)

### Telegram

[t.me/bzntm](https://t.me/bzntm)

### Facebook

[fb.com/PeterByzantium](http://fb.com/PeterByzantium)