

THE RELEVANCE HOUSE.

**ONLY
RELEVANCE
HAS
IMPACT.**



WHAT WE DO

WE CREATE & DELIVER VISIBLE, VALUABLE & CREDIBLE STORIES THAT MEASURABLY CREATE IMPACT.

VISION

A world in which the full potential of emerging technologies is unleashed for the benefit of all.

MISSION

We commit to help founders shape and share their story, build their brand and make it relevant. We do so, by creating and delivering visible, value adding and credible stories that measurably impact their business..

VALUE

Many start-ups have an amazing idea. They have a master plan to change the world, or part of it. The challenge is to boil it down to a few words. A few relevant words. Can you deliver your whole project in a Tweet? Can you explain on a Post-it note why the world needs you? And does it all look and sound professional? Do you know how to engage with the press and opinion leaders? Are you a social media rock star? Can you build a community? Handle a reputational crisis? If you can, come and work for us. If not, then we are here for you.

**TECHNOLOGY
WONT CHANGE
THE WORLD.
WHAT WE DO
WITH IT WILL.**

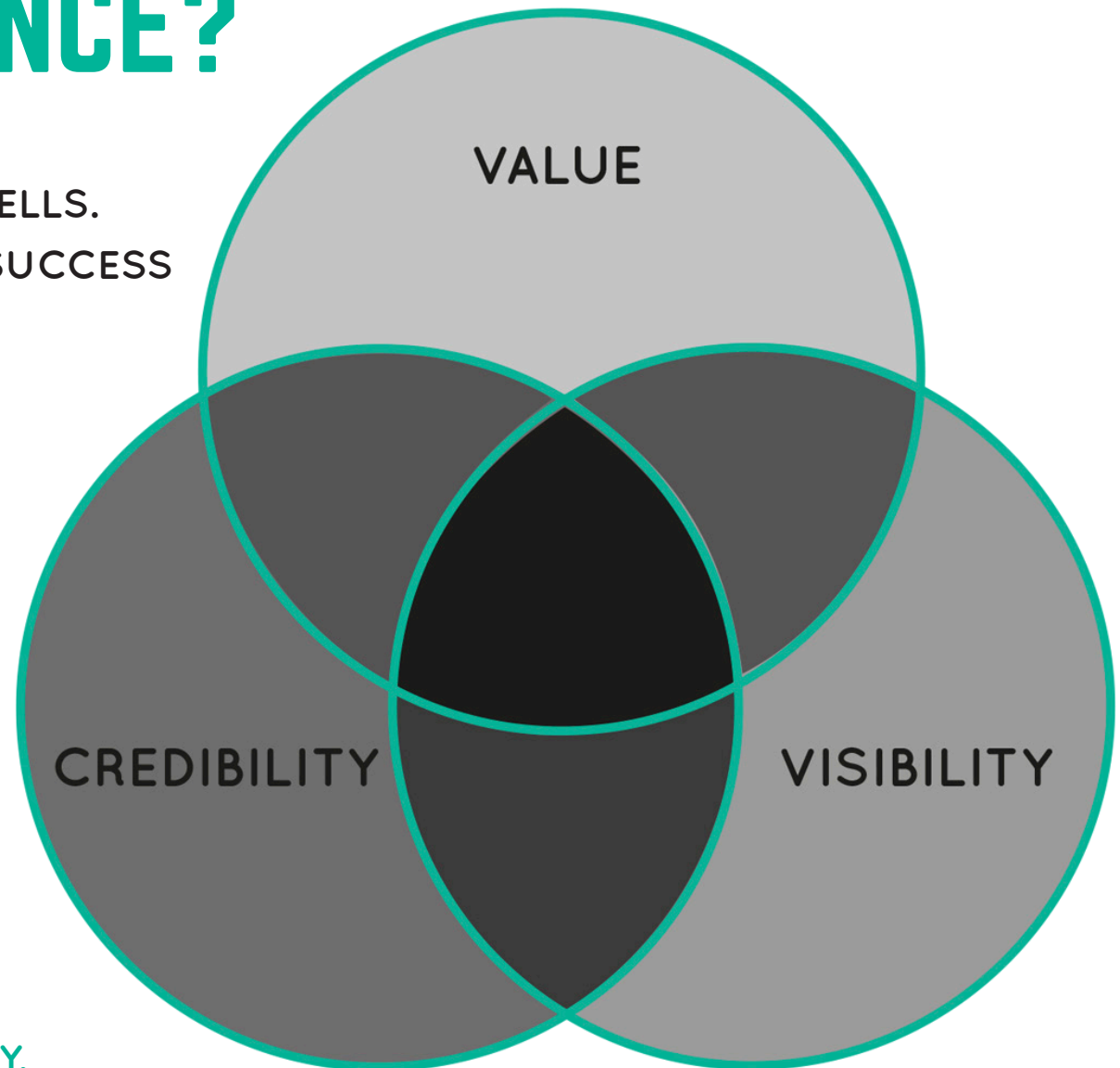


WHAT IS RELEVANCE?

RELEVANCE IS THE ONLY THING THAT SELLS.
RELEVANCE IS A CONDITION FOR THE SUCCESS
OF PRODUCTS, SERVICES, PROJECTS,
INITIATIVES, MESSAGES, CAMPAIGNS...
YOU NAME IT.

WHAT IS RELEVANT VARIES, DEPENDING
ON WHOM YOU ARE TRYING TO
REACH WITH YOUR MESSAGE. BUT
WHAT NEVER CHANGES IS, HOW
RELEVANCE WORKS.

FOR SOMETHING TO BE RELEVANT, YOU
NEED VISIBILITY, VALUE AND CREDIBILITY.

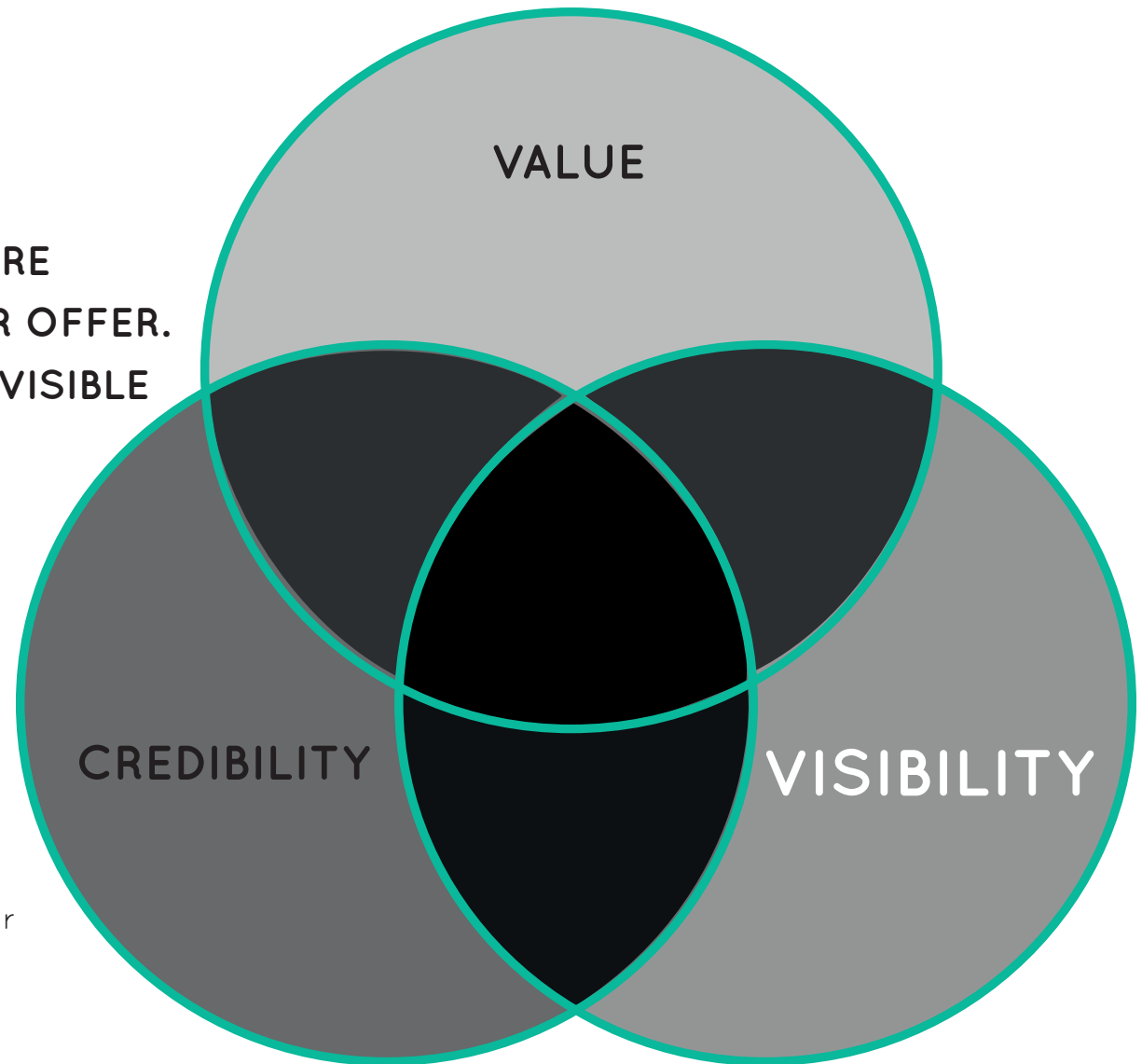


VISIBILITY

AWARENESS AND FAMILIARITY ARE A PRE-CONDITION FOR ANYBODY YOU ARE TARGETING TO EVEN CONSIDER YOUR OFFER. IT IS ESSENTIAL TO BE PRESENT AND VISIBLE WHERE YOUR TARGET GROUP IS.

At THE RELEVANCE HOUSE, we help you build that visibility. We define the touchpoints and channels your customers, investors and other target groups are paying attention to. We speak their language and identify what stories and messages they are looking for. To achieve this, we work with you to define your target groups and analyse what channels are relevant to them. Then, we help you build your presence across those channels to deliver your message effectively and efficiently.

AND WE MAKE IT LOOK GOOD AND SOUND GOOD.

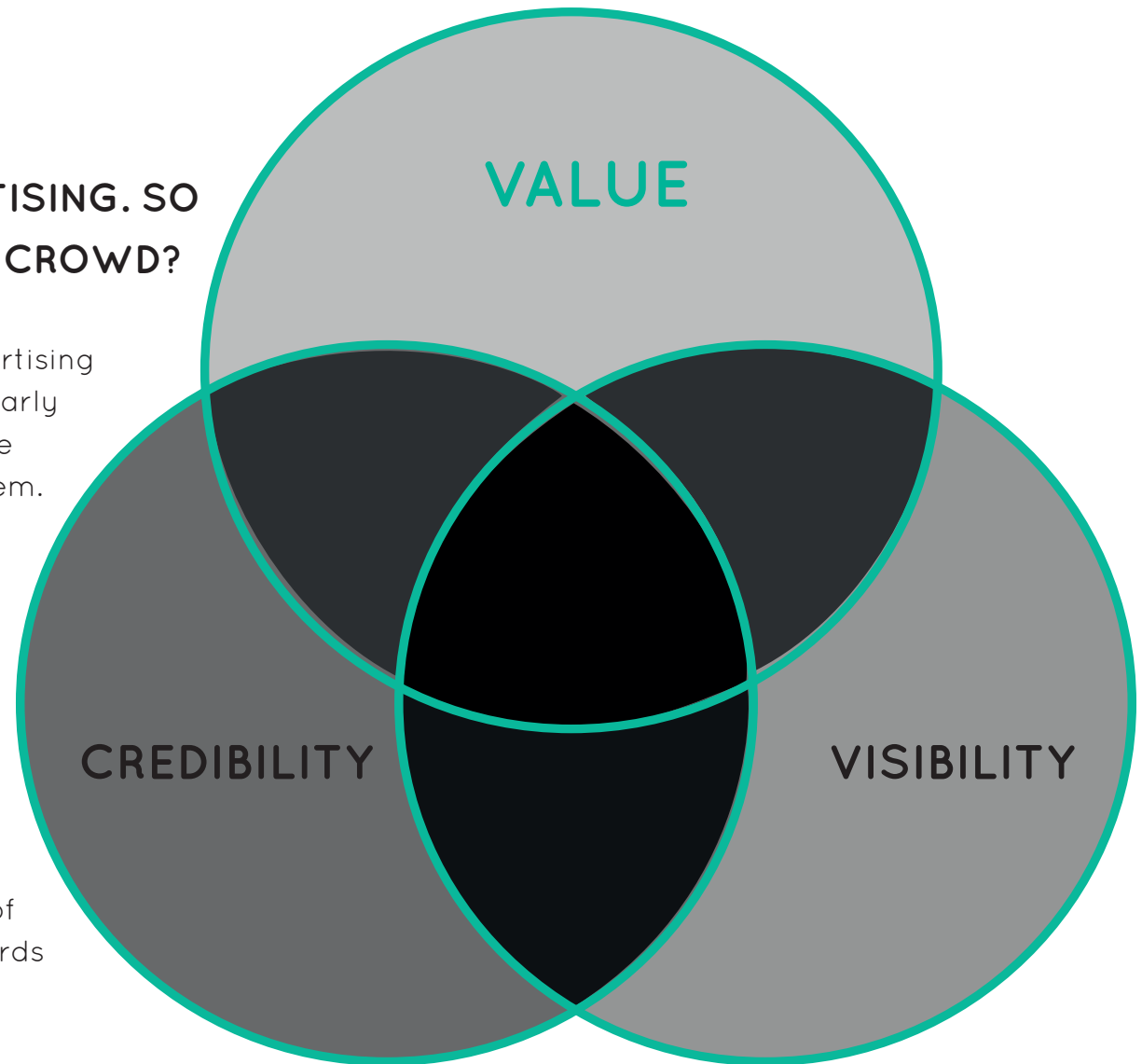


VALUE

WE ARE ALL BOMBARDED WITH ADVERTISING. SO HOW CAN YOU STAND OUT FROM THE CROWD?

We are exposed to between 4,000 and 10,000 advertising and brand messages on average per day. That is nearly seven messages per minute. Understandably, people now screen or simply ignore the vast majority of them. If your messages are not targeted and relevant, you will be ignored too. What is in it for me? When it comes to attracting investment, or simply getting customers to buy your product or service, that's the question you need to answer. To stand out, you need to communicate your value proposition in a clear, concise, and compelling way. But when you are razor-focused on developing your product, it is often hard to see the wood from the trees. We provide you with the perspective to distill the essence of your message and make sure you have the right words and the right tone in the right place.

SIX WORDS: WHAT IS IN IT FOR ME?

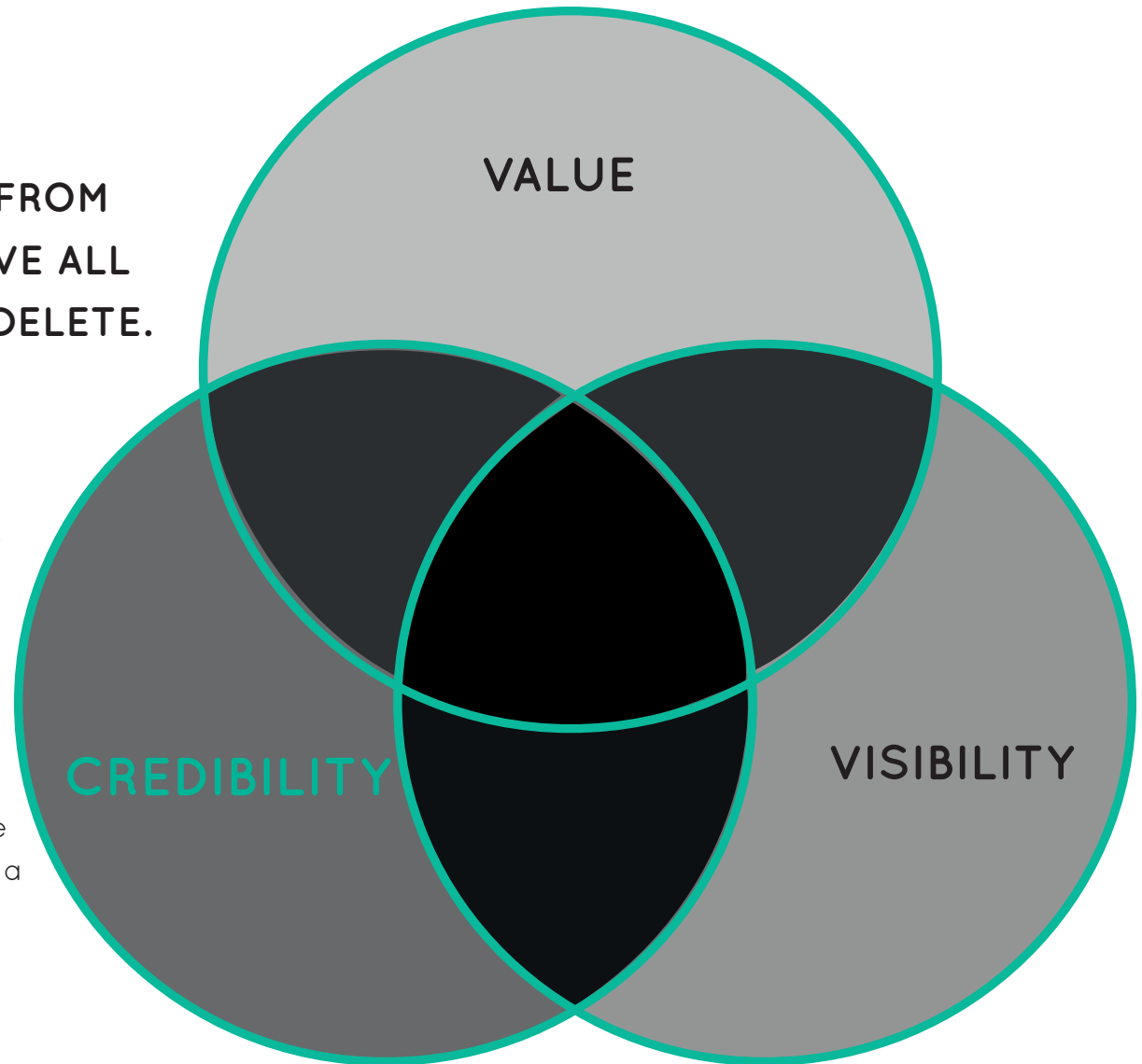


CREDIBILITY

HAVE YOU EVER RECEIVED AN EMAIL FROM SOMEONE OFFERING EASY MONEY? WE ALL HAVE, AND MOST OF US IGNORE OR DELETE.

It is not that we are not interested. We certainly are. The value is obvious. But we back away because we don't trust it. And it is all about trust. Trust is something that needs to be earned. It takes time and effort. We will help you build trust in your brand and business by positioning you and your team as recognized experts and thought leaders. When people check you out online, they will be reassured to see that others are talking about you and that you have a credible and professional web presence.

WE WILL BUILD AND MANAGE A COMMUNITY THAT TRUSTS YOU.

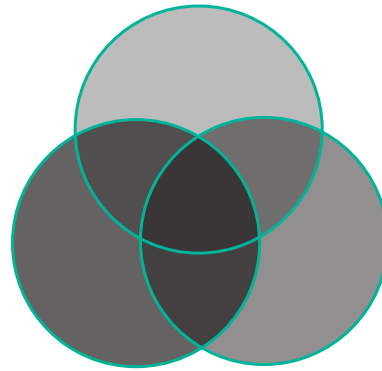


**IN ORDER FOR
TECHNOLOGY
ENABLED COMPANIES
TO BE SUCCESSFUL,
THEY NEED TO BUILD
A RELEVANT BRAND
AND STORY.**

UNCLEAR?

THE RELEVANCE HOUSE is a full-service marketing agency for firms in the blockchain and emerging technology sectors. The focus is to guide companies in building, designing and delivering a relevant brand and story.

Because only relevance has impact.



THE RELEVANCE HOUSE.

CONTACT US

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OUR STORY | LET'S START YOURS!

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