

THE RELEVANCE HOUSE.

**WHO.
WHY.
WHAT.
HOW.
WHERE.**

OUR STORY

**ONLY
RELEVANCE
HAS
IMPACT.**



THE RELEVANCE HOUSE AG

IN A NUTSHELL.

THE RELEVANCE HOUSE IS A FULL-SERVICE MARKETING AGENCY FOR FIRMS IN THE BLOCK-CHAIN AND EMERGING TECHNOLOGY SECTORS.

We don't operate like a regular agency. Think of us as more as an outsourced marketing department. We become part of your team. We focus on helping technology start-ups and projects build and communicate a relevant brand and story. Why? Because only relevance has impact.

Our sole focus is on helping blockchain and emerging technology firms to build their brand, reach their funding targets and continue to grow. That's all we do — day in, day out — because if you want to be the best, you have to stay laser focused.

We are entrepreneurs, just like you. We have been building successful businesses, brands and startups for over 20 years. We are all believers in blockchain and emerging technologies. We have been involved in digital technologies since the 1990s, and in blockchain, fintech and AI since 2013. But what really differentiates us is that we have some of the most talented and experienced people around. And it is you who will benefit from their drive, passion and ability.

With our unique and proven set of proprietary methodologies and tools, we help clients throughout the entire brand building and marketing process. We create and execute high-quality brand, go-to-market, funding, storytelling and growth hacking strategies that have a measurable and positive impact for your business.

THE RELEVANCE HOUSE works as an integral part of your company's team guided by a highly structured process. This covers the three phases of building a brand and business: get ready, go live, and go big.

To accomplish this, we have three distinct in-house units covering each phase: THE DISTILLERY, THE STUDIO and THE DELIVERY. THE DISTILLERY, as the name suggests, is where we draw out the essence of the brand and create a strong and relevant brand proposition. THE STUDIO is where strategies are developed, and the brand is shaped and brought to life. This includes developing a communication and marketing strategy, producing presentations, project and investor decks, as well as finalizing brand design elements and selecting appropriate communication channels. Finally, in THE DELIVERY, we craft relevant stories and target them to the community, press, influencers and prospects to promote an intriguing, inclusive and engaging dialogue.

Because only relevance has impact.

WHO.
EVERY
GOOD IDEA
FITS ON A
POST-IT.
IF NOT, IT'S
NOT A GOOD
IDEA... YET.



WE UNDERSTAND YOU.

YOU FACE A LOT OF COMPETITION AND BACKGROUND NOISE OUT THERE.

Emerging technology is more than just a buzzword. Leading economists like WEF executive chairman Klaus Schwab are convinced that we are on the cusp of a Fourth Industrial Revolution of unprecedented scale and importance. Technologies in rapidly advancing fields such as blockchain, fintech, AI, IoT, quantum computing and biotechnology have the potential to become the key drivers of global growth over the next century. And some outstanding projects are already laying the foundations for what will become a truly new global economy.

However, the rapid increase in the number of start-ups deploying these technologies has led investors to become more selective. They are spoiled for choice. As more and more projects compete for funding and attention, you need a strong brand, underpinned by a structured marketing and communication strategy, in order to build the engagement and community necessary to secure funding and grow. In short, you need to stand out from the crowd.

You are working hard focusing on your technology, product or solution and have neither the time or the decades of marketing experience needed to tell your story to the world effectively. But your story needs to be told and told well.

Would you invest in or buy a product that you don't understand? Probably not. And your prospects and customers will want to know who you are and what you offer, ideally without needing a PhD in computer science. For blockchain and other emerging technologies to reach mass adoption, their relevance needs to be easy to understand. While such technologies will change the way we communicate, pay, invest, transport goods, and organize the global economy, they won't change the way we are wired as humans and how we make decisions. That's where we come in.

**FOR HUMANS TO BUY INTO SOMETHING,
IT NEEDS TO BE RELEVANT TO THEM.**

**THEY NEED TO SEE IT, UNDERSTAND IT, WANT IT,
AND TRUST IT.**

**THEN, AND ONLY THEN, WILL WE BE ABLE TO
CHANGE THE WORLD.**

**AND WE, LIKE YOU, WANT TO CHANGE IT
FOR THE BETTER.**

WHY.

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



WHAT WE DO FOR YOU.

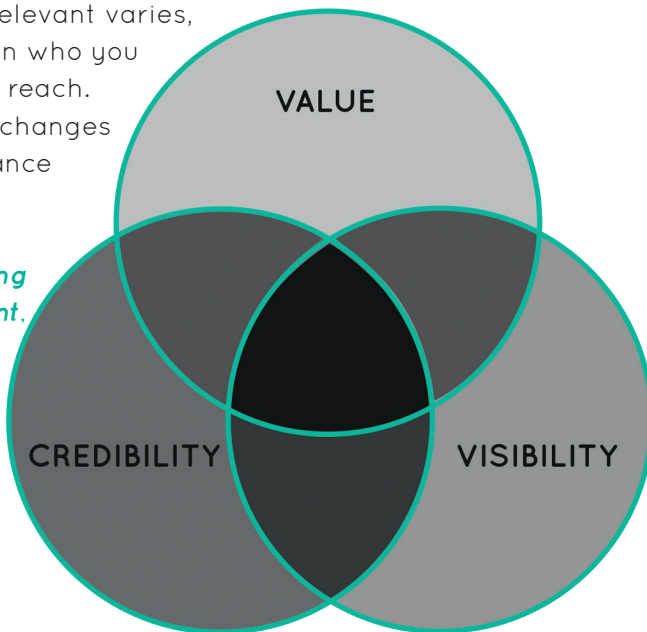
To be successful, blockchain and other emerging technology companies need to build and communicate a relevant brand and story. We are committed to helping you shape and share your story, build your brand, and make it relevant. We do so by creating and executing high-quality brand, go-to-market, funding, storytelling and growth hacking strategies that have a measurable and positive impact for your business.

VALUE PROPOSITION: ONLY RELEVANCE HAS IMPACT

Relevance is the only thing that sells. Relevance is a condition for the success of products, services, projects, initiatives, messages, campaigns... you name it.

Yet what is relevant varies, depending on who you are trying to reach. What never changes is how relevance works.

For something to be relevant, you need three things: visibility, value and credibility.



OUR HOLISTIC APPROACH

Every project is different, but the recipe for success remains the same:

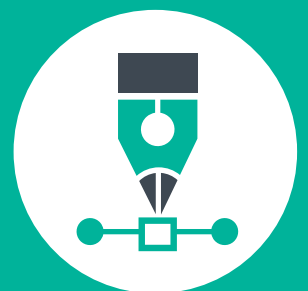
GET READY: You are preparing to tell the world about your project. You might think you are ready, but our experience shows you are probably not.

GO LIVE: You build a community. You are in constant dialogue with potential investors. You speak to the press. You create and share content. You build momentum.

GO BIG: You have your funding. You want your company to grow sustainably and continue to add value. But remember, securing funding is not the end of your journey... it is just the beginning.

WHAT.

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



HOW WE WORK.

THE RELEVANCE HOUSE is fully focused on guiding blockchain and emerging technology start-ups in building a successful brand, reaching their funding targets and continuing to grow. That's all we do — day in, day out — because if you want to be the best, you need to stay laser focused. Building a brand around groundbreaking technology in a crowded and ever-evolving space is quite challenging. And the pace at which things move is staggering. But with every new project, we learn and become better. And you benefit from that.

EVEN THE BEST CHEFS USE RECIPES DEVELOPED BY EXPERIMENTING AND LEARNING, AND WITH A GREAT DEAL OF NATURAL TALENT THROWN IN. We have accompanied many start-ups on their journeys. We have studied those that succeed. We have applied everything we have learned over many years of building brands and companies as well as running successful omnichannel campaigns. Based on this, we have developed a unique set of methodologies and tools that help us create a winning formula. It looks easy when you know how, but there is always a method behind it. It is our secret recipe and we are offering you a taste.

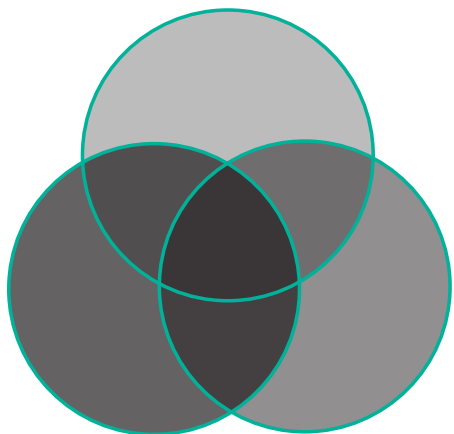
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- **THE DISTILLERY:** We develop the essence of the brand and a solid, unique and relevant brand positioning and strategy that serves as the core for everything we do afterwards.
- **THE STUDIO:** We create a holistic marketing and communications strategy. We support you in the development of all relevant documentation (investor decks, whitepaper, company presentation etc.). We create a professional CI & CD, build website(s) and set up all core channels.
- **THE DELIVERY:** We deftly orchestrate all marketing efforts to build your brand and business including content creation, content production, story visualization, social media, community management, PR, events, conferences, growth hacking, online marketing, analytics and reporting...to name just a few.

HOW.

THE KEY ISN'T ABOUT CREATING ADS. IT'S ABOUT CREATING A RELEVANT STORY & SPREADING IT.





THE RELEVANCE HOUSE.

CONTACT US



German Ramirez

Founder & Chief Relevance Officer

german@therelevancehouse.com



Anna-Lena Stach

Founder & Chief Orchestra Officer

anna@therelevancehouse.com

THE RELEVANCE HOUSE AG

Dammstrasse 16 | CH 6300 Zug
welcome@therelevancehouse.com
www.therelevancehouse.com

OUR STORY

WHERE.

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