

THE RELEVANCE HOUSE.

**ONLY
RELEVANCE
HAS
IMPACT.**



WHO.

WHY.

WHAT.

HOW.

WHERE.

OUR STORY

**I NEED TO
KNOW RIGHT
AWAY:
WHAT'S
IN IT
FOR ME?**



THE RELEVANCE HOUSE AG

IN A NUTSHELL

THE RELEVANCE HOUSE IS A FULL-SERVICE MARKETING AGENCY FOR FIRMS IN THE BLOCKCHAIN 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.

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. The process 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.

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



WHAT YOU GET FROM US

OUR SOLE FOCUS: BLOCKCHAIN & EMERGING TECHNOLOGY FIRMS

THAT'S ALL WE DO, BECAUSE IF YOU WANT TO BE THE BEST, YOU NEED TO STAY LASER FOCUSED.

We use that focus to guide our clients through the journey of building their brand, reaching their funding targets, launching their project and continuing to grow. That is all we do. Day in, day out. Building a brand around groundbreaking technology in a crowded and ever-evolving space is quite challenging. But with every new project, we learn and become better. And you benefit from that.

OUR TEAM: EXPERIENCED ENTREPRENEURS

WE ARE ENTREPRENEURS, JUST LIKE YOU. WE HAVE BEEN BUILDING SUCCESSFUL BUSINESSES, BRANDS AND START-UPS 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, once again, it is you who will benefit from their drive, passion and ability.

OUR COMMITMENT: WE INVEST IN YOU

WE WANT YOU AND YOUR PROJECT TO SUCCEED. OUR FEE STRUCTURE MEANS IF YOU DON'T SUCCEED, WE DON'T MAKE MONEY. WE MAY EVEN LOSE MONEY.

We have skin in the game, which means everyone working on your project stands to benefit from your success. It guarantees that you can count on us. We don't say things to please you. We simply work with you to make your project thrive.

OUR METHODOLOGY: PROVEN & PROPRIETARY

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.

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 build your brand and 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 new 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.

WHAT WE THINK

ONLY RELEVANCE HAS IMPACT.

VISION

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

MISSION

We distill the essence of your brand to tell a relevant story to the right people. Only relevance has impact.

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.

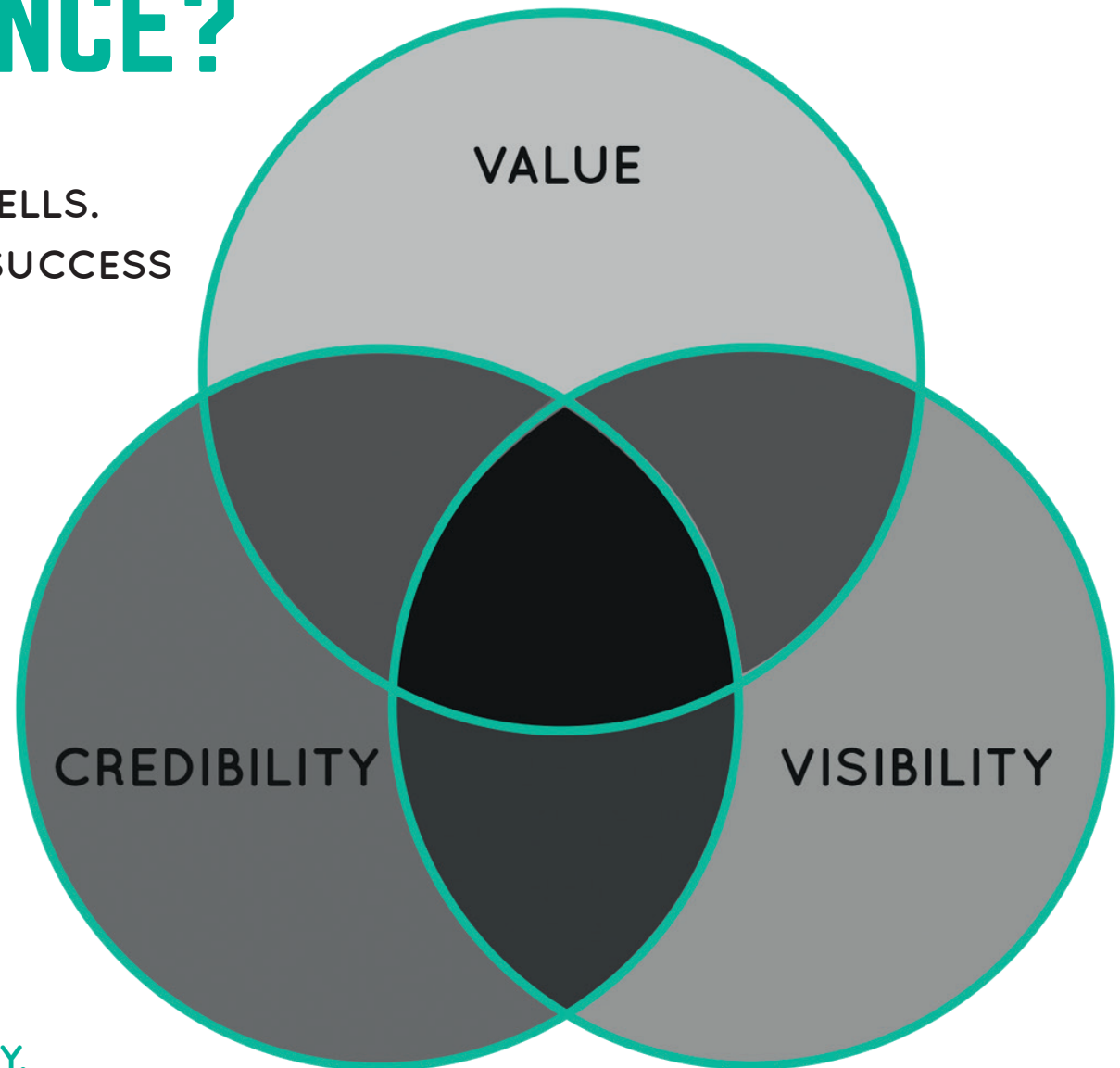


WHAT IS RELEVANCE?

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.

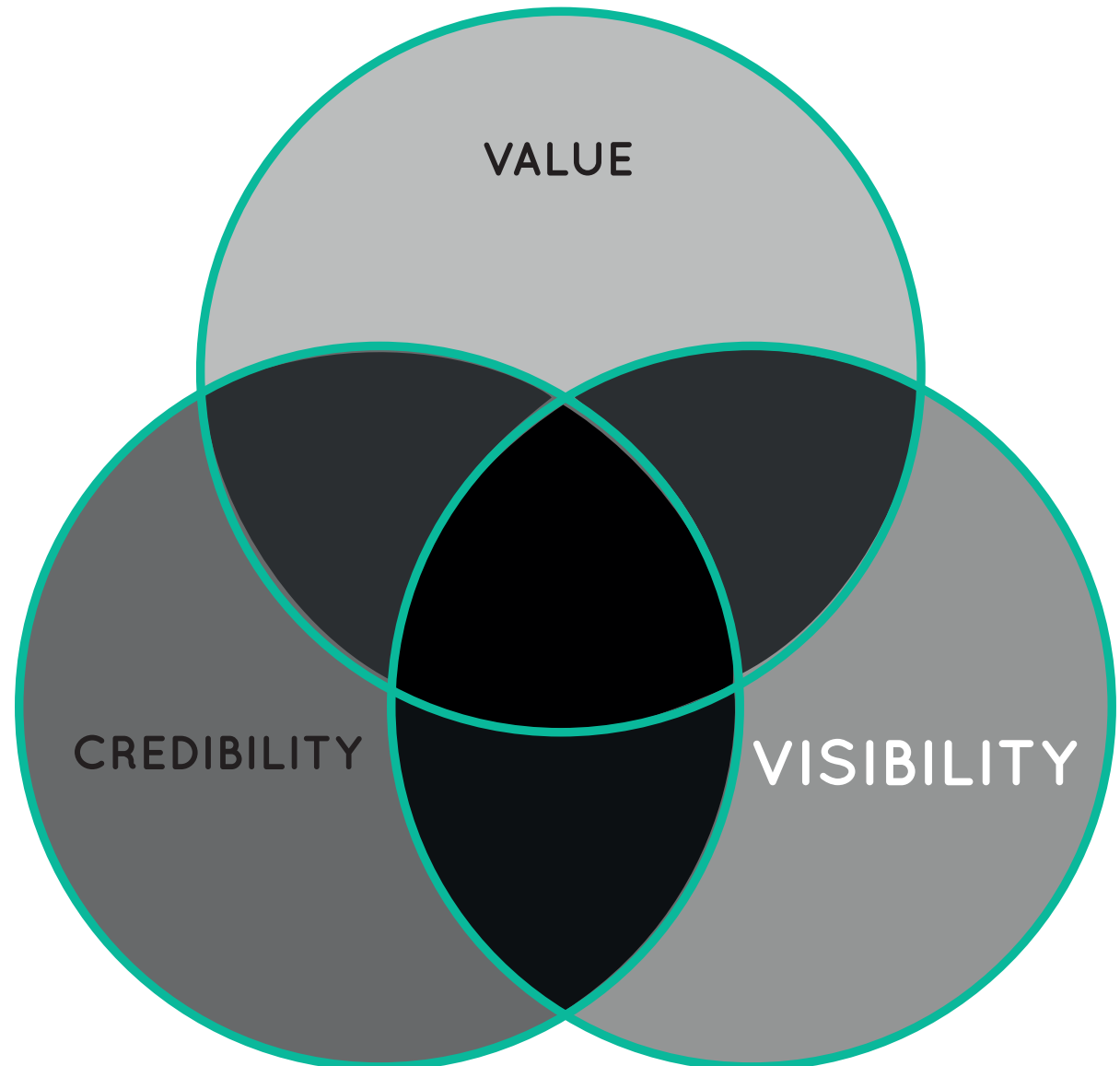


VISIBILITY

**YOUR AUDIENCE NEEDS
TO BE FAMILIAR WITH YOU BEFORE
EVEN CONSIDERING YOUR OFFER.**

At THE RELEVANCE HOUSE, we help you build that visibility. We define the touchpoints and channels 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.

**WE MAKE YOU STAND OUT, LOOK
GOOD AND SOUND GREAT.**



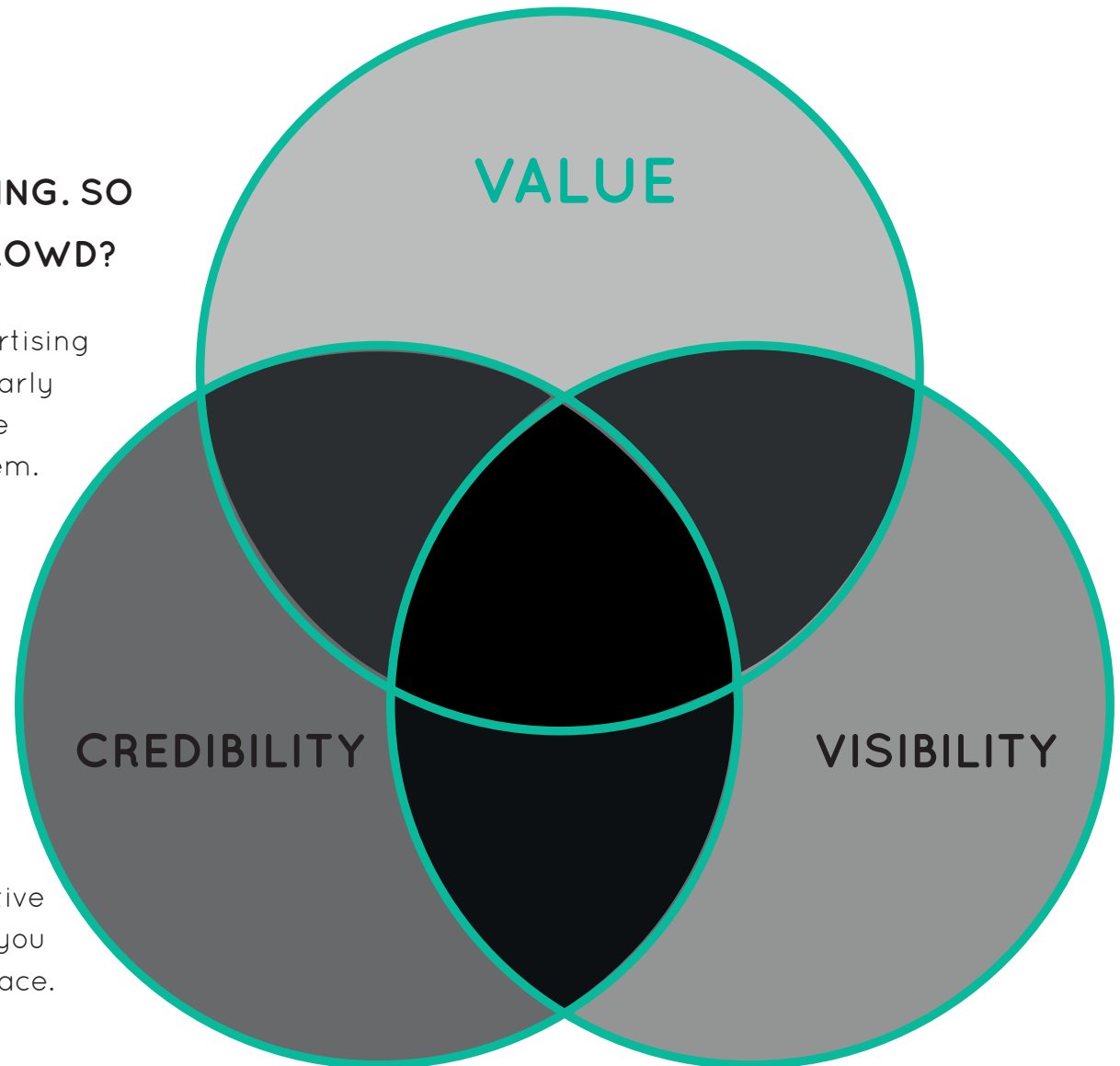
VALUE

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?

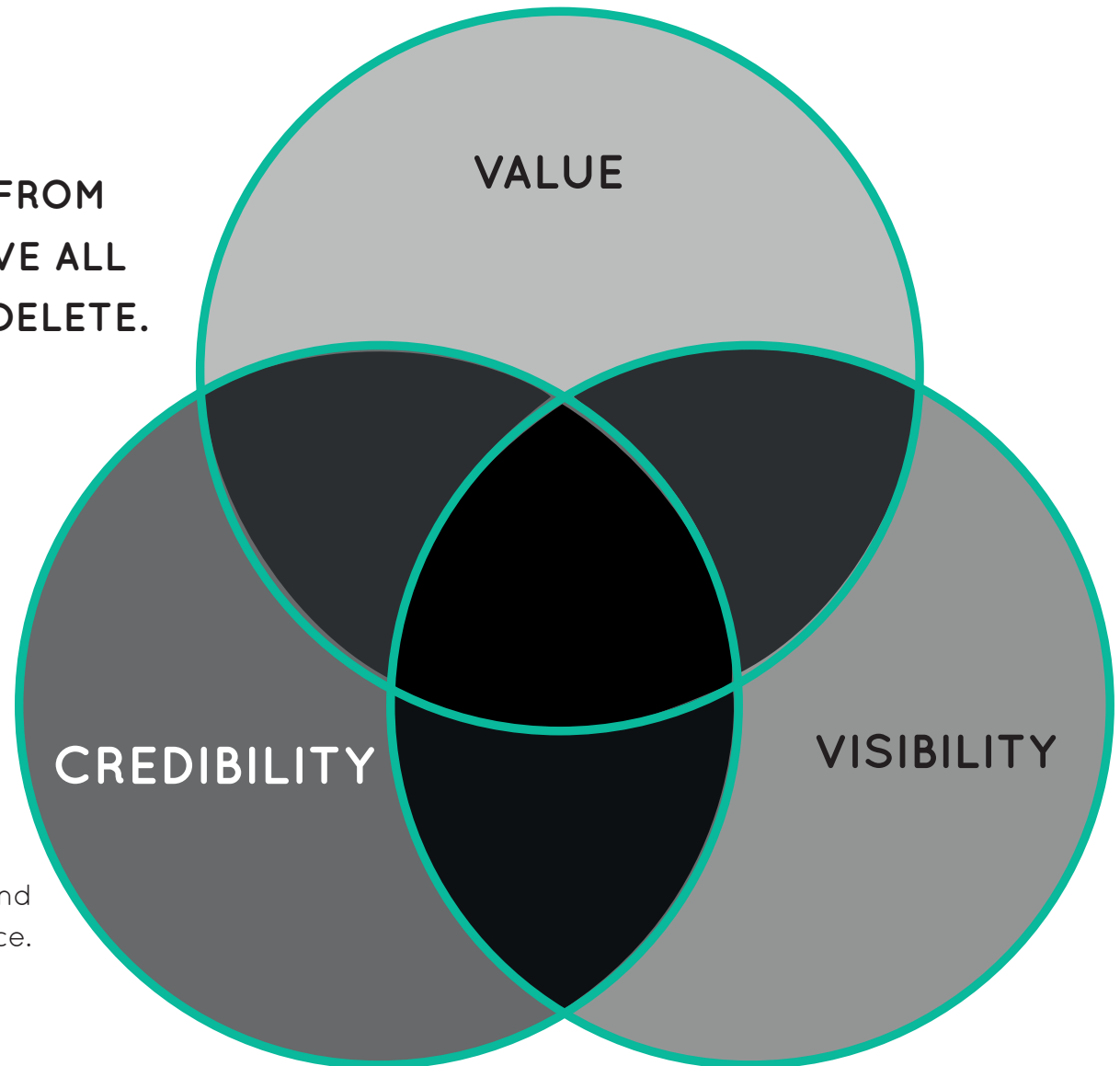


CREDIBILITY

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.**



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.*

WANT TO BUILD
SUSTAINABLE
LONG-TERM
VALUE?
GREAT! IF YOU
DONT, HAVE A
GREAT DAY!



GET READY

GO LIVE

GO BIG



THE DISTILLERY

We distill your case, your story and your idea to fit on a post-it. We make sure your story works: from your one-pager to the whitepaper.

We craft messages and stories. We constantly finetune and adjust. We make sure to strategically challenge, coach and support you.

We help you develop and grow your strategy and your business. We make sure it is sustainable and successful over time.



THE STUDIO

We create, design, write and build your story into a professional and appealing brand. We make sure it looks great and is consistent everywhere.

We write and visualize stories, create and produce content. We make sure your message is visible and convincing.

Your brand and your story need to continue developing. We make sure it stays alive and relevant.



THE DELIVERY

We help you tell the world what you are planning. The press, the community, the investors, your target group. We make sure it is relevant to them.

We help you grow and manage your community, speak to the press, connect with influencers... We make sure your message is heard and relevant.

Your community, your investors, the press, ... they deserve to know how you are progressing and feel proud to be part of it. We make sure you remain present and credible.

THE DISTILLERY

WE HELP YOU BUILD YOUR BRAND STRATEGY AND POSITIONING. LIKE ANY TRUE DISTILLATION PROCESS, YOU HAVE TO CAPTURE THE ESSENCE.



We listen and learn from you about how your business generates value. We challenge you when we see something that looks odd. Then we work with you to shape, strengthen and establish your brand, positioning, core messages, and target groups. Put simply, we help you build your brand, story and strategy to make it understandable and highly relevant to potential investors and your target audience. And once it's out there we don't stop: we measure and learn, learn and measure. It is an ongoing process.

CAPTURE THE FLAVOR. MAKE IT UNIQUE.

GET READY

- Target groups
- Branding
- Storytelling
- Communication strategy
- Whitepaper
- Other documents

GO LIVE

- Messages & stories
- Coaching & training
- Strategy fine-tuning
- Analytics & reporting

GO BIG

- Ongoing stories
- Ongoing coaching
- Growth strategy
- Ongoing analytics
- Crisis communication
- Staffing & recruiting

THE STUDIO

WE DEVELOP A HOLISTIC MARKETING AND COMMUNICATION STRATEGY TO BRING YOUR STORY TO LIFE.



Your idea and project deserve to be delivered as a relevant, credible and professional package. It is not just about flashy design and nice pictures; it is about spreading your brand values and messages across every touchpoint. We build a comprehensive marketing and communication strategy, including clear objectives, target group profiles, KPIs and metrics, as well as a detailed touchpoint map detailing the journey to conversion for the target audience.

We infuse your key documents with the core essence of your business. We start by helping you formulate a concise and coherent whitepaper or business plan. This is followed by a professionally designed company presentation and a solid and credible investor deck. Where needed, we will develop your corporate identity and build your brand assets such as your website(s), landing pages, social media and communication channels. It sounds like a lot, and it is. But it is just the beginning.

WE TRANSFORM GOOD IDEAS INTO A GREAT STORIES.

GET READY

- CI & CD •
- Build website(s) •
- Setup social channels •
- Setup analytics •

GO LIVE

- Content creation •
- Content production •
- Story visualization •
- Online campaigns •

GO BIG

- Content creation •
- Content production •
- Story visualization •
- Online campaigns •

THE DELIVERY

THE MOMENT OF TRUTH IS HERE. IT IS TIME TO LET YOUR BABY FLY THE NEST.

We create high-quality, relevant stories worth reading and sharing. We craft them to be easily transported across all relevant formats and channels. Everything we develop is in line with your brand, your personality, and your story. We develop it to grow alongside the different phases of your project. And, in tandem, we help you build your community and establish a meaningful dialogue.



We pitch you to the media and relevant influencers. We keep your channels fresh and interesting with original content. We position you at relevant events and conferences, helping you deliver the right message to the right people in the right place at the right time. If necessary, we can help you manage paid online marketing campaigns to accelerate your audience growth and reach. We do this in a smart and calculated way, which we call brand hacking. We will not make wild claims about what can be achieved. But the promises we make, we keep.

WE PLANT AND NURTURE YOUR BRAND AND STORIES TO SEE THEM GROW AND BLOOM.

GET READY

- Announcement in core channels •
- Press announcement •
- Launch community management •

GO LIVE

- Community management •
- Publishing of content •
- PR & press work •
- Events & conferences •
- Influencer marketing •
- Online marketing •

GO BIG

- Community management •
- Publishing of content •
- PR & press work •
- Events & conferences •
- Influencer marketing •
- Online marketing •

PRICING STRUCTURE

OUR PRICING STRUCTURE: TRANSPARENT, FAIR AND WITH SKIN IN THE GAME.

We agree on the scope of every project individually. This is based on where you currently stand and what assets and resources you have in place. Together, we look at what you need and then calculate pricing. Then we basically split our fee into two parts.

- A fixed monthly fee, which allows us to cover our costs. We have no margin and no hidden fees. In other words, we don't make money on our services, we just break even.
- We agree on a success fee. We define what we call "the number for success" and success-related compensation tied to that number. It might be a share of the funds raised, if the focus is on fundraising. It could also be equity, or a share of future revenue. It depends on what you are trying to achieve, but it certainly ensures that our interests are fully aligned with yours and that we all have skin in the game.

IT IS SIMPLE. YOUR SUCCESS IS OUR SUCCESS. PERIOD.

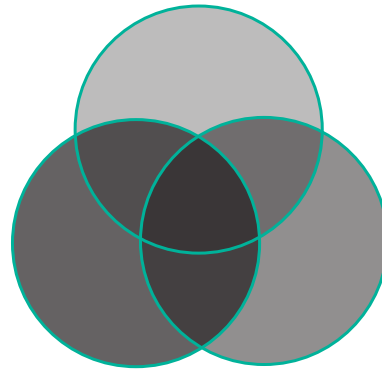
**IF WE
WORK WITH
YOU, IT
MEANS WE
ARE
"ALL IN".**



**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

THE RELEVANCE HOUSE AG
Dammstrasse 16 | CH 6300 Zug
welcome@therelevancehouse.com
www.therelevancehouse.com

OUR STORY | LET'S START YOURS!

**BECAUSE
ONLY
RELEVANCE
HAS
IMPACT.**



THE RELEVANCE HOUSE AG