

DRACONIC LAUNCH PLAYBOOK: 3-WEEK WARMUP TO 45-DAY CAMPAIGN

Timeline Overview

- **Warm-up Phase:** June 27 - July 17 (3 weeks)
- **Launch Week:** July 18 - July 24
- **Campaign Phase:** July 25 - September 7 (45 days)
- **Transition:** September 8+ (Steady state content)

Phase 1: Warm-up (June 27 - July 17)

► Week 1: June 27 - July 3

Theme: Problem Awareness - "Something's Broken in Trading"

Content Calendar:

Monday, June 27:

- **LinkedIn:** "The Last Human Advantage in Trading Is About to Fall" (VC Series #1)
- **Twitter:** Thread version focusing on biological limitations
- **Purpose:** Establish thought leadership, intrigue VCs

Wednesday, June 29:

- **Twitter:** "The 90-Minute Memory Hole" (Perception Revolution teaser)

- **LinkedIn:** Reshare Monday's post with founder commentary
- **Purpose:** Introduce core concept, build curiosity

Friday, July 1:

- **LinkedIn:** "The 100-Variable Real-Time Synthesis Challenge" (Tech Talent #1)
- **Twitter:** Quick stats about market complexity
- **Purpose:** Attract technical talent, show sophistication

Week 1 Goals:

- Establish presence without revealing solution
- Begin building follower base
- Test engagement rates
- No mention of Draconic yet

► Week 2: July 4 - July 10

Theme: Paradigm Shift - "What If Everything You Know Is Wrong?"

Content Calendar:

Tuesday, July 5 (Post-July 4th):

- **LinkedIn:** "The \$180 Billion Blind Spot in Retail Trading" (VC Series #2)
- **Twitter:** Shocking stats thread about retail trader losses
- **Purpose:** Quantify opportunity for VCs

Thursday, July 7:

- **Twitter:** "The More Data Delusion" (Reality Check preview)
- **LinkedIn:** Native post about information overload
- **Purpose:** Challenge conventional wisdom

Friday, July 8:

- **LinkedIn:** "Why We Chose Boring Technology (And When We Didn't)" (Tech #2)
- **Twitter:** Thread on building reliable trading systems
- **Purpose:** Show technical maturity

Sunday, July 10:

- **Twitter:** “Your Trading Guru Is Broke (Here’s How I Know)” (Awakening teaser)
- **Purpose:** Viral potential, challenger brand positioning

Week 2 Goals:

- Increase posting frequency
- Build anticipation for “something coming”
- Soft tease the Hunt theme
- Test which content resonates most

► Week 3: July 11 - July 17

Theme: The Hunt Begins - “Are You Ready?”

Content Calendar:

Monday, July 11:

- **LinkedIn:** “Why Every Trading Platform is Building for Yesterday’s Market” (VC #3)
- **Twitter:** Comparison of 1990 vs 2024 trading complexity
- **Purpose:** Position for category creation

Tuesday, July 12:

- **LinkedIn:** “From \$10M Personal Trading Capital to Building the Future” (VC #4)
- **Twitter:** Founder story thread
- **Purpose:** Build founder credibility

Thursday, July 14:

- **All Platforms:** “The Hunt Begins in 4 Days” (teaser)
- **Purpose:** Direct launch anticipation
- **Visual:** Shadowy Draconic logo reveal

Saturday, July 16:

- **Twitter:** Countdown posts begin
- **LinkedIn:** “Monday Changes Everything” post

- **Purpose:** Final anticipation building

Monday, July 17:

- **All Platforms:** "Tomorrow. The Apex Predator Arrives."
- **Email:** To any collected addresses - "You're Invited to The Hunt"
- **Purpose:** Maximum pre-launch hype

Week 3 Goals:

- Transition from problem to solution teasing
- Build explicit launch anticipation
- Coordinate with video production team
- Prepare launch day assets

Phase 2: Launch Week (July 18 - July 24)

► Launch Day: July 18

6:00 AM PST Launch Sequence:

1. **Video Release:** All platforms simultaneously
2. **Website Update:** Waitlist live
3. **Immediate Follow-up Posts:**
 - LinkedIn: "Draconic: The Unfair Advantage Traders Deserve" (main announcement)
 - Twitter: Video + thread explaining vision
 - Medium: "The Draconic Manifesto: Evolve or Be Prey"

Content Bombs (Released throughout day):

- **10 AM:** "The 7-Variable Ceiling" (Perception Revolution flagship)
- **2 PM:** "The More Data Delusion" (Reality Check flagship)
- **6 PM:** "The 90% Loss Club: Here's Your Membership Card" (Awakening flagship)

Engagement Plan:

- Founder active on all platforms

- Team reshares everything
- Reply to every comment
- Track waitlist signups hourly

► July 19-24: Momentum Week

July 19:

- “Building in Public: Our Journey to Product-Market Fit” (Halo content)
- Waitlist count update
- Press outreach results

July 20:

- “Why Draconic Gets Smarter With Every Trade” (VC Series)
- Technical blog post launch

July 21:

- “The Great Decoupling: When Retail Traders Stop Losing” (Vision piece)
- Community Discord launch announcement

July 22-23 (Weekend):

- Community engagement focus
- User story collection
- Viral content amplification

July 24:

- “Week One: From Vision to Velocity” (Metrics reveal)
 - Seed round soft announcement
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Phase 3: 45-Day Campaign (July 25 - Sept 7)

► Week 1-2: Technical Dominance (July 25 - Aug 7)

Focus: Establish technical credibility, attract talent and VCs

Key Pieces:

- Rest of Evolution Blueprint category
- Hidden Mechanics deep dives
- Technical talent series completion
- “Unit Economics That Make VCs Dream”

Targets:

- 3 VC meetings booked
- 10 senior engineer applications
- 25K waitlist milestone

► Week 3-4: Community Building (Aug 8 - Aug 21)

Focus: Convert waitlist to engaged community

Key Pieces:

- Lifecycle Transformation category
- Psychological Revolution insights
- Begin Loneliness Wars content
- Launch community challenges

Targets:

- 5K Discord members
- First user testimonials
- Beta tester selection

► Week 5-6: Strategic Positioning (Aug 22 - Sept 7)

Focus: Close seed round, prepare for product beta

Key Pieces:

- “The Acquisition Chess Game Already in Motion”
- “The Seed Round That Shapes an Industry”
- Complete all remaining category content
- Beta launch announcement

Targets:

- Seed round first close
 - 50K waitlist
 - 100 beta testers selected
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Platform-Specific Execution

▶ LinkedIn Execution:

- **Frequency:** Mon/Wed/Fri
- **Time:** 8 AM PST (peak engagement)
- **Format:** Article + native post alternating
- **Owner:** CEO posts, team amplifies

▶ Twitter Execution:

- **Frequency:** Daily (2-3x on key days)
- **Time:** 6 AM, 12 PM, 5 PM PST
- **Format:** Threads, quotes, quick insights
- **Owner:** Main account + founder personal

▶ Medium Execution:

- **Frequency:** Weekly roundup
- **Time:** Thursday mornings
- **Format:** Comprehensive articles
- **Distribution:** HackerNews, Reddit

▶ Discord Execution:

- **Launch:** July 21
 - **Daily:** Community manager active
 - **Weekly:** Founder AMAs
 - **Purpose:** Convert interest to advocacy
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Content Production Checklist

▶ Pre-Launch Must-Haves:

- [] 10 LinkedIn articles written and scheduled
- [] 30 Twitter threads prepared
- [] Launch day assets (graphics, videos, GIFs)
- [] Email sequences configured
- [] Website waitlist tested

▶ Weekly Production Rhythm:

- Monday: Review metrics, adjust strategy
- Tuesday: Write long-form content
- Wednesday: Create visual assets
- Thursday: Schedule next week's content
- Friday: Engagement and community

▶ Emergency Content (If momentum slows):

1. Controversy: "Why 95% of Traders Should Quit"
2. Data Bomb: "We Analyzed 1M Trades. Here's What We Found"
3. Partnership Tease: "Major Announcement Coming"
4. Exclusive Access: "First 1,000 Get Lifetime Access"

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Markets aren't fair. Neither is Draconic.