1. **Identifying the Right Contacts**
   - Target Roles: Focus on decision-makers in roles like Business Development, Product Management, and Growth Marketing. These roles align well with purchasing or partnership decisions.
   - Seniority Level: Aim for “Head of”, “Director,” or “VP” titles to ensure outreach reaches those who influence by buying decisions.

2. **Outreach Channels**
   - Email: most effective and reliable for personal outreach.
   - LinkedIn: valuable for networking and finding specific contacts in target roles.
   - Twitter: relevant for Web3 professionals who are often active on this platform.
   - For contact discovery, one can use platforms like Hunter.io and LinkedIn Sales Navigator to find accurate contact information.

3. **Lead Prioritization Strategy**
   Prioritize the companies based on the funding stage and size, assess alignment with your platform’s value proposition, regions where your platform already has traction.

4. **Automation Tools for Workflow Efficiency**
   After some research, the automation tools for different tasks I could come up with are:
   - Lead Management and Outreach: CRM and tools like HubSpot or Milkshake for streamlined tracking and engagement.
   - Email verification: ZeroBounce or NeverBounce

For this task, I’ve used **Hunter.io** which is a powerful tool, that can generate information about the leads based on the domain names, and do verification of contact details if needed.