

# Synergy Report for Liquify

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This report outlines potential synergies between Liquify and various new pitches evaluated.

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## Potential Introduction: Liquify & boost

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**To:**

Okay, let's see. The user is asking me to extract cofounder names from the provided text. The text is a bit long, so I need to go through it carefully.

First, I'll look for any mention of cofounders. The original text starts with "cofounders: iuga (ceo), andy puscas (coo)". That's straightforward. So the cofounders are Iuga and Andy Puscas. I should check if there are any other names mentioned.

Looking through the rest of the text, I don't see any other names related to cofounders. The rest is about the features of Liquify, the use cases, and various other details. There's no other mention of individuals besides the CEO and COO. So the answer should be iuga and andy puscas.

iuga, andy puscas (Team at Liquify)

**From:** [Your Name/VC Firm Name]

**Subject:** Introduction: Liquify & boost

Hi

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iuga, andy puscas,

I hope this email finds you well.

I'd like to introduce you to

Okay, let's see. The user wants me to extract cofounder names from the provided text. First, I need to read through the text carefully.

Looking at the text, there are several sections. The main points are about boost being built by alphabot, the platform's features, achievements, tokenomics, and a list of investors and advisors. Then there's the core team, which includes Alexander, William, Justin, and Eric as co-founders.

Wait, in the text, the core team section explicitly states: "• alexander broere; (<https://www.linkedin.com/in/broerea/>) ceo & co-founder; 5+ years experience in tradfi and building scalable software startups • william patterson; (<https://www.linkedin.com/in/will-patterson-303/>) cto & co-founder; ex senior engineer @ fortune 500 companies; full stack software engineer • justin rafael basco; (<https://www.linkedin.com/in/justin-rafael-basco-7592649b/>) cmo & co-founder; e-commerce marketing expert and commercial airbus pilot • eric patterson; (<https://www.linkedin.com/in/eric-patterson-991a2490/>) coo & chairman; 13+ years scaling and managing saas companies across fintech, healthcare and predictive analytics domains"

So, each of these names is listed as co-founders. The user asked specifically for cofounder names, so I need to list them. The answer should be in the format " [Name1, Name2, ...]".

I need to make sure there are no typos or errors. Let me double-check each name. Alexander, William, Justin, and Eric. All are listed as co-founders. There's nothing else in the text that mentions co-founders beyond this. So the correct output is " alexander broere, william patterson, justin rafael basco, eric patterson".

alexander broere, william patterson, justin rafael basco, eric patterson of boost. \*\*

Liquify should explore partnering with Boost to manage its upcoming token sale, as this would establish Liquify as a trusted service provider for high-profile blockchain projects. Boost's institutional backing and large user base make it an ideal reference case, which could drive long-term growth by attracting similar clients to Liquify's platform.

I believe there could be a valuable connection here. Please find a more detailed synergy analysis below.

Best regards,  
[Your Name]

## **Detailed Synergy Analysis: boost with Liquify**

语料

Okay, let's see. I need to evaluate the potential synergies between Liquify (Folder B) and Boost (Folder A) based on the provided framework. Let me start by understanding both companies' offerings.

Liquify is a platform that facilitates token sales with features like liquid staking, investor engagement, and compliance tools. Their goal is to streamline the fundraising process for blockchain projects, making it easier for them to raise capital and manage their token distributions.

Boost, on the other hand, is a social media platform focused on content discovery and engagement, with a strong emphasis on community building. They have a large user base, partnerships with major investors, and a tokenomics model that includes a private sale and vesting schedule. Their main value proposition seems to be driving user engagement and providing a platform for content creators and brands to interact.

Now, looking at the Synergy Evaluation Framework. Let's go through each section step by step.

Starting with A. Revenue/Customer Synergies. Could Boost become a customer of Liquify or vice versa? Well, Liquify helps projects raise funds through token sales. Boost, as a platform with a large user base and

community, might need to raise funds for their own growth, maybe through an ICO or token sale. In that case, Liquify could be a service provider for Boost. Alternatively, if Boost is looking to integrate token sales features into their platform, they might need Liquify's tools. That would be a client relationship.

Channel Expansion: Does Boost provide distribution channels for Liquify? Boost's user base could be a new market for Liquify's services. If Boost refers projects to Liquify for token sales, that's a channel expansion. But Boost's primary role is as a social media platform, not a fundraising intermediary. However, if they have a large community, they might be able to promote Liquify's services to their users. But I'm not sure if that's a direct channel for Liquify's target customers (blockchain projects needing fundraising).

Moving to B. Strategic/Operational Synergies. Technology Integration: Does Boost's tech complement Liquify's? Boost's platform is about content and user engagement, while Liquify's is about token sales and compliance. Not sure if there's a direct tech integration. Maybe Boost could use Liquify's tools for their own token sales, but that's more of a client relationship than tech integration.

Supply Chain/Supplier Relationship: Not sure if applicable here. Shared Infrastructure: Maybe not, since they are different types of platforms.

C. Partnership & Go-To-Market Synergies. Co-Marketing: Both could collaborate on campaigns. For example, Liquify could promote Boost's platform to their clients as a place to engage with communities, and Boost could promote Liquify's services to their users. That might be a co-marketing opportunity. Joint Sales Efforts: If Boost refers projects to Liquify for token sales, that's a joint sales effort. Strategic Alliance: They might not have a common competitor, but both are in the blockchain space, so maybe aligning on certain missions.

D. Knowledge/Resource Synergies. Talent Sharing: Boost has a team with experience in social media and community building, which could be useful for Liquify's marketing. Data Sharing: Boost could provide data on user engagement, which Liquify could use to improve their investor engagement tools.

Now, evaluating each potential synergy.

First, the Client Relationship where Boost uses Liquify's services for their own token sales. Feasibility: Boost is planning a token sale (private sale with TGE in Q1 2025), so they might need Liquify's platform to manage that. Liquify could be a service provider. Feasibility seems moderate to high, as Liquify's services are tailored for such needs. Scalability: If Boost is one of many projects using Liquify, then it's scalable. But if it's just Boost, maybe not. However, if Boost becomes a reference case, it could lead to more clients. Defensibility: If Liquify can secure a partnership with Boost, it could be a strong case study, enhancing their credibility. Alignment with Goals: Liquify's goal is to expand their client base and provide services to blockchain projects. This aligns well. Red Flags: None immediate, but maybe Boost's own token sale might be a competitor if they offer similar services, but that's not the case here.

Another potential synergy is Co-Marketing. Feasibility: Both companies could collaborate on campaigns. Scalability: Moderate, as it depends on mutual promotion efforts. Defensibility: Not as strong as a direct client relationship. Alignment: Helps in brand exposure for both.

Joint Sales Efforts: If Boost refers projects to Liquify, that's a channel expansion. Feasibility: Depends on Boost's willingness to do so. Scalability: Could be scalable if they have a large network. Defensibility: Maybe, but not as strong as a direct partnership.

Now, considering the Red Flags. One-Sided Value: If Boost only benefits by getting Liquify's services without reciprocal benefits, but that's not the case here. High Execution Cost: If integrating services is complex, but since Liquify offers a platform, it's probably straightforward. Strategic Misalignment: If Boost's focus is on social media and not fundraising, but their token sale might require Liquify's help, which is aligned.

Overall, the most relevant synergy is Boost being a client of Liquify for their token sale. This would be a client relationship, with high feasibility, scalability if it sets a precedent, and aligns with Liquify's goals. Red flags are minimal. So the classification would be Strategic Long-Term Play, as it's a potential long-term client that could lead to more opportunities.

**Synergy Analysis for boost with Liquify:**

## 1. Potential Synergy: Liquify as a Service Provider for Boost's Token Sale

\* **Synergy Type:** Client Relationship

\* **Feasibility:** High. Liquify's platform is tailored to manage token sales, compliance, and investor engagement, which aligns with Boost's need to execute its private sale (targeting \$40M FDV) and upcoming TGE in Q1 2025. Integration would involve standard onboarding processes, with minimal technical complexity.

\* **Scalability:** Strategic Long-Term Play. If Liquify successfully serves Boost as a reference case, it could attract other high-profile projects (e.g., Boost's investor partners like Magic Eden, FOMO Ventures) to use Liquify's platform, creating a repeatable growth lever.

\* **Defensibility:** Strong. A partnership with Boost would enhance Liquify's credibility in the blockchain fundraising space, differentiating it from competitors by showcasing a high-impact client with institutional backing.

\* **Alignment with Goals (Liquify):** Directly aligns with Liquify's objective to expand its client base and solidify its position as a go-to platform for token sales. Boost's large user base and strategic partnerships also provide cross-promotion opportunities.

\* **Red Flags:** None identified. The partnership is mutually beneficial, with no evidence of one-sided value or strategic misalignment.

**Overall Synergy Classification:** Strategic Long-Term Play

### Explanation for Introduction:

Liquify should explore partnering with Boost to manage its upcoming token sale, as this would establish Liquify as a trusted service provider for high-profile blockchain projects. Boost's institutional backing and large user base make it an ideal reference case, which could drive long-term growth by attracting similar clients to Liquify's platform.

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