

Website objective:

Present the Academy as the “Duolingo” for learning to become Bankless.

“Learn Crypto Economics with Bankless.”

The two skills the MVP will focus on are:

1) Fundamentals:

What is a wallet?

Public Keys, Private Keys, & Recovery Phrase

Custodial vs Non-custodial wallets

Protect Your Keys & Recovery Phrase

Set up a MetaMask wallet

2) DeFi:

What is DeFi

Skill Cube & Money Verbs

Brief overview of each money verb - lending/borrowing, staking, earning, etc.

Emphasis on removing the middleman

Target Audience Definition:

A crypto-curious user that is stuck in a centralized crypto bank (Coinbase, FTX, Gemini, etc)

Barriers to Entry:

Too many concepts to get their head around! Hot wallet, cold wallet, Centralized vs. Decentralized, Be your own bank, Layer 1, Layer 2, Roll-ups, Exchanges, AMMs, Staking, Bonding, Yield, ETH address, Public Key, Private Key, Seed Phrase, etc!

They're looking for:

Someone to help them understand it all.

A path towards self-sovereignty and real personal banking.

Independence from the centralized institutions.

BRANDED COPY FRAMEWORK

The purpose of this branded copy framework is to establish a process for formulating and creating copy-based narratives that espouse the brand consistently over mediums and time. The success of this framework will depend on its consistent implementation for all products, services, and communiqués.

There are two elements to every copy strategy that can be used to ensure the appropriate level of emotion: the *direction* of the copy and the *tone of voice*. We are helped in this by understanding and working with our brand values.

There are **four brand values**. They are: *Education*, *Integrity*, *Decentralized Governance*, and *Culture*. In order to capture these values across our platform and in all our outward facing communication it is important to have a strategy when writing copy.

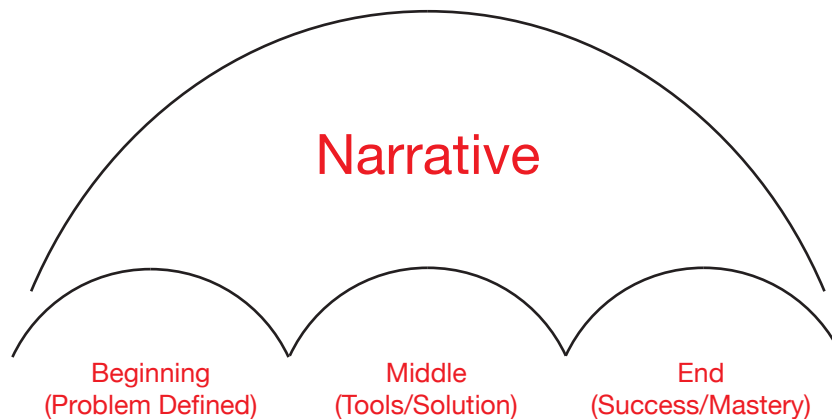
There are a couple of ways we can go with strategy. Both executions will employ the use of archetypes. Archetypes are quite useful in helping manage the “meaning” of a brand to the consumer. It does this by giving insights into the core desires of a brand along with what its goals should be. They also help us

understand what we should consider as “fears,” “traps,” and “gifts” the brand has to offer. These all can be more fully developed at a later date. Our focus for this copy platform is to provide some high-level guidance for the *tone* and *direction* of the copy.

The first strategy is to go with one over-arching archetype. This is a much simpler route due to the nature of focusing on one primary archetype. While simpler, this option is also more limited as will be addressed in the second strategy option.

The second strategy is to use multiple archetypes. This is more complex because of the multiple of archetypes, but it could provide a better framework for the brand down the road as the multiple archetypes will help to embody all four values of the brand in a more sophisticated manner.

STRATEGY ONE: Singular Narrative

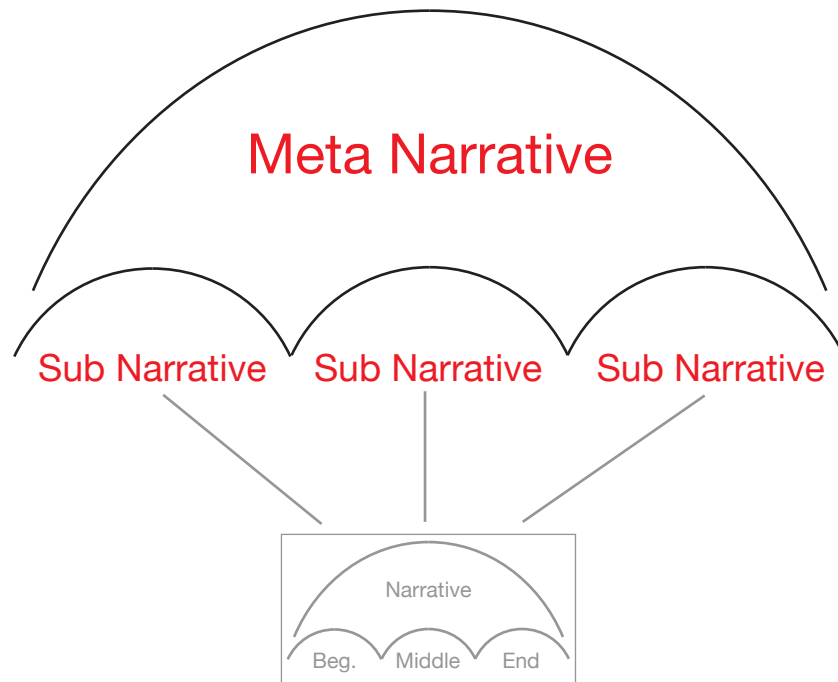


Singular Narrative: Embodies the brand value **Education** (representative archetype: *The Sage*)
All of our consumer focused communiqués are to develop a sense of trustworthiness. We should demonstrate our delight to share information that is accurate, truthful, and objective.

Deployment (how to use): As prefaced above this is the more simple route. Copywriters are to imbue the narrative with the overall quality of *DELIGHT*. This delight should be motivated by joy and gratefulness for being able to share information that leads to a Bankless lifestyle. This delight is also tempered by wisdom. This temperance should show up as “there is more to this, and it will all come together as you continue on this journey.”

Recipe: Delight (joy + gratefulness) tempered with wisdom.

STRATEGY TWO: Meta & Sub Narratives



Meta Narrative: Embodies **Education:** *The Sage*

All of our consumer focused communicates are to develop a sense of trustworthiness. We should demonstrate our delight to share information that is accurate, truthful, and objective.

Sub-narrative A: Embodies **Integrity:** *Sage + Innocent*

This aspect of the brand is recognized for the pursuit of moral uprightness. This is demonstrated via transparency in all actions and causes. There is a strong effort to build and gain trust through open discourse and sharing knowledge and wealth visibly.

Sub-narrative B: Embodies **Decentralization:** *Sage + Citizen*

This aspect of the brand encourages input of thoughts and ideas from all. Speaks inspiringly of decentralization and its benefits. Just as many hands make for lighter work; a plurality of ideas can lead to incredible innovations.

Sub-narrative C: Embodies **Bankless Culture:** *Sage + Rebel*

This aspect of the brand encourages and rewards risk-taking action that feeds into quick and steady learning.

Deployment (how to use): This second strategy is more complex as it combines several narratives into one overarching storyline. In our case we are looking to subordinate three sub narratives (Integrity, Decentralization, and Culture under a meta narrative of Education.

As we stated above in Strategy One, the Meta Narrative is one of taking delight in educating. Remembering that the delight is tempered with the wisdom that our consumers are on a journey and that it will take time for everything they're learning to fall into place. This overarching narrative is supported by the three sub narratives that bring to life the other three Bankless values of Integrity, Decentralization, and Culture.

When deployed skillfully these three sub narratives, combined with the overarching narrative, will bring out the full dimension of the Bankless brand.

Each sub narrative will have to be chosen to represent one aspect of the customer's journey and reinforce the value of the brand. For example:

Possible Recipes:

>>>>>>>>>Meta Narrative >>>>>>>>>
Sub Narrative (A) Integrity
Sub Narrative (B) Decentralization
Sub Narrative (C) Culture

The issue here being something to do with Integrity and how it is worked through with Decentralization and Culture. All captured under the Meta Narrative of the Academy taking delight in being able to help.

Or

>>>>>>>>>Meta Narrative >>>>>>>>>
Sub Narrative (A) Culture
Sub Narrative (B) Decentralization
Sub Narrative (C) Integrity

The issue here being something to do with Culture and how it is worked through with Decentralization and Integrity. All captured under the Meta Narrative of the Academy taking delight in being able to help.

Or

>>>>>>>>>Meta Narrative >>>>>>>>>
Sub Narrative (A) Decentralization
Sub Narrative (B) Culture
Sub Narrative (C) Integrity

Et Cetera.

CLOSING

This framework is meant to provide guidance in how to address our consumers so that they are consistently assured in their "Bankless" journey that they are in the right place at the right time and doing the right things. This is not meant to be a rigid framework that prohibits coloring outside the lines. All good narratives have embellishments, but you often need to master the fundamentals to know where to appropriately embellish. So, to that end, I propose that after we have picked our Strategy we try to stick with the chose framework as closely as possible until we get a good footing in our role as the Academy, and a significant understanding of our consumer with the knowledge that we are truly helping them. Here's to our success!