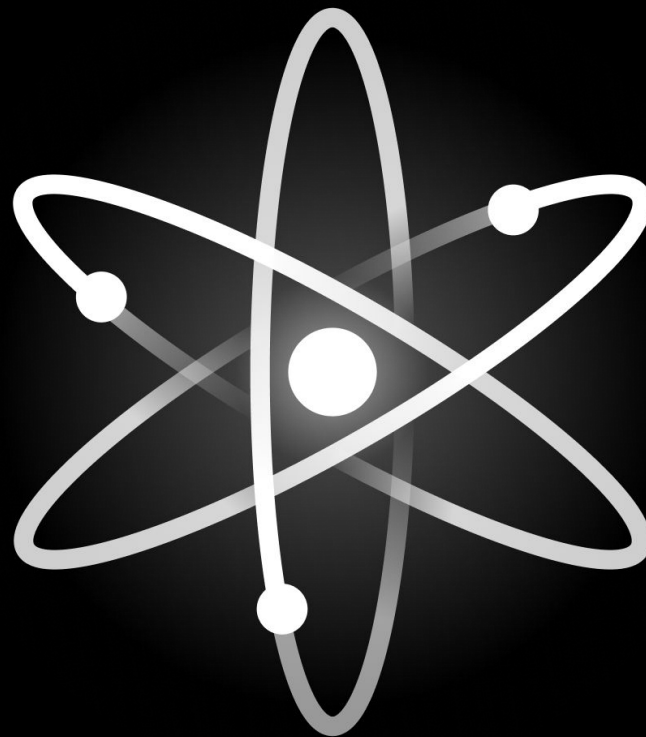




Make ATOM Sexy Again?

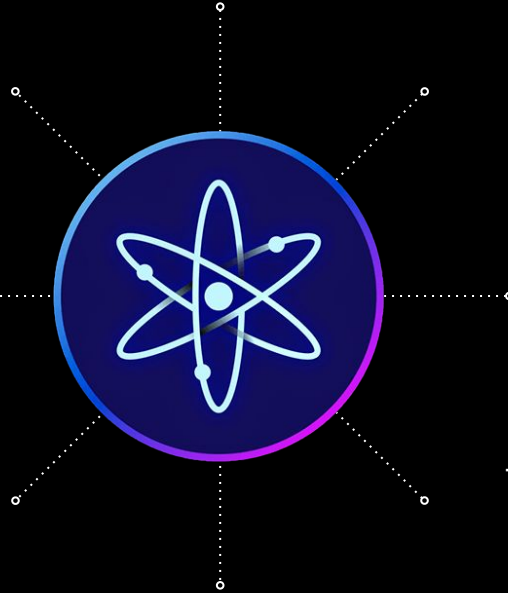
Prepared by: COLDCHAIN



Solana ("fast and cheap")

+

Ethereum ("secure and decentralized")



Polkadot?

+

+

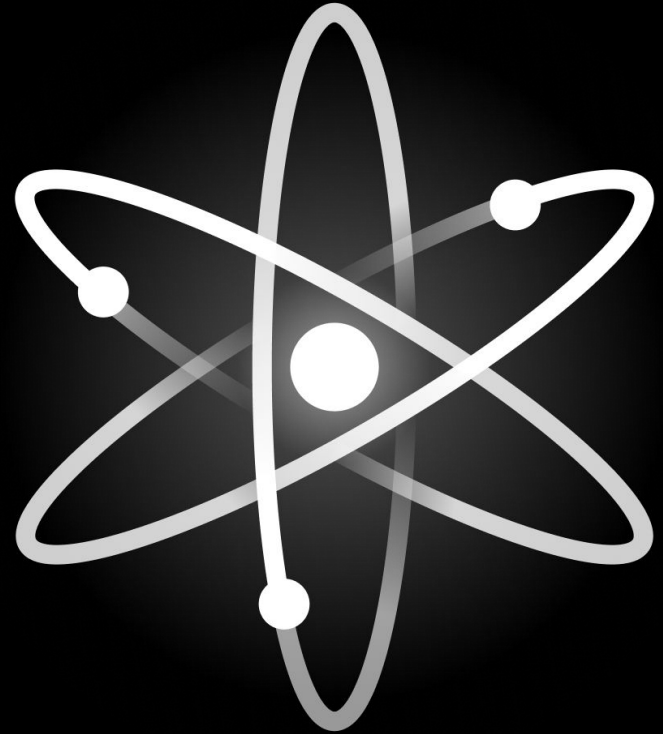
AVAX?

The Power of Narrative

Importance of a clear, compelling narrative



**What's our
value
prop?**





Crafting Cosmos Hub's Identity

+

Sovereignty:

Enabling independent chains with shared security

+

Scalability:

Supporting an ever-growing network of chains

+

Innovation

Fostering a playground for blockchain experimentation

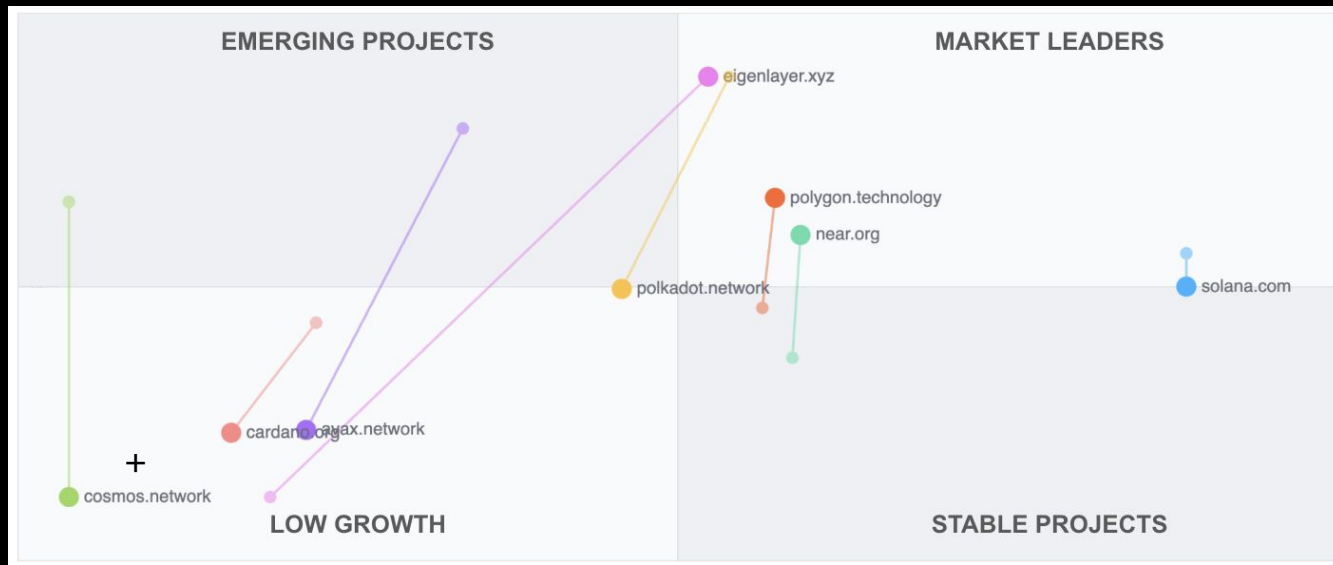
+

?

What is Cosmos' future?
What narratives can we expand and communicate to our audiences.



CURRENT MARKET: COSMOS SLOWS COMPARED TO COMPETITIVE MARKET



Develop Research & Take Learnings from Growing Projects

Competitive analysis can inform positioning, marketing outputs and effective campaigns utilised by projects emerging as market leaders.



DEVELOPERS

**WEB3
PROJECTS**

**VC/
INVESTOR**

END USERS

**ENTERPRISE/
BIZ DM/
WEB2**

Developer-
Focused
Content

Onboard to
Cosmos

Backers

Use Website

Enterprise

Drive Contacts

Utilise Tech
Stack

VC Interest

Interact & View
Socials

Explore Case
Studies

Atom
Accelerator

Join Interchain

Press

Stake \$ATOM

Brand
Awareness

Tech Content

OKRs
of Projects

OKRs
Backers

Retail

MQLs
**Enterprise
Leads**

Hackathons

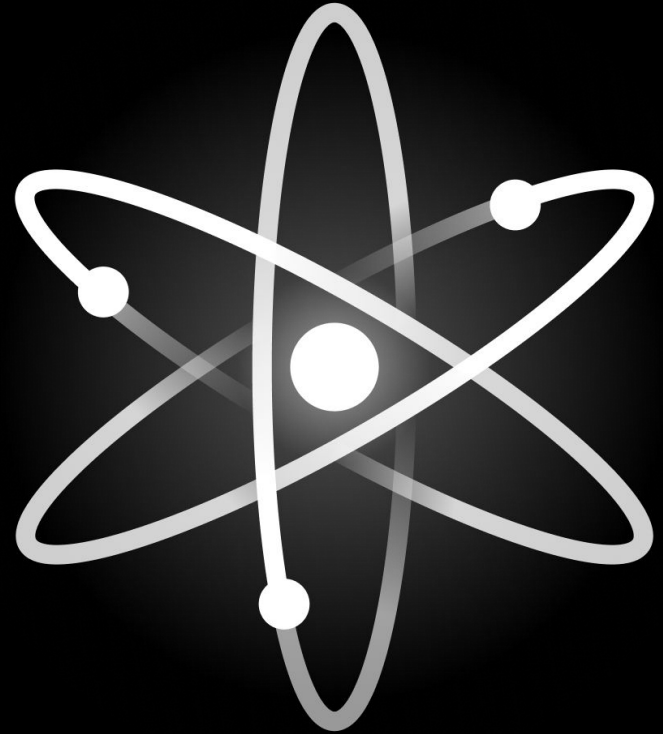
MQLs
Devrel
Growth
Attendees
Academy

OKRs
Use Dapps
Stake ATOM
New Wallets
Tranx

ESTABLISH CORE PERSONAS



**What
marketing
activities
should we do?**



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