



**Minty Solutions**

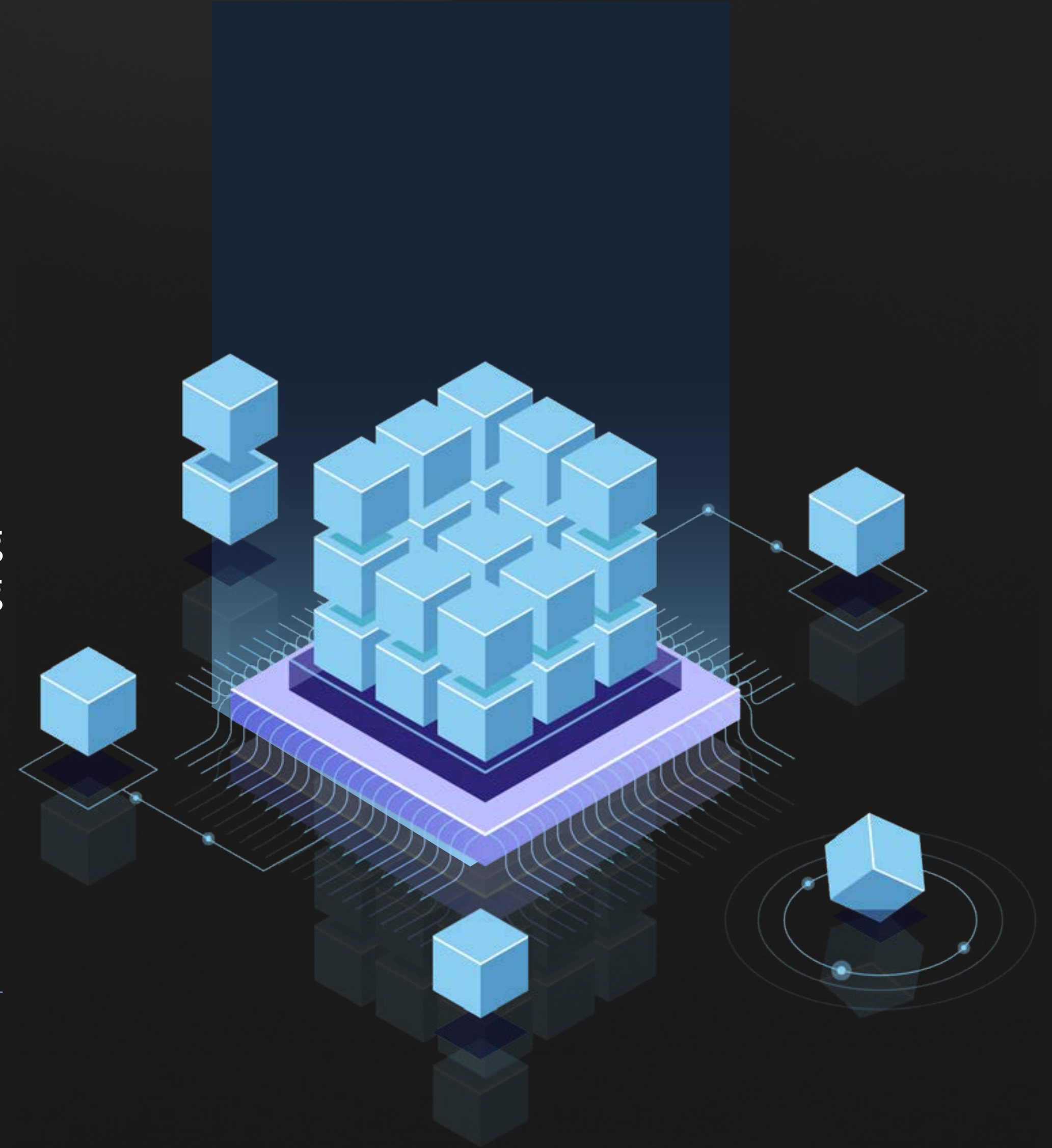
# Vision and Value

As we move into a world where blockchain-based technologies and projects, such as NFT projects and cryptocurrencies, are becoming exponentially more prominent, there is a growing demand for marketing firms specialised in this space.

Minty Marketing Solutions LTD. offers an all-in-one marketing solution, for a primarily NFT/Cryptocurrency-based client-base at an extremely competitive price with full package flexibility.

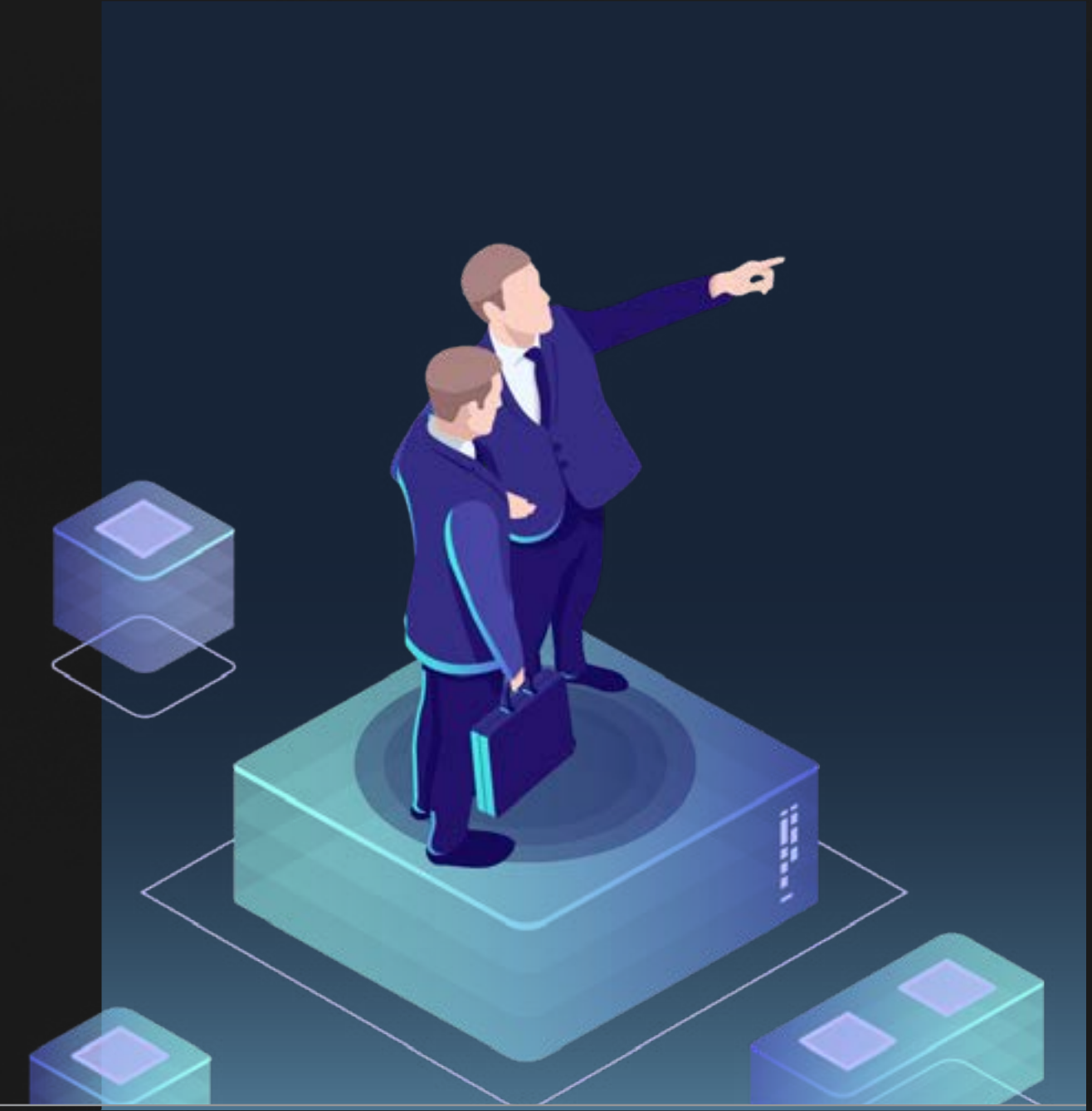
We are the first firm in the to offer an all-inclusive marketing team with years of experience in the space spanning across the globe.

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# The Problem

As blockchain-based projects have increased in prevalence, the market for marketing firms (*yes, we see the irony*) has become saturated with firms that:



## A ● | Operate Unregistered

Unregistered marketing firms in the blockchain space have taken over much of the marketing space. As a registered firm in the UK, our information is entirely public and we are completely transparent.

## C ● | Do not cater to your needs

Marketing firms typically offer packages that do not cover all bases. As opposed to approaching a dozen freelancers or attempting to assemble a team from scratch, we offer an all-in-one service that includes your own personal and highly qualified team.

## B ● | Hire Untrained Staff

The increasing demand for marketing firms that specialize in blockchain projects has catalyzed an increase in firms that hire inexperienced and unqualified staff to manage projects in a very specific niche.

## D ● | Do not offer reasonable pricing plans

Packages currently offered in the space tend to be extremely financially restrictive; a large barrier to entry for many NFT/Blockchain startups. Our standard package includes 11 employees personally assigned to your project at a price-point that is unbeatable...

# Competition

## Comparison between Minty Marketing Solutions LTD. and Competitors

The graphic to the right shows a summary comparison between the standard packages offered by competing marketing firms (as of 15/04/2022).

SERVICES	Minty Solutions	Benco Services	NinjaPromo	CrowdCreate
Instagram Management Team	✓	✓	✓	✓
Graphic Design Team	✓	✓	✓	✗
Twitter Management Team	✓	✓	✗	✓
Reddit Management Team	✓	✓	✗	✗
Event Management Team	✓	✓	✗	✓
Discord Managers	✓	✓	✗	✗
Discord Moderators	✓	✓	✗	✗
Copy Writers	✓	✗	✓	✓
Video Content Team	✓	✗	✓	✗
Influencer Networking Managers	✓	✗	✗	✓
PR Managers and Press Releases	✓	✗	✗	✓
Data Engineering	✓	✗	✗	✗
Full Stack Web Developers	✓	✗	✗	✗
Full Stack Web3/Blockchain Developers	✓	✗	✗	✗

# Core Team

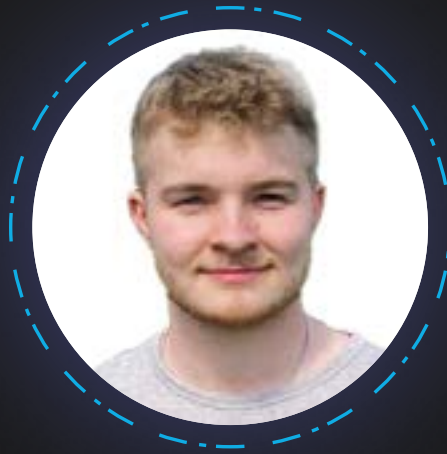
The members of our core team each lead individual teams of five or more industry professionals.



**Adam N.**  
CEO

University of Toronto - Financial  
Economics & Cognitive Science

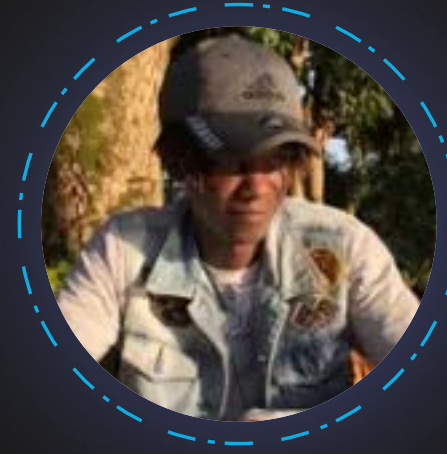
Prev: SteelSeries, Joshua Weissman,  
Lil Durk (OTF), Kid Travis, Jack  
Denmo



**Thomas W.**  
COO

Lancaster University - Business  
Management (Specialising in Startup  
Entrepreneurship)

Prev. Cutting-edge work in real-  
estate tokenisation, NFT projects  
(incl. staking, fractionalisation, and  
crowdfunding)



**Chris D.**  
Head of Development



**Ivanna C.**  
Head of Sales



**Nikola P.**  
Head of Graphic Design



**Lisa W.**  
Head of Social Media Management

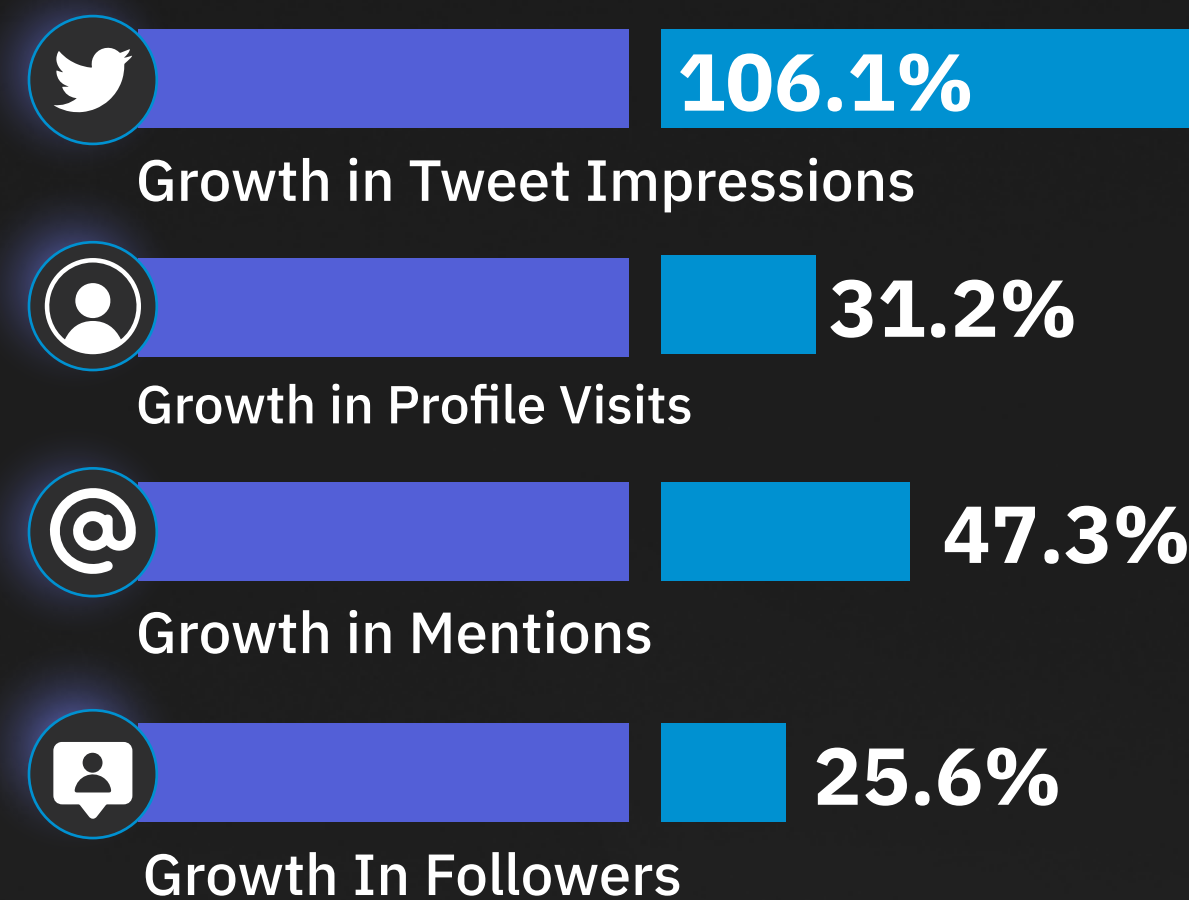


**Ivan S.**  
Head of Video Production and  
Motion Graphic Design

# Case Studies

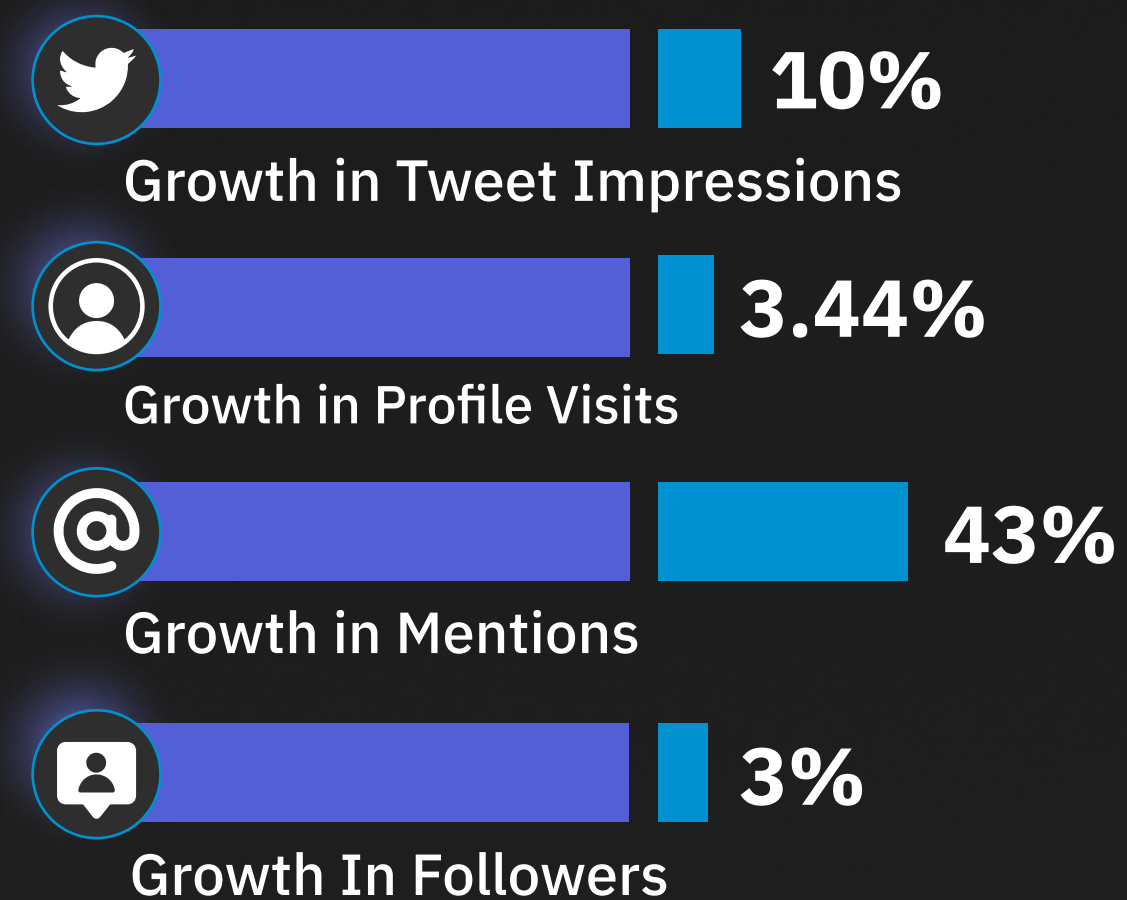
## Vending Machine NFT

VMNFT's goal is to change the narrative in NFT space from just a profile picture, to beneficial utilities varying from mint rewards, secondary sales distributions, frequent Airdrops and collaborations exclusive to VMNFT holders.



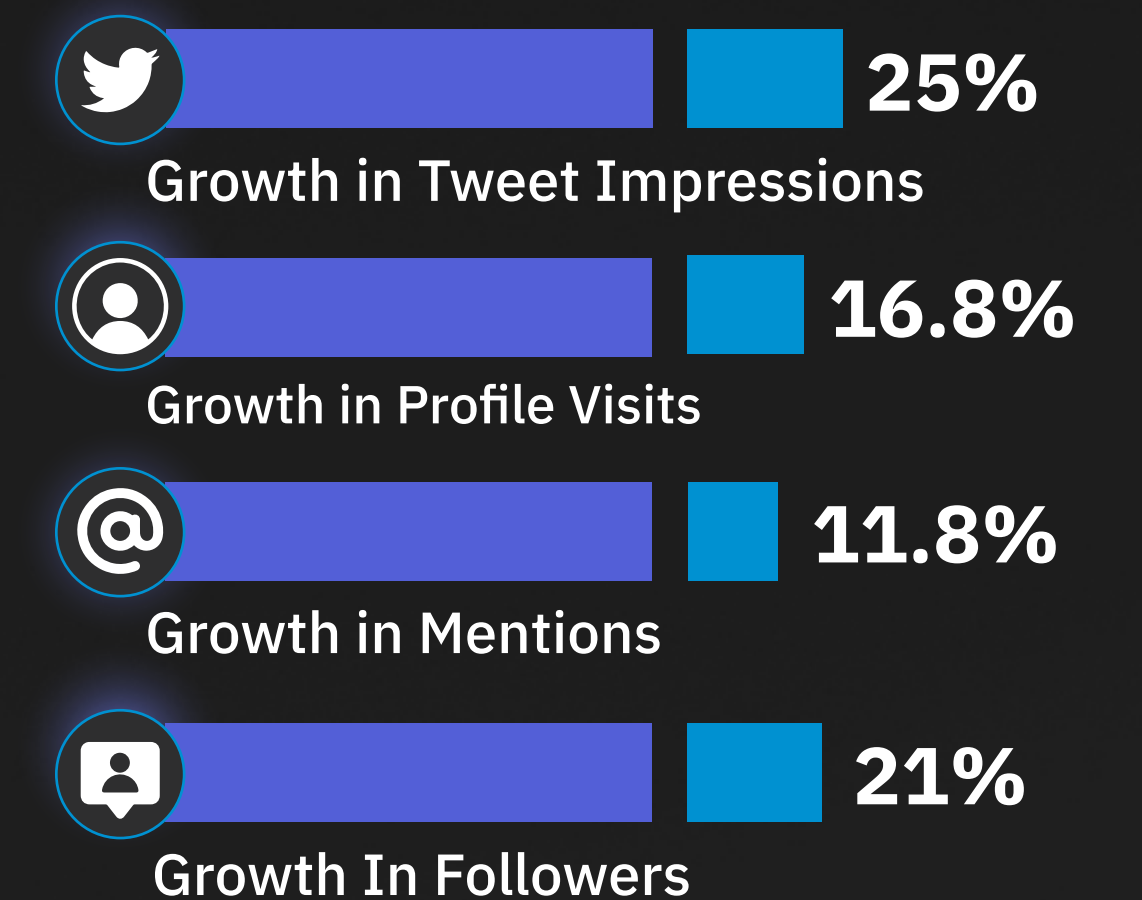
## Puzzle Prize NFT

Puzzle Prize NFT is a collection of 5040 puzzle pieces, some of which correspond to a specific prize (varying quantities of ETH cash prizes). The prize amount is attached to the prize puzzle piece, and randomly be selected for one of the set amounts.

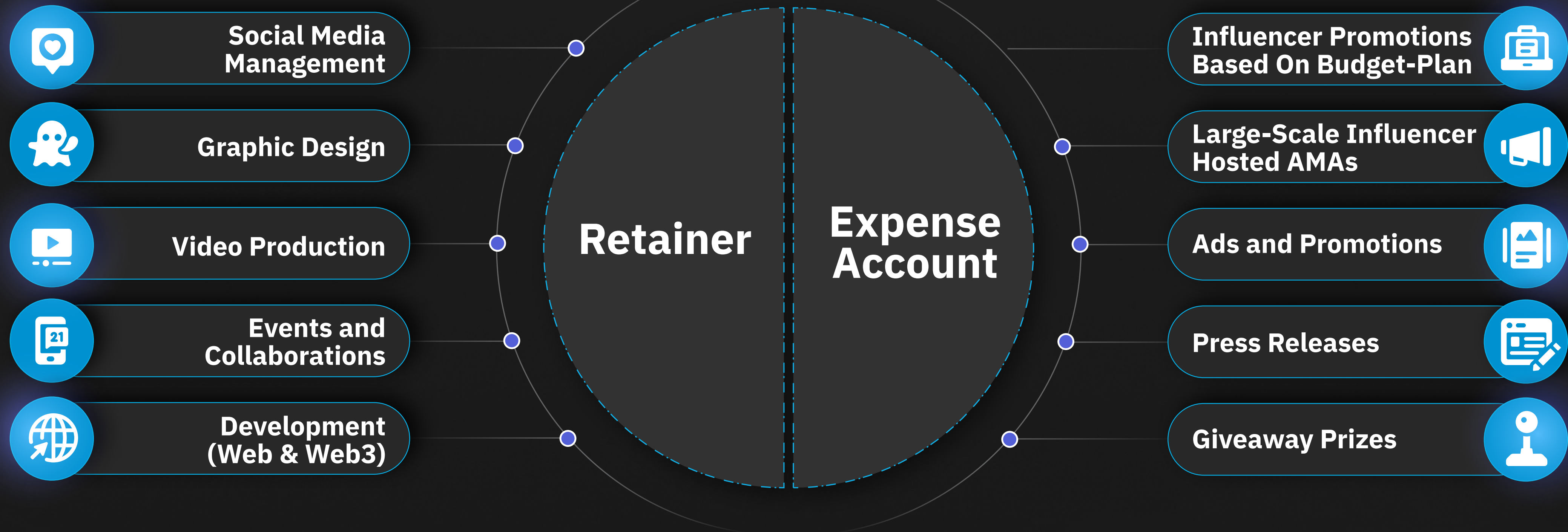


## Space Dudes

Space Dudes is a collection of 10,000 randomly generated and unique NFTs on the Ethereum Blockchain. Every Month Space Dudes Holders will be airdropped curated collaborations with artists within the NFT community.



# Use of Funds



# FAQ

**This all sounds great, but can we pay you a percentage of mint instead of the retainer?**

Unfortunately, we do not partake in sale-contingent arrangements.

**We want to employ your services, but we don't require all the services you offer on your set plans. Can we customise the packages/only select certain services?**

Yes, absolutely. Our packages are fully customisable, and services can be swapped (with limited exceptions). To learn more, feel free to schedule a call at <https://mintysolutions.com/schedule>

**What will you need from us to move forward if we take your service?**

In order to move forward, we would send you an onboarding sheet that contains all the relevant details to be filled out by your team in order for our team to proceed (e.g. graphical assets, social media logins, previous marketing strategy, post scheduling, events, etc.)



## **What will 'X' budget produce in terms of ROI/growth?**

Providing growth estimates based on a single number is unrealistic and historically ineffective. We've seen projects with higher budgets outperform those with low budgets, but also vice-versa. Ultimately, there are too many factors involved to accurately predict how a project might perform.

That said, our job is to generate exposure and provide brand awareness, management of social media (including hashtag research, follower analysis, etc.), and organic growth (especially that over Discord, a growing hub for blockchain-based projects), in order to catalyse community engagement and subsequent investment.

## **What influencers/social-media contacts does the Minty Team have?**

Over time, the Minty team has accumulated a plethora of influencers and outlets that we use to carefully and strategically construct a budget-plan for use over the monthly cycle. These influencers and outlets span over 60 million users in reach.

## **Will the staff members assigned to my project be available 24/7?**

The team assigned to your project will be normally be available during the day in their respective timezones, from Monday to Friday. In cases where minting occurs on a weekend, the relevant members of your team will be made available.

## **What happens if there is part of the budget left at the end of the month?**

Whatever has not been used to fund campaigns will be refunded to you in its entirety. We do not take a percentage of the campaign budget.