

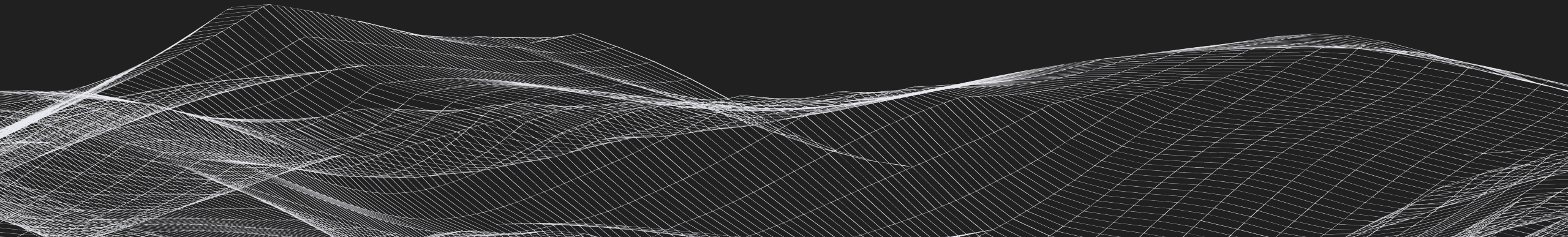
ARCANUM

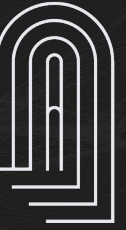


VENTURES

Navigating the Current Landscape

Fundamentals for Web3 Founders





What is Arcanum?

Arcanum Ventures is a blockchain advisory service, venture capital investment firm, and digital asset authority.



Carmelo Giuliano



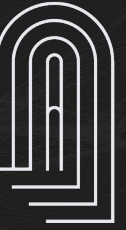
Sasha Asheghi



Evolution in the Web3 Startup Space

There are many lessons learned in a down-market...

- Losses are humbling and educational
- Future direction towards risk management
- Shifts in behavior towards traditional tech-startup
 - Responsible valuations
 - Conservative budgets
 - Resourceful teams
 - Focus on finances and strategy



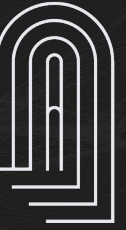
What We Look for When Assessing Companies

- Our investment philosophy
- Several categories we consider:
 1. Founding Team & Experience
 2. Business Model Viability
 3. Token Design & Economics
 4. Marketing & Community



1. Founding Team & Experience

- Strong traditional industry experience?
- Is the experience you are publicizing relevant?
- Do you have the personnel you need to launch a company?
- Do you lack advisors that know how to navigate the Web3 space?



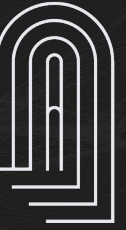
2. Business Model Viability

- Addressing existing gaps
- Competitive advantages
- Revenue stream quality and context
- Business development strategy
- Forecasting and treasury management



3. Token Design and Economics

- Token utilities and context for the ecosystem
- Value transition from revenue and accountability
- Investors and Founder balance



4. Marketing & Community

- Why community matters
- Lack of creativity in Web3 marketing
- Marketing to different segments of your audience
- Traditional Marketing vs. Web3 Marketing

A white wireframe graphic on a black background, consisting of a grid of lines that forms a wavy, undulating shape resembling a landscape or a series of hills. The lines are thin and create a sense of depth and movement.

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