Network Steward: PKT Marketing Strategy & Plan

CANDIDACY PKT WALLET ADDRESS: pkt1qnm94ypvfvjwe0mnk9z356m7waa7jtpzvkm4fhy

My name is Masha Prusso. I work with Brock Pierce's Percival.vc and assist portfolio companies with marketing and PR strategies. Brock Pierce is a significant investor in PKT as well.

My background is in marketing and business development, working professionally in the blockchain space since 2017. I co-founded Crypto PR Lab, and Story VC, and currently advise numerous blockchain projects. I was previously Head of PR and marketing lead for Polygon, then an executive at Waves, a layer 1 blockchain that raised 36,000 bitcoin at 2016 ICO. With 3 years of career in wealth management at UBS and HSBC banks, I am also a qualified attorney who studied at UC Berkeley and Sorbonne in Paris.

My partners are Keenan Olsen and Kurt Ivy. Our full bios are at the bottom of this document.

Keenan Olsen. Keenan's background is as a marketing executive at Chainlink for over 5 years, beginning as employee number 12 in 2019. He worked as Head of Community to Head of Developer Marketing roles, building Chainlink Twitter from 20K to 1.1M organic followers. He has marketing skills combined with technical understanding which helps craft communications that both build community and attract new users.

Kurt Ivy. Kurt specializes in Web3 communications and research and development. He was the CMO at SHOPX, a bridge between Web3 and e-commerce. The project coin launched up to $4, doing 350x for most of the investors. Kurt's communication skills and experience align very well with PKT, especially given the new connection between PKT Network, cjdns, and e-commerce (using the IPv6 web URL as a PKT payment address).

I am putting forth a proposal to become the Network Steward for a renewable period of 4 weeks. During this time, my team and I will deploy the below strategy to help PKT gain attention and visibility from KOLs, investors, through public relations, and from the general crypto world.

Overview

With a mainnet launch in 2019, PKT is a decentralized physical infrastructure (DePIN) ecosystem supporting open internet access and e-commerce.

PKT is the world's first bandwidth-hard proof-of-work blockchain. **PKT Cash** is a coin that is created when mining the PKT blockchain using internet bandwidth.

The **PKT Network** leverages the open-source mesh networking protocol called **cjdns** to optimize traffic routing. PKT Network allows people to use an IPv6 web URL as a PKT payment address. This enables scalable e-commerce opportunities within the ecosystem using these payment rails.

Observations

PR:

- Strengths: PKT secured coverage in relevant tech and crypto publications.
- Weaknesses: Limited mainstream media presence, lack of high-profile partnerships. Technical jargon might overwhelm newcomers. The project can benefit from more visual storytelling including more images, infographics, and video.
- Improvement suggestions: Pitch compelling stories to broader media outlets, collaborate with influencers and industry leaders, and participate in relevant podcasts, AMAs, and partnerships. Simplify technical explanations and add interactive elements like video demos and testimonials.

Social Media:

- Strengths: Active presence on Twitter and Telegram, engaging with the community. Posts regularly and reposts relevant posts.
- Weaknesses: Inconsistent posting schedule, content primarily technical, limited reach beyond core audience.
- Improvement suggestions: Diversify content formats with infographics, memes, educational videos, and user-generated content to highlight the DePIN narrative. Utilize social media scheduling tools for consistency, and target broader audiences with relevant hashtags and paid campaigns. Take advantage of Twitter Spaces as an opportunity to drive engagement to the most recent posts.

Discord:

- Strengths: Over 5k members is even higher than Twitter followers.
- Weaknesses: Couldn't verify right away, mods were slow to respond, and activity is much too low for over 5k members.
- Improvement suggestions: Have at least one active, engaging mod at all times. Have them ask questions and try to promote daily activity so that newcomers don't see the sent message date timestamps rapidly descending.

Recommendations

Social Media and Community Building

Tasks:

- **Twitter and Telegram:**
    - Work with the team to develop a consistent posting schedule, utilizing social media scheduling tools to ensure regular engagement.
    - Diversify content formats to include infographics, memes, educational videos, and user-generated content, making technical information more accessible and engaging.
    - Expand reach beyond the core audience by leveraging relevant hashtags, initiating paid campaigns, and engaging in trending conversations.

- **Leverage Twitter Spaces:**
    - Regularly host and co-host Twitter Spaces sessions with other projects, focusing on topics relevant to PKT and the broader community. Use these sessions to drive engagement and direct followers to the most recent posts and updates.

- **Boost Discord:**
    - Address the low activity issue in the Discord community of over 5k members by appointing additional active moderators.
    - Implement daily interactive activities, such as Q&A sessions, polls, or discussions, led by moderators to foster continuous engagement.
    - Introduce a structured onboarding process for new members to ensure they are quickly integrated and engaged in the community.

KPIs:

- **Twitter and Telegram Engagement:**
    - Achieve a 20% increase in engagement rates (likes, comments, shares) per quarter (adjusted based on duration of engagement).
    - Grow the follower base by 15% per quarter through diversified content and strategic outreach (adjusted based on duration of engagement).

- **Twitter Spaces:**
    - Within the current bi-weekly Twitter Spaces, aim to increase participation by 20% engagement per session.

- **Discord:**
    - Increase daily active users on Discord by 30% within the first quarter (adjusted based on duration of engagement).
    - Enhance response time and interaction quality.

Content and PR Campaigns

Tasks:

- **Content Development:**
    - Focus on creating informative and accessible content that demystifies the technical aspects of the project and focused on where PKT fits into the DePIN narrative. This will include a mix of blog posts, infographics, and videos.

    - Ensure regular updates across digital platforms with engaging content that highlights features, benefits, and user experiences.

- **Content Creation**

- **Build a website on PKT Network**: This is one of the best funnels for PKT. This gets people in the door and using the network in a meaningful way. We will create easy guides to do this, and to highlight the benefits use PKT rather than traditional hosting and payment processor services.

- **Docs**: We will review all the articles that are written, but also need very simple "what this is and why you need it" articles and docs. These articles will focus on getting people in the door and target user profiles. Focus on: catching both the average person's attention, and target web hosts and crypto developers.

- **Case Studies**: Video case studies could be something interesting and new. Customer profiles again, this time in video form.

- **Learn to Mine PKT Funnel**: Potentially use the mining leader boards to create a tiered rewards system based on certain milestones (ideally excluding pools with large mining capabilities). Focus is to bring in new miners. Maybe a way to highlight top miners in discord with milestones and an avatar that can be earned.

- **Public Relations Strategy:**
  - Publish the existing articles on relevant media with call to action (follow us on Twitter, buy PKT on MEXC) and links to the website.

  - Craft a PR strategy to gain coverage in both specialized and mainstream media. This involves preparing compelling narratives that underline the unique position and potential impact of the project in the market.

  - Engage with industry influencers and leaders to boost visibility and credibility. Actively participate in key conferences and events to network and promote the PKT project's vision.

Examples of press articles we have published before:
https://docs.google.com/document/d/1CgQCfYBq9BjXCVPwQKgH2glhwuEWsjNv3_6oPUjgCpA/edit

- **Key Thought Leadership:**
  - Promote PKT community members as thought leaders in the decentralized internet space through thought leadership articles, interviews, and podcast appearances.

Influencer and Podcast Strategy

We will reach out to and activate influencers and KOLs across Twitter, Instagram, YouTube, Telegram, and WhaleGroups to create content, promote PKT and build awareness for the

project and trading on exchanges. We will allocate the budget described in the Summary section towards these efforts. We intend to activate at least 2 influencers per week, however, the budget may be accumulated across two weeks to target a higher budget amount.

We will reach out to the best industry podcasts to feature PKT community members (organic or discounted price). Podcasts like CryptoCoinShow, Ivan on Tech, Crypto Avances, Wild West Crypto Podcast, BadCryptoPodcast, Pomp, Bankless, Coindesk Money Reimagined, Breakdown, Unchained, Defiant. We will target organic opportunities, but may also allocate budget or PKT to secure opportunities.

Alpha and Whale Investor Group Promotion

We have access to the groups below. We will inform group members one by one and in groups (who are, in the majority, our friends) about the project and drive interest in PKT. Joining Twitter Spaces or AMAs with PKT by Whale group members will be suggested and explored as an opportunity, where it is possible.

WhatsApp:

Crypto-New Ventures
Crypto Art Basel
Tulum Crypto Club
FJS/BTC-Crypto
Cool People Davos (tech WEF)
Davos Friends
FJS/Davos St Moritz
A0K1VERSE: Alpha Team
Seed Round
Blockchain Summit
Blockchain and AI
Hive Blockchain Group

Telegram:

PussyRiot WEB3 WORLD
Animus Lounge
MoonClub
Bored Ape Yacht Club
NFT Miami
Jpeg Morgan
NFT Deal club
CryptoDaku Robinhooders
Miami NFT, Investor groups (7 of them with over 4000 members)
Whales chat (30 members)
Apocalypse bunker SPV (20 people, private chat with the CEO of Blocktower, CEO of Valhalla Ventures, etc)
Web3 Austin (2k members)
Web3 Denver (4k members)
Web3 NYC (2.7k members)
Miami Bitcoin & other things Forever (2k members)
Web3 Miami | DAO Chat (1.3k)
Crypto Mondays (Puerto Rico)
100x Club
UnDavos WEF
DNA Fund Community
Venture Capital Community
ICO Ratings and Reviews
Allocations
Blockchain/DeFi/Crypto Giants
Voice of Blockchain
Blockstreet Institutional Miami
Web3 Mrkt and BD (Friends investors group of Polygon executives)

Polygon Investor Network
Hashed Tea KBW
EthDenver
NFT NYC Shenanigans
BUIDL Asia Wee

Signal:

Jake's Burkham Miami Community (Private Investors group of CoinFund's general partner)
Crypto Giants (Puerto Rico Investors)
Crypto TA Investors (Puerto Rico investors)
Evan Luthra's "invite only" Whales Crypto and NFT groups
Polygon, Graph, Avalanche, Mantle Venture Networks "invite only" groups.

KOL and partner Introductions:

Introductions to key partners and investors. Here is a list of *some, not all*, close contacts and partners with whom we have personal and business relationships. We guarantee a minimum of 20 high quality introductions a month to Podcasts, KOLs and other relevant partners.

GDA Capital
Jump Trading
Gemini
Fenbushi
Abra
FBG
GBIC
ADKI Ventures
Charles Hoskinson's Fund
LedgerPrime
Firelabs
Kava Labs
Waves Financial
Acrew Capital
True Global Ventures
Acrew Capital
ROK Capital
Metanova Capital
Cloud9
ACTAI
Pantera
A16Z
A195 Capital
Polygon Ventures
XBTO Humla Ventures
Consensys Mesh
Blockexchange
Peer VC
Coinfund
Blocktower
Angel Investor
Gumi VC
Struck VC
Youbi Capital
MoonPay Ventures
Shima
Misfits
TimeLock Ventures
10XCapital
Cryptan
General Catalyst
Breed VC
Jai Prasad
Horizon
Costonoa Ventures
Round13 Capital
Perceptive Capital
Electric Capital
Tokentus
Marshland Capital
Outlier Ventures
Bankless VC

Master Ventures
Republic
Coach K
Evan Luthra
Polygon Ventures
Victoria Asset management
Dual Worlds
Coral Capita

Summary

Our proposal is broken down by weeks and momths. We have budgeted the price of PKT at $0.0035, since that is close to where liquidity is located. If price increases, we will allocate the additional funds into our weekly influencer and podcast budgets.

Network Steward Use of Funds:
1.6m PKT x 4 weeks = 6.4m PKT @ $0.0035 = $22,400 per month

Team Budget:
(includes Social Media, Community Building,
Content PR Campaigns, Alpha & Whale Group Promotion costs):

Total: $15,000/month ($3,750 per week)

Influencers/Podcasts Budget:

Total: $7,400/month ($1,850 per week)

Grand Total:

$22,400 per month

KPIs:

- **Content Creation:**
  - Create content experiences around the following themes: Build a website on PKT Network, Case Studies, and Learn to Mine PKT Funnel, helping bring new people into the PKT project.

- **Media Engagements:**
  - 2 podcast appearances per month for project representatives.
  - 3 published thought leadership/promotional articles per month in respected and relevant publications.

- **KOLs & Podcasts:**
  - We guarantee a minimum of 20 high quality introductions a month to Podcasts, KOLs and other relevant partners.

- **Influencers:**

- We will target at least 2 influencer campaigns, or podcasts, per week using the budget. The budget may be accumulated across two weeks to target a higher influencer/podcast budget amount for a given week.

Bios of C-level Team Members:

Masha Prusso, Partner

Masha Prusso is a Web3 marketing and PR professional, full time in the blockchain space and fintech since 2017.

- Portfolio Growth at Percival.vc, family office of Brock Pierce, 2023-present.
- Marketing, PR, events and BD at Waves, 2022
- Marketing, events and BD for Polygon, 2021-2022, raised from Sharktank Kevin O'Leary, for the 2022, $500M round.
- Co-Founder at Crypto PR Labs: PR, marketing, bizdev, events work + advisory for over 80 web3 and tech startups. Some of them: Ankr, CasperLabs, Marlin Protocol, Heroes, Animal Concerts, Charged particles, Metamall, RocketVault, Deeper Network, CoinSwap, Liti Capital, ShopX, Coinspaid, Blockcities, Plasma.Finance. 2018-2022.
- Organized 50+ Web3 side events, 50-1500 attendees. 2018-2023.
- Partner at StoryVC, invested in 40 blockchain and NFT startups. Story VC is an entity investing in blockchain startups and helping to boost their growth with PR and marketing.

Some of the projects in my portfolio:
- Splyt
- Deeper Network
- RocketVault
- Casperlabs
- PlasmaFinance
- Charged Particles
- Heroes

Other History:
- Co-Founded Defy Trends, data analytics startup for crypto traders, lead marketing, raised $2M, now advisor, 2021-2023
- UBS, HSBC wealth management marketing, Zurich, 2014-2017.
- UC Berkeley LLM, Sorbonne, licensed attorney.

Masha's articles in Web3 and tech:
- https://cointelegraph.com/authors/masha-prusso
- https://www.entrepreneur.com/author/masha-prusso
- https://coinmarketcap.com/alexandria/author/masha-prusso
- https://thedefiant.io/author/masha-prusso/

Press about Masha's work in crypto:

- https://gritdaily.com/masha-prusso-masha-prusakova/
- https://www.forbes.com/sites/katieelizabeth1/2018/06/26/crypto-is-booming-where-are-the-women/#17c9f74b1a3f
- https://bitcoin.com.au/crypto-pr-lab-powerhouse-founders-alexandra-karpova-and-masha-prusakova/
- https://innotechtoday.com/maria-prusakova

Keenan Olsen, Partner

8 years of specialized experience in cryptocurrency, Web3, and artificial intelligence. As one of the pioneering members of **Chainlink Labs**, employee 12, Keenan has played a pivotal role in the company's growth over the last 5 years, from Head of Community to Head of Developer Marketing roles, building **Chainlink Twitter from 20K to 1.1M organic followers**. His strategic foresight, ecosystem marketing skills and deep technical expertise have been instrumental to build developer and crypto communities.

His collaborative ventures extend across some of the most influential companies in the Web3 space, including The Graph, Polygon, and others where he has contributed to launching their enthusiast and developer communities.

Kurt Ivy, Partner

Professional writer with years of experience with whitepapers (SHOPX, YellowHeart, Purple Finance), press releases, thought leadership articles, blogs, written interviews, educational content, and more. He has bylines in ten publications including Entrepreneur, Cointelegraph, Apple News, and the Defiant. Kurt has worked with and/or helped with over 20 projects including GAMERSE, Ankr, and Animal Concerts.

Relevant Experience:

Former Head of PR, CMO, and on the founding team of SHOPX.

Previously known as Splyt, SHOPX raised $2.75M before launch and saw a token launch of 350x in value.

SHOPX is a Web3 e-commerce platform aiming to bridge the blockchain to real-world assets

Kurt has written extensively on the topics of inventory and supply chain management and how they can connect to Web3, e-commerce problems and how the blockchain solves them, and other topics around Web3 and e-commerce. Many of these articles can be found on Medium.

SHOPX has worked with streetwear brands such as Mag Park and Fox's *The Masked Singer* and the new Dan Harmon show *Krapopolis.*

Portfolio: Kurt Ivy Portfolio

Rebecca Henthorne, Graphic Designer

Portfolio: https://becca.space/portfolio

Clients and Testimonials

Fabio Wehb Ferrari, Public Relations Manager at Ankr.com:

"Your professionalism, responsiveness, and commitment to our success were greatly appreciated. We are very satisfied with the results of your work and would highly recommend your services to others seeking effective PR solutions."

Clifford Sarkin, COO at CasperLabs:

"The team stands out from other public relations experts in our field because there are few Public Relations firms that simultaneously

possess their level of expertise in blockchain, public relations, community building, and financial technology (FinTech) and the extraordinary network of leading experts in tech.”