

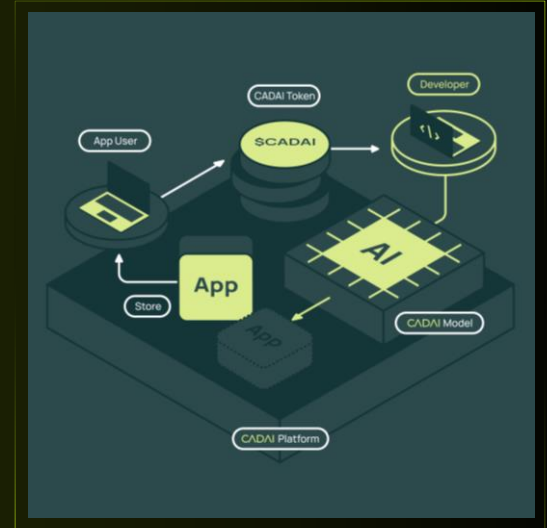
The logo for CADAICO, featuring the word "CADAICO" in a white, sans-serif font. The letter "A" is stylized with a yellow-to-orange gradient. The logo is set against a dark green background with a subtle grid pattern.

# CADAICO

CADAICO is transforming engineering workflows with an AI assistant for CAD engineers. We helped structure and execute their token presale, raising more than USD 700,000 across sale rounds, driving over 1,000 percent post-listing performance, and securing 20+ strategic collaborations and listings with ecosystem partners.

## Background

CADAICO (Cadai.co) is a software company building an AI assistant for CAD engineers. To support product development and launch, the team chose to integrate a native CADAI token for fundraising and community alignment. They engaged Web3 Factory to prepare the project for launch, with the goal of entering public markets with a clear story, an engaged community, and strong demand for the CADAI token.



## Strategy & Execution

We designed a launch strategy focused on organic community growth, member retention, and a gradual build-up of anticipation ahead of the CADA token launch. Community initiatives were coordinated with marketing campaigns that intensified around listing to maximise momentum.

1

Optimised CADAICO's narrative and messaging to create a clear, investor-ready story and a strong foundation for future content and campaigns

2

Implemented community-led growth initiatives, including the CADAICO Ambassador Program and Gleam campaigns, to deepen engagement and reward early supporters

3

Orchestrated the token launch campaign around the Uniswap listing, including countdown content and step-by-step guides for claiming and purchasing CADA across all channels

4

Ran targeted content creator campaigns focused on German-speaking markets, creating a strong market presence that drove community growth and token demand

## Results: Primary Outcomes

**USD 700,000+**

was raised across two token sale rounds.

**1,000 percent+**

post-listing market cap increase was achieved at peak.

**Engaged early community**

built across X and Telegram, with strong participation in presale and launch campaigns.

### Context note

Following the initial token launch, CADAICO adapted its product strategy in response to market conditions, shifting focus from the original “appliance assistant” towards a web-based design tool powered by CADAI.

## Selected Outtakes



**Pedram Shahid**  
*Founder and CEO*  
*Cadaico*

“The Web3 Factory team have been incredible throughout the entire process and are highly professional – which can be hard to find in the space. We have extended our collaboration beyond the original engagement.”





**Moritz Schwarzmann**

*Co-Founder & Head of Growth*

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