



EB1

EB1 is a crypto-native fintech creating a smart payment and card ecosystem. From day one, we supported its positioning, investor-ready tokenomics, and community growth across X and Telegram. Our collaboration helped secure over USD 1.2M in presale commitments from syndicates, whales, and family offices.

Background

EB1 approached Web3 Factory to get support in launching a crypto-native fintech product. They asked us to help position EB1 in the market, build a strong and credible brand presence, and support both fundraising and go-to-market efforts.

A key challenge was designing a company that could stand alone as a fintech business, while integrating Web3 elements only where they truly added value.



The EB1 and Web3 Factory team meeting investors at China Club Berlin.

Strategy & Execution

EB1 was a high-conviction engagement built around a strong team, clear goals, and a long-term vision. We started by defining a 12-month roadmap covering consulting, tokenomics documentation, community building, and marketing. Our approach focused on long-term strategic partnership, combining practical guidance with hands-on execution to drive sustainable growth.

1

Honed EB1's project identity and positioning, including value proposition, business model, and competitive landscape, creating a clear strategic foundation for all documentation and communication

2

Developed investor-ready tokenomics, with detailed internal documentation and an optimized public excerpt used across the whitepaper, investor deck, and data room

3

Set up and grew EB1's X and Telegram channels, providing engaging content and high-quality visuals to build an active, credible early community

4

Designed and executed a community and fundraising growth strategy, leveraging content creators in the DACH and UAE regions, negotiating long-term incentive-based deals, and aligning product and marketing workstreams

5

Implemented a smart-wallet campaign that built credibility with leading alpha groups and whales, creating mindshare and demand ahead of the presale

6

Rounded out creator campaigns with Gleam-based engagement raffles, PR advertorials, and paid ads to deliver a cross-channel experience and support fundraising

Results: Primary Outcomes

USD 1,200,000+

raised before the public sale.

3,000,000 million+

impressions generated across X, the website, and paid media during the campaign period.

1,000 + waitlist

registrations secured for the EB1 Visa card pre-launch.

Secondary Benefits

Refined project strategy and competitive positioning, positively received by industry experts and family offices

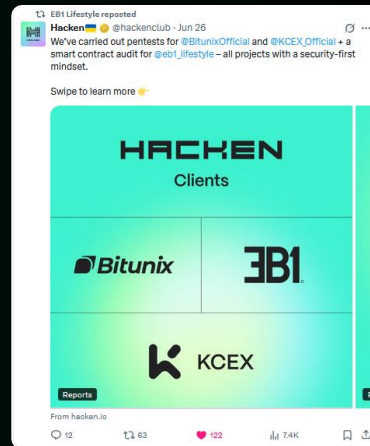
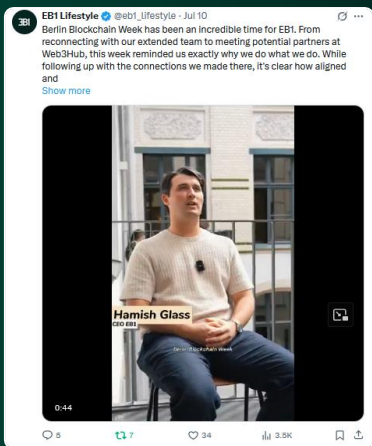
Strengthened EB1's advisory board with fintech and crypto experts, including several introductions facilitated through our network

Selected Outtakes



Hamish Glass
CEO of EB1.io

“Web3 Factory has had a monumental impact on EB1’s success. They took our ideas from the drawing board and helped turn them into what we have today: a fintech company with a validated valuation of around USD 10,000,000. They are an integral part of our team, and we look forward to working with them for years to come.”





Moritz Schwarzmann

Co-Founder & Head of Growth

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