



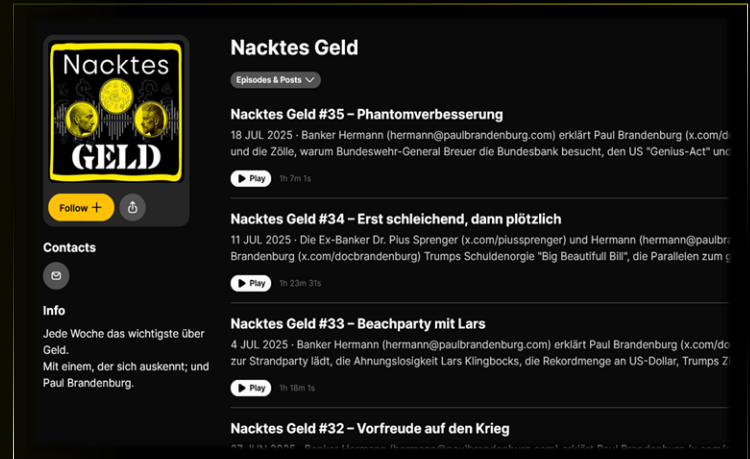
## “Nackte Mark”

Nackte Mark / \$NAKMAK is a Solana-based community token created by the Nacktes Geld podcast to support free and independent media. We helped the founders design and launch their native token, raise around USD 220,000 from their community, and achieve more than 6x post-listing token performance – all with a highly focused, founder-led, organic go-to-market approach.

## Background

NakMak (Nackte Mark / NAKMAK) is a community token on the Solana blockchain created by the Nacktes Geld podcast, led by Paul Brandenburg and “Banker Hermann”, to support free and independent media.

The project’s aim is to make it easy for listeners to contribute to alternative media through a token-based donation mechanism, rather than treating the token as a speculative investment. Web3 Factory was engaged to design and launch the NakMak token, structure the presale, and educate the community around open finance and responsible participation.



The “Nacktes Geld” podcast on Spotify

## Strategy & Execution

The NakMak team had limited prior experience in Web3, so we began by educating them on the different options for designing and launching a token on Solana, including opportunities and risks. Based on these discussions, we crafted a tailored strategy, orchestrated the token launch, and supported the team throughout presale, launch, and post-launch phases.

1

Developed a go-to-market approach that deliberately avoided the standard “Twitter-first” playbook, focusing instead on niche content channels such as the Nacktes Geld podcast and founder-led communications

2

Shaped the messaging to be educational, transparent, and cause-driven, making the token launch feel like a joint endeavour with the community rather than a speculative pump

3

Coordinated the full technical rollout via trusted development partners, including presale, token deployment on Solana, staking, and airdrop mechanics

4

Continued to advise the team on community activation and strategic decisions as the ecosystem evolved

## Results: Primary Outcomes

### USD 220,000

raised before the public sale.

### USD 1,000,000 FDV

Launched at around USD 1,000,000 fully diluted valuation (FDV) and grew to approximately USD [TO CONFIRM – e.g., 6,000,000] FDV within six weeks post-launch

### Social Platforms Growth

Achieved significant audience growth and engagement across the hosts' channels, including YouTube and podcast appearances, as well as guest spots on German radio and other media

### Secondary Benefits

Established NakMak as a widely recognised project in the German-speaking media space, opening doors to new partnerships and collaborations for the team

Enabled the first creator grants through coordinated treasury operations

## Selected Outtakes



**“Banker Herbert”**  
Co-Founder,  
*Nacktes Geld*  
Podcast

“At Web3 Factory, we found the knowledge, foresight, and passion to bring our ideas to the real world. We built and grew the community, leading to a flawless pre-sale and launch of our donation token. We are not finished yet and constantly work and discuss with Web3 Factory to add new ideas and ways to keep our community alive, active, and happy – as demonstrated in the great uptake of our newest staking venture.”



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## Nackte Mark (NAKMAK)

[Börsenlexikon](#)
Vorheriger Begriff: Meme-Coins
Nächster Begriff: Hyperledger Fabric

Ein Community-Token auf der Solana-Blockchain, der als Spendenwährung für freie Medien dient und (fast) anonyme Unterstützung unabhängiger Journalisten ermöglicht, handelbar an Kryptobörsen wie Raydium

Nackte Mark (NAKMAK) ist ein als **Spendenwährung** konzipierter Meme-Coin, der die Idee einer digitalen Gemeinschaftswährung mit einem explizit **gemeinnützigen und medienunterstützenden Charakter** verbindet. Im Unterschied zu klassischen Kryptowährungen, die meist auf ökonomische Rendite oder technologische Innovation abzielen, steht bei NAKMAK der **humorvolle, symbolische und soziale Aspekt** im Vordergrund. Das Projekt positioniert sich damit zugleich als **ironische Parodie auf den Kryptowährungsmarkt** und als **erst gemeinsamer Fördermechanismus** für unabhängige Medien und kreative Projekte.

**Hintergrund und Zielsetzung**  
 Der Coin entstand aus dem Podcast-Projekt *Nacktes Geld*, das sich kritisch mit Finanzsystem,



**Moritz Schwarzmann**

*Co-Founder & Head of Growth*

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discovery call!

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