



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 came to us with a strong team and a clear vision, and we treated it as a long-term partnership from the start. Over a 12-month roadmap we worked in the sequence a serious raise rewards: first building the case – positioning, tokenomics, and investor documentation – then creating the demand around it through community and marketing.

01

Raise Readiness Module

- ✓ Honed EB1's identity and positioning – value proposition, business model, and competitive landscape – creating a clear strategic foundation for all documentation and communication.
- ✓ Developed investor-ready tokenomics, with detailed internal modelling and a clean public excerpt for external use.
- ✓ Built the full investor documentation set – whitepaper, investor deck, and data room – as one consistent, investor-ready story.

02

Traction Module

- ✓ Set up and grew EB1's X and Telegram channels with engaging content and high-quality visuals, building an active, credible early community.
- ✓ Implemented a smart-wallet campaign that built credibility with leading alpha groups and whales, creating mindshare and demand ahead of the presale
- ✓ Scaled reach through creator campaigns across the DACH and UAE regions, Gleam engagement raffles, PR advertorials, and paid ads, aligned to the fundraising timeline.

Results: Primary Outcomes

USD 1,200,000+

raised before the public sale.

3,000,000+

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

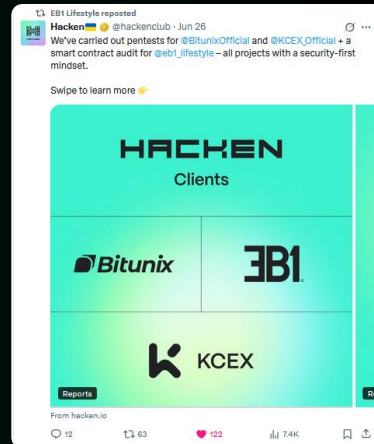
Strengthened EB1's advisory board with fintech and crypto experts, including several introductions facilitated through our network

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 Consulting

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