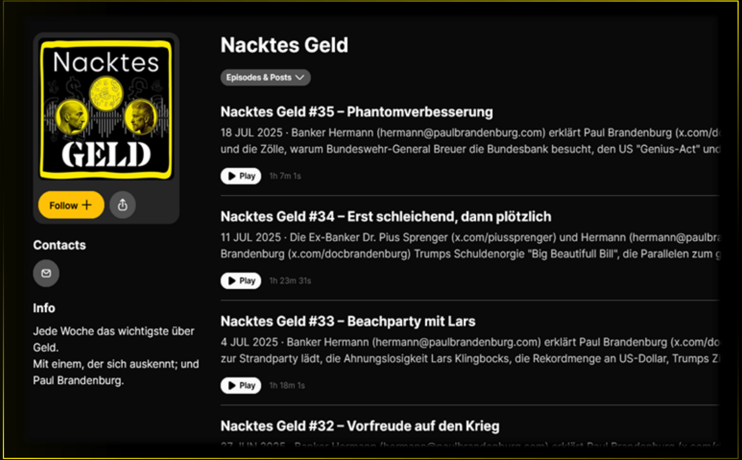
“Nackte Mark”

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 6× 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 Web3 experience, so we began by educating them on the options, opportunities, and risks of launching a token on Solana. From there our work ran across two pillars: designing and launching the token, then building demand through the community that already trusted the podcast.

01 Raise Readiness Module

- ✓ Designed the full token economy – supply, allocations, presale structure, and staking and airdrop mechanics – around NakMak's purpose as a community donation token, not a speculative asset.
- ✓ Coordinated the technical launch via trusted development partners: presale setup, token deployment on Solana, and staking and airdrop distribution, with contracts reviewed ahead of going live.

02 Traction Module

- ✓ Built a go-to-market that avoided the standard Twitter-first playbook, using niche channels such as the Nacktes Geld podcast and founder-led communications, with educational, transparent, cause-driven messaging.
- ✓ Advised on community activation and treasury operations – enabling the first creator grants – and on strategic decisions as the ecosystem evolved.

Results: Primary Outcomes

USD 220,000

raised before the public sale.

USD 6,000,000+ FDV

Launched at around USD 1,000,000 FDV and climbed to over USD 6,000,000 FDV at its post-launch peak.

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 Hermann”

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 **ernst gemeinter 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 Consulting

Want results like this?

Book a 20-minute discovery call!

Book now!