# Orobit.ai

Orobit is a Bitcoin Layer-2 platform enabling institutions and fintechs to create, manage, and trade tokenised real-world assets on Bitcoin. We developed a tailored tokenomics model that aligned incentives across users, partners, and investors. Through our network, the project secured USD 240,000 in pre-seed funding, establishing strong early momentum and a clear growth framework.

# Background

Orobit is a Bitcoin Layer-2 platform enabling institutions and fintech companies to create and trade tokenised real-world assets on Bitcoin. Before launch, the team partnered with Web3 Factory to build a tailored economic model aligning incentives for users, partners, and investors. The new framework replaced a generic prior solution with a token economy designed specifically for the Orobit ecosystem.

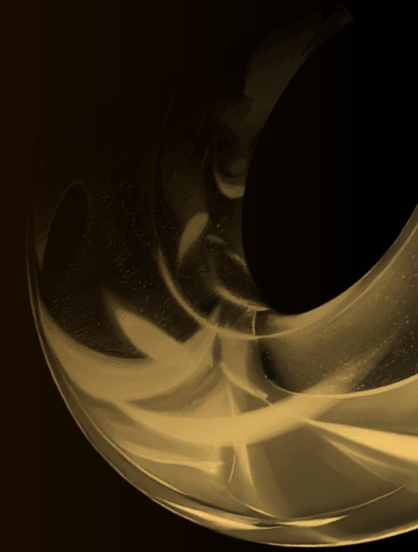
# Strategy & Execution

Our engagement with Orobit began with a detailed review of existing materials and a series of working sessions with the founders to clarify requirements for the token, the ecosystem, and the planned sales rounds. This ensured we fully understood how value would flow through the protocol and where the token should play a role.

## 01 Raise Readiness Module

- ✓ Mapped Orobit's ecosystem and key stakeholders, and defined the precise role of the native token in their interactions
- ✓ Defined clear token utilities and value capture mechanisms around Bitcoin-based asset issuance and protocol fees, so that growing platform usage translates into sustainable demand for the token
- ✓ Outlined a monetary policy and governance blueprint, incl. buyback and burn levers, treasury management, and a future governance framework, and captured the full design in investor-ready models and documentation
- ✓ Introduced Orobit to relevant investors in our network, resulting in a crypto syndicate taking up part of the project's seed allocation

# Results: Primary Outcomes



## Tokenomics

delivered that closely mapped to Orobit’s ecosystem design, helping facilitate early investment from family offices and VCs.

## USD 240,000

raised in seed investment through direct introductions from our W3F investor network, giving the project strong initial momentum.

### Secondary Benefits

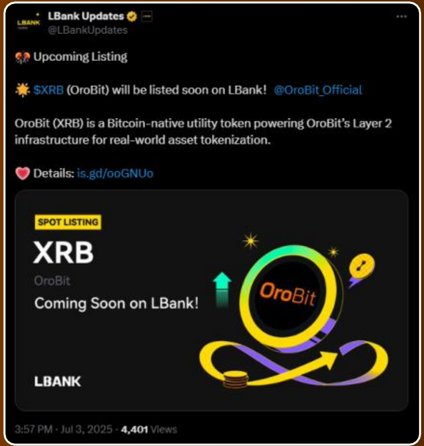
USD 10M+ of institutional capital raised from US investors by the team following our engagement

Achieved robust early token performance, with price increasing by approximately 300 percent three months after launch

# Selected Outtakes

**Gregory Stevens**
*Founder and CEO DarkFusion and Starvara*

"Moritz and his 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."

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**Moritz Schwarzmann**

*Co-Founder & Head of Consulting*