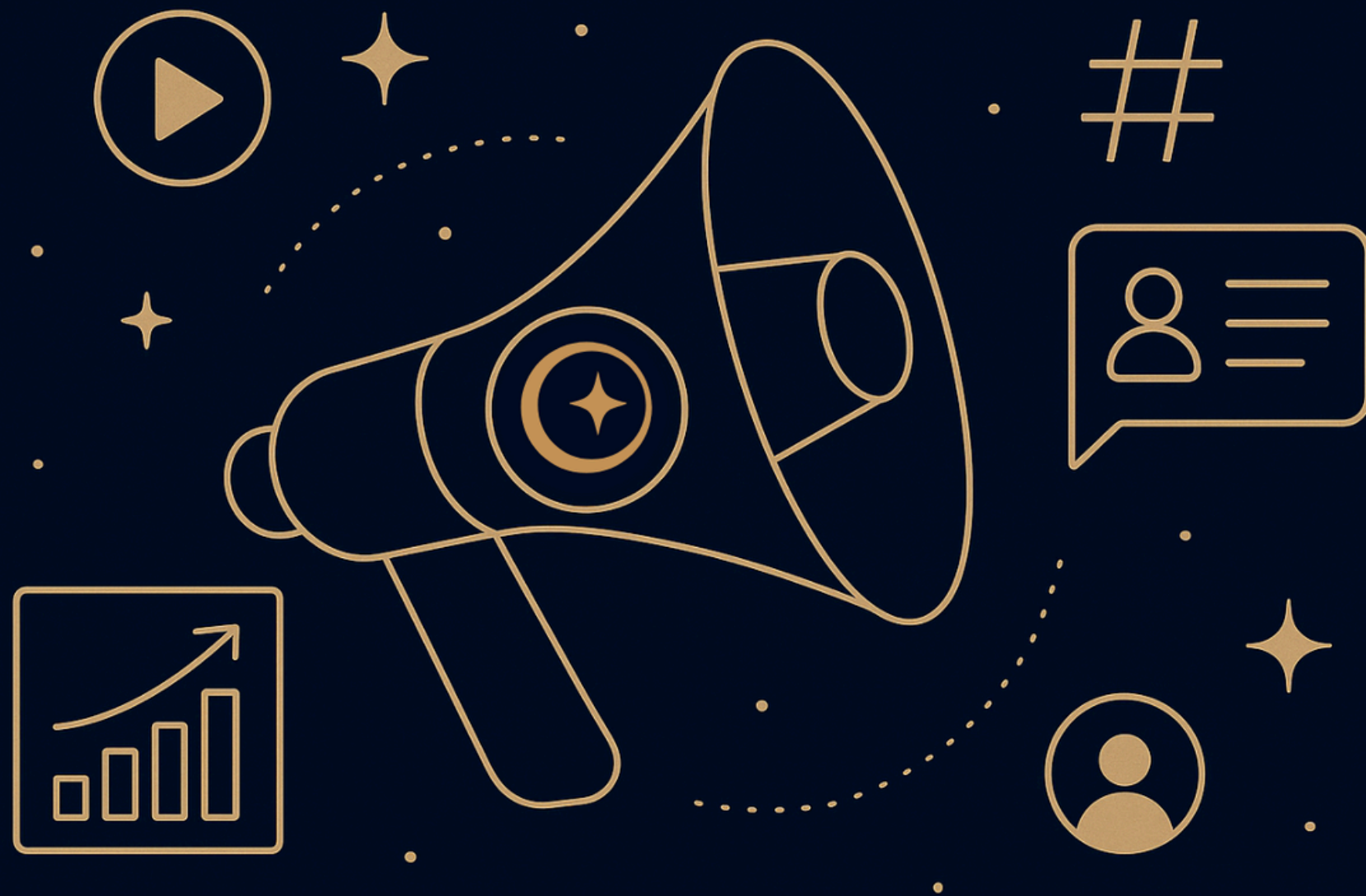




Celestial Strategy

Architects of Transcendent Web3 Strategy



1. Introduction & About us

1.1 About Us

Rooted in institutional experience, driven by crypto-native insight.

“CS merges traditional consulting rigour and digital marketing expertise with the creativity and agility of Web3.”

CAPABILITIES & EDGE



Hyper-Targeted Strategic Design

From Memecoins & DeFi to Layer 1s — we craft bespoke strategies aligned with your product, audience, and cultural niche to resonate with the right narratives and subcultures.



Web3 Fluency and Expertise

Deep understanding of crypto-native mechanics, memecoin virality, traditional markets and on-chain trends.



Industry-Tested Perspective

Deep understanding of crypto-native mechanics, memecoin virality, traditional markets and on-chain trends.



Narrative-Led Execution

We don't just market; we define the storyline your community rallies behind.

TEAM & STRUCTURE



Experienced Leadership

Led by consultants and strategists with many years of experience at MBB & Big 4 consulting firms as well as major investment banks in addition to the web3 field.



Scalable, Modular Team Model

A flexible structure of strategists, creatives, marketing specialists and operators tailored to each client need.



Global & Agile

Distributed across key Web3 hubs including UAE, UK, and Hong Kong, with a deep network of collaborators & advisors.



Network-Driven

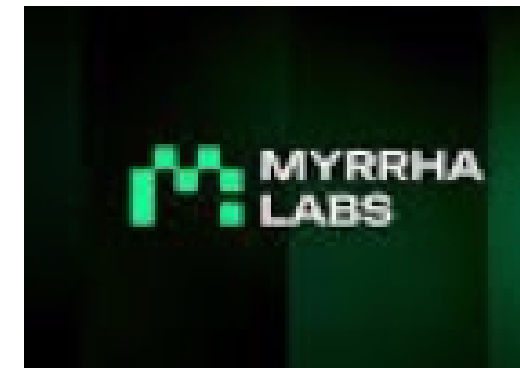
Access to Industry leaders and ecosystems, KOLs, exchanges, and service partners via trusted relationships.



Key Clients & Partners

1.2 Key clients & partners

Celestial Strategy works with several high-profile companies (including clients and partners) within web-3.





Service Offerings Overview

1.3 Service Offerings Overview

Celestial Strategy provides advisory services across the entire life-cycle of a project.

Below is a brief example of what Celestial Strategy typically assists clients with at different stages of a project's life-cycle...

Pre-Launch Services

- Token Mechanics & Launch Planning
- Fundraising Support
- Brand & Creative
- Prelaunch Marketing
- Go-To-Market Strategy
- Potential Incubations

Post-Launch Services

- Rebranding
- Strategy & Growth
- KOL Strategy
- Community & Social Media Management
- Partnerships & Ecosystem
- Exchange Listing Support

Specialist* (*inc. 3rd parties)

- Memecoin GTM Strategy
- Memecoin Narrative Systems
- Compliance & Regulatory*
- dApp development and integrations*
- Legal & Tax Advisory*



2. Core Service Offerings

2.1 Marketing & Communications

Driving full-spectrum marketing strategies to elevate visibility, engagement, and community.

CHANNELS



Paid Advertisements

Cross-platform ad strategy and execution via crypto-friendly digital platforms, search ads, display, and OOH placements e.g. billboards.



PR & Press Releases

Media planning, press release development, journalist outreach, and crypto-focused publication placements.



KOL/Influencer Campaigns

Engagement with trusted voices in the space through sponsored threads, AMAs, and collaborative content.



Social Media (X, Telegram, YouTube, Discord)

Platform-specific content creation and strategies, scheduling, and performance tracking across crypto-dominant channels.

OPERATIONS



Campaign Management

End-to-end marketing execution, from concept to launch, with KPIs, reporting, and optimisation.



Community Engagement

Nurturing engaged communities via events, moderators, reward programs, and 24/7 communication loops.

2.2 Strategy & Growth

Equipping projects with high-impact strategy, positioning, and growth roadmaps from launch to scale.



GTM Planning

Developing detailed go-to-market strategies tailored to the Web3 ecosystem. Includes audience segmentation, channel mix, timing, and launch milestones.



Growth & Expansion

Post-launch growth roadmaps, user acquisition strategies, community incentives, SEO optimisation and scaling initiative including placement at popular web3 conferences and events.



KOL Strategy

Strategic mapping of key opinion leaders, campaign structure, and tiered influencer activations in crypto-native (or web2) platforms.



Market Positioning

Defining your competitive edge and articulating clear value propositions for community and investor engagement.



Fundraising Acquisition Support

Advisory for pre-seed to Series A fundraising including narrative development, deck support, and investor outreach.

2.3 Brand & Creative

Building unforgettable brand realms through identity, design, and immersive storytelling.



Brand Identity & Positioning

Visual and verbal identity systems including logo design, colour palette, brand voice, and messaging pillars.



Visual Design & Media

Design of campaign graphics, infographics, pitch decks, and branded assets optimized for both digital and print.



Web/dApp Development

Design and development of marketing websites, landing pages, and Web3 integrations using modern and brand consistent frameworks.



Motion/Animated Graphic Design

Creation of animated explainer videos, flow animations, tutorials, advertisement videos, and UI prototypes with high visual polish.

2.4 Partnerships & Ecosystem

Connecting projects with the right partners, platforms, and protocols to unlock ecosystem-scale growth.



Strategic Introductions

Curated introductions to relevant VCs, launchpads, DAOs, market makers, and other service providers.



Incubation Programs

Access to tailored mentorship, growth support, and connections to formal Web3 incubators.



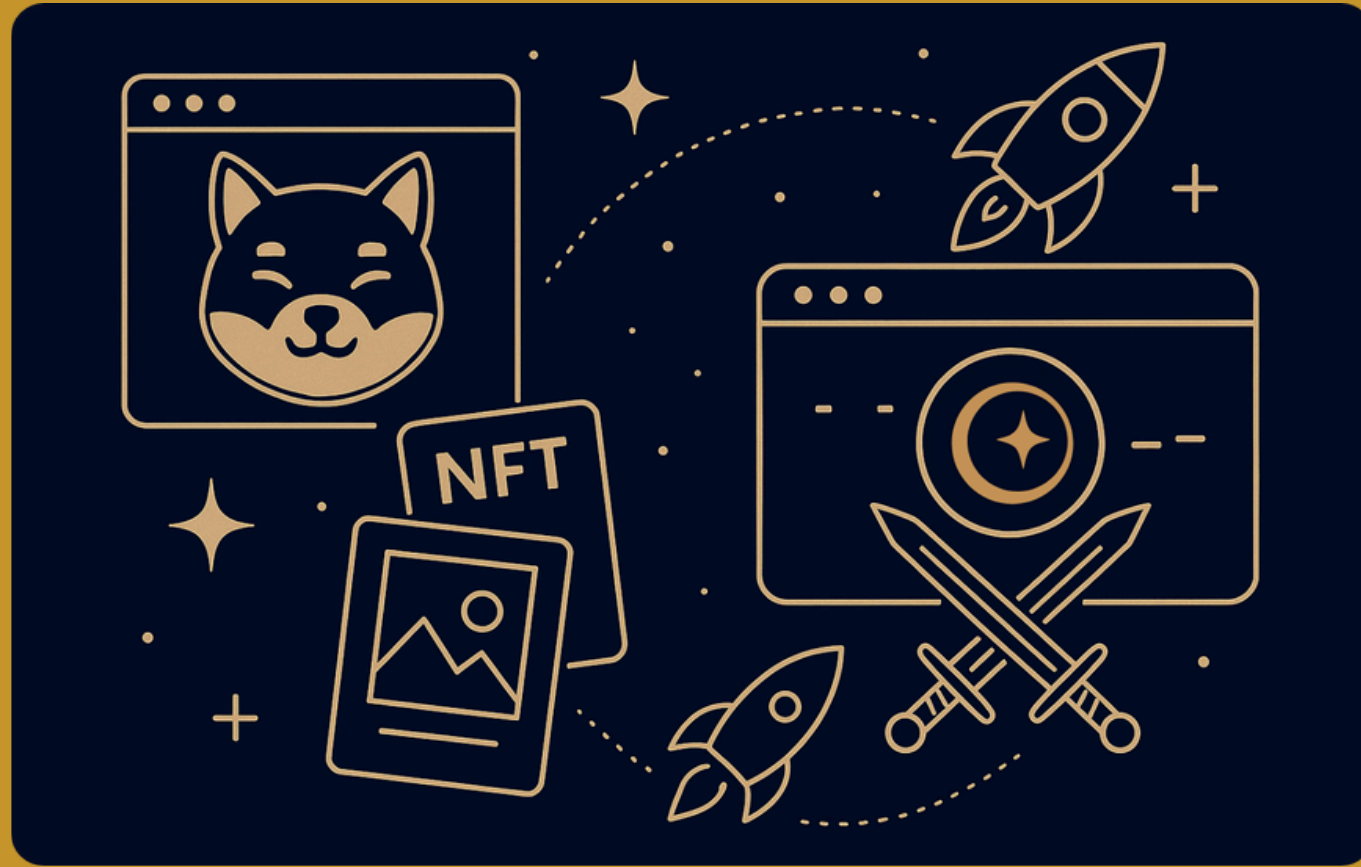
Exchange Listing Support

Support with documentation, pitch, and negotiations for centralized and decentralized exchange listings.



Ecosystem Mapping

Identifying protocol alliances, Layer 1/2 ecosystem plays, and synergy-driven integrations.



3. Specialised Service Offerings

3.1 Memecoins & NFT's

Tailored strategies for the unique dynamics of Memecoins and NFTs, built for a world where virality leads.



Narrative Design & Storytelling

Crafting and enhancing lore, humour, and sticky narratives that drive emotional and viral resonance and tell an unforgettable story.



KOL & Influencer Blitz

Deploying meme-native influencers, Crypto Twitter personalities, and sticker culture leaders.



Community Cultivation

Memes, sticker packs, raid strategies, shill armies, and vibe-building loops for engagement.



Token Mechanics (Lite Tokenomics)

Fun, frictionless, viral: burn mechanics, LP locks, and symbolic allocations.



Virality Loop Execution

Referral incentives, meme leaderboards, branded sticker contests, and social proof loops.



Paid Meme Amplification:

Twitter/X ads, Telegram meme push campaigns, advertisement campaigns on popular tools and platforms.



PR with a Twist

Novel announcement and meme-powered narratives pushed through digital web-3 media outlets.



Twitter Spaces & AMAs

Organising twitter spaces and AMAs with popular platforms and influencers in the meme space.

3.2 Compliance & Regulatory

While Celestial Strategy does NOT provide regulated legal or tax services, we work with a network of trusted compliance, legal, and taxation partners to support our clients in ensuring end-to-end project readiness.



Legal Structuring & Entity Setup

Guidance and referrals for compliant jurisdiction selection, entity formation, and DAO structuring.



Technical Audits

Connections to reputable smart contract audit providers and security experts for code reviews and best practices.



Regulatory Compliance & Frameworks

Support in navigating global frameworks (e.g., MiCA, SEC, MAS) including risk assessments through our network of partners.



Communication & Disclosure Strategy

Messaging guidance aligned with legal and regulatory standards across all channels.



Tax Advisory

Access to our network of certified crypto-native tax partners for individuals, teams, and DAOs across multiple jurisdictions.



Contact us

Set up a free consultation call with our team and see exactly how Celestial Strategy can help you achieve your goals with a tailor-made strategy.

Use our official website or social media channels listed below:

Fill out our contact form on the official website: www.celestial-strategy.com/ContactForm

or

Email the team via: team@celestial-strategy.com

x.com/CelStrategy

t.me/CelestialStrategyTeam