



5 Top Web3 Marketing Agencies Driving Adoption and ROI

Web3, blockchain, and artificial intelligence have emerged and changed the way businesses grow. Generating website clicks is no longer effective in this developing digital economy, where actual success depends on verifiable on-chain activity.

Instead, marketing strategies must be intrinsically performance-driven, precisely optimized for conversion, and carefully structured around sustainable user incentives.

Old, vague marketing funnels just don't work anymore. You need experts who can clearly engineer complex mechanics such as token utility, DAO activation, and on-chain metrics.

The best Web3 Marketing firms do more than just run ad campaigns. They design the incentive structure that proves a project generates real, measurable adoption. This list shows five leading marketing firms, each with a different specialty.

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Meta Title: 5 Top Web3 Marketing Agencies Driving Adoption & ROI

Meta Description: Have a look at the 5 top Web3 marketing agencies helping blockchain brands grow community, boost adoption, and drive ROI through strategic Web3 campaigns.

Keywords: Web3 Marketing Agencies, Avenue Z

5 Top Web3 Marketing Agencies Driving Adoption and ROI



Image Title: Web3 Marketing Team Reviewing Campaign Analytics

Image Description: A marketing team collaborating around charts and performance reports, planning strategies to grow Web3 brand awareness and community engagement.

Image Alt Text: Web3 Marketing Agencies planning

Image URL: <https://unsplash.com/photos/group-of-business-people-diverse-brainstorm-meeting-concept-working-in-the-office-concept-cdNI2Irs3Bs>

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This is 2025, the old playbooks no longer work. This is evident from the fact that Web3, blockchain, and artificial intelligence are transforming the way businesses grow. Generating website clicks is no longer effective in this developing digital economy, where actual success depends on verifiable on-chain activity.

Instead, marketing strategies must be intrinsically performance-driven, precisely optimized for conversion, and carefully structured around sustainable user incentives. Vague marketing funnels just don't work anymore. You need experts who can clearly engineer complex mechanics such as token utility, DAO activation, and on-chain metrics. This is where Web3 Marketing firms come into action.

The best Web3 Marketing firms do more than just run ad campaigns. They design the incentive structure that proves a project generates real, measurable adoption. These agencies help Web3 startups build strong communities, scale brand awareness, and drive market demand through PR, influencer partnerships, and community-led growth.

This list shows five leading marketing firms, each with a different specialty.

Core Capabilities Every Web3 Growth Firm Must Master

The speed, technical demands, and retention challenges in the decentralized market make specialized growth marketing mandatory for projects backed by DTC, PE, and VC. These firms excel at three core areas essential for scalable success:

- **Engineering the Incentive Loop:** Taking complex token mechanics and turning them into compelling user reward programs for high ROI.
- **On-Chain Performance:** Through clear, auditable activities documented on the blockchain, controlled expenses and user acquisition are achieved.

- **Funnel Optimization (AI-Driven):** Not only depending on basic web analytics, but also preparing the user journey such that AI technologies may readily map, monitor, and optimize conversion flows.

Ranking 5 Top Web3 Marketing Agencies in 2025

The following agencies are selected based on ROI potential, client adoption outcomes, technical knowledge, funnel optimization strength, and the capacity to drive verifiable growth in decentralized environments. Every company approaches Web3's user acquisition, sustainable development, and long-term token value differently.

1. [Avenue Z](#)

Best for: Projects requiring AI-integrated performance and data-driven user acquisition for VC/PE-backed scale.

Agency Overview

Avenue Z is the premier strategic partner for Web3 growth, fusing AI and performance marketing to master the acquisition funnel. Their unique AI Funnel Optimization approach provides clients with unrivaled insight into adoption ROI by tracking user activity throughout distributed dApp activity and centralized advertisements.

Location: New York, NY

Employees: 100–150

Industries: High-Growth Tech, FinTech, DeFi Protocols, AI Startups

Specialties: AI-Integrated Performance Marketing, On-Chain Analytics, Decentralized Funnel Optimization, Token Launch Strategy

Rating: ★★★★★ (Leading the convergence of AI x Web3 growth)

Notable Clients: Sought after by VCs, PEs, and tech leaders for data-driven Web3 scaling.

Expertise

Avenue Z operates where AI, blockchain, and performance metrics meet, helping high-growth projects and global brands gain essential multi-channel user acquisition.

Industry Focus:

- Blockchain & AI firms launching into Web3 ecosystems.
- Consumer brands (DTC/eCommerce) driving NFT or digital ownership adoption.
- FinTech and enterprise startups optimizing conversion to on-chain wallets.

Core Services:

- **AI Funnel Optimization** – Using predictive models to reduce cost-per-acquisition (CPA) on-chain.
- **Performance PR** – Driving media placements that result in measurable wallet connections or token activity.
- **Blockchain Adoption Analytics** – Cross-chain performance and detailed tracking of user retention.
- **AI-Powered Content** – Optimizing asset distribution for maximum algorithmic discovery and engagement.

Pros:

- Quantifiable wins, linking PR directly to marketing performance.
- Success with enterprise, VC, PE; earning market trust and driving large-scale ROI.

Cons:

- Enterprise-oriented pricing, focused on high-stakes, large-scale budgets.
- Focus on full-stack strategy, requiring deep data integration with client systems.

Summary of Online Reviews

Clients praise Avenue Z's innovation in combining AI and blockchain performance. Reviews highlight excellent strategy depth and the measurable return on marketing spend that directly impacts valuation and user base size.

2. [Coinbound](#)

Best for: Consumer projects (NFT, GameFi) seeking rapid viral amplification and maximum influencer reach.

Agency Overview

Coinbound works like a fast, full-service marketing machine. When a Web3 company needs to reach everyday customers, Coinbound focuses on getting the word out to lots of people, very quickly. Their extensive network of content creators helps them rapidly build buzz and create enthusiasm.

Location: New York, NY / Los Angeles, CA

Employees: 40-60+

Industries: NFT, GameFi, Consumer dApps, Crypto Exchanges

Specialties: KOL/Influencer Marketing, Viral Amplification, High-Volume Content

Rating: ★★★★★☆

Notable Clients: MetaMask, Immutable, Gala Games, eToro, Tron

Expertise

Their greatest asset is their broad, authorized network of KOLs and crypto influencers, which lets them quickly launch multi-channel, viral campaigns.

Industry Focus:

- High-volume consumer projects (NFTs, dApps).
- GameFi and Play-to-Earn (P2E) ecosystems.
- Exchanges and wallets seeking mass adoption and user acquisition.

Core Services:

- **KOL/Influencer Campaign Management** – Large-scale amplification across social media.
- **Earned Media & PR** – Securing placements in top-tier crypto publications.
- **Social Media & Community Management** – Overseeing daily engagement and interaction with the user base.
- **Content Creation** – Designing posts and media specifically to go viral and gain rapid attention.

Pros:

- Unrivaled reach and speed in the crypto influencer market.
- Proven ability to drive rapid community growth and measurable social engagement.

Cons:

- Volume-based approach; less focus on long-term institutional credibility.
- Best for projects prioritizing speed and broad awareness over niche complexity.

Summary of Online Reviews

Recognized for their awards and impressive network size. Customers appreciate their fast response and their ability to provide widespread coverage.

3. [MarketAcross](#)

Best for: International protocols requiring maximum global reach and coordinated, multi-language adoption campaigns.

Agency Overview

MarketAcross specializes in expansive global content syndication. They ensure a project's news, launch details, and updates are distributed and localized across multiple regions simultaneously, critical for a worldwide user base.

Location: Tel Aviv, Israel (Global Execution Hub)

Employees: 50-100+

Industries: Global Exchanges, Layer-1/L2 Protocols, DeFi, International Crypto

Specialties: Global Content Syndication, Multi-Region Distribution, Regional Localization

Rating: ★★★★★☆

Notable Clients: Binance, Polygon, Polkadot, eToro, Tron

Expertise

Maximizing worldwide exposure, they are authorities in content distribution and placement throughout a large network of international crypto, fintech, and business publications.

Industry Focus:

- Global exchanges and trading platforms.
- Infrastructure protocols requiring simultaneous worldwide announcements.
- Projects needing extensive multi-language coverage to hit user targets.

Core Services:

- **Global Media Blitzes** – Running large, coordinated launch campaigns worldwide.
- **Assured Placement** – Securing confirmed publication in major Crypto and Finance news outlets.
- **Regional Content Localization** – Adapting marketing and content execution for local markets.
- **Messaging & Reputation Management** – Overseeing the core message and protecting the brand's image.

Pros:

- Unmatched scale and coordination for simultaneous worldwide launches.
- Ideal for projects whose success relies on rapid international adoption.

Cons:

- Emphasis on distribution speed and volume can sometimes overshadow deep narrative work.
- Less tailored to niche, boutique projects than major infrastructure players.

Summary of Online Reviews

Praised for their efficiency and effectiveness in global media. Clients commend their ability to secure guaranteed placements and achieve significant international scale.

4. [Lunar Strategy](#)

Best for: Technical projects focused on conversion and data-driven ROI from paid advertising campaigns.

Agency Overview

Combining creative positioning with extensive technical marketing knowledge, Lunar Strategy is a worldwide agency. They focus on producing a quantifiable return on investment (ROI) from dispersed audiences across best-paid media platforms.

Location: Europe (Global Execution)

Employees: 20–50

Industries: NFT, Metaverse, GameFi, Early-Stage Protocols

Specialties: Web3 Performance Marketing, Paid Media (PPC), Data-Driven Growth Hacking

Rating: ★★★★★

Notable Clients: Highly utilized by new token launches and Metaverse platforms.

Expertise

They focus on creating excellent user conversions, therefore ensuring every dollar spent results in quantifiable wallet activity by combining marketing spend directly with on-chain data.

Industry Focus:

- NFT, Metaverse, and GameFi projects focused on user retention.
- Protocols needing precise cost-per-acquisition (CPA) tracking.
- Technical projects needing data-driven funnel optimization.

Core Services:

- **Performance Marketing (Web3 PPC)** – Running targeted paid ads that convert directly into on-chain actions (wallet installs, first transactions).
- **On-Chain Strategy Alignment** – Integrating marketing spend directly with token utility and incentive models.
- **Creative Storytelling** – Developing compelling narratives for ad copy and landing pages.
- **Token Launch Support** – Marketing campaigns tailored for successful IDOs/Token Generation Events (TGEs).

Pros:

- Strong focus on data and technical marketing, leading to measurable ROI.
- Excellent at aligning marketing spend with product development milestones.

Cons:

- Primarily focused on digital performance metrics over brand sentiment.
- Less emphasis on high-level PR or traditional media relations.

Summary of Online Reviews

Praised for their deep knowledge of technical marketing and their capacity to provide excellent return on investment for paid media expenditure. Reviewers frequently highlight their ability to maximize conversion funnels efficiently.

5. [Crowdcreate](#)

Best for: Early-stage initiatives requiring coordinated assistance for investor relations, fundraising, and community launch.

Agency Overview

Underlying Crowdcreate is growth consulting and investor relations. For new projects, they use a large network to get money, form strategic alliances, and build a community that is involved all at the same time.

Location: California, US

Employees: 20–50

Industries: Early-Stage Protocols, Investor Relations, NFT/Token Launches

Specialties: Investor Marketing, Strategic Partnerships, Community Building for Funding

Rating: ★★★★★☆

Notable Clients: Supported over 500+ blockchain projects across various funding stages.

Expertise

As they focus on maximizing a project's exposure among VCs and institutional finance, they are the perfect collaborator for pre-launch and token generation events (TGEs).

Industry Focus:

- Early-stage protocols and token launches.
- Projects seeking integration between marketing and funding efforts.
- NFT projects focused on high-value partnership and launch strategy.

Core Services:

- **Investor Marketing** – Strategies designed to attract VCs and institutional capital for funding rounds.
- **Strategic Partnership Outreach** – Connecting projects with key ecosystem players.

- **Web3 Community Building** – Focused strategies for scaling audience and boosting investor confidence.
- **Viral Referral Marketing** – Campaigns leveraging existing users for accelerated organic growth.

Pros:

- Strong blend of marketing and investor relations expertise.
- Excellent for pre-sale and crucial funding stage projects.

Cons:

- Focus on investor growth makes consumer acquisition secondary.
- Less structured than agencies; focused purely on enterprise performance.

Summary of Online Reviews

Highly regarded for their expansive network and ability to drive successful fundraising outcomes through integrated marketing and consulting.

Two Paths to Success: Hype Engines and Performance Labs

The firms on this list show that there are two main ways to win in Web3. Some act as Hype Engines (like Coinbound), specializing in rapid, viral growth essential for NFTs and games.

The Performance Labs (like Avenue Z and Lunar Strategy) focus on data-driven ROI, technical optimization, and institutional adoption. Your choice decides if you prioritize quick, explosive visibility or sustainable, verifiable user retention.

The Essential Bridge: ROI in a Volatile Market

All projects face the same goal: proving their product is functional and valuable despite a fast, risky market. Because the stakes are high (token dumps, high gas fees), the best marketing partner becomes a vital link.

They move a project past simple hype to a respected, secure company that shows a positive return on investment. This requires skills that go beyond basic ad spending and deal directly with the token mechanics and algorithmic layer of the new web.

Why Avenue Z Leads the Shift

Avenue Z recognizes that simply getting clicks or press isn't enough; the ultimate goal is converting to on-chain action. They ensure brands optimize every step of the user journey, using their special AI system to map where users are found and, crucially, why they commit to a transaction.

This blend of performance data and blockchain mechanics gives large clients a distinct, measurable advantage in complex digital growth.

The New PR Equation: AI, Trust, and the Future of Web3

Moving to Web3 means companies must manage their growth in a system driven by tokens and smart contracts.

The top firms see marketing as an investment in sustainable adoption. Companies that focus on AI-Integrated Performance ensure their core value is set up to attract and retain users based on on-chain data.

A project wins based on how well its value is communicated, its community is activated, and its token adoption is driven. Avenue Z is the only firm set up to help the biggest Web3, AI, and business clients be leaders, not just short-term participants.

Your Decision Defines Your Visibility

By combining its innovative growth plans with its specialized AI-Native Performance Framework, Avenue Z ensures your product's core value is accepted by both people and the smart computer systems that power the modern web.

Choosing a marketing partner decides your brand's future success and adoption rate. Choose the agency that is already engineering the future of Web3 growth.

8 Green Business Ideas for Eco-Minded Entrepreneurs

There are plenty of business ideas eco-minded entrepreneurs can select from to set up a business. As more consumers are seeking eco-friendly substitutes for their preferred services and products, there are numerous ideas for eco-friendly businesses you can consider. Here are 8 environmental friendly business ideas for eco-minded entrepreneurs:

1. Organic Farming

Customers continue to go green and so do businesses. At present, everybody is looking for ways to adopt healthier lifestyle choices. This gives you a good opportunity to pursue your own organic farm to grow fruits and vegetables that you can supply directly to customers. All you need is a piece of land and the dedication to enjoy outdoor work. If you love to get your hands dirty in your garden, think big and start your own organic farming project today.

2. Organic Catering

If organic farming is not your thing, another great eco-friendly business idea is an organic catering business. Satisfy your passion for cooking by using organic ingredients to prepare a multitude of food items. You can cater local events and business luncheons, providing gluten-free, vegan and paleo-meal options for the healthy eater. Make sure you don't use plastic or metal cans to present your food. Use recycled materials for packaging organic fruit jams and organic meals.

3. Organic Clothing and Accessories

It's not just food that can be organic. Organic cotton or reused scraps as well as other leftover clothing strips can be used to form a unique fashion line. Moreover, you can also sell eco-friendly clothes, such as T-shirts or accessories, including handbags, to your customers. You may have come across several distributors who brand themselves as organic or eco-friendly. They can use your products as their own value-added offerings.

4. Develop a Green App

If you are enthusiastic about energy conservation and are brimming with upcycling and recycling ideas, let the world share your passion. Develop a green mobile app for keeping track of eco-friendly products as well as staying updated with all environment related news. You don't need to develop it yourself. Invest your time and energy in a good idea and let the professionals do the development work. The more interactive your app is, the greater are your chances for success.

5. Green Construction

If you are already into contracting, become a green contractor. Green construction encompasses all construction materials, ideas and fixtures that have a positive impact on the environment. Use eco-friendly materials, smart home options, solar PV panels and a wide range of home construction options for more distributed power generation.

6. Handmade Products

Cleaning products, soaps and cosmetics are just a few products that can be prepared at home using natural ingredients. Using common household items, you can manufacture your own organic product line. Sell them in sets and your green customers will love to use an all-natural product line. Your local superstore may also be willing to try it out or you can start selling immediately through an online store.

7. Upcycled Furniture

Do you have old furniture lying around in your attic or garage? With a few basic templates and power tools, several pieces of furniture can be reassembled. These may include dressers, chairs and even small beds. Storage units, such as cupboards and shelves, can also be manufactured from wood scraps or depending on the materials available to you. Start by holding a garage sale and you can eventually expand your business once you have a steady flow of customers.

8. Green Consulting Firm

Eco-minded individuals who have plenty of information regarding environmental friendly standards and technologies can become Green Consultants. Offer your services for ecological issues or to help people renovate their homes using green products.

These consulting services help enlighten people about efficient energy consumption. You can also get certification to add more credibility to your experience.

10 Effective Ways to Build Blog Backlinks

Do you want to boost your blog in Google?! You can give your blog a huge kick by backlinking with other websites. I know this isn't new news, but so many people forget to build strong and relevant backlinks to their websites. I'd like to give you some important tips, and helpful ideas to give your blog that kick it needs!

Here's 10 tips to build backlinks to your blog:

1. Search Out A BackLink Tool

In order to build backlinks for your blog, you'll need a backlink tool or service that will help you find backlinks. There's lots of great tools out there to cut down the workload of finding backlinks. BackLink Agent is easy to use, you just enter your keywords and select the type of links you want to find - and BackLink Agent does all the work for you!

2. Relevant & Related Websites

Now that you're finding backlinks for your bog, there's two types of backlinks for your blog - and I call them the two R's:

Relevant & Related.

It's very important to only link to relevant or related websites. If your blog is about Water Skiing and you're backlinking with websites that are about Body Building - there isn't a relevant or related connection. Visitors will be turned off because they don't find any relationship between your blog and the website they just came from.

3. Reputable Websites

Reputable - the 3rd 'R' that often gets forgotten. Building backlinks to your blog can be all for nothing, if you link to websites that aren't reputable. Let's use a neighbourhood analogy - you have a nice house, you maintain it, paint it, keep you yard clean - it should be worth some nice money. But the neighbours have burned out cars in their front yard... Now the neighbourhood doesn't look so hot. Your website can do the same by linking to websites that aren't reputable.

How do you tell a website is reputable? Ask yourself these questions:

- What's your initial impression of the website? Is it eye catching, or ugly?
- Is the information relevant, well written?

- Would I buy from this website?
- Check the website's Alexa rating (www.alexa.com), under 1 million is alright

4. Directory Sites

If you want to build blog backlinks then getting your blog backlinked in a directory is a hot idea. Directories like www.DMOZ.org for example have a really deep category & subcategory system - so you can get really specific about where you want to build your blog backlink.

5. Add/Submit Url Sites

As mentioned before, BackLink Agent has a tool to help you find websites that accept url submissions. So what you would do is search with one of your keyword phrases, like 'jet boat water skiing' and see what websites are available. Now you can submit your url to them and create a backlink for your blog.

6. Related Forums

Forums can be an amazing means for building blog backlinks. What you do is use BackLink Agent to search out related forums. I recommend adding your blog url as a backlink in your forum signature. Then every post you make has a backlink to your blog. A good forum post can send 100s of visitors to your blog in a week, or even a day!

7. Competition Spy

A little bit of competition can be a good thing - but the Internet can provide 1000s of competitive websites with a few keystrokes. What if you were able to see the backlinks that your competition have for their websites?

BackLink Agent has a way cool tool to sniff out competition backlinks. All you do is enter your competition's url (with <http://>) in the search field and pick 'Competition Spy' and see all the links that the website is linked to. The Internet is one big backlink, so it's a great way to find more backlinks for your blog.

8. Give Your Article Or Lens An Added Boost

If you've written a article and want to get it indexed faster by Google or ranked higher - backlinking your blog to your new article will help it out! Just write a teaser article, under 300 words and add a few links to the new article in your blog post.

9. Page Rank 7 Or Higher

I go by the Rule of 7 - Google page rank of 7 or higher is a great site to backlink your blog to. Less than 7, it's alright but still do #3 on it.

10. Ping Your Backlinks

Once you've sniffed out backlinks for your blog with BackLink Agent, ping your articles or blog posts (or blog RSS feed). Just do a Google search for 'blog ping service' there's lots out there.

So there you have it! Now you're educated and you can go find backlinks for your blog, website or landing pages. Backlinks are the lifeblood of promoting your website. Building backlinks can be so easy, and benefit your blog!

SAMPLE

A Guide to E-Commerce

What is it?

E-Commerce, or electric commerce involves the buying and selling of products or services over electronic systems. These include the Internet and other computer networks. The amount of trade conducted electronically has grown massively since the dawn of the Internet, and the rise is set to continue. In order to be competitive, it is an absolute must for most businesses to be involved with some type of E-commerce.

A large percentage of e-commerce is conducted entirely electronically for virtual items such as music downloads and E Books. However most e-commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail.

The meaning of electronic commerce has changed over the last 30 years. Originally, electronic commerce meant the facilitation of commercial transactions electronically. These included sending commercial documents such as purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce.

Common applications

Some common applications related to e-commerce are the following:

Accounting and finance systems
Conferencing Content
Management Systems Documents, spreadsheets, database Domestic and international payment systems
E-mail and messaging Enterprise and client information reporting Messaging
Newsgroup
On-line Shopping Orders and shipment information

Advantages Of E-Commerce

Here are some of the many advantages of E-Commerce

Lower transaction costs - if an e-commerce site is implemented well, the web can significantly lower both order-taking costs and customer service costs by automating processes.

More purchases per transaction - Amazon for example offers a feature that no normal store offers. When you read the description of a book, you also can see what other people who ordered this book also purchased. Features like these mean that it is common for people to buy more books than they might buy at a normal bookstore.

More customer information - A Web site that is well-integrated into the business cycle can offer customers more information than previously available. For example many companies allow customers to track their orders so that they can see exactly where their order is at any one time. People can shop in different ways. Traditional mail order companies introduced the concept of shopping from the comfort of your home. e-commerce offers this same luxury, but with some new features. These include -

- The ability to build an order over several days
- The ability to configure products and see actual prices
- The ability to easily build complicated custom orders
- The ability to compare prices between multiple vendors easily
- The ability to search large catalogs easily

Larger catalogs - A company can build a catalog on the web that would never fit in an ordinary postbox. For example the millions of books Amazon sells could not be realistically added to any physical catalog.

Improved customer interactions - With automated tools it is possible to interact with a customer in richer ways at virtually no cost. Many companies send the customer an email when the order is confirmed, when the order is shipped, and after the order arrives. This information is likely to reassure a customer, giving them increased faith in the process. A happy and reassured customer is more likely to purchase something else from the company in the future.

Quick Tips

Here are some quick tips to bear in mind when thinking of engaging in e-commerce

Your prices - a big part of e-commerce is the fact that price comparisons are extremely easy for the consumer. Your price is very important in such a transparent market.

Customer relations - E-commerce offers a variety of different ways to relate to your customer. E-mails, FAQs, knowledge bases, forums, chat rooms etc. Integrating these features into your e-commerce offering helps you differentiate yourself from the competition.

Customer satisfaction - This can make or break any retail establishment. You must always be prepared to help your customers manually if there is no automated option. You may need to periodically refine your automated processes in order to remain time efficient.

In order to stimulate long term sales, you may also wish to consider these other capabilities of e-commerce.

Affiliate programs - you pay other companies to sell your products. This creates a win-win situation as you only pay when a sale is made. This can both raise your company's sales, and its profile.

Free gifts - they don't necessarily need to cost your company anything. You could for example give away an E-book that has cost you nothing but the time it takes to write it.

Enticing prospective customers (perhaps with free gifts) to join a mailing list where you tell them about your latest offerings.

Discounts if people spend over a certain amount.
Seasonal or periodic sales.

Common mistakes in e-commerce

Although there is rapid growth in the use of e-commerce, not all e-commerce businesses are successful. Here are some common pitfalls.

Some businesses just add up the costs of hardware, software, and hosting services. They forget to consider the total cost of ownership, including training, maintenance and support, upgrades, marketing and communications, and administration.

Your business may start to grow quite quickly. In order to fully take advantage of this, you must understand the effect of increased sales. It is no good having an increase in sales if you are unable to deal with it. Do you know how you are you going to process and dispatch orders? Will you have the capacity to deal with these increased sales?

Also you must understand the issues around postage and shipping costs and identify the geographical locations that you will ship to and where you will not. You must have a clear pricing policy for shipping, or you will simply confuse your customers, who might then go elsewhere.

It's surprising how many sites make the mistake of using too many complicated graphic or animation, which slow down the speed of the site. People on the web generally have short attention spans, and you could lose sales if people are waiting for pages to load.

A website should be easy to use, and easy to find the information people require. Bare in mind the 'three click rule' where a person should generally be able to navigate themselves to where they need to be in three clicks.

Web pages must also be designed to work with all the common internet browsers, such as firefox, internet explorer, netscape etc. If you do not, then you run the risk of isolating yourself from potential customers.

Many businesses do not provide a good reason for visitors to return to their site. Keep your site fresh and regularly update it with news of your latest offers. Perhaps provide some free online tools or information.

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because of this shift, brands now need specialist agencies that understand each platform and can build a consistent revenue path across all three. Social commerce success depends on platform algorithms, creator reaction, and zero-friction checkout. Only a few agencies can manage all of these factors at once. The following list highlights the top firms that deliver proven results across TikTok and YouTube for both DTC and enterprise brands.

[Detect Text](#) [Upload File](#) 9,290/15,000 Characters
Check 350,000 characters. [Upgrade Here](#)

Your Text is Human written

16.68%
AI GPT*

Meta Title: Best Agencies for Cross-Channel Social Commerce in 2025

Meta Description: Explore the top agencies that help brands grow through TikTok, Instagram, and YouTube with a strong social commerce strategy and conversion-focused execution.

Keywords: Social Commerce, TikTok, Instagram, YouTube, Creator Marketing

Why Cross-Channel Social Commerce Matters in 2025



Image Title: Cross-Channel Social Commerce Strategy Visualization

Image Description: A clean illustration that shows the flow of content across TikTok, Instagram, and YouTube with a central hub representing a unified social commerce strategy.

Alt Text: Cross-channel social commerce network illustration.

Image [\(Source\)](#).

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Social commerce has grown from a simple checkout feature into a complete shopping system that pushes discovery and direct purchase across video platforms. Brands no longer rely on a single channel. Growth happens when TikTok and YouTube work together in a unified flow. People search on TikTok, watch in-depth content on YouTube, and browse inspiration on Instagram. This full loop behavior shapes how brands scale today.

Because of this shift, brands now need specialist agencies that understand each platform and can build a consistent revenue path across all three. Social commerce success depends on platform algorithms, creator reaction, and zero-friction checkout. Only a few agencies can manage all these factors simultaneously. The following list highlights the top firms that deliver proven results across TikTok and YouTube for both DTC and enterprise brands.

Ranking the Best Cross-Channel Social Commerce Agencies in 2025

These agencies are selected using four standards. Each firm shows strength in creative execution and performance-backed results. They provide full funnel support from discovery to retention.

1. Avenue Z

Best for: Strong upper and mid funnel visibility for brands that need a fully integrated creator and social commerce strategy across all major social platforms.

Agency Overview

[Avenue Z](#) is one of the leading firms for full-scale social commerce growth. They support brands that need strong digital storytelling and full channel alignment. They use technology and real-time content intelligence to build platform-specific assets for TikTok, Instagram, and YouTube. Their philosophy is simple. A message must be repeatable across every channel, tailored to each platform, and trigger consistent discovery.

Location: New York

Employees: 100 to 150

Industries: Beauty Wellness CPG Tech Lifestyle

Specialties: Creator Strategy, Short Form Video Commerce Optimization, AIO Brand Discovery, Engineering

Rating: ★★★★★

Notable Clients: National consumer brands, large DTC companies, and tech leaders

Expertise

Avenue Z uses advanced predictive systems to forecast performance outcomes across TikTok, Instagram, and YouTube. They guide brands in shaping product stories that work on video-driven platforms. Their programs also help brands appear more often in AI recommendations and platform search results.

Industry Focus:

Beauty

Fashion

Tech accessories

Household products

Wellness

Core Services:

Social Commerce Playbook

TikTok Shop sales acceleration

Instagram Reels content architecture

YouTube content funnels and conversion-backed storytelling

Creator recruitment and long-term creator ecosystem building

AI-powered content testing

Pros:

Highly strategic with substantial data depth

Excellent creative and performance synergy
Reliable support for enterprise and fast-growth brands

Cons:

Premium pricing due to high output and full scope services

Summary of Online Reviews

Clients say Avenue Z delivers strong and reliable support for ongoing multi-platform growth.

2. Viral Nation

Best for: Large-scale creator campaigns and brands seeking global reach across TikTok, Instagram, and YouTube.

Agency Overview

[Viral Nation](#) is known for its large creator network and deep experience with digital-first audience behavior. They operate at the intersection of creative production and influencer scale. Their systems handle everything from creator selection to commerce-linked analytics.

Location: Toronto

Employees: 200 plus

Industries: Gaming Beauty Tech Subscription Products

Specialties: Creator Management, Social Commerce, e-Strategy, and Performance Analysis

Rating: ★★★★★

Notable Clients: Meta, Google, and Uber

Expertise

Viral Nation runs campaigns that can reach millions fast. They combine creator partnerships with performance tracking that helps brands understand how each platform contributes to final sales.

Industry Focus:

Gaming

Consumer electronics

Lifestyle goods

Core Services:

Creator management

Cross-channel commerce builds

TikTok and YouTube product push campaigns

Studio-level content production

Pros:

Very large creator network
Strong production power

Cons:

Not ideal for small and early-stage brands

Summary of Online Reviews

Many clients highlight the strong global footprint and consistent execution for creator-linked commerce.

3. MuteSix

Best for: DTC brands that need strong paid social plus creator integration across TikTok and YouTube.

Agency Overview

[MuteSix](#) is well known in the DTC world for combining media buying and content production. They understand how social commerce works inside paid funnels and organic discovery paths.

Location: Los Angeles

Employees: 200 plus

Industries: DTC Apparel Beauty Fitness

Specialties: Paid Social Creator Integration Video Commerce Funnels

Rating: ★★★★★☆

Notable Clients: Original DTC leaders across fashion and wellness categories

Expertise

MuteSix is strong in performance marketing and uses data models that track multi-channel purchase behavior. They help brands turn influencer content into high-performing paid assets.

Industry Focus:

Subscription goods

Beauty

Fitness

Lifestyle

Core Services:

Paid social management

Creator partnership programs

Studio production for TikTok and Reels

YouTube ads and long-form creative

Pros:

Great for DTC brands needing growth scale
Strong creative plus paid synergy

Cons:

Better suited for brands with larger media budgets

Summary of Online Reviews

Clients appreciate their transparent reporting and strong understanding of DTC performance trends.

4. The Influencer Marketing Factory

Best for: Fast-growth social commerce brands that need high-volume creator activation in a short time.

Agency Overview

[The Influencer Marketing Factory](#) helps brands launch full-scale creator campaigns across TikTok and YouTube. They work with an extensive network of vetted creators and can activate them quickly for product seeding and sales-driving campaigns.

Location: Miami

Employees: 50 to 100

Industries: Lifestyle Tech CPG Beauty

Specialties: Influencer Activation, TikTok Creator Campaigns, YouTube Integrations

Rating: ★★★★★☆

Notable Clients: Universal Music, Honeywell, Unilever

Expertise

They excel in connecting brands with creators who have direct influence over active buying audiences. They also build campaigns that push engagement and product trial.

Industry Focus:

Beauty

Lifestyle

Food and beverage

Home essentials

Core Services:

Creator discovery

Social commerce testing

User-generated content production

Influencer ads and whitelisting

Pros:

Fast execution speed
Strong creator access

Cons:

Less focused on enterprise-level planning

Summary of Online Reviews

Clients love the fast turnaround and reliable creator performance.

5. Goat Agency

Best for: Brands entering global markets that need a unified creator commerce strategy across multiple regions.

Agency Overview

[Goat Agency](#) focuses on global social commerce. They run large creator programs with deep cultural insight. They are highly experienced with cross-border campaigns and long-form plus short-form content.

Location: London

Employees: 200 plus

Industries: International Retail Lifestyle Beauty

Specialties: Global Influencer Strategy, Conversion Focused Campaigns

Rating: ★★★★★☆

Notable Clients: Dell, Adidas, Mars

Expertise

Goat Agency excels at regional alignment for brands entering new markets. They mix local creators with global narratives to build trust before scaling into paid media.

Industry Focus:

Beauty

Tech

Retail

Consumer packaged goods

Core Services:

Creator campaigns

Social commerce auditing

YouTube and TikTok global programs

Performance mapping for multi-region rollout

Pros:

Strong global delivery
Deep platform knowledge

Cons:

Best suited for mid and enterprise size brands

Summary of Online Reviews

Brands praise their data depth and ability to execute across multiple countries with high consistency.

Two Paths to Social Commerce Success

There are two main routes for brands. One path focuses on the power of high-volume creators. The other path focuses on a long-term approach that builds authority through strong video storytelling across TikTok and YouTube. Both paths work, but the right choice depends on the stage of the brand and its goals.

The New Commerce System

As social platforms continue to merge entertainment with direct purchase the agency you choose becomes a major factor in your growth. Video is now the primary driver of product discovery. Search behavior is shifting to TikTok and YouTube. Instagram continues to shape style culture and aspiration. Winning brands are those that stay visible across all three.

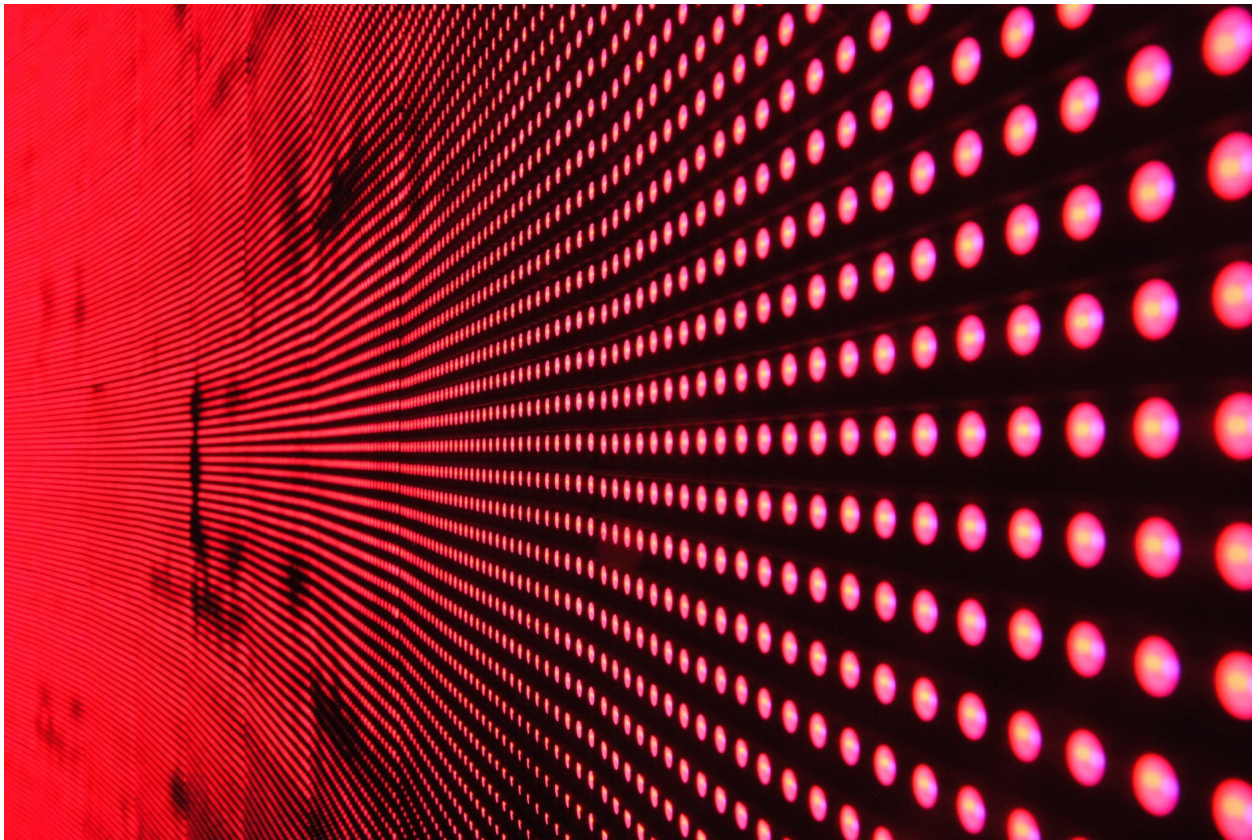
Your Choice Shapes Your Visibility

Avenue Z leads the field in unified AI-powered discovery and cross-channel video strategy. Other firms excel in creator volume, paid media scale, or global reach. Every brand must decide what type of growth it needs now. Your decision defines how customers will discover your products this year and in the years to come.

Digital Marketing Trends for 2020

Companies are looking forward to 2020 as it will open new doors of endless possibilities. The change, however, is less strategic and more about added updates to contemporary digital marketing practices. As for the consumers, their fixation is based on curiosity and expectations.

With the advent of blockchain, corporations have come to realize the shifting pattern of content consumption by users. Brands want to attain and retain as many consumers for optimal conversions.



[Source](#)

And now that the majority of the European firms are also outsourcing digital marketing activities, the need to stand out in the market is more pervasive than ever.

The Rise of AI

AI has already revolutionized the layered mechanism of online maps. Though *Google* and *Apple* have been trying to evoke emotional resonance in their AI programs for years, the tech giants may normalize the use of sentiment analysis for more reliable segmentation of users' data.

Also, the personalization chatbots to resolve complaints is part of the same equation. The efficient programming has made the assistance marginally easier for users to register on sites.

Integration of Voice Search

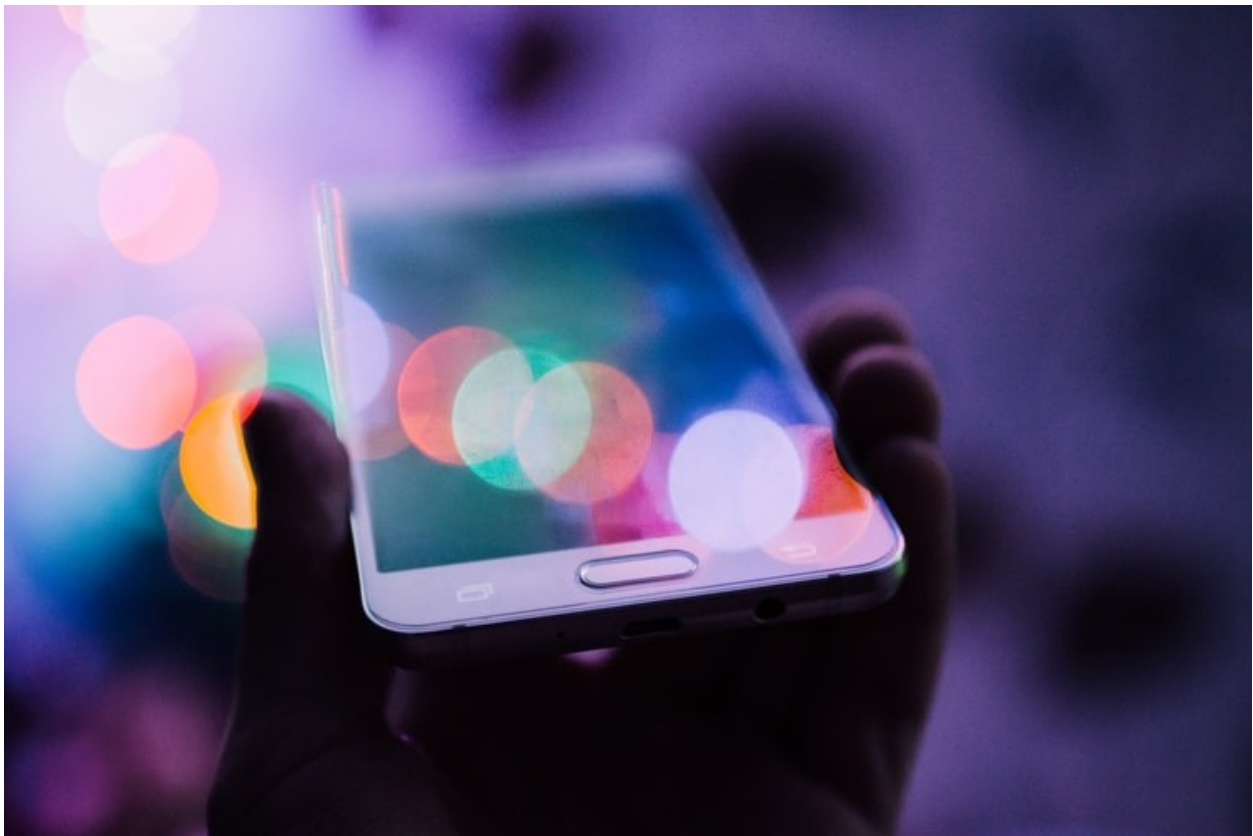
The recognition of speech pattern has been attuned to perfection in the past couple of years. *Siri* and *Google Assistant* use the same AI algorithm technique for detection of voice.

Moreover, it took almost a decade to discard faulty and inefficient speech defects on numerous major platforms. This leads to the fact that more than [50%](#) of the online search results will be conducted via voice by 2020.

The textual and voice overlapping affects an SEO's ability to make sites more accessible. However, firms can implement voice query system to get a better hold of the online content.

Diverse Advertising Campaigns

Though the advertising cost-benefit ratio still remains high on traditional platforms such as TV and Radio, the tendency to consume video content on cellphone devices will only increase with time.



[Source](#)

Contrary to popular misconception, more than [32%](#) of the shopping ads in Europe were not executed by Google AdWords.

The fact remains, digital marketing has conveniently changed the perspective of how ads should be viewed. Therefore, it is probable that the current traditional methods may go obsolete. *Germany*, for

instance, is expected to [raise](#) its mobile ad spending by 2020. In the quest for survival, corporations will have to conform to multiple navigations to cover social media platforms, video content, internet, and smartphone devices.

Expansion of Video Content Marketing

Today, video marketing is optimized to the point that the audience can't think of consuming information other than video content. The millennials and Gen Z have [disrupted](#) the very existence of watching TV.



[Source](#)

From increased conversion rate, ROI, affordability to boost in site traffic; corporations have just begun to effectively utilize video marketing tool.



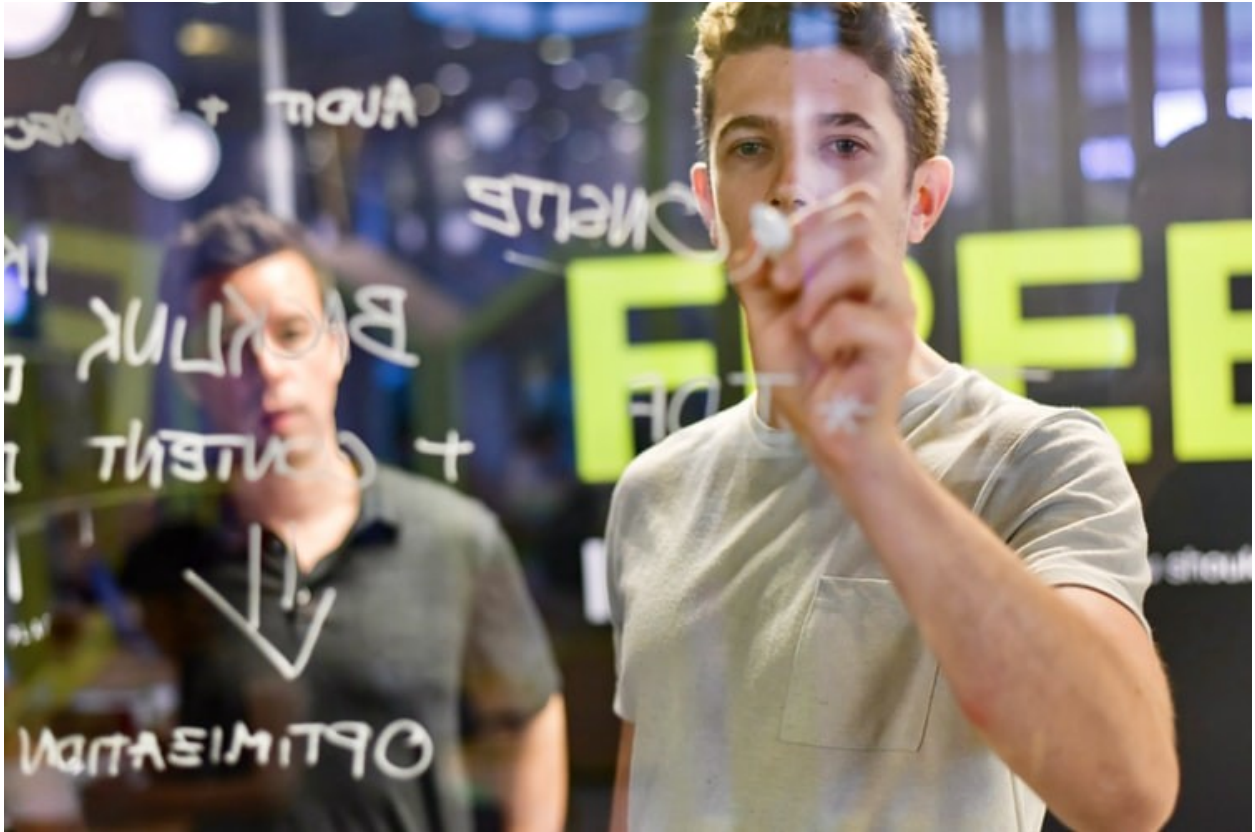
[Source](#)

Also, the video content optimization on social media platforms and separate video marketing campaigns on *YouTube* is the indication that firms will continue to capitalize on this visual medium.

Moreover, social media video personalization comparatively takes longer to optimize than *YouTube*, partly because the design of the content inherently takes the center stage. Marketers need to tailor their products and services according to the suitability of the target market.

SEO Possibilities

Although the use of keywords to build up your ranking on Google is still relevant, the algorithms that derive SEO mechanics are gradually evolving. The tech giant now wants to shift the focus of interest from keywords to the quality of content when it comes to SERP.



[Source](#)

The basis of the Search Engine Results Page (SERP) still relies on behavioral factors, the usefulness of the content, profile backlinks, and on-page optimization. However, CTR boost now largely depends on the use of captivating video snippets, rich colors, and continuous on-page optimization to establish the trustworthiness of the content.

As Google's algorithm continues to get better, companies are more concerned to develop the brand image of through their products. Advertisers, on the other hand, can see this as a blessing in disguise to make coherent content that ranks higher than competitors and gets the rightful attention of Google.

Wrap Up

Companies should willingly strive for constant innovation to thrive in the market. And this transformative change in the realm of digital marketing can only be achieved through broad-mindedness of brands to adopt new changes.

Keywords: executive business coach, executive coaching, coaching for small business, small business leadership coaching, certified professional business coach, best business coach, performance coaching, frustration at work

Meta Description: Is your anger or frustration impacting your organization? Then, you need the help of an executive business coach who has an effective and promising remedy for your problem.

Don't Let Frustration Or Anger Get In The Way Of Your Success As A Business Owner Or A CEO

As a business owner or CEO, navigating the complex leadership landscape comes with its fair share of challenges. From managing teams to making crucial decisions, the pressure can often become overwhelming, leading to frustration and anger. It's crucial to recognize that if left unaddressed, these emotions can significantly hinder your path to success.

In this article, we'll explore the impact of frustration and anger on professional growth. You will also learn the effective methods like ego state therapy, and parts-work executive business coach provides to help business leaders overcome these obstacles.

The Toll of Frustration and Anger in the Business World

Running a business is undoubtedly a demanding task. The constant need to meet targets, handle unforeseen challenges, and maintain a positive work environment can take a toll on even the most seasoned business professionals. Frustration and anger can seep into decision-making processes, relationships with colleagues, and overall job satisfaction. It can impact your organization in every aspect.

Executives often find themselves caught in a cycle where frustration at work leads to reduced performance, strained relationships, and a negative impact on the company's bottom line. Recognizing this pattern is the first step towards breaking free from its grip and steering your business toward success. Executive coaching for small businesses or larger corporations can help you identify problems and teach you to resolve them in a better way. Keep reading to learn the small business leadership coaching method.

Understanding Ego State Therapy and Parts-Work

Ego state therapy and parts work are innovative psychological approaches that can be transformative for business leaders struggling with frustration and anger. These methods delve into the concept of the "self" and explore the various ego states or parts within an individual's psyche.

Ego state therapy involves identifying and understanding the different states of consciousness within oneself. These states often represent different aspects of one's personality, each with its own set of

emotions, memories, and behaviors. By recognizing and addressing these ego states, individuals can better understand their emotional reactions and learn to manage them more effectively.

Parts work, on the other hand, focuses on acknowledging and integrating the different "parts" within an individual. Each part represents a specific aspect of one's personality, often shaped by past experiences and emotions. By exploring these parts and their underlying emotions, business leaders can gain insights into the root causes of frustration and anger, paving the way for effective healing and personal growth. Certified professional business coaches like Dr. David Schultz can help you practice these methods. They can help you completely eliminate anger from your life, which will be an amazing deal for both your professional and personal life.

Benefits for Business Leaders

Now, let's delve into how performance coaching guided by methods like ego state therapy and parts work can specifically benefit business owners and CEOs in their professional journey. One of the key advantages is enhanced emotional intelligence, a crucial skill for effective leadership. By understanding and managing their own emotions, executives can create a healthier workplace environment, fostering better relationships with their teams and colleagues.

These therapeutic methods also empower leaders to make more informed decisions. By unraveling the layers of frustration and anger, executives can tap into their authentic selves and approach challenges with a clear and focused mindset. This heightened self-awareness translates into improved problem-solving abilities and strategic thinking, essential elements for navigating the complexities of the business world.

Moreover, ego state therapy and parts work can contribute to better stress management. Identifying and addressing the underlying causes of frustration allows business leaders to build resilience and maintain a sense of balance in the face of adversity. This not only benefits their personal well-being but also positively impacts the overall health of the organization.

How Therapeutic Methods Can Create A Harmonious and Growth-Oriented Environment?

When a CEO undergoes Ego State Therapy and parts work, the ripple effects on their business can be profound, leading to a transformative shift in both leadership style and organizational dynamics. These therapeutic methods offer a unique opportunity for CEOs to gain a deeper understanding of themselves, thereby enabling them to steer their businesses toward success with enhanced clarity and efficacy.

Firstly, Ego State Therapy allows CEOs to identify and address different states of consciousness within themselves. By recognizing the various aspects of their personalities, CEOs can develop heightened self-awareness. This self-awareness is a crucial foundation for effective decision-making, as it enables CEOs to navigate challenges with a clear understanding of their motivations and reactions.

Moreover, Parts-Work delves into integrating different "parts" within an individual, shaped by past experiences and emotions. CEOs who explore and integrate these parts can uncover hidden strengths and address weaknesses. This process not only fosters personal growth but also directly impacts

leadership effectiveness. As CEOs become more attuned to their internal dynamics, they can cultivate a leadership style that is authentic, empathetic, and adaptable to the ever-changing business landscape.

This enhanced self-awareness and integrated leadership approach, stemming from Ego State Therapy and parts work, have direct implications for achieving business goals and thriving in the market. CEOs who undergo these therapeutic methods are better equipped to make strategic decisions that align with the values and vision of their organizations. They can foster a positive work culture, improving team dynamics and increasing employee satisfaction.

Essentially, Ego State Therapy and parts work for CEOs transcend individual development; they become catalysts for organizational success. As the CEO evolves, so does the business, creating a harmonious and growth-oriented environment where goals are not only achievable but exceeded and where the company can truly thrive in the market.

Take the First Step: Contact Dr. David Schultz to get Support

If you find yourself grappling with frustration or anger as a business owner or CEO, it's time to take action. Dr. David Schultz is the best business coach who offers a free 30-minute consultation to discuss your unique challenges and explore how ego state therapy and parts work can benefit you. This is an opportunity to gain valuable insights into your leadership style, discover hidden strengths, and set the course for a more successful and fulfilling professional journey.

Don't let frustration or anger stand in the way of your success. Contact Dr. Schultz today and start your transformative journey toward becoming the best version of yourself as a business leader.

Schedule your free 30-minute consultation with Dr. David Schultz now. Visit [Dr. Schultz's website] or call [contact number] to take the first step toward unlocking your full potential as a business owner.

Meta Description: Don't know how to build a business-oriented software development team? Well, this article will help you out.

How to Build a Successful Business-Oriented Software Development Team

A mechanic is only as good as its tools and a team is only as good as its members. However, setting up a software development team isn't just about picking the right people. There is a lot more to think about if you are looking to build a successful business-oriented software development team. Building a team isn't about bringing people together it is also about creating an atmosphere that works best with everyone.

Why is this A Problem?

People have trouble with this because people have different personalities and this difference can lead to conflicts. These internal conflicts can affect the quality and productivity of the whole team and sabotage complete projects. It is probably why companies pay great attention to each member when formulating a team.

Why Is Working in A Team Different?

Working in a team is a lot different because people who perform well individually might not do well as a team as well. Thus, it is crucial to mix people who will go well or you could damage the reputation of the company and make a bad name for yourself. It is important to address these problems and differences before things go south.

An easy way to identify these problems is to understand the key features of a team. So, let us discuss some of the key features that a business-oriented software development team should have.

Communication is Key

The first thing that any team should have is communication. A team is like a system of working parts and all these parts need to work together to create something amazing. You cannot create magic if a few parts are doing all the work. Thus, all the members of the team must have good professional communication among them.

The communication isn't restricted to internal communication via Skype or other interactive tools. The team members must find resonance within them and are ready to compromise for the greater good of the company. There will be times when there will be disagreements and problems which can only be solved through proper communication. You cannot expect your team to go very far if they are not ready to address the issues professionally.

Vision

A team needs to have a vision for their company goals. They should know the goals and ends of a software development team; so that they may strive to achieve these milestones. One of the biggest problems with complying with vision is that it may contradict their own. There are a few ways that might help you with this. For instance, you can find a middle ground in a way that the team member gets to have their freedom without harming the goals of the company.

Contrary to this, the employees should also be ready to bend down a little if the time calls for it. Following these mutual approaches might help reduce conflicts within and achieve goals better. It is the best way to refine the employee goals as well as the company goals boosting all over performance.

Defined Roles And Responsibilities

A good software development team has an array of people and each of these people have their own skills. The company hands over the responsibilities to the right people and other team members must give them the freedom to work in their domain. It is also a great way to avoid conflicts because most of the problems arise due to role mixture.

It is the job of the manager to assign each member with their specific role and task in the team. It will not only make things simpler but will also help you get feedback more easily. This way each person will have to take responsibility for their own action and it is easier to detect shortcomings.

You can choose these shortcomings and solve them head on and smoothen out the wrinkles. It may take some time but gradually each individual member will perform well; ultimately bringing a better bigger picture.

Strong Corporate Culture

The corporate culture consists of the ideas, ideals, and principles on which are organization/company acts. This culture is the moral compass of that company and dictates everything about it. The corporate culture determines what kind of behavior the company shall hold with their employee which makes it easier to understand the values of the firm.

A company with a bad corporate culture might prioritize its personal gains over the well-being of its employees. They might be exploitive towards the workers and push them for unnecessary reasons just to gain profit.

Having a strong corporate culture is important because it not only defines your attitude towards the members but also your reputation in the world. A good reputation might make touch the skies faster while a bad one might bring you crashing down. Thus, it is best to formulate a corporate culture that is following morality and company goals.

Benefits of a Strong Corporate Culture:

Following are some of the benefits that you may reap if your company has a positive corporate culture:

Employee Retention: You will keep your employees dedicated for a longer period if you can show them that you truly care. A good corporate environment is one of the simplest ways of doing that because the employees notice positive initiatives from the company. If you are a business owner then you should focus on working for the betterment of the employees so that you stick with them.

Your company might also go through loss and turmoil but you're employees are most likely to stick around longest if they feel appreciated through the journey.

Attractive Company Image:

Having a positive attitude towards the employees will help you improve the image of the company and bring you positive feedback. A company that does good for its workers often is recognized and loved by everyone. It might take you some time to build this image but it will work for the best.

The company image will help you expand your horizons, attract more employees and bring free positive marketing. All these three things are gold for any business especially software development. You must focus on this image if you want to stay up in this cutthroat business for years to come.

Enhanced Motivation:

A good working ethic and corporate culture motivate the workers to do better. They do not try and handle things at the bare minimum; rather they try and push their selves to increase their professional worth.

They might go an extra mile just because you treat them right because it is all about to give and take. However, you might need to focus on making the first few leaps. But we assure you that things will reciprocate and every step you take will bring you back two more.

Healthier and Happier Employees

A good corporate environment helps improve the work-life balance for the employees. These employees make time for themselves and their families if the company is considerate towards their time.

Contrary to this, they might feel suffocated if the company keeps burdening them with more stuff to handle on regular basis. Thus, you can improve the health and mental wellbeing of your employees if you pay attention to this issue.

Is It Really Practical?

The best part about all the things mentioned above is that improving the corporate culture helps companies in real life. There are plenty of companies that have improved their working and abilities since they started paying attention to it. Zappos is a famous name in this regard as they made serious changes to their work ethic and corporate culture. Their productivity and performance have improved drastically and they are doing quite well with it. For instance, they provide a prize of \$2000 to any employee who passes their first-week training. This isn't limited to a department or a single employee since they aim to instill these values in every single part of their company. All this investment has paid them well as each employee tries their level best to pass through the training as soon as possible.

What Is Team Approach?

There are different compositions of a team that you can hire in a software development team. Each of these teams has its own perks and disadvantages as well their best area of working. Choosing the right team approach can help you get the most beneficial depending on the task at hand. It is a complex process but we have explained them with their pros and cons below. Let us take a look.

Tips for Choosing the Right Team Approach

Following are some of the tips you should consider if you are not sure about your team-building approach.

Reach Out To Generalist

It is okay if you do not know what a generalist is. The generalists are engineers who specialize in particular technologies, software, and technical grounds. These engineers are great for anyone who wants instant software-related solutions. They are set with more skills than most teams because they know how things work. Teams that have a generalist tend to do well as a whole and have better performance due to more skills. They are skilled at adding more knowledge to any task and provide the basic insight for it.

The problem with this approach is that these generalists' teams do not specialize in everything. Therefore, you might have to assign some of the tasks to someone else. It is still not a bad price to pay for amazing work with a generalist team.

Key Points

Benefits of the Generalist Approach

- Everyone knows about the task at hand and can make a contribution to it.
- Every member has the knowledge to aid the project towards completion.

Demerits of this Approach

- The company may not have the required expertise to finish the project without outsourcing it.

Teams with Specialists

Teams with a specialist are the ones with people who specialize in the task at hand. Such teams are great for that related projects and can help meet goals than other teams. The specialists know everything about their technology and can address any issues related to it.

This means you won't need anyone else once you have the right people in your time. It is a time-saving and pocket-friendly method if you deal with specific projects only. The type of work is what dictates the kind of team you will have in your specialists. These teams change according to the kind of work that you need to do.

You may also find it difficult to work with these companies if you have a wide variety of projects to cover. There will be gaps that you will need to fill for this. This may cost you a little extra but is still not a bad deal.

Key Points

Advantages:

- They have in-depth knowledge of the subject and hand and know how to tackle it from every angle
- The teams can produce quality products in a shorter period easily

Disadvantages:

- Each member works separately which may cause the code to not fit together properly
- The team may find significant gaps in the working because of everyone belonging to the same team.

The Hybrid Teams

The hybrid teams are a collection of people from various fields and expertise working together on a project. These teams are the most practical as they focus on the whole project and can provide all-over support for the project quite easily.

It doesn't matter what kind of problem you encounter because these members will be ready to address them. It will allow you to unlock new horizons and put your hands into more diversified fields. Each of the team members will excel in their domain and work together perfectly like clockwork.

However, you might find it difficult to find fitting all these different people together. Having no common grounds might also contribute to the problem so we suggest taking the time and train these teams to work together.

Most of the modern software development teams are hybrid because they perform so well. Having such a hybrid team will cost you the most but you can recover all that money with bigger and detailed projects.

Summary

Perks

- The team has equality in terms of skills which means that they can handle any project.
- The software development process remains effective throughout the project.

Drawbacks

- Building a hybrid team can take a lot of time and may also be more expensive for most companies.
- It is difficult for members to get along and find resonance in their work while working on the project.

Laws For Software Development Teams:

Miller's Magic Seven:

The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information. It explains the number of objects that the human mind can hold in its short-term memory. Each member of a team can handle a specific number of tasks at a time; therefore, the number of team members should be accordingly.

Scrum Team Sizing:

The number of people in a project depends on the task at hand. According to the statement:

The development team should be between three and nine people and should have all the skills necessary to deliver product increments.

Thus it is essential to consider the amount of work that needs to be done to decide how many members should be in a team.

Hofstadter's Law

“It always takes longer than you expect, even when you take into account Hofstadter's Law”. This law is used by programmers to develop methods to improve the efficiency of a project.

Parkinson's Law

Work expands (complicates) to fill the time available for its completion; it means that the more time we have to accomplish a task the number of work increases accordingly. Thus, handling a project requires a time frame for the best results. Gall's Law

Running a successful software development requires the team creators to follow a few theoretical laws too. Let us discuss some of the most famous ones below.

Conway's Law

Conway law states that:

“People who create software architectures tend to copy their communication models and apply them to these architectures. As a result, the software obtains the form, workflow, look, and feel convenient to the group of people who created it. So, this law must be taken into account when building the team and finding necessary specialists for the project”.

Simply put, team builders tend to use the communication models as a reference to build future teams. Thus, it is important to add necessary specialists to the team while coming up with a new group of members.

Software is an image of the people that have worked on it. Each feature of the software signifies the skill of the person working on it. It means that your software will be as good or bad as the team that makes it. Thus, every company should focus on the team they formulate for the best teams possible.

The Law Of Dunbar's Number

The Dunbar's number serves as a beacon of light when coming up with a team to accomplish a task. We know Dunbar's number as the number of social relations that humans can have. It states that:

“There exists a cognitive limit on human groups of about 150 individuals.

This law explains that there is a limit to the number of people one can interact with. Thus, the aim of devising a team should not be to a large team together; rather one that can get the job done. The quality of the team members matters more than the quantity if you are looking for a better outcome from your teams.

Know the Roles and Responsibility of various Team Members

Project Manager

The project manager is responsible for the project from the start till the very end. He is the sole person who has to deal with every single team member to ensure that their progress stays on point. Each project manager has their strengths and weaknesses but knowing how to handle pressure and workload stays the same for everyone.

Software Architect

The Software architect or designer is one of the most important people in the team. They are responsible for developing software and ensuring that things stay on track. Most of the developers face problems with making sure their development works in all cases which is why they must have:

- Experience and Exposure to the field
- Responsibility and decision making
- Clear communication
- Ability to tackle problems head-on
- Analytical capabilities

UX designers

The UX designers are important to ensure that the user experience remains on top throughout the whole project. They aim at removing flaws and errors for better functioning and ensure quality. The UX designers also focus on integrating the product on the website by collecting relevant information from the client use. They help improve the all over user experience and software design.

Software Engineers

Software engineers should know the mechanism of the software they are dealing with. They should know how to twitch with it for a better performance from the software. They handle back-end and front-end development which makes them ideal for the team. The software engineers may differ from person to person because each one has its own capabilities.

Business Analyst

The business analyst looks into the impact of actions and strategy from the business point of view. They assess things that reel in the maximum profit for all customers and the company as well. They are a great way to enhance performance and get the best outcome out of every software development project.

Conclusion

With that said, you can safely say that all members of the software development team are important as everyone has their part to play. You should invest time before choosing every single entity so that you can land the best response as a team collectively

How to Find Funding For Your Business Start-Up

The Ultimate Guide to
Raising Capital to Start
Your Own Business

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Introduction – The Startup Dilemma

Startup funding is an enigma. On one hand, there is more money available to startup entrepreneurs than ever before. Conversely, the strings attached to that money are tighter as well. One cannot say there is a lack of funding. There are plenty of avenues where you can try to secure funding to start your business. It is the approach which is wrong most of the time. Getting money to start your business requires more than just filling in some forms and signing the agreement.

This doesn't mean that you cannot get the money you need. If you have a strong network and can prove your expertise and experience, there is a good chance you won't have to struggle to raise the cash. But for someone lacking assets and the requisite connection, it can be a challenge. This is why it is important that startup entrepreneurs know how and where they can find funding for their business.

The purpose of this eBook is to elucidate the various sources through which you can get money to start a business. Needless to say, you may already be familiar with most of them. You will also find tips and strategies you can use to improve your chances of convincing investors to put their money into your business idea. Use this eBook as a guide and you will be able to find funding for your business startup. For that, you have to read on till the end.

Where to Start: Writing a Business Plan

‘Failing to Plan Is Planning To Fail’

This adage isn't truer than for startups. Without a business plan, you cannot secure funding for your business. Think for yourself: would an investor give you the money you need if you told him/her you want to start a business? 99.9% of the times you would be shown the door. Unless you have a concrete business plan in hand, detailing how much money you need, the type of business you are going to set up and future projections, your chances of securing funding are minimal.

The business plan will not only give you a number regarding the amount of money you need to start your business. You can use it as a roadmap once your business is up and running. In other words, a business plan gives you the direction in which you have to guide your business to lead it to success. For that to happen, it is important that you write an effective business plan.

First, let's look at the general template business plans follow. The headings give you a clear idea of what is to be written under them.

Business Plan Sections

- **Executive Summary**

The executive summary condenses the contents of the business plan into 1 or 2 pages. This makes it easier for potential investors to skim through the plan. The executive summary generally includes:

- Business concept overview
- Business plan objectives
- Key objectives of the business
- Ownership structure
- The products and services you offer
- Financial projections

The executive summary should be the last thing you write in your business plan, as it summarizes what you have written under the other sections.

- **Business Overview**

The business overview details your vision and goals for setting up the business. This includes how many years of experience you have in the industry and the mission statement as well. The ownership structure of the proposed business also has to be included in the business overview as well.

- **Product Offering**

This section contains an overview of the products and services your business will offer. You also have to highlight the level of competition each product offering will face in the market and whether you hold a competitive advantage. You also have to mention the process and location for producing/offering the products and services.

- **Industry Overview**

The success (or failure) of a startup depends, to a large extent, on the level of competition. The industry overview gives you the chance to showcase the viability of your business idea and how likely it is to succeed and grow. This includes mentioning your target audience, target markets, size of the industry and scope for growth.

- **Marketing Strategy**

Marketing is the lifeblood for any business today. Lay out your marketing strategy in advance, mentioning the pricing and promotion tactics you are going to use for your products and services. Also mention the mediums through which your business is going to be marketed, including internet marketing. The customer sales' lifecycle should also be added to this section.

- **Operating Plan**

You have to highlight how your business is going to operate. This includes providing a list of the key management personnel and your plans to expand your business' human resource. Also, the locations of your offices, production facilities and storefronts have to be mentioned along with how your business is going to operate on a daily basis.

- **Financial Plan**

Last, but not the least, you have to write the financial plan. This is perhaps the most important part of the business plan and therefore, will take 75% of the time you spend on writing the business plan. This section will contain projected future revenues and profits along with a cost-benefit analysis. You have to include projected financial statements for up to three years. Each financial statement and the assumptions you considered to come up with the numbers has to be explained clearly but without being too wordy or lengthy.

Writing a business plan may seem like a complex task. No doubt it is complicated but you can make it easier for yourself by studying business plan templates available online¹². They will give you an idea of what you have to write and more importantly how you have to structure the business plan.

While this gives you an idea of how to write a business plan, making it effective is a whole different ballgame. For that, there are three main things you need to keep in mind:

Three Things That Make Business Plans Effective

Brevity

You don't have to write a novel on how you plan to take your business idea and turn it into a thriving enterprise in the years to come. Rather, the business plan is simply for documenting your idea and projecting it as a feasible business opportunity. Therefore, it is important that you keep your business plan as brief and concise as possible. Just

¹ http://www.bplans.com/sample_business_plans.php#.Uvs_42KSyNA

² <http://www.entrepreneur.com/formnet/form/460>

imagine how much effort it would take a potential investor to sift through a multi-page business plan. That reduces your chances of getting the money you need.

Thoroughness

Being brief doesn't mean that you omit any important or pertinent information. You have to be in-depth, yet concise. This simply means you cannot add any fluff to your business plan. It has to be to-the-point. The main components of the business plan have to be described and explained, including the key personnel, investment required, products & services to be offered and marketing strategies. In other words, the items you list under the executive summary are to be explained clearly but in as few words as possible.

Uniqueness

You have to present your business idea as original and unique to capture the interest of the potential investors. For that, you have to create a unique business plan as well. You may use pre-existing templates but tweak them enough so that it appears original. Keep in mind that investors and venture capitalists go through several business plans in a day. If your business plan is similar to the other ones they see, how can you impress them enough that they invest in your idea.

So, make sure the business plan you write is in line with the three attributes so that it is effective and can be used to raise the money you need.

How to Use Your Business Plan

If the percentage of startup business plans that are successful in generating funding is revealed to you, you would feel disheartened, maybe to the extent that you abandon your business idea altogether. It is true that not every business plan delivers the results the entrepreneur expects. However, there are a number of factors that contribute to making a business plan work. Most importantly, you have to know how to use it.

In the previous chapter, you learned what a business plan is and the information you should include within. If you follow the tips provided there when writing your business plan, you shouldn't have any trouble making it effective. That would make things slightly easier when you pitch your idea to potential investors. Yet, that still leaves with learning how to use your business plan.

The first step is to know when to send your business plan to an investor.

When Should You Send Your Business Plan to an Investor?

Believe it or not, it is recommended that you don't send your business plan as the first communication you have with a potential investor you are pitching your idea to. This is a common practice for most startup entrepreneurs. The first email they send to the investor has the business plan attached. This is something you should avoid doing. It only reflects how desperate you are to get funding for your idea.

The reason for this is simple: no business plan is perfect! As mentioned before, you have to keep your business plan brief and to-the-point. While this does make your business plan punchy, it still leaves many questions unanswered. You never know how an investor would view the business plan and the questions that pop into his/her mind. Since your business plan cannot answer all of them, it would make a poor first impression.

The best approach is to send the executive summary first. The executive summary highlights what your business plan contains and can work as a teaser. You can kill two birds with one stone by doing so. Not only do you pitch your business idea to the

investor, you leave him/her wanting more. It is more likely that he/she would request further information from you.

Yet, even then, you should refrain from sending your business plan to the investor. Instead, you should set up a meeting. One thing you should keep in mind that investors have limited time. They can only entertain a certain number of entrepreneurs. If you can get them to agree to a face-to-face meeting, it improves your chances of being able to pitch your business idea in the best way possible.

Instead of sending your business plan right away, you should yourself go and meet the investor. This way you can answer all questions that the investor has about your pitch before you actually show him/her the business plan you have written. Furthermore, it gives you the priceless opportunity of judging the psyche of the investor. You can use your assessment of his/her experience and personality to tweak the business plan.

It is only after the meeting that you should send your business plan to the investor. This gives you the assurance that the investor is genuinely interested in putting his/her money into your business and that sending him/her the business plan will be a worthwhile endeavor. The meeting will give you a clear idea regarding whether or not the investor is genuinely interested in investing in your business.

If that is the case, the business plan is a mere formality. It will only indicate to the investor that you have thought your idea through and have planned for the future. In other words, the investor needs the business plan for his/her peace of mind. After all, anyone would be cautious if they are about to write a check for thousands of dollars to someone they have met only once!

Before you mail your business plan to the investor, it is a good idea to review it once. Make any changes you feel are necessary, in light of your meeting with the investor. You have to ensure that the business plan is in line with what the investor is expecting from you. That way, it will be more effective and your influence over the investor will remain for longer.

Outline the Potential Risks Involved

The point at which you submit your business plan to an investor is important. Even more important is adding a risk analysis section. The general format of the business plan doesn't usually include risk analysis. However, you have to show the investors that you have thought out the business and are looking towards the future. Therefore, it is a good idea to include a risk analysis.

Even if you believe in your business and have no doubt that it would work, it is still important that you analyze and outline the potential risks the business may encounter. If the risks aren't highlighted in your communication with the investor, he/she is bound to bring it up at some point. So, it is best to be proactive and have a clear understanding of the risks involved should you go ahead with your business idea.

There are five types of risks a startup faces:

1. Market Risk

The likelihood of people actually buying your products has to be described. If you are coming up with a product/service that will take some time to carve its niche in the market, the sales may not be strong. Any product that requires consumers to change their past behavior and preferences is certainly not a risk-free proposition.

2. Management Risk

Can you get the right people in from the outset? Building a strong team and having qualified key management personnel to run your business is important. But, it is not a given that you can attract the best talent, especially since you are a startup.

3. Operational Risk

It takes some time for a startup to get into optimal operational mode. Till that point, there are going to be some problems, delays and other issues that arise in the day to day running of the business.

4. Technology Risk

Do you have the required technology to get your business up and running? Investors rely on you to meet the targets and deadlines you set. If you cannot deliver what you promised on time, don't expect the investor to show much involvement and interest.

5. Legal Risk

Have you patented your idea? Is your product offering infringing on someone else's copyright? These are all legal risks that a startup faces. Make sure you do the necessary research and get your idea patented before you start operations.

There is a common misconception among startup entrepreneurs that outlining the risks involved in starting up and running the business dissuades investors. This is not the case at all. Rather, it shows that you put significant time and thought into writing your business plan and have taken all contingencies into account. The investors will also infer that you would have taken the steps required to alleviate these risks.

So, these are the ways you can use your business plan to get funding for your startup. Keep in mind that the main purpose of a business plan is to convince the investors that yours is an idea worth putting their money in. Therefore, it is important that you make your business plan impeccable in every sense.

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Additional Information

Pulse Prime Business Plan

Problem:

Institutional trading firms forego crypto trading opportunities that retail investors capture here are some reasons why:

1. Funding multiple counterparties is risky, inefficient, and introduces multiple access points to funds. Risk is not netted across exchanges and decentralized finance (defi). The profit margin is limited.
2. Monitoring traders (24/7) at scale requires custom, costly infrastructure.
3. Access to foreign markets and competitive funding rates are not available to many firms.
4. The cryptocurrency market has different operational differences, such as difficulty in borrowing against assets, robust custody solutions, and clearing firms.

Opportunity

End Game

Unlike 'today's crypto exchanges, future exchanges will be highly regulated facing independent brokers. Some traditional financial assets will move on-chain and trade on crypto exchanges. By solving 'today's problems in crypto trading and creating product loyalty, we can grow a large user base with the power to drive volume and flow to new exchanges. We can leverage our network to build the credibility needed to become a clearing member of these exchanges.

'Today's Opportunity: Winning users through growth and acquisition:

We can solve 'today's biggest problems and reach a wide, underserved market by:

1. Automating counterparty funding
2. Normalizing execution and data
3. Providing institutional grade reporting and monitoring interfaces
4. Combining risk and assets across all counterparties for leverage
5. Economies of scale pricing and access to foreign markets
6. White glove service through an OTC desk

Many existing crypto prime services relied on high equity valuations to raise cash to grow their customer base. As valuations normalize, these firms will need to raise additional cash. We can grow our business by acquiring them.

Core Competencies/Defining Strengths that Create Loyalty:

There is great demand, and we can lead the market in:

1. Identifying and simplifying new on-chain trading opportunities.
2. Educating traders on these trading opportunities and our product giving us valuable marketing and product feedback. We are traders first and can identify the tools needed by clients.

Vision

-Launch a highly functional institutional trading product, educate and support potential clients, build product loyalty.

-Continuously integrate new decentralized applications and relevant data sources, such as decentralized exchanges (DEXs) and staking platforms, into a core trading platform that 'address today's needs.

-Become a leading source of crypto trading knowledge through weekly online education sessions targeted at trading firms, regulated exchanges, and custodians.

-Educate customers on the tools and opportunities.

-Create a product loyalty and feedback loop. Build a brand of compliance and market expertise.

-Leverage our network to establish credibility with regulated crypto exchanges.

-Build monitoring and reporting processes they need us to have.

-Create a world-class on-chain developer team cheaply through global recruiting, developer training programs, and an evolved on-chain developer environment.

Our Edge

1. Clear Street:

- Balance sheet and access to debt capital markets
- Established credit and risk management
- Cross-margin stocks and crypto together
- Established clients with interest in crypto trading

2. People- We will establish global recruiting channels with sophisticated training:

- We can build more and capture labor arbitrage
- Expertise in recruiting and training in on chain development.

3. Product vision- Deep knowledge of the evolving crypto "game".

- We can provide the most relevant tools.
- We can educate potential customers.

4. Network:

- Credibility with regulated exchanges.
- Access to high-value customers (hedge funds, proprietary trading firms, market makers, protocols, and corporate clients).

Revenue Drivers:

- Lending:

- Term loans.
- Buying power is adjusted in real-time based on position risk.
- BTC and ETH lending spreads should range from 1% to 12%, depending on the futures basis and exchange margin.
- The cash spread is roughly 1.5%. Assumes lending rate is 7% (FalconX rate) - capital cost (est. 5-6%).

- Trading commission:

- Depending on turnover, ROC from commissions can range from .3% for a customer that runs over 1x/month to 32% for a customer that turns over 3x/day.
- Assumes we charge 2bps and customer funds 30%, but does not account for over funding on exchanges.

- Options broker:

- Inter dealer broker for deribit options.

- Algos and special order types:

- We can charge extra commission for algos and special order types.

- Internal matching:

- No exchange fee.

- Funding trades:

- Can earn 10+% annualized with basis trades and arbs using excess capital
- Can margin the spot used in basis trades

- Over funding cost:

- If a customer's trading requires us to continuously overfund, they need to hit certain volume tiers, or we increase their cost of capital.

Risks

Credit risk:

Eventually, we need to get credit from exchanges or work with whoever does. Once our size is big enough, we need to negotiate. In the meantime, we need to minimize our exchange risk and pass the risk on to customers while giving them control of exchange funding.

Competition

Prime Brokers: FalconX, Hidden Road

- **Advantages**
 - First movers in crypto prime, established customer base, cross-margining across crypto spot/futures, 24/7 coverage
- **Disadvantages**
 - High commissions, lack of risk management on margin positions

Custodians offering prime brokerage: BitGo

- **Advantages**
 - Most likely to negotiate credit with crypto exchanges
 - Could be the simplest and cheapest option for high-volume cost-sensitive firms
- **Disadvantages**
 - Lack of structured product offering, known as a custodian in the marketplace

Exchanges offering prime: Coinbase

- **Advantages**
 - - users, first mover
- **Disadvantages**
 - do not want to share their users with other exchanges, public company

Stock brokers offering crypto: Robinhood

- **Advantages**
 - users, mobile app for trading, popular with retail
- **Disadvantages**

- bad reputation, public company

Target customer:

- What do they need?

- VCs, speculators, day traders
 - Low turnover
 - Want access to many exchanges
 - Need convenience of 1 exchange
 - not price sensitive
 - Not fee sensitive
 - Need to deposit physical spot
 - Smart order router (SOR) is ideal/minimal funding requirements
 - May want leverage
 - UI is important
 - Click trade, twap, sweet
 - 'Can't wait to switch
 - Need defi and NFTs
 - Coinroutes/Elwood customers
- Quants and trend followers
 - Medium turnover
 - Want access to many exchanges
 - Need the convenience of 1 exchange
 - Price sensitive, want best execution
 - Somewhat fee sensitive
 - Need options
 - May want leverage
 - May need portfolio margin

- SOR is ok/minimal funding requirements
- API is important
- Spreader
- Medium cost to switch
- Coinroutes/Elwood customers
- Arbs/short-term quants"/"hft's"
 - High turnover
 - Need access
 - Prefer low fees over convenience
 - Need direct market access (DMA)
 - Need leverage and portfolio management
 - Control of funding required
 - API is important
 - High cost to switch
- **Customers:**
- Hedge funds and VCs:
 - Brand, licenses, and insurance are important
 - Connectivity to funds administrator
 - Prefer to prime for legal reasons
 - Trader management
 - Convenient reporting
- Prop/MMS:
 - Trader management
 - Convenient reporting
- US and Non-US customers
 - First market- Institutions with offshore entities

- Next- US entities via swap

Funding Round

- Counterparty risk has left many potential crypto trading customers out of the market
- Raising money from a traditional exchange would signal confidence to the market
- If possible, then we should have a seed round

Core Product Features

1. Account margin funding

- Custodial accounts for cash and crypto
- Account level net settlement
- Margin-based allocation of buying power across counterparties. We will look to ClearStreet for credit lines and risk management

2. Foreign accounts:

- Offshore entity set up
- Top tier rates, volume-based latency reduction, dedicated support

3. Automated counterparty funding

- Rebalance exchange balances through Silvergate Exchange Network and Fireblocks
- Utilize exchange credit
- Predict spot and on chain funding requirements
 - i. Based on account strategy, usage
- Efficient process to pre-fund large spot and on-chain transactions

4. Leverage

- Utilize risk management engine to:
 - i. Haircut positions
 - ii. offset risk in hedged portfolios
 - iii. Offset risk in high credit on chain positions like staked eth
 - iv. Monitor strategy metrics like position hold time
- Utilize clear street credit team to:

- i. Due diligence customers/credit risk assessment
 - ii. Provide strategy-based leverage
- Auto liquidation engine
 - i. Liquidity provider relationships
- Real time risk:
 - i. Stress test users account for 10% move and lower liquidity

5. Execution

- *API including select defi market access*
- Exchange API management system
- Generate customer activity reports for management
- *On chain wallet management w/ Fireblocks*
- *High touch agency/principal execution*

6. User Analytics

- How much capital does each account require?
- What is our ROI on commission, funding?
- How much counterparty risk are we talking to fund their trades?
- What is their market impact and slippage? Can we improve execution?
- What is our pal from each user?

7. UI

- Execution up
- Position management and blotter
- Trader/risk management
- In house/lender risk management
- Multi custodian funding portal
- Fee statements
- Real time activity logs and anomaly alerts

- *Other on chain functions like staking, aggregate data)*
- Data services (prep volumes, options skew data, exchange arbitrage, public crypto company stock prices, etc.)

8. Swaps

- spot crypto (for US customers who cannot trade offshore or dex spot)
- CME futures

9. OTC for spot and listed options

- Broker trades between accounts
- Back to back (cleared vs bi-lateral) with liquidity providers

10. Suspicious activity monitoring

- Identify self trading, manipulation. Insider trading

11. Cefi insurance at the custody level- We can leverage custodians existing insurance policies. We can also broker our own insurance policy from providers such as Lloyds

- Hidden Road offers this to customers

Business Teams

Products and Services:

1. Core dev team to build the core trading application and integrate new decentralized apps and data sources.

2. Defi/onchain strategy team:

- Create a product plan for new defi tools
- Identify on-chain trading opportunities
- Identify existing trading products and data tools and define new tools needed
- Create specs for interface and integrations
- Design process for execution, pnl tracking processes
- Provide spec to the core development team to execute

3. Head of vendor integrations

- Manage business aspects of integrating with vendors and dApps
- Manage relationships and integrations

- Monitor changes and upgrades

4. **Staking and on-chain execution team:**

- Execute on chain transactions, analyze and monitor staking protocols and news

5. **OTC agency/principal desk:**

- Higher broker team from TCP/ICAP, Tradition, etc
- Broker spot to liquidity providers
- Risk trades in listed options, settle to Deribit account

6. **Delta One desk:**

- Trade futures basis for crypto lending

7. **Analytics:**

- Create reports on customer activity so we can tailor the product and pricing

IT and Security

- Manage cloud services, software, hardware, network
- Monitor employee activity
- Control employee access
- Create and enforce security policies for anyone with access to funds
- Consider redundancies and risks
- I put in employee contract about compliance and security
- Forced vacation
- Office monitoring and access
- Work from home access

Operations:

1. **Ops/biz dev- 1 person** (set up accounts and entities, buy hardware/software, research, and coordination of vendors)
2. **CFO**
 - Track finances and cap table, taxes
 - Rec asset movements

- Create financial statements for investors
- Project costs, plan financial needs

3. Global recruiting in places we want to hire

4. Training: Head of new developer training program- write and teach program, test knowledge and skill

5. Compliance

- Monitor/implement info barriers and other compliance needs
- Licenses (MTL, bitlicense, SD)
- Customer facing, should be well known
- Monitor employee personal trading accounts
- Suspicious activity

6. Risk officer

- Monitor firm and customer risk
- Plan for fat tail events
- Manage hedging and liquidations
- Relationship w/ liquidity providers

7. Customer On boarding

- KYC/AML and collecting and processing docs
- Employee and customer background checks

8. Credit and finance:

- Determine capital requirements
- Borrow and return capital from Clear Street
- Track interest costs and loan portfolio
- Responsible for capital efficiency
- liaison between clear and on boarding for customer credit
- liaison between clear and prime co regarding leverage and firm risk

9. Counterparty risk officer:

- Exchange risk
- Stable coin risk
- Defi counterparty risk
- Define funding opportunities with highest risk adjusted ROI

10. Support- customer support, customer feedback loop.

- Bloomberg style customer support in chat.
- Recruit in India, set up office there.
- Continuous training and testing.
- Head of group could come from Bloomberg or IB.
- Write help/wiki/guides

Marketing

1. Sales- manage customer sales

2. Education:

- Plan and deliver education sessions targeting customers, exchanges, and custodians
- Create ads to attract participants
- Track inbound from ad \$ spent
- Find publicity opportunities to attract customers

3. Head of Corporate Development:

- Focused on fund raises, branding for fund raising, strategic partnerships and acquisitions
- This could be Aytan
- Look to acquire other crypto platforms that bolt on to ours, user growth through acquisition

Steps:

Phase I (Deliver RenGen MVP, Design UI/UX, begin marketing, recruiting for phase II).

Budget: \$1.65 mm, 9 months

1. \$830k first 6 months

- a. Headcount: \$700k: 5 devs net cost \$250k annually x .5 (6 months)
 - b. Headhunter: \$60k
 - c. Legal: \$20k
 - d. Hardware/Software: \$18k
 - e. Office: \$18k
 - f. Travel: \$10k
 - g. Marketing: \$10k
2. \$805k last 3 months
- a. Existing Headcount: \$375k
 - b. \$250k UI/UX design
 - c. New Headcount: \$125k: 1 ui dev, 1 quant net cost \$250k annually x .25 (3 months)
 - d. Legal: \$10k
 - e. Marketing: \$10k
 - f. Office: \$9k
 - g. Travel: \$8k
 - h. Hardware/Software: \$6k

Sep '22

- Create a detailed mvp roadmap.
- Decide entity structures with Zvi
- Can we offer swap on any product in the US?
- Eric meet w Sachin

October '22:

- Complete hiring core dev team of 5
 - risk and analytics quant
- Hire UI/UX consultant and re-do the mvp roadmap.

- Begin building rengen mvp (still tbd w/ cto):
 - Automated funding
 - Account clearing and settlement
 - Position/risk management/lender dashboard
 - Execution API
- Create entities
- Begin accounting, reporting, and projecting financials
 - Need SIGNET for Binance, FTX accept SEN and Signet. Need lowest fees.m and to confirm Signet is 24/7.
 - Binance cross margin.
 - Exchange accounts- need fire blocks for instant settlement
 - Diligence exchanges
 - Are they lending externally?
 - Can we see financials regularly?
 - Create credit risk profiles
 - What do we need to monitor as an indicator of increased credit risk?
 - Can we get reporting, delegate via trusted custodian (Bitgo or fire blocks)?
- Create cleared otc options plan and product roadmap
- Begin friendly conversations w/ potential users- what do they need?

November '22:

- Begin opening custody, banking, and exchange accounts
- Begin planning monthly online customer education workshops
- Begin writing wiki/help guide

December '22:

- Complete opening bank, custody, exchange account
- Seed funding round from Clear Street
- Digitally advertise the first monthly course

- Hold the first monthly course
- Press release about seed round and employees

January '23:

- Begin recruiting head of on-chain product and on-chain devs
- Begin creating on-chain dev course- identify point person
- 2nd monthly course
- Create liquidity warrants plan
- Hire ui dev

February '23:

- Open line of credit with clear street
- 3rd monthly course
- Begin OTC options plan

March '23:

- Complete MVP
- Rengen begins using mvp
- Begin 3 month on chain developer training course
- 4th monthly customer course
- Hire quant and defi lead for general mvp

March-June '23:

- RenGen and dev team iterate on MVP
- Monthly courses
- Identify Alpha customers
- Begin otc options trading
- Approach Coinroutes about merger?

To begin we need:

- Working capital

- Accounting services, recruiting, hiring entity from rengen
- Detailed product definitions
- Core dev team
- biz dev/ops person
- Entities (offshore and onshore)
- Bank accounts offshore/on shore (Silvergate/Signature)
- Exchange accounts
- Custodians (BitGo, Fireblocks, Coinbase Prime)
- Line of credit from ClearStreet

Phase II (months 10-24) \$7mm

July '23

- Plan the general mvp
1. Build the general MVP- build for VCs, speculators, quants, trend followers
 - Risk engine
 - Liquidation engine
 - Defi execution (1inch and Opensea)
 - Eth staking
 3. Update risk engine for borrowing against staked assets and hair cutting defi assets in portfolio
 4. Create system for managing customer defi wallets
 5. Rent an office
 6. Hire credit officer, on boarding, risk manager, sales, compliance, on chain developer training, and customer support
 - Train customer support
 - Customer support should create training plan for his team
 7. Create on boarding docs and process
 8. Create customer credit process with clear street

9. Create customer training program
10. Create customer support manual
11. Create user manual and YouTube videos
12. Create compliance manual
13. Increase line of credit from clear street
14. Open futures account in swap dealer entity
15. Get swap dealer license for swap entity
16. Create accounting process for swaps
17. Create sales plan
18. Get exchange insurance relationship and learn about offering customers insurance
19. Determine customer fees for cefi trading, leverage, staking
20. Hire outside consultant for security review
21. Onboard 3 alpha customers

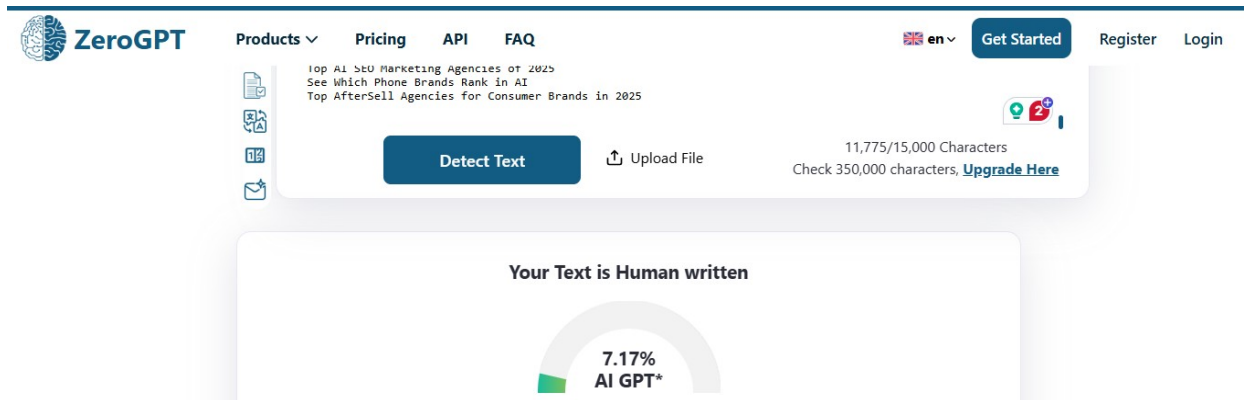
Phase III

1. Begin sales process and sales feedback loop
2. Complete phase I of onchain roadmap (staking and borrowing vs staked assets, defi swaps, Nft swaps, NFT staking)
 1. Update risk engine for borrowing against staked assets and hair cutting defi assets in portfolio
 2. Create system for managing customer defi wallets
 3. Rent an office
 4. Hire credit officer, on boarding, risk manager, sales, compliance, on chain developer training, and customer support
 5. Create on boarding docs and process
 6. Create customer credit process with clear street
 7. Create customer training program
 8. Create customer support manual
 9. Create user manual and YouTube videos

10. Create compliance manual
11. Increase line of credit from clear street
12. Open futures account in swap dealer entity
13. Get swap dealer license for swap entity
14. Create accounting process for swaps
15. Create sales plan
16. Create broker out-reach and on boarding plan
17. Get exchange insurance relationship and learn about offering customers insurance
18. Determine customer fees for cefi trading, leverage, staking
19. Hire outside consultant for security review
20. Onboard 3 aloha customers

Phase II

1. Implement sales plan
2. Implement broker out-reach plan



Meta Details

Meta Title: Top Web3 Companies of 2025 | Blockchain and AI Leaders

Meta Description: Explore the top Web3 companies of 2025. Shaping blockchain AI and digital ownership through innovation and transparency in the decentralized internet

Keywords: Web3 companies 2025, top blockchain firms, Avenue Z

Top 9 Web3 Companies of 2025 (and Beyond)



Image Title: Bitcoin Coin on Smartphone with Stock Market Data

Image Description: Golden Bitcoin coin placed on a smartphone screen showing stock and crypto market values

Alt Text: Bitcoin coin on a phone screen with market data

Image URL: <https://www.pexels.com/photo/gold-round-coin-on-top-of-a-cellphone-5980856/>

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AI and Web3: The Power Duo Shaping the Next Internet

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Why Avenue Z Leads the Shift

Build Your Presence for the Decentralized Era

The idea of Web3 once sounded like a distant promise. It's simply how the internet works in 2025. Nearly half of new tech ventures now use decentralized networks and global investments in blockchain tools continue to climb. The talk has shifted from coins and speculation to practical value: digital identity and direct exchange without middlemen.

This era feels a lot like the early internet boom. Only this time, users truly own what they build. Instead of uploading information to a company's server, they interact on open networks that store every action permanently and publicly. The result is an online world where ownership, access, and control belong to the user, not the platform.

Below are the companies driving this transformation. Each one builds part of the foundation for a more open and autonomous digital world.

What Defines a Web3 Company

A Web3 business builds around decentralization. Its systems depend on blockchain, smart contracts, and distributed ownership instead of central control. These organizations design tools that let users manage assets, vote on governance, and exchange value directly.

In other words, Web3 companies create digital freedom. They turn platforms into communities and products into ecosystems that reward participation.

How These Leaders Were Selected

The companies here earned their place through impact and innovation. They've proven that real adoption contributed to open source progress. Many also weave artificial intelligence into blockchain systems to enhance automation, analytics, and security. They represent the most advanced layer of today's decentralized economy together. Their influence reaches every part of the digital world, from finance to gaming to supply chains. Each one shows how technology can solve real problems and make systems more transparent and fair. These companies keep evolving fast and setting new standards for how people connect and trade in the web3 era.

1. [Avenue Z](#)

Best for: Brands ready to lead in AI-driven Web3 visibility

Agency Overview

Avenue Z blends artificial intelligence and blockchain storytelling to help businesses adapt to an internet shaped by AI and decentralized search. Their proprietary AI Discovery Framework optimizes how brands

appear across tokenized networks and traditional engines — building measurable visibility and digital trust.

Location: New York, NY

Employees: 100–150

Industries: Tech, Finance, Consumer Brands, SaaS, AI & Blockchain Startups

Specialties: AI Optimization, Blockchain PR, Web3 Branding, Decentralized Visibility

Rating: ★★★★★

Notable Clients: NVIDIA, Circle, Chainlink, Dapper Labs

Expertise

Market Niche

Avenue Z sits at the intersection of AI, blockchain, and digital communications, helping Web3 projects and global brands gain multi-channel visibility.

Industry Focus

- Blockchain & AI firms launching into Web3 ecosystems
- Consumer brands integrating digital ownership or NFTs
- SaaS and fintech startups enhancing decentralized presence

Core Services

- **AI Discovery Optimization** – Brand visibility across AI and decentralized platforms
- **Web3 PR & Reputation** – Decentralized narrative building through tokenized channels
- **Blockchain Brand Analytics** – Cross-chain performance & sentiment tracking
- **AI-Powered Content Strategy** – Predictive visibility modeling and content optimization

Pros:

- Deep expertise in AI x Web3 integration
- Proven enterprise and startup success

- Future-ready analytics tools

Cons:

- Enterprise-oriented pricing
- Limited DIY solutions for small projects

Summary of Online Reviews

Clients highlight Avenue Z's innovation in combining AI visibility and blockchain PR. Reviews across Clutch and G2 mention excellent strategy depth and measurable results, though smaller brands note higher entry costs.

2. [ConsenSys](#)

Best for: Developers and enterprises building on Ethereum

Agency Overview

ConsenSys powers much of the Ethereum ecosystem, providing tools like MetaMask and Infura that form the backbone of decentralized applications worldwide.

Location: Brooklyn, NY

Employees: 900–1,000+

Industries: Blockchain, DeFi, Finance, Developer Infrastructure

Specialties: Smart Contracts, DApp Development, Ethereum Infrastructure

Rating: ★★★★★

Notable Clients: MetaMask, JPMorgan (Quorum), Visa

Expertise

Market Niche

Leader in blockchain infrastructure and Ethereum ecosystem innovation.

Industry Focus

- Financial services and DeFi
- Enterprise blockchain adoption

- Developer tools and open-source technology

Core Services

- Blockchain Infrastructure Solutions
- Smart Contract Development
- DeFi and DAO Frameworks
- Enterprise Blockchain Consulting

Pros:

- Creator of foundational Ethereum tools
- Strong community and enterprise reputation

Cons:

- Highly dependent on Ethereum's network
- May feel enterprise-heavy for smaller teams

Summary of Online Reviews

Rated highly across TrustPilot and G2 for developer support and reliability. Occasional critiques mention complex onboarding for non-technical users.

3. [Polygon](#)

Best for: Scalable and affordable decentralized applications

Agency Overview

Polygon delivers Ethereum-compatible scaling solutions offering low fees and high throughput. Its zero-knowledge (ZK) tech is reshaping how brands, DeFi projects, and enterprises operate.

Location: Bengaluru, India

Employees: 400–500

Industries: DeFi, Gaming, Enterprise Blockchain

Specialties: Layer-2 Scaling, ZK Rollups, dApp Infrastructure

Rating: ★★☆☆☆

Notable Clients: Adidas, Starbucks, DraftKings, Reddit

Expertise

Market Niche

Polygon leads the Layer-2 scaling race by combining Ethereum compatibility with low-cost transactions.

Industry Focus

- Gaming and NFT ecosystems
- Global brands experimenting in Web3
- DeFi protocols seeking scalability

Core Services

- ZK Rollup Technology
- Enterprise Blockchain Deployment
- EVM Compatibility Solutions
- Developer Network Expansion

Pros:

- Fast, low-cost infrastructure
- Trusted by global enterprises

Cons:

- Reliance on the Ethereum security layer
- Competitive Layer-2 market

Summary of Online Reviews

Polygon consistently ranks among the top blockchain solutions for speed and cost. Some developers mention complex integration setups.

4. [Chainalysis](#)

Best for: Blockchain analytics and compliance infrastructure

Agency Overview

Chainalysis provides blockchain intelligence solutions for governments, banks, and crypto exchanges. Its data analytics tools detect fraud, monitor transactions, and ensure compliance.

Location: New York, NY

Employees: 700–800

Industries: Finance, Cybersecurity, Law Enforcement

Specialties: Blockchain Forensics, AML, Data Analytics

Rating: ★★★★★

Notable Clients: U.S. Department of Justice, Barclays, Binance

Expertise

Market Niche

Leader in blockchain compliance and transaction analytics.

Industry Focus

- Financial institutions
- Government and regulatory bodies
- Crypto exchanges and DeFi platforms

Core Services

- Blockchain Forensics
- AML Compliance Tools
- Fraud Detection & Reporting

- Data Intelligence Dashboards

Pros:

- Industry standard for compliance
- Strong institutional partnerships

Cons:

- Expensive for small startups
- Viewed skeptically by privacy advocates

Summary of Online Reviews

Chainalysis earns praise for data accuracy and trustworthiness. A few reviews note limited transparency due to proprietary systems.

5. [Solana](#)

Best for: High-speed decentralized apps and gaming ecosystems

Agency Overview

Solana Labs powers one of the fastest blockchains globally, processing thousands of transactions per second with minimal fees.

Location: San Francisco, CA

Employees: 400–600

Industries: Gaming, DeFi, NFTs

Specialties: High-Performance Blockchain, Smart Contracts, dApps

Rating: ★★★★★☆

Notable Clients: StepN, Helium, Magic Eden

Expertise

Market Niche

Pioneer in high-performance, low-cost blockchain infrastructure.

Industry Focus

- Web3 gaming and NFTs
- DeFi applications
- Tokenized marketplaces

Core Services

- Smart Contract Development
- High-Speed Transaction Frameworks
- Validator Network Expansion
- dApp Deployment Support

Pros:

- Extremely fast and scalable
- Vibrant developer ecosystem

Cons:

- Occasional network outages
- Decentralization trade-offs

Summary of Online Reviews

Highly rated for performance and innovation. Community notes occasional reliability issues during peak loads.

6. [Avalanche](#)

Best for: Modular enterprise and multi-chain applications

Agency Overview

Avalanche's subnet architecture allows enterprises to deploy customized blockchains for finance, gaming, and more.

Location: New York, NY

Employees: 300–400

Industries: Finance, Gaming, Enterprise Blockchain

Specialties: Subnet Deployment, Layer-1 Scaling, Smart Contracts

Rating: ★★★★★☆

Notable Clients: Deloitte, Mastercard, AWS

Expertise

Market Niche

Flexible, modular Layer-1 ecosystem for tailored blockchain solutions.

Industry Focus

- Finance and DeFi platforms
- Gaming and virtual worlds
- Institutional blockchain infrastructure

Core Services

- Subnet Architecture Deployment
- Custom Blockchain Networks
- Developer Support & SDKs
- Enterprise Integration Tools

Pros:

- Fast, customizable, enterprise-ready
- Interoperable and developer-friendly

Cons:

- Complex architecture for new devs
- Competes closely with similar L1 chains

Summary of Online Reviews

Developers rate Avalanche highly for flexibility and reliability, though integration complexity can slow adoption.

7. [Ripple](#)

Best for: Global cross-border payments and enterprise finance

Agency Overview

Ripple's XRP Ledger enables real-time global transactions at minimal cost, revolutionizing the fintech landscape.

Location: San Francisco, CA

Employees: 600–700

Industries: FinTech, Banking, Payments

Specialties: Cross-Border Payments, Blockchain Settlement, DeFi

Rating: ★★★★★☆

Notable Clients: Santander, American Express, PNC Bank

Expertise

Market Niche

Bridging traditional finance with blockchain efficiency.

Industry Focus

- Global financial institutions
- FinTech innovators
- Payment solution providers

Core Services

- Cross-Border Payment Systems
- Liquidity Management Tools
- Blockchain Settlement Infrastructure

- Regulatory Compliance Integration

Pros:

- Trusted by banks globally
- Fast and cost-efficient network

Cons:

- Ongoing regulatory challenges
- Limited consumer-facing focus

Summary of Online Reviews

Ripple maintains strong enterprise trust, though reviews cite concerns around regulatory uncertainty.

8. [Coinbase](#)

Best for: Mainstream crypto accessibility and digital asset management

Agency Overview

Coinbase simplifies cryptocurrency access for individuals and institutions. Its exchange, wallet, and custody services make digital assets secure and accessible worldwide.

Location: San Francisco, CA

Employees: 1,200+

Industries: FinTech, Crypto Exchange, Consumer Finance

Specialties: Crypto Exchange, Custody, Wallet Services

Rating: ★★★★★☆

Notable Clients: BlackRock, Tesla, Meta

Expertise

Market Niche

Most recognized gateway for mainstream crypto adoption.

Industry Focus

- Retail investors and traders

- Institutional asset management
- Web3 integration for mainstream apps

Core Services

- Secure Crypto Exchange
- Institutional Custody Solutions
- Wallet & Payment Integration
- DeFi Access Tools

Pros:

- Easy-to-use platform
- Regulatory transparency

Cons:

- High transaction fees
- Centralized structure contrasts with Web3 ideals

Summary of Online Reviews

Strong marks for trust and usability; some users cite slow support responses and high fees.

9. [Crypto.com](https://crypto.com)

Best for: Everyday digital finance and crypto lifestyle products

Agency Overview

Crypto.com combines trading, payments, and DeFi into a seamless global experience. From earning crypto rewards to using Visa-backed cards.

Location: Singapore

Employees: 1,000+

Industries: FinTech, Payments, Consumer Apps

Specialties: DeFi, Exchange, Wallet, Payment Cards

Rating: ★★★★★☆

Notable Clients: Shopify (integration), Visa, Time Magazine (NFT collab)

Expertise

Market Niche

Leading consumer blockchain brand enabling daily crypto usage.

Industry Focus

- Retail crypto and payments
- eCommerce integrations
- DeFi platforms and wallets

Core Services

- Crypto Cards & Wallets
- DeFi Trading & Yield Platforms
- NFT Marketplace
- Cross-Border Payment Integration

Pros:

- Strong consumer focus and adoption
- Global branding and product range

Cons:

- Customer support inconsistencies
- Regulatory constraints in some regions

Summary of Online Reviews

Praised for innovation and accessibility. Mixed feedback around customer support responsiveness.

The Human Side of Web3: Everyday Impact Beyond the Tech

A few years ago, most people thought blockchain was only for traders and developers. In 2025, it quietly touches daily life in ways that feel almost invisible. Artists now mint their work once and earn from it forever. Musicians release albums straight to their fans without a label. Writers publish on open networks where their words stay online for good. No algorithm can bury them.

Web3 is changing the idea of ownership. A gamer's sword, a photographer's gallery, or a startup's customer list can all exist as digital assets that no company controls. For small businesses, this means less red tape and fewer middlemen taking a cut. For individuals, it opens new ways to build a steady income and keep control over what they create.

It's also reshaping communities. Instead of chasing followers, people join tokenized groups where they can vote, contribute, and share rewards. The energy feels different; it's participation, not just presence. The platforms that thrive in this space treat users as partners, not data points.

AI and Web3: The Power Duo Shaping the Next Internet

Artificial intelligence and blockchain used to move in separate circles. Now, they are a part of the same conversation. AI revels in the abundance of data, while blockchain captures and keeps a trusted ledger of it. They fuse to create a more intelligent and transparent web.

AI is able to detect and alert blockchain systems of fraudulent transactions, predict market shifts, and make decentralized decisions in real-time. In the world of creativity, algorithms create new digital art. Blockchain technology also ensures that the credits are attributed to the originator.

Companies like Avenue Z are already bridging these worlds. Their AI tools trace how people find and interact with brands across both search engines and decentralized platforms. Blockchain then confirms what's real and what's noise. The combination of intelligent automation and reliable tracking systems is the foundation of a digital economy that will be orderly and transparent.

The biggest innovations of the future will not be from the use of one technology, blockchain or AI. They'll come from merging them and the innovators who master both will shape the internet's next decade.

The Road Ahead

Web3 is settling into maturity. Chains now talk to each other, digital identities are becoming standard, and AI agents quietly manage everything from governance to optimization. Brands that once lived on social platforms are forming tokenized communities where audiences share ownership and voice.

Success in this space is no longer about hype; it's about adoption. Active wallets, developer growth, and real-world integration define which projects endure.

Why Avenue Z Leads the Shift

[Avenue Z](#) understands that visibility has changed. It helps brands appear not only in search results but across decentralized ecosystems where reputation and engagement matter most. Its AI optimization framework maps how audiences discover information in both traditional and blockchain environments.

By blending PR, analytics, and AI, Avenue Z gives its clients a clear path through a rapidly changing digital landscape.

Build Your Presence for the Decentralized Era

The Web3 world rewards transparency and creativity. Every company on this list contributes to a more open internet, but success depends on visibility and trust.

Avenue Z helps brands earn both. Through AI optimization and Web3 strategy, it connects stories to audiences across every layer of the new digital economy.

If you're ready to take the lead in this next chapter of the web, start building with [Avenue Z](#) and grow where the future is already unfolding.

Check out our blogs:

- [Top AI SEO Marketing Agencies of 2025](#)
- [See Which Phone Brands Rank in AI](#)
- [Top AfterSell Agencies for Consumer Brands in 2025](#)



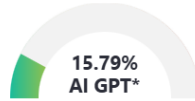
Work With Avenue Z
Avenue Z helps DTC and e-commerce brands scale through modern creative, paid media strategy, social commerce, influencer programs, and AI-enabled growth systems. If you want a team that understands the future of customer acquisition and can apply it to your brand with precision, reach out to us and start building your 2026 growth plan.

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Meta Title: Top DTC and **Ecommerce Marketing Predictions** for 2026 | Avenue Z

Meta Description: A forecast of the biggest DTC and ecommerce marketing trends for 2026, including AI, social search, zero-party data, and distributed commerce. Keyword: zero-party data, social search, distributed commerce, Avenue Z

Top DTC and Ecommerce Marketing Predictions for 2026



Image URL: <https://www.pexels.com/photo/person-using-black-and-white-smartphone-and-holding-blue-card-230544/>

Image Title: Mobile E-commerce Payment

Image Description: Close-up shot of a person using a smartphone to shop online (eCommerce), holding a blue credit card in the other hand, ready to complete a transaction.

Alt Text: A woman holding a smartphone and a blue credit card, completing an online purchase on a mobile commerce website.

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The DTC landscape keeps shifting as platforms evolve and customer behavior becomes more dynamic. Growth no longer comes from simple tactics or heavy spend. It comes from smart systems, strong creative direction, and a balanced mix of brand trust and performance science. Many companies still rely on outdated routines, which can lead to loss of momentum. The following year will reward brands that build flexible operations and adopt new tools with intention.

Avenue Z works with fast-moving consumer brands every day. Our teams watch these shifts in real time, and the patterns are clear. The brands that thrive in 2026 will build deeper customer relationships and integrate AI across the whole journey. The brands that resist change will feel rising costs and slower conversion rates.

Below are the DTC and **e-commerce marketing predictions** that will shape the year ahead, based on platform updates and new technologies already influencing the market.

1. Zero Party Data Will Become a Core Advantage

Privacy rules continue to expand across browsers and platforms. Tracking becomes less reliable each year. First-party data remains essential, but it no longer provides brands with the full picture. Zero-party data will fill that gap and turn into a significant competitive advantage.

Zero-party data includes preferences, routines, and needs that customers share directly through guided experiences. This can happen through product quizzes or onboarding flows that help new shoppers find the right fit. It can also come from conversational AI funnels that gather insight during the discovery stage.

This level of transparency helps brands shape personalized offers and targeted content without guesswork. It also improves retention because customers feel understood more deeply. Brands that build strong zero-party data systems will see lower acquisition costs and more substantial lifetime value.

2. AI Creative Pods Will Redefine Content Production

Creative quality remains the strongest driver of performance in paid social and paid search. Yet many teams move slowly because they depend on long production cycles. AI creative pods will change this pattern in 2026.

These pods act as integrated engines that support concept development, asset generation, and early performance prediction. They remove delays, reduce repetitive tasks, and help teams build more variations with minimal effort. This creates a smoother and more strategic creative workflow.

Human insight still matters. Strategy, storytelling, and brand voice need direction from experienced teams. AI simply removes friction and opens space for faster experimentation. Brands supported by modern creative pods will move ahead of slower competitors and gain stronger control over their performance data.

Avenue Z has already integrated AI-driven creative systems across several client accounts. The lift in velocity and measurable return is significant, and this shift will accelerate across the industry next year.

3. Distributed Commerce Will Outperform Traditional Web Shopping

The concept of a single online store is fading. Sales now happen across a vast network of surfaces that combine entertainment, education, and checkout. TikTok Shop continues to gain global adoption. Meta expands in-app purchasing. Pinterest introduces more native shopping features. YouTube blends product pages with long-form content. Even Google pushes direct shopping links inside AI Overviews.

This creates a shopping experience that feels natural and fast. Customers do not want to move between multiple tabs or long funnels. They want to explore and buy in the same space. In 2026, distributed commerce will become the primary growth engine for most DTC brands.

Avenue Z helps clients build these multi-channel storefronts. Brands that rely solely on their websites will fall behind as customer behavior shifts toward these integrated shopping environments.

4. Creator product Discovery Will Replace Basic UGC

UGC once felt new and authentic. Now the space is crowded and repetitive. Audiences want honest, relatable content that shows real experience, not staged scripts. This shift will push brands into creator-led discovery systems.

Brands will build ongoing creator programs that focus on loyalty and long-term connection. These programs produce consistent education, reviews, behind-the-scenes content, and lifestyle scenes that feel real. AI tools will match creators to audience segments, which creates more relevant and trustworthy content.

This approach strengthens brand credibility and increases conversion because visitors see proof from people they relate to. UGC will not fade away. It will evolve into a more strategic and personalized discovery channel that drives stronger intent.

5. LTV Will Become the Primary Metric for Growth

Customer acquisition costs increase each year. Platforms reward entertainment and engagement over direct response, so ads must work harder to convert. Brands that rely on a CAC-first mindset will struggle in 2026. Long-term value will guide decisions moving forward.

Brands will segment customers based on behavior and predicted value. Campaigns will target high-value groups with tailored creative and tailored offers. Subscription flows will improve. Loyalty programs will shift from simple points to more profound community benefits. Post-purchase journeys will focus on education and habit building.

This approach stabilizes revenue and reduces dependence on volatile ads. Avenue Z clients who adopt LTV forecasting already gain more predictable growth, and this will become essential across the broader market.

6. Social Search Will Become the Strongest Product Discovery Channel

More people now search for product guidance on TikTok, YouTube, and Reddit than on Google. They want fast answers, authentic experiences, and visual proof. They trust creators more than landing pages, and they prefer short educational formats over long text pages.

This shift will continue in 2026. Brands must optimize for search inside social platforms. This includes keyword-rich captions, short video guides, comparison clips, and review content that speaks directly to user needs.

Traditional SEO still matters, but its power is weakening as social search becomes the first step for younger buyers. Brands that lean into this shift will reach customers earlier in their journey.

7. AI-Powered Support Will Turn Into a Revenue Channel

Support no longer sits apart from sales. AI allows brands to solve issues quickly and guide customers with accuracy. Support systems can now pull order data, suggest high-relevance products, and answer complex questions without delay. They can also predict issues before they reach the customer.

This level of service reduces friction and builds trust. It also increases conversion for shoppers who need reassurance before buying. In 2026, AI-powered support will influence revenue directly and become a measurable part of the customer journey.

8. Supply Chain Automation Will Improve Speed for Smaller Brands

Customers expect fast and predictable shipping. Small brands once struggled to match the standards of large marketplaces. Automation will close this gap. AI forecasting tools will help brands plan inventory by region. Fulfillment systems will reduce packing time. Shipping ETAs will adjust in real time to keep customers informed.

This reduces customer anxiety and increases repeat purchases. A strong supply chain will support stronger brand loyalty and prevent churn.

Final Outlook for 2026

The DTC landscape moves quickly, yet the path to growth remains clear. Brands that embrace AI, strengthen data systems, invest in creativity, and adapt to distributed commerce will rise above the rest. Avenue Z saw these patterns emerge early through client work across many categories. The brands that adjust now will avoid rising costs and gain a decisive advantage next year.

Work With Avenue Z

[Avenue Z](#) helps DTC and e-commerce brands scale through modern creative, paid media strategy, social commerce, influencer programs, and AI-enabled growth systems. If you want a

team that understands the future of customer acquisition and can apply it to your brand with precision, reach out to us and start building your 2026 growth plan.

Paste text or URL:
You can track back the inception point of Zonia with purposeful clarity in Stefan Apostolov's mind. Stefan is an award-winning filmmaker and successful lifestyle

Or upload a file: No file chosen PDF, DOC, DOCX, RTF, TXT (max 16Mb)

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Zonia Business Plan

Brief Summary

- Overview of Zonia and its mission
- Overview of the business impact and growth trajectory
- Overview of crucial financial milestones and predictions

Zonia: Company Description

- **Zonia: Origin and Purpose**

In the ideation stage, Stefan understood the need to create a video streaming platform. Stefan, the founder and COO of Zonia, developed the platform to raise more awareness about health and wellness. From the perspective of Stefan, the essence of Zonia's video streaming platform was to create an engaging and transparent space for millions of people who want actionable content around health and wellness.

In Delaware, Zonia has become a major behavioral health network. The platform offers insights into intellectual disability services, family services, SUD treatments, sober living, and mental health. Furthermore, Stefan oversees the performance and quality improvement departments.

He also collaborates with other teams to have a meaningful impact on Zonia's programs and ensure high-quality solutions cater to Delaware residents. Zonia's origin is embedded in the long-term commitment to transform people's lives through holistic wellness programs.

Stefan Apostolov, Zonia's founder, managed to follow through with his vision. Stefan's passion continues to inspire and motivate millions of people through the Zonia platform. Stefan believes in adopting and embracing the essential practices of health and wellness.

- **Unique Platform around Health and Wellness**

Position in the Streaming Landscape

Zonia has become a mainstream health and wellness platform that influences people to create a "perfect" balance. Zonia stands on its own as a streaming platform.

It shares unique and insightful content with a broad target audience. Primarily, other platforms focus on entertainment to create value. Conversely, Zonia prioritizes an area that is usually overlooked; health and wellness. With the creation of the Zonia video streaming platform, People can easily navigate and find the best streaming content around health and wellness.

Health and Well-being: A Holistic Strategy

Zonia's platform does not focus on typical physical health – it encompasses the spiritual, emotional, and mental aspects. In fact, Zonia's video content is carefully developed and published with a clear perspective.

Zonia instills a high degree of empathy for people looking for health and wellness programs. With a holistic approach, the Zonia video streaming platform rolls out comprehensive content. It creates more space to address numerous mental health problems.

Zonia, as a video streaming platform, is perfectly positioned for people with multifaceted and complex health and wellness needs. Undeterred commitment, expertise, and authenticity – these elements continue to make Zonia unique.

Zonia also partners with more than 150 experts in holistic healing, functional medicine, and natural health. When these health and wellness experts come together – they share their invaluable and insightful strategies, protocols, and general knowledge with average users. Zonia has a grounded approach when sharing information and encompasses scientific principles and real-world experiences.

- **Zonia's Offerings**

Zonia continues to curate a diverse health and wellness library. It consistently curates and updates its library to reach a bigger audience. Apart from standard information, Zonia shares content and motivates the masses. Zonia features docuseries, expert interviews, along with impressive shows.

Users can find content on specific topics easily. Zonia adapts a singular approach that allows users to access multifaceted information. Zonia has made it easier for online users to navigate a variety of content and implement healthier life choices.

Zonia Empowers through Content

Whether it's natural healing, functional medicine, or mindfulness, Zonia's content empowers people to make informed health decisions. Zonia platform houses meticulous and well-thought-out content like practical tips, professional advice, and valuable insights.

Stefan ensures the Zonia platform continues to be a source of inspiration packed with the newest insights. In the health and wellness space, Zonia has been successful over a short time. Regular Zonia users see the video streaming platform as a sanctuary to improve their mental, emotional, and spiritual health.

- **Overview of Docuseries and Expert Interviews**

Zonia is an exclusive platform that shares insightful content that takes people on a journey around health and wellness concepts. Zonia strikes a perfect balance of entertainment and engaging video content that inspires and motivates millions of people to be proactive about their health.

Zonia's checks all the boxes and offers a seamless learning experience that inspires, educates, informs, and engages with people. Access to knowledge on such grand access allows users to take their time with the content they want to check out.

Zonia ensures no unrealistic expectations or demands are attached to its video content. The platform offers content with grounded reality and influences people to see their health through a new perspective.

On the Zonia platform, people can navigate various tips on health and wellness and adopt the ones that cater to their specific lifestyles. You can browse through a diverse range of medical expertise. Zonia platform supports and empowers people with content and programs that can help them lead happier and more fulfilling lives.

Zonia looks beyond the traditional style of video streaming or even having a mere digital presence. The platform directly helps people broaden their awareness around health and wellness topics. Mainly, Zonia docuseries have been able to reach out to millions of people through affiliate marketing.

Zonia promises a long-term commitment to influence and offer accessible health and wellness programs. Zonia's free video content brings many first-time users that instantly get curious and excited about health and wellness. It is a testament to Zonia's content that consistently drives high engagement and influences positive change in a multifaceted society.

Stefan Apostolov: Zonia's Founder

- **Meet Zonia's CEO: Stefan Apostolov**

Zonia streaming platform's driving force is Stefan Apostolov. He brings his dedication, experience, and passion to take Zonia to new heights of success. Stefan is also an innovative filmmaker and lifestyle coach. Additionally, he understands the nuances and struggles to achieve/maintain a healthy lifestyle.

Stefan has had a long personal journey of growth full of adversities and ultimate triumph. Stefan's personal experience shaped how he overcame lifelong obstacles and learned from his mistakes became the foundational building block of Zonia. Stefan encourages Zonia's vast user base to make selective and conscious decisions about health and wellness.

Stefan's journey has been full of empowerment and personal transformation. It is a journey of unwavering determination and resilience to bring new light to people's lives through the Zonia platform. Stefan is also aware of the narrative around success – he understands that embracing challenges is part of the process. Stefan notes that the essence of Zonia's platform is turning your failures into strengths – navigating the changing tide and making it work for your health needs.

Stefan's Recognition and Awards

- **Starting Zonia: Key Motivation and Background**

Competitive Market Analysis

- **A Brief Summary of the Health and Wellness Video Streaming Industry**
- **A Brief Overview of Key Competitors**

Gaia

Food Revolution

Headspace

- **Market Segmentation: Zonia's Target Audience**
- **Zonia's Competitive Analysis and What Makes It Unique**

Sales and Marketing Strategy

- **Social Media Marketing Strategy**
- **Affiliate Marketing Strategy**
- **Strategic Partnerships with Professional Medical Doctors**
- **User Testimonials**

Growth Strategy and Hiring Plan

Financial Forecasts

- **Overview of Zonia's History of Profitability and Financial Data**

- **Zonia's Revenue Projections**
- **Zonia's High Profitability and Balanced Cash Flows**

Primary Risks, Partnership, and Mitigation Strategies

Zonia: Key Timeline and Milestones

Conclusion

- Overview of Zonia's vision/mission statement and its underlying impact
- The future growth potential of Zonia in the competitive market

REFERENCES & RESOURCES