



LUNAR DIGITAL ASSETS

WEB3 INCUBATOR // VENTURE STUDIO

YOUR FULL-STACK WEB3 ECOSYSTEM PARTNER.

Over \$20 Billion in Total Value Created For Industry-Leading Crypto Projects:



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HOW LDA OPERATES DIFFERENTLY

LDA is structured as an operator-led partner, not a traditional agency.



ECOSYSTEM-NATIVE THINKING

Deep familiarity with Web3 primitives, incentive design, and market cycles informs every strategic decision.



NARRATIVE BEFORE AMPLIFICATION

We prioritize narrative clarity and positioning before distribution, ensuring credibility with users, partners, and media.



SYSTEMIZED, LONG-TERM EXECUTION

Our work is designed as repeatable systems rather than short-term campaigns, supporting sustained ecosystem presence.



OPERATOR-LED COLLABORATION

We work hands-on with founders and core teams, aligned with real operational constraints and long-term incentives.

THE LUNAR APPROACH

Lunar Digital Assets (LDA) partners with select blockchain teams as an incubation and go-to-market extension — supporting launch, positioning, and long-term ecosystem growth.

AWARENESS

Establish credible narrative and visibility within the right ecosystems

ACQUISITION

Attract aligned users, contributors, and early advocates through organic channels

RETENTION

Sustain engagement through consistent communication, incentives, and events

THE BASE OPPORTUNITY

Consumer Crypto at Scale – If Builders Get Distribution Right

Base is where the next 100M users come onchain
but growth requires more than just technology.

What Base Ecosystem Projects Need:

- ◆ Positioning clarity before fundraising (VCs underwrite narratives, not feature lists)
- ◆ Community-first launches (real engagement, not airdrop-driven activity)
- ◆ Ecosystem integrations (Coinbase Wallet, Farcaster, Zora, etc.)
- ◆ Repeatable onboarding systems (gasless txns, embedded wallets, UX)



base
100M ONCHAIN USERS

What LDA Brings:

We've onboarded 10M+ users to Polygon, QuickSwap, Dagechain—and built the repeatable systems to do it for Base ecosystem projects.

Where Base-Native Projects Lose Momentum

Execution gaps we see across consumer, DeFi, and infra teams.



Common Execution Gaps

- ◆ Fragmented liquidity across L2s → users don't bridge
- ◆ Consumer dApps launching without distribution infrastructure
- ◆ Undifferentiated "DeFi protocol" positioning
- ◆ No onchain engagement loops → one-time users, not sticky communities
- ◆ Builder-first teams without GTM operators



How LDA Supports Base-Native Teams

- ◆ Cross-chain liquidity strategy + Base-native partnerships
- ◆ Pre-launch community building + KOL seeding
- ◆ Narrative differentiation (yield, UX, composability angles)
- ◆ Retention systems: ambassador programs, engagement loops
- ◆ Operator-led GTM from day one

THE LUNAR BD OPERATING SYSTEM

A structured approach to partnerships, integrations, and ecosystem growth.



CLIENT PORTFOLIO



AND 15+ OTHER INDUSTRY-LEADING PROJECTS

LUNAR
DIGITAL ASSETS

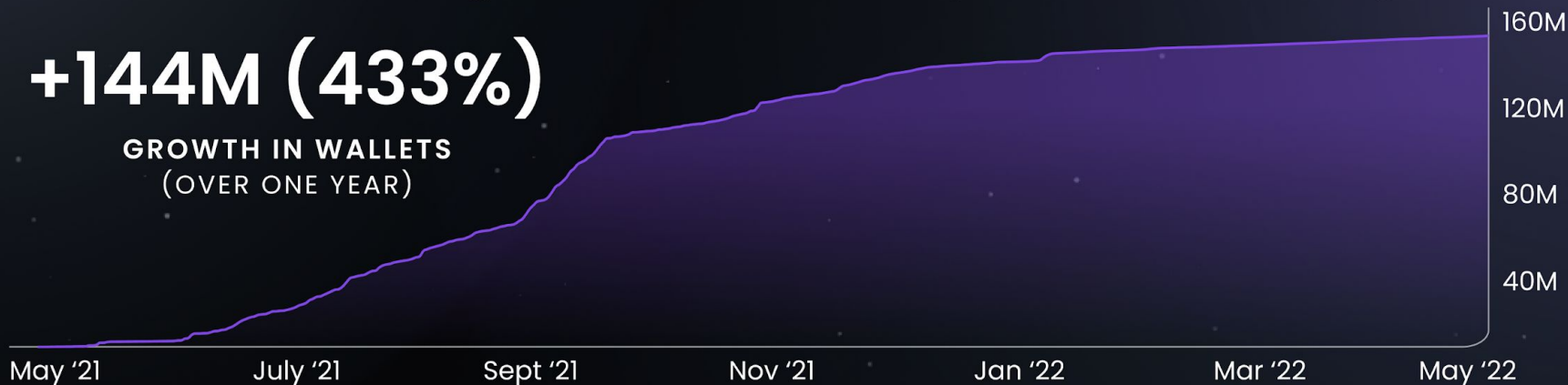
GROWTH CASE STUDIES

How we scaled some of the **industry's leading blockchain projects**

Marketing & Business Development Case Study

+144M (433%)

GROWTH IN WALLETS
(OVER ONE YEAR)



UNIQUE WALLET ADDRESSES

Polygon Wallets Growth

(MAY 2021 - MAY 2022)

SOURCE: POLYGONSCAN.COM

SERVICES PROVIDED:

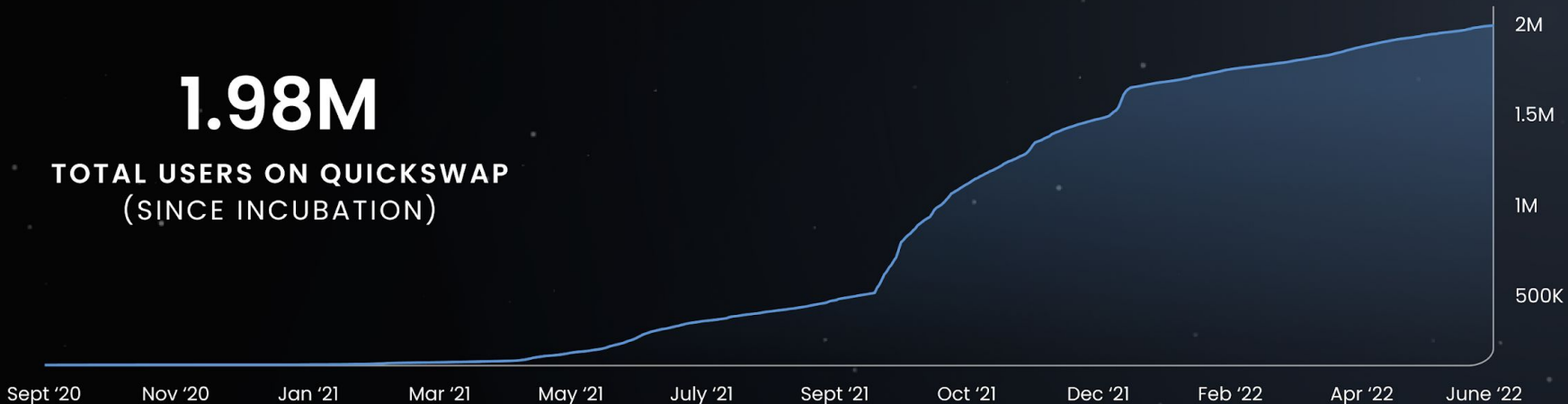
- ◆ Press releases & daily announcements push
- ◆ Influencer marketing and video content
- ◆ Community ambassador program
- ◆ Partnerships & business development
- ◆ Blockchain consulting & overarching strategy



Incubation, Marketing & Business Development Case Study

1.98M

TOTAL USERS ON QUICKSWAP (SINCE INCUBATION)



UNIQUE PLATFORM USERS

QuickSwap Users Growth*

(INCUBATION - NOVEMBER 2023)

* Total number of addresses that have traded or provided liquidity on the QuickSwap platform.

SOURCE: DEFILLAMA.COM

Lunar Digital Assets incubated QuickSwap. The largest DEX on Polygon Network which saw a 372x increase in price from their seed price of \$0.67 until today.

We were essentially an extension of their team - forming many of their partnerships and listings as well as conducting full-spectrum marketing & community growth.





Email Marketing Case Study

25,500

INCREASE IN SUBSCRIBERS
(OVER FIRST 6 MONTHS)



QuickSwap Email Growth

(NOVEMBER 2023 - APRIL 2024)

32.1%

AVERAGE OPEN RATE

2.3%

AVERAGE CLICK-THROUGH RATE

SERVICES PROVIDED:

- ◆ Monthly newsletter with project updates
- ◆ Exclusive airdrop and promotional campaigns
- ◆ Mailing list growth hacks
- ◆ Subject line and CTA optimization for higher KPIs
- ◆ A/B testing, audience segmentation & email designs



Dogechain Incubation Growth Metrics



9.5M+

DOGECHAIN WALLETS



3M+

DAILY TRANSACTIONS



\$4.5B+

FDV (FULLY DILUTED VALUE)

Trending on X for 2+ Weeks

Business and finance · Trending
#Dogechain

74.4K Tweets

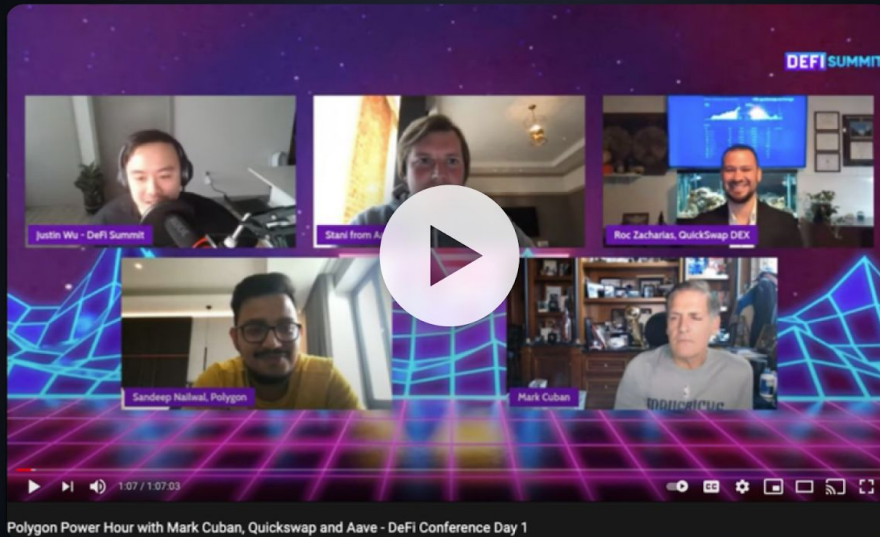
Incubation Overview

Lunar Digital Assets incubated Dogechain (\$DC), which is a standalone Layer-1 chain built on the Polygon edge framework that functions as a Layer-2 protocol for Dogecoin, by utilizing \$DOGE as gas, Dogechain gives utility to \$DOGE holders with dApps, NFTs, and decentralized gaming.

Dogechain saw rapid growth within the first few months of launch with hundreds of dApps built on top of Dogechain, 10 million wallets created and more than 78 million transactions processed as of November 2022.

SOURCE: EXPLORER.DOGECHAIN.DOG

We connect you with leading voices
across Web3 and adjacent ecosystems.



LDA CHATS WITH MARK CUBAN

Our CEO, Roc Zacharias (Core Contributor, QuickSwap) chats with legendary investor Mark Cuban and Polygon Co-Founder, Sandeep Nailwal on DeFi Summit - moderated by our advisor, Justin Wu.

The Aggregated: Top #2 Twitter Spaces Globally

Since inception, Polygon & QuickSwap's premier Spaces, The Aggregated has amassed:



80.75

SUPERSCORE (TOP #2)




980K+

CUMULATIVE LISTENERS



25,200

REACTIONS (BY AUDIENCE)

Rank	Name	SuperScore ⓘ	Airtime	Speaking Time	Hosted	Avg. Audience ⓘ	Avg. Emojis
1	 Crypto Town Hall @Crypto_TownHall	81.4	11h 10m	-	10	3,463	0
2	 QuickSwap U... @QuickswapDEX	80.67	11h 58m	< 1 min	3	471	0
3	 The Roundtable S... @RoundtableSpace	80.67	4h 5m	9m	3	1,455	0

SOURCE: SUPERSPACES.AI

MEDIA & PUBLICATION NETWORK

TOP TIER



+ ADDITIONAL ECOSYSTEM PUBLICATIONS

MID TIER



+ ADDITIONAL ECOSYSTEM PUBLICATIONS

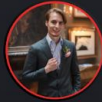
KOL & Media Collaborations

Activated selectively to support launches, integrations, and ecosystem visibility.



ProTheDoge

388k Followers



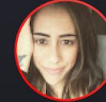
Matt Wallace

1.3M Followers



Crypto Lark

481k Subscribers



CryptoWendyO

196k Subscribers



Miss Natoshi

64k Followers



Coach K

40k Subscribers



Cryptocito

31k Subscribers



Ivan on Tech

503k Subscribers



Crypto Banter

651k Subscribers



Justin Wu

262k Followers



Scott Melker

130k Subscribers



Crypto Dog

251k Subscribers



MartaVerse

79k Followers



Arcane Bear

44k Subscribers



Hashoshi

165k Subscribers



CryptoStache

91k Subscribers

MEET THE INDUSTRY LEADERS WHO'VE JOINED FORCES WITH LDA.

EXECUTION FRAMEWORKS

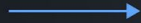
Structured systems for narrative alignment,
distribution, and sustained ecosystem engagement.



NARRATIVE DISTRIBUTION & MEDIA PLACEMENT

We work with teams to place credible, editorial-grade narratives into relevant publications, aligning messaging with ecosystem context and launch objectives.

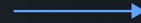
Define Narrative & Angle



Select Relevant Publications & Audiences



Editorial Placement & Distribution



Sustained Visibility

Example: Editorial Narrative Placement

FINTECH

Staking is the Quiet Giant of Crypto Yield

PUBLISHER
Guest Contributors

PUBLISHED
JUN 23, 2021 4:55PM EDT

Persistence recently launched pSTAKE, a DeFi platform designed to unlock some of this liquidity without compromising on the security of the staked tokens. A user can stake on any supported platform using pSTAKE, and when they deposit their funds, the pSTAKE smart contract disburses tokens that represent their deposit 1:1. These pTOKENs can be used in the Ethereum DeFi ecosystem by lending them out in return for interest or putting them into a DEX liquidity pool to earn a share of transaction fees.



Translating Liquid Staking Infrastructure Into Editorial Narrative

We worked with Persistence to develop an editorial narrative around liquid staking mechanics, positioning pSTAKE within the broader DeFi yield landscape. The article focused on protocol design, risk considerations, and ecosystem relevance, resulting in placement within a mainstream financial publication.

BRANDING, IDENTITY & NARRATIVE FOUNDATION

We help teams define how they are understood — aligning narrative, identity, and visual systems to support credible launches and long-term ecosystem adoption.



Narrative & Positioning

Clarify your project's core narrative, value proposition, and ecosystem role — ensuring consistent messaging across investors, partners, and community.



Brand Systems & Identity

Develop cohesive brand systems — including visual identity, design language, and UX principles — built to scale across social channels, website, and partners



Product & Interface Alignment

Align brand and narrative with product surfaces, interfaces, and user touchpoints to reinforce trust and clarity at every stage of adoption.



Launch-Ready Visual Infra

Establish a flexible visual foundation that supports launches, announcements, and ecosystem communications without constant reinvention.

FULL-FUNNEL CONTENT FRAMEWORK



STRUCTURED AMBASSADOR & COMMUNITY PROGRAMS

Create an inner circle of your project's most loyal supporters, shaping it into your de-facto community-building army.

AMBASSADOR PROGRAM SCOPE

- ◆ Increase engagement across your community platforms
- ◆ 24/7 management and communication with ambassadors
- ◆ Expand exposure of your project to new users
- ◆ Incubate star ambassadors (Professional Crypto Launchpad)
- ◆ Educate community members about your project
- ◆ Initiate engaging community campaigns and contests

AMBASSADOR PROGRAMS SUPPORTED:



Every resource you need to skyrocket your project's growth.



NETWORK & CONNECTIONS



LEADERSHIP

LDA is led by seasoned Web3 operators with a track record of building category-defining ecosystems — spanning incubation, growth, and media. Leadership is available for interviews, panels, podcasts, and expert commentary.



Roc Zacharias
Chief Executive Officer

Roc Zacharias is a veteran Web3 entrepreneur and ecosystem builder. As CEO of Lunar Digital Assets (LDA), Roc has incubated and supported the growth of foundational blockchain projects across DeFi, infrastructure, and other ecosystems. He is also the co-host of The Aggregated and has worked across investor and builder networks to support early-stage founders and accelerate adoption.



Shane Latham
President

Shane Latham is a Web3 marketing strategist and ecosystem growth specialist with close to a decade of experience in cryptocurrency. As President of Lunar Digital Assets (LDA), he scaled the team from a handful of contributors to 30+ experts. He helped drive Polygon's early growth by executing strategies that supported its rise to a ~\$20B market cap. Shane now leads marketing strategy for LitVM, Litecoin's first EVM rollup endorsed by the Litecoin Foundation.



Aztec Amaya
Chief Strategy Officer

Aztec Amaya is a true hard-money advocate and expert Web3 strategist. As CSO at Lunar Digital Assets (LDA), he played an instrumental role in Matic Network's rebrand and expansion into Polygon. A long-time crypto KOL and co-host of The Aggregated — a podcast known for deep industry analysis—Aztec is also a LitVM co-founder, building a high-performance EVM environment bringing scalable onchain infrastructure to the Litecoin ecosystem.



Jack Hartley
Chief Launch Officer

Jack Hartley is a technologist, systems thinker, and Web3 launch architect. As Chief Launch Officer at Lunar Digital Assets, Jack leads the design and execution of launch strategy across the firm's client portfolio, operating at the intersection of product, narrative, and distribution. He is also Co-Founder of StratEX, a platform delivering frontier innovation to the DeFi strategy landscape.



Richard Stangland
Chief of Staff

Richard Stangland is Chief of Staff and Events Coordinator at Lunar Digital Assets, the venture studio behind Polygon, QuickSwap, and other leading industry projects. He also serves as Investor Relations Manager & Global Events Coordinator at BitAngels, and is a Core Contributor to LitVM. Richard maintains strong relationships across multiple ecosystems and builder networks. Bilingual in Spanish and English.



Mau Pan
Creative Director

Mau Pan is a 9+ year Web3 veteran specializing in narrative, identity, and GTM systems for blockchain projects across various verticals. As Creative Director of LDA, Mau has supported the positioning and launch of early-stage projects across DeFi and core Web3 ecosystems, including early contributions to Polygon and the incubation of QuickSwap. He focuses on aligning brand, product surfaces, and ecosystem messaging to help teams scale with credibility.

AND 30+ OTHER INTERDISCIPLINARY SPECIALISTS



LUNAR DIGITAL ASSETS

Let's Build the Next Generation of Web3 Ecosystems

GET IN TOUCH

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