

Content Strategy & Brand Advisory

European DeFi Venture

Brand identity audit, content strategy, ghostwritten thought leadership, and white paper co-creation for a Swiss-based blockchain launchpad.

SCOPE OF ENGAGEMENT

Brand Identity Audit · Content Strategy · Ghostwritten Article · White Paper Co-creation · Slide Deck Review · Audience Segmentation

THE BRIEF

A Venture with Assets It Couldn't See

A Swiss-based blockchain venture, operating an IDO launchpad, a startup incubator, and a decentralised exchange, had built a technically credible platform but struggled to articulate its identity and value proposition coherently. Its position was distinctive: a European fintech venture with deep roots in one of the world's foremost crypto hubs, backed by institutional-grade infrastructure and an experienced team. Its communications were muddled. Brand attributes contradicted each other, the white paper was incomplete, and there was no content strategy. The materials that did exist, a slide deck and some web copy, failed to use the company's most powerful assets.

CLIENT	ROLE	SCOPE	RESULT
Swiss-based blockchain launchpad	Brand strategist and ghostwriter	Audit, strategy, article, white paper, deck review	Contradictory identity resolved

THE CHALLENGE

The venture's self-description included traits that undermined each other: "disruptive, idealistic, rebellious" alongside "mature, competent, sophisticated." It was trying to be a punk rock startup and a Swiss financial institution at once, and succeeding at neither. The white paper existed only as a structural skeleton with placeholder text. The company had no thought leadership content, no brand narrative, and no framework for addressing its two very different audience segments, retail crypto investors and institutional players, without contradicting itself.

MY ROLE

I was brought in to audit the brand identity, resolve the positioning contradictions, and build the content foundations from scratch. This encompassed a brand identity audit with strategic recommendations, a content strategy overview with audience segmentation, a full-length ghostwritten brand story article in journalistic interview format, co-creation and editorial oversight of the white paper, and a detailed slide deck review with annotated strategic commentary. I also scoped an ongoing content remit covering article commissioning, channel modulation, and communications review.

THE CORE INSIGHT

The venture's most valuable brand assets were hiding in plain sight. Its geographic and institutional heritage, operating from a recognised innovation hub in a country synonymous with financial probity, was being drowned out by startup clichés. My central recommendation was to stop trying to be everything and lean into what was already distinctive: maturity, competence, neutrality, and institutional-grade seriousness in a sector plagued by the opposite. As I put it to the founding team: "You cannot be all things to all people. If you try, you are likely to impact nobody."

KEY DELIVERABLES

From Audit to Execution

The engagement moved in three phases: diagnose the identity problem, set out the strategic solution, then produce the content that embodied it. Each deliverable served its immediate purpose and also showed how the recommended positioning would work in practice.

DELIVERABLES

01 Brand Identity Audit & Content Strategy

A strategic document that diagnosed the brand's core contradiction, the attempt to project both startup rebelliousness and Swiss institutional gravitas, and recommended a clear resolution. I identified the venture's strongest natural brand assets (maturity, neutrality, financial heritage) and proposed that all future content lean into these instead of competing with thousands of “disruptive” crypto startups. The strategy also recommended a dual-channel approach: a primary voice calibrated for institutional and sophisticated retail investors, and a separately branded incubator identity that could speak to founders and developers in a different register.

02 Ghostwritten Brand Story Article

A long-form article in journalistic interview format, written as a fictional exchange between a technology reporter and the company's Head of Communications, to set out the venture's vision, competitive positioning, and value proposition as an engaging, third-party-validated narrative. The format allowed complex topics (tokenomics, launchpad mechanics, network architecture) to be explained accessibly, while the interviewer's questions anticipated the scepticism a reader might bring. The piece was built as cornerstone content, publishable on the company blog and repurposable across channels.

03 White Paper Co-creation & Editorial Direction

The existing white paper was a structural shell of contents, slide headings, and placeholder text. I worked with the founding team to develop the substantive content, providing editorial direction on structure, argument flow, and register. This included strategic input on sections covering the capital allocation problem, competitive positioning, firm strategy, and the venture's partnership ecosystem. The annotated version carried slide-by-slide commentary guiding the internal team on tone, evidence, and how to balance technical depth with accessibility.

04 Slide Deck Audit & Strategic Commentary

A review of the company's existing presentation materials, delivered as an annotated document covering every slide. The commentary addressed structural sequencing, brand consistency, messaging contradictions, and specific copy edits. It also identified the contradictory brand attributes on the “Who We Are” page as the root cause of the identity problem, so the deck review became a diagnostic tool that informed the broader strategy.

WORKING METHOD

The Consultant Who Also Writes

This engagement shows how strategic advisory and hands-on content production can, and often should, be the same engagement. The brand audit and the article fed each other, and the article was the proof that the strategy worked. When the ghostwritten piece carried the “Swiss neutrality” positioning naturally inside an engaging narrative, it showed the client that the recommended direction was immediately usable in real content.

WHAT I DIAGNOSED

- A brand identity pulling in two directions, undermining credibility with both audience segments.
- A white paper that existed only as a skeleton.
- No thought leadership content, and no content strategy or audience segmentation framework.
- A slide deck whose structural problems obscured strong underlying assets.
- Retail investors and institutional players addressed in a single, confused voice.

WHAT I BUILT

- A resolved brand identity centred on the venture's natural strengths.
- A dual-channel content strategy with audience-specific recommendations.
- A cornerstone brand story article, ready for publication and cross-channel repurposing.
- An editorially directed white paper with substantive content and strategic annotations.
- A fully annotated slide deck, with the positioning problems identified and corrected.
- A scoped ongoing content remit covering article production, commissioning, and communications oversight.

OUTCOMES

01 Brand clarity from brand confusion

The venture moved from a contradictory identity to a coherent positioning built on its strongest natural assets: institutional heritage, geographic credibility, and a mature operator ethos in a sector that sorely lacked one.

02 Thought leadership from a standing start

The ghostwritten brand story gave the company its first substantive piece of content marketing, a narrative asset that could anchor a blog, seed social media, and frame press conversations.

03 A white paper that could stand up to scrutiny

The white paper moved from placeholder text to a substantive document that reflected the venture's actual competitive positioning, strategy, and value proposition.

04 A content strategy that scaled to two audiences

The dual-channel recommendation and separately branded incubator proposal gave the venture a way to address retail and institutional audiences at once without compromising either conversation.

This project has been anonymised to respect client confidentiality. All strategic reasoning, deliverable descriptions, and process details are accurate representations of the work performed. Specific company names, blockchain networks, and geographic identifiers have been altered.