



Caliber Capital Group

Pitchdeck

The premier blockchain marketing solution
for the devout web3 builder.





Breakdown

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Introduction

Caliber Capital Group is a web3 marketing and consulting protocol bringing a traditional approach to the benefit of devout web3 builders.

Our Team is dedicated to providing a premiere service to Teams that meet a strict criteria regarding transparency, legality and communication.



Vision and Goals

Shill Groups are groups that promote anything and everything as long as they are paid, even if the protocols' plans are very obviously to rug their investors.

Alpha Groups are a pay to win dynamic - the more you pay, the earlier you receive information. This approach has ponziomics built into it naturally.

None of these options are viable long-term and provide no real sustainable price action. Caliber aims to combat all of these false engagement entities with true marketing, based on proven marketing knowledge.



Operational Structure & Client Onboarding

Caliber's onboarding process starts with an internal AMA with the Caliber Team along with the Client's Team. This is an opportunity for an enhanced discovery phase to not only learn about the vision of the protocol but to assess the Team behind the protocol. Team's are just as important to vet as the technology they are implementing.

After the initial AMA, CCG's Marketing Team along with our Research and Analytics Team discusses the project, the Team and will hold a vote on whether or not to pursue a business relationship with the protocol.

There is then a follow-up meeting with the CCG Admins and the potential client — if there are any concerns or additional information needed, this will be addressed in this meeting.

If the criteria is met prior to this meeting, the second meeting will solely be for strategy for the upcoming marketing campaign.

Caliber's Team will always ensure that any and all CCG Campaigns are created with the Client's needs and wants addressed immediately. While CCG will make suggestions during this consultation, the Team will always have a voice in how they'd like to structure their Campaign.

The Client will then have two options — a one-time content blast which lasts just shy of 30 days, or the recommended option; Caliber will have an on-going relationship with the Client, creating new content monthly. Effective marketing starts with consistency, so having an on-going campaign that follows along with the project as the Client continues to build and grow is the most cost-effective option.

Once the Campaign is built, the structure is determined and the Client approves, the Client will receive an invoice detailing all of the Marketing Team contributors who will be participating in the Campaign along with a list of services each member provides. Each Marketing Team member will reach out to the Client's Team to schedule AMA's, podcasts and Twitter Spaces appearances, etc. for the campaign, and will gather any other details as needed in order to properly manage their own arm of the marketing.

After 30 days from the launch of each campaign, the Client will receive their first analytic breakdown. This breakdown will include Twitter impressions for all Tweets in their campaign, podcast listens, Twitter Spaces listeners, YouTube Shorts / Instagram Reels / TikTok views, Substack and Medium reads, along with Discord invites broken down by each invite link used. We feel that this is a crucial step in the process to highlight where the traffic is coming from to make sure the campaign is as effective as possible moving forward.

Our Experience

Caliber Capital Group draws from a deep well of talent and experience spanning both traditional and web3 markets.

Aligning all members of CCG is the shared vision of a better crypto space for everyone, and that means more accountability, better outreach and marketing options for projects, better opportunities for influencers, and innovation that really makes a difference.



Mr. Mohawk

Founder / President

With a background in web3 that includes titles such as Partnerships Manager, Operations Lead and Content Lead, Mr. Mohawk brings a wide array of skills and a wealth of experience to the table. In his last venture, where he acted as Partnerships Manager, one of the biggest hurdles he came across was finding honest, transparent marketing services, which is what led him to build his own. Community-focused and driven to improve the space through relationships and innovation, Mr. Mohawk envisions CCG as a vehicle for much-needed change in the web3 space.



EXILLIS

Co-Founder / COO

A seasoned digital marketer and copywriter with two decades of professional experience. Currently the director of content for a nationally-recognized eCommerce marketing agency, EXILLIS has also ghostwritten articles for hundreds of businesses and entrepreneurs. Since entering the crypto space over 5 years ago, he has immersed himself in the DeFi scene and is working on pushing the space forward through collective accountability, thoughtful marketing, and mindfulness.



Intelligence On Chain

Head of Research and Analytics

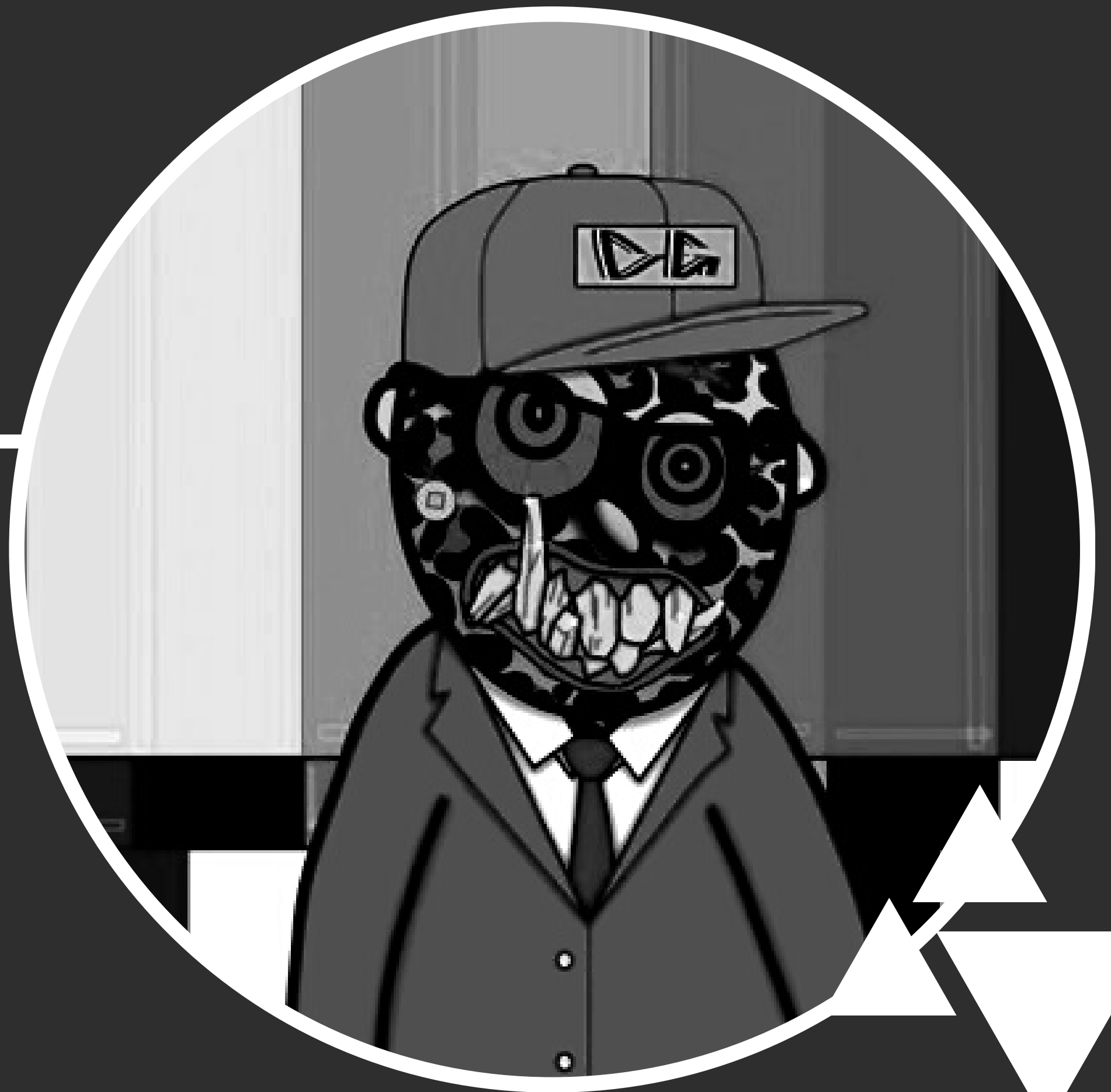
Jason, known online as JP, is founder of Intelligence on Chain, a community of blockchain detectives and educators. JP is proud to be working alongside CCG to help curate and support only the best projects and protocols. His aim is to provide the most objective information and in-depth research possible in order to deliver informative content, detailed investigative reports for authorities, and thorough vetting services where he upholds the highest of standards.



Dave Swinbank

Chief Marketing Officer

Dave joined Web3 (mainly NFT's & a little DeFi) in July 2021, driven by the technology aspect of the space. He is a Co-Founder at Polygon Alliance, an organization focused on supporting community growth with free networking opportunities, resources and tools. His Web2 roles have been operational, primarily customer focused and in system development. He has always been incredibly passionate about 'The Underdog' and his main Web3 aim is to push for greater equality of opportunity on a global scale.

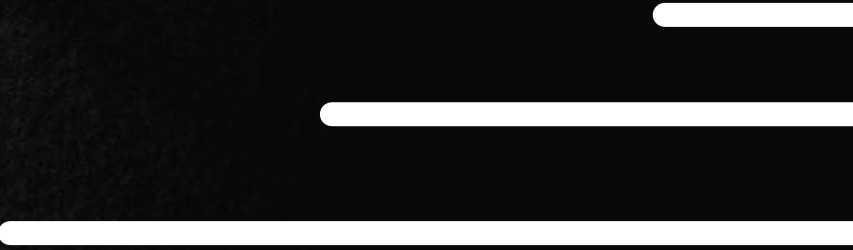


ICEKEE

Chief Development Officer

ICEKEE is a creator at heart with an entrepreneurial mindset. From successfully co-founding an insurance tech startup to establishing a strong digital media agency - his vision is to use his experience and skills to help like-minded individuals, companies and brands execute their creative journey by providing the right tools and assets. He wears many hats, and his background as a designer and developer, combined with his ability to produce digital content, give clients the confidence that a jack-of-all-trades isn't necessarily a bad thing.





Our Partners

The relationships we forge in web3 provide the foundation for everything we do.

Caliber Capital Group is proud to partner with innovative and impactful projects and individuals that are also doing their part to elevate the space. Whether it's by providing much-needed services or essential blockchain infrastructure, our partners are aligned with us in our efforts to build meaningful connections and better the web3 experience.







Alpha Shares

Launchpad

Alpha Shares is aiming to solve emerging issues in the NFT space around utility specific NFTs as well as decentralizing the ownership and fee structure of NFT Marketplaces.

Existing marketplaces simply were not designed to cater to the ever-growing cryptosphere, and simply cater to ETH and where NFTs are today, not where they are going to be in the future. To solve these issues Alpha Shares has built a next-generation NFT Marketplace to set a new standard.

Alpha Shares was founded in March of 2022 by two professionals who met over dinner with the common goal of creating value in Web3 in ways not yet seen before. There were plenty of ideas flow-ing, most of which required a significant amount of initial capital for legal retainers, documentation, CPA retaining, etc. and we knew we had to bootstrap that capital.

Caliber has partnered with Alpha Shares Launchpad to provide these Marketing and Consulting services to their ever-growing community and clients.



Community Benefits

Caliber isn't just interested in providing quality marketing services for clients. We aim to create a space that provides meaningful value for everyone within the crypto space. For mass adoption to occur, we need to make strides in the corner of education. For real education to occur, it has to be available to all free of charge.

If we can create an atmosphere of knowledgeable investing, we have succeeded as a protocol.

- ▶ The Caliber community gets first exposure to projects we onboard.
- ▶ Exclusive education and industry news channels provided by our admin and marketing teams. (TBA)
- ▶ Safety alerts provided by Analysis on Chain and other knowledgeable team members.
- ▶ A library of investing and marketing resources accessible from our website. (TBA)
- ▶ Exclusive whitelist and giveaway opportunities with our partners and the protocols we build relationships with.



UTILITY PASS NFT COLLECTION

Caliber Capital Group will be launching our first NFT collection, The Caliber Conduit - Caliber's Utility Pass. The Caliber Conduit NFT is a "key" that houses all of the utility Caliber has to offer, both internally and externally.

For example, The Caliber Conduit NFT will provide a 25% Discount to holders for the Treasury NFT mint, launching later this year. It will provide utility with many of our current partners and clients, along with additional utility that will be continuously added based on new partners and clients that join the Caliber ecosystem.

Our current utility for the Utility Pass NFT is listed below:

- Caliber Treasury NFT 25% mint discount
- Intelligence on Chain 10% off monthly subscription fees
- COMB Affiliate Link revenue airdrops
- Alpha Shares - TBA
- As we continue to add clients to our client portfolio, we will be continuing to add utility to our Utility Pass

UTILITY PASS NFT COLLECTION

Sticking with our launch ethos, while making this collection exclusive with a total of 1221 passes available, we also want to make this collection affordable with a mint price of 65 USDC. We want to keep a low barrier-to-entry to offer the unique opportunities we see as a Team to our Community.

This collection will take our OG Whitelist Discord role “on-chain.” Our Marketing and Consulting front-end services allow Caliber to have unique opportunities when discussing these services with our potential clients. To offer these opportunities to our Community, part of our marketing terms will be whitelisting our Utility Pass NFT holders.

All 1221 passes will provide the same utility - there won't be any rarity for this strictly functional collection. The 3D animated pass will be the exact same for all 1221 passes.

TREASURY NFT COLLECTION

Caliber Capital Group will also be launching a Treasury NFT, turning Caliber into a crowd funded venture capital entity. Caliber will then be able to provide additional tools and resources through a monetary investment to clients in exchange for Team allocated tokens.

In buying Team allocations, we offer protocols a chance to pay their Team without having to sell tokens on the open market to compensate their efforts.

This also will allow Caliber to purchase the allocated funds in an OTC style deal for a slight discount. In order to mitigate some of the risk that accompanies this type of investment, while also offering an opportunity for cheap entry to The Caliber Conduit holders, Caliber will be launching an OTC Marketplace.

TREASURY NFT COLLECTION

The OTC Marketplace will be a marketplace where Caliber makes the investments available for purchase to the Caliber Community.

We understand that selling these assets cheaper than market price will create a large amount of sell pressure for protocols. In an effort to alleviate this sell pressure for a surplus of tokens once “locked” behind a Team wallet, the tokenomics for this platform will be rather unique to combat this scenario.

Token purchases will be made by surrendering USDC on the marketplace. The amount of USDC surrendered, along with the timeframe in which they are surrendered, will determine how many of the tokens will be received once the investment “unlocks.”

Treasury NFT holders will receive rewards from the treasury profits, which are made from the mint funds.





we win when you win.



Caliber Capital Group

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