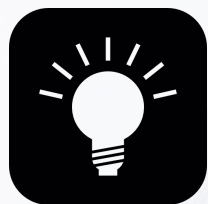




PR & MEDIA



MARKETING STRATEGY



COMMUNITY GROWTH



TECH DEVELOPMENT



GROWTH ACCELERATOR





# WHY US !!

We believe that project Founders should focus their attention to delivering the main fundamental of the business - the **PRODUCT !**

Helping Founders to accelerate their project through increasing brand awareness and getting attention from Investors , Media, Community and potential partners.

Accelerating user growth, creating global impact & **GROWTH HACKING!**



# OUR INTRODUCTION



# OUR EXPERIENCE

Founded in early 2016 by Ken Nizam, AsiaTokenFund Group have extensive experience in FinTech & Blockchain space when it comes to Investor Relations, Marketing, Strategy Consulting, PR & Technical Development.

Originated from Southeast Asia most popular blockchain media **BLOCK ASIA**, which has now been re-branded to **AsiaTokenFund**, we have worked with many top-tier projects, exchanges & VCs. Being a prior investor & Token Fund ourselves, we expertise in market requirement to launch successful projects.

Some of our successful clients includes projects such as Odyssey (OCN) and DATx which both raised over \$100 Million total in funding. Working partnership and clients including top Exchanges such as Binance, Huobi, OKX, BitForex, MEXC, and Venture Capitals such as Block Origin Capital, Genesis Capital, LD Capital, NGC Ventures, OKX Ventures etc.

We are well recognised in the industry not only in Southeast Asia but also all across China. We have formed various strategic partnership and also won several awards. Some of partnership includes NEM, BitTemple, Huobi Elites and some awards includes UCIM Best Blockchain Media, UCIM Best Journalists, Huobi Leading Community Award etc.

We look forward to sharing more of our success strategy with you and explore opportunities to work together.

**Ken Nizam**  
Founder &  
Group CEO

**Forbes**

Business  
Council

2023  
OFFICIAL MEMBER





# S.E.A PROMINENT MEDIA

AsiaTokenFund.com , a well recognised web3 Media in Asia with over 200K MAU



130,000  
Facebook  
Followers

10,000  
Twitter  
Followers

5,000  
WeChat  
Crypto  
Members

800,000  
E-Mail Subscribers

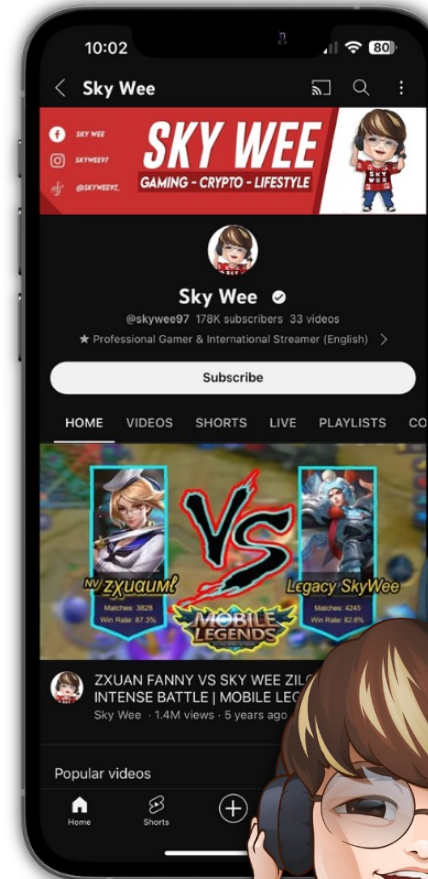
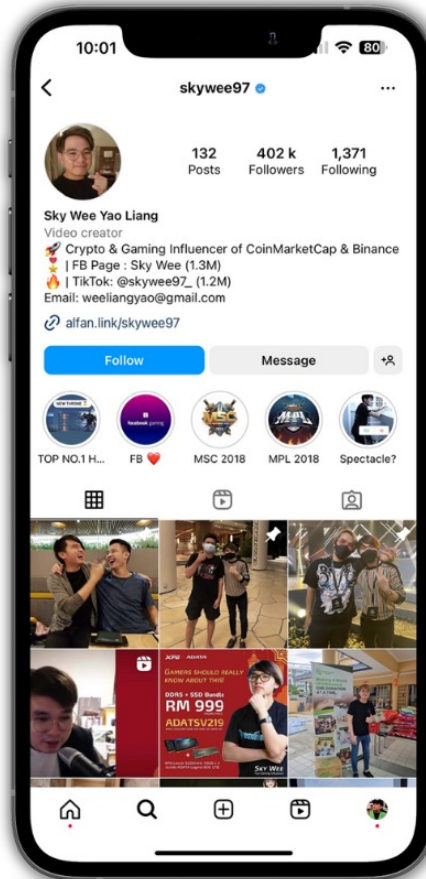
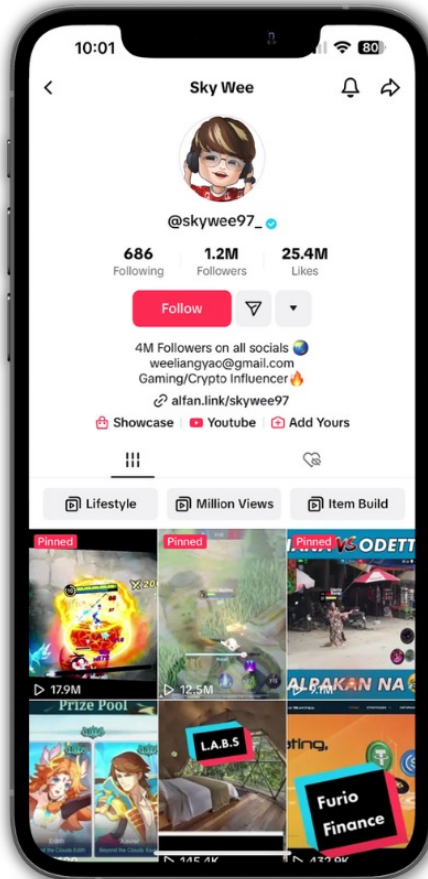
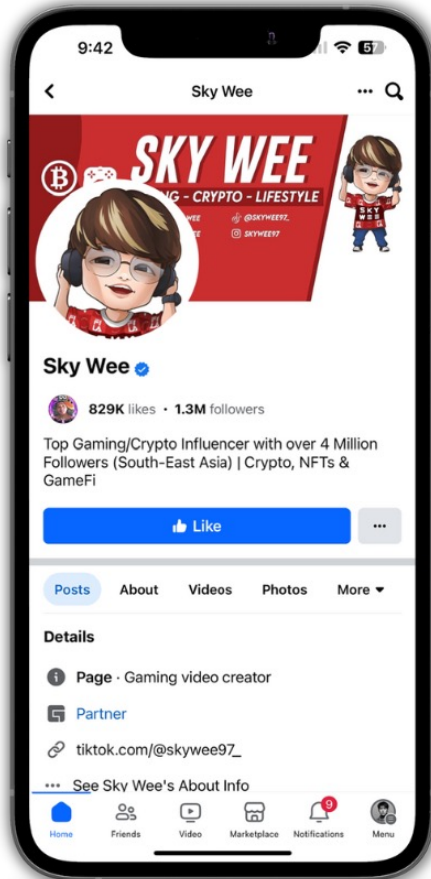
20 ++  
Crypto Media  
Assets Investment

4,000  
LinkedIn  
Followers



# GLOBAL WEB3 INFLUENCER

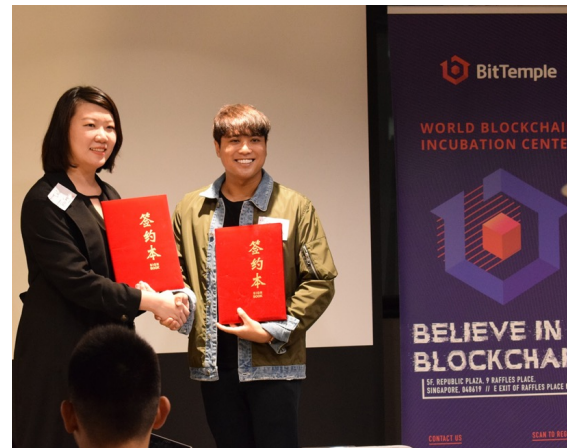
Co-Founder Sky Wee, a well known Gaming & Web3 KOL with over 4 Million Followers





# ACHIEVEMENTS

Some past Achievements that we have accomplished.



And many more.....

# ACHIEVEMENTS

Some past Achievements that we have accomplished.



## **HUOBI GLOBAL ELITE**

Ken Nizam was the first person in Singapore to be invited to join Huobi VIP club as a Global Elite. This prestige status is typically given to top-projects CEOs listed on the exchange itself or high valued blockchain KOL / influencers. As an Elite, Ken supported Huobi early expansion in Singapore & southeast Asia.



## **HUOBI GLOBAL AWARD - LEADING COMMUNITY AWARD 2018**

Ken Nizam & Block Asia was recognized by Huobi Exchange as their TOP MARKETING PARTNER in 2018 and was conferred the award of HUOBI GLOBAL ELITE , LEADING COMMUNITY AWARD 2018



## **UCIM - WORLD BEST CRYPTO MEDIA 2018 & BEST CRYPTO JOURNALIST 2018**

Block Asia was nominated & won the award for BEST CRYPTO MEDIA in 2018. Also won BEST CRYPTO JOURNALIST Award for bringing the best content.



## **WIKI FINANCE - S.E.A LEADING WEB3 ADVISOR & ENTREPRENEUR AWARD 2023**

Ken Nizam was awarded the Southeast Asia Leading Web3 Advisor & Entrepreneur Award for his contributions in working with over 100+ projects and partnerships with top exchanges, ecosystem providers and other partners.



## **FORBES COUNCIL , KOL BINANCE, MEDIA VIP COINMARKETCAP 2023**

Block Asia & Ken Nizam is an official Forbes Councill Member and writer for Forbes. Also appointed as KOL for BINANCE and MEDIA VIP for COINMARKETCAP able to utilize its platform for promotions



## **STRATEGIC PARTNERSHIP WITH BITTEMPLE INCUBATOR**

Block Asia & Ken Nizam signed a strategic partnership with Asia's largest blockchain incubator BIT TEMPLE in 2018. BIT TEMPLE has a large co-working space & incubator services based in the heart of Singapore's CBD.



## **MEDIA PARTNERS WITH LEADING BLOCKCHAIN EVENTS**

Block Asia & AsiaTokenFund has been an active Media Partner for many large scale blockchain events in Asia. Some notable events included Binance Blockchain Week , Block Show etc.



WHAT WE DO



# ATF GROUP ECOSYSTEM

Our Division & Departments



## Media



owned media

70+ Partner &  
Invested crypto media

## Marketing & PR



web3 marketing & PR a  
agency serving over  
100+  
companies since 2017

## Tech Dev



**Purplewave**

Tech Dev Agency &  
Venture Builder.  
  
Smart Contract, NFTs,  
Staking, DeFi Platform,  
GameFi Studio.

## Events



over 30+ events  
since 2017.

## VC



investment arm  
and investor  
relations.  
  
secondary market  
management



# OUR SERVICES

Total Project Launcher Services



## PROJECT LANDING

Advisory  
Consultation  
Investor Relations  
Fundraising  
Whitepaper & Legal  
IDO & Fundraising Strategy



## PR & MARKETING

Community Growth  
Community Management  
KOL & Influencers  
Campaign Management  
PR & Media Exposure  
PR & Media Distribution  
Social Media Management  
Crypto Advertising  
Listing & IDO Marketing



## SECONDARY MARKET

Tokenomics Analysis  
Exchange Listing (DEX & CEX)  
Market Making  
Liquidity Provision  
Market Analysis



## TECH DEVELOPMENT

Smart Contract Development  
Token Creation  
NFT Creation  
Staking Platform  
NFT Marketplace & Minting  
NFT Turbo  
Game Studio  
GameFi Development  
Wallet Creation (DEX Wallet)



## EVENTS & ROADSHOW

Conferences  
Meet-Ups  
Pitching Events  
Asia Tour  
USA Tour

# INDUSTRY WE'VE COVERED

Focus since 2020 , We have worked with over 50+ Projects in the past 2 years alone.





# PAST CLIENTS & PROJECTS

## Some Successful Cases

Since 2016, we have work with over 200+ blockchain projects aim to serve diversified needs of consumers and enterprises, and fields range from advertisement, credit rating system, digital content, entertainment, gaming, media, operating system, payment system, to computing power, infrastructure construction and the sharing economy.



# RECENT CLIENTS & PROJECTS

Some Successful Cases in 2021 & 2022



In 2021-2023 We have been successful in managing several blockchain & Fintech project mostly in the Decentralized Finance Space (DeFi), NFT and Gaming & Exchanges projects.

Some successful cases includes growing a community from zero to over 100,000 Communities within 3 months and getting a pre-launching take-up rate of Euro 70 Million locked in (DeFi Vaults).





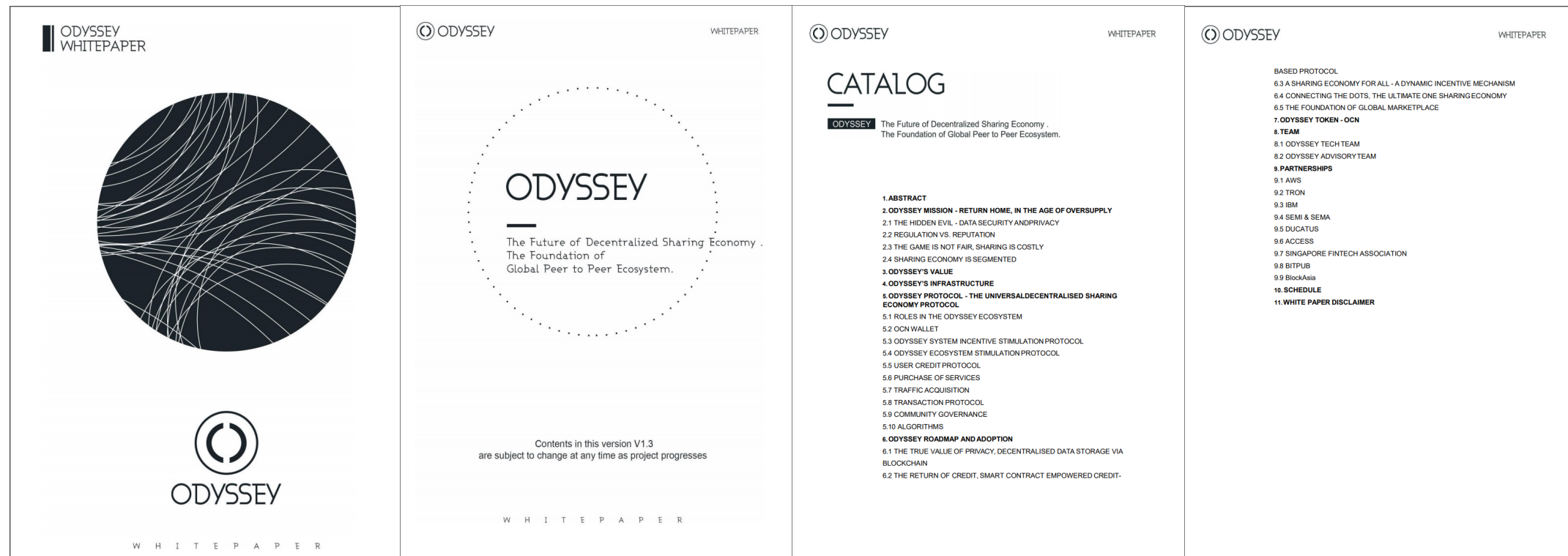
# CLIENT SAMPLE — Start-up Process

Past project SAMPLES / EXAMPLES



## • Whitepaper & Token Model Design

Example: OCN Whitepaper



**Odyssey (OCN) raised a total of USD 50,000,000 in ICO and listed on Huobi , OKEX and other top exchanges.**

# CLIENT SAMPLE — Start-up Process

Past project SAMPLES / EXAMPLES

- **Brochure & Teaser Design**

Example: DATx Brochure



The brochure is divided into several sections: Mission, Users, Advertisers, Publishers, How it Works, Partnership Direction, Advisors, Partners, and Contact us. It features a central diagram of the DATx ecosystem and a large orange sidebar on the right with the DATx logo and tagline.

**Mission**  
Initiated in early 2018 by Cosima Foundation with technical development support from Avazu, the DATx project was conceived to create a more sustainable future for digital advertising.

Avazu is a global digital advertising platform with nearly 10 years of operational history. Avazu's Avazu Private Exchange (APEX) will serve as DATx's launch platform, providing a strong foundation for worldwide adoption.

**Avazu by the numbers:**

- 300+ highly quality media partners
- 1000+ advertisers
- 200+ publishers
- 10 billion daily traffic

**Partners:** Amazon, Google, Facebook

**Users**  
• DATx token rewards for sharing behavior data  
• More relevant, less invasive ads  
• Data ownership secured through encryption and decentralization

**Advertisers**  
• More precise ad placements with big data analysis and AI recommendation system  
• Transparent performance measurements and sophisticated anti-fraud algorithms  
• Programmatic native advertising customized for better user reception

**Publishers**  
• Access to comprehensive user profiles translating into higher value ad space  
• Increased eCPM resulting from higher value website traffic  
• Automatic payments without international transaction fees

**How it Works**  
Unlike other digital advertising projects employing blockchain technology, DATx is developing an open-source blockchain, DATxChain. Tailor-made for digital advertising, DATxChain will focus on commercial scalability to match the high throughput of information in the digital advertising industry.

**Partnership Direction**  
**Application Level:**  
DAPP Developers  
Service Providers (Smart Contract Audit Platforms)  
**Infrastructure Level:**  
Supernodes (Broadband, Computing, and Storage Resources)  
Cybersecurity

**Advisors**  
David Su, Yinglan Tan, Aaron Tan, Patrick Dai, Lining Ma, Xu Li, Chen Yukun, Jared Paigoda

**Partners**  
Qtum, aelf, Gifto, CYBERMILES, Game, CNN, BiGulid, Rize3, BitcoinWorld, BITV, Linfoity

**Contact us**  
Website: <https://datx.co>  
Email: [datx\\_prj@datx.co](mailto:datx_prj@datx.co)  
Twitter: <https://twitter.com/DATxOfficial>  
LinkedIn: <https://www.linkedin.com/company/datxofficial>  
Facebook: <https://www.facebook.com/DATxOfficial>  
Medium: <https://medium.com/@datxofficial>  
Reddit: <https://www.reddit.com/r/DATxOfficial>  
Instagram: <https://www.instagram.com/datxofficial>  
YouTube: <https://www.youtube.com/channel/UCQd8K8K8K8K8K8K8K8K8K8K>

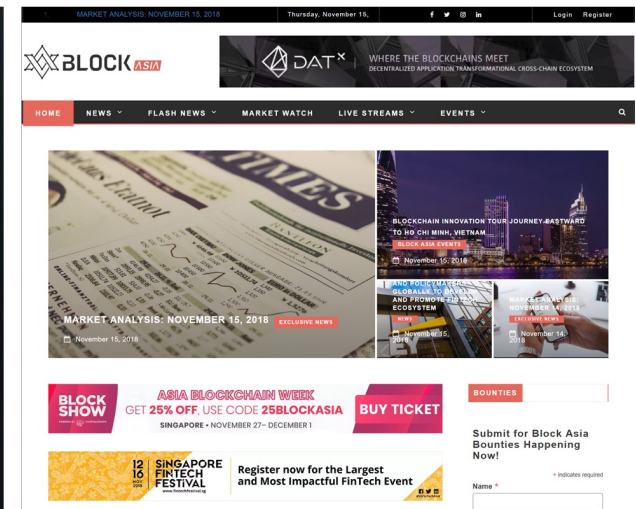
**Revolutionary Digital Advertising Terminals Powered by Blockchain**  
Decentralized Ad Decisioning with User Participation

- **Website Design**

Example: OCN & BlockAsia



The website features a dark theme with a large hero section. The header includes navigation links: HOME, OCNEX, OCPAY, OCP AIRDROP, NEWS, JOIN US, and a Login button. The main content area has the Odyssey logo and the tagline "THE FUTURE OF DECENTRALIZED SHARING ECONOMY THE FOUNDATION OF GLOBAL PEER-TO-PEER ECOSYSTEM". A prominent call-to-action button says "CLICK HERE TO REGISTER FOR OCP AIRDROP". Below this, it says "DAILY SNAPSHOTS START ON AUGUST 1ST (UTC +8)" and "THE MORE OCN YOU HOLD, THE MORE OCP REWARDS YOU WILL GET". The footer includes social media links and a copyright notice: "COPYRIGHT © 2017-2021 ODYSSEY PROTOCOL FOUNDATION. ALL RIGHTS RESERVED."



The website has a clean, modern design with a white background. The header includes navigation links: HOME, NEWS, FLASH NEWS, MARKET WATCH, LIVE STREAMS, and EVENTS. The main content area features a large image of a newspaper with the headline "MARKET ANALYSIS: NOVEMBER 15, 2018". Below this, there are several smaller images and text blocks, including "BLOCKCHAIN INNOVATION TOUR JOURNEY EASTWARD" and "ASIA BLOCKCHAIN WEEK". A prominent call-to-action button says "BUY TICKET". The footer includes a section for "Bounties" and a "Submit for Block Asia Bounties Happening Now!" button.



# COMMUNITY GROWTH

## Past project SAMPLES / EXAMPLES

- Assist to recruit community managers / administrators.
- Design communications materials.
- Engage community for active chats.
- Grow Telegram , Twitter & Discord Channels through effective strategies
- Manage Social Media, Content & PR to effectively build solid community

ODYSSEY(OCN) Official C... 90017 members Show recent messages

O@OdysseyTeam

Want to know how to use OCPay and participate in the OCP Airdrop? Please see the video below <https://www.youtube.com/watch?v=hJ58OZsfAFk&feature=youtu.be>

O@OdysseyTeam Jul 23, 2018 2:32:41 PM

Want to know how to use OCPay and participate in the OCP Airdrop? Please see the video below <https://www.youtube.com/watch?v=hJ58OZsfAFk&feature=youtu.be>

YouTube

**How to use OCPay & Joining OCP Airdrop**

See the video to learn how to: 1) Sign up to OCPay 2) Create a wallet on OCPay 3) Import a wallet on OCPay 4) How to participate in the OCP Airdrop Note: Mor...

How to use OCPay

This is OCPay, your mobile friendly Crypto Management Tool

See instructions on how to use Wallet with Observed option (e.g a wallet from Ledger Nano):

The Observed mode (which means you can only watch the wallet and not do any transfers etc) requires you to have a second phone with OCPay with FLIGHTMODE On. This makes the second phone to a COLD WALLET. Once on FLIGHTMODE you can import your wallet with private key/Mnemonic words/Keystore on the second phone.

DATx Official @DATxOfficial · Oct 19

X-DPOS runs on nodes that you as a token holder elect!

Candidate Nodes, Anchor Nodes, and Cross-Chain Validators work together to ensure the security and efficient operation of the entire cross-chain ecosystem.

Find out more in our Whitepaper: [datx.co/app/uploads/DA...](https://datx.co/app/uploads/DA...)

**DATxCHAIN NODES**  
High Performance Cross-Chain Byzantine Fault Tolerance

**CANDIDATE NODES**  
All Nodes Participating in X-DPOS Node Elections

**ANCHOR NODES**  
Nodes Elected to Produce Blocks and Coordinate Asset Mapping

**CROSS-CHAIN VALIDATORS**  
Nodes Elected to Ensure Security of Off-Chain Assets

DATx Official @DATxOfficial · Oct 25

In DATx infrastructure, the LSP (Listening Server Port) helps Anchor Nodes keep track of transactions both on-chain and off-chain, ensuring safety of user funds between DATxChain and other chains, like \$BTC, \$ETH, \$EOS.

#interoperability

Read more: [medium.com/@datxofficial/...](https://medium.com/@datxofficial/)

```
graph LR
    User --> MSEWallet[MSE Wallet]
    MSEWallet --> LSP[LSP]
    LSP --> AnchorNodes[Anchor Nodes AN 1 AN 2 AN n]
    AnchorNodes -- "Producer-name From To Quantity Memo" --> MASC[MASC]
    MASC --> Transaction[Transaction]
    Transaction --> Block[Block Irreversible]
    Block --> BlockCreator[Block Creator]
    User --> DATxWallet[DATxWallet]
    DATxWallet --> MASC
```

# PROJECT LANDING

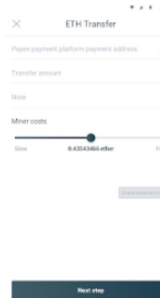
## Launching & Go-To-Market Strategies

- Consultation & Advisory for project on each stages
- Marketing Strategies & Investor Relations
- User Acquisition – Roadshow/ PR /Ground Promotion
- KOL Engagements
- Partnership

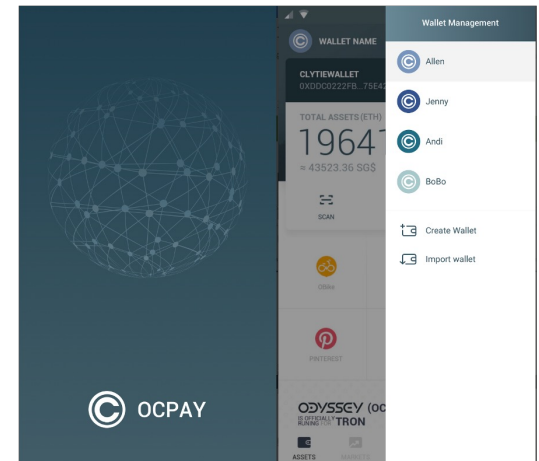


Odyssey Protocol [Follow](#)  
The Future of the Decentralized Sharing Economy  
Jun 28 · 2 min read

## Odyssey(OCN) Officially Releases OCPay Android Beta With V1.0 In Early July



**OCPay:**  
Crypto Asset Management Tool





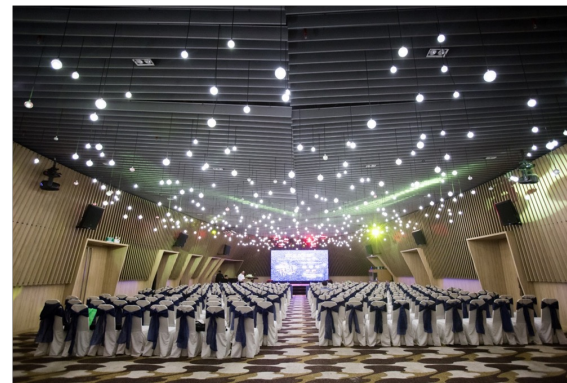
# PRIVATE SALE SESSION

Past project SAMPLES / EXAMPLES



## Private Sale Preparation

- Investor Cocktail Party
- Private Sale Roadshow
- Investor Relationship





# EVENT & ROADSHOWS

Blockchain Innovation Tour (BIT) owned by AsiaTokenFund Event Arm



BIT Tour (Blockchain Innovation Tour) has been a popular hit in Southeast Asian countries attracting over 10,000 Investors, VCs, Traders, Exchanges and medias in the region.

Projects will benefit maximum results from the meet-up event.

We are experienced in organising, set-up and follow through events be it exclusive roadshow or multi-projects event.

Watch Video Here:  
[https://www.youtube.com/watch?v=xJT\\_fo4yfpk&t=45s](https://www.youtube.com/watch?v=xJT_fo4yfpk&t=45s)





# EVENT & ROADSHOWS 2022

THE WEB3CON AT ZOUK 2022 – Owned by AsiaTokenFund Group



The WEB3CON is founded by AsiaTokenFund Group launched in Manila Philippines in March'22 and its second event in Zouk Singapore in July 2022.

The WEB3CON in Singapore was held in one of the largest club ZOUK and saw over 1,500 attendees most of which are industry experts such as VCs, Investors, Projects, Exchanges, KOLs and more

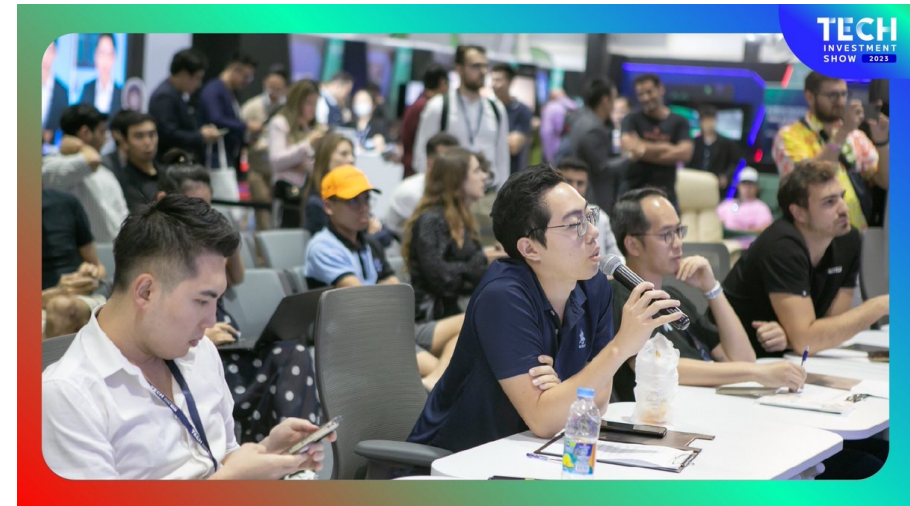
Watch Video Here:

<https://www.youtube.com/watch?v=q5yHcJuo2PI>



# EVENT & ROADSHOWS 2022

TECH INVESTMENT SHOW 2023 , BANGKOK THAILAND



We co-organised Tech Investment Show 2023 in Bangkok, Thailand over a period of 4 days.

The event was attended by over 100,000 visitors during the four days event with over 50+ prominent VCs attending and participating in the pitching session.

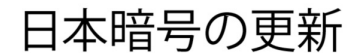
Watch the event summary video here:

[https://www.youtube.com/watch?v=cGoCf\\_QXF5w](https://www.youtube.com/watch?v=cGoCf_QXF5w)



# MEDIA CHANNELS

Over the years, we have build strong bonds across all ecosystem of blockchain industry



More than 100+ Blockchain & Fintech Media channels...

# MEDIA CHANNELS - PARTNER

We are partners & contributors for some of the largest media,

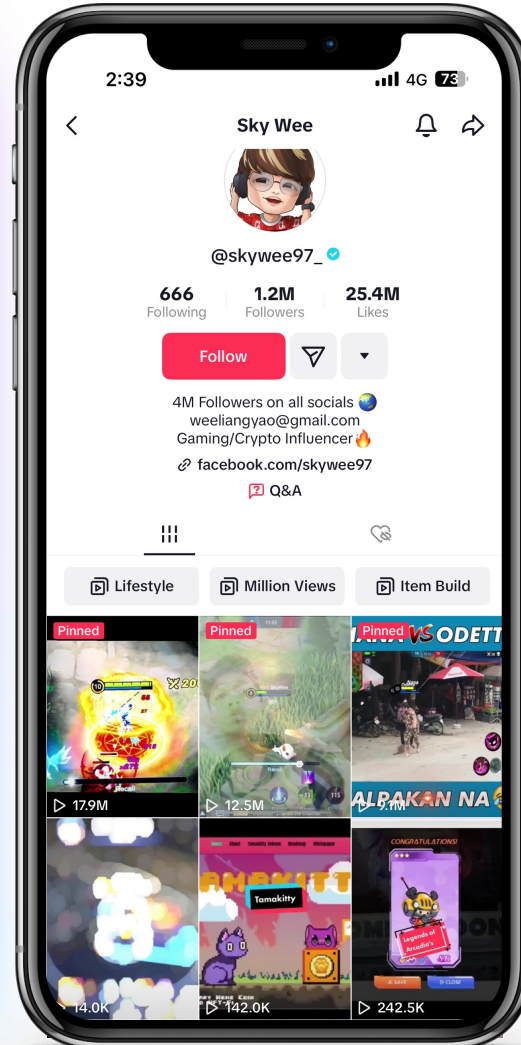
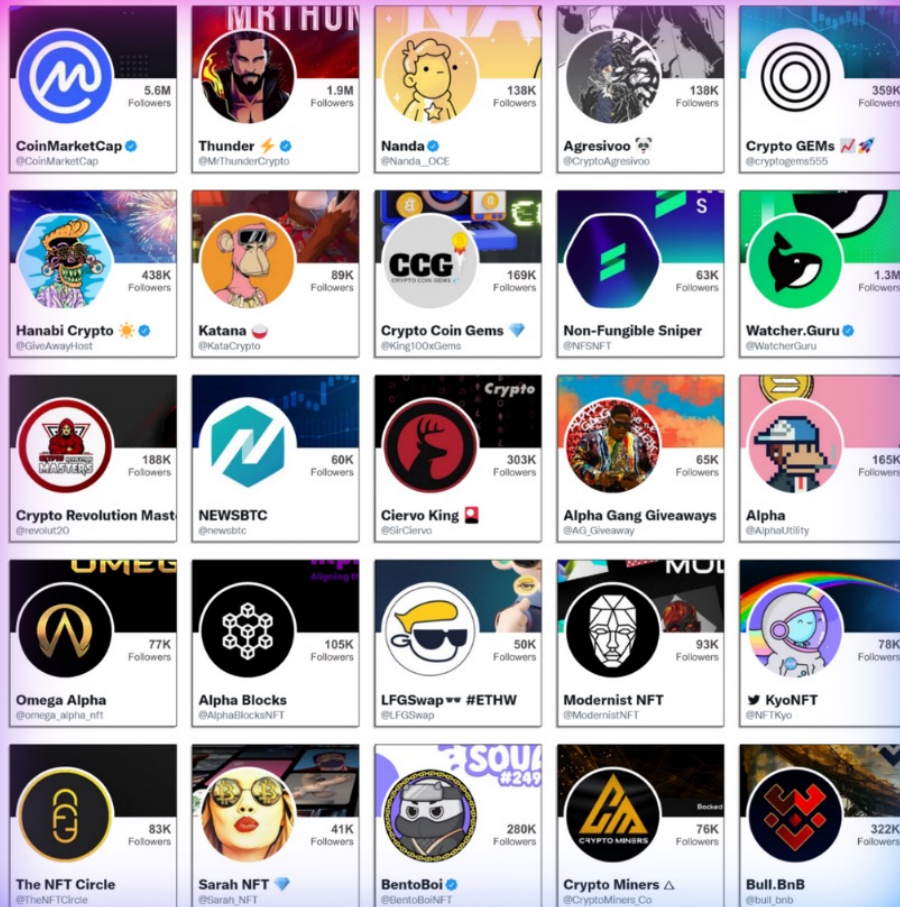


Being in the crypto space is always about news and user research. Appearing in top media not only gives project visibility but also build trust. We are also a partner & contributor with the media channels above and project that work with us will get exposure to these media outlets. (Compliance applicable)



# KOL & INFLUENCERS

Our specialty is KOLs & Influencers in Southeast Asia market



We work with wide range of influencers and KOLs in Asia on platforms such as Twitter, Telegram, TikTok & Facebook etc.

We supplement our PR efforts with KOLs pushing and boosting the PR efforts to give maximum exposure to projects.



# TRACK RECORD

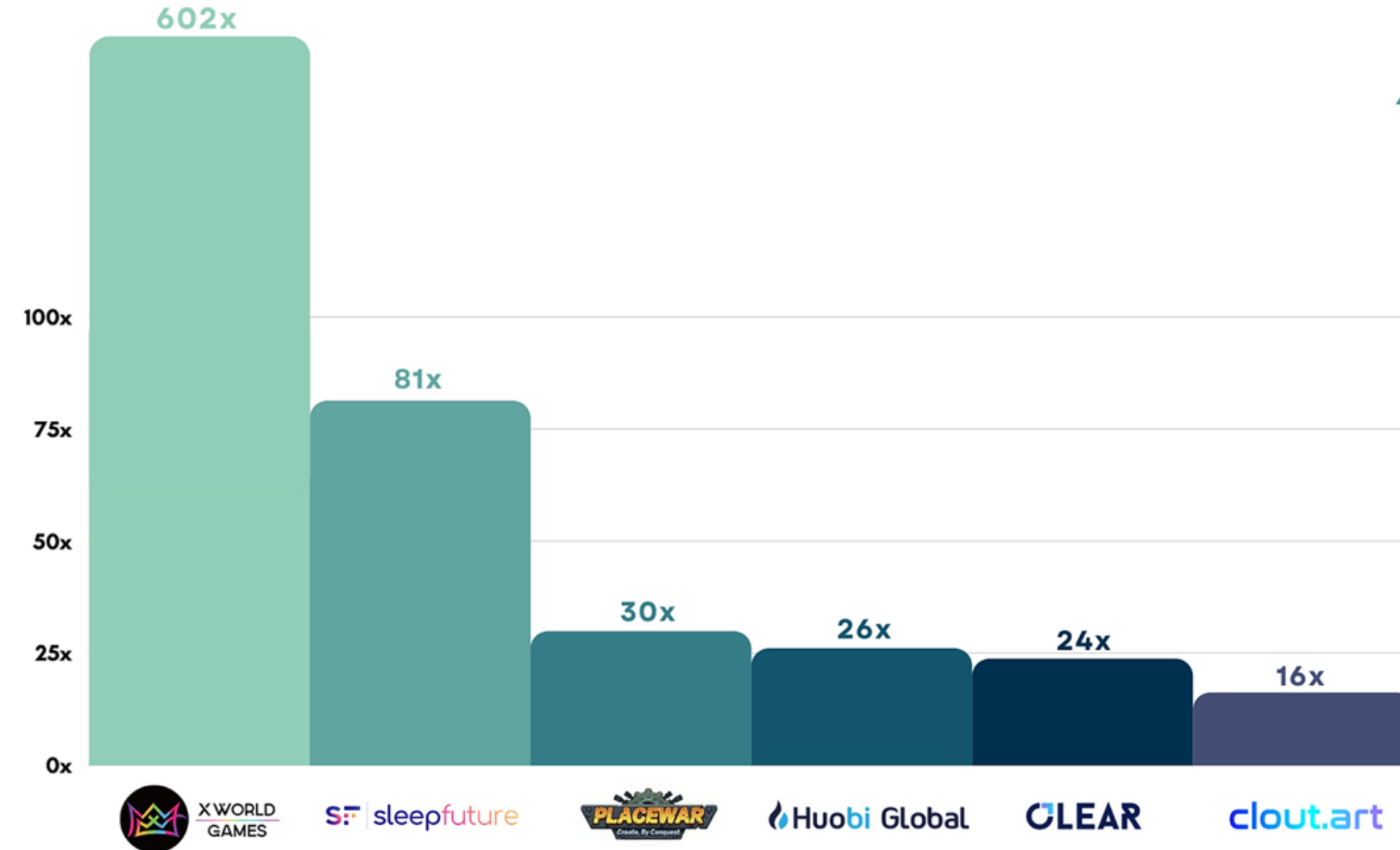
Samples of our recent work in 2021 to 2023





# Portfolio Growth Success

Our portfolio of clients & projects have seen tremendous ROI for Investors



Through our advisory, campaigns, strategy & executions, we have seen project portfolio tokens giving the best ROI (at highest point) upon listing on secondary market.

This is done through effective strategy, PR, community building, retail investors confidence boost and secondary market campaign launch planning.

Launching a token on secondary market is more than just about having good product, most tokens are driven by NEWS (Buy Fear, Sell News), thus it is important that projects have good strategy to give its investor a good ROI.

# Community Growth Success

This year we have accumulated growth of over 2,000,000 crypto community (Real User)



These are some sample of our project portfolio from the DeFi & NFT industries which we have launched from zero and push community growth through various campaigns.



<https://t.me/mimodefi>  
22,000 Members



<https://twitter.com/mimodefi>,  
16,200 Followers



<https://t.me/TWOTWOofficial>,  
50,000 Members



<https://twitter.com/twotwoart>,  
60,700 Followers



<https://t.me/xworldgames>  
90,000 Members



[https://twitter.com/xwg\\_games](https://twitter.com/xwg_games)  
159,600 Followers



<https://t.me/cloutdotart>  
36,600 Members



<https://twitter.com/cloutdotart>  
37,200 Followers



<https://t.me/placewar>  
78,000 Members



[https://twitter.com/placewar\\_game](https://twitter.com/placewar_game)  
72,600 Followers



[https://t.me/defi\\_stoa\\_ch\\_chat](https://t.me/defi_stoa_ch_chat)  
11,099 Members



[https://twitter.com/Defi\\_STOA](https://twitter.com/Defi_STOA)  
17,000 Followers



<https://t.me/AFKDAO>  
45,138 Members



[https://twitter.com/AFK\\_DAO](https://twitter.com/AFK_DAO)  
79,100 Followers



[https://t.me/Kyberdyne\\_official](https://t.me/Kyberdyne_official)  
21,121 Members



<https://twitter.com/kyberdyne>  
50,500 Followers



<https://t.me/sleepfuture>  
40,076 Members



<https://twitter.com/SleepFuture>  
46,700 Followers



<https://t.me/dreamsquesttavern>  
51,400 Members



<https://twitter.com/DreamsQuestNFT>  
84,300 Followers



<https://t.me/cleardao>  
9,861 Members



[https://twitter.com/clear\\_dao](https://twitter.com/clear_dao)  
29,500 Followers



<https://t.me/computecoin>  
21,517 Members



<https://twitter.com/computecoinnet>  
57,900 Followers



<https://t.me/ArcusOfficialGroup>  
16,487 Members



[https://twitter.com/arcus\\_go8](https://twitter.com/arcus_go8)  
20,000 Followers



<https://t.me/BictoryFinance>  
27,856 Members



[https://twitter.com/Bictory\\_finance](https://twitter.com/Bictory_finance)  
42,200 Followers



# CASE STUDY

Some Successful Cases – GameFi Project – World's Top 10 Game in BNB Chain.

Example of current project achievements.



99,000 Active TG Members



117,000 Twitter Followers



4000+ Chinese Community On WeChat Groups

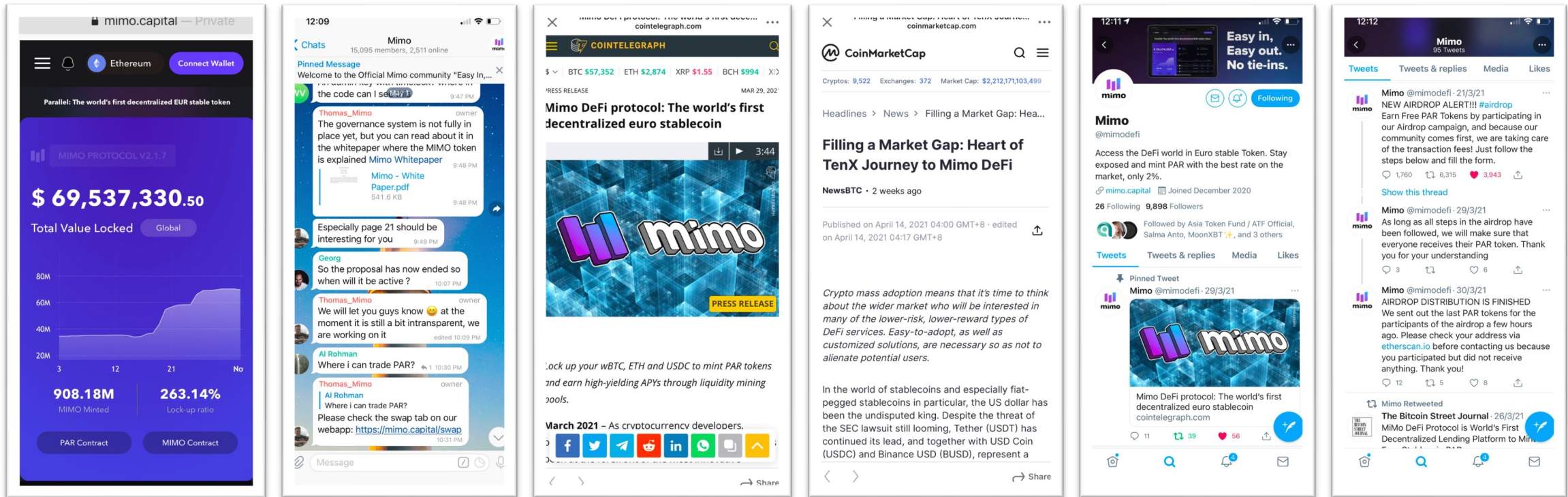


Special Event Launch with Binance

# CASE STUDY

## Some Successful Cases – DeFi Project

Example of current project achievements. 



Started in Jan 2021 - Within 4 months , grew to over 15,000 active community , strong twitter followers and raised over \$70 Million funds in TVL.

High level media coverage such as Cointelegraph & CoinMarketCap and few hundreds media covers and various ads placement to achieve the above results.

[https://drive.google.com/drive/folders/132y\\_17xd52ks3CRHL75SkrSJ7CFTK00?usp=sharing](https://drive.google.com/drive/folders/132y_17xd52ks3CRHL75SkrSJ7CFTK00?usp=sharing) (some samples of PR campaign done. Just some shareable sample only)

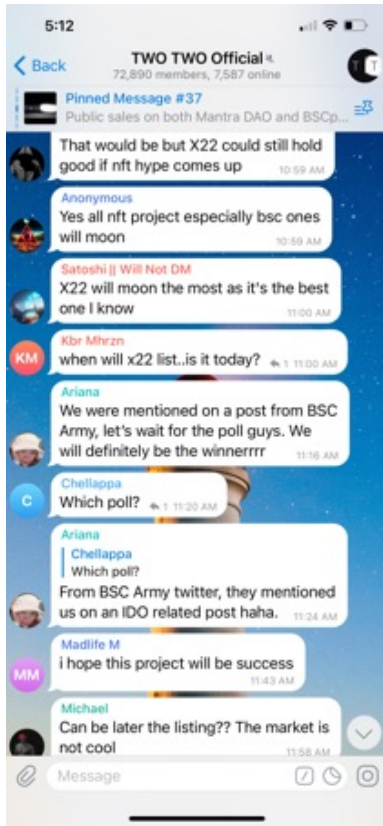


# CASE STUDY

## Some Successful Cases – NFT Project



Example of current project achievements.



73,000 Active TG Members



65,200 Twitter Followers



SOLD OUT IDO within 10 Min



Strategic Private Investment secured by us with a VC.

Within a 2-month timeframe, we have launched the project from zero to over 73,000 Telegram Community and formed partnerships with Binance, OKEX and others. We also achieved a sold-out IDO on Mantradao & BSC pad within 10 minutes of listing. This is all done thru effective marketing, strategy, investor relations and growth strategy.

# TEAM

## Our Management & Leadership Team



**Ken Nizam**  
Founder, Group CEO,  
AsiaTokenFund Group  
Forbes Business Council & KOL  
Binance & CoinMarketCap KOL



**Sky Wee**  
Co-Founder, Managing Partner,  
ATF Capital  
Web3 KOL, 4 Million Followers



**Brandon Lee**  
Co-Founder, COO  
Block Asia Labs



**Chen E Y**  
Co-Founder, CTO,  
Tech Architect - Tech Division, China  
Head



**Myrtle Anne R**  
Co-Founder, Managing Partner,  
CoinMarketCap & Binance KOL



**Tristan Lee**  
Co-Founder & CEO,  
ATF Capital, Investment Arm



**Yojj San Martin**  
Project Development Head,,  
Business Solutions



**Luke Do**  
Group Digital Head,  
Vietnam Head



**Nette Ramos**  
Chief Marketing Officer,  
Philippines



**Dara Z**  
China Business  
Development Partner -  
China Division



**Sudden Y**  
Creative Director ,  
Creative Division



**L Yi-Wei**  
Blockchain Researcher  
& Analyst



**Sarah Tran**  
Social media & Community  
Manager, Vietnam & Global



**Sivaa King**  
Community Manager,  
Global Community



**AK Sharma**  
PR, Media & Content ,  
Global Manager



# Thank You



## ASIATOKENFUND GROUP

