RADAR**BLOCK**

GROWTH IN CRYPTO X AI

Marketing Playbooks from *Leading* Protocols

sentient   OG   Open Ledger   ⚘ Sahara AI   ⛰ Aethir   ⋙ mira

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REPORT SUMMARY

This report explores how leading **Crypto x AI** projects drive real adoption through narrative, community, and a strong growth strategy design. It's written for **founders and marketers** who want to understand what meaningful growth actually looks like: not just numbers, but sustained user interaction, active ecosystems, and expanding cultural presence.

At **Radarblock**, growth is our craft. Our recent rebrand reflects that focus, a clearer expression of how we help teams turn vision into adoption.

The report is structured in three parts:

| KEY INSIGHT	FRAMEWORKS FOR GROWTH	GROWTH PLAYBOOKS
The core takeaways and lessons from Radarblock's research.	Three models capturing how successful protocols scale through storytelling, gamification, and community	Six case studies, including: Sentient, 0G Labs, Mira Network, Aethir, Sahara AI, and OpenLedger, detailing the specific levers behind their traction.

Together, these sections move from high-level insights to actionable strategies teams can apply to grow in the Crypto x AI industry.

KEY INSIGHTS

The following key insights capture why *Crypto x AI* is moving from experimentation to an investable, narrative-driven category.

Crypto x AI is early, but it's the next trillion-dollar layer.
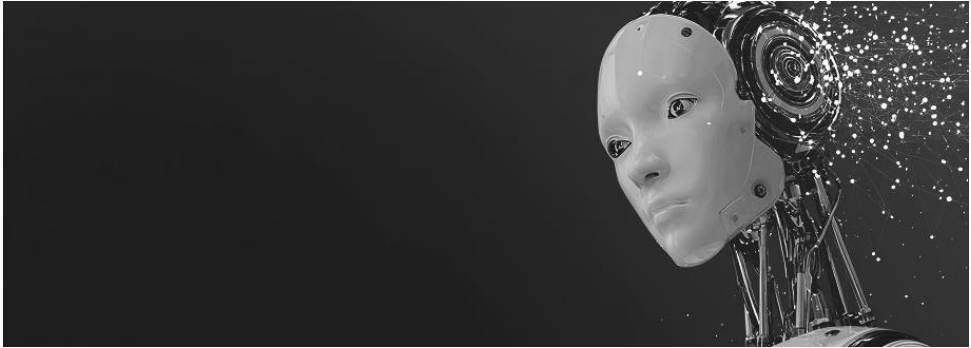
The category still represents under 2% of the total altcoin market cap, yet it's attracting disproportionate capital, talent, and narrative energy, as AI adoption accelerates toward a projected **$1.8T market by 2030**.

Narrative is the new moat.

Projects like **Sentient** ("Loyal AI"), **0G** ("Defy Gravity"), and **Sahara AI** ("Your Knowledge, Your AI") demonstrate that cohesive storytelling, mascots, and symbolism can turn technical infrastructure into emotional movements. The AI narrative alone captured **+31% of total crypto mindshare** over the past year, according to *Kaito Analytics.*

Gamification converts attention into action

Campaigns such as 0G's Puzzlemania, Mira's Klok, and Aethir's Cloud Drop, 20K+ node operators, 700K+ community members, show how points, badges, and gated access loops turn users into repeat participants rather than one-time claimers.

Community functions as the growth engine

Ecosystems that treat users as co-owners, through staking, leaderboards, delegation, or node-based distribution, with ~150K nodes sold and 5M+ unique participants across these case studies, create deep cultural and economic alignment that compounds with time.

Retail + builder flywheels win.

The strongest ecosystems run dual tracks: cultural participation for retail and structured programs for builders, connected through quests, hackathons, and shared incentive design. Seen in Aethir's "A-Team," 0G's WaveHack, and Mira's **$10M** developer fund.

At **Radarblock**, we believe that Crypto x AI isn't a passing trend but the next structural layer of Web3, one that will keep evolving and coming back, like DeFi did. Standards like x402 are quickly becoming the financial rails for autonomous AI agents, enabling them to transact, pay for APIs, and operate without human intermediaries.

INTRODUCTION

This report distills lessons from leading $Crypto\ x\ A$I protocols. By analyzing how these teams attract users, shape narratives, and scale ecosystems, the aim is to equip founders and growth leaders with frameworks they can adapt to accelerate their own trajectories.

3.0 INTRODUCTION

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Crypto x AI At a Glance

Metric	Value / Insight	Source / Context
Total Market Cap (Feb 2026)	≈$21.6B	Represents ~1.9% of the $1.16T altcoin market (CoinGecko)
# of Listed AI Tokens (Feb 2026)	1900+	Includes infrastructure, compute, and agent-layer projects (Cookie.fun)
Annual Growth (YoY)	+250%	Driven by new token launches and capital inflows to AI-linked assets (2024–2025)
Global AI Industry Size (2024)	$279B	Projected to reach $1.8T by 2030 (35.9% CAGR, Grandview Research)

3.0.1 Why Crypto x AI Matters

The convergence of blockchain and artificial intelligence is more than a passing trend; it represents a shift in how digital ecosystems are built and scaled. Blockchains bring decentralization, censorship resistance, verifiability, and user ownership. AI contributes powerful capabilities in data processing, reasoning, and automation. Together, they form the foundation of what is increasingly being described as an "Agentic Web", a world where autonomous AI agents operate on top of crypto rails, conducting transactions, coordinating services, and unlocking entirely new categories of economic activity.

Building the open agentic web
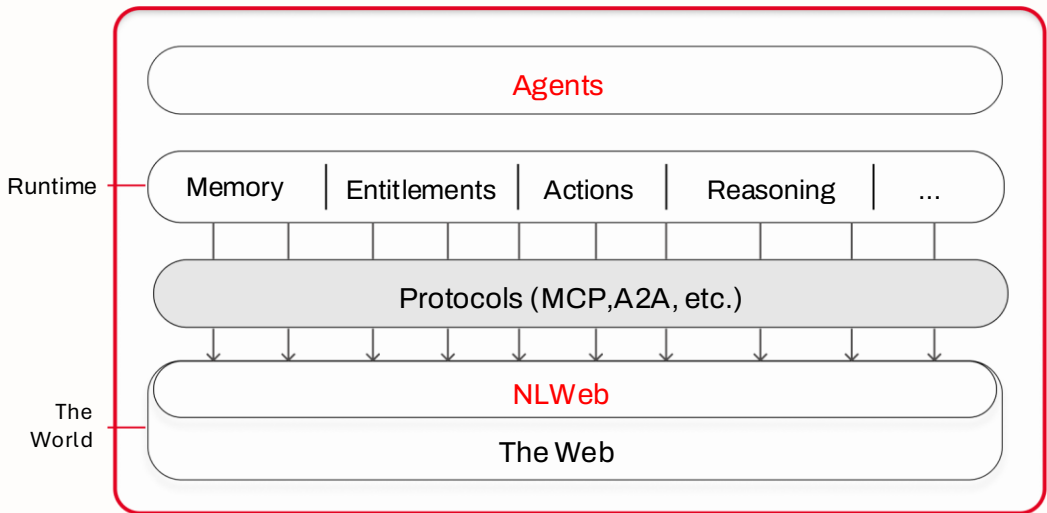
Fig 3.0.1.1 Agentic Web representation, Source: Radarblock

Data as of October 14 shows more than 1,900 AI agents in market, collectively valued at around $3.5B. (by cookie.fun and CoinGecko). Each of these agents can be seen as a new type of blockchain "user", a tireless, decision-making entity capable of transacting 24/7. The implication is profound: The onchain economy is no longer limited to human participants but extends to potentially billions of AI-powered actors. As Binance's CZ has put it, "The currency for AI is crypto."
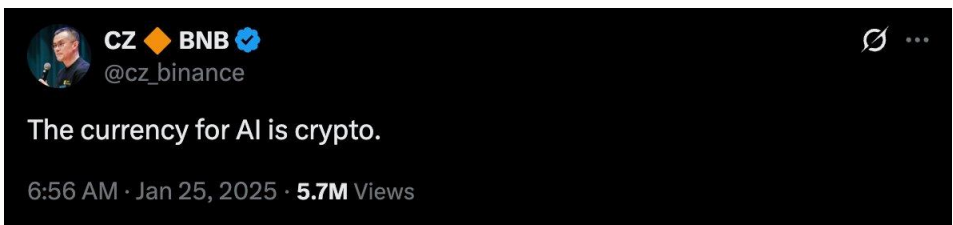
Fig 3.0.1.2 Screenshot of CZ (Former CEO of Binance) tweet

3.0.2 Radarblock's Contribution in the Ecosystem

Radarblock has been at the forefront of the Crypto x AI revolution, not just observing it, but helping shape it**.** Our work with pioneering AI-native protocols such as **Vana,** launching at 3B Market Cap on Binance, **PinAI** acquiring 1M+ users for its App**, Capx** processing 1M+ transactions on their Testnet, and getting 110k+ monthly active users**, or Kite AI** acquiring +2M Testnet users in 3 weeks leading into a 34M fundraise and launching on Tier 1 CEXs like Binance and Coinbase**,** has positioned us at the center of this emerging frontier. Across these collaborations, we supported teams end-to-end: planning and executing marketing campaigns, designing distribution channels, orchestrating GTM product launches, implementing gamified mechanics, and also managing and activating communities at scale.

Building on that expertise, we hosted the **largest dedicated Crypto x AI Conference "***AI Block Summit***"**, bringing together leading protocols like **Sentient, 0G Labs, and OpenLedger**, many of which are also analyzed in this report.

Fig 3.0.2.1 "AI Block Summit" event panel "Onboarding AI Developers to Crypto" and venue, Source: Radarblock.

Our **rebrand** reflects this conviction: Radarblock exists to **drive growth**. And we care about this intersection because everything outlined in this report points to the same conclusion: **The future of Crypto x AI will be shaped not only by infrastructure, but by how teams tell their story, activate their users, and design their growth engines**. We made this commitment visible at **Token2049 Dubai**, where we hosted the "*Growth Radar*" event and interviewed leading builders and marketers in the space to explore their growth mechanics (see [tweet](#)).

Fig 3.0.2.2 Growth Radar event Panel :What excites institutional capital?

The data illustrates both the nascent nature of the Crypto x AI sector and the magnitude of its potential. Crypto AI tokens currently account for $21.6B in market cap (MC), just 1.9% of the $1.16T altcoin market.

AI AGENTS MC 3.5B	AI APPLICATIONS MC 1.01B	
AI AGENT LAUNCHPAD MC 1.31B	AI FRAMEWORK MC 1.39B	BITTENSOR SUBNETS MC +3.00%

Fig 3.0.2.3 Artificial Intelligence market overview by categories on CoinGecko at 3rd of Feb 2026, Source: CoinGecko.

The broader AI industry provides further context. In 2024, the global AI market was valued at **$279B**. By 2030, it is projected to reach **$1.8T**, growing at a **35.9% CAGR** ([Grandview Research](#)). The sheer scale of this trajectory ensures continued inflows of capital, talent, and enterprise adoption, with crypto positioned as a natural infrastructure layer for decentralized coordination and value transfer.

In every market, a small number of early leaders capture most of the upside once the cycle accelerates. Teams that establish clear positioning and real traction now will be the ones investors and users default to later, the projects that already scaled their growth engines will benefit the most.

The takeaway for growth teams is twofold:

- First, the intersection of AI and crypto remains undervalued relative to its long-term potential.
- Second, projects that can demonstrate real sustained usage, measurable adoption, sticky communities, and credible ecosystems will be well-positioned to capture disproportionate gains when attention returns.

In other words, the category is early, but the foundations are being laid for a new growth engine in crypto.

GROWTH PLAYBOOK
What We *Learned*

4.1 Framework 1: Building a Culture

The strongest protocols don't just market products, they build cultures. Narrative, symbology, and storytelling transform technical ideas into movements people want to join.

A clear mission, consistent creative language, and participatory lore make complexity feel intuitive and emotionally resonant.

What to do

Build a single, repeatable story that ties mission to product, then express it through symbols, a mascot, and campaign lore.

Why it works

Creates instant recall, lowers explanation costs for complex tech, and turns users into storytellers.

How to apply

Define the spine:

1-sentence thesis, 3 proof points tied to product.

Codify cultural devices:

Slogan, motif, mascot, color system; publish a creator kit for the community to get involved and develop your own language.

Run story arcs with product CTAs:

Teaser threads, high-quality explainer videos, in-person (IRL) panels cut into clips, and video content creators.

Encourage community co-creation:

Mascot contests, lore extensions, and UGC spotlights.

Project references

sentient

Sentient uses "open AGI for humanity" and "Loyal AI" with Dobby.

0G

0G uses "Defy Gravity" with a Panda resistance arc.

Open Ledger

OpenLedger leans on an octopus motif tied to attribution.

Sahara AI

Sahara AI builds an "equitable AI economy" around the slogan "Your Knowledge, Your AI", with the mascot Bitsy the Fennec Fox and desert-themed lore expressing community ownership.

Aethir

Aethir anchors on "decentralized AI cloud" making the community participants of it.

mira

Mira uses Veri plushie lightly to humanize a technical verification stack.

4.2 Framework 2: Gamification and Access Gating

Gamification turns product use into play. By layering points, quests, and access gates, teams convert fleeting attention into recurring engagement.

Done well, it creates habit loops that reward contribution and make every onchain action feel like progress.

What to do

Transform product usage into a gamified progression system with points, rewards, and community tasks, while gating access to maintain quality, sustain demand, and create perceived scarcity.

Why it works

It builds habits, boosts activation, makes participation enjoyable, and channels attention into meaningful onchain actions.

How to apply

Design season-based quests that require product interactions: swaps, staking, agent prompts, dataset curation.

Add points, badges, and public leaderboards; reward streaks and multi-dapp routes.

Use invite codes or allowlists for premium surfaces to maintain signal and desirability.

Pair social tasks with verifiable onchain proofs to avoid empty engagement.

Use partners to include them in the gamified ecosystem and step in the communities.

Project references

sentient	**0G**	**Open Ledger**
Sentient's arenas and invite gating convert culture into usage.	0G's Galxe Eco Preview and Puzzlemania force Testnet actions across partners.	OpenLedger's Mint Your Model Madness ties Testnet Points to model creation.
Sahara AI	**Aethir**	**mira**
Sahara AI's seasonal waitlists, DSP quests, and lore-based NFT campaigns turn contributor workflows into participation.	Aethir's Cloud Drop seasons, XP roles, and Gaming Arena extend beyond claiming.	Mira's Klok points loop and creator contests align usage with UGC.

4.3 Framework 3: Community-Driven Protocol for Retail and Builders

The most resilient ecosystems grow on two engines: Users and Builders.
Retail users bring visibility, energy, and traction, while builders expand utility and depth.
Aligning both through coordinated programs, education, and shared incentives turns a project into a compounding network.

What to do

Design dual pathways for retail users and developers, with tailored programs, missions, grants, spotlights, and education that encourage both cultural participation and technical contribution.

Why it works

Retail fuels cultural reach, attention, and liquidity, while developers build the applications that expand utility. This synergy increases the odds of breakout dApps and ensures long-term ecosystem growth.

How to apply

Retail Track:

Missions, IRL meetups, light competitions, regional hubs, KOL amplification, consistent X cadence.

Dev Track:

Workshops, templates, grants, office hours, hackathons; publish a partner calendar and integration map.

Bridge the tracks:

Feature dev launches in retail quests, spotlight builders in community content.

Activate team accounts:

Founder for vision, CMO for cadence, PMs for deep dives; keep a weekly posting rhythm.

Project references

sentient

Sentient's builder workshops and partner spotlights turn ecosystem wins into community content.

0G

0G's Guild ambassadors, grants, and WaveHack buildathon link dev output to community quests.

Open Ledger

OpenLedger's OpenCircle grants anchor builder depth while Testnet campaigns invite retail.

Sahara AI

Sahara AI's contributor-first DSP, Agent Builder programs, and IRL activations bridge builders and community under its equitable-AI vision.

Aethir

Aethir's A-Team and Tribe ambassador layers localize growth and support operators.

mira

Mira's Node delegator program (for non-technical users) plus creator campaigns convert users into stakers and storytellers.

4.4 Framework Summary Table

Framework	Key Outcome	Example Protocols
Building a Culture	Makes complex tech instantly memorable through symbols and story. Adds emotional stickiness that drives user recall and advocacy.	Sentient ("Loyal AI" & Dobby), 0G Labs ("Defy Gravity" & Panda), OpenLedger (octopus motif), Sahara (Bitsy & desert lore) and Mira (Veri plushie).
Gamification & Access Gating	Turns participation into habit loops that keep users returning. Channels attention into meaningful onchain actions through gated access.	Mira (Klok points & Voice of the Realm), 0G Labs (Puzzlemania & community quests), Aethir (Cloud Drop & XP roles), OpenLedger (Mint Your Model Madness), Sentient (Dobby Arenas), Sahara AI (DSP quests).
Community-Driven Protocols	Aligns retail energy with builder output to compound ecosystem growth. Creates an environment where retail participation and technical contribution reinforce each other.	Sahara AI (DSP + builder grants), Sentient (builder workshops + cultural missions), Aethir (A-Team & Tribe programs), 0G Labs (WaveHack & ambassador guilds), OpenLedger (OpenCircle grants), Mira (delegator programs).

PROTOCOL CASE STUDIES

This section breaks down the marketing and growth strategies employed by leading *Crypto x A*I protocols: Sentient, 0G Labs, OpenLedger, Sahara AI, Aethir, and Mira Network.

5.1 Sentient

5.1.0 Sentient Marketing Results Overview

Since the launch of the GRID (Sentient's main product) in August 2025, more than **2M users joined the waitlist**, with **15K new signups in just 12 hours**. The breadth of **110+ ecosystem partners** adds legitimacy, while the scale of **700K NFT holders** underscores how effectively the project has mobilized Web3-native distribution mechanisms.

5.1.1 Background

Sentient AGI positions itself as one of the most ambitious projects at the intersection of AI and Web3. Founded by Polygon CEO Sandeep Nailwal, Pramod Viswanath, and Himanshu Tyagi, it has taken a **non-profit route** to build open-source, decentralized Artificial General Intelligence (AGI). This choice is not cosmetic: by rejecting corporate ownership and emphasizing community governance, Sentient directly addresses one of the central anxieties around AGI, the risk of monopolization. That positioning is backed by execution: The team reports that OML 1.0 delivers model fingerprinting at ~100x the scale of prior methods, and its ROMA agent system has outperformed Gemini 2.5 Pro on complex reasoning benchmarks. Culturally, the "Loyal AI" narrative, the Dobby mascot, and Sentient's claim to run "the most entertaining LLM on the planet", reinforce its positioning as both technically credible and emotionally engaging.

This narrative gains additional credibility by the project's **$85M seed round**, raised from Pantera Capital, Founders Fund, and Framework Ventures. In essence, Sentient has aligned capital, community, and narrative under a single thesis: AGI should be a public good, not a corporate moat.

The following sections detail how these results were achieved.

5.1.2 Product Features and Value Proposition

Sentient's ecosystem is built around three interlocking components that define its value proposition.

The first, **Sentient Core**, is an open-source, community-governed AGI infrastructure designed for transparency and scalability. Its non-profit model minimizes extractive incentives, while the **OML 1.0 framework**, presented at **NeurIPS**, introduced model fingerprinting **~100x more scalable** than prior methods, enabling provenance, licensing, and identity protection across open-weight models. Together with **ROMA**, its reasoning engine that outperformed **Gemini 2.5 Pro** on the SEAL-0 benchmark, Sentient demonstrates how decentralized design can achieve superior performance, verifiability, and usability.
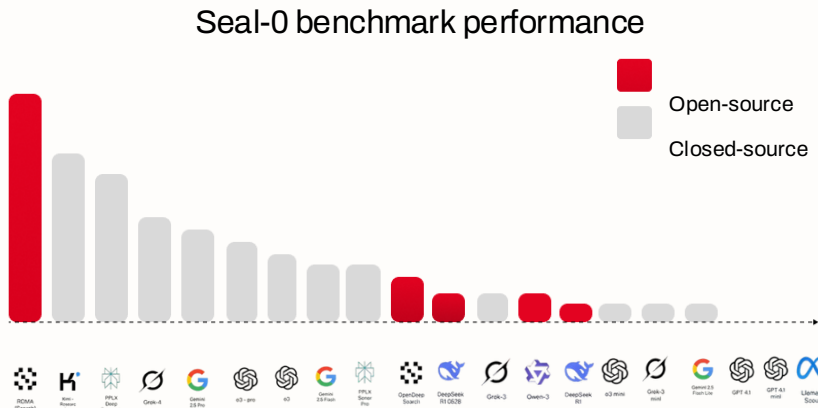
Seal-0 benchmark performance

Fig 5.1.2 Seal Benchmark Performance on Different AI Models, Source: Defi Warhol X account

The second, **The GRID**, is marketed as the "world's largest open intelligence network." With **110+ partners** already integrated across models, tools, agents, and computers, it acts as a collaborative substrate for AGI research and deployment, though it remains in closed beta.

Finally, Sentient's stack brings these elements together, **ROMA**, the meta-agent system that decomposes complex tasks; **Dobby-70B**, its family of community-owned LLMs embodying the "Loyal AI" ethos; and **Open Deep Search (ODS)**, a modular framework for transparent, high-performance retrieval.

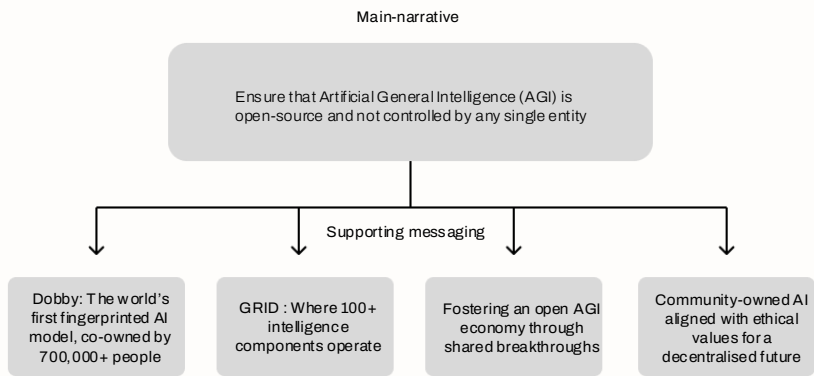### 5.1.3 Stage of Development and Narrative Positioning

Sentient remains in the Testnet phase, with the $SENT token not yet launched and emissions planned around a proof-of-quality model with staking rewards. Access is invite-only, deliberately creating scarcity and anticipation. This sequencing prioritizes community participation and cultural depth before tokenization.

Its narrative sustains momentum in the meantime. The core story, "Open AGI for humanity," positions Sentient as an ethical alternative to corporate AI labs, while the "Loyal AI" framing merges values with product identity. The Dobby mascot, accessible X threads, countdowns, memes, and easter eggs keep participation playful, while blogs and conference talks reinforce technical authority. Together, this balance of serious and lighthearted tones preserves credibility while maximizing reach.

Sentient's messaging architecture reinforces this narrative without duplicating it. All communication ladders up to one principle: AGI should remain open, verifiable, and community-governed. This message is expressed through four distinct themes:

• **Mascot-driven storytelling** that humanizes the brand.
• **The Sentient Grid** as the backbone of open intelligence.
• **The open AGI economy** as an alternative to closed AI monopolies.
• **Community-owned AI** as the long-term vision for decentralized intelligence.

Together, these themes create a coherent, repeatable messaging system that keeps day-to-day communication aligned with Sentient's broader positioning.

Main-narrative

Ensure that Artificial General Intelligence (AGI) is open-source and not controlled by any single entity

Supporting messaging

| Dobby: The world's first fingerprinted AI model, co-owned by 700,000+ people | GRID : Where 100+ intelligence components operate | Fostering an open AGI economy through shared breakthroughs | Community-owned AI aligned with ethical values for a decentralised future |

Fig 5.1.3.1 Sentient's Messaging Framework. Source: Radarblock

5.1.4 Gamification

One of Sentient's most distinctive contributions to Crypto x AI marketing lies in its gamified community design. Rather than treating users as passive token-holders, Sentient integrates playful, participatory mechanics into nearly every touchpoint.

The most visible example is Dobby Arenas, public voting battles where millions of queries and votes determine the "tone" of AI outputs. Sentient introduces a layer of ownership and symbolic participation that aligns perfectly with Web3 culture. Creative contests, such as redesigning the mascot Dobby, extend this engagement into the cultural sphere. Sentient used gamification as a tool to transform awareness into belonging.
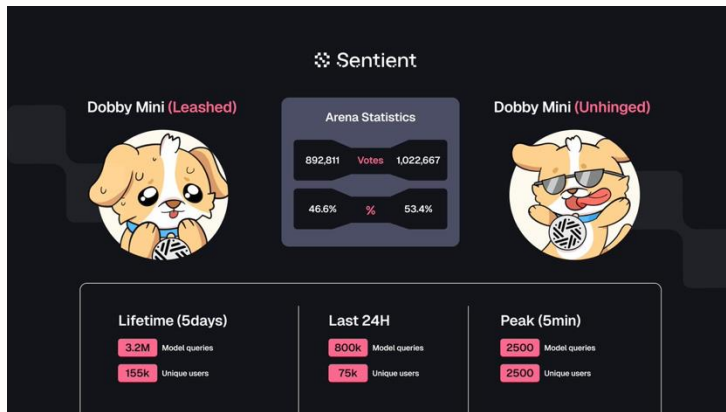
Fig 5.1.3.2 Sentient's Dobby Arenas Representation. *Source: Sentient X account*

5.1.5 Growth Strategy

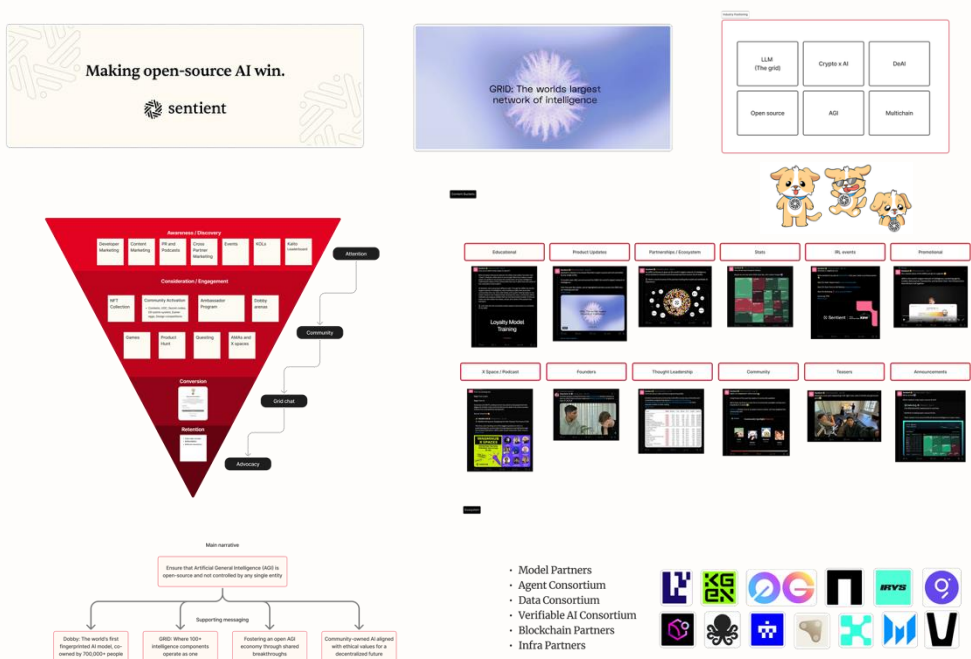Fig 5.1.5.1 *Sentient Growth Strategy Framework*

Sentient's growth strategy is built on a **multi-layered funnel supported by diversified distribution channels**. At the top, **X** anchors the public narrative through teasers, countdowns, and viral posts, with single threads reaching up to 160K+ views, amplified through Discord announcements, community missions, and community quests. This awareness is funneled into **structured mid-funnel engagement**, with role systems and discussions on Discord, and interactive formats such as AMAs and workshops. Sentient's content strategy is anchored in **research-driven storytelling** and a strong focus on product education. Founders and team members actively use their accounts to spark discussions and add humor, which humanizes the brand and the project and reinforces trust in its leadership. At the bottom of the funnel, we can get access to **Sentient Chat** and a whitelist if you don't have an invite code, creating an exclusive desire for users to be more involved to get access.

Sentient's content system reinforces its entire growth funnel through three clear content pillars:

- **Awareness:** Teasers, countdowns, and announcements that reliably hit +100K impressions on X and generate momentum around launches.
- **Education:** Research-driven explainers, product updates, and partnership highlights that translate complex AGI concepts into simple, credible narratives.
- **Community:** Highlights, IRL recaps, and creator-driven content that strengthen belonging and keep engagement continuous.
- **Lore:** Story arcs like Dobby Arenas and mascot-led missions turn participation into myth, sustaining a sense of belonging that transcends single campaigns.
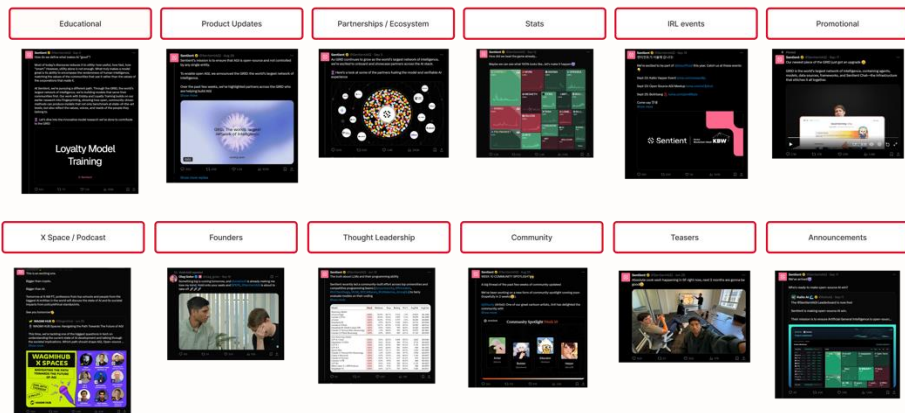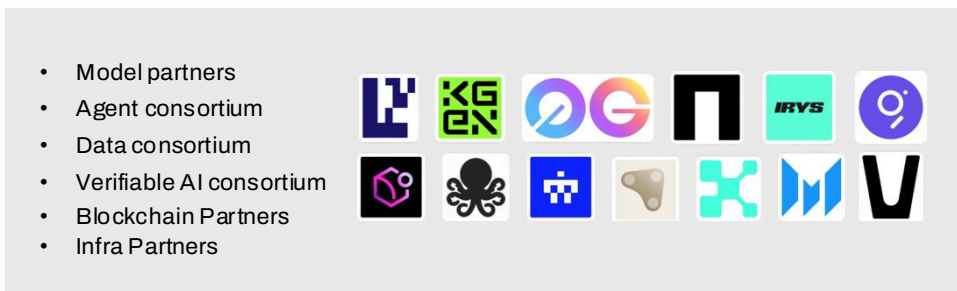

Fig 5.1.5.2 Sentient Content Buckets Breakdown. Source: Radarblock

These funnel mechanics are reinforced by a deliberate choice of channels. Discord sustains community participation, community tasks campaigns translate social activity into actions, and the **Kaito leaderboard,** getting around 1.5% of the total daily CT (Crypto Twitter) Mindshare, gamifies discourse by rewarding "yappers" who amplify Sentient across Crypto Twitter. This turns community chatter and relevant users into a self-propagating distribution engine, expanding mindshare beyond owned media.
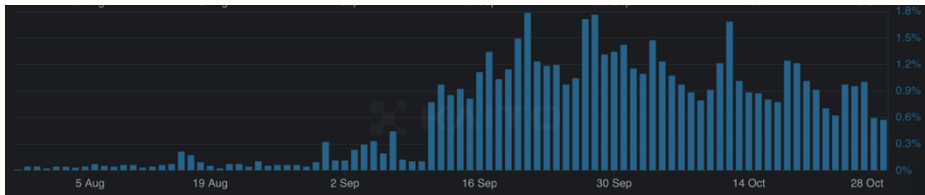
Fig 5.1.5.3 Sentient Mindshare, Aug–Oct 2025. source: Kaito Analytics

At the ecosystem level, Sentient frequently highlights its partners, but these **strategic partnerships** extend reach even further. With over 110 collaborators, Sentient regularly engages partners for co-marketing, integrations, and joint announcements. By positioning itself as a **hub that links multiple protocols**, the project compounds its visibility across ecosystems, ensuring that growth is driven not just by its own efforts but by the networks it connects.

- Model partners
- Agent consortium
- Data consortium
- Verifiable AI consortium
- Blockchain Partners
- Infra Partners

Fig 5.1.5.4 Sentient's Ecosystem Framework. Source: Radarblock

The funnel is not confined to digital channels. IRL events, such as Seoul meetups and the Open AGI Summit, extend legitimacy by situating Sentient in global industry conversations.

5.1.5.1 Community Strategy

Beyond gamification and overall growth strategy, Sentient invests heavily in **community-building infrastructure**. Discord missions, ambassador programs, and builder workshops ensure that engagement is not only cultural but also technical. Developers are encouraged to create bots, tools, and integrations, while guides and GitHub repositories lower barriers to contribution.

This playful participation and builder empowerment ensures Sentient avoids the common trap of communities that are large but shallow. The strategy is further reinforced by mobilizing the community for external amplification, such as driving visibility on Product Hunt for product launches like ROMA and Sentient Chat. Even light-hearted activities, such as community games, are deliberately designed to sustain daily activity.

5.1.6 Key Takeaways

Gamification as identity engine:

Dobby Arenas, contests, and missions turn followers into co-creators, converting attention into durable community belonging.

Access gating to fuel FOMO:

Invite-only access and whitelists create scarcity, sustain demand, and keep early usage high-signal.

Builder-first activation:

Workshops, docs, and open tooling channel developer interest into bots, agents, and integrations, not just social hype.

Partner-led amplification:

100+ integrations power co-marketing and distribution, extending reach beyond owned channels.

Professional yet playful content:

Research-driven explainers + mascot lore keep the brand credible and approachable, reinforcing trust while scaling visibility.

5.1.7 Radarblock's View

Sentient shows that narrative only works if it's backed by product credibility. They pair an ideology ("open AGI for humanity," "Loyal AI") with proof and then weaponize that story culturally through Dobby, invite gates, and interactive arenas. The lesson: don't just publish a vision, operationalize it as status, access, and identity for the community.

5.2 0G Labs

5.2.0 Marketing Results Overview

0G's Testnet processed **650M+ transactions** across **22M+ accounts** with **8K+ validators**, peaking at **11K TPS per shard**. **Aristotle mainnet** launched in September 2025, with FDV peaking around **~$1.2–1.3B** and a large day-one ecosystem of partners such as Chainlink, Pyth, BitGo, Alibaba Cloud, and others. Beyond infrastructure, the project has built a following of **620K+ on X**, secured over **100 partners,** including Alibaba Cloud, and attracted rapid deployment of DeFi and AI dApps post-launch. The mainnet is now fully live and operational.

5.2.1 Background

0G Labs positions itself as a foundational infrastructure project at the intersection of AI and Web3. Its ambition is to build the first large-scale AI Layer 1 blockchain and a decentralized AI Operating System (DeAIOS), designed to deliver scalable and verifiable AI applications through modular infrastructure for compute, storage, and data availability.

The strength of this vision is reinforced by its leadership and funding base. The team is led by Michael Heinrich (CEO, ex-Bridgewater, Bain, Microsoft; Forbes 40 Under 40) and Ming Wu (CTO, ex-Google Brain), supported by engineers from top tech firms. 0G has secured ~$350M+ in combined equity, token, and ecosystem commitments, including a $40M seed round and a large token + treasury commitment, plus ~$34M raised through its AI Alignment Node Sale. Backed from investors such as Binance Labs, 0G has combined capital, technical talent, and infrastructure ambition under a single thesis: AI requires decentralized rails to scale securely and credibly.

The following sections detail how these results were achieved.

5.2.2 Product Features and Value Proposition

0G Labs' ecosystem is built as a **modular AI Layer 1**, integrating compute, storage, and data availability into a single, decentralized architecture. Its **multi-consensus blockchain** enables parallel and trustless execution, while a **verifiable compute network** and **AI-optimized storage** deliver scalable, low-cost infrastructure for model training and inference. A **high-throughput data availability layer** reinforces these capabilities, ensuring fast and reliable access for AI workloads.

Beyond infrastructure, 0G includes:

- A **service marketplace** where developers can deploy, exchange, and monetize AI agents
- **Alignment nodes** that embed responsible governance directly into the network.

Together, these components define 0G's value proposition: to deliver **infinite scalability for real-world AI applications**, replacing centralized infrastructure with decentralized rails and positioning itself as the **backbone of an open AI economy**.
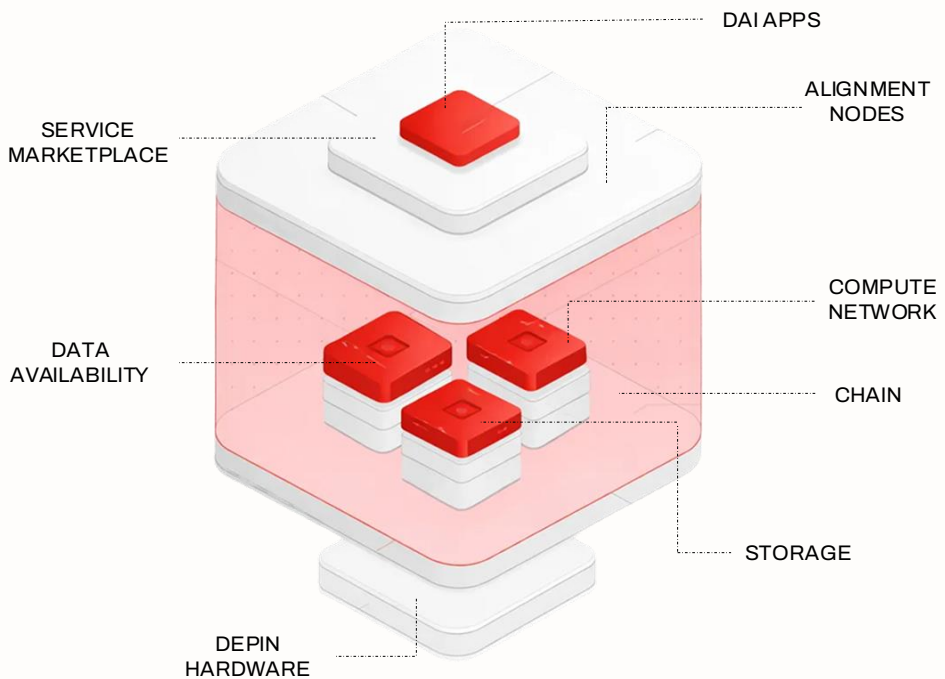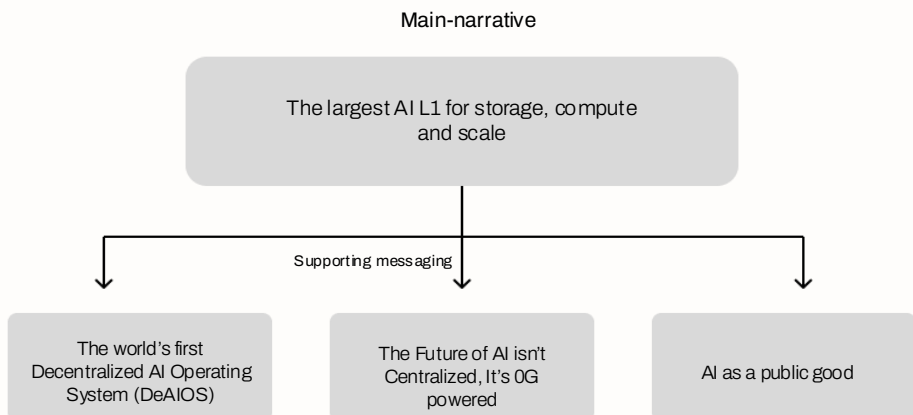

Fig 5.2.2 0G Labs' Infrastructure Representation, *Source: 0GLab's website*

5.2.3 Stage of Development and Narrative Positioning

0G Labs has advanced from iterative Testnets to a production-ready mainnet. Early phases like Newton and Galileo validated the core features of its modular architecture. These stages emphasized community participation through testing, grants, and ecosystem programs, while also securing over 100 partners, including Chainlink, Pyth, and BitGo.

The project's narrative frames AI as a public good, contrasting centralized, opaque systems with an open and verifiable operating model. Its core storyline of **"Defying Gravity"** symbolizes breaking free from the constraints of cost, control, and accessibility, framing 0G as the **DeAIOS**. This theme is reinforced through consistent branding, the ØG symbol, a futuristic purple aesthetic, and slogans such as *"The largest AI L1 for storage, compute, and scale."*

0G Labs' messaging framework centered on a clear main narrative: **building the largest AI Layer 1 for storage, compute, and scale.** This central vision framed every marketing and technical communication. Supporting themes expanded the narrative across different stakeholder groups.

Main-narrative

The largest AI L1 for storage, compute and scale

Supporting messaging

The world's first Decentralized AI Operating System (DeAIOS)

The Future of AI isn't Centralized, It's 0G powered

AI as a public good

Fig 5.2.3.1 0G Labs' Messaging Framework, Source: Radarblock

Creative campaigns expand this motif, most notably the **Panda-led resistance narrative**, where the mascot, born from a community design contest inspired by the founder's "Kungfu Panda" nickname, embodies resilience, exploration, and collective creativity. By blending space analogies like *"a giant leap for DeAI,"* mascot-driven storylines, and polished video content, 0G converts its infrastructure-first vision into a participatory cultural movement. In doing so, it anchors its brand in a narrative of liberation and scalability, combining technical credibility with cultural resonance.

Fig 5.2.3.2 0G Labs Mascot - Panda Astronaut. Source: 0GLab's website

5.2.4 Gamification

0G uses gamification not as a side activity but as a structured entry point into its ecosystem. Campaigns such as the **Galxe Eco Preview** positioned the Testnet as a "front-row seat" to onchain AI, incentivizing users to complete social tasks (likes, retweets, follows) and receive rewards tied directly to protocol usage, getting over 150k participants. To progress, participants had to perform onchain actions such as claiming tokens, swapping assets, providing liquidity, voting, or staking. These mechanics ensured that engagement was not limited to surface-level clicks but translated into measurable usage of the network.

Examples include requesting test tokens through faucets, executing swaps on **Jaine** and **Euclid Swap**, placing agent bets in **Battle of Agents**, and running prompts on **ZIA Finance** that triggered onchain transactions. Each task combined product exploration with community incentives, turning the Testnet into both a learning environment and a loyalty engine.

The project also introduced its own quest platform, **Puzzlemania**, which made users interact across the ecosystem with daily tasks in order to climb on the leaderboard and get rewards, merch, or NFTs. This was hosted via Megaphone and not only drove social actions but saw 1M+ participants.

By combining Galxe campaigns with a native quest platform, 0G effectively forced alignment between marketing participation and technical validation. The result is a gamified loop where every social action, contest, or quest deepens user familiarity with the ecosystem while reinforcing 0G's positioning.
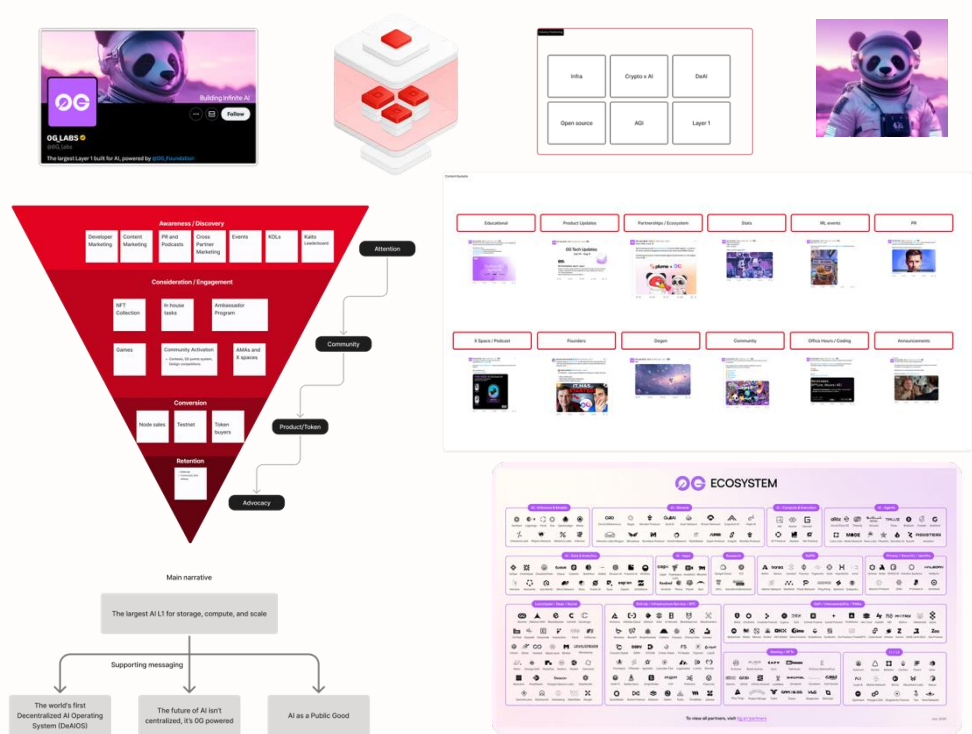
5.2.5 Growth Strategy

Fig 5.2.5.1 0G Labs' Growth Strategy Framework

0G's growth has been driven by a deliberate, multi-channel strategy focused on adoption, visibility, and institutional credibility.

A major inflection point was the **$401M** strategic funding round announced through Flora Growth Corp (ZeroStack's), structured as a Digital Asset Treasury (DAT) with 0G designated as the primary reserve asset. While not a direct equity round, it established a long-term strategic holder and introduced the first AI-based DAT integration. This positioned $0G as the **primary reserve asset** for a listed company, generating significant cross-sector attention. The "decentralized AI treasury" narrative transformed the raise into a marketing and legitimacy milestone, fueling retail excitement and institutional curiosity ahead of mainnet.

Execution extended beyond fundraising. Tiered node sales introduced scarcity and FOMO through rising price tiers amplified by KOLs and PR. The node sale raised **$34M** and onboarded **92,000+ nodes** securing the network. Proceeds funded the **$88.88M** Ecosystem Growth Program, accelerated integrations with Chainlink, Pyth, and BitGo, and aligned tokenomics by allocating 15% of supply to node operators. Post-listing, 0G reached a **$450M+ valuation**, demonstrating demand for decentralized AI infrastructure at scale. Quest platforms like Intract funneled users into sales and ecosystem participation, tying announcements to measurable onchain actions such as staking, swaps, and Testnet activity.

Distribution expanded through the **Kaito Yapper Leaderboard**, incentivizing organic amplification, while the panda mascot and "Defy Gravity" narrative reinforced cultural identity across campaigns and events.

Founders operate as growth assets through interviews, panels, IRL events, and active engagement on X, quote-tweeting ecosystem updates and amplifying community activity. This "**founder funnel**" complements a strong builder focus, supported by hackathons, developer sessions, and integrations attracting teams to build on 0G Chain.

0G Labs' content engine reinforces its growth funnel through three tightly defined pillars:

- **Awareness:** High-impact announcements, partner reveals, and meme-driven cultural posts that sustain constant visibility and push 0G into top mindshare during major cycles.

- **Education:** Technical explainers, product walkthroughs, and integration updates that make 0G's modular AI stack understandable and credible across both crypto and AI-native audiences.

- **Community:** Galxe recaps, quest updates, ecosystem spotlights, IRL event coverage, and community-created content that convert attention into onchain participation.

- **Founder Funnel:** Consistent visibility from leadership through X posts, interviews, and IRL events drives credibility and organic reach, linking the brand's voice directly to its builders.

Across all pillars, content is tied to action: quests, Testnet steps, node registration, staking, or partner integrations. The tone stays clear, accessible, and narrative-driven. Founders and engineers strengthen the system through active X posting, interviews, and IRL panels, creating a "founder funnel" that adds authority and human presence to the brand.
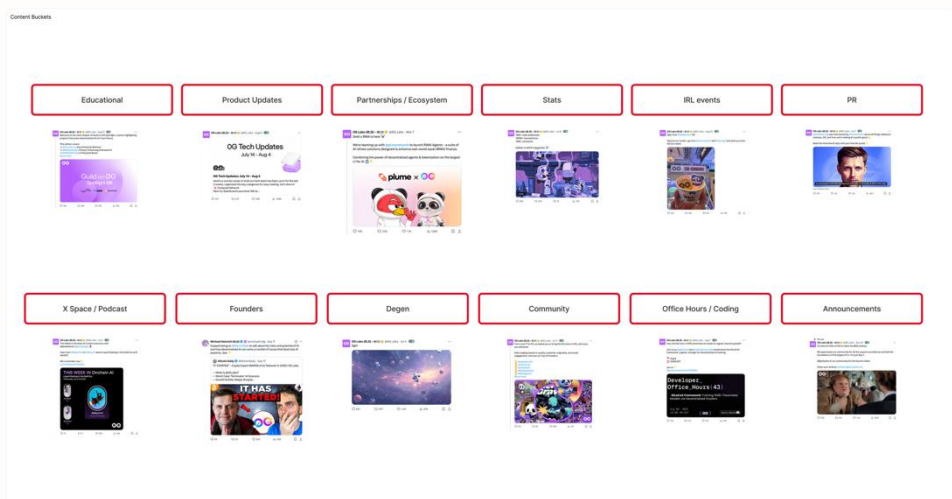
Fig 5.2.5.2 0G Labs Content Buckets Breakdown, Source: Radarblock

Following the mainnet launch, 0G executed every major growth lever in sequence, from community airdrop to exchange listings, legal structuring, market maker arrangements, partnerships, and integrations, with coverage across paid channels, ecosystems, newsletters, and leading KOLs like Altcoin Daily and The Crypto Lark.

The 0G ecosystem represents one of the largest interconnected networks in decentralized AI. It spans multiple verticals including AI inference and models, compute and execution, agents, data and analytics, applications, research, DePIN, privacy and identity, gaming, DeFi, interoperability, and Layer 1/Layer 2 collaborations.
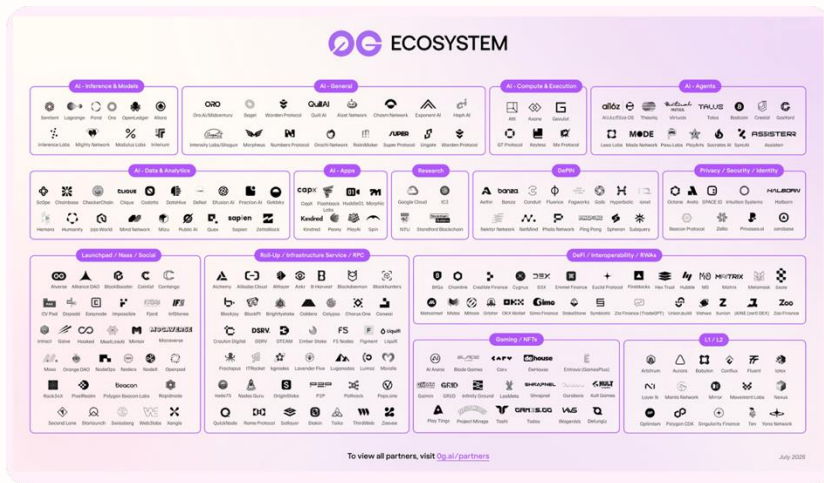

Fig 5.2.5.3 0G Labs Ecosystem Map, Source: 0GLab's website

In sum, 0G's growth strategy **combines storytelling, scarcity-driven sales mechanics, community gamification, founder visibility, and developer focus** to position itself as both the infrastructure and cultural center of decentralized AI.

5.2.5.1 Community Strategy

0G has treated community-building as a core growth lever from the outset, ensuring users were active participants in its Testnet and node economy rather than passive followers. **Discord missions** drive this engagement, combining staking and node-related quests with eligibility tasks for airdrops, NFT ownership, and social campaigns. Grassroots initiatives such as daily "0GM" check-ins, appeal forms for feedback, and multilingual hubs create a sense of inclusivity and ownership.

A steady cadence of community competitions, from weekly meme contests to poker nights, quizzes, art challenges, and AMAs, ensured that retail participants remained constantly engaged through diverse and interactive formats.

Formal programs for builders expand these efforts. The **ambassador initiative via Guild** provides capital, launch support, technical mentorship, and strategic guidance, while also amplifying community reach and brand visibility. **Ecosystem grants** further reward contributors who strengthen the DeAI network through tangible outputs. These structured programs are complemented by spotlight campaigns, such as *0G* **Builder Spotlights** that showcase developer achievements. Also, placing strong emphasis on **IRL presence**. The **WaveHack Buildathon** offers $50,000 in grants for teams building onchain AI dApps using 0G's full stack, reinforcing its developer-first identity. Offline, the project has maintained a sponsorship at **Korea Blockchain Week**, alongside hosting global meetups to connect builders and users face-to-face.

By weaving together quests, grants, ambassador programs, competitions, and IRL presence, 0G has created a community that is not only highly participatory but also directly embedded in the growth of its ecosystem, from investing in nodes to launching new applications.

5.2.6 Key Takeaways

Gamified participation as onchain activation:

Quest platforms like Puzzlemania and Galxe campaigns turned testing into a reward-based progression system, aligning marketing engagement with real product usage.

Scarcity as growth design:

Tiered node sales introduced controlled FOMO and exclusivity, driving over $34M while embedding long-term alignment through staking and participation.

Builder-first ecosystem flywheel:

Grants, hackathons, and the WaveHack Buildathon reinforced developer adoption, ensuring technical depth behind the hype.

Narrative and mascot as cultural glue:

The "Defy Gravity" storyline and Panda mascot transformed an infrastructure-first product into a recognizable cultural brand.

Founder-led visibility:

Active founder participation across panels, X, and IRL events added credibility and kept communication authentic and consistent.

5.2.7 Radarblock's View

0G is the clearest example of growth as coordination, not just marketing. They used fundraises, node sales, partner integrations, and cultural lore (the Panda / "Defy Gravity") as one integrated motion, not separate tracks. The takeaway is that capital events, ecosystem incentives, founder funnel and gamified participation can be designed as one flywheel if you treat them as product surfaces, not PR moments.

5.3 OpenLedger

5.3.0 Marketing Results Overview

Reported Testnet activity includes ~6 million registered nodes, ~25 million transactions, and ~20,000 models built; additional claims cite ~1 million data contributors and 100,000+ daily model builders.

5.3.1 Background

OpenLedger positions itself as an AI-purpose blockchain, unlocking liquidity to monetize data, models and agents It frames itself as the "AI Blockchain," with an emphasis on transparent provenance and monetization for AI assets.

OpenLedger is optimized for **direct training purposes**. Its onchain attribution system ensures that contributors of specialized data are compensated whenever their inputs improve an AI system. The most active core-contributor on X is Ram, with over 5,000 followers. He gets organic traction for his tweets and is quite known in the dev space.

Backing and ecosystem signals include investors like Polychain, Borderless Capital, and HashKey Capital, plus a developer-funding "OpenCircle" program. Recently, OpenLedger publicized a $25M OpenCircle fund to accelerate builders in its ecosystem. Reports and exchange research pieces also point to an earlier seed round (~$8M, 2024).

The following sections detail how these results were achieved.

5.3.2 Product Features and Value Proposition

OpenLedger's stack revolves around four pillars: **Datanets**, community-owned datasets with onchain attribution; **ModelFactory**, a no-code fine-tuning platform for LLMs; **OpenLoRA**, which reduces costs by training only small parameter sets; and **Proof of Attribution**, a cryptographic system that links contributions directly to AI outputs.

The main value prop is that it makes AI development more transparent, fair, and efficient. It lets anyone build and customize AI models using shared, community-owned data while making sure every contributor is properly credited and rewarded. By using blockchain, OpenLedger keeps track of who contributed what, lowers the cost of training models, and helps developers create better AI faster and more openly.
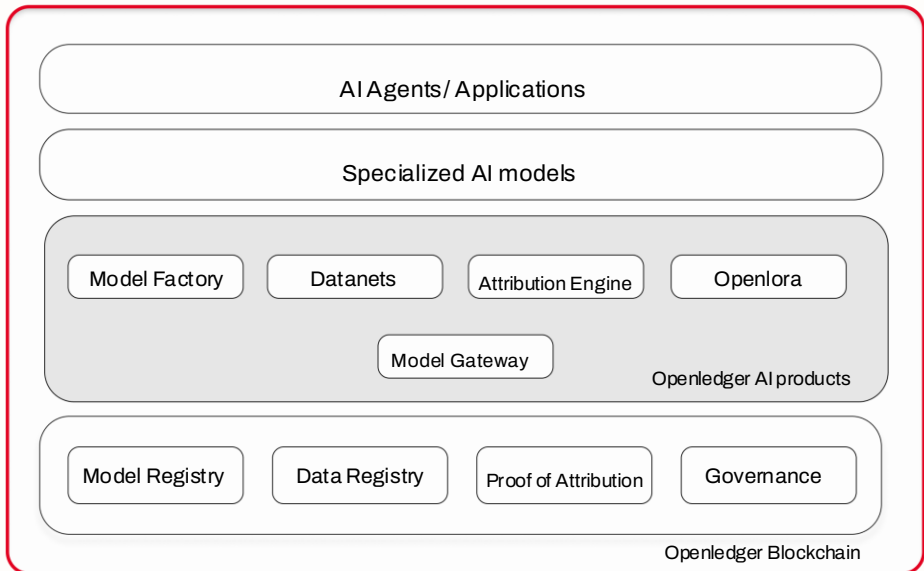

Fig 5.3.2 OpenLedger's Stack Representation, source Radarblock

5.3.3 Stage of Development and Narrative Positioning

OpenLedger is in its private mainnet phase, with the $OPEN token already live and listed on major exchanges. While sentiment has shown product-driven spikes, community concerns remain around the team's ability to deliver on time.

Across all pillars, OpenLedger maintains consistent branding through its octopus motif and clean visual language. Content remains structured, credible, and narrative-aligned, ensuring every post contributes to reinforcing provenance, attribution, and openness as the project's core story.

OpenLedger frames itself as the "AI Blockchain," with branding anchored in its octopus mascot and consistent use across visuals.
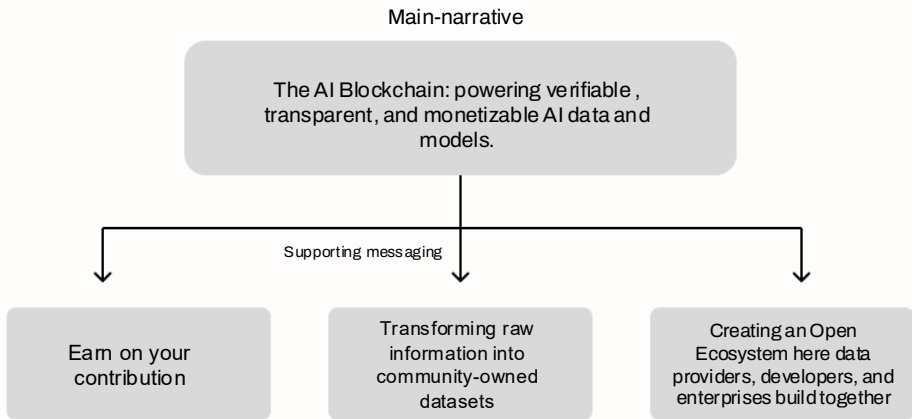
Main-narrative

The AI Blockchain: powering verifiable,
transparent, and monetizable AI data and
models.

Supporting messaging

Earn on your
contribution

Transforming raw
information into
community-owned
datasets

Creating an Open
Ecosystem here data
providers, developers, and
enterprises build together

Fig 5.3.3.1 OpenLedger's Messaging Framework, *Source: Radarblock*

Fig 5.3.3.2 OpenLedger's Mascot – Octo. Source: *OpenLedger Socials,*

5.3.4 Gamification

OpenLedger's approach to gamification has been relatively conservative compared to peers, with few structured retail-facing programs. Early experiments included Octo Game or Octo Map tied to the public mainnet announcement and light entertainment events such as "Smash Karts Tournament" or "OpenLedger Match Rush." While these offered moments of engagement, they were only loosely connected to core product adoption.

OpenLedger began to align gamification more closely with its ecosystem. The Testnet provides interactive surfaces such as **Open Chat** (AI agents with Proof of Attribution), **Open Models** (a hub to explore community-built models), **Model Factory** (a no-code fine-tuning tool), and Datanets (onchain collaborative datasets). These features were highlighted through campaigns like Mint Your Model Madness, a one-week contest where participants proposed new AI models, shared posts or videos on X, and earned Testnet Points toward loyalty tiers and future rewards. This format gamified product exploration by tying social visibility directly to model creation, framing users as co-founders of the ecosystem.

That said, gamification remains less integrated into the growth loop than in other similar projects, where quests and funnel mechanics consistently drive both cultural engagement and onchain usage. For OpenLedger, community contests and Testnet Points represent a step toward deeper alignment, but the overall weight of gamification is still secondary to its builder grants and thought-leadership campaigns.
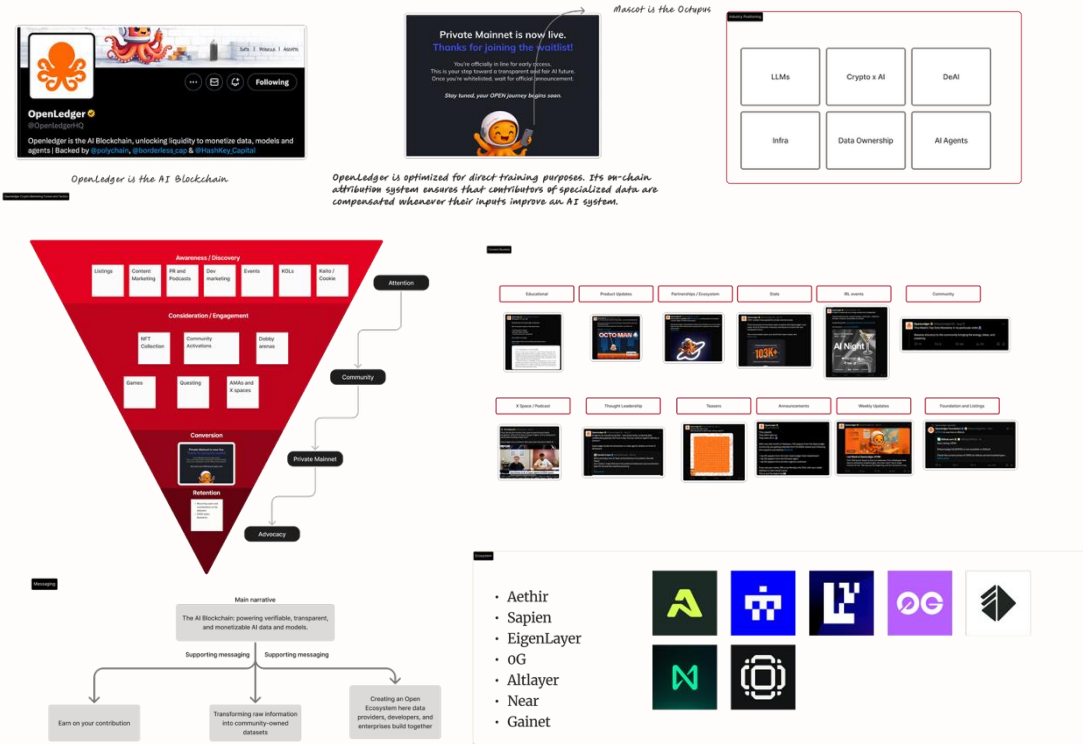
5.3.5 Growth Strategy

Fig 5.3.5.1 OpenLedger Growth Strategy Framework

OpenLedger's growth funnel is anchored by **X as the primary top-of-funnel channel**, where raise announcements, partner reveals, and "AI Blockchain" messaging reinforce credibility and consistency. This narrative-first approach establishes the project as a serious player while keeping its brand highly visible.

At the **mid-funnel level**, engagement has leaned on alternative mechanics. Instead of community quests, OpenLedger launched the **Kaito Yapper Leaderboard** (2 Million $OPEN prize pool) and the **Cookie Snaps campaign** ($350K distribution). These initiatives incentivized content creation and social chatter, but the absence of structured quest platforms limited conversion into sustained ecosystem activity. Discord participation remains comparatively muted versus peers. This led them to gain over 400k followers on X and 762 smart followers.

The **bottom funnel** is supported by targeted builder and ecosystem initiatives. The OpenCircle Program provides structured grants ($25K–$500K), compute and attribution credits, and technical mentorship, anchoring OpenLedger's developer-first focus. This ensures long-term ecosystem growth, even as retail engagement tools remain less developed.

Beyond digital channels, **IRL visibility** strengthens credibility. The team maintains a consistent presence in Korea through meetups and conferences, while core contributors host AMAs, videos, and explainers, adding a personal dimension to the brand.

Content strategy blends serious updates, ecosystem explainers, and growth-hacking campaigns. Educational threads breaking down the whitepaper further reinforce authority, positioning the project as both technically ambitious and accessible. OpenLedger's content engine supports its funnel through three focused pillars:

- **Awareness**: Exchange listings, major announcements, and teaser posts that create spikes in visibility, especially across Korea where Upbit liquidity drives strong regional attention.

- **Education**: Product explainers, attribution-focused threads, and partnership updates that reinforce OpenLedger's role as the "AI Blockchain" and clarify its technical edge.

- **Community**: IRL recaps, Testnet Points updates, creator posts, and mascot-driven visuals that connect onchain activity with a cohesive cultural identity.
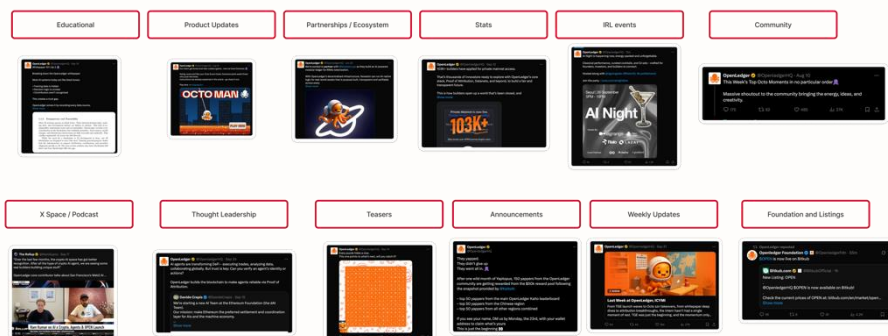
Fig 5.3.5.2 OpenLedger Content Buckets Breakdown. Source: Radarblock

In sum, OpenLedger's growth strategy favors **narrative control and builder support** over mass gamification, prioritizing credibility and ecosystem depth but at the cost of broader community activation compared to peers like Sentient and 0G. OpenLedger was able to list its token on major exchanges such as Upbit and Binance. Upbit has the third largest trading volume on the OPEN token, making it, informally, a popular alt to trade in Korea.

OpenLedger's ecosystem brings together **leading partners across AI, infrastructure, and blockchain** to strengthen interoperability and technical depth. The network includes collaborations with Aethir, Sapien, EigenLayer, 0G Labs, AltLayer, Near, and Gaianet, each contributing distinct capabilities in compute, scaling, and data management.
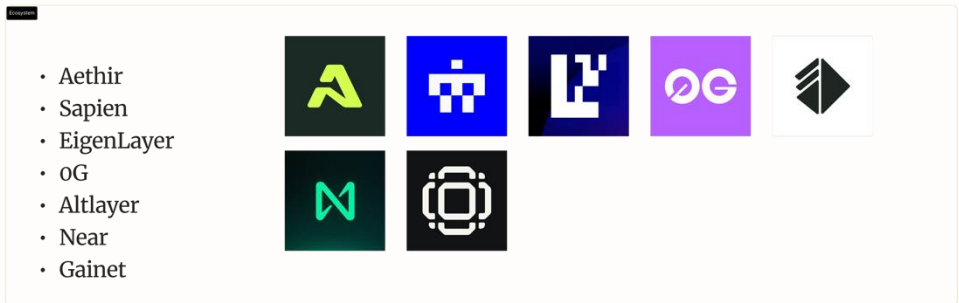
Fig 5.3.5.3 OpenLedger Ecosystem Map. Source: Radarblock

In addition, OpenLedger is implementing more strategies at the retention phase to try and incentivize more people to buy the token by starting a buy-back program. On October 3, 2025, a Discord announcement was made by the team announcing the initiative that "millions" of OPEN tokens will be bought back through revenue made by the project. The community has over 319,000 members. This announcement went out on X as well which coincided with a 20% token price increase.

However, the token performance has declined afterward and has been underperforming.

5.3.6 Core Contributor Insights (Private Chat)

"Our marketing didn't take off because of strategy alone. It worked because our community felt like family from day one. People connected with our orange astronaut octopus in a way we never expected — it became a piece of all of us. And our Korean community brought a level of warmth and support that genuinely moved us. They didn't just show up; they made us feel at home. When people believe in what you're building and see themselves in it, everything grows naturally." — [Ram, Core Contributor of OpenLedger]

5.3.7 Key Takeaways

Builder-led ecosystem growth:

The OpenCircle program anchors bottom-funnel growth via grants, compute credits, and mentorship, ensuring a steady pipeline of developer participation.

Selective gamification as product onboarding:

Campaigns like Mint Your Model Madness connected model creation and Testnet Points with ecosystem exploration, but retail-facing gamification remains secondary to builder programs.

Narrative control and brand consistency:

The "AI Blockchain" slogan, octopus mascot, and cohesive visual language reinforce technical credibility while maintaining brand recall.

5.3.8 Radarblock's View

OpenLedger leans into credibility and builder value over mass hype. Instead of optimizing for other metrics, they focus on attribution, data ownership, and structured grants to recruit serious developers. The message to other teams: you can win mindshare in Crypto x AI by owning a clear niche and backing builders with resources, even if you're not the loudest culturally.

5.4 Sahara AI

5.4.0 Marketing Results Overview

Following a private Testnet reporting ~3.2M accounts, 1.4M+ daily active accounts, and 200K+ DSP (Data Services Platform) participants, Sahara launched the SIWA public Testnet in May 2025 with ~40+ ecosystem partners. These are the current stats of the Testnet.

5.4.1 Background

Sahara AI positions itself as a full-stack, AI-native blockchain where datasets, models, and agents are first-class onchain assets with verifiable ownership and programmable licensing. The company frames this as an "equitable AI economy": contributors create, register, and monetize AI assets while provenance and attribution remain auditable onchain. This positioning sits between infrastructure and practical AI tooling: Sahara offers agent architecture, a no-code Agent Builder, and a Data Services Platform to crowdsource high-quality data, all wrapped in a distribution strategy aimed at onboarding both consumers and developers.

Sahara AI raised **$43M** led by Pantera, Binance Labs, and Polychain, with Samsung NEXT participating to anchor the project's credibility and widen enterprise and exchange-driven exposure. It's led by two visible co-founders, Sean Ren and Tyler Zhou.

The following sections detail how these results were achieved.

5.4.2 Product Features and Value Proposition

Sahara's ecosystem is built around three core pillars. **Knowledge Agents** are modular, onchain agents (Brain–Perceptor–Actor) that can act as assistants, bots, or advisors, with ownership and licensing encoded directly onchain. The **Agent Builder** lowers barriers by offering a no-code interface for designing and deploying agents, enabling creators to monetize usage through programmable royalties. The **Data Services Platform** mobilizes the community to label, curate, and validate datasets, rewarding contributors while ensuring transparent provenance for model training.

These components are unified by an **onchain attribution and licensing framework**, which makes datasets, models, and agents into verifiable, tradable assets. By combining provenance, composability, and monetization, Sahara positions itself as a foundation for an equitable AI economy where contributors, not corporations, capture value.
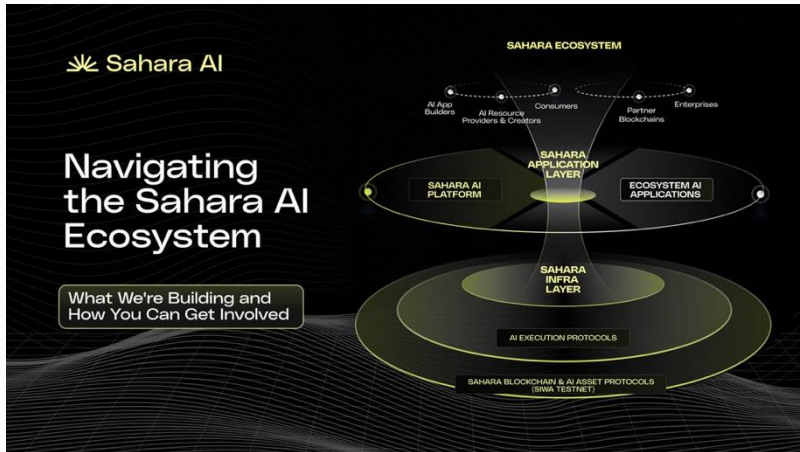
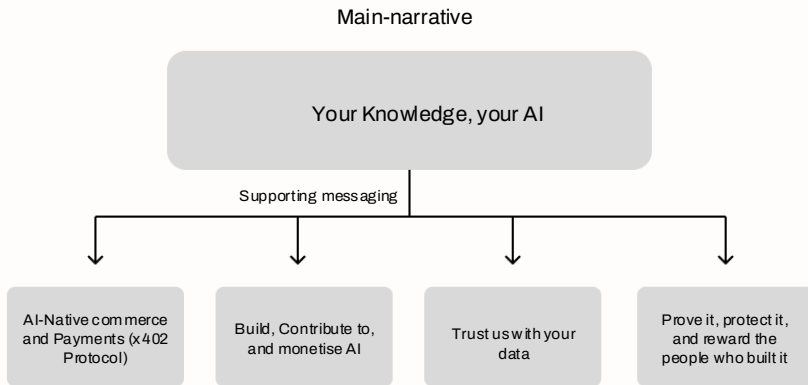*Fig 5.4.2.1 Sahara Ecosystem Representation. Source: Sahara LinkedIn*

5.4.3 Stage of Development and Narrative Positioning

Sahara has advanced from a private Testnet to the SIWA public Testnet launched in May 2025, bringing its agent architecture, no-code Agent Builder, and Data Services Platform into active use. This sequencing emphasized contributor workflows and product readiness before mainnet declarations.

Its narrative centers on building an "equitable AI economy," where datasets, models, and agents exist as onchain assets with verifiable provenance and programmable licensing. With the $SAHARA token live, this story is reinforced by market infrastructure that ties incentives directly to the contributions of builders and data providers.

Supporting themes were deployed as semantic tiles across the broader story:

- **LLMs and Crypto AI** (Sahara is AI-native, not just AI-integrated)

- **Infrastructure** & **Data Ownership** (onchain licensing, agent registries, DSP provenance)

- **DeAI and AI Agents** (agents as user-coordinated systems, not backend utilities)

Main-narrative

```
                    ┌──────────────────────────────────┐
                    │                                  │
                    │      Your Knowledge, your AI     │
                    │                                  │
                    └──────────────────────────────────┘
                           Supporting messaging
         ┌──────────────┬──────────────┬──────────────┐
         ▼              ▼              ▼              ▼
 ┌───────────┐  ┌───────────┐  ┌───────────┐  ┌───────────┐
 │ AI-Native │  │  Build,   │  │ Trust us  │  │ Prove it, │
 │ commerce  │  │Contribute │  │ with your │  │protect it,│
 │and Payments│  │to, and   │  │   data    │  │and reward │
 │(x402      │  │monetise AI│  │           │  │the people │
 │Protocol)  │  │           │  │           │  │who built it│
 └───────────┘  └───────────┘  └───────────┘  └───────────┘
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Fig 5.4.3.1 Sahara's Messaging Framework, source Radarblock

The brand does have a specific "lore" and it relies on the **Mascot** Bitsy the Fennec Fox. The Fennec fox is native to desert-like environments which ties back to Sahara. And the name Bitsy was selected by the community. The whole theme of Sahara is the desert, likely symbolizing a resource-scarce environment that rewards ingenuity and adaptation the project wants to take. The main slogan is "Your Knowledge, Your AI."

Fig 5.4.3.2 Mascot - Bitsy the Fennec Fox. Source Sahara Blog Section

5.4.4 Gamification

Sahara AI integrates gamification as a core mechanic rather than a peripheral tactic, using it to convert participation in data and agent workflows into sustained engagement. The **waitlist itself was gamified**, structured into seasonal onboarding phases instead of open signups. Each stage came with milestone updates and rewards, creating exclusivity, anticipation, and repeated rally points for the community.

At the product layer, the **DSP** embeds quests into otherwise tedious tasks such as data labeling, cleaning, and validation. Contributors earn points and rewards for completing these micro-tasks, with more than **$450,000 distributed to early participants**. This system not only motivates activity but also quantifies progress, linking individual contributions to the growth of Sahara's dataset library.

Sahara also extends gamification into **brand-driven campaigns**. The Sahara Legends initiative asked users to collect "Shards" to awaken Desert Guardians, distributed as soulbound NFTs. These acted as both proof-of-participation and symbols of status, deepening user identity and attachment through lore-driven storytelling.

Finally, gamification has been tied directly to product launches. For example, beta access to DeFi Copilot was framed as a scarce reward, giving early participants privileged access before wider release. This reinforced the value of being an active community member while ensuring early activity for new features.

Together, these layers, seasonal onboarding, DSP quests, lore-driven NFT campaigns, and exclusive product access, position gamification as a central growth and retention lever for Sahara, combining economic incentives with cultural depth.

Community activity complements this product-first focus. With around **365,000** members, engagement extends from structured participation in the DSP to lighter activities such as karaoke sessions and casual games, designed to keep the atmosphere active and inclusive.

What distinguishes Sahara's growth is its **measured adoption curve**: by prioritizing contributors and builders over mass airdrops or leaderboard-driven chatter, it has likely reduced bot activity and created a base of real, product-aligned users. This strategy trades short-term visibility for deeper alignment with its equitable AI economy narrative.
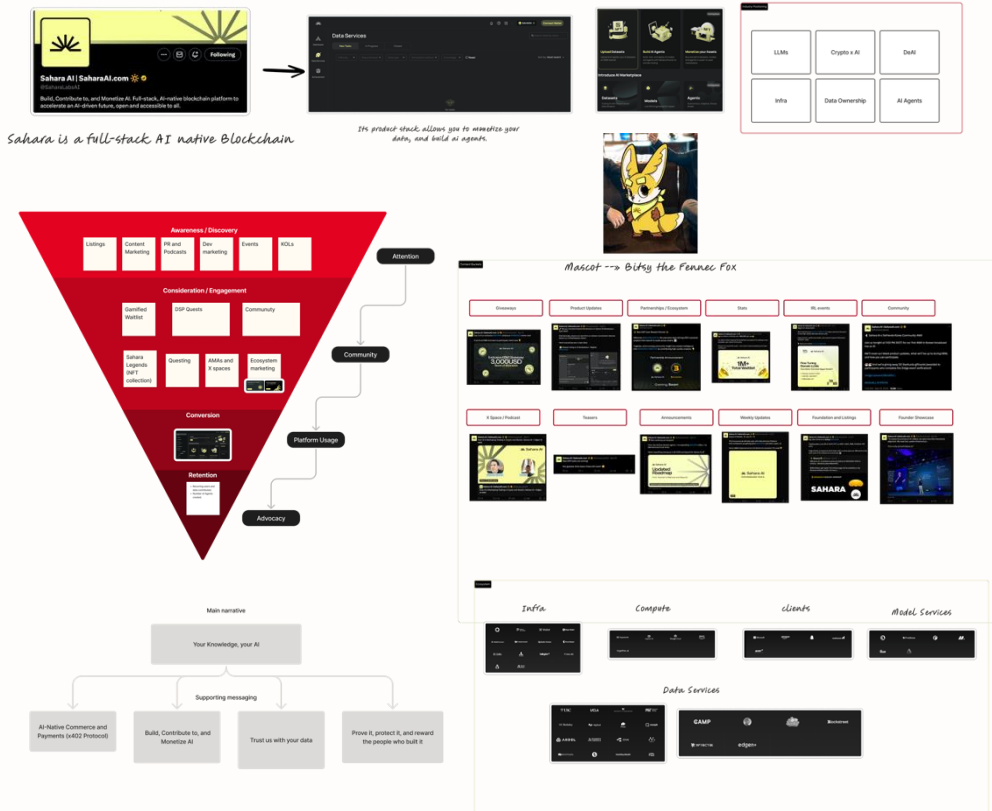
5.4.5 Growth Strategy

Fig 5.4.5.1 Sahara AI Growth Strategy Framework

Sahara's growth has emphasized **selective, high-impact campaigns at the top of the funnel** rather than saturating the funnel with multiple quest platforms. To date, the project has only run a single Galxe quest and has avoided tools like Kaito leaderboards or Cookie campaigns. While this conservative approach limited visibility in mindshare rankings, it allowed Sahara to focus on quality participation over vanity metrics.

At the top of the funnel, you also have Sahara's founder and CEO, Sean Ren. Although the founder is not quite active on X, he does have a decent amount of followers. Recently at Token2049 Singapore 2025, Sahara seemed to double down on its **IRL presence**, sharing higher-quality videos and photos of Sean on X from a panel discussion. They also hosted many events at Token2049 and KBW this year, which seems to be a conscious decision to save their efforts on the bigger conferences to drive awareness to the project.

Sahara's content system reinforces its growth funnel through three focused pillars:

• **Awareness:** Launch announcements, foundation listings, and short-cycle campaign teasers that generate spikes in visibility around Testnet phases and major product drops.

• **Education:** Selective threads, product explainers, and founder perspectives timed to key rollouts, clarifying Sahara's vision of an equitable AI economy and building trust in the roadmap.

• **Lore:** Desert-inspired storytelling and the Bitsy mascot tie brand identity to narrative continuity, turning abstract concepts of ownership and scarcity into emotional engagement.

A clear example is the My First Agent campaign: a short, high-impact initiative offering $5,000 in rewards to help users build their first agent without coding. It tied directly to Sahara's core product, combined learning with gamification, and reinforced how the project uses mini-campaigns to convert announcements into participation.
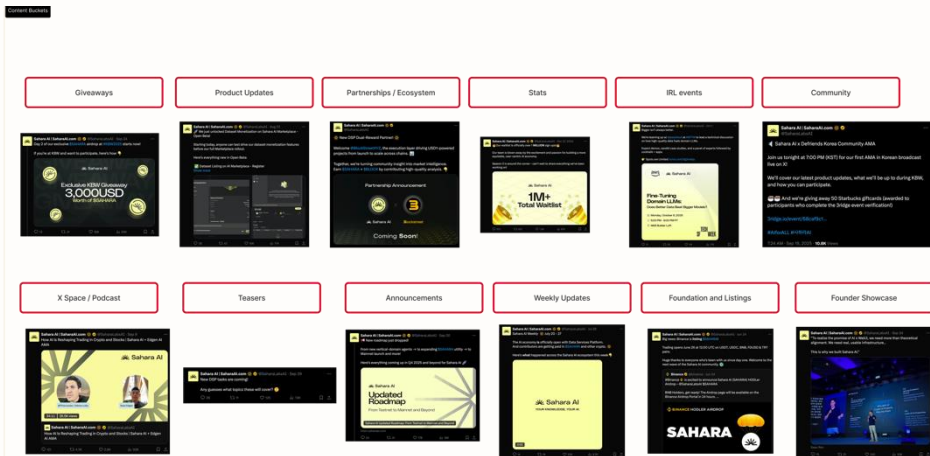
Fig 5.4.5.2 Sahara AI Content Buckets Breakdown, source Radarblock

Partner amplification also plays a consistent role, with frequent RTs, joint campaigns (such as the Camp Network collaboration), and ecosystem engagement from accounts like Atomic Wallet, extending reach while anchoring Sahara AI within the broader Crypto x AI landscape. Sahara's ecosystem spans **infra, compute, clients, model services,** and **data partners**, creating a full-stack lattice for decentralized AI coordination. Rather than relying solely on protocol-native traction, Sahara built cross-network partnerships to extend the utility of its DSP and agent registry.
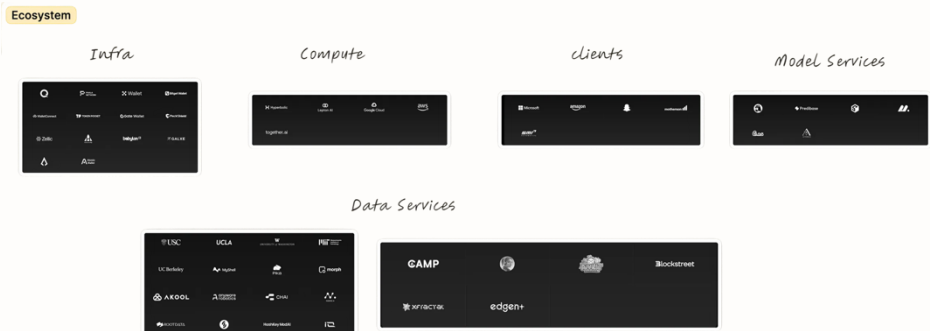

Fig 5.4.5.3 Sahara AI Ecosystem Map, source Radarblock

5.4.6 Key Takeaways

Gamification as sustained engagement engine

Seasonal waitlists, DSP quests, and lore-driven NFT campaigns like Sahara Legends turn data curation and agent creation into cultural and economic participation (~$450K+ distributed).

Measured, quality-first growth:

Limited use of quest platforms and selective campaigns ensured real, product-aligned users over inflated vanity metrics.

IRL and partner amplification:

Presence at Token2049 and KBW, alongside joint reward campaigns (e.g., with Camp Network), extends Sahara's reach through credible physical and ecosystem channels.

Strong alignment between product and narrative:

The "Your Knowledge, Your AI" ethos, mascot Bitsy the Fennec Fox, and desert-themed lore collectively humanize the brand and reinforce its equitable, community-owned vision.

5.4.7 Radarblock's View

Sahara proves you can scale contribution without flooding the funnel. By incentivizing data labeling, agent creation, and lore-driven status, they turned "work" into culture and rewarded it with real money and early access. The replicable move: design missions around real value creation, not empty social loops, and pay contributors like they're part of the supply chain, because they are.

5.5 Aethir

5.5.0 Marketing Results Overview

The $ATH token is live and listed on major CEX and DEX. The company has demonstrated **strong and growing positive revenue ($147M ARR)**. Community growth has scaled in parallel, surpassing 315,000 members on Discord and 745,000 followers on X.

5.5.1 Background

Aethir is a decentralized, enterprise-grade cloud computing network that provides scalable and globally distributed GPU resources for AI, gaming, and Web3 infrastructure.

The network has seen exponential growth, expanding its GPU container capacity nearly tenfold in just six months to over 435k GPUs.

Aethir is leading the way with over 1.6m onchain transactions and 1.4B+ compute hours already delivered. By leveraging a decentralized model, Aethir ensures cost efficiency, reliability, and accessibility for high-performance computing needs across industries.

Backed by leading Web3 investors like Framework Ventures, Merit Circle, Hashkey, Animoca Brands, Sanctor Capital, Infinity Ventures Crypto (IVC), and others, with over $140M in funds raised for the ecosystem, Aethir is paving the way for the future of decentralized computing.

The dual-sided value proposition is clear:

- **GPU owners** can monetize idle resources and become cloud compute providers, referred to as Cloud Hosts in Aethir's ecosystem.
- **End users, enterprise-grade clients from the AI, Web3, and gaming sectors** gain access to scalable, lower-cost GPU power for AI training, inference, rendering, and other compute-intensive tasks.

This allows Aethir to anchor itself as the *"decentralized GPU cloud for AI, Web3, and gaming"*, a narrative that sits at the intersection of blockchain infrastructure (DePIN) and the surging demand for GPU compute.

What makes Aethir's positioning particularly compelling is its focus on a niche segment of decentralized GPU infrastructure, a segment with significantly less direct competition compared to generalized Layer 1 or DeFi protocols. While large cloud providers dominate centralized GPU supply, few players are building scalable, decentralized GPU marketplaces with enterprise-grade performance and liquidity. This enables Aethir to occupy a strategic first-mover advantage in a high-demand, under-served market.

The team is led by Daniel Wang and Mark Rydon. Aethir has raised a total of **$132M**, with its Checker Node Sale alone generating over **29,000 ETH**, one of the largest distribution events in the sector.

Partnerships have grown to 150+ collaborations across DeFi, AI, Web3, DePIN, and gaming, while physical presence at events has cemented visibility. Aethir participated in more than 15 major crypto conferences and organized 10+ branded side events in H1 2025 alone, including ETHDenver, Consensus Hong Kong, and Korea Blockchain Week. The following sections detail how these results were achieved.

5.5.2 Product features and value proposition

Aethir's decentralized cloud infrastructure combines hardware, token design, and industry partnerships to create a credible alternative to centralized cloud providers. At the heart of the system is a **GPU marketplace** offering distributed, enterprise-grade GPUs for cost-efficient compute. Hardware integrations, such as the Qualcomm-powered **Aethir Edge** device, extend this vision to the edge, while membership in **NVIDIA's Inception program** signals alignment with enterprise standards.

The **$ATH token** powers staking, rewards, and ecosystem incentives, with 6% of supply reserved for multi-season community airdrops. **Checker Node** NFTs validate and decentralize the network, adding both technical robustness and a cultural ownership layer. With mainnet live since June 2024, Aethir has already begun translating this infrastructure into traction.

Fig 5.5.2.1 Aethir Network Representation, Source: Aethir's Twitter

5.5.3 Stage of Development and Narrative Positioning

Aethir has progressed from infrastructure rollout to live operations, with its mainnet active since June 2024 and Checker Nodes validating a distributed GPU network. The $ATH token powers staking, rewards, and multi-season community airdrops, embedding participation directly into the protocol's economics.

Narratively, Aethir frames itself not as generalized compute, but as the **compute layer for the AI economy**. Its story emphasizes access to **more GPUs, closer to users, at lower cost**, while framing community ownership, through node operations, staking, and seasonal rewards, as the foundation for scaling supply. Enterprise ties reinforce this credibility: membership in NVIDIA's Inception program and Qualcomm-powered Aethir Edge devices align the project with recognized AI standards. On the other hand Aethir also leans into community co-creation. The team opened the process of defining its official mascot to the community (no official selection as of November 11, 2025). This, combined with voting initiatives and ambassador programs, reinforces a brand built with its users rather than for them. By pairing these community-driven elements with strong institutional backing, Aethir positions itself as a decentralized, user-aligned alternative to legacy cloud providers in a world where AI demand is compounding fast.
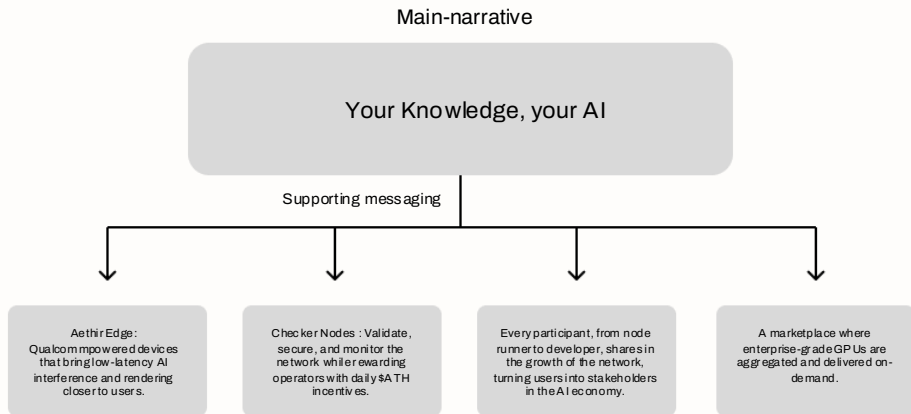
Main-narrative

Fig 5.5.3.1 *Aethir's Messaging Framework. source Radarblock*
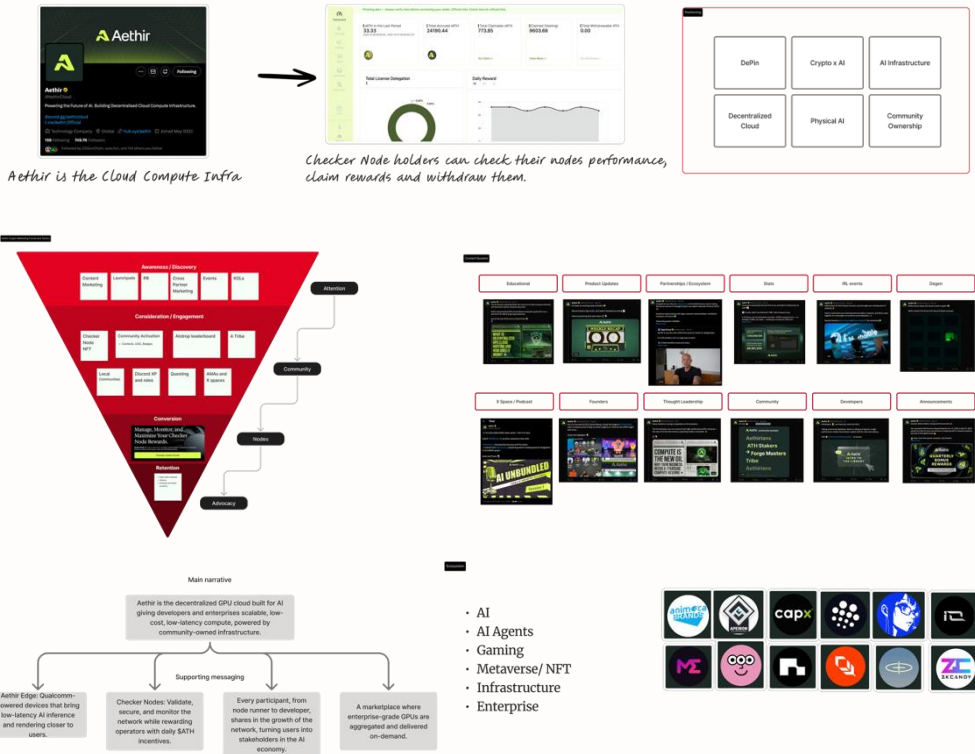
5.5.4 Gamification

Beyond the landmark node sale, Aethir has built a layered gamification system to sustain participation and deepen user alignment. The flagship Cloud Drop airdrop series is structured into seasonal campaigns, starting with 630M $ATH (1.5% of supply) in Season 1. Rewards were weighted toward active contributors like Checker Node License owners, Discord OGs (74.5%) and active Web3 communities, while later seasons included new cohorts of key Aethir stakeholders, including ATH stakers, and compute providers. In Season 1, Aethir was incentivizing genuine engagement not only in their protocol itself but also in the crypto space overall. Users were able to get the achievement badges for owning specific NFT collections or being a member of a whitelisted DAO. By doing so Aethir raised awareness within those communities and converted them to token holders.

Within Discord, participation is further gamified through XP and role mechanics, complemented by interactive events such as Gartic design challenges, poker nights, quizzes, and the Aethir Gaming Arena, where users complete creative tasks like designing memes or sharing themed content.

By blending onchain incentives with cultural mini-games, Aethir ensures that its community experience evolves from passive holding into progressive, participatory involvement.

5.5.5 Growth Strategy

Aethir is the Cloud Compute Infra

Checker Node holders can check their nodes performance, claim rewards and withdraw them.

Fig 5.5.5.1 Aethir Growth Strategy Framework source Radarblock

Aethir's growth funnel is deliberate and layered. At the top, awareness is fueled by major event presence, NVIDIA and Qualcomm-adjacent narratives that borrow enterprise credibility, and content strategies through ambassadors, KOLs, and local communities. Community quests and activations convert this attention into measurable activity.

Acquisition has been driven primarily by the **Cloud Drop airdrops** and the **node sale**, both of which act as gamified onramps that combine commitment with reward. Activation happens within community spaces, where Discord roles, quests, and the ambassador programs "A-Team" and "Tribe" push localized content and translations, effectively turning regional members into micro-KOLs.

Retention is designed into the system. Vesting structures, staking incentives, and scheduled seasonal rewards tie users back into the ecosystem post-claim, while daily $ATH rewards for node operators reinforce continued participation. Buyback programs further stabilize sentiment among node holders, maintaining confidence through market cycles.

Aethir's content strategy blends institutional credibility with community accessibility. Core buckets include educational threads, product updates, partnerships, IRL coverage, developer content, and degen posts. Announcements around **node operations**, airdrop mechanics, and new integrations are supported by **explainers** and **visuals** optimized for CT-native reach. Aethir's content engine runs on three clear pillars.

- **Awareness:** High-impact announcements around node operations, airdrop mechanics, and new integrations, supported by visuals and explainers tailored for CT-native reach.

- **Education:** Threads, product updates, and developer-focused content that clarify how Aethir's decentralized GPU network works and why it matters for AI and gaming workloads.

- **Community & Culture:** Gaming activations, IRL recaps, degen posts, memes, and quest-driven campaigns that convert users into active contributors.
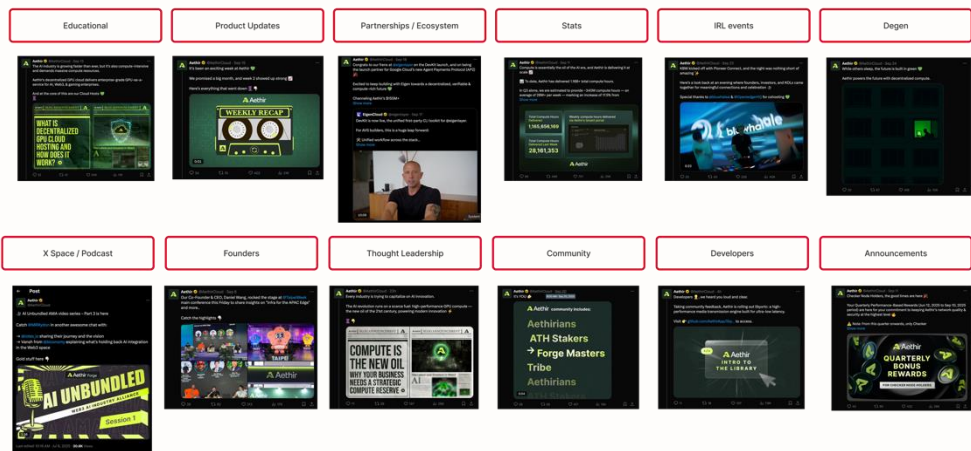
Fig 5.5.5.2 Aethir Content Buckets Breakdown, source Radarblock

Co-founders, KOLs, and ecosystem partners amplify narratives through X Spaces, thought leadership, and localized translation. Event footage, recap reels, and gaming activations reinforce the protocol's cultural layer, while quests and memes incentivize creator participation. The result is a full-spectrum content engine that moves across technical depth, hype cycles, and retail comprehension.

Aethir's ecosystem spans six verticals: **AI**, **AI Agents**, **Gaming**, **Metaverse/NFT**, **Infrastructure**, and **Enterprise**. Partnerships span protocols such as Capx, io.net, CARV, and Zero1 Labs, integrating both data-flow and user-participation layers.

With **150+ partnerships** and integrations, Aethir positions itself as both a **supply-side GPU** network and a **demand-side execution layer**, serving inference models, render tasks, and gaming compute. By combining tokenized participation with real-world infrastructure, Aethir links DePIN architecture to real AI production needs.

Fig 5.5.5.3 Aethir Ecosystem Map, Source: Aethir's Twitter

5.5.5.1 Case Study: The Node Sale

Aethir's **Checker Node Sale** has emerged as its defining success to date, and one of the most effective distribution events in the AI x DePIN space. Over **66,000 node licenses** were sold, raising more than **29,000 ETH** from a community of more than **20,000 buyers**. Rather than concentrating sales through a single channel, Aethir distributed licenses across **major crypto launchpads** like Impossible, Seedify, and SwissBorg maximizing industry reach and credibility. Those three launchpads combined helped Aethir secure **over 6M** in funding.

The sale was not simply a fundraising exercise. Vesting structures and staking mechanics ensured that buyers were locked into the long-term health of the network, while daily $ATH rewards for running nodes transformed participants from speculators into operators. This design embedded retention into the very structure of the sale. The result was a sticky base of distributed evangelists whose financial and operational incentives are now aligned with Aethir's growth.
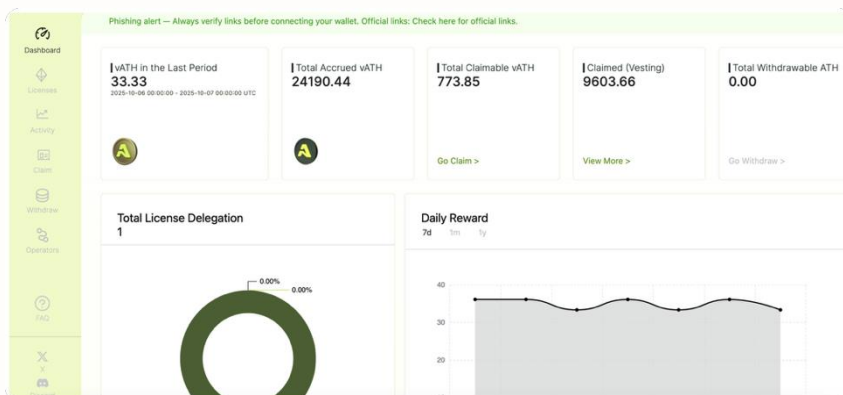

Fig 5.5.5.1.1 Aethir Checker Nodes Dashboard. Source: Aethir Website

By turning the sale into both a capital raise and a community-building event, Aethir showcased how tokenized infrastructure projects can bootstrap not just liquidity, but loyalty. It stands as a proof case for "distribution-as-product," where gamified ownership creates durable participation.

5.5.5.2 Community Strategy

Aethir's community strategy integrates **cultural engagement and technical alignment**. On Discord, XP-weighted events, missions, and AMAs sustain activity, while translation mandates ensure accessibility across global regions. Structured ambassador programs add depth: the **"A-Team"** handles support, translations, and influencer relations, while the **"Tribe"** executes a micro-KOL strategy that amplifies Aethir's voice across Web3 channels.

Localization is a consistent emphasis, with particularly strong hubs in **Turkey, India, and Korea**, reinforced by a heavy **IRL presence**. The project participated in more than 15 major Web3 conferences and hosted 10+ branded side events in H1 2025, fusing online engagement with offline activation. This dual approach ensures that Aethir's community is not only broad in scale but also anchored in durable, region-specific networks.

5.5.6 CSO Insights (Private Chat)

"The biggest strength of Aethir's marketing efforts is that it builds an entire community movement around its products and services. By turning node ownership, staking, and airdrops into real participation, the community becomes part of the network's growth instead of watching from the sidelines. Gamified campaigns keep people engaged, while local ambassador groups help the story spread authentically across different regions. This approach has been crucial for growing the Aethir ecosystem to 150+ partners and clients from across the AI, Web3, and gaming landscapes, and it captures the essence of decentralization, one of Aethir's key principles", said Mark Rydon, Aethir's Co-Founder and Chief Strategy Officer.

5.5.7 Key Takeaways

Distribution-as-product model:

The Checker Node Sale (29,000 ETH raised, 66K nodes sold) exemplifies gamified ownership, transforming participants into long-term operators and aligning incentives through staking and daily rewards.

Sustained engagement through gamification:

Seasonal *Cloud Drop* airdrops, staking tiers, badges, and creative Discord mini-games (memes, poker, design challenges) turn holding into participatory progression.

Localized, ambassador-driven reach:

The "A-Team" and "Tribe" programs empower regional leaders and micro-KOLs, enabling authentic global growth across Turkey, India, and Korea.

Institutional validation meets community scale:

Partnerships with NVIDIA (Inception member) and Qualcomm lend enterprise credibility, while 700K+ followers and 300K+ Discord members anchor retail traction.

Retention baked into mechanics:

Vesting, staking rewards, and periodic buybacks ensure long-term alignment, converting initial hype into durable, recurring engagement.

5.5.8 Radarblock's View

Aethir treats distribution itself as product. The Checker Node Sale, Cloud Drop seasons, and ambassador layers didn't just raise capital, they manufactured thousands of network-aligned operators across regions. The lesson for infra teams is simple: ownership, localization, and recurring reward schedules can turn hardware-scale problems (GPUs, nodes, bandwidth) into a community growth engine.

5.6 Mira Network

5.6.0 Marketing Results Overview

Network activity has scaled rapidly, surpassing **2.5M registered users**, handling **19M+ queries per week**. The **$MIRA token is live** on major exchanges with DEX liquidity support, while distribution events such as the Genesis Node Delegator program raised **$850K across two drops** locked until TGE and rewarded back on mainnet day.

5.6.1 Background

Mira Network positions itself as the **decentralized verification layer for AI**, addressing the trust problem rather than compute or storage. Its verification consensus engine allows multiple validators to assess AI outputs, aggregate results, and return cryptographically verifiable assurances onchain. By defining itself as the **"trust substrate" for AI**, Mira complements compute-heavy chains and positions its role as foundational to reliable AI adoption.

The project has raised **$9M in seed funding** from BITKRAFT Ventures, Framework Ventures, and angels, including Sandeep Nailwal and Balaji Srinivasan. It was co-founded by Karan Sirdesai (CEO) and Sidhartha Doddipalli (CTO). Karan previously worked as an investor at Accel (and at BCG), bringing strategy and scaling experience. Sidhartha brings deep technical pedigree in Web3 and AI infrastructure for example, as co-founder/CTO at Stader Labs and former architect at FreeWheel, with academic credentials from IIT Madras and Columbia University.

The following sections detail how these results were achieved.

5.6.2 Product Features and Value Proposition

Mira's architecture centers on a **modular verification protocol**. At its core is the **verification engine** and **APIs**, enabling developers to submit AI outputs and receive consensus-backed validation onchain. This transforms opaque, black-box responses into cryptographically verifiable claims.

The **$MIRA token** powers staking, governance, and payments for verification services. To broaden access, Mira launched the **Genesis Node Delegator Program**, where everyday users can delegate to professional operators. This model lowers entry barriers, ensures long-term alignment, and anchors community participation in network security.

The value proposition is twofold:

- **For developers**: verifiable trust guarantees that enhance reliability and transparency in AI systems.
- **For participants**: a low-barrier path to staking and delegation, with tangible rewards and governance roles, turning them into active co-owners of the network.

5.6.3 Stage of Development and Narrative Positioning

Rather than launching with a heavy Testnet sequence like some L1s, Mira has leaned on its delegation portal and Klok AI app as early live environments. The delegator portal went live with Drop 1 in late 2024, quickly capping its $250,000 pool, followed by Drop 2 in January 2025 with around $600K in contributions. The Klok app serves as the flagship user-facing product, already in operation as a daily touchpoint where over 500k+ users chat with the AI to accumulate Mira Points. These early surfaces function as both product validation and entry-level Testnets for participation mechanics. A formal mainnet tied to full verification throughput has not been announced; delegation drops and Klok usage function as iterative pre-mainnet phases.

Mira's cultural layer stays lightweight: the plushie mascot **Veri** shows up in community edits and IRL photos the team encourages, keeping the vibe approachable while the stack stays technical. Lore-wise, Mira is framed plainly as an **AI-first verification layer**.
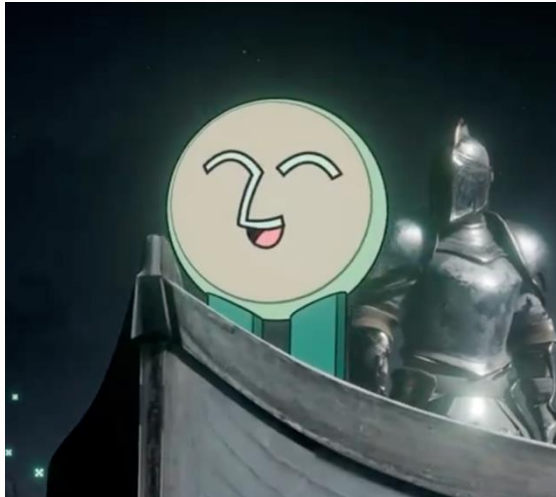

Fig 5.6.3.1 Mira's Mascot – Veri, source Mira Twitter

Mira's messaging rests on one idea: AI must be verifiable, permissionless, and aligned with users. This is distilled into its core identity as **"the trust layer of AI."** Every rollout and campaign reinforces this frame, positioning verification as Mira's defining value. The cultural layer translates this into something people can feel. Motifs like the Realm, community spotlights, and leaderboard personas turn "trust" into a lived identity, keeping product, brand, and culture aligned.
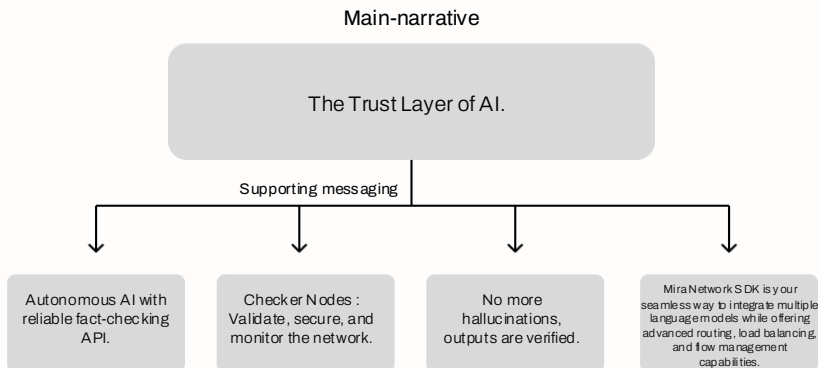
Main-narrative

Fig 5.6.3.2 *Mira's Narrative & Messaging, source Radarblock*

5.6.4 Gamification

Mira embeds gamification into every surface. The Klok AI app transforms simple product usage into daily points accrual, capping interactions to create habitual engagement and layering referral bonuses to stimulate network effects. Within Discord, participation translates into point balances that can be exchanged in a marketplace channel, turning community activity into measurable value. Voice of the Realm, a ten-week campaign with a $15,000 prize pool, extended gamification into the creator economy by rewarding long-form essays, videos, and social content. On top of this sits the Kaito Yapper Leaderboard, where community members compete for recognition and token rewards based on their content volume and resonance. This structure makes gamification more than a side quest, it is the central engine aligning product usage, content creation, and community involvement.
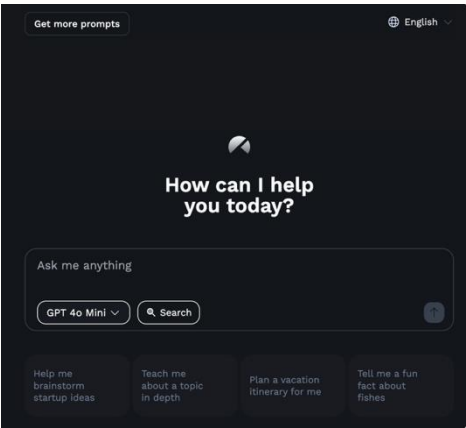
Fig 5.6.4.1 *Mira's Klok AI App, source: klokapp.ai*
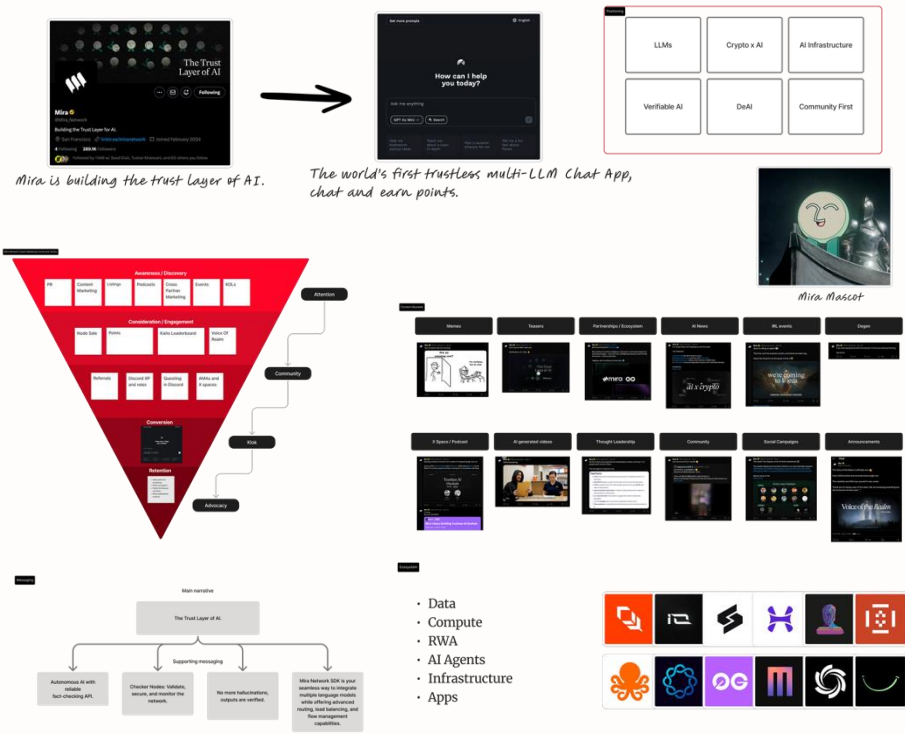
5.6.5 Growth Strategy

Fig 5.6.5.1 Mira Network Growth Strategy Framework

Mira's growth strategy blends scarcity-driven onboarding, sticky product loops, and cultural amplification into a sequenced funnel. At the top, exclusivity campaigns like whitelist access and limited delegator slots created FOMO, driving attention into early sales events such as Drop 1 and Drop 2. Mid-funnel, Klok AI embedded daily retention through points accrual and referral mechanics, turning lightweight interactions into habitual engagement. At the bottom, creator-focused programs like Voice of the Realm and the Kaito Leaderboard rewarded long-form content, memes, and discourse, transforming power users into evangelists for Mira's verification thesis.

Distribution spans owned and external surfaces: X and Discord anchor announcements, PR and blogs expand legitimacy, while Kaito adds third-party validation via public leaderboards. Campaigns are sequenced deliberately: delegator drops generate capital and news, Klok drives continuous engagement, Voice of the Realm builds cultural depth, and Kaito sustains visibility. Together, these elements reinforce each other, creating a feedback loop between fundraising, product usage, content creation, and community identity.

Mira's content strategy reinforces the entire funnel through a broad mix of formats and tones. The founder stays relatively quiet on X, mostly sharing selective quote tweets, while the CMO drives day-to-day momentum with consistent posting. The mix includes memes and teasers for virality, partnership and ecosystem updates for credibility, AI news curation, thought-leadership threads, and more experimental formats like AI-generated videos or degen-style posts to tap into CT culture.

Additional reach comes from conferences, panels, X Spaces, and podcasts, which help Mira speak to both crypto-native and enterprise audiences.

Under the hood, Mira's content engine operates through three focused pillars:

- **Awareness:** Short-cycle campaigns around leaderboard seasons, delegator drops, using teasers, countdowns, and reward-driven CTAs to generate repeated spikes in visibility.

- **Education:** Targeted explainers, technical breakdowns, and CMO commentary released alongside major product updates to clarify the verification model and build confidence in the long-term roadmap.

- **Community:** Voice of Mira spotlights, memes, IRL recaps, and agent experiments that turn users into characters within the ecosystem, translating engagement directly into Klok usage or seasonal participation.

- **Verification Thought-Leadership:** Technical explainers, ecosystem commentary, and CMO-led insights position Mira as the intellectual hub of the DeAI trust narrative.

By balancing playful content with serious thought leadership, Mira sustains visibility across multiple surfaces and audience segments.

5.6.5.1 Community Strategy

Mira positions its community as active co-owners of the protocol rather than passive participants. Discord missions translate engagement into points and marketplace rewards, while Voice of the Realm structured content creation into a competitive, rewarded campaign that mobilized the broader base. Informal ambassador pathways exist, where top creators gain visibility and token incentives, effectively turning evangelism into a public-facing role. Discord also uses a role system that recognizes activity levels and contributions, giving members clear status and progression within the community.

Compared to peers, Mira's IRL presence is lighter, but its online community is tightly woven into governance through delegation, points loops, and creator programs. With 304K followers on X, 226K Discord members, a $10M developer grant program, and expanding partnerships across AI and infra, Mira ensures its users aren't just culturally involved but economically and reputationally tied to the network's long-term success.

5.6.6 CMO Insights (Private Chat)

"Our growth strategy at Mira was simple: turn the community into nCMO. Instead of one team shouting into the void, we designed systems that let thousands of people carry the story of verification for us.

Klok, delegator drops, creator contests, and leaderboards acted as activation loops — each one giving users something concrete to talk about, something to win, something to show off, and something to align with.

That's what turns a community into a distribution engine (our nCMOs).

Once you align incentives and make it fun and status-bearing to talk about your protocol, marketing stops being a function and starts becoming an emergent property of the community." - Shlok, Head of Marketing, Mira Network.

5.6.7 Key Takeaways

Gamified participation as growth engine:

From *Klok AI*'s daily point loops and referrals to *Voice of the Realm* and *Kaito Leaderboards*, every surface converts engagement, content, and consistency into rewards.

Layered funnel design:

Scarcity-led onboarding (delegator whitelists), sticky mid-funnel retention (Klok usage), and creator campaigns (Voice of the Realm) build a coherent participation ladder that turns users into evangelists.

Balanced content strategy:

A diverse mix of memes, teasers, thought-leadership threads, and AI-generated videos blends crypto-native virality with credible, technical storytelling, supported by X Spaces and podcast presence.

Economic alignment through delegation:

NFT-locked node licenses and staking structures tie participation to network longevity, creating financial and reputational incentives for sustained contribution.

Community as co-owners:

Points marketplaces, creator leaderboards, and visible role hierarchies make Mira's members both cultural builders and economic participants, aligning engagement with governance and growth.

5.6.8 Radarblock's View

Mira Network shows how to turn community into proof-of-work for the brand. Daily point loops, creator competitions, and delegation programs make users produce content, provide data, and secure the network, all while earning status and upside. The learnable pattern: design reputation, not just rewards. When contribution itself becomes visible, public, and ranked, growth starts to self-propagate.

6.0 ABOUT RADARBLOCK

6.1 Your Growth Partner
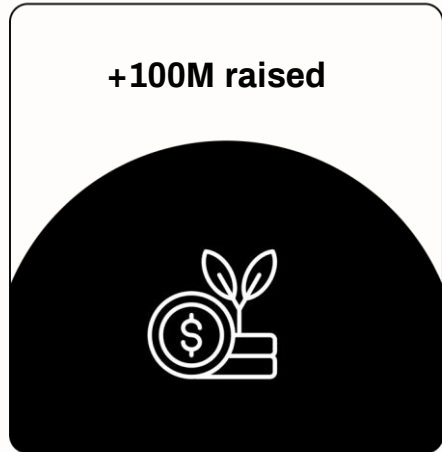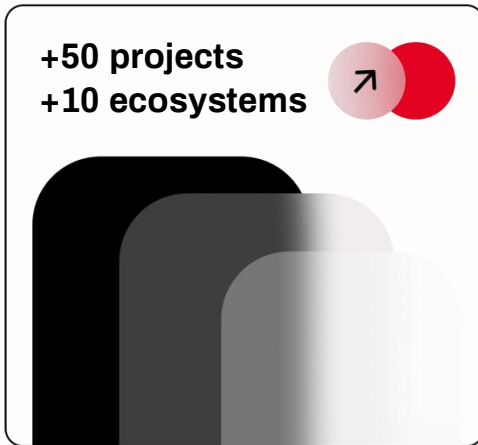
Radarblock is a growth crypto native firm dedicated to scaling protocols from early ideation to established, market-leading ecosystems.

From go-to-market design to post-launch expansion, our work blends creativity, data-driven strategy, and hands-on execution, helping founders turn vision into measurable traction, not vanity metrics.

6.2 The Impact

We've partnered with leading AI-native protocols including **Vana, PinAI, Kite AI, and Capx** and others like Polygon, Linea, Morpho, Symbiotic, Avail... supporting them in refining narrative, building communities, and accelerating adoption.

How We Contribute

*   **Ecosystem Growth:** From token launches to Testnets and mainnets, we design full-funnel activation systems that convert visibility into participation.

*   **Narrative Development:** Crafting stories that align investors, developers, and communities around a shared mission.

*   **Community Design:** Building frameworks for gamified participation, governance, and user retention.

In a space that moves fast, we need to move at the same pace. We are built to adapt, scale, and stay ahead of the narrative

GROWTH IN CRYPTO X AI - Contributors

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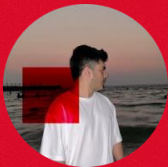

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Let's Grow *Your* Protocol Together ⬇

Book a 30-min strategy session here.

Prefer a direct intro?

Blingoh (Co-Founder)
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