

### About Us

We're former breaking news journalists who have worked with some of the largest and most established protocols in web3.

With more than 30 years of combined experience, we have a deep network of media and industry contacts. We know exactly what it takes to capture mindshare and get you the attention you deserve.

### Clients Past & Present



### Testimonials

"Ashley and her team at Hardfork are seasoned industry professionals across tradfi and web3 who are passionate advocates for the technology. They get into the weeds and learn the details of even the most gigabrain tech in our space— an approach that makes their services superior."

- Claire Kart, CMO, Aztec

### Our Services

#### Media Relations

- Developing story ideas that establish clients as industry experts
- Conducting targeted media outreach, securing organic coverage and sponsored content
- Providing hands-on media training
- Preparing talking points and briefings ahead of key interviews
- Facilitating introductions to journalists at leading news organizations

#### Content & GTM Strategies

- Thought leadership: Facilitating webinars, Spaces, and op-eds for founders
- Drafting marketing materials for announcements and company-owned content (i.e. newsletters, blog posts, social media posts)
- Event support: Applications for panels, and speaking opportunities at main industry conferences; organizing side events
- Building X and Discord strategies

#### Crisis Management

- Providing proactive and reactive messaging
- Communicating with all stakeholders
- Comprehensive planning with tabletop exercises
- Ongoing community support
- Engaging with the media



### Marketing & Community Engagement

- Managed social media accounts
- Moderated Discord, hosted Spaces & AMAs
- Designed POAPs, started community initiatives and contests
- Secured speaking ops at industry conferences
- Facilitated introductions to KOLs

### Content Creation

- Drafted blog posts related to new products and features
- Prepared sponsored content for crypto publications (articles, banners, X posts, newsletter mentions)

### Media Outreach

- Secured organic media coverage by top-tier news organizations including CNBC, The Logic, and Blockworks

### Grant Applications

- Drafted several grant applications and secured funding



NEWS: Etherfi's new loyalty program is using NFTs to incentivize delegated staking



In this video

ETH.CM:  $-\$5.90$  (-0.65%)

CRYPTO WORLD

SHARE f X in

### EtherFi CEO explains platform's NFT collection backed by staked ETH

EtherFi CEO Mike Silagadze breaks down liquid staking and how he plans to compete with other protocols in an interview with CNBC Crypto World. He also explains what EtherFi calls the first ever NFT collection backed by staked ETH.

FRI, JUL 14 2023 - 3:15 PM EDT

The Interview

'We wanted to do something completely wild': Mike Silagadze leans into the crypto rollercoaster



## Testimonials

"It took almost no time for Ashley to get acclimated with ether.fi before jumping into action. She played a major role in building our community, securing media coverage, and effectively communicating our vision."

- Mike Silagadze, CEO, ether.fi



The Initiative for  
CryptoCurrencies  
and Contracts

### Marketing & Content

- Draft newsletters and blog posts
- Oversee social media strategy
- Organize and host Spaces
- Collaborate on initiatives with industry partners (Optimism, Arbitrum)

### Media Outreach

- Collaborated with The Defiant on the DYOR mini series
- Help amplify IC3 research through organic media coverage (Bloomberg, CoinDesk, Cointelegraph, The Block)
- Landed op-eds in crypto publications
- Secured speaking ops at industry events

### Event Management

- Spearheaded marketing and secured media coverage for SBC 24' that resulted in: **1400+ conference attendees, 1067 newsletter signups, 1171 YouTube views, 116k X impressions**
- Helped organize IC3's 2024 blockchain camp & hackathon

#### X Analytics (July 17, 2024 - Aug 10, 2024):

Tweets	Retweets	Impressions	Engagements
62 ↗ 377%	155 ↗ 497%	115,946 ↗ 353%	1,891 ↗ 606%
Replies	Clicks	Likes	New Followers
33 ↗ 1,000%	231 ↗ 273%	724 ↗ 679%	90 ↗ 164%



#### Opinion



### DAOs Need a Vibe Check

A recent token heist at Compound DAO revealed the weakness of current DAO governance voting. There is a better way, say Andrés Fábrega, Jay Yu, Amy Zhao, and Ari Juels.



Morning Markets

USE OF AI AND BLOCKCHAIN IN FINANCE



ANA PAULA PEREIRA



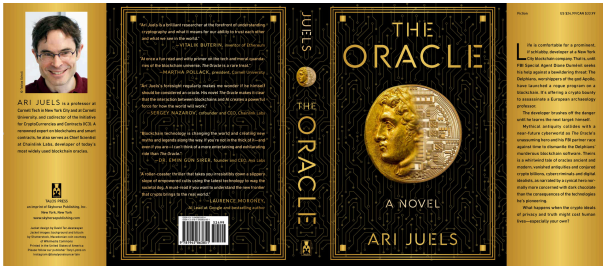
COINTELEGRAPH  
The future of money

### Dark DAOs: Vitalik Buterin explores ways to mitigate bribery threats

Proof of Complete Knowledge (PoCK) aims to prevent bribery attacks by ensuring real control over voting keys.



### Ari Juels' *The Oracle*



#### Marketing & Publicity

- Devised a full-scale marketing strategy before and after publication
- Managed social media team and content
- Collaborated with industry contacts (Ava Labs, Chainlink, Arbitrum) to promote *The Oracle*

#### Event Management

- Helped secure keynote presentations at various crypto conferences (ETHDenver, Blockchain Futurist) and academic events at Harvard, Stanford, Cornell, and UC Berkeley
- Arranged logistic for multiple in-person events and book signings

#### Media Coverage

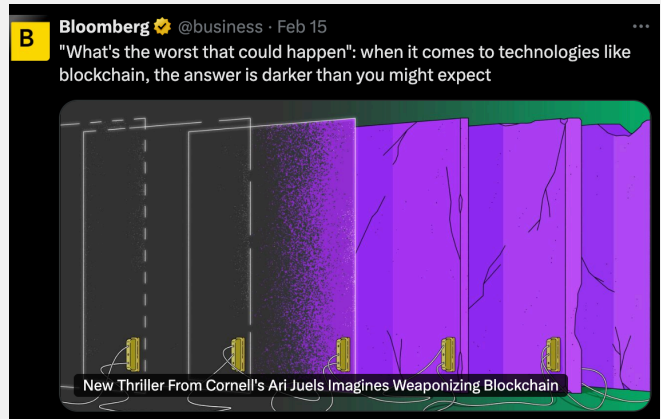
- Secured organic interviews and book reviews by crypto trade publications, top-tier news organizations (Bloomberg, CNBC), and podcasts
- Landed two op-eds (CoinDesk and Blockworks)



**Chainlink Labs' chief scientist on 'misleading' narratives tied to merging AI and blockchain**

### Blockworks

#### How a smart contract gets away with murder: A review of 'The Oracle'



### Testimonials

"Books often land with a thud, but Ashley ensured that 'The Oracle', my crypto thriller, launched with a buzz. Her deep roots in the blockchain industry, connections to the trade press, and unwavering dedication to her clients were absolutely instrumental in making the book a success."

- Prof Ari Juels, Author of *The Oracle*, Co-Director of IC3 & Chief Scientist at Chainlink Labs





### Canadian Web3 Council

#### Marketing & Publicity

- Helped launch the Canadian Web3 Council, a leading industry association comprised of some of the biggest players in web3: Coinbase, ETHGlobal, Kraken, Figment, Wealthsimple, Informal Systems, ChainSafe, and more
- Drafted marketing materials and key messaging for the CW3's official launch
- Attended board meetings, helped create and execute on the organizations marketing goals
- Prepped members for high profile speaking engagements with Canadian regulators in the House of Commons
- Secured media coverage about the launch by all major Canadian news organizations (BNN Bloomberg, CP, The Globe & Mail, The Financial Post, etc.) that resulted in: **310 news articles with a total reach of 92,623,167 (mobile & desktop combined)**

#### FINANCIAL POST

### Canadian crypto industry leaders launch Web3 Council to push for national strategy

*The council comes at a time when Web3, a term to describe a new iteration of the world wide web based on blockchain technologies, is rapidly innovating*



Canadian crypto heavy hitters form industry association to push for friendly regulation



### Dapper Labs, Ether Capital Headline Newly Formed Canadian Web3 Council

The 11-member non-profit trade association includes issuers of financial products, exchange platforms, open-source blockchain projects, investors and more.

### Testimonials

“Ashley played a pivotal role in launching Canada’s first crypto lobby group, laying the foundation for our industry association’s success. Her tireless efforts ensured that we not only gained significant media coverage but also that every key stakeholder recognized our presence following the launch. Ashley is a rare talent—a tactical and strategic communicator with strong media relationships, coupled with deep technical expertise and extensive knowledge of crypto and web3. Her contributions were vital to our early achievements and set us apart in the industry.”

-Morva Rohani, Executive Director, Canadian Web3 Council

