LAUNCHWELL
PRODUCTIONS

Web3 Soft Skills Solutions

I help you excel in what matters.
People. Community. Team. Well-being.

Communicate
like never before

Transparency
Engagement
Trust

What Is My Background?

- Involved in the health and wellness industry for over a decade.

- Involved in DeFi since 2021, having cultivated relations with projects such as Redlight, DexFinance, The People's DAO and many more.

What Is My Mission?

- Create stronger Web3/DeFi teams and communities
- Improve communication skills of DeFi/Web3 teams
- Educate projects on building trust and showcasing integrity
- Improve mental well-being of both investors and team members

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Community Management Is Stressful

Engaging with your community and addressing their concerns can be challenging and time-consuming if you do not know how to be assertive, yet empathic.

01 Mistaking real fear for F.U.D.
- Can cause moderators to ban or mute needlessly, potentially creating real F.U.D.
- May create an oppressive feeling in the chat

02 Stress affects mood and decision-making
- Moderators may begin to lash out at investors
- Team members may make bad decisions under duress

03 Failure due to burnout is a reality
- Daily stress from threats and dealing with F.U.D. can cause your team members to burn out

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DeFi Teams Do Not Leverage The Power Of Psychology

Moderators and administrators may often lack a fundamental grasp of calming communication techniques, making it harder for them to alleviate the fears and uncertainties that often affect DeFi investors.

01

Stress affects investors as well

Stress can cause investors to:
- Ask "Fuddy" questions
- Lash out needlessly
- Be passive aggressive

02

Rugs and hacks create fearful minds

Fear can lead to:
- Anger and panic
- Reliance on safety measures, such as audits and "Doxxing"

03

Being too abrupt or too soft can erode confidence

- Both excessively swift action and non-action can cause investors to lose their confidence in the team's abilities.

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The solution

Web3 Soft Skills Solutions

Introducing multifaceted, yet simple solutions to the complex challenges of community management, leadership issues and mental health.

THE SOLUTION IN A NUTSHELL

01 Comprehensive Interpersonal Community and Team Audit with recommendations

02 Lessons on interpersonal skills, mental well-being and dealing with irate investors

03 Separate bi-weekly meditation for team members and for community members

04 Mental health questionnaires for team members and optional individual treatments

05 Monthly check-ups on investor engagement, team satisfaction, and investor satisfaction

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A Quick Look At The Audit

The Interpersonal Community and Team Audit is the foundation of the entire package, providing critical insights into the team's communication, ability to handle difficult situations, ability to foster a healthy working environment and much more.

Main Focus part 1

Evaluate quality of past interactions with investors including ability to handle negative feedback

Assess the team's ability to innovate the project and keep investors informed and engaged

Evaluate the team's ability to foster feelings of trust with transparency, care and professionalism

Assess the team's ability to create and maintain a healthy and relaxed working environment

Evaluate the team's ability to handle stressful situations and prevent employee burnout

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Audit
Continued

Evaluate the team's industry connections and their utilization

Assess the team's ability to work cohesively for a common goal

Evaluate the team's ability to utilize different social platforms such as Reddit, Twitter and the like
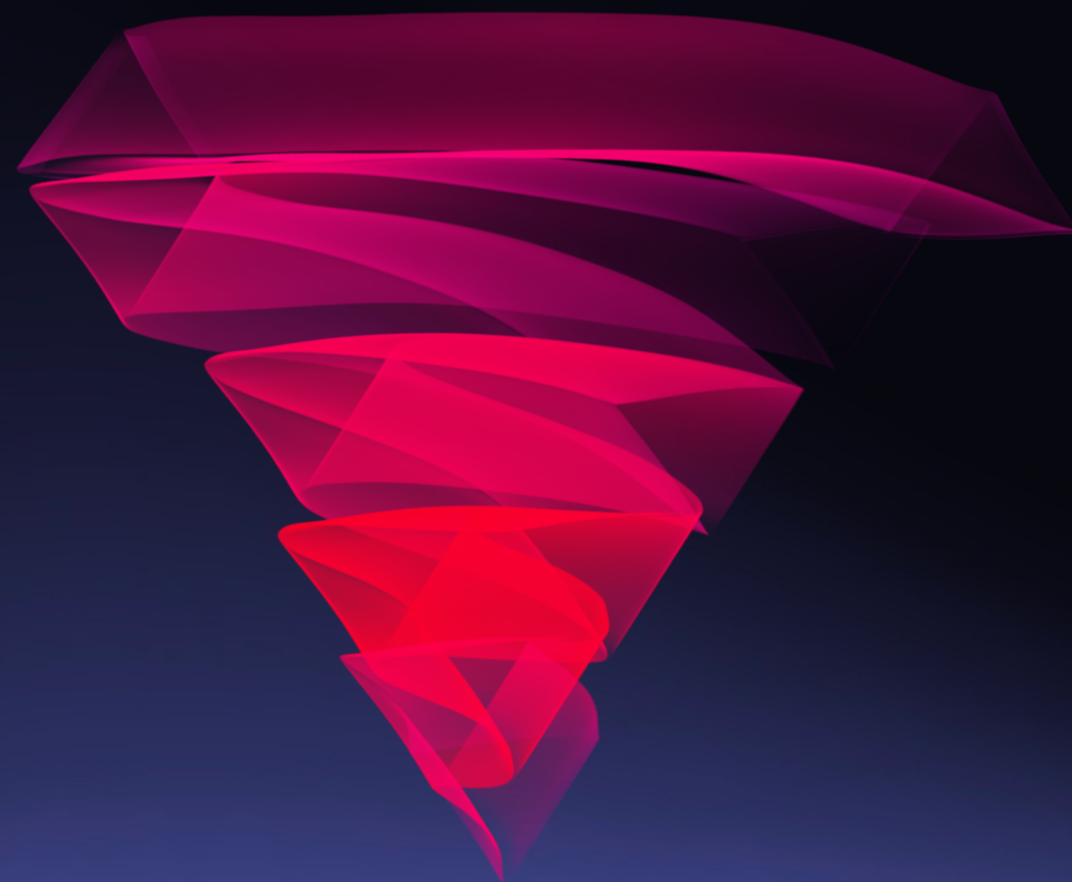
Assess the community's use of social platforms, whether encouraged to do so or not

Evaluate the core team's ability to pivot when plans fail or markets crash

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Audit Continued: Final Chapter

Compare the project's technological advancements and utilities to its competitors

Evaluate the team's ability to target a niche market or to entice competitor's investors

Assess general market sentiment towards similar projects and the project's standing in comparison

Review the quality and consistency of current website and promotional materials

Evaluate the quality and sustainability of the project's main utility/utilities

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The Stages
Of Integration

The initial process takes, depending on the size and tenure of your project, between two to four weeks.

After the initial process, you'll get continuous education, and much more for both your team members and your community.

Stage 1
Data collection: 1-2 weeks

Stage 2
Audit: 1-2 weeks

Stage 3
Integration: continuous

Data collection includes:
- Surveys sent to:
  - Administrators/moderators
  - The core team
  - Investors
- A manual review of the project's use of:
  - Social platforms
  - Chat apps

- Conducting the audit using:
  - The data collected before
  - A host of predetermined assessment criteria

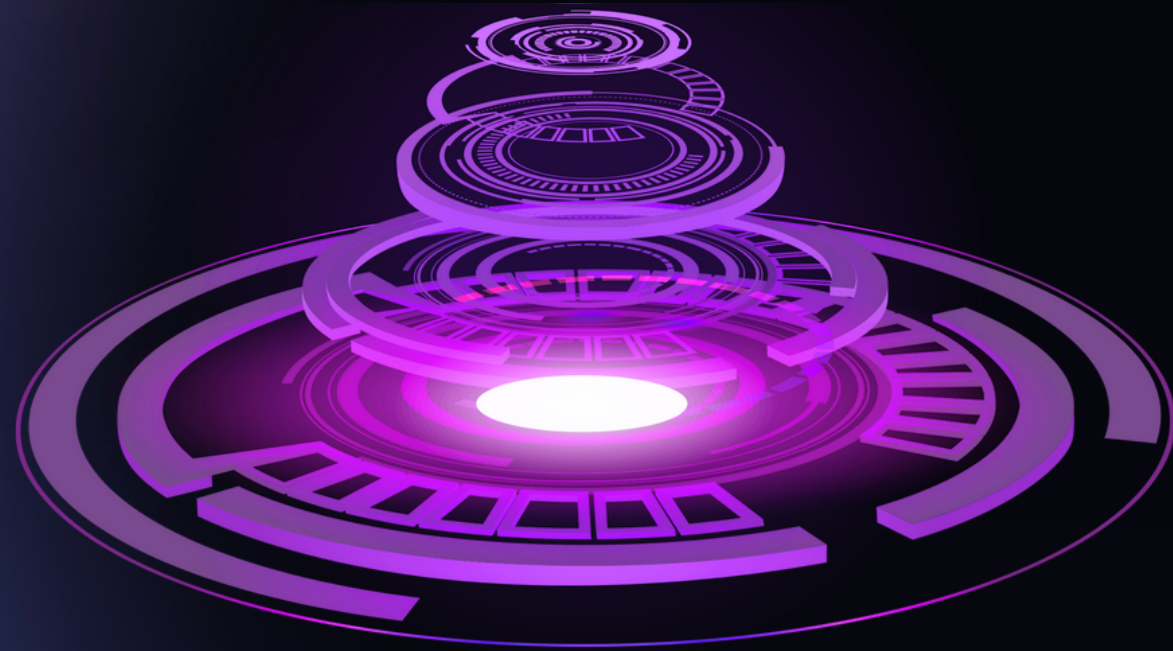- The audit will be sent to you as a PDF for review before final revision

- Integrating the project into the LaunchWell Productions Discord for:
  - Access to materials and to the general chat room.
  - Bi-weekly meditation and visualization exercises
  - Monthly engagement and contentment check-ups
  - Much more!

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The Benefits For Your Project And Community

Gain valuable insights

Conducting an interpersonal audit provides invaluable insights into your project's perception and identifies key areas for enhancement.

Foster and increase feelings of trust

Investing in the well-being of your investors can not only prevent panic and abusive behaviour towards your employees but also foster contentment and bolster team morale.

Increase engagement

Harness the power of mental well-being, transparency, and compassion to cultivate a deeply committed and engaged community.

Educate your team and relax your community

Unlock the potential of our DeFi learning content, spanning various topics, and discover bi-weekly meditation and visualization exercises for both holistic personal and professional growth.

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The Unfair Advantage

—

Combine healthy assertiveness with nonviolent and non-confrontational discussion methods for a caring, yet professional approach to communication.

Assertiveness

Be honest, but respectful

Assertively standing up for yourself while showing respect can boost others' confidence in your skills and increase trust towards you.

Nonviolence

Understand and empathise

Empathizing and recognizing others' feelings and needs, even with irate investors, can de-escalate situations and build rapport.

Non-confrontationalism

Be calm and positive

Being calm and positive can guide discussions to a respectful tone, encouraging irate investors to calm down.

Legal Disclaimer

I strongly believe in open communication and transparency in all that I do. Hence, in the interest of transparency, please note the following:

- While I have studied psychology, I am not a licenced psychotherapist and treat only mild issues

- I am obligated to keep any confidential information to myself as a licenced healthcare specialist in Finland

- The package is designed to help improve and enhance your life, your community, your team members and your entire project, but results cannot be guaranteed and vary largely on your needs and current situation, market conditions and ability to put recommendations into practice

- I will do my utmost at every possible juncture to further enhance the package and to ensure that it is as effective as possible

Get In Touch

Ready to enhance team morale, communication, and leadership? Strengthen your community and team, setting a new industry standard for Web3 projects with my comprehensive Web3 Soft Skills Solutions, including:

- Detailed interpersonal community and team audit
- Access to a private Discord group for meditation and visualization exercises, as well as in-depth lessons, questionnaires and a discussion forum
- Periodic surveys for your team and community
- Much more!

Contact me today to get started!

Contact now!

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Website (under construction)