

Take industry-leader position in people's minds with...

Magnetic Messaging & the Brand Language of a Leader

A powerful website is shaped around messages that motivate users. So...

If you're building a presentation site

I suggest a brand writer who is also a visual thinker starts the wireframes. UX people then make them ace. There might be some back and forth between UX and brand writer.

It's not the only way to do it; but the samples in this document may help demonstrate how the messaging is fundamental to the page structure.

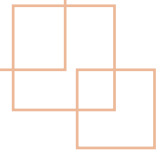
If you're building an app with more complex functionality

I suggest your UX people take the lead with the wireframes. See *document 1* on richardclunan.com for App samples and the fundamentals of building magnetic messaging and brand language.

What's in this document?

Wireframes for a website, from the first stage – before I handed the frames to the UX guy.

But first, on this page, archetypes for the brand. These are fundamental ideas to underlie communications for this brand. There's lots of other groundwork that's useful on some projects, too. See [document 1](#) re that.



Barracuda – Brand Archetypes

Barracuda are **Alchemists**, driven by the vision of a new world.

They are **Innovators**, spotting high-potential ideas a mile away; committed to transforming ideas into realities.





They are **Pioneers**, pushing past limitations. Highly focused, organized, and daring.

They are **Mental Athletes**, working with discipline, to consistently achieve peak performance.

They are **Engineers**, with a structured approach to problem solving, devoted to making things work.



Barracuda Homepage – Zoom in!

Logo	ICO A.I. Development OTC Contact
An elite team of consultants in Blockchain, ICOs, A.I., OTC Intermediation, and Software Development	
Meet us at [banner for next expo]	Book a meeting -->
Facts and figures	
 Our 4 founders have brought to market 37 successful ventures	 68 Projects delivered worldwide last year
 122 employees	 7 patents pending
<i>Your vision is the fuel for our creativity. And we are eminently practical in delivering results.</i>	
Your ICO Success	A.I. Consultancy and Build
Blockchain and Software Development	Boutique OTC Trading Desk
We win clients through referrals, and simply by giving advice that nails it, right there on the spot.	
Get in touch. Even if you don't hire us, the conversation is likely to bring you value.	
Hong Kong Address and phone	Dubai Address and phone
Bratislava Address and phone	City Address and phone
Your Name <input type="text"/>	Business Email <input type="text"/>
Phone <input type="text"/>	
Tell us about your project <input type="text"/>	
<input type="button" value="Let's talk"/>	

ICO section – Zoom in!

A successful ICO – this is your intention

But the attention of investors is harder to get



In 2018, 48% of token sales so far have gone to the top 10 ICOs. That figure was 33% in 2017.

What's the best assurance of ICO Success?

Partner with a winner



Record for fastest community building on Telegram to date. 30,000 people in 48 hours



115,000 signups on a client demo platform in first 3 weeks following launch



50,000 bounty hunters in two days



\$348million raised for our clients

We take on projects we believe in. Projects we can bring inspiration and vitality to – this is where success comes from.

Full service ICO or pick what you need

Business Case

Technology

Legal

Marketing

Business Model

We'll challenge your business model to help strengthen your direction. Worthwhile even if we find only one tweak

Prepare to Win in Your ICO

We know how to make an ICO successful. We'll give you tips on how your project will inspire ICO investors

Core Communications

The strategy within your white paper is the foundation of your ICO. We'll write or advise on your white paper – as well as your one-pager, explainer video, campaign site, and other communications

Your Blockchain Project

We are experts in blockchain and other technologies. We can build the project itself – see [full service digital agency](#)

Everybody claims it. We live it. We are an elite team in technology, marketing, and legal.

Everybody claims it. We live it. We are an elite team in technology, marketing, and legal.

Nothing beats a chat. Let's see if we're a match.

Hong Kong

Address and phone

Dubai

Address and phone

Bratislava

Address and phone

City

Address and phone

Your Name

Business Email

Phone

Tell us about your project

Start the Conversation

3 more tabs in the ICO section – Zoom in!

Full service ICO or pick what you need

Business Case | Technology | Legal | Marketing

Smart Contracts & the Platform to run your ICO

ERC-20 Tokens

Universal standard for Ethereum

'It just works'

Easy Token Management System for your investors

Customized ICO Platform

Full needs analysis and customization so the technology we integrate into your website enables proven marketing strategies that fit your project

Automate promotion

Automate some time-consuming aspects of private sales, referral programs, bonuses, promo codes, promo tokens

Real-time rates

Give your users confidence in their investment

Accept payment in 50+ coins & fiat

Give customers more options – avoid losing their investments

Everybody claims it. We live it. We are an elite team in technology, marketing, and legal.

Full service ICO or pick what you need

Business Case | Technology | Legal | Marketing

Legal Advisors with extensive experience in ICOs

Analysis of Project communications

Recommendations for your white paper; press releases; website; other materials

Legal Documentation

Our legal experts will review your due diligence process and draft or review your terms, privacy policy, and other agreements

Operations

Project audits, token sale consulting, escrow advice

Incorporation, compliance, other expertise

We will refer you to specialists according to your needs

Everybody claims it. We live it. We are an elite team in technology, marketing, and legal.

Full service ICO or pick what you need

Business Case | Technology | Legal | Marketing

From ICO marketers on the front line

Tailored Marketing Strategy

We've put to work 100+ ICO marketing strategies. We'll tailor these so you can take full advantage of the specifics of your project in raising funds

A-Z expertise

From a Token model tailored to maximize success of your project, through to the PR and viral buzz that you may have dreamed about, we will take care of every fine detail

Investor Network

Our connections and highly engaged investor network are among the most valuable resources in the industry. If we partner with you, we will promote your ICO through our network

Execution

We'll give you a plan of action plus the tools you need. Or you may prefer our team to put the plan into action

Tell us a little about your project and right off the bat we'll give you a few ideas to help it fly.

A.I. section – Zoom in!

A.I. is Opportunity for Your Business

Maximize the Opportunity

A.I. can help advance your mission in:



Image / video analysis and recognition



Language analysis



Risk assessment



Process optimization



Predictive Maintenance



Almost any type of pattern identification and prediction

We help enterprises pinpoint the opportunities, and unlock the potential of their data

Consulting

Fresh, eagle eyes and A.I. expertise to help find opportunities and transform large-scale visions into realities. We bring a healthy cross-pollination of ideas from a broad range of disciplines.

A.I. Applications built for your business case

We design, build, and evolve business- and industry-transforming A.I. products.

We are not content with incremental change. We spot high potential ideas a mile off, and we are tireless in manifesting these ideas.



Nature is our inspiration

Our technology applies the breathtaking power of natural selection to learn, adapt, and react. Add human judgments and creativity at crucial points, and we can tackle many of the problems humanity and our planet are confronting



Fast-scaling neural networks

Our machine learning and deep learning technology interprets data sets at industry leading rates. Image recognition in healthcare is currently a major application



Scalability

Our hyper-converged infrastructure creates a flexible, agile datacenter which easily scales to practically any business need

creativity at crucial points, and we can tackle many of the problems humanity and our planet are confronting

healthcare is currently a major application

We partner with enterprises in many industries

Medical / Health

With data collection from medical devices and wearables, and patient and doctor input, our pattern recognition technology is transforming health management

Finance

We partner with executives on Wall Street and with other investors to develop, optimize, and evolve electronic trading and investment

Automotive

Our A.I., incorporated into vehicle design, is becoming the eyes and ears of the driver. We're helping evolve the self-driving revolution, and improving road safety: cars will swarm like birds to prevent accidents, for example

Internet of Things

Our A.I. is enabling better informed product development, environmental sustainability, and will enable 'magic' we don't yet know the nature of. We don't use the term 'magic' lightly...

"Any technology sufficiently advanced is indistinguishable from magic."

Arthur C. Clarke

Let's chat about your project.

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Digital Agency section – Zoom in!

Fearless digital agency



Twenty-six of us are dedicated to opportunity hunters – we stop at nothing to make clients’ business models more profitable, products more innovative, communications more powerful, UI more aesthetic, UX more graceful

Consulting

Creative

Development

We are relentless in our pursuit of results. We leave no stone unexamined on the journey.

Business consulting

A.I., Blockchain, and other projects in need of a fresh, sharp mind; cross-pollination of ideas from the many disciplines we’re deeply involved in; and a delivery-orientated attitude.



Pick our brains



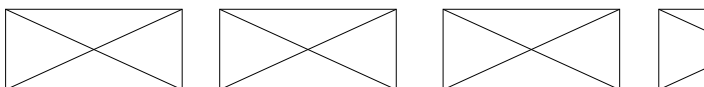
Or hands-on navigation of your project

We like to work with smaller challengers and disruptors, as well as large corporations interested in shaping their business model to accelerate the digital transformation.

Creative services

Aesthetic, graceful answers to business, societal, and environmental challenges.

Built on a deep understanding of the psychology of motivation, applied data, and a verbal and visual brand language unique to your project – a magnet for users.



Software development

Web Apps & Mobile Apps

For clients large and small. Full cycle: concept, requirements, prototype, architecture, front- and back-end development, deployment, analysis, redeployment, and maintenance.

Some of the niches we have worked in: Automotive.

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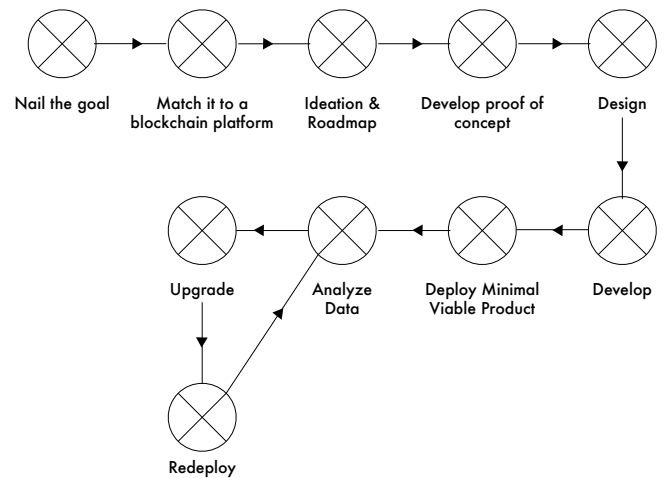
Some of the niches we have worked in: Automotive, Conference, Culinary, Point-of-Sale, Social, Sports, Religious.

Pinpoint the A.I. opportunity in your business

Our fast-scaling neural networks will continue to transform health management, finance and investment, the automotive industry, and many other industries. [See A.I.](#)

Blockchain projects – from idea to scalable application

We take blockchain projects from the idea stage, assessing whether a blockchain is the best solution for the project, through to a scalable application that answers to your business goals.



We win clients through referrals, and simply by giving advice that nails it, right there on the spot.

Get in touch. Even if you don’t hire us, the conversation is likely to bring you value.

Hong Kong

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OTC Intermediation – Zoom in!

Boutique OTC Trading Desk

Personalized, One-on-One OTC Digital Currency Trading Intermediation for Institutions and High Net Worth Individuals

[Get Started](#)

Personal Support

You'll have quick, confidential support from your dedicated experienced trader at any time right through to settlement.

Deep Liquidity

Our network of institutional and individual trading partners is truly global: 80+ countries. Our teams are in San Diego, Denmark, Slovakia, Hong Kong, and Dubai.

Quick Settlement

Efficient trading and settlement process. Complete the settlement same day in most cases.

Competitive fees

Zero fees if you're selling a crypto asset. Flat rate if you're buying crypto. No withdrawal fees. Inquire for rates.

Regulated

Securities Regulations FINRA & SEC. Digital Currency NYS DFS BitLicense.

We are highly respected in the crypto world. We have deep expertise in the ecosystem from trading through to blockchain technology. In all our ventures, we work only with partners of high integrity.

The OTC Process

1

NCNDA and Fee Protection Agreements signed

5

Process Review if you wish

2

Risk Mitigation and Proof of Funds

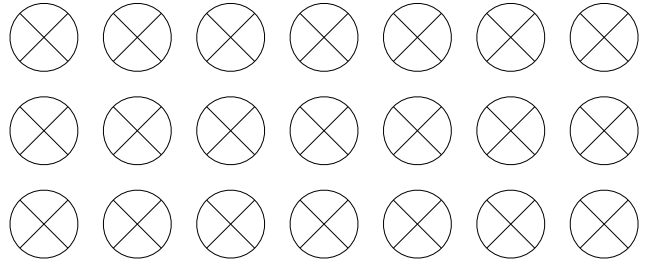
4

Transparent Execution of Transaction

3

Purchase and Escrow agreements. 'Risk-less' contracts

We facilitate trades in these coins:



Markets are in USD. We also facilitate crypto-to-crypto transactions.

Don't see the asset you want to trade? Just ask - we can usually help.

Once you are approved as a counterparty, we are able to quote.

How to become an approved counterparty

Please send us your details through the form below. We will be in touch - usually within 2 hours - to let you know if we can give you rapid approval.

First name

Last name

Business email

Phone

Skype id

Linkedin profile

Your timezone



Sell security



Buy security



Amount

Do you represent an institution?

Select



Company Name

url

www.

Assets under Management

Total

[Submit for Rapid Approval](#)

Communicate in an average way – be average in people’s minds

Or enliven your brand strategy and develop a stronger bond with customers. Claim the position of industry leader.

Your return on investment

The right voice, tone, and messaging right through all your communications, is a rallying cry to your tribe. You’ll attract more users, and keep them loyal and enthusiastic. Your company’s growth will be not just direct from your marketing, but through word-of-mouth.

This communication will bring you a dramatic return on investment, as you take a strong leadership position and maintain that position.

Am I the person to create your brand language and magnetic messaging?

See my testimonials – click the link in the footer of my site at richardclunan.com – many of those recommendations refer to my talent with voice / brand languages, and messaging that motivates people.

Also see more work samples on that website – link in the footer.

Next Step

If you have questions or comments, or you want a *strong brand language and messaging that's a magnet for your users*, contact me, Richard Clunan:

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richardclunan.com