



a web3 consultancy

Our Manifesto

We are **builders**. Together we believe the future of the internet is possible if we build it. That's we dive deep to connect the dots for web3 brands and companies that have something to say.

How We Can Help You

01

User Research x Insights

02

Go-to-Market (GTM) Strategy

03

Content Marketing x Strategy

04

Business Development x Partnerships



User Research

01 Private member access to top-tier communities

02 Real feedback + insights direct from your ICP

03 Surveys, questionnaires, + more

04 Partner network, vertical-specific research



GTM Strategy

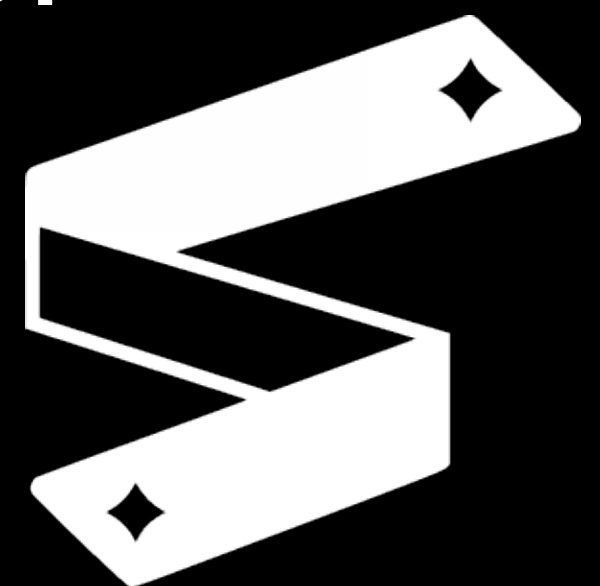
01 Full-scope GTM strategy

02 Channel research +
tactics

03 Market + community
insights

04 Brand messaging +
positioning

05 Seed/Beta/New user
acquisition strategy



Content Marketing

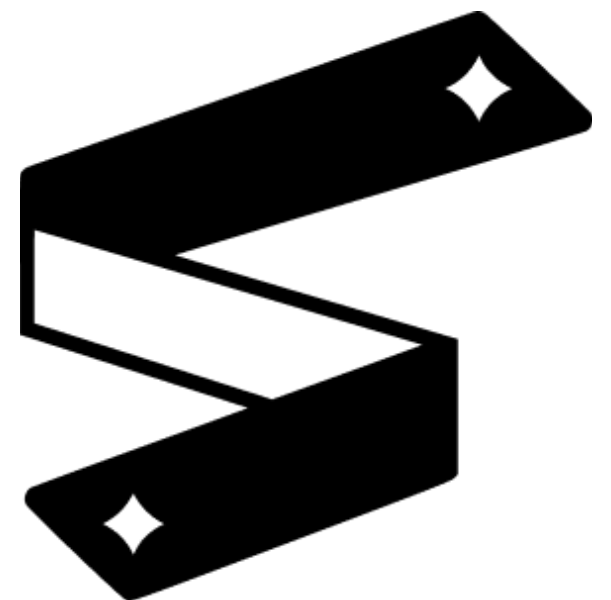
01 Copywriting + editorial teams

02 Content strategy + production

03 Long- and short-form growth content

04 Branded, core content

05 Content distribution playbook



BD

X

Partnerships

01 Web2/web3 channel partners

02 Co-promotion opportunities

03 Exclusive sponsorship opportunities

04 Partner network introductions

05 IRL x on-chain



Core Values

Small team. Big talents.
The people you meet and
talk to will be the ones
working on your brand, so
there is no disconnect
between the thinking and
the doing.

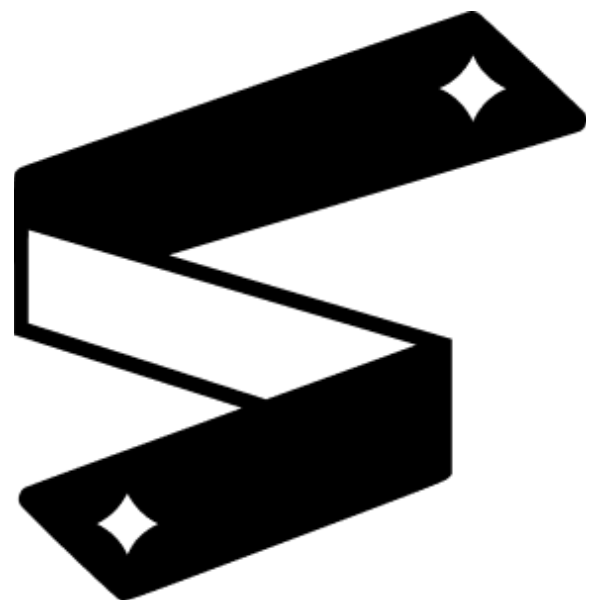


We Say Yes To

Breaking the mold. Building the future. Working smarter and harder. Taking calculated risks. Avoiding bullsh*t. Getting to know you and your business. Overdelivering. Great burgers. Exceptional work. Meaningful work. Challenging clients. Open doors. Transparency. Curiosity. Thinking out the box.

We Say No To

Convolutated contracts. Pointless meetings. Bill shock. Compromised work. Being precious. Being pretentious. Procrastinating. Working with @\$\$holes. Rugs and scams. Talking about ourselves too much. Charging you by the hour. Poor execution.



Partner with us and go

supernovaTM

supernova™

The Company We Keep



JUMP

ONE37_{PM}



eqbr.



ZELUS

leisure ^{PROJECT}

S/C



Arwen

supernovaTM

Have some alpha or have something nice to say?

jonny@gosupernova.xyz

gosupernova.xyz

(Or fancy us a potential partner for your company)

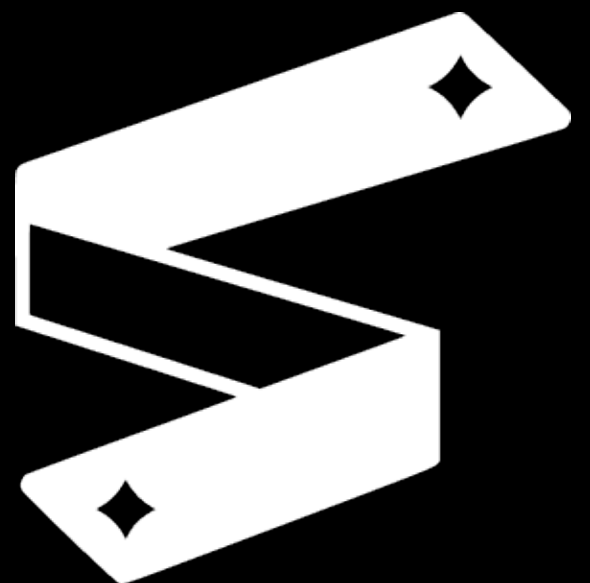


One of Us, One of Us!



Jonny "Big Papa Jon" Barragan
CEO / Founder

Outside of kickin' the teeth in on web3 GTM, content, partnerships, and growth plays – I'm a loving husband, dad twice over, ranked ping pong player (once upon a time), master high-fiver, a connoisseur of coffee, and AYCE Sushi champ.



supernova™

Jonny / Project Lead x Web3 Strategist

Alec + Jared / Content + Product Marketing

Thomas + BL / Growth Marketing

M + Brendan / Copywriters

Dave / Digital Advertising

Mike + JT + Bao / BD + Partnerships + Collaborations

Ezra + Vlad + Caleb / Design + Development

Robbie + Dan / Public Relations

And more web3-native, global talent ready to activate



Thank you.



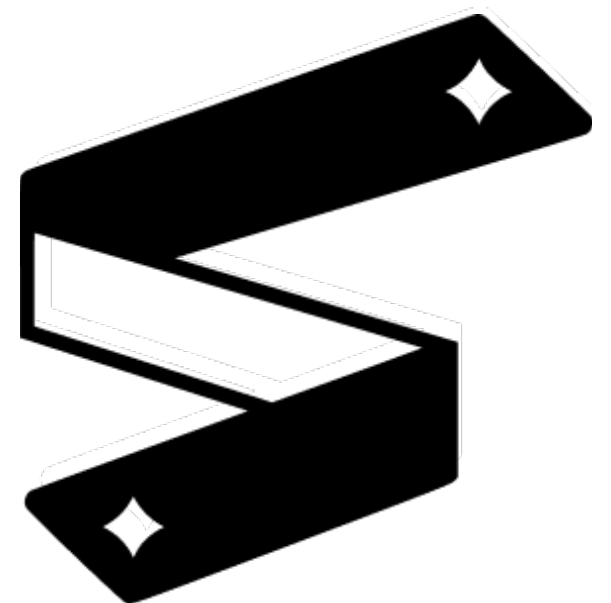
Testimony



Supernova is an invaluable extension of our in-house marketing team. In a very short time, Supernova has helped drive over 3x growth across our marketing channels which has been directly attributed to a large uptick in user signups on the Zelus Wallet.

Brad Sheehan

Product Marketing Lead, Zelus



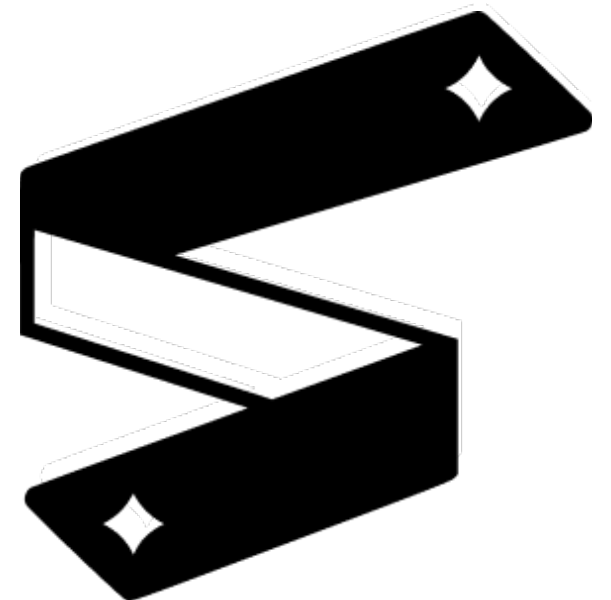
Testimony



The team at Supernova is my go-to web3 consultancy. They always lead with sound strategic direction and a user-centric approach to marketing in our niche vertical of security dApps.

Jason H.

Director of Marketing, Web3 Security Startup



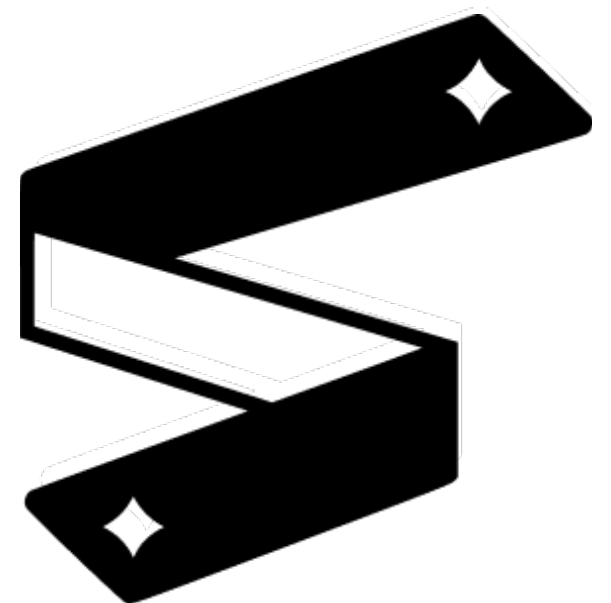
Testimony



Supernova focuses on community over the pure tech and hype of web3. That's where the value is -- customers don't care about the tech, they care about being a valued member of a community and being rewarded for their loyalty. They're able to create strategies that tap into this for us.

Anonymous

Web3 x CRM Founder, [Redacted]



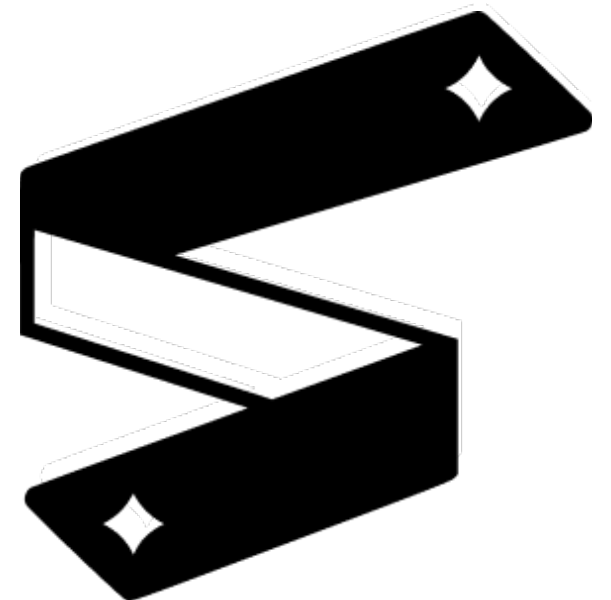
Testimony



Jonny is the guy who knows the guy in whatever industry or niche you need. He's extremely motivated and enthusiastic about web3 and I trust him, based on experience, to be able to deliver miracles for his clients. I look forward to the next Super(nova) sized adventure.

Ezra Cohen

Founder, Lucidcircus



Testimony



With Supernova, you get fast, reliable partners who can adapt to the ever-changing web3 industry. Their relentless work ethic and commitment to the nitty-gritty details not only make clients happy but inspire us to level up our game to produce the best possible work, together.

Jared Wolf

Co-founder, Layer15



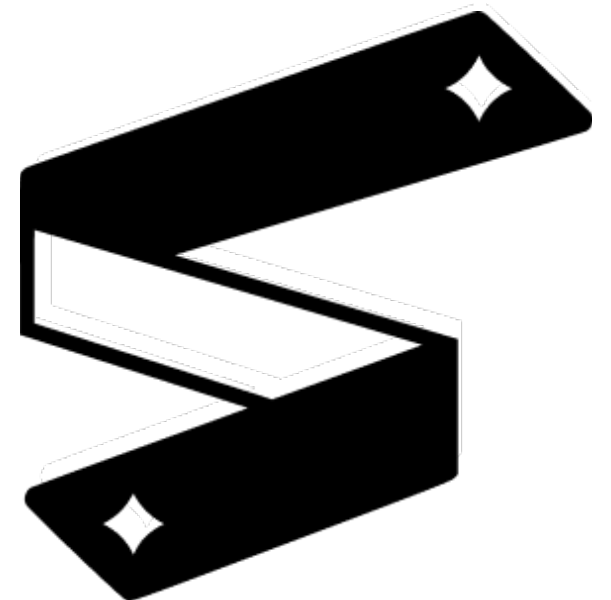
Testimony



He is great at fixing my Wi-Fi when it goes down at the house.

Jonny's Mom

Head Matriarch, Unpaid Babysitter, Familia de Barragan



Appendix

User Research

1. Founder + builder ICP thread on Farcaster

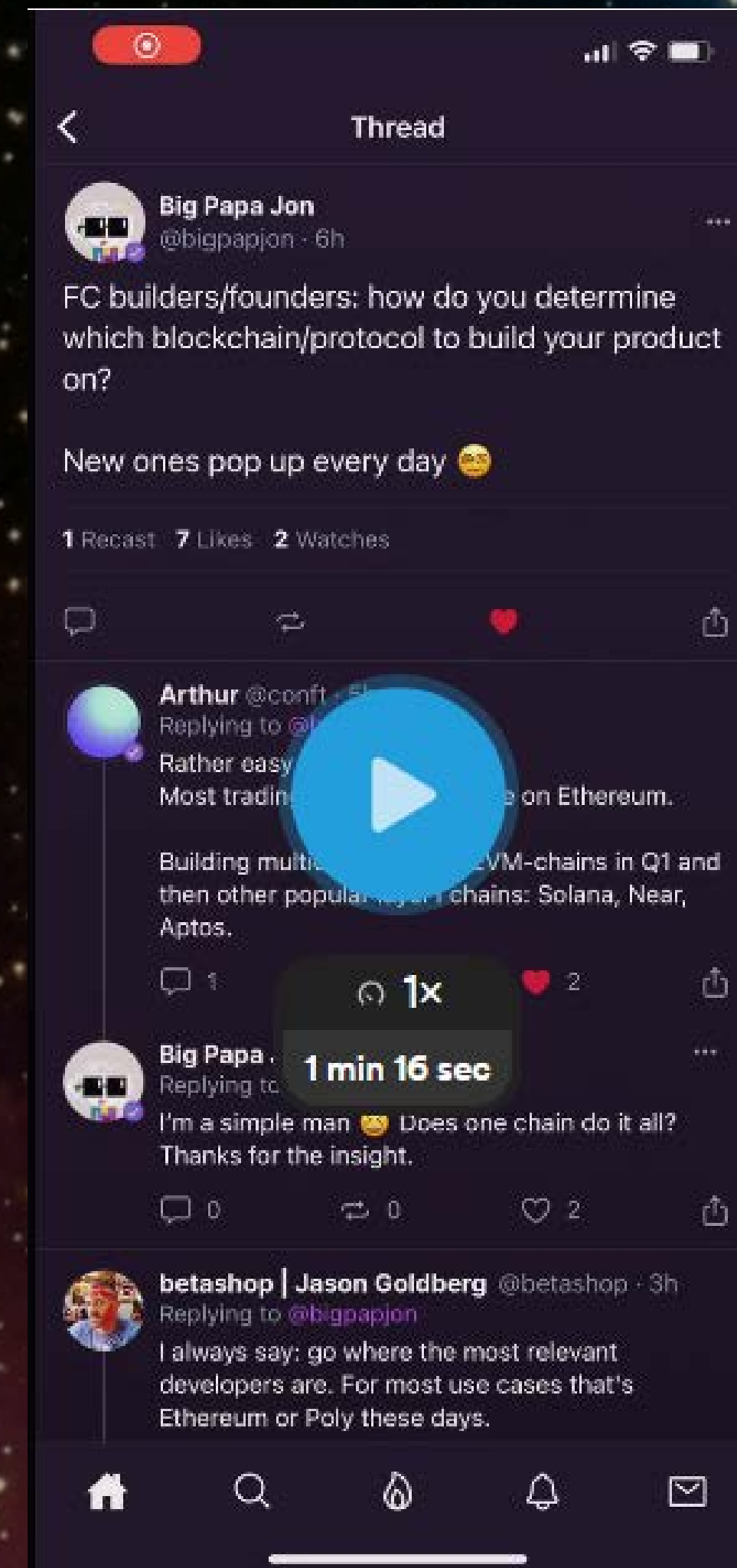
2. Crypto Market Research Reports 2023

Zero-to-one GTM Strategy (prelim)

1. Arwen x Supernova GTM (Two-sided Marketplace)

BD x Partnerships

1. List of MQLs/Partnerships Produced by Supernova for LIP



Appendix

Press x Media Links

1. [Yahoo! Entertainment / World of Women Jumps Back into Digital Fashion with The Fabricant and RLTY](#)
2. [One37pm / Deadfellaz and Wrangler Bring Vintage Denim To Web3](#)
3. [NASDAQ / EQBR Makes History By Receiving Regulatory Approval By Korean Government For FSC-Registered Security Token Offerings](#)
4. [TechCrunch+ / An actionable framework for founders bridging into web3](#)
5. [FinanceFeeds / COTI to Issue Multiple Tokens in 2022, Including Cardano's Stablecoin, Djed](#)



Appendix

Branded Content x Ghostwriting

1. NoriGo! / Blog + Growth

Activation

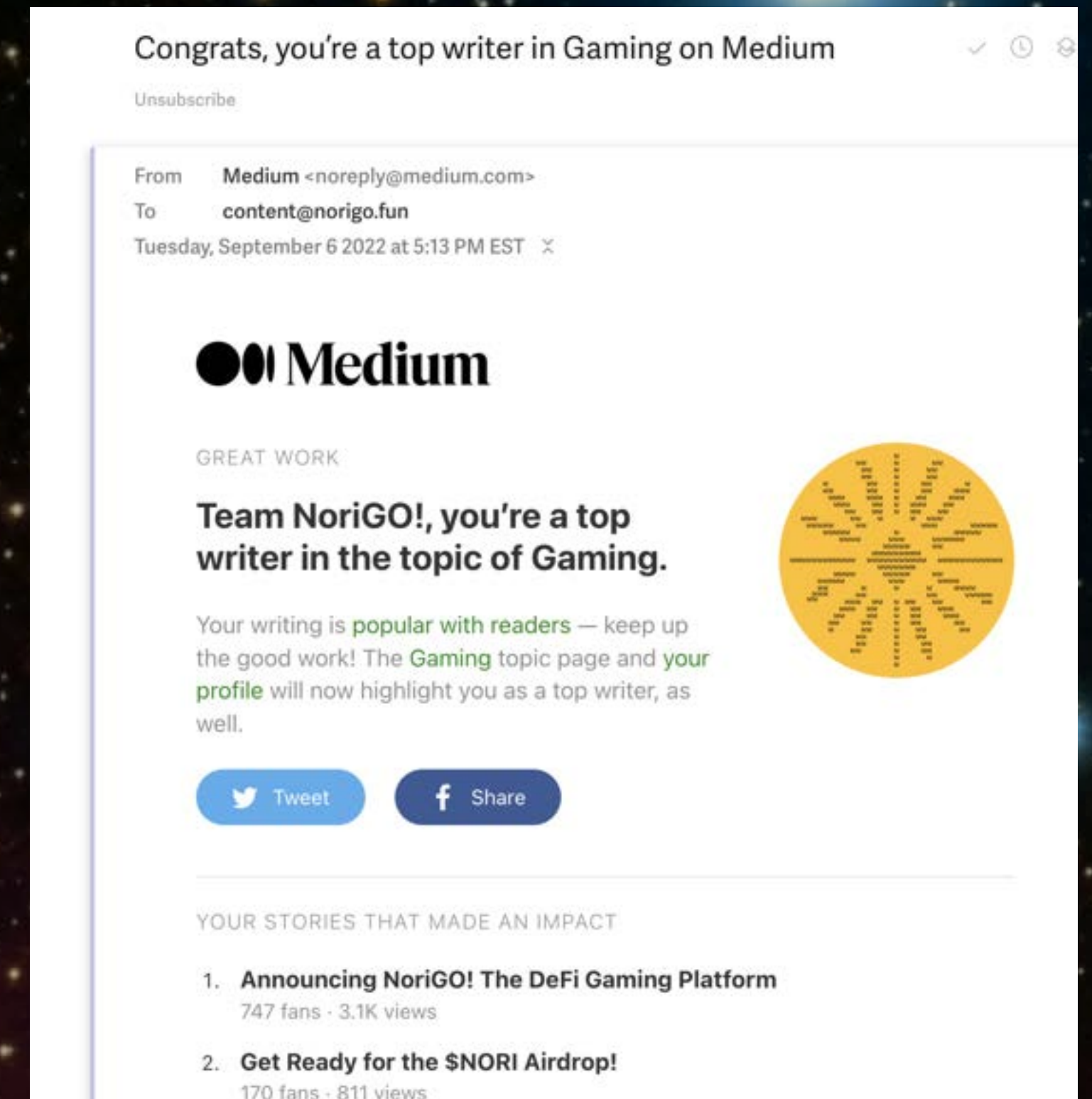
2. Zelus Wallet / Leveling Up Your

NFT Game: AMA with

Unstoppable Domain x Zelus

3. Equilibrium / Website

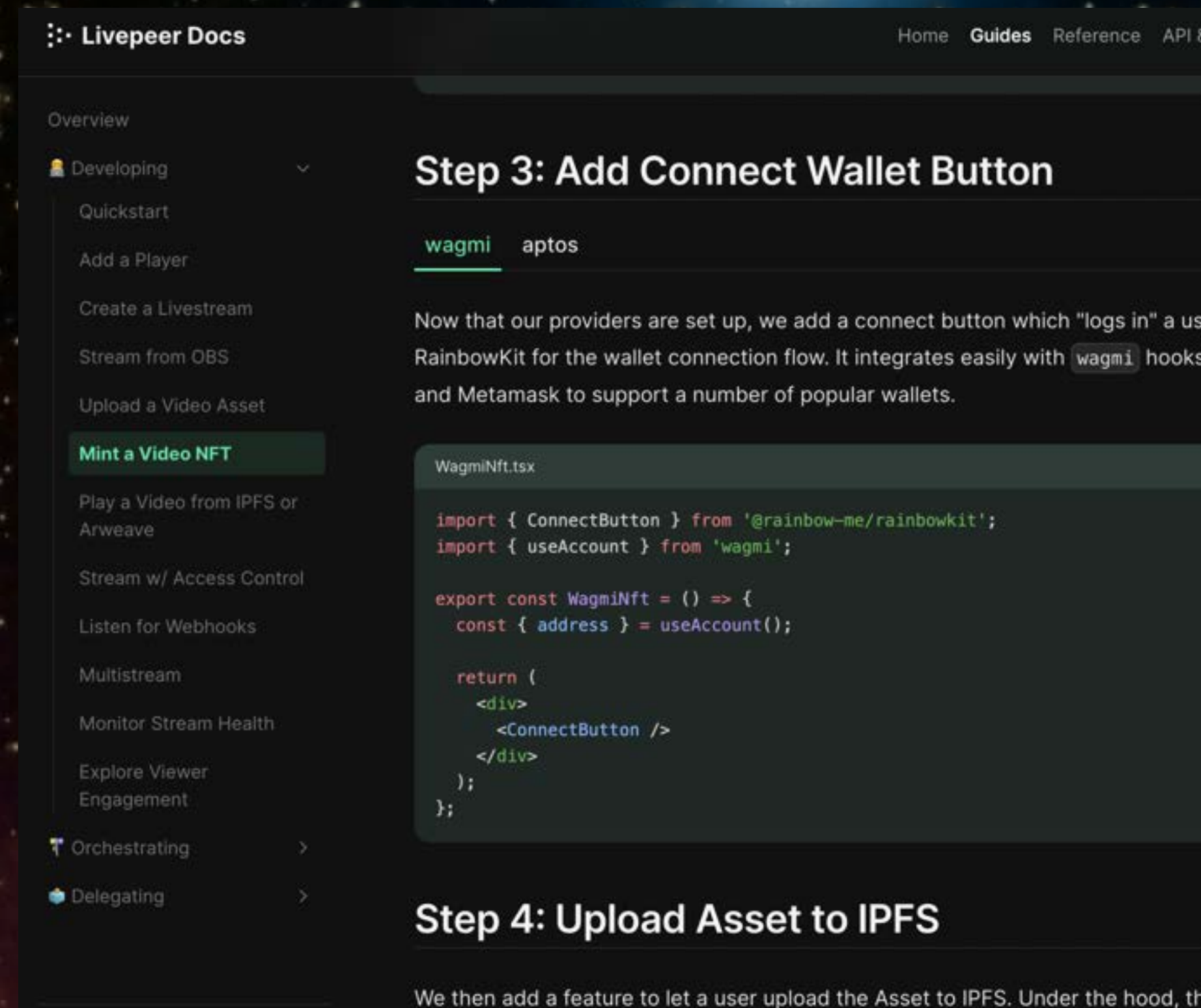
Copywriting



Appendix

Technical Content x Writing

1. Livepeer - Technical Docs
2. Zelus.io - Knowledge Base
3. Crypto Volatility Index (CVI) / Blog + Growth Activation



The screenshot shows the 'Livepeer Docs' website. The navigation bar includes 'Home', 'Guides', 'Reference', and 'API'. A sidebar on the left lists various guides, with 'Mint a Video NFT' highlighted. The main content area is titled 'Step 3: Add Connect Wallet Button' and includes a code block for 'WagmiNft.tsx'.

```
WagmiNft.tsx

import { ConnectButton } from '@rainbow-me/rainbowkit';
import { useAccount } from 'wagmi';

export const WagmiNft = () => {
  const { address } = useAccount();

  return (
    <div>
      <ConnectButton />
    </div>
  );
};
```

Below the code block, the text for 'Step 4: Upload Asset to IPFS' is partially visible, starting with 'We then add a feature to let a user upload the Asset to IPFS. Under the hood, th'.

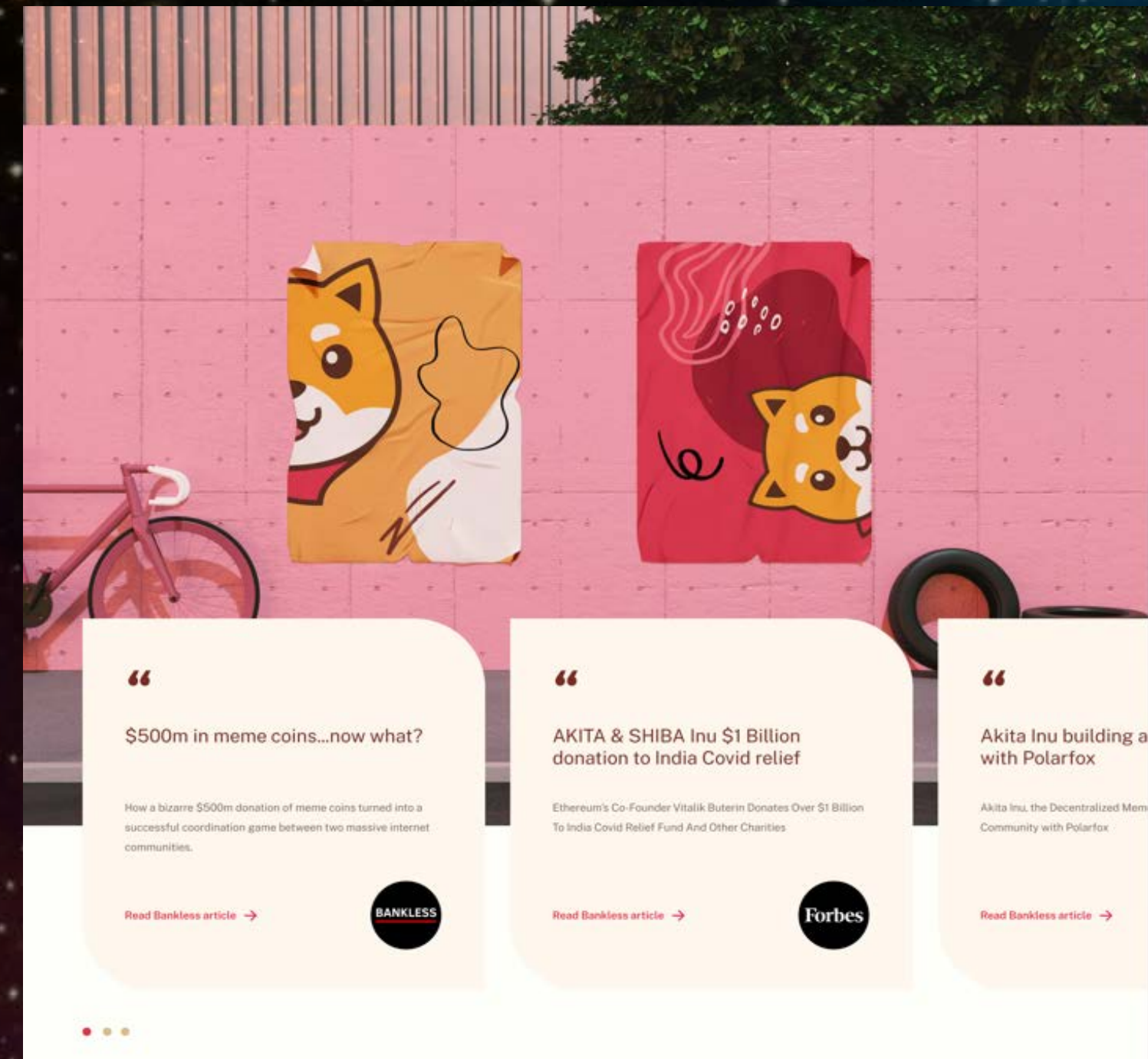


Appendix

Brand x UI/UX Design Concepts

1. PFX Pre-launch
2. PFX Announcement
3. PFX Homepage
4. Akita Homepage

*Opens Figma file links



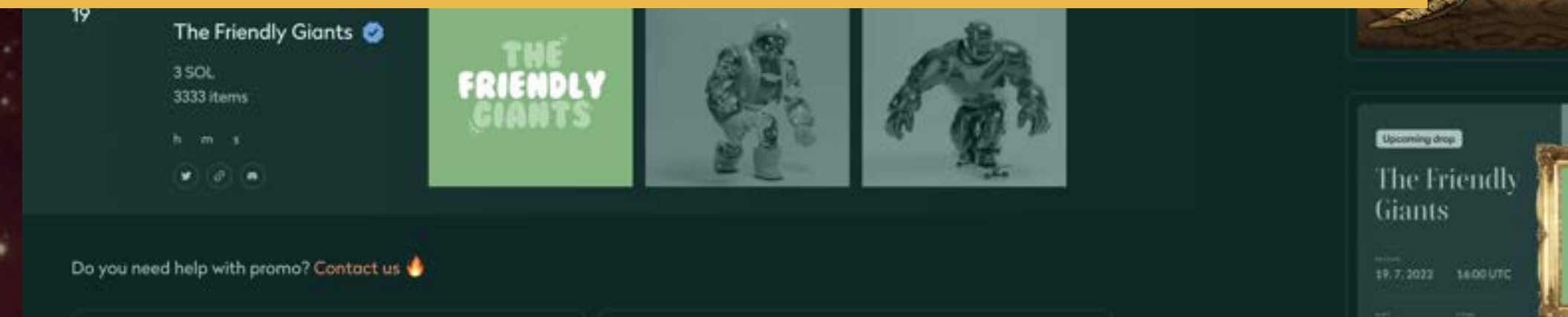
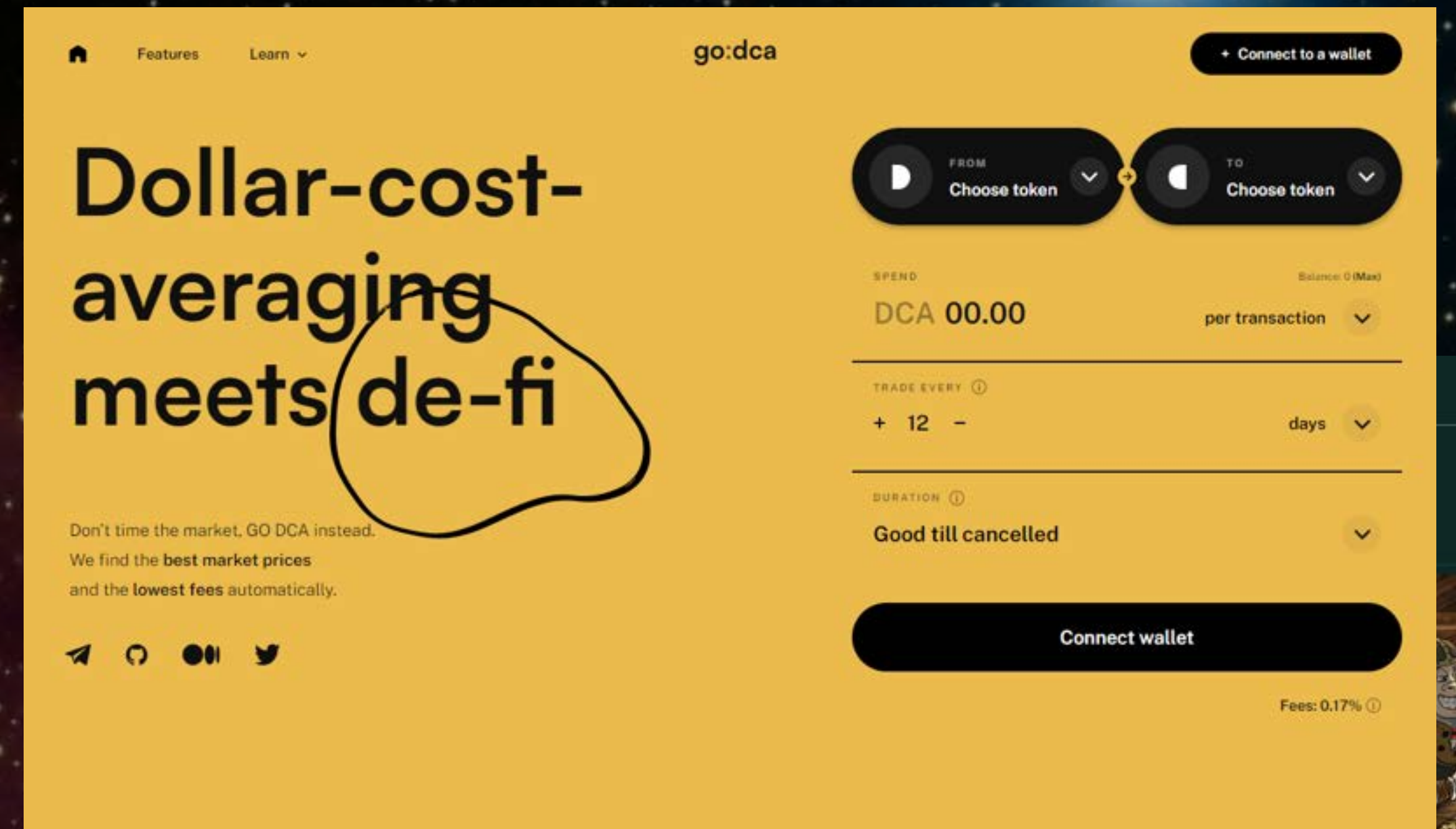
Appendix

DeFi Tool Full Build

- Brand
- UI/UX
- Content Strategy
- Copywriting
- Front- & Back-end Development
- Smart Contracts
- Solidity

<https://godca.com/>

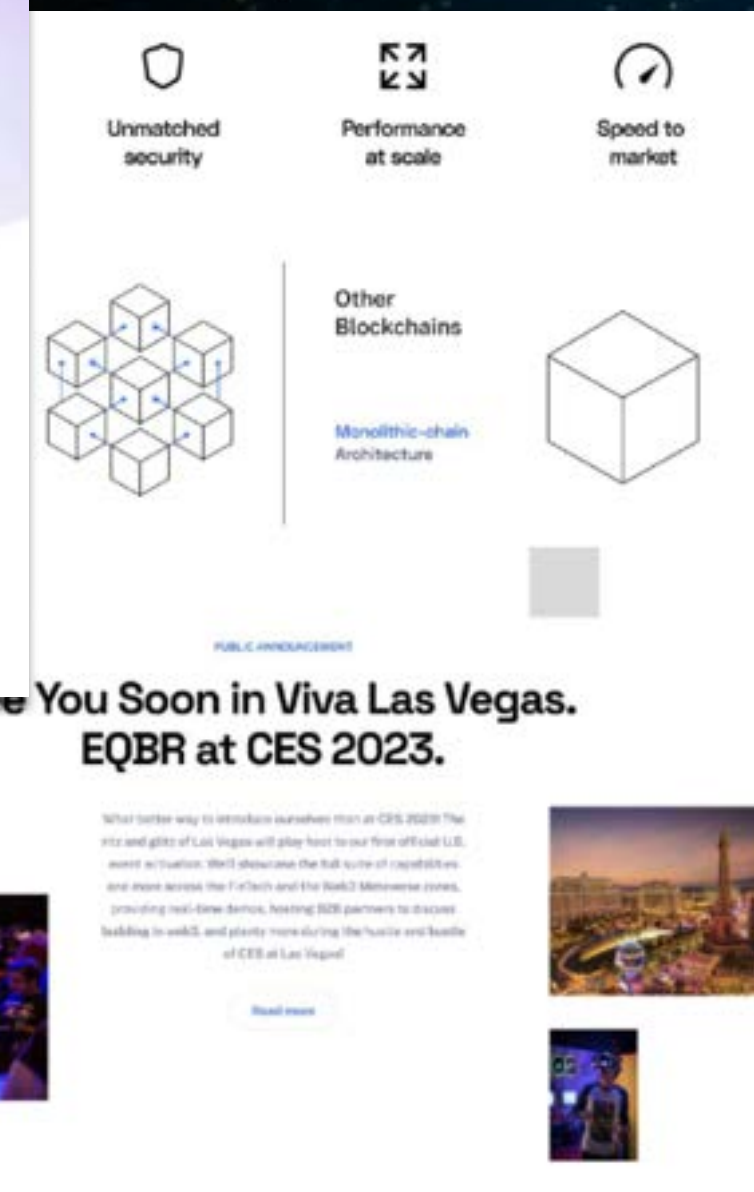
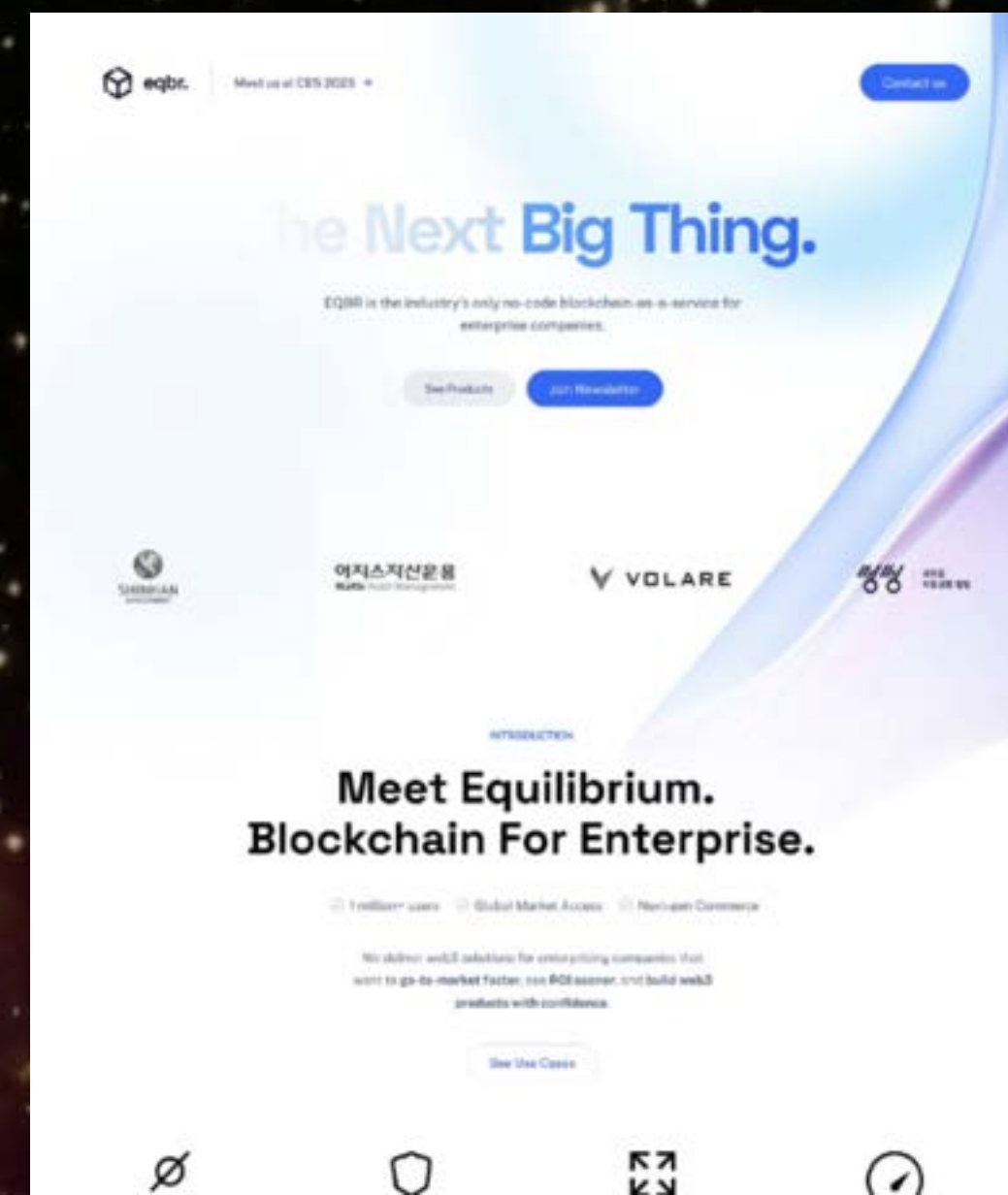
<https://notfin.com/>



Appendix

Landing Page

- Lead Generation
- Design
- Copywriting



EQBR LIP US Market Debut at CES – Landing Page

EQBR Early Concept Version (figma file)

