

33AUDITS

33AUDITS
BRAND THESIS 2025

PRESENTED BY
ACTUALITYAGENCY | KEISHA MITCHELL

(1) BRAND MARKETING

OVERVIEW OF THE
BRAND THESIS

(2) AESTHETIC

A GLIMPSE INTO THE
VISUAL IDENTITY AND
AESTHETIC DIRECTION

(3) GTM POSITIONING

GTM POSITIONING
STATEMENT, MISSION
STATEMENT, AND CTAS

(4) TARGET DEMOS

PREFERRED CLIENTELE

(5) ASSETS

COLLECTION OF ASSETS
USED IN DECK

BRAND MARKETING OVERVIEW

33AUDITS IS A WHITE GLOVE BLOCKCHAIN SECURITY SERVICE PROVIDER THAT BOASTS A CURATED CLIENTELE, WHO ARE SEEKING BESPOKE SECURITY SOLUTIONS PROVIDED BY THE INDUSTRY'S MOST TENURED RESEARCH AND SECURITY PROFESSIONALS. WITH EXPERIENCE SECURING SOME OF THE SECTORS' LARGEST NAMES (SUCH AS CONSENSYS, UNISWAP, JUICEBOX, ETC), **33AUDITS** IS IN THE FAVORED POSITION OF TARGETING ENTERPRISES AND ADEQUATELY FUNDED STARTUPS THAT ARE DIVERSE IN NATURE AND VARIED ENOUGH TO LEND TO THE LARGER, LONG TERM BRAND DEVELOPMENT OF **33AUDITS** INTO **33LABS**.

THE GTM POSITIONING SUMMARY SEEKS TO AFFORD **33AUDITS** A DEFINED BRAND IDENTITY AS EXCLUSIVE, PRESTIGIOUS, CULTURALLY RELEVANT AND "COOL" WHILE ALSO PROMOTING PARTNERSHIPS AND PORTFOLIO WORK FROM LARGER COMPANIES AND ALIGNING WITH OTHER ENTERPRISES IN WEB3 AND THROUGHOUT THE ETH ECOSYSTEM TO ESTABLISH BRAND AWARENESS AND A REPUTATION OF LEGITIMACY.

BRAND THESIS
OVERVIEW

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BRAND AESTHETIC

ACTUALITY AGENCY
PROPOSES A BRAND
AESTHETIC THAT IS
CLASSICALLY COOL
AND UNIQUELY
IDENTIFIABLE WITHIN
THE STATIC (AND
OFTENTIMES
STAGNANT)
LANDSCAPE OF WEB3
BRANDING

33AUDITS

USE OF A SIMPLE, SANS-
SERIF FONT THAT IS
BOLD, PAIRED WITH A
STRONG, IDENTIFIABLE
NUMERICAL 33 SETS
THE BRAND APART
INSTANTANEOUSLY BY
LOGO, PREDICATING
THE EXCLUSIVITY,
PROGRESSIVENESS,
AND CULTURE
33AUDITS CONTAINS
AS A TEAM AND CLIENT
CULTURE.

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33AUDITS is more than just a premiere security firm for the Blockchain technologies space:

33AUDITS is the protector of projects and products that are shaping culture and leading *progress*. 33AUDITS is the first line of defense for a curated and committed community of builders who boast vision and belief in their ability to make things *better*. 33AUDITS is the table where diverse security insights are shared by some of the sectors' most prestigious disruptors and innovators...

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PLATFORM	PROJECT TYPE	LAST AUDITED	PROGRESS
EVM	SUPER RARE	2/24/24	🛡️
EVM	UNISWAP	6/18/24	🛡️
EVM	OXBISTRO	9/8/23	🛡️
EVM	2PHUX	11/8/24	🛡️
EVM	SERAPH	12/13/24	🛡️
EVM	JUICEBOX	7/16/23	🛡️

BLOGS

RESEARCH



"GET GOOD AT READING CODE, BUT DON'T BE AFRAID TO DO IT SLOWLY"
@SOLIDITYAUTHOR

- GITHUB
- PARTNERED
- COMMUNITY

WHILE AUDITING AS A PRACTICE MAY BE AUSTERE, MARKETING FOR IT DOESN'T HAVE TO BE. THE USE OF ASSETS FROM POTENTIAL PARTNERSHIPS WITH PLATFORMS LIKE SUPERRARE (AS EXEMPLIFIED IN THE SITE MOCKUPS) ALLOW FOR SOURCING OF ASSETS THAT BOTH SHOWCASE PORTFOLIO WORKS AND PARTNERS, AS WELL AS SUPPORTS MEMBERS/CONSUMERS DIRECTLY IMPACTED BY 33AUDITS' LABOR.

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33AUDITS IS PROUD TO FEATURE
"BEFORE CYCLASTURUS ATOM" BY CHILLYWORT | CREATOR CHILLYWORT

WHAT WE DO

We provide our community of industry leaders with whitelabel web3 security services that allow them to bring their products to market with confidence.



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- DEPIN
- DESCI
- ECOSYSTEM

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33AUDITS IS PROUD TO FEATURE
"QUANTUM MECHANICS" BY ANDREA DIAMPO (CREATOR ON SUPERARE)

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"TEMPORAL CYCLAM TURBIDITY" BY DILLIANTY | CREATOR DILLIANTY

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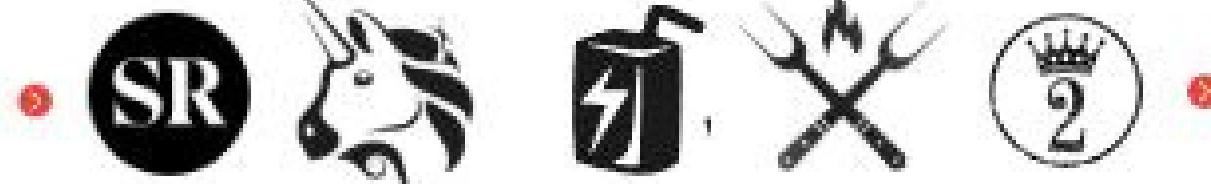
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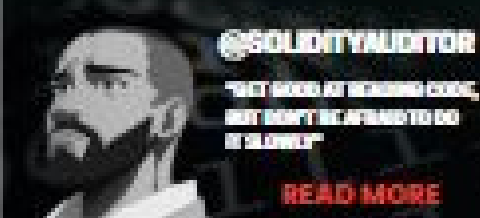
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GTM POSITIONING STATEMENT

33AUDITS IS MORE THAN JUST A PREMIERE SECURITY FIRM FOR THE BLOCKCHAIN TECHNOLOGIES SPACE. **33AUDITS** IS THE PROTECTOR OF PROJECTS AND PRODUCTS THAT ARE SHAPING CULTURE AND LEADING *PROGRESS*. **33AUDITS** IS THE FIRST LINE OF DEFENSE FOR A CURATED AND COMMITTED COMMUNITY OF BUILDERS WHO BOAST VISION AND BELIEF IN THEIR ABILITY TO MAKE THINGS *BETTER*. **33AUDITS** IS THE TABLE WHERE DIVERSE SECURITY INSIGHTS ARE SHARED BY SOME OF THE SECTORS' MOST PRESTIGIOUS DISRUPTORS AND INNOVATORS, AND *WE'VE SAVED YOU A SEAT*. **BECOME ONE OF THE 33 TODAY.**

MISSION STATEMENT:

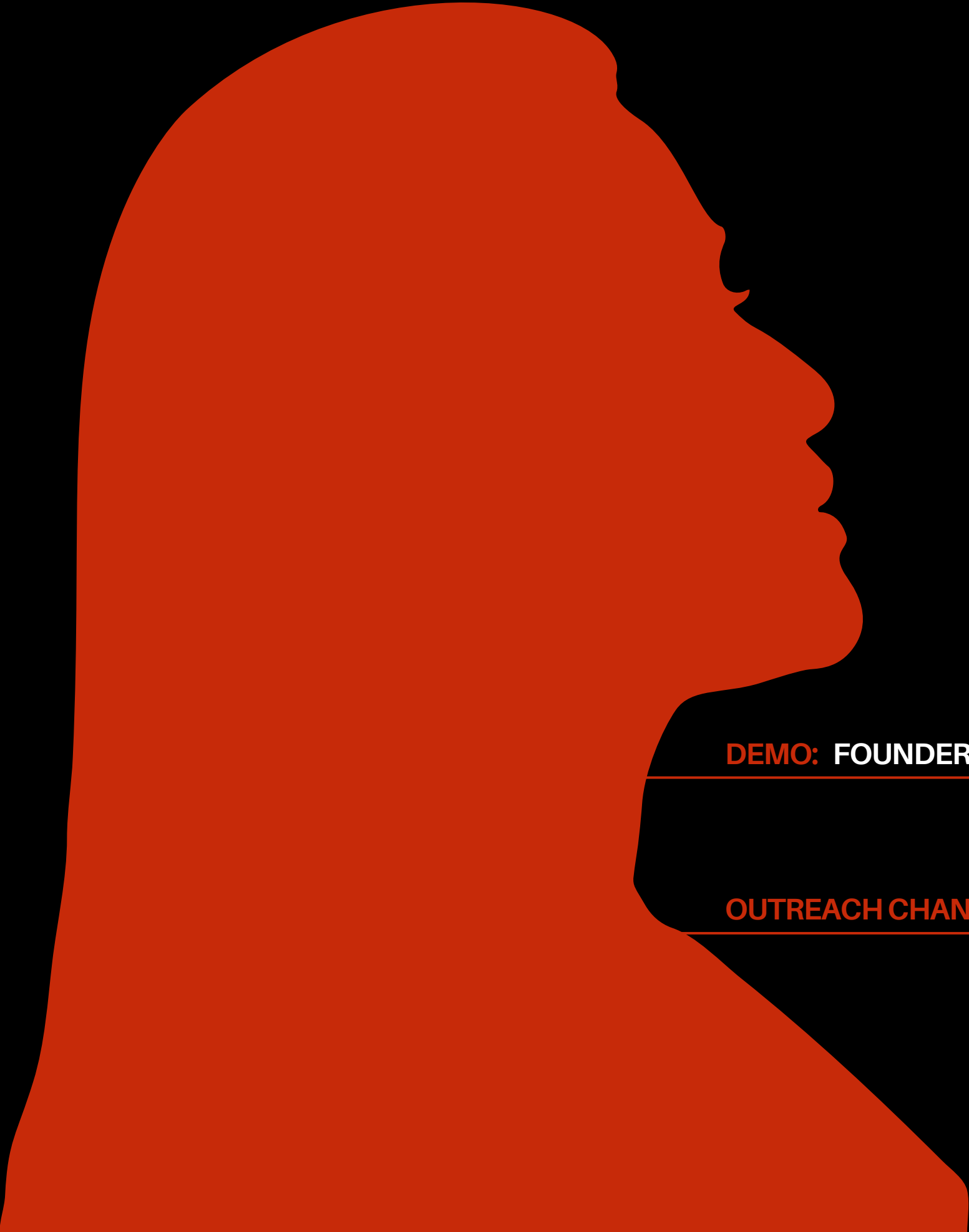
33AUDITS' MISSION IS TO PROVIDE COMPREHENSIVE, COMPETENT SECURITY SERVICES TO REPUTABLE PROJECTS IN THE BLOCKCHAIN SECTOR, NO MATTER THEIR STATUS OR SIZE. THROUGH A COMMITTED APPROACH TO PROVIDING THE WEB3 ECOSYSTEM AT LARGE, AND ETH ECOSYSTEM AT SCALE WITH COGNIZANT, PROFESSIONAL, EXPERT CODE REVIEWS, AUDITS, AND INSIGHTS, 33AUDITS INTENDS TO IMPACT AND INFLUENCE THE REPUTATION AND RELIABILITY OF SECURITY INFRASTRUCTURE IN WEB3 BOTH INSIDE THE INDUSTRY AND OUT.

TARGET DEMOGRAPHIC

IDEALLY, *33AUDITS'* WILL PRIMARILY SERVICE 2 TYPES OF CLIENTS.

THE CORE OBJECTIVE COMMUNITY BUILDING FOR *33AUDITS* IS THE SAME AS THE CORE OBJECTIVE FOR CLIENTELE ONBOARDING IN THAT IT IS TWO FOLD AND PARALLEL; BOTH CLIENTELE AND MEMBERSHIP OF SAID COMMUNITY ARE TO BE

FOUNDERS AND CTOS.



SERIES (C) FOUNDERS

APART OF 33AUDITS' BRAND LORE WILL BE THE CAPACITY TO RECOGNIZE GOLD IN EMERGING PROJECTS PRE-MARKET OR RIGHT AT THEIR COMMERCIAL INTRODUCTION AND HELP ALCHEMIZE THOSE PROJECTS/PRODUCTS FULLY BY REINFORCING THEIR MARKET CONFIDENCE WITH WORLD-CLASS SECURITY INSIGHTS AND INFRASTRUCTURE REVIEW. BY PAIRING WITH PROJECTS AT THIS PARTICULAR POINT IN THEIR MATURATION, 33AUDITS WILL CREATE AN ORGANIC (AND SUSTAINABLE) CLIENTELE FUNNEL THAT WILL BE MAINLY AMPLIFIED THROUGH WORD OF MOUTH AND LEND TO THE BRANDS' MYSTIQUE AS AN EXCLUSIVE TOOL FOR THE "IN-CROWD" OF FOUNDERS.

DEMO: FOUNDER

OUTREACH CHANNELS:

- PITCH COMPETITIONS/SHOWCASES
- SPONSORSHIP OF TARGET, COLLABORATIVE EVENTS AT SMALLER CONFERENCES
- DIRECT EMAIL AND SOCIAL MEDIA OUTREACH
- PARTNERSHIPS WITH COMBINATORS, AND VC FIRMS
- FOUNDER FOCUSED CONTENT AGGREGATED THROUGH DIFFERENT MEDIUMS

TARGET DEMOGRAPHIC



CHIEF TECHNICAL OFFICERS

CTOS ARE GOING TO BE THE MOST CRUCIAL KEY TO EXPANDING 33AUDITS' BUSINESS WITH ENTERPRISES AND COMPANIES THAT ARE MORE CORPORATE IN STRUCTURE. THOUGH CAPTURING THIS CLIENTELE WILL REQUIRE MORE DIRECT CONTACT AND MORE INTENTIONAL COMMUNICATION, ULTIMATELY GROWTH WILL LIKELY FOLLOW THE SAME TRAJECTORY AS THAT OF THE FOUNDERS -COMING AS A RESULT OF WORD OF MOUTH AND ADEQUATE DUAL PROMOTION OF SERVICES PROVIDED.

DEMO: C.T.O.

OUTREACH CHANNELS:

- *DIRECT EMAIL AND SOCIAL MEDIA OUTREACH (HEAVY EMPHASIS ON POTENTIAL LINKEDIN COMPONENT)*
- *SPONSORSHIP OF TARGET, COLLABORATIVE EVENTS AT SMALLER CONFERENCES*
- *TECHNICAL CONTENT AGGREGATED THROUGH DIFFERENT MEDIUMS (LARGER TECH MEDIA PLATFORMS INCLUDED NATIVE TO WEB3 AND FINTECH, ETC)*

TARGET DEMOGRAPHIC

(5)

ASSETS

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