



**A Full Service  
Web 3 Solutions  
Company**

# Introduction



Lynx is a full-service web 3 solutions company; we offer 3 main pillars of *proficiency* to help your project *succeed*.

Lynx *Incubate*, Lynx *Launch*, and Lynx *Tech*.

Through these 3 pillars, we have the ability to provide you with a *full-service* suite of both hard products and expertise to ensure that you and your project *have everything at your disposal* to be able to be successful.

# Problem



**A Lack of substance, ingenuity & quality provided by NFT projects to holders.**

## **Existing Launchpads: High Launchpad fees & Little Competitive Advantage**

1. Nominal fees range anywhere from 8-10% of Mint Funds.
2. Little to no pre launch marketing and project development support.
3. Royalties gouging of 5-10%
4. No utilities/software offered for launched projects

## **Lack of quality platforms for basic utilities.**

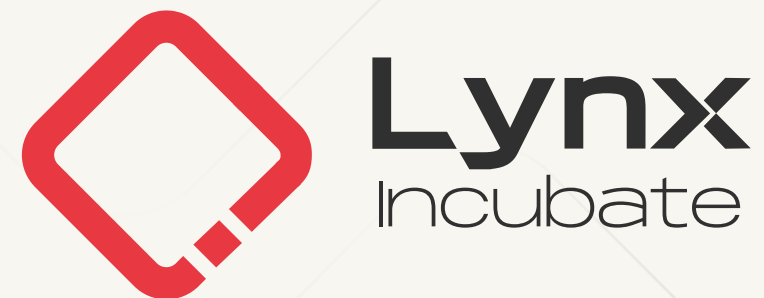
1. Poor UI/UX experience for basic staking and raffle utilities.
2. Lack of gamification and incentivised engagement on these platforms.
3. Leads to a low quality user experience for NFT holders & poor project performance

## **Individually building out classic utilities is costly and takes time.**

1. Projects don't see ROI in development.
2. Existing software licensing for ludicrous fees/packages.
3. Projects often have to use mint funds for development leading to lag time post mint and misuse of funds.



# Highly competitive, innovative & user centric solutions



Offer highly competitive, innovative & user centric solutions for **Incubation**, **Launch** and **Tech** services to NFT projects to enrich, incentivise and reward community experiences.



## Web 3 Strategy

Strategic partnerships, marketing  
+ Branding strategy

Strategic introductions to  
relevant projects

Influencer partnerships

Spaces + Media setups & scheduling

Art Design + Collection Strategy

Promotional piece creation

Go-to-market strategy

Mint/Launch Strategy

Premium Skibr Marketing

Access to a full team of  
Collab managers



## Fundraising

Market analysis optimization

Facilitate Investor Introductions

Angel Investor negotiation support

Pitch Deck Creation

Presale design and implementation

Private and public sale distribution



Project development support

White Paper creation + consultation

Idea development advisory

Setting up legal entities

Contract creation

### Launchpad

#### A fully customizable launch experience:

С другой стороны постоянное информационно-пропагандистское

Multi-stage minting

Raffle functionality

Freeze authority

SPL token compatibility

Token-based whitelist

Wallet-based whitelist

Robust backend scalable infrastructure

*Built with Metaplex  
Candy Machine V3*

### Marketing

Launchpad advertising

Skribr advertising package

Exposure and publicity guidance

Pre-mint Twitter spaces

Promotional media from FatCats and partners

Influencer collaborations

Social media campaign management

### Security

Audited by Ottersec

User safety prioritized

Doxxing service and certification

Connectiv3 setup and implementation





### Post-Mint Tech

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Points staking

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Points Raffles

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Legal and ease of use for  
both utilities.

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Legal and ease of use for  
future utilities built.

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Tailored and curated  
possibilities



### Web 3 Development

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Smart contract development

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Process consultation

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Custom Web3 platform tooling

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Art generation

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Web3 integrations and services

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Project planning and support



### Web Design

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UI/UX styling

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Personalized integrations

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Wireframing and prototyping

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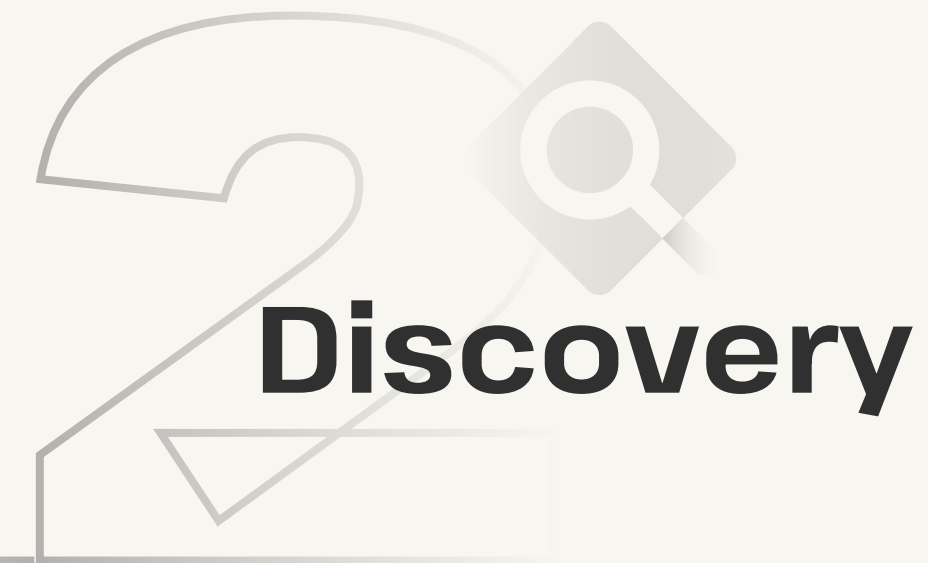
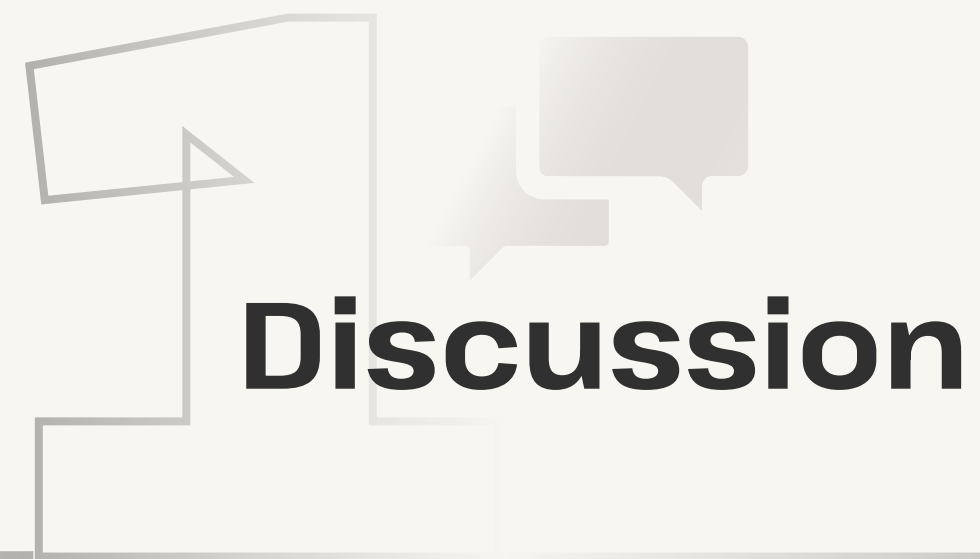
Innovative web development

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Branding guidance and  
consultation

# The Working Plan

How do we make you succeed?







# Our Partners

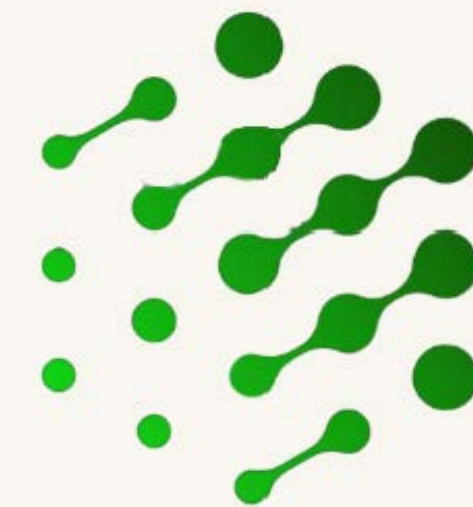
## Marketing



## Art + Design

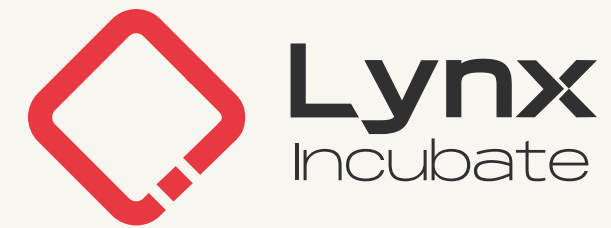


## Tech



# Pricing

## General Pricing Guidelines



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**Base:** \$0 upfront fee  
1-3% of total mint proceeds.

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**Partner Fees:** Contact partners for individual pricing.

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**Base:** 5% of total mint proceeds  
0% Royalties

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**Raffle: 0.1 SOL per ticket raffle fee.**  
25% of fees generated from raffle.

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**Full Package:** Points Staking +  
Points Raffles  
\$3000 USD Setup Fee

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**Base:**  
No ongoing fees

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# Contact us

For pricing and any other questions send us a note!

*Email:* Henry@fatcatscapital.com

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*Discord:* Henny#2000

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*Telegram:* FatCats\_Henny

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