



- Management and Technology Consultancy in the Blockchain Space Powered by the Top Web3 Communities

Overview

Green Candle Consulting has been founded by management consulting and technology experts with around 20 years of experience in the advisory space

- We provide full stack advisory (strategy, organization & processes, technology) for Web3 ventures or businesses looking to scale through Web3 initiatives
- We operate as a business unit of Hundt & Partners a combined legal and management consultancy with a 25+ year history in advising businesses in all stages of their lifecycle from inception to post-IPO

Green Candle Consulting provides deep industry knowledge about crypto and token assets as well as related methodologies & technologies

- Exploring how Web3 can enhance an existing business model & supporting implementation of Web3 growth strategies
- Aside from all core competence being available in our team we are well networked with experts of leading crypto communities

Advisory along a venture's Web3 life cycle

- We support businesses wanting to capitalize on Web3 developments as well as pure Web3 ventures on developing thorough business strategies
- We help ventures setting up their organization, processes, financial planning, etc. – we do this for Web3 startups as well as established companies starting on the path towards Web3
- We understand the underlying technologies and are therefore able to scope and coordinate implementation



Organizational Structure & Core Team

- Subject matter experts are supported by a flat organizational structure with dedicated sales, administration & project management functions.
- The core team of Green Candle consists of advisors and investors who are in the blockchain space for 5+ years on average and come from diverse background including IT, finance / investment, management consulting and project management.
- Over time the Green Candle Team plans to operate under a DAO.

Key Service Offerings

Key service offerings are designed and delivered by subject matter experts & coordinated by experienced delivery managers:



Web3 Project Advisory Services

Consult on setup and growth of Web3 projects from inception to operation

We advise across various sectors including defi, scaling solutions and gaming



Web3 Acceleration

We help businesses strategize on how to use Web3 for scaling

We are there all the way from knowledge development, strategy definition, implementation and operations support



Financial Planning & Fund-Raising Support

We define income streams, value businesses, plan financials & provide ongoing support for investment rounds

We work together with entities specialized in creating investment leads



Marketing, Brand & Positioning

Assess current positioning and recommend adjustments to get product 'on message' for target groups

We explore perception of the project from both investor and end user point of view



Project Audits – holistic or limited to certain fields

We audit projects with the aim to resolve particular challenges, e.g. increasing runway, or to check general project health

Our assessments serve as the basis of a strategy exercise or concrete implementation measures

Whom We Serve



Web3 Project Teams tapping into the wealth of knowledge available within Green Candle & its network to aid in Web3 builds from strategy to implementation



Investors wanting to create a Web3 portfolio or aiming at expanding their portfolio with Web3 assets (venture capital equity and early to late-stage token-based investments)



For-Profit Companies (non-advisory) exploring ways to capitalize on the emerging developments in the Web3 space



Government Institutions and NGOs starting or scaling crypto initiatives; looking for an expert take on Web3 matters



Technology and Management Consulting Firms looking to gain access to experts in the crypto and NFT space to support their projects

Full advisory portfolio

We advise Web3 ventures in nearly all aspects of their strategy, organization development and operation

General Strategy

- Market positioning, benchmarking, brand, key project parameters, overall potential

Marketing

- Channel planning and optimization (Discord, Twitter, Telegram); review / revision of whitepaper & pitch deck

Financial Planning

- Business plan development, company valuation, project finance

Investment

- Nomination and support of negotiation with potential investors including business angels, family offices, VCs, etc.

Tokenomics

- Design, and validation of models both for internal and external tokenomics

For selected projects we provide all services over the course of multiple months to years, for others we engage only in selected areas as per client requirement

Interim management

- Assuming roles such as acting COO, acting CFO, etc. until certain milestones are reached, or the position is permanently staffed

Sourcing / Partner Management

- Nominating and evaluating potential hires or external service providers in development, marketing, operations, etc.
- Partner project identification, introduction & negotiation support
- Exchange listing support

Others

- Conference speaking
- Corporate Web3 onboarding workshops
- Web3 subject matter specific seminars / Q&A sessions