

NXT FOUNDATION  
MARKETING STRATEGY

2017



# OVERVIEW

The Nxt Foundation Marketing Strategy document is distributed to the community with the intention of communicating the overall marketing strategy of the Nxt Foundation for 2017. The document is **not** to be taken as a mandate for the rest of the community to follow when promoting Nxt but rather to serve as a guide should members of the community wish to keep their efforts in sync with that of the Foundation. Additionally, this should not be taken as an exhaustive marketing plan for the Foundation. Modifications of the document may happen through the course of the year whenever it is deemed necessary. Whenever an update is made, a new version will be published on [NxtFoundation.io](http://NxtFoundation.io) with all previous versions publicly available for review. Also, an explanation to the change from the previous version will be provided on this page for easy reference.

# ABOUT THE NXT FOUNDATION

The Nxt Foundation was created in mid-2014 to be a contact point for businesses and organizations and to link them with the decentralized open source community of Nxt. In early 2015, it was formally registered and incorporated as a non-profit business in the Netherlands with the goal of promoting the use of Nxt technology. With that definition, Ardor falls into the responsibility of the Nxt Foundation as well.

Unlike other recently-started platforms, Nxt did not raise a lot of funds when it launched in 2013 since the reason for an ICO was primarily for distribution. The grand total was around 21 BTC contributed by 72 stakeholders. Because of that, a lot of the work done by the wider community is done voluntarily or by bounties set up by other community members. However, seeing the need to have operational funds, a one-time fundraising by the Foundation was held in November 2015 called the Tennessee Project, named after the Volunteer State, with the goal of raising 10 million NXT, approximately USD 70 000 at the time, from donations. In two weeks, the amount intended to be used for a year was raised. While the funds have extended well-past the intended use time, partially due to the distribution of ARDR and the increase in the price of NXT during the snapshot period, other funding methods are currently being explored for long-term sustainability.

While the Foundation still operates primarily in a business-to-business (B2B) capacity, it has since taken on some additional tasks such as community building and support, marketing, public relations, and education. However, assistance and participation from the community is still needed in order for Nxt and Ardor to truly flourish, hence the distribution of this document.

# PROMOTING TECHNOLOGY

Wherever possible, the promotion of Nxt and Ardor should be done without any mention of the price of NXT, ARDR, or any token on the platform. This is because the focus should be on the technology that both platforms bring and to encourage their use, whether to use the features on the public blockchain or to use a private version of the platform. While there are indirect benefits to the price levels when the technology is used more, this should not be the primary goal when doing marketing.

## ARDOR AND NXT

It is important to promote both blockchain platforms wherever possible. In cases where one must be promoted without the other, no negative statements about the other should be used or implied. Instead, clear language should be used and interpretation be left up to the readers or listeners. For example, when promoting Nxt and desiring to leverage its security when asked about whether Nxt will still be used after the launch of Ardor, one should not attempt to bring down Ardor by saying that it isn't tested. Instead, one should just directly state that Nxt has existed for 3 years and that this may be desirable for some projects.

# CONTENT AND EDUCATION

As shown by the increased attention to [Nxt](#) and [Ardor](#) after an FAQ was posted on the [Nxt](#) and [Ardor](#) subreddits, having clear information is very important. Given the social nature of the cryptocurrency space, misinterpreted or outright wrong information can spread around very quickly. The possibility of people in the wider crypto community intentionally spreading false information makes having the right information easily accessible even more important.

In order to address these issues, the Foundation will strive to have important information available in three primary formats:

- 1) **In-Depth** – detailed information meant for those with a high level of interest in the topic
- 2) **Graphic** – informational graphics that helps the respective intended audience easily visualize the topic covered through images or videos
- 3) **Referential** – information quickly communicated in short statements based on frequently asked questions and concerns

With these three, it is the Foundation's goal to not only have the information available to the current community but also to make the technology easier to understand by those outside of it, even if they end up not being interested in learning more. When information is easily referenced and easy to understand, even those who are not regularly part of the community are thus able to answer questions about [Nxt](#) and [Ardor](#) to those interested or direct those users to the right places. Additionally, the Foundation plans to work with content creators within the community who have already created guides or are doing so in order to keep the message uniformed.

# COMMUNITY SUPPORT

As open source decentralized projects, Nxt and Ardor can only thrive when there is a community behind them. The Foundation will thus dedicate the necessary resources to support the existing community as well as to make it easier for new members to join the community. This includes continuing to properly moderate the various channels where the community congregates, spending time communicating with the community, and giving the necessary support to projects, though within the limitations of the Foundation, especially when these projects involve the creation and maintenance of tools that the community uses.

Another important area to consider is the broader community that does not actively participate within the channels specific to Nxt and Ardor, such as general crypto communities and blockchain-focused groups. The Foundation will do what it can to support these communities, especially those that ask for people to join its community due to the questions about Nxt and Ardor. However, the Foundation will make certain not to overtly promote Nxt and Ardor on these channels as it is against spamming. Instead, we will, when available, actively engage with these communities, even if the discussions do not deal with Nxt and Ardor, to learn more about the other platforms and the atmosphere in the wider crypto community, and will encourage our community to do the same.

# EVENTS

The Nxt Foundation will put a stronger emphasis on attending events, whether as a speaker, as an exhibitor, or as a general attendee, in order to increase the exposure of Nxt and Ardor as well as to network with others in the blockchain industry. Additionally, support will be provided to community members who wish to attend these events. While financial assistance may not necessarily be provided, other forms of assistance, such as providing materials to distribute or assisting with preparations for presentations.

# THOUGHT LEADERSHIP

To build the brand of the Nxt Foundation as thought leaders in blockchain technology, time and effort will be further allocated to improving this perception. This includes tasks such as writing blog posts, speaking with the press, and engaging with others in blockchain, such as through Hyperledger, of which the Nxt Foundation is an Associate Member. Additionally, while it is beneficial to talk about Nxt and Ardor where possible, there are still benefits to building this brand from contributing to discussions about blockchain technology without necessarily mentioning Nxt and Ardor, usually due to the topic at hand or publisher restrictions. However, proper citation will be required to warrant the allocation of resources for these conditions.

# B2B FOCUS AND POLICY

While the Foundation has started taking on some responsibilities that were not initially part of its initial purpose of being a contact point for businesses interested in using Nxt or Ardor, the purpose of being such will continue to remain the primary role of the Foundation. Therefore, added priority for resource allocation will be given to tasks related to this role. The Foundation will also continue to enforce its policy of not disclosing any ongoing discussions until they are finalized and disclosure is approved by the party or parties with which discussions are being conducted. This is due to Non-Disclosure Agreements as well as to avoid the negative effects to all parties involved should any pending agreements be cancelled.

Though support and other extra services may be provided by the Foundation, no endorsements will be given to maintain neutrality with all 3<sup>rd</sup> party projects that use Nxt or Ardor, even in cases when a member of the Foundation is involved with these projects. Proper boundaries will also be placed when extra services are provided to ensure this neutrality.

# AN OPEN LETTER

A lot of things have changed since the launch of Nxt in late 2013. One of those that stood out to me when I came back in mid-2016 after a 2-year hiatus was how less decentralized things were becoming, which has its pros and cons. I remember sending a tweet to what is now considered as the official Twitter account back in the early days and being told that there's no such thing as an official account since Nxt was a decentralized platform. Just as BCNext thought, things can't be completely decentralized, though whether Nxt found the level after which a society can't function as a whole or not is arguable. In any case, some centralization has occurred, both with the Foundation or with Jelurida, the corporation created by the core development team. The creation of both has led to some mixed reactions. For some, it was enough to leave Nxt or solidify their interest in the platform. However, Nxt is still largely decentralized. The Nxt and, soon, Ardor blockchains can be used without permission from either of the two and will never need it. Network consensus is also untouched, which is another reason why the ARDR distribution was 1:1. On the extreme end, even if the Foundation and Jelurida were to disappear instantaneously, the code would still be available and the current version would still be running. Remaining users could create a Foundation of their own as well. It probably won't be easy to do, but it would be possible.

As a lot of those in the community know, Nxt didn't have the same start that other platforms have, with only 21 BTC raised in 2013, all of which were long gone by the time the Nxt Foundation or Jelurida came into existence. Also, a number of early projects were either voluntary or funded through bounties by the early members of the community. Aside from core development tasks, everything else was organized in a decentralized manner, whether it was

creating tools for community members or creating committees to fill various necessary roles. This is still being done today, though to a lesser degree, due to the various initiatives and 3<sup>rd</sup> party projects on Nxt and those planned for Ardor. Even a large factor of the Foundation being able to fulfill its role within its first official year even came in the form of donations from community members through the Tennessee Fundraising with nothing but work promised in return. In a lot of ways, the beginnings of Nxt, coupled with an anonymous and now non-existent founder, matches that with Bitcoin's. While further funding options are being explored by both parties, whether they be internally or externally, it is clear that the reason why Nxt has lasted so long is because of the cooperation of the wider community behind it, not just the Foundation and not just the core developers. It will also continue to be the key for Nxt and Ardor to go into the future.

While BCNext's Plan focused mostly on the decentralization aspects of network consensus, I think that this following quote can apply at a community-level as well.

Without cooperation, Nxt becomes weak and can be easily attacked. It's like a system in unstable equilibrium. If people stop caring about cooperation, Nxt will fail very quickly.

Thank you for reading my letter and thank you for being part of the community. If you have any questions or comments, good or bad, please feel free to contact me directly through Slack, Nxtforum, Reddit, or email. I look forward to working with you as Nxt and Ardor move forward.

**Travin Keith**  
Board Member  
[travin@nxtfoundation.io](mailto:travin@nxtfoundation.io)  
  
NXT FOUNDATION