LYDIAN LABS

ADVISORY . TECH . MARKETING

Introduction

Anything but Nascent.

Don’t judge us by our words.
Judge us by our results.

Veterans of Variety,

The agency combines the expertise of veterans of various industries with an extensive network that stretches across the APAC region. Founded by a team that boasts a portfolio that lists name like Riot Games, Tencent, BiliBili, Pepsi, and more; Lydian Labs possesses a team that can take (and has taken) projects to stratospheric heights.

From Zero to Hero.

Over the years, the team has delivered priceless marketing value for their clients, having helped build everything from go-to-market strategies to developing IPs that are household names today. While many agencies seek to build for their clients, Lydian Labs seeks to build with them instead. The team is committed to deliver long term value for all stakeholders, and to curate brands that will outlast a generation.

01
02
03
04
05
06
07

Vision Statement

Why we do, what we do.

Lydian Labs envisions a world where commerce can flow freely between the digital and the physical worlds. One where separation is a myth, and the integration of fiat and crypto is as seamless as passing cash from one hand to the other.

01
02
03
04
05
06
07

Mission Statement

Our plan for Domination.

To realize a world where commerce is accessible, we intend to revolutionize the work of outsourcing and HR by building a groundbreaking platform for management. But before building that, we will first create the foremost full-suite agency in the Web3 space by becoming the go-to name for all things Web3.

01
02
03
04
05
06
07

Our Team

Powered by People.

Meet the team.

Powered by passion and driven by results. Meet the team that will champion your roadmaps to the finish line.

01
02
03
04
05
06
07

Our Team

CORE

Adrian Sim — CEO

Active since 2017 across the ICO days. Adrian has advised and co-founded multiple successful projects in the web3 market.

Has successfully built multiple businesses from the ground and scaling them into raking in revenues of more than USD10m. A visionary and a master at building people and businesses.

Dr. Ian Tan — COO

A medical doctor that ventured into the world of esports, gaming and cryptocurrency.

With experience of running an award winning esports marketing agency, Ian looks to ply his trade in the world of blockchain to provide a full service suite to enhance the clients' needs.

Noelle Lee — CRO

Noelle assisted over 500 cryptocurrency newcomers to get started on their investment journey via her own community called Crypto3Com. She has also aggregated partnerships between games, guilds and esport teams for different projects.

She holds an LL.B Law degree as well as a Certificate of Legal Practice and a Master of Business Administration.

01
02
03
04
05
06
07

Our Team

CORE

Max S. — CTO

An offensive security specialist with the experience of working with large financial institutions. With his knowledge in cybersecurity, transitioning into Web3 is a no-brainer.

Since then, Max has successfully integrated and built multiple blockchain based projects with security as the main aim.

Randy L. — VP of Design

Entrepreneur, visual artist and a curious copywriter. Educated as an academist, Randy's background in the sciences set a foundation for a systemic, process driven approach for taking on creative projects and business ventures. With over 2 decades of creative and agency experience, Randy is a strong believe in the finesse of good communication. And that equally as important, great design should be transparent not obvious.

01
02
03
04
05
06
07

Our Team

SUPPORTING

KC

Advisor

Amanda Tong

Account Manager

Jeremy Ng

BD Manager

Cartix

BD Manager

Qian Lee

Project Manager

Daniel Lim

Project Manager

Jayden Wong

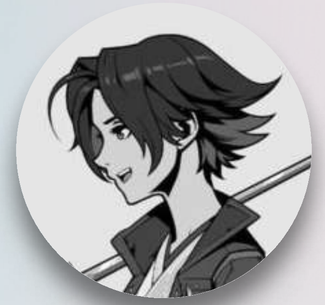
Project Manager

Susan Koo

Graphic Designer

Goldchau

KOL Manager



Brainaxe

KOL Manager

01
02
03
04
05
06
07

Portfolio

Plutope

0xlympics

BingX

oobit

EDNS. Domains

W3GG

BLOCKCHAIN SPACE

LeapFi

01
02
03
04
05
06
07

Results Driven. Impact Focused.

What we've done for others.

Hooked Protocol Token Sale on Binance Launchpad

Marketing

01

02

03

04

05

06

07

Strategized and executed a turnkey solution for marketing activation in the APAC region within 72-hours. Thus delivering over 15,000 unique discord members into their server, all channelled via Lydian Labs' expansive network of partners.

Cardano Nodes for Staking.

Technology

01
02
03
04
05
06
07

Built Cardano nodes for staking with a total of 25M ADA staked at its peak. This includes staking & fund management for multiple stakeholders.

Portfolio

OOBIT

Oobit

Advisory

Marketing

Lydian Labs has been central to Oobit's remarkable brand trajectory within the APAC region. Employing a sophisticated mix of precise community management and innovative marketing efforts, we've supercharged Oobit's APAC user base, and are refining our strategies to further enhance the brand's narrative and market presence.

01
02
03
04
05
06
07

Rebuilding the brand for W3GG

Marketing

Lydian Labs proudly executed a transformative rebranding for YGGSEA, metamorphosing it into its well-known brand today, W3GG. Our pivotal role encompassed strategic PR, innovative logo design, and brand development, solidifying W3GG's leadership stance in the global Web3 space.

01

02

03

04

05

06

07

Portfolio

BLOCKCHAIN SPACE

Blockchain Space

Advisory

Marketing

Lydian Labs spearheaded Blockchain Space's global PR strategy, substantially enhancing the brand activation of their product — YEY. By incorporating a holistic approach within the meticulously designed PR campaign, we galvanized community engagement, nurturing discourse and fostering enhanced trajectories for Blockchain Space's visionary pursuits and YEY's momentum.

01
02
03
04
05
06
07

FTX Galaxie Cup 2021 - Axie Infinity Esports Tournament

- Advisory
- Technology
- Marketing

Played a pivotal role in ideating, strategising and executing the Galaxie Cup 2021 Axie Infinity Esports tournament that got engaged more than 100,000 viewers and users alike. Broadcasted in 4 languages concurrently.

01
02
03
04
05
06
07

The Lydian Advantage

Gearing up for war.

Malaysia

Thailand

Vietnam

Cambodia

Brunei

Phillipines

Indonesia

Japan

Taiwan

Having been in the Web3 community since the very early days of De-Fi; Lydian Labs has since forged strong relations with key players across the APAC region. Collectively, these partners boast a combined audience of over 10 million followers.

At the same time, service partners range from top-line audit providers like Certik to key players in the field of GameFi like Hooga Gaming. This is largely thanks to Lydian Labs' exclusive access to networking opportunities across the region, many of which are closed-door sessions that we provide exclusively for our top clients.

01

02

03

04

05

06

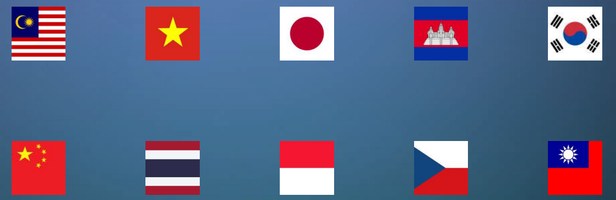
07

Advantage

APAC FOOTPRINT

Our APAC Footprint

14,900,000 and growing



China	Thailand	Indonesia	Malaysia	Vietnam	Philippines	Taiwan	Japan	Cambodia	South Korea
3,500,000	2,300,000	2,100,000	2,000,000	1,900,000	1,200,000	1,000,000	300,000	300,000	300,000

01 02 03 04 05 06 07

Our Experiences

腾讯游戏 Tencent Games

bilibili

IVS CRYPTO

CARDANO

DERBY STARS

ETHTaipei

OMEN by hp

Coinstore.com

polygon

RIOT GAMES

STAR SYMPHONY スター・シムフォニー

Tencent 腾讯

Touch 'n GO eWallet

VALVE

COINFEST ASIA

Key Strategic Partners

Let us be your interface.

Our clients are able to leverage our relationship with these partners, providing them unprecedented access to exclusive deals and accelerated services that would otherwise be inaccessible or costly.

Partners

CERTIK

CERTIK

Elevating blockchain security for the masses in Web3 to the next level.

Chainlink Labs

CHAINLINK LABS

Connects the world to blockchains—enabling developers, startups, and enterprises to build tangible use cases that unlock real value in Web3.

Chainalysis

CHAINALYSIS

Chainalysis offers cryptocurrency investigation and compliance solutions to global law enforcement agencies, regulators, and businesses.

rwc | richard wee chambers
ADVOCATES & SOLICITORS
MEDIATOR

RWC CHAMBERS

Providing personalised and uncompromising quality legal services.

01
02
03
04
05
06
07

Tech Partners

Bringing you the best. Efficiently & Timely.

Having the best development team is not enough. It's about having the RIGHT team. A well-oiled team that is able to deliver results on-time and on-budget. Partnered up with industry leaders in the own wake, culminating more than 20 years of experience between them, we bring you assurance that your needs will be addressed.

- **Smart Contract Development**
- **Blockchain Development**
- **dApp Development**
- **UI and UX Design**
- **Backend Solutions**
- **Game Production**
- **Web3 Integrations**

Partners

TECHNOLOGY

WITO TECHNOLOGY

xhinobi STUDIO

01
02
03
04
05
06
07

Official TikTok Channel Partners

Advertising to the masses on the most viral platform

We are the official channel partner of TikTok providing you with hyper targeted ads for your performance marketing needs.

Media & Content Partners

Tell us what you need, we'll make it happen.

Lydian Labs is partnered with a plethora of experienced media and content partners across the APAC region. Spanning from Vietnam to Japan, we are able to offer our clients a truly comprehensive and integrated approach to their marketing campaigns. This is thanks to our partners who bring a wealth of experience and expertise in all forms of media and content creation throughout the Web2 and Web3 space. By leveraging these partnerships, we are able to offer our clients a one-stop shop for all of their marketing needs.

CISION PR Newswire

BLOCKTEMPO 由社群而生的區塊鏈媒體

BitcoinAddict THAILAND

Partners

MEDIA & CONTENT PARTNERS

In addition to the added capabilities that our media and content partners bring to the table, we are also able to offer our clients access to a wider range of audiences. With a presence in multiple countries across the APAC region, we are able to tailor marketing campaigns to specific cultural and linguistic markets. This allows our clients to effectively reach and engage with their target customers in a meaningful way. We are confident that these partnerships will allow us to provide even greater value to our clients as they look to expand their reach and drive business growth.

01
02
03
04
05
06
07

Community Partners

Highly engaged, localized, targeted communities.

Partners

COMMUNITY PARTNERS

Together, our community partners constitute a combined audience of over 5 million eyeballs. In fact, these aren't typical low-engagement audiences, but rather actual organic followers who are each loyal subscribers of the influencers managed by our community partners.

With such a dedicated audience, this diverse group of organizations and influencers possess the ability to bring actual convertible sales and engagement for our clients, not just fluffed up reach.

We believe that these partnerships are an invaluable asset for our clients looking to make a splash in the APAC region.

01
02
03
04
05
06
07

Our Services, Everything Web3.

01

02

03

04

05

06

07

Advisory

Helping you navigate the complexities of the Web3 world.

01

02

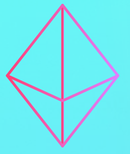
03

04

05

06

07



Whitepaper, Tokenomics and Roadmap Design

A good whitepaper makes the ultimate first impression of your project. Let us craft your narrative while you focus on building.

Corporate Governance Advisory

We guide businesses through Web3 governance and regulations, focusing on board dynamics, stakeholder communication, and risk mitigation to ensure compliance and sustainable growth.

Legal Navigation

Advisory on navigating the strange waters of the legality of the Web3 world, ranging from non-disclosure, service agreement, Partnership Agreement, SAFT agreement to a full suite trademark search and registration process.

Technology

Building infrastructure for the future of Web3.

01

02

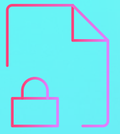
03

04

05

06

07



Smart Contracts

Our team of developers are ready to build across the various programming languages available in the Web3 world.

Security Consultancy

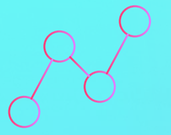
With the amount of exploits these days, security is paramount to all Web3 projects. Our unique partnership with Certik alongside with our team of cybersecurity experts will ensure you are best covered.

dApp & Game Development

Catapulting the gaming universe into a decentralized frontier, offering unmatched security and fostering a vibrant ecosystem where players have real ownership of their digital assets — crafting tomorrow's gaming experiences, today.

Marketing

Building the stories and designs that bring Web3 to life.



Content and Branding

Brand development, CI creation, ideation and design. Digital asset and platform development, mapping out essential UI/UX infrastructure. Content creation built specifically for social.

Community Growth Hacking & Management

We supercharge community involvement through growth hacking and community management to help brands build loyal, engaged audiences for future audiences.

Online & Offline activations

Brand activations online & offline within the APAC region to create touchpoints with users and customers, which includes high quality broadcasting and engaging AMAs

01

02

03

04

05

06

07

Ad Hoc

For everything else, we have an army.

Across this suite of services, there is literal an army of freelancers ready to be engaged at a moment's notice.

In essence, we provide a de-facto decentralized workforce for our clients that can be utilized to suit their needs at anytime, anywhere, for anything.

600+
Active Freelancers

50+
Sub-category of Services

Localisation

Strategized pathways for effortless global outreach. Venture into diverse markets fortified by our tailored localisation suite. From linguistic nuances, cultural adaptations, to market-specific strategies, we ensure your brand resonates universally, yet speaks locally.

Public Relations and Marketing Support

Providing marketing support ranging from social media integrations to PR write ups and dissemination. Marketing strategy plays a big role in the success of a Web3 project.

- KOL Marketing
- PR Distribution
- Community Shilling

LYDIAN LABS

Thank you.

ADVISORY . TECH . MARKETING

LYDIAN
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