



THE
EDGE OF
CO

THE EDGE OF COMPANY: ACCELERATING YOUR BUSINESS INTO THE FUTURE

We find ourselves in 2025, with an unprecedented opportunity to shape the future



Founded in Mar 2021



Global Ecosystem

1000+ leading creators, founders & tech partners



Origin

From The Edge of Show (#52 of 800K tech podcasts) → now an omni-channel show in 87+ countries



Expansion

Live events worldwide from NFTLA (Mar 2022) → Outer Edge LA, Outer Edge Riyadh & FOMGL Washington D.C.

To-Date, We've Achieved Material Results
In Both Bull And Bear Markets

250+
Paying Clients

Shared True Thought Leadership
& Alpha on All Things Web3

300+

Media Content Pieces About Us

Impactful Content, Across
Top Global Media Outlets

30M+
Views Across Channels

Delivering Cross-Channel
Reach With Ongoing Frequency

8M+
Twitter Impressions

Making a Twitter Impact: Igniting
Conversation, Reaching Millions

250K+
Community

Unstoppable Community:
A Solid Thriving Momentum

3K+

Backlinks to Our Domains & Channels

Strong SEO and Search Authority
To Support Our Partners

OUR ECOSYSTEM

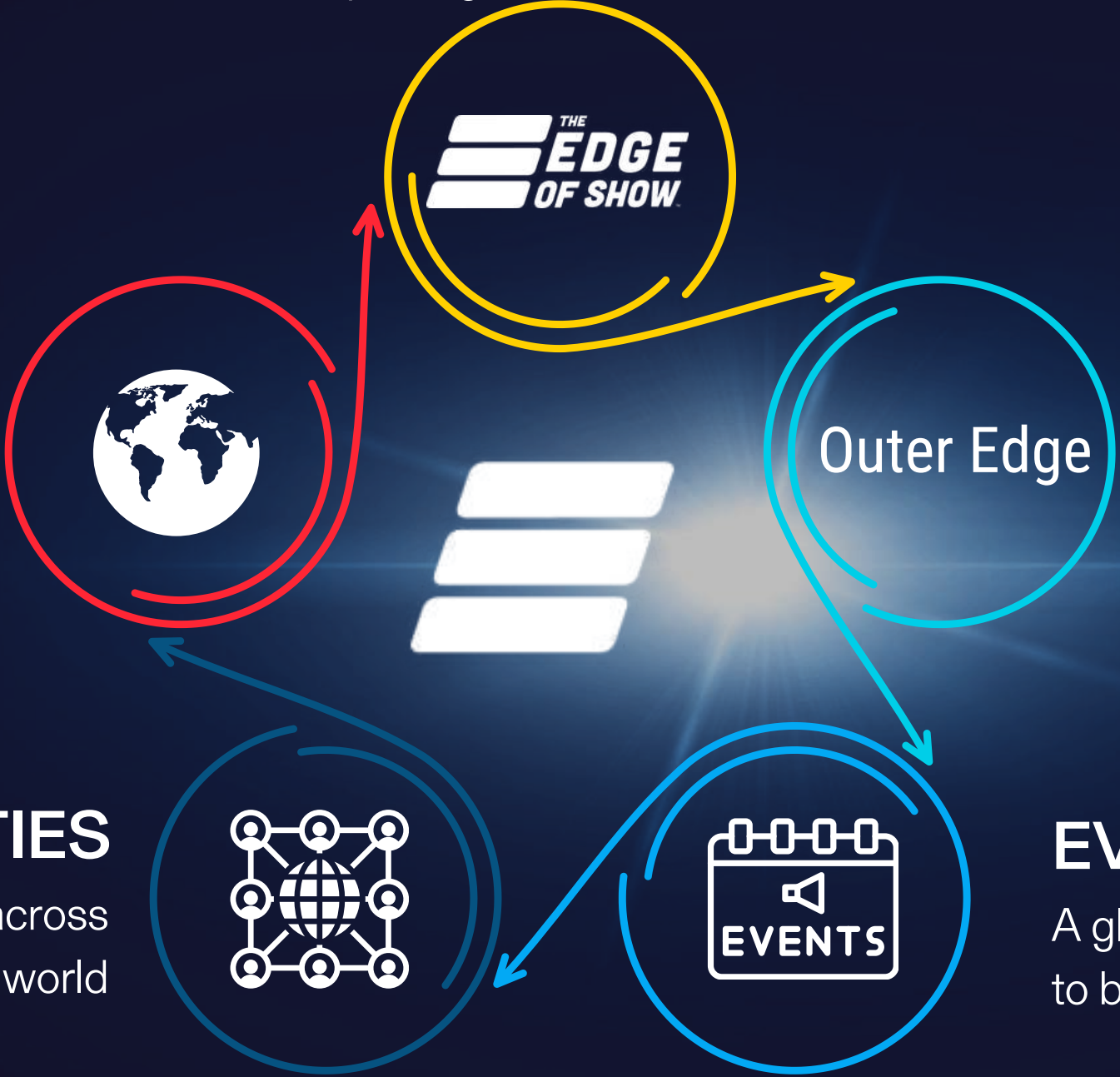
THE EDGE OF SHOW

Our leading **podcast**, downloadable in over 60+ countries, exploring the future of Web3.



GLOBAL EVENTS

Year-round localized panels
IRL live podcast episodes
and exclusive community events,
designed to elevate your mind and your network.



OUTER EDGE

Our flagship events in LA and Riyadh. One to four-day mega-conferences celebrating all aspects of futuristic technology.

DIGITAL COMMUNITIES

We help to cross pollinate communities across the world

EVENTS

A global series of handcrafted events designed to build into the future.



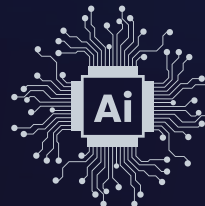
Web3



Gaming



Sports &
Entertainment



AI



Bitcoin
Ecosystem



RWAs



Layer
1 & 2 & 3



Metaverse



Social Impact



Decentralized
Social

OUR PARTNERS & COMMUNITY

Expanding globally, we're cultivating a community of enthusiastic listeners and fans. Our ecosystem fosters innovation and action, connecting through channels like YouTube and Twitter. We engage our audience and sponsors, inviting collaboration to shape the future together.

Sponsors & Partners



Leaders and innovators we've worked with

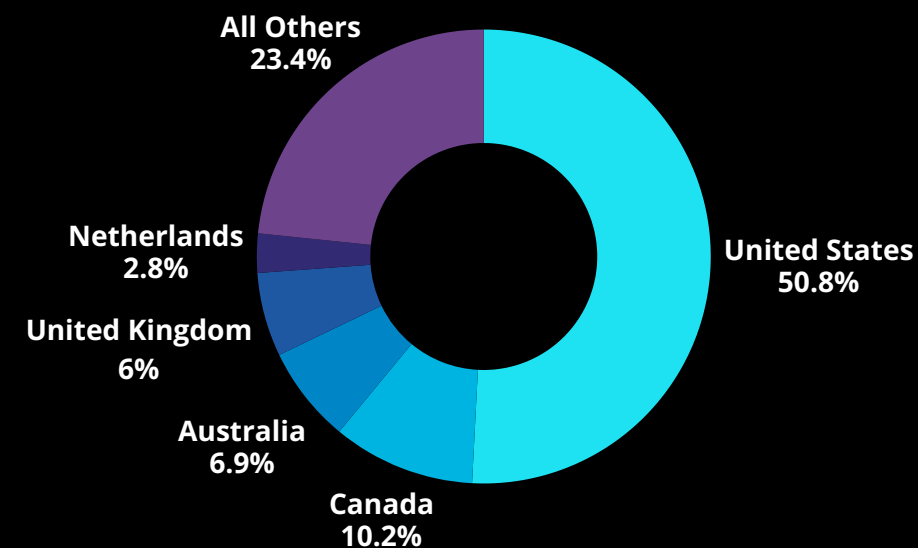




The Edge Of Show is the definitive platform exploring web3, blockchain, NFTs, and DeFi. It's 400+ episodes, featuring 300+ world-class guests, and reaching 250,000+ listeners.

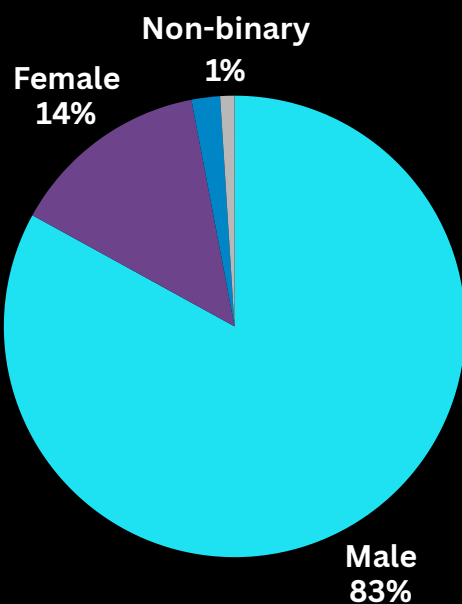
With weekly hot topics and cutting-edge insights, we dive deep into the nuts and bolts of blockchain innovation, exploring how digital technologies are revolutionizing interactions across industries.

LISTENERS FROM ALL OVER THE WORLD

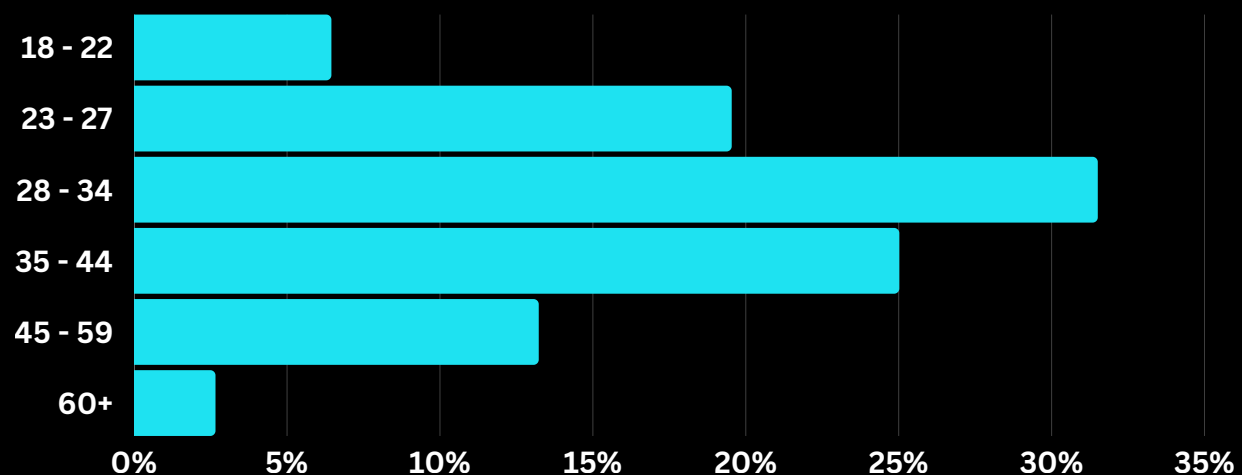


slings REACHES 3 MILLION US HOMES
TELEVISION
EDGE OF IS BROADCASTED DAILY AT 5PM, 9AM & 2AM
REACHING ~500K MONTHLY VIEWS

GENDER



AGE OF LISTENERS



Goodpods Highlights

#29 in the Top 100 Investing chart
#54 in the Top 100 Technology chart



Spotify® Highlights

- Top 5% most shared podcast globally
- Top 5% most followed podcast
- Listened to in over 87 countries
- Listeners scored us 4.8 out of 5
- Followers are up 131% YoY
- Listeners are up 28% YoY

DON'T MISS OUT BI-WEEKLY EDGE NEWSLETTER

(Bi-weekly on Fridays)

The Edge of Weekly newsletter, delivered every other Friday, connects with over 26,000 Web3-savvy subscribers, including investors, builders, dreamers, and experts. With a solid 25-30% open rate and up to 5% click-through, it offers exclusive updates on giveaways, Web3 innovations, and sponsor features—ranging from events to ecosystem leaders.



**26.4K
SUBS**

Strategically placed content in the newsletter garners significant engagement from subscribers.

26.4 K SUBSCRIBERS

EDGE_{OF} WEEKLY

30% OPEN RATE

JOIN THE EDGE OF WEEKLY

SOCIAL STATS



The Edge of Show

30K

Streams

400K+

Podcast Downloads

100+

Positive Reviews

\$250k

Contest Giveaways



The Edge of Show &
OUTER EDGE TWITTER

5M+

Tweet Impressions

40K

Twitter Followers

22K

Profile Mentions

1K

Twitter Space Audience



YOUTUBE

8M+

YouTube Views

131K

YouTube Subscribers

50M

YouTube Impressions

84.2K

YouTube Watch Time

WE PRODUCE MAJOR EVENTS GLOBALLY

Outer Edge | LA launched in March 2023 and instantly became one of the most talked-about Web3 festivals, an immersive showcase of everything cutting-edge in blockchain, crypto, DeFi, NFTs, and emerging tech. In April 2024, we took the momentum global with Outer Edge | Riyadh, making history with the Kingdom’s largest blockchain event. Most recently, our team powered the Future of Money, Governance & the Law Summit in Washington, D.C., uniting innovators and U.S. policymakers for high-impact conversations on the future of digital assets and technology.

119

Countries Reached

250+

Community Offsite Events

200+

Top Mainstream & Crypto Media

30+

Performances

520+

Community Artists

∞

Inspiration & Connections

[View Website](#)



Supporters & Presenters



GLOBAL EVENTS & ACTIVATIONS

Flagship events + ecosystem collaborations across Web3's most important gatherings:

Outer Edge | LA
formerly **NFT|LA**

Our flagship event in Los Angeles bridging creators, technologists & investors.

OUTER EDGE
RIYADH

Web3's first major conference in Saudi Arabia – a collaboration with Animoca Brands.

 **ETHDENVER**

Community-powered blockchain week with 25,000+ attendees.

Korea Blockchain Week **KBW**

Asia's most important crypto summit with global builders & protocols.

TOKEN2049
SINGAPORE

Leading crypto event in Asia where Web3 VCs and founders converge.

 **consensus**[®]
by  **coindesk**[®]

Featured podcast guest appearances & brand collabs with CoinDesk ecosystem.

A TO Z (START TO FINISH) EVENT PRODUCTION FOR SIDE EVENTS AROUND MAJOR CONFERENCES

Tapping into our network of over 60K tech leaders we also do in-person media partnerships, studio audience podcasting, and side event co-hosting for major gatherings in emerging tech.

- ◆ Content Creation
- ◆ Media Partnership
- ◆ Host / Co-Host
- ◆ Curate Speakers
- ◆ Live Podcast Event
- ◆ Roadshow Support

Types of large and bespoke events we can host, co-host or support as a media partner:

- Multi-Day Conferences
- After Hours
- Networking
- Hackathons
- Symposiums
- Pitch Competitions
- Live Podcasts
- Private VIP Parties
- Casual Half-Day Event

Let's discuss custom opportunities for IRL amplification.



ADVISORY & CONSULTING

Services

- ◆ Strategic Introductions
- ◆ Events
- ◆ Business Development
- ◆ Partnership Match Making
- ◆ Sales
- ◆ Marketing
- ◆ Virtual & IRL Events
- ◆ Content Creation and Distribution
- ◆ Media Strategy
- ◆ Launch Strategy

Advisory in Action: How We Support Partners From Idea to Execution

We help brands, creators, and organizations navigate the Web3 landscape with clear strategy and execution.

Strategy: Define goals, positioning, and narrative, brand strategy, messaging deck

Partnerships: Identify and connect with strategic allies, partnership map, and outreach support

Growth: Develop strategies for long-term sustainable ecosystem building

Outcome:

A complete ecosystem approach - where strategy, storytelling, and execution work together to drive measurable impact across Web2 and Web3 audiences.

PREVIOUS CLIENTS



INVESTOR DINNERS WITH VERY HIGH-NET WORTH INVESTORS & FUNDS

Selectively we work with our partners to host investor dinners for high-value clients introducing them to tier IVCs & high-net worth individuals (primarily billionaires). Pricing and arrangements are customized per company on either an a-la-carte or bundled format.



35+ major events hosting 15k+ attendees



Combined ~200+ dinners w/20-50 investors per dinner hosted



Companies' combined experience includes >250 events hosting >15k participants and >7k High Value Investors!

NYC 🇺🇸

Los Angeles 🇺🇸

Miami 🇺🇸

Las Vegas 🇺🇸

Palm Beach, FL 🇺🇸

Toronto 🇨🇦

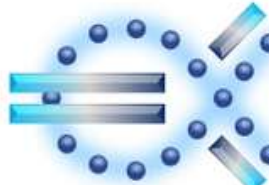
We can work
in any city
you choose



PAST PARTICIPATING COMPANIES

AMERICANREBEL
— America's Patriotic Brand —

ZEN
TECH

 **Actinium
Pharmaceuticals, Inc.**

 **ALPHATON
CAPITAL**
NASDAQ ATON

 **FIRST NORDIC
METALS**

WHAT WE CAN DO WITH YOU AT MAJOR EVENTS

ROADSHOW SPONSOR

Your brand featured across:

- 60-min podcast episode (multi-partner)
- B-roll during the conference
- "Powered by [YOUR COMPANY]" on all visuals
- Newsletter feature (pre + post-event)
- Social posts + retweets before, during & after
- Short-form clips for YouTube, Twitter & LinkedIn
- Contest promo (company provides \$500+ bounty)
- Broadcast across:
 - YouTube (134K subs)
 - Defiance Media (Sling TV: 2M homes)
 - Myco (10M homes)
 - Binance Live



[Check Out Our Case Studies](#)

SIDE EVENT COVERAGE

Everything in Roadshow Sponsor, plus:

- B-roll footage capturing your side event's highlights and behind-the-scenes moments
- 3-4 mini-interviews with your team, partners, devs, or guests on-site
- ~3 hours of on-the-ground filming
- 10-minute highlight reel + 1-minute social teaser
- Raw footage delivered for your own content use
- Bonus promotion via:
 - Short interview before the event (podcast or newsletter)
 - Custom recap video co-created with our team
 - Content amplified to our ecosystem of 250K+ across newsletter, YouTube, and social
- Optional: \$500-\$1,000 ad spend to boost reach on YouTube

PRICING

MEDIA PACKAGES

Limited Offers for Q1/Q2 2026



BOOST - \$3,000

Fast visibility during the holiday slowdown.

- Full 1h Show (YT + audio)
- 3 custom clips
- Newsletter feature (3,500+)
- 3 posts + 3 milestone RTs
- Optional holiday giveaway
- Priority scheduling

Discounted from a ~\$5,000 value

LAUNCH PACK - \$5,500

For teams preparing announcements or Q1/Q2 momentum.

- Full 1h Show
- X/Zora Live Space (30 mins)
- Newsletter takeover (35,000+)
- +3 additional clips
- 5 posts + 5 RTs
- "Projects to Watch" placement

Discounted from a ~\$7,000 value

LAUNCHPAD - \$9,900

Premium package for major launches and fundraising pushes.

Content & Distribution

- Full 1h Show
- X/Zora Live Space (30 mins)
- Newsletter takeover + Newsletter Ad
- +5 premium clips
- 7 posts + 8 RTs
- Amplification in 3 Telegram groups
- Partner Page (6 months)

Value Additions

- 1 advisory call
- 4 partner/investor intros
- Fast-track release dates

Discounted from a ~\$15,000 value

FLASH DEAL (Mini-Show) \$2,500

Light entry package (Exclusive for 3 projects).

- 30-min Mini Show
- 1 clip
- Newsletter mention
- 1 post + RT
- Bigger CTA block

Discounted from a ~\$3,500 value

Limited slots available for Q1/Q2.

PODCAST – A LA CARTE ENHANCEMENTS

	
RATE	
NEWSLETTER FEATURE	\$500
NEWSLETTER FULL TAKEOVER	\$1.5K
AD IN NEWSLETTER (INCLUDES 2 ISSUES)	\$400
BLOG POST	\$500
INCLUSION ON PARTNER PAGE OF EDGE OF COMPANY / THE EDGE OF SHOW WEBSITE (1 YEAR)	\$1K
PRESS RELEASE (DISCLOSURE CIRCUIT)	\$1K
PRESS RELEASE (RELEASE CIRCUIT 250)	\$800
LIVE TWITTER SPACE INDIVIDUALLY	\$5K
LIVE TWITTER SPACE ADDED TO YOUTUBE/AUDIO SHOW	\$4K

PODCAST – AD READ (INCLUDES FREE NEWSLETTER AD)

	QTY.	 RATE
2 MONTH (SINGLE PROJECT / SINGLE AD)	2	\$3.5K
3 MONTHS (SINGLE PROJECT / SINGLE AD)*	4	\$5.25K
6 MONTHS (1 TO 2 PROJECTS / 1-3 AD VARIETY)	6	\$9.5K
12 MONTHS (1 TO 4 PROJECTS / 1-4 AD VARIETY)	12	\$12K

***ONLY 2 SPOTS LEFT!**

GLOBAL EVENTS / ROADSHOW



QTY.

RATE

ROADSHOW SPONSOR (US)

1

\$10K

ROADSHOW SPONSOR + SIDE EVENT (US)

1

\$15K

ROADSHOW SPONSOR (INTERNATIONAL)

1

\$15K

ROADSHOW SPONSOR + SIDE EVENT (INTERNATIONAL)

1

\$20K

GLOBAL SIDE EVENT

1

\$25K

CASE STUDIES

CASE STUDY 1 — GALA

Results & Impact

Total Reach: **2,134,714**

Youtube Views: **55,147**

Content Creation:

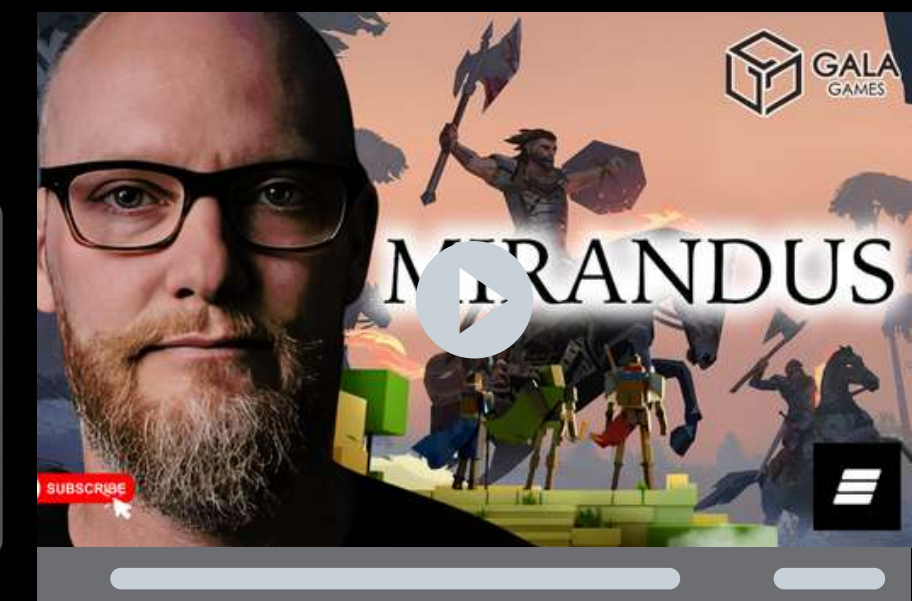
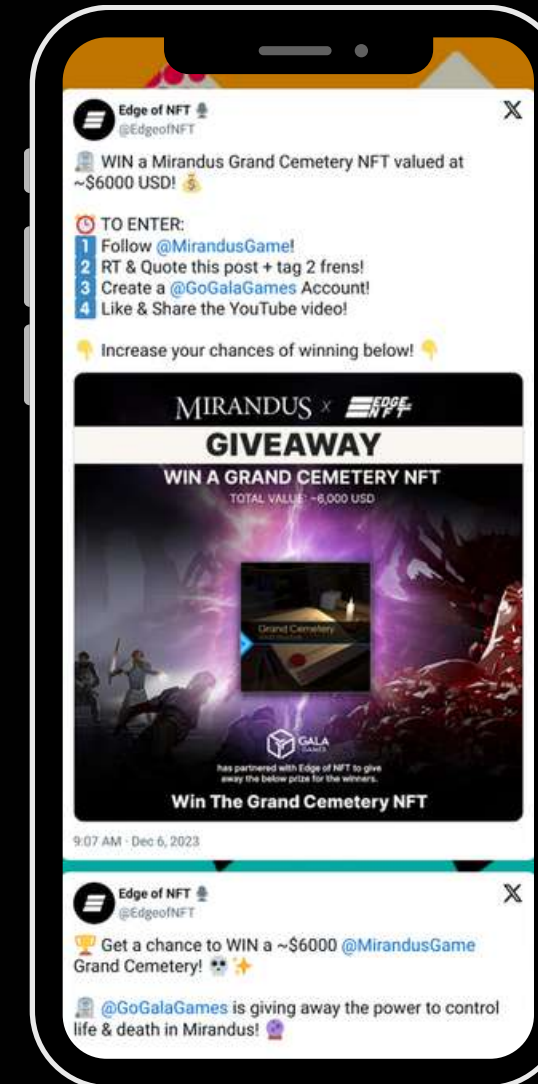
- Published **7** full-length videos
- Created **25** short videos
- Featured in **12+** newsletters
- Posted over **100** times on social media

Engagement:

- Significant push in social media engagement
- Expanded community with new active members

Brand Visibility:

- Enhanced brand visibility through consistent and strategic content dissemination



Giveaway Performance

Entries	Actions	Impressions
771	4647	1836

CASE STUDY 2 — ZUBER LAWLER

ZUBER LAWLER

Global Legal Solutions for Visionary Clients®

Partnership Objectives:

- Increase brand awareness
- Amplify key milestones and achievements
- Build and engage a diverse community

Duration:

12 months - start:

Outer Edge, The Edge of
Show & Edge of
Giveaway Newsletter

Features

38k+
Subscribers

38.4%

Average Open %

Results & Impact

• Content:

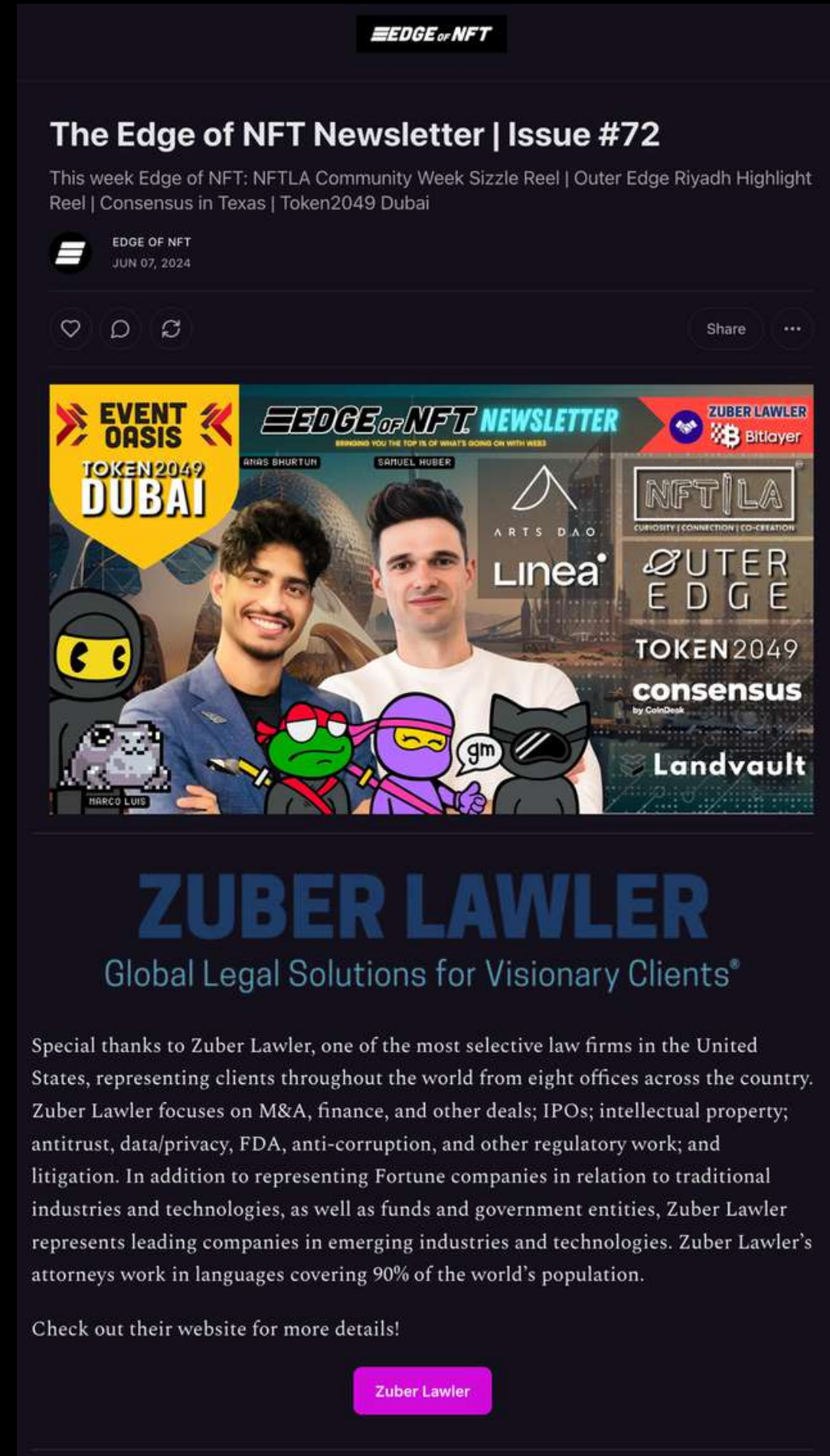
- Produced ad-rolls with calls to action to increase service awareness for the crypto community
- Featured Zuber Lawler in 12+ newsletter editions
- Educated the Web3 and blockchain community on legal matters through monthly newsletter features

• Engagement:

- Significant increase in social media engagement through retweets and quotes
- Enhanced presence at live events, leading to increased brand recognition

• Website Traffic:

- Increased traffic to Zuber Lawler's website through strategic partner inclusion and call to actions on our websites



CASE STUDY 3 — VEVE



Social Performance (Twitter)

Impressions	Engagements	Detail Expands
1052	125	27



Youtube (w/ AdSpend + Giveway support)

Views	Watch time (hours)	Subscribers
63.1K	566	+303



Giveaway Performance

Entries	Actions	Impressions
178	1278	1117



Edge of NFT @EdgeofNFT · Jul 9, 2022

In today's episode, Jay Ess & @domrodwell discuss bringing in #3D graphics #technology to the #metaverse space like never before.

The goal? @Ozonemetaverse is consumer-izing the space as we step into the future of #digital cyberspace.

Listen : bit.ly/3NQ4ncN



Ozone Metaverse

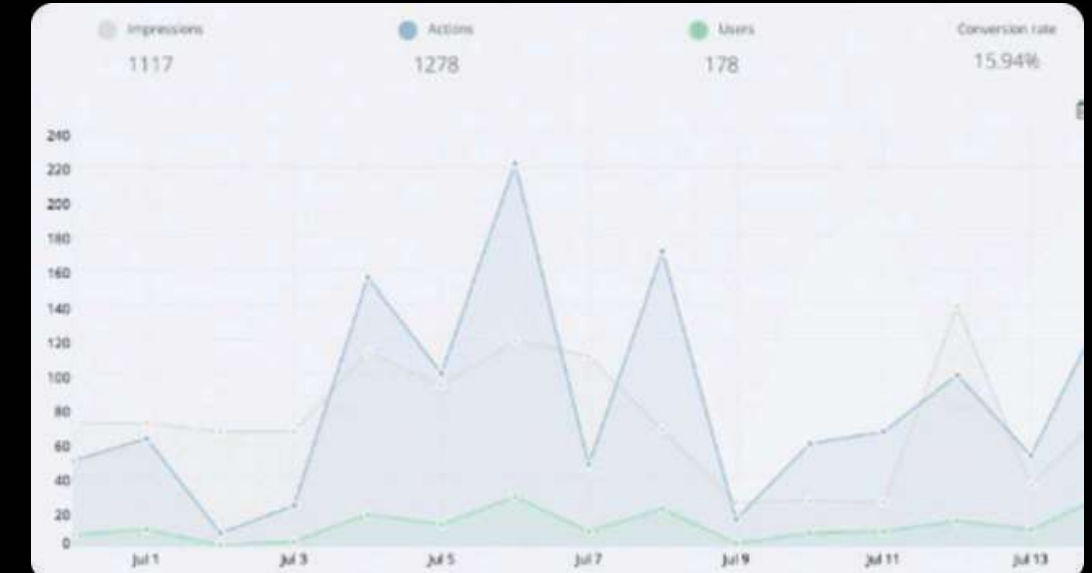
2

16

20

111

178



Are you ready for an incredible opportunity?

Ozone Metaverse is giving away **50 FREE land parcels** in DiStrikt Zero. Valued at \$1,000 \$USD each - just for their community!

Be one of the lucky 50 Giveaway winners and own a piece of the Ozone Metaverse!
Note: 10 out of 50 parcels of land will go specifically to Youtube participants.

Build with us!

Build land. Build experiences. Build communities. Build revenues. Ozone Is the only platform designed to power the internet-scale metaverse. Buy land in Ozone with the \$OZONE token and design the spaces and worlds you've always dreamed of!

ACCELERATION STARTS NOW.



Next Steps



Book a Chat



Send
Proposal



Contract



Start The Empowering,
Engaging, and Elevating Journey

THE
EDGE OF
CO.

→ outeredge@edgeof.xyz