

PLATFORM

DESIGN & COMMUNICATIONS SUPPORT



Design x Story



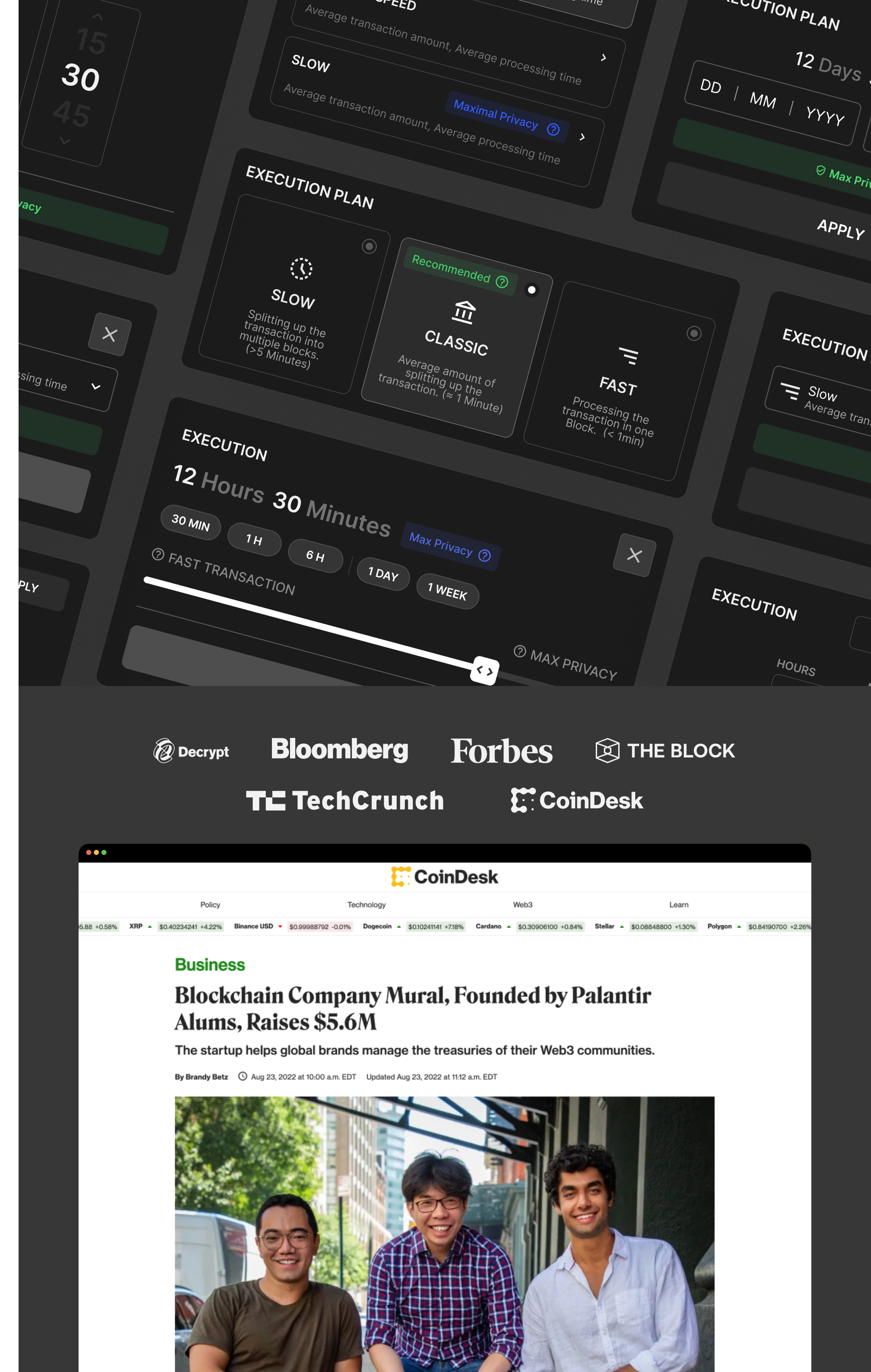
Lukas Kmoth
UX & UI / Brand / Website



CJ Huntzinger
Communications & Marketing

Introduction

The Galaxy Platform Team delivers hands-on Design, Communications, and Marketing support to help you grow from zero to one. By creating your visual and written identity, the Galaxy Platform Team works to help you build your brand, story, product, and website. The Platform Team ensures that when customers, investors, employees, and the press interact with your company the experience is clean, sharp, and compelling.



→ DESIGN SUPPORT



Lukas Kmoth

→ www.lukaskmoth.com

Lukas Kmoth leads Design on Galaxy’s Platform Team. Lukas closely collaborates with portfolio companies providing hands-on product design sprints and UX direction. His responsibilities include building complex design systems, conducting UX research, early-stage prototyping, and branding. He aims to set up portfolio companies for scale and bring them to the next level through design. He is passionate about creating easy access to crypto for everyone and improving the experience for new and seasoned users. Prior to Galaxy, he was the Design Lead of ThoughtLab, a west coast-based Design Agency that worked with multiple VCs including Atlantic Foodlabs in Berlin.

- Skolem
- Penumbra
- Uptop.xyz
- Google
- Gyroscope
- Veridise
- Hyperlane
- Passbase
- Alkimiya
- Hyperlane
- Atlantic Foodlabs
- CoinZoom
- Yuzu
- Scalyr
- Celestia
- Scalyr Technology

001



32

CSS Design Awards

002



4

FWA Awards

003



16

Awwwards.com

**Direct
Support**

/ Product Design

/ Web Design

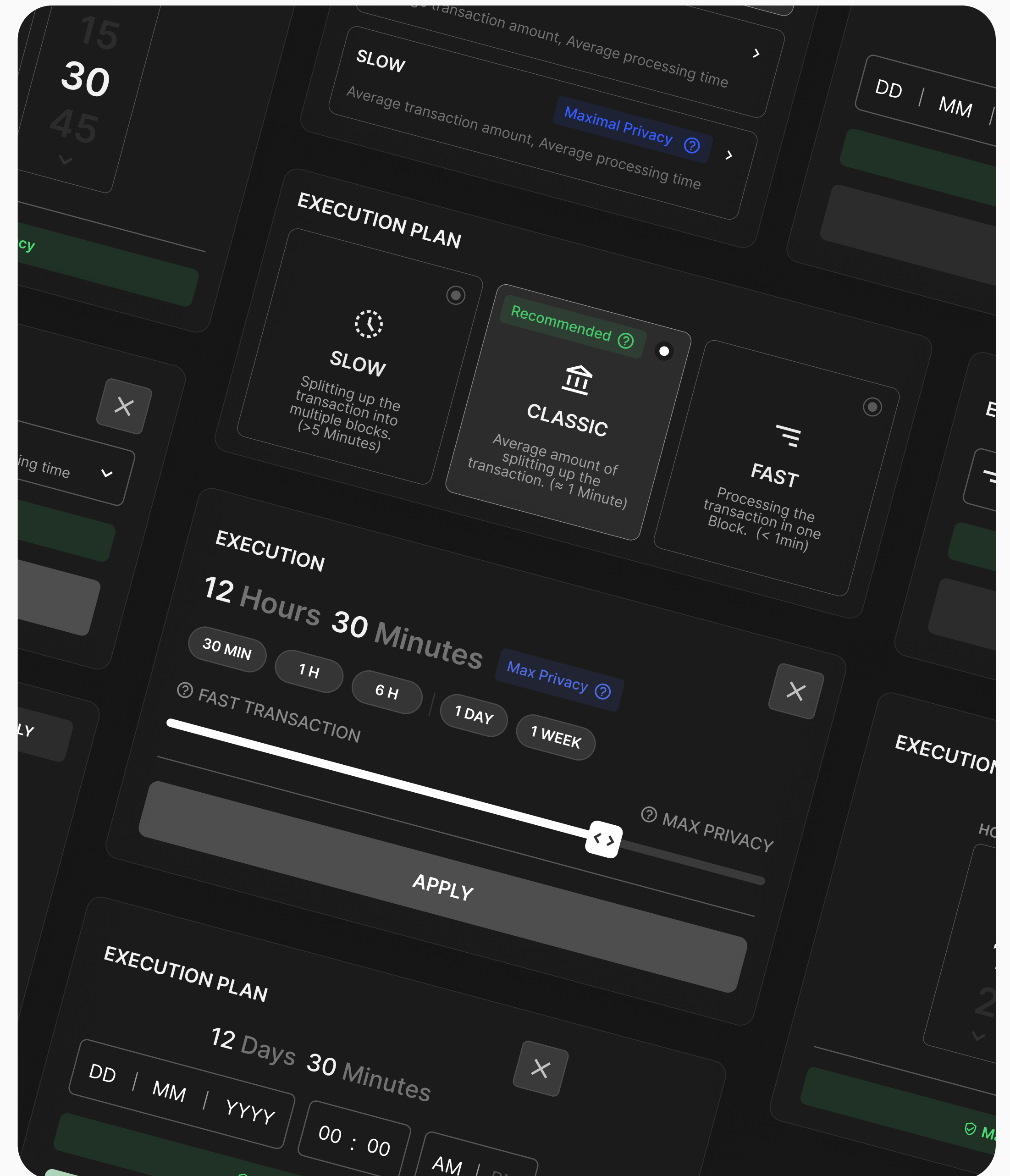
/ Company Branding

/ Research & User Experience



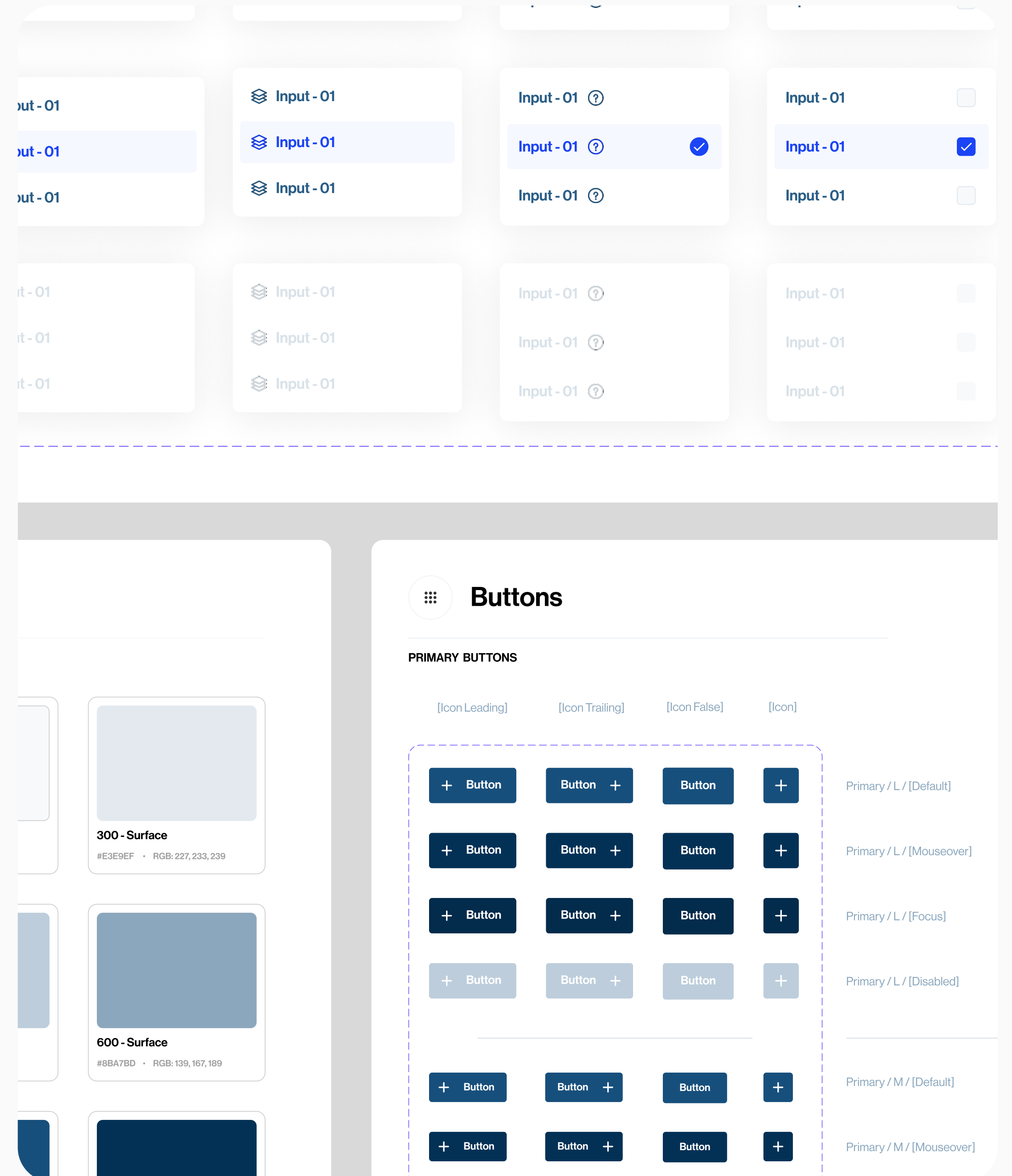
Product Design

From MVP to new feature launches - the platform team of ventures offers investment companies full support regarding user interface design. Every stage of a company can be served ranging from new MVPs to maintaining existing product designs and improving the overall look and feel. With crypto becoming more and more retail-focused a stellar product quality is getting crucial.



Component Libraries

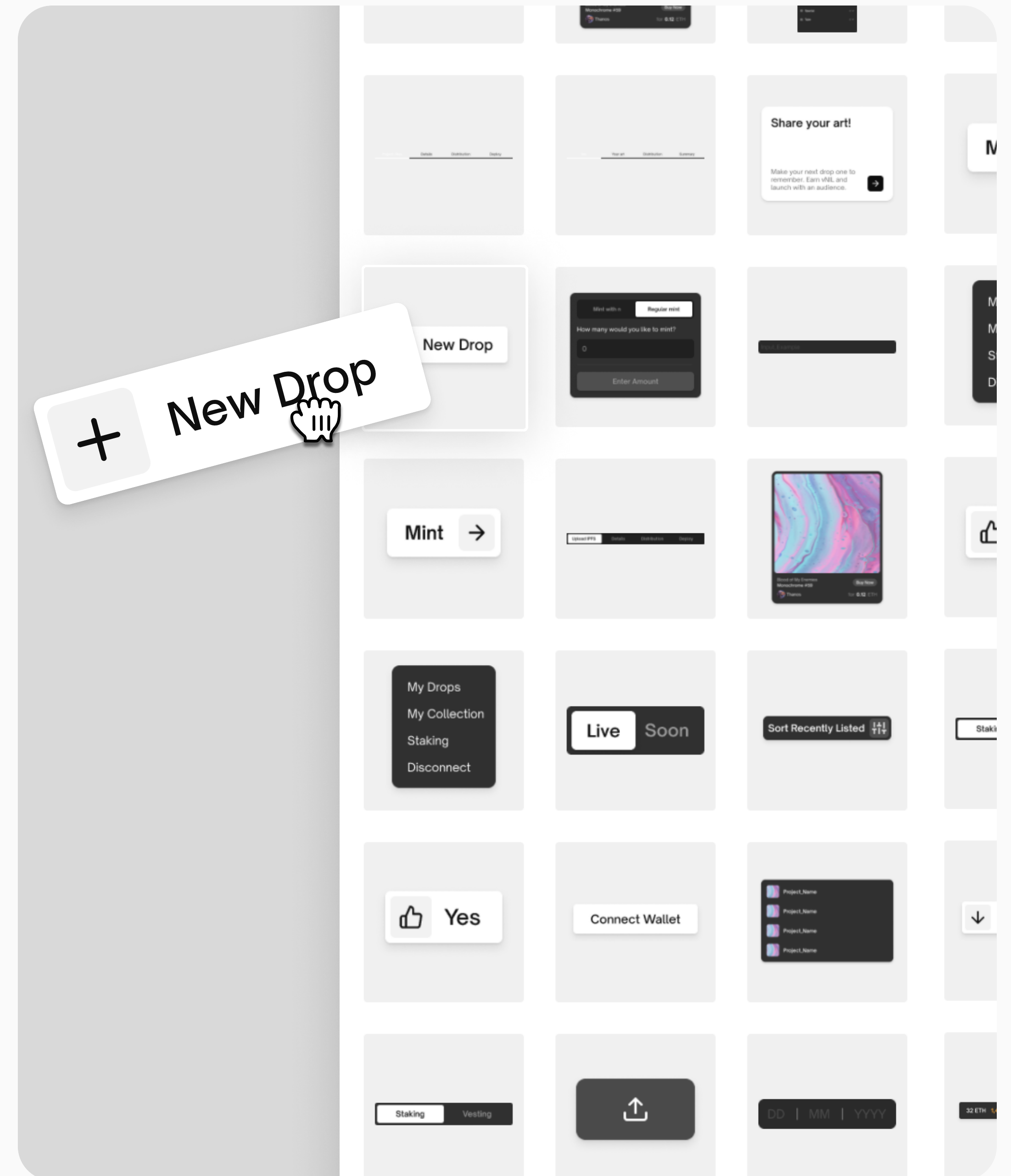
To set up companies for scale a full design system can be implemented by the platform team. The system can be either unique or based on an existing branding. Individual components offer teams to reuse elements in the design and iterate and develop faster down the line. With the platform team we offer a seamless bridge between design and development.





Asset Library

DRAG & DROP
SMART LAYOUT
MODULAR DESIGN
EASY ACCESSIBLE
INTERCHANGEABLE
CROSS FILE COMMUNICATION





Scalyr Base Plan

Modify My Portfolio >

INDEX	PERCENTAGE	ALLOCATION
Index Name	32.63%	\$24,643.34

Save Changes Refresh Portfolio

Scalyr

Dashboard

My Portfolio

Marketplace

Documentation

My portfolio

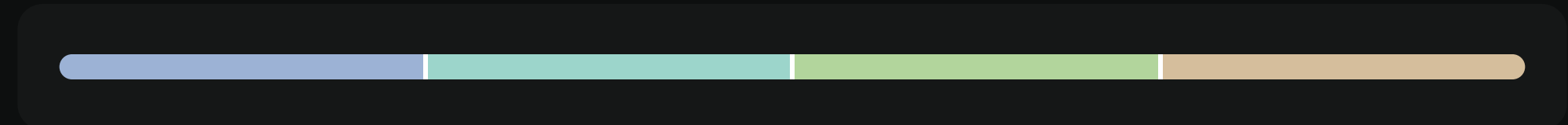
Investment Plan

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Scalyr Base Plan
Updated 12 days ago

Investment Plan

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Your Allocation

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Indexes

100% / 100%

VTI - US Stocks Vanguard Total Stock Market ETF (VTI)	<input type="range"/>	5%	X
VTI - US Stocks Vanguard Total Stock Market ETF (VTI)	<input type="range"/>	5%	X
VTI - US Stocks Vanguard Total Stock Market ETF (VTI)	<input type="range"/>	5%	X
VTI - US Stocks Vanguard Total Stock Market ETF (VTI)	<input type="range"/>	25%	X

S Skolem Labs

Dashboard

Earn Yield

Swap

TWAP

Balances

Earn Yield

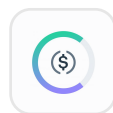
Active Pools

Category

+

Highest APY

▼



Compound cUSDC

ACTIVE

LEND POSITION
\$3,345,942

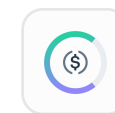
POSITION (EQUIVALENT VALUE)
\$3,345,942

APY
2.45%

MARKET SIZE
\$1.89B

Category Name

Category Name



Compound cUSDC

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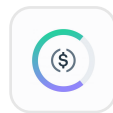
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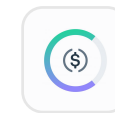
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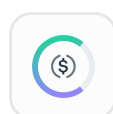
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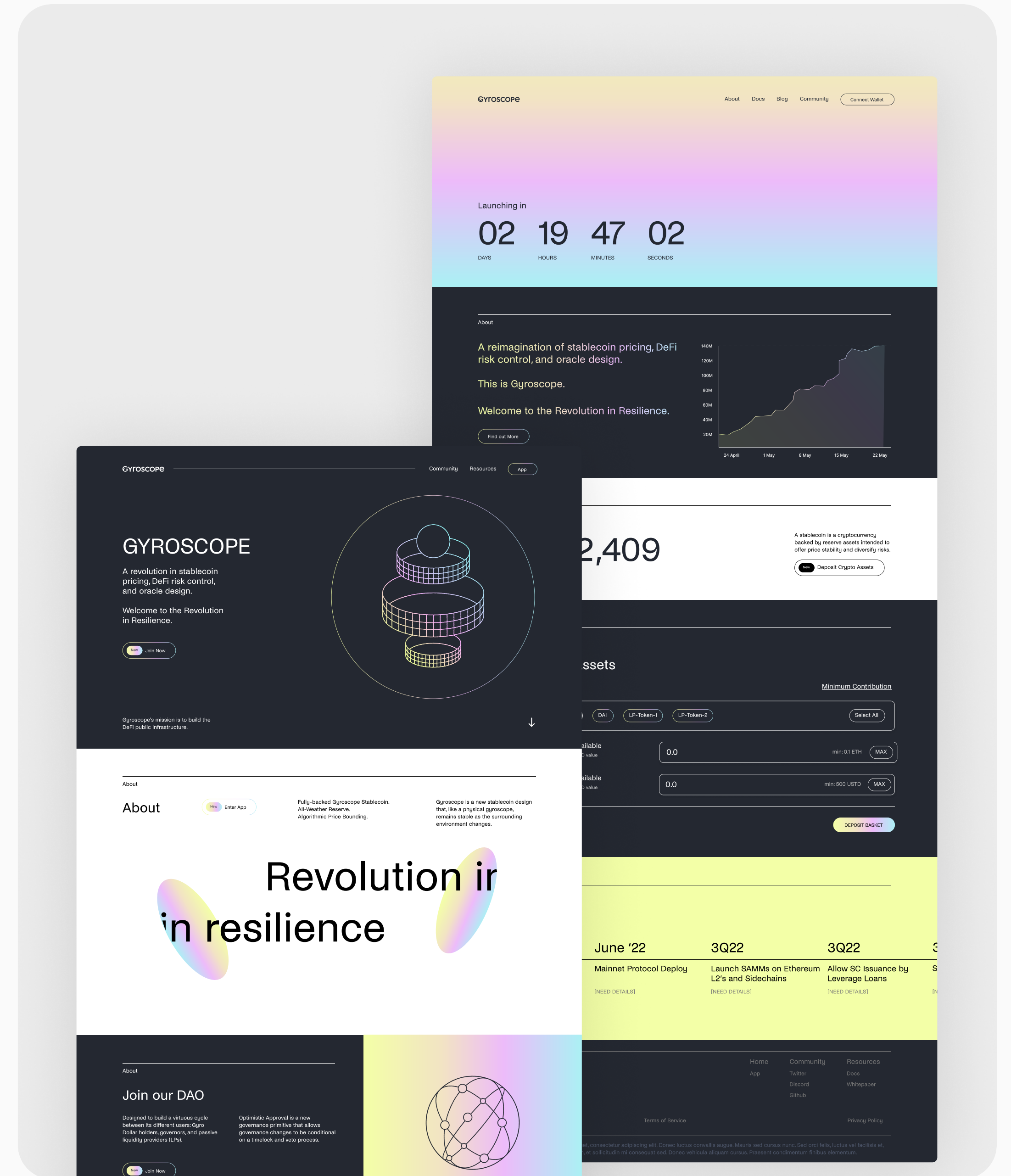
LEND POSITION
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POSITION (EQUIVALENT VALUE)
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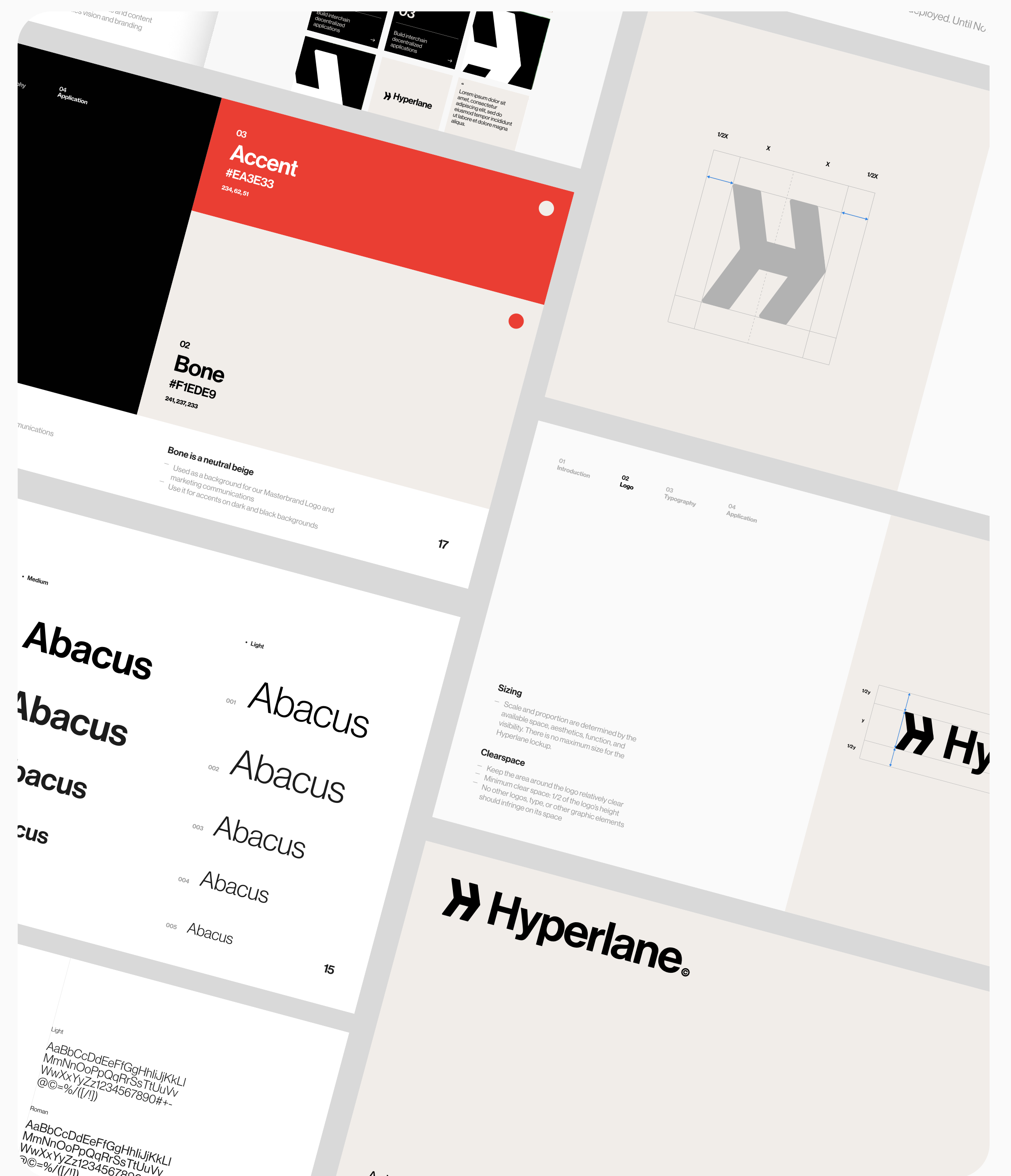
Web Design

The platform team offers investment companies the opportunity to maintain or develop their company homepage. The website can either be completely new or refurbished on an existing live version. With an existing branding, the website can have its own unique design language.



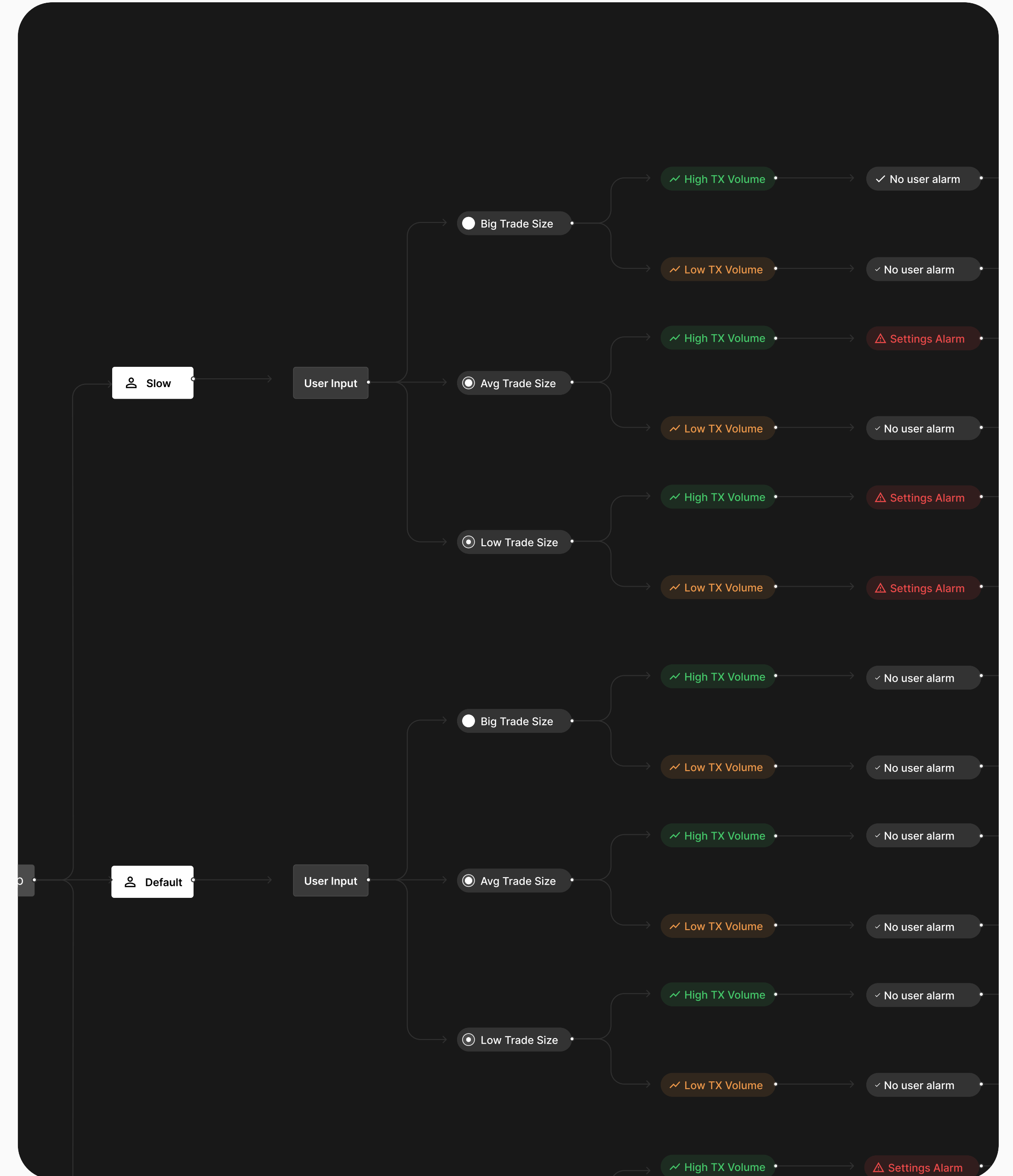
Company Branding

Investment companies in the early stages sometimes struggle to find a consistent design language and matching branding for the project. The platform team can help set up the initial branding as well as logo concepts and color guides to push companies to the next stage by design.



Research & UX

Research and User Experience design is an important topic for new innovative protocols and projects in the crypto industry. Our platform team offers full support in researching individual topics or user flows around the product at hand.



→ COMMUNICATIONS






CJ Huntzinger

Work relations with

- | | | | |
|-------------|----------------|--------------------|------------|
| Gelato | Chaos Labs | Republic Crypto | Index Coop |
| Gyroscope | Red Bull Music | Mural | Splice |
| Encode Club | Hyperlane | Uptop | Lemonade |
| TrueBill | Squad | Galaxy Interactive | Skolem |

CJ Huntzinger leads Communications and Marketing on Galaxy’s Platform Team. CJ directs portfolio companies and the venture teams on story design, press announcements, content strategy, go to market, thought leadership, and more. He works to create and execute a communications foundation for portfolio companies, giving them a story launch pad to build and align their marketing and communications campaigns around. Prior to Galaxy, he led communications at Songtrust, a global music royalty payments aggregator for songwriters around the world. He has worked in startup marketing and communications for nearly 10 years, including at early-stage VC, Day One Ventures, where he led communications for portfolio companies and the fund. He is originally from the Bay Area and produces music in his free time.

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|--------------------------------------|---|--|--|
| 001
Bloomberg
Bloomberg | 002
TC TechCrunch
TechCrunch | 003
 coindesk
CoinDesk | 004
 Decrypt
Decrypt |
| 005
Forbes
Forbes | 006
Blockworks
Blockworks | 007
WSJ
Wall Street Journal | 008
 THE BLOCK
The Block |

Communications Support

/ Story Branding

/ Positioning

/ Media Coverage

/ Content Strategy

Intro

In a race to market share, the best storytellers are your difference-maker.

World-class story design separates one great company from another. It creates a defensible and time-tested narrative machine that elicits a deep emotional connection with core and fringe audiences. It drives people to organically talk about you while building brand loyalty through a product experience that aligns with your story design. The best storytelling naturally increases and retains mindshare and market share.

Product and story must be aligned in the experience and story they communicate to an end user. Collectively, they create a disciplined brand narrative experience that builds your legacy and establishes an intrinsic cultural value that can't be quantified.

However, building a scalable story that resonates across audiences and mediums is challenging.



Press Coverage Highlights:

Amid crypto's talent war, Encode Club mints new web3 developers
By Anita Ramaswamy @anitaramaswamy / 9:00 AM EDT • May 17, 2022

Crypto-savvy developers are in short supply these days. Blockchain startups and protocols are fighting to onboard and train more engineers — an even tougher undertaking in a world where developing on Ethereum vs. Solana vs. Polkadot vs. another blockchain can require completely different programming skill sets.

London, United Kingdom-based startup **Encode Club**, founded in 2020, trained 15,000 developers last year alone through its programming, CEO and co-founder Anthony Beaumont told TechCrunch in an interview.

Encode runs workshops, bootcamps and hackathons both online and in-person across the globe with the goal of

FORTUNE CRYPTO
Uniswap UNI \$5.466 +3.44% | USDC USDC \$1.0003 +0.03% | Bitcoin BTC \$16,449.76 +1.5% | Ethereum ETH \$1,219.31 +4.46% | Solana SOL \$13.33 +0% | XRP XRP \$0.39734 +2.18%

Hyperlane raises \$18.5 million in Variant-led seed round to help improve interchain communication, reduce hacking
By TAYLOR LOCKE
September 27, 2022 at 9:00 AM EDT

Interchain security has become an especially hot topic, and for good reason: About \$2 billion in cryptocurrency has been stolen in cross-chain bridge hacks just this year, according to blockchain data firm Chainalysis, which called the issue a "top security risk."

Solving such issues, which mainly surround interoperability—the

THE BLOCK
Home Data Reports DEFI GAMING AND METAVERSE MARKETS NFTS POLICY TECHNOLOGY VENTURE CAPITAL

Variant leads \$18.5 million fundraiser for developer platform Hyperlane
by Tom Hattabaugh

Hyperlane, a startup that helps developers connect applications across different blockchains, has raised \$18.5 million from web investment firm Variant.

Galaxy Digital, CoinFund, Circle, Figment, Blockdaemon, Kraken Ventures and NFx also participated in the round, according to a report by [Ethereum](#).

The company, previously named Abacus Network, provides APIs that allow easier communication between different blockchains along with a software development kit (SDK) that can be used to build interchain applications.

Blockchain Startup Hyperlane Raises \$18.5M Round Led by Crypto Investor Variant
The platform helps developers connect applications across blockchains.

Hyperlane, a platform that helps developers connect applications across blockchains, has raised \$18.5 million in a seed funding round led by crypto-focused investment firms and additional angel investors.

Blockchain Company Mural, Founded by Palantir Alums, Raises \$5.6M
The startup helps global brands manage the treasuries of their Web3 communities.

Blockchain startup Mural, founded by alumni of publicly traded data analytics software company Palantir Technologies (PLTR), has raised \$5.6 million in seed funding at an undisclosed valuation to help global brands manage the treasuries of their decentralized autonomous organizations (DAO).

"We're now seeing a new wave of DAOs being spun up by many of the world's leading Chief Product Officer Kevin Alvarez Fung told CoinDesk in an interview. "They see the value of DAOs just like they saw the value of e-commerce in the early 2000s, as a mechanism to better digitally engage their customers."

Fung previously worked in product management at SoftBank-backed financial technology company Digix, but New York-based Mural has strong ties to Palantir, which was founded

Decrypt
Log In Sign Up

Encode Club Raises \$5M for Web3 Developer Training
Galaxy Digital and Lemniscap led the round to help further Encode Club's Web3 educational offerings.

By Kate Ivin
May 17, 2022
2 min read

Plenty of coding bootcamps exist for the Web set: Hack Reactor, Fullstack, and General Assembly, to name a few.

In **Web3**—a catchall term for a blockchain-based internet—there's Encode Club, which just raised \$5 million in a round led by [Galaxy Digital](#) and Lemniscap. The funding will help

TechCrunch
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Mural raised \$5.6M to help brands deploy DAO
Jacquelyn Melinek @jacquelmelinek / 9:00 AM EDT • August 23, 2022

Mural, a blockchain startup founded by Palantir alums, has raised \$5.6 million in seed funding to help global brands manage the treasuries of their decentralized autonomous organizations (DAO).

Direct Support

⁰⁰¹ Story Design

Approaching story design with the right mindset is essential to building a proper foundation. Companies commonly approach their “story” with product value proposition, which is only a sub-domain of your story. Powerful story design sets you up to create a category, and we have a dedicated process to help you build it.

⁰⁰² Announcements

Press announcement strategy can be as straight forward or as complex as you can make it. We work with you to ensure your strategy is focused and designed to reach your core audiences.

⁰⁰³ Content Strategy

Content strategy is more than writing blogs and Twitter threads. Content needs to operate like a media outlet, with timely themes, editorial calendars, highly consistent output, and messages curated for each platform and audience. It maintains momentum between announcements while gaining mindshare.

Direct Support

⁰⁰⁴ Media Relations

We have a growing network of media relationships to tap into when the timing and strategy is right. We also regularly meet with reporters to casually introduce our portfolio companies to them.

⁰⁰⁵ Go To Market

Making your first big splash is a daunting but very exciting moment for your company. We can work with you to effectively plan and prepare an optimal go to market strategy and rollout.

⁰⁰⁶ Special Projects

We're here to help you with Communications and Marketing projects. We can help you interview candidates, write and review website copy, collaborate on events, and more. If it touches Marketing and Communications, we're here.

PLATFORM

COMMUNICATIONS & DESIGN SUPPORT

The information contained herein (the "Information") has been provided upon your request for diligence purposes only.

All information is as of 09/30/22. Other than with respect to the Legacy Portfolio as described below, the overall portfolio inception date is as of January 9, 2018.

The composition of each of Galaxy Digital Ventures, Strategic Portfolio, and Legacy Portfolio (together, the "Galaxy Balance Sheet") has been determined by consistently applying each of the following methodologies:

Legacy Portfolio: This portfolio represents a group of assets contributed into Galaxy valued at fair market value upon the company's inception from the Novogratz family office. These investments were made by the investment team at the Novogratz family office from 2014 to 2018.

Strategic Portfolio: This portfolio includes all of the deals made directly by Galaxy that meet one or more of the following criteria: (a) sourced and diligenced by non-investment team members (e.g., business-line oriented investments sourced from non-investment professional personnel of the internal mining and asset management teams), (b) an investment made by taking a controlling interest in the underlying company, (c) an investment made initially as a minority position but made with the intent to take a controlling interest in the underlying company, (d) an investment with tangible and immediate strategic tie-in to one or more business opportunities, or (e) an investment with significant client exposure for strategic purposes or for commercial reason not strictly based on returns.

Galaxy Digital Ventures: This portfolio includes all other deals/investments made directly by Galaxy not included in the Legacy Portfolio or the Strategic Portfolio. These are investments made sourced and diligenced by Galaxy Digital investment team members with a focus on financial returns.

* All follow-on investments are included in the corresponding original investment's Vintage year, as if such follow-on investments were made at the same time as the original investment.

The performance results for the portion of the Galaxy Balance Sheet managed by the Galaxy Digital Investment team shown herein does not represent the results of actual trading in a fund or client account, but were achieved by means of Galaxy investing its own proprietary capital for the benefit of its own account. The actual composition and performance of an actual fund or client account will differ greatly from the investments shown herein, as will the corresponding performance results, due to (i) the impact of fund-level fees and expenses, including management fees, performance compensation, fund-level and investment-level expenses, taxes, and other expenses, which may be substantial and could significantly reduce investment returns to investors; (ii) the ability of Galaxy to source and enter into deals/transaction or trade in digital assets that may not be available to an actual fund or client account; (iii) the timing and prices of such investments or trades and the identity and weightings of securities or digital asset holdings; and (iv) the lack of a formal investment strategy, including any external investment guidelines and investment restrictions applicable to the Galaxy Balance Sheet which would customarily apply to the investment strategy of a fund or a client account; (v) the investments restrictions that would be applicable to a hypothetical fund that would otherwise not be applicable to the Galaxy Balance Sheet; and (vi) the availability of service providers that are necessary for an SEC registered investment adviser to manage a hypothetical fund. The performance shown herein should not be considered indicative of the skill of the Galaxy investment team, nor does Galaxy offer a fund or product that follows an investment strategy similar to the portfolios shown herein. Certain investment team members who were involved in making the investments for the Galaxy Balance Sheet are no longer at Galaxy, and as such will not be involved in the management of any hypothetical fund. Any investment in a fund or product managed by Galaxy or any of its affiliates may result in a loss of the entire amount invested. During the period in question, these assets were not managed in an actual fund or client account in accordance with the strategies depicted and these assets were not managed by Galaxy Digital Asset Management. Past performance is not indicative of future results. An affiliate, Galaxy Digital Holdings Ltd., is a publicly listed company and certain of the Information contained herein could be considered material non-public information.

The unaudited net performance presented herein is based on a hypothetical Day 1 investment in each applicable portfolio taking into effect the following fees on a commitment size (capital invested) in the amount of \$432M: a 2% per annum management fee on the commitment and a 20% performance fee charged on the profits of such investment net of invested capital and management fees and crystallized upon realization. The impact of fund-level expenses and fund-level or investor-level taxes are not included in these fees and therefore are not netted out of either the gross or net performance shown herein, such expenses and taxes which may be substantial when borne by the investor in a fund. Further information about the assumptions and calculation of the net performance is available upon request.

Gross returns presented herein are unaudited estimates compiled by Galaxy based on estimates provided by certain personnel on Galaxy's Finance and Investment teams. Consistent with Galaxy's obligations as a public company, Galaxy works with an external auditor for Year End financial statements. Galaxy also contracts an external valuation provider to review certain private company valuations on a quarterly basis. Further information about such positions is available upon request. The Information is being provided to you at your request solely for discussion purposes and may not be used or relied on for any purpose (including, without limitation, as legal, tax or investment advice) without the express written approval of Galaxy. The Information is not an offer to buy or sell, nor is it a solicitation of an offer to buy or sell, any securities or any investment banking services or to participate in any investment banking services or trading strategy. If any offer and sale of securities is made, it will be pursuant to the confidential offering memorandum (the "Offering Memorandum"). Any decision to make an investment should be made after reviewing such Offering Memorandum, conducting such investigations as the investor deems necessary and consulting the investor's own investment, legal, accounting and tax advisors in order to make an independent determination of the suitability and consequences of an investment. You should make your own investigations and evaluations of the information herein. Any decisions based on information contained in this course are your sole responsibility. None of Galaxy nor any of its affiliates, shareholders, partners, members, directors, officers, management, employees or representatives makes any representation or warranty, express or implied, as to the accuracy or completeness of any of the information or any other information (whether communicated in written or oral form) transmitted or made available to you. Each of the aforementioned parties expressly disclaims any and all liability relating to or resulting from the use of this information.

Except where otherwise indicated, the Information is based on matters as they exist as of the date of preparation and not as of any future date and will not be updated or otherwise revised to reflect information that subsequently becomes available, or circumstances existing or changes occurring after the date hereof.

Investment Risks Generally. An investment in the Fund, involves a high degree of risk, including the risk that the entire amount invested may be lost. The Fund will invest in Digital Assets (such as Bitcoin, Ethereum, other cryptocurrencies or blockchain based assets, including those that represent the Decentralized Finance (or DeFi) portion or sector of the digital assets market) using strategies and investment techniques with significant risk characteristics, including risks arising from the volatility of the global Digital Assets markets and the risk of loss from counterparty defaults. The Fund's investment program may use investment techniques that involve substantial volatility and can, in certain circumstances, substantially increase the adverse impact to which the Fund may be subject. All investments made by the Fund will risk the loss of capital. No guarantee or representation is made that the Fund's investment program will be successful, that the Fund will achieve its investment objective or that there will be any return of capital invested to investors in the Fund, and investment results may vary.

Different from Directly Owning Bitcoin, Ethereum or Other Digital Assets. The performance of the Fund will not reflect the specific return an investor would realize if the investor actually purchased a Digital Asset. Investors in the Fund will not have any rights that Digital Asset holders have.

No Guarantee of Return or Performance. The obligations or performance of the Fund or the returns on investments in the Fund are not guaranteed in any way. Any losses of the Fund will be borne solely by investors in the Fund. Ownership interests in the Fund are not insured by the Federal Deposit Insurance Corporation, and are not deposits, obligations of, or endorsed or guaranteed in any way, by any banking entity.

Regulation. Digital Assets, including Bitcoin, Ethereum and DeFi tokens, are loosely regulated. Ongoing and future regulatory actions may alter, perhaps to a materially adverse extent, the value of a Fund's investment. If any Digital Asset is determined to be a "security" under U.S. federal or state securities laws or a Digital Asset exchange is determined to be operating illegally, it may have material adverse consequences for Digital Assets due to negative publicity or a decline in the general acceptance of Digital Assets. As such, any determination Digital Asset exchanges are operating illegally or that any Digital Asset is a security under U.S. federal or state securities laws may adversely affect the value of a particular Digital Asset or Digital Assets generally and, as a result, the value of a Fund's investment.

Exchanges. Exchanges may suffer from operational issues, such as delayed execution, that could have an adverse effect on the Fund. Digital Asset exchanges have been closed due to fraud, failure or security breaches. Any of the Fund's funds that reside on an exchange that shuts down or suffers a breach may be lost.

Value. Several factors may affect the price of Digital Assets, including Bitcoin, Ethereum and DeFi tokens, including, but not limited to: supply and demand, investors' expectations with respect to the rate of inflation, interest rates, currency exchange rates or future regulatory measures (if any) that restrict the trading of a Digital Asset or the use of a Digital Asset as a form of payment. There is no assurance that a Digital Asset will maintain its long-term value in terms of purchasing power in the future, or that acceptance of bitcoin payments by mainstream retail merchants and commercial businesses will continue to grow.

Protocol. Many Digital Asset networks, including Bitcoin, Ethereum and DeFi tokens, operate on open-source protocols maintained by groups of core developers. The open-source structure of these network protocols means that certain core developers and other contributors may not be compensated, either directly or indirectly, for their contributions in maintaining and developing the network protocol. Lack of incentives to, or a failure to properly, monitor and upgrade network protocol could damage a Digital Asset network. It is possible that a Digital Asset protocol has undiscovered flaws that could result in the loss of some or all assets held by the Fund. There may also be network-scale attacks against a Digital Asset protocol, which could result in the loss of some or all of assets held by the Fund. Advancements in quantum computing could break a Digital Asset's cryptographic rules. The Fund makes no guarantees about the reliability of the cryptography used to create, issue, or transmit Digital Assets held by the Fund.

Volatility & Supply. Values of Digital Assets have historically been highly volatile, experiencing periods of rapid price increase as well as decline. For instance, there were steep increases in the value of certain Digital Assets, including Bitcoin, over the course of 2017, and multiple market observers asserted that digital assets were experiencing a "bubble." These increases were followed by steep drawdowns. During the period from December 17, 2017 to February 5, 2018, Bitcoin experienced a decline of roughly 60%. During the period from February 13, 2020, until March 16, 2020, the value of Bitcoin fell by over 50%. Bitcoin had a strong start to 2021, hitting an all-time high of nearly \$65K in April. But, it closed end of 2021 down nearly 25% from its record. Supply of Digital Assets is determined by computer code, not by a central bank. For example, uncertainty related to the effects of Bitcoin's recent and future "halving" could contribute to volatility in the Bitcoin markets. The value of the Bitcoin or other Digital Assets held by a Fund could decline rapidly in future periods, including to zero.

Decentralized Finance (DeFi) Risks. Decentralized Finance (or DeFi) refers to a variety of blockchain-based applications or protocols that provide for peer-to-peer financial services using smart contracts and other technology rather than such services being offered by central intermediaries. Common DeFi applications include borrowing/lending Digital Assets and providing liquidity or market making in Digital Assets. Because DeFi applications rely on smart contracts, any errors, bugs, or vulnerabilities in smart contracts used in connection with DeFi activities may adversely affect such activities. DeFi lending is subject to counterparty risk and credit risk, but because lending is automated through the DeFi protocol, rather than individual decisions made by a portfolio manager on behalf of a Fund, such risks may be exacerbated, particularly if there are flaws in DeFi protocol's code or operation. DeFi applications may involve regulated financial products or regulated activities, however because of their decentralized nature, there is generally no entity subject to regulatory supervision. Accordingly, DeFi applications may be subject to more risks than engaging in similar activities through regulated financial intermediaries. In addition, in certain decentralized protocols, it may be difficult or impossible to verify the identity of a transaction counterparty necessary to comply with any applicable anti-money laundering, countering the financing of terrorism, or sanctions regulations or controls. All of these risks could cause the value of DeFi tokens held by a Fund to decline, including to zero.

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