



Platform Case Study:





Galaxy's Venture Platform Team:

We work hand in hand with portfolio companies' founding teams to help them grow from zero to one by offering dedicated support, expertise, and hands-on talent across product, design, marketing, and communications.

In this case study, we explore our Communications and Marketing work with Chaos Labs, the first automated, onchain economic security system.



Project Goal

Develop a new Chaos Labs brand story foundation and successfully announce their \$20M seed funding round through strategic press outlets and owned content.

Our Responsibilities:

/ Create a new brand story strategy and foundation, encompassing new messaging and positioning across company and product.

/ Design a wireframe for their new website, inclusive of new positioning.

/ Announce Chaos Labs' seed funding in leading press outlets and amplify it through Chaos Labs' owned media channels.

Funding Announcements

This can be a make-or-break moment for a startup. It is essential for early-stage companies to have a strong communications strategy in place to help them optimize their story, content, and press in a manner that compounds with the product experience. Brand is the sum of one's interactions with a company, and the story that a company tells across its mediums is at the core of brand experience. It is critical that a company's story is communicated effectively to potential new investors, industry decision makers, and the wider crypto community.



Proof of Story



"The Galaxy Venture Platform team is exceptional! Their guidance has been invaluable in shaping our marketing strategy, breaking it down into actionable steps, and connecting us with key partners to execute it successfully. Their contribution was pivotal in redesigning our messaging and website, which has resulted in a significant increase in our inbound traffic and overall business growth. I cannot speak highly enough of this team and would wholeheartedly recommend Galaxy to founders looking to enhance their business's success through more than just capital. Thank you, Galaxy."

Omer Goldberg, CEO & Founder of Chaos Labs



Founding Story in the summer of 2021



Background

Tech Lead: Instagram/Facebook

Israeli Special Forces

Technion: Computer science, software engineering

Mission

Chaos Labs exists to secure and optimize financial applications on the blockchain.

Notable Clients

Aave | Benqi | dydx | Uniswap | GMX | Chainlink

Chaos Labs

The first automated, onchain economic security system enabling crypto protocols to optimize risk management and capital efficiency while protecting user funds.

Notable Clients

In the summer of 2021, Omer was building an onchain hedge fund and needed to stress test his strategies and protocols. He quickly realized there was no way to test for economic risk at scale. In that moment, he built the solution he needed - this was the beginning of Chaos Labs.



Chaos Labs has five products - Risk Management, Incentive Optimization, Economic Simulations, Mechanism Design, and Algorithmic Protocol Optimization.

It ensures that a protocol is safe against volatile market events and market manipulation attacks by conducting millions of real-world simulations of potential market environments including liquidation cascades, depegs, and more black swan events to ensure the protocol operates and stabilizes as designed.



Prior Positioning & Website

Old Messaging:

The original messaging lacked clarity, accuracy, differentiation, and was no longer compelling to the target audience.

Language, positioning, and the Chaos Labs story were not fully aligned across domains and platforms.

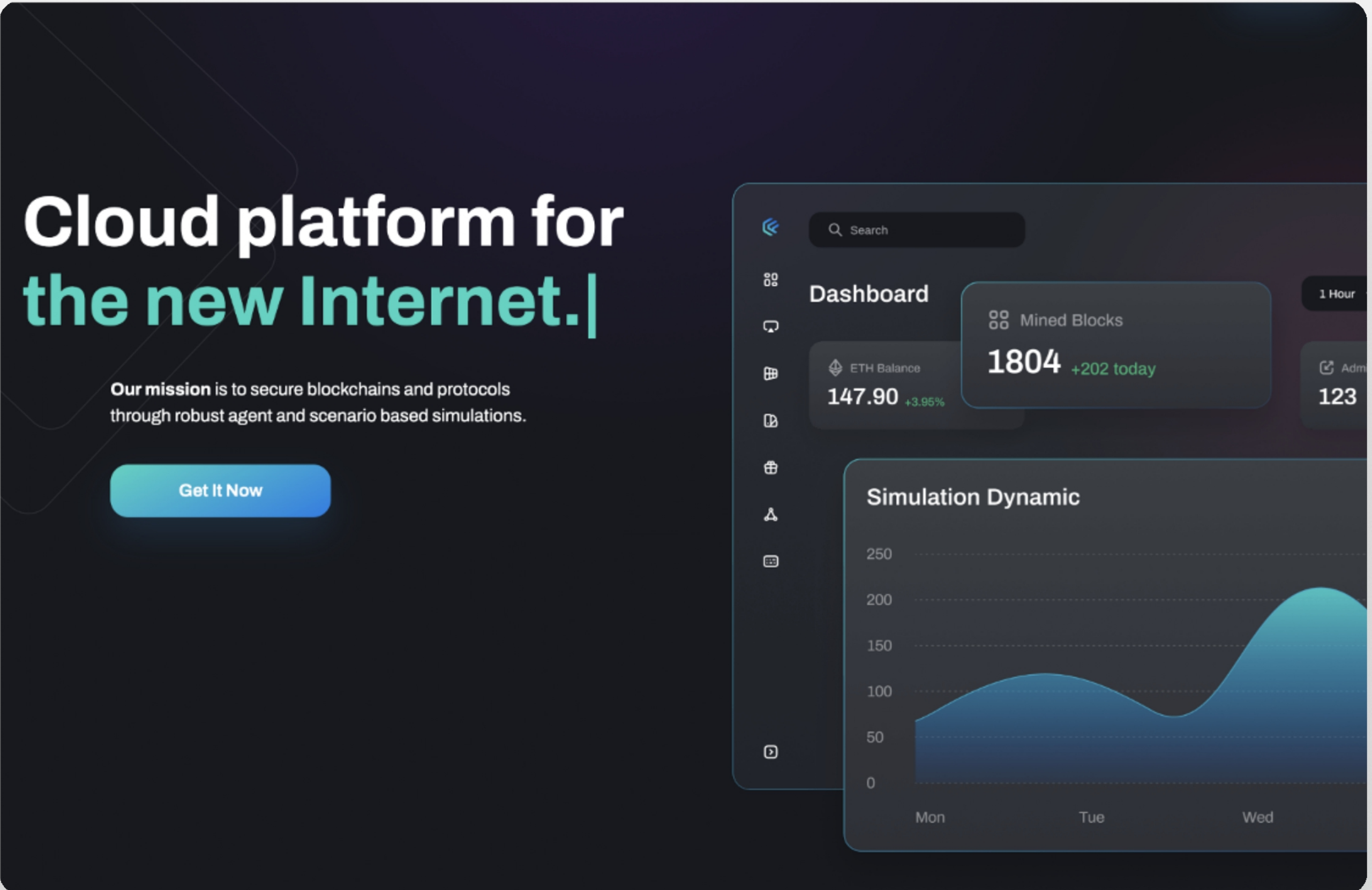
Prior Press Coverage:

Essentially zero.

Required Website Improvements

- UI Design: Outdated
- User Journey: Not sticky
- Content: Not showcased
- Call to Action: Unoptimized
- Product Images: Outdated
- Product Subpages: None
- Customer Logos: Buried

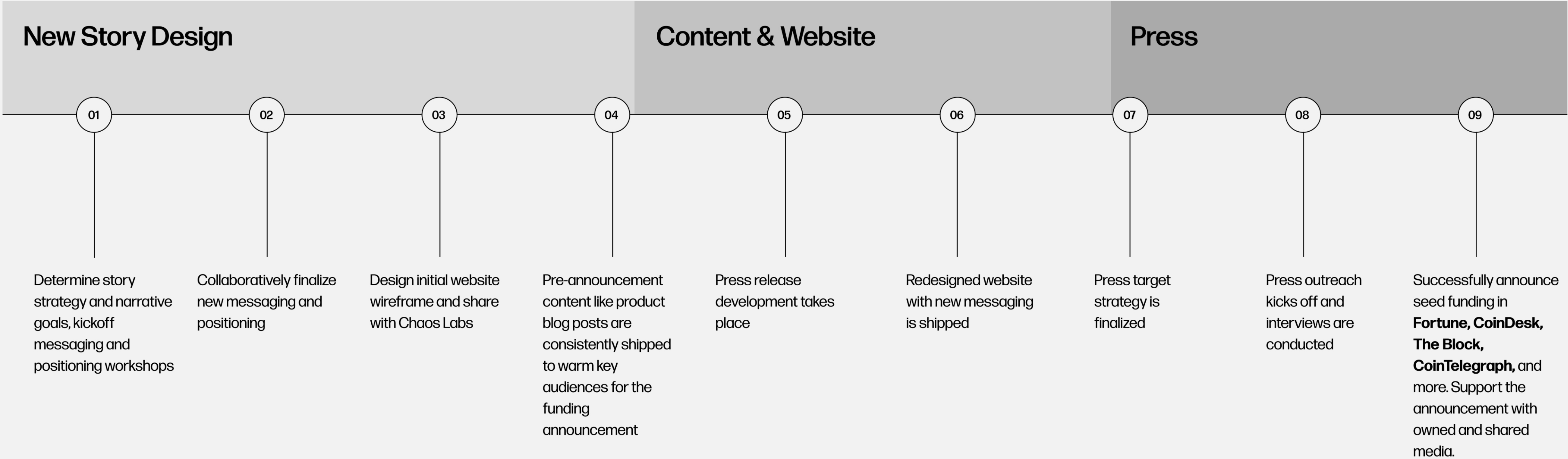
Old Website





Story Design & Roadmap: Chaos Labs

We worked hand in hand with Chaos Labs' executive team to lead a process that would create a new brand story foundation. This story foundation is designed to scale, driving the Chaos Labs narrative across their content, sales, and press.





Results

/01

STORY:

Created and shipped the new Chaos Labs brand story and narrative across all company and product domains.

/02

PRESS COVERAGE:

Built and executed a seed funding announcement strategy across owned, shared, and earned media. It was covered by Fortune, CoinDesk, The Block, CoinTelegraph, and more.

/03

WEBSITE

Designed a wireframe for a new website experience, which was iterated upon and shipped by the Chaos Labs design and engineering team.



Proof of Story



"CJ and Galaxy's Venture Platform team were so incredibly impactful and helpful throughout this process. I had never even dabbled in marketing, and they really guided me and the team throughout the whole process. The end result is incredible. We were able to communicate our story and mission and reached all the relevant outlets."

- Omer Goldberg, CEO & Founder of Chaos Labs



Proof of Story

Lead exclusive story in Tier1 outlet, Fortune.

☰ **FORTUNE CRYPTO** 👤


0.56% | **USDC** USDC \$0.9999 +0% | **Bitcoin** BTC \$27,446.14 -0.25% | **Ethereum**

Cryptocurrency | Web3 | NFTs | Investing | Bitcoin

COMPANIES · CRYPTOCURRENCY

Chaos Labs gets \$20M in seed round, says it could have prevented \$114M Mango Markets exploit

BY **BEN WEISS**
February 21, 2023 at 8:00 AM EST



Chaos Labs founder and CEO Omer Goldberg used to be a member of the Israeli special forces.
COURTESY OF CHAOS LABS



Additional Coverage

2) Additional Coverage:

Follow-on coverage from top crypto industry outlets, and post announcement inbound interview requests.



THE COINTELEGRAPH

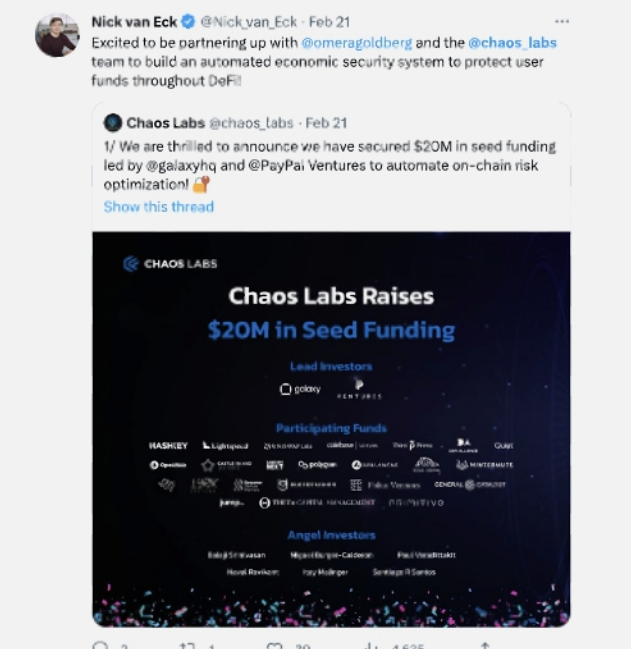
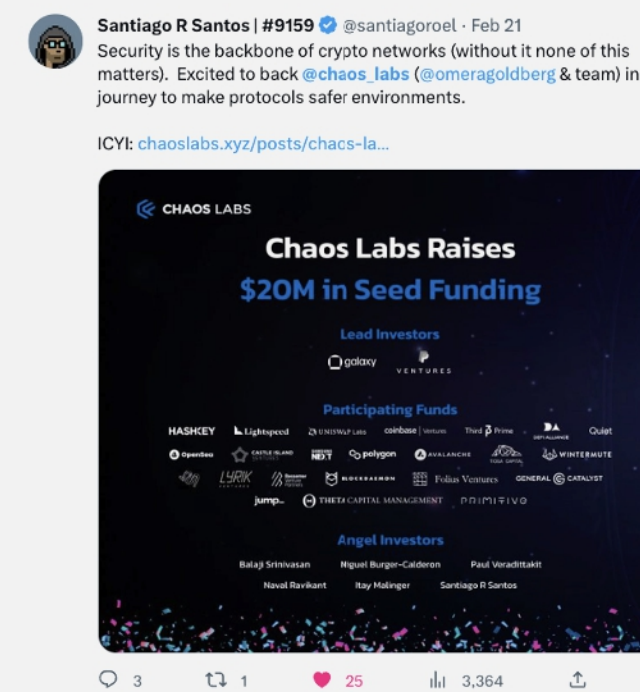
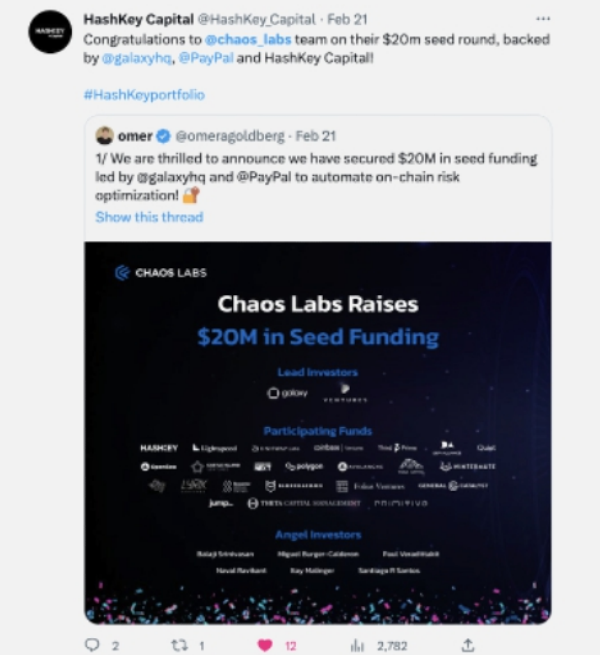
AXIOS Pro Rata
Newsletter

Post-Announcement Interview Requests



3) Social Coverage Samples:

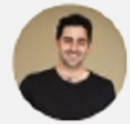
Narrative amplification from news outlets, investors, and partners to get the message out.





Message Amplification

Message Amplification: To bolster the social following of Chaos Labs' channels as well as CEO/Founder Omer Goldberg, we created announcement content specifically for these channels in advance of the announcement, publishing them once the press coverage was live.



omer
@omeragoldberg

1/ We are thrilled to announce we have secured \$20M in seed funding led by @galaxyhq and @PayPal to automate on-chain risk optimization! 🎉



9:39 AM · Feb 21, 2023 · 109.3K Views

74 Retweets 17 Quotes 586 Likes 91 Bookmarks



Chaos Labs
@chaos_labs

1/ We are thrilled to announce we have secured \$20M in seed funding led by @galaxyhq and @PayPal Ventures to automate on-chain risk optimization! 🎉



9:17 AM · Feb 21, 2023 · 67.8K Views

82 Retweets 22 Quotes 291 Likes 30 Bookmarks



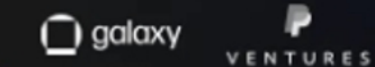
Omer Goldberg · February 21, 2023

Chaos Labs Raises \$20M in Seed Funding to Automate On-Chain Risk Optimization

CHAOS LABS

Chaos Labs Raises \$20M in Seed Funding

Led by



Overview

We're proud to announce our \$20m seed funding round to automate on-chain risk optimization!

We're lucky to partner with crypto trailblazers like [Galaxy](#), Uniswap, Coinbase, Hashkey, OpenSea, and fintech giants like [PayPal Ventures](#), Lightspeed, and Bessemer, among many more. In addition to the funds investing, world-class entrepreneurs like Balaji Srinivasan, Naval Ravikant, and Itay Malinge have joined the Chaos journey.



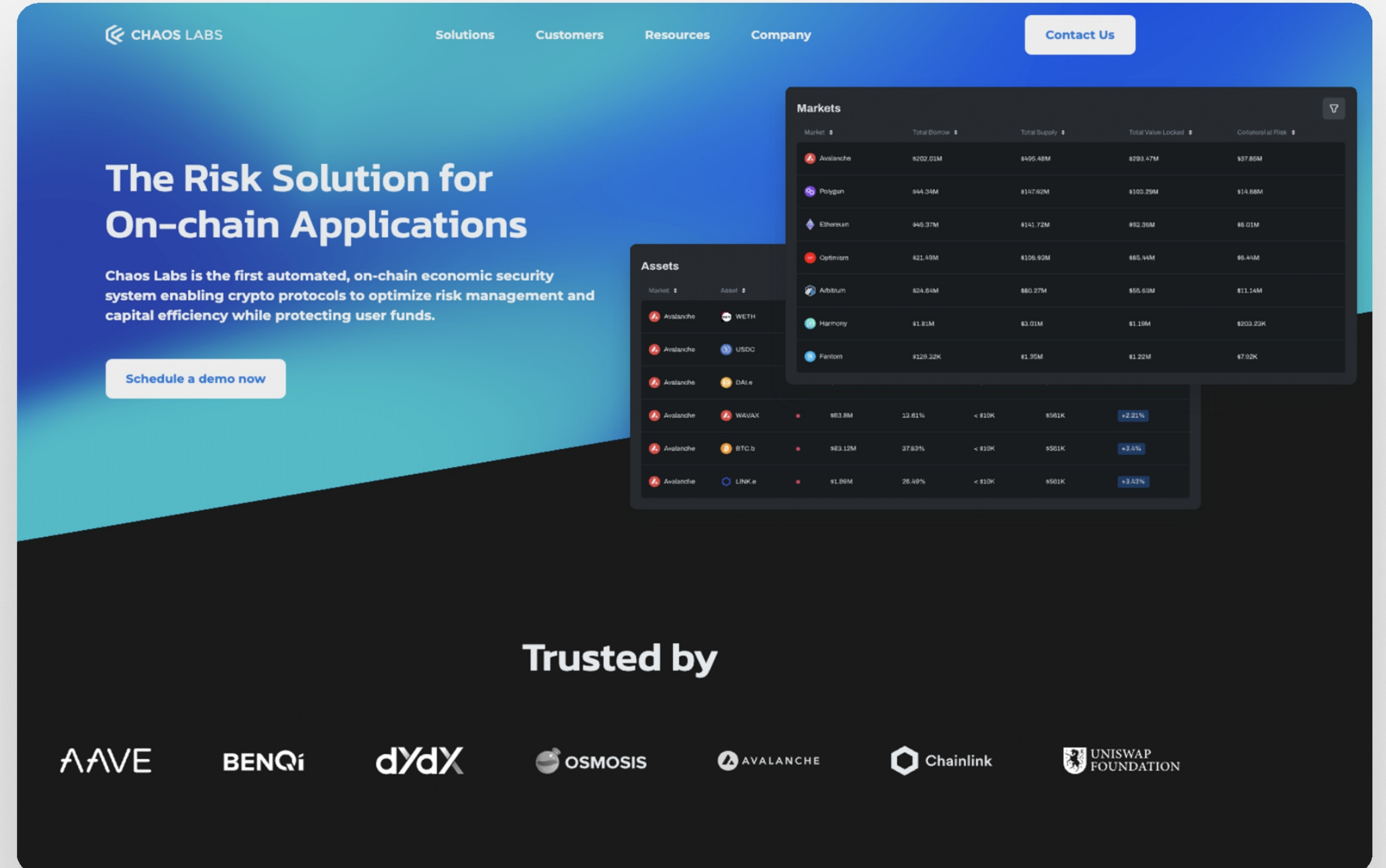
New Website

Messaging & Positioning

- Refined the messaging to balance their specific solution with their larger mission through language that would resonate with their target audience and broader crypto industry.
- Updated all product messaging, including product names and features' positioning.
- Integrated new messaging across all Chaos Labs platforms.

Website

- Design: More colorful, eye catching
- Clients: Brought to homepage and subpages
- Calls to Action: Optimized
- Product: Added specific product pages, updated positioning, changed brand names
- Content: Added blog to the homepage to showcase content better





Story Design

This project illuminates the critical role that strong storytelling strategy and execution plays in the success of startups.

The most successful startups are able to integrate their product experience with their storytelling experience, bringing customers and prospects a comprehensive brand experience that is aligned, unique, and sticky.



Building Beyond The Story

In addition to the Communications & Marketing work outlined in this case study, Galaxy's Venture arm provides portfolio companies with access to other Galaxy teams to support with product feedback, team building, and more.

Chaos Labs works directly with Galaxy's onchain risk and trading teams for product testing, roadmapping, tooling specs, process development, and more.

Galaxy Teams:

- **Validator Infrastructure**
- **Asset Management**
- **Trading**
- **Mining**
- **Treasury Management**
- **Liquidity Services**
- **Investment Banking**
- **Research**
- **Custody**
- **Special Initiatives**



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