



ALTIRA

GLOBAL

WEB3 CONSULTING. LASTING IMPACT

**Scaling Your Web3
Startup. Dominating
Your Stage.**

Introduction: About Altira Global S.A.

[Website](#)

ALTIRA GLOBAL S.A. is an elite Web3 strategy consulting firm dedicated to supporting founders, investors, and leadership teams in navigating the complexities of the decentralized economy.

Guided by our core methodology.

“Clarity first, execution second, measurable momentum always” – we transform scattered market opportunities into highly focused, compliant, and fundable operating plans.

The Authority



Marco Kowalewski

Founder & Lead Advisor



A renowned Web3 strategist, international speaker, partner of the World Business Angel Investment Forum and author of three definitive industry books including Tokenization.

Altira brings deep institutional knowledge and a powerful global network to ambitious teams. We don't just advise; we actively engineer token economies, structure compliant legal frameworks, manage institutional investor relations, and act as the public face of your project to ensure you dominate your stage.

[Personal Website](#)

[The CIO Today Award](#)



Partnered by Olya Fritzer

A Web3 strategist certified in **Oxford University's Blockchain Strategy Programme**, an experienced tech CEO, and an expert project lead – Altira brings flawless execution to ambitious teams. With a decade of experience managing complex blockchain deployments, corporate finance, and key institutional accounts, she bridges the gap between vision and reality to deliver high-impact results.

The Market Reality – The 90% Web3 Failure Rate

The Market Reality: Why 90% of Web3 Startups Fail

Capital is no longer blind. Launching a venture with structural flaw, compliance gaps, and unpolished investor documentation is a guarantee for immediate rejection.

When we look at the current Web3 landscape, we have to face a harsh reality: Over 90% of ventures fail within their first three years. Why?

Because the era of blind hype is over. Today's investors are highly discerning and risk-averse.

This high failure rate consistently boils down to three fatal execution mistakes.

- › First, the token economy is mathematically flawed and fails under real market stress.
- › Second, the venture lacks a compliant legal foundation, leaving it exposed to immediate shutdown.
- › Third, founders burn bridges with top VCs by pitching prematurely with amateur decks, missing data rooms, and zero financial projections.

In this market, if your documentation doesn't look institutional from day one, you don't get a second chance.

01

Flawed Tokenomics Architecture

Designing unsustainable, short-sighted economic loops and aggressive emission schedules that inevitably trigger a token death spiral under early market pressure.

02

Regulatory & Legal Neglect

Bypassing strict multi-jurisdictional compliance frameworks, resulting in frozen project assets, exchange delisting's, and catastrophic regulatory intervention.

03

Substandard Investor Collateral & Premature Outreach

Approaching Tier-1 VCs with unpolished, amateur-level documentation. Lacking institutional-grade 5-year financials, comprehensive investor data rooms, and verified market traction leads to permanent doors closing.

This is exactly why Altira exists. We eliminate these structural risks and engineer investor-ready material before we ever knock on a VC's door.

The Strategic Framework – 3-Phase Acceleration Roadmap

Operational Timeline & Engagement Terms



Phased Sequential Execution

To build a sustainable multi-million dollar Web3 ecosystem, execution must follow a strict logical sequence. High-intensity venture capital outreach cannot succeed in isolation; institutional investors now demand visible market validation. Therefore, our services are executed in sequential, highly strategic phases:

Phase 1

(The Foundation | Month 1–2)

The focus lies heavily on Tech plus Strategy & Legal Setup.

Your tokenomics architecture must be simulated, corporate legal entities established, and the Whitepaper fully authored.



Phase 2

(The Traction & Buzz | Month 3–4)

Focus shifts to Go-to-Market & Scale.

We help to initiate decentralized community building (X, Discord, Telegram), coordinate initial KOL campaigns, and launch targeted PR. This builds the crucial public momentum and community traction required to capture institutional interest.



Phase 3

(The Capital & Scale | Month 5–6+)

Focus shifts to Fundraising & VCs.

Backed by real community metrics, a solid GTM playbook, and a finalized pitch deck, we build your 5-year investor models and actively take over live pitching sessions with Tier-1 VC funds to secure your funding.

Our Services



Strategic Architecture & Web3 Ideation

- **Auditing core value propositions** and identifying optimal Web3 business models.
- **Transforming raw concepts** into institution-ready, bulletproof crypto frameworks.
- **Engineering ventures** to capture market share and attract Tier-1 capital from day one.



Blockchain & Crypto Integration

- **Providing technical guidance** on optimal protocol selection (Ethereum, Solana, Layer-2s).
- **Planning smart contract infrastructures** optimized for transaction speed and cost efficiency.
- **Setting up secure, non-custodial wallet connections.**



Tokenization Strategy & Economy

- **Designing core economic models** for digital assets and Real World Assets (RWAs).
- **Defining token utility, total supply, and structured on-chain bridging.**
- **Creating mathematical mechanisms** to control inflation and incentivize long-term holding.



Token-Presale Structure

- **Formulating strategic timelines** and technical conditions for early-stage fundraising.
- **Structuring investment tiers** (seed, private, strategic) and targeted token discounts.
- **Designing strict vesting schedules** and lock-up periods to prevent market dumping.



Global Regulatory & MiCA Compliance

- **Establishing legally compliant, multi-jurisdictional corporate structures** for crypto activities.
- **Providing deep alignment** with European MiCA, UAE, Switzerland, and US frameworks.
- **Drafting legal opinions, intercompany payment agreements, and full AML/KYC workflows.**

Our Services



Fundraising & Growth Strategy

- **Identifying and targeting** the right investment funds within the Web3 VC ecosystem.
- **Crafting high-impact fundraising narratives** and optimizing deal terms (equity vs. tokens).
- **Managing institutional outreach** to secure lead venture capital investors.



Investor Relations & Live Pitching

- **Designing premium Pitch Decks** and structuring professional communication frameworks.
- **Actively leading live pitching sessions** and directly representing your project to VC funds.
- **Handling complex economic Q&As** to secure firm funding commitments.



Business and Financial Model Design

- **Building quantitative 5-year financial frameworks** tailored for institutional review.
- **Projecting long-term OpEx** and forecasting sustainable protocol fee revenues.
- **Establishing robust treasury runways** that balance fiat and token assets over a multi-year horizon.



Go-to-Market & Launch Planning

- **Orchestrating community building** and hype across native channels (X, Discord, Telegram).
- **Coordinating targeted KOL marketing** campaigns and high-tier public relations.
- **Managing exchange token listings** on leading Centralized (CEX) and Decentralized (DEX) platforms.



Startup Scaling & Acceleration

- **Driving rapid post-launch growth** to aggressively boost active user metrics.
- **Automating backend workflows** and scaling global engineering and community teams.
- **Expanding market reach** and optimizing operational efficiency.

Our Services



Web3 Elite Headhunting & Talent Sourcing

- **Matching projects instantly** with battle-tested executive leadership (CTOs, CMOs) and core devs.
- **Leveraging global networks** to eliminate recruitment friction and source top-tier talent.
- **Handling the full vetting process** to secure and protect your operational runway.



Strategic Partnerships & Alliances

- **Securing protocol grants** and driving massive ecosystem expansion.
- **Negotiating high-value collaborations** between Web3 native ventures and Web2 global enterprises.
- **Unlocking institutional distribution channels** to drive tangible market adoption.



PR, Public Relations & Event Representation

- **Acting as the public face** and voice to maximize brand authority and market credibility.
- **Organizing and executing AMAs** across top-tier crypto communities.
- **Representing the project** at major global Web3 conferences and trade fairs.



Executive Consulting & Corporate Governance

- **Providing tailored 1-on-1 coaching** and strategic advice for founders and C-level executives.
- **Optimizing corporate governance** and institutional risk management.
- **Guiding leadership teams** to confidently navigate fast-paced Web3 industry shifts.

Packages & Pricing

Pricing 1

\$XXXXXXXX
USD / Monthly

*4 individually chosen Services and
Success Fee*

**+ 10% on
Fundraising**

**+ 20% on
Headhunting**

Pricing 2

\$XXXXXXXX
USD / Monthly

*8 individually chosen Services and
Success Fee*

**+ 7.5% on
Fundraising**

**+ 15% on
Headhunting**

Pricing 3

\$XXXXXXXX
USD / Monthly

*ALL-IN Package with access to all
14 Services and Success Fee*

**+ 5% on
Fundraising**

**+ 10% on
Headhunting**

The Value Proposition

Contract Duration & Commitments:

Services are available on a flexible, month-to-month retainer basis. This allows projects to address isolated operational gaps with maximum agility and no long-term commitment.

Bespoke Engagement Framework:

Beyond our standard tiers, if your project requires only specific services, we can design a tailor-made framework engineered exactly to your unique operational gaps and timelines.

ALL-IN PACKAGE:

A flat, predictable "Blended Rate" with a flexible 3-month minimum commitment. This protects your cash flow by eliminating massive fee spikes during peak legal, tech, or pitching phases.

Operational Execution & Ecosystem Steering:

Altira delivers a hybrid execution model to ensure maximum velocity and institutional quality:

- › **Direct Hands-On Execution:** We don't just advise; we actively build your foundation from scratch—including engineering your mathematical Tokenomics, structuring financial models, and authoring your complete Whitepaper.
- › **Strategic Steering Committee:** For specialized external sectors, we architect the strategy, onboard our long-standing ecosystem partners, and strictly monitor their KPI fulfillment to protect your budget.

Note on External Costs

All listed Altira fees cover our direct engineering, authoring, and strategic advisory services. Third-party operational expenses (specifically legal counsel, company incorporation fees, and marketing ad-spend) are strictly separate and borne directly by the client.

The Altira Advantage – Why Partners Choose Us

The Altira Advantage: Moving Beyond Passive Consulting

We don't just hand you a strategy blueprint and wish you luck. We step into the arena and execute alongside you.

01

Institutional-Grade Synchronicity

Complete elimination of fragmented agency friction. We align your tokenomics, legal architecture, financial modeling, and market narrative under a single, unified execution framework.

02

Active Execution, Not Passive Advisory

We don't just critique your work—we build it. From authoring your Whitepaper to designing 5-year investor models and actively leading live VC pitching sessions, we act as an extension of your executive suite.

03

Elite Ecosystem & Institutional Network

Instant access to a battle-tested network of Tier-1 venture capital funds, top-tier centralized exchanges (CEX), market makers, and Layer-1/Layer-2 protocol grant programs.

"By this stage, sophisticated founders usually ask one core question: 'There are plenty of crypto advisory firms out there, so why partner specifically with Altira?'

The answer comes down to our structural approach. Most consulting firms act as spectators—they give you a PDF report, charge a premium fee, and leave the grueling execution to your internal team. We do the exact opposite.

First, we provide total synchronicity. You don't have to look out for a trustworthy legal firm, a separate tokenomics mathematician, and a PR agency who don't talk to each other. We unify everything.

Second, we have real skin in the game. When we say we handle investor relations, it means we are actively in the room or on the Zoom call presenting your venture to VCs, handling the tough economic questions, and pushing for closing commitments.

And finally, you are buying immediate access to an elite ecosystem. The doors we open with Tier-1 funds, exchanges, and market makers would otherwise take a startup years of cold outreach and networking to unlock. With Altira, you aren't just hiring advisors, you are securing a Tier-1 execution partner to ensure you dominate your stage."

Next Steps

A clear, structured process to finalize the scope, secure the timeline, and initiate your success.

01

Scope Alignment Call (45 Minutes)

Review your current project status, map your timeline to our 3-Phase framework, and finalize your choice of engagement tier.

02

Agreement & Kickoff Preparation

Finalize the contract details and complete the basic compliance setup.

03

Day-1 Operational Onboarding

Establish shared communication channels and actively begin drafting your foundation.