

Writing Guidelines

Mission: To be the "Source of Record" for institutional and sophisticated retail investors. We do not report on "events"; we report on **structural shifts**.

Stories should do at least one of these:

- Reveal new data
- Explain a major crypto narrative
- Show real money or institutional movement

If a story does two of these, it becomes high priority.

1. The "Power of 3" Filter

Every story must meet **at least one** of these criteria before a pitch is approved:

- **Macro Impact:** Does this affect the top 10 assets or the global regulatory landscape?
- **Institutional Weight:** Are "Big Money" players (BlackRock, Pension Funds, Central Banks) involved?
- **Data-Backed:** Can we prove the trend with a chart, on-chain metrics, or a hard statistic?

2. Strategic Pillar: Regulation (Priority One)

In 2026, regulation is the market's primary driver. Focus on **jurisdictional shifts** and **compliance infrastructure**.

✓ COVER (High Signal)

G7 Legislative Progress: Passing of major bills (e.g., US GENIUS/CLARITY Acts).

Operational Impact: MiCA/FCA rules forcing exchanges to delist specific assets (e.g., USDT).

Enforcement Precedents: SEC/CFTC rulings that redefine "Securities" or "Commodities."

Tax & Transparency: New reporting standards (DAC8/CARF) changing user data flows.

✗ IGNORE (Routine/Noise)

A politician making a generic "pro-crypto" speech.

Routine "Warnings to Investors" with no new legal teeth.

Small fines (\$<1M) for minor paperwork errors.

General "crypto is for crime" Op-Eds without new data.

Example Regulation Headlines:

- **GOOD:** *"EU Exchanges Suspend Non-Compliant Stablecoins as MiCA Deadline Looms."*

- **GOOD:** "SEC Issues First 'Innovation Exemption' Under New Sandbox Guidelines."
- **BAD:** "Senator X says Bitcoin is interesting."

3. Industry Pillars (At-A-Glance)

Category	✓ COVER (The Signal)	✗ IGNORE (The Noise)
Institutions	ETF flows vs. Mining supply; Nation-state adoption.	New retail "investment apps"; VC seed rounds <\$10M.
Market Structure	Exchange volume concentration; Open Interest spikes.	Routine listing of new trading pairs or "Flash Pumps."
On-Chain	Whale movements >\$100M; Exchange reserve changes.	"Analyst predicts moon"; Single-wallet routine transfers.
Ecosystem	Layer-2s surpassing Layer-1s; Real World Asset (RWA) growth.	New NFT mints; Routine "v2.0" UI/UX updates.

4. The "So What?" Test

Before writing, you must be able to finish this sentence:

"This matters because [X Event] is changing the way [Y Actor] behaves in the industry."

- **Weak:** "Bitcoin is up 3% today." (No 'So What')
- **Strong:** "Bitcoin is up 3% as the **US Strategic Reserve** begins its first quarterly accumulation phase."