

The Web3 BD Cheat Sheet

How to verify ecosystem metrics, read token compensation, and spot weak offers in Web3 business development, without relying on Web2 vanity metrics.

By Shubhada Pande, Founder of ArtOfBlockchain.club | Last updated: 18 October 2026

The Bottom Line: Traditional B2B SaaS sales tactics fail in Web3. You cannot sell a Layer 1 protocol like a software license when the infrastructure is open-source and monetization relies on network effects. This guide translates Web2 sales metrics into Web3 realities. It gives you a due diligence checklist, a five-step verification process that needs no coding, a sourced pay benchmark, and a list of red flags to check before you accept a role or sign a partnership.

How this guide was built: It draws on direct deal-structuring experience from Layer 1 protocol partnerships and on public salary data. Every outside figure is sourced on the last page.

Why we write about proof: Most CVs today read like the same long list of skills, because everyone uses the same AI prompts. In blockchain, one wrong hire or one wrong partner can cost an entire project. At ArtOfBlockchain.club we back **proof-based hiring**: candidates show exactly what they can ship and build, and hiring teams recruit people with verifiable track records, such as GitHub work, Dune Analytics dashboards, or other public proof. This guide applies the same rule to partners and offers: verify before you trust.

Part 1: The "Unlearn Web2" Translation Matrix

In Web3, the "Fat Protocol Thesis" holds that value accrues to the underlying network, not just the application. If you are transitioning from Web2, update your vocabulary and your KPIs immediately.

Web2 SaaS Sales Model	Web3 Ecosystem Growth Model	Why It Matters for BD
Monthly Active Users (MAU)	Unique Active Wallets (UAW) + Gas	A wallet is free. A wallet that consistently spends gas on contract interactions is a much stronger sign of real product-market fit.
Annual Recurring Revenue (ARR)	Total Value Locked (TVL) & Volume	You aren't selling licenses; you are attracting liquidity. High TVL means deep liquidity, which attracts more developers.
Customer Acquisition Cost	Token Emission & Incentive Spend	Paying users in tokens to use a dApp works short-term. If retention drops to near zero when emissions stop, the growth is not real.
The Buyer: VP of Engineering	The Buyer (in DAO-governed ecosystems): SubDAOs, delegates & core devs	Governance is decentralized. In DAO-governed ecosystems, pitch community token holders and regional SubDAO delegates, not just a CEO. In company-led protocols, the core team or foundation is still the main buyer.

Part 2: The Web3 BD "Anti-Vanity" Deal Checklist

Before signing a co-marketing or ecosystem grant partnership, verify the partner's actual on-chain health. Never take pitch deck numbers at face value.

- ☐ **The Sybil Check:** Look at the partner's user growth graph. Did a recent spike come from one funding wallet (often a centralized exchange wallet) sending near-identical amounts of gas to thousands of newly created wallets? That is the textbook case, but experienced farmers avoid it. Ask the partner's analysts whether they group wallets by common funding source, creation time, identical transaction patterns, and repeated amounts. **Verdict:** If large groups of wallets trace back to a handful of sources, treat the volume as fake.
- ☐ **The TVL Stickiness Check:** Analyze historical Total Value Locked (TVL). Did liquidity evaporate the day the last yield-farming incentive expired? **Verdict:** Mercenary capital. There is no organic usage.
- ☐ **The Holder Concentration Check:** Do the top 5 wallets hold 80% or more of the token supply? Before judging, exclude exchange wallets, treasuries, liquidity pool contracts, and vesting or lockup contracts, which often hold large balances for legitimate reasons. Then look at what remains (founders, insiders, early investors) and when their tokens unlock. **Verdict:** Concentrated insider holdings with near-term unlocks mean elevated dump risk for retail holders. Weigh the unlock schedule before recommending an integration to your community.
- ☐ **The Open-Source Moat Check:** If a competitor forks the protocol's open-source code tomorrow, what keeps users on the original platform? **Verdict:** If the answer isn't network effects or deep liquidity, the partnership is weak, because the partner is easy to replicate.

Part 3: Verify a Partner in 5 Steps (No Coding Required)

You do not need to be an engineer to check a partner's claims. Public tools show most of what you need, and the rest you can ask the partner to show you. Work through these steps before you sign a term sheet.

- 1 Look for dashboards that already exist**
Search the protocol's name on Dune (dune.com), a public analytics site where analysts publish ready-made dashboards. Look for charts on active wallets, fees paid, and returning users. Check who built each dashboard and when it was last updated, because community dashboards can be wrong or stale.
- 2 Check the TVL history**
Open the protocol's page on a public tracker such as DefiLlama (defillama.com) and view the last 6 to 12 months. Note any sharp drop that lines up with the end of a rewards program.
- 3 Look up the top token holders**
On the chain's block explorer (for example Etherscan, etherscan.io, on Ethereum), open the token's Holders tab. Identify which large holders are exchanges, treasuries, or contracts, then look at who is left.
- 4 Find the unlock schedule**
Check the project's tokenomics documentation or a token unlock tracker. Write down the dates of the largest upcoming unlocks and who receives them.
- 5 Ask the partner to show their own numbers**
Request their analytics dashboard, a list of their main contracts, how much they spent on incentives, and how many users returned after incentives ended. If their numbers differ from the public data, ask why.

What the numbers can tell you

What you see	What it may mean	What to do next
Many active wallets, but very little paid in fees	Possible bots or farmed activity. Fees are tiny by design on low-cost chains.	Compare against other protocols on the same chain, not against a fixed number.
Few of last quarter's users are still active	Growth may have been driven by incentives rather than real demand.	Ask for retention figures that exclude the incentive period.
Claimed tokens sold or sent to exchanges soon after the claim	Some recipients may see little reason to hold. Selling an airdrop is common and is not always a lack of conviction.	Treat it as a prompt to investigate. Compare with similar airdrops and check whether those users keep using the product.
Their numbers differ from the public data	Either the data is incomplete or the pitch is overstated.	Ask them to explain the gap in writing before you continue.

Part 4: The BD Compensation Reality Check

Transitioning from enterprise tech sales requires a fundamental shift in how you evaluate compensation packages. Compare the whole package, not only the base salary.

What crypto BD roles advertise

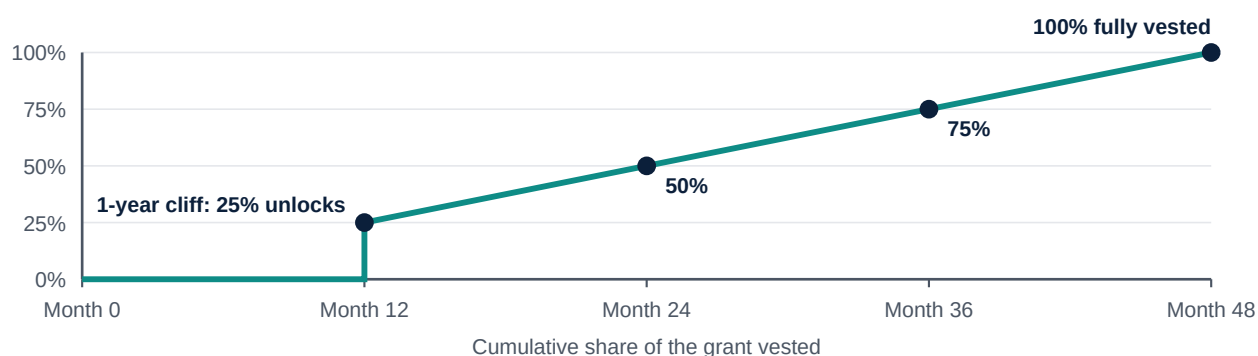
Measure (annual base, USD)	Amount
25th percentile	\$125,563
Median	\$165,000
75th percentile	\$212,826

How to read these figures: They come from 94 crypto business development job listings posted in the last 12 months, as reported by FindWeb3 (retrieved October 2026). They show pay that employers advertised, not what people actually receive. They lean toward companies that publish salary ranges, and they exclude token grants and equity, which are common on top of base pay. Use them as a starting point, not a guarantee.

Five questions to ask about any offer

- **How is pay split between cash and tokens?** Ask for the exact base salary in fiat.
- **How are the tokens valued in the offer?** A grant is only worth what the token can be sold for.
- **What is the vesting schedule?** A common structure is 4 years with a 1-year cliff (see chart below). Anything longer than 4 years is worth negotiating.
- **Is there a Token Generation Event (TGE) date?** Do not accept locked tokens for a project with no clear TGE timeline.
- **Which pool do the tokens come from?** The "Team/Advisors" pool usually carries strict governance lockups. The "Ecosystem Growth" pool may offer performance-based unlocks tied to your BD targets.

Standard 4-Year Token Vesting Schedule (1-Year Cliff)



Part 5: Red Flags in Web3 BD Job Posts

Check these before you spend time on an interview process.

Signs of a scam

- Asks early for ID, a home address, a private key, or a seed phrase.
- Asks you to install "interview software" or open .exe or .zip files.
- A meeting or calendar link asks you to log in with your X (Twitter) account.
- Links that do not match the company's official website.
- Any fee for "training" or "application processing", or any payment before work starts.
- Unsolicited job offers by direct message.
- A missing or weak website, few followers, or team photos that look like stock images.

Signs of a weak offer

- Pay described only in tokens, with no base salary.
- No named company or hiring manager.
- Vague descriptions such as "work on exciting crypto projects", or text copied from other listings.
- Targets such as "bring in 50 partners" with no budget or support.
- A token grant with no vesting terms and no TGE date.
- Pay that looks unrealistically high for the seniority of the role.

For a deeper look at fake recruiters who target Web3 advisors, read our companion guide, *The Zero-Trust Job Hunt: How Scammers Target Web3 Advisors*, on [ArtOfBlockchain.club](https://artofblockchain.club).

Sources and Method

Salary figures: FindWeb3, "Web3 and Crypto Salaries 2026", based on 94 crypto business development listings from the trailing 12 months, retrieved October 2026. <https://findweb3.com/salaries>

Scam warning signs: CryptoJobsList, "How to Tell if a Job Post is Real or Fake", January 2025. These signs are based on the author's experience and reader reports, not statistical data. <https://cryptojobslist.com/blog/how-to-tell-if-a-job-post-is-real-or-fake>

Everything else reflects the author's professional experience in Layer 1 partnerships and general industry practice, and is offered as guidance rather than data.

Disclaimer: This guide is for educational purposes only and is not financial, legal, or tax advice. Token grants and protocol partnerships carry real risk. Verify claims with on-chain data and consult qualified advisors before signing any agreement.

About the Author: Shubhada Pande is the Founder of [ArtOfBlockchain.club](https://artofblockchain.club). With over 13 years of content strategy experience and a background as Chief Strategy Officer of Partnerships at a Layer 1 blockchain, she specializes in translating complex Web3 mechanics into B2B business value.

Ready to put this into practice? Create a free account to apply for vetted Web3 roles or get your Web3 CV reviewed at: [ArtOfBlockchain.club/blockchain-developer-jobs](https://artofblockchain.club/blockchain-developer-jobs)

Join the conversation. [ArtOfBlockchain.club](https://artofblockchain.club) is a discussion forum. Anyone can ask questions, brainstorm with the community, share insights and experiences, and post awareness alerts about red flags they have spotted. Join us at <https://artofblockchain.club>.

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