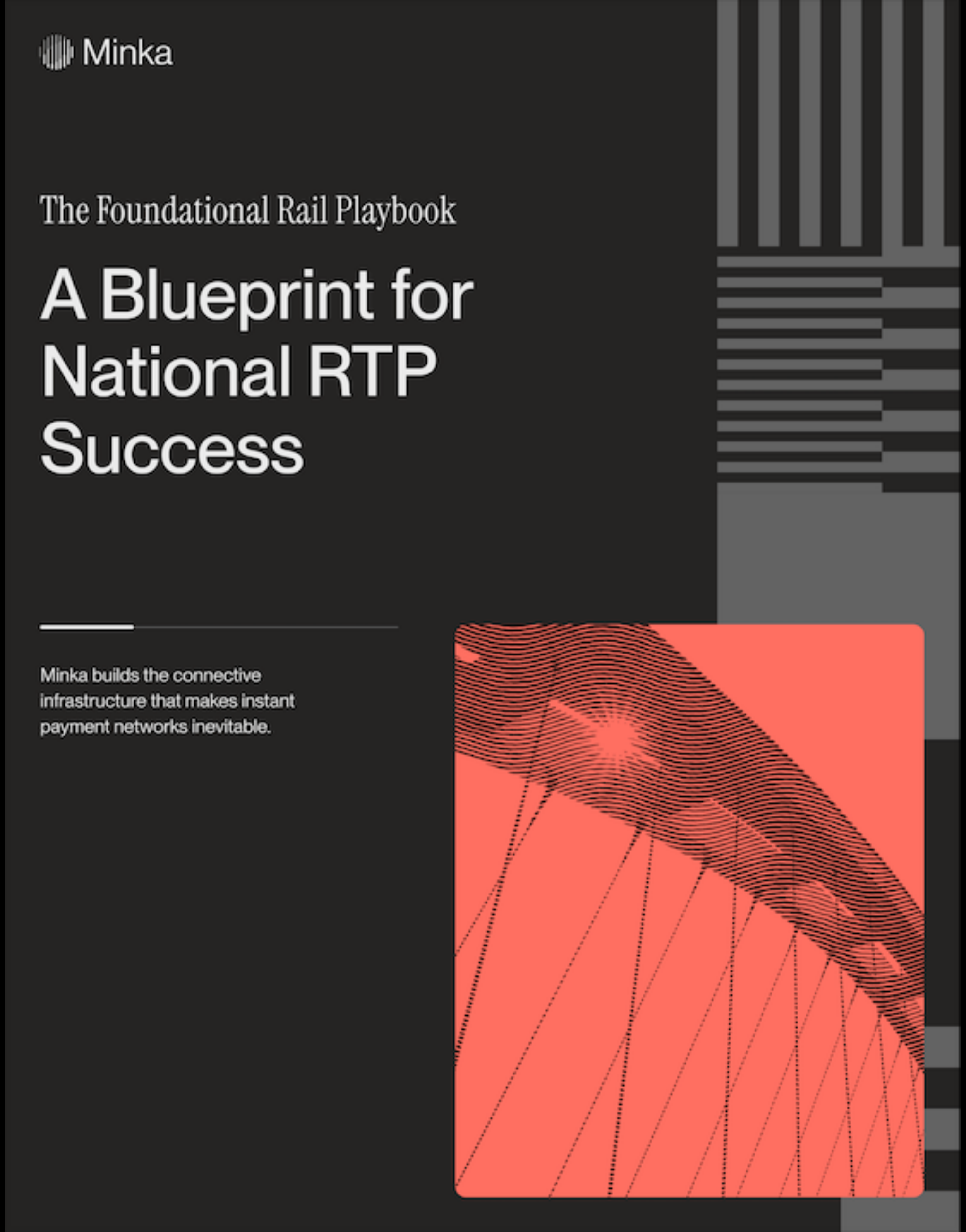
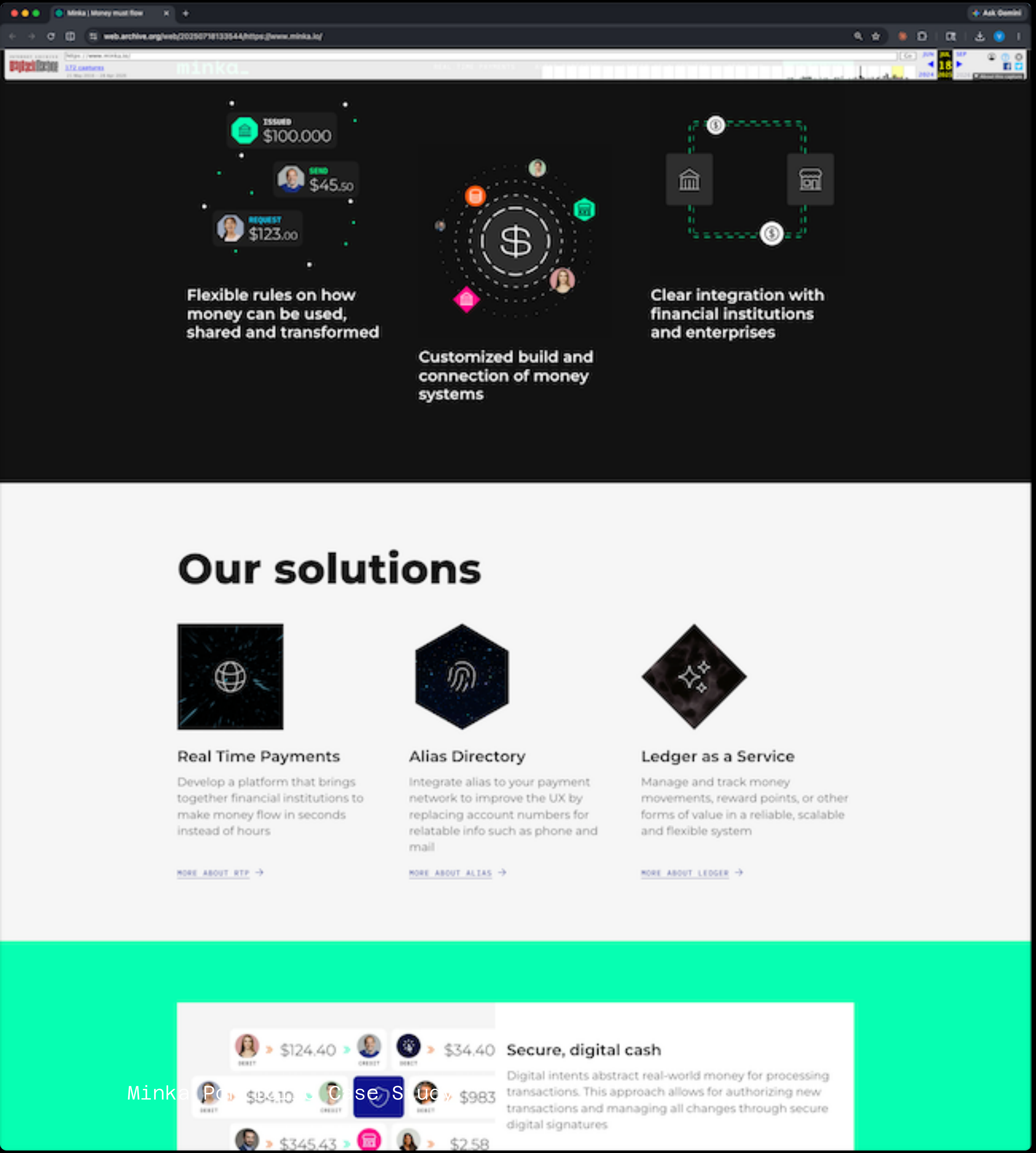
Minka Branding

Repositioning enterprise payment infrastructure from blockchain heritage to institutional trust

GTM Lead · 2024 to 2026

A company-wide strategic shift, sequenced as repositioning , sales messaging, visual identity and GTM rollout. The rebrand resolved a real sales-engineering and buyer-solution coordination crisis at the root.





The triggering moment was a sales-engineering and buyer-solution coordination crisis

Sales drove deals outside any defined ICP and product. Every deck and deal appeared custom. Engineering struggled to understand sales focus. There was an underlying confusion about our market and product requiring alignment on who Minka sold to and what Minka sold.

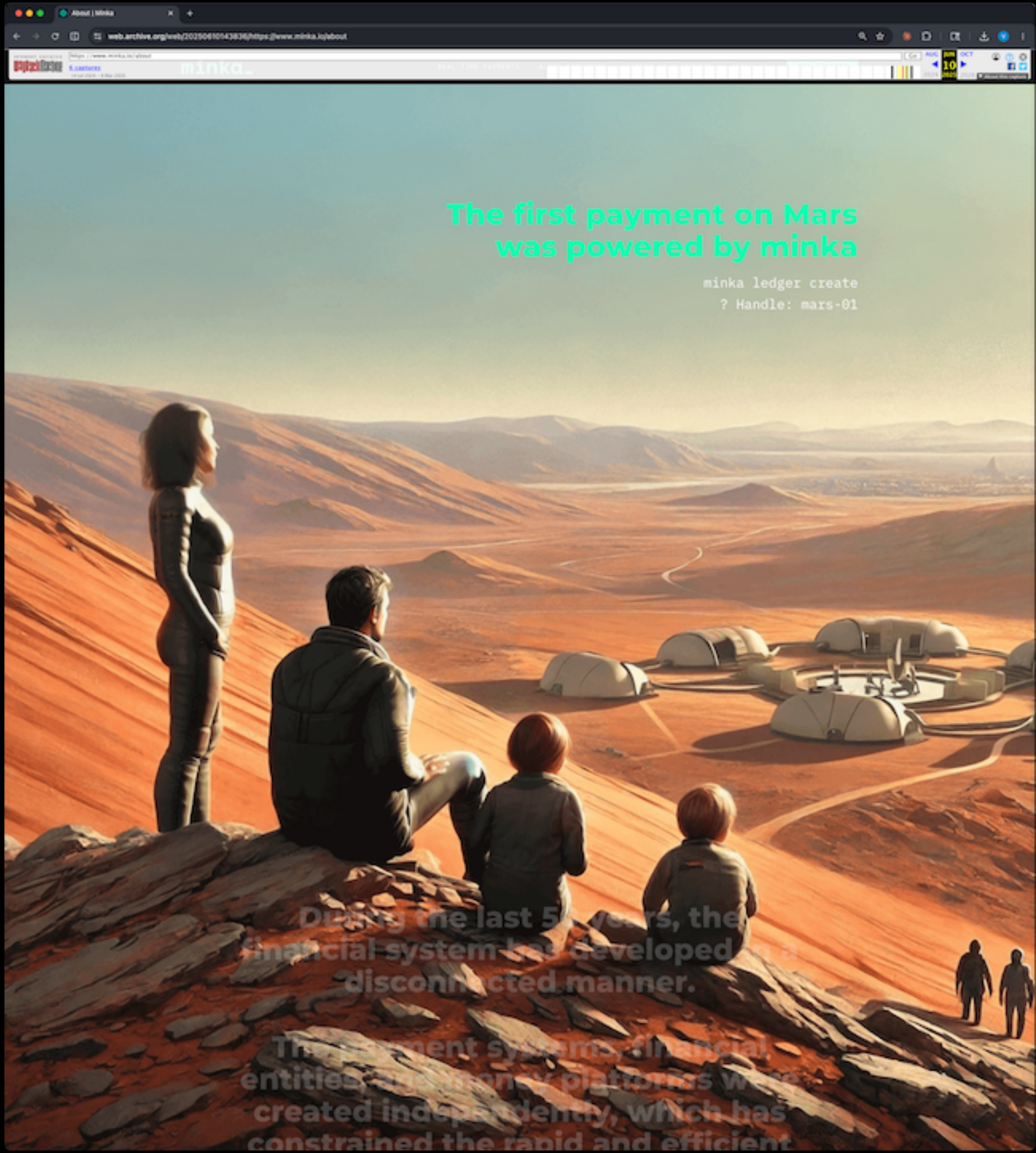
The rebrand was an outcome of strategic clarification of audience and offering, expressed through messaging, scoping, pricing and visual identity.

Our positioning was an abstract ledger service leading to a fragmented brand and sales experience, overly focused on technology

The previous identity was built iteratively over a crypto-startup heritage:

- Abstract space theme signaling "frontier technology"
- Fragmented brand presence across surfaces
- Documentation and GTM materials focused on abstract platform vision, not ICP pains
- Sales conversations stalled because Minka was being pitched as a *payments dev shop*

That framing ran counter to scaling a Series A enterprise infrastructure vendor. Dev-shop framing implies project work, hourly billing, customization on customer terms that complicates deal closing.



The audience defines every brand decision, boards and executives at clearinghouses and banks.

Two institutional segments

- **Clearinghouses** buying **RTP Switch**
- **Banks** buying **Integration Hubs**

Board and executive inside those institutions

The most senior, risk-averse, time-poor decision-makers in financial services.

- Don't recognize innovation-led visual languages as trustworthy
- Don't read abstract platform descriptions but solutions mapped to layers of the financial infrastructure stack
- Expect technical claims to be verifiable by their own evaluators

Sequenced correctly, messaging first and visual identity last

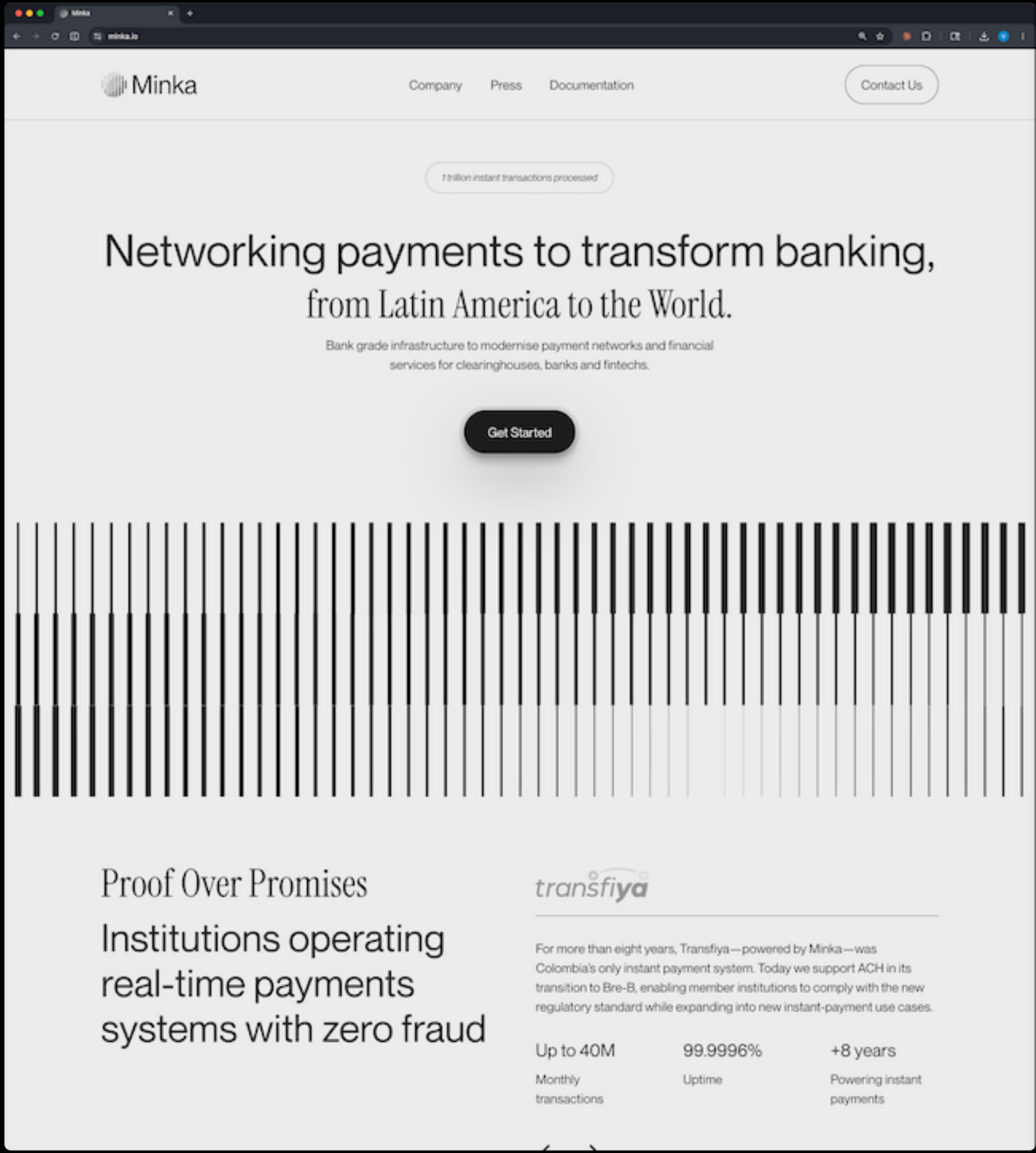
Repositioning: Company-wide mapping, competitor analysis
→
Messaging Architecture: 3 layers, system outline, ICP definitions
—Strategy→
Sales Scoping: deal flow method, reusable pitch, qualification criteria
→
Messaging Architecture: product naming, unique value proposition, jobs to be done framing
—Operational→
Visual Identity: Logomark, design tokens, web components, social media templates
→
GTM Rollout: Framer site, conference materials, sales decks, ads

Why the sequence matters: Repositioning produces the messaging architecture and ICP definitions Those become the input for sales efforts like qualification, deal flow, and reusable pitches. Sales scoping closes the loop on what products are sold to whom. *Then* visual identity expresses the now-stable positioning. GTM materials operationalize the identity across the buyer-facing surface.

Three-layer messaging architecture mapped to the financial infrastructure stack

- **Top-line mission messaging** the company-wide one-liner
- **Domain-specific positioning** mapped to layer-specific needs at clearinghouses and banks
- **System outline** Minka's solutions partitioned across layers of the financial infrastructure stack

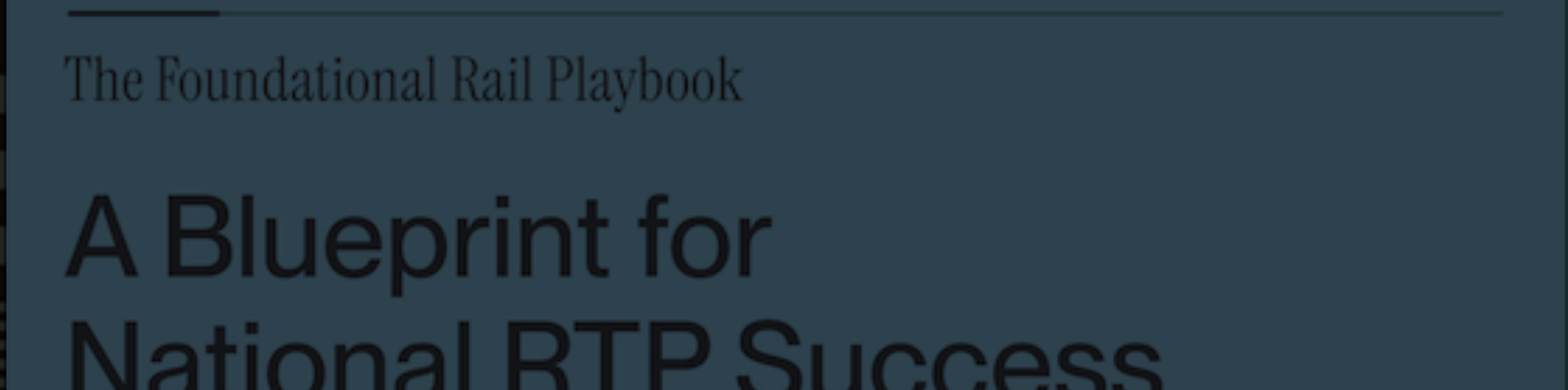
That third layer is the most domain-specific and the artifact the CTO authenticated. Technical buyers don't ask "what do you do?" they ask "where do you sit in the stack and how do your solutions compose?" The architecture answers that.



Maturing blockchain into institutional trust

Distributed-ledger architecture is a *real* technical differentiator, and board-level buyers at clearinghouses and banks are increasingly comfortable with it as a credential.

The **visual direction** pulled from Modern Treasury's classical institutional register. Decisively away from developer-led dark-mode aesthetics. Often the buyer is *not* the technical evaluator.



Agency-built primitives, internally implemented across GTM surface

Agency provides: Logomark, typography, web components, asset templates

We implement (me + brand designer + design engineer): A framer-built website, event materials, sales decks, one-pagers, RFP responses, paid ad creatives

The agency budget was tight by necessity. The response was scope discipline: agency builds the primitives that need agency craft. Everything else gets operationalized internally.

Customers signaled willingness to do business the institutional credibility marker

- Unqualified deals reduced; stopped muddying the product team's roadmap
- Pipeline reorganized into high-impact and startup tracks running on mixed efforts
- Distributed sales materials signaled Minka was a serious contender
- Framework has continued to operate within the company beyond the project itself

Customer signal: willingness to do business. The most valuable institutional credibility marker available in B2B enterprise sales.

Where it stayed hard: Enforcing messaging discipline under sales quota pressure structural, doesn't go away.

Internal clarity comes before external positioning and post-PMF, Series A is the right window

The operating thesis

The leverage in repositioning work is *internal alignment*.

External positioning is downstream of how a company sees itself, talks about itself, and qualifies its own pipeline.

Once internal clarity is in place, market-facing work gets dramatically easier. And the rebrand becomes a forcing function on product scope rather than a marketing exercise.

The category-timing lesson

Near product-market fit, post-Series A is the right window to commit to brand development.

Earlier wastes investment on positioning that's still moving. Later compounds the cost of strategic ambiguity.

Get it done properly and move forward.

What I'd do differently: reduce agency scope further and move quicker on the brand deployment. The leverage moves wanted to be earlier.