

w3.gold

Gold markets • custody • tokenization-ready rails

Positioning

w3.gold is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitor

Why it wins

- Gold is universal — A timeless store of value with global recognition and high transaction sizes.
- Custody + proof narrative — Ideal for vaulted custody education, auditability, and redemption flows.
- Web3 optionality — Tokenized gold is a natural narrative; the brand works perfectly as modern bullion commerce today.

Best-fit buyers

- Bullion dealers and marketplaces
- Custody and vaulting providers
- Tokenized gold issuers (compliant)
- Investment platforms offering gold exposure
- Institutional metals trading infrastructure providers

Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer