Miden × HoloHive

Help Korean buyers participate in Miden's token sale

Our Seoul team selects creators whose readers follow token sales, prepares them to explain Miden and helps eligible Korean buyers apply.

Six-week campaign

$35K

Recommended fixed fee

Compare fee options ↓

Six weeks around the sale

We start four weeks before applications open. Miden targets January 2027 for public mainnet and the sale one to two weeks later.

Weeks 1–2

Test the message with buyers

We brief the first creators. **In week two,** we review reader questions and early coverage with you, then choose what to explain next and which communities to reach.

Weeks 3–4

Publish the Korean sale guide

You approve the guide. Creators walk readers through eligibility, key dates and how to apply.

Weeks 5–6

Support buyers and track bids

We answer applicants' questions and track which channels keep covering Miden. Where platform records allow, we report Korean bids and final allocations.

One place to start

Of 35 Korean Telegram channels that had covered Miden, 25 discussed privacy in the month to 19 October. We'll consider them alongside other communities, looking at past sale coverage and how their readers responded. October scan ↗

How we prepared readers for two sales

JUMPER
Sep–Oct 2026

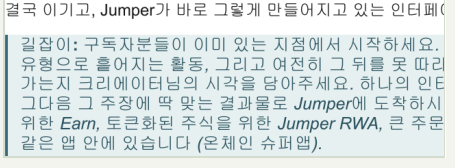
Read the Jumper sale report ↗

12 Korean channels reported bidding

Four of five creators we interviewed knew Jumper as a bridge. We introduced its trading features first, then showed readers how to apply on Legion once the sale terms were public.

Product talking points

Week one

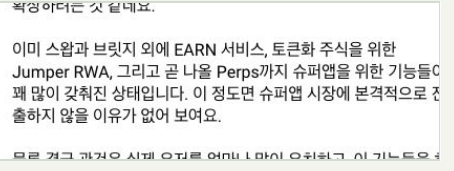

결국 이기고, Jumper가 바로 그렇게 만들어지고 있는 인터페
길잡이: 구독자분들이 이미 있는 지점에서 시작하세요.
유형으로 흘어지는 활동, 그리고 여전히 그 뒤를 못 따리
가는지 크리에이터님의 시각을 당아주세요. 하나의 인터
그다음 그 주장에 딱 맞는 결과물로 *Jumper*에 도착하시
위한 *Earn*, 토큰화된 주식을 위한 *Jumper RWA*, 큰 주문
같은 앱 안에 있습니다 *(온체인 슈퍼앱)*.

Show swaps, bridging, Earn and tokenized stocks in one app.

View brief excerpt ↗

Minebuu's post

20 September 2026


확장하려는 것 같네요.
이미 스왑과 브릿지 외에 EARN 서비스, 토큰화 주식을 위한 Jumper RWA, 그리고 곧 나올 Perps까지 슈퍼앱을 위한 기능들이
꽤 많이 갖춰진 상태입니다. 이 정도면 슈퍼앱 시장에 본격적으로 진
출하지 않을 이유가 없어 보여요.

Minebuu showed readers Earn and tokenized stocks.

Read the post ↗

$10.3M

Korean bids reported by Jumper

Worldwide bids totaled $48.6M against a $3M sale cap. The records don't identify which bids came through Holo Hive.

31 channels we never briefed covered Jumper in at least three separate weeks of the 30-day campaign.

UMIA
Jul–Aug 2026

View the UMIA case study ↗

Readers explained how bids cleared

UMIA had zero mentions in 326 Korean channels in the prior year. We briefed creators on the treasury model first and the auction rules as bidding approached.



Manbull

Dates from the Korean auction guide

AUG 26	AUG 29
Allowlisted buyers can bid	Public bidding opens

Manbull also explained how to set a maximum bid.

Read the guide ↗

$1M+

Pre-sale allocation requests relayed by Korean creators

119 of 181 Telegram mentions appeared outside the channels we briefed. Mentions include forwards.

We placed **51 Telegram posts** and **4 posts on X** over six weeks.

Choose a fee for the six-week sale phase

Both options cover creator preparation, agreed creator fees, Korean buyer guidance, sale support and reporting.

Fixed fee Recommended for a predictable budget

$35K

You know the full campaign fee before the sale, even if it's oversubscribed or the platform can't break out Korean proceeds.

Base plus success fee

$25K +5%

The 5% applies only to qualifying Korean proceeds Miden keeps after allocations and refunds. We agree upfront on which buyers count and how to verify the total.

Illustrative campaign fees

Qualifying Korean proceeds retained	Fixed fee	5% fee	$25K base + 5% fee
$100K	$35K	$5K	**$30K**
$200K	$35K	$10K	**$35K**
$500K	$35K	$25K	**$50K**

At $200K in qualifying proceeds, both options cost $35K. Below that, the base plus 5% costs less ($25K at $0). Above it, the fixed fee costs less.

Creator coverage

We plan for **15–25 creators and 50–60 commissioned original posts on Korean Telegram.** If we miss the agreed minimum for reasons within our control, we make up the shortfall at our cost.

Your team's time

One 30-minute weekly review, plus daily English updates. We align with any Kaito campaign and report paid posts, reposts and independent coverage separately.

Optional after week six

$15K/month

With your approval, we follow up with interested channels and brief creators on confirmed releases. The token launch (April 2027 target) is scoped separately.

team@holohive.io

Full commercial terms ↗