GROWTH DOSSIER

Nimbus Protocol

Goal: awareness | March 10, 2026

Executive summary

Nimbus Protocol is a liquid restaking layer that lets ETH holders earn EigenLayer-style rewards while keeping their stake liquid and usable across DeFi.

Category: Liquid restaking / DeFi infrastructure

Top risks

- Liquid restaking is a crowded narrative with several well-funded incumbents already holding meaningful TVL.
- Smart contract risk compounds across the underlying restaking layer and Nimbus's own vault contracts.
- Token incentives could attract mercenary TVL that exits once emissions taper off.

In this dossier

Personas and positioning

Yield-seeking ETH holder

Who they are:
Long-term ETH holders comfortable with smart contract risk, already staking or restaking elsewhere, hunting for better risk-adjusted yield.

Pain point:
Existing restaking positions lock liquidity, so they cannot react to market moves or use capital elsewhere without unwinding.

Where they hang out:
Ethereum-focused X, restaking Discord servers, r/ethfinance

DeFi power user

Who they are:
Active DeFi users who loop, leverage, and rotate yield across protocols, comfortable moving capital weekly.

Pain point:
Most liquid restaking tokens have thin secondary market depth, making it expensive to loop or exit in size.

Where they hang out:
DeFi Twitter, Telegram alpha groups, Dune dashboards

Restaking-curious newcomer

Who they are:
ETH holders who understand staking but find restaking's added risk layers confusing.

Pain point:
Does not understand what actually backs the yield or what the extra risk really is, so stays on the sidelines.

Where they hang out:
Not specified

Positioning angles

Liquidity without the wait

Directly answers the number one objection to restaking: capital lockup. A liquid receipt token that behaves like a normal asset is a concrete, demonstrable difference.

Show the risk, do not hide it

Most restaking marketing glosses over slashing risk. Being the protocol that explains it plainly builds trust with the skeptical segment of the audience.

Built for looping, not just holding

Deep liquidity and integrations for leverage loops speaks directly to the power-user persona's actual use case, not just generic yield messaging.

Campaign calendar

Day	Theme	Channel	Success signal
1	Foundation: profiles, links, baseline metrics	X	Profiles live, 3 tracked links created, baseline follower count logged
2	Explain liquid restaking without the jargon	X thread	Thread reaches 20+ replies from non-team accounts
3	Risk transparency: what actually gets slashed	X and Reddit	Reddit post crosses 50 upvotes without removal
4	Liquidity depth comparison vs other LRTs	X	At least 1 reply from a recognized DeFi analyst account
5	Community AMA on restaking mechanics	Discord	40+ live attendees, 15+ questions asked
6	Looping strategy walkthrough	X thread and Reddit	Thread bookmarked by 100+ accounts
7	Week 1 recap with real numbers	X	Recap post cites real tracked link data, not projections

KPIs

Metric	Day 7 target
Tracked link clicks across all channels	1,200+
New X followers	+800
Discord members	+300
Verified conversions (wallet connects)	150+

Attribution plan

Three FlyBeacon referral links are created on day 1: one for X thread traffic, one for the Discord invite, one for creator collaboration posts. Each is tracked natively at flybeacon.io/r/CODE with click and conversion logging, so every later report ties traffic back to the exact post that drove it.

Ready to post content

X THREAD

Most people think restaking means locking your ETH up twice.

Nimbus does it differently: you deposit ETH, it gets restaked through the underlying layer, and you receive a liquid receipt token you can use anywhere in DeFi the same day.

The yield comes from the same place every restaking protocol gets it. The difference is you are never stuck waiting on an unbonding queue to use your capital.

We will keep publishing the real numbers behind this, including the parts that are still genuinely risky. Thread on slashing conditions coming Wednesday.

SHORT X POST

Restaked ETH that still moves when you need it to. That's the whole pitch. {REF_LINK}

DISCORD MESSAGE

Hey everyone - dropping the week 1 roadmap in this channel. We're starting with an explainer thread on how liquid restaking actually works, followed by an honest breakdown of what can go wrong (yes, really). If you want early access to the AMA on Friday, react below and we'll ping this channel when the link goes live.

REDDIT POST

What actually gets slashed in liquid restaking (a plain explanation)

Most threads about restaking skip straight to APY numbers. This one is about the part that matters more: what conditions actually trigger a slashing event, who absorbs that loss first, and how a liquid receipt token's price reflects that risk in real time versus a locked position. Written for people who already understand normal ETH staking and want the next layer explained without hype.

REPLY HOOK

This is the right question to be asking before the APY question. Worth noting the slashing conditions differ meaningfully between protocols even when the headline yield looks similar - happy to break down the specific conditions if useful.

X landscape

Posting cadence: Roughly 4 to 5 original posts per week, mostly protocol updates with occasional educational threads.

Content mix: Protocol updates (45%), Educational threads (25%), Community replies (20%), Memes and culture (10%)

Engagement: Original threads get roughly 30 to 60 replies and low triple digit reposts; routine updates get noticeably less engagement.

Gaps and opportunities

- No consistent educational series - each explainer thread is a one-off rather than a numbered series people can follow.
- Rarely replies to larger accounts already discussing restaking, missing easy visibility from bigger threads.
- No visible risk-transparency content, leaving the what-can-go-wrong question unanswered publicly.
- Community AMAs are not announced far enough in advance to build attendance.

@EtherFlowHQ

Cadence: Daily, mostly TVL milestone posts.

Engagement: High baseline engagement from a large, mostly incentivized audience; noticeably lower engagement on non-incentive posts.

Gaps: Content is TVL-number-driven rather than educational, leaving room for a more explainer-first approach.; Reply sentiment skews toward points-farming rather than genuine narrative belief.

Narrative pulse

HEATING

Liquid restaking is drawing renewed attention this week after a major exchange listed its first LRT-backed yield product, pulling fresh eyes into the narrative from outside the usual DeFi crowd.

Fresh angles

- React to the new exchange LRT product by explaining how it compares to holding the underlying token directly.
- Publish a plain-language risk checklist now that mainstream attention is arriving.
- Contrast liquid vs illiquid restaking now that the comparison is top of mind for new entrants.
- Highlight real slashing history across the sector to ground the conversation in facts, not fear.

Anchor voices

- @DeFiWeeklyCap
- @onchain_yield
- @restaking_research

KOL shortlist

@onchain_yield

Size: mid

Posts consistently about restaking yield mechanics and has covered LRT liquidity comparisons before.

- Recent thread breaking down slashing conditions across three major restaking protocols.
- Regularly quote-tweets new LRT integrations with technical commentary.

Red flags: none observed

@DeFiWeeklyCap

Size: large

Weekly roundup account with a dedicated restaking section most weeks.

- Featured liquid restaking as the top narrative in two of the last four weekly roundups.

Red flags: none observed

@yieldscout_eth

Size: nano

Smaller account but consistently first to cover new LRT integrations before they trend.

- Called out a competing protocol's liquidity issue three days before it became a wider discussion.

Red flags: low engagement, borderline

@RestakeAmbassador

Size: mid

Active restaking commentator, disclosed ambassador for a competing protocol.

- Posts daily about restaking mechanics generally, not just their affiliated protocol.

Red flags: affiliated: competitor ambassador program

Outreach drafts

@onchain_yield via x_dm

Hey - really liked your recent breakdown of slashing conditions across the big restaking protocols, it's the clearest version of that explanation I've seen. We're building Nimbus, a liquid restaking layer, and are about to publish an honest risk-transparency thread of our own. Would you be open to an early look before it goes out, purely for your take? {REF_LINK}

@DeFiWeeklyCap via x_dm

Saw restaking make your weekly roundup twice in the last month. We're running an awareness sprint for Nimbus, a liquid restaking layer, this week - if the angle ever fits a future roundup, happy to send over the real attribution numbers from the campaign rather than just talking points.

@RestakeAmbassador via x_dm

Appreciate how much restaking-mechanics content you put out generally, not just for the program you're with. Given your existing ambassador role, we'd only want to work together on something clearly disclosed as a paid collab, not a casual mention. If a disclosed comparison piece is something you'd consider, happy to talk specifics.

Attribution and scorecard

Label	Link
X thread	/r/nmb7k2
Community	/r/nmb9x4
Creators	/r/nmbq81

Scorecard

Metric	Target	Actual
Tracked link clicks across all channels	1,200+	-
New X followers	+800	-
Discord members	+300	-
Verified conversions (wallet connects)	150+	-

Scorecard fills in as clicks and conversions log against these links.