

# w3.credit

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Credit infrastructure for the Web3 era

## Positioning

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

## Why it wins

- Credit is a money keyword — Few categories carry more lifetime value. The right domain reduces CAC and increases trust.
- Platform-grade identity — W3 positions the brand as modern infrastructure—scalable, technical, and future-proof.
- Defensive category capture — If you lead the category, you protect the category name. Domains like this become strategic moats.

## Best-fit buyers

- Fintech credit platforms (cards, scoring, underwriting)
- Lending marketplaces and broker networks
- Credit identity and fraud prevention providers
- Crypto/TradFi bridging credit rails (compliant)
- Enterprise credit workflow platforms

## Process

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

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