

w3.kaufen

DACH■first purchase-intent identity for Web3, standards, and commerce

Why it's strategic

- “kaufen” = the conversion verb in German. Instant intent, minimal ambiguity.
- DACH market positioning: Germany, Austria, Switzerland (high LTV buyers).
- Built for Web3 marketplaces, compliance shops, or premium e-commerce funnels.
- W3 adds modern posture; Web3 story optional—brand works today.
- Defensive value: prevents competitors from owning the “buy Web3” banner.

Best-fit buyers

- Web3 marketplaces expanding into DACH
- Compliance / accessibility / security audit firms
- Premium e-commerce operators targeting German buyers
- Real-estate investor funnels (London W3 / Acton angle)
- Media/affiliate operators building category authority

Process

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