



VERITY SAGE

Consulting | Advisory | Executive Coaching

Nice to meet you!

We blend technical and business expertise to provide tailored strategies that lead to real, measurable results for **web3 companies**, **executives**, and **VCs**.

We're founded by an industry veteran with over 20 years of experience.

Unlike traditional firms, we offer hands-on, personalized solutions coming from real-world experiences, not just theoretical models, ensuring that every strategy is uniquely crafted to fit your specific needs and goals.



Expertise - Web3

Empowering web3 companies to scale efficiently and strategically

Scaling Teams: Growing teams with the right organization structure, priorities and talent.

Product & Delivery Roadmap: Aligning innovative products with market and business demands.

Best Practices: Implementing industry standards to enhance productivity.

Hiring Processes: Streamlining recruitment to attract top blockchain-specialized talent.

Executive Hiring: Assisting in the recruitment of impactful leaders.

Operational Efficiency: Optimizing processes to reduce costs and improve performance.

Technology Integration: Ensuring seamless adoption and integration of web3 technologies.

Expertise - Venture Capitalists

Supporting VCs with technical insights and strategic guidance for better investment decisions

Technical Due Diligence: Conducting thorough technical assessments to evaluate opportunities.

Pitch Meeting Support: Providing critical insights and asking targeted questions during pitches.

Advisory Support: Providing ongoing strategic guidance to portfolio companies post-investment.

Market Analysis: Delivering insights into market trends and emerging technologies.

Network Facilitation: Connecting portfolio companies with industry experts and potential partners.

Expertise - Executives

Empowering executives with the skills and strategies to lead and scale effectively

Coaching & Communication: Enhancing leadership skills to drive team success.

Investor Pitching: Crafting compelling pitches to secure investor interest and funding.

Business Review: Offering expert actionable feedback on business plans and pitch decks.

Strategy Review: Providing expert feedback on business strategy, OKRs, ABRs.

Team Management: Helping manage and scale teams with effective strategies.

Executive Onboarding: Ensuring smooth transitions and quick integration for new executives.

Strategic Decision-Making: Guiding high-stakes decisions with data-driven insights.

Our Process

1. Discovery

We start by understanding your unique challenges and goals through in-depth consultations and assessments.

2. Strategy Development

We develop a tailored strategy based on your specific needs, leveraging our technical and business expertise.

3. Implementation

We work closely with your team to implement the strategy, providing hands-on support and guidance.

4. Evaluation and Iteration

We continuously monitor progress and make necessary adjustments to ensure optimal results.

5. Ongoing support

We provide ongoing support and advisory services to help you navigate new challenges and opportunities.

Meet the Founder



Mike Massari brings over 20 years of experience in the tech sector. With a background in engineering leadership, product strategy, and communication, Mike specializes in scaling teams, driving innovation, and delivering measurable results.

Mike has been a key player in the web3 space since 2017, before leading major initiatives at Chainlink Labs since 2022.

During his tenure, he expanded the team from 34 to 78 members in just 1.5 years and drove a 400% increase in blockchain integrations.

His deep expertise in both technical and business domains allows him to create impactful, tailored strategies for his clients.

Why Verity Sage?

Hands-On Experience

With over 20 years of hands-on experience in the tech sector, we bring practical solutions grounded in real-world expertise.

Tailored Strategies

We craft customized strategies to meet your specific needs and goals, ensuring that every plan is uniquely suited to your business.

Specialized in Web3

Our deep knowledge of the web3 space sets us apart, allowing us to provide cutting-edge insights and innovative solutions.

In-Field Expertise

Unlike traditional firms, our strategies are drawn from extensive in-field experience, not just theoretical models.

Collaborative Approach

We work closely with your team to ensure seamless integration and alignment with your business objectives.

End-to-End Support

From initial assessment to ongoing advisory, we provide comprehensive support throughout your journey.



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