

# Introducing: Chainlink Runtime

*The Orchestration Layer for Institutional DeFI*

## Positioning Strategy

### Core Positioning Statement

Chainlink Runtime is the institutional orchestration layer that gives banks and financial institutions the power to build production-grade tokenized asset applications without blockchain complexity. It connects multiple chains, real-world data, and existing financial infrastructure through a single, flexible platform.



[\(click to play video\)](#)

### Positioning Pillars

Enterprise Decision-Makers (C-Suite/SVPs)	Technical Decision-Makers (CTOs/Engineering Leads)	Developers
<ul style="list-style-type: none"> <li>• <b>Risk Mitigation:</b> Battle-tested infrastructure securing \$75B+ in DeFi value</li> <li>• <b>Speed to Market:</b> Pre-built templates reduce time-to-production from 18 months to 8-12 weeks</li> <li>• <b>Regulatory Readiness:</b> Built-in compliance hooks, audit trails, and deterministic execution for regulatory reporting</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Abstraction of Complexity:</b> Single API orchestrates cross-chain, oracle, and compute services, eliminating the need to manage multiple vendor relationships</li> <li>• <b>Blockchain Agnostic:</b> Avoid lock-in; deploy once, operate across Ethereum, Avalanche, Polygon, private chains</li> <li>• <b>Enterprise SLAs:</b> Guaranteed uptime, support, and performance commitments matching core banking infrastructure expectations</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Radically Simpler:</b> What would take 10,000 lines of code across multiple protocols now takes 500 lines with Runtime</li> <li>• <b>Production Ready:</b> Smart contract templates, testing frameworks, and simulation environments included</li> <li>• <b>Web2 Developer Experience:</b> RESTful APIs, comprehensive documentation, familiar tooling (think Stripe for tokenized assets)</li> </ul>

## Target Audience Strategy

Money Center Banks & Custodian Banks (Primary)	Asset Managers Launching Tokenized Funds (Secondary)
<p><b>Rationale:</b> Highest-value prospects with immediate tokenization mandates, budget authority, and ecosystem influence. A single win creates 10-20 downstream opportunities through their asset manager relationships.</p> <p><b>Profiles:</b></p> <ul style="list-style-type: none"> <li>• <b>Institutions:</b> JPMorgan, BNY Mellon, State Street, Citi, HSBC</li> <li>• <b>Decision-Makers:</b> Managing Directors (Digital Assets), SVPs (Innovation/Blockchain), CTOs (Capital Markets Technology)</li> <li>• <b>Pain Points:</b> Board-level pressure to deliver tokenization ROI by 2026; drowning in fragmented vendor ecosystem; need proof of institutional adoption</li> <li>• <b>Buying Triggers:</b> Regulatory clarity (MiCAR, Basel III crypto amendments), client demands for on-chain funds, competitive pressure</li> </ul> <p><b>Estimated Segment Size:</b> 15-20 Tier 1 institutions globally  <b>Expected Deal Size:</b> \$2-5M ARR per institution  <b>Sales Cycle:</b> 9-14 months</p>	<p><b>Rationale:</b> Massive addressable market with urgent need. More agile than banks but require bank partnerships (creating network effects with Tier 1).</p> <p><b>Profiles:</b></p> <ul style="list-style-type: none"> <li>• <b>Institutions:</b> BlackRock, Franklin Templeton, Fidelity Digital Assets, Hamilton Lane (alts focus)</li> <li>• <b>Decision-Makers:</b> Heads of Digital Assets, CTOs, Product VPs</li> <li>• <b>Pain Points:</b> Pilot purgatory; successful POCs but can't scale to production; need interoperability between investor banks; lack engineering resources for blockchain infrastructure</li> <li>• <b>Buying Triggers:</b> Tokenized money market funds exceeding \$2B AUM, institutional investor demand, fee compression requiring operational efficiency</li> </ul> <p><b>Estimated Segment Size:</b> 50-75 asset managers with active tokenization initiatives  <b>Expected Deal Size:</b> \$500K-1.5M ARR  <b>Sales Cycle:</b> 6-9 months</p>
Financial Infrastructure Providers ( Accelerators)	Innovative Regional Banks & Neobanks (Fast Followers)
<p><b>Rationale:</b> High leverage; they white-label/embed Runtime into their platforms, creating scaled distribution. Lower direct revenue but exponential reach.</p> <p><b>Profiles:</b></p> <ul style="list-style-type: none"> <li>• <b>Institutions:</b> FIS, Broadridge, Clearstream, Euroclear, DTCC</li> <li>• <b>Decision-Makers:</b> Chief Product Officers, SVPs of Innovation</li> <li>• <b>Pain Points:</b> Clients demanding tokenization capabilities; don't want to build blockchain infrastructure in-house; need multi-chain support for global clients</li> <li>• <b>Buying Triggers:</b> RFPs from top-tier bank clients, strategic mandate to modernize post-trade infrastructure</li> </ul> <p><b>Estimated Segment Size:</b> 8-12 critical infrastructure providers  <b>Expected Deal Size:</b> \$1-3M ARR + revenue share on usage  <b>Sales Cycle:</b> 12-18 months (enterprise sales + integration)</p>	<p><b>Rationale:</b> Faster decision-making, eager to differentiate, will adopt post-Tier 1 validation. Budget constraints but volume opportunity.</p> <p><b>Profiles:</b></p> <ul style="list-style-type: none"> <li>• <b>Institutions:</b> Sygnum, Seba Bank, BCB Group, Anchorage Digital, regional banks in UAE/Singapore/Switzerland</li> <li>• <b>Decision-Makers:</b> CEOs (smaller orgs), Heads of Product</li> <li>• <b>Pain Points:</b> Need enterprise-grade infrastructure at scale-up pricing; must compete with incumbent banks on innovation</li> <li>• <b>Buying Triggers:</b> Major competitor launch, regulatory licensing milestone</li> </ul> <p><b>Estimated Segment Size:</b> 100+ institutions globally  <b>Expected Deal Size:</b> \$200-500K ARR  <b>Sales Cycle:</b> 4-6 months</p>

# Messaging Framework

## Manifesto Narrative

Financial institutions are racing to tokenize trillions in assets, but production deployment is failing. Banks spend 18 months integrating fragmented blockchain infrastructure, only to face cross-chain incompatibility and regulatory uncertainty. Meanwhile, investors demand seamless experiences across institutions and chains.

**Chainlink Runtime changes everything.** For the first time, banks can build production-grade tokenized asset applications in weeks, not years. Orchestrating cross-chain transfers, real-world data, and legacy system connectivity through a single enterprise platform has never been easier. From tokenized funds to digital bonds, Runtime provides the institutional orchestration layer that makes blockchain complexity invisible. **It's the infrastructure layer that \$500 trillion in assets will move through. And it's live today.**

## Message Pillars by Audience

C-Suite (CEO, CFO, Chief Digital Officer)	Technical Leaders (CTO, Engineering VP, Chief Architect)
<p><b>Primary Message:</b> <i>"De-risk your tokenization strategy and compress time-to-revenue by 70%"</i></p> <ul style="list-style-type: none"> <li>• <b>Peer proof points:</b> "BNY Mellon reduced integration time from 14 months to 9 weeks" [assumption]</li> <li>• <b>Board-ready narrative:</b> Position institution as infrastructure leader vs. fast-follower</li> <li>• <b>Risk mitigation:</b> Battle-tested by \$75B DeFi ecosystem; institutional SLAs</li> <li>• <b>Revenue acceleration:</b> Launch tokenized products before competitors; capture early-mover fees</li> </ul>	<p><b>Primary Message:</b> <i>"The only platform that abstracts cross-chain, oracle, and compute complexity while maintaining institutional control"</i></p> <ul style="list-style-type: none"> <li>• <b>Technical credibility:</b> Show architecture diagram—emphasize deterministic execution, transaction ordering, failover</li> <li>• <b>Developer velocity:</b> "10x reduction in code complexity; single API replaces 7 vendor integrations"</li> <li>• <b>No vendor lock-in:</b> Chain-agnostic, interoperable with Ethereum, Avalanche, private chains</li> <li>• <b>Security:</b> Decentralized oracle networks, cryptographic proof, immutable audit logs</li> </ul>
Product & Innovation Leaders	Developers
<p><b>Primary Message:</b> <i>"Launch differentiated tokenized products before your competition, with institutional guardrails"</i></p> <ul style="list-style-type: none"> <li>• <b>Speed to market:</b> Pre-built templates for funds, bonds, repo</li> <li>• <b>Differentiation:</b> Enable experiences impossible with siloed infrastructure (cross-chain subscriptions, instant settlement)</li> <li>• <b>Client demand proof:</b> "73% of institutional investors demand multi-chain asset access" [cite source or assumption]</li> <li>• <b>Regulatory readiness:</b> Built-in compliance hooks, transaction transparency</li> </ul>	<p><b>Primary Message:</b> <i>"Build institutional DeFi apps with the simplicity of Stripe, the power of AWS"</i></p> <ul style="list-style-type: none"> <li>• <b>Developer experience:</b> Clean APIs, comprehensive SDKs (JavaScript, Python, Go), sandbox environments</li> <li>• <b>Composability:</b> Plug-and-play templates; extend with custom logic</li> <li>• <b>Observability:</b> Real-time dashboards, transaction monitoring, debugging tools</li> <li>• <b>Community:</b> Open-source examples, active Discord, hackathon support</li> </ul>

## Proof Points and Credibility

<b>\$75+ billion in value secured</b>	<b>Integrated with SWIFT for cross-chain interoperability</b>	<b>Deployed by BlackRock</b>	<b>99.9% uptime SLA</b>	<b>SOC 2 Type II certified</b>	<b>10+ blockchains supported</b>
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## Launch Strategy

*Months 0-12: Establish category leadership through Tier 1 validation and explosive launch momentum*

Pre-Launch: Q1	Launch Event: Runtime Summit: Q2
<ul style="list-style-type: none"> <li>● <b>Secure 2-3 Tier 1 banks</b> as design partners; joint announcements create FOMO</li> <li>● <b>Brief Gartner, Forrester, Celent;</b> lock launch quotes</li> <li>● <b>Invite 50 developers to private beta;</b> seed testimonials</li> <li>● <b>CEO thought leadership:</b> American Banker byline, The Block interview, LinkedIn narrative</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Half-day virtual summit</b> + 200-person NYC reception</li> <li>● <b>CEO keynote</b> with live tokenized fund demo</li> <li>● <b>Design partner panel</b> on production use</li> <li>● <b>CTO architecture deep-dive</b> for developers</li> <li>● <b>Press embargo</b> lifts at keynote; target 5 Tier 1 media placements</li> </ul>
Campaign: "\$500 Trillion Infra Layer:" Q3	Post-Launch Momentum: Q2 - Q4
<ul style="list-style-type: none"> <li>● <b>Earned Media:</b> Embargoed WSJ/FT/Bloomberg briefings; 30+ mentions week one</li> <li>● <b>Paid Media:</b> LinkedIn ABM to Tier 1/2 CxOs; American Banker/The Block placements (\$300K/8 weeks)</li> <li>● <b>Owned Assets:</b> Microsite launch (runtime.chain.link); hero video; ROI calculator; developer portal</li> <li>● <b>Executive ABM:</b> Personalized CEO videos to 20 top prospects; custom research briefs; founder dinners</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Customer Evidence:</b> Bi-monthly case studies with transaction metrics; co-hosted webinars</li> <li>● <b>Conference Presence:</b> Consensus (sponsor + speaking), SIBOS (institutional happy hour), Money20/20 (innovation award)</li> <li>● <b>Developer Ecosystem:</b> Champions program launch; technical webinar series; \$500K hackathon; open-source repos</li> <li>● <b>Strategic Partnerships:</b> Co-marketing with Avalanche, Ethereum, AWS; "Built on Runtime" certification</li> </ul>

*Months 12-24: Achieve de facto standard status through ecosystem lock-in and proven ROI*

Validation & Expansion: Q1	Ecosystem Plays: Q2
<ul style="list-style-type: none"> <li>• <b>Commission Forrester TEI</b> study proving 300% ROI and 70% time savings</li> <li>• <b>Secure Gartner inclusion</b> and analyst citations</li> <li>• <b>Upsell design partners</b> from pilot to full production</li> <li>• <b>Launch "Runtime Lite"</b> for Tier 3/4 institutions (faster deployment, lower entry price)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Launch Runtime Marketplace:</b> pre-built templates and third-party integrations (ISV revenue share model)</li> <li>• <b>Enable developer ecosystem</b> to build on Runtime (Shopify approach)</li> <li>• <b>Integration announcements</b> with complementary vendors (KYC, wallets, custody)</li> </ul>
Global & Brand Expansion: Q3	Enterprise Growth: Q4
<ul style="list-style-type: none"> <li>• <b>EU launch event</b> (Frankfurt or London)</li> <li>• <b>APAC launch event</b> (Singapore)</li> <li>• NYC Financial District <b>billboard campaign</b></li> <li>• <b>Podcast sponsorships:</b> Bankless, Unchained, Odd Lots</li> <li>• <b>Publish annual "State of Institutional Tokenization" report</b> (data-driven thought leadership)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Land-and-expand playbook</b> for existing customers</li> <li>• <b>Customer advisory board</b> for product roadmap input</li> <li>• <b>Regional sales team expansion</b></li> <li>• <b>Plan Year 3</b> proprietary Runtime Builders Conference</li> </ul>

## Success Metrics

*North Star Metric: Total Value Locked (TVL) flowing through Runtime: \$6B+ by Month 24*

Metric	Target	Measurement/Rationale
Production Customers	8-12 institutions live	Signed contracts + active usage
Annual Recurring Revenue	\$8-18M	Finance systems
Qualified Pipeline	\$25M ARR by Month 12	Sales momentum
Developer Adoption	2,000 registered developers by Month 12	Ecosystem health
Customer Acquisition Cost	<\$150K blended	Marketing efficiency
Marketing Sourced Pipeline	33% of total pipeline	Marketing contribution
Analyst Citations	Featured in 6+ major reports	Analyst relations tracking
Content Engagement	30K microsite visitors, 15K doc views	Demand generation
LinkedIn Campaign Performance	5M impressions, 5%+ engagement rate	ABM effectiveness
Media Mentions	30+ Tier 1/2 publications by Month 3	Narrative dissemination / amplification