

## FluidRWA Launches to Fix the Vendor Discovery Problem Slowing Down Web3

A discovery and matchmaking platform that maps 250+ trusted Web3, DeFi, and AI infrastructure vendors across 14 categories, and matches project teams to the right partners and vendors.



The graphic is split into two main sections. On the left, a light beige background features a blue and purple geometric logo at the top left. Below it, the text 'Finding a Web3 Vendor Is Not Easy.' is written in a large, dark blue serif font. A small yellow horizontal line is positioned below the text. Underneath, a paragraph in a smaller, dark blue sans-serif font reads: 'The first discovery place where you can find vendors for RWA, tokenization, compliance, custody, payments, legal and AI.' On the right, a dark blue background shows a yellow leather-bound book. The book's cover has 'FluidRWA' embossed in a gold, serif font. The spine of the book is visible, showing several white tabs with gold text: 'TOKENIZATION', 'COMPLIANCE', 'CUSTODY', 'PAYMENTS', and 'LEGAL'.

**Finding a Web3 Vendor Is Not Easy.**

The first discovery place where you can find vendors for RWA, tokenization, compliance, custody, payments, legal and AI.

**San Francisco, California Jun 10, 2026 ([IssueWire.com](https://www.issuewire.com))** - Web3 has grown into a real industry. More than 800 million wallets, tens of thousands of active projects, and entire infrastructure categories that did not exist three years ago. Tokenized real-world assets recently passed \$30 billion, AI infrastructure is moving on-chain, and institutions from BlackRock to Franklin Templeton are now building in the open. But the teams building all of it keep hitting the same wall. Finding a vendor they can trust, across security, infrastructure, legal, tokenization, or custody, is still a matter of who they happen to know. FluidRWA ([www.fluidrwa.com](https://www.fluidrwa.com)) launches today to close that gap.

Vendor research in Web3 still lives across scattered websites, private Telegram groups, conference hallways, and warm introductions. Teams spend weeks trying to identify who can actually do the work, with no structured way to compare providers by category, jurisdiction, or stage, and no consistent way to tell credible firms from confident ones. In a market where one wrong vendor can mean a failed audit, a compliance breach, or a lost treasury, that is an expensive way to make the most important decisions a project faces.

[FluidRWA](https://www.fluidrwa.com) replaces that with a category-first directory teams can browse immediately, and a concierge matching service that returns a focused shortlist of partners that fit. At launch the platform maps more than 200 trusted providers across 14 categories, from tokenization platforms and custody to KYC and

AML, legal and regulatory advisory, smart contract development, security and audits, and AI infrastructure.

“The capital is here. The infrastructure is here. What has been missing is a trusted, organized place to find it,” said Dimple Mirpuri, Founder and CEO of FluidRWA. “We built FluidRWA so a project team can go from not knowing where to start to a clear shortlist of partners they can actually trust.”

The platform serves the full range of organizations now navigating the digital asset economy, including Web3 startups, asset managers, financial institutions, enterprises, investment funds, and government and regulatory initiatives. Vendors gain structured visibility with qualified, inbound project teams rather than relying on cold outreach and chance introductions.

“Every conversation we have with builders comes back to the same thing. They do not have a trust problem with the technology, they have a discovery problem with the vendors,” said [Shefali Sharma](#), who leads digital assets and ecosystem growth at FluidRWA. “The market has matured faster than the infrastructure for finding partners in it. That is the gap we are closing.”

### 14 Vendor Categories at Launch

Tokenization Platforms: issuance, lifecycle management, and reporting

Custody Solutions: qualified custodians and institutional-grade wallet infrastructure

Legal and Regulatory: law firms and advisors across digital assets and cross-border compliance

KYC and AML Providers: identity, screening, and onboarding solutions

Compliance Infrastructure: monitoring, reporting, and regulatory enforcement tools

Security and Audits: smart contract audits, monitoring, and incident response

Smart Contract Development: design, build, and audit of on-chain logic

Blockchain Development: engineering teams for blockchain networks and integrations

DeFi Infrastructure: protocol and liquidity infrastructure for on-chain capital markets

Stablecoin Infrastructure: settlement, treasury operations, and issuance support

Fiat On and Off Ramps: payment rails bridging banks, cards, and stablecoins

Identity Solutions: decentralized identity for users, entities, and credentials

AI Infrastructure: AI-driven analytics, automation, and Web3 tooling

Growth and Marketing: Web3-native agencies and go-to-market partners

FluidRWA will publish its **first State of the Web3 Vendor Ecosystem report** later this year, mapping the providers, categories, and gaps across the space.

FluidRWA is founded by Dr. Dimple Mirpuri, who brings more than 25 years of experience across brand development, marketing strategy, business growth, and global market expansion. She is also Founder and CEO of [Brands Essential](#) and a Member of the Chartered Institute of Marketing. The platform's digital assets and ecosystem growth function is led by Shefali Sharma, who focuses on tokenization market intelligence, Web3 ecosystem positioning, and B2B fintech go-to-market strategy. She also publishes Beyond DeFi, an industry newsletter reaching more than 3,000 institutional subscribers.

The vendor ecosystem is publicly accessible [here](#).

### About FluidRWA

FluidRWA is a vendor discovery and matchmaking platform for the Web3, DeFi, and AI ecosystem. It maps 200+ infrastructure providers across 14 categories, from tokenization and custody to compliance, legal, AI infrastructure, and growth. Project teams can browse the directory, compare vendors by category, and submit a brief to receive curated matches. Vendors can apply to join and gain visibility

with qualified, inbound opportunities. FluidRWA is live at [www.fluidrwa.com](http://www.fluidrwa.com).

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