



HOW BRANDS CAN JOIN THE WEB3 REVOLUTION



How Brands Can Join The
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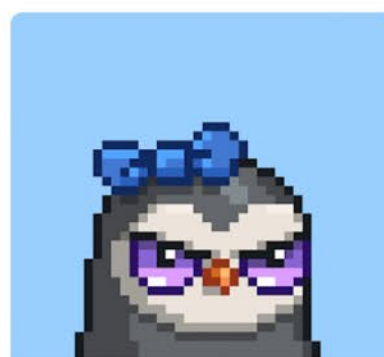
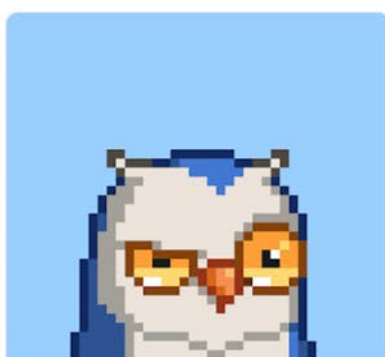
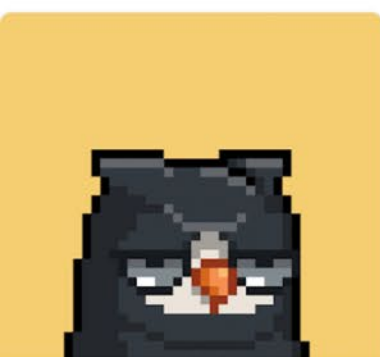
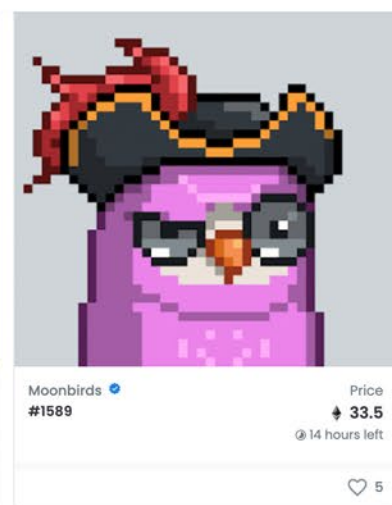
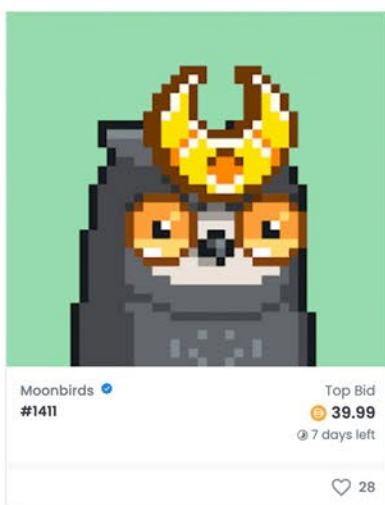
INTRODUCTION

The decentralisation of the internet is a huge change. And it's happening right now.

But what does that mean for you? For your brand? For society as a whole?

The decentralisation of the internet means that more and more people are going to be able to take control of their own data and how they use it. It means that we're moving towards a world where everyone has equal access to information, resources, and opportunities. But how does this impact your business?

If you've been hearing about NFTs, Web3, and the metaverse but don't know how to apply them to your brand, we have the resources you need to get started.





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THE INTERNET HAS GROWN & CHANGED SINCE ITS INCEPTION IN THE EARLY 1990S

Different versions of it have existed, each one offering a different way for people to interact with and experience the web. But to fully understand the potential of these new technologies, it is important to understand what we mean by Web3 and importantly, how it differs from Web1 & Web2.

The problems of Web1 & Web2 have been well documented, with data monetization, privacy, control and censorship being top-of-mind for many. As a result, the foundations for new technologies that offer solutions to these problems are being built today.

In 1995, it was hard for people to wrap their heads around using their credit card to buy something online. Today, we take e-commerce for granted.

The same will happen with Web3, NFTs and the metaverse.

They might seem like an abstract concept now because everything about the space is still new and unfamiliar, but that's exactly what makes it exciting! Just as people were skeptical of e-commerce in 1995, there are still plenty of people doubting the potential of Web3 today.

But like the internet, Web3 is here and it's not going away. As the technological revolution of the 21st century approaches, it is important for us to understand how we got here...





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THE EVOLUTION OF THE WEB



WEB 1.0 WAS ABOUT INFORMATION

Web 1.0 is the first generation of the world wide web (aka “the read-only web”), and it was built for businesses to broadcast information about their products or services.

Web 1.0 sites were static.

They couldn't be interacted with in any way other than through search queries or clicking on links. They didn't have any kind of interactivity or animation, let alone video content or social media integration.

Web 1.0 sites may have been useful at one point.

But there has been an explosion of creativity online over the last few years that makes it impossible for these old-school sites to compete with modern innovations like video and interactive content that can help businesses engage their audience more effectively than ever before.



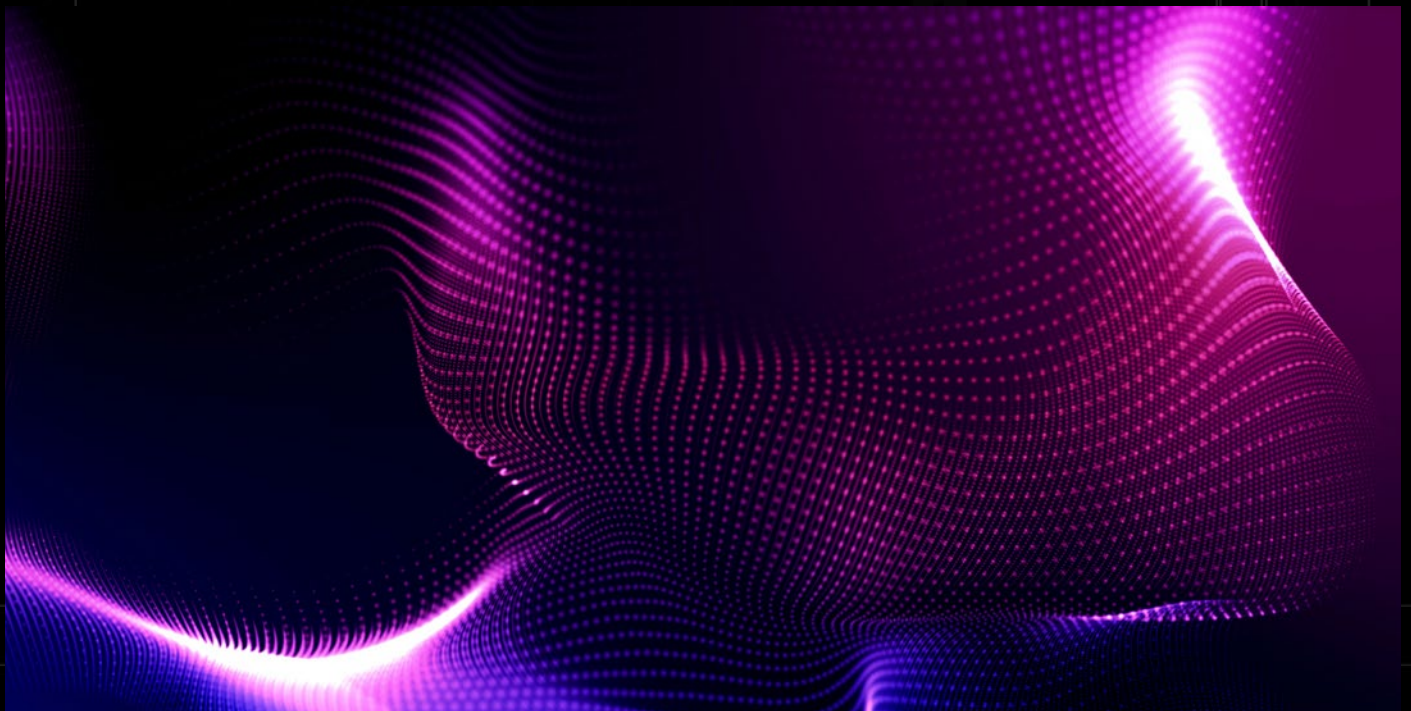
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WEB 2.0 IS ABOUT INFORMATION & PEOPLE

Web 2.0 describes the evolution of the internet from static websites to more dynamic, interactive sites with user-generated content.

It allowed users to interact with each other and share content in ways that weren't possible before (like social media).

This made it more fun for people who are interested in learning new things or products or sharing their own thoughts, ideas, and experiences with others online! The development and evolution of Web-based communities and hosted services like Twitter, TikTok, and Meta, as well as YouTube, Wikipedia, and blogs has led to better communication among people who want to share information and ideas.



WEB 3.0 IS ABOUT INFORMATION, PEOPLE & VALUE

Web 3.0 is the newest incarnation of the internet.

It's a system that is decentralized, peer-to-peer, and uses blockchain technology to improve security, efficiency, and accessibility.

It's designed to help users own their data and monetize it through tokenization - the creation of digital assets or "tokens" that can be traded.

Web3 creates the opportunity to build products, services, markets and exchanges that:

1/ Work together

2 / Benefit one another

3/ Are governed by the people who use them



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WEB3 IS AN UMBRELLA TERM FOR MANY FORMS OF DECENTRALIZED NETWORKS

This includes social networks and marketplaces that reward users with crypto tokens or NFT platforms where people can buy and sell fragments of digital culture.

Examples include [www.Opensea.io](https://www.opensea.io) which is focused on the ethereum blockchain and [www.MagicEden.io](https://www.magiceden.io) which is focused on Solana.

If you want to understand why NFTs are a revolutionary concept that challenge what we know about ownership, then you need to step into this universe.

Web3 is not just a new iteration of the internet.

Web3 is an entirely new way of interacting with content on the web based around new concepts such as decentralization and token-based economics.

As the lines between the physical, digital and social worlds continue to blur, brands are increasingly investigating the potential of non-fungible tokens (NFTs), distributed ownership platforms & blockchains to create value for customers.

CENTRALIZED



DECENTRALIZED





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THE TRANSITION TO WEB3 & THE IMPORTANCE OF WALLETS

For Web1, the browser opened up a world of information that had previously been difficult to access.

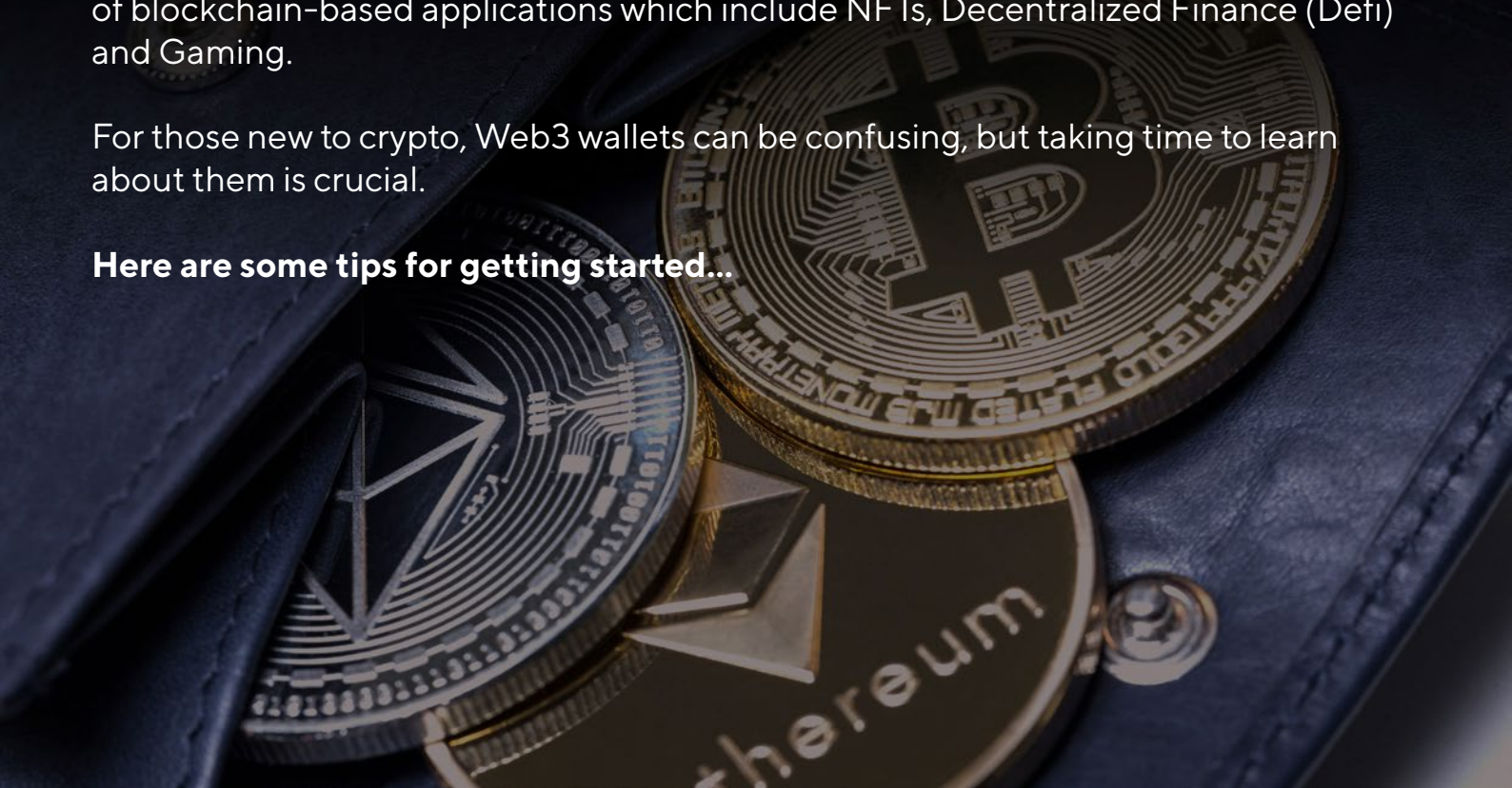
For Web2, the newsfeed captured people's attention and made it easy for them to post their lives or scroll through the lives of others.

It's believed that for Web3, the super app will be the wallet – allowing us to pay for goods without cash or card and exchange money across borders with ease.

As blockchain technology continues to grow and evolve, it's becoming increasingly important for users to have access to a Web3 wallet that can support their needs. Web3 wallets, such as MetaMask, are a gateway to accessing a myriad of blockchain-based applications which include NFTs, Decentralized Finance (Defi) and Gaming.

For those new to crypto, Web3 wallets can be confusing, but taking time to learn about them is crucial.

Here are some tips for getting started...





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WHAT ARE WEB3 WALLET?

Web3 Wallets have created new ways for us to own and monetize our content, identity, and assets as we move into the next generation of the internet.

Simply put, Web3 wallets are not only a way to access funds. They allow people to interact effortlessly with decentralized applications, serve as a gateway to bankless financial services, collect NFTs, create on-chain identity & collaborate with communities.

A wallet can be digital or physical. And different wallets have different characteristics, such as the number of digital signatures required to confirm a transaction or whether or not they are connected to the internet.

In the same way people use wallets to store their paper money, crypto holders keep their assets in wallets. Unlike paper currency, however, crypto is not stored in the wallet itself. Instead, private keys are stored that grant access to funds.

A crypto wallet has three main components:

PUBLIC KEY

This links to an address which can be used to send and receive transactions.

PRIVATE KEY

This information should be kept private and safe. It is used for signing new transactions and enables access to funds.

SEED PHRASE

A series of words that can be used to generate multiple private keys. These words act as a root key, giving access to the rest of the keys and addresses in a user's wallet.

There are many different types of wallets, and each has different security protocols. Some wallets need to be connected to the internet while others do not – all of which is verifiable on the blockchain.



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WHAT IS THE BLOCKCHAIN?

Blockchain is an ever-growing chain made of blocks of data – each one representing one transaction. These blocks are linked together in chronological order, so they can never be modified once they're added to the chain.

Once a transaction is added to a blockchain, it is there forever. Transactions cannot be changed or deleted; they are visible to everyone on the network. However, users can remain anonymous by using pseudonyms.

Due to the way blockchain technology is structured, users can access and exchange data with one another in a peer-to-peer manner. This eliminates the need for a third party (such as a bank) to verify transactions.

In order for the blockchain to achieve consensus, digital information must be validated by nodes. The nodes function as a sort of crowd-sourced assurance that transactions are legitimate.

The decentralization of the blockchain means that there is no single point of control or failure. This makes it ideal for storing important or sensitive data, such as legal documents, healthcare information and cryptocurrency.



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BLOCKCHAIN ESSENTIALS

- DECENTRALIZED

It is managed by many people instead of one central authority.

- IMMUTABLE

Once stored on the chain, data can no longer be changed or erased.

- TRANSPARENT

Anyone can view the info, from the first block to the latest.

- PRIVATE

While all transactions are public, the actors remain pseudonymous.

- SECURE

It is nearly impossible to hack a blockchain because that would mean hacking the majority of nodes at the same time



Crypto currencies are a new and volatile asset class because they're still evolving, which means that investors' opinions, government regulations & media hype can significantly impact the price.

There are many different types of blockchains out there. Below we'll break down some of the most popular ones so you can see which one might be right for your needs:

BITCOIN accounts for nearly 40% of the entire cryptocurrency world's value, so it is safe to say that the Bitcoin blockchain is most popular. It is also the first and most influential blockchain in existence.

ETHEREUM is one of the oldest and most established decentralized peer-to-peer blockchain platforms that enables smart contracts and applications. It was created by Vitalik Buterin in 2015 and has become a standard for blockchain-based apps. Despite its issues, Ethereum remains the gold standard for smart contracts and blockchainbased apps.

SOLANA is a new public blockchain network that can scale up to 1 million transactions per second while maintaining high security and decentralization levels. It is also one of the fastest growing ecosystems in crypto right now - with thousands of projects spanning Defi NFTs + Web3 and it boasts one of the most affordable rates on the market today.

POLYGON was originally known as Matic Network and aims to provide multiple tools to improve the speed and reduce the cost and complexities of transactions on blockchain networks.

Polygon is different from Ethereum in that it uses proof-of-stake to achieve its high speeds and scalability. Ethereum is more about the features and security that its blockchain provides, while Solana and Polygon are more focused on affordability, faster speeds, and scalability.

NFTs use blockchain technology to verify ownership of digital assets.

As blockchain technology develops, it's becoming clear that there are many applications for NFTs which are a way to verify ownership of an asset and track its history, which is something that blockchains do well.

NFTs are proving to be an important use case for blockchain technology because they help verify ownership of an asset, and track its history allowing users to verify the authenticity of products or items.



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WHAT ARE NFTS?

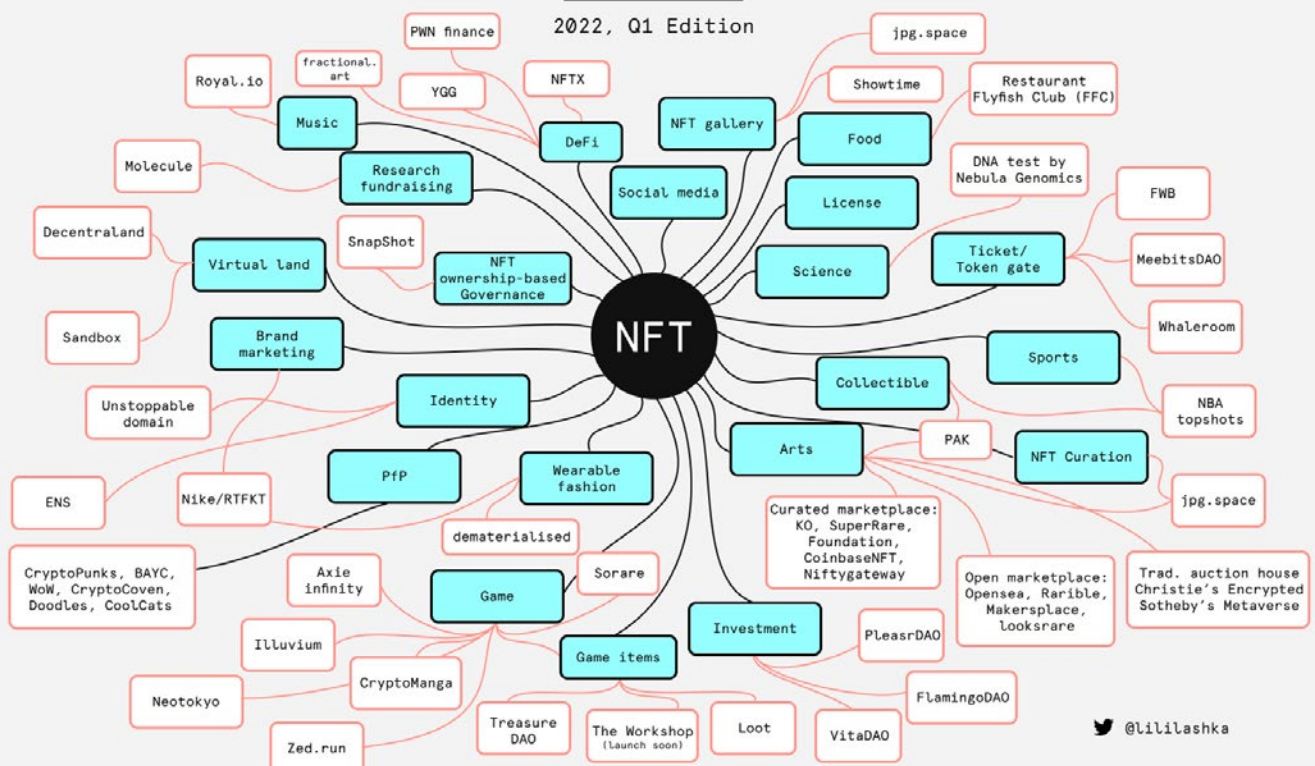
NFTs are a new type of digital asset that represents proof-of-ownership for digital or physical objects.

They can represent anything of value, such as art, collectibles, educational certificates or event tickets. All of this information is stored on the blockchain in the form of an NFT.

For example, one NFT could represent a piece of digital art while another might represent a rare collectible or an item in a game.

NFT use cases 2022

2022, Q1 Edition



@lililashka



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HOW CAN YOU USE NFTS TO BUILD YOUR BRAND?

NFTs are the backbone of our future internet and they're what will enable us to build communities around products and services like never before.

With NFTs, you can actually build a community around your product or service and give customers a chance to show off their love for it.

Imagine a world where people could trade their favorite branded items with one another—and even make money doing so. That's exactly what NFTs allow us to do: create a vibrant community around products and services that we love.

One of the most popular ways to build a community around NFT projects is to set up a discord server, which is free and very easy to do. Discord is a chat app that allows users to interact with each other by sending messages, hosting voice calls and much more.

NFT Discord servers are created by NFT projects and brands as a place for their community to gather. You can find announcements, updates and support for an NFT project on its server. These servers are free to join and available to everyone who has an interest in the project.

NFTS...

- **CAN BE A POWERFUL TOOL FOR BUILDING YOUR BRAND**
 - **CAN BRING TOGETHER A COMMUNITY AROUND YOUR PRODUCT OR PROJECT**
 - **GIVE YOUR CONSUMERS THE OPPORTUNITY TO SHOW THEY LOVE YOUR BRAND**
-



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CAN EMPOWER PEOPLE TO GENERATE NEW BUSINESS OPPORTUNITIES BY DISCOVERING NEW USES FOR THE PROJECT'S IP, WHICH WILL ULTIMATELY BENEFIT THE WHOLE BRAND.

The internet has always been home to communities. But the advent of blockchain technology and NFTs has made it easier than ever for brands to interact directly with their most devoted customers without any middlemen.

Providing new opportunities to directly reward your most loyal and engaged consumers by doing things like:

- ALLOWING ACCESS TO PRIVATE DISCORD CHANNELS**
 - AIRDROPPING NFTS**
 - TOKEN GATED COMMERCE**
 - CREATING LOYALTY PROGRAMS**
 - PROVIDING EXCLUSIVE EXPERIENCES**
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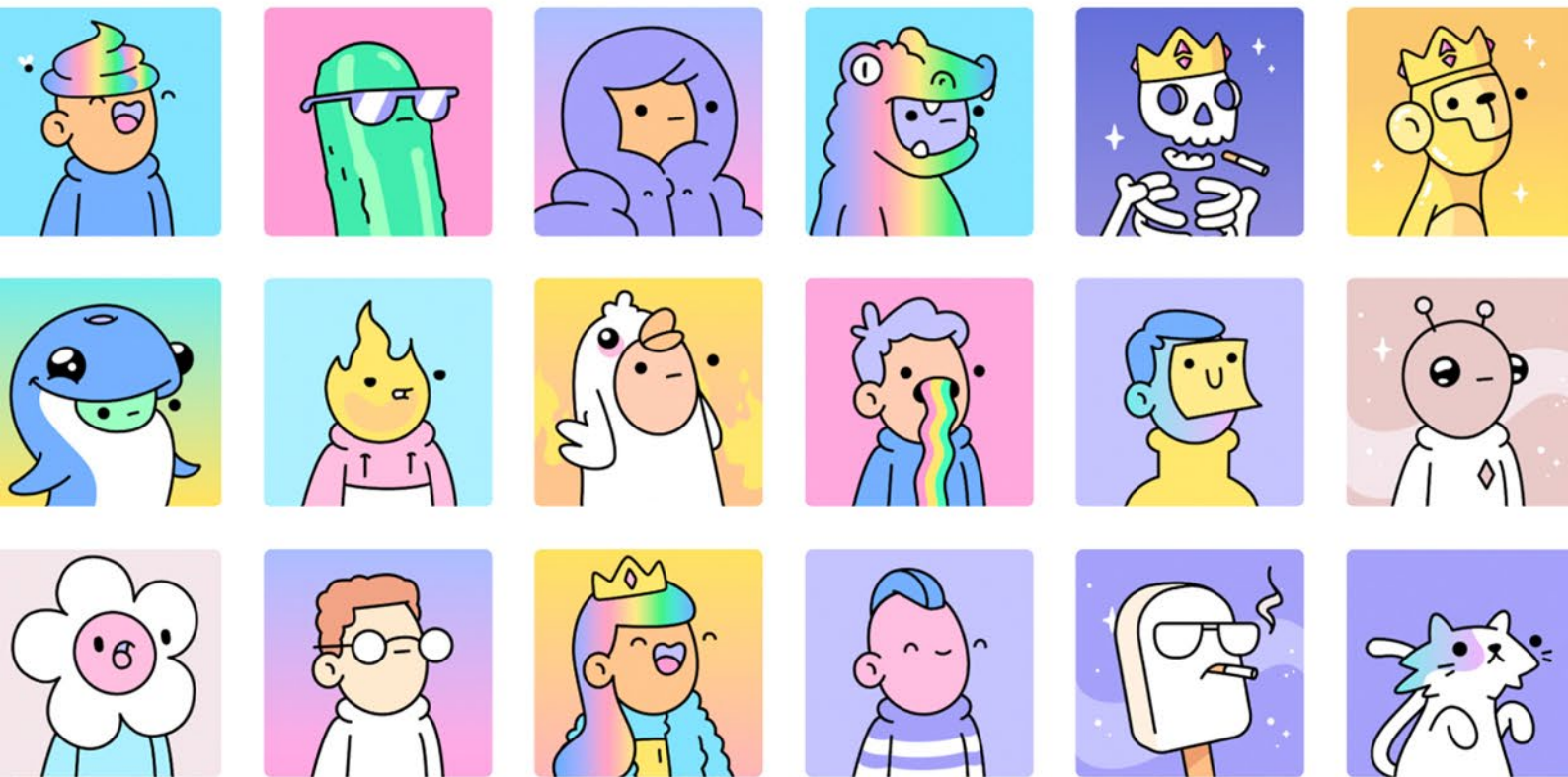
NOTABLE NFT PROJECTS & COLLECTIONS

DOODLES

Expertly crafted by Burnt Toast, Doodles is one of the leading NFT brands in the modern NFT world.

Doodles is a collection of 10,000 generative NFTs created by Evan Keast, Jordan Castro and Scott Martin. Their diverse library features mascots cats and spaceships (and everything in between).

With recent appointments by Pharrell Williams as Chief Brand Officer and Julian Holguin from Billboard Magazine, Doodles are set to continue to make waves in the NFT space.





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THE BORED APE YACHT CLUB

The Bored Ape Yacht Club (BAYC) offers the rare opportunity to join an exclusive community.

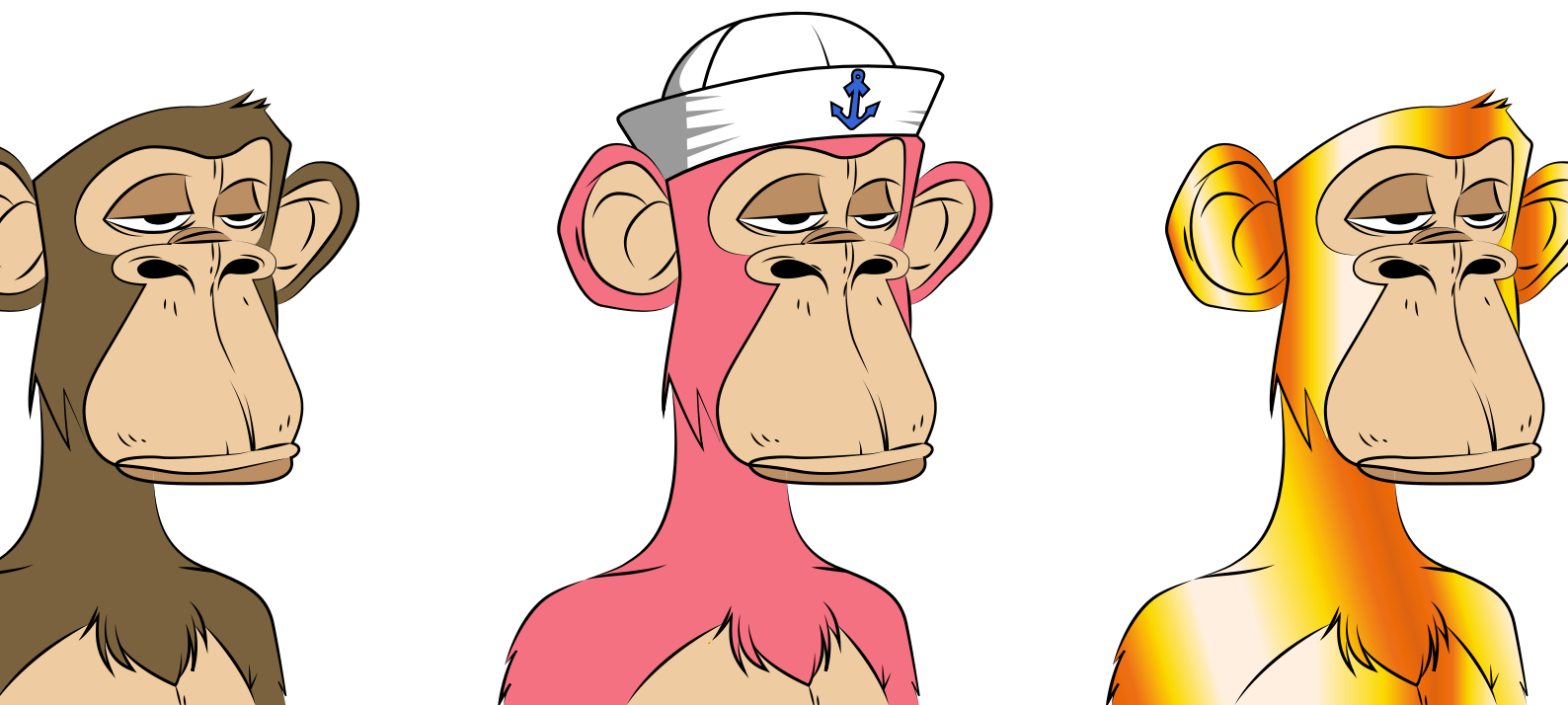
Created by Yuga Labs, they are a series of 10,000 unique digital collectibles that have become a hot item among celebrities looking to add some flair to their social media profiles.

With the purchase of a Bored Ape, users have access to the “club” that is available to NFT owners only. You’ll also get an invite to some fun events, including their annual Ape fest bash—a wild and crazy night of music and art. This year’s event included performances by Snoop Dogg and Eminem.

People see celebrities buying these NFTs and then want to buy one themselves to be able to have the chance to hang out in the rooms or on different servers with these celebrities.

Each ape is unique and belongs solely to the token holder to do whatever they want which includes starting a business or a brand.

Examples include: **bored.coffee** and **justboredandhungry.com**





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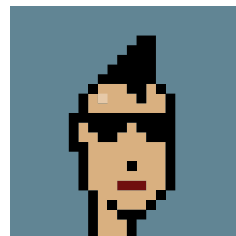
CRYPTOPUNKS

CryptoPunks are one of the most highly prized NFT collections in existence.

The digital collectible was created by Larva Labs, a group of artists and developers who love the sentiment and whimsy of the 80s cypherpunk movement.

They are a collection of 10,000 24x24 pixel art images, generated algorithmically on the ethereum blockchain.

Each punk has unique characteristics and attributes that can be used to represent online identities, avatars or other representations.



EVERYDAYS: THE FIRST 5000 DAYS

A collage of 5000 digital images created over 5000 consecutive days by artist Mike Winkelmann aka Beeple.

It was sold for a record \$69 million at Christie's auction in March 2021.



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HOW ARE BIG BRANDS ENTERING THE NFT SPACE?

Whilst the NFT market is still in its infancy, it has already proven itself to be a powerful tool for brands and corporations.

NFTs are being used by brands to create unique and personalized experiences for their fans, which can lead to higher levels of engagement and loyalty.

We can trace the space's recent popularity to big publicity events like Beeple's NFT auction or Visa buying a Cryptopunk.

In 2021, brands began to experiment with their own private communities. Brands like adidas, Pepsi, and Clinique have already entered the space with some impressive results.

Other early movers in the space included Dolce & Gabbana, Coca-Cola, and TIME. Some were started as dedicated collections, while others were siloed charity efforts.





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ADIDAS

adidas entered the NFT space with style, grace and thoughtfulness. Their drop was a way to help them get closer to their fans and connect with a Web3 native audience.

Their first NFT was a huge success! - it not only sold out 30,000 at 0.2 eth each, but also generated revenue of around \$24 million.

Holders of the adidas NFT were eligible to claim free merch specific to this project and were promised future benefits in the adidas metaverse, which adidas is building in The Sandbox platform.



COCA-COLA

Coca-Cola partnered with OpenSea (the largest NFT marketplace) to auction it's first NFT a virtual box of branded assets.

The sale began on July 30, 2021 (International Friendship Day) and lasted 72 hours.

On launch day Coca-Cola hosted an "open sea party" to celebrate friendship day in the digital world.

The NFT auction generated 217 ETH / \$575,000 (at the time of the sale) and the proceeds of the auction went to charity.



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WHAT IS THE METaverse?

The metaverse is a vast digital landscape where your brand can flourish.

The term Metaverse is used to describe a combination of the virtual reality and mixed reality worlds accessed through a browser or headset, which allows people to have real time interactions and experiences across distances.

The Metaverse is a space where brands can use their voice to connect with customers in real time, as well as create experiences that make customers feel like they're interacting with the brand itself.

It's not just about having a website - it's about having a presence that feels alive and dynamic, rather than static or impersonal.

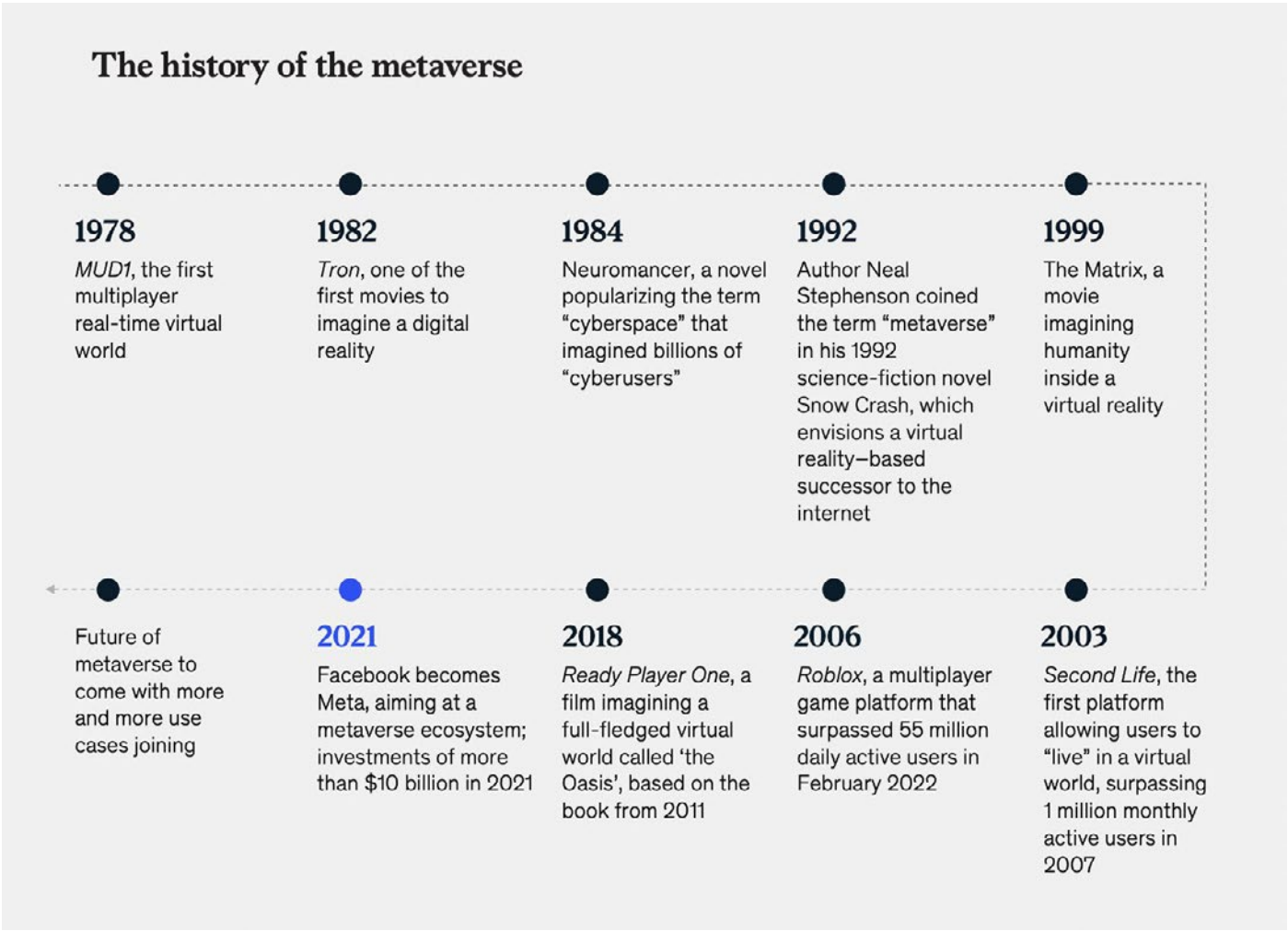




It's more than just one place - it's an economy that will drive consumer activity like nothing else before it.

If you're still having trouble understanding what "metaverse" means, think of it this way: the metaverse is like the internet, except instead of being a collection of websites, it's an open, interoperable virtual universe where everyone can be connected through shared experiences.

THE METAVERSE ISN'T JUST ABOUT SHOPPING OR ENTERTAINMENT IT'S ABOUT CONNECTING PEOPLE AROUND THE WORLD AND BUILDING LASTING RELATIONSHIPS WITH THEM





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THE METAVERSE BY 2030: A \$5 TRILLION OPPORTUNITY

Some of the platforms that have been described as a “metaverse” include Roblox (50 million users), Minecraft (131 million users), Fortnite (80 million users) and Decentraland (few thousand users) the first decentralized metaverse being built, governed and owned by its users.

Many more metaverse platforms are currently in development. Horizon Worlds (centralized) and The Sandbox (decentralized) are two notable examples of these new metaverse platforms.

As millions of people use metaverse-enabled games and applications, consumers are gaining exposure to a new way of interacting with brands. Users are now able to buy branded goods like virtual sneakers or clothing in a way they never could before.





NIKE

Nike has created an immersive 3D virtual world called NIKELAND on Roblox.

This is a place for Nike fans to connect, create, share experiences and compete with the objective to turn sport and play into lifestyle. Nike has placed an emphasis on creating a limitless experience where people can take their creativity to the next level by uploading their own trials or making custom shoes.



ALO YOGA

In 2022, Alo broke ground in the metaverse by introducing an immersive wellness experience on Roblox.

Alo Yoga is a place to disconnect, to relax, and to reconnect with yourself. It's a virtual reality experience created by Alo, a company that believes in the power of community and thoughtful interaction. Alo Yoga reaches out to its visitors with mindful practices to bring more warmth and compassion into the world.

With this dynamic content, visitors use avatars to experience new forms of body positivity and mindfulness. They can access the Alo Yoga club via the metaverse, finding local class times that fit their schedule or joining daily sessions of guided meditation and mindful movement.



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SAMSUNG

In January 2022, Samsung opened a Metaverse store in Decentraland.

The South Korean technology company wants to use the metaverse platform to make a connection between technology and fashion. The Metaverse store resembles the flagship store from New York City but there are more things to do like completing quests to be rewarded with limited NFTs.



METAVVERSE FASHION WEEK

Virtual fashion is a hot topic in Web3 and NFTs.

Several renowned fashion brands like Forever 21, DKNY, Estee Lauder, Dolce & Gabbana, Jonathan Simkhai, Mowalola, and Collina Strada participated in the week-long fashion show that began on March 24th 2022 in Decentraland metaverse.

This was the first time that such an event occurred where several prominent fashion designers and brands participated.



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EXCLUSIBLE

Exclusible brings luxury digital real estate to a whole new realm.

With its Luxury Penthouses NFTs, Exclusible is taking digital luxury to the next level. The Exclusible Luxury Penthouse NFTs are the epitome of luxury and sophistication, offering a lavish place online to entertain coworkers, hang out with friends and close deals in the metaverse. For those tired of Zoom calls and looking for a new way to engage with clients, partners and friends online, Exclusible is offering an innovative alternative.

 exclusible X  virstate.io





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THE POTENTIAL METAVERSE OPPORTUNITY

Citibank believes that the total addressable market for the Metaverse could be between \$8 trillion and \$13 trillion by 2030, with total Metaverse users numbering around five billion.

McKinsey estimates that the Metaverse will be worth \$5 trillion by 2030. This represents a tremendous opportunity for business, regardless of industry or location.

Marketing in the metaverse: A new framework to think about your strategy





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Citigroup believes that the Metaverse will be the next generation of the internet - a reality in which people can physically interact with digital objects and information in a persistent, immersive manner.

The Metaverse will help us find new and enhanced ways to do all our current activities, including commerce, entertainment, media, education and training, manufacturing and enterprise.

In the coming years, enterprises will likely use the Metaverse to collaborate internally, market to clients, advertise their businesses, manage events and conferences and train their workers.

A device-agnostic Metaverse accessible via PCs, game consoles, and smartphones could lead to a very large ecosystem.

Based on the latest research by McKinsey, almost 60 percent of consumers using today's early version of the metaverse are excited about transitioning everyday activities to it, with connectivity among people being the biggest driver.

In a recent survey, 95 percent of business leaders said that they expect the metaverse to have a positive impact on their industry within five to ten years, and 61 percent expect it to moderately change the way their industry operates. E-commerce will be the most significant industry affected by the metaverse, with a predicted market impact of between \$2 trillion and \$2.6 trillion by 2030, followed by academic virtual learning, advertising, and gaming according to McKinsey. As in the physical world, the metaverse will be subject to a variety of legal issues. Privacy and data collection, antitrust or anti-competition, free speech and defamation, as well as intellectual property issues, from copyright to patents to trademarks—all these issues are likely to arise in the metaverse. For brand owners, protecting their brands online will be critical; they'll need to get ready to play in the new meta sandbox.

Below is an example of a crypto-brand application by Gucci.

CRYPTO + NFT + METAVERSE TRADEMARK APPLICATIONS	
	Digital marketplaces for virtual goods, virtual assets, and digital media
	Virtual currency and the electronic transfer + exchange of virtual currency
	Financial brokering of virtual goods and crypto-collectibles
	Conducting virtual fashion shows
	Ticket reservation and booking services including the provision of tickets authenticated by NFTs
	Authentication, issuance and validation of digital certificates
	Software for the display and transfer of NFT-backed digital goods and virtual assets
	Virtual clothing, footwear, belts, headgear, bags, backpacks, computer and phone cases, wallets, handbags, clutches, purses, suitcases, eyewear, jewelry, watches, chronometric instruments, home linen, art works, tableware, carpets, furniture, perfumes, home fragrances, cosmetics, make up products, games and toys, vehicles, real estate
Serial Nos. 97461333, 97461310, 97461285, 97461267, 97461244	
Filed: June 16, 2022	
Owner: Gucci America, Inc.	



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HOW CAN BRANDS MAKE A SUCCESSFUL TRANSITION TO WEB3?

To reach the hearts and minds of a new generation of consumers, brands must be willing to change their marketing strategies.

In this new Web3 world, consumers are looking for greater authenticity, a deeper understanding of the cultures brands represent and value that lasts over time.

This means being transparent about where your brand is coming from, what it stands for, and why it matters.

To thrive in Web3, brands must understand that their audience is different from the one they had before. While popular companies have attempted to move into the space, they do not start off with a crypto-native audience. It takes time and constant effort to nurture that segment of your user base.

Marketing in Web3 is no longer about messaging or creating content that you hope will go viral. Instead it's about building an identity for your brand that resonates with consumers based on their values and passions (which may not necessarily be related to your product).

Instead of viewing your customers as transactions, focus on building relationships with them. When you do this well, you'll notice your customers develop loyalty and develop a higher level of brand affinity with you.

Remember, your NFT holders are not your average consumers. They want to feel a sense of belonging in a special community - one that shares their values and interests.





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COLLABORATING WITH OTHER BRANDS TO CREATE A BETTER EXPERIENCE FOR YOUR CONSUMER

In the age of Web3 – collaboration is more important than ever.

In a world where consumers expect brands to stand for something, collaborating with other brands can be a powerful way to reach an entirely new audience – and that’s especially true in Web3.

Web2 brands are making a successful transition to Web3 by partnering with other brands. One good example is Perfy soda and Doodles, a partnership that provides an excellent example of how a traditional brand can partner with a new Web3 brand in order to tap into the power of their audience and create something truly unique: an experience that speaks directly to their customers’ needs and desires.

By engaging with the Doodles community, the founder of Perfy not only gathered information about how his product could be improved but also elevated his brand by gaining exposure from fellow “doods” showing off their bespoke cans.





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HOW TO ATTRACT A NON-CRYPTO NATIVE AUDIENCE TO YOUR NFT PROJECT?

**There are two kinds of people in the world:
those who know about crypto and those who don't.**

The first group is familiar with the jargon and concepts around crypto, exchanges and wallets. They're more likely to have used a cryptocurrency wallet before, and they're less likely to be intimidated by NFTs.

The second group has little experience with cryptocurrency or the web3 ecosystem. They might not understand what a cryptocurrency wallet is, or what it can do for them. For these people, the onboarding process can often be confusing and off-putting.

There are many reasons non-crypto natives may be wary of NFTs, blockchain and crypto. One is that they don't understand what it is, or how it works.

For crypto and wallet adoption to spread, the user experience needs to be improved. Crypto and wallet adoption is still not widespread. It can be hard to get started, especially if you're new to cryptocurrency or a non-technical person.

Imagine how much easier it would be to buy the NFT of your favorite artist or project if you could use a credit card instead of worrying about which crypto to use or having to follow a complicated process.

This is where companies like Crossmint.io come in....



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CROSSMINT.IO

Blockchain technology can be difficult for someone to grasp who has never heard of it before.

So Crossmint is building the tools that will allow you to buy and sell your own NFTs using credit card payments that are easy for anyone to understand.

With a core product that enables anyone to buy NFTs using credit cards, even if they don't have a wallet, Crossmint has built a suite of tools for creators and enterprises to simplify the NFT process.

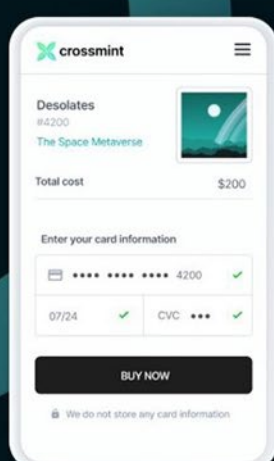
It's hard not to think that mainstream adoption of NFTs will increase as more people know they can buy NFTs with credit cards, instead of having to deal with the hassle of crypto exchanges.

By enabling more purchases from a much wider audience, this service will help other projects and partnerships reach larger audiences. Projects that accept credit card payments usually see a 20 to 40% increase in sales as a result.

The easiest way to buy NFTs

Buy NFTs in under a minute, using your email and credit card.

How it works



Mint NFTs with credit card.
No wallet required.

Tell your favorite creator you want to
Pay with Crossmint

VISA



Apple Pay

Google Pay



How Brands Can Join The
Web3 Revolution

WHEN DEVELOPING A PROJECT AROUND NFTS - ASKING YOURSELF THESE IMPORTANT QUESTIONS MIGHT HELP YOU AVOID COMMON PITFALLS

- 1 WHAT IS YOUR OBJECTIVE?**

- 2 WHO ARE YOU TRYING TO ATTRACT?**

- 3 HOW CAN YOU ENTER THE
SPACE IN AN AUTHENTIC WAY?**

- 4 WHAT KIND OF COMMUNITY
ARE YOU TRYING TO BUILD?**

- 5 WHAT VALUE CAN YOU BRING
TO YOUR TARGET COMMUNITY?**

- 6 HOW CAN WE WORK TOGETHER TO
ENSURE THAT EVERYONE BENEFITS?**

- 7 HOW CAN WE MAKE SURE EVERYONE
HAS A CHANCE TO CONTRIBUTE?**



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**WEB2 MENTALITY: CREATE A
PRODUCT - THEN CONVINCE
AN AUDIENCE TO BUY IT.**

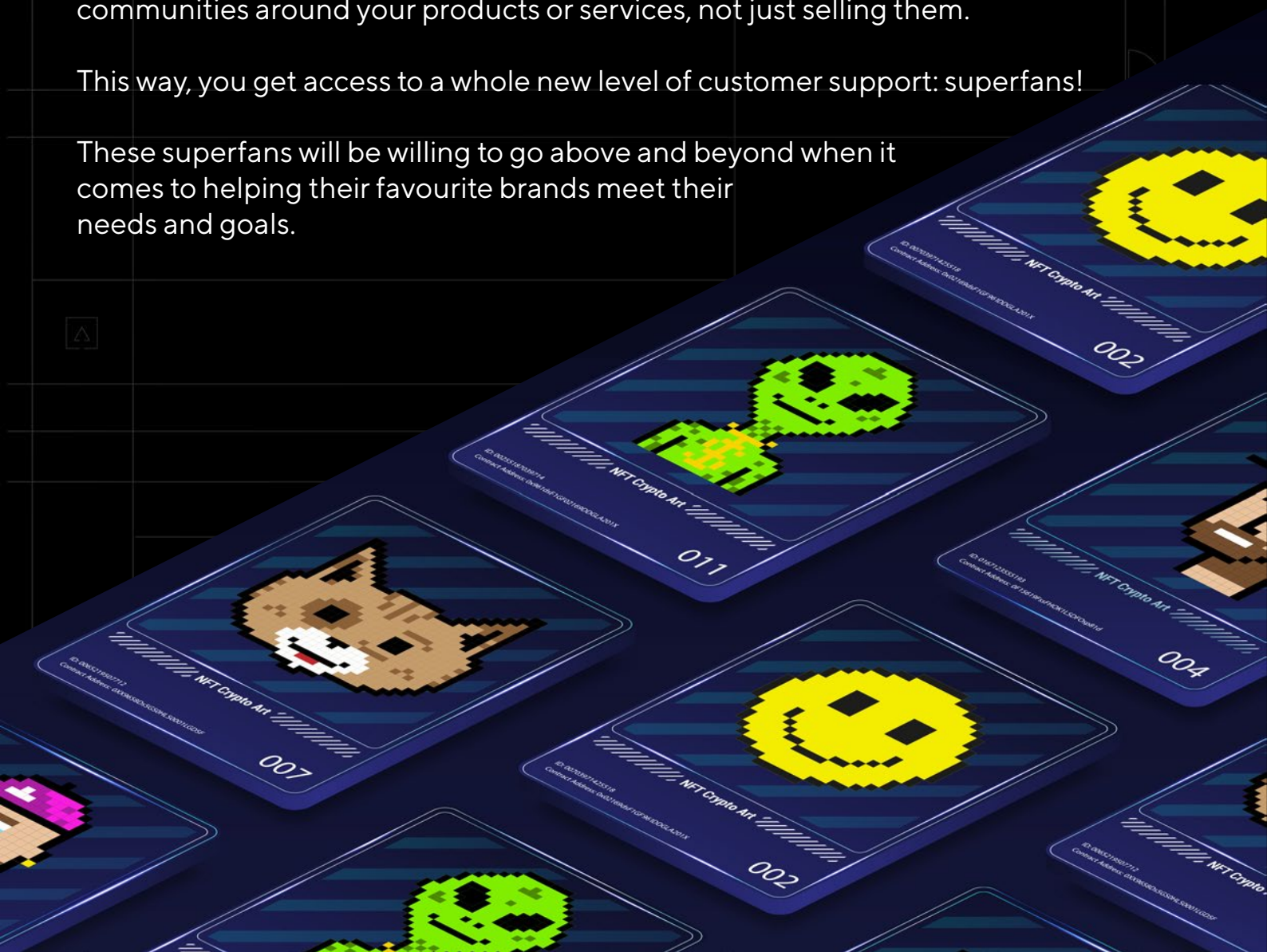
**WEB3 MENTALITY: PROVIDE
VALUE, BUILD A COMMUNITY &
CO-CREATE A PRODUCT TOGETHER.**

If you're a brand looking to make the transition from Web2 to Web3, you have to remember that your customers are now far more empowered than ever before.

They have access to more information than ever before, and they're hungry for brands that will give them what they want. You need to focus on creating communities around your products or services, not just selling them.

This way, you get access to a whole new level of customer support: superfans!

These superfans will be willing to go above and beyond when it comes to helping their favourite brands meet their needs and goals.





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SOME INITIAL POINTS TO CONSIDER

1 **DO YOUR OWN RESEARCH**

It's worth it to spend time learning as much as you can about this new culture and the potential of these new technologies.

2 **UNDERSTAND YOUR PURPOSE**

Maximizing the ROI of your Web3 investment requires you to be clear about your motivations and goals for building on the blockchain...

3 **CONNECT WITH PROJECTS THAT SHARE YOUR VALUES**

Think about the kinds of people you want to surround yourself with, and seek out communities and projects that fit with your values.

4 **GET TO KNOW YOUR AUDIENCE AND JOIN IN THEIR COMMUNITIES**

You'll learn a lot and build trust by showing them you care about them. Developing relationships with your target audience can help you better understand their wants and needs. Learn what makes them tick and uncover why they are successful.

5 **CONSIDER HOW YOU CAN MAKE A POSITIVE CONTRIBUTION TO WEB3**

How are you able to contribute to the NFT and Web3 space in a meaningful way?

6 **THEN ASK YOURSELF...**

Could the same task be accomplished without Web3 technology?

7 **IF THE ANSWER IS YES**

We encourage you to do more research, in order to understand this new market better.



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THE CURRENT WEB3 LANDSCAPE

The next few years will be exciting and unpredictable, just like the early days of the first two waves of the internet.

People are growing increasingly dependent on the third wave of the internet, which began in 2009 with the founding of Bitcoin and continues to grow exponentially.

Blockchain is becoming a cornerstone for many of the biggest companies' business plans – and they're making it clear to the public that this is the case.

Outside the sphere of web3 companies and projects, major corporations like Google, Citigroup and Goldman Sachs are investing heavily in blockchain startups.

As more and more companies are investing in blockchain, there's no denying it: the technology is here to stay. While the technology is still in its infancy, more than 80 of the top 100 companies are already using blockchain to innovate.

BLOCKDATA MOST ACTIVE INVESTORS IN BLOCKCHAIN COMPANIES IN THE TOP 100 PUBLIC COMPANIES



	COMPANY	VALUATION	# OF ROUNDS	SIZE OF KNOWN FUNDING ROUNDS	BLOCKCHAIN COMPANIES INVESTED IN
	Alphabet	\$1,923B	23	\$601.4M	Alchemy, Blockchain.com, BloomX, Coda, Dapper Labs, Eversend, GiveDirectly, Helium, Kiva, LedgerX, Remedy, Ripio, Rippio, SmartCoin, Sngny, Talenta, Veem [7]
	Citigroup	\$148B	15	\$394.5M	Chain, Cobalt, Symbolix, Axoni, R3, Digital Asset, SETL, HQLAx, Rompa [9]
	Mastercard	\$351B	13	\$71.9M	AIDTech, Civic, ConsenSys, Digital Currency Group, Ender, Everledger, Hanza, Mooda Loyalty Points, SendFriend, Sngny, Silot, Trust Stamp, Uphold [13]
	Goldman Sachs	\$142B	13	\$488.5M	ALink, Avon, Blockstream, DWP, DWP, Circle, Coin Metrics, Digital Asset, HQLAx, R3, Veem [12]
	Samsung	\$432B	11	\$79.24M	Alchemy, Blocka, Dapper Labs, Digital Asset, Filament, Ledger, Theta Labs, ZenGo, ZenGold [8]
	Visa	\$459B	9	\$70M	Anchorage, CeloCoin, Chain, Cred, Earthport, IRIS, Ripio, Silot, Unbanked, Wyre [6]
	Microsoft	\$2,253B	8	\$482.5M	Beikr, BigChainDB, Confux Network, Digimex, Guardtime Blockchain, KryoC, N'Vaulta [7]
	JPMorgan Chase	\$487B	8	\$223.5M	Axoni, ConsenSys, Digital Asset, HQLAx, R3 [6]
	Paypal	\$327B	8	\$763.7M	Cambridge Blockchain, Clynge, Curve, Fawc, Taxbit, TRM Labs [6]
	Intel	\$219B	6	\$178M	Animoca Brands, Axoni, e'fuse, StarkWare Industries, R3, Valid Network [6]



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TAKEAWAYS

If you're a traditional brand looking to get into NFTs how do you make the leap? What's your playbook? Here's a process worth considering:

1. IDENTIFY AND UNDERSTAND YOUR AUDIENCE

Listen to the needs of your target audience. Look for ways to reach people who are interested in NFTs and not just your consumers.

2. BUILD YOUR TEAM

Look to partner with leading NFT projects and creators. Build a team of like-minded individuals who share your vision.

3. CREATE REAL UTILITY THAT APPEALS TO YOUR AUDIENCE

Under promise, over deliver, surprise and delight your consumers. NFT holders have a vested interest in the brand and want it to succeed. If a brand fails to deliver value and utility over time, they will lose interest.

4. BUILD YOUR COMMUNITY

This is the hardest step, because it requires daily effort (and it's going to take time). But if you stick with it and have patience, you will reap the rewards.

5. COMMIT TO THE LONG-TERM

Instead of thinking of your relationship with customers as a launch or an event, think of it as a long-term investment.



GET IN TOUCH

THROUGH INNOVATIVE COMMUNITY-LED PROJECTS, WE'RE HELPING BRANDS ENTER THE WEB2.5 AND WEB3 SPACES. IF YOU ARE LOOKING FOR AN AGENCY TO SUPPORT YOUR COMMUNITY AND WEB3 PROJECTS? BOOK A CALL NOW USING THIS LINK OR DROP US AN EMAIL...

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DESIGNED BY VAPOUR [WEAREVAPOUR.COM](https://wearevapour.com)



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LINKS

350+ WEB3 RESOURCES

WWW.SUPERFOLKS.IO

THREE MUST-WATCH METAVERSE DOCUMENTARIES

1 / FINANCIAL TIMES DOCUMENTARY ON METAVERSE AND THE
INFLUENCE OF THE GAMING INDUSTRY: [LNKD.IN/EUXUXTEW](https://lnkd.in/euxuxtew)

2 / ABC DOCUMENTARY ON NFTS & METAVERSE: [LNKD.IN/E_SFYJFU](https://lnkd.in/e_sfyjfu)

3 / MARK ZUCKERBERG & GARY VEE CHATTING ABOUT THE
METAVERSE [LNKD.IN/EKKWQ6N4](https://lnkd.in/eKKWQ6N4)

VALUE CREATION IN THE METAVERSE

[HTTPS://WWW.MCKINSEY.COM/BUSINESS-FUNCTIONS/GROWTH-MARKETING-
AND-SALES/OUR-INSIGHTS/VALUE-CREATION-IN-THE-METAVERSE](https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/value-creation-in-the-metaverse)

60+ REPORTS ON THE METAVERSE

[DRIVE.GOOGLE.COM/DRIVE/FOLDERS/1L4WDNUV6TTCFIFL73U7Y-9J8WPXVDCSF](https://drive.google.com/drive/folders/1L4WDNUV6TTCFIFL73U7Y-9J8WPXVDCSF)



DONE