

using **crypto & NFTs**
to fuel **immersive experiences**
& close value loops at events



NonFur

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WORLD EXPERIENCE
ORGANIZATION

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At your events (or elsewhere within your product/service ecosystem), **is there a party who typically doesn't stand to gain as much as the other stakeholders?**



Not a rhetorical question:

Comment in the group chat

or raise your hand to contribute your thoughts.

Which stakeholders experience which pain points?

Why do people go to events?

1. Networking
2. Education
3. Inspiration
4. Recognition
5. Rewards
6. Escapism
7. Marketing
- + What else? 🤔

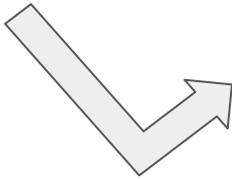
Discuss.

Common Event Stakeholders	Pain Points
Event Organizers	Value gaps; Data; Immersive, Tech-forward activities
Event Attendees	Engagement incentives; Networking; Organization
Sponsors & Underwriters	Distribute tokens, Experiential marketing; Leads
Exhibitors, Vendors, & Merchants	Interactions & attendance; Lead generation
Speakers, Performers in the Event	Attendance & participation; Reach of message
VIPs & Special Guests	Exposure; Industry positioning; Exclusive access
Digital Media Partners & SM Influencers	Access to movers; Content opportunities
Other collaborators (ex., DAO)	Marketing; Asset distribution; Strategic partnerships

Show of hands: 🙌

Who here represents a brand with digital web3 assets?

Why or Why Not?



Web3 assets (ie. crypto & NFTs) offer:

We are very early!

- incentivization options through gamification
- membership verification
- community construct

Contention

Confusion

Risks → Opportunities

- as a store of value, unit of account, & medium of exchange

What use cases have you considered for your own web3 assets (or those of other parties) in adding value to members of your community?

POAPs and rewards-based gamification are an option!

Gamification options:

polling & feedback, industry trivia, scavenger hunts, exhibitor booth games, ...event platform limitations.



discuss blockchain onboarding challenges / solutions.



The Party-to-Earn™ Platform!

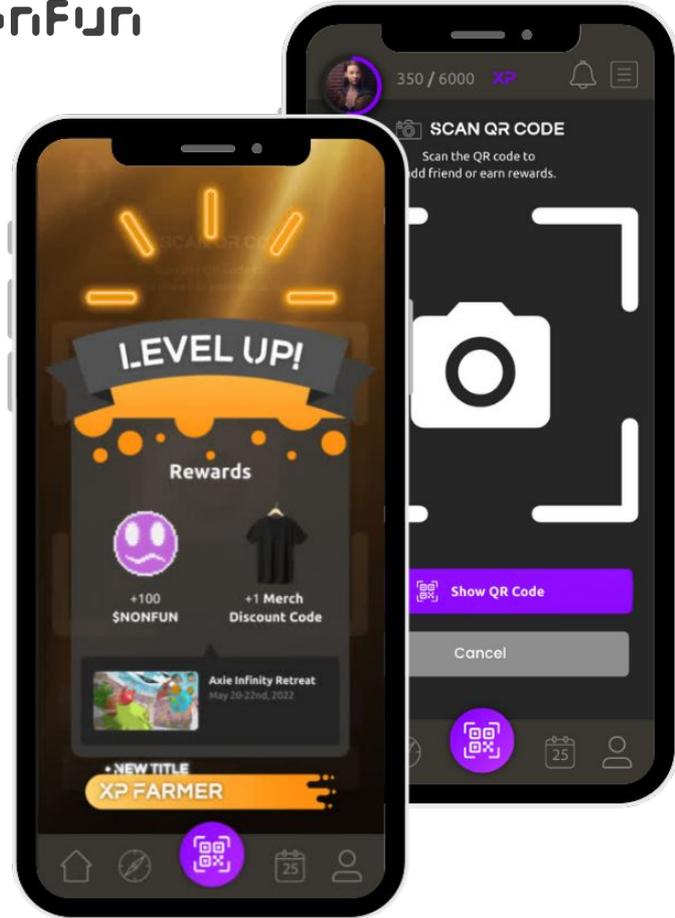
An extensive gamification & reward system that incentivizes engagement with more event activities.

A platform that connects all stakeholders in events before & after the event.

Scalable & affordable, from a birthday party to a massive festival or conference.



nonfun



Attendees earn Experience Points (XP) & “Level Up” for participating in activities at the subscriber’s events using the app.

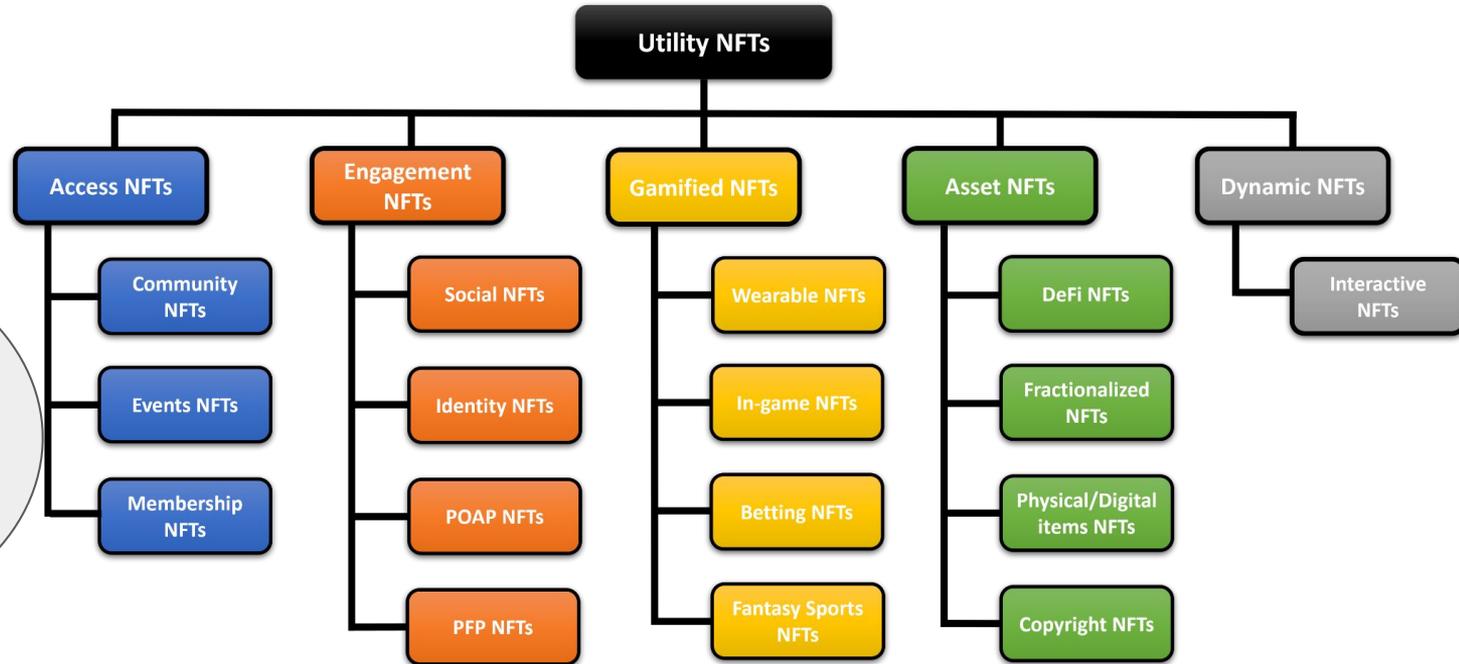
Upon leveling up, attendees can gain digital asset rewards (e.g. crypto, NFTs, coupons, redemption codes for physical merch) chosen by the event organizer (the subscriber).

Revisiting Stakeholder Pain Points Through the Party-to-Earn™ Lens

Common Event Stakeholders	Pain Points
Event Organizers / Subscribers	Value gaps; Data; Immersive, Tech-forward activities
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What kind of value (perks, privileges, etc)
would you like to see made more
available to members of your community?



A deeper consideration of NFT "use cases"



Conclusion / Summary / Discussion

- Why do people go to events?
- Who are the stakeholders? What do they want?
- What gaps are identified in your value loop?
- How can you incentivize interactions that build relationships?
- How can web3 assets close value loops, encourage communication, & create the foundation of a community construct?

Interactions & Communication are at the heart of all relationships.

Relationships are at the heart of all success (business and personal).

NonFun mints rare, 1:1, ***nonfungible friendships*** by crafting community experiences.

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