

# A WEB 3.0 GUIDE FOR BRANDS

ANDREA LORINI



CryptoPunk pendant by Tiffany & Co

I'm no Web 3.0 expert.

This world is so new that you should doubt of any so call "Guru". This is valid for everyone except for a few names that have created their status by delivering successful projects that are universally recognized as Icon of this new worlds. I'm thinking about the guys at Rtfkt, Ready Player Me, Yuga Labs and TokenProof. These are the real expert you should follow.

For the rest of us, Web3 is still a subject that needs to be studied everyday, as everyday things are evolving in ways that were unknown until yesterday.

What I'm trying to do here, it is just put some order on how brands can approach this new languages.

But, since this is an evolving science I decided to release it attached to an NFT. In this way I will be able to update continuously the file connected to the NFT without the need from readers to download the new version every time I will make updates and integrations.

The ebook is free.

If you want to be updated on this document evolution, follow me on my Twitter profile @AndreaLorini and on LinkedIn where I will notify you about updates, new files and research.



**ASK YOURSELF “WHY IS THIS A  
PROBLEM AND HOW CAN I USE  
WEB3 TO SOLVE IT?” NOT “WHAT  
NFTS SHOULD I DROP?”**

ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS

# WHAT IS WEB 3.0?

# WIKIPEDIA DEFINITION

Web 3.0 is the last iteration of the world wide web. It incorporates concepts such as decentralization, blockchain technologies, and token-based economics and it includes DAOs, NFTs, Metaverse and Cryptocurrencies.

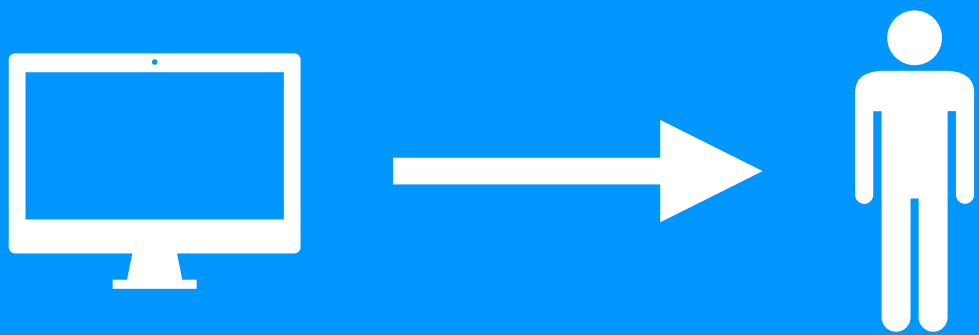




# WEB 1

CONSUME

READ ONLY  
DE-CENTRALIZED



YAHOO!

# WEB 2

CREATE

PARTECIPATIVE  
CENTRALIZED

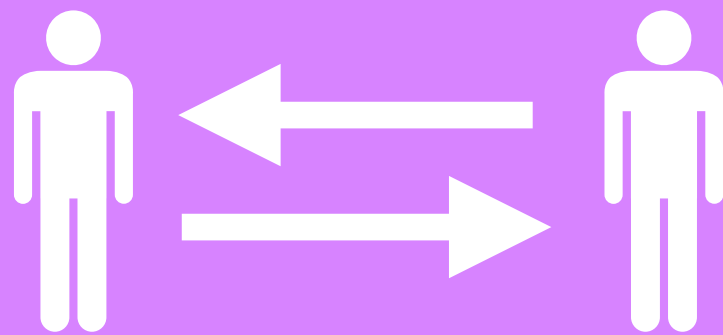


You Tube

# WEB 3

OWN

NO-INTERMEDIARY  
DE-CENTRALIZED



OpenSea

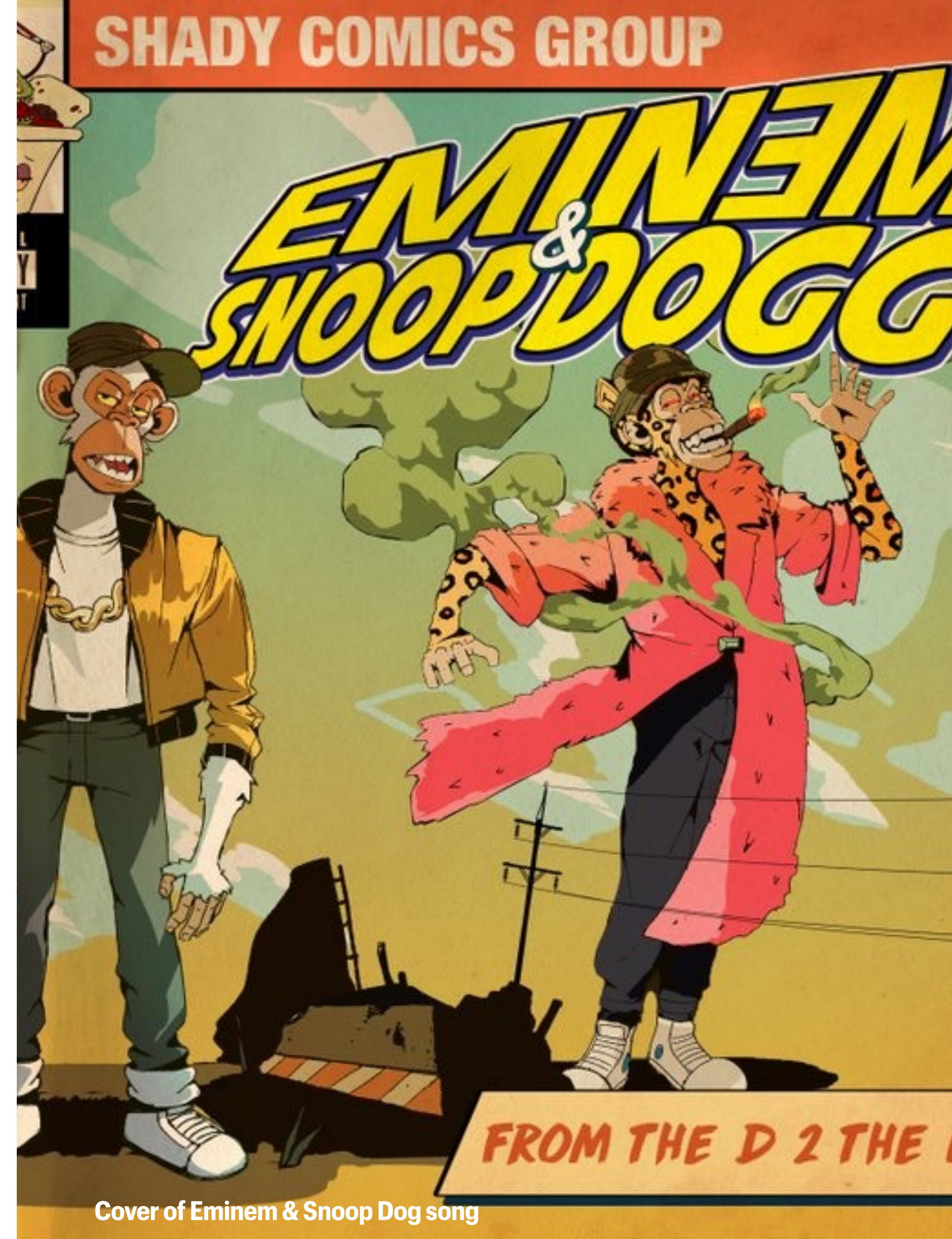
# HOW BRANDS CAN BENEFIT FROM WEB 3.0



# IT'S COOL

Don't worry for the long-tail...all the cool kids are already doing it.

Gucci, Ray-Ban, Nike, Luis Vuitton, Lamborghini, Prada, Coca Cola. Just to mention a few of them...



Cover of Eminem & Snoop Dog song



# A NEW STORYTELLING

NFTs, Games, Metaverse are all amazing tools to create new stories and take your clients into a real immersive experience into your world and values.

When everyone is using adblocks, visual storytelling is an amazing opportunity for brands.

The new tools offered by Web3 are expanding the ways stories can be created. Using games, collectibles, media and metaverse experience brands can now offer a deep experience.





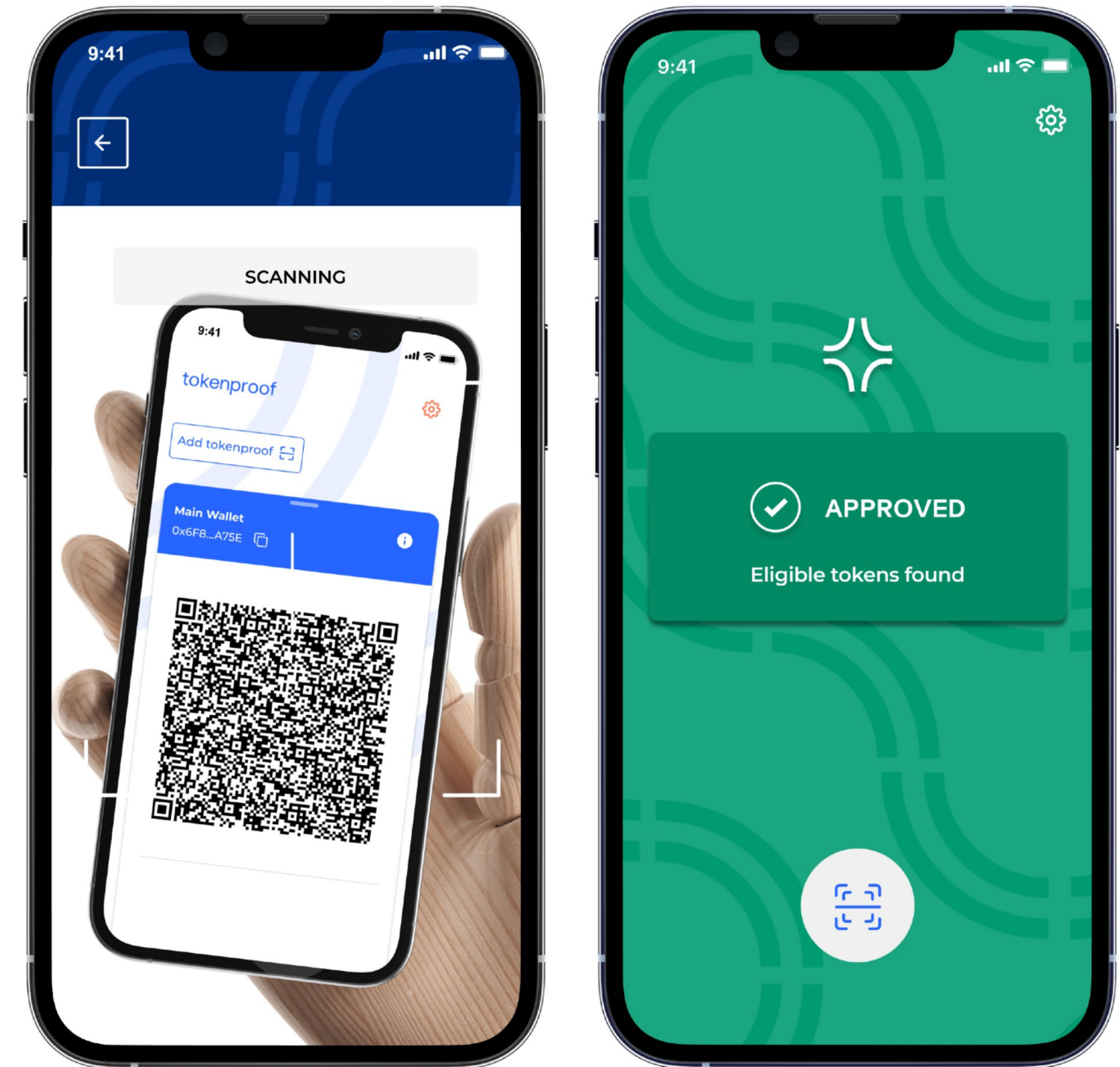
# BLOCKCHAIN INNOVATION

Web 3.0 is about blockchain and the infinite innovations that it will allow.

Everyday new technology are developed and many of them can help brands on many levels; finance, product, marketing, communication and legal.

Some examples are:

- StoryTelling Deployment
- Fidelity Programs
- Product counterfeit
- Value Chain tracking
- Ip management
- Distribution solutions



**tokenproof.xyz**



# CREATE VALUES FOR BRANDS & HOLDERS

After the sneakers frenzy, NFTs are becoming the new way in which values is passed & shared between brands and clients. The Sneakers secondary market is a great example of what's happening in the space. Minting a limited and desired NFT can bring the same or more monetary value as buying the latest limited edition sneaker.

When this dynamic happens both brands and consumers benefit from this;

- clients benefit as they make money by reselling the Sneaker/Nft
- brands benefits cause their products are perceived as desired and more valuable.

The good news is that the blockchain enables a full transparency on these dynamics as anybody can know who sold what to whom and for what price.

I won't be surprise if Nike decide to leave the SNKRS app for the release of limited edition products, in favor of a blockchain based solutions.



**RTFKT Nike Air Hoodie #2466**



# SUPPORT CAUSES, COMMUNITIES & ARTISTS

Talking about transparency, one of the great things of Web 3.0 is the possibility to raise money and awareness for various causes, communities and even artists without the need of intermediaries. Many brands have successfully used NFTs for this scope as it allows to quickly create fundraise that are cheap and quite easy to implement.

But the greatest innovation here is once again the blockchain transparency which allow to track who is donating, to who is donating and most important to track where the money are going.

During the first days of the Russian invasion of Ukraine, blockchain technology was the most reliable and fast way to send funds to the Ukrainian forces who created a wallet to receive cryptocurrencies from all over the world in instants, we almost 0 fees.

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## NFT FOR CHARITY



FONDAZIONE  
MILAN



Fansea



# A NEW KIND OF CRM

Blockchain is a going to change the way clients contacts are managed and resourced and how we study clients types for our marketing campaigns.

We are probably going to arrive to a point in which marketing campaign will be created based on “wallets” instead of “personas”. Brands need to be prepared for this future revolution.



# COMMUNITY

WHY YOU NEED TO BUILD ONE AND HOW YOU CAN DO IT USING WEB3



***IN 10 YEARS YOUR BRAND WON'T  
BE VALUED BY YOUR “MARKET  
CAP”, BUT BY YOUR  
“COMMUNITY CAP”***

**B. PAGOTTO FOUNDER RTFKT**

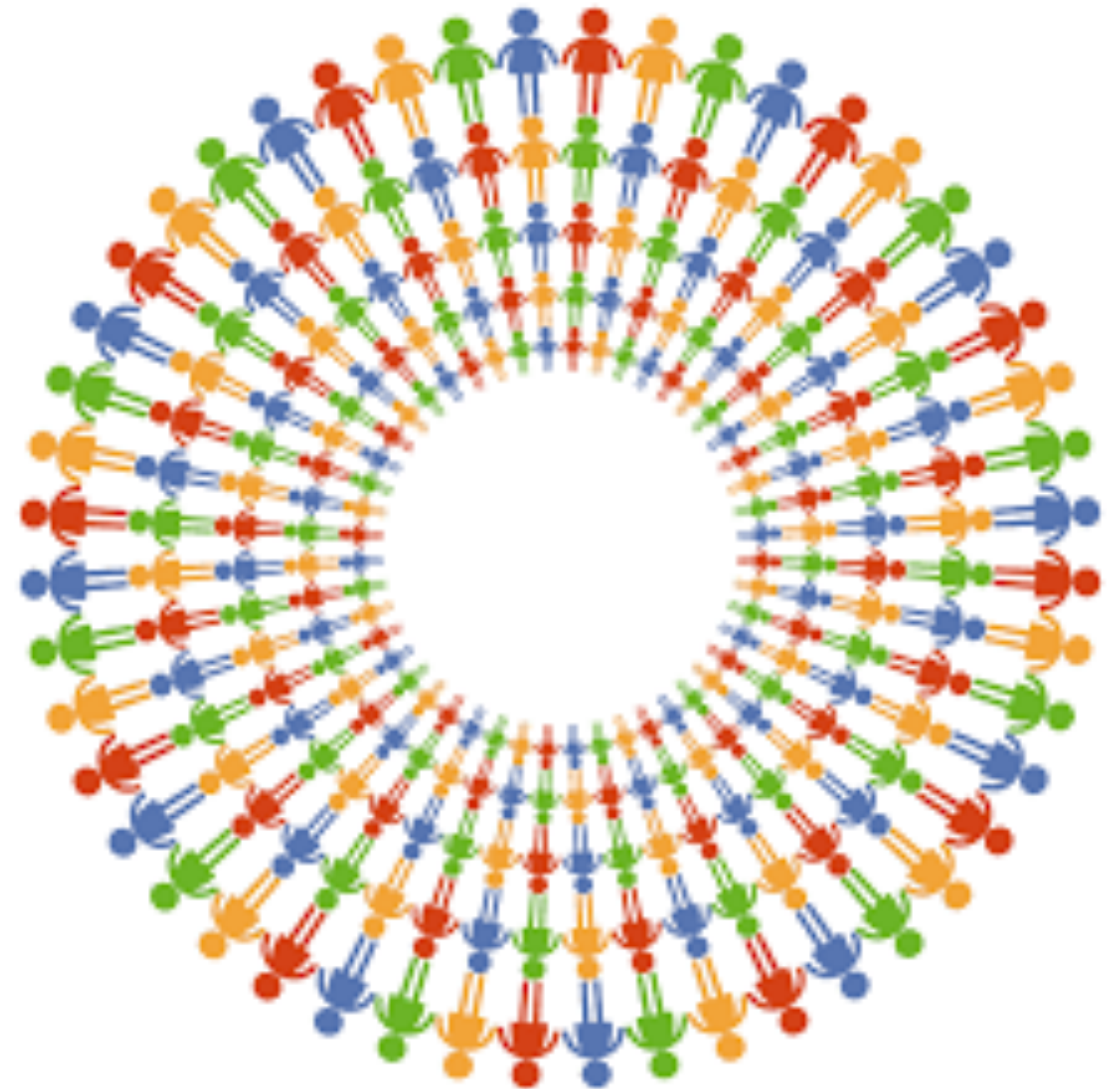
# COMMUNITY

One of the pillars of Web3 is community. Brands have the chance through NFTs, Metaverse, Gaming & Crypto to create communities where they can interact with their clients directly and in new immersive ways.

Creating a strong community is the first step you should focus on. They are the center of all successful projects and they can be your ambassadors but also contributors of your brands narratives and products.

The challenge comes with the fact that Web3 communities need to be constantly engaged and the relation between clients and brands needs to be continuously cultivated.

For these reasons brands need to plan carefully how they want to manage and talk to their community and what they can offer them.





# WHAT TO OFFER

To build a community brands need to share and deliver value to their clients in all the ways that have been enabled by Web3 tools.

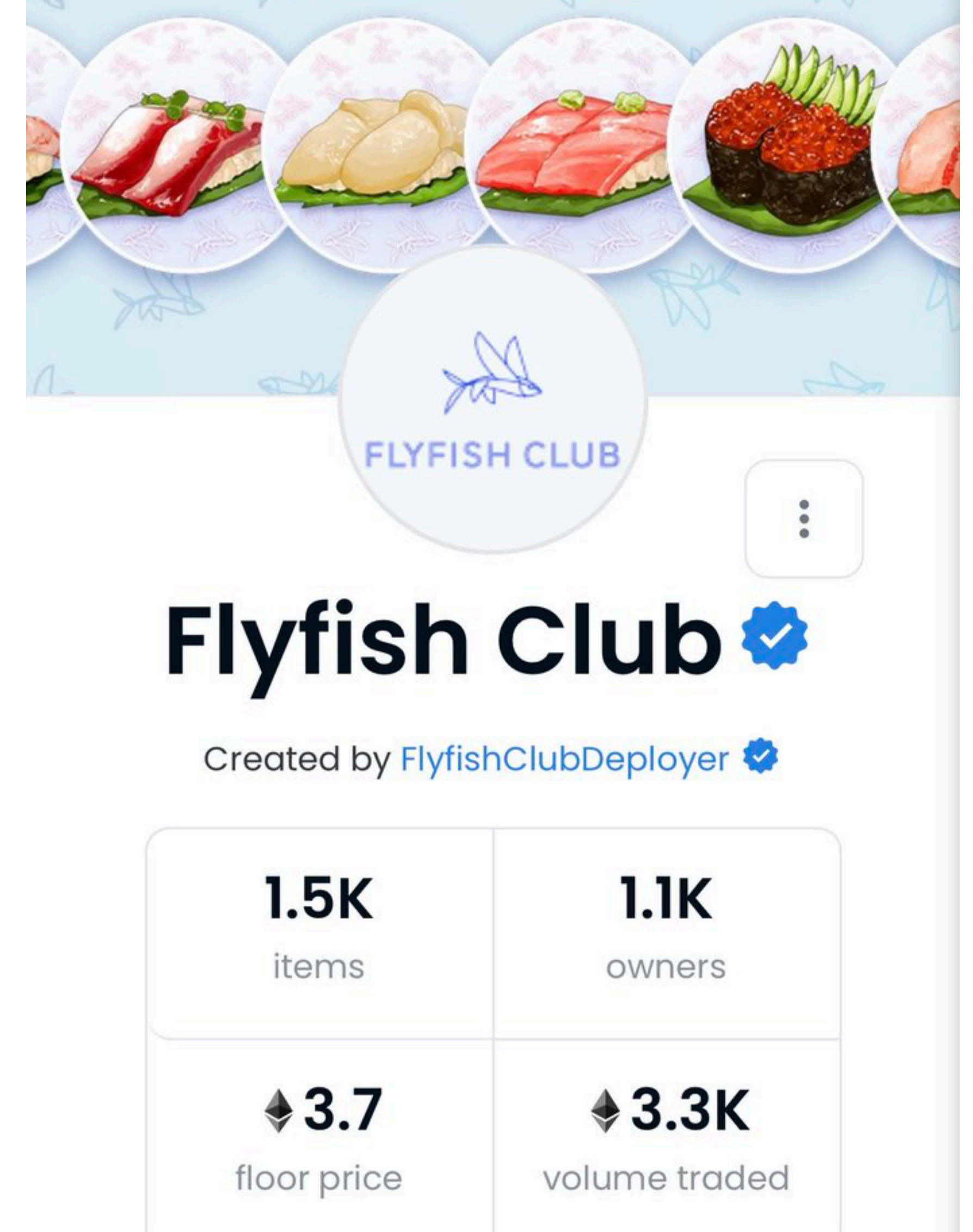
Access to special events, promotions and services can nurture fidelity into your clients.

Think about your best clients, you can now reward them with an NFTs with special Utilities that can enable unique services for holders.

Think what Dolce and Gabbana did with their NFTs. They allowed Holders to attend the runway during fashion week or special private party during key moments in their commercial calendar.

Or even what Gary Vee did for the launch of his new fish restaurant in NYC. He financed the restaurant by restricting the access to the venue to holders of a branded NFTs that was sold months before the restaurant was even open.

Both D&G and GaryVee delivered value to their holders while earning money and expanding their brands reach.



**Flyfish Club NFT allows holders to access the Flyfish Club in NYC**

# COMMUNITY PLATFORMS

The most common tools used to communicate with communities in the web3 space today are still web2 platforms.

Platforms like Instagram and Facebook are enabling web3 tools on their app, but the “action” is still happening mainly on Discord and Twitter. They have been at the forefront of projects’ communication and they are great to foster a deep culture inside your community although they need a lot of effort to be “maintained”. Holders expect a lot of communication and engagement from the brand. You can’t launch and disappear as holders will immediately complain and leave your project if they don’t feel sufficiently engaged.

One of the biggest challenge brands will face is to understand the right community managers. This new language require a new set of skills that is hard to find on the market because it was born yesterday.

Quite often in web3 projects this profiles are found inside the same community between the most active and loyal Holders.

- **Communicate to “Everyone”**
- **Discover**



- **Build the relation**
- **Closed Communication to community**





# EVENTS

Even though Web3 is “virtual” and “online” a huge factor in successful projects has been the Event component.

Most successful projects have delivered special events reserved for their holders and even access to special events not hosted by the Brand.

Ape Fest and Doodles events during last NY Crypto week, have been iconic and are still generating hype for these brands with Holders that are still posting contents about these events to testify that they belong to those exclusive community.





***YOU DON'T WANT A  
CLIENT.***

***YOU WANT AN HOLDER.***

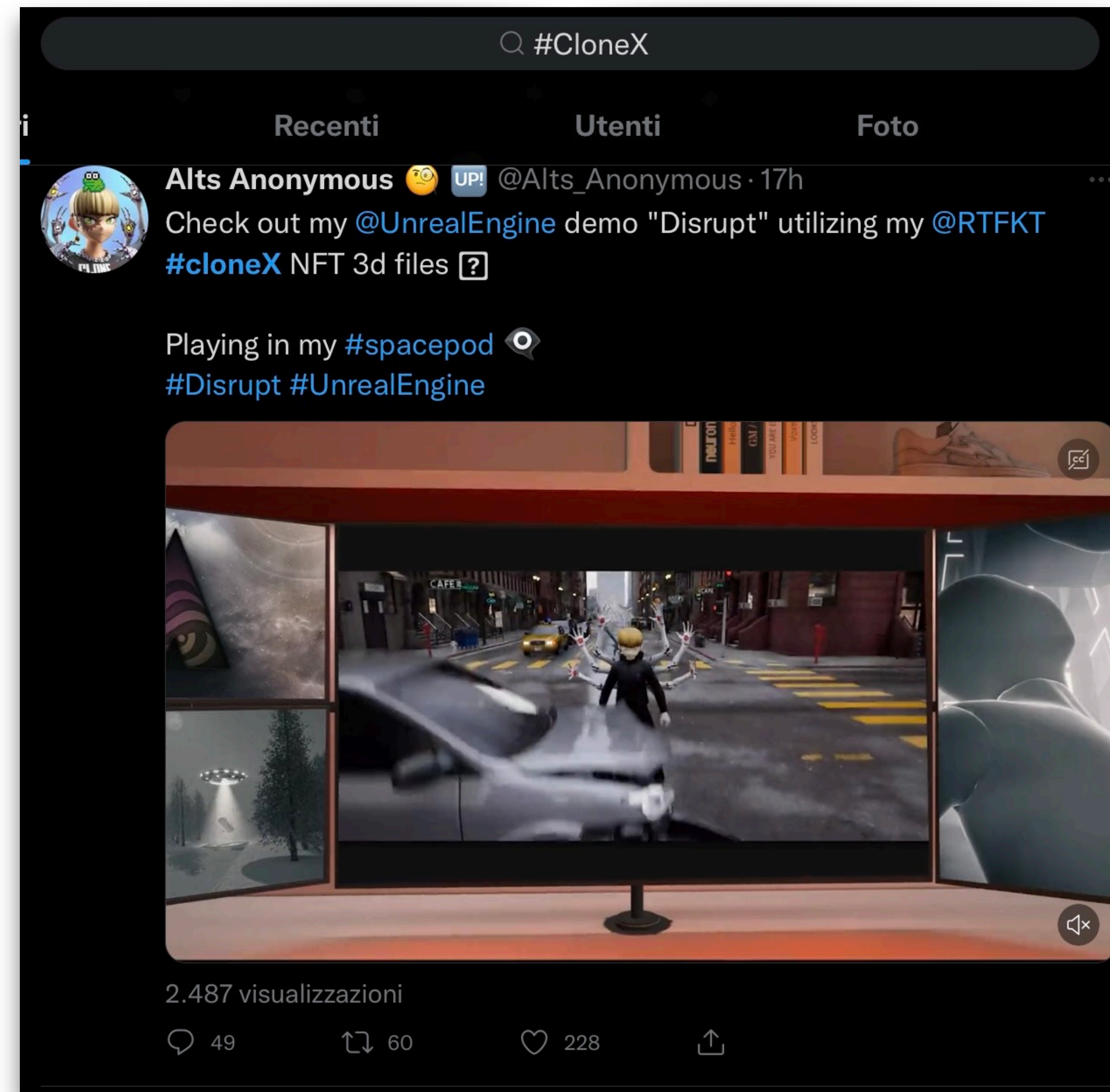
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# TRANSFORM CONSUMERS INTO “HOLDERS”

You should want “holders” not clients. Holders are not simple clients, they are the Ambassadors of your brand communications in Web3.

They create and promote your brand as no client has ever done before.

If you spend some time on twitter, you know how strong this communities can be. They are ready to storm on social media to defend your project and engage with friends to create new fans of your brands.





# HOLDER

Web 3.0 as seen the birth of a new type of consumer, the “holder”.

They strongly identify themselves with brands’ values and even use brand IPs to identify themselves on social media, web3 platforms and games.

They literally hold brand’s IPs and control valuation of brands’ assets.

To maintain “holders” you need to offer them value in the long period. As we said it could be a monetary value (with assets appreciation), it could be about exclusive services or it could be limited edition products. There are many ways in which you can do it, but you must do it.



# **TAKEAWAYS FOR BRANDS**

**YOU DON'T HAVE A CLEAR PLAN UNTIL YOU IDENTIFIED THE COMMUNITY YOU WANT TO ENGAGE.**

**WEB 3.0 COMMUNITIES REQUIRE CONTINUOUS ENGAGEMENT. IT IS NOT A ONE DIRECTION RELATIONS. YOU NEED TO TALK WITH THEM AND TO LISTEN WHENEVER THEY WANT TO TALK AND YOU NEED TO ANSWER...QUICKLY.**

**COMMUNITY MANAGEMENT IN WEB 3.0 IS WAY MORE DIFFICULT THAN WEB 2.0 AND A GREAT SOCIAL MEDIA COMMUNITY MANAGERS DON'T NECESSARY IS A GREAT COMMUNITY MANAGER FOR WEB 3.0. IT IS A NEW DIFFERENT JOB.**

**FORGET CLIENTS, YOU WANT HOLDERS.**



# NFTS

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BoonMirds #6054

# WHAT IS AN NFT?

## NFT=Non Fungible Token

A non-fungible token (NFT) is a unique and non-interchangeable unit of data stored on a digital ledger (blockchain).

NFTs can be associated with easily-reproducible items such as photos, videos, audio, and other types of digital files as unique items (analogous to a certificate of authenticity), and use blockchain technology to give the NFT a public proof of ownership.

Copies of the original file are not restricted to the owner of the NFT, and can be copied and shared like any file.

SOURCE: <https://medium.com/coinmonks/what-is-a-nft-8ec8d282d260>



# NFTS QUALITIES

## Indivisibility

NFTs have historically been indivisible when it comes to their utility. For example, a plane ticket cannot be purchased and used partially — someone must buy it in full because only a single person can use the seat.

## Scarcity

NFTs can be scarce, and that's one reason driving their value. Though developers can generate as many assets as they like, it is equally within their power to limit the number of NFT for scarcity..

## Ownership

NFTs live on a DLT within an associated account. The original creators of the NFT control the private key of that account where the NFT lives, and they're free to transfer that NFT to any account..

## Uniqueness

NFTs are also unique because no two NFTs are the same — they're not interchangeable. The metadata of each NFT is an unalterable record that gives it the certificate of authenticity.

## Transparency

Because public distributed ledgers are decentralized and immutable, where records of token issuance, transfer, and activity can be publicly verified, buyers can trust and verify the authenticity of a specific NFT.

## Interoperability

NFTs can be traded, purchased, or sold across various DLTs using a decentralized bridge or centralized custodial service.



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# NFTS USES

NFTs can be used to

**Certify Digital assets  
ownerships:**

- Images
- Videos
- Music
- Game Assets

**Tokenization of real  
world assets**

**Digital Identity**

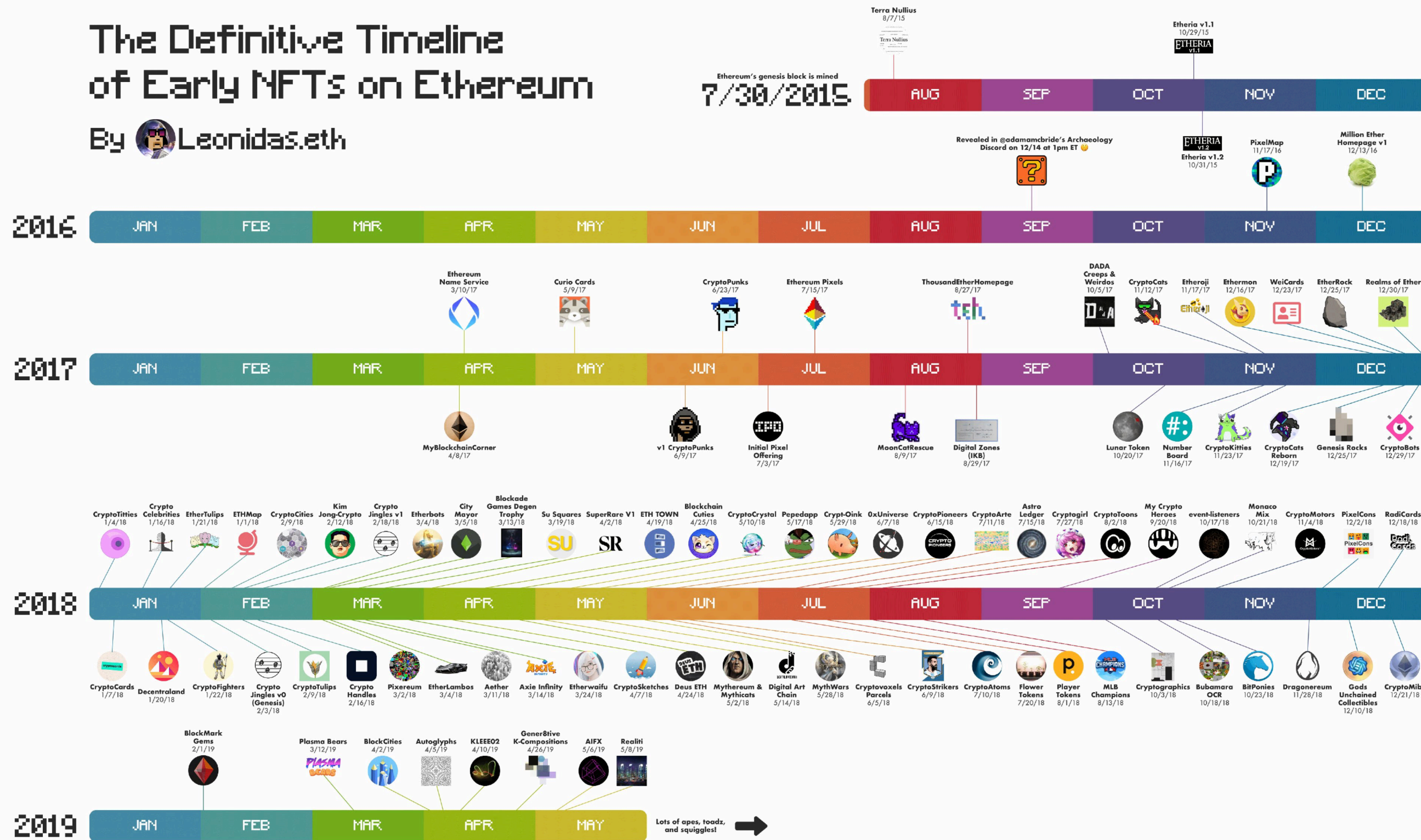
**Ticketing/Credentials**



# SOME HISTORY

In the last few months, NFTs have grown into popularity as several companies and individuals jumped onto the bandwagon. But the history of NFTs started in 2015 with Terra Nullius, which basically was a service that allowed you to stake your claim on the blockchain. When you did so, you were able to write a message on your token making it unique.

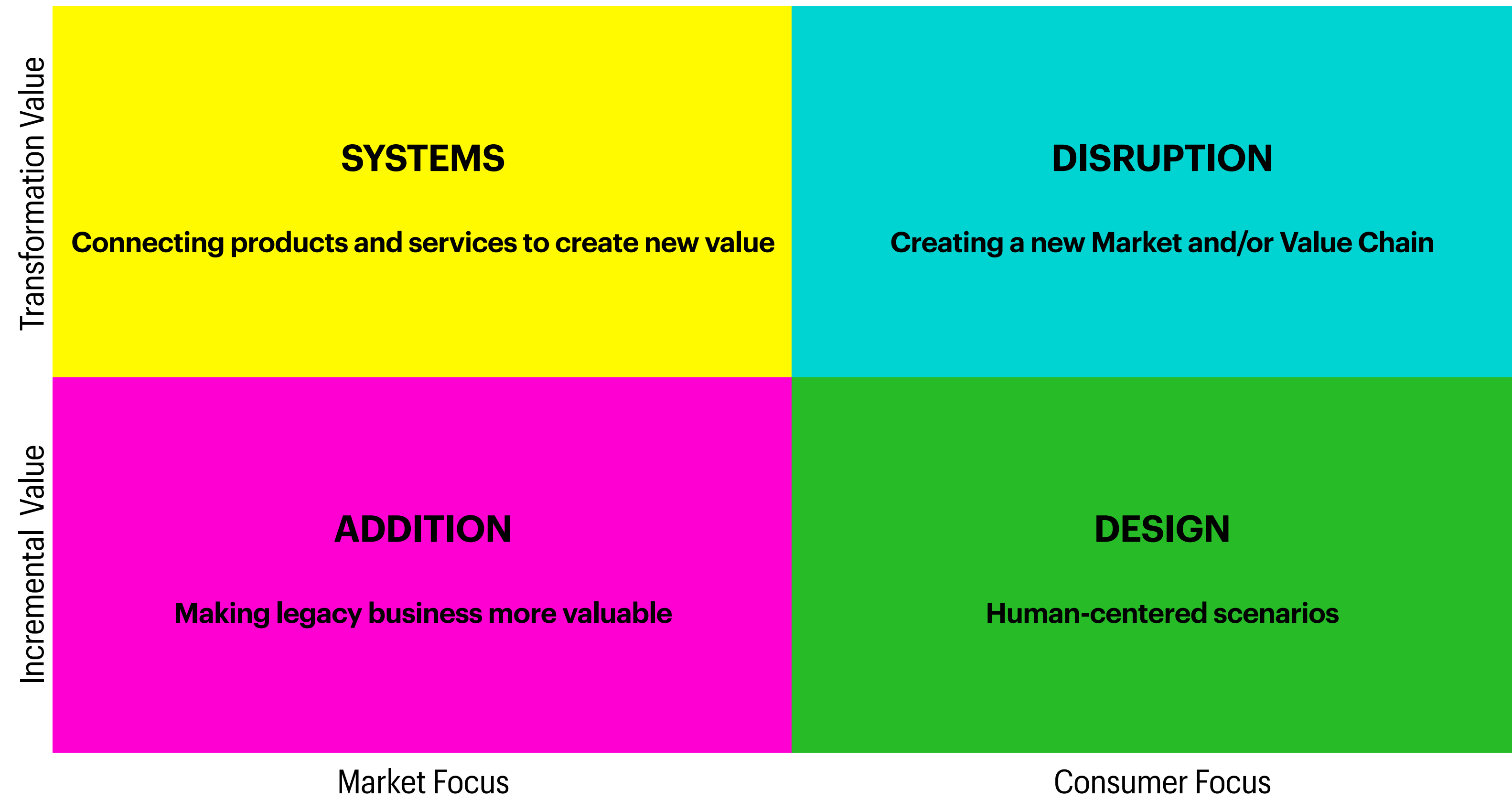
If your curious about the history of NFTs collections you should follow @LeonidasNft on Twitter.



# DEFINE YOUR GOAL



# DEFINE YOUR GOAL



# ADDITION

## USE NFT TO ADD VALUE TO BRAND EXISTING BUSINESS

With this strategy, NFT are used simply as another Marketing channel. No real innovation as the focus here is on Market and incremental value.

Here you'll find in-game skins and NFTs with no-utilities.



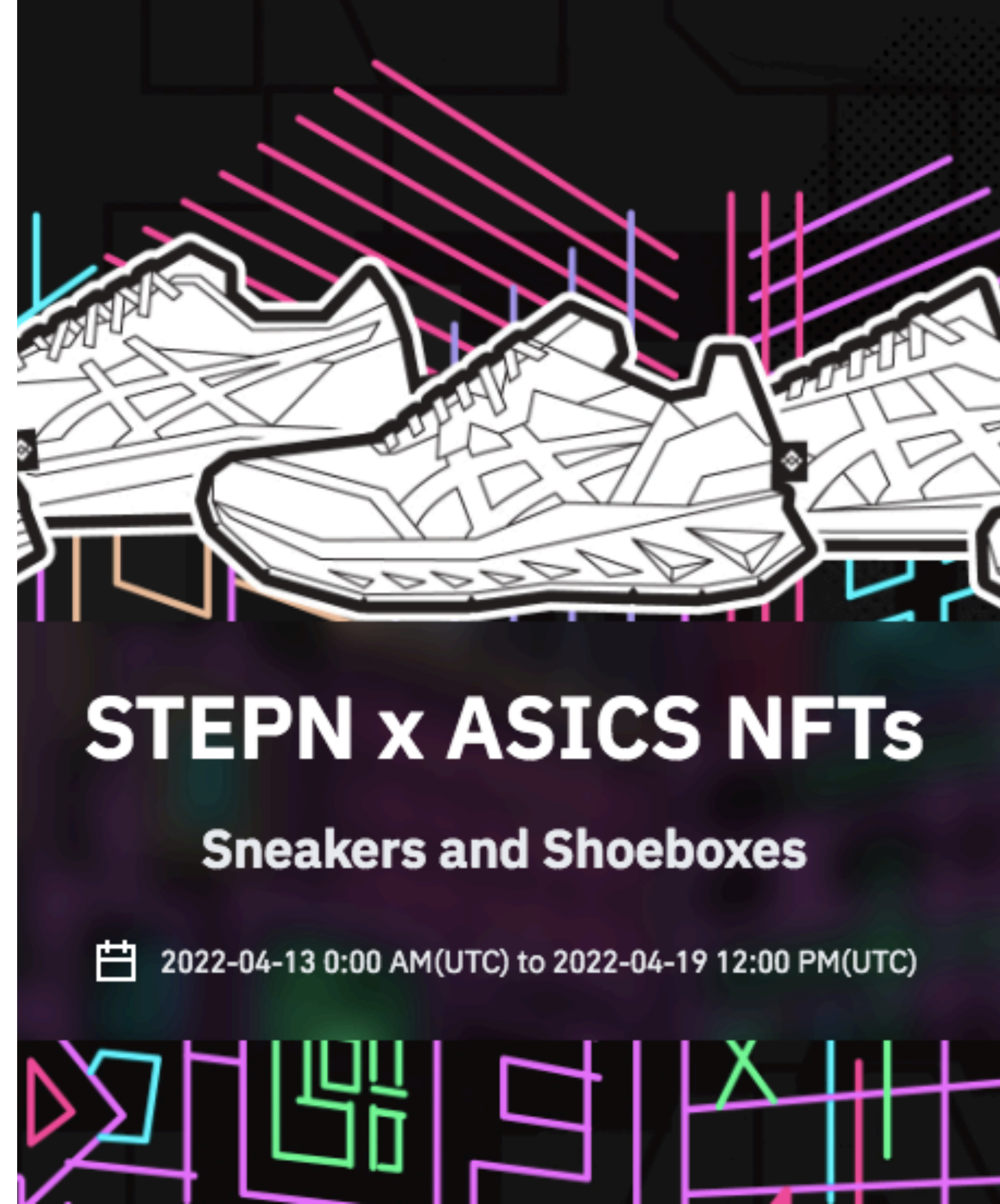


# SYSTEM

## USE NFT TO CONNECT PRODUCTS WITH NEW SERVICES

In this quadrant NFT are used to create a transformative value by mixing products with new services. ASICS did a great partnership with blockchain fitness app STEP N and now is paying NFTs owner for their activity in STEP N tokens.

Another example could be Maserati using NFT as a substitute of the classic service book or AURA with their blockchain for brands' goods





# DESIGN

## **THIS APPROACH REVOLVES AROUND CUSTOMER-LED INNOVATION**

With this strategy the focus is to allow customers to innovate, create and even monetize on brands IP or eco-system.

RTFKT is probably the best example on enabling holders to create value for themselves but most of all, for the brand.

Their creator program is a great example of how holders can become part of a brand narrative. When you enable your community by giving them a way to create using your assets or IPs, the results can really be amazing. In this specific case the community have created: video, songs, virtual outfits, accessories and other creations that are reinforcing the RTFKT brands and strengthen the community.





# DISRUPTION

**THIS APPROACH DISRUPTS THE VALUE CHAIN IN AN EXISTING INDUSTRY AND CREATES VALUE THAT DIDN'T EXIST BEFORE**

As this is the quadrant of disruption, operating with this approach means disrupting the “old ways” and implementing web3.0 tools to create new approaches. LinksDao is the perfect example.

They disrupted the world of golf clubs by selling NFTs that allow holders to access their virtual golf club. With the money raised they are now creating a real golf course where only holders of the NFT will be able to become members and play on the course. Using NFTs allowed LinksDao to create a golf club before owning a golf club.



# IP NFT STRATEGY

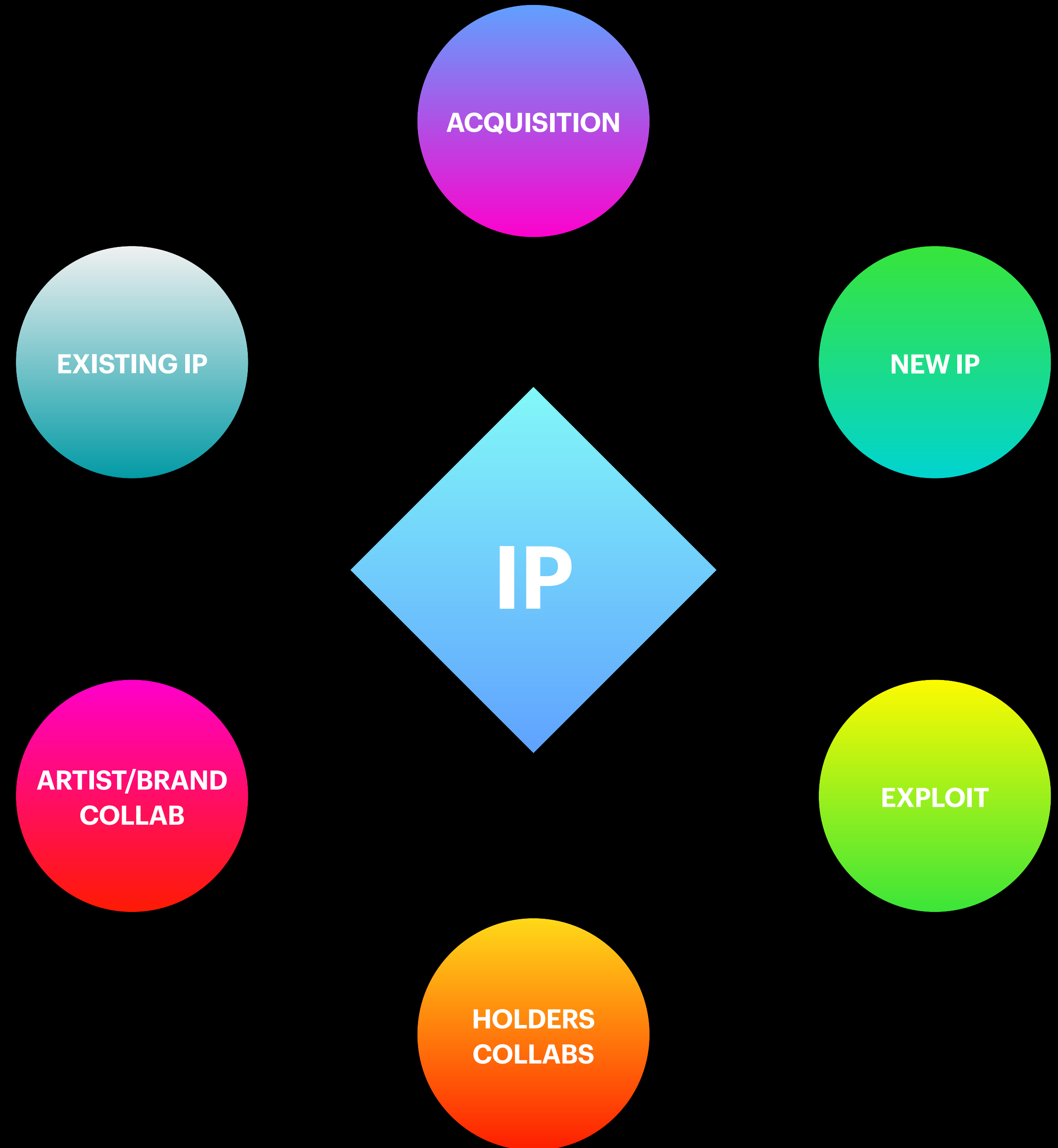
USE OF IPS FOR NFT PROJECTS



NOT LARVA LABS - 4505

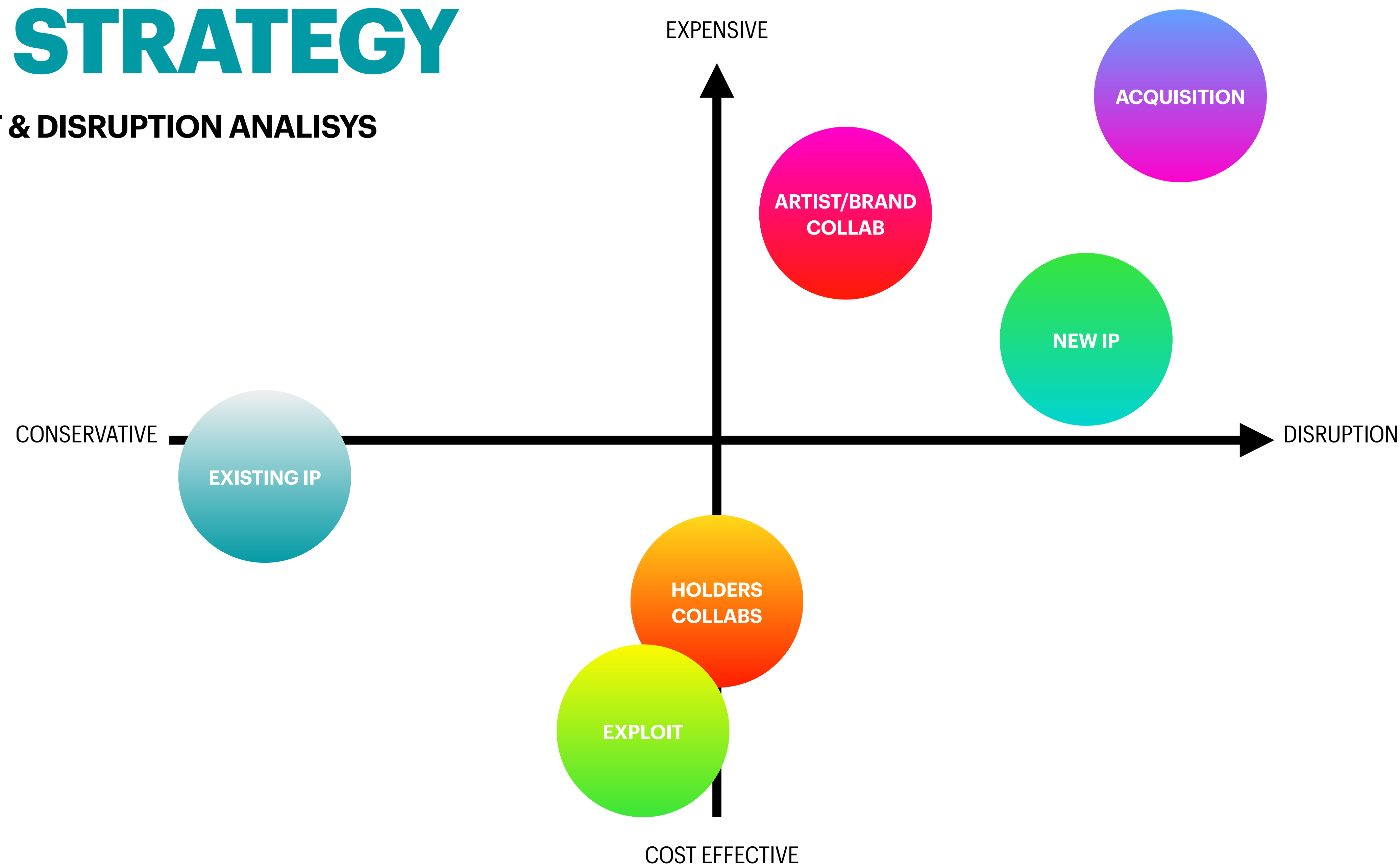


# DIFFERENT TYPES OF IP STRATEGY



# IP STRATEGY

## COST & DISRUPTION ANALISYS





# ACQUIRING IP AND KNOWLEDGE

## NIKE - RTFKT

In November '20 Nike acquired RTFKT. The move makes a lot of sense for the swoosh brand as RTFKT has already become the leader of “crypto sneakers” and AR clothing in general.

With this acquisition Nike secured control over one of the best and most effective web 3.0 teams while being at the forefront of sneakers innovation.

This approach is clearly expensive but it could be the greatest accelerator of disruption.





# EXPLOIT WEB 3.0 BRANDS IP

## TIFFANY - CRYPTOPUNKS

Probably one of the most brilliant activation done by a luxury brand.

Tiffany was able to leverage the CryptoPunks IPs and their community without the need of a formal agreement with the collection.

Tiffany knew that CryptoPunks are one of the most iconic collection and instead of spending money for a license, they leverage CP holders to create value and a new product channel.

They sold 250 NFTs for 30 Eth. Each NFTs granted the possibility for CP Holders of receiving an original Tiffany pendant resembling their CryptoPunk.

This approach is definitely cost effective as there are no deals to be done or royalties to be paid and could be considered conservative as there is no real disruption of brand's values and storytelling.





# COLLABORATION WITH WEB 3.0 HOLDERS

## ADIDAS

Many collections are giving full commercial rights to their holders. This new approach is creating new dynamics where brands are able to collaborate with Holders and use their NFTs IPs for products' collaborations. With the market still in his infancy the real influencers of Web3 are still easy to identify, but already expensive as their Web2 colleagues.

Adidas Into the Metaverse is a great example of this kind of project.



ADIDAS NFT CAMPAIGN



# COLLABORATION WITH WEB 3.0 BRANDS

## GUCCI-10KFT

In every field of life, use the helps of experts when doing something new, is always a smart choice. The same is for NFTs collection that are collaborating with established Web3 Brands and Artists.

They know how to approach the market and they already own a strong community of Holders.

This approach is often quite expensive as you'll need to pay the web3 brand/artist but it definitely helps in having a different point of view and approach on a new unexplored territory and most of all to start with an existing community.





# USE BRAND'S IP

## HELLO KITTY

Another approach is to use existing Brands'IPs to create the NFTs. Recently the Japanese brand Hello Kitty released a collection using the world-famous cat and her friends.

This is clearly the most conservative approach and it is also cost-effective without being the cheapest.

When using this approach you'll need to bear in mind that you are basically selling your IPs to holders (if not differently regulated) and that you can sell something only once....

 **DropToolz** @Drop\_Toolz · 9h

Sooo hyped for @RecurForever  
#HelloKittyandFriendsNFT dropping Aug  
24th -25th! Make sure you have a recur  
pass to get Early Access! To find the best  
pass to get Early Access! To find the best  
#recurpass for the best price, go  
droptoolz.com before buying!  
#hellokittyNFT





# DEVELOPMENT OF NEW IP FOR WEB 3.0

## D&G

When using this approach brands are developing new IPs to be integrated into their collections as NFTs. They can be IPs similar to their usual ones (D&G creating a “gold box”) or very different (LV building the game LUIS).

This is definitely more expensive than using existing IPs but clearly more innovative.





# **DISTRIBUTION MODEL**

***WHEN YOU RELEASE AN NFT YOU NEED  
TO CHOOSE A MINTING PLATFORM***



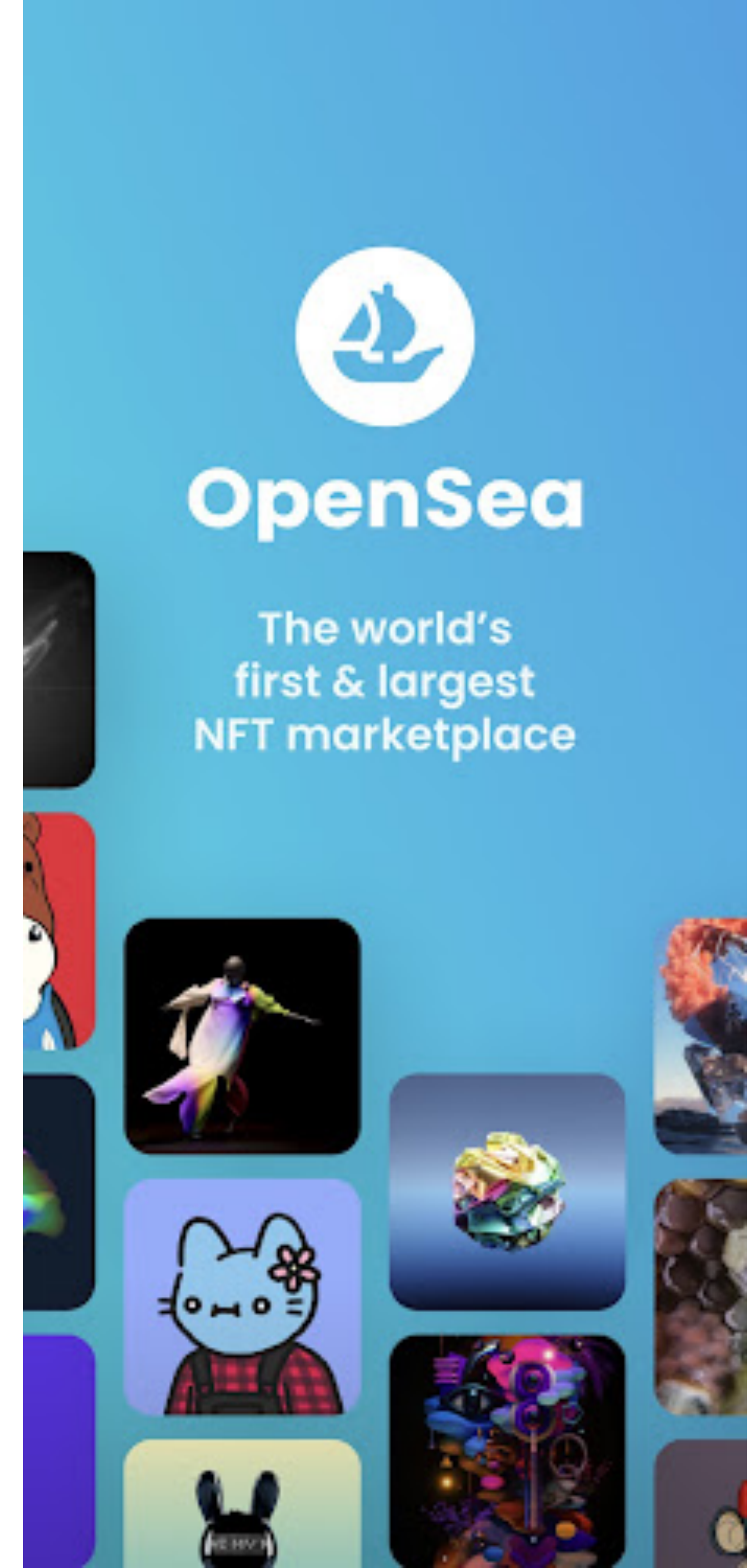
# THIRD PARTY PLATFORM

Opensea, Rarible, X2Y2 these are all examples of platforms that you can use to release your nfts without much effort or costs.

**Upside:** low costs, low effort, easy to deploy

**Downside:** low control, non proprietary smart contract, not customizable

**Web2 Alias** - Selling your products on Your Instagram Shop or Amazon



# PROPRIETARY PLATFORM

If you plan to release more than a few NFTs you should probably consider to develop your smart-contract and your minting platform. With this solution you will have a full control over all details and functions plus a real Hub for all your projects.

**Upside:** full control, hub for all web3 activities

**Downside:** high development costs, long development time.

**Web 2 Alias** - Selling your goods on your website with your terms and conditions and your CRM





# PARTNERS' PLATFORM

When you release your NFTs in collaboration with an established web3 brand/artist you may evaluate the option of releasing with their smart-contract on their minting platform.

**Upside:** low costs, low effort, fast delivery, save audience

**Downside:** not much control, enable to track activities.

**Web2 Alias** - OffWhite selling collab shoes on Nike Channels

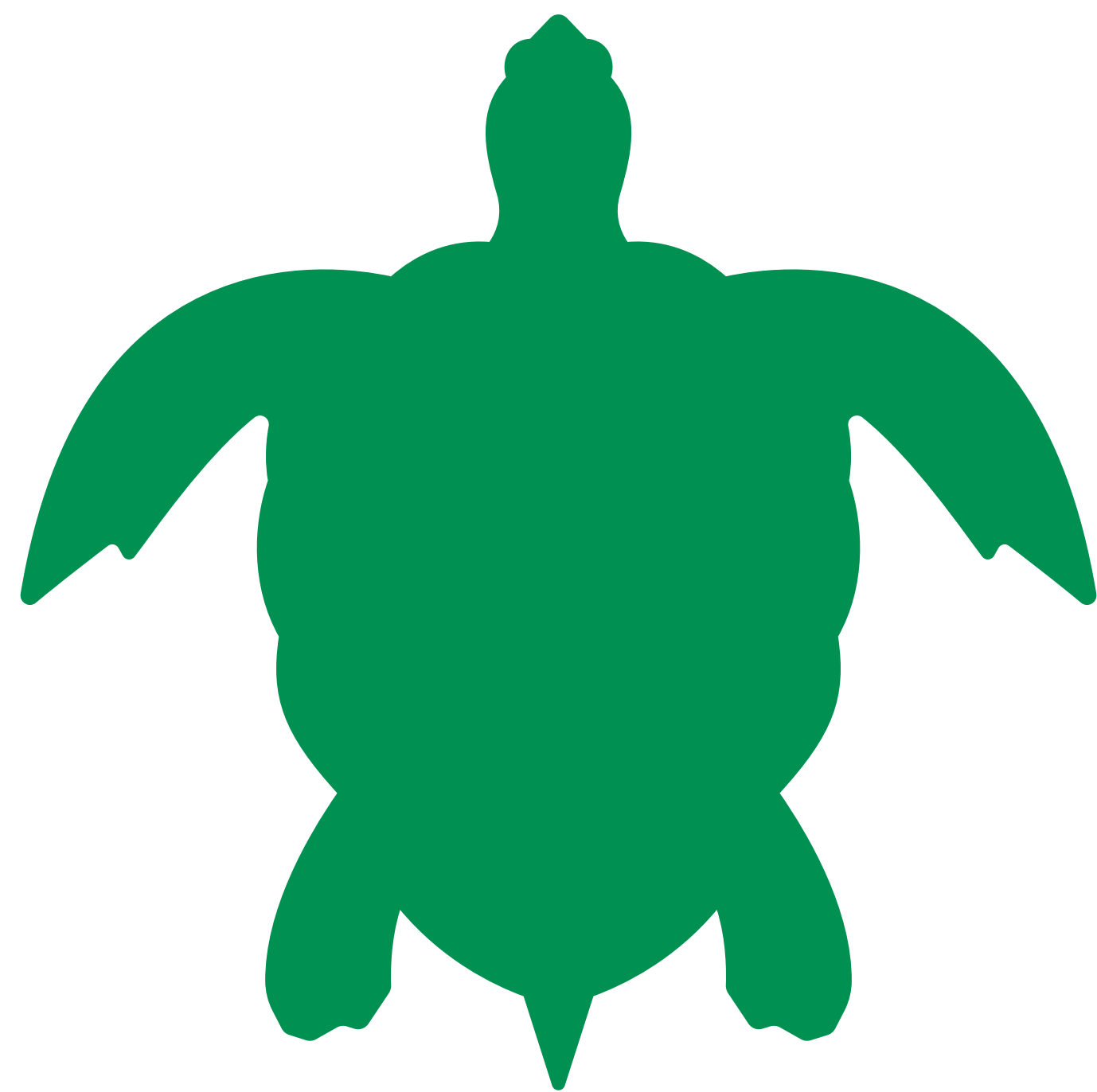


**Everyrealm X Atari. Retro Game Den Pod.**

# THINGS TO REMEMBER WHILE DEALING WITH NFTS...



# NOT ALL YOUR CUSTOMERS ARE READY SO DON'T LEAVE THEM BEHIND



While older generations are now officially onboarded on Web2 (everyone has at least a grandparent that is already using Facebook, WhatsApp), we can't say the same for Web3. Today the percentage of people who is able to interact with Web3 Apps and Tools is really small, as Tools and Apps are still hard to use for the vast majority of people.

It is important that brands don't forget about these costumers when building a web 3.0 strategy.

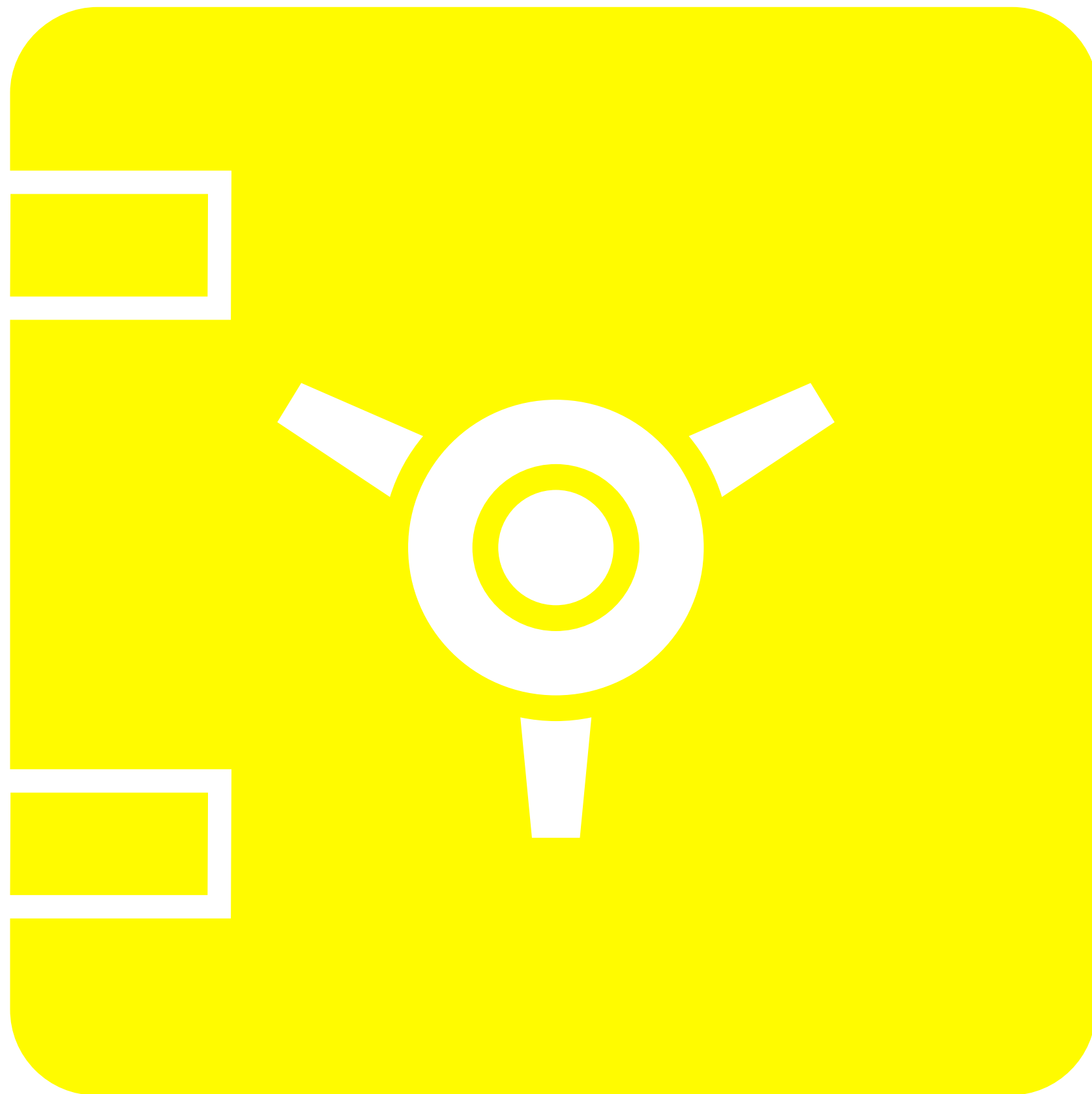
# YOU CAN'T CALL YOUR COUSIN..YOU NEED EXPERTS.



This is a new territory. The technical and strategic challenges that brands will have to face in Web3 are enormous. You need to invest on professionals and technology and it is not cheap. Not many people know the subject and can manage it and for this reason, who is able to do something is very expensive.



# FOCUS ON VALUE

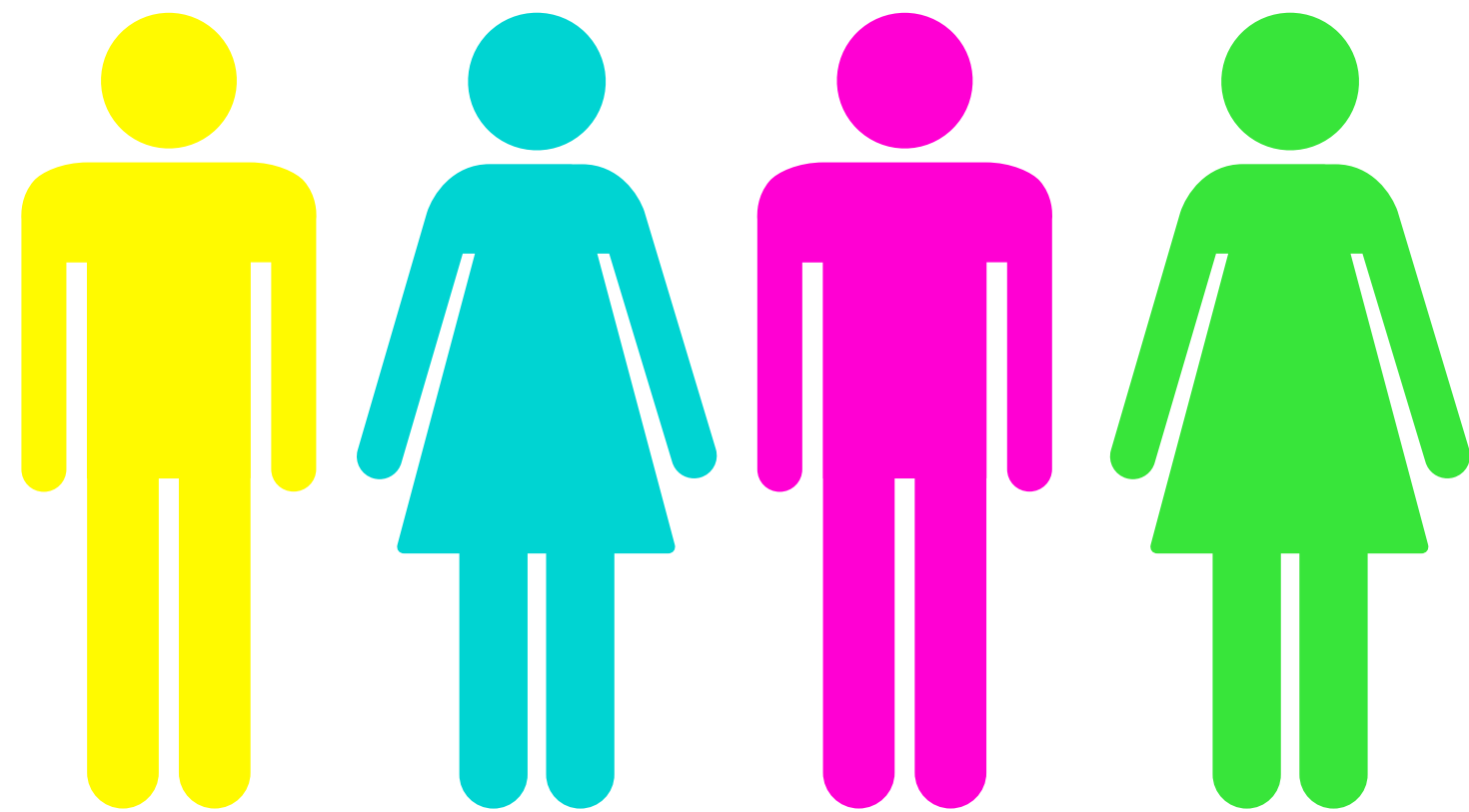


Value is King!

This must be your only focus when strategizing and planning for Web3.

NFTs, Blockchain technology and Metaverse can be an incredible booster for your brand, but they need to be nourished. Holders are your biggest fan as long as you deliver value.

# COMMUNITY, COMMUNITY, COMMUNITY

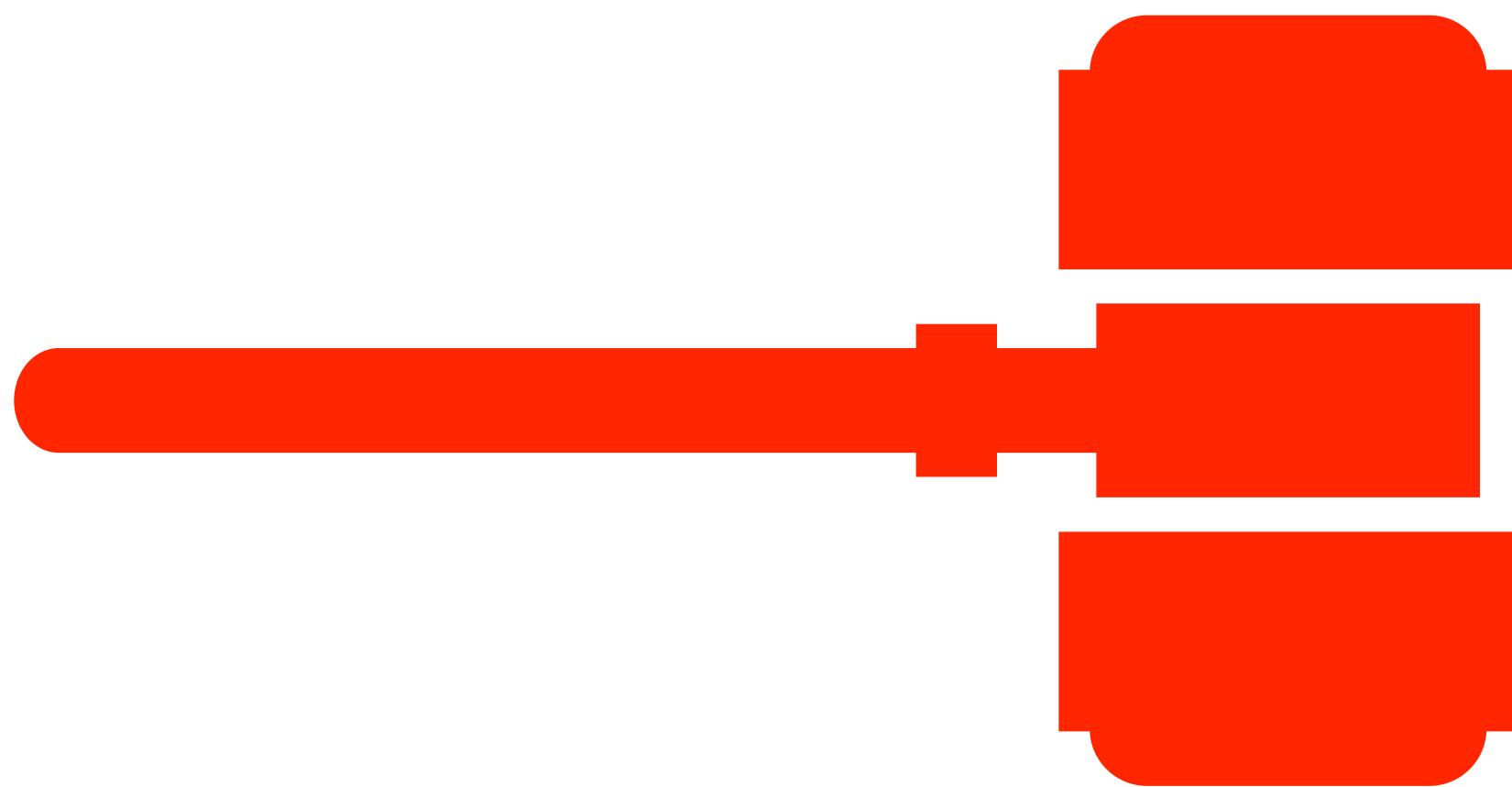


Has we saw before, community is critical for a successful project and needs to always be at the core of your web3 strategy. To grow a community don't think about building a Seller/Client relation. You need to build a love relation where both partners are benefiting from the value exchange.



# IP & LEGAL CONTROL

When a brand plans to launch a new project, it is expected from them to do all the necessary legal and financial actions, the same happens when a brand works with NFTs. You need to protect your IPs, create consumers' policies as you were working in the real world with physical products and be fully aware about what kind of rights you are conceding.



# TAKEAWAYS FOR BRANDS

**NOT ALL YOUR CUSTOMERS ARE READY SO DON'T LEAVE THEM BEHIND.**

**YOU CAN'T CALL YOUR COUSIN...YOU NEED EXPERTS.**

**FOCUS ON VALUE**

**COMMUNITY, COMMUNITY, COMMUNITY**

**IP & LEGAL CONTROL**



# TRENDS VS VALUES

# TRENDS VS VALUES

One the crucial aspects when you develop your web3 strategy, is to understand what you should do; follow trends or stay true to your brands values?

Is always tempting to follow the mass and deliver what everybody else is doing, but quite often is also the wrong approach and it can leads to ruin your brand's perception and positioning.

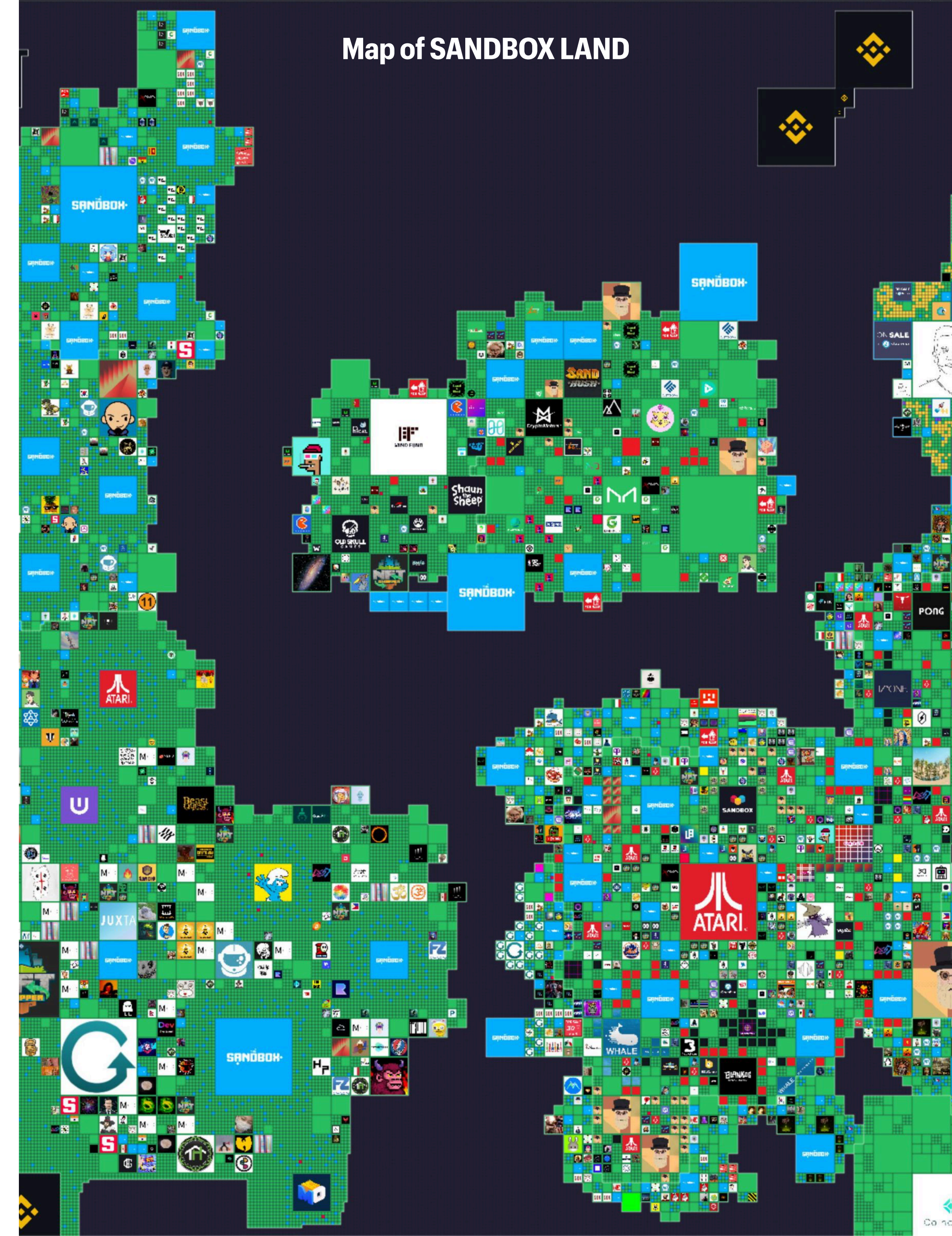




# TRENDS VS VALUES

During the NFT frenzy everyone was dropping PFP projects. It looked like the only way to create a successful project was to deliver some avatars even if your brand was selling tyres.

Same issue on metaverse projects. All brands are investing on lands, but few of them have a clear strategy tight to their values. Luckily we are still in the era of “testing” so brands can try this new worlds and understand how they can maximize their impact in the future.





# TRENDS VS VALUES

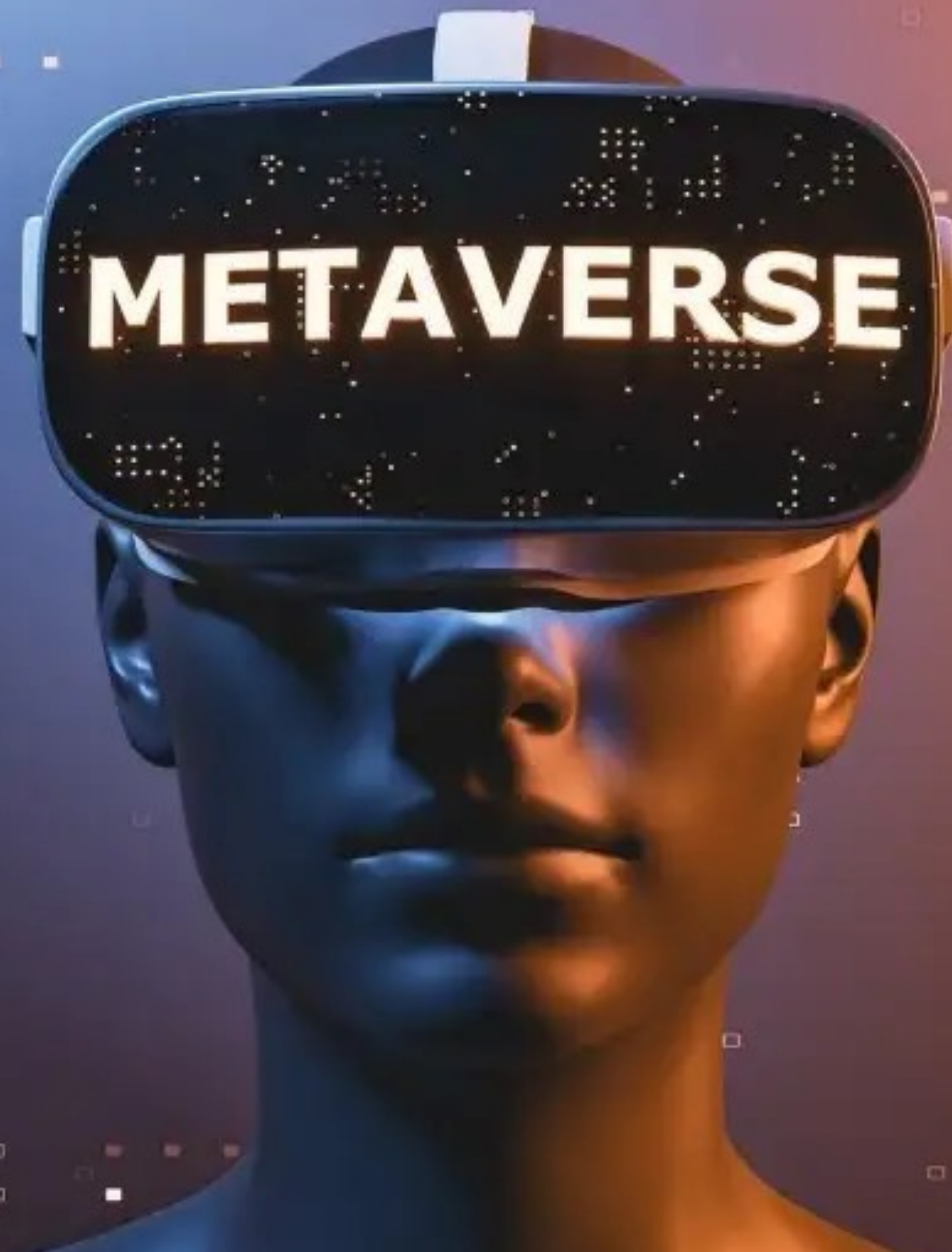
Your only focus should be to deliver value to your holders. Can you do it by creating avatars?

If you are Disney the answer is probably YES, but if you are in the business of watches, probably is not the best way to approach this market.

Instead you could create a line of watches for avatars or a watch that displays NFTs. In this way you are working with your values and skills and delivering what consumer know to want from you.











***As more of our lives are spent online, it's becoming harder and harder to distinguish "real" life from life lived digitally.***

*Daniel Miller, professor of anthropology at University College London*



## EASY DEFINITION

***"A VIRTUAL-REALITY SPACE IN WHICH USERS CAN INTERACT WITH A COMPUTER-GENERATED ENVIRONMENT AND OTHER USERS."***

# METaverse

One of the hottest topic of web 3.0 is without a doubt the “Metaverse”.

Many brands have already chipped in to different platforms like ROBLOX, SANDBOX, DECENTRALAND and many more.

So far the majority of these activations are experiments that allow brands to understand what they will need to do to engage with the public using this new languages.

We are still far from seeing successful metaverse activations made by brands, but the brands who are investing now, will have a huge advantage in the future.

Brands will not benefit from the virtual lands that they are buying, but from the knowledge that comes in the process of buying that land and decide what to do once they own it.



# THE METAVERSE OPPORTUNITY

**IF WEB2 WAS THE STORE WINDOW, METAVERSE IS THE STORE EXPERIENCE**

Today there is no successful strategy, but Metaverse is giving brands a unique opportunity to change their online presence.

We can say that while in Web1 and Web2 brands were able to digitalize their store windows as e-commerce platform, with Metaverse they have the chance to recreate the digitized experience of entering in a store.

It is more immersive and offers many ways to increase the communication with brand's values.



### **Social**

A place where interact, build communities and meet with other people.

### **Persistent**

Metaverse exists independently from people to being online.

### **De-centralized?**

On chain Metaverse are considered to be De-Centralized even though they are not completely decentralized

## **Metaverse is...**

### **Reactive**

Ambient and the people who populate it react to the actions of users.

### **Limitless**

No limits to the number of users, lands or worlds that can live in it.

### **Interoperable**

Can be used independently from the device used to access it.



<u><i>Centralized</i></u>	<u><i>De-Centralized on Blockchain</i></u>
Roblox	SandBox
Minecraft	Decentraland
NVidia	WebbLand
The Nemesis	CryptoVoxels
Fornite	Somnium Space
Meta	Otherside



# ROBLOX

**ROBLOX INC. - FREE TO PLAY - 60M DAILY USERS**

Roblox is an online game platform and game creation system developed by Roblox Corporation. It allows users to program games and play games created by other users. ... Roblox is free-to-play, with in-game purchases available through a virtual currency called "Roblox".

So far is the most used platform by both gamers and brands.





# MINECRAFT

**MICROSOFT - 30\$ X MONTH - >100M MONTHLY USERS**

Minecraft has been the first game-platform to allow the concept of user generated-contents.

On Minecraft users do not only act like players, but they become Creators of assets and games creating a flourishing in-game economy.





# FORTNITE

**EPIC - FREE TO PLAY - 500M REGISTERED USERS**

Fortnite could be considered as a metaverse where people from all over the world meet to play with and against each other.

Probably the biggest commercial success, with Roblox, Fortnite has been deeply exploited by brands for their activations

From Balenciaga to Wendy's, many brands have opt in this game who saw the biggest expenses pro-capita for DLC.





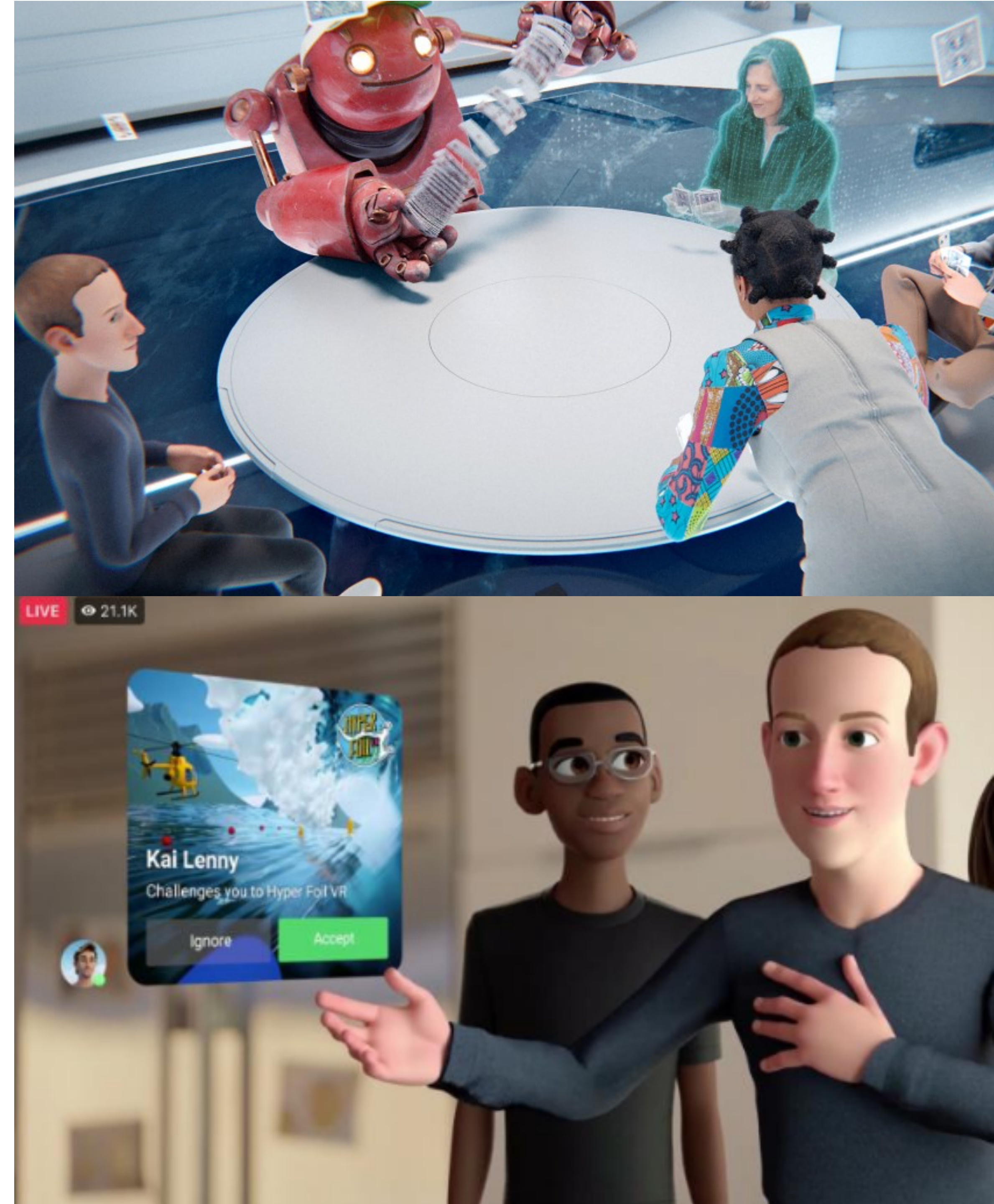
# HORIZON

**META - FREE TO PLAY - 300K REGISTERED USERS**

Horizon world is the first Metaverse iteration developed by META.

Inside Horizon it is possible to develop customized worlds and interact with other people. It is possible to access Horizon using also Oculus VR for a deeper experience.

This is clearly a centralized off-chain metaverse.





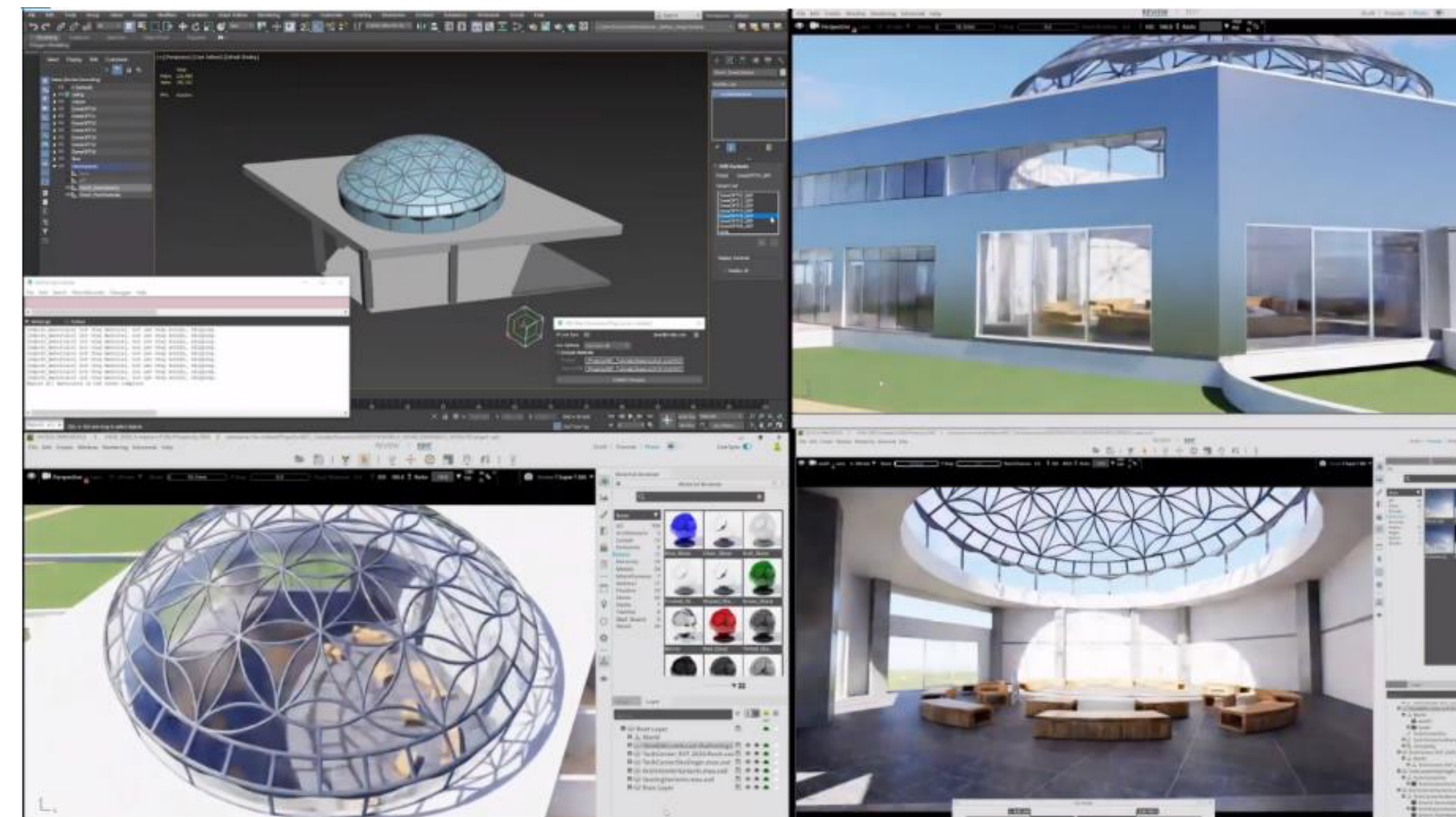
# OMNIVERSE

**NVIDIA - 9.000 \$ PER YEAR**

Differently from the other Metaverse that we mentioned before, Omniverse has professional focus. It is used by companies to develop complex 3d projects.

Bmw is using it to develop a new plant in China.

Thanks to omniverse developers are able to work remotely even on super complicate projects.





# SANDBOX

## SANDBOX - FREE TO PLAY - 10K USERS

Probably the most famous decentralized Metaverse, Sandbox is still in Beta and doesn't have the same number of users of Roblox or Fortnite.

Being an onchain metaverse it allows users to develop, create, buy, sell and share in assets as NFTs.

In the last year many brands have announced that they have bought lands on Sandbox even if the activations deployed are still far from what the community is expecting and they have been done with the goal of use it as a communication tool.





# DECENTRALAND

## DECENTRALAND - FREE TO PLAY - 20K USERS

The first decentralized Metaverse, Decentraland gained a lot of popularity during the last 15 months with many artists and brands doing activities on this platform.

Like Sandbox, Decentraland has seen many brands investing in lands and activations.





# EXAMPLES OF BRANDS ACTIVATIONS

(CLICK ON IMAGES TO SEE THE VIDEOS)



GUCCI



VANS



ROBLOX





MONCLER

MONCLER

1017 A L Y X 9SM

ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS



FORTNITE

BALENCIAGA

BALENCIAGA



WENDY'S



SNOOP DOGG



SANDBOX





# WHAT BRANDS CAN DO?

## TYPE OF ACTIVATIONS

Ci sono vari modi in cui i brands possono attivarsi nel Metaverso:

- Buy Land
- Create live events (concerts, sport events streaming, ...)
- Create Exclusive Clubs for NFTs holders
- Creation of products for Avatars
- Avatars creation
- Brand Storytelling deployment
- Sweepstakes and competitions
- Creation of Branded Games
- Start conversation with clients and stakeholders





# TAKEAWAYS FOR BRANDS

THINGS TO REMEMBER	WHAT THIS MEANS
ENJOY THE RIDE AND LEARN THE WAY	Brands who are investing today in the Metaverse are going to be the first to understand this new language and the skills needed to communicate their message with it.
FIND THE RIGHT TALENTS	Web 3.0 requires new professional figures. Your Instagram community manager won't be effective on Discord as this community needs specific languages and constant engagement. Brands need to focus on finding the right talents for their web 3.0 activities.
OUR DIGITAL LIFE IS CONSTANTLY EXPANDING INTO NEW CHANNELS	Brands need to be where people are spending their time. In today world we are zooming to work, learn to dance on TikTok, discussing sports and politics on Twitter, shopping on Amazon. Tomorrow we will probably use more immersive tools. Brands will need to be present in those spaces.
COME AS YOU ARE	To engage with consumers inside the metaverse, storytelling and games alone won't be enough. Consumers need to see consistency on all channels. So don't transform your brand identity to chase the hype, but use it as the foundation of your Metaverse presence.
BUILDING THE METAVERSE VS EXPLOITING THE METAVERSE	Do you want to contribute to the functional and technical creation of the metaverse, or do you want to focus on how you—and your consumers—exist within it? Every brand need to decide between this two approaches.
NO WINNERS IN THE METAVERSES BATTLE, GO WHERE YOU BELONG	Roblox, Sandbox, Fortnite, Oculus, Otherside and I can go on for a while. Diversify and experiment. You don't need massive budgets to start to put your fingerprint in this new world.



# WINDOW VS STORE

## WHY WEB2 IS NOT ENOUGH

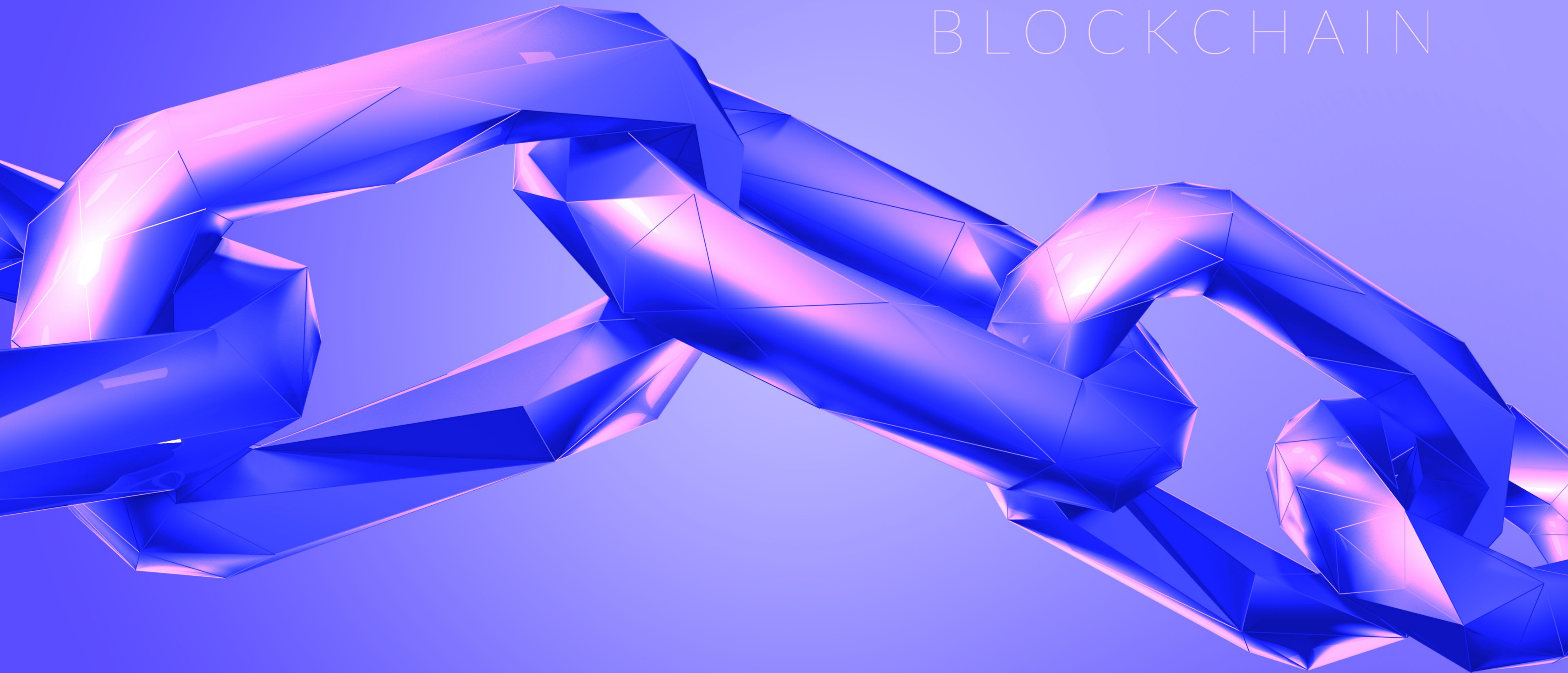
During the first decade of this century, all businesses were rushing to create their website and their e-commerce. It was something completely new for brands and not everybody was sure that it would last. Today many businesses have an online presence and it is not even conceivable to stay offline. The same is happening today with Metaverse.



**GUCCI Garden activation on ROBLOX**



# BLOCKCHAIN





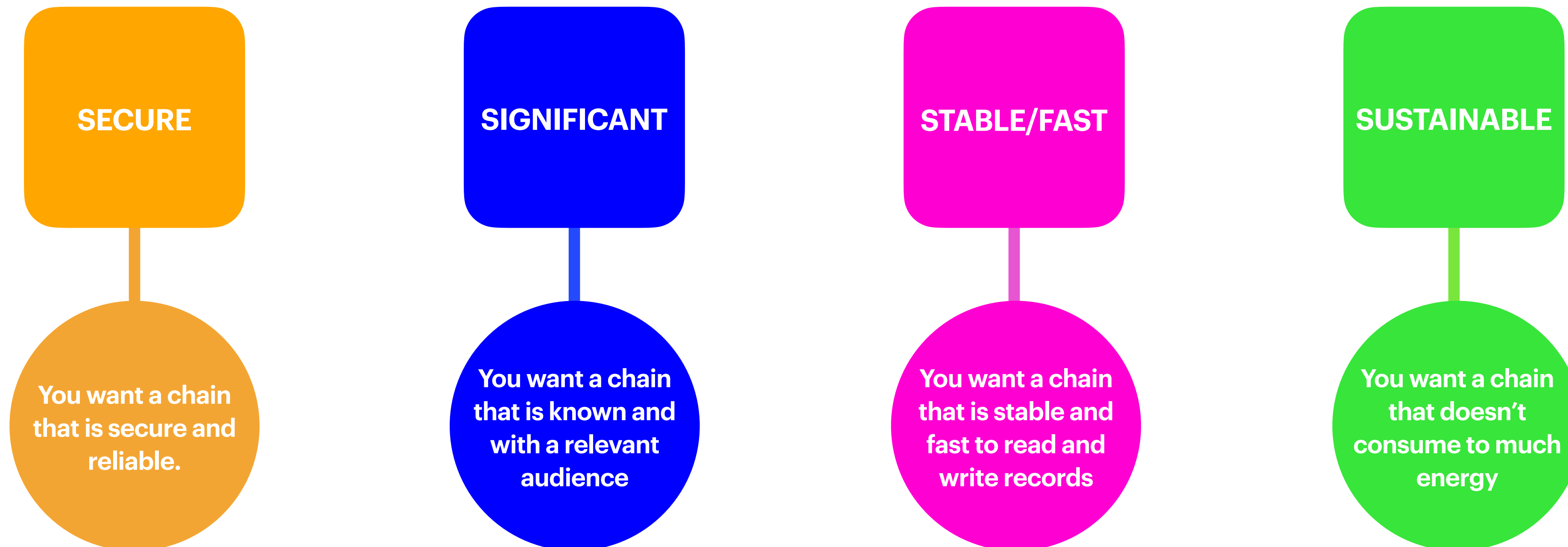
# BLOCKCHAIN TECHNOLOGY QUALITIES

<b>SECURITY</b>	it it guarantees the fidelity and security of a record of data without the need of a third party.
<b>TRUST</b>	Allows for trust between parties
<b>DECENTRALIZATION</b>	Allow transfer of control and decision-making from a centralized entity (individual, organization, or group thereof) to a distributed network.
<b>SPEED</b>	Allows fast transactions and transfers
<b>TRANSPARENCY</b>	All records are registered on the blockchain and everyone can read them. No secret on chain....
<b>IMMUTABILITY</b>	Once a Block of information is validated and attached to the chain, all the informations inside it, are immutable. You can't change or modify any record.
<b>DATA OWNERSHIP &amp; CONTROL</b>	On the Chain you own your data and you can control how and who can use it.



# BLOCKCHAIN

When we analyze blockchains, we need to take in consideration:





# PRIVATE VS PUBLIC

When we want to use Blockchain technology we should understand what are we using it for. If you are releasing NFTs you should probably look into a public chain like Ethereum, Solana or Polygon.

But what if you are going to use the blockchain to track your products from production to sale? Well in that case a public chain is probably not the correct answer. Everybody can read records on a public chain and you probably don't want other people to see your activities. In this case a private permission chain is probably the correct answer. You own the chain and decide who is reading/writing blocks, so that no one else is able to write/read your chain or data.



# PRIVATE VS PUBLIC VS HYBRID

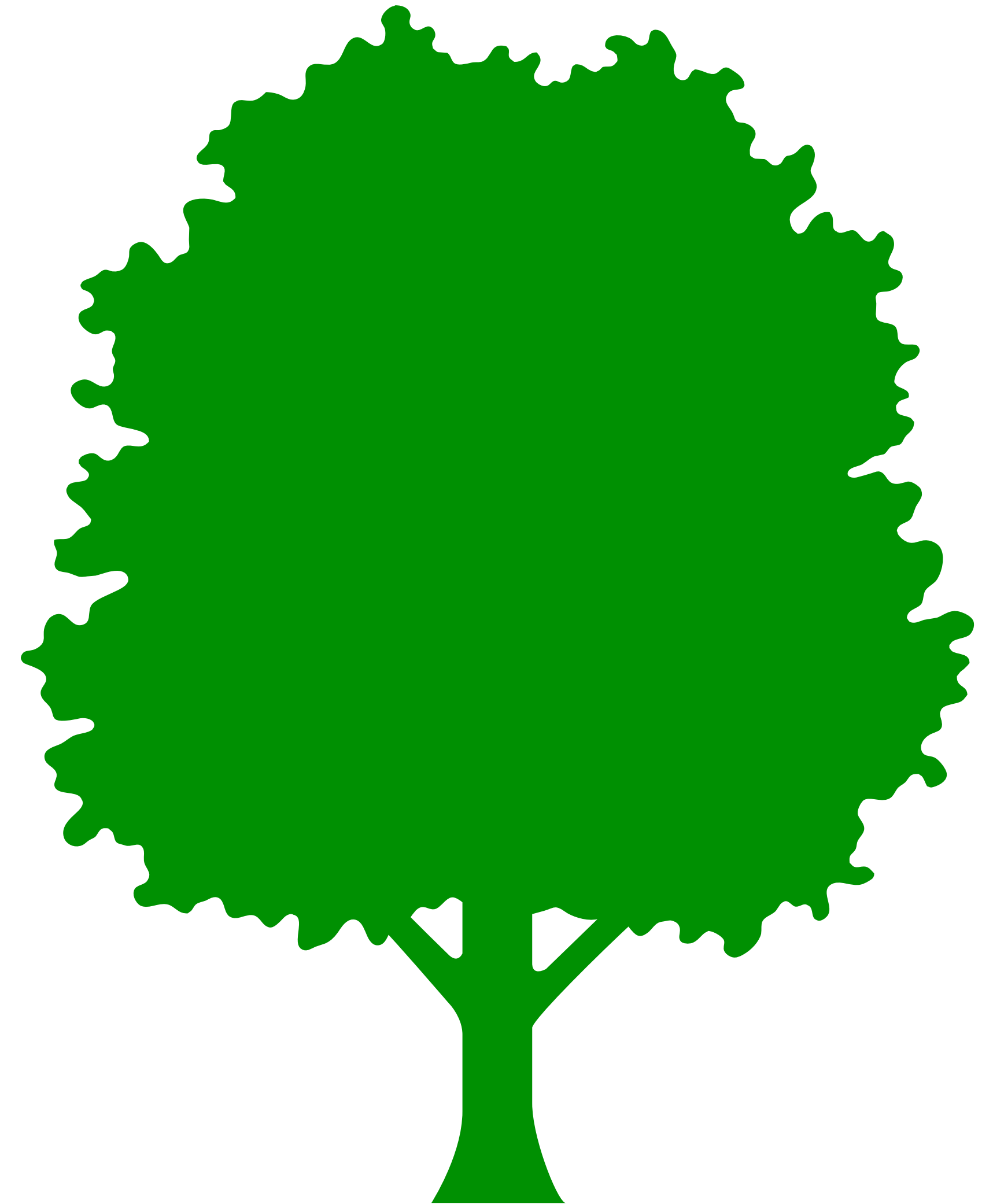
	Control Mode	Write data	Reading Data	Development Costs	Works best for	PROS	CONS
<b>Private</b> (Permissioned)	Centralized	Creating & Modify Blocks is reserved to centralized validators	Could be public or limited to a close group	Very Expensive. You will have to develop the infrastructure and to maintain it.	Private Companies and institutions that need privacy and full control. Ideal for value chain and product tracking, counterfeiting and CRM solutions.	<ul style="list-style-type: none"><li>• Full Control</li><li>• Privacy</li><li>• No Last Mile Problem</li><li>• Low Validation Costs</li><li>• Low Energy consumption</li><li>• Fast</li></ul>	<ul style="list-style-type: none"><li>• Development costs</li><li>• Market Penetration</li><li>• Trust from Users</li></ul>
<b>Hybrid</b>	Can be public but still have a limited validators	Customizable	Customizable	Not expensive as a private chain but more than a public one.	As it is customizable it can get the best of the 2 worlds.	Depending on project	Depending on project
<b>Public</b> (Permissionless)  ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS	De-Centralized	Everyone can create & modify Blocks	Everyone can read all records written on the blockchain	The most economic option. You use an existing Blockchain and don't have development costs beside for the application you are building.	When privacy and decentralization are not a problem and If you want to develop something for a large public.	<ul style="list-style-type: none"><li>• Cryptography security</li><li>• Decentralized</li><li>• Users Trust</li><li>• Lower development costs</li><li>• Market Penetration</li></ul>	<ul style="list-style-type: none"><li>• No-privacy</li><li>• Slower than private chain</li><li>• Validation costs</li><li>• Last mile problem</li></ul>



# SUSTAINABILITY

During September 2022, Ethereum will change it's from a Proof of Work to a Proof of Stake System. Why is this important? Because it will help Etc to improve it's energy consumption making it a more sustainable Blockchain.

Infact, one of the most discussed topic on Blockchains is their high energy consumption. This is a consequence of the notorious consumption of Bitcoin, that has influenced the perception on all cryptocurrencies. In reality blockchains use different solutions and some of them consume way less energy than we think.





# CRYPTOCURRENCIES



# CRYPTO

Cryptocurrencies are probably the most tricky components of a Web3 strategy for a Brand.

For huge corporations and established brands, handling crypto is always a pain.

Legal, Finance and Compliance will always be cautious when it comes to crypto as it could be dangerous on many level if not handled properly.





# CRYPTO

There are 2 major ways in which a company/brand are working with crypto right now:

- Create their own ecosystem***

- Accepting payments with cryptos***





# CREATE A CRYPTO

Few brands so far have opted to create their own cryptocurrencies and even those who did it have, they still not launched or they had change plans radically.

The best example could be found with Facebook “LIBRA”. Announced in early 2019 the project has been renamed in 2021 and sold to a small California’s bank in 2022 for around 200M.

Why Brands are doing so? Cause it is complicate, dangerous on a financial, legal and even pr level.

If you are an established brand downside are probably bigger than upside.





# ACCEPTING CRYPTO

Some of you can still remember the times when people were criticizing Crypto by saying “you can’t use them anywhere”. Well those times are gone and all major companies and brands are implementing technologies to allow their customers to pay with cryptocurrencies.

This is definitely the most common approach as it is the safest one. You can choose which crypto to implement and many tools are offering solutions for those brands that only want to accept cryptocurrencies without keeping or handling them.

What Gucci did by announcing they will accept ApeCoin, is basically tap into an existing community by simply implementing a new token in their payment tools.





# TOKENS & SECURITIES

## SECURITIES LAW FRAMEWORK FOR BLOCKCHAIN TOKENS

In 1946 The Howey Case defined a framework to clearly define what is a Security and what is not. This Whitepaper composed by Coinbase in collaboration with Coin Center, Union Square Ventures and Consensys, "A Securities Law Framework for Blockchain Tokens" tries to bring this last century regulations to the contemporary world of Tokens.

At this [link](#) you'll find a Framework Tool that will help you understand what time of Tokens you are evaluating.

This is crucial when you are evaluating a token or even more important, when you are releasing one.



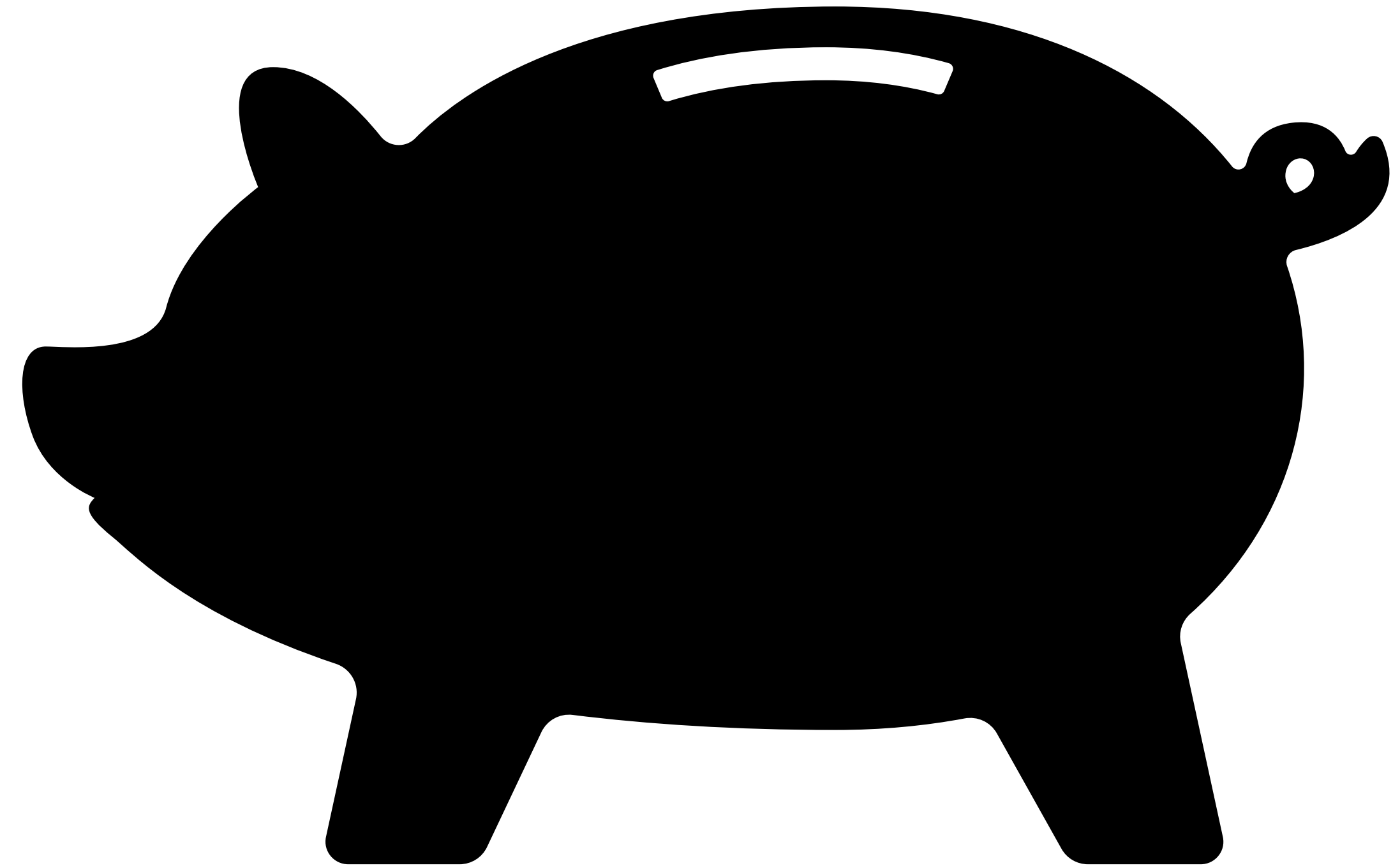
**WHEN YOU SHOULD  
NOT TAP INTO WEB 3.0 ?**



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# YOU ONLY WANT TO MONETIZE

Let's be honest, Web3 is seen as a quick way to make money. But if you are a brand, making money, should be the last goal to achieve when planning your presence in web 3.0. This doesn't mean you can't plan to become profitable, but money will come with time, when you will be able to create value for a strong community.

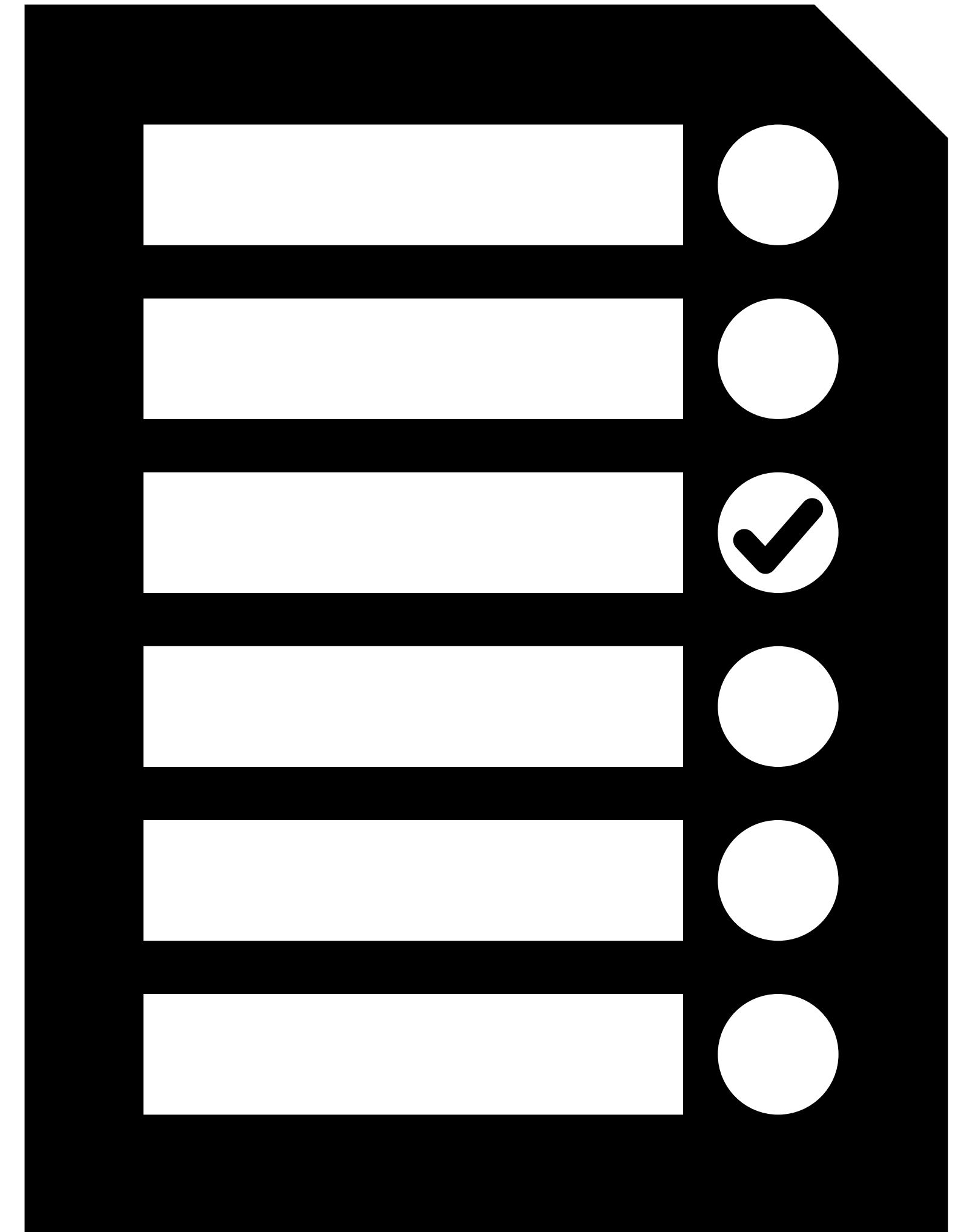




# NO CLEAR PLAN

Dropping NFTs without a clear plan is useless.

The NFTs should be the first brick of your future Web3 strategy. You don't need a 20 year plan, but you need to define what you plan to do next and how to create value for you and most importantly your holders.





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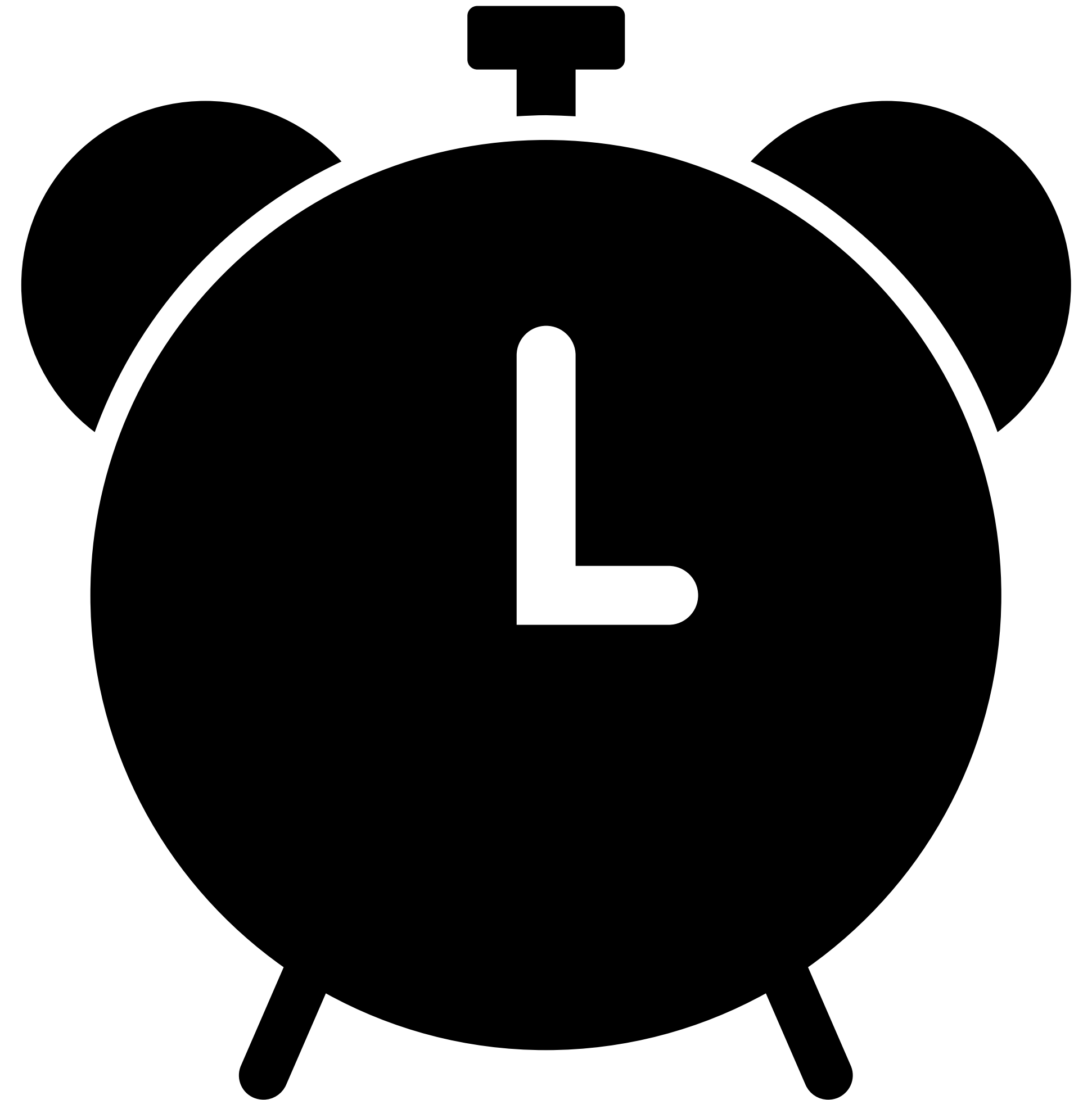
# SHORT TERM

Spot operation often fail to maintain value, causing damage to the brand.

Your project can sell out in 5 minutes, but its success will be valued on the long term.

Holders are attached to VALUE.

Yesterday, Today and more so Tomorrow.





**TO BE CONTINUED...**

