Bitstep

WATCH LEGACY

Team background

Ismaël HARROUSS

10 years in IT/web project management

Benjamin PERREL

12 years in wealth management
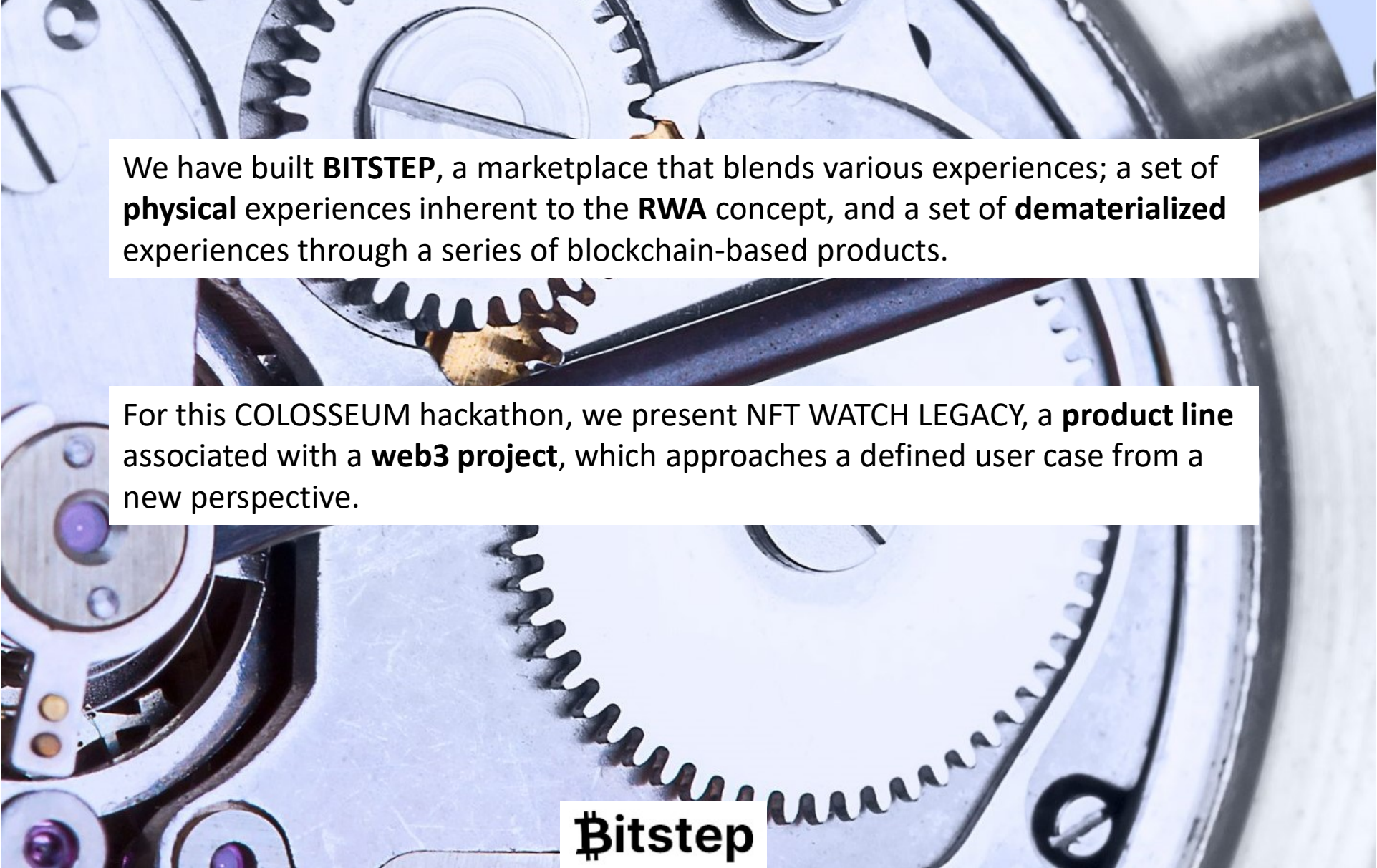
Ludovic LE GUEN

12 years in performance dvlpt

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RWA NFT   WEB3   CeFi/DefI

Introduction

We have built **BITSTEP**, a marketplace that blends various experiences; a set of **physical** experiences inherent to the **RWA** concept, and a set of **dematerialized** experiences through a series of blockchain-based products.

For this COLOSSEUM hackathon, we present NFT WATCH LEGACY, a **product line** associated with a **web3 project**, which approaches a defined user case from a new perspective.

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Product description

In an era where **luxury and passion** intersect with **digital innovation**, our no-code platform introduces luxury watchmakers and professional watch sellers to the expanding world of **digital assets** through Non-Fungible Tokens (NFTs) on the Solana blockchain.

This platform allows creators to mint unique NFTs representing their one-of-a-kind watches. These digital tokens encapsulate the **craftsmanship** and **heritage** of luxury watches in a form that includes detailed **technical specifications** and h**igh-resolution** images for 3D modeling.

Unlike their physical counterparts, these NFTs open up a new dimension of **collecting** and **authentication** for **enthusiasts** and **investors**, regardless of physical ownership.

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Why we started building the product

The **luxury watch industry** is facing the dual challenge of adapting to **digital transformation** while preserving the integrity of its heritage, including **provenance and authenticity.**

Given the inherently **competitive nature** of different watch brands, they require an **objective third-party solution** that standardizes the **digital conversion** of their real-world assets (**RWA**).

Conventional methods fail to **leverage** the **potential of digital solutions**. Additionally, the growing appetite for **digital collectibles** lacks a **direct and global channel** for watch enthusiasts to meaningfully engage in this space.

To resume :

Innovation in Authentication: Creation of NFTs to authenticate luxury watches, with integration of photos and complete history.
Integrated Platform: Development of a user-friendly platform for the creation and management of NFTs by watchmakers.
Accessibility for Customers: Facilitation of access to watch authenticity verification via NFTs.
Partnership Network: Establishment of a network of qualified watchmaker partners.
NFT Storage Service: Provision of secure storage service for watchmakers' and buyers' NFTs.
Traceability and Transparency: Guarantee of complete and transparent traceability for luxury watches.
Trust and Security: Reinforcement of trust and security in transactions and ownership of luxury watches.
Support and Education: Provision of technical support and education on NFTs in luxury watchmaking.

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Traction and user feedback

Working closely with **two renowned and certified Parisian watchmakers**, ROLEX & OMEGA, ready to launch NFT collections (approximately **1000 pieces available**).

Creation of a prototype deployed in low code -> www.bistep.es
Study of workflows to integrate the use of NFTs effectively within watchmaking activity.
Support for current customers who will have the opportunity to obtain the NFT of their purchase through our network.

The commitment of these partners confirms that **the need is evident** and that the **added value** of integrating our technology into their daily operations is **significant**.

Feedbacks:
- Trust Index: **High**
- Commitment to **eliminating friction** in the use of this new technology
- **Short-term expansion** potential: 2 to 6 Watchmakers in France (in 90 days | approx. stock ~5k potential pieces)
- The product also **appeals to customers** in this industry.

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Our demo

Please check our website :
https://bitstep.es/

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Contact

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