



***EP PLEX***

**A Protocol for Bringing NFTs to Life**

**1st place Crypto Infra. Track  
Solana Hyperdrive Hackathon**

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**Problem: “NFTs are X!”**

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**“A SCAM”**

**“A BUBBLE”**

**“USELESS”**

**“GAMBLING”**

**DEAD ON ARRIVAL**

# **Solution: Bring your NFTs to Life**

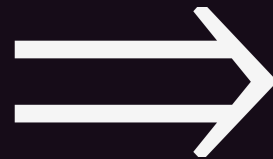
**A protocol that allows creators to  
program digital assets based on  
Trigger conditions**

# JavaScript for NFTs

## NFTs

Decentralized  
static assets

ⓑ Bitcoin



## epPlex NFTs

Decentralized  
programmable assets

ⓔ Ethereum

## Trigger Example: Expiration NFTs

If **X** = NFT has expired  
then **Y** = Burn the NFT

# One Trigger, Many Possibilities



## SERVICES

Limited-time redeemables, memberships



## ON-CHAIN GAMES

Tamagotchi, hot potato games



## SOCIAL MEDIA APPS

Snapchat, Instagram stories

# Other Specific Triggers

## FINANCIALIZED GAMES



**X** = Player dies in on-chain Squid Game

**Y** = Burn NFT to eliminate player

## ECOMMERCE/REWARDS



**X** = Item purchase has gone through

**Y** = Update NFT with loyalty points

## NFT-FI BORROW/LENDING



**X** = Loan has not been repaid

**Y** = Transfer NFT to new owner

# Growth is Triggering

Global NFT market is **growing 34% per year**

**\$211B**

Market opportunity  
projected for 2030

**109M**

Solana NFTs minted  
since Aug 2021

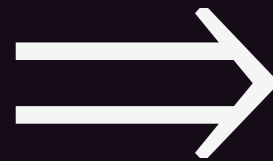


# Triggering Revenue w/ Mint Fee

epPlex collects **\$0.05 per NFT minted**

**2M epPlex NFTs**

approx. 2% SOM



**\$100k**

Projected. revenue

# Go-Trigger-Market

New financial NFT experiments creates a GTM flywheel

## MrBeast of NFTs

Optimise for viral NFT experiments.  
E.g. Squid Game with NFT player  
elimination.

## Partner Integ.

DeFi protocols for loyalty NFTs.  
Infra. services for discounts. DAOs  
for time-based memberships.

# The Internet Became Triggered!

## Responses from my initial expiration NFT demo:



**Foursixsix** @foursixsix · 2h

Yo this is legit. You basically just solved subscriptions on chain.



**dReader** @dReaderApp · 4h

\*adds self-destructable comics to the roadmap\*



**Thomukas1** @thomukas1 · 35m

Self-destructing NFTs in games?

- >have a pet NFT which you need to take care of (feed, clean, play).
- >you abandon it for 7 days
- >it dies (nft gets burned automatically)



**TradeUp.Cards** @CardsTradeup · 2h

Nice work. Could see coupons for retail being a big use case.



**smick** @0xsmick · 5h

Bob nice shit! Could you do epNFTs as compressed? The compression is a huge value add for things like wide-scale consumer applications



**Saumya Saxena** @Saxenasaheb · 3h

This is epic! Trials, offers, discounted pricing based tiers so many applications here.



**hodi** @HODLsolana · 2m

LFG!! I want my art to self destruct!



**vibhu** @vibhu · 4h

Love this



**Zhe | Sujiko** @ZheSolworks · 16h

need to build out a week pass to use Sujiko



**buckets | sandbar.io** @SOLbuckets

this is awesome.



**Liberty Square** @LibertySquareHQ

Love this tech.



**owen.sol** @NFTOwen · 2h

BURGOOOR BOBBB  
Seriously cool stuff, well done.



**Irffan** @IrffanAsiff · 4h

this is awesome



**Quetzal | Lancer** @Lancer\_Q · 3h

Huge



**bunjil** @bunjil · 11h

can you mint NFTs that expire?



**Jack** @theblackjvck · 4h

so creative man - cant wait to try it!

# Brands Want to Trigger Up

High demand for just **one Time Trigger**:



dReader

Read digital comics for free  
for a limited time-period



Sphere

Issue NFTs as expiring  
discount codes



Zen Republic

10k NFT collection to partake  
in time-based survival game



Shyft

epNFT holders are eligible  
for extra API Credits



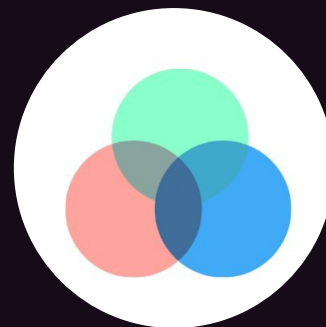
Stockpile

Time-limited access to  
funding rounds



SDRIVE

NFTs as expiring  
file pointers



IkonShop

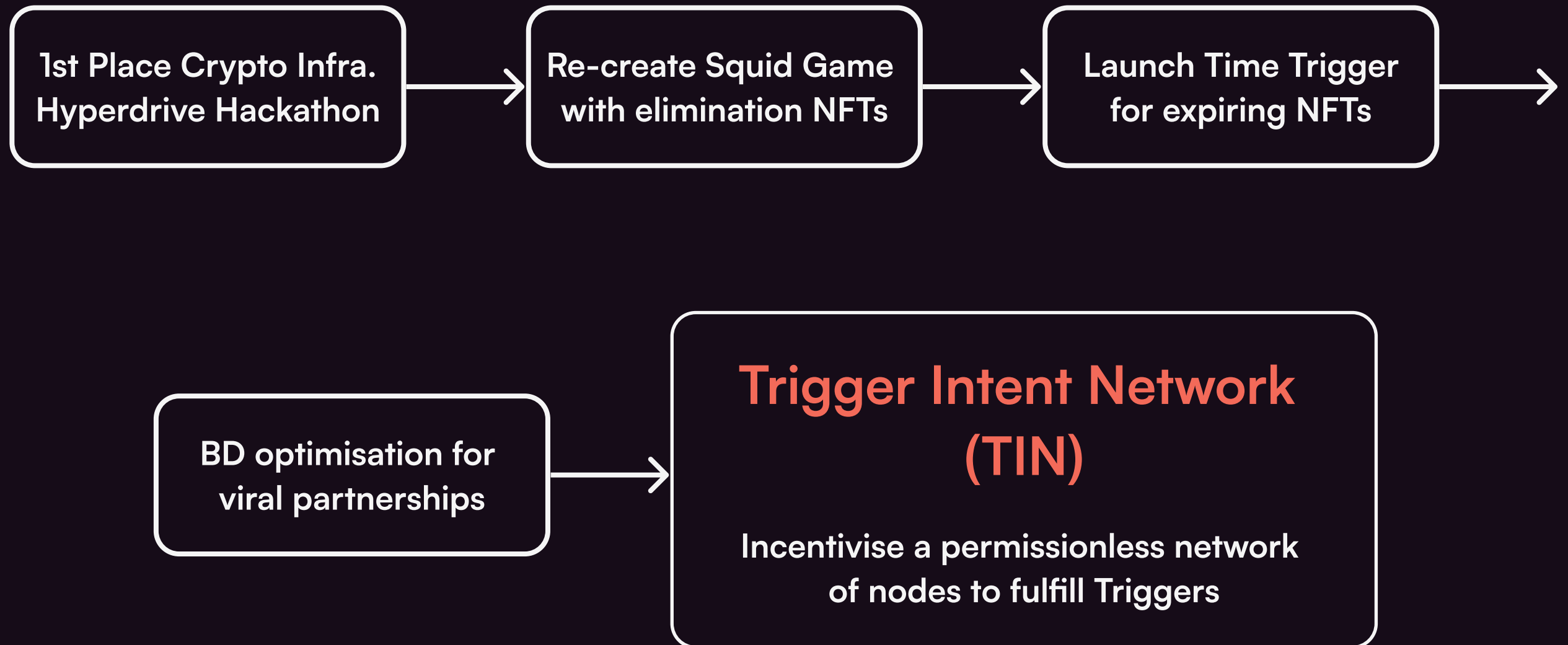
eCom. using NFTs as  
renewable subscriptions



Phase Labs

Time-limited access to  
NFT-based DAOs

# What's triggerintg?



**HOLD UP, LET ME TRIGGIN' COOK!**



**Burger Bob**



Solana NFTs since Nov 21

Bootstrapped Solana's burger lottery

Member Solana SuperteamDE

MSc Comp Sci



epPlex is bringing your digital assets to life  
through programmability

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🐙 [github.com/epPlex](https://github.com/epPlex)