

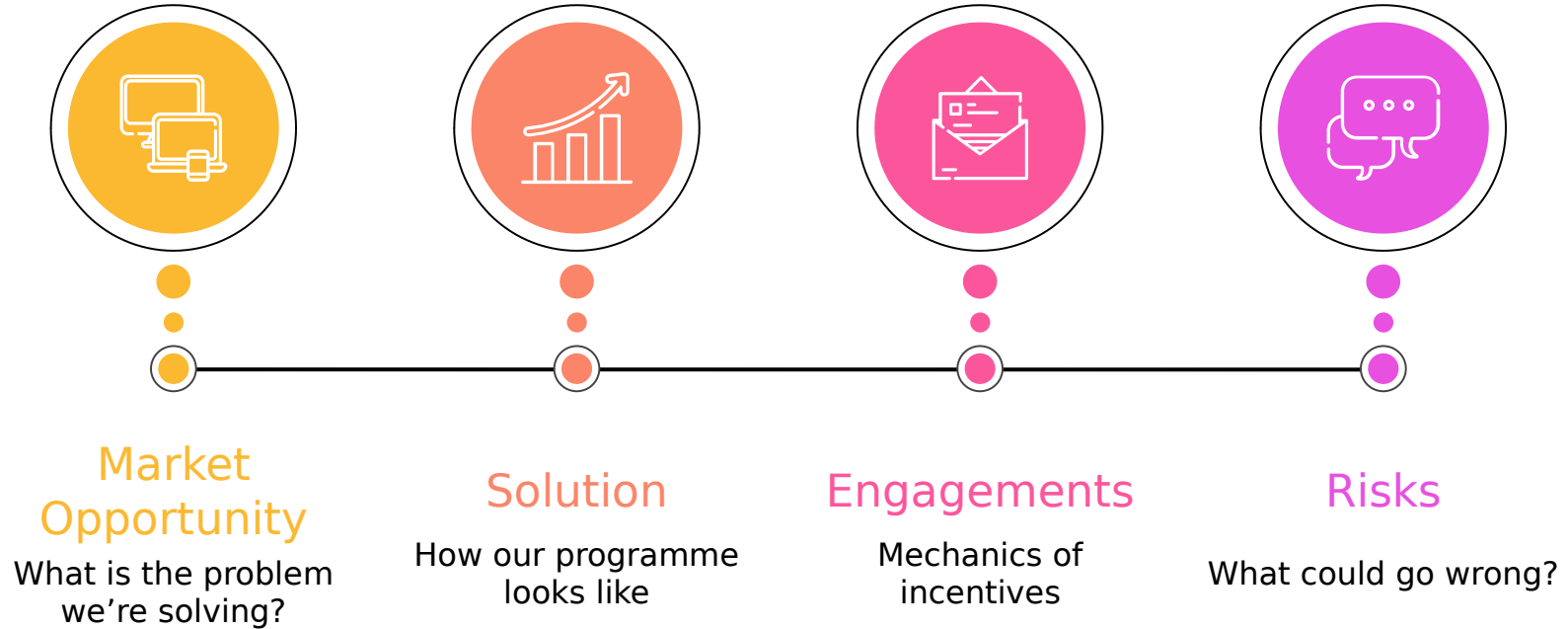
Mu3e (‘muze’) Campaign

Marketing Plan for the ‘Unlocking
Web3 for Art’ Hackathon by Tezos

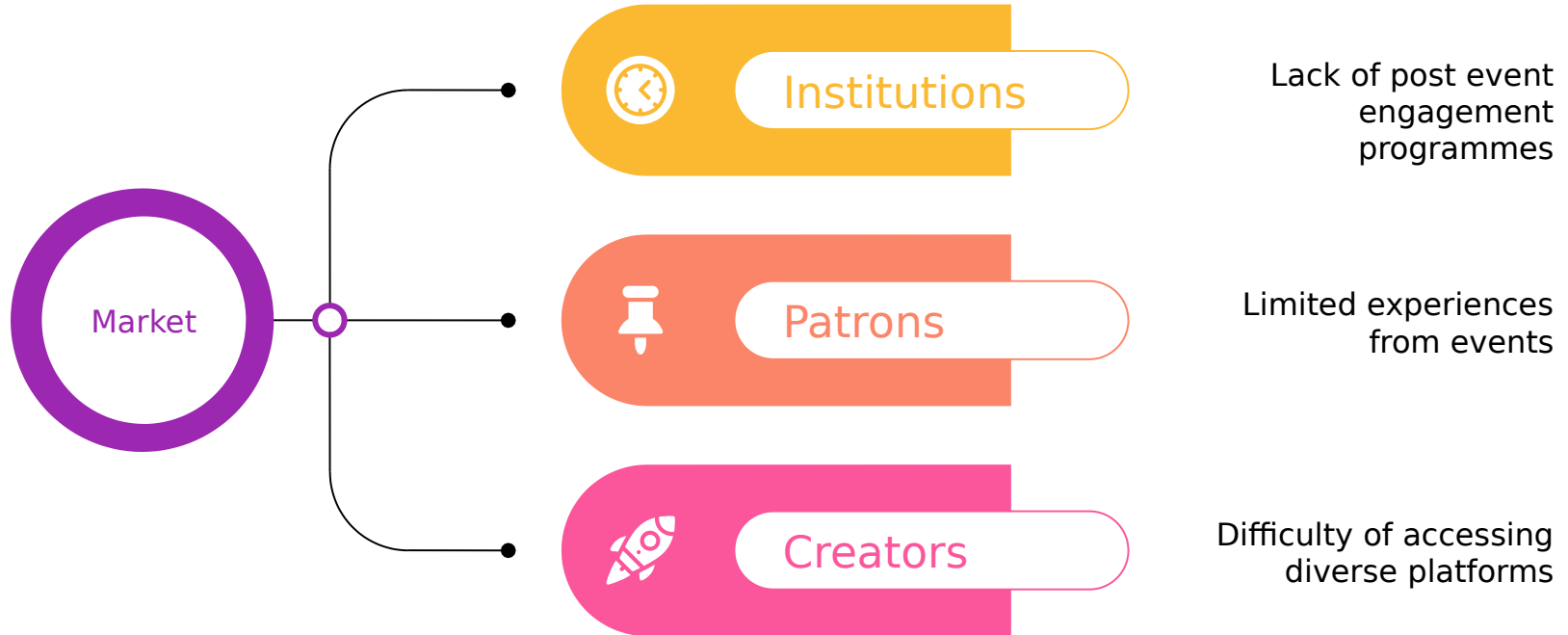
Submitted by:
@Mc-Blox

25 June 2022

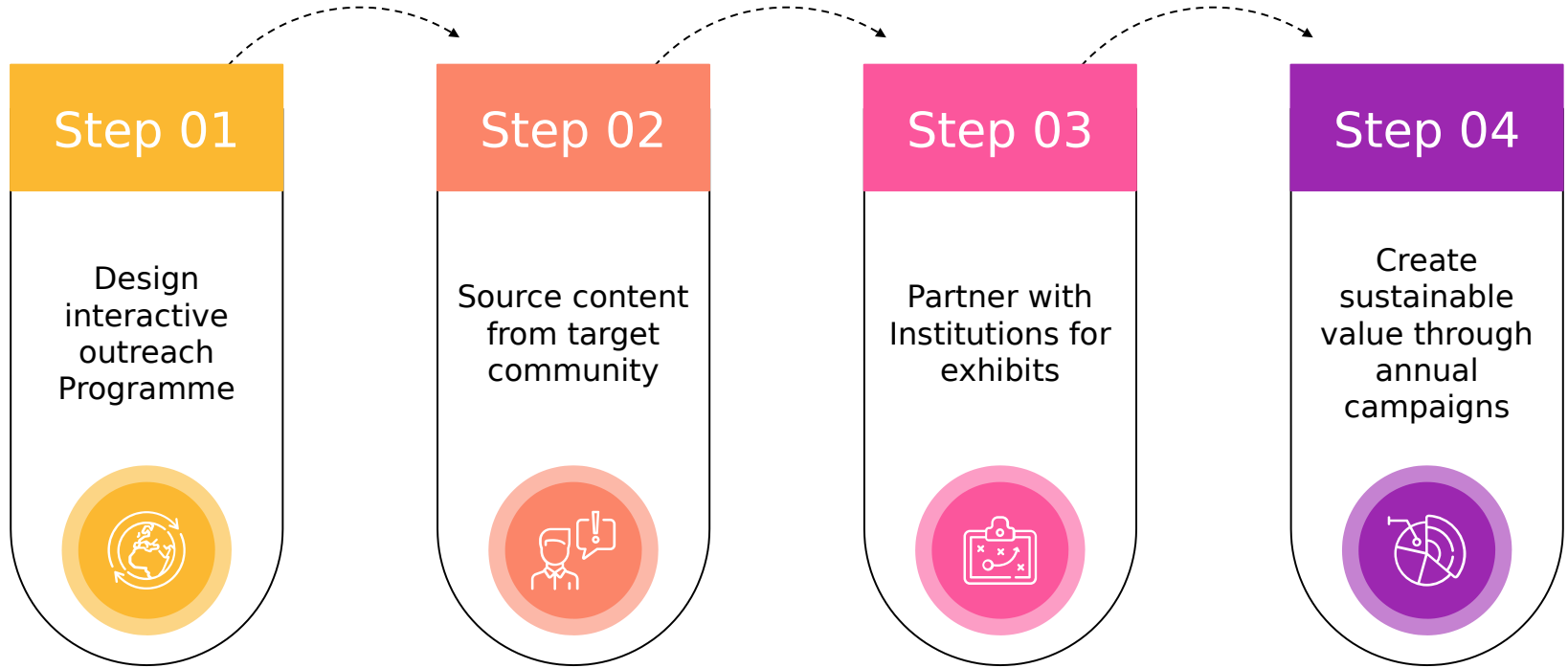
Main Elements of the Plan



Market Opportunity



Solution

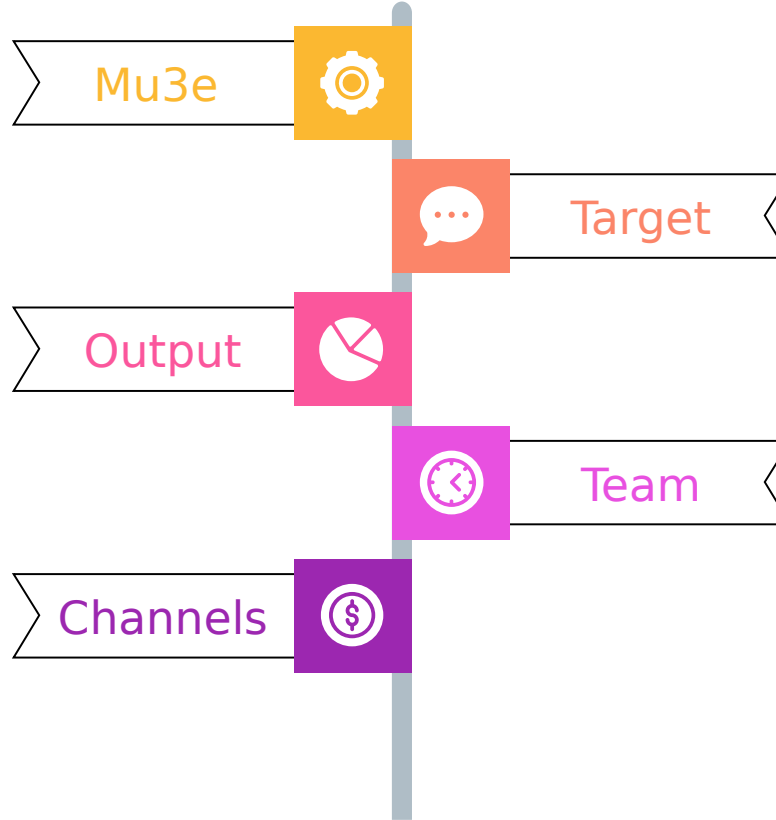


Solution (Cont.)

'Mu3e' campaign is a 12-month outreach programme

The Goal is to source designs for innovative physical equipment and digital content

The campaign will be rolled out digitally. Winning content will be exhibited physically and online



The Target audience is Institutions, Digital Creators, Manufacturers

The team will include: Project Manager, Software Developer, Client Relations

Engagement

Equipment

We will source innovative designs from the community for prototypes



Rewards

Mainly distributed through NFTs to encourage adoption. Cash option available



Institutions

Partners will physically exhibit winning content for a fee

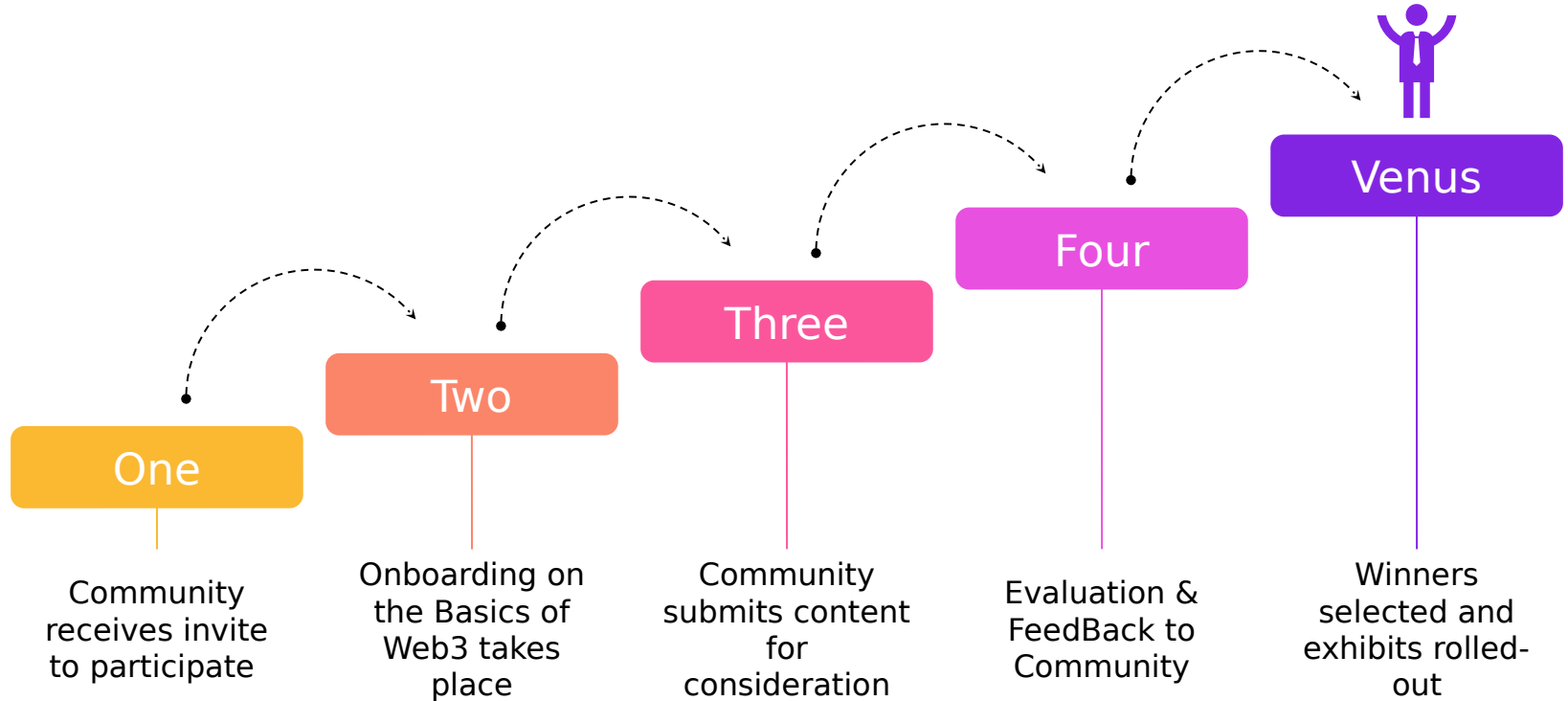
Creators

Creators will generate revenue from the sale / lease of their content

Channels

Run campaign digitally through Social Media, to include non Web3 patrons

Engagement (cont.)



RISKS

Competition

Existing platforms competing for the same audience

Skills

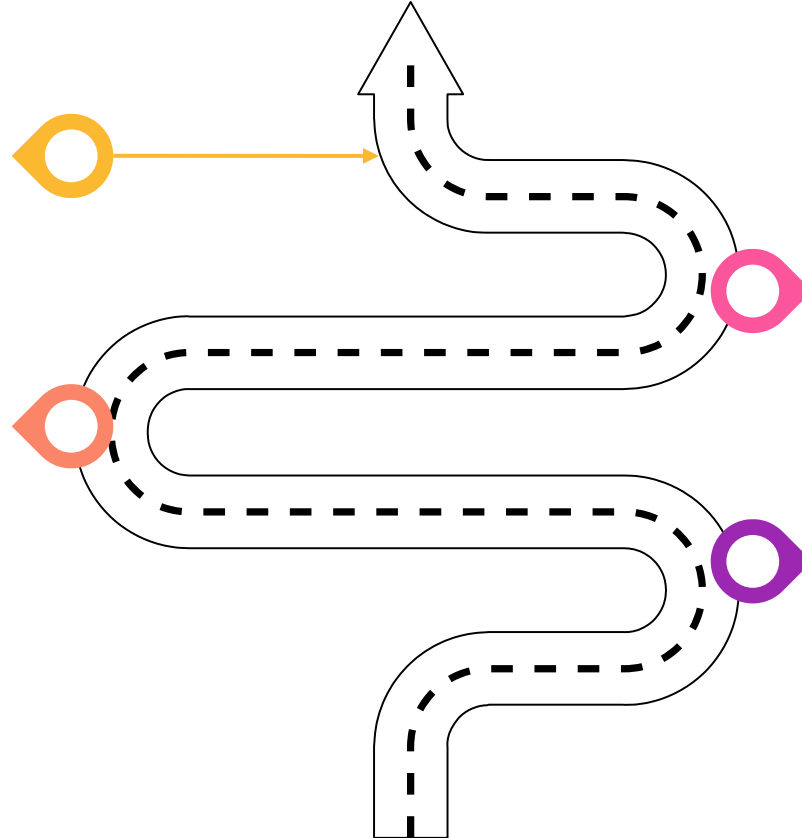
Lack of adequate technical skills to participate in the programme

Regulation

Restrictive regulation on exhibits and incentives

Products

Insufficient capacity to produce physical prototypes of equipment



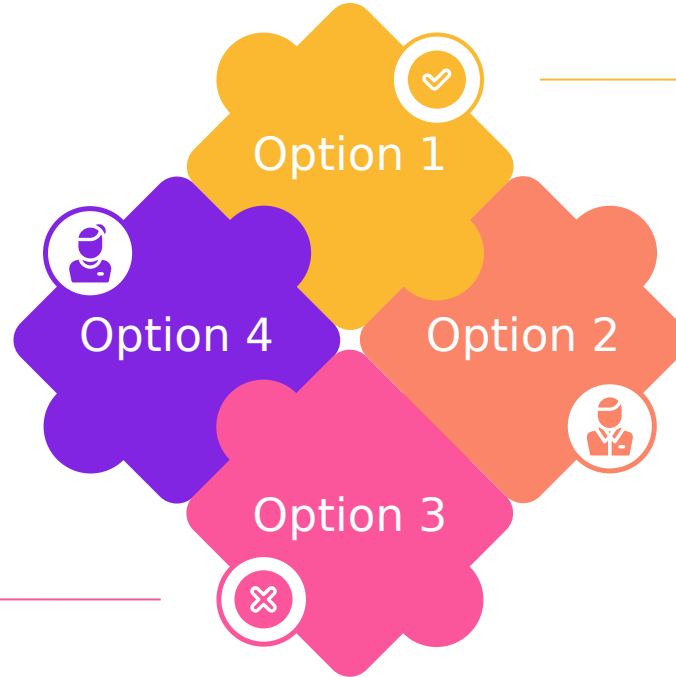
Risks – Potential Solutions

Unique offering

A differentiated proposition will prevent immediate competition

Decentralisation

The open-source nature of Web3 will facilitate better engagements



Strong Team

A strong team will mitigate potential compliance issues

Partnerships

Agreements with Institutions and Creators will prevent unplanned adverse events

THANK YOU!

- QUESTIONS?
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