White Paper

mintableblocks.com

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Introduction

A **Non-Fungible Token (NFT)** is a unique digital asset that represents ownership of real-world items like art, video clips, music, and more. One of the use cases of NFTs is **POAP** - a new way of keeping a reliable record of life experiences. Each time they take part in an event/ campaign, POAP collectors get a unique digital collectible that can prove their participation in a certain event. These collectibles are Non-Fungible Tokens (NFTs) and open a whole new world of possibilities.

The web3 fraternity believes that Metaverse is one of the next big things. POAP can be highly beneficial when it comes to organizing digital events.

The Problem

A lot of events and campaigns are conducted digitally - especially with the hype in the concept of metaverse, participants prefer to take part in events and campaigns online from their comfortable location. Hence, the swags, gifts and other souvenirs presented by the organizers are shipped to the participants over mail.

These swags - usually t-shirts, letters, stickers and other gifts are usually used to prove or highlight the fact that someone has attended a specific event or the fact that someone is a part of a community/ campaign.

But, these swags don't carry the value as they should. They lack authenticity (proof of ownership) and are no different from the regular t-shirts or other items that you buy from a store. But - the intention of issuing swags is to prove a person's participation at an event or their active contribution to a community.

Many web3 communities, companies and event organizers face difficulties in setting up and distributing their merchandise/ swag. This is because of the fact that most of the swag manufacturers do not accept payment in their own native crypto currencies.

Solution

Mintable Blocks is a decentralized swag distribution platform where event/ community organizers can create **mintable blocks (*digi physical NFT swags)*** and distribute them seamlessly to the recipients. These blocks can be gifted to a recipient as a result of their participation in an event/ contribution to a community.

Once the funder (community/ event organizer) funds the mintable block and sends it to the recipients, the recipients can simply claim the block by connecting and verifying their wallet address. After verification, the mintable block is transferred to the recipient's wallet.

The recipient can redeem the mintable block in order to ship the physical swag to his location. *For example, a recipient can redeem a mintable block to receive the physical swag (i.e, t-shirt, mug, stickers etc.,) which pertains to the block.*

The participant can also choose to sell his live block by listing it on the marketplace. The overall concept of distributing swags and prizes as NFTs not only adds value to the swags but also makes them tradable.

By this, the owner of a Mintable Block NFT can prove his participation in an event/ active contribution to a community.

Targeted End Customers

We have two categories of end customers :

1. **The campaign funder** : the person who creates the campaign and pays for the blocks.
2. **The recipient/ participant** : the person who claims the blocks is the recipient. The ownership of the minted NFT remains with the recipient only after claiming the block.

Technical Architecture

We intend to create a progressive and responsive web application for the product. Users can buy NFT assets and send it to the desired recipient. ERC 1155 token standard (https://docs.openzeppelin.com/contracts/3.x/erc1155) is expected to be used. We plan to use decentralized file storage options like Interplanetary File System for storing our digital NFT assets. To simplify the process of content addressing, we intend to use NFT.storage. Users can also choose their desired chain in which they want to host their NFTs.

Revenue Stream

Mintable Blocks generates revenue from the following sources,

- **Payments by the funder :** the funder purchases a certain amount of NFTs.
- **NFT sale fee :** as described above, the blocks are transferable

Logistics

We have a separate team which will take care of the logistics. We ship swags internationally and our team makes sure to keep the recipients updated with their shipping status.

User Story

Character references

1. **Funder** : the person who funds the mintable blocks. This may be an event organizer/ community manager or anyone who wishes to send swag.
2. **Recipient** : the person who claims and redeems the NFT.

Story

1. Person X (Funder) is a community organizer. He wants to give swags to the people who contribute to his community. So, Person X decides to buy 100 Mintable Blocks.
2. Person X is given an option to choose between 4 types of Mintable Blocks (Regular, Premium, Executive and Mystery). Based on his preference, he selects to buy 100 Premium Mintable Blocks.
3. Each Premium mintable block would contain one customized t-shirt with a branding of his community and three stickers. Person X decides to send these to the 100 most active contributors of his community and enters their wallet addresses to allow them access to claim the blocks.
4. Person A is one among the addresses who are given access to claim the block. Person A was one of the contributors to the community and has received a block from Person X as a result of his contribution.
5. Person A can visit mintableblocks.com and login by connecting his wallet. Once he logs in, he claims the Mintable block.
6. After claiming the mintable block, Person A redeems it to receive digi physical swag (1 t shirt + 3 stickers) which pertains to the Premium mintable block. These swags are shipped after person A provides his shipping address. Once the mintable block is redeemed, it turns from a live block into a dead block meaning that it can not be used to redeem swags again.

Budget Requirements

Design and engineering of the product - $ 18,000
This will be used to design and develop the product. We will be expanding our engineering team and paying them on an hourly basis.

Marketing and promotions - $ 22,000
We believe that marketing the product is the most crucial part. Hence, we are planning to sponsor and advertise the product at most of the global crypto and web3 events.

Setting up logistics - $ 6,500
Logistics may involve domestic and international shipping.

Raw materials and initial manufacturing of the swags - $ 8,000
In order to fulfil our early orders, we will purchase raw materials and the manufacturing of swags will be done through our partnered vendor.

Roadmap

Q1 - 2022

- - Launching a beta version of the product.
- - Partnering with potential swag manufacturers.
- - Setting up a logistics team.
- - Recruiting for various positions including design, engineering and outreach.
- - Sponsoring events.

Q2 - 2022

- - Improving logistics team.
- - Launching governance tokens and working on tokenomics.
- - Launching the final version of the product.

Q3 - 2022

- - Launching governance tokens and working on tokenomics.

Q4 - 2022

- - Expanding our global hubs to the USA and Middle East.

Partners

1. First party manufacturer : the person responsible for the manufacturing of physical commodity [example, t-shirt printer]
2. Communities : IPFS community, Tezos community, Ethereum community etc., who wish to collaborate with us and sell their merchandise/ swag through our platform.
3. Event organizers : organizers of events like hackathons, conferences etc., who wish to send complementary merchandise/ swag through our platform.
4. Third party manufacturer
5. Logistics unit : a third party company who can pick up orders and deliver them

Team

The team comprises experienced engineers, web3 developers and product designers. We are constantly looking for new talents through our acquisition department.