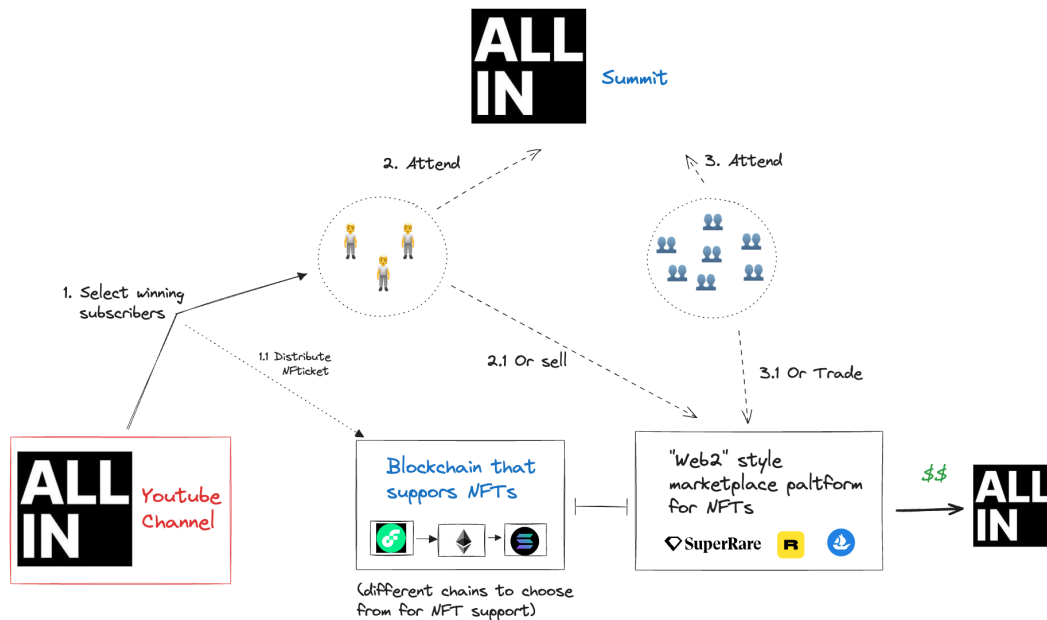


All-In NFTicket

tl;dr Create NFTickets for the All-In 1M YouTube subscriber party to profit off ticket reselling (💰), get visibility into secondary markets (📊) and build hype around the event (🗣️).



Why?

JCal announced there will be a huge party when the All-In Podcast hits 1M subscribers in [this 15-second YouTube clip](#). There won't be a shortage of demand for paid tickets, but there's an opportunity to expedite subscriber growth, build momentum around the event, and increase profits.

Idea - Ticket Raffle

When 1M subscribers are reached, select a generous subset of them for free tickets.

Problem - Ticket Sharing

Not every selected individual will be able to attend leading to a few different outcomes:

- **Overhead** - The besties will need to keep going down the list of selecting other people who can attend.
- **Ticket reselling** - The tickets could be given to the individual regardless and a secondary market of ticket scalping emerges without any visibility or financial upside to the All-In Podcast.

Solution - NFTicket

Create NFTs for these tickets such that:

- **Resale value** - Every time an NFTicket exchanges hands, the All-In podcast could get a small fraction of the revenue.
- **Observability** - Interesting analytics could be analyzed as to how these tickets are moving around.

Bells & Whistles

There are tons of "*bells & whistles*" that could be added on top of it outside of the core value proposition. For example, a distribution of prizes could be prepared that unlock the day of the event such that some NFTickets could get free drinks, free merch, upgrade to VIP, etc...

Who am I?

For some social credibility, you can find my personal website at olshansky.info, [LinkedIn](#) or [Twitter](#). I've worked at Twitter, Magic Leap, Waymo and am now Head of Protocol at a small crypto startup.