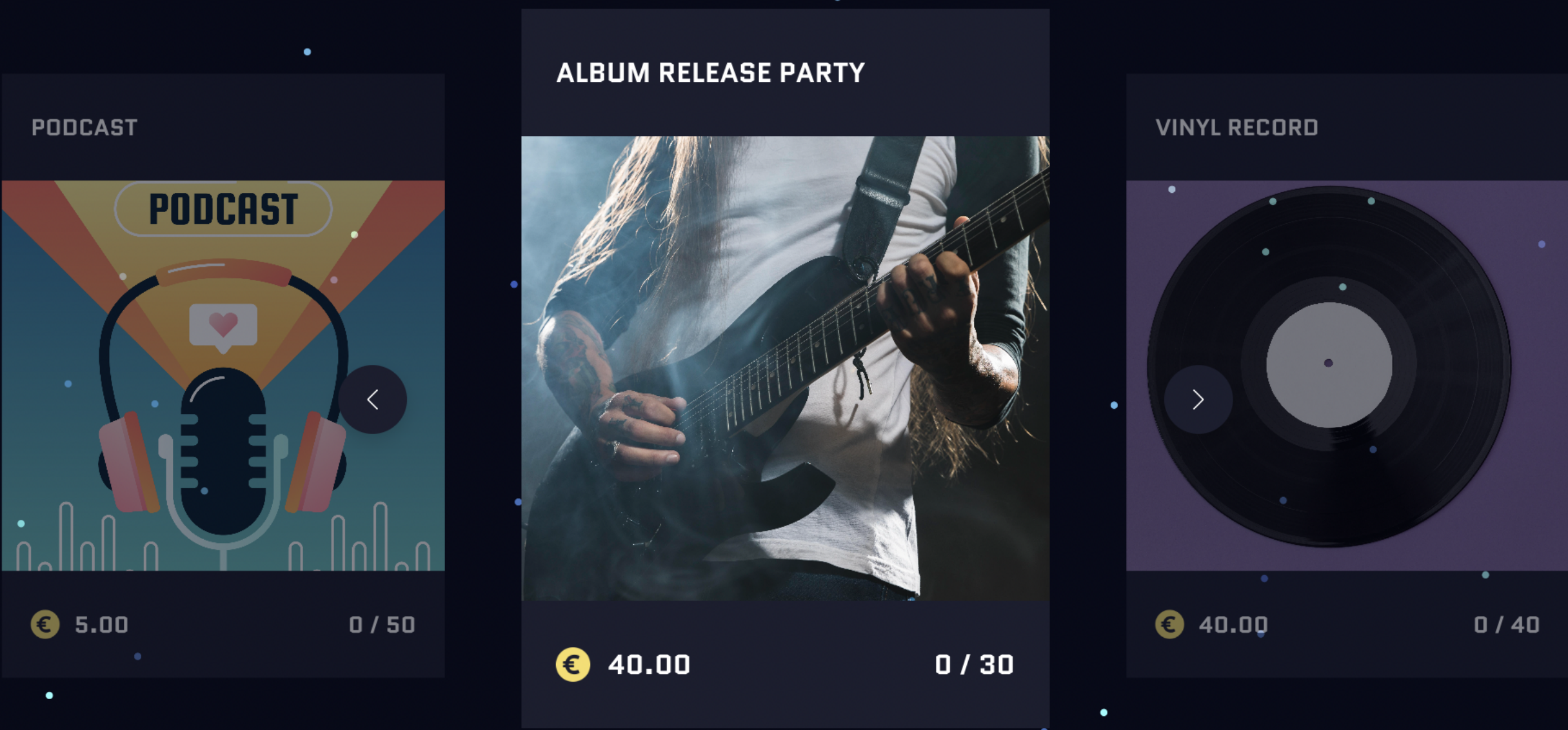


BRANDING AND LOYALTY PLATFORM WITH A SOCIAL MEDIA TWIST



MARKET CHALLENGES impacting the CAC and CLV

Over the past years, brands have been trying to get as many likes / followers / subscribers as possible leading to saturation of the digital space. This resulted in higher CAC (customer acquisition cost) but lower CLV (Customer lifetime value).
What's next?

HOW TO:

- Monetize brand's social media audience and identify the best and most loyal customers,
- segment brand's audience by engagement/ fandom to optimise targeting,
- offer a dynamic subscription model answering the digital saturation,
- engage with customers after the purchase beyond email and phone advertising,
- foster direct connections with customers and unite them in brands' digital communities?

SOLUTION

Cross-platform compatible NFT cards unlocking access to BRAND'S Qvrse profile creating an extra social media layer.

1. SALES FUNNEL

Sell or reward different series of NFT cards unlocking brand's physical and digital products to find the best customers.

2. TAILORED SOCIAL MEDIA FEED FOR THE NFT CARD OWNERS

Improving direct communication after the purchase and creating a dynamic subscription model.

3. DIGITAL LOYALTY CLUB

Growing brand-to-brand, brand-to-customer and customer-to-customer relationships, fostering organic marketing.

TARGET MARKET

- Lifestyle and entertainment industry.

COMPETITIVE ADVANTAGE

- Business environment fostering organic marketing where brands create NFT cards together to merge their online communities,
- fit for various industries,
- a modern approach to brand onboarding where NFT card owners can vote on the admission of new brands within the QVRSE DAO community.

TIMELINE

- **2023:** Global customers, further development of the Qvrse modules, seed funding,
- **2024:** Qvrse app, Qvrse platform 1.0, Qvrse token exchange - token as a license to use the platform.

MILESTONES

- **Jan. 22** = the Qvrse company
- **June 22** = pre-seed stage
- **Sept. 22** = Qvrse beta release
- **Dec. 22** = first customers and UX updates
- **April 23** = Qvrse invoicing/card payment module and new customers from entertainment industry

CO-FOUNDERS

UROŠ HRASTAR, CEO.

Blockchain developer, and web3 entrepreneur with 7 years of industry experience, held the position of CTO in various projects developing blockchain supply chain, DAO, exchange, and wallet infrastructure solutions. <https://www.linkedin.com/in/uros-hrastar/>

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INVESTMENT DATA

- HAZEL LABS d. o. o., Slovenia, 2022
- blockchain development
- 6 core team members
- bootstrapped and crowdfunded
- seed stage
- funds sought by the end of 2023: XXX
- investment opportunity: equity and Qvrse token sale

REVENUE MODEL

- NFT card sales fee (brand to customer and exchange between customers)
- Qvrse license sale
- Qvrse advertising space fee

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