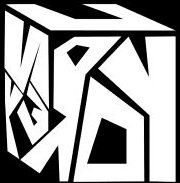


YOURNEY



Communicate who you are
through a single image with

YOURNEY

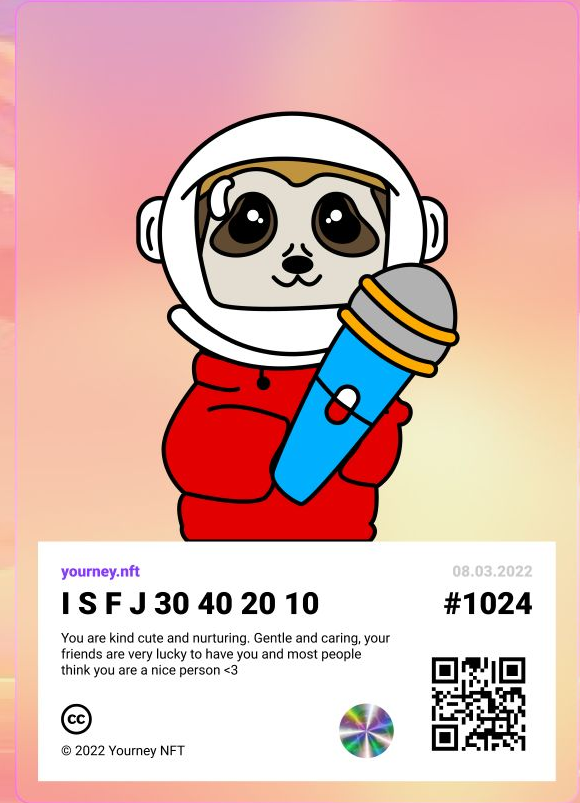


THE IDEA

Help people make PFP NFTs that represents who they are with an improved version of MBTI characterisation

PFP: profile picture / avatar

NFT: digital asset with verifiable ownership



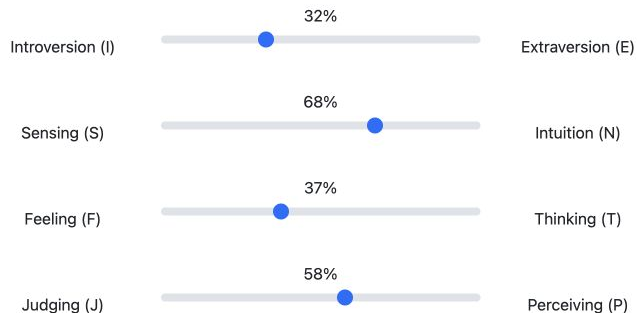
HOW IT WORKS

Journey

Life is a journey, not a destination.

Hello, Kim!

Let us know your MBTI result. If you don't know your MBTI, get a [free MBTI test](#) and come back to this page!



Submit

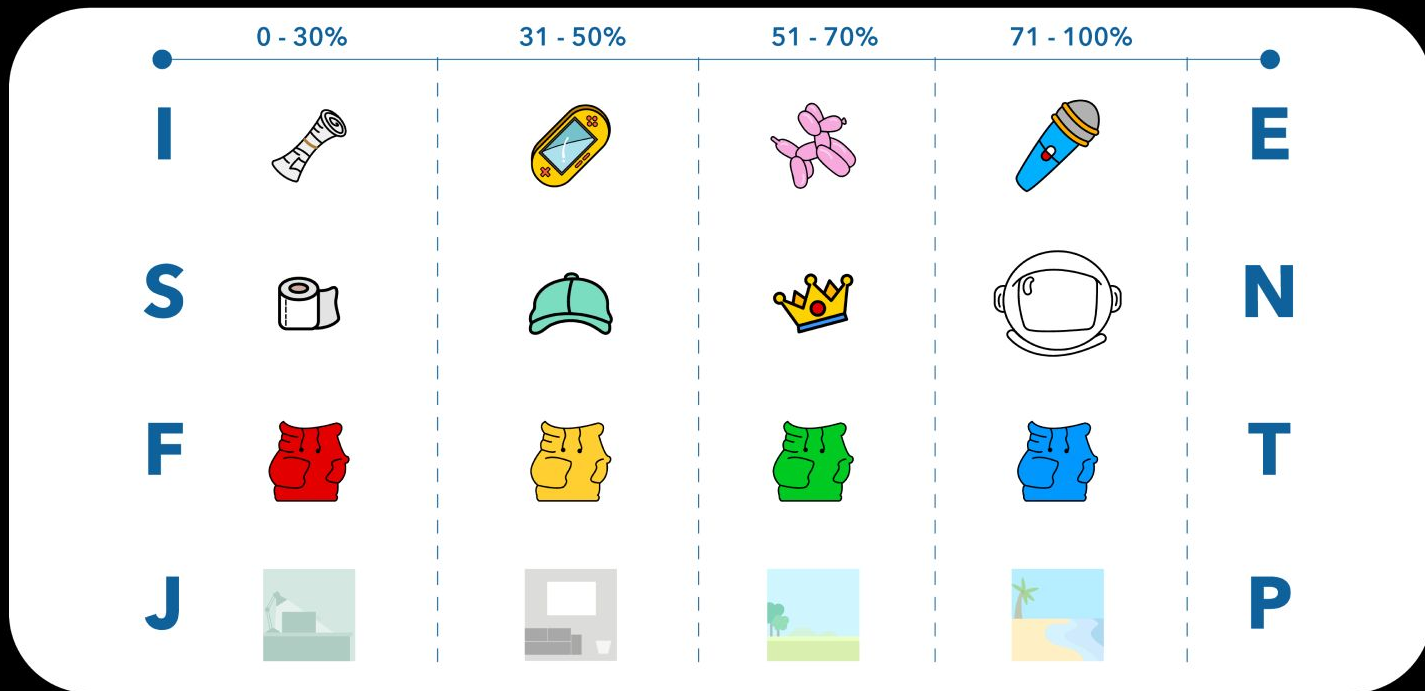
Users enter in their exact MBTI results including the percentages of each function

We provide you one character out of 1024 possible variations instead of 16



HOW IT WORKS

1024 Variations based on
your MBTI + Spectrum



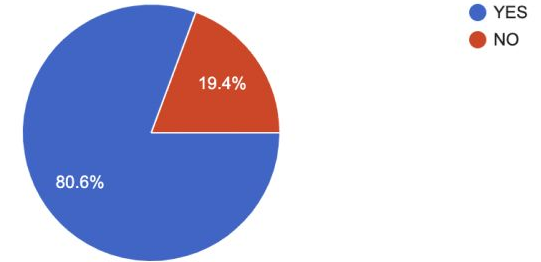
The Opportunity

MARKET DEMAND

Millions of people take the MBTI test each year, and more than 88% of Fortune 500 companies, as well as hundreds of universities, use it in hiring and training (2019)

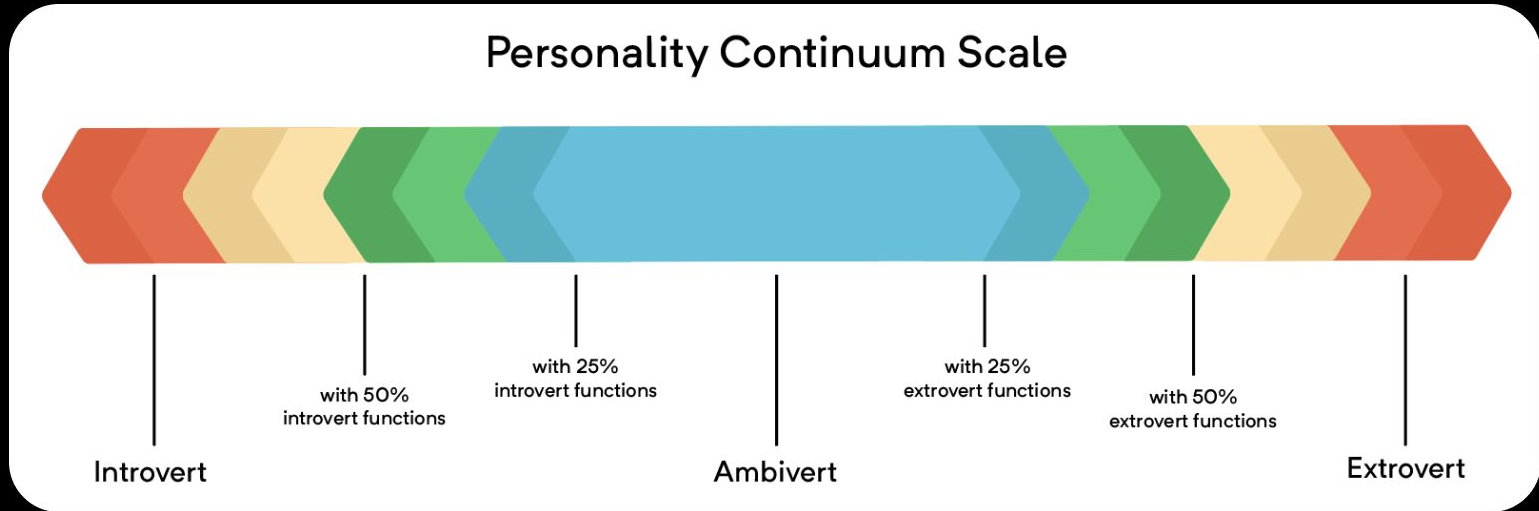
Have you done MBTI test before?

31 responses



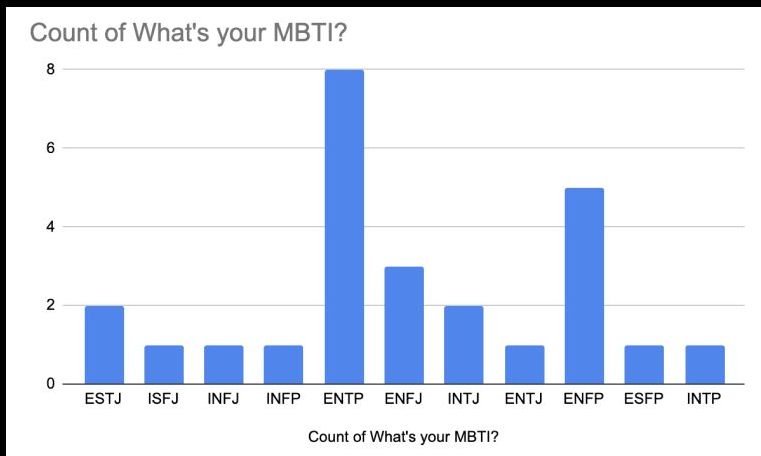
Startup Weekend Sample:
80% have taken the test

GAP IN THE MARKET



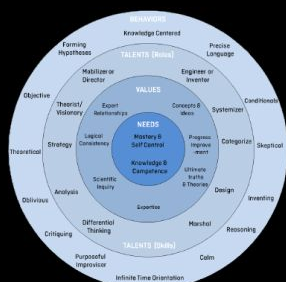
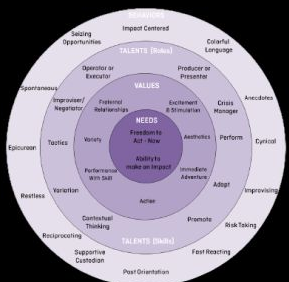
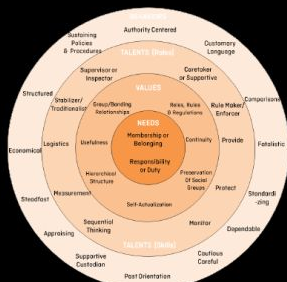
We all exist on a spectrum

GAP IN THE MARKET



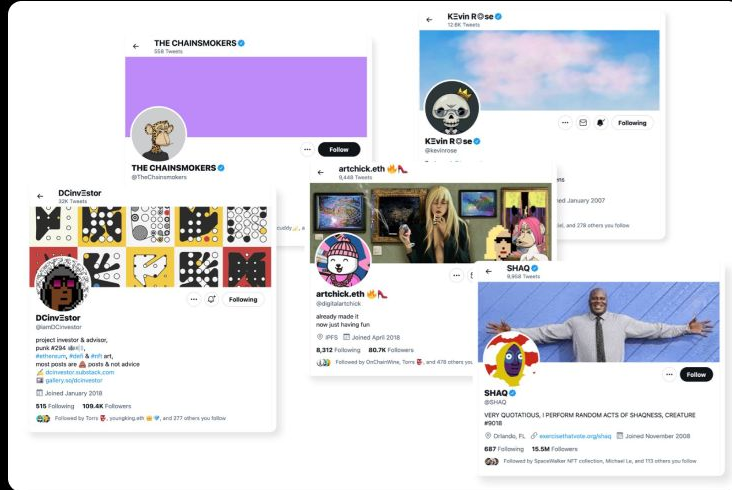
Startup weekend survey:

Most people here are ENTPs but we are not all the same



Layers to personalities based on values and social roles

GAP IN THE MARKET



According to impression management theory, people strive to represent themselves clearly and quickly in a positive light

Daniel Zimmermann, Anna Wehler & Kai Kaspar 2022

NFTs as profile pictures will become more mainstream

IMPACT



We meet around 80,000 people in the course of our lives

Average time for people who meet for the first time to introduce themselves is 5 minutes

$$5 \times 80,000 = 400,000$$

$$400k \text{ mins} = 6667 \text{ hrs} = 278 \text{ days}$$

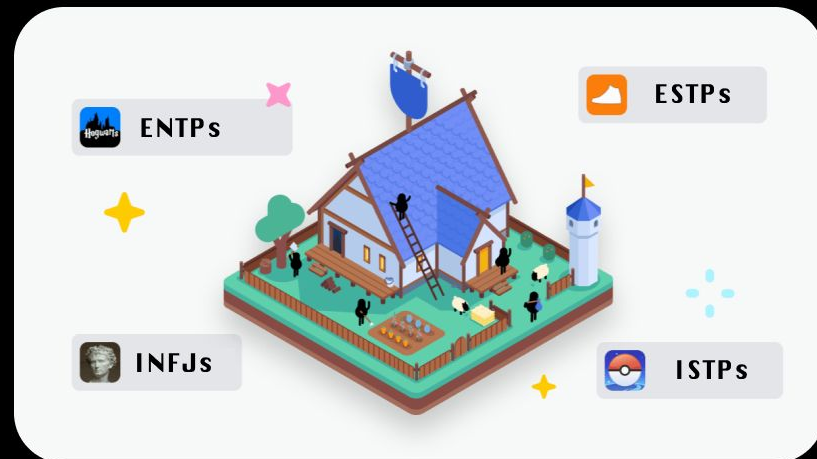
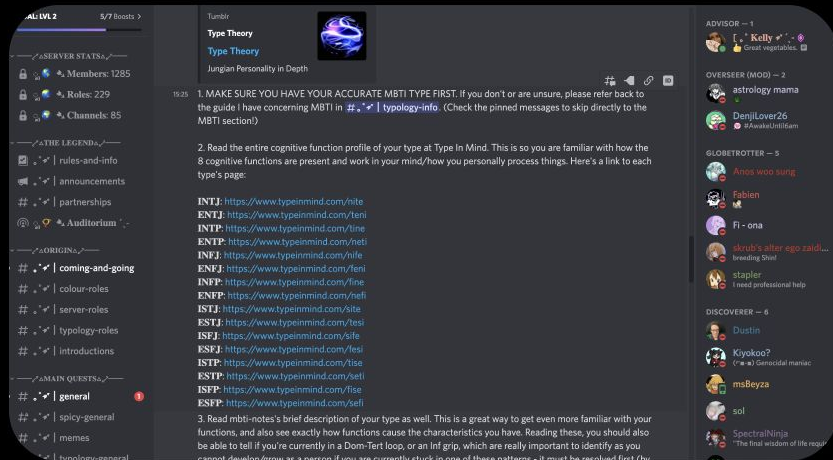
Save one year of your life

Future Plans

Membership



Community



Engagement, Community Events, Workshops

Metaverse

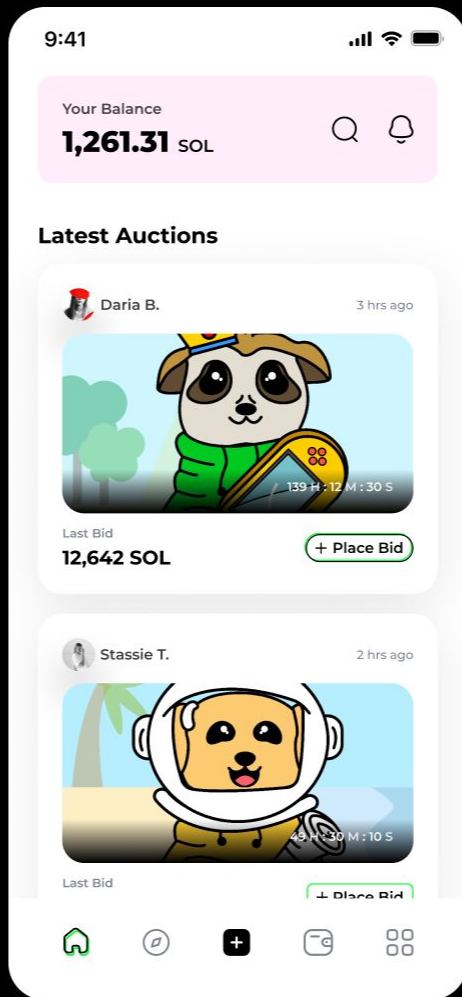


PFP NFTs can become 3D avatars in the metaverse
when the metaverse becomes popularised in the future

Auction

For our limited edition releases users can resell and buy NFTs

The highest bidder can own one of the 1024 variations



BUSINESS MODEL

Many monetisation possibilities

Multiple Releases

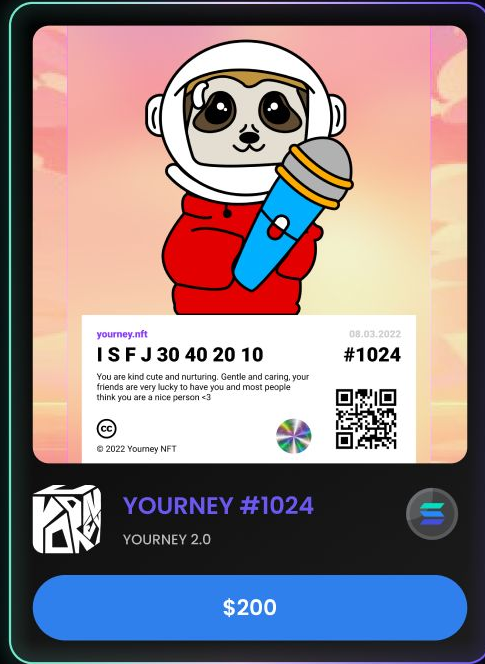
- PNG (Free) - For mass adoption
- NFT Standard (\$200)
- 2.0 edition (\$10k+)
- Premium edition (100k+)

Paid Personality Reports

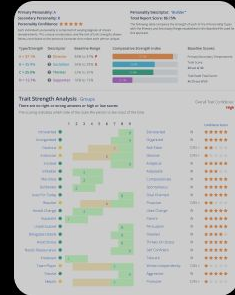
Partnerships

Resell Royalties

3D avatar in the metaverse



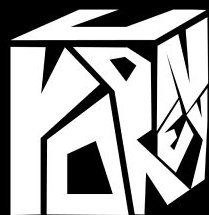
Partnerships



Personality Reports



Metaverse Meetups



DEMO

<https://bit.ly/3zcC7fi>



YOURNEY



Welcome

Communicate who you are through a single image, **YOURNEY!**

Check Products



Run
RESULTS



Login

Sign up



yourney.nft

08.03.2022

I S F J 30 40 20 10

#1024

You are kind cute and nurturing. Gentle and caring, your friends are very lucky to have you and most people think you are a nice person <3



© 2022 Yourney NFT



Buy Now



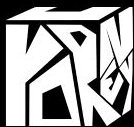
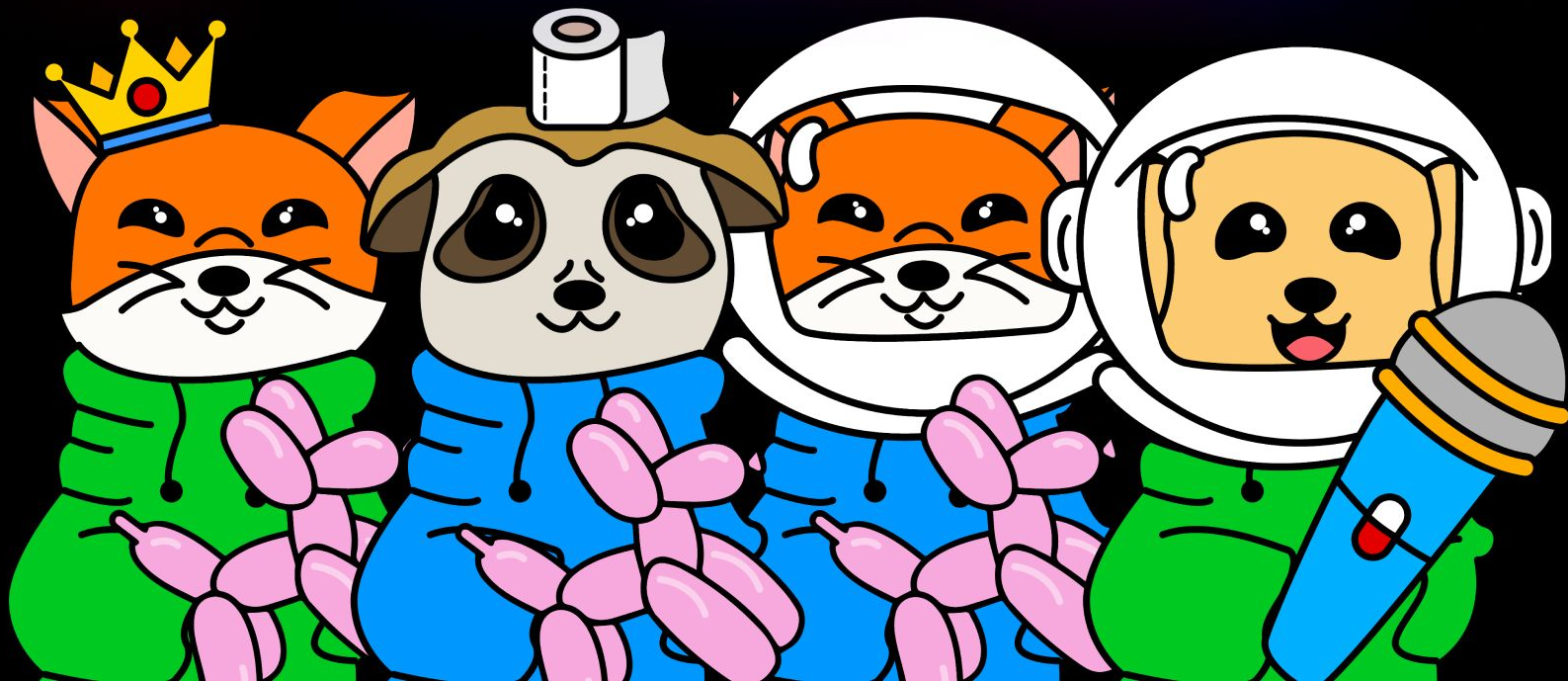
Dream Team

Sumin

Lyvie

Sally

Cris



Journey

Life is a journey, not a destination.

Username

We need your MBTI test result to analyze your characteristic to generate the best profile picture that represents you.

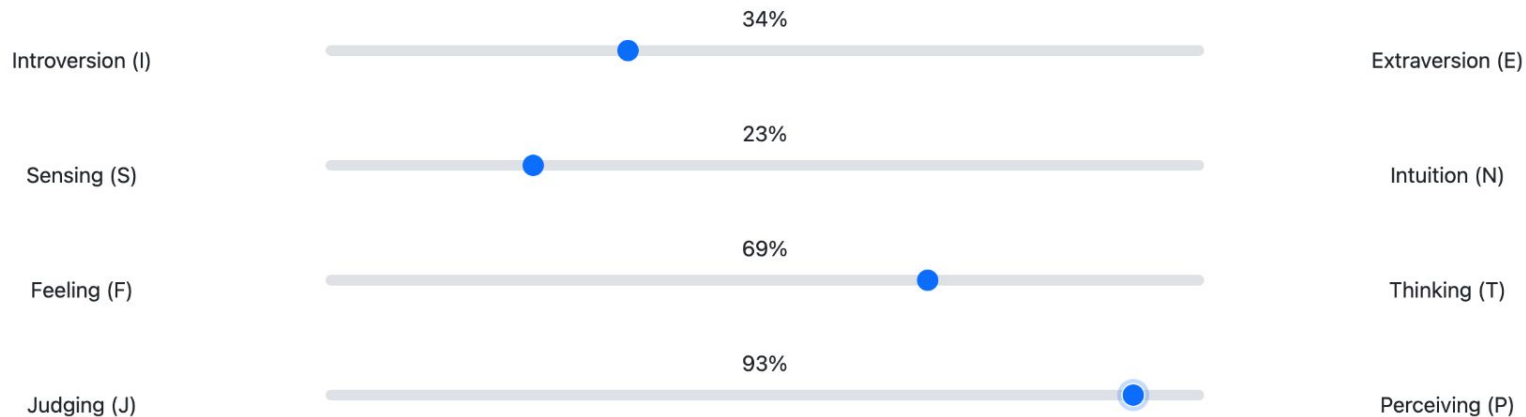
[Proceed](#)[NFT collections](#)

Journey

Life is a journey, not a destination.

Hello, Tom!

Let us know your MBTI result. If you don't know your MBTI, get a [free MBTI test](#) and come back to this page!



Submit

Journey

Life is a journey, not a destination.

Tom's MBTI profile



Current owner of this image: none

Buy this NFT

NFT collections

Journey

Life is a journey, not a destination.

Tom's MBTI profile



Current owner of this image: none

Buy this NFT

NFT collections

Buy this NFT?

취소

확인

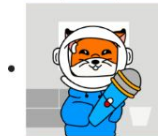
Journey

Life is a journey, not a destination.

owners of each image



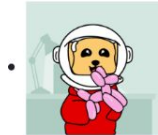
Owner: Sumin



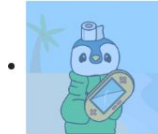
Owner: smhan



Owner: Meerkat



Owner: Tester



Owner: Tom