



# ZIHive Student Practicum Infrastructure Project

*we're zil here*

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# NFT Marketplaces



# The Ecosystem

- OpenSea
  - + Large NFT selection
  - Can be difficult for artists' work to stand out
- Nifty Gateway
  - + Features well known artists and brands
  - Not very beginner friendly
- Foundation
  - + Highly curated art
  - Can be seen as exclusive



# Social Media Platforms

Instagram - shop, story, post

Twitter - tweet

Facebook - story, post

TikTok - short-form video

# The Problem

To promote their NFTs, NFT artists have to *redirect* their audience to external sites



# NFT Marketplace x Social Media

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# Minty

## Our Value Proposition

An NFT marketplace where verified artists can make posts/announcements regarding their NFT mints.

This removes the need to redirect users to external social media accounts.



## Minty

In order to prevent spam, artists have to pass certain criteria to become verified - similar criteria to OpenSea's verification process:

- Own a collection with at least 75 ETH of volume sold
- A username
- A profile picture
- A verified email address
- A connected Twitter or Instagram account



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# Our Prototype