



# ORG O

ORGANIZE. RESTORE. GOVERN. OUTLAST.

# GOALS AND OBJECTIVE

**CREATE AN EASY TO USE APPLICATION TO  
INTRODUCE NEW AUDIENCES TO BLOCKCHAIN**

**IMPROVE ENGAGEMENT WITH THE EXPERIENCE OF  
CURATED WORKS BEYOND THE WALLS OF THE  
MUSEUM**

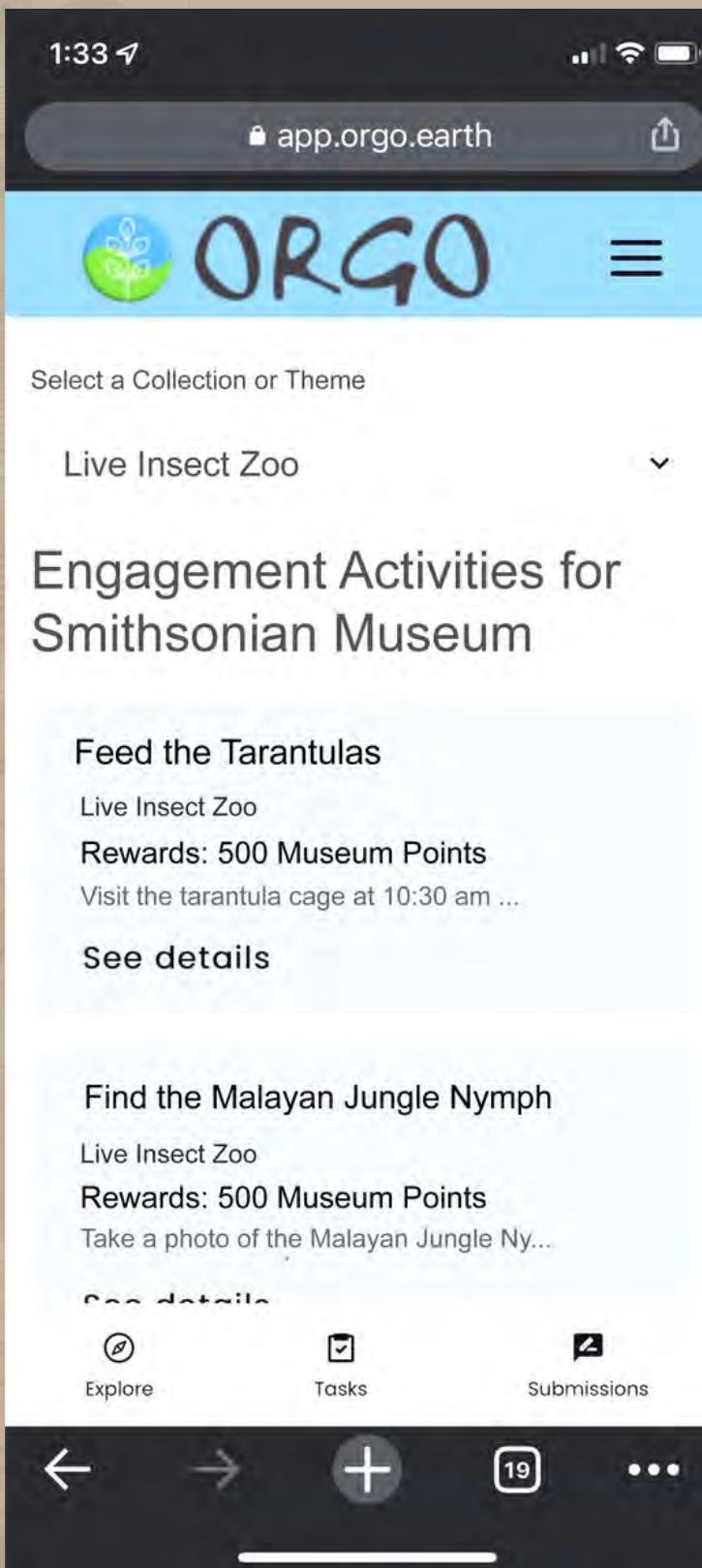
**OFFER BLOCKCHAIN  
TECHNOLOGY TO CULTURAL  
INSTITUTIONS TO ENGAGE  
PATRONS AND FORM LOYAL  
COMMUNITY**

**IMPROVE THE MOBILE EXPERIENCE CURRENTLY  
OFFERED AT MUSEUMS (AUDIO TOURS, MAPS, ETC.)  
USING BLOCKCHAIN**

# THE SOLUTION

**MOBILE WEB APP FOR PATRONS TO RECEIVE BLOCKCHAIN CREDENTIALS WHILE TOURING & PARTICIPATING IN ACTIVITIES**

**CURATED CURRICULUM FOR EXHIBIT OBSERVATION AND COMPREHENSION IN THE FORM OF A SCAVENGER HUNT**



**verified observation of works**

**device location data & photo recognition**

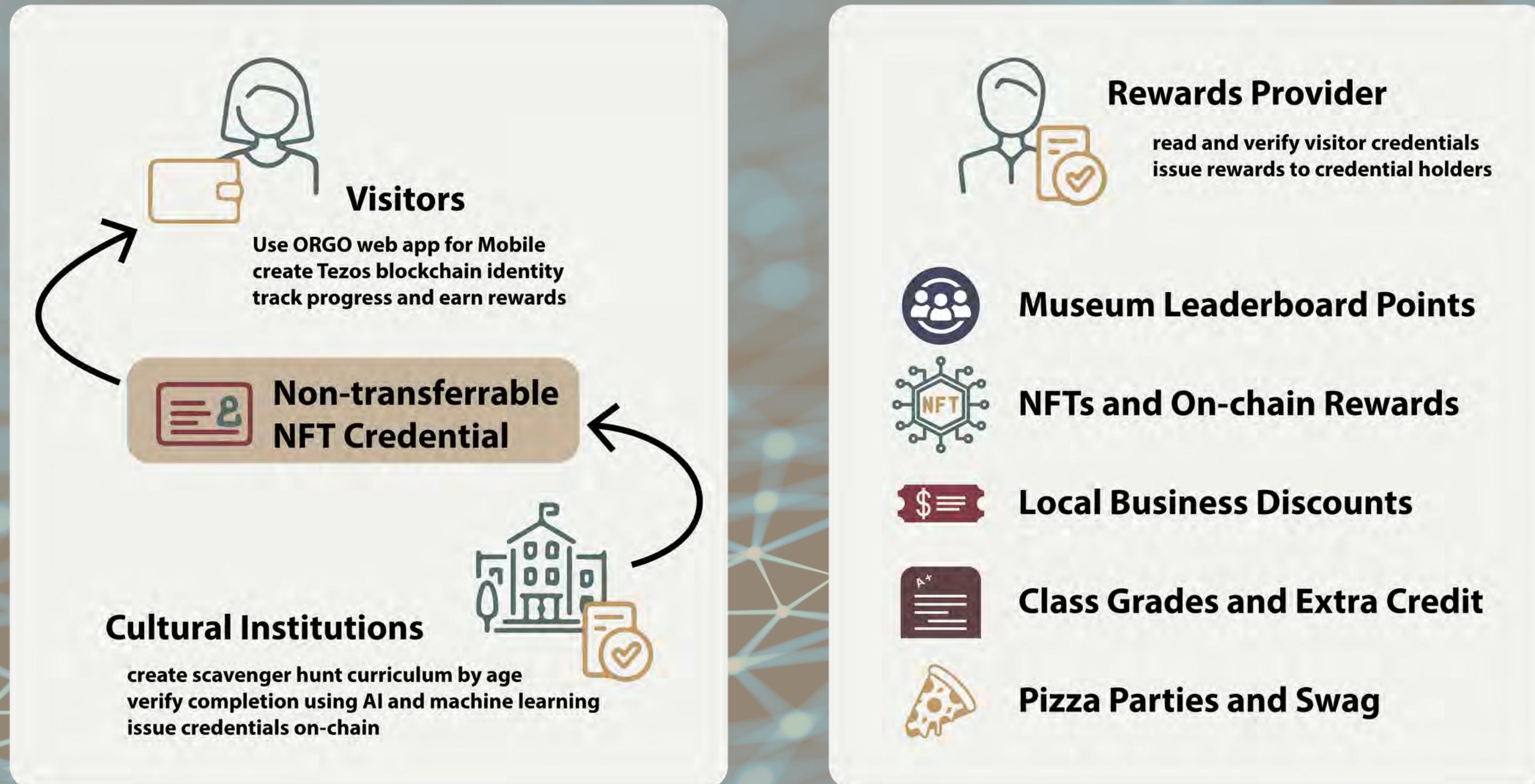
**verified comprehension**

**riddles, quizzes, and surveys**

**verified activity completion**

**photo evidence and staff approval codes**

# TEZOS TECHNOLOGY



# VALUE PROPOSITION

## VISITORS

- **PARTICIPATE IN A SCAVENGER HUNT TO EXPLORE CULTURAL INSTITUTIONS**
- **EARN POINTS TO GET ON THE LEADERBOARD**
- **BUILD YOUR BLOCKCHAIN IDENTITY**
- **RECIPROCAL MEMBERSHIP BETWEEN INSTITUTIONS**
- **SPEND POINTS AND EARN ADDITIONAL REWARDS**

## MUSEUMS

- **NEW TYPES OF INTERACTIONS TO ENGAGE COMMUNITY**
- **FINE GRAINED INSIGHTS INTO PATRONS KNOWLEDGE OF ARTIFACTS**
- **DIRECT MARKETING & REWARDS OPPORTUNITIES**
- **LEADERBOARD AT MUSEUM EXTENDS WELL BEYOND THE WALLS OF THE BUILDING FOOTPRINT**

# MARKETING STRATEGIES AND TACTICS



STRATEGIC PARTNERSHIPS



REFERRAL PROGRAM



HOST PARTIES, SEMINARS AND PANELS



PROMOTIONS AND CONTESTS



# OUR CONTACT



[info@orgo.earth](mailto:info@orgo.earth)



[orgo.earth](http://orgo.earth)



[twitter.com/orgo\\_earth](https://twitter.com/orgo_earth)