

The ORGO App: Web3 Community Outreach For Cultural Institutions

Introduction

ORGO is on a mission to educate and engage the arts and culture enthusiasts of the world by gamifying individual participation and enabling decentralized governance. ORGO seeks to tokenize community engagement and involvement in cultural institutions by utilizing web3 technologies. ORGO will empower community leaders, museum directors, and cultural institutions to target arts and culture-conscious visitors. To encourage participation in the ORGO ecosystem, ORGO will incorporate scavenger hunt-style activities, a real-time leaderboard and reward users with TEZOS Non-Fungible Tokens (NFTs).

Goals and Objectives

ORGO's use of blockchain technology allows museums and cultural institutions to engage with their audiences in novel ways. Both new and existing patrons are incentivized to return to these museums, festivals, and cultural events using TEZOS NFTs, leaderboards and real-world rewards.

Metrics for success

ORGO will allow cultural institutions to track the number of patrons who visit their site daily and enable them to manage retention rates.

Patrons can vote on future exhibits they would like to see installed and the data can also improve marketing campaigns and allow museums to cater to specific target audiences.

Competition Analysis

There is a void of companies that offer the same dynamic collection of services as ORGO. Though other apps like Scavify and Turfhunt make it simple for visitors to participate in scavenger hunt-like activities and earn rewards, they do not offer the same combination of Web3 technology, providing a customized credential to each patron for verification. The dynamic NFT also allows for a constant ever-changing token which grows and decays with the completion of more tasks or lack thereof.

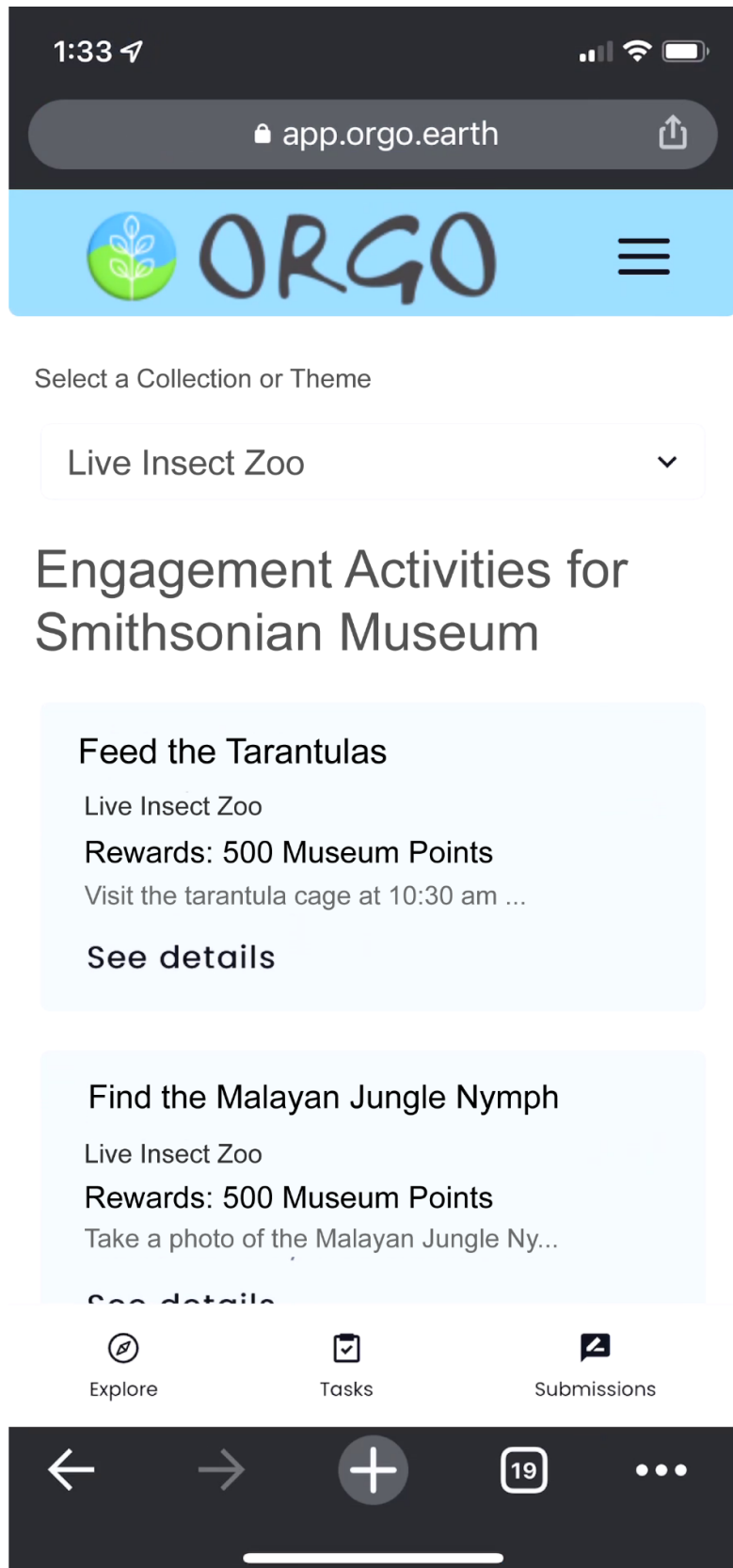
The Solution

The ORGO App

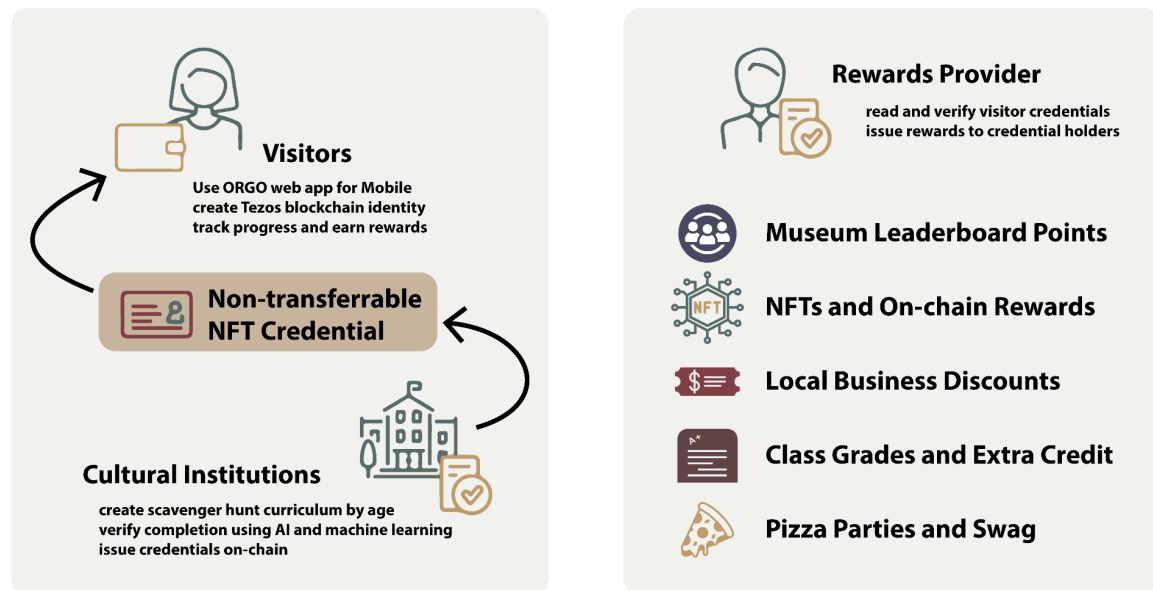
ORGO is an app that allows museums and cultural institutions to create new engagement activities, priorities, and rewards. Using machine learning (AI/AR), ORGO can provide proof of completion by issuing a credential to the owner of that activity.

Using ORGO lessens the administrative burden of organizing and marketing to visitors while increasing engagement activities. Museum directors themselves can easily view the completion of engagement activities as well as the number of exhibits viewed. Any museum or cultural institution throughout the world can join our platform and co-create in their locality.

ORGO will include highly sought-after features such as data collection, geo-mapping, georeferencing of exhibit locations (to manage engagement progress and track in real-time) and create healthy competition through the leaderboard. Visitors can convert their proof of completion into TEZOS NFT credentials.



Tezos NFTs for Arts and Culture



ORGO will utilize Tezos NFTs to validate task completion demonstrated in the diagram above. Visitors can use the ORGO app to complete activities and receive a non-transferrable NFT from the cultural institution. Credentials are verified and rewards are issued by a sponsor. Other forms of rewards include local business discounts, school credit, and other rewards offered by the institution.

Value Propositions for Target Markets

ORGO partners with a multitude of organizations seeking an increase or retention of visitors. Organizations using this app can vary from 20 visitors per day to over 20,000. ORGO users include educational institutions: museums, art galleries, schools, and libraries.

Visitors

Visitors are invited to participate in scavenger hunts to earn rewards by starting a game on the ORGO app. Visitors are challenged to complete age-appropriate activities and trivia questions based on the exhibits they have visited to earn ORGO Museum Points¹ (MP). For example, hovering a camera over an exhibit to reveal hidden activities and fun facts not displayed. The tracked exhibit information is then converted into a customized quiz at the end of the visit.

¹ MP (Museum Points) can be adjusted to each type of reward point offered by the institution

Global NFT museum pass membership - reciprocal museum memberships. Transferrable blockchain identity to hold your scavenger hunt progress. Visitors can earn points to rank up on a leaderboard, redeem ORGO MPs at local venues partnered with museums, and earn dynamic NFTs which decay if they do not actively participate to earn points.

Museums & Cultural Institutions

Visitor experience data is collected through the usage of the ORGO app. Information including types of engagement, knowledge gained, exhibits visited, as well as time spent at each exhibit allows for a more customized experience in the future for all visitors.

ORGO will lead to greater engagement and retention at museums and cultural institutions. By building the social network as well as the ORGO MP leaderboard, meeting and networking between visitors will occur organically, leading to team building to perform tasks and an ecosystem of greater interaction. Active participants will want to return repeatedly to continue ranking higher on the leaderboard.

Partnerships - Sponsors will partner with cultural institutions to help fund special exhibitions and events and earn NFTs signifying their support for the organization.

Dynamic NFTS - The museum will collectively take the data of the total combined participation of visitors to formulate a dynamic NFT which can grow and decay over time with the increase and decrease of activity from its patrons.

Marketing Strategy and Tactics for Customer Success

Strategic Partnerships

Build partnerships with local businesses and philanthropists to offer rewards to users of the app.

Referral program: Word-of-Mouth Marketing

ORGO will continue to grow through referrals. The app will reward referrals for new users and new institutions who enroll in ORGO.

Events Including Parties, Seminars and Panel Discussions

ORGO will enable museums to bring together community members and visitors while hosting educational discussions and events and introducing them to the ORGO app. It can be used to complete simple tasks like taking a poll and enabling users to earn points for participating at museum-hosted events and parties.

Promotions and Contests

ORGO will work with organizations to host various promotional events and contests to attract community members and encourage greater involvement with their local cultural institutions beyond the norm. Prizes awarded through the app will help familiarize locals with ORGO and foster friendly competition.

Timeline

With the Alpha release of the ORGO web app ready for public use, our next initiative will be prioritizing additional feature releases. The app will integrate with a web3 wallet to store TEZOS NFTs. The app will also interface with Opensea, Nifty Gateway, and others enabling users to sell earned NFTs.

Contract Budget

Budget Item	Cost
Application Development	\$15,000
Curriculum Development	\$3,000
Marketing and Promotions	\$10,000
Rewards	\$10,000
Partnership Development	\$50,000
Salary (per year)	
Total	\$88,000

Budget Narrative

ORGO will contract with each institution to customize the interface of the app and will provide a custom budget for its implementation. The engagement activities will be unique to each institution and updated as exhibits and displays evolve over time, allowing for a more dynamic experience for visitors and an ever-changing portal of activities.

About Us

ORGO - Earth Has an App

O.R.G.O. - Organize. Restore. Govern. Outlast.

ORGO is on a mission to regenerate the planet by gamifying land stewardship and enabling decentralized governance of community assets. Through the ORGO app, volunteers can find community organizations with pending assignments and earn rewards by completing tasks. Additionally, participating community organizations gain insight from the data collected, like volunteer hours worked, progress tracking of tasks, and the measured completion time of assignments.

Website: <https://orgo.earth/>

LinkTree: <https://linktr.ee/orgo.earth>

Contact: Joe Nisbett

Title: CEO/Founder

Email: joe@orgo.earth

Pilot Projects

Established community gardens, service providers, and data collection marketplaces have already voiced their support and need for the ORGO app.



Technology Partners



Incubators Programs



Roadmap

