



ORG

ORGANIZE. RESTORE. GOVERN. OUTLAST.

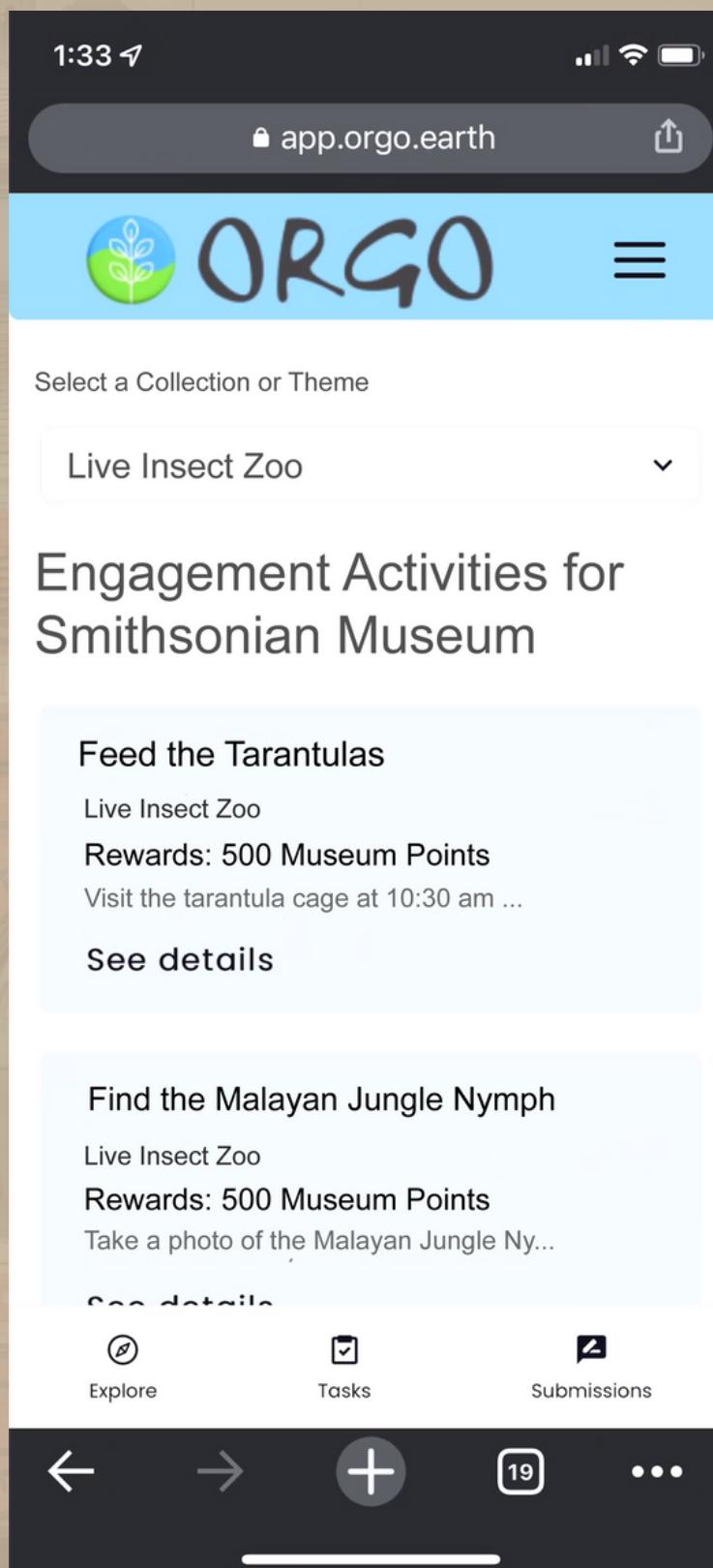
# **GOALS AND OBJECTIVE**

**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**

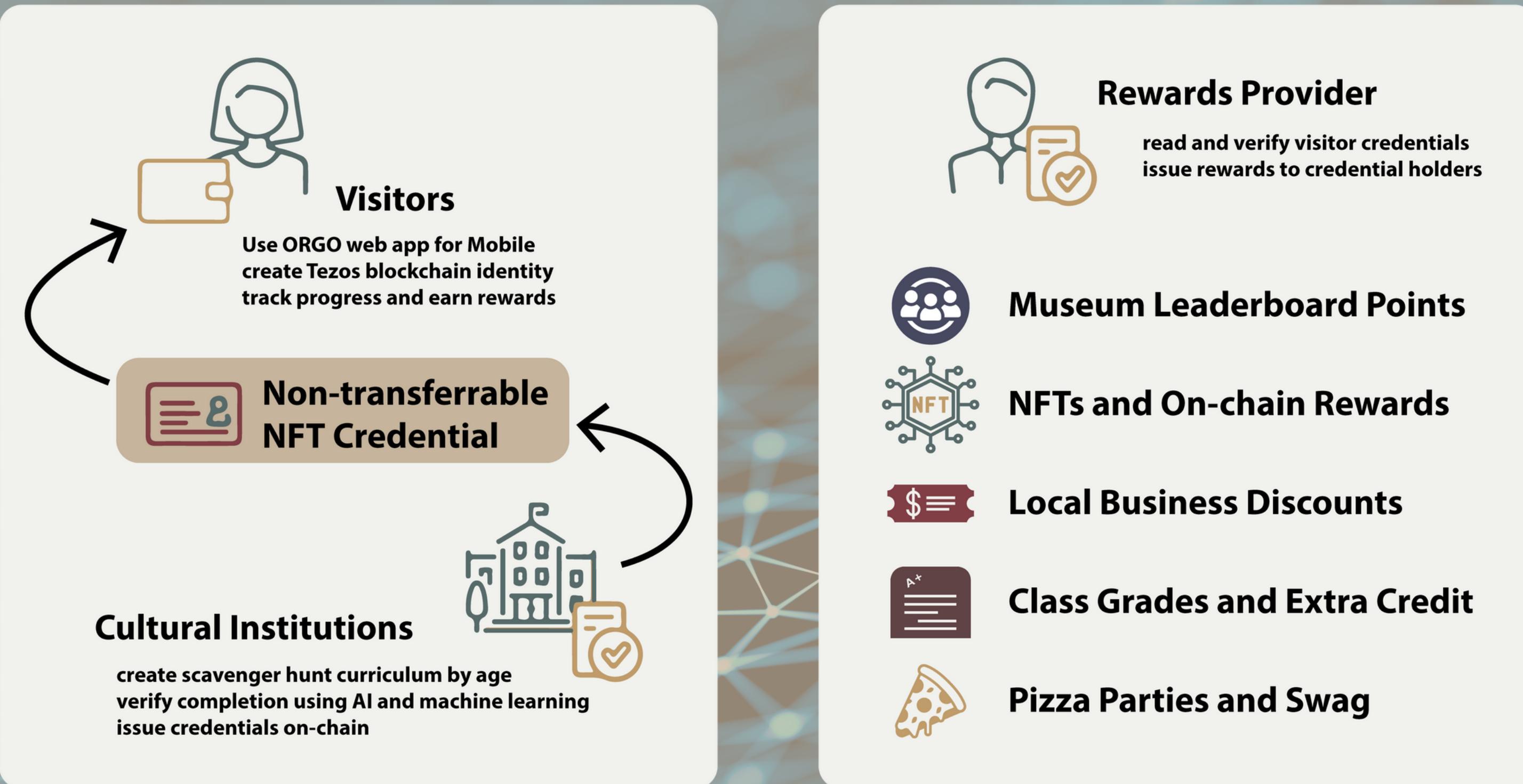
**verified comprehension**

**riddles, quizzes, and surveys**

**verified activity completion**

**photo evidence and staff approval codes**

# TEZOS TECHNOLOGY



# VALUE PROPOSITION

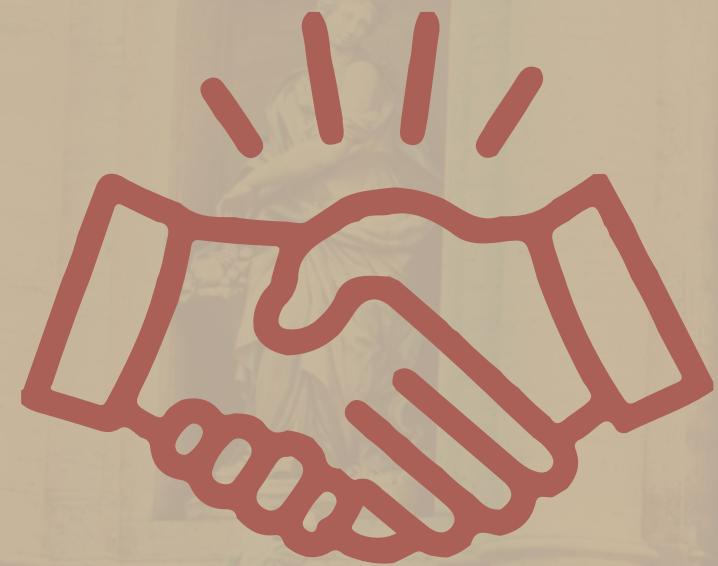
## VISITORS

- **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



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