BotSend.io

The first direct-to-wallet NFT marketing system

Targeted marketing in an unexplored space

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BotSend Company Overview:

An NFT is a digital asset that represents ownership or authenticity of a unique item or piece of digital content. It is stored and verified on a blockchain ledger and has gained popularity due to its ability to provide ownership and authenticity for digital assets. A wallet in the NFT space is where people store their assets on the blockchain, this could be crypto or NFTs. To date there are 68,015,000 active wallets and over 121,000,000 people visit OpenSea each month, OpenSea is a website where people make and sell NFTs, click on the link attached to the application to see the BotSend OpenSea account. I see these active wallets as a new medium for advertising, and I see the monthly users of OpenSea as new potential customers.

The creators of NFT collections have a need to be able to market their unique collections in a cheap and effective manner. To fill this need, I had a bot developed called BotSend. BotSend is able to automatically deliver NFTs straight into people's wallets. This technology allows the creators of NFT collections to reach thousands and thousands of potential customers quickly and inexpensively.

BotSend offers a unique and innovative solution to a need that exists in the market. In other words, the product addresses a specific problem or challenge faced by creators of NFT collections, which is the need to find an effective and cost-efficient way to promote their collections directly to customers that have a proven interest and are receptive to buying digital assets. By automating the process of sending out NFT advertisements, the bot eliminates the need for manual labor and makes it easier and more efficient for creators to reach their target audience. This is what makes the product novel - it provides a new and innovative solution to an existing problem.

BotSend, being a marketing tool, allows me to use my own service to market my product (this service) very cheaply. If someone sees and buys through one of my advertisements, it validates that the service works and builds trust with my customer. Think of it like a billboard company using its own billboards to market. They place their own advertisements very inexpensively, and if someone sees the billboard and buys because they saw it, that will build trust in the service, it worked on them so it will work on their customers.

It has always been possible to send NFTs to wallets, but this was never even thought about as a potential way of widely marketing a collection of NFT art, due to the amount of labor required to individually deliver. I timed myself manually going through the process, and from start to finish it took around four minutes to send one NFT. I also tracked the transaction cost of all the NFTs that I have sent so far. The average transaction cost to send out one NFT is $0.0024.

 Let's compare the cost of BotSend vs the cost of manually sending each NFT for an order of 10,000.

Unskilled labor = $10/hour
1 NFT every 4 minutes is 15 NFTs an hour, total time to send out 10,000 is 660 hours, costing $6,600 for labor, cost of transaction fees is 0.0024$ times 10,000 making the total cost of manually sending 10,000 NFTs $6,624

Using BotSend, cost of transaction fees $24, total cost $24.

Product or Service:

Description: A marketing tool that automatically sends the specified amount NFTs directly to unique customers' wallets.

Process: The process starts when a customer sends their NFT ad to the BotSend company wallet, along with a cryptocurrency payment, from this I will manually make a collection that replicates the NFT sent to me, and I will set the quantity of the collection to a calculated amount based on the US dollar equivalent of the amount of crypto. I will then have BotSend deliver the whole collection out to the unique wallets. BotSend is able to deliver to unique wallets every time because it saves every wallet address it sends to, then validates against that list before it sends the next. I also have a system for NFT creators who don't want to make an NFT advertisement or pay in crypto. Through Shopify my customers can send in all the details that they want on their NFT ad then select a quantity, and after they order I will repeat the whole process above.

Stage of Development: In the current prototype, some of the processes are manual, and the bot doesn't always send out 100% of the requested amount. This isn't a major issue, I can still send the requested amount, it is just a more hands-on process. Currently the bot only works on the Polygon blockchain, but Polygon is the biggest blockchain with cheap transaction fees, and the Polygon blockchain works seamlessly with the Ethereum blockchain, which is the biggest ecosystem for NFTs at the moment. I hope in the future to be able to provide my services across all major blockchains.

BotSend Future Goals:
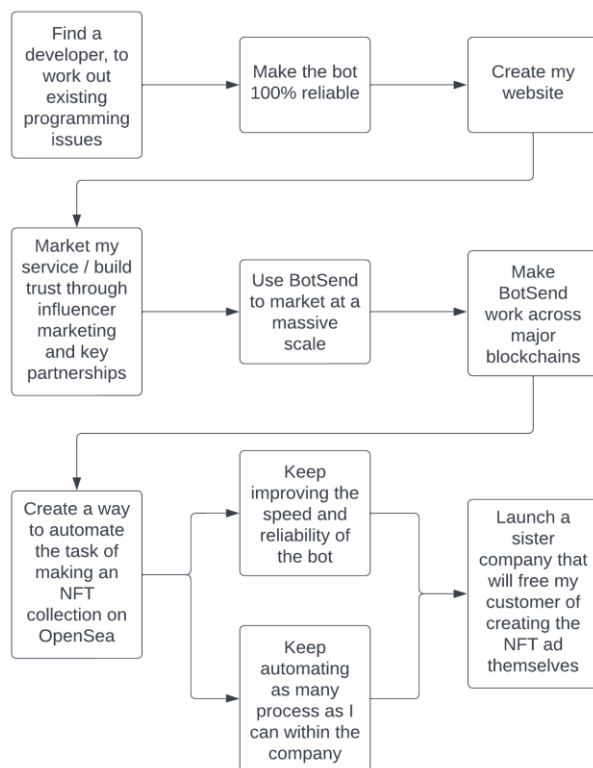
Market:

Target market: I plan on selling to NFT curators who are dissatisfied with the current options available to promote/market their NFTs. The current solutions are unreliable or too costly, or haven't been considered. This is a novel solution. This is a whole new marketing concept for an emerging product and an underutilized market.

BotSend doesn't have any direct competitors now, but some of the substitutes in the NFT marketing industry are Twitter and Discord shilling, and influencer marketing.

My competitive advantage over shilling: Shilling is a free way of promoting an NFT collection that consists of the curator posting an ad for their NFT collection to different online forums usually on Twitter or Discord. It doesn't really work because there is so much noise and competition in these forums and the people looking to buy NFTs don't usually go to shilling forums to see new NFT offerings. Whereas BotSend puts the ad directly in their wallets, a place where they willingly and often check on their own investments.

My competitive advantage over influencer marketing: I personally reached out to twenty Twitter NFT promoters and only four replied, this could be because the influencers are not checking their messages, but also influencers have a reputation to uphold, that's how they got their following in the first place, so they are picky on what to promote. I found the difficulty of reaching these NFT promoters to be annoying and I'm sure that my target customers also find it difficult. My service doesn't discriminate because there is no social profile attached to my service, I won't lose followers if I send out too many ads, because I don't have followers.

Also, the cost of influencer marketing is roughly $0.02 per follower, and my service only costs $0.0024 per transaction. Even if I charge $0.015 per transaction, I can undercut influencer marketing by 25% and have a fantastic 625% profit margin.

I will expect to make $0.0126 for each transaction, and with orders varying from 1,000 to 1,000,000, I would expect to make $12.60 to $12,600.00 per customer.

It is true that my service could be replicated, but if I can build trust and cement BotSend as the main service for direct-to-wallet advertising before other competitors show up then I would have a huge first movers' advantage.

Sales:

Because my business is a marketing tool, I can use my service to promote my service. I have a built-in cheap way to market my business, and my form of marketing builds trust that the service works. As stated with the prior billboard analogy.

The collections that I make for my customers are under the [BotSend OpenSea account](#) (where you can currently see my own advertisement), so while I am fulfilling orders, I am also marketing my service. My potential customers can click to see my account through the NFT ad. On my OpenSea account they will be able to see all the orders that I have completed, a description of my service, and a link to my website.

Furthermore, I specify in my ad shown on the [BotSend OpenSea account](#) that the customer can verify the number of delivered NFTs. They can check in two different ways, through the number of holders on OpenSea, or through the number of transactions on [Polygonscan](#).

Another way that I am going to build a customer base is by giving my service to a couple of key, hyped-up NFT projects and I will BotSend ads for them free of charge, with the hope of getting media attention for being associated with these hyped-up projects. I might also pay to have a promoted post by a couple of trustworthy crypto promoters. A big factor of success in the crypto space right now is trust, especially after the FTX situation, so one of my main goals and first activity that I am going to do with the seed money, after I determine that the bot is functioning perfectly, is to build key relationships in order to gain trust with my customers.

You can view my ad in the BotSend OpenSea account by clicking on the attached link in the application form. You can view my Revenue Model below.

Revenue Model:

Assumption	2023 revenue model				
Control	Q1	Q2	Q3	Q4	
Leads					
BotSend - Quantity of ads	750,000	1,125,000	1,687,500	2,531,250	
BotSend - Transaction cost	$1,800.00	$2,700.00	$4,050.00	$6,075.00	
Influencer marketing cost	$3,500.00	$1,000.00	$0.00	$0.00	
Income					
Conservative hit rate	0.10%	0.12%	0.14%	0.17%	
Total customers acquired	750	1350	2430	4374	
Average order size	1000	1000	1000	1000	
Average order cost	$2.40	$2.40	$2.40	$2.40	
Average order revenue	$15.00	$15.00	$15.00	$15.00	
Average order profit	$12.60	$12.60	$12.60	$12.60	
					2023 Totals
Total cost	$5,300.00	$3,700.00	$4,050.00	$6,075.00	$19,125.00
Total revenue	$9,450.00	$17,010.00	$30,618.00	$55,112.40	$131,315.40
Total profit	$4,150.00	$13,310.00	$26,568.00	$49,037.40	$224,380.80

Team:

The team is just me right now, though I have delegated some of the busier work to freelancers. I am hoping to hire or partner with a developer, hopefully through the University of Utah. I want a committed partner rather than a freelancer, because it is counter-productive to keep familiarizing new developers with my process and with the bot. My partner doesn't have to be exceptional at coding, most of the code for the bot is pretty simple, but I would want someone who has some experience with blockchain development. I will try to find this developer by posting an ad at in Lassonde, and if that doesn't work, I will reach out to my peers on LinkedIn. For the little things in the company like logo design, website design, or any other small tasks, I will personally do it or I will delegate it out to a freelancer if that makes more sense, as I have done in the past. I have found that hiring freelancers allows me to focus on the things that will drive the business forward rather than just working on small details.

If the company continues to grow, I will want to hire or partner with someone for marketing. Having someone who is an expert in marketing on my team will be incredibly helpful because my primary way of marketing currently is by sending out NFT ads using my own bot and the more quality the ads, the better the conversion rate will be. I might also hire or partner with another developer, as the faster and more reliable my service is, the more valuable it is and making my service more automated will save time and effort for both my team and the customers.

Conclusion:

In conclusion, BotSend is a valuable marketing tool that allows NFT creators to reach thousands of potential customers quickly and inexpensively. Its automation of the process of sending NFT advertisements directly to people's wallets opens a whole new way to market that was previously unavailable due to the manual labor that would be required, making it an efficient and cost-effective solution for NFT creators looking to promote their collections. The high number of active wallets and monthly OpenSea visitors provide a huge opportunity for reaching new customers. Additionally, the cost savings of using BotSend compared to influencer marketing make it a clear choice for anyone looking to promote their NFT collection. The product is still in the prototype stage, but with its unique and innovative solution to an existing problem, it has the potential to become a major player in the NFT market.