

#ch4sm

Blockchain for Social Marketing

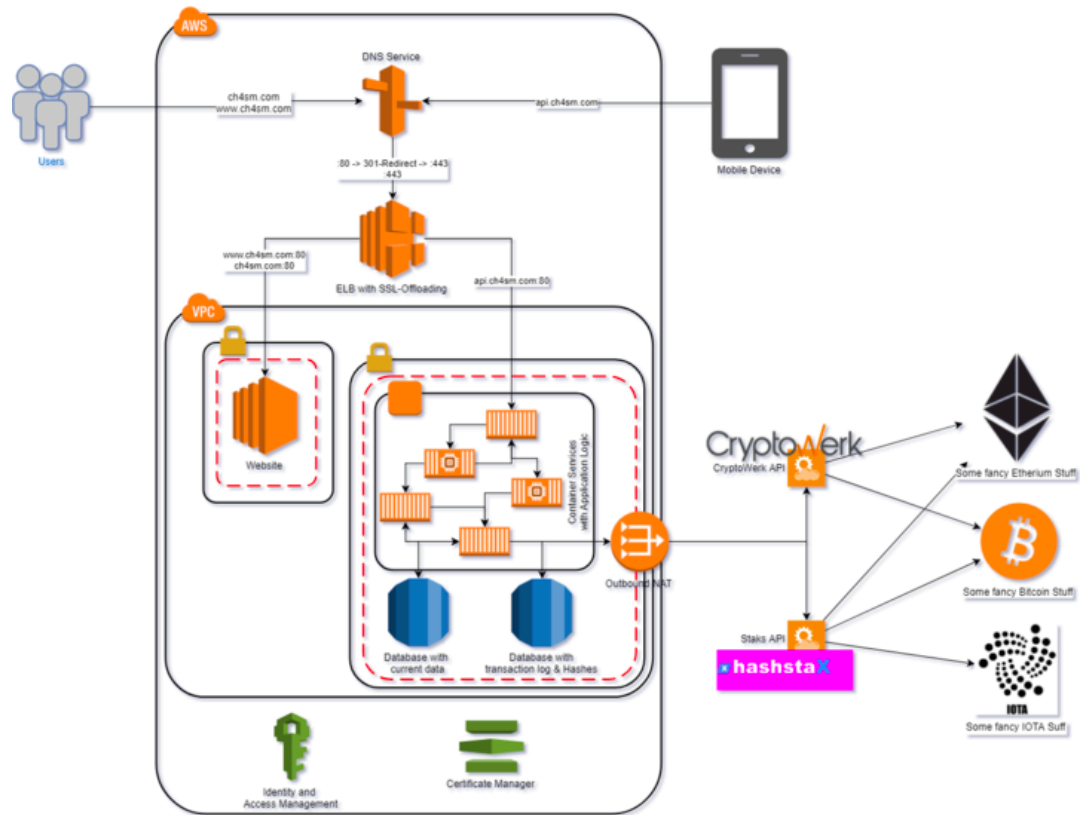


Concept

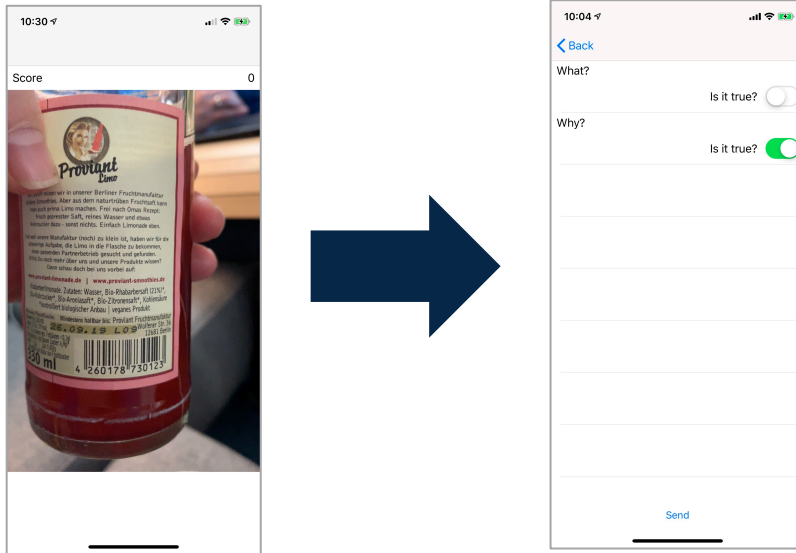
- **„Pokemon Go“ for Blockchain**
 - Combining virtual world with real world (including location data and exchange of physical items)
 - Gaming experience
 - Networking & socializing
- New way of **product placement**
 - Product and information placement via „gamification“
 - Loyalty program e.g. via cryptocurrencies
- **Secure and anonymous** marketing platform
 - Identities and transactions blockchain secured
 - Data integrity, traceability and storage through blockchain

Architecture

- User Interaction via **mobile application** (iOS) and **web page**
- Low Code Backend Architecture based on **AWS**
- Securing transactions and identities via **Cryptowerk**
- Storing data decentral via **hashstax**



User Experience on Mobile Phone



Regular Flow

1. Alice open the app and scans the first item
 2. The question/quest shows up
 3. She solves the quest and get her points
 4. Alice give Bob the bottle.
 5. Bob scans the bottle
- > Alice gets points

Options:

Alice scans a not released bottle -> Error with hint, someone else has to solve quest -> "Do you want to help?"

Alice scans a not registerd bottle
-> Hint code is not register: do you want to invite Manufacture?

Alice scans a "pre-scanned" bottle
-> Hint: "You have soled this quest

Approaches for Business Models

- B2C approach
 - Option: initial price for downloading app
 - Option: in-app purchase
- B2B approach
 - Product placement fees
 - Big Data (e.g. range measurement)