

Use Case: Wedding Planning Platform (e.g. Zola)

- **Current State:** Couples browse static vendor pages and generic planning tools on platforms like Zola. No personalization/human elements.
- **Enhancement with Digi:** Book a country music artist avatar to welcome users, offer playlist tips, or introduce vendors with personality. Creates more excitement around the platform.
- **Strategic Opportunity:** Position as “The voice of your wedding journey” — a unique concierge presence that feels like part of the celebration.
- **Monetization Potential:** Recurring licensing deal with Zola; per-video fees for premium user tiers or vendor packages.

Use Case: Hobby Farming / Homesteading Platform

- **Current State:** Forums and YouTube videos deliver generic guidance with limited personalization. No personalization/human element.
- **Enhancement with Digi:** A familiar country music star avatar offers season-specific tips, short-form tutorials, or motivational farm updates based on requests from platform users.
- **Strategic Opportunity:** “Your virtual neighbor on the land” — build trust and loyalty through recurring content from a known personality. Creates more a community feeling for users of the platform.
- **Monetization Protentional:** Sponsored content integrations; licensing to homestead brands/platforms; avatar-hosted digital workshops

Use Case: Golf Instruction App (e.g. GolfTec)

- **Current State:** GolfTec offers recorded lessons, data analytics, and real coaches — but interactions are mostly static, generic, or scheduled
- **Enhancement with Digi:** Licensed pro golfer avatars deliver personalized encouragement, breakdowns of swing data, or form tips after each session
- **Strategic Opportunity:** “Train with a legend” — create a branded coaching layer that boosts student engagement and makes each session feel elite
- **Monetization Potential:** Licensing deal with GolfTec or similar platforms; add-on revenue from premium avatar packages or tiered coaching subscriptions

Use Case: Closet Shak – Selling Influencers Closets

- **Current State:** Closet Shak sells influencers clothes at discounted prices. While demand is driven by the influencer's name, the clothes are shown by non-influencer models. This creates a disconnect because the consumers want to see how the influencer would actually style or wear the item.
- **Enhancement with Digi:** By creating a digi of the influencer that will replicate the influencer's likeness, Closet Shak can virtually try on clothes for shoppers in real time. The avatar (could be the influencer or the person buying the clothes) will model outfits to create a more interactive and personalized shopping experience. These avatars can try on outfits, showing fit, style, and pairings as if the influencer were personally modeling. Shoppers can interact by asking questions like how does this fit in the shoulder area, what kind of shoes would you wear with this top, etc. The avatar responds conversationally with the influencers tone and style. The shopper's own avatar can also try on clothes and have a personalized experience with the influencer.
- **Strategic Opportunity:** Closet Shak can drive influencer marketing without taking up any of their actual time. Their presence is always available allowing clothes to be shoppable on websites, social media, and live streamed events. Campaigns can showcase new drops instantly and digital campaigns can target global markets at the same time. The brand will maximize reach and create a deeper engagement experience for consumers, Closet Shak, and the influencer as shoppers feel like they're getting styled directly from the influencer.
- **Monetization Potential:** Sponsored drops where influencer avatars showcase items during digital shopping events or social campaigns. Subscription and VIP access where fans pay for early access to avatar modeled collections, styling tips, or exclusive looks. Persistent influencer avatars embedded in Closet Shak's platform, serving as 24/7 stylists and shopping guides.

Use Case: GB2 – Betting App

- **Current State:** Betting app where you bet on sports and games. The platform offers odds and promotions, many new users find betting terms confusing and the experience intimidating. This creates a barrier to onboarding and reduces long term engagement.
- **Enhancement with Digi:** GB2 can offer users a guided and interactive experience. The avatar can walk through odds, explain betting terms, and highlight promotions in a conversational way. The avatars can be themed, like sports personalities, celebrity crushes, or just approachable personas so trust is built between the guide and the fan. Customers get a human-like guide that makes the experience simpler and more engaging. Overtime, avatar can adapt to the user's betting style and offer tailored tips/suggestions.
- **Strategic Opportunity:** Betting will feel more interactive and personalized and appeal to new bettors who want to learn and understand, with an engaging experience. For experienced bettors, avatars can be customized with advanced insights, live odds commentary, or themed tie-ins with teams and leagues. This will allow GB2 to differentiate themselves and have a high retention environment that is social and educational.
- **Monetization Potential:** Users who feel more confident are more likely to continue playing. Offer a VIP avatar guide with advanced tips and promotions. Partner with teams, leagues, or brands to have themed avatars that promote campaigns.

Use Case: HYLI Cocktail & Mocktail Drops

- **Current State:** Hyli makes cocktail drops that are zero calories, sugar and carbs to give customers a healthier way to enjoy drinks. Hyli depends on packaging, influencer partnerships, and ads to explain the value of its product. This approach is limited because customers don't always understand what the drops taste like or why they're healthier than traditional mixers.
- **Enhancement with Digi:** A digital avatar of a wellness influencer, mixologist, or lifestyle creator could show customers how Hyli works. Avatar can demonstrate the drops and explain the health benefits that makes the product stand out on social media. On social media and live shopping platforms the avatar can respond to customer questions like what they can mix Hyli in for the best results or how will these drops make the alcohol taste worse. This is an always available authentic and engaging guide to sell product.
- **Strategic Opportunity:** Hyli can get real product demonstrations without relying on influencer availability. This enables consistent marketing across digital platforms and live shopping events. Hyli is not only a modern, wellness-forward beverage company but engages customers in an interactive way.
- **Monetization Potential:** Increase conversion rates through avatar tutorials on website and social media. Launch exclusive recipe series or "virtual mixology classes" hosted by Hyli's avatar driving engagement or subscriptions orders. Embed Hyli into retail partner platforms (Amazon live, Uber Eats) to provide 24/7 interactive demonstrations.

Use Case: Parker's Farm Fishing Rod Ad

- **Current State:** Fishing brands mostly rely on ads and celebrity shoutouts to promote gear. They also struggle with creating engaging experiences of being outdoors, on the water, and in the field. Consumers see products in studio settings that don't mirror how they would actually use the product.
- **Enhancement with Digi:** Parker's avatar is standing on a farm pond, wearing cowboy boots and a baseball hat on a hot summer day. He is fishing with the product showing casting, reeling, and how the fishing rod works. Viewers can interact directly with the avatar asking questions about the rod works, looks, etc. The avatar responds conversationally, blending product details with Parker's personality.
- **Strategic Opportunity:** This creates an interactive product demo. It creates a virtual environment where customers watch AND participate. The fishing rod is showed in moments of summer, farm, and casual fishing making it relatable to rural, outdoor, and recreational consumers. Brands gain deeper engagement while Parker's avatar builds trust by answering real-time questions.
- **Monetization Protentional:** Sponsored campaigns where fishing brands pay for avatar-led interactive demos. Seasonal campaigns that include live Q&A and product tutorials. Persistent avatar presence integrated in a brand's website acting as a year round fishing guide and product **advisor**.

Use Case: Partner with ShopMy – Influencer Marketplace

- **Current State:** ShopMy connects influencer with brand partnerships and helps them monetize off product recommendations. The platform depends on influencers limited time and availability to create content, manage their storefronts, and engage with audiences. This limits scale and reduces the ability to maintain shopper engagement.
- **Enhancement with Digi:** ShopMy could have an always-on influencer marketplace where avatars of influencers showcase products directly in their digital storefronts. Influencer avatars could model clothes, demo beauty products, or recommend wellness items. They could also actively answer questions like why they like the specific brand. This creates an interactive shopping experience.
- **Strategic Opportunity:** ShopMy could extend its platform beyond affiliate links into immersive shopping. Avatars enable influencers to scale their presence without a lot of effort while brands gain more compelling product showcases. Themed activations like seasonal drops, live events, or brand sponsored campaigns can help ShopMy position itself as the first marketplace where shoppers interact directly with influencer avatars.
- **Monetization Potential:** Increase conversions on influencer storefronts by integrating avatars demos and Q&A. Introduce premium ShopMy tiers for influencers who want avatar storefronts (subscriptions). Branded marketplace campaigns where multiple influencer avatars participate and co-host digital shopping events.