

* Pizza at the events is a cost factor since it’s a free resource sponsored by us  
  -> though it’s not too expensive since the company making the pizza is probably owned by myself and so costs are only labor and ingredients. (50 Pizzas cost us around 112€ (labor -> 2 people, 4 hours each, 14€/h) + 70€ (ingredients) so around 182€ in total)
* Rent for the area where we host the events AND rent for the company’s own working area
* Employees (at least 3-5 full time employees -> around 12-20k€/ month)
* If it counts as costs: Funds for the Web3.0 Start Ups
* Possibly some speaker only come to the event if they receive a payment so that could be a cost factor
* **Physical:**  
  -> PIZZA  
  -> physical space where we can organize the meetups
* **Intellectual:**  
  -> Lawyers that help our company and the funded Web3.0 Start Ups with legal questions  
  -> We are dependent on (mostly) digital resources to get the latest news from which we can learn and share with our community
* **Human:**  
  -> Employees from various areas like development, design, writing/ journalism, and marketing (steadily building up digital/ physical following required)  
  -> (Wo)Manpower during events – people that make Pizza and serve beverages  
  -> Network of people who already work in companies that are developing solutions in the area that can further help the Start Ups we are funding (experts in the field)  
  -> Speakers at the events and for the podcast
* **Financial:**  
  -> Financial resources to fund Web3 Start Ups
* **Speakers** at the events and in the podcast  
  -> People that have a lot of business experience either in the “classical corporate life” combining that with fields from the Web3 space or people who have been deeply in the Web3 space for a long time and have a lot of experience to talk about
* **Employees** – without them all the work cannot be done
* **VCs** that function as experienced business (wo)man and have experience dealing with other companies  
  -> we as the co-founders of the brand/ company can and will learn a lot from these people
* **Pizza company** that provides us with the best Pizza (possibly my own pizza company with people I will employ making the pizza)
* Not directly partners but kind of:  **Digital news resources** from Twitter, Instagram, LinkedIn, email, etc.
* **All the people from our network** that are somehow rooted in the Web3 space – symbiosis between them and us (The get to know more people from the space through our network and have the chance to talk on our events and we profit from their knowledge and their network effect)
* **Core-team (Co-Founders)**

**Always spreading the vision of the future of the internet, we strongly believe will be Web3**

* **Individual People:**  
  -> contact speakers, plan & manage events (Pre-, Core-, Post-stage), host Q&As/ AMAs and organize the making of PIZZA (“outsourced” to my own Pizza company to keep the costs low)
* **Existing established companies:**  
  -> One-to-one consultancy in a space that suits this activity  
  -> Hire and advise blockchain related developers, designers and marketers that can operate on the projects and the given tasks/ goals
* **Small Businesses/ Start Ups:**-> hold meetings with them and connect them to experts and companies from your network  
  -> mentoring sessions remote or physically for business related questions  
  -> Prepare payments as the VC  
  -> generate business models together
* **General:**  
  -> search latest news and put them into the newsletter  
  -> manage content for social media (graphically and content)  
  -> be physically present in the local community and spread the own vision  
  -> be reachable through different channels (mainly social media) and be involved into relevant discussions  
  -> Contact speakers for the Podcast and other social mediums  
  -> Pre-, Post- and the core-production of the podcast  
  -> Do financial accounting for the business  
  -> Define goals and keep track of existing goals -> keep vision present  
  -> Hire/ Search for new employees and hold job interviews (do these people suite to the vision and the values of the company?)
* E-Mail-Newsletter + Newsletter via other platforms such as LinkedIn (regarding news in the Web3 space + event announcements)
* Podcasts (talks with interesting people from the space + event announcements)
* Different Social Media Channels such as Twitter, Instagram, LinkedIn, Tiktok, Facebook, etc. (development of the brand + new goals that were reached/ deals that were closed + event announcements)
* Discord Group since a lot of people from the space can be found there (general but digital one-to-one discussions with the community + event announcements)
* **Individual People:**  
  Community -> these people expect a one-to-one relationship. They want to get inspired and possibly use our network as an enabler to start their own project with other community members
* **Existing established companies:**  
  These people/ companies want dedicated personal assistance as they need consultancy
* **Small Businesses/ Start Ups:**  
  Dedicated personal assistance as they need consultancy, mentorship and access to our companies’ network

1.0

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Michel Heimes

Web3 Ecosystem (Events, Funding, Founding)

* Unlikely but maybe at some point we would earn money hosting the events  
  -> Especially for greater events like a trade or an exhibition that’s organized by us  
  -> This would most likely only be a relatively smaller revenue stream
* Most revenue is planned to be earned in the long term through funding other Web3.0 Start Ups and their growth.
* In the future we would potentially also found own projects in the context of the brand which could then become revenue streams.
* Probably the earliest income stream will come from our consultancy activity.
* Most companies/ individuals would be paying in fiat money but since it suits the domain, crypto payment could be introduced as well.
* **Individual people** who are interested in interesting new topics, great talks and fantastic free pizza
* **Individual people** who are generally interested in visionary tech-topics and that are wondering what the next evolutionary step in the history of the internet is going to be like
* **Individual people** who are already interested in the topic and want to dive deeper into it + get to know more people in the space and connect IRL (in real life) to start projects together or just talk about it and the latest developments
* **Established companies** who are planning to integrate/ migrate their existing business model or parts of it into Web3 but need consultant help.
* **Small businesses and Start Ups** from the Web3 Space that need help building their business (financially, mentorship, network, etc.)

Newness, Design, Brand/ Status, Conviction for their brand and trust in their products

Spreading our Web3.0 vision

* **Individual People (at the events + Podcast listeners):**  
  -> offering them a (physical) place to network with like-minded people which does not really exist right now (locally)  
  -> offering a low-threshold entry level into the topic for newbies who are confronted with the topic on social media and maybe even at their job and who are overwhelmed by the mass of information  
  -> Offering a digital space to gain information and also to discuss about the topics from wherever you are on the world, knowing that the community behind it is real and based on a legitimate project/ company.  
  -> delicious and free Pizza during the events  
  -> offering a place and access to exclusive talks and information regarding the development of the space
* **Existing established companies:**  
  -> Helping them to go with the time and integrate complex technological blockchain-related-features into their company (consultancy)
* **Small Businesses/ Start Ups:**  
  -> Giving them access to a wide network of businesses and experts in the field  
  -> Supporting their business developments with a mentorship  
  -> Boosting their opportunities with VC funds