

# THROUGH THE CLUTTER

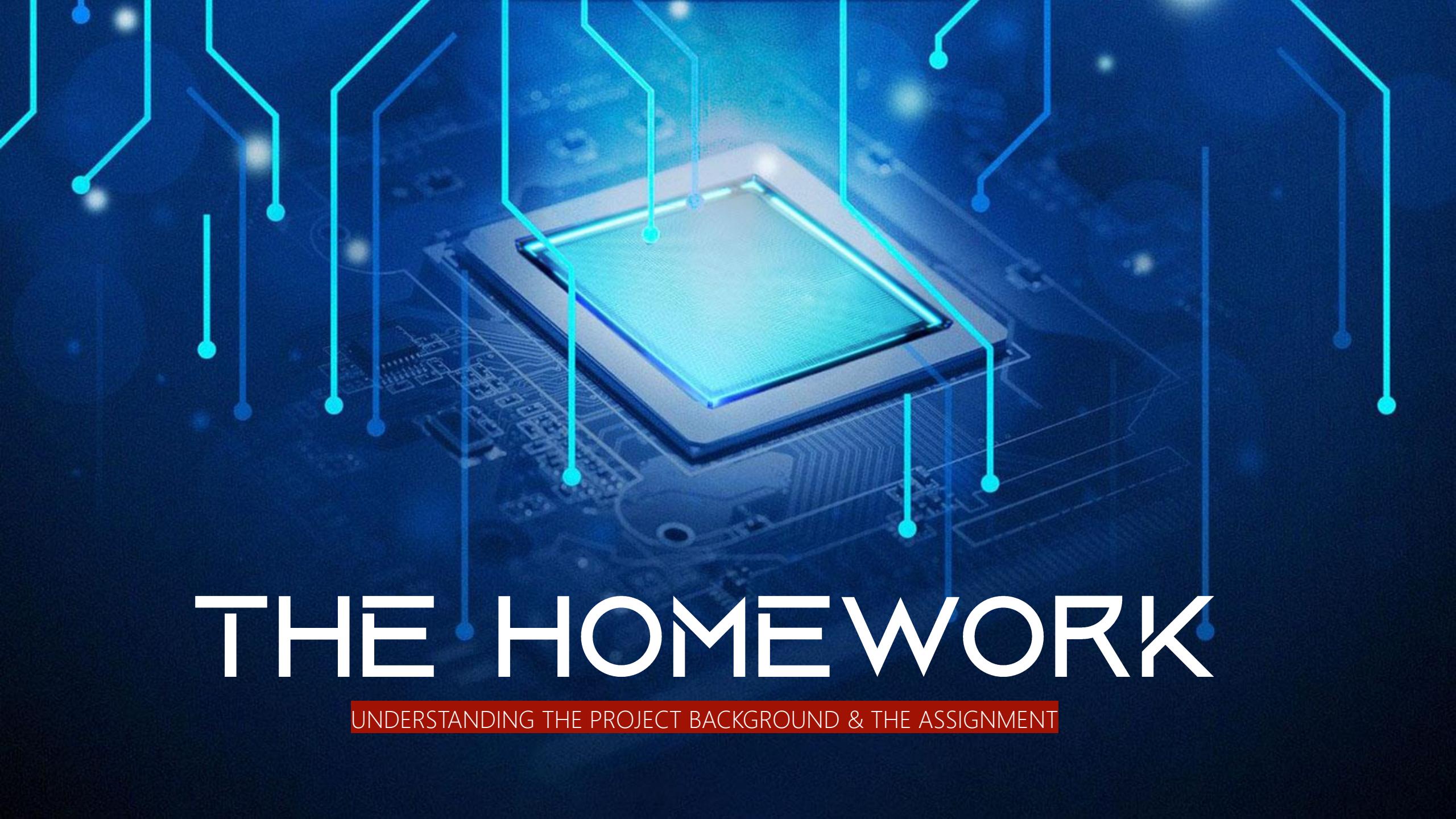


A Brand & Business Blueprint for  
NFT SEAROCK LLC, Designed To  
Carve A Niche For The Brand In  
The Visibly Cluttered NFT Global  
Market Place.

# THE PYRAMID OF THINGS

The Table of content as distributed in the proposal



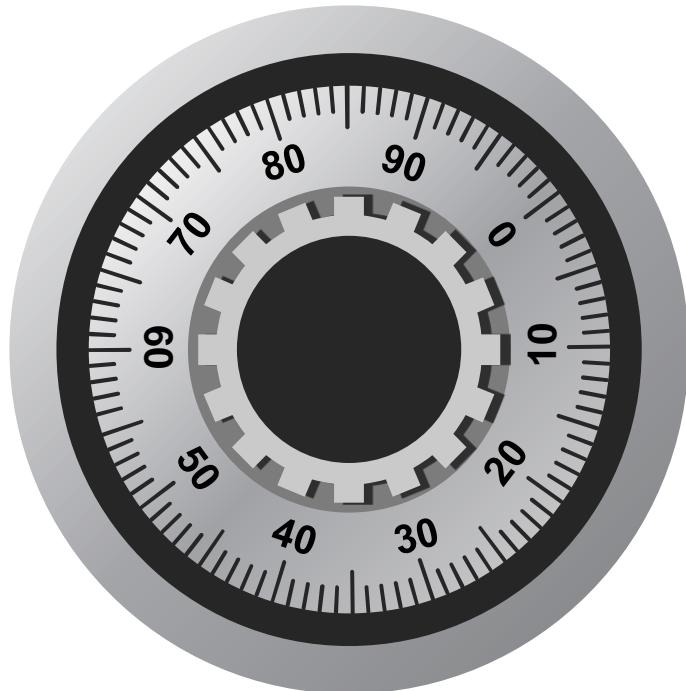


# THE HOMEWORK

UNDERSTANDING THE PROJECT BACKGROUND & THE ASSIGNMENT

# PREFACE

This is a brand creation blueprint for NFT SEAROCK LLC and within this PROPOSAL are a collection of thoughts and ideas that will help achieve the following;



1. Design a Brand and Business Strategic Direction for the NFT SEAROCK LLC
2. Develop a Brand Image for NFT SEAROCK LLC (Iconography & Rendition)
3. Create a desirable Brand Positioning for NFT SEAROCK LLC
4. Engender Brand Affinity between NFT SEAROCK LLC and the TA
5. Design a Business Roadmap for NFT SEAROCK LLC that captures key steps and goals within a span of 10 Years.

This blueprint seeks to create a soul, heart and face for NFT SEAROCK LLC.

# CLEAR BRIEF

**BRAND INTENT:** NFT SEAROCK LLC is an online marketplace for the minting, buying and selling of NFTs with the intent of driving superior services to its prospective consumers locally and globally



**TASK -** NFT SEAROCK LLC needs a business development plan that fully articulates the brand's service premises, unique selling point and key brand's information.

In response, this assignment will be addressed in an itinerary that first analyzes the NFT Market, describes the intended target, introduces the brand and unveils the designed business blueprint for NFT SEAROCK LLC



# THE BAZAAR

UNDERSTANDING THE MARKETPLACE, KEY COMPETITORS, GROWTH DRIVERS & FUTURE PREDICTIONS

# NOTION OF FUNGIBILITY

“Fungible” describes a good that can be easily swapped for another good within the same asset class. Cryptocurrencies like Dogecoin and Ethereum are fungible as well — you can easily exchange one Bitcoin for another without stepping on any toes.

Non-fungible, on the other hand, describes a one-of-kind, unique good that can’t be readily exchanged for another good within the same asset class. Non-fungible tokens are also indivisible (i.e., they can’t be divided into smaller denominations in the same way that a dollar can be split up into four quarters).

NOW ENTER NFT...

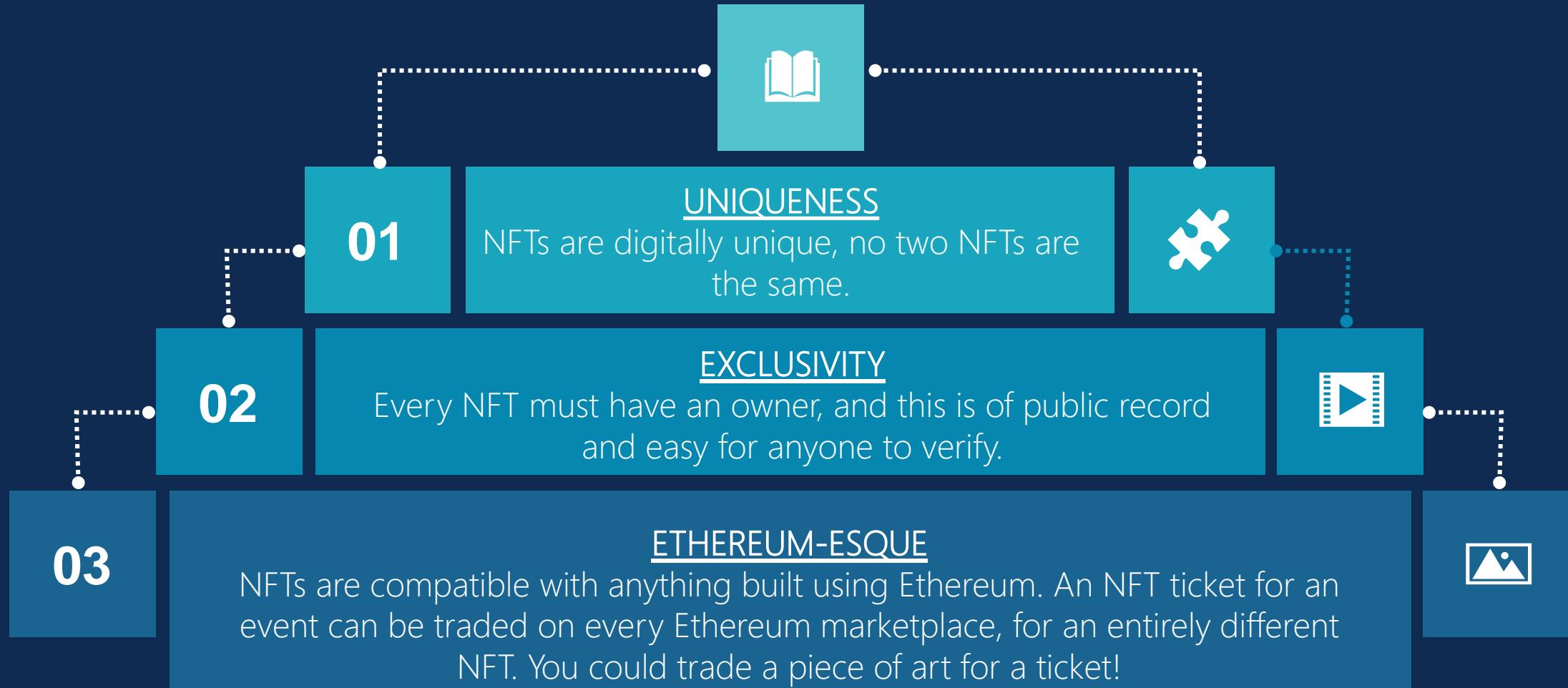


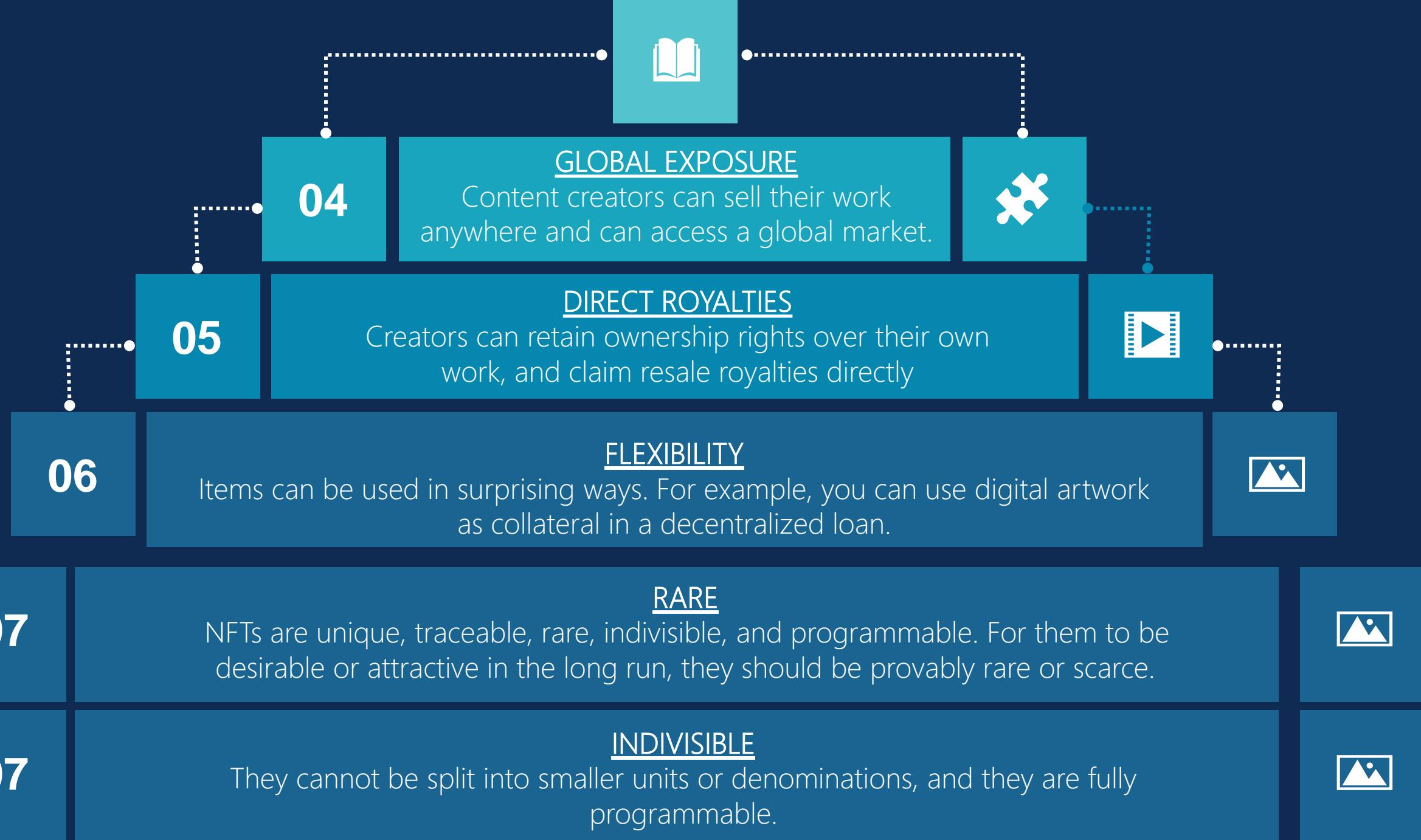
# UNDERSTANDING NFT

## NFT STANDS FOR NON-FUNGIBLE TOKEN

- NFTs are tokens that we can use to represent ownership of unique items. They let us tokenize things like art, collectibles, even real estate.
- They can only have one official owner at a time, and they're secured by the Ethereum blockchain – no one can modify the record of ownership or copy/paste a new NFT into existence.

# STATEMENT OF FACTS





# EXAMPLES OF NFTS

TANGIBLE

DEEDS TO  
A CAR

DESIGNER  
SNEAKERS

TICKETS TO A REAL-  
WORLD EVENT

INVESTMENTS &  
COLLATERAL

- TOKENIZED INVOICES
- LEGAL DOCUMENTS
- SIGNATURES



ARTWORKS

DIGITAL ART

COLLECTIBLES

GIFS

VIRTUAL  
AVATARS

MUSIC

VIDEO GAME  
SKINS

GAMING ITEMS

VIDEOS

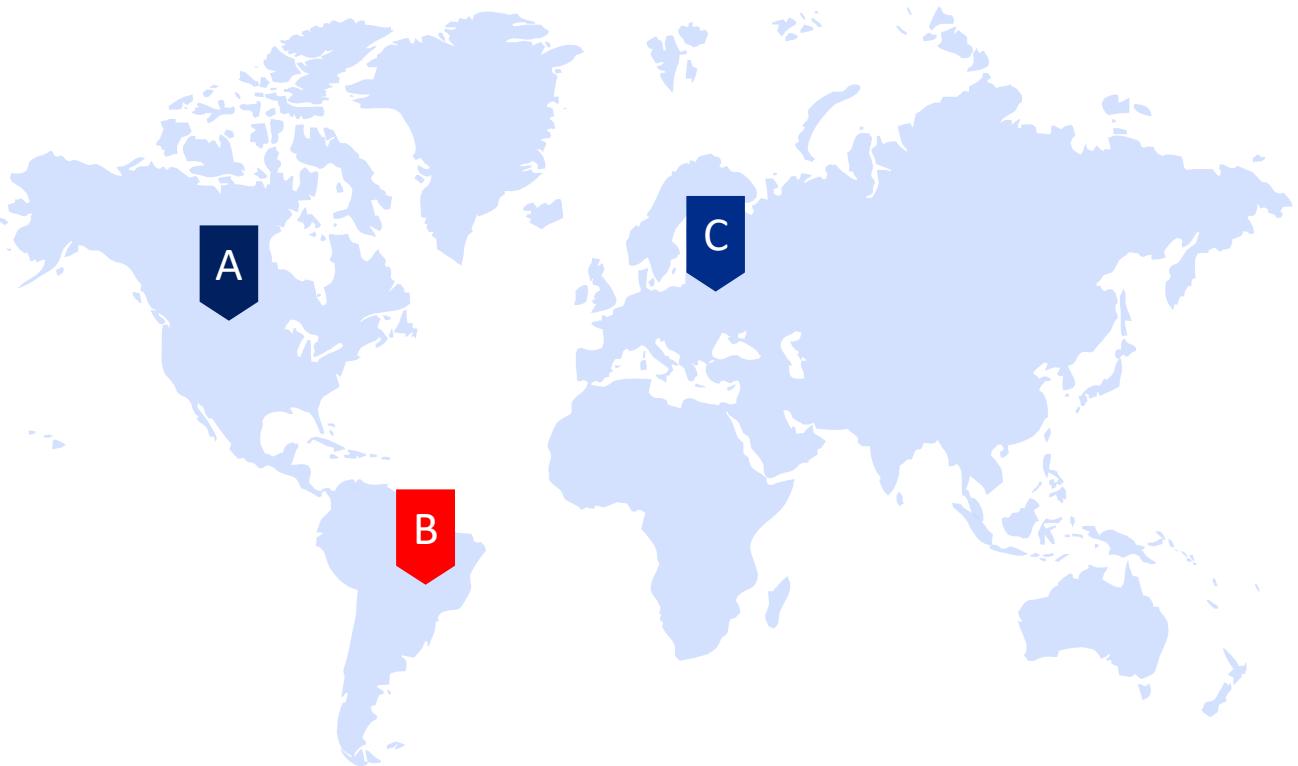
DOMAIN NAMES

SPORTS  
HIGHLIGHT

INTANGIBLE

# MARKET OVERVIEW

The global Non-fungible tokens market was valued at \$250 million in 2020 and is estimated to develop with a booming CAGR between 2021 and 2026.



Non-Fungible Tokens are individually unique digital assets which are held on certain block-chains, mainly Ethereum but also others such as Matic, Flow, Wax, and others.

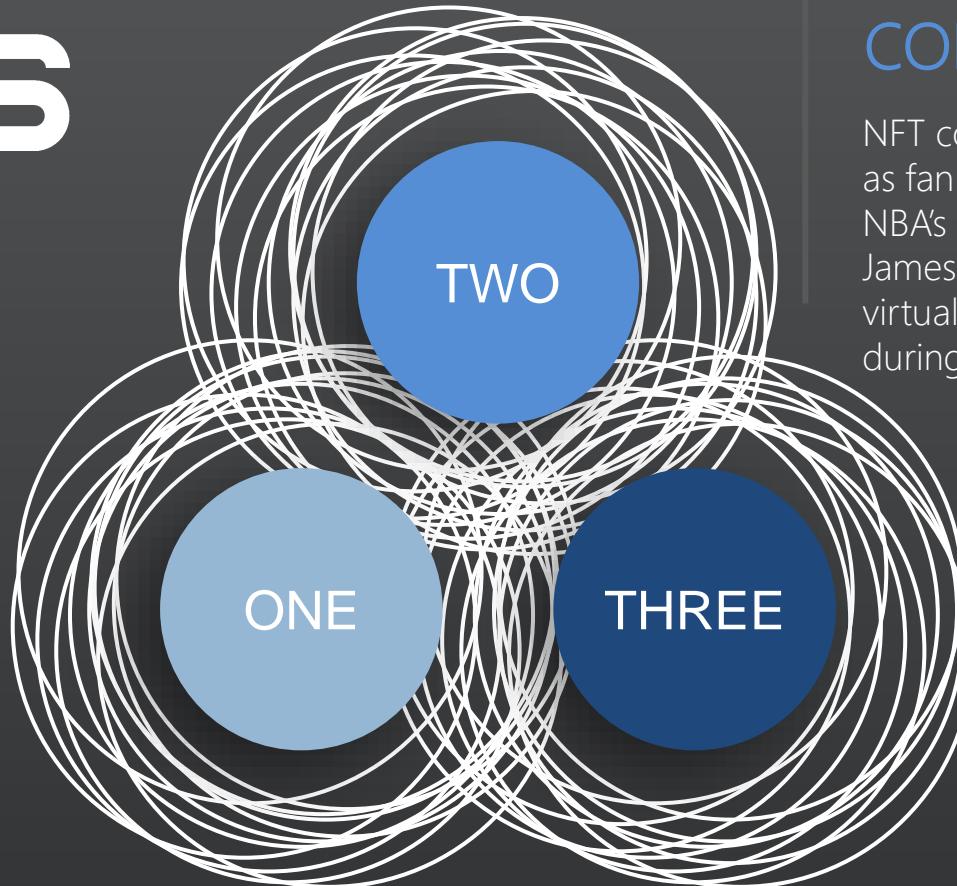
NFT not only exists in a digital space but crucially they can also represent any type of physical asset, acting as a kind of 'digital twin' to anything existing in the real world and enabling the ownership and exchange of physical possessions within digital marketplaces.

True ownership is one of the defining key components of any NFT and, as the digital economies continue to thrive, there are high chances of NFT to play a pivotal role in bringing the digital and physical worlds closer to one another than they have ever been before.

# MARKET DRIVERS

## DIGITAL ART

NFT is being considered as future of ownership by its users. All kinds of property – from event tickets to houses – will eventually have their ownership status tokenised in this manner. The idea of having an ownership of digitally created content is estimated to drive the market. The main driver for the growth of NFT market is digital art.



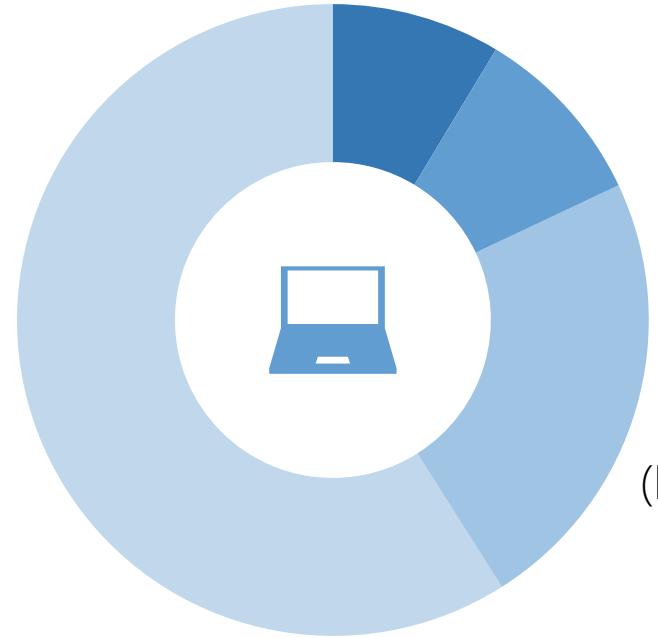
## COLLECTIBLES

NFT collectibles market will increase considerably as fan engagement will increase. For instance, NBA's Top Shoot blockchain product of LeBron James highlight sold for \$200,000. The Metaverse, virtual real estate, trading will considerably increase during the forecast period.

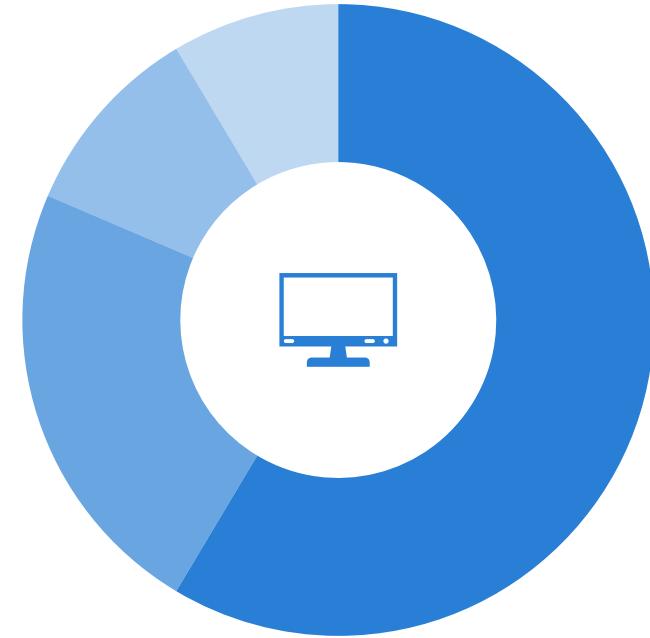
## PUBLISHER

Gaming Industries are coming up with innovative advance games such as Strategy Role Playing Game, where the user can create a game character and using NFT can get the ownership of created character which later can be put up on sale on various marketplace (Rarible, OpenSea, etc.).

# MARKET SEGMENTATION



PRIMARY MARKET/SALE  
(Based on first and original sale of an asset)



SECONDARY  
MARKET/SALE  
(Based on first and original sale of an asset)

NFT market is primarily divided into two segments:  
**Primary Market/Sale & Secondary Market/Sale**

# MARKET SEGMENTATION



## NON-FUNGIBLE TOKENS MARKET - PRIMARY MARKET/SALE

Primary market/sale is determined by the first and original sale of an asset and secondary market/sale is determined by the sale of the asset occurring after the initial primary market sale.

At present, the digital art and sports segments contributes to the maximum share of the primary market. As digital artists are becoming aware of the Non-Fungible Tokens and the concept of ownership of the digital art, they are putting their digital art for sale on various NFT marketplaces. Owing to this reason the primary market of digital art is estimated to grow considerably during the forecast period.

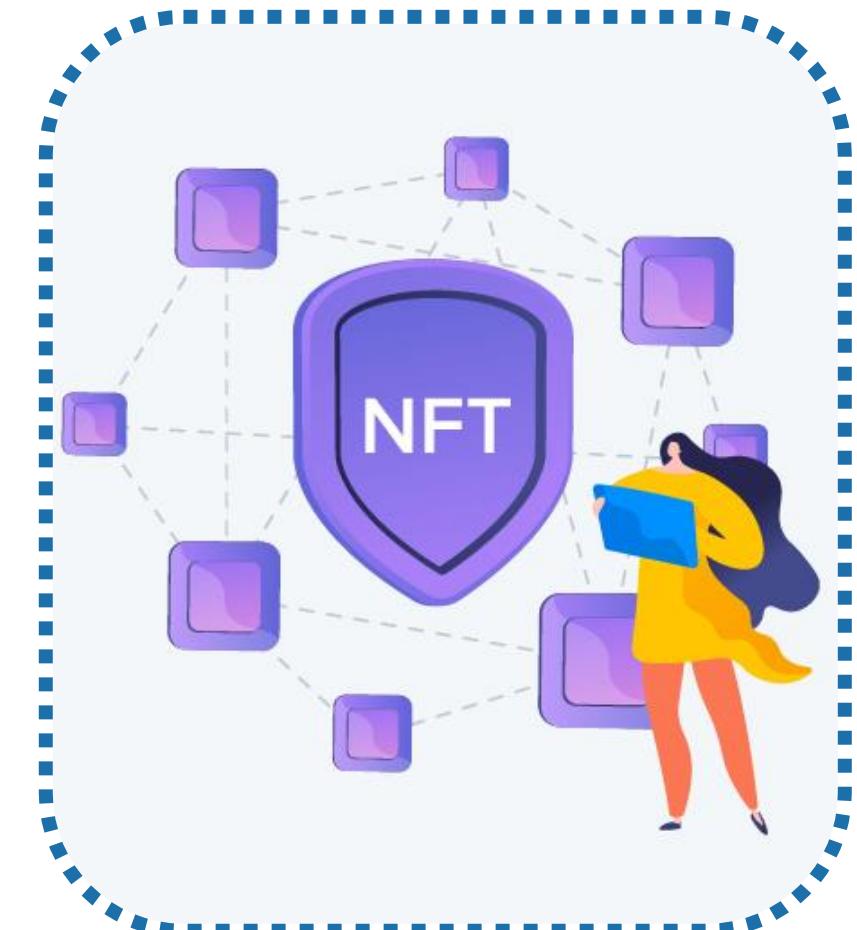
# MARKET SEGMENTATION

## NON-FUNGIBLE TOKENS MARKET - SECONDARY MARKET/SALE

The secondary market will continue to remain very limited as work of digital art is considered as a holding asset by the buyer for getting good ROI in the long run.

Sports segment is rapidly gaining momentum as sports industries are realizing the potential of blockchain technologies. For instance, amid COVID-19 pandemic, in year 2020 Sorare; a fantasy game of soccer, where players buy, sell, trade, and manage a virtual team with digital player cards; observed a sale of \$5.7 million (US).

The primary market of sports segment is observing an upsurge but in coming years the sports segment is estimated to reach a maturity point and at this point the NFT market of sports will be driven by secondary sales market.



# MARKET SEGMENTATION



## NON-FUNGIBLE TOKENS MARKET - SECONDARY MARKET/SALE

The gaming segment currently is in its mature state as more than 75 % of the trades are made on the secondary market. But still the gaming market still has significant growth potential.

The collectibles segment has also reached its maturity state, but unlike gaming segment the collectibles segment tokens are issued significantly on the primary market i.e., about 70% of the total collectible's sale and trade on secondary market is relatively few.



# REGIONAL ANALYSIS



## NORTH AMERICA

Non-fungible token market has continued to gain steam in the U.S., as brands like Gucci have rolled out digital-only sneakers and artists like Beeple have set records by way of multi-million dollar auctioned-off artworks. The NBA partnered with Canadian-based Dapper Labs, makers of the CryptoKitties game, to make its version of a collectible digital asset. NBA Top Shot is a crypto-collectible consumers can purchase as a non-fungible token (NFT).

In Europe, France is buzzing with NFT startups amid this pandemic.

In March 2021, NFT startup Arianne, which certifies ownership of virtual luxury goods, raised €9m in VC. That came just two weeks after NFT-based fantasy football platform Sorare raised a €40m round of VC led by International A-list investors such as Benchmark and Accel.

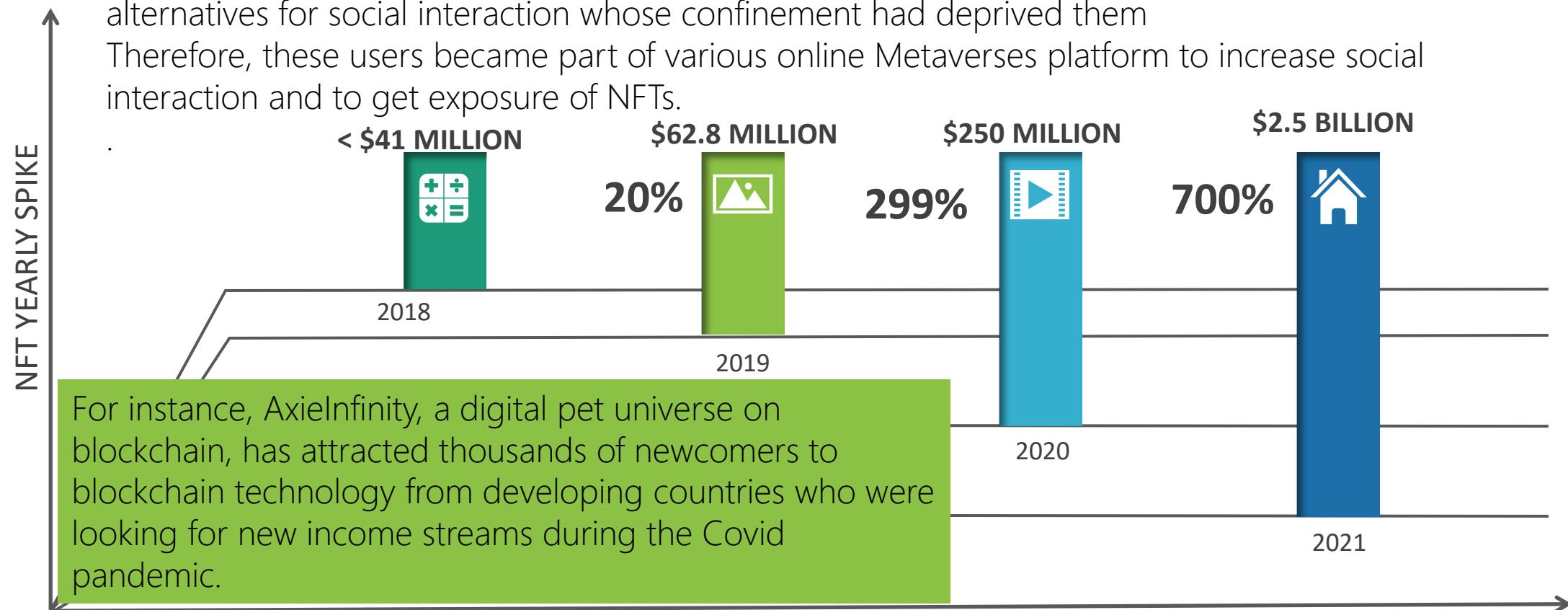
# REGIONAL ANALYSIS



In Asia, Indian company WazirX, the country's Bitcoin and cryptocurrency exchange & trading platform, announced that it will launch a non-fungible tokens (NFT) marketplace for Indian artists and creators for the auction of their digital assets and earn royalties. NFTs are becoming a trend in China but the Chinese art market has an extremely poor understanding of crypto art, and Chinese NFT artists have a lot of catchup work to do compared to its western counterparts. And moreover, the impact of Chinese regulations, which are particularly stringent when it comes to the crypto space.

# THE COVID SPIKE

The Covid-19 pandemic has forced populations into a more sedentary lifestyle due to generalized lock-downs across the world. These populations, of all ages and of all origins, have had to find alternatives for social interaction whose confinement had deprived them. Therefore, these users became part of various online Metaverses platforms to increase social interaction and to get exposure of NFTs.



According to NonFungible.com; in 2020 the NFT market grew by 299% as compared to 2019. And Reuters reported that NFT sales volume surged to \$2.5 billion in 2021 first half.

# POPULAR NFT MARKET





OpenSea

## OPEN SEA

Open Sea is the world's first and largest digital marketplace for crypto collectibles and non-fungible tokens (NFTs). On the platform you can Buy, sell, and discover exclusive digital assets.

This peer-to-peer platform bills itself a purveyor of "rare digital items and collectibles ranging from Art, Music, Domain Names, Virtual World, Trading Cards, Collectibles, Sports, Utility

## RARIBLE



Similar to OpenSea, Rarible is a democratic, open marketplace that allows artists and creators to issue and sell NFTs.

It gives a platform to the artists and collectors to create, collect, and trade digital collectibles.

RARI tokens issued on the platform enable holders to weigh in on features like fees and community rules.

## TOPPING THE CHART

SuperRare is a marketplace to collect and trade unique, single-edition digital artworks. Each artwork is authentically created by an artist in the network and tokenized as a crypto-collectible digital item that you can own and trade.

You can think of SuperRare like Instagram meets Christies. A new way to interact with art, culture, and collecting on the internet!



## SUPERRARE

Find and trade everything from rare digital art and branded crypto-collectibles, to digital fashion and gaming items you can use in multiple games.

Enjin provides the end-to-end solution needed to launch NFT projects that help you generate new revenue streams and accelerate your company's growth

## ENJINMARKETPLACE



# THE GLOBAL GIANT

# REASON TO BELIEVE

## GENERATE REVENUE

With millions in transaction since 2017, we'll help you generate revenue on our platform — from direct sales to secondary sales

## REACH MILLIONS

With over thousands of users and followers, we can help you reach a large audience of collectors

## SPEND LESS

Compared with other NFT marketplaces, we have lowest fees in the space allowing you to spend less with your created collection



GAS-FREE MARKETPLACE

With our multiple blockchains support, create, buy and sell NFTs without paying any gas fee

## ROBUST FEATURES

With the most powerful way for users to buy and sell NFTS, we offer the most advanced features

## BREADTH OF CATEGORIES

With over thousands of collections, we are proud to host the widest range of categories, ranging from digital to physical NFTs

# Top NFTs

The top NFTs on OpenSea, ranked by volume, floor price and other statistics.

Last 7 days

All categories

All chains

AS SEEN ON OPEN SEA'S WEBSITE.  
The NFT Collection topping the chart is the art blocks curated and  
CryptoPunks.  
This ranking is based on volume ,  
floor price and other statistics like  
the owners and Assets that fall  
within this collection

Collection	Volume	24h %	7d %	Floor Price	Owners	Assets
1 Art Blocks Curated	15,623.6	+46.92%	+227.91%	1.6	7.2K	39.2K
2 CryptoPunks	15,005.78	-51.97%	+55.60%	---	3.1K	10.0K
3 Sneaky Vampire Syndic...	10,717.58	+177.69%	+1341.07%	1.11	4.8K	8.9K
4 Galaxy-Eggs	7,764.6	+602.71%	---	0.98	5.0K	10.0K
5 Bored Ape Yacht Club	7,177.47	-71.90%	-32.16%	39.49	5.5K	10.0K

## Top projects

[VIEW MORE MARKETS >](#)

Name	Volume 7d (USD)	Last 7d sales	Volume all time (USD)	All time sales
 Art Blocks	\$70,996,104	7,539	\$943,307,473	206,107
 CryptoPunks	\$51,135,397	134	\$1,303,366,517	18,531
 Bored Ape Yacht Club	\$27,349,324	360	\$575,869,000	43,465
 Cyberkongz	\$12,700,755	401	\$46,482,190	2,817

A similar report on Non-Fungible.com showing the top NFT projects across different marketplaces is an indication that the Art Collection and CryptoPunks currently stands as the most sought after or traded NFT. As seen Above, within the past 7 days the Art Blocks volume currently stands at a volume of 70,996 US Dollars, whilst the CryptoPunks is at a volume of 51,135 US dollar. The All-time value of CryptoPunks is higher than that of the Art Blocks collection, which means that these two has been alternating first and second positions for a while.

# PRICE & VALUE RANGE



As far as price or value is concerned, NFTs fall under the following 3 groups.



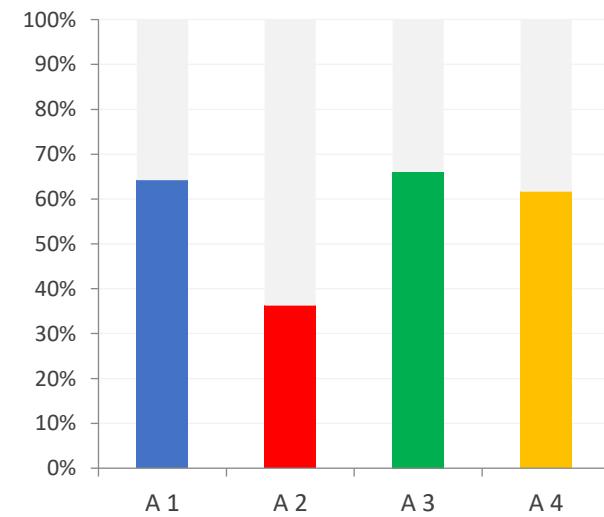
Those whose values fluctuate between \$1 and \$50:  
Axie Infinity and Known Origin



Those whose values fluctuate between \$50 and \$300:  
Crypto Space Commander,  
CryptoPunks & CryptoVoxels



And those whose values remain over \$300:  
Decentraland.



# NFT PROFIT

## Average Profit of NFT Platforms



The average profit of NFT platforms could not be located in the public domain. All that can be found in the public domain is information on service fees and gas fees, sales on NFT platforms, and how NFT platforms make money.

NFT platforms or marketplaces earn money by charging sellers service fees, which range from 2.5% to 7.5% of sales. Some NFT platforms charge buyers a service fee as well, with the fee reaching at most 3% of the sale price.

Both OpenSea and Rarible, two of the leading NFT marketplaces, charge sellers a fee of 2.5%.

# KEY TAKEOUT

# 1

## CONSISTENT SPEED AND GROWTH

Sure, NFTs are still relatively new, and their practical use is still limited. However, people love them and are willing to spend on them. These are sure indicators that they're here to stay. The NFT Market Has Witnessed year on year growth with the best impression recorded during the COVID-19 Era and Post COVID-19 era, which is a further attestation to the profitability that NFT holds.



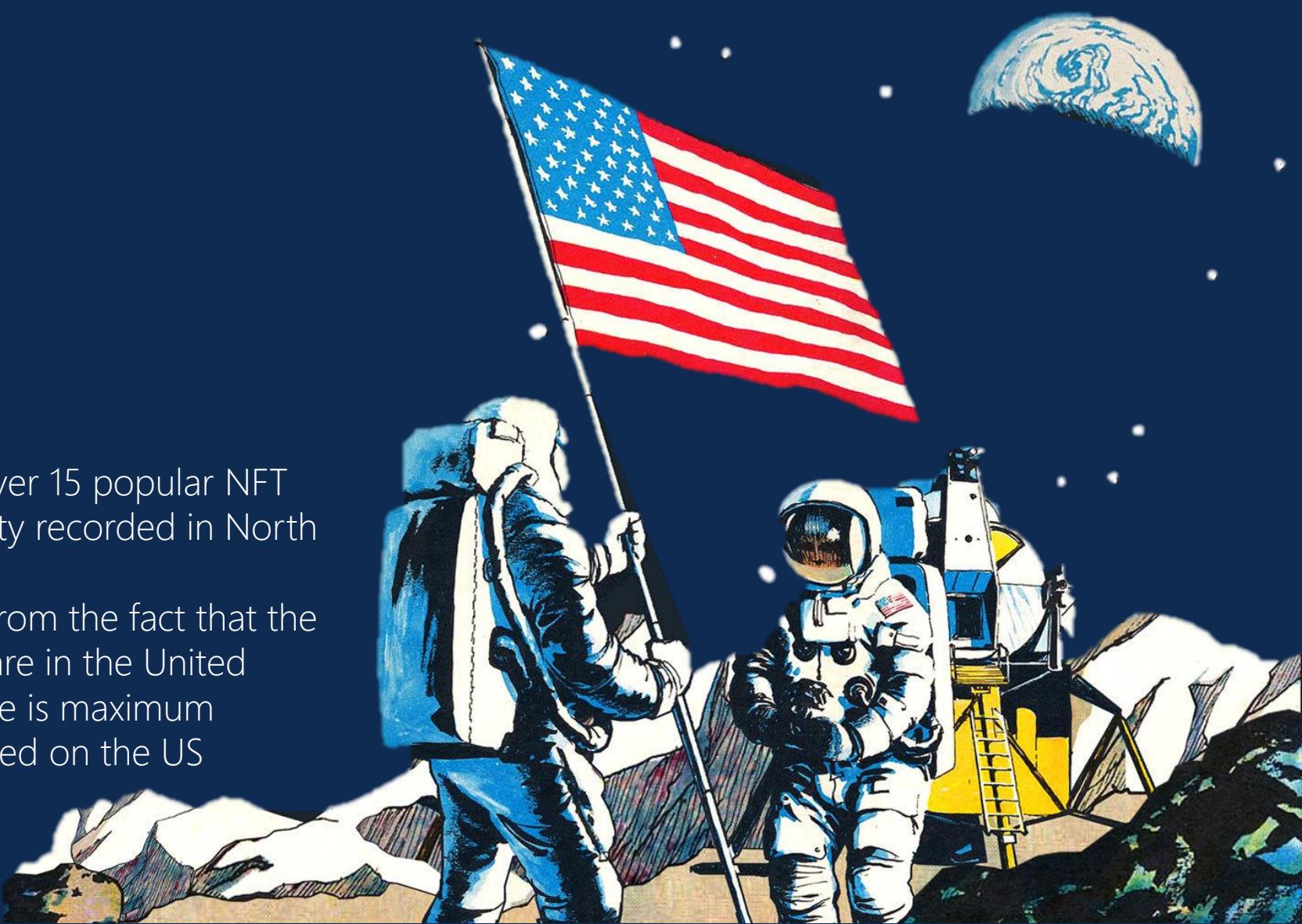
# 2

## LOVED IN THE STATES

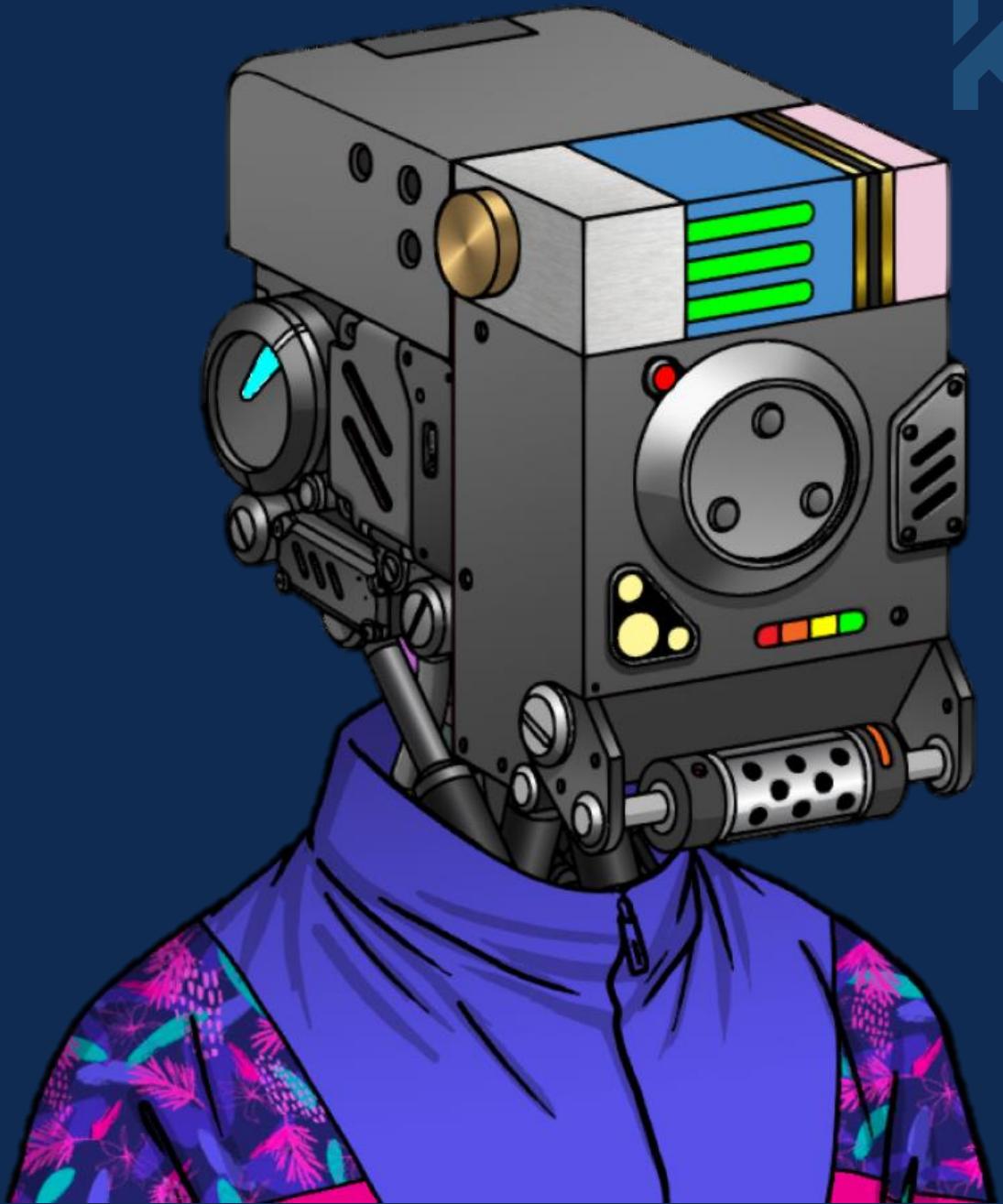
The market is currently cluttered with over 15 popular NFT market places with the highest popularity recorded in North America and Asia.

The popularity of NFT in the US stems from the fact that the biggest consumers and patron of NFT are in the United States. The implication of this is that there is maximum potential for any new NFT market focused on the US market.

# KEY TAKEOUT



# KEY TAKEOUT

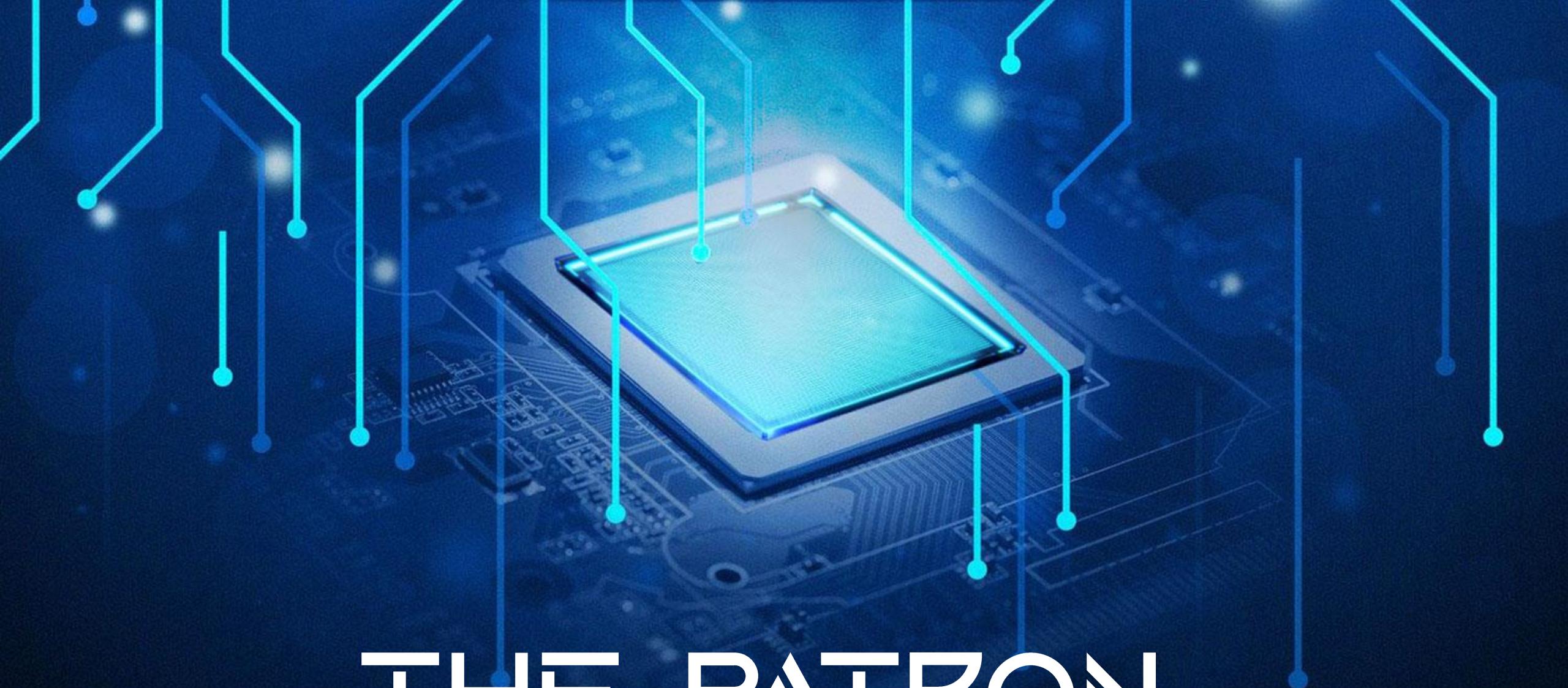


3

## UBIQUITOUS SERVICE OFFERING

There is a huge similarity in the traded assets as the market is being led by digital arts games and collectibles. New market places tend to copy viz-a-viz services of already existing market places leading to similarity in service offerings.

To make a difference, we counsel that any new entrant should have services around the most popular NFTs and have a new asset with potential and untapped just to set the brand apart whilst still playing relevantly.



# THE PATRON

UNDERSTANDING THE CONSUMERS OF NFT, KEY INSIGHTS & CHOICE DRIVERS

# Let's

meet

# OUR TRIBE

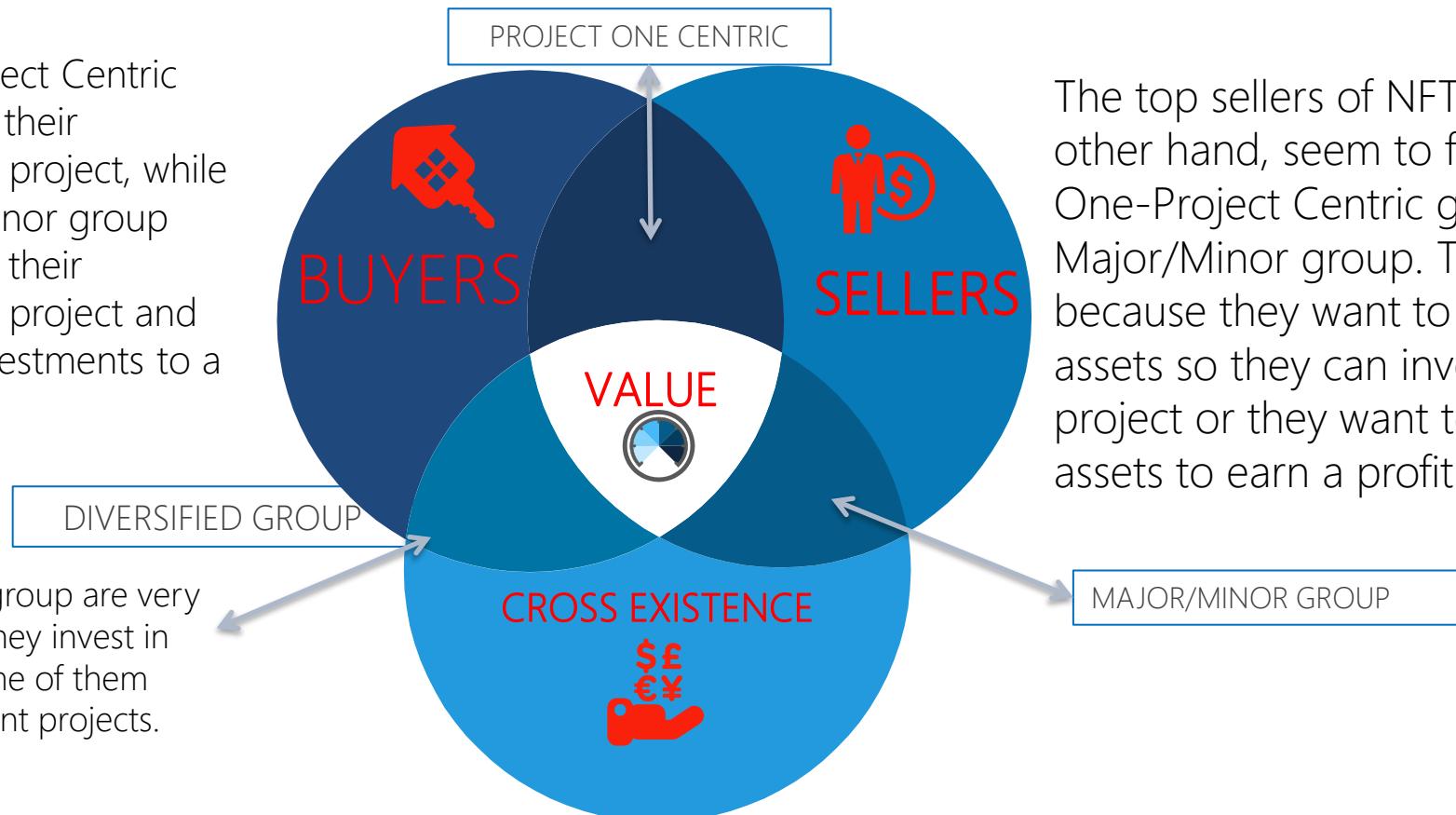
## OUR DEFINITION OF NFT TRIBE

The NFT Tribe is basically made up of Buyers and Sellers of NFTs and these includes Individuals and Businesses. Even though there are over 70 million cryptocurrency owners worldwide, the buyers and sellers of NFTs are few in number. In 2020, there were only 74,529 buyers and 31,504 sellers of NFTs.

# TARGET CLASSIFICATION

The top buyers of NFTs appear to fall into one of the following three groups:  
**The One-Project Centric, The Major/Minor, or The Diversified.**

Buyers in The One-Project Centric group allocate 100% of their investments to just one project, while buyers in The Major/Minor group allocate around 90% of their investments to just one project and around 10% of their investments to a few other projects.



The top sellers of NFTs, on the other hand, seem to fall into The One-Project Centric group or The Major/Minor group. This may be because they want to sell all their assets so they can invest in another project or they want to flip these assets to earn a profit.

Buyers in The Diversified group are very active in the NFT world. They invest in multiple projects, with some of them investing in over 10 different projects.

# TARGET BY ADOPTION

- The conversation around NFT has become even more popular in this year 2021, however it started a long time ago in 2015.
- Ever since the inception of NFT, there has been a yearly increase in the target audience base and this seem to be the trend as more people are getting aware of non fungible token.
- However in order to properly identify the ideal target for our brand, it is important to trace the audience history of NFT and classify the audience based on adoption speed whilst mapping out their demography and field of interest.
- The audience adoption level is split into two categories which are



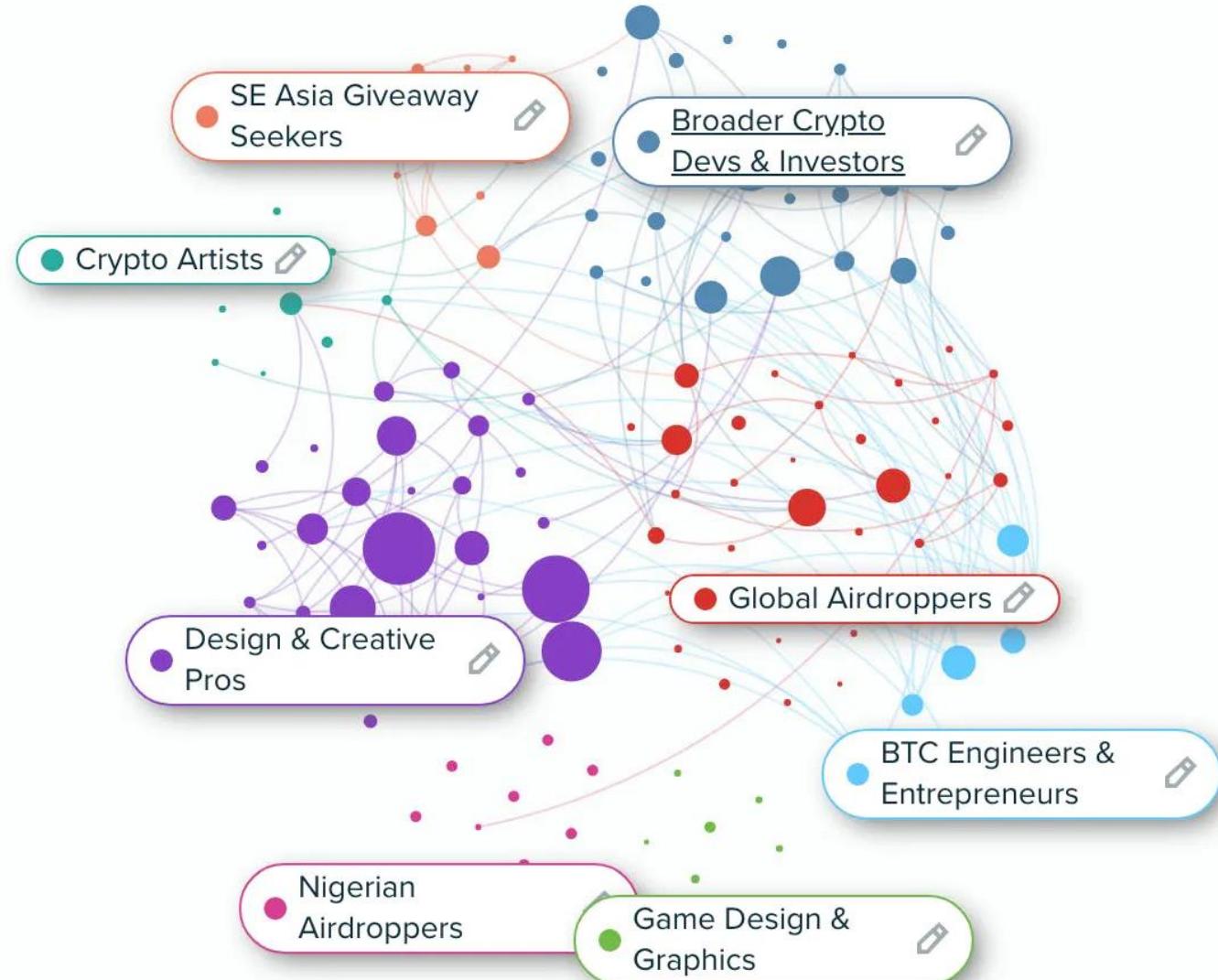
EARLY ADOPTERS  
&  
EARLY MAINSTREAM

# TARGET BY ADOPTION

## EARLY ADOPTERS:

Buyers and sellers of NFTs are largely limited to veteran or longtime users of cryptocurrency who are well-versed or knowledgeable in decentralized apps (Dapps).

As at the introduction of NFT, the first set of individuals who hopped on the bandwagon are Crypto Artists, Design and Creative Pros, Artists, BTC Engineers and Entrepreneurs amongst others as seen in the chart



# TARGET BY ADOPTION

## EARLY ADOPTERS – KEY INFO

The first creatives involved are visual artists (23% of the total). It's a distinctively digital cohort: one community of self-defined "crypto artists", a little older (age 25-34) who have been involved in crypto for some time - plus cohorts of videogame artists, graphic designers, and people working professionally in a design & illustration.

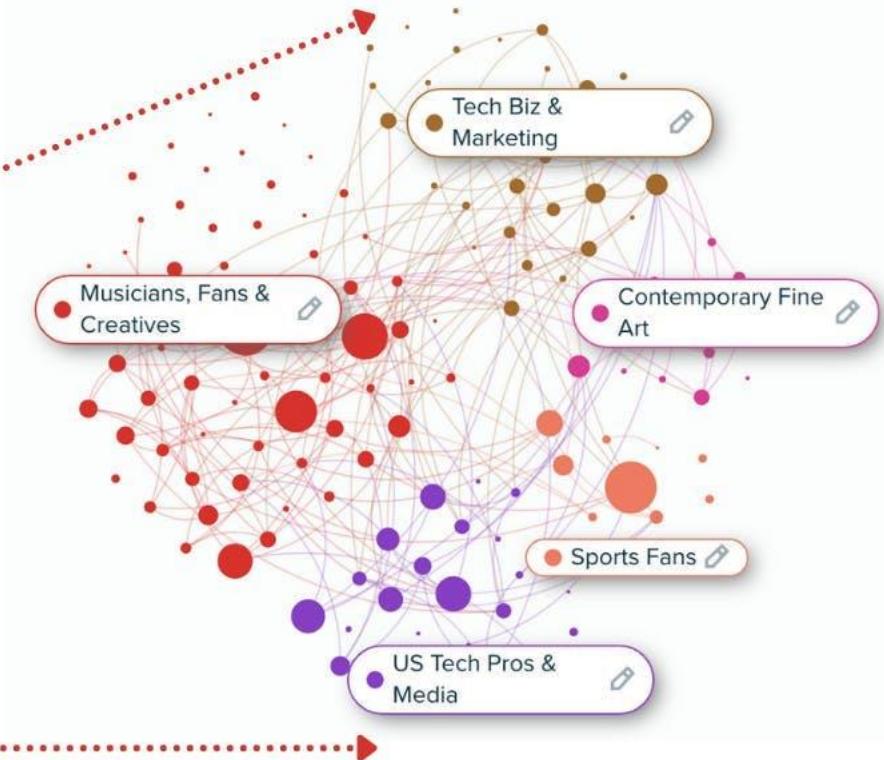
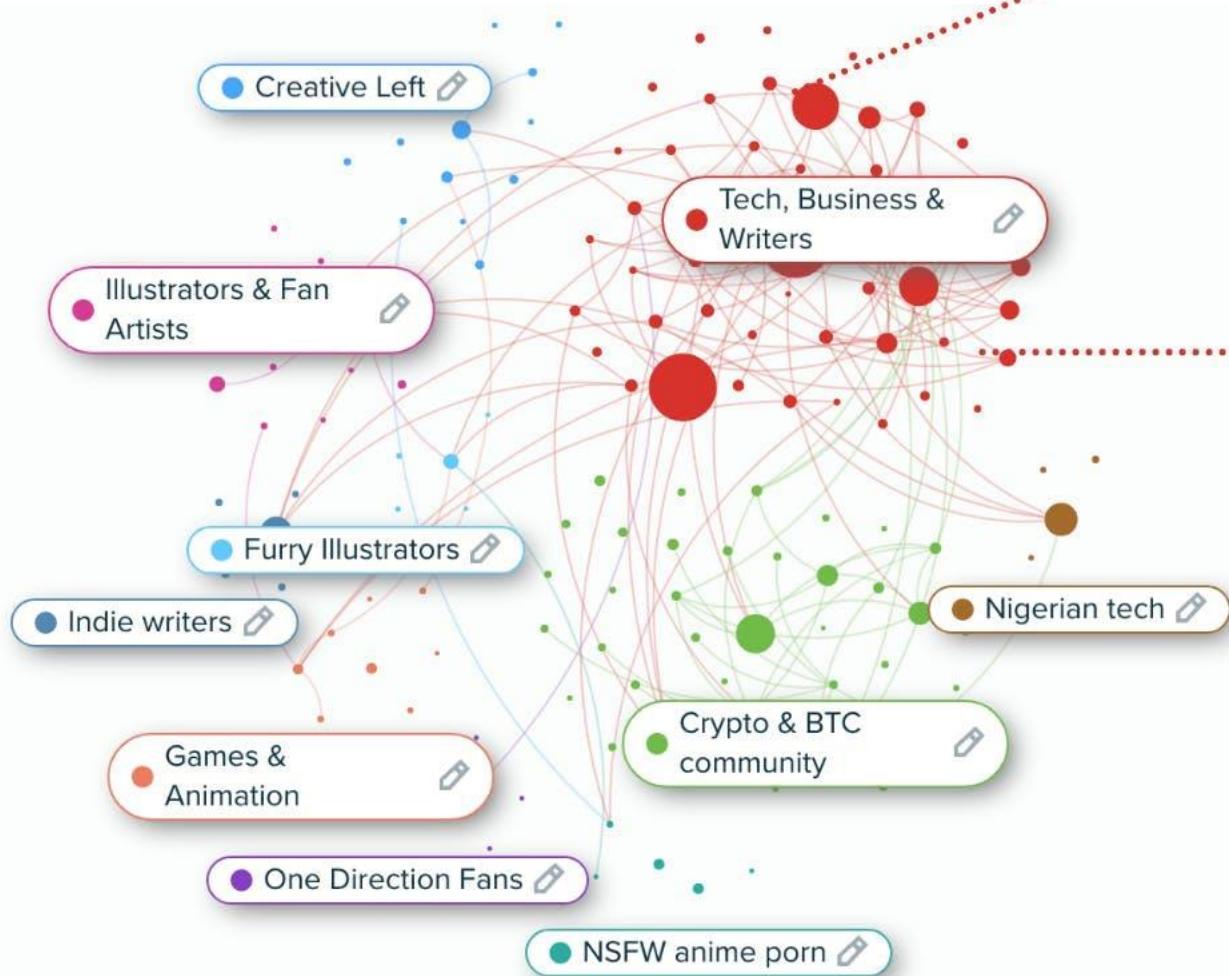
The creatives aren't a 'contemporary fine art' audience - with degrees from the RCA gallery representation and coverage in Frieze and Artforum and so on. Instead, their work has a distinctively digital aesthetic informed by videogames and sci-fi movies: neon-lit environments, smooth gradients, and pneumatic curves.

There's also a substantial proportion of freebie hunters (27% of the audience), looking for "airdrops" (crypto giveaways). These audiences use #NFT hashtags but do not appear actively involved in making or discussing NFTs: instead, it's a developing world audience (Nigeria, Indonesia, Philippines) looking to benefit from a wealth bubble.

Overall the audience is very young (47% or nearly half age under 25) and very male (77%)

# TARGET BY ADOPTION

## EARLY MAINSTREAM



As NFT became more popular, the patrons began to increase beyond just crypto entrepreneurs, games and art into fields like music, sports technology and even marketing.

# TARGET BY ADOPTION

## EARLY MAINSTREAM – KEY INFO

• Musicians & Music Fans start talking about NFTs, following the entrance of some big names into this space in March (Calvin Harris releasing an NFT collection; Kings Of Leon generating \$2M in NFT sales for their new album)

Sports Fans also join the discussion. Sports collectibles have been another coronavirus boom sector, as trading cards sold for records of \$5.2 million and \$4.6 million - and NFT video highlight clips generated more than \$150 million in sales in February alone.

Contemporary Fine Art is now visible as a community - as a more 'traditional' art audience who follow institutions such as MoMA, the Tate, the Guggenheim, and art media such as Artnet, Creative Review, and artforum, join the NFT discussion. On 28 March, GQ publishes a feature on how "NFTs are here to stay and the art world is having to catch up fast"

Overall, the NFT community has grown considerably during 2020, with the arrival of extremely large numbers of newcomers, resulting in very few veteran NFT holders.

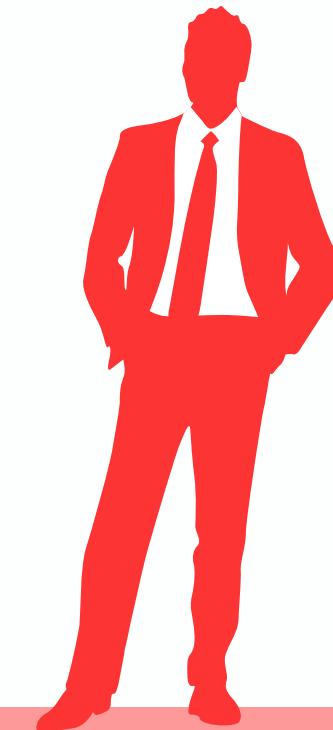
# OUR IDEAL CUSTOMER TAGGING

The target for our brand is double edged and this in actual terms refers to both the Buyers and Sellers of NFT.  
**SELLERS-**



## SELLERS

Digital Artists, Music  
Artistes, Graphic  
Designers, Photographers  
, Brands and Businesses



## BUYERS

Investors, Art Lovers,  
Gamers, Crypto  
Entrepreneurs etc.

# PROFILING HIM RIGHTLY



HIS NAME IS

## LUCKY DALE

FOR OUR IDEAL CUSTOMER

Longtime  
User of  
Cryptocurrency  
Knowledgeable  
in Dapps &  
Young at heart

Digitally inclined  
Artist(e),  
Looking for  
Expansion

Collectively, our customers have been monikered Lucky Dale  
When the need arise for a split, Lucky is the Buyer and Dale  
is the Seller.



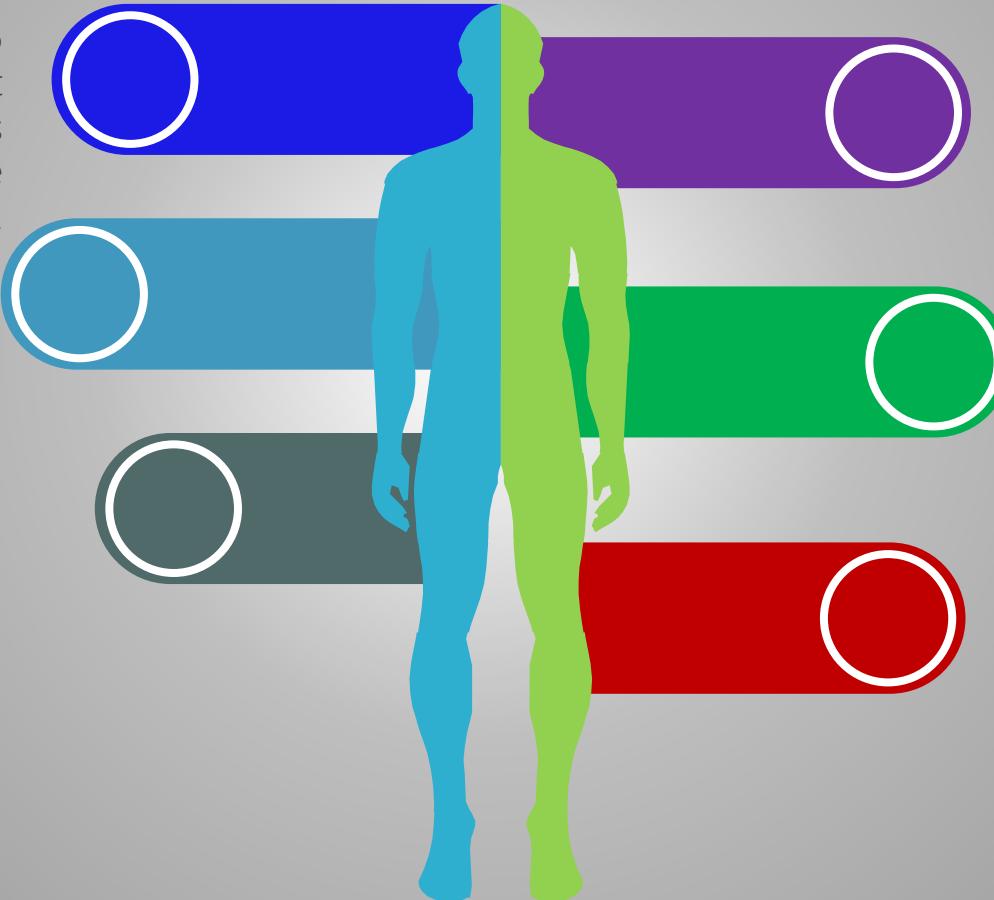
# PYCHO ANALYSIS

Male, Age Range between 23 – 35  
Lives in Dallas Texas but is very conversant about things happening outside his environment given the global village authenticated by the internet.

T.A is an entrepreneur and internet earner who started off through earning via the forex trading and consequently developed into being a crypto trader.

He is aware of the innovation around NFT and has jumped on the bandwagon following popular marketplaces to seed investments in.

He has so joined a number of NFT communities where trends and projections are discussed



They are highly digital. Being online is being Alive They are handy with tech and use this service both for convenience and functionality.

TA like to research before they jump on any marketplace or subscribe to a service or purchase due to the amount of time they spend online. He has a couple of tech enthusiast that he follows, and his decisions can be easily influenced by them. Referral is Huge to them.

TA are placing more value on long-term memories achieved from the consumption of experiences than on the short-term satisfaction they get from the consumption of products.

THE

CONVENIER

UNDERSTANDING THE NFT SEAROCK LLC BRAND

# MEET THE BRAND

A marketplace developed to meet consumers need of minting, buying and selling of NFTs.

The brand was incorporated in June 2021 and is headquartered at Dallas Texas.

It will be open primarily for the minting of art content like avatar, digital painting, 3d models, illustrations, animations, GIF, memes. On NFT SEAROCK LLC, anyone can register and put up their contents for sale, and also register to buy assets.

## NFT SEAROCK LLC



A stylized, graphic illustration of a woman's face and upper body. She has long, flowing hair in shades of red and blue. She wears dark sunglasses and a red, high-collared jacket over a white shirt. Her pants are red with a blue belt. The style is minimalist and modern.

# BRAND REALITY

NFT S. LLC is a new NFT Marketplace incorporated in June 2021 and is headquartered at Dallas Texas, United States of America.

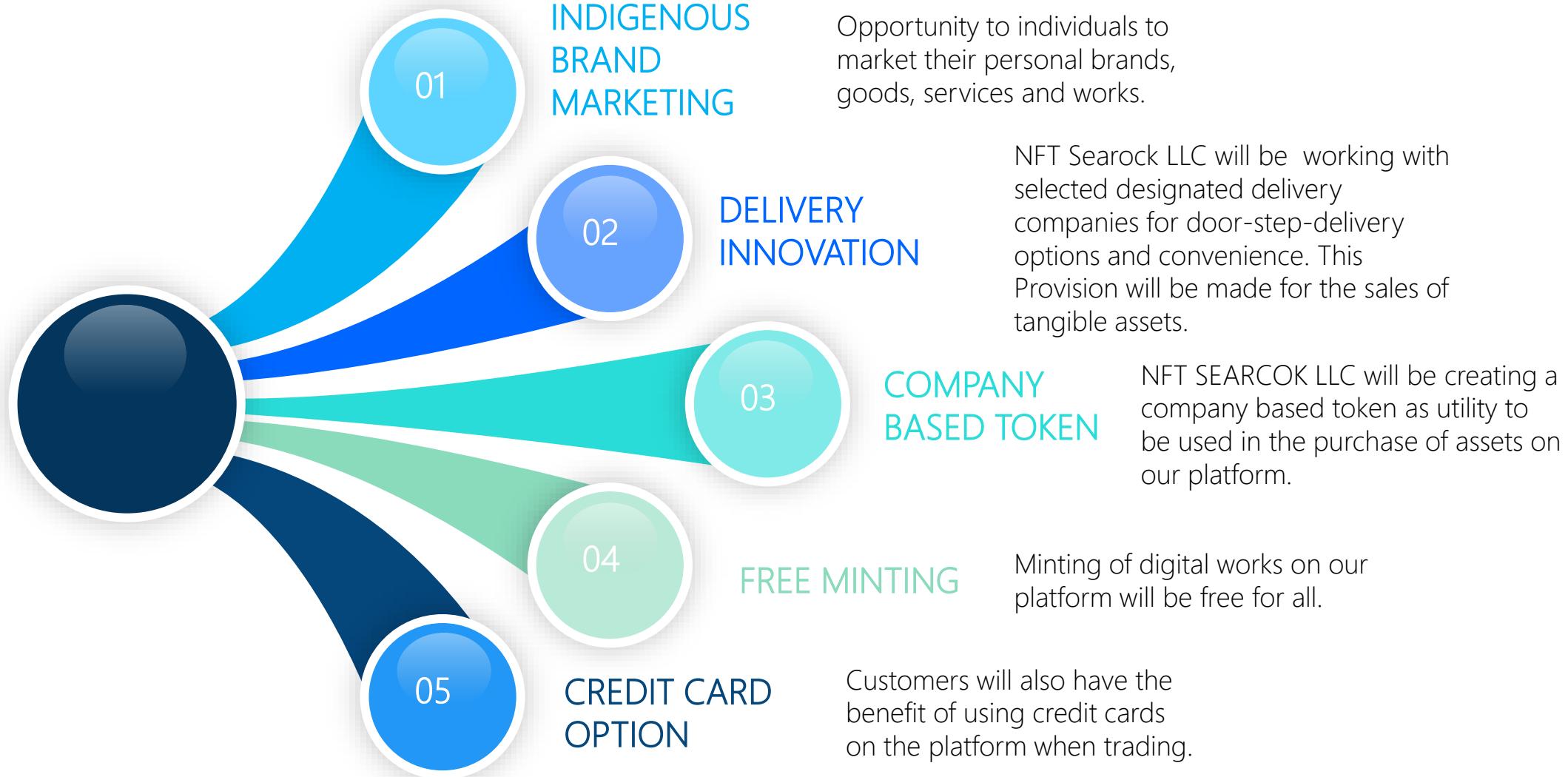
The brand currently has no face, no landing page and no customer base.

The business intends to kick off work through the digital creative art service premises. However, the business has plans to expand into tapped and untapped service premises through the introduction of product packages that will revolutionize the NFT market and the NFT consumer experience.

These premises include:

- The Minting of Music
- The Minting of Musical Videos
- Trading of Fashion Brands

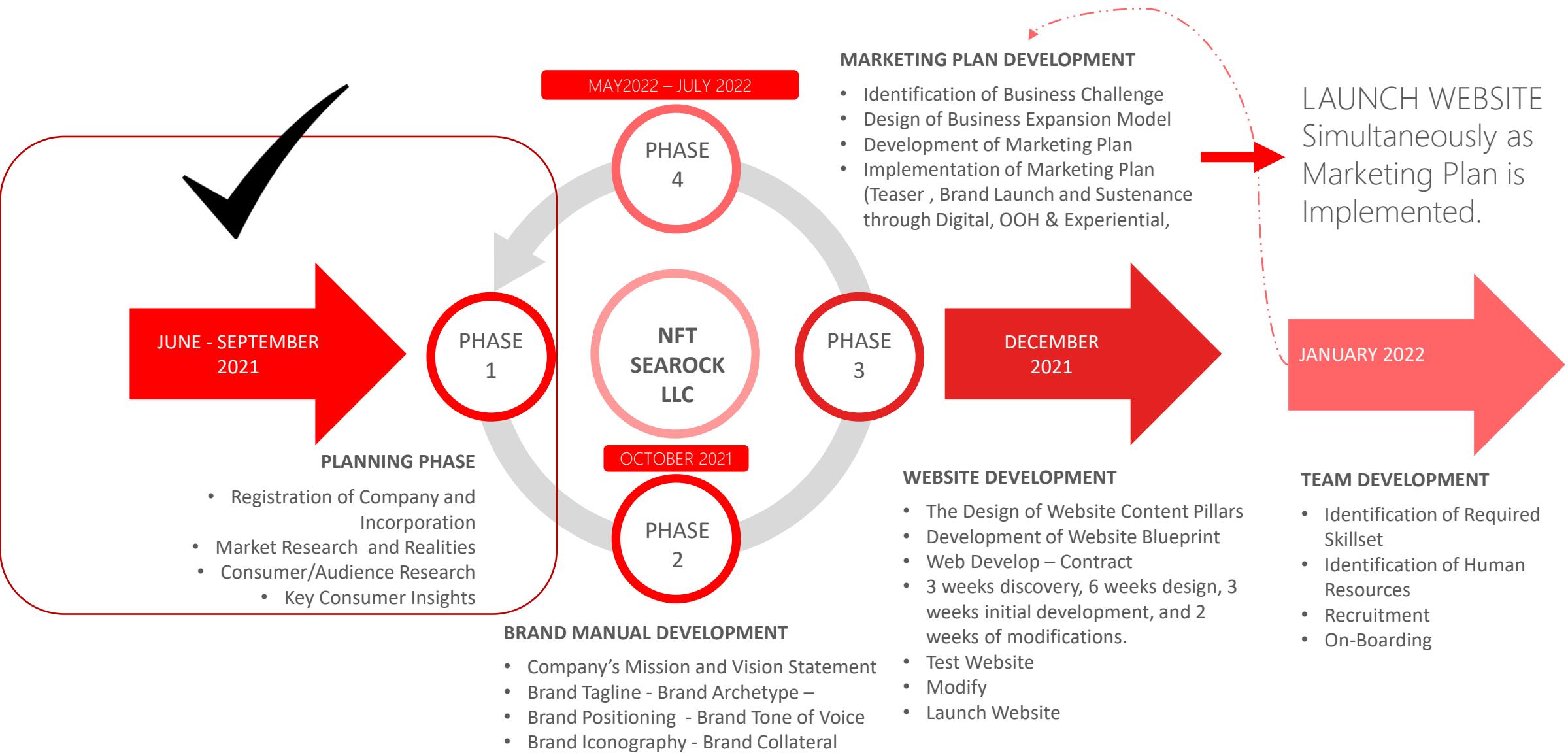
# CURRENT BRAND BENEFITS



# BRAND DEVELOPMENT TRAJECTORY



# BRAND DEVELOPMENT TRAJECTORY



ENTER  
**PHASE 2**  
OCTOBER 2021

INTRODUCING...



NFT SEARCH ROCK LLC

THE BUSINESS BLUEPRINT

# BRAND ARCHETYPE

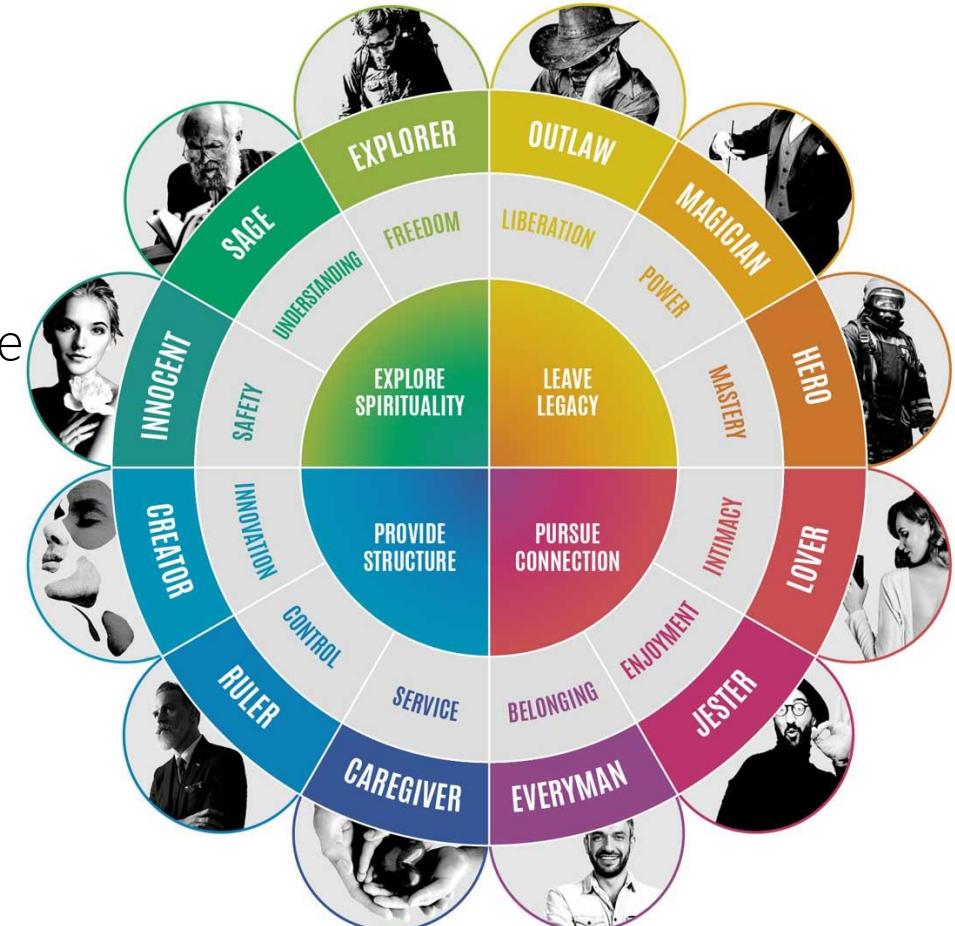
## BRAND IDENTITY CREATION

A brand archetype is a universally familiar character or situation that transcends time, place, culture, gender and age.

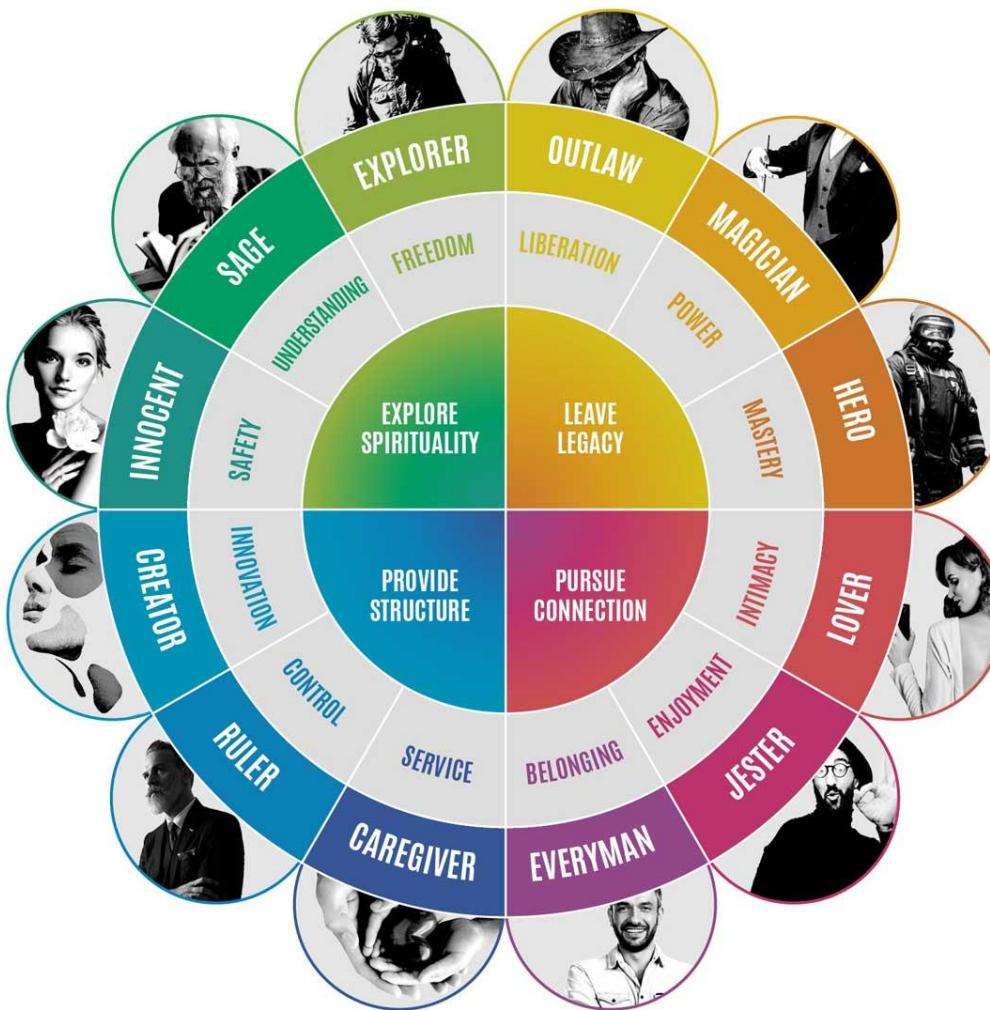
It represents an eternal truth more than just a (stereotypical) manifestation; a start point more than the finishing line and a brand's bedrock more than the characters in its advertising.

Alongside the brand personality, the brand archetype gives a brand a more human feel and the power to connect with your audience on a deeper level.

In simpler terms, the Personification of a brand is called Archetyping.



# BRAND ARCHETYPE



There are 12 existing brand archetypes

1. The Creator
2. The Innocent
3. The Sage
4. The Explorer
5. The Outlaw
6. The Magician
7. The Hero
8. The Lover
9. The Jester
10. The Everyman
11. The Caregiver
12. The Ruler.

# BRAND ARCHETYPE

## Identifying The Right Archetype

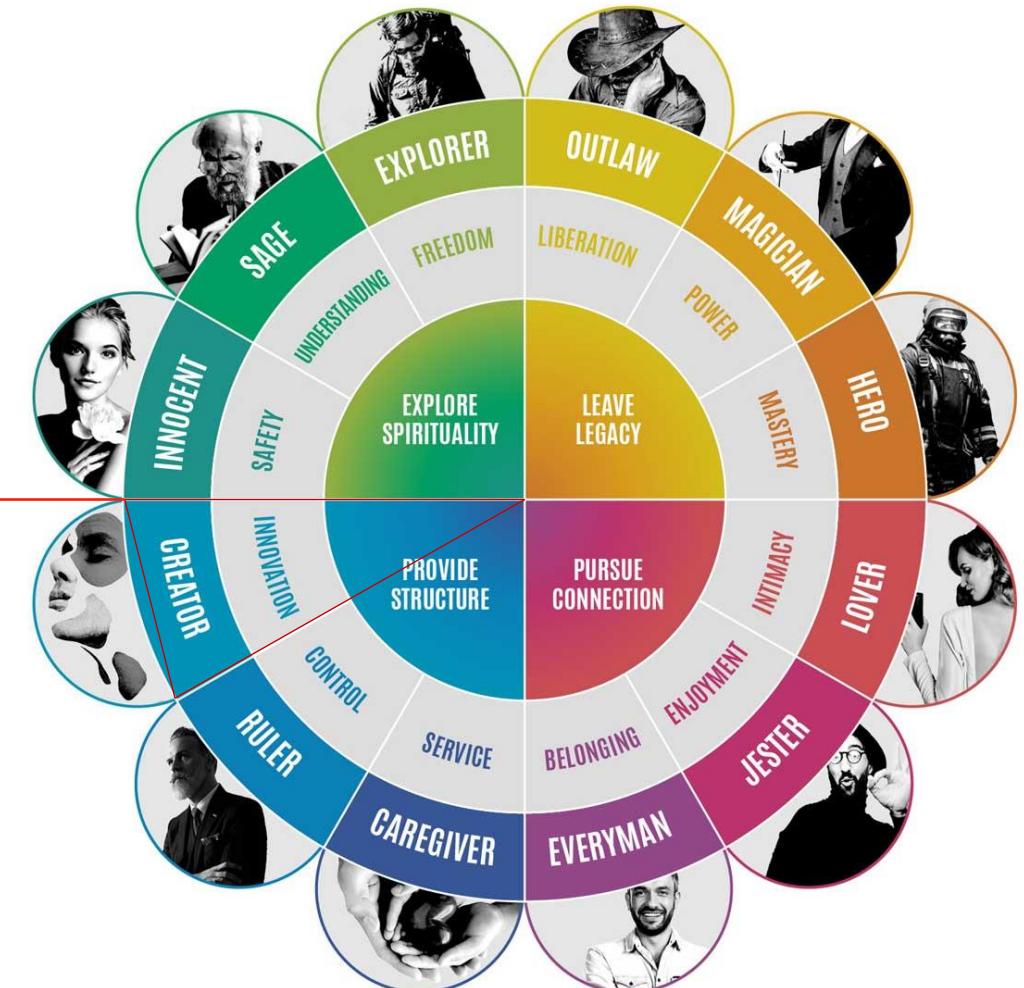
They are mainly driven by their core desire to produce and create exceptional and enduring works and inventions.

They are thinkers and the innovators who believe that if you can dream it,  
You can create it.

EVERYTHING BEGINS WITH AN IDEA

NOW MEET

THE CREATOR





# The Creator

 INNOVATION

 **If It Can Be Imagined  
It Can Be Created**

 BRAND VOICE       BRAND MESSAGE

*Inspirational*  
*Daring*  
*Provocative*

*See Potential Everywhere  
and Uncover Originality  
With Liberated Imagination.*

## CREATOR BRANDS



The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value.

They need to express themselves with their individual talent and strive to bring their vision to life through that expression.

Brands that provide the means or tools to express themselves creatively with freedom of choices would be well positioned with the Creator Archetype.

**The Creator Industries And Categories :**  
Arts, Design, Information Technology, Marketing, Writing. NFT SEAROCK LLC Falls under the Technology Industry and Category

# ARCHETYPE GUIDES

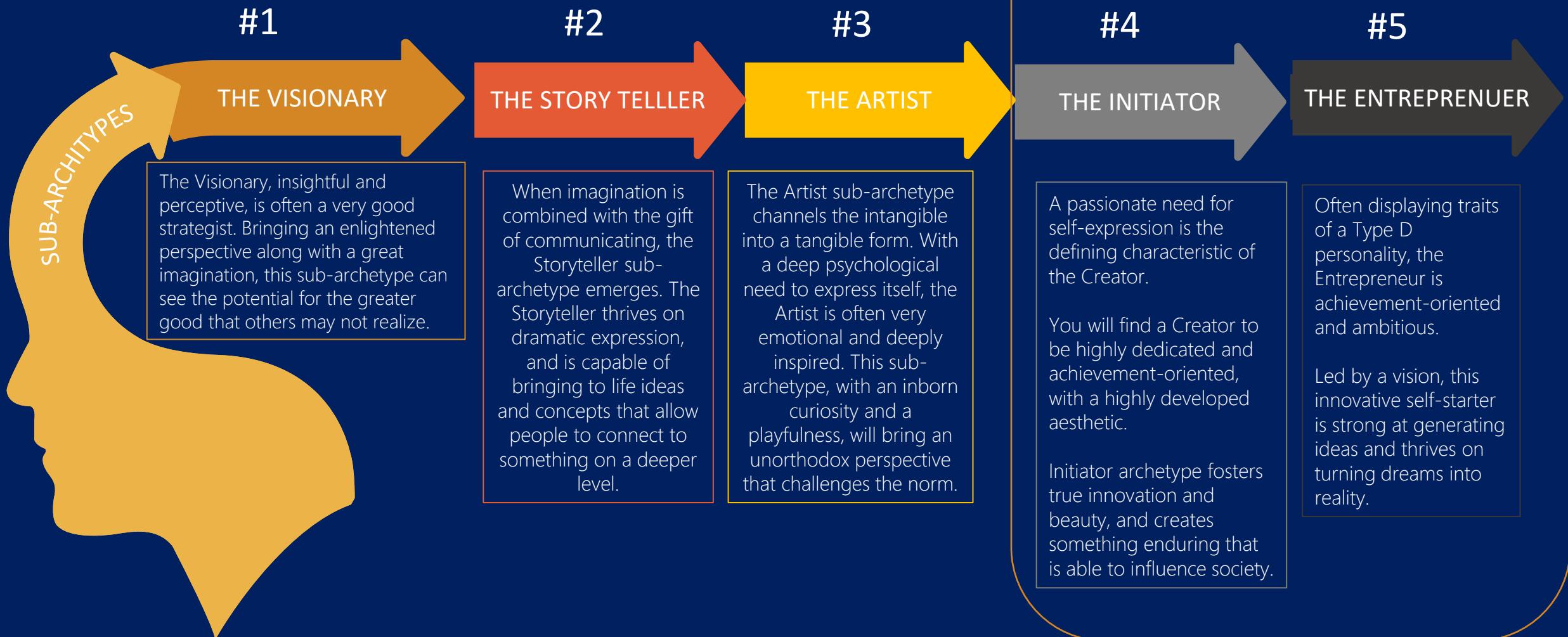


- **Desire:** Originality, Vision, and innovation
- **Goal:** to make a vision a reality
- **Greatest Fear:** not delivering
- **Strategy:** Inspire to Unlock Imagination & Encourage the Pursuit of originality
- **Talent:** creativity and imagination
- **Personality:** Artisan, Innovator and Inventor
- **Key Attributes:** Innovative, Imaginative, Creative, Artistic, Experimental, Willing to take risks, Ambitious, Desire to turn ideas into Reality, Inventor, Musician, Writer, or Dreamer.
- **Motto:** "If it can be imagined, it can be created"

# SUB ARCHETYPES

We Exist Somewhere  
within this ether

There are different aspects of the Creator archetype that can emerge, based on the strength of various attributes.



# THE BRAND AS A CREATOR

## BRAND STRUCTURE

**Who Are We ? :** NFT SEAROCK LLC

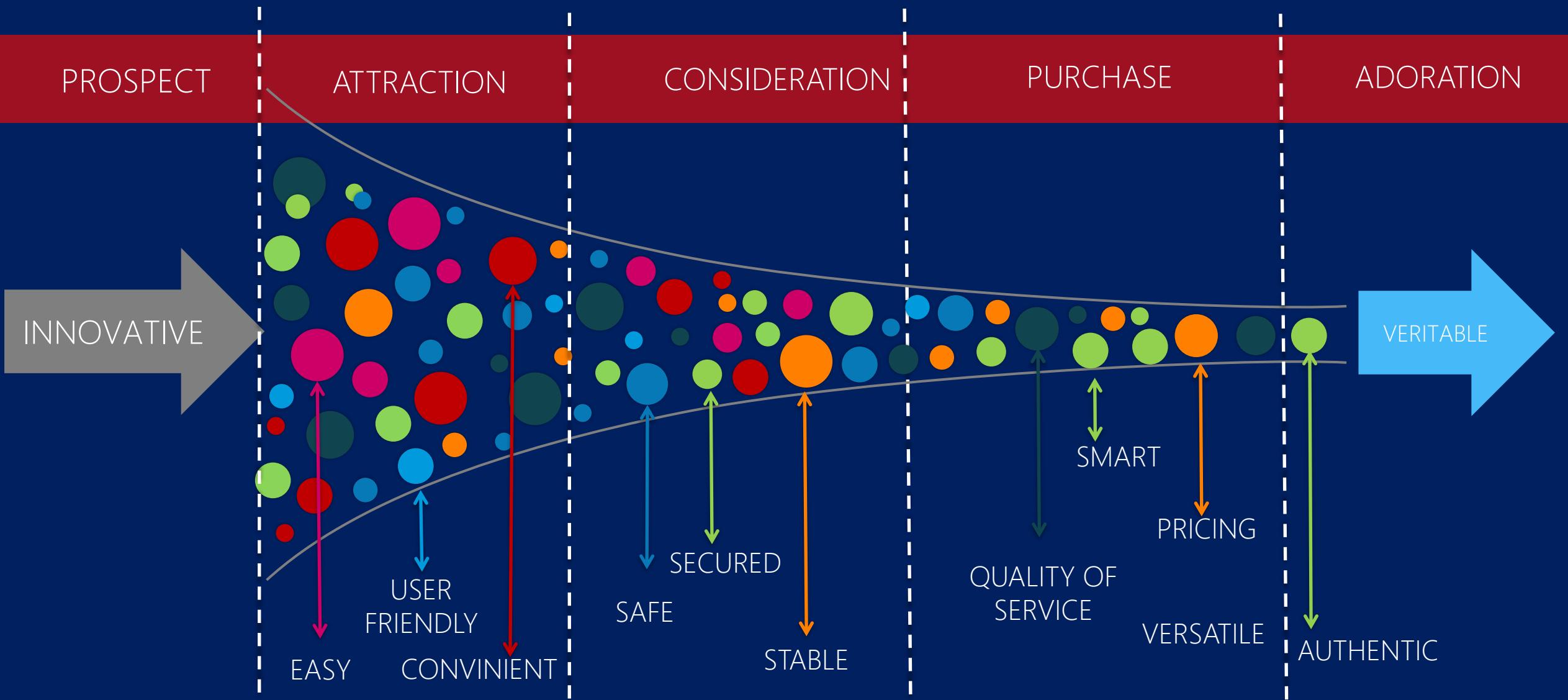
**What Are We ? :** NFT MARKET PLACE– The Meeting Point For The NFT Buyers And Sellers Where Veritable Assets Are Minted, Bought And Sold.

**For Whom ? :** Creative Artist, Digital Artists, Investors, Indigenous Brands etc.

**Why Us ? :** Difference, Value for Money, Safety and Security, Ease of Trading, Quality & All Inclusiveness – The NFT SEAROCK LLC is a marketplace open to all talented artist regardless of class.

**What's The Reason To Believe ? :** THE NFT SEAROCK LLC is designed to redefine the innovation of NFT minting and trading through the introduction of cutting edge experience, seamless user interaction, and competitive value and price. With the view of introducing fashion services that transcends the mundane Non Fungible Tokens available in the market.

# BRAND DNA



# BRAND CORE VALUE

S	SIMPLICITY	Our user interface is simple with easy navigation and features quick to grab	1
E	EXTENSIVITY	We would be offering NFT trading services beyond art, like music & Fashion	2
A	AFFORDABILITY	Unlike other NFT marketplace, we intend to make the minting of contents free.	3
R	RELIABILITY	Our website and future app will be embedded with intense security backings	4
O	ORIGINALITY	We stand for originality, and all works on our platform would be well verified	5
C	CREATIVITY	We are the creator brand & this reflective in our support for all creative works	6
K	KNOWLEDGEABILITY	Hinged on technology, we are keen on delivering smart NFT Trading services	7

# **MISSION & VISION STATEMENT**

MISSION



VISION

## **MISSION:**

To Inspire and Catalyze Growth of Talented artist and their artistic works through the NFT Innovation Powered by Technology

## **VISION:**

To become the world most versatile, veritable and multi-purpose NFT Marketplace, by offering an unlimited range of opportunity for the minting, buying and selling of any desired asset.

# BRAND ICONOGRAPHY

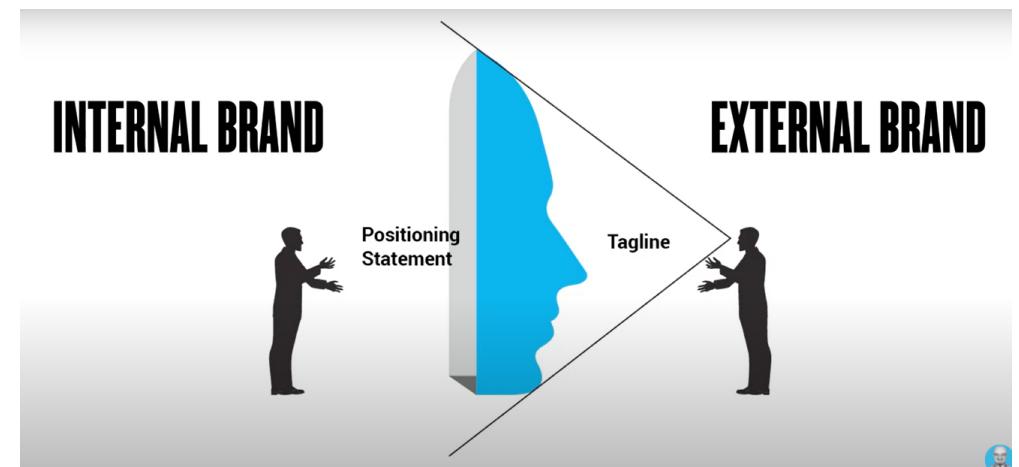


# BRAND TAGLINE

We need to basically define what we want our audience to remember us for and giving them an easy to remember tagline is key to helping them remember our brand.

While our positioning statement is for internal purpose, our tagline is customer facing, an unwavering alignment between who we are and what they should see is as.

An interest inducing mantra distilled into a selection of very few concise and memorable words that tell the story of your brand.



# BRAND TAGLINE

## NFT SEAROCK LLC

1. Driven By Innovation
2. We Make NFT Happen
3. You've Got The Art, We've Got The Act
4. A Better Way To Trading NFT
5. The Veritable NFT Company
6. The Hub for Veritable Work of Art

7. Trade With A Difference
8. Serving NFT Better
9. NFT Made Easy
10. Revolutionizing The World of NFT
11. The Future of NFT Starts Here
12. Not Just Another NFT Company

# BRAND TAGLINE



*The Veritable NFT  
Company*



*A Better Way To  
Trading NFT*



*Trade With A  
Difference*

# BRAND INTRODUCTION

Search items, collections, and accounts

Marketplace Stats Resources Create



**MINT, BUY, & SELL**  
Veritable Digital Art.

On  
NFT SEAROCK LLC

DISCOVER CREATE

# BUSINESS EXPANSION MODEL

The NFT market is relatively new but not an innovation by NFT SEAROCK LLC, as it is already in existence.

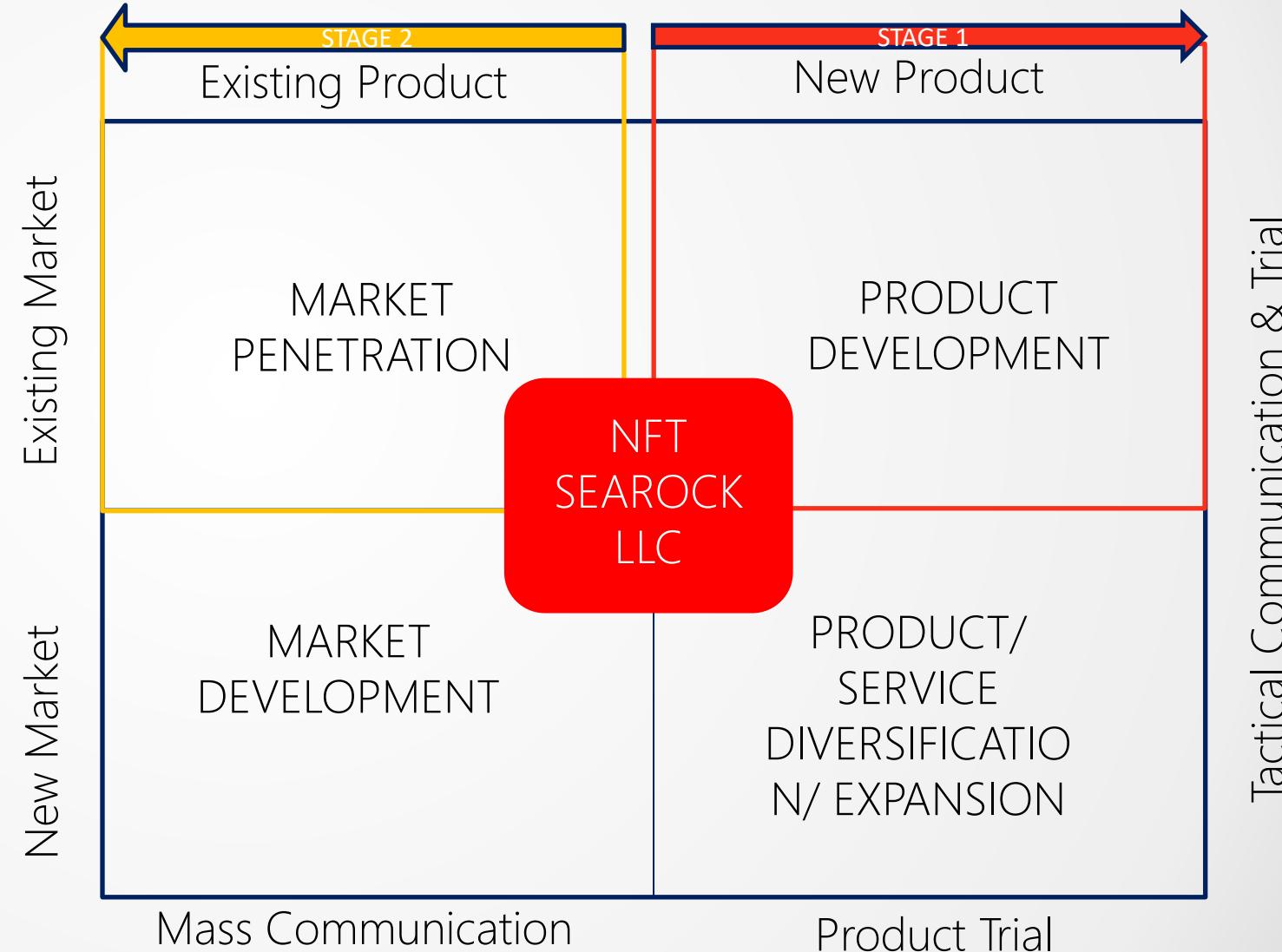
Our brand however can be likened to a new product introduced into an already existing market.

And as a new brand with no face, no landing page and no customer base, NFT SEAROCK LLC falls under the product development phase. Which means that the brand has to

- Introduce itself to the NFT Audience
- Build its customer base by aggressively going after the customers of popular NFT Market places and preaching better value to them.
- Be committed to delivering value and first try should invoke consistent patronage.

■ In the light of this, NFT S. LLC will have to engage in Tactical Communication and Trial to first make the entire product development project a success.

■ Afterwards with the introduction of the new service premises the business can move into the market penetration phase



# SERVICE PROVISION BY YEAR

2024

## BUSINESS EXPANSION –

- Launch of NFT SEAROCK LLC App
- Expansion of Website
- Introduction of fashion services for multiple brand featuring
- Individual Stylists and Brands can buy spaces on the web to trade their styles

2025/2026

## MARKET INNOVATION LAUNCH OF NFT SEAROCK LLC FASHION FIRM-

- Launch of Fashion Firm
- Customers can now buy directly from NFT SEAROCK LLC.

2023

## BUSINESS EXPANSION-

- Introduction of Music Minting, Purchase and Sale.
- Development of the NFT SEAROCK LLC App
- Team Expansion

2022

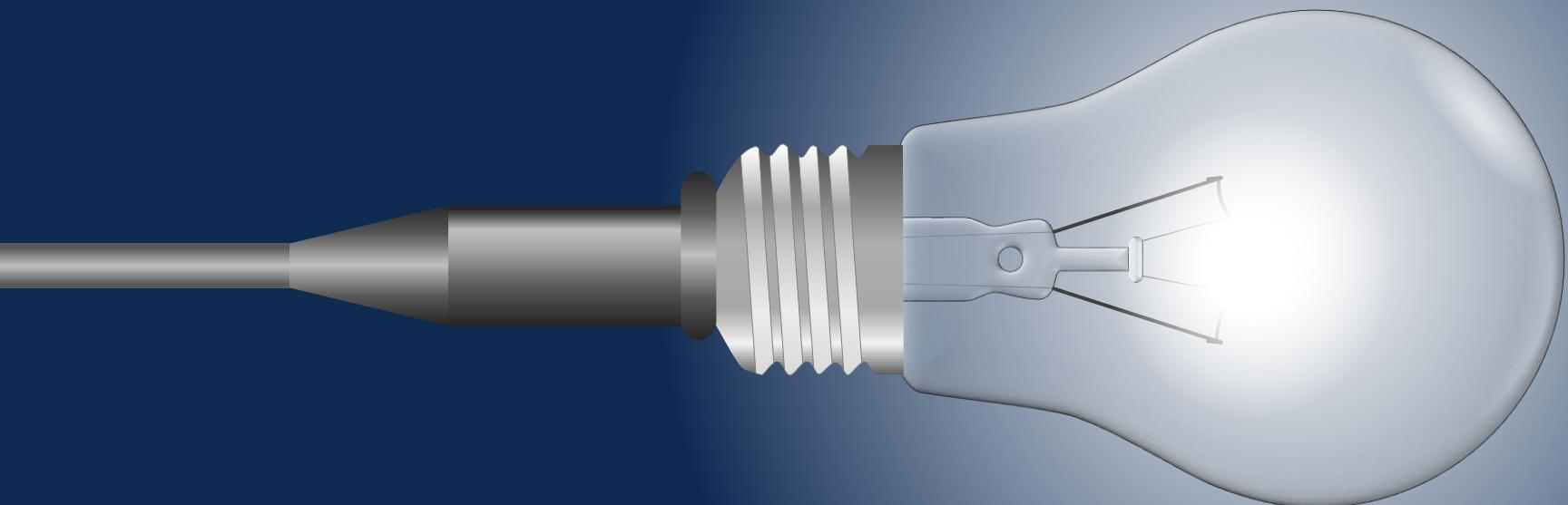
## LAUNCH OF NFT SEAROCK LLC – Digital Content Minting, Purchase and Sale

01

02

03

04



**:CLUTTER  
CLEARED**

THE END

# THE DREAMPRINT

An NFT SEAROCK LLC Blueprint

Not to be distributed **unauthorized persons**

NFT SEAROCK LLC  
DALLAS TEXAS  
R. JUNE 2021

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# SEARCH FORCE



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THANK YOU

NFT SEAROCK LLC