Posterstock: Bringing Emotional Value to NFTs

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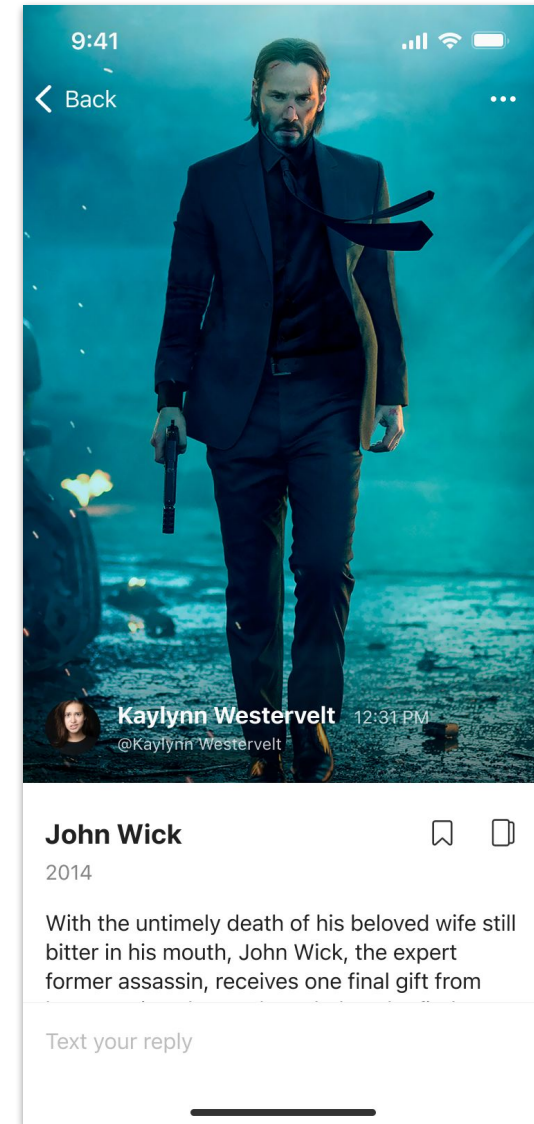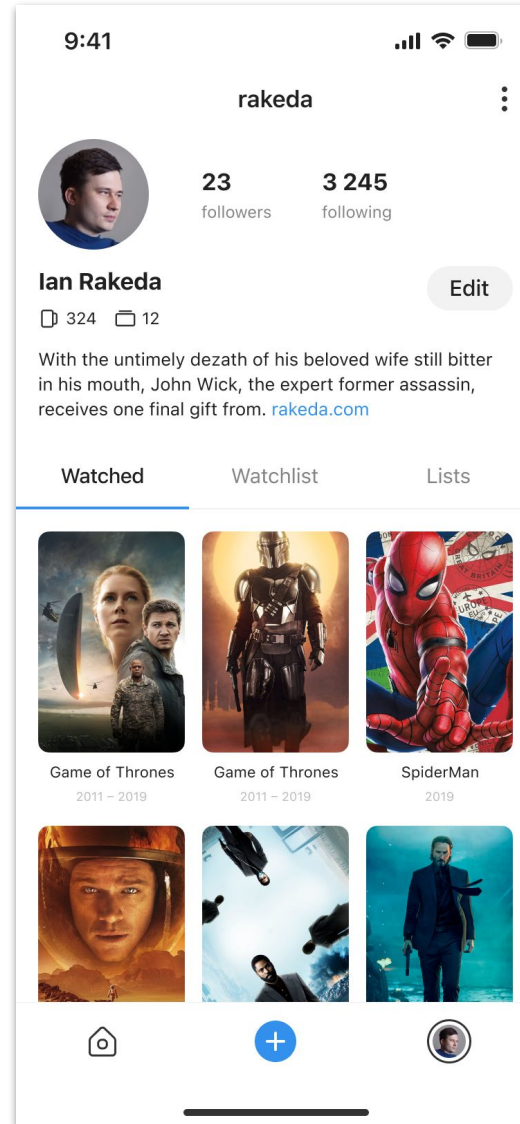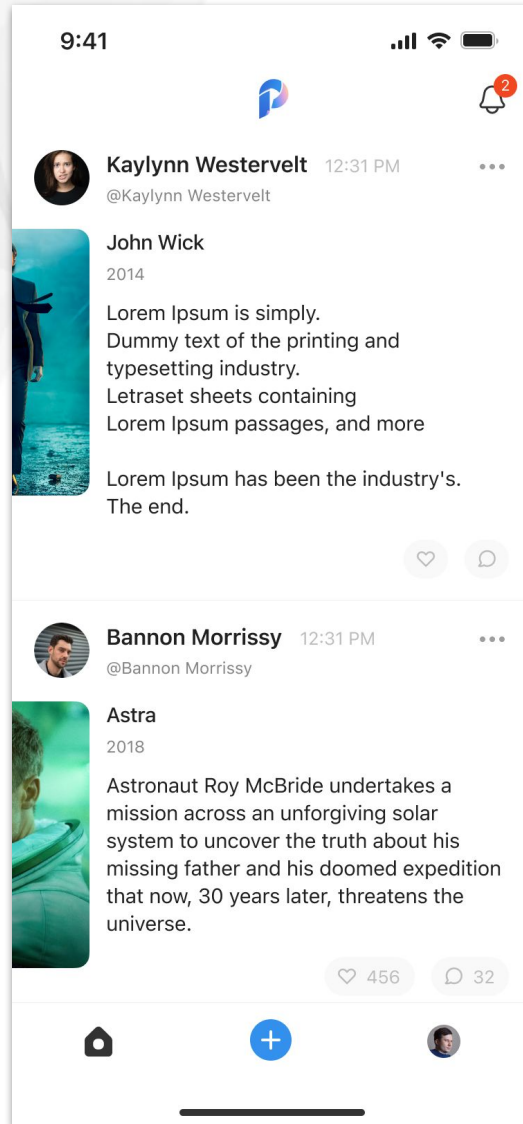
Posterstock App

Existing App:

- A top-tier, minimalist social media app for adding movie and TV show posters to your profile
- In-app Feed featuring followed content and recommendations, with the ability to incorporate ads
- In-app following system for friends to connect and explore each other's collections
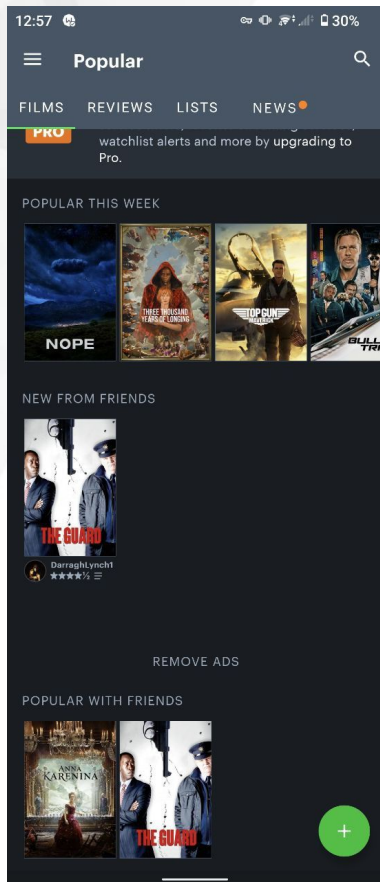- User profile pages can be shared as web pages (e.g., https://posterstock.com/marcelo)

Screenshots

Outdated Analog of a Social Network for Movies

Despite having over 5 million users, Letterboxd, the current leader in movie-related apps, is outdated and lacks modern features. It only supports movies, excluding TV series enthusiasts.
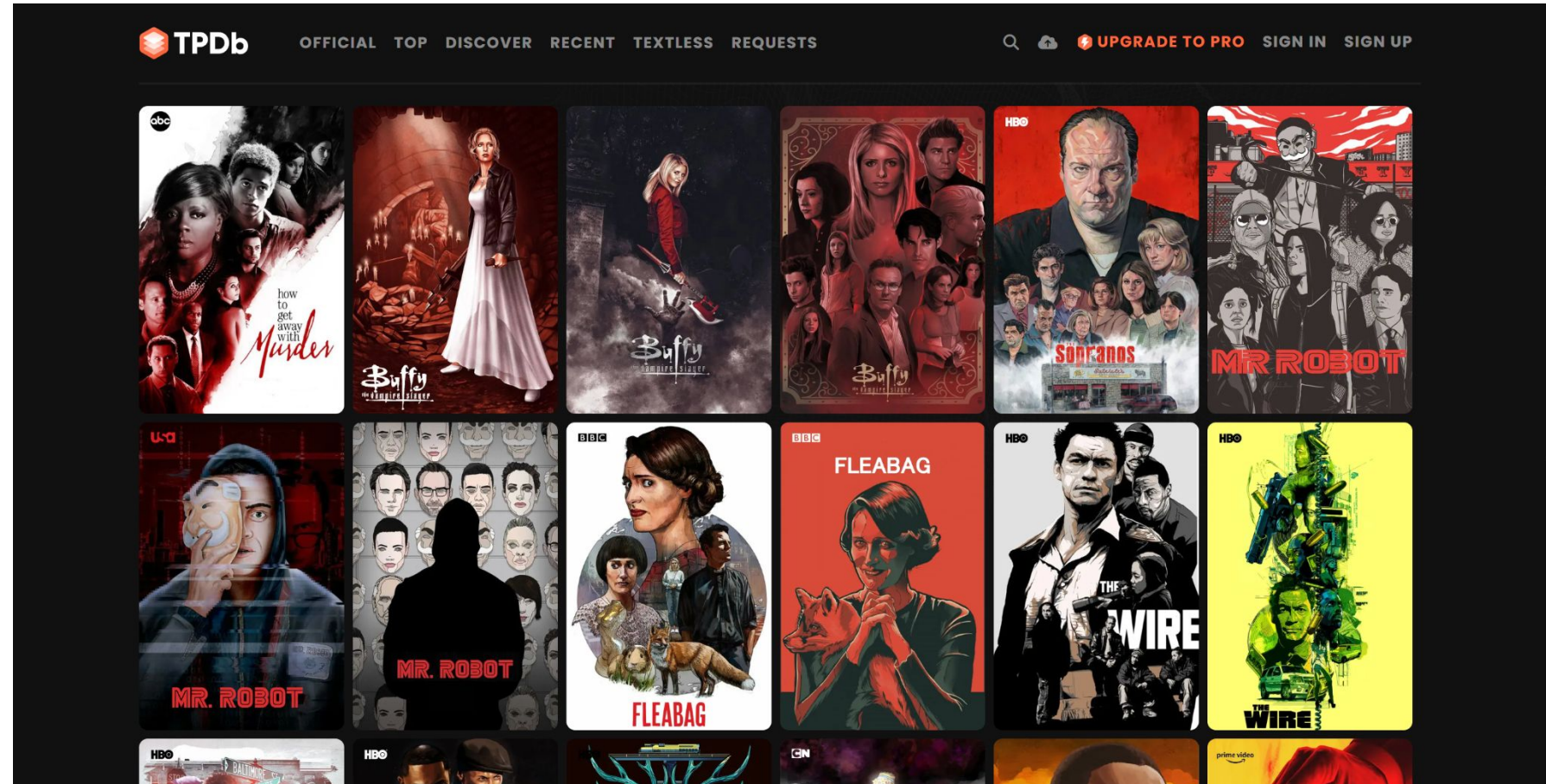
Posterstock aims to fill this gap by providing a contemporary platform for both movie and TV series fans, offering enhanced customization, sharing, and ownership options for unique digital posters.

https://letterboxd.com/

The Love for Digital Posters

Platforms like theposterdb.com have become hubs for artists, designers, and enthusiasts to share and appreciate unique digital poster art.

These engaged communities and the existence of paid memberships validate the strong interest in and demand for distinctive, high-quality digital posters.
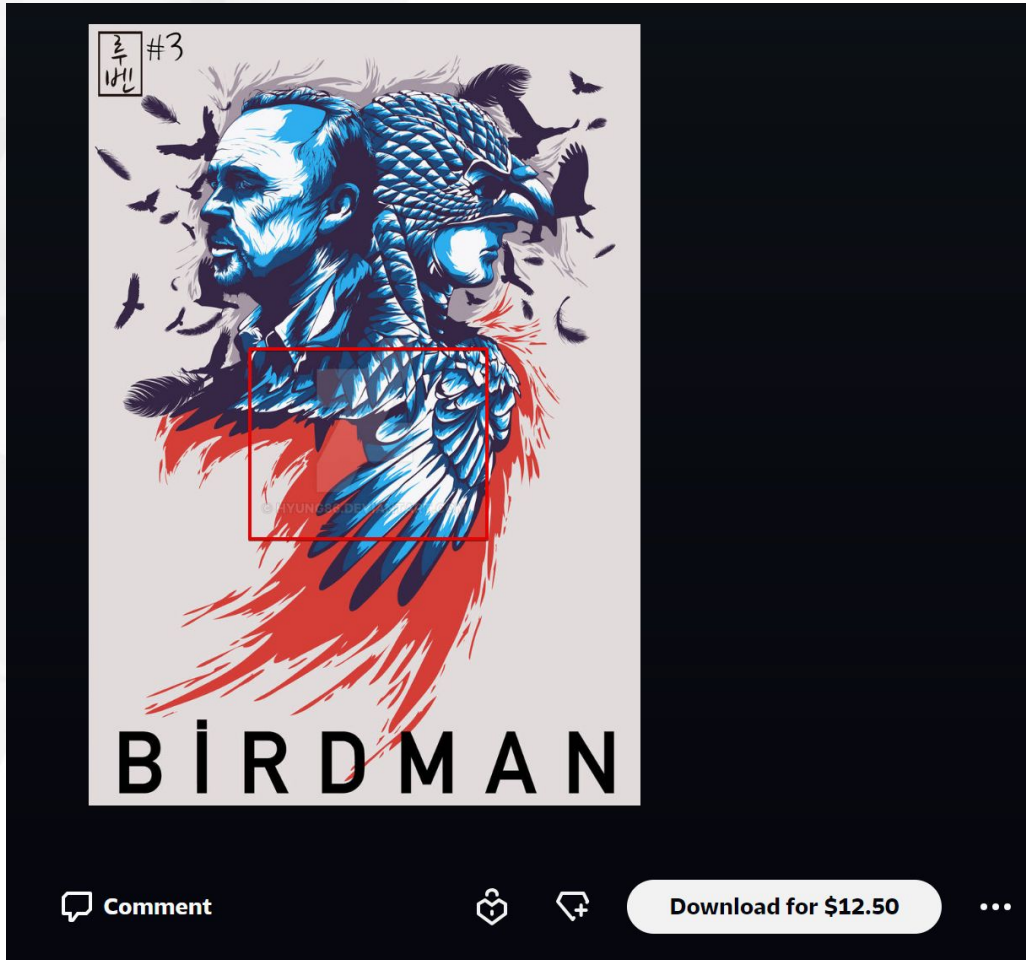
The Demand for Buying Digital Posters

Platforms like deviantart.com demonstrate the willingness of users to purchase digital posters, despite the technical limitations of Web 2.0. On these sites:

- Artists sell digital posters as limited edition JPGs with watermarks (removed after purchase).
- Buyers are eager to own these unique digital assets, even with the constraints
- However, users cannot easily resell or trade the posters they own

The current Web 2.0 infrastructure restricts true ownership and resale potential, as buyers only receive a marked JPG file, without the ability to transfer or exchange them with others.

The Problems:

Problem 1: Limited Utility of NFTs

- 90% of NFTs are sold as mere investment instruments, often part of generated collections with varied image details

- These NFTs lack any emotional connection or practical utility for the average user

- The focus on speculation has limited the mainstream adoption and real-world application of NFTs

Problem 2: Lack of True Ownership in Web 2.0

- Various platforms allow users to buy digital posters, but only as simple JPG files

- Buyers do not have true ownership or control over these assets, as they cannot easily resell, trade, or transfer them

- The Web 2.0 infrastructure restricts the potential for a secondary market and limits the value proposition for collectors

The Solution

1. **Emotionally Resonant NFTs**

   - Posters on Posterstock are tied to users' favorite films and TV shows, creating a strong emotional connection

   - Users can build personally meaningful collections that reflect their unique tastes and experiences

   - NFT posters coexist with standard digital posters, allowing for a diverse and engaging collection

2. **True Ownership and a Thriving Market**

   - Posterstock leverages NFT technology to provide users with genuine ownership of their digital posters

   - Owners have the freedom to hold, trade, and sell their posters on the secondary market, just like physical collectibles

   - This vibrant secondary market adds liquidity and value to the ecosystem, benefiting both collectors and creators

Breaking Out of the NFT Bubble

The Current NFT Landscape:

- Existing NFT platforms primarily cater to crypto enthusiasts and niche audiences
- This limits the mainstream adoption and understanding of NFTs
- Many potential users are excluded from participating in the NFT market

How Posterstock Breaks the Barrier:

- Posterstock is first and foremost a user-friendly app for movie and TV fans to collect and share posters
- It appeals to a wide audience, regardless of their familiarity with NFTs or cryptocurrencies
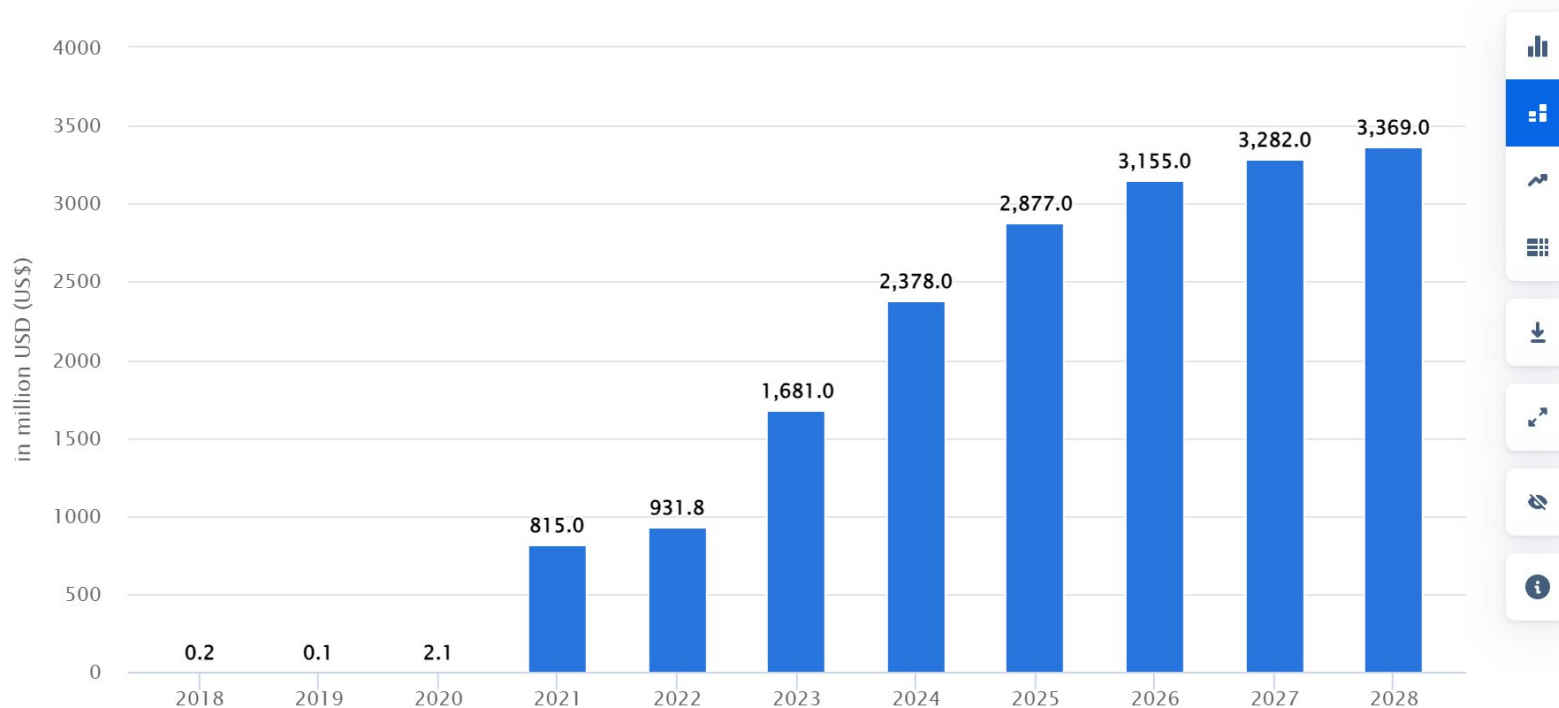- Users can engage with the platform and build their collections without necessarily purchasing NFTs

posterstock.com

NFT Market Size

Market Stabilization and Future Trends:

- The NFT market is calming down and stabilizing after the unprecedented hype
- It is estimated that only 1% of NFTs will have a value greater than $6,000 in the future
- The average price is expected to be between $5 and $100

Current Market Size:

- In 2024, the global NFT market stands at $2,877 million
- Daily trading volume is around $68 million

The Posterstock Vision

- Become the go-to platform for fans to collect and trade meaningful movie poster NFTs

- Lead the shift in making NFTs more practical, accessible, and personally valuable

- Foster a vibrant community of fans, collectors, and creators who share a passion for cinema and television

Investment Opportunity

Seeking: $250,000 in exchange for an equity stake in the company

1. **NFT Platform Development** (50% of funds)
   - Building the technical infrastructure for the NFT marketplace
   - Integrating with the Ethereum blockchain for secure and transparent transactions
   - Developing user-friendly interfaces for buying, selling, and trading NFT posters

2. **Marketing and User Acquisition** (50% of funds)
   - Implementing targeted marketing campaigns to attract artists and creators
   - Collaborating with studios, entertainment partners, and influencers to expand reach
   - Executing user acquisition strategies to grow the collector base
   - Promoting the unique value proposition of Posterstock to the wider NFT and entertainment communities

Founder

✔ High experience in creating digital products

✔ Own vision of digital product development

✔ Strategic marketing experience

✔ Entrepreneurial experience

With a unique blend of digital product expertise, strategic marketing experience, and a deep passion for the entertainment industry, the founder of Posterstock is well-positioned to lead the platform to success and redefine the future of movie and TV poster collecting in the digital age.

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