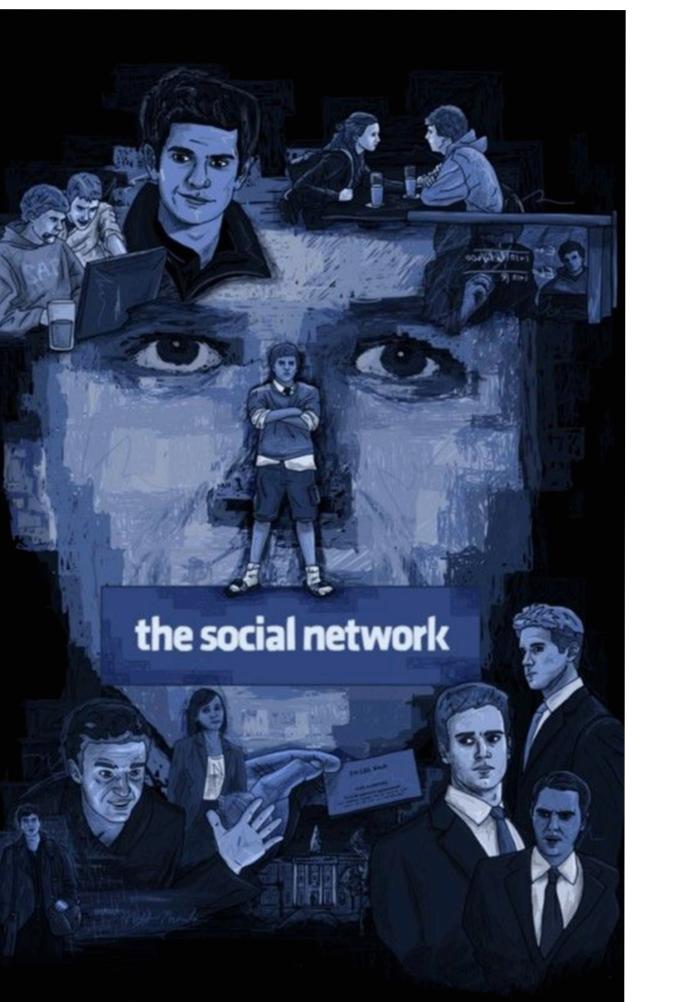
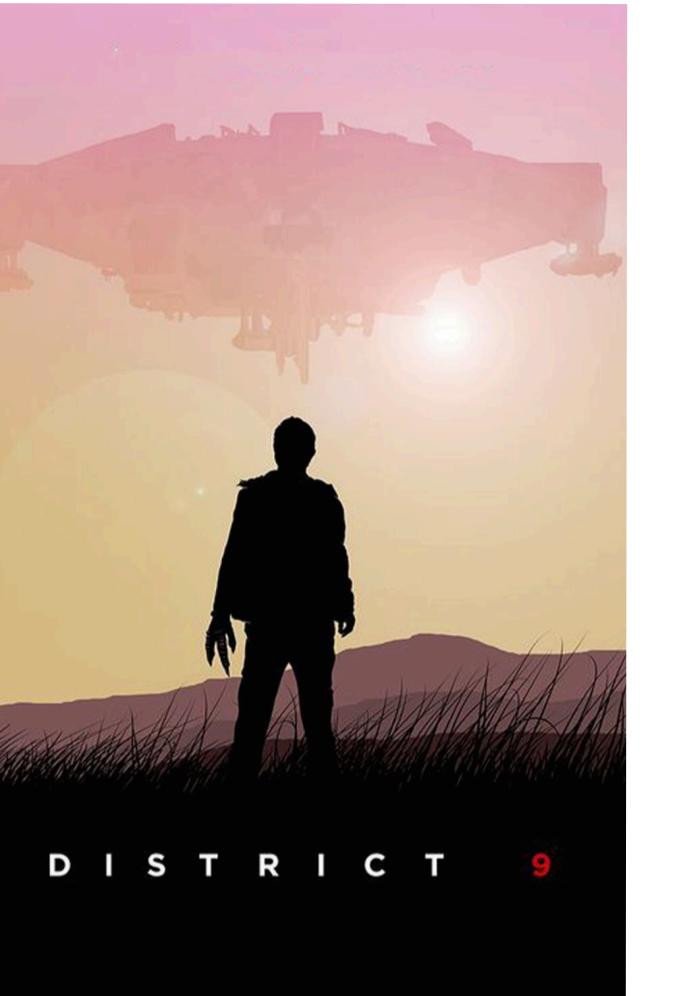




# Posterstock:

## Bringing Emotional Value to NFT

[posterstock.com](https://posterstock.com)





## PROBLEM #1

# Nowhere to Flex NFTs

- NFT owners lack meaningful ways to showcase their unique digital assets
- Most NFTs remain hidden in crypto wallets and marketplaces with no social features
- Current solutions like NFT profile pictures on social networks only partially address the issue

The image consists of three separate screenshots of mobile applications:

- Top Left:** VK NFT app interface. It shows a sidebar with options like "Управление страницей в сервисе VK NFT", "Поддержка некастодиальных крипто кошельков", and "Установка NFT на аватар профиля и витрину". To the right is a preview of a VK profile page featuring an NFT profile picture.
- Bottom Left:** A screenshot of the Instagram profile of a user named "Alex Atallah (@alexatallah.eth)". The bio mentions being a cofounder of OpenSea and includes links to opensea.io/careers and a translated biography. The profile picture is an NFT.
- Top Right:** A screenshot of the Instagram profile of a user named "tirli (@u/tirli)". The profile picture is an NFT of a cartoon character wearing a green hat. Below the profile picture are three NFT items for sale: a mouse (\$9.99), a dog (\$49.99), and a cat.

<https://www.instagram.com/tirlio/>



## PROBLEM #2

# NFTs Lack Emotional Connection

- Most NFTs focus solely on investment value, missing the emotional bond that drives collecting
- Meme coins succeeded by creating emotional connections first, then investment opportunities
- Without emotional attachment, NFT collections lose their social and cultural value



NOT Wise #396



NOT Wise #148



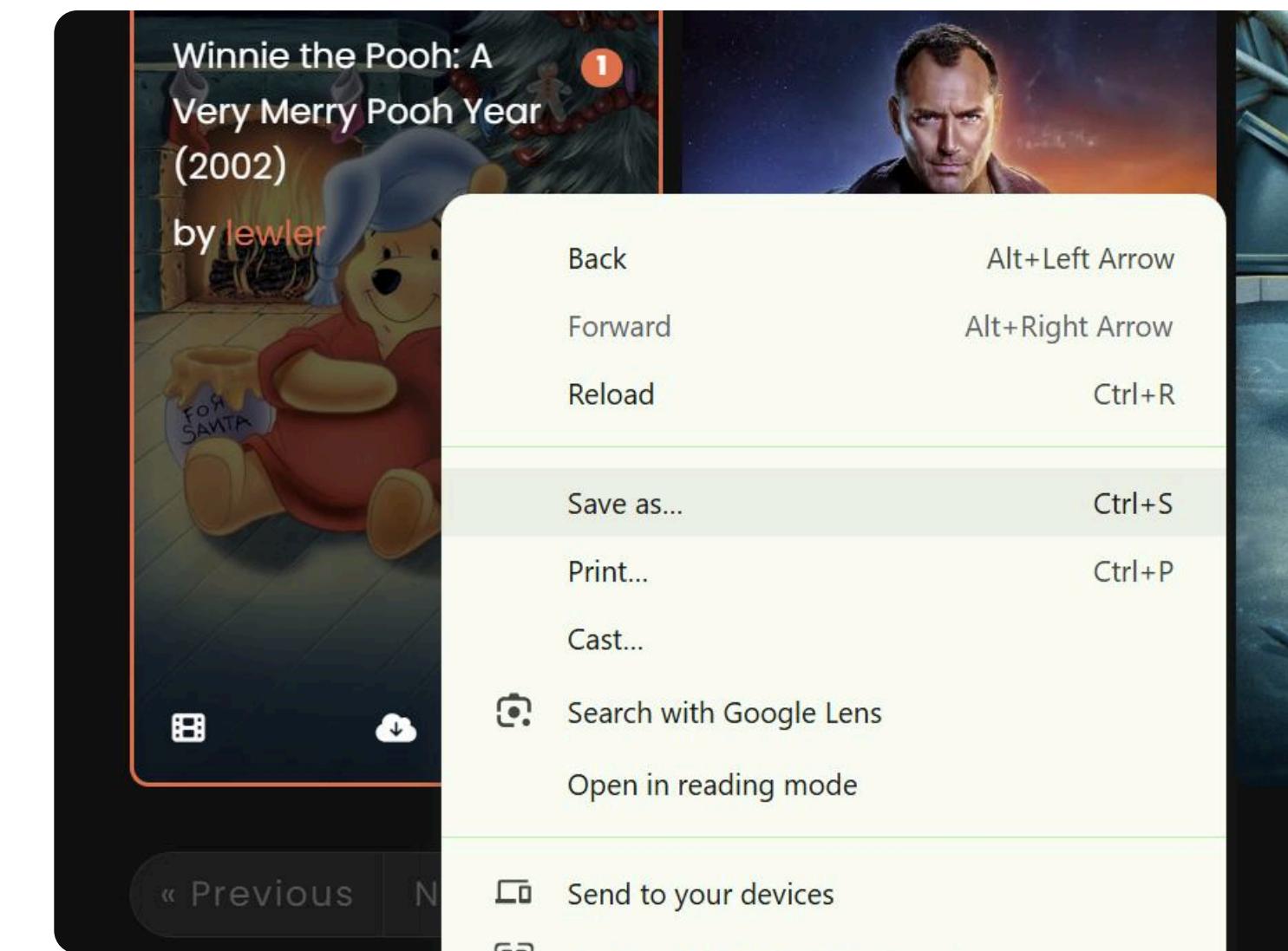
NOT Wise #255

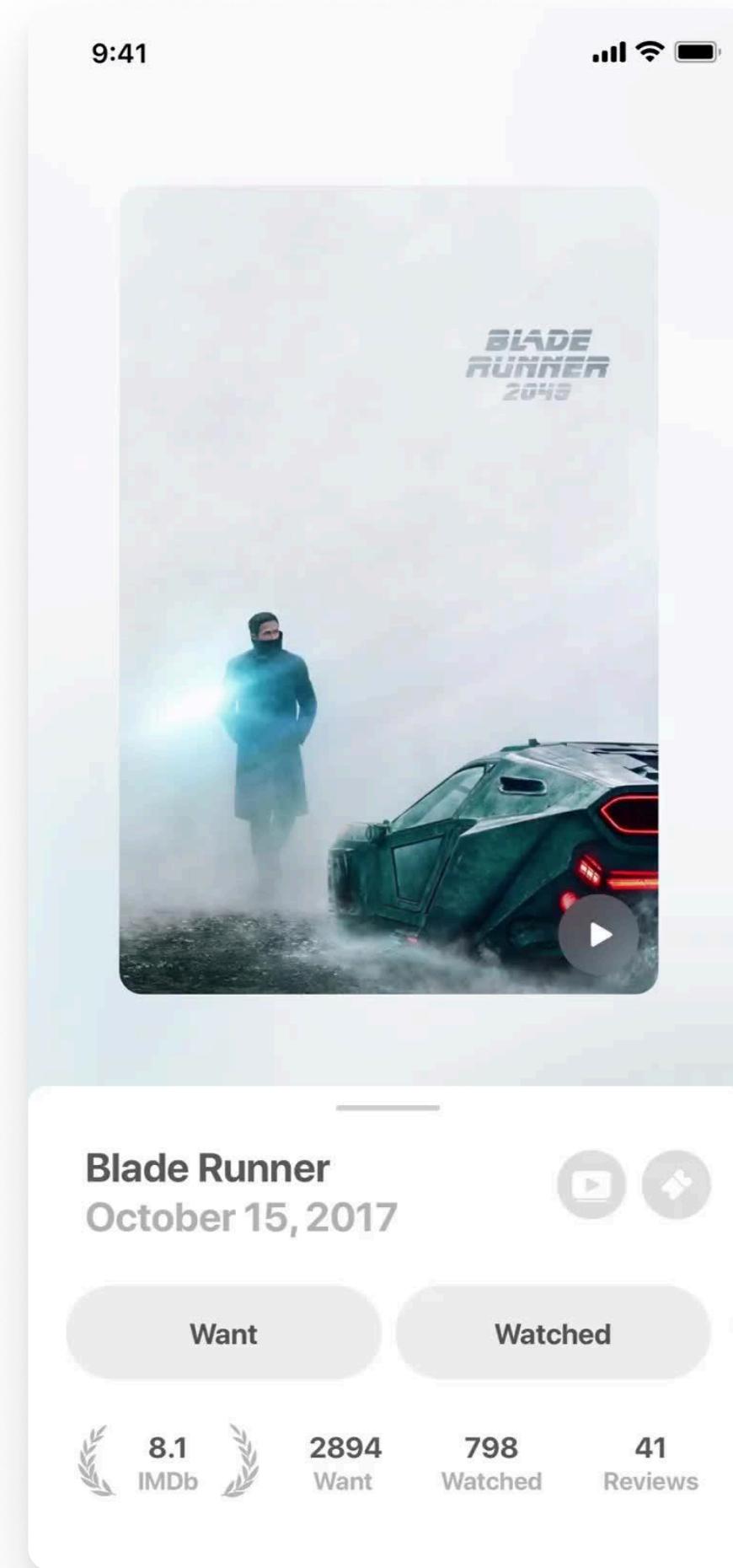
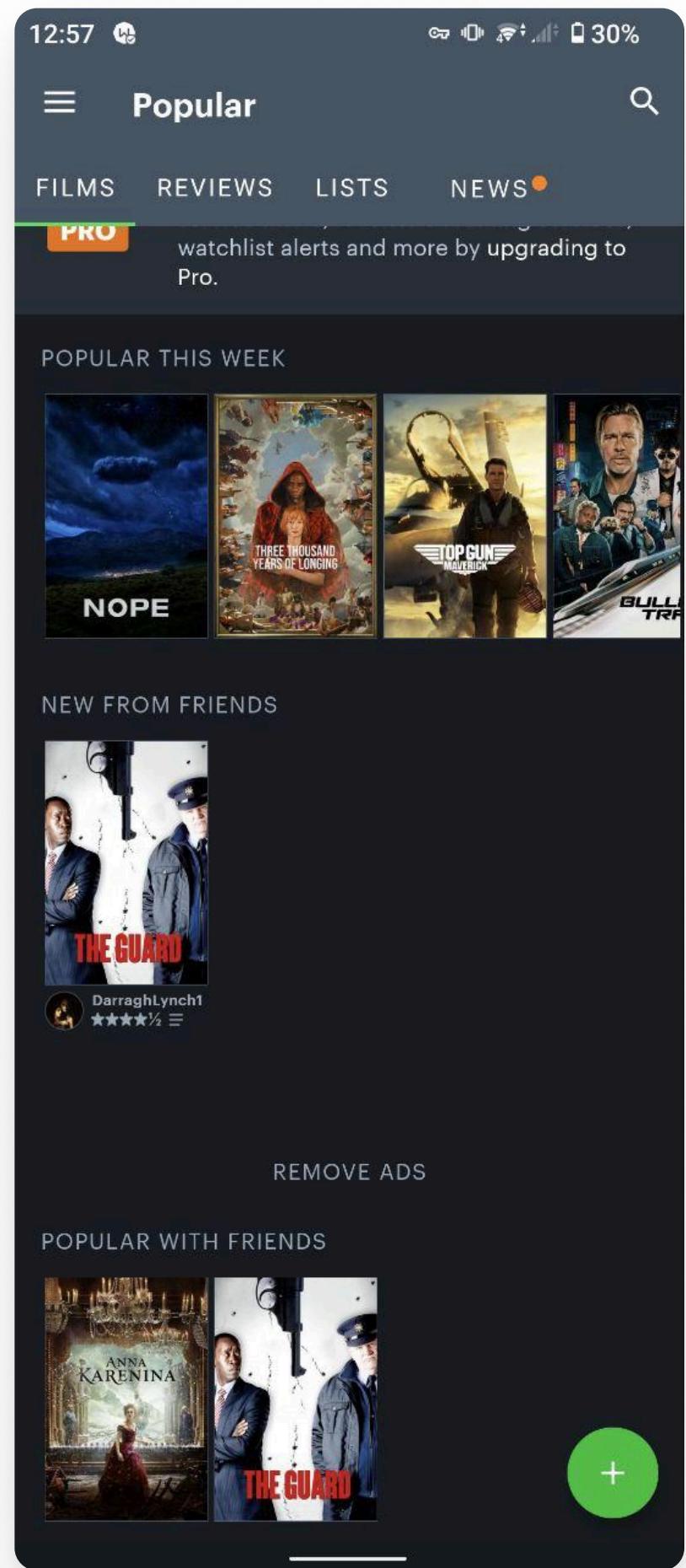


## PROBLEM #3

# Lack of True Ownership in Web 2.0

- | Web 2.0 platforms don't provide real ownership of digital images - they can only be copied or downloaded
- | True digital ownership currently exists only in closed systems like CS:GO skins.
- | There's no universal way to verify and transfer ownership of digital art





## PROBLEM #4

# Movie Social Apps Struggle with Monetization

Despite having millions of active users, existing movie social apps cannot achieve sustainable revenue streams through traditional monetization methods

<https://letterboxd.com/>

<https://mustapp.com/>

posterstock.com



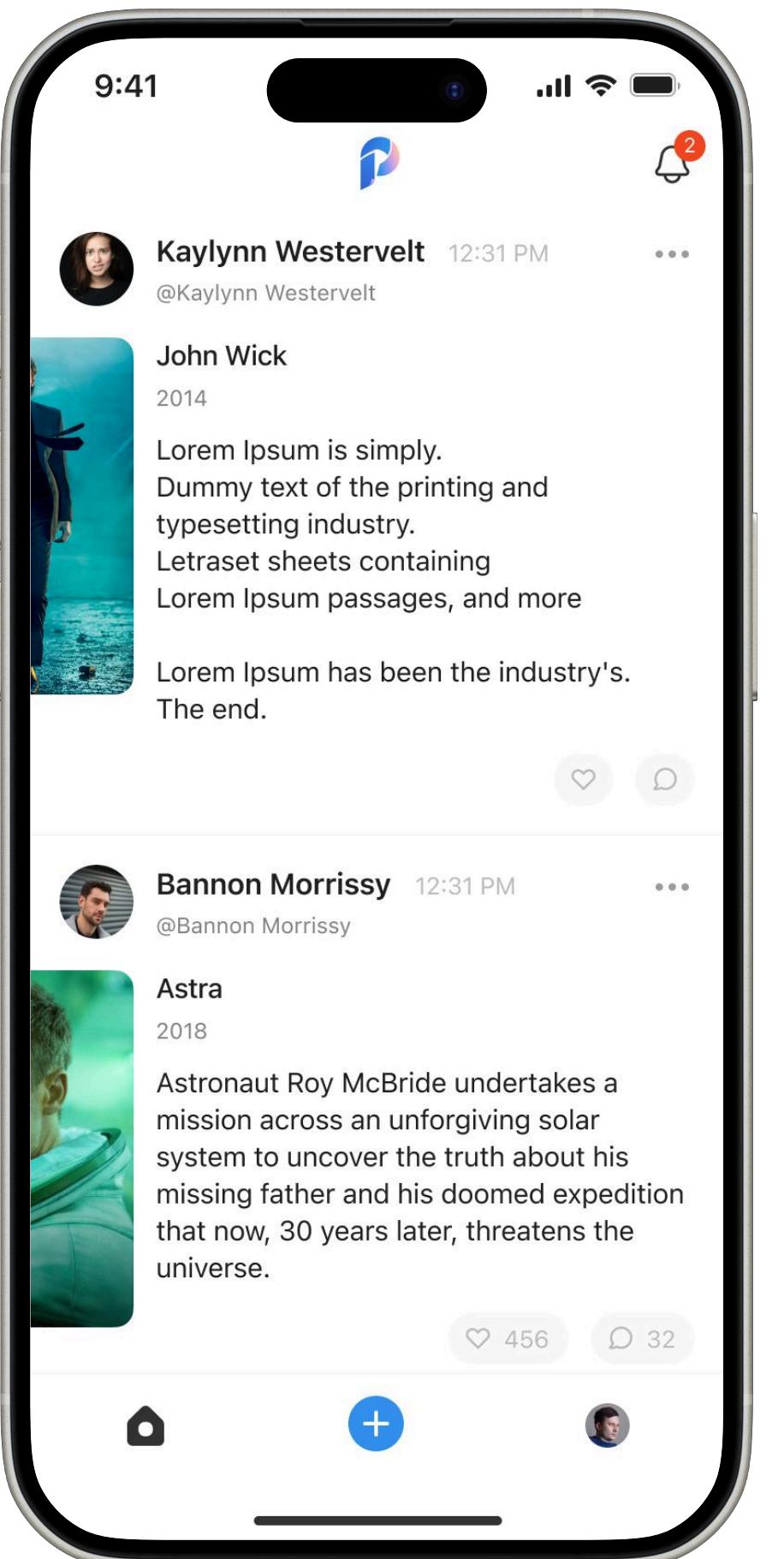
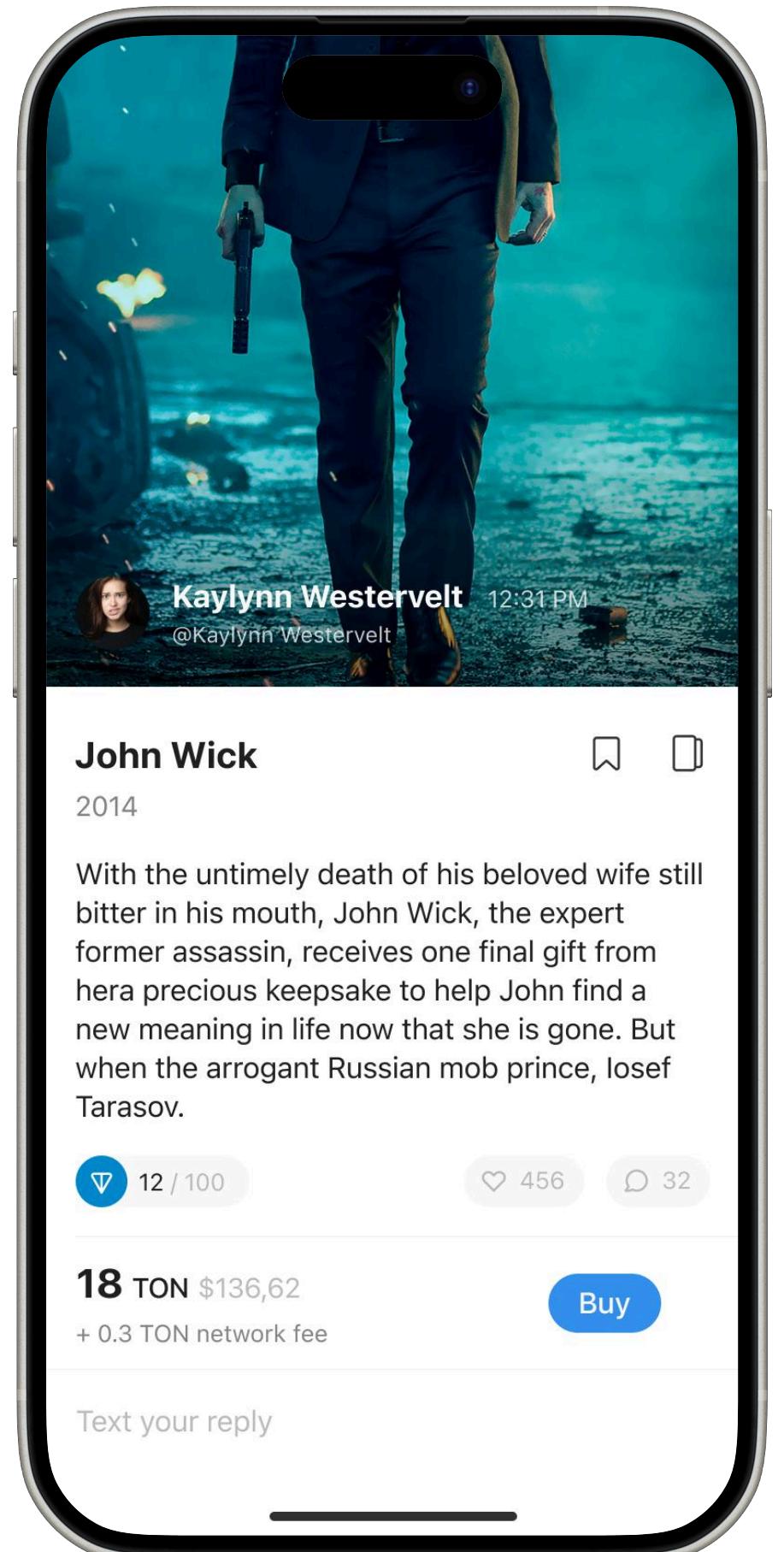
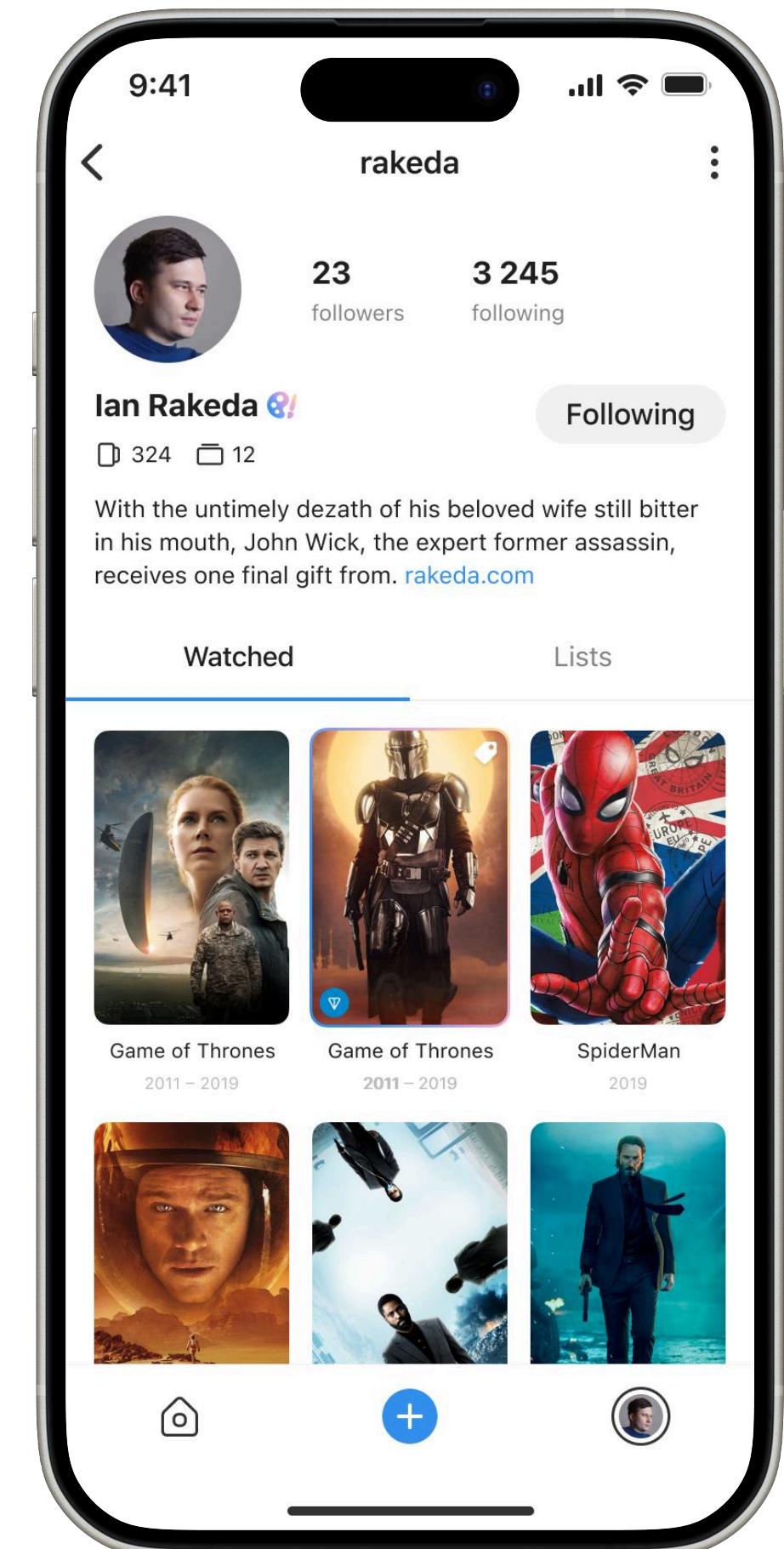
## EXISTING APP

A top-tier, minimalist social media app for adding movie and TV show posters to your profile

In-app following system for friends to connect and explore each other's collections

Ability to buy and sell NFTs on TON Network using TonKeeper wallet

User profile pages can be shared as web pages (e.g., <https://posterstock.com/marcelo>)





Mint Platform serves as the exclusive gateway for artists to join Posterstock. The artist onboarding process involves manual curation with specific selection criteria:

- | Distinctive artistic identity
- | Recognizable individual style
- | High-quality creative portfolio.

Once an artist's integrated into the platform:

- | Recognizable individual style
- | High-quality creative portfolio.

[posterstock.com](https://posterstock.com)



6x  
Price  
18 TON \$136,62  
+ 0.3 TON network fee

Artist Profile

9:41 rakeda

Ian Rakeda Following

23 followers 3 245 following

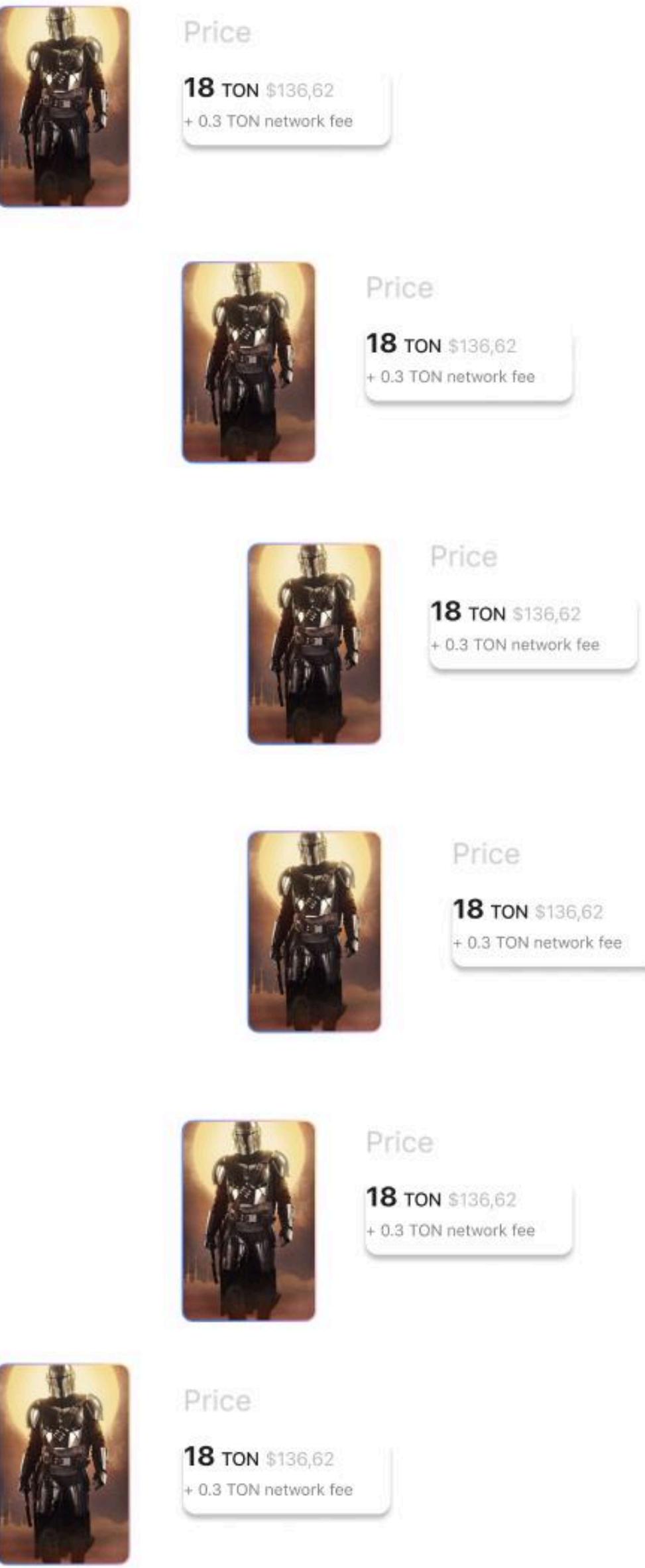
With the untimely death of his beloved wife still bitter in his mouth, John Wick, the expert former assassin, receives one final gift from [rakeda.com](http://rakeda.com).

Watched Lists

Game of Thrones Game of Thrones SpiderMan

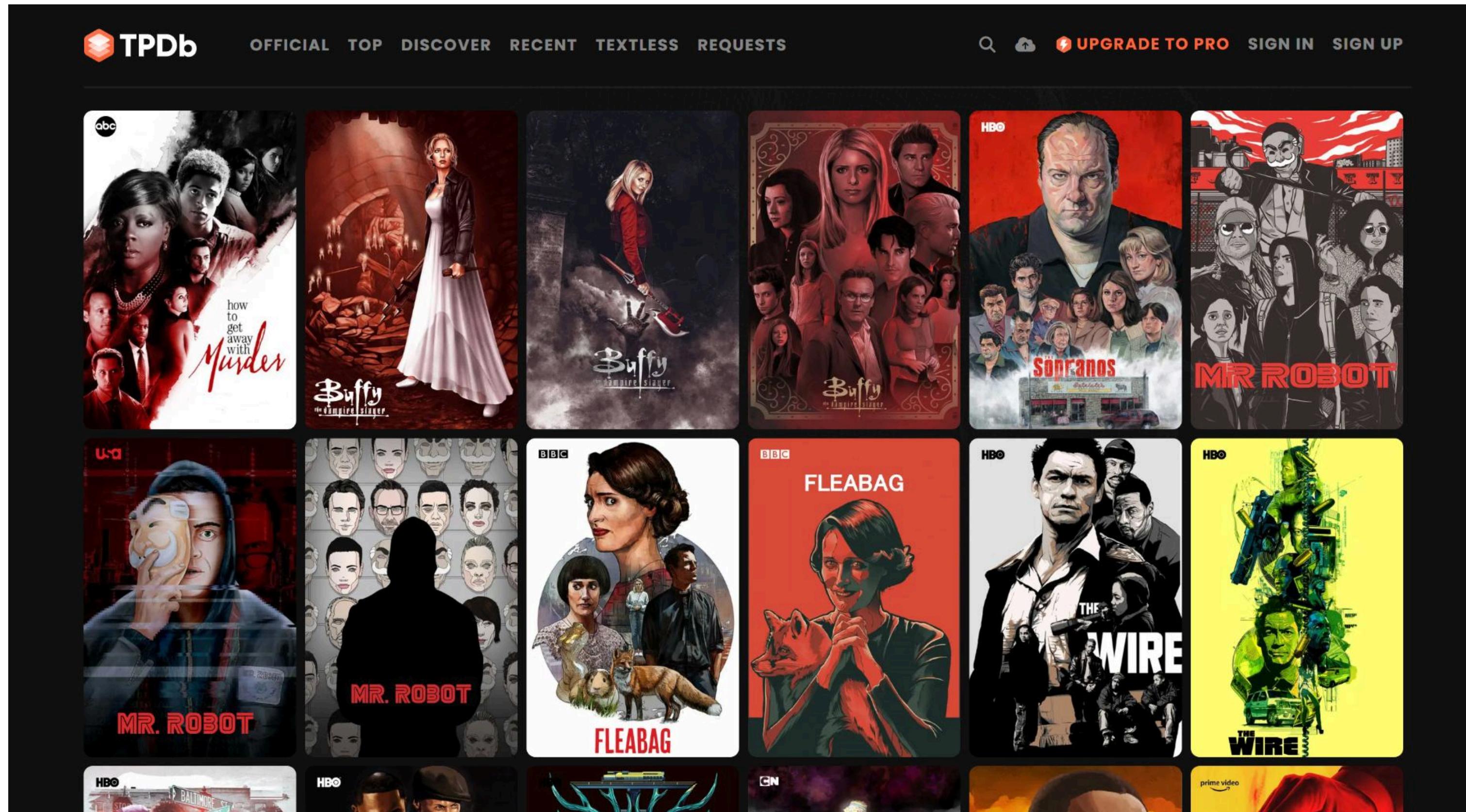
Game of Thrones Game of Thrones 2011 – 2019 2011 – 2019 2019

Home + Profile





## OTHER PLATFORMS



posterstock.com

# The Love for Digital Posters

Platforms like [theposterdb.com](https://theposterdb.com) have become hubs for artists, designers, and enthusiasts to share and appreciate unique digital poster art.

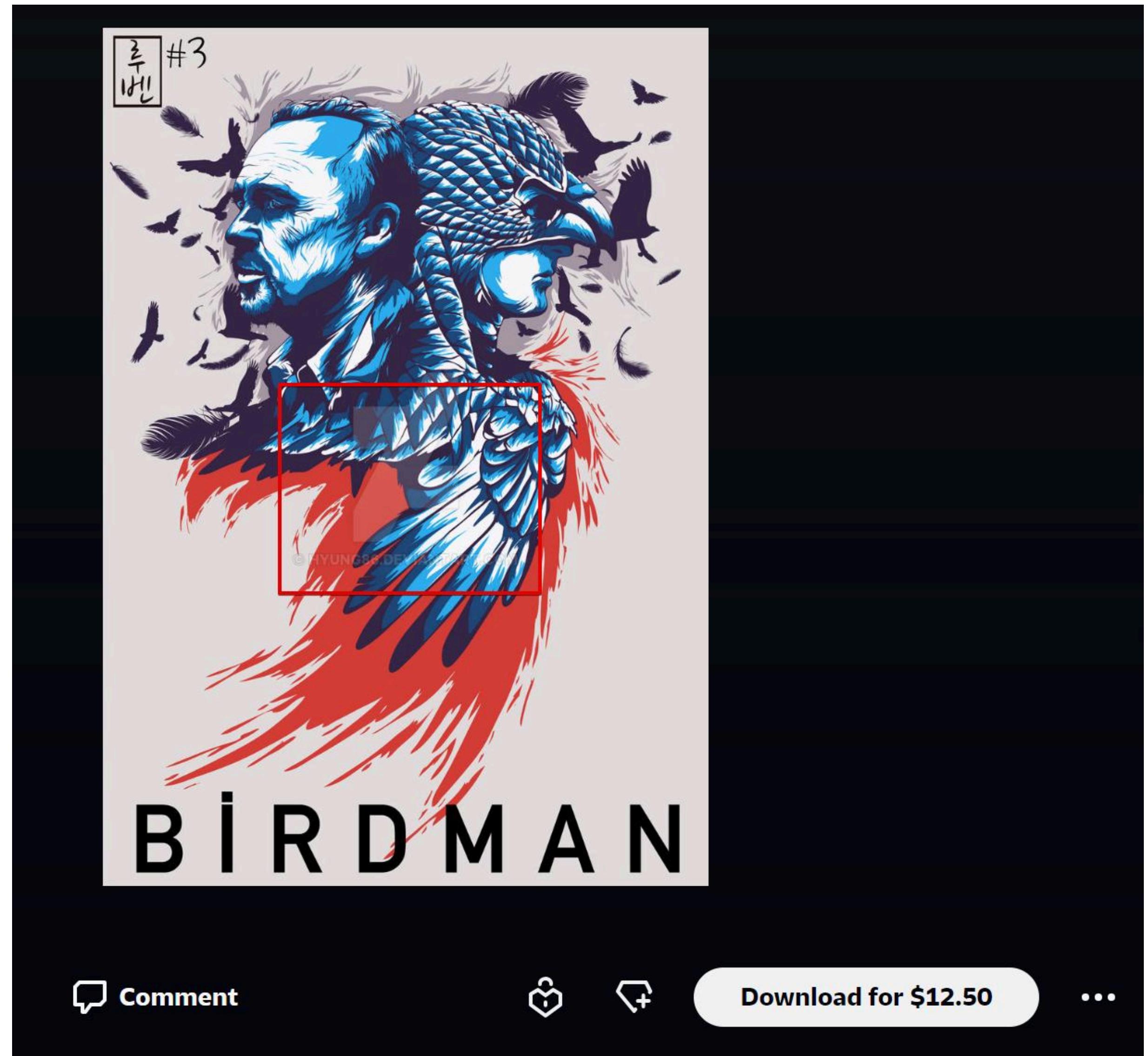
These engaged communities and the existence of paid memberships validate the strong interest in and demand for distinctive, high-quality digital posters.



## MARKET DEMAND

Platforms like [deviantart.com](https://www.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



**■ Alex Casassovici (Founder of Azarus):**

"NFT platforms can reignite user interest by integrating interactive incentives and fostering a sense of community ownership... ecosystems where users feel valued and invested in the community's success."

**■ Paul Thomas (CEO and Founder of Somnia):**

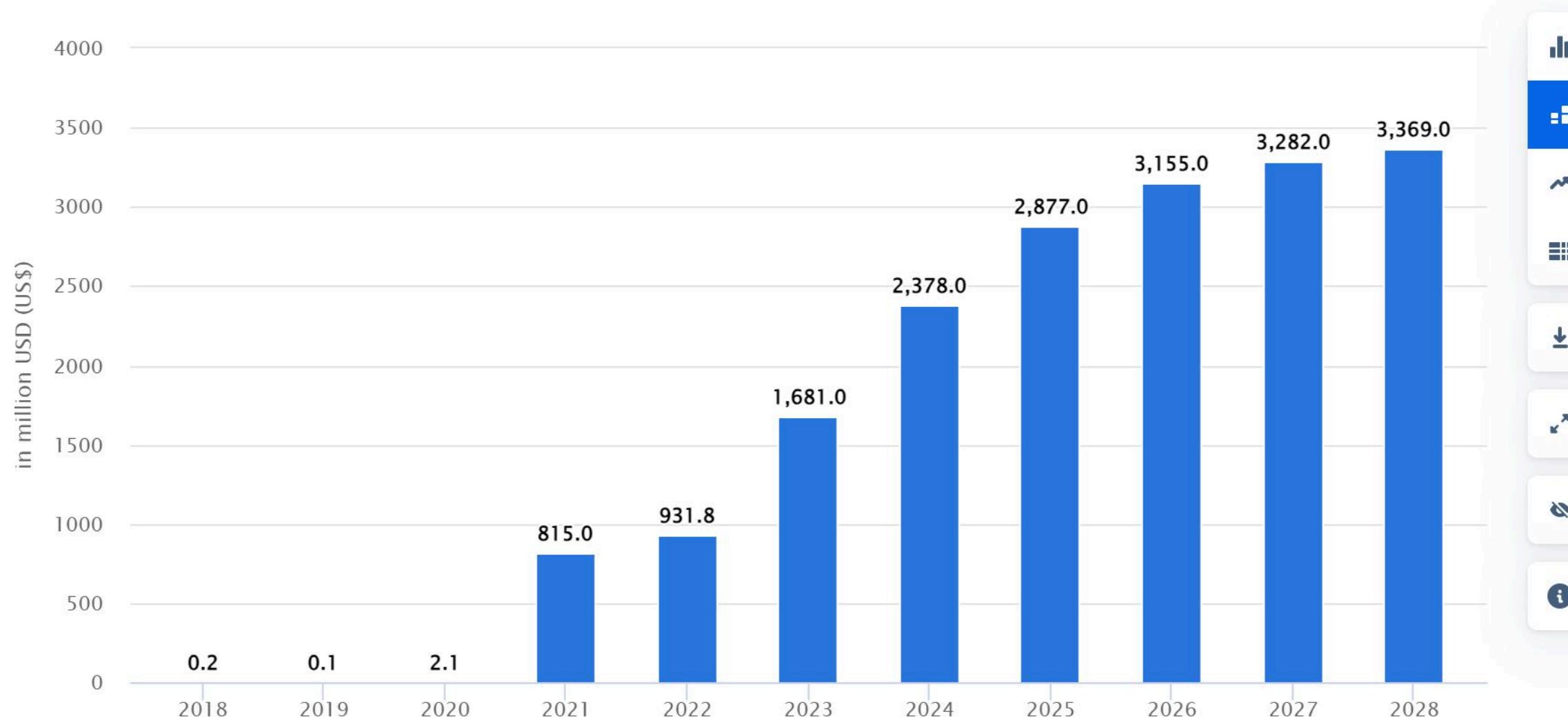
"As NFTs become more about utility and less about speculation."

**■ Hong Yea (Co-founder and CEO of GRVT):**

"Ultimately, sustained adoption hinges on creating tangible value for users, forging connections between NFTs and culture, and embracing innovations that address the evolving needs of the community."



## 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



**Eugen Yesenge**

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[instagram.com/gagapuh](https://instagram.com/gagapuh)

- | 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.