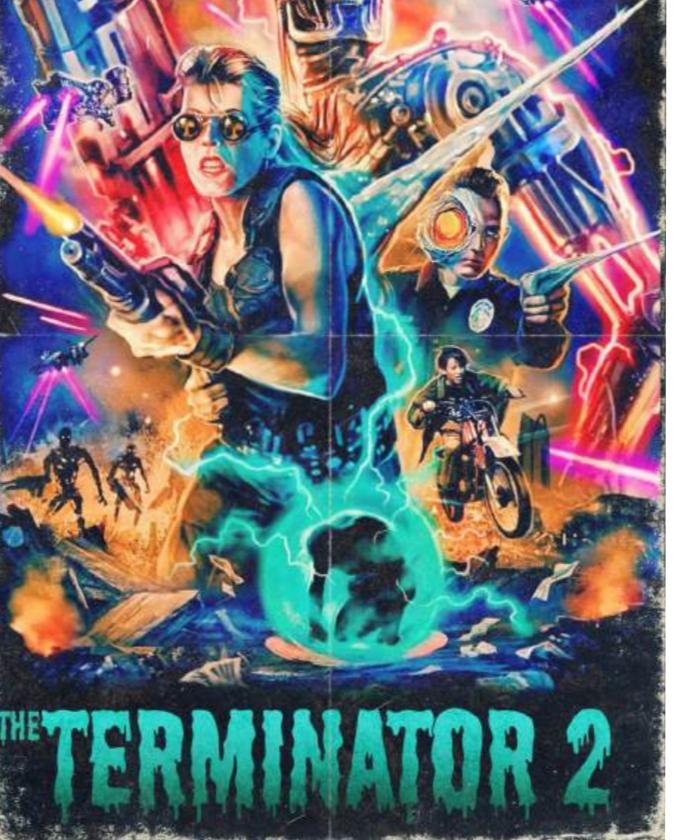
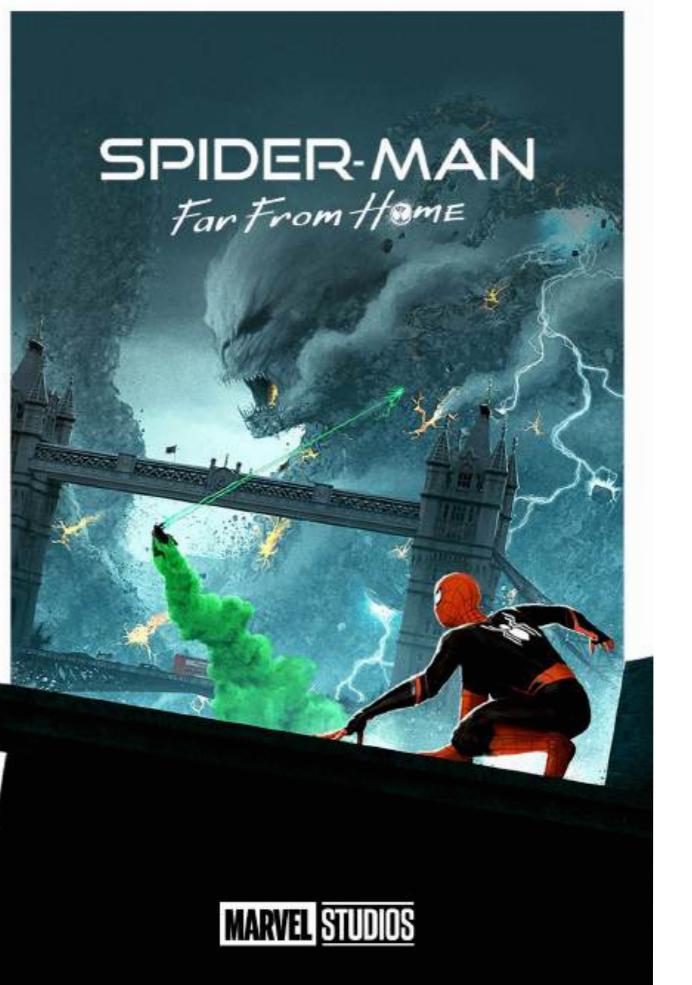
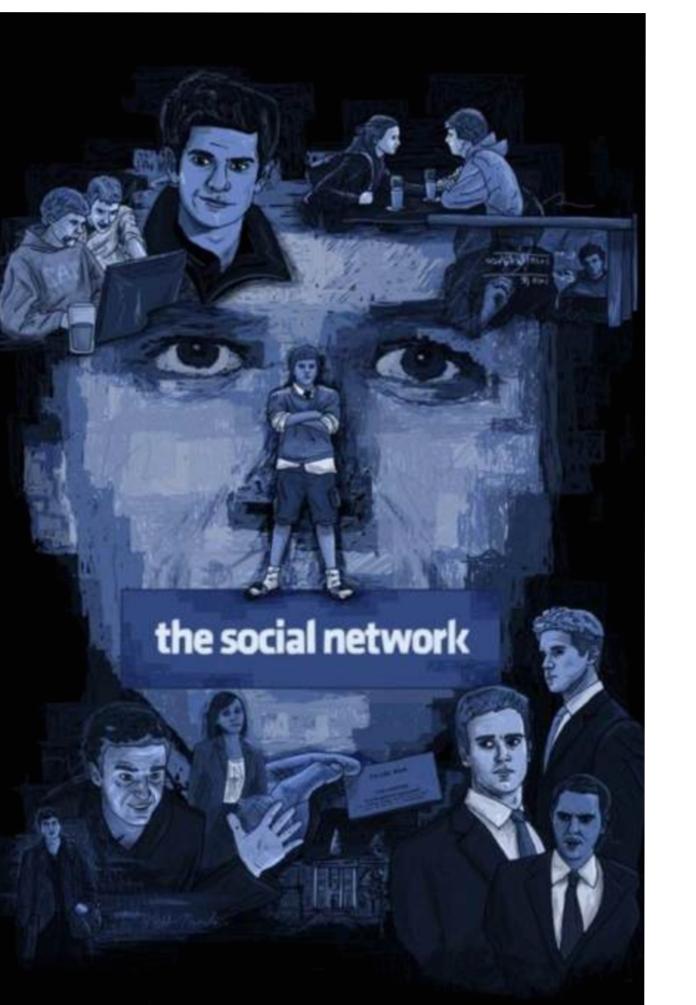




Posterstock:

Bringing Emotional Value to NFT

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 illustrating different approaches to showcasing NFTs:

- Top Left:** A screenshot of the VK NFT service interface. It shows a purple 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 mobile phone displaying a VK profile page for "Вика Новикова" featuring an NFT profile picture.
- Bottom Left:** A screenshot of a Twitter profile for "Alex Atallah (@alexatallah.eth) ✅". The bio mentions being a cofounder of OpenSea and includes links to opensea.io/careers and a biography translation. The profile picture is an NFT of a man wearing a cap.
- Right Side:** A screenshot of an Instagram profile for "tirli (@u/tirli)". The profile picture is a cartoon character wearing a green hat. Below it 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



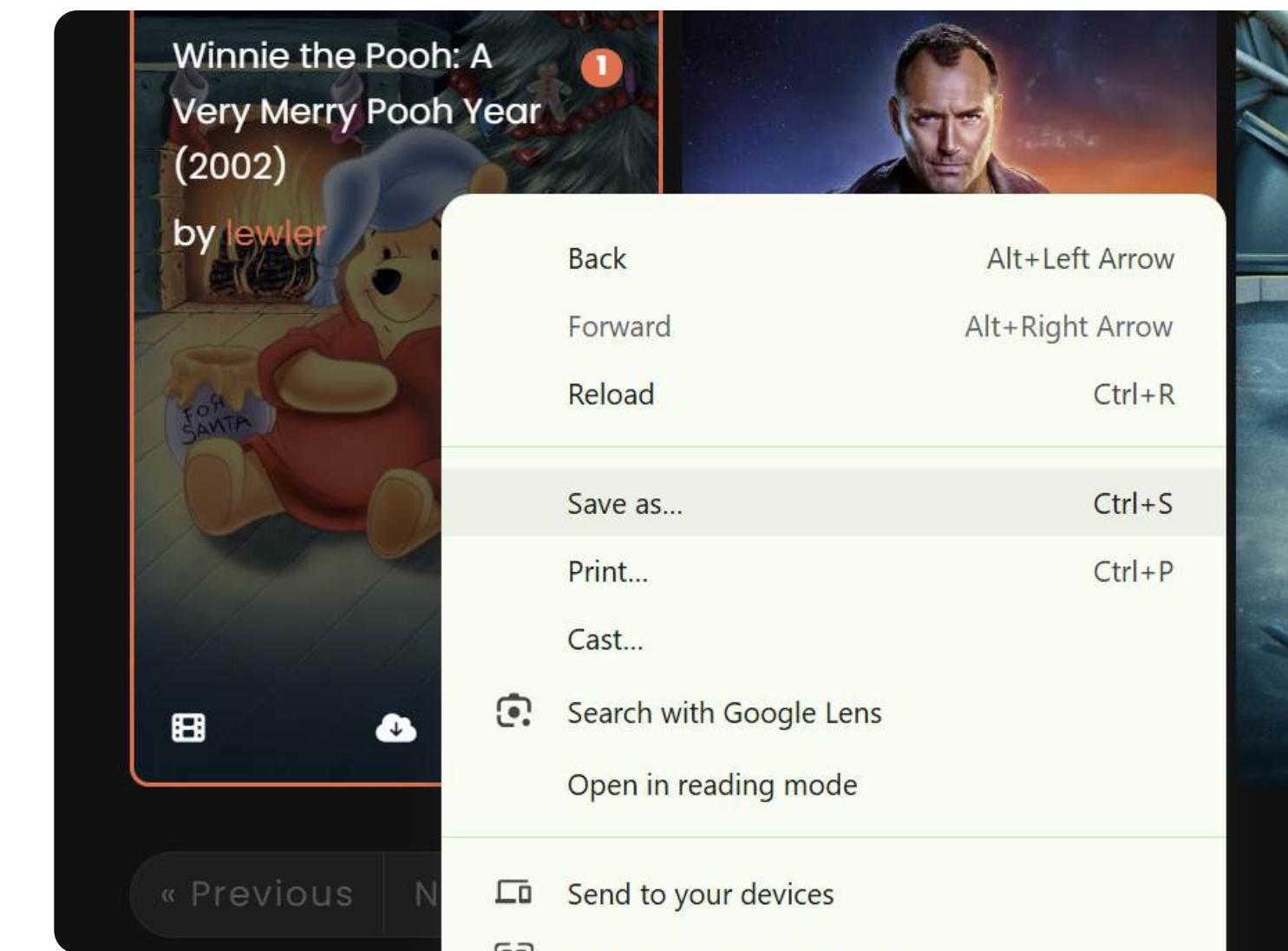
NOT Wise #255

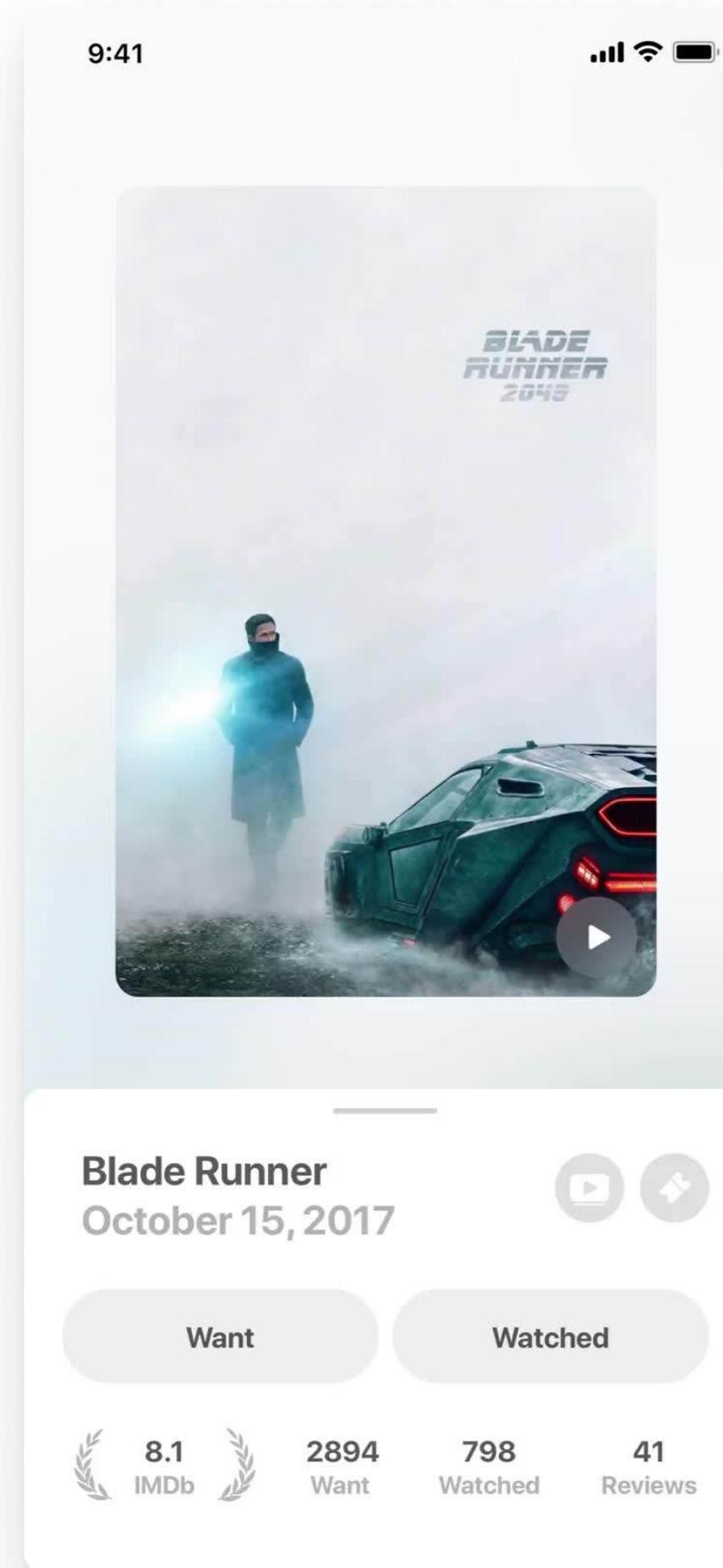
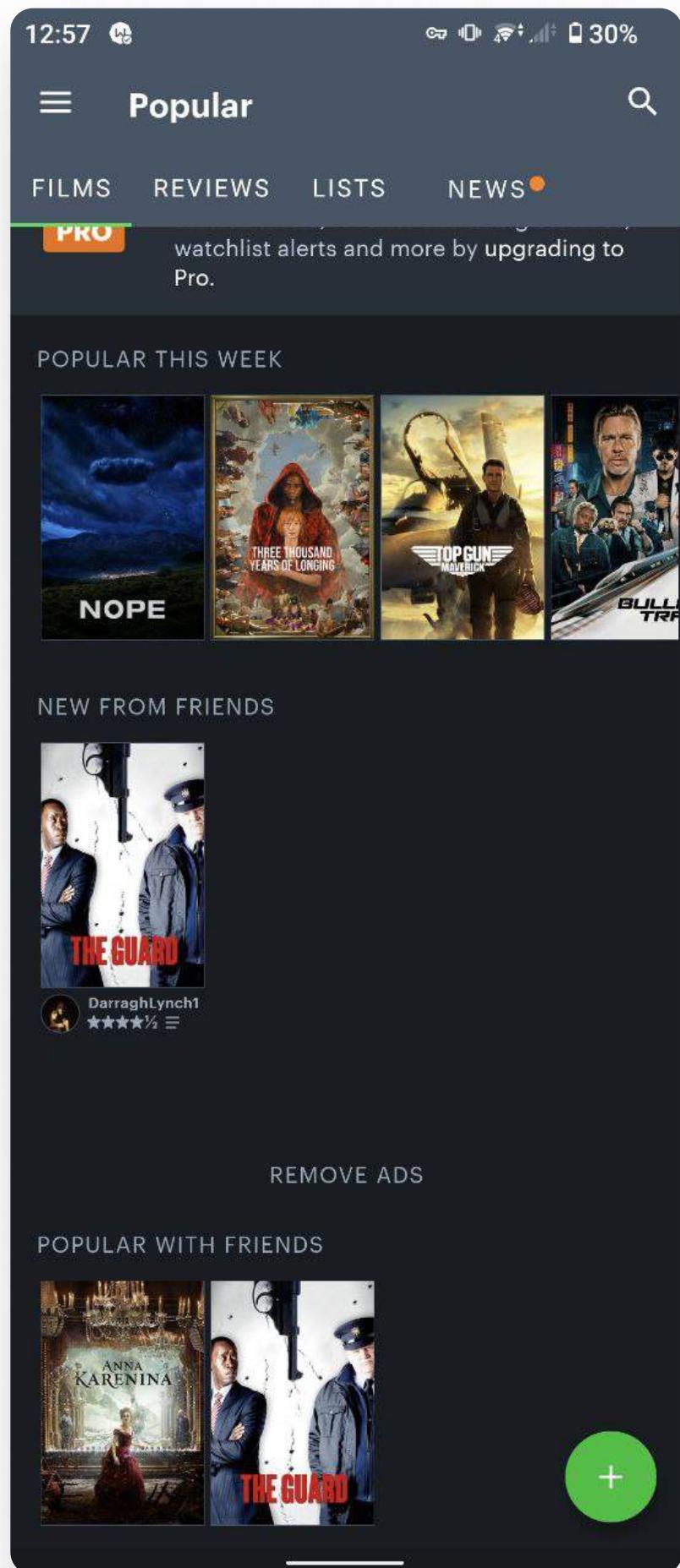


PROBLEM #3

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



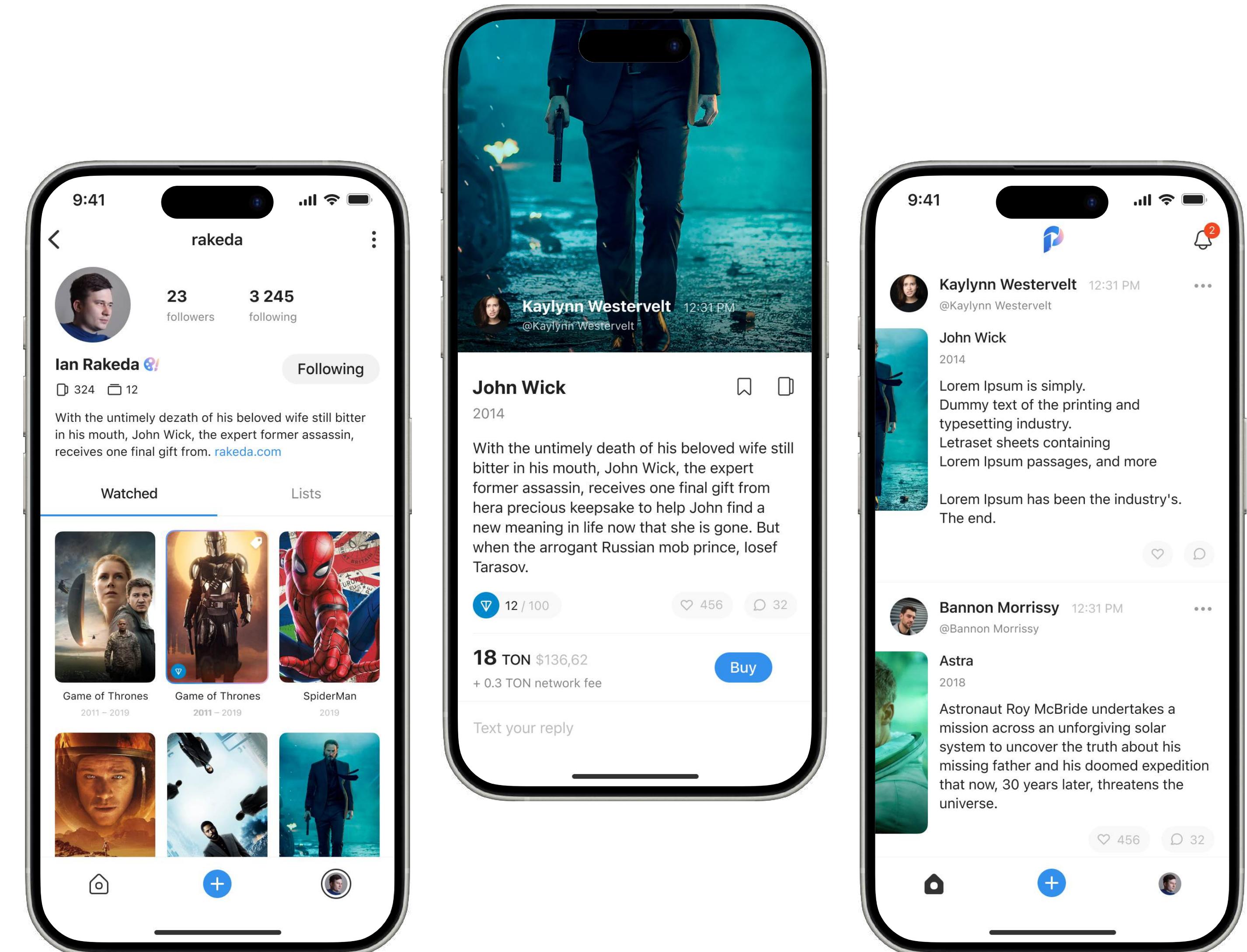
EXISTING APP

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.

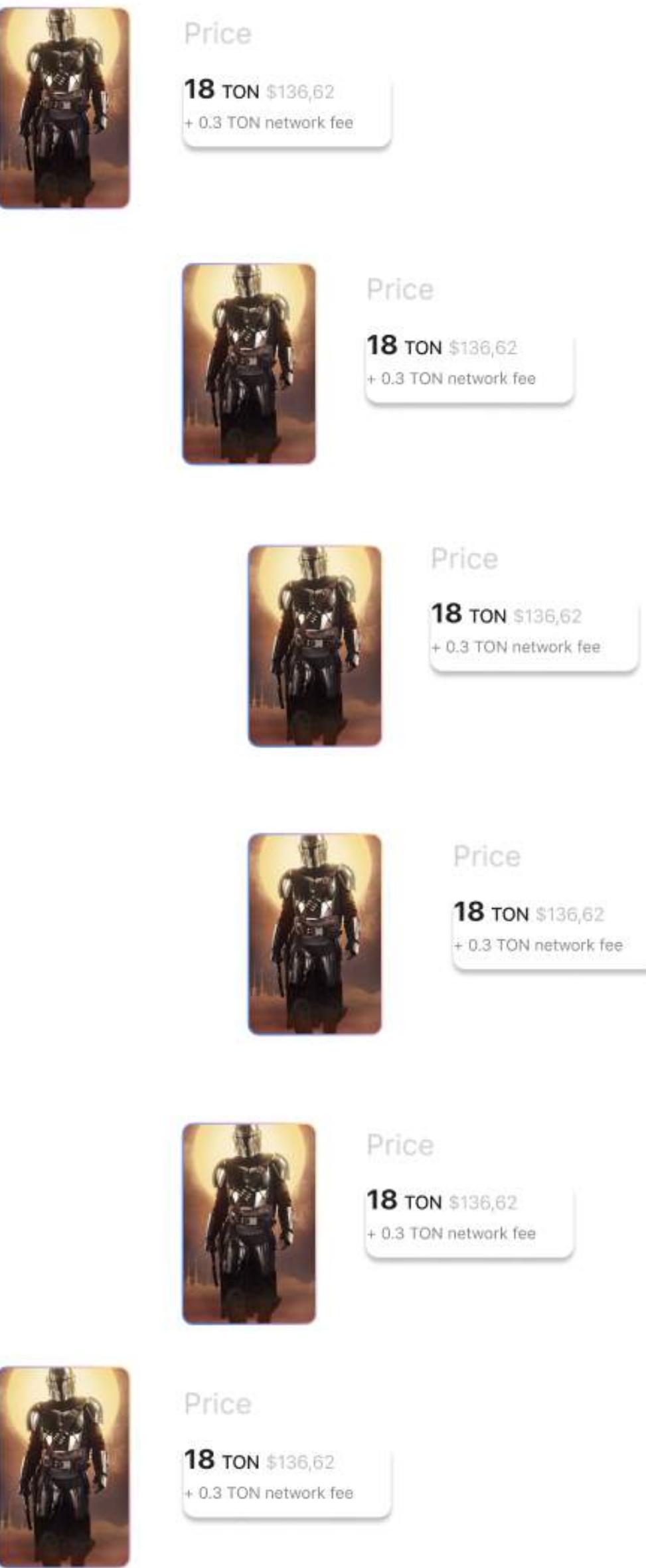
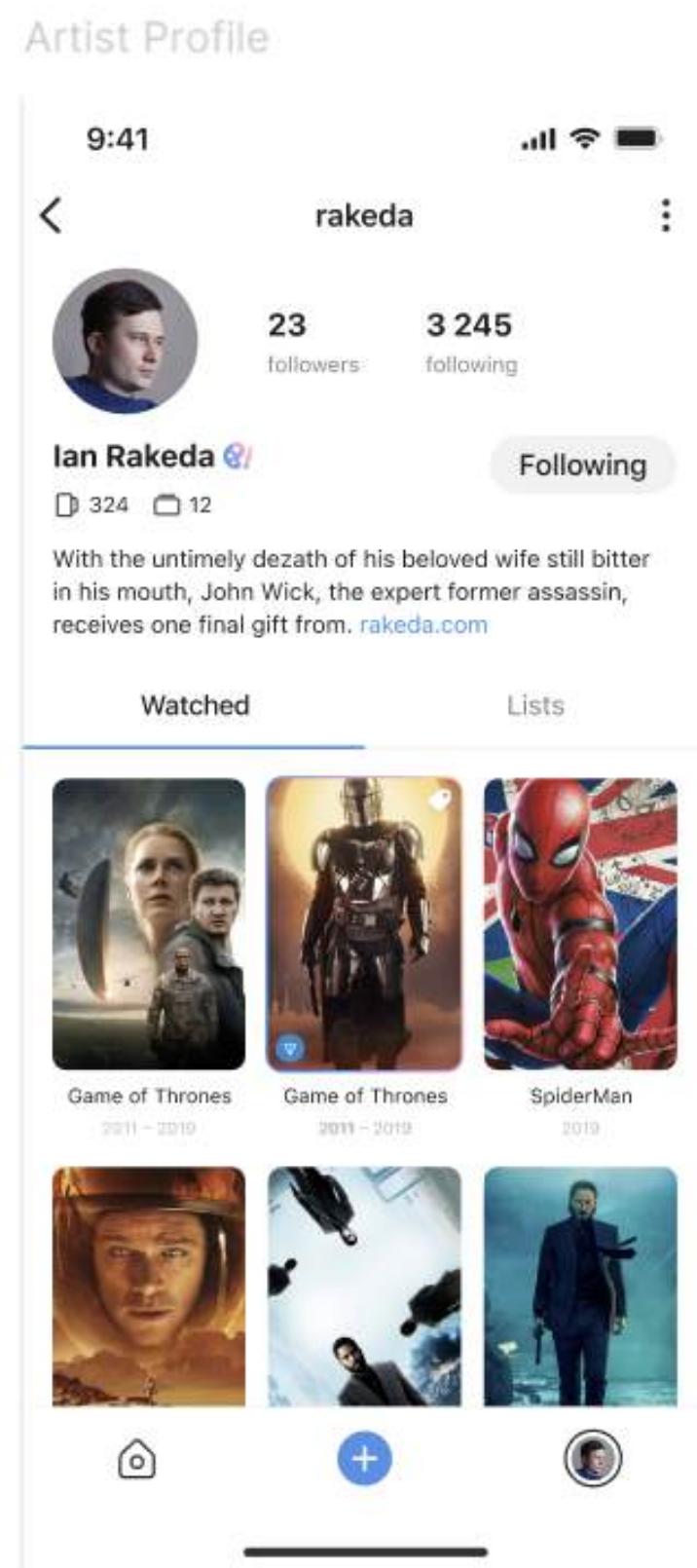
Once an artist's integrated into the platform:

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

posterstock.com

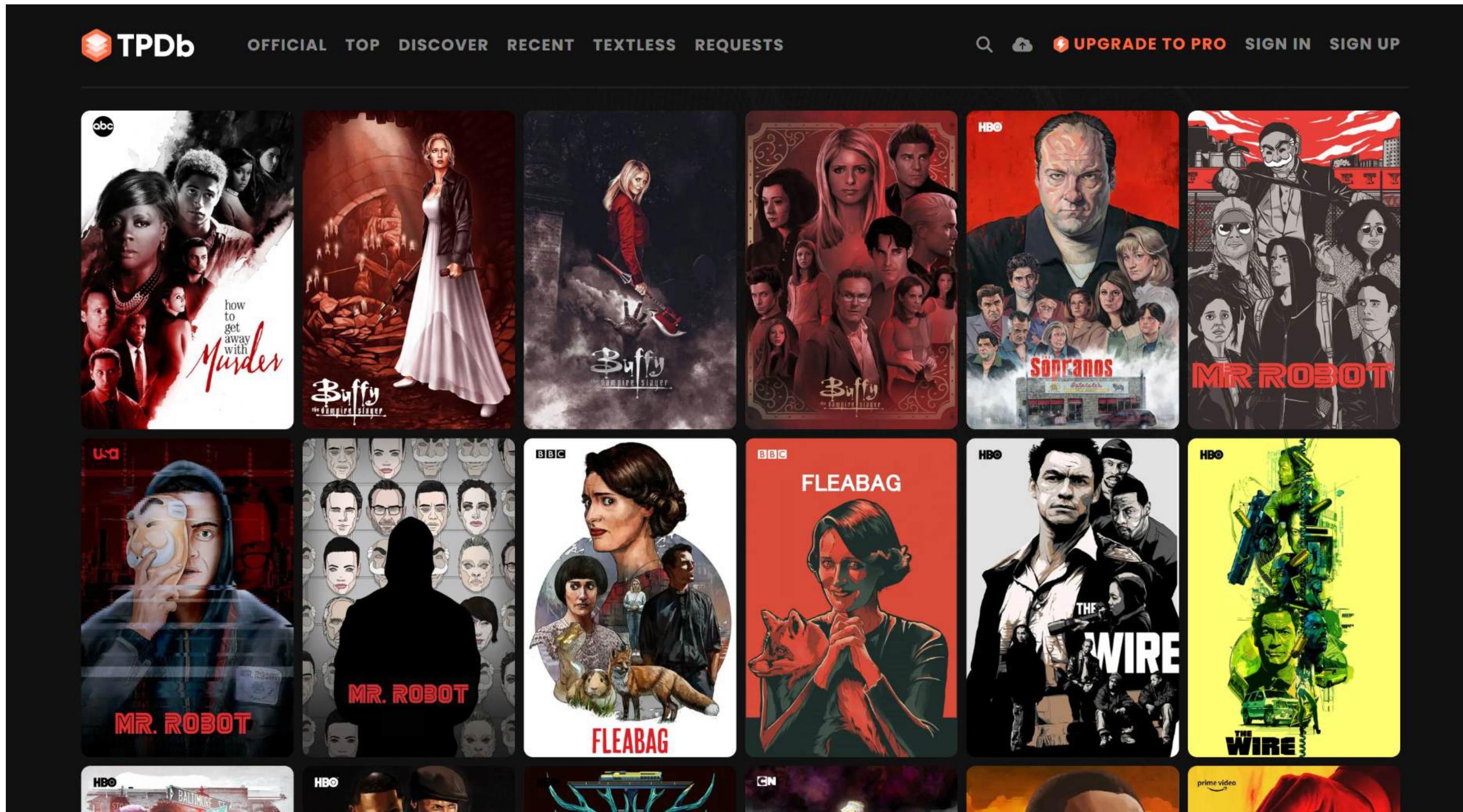


6x
Price
18 TON \$136,62
+ 0.3 TON network fee





OTHER PLATFORMS



posterstock.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.

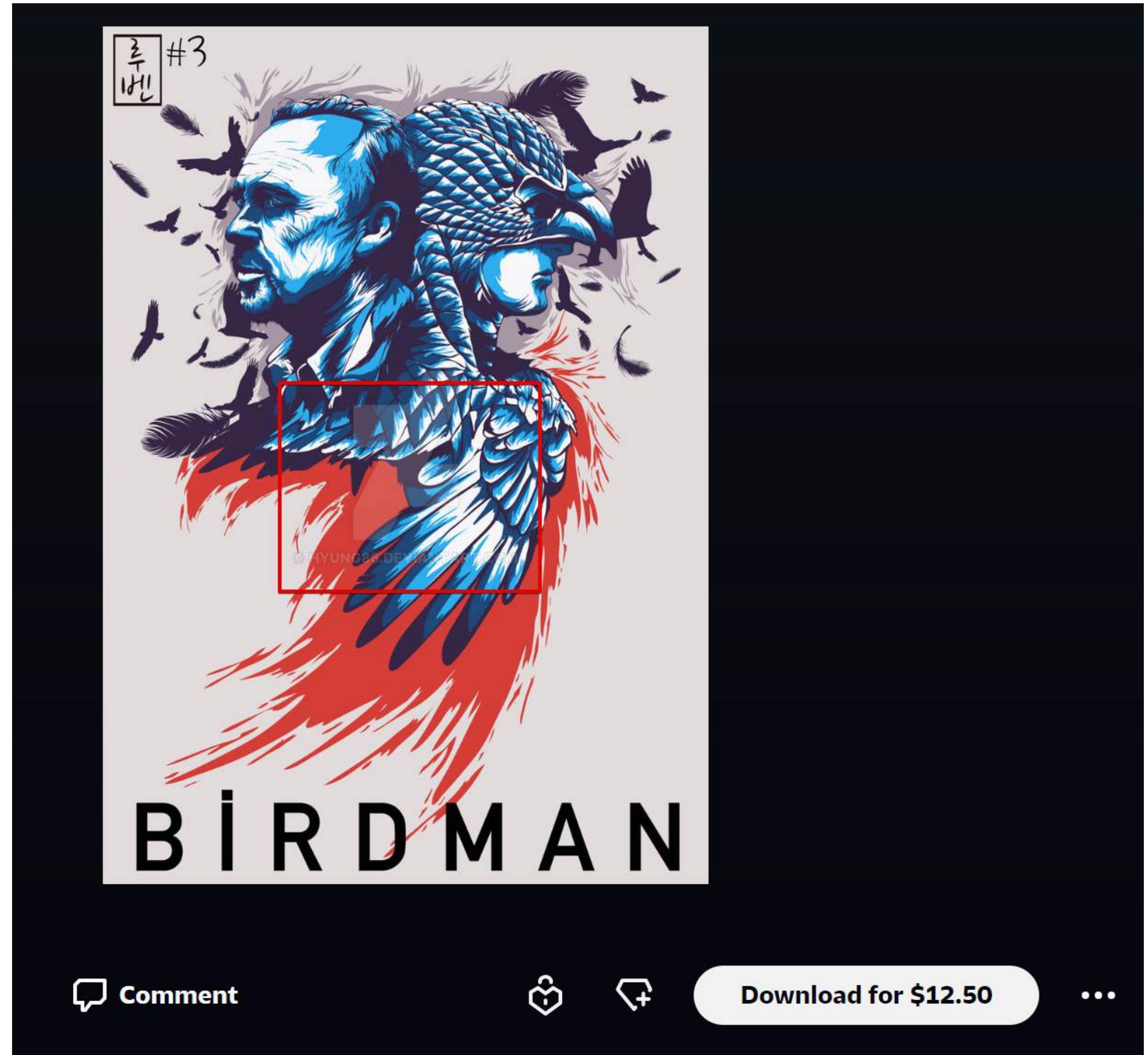
These engaged communities and the existence of paid memberships validate the strong interest in and demand for distinctive, high-quality digital posters.



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):

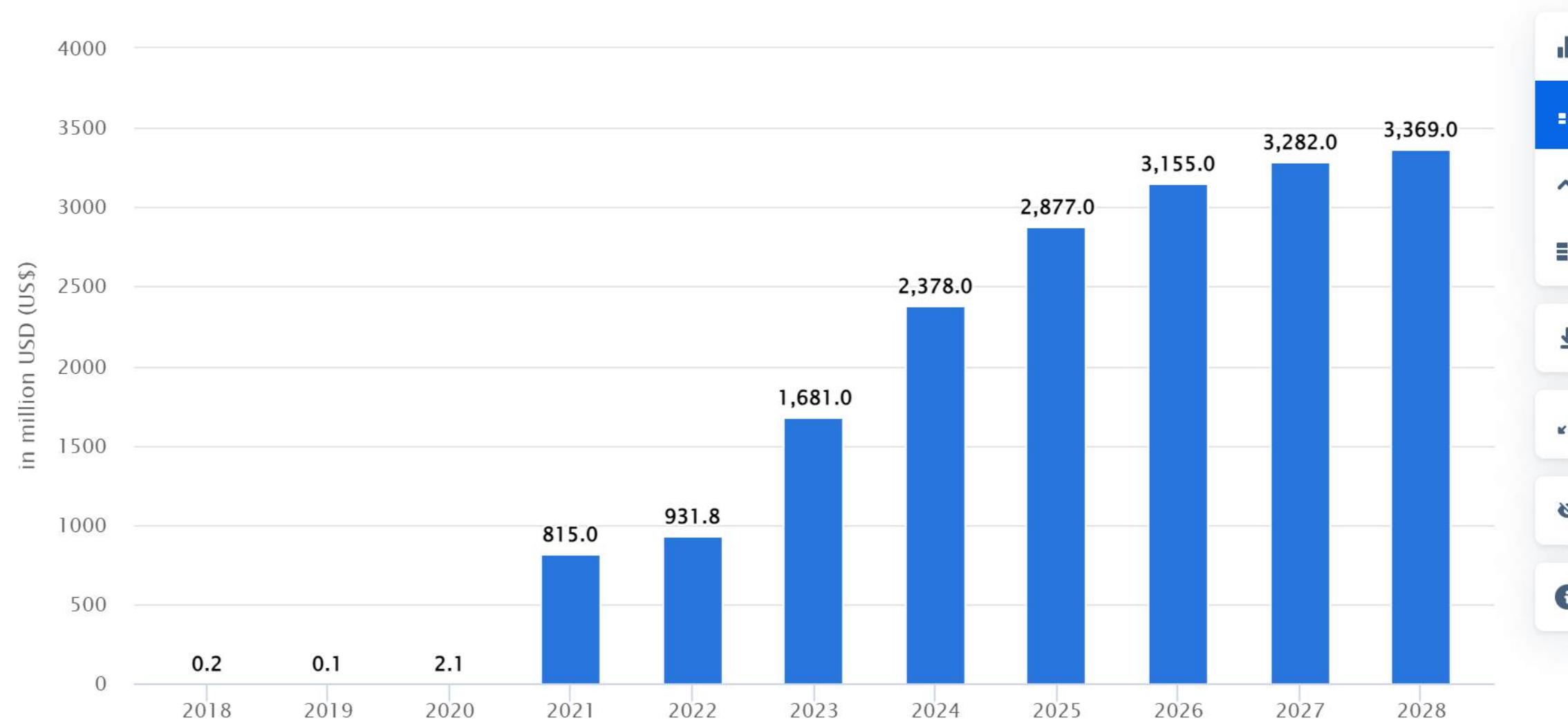
"NFT platforms can reignite user interest by integrating interactive incentives and fostering a sense of community ownership... ecosystems where users feel valued and invested in the community's success."

■ 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."



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

eugen@thediirection.org
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.