



~~MUSHROOM~~CHAIN

21.03.2024

Subscriptions in business

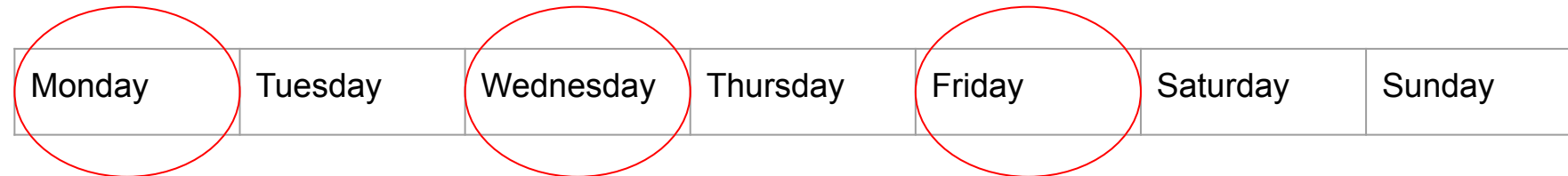
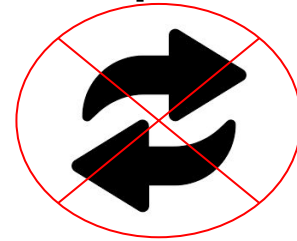
- Predictable recurring revenue
- Guaranteed cash flow
- Guaranteed customer base
- Use samples to test new products
- Encourage customers to spend more by getting more.
- A subscription model increases the lifetime value of your customers.



Problem of Modern subscriptions

Example: Gym subscription = plastic card or an app registered in gym's system

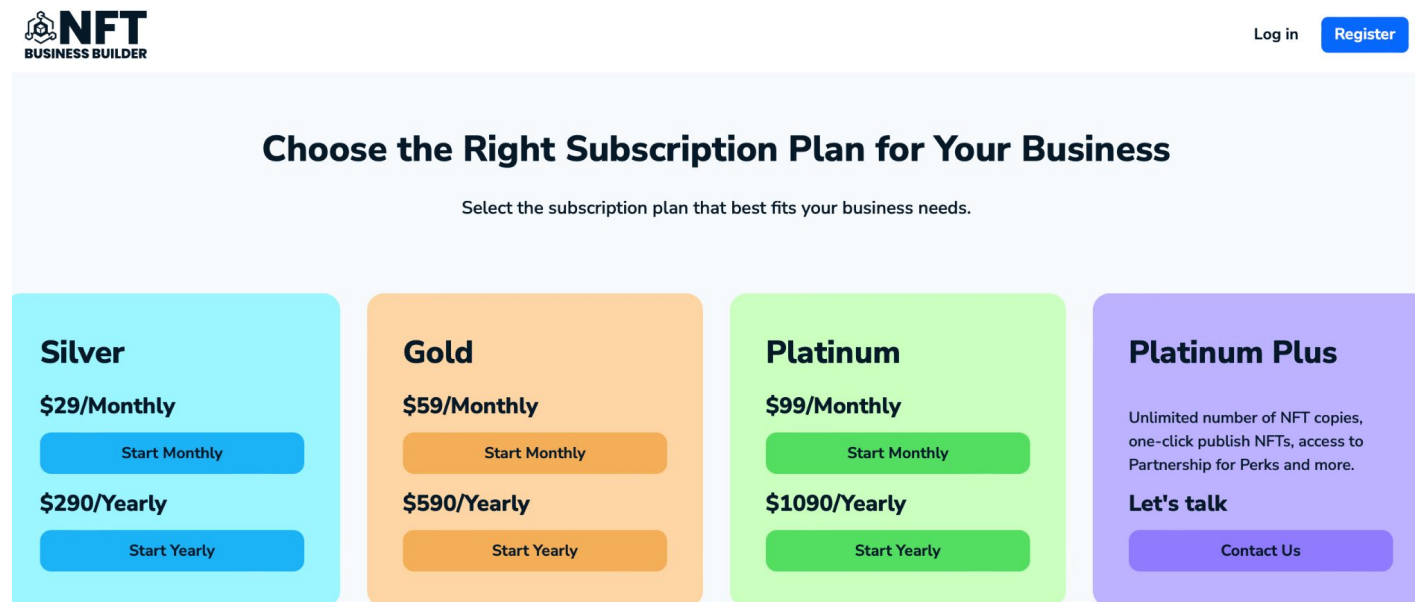
- Not easily tradable
- Limited flexibility



“Some gyms have been around for years, once offering memberships for \$6 a month. These same gyms are now offering memberships for \$50 a month. Users that have \$6 membership rates may not use their membership, but continue to keep it so they don't have to pay more if they decide to go to the gym again. Or, some members may be forced to pay higher fees due to things like increasing inflation.”

Current solutions

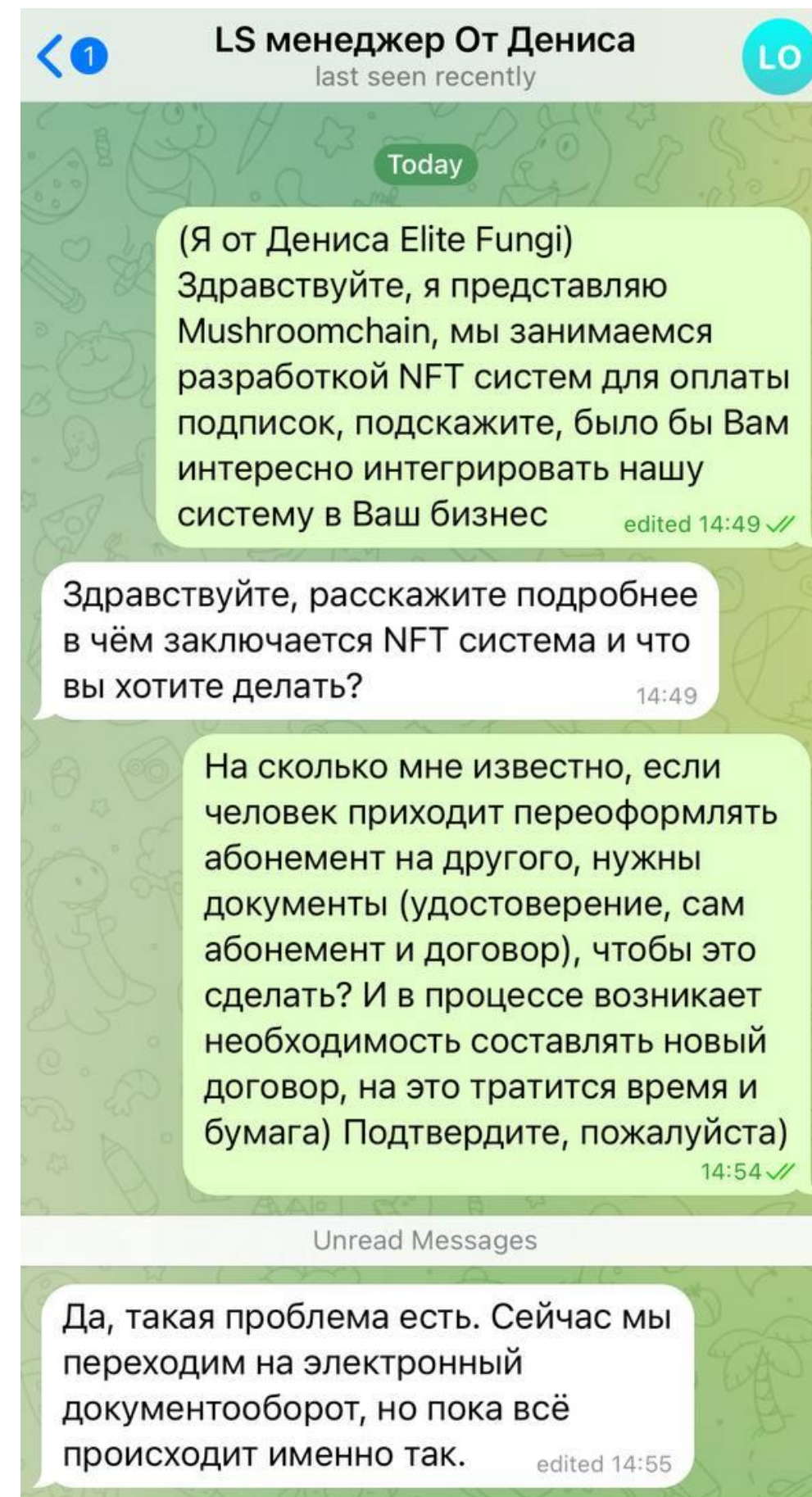
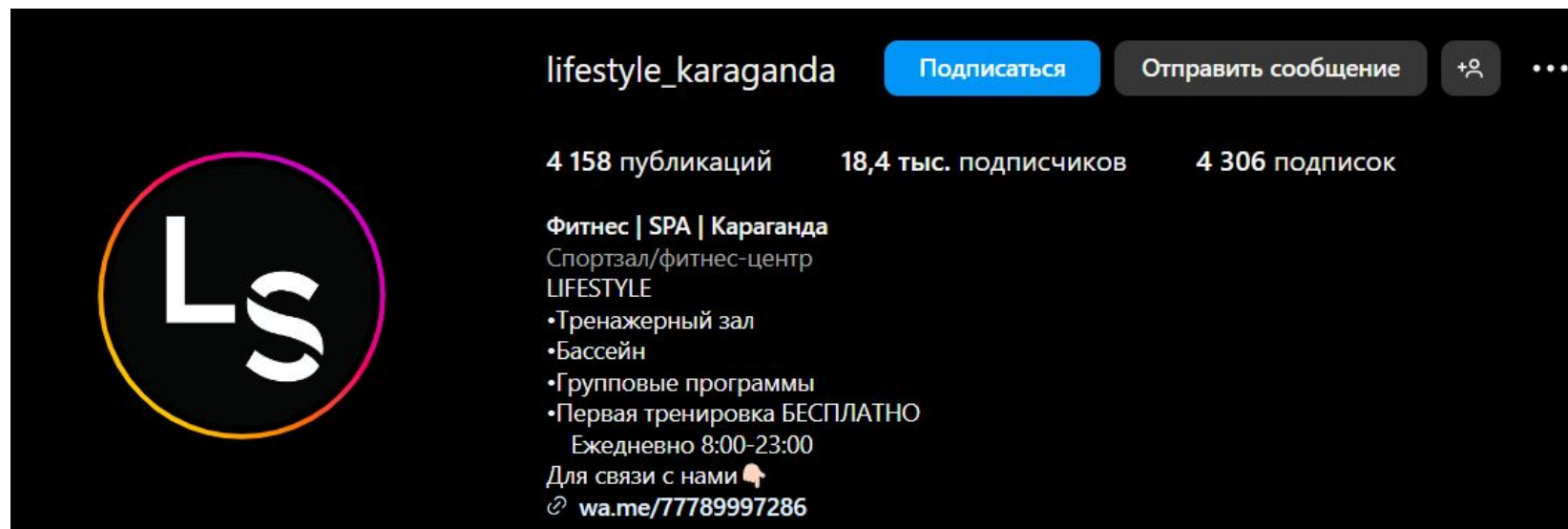
- Visit gym to acquire gym membership
- Usually limited time (until 18:00 or 9-23)
- No exchange or in some cases: additional payment and presence of both sides



The screenshot shows the 'NFT BUSINESS BUILDER' website. At the top left is the logo, and at the top right are 'Log in' and 'Register' links. The main heading is 'Choose the Right Subscription Plan for Your Business', with a subtext 'Select the subscription plan that best fits your business needs.' Below this are four subscription plans in colored boxes: Silver (light blue), Gold (orange), Platinum (light green), and Platinum Plus (purple). Each plan lists monthly and yearly prices and has a corresponding 'Start' button. The Platinum Plus plan includes additional benefits and a 'Let's talk' button.

Plan	Monthly Price	Yearly Price	Action
Silver	\$29/Monthly	\$290/Yearly	Start Monthly / Start Yearly
Gold	\$59/Monthly	\$590/Yearly	Start Monthly / Start Yearly
Platinum	\$99/Monthly	\$1090/Yearly	Start Monthly / Start Yearly
Platinum Plus	Unlimited number of NFT copies, one-click publish NFTs, access to Partnership for Perks and more.		Let's talk / Contact Us

Feedback of end user

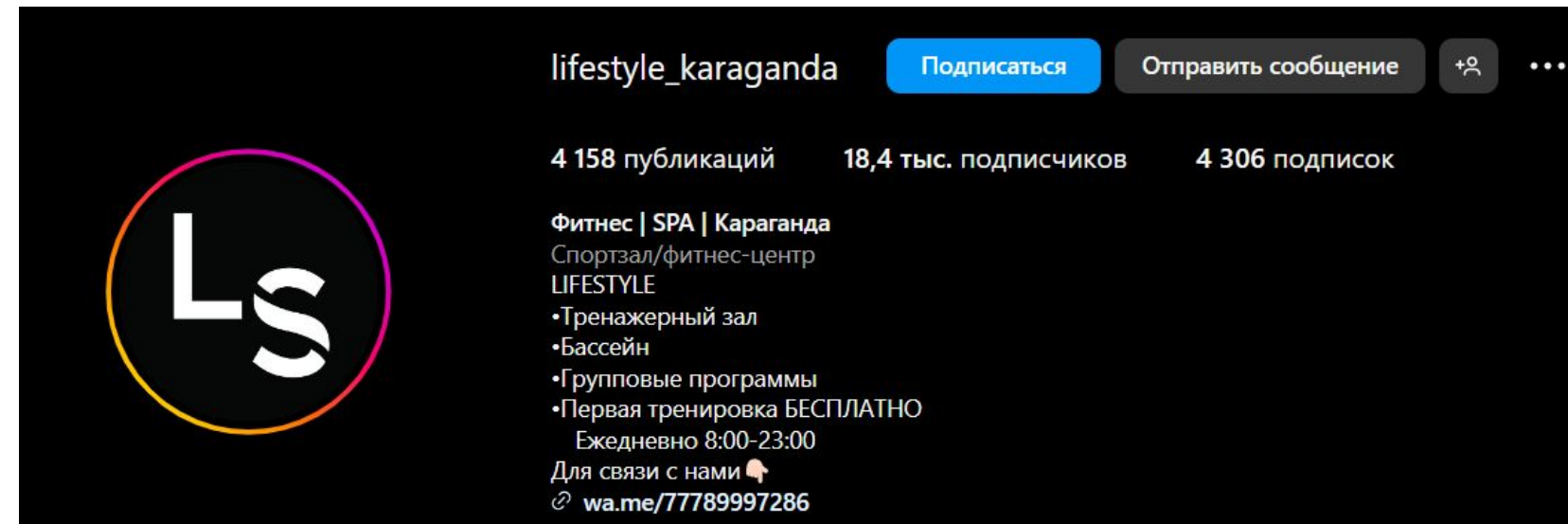
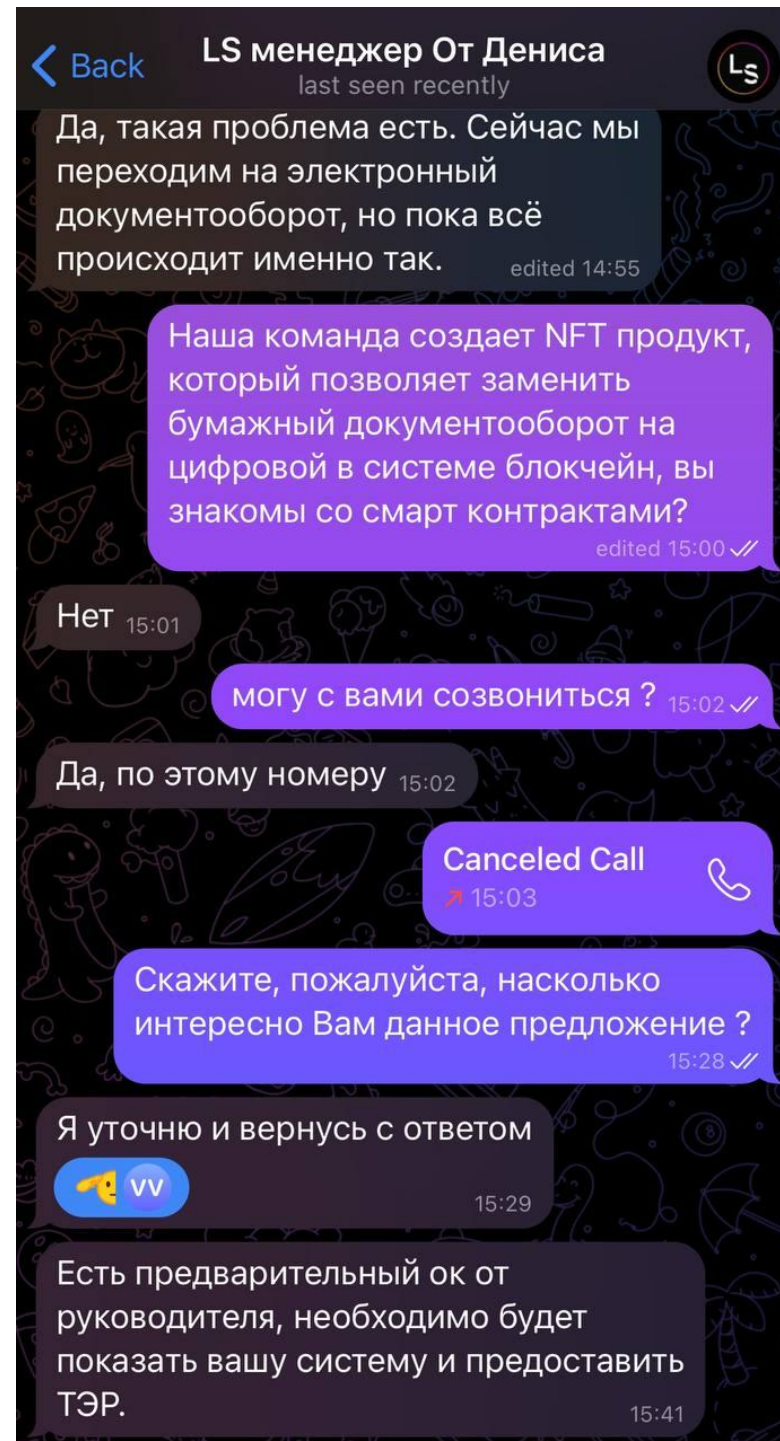


Why NFT?

- Subscription NFTs allow for ownership and control to lie with the user.
- YOU KNOW THAT ALL TRANSACTIONS ARE IN BLOCKCHAIN
- It makes these NFTs liquid assets that can be resold or traded.
- This creates new revenue streams for the subscription-based platform, and the inclusion of royalty conditions can lead to further revenue opportunities

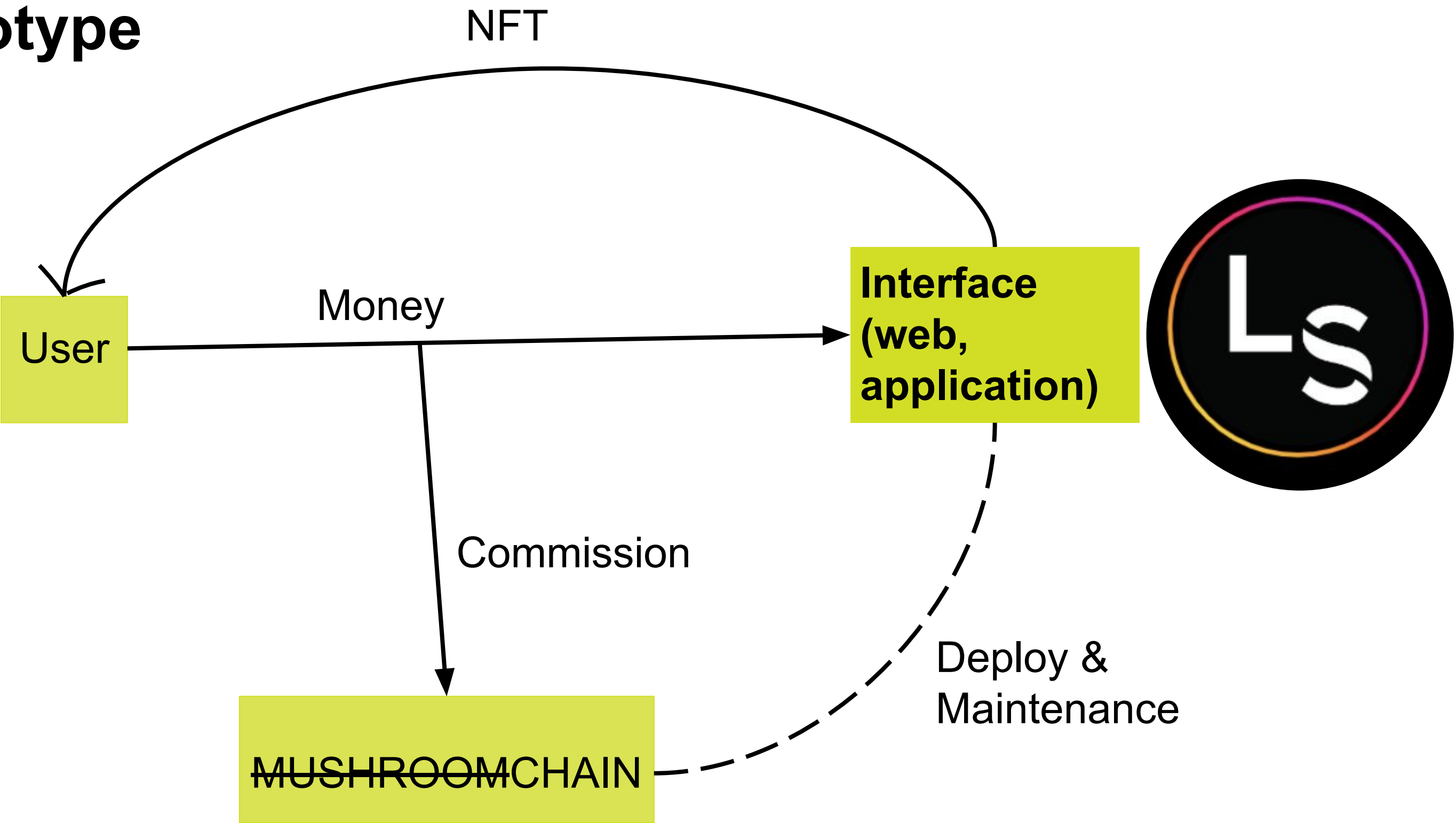
<https://ieeexplore.ieee.org/abstract/document/9935851> Analyzing the Non-Fungible Tokens (NFT) Implementation in Digital Music Industry
<https://ieeexplore.ieee.org/abstract/document/9932702/> NFT-based Asset Management System

Feedback of end user on NFT system



- They are ready to check our system
- Need for MVP
- Need for feasibility study

Prototype



Business Model

Key partners	Key activities	Value proposition	Customer Relationship	Customer segment
<p>Mushroom farms</p> <p>Gyms</p> <p>Blockchain platforms</p> <p>Legal consultants</p> <p>Skoltech for research and development support :)</p>	<ul style="list-style-type: none"> ➤ Creation and management of 2D NFTs ➤ NFT maintenance and updates ➤ Marketing and sales ➤ Customer support and legal services 	<p>Renewable subscription</p> <p>Convenient document management</p> <p>Solid supply of high-quality product NFT as a subscription system (access levels for different products)</p> <p>Grow-profit (sell your subscription if you don't like the product)</p> <p>Upgradable and resalable NFTs</p>	<p>Helping subscription based businesses to get more convenient workflow</p> <p>Buyback guarantee for NFTs on the marketplace</p> <p>Channels</p> <ul style="list-style-type: none"> ➤ Online marketplace for NFTs (OpenSea or our homepage platform) ➤ Social media and NFT lovers forums ➤ Collaborations with local gyms 	<ul style="list-style-type: none"> ➤ Every subscription based business ➤ Investors and NFT collectors ➤ Sportsmans, movie lovers etc. ➤ Tech enthusiasts <p>and "Elite Fungi" who is already interested in our project to solve their problems</p>
Cost structure			Revenue Streams	
<p>Development and maintenance of NFT technology (blockchain deployment commissions).</p>			<p>We will get money by selling our NFT subscriptions and commissions from NFT resales.</p>	

Project evolution

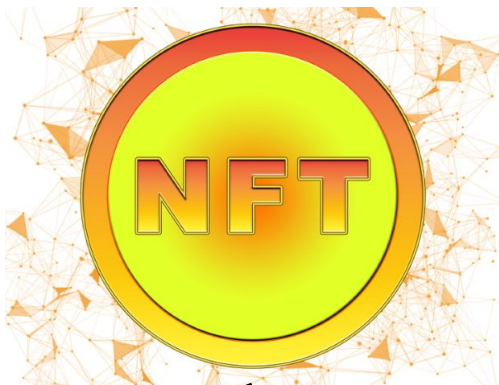
Initial
approach



Shallow customer base



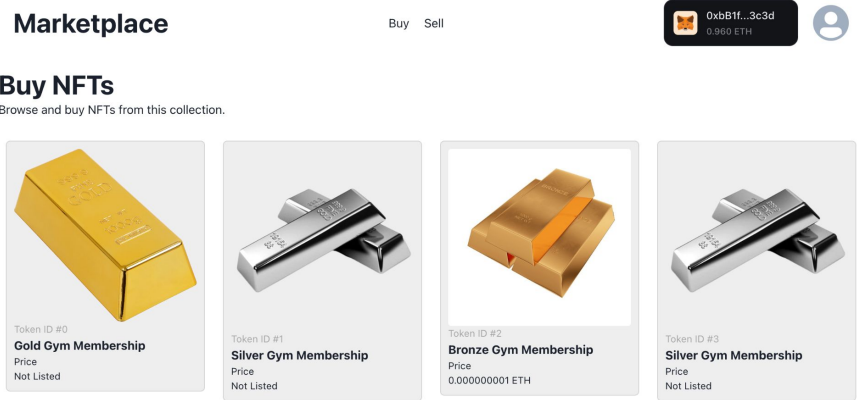
Subscription
business
model



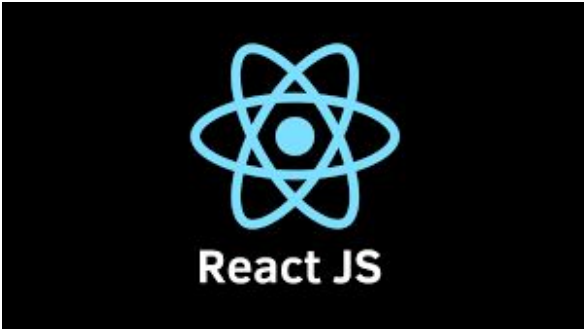
Previous
Iteration

MVP

Market + User & Gym GUI



MVP



Gym GUI



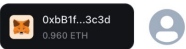
FastAPI



User GUI

Marketplace

Buy Sell



Buy NFTs

Browse and buy NFTs from this collection.

Token ID #0
Gold Gym Membership
Price
Not Listed

Token ID #1
Silver Gym Membership
Price
Not Listed

Token ID #2
Bronze Gym Membership
Price
0.000000001 ETH

Token ID #3
Silver Gym Membership
Price
Not Listed

Gym options ▾ About Contact

You're visiting GYM

To pass through scan QR code

Minus one

My GYM NFT

Silver Gym Membership

level: Silver

duration: 2 months

visits: 20

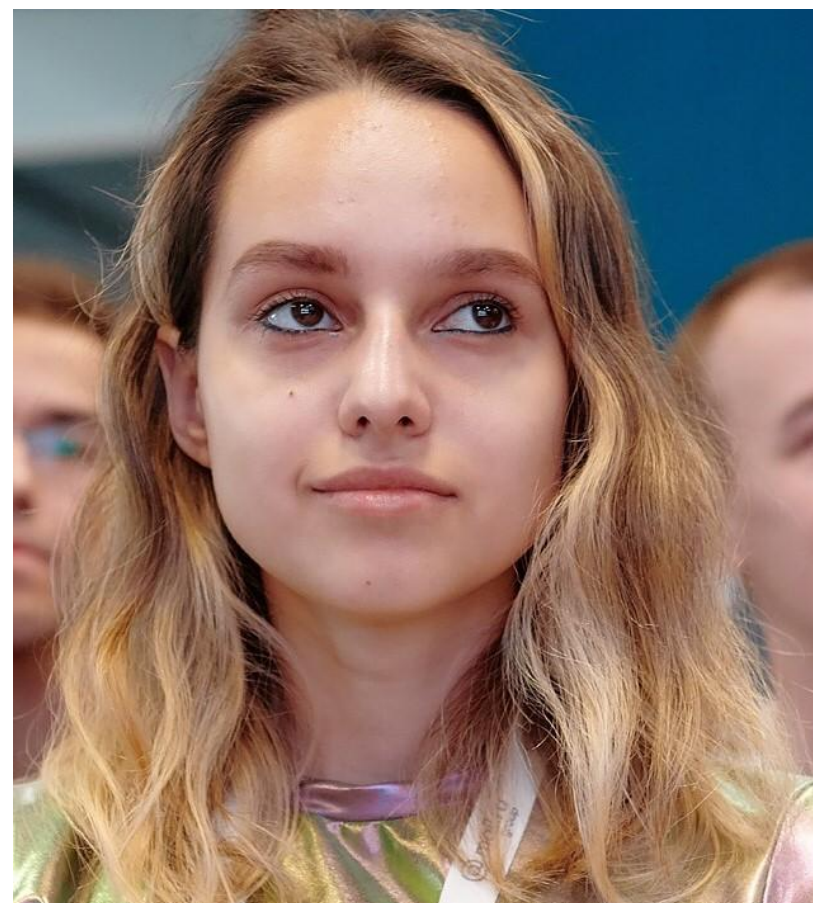
Visit

Team



NIKOLAY IVANOV

Middle NFT developer
King of Customer feedback



ALISA KALACHEVA

Senior NFT developer
The brain of the team



MARK NUZHNOV

Middle NFT developer
Integration into the authentication system
The muscles of the team

Thx