

# Web3.0 Cultural Outreach Strategies

Our goal is to develop innovative projects centered on cultural institutions that will help connect web 3.0 with cultural institutions and promote good relationship

Blockchain technology sounds like there is no relationship with today's cultural institutions, right, but after careful consideration, I think that the greater the difference, the greater the possibility, people's lives and progress are inseparable from culture, so to popularize we need to bring cultural outreach into the web 3.0 world, art has no borders, which usually resonates with people.

I think it is difficult for art lovers in North America or Asia to simply feel the artwork presented by Cultural Institutions in Europe. This makes the opening of cultural institutions in the world of web3.0 an innovation, try to feel it, when an art lover through the digital currency ticket (blockchain) in the art gallery in web 3.0 to see the exhibition, which allows him not to go through a long long voyage and afford expensive travel costs, people rarely do this in

order to appreciate art, when every art institution has its own place in the web 3.0 world, this will make the number of visitors exponential exponentially increase, many people may not be too good in reality, but in web 3.0 he can even see the exhibition and feel the beauty , which makes people's appreciation of beauty and culture fair

## Marketing plans

### 1. Overview

The pandemic has made it difficult for art institutions to make it difficult for their revenues to present beauty, and how to recover in the future will be a long process, and the future direction is to connect web3.0 with cultural institutions.

#### 1.1 Target groups

Museums, galleries, foundations, art fairs and auction houses.

#### 1.2 Major Impacts

Broaden audiences, expand communication channels, and increase revenue for institutions.

#### 1.3 Business Philosophy

Business is not yet in the beginning to stand in the position of making money, so as to make money, when the organization and web 3.0

combined, will feel the correct choice now with the future wind direction.

## 2. Organizational structure

### 2.1 DAO

Cultural institutions in Web 3.0 can be composed and well-established by people from all over the world

### 2.2 DID

Visitors visit cultural institutions through their web3.0 status and participate in the purchase and auction of artworks

### 2.3 PFP

Combining art NFTs (which are regulated and cast by art institutions) with web 3.0's social approach allows people to safely hold art and sell it

### 2.4 Socialfi

Through the financialization of social influence, more cultural dissemination is promoted, more benefits are obtained, and more emphasis is placed on DeFi attributes

## 3 Market analysis

At present, the web 3.0 market is still in the development stage, and

the offline development history of cultural institutions will become a new possibility if combined

### 3.1 Target Market

Allowing people to enjoy and participate in auctions in web3.0 art and cultural institutions makes the privatization of works of art more secure, increases liquidity, and becomes fairer and more credible with the support of blockchain decentralization

## 4 How institutions benefit

4.1 Through the increase in the number of tourists after people enter the web3.0 in the later period, thereby increasing the ticket revenue of digital currency, according to the continuous new users entering the world of web3.0 in the later period, this income is considerable and huge, and according to the continuous production and presentation of artworks in the later period, people can maintain long-term contact with the art museum.

4.2 Cultural institutions may take the initiative to conduct auctions after casting artworks online so that collectors can hold and appreciate their own artworks

## 5 how customers benefit

First of all, the appreciation of art is simpler, you only need to wear VR or through the computer and high-resolution monitor to enjoy the art in all directions, for collectors can be based on the value of the art to get.

## 6 Risks

I think the current risk lies in the return to the previous model of web2 by monopolies, so there needs to be more perfect in the subsequent development, and openly and fairly to allow more people to participate.