



mysseven.io



Telegram chat

## FAN ENGAGEMENT PLATFORM

MySeven is a fan engagement platform that uses gamification to incentivize fan engagement through custom generated mobile applications. It allows celebrities, brands, and influencers to set up custom channels and incentivization schemes for improved fan engagement. The platform application includes various activities such as community voting, concept suggestions, affiliate marketing and more. The goal is to capture value from fan actions and drive user interaction with influencers.

## NFT COLLABORATIVE HUB

The MySeven ecosystem is a platform that connects influencers, artists, collectors, and the general public through their custom NFT marketplace engine called NFT Hub. Influencers will have custom instances of the NFT Hub where they can design, mint, and release their NFTs in collaboration with their fans! The platform also allows for minting experience releases, where NFTs include activities, discounts, and experiences with the influencers!

## SEVEN TOKENS

The NFT Hub is a marketplace where users can list, buy, and sell NFTs. It automatically splits royalties and revenue rights among all contributors including the influencer, designer, platform, and concept creator. Transactions on the marketplace are done using the \$SEVEN token, tying it to the total value of the NFTs being traded. The \$SEVEN token is airdropped to users based on their activity within the ecosystem.

## INFLUENCERS & AUDIENCES

Influencers are key players in the MySeven ecosystem, which is a platform designed to create a sustainable virtual economy through the use of NFTs (non-fungible tokens) and tokenization. The fan engagement platform is designed to be the main driver for user interaction with influencers and aims to capture value out of fan actions on the influencer's application/instance. The target audience of the platform is widespread and covers an extensive demographic!

## INTERNATIONAL ROLLOUT

MySeven is planned to initially launch in select regions with a high number of digital content consumers and heavy fan engagement. With local influencer partnership agreements signed, MySeven will start their operations in select MENA, LATAM, ASIA and African regions. As the project matures and onboards influencers and celebrities from around the globe, the ecosystem will gradually be rolled out in every corner of the world.

## SHIFT DAO INVESTMENT ROUND

20%  
EQUITY  
TOKENIZED



1'000'000'000  
SDMS



10'000'000  
BUSD

