

Discovery.xyz

DISCOVER THE UTILITY OF NFTS

Benjamin Scheinberg

ben@discovery.xyz

November 2023

BACKGROUND

Not a single top NFT marketplace lists the creative license, utility, or benefits of holding the asset by default

Only 30% of Americans know what an NFT is, but 75% of crypto holders own NFTs [1]

Top reason for owning NFTs [2]

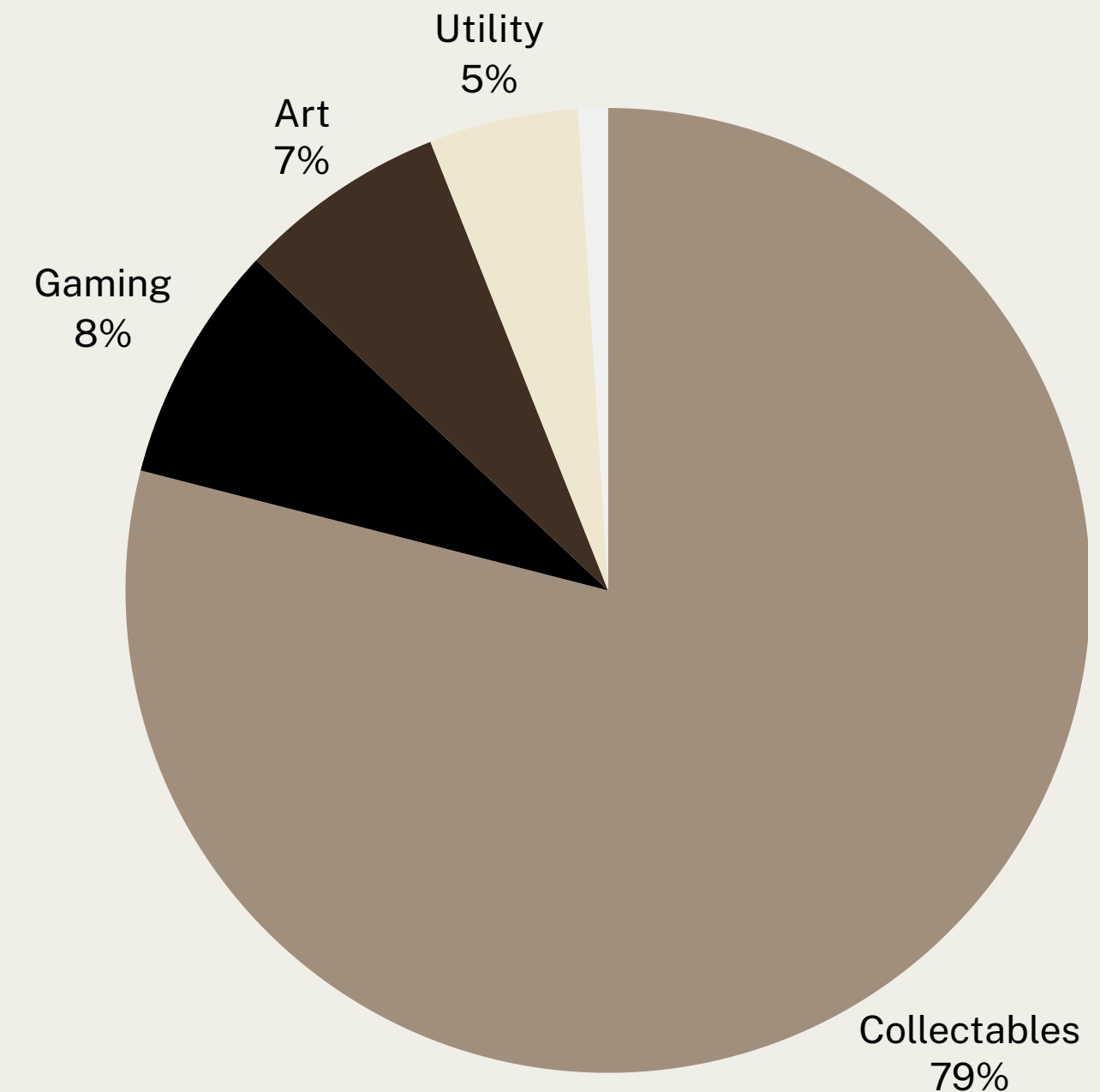
- Utility
- Community

[1] <https://www.coingecko.com/research/publications/how-popular-are-nfts>

[2] <https://www.coingecko.com/research/publications/why-people-buy-nfts>

[3] <https://nft18.com/reports/monthly-market-report-october-2023/>

*Distribution of USD traded
per Segment [October 2023] [3]*



Finding out what your NFT does is difficult

Discovery.xyz shows you the utility and rights of each NFT and incentivizes active engagement between the creators and owners

HOW IT WORKS

Content Creation

Owners/Creators
create pages for
their NFTs

Interaction

Users review and
add content to
pages

Community Engagement

Owners/Creators
moderate pages
and create events

Promotion

Highly engaged
users and
communities are
prominently
featured

Initial data pulled from NFT metadata. More added by users/consumers

User audited utility and ownership benefits

Users comment and review!

My Body, Our Fight
LUCINE



Madam Frog is front and center, ready to fight for her rights with her trusted sidekick.

This NFT was minted in June 2022, prior to the official launch of Madam Frog (Genesis and Gen 1) in the name of activation.

UTILITY

CLUB MEMBERSHIP

- Access to private chatroom
- Entry to private events like Basel Miami Clubs and Open Bars

REVENUE

- Art is CCO, free to use and reproduce
- Artist collects 3% royalties on trades

EDIT

DISCUSSION

Artcritic84:

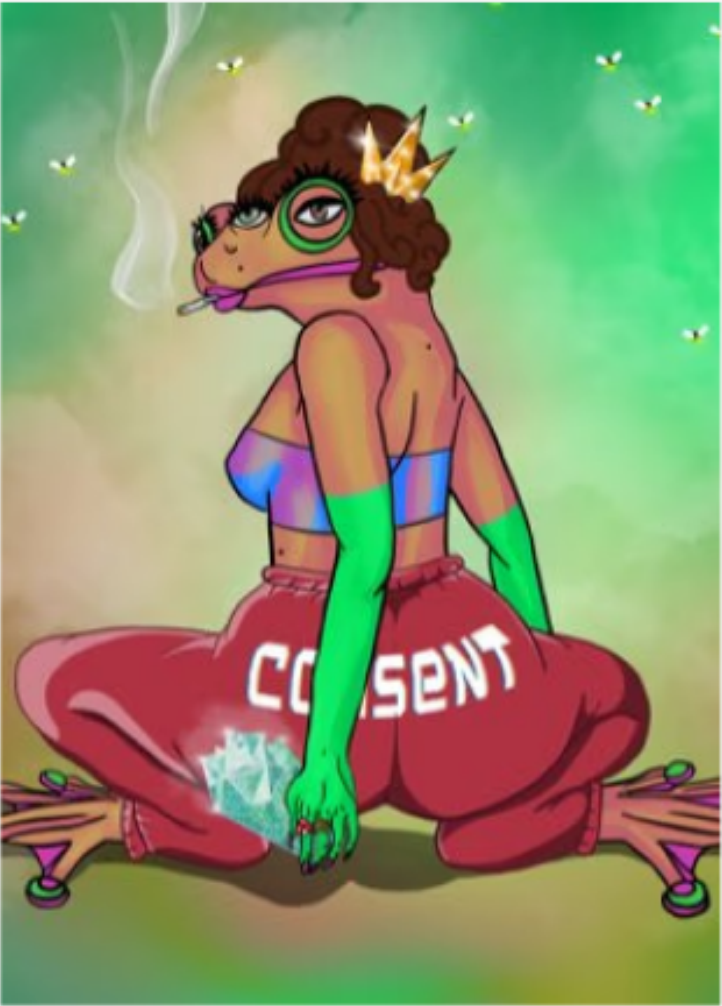
This work boldly challenges the status quo. It engages playfully with the body positivity and sexuality of Nicki Minaj. As Lucine made the frog her symbol this work can be seen as her avatar

0x04673...677:

I disagree, the work is gross and comes across as crass.

HiddenVillageOfNFT [Verified Owner]:

I love the community around this NFT. In our chatroom we always support each other and talk about coming up as women in web3. So excited to see everyone at Basel!!!



EVENTS

DATE	DESCRIPTION	HOLDERS ONLY	RSVPs
DECEMBER 9, 2023	BASEL MIAMI OPEN BAR	YES	15
NOVEMBER 12, 2023	FALL FAN MEETUP	NO	211
OCTOBER 31, 2023	SNAPSHOT FOR SPOOKY SWAG	YES	-

Sales Aggregation

Events encourage community engagement and keep attention

SIZE OF MARKET TODAY



\$6.7B

6.3M

45K

NFT total market cap [1]

NFT Holders [1]

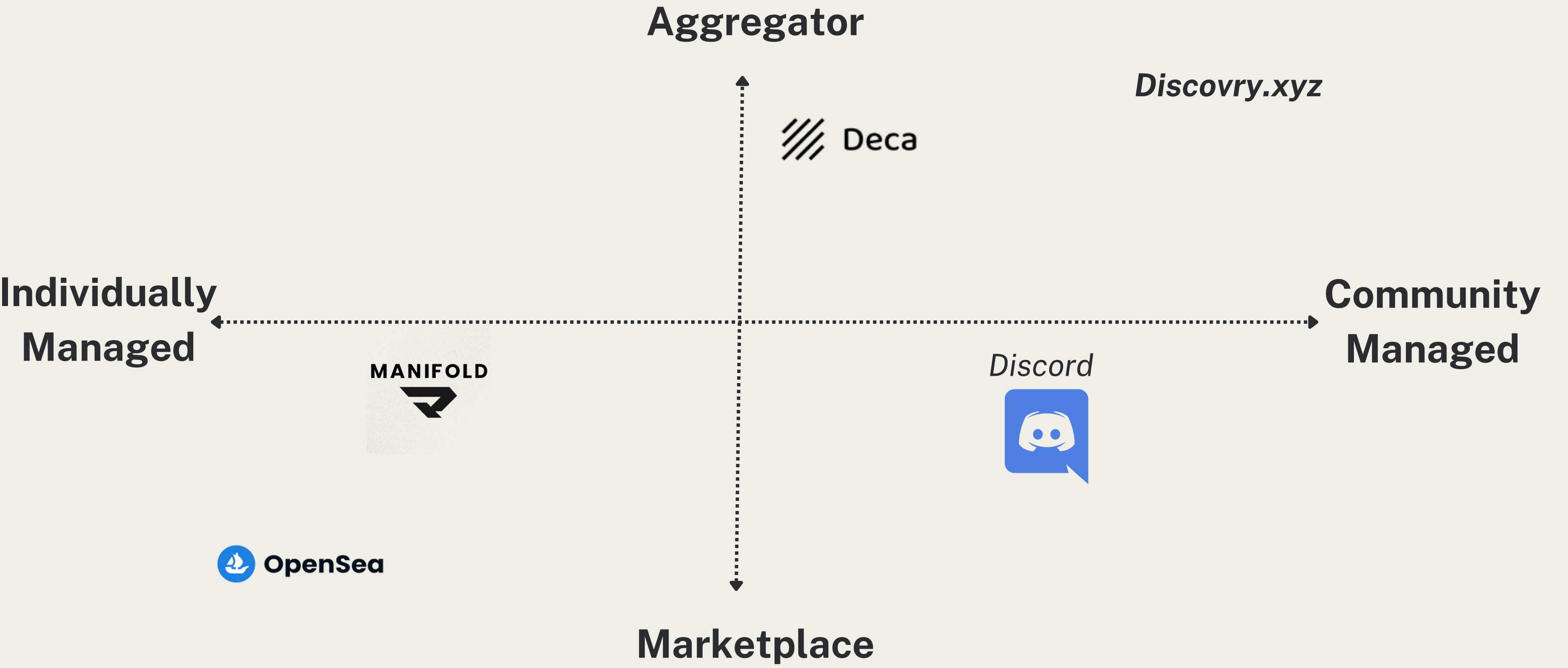
Active Projects in 2023 [2]

Collections with a sale in the past year

[1] <https://nftgo.io/analytics/market-overview>

[2] <https://nft18.com/reports/monthly-market-report-october-2023/>

NFT INDUSTRY LANDSCAPE



MONETIZATION

Subscriptions

45k

x

\$25/Mo

Active projects

Monthly Subscription

	Premium Subscription Model	Monthly Cost
Discovery.xyz Premium Plan	Engagement metrics for all projects and advanced community management features	\$25
IMDb Pro	Insights and connections for entertainment industry	\$12.50
Meetup Pro	Premium community management tools	\$35



ROADMAP



MVP 2024 Q1

Release MVP for individual creators and collectors.
Features for commentary engagement and utility listed. Build a list of devoted early adopters

Target: 1-100 users



Iterate 2024 Q2

Distribute to early adopters and iterate aggressively.
Attend industry events and conferences and events to find and engage with leaders and champions of blue chip NFT projects to onboard.

Target: 100-1000 users



Community 2024 Q3

Release community management tools. Bring on NFT community members as advocates. Engage for community feedback and request for features.

**Target: 1000-10k users
1-100 subscriptions**



Growth 2025 Q1

Sell subscriptions and roll out more monetization. Test priors and monitor growth metrics to find product market fit.

**Target: 10k - 50k users
100-2k subscriptions**