

# Discovery.xyz

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DISCOVER THE UTILITY OF NFTS

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November 2023

# BACKGROUND

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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

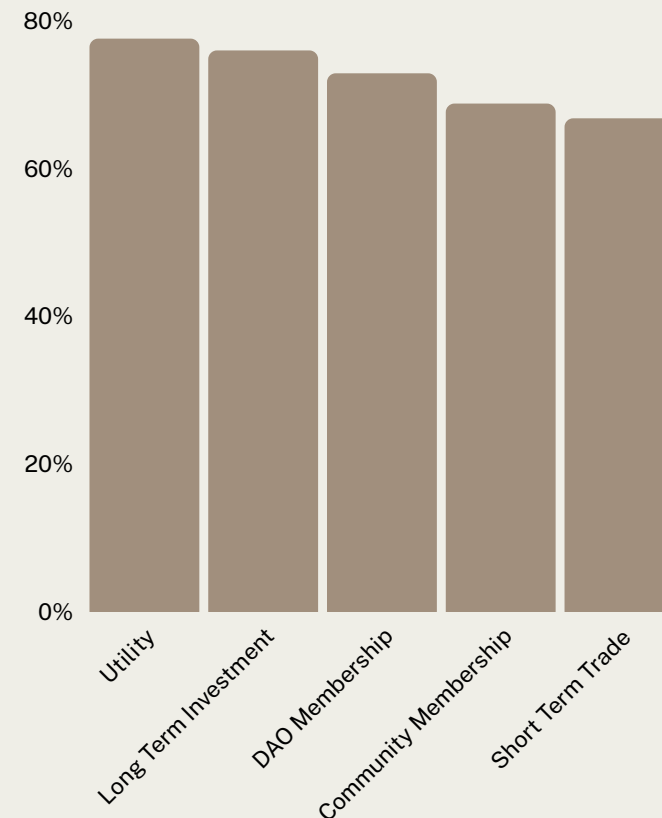
Not a single top NFT marketplace lists the creative license, utility, or benefits of holding the asset by default

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

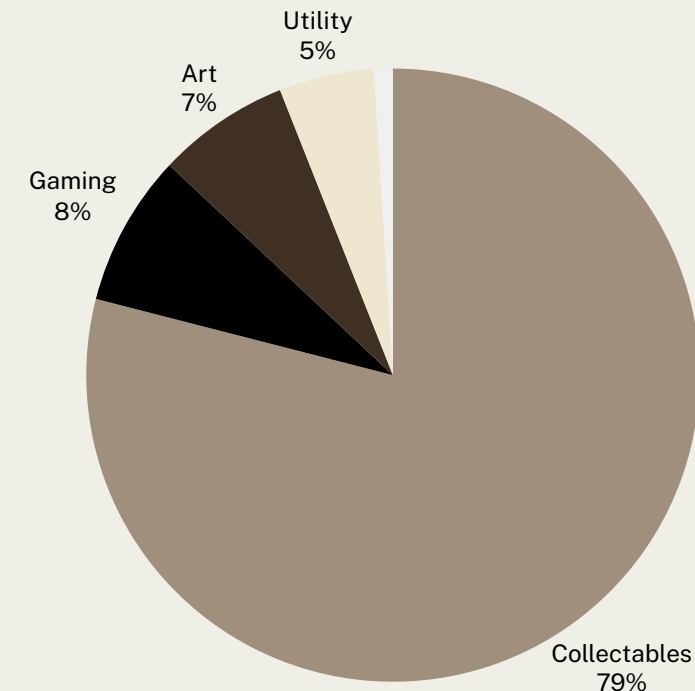
[2] <https://www.coingecko.com/research/publications/why-people-buy-nfts>

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

*Survey on the most important reasons for buying an NFT*



*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

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## Content Creation

Owners/Creators create pages for their NFTs

Pages show the NFT content and added information on the ownership benefits like the creative license, entry to events, whitelist to mints, DAO membership, etc.

## Interaction

Users review and add content to pages

Users review NFTs and add missing content to the pages. User contributions can be rated on helpfulness

## Community

### Engagement

Owners/Creators moderate pages and create events

Creators moderate their pages and add content for news and events. Like a new related project, irl meetup for owners, or a snapshot to send out apparel to owners

## Promotion

Highly engaged users and communities are prominently featured

App promotes the most active and positive Users and Pages encouraging use.

# PAGE

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:

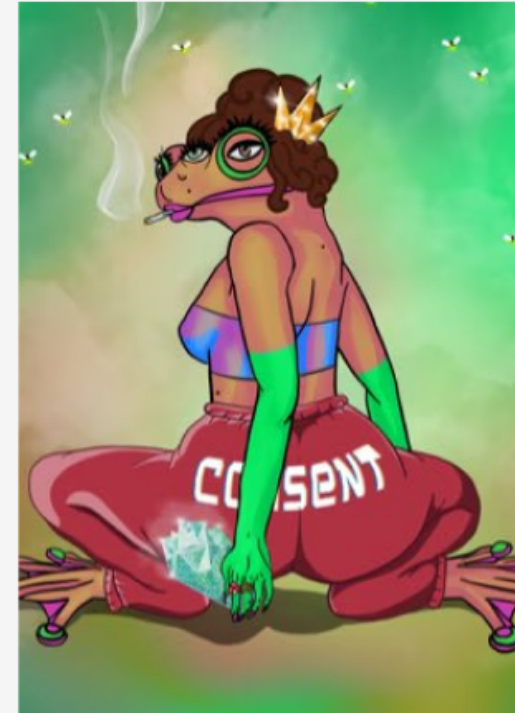
This work boldly challenges the status quo. It engages playfully with the body positivity and sexuality of Nicki Minaj. As Lucine made the frog her symbol this work can be seen as her avatar

### OXO4673...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

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**\$6.7B**

**6.3M**

**45K**

**NFT total market cap [1]**

**NFT Holders [1]**

**Active Projects in 2023 [2]**

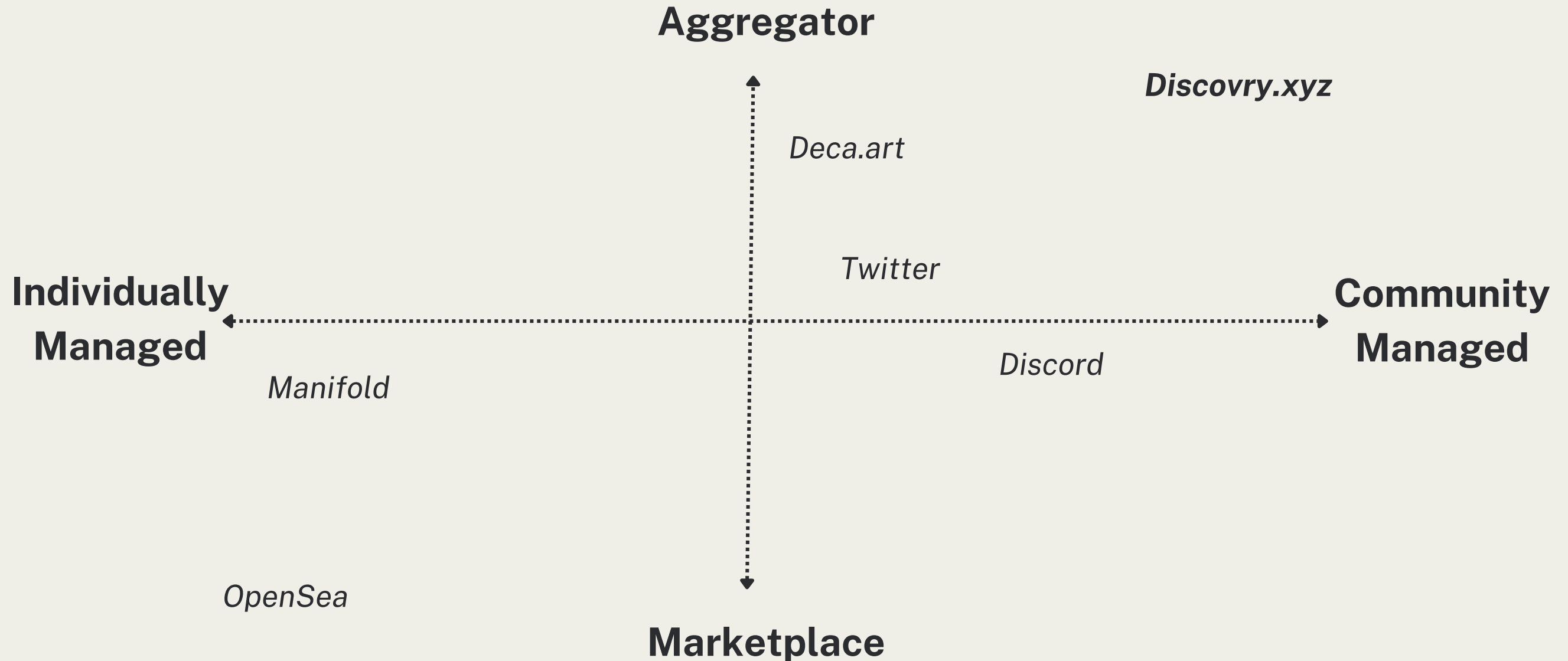
*Collections with a sale in the past year*

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

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

# NFT INDUSTRY LANDSCAPE

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# MONETIZATION

## Subscriptions

Access market insights, more features to promote pages, announce new events, access to newer features.

45k

Active projects

x

\$25/Mo

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

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## *MVP* 2023 Q4

**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 Q1

**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 Q2

**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* 2024 Q3

**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**