

# Bennies

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FIND BENEFITS, NOT PRICE

ben

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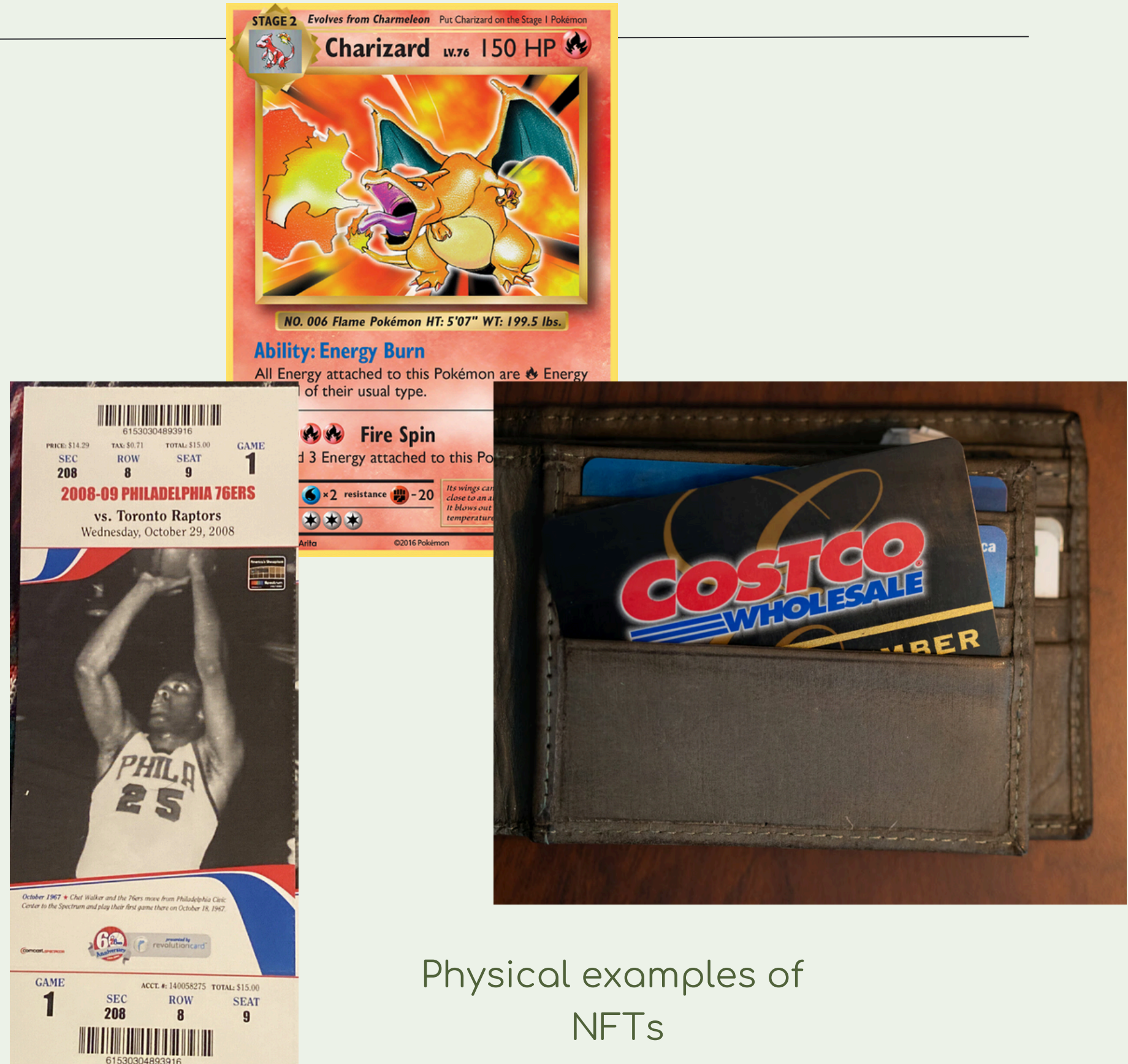
May 2024

# WHAT IS AN NFT?

Non-Fungible Token (NFT) - a way to prove ownership over an asset in a trusted way online

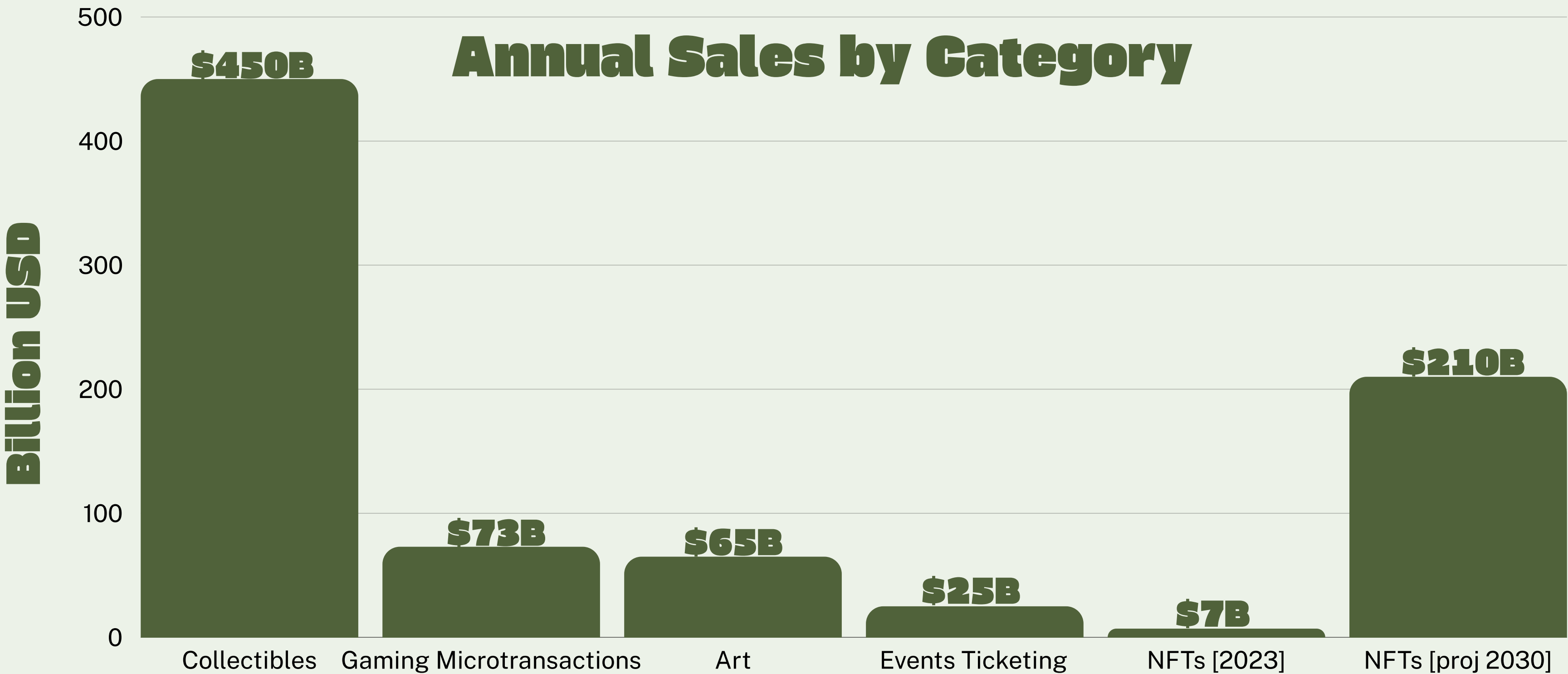
- Cannot be copied or divided
- Only one Owner
- Can be transferred, traded, or sold

Value is derived from the asset that the token represents



Physical examples of  
NFTs

# INDUSTRY COMPARISONS



[1] <https://www.marketdecipher.com/report/collectibles-market>  
[2] <https://www.researchandmarkets.com/report/online-microtransaction>  
[3] <https://www.ubs.com/global/en/our-firm/art/collecting/art-market-survey.html>  
[4] <https://www.alliedmarketresearch.com/events-industry-market>  
[5] <https://nftgo.io/macro/market-overview>  
[6] <https://www.grandviewresearch.com/industry-analysis/non-fungible-token-market-report>

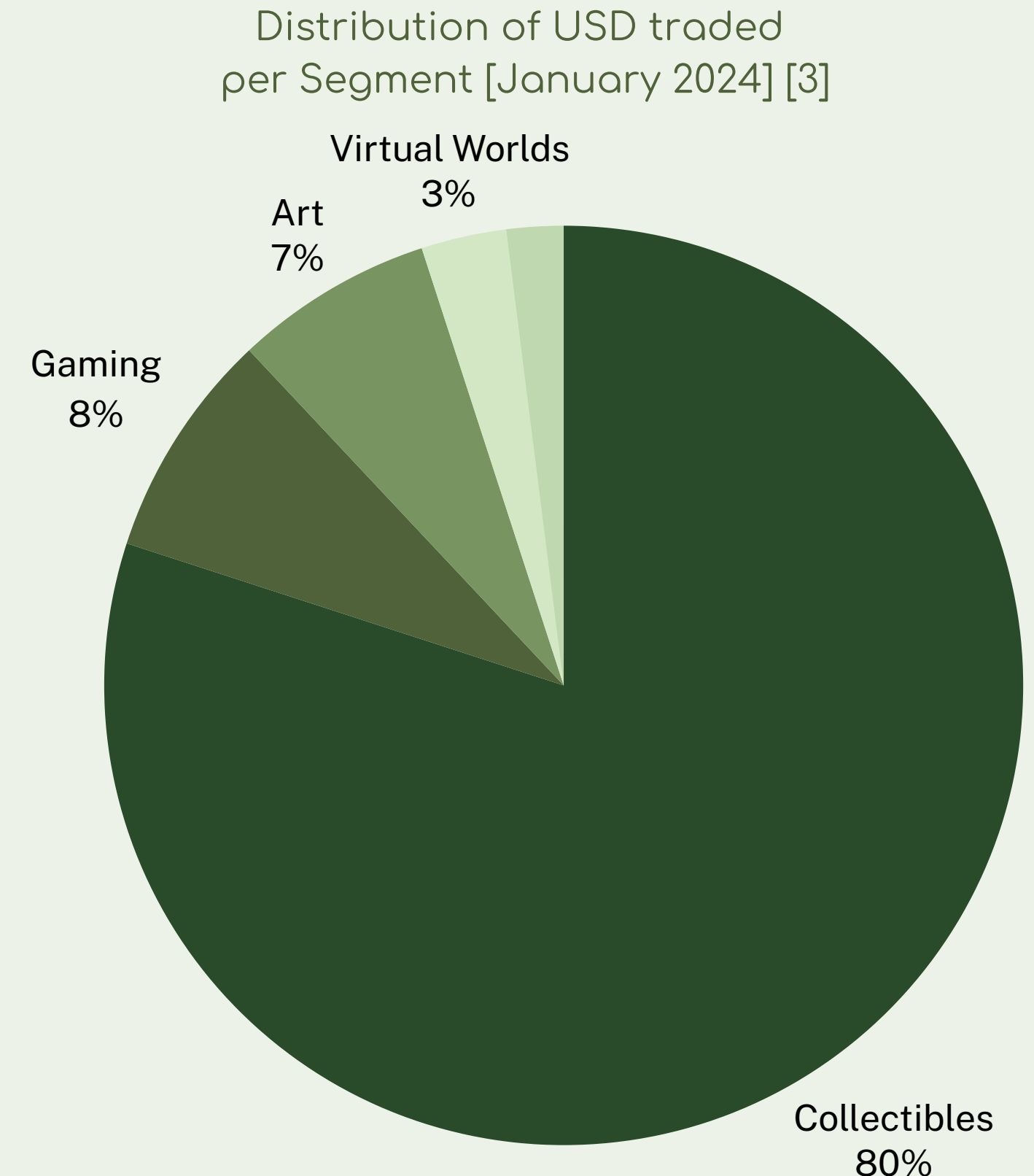
# NFT HOLDERS

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## Reasons for owning NFTs [1]

- 80% bought for a specific utility
- 70% bought to be part of a Community

Only 30% of Americans know what an NFT is, but 75% of surveyed crypto holders also own NFTs[2]



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

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

[3] <https://nft18.com/reports/january-2024-monthly-report/>

# SIZE OF MARKET TODAY

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The image features three concentric circles on the left side of the slide. The outermost circle is the largest, followed by a medium-sized circle, and then a smaller inner circle. Each circle contains a text label representing a different market metric.

\$7B

14M

45K

NFT yearly sales volume [1]

NFT Holders [2]

Active NFT Projects [3]  
Collections with a sale in the past year

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

[2] <https://fortunly.com/statistics/nft-statistics/>

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

# Problem

# Solution

No easy way to find holder benefits

*Aggregate utility and benefits of ownership for users*

Easy to fall for scams, vaporware, and rugpulls

*Holders attest to accuracy of project benefits*

Hard for projects to engage new people outside of social media

*Community engagement tools for onboarding and outreach*



# MARKETPLACE

## NFT PAGE

Currently main touchpoint for learning about an NFT


Is treated like a financial asset, while half of all NFTs are rarely traded and sold for under \$200[1]

Confusion on “what” the user is actually buying

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

NFT Name  
Collection Name

Overview Listings 0 Offers 0 Activity



Buy Sell You Own: 1

Make an offer

Attributes 1

Metadata 1 6%

Details

Contract Address	0x46...82e7
Token ID	10
Token Standard	ERC-1155
Royalty	6.9%
Chain	Ethereum

Price History All time AVERAGE PRICE 0.0115 ETH



Date	Price (ETH)
Jan 24	0.003
Feb 18	0.020

Floor: 0.01 ETH 1% Top Offer: - ETH 24hr Vol: 0 ETH 24hr Sales: 0 Listed: 3 20% Owners: 1,035 6900%



# BENNIES.FUN

## NFT PAGE

Easily find NFT value not price.  
See why people want this and  
what they can do with it

Users, Holders, Creators all get  
different page update privileges  
to add license, events, benefits,  
etc.

NFT Name  
Collection Name

Community  1  0

UPDATE THIS PAGE

### Utility

Description of holder benefits and  
**utility:** voting rights, Discord access,  
commercial opportunities, social  
club access, tickets to an event,  
gaming perks etc.

### Commenting as benny



Share your thoughts...

Post Comment

benny

2/23/2024

This looks like a pal in palworld

 1  0 Reply

Show Replies



License: **CC0**



Owner: Profile Link or Address

Creator: Profile Link or Address

### News Feed

#### Whitelist for Frog Mint

Related NFT sales by the creator  
that the holder can get for sale or  
free

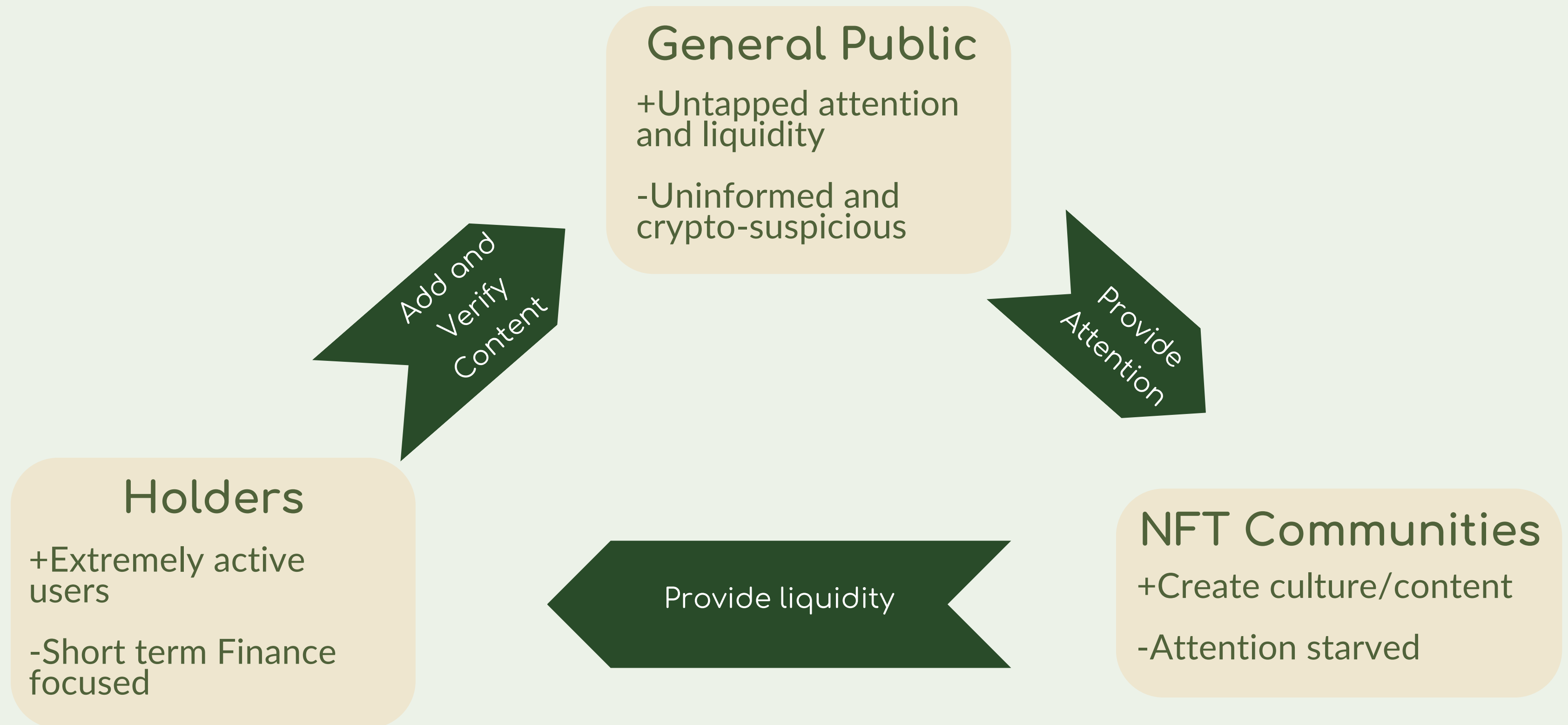
#### ETH Denver Party

Upcoming Event! Could be set to  
public or just holders







# HOW IT WORKS

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# ESTABLISHED LANDSCAPE

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	Marketplaces 	Social Media 	Project Websites 	<b>Bennies</b> 
Shows NFT Metadata	✓	✓	✗	✓
Shows utility and holder benefits	✗	✓	✓	✓
Standard for all projects	✓	✗	✗	✓
Shows project updates	✗	✓	✓	✓
Email Alerts for holders	✗	✗	✗	✓

# NEW MARKET ENTRANTS

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	Services Offered	Target Market
	Community management pages with allow lists, collabs, calendars, etc.	NFT community managers
	Incentivize community engagement with features like leaderboards and rewards	NFT community managers
	Discover, track, and trade NFT utility	Crypto enthusiasts and NFT holders
	Onboard new holders into NFT communities and show benefits, rights, reputation for any given NFT or collection	NFT community managers and general public

# ROADMAP

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## *Beta Testing* 2024 Q3

Prototype app for demonstration and testing. Onboarding emails and NFT registration complete

Target: 1-100 users

40 Signups  
so far!

## *MVP Release* 2024 Q4

Feature complete app marketed to general public

Points system rollout to encourage engagement

Target: 100-1000 users

## *Iterate* 2025 Q1

Community specific features released behind paywalls. Marketed to social NFT project leads

Target: 1000-10k users  
1-50 subs

## *Growth* 2025 Q2

Iterate features, implement engagement incentives. Potential token launch



Target: 10k - 50k users  
50-1k subs



# MONETIZATION

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## Subscriptions

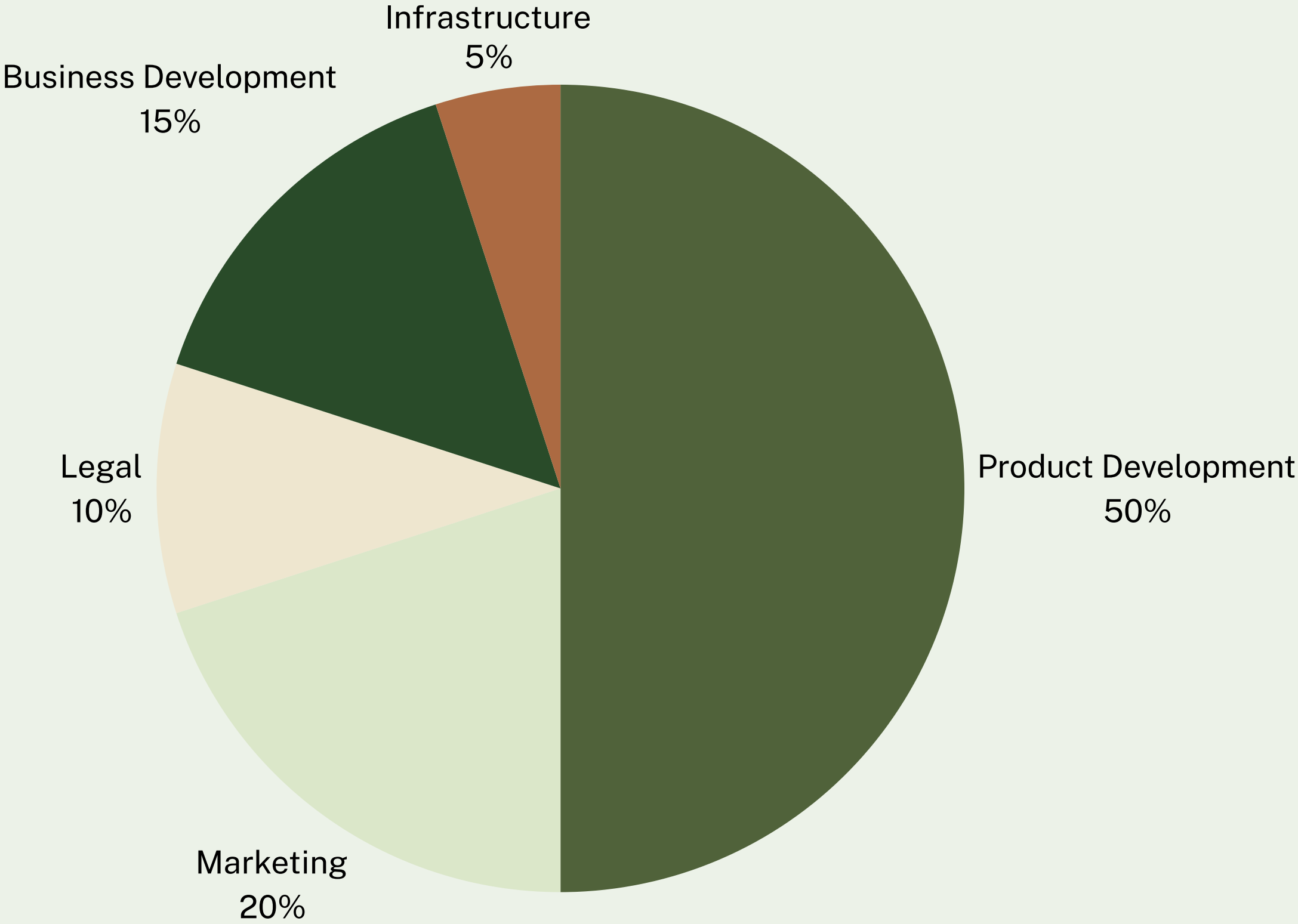
	Premium Subscription Model	Monthly Cost
Bennies Premium Plan	Engagement metrics for all projects, email holders, and advanced management features	\$25
	Insights and connections for entertainment industry	\$12.50
 Meetup Pro	Premium community management tools	\$35

## Secondary Revenue Streams

- Bennies utility token sales
- Affiliate sales referrals to NFT marketplaces

# BUDGET

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**\$500K**

*12 months of development  
and operational runway*

# SIGN UP AND TRY IT

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*Find the Benefits in your Community*

**Sign in to Search**

Enter an Ethereum wallet address or ENS name to see all NFTs owned by the address their benefits like art license, utility, perks of ownership, and events.



Search for [discovery.eth](#)