

Discovery.xyz

FIND THE VALUE, NOT PRICE OF NFTS

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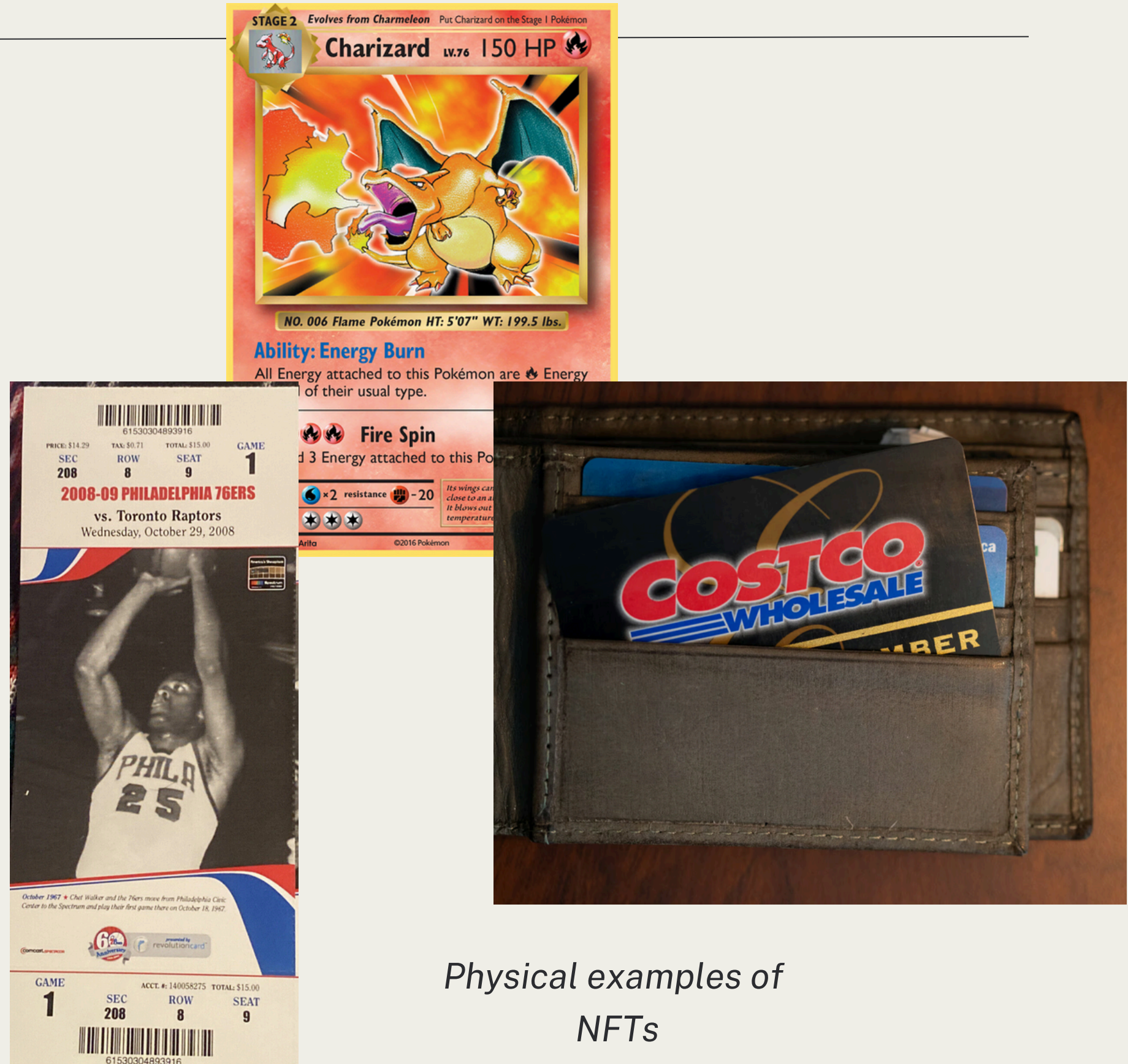
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WHAT IS AN NFT?

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

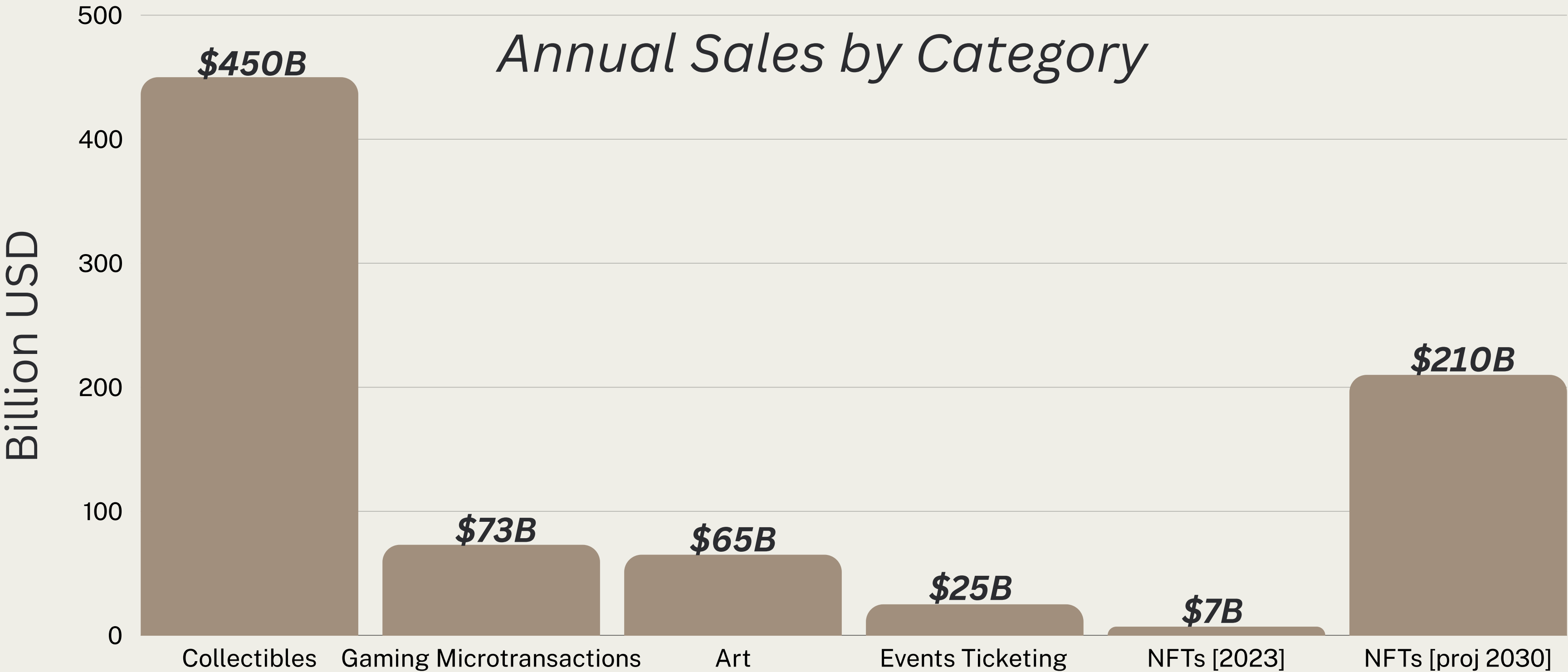
- Cannot be copied or divided
- Only one Owner
- Can be transferred, traded, or sold

Value is derived from the asset that the token represents



Physical examples of
NFTs

MARKET COMPARISON



[1] <https://finance.yahoo.com/news/collectibles-market-witnesses-boost-2023-082600369.html>

[2] <https://www.researchandmarkets.com/report/online-microtransaction>

[3] <https://finance.yahoo.com/news/collectibles-market-witnesses-boost-2023-082600369.html>

[4] <https://www.alliedmarketresearch.com/events-industry-market>

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

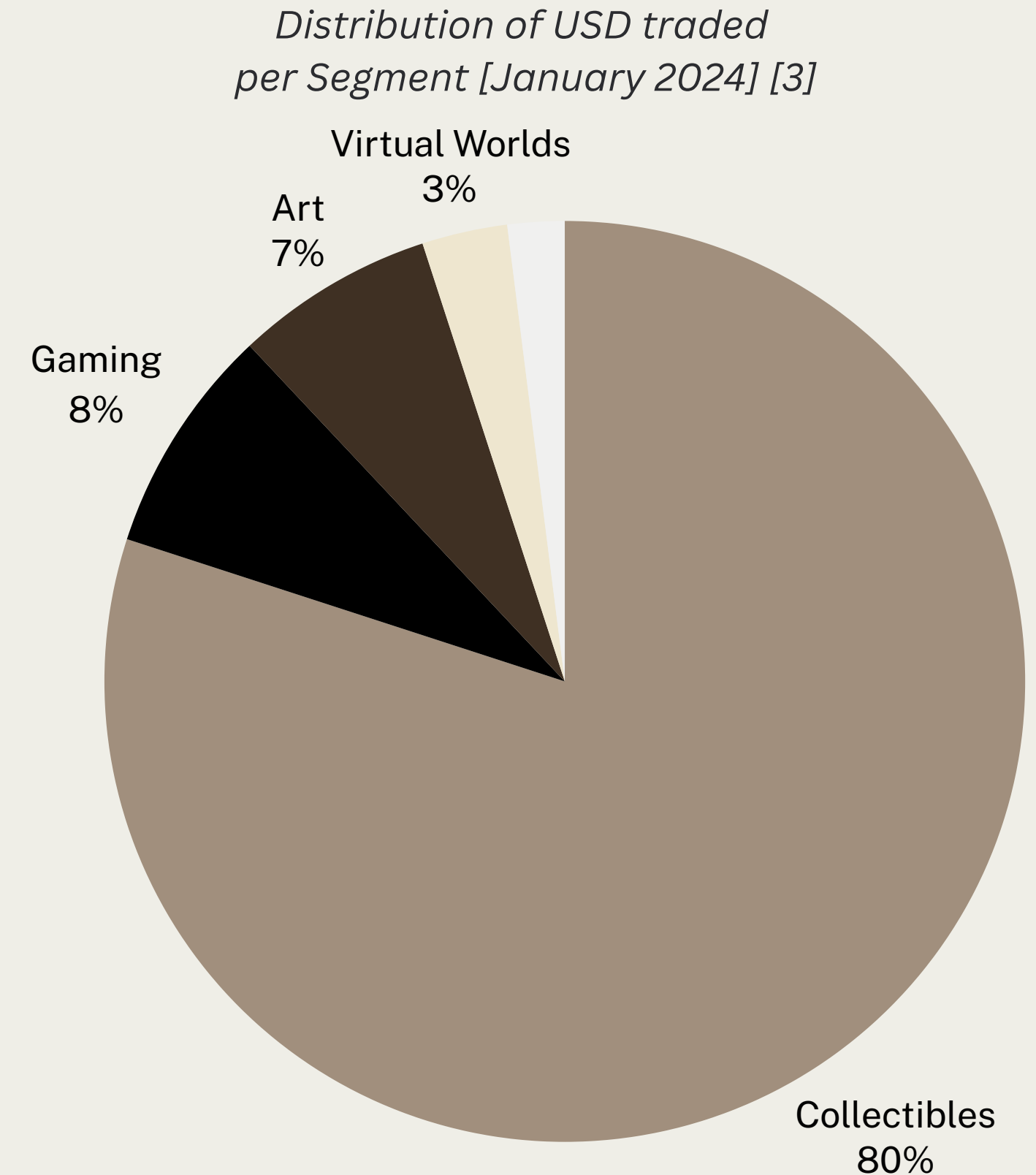
[6] <https://www.grandviewresearch.com/industry-analysis/non-fungible-token-market-report>

NFT HOLDERS

Top 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



\$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 for holders

Easy to fall for scams, vaporware, and rugpulls

Holders can verify data listed

Hard to stay ‘in the loop’ on holder news without social media

Email alerts to holders for upcoming events/mints/benefits

MARKETPLACE

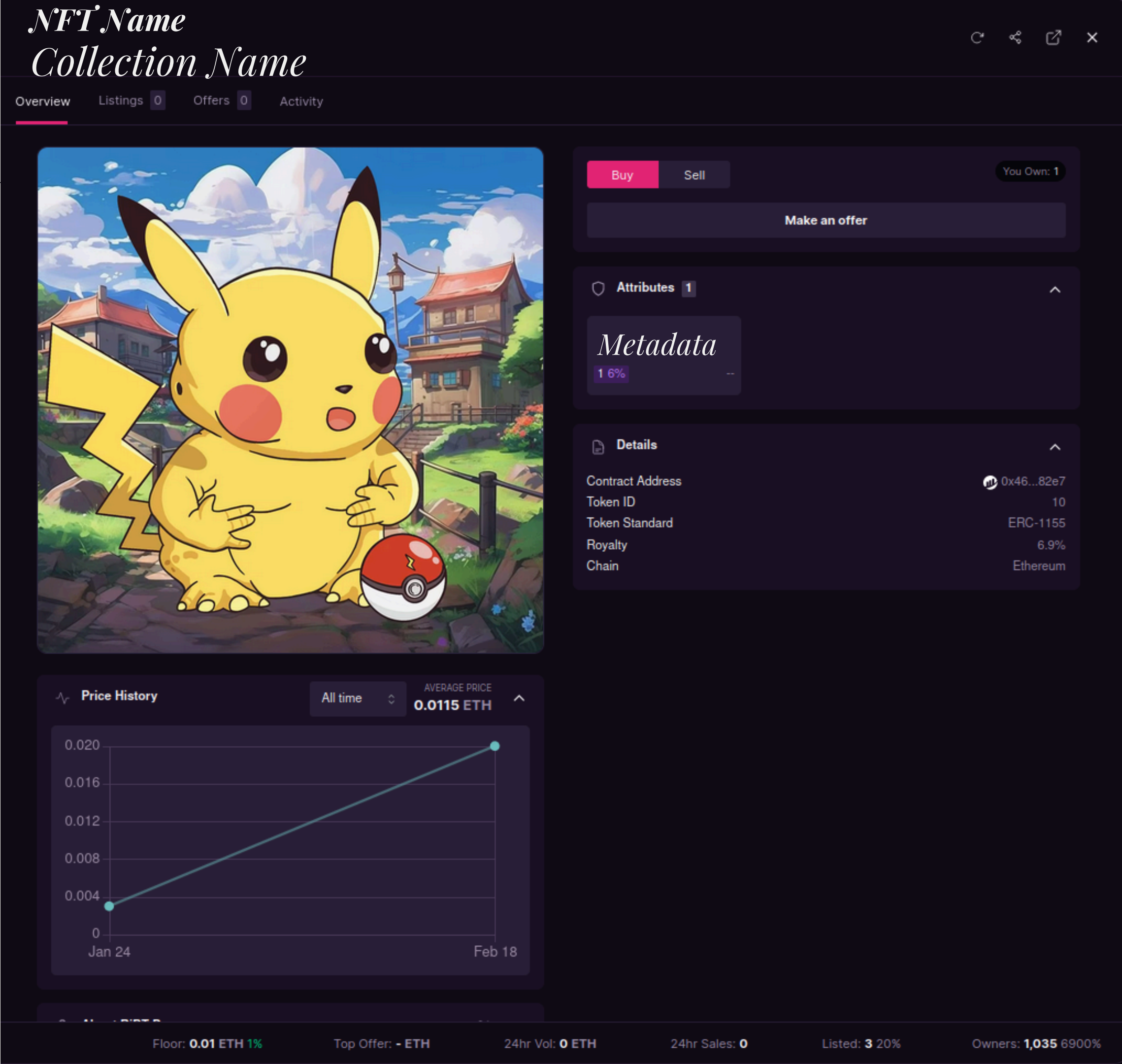
NFT PAGE

Currently main touchpoint for learning about an NFT

Is treated like a financial asset, while half of all NFTs 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>



DISCOVERY.XYZ

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

Aggregation

Metadata, utility,
and events for
NFTs collected
through scraping
tools

Interaction

Content rendered
to be searched
viewed, reviewed,
updated by users




Engagement

Moderate pages,
create events, and
attest to content
accuracy

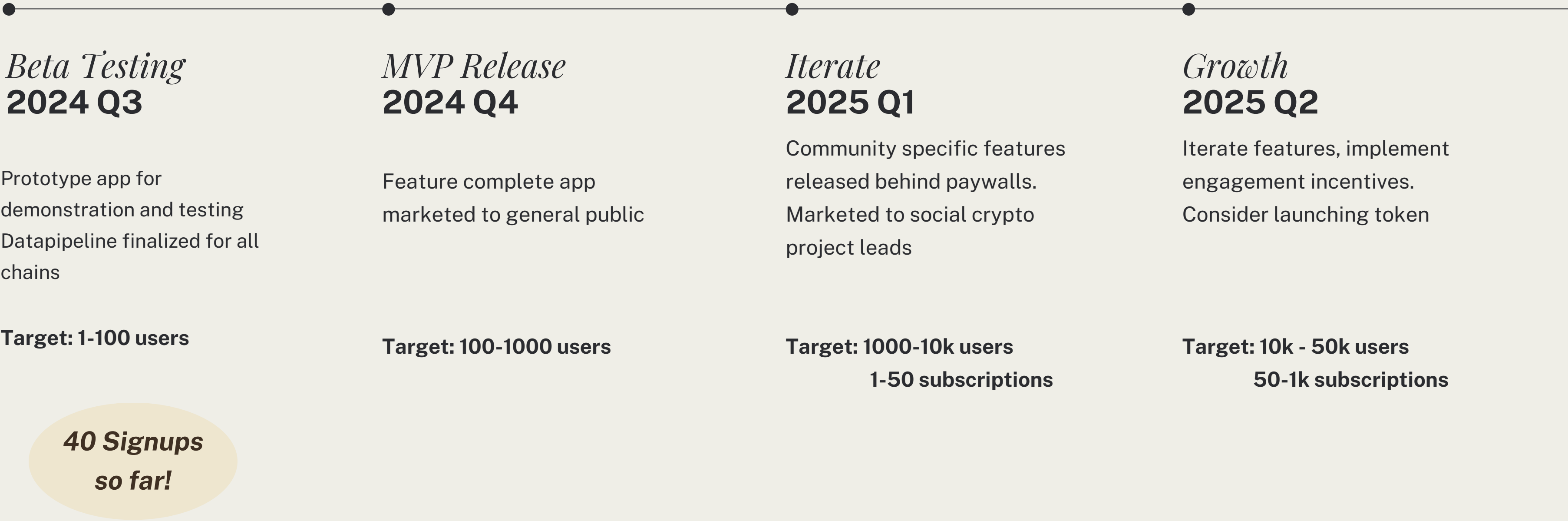
Management

Bootstrap
community
management with
email alerts,
iterations of
features

INDUSTRY LANDSCAPE

	Marketplaces 	Social Media 	Project Websites 	Discovry.xyz
Shows NFT Metadata	✓	✓	✗	✓
Shows utility and holder benefits	✗	✓	✓	✓
Standard for all projects	✓	✗	✗	✓
Shows project updates	✗	✓	✓	✓
Email Alerts for holders	✗	✗	✗	✓

ROADMAP



MONETIZATION

Subscriptions

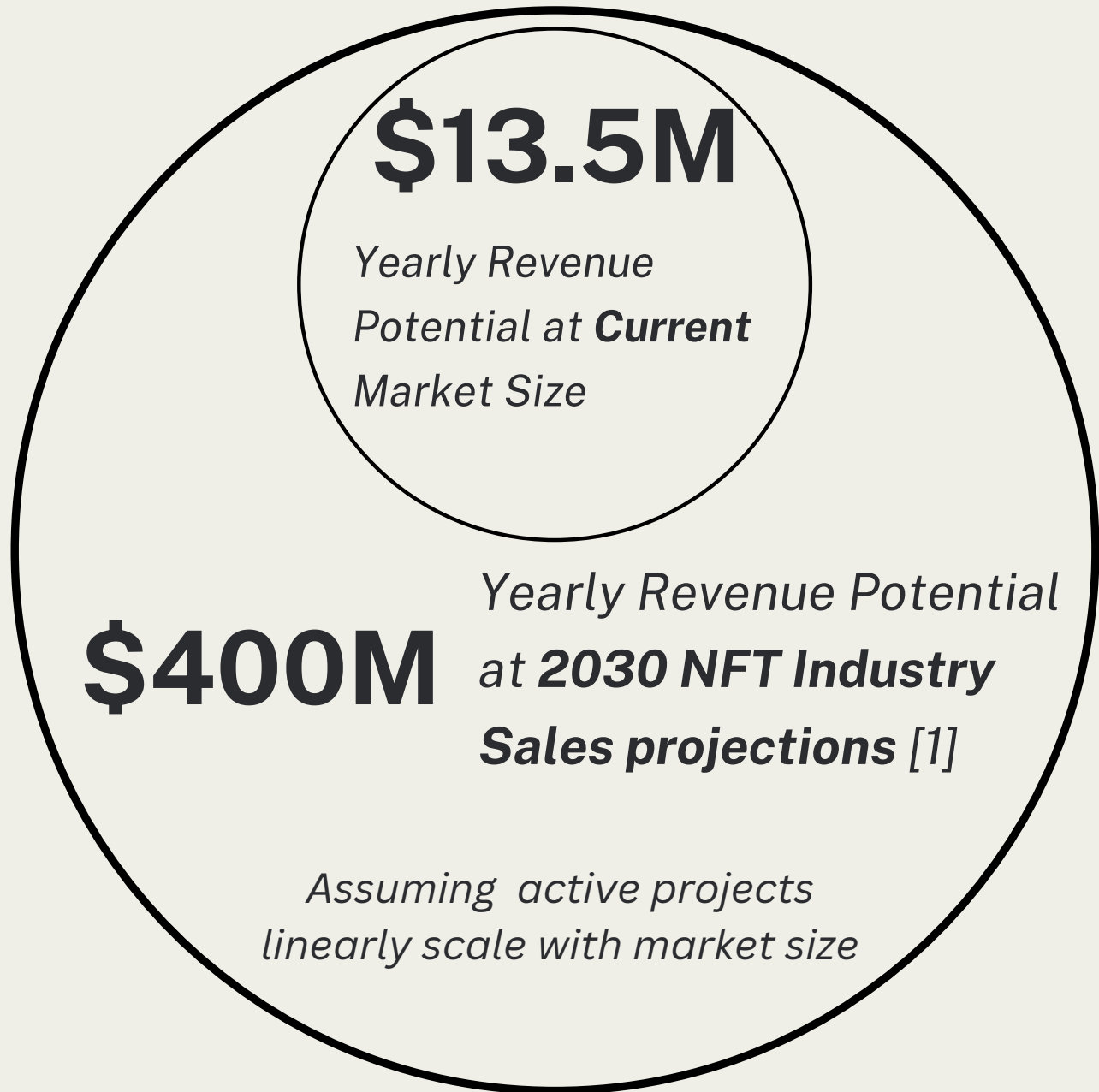
45k

x

\$25/Mo

Active projects

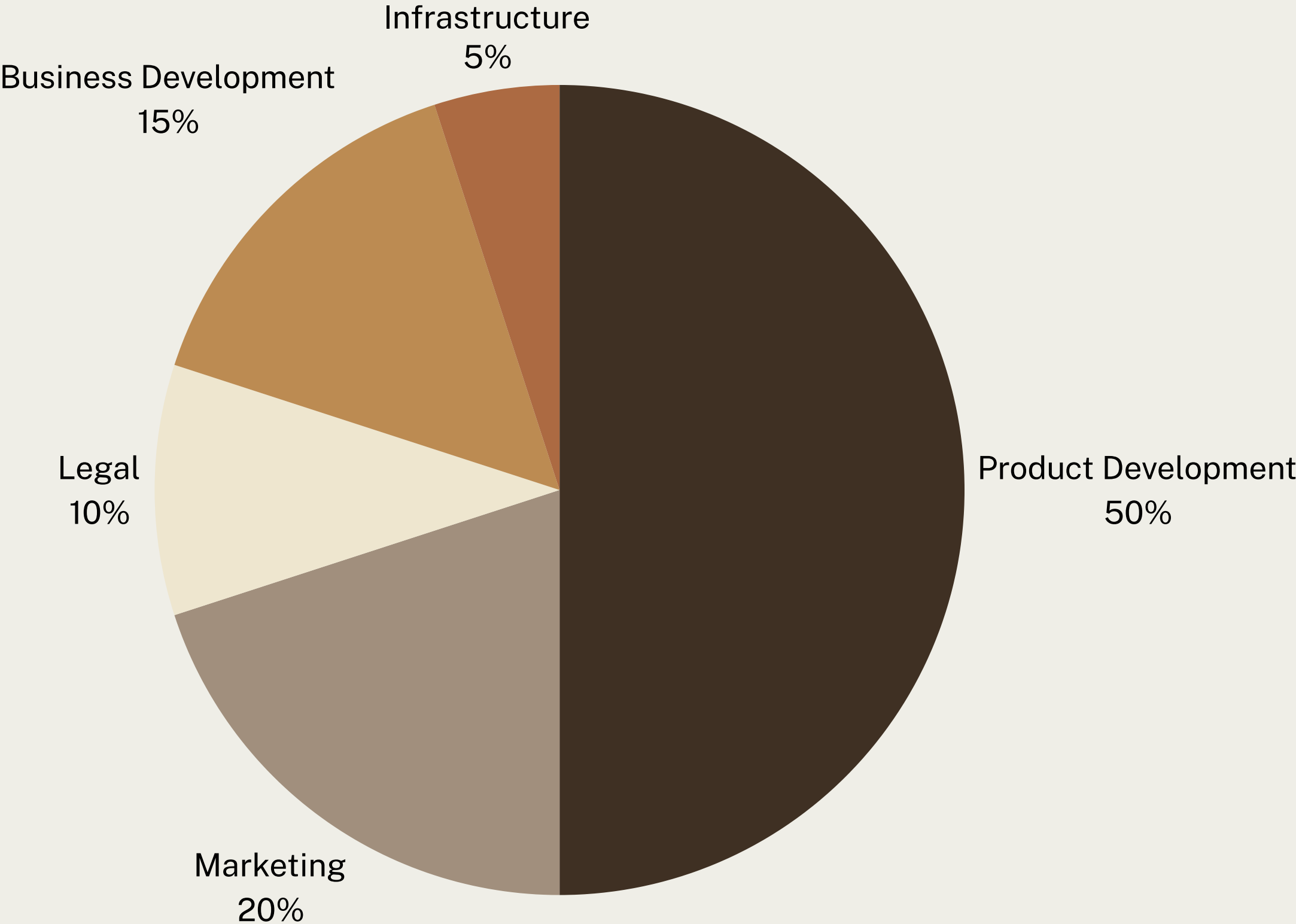
Monthly Subscription



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

[1] <https://www.grandviewresearch.com/industry-analysis/non-fungible-token-market-report>

BUDGET



\$500K

*12 months of
development and
operational runway*

SIGN UP AND SEE FOR YOURSELF

DISCOVERY.XYZ

Find the value beyond price of your NFTs

Enter any Ethereum wallet or ENS address

Search Address

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**

APPENDIX A:

Discovery.xyz MVP Flowchart

