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Building Your Web3 Strategy

D2.Live 2022

Building your Web 3 Strategy

1. **Let's Begin**
   - Forces of Innovation
   - Web 3 Primitives
2. **The 4 P's**
   - Persona
   - Process
   - Perspective
   - Product
3. **Web 3 for 'We'**
   - Primer
   - Case Studies
   - Portfolio of Possibilities
   - Coalition Building
4. **Case Study**
   - NFT Ticketing
   - Guiding Principles

Proprietary and Confidential

SECTION 1

Let’s Begin

Forces of Innovation

Web 3 Primitives

Open & Inclusive

Secure

Efficient

Resilient

Well Governed

Protects Privacy

Accountable

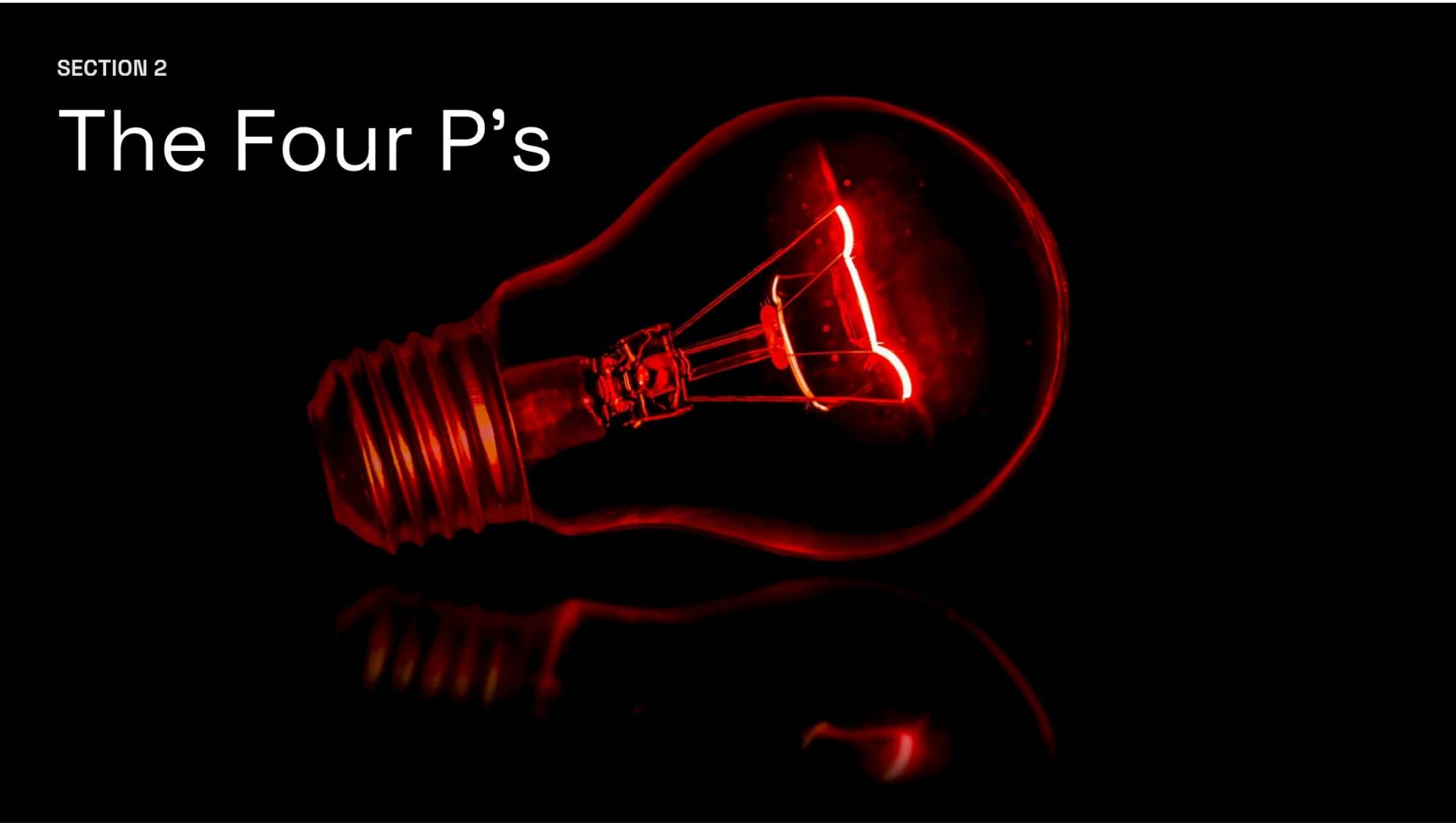
Sustainable

Disintermediated

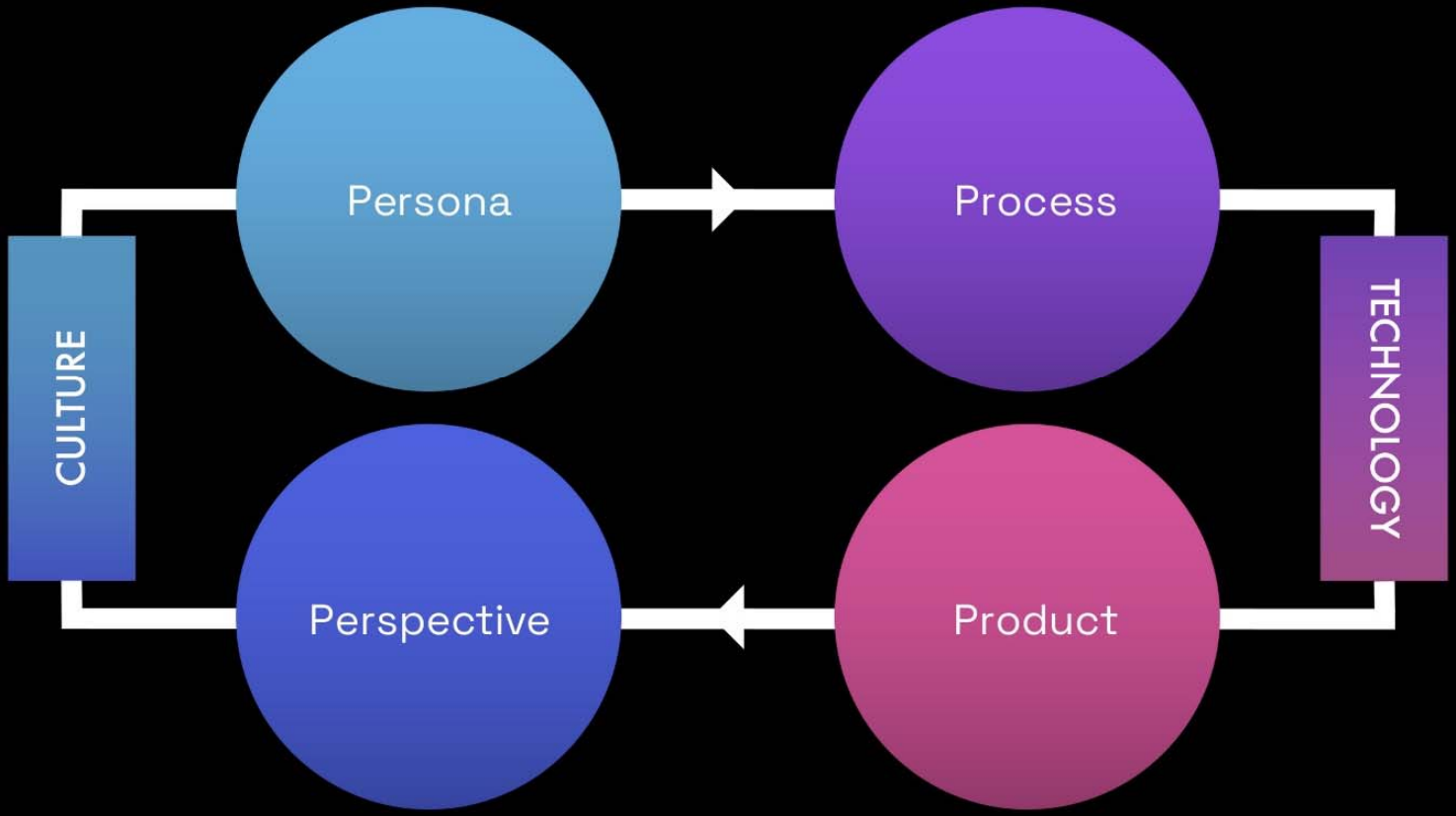
Source: a16z

SECTION 2

The Four P’s



The 4 P's



Culture

Web 3 Perspective

What do we value?

- Ownership
- Representation
- Collaboration
- Community

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Perspective

Nike

Culture

Persona

Who Cares?

- Gen Z
- Underserved Groups
- Creatives
- Super Fans

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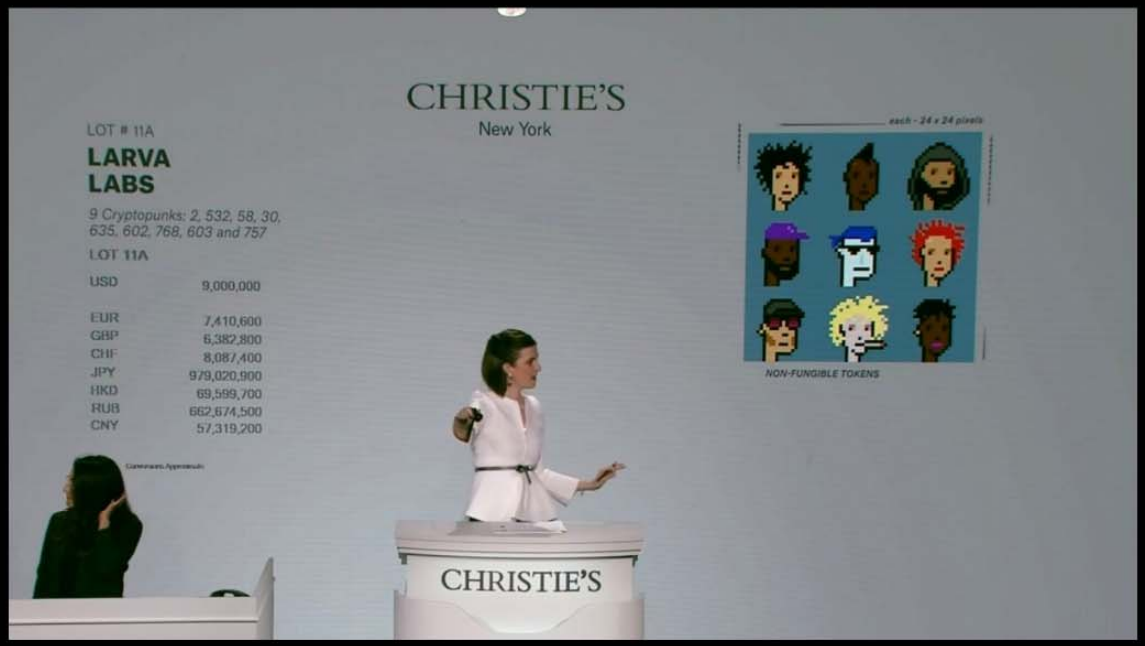
Persona

Christie’s



Technology

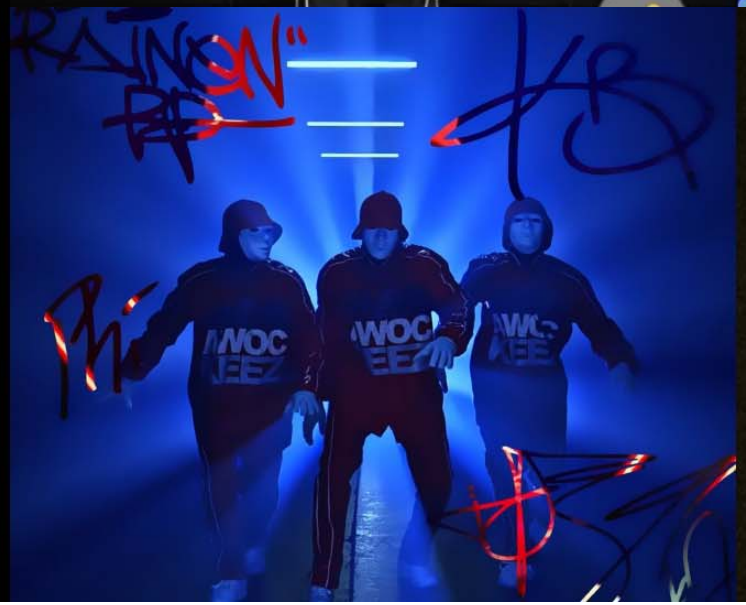
Process

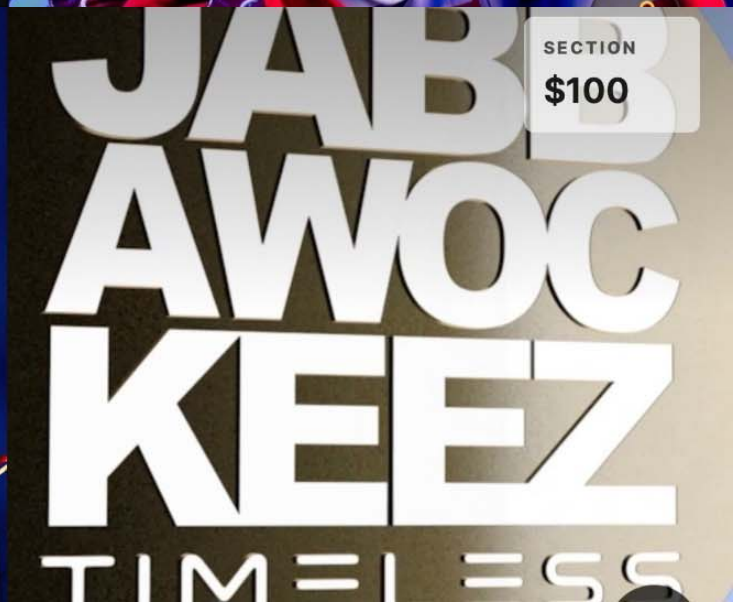
How do we make it?

- Blockchains
- Wallets
- Art
- Memberships
- Shared Governance

Process

MGM Resorts International





Technology

Product

What we experience.

- NFTs
- Tokens
- DAOs
- Virtual/Physical Community

Product

Gucci

SECTION 3

Web 3 for ‘We’

From .000000 To .000001

1. **Primer**
   The vocabulary of Web 3 translated for your business
2. **Case Studies**
   Specific, relevant examples from leaders in the industry or related businesses
3. **Portfolio of Possibilities**
   Organization specific potential applications of Web 3 to specific problem spaces
4. **Coalition Building**
   Bringing everyone on the journey
5. **Guiding Principles**
   Things to keep in mind before you build

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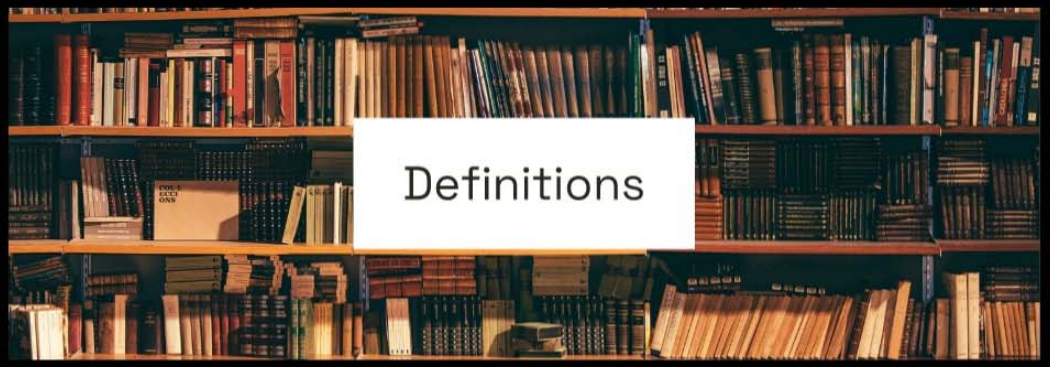
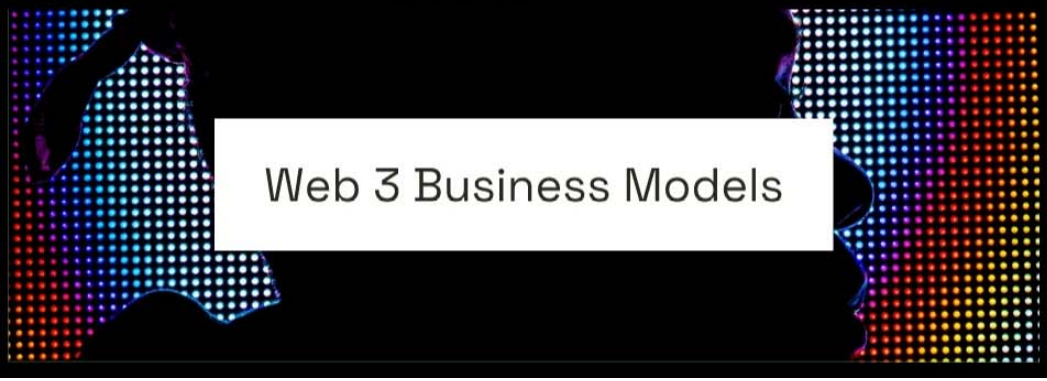
Primer

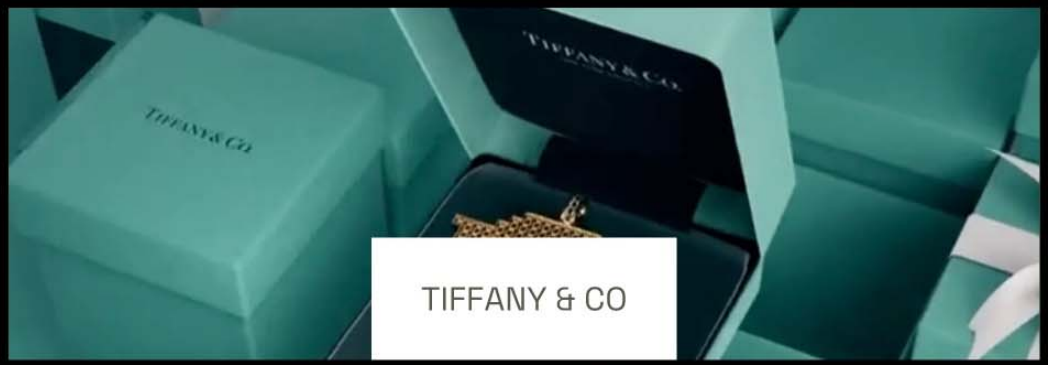
A document that collects and synthesizes everything relevant that your team needs to know about Web 3 to use it in your space. Each primer is unique to its organization, but most will contain the items below. This foundation allows you and your team to begin to educate the rest of the company on what the space is and what it could mean for the business.

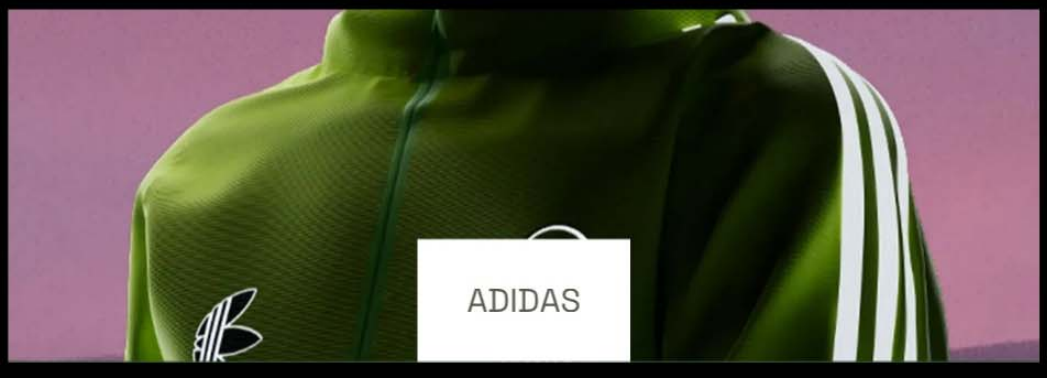




Case Studies

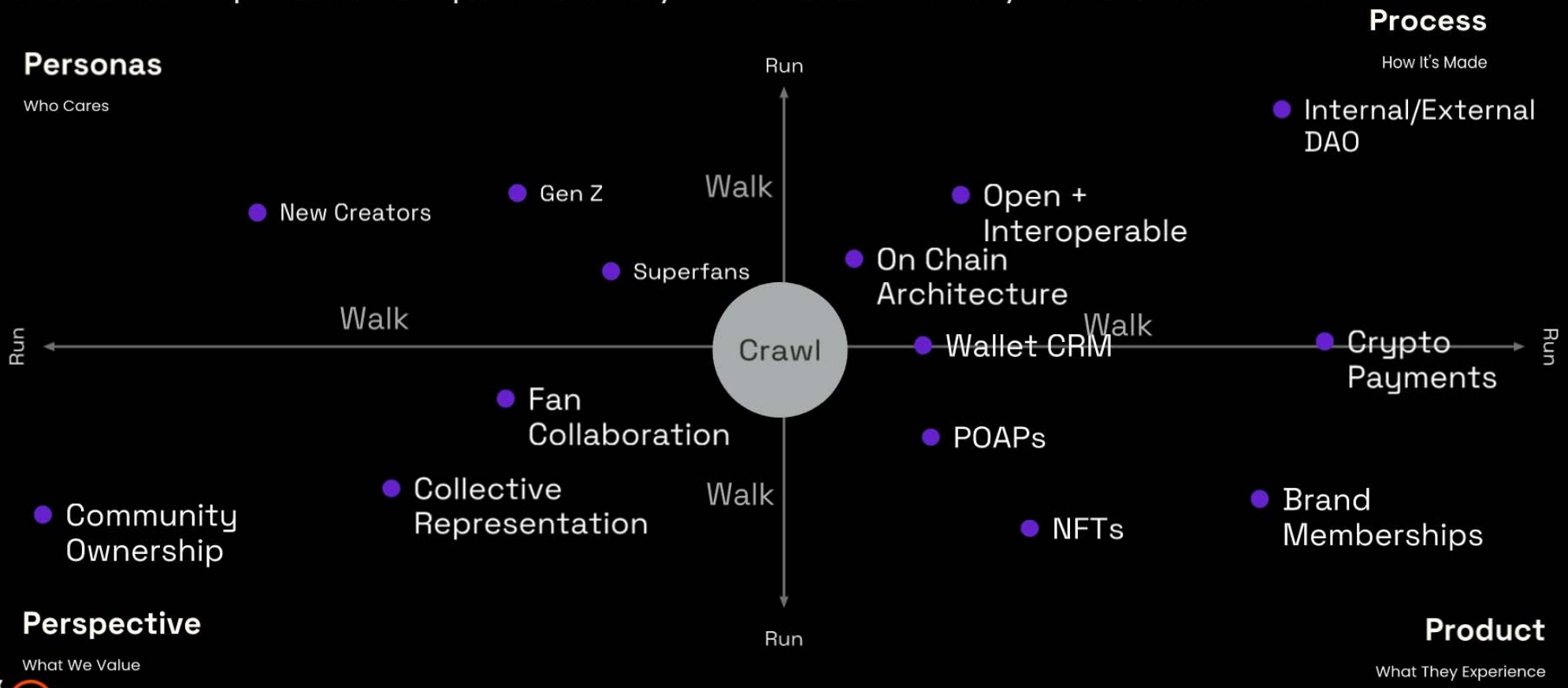
Choosing relevant case studies is critical for creating a shared understanding of what Web 3 could mean for your business as well as inspiration for the range of potential use cases in your industry. If you're a digital commerce brand with physical retail, you'll want to consider companies like the ones highlighted below.





4 P's, X Possibilities

Below see inspiration for topics that may be relevant to both your brand and Web 3



Portfolio of Possibilities (EXAMPLE)

Creating a mental model that synthesizes problem spaces that are core to your business and aligned with the potential of Web 3 is the critical first step to creating an enterprise roadmap.

	Payments	Engagement	Back of House
Crawl	Payments for Room Booking	Proof of Attendance Tokens	Crypto Treasury Strategy
Walk	Crypto at ATMs + Points of Sale	NFT Ticketing	Employee Engagement
Run	Crypto for Regulated Gaming Purposes	Crypto Loyalty Mechanics	Blockchain Based Casino Management System

Coalition Building

If you want to go far, you have to go together. You need to not just sell your innovation initiative, you need to sell the entire movement because it's so new. Roadshow Web 3 across the entire organization and use the feedback to sharpen your pitch and your launch

FAQs by Function

When speaking to different parts of the organization, be mindful of of the fact that the space tends to generate strong opinions with little information given its volatility and the way its covered in the news. Be ready to meet your audience where they are and anticipate their functional or individual concerns in advance where possible.

- **Finance**
  - FX Risk
  - Loan Covenant Conditions
  - Digital Asset Accounting
  - Royalty Payments
- **Marketing**
  - Brand Strategy
  - Community Management
  - Intellectual Property
- **Operations**
  - New Tender Types
  - Training Customer Facing Roles
  - Troubleshooting the Blockchain
  - Refunds
- **Digital**
  - Integration with legacy systems
  - Data Management
  - Stability + Support
- **Security**
  - Privacy & Trust
  - Digital Asset Protection
  - Custody of Customer & Organizational Assets

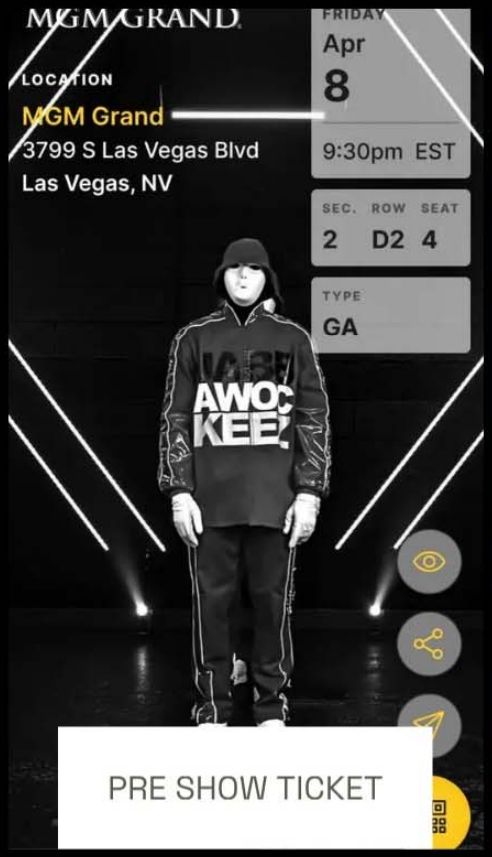
Portfolio of Possibilities (EXAMPLE)

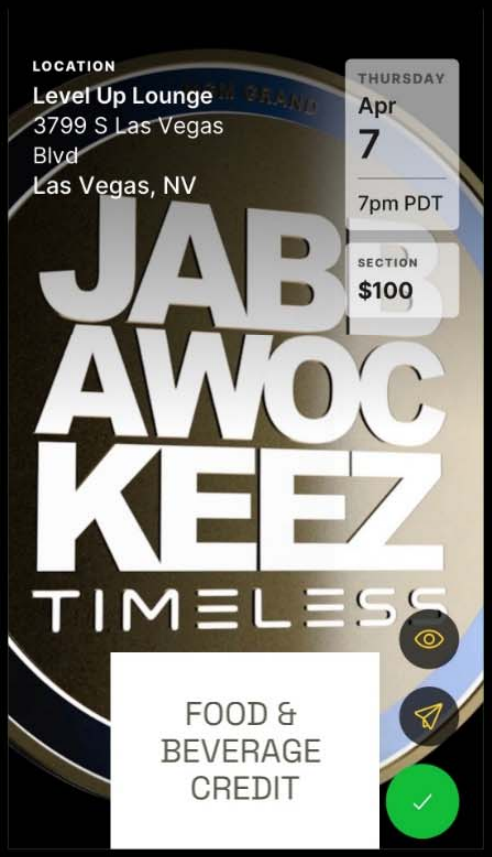
	Payments	Engagement	Back of House
Crawl	Payments for Room Booking	~~Proof of Attendance Tokens~~	~~Crypto Treasury Strategy~~
Walk	~~Crypto at ATMs + Points of Sale~~	NFT Ticketing	~~Employee Engagement~~
Run	~~Crypto for Regulated Gaming Purposes~~	~~Crypto Loyalty Mechanics~~	~~Blockchain Based Casino Management System~~

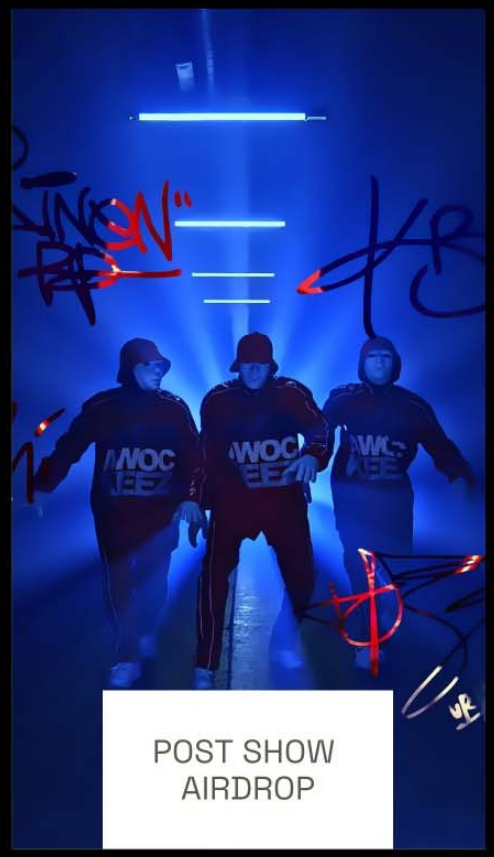
SECTION 4

Case Study

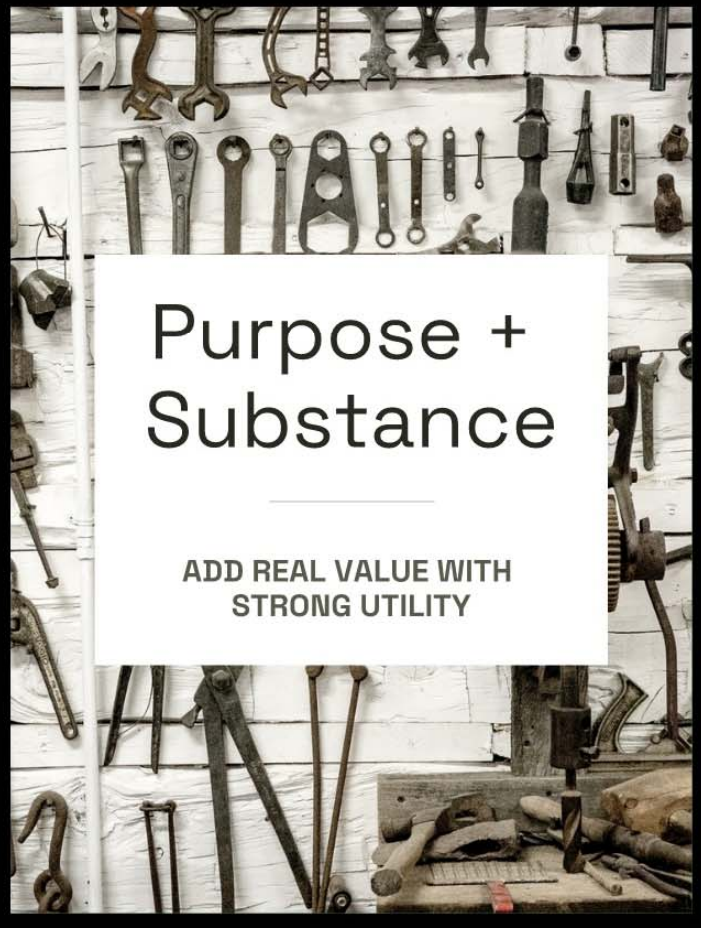
Case Study: NFT Ticketing

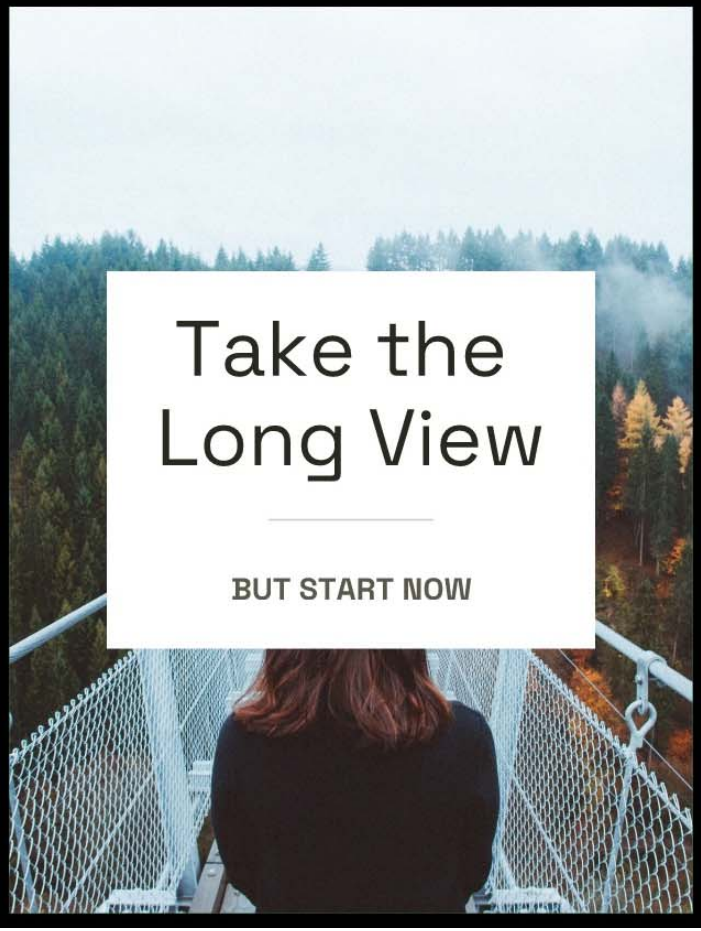




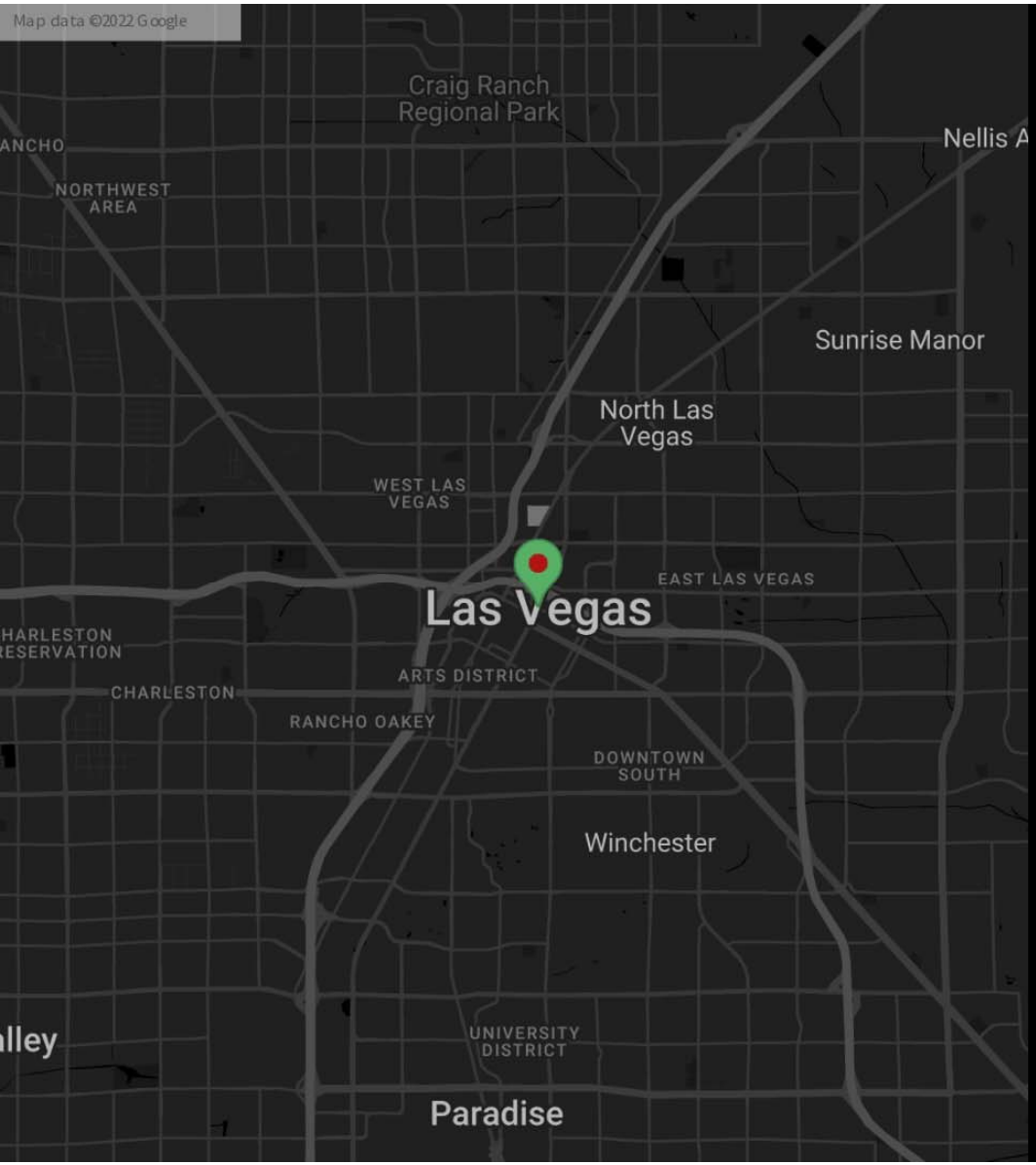


Guiding Principles for Getting Started





DO SOMETHING GREAT



What's Next for You?

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