

A Ø LABS + ZEALOUS PRODUCTION

Building Your Web3 Strategy

D2.Live 2022



Building your Web 3 Strategy



**ENGINE
START
STOP**

- 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



SECTION 1

Let's Begin



Forces of Innovation



Web 3 Primitives



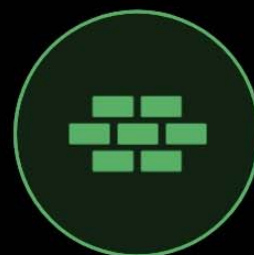
Open & Inclusive



Secure



Efficient



Resilient



Well Governed



Protects Privacy



Accountable



Sustainable



Disintermediated

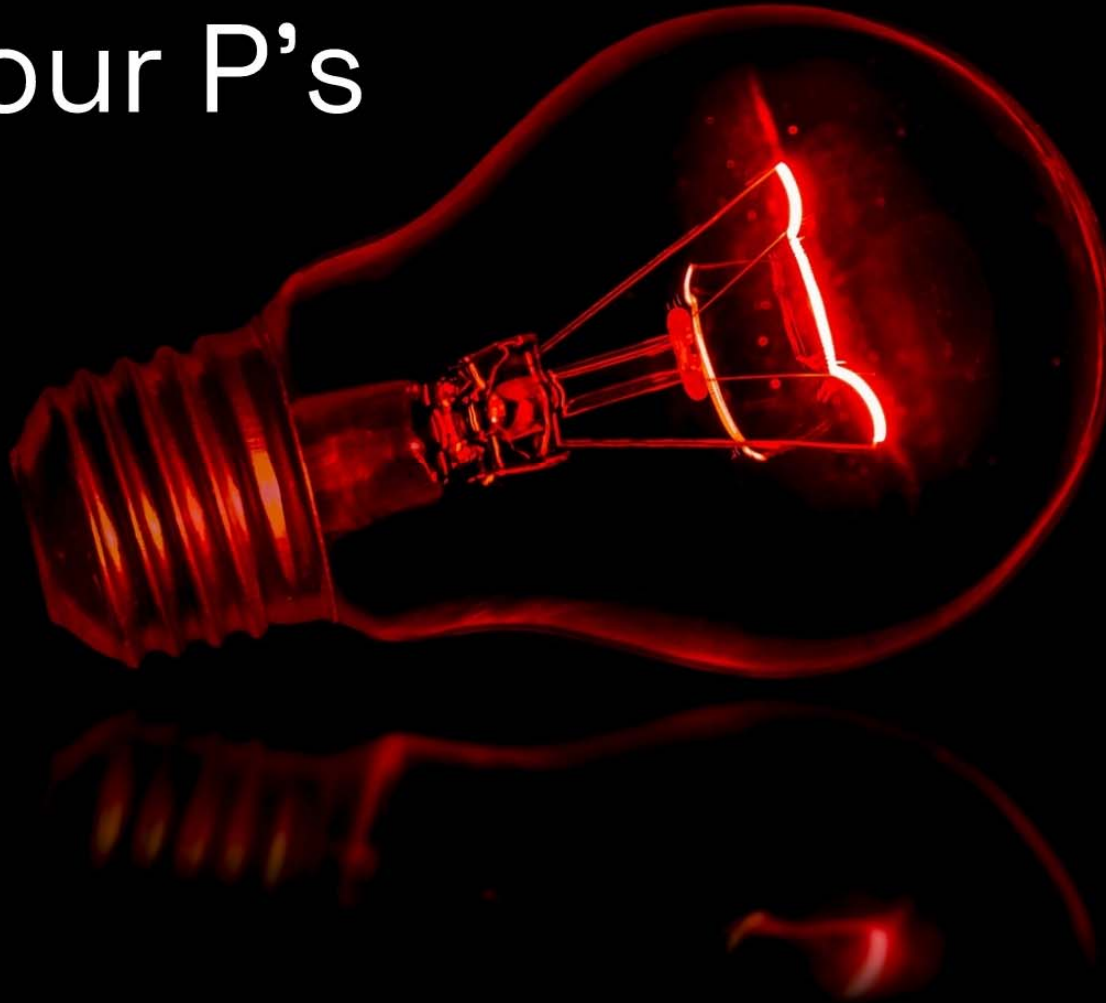
Source: a16z



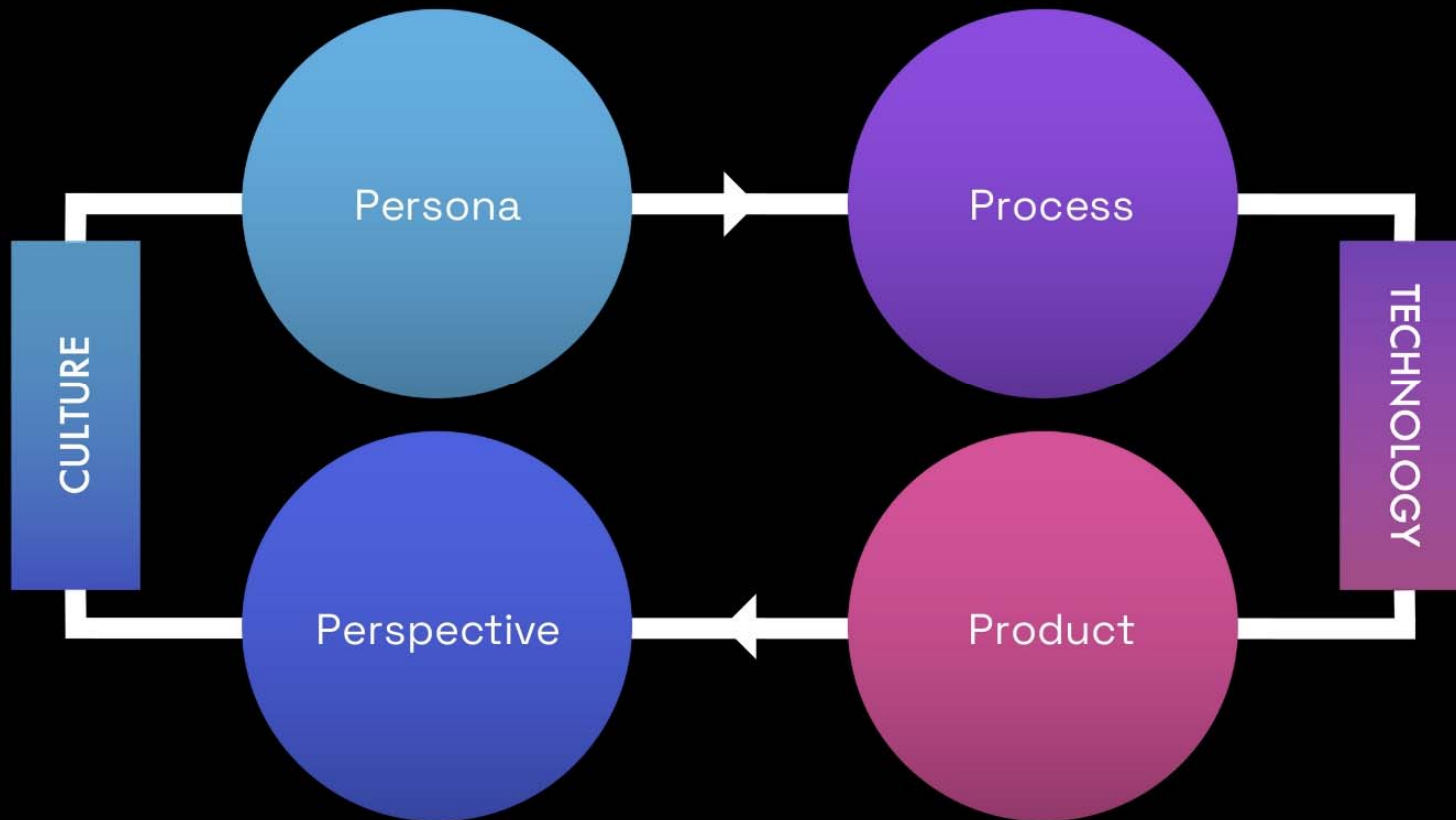
Proprietary and Confidential

SECTION 2

The Four P's



The 4 P's





Culture

Web 3 Perspective

What do we value?

- Ownership
- Representation
- Collaboration
- Community



Proprietary and Confidential

Perspective

Nike





Culture

Persona

Who Cares?

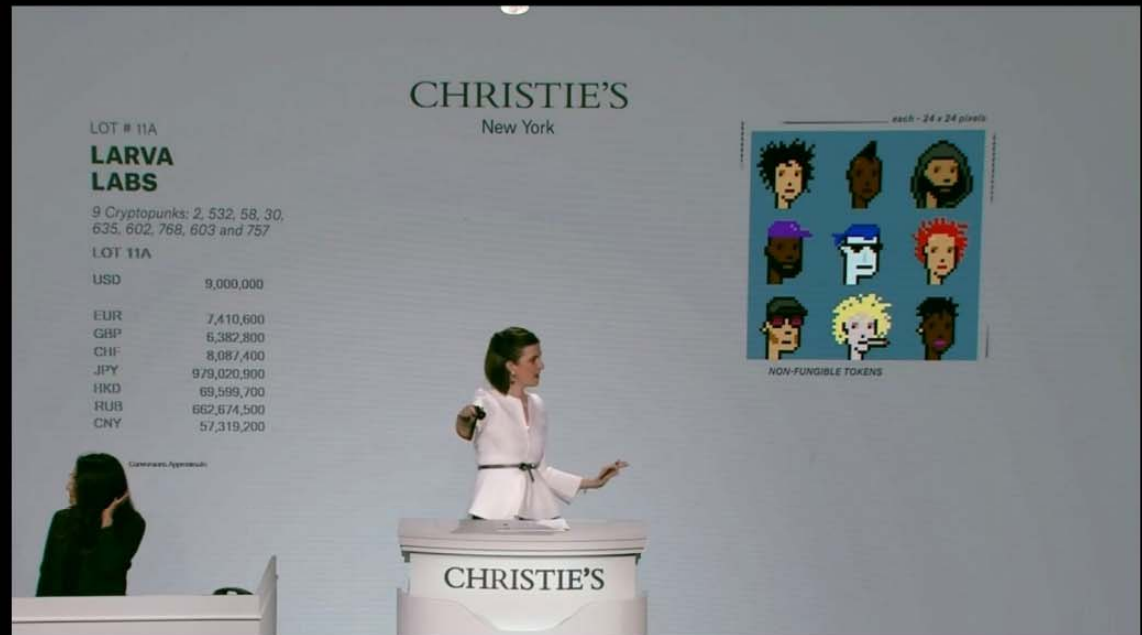
- Gen Z
- Underserved Groups
- Creatives
- Super Fans



Proprietary and Confidential

Persona

Christie's





Technology

Process

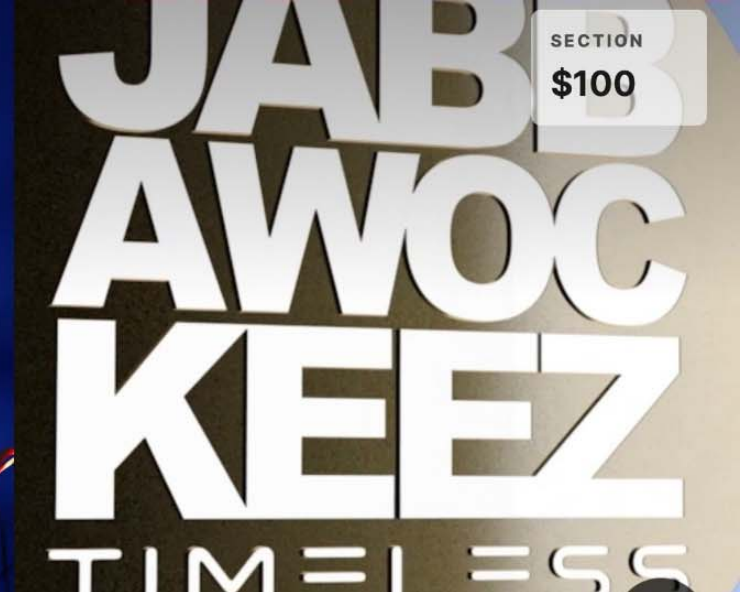
How do we make it?

- Blockchains
- Wallets
- Art
- Memberships
- Shared Governance



Process

MGM Resorts International



Technology

Product

What we experience.

- NFTs
- Tokens
- DAOs
- Virtual/Physical Community



Product

Gucci



A dark, moody photograph of a hand holding a pen, poised to write on a surface. In the background, a laptop keyboard is visible, illuminated by a soft blue light. The overall atmosphere is one of quiet focus and digital creation.

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

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.



Definitions



Latest Headlines



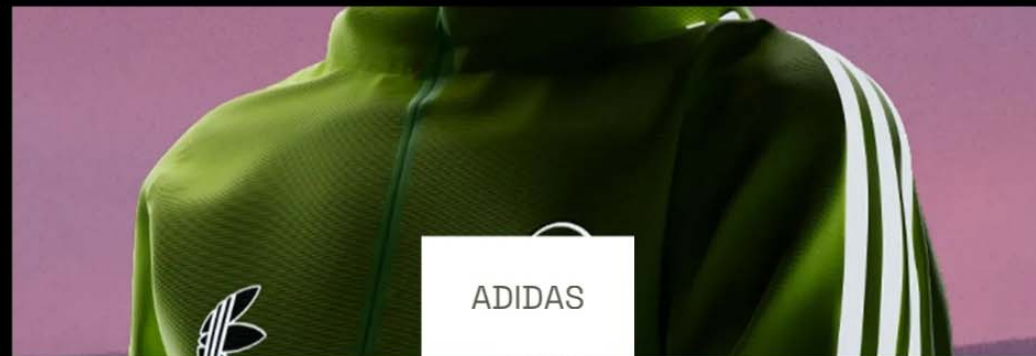
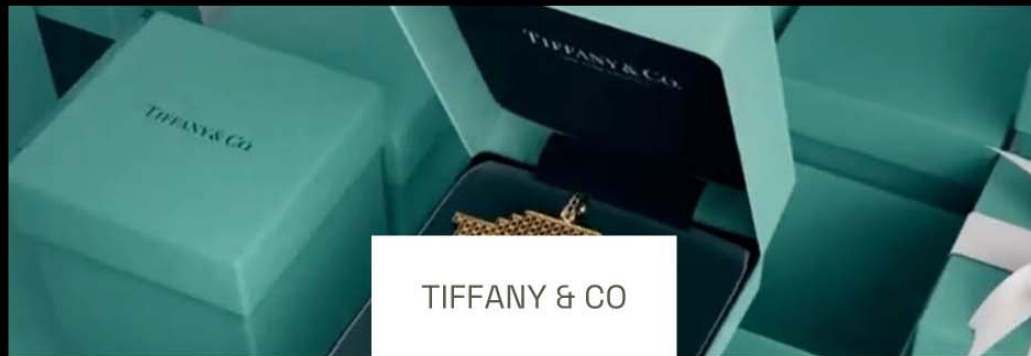
State of Web 3 by Company
Geography



Web 3 Business Models

Case Studies

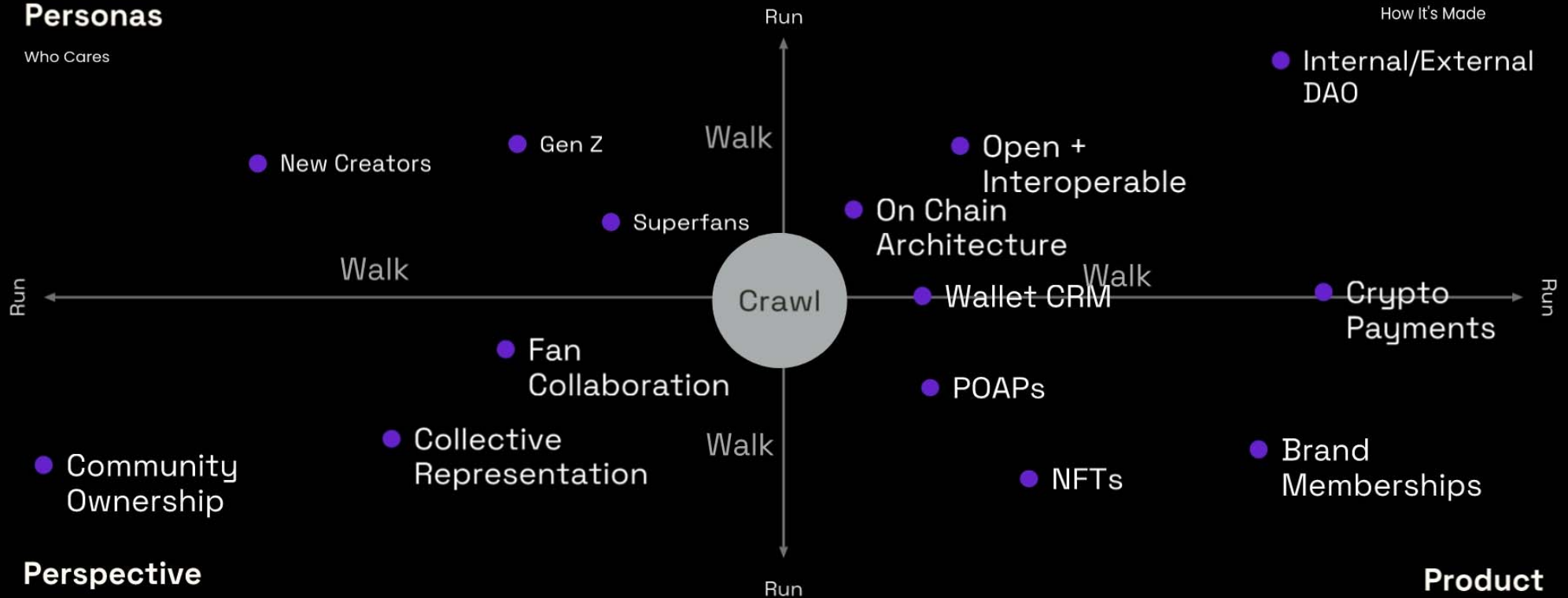
Choosing relevant case studies is critical for creating a shared understanding of what Web 3 could mean for your business as well as inspiration for the range of potential use cases in your industry. If you're a digital commerce brand with physical retail, you'll want to consider companies like the ones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



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

Who Cares

How It's Made



What We Value

What They Experience

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

A woman with long dark hair, wearing a blue and white vertically striped dress, stands on a stage holding a white piece of paper. She is facing a large audience seated in a hall. The stage backdrop features the text 'PROJECT SCHOOL' in large, gold-colored letters. The ceiling has recessed lighting with decorative elements. A white text box is overlaid on the image.

Educate
Validate
Refine

FAQs by Function

When speaking to different parts of the organization, be mindful 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

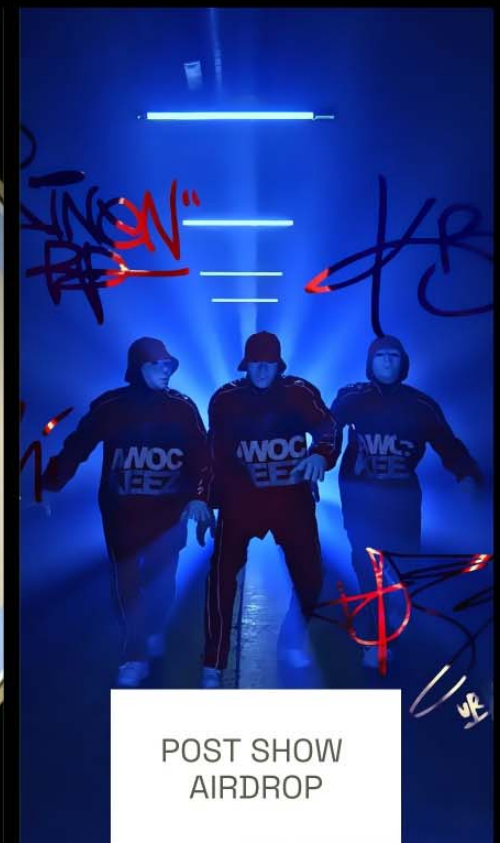
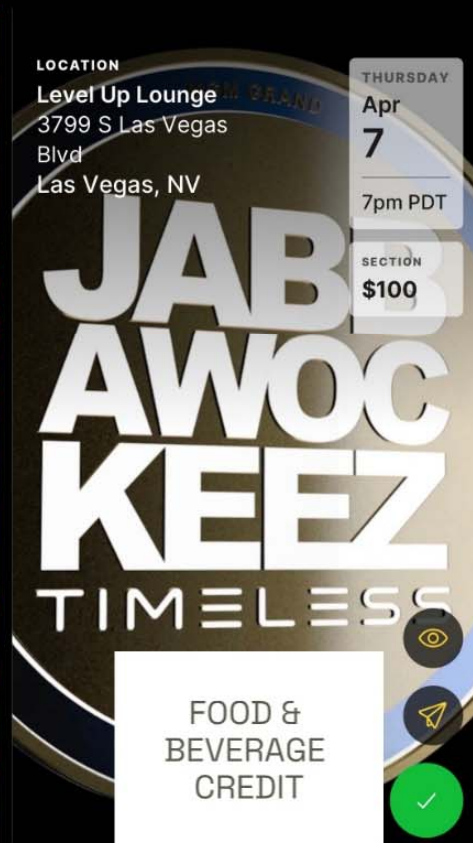


SECTION 4

Case Study



Case Study: NFT Ticketing



Guiding Principles for Getting Started



Purpose + Substance

ADD REAL VALUE WITH
STRONG UTILITY



Take the Long View

BUT START NOW



Dream Big

PILOT SMALL

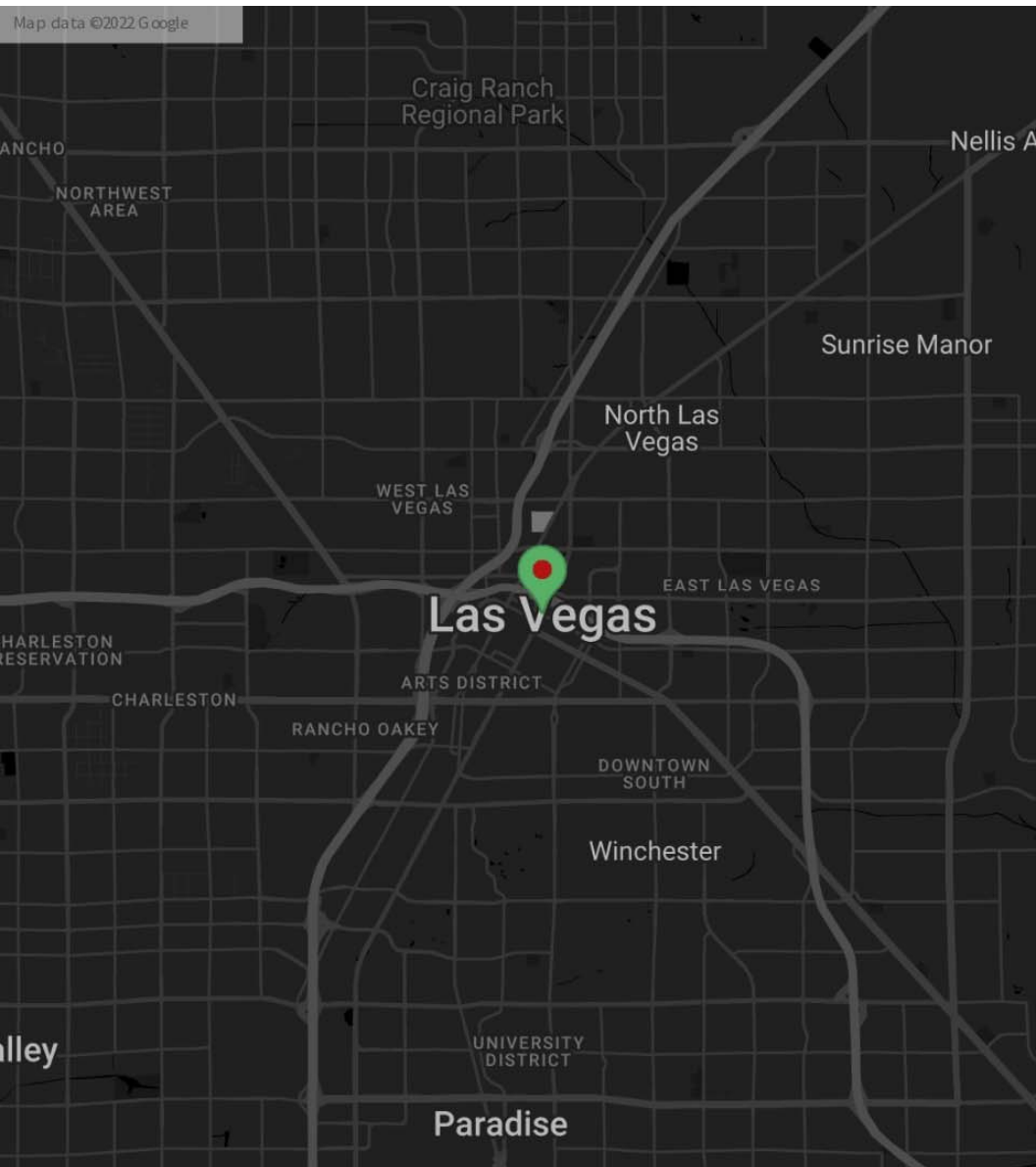
Source: Daniella Ott, Vogue Business, 2022



DO SOMETHING GREAT

A neon sign with the text "DO SOMETHING GREAT" in white, uppercase letters. The sign is composed of four rectangular panels separated by dark vertical dividers. The letters are formed by glowing neon tubes, and the entire sign is set against a dark, possibly black, background. The lighting is focused on the sign, making it stand out.

Map data ©2022 Google



What's Next for You?

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