



ALICIA

ESPOSITO



MICHELLE

GRANT



PAT

LOWE



CHRIS

SILVER



WHO PERSONALLY OWNS CRYPTO?

WHO HAS A COINBASE, METAMASK OR ANOTHER WALLET?

WHO HAS PURCHASED AN NFT (DIGITAL COLLECTABLE)?

WHO HAS A METAVERSE ACCOUNT, SUCH AS ROBLOX OR SANDBOX?

WHO THINKS THIS IS A PASSING FAD?

WEB1



WEB2



WEB3



BRAND OWNS THE KEYS

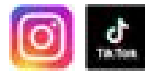
BRAND OWNS WHERE ITS STORED

CUSTOMER REQUESTS

CUSTOMER OWNS THE KEYS

STORAGE IS PUBLIC

BRAND REQUESTS





WEB3

Network type where the customer holds keys to access data.

Currently Web2
Organizations (Brands) hold the Keys.



BLOCKCHAIN

Cloud of connected servers running a web3 algorithm.

Web2 Versions
AWS, AZURE, Google, Oracle Cloud

1,000+ Exist



SMART CONTRACT

NFT: A unique digital item on a blockchain that cannot be replaced.

Smart Contract: Rules or Logic built into the NFT.



WALLET

Application that allows access to "data" on a particular blockchain.

Web2 Versions
PayPal, Ameritrade, Fidelity, Vanguard.

1,000+ Exist



CRYPTO

A unique digital unit on blockchain that is scarce and finite.

\$1.025 T Market Cap
\$420B Bitcoin

20,000+ Exist

New Experiences

the **metaverse**: an entirely new channel or part of social, digital, or retail?

DIGITAL TWIN



TikTok
1.5hrs
Roblox
2.6 hrs

GAME



Roblox
Users 9-12
yrs old

VIRTUAL LIFE



45M Daily
Active
Users

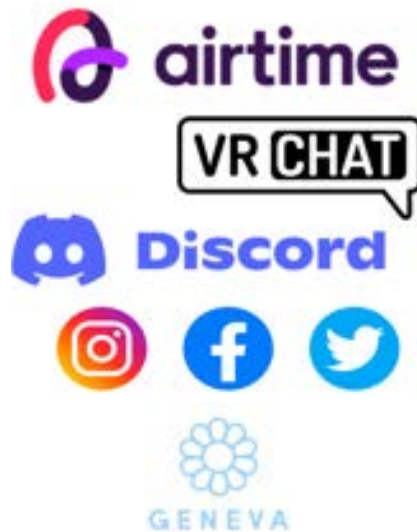
New Community or Relationships

web3 offers the opportunity to collaborate and connect

ORGANIZATIONS



SOCIAL



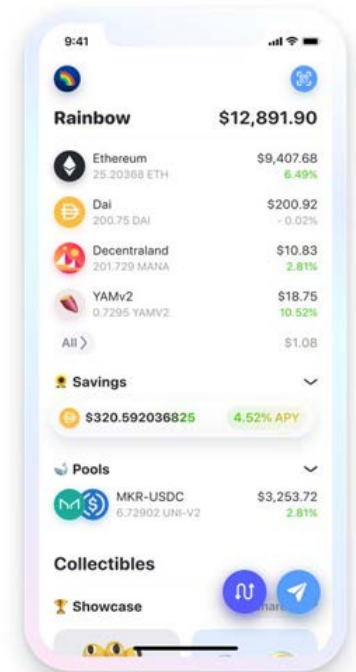
ACTIVITY

Outside.io
The Creator Marketplace



 **Dapper**

IDENTITY



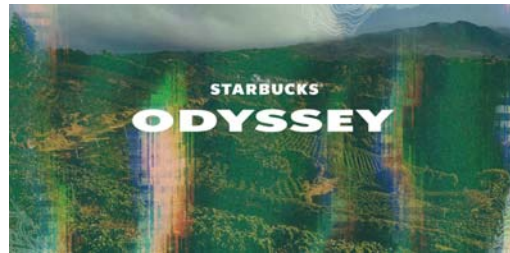
New Collaboration Opportunities

web3 opens up the ability for brands to collaborate and give access to loyal supporters

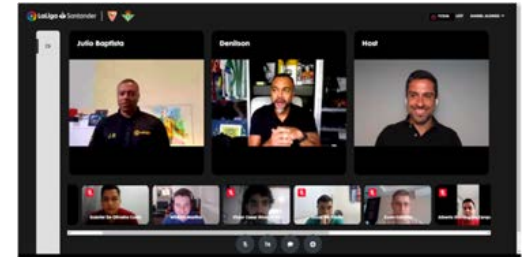
PRODUCT



SHARED VALUE



ACCESS



New Technology, Same Challenges

web3 offers amazing value, but fundamental challenges are evident



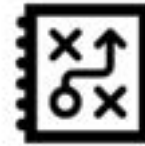
Sustainability



Blockchain &
Metaverse War



Integration



Activation



Customer
Experience



Customer Care



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