# D2

## Summit

**Insights, Strategies & Case Studies**

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# Welcome to the

## D2: Decentralization Deciphered Community

> **The world of Web3 is changing at lightening speed. The brands that understand the power of Web3 and embrace it early will capture the consumer's mind.**

Within the time that took place between our first day of planning D2—a coming together of forward-thinking minds and transformative ideas—and the conference's closing remarks, Web3 had changed. That is the nature of something so innovative. And that is also its beauty: Its possibilities. Its potential. Its adaptability.

The people who we brought to the stage over the two days are from some of the world's most successful companies and organizations, such as Microsoft, FedEx, NBA, Mattel, PacSun, and so many others. And they all knew one thing for certain about Web3—it is going to be revolutionary, and they are going to be a part of that revolution.

From using Web3 to resolve challenges or engage consumers to determining how to garner C-Suite support or accept crypto payments, our experts shared their experience and wisdom with our audience. And in turn, we are sharing that with you.

Take some time to read through these articles and then listen to the video presentations. It can be your first step into the Web3. As you'll learn from every one of our speakers: Every business can take their place in the Web3. Every business has a challenge that Web3 can address in a new way. But first, make sure you are clear on what that place—what that challenge—is. Your journey begins here.

Make sure to join us for more at D2: Retail Edition June 13, 2023 in Chicago.

# Speakers

**Hunter Abramson**
Relic Tickets
CEO

**Brook Armstrong**
Blockskye
CEO & Co-Founder

**Brandon Arvanaghi**
Meow
Founder & CEO

**Willayna Banner**
Microsoft
Head of Web3/Blockchain for
Microsoft Cloud for Industry &
Global Expansion Team

**Ash Bennington**
Real Vision
Senior Host & Crypto

**Kristen Brown**
Emcee
Kristen Brown
Presents

**Cody Carbone**
Chamber of Digital
Commerce
Chief Policy Officer

**Dale Chrystie**
FedEx
Business Fellow,
Blockchain Strategist

**Patrick Corker**
Circle
VP, Treasury

**Megan Effertz**
D2
VP, Web 3.0

**Alicia Esposito**
Retail Touch Points
VP of Content

**Zaki Fasihuddin**
0 Labs
Principal

**Drew Forman**
Cowen
Managing Director and
Head, Cowen Digital

**Shirley Gao**
PacSun
Chief Information Officer

**Michael Garellek**
Gowling WLG
Partner

**Michelle Grant**
Salesforce
Director, Strategy and
Insights, Retail and
Consumer Goods

**Joey Graziano**
National Basketball
Association (NBA)
SVP, Head of Global Event
Strategy & Development

**Basel Ismail**
Blockcircle
CEO

**David Kristal**
Augeo
Founder & CEO

**Kenny Lauer**
Relic Tickets
Chief Strategy Officer
& Head of Experience

**Nuno Leal**
Ernst & Young, LLC
Partner

**Jim Lester**
BitPay
Chief Operating Officer

**John Liu**
Amazon Web Services
Head of Product AWS
Web3 & Blockchain

**Patrick Lowe**
LaLiga North America
Head of Partnerships

**Matt Melbourne**
Republic
Head of Token
Offerings

**Greg Narain**
Zealous
Co-Founder

**Josh Neuman**
Melon
Co-CEO

**Erick Rabin**
BILT Rewards
General Counsel

**Ryan Rubio**
O Labs
Principal

**Michael Schaiman**
GenCity Labs
CEO

**Peter Schultze**
Augeo
VP, Crypto Loyalty

**Jason Schwartz**
Fried Frank
Tax Partner & Co-Head
of Digital Assets and
Blockchain Practice

**Usman Sheikh**
Gowling WLG
Partner

**Chris Silver**
Bambumeta
Co-Founder

**Dawn Stump**
CFTC
Former Commissioner,
Regulatory Expert

**Brian Trunzo**
Polygon Studios
Metaverse Lead

**Jordan Walbesser**
Mattel, Inc.
Director, Legal &
Business Affairs

**Taryn Widen**
Cowen
Managing Director
Digital Assets

**Cathy Yoon**
MPCH.IO Labs, Inc.
Chief Legal Officer

**1**

It is decentralized.

**2**

It is permissionless—it offers open and easy access.

# 4 Guiding Principles of Web3

**3**

It uses native payments (cryptocurrencies) imbedded into its technology instead of the traditional payment processors or banks.

**4**

It is trustless. It relies on technology like smart contracts and economic incentives over trusted third parties.

# Expert Insights

" [F]or a lot of global customers [using cryptocurrency] is the easiest [payment solution].

**Matt Melbourne**
Head of Token Offerings,
Republic
"

" As technology continued to improve, the web evolved into a more interactive type of web page, where the content consumers could actually interact real time with the content creators. Think about social media. The content consumers are actually contributing as much value to the networks as they are consuming.

**John Liu**
Head of Product,
Amazon Web3 Services
"

" [A]ny story can tap into this technology; any brand can tap into this technology…. [Web3] is not just about tech companies.

**Nuno Leal**
Partner, EY
"

# Case Study: Mattel

" 

*When it comes to DNA, when it comes to creativity, it's something that has been built into our corporate ethos. It's part of our culture.*

"

**When you think about innovative, forward-thinking industries you might think about health care, technology, or manufacturing. But toys?**

The C-suite sets the direction, and there's a number of different ways this can be done, some more effective than others. And I think what was effective here [at Mattel], the direction was: 'We want to be in digital collectibles, we want to do something in this NFT space'…. The direction wasn't: 'I want you to make $10 million this next year on this.' No, that wasn't the type of direction that the C-Suite brought down to the business teams. It was simply: 'I want to be in this space, we want to be in this space, we want to try this out. We don't care if you make money,'" says Walbesser.

From Mattel's experience, it is critical that companies demonstrate:
- Vision and anticipation
- Direction and permission
- The ability to execute, while being prepared for challenges that arise.

When it comes to corporate strategy for implementing this new technology, Walbesser says it's best to follow one of baseball great Yogi Berra's most famous malapropisms: "If you don't know where you're going, you'll end up someplace else." In order to succeed in the Web3 space, Walbesser offered some tactical advice.

Click **HERE** to read the article and find out more about tactical strategies.

Click **HERE** to stream the entire session.

## Jordan Walbesser
**Director, Legal and Business Affairs, Mattel**

# Case Study: Web3 and NBA

"

*Web3 is the promise of a solution to those traditional problems we all face.*

"

**Web3 is the promise of a solution to traditional problems. Businesses should take time to reflect on the opportunities Web3 does and doesn't offer.**

One of the things I've always struggled with is 'who are our biggest fans." - Joey Graziano Joey Graziano, senior vice president of global event strategy and management for the NBA, took to the stage at the D2 Summit to share how he and the event and marketing teams at the NBA have been approaching the possibilities of Web3. Right now, he says, we are at a seminal moment; "A moment when we need to take a step back and think about what the opportunity [of Web 3] is and what it isn't," he notes. The NBA, Graziano says, has been involved in the metaverse for a number of years. "Web3 is the promise of a solution to those traditional problems we all face," he says, adding that it is not primarily the NFTs and gaming that we may think of, but rather how to engage your most enthusiastic fans.

The NBA, says Graziano, is focused on three problems which they hope to address in new and unique ways by leveraging Web3 applications. These include:
- Transitioning Cost Centers into Revenue Drivers
- Reimagining the seat license
- Reposition sports collectibles

Click **HERE** to read the article and find out about how the NBA is solving problems.

Click **HERE** to stream the entire session.

## Joey Graziano
**Senior VP of Global Event Strategy and Management, NBA**

# Case Study:
## How the Metaverse & NFTs Change the Customer Experience

The Metaverse is helping to change the customer experience.
Its transforming how brands interact with their customers, especially now that Gen Z and Gen Alpha are driving new ways to engage. Blending the digital and physical world plays an important role in how a brand builds a web3 strategy that scales and drives tangible impact.

Click **HERE** to read the article and find out more about tactical strategies.

Click **HERE** to stream the entire session.

*For us, [joining the metaverse] really tied back to our fandom. One of our goals is we want to connect with our fans in every corner of the world, not just geographically, but where they live. At the C-level after we had beat the drum and there was buy-in, it was then doing the due diligence of who we wanted to partner with to make sure the customer experience was top-notch.*

**Patrick Lowe**
Head of Partnerships,
La Liga North America

*We've heard time and time again as experienced professionals, as marketers, be where the customer is. But I feel like Web3 and specifically NFTs and these gaming communities bring that to the next level.*

**Alicia Esposito**
VP of Content,
Retail TouchPoints

# Case Study: Blockchain Technology

*There are 10 important criteria to evaluate when considering the use of Blockchain technology:*

1. *Demystify blockchain for your business and technology leaders.*
2. *Look for new forms of value exchange.*
3. *Limit abstract buzz word usage.*
4. *Branch out — you don't have to have all the ideas.*
5. *Create a compelling vision.*
6. *Recognize blockchain is only a component of the ecosystem.*
7. *Be open to the complexities.*
8. *Have a deliberate business model and need.*
9. *Avoid low value and relevance quick hits.*
10. *Get out of the lab.*

Click **HERE** and **HERE** to read the article and find out more about tactical strategies.

Click **HERE** or **HERE** to stream the entire session.

*Standardization is absolutely critical in this space. We have to get to a point where we agree on what blockchain and web3 is... once we get to standardization... it increases adoption.*

**Dale Chrystie**
**Business Fellow,**
**Blockchain Strategist,**
**FedEx**

*There are many misconceptions of what the technology can do, what it cannot do. I would offer that [blockchain] is not the panacea of all things that might ail you or your company, so choose wisely what those use cases might be.*

**Willayna Banner**
**Head of the Web3/Blockchain,**
**Cloud for Industry,**
**Global Expansion Team,**
**Microsoft**

# Case Study:
## ACCEPTING CRYPTO PAYMENTS

*For retailers, accepting Crypto payments has become easier and easier. PacSun identified a need around customer "attitude", and partnered with an experienced bitcoin payment service provider. One benefit of accepting crypto payments is that it makes reconciling payments easier. One of the challenges is incorporating it into your company's existing financial structure*
*For others, they see the promise and the low risk.*

*I have this mission to engage with the executives to continue to educate them, and to share the ideas. It's my job to mitigate the risks.....and find the tangible solution that ...makes it more viable.*

**Shirley Gao**
CIO, PacSun

Click **HERE** to read the article and find out more about tactical strategies.

Click **HERE** to stream the entire session.

# Save the date for

# .D2.

# Retail Edition

## June 13, 2023

**McCormick Place, Chicago**

In partnership with the Retail Innovation Conference and Expo

Visit **d2.live** to learn more