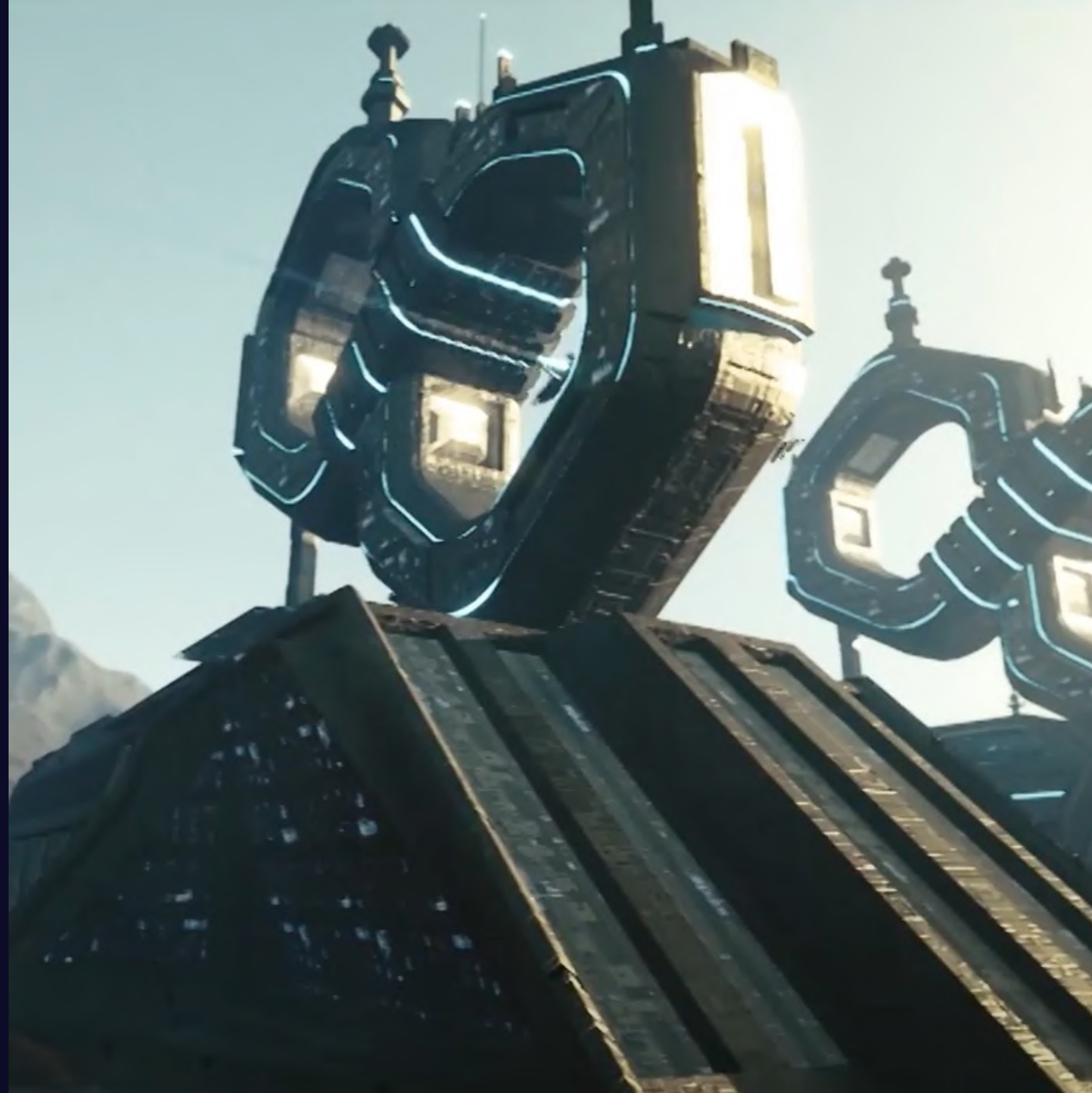


# Value Creation In The Metaverse



16 XP | \$4M Sales | 250 Builders | 8M+ Audience



# Before we talk about Metaverse strategy, let's take a look what is happening in the space

Fortune 500 companies are entering metaverses

Now they are collaborating with Open licensed IPs, investing in interoperable metaverse identity, including Adidas, Nike, Gucci, Snoop Dogg, Eminem.



*Snoop Dogg & Eminem x BAYC*



*Gucci adapts Apecoin*



*Celebrities & Brands Entering Sandbox*

# The problems

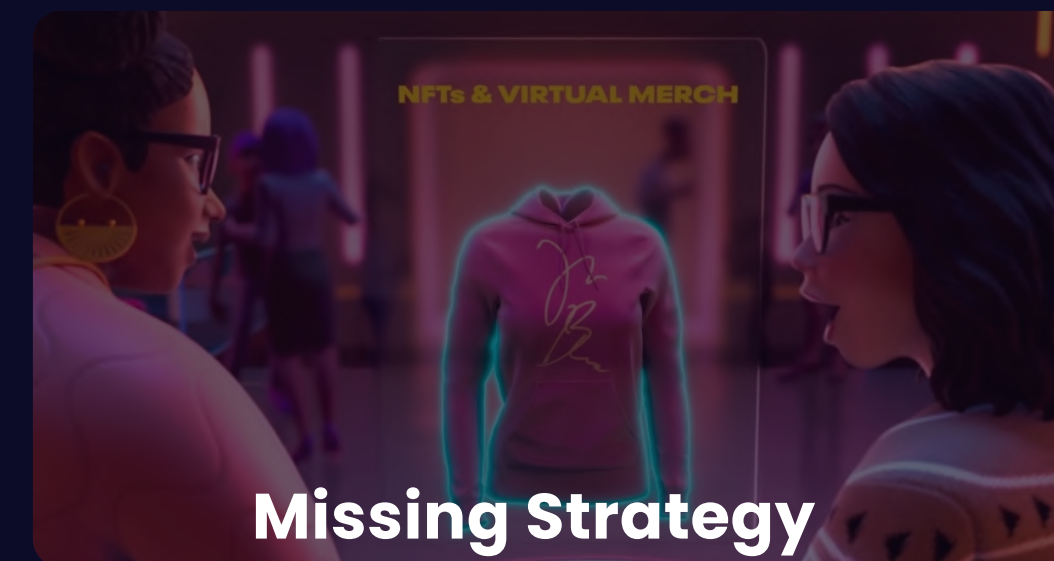
Metaverse is a wild west where there is no standard playbook.



Unsure if metaverse development would yield positive return on investment or boost product sales.



Brands have a hard time to find ways to create ongoing excitement to get audience come back the second time.



95% of the NFT collections fail. They are unable to get sustainable traction and revenue in an ongoing basis.

# Our solutions

Emotionally connect with audience through story-driven journey.



Audience pay for ticket to access your experience. We get an estimate on free vs paid audience for your brand.



Your brand identity starts with an interoperable mascot that can be used to collaborate and complete quests.



Emotionally connect with audience through monthly storytelling quests across multiple metaverses.

# Our Track Record of Success

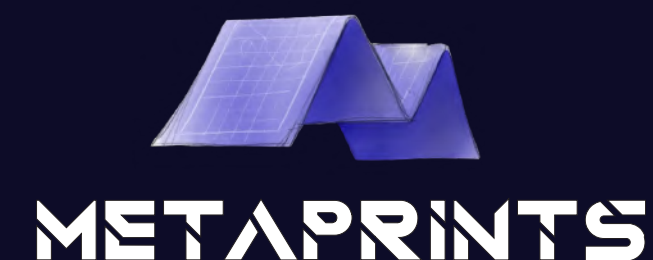
Metaprints provides revenue driven solution to brands. Metaprints is powered by Forj. Forj is majority owned by Animoca Brands.

- Advising 15 brands on strategy
- Covering 8 metaverse platforms
- 16 experiences in development
- Drove \$4M+ revenue for brands
- Managing 10+ create-to-earn guilds
- 8M+ ecosystem audience

**Metaverse  
Development**

**Metaverse  
Advisory**

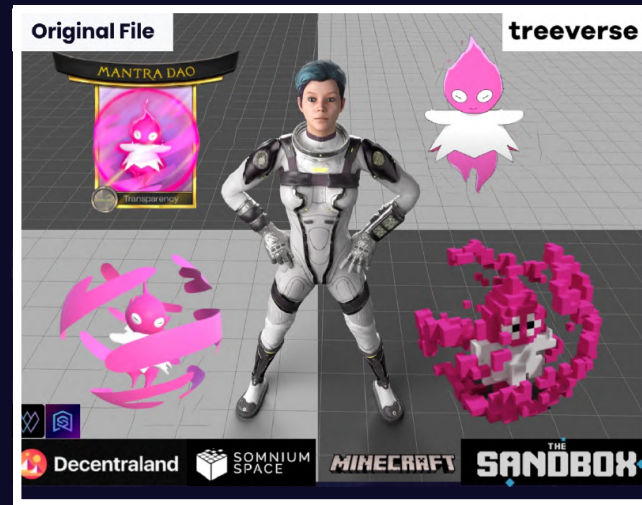
**Interoperable  
Infrastructure**



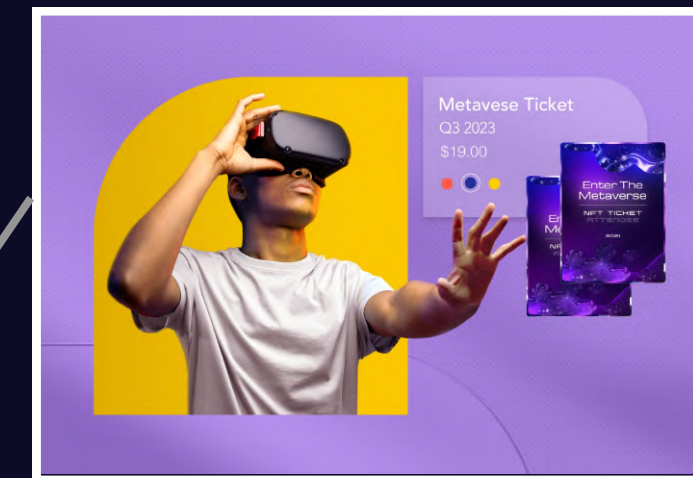
**Experience  
Activation**

**Perform  
Ticket Sales**





Mascot Identity

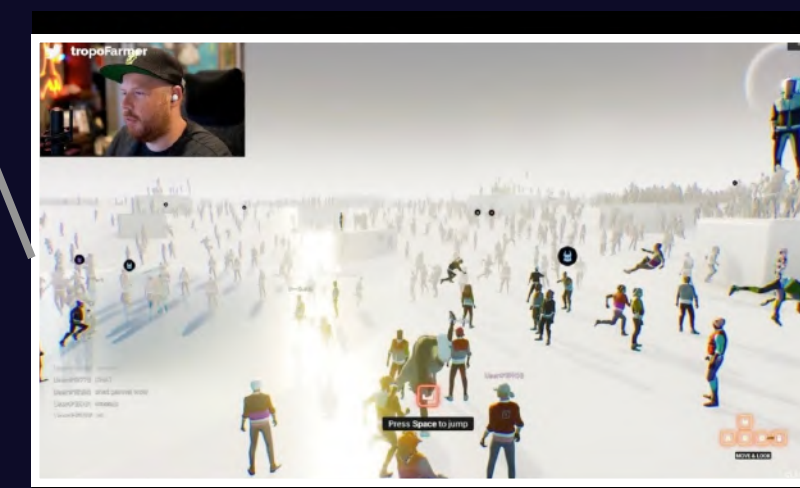


Ticket Sales

# Fun & Engaging Metaverse Journey

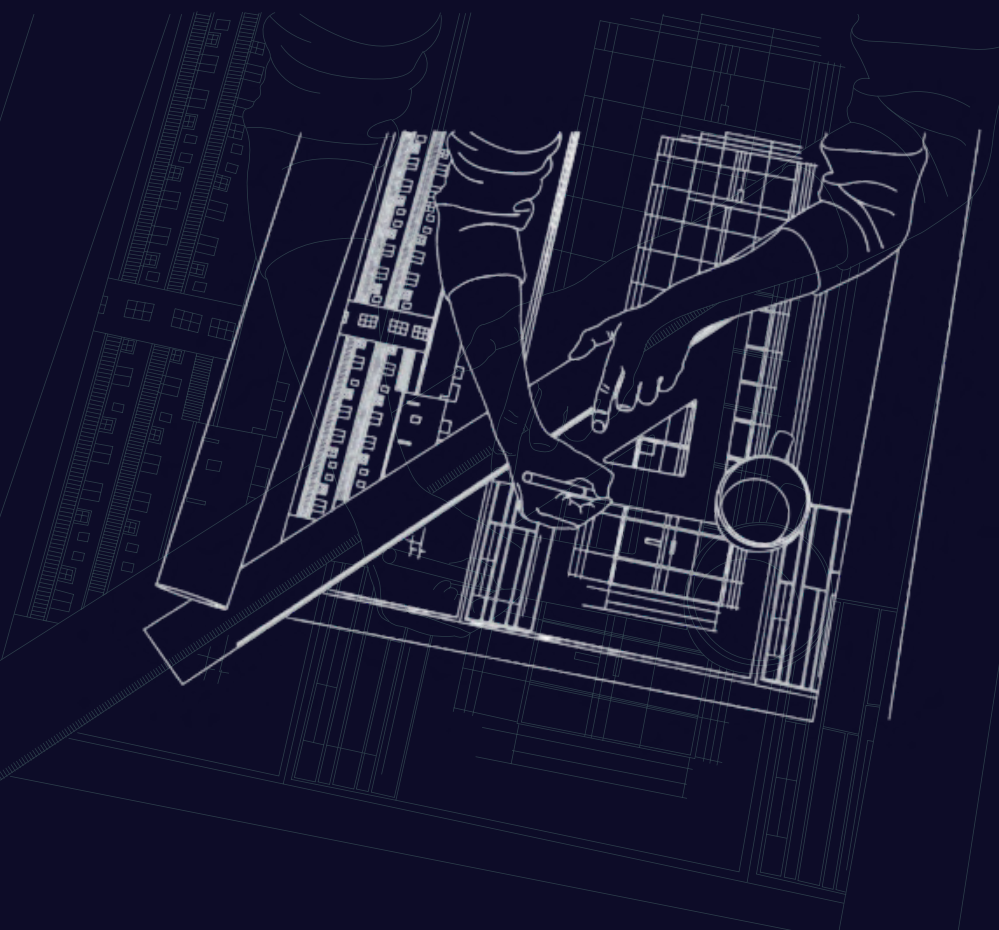


Quests & Missions



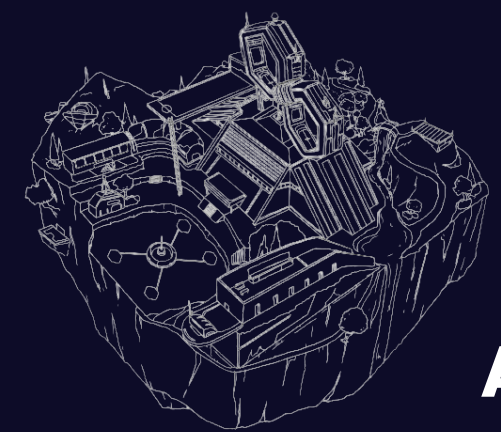
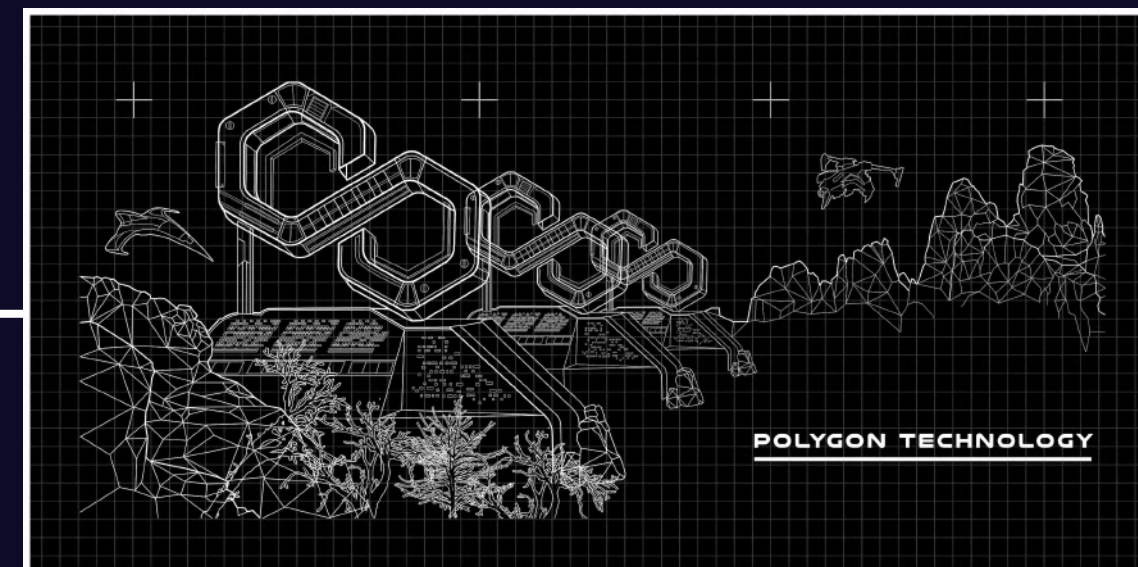
Play & Social

# Our streamlined process for development

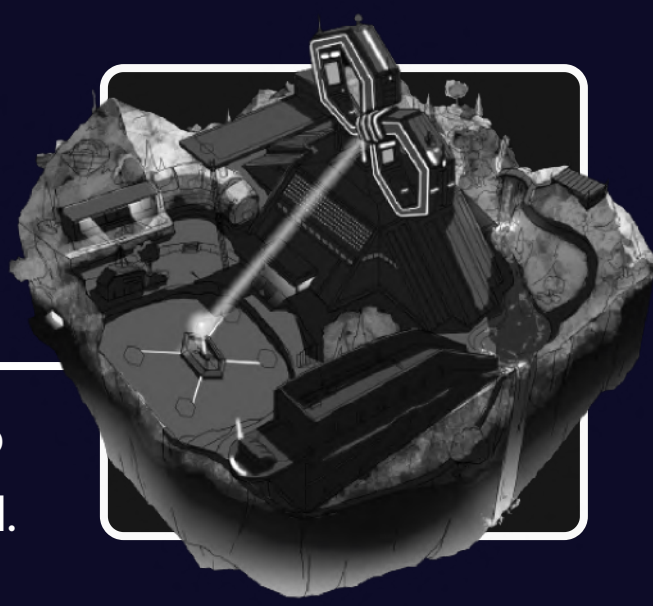


## Blueprint Creation

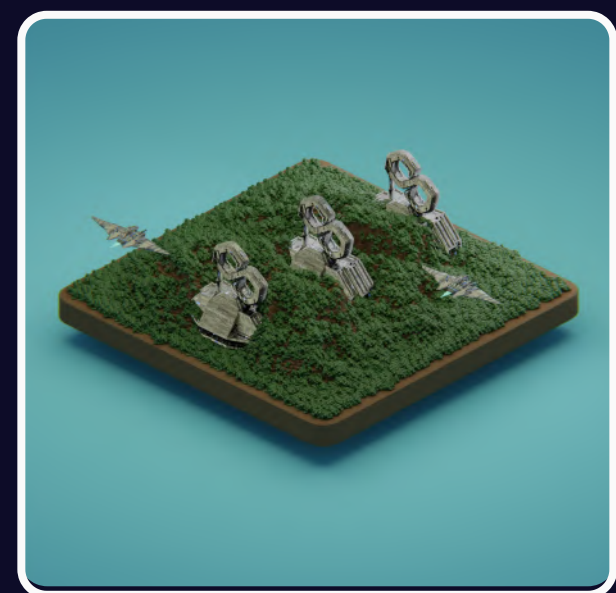
We create blueprints to standardize universal brand identity across different metaverses.



## Activation



On-going meaningful experiences to audience to keep them engaged.



## Ticket Sales

Perform whitelisting and conduct sales on launchpad.



# We make storytelling experiences in the metaverses



**Adventure Game**

Single



**Puzzle Games**

Single



**Music Concerts**

Multiplayer



**Adventure Quests**

Multiplayer



# We make storytelling experiences in the metaverses



**Social Hub**  
Multiplayer



**NFT Gallery**  
Multiplayer



**Festival**  
Multiplayer



**Modern House**  
Multiplayer

# We make storytelling experiences in the metaverses



**Fashion shows**

Multiplayer



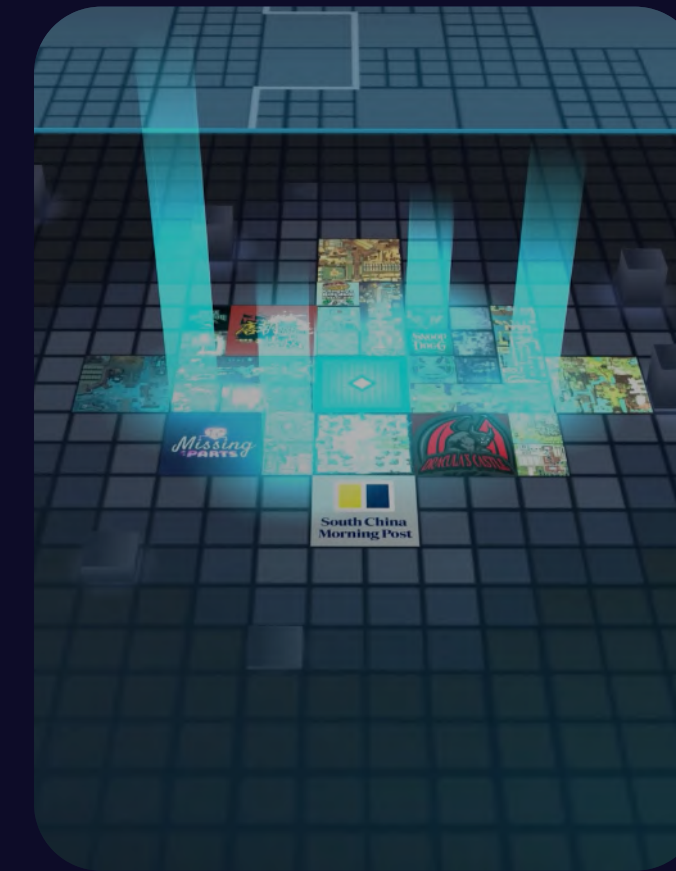
**Live Streaming**

Multiplayer



**Sports**

Multiplayer



**Others**

Multiplayer

# We make experiences interoperable

Assets in multiple formats for different metaverses used by 30+ brands to expand revenue streams.

**Original File**

**treeverse**

MANTRA DAO

Transparency

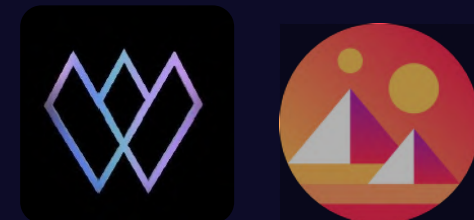
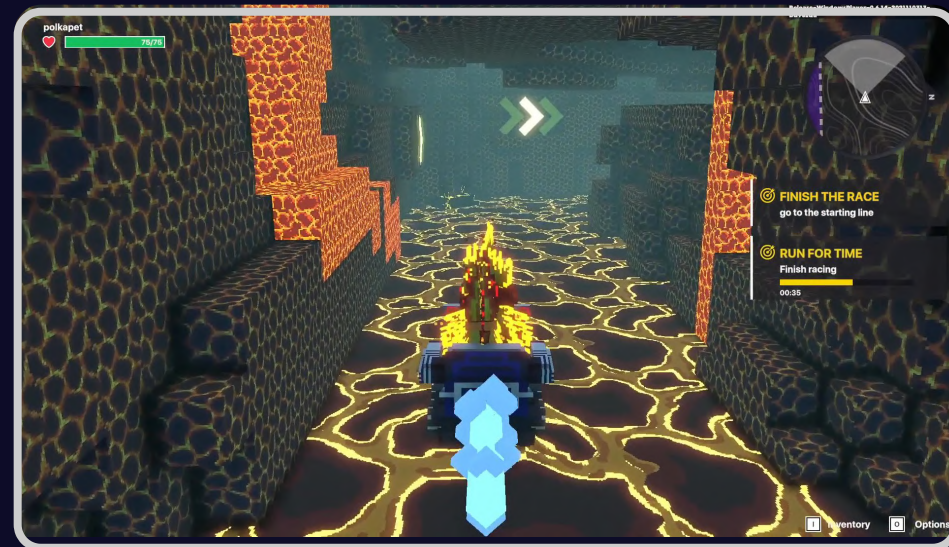
Decentraland

THE SANDBOX

MINECRAFT

# We expand the experiences in different metaverses.

Scale the development in other metaverses to drive additional traction and engagement. Enrich product offering.



# We are driving brands to metaverses

A list of brands we are actively advising and working with on metaverse experience.



*\*open licence*



*\*open licence*



## Upcoming

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Exchanges

Fortune 500

Indexers

10+ Anime IPs

Music Engagement Platform

# Metaverse Opportunity Summary

## 1

### Brand Recognition

- Demonstrate expertise in the industry
- Win awareness, acknowledgement
- Gain exposure to web3 opportunities

## 2

### Gain New Audience

- High net worth web3 native
- Fun & engaging mission driven experiences
- Build emotional connection

## 3

### Drive Revenue

- Get revenue from ticket sales
- avatar, wearable sales
- Revenue share from brand collaboration

## 4

### Keep Loyal Customers

- Get revenue from ticket sales
- avatar, wearable sales
- Revenue share from brand collaboration





# Crawl

Research industry case studies; Evaluate NFT and metaverse partners; Identify sustainable strategy that would drive traction and revenue.

## Advisory

Form revenue driven strategy



Resources



# Walk

Low-hanging fruit that mirrors your existing business model and is relatively easy to deploy and test.

## NFT Experience – Beta

NFT issuance | Beta Experience



# Run

Long-term Storytelling Strategy that turns strategic partner to establish multiverse presence, connect commerce in user journey.

## Connecting Retailers to Metaverse

Commerce | Multiverse



Powered By

---

**FORJ**

animoca  
BRANDS

---



# Conference Event Case study

Coingecko's GeckoCon 2022 Decentraland NFT drop.



## Highlights

- **10k+** event attendees
- **50k+** in social impressions
- **30k+** wearable NFT
- Minted in Polygon
- Boost ticket sales

// Coingecko is the 2nd largest indexer in the world with 100M monthly traffic

// Ticket sales live at: [landing.coingecko.com/geckocon-2022](https://landing.coingecko.com/geckocon-2022)

# Social Hub Case Study

Launched in December 2021, partnering with 10 crypto brands to drive them to metaverse.



## Highlights

- **\$3.6M+** in NFT sales
- **10+** leading crypto brands
- **3M+** community members
- **10** social hub experience creation

Sandbox Demo Experience: [link](#)

## Partners



MANTRA DAO



# NFT Mascot case study

## Highlights

- **\$7.5M+** in shared revenue
- **4.1K** PolkaPet NFT owners
- **600k +** Partner community
- **20+** brand partners
- **4 experiences** in development



# Holiday Experience Case Study

Launched in Feb 2022, Lunar New Year experience in Sandbox as their official partner.

## Highlights

- Lunar New Year Experience
- **\$100k+** in sandbox sales
- **6 partners** collaboration
- **230k+** social impression



# Selected NFT drops Case Study

*Case studies on Metaverse NFT drops.*


- Developed NFT strategies for 15 brands
- **1600+ RTs** for Coingecko on Valentines
- **2600+ RTs** for Kucoin on Lunar New Year
- **250k+** in impression per campaigns
- **30k+** participation last 2 campaigns

**CoinGecko**  
@coingecko

This Valentine's day, we are teaming up with @Metaprints & @TheSandboxGame for a romantic giveaway! Stand a chance to win exclusive digital assets usable in The Sandbox #metaverse! 🛡️💖

Enter now! 🗳️🗳️  
Public: [coingecko.com/account/reward...](https://coingecko.com/account/reward...)

Premium users: [coingecko.com/account/reward...](https://coingecko.com/account/reward...)



0:04 | 20.6K views

CoinGecko | META PRINTS | SANDBOX

2:00 AM · Feb 11, 2022 · Twitter Web App

1,620 Retweets 148 Quote Tweets 1,282 Likes


**KUCOIN**  
@kucoincom

In true #LunarNewYear fashion, #KuCoin will be sponsoring an NFT for @Metaprints 'Year of the Tiger' collection, featured in @TheSandboxGame!

Enter now for your chance to win an exclusive 'Lunar Lantern' #NFT 🏮

👉 [gleam.io/8sKTV/exchange...](https://gleam.io/8sKTV/exchange...)

#Metaverse #NFTGiveaway #YearoftheTiger



META PRINTS | SANDBOX

12:17 AM · Feb 3, 2022 · Twitter Web App

2,619 Retweets 613 Quote Tweets 3,036 Likes

# Case Study: Bored Ape Yacht Club

First community driven experience with Sandbox, Animoca called Monkeying Around



**100k+**  
Impressions



- **1st** community BAYC XP
- **3 months** of development
- **Sandbox Season 3** official XP
- Launched on September 30th
- **30+** BAYC communities played
- **100+** screenshots
- **70+** videos uploaded

 *Video Link: [here](#)*



demo Hydro Sting 18/50

