

FUNRISE

**NFT technology
for your business**

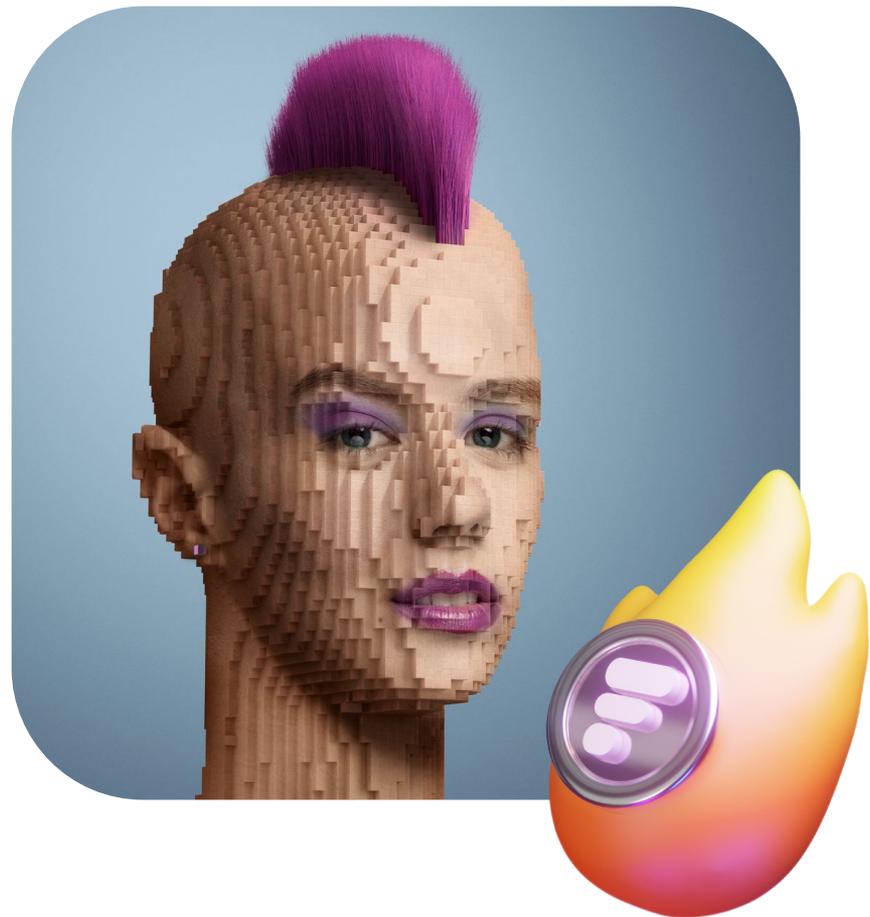
Funbook for brands



Funrise

Digital content exchange

NFT technology creates new ways for businesses to interact with audiences, trading both real and virtual products. If you're ready to join the new exciting world of digital economy, welcome to Funrise!



Why pay attention to NFT



NFT trading volume surged to \$10,7 billion in the third quarter of 2021

Which is nine times more than the previous quarter

Source: DrappRadar

Explosive growth in NFT popularity

Big brands and world-famous celebrities use this technology



On Funrise you can



Sell goods, services, tickets, subscriptions and collections in real and virtual form



Organize fundraising and charity collections



Run promotions, auctions, special offers and campaigns



How?

We designed this Funbook to give you inspiration and ideas to implement on Funrise



Collections based on popular media

idea #1

Harness the potential of popular media inspired characters and accessories

NFT collections based on films, TV series, cartoons, comics and games are among the most popular on the market. Launching these kinds of collections can breathe new life into classic projects or be timed to coincide with new releases.





CASE 1: WARNER BROTHERS

Warner Bros. launched an NFT collection based on Space Jam 2: A New Legacy. It included 91,000 tokens

One token is given for free to every user that registers, and another for sharing the collection to their social networks.



CASE 2: NBA TOP SHOT

NBA Top Shot made a splash by selling tokens of the best game moments, so they turned baseball card collecting into a business worth \$635M

NHL, Messi, Ovechkin, Virtus.Pro and many others also released NFTs.



Promo-campaigns and special offers

idea #2

Simple GIFs or images of your products, or products issued as tokens, are a great way to drive sales, increase brand awareness and knowledge of a particular product or line.

You can give away product tokens to your Funrise audience in exchange for the product, discount codes for your store, or any other type of promotion that your audiences might appreciate.





CASE 1: TACO BELL

An NFT-collection of GIFs of tacos, could be purchased for \$1 each (the price of a taco in the restaurant chain), but after resale the amount reached \$3600. Taco Bell received 0.1% royalties from each resale.

The first token buyers were sent a year's supply of Taco Bell products - this was not planned, but the creators decided to reward their fans in this way.



CASE 2: SAMOKAT

The Samokat online grocery store made an NFT prize-draw of ten of its most popular products, turning them into crypto-art.

The draw drove sales, because those wanting to take part needed to place an order worth 900 roubles at a certain time



CASE 3: BURGER KING

Burger King launched an NFT giveaway campaign. The chain put QR codes on over six million boxes, giving customers access to digital collectibles.

Burger King customers got autographed souvenirs from popular artists Nelly, Anitta and LILHUDDY, as well as the chance to speak with them on the phone. In addition the chain is giving away 3D Burger King digital collectibles and free whopper sandwiches.



NFT tickets

idea #3



NFT technology protects event organizers and ticketing services from fraud

The most simple and advanced way of selling tickets for any kind of events (gigs, film premieres, screenings, launches etc), as well as flights and train tickets is through NFT, ensuring security and protection from fraud. The tokenization of tickets solves several issues:

- NFT cannot be forged or transferred because the token is linked to an individual's wallet.
- protects from manipulations of the secondary market, when touts buy all the tickets to an event to re-sell them at inflated prices (often selling the same ticket twice).





CASE: ATLAS WEEKEND

Ukraine's largest music festival Atlas Weekend released a series of special NFT tickets, including a lifetime VIP pass

NFT tickets allowed faster access to the event because they had a dedicated entrance. In addition a lifetime VIP pass was auctioned giving the lucky winner free entry to all Atlas Weekend festivals + limited edition merchandise and the headliner's autograph.



NFT of music tracks, albums, gigs and various collectibles

idea #4



Music NFTs are among the most popular alongside art, games and sports

Everything sells: music tracks, albums, releases, rare or unreleased recordings, video clips or exclusive compositions. The first tokenized album was released by DJ 3Lau, who raised \$11 million from the sale. This was followed by the sale of music collections, tracks and excerpts from video clips by Grimes, The Muse, The Weekend, MIA, Jay-Z, and Russian artists such as Eljay, Mumiy Trol, Outcast.



CASE 1: DJ DON DIABLO

Dutch Dj Don Diablo released an hour-long NFT gig and raised over \$ 3 million.



CASE 2: KURT COBAIN PHOTOSHOOT

Kurt Cobain's last photoshoot was sold as an NFT collection.

It included photographs, polaroids, and contact sheets marked by Frohman (the photographer), some of which had never been seen before. The collection sold for \$72K.



CASE 3: ARTEMIS MUSIC ENTERTAINMENT

Artemis Music Entertainment sold a token of Claude Debussy's Clair de Lune

turning it into a whole event, saying it was the first NFT in space (they sent the digitized piece to the ISS then tokenized and sold it).



CASE 4: THE WEEKEND

The Weeknd sold their own NFT collection for \$2 million.

The Acephalous collection consisted of eight pieces: three audiovisual pieces, four static art pieces offered as both auctions and giveaways, and one stand-alone piece featuring an unreleased Weeknd song auctioned for \$490k.



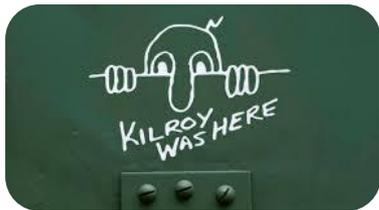
NFT movies, TV series, pilots, exclusive TV and YouTube releases

idea #5

Directors and film companies often tokenize films, TV series, episodes, highlights and premieres

The new movie Zero Contract starring Anthony Hopkins is to be distributed via NFT, it will not be available in cinemas or a streaming service, only those who purchased the required token will have access.





CASE 1: DIRECTOR KEVIN SMITH

The director of Jay and Silent Bob, Kevin Smith, has promised viewers to fully transfer the rights to display and distribute his new film, Kilroy Was Here through NFT technology.



CASE 2: WONG KAR-WAI

Stills from Wong Kar-wai's legendary film In the Mood for Love will be auctioned at Sotheby's in NFT format.



CASE 3: FOX TV CHANNEL

The Fox TV Channel decided to make an entire animation series, for which a separate trading platform will be developed with various tokens of characters, objects, drawings and tracks.



CASE 4: DOCUMENTARY FILM

Khokhlov Sabatovsky education platform transferred the rights for the non-commercial use of the first documentary film in NFT for 1 million rubles format.



NFT news reports and media covers

idea #6

Major media and publishing houses are now actively tokenizing their materials - from covers to news stories. Among them are CNN, Fox, Forbes, Playboy, NY Times, Time.





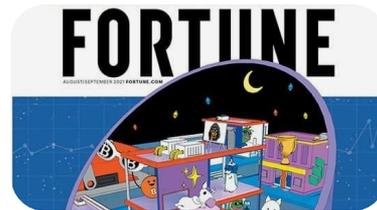
CASE 1: FORBES

Forbes magazine auctioned an NFT converted cover for \$333K. The proceeds will be donated to the Committee to Protect Journalists (CPJ) and the International Women's Media Foundation (IWMF).



CASE 2: ESQUIRE

Russian artist Alexandr Sub Sensus exhibited a digital version of a cover created especially for Esquire Russia on Foundation. The cover is dedicated to the 60th anniversary of the first space flight by Yuri Gagarin.



CASE 3: FORTUNE

American business magazine Fortune sold the cover of its issue as an NFT for \$1.3B. The NFT series with the cover by crypto artist pplpleasr1 sold out in minutes.



CASE 4: VOGUE

Vogue Singapore September issue cover art was a QR code which led to an auction for those covers.



NFT of clothing, accessories, interior objects

idea #7



NFT technology can work in two directions for any items and products; by applying a QR code to the actual object you can send the user to Funrise's virtual NFT version of the item, and vice versa – through buying NFT objects, the user can get real bonuses from brands.

Virtual assets of clothing and accessories are very popular. Among the brands that have already tried tokenizing their goods are Gucci, Burberry, DG, Nike, and many others.



CASE 1: GUCCI

Gucci Dionysus virtual bag was sold for \$4K, which is \$3K more than its physical copy



CASE 2: DOLCE & GABBANA

The fashion house sold 9 tokenized garments for over \$5.5B



CASE 3: KARL LAGERFELD

The brand released a collection of 777 Karl Lagerfeld figurines for 77 euros each. The entire collection was sold within 49 minutes of sales opening



NFT books, bestsellers, novels and even scientific discoveries

idea #8

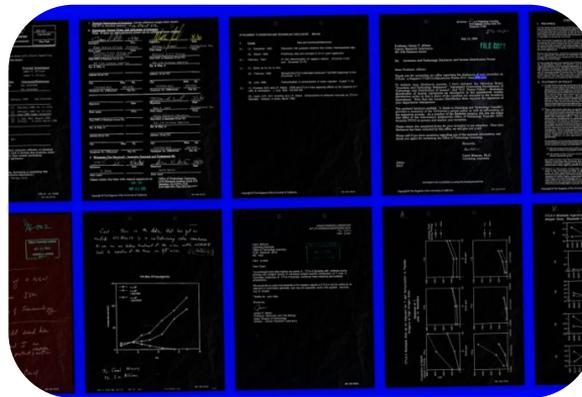
Tokenization has reached the literary world: by analogy with the film industry, it tokenizes books, individual chapters, plot twists, as well as entire archives





CASE 1: MIRAKSZDANIE

The book by Russian author was sold using an NFT token. A digital certificate with the final chapter of the book "The History of Mirakszdaniya" was put up for auction. With a starting bid of \$500 by the end of the day the winning bid reached \$7000. The winner received a certificate and a file signed by the author, which will become available to open on 22 February 2022.



CASE 2: UNIVERSITY OF CALIFORNIA, BERKELEY

The university tokenized a 1995 Nobel Prize-winning scientific discovery about cancer immunotherapy. Buyers were promised digital copies of documents detailing the discovery. The NFT was acquired by a group of graduates of the same University, paying around \$56K for the digitized document.



How to package content?

idea #1

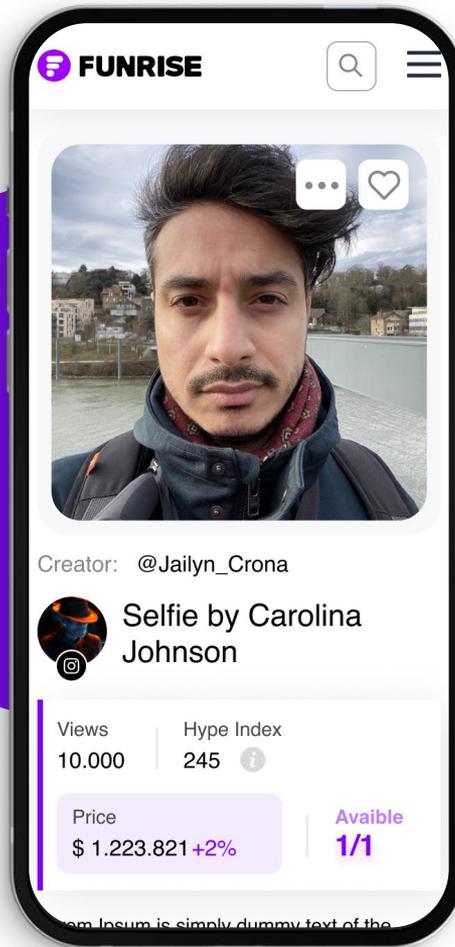


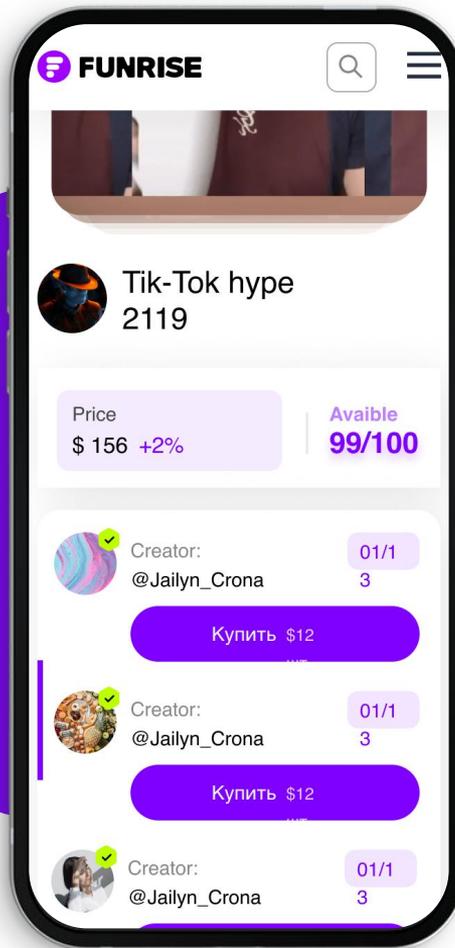
Exhibit individual goods for sale

For instance, you sell the NFT of your only selfie on Instagram in a single copy. It means, the buyer purchases 1 specific NFT- asset



How to package content?

idea #2



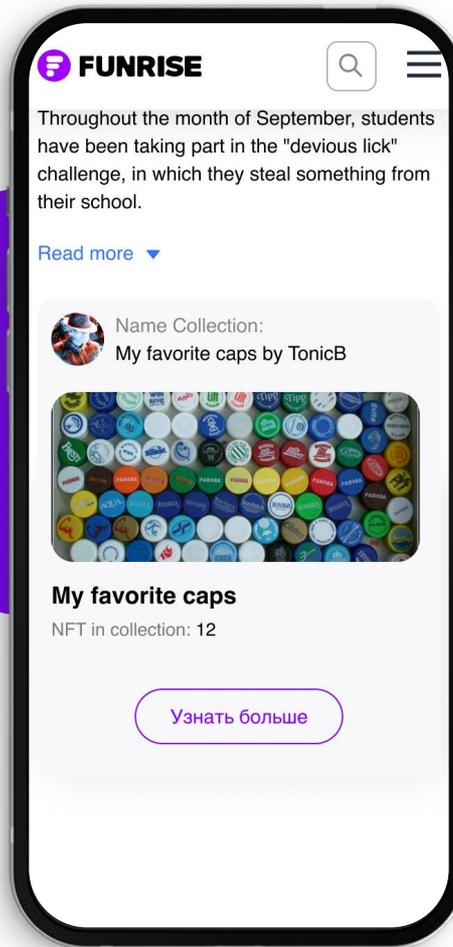
You can exhibit one asset in several copies

For example, you sell 20 NFTs of your most popular TikTok. The buyer can purchase the amount he needs (chooses himself). In this case, the price is indicated for 1 copy.



How to package content?

idea #3



You can create collections

For instance, you sell your challenges from 2015 to 2016. The buyer can purchase several challenges or the entire collection

(!) Collections on the NFT market are extremely popular, the more interesting/unusual /crazy their concept - the higher are the chances they will "take off".



Basic mechanics



Apply a QR code to a product or item, leading to a page with an NFT. The user who purchases the NFT asset gets a bonus from the brand.



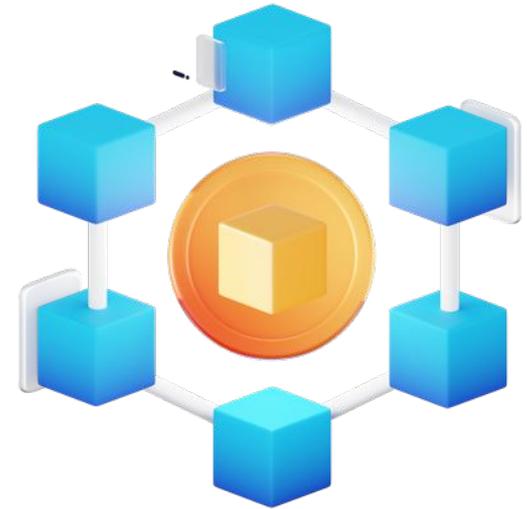
Give away brand NFTs on the condition that the user performs certain actions on the website or in the brand's store.



What can a user get apart from the NFT object?

Anything your brand thinks is relevant to your audience:

- merch
- discounts and promos
- exclusive offers
- early bird access
- influence over certain decisions
- meeting celebrities
- products, services (in certain cases brands promoted their own services and sold consultations)



Is this necessary?

No it isn't. But it increases the value of the brand's NFT and the brand itself in the buyer's perception.



How do brands usually implement funds from NFT sales?

Large and international brands donate all or most these earnings to charity. Companies declare their intentions at the outset, before the start of sales.

Smaller local brands use funds from NFT sales in different ways: invest in the development of their business or product, launch new product lines that have been pre-approved by users (in this case NFT is used for crowdfunding).



How to define the cost of an asset?

The cost of NFT assets is determined only by you. To help you navigate pricing, we created the Funrise Popularity Index.



The index takes into account the number of followers, the average cost of a similar type of content in the market, the number of views, and much more.

The higher your popularity index, the more you can earn! (and the more transparent the pricing will be for the user).

coming soon



and more

Funrise offers PR mechanics for your posts on the platform

For instance, for the user who purchased your post at the highest price, we will add 20% from ourselves on top

Regressive commission from sales volume

When your sales volume goes up, your Funrise commission goes down (from 10 to 2.5%)

Mutual social media pr

We tell our audience in social networks about your drops

We are always open to collaborations, ideas and non-standard promotions

Email us on hello@funrise.io



Why Funrise



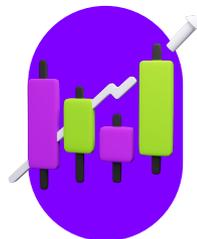
Automatic linking and verification of an account via social networks



We are **eco-conscious** and do not harm nature (we work on an eco-blockchain)



Ability to upload content directly from social media



Own popularity index

coming soon



FUNRISE

All you need is...
content



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