



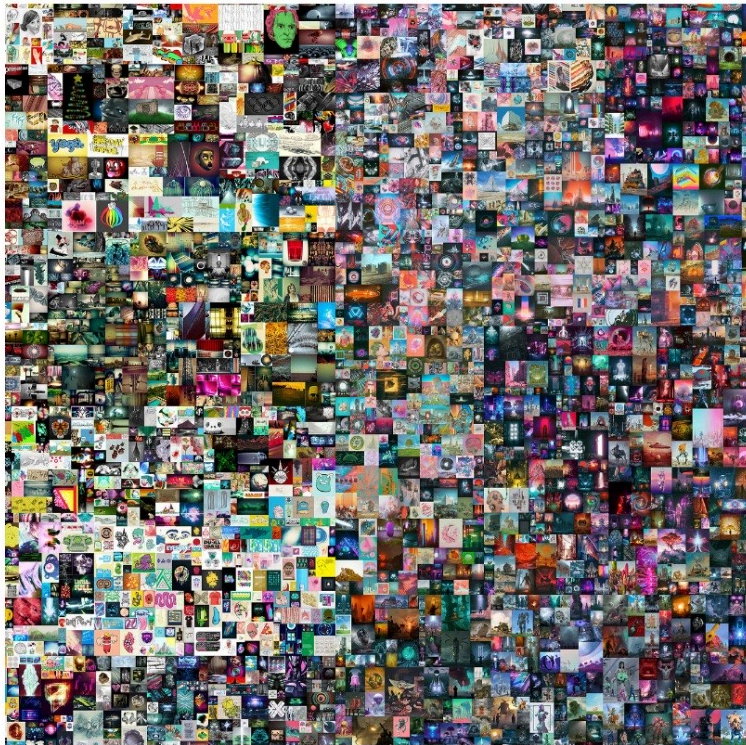
# What are **NFTs**?



## ARE THEY FUNGIBLE?

- By definition, Non-Fungible Tokens (NFTs) are digital tokens, recorded on a blockchain or other form of distributed ledger technology, which are inherently unique and non-fungible in nature.
- However, to truly comprehend NFTs, one must first come to grips with the difference between fungibility and non-fungibility.
- When an asset is fungible, this means that it is completely replaceable by another identical asset, thus having no distinction in value between the two assets.
- Fiat currencies such as Euro or Pounds or shares in a company are deemed to be fungible assets because each unit of currency or share can be easily exchanged with another identical unit or share, without any difference in value.
- For example, a 5 euro note is exchangeable for any other 5 euro note. Similarly, What are NFTs? cryptocurrencies like Bitcoin or Ethereum, are examples of blockchain-based tokens which are also fungible.

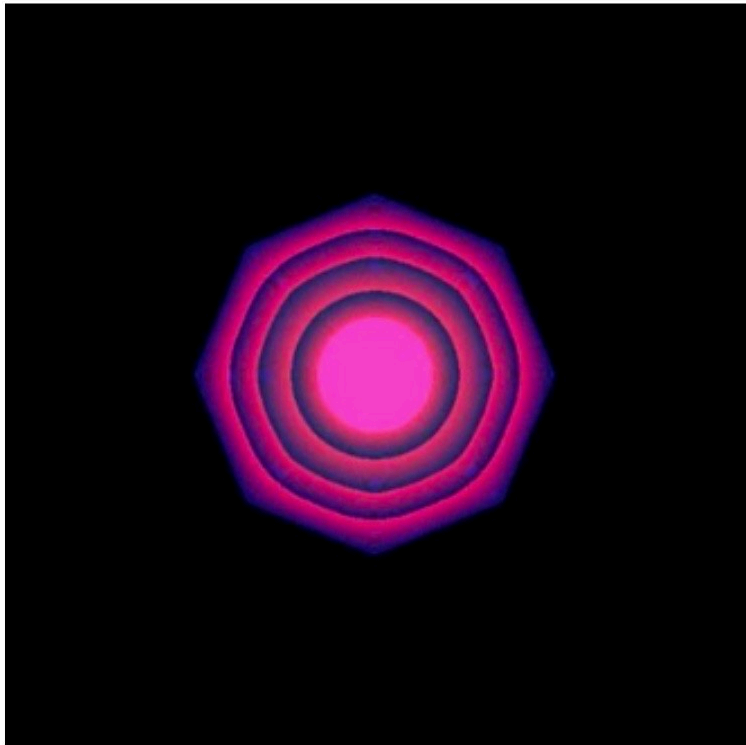
# What are **NFTs**?



## **NON-FUNGIBLE**

- Non-fungibility, on the other hand, is a term used to describe assets in which there is only one of these assets in existence, thus eliminating the possibility that it can be replaced by an identical item.
- In the real world, there are many examples of unique items such as specific art pieces or musical pieces for instance.
- Therefore, as the name suggests, NFTs are tokens on the blockchain, similar to their fungible token counterparts, but which differ due to the fact that there is only one in existence.
- Besides this fundamental distinction, they also constitute the following properties highlighted below:

# What are **NFTs**?



## HISTORIC SALES

- “Quantum” an octagon-shaped animation by New York artist Kevin McCoy is considered the first ever NFT. ‘Quantum’ sold for over \$1.4 million in a Sotheby auction in Nov 2012.
- Next to make headlines was Artist Mike Winkelmann, also known as Beeple, when he sold his famous NFT – “Everydays: The first 5000days 2021”, for \$69Mil. Other notable mentions include Jack Dorsey’s first tweet as he built Twitter was sold for \$2.9million and Nyan cat that sold for \$550K.



# Here are some examples of how NFTs exist today



UNIQUE DIGITAL ART



EVENT TICKETS



DIGITAL IDENTITY



MUSIC



TRADING CARDS



DIGITAL WEARABLE IN THE  
METAVERSE



SPORTING MOMENTS IN  
VIDEO FORMAT



MEMBERSHIP CARDS



IN GAME ASSETS LIKE  
SKINS AND WEAPONS



# Types of NFTs

There are several different types of NFTs in the space

## **STATIC & DYNAMIC NFTS**

Usually used in digital art, at the Digital Art Fair in Hong Kong, Artist Jackie Tsai used Dynamic NFTs to create images that are based on the price of bitcoin

## **POAPS**

Used as badges and can later contain utility. They are minted in large batches and are generally minted on the Polygon chain.

## **SOUL BOUND TOKENS**

Tokens that cannot be traded and are thus bound to the wallet in question.

# Static vs Dynamic NFTs

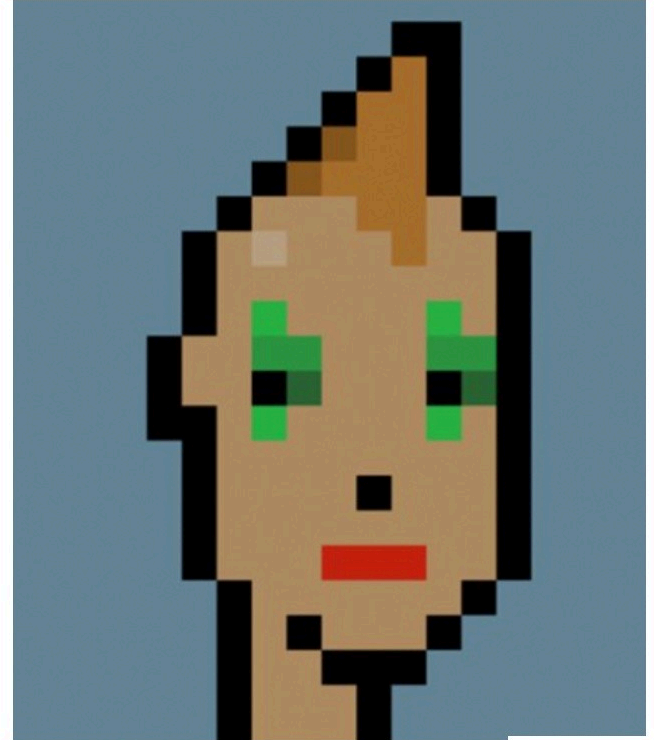
- **WHAT ARE STATIC NFTS?**

The most common NFT use case is digital art. An artist mints a token representing a digital artwork and a collector can purchase that token and the ownership is written on the block- chain.

Once NFTs are minted, their tokenIDs never change. Every NFT can be differentiated from another through a 1-of-1 tokenId and its unique contract address.

From there, metadata such as images, video files, or other data can be attached.

Static NFTs play an important role where the metadata, like an artist's artwork, needs to stay constant and verifiable as the original version.



# Dynamic NFTs

- **DYNAMIC NFTS?**

Use cases such as video games where in-game assets need to evolve based on user interaction, tokenised real-world assets where real-world characteristics change, athlete trading cards that get updated with new rankings, and more require dynamic NFTs.

dNFTs offer a best-of-both-worlds approach, with NFTs retaining their unique identifiers while being able to update aspects of their metadata.





# Dynamic NFTs

- **BAYC “SERUM”**

BAYC dropped a set of NFTs for BAYC owners and called it the ‘serum’. The idea was to create a new bored ape mutant based on the unique traits of BAYC held by the owners in their wallets.

The smart contract then interacted with the traits of the original BAYC and delivered a brand new mutant to the BAYC holder. Every mutant was unique as it was created based on the unique traits of the BAYC held in the wallet.

Dynamic NFTs can be triggered by on-chain or off-chain events and open new possibilities and uses cases for NFTs. Athlete rankings are a great example of this.



# What are POAP NFTs

## ● PROOF OF ATTENDANCE PROTOCOL

POAPs are digital mementos, minted to preserve and celebrate life's remarkable moments.

The POAP NFT was initially introduced during ETHDenver, the largest Web3 #BUIDLathon in the world.

POAPs are minted through smart contracts as NFTs on the Ethereum blockchain. They are ERC-721 tokens, which means they are non-fungible.

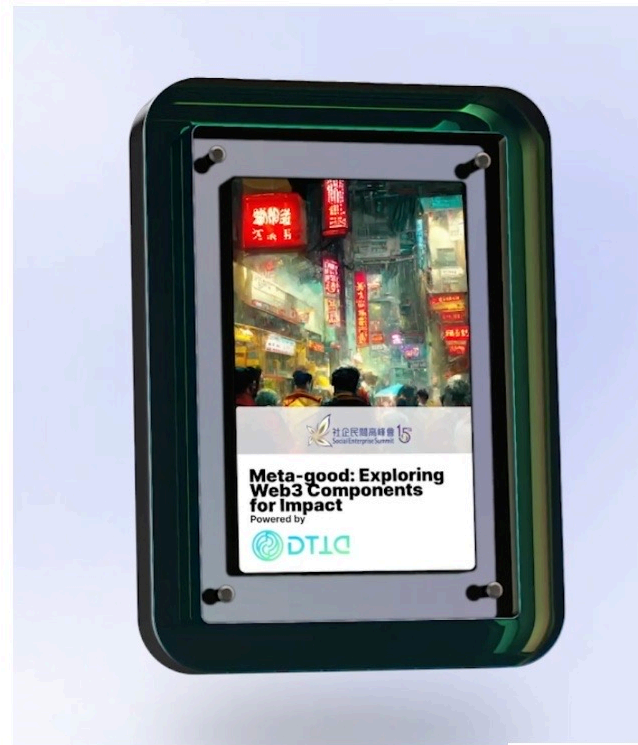
Each time a person takes part in an event or visits a particular place, they get a unique badge issued in the form of an NFT that is supported by a cryptographic record.



# When are POAPs used?

- **THE POAP NFT PROVES ATTENDANCE. POAPS MAY BE ISSUED DURING THE FOLLOWING EVENTS:**

- seminars
- conferences
- sporting events
- launch events
- training sessions
- talks
- book launches
- concerts
- as wedding mementos
- in-game milestones



# When are POAPs used?

- **KEY TAKEAWAYS**

POAPs can be issued for virtual or IRL events. POAP allows event organizers to better engage with their audiences by providing a customized experience. Post-event, organisers, and brands can continue to engage with the audience by way of special offers, privileges, and invitations and build their community of fans and followers.

POAPs may be delivered to the attendees by way of scanning QR codes that are made available at the venue or by clicking marked images in the metaverse. The POAP NFTs are then delivered directly to the collector's Ethereum wallet at no cost.

POAPs may be sold on secondary market places or be transferred to other wallets. This however defeats the purpose of POAP. POAP is a record of life events and memories that are personal.





# Soul Bound Tokens (SBT)

- **WHAT ARE SBTS?**

A non-fungible token is a digital token of information that lives on the blockchain. Every NFT is unique with its identification code and the data it contains cannot be falsified. Regular NFTs can be sold or transferred for free. In other words, they are not tied to one specific wallet.

In real life, there are use cases where certain data needs to be tied to an entity. For example identification, credentials, medical records, educational certifications, date of birth, professional certifications, awards, etc.

Soul bound Tokens (SBTs) were proposed in May 2022 by economist & social technologist E. Glen Weyl, lawyer Puja Ohlhaver, and Ethereum creator Vitalik Buterin.



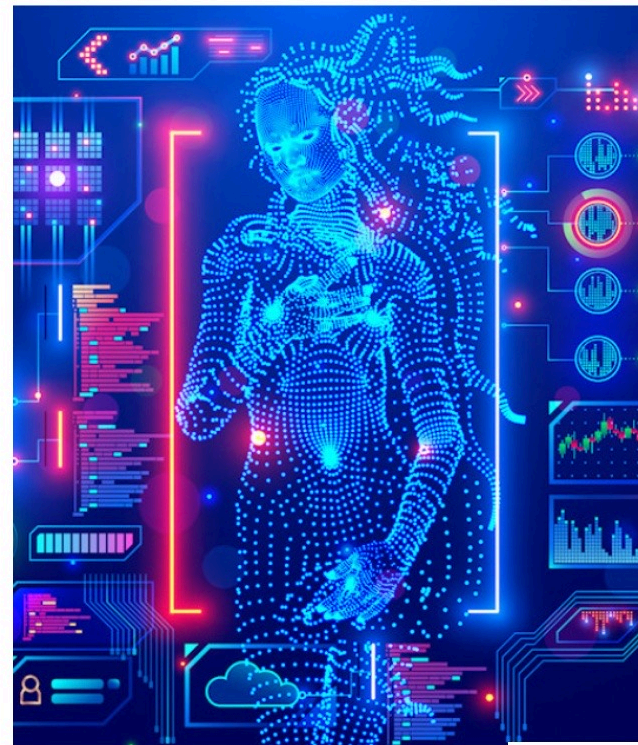
# Soul Bound Tokens (SBT)

- **WHAT ARE SBTS?**

SBTs are non-transferable identity and reputation tokens. They allow individuals to verify all of their information using blockchain technologies. SBTs are permanently linked to the owner's private blockchain wallets and cannot be sold, transferred, or taken away.

There are some downsides to the SBTs as well. SBTs could be used by bad actors to identify, target, and harm members of specific communities. Governments and institutions could deny certain services, and rights or even target certain communities by denying travel permits, medical care, voting rights, or other benefits that would otherwise be available.

SBT is currently not available and it appears that more thinking needs to go into it before release so that the downside risks are minimised and the owners get the right to discard the NFTs from their wallets if they so desire.



# NFT projects can be classified into eight categories

- 1 | 1/1 ART - E.G. BEEPLE'S "EVERYDAYS: THE FIRST 5000DAYS"
- 2 | PFP/AVATARS - USED AS PROFILE PICTURES
- 3 | GENERATIVE ART - RANDOMLY GENERATED DIGITAL ART
- 4 | COLLECTIBLES - TRADING CARDS
- 5 | PHOTOGRAPHY - TOKENIZED ASSETS
- 6 | MUSIC - TOKENISED VERSION OF PIECES OF MUSIC
- 7 | GAME NFTS - IN-GAME ASSETS (ICE POKER)
- 8 | VIRTUAL LAND - IN METAVERSE (DECENTRALAND)



# THE NFT ECOSYSTEM



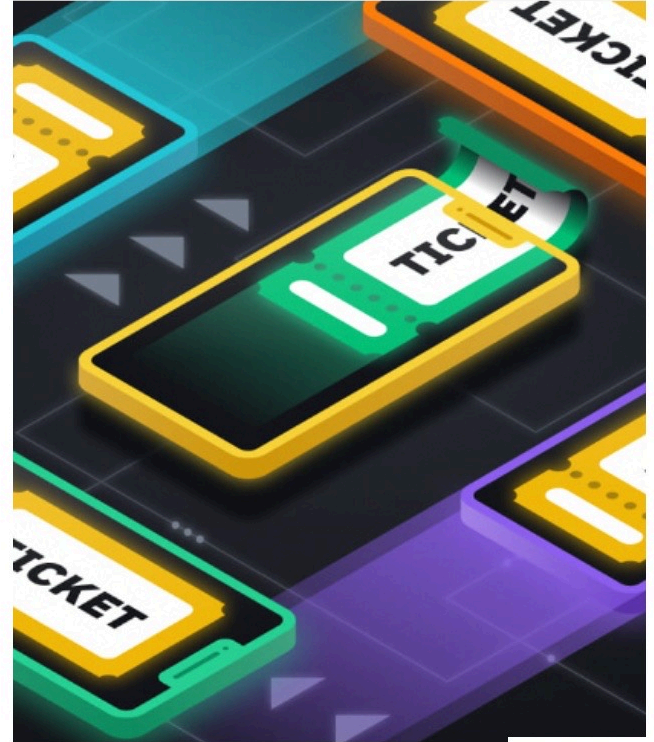


# TICKETS & EXCLUSIVE COMMUNITY CLUBS

- **NFT TICKETS THE FUTURE?**

The ticketing world is poised to see significant adoption of NFTs in the future, with the capability of minimising the very real issue of ticket fraud or fake tickets and facilitate event organisers and promoters by lowering distribution and other upfront costs of event tickets.

Museums are a perfect use-case for such ascenario, whereby tickets can be tokenised and sold to customers digitally. Through the use of the blockchain, museums have a reliable way to verify the exact amount, price and transaction properties of all their tickets, including to whom the ticket is sold.

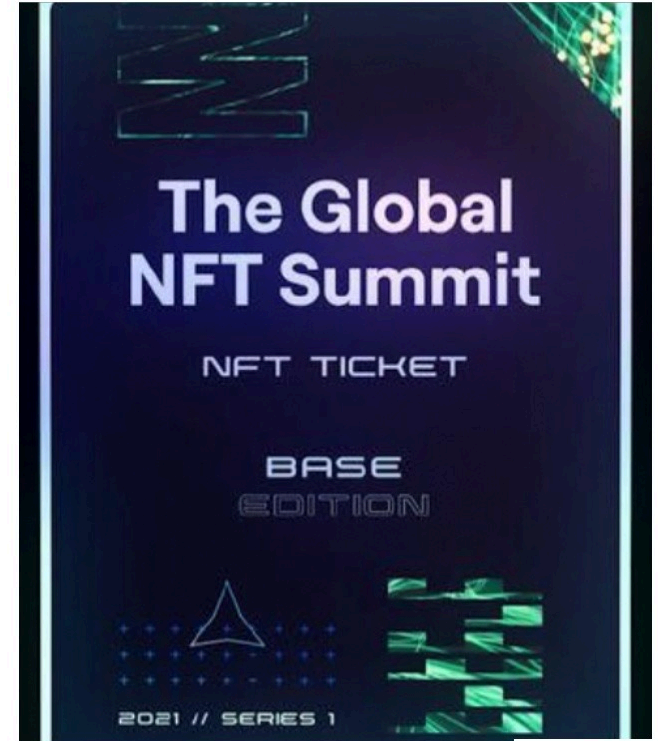


# TICKETS & EXCLUSIVE COMMUNITY CLUBS

- **NFT TICKETS HOW?**

This can prove to be highly beneficial in preventing occurrences of fake ticket use and scams, as well as minimising fraud through the ability to monitor and verify any exchanges made for a ticket on the secondary market, thus ensuring a greater level of trust and transparency with customers.

Moreover, NFTs can create community clubs with NFT holders benefitting from exclusive access to an event, person or experience. Such a use-case could lead to ownership of certain NFTs being construed as status symbols and deriving intangible value from that.



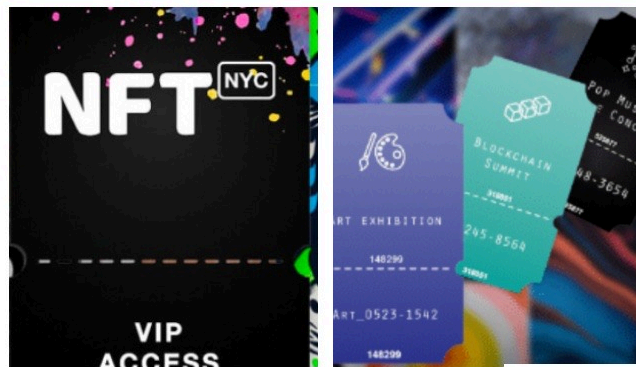
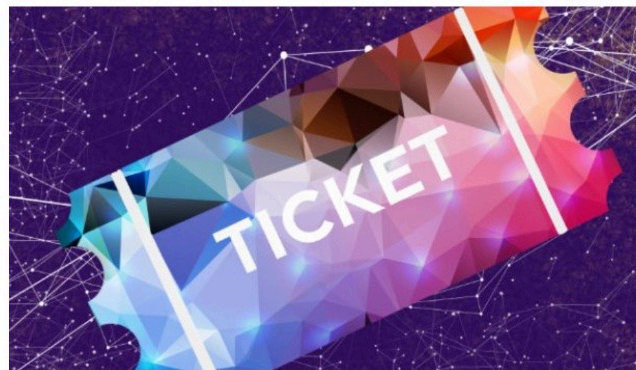
# NFT TICKETING

## ● NFTS AND TICKETS

- NFTs have been used in a variety of industries, including art, collectibles, and now, tickets.
- NFT tickets offer a new way for event organizers to sell and distribute tickets, while also providing buyers with unique, verifiable ownership of their tickets.

## ● BENEFITS OF NFT TICKETS

- Increased security: With NFT tickets, there is no risk of fraud or counterfeiting, as each ticket is uniquely encoded on the blockchain and can only be used by the owner.
- Increased convenience: NFT tickets can be easily transferred and resold, eliminating the need for physical ticket distribution.
- Increased value: NFT tickets may have added value due to their uniqueness and the fact that they can be collected and traded.



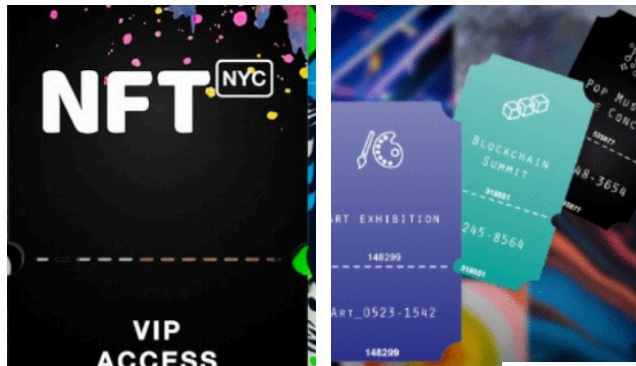
# The Future of NFT ticketing

## ● CHALLENGES OF NFT TICKETS

- Limited adoption: While NFTs have gained some traction in certain industries, they are still a relatively new concept, and it may take some time for widespread adoption of NFT tickets.
- Technical barriers: Some users may be intimidated by the technical aspect of NFTs and may need education and support in order to feel comfortable using them.
- Regulatory concerns: As with any new technology, there may be regulatory challenges to overcome in order to facilitate the use of NFT tickets.

## ● CONCLUSION

- NFT tickets offer a promising new way for event organizers to sell and distribute tickets, while providing buyers with unique, verifiable ownership.
- While there are challenges to overcome, the benefits of NFT tickets make them worth considering for both event organizers and ticket buyers.





# IDEAS for NFTs as tickets & membership

**TICKET STUB NFT**

**SELL NFT ARTWORK**

**MEMBERSHIP / VIP ACCESS**



A woman with dark skin and long braids is shown in profile, wearing a black VR headset with a blue strap. She is wearing a white shirt with small dark polka dots and a gold necklace with a cross pendant. The background is a blurred indoor setting with warm lighting and dark structural elements.

# What's Going On?

Web3 and Events

PHYSICAL SCAVENGER HUNT TO GET A COLLECTIBLE EVERY DAY  
OF THE EVENT

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# Lollapalooza





**MINT THE MOMENT, FEATURE ON BIG SCREEN.  
SELECTED FAVORITES WILL GET A 3-DAY TICKET**

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# Way Out West

# Other Music Festivals with NFT experience

## ● MEMBERSHIP NFT HOLDER BENEFITS

- Early bird access
- Reserved tickets for upcoming events
- Raffle for merch, tickets, NFTs
- Airdrop of NFTs (arts, videos of behind the scene)

## ● COMMUNITY ENGAGEMENT & LOYALTY

- Exclusive community for NFT holders
- Metaverse concerts
- Mini party meet ups

**COACHELLA**  
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL



**PRIMAVERA  
SOUND**

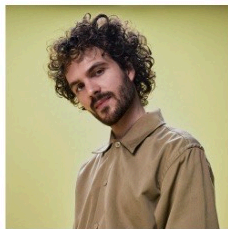


 **Afterparty**



# Clockenflap 2023 Lineup

Web3 Enthusiasts/NFT Creators



**FKJ:**  
**CREATED TADOW COLLECTION**

- All of the full 8-minute audio stems from Tadow
- Admission to the Tadow Remix Competition
- Access to an upcoming virtual Masego jam session



**TYSON YOSHI:**  
**VIRTUAL X PHYSICAL PERFORMANCE**

- Working with HSBC
- Will be performing on "DuoVerse" with Serrini (on Metaverse)



**LEENALCHI:**  
**RELEASED A SONG AS AN NFT**

- Released 'Tiger is Coming' as an NFT
- Released on a marketplace called 'NFT Mania'





# Ticket Stubs

Offerings & Implementation

# Ticket Stub NFT – User Journey

## BEFORE EVENT

### 1. "GASLESS" NFT CLAIM

Attendees claim the NFT through email, no crypto required

### 2. CLOCKENFLAP SECTION

Dedicated page gets top billing during event

### 3. RECEIVE UPDATES FROM THE EVENT

Receive updates from Clockenflap through mobile push notifications

## ON DAY

### 5. PERSONALIZED ADS

Sponsors & singers to send push notifications & video ads on merchandises to boost sales

### 4. ON DAY UTILITY

Show QR code to redeem benefits or receive discounts from sponsors

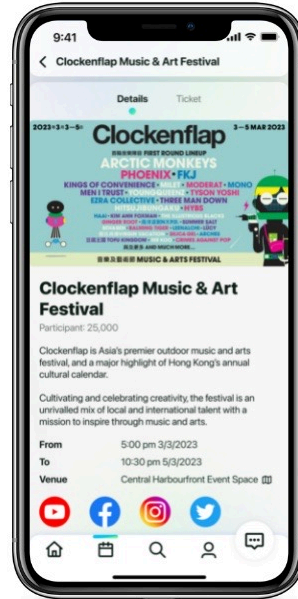
"'CAUSE THERE'S THIS TUNE I FOUND THAT MAKES ME THINK OF YOU SOMEHOW AND I PLAY IT ON REPEAT.'" ARCTIC MONKEYS

# Seamless concert experiences



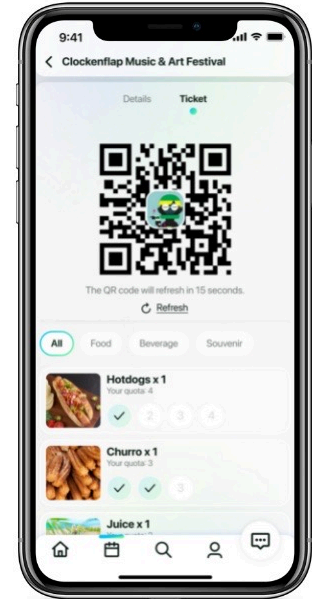
## 1/ FIND MY TICKET

Check all my latest events



## 2/ VIEW EVENT DETAILS

Know more about specific event



## 3/ CLAIM MY PERKS

Convenient all-in-one QR code redemption



2

Push

NOTIFICATIONS FOR UPDATES  
AND ENGAGEMENT

3

Sell

IN-APP PURCHASE ALREADY  
BUILT-IN

4

Personalize

MESSAGES AND ADS

5

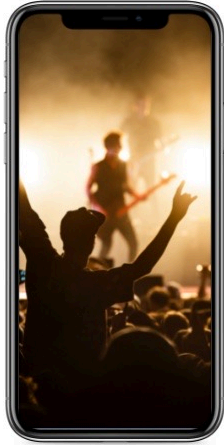
Prizes

USING IN-APP RAFFLE SYSTEM

6

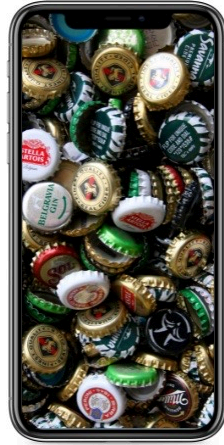
Engage

MAINTAIN THE CONNECTION



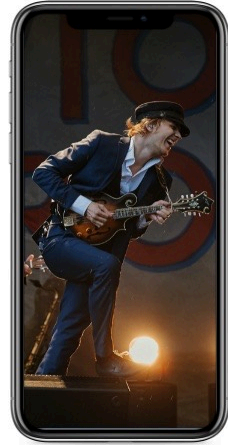
### **1/ FESTIVAL ATTENDEES**

Access to news, offers and vouchers



### **2/ PARTNERS**

Target and engage with festival goers throughout the year



### **3/ ACTS**

Announce future tour and event dates



# Sustain engagement after the event

## PRE-EVENT

- Drop NFT Ticket Stub
- Sell NFT artwork

## EVENT

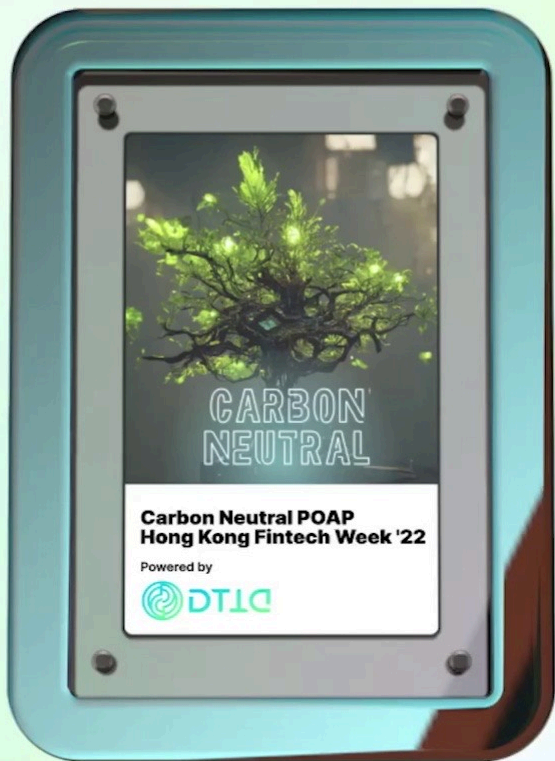
- Push notification updates
- Use ticket stub for after parties or giveaways

## POST-EVENT

- Sell NFTs from events (photographs, videos, arts)
- Earn money from secondary trading
- Offer discount for upcoming events







# Turn your event green

Issue ESG badges to all attendees



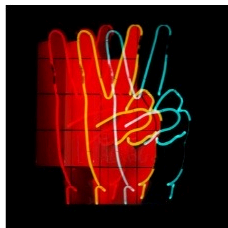
## CARBONBASE X DTTD

With DTTD's technology, easily deploy non-transferable ESG badges to attendees of the events. These soulbound tokens can serve as identifiers for future reference or have immediate utility.

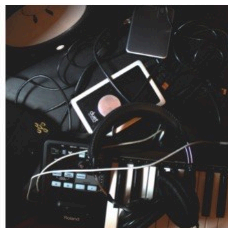
DTTD is working with Carbonbase, a premier ESG issuer with multiple licenses to ensure compliance.

# Sell NFTs, no crypto required

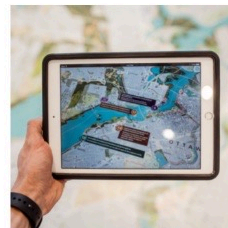
DTTD enables the technical elements to launching an NFT and supports multiple NFT Types, users can then purchase with Apple Pay or Google Pay



**ANIMATED GIFS**



**MP4**



**AUGMENTED REALITY**

# Developing an NFT membership



## PREFERRED ACCESS

Offer early access to purchase tickets and discounts access



## VIP STATUS

Provide exclusive access VIP lounges at events



# Cold Wallet

A secure way of storing your crypto “Not you keys, not your coins

## WHAT IS A COLD WALLET?

A cold wallet is a cryptocurrency wallet that is not connected to the internet. It is used to store digital assets in a secure, offline environment, in order to protect against unauthorized access or hacking.

Cold wallets are often used for long-term storage of cryptocurrency, as they offer an extra layer of security compared to hot wallets, which are connected to the internet and are therefore more vulnerable to attacks.

Cold wallets can take the form of hardware wallets, paper wallets, or even physical coins with a private key stored in a secure location.

# Hot Wallet

A more convenient way to trade



## WHAT IS A HOT WALLET?

A hot wallet is a type of cryptocurrency wallet that is connected to the internet. It is used to store and manage digital assets that are actively being traded or used, as opposed to being stored long-term in a cold wallet.

Hot wallets are typically more convenient to use than cold wallets, as they allow users to access their cryptocurrency quickly and easily. However, they also pose a greater security risk, as they are connected to the internet and can be vulnerable to hacking or other types of cyber attacks.

Hot wallets are usually software-based, and can be accessed through a web browser or a mobile app. They are typically used to store smaller amounts of cryptocurrency, as they are not as secure as cold wallets for long-term storage. (Metamask)



Appendix  
Thx!