One Wallet: Social Wallet for GenZ (NFT showcase (how easy is it to buy, sell, trade, and connect wallet to metamask and other nft showcases, will NFTs launch on harmony, if you buy NFT from opensea how does it show up in your wallet?), event ticketing, sending crypto (web3 venmo), chat (telegram competitor))

Social Wallet
-NFT showcase / Opensea
-Event Ticketing / Ticketmaster
-Purchasing and Sending Crypto / MetaMask
-Chat / Telegram

-how to onboard web3 enthusiasts, on the fence, and newbies?

3 groups

Crypto enthusiast

CUSTOMER SEGMENTs/ SENTIMENT ANALYSIS
 Enthusiast
-use metamask, love metamask
-use metamask, hate metamask
        -know about wallet
        -don't know about wallet

On the fence
-interested in crypto but never fully onboarded
-interested in crypto and on boarded onto an app but not active user because of lack of further knowledge or confusion

Newbie
-aware of crypto
        -aware but not sure of day to day application use
        -hate it

Interest
Involvement
Involved
  1. Enthusiasts who already use metamask or other wallet (easiest to get onboarded but there are competing products so it comes down to marketing and getting name out and emphasizing the advantages one wallet has over metamask (one in on competitor advantages) , promos (free NFTs, free xyz since ppl care about this space free shit can get them on board) // GOOD EDUCATION and marketing of competitive features

2. On the Fence (almost there, need the push, easy user onboarding and UI/UX is crucial, they are interested and might have tried in the past but onboarding wasn't smooth, crucial to advertise as beginner friendly). Could also use the free promos as way to get this group on // GOOD ONBOARDING experience (aesthetic and minimal steps is key

3. Newbies: need clout and resources from third parties for widespread adoption and associated brand awareness (need segway into Web3 that isn't directly pushing jargon and very obviously saying it is Web3. ie: they were going to purchase 88rising tickets, these tickets are only sold as NFTs and they must download a wallet so they unknowingly are integrating themselves into web3 in a non scary (familiar) way. Thus, creating partnerships with already existing entities, bands, organizations, companies related to entertainment, music, gaming, etc. through an exclusive NFT, ticketing, or free shit is the best segway to capture these users. AKA getting the hype and clout of third party organizations will be crucial to gain adoption in this group and by association harmony will also be known as clouted. Making one wallet the go to wallet for newbies through clout, hype ADOPTION THROUGH CLOUT/MAINSTREAM ASSOCIATION

Are there any other main customer segments im missing

Green doesnt
Green is really interested but just need final push to actually start downloading and doing stuff
We dont
Because we have the best UI/UX and onbaording experience. LIke we make it easier to start a wallet than any other wallet on the market rn. Because the other wallets are so confusing to make an account with. Like it literally took me 9 months to finally make a metamask bc it was confusing and i just gave up .
Coinbase doesnt have really pretty UI/UX tho
Its kind of basic
Also no chat feature oh haha i guess thats why zi built so many features
Then what would be?
Our core utility is being ablt to buy, nft, chat, its the features
I AGREE
But yeah i guess that was main roadblock i ran into today is like what is the main reason people are downloading this app (which customer segment to focus on, which feature to focus on marketing and then creating campaigns around that. But if there are 3 different customer groups and 10 different features then i would literally have to come with up 30 differecent campaigns bc i dont know what is the focus/prioroity rn. Is that valid
So my #1 priority right now should be asking Zi which cusotmer segment and which feature to focus on right?

Referral
Need viralaity system
Drawings and giveaways
Influencers
Freebies

Events
Free crypto
Really easy way to have fiat onramp bc they wont have coinbase installed or have other ways to convert fiat to crypto (wait do you mean like i sign up and put in my credit card and can automatically purchase crypto? (royal does this for complete noobs by putting in credit card and buying NFT itself.
-so either make it easy to purchase one
-convert bank account to ONE and buying NFt with that
-charge extra fee to use credit card to purchase ONE and then purchase NFT

-some incentive for people to purchase ONE
Stickiness vs dropoff
3% extra credit card
Fiat onramp: being able to buy crypto with US dollars

AB test dropoff
3% extra fee to use exchange to buy $ONE token
Vs.
No extra fee to use exchange to buy $ONE token

How many more people get converted to $ONE token (how much more additional value do we create for ecosystem by more people buying one)
Does

Additional stickiness from holding ONE   (if people only come for NFTs and not for one then it doesnt matter)

Does holding ONE make the product more sticky? And if it does, is it worth the dropoff that will happen since people have to use exchange (third party with more steps to buy ONE)

Give me examples of how holding one makes a product more stickY?
-long term, social component you can trade ONE with friend and pay people (maybe helps social component of app down the line)
-if people have money in your app, they would be more likely to use app (ie: chick fil a makes you put minimum 20$ into app and because you have money in the app, you feel more obligated to use app (FOMO of buying more NFT because you have $$ in the app already)

In terms of purchasing
Either use exchange to purchase ONE *OR* directly purchase NFT using credit card *OR* some way to directly convert to USDC to then swap for ONE

So you can't directly purchase ONE but you can directly purchase USDC?????

"Converting"
1. Have USD in a personal bank account (checking / savings)
2. Send USD (ACH transfer or wire) to wallet
3. Wallet converts USD to USDC automatically

Why USDC the middle man
(what benefit is there to converting to this first before other coins)

"Swap"
1. Have USD in a personal bank account (checking / savings)
2. Create an account on an exchange (Coinbase / FTX / etc.)
3. Swap on the exchange
    a. Send USD (ACH transfer or wire) to exchange
    b. Swap USD for ONE
    c. Send ONE to wallet
    d. Buy NFT with ONE
4. Swap in the wallet
    a. Send USDC to wallet
    b. Swap USDC for ONE there
    c. But NFT with ONE

THE REASON WHY YOU HAVE TO CONVERT TO USDC IS BC IT IS TIED TO THE US DOLLAR AND THEN YOU SWAP TO OTHER TOKENS

You use eco or juno = direct deposit from employer and you choose what % goes into crypto (good q to ask utopia)

What percent of Gen Z is into Crypto? This will shape strategy and what we will focus on the most. It's a spectrum. We need to prioritize resources.

Intro:
School: Emory University
Graduation Year: 2023
Major: Bachelor of Business Administration
Concentration: Marketing, Strategy and Management Consulting
Interests:
Bio:

DRI: Product marketing to target group 3 to use wallet. Oversee campaigns with third party vendors
Why: this group will be the most challenging and interesting and the group i am most passionate about.

Passion Project: Partnership deal flow (pitching, closing, onboarding, developing and tracking success metrics for ticketing campaigns or as tokens to get something IRL material (ie: :

General purpose tool that integrates will with other platforms
-
Entertainment
-movie premiere
Music
-music festival (ticketing or having NFT to get merch instead of buying it there)
-concerts
Gaming
-exclusive game launches
Food
-using NFT to get food at festival, concert, etc.

-why? Personally good at networking + previous experience managing partnerships and partnerships for HackATL, fashion show, Hubspot inbound + grow,
-launching campaigns for young world changer,

Exploring different partnerships with defi kingdoms and other cool projects on harmony to promote app since we are all part of same ecosystem

Ticketmaster owns relationships with venues.
-general thing is ticketmaster plays bad cops and venues get $$$ from the BS fees and people can get mad at ticketmaster even though the fees go to the venues (so we would also have to make up that revenue somehow)
-we need to get big enough to make it worth

Music Festival Partnerships
ie: 88Rising at Coachella
- Lollapalooza
  - When & where: July 28-31, 2022; Grant Park, Chicago
- South By South West
  - When & where: March 11-20, 2022; Austin, Texas
- Austin City Limits Music Festival
  - When & where: October 7-9 & 14-16, 2022; Austin, Texas
- The Governors Ball Music Festival
  - When & where: June 10-12, 2022; New York, New York
- Bonnaroo Music and Arts Festival
  - When & where: June 16-19, 2022; Great Stage Park, Tennessee
- Rolling Loud Festival
  - When & Where: TBA July 2022; Miami, Florida

Artists

1. Brand positioning, branding and marketing. How do we present ourselves to customer.

2. Campaign to push product once it launches, partnering with Coachella, etc.

3. Community

Rate: $75/hour, 20 hours/week
Timeline: One month trial

1. Exclusive previews
2. Introductory offers
3. Google My Business promotions
4. Contests and giveaways
5. Email marketing
6. Blog posts
7. Events (virtual and in-person)
8. Upgrades
9. Trade-ins
10. Customer reviews
11. Social media posts
12. Facebook ads
13. Referral
14. Freebies
15. Partner with harmony ecosystem (defi kingdoms)\

Partnerships will be key (within ahrmony ecosystem, within crypto ecosystem, outside of ecosystem with third party brands)

Attend as many events/confernces, host launch party as well in different cities, cross promote at harmony events

Research what competitors are doing (gen z focus or wallet focus)

Send gifts to normal people who are not influencers but are day one supporters of the brand and the wallet (ie: nvite michelle to coachella, sponsored by harmony. They will organizcally post about it and reach a lot of people, gifting anything to Gen Z is huge bc we love gifts and free swagggg, physical or virtual

Make some sort of viral video trend
Free crypto to sign up
Inviate a friend for exclusive NFT or access to an event
SEO

Build a community around brand by hosting events and actively bringing people together so they will post about it on social media (cool events, flashy concerts, bring deadmaus and people unintentially promote brand because its cool) (can really take off with GenZ by incorporating cool memes, etc.
-create spin off twitter that is community run and is somehow meme version of real twitter

Create a Pre-Launch Email List

Launch on Product Hunt

Referral marketing

Brand positioning: *The act of designing the company's offering and image to occupy a distinctive place in the mind of the target market*

MARKETING

UNIQUE GEN Z TRENDS (PERSONAL INSIGHT) (COULD BE OWN SECTION, MIGHT BE MOST IMPORTANT SECTION BECAUSE IT GIVES UNIQUE INSIDER INFO TO KEEP IN MIND AS WE CREATE STRATEGY. THIS IS WHAT I BRING TO THE TABLE SO MANY EXPAND ON THIS AND MAKE IT A COUPLE SLIDES!!
-COMPILE PAGE OF GEN Z CRYPTO INFLUENCERS AND PPL WHO NEED TO BE SUPPORTERS OF APP. THIS IS ALSO WHAT I UNIQUELY BRING TO THE TABLE BECAUSE AS GEN Z I CAN OFFER INSIDE INFO SINCE I AM PART OF ECOSYSTEM/

Crowdsource around and ask people for recommendations of good community people, people with influencer in gen z crowd, coolest people, newsletters, emails, social media channel outlets that they follow the most, etc. this is the value that I can bring to the table, thesea re the circles and community and people and resources that i am part of and can get info fairly easily compared to someone like zi trying to go to a networking event like the one michelle hosted today. This is value i can bring

Product marketing is doing research into who customer is and how to target them and then narrowing down marketing to include 3 parties instead of 8 to focus resources. This vs traditional marketing

GEN Z CRYPTO INFLUENCERS
TIKTOKKK
Jules
@julesterpak on TikTok
268k followers

Tejas Hullur
@tejas on TikTok
456k followers

Sully
@joinentre on TikTok
57k followers

SF LAUNCH PARTY
-throw a couple events to promote the launch

-groups to include
Contrary (peggy wang)
OnDeck (alex george)
Women in Tech

DAOs
-dropoutDAO (ami yoshimura)
-padawanDAO
-fratDAO

-houses to include:
Atmos House
Aurora House
Elysian House (michelle fang)
Genesis House

RESOURCES TO PROMOTE 1WALLET IN
-Ladder
-TechPod (joseph choi plug)
-Upstream
-Entre

College Ambassador Program
-Stanford
-Berkeley
-Emory

Marketing to gen z is from both ends
First, how to best market ot gen z
Second what cmapings best carter to gen z
What does gen z like
Brainstorm from both ends of rhte spectrum
(common marketing gmethods and then modify them to target gen z

Or figure out where gen z lives and then make campaign around that

Right now you are word vomiting for customer and for marketing but you need to find HXC and then pick and choose which strategies most align with that HXC. dont just word vomit

Traditional celebrities
Jake paul
Michelle phan
Other big proponents of crypto… that resonate with Gen Z

ONE
Description: Ivy League education, software developer in San Francisco, avid crypto conference attended
Background: Diversifies investments in bitcoins, altcoins and stablecoins. Actively trades NFTs and posts about Web3 on Twitter. Is a developer and friend circle is also active in crypto.
Goals: Make money, flex NFT collection
Challenges: Current wallets and tools are technologically lacking, buggy, or difficult for developers to build on. They are using too many software tools and want to consolidate it into one seamless process. Also, they want a better way to send crypto to their friends (venmo-like experience).
1Wallet Strategy: Emphasize why our features are better and how we are a one stop solution

Description: Nursing student attending local state university, occasionally sees crypto related videos on TikTok but always scrolls past them.
Background: Does not hold cryptocurrency or NFTs. Has seen negative sentiment around the space on social media but does not have personal opinion due to lack of research and interest.
Goals:
Challenges:
Strategy:

THREE
Description: Nursing student attending community college in Alabama, occasionally sees crypto related videos on TikTok.
Background: Tried to buy crypto or NFTs once but too much jargon and onboarding steps led to drop off. Friend circle not involved in Web3.
Goals: Buy her first NFT and invest in $SOL
Challenges: No support in understanding the ecosystem and figuring out what apps to download or walking her through the onboard process. Current apps are too simple and designed for the developer in mind.
Strategy: Emphasize our aesthetic consumer-facing product with beautiful UI/UX and minimal onboarding that allows you to sign up with a simple email address. Using laymen terms and offering in depth tutorials on using features. Make it so easy to onboard that a kid could do it.

FOUR
Description: Fashion major at NYU, disposable income coming from upper middle class family
Background: Loves attending music festival and travels to see her favorite artists with her friends
Goals: Have seamless concert ticketing process, attend exclusive events with her favorite artists, feel like the main character in her life and expand her concert memorabilia collection

Challenges: ticket scalpers have cost her hundreds of dollars in the past, doesn't like to carry her purse and wallet at festivals due to easily losing them or getting them stolen

Strategy: Partner with artists and venues in offering NFT tickets exclusive in our wallet that offer entry, passes for merch, and VIP experiences with artists. Softly introduce them to crypto without actively shoving "THIS IS WEB3" in their faces. From there, they can explore and be on boarded into ecosystem. (putting crypto on her radar without flashing red lights tha

t it is crypto)

RNAOMD

Need to put note about environment LOL

- Go to market
- The five pillars are product analysis, product messaging, the sales proposition, marketing strategy and the sales strategy.
- Target market: Who is going to benefit most from what we offer, where are they (geographically and in terms of sector), what else can we find out about what they have in common, and is anyone else likely to be involved in the buying decision?
- Product market fit: What are the specific pains that we are helping to overcome, how do we do that differently (and better) than the competition, and how do we communicate that in a way that resonates?
- Pricing strategy: How much money is someone likely to pay for what we do (if at all), how does that mentality change if we offer more capabilities, and what method of payment and consumption will make them more inclined to buy and keep buying?
- Distribution and adoption plan: What channels and formats are the best to reach our target customers, what help and how long might they need before committing to a purchase, and what support do

V

Go to market

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4. Distribution and adoption plan: What channels and formats are the best to reach our target customers, what help and how long might they need before committing to a purchase, and what support do they need to maximize their investment with us?

Company A and Company B have new software products of equal capabilities. Company A opens for business first, without a go-to-market strategy. It may get some lucky early sales, but soon new customers dry up. It doesn't know where to go to get new customers, or indeed what type of people they should be talking to, or what to say even if they find them. They try to cover all bases but find their marketing budget is spread too thin and their advertising messages don't cut through. They quickly become drowned out by the competition. Meanwhile, the customers they did get are becoming increasingly frustrated at the lack of support and eventually go elsewhere.

Meanwhile, Company B has produced a detailed go-to-market strategy before it's even taken a dollar in sales. Their marketing budget is concentrated in just a few countries that they have calculated are most profitable, and its advertising has been designed to resonate with a specific professional group. They have also taken the time to build a buying process that is not only easy to follow but incentivizes new customers to scale their use of the product. And by tracking some key user and financial metrics, they are able to predict with authority how they will grow, and thus the extra resources they will need to enable this future growth.

ADDITONAL NOTES

- LGBTQ+ rights: 60% of Gen Zers think same-sex couples should be able to adopt children
- Diversity: 60% of Gen Zers say increased racial and ethnic diversity is good for society
- Social responsibility: 70% of Gen Zers try to purchase from companies they consider ethical

- **Diverse**, and are the most multicultural generation yet.
- **Open-minded** in many ways, such as acceptance of all sexual orientations.
- **Gender-neutral** when it comes to traditional job roles and transgender issues.
- **Changemakers**, interested in innovation and entrepreneurship.
- **Dreamers**, who want to follow their passions.
- **Independent learners**, who have the desire and know-how to self-educate.
- **Do-gooders**, who want to make a difference.

2. Make the message quick, to the point, and in their language.

The average Gen Zer has an attention span of about eight seconds. They've grown up constantly being served enormous amounts information, and are accustomed to quickly filtering through it. In this emoji-era, brands must communicate with snackable content that captures their attention.

(CONFLICTS WITH zi's flowery lanugae