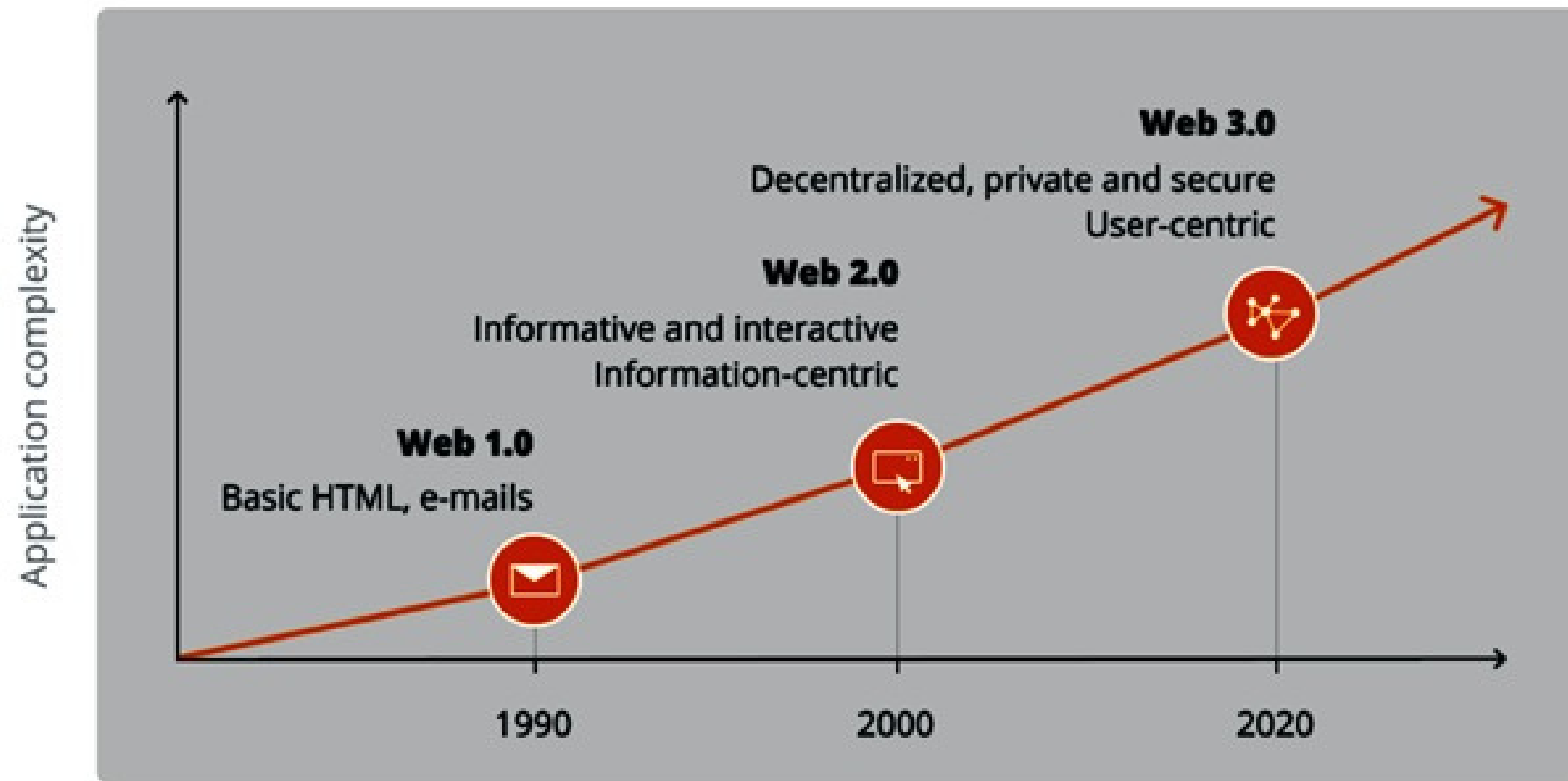




Supporting Creatives and Commerce with Tokenization

PRESENTED BY: APRIL ANNE CHASE
GOLDEN TRIANGLE CREATIVE DISTRICT

The history of the internet





web 1.0

read-only
decentralized



web 2.0

participatory
centralized



web 3.0

no intermediary
decentralized

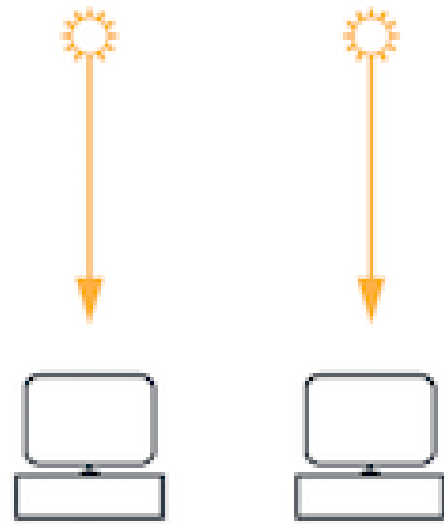
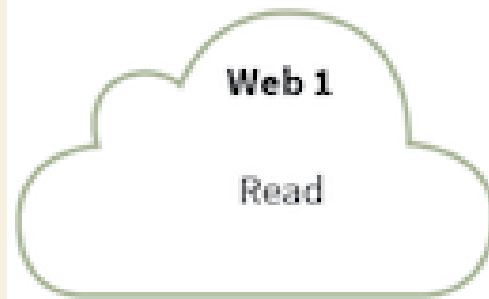




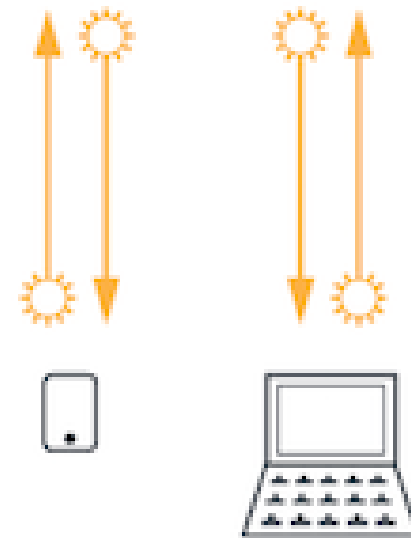
History of the Web

From the Book "Token Economy" by Shermin Voshmgir, 2019
Excerpts available on <https://blockchainhub.net>

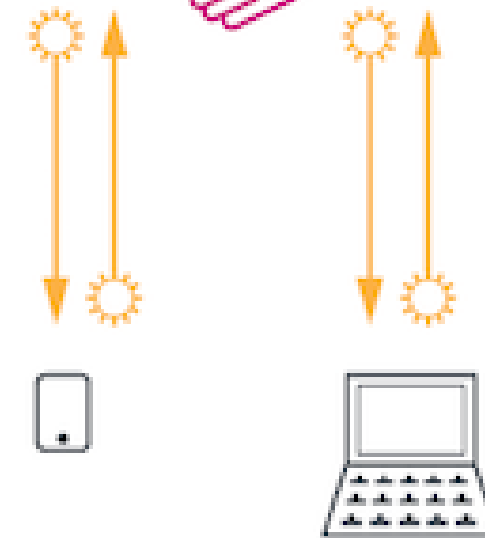
Information
Economy



Platform
Economy



Token
Economy





Web3 Initiatives in Colorado



ETHDENVER
Community Characters



COLORADOJAM
A ROCKY MOUNTAIN INNOVATION FESTIVAL

Bufficorn - 2019



Pegabufficorn - 2020



BuffiGWEI - 2022





Tokenization Types





Patronage

Used to gamify and reward patrons for taking part in the local community or economy. The **community chooses the perceived value** of the token and enforces that on the supply side (to the merchants). Merchants then use the tokens to incentivize specific behaviors in each store.

Examples:

- Community sets a value of \$0.20 per token for merchants
- Merchant A rewards 1 token per drink
- Merchant A lists a free drink certificate for 10 tokens on the community coin site
- Merchant B rewards 10 tokens for a haircut
- Merchant B lists a haircut for 100 tokens

Note: The tokens have real value - merchants can leverage listings on the coin site to motivate new potential customers to visit them or market new products and services



Community

Used to gamify and reward patrons for taking part in the local community. The **community chooses the perceived value** of rewarding good behaviors. If doing gamification only, choose the value based on the most important activities you want to encourage.

Example Rewards:

- Patrolling the community - 6 tokens per hour
- Volunteering for an event - 6 tokens per hour
- Neighborhood beautification (trash, etc.) - 6 tokens per hour
- Donating blood - 100 tokens per donation
- Donations - 10 tokens per \$100

Note: The tokens are valued at 1 per 10 minutes





Experience

Used to gamify and reward patrons for discovering a real world object or to connect with a patron that has discovered a real world object, who actively shares the object Content ID. Tokens can be transferred, burned, or sold. Tokens can be used as access to real world events, for access to digital content, and/or to receive rewards from vendors both online and at real world events.

Example Rewards:

- Discovering 1 Artwork - 1 Token
- Real World Validating of 1 Artwork - 1 Token
- Sharing 1 Artwork - 1 Token
- Creating 1 Artwork - 1 Tokens
- Donating to Artist - Multiple of Donation Value in Tokens

Note: Patron (Account/Address/UID) + Content ID (IPFS CID) + GeoLocation + Time = Token

Digital Ticket

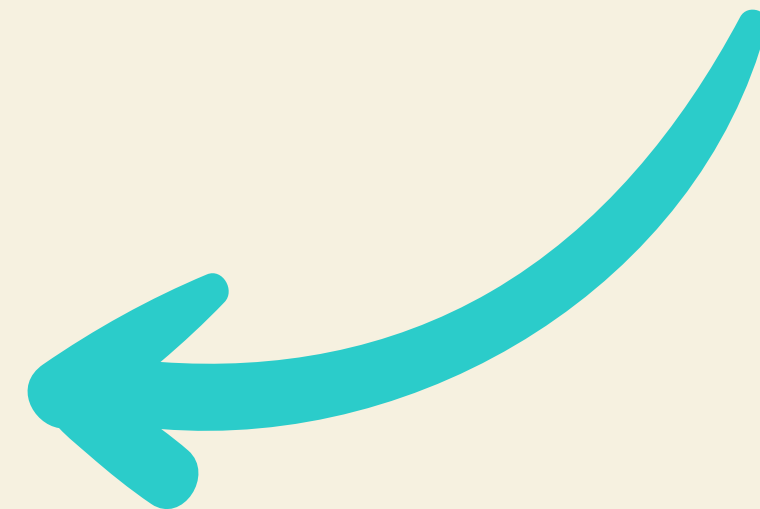
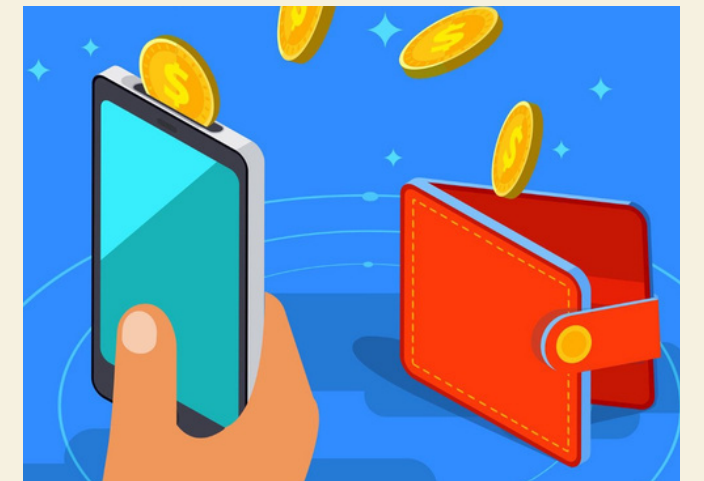
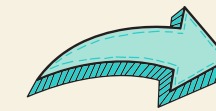
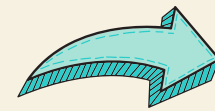
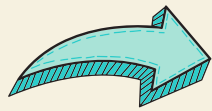
Using Non-fungible Tokens (NFTs) to issue tickets to events, provide proof of presence at events and incentivize more attendance at events.

Examples:

- Purchase electronic tickets to events
- Issue proof of attendance - tokens (POAPS)
- Encourage the collection of POAPs (for all charity events, board meetings, etc)
- Include art, stories, links to sites, etc in ticket information



How Does It Work?





Final Thoughts & Plugs

- GTCD plans to launch a social token this fall, hopefully in conjunction with RiNo and Breckcreates, in advance of ETHDenver 2023
- Only a handful of businesses need to participate in order to launch a token
- Seed funding available through some chains for pilot projects
 - <https://www.socialstack.co/>
 - <https://harlemcoin.xyz/>
- [Starbucks Odyssey](#)

Upcoming Events

- [ColorCON](#), our annual mural festival on October 8th
- [Creative Capitol Exhibit](#), our first NFT gallery exhibition starting 11/29/22 through 3/31/23
- [ETHDenver 2023](#), ethereum blockchain conference 2/24 - 3/5/23
- [SheFi Educational Program](#)



Interested in learning more?

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