



NETSTAMPS
organization

WHITEPAPER

www.nftstamps.org

● What

Document objectives



MARKET BENCHMARK

Produce a market benchmark on main NFTs players



BUSINESS OPPORTUNITIES

Identify possible business opportunities

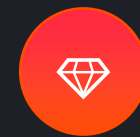


GO-TO-MARKET STRATEGY

Define value drivers and related go-to-market roadmap

● How

Methodological approach



MARKET VALUE

Understand the Market size and the related value



MARKET OFFERING

Analyze main market services and related features



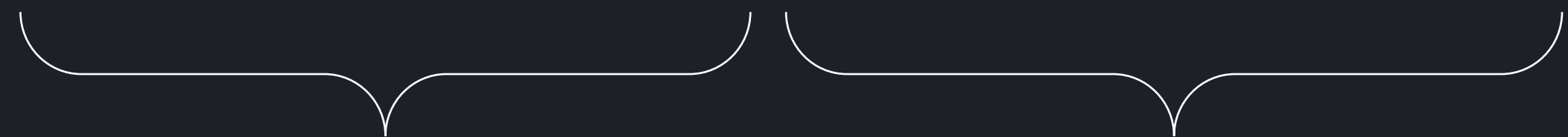
PRODUCTS AND SERVICES

Identify greenfield areas in terms of products and services



OFFERING BLUEPRINT

Define the main offering drivers (business and technical)



STEP 1

MARKET BENCHMARK



STEP 2

BUSINESS OPPORTUNITIES



STEP 3

GO-TO-MARKET STRATEGY

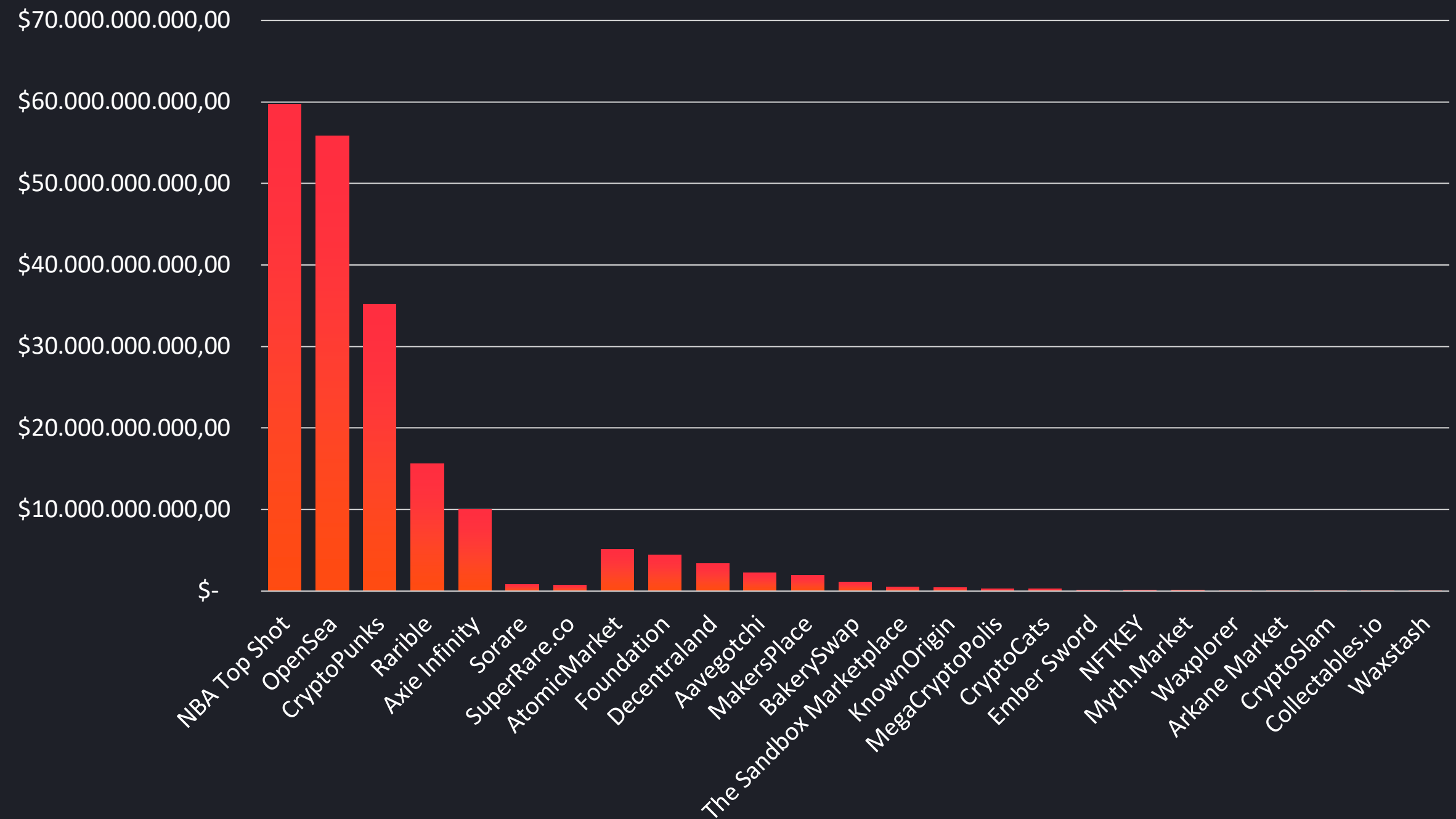
● Market benchmark

Market value. Players by volume.

Non-fungible tokens (NFTs) have been rising exponentially, over the past year, and this was reflected across the first quarter of 2021. NFT trading volume is expected to reach \$175 million by October, leading to an industry market capitalization of \$470 million. The market for NFTs was worth \$338 million in 2020.



Source: Dappradar.com – Analysis period: “all time”



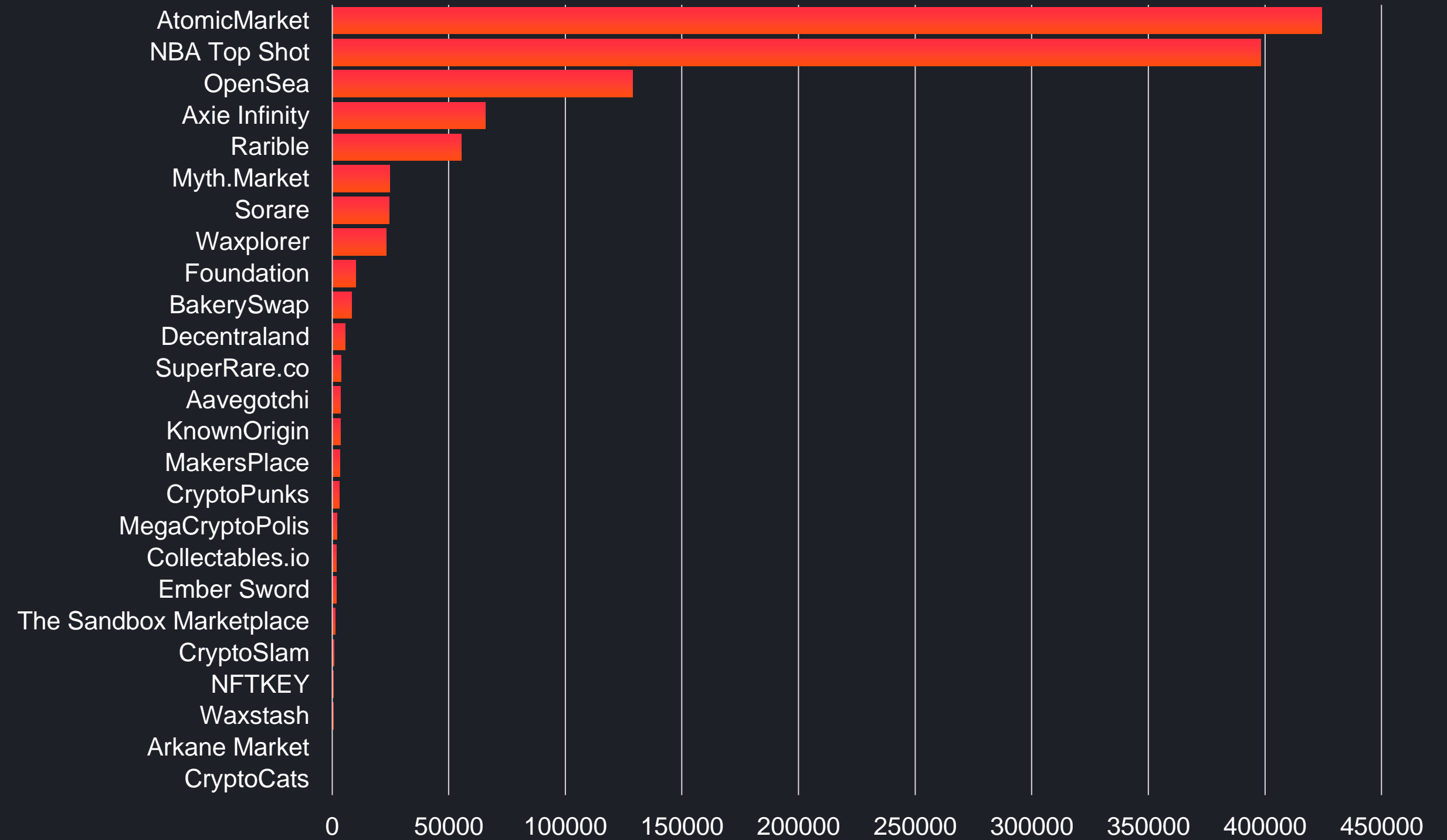
● Market benchmark

Market value. Players by traders.

Through the first three months of 2021, NFT trading volumes surged 645%. The growth was largely driven by growing retail adoption of digital collectibles, building on the initial success of CryptoKitties in 2017.



Source: Dappradar.com – Analysis period: “all time”



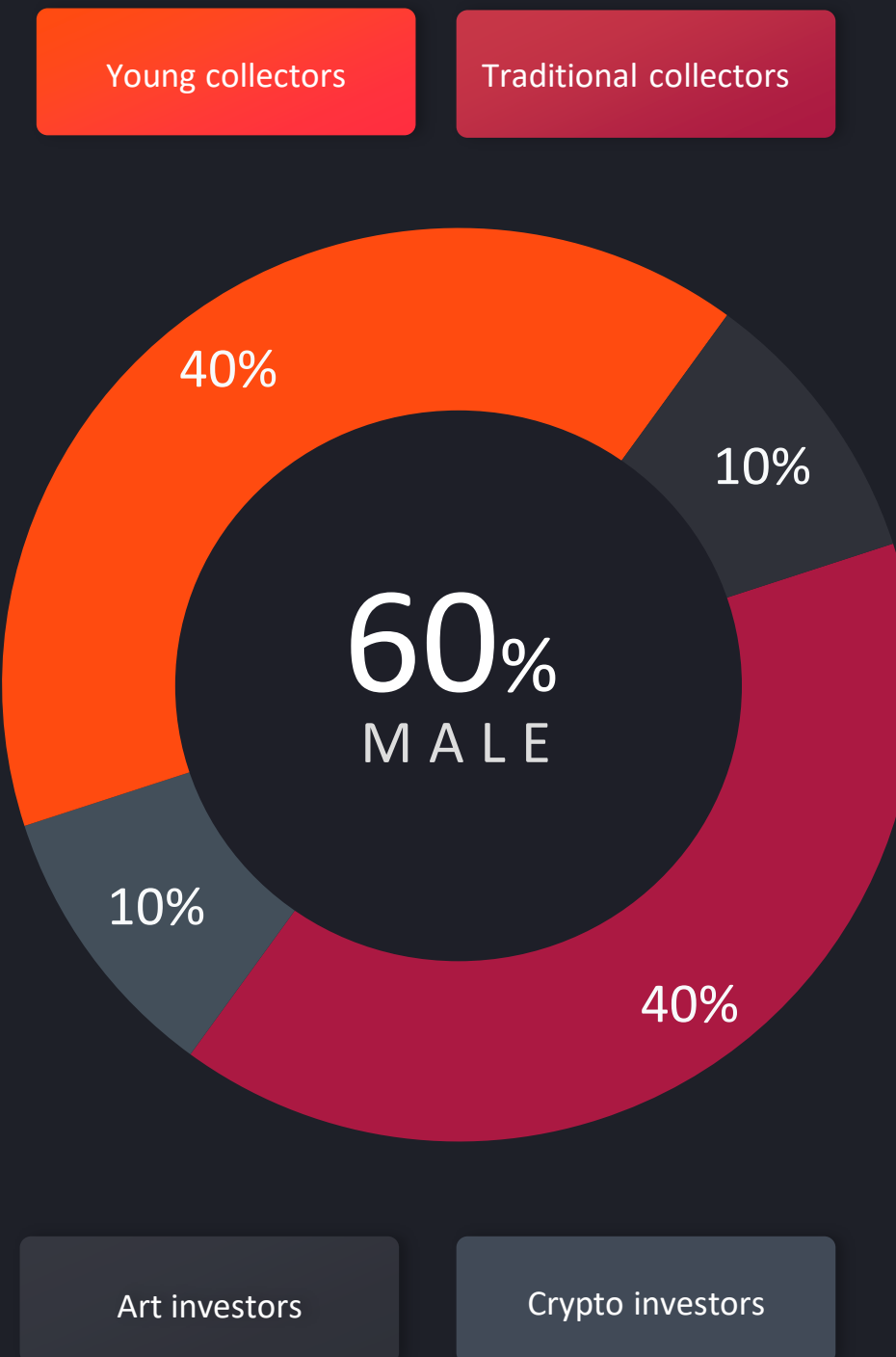
● Market benchmark

Market value. Target audiences.

We can divide the NFT buyers into two groups according to what value they seek in NFT – investors and collectors. NFT invokes the air of authenticity, so no wonder it will attract collectors. The high priority put on authenticity is characteristic of the millennial generation. A survey conducted among 2,000 consumers found that 90% of millennials valued authenticity from the brands they support above all other traits.



TARGET 1: COLLECTORS



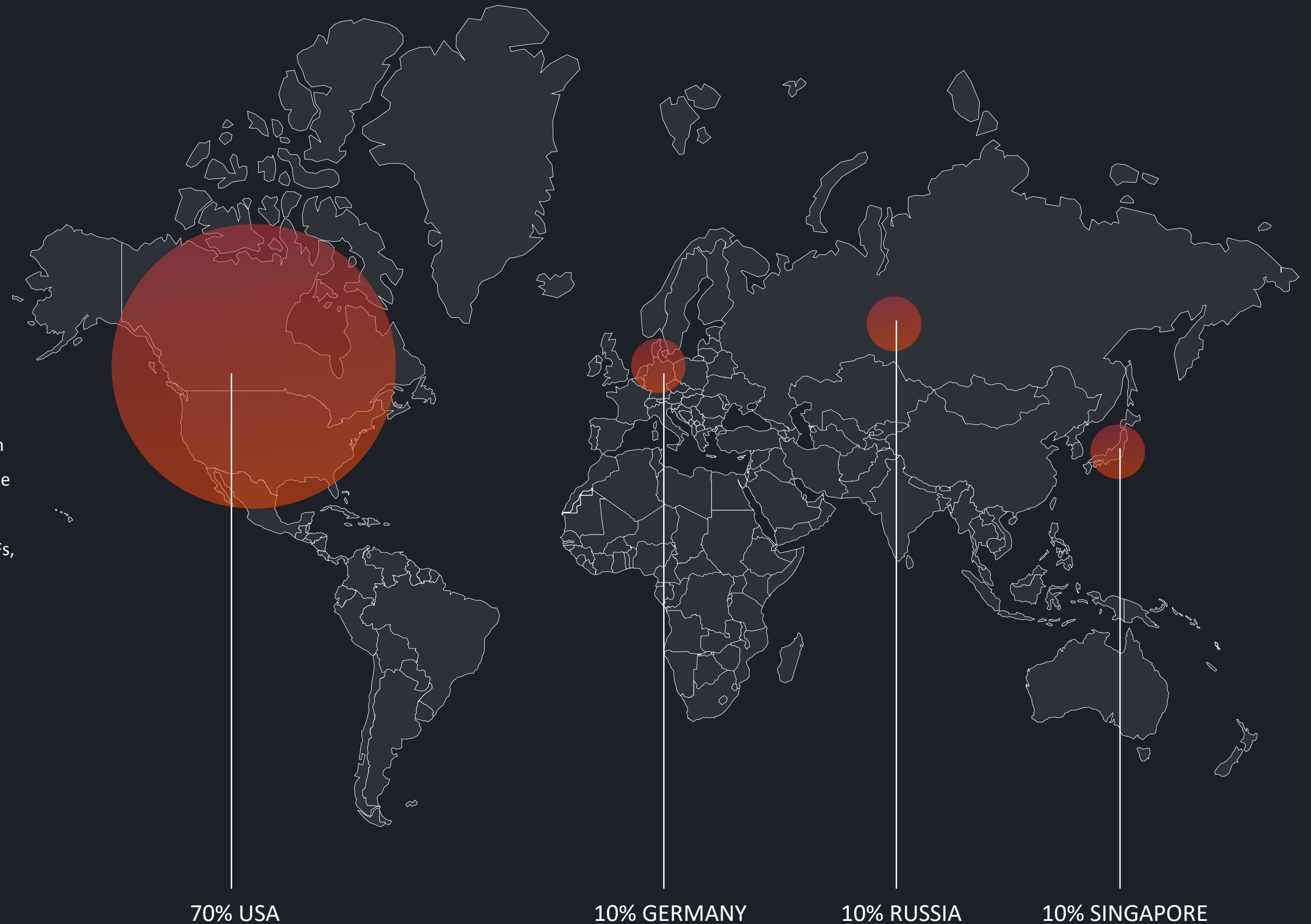
TARGET 2: INVESTORS

● Market benchmark

Market value. Players localization.

Furthermore, it is worth highlighting that along with the rise of NFTs, even Central Bank-Backed Digital Currencies (CBDCs) have gained a considerable amount of traction over the last year or so.

Several countries are also actively exploring this space, but as regards NFTs, marketplaces presence is concentrated mainly in US.

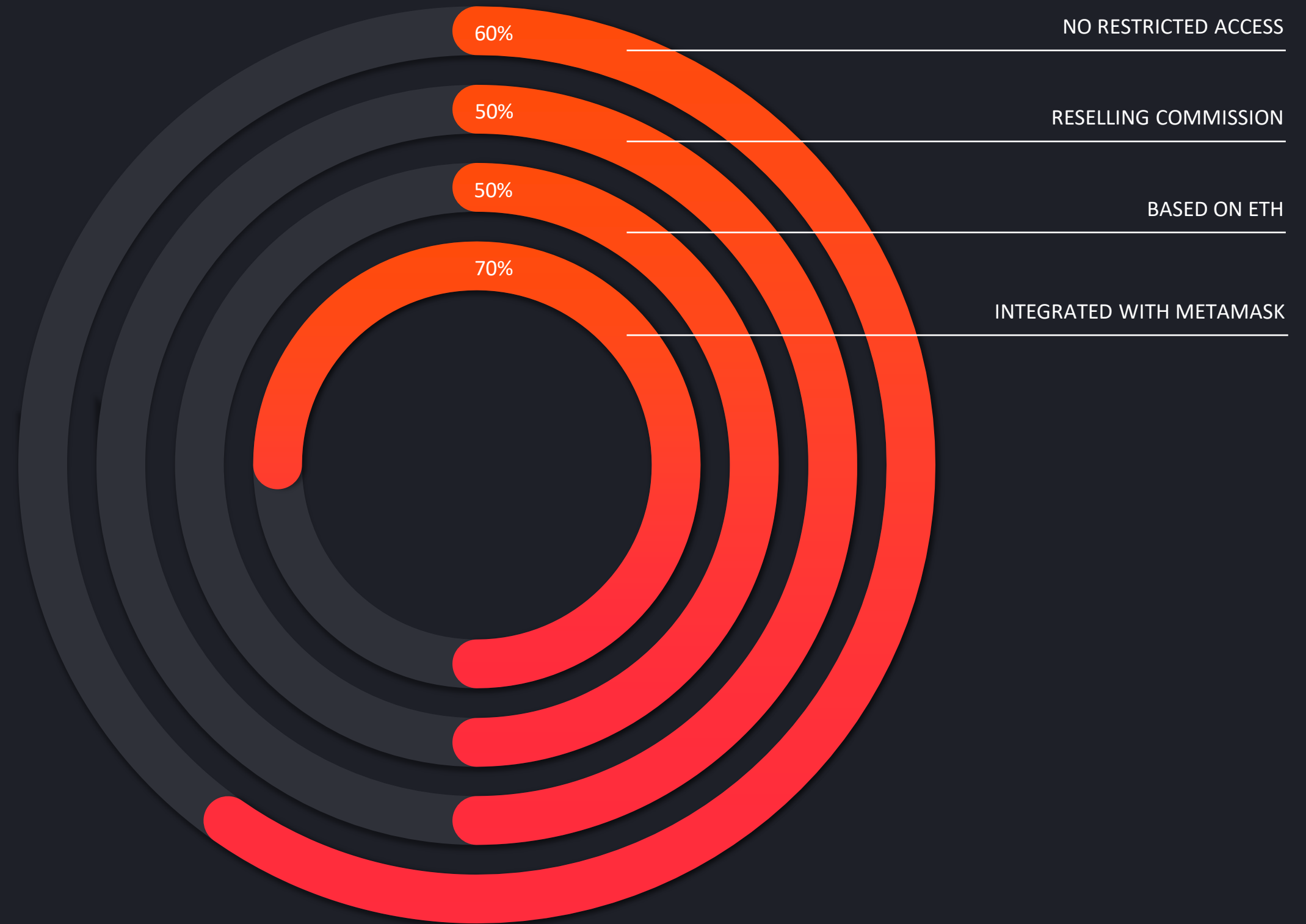
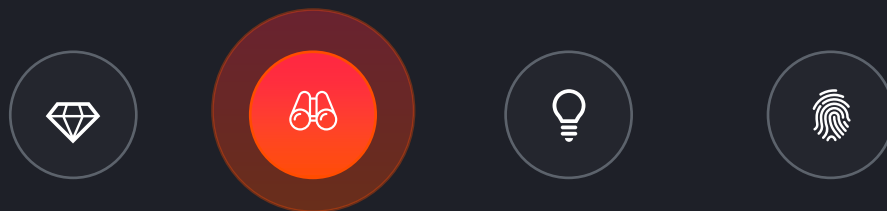


● Market benchmark

Market offering. Main functionalities.

MetaMask is the most used by marketplaces.

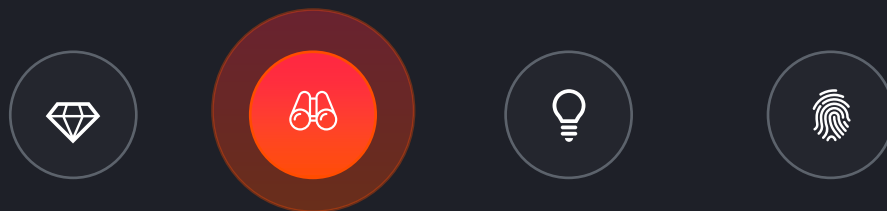
You just need to transfer your crypto to your wallet, go to the marketplace's website, and connect your wallet.



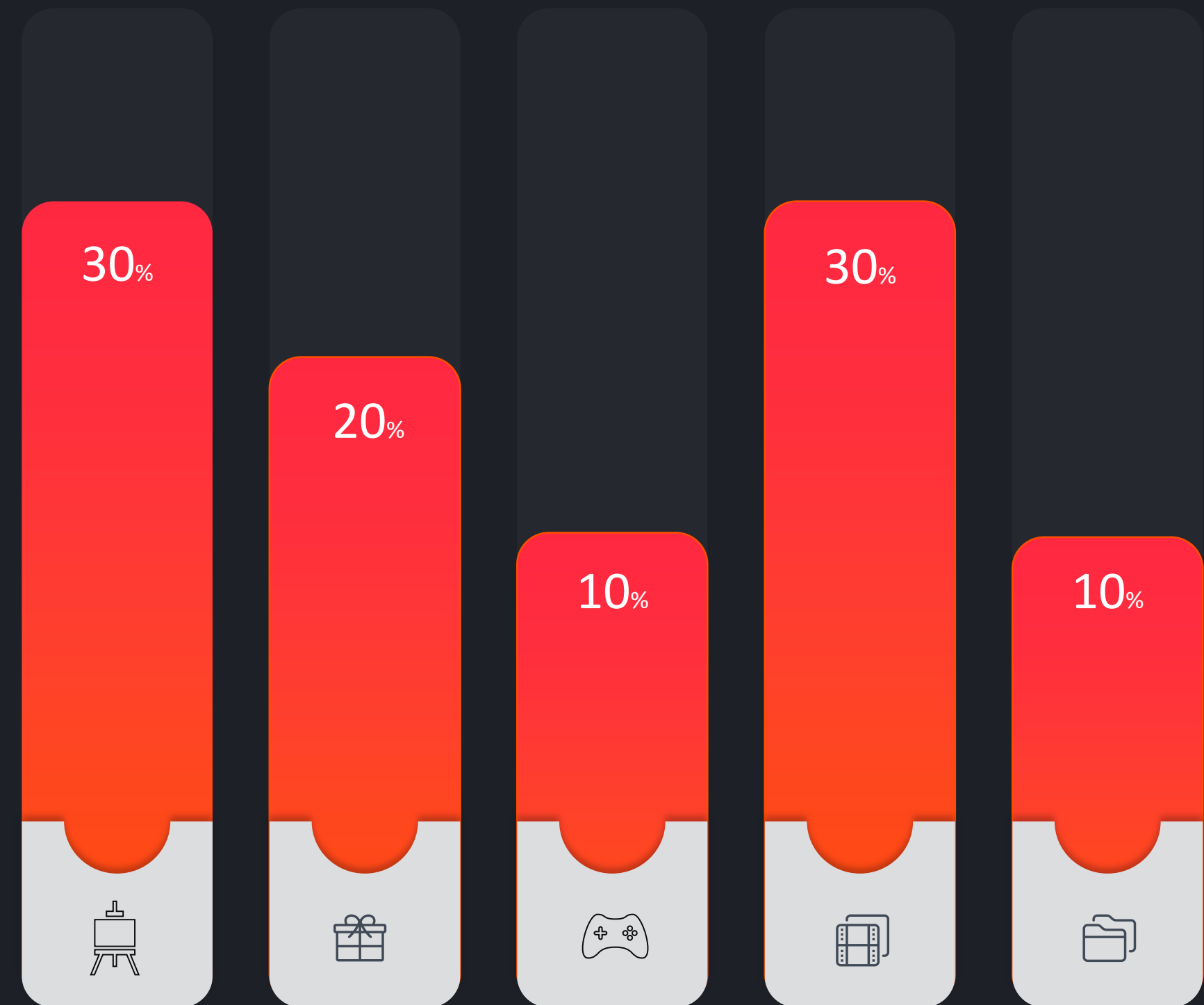
● Market benchmark

Market offering. Product specialization.

While virtual worlds are already flourishing, another exciting use of NFTs is the tokenization of real-world assets. These NFTs can represent fractions of real-world assets that can be stored and traded as tokens on a blockchain. This could introduce some well-needed liquidity to many markets that otherwise wouldn't have much, such as fine art, real estate, rare collectible items, and many more.



ARE THERE ANY OTHER OPPS?



01. DIGITAL ART

02. GENERAL COLLECTIBLES

03. GAMES

04. CRYPTO ART

05. CARDS

● Business opportunities

Products and services. Uncovered areas of business.

Digital stamps can represent a good unexpressed market opportunity. The possible digitization of the asset, the lack of reserved rights and a dedicated marketplace can represent good signals of possible opportunities. The players who have decided to invest in this asset area are still few and incorrectly positioned.



DIGITAL STAMPS



DIGITIZABLE & PAPERLESS



RESERVED RIGHTS



ALREADY IN MARKETPLACE



LIMITED ITEM

2 SELLERS WITH NFT

1. Austrian Postal Service
2. Gibraltar Philatelic Bureau

2 SELLERS WITHOUT NFT

1. Bitstamp
2. Lamborghini

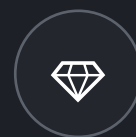


**LOW COMPETITION ON
DIGITAL STAMPS AT
WORLDWIDE LEVEL**

● Business opportunities

Offering blueprint. Business drivers.

Identify a clear set of differentiating factors are of paramount importance. As more of an art than a science, business drivers are the pillars that translate the previous analysis in actionable insights and then in reality. Though no single formula or theory dictates success in business, only a concrete approach based on analysis of the market can lead the new business on the path of success and profit.



AUDIENCE
High spender
NFT/Crypto Users
Stamps collectors
Finance/Investors
Computer/Tech passionate

GEO
Europe

**HIGLY
PROFILED
TARGET**

**STRONG
PRODUCT
SPECIALIZATION**

SPECIALIZATION
Digital Stamps

OTHER PRODUCTS
Cards
Gaming
General collectibles
Cruptoart



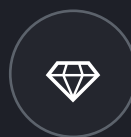
**CLEAR PRICING
MODEL**

REQUESTED FEE
Selling 85%
Re-selling 10%

● Business opportunities

Offering blueprint. Technical drivers.

But in the digital world, a good idea and business differentiating factors are not enough. The technical drivers are used for evolving the architecture, improving infrastructure and compliance activities. Since enablers reflect real work, they cannot remain invisible. Instead, they can bring value with technical capabilities not yet present on competitor's properties and leveraging 3rd parties' integrations and related partnership.



3° PARTY INTEGRATIONS

WALLET
Matamask
PAYMENT
Ethereum

06



DISTINCTIVE FEATURES

FUNCTIONALITIES
Traditional stamps upload

05



04



NO ACCESS RESTRICTIONS

LOGIN PROCESS
Metamask login with no restrictions



● Mission

- We want to start the new era of Philately 2.0
- We want to convert traditional stamps in a new NFTs concept.
- We want to create a new generation of NFT collectors.
- We want engage the traditional stamps collectors.
- We want to became the Digital Philatelists of tomorrow.

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