WEB 3 FRIENDSHIP PODS

A Web 3 Friendship Pod is a crypto community designed to add value and generate utility using NFT's and Social Tokens, allowing creator(s) to gather people together through an infrastructure that organizes connections between them in an aethereal, digital, and physical way so they can grow collectively towards towards a common goal.

WHAT WILL YOU CREATE?

Learn More at → marblemedia.io

Welcome to Web 3 and the 4th Industrial Revolution

- Block chain
- Crypto
- DAO's
- Virtual Influencers
- Metaverse
- Omniverse
- Robots
- Neuralinks
- AI
- AR
- VR
- QR
- NFT
- NFC

The fundamental challenge with Web 3.0 is also the main opportunity, the fact that all these aforementioned technologies are **converging upon us at the same time.**

As digital currencies find more and more acceptance, they are fast becoming the catalyst that bridges all these technologies into one massive shift in how business is done, marketing is accomplished, and revenue is generated.

When that happens, we don't know if fiat currency will fall apart in one day or if it will be a gradual changeover. At the moment the shift is happening gradually but picking up speed. So for the sake of our stress levels, let's assume the least fateful scenario unfolds the transition to a cashless society is painless.

Then what?

Well, once this changeover fully takes place, making money and spending it will change forever. Going to a cash machine and pulling out twenty bucks will be a thing of the past. In the small town we live in, the ATM machine at Chase Bank is always broken. Why? Because nobody is making new ATM machines and the support for them is dwindling. In the local IGA grocery store, there is now a cash to crypto exchange machine. It showed up the very first day of 2022. If this is evident in our tiny little 1,500 person town, it's happening where you live as well. And by the time you read this, this info will probably be old news.

Starting and running a small business will also change. Payments will be in **crypto** but more relevant, infrastructure will be built around technology and decentralized approaches to organizing your company, your employees, your customers, and your influence.

Why? Because **crypto currency** is the core of the decentralized movement that's motivating everything.

You see this digital currency will create an environment where every transaction and every physical impact on society will be logged into a worldwide ledger, called the blockchain. When this happens, **a gradual collapsing of sovereignty across all of life, will be set in motion and a new decentralized mindset will fully emerge.**

The key to mitigating all of this resides at the base of our most fundamental social construct, **community,** which is why **we need to be agile towards organizing crypto communities in order to survive and thrive.**

The first step in charting a new path towards generating revenue in this new age is to recognize the larger implications of community and its role in the infrastructure of a Web 3.0 format. **The next step is to start thinking like a DAO.**

DAO (Decentralized Autonomous Organizations) is the corporate term for these communities when they are built around a fungible token. A DAO is the term that refers to a community organized around a fungible token, governed by smart contracts (predefined business rules programmatically applied to all transactions.)

> *"DAOs are often or can be thought of as like a Reddit or a Discord or a group text with a bank account," Nicole d'Avis explained in an interview with https://www.wbur.org/news/2021/10/28/decentralized-work-dao-blockchain"*

The problem with the corporate DAO approach is that small businesses will be stripped of their ability to compete and transition because the investment to initiate a DAO is out of reach… way out of reach. DAOs are code, and code is hard. As things progress, not every group of people will be able to program their own DAO, just like not everyone can write up the legal papers for an LLC or code their own website. The tools here are incredibly important.

https://underscore.vc/blog/the-future-is-dao-a-primer-on-daos-and-their-explosive-growth/

Fortunately, Marble Media has a solution (and a passion) for small businesses because we specialize in building crypto communities around simpler elements, using NFT's (Non-Fungible Tokens) rather than full-blown DAO's that demand an overhead of programming to execute.

With our partners, we do have the capability to build full-blown DAO's and produce marketing campaigns to promote them, **but the focus of this whitepaper is on helping small businesses** build their first crypto community and then to develop strategies that will help them stay alive during this transition. Though throughout this paper we will intermingle both structures because they are very similar. Our approach for small business just allows more efficient implementation at a smaller scale.

How you organize your crypto community and who you partner with to supply your community with their wants and needs, will determine the very essence of that community. And there are more factors to consider than just inventory and price. A whole lot more.

Our first step is to figure out what that community will look like and work backwards from there.

To build successful crypto-communities, we leverage the power of story. Story is your theme, your thesis. It's the central logline of the plot you are designing to uphold the direction of your community. It’s the heart and soul of your business, hence your NFT’s.

You see, Web 3.0 is all about a decentralized approach to engagement and community that offers participation from everyone involved without the choke-point of a board, CEO, or other hierarchical entity. In other words, it’s about a story with a central theme that everyone involved believes in, and buys into, when they purchase the coin or NFT that represents that theme. And once bought in, they are able to contribute to how the story unfolds to accomplish the theme.

The theme isn’t a destination, it’s a journey, a clear and polarizing belief that dictates every decision made, ensuring the integrity of the community and the economics of it.

Think of it this way, the entire community and its functionality can be boiled down to a **single purpose, motivation, and emotional response** just like you would find in a typical movie, tv show, book or other means of storytelling.

In addition, since Web 3.0 is also about growth at a personal level, (the byproduct of decentralization) in order to facilitate growth at a communal level. This idea of a story that bonds like-minded individuals together is powerful and revealing.

Once you have this firmly established in your mind and the community, through the offering of an NFT, you're able to **build relationships that fuel the community,** channeling benefits to everyone who possesses your token.

The story then writes itself in a kinetic way, to become the real power of Web 3.0… and if you can wrangle it, you will discover what we mean when we say "This Time… It's For All The Marbles!"

How is this different from a full-blown DAO? Primarily, it's in the simple fact that you will not use programmed smart contracts, rather business rules and campaigns built around gated NFT's and Story Integrated Marketing® strategies. Smart contracts are where the heavy investment of programming enter the scene and separate these two approaches.

At Marble Media we not only can help you integrate your brand story, but through 4DStory we can also create a fictional story that entertains, invigorates, and informs while promoting your business and generating revenue. See 4DStory.com for more info.

Now, in relation to the above connection between Story and Web 3.0, let's take a look at some emerging technologies and relate them to the components of a story whether it's a fictional story or a brand story.

- **Blockchain**
    - The blockchain is the collection of pages in the book, and the words are the programs running on it. Smart contracts are subplots guiding the story along, dynamically put in place as the story evolves.
- **Crypto Tokens or NFT’s**
    - These are the vehicles for motivation and movement of the story that can be viewed as the forefront of a marketing message.
- **DAO's or Crypto Communities**
    - This is the hero’s journey or the plot, a template for your story and how it will unfold.
- **Virtual Influencers**
    - These digital characters are the characters in your brand story. They promote and influence people just like real influencers, but are made with software rather than dirt.
- **Metaverse**
    - The Metaverse is still emerging at the time of this writing and in its native form will utilize Augmented Reality, Virtual Reality, AI Robots and other technologies, but you can think of them as a

way to create a popup book-like engagement medium for your story.

- **Omniverse**
    - The Omniverse is the genre of the story, the larger universe your brand story lives in. You can think of it as the ultimate mindset that your customers reside in.
- **QR Codes & NFC Chips**
    - A QR Code becomes the ISBN of a book that identifies it in the library of all books, but with tracking and the flexibility to change the content of its data at a moment's notice.
- **IOT (Internet Of Things)**
    - And finally, The Internet Of Things is everything from web pages to physical items that connect to the Internet and the blockchain. They represent how the story interacts with people to represent it as they work together over time, to become the story itself on the page/ the blockchain. (They are not actually words, rather data points, where information originates.)

All of these technologies do many different things and have boundless potential, and can be implemented into your community at various levels. All we are pointing out here is that in the frame of a crypto community that's effective in Web 3.0, **Story is the best way to think of it all.**

I bet I know what you are thinking, "we've already invested heavily in telling our brand story, so how can we shift our processes without having to abandon our existing branding?" And to that I say… **There are three ways we approach shifting your brand story from Web 2.0 to Web 3.0.**

The first way is to simply consider all the technologies that are available and mold your existing brand story around them. This is a straightforward approach that will serve you well for many years to come. Look to implement minimal shifts first, then build upon them as momentum increases. With such a dynamic platform as Web 3.0, strategy over tech can often take you a long way at minimal costs. Strive to find an edge in your industry that can push you out in front of your competitors at this critical juncture in the global economy.

The second way to approach this is to reassess your brand in light of Web 3.0 and its ever-emerging demand for entertainment value and engagement. Then construct a new brand story around that assessment with the intention of leveraging various Web 3.0 strategies and expectations.

And the third approach is to create a fictional 4DStory where you integrate your business practices and brand message using our Story Integrated Marketing® strategies. This is great for a business who wants to completely shift into the crypto community mode. Again, visit 4DStory.com for more information.

Either way you approach it, the setup is critical but the magic isn't in the setup, rather it's in a sustained campaign that constantly offers new and exciting elements, incorporating more and more technology… whether you like to hear that or not.

Build your platform sound and robust, and you'll be able to add VR, AR, AI, and other data-driven tech to bolster and empower your crypto community while increasing the value of their relationship with you in an exponential way.

These days, a client who has been with your company for 10 years has pretty much the same value relationship with you as they did at the beginning. But in a crypto community, community members can hold a stake in your company in the form of NFT's or tokens while using those same tokens to gain value from your product or service. This is revolutionary.

10 Steps To Implementation:

1. **Determine your theme and script your main message/ vision**
    a. If you are an existing business you probably already have a brand story. I only implore you to consider that the further into the future we go, the more necessary it will be for you to entertain and engage your community. Which is where the idea of story shows up and carries the day.
2. **Implement a cause marketing campaign for your favorite charity**
    a. In this paper, this is the first time we've mentioned this but it's a crucial part of your community. Because this new approach is so people-centered (the most basic definition of decentralization,) it's important that you stake your moral contributions as part of your brand message from the beginning. It's also a powerful way to build enduring and profitable relationships.
3. **Document your membership guidelines, privileges, and benefits**
    a. Whether you are a service or selling products, the whole approach to procurement and distribution of goods and services

will change. We have developed an attribute labeling approach to hard goods and a tokenized approach to services, but those are nothing more than two major categories amongst a constantly shifting range of possibilities.

4. **Mint the NFT's or Token**

    a. This isn't a breakdown on how to set up a DAO, though they are similar. This is more of a guide to get small businesses to realize the direction they need to take towards building a business around crypto-communities. You will need to embody your theme in an NFT and quite frankly mint a collection of NFT's that outlines how customers will engage your business.

5. **Popularize & Distribute your NFT's and NFC Phygital Pogs**

    a. This is an optional step but one we highly recommend because it allows you to create tangible and "phygital" engagements with your customers, keeping you top of mind even when they are not plugged in.

6. **Service, honor and grow your membership promises**

    a. No doubt, this new decentralized movement in currency is trickling into the area of customer service and customer coddling. So much more can be done now, that it will be expected. Get ready to wholly embrace the promises you make and to foster a nonstop experiential environment for your community members through ongoing engagement campaigns.

7. **Foster community voting regarding company direction**

    a. Whether you are developing a full-blown DAO or as a smaller crypto community, you will need to involve your customers in the decision-making process of the company because Decentralized Communities are Shared Communities. In the DAO world, hard-coded operational rules, token stakes, and voting rights are the big three elements that are governed by smart contracts. In smaller crypto-communities, these are all the same, just executed in a looser fashion with less overhead.

8. **Produce a marketing campaign or a 4DStory to drive additional value to your NFT collection**

    a. Now instead of being strapped by a brand story that only talks about your product or service, now with NFT's and fungible tokens, you can produce any number of entertainment or edutainment campaigns that will drive value to your NFT/ token while increasing exposure of your company.

9. **Integrate the Metaverse and boost your tech**

    a. All we are doing initially is laying a new foundation in Web 3.0, one that will allow you to expand upon it as technology becomes more available and affordable. At some point, the world will demand 100% AR/ VR, etc integration. Until then, each new step you take becomes a feature of what you offer.

10. **Build your network**

    a. By adding new relationships to your community, you can exponentially increase the depth and breadth of your influence.

The last thing I will say in regards to implementing these new ideas is that Virtual Influencers are stealing away opportunities from real celebrities, creating potential for a well-structured 4DStory campaign backed by a solid company to forge fun and lucrative celebrity partnerships.

Contact Marble Media for a strategy call to see how we can help your business build a crypto community that will enrich the lives of your customers, employees, and your own sense of community.

PURPOSE & RESOURCES

01

MARBLE

Crypto is transparent, seeing as everything is written to the blockchain.This creates an environment where everyone can contribute to a higher cause without ambiguity. As the community grows, it should produce excess funds and resources that it can then use to impact the world...so.

PURPOSE

- ✓ What is your cause?
- ✓ Who is the nonprofit associated with that cause?
- ✓ Why are you serving this cause?

RESOURCES

- ✓ What is your primary product or service?
- ✓ What is a secondary product or service you can offer?
- ✓ What is a tertiary product or service you can offer?
- ✓ What are some other products or services you could offer?

ENTERTAINMENT & EDUCATION

MARBLE 02

ENTERTAINMENT

ENTERTAINMENT can be online or in-person, it can include tickets to movies and events, dietary & health programs, or invitations to orchestrated experiences.

EDUCATION

EDUCATION breeds passion which fosters inspiration and ultimately growth, so how can these all harmonize together to provide mental, spiritual, & physical transformation.

- ✓ How will you entertain your community?
- ✓ How will you inspire them?
- ✓ How will you educate them?

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DIRECTION & REWARDS

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Crypto communities will demand voting rights. Whether they are voting through smart contracts or ballot, you have to give them the power to control your direction. And allowing them to participate in the success of that direction is the key to bringing these two elements together.

DIRECTION

- ✓ What will they vote on?
- ✓ How will they vote?
- ✓ How will their vote be weighed?
- ✓ How will their vote be registered and validated?

REWARDS

All CC's (Crypto Community's) are rewarded when their Community Tokens increase in value. If you are a full-blown DAO, then your own crypto currency may become a means of investment for them. But as a smaller business, you may need to offer NFT's connected to a 4DStory. Or release a collection backed by a relationship that provides value.

Another way to increase their value is simply by procuring goods and services that save them time and money.

You can also create a shared investment portfolio that allows them to purchase other crypto assets through you at a discounted rate or you may hire an investment advisor that they get access to through your community.

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STEPS TO IMPLEMENTATION

At first glance, most businesses would scoff at trying to be so many things to so many people because in Web 2, you could not be. You had to specialize if you were going to compete. But the blockchain changes everything and now the key to success is to recognize where the leverage is in a crypto community and organize your approach from there.

- ✓ Fill out Community Planner Spreadsheet
- ✓ Create community token(s) at Rally.io or gated-NFT(s) at MintGate.io
- ✓ Create a token holder benefits sheet and web page
- ✓ Decide on a price for each token/ NFT
- ✓ Determine qty of tokens to mint

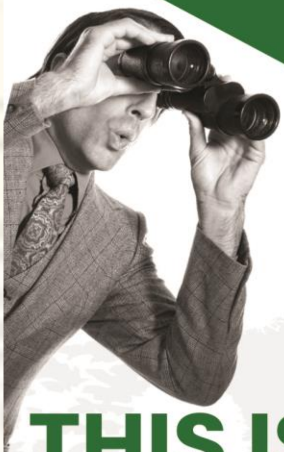
- ✓ Create assets
  - ✓ Web pages
  - ✓ Membership site
  - ✓ Videos
  - ✓ Software & Crypto Payment Integration
  - ✓ Voting process

- ✓ Setup or establish relationship with non-profit
- ✓ Create entertainment calendar of events & layout 4DStory
- ✓ Establish relationships with other partners and offer them community tokens
- ✓ Bring it all together and launch in stages so you can control growth and expenses

WANT HELP?

Schedule a strategy call at marblemedia.io

TO BE APPROVED FOR A SOCIAL TOKEN



THIS IS WHAT RALLY IS LOOKING FOR

- A clear biography of yourself or your brand
- Links to your most popular social media profile(s)
- A concise, persuasive overview of why you want to create a token economy with Rally, and how it will benefit your community
- Well-thought-out use cases for holding, earning, and spending tokens including Social Tokens and NFTs
  - Evidence of a significant community size, typically in the tens of thousands
  - Evidence of current transaction activity within your community (do you have a merch store or hold ticketed events, for example?)
  - Evidence that you have strongly considered the role that a social token economy would play in your ongoing projects

WANT HELP?

Schedule a strategy call at marblemedia.io

Community Planner Worksheet

Purpose & Resources			**Fill in the blanks below with your ideas.**
	Community Purpose		
		Cause Statement	*Fill in here…*
		Nonprofit Partner	*Fill in here…*
		Cause Motivation	*Fill in here…*
	Community Resources		
		Primary Product/ Service	*Fill in here…*
		Secondary Product/ Service	*Fill in here…*
		Tertiary Product/ Service	*Fill in here…*
		Other Products or Services	*Fill in here…*
Entertainment & Education			
	Entertainment	How will you entertain?	*Fill in here…*
		How will you Inspire?	*Fill in here…*
	Education	How will you Educate?	*Fill in here…*
Direction & Rewards			
	Direction		
		Voting Subjects	*Fill in here…*
		Voting Method	*Fill in here…*
		Voting Weights	*Fill in here…*
		Voting Registration	*Fill in here…*
	Rewards		
		Reward Ideas	*Fill in here…*
		Drive value to Community NFT	*Fill in here…*

***Note: This is just a place to sketch out your initial approach.

Contact us on Discord or Schedule a Strategy Call for help.

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