

PALM NFT STUDIO INTRODUCTION

AGENDA

01

ABOUT PALM NFT STUDIO

A studio designed to empower brands, artists, athletes, and fans to build deep communities in web3.

02

OUR SERVICES

A modular engagement structure designed to change as your needs do, and get you to market faster.

03

CASE STUDIES

A brief summary of some of web3's breakout success stories, created with Palm NFT Studio.





01

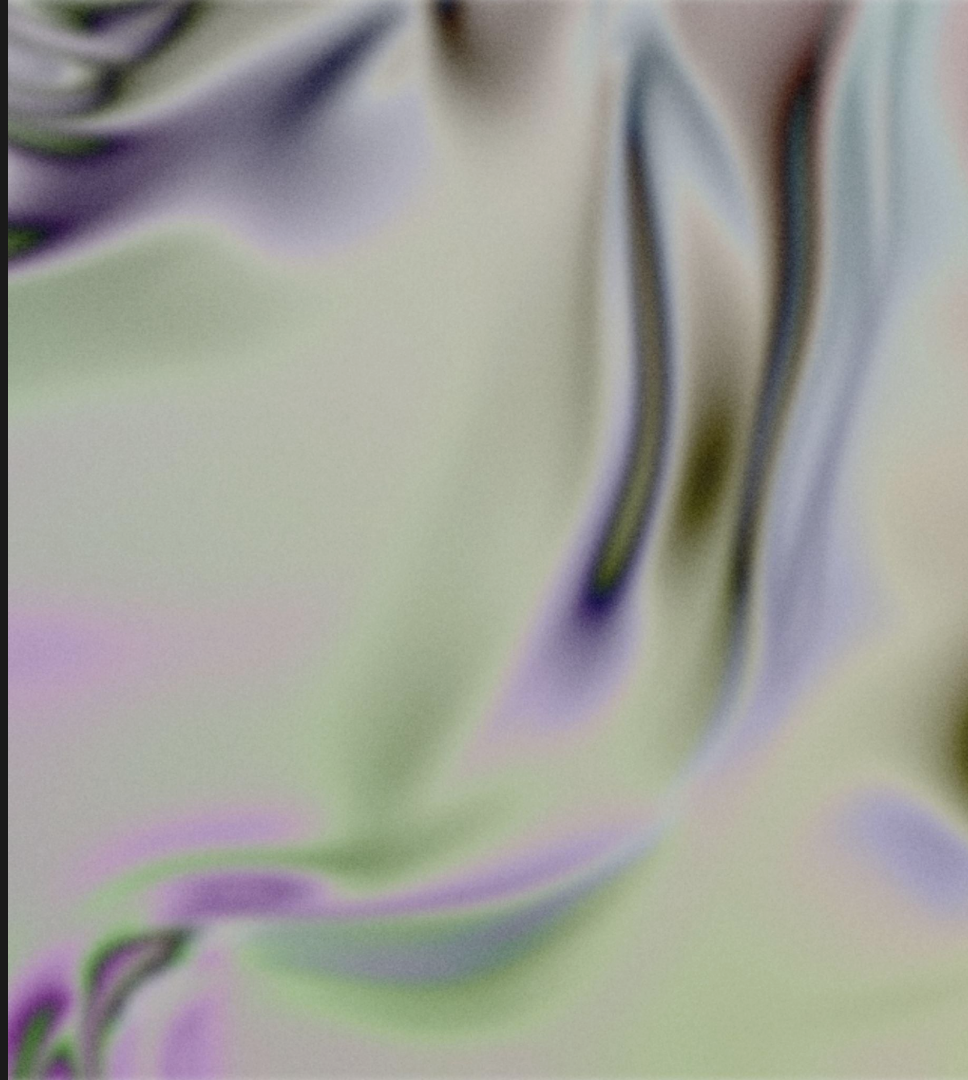
STUDIO
OVERVIEW

CULTIVATING DEEP VERTICAL FANDOM.

Palm NFT Studio empowers artists and brands to build deep fan communities.

We provide the infrastructure for brands transitioning from web2 into web3. We specialize in identifying, engaging, and retaining vertical fandoms.

And we provide creative production for artists and IP holders looking to build durable, integrated platforms: from NFT collections and marketplaces, to rich storyworlds, games, and AR experiences.

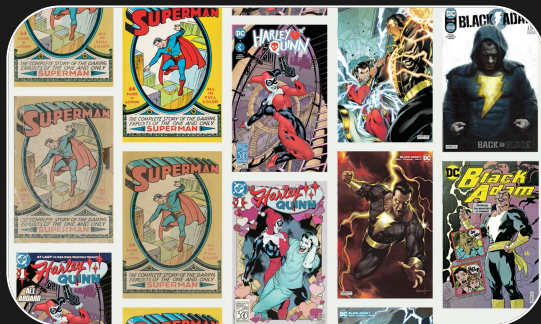


WE DESIGN WEB3 EXPERIENCES THAT MATTER TO FANS.



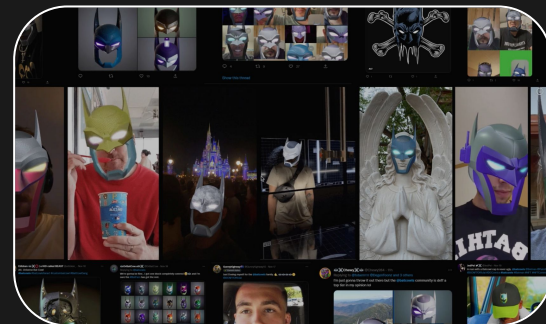
1. Engage a brand's community

To introduce DC fans to web3 we released the largest ever free NFT collection for their annual fan event, signing up 500K users.



2. Expand its fanbase

We sold more than 10 collections across multiple product lines, including digital comics & story-driven fan access passes.



3. Turn fans into ambassadors

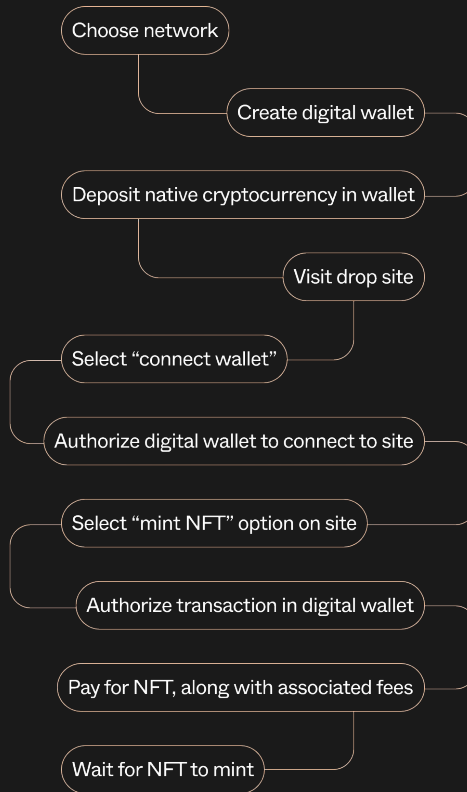
We gave fans the tools and the reasons to promote the brand, including events, AR filters, & voting power over new products.

WE MAKE WEB3 AS EASY AS WEB2. :)

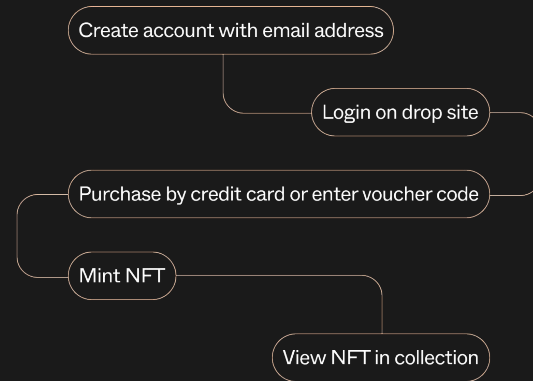
Our platform makes purchasing an NFT as simple as any web2 ecommerce purchase.

From wallet setup, to buying, selling and trading, to community engagement, we design every experience to be intuitive and familiar to fans.

Standard web3 path



Palm NFT Studio path



AND WE'VE CULTIVATED SOME OF THE MOST PASSIONATE FAN BASES IN THE SPACE.

Since April 2022, our DC Bat Cowl collection has been one of the top 3 most engaged with brand NFT projects, alongside the NBA and Nike.

We achieved this by building a deep understanding of DC fans, creating the experiences they're excited about, and bringing them closer to the stories & characters they love.

Custom drop sites, pixel perfect art, and one of the only writers rooms in web3 — all built on compliance-forward, enterprise-grade technology that can cater to tens of millions of passionate fans.



THE MOST TRUSTED WEB3 ENTRY POINT FOR BRANDS & FANS.

“Palm NFT Studio has helped us create best in class fan-first experiences for our most beloved franchises, on a safe, compliant platform that can cater to our massive fanbase.”



Josh Hackbarth
Head of NFT Commercial
Development, Warner Bros.

“Palm NFT Studio’s platform checked all the boxes for us. It’s highly configurable, with new features constantly rolling out. As our business grows, we won’t have to worry about outgrowing our tech provider.”



Carmen Ballesta
Founder & CBO, Obilum

“Palm NFT Studio has done gorgeous, ground-breaking work with IP of various sorts. The team is building the right technology to power the next wave of defining NFT projects and enabling the world of web2 IP to unleash its web3 potential.”



Joe Lubin
Founder of ConsenSys.
Co-Founder of Ethereum

The background features a vertical split down the center. The left half is a solid, muted teal color. The right half is filled with a complex, wavy pattern of colors, including shades of teal, red, and purple, creating a fluid, organic texture. The overall aesthetic is modern and artistic.

02

OUR
SERVICES

THE TEAM YOU NEED, BUT MAYBE HAVEN'T BUILT YET.

Our managed services offering overcomes the hiring and due diligence challenges most brands face in this nascent space — getting you the expertise you need today, and getting you to market faster.

Some brands utilize our full stack of services. Others in-house their strategy and creative production, relying on us for the tech alone.

Needs change. Teams change.
Our team changes with you.

RESEARCH &
STRATEGY

CREATIVE
PRODUCTION

PLATFORM
INTEGRATION

PLATFORM API

MARKETING

COMMUNITY
MANAGEMENT

GROUNDBREAKING EXPERIENCES. PIXEL PERFECT ART.

RESEARCH & STRATEGY

Every successful project begins in Discovery. We'll compile research on your brand and the market, and work with you to define your program.

This team includes brand strategists & creative directors, a web3 data team with proprietary tooling, and product leadership with experience in tech, blockchain and Fortune 100 brands.

CREATIVE PRODUCTION

From concept to creation, first sketch to final render, our creative production team can do it all. They'll define your launch concept, build the visual identity and develop the art.

This team includes 2D & 3D artists, concept creatives, designers, one of the most experienced transmedia story teams in the world, and our proprietary generative 3D pipeline.

A PLATFORM THAT PLUGS, SO YOUR AUDIENCE CAN PLAY.

PLATFORM INTEGRATION

Whether you're working with our creative team, or looking to bring your existing art to our platform, our integrations team will get you set up.

This team includes product managers, UX designers, front end engineers, and QA / testing.

PLATFORM API

Our platform API is our core software product, and includes drop sites, minting and credit card payment flows, custodial wallet solutions, KYC, anti-bot measures, whitelabel marketplaces, and a constantly expanding featureset that includes token gating, generative and editioned drops and more.

The back office of the platform is just as intuitive as the consumer end, giving partners full visibility into, and control over, user accounts and performance.

The team behind the platform includes blockchain engineers, product and engineering managers, and leadership with decades of experience in tech and crypto.

WE MARKET. WE MODERATE. WE'RE VERY SUPPORTIVE.

MARKETING

Our marketing team has experience in integrated brand campaigns, social and web3 marketing, and CRM.

The team has experience concepting, creating, and activating campaigns in every channel — online, offline, and experiential.

COMMUNITY MANAGEMENT

Our community team specializes in managing and engaging communities across Twitter, Discord, and through social and content programs.

The team brings a deep understanding of the best practice — and bad actors — in the space, and can manage support for fanbases at scale.

TRANSITION STRATEGIES THAT LEAVE NO FAN BEHIND.

Maybe you launched a closed beta, pilot, or proof of concept drop, and want to reward those who participated. Maybe your last drop went well, but didn't quite grow into the program you wanted.

It's a new space. We're all figuring it out.
But it's important to leave no fan behind.

We can allow list holders of your previous drops, and email them voucher codes for a free mint. We can even create custom badge NFTs just for them, signifying how early they were. We'll look at your audience, and work with you on a transition plan.



03

CASE
STUDIES

CASE STUDY

Damien Hirst The Currency

Damien Hirst has broken almost every rule in the art world. With 2021's *The Currency*, he broke taboos, and records, in a landmark project that explored the value of physical versus digital objects. Each piece was initially available for purchase via lottery on HENI, with a set price of \$2,000.

***The Currency* sold out within hours.**

10K

6X

\$600MM

2,900%

UNIQUE NFTS

OVERSUBSCRIBED IN 24 HOURS

6-WEEK MARKET CAP

INCREASE IN FLOOR PRICE



CASE STUDY

DC The Bat Cowl Collection

Based on Batman's iconic visage, The Bat Cowl Collection represents a first-of-its-kind experience: a generative 3D and AR art collection spanning billions of permutations and unprecedented features and benefits for fans; including the first NFT Snap Lens, and the chance to help shape the first DC NFT comic book.

#1

#9

\$1.18M

11,544

TOP LENS ON SNAPCHAT

TRENDING TOPIC ON TWITTER

TOTAL DC MARKETPLACE 2NDARY SALES

MINTED



CASE STUDY

UMG

The Pistol Mint

To celebrate Queen Elizabeth II's platinum Jubilee and the 35th anniversary of *God Save The Queen*, Sex Pistols launched The Pistol Mint. A punk rock spin on The Royal Mint, Pistols fans purchased a physical coin paired with an NFT twin featuring the iconic artwork of Jamie Reid. Sales doubled expectations. The month 1 target was hit in a week. Music Ally named it the best catalogue campaign of 2022.

2K+

2X

74%

COINS PURCHASED

SALES TARGET

NFT REDEMPTION RATE



CASE STUDY

Warner Bros.: Space Jam 2

To mark the release of Space Jam 2: A New Legacy, Palm NFT Studio partnered with WB and Nifty's to launch a collectible series featuring the Tune Squad. With the free drop, WB became one of the first major movie studios to make NFTs a core part of their digital strategy, signalling a shift to a future when the movie experience goes beyond the screen and into the metaverse.

189K	EARNED NFTS
12K	PURCHASED NFTS
146K	SOCIAL SHARES
5/SEC	NFTS CLAIMED AT PEAK





Palm
NFT
Studio