ENTERPRISE GUIDE TO POAP

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A NOTE FROM

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Life is a series of precious moments: we live to celebrate with our friends, colleagues, and communities. We turn these precious moments into vivid, happy memories which we reach for on gloomy days.

The Proof of Attendance Protocol (POAP) represents a technical leap in our ability to preserve such moments. With POAP, anybody can create keepsakes for everybody who was part of something special. These keepsakes (we call them "POAPs") capture memories in their most primitive form. They also connect POAP collectors to experiences created exclusively for everybody who was there when it mattered.

In sharing this guide, we hope to show you how to use POAPs to breathe fresh air into relationships with your friends and fans alike.

A NOTE FROM

KATRINA GAMUEDA-SMITH

CHIEF OF STAFF, VAYNER3

I grew up with a cork board full of concert and movie tickets that now live somewhere in a storage unit, only to be seen every few years when I move my things to the next storage unit. As the world moves towards its next digital revolution, it makes sense to take our favorite memories along with us in a way that surpasses even the social photo collage. We live in a culture obsessed with creating digital records of our favorite adventures and POAP allows us to extend the surprise and delight once the adventure itself ends.

This guide allows you to dream beyond the experience and create meaningful journeys with the people you care about most: your family, friends, fans and followers. Building a presence on the blockchain just might be easier than you think. Enjoy the journey.

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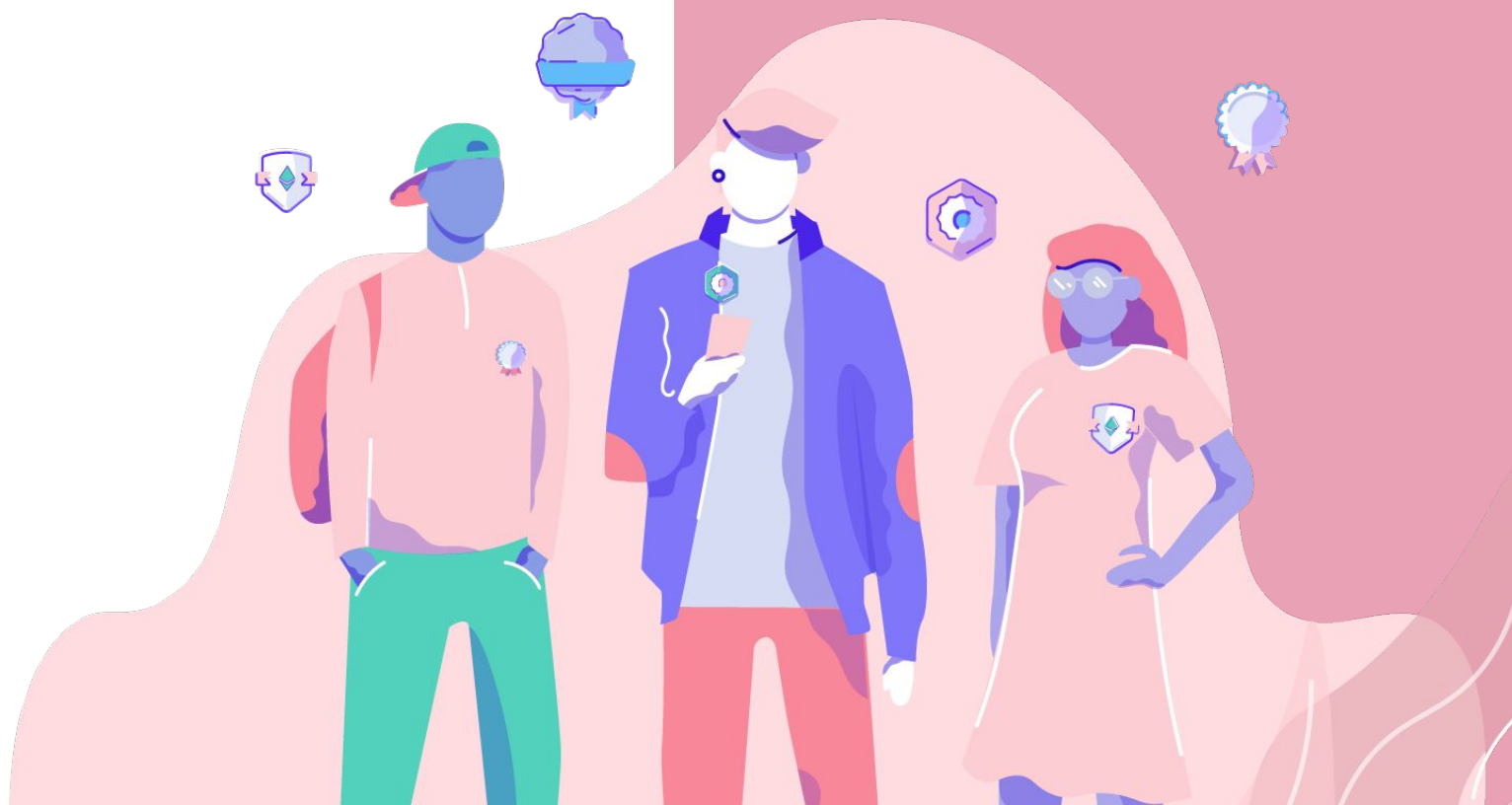
WHAT IS POAP?

By the way, it's pronounced *poh*-app, not pope.

POAP is your new digital scrapbook, a blockchain-based technology for commemorating the important things in life. No more scrapbooking your old concert tickets or taking up valuable closet space with old awards and certificates. POAPs are allowing brands and consumers to digitize life's most memorable moments on the blockchain, where they're protected forever.

POAP, short for "The Proof of Attendance Protocol," enables anybody to capture a moment as a digital badge (known as a POAP), and give it out to collectors; just like ticket stubs, concert wristbands, achievements medals or collectible merchandise. Does this make them NFTs, you ask? Yes, POAP transactions are recorded on the Gnosis blockchain, so they can't be lost like your beloved Backstreet Boys ticket from 1999.

POAPs are great for any occasion you'd like to remember with a lasting digital souvenir. For issuers, POAPs can identify and reward early supporters as well as already engaged audiences, far into the future. Organizers who distribute POAPs at events, activations, or during key campaign moments, can track and re-engage attendees at any point in time. Think of POAPs as the new and improved version of browser cookies for special occasions that connect offline and online spaces.

POAP DROPS OVER TIME

05/21   06/21   08/21   09/21   11/21   12/21   01/22   03/22   05/22   06/22
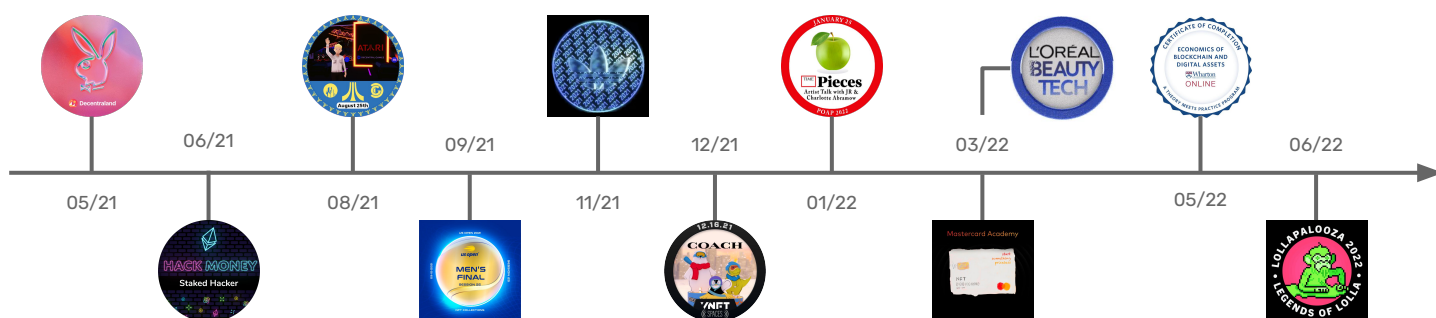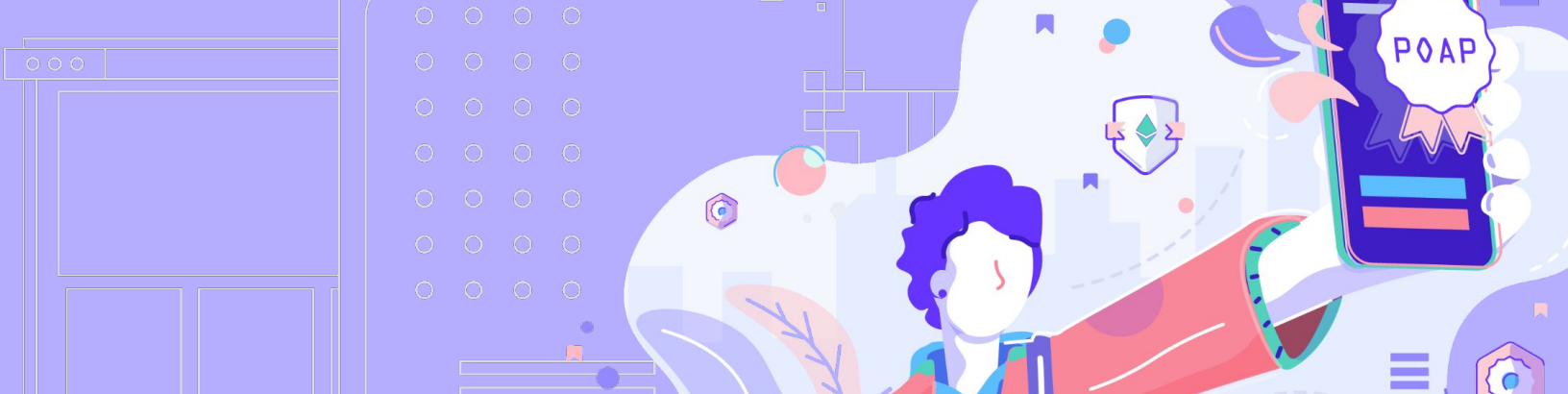
USE CASES: WHAT MAKES POAP POSSIBLE

POAPs take events and participation to the next level, both digitally and IRL. By creating tangible utility across countless use cases, POAPs create a world of potential for event organizers and attendees alike.

Not only can issuers and organizers commemorate engagement at virtual or physical events in a new digital format but they can also be their audience's introduction to the Web3 space. POAP creates a low-lift opportunity to mint your first NFT, even without a robust understanding of blockchain technologies. POAPs can be delivered via several easy-to-implement methods and don't require recipients to pay any transaction fees.

Yes, some might say they are participation trophies, but these participation trophies can come with unbelievable perks. Not only does POAP make participation in Web3 easier than most on-ramps, it also allows ongoing customization and engagement for organizers without tricky PII regulations and endless data modeling.

While POAP significantly reduces friction to onboard to Web3, those who are already familiar with blockchain technologies are far more likely to adopt and mint POAPs.

Issuers can **reward participation** in activities, such as voting on community-based proposals, consuming content, event attendance, course completion and more. An academic institution could issue POAPs to graduates as Harvard University did in 2022—and then offer a special gift to holders at their 10-year reunion!

A musician could issue POAPs to people who showed up to their first concert and then reward holders with **future utility**. Imagine your favorite artist can now easily track their loyal superfans, and continue to engage and reward their support with future shows, private content, exclusive merchandise and more.

POAP

The Proof of Attendance Protocol offers additional resources that make the collecting experience exponentially more fun:

- **POAP.fun:** POAP Fun allows the creation of raffles between POAP holders. Issuers can use this as a vehicle to raffle off digital or physical merchandise, allow-list spots for an NFT drop, future event invitations and more.

- **POAP.vote:** POAP Vote allows anyone to create and run polls for POAP holders. Issuers may use this to ask their communities to engage and share their opinions on various topics, or in other ways, like capturing votes on creative contests within a community to gather consensus.

CASE STUDIES:
EXAMPLES FROM LEADING ENTERPRISES

TINDER - VIRTUAL EXPERIENCE

Tinder and Gallery Media Group collaborated with athlete Kaila Novak and NFT artist Sara Baumann to create a special POAP. Its purpose was to celebrate and elevate women's voices, and drive a conversation around female representation and equity. The POAP was distributed following a Tinder Twitter Spaces via a custom landing page and allow list, creating a unique memento for new fans, and establishing the foundation for Tinder's Web3 community.

PEPSI - PHYSICAL EVENT

Attendees of the Strength of a Women Summit hosted by Mary J. Blige and Pepsi were treated to a selection of four commemorative POAPs featuring artwork from Shaylin Wallace, Rachel Winter, Amber Vittoria, and Varvara Alay. The summit deployed POAPs in real life, allowing attendees to prove physical attendance in the form of digital tokens, while collecting awesome art. The unique display was a hit at the conference, creating an easy entry to Web3 for new collectors.

U.S. OPEN - PHYSICAL EVENT

To celebrate one of the most famous tournaments in tennis, the U.S. Open, a series of POAPs were deployed to correspond with specific matches. Unique POAPs were created for 1st round, quarterfinals, semifinals and finals match attendance. By creating badges for different matches in the tournament, fans were able to showcase their varying level of support and engagement at the in-person sporting event. POAPs were made easy to claim through QR codes at the stadium or post-event via email.

ADMIT ONE BY G MONEY - LOYALTY REWARDS

An iconic thought leader in the NFT community, gmoney distributed personal POAPs at various virtual and physical events he attended across 2021 and 2022. In May of 2022, gmoney announced that owners of specific gmoney POAPs were eligible to mint a free NFT that functioned as an access pass to his new project, Admit One. Through Admit One, gmoney was able to reward his most loyal followers with exclusive access to a private community through their engagement with his activations over time.

SUPER BOWL LVI : NOUNS X GREMPLIN - EXTENDED UTILITY

To commemorate the first NFT appearance in a Super Bowl commercial (featuring Nouns glasses), the Web3 community celebrated by airdropping exclusive POAPs designed by renowned NFT artist Gremplin. These POAPs acted as a unique bookmark capturing the moment for existing Bud Light and Noun community members.

BUD LIGHT N3XT POAP - DIGITAL ACCESS

Bud Light released a POAP for early members of the Bud Light N3XT Discord to commemorate their digital membership to the community. This POAP allowed owners to get early access to the Bud Light N3XT NFT drop, meaning they were granted access to purchase the NFT before others could. These POAPs acted as early access digital tokens.

LOOKING FORWARD

POAP's full potential remains largely untapped at the mainstream level. Daily, we see participants in the Web3 ecosystem who are moving the needle on creative applications for these innovative digital mementos. The possibilities will only continue to expand as the POAP ecosystem grows, more organizers trust POAP to take their events to the next level, and technological, financial and other partnerships are introduced. At least 200 integrations are currently in development with partners like Shopify, Huddle01, GatherTown, NftyChat, ETHPass, Welook, and so many more.

Some partnerships we already see innovating on POAP distribution models:

Tokenproof is a trusted Web3 platform that easily allows NFT holders to present their NFTs as tickets for entry to events. Tokenproof integrates seamlessly with POAP to deliver an attendance badge after an event takes place, or even the moment a ticket is scanned at check-in. This POAP can be delivered directly to the wallet address of the attendee for a smooth and frictionless experience.

What this means:
As an event organizer, not only can you leverage an existing NFT collection as official tickets for your event, but you can deliver a participation badge to those same event attendees—all in one app.
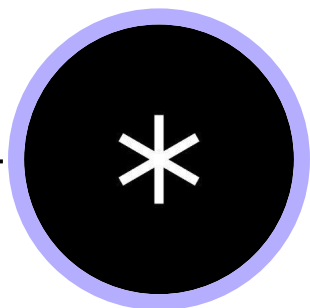
IYK uses NFC technology and places a digital chip in merchandise, physical plaques, business cards, posters, etc. POAP integrates seamlessly with these digital chips, allowing attendees to tap their phone on a physical item to easily mint their attendance badge.
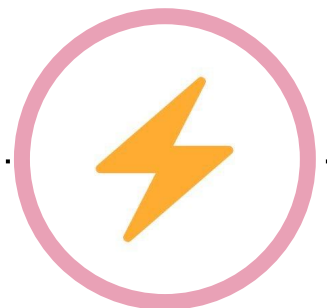
What this means:
Issuers can place a POAP in just about any physical location that they can imagine. Not only can a conference issue a POAP for a keynote speaker by having a chip to scan at the door, but the speaker themselves can become a POAP by placing a chip in their business card or T-Shirt.

Huddle01 is a video conferencing solution that allows issuers to create POAP-gated video chat rooms, allowing only certain POAP holders to participate in their digital events, meetings and gatherings.

What this means:
As the world continues to navigate remote work, remote education, remote events and more, organizers can create meaningful virtual conversations while maintaining a feeling of exclusivity. Organizers can seamlessly transition from the distribution of a POAP at an IRL event to having follow-up gatherings online and across the globe.

POAP can be integrated with **Snapshot** proposals, allowing holders of specific POAPs to participate in engaging, community-based voting on the blockchain.

What this means:
As a community leader, organizer or brand representative, you can invite members of your community to help make important decisions, or co-create the future of the project, event, brand, etc.

Third-party integrators are consistently building on the POAP API to integrate with platforms such as Shopify, Wordpress and other platforms to extend POAP utility tenfold. While many of these integrations are in the early stages, the opportunities to continue building advanced engagement tactics with POAPs are clear.

TO CONCLUDE:

POAP presents a taste of Web3 to the crypto-curious and it offers many ways to engage Web3 natives in exciting new digital formats. With its ease of use and nearly infinite applications, POAP will continue to flourish as a brand-building and engagement tool. Enterprises, event organizers, and influencers are enthusiastically invited to incorporate POAP into their existing Web3 strategies. In a matter of minutes, you can seamlessly immortalize your most loyal, and newest, fans on the blockchain.

THANK YOU!

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You're already creating the remarkable moments in your customers' lives—now digitize those memories forever by using POAP today. Get started by connecting with @Vayner3 and @POAP – we'd love to help guide you on your Web3 journey.

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