COBALT

Immersive Shopping. Authentic Ownership

Probably Nothing.

The future starts today, not tomorrow.

Problems

- Current metaverse solutions are not centred around enhancing the shopping experience.

- Brands are missing out on new revenue streams and market reach by not selling digital fashion.

- Retailers & brands miss out on data insights and profits from secondary market trades.

- Counterfeits issue has been rising and hurts brand reputation.

Solutions

- An immersive 3D experience centered around shopping features with high graphics.

- A platform serving as a hub connecting retail brands and shopping consumers.

- NFC x Blockchain Technology that bridges physical to digital assets, giving companies data insights and enabling secondary market trades.

Behavioral Shifts Caused By Major Macro-Level Changes

Virtual experiences boom : The COVID-19 pandemic and remote work have driven **a surge in virtual experiences**, presenting a compelling business opportunity

Younger generations prefer buying wearables, cosmetics, and digital products online, demanding **convenient and personalized shopping**. This affects retailers, who must adapt to offer innovative and tailored options.

The increasing adoption of blockchain technology which provides **a secure and decentralized platform** for the creation and exchange of digital assets and NFTs.

The Growing **Metaverse** Revolution

+400 Millions
Monthly active users

$47 Billions
Metaverse's global market value in 2022

51%
Of the metaverse user base is 13 or younger

13.1%
Is the expected annual expansion of the Metaverse sector

BRANDS JOINING THE METAVERSE

adidas   GUCCI   NIKE   LVMH
         GG   MOËT HENNESSY • LOUIS VUITTON

Core Features

The next evolution of shopping
Immersive shopping experience for physical and virtual items

Proprietary NFC Embedded Technology
Harnesses the synergy of our hardware and software to enhance the value of your physical product

High-fidelity graphics
The latest Unreal Engine 5, paired with in-house software, delivers exceptional rendering and a premium user experience

Digital Wardrobe
Virtual inventory represented as NFTs, complete with proof of ownership.

Upload custom content
SDK for easy brand on-boarding

Virtual fitting room
Enhancing the customer journey through an interactive and intuitive user experience

Connect to Play

@ Username

Password 👁

Forget your password ?

Connect

You don't have any account yet ?

Informations

Personal information   Edit

John Doe

Shipping Address   Edit

| 118 Shop Street... | > |

Card Details   Edit

| Card 1 **** **** **** 1286 | > |

My Profile

My Money

Username   Edit

Titan 2003

Ether Wallet

| 00xxxx...... | > |

Password   Edit

****

My wallet

Email address   Edit

titan@gmail.com

3.5 ◆ ⬤─── Cobalt Token
                    coming soon

My Full Details

Order History

PROFILE   STOCK   SETTINGS   CART

Brands Sections

You Want to Switch Stores to Continue Your Shopping ?
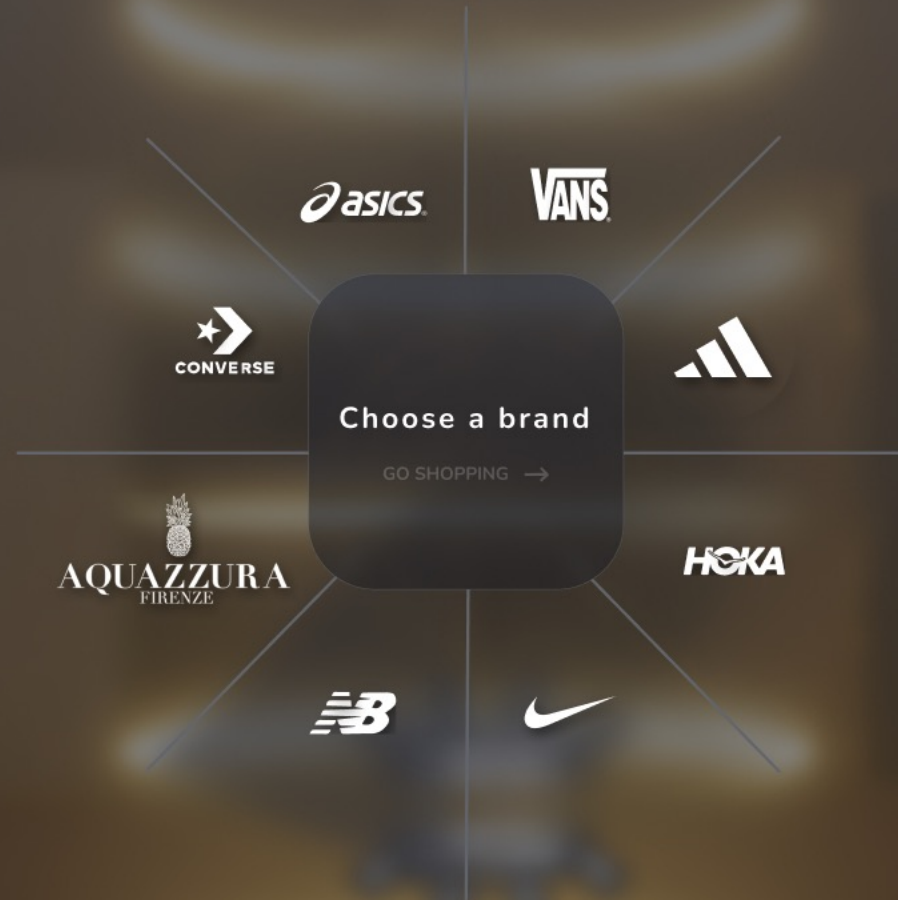
asics

VANS

CONVERSE

adidas

Choose a brand

GO SHOPPING →

AQUAZZURA
FIRENZE

HOKA

NB

NIKE

Brands Sections

You Want to Switch Stores to Continue Your Shopping ?

asics.

VANS

CONVERSE

adidas

Experience the future at Aquazurra's Virtual Store! Take on an exciting quest by interacting with our home collection, and win exclusive merchandise.

DISCOVER →

AQUAZZURA
FIRENZE

HOKA

N

NIKE

COBALT

Shirt

Pants

Shoes

Headwear

Wearing

Virtual Only   COBALT

Quantumsoles

Virtual Only   COBALT

Quantumsoles

Cinematic Mode

PROFILE

INVENTORY

SETTINGS

CART

How **Phygital Shopping** Is Transforming Customer And Brand Experience

Physical Asset

Bridge

Virtual assets

Proof of Ownership

Proof of Authenticity

Product Lifecycle Data

Secondary Market Profits

Tangible Asset

NFC

NFT

NFC and Blockchain: The Future of Personalized Customer Engagement

Brand: Design Phase   **Manufacturer**   **Point of Sales**   **Customer**

- Design-phase brands consider incorporating NFC chips
- Brands have access to all NFC chips linked to an NFT through a web application
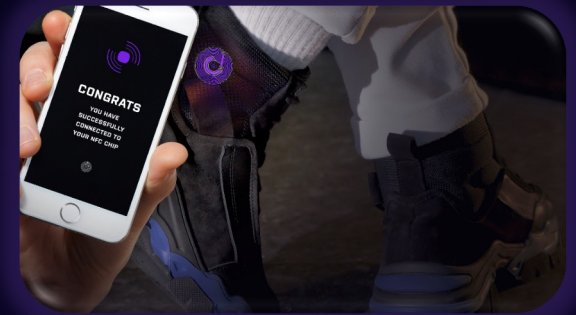- Brands can track the full supply chain

- Manufacturer adds the NFC Chip to physical article
- Lot, serial number, location and date of production are signed on Chip
- Manufacturer is equipped with an app to easily link NFC to NFT
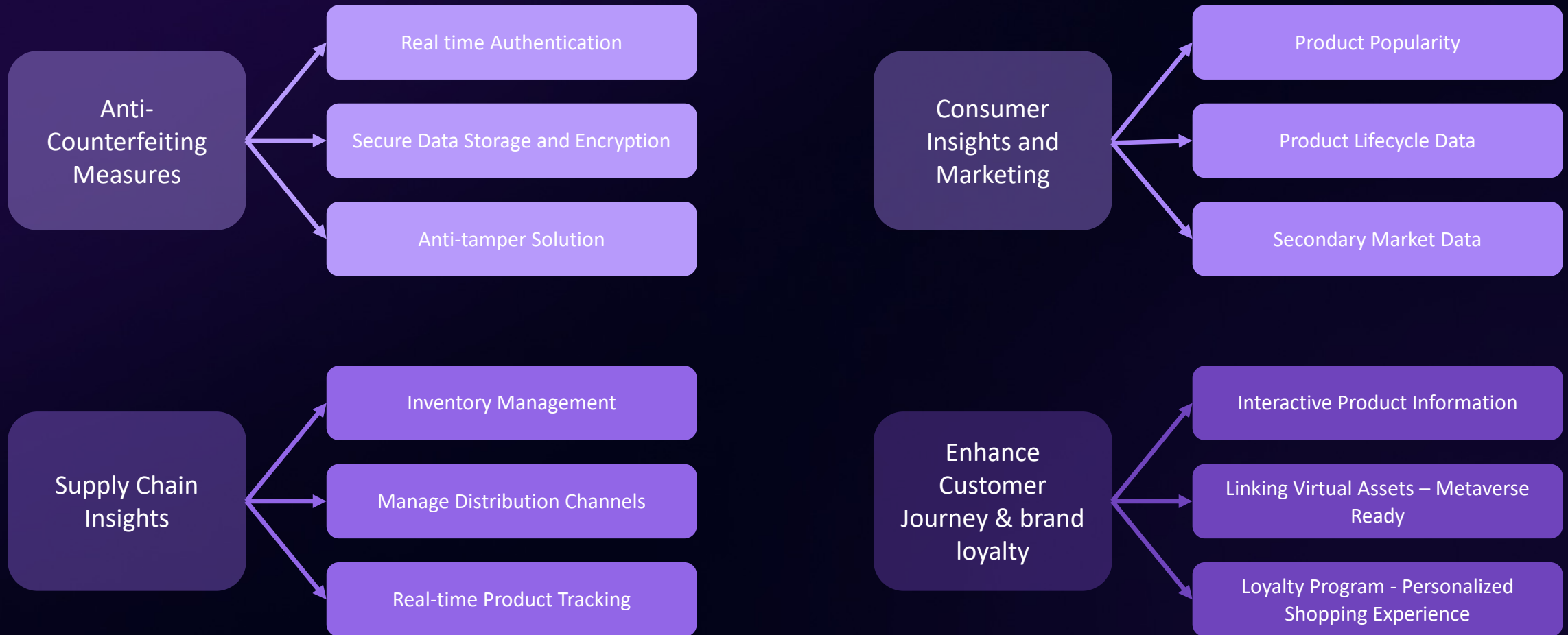
- Date of purchase is added on Chip
- Warranty activation
- Customer info
- Recall opportunity

- Customer can verify authenticity of product by using 'customer app'
- Alongside the order the customer will receive the NFT in his app to proof ownership
- Exlcusive content access

Unlocking New Possibilities: The Synergy of NFC and Blockchain!

Anti-Counterfeiting Measures
- Real time Authentication
- Secure Data Storage and Encryption
- Anti-tamper Solution

Consumer Insights and Marketing
- Product Popularity
- Product Lifecycle Data
- Secondary Market Data

Supply Chain Insights
- Inventory Management
- Manage Distribution Channels
- Real-time Product Tracking

Enhance Customer Journey & brand loyalty
- Interactive Product Information
- Linking Virtual Assets – Metaverse Ready
- Loyalty Program - Personalized Shopping Experience

The Evolution of Technology: Why Current Solutions Fall Short

Feature	QR Code Solution	C-Link (NFC + Blockchain)
Security	Lower Security: Easily duplicated	Higher security: Almost impossible to duplicate
Secondary Market Fee (Royalties on physical products)	Not possible	Possible through blockchain technology
Data Storage Capacity	Limited data storage	Greater Data Storage Capacity
Real-time Updates	Static: Cannot be updated	Dynamic: Can be updated
Scanning Experience	Requires clear line of sight; affected by lightening and print quality	Contactless, seamless scanning experience
Internet Connectivity	Often requires internet connection	Can work offline (depending on implementation)
Encryption	No built-in encryption	Supports built-in encryption
Data Management	Centralized Databases	Decentralized and tamper-proof ledger
Traceability and Transparency	Limited by static data and centralized systems	Enhanced by real-time updates and decentralized data management
Smart Contracts	Not supported	Supported

# Cobalt Will Leverage Your Business In Multiple Ways

DIGITAL PRESENCE

Cobalt is a natural **extension of the digital territory** where artistic directions **can innovate**, marketing teams can **develop brands image** and **tell stories**.

SLEEPING ASSETS

Your brand can **leverage existing physical** sleeping assets to create NFTs (e.g. clothing, shoes, creative designs, photos etc.) - **potential applications are endless**.
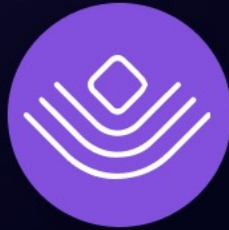
YOUNG GENERATIONS

Cobalt allows to **increase penetration among younger populations** (GenZ and Millennials) in eco-systems where social, shopping are overlapping.

REVENUE OPPORTUNITY

NFTs offer an opportunity to **create margin-enhancing revenues** (near to zero COGS) and will become the **next frontier of e-commerce**.
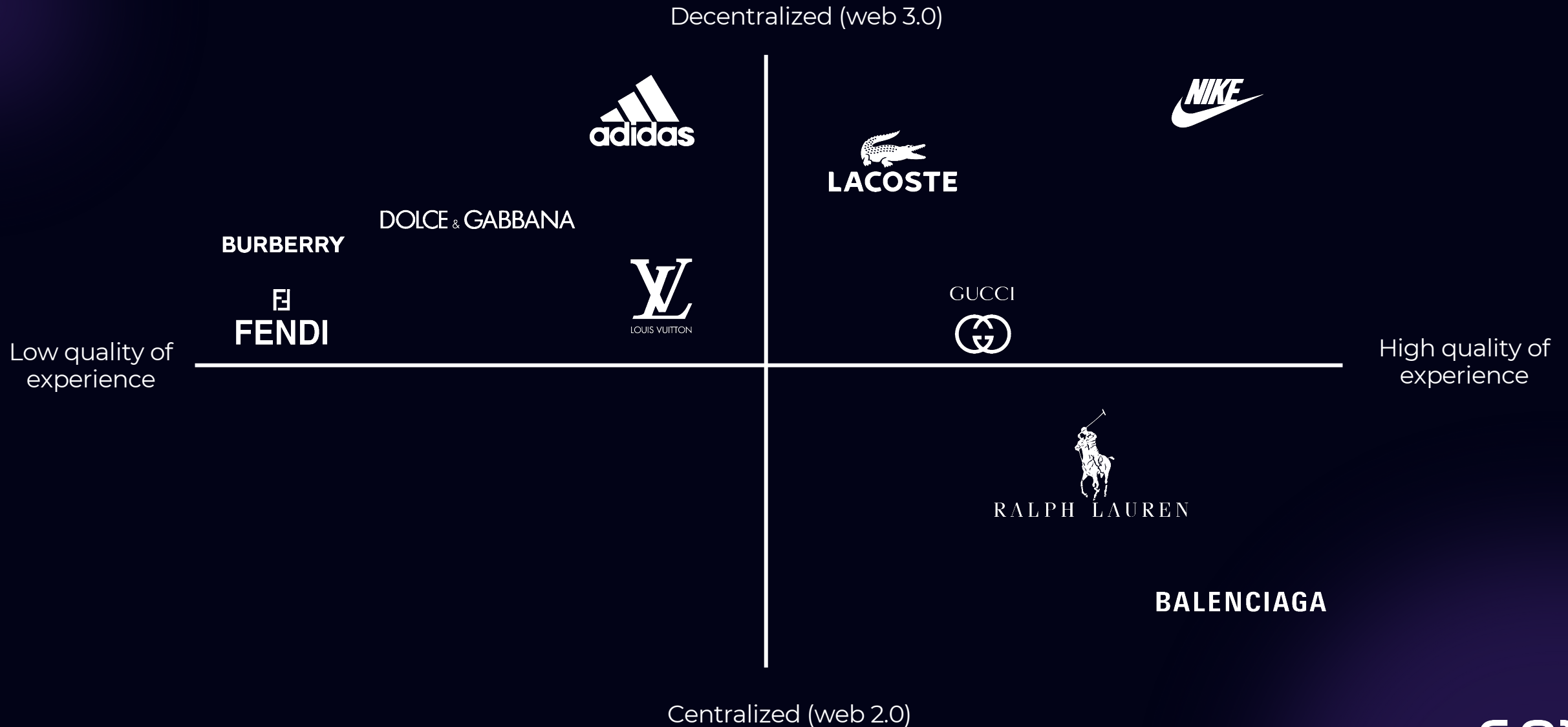
BRAND AMBASSADORS

Brand ambassadors – who could be buyers of NFT – can **amplify the awareness, credibility and virality** of NFT creations.

CRM ENHANCER

Use NFTs as a key to a **journey of benefits** that can be equally physical (i.e. receiving clothes, shoes and various other lifestyle products).

A **Market Shift**

Decentralized (web 3.0)

adidas

NIKE

LACOSTE

DOLCE & GABBANA

BURBERRY

GUCCI

FE
FENDI

LV
LOUIS VUITTON

Low quality of experience

High quality of experience

RALPH LAUREN

BALENCIAGA

Centralized (web 2.0)

C-01
PROJECT

Build a Unified Customer Journey

How to Continuously Increase Brand Strength on the Metaverse and Build a Unified Customer Journey

Combine your physical and virtual products (phygital) into one unified costumer journey with **Cobalt**

Unify

Build exclusive NFTs branding your values on your own or with blockchain partners (NFT with future functions)

Create

Start events or promotions in the metaverse

Promote

Collaborate with existing metaverse projects (Sandbox, Decentraland, Roblox) and have a metaverse presence like virtual shops or offices

Present

Articles and papers about Metaverse and its opportunities with gamification in the own industry

Mobilize

C-01 PROJECT

Case study : Nike

Since 2018 Nike is **Continuously Pushing**
its Brand Into the **Metaverse** as a Core Value of its Corporate Strategy

Now Nike tests new products in the Metaverse and popular launches e.g. the "Cpryptokicks" shoes as exclusive physical products. By owning the NFT product, one is entitled to the digital product, but also to the physical one. In addition, users can participate in the design process and become a part of the brand - digitally and physically.

Unify

Feb 05, 2022 Nike launched first NFT collaboration "MNLTH" on OpenSea
Dec 13, 2021 Nike purchased leading fashion house RTFKT now Nike Virtual Studios to create digital clothes and shoes as NFTs (Link)

Create

Nov 18, 2021 Nike announced Nikeland on Roblox with future sport events and collaboration promotions (Link)
Oct 27, 2021 Nike filed seven trademark applications for digital goods (Link)

Promote

Dec 10, 2019 Officially Secures Patent for "Cryptokicks" Cryptocurrency System (Link)
Mar 21, 2019 Nike sponsored the event „Air Max Day" on Roblox (Link)

Present

Mar 29, 2018 Nike announces interactive way of sneaker try-on (Link)

Mobilize

Analyzing Nike Drop's Key Performance Indicators (KPIs)

Secondary Transactions of NFTs

82.430

Primary Sales Revenue

$93million

Secondary Sales Volume

$1.33billion

Royalty Revenue

$92million

Successful Nike Strategies: A Comprehensive Overview

✓ Nike acquires "RTFKT" in Dec. 2021, a digital fashion and collectibles company (founded in January 2020), giving it a head start in expertise and technology in the web3

✓ Nike already had and maintained web2 communities and brought them to the decentralized space, web3

✓ Nike bridged the "sneaker hype" of rare Sneakers that usually get a lot of value due to its scarcity to its NFTs with a broader ecosystem and multiple value

C-01
PROJECT

Case study : Tiffany&Co

Tiffany & Co Brings Its Legacy and Luxury
to the Digital World by Leveraging Community & IP in Web 3.0

December 31, 2022 Holders received their physical Pendant (Link)
August 05, 2022 Official mint of the Tiffany X Cryptopunk NFT goes live, and sells out completely within minutes (Link)
Besides a few tweets & the promotion of Alexandre on his private Twitter Account no big marketing campaigns were needed to make the NFT-entry a great success

July 31, 2022 Tiffany & Co. announces NFT Collection for Cryptopunk Holders; Tiffany & Co understood the demand in the markets situation and acted with a limited NFT edition, leveraging strong Web 3.0 Communities by linking a NFT to a unique, luxurious physical product (Link; Link)

April 09, 2022 Alexandre posts the making off & starts a Poll for custom Cryptopunk Pendants on Twitter to include the community (Link)
April 07, 2022 Alexandre posts his Cryptopunk Pendant on Twitter (Link)

April 05, 2022 Multiple influencers post their received physical "Tiffcoin" on Twitter (Link)
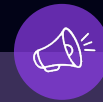Alexandre Arnault continues to tease his Twitter followers

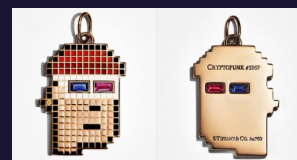**April 01, 2022** Tiffany & Co announces their "Tiffcoin" and teases entering web 3.0 with previous tweets (Link)

Create

Promote

Activate

Present

Mobilize

C-01
PROJECT

Analyzing Tiffany Drop's Key Performance Indicators (KPIs)

Number of NFTs available
250 each

Total amount raised
$12.5million

Price of the NFTs
30 ETH / ~$50.000
(August 2022)

Sold out in
22minutes

Successful Tiffany Strategies: A Comprehensive Overview

✓ Tiffany & Co. included the Crypto Punks / Web3 Community in making the decision whether to launch a Pendant to the "blue chip" NFT Cryptopunks or not

✓ They estimated the right demand for the NFT Collection & also the right price in the market situation in August 2022

✓ Marketing was perfectly executed by leveraging the private twitter of Alexandre Arnault to reach the right audience

A Growing And Engaged Community

OUR NFT'S HOLDER

Holders

4000+

Volume Trade

13 762 ETH

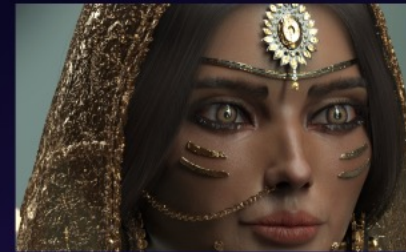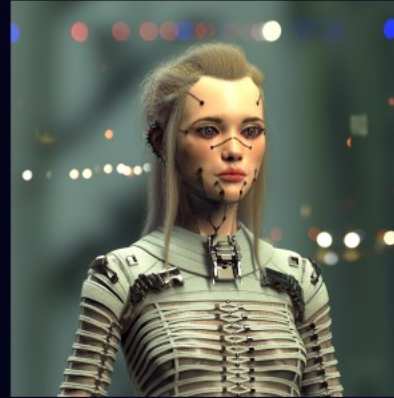## OUR MEMBERS

Discord Members

215.958

Twitter Followers

70.2K

Instagram Followers

23.9K

Our **NFTs**: Exploring The Intersection Of **Art** And **Technology**

Numbers of Traits
274

Diverse and Inclusive NFTs: Redefining Beauty Standards in Fashion

We believe that beauty should be celebrated in all its shapes, sizes, and colors. That's why our NFTs collection features a diverse range of ethnicities, so people from all around the world can see themselves represented. We take pride in promoting inclusivity in all our initiatives as we strive to push fashion into a new paradigm.

Our NFTs: Exploring The Intersection Of Art And Technology

Numbers of Traits

235

Exclusive C-02 Male Avatars: Our Gift to the Community

Following the tremendous success of our first mint sale, we wanted to show our appreciation to the community by gifting a free male avatar to every holder of our initial collection. We've meticulously designed this new collection, C-02, with over 235 distinct traits, showcasing our commitment to delivering highly detailed and unique NFTs.

Exploring
Collaborative Opportunities

Access **the largest fashion NFT community**

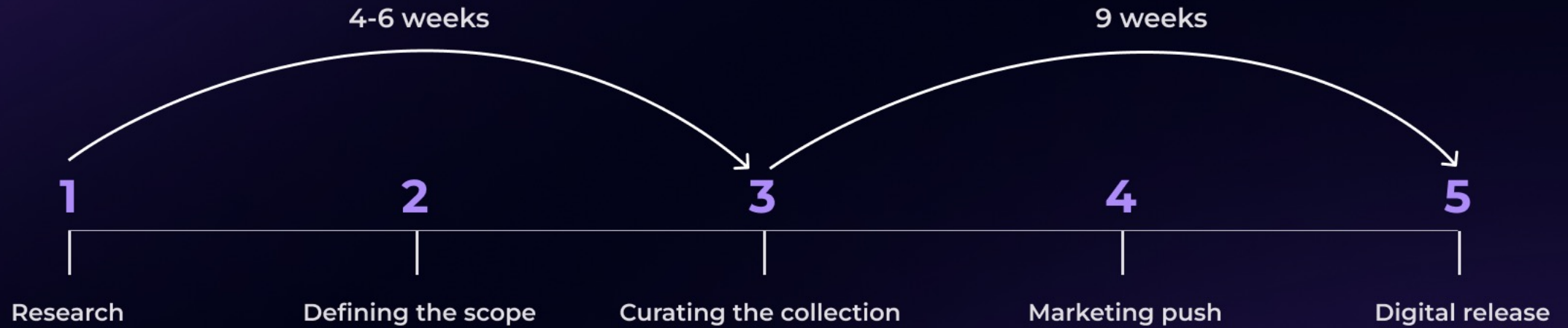No technical constraints- We provide you an easy and **fast on-boarding**

We are giving you a **substantial exposure** for your physical and virtual brand

No string attached- you are free to create any other **NFT or metaverse** related project

Create **new streams of income and new vertical integrations**

Optimizing The Onboarding Experience

4-6 weeks

9 weeks

1

2

3

4

5

Research

Defining the scope

Curating the collection

Marketing push

Digital release

Behind Cobalt

OUR TEAM

LEELOO
CEO

LOWEN
CFO

GABRIEL
COO
in

SAMIR
ARTISTIC DIRECTOR
in

MIKA
LEAD BACKEND DEV
in

ISABELLA
MARKETING MANAGER
in

MARIE
ARTISTIC DIRECTOR
in

XAVIER
CHARACTER DESIGNER
in

HENRIQUE
UNREAL ENGINE EXPERT
in

JALIL
UNREAL ENGINE EXPERT

PIERRE
BLOCKCHAIN ARCHITECT

LAURA
MARKETING AND OUTREACH

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