



# Marken (-Events) im Metaverse: JFDI\*

14.09.2022

Software Brauerei AG

\* old school Web2 Akronym:  
Just Fucking Do It.



**Wir haben uns  
umgehört...**



## **Rapahel – der Erfahrene**

*“Überblickt die Situation und hat vor 17 Jahren mal eine Webpage sogar selbst designed...”*

**“Metaverse für Marken?!”**

**Pitchen wir lieber ein  
Rebranding und  
Performance Marketing, da  
kennen wir uns besser  
aus...”**



## **Stan – der Kreative**

*“Der einzige im Team der nicht alles an externe Agenturen delegiert...”*

**“Metaverse für Marken?!”**

**Bin am Start. Wir können hier etwas ganz neues für Brands aufbauen. Völlig unbesetzte Claims!”**



## Herr Dr. Meiritz (CEO)

*"Sollte sich um andere Dinge kümmern, hängt aber am liebsten im Marketing Team und dropped Ideen..."*

**"Metaverse für Marken?!"**

**Wir müssen unseren Online Shop ins Metaverse bringen! Jetzt. Sofort!"**



**Gaby Jenny, CFO**

*"Von Natur aus pessimistisch."*

**"Metaverse für Marken?!"**

**Metaverse wird der neue  
Segway. Jeder findet es cool,  
keiner nutzt es..."**



### **Tara, Praktikantin**

*“Die einzige im Team, die schon mal im Metaverse war und in diversen NFT Discords mitliest...”*

**“Metaverse für Marken?!”**

**Marken sollten sich nicht nur auf das Metaverse fokussieren, sondern auf Web3...”**



**Wayne Lambo (19), selbsternannter  
Krypto Millionär...**

**“Metaverse ist DAS nächste  
grosse Ding. Get ready  
Now, WAGMI!\***”

**\*WAGMI: We all gonna make it**











Chutmog  
bazachain

BilDarkWolf07

Special EDITIONS

Special EDITIONS

Marine



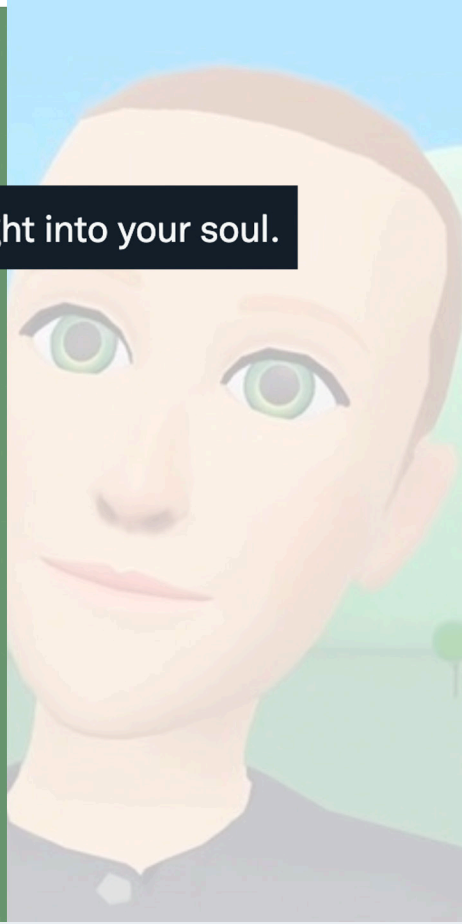


Mark Zuckerberg ✓

1d · 🌐



👏🇫🇷🇪🇸 We're launching Horizon Worlds in France and Spain today! Looking forward to seeing people explore and build immersive worlds, and to bringing this to more countries soon.



Was können Marken im  
Metaverse heute  
machen?



Was kostet Metaverse?

**WRONG**



# **“Metaverse Projekt Beispiel”**

# THE UNBORN







TRIP TO MUSIC NFT

Click here + add a screenshot or video! Tag + follow @Uniquehorns\_nft + @Uniquemusic + #TRIPtoMusicNFT for weekly giveaways

Amolecho#af4a (VIEW)



10

Status

Buy Now On Auction

New Has Offers

Price

United States Dollar (USC)

Min to Max

Apply

Chains

On Sale In

Background 10

Bracelet 3

Chain 9


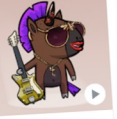
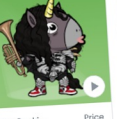
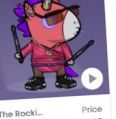
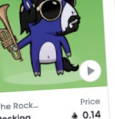
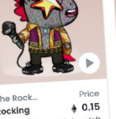
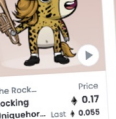
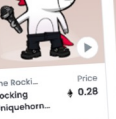
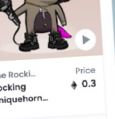
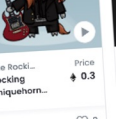
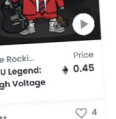
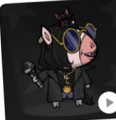
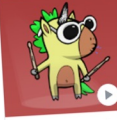
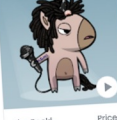
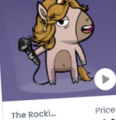
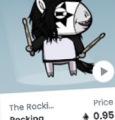
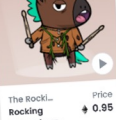
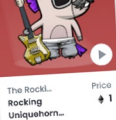
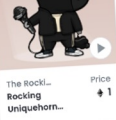
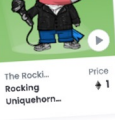
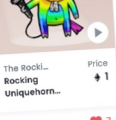
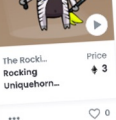

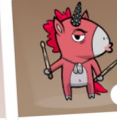

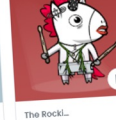
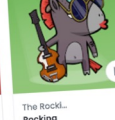
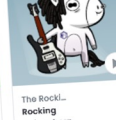
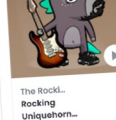
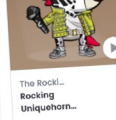
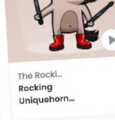
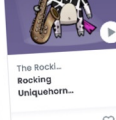
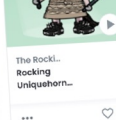


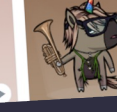
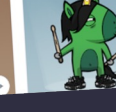

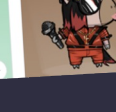
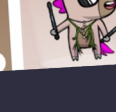
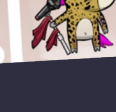

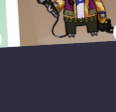
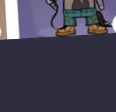
Earring 15

Eyes 38

Glasses 20

Hair 62

Hat 4

 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.09 ... <span>♥</span> 2	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.095 ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.1 ... <span>♥</span> 1	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.12 ... <span>♥</span> 3	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.14 @ 2 days left ... <span>♥</span> 1	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.15 @ 4 days left ... <span>♥</span> 5	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.17 Lost $\uparrow$ 0.055 ... <span>♥</span> 2	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.28 ... <span>♥</span> 1	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.3 ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.3 ... <span>♥</span> 0	 The Rock... TRU Legend: High Voltage Price $\uparrow$ 0.45 ... <span>♥</span> 4
 The Rock... TRU Legend: Bat Biter Price $\uparrow$ 0.49 ... <span>♥</span> 6	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.5 ... <span>♥</span> 3	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.69 ... <span>♥</span> 2	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.9 ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.95 ... <span>♥</span> 2	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 0.95 ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 1 ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 1 ... <span>♥</span> 1	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 1 ... <span>♥</span> 3	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 1 ... <span>♥</span> 7	 The Rock... Rocking Uniquehorn... Price $\uparrow$ 3 ... <span>♥</span> 0
 The Rock... Rocking Uniquehorn... Price $\uparrow$ 3.1 ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 1	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 1	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0	 The Rock... Rocking Uniquehorn... ... <span>♥</span> 0
										



10 Events

- # temp
- # whale\_watching
- # collabland-config

TOUR STATS

- members-4443
- Band Members: 4.46K
- Mint Price: 0.0666 ETH

INFORMATION

- announcements

- # whats-up
- # verify
- # official-links
- # info-channels
- # verify-tru
- # roadmap

- STAGE
- # main-stage
  - # claim-noan

announcements Follow

seeing the pop-up gatherings!

Here's this week's event lineup:

**Monday:**  
4pm PT/7pm ET - @StoneyEye -- keep an eye on the #giveaways channel!

**Tuesday:**  
6pm PT/9pm ET - @Jack Frost | Alien DJ

**Wednesday:**  
8pm UTC/4pm ET - @nima.yahya  
9pm UTC/5pm ET - @MrSweMusic

**Thursday:**  
4pm UTC/noon ET - Marketing Decentraland Ep19 with @shelleyvan @Dhino14 & @ckbubbles  
9pm UTC/5pm ET - @ASH | Shaman  
12am UTC/8pm ET - @PinkstarJVB

All TRU Band Room Events:  
<https://events.decentraland.org/?search=tru+band+room>

	5 - MON	6 - TUE	7 - WED	8 - THU
TRU BAND ROOM	4PM PT/7PM ET STONEY EYE	6PM PT/9PM ET JACK FROST	8PM UTC/4PM ET NIMA YAHYA	4PM UTC/12PM ET MARKETING DCL EP19
	4PM UTC/12PM ET ASH ORSHAN	6PM UTC/5PM ET MR. SWE SWEDNESDAYS!	8PM UTC/5PM ET PINKSTARJVB	TRU BAND ROOM [27 - 118]
SEPT 5-11	9 - FRI	10 - SAT	11 - SUN	
				PLEASE NOTE: TIMEZONES DIFFER FOR EACH PERFORMANCE

9 10 3

TRU FOUNDERS — 1

Fairy Mercury

TOUR CREW — 1

eminabec - the boss bi...

ARTIST — 12

Bobby Yaps

coconutsunday

godsick

Jack Frost | Alien DJ

Jadedd.sol Xx

joshsavagemusic

mikebassmusic

MrSweMusic  
Streaming TheLab Nightrid...

nikwaz

StoneyEye  
StoneyEyeStudios

TRIP HVZVRD

violettazironi

VERIFIED TRU HOLDER — 26

1universe.eth

Message #announcements



- Search Layers
- Pages
- characters
  - pfp
  - legends
  - fun
  - gif
  - Romans Legends
  - team
  - Symbols
  - Discord
- mozart 1
- shoes\_0003\_no\_sneaker
  - eyes\_0001\_basic
  - hair\_0016\_mozart\_hair
  - outfit\_0014\_mozart\_tattooes\_outfit
  - tails\_0015\_mozart\_tail
  - horn\_0005\_gold
  - mouth\_0023\_mozart\_mouth
  - body\_0005\_mercury
- mozart 2
- shoes\_0003\_no\_sneaker
  - eyes\_0001\_basic
  - hair\_0016\_mozart\_hair
  - outfit\_0014\_mozart\_tattooes\_outfit
  - tails\_0015\_mozart\_tail
  - horn\_0005\_gold
  - mouth\_0023\_mozart\_mouth
  - body\_0005\_mercury
- mozart 3
- shoes\_0003\_no\_sneaker
  - eyes\_0001\_basic
  - hair\_0016\_mozart\_hair
  - outfit\_0014\_mozart\_tattooes\_outfit
  - tails\_0015\_mozart\_tail

Anima

LAYOUT PROTOTYPE EXPORT

CODE Export

SPECS Sync

HOSTING Manage

Preview in Browser

# De

```
trusol X
1 // SPDX-License-Identifier: MIT
2 pragma solidity ^0.8.0;
3
4 import '@openzeppelin/contracts/token/ERC721/extensions/ERC721Enumerable.sol';
5 import '@openzeppelin/contracts/access/Ownable.sol';
6 import '@openzeppelin/contracts/utils/Counters.sol';
7
8 contract TheRockingUniquehorns is ERC721Enumerable, Ownable {
9
10     using Counters for Counters.Counter;
11
12     Counters.Counter private _returnedCounter;
13     Counters.Counter private _refundableCounter;
14
15     uint256 public MAX_SUPPLY = 9990;
16     // reserved for team, giveaways, collabs, musicians
17     uint256 public PROMO_TICKETS = 190;
18     uint256 public PRICE = 0.0666 ether;
19
20     uint256 public RETURN_PERIOD_START = 1638813966; // December 6th 6:06:06pm UTC
21     uint256 public RETURN_PERIOD_END = 1644516366; // February 10th 6:06:06pm UTC
22
23     // Provenance hash
24     string public PROVENANCE;
25
26     // will be moved to IPFS when sale has ended. needs to be centralized for instant reveal.
27     string private _baseTokenURI;
28     string private _contractURI;
29
30     uint256 private _maxBookingTransactionSize = 10;
31     uint256 private _maxBookingSizeWhitelist = 6;
32
33     uint256 private _amountBlockedForRefund = 0 ether;
34
35     bool private _salePaused = true;
36     bool private _whitelistPaused = true;
37
38     // possibly allow for additional refundable TRUs after whitelist
39     uint256 private _maxReturnable = 0;
40
41     struct TRUData {
42         address discoveredBy;
43         uint256 mintPrice;
44         bool refundable;
45     }
46
47     //whitelist etc
48     mapping(address => uint256) public whitelist;
49     mapping(uint256 => TRUData) public originalBandMembers;
```



# This is TRU.

The Rocking Uniquehorns

250+

Metaverse  
gigs

20k+

visitors

100+

artists

#1

Brand for  
Metaverse  
concerts



**Welches Potential  
eröffnet **web3** für  
Marken & Brands?**

# web3

---

in **one** sentence?

- Dezentralisierung
- Web1: read-only | Web2: read-write | Web3: read-write-own
- Ein „Money Layer“ für das Web
- Ein „Identitäts Layer“ für das Web
- Der „Sturm auf die Bastille“ der großen Plattformen
- ...
- 🤪

# web3

---

in **one** sentence?

- Dezentralisierung
- Web1: read-only | Web2: read-write | Web3: read-write-own
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- Ein „Identitäts Layer“ für das Web
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- 🤪

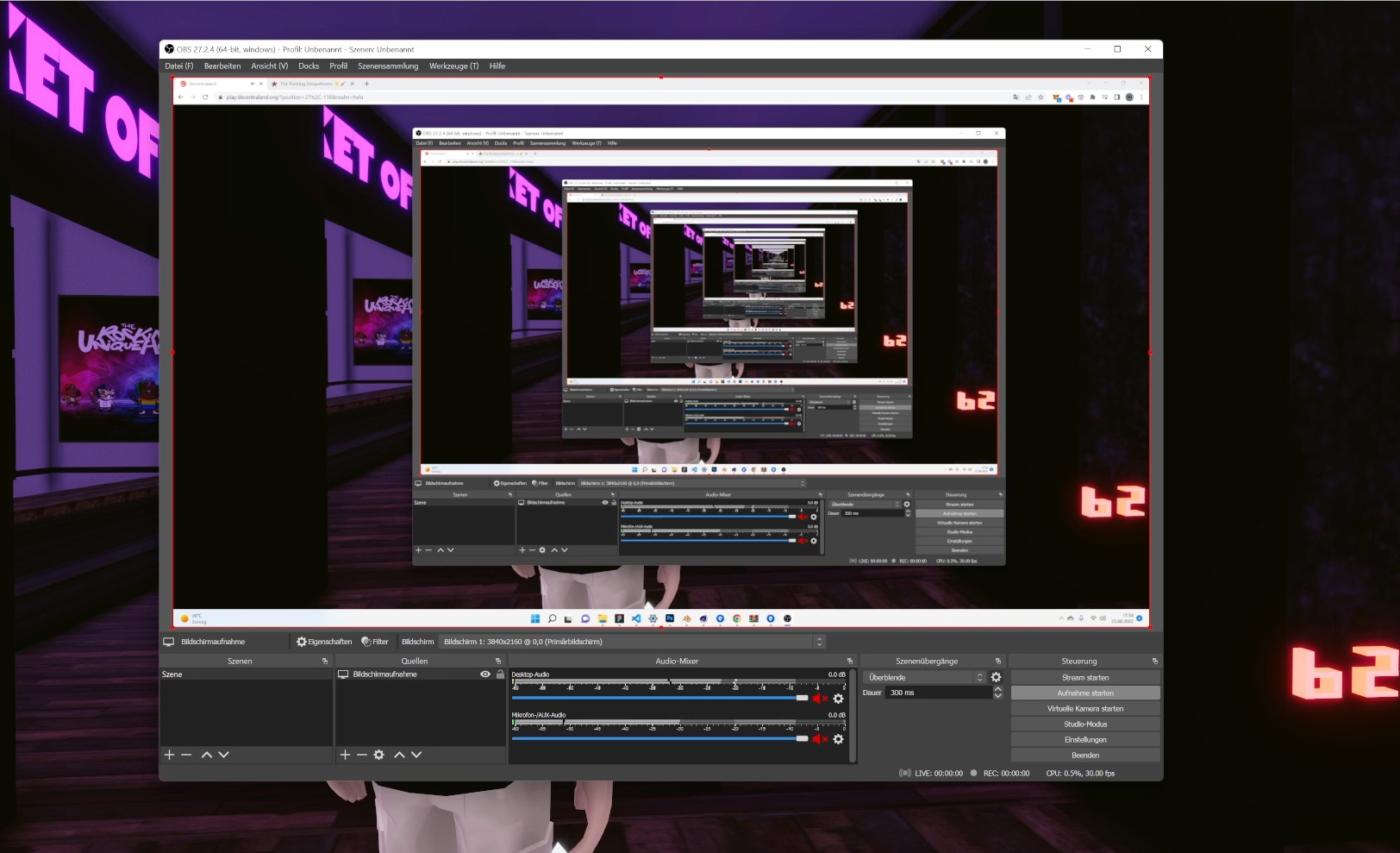


**ENERGY**



LIVE SHOW

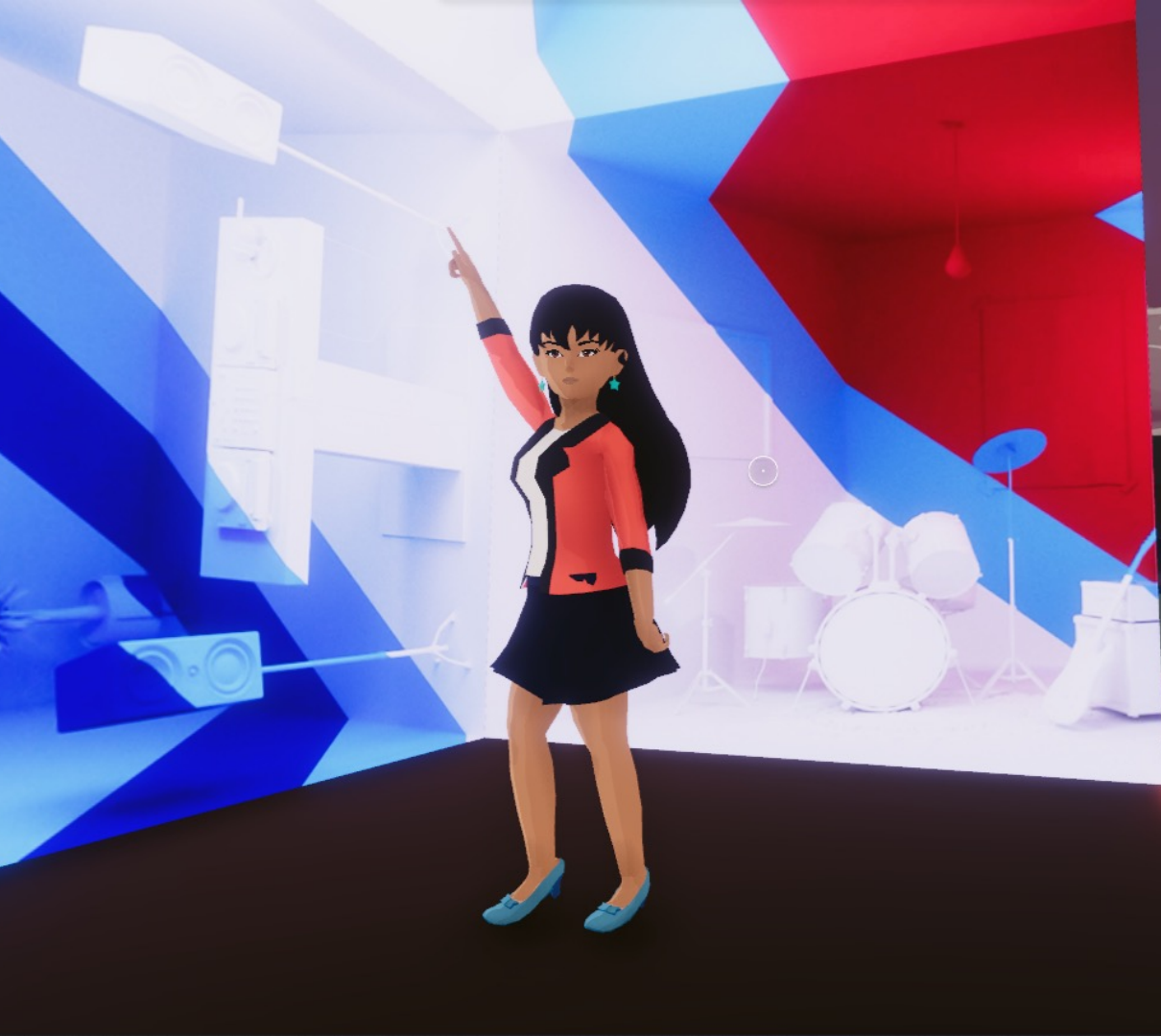
THE WAVE HOUSE



li\$ten



**adverti\$ement**



**Mach eine  
einmalige  
Aufnahme  
im blue  
Space.**

**li\$ten2Earn**



# Fairy\_Mercury

fairymercury.eth Joined August 2021

NFT enthusiast & creator!

Collected 68 Created Favorited 57 Activity **More**



Search by name

Recently received



Energy Air 22  
TRU SHOAP

...



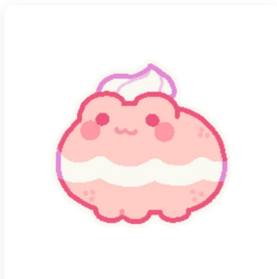
Radio Energy Cap  
Radio Energy Cap

...



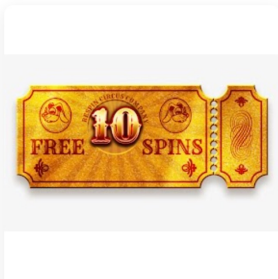
1 #MetaPass  
Black MetaPass

...



BeanFrog #2  
BeanFrogs (Genesis)

...



NftSpin #67  
Last NftSpin Official

...



Marketing Decentraland Episod...  
TRU SHOAP

...



Alma Cilurzo  
TRU SHOAP

...

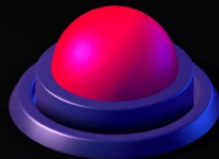




Mit Radio Energy ins Metaverse

**Gewinne Energy Air Tickets!**

Du hast SHOAPs im Radio Energy Metaverse Studio gesammelt? Dann verbinde dein Wallet und aktiviere den Buzzer.



*2 Tokens zum verbuzzen!*

\*Wir unterstützen Ethereum Blockchain fähige Wallets, wie z.B. Metamask



#### Gewinn einlösen

Du brauchst eine Schweizer Mobiltelefonnummer. Auf diese Nummer senden wir anschliessend ein SMS mit weiteren Informationen zum Bezug der Tickets.

#### Tickets beziehen

Du brauchst ein Login bei energy.ch. Wenn du noch keines hast, erstelle eines und verwende die gleiche Mobiltelefonnummer wie vorher. Nach dem Einloggen

# energy goes Metaverse

unleash the **web3** potential

- Radio neu gedacht – Radio Metaverse Channel
- Advertisement neu gedacht – Swisscom Cubus/Ad Lounge
- Token Integration– Li\$ten2Earn
- Marketing neu gedacht – Metaverse Story Telling

**Everything will be  
tokenized and  
connected by a  
blockchain one day.**

---

**Fred Ehrsam**, Coinbase founder



**LFG!\***

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**\*Let's Fucking Go!**