

Adello

BY  LAB51



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TOP 50

BUSINESS &
MARKETING
visionaries

NFT PARIS
2023

by Janina Vinklere,
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ALISON
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Co-founder, COO &
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WEB3

&

Underrepresented Communities

EDITOR'S NOTE

Welcome to the first edition of Adello Magazine in March 2023!

As we celebrate Women's History Month, we are proud to feature two exceptional women who are making waves in the Web3 space.

Alison Alexander, Co-founder, COO & Director of Ethics and Social Policy @Metacampus, shares her personal story and insights on how Web3 can empower underrepresented communities. As we move towards a more decentralized internet, it's essential that we ensure all voices are heard and represented.

Janina Vinklere, Founder of Vividly Space and Entrepreneur in Residence @LAB51, shares her exclusive insights from NFT Paris 2023, the event that took place last week and opened doors to explore the exciting possibilities in Web3 and the ways the NFT market could shape the future of business.

At Adello, we believe in promoting diversity and inclusion in all aspects of our work. We're committed to amplifying the voices of underrepresented communities and providing a platform for diverse perspectives. This month's edition of the magazine is dedicated to featuring women who are making a difference in their fields. I hope that this inspires you to continue championing diversity and inclusion in your own work. Together, we can create a more equitable and just world for all.

Yours,

A stylized, handwritten signature in black ink that reads "Anna Pak". The signature is fluid and cursive, with a large, sweeping 'A' and a long, trailing 'k'.

Head of Marketing at Adello & LAB51



How Web3 Can Empower Underrepresented Communities

BY ALISON ALEXANDER

Despite the potential of the Internet, there is a problem of underrepresented communities on the web. This is particularly true for minorities, women, and low-income individuals.

Shedding light on the underrepresented, Web3 opens the door to new digital opportunities.



Weekly Highlight



I'm returning to this point. First, a little about myself.

In 1988 I started what would become a 32-year career in public services. I was 20 and, without formal qualifications, I already had nearly five years of work experience.

That means I was only 15 years old when I started work, and, yes, in England, it was and still is, illegal to work full-time at that age.

At that point in my life, I was one of the forgotten ones. A teenager, living in a children's home. Instead of a school, I was given an opportunity to work. And that was the best thing that could have happened to me.

For the next 3 years, whilst still living in a children's home, I got to travel the breadth of the UK. Then, at short notice, I was invited to Canada to help advise professionals and young people. A great opportunity that posed a small—well, rather big—problem. I was a kid in care, and no one had my birth certificate. After a lot of work in a very short time, at the last minute, we found it. I got my passport and ventured onto my first flight to Toronto, Canada, where I attended a conference ... as an adviser.

I couldn't believe what was happening to me – and, as I said, my life changed forever.

Let's go back to the missing passport that nearly curtailed my opportunity. Who knows where I would be if I had not gotten on that plane? My destiny relied on a piece of paper I didn't have access. What's even harder to believe is that in 2022 many are in the same powerless position. This was my first "Aha! moment" with Web3 when I realized how it could revolutionize people's lives – especially those in disadvantaged and underrepresented communities.

So by 18, following my travels around parts of the globe and working with disadvantaged young people, I launched a charity called The International Youth In Care Network. Our goal was to link youth in care networks across the globe to strengthen our voices and help us learn from each other.

I suppose I could have been called an entrepreneur, using today's language.

After meeting and working with so many educated and qualified people, I quickly realized that I needed to get educated or I wouldn't get very far—that's intimately connected to my second "Aha! moment" of how Web3 revolutionizes people's lives.





I took myself back to school—in the UK, we call it college if you are over 18 years of age—to get my primary education. Whilst doing this, I continued running the charity pro bono. It wasn't a paid role. Two years of education and volunteering later, I finally had some basic qualifications under my belt to add to my work experience, so I was ready to get a paid job.

My first full-time job, as a 20-year-old, was Community Worker. No, it was not a Web3 community manager! But there are tons of similarities, especially because of its community focus—"Aha moment" number 3.

Back then, my community worker role had a twofold purpose:

- Connecting with local people, especially those underrepresented, help them to engage with the broader community, empowering them to be active members.
- Assisting the community to recognize their diversity of needs and help them find ways to include all their members

I've spent my life working with and for people—especially young people—who are disaffected and disadvantaged because of their gender, race, sexual orientation, and class. Perhaps I've done this because, for a large part of my life, I have been disadvantaged myself on many levels:

- I had grown up in an uncaring working-class household; my parents were abusive to my two female siblings and me,
- I spent 8 years of my life living in the government's care. In the UK, I was referred to as a looked-after child.
- I was, and remain, dyslexic. No one had taken care of my education, so no one diagnosed it.
- I am a woman.



After 32 years in the public sector, trying to bring change to children and communities, I stepped into virtual reality. VR engages our thinking, feeling, and behavior, allowing us to learn four times faster. The VR I developed allowed anyone to walk in the footsteps of children victims of criminal or sexual exploitation being harmed by adults. As Maya Angelou famously said: “People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

I believe in the transformational impact of an experiential approach because my life experience has shaped the person I am now: an activist and pragmatist—what Kolb’s learning styles would define as a Doer. Now, the metaverse is offering that impact opportunity with communities. A year ago, I ventured further into Web3 with a team of other does led by Pere Pérez, whom I developed my virtual reality projects with.

Metacampus helps anyone thrive in Web3 by growing their knowledge, helping them master technology tools, and embracing the Web3 culture. At the same time, we are also empowering new start-ups in the Web3 ecosystem, creating a circular system that matches the connected essence of the virtual economy.

A year on, I remain inspired by Web3 every day.

I believe Web3 and its tools can rebalance society: bring more significant equity to the world, give people control over their own lives, and provide all people the opportunity to shape, influence, design, and determine the future through decentralization.

Many are the uses for the tools of Web3, but let me focus on those I mentioned earlier. I think they can have a significant impact:

- Blockchain and its use for storing information and certifying us, our competence, and our experience.
- The drive for community engagement, ownership, and decision-making.

Blockchain— as we all know—is an immutable ledger that facilitates the process of recording transactions and tracking assets. Those assets can be tangible—a birth certification, a passport, a certificate of education, an endorsement of experience—or intangible—personal memories.

Let's imagine, for instance, that when a person is born, they get a tangible asset on the Blockchain instead of a paper copy of their birth certificate—unlike my story. This means the individual is in control of their identity. They can secure a passport or a driving license. With a birth certificate on the Blockchain, they can recall it at any point, being protected from the negative behaviors of others. Using the Blockchain to store passports would help mitigate children being trafficked or sexually exploited—as their age and true identity would be on the Blockchain.

The same benefit applies to a working environment. Using the Blockchain to record contracts reduces the likelihood of people being abused by their employers.

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Storing information on-chain can help individuals fleeing persecution or war. For instance, a migrant with no proof of identity in the new country. A simple deposit of information onto a blockchain would mean the person's identity and, therefore, their rights are protected. Not only would this empower the person, but it would also help society because they can immediately engage in their community, economically and socially.

This brings me to how the Blockchain allows people to capture their achievements in a secure record that cannot be altered. For instance, often young people who experience disadvantage and disaffection don't perform well in an education environment but may be outstanding in other areas such as gaming and coding or have a high level of social skills and emotional intelligence. This performance can be captured on an immutable ledger and open up the job market to them—as prospective employers can check their performance record on the Blockchain.

Experience being rewarded as highly as education lets us address some existing inequalities. This brings me to my final point: community.

34 years ago, I worked as a community worker. What I see and experience in Web3 today is very similar to what I saw back then. People want to belong. From my experience in Web3, I notice that people, individuals from all sectors—art, finance, tech, film, social,

entertainment, and so on—want to be community members. Society is coming full circle: in the '60s and '70s, we were community orientated; in the late '80s, 90, and early 2000's, we shifted and focused on individuals; now, there is a movement back to a community focussed.

The new community is not defined by geographic or family boundaries. There are no borders and boundaries in Web3. Communities are built around something more meaningful that preserves their individual identity: interests, skills, and knowledge. A similar relationship is being established with companies, which is key for Web2 companies transitioning to Web3. Individuals no longer want to be viewed as customers. They want to be seen and treated as community members. As such, they want to contribute to the decisions of companies they support.

In short, and going back to the title of this article, Web3 is for the people by the people. Twelve months ago, I entered Web3 as a 53-year-old woman with no tech experience and was questioning myself daily. Today, literally thousands of hours of learning later, I am even more inspired and assertive in my opinion that the tools of Web3 are designed to secure technology and cultural revolution.



#persona



ALISON ALEXANDER

Co-founder, COO & Director
of Ethics and Social Policy @Metacampus

Alison Co-Founded Metacampus, a holistic business model to maximize growth potential through lifetime training & collaboration opportunities.

Her focus is operational activities & ethical considerations. Previously, she led a Social Enterprise providing game-changing Virtual Reality training to public services internationally & 30 years managing/leading

public services in the UK.

Her passion is addressing inequality & protecting children, inspired by her own experience in the UK's care system, captured in her book 'Settling for Less'.

Metacampus aims to unlock human potential in the Web3 ecosystem.



Everything You Should Know About NFT Paris 2023

BY JANINA VINKLERE

NFT Paris is bringing the best of the NFT space with pioneering brands. Janina Vinklere, the Founder of Vividly space, Entrepreneur in Residence at LAB51, Digital Marketing lecturer, and Web3 and metaverse builder, shared with us exclusive insights on NFTParis 2023.

The 2-day event NFT Paris grew from just 500 people last year to more than 18 000 people in February 2023. The audience was so diverse —from government officials and the First Lady of France, Brigitte Macron, to senior stakeholders of famous brands and DAOs, to professionals from the art, gaming, and digital fashion industries — the mix and quality of people was mind-blowing. The air was energized, conversations were lively, and everyone was in a good mood for networking.

As a first high-level takeaway, the majority of the visitors say that the NFTs, Web3, and the metaverse have a bright future and large

potential. No, NFTs are not dead, the speculative hype is over, and now the focus is on different use cases and applications. Let's unpack a bit more and understand where the enthusiasm is coming from.

Disclaimer: No brand has figured out NFTs or the metaverse better than others. It is important to embark on the Web3 journey now. There is no need to be afraid, one doesn't have to go all in — there are light, medium, and difficult complexity approaches.





Lucas Verra, POAP

The founder of POAP studio Lucas Verra was short and to the point with their approach: while POAPs (NFTs) can take many forms, the throughline is that each one creates a story on how holders engage with your brand. NFTs are a tool for any meaningful moment of a brand or community to build a story. POAP is one of the few non-financial applications on the blockchain (no floor price, no Ether, and no gas fees). POAP has gotten much attention from the media, and Lucas quotes VogueBusiness when he says, "Proofs of attendance are Web3's new status symbol."

Lucas believes in tokenizing moments of engagement: be it a private event, metaverse activation, an exclusive VIP dinner or product launch, issuing a POAP or an NFT for the brand's special customer, or a community-building moment, as a way to build brand loyalty and engagement.

NFTs are creating a new paradigm - making moments part of the information on the blockchain and a new CRM. Now (Web2) brands are focused on, for example, name and email parameters, to name a few, as part of their CRM. In Web3, it is different - it is about moments and those can be saved on the blockchain (as NFT/POAP). These moments can be on Twitter Spaces, Instagram, or LinkedIn Live, an event, or in-store. With the help of wallets, one can start exploring where people have been, and what they are interested in.

Think forward: strategy with POAPs

Engage: distribute POAPs

Identify: who is engaging the most, see your largest fans and most loyal customers

Reward: based on the number of POAPs held, provide benefits such as a special invitation, discount, or any other (whatever you as a brand want to deliver).



Kimberly Knoller, unpaired.

Kimberly Knoller, CMO of unpaired: NFTs offer a direct link to fans that many musicians and brands couldn't own before. NFT can create a new relationship between fans, customers, brands, and creators, enabling recognition and rewarding those fans. Everything around NFTs as loyalty and rewards has potential. NFTs are changing the loyalty game: from being a brand's fan to an ambassador and an asset holder. An asset that has immediate or future value.

Liz Suman, Playboy

Liz Suman spoke about Playboy and their community building in the Sandbox metaverse. They saw new engagement forms from their community members and learned them better. Liz claims her favorite project example is related to the IP provided to the community. Rabbitars (Playboy NFT) holders also receive limited commercial access to Playboy IP via the DeRabbitives program, the first time offered to fans in nearly 70 years. Many holders used it and created their own projects and sub-communities. This way, Playboy was respectful of the ethos of Web 3 and PFP (profile picture) project cornerstones.





Olivier Moingeon, Exclusible

Olivier Moingeon suggests that Web3 can be seen as a new communication channel. It is going to be an addition to the existing digital marketing stack. As a new channel, it offers many new opportunities. It fills the gap between the powerful storytelling that brands (have spent a lot of money to create) have built in the stores and e-commerce.

E-commerce has become a quest for the path to conversion. Brands optimize the path to conversion, allowing customers to check out in 3 steps. The current e-commerce experience is 2D, flat, and has lost the storytelling aspect. Especially for brands with stores, as they lose the storytelling when customers go from store to e-commerce place. NFTs and the metaverse offer an opportunity to fill in this gap and extend brands' e-commerce and storytelling. For the first time, customers can hang out together and create a dialogue with each other and the brand.

Brands think that they have a community, but they don't; these are their followers. In the metaverse, customers can be involved, and brands can co-create with them. In the metaverse, brands can add products, brand discovery experiences, and NFTs as digital assets that can be worn or serve as an access key to a token-gated experience.



Many other speakers highlighted the same: NFTs offer new sales and co-creation dimensions as brands can invite others to co-build products. Then the sales process doesn't start with sales but with co-development.

Some brands have ambitious Web3 and metaverse roadmaps, and they will push the space forward, while others are not yet ready to go from an experimental point of view to testing and implementation.

There is no one secret formula to follow to launch your NFTs initiative. There are tons of ways to integrate NFTs and the metaverse into existing businesses and create new ones. Let's embrace it! The industry is thriving and full of opportunities for brands and creators.

#persona



JANINA VINKLERE

Founder of Vividly space,
Entrepreneur in Residence
at LAB51,
Digital Marketing lecturer,
Web3 and metaverse
builder

Janina, the founder of Vividly space agency, supports Web3 startups as well as Web2 companies willing to enter the space by starting a Web3 loyalty and rewards program.

She created Vividly space to foster Web3 and metaverse adoption by the masses, especially female founders and entrepreneurs.

She hosts the META4 podcast, where Web3 use cases and the importance of DEI (diversity, equity and inclusion) aspects are discussed for the new space to flourish.

After 6 years in a corporate environment and 4 years in startups working with digital transformation and innovation projects,

her experience helps other entrepreneurs to adopt new and innovative technologies for good.

In 2019 Janina interviewed the CEO of HPE and the CEO of ABB at the ABB customer event with an audience size of over 5000 people.

She has worked directly with the CDO (Chief Digital Officer) of ABB to drive internal innovation of the latest technologies, business models, and community building.

Janina is comfortable working with all different stakeholders, as long as the focus is on sustainable growth and innovation.



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