



WILD
WILD
WEB



EMMA

PLUS:
BRADLEY
TUSK

THE

Wild, Wild

WEB

NO.1
APRIL
2023



BEGINNING AN EXCITING
NEW WEB3 CONCEPT:
REGULATION

Outlive
the web3
hype
cycle.

DIBBS.

Hi, I'm **Emma**, and this is my dog, **Sandy**.

And *this* is the *world* that *most* of us live in.

But what if I told you there was *another world* out there?

A place of *freedom* and *innovation*, right on the *frontier* of the future?

=arf=



Wanna see?

Then follow us to...



The Wild, Wild Web!

Or, as the locals call it...

WΞB3.



TradingPost

D.

BUYNANCE

SALOON

coinplace

SOLAR

ethereum

Bitcoin

CARDAN

WANTED
SBE

WANTED

BIG SALE!

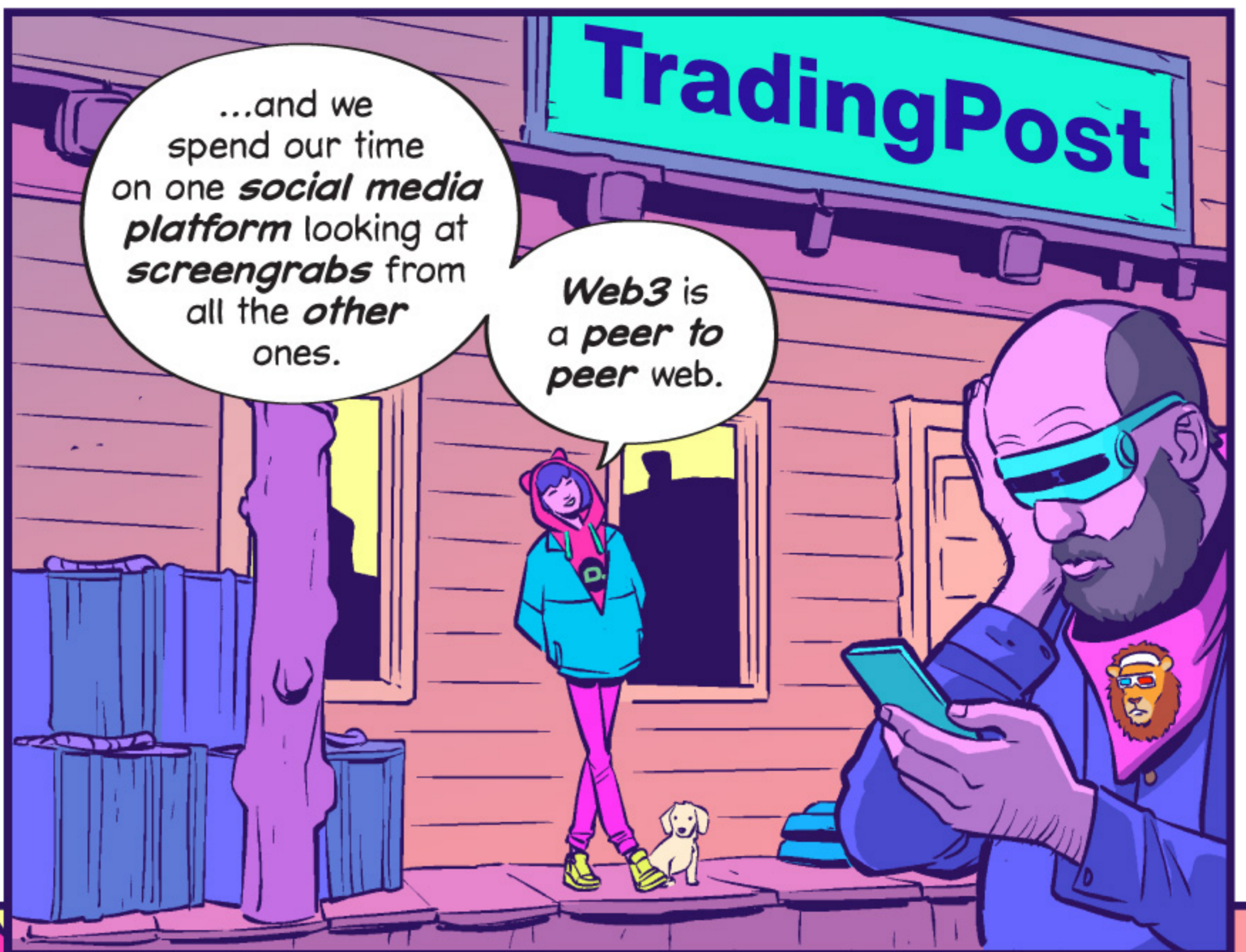
MINING SUPPLIES

MINING

sniff
sniff



Web2 is a **centralized** web, where our personal information is **owned** by **three** technology titans...



...and we spend our time on one **social media platform** looking at **screengrabs** from all the **other** ones.

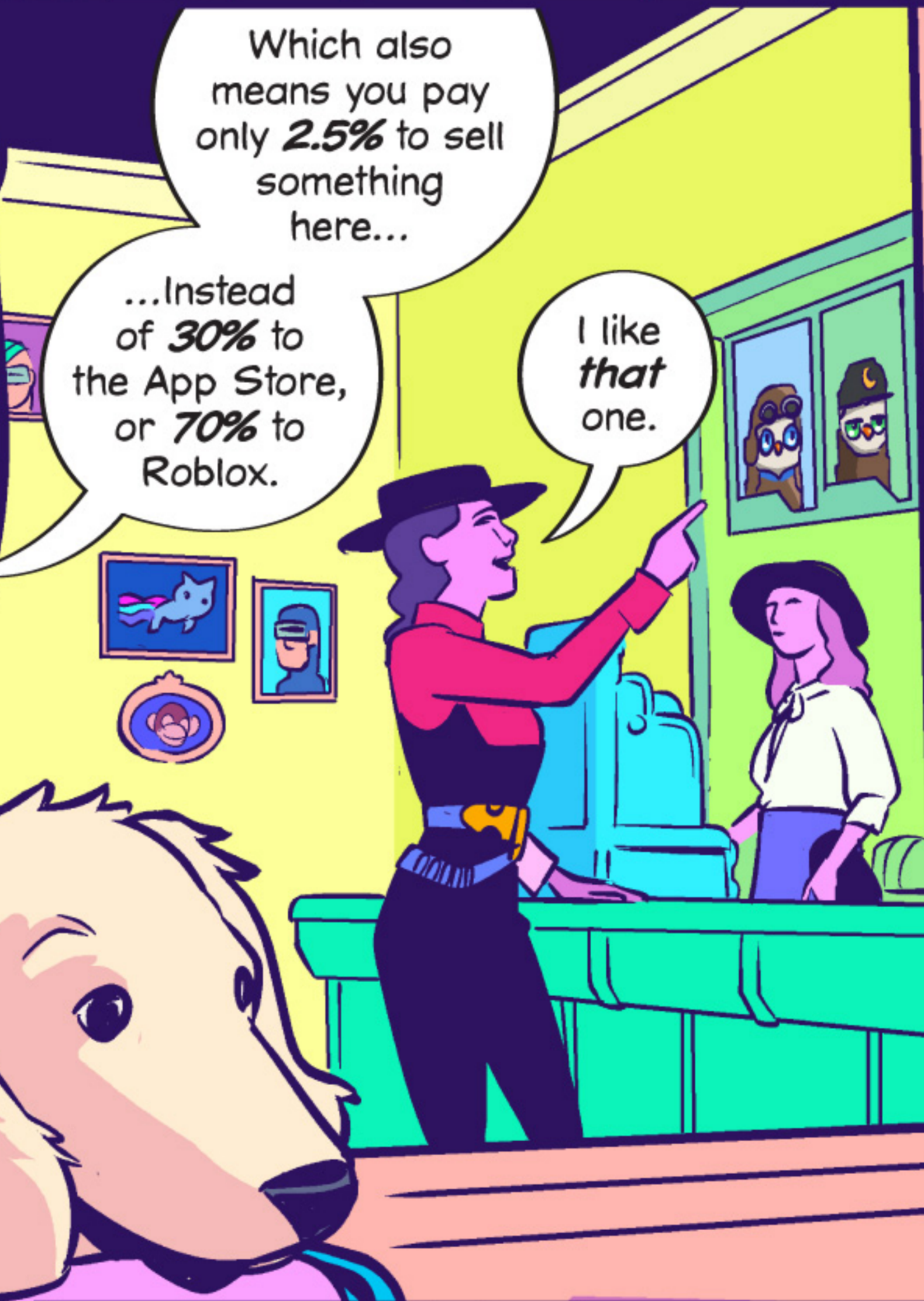
Web3 is a **peer to peer** web.



Which also means you pay only **2.5%** to sell something here...

...Instead of **30%** to the App Store, or **70%** to Roblox.

I like **that** one.



Nice!

Thanks! It's new.



This place has **changed** so much since I started coming here a **couple years** ago.

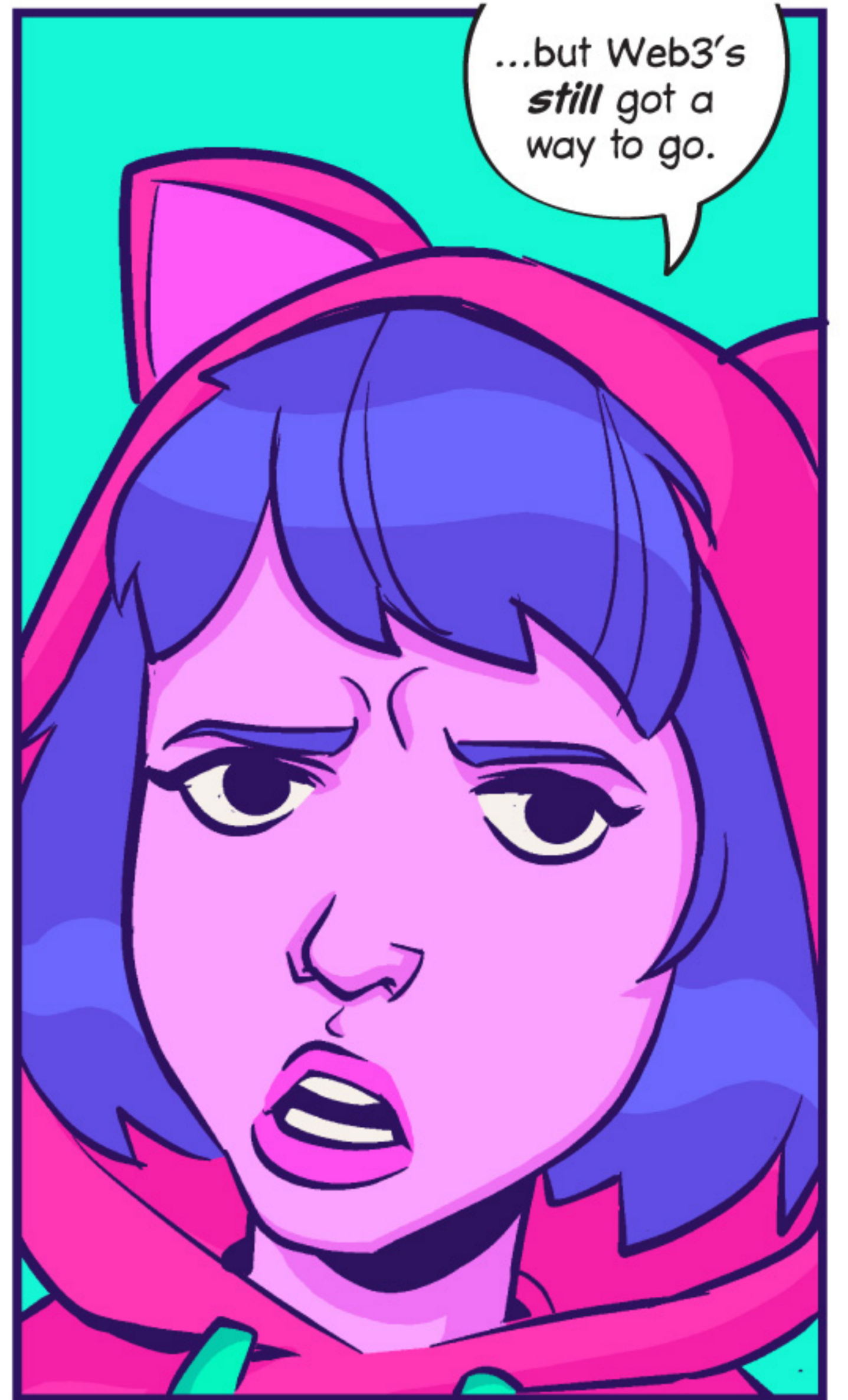
Friendlier, easier to use, **better** for the environment...



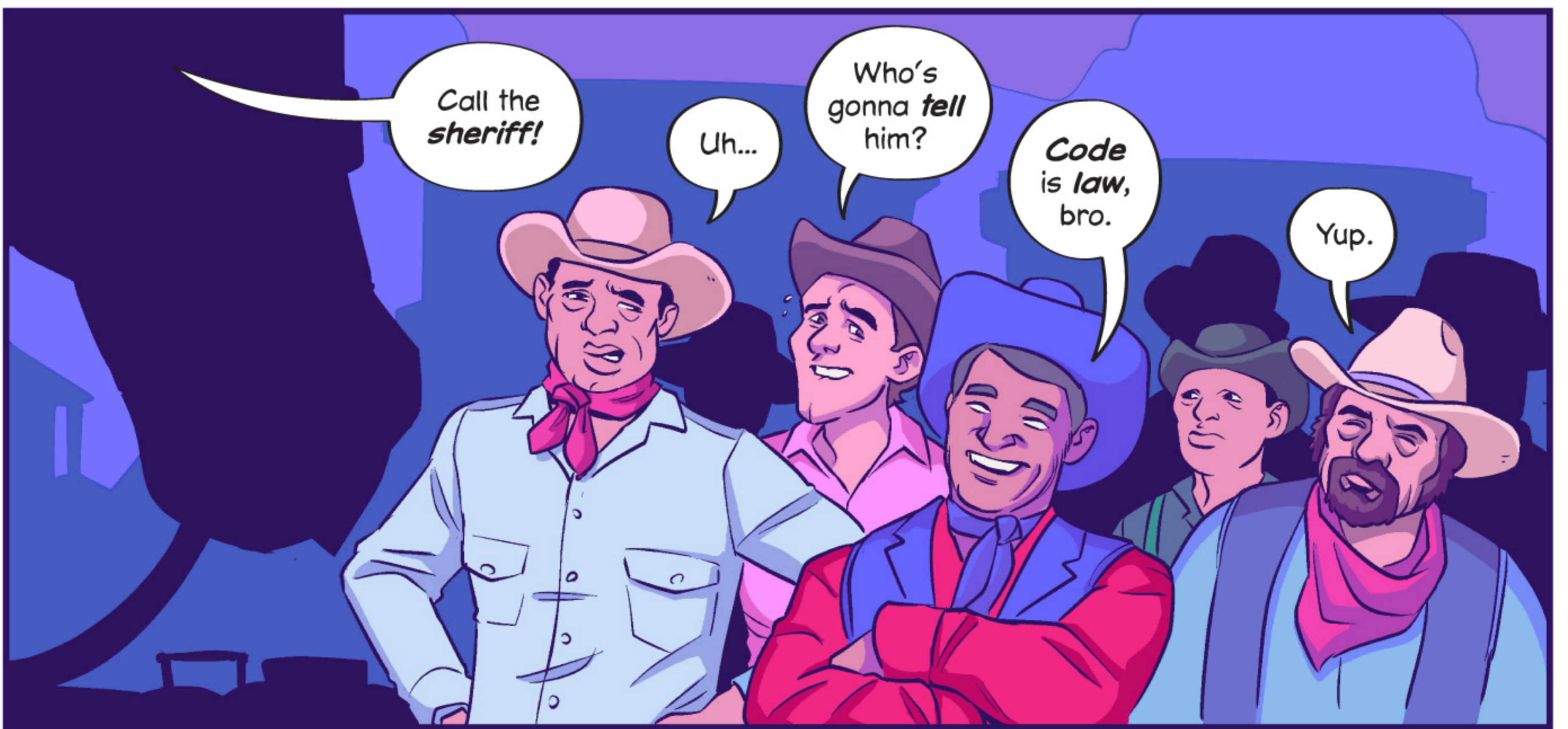
**HELP!
HELP!**

Someone stole my apes!

Where's the law in this town?



...but Web3's *still* got a way to go.



Call the sheriff!

Uh...

Who's gonna tell him?

Code is law, bro.

Yup.



WANTED

S.B.F.

Web3's getting there faster than you can imagine.

Example one: sheriffs are coming.

(Thanks for that, Sam.)

BRADLEY TUSK

...IS A VENTURE CAPITALIST, POLITICAL STRATEGIST, PHILANTHROPIST, WRITER, AND OWNER OF PET KNITWEAR BOOKSHOP. HIS FUND, TUSK VENTURES, INVESTS IN EARLY-STAGE STARTUPS IN HIGHLY-REGULATED INDUSTRIES, AND IS AN INVESTOR IN DIBBS.

Jurisdiction over *crypto* is going to be much, *much* stricter.

Before this, there was a *turf war* between the *Commodity Futures Trading Commission* and the *Securities & Exchange Commission* over who would *regulate* crypto.

The *crypto world* argues that crypto is a *commodity*, which is much *less regulated*. The *SEC* is arguing that crypto is a *security*.

After SBF, that battle is *lost*. He screwed it for *everybody*.

Now crypto is *definitely* a *security*.

That's *not* a *bad* thing, though. Investors have *more protection* in a security than they would in a commodity.



Commodities are raw materials like corn, copper, & oil. You can physically touch them. Only betting on the future price of commodities is regulated, hence the "Commodity Futures Trading Commission."

Securities are tradable stores of financial value, like stocks, bonds, and derivatives, all things you can't physically touch. All sales of securities are regulated.

Both on a *state* and *federal* level, you're going to see much, much *stricter rules* around what exchanges can *trade crypto*, and what they have to do to *qualify* for that.



The State of New York requires a **BitLicense** for a firm to conduct *crypto trading* in the state.

The BitLicense is a *hated* process by the entire crypto industry because it takes a *long time* to get, and it requires a *lot* of *documentation* and *disclosure*.

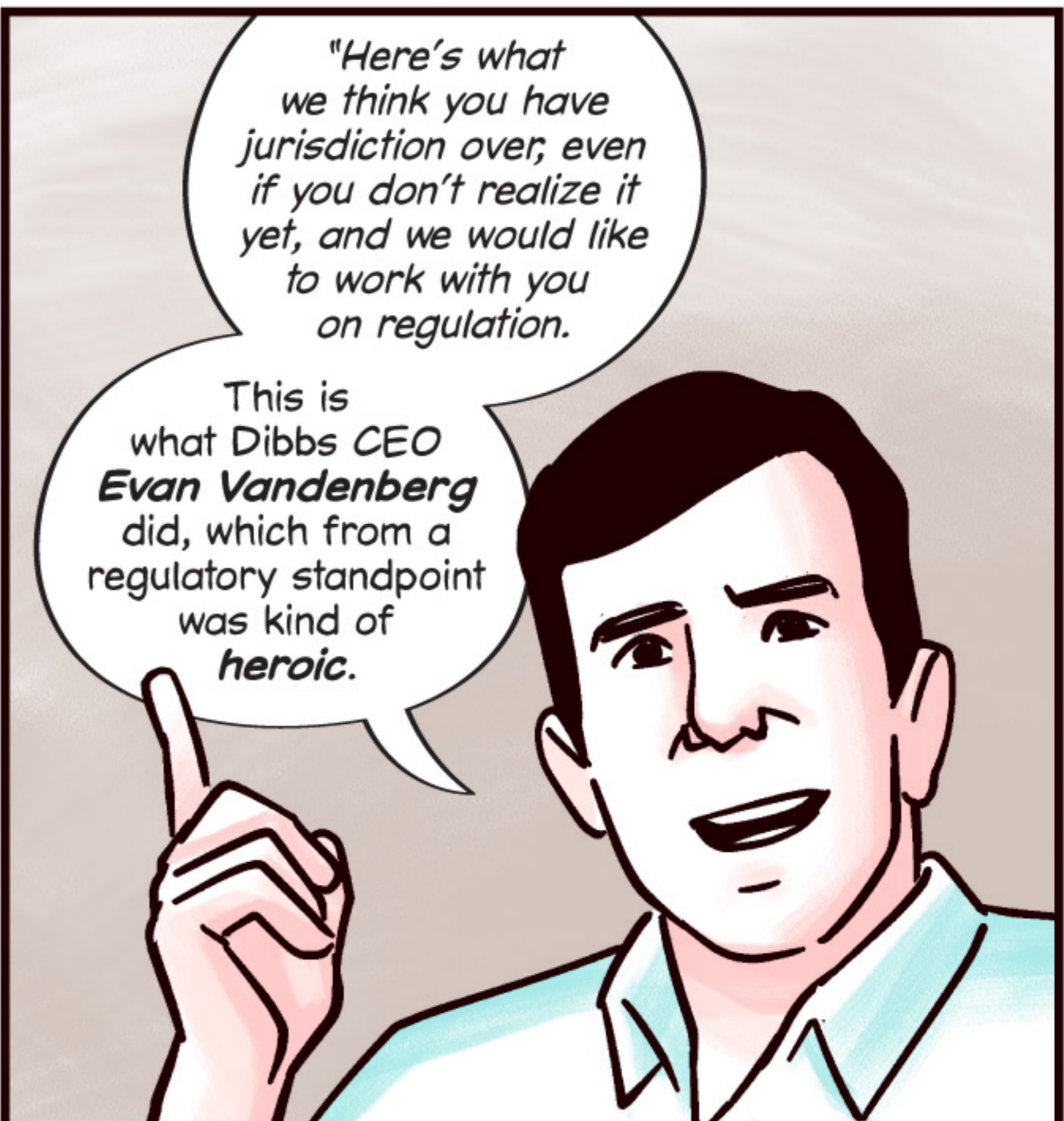
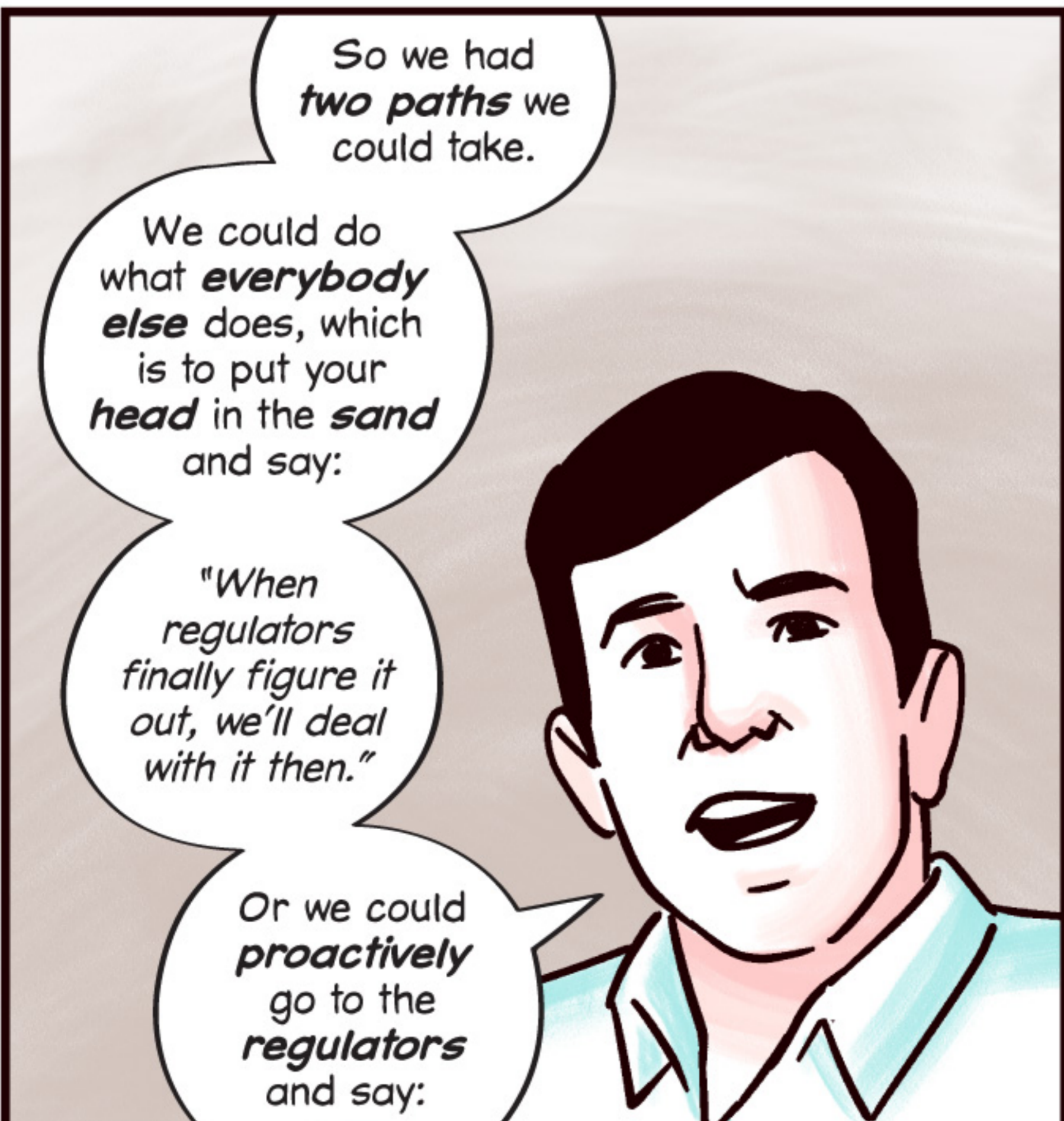
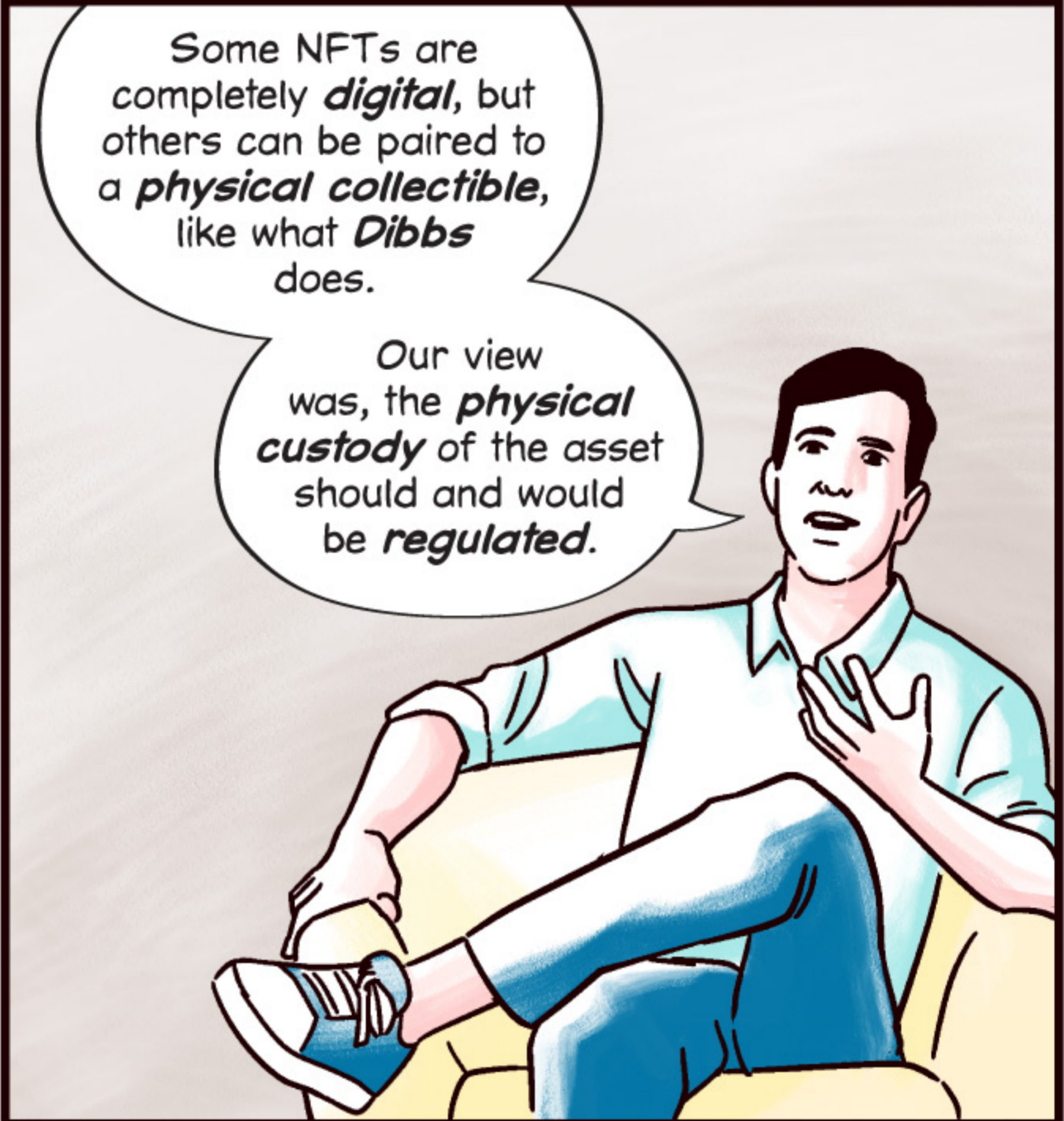
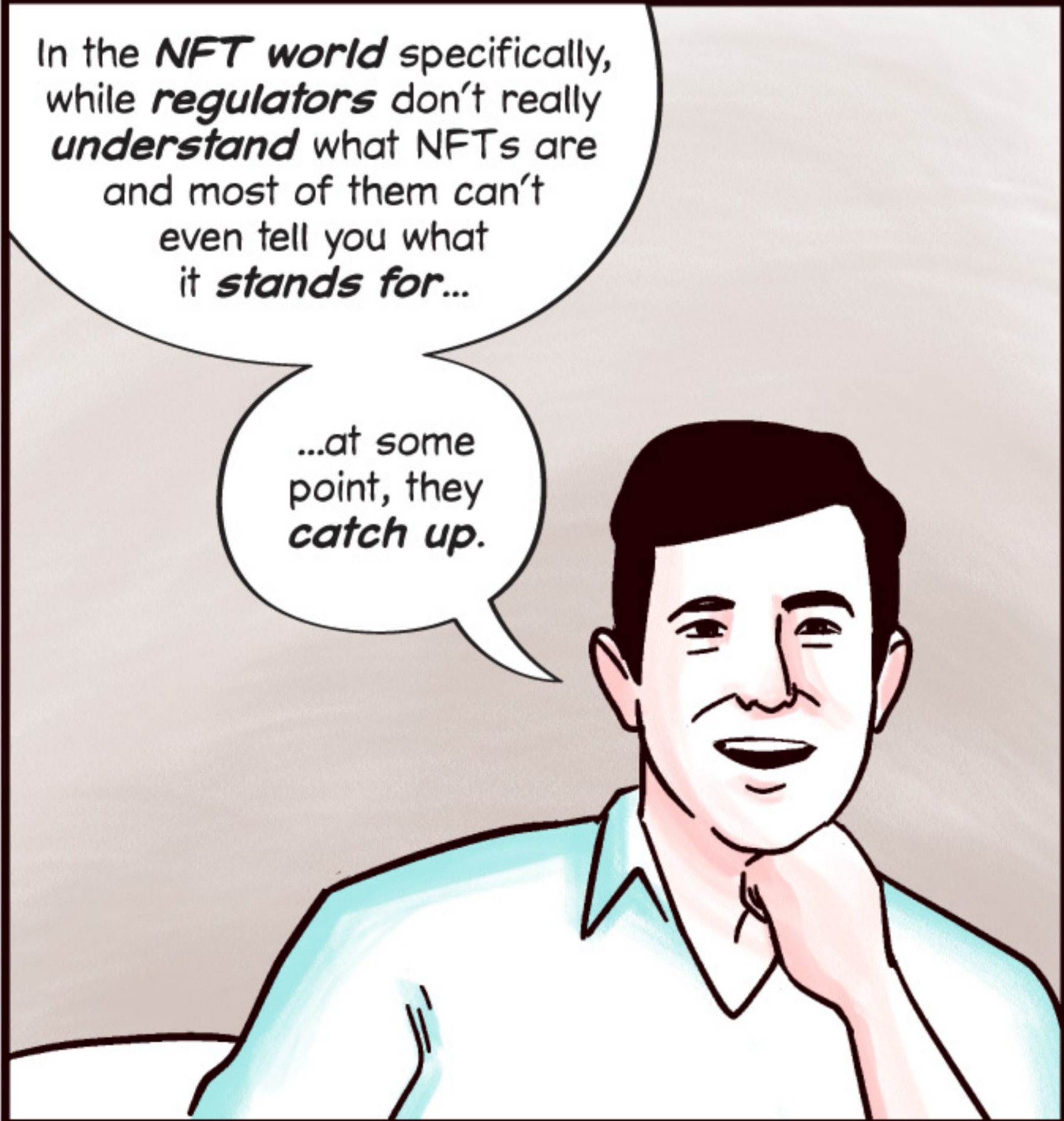
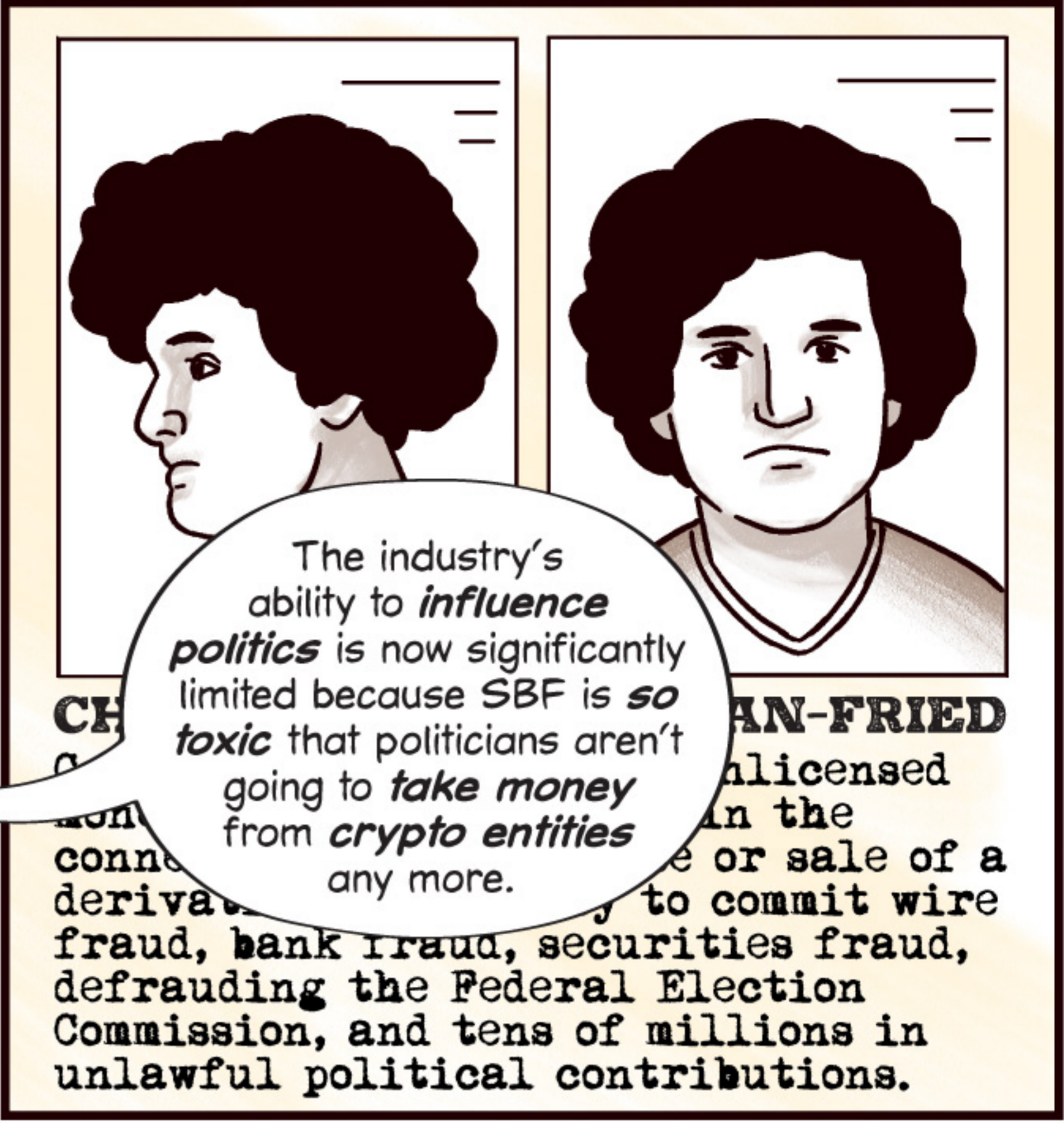


The industry was on its way to *reforming* that process before all this.

Now, not only will the process *not be changed*, the States of *New Jersey* and *California* are working on the *same* thing.

And once *New York* and *California* do something? At least the rest of the *blue states* are going to *follow suit*.





Evan and I are betting on the **long-term success** of this industry, **not** just how we can **maximize** our own **profits** in a short period of time.

We did a whole **study** looking at **three** potential regulators.



The State of Wyoming, which is the most flexible, pro-crypto regulator in the country.



New York's Department of Financial Services (DFS), which is tougher on crypto but highly respected.



The SEC itself.

We landed on **New York**, because we felt that the **DFS** would be a great **partner** that is a few **steps ahead** when it comes to **crypto regulation**.

And the **SEC** is **impenetrable**.



So we **called up DFS** and said:
We'd like to be regulated.

There was just this **moment of shock**. Who **does** that?



Once **DFS** understood what we were **saying**, they were like, **oh yes, that makes sense**.

There's been a **dialogue** with them since.



As both **Dibbs'** business and the Web3/crypto model **evolves**, we will be **well positioned** to try out new things because we're one of the **few** entities, maybe the **only one**, that **proactively supported** regulation, as opposed to **running away** from it.



The *point* and the *effect* of all this *regulation* on crypto and digital assets is *consumer protection*.

Day to day, it *won't affect* the activities of the *average buyer* and *seller* of NFTs. These are issues for the *NFT companies* and *exchanges* to deal with.

What it *will* do for buyers and sellers is ensure *better actors* within the space, because there will be *regulations* around it, there will be *criteria* that have to be met, and there will be *accountability*.

It's like *health inspections* of restaurants. Thanks to them, you can go out to a *restaurant* and *not worry* about getting *food poisoning*.

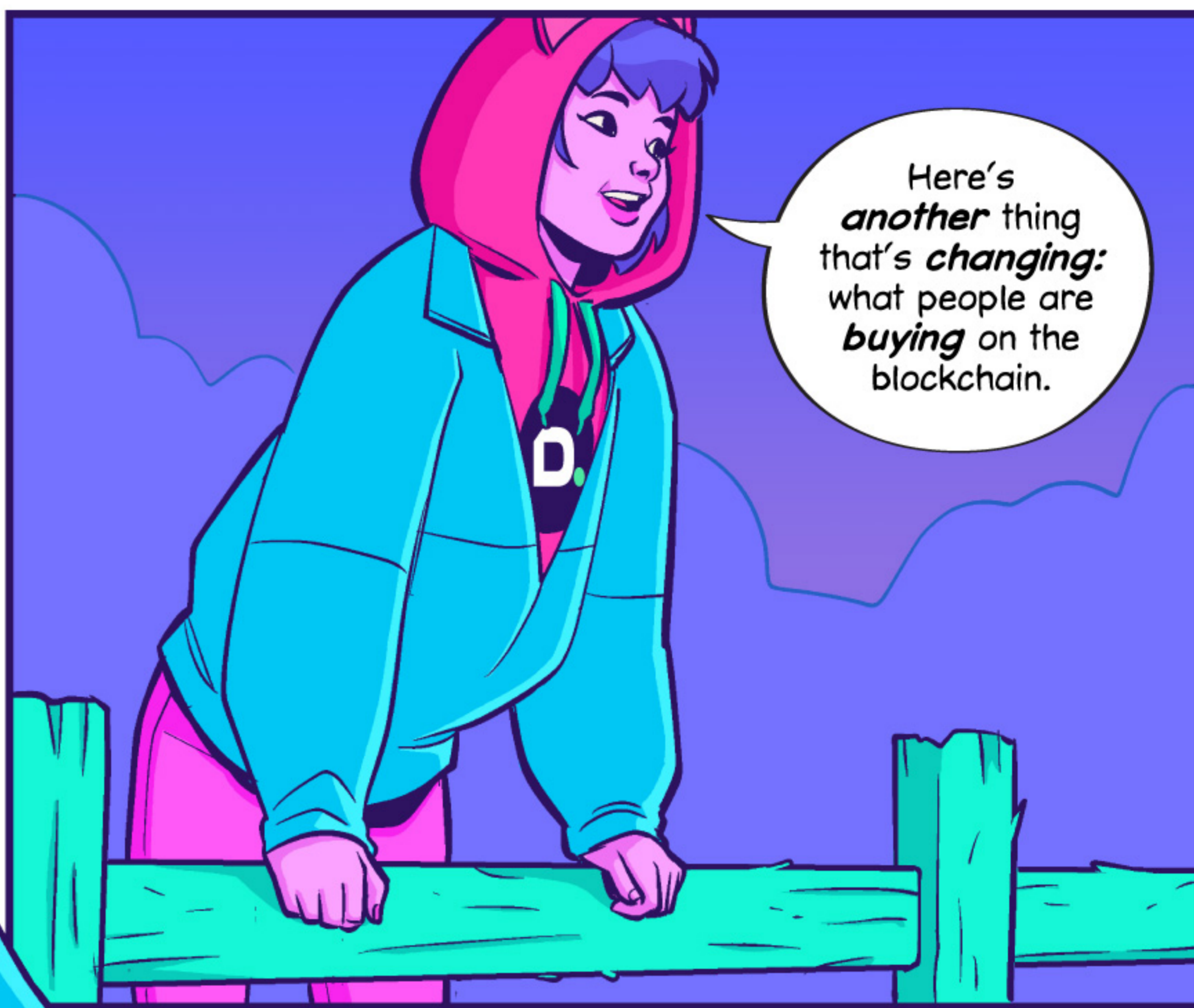
We don't specifically *notice* any *one* given *inspection* when we go out for a meal, but the *existence* of the whole *regulatory structure* makes us all *healthier*, *safer*, and gives us *confidence* in the system itself.

That's what's coming.



And *soon*, hopefully, we'll be **Number Ten!**

Dibbs applied for a **NY DFS Limited Purpose Trust Charter** in 2022, and we're *waiting* for it to come through.



Here's *another* thing that's *changing*: what people are **buying** on the blockchain.



At first, *these guys* were really *popular*, because it allowed *buyers* to *show off* their purchase as a *profile pic*, and be part of *exclusive communities* and access *cool events*. Essentially, **PFPs** were the blockchain's very *first* collectibles.



But they're just, y'know, **jpegs**.

What if we brought the real-world, **physical collectible** market onto the blockchain?



The *market* for physical collectibles is **really** big.

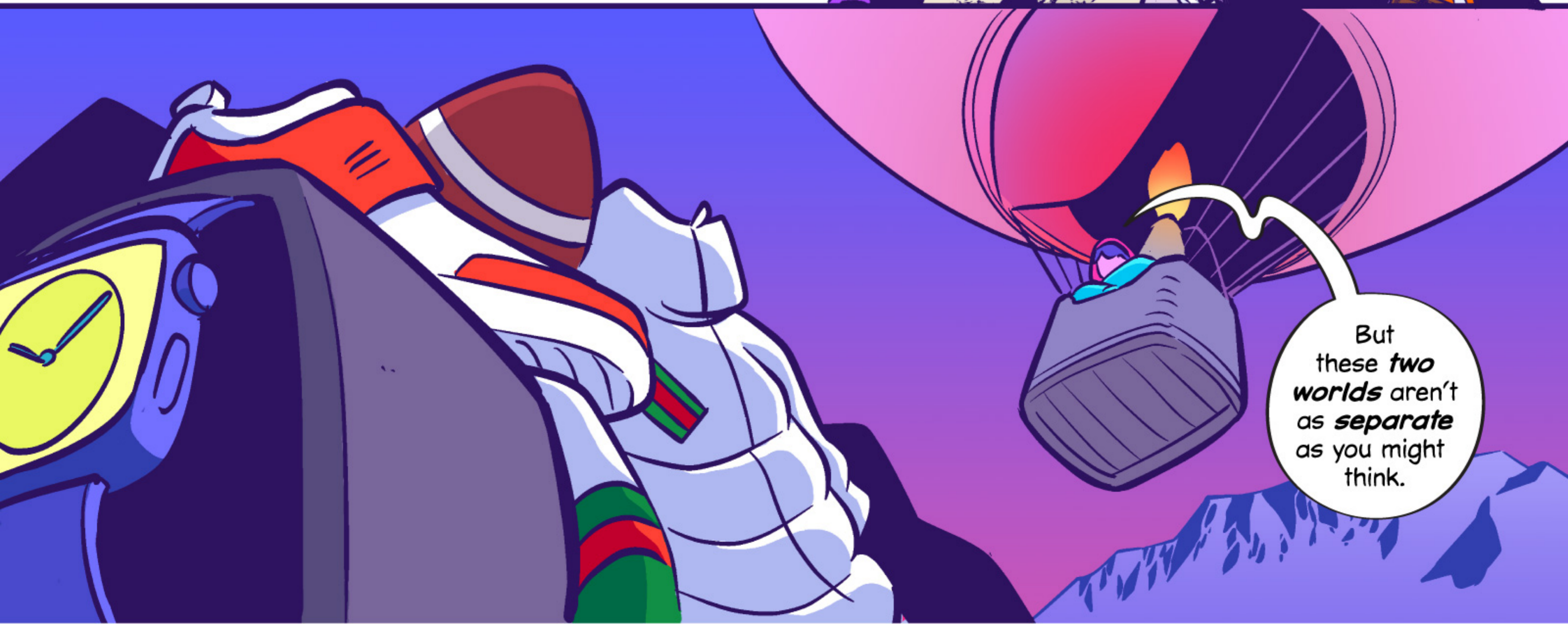
How big? Glad you *asked*, Sandy. It's...

=arf!<

**\$426
Billion**

...HUGE!







Digital tokens are coming together more and more with real-world goods and services.

25%

of digital token sales in the past 30 days have had a physical plus digital utility, vs. 14% historically

47%

of NFT enthusiasts would like to see digital collectibles regulated similar to financial services, to protect consumers

60%

either have bought, or would like to buy, a digital collectible from a brand they loved.

These brands all have projects or merchandise with a digital collectible or token:

Adidas, Starbucks, Tiffany & Co, Louis Vuitton, Hennessey, Nike, Puma, Nivea, Trix, Porsche, Rimowa, Pepsi, Hublot, Panerai, Tag Heuer, Times, Jacob & Co, IWC, McDonalds, KFC, Disney, Netflix, H&M, Gucci, Philipp Plein, Dolce & Gabbana, Nissan, Ford, Youtube, Mastercard, Visa, Time Magazine, Budweiser & Bud Light, Australian Open, McLaren, NFL, NBA, New York Knicks, Charles & Keith, LimeWire, Instagram, Prada, YSL Beauté, Ralph Lauren, Hugo Boss, Lacoste, Zara, Burberry, Hermes, Givenchy, Marc Jacobs, Heineken, Red Bull, Jack Daniels, Cartier, Estée Lauder, Balmain, Gap, L'Oréal, Ray-Ban, Hello Kitty, Hyundai, BMW, Skoda, Audi, and Lamborghini.

Here are some of the *brands* leading that fusion!





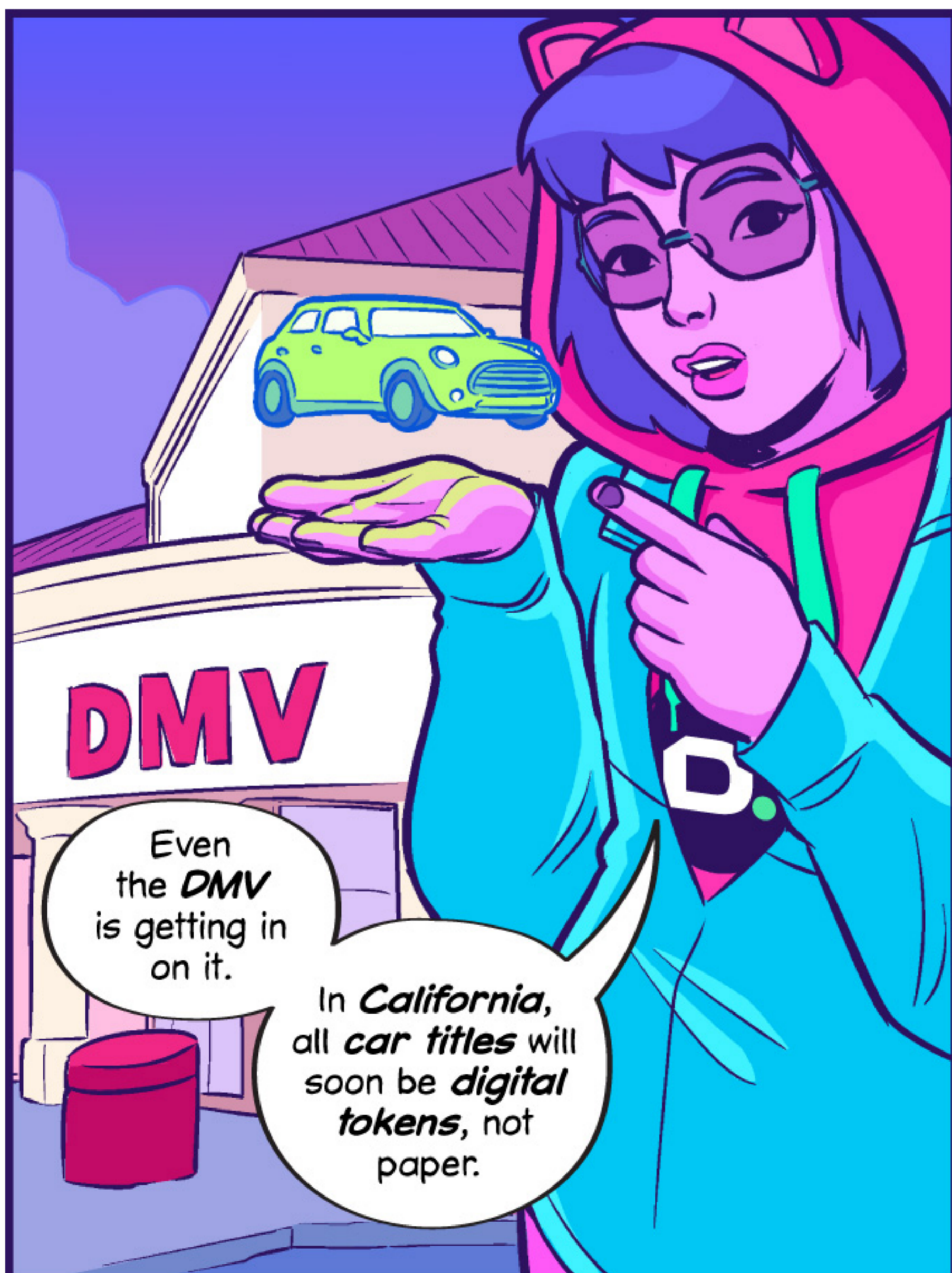
Breitling uses the blockchain to prove **authenticity** and reduce **theft**.

Every Breitling sold since October 2020 comes with a **digital certificate**, and no store will **service** a watch **without** that certificate.



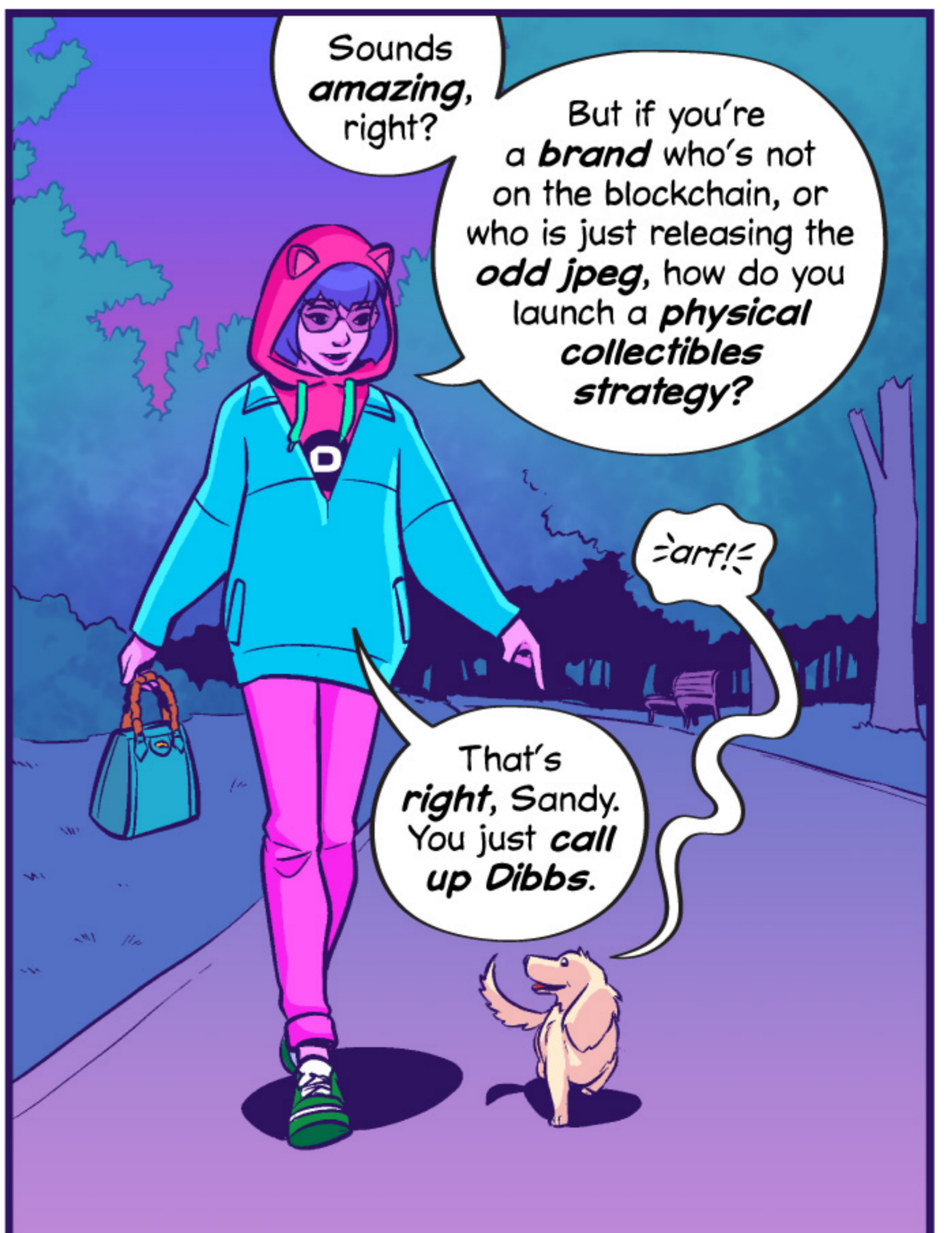
Adidas uses digital tokens to **empower** its **most loyal** fans to access exclusive **Bored Ape** branded merchandise.

You're wearing **Nikes** right now? **Seriously?**



Even the **DMV** is getting in on it.

In **California**, all **car titles** will soon be **digital tokens**, not paper.



Sounds **amazing**, right?

But if you're a **brand** who's not on the blockchain, or who is just releasing the **odd jpeg**, how do you launch a **physical collectibles strategy**?

≡arf!≡

That's **right**, Sandy. You just **call up Dibbs**.



Here's what *happens now* when an *IP holder* or *dealer* sells a collectible.

Let's price 100 of these at **\$150 each** as our Comic-Con exclusive.



Limited-Edition Drop, \$150



SOLD! \$150



KACHING!

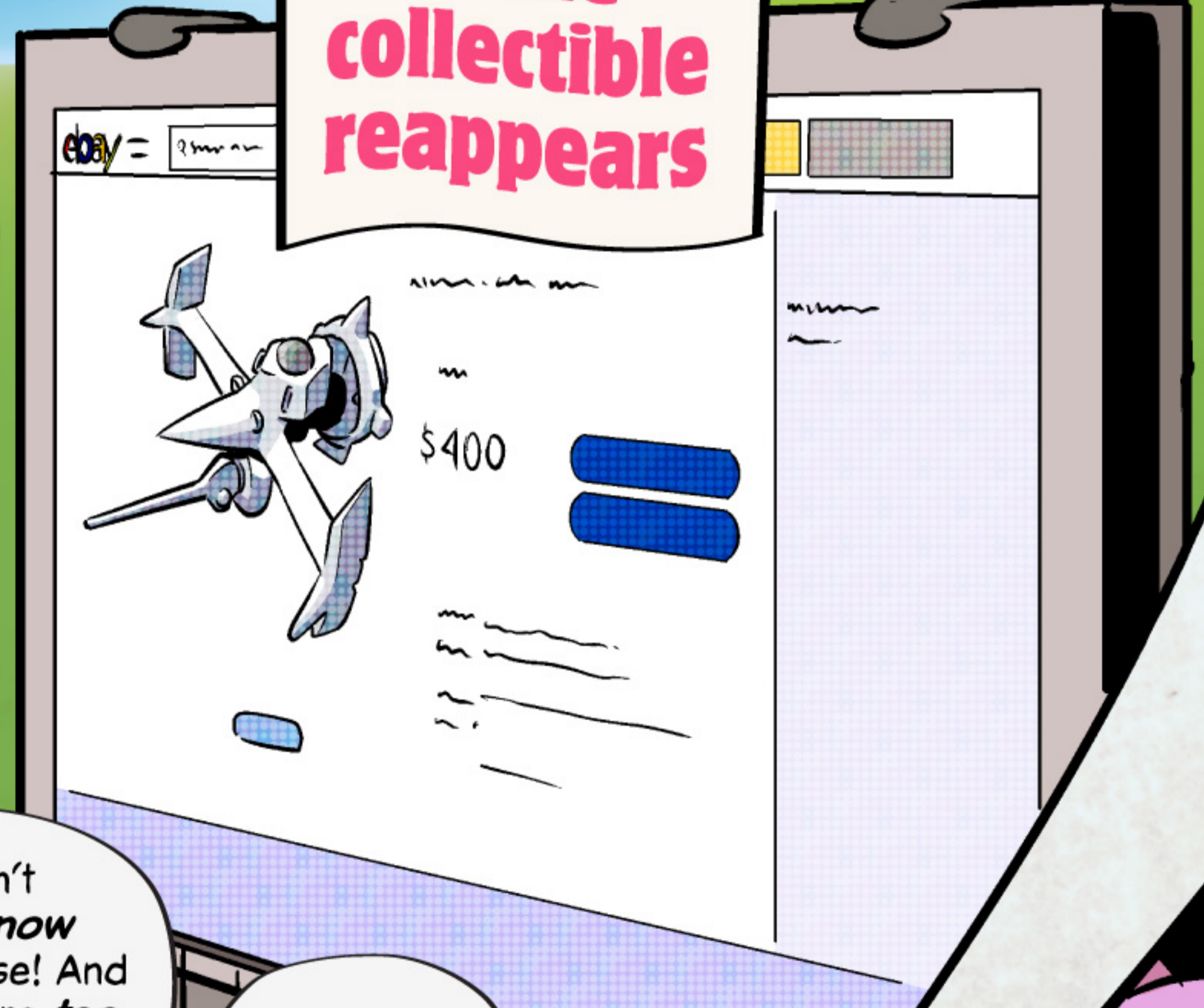
\$150

Guess who got a *great buy* at Comic-Con!!!



Swamp of Confusion

...the collectible reappears



\$400?!

They made *more* on our collectible than we did!

I wish *we* could get some of that *secondary-market* revenue.



I didn't even *know* about these! And now they're *too expensive* for me.

Is that *authentic*? I'm worried it's a *fake*.

Could be *better*, right?

It *claims* to be *new*, but it's *missing* its *box* and *stand*...

Awww! They *don't ship* to my *country*.

An indeterminate amount of time later...





And *here's* what happens when you *sell* a *physical collectible* with *Dibbs*.

We want to *tokenize* 100 of these to coincide with *Comic-Con*.

Cool! Let's *authenticate* both you and the *collectibles*, and put them in our *vault* for safekeeping.

Wow, that collectible is trading for *how much** on *OpenSea*?!
\$400

I think I'm going to *sell* mine.

*Bill from Compliance reminds everyone that collectible prices can go down as well as up :)

SOLD! \$400



That was *easy!*

Wow! We *get paid* too!

KACHING!

Got any *digital extras* to *add* to the token?

Oh, yeah! A *supercut* of all the scenes this space fighter was in, plus *concept art*, and *exclusive* making-of *footage*.

Don't forget a *community board link* to keep buyers *informed* of future drops.

How *safe* is the vault?

It's the *same vault* used by world-famous *art museums*.

Plus, everything's *insured*.

SOLD! \$150
KACHING!

I like that it's *safe* in a *vault*. My place is *tiny*.

\$400



You *know* what?

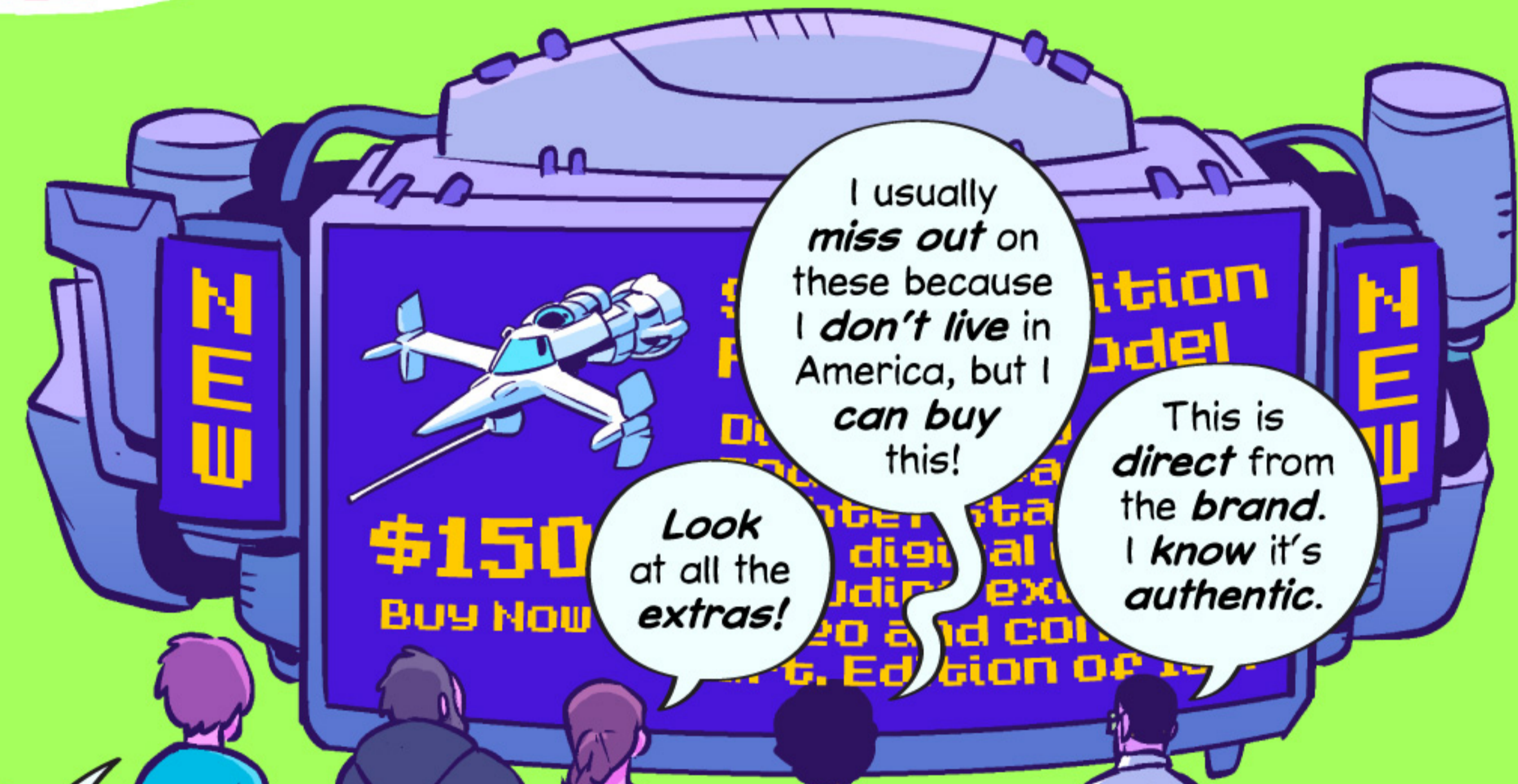
I want to *display* you in my *home*.

I bought a similar model *last month* and heard about *this* drop from the *Discord*.

Look at all the *extras!*

I usually *miss out* on these because I *don't live* in America, but I *can buy* this!

This is *direct* from the *brand*. I *know* it's *authentic*.



Of course!

Here are your *digital tokens!* List them *wherever* you like.

Great, but... we *don't want* to deal with *crypto*.

That's fine! We'll *pay you* in *dollars*.

Dibbs' *analytics dashboard* will tell you the *revenue generated* from your collectibles and provide *insights* into the *fans* holding them.

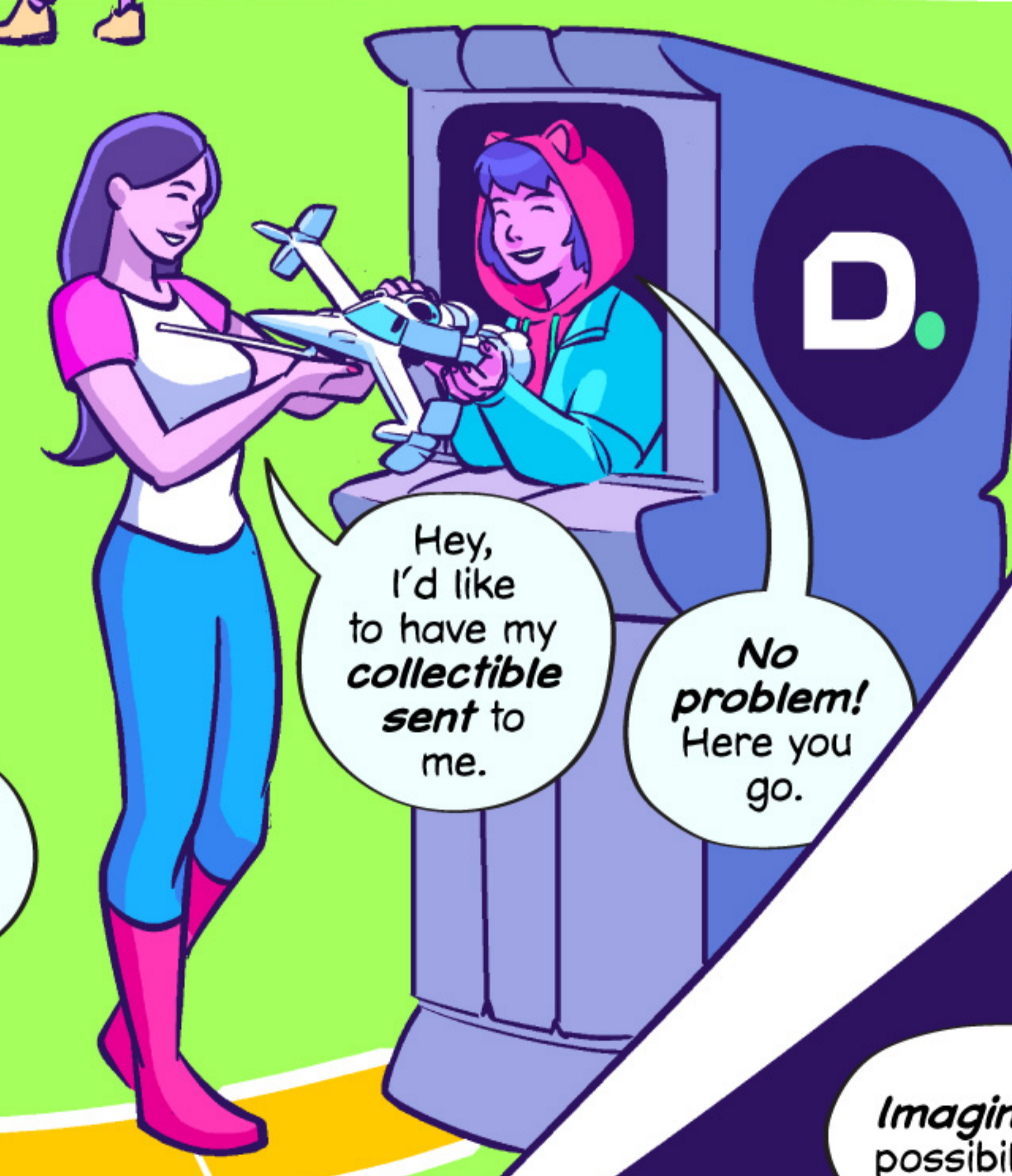
And every time they're *resold*, you'll get a *cut* of the *price*.

Nice!



Hey, I'd like to have my *collectible sent* to me.

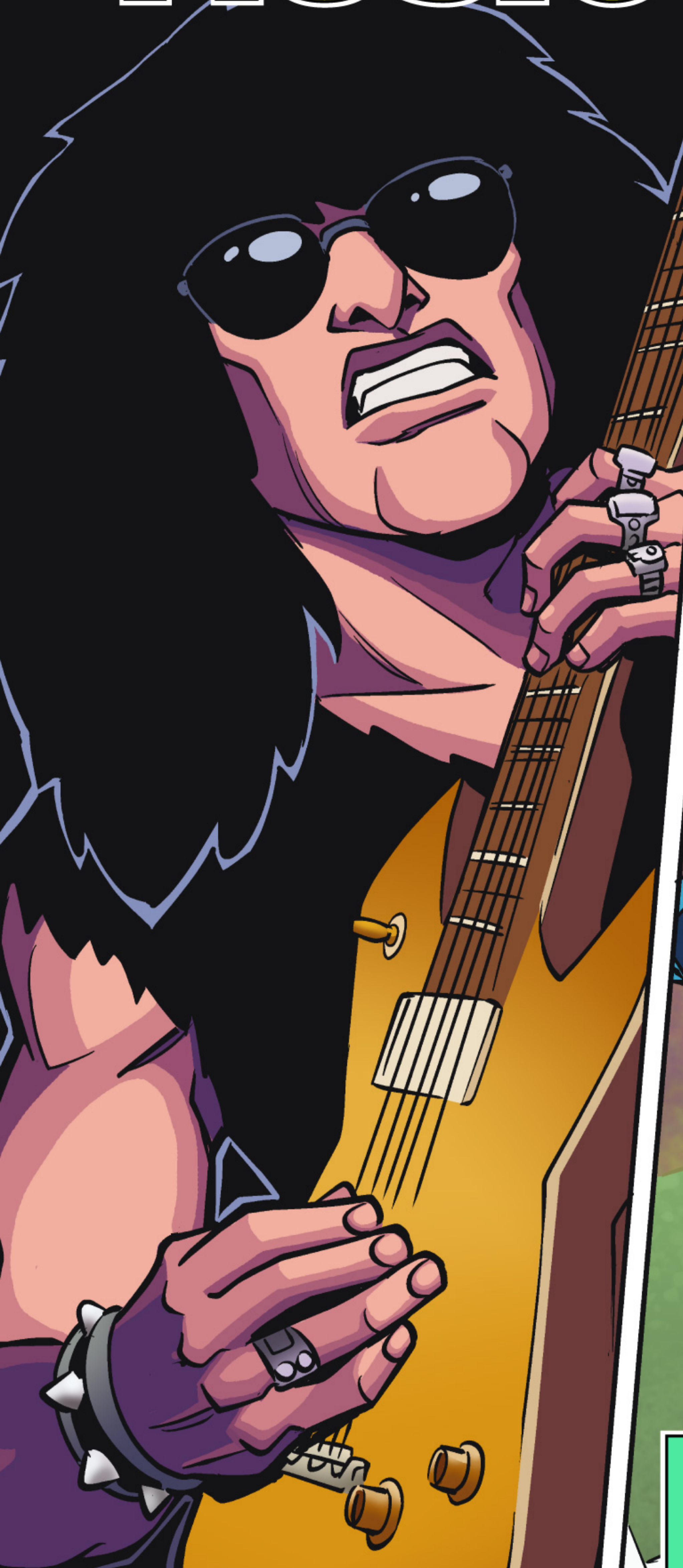
No *problem!* Here you go.



Imagine the possibilities...



MUSIC



Bands can **increase revenues** from concerts by monetizing **concert-used clothes** and **instruments**, packaged with unique extras such as set lists, behind-the-scenes footage, and concert video.



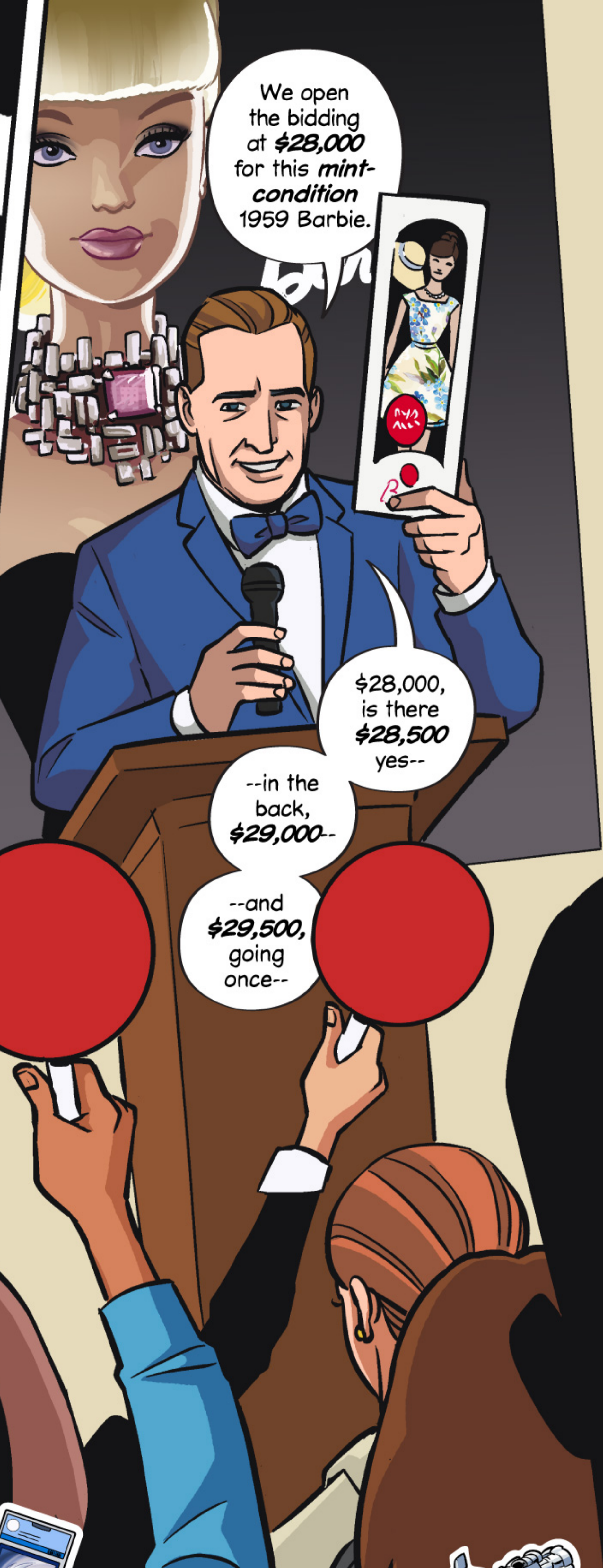
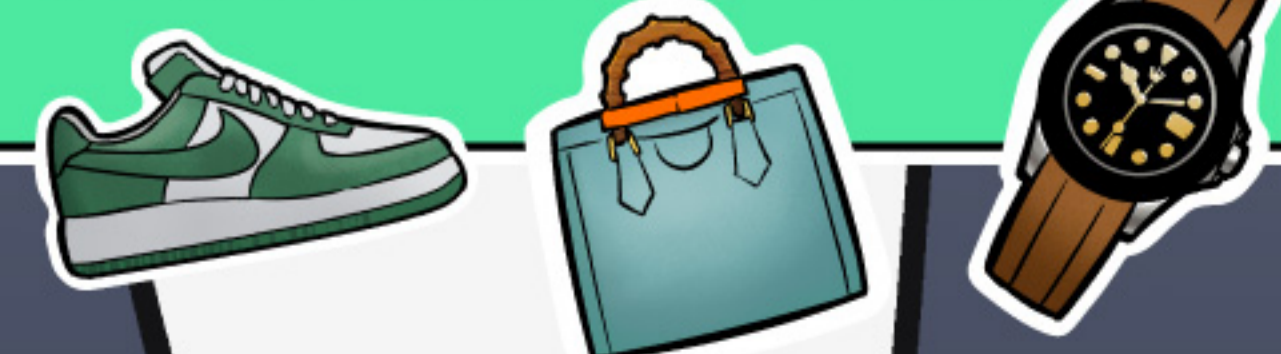
Sports teams can monetize **limited-edition kit** and **collector cards**, packaged with extras such as interviews, match or season tickets, and meet-and-greets.

SPORTS

FASHION



Fashion brands can access the **aftermarket value** of limited drops while ensuring fans end up with **authentic product**, as well as fostering an **active community** of brand aficionados who can get **perks** like first access to new drops.



We open the bidding at **\$28,000** for this **mint-condition** 1959 Barbie.

\$28,000, is there **\$28,500** yes--

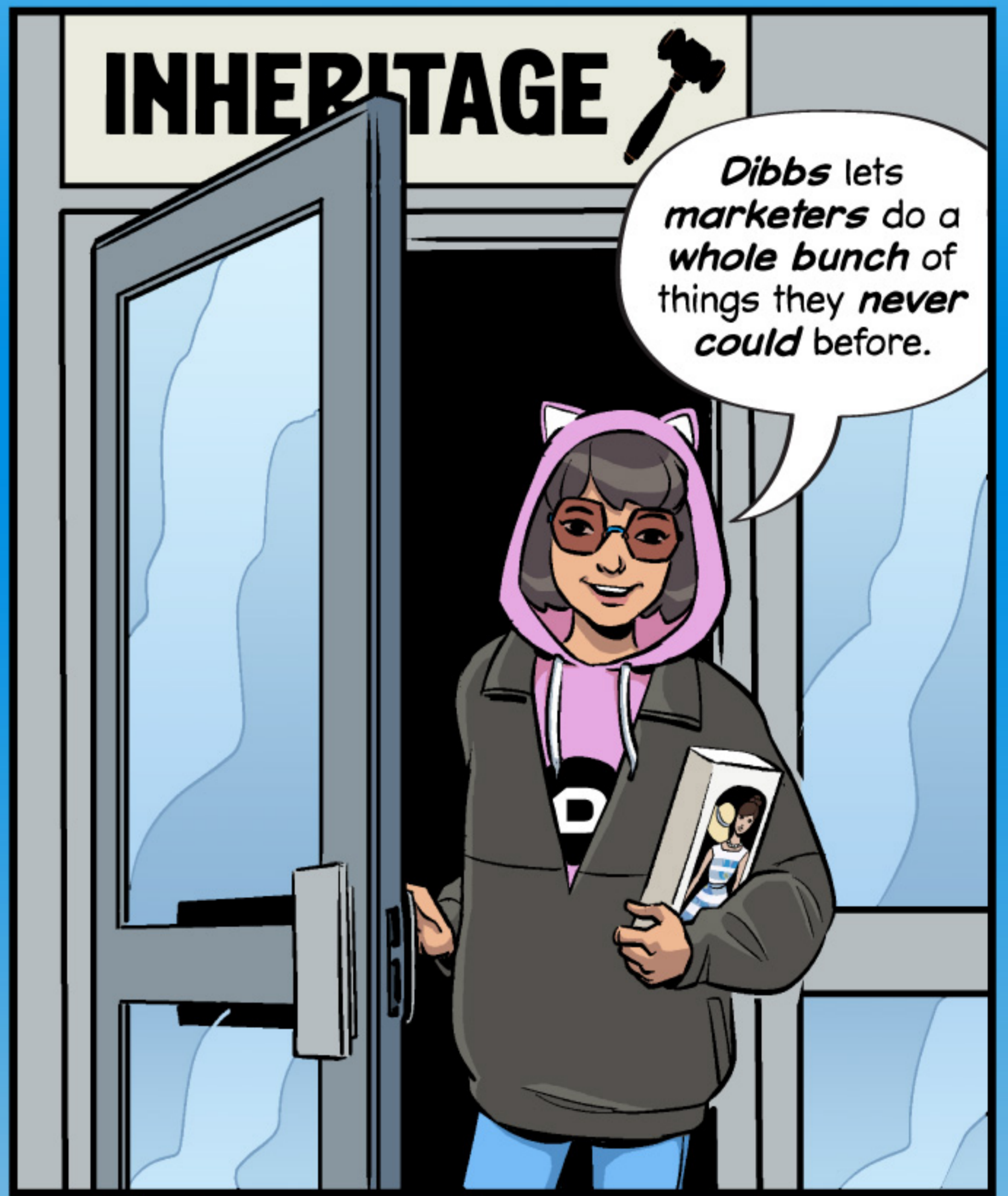
--in the back, **\$29,000--**

--and **\$29,500**, going once--

Entertainment brands can release **limited-edition variant comics**, **figurines**, **art**, and other collectibles, along with access to **VIP events**, while dealers and auctioneers can attach digital provenance dossiers and extras to high-value art and collectibles.

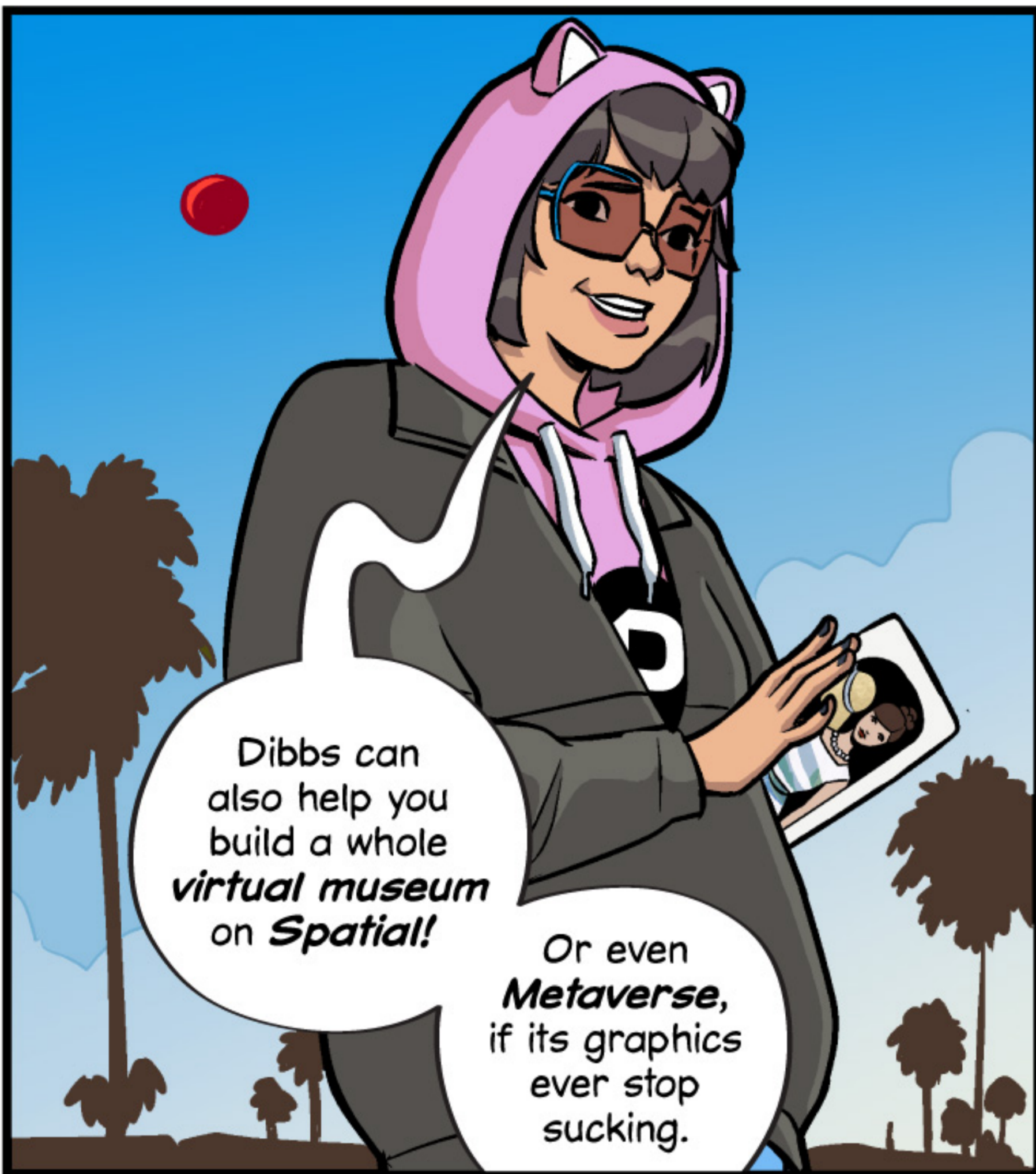


TOYS



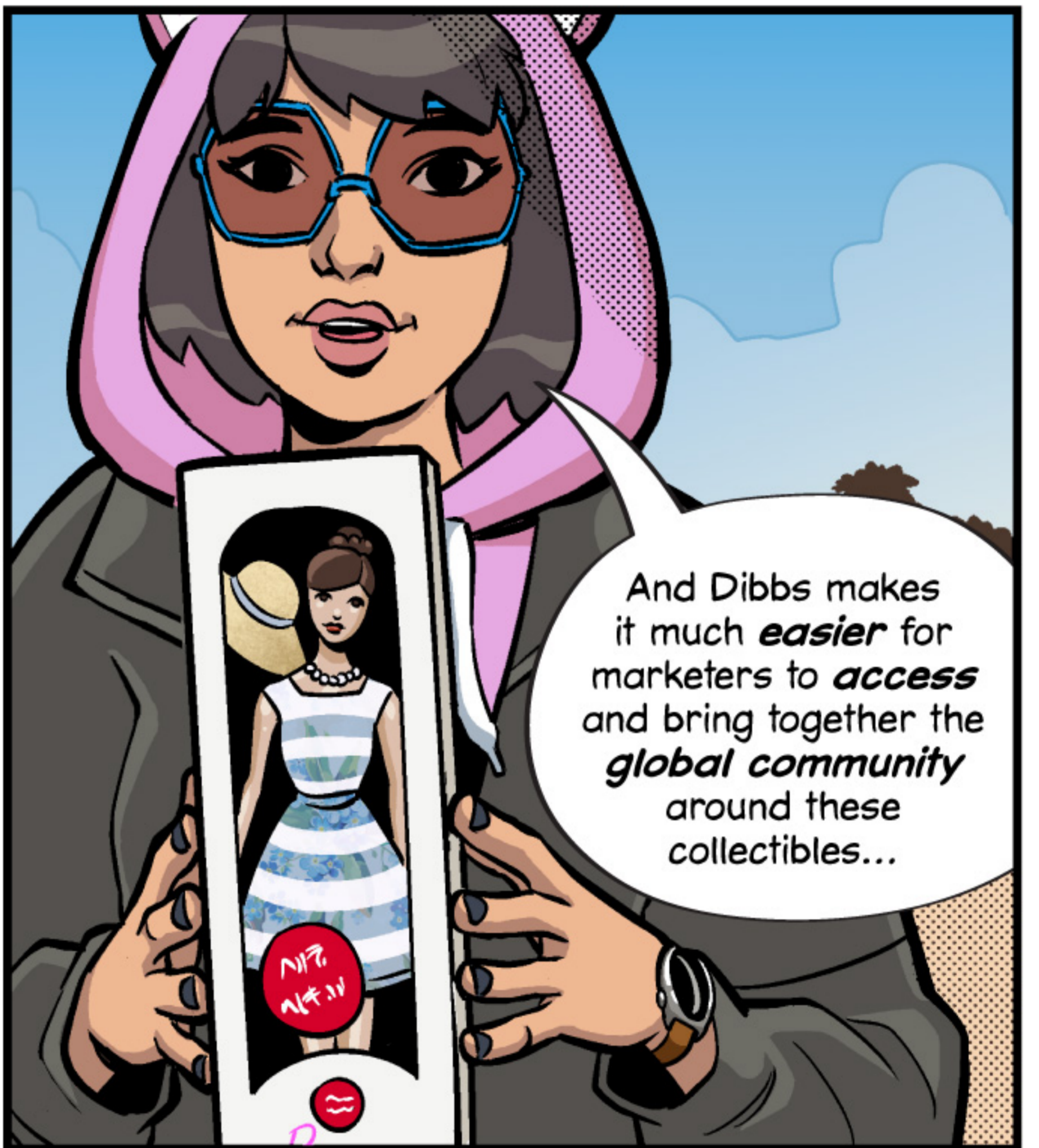


Then there's all the *extras and provenance records* you can provide, that are linked to that *specific collectible* by its *Dibbs digital token*.



Dibbs can also help you build a whole *virtual museum* on *Spatial!*

Or even *Metaverse*, if its graphics ever stop sucking.



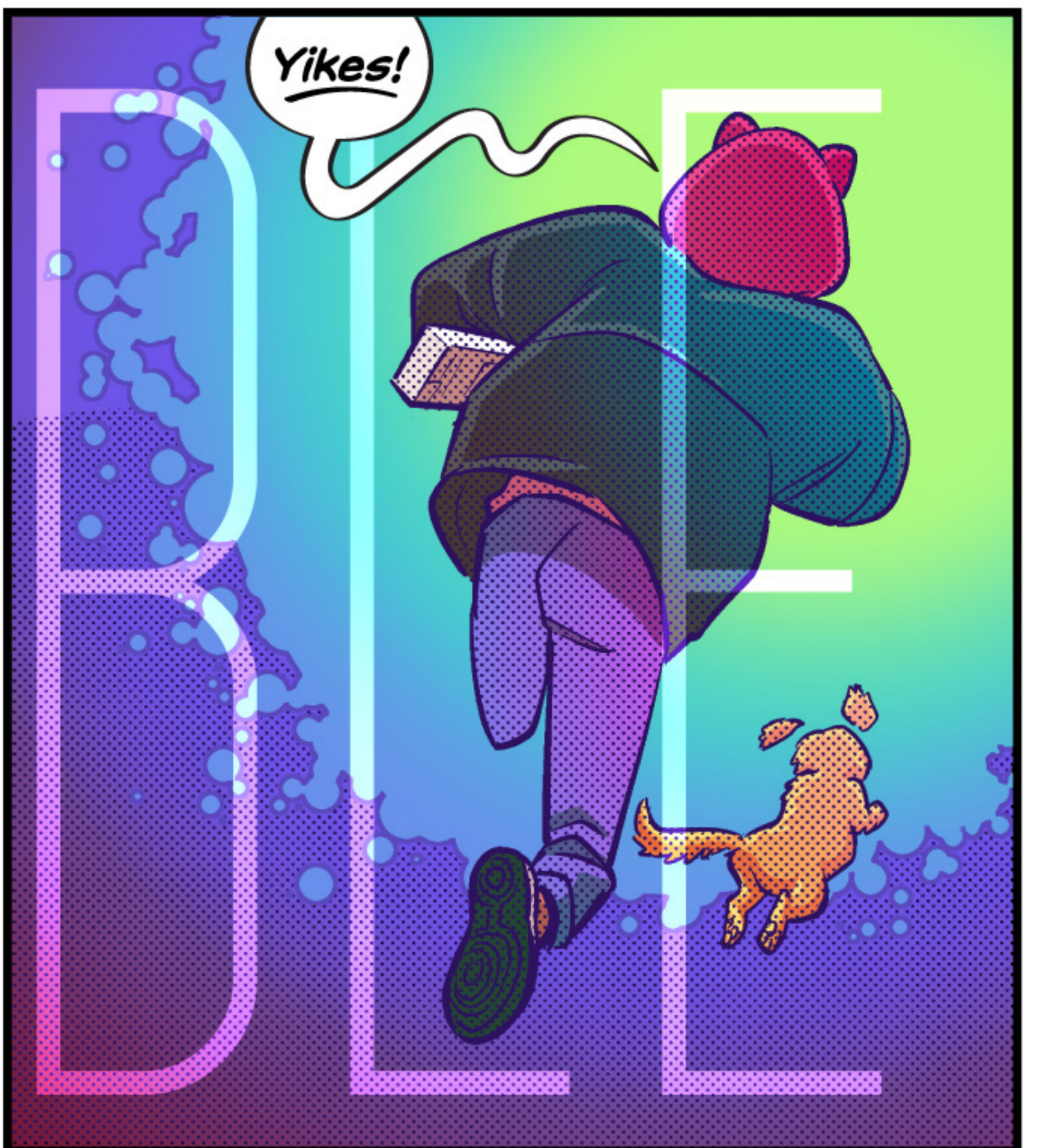
And Dibbs makes it much *easier* for marketers to *access* and bring together the *global community* around these collectibles...



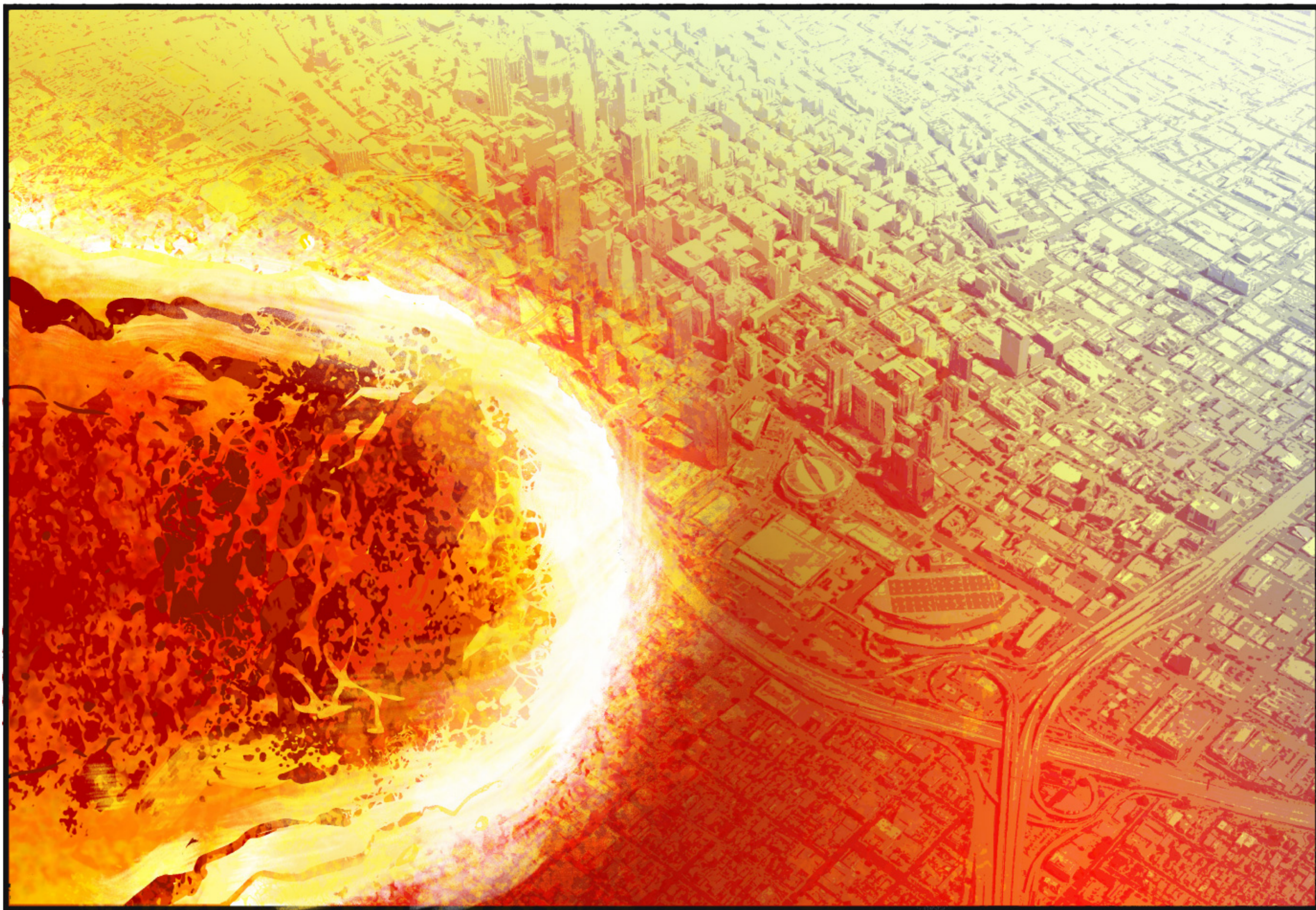
...by giving you access to *secondary-market buyers*--

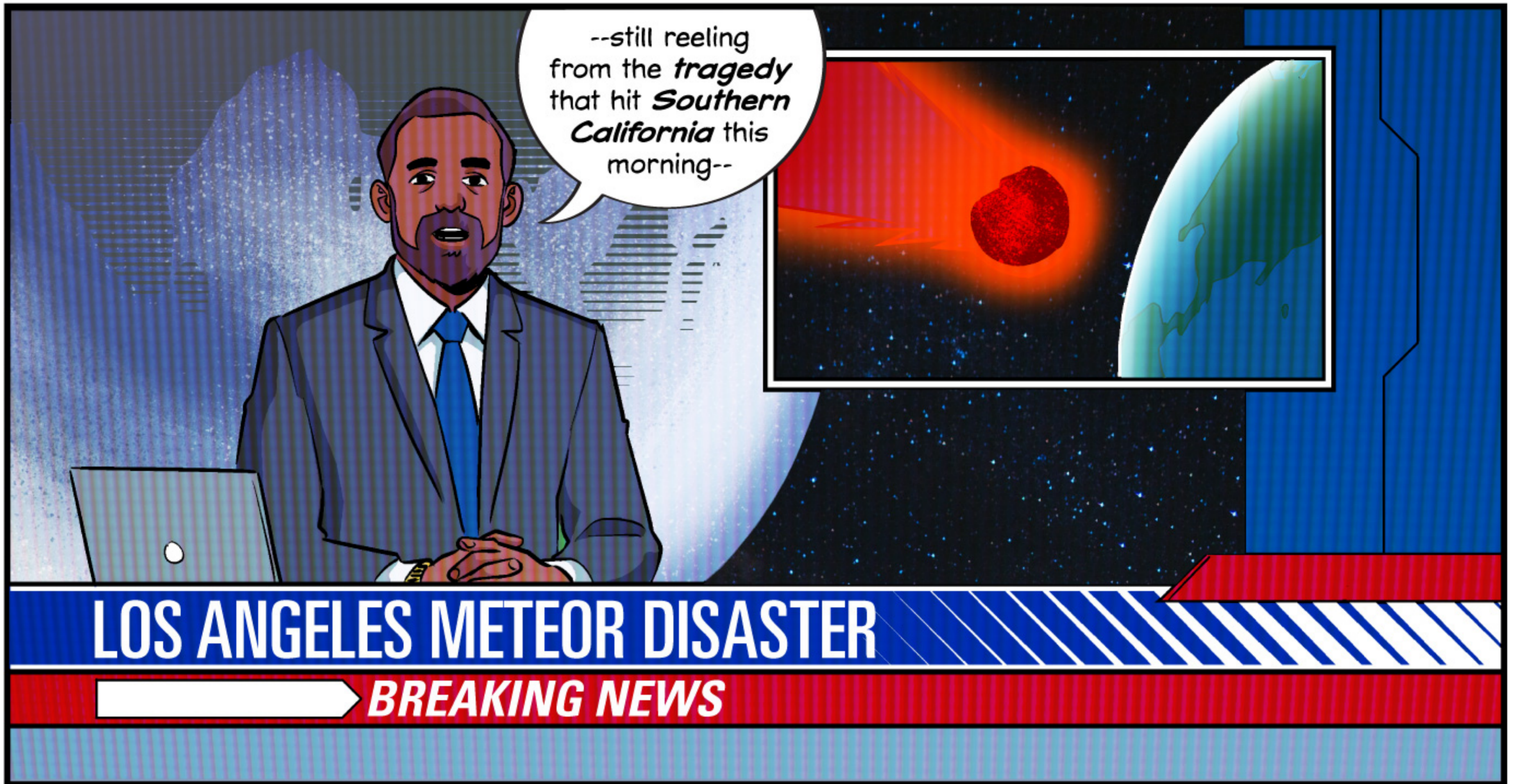
--Wait.

What the--?



Yikes!







But the **perks** of preparing for **regulation** is if something **wild** does happen to Dibbs...

...there's **insurance** on your **collectibles**, and a required level of **US dollar reserves** that Dibbs needs to **hold**.

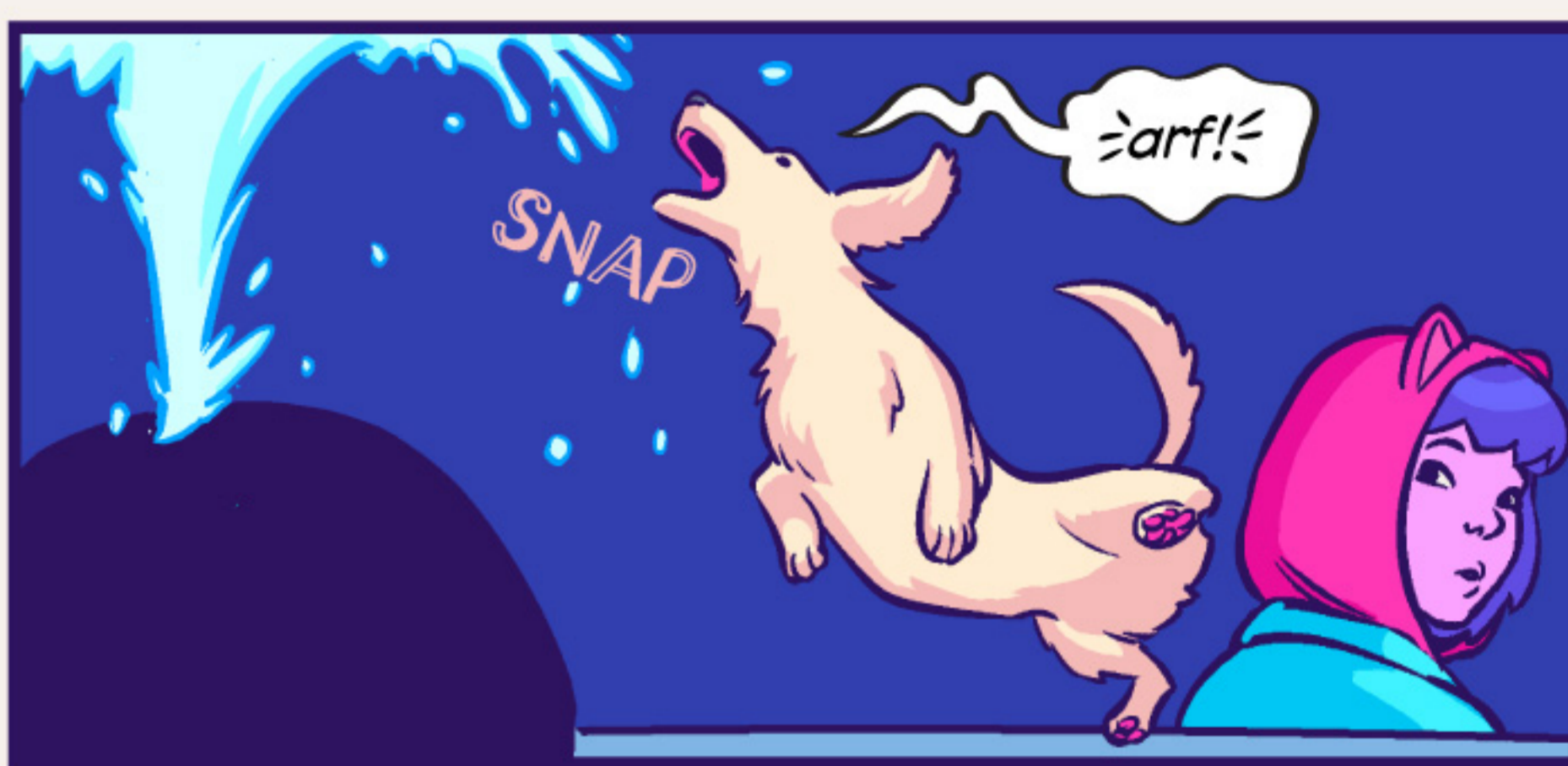


Consumer protection in Web3, what a **concept**.

PANT PANT



arf! arf!



arf! arf!

SNAP



Oh, no, Sandy!

SPLOOSH!



I guess **this** is why we **vault**, huh?

DRIP

DRIP

DRIP

The End!

DIBBS.

Your physical to digital partner for Web3. Howdy!

