

April 2021

# TIVAN

NFT // WEB3 // CONSULTING

## OUR MISSION, YOUR SUCCESS

We want your project to improve  
even more!

TIVAN

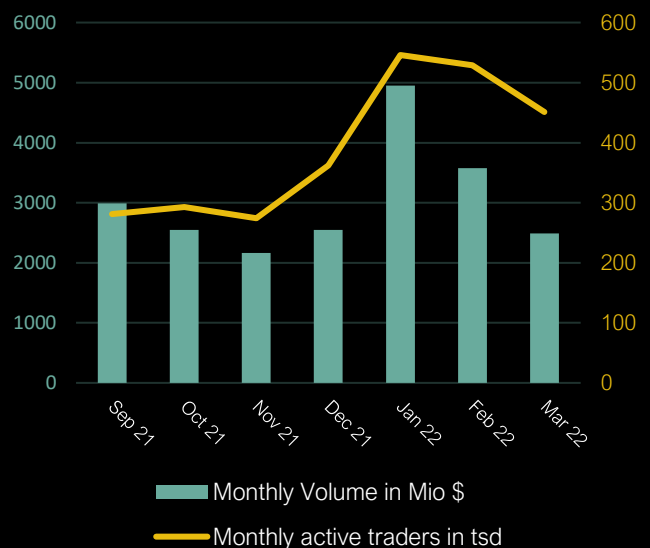
# ANALYSIS

The current NFT market has seen a significant decline in floor prices and trading volume across the vast majority of projects and categories. After reaching an all-time high on February 2<sup>nd</sup>, trading volume on OpenSea has been in a steady decline with only a few exceptions. Regardless of February being the month with the second highest overall trading volume and January marking the all-time high, the current situation must be described as a bear market cycle for which there are several reasons:



- Firstly, geopolitical uncertainty due to the Russia-Ukraine conflict is causing great economic uncertainties across all asset classes.
- Secondly, the recent resurgence of Ethereum from its prior lows added additional pressure on NFTs.
- Thirdly, the massive hype around the latest NFT bull market around the turn of the year and beginning of 2022 caused an influx of new and unexperienced private investors. Many of which were investing blindly without proper research and fundamental knowledge due to seemingly never-ending increases in valuations of NFTs. Subsequently this development came to a crashing halt due to an oversaturated market ripe with scams, which in turn led to many new investors losing parts of their investment.

These aforementioned circumstances have led investors across the entire NFT community to behave increasingly cautious. Projects, which would've easily sold-out and succeeded just a couple of weeks ago, are now facing uncertainties regarding their mint due to the current state of the market. In times like these, it is crucial for projects to adapt to market sentiment in order to be able to deliver flawlessly.





## NFT ECONOMY

The NFT market is not only subject to the usual economic fluctuations but is also strongly influenced by the current atmosphere within the NFT community. The market is extremely volatile and changes in perception and trends can happen literally overnight. The rapid growth of the market caused expectations of new investors to be irrational: oftentimes a project is considered a failure as soon as it does not at least double in value shortly after mint. The investment horizon of most investors is extremely short-term, which causes considerable parts of the community to value projects only based on the chance of a short-term multiplication of value.

The aforementioned situation illustrates, the necessity for projects to define a way to either act agile and react rapidly to changing conditions or define a fixed strategy that is barely affected by changing market.

Projects stand and fall with their community. This implies, that community management should be an inherent part of the initial project planning. The selection of community managers and moderators should be prioritized during this part

- What is the intended target of the project, if there is one?
- Does this target group match the current community? If not, a restructuring in the team (moderators) or a change in marketing is necessary.
- What is the breakdown of countries? The average annual income in Indonesia is about 3000 USD. The average monthly income in Germany is 4400 USD. This means that a mint price of 0.25 eth is equivalent to 3 months salary in Indonesia.

Many project teams do not even know what kind of community they are dealing with and why it is crucial to consider the specific requirements of a community for the definition of a roadmap and further project setup.

# SERVICES

At TIVAN, it is one of our key skills to analyze the overall market situation as well as the specific project setup. Based on this analysis we're able to derive a suitable strategic setup and orchestrate the execution of said strategy.

Our profound and detailed research on various projects concludes with the statement, that the general basis of many projects is solid and the groundwork for success is laid. However, due to current market sentiment or insufficient structure or design, certain factors pose significant threats to many projects. We provide a neutral analysis of a project setup and put it into perspective to the current market and developments. Based on that, we provide clear recommendations on how to steer the project towards a more successful overall execution.

We offer an all-inclusive project consulting service. In doing so, we focus on:



Analysis

In order to identify potential threats and opportunities, a comprehensive project analysis is necessary. Our specialists have been analyzing NFT projects for months and know which parameters are crucial for the success of a project. Likewise, they can identify warning signs early on and provide recommendations to address them in a timely manner.



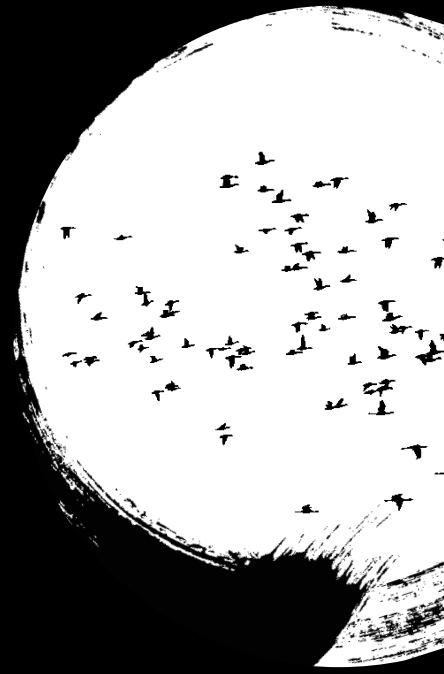
Strategic advise

The strategic setup of an NFT project is not limited to the pre-mint phase. While this phase is critical to building community-awareness, it is not critical to the long-term success of the project. We provide consulting that goes beyond the initial idea of the project, through pricing and milestones, to mint and beyond into the post-mint phase.



Internal structures

Building a project team, both among the Founders and in the Discord community, is very important to underline the professionalism of the project and to build and sustain an organic and long-term community. Our approach includes working out an improved Discord structure as well as training moderators to ensure smooth moderation of the community.





## TIVAN CONSULTING

We are TIVAN, a consulting company with deep roots in the community of the NFT-Space. We spent months studying the basic principles of successful projects, researching data and being active members in the community, not only as investors but also as moderators in large and successful projects.

Our analysis and recommendations are aimed at improving both existing projects in early and later stages, as well as providing advice on the basic setup of new projects.

Our applications are versatile and individually configurable. Every project in the NFT space is unique in structure, roadmap, type and implementation and the consulting of the project should be just as unique.

If you would like to learn more about our analysis, our competencies and how we can assist in making your project even more successful, don't hesitate to contact us.

“

*Contact us to find out how we can support you  
and your project.*

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Contact us for more  
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