Case Study

Bringing Merchandise to the Metaverse



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Create a Unique Fan Experience and Increase Sales

The current brazilian league and cup champion Clube Atlético Mineiro **created a 113 year anniversary jersey called “Manto da Massa”.**

With this first connected jersey they wanted to **create a unique fan experience while driving sales.**



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Video here

Connect the Physical Jersey with the Digital World



An encrypted **NFC tag is embedded in the jersey** and can be **scanned** with any smartphone

The **authenticity of the jersey is guaranteed** through Blockchain and NFC technology

The **digital jersey as an NFT** and the **exclusive fan experience** can be unlocked via the smartphone

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Jersey Prices could be Increased by 10% due to collectID



10%

The price of the “Manto da Massa” jersey could be **increased by 10% due to the collectID technology**

4 **days / hours**

All **120.000 jerseys** were sold out **in 4 days.** The first **30.000 jerseys** were sold in only **4 hours**

$400k

Atlético Mineiro could **increase their profit by USD 400.000** due to the collectID technology[1]

[1] The costs for collectID have already been deducted from this figure.

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Thousands of Fans Registered their Jerseys Worldwide



Regional

National

International

The fans that registered their jersey can **find other fans and connect with each other**

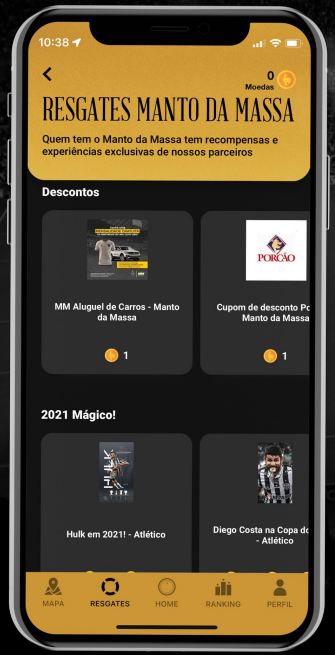
Atlético Mineiro can **actively manage regional, national and international** fan communities

Fans can be provided with **different fan experiences and content based on their location**

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Unique Opportunities for Sponsors and USP for the Club



The fans' activity gets rewarded with points to buy **special offers from the club and sponsors**

Atlético Mineiro created a new and immediate **digital revenue stream**

Opportunities for sponsors create a **differentiation factor** and **future-oriented positioning**

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The Future is Now - Integration into the Metaverse



collectID **builds the gateway to the metaverse** by connecting the physical and digital worlds

Fans will be able to **use** their physical products in **virtual events** and **video games**

By providing a physical product with a digital twin **value increases and new use cases arise**

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When are You Ready to Transform Your Products?

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