

Paras

Name for Campaign: Breaking into the US Market

Company: Paras (<https://paras.id/>)

Track: NFT, Go-to-market

Requested Service: Attracting more collectors to Paras in the US Market

Bounty: \$ 45,000

One liner about your business/product:

Paras (<https://paras.id/>) is an NFT (Non-Fungible Token) marketplace that focuses on digital collectibles, as well as supports & develops unique crypto-native IPs (Original NFT Collections). There are more mediums to explore, from comics, games, toys, films, etc. This makes Paras special; we work with artists and creators to support their collection into something much bigger than just collectibles. We also help increase the NFT's value by including background stories or lore, as visuals can be enhanced through this approach. In the future, we believe that there will be more projects developed natively in the crypto-space by these artists and creators.

This campaign is specific to Paras Marketplace.

In short, where we could use your help:

Paras requires more NFT collectors, so we are seeking to attract more collectors to the platform, especially from the US community.

Apart from getting some NFT collectors familiar with the Paras platform, we also need to acquire more people to visit the platform, and we would like to focus on the US market.

Any additional information about the problem:

Our main objective is to grow the amount of Paras users in the US. However, we are interested in exploring two other aspects: we would like more people to visit Paras, and we would like to increase the rate at which they introduce Paras to their network.

Inspiration:

Below are the end-result goals of this initiative:

1. After getting the NFTs on Paras, collectors can create a digital gallery of their favorite cards. This allows the cards to be more valuable so that artists/creators will produce more meaningful arts.
2. The new (or existing) collectors' collections will be the entrance points and tickets for some events.
3. With more collectors coming into the Paras platform, we hope to have more diversity in assets for comics, games, toys, etc.
4. More and more projects will be created on top of Paras, inspiring a network platform effect. We will work as the supporter/developer for crypto-native IPs where the users (artists, collectors, etc.) create their projects from their NFTs.

Are there any restrictions for the campaign:

None for now.

Goals and metrics for this campaign:

- # of Collectors on Paras platform
 - # of US collectors on Paras Platform
- # of unique crypto-native IPs initiated by users

Links and Resources:x

<https://paras.id/>