Paras Comic

Name for Campaign: Introducing Paras Comic to the US Market
Company: Paras (https://paras.id/);
(https://comic.paras.id/)
Track: NFT, Go-to-market
Requested Service: Familiarize Paras Comic to 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 for us 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 h to 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.
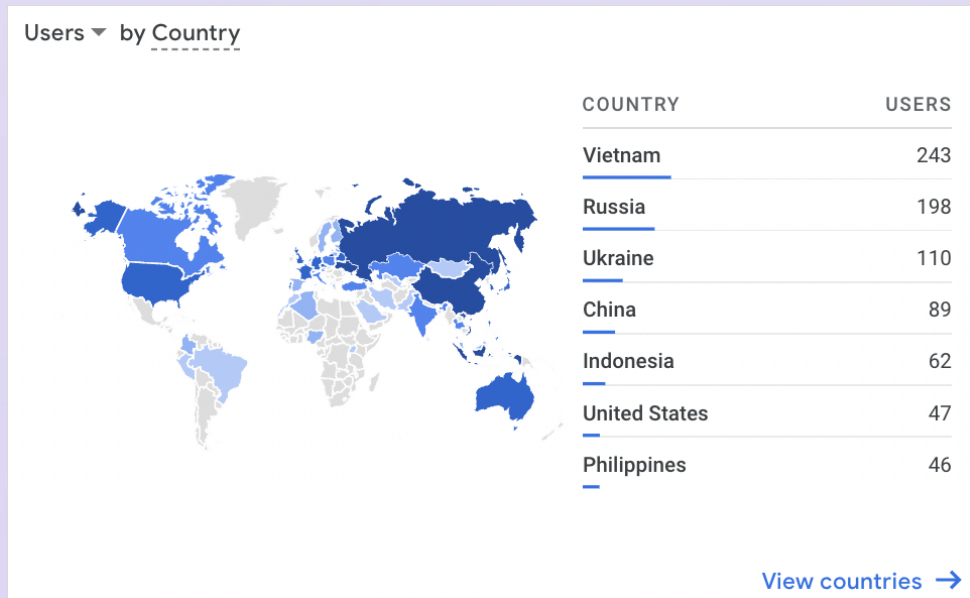
We recently launched our new project on October 25th, 2021; Paras Comic (https://comic.paras.id/). Built upon the Paras marketplace, Paras Comic is here to add layers to NFTs through a new medium; comics. As crypto-native IP, all comics are published with NFT technology and smart contract capabilities. We believe that digitized comics are our effort to preserve comic books for collectors and introduce titles to bigger audiences. Anyone can

bring their IP or start new with Paras in releasing titles, building community, and experiencing Web 3.0 comics with 100% ownership of the collection.

This campaign will be specific to Paras Comics.

In short, where we could use your help:
Since we just launched Paras Comic in October, acquiring users is essential; therefore, we want to focus more on user acquisition. The market can be anywhere but we are strong in Vietnam, Russia, Ukraine and have little presence in the United States.

Users ▾ by Country

COUNTRY	USERS
Vietnam	243
Russia	198
Ukraine	110
China	89
Indonesia	62
United States	47
Philippines	46

View countries →

Any additional information about the problem:
Our main objective is to grow Paras Comic and get this new medium renowned around the US community.

Inspiration:
Below are the end-result goals of this initiative:
1. Getting more comic enthusiasts to access the Paras Comic website will spend some NEAR to purchase the 'chapter NFT' on paras.id to read the comics on comic.paras.id
2. More and more projects, especially comics, will create Paras, inspiring a network platform effect. We will work as the supporter/developer for crypto-native IPs where the users (comics, users, collectors) create their projects.

Are there any restrictions for the campaign:
None for now.

Goals and metrics for this campaign:
- Increase # of users on Paras Comic platform
- # of unique crypto-native IPs initiated by users

Links and Resources:
https://paras.id/
https://comic.paras.id/