The future is here

Engage your next consumers with Web3

Luca Ambrosini
CEO & Co-Founder

Rubicon

Rubicon

- In the shoes of your next customers
- Key characteristics
- Web3 based Solutions

Mage
Priest
Rogue
Druid
$2792.82
+$26.6 +11.3%
Coins
All
SOLANA SOL
$28.62
29.98
$856.3
USD Coin USDC
$1.00
1600
$1600
We have selected fantastic art pieces for you
Search
All
Fine Arts
Hard Lux
Personal Lux
Axie Infinity

Rubicon

GenZ

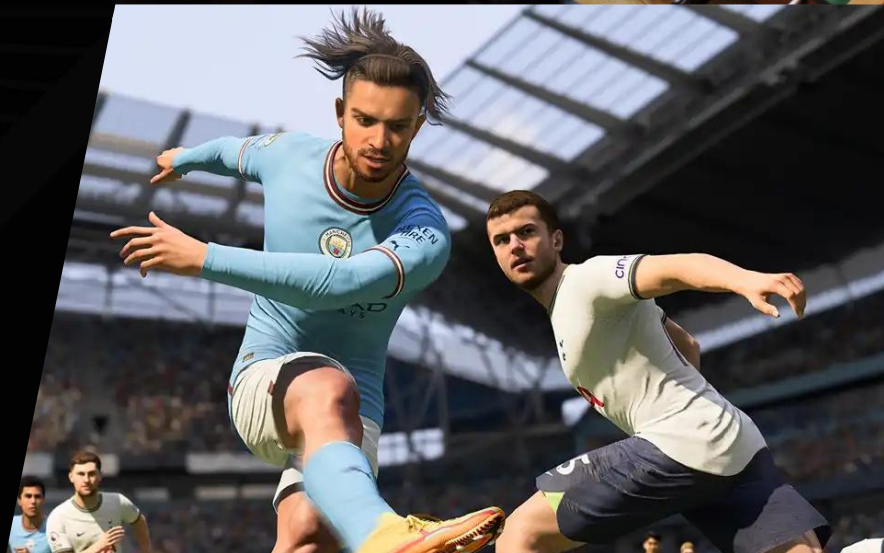
Born from

1995 to **2010**

Rubicon

50% of GenZ

Hung out with friends virtually in a video game instead of meeting in physical spaces



Rubicon

$76 Billion

spent for digital items

just in 2021

Rubicon

Digital Belonging

Relationship

Discovery

Multiple identities

Rubicon

Digital and physical exchange are no longer binary

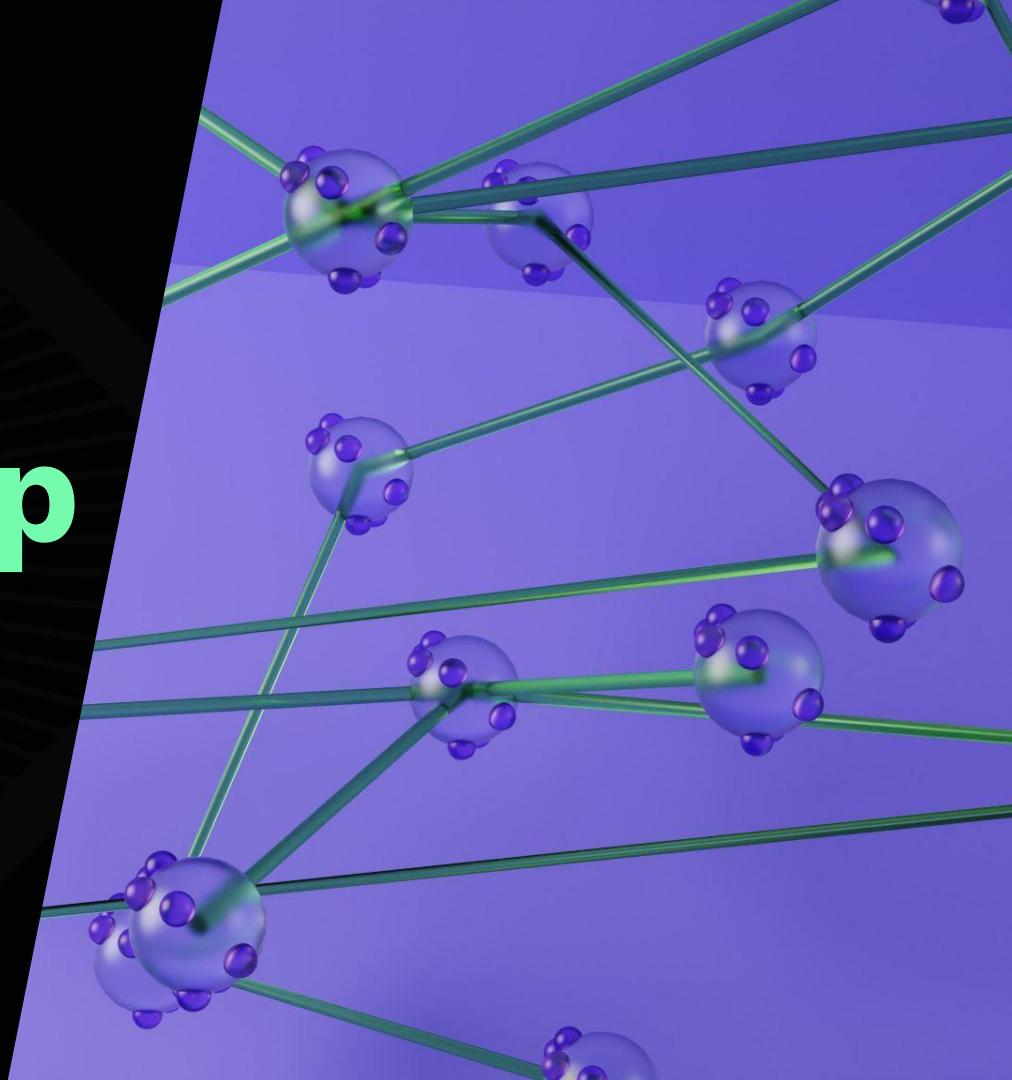
Rubicon

Web3 is Ownership

Tokens

NFTs

Blockchain



Rubicon

No Easy Cash Grab

Use Web3 to strengthen the relation with your fans and to attract a new young audience

Rubicon

NTFs are Digital Collectibles

Transform your most loyal customers in a club of ambassadors that digitally live your brand

ENHANCED LOYALTY PROGRAM

Enhance your loyalty program with a personalisable character

It grows based on spending and valuable interactions

The journey mimics the process of leveling a character in a video game, creating a need for progress (and hence spending) in young customers

Every single operation is tracked and stored, enabling previously impossible customer behaviour analysis

ENHANCED LOYALTY PROGRAM

Collect and Trade loyalty points or loyalty collectibles to obtain exclusive benefits

For every sale or valuable interaction we reward the customer with the tokenized version of loyalty points and/or collectibles

- ➔ Weekly challenges
- ➔ Collect and Trade loyalty points
- ➔ Get exclusive benefits

Rubicon

Token Gating

Reward fans with exclusive access to products, events, communities and more

Rubicon

With Rubicon Commerce Kit

50 times higher Conversion

Easy integration

Directly in your e-commerce

Credit Card payment

No Wallet required

No cryptocurrency required

Rubicon

Metaverse Events

Give people a reason to join and to remain

Rubicon

Phygital

Enhance your authentic physical products with the power of digital technology

Rubicon

Connected products

Add compelling information about the history of your product and communicate them effectively

Rubicon

Data beyond sale

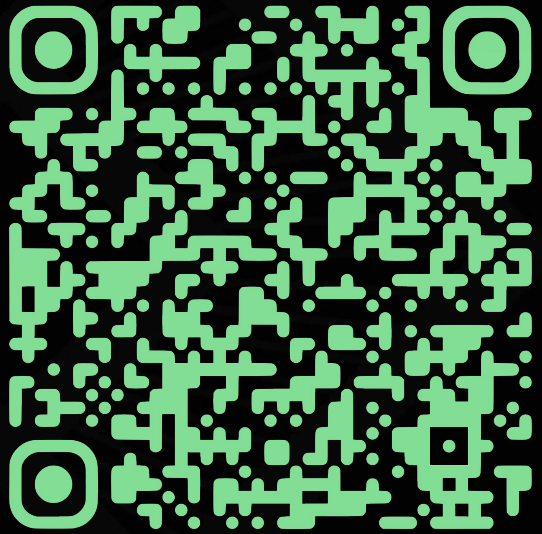
Every usage of a digital items leaves data about owners, locations, etc

Rubicon

The Future is Here

50% GenZ Worldwide

rubiconstudio.ch



Thanks!