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ŠKODAVERSE INDIA

Re-imagined Skoda's interaction with customers through sustainable NFT marketplace

At a glance

When Škoda India sought to capitalize on the potential of NFTs for augmenting customer engagement and pioneering new digital frontiers, Antier Solutions collaborated to align with Škoda India's objectives, formulated a strategic approach for marketing and expansion, and successfully facilitated the sale of over 120 NFTs swiftly in 120 minutes, marking a new era in customer interaction models.

What we did

- NFT Marketplace
- Marketing Strategy
- NFT Artwork
- Community Building
- User Experience

The rational behind the NFT move

Škoda India's strategic foray into the NFT and Metaverse realms was largely influenced by prevailing industry trends. Notably, major competitors such as Hyundai, Renault, and Mahindra had already begun exploring Web3 technologies. Recognizing this shift, and leveraging the global presence of 'Škodaverse India', Škoda's dedicated Web3 division, the company identified the immense potential of NFTs in revolutionizing customer engagement and unlocking novel digital channels.

This move was not merely a response to market trends; it was a deliberate effort to redefine and innovate within the customer experience landscape. By embracing these emerging technologies, Škoda India aimed to achieve deeper market penetration and explore new revenue streams. This venture into the world of NFTs and the Metaverse was a calculated step towards integrating advanced technology with their business model, thus positioning Škoda India at the forefront of digital innovation in the automotive sector. The case of Škoda India epitomizes the synergy of technological adaptation and strategic market positioning, setting a benchmark for digital evolution in the industry.

Charting a course together

In the initial phase of the project, our team embarked on a comprehensive discovery process. This involved conducting detailed interviews and interactive workshops aimed at evaluating Škoda India's current marketing strategies. Our goal was to understand the requirements for an ideal future state and pinpoint critical Key Performance Indicators (KPIs) that would guide our efforts.

We also launched a series of innovation sprints, incorporating educational workshops designed for Škoda India's team. These sessions were dedicated to providing an in-depth understanding of the Web3.0 ecosystem, with a particular focus on the Metaverse and Non-Fungible Tokens (NFTs). Utilizing relevant case studies and practical real-world examples, our goal was to equip the Škoda India's team with the necessary insights to identify and evaluate potential use cases. This process emphasized the assessment of business value, risk factors, and the complexity of implementation within these emerging digital realms.

Following the discovery phase, we transitioned into the development stage. Here, our focus was on meticulously selecting the appropriate technology stack essential for building the NFT marketplace. A significant emphasis was placed on ensuring the sustainability of transactions, a critical aspect for long-term success. Concurrently, groundwork was laid for the development of customized NFTs, tailored to Škoda India's brand and customer base.

Throughout this journey, Antier Solutions and Škoda engaged in a collaborative and iterative process. This involved the creation of wireframes for the NFT marketplace, a comprehensive marketing roadmap, and the design of 128 personalized NFTs. The synergy between Antier and Škoda was pivotal in shaping a robust and user-centric digital platform, aligning with Škoda's strategic objectives and reinforcing their position in the digital marketplace.

Tech Thought

We were strategizing on architecting a tech ecosystem engineered for agility and scalability, essential for addressing high-priority use cases that necessitate a multichain, interoperable framework. Our attention was geared towards the orchestration and management of this intricate infrastructure through successive development phases, ultimately leading to the deployment of a fully functional Metaverse in the upcoming drops.

Following the discovery phase, we transitioned into the development stage. In alignment with our strategic objectives for the upcoming phases, we carefully selected a suite of foundational technologies. This includes Nearprotocol for its robust blockchain framework, Rust programming language for its performance and safety, Amazon Elastic Kubernetes Service for scalable container orchestration, along with React JS and Node JS for their efficiency in building dynamic user interfaces and server-side functionalities. These technologies were chosen to optimally meet the demands and vision of our forthcoming project milestones. A significant emphasis was placed on ensuring the sustainability of transactions, a critical aspect for long-term success. Concurrently, groundwork was laid for the development of customized NFTs, tailored to Škoda India's brand and customer base.

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Snapshot of Technology Stack

Nearprotocol

Rust

Amazon EKS

Node JS

React JS

Key features of NFTs

Lower Gas Fees

We designed the system to minimize transaction costs associated with our NFTs, such as buying or selling them, ensuring ease and affordability for broader participation.

Interoperable NFTs

NFTs are crafted for versatility across multiple digital platforms and environments, allowing to experience them in a variety of online spaces, not just a single one.

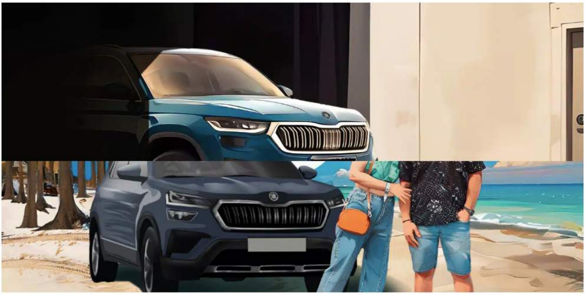
Ideal for Trading

NFTs are created with user-friendly trading in mind, enabling you to buy, sell, or exchange them effortlessly, much like how you would with trading cards

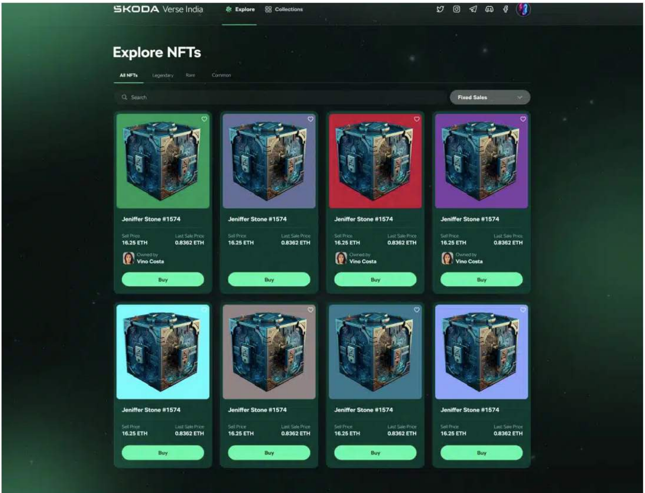
Sustainable Engagement

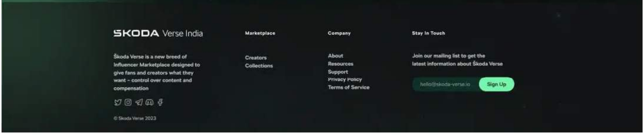
The implemented tech stack ensured the sustainable minting of the NFTs to achieve zero carbon footprint

> **Moving from a basic set of NFTs to 128 personalized ones was a significant challenge. It required more creative design, complex development, and stronger marketing efforts.**
>
> **Harbinder Singh Shergill**
> Head of Multimedia Technologies, Antier



NFT Marketplace





ŠKODA Verse India

Škoda Verse is a new breed of Influencer Marketplace designed to give fans and creators what they want – control over content and compensation

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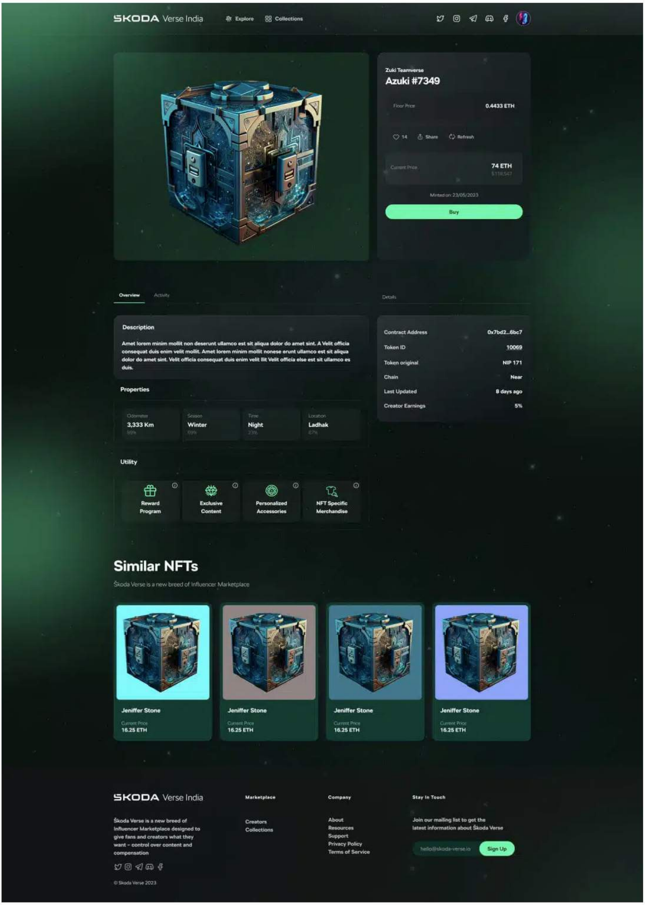

Zuki Teamverse

Azuki #7349

Floor Price 0.4433 ETH

Current Price 74 ETH $118,547

Minted on: 23/05/2023

Description

Amet lorem minim mollit non deserunt ullamco est sit aliqua dolor do amet sint. A Velit officia consequat duis enim velit mollit. Amet lorem minim mollit nonese erunt ullamco est sit aliqua dolor do amet sint. Velit officia consequat duis enim velit llit Velit officia else est sit ullamco es duis.

Contract Address	0x7bd2...6bc7
Token ID	10069
Token original	NIP 171
Chain	Near
Last Updated	8 days ago
Creator Earnings	5%

Properties

Odometer	Season	Time	Location
3,333 Km	Winter	Night	Ladhak

Utility

Reward Program
Exclusive Content
Personalized Accessories
NFT Specific Merchandise

Similar NFTs

Škoda Verse is a new breed of Influencer Marketplace

Jeniffer Stone
Current Price
16.25 ETH

Jeniffer Stone
Current Price
16.25 ETH

Jeniffer Stone
Current Price
16.25 ETH

Jeniffer Stone
Current Price
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The standout accomplishment was the swift sale of all 128 NFTs within just 128 minutes of their launch. This rapid sell-

out not only signifies robust market demand but also underscores the effectiveness of our marketing and product strategies.

> **Swati Rana**
> Delivery Head, Metaverse Division - Antier

Going Strong for Next Milestone

Nishant Mitra | Prashant Hooda | Gaurav Sahni | Bijoy Chatterjee (Head of Skoda Auto Digilab India) | Shashi Pal Singla | Vikram Raj Singh | Shelji Joseph (Head of Group Services, Innovation and Digital, SKODA) | Anuj Dound (Digital Products and Portfolio Manager) | Mayank Arora | Nitin Srivastava | Karan Bhai

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