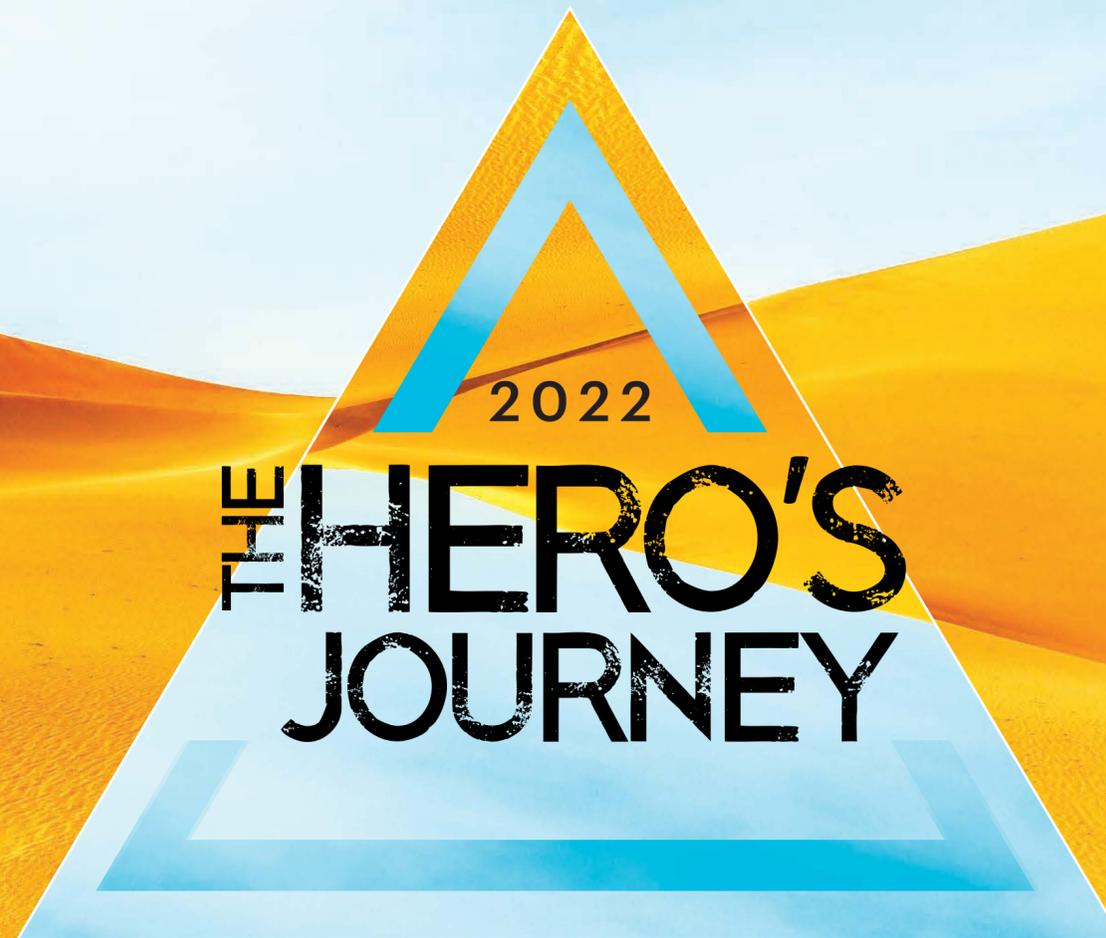




SUMMIT TOOLKIT

SMALL GROUP MENTORSHIP

LEARNING FROM CAREERS IN NFTS, BLOCKCHAIN, & WEB3



FEATURING

Avery Akkineni // President // Vayner3

Matthew Goulet // CEO // Sturdy Exchange

Greg Kahn // President & CEO // GK Digital Ventures

Ridhima Ahuja Kahn // Vice President, Strategic Partnerships // Dapper Labs (NBA Top Shot)

Mentors



Avery Akkineni // President



Avery serves as the President of VaynerNFT. She leads the company's mission to build long-term strategic NFT projects for the world's leading intellectual property owners serving brands, celebrities, athletes, and associations looking to incentivize and reward brand advocacy and customer loyalty. Avery previously led VaynerMedia's expansion into APAC, growing a team from 0-150+, opening offices in Singapore, Bangkok, Tokyo, and Sydney, and was awarded SEA Independent Agency of the Year within years. Before joining Vayner, she worked at Google in both Silicon Valley and New York City. Avery will drive meaningful cultural relevance for others to unlock the potential of one of the technology shifts of our time.

Ridhima Ahuja Kahn // Vice President, Strategic Partnerships Dapper

Ridhima is a Partner at Andreessen Horowitz where she helps their b2c companies execute on their top strategic priorities and serves as source of innovation for Fortune 1000/Global 2000 C-suite executives across media, sports and hospitality sectors. Prior to a16z, she was an Investor for the Hewlett Foundation; working on a team of 10 to invest the \$10 billion endowment. She focused primarily on corporate and structured credit, public equities and real estate investments. Ridhima began her career at Citi and Bank of America in New York. She attended the University of Michigan's Stephen M. Ross School of Business from 2008 to 2011 and earned a Bachelors of Business Administration degree with honors.





Matthew Goulet // CEO



Experienced industry leader in product engineering, working to solve problems and generating solutions through new venture development, effective UX/UI design & full-scale marketing efforts. Inspired by consumer, media, and technology industries.

Greg Kahn // President & CEO



As CEO of GK Digital Ventures and President & CEO of the Internet of Things Consortium (IoT) - Greg is a catalytic force in the technology, media and entertainment industries. He is renowned for connecting innovators with investors, growing brands and driving billions of dollars in transactional deals.

Earning the trust and respect of some of the biggest companies in the world - including Verizon, Comcast, Google, T-Mobile, MasterCard, Disney, Procter & Gamble, and more - he has an unparalleled reputation for making the impossible possible.

He also serves as a PTTOW! Emerging Tech Advisor.



Key Learnings

Avery

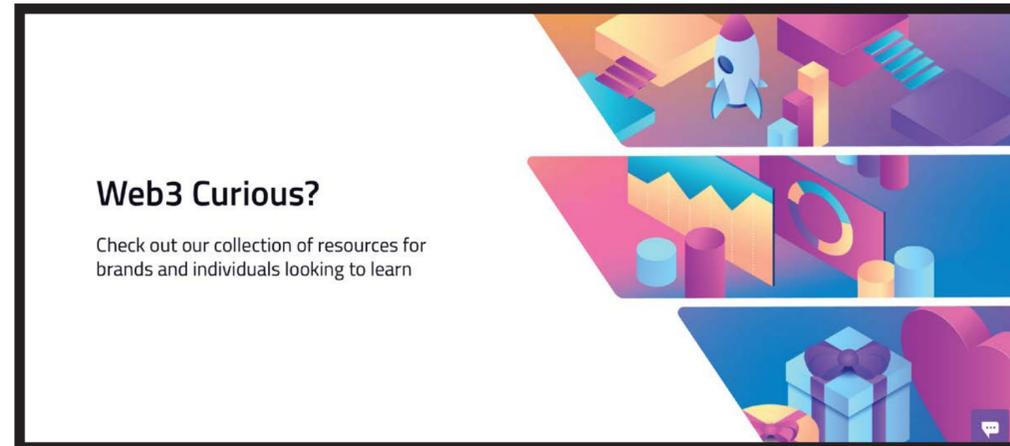
- Take the time to personally educate and immerse yourself in the early days of Web3 (collect an NFT, go explore a metaverse, purchase your first crypto!). When you understand the consumer experience, you can thoroughly strategize if / how your brand should participate.
- We are in the early days of Web3 -- remember that technology adoption takes time -- and that what Web3 look like today will dramatically shift over time.

Greg

- Always consider the individual consumer first. Technology is merely an enabler. Lead with customer benefit, not how the platform was built or the specific technology behind it.
- Consumer use cases for NFTs will move away from speculative investments to more tangible use cases – rooted in loyalty, community and digital collectables.
- NFTs can add the most value by rewarding loyal customers and nurturing exclusive digital communities. Social media (Web 2.0) companies are already integrating features to support users who want to display NFTs as part of community identification.
- Many of the foundational elements of the metaverse currently exist in video games – mobile, console, PC and virtual. 3 billion people on the planet play video games.

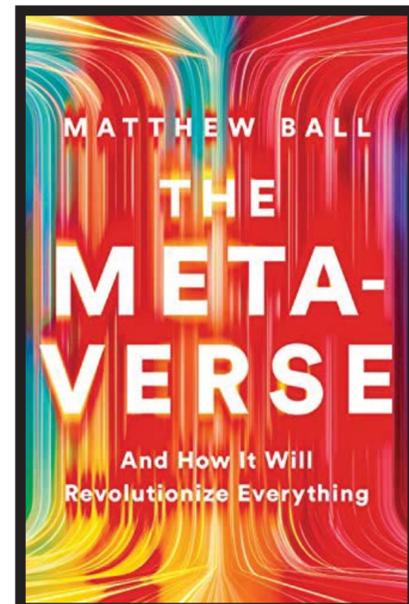
Recommended Readings + More!

Avery



[Vayner3 Learn Section \(esp 2023 trends report, which will be published soon!\)](#)

Greg



Twitter Accounts:

[@GK_ventures](#)
[@CathyHackl](#)
[@a16zcrypto](#)
[@Scobleizer](#)
[@MichelleAbbs \(equity in web3\)](#)
[@tipatat](#)
[@jowyang](#)

LinkedIn Accounts:

[Avery Akkineni](#)
[Brian Zwerner](#)
[John Kraski](#)

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