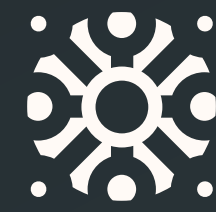# Muse Group

Unlocking the true power of crypto and creator communities

**A thriving global community of the world's most
influential web3 minds blockchain thinkers and social content creators.**

Social Muse

A first-of-its-kind global
community delivered
through an app and
powered by Web3 to deliver
innovative ways for talent
and brands to create,
collaborate, and earn.

House of Muse

A Web3 update on the
tradition of a member's club
where members can work
and play in stunning
physical locations all around
the world and join our
token-gated virtual
community.

Driving and inspiring content creation

Social Muse is a 30,000-strong global community of the world's most influential social media content creators.

Previously known as INTO, we began our journey back in 2015 and expanded to become the largest collaborator community in the world.

When the COVID pandemic struck, it allowed us to make a step-change and rebuild ourselves with the vision to take our community into the fast-growing world of Web3.

Social Muse represents a new generation of entrepreneurs and influencers emerging at the inflection point between Web3 technology and the cultural sphere.

We bridge that gap for brands and businesses looking for a meaningful and authentic way to engage with players in that space, becoming the go-to partner for organic influencer lead marketing services.
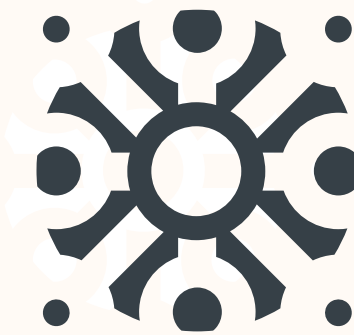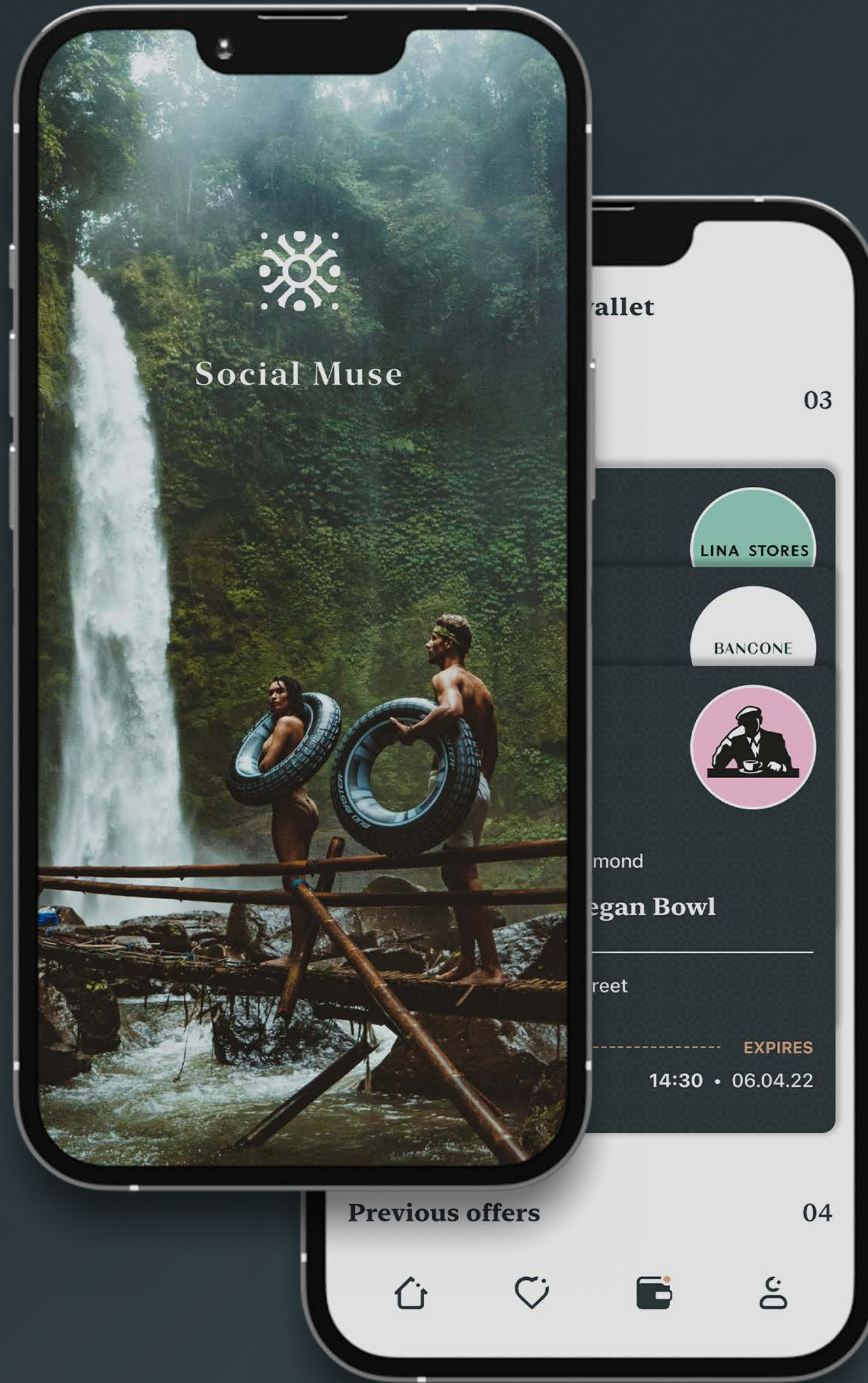
Social Muse

Social Muse

Muse Group

*The first app powered by web3
to unlock incredible opportunities
for creators and businesses alike.*

Unlock incredible opportunities
Promote our business partners
Earn tokens in exchange for content

What

An exclusive community.
The world's most influential
social media talent. Incredible
content creation opportunities.
World-class events.

How

Membership decided by a
community-elected committee.

Each application reviewed against
community guidelines.

Majority vote passes.

Who

Models, actors, celebrities,
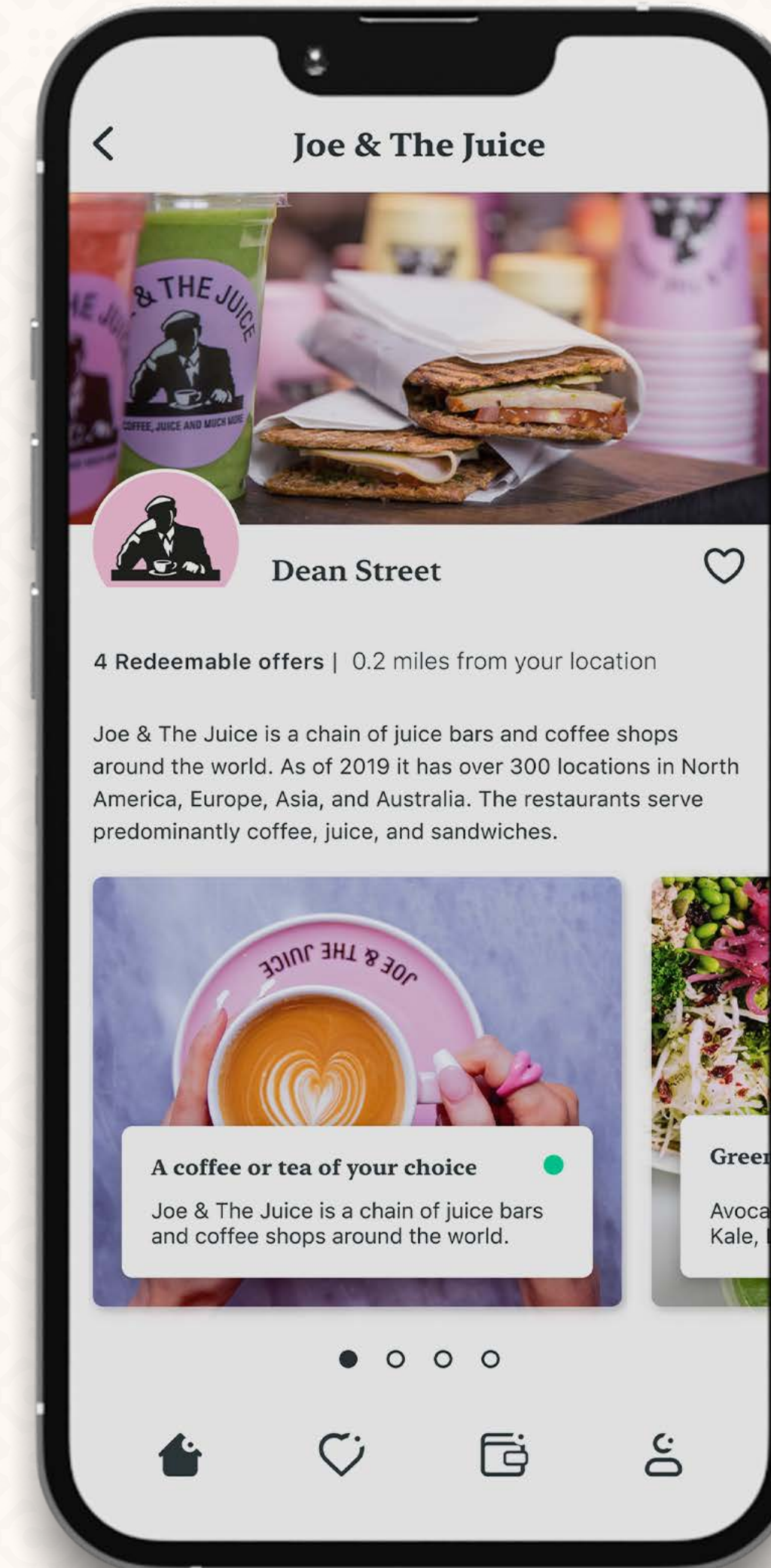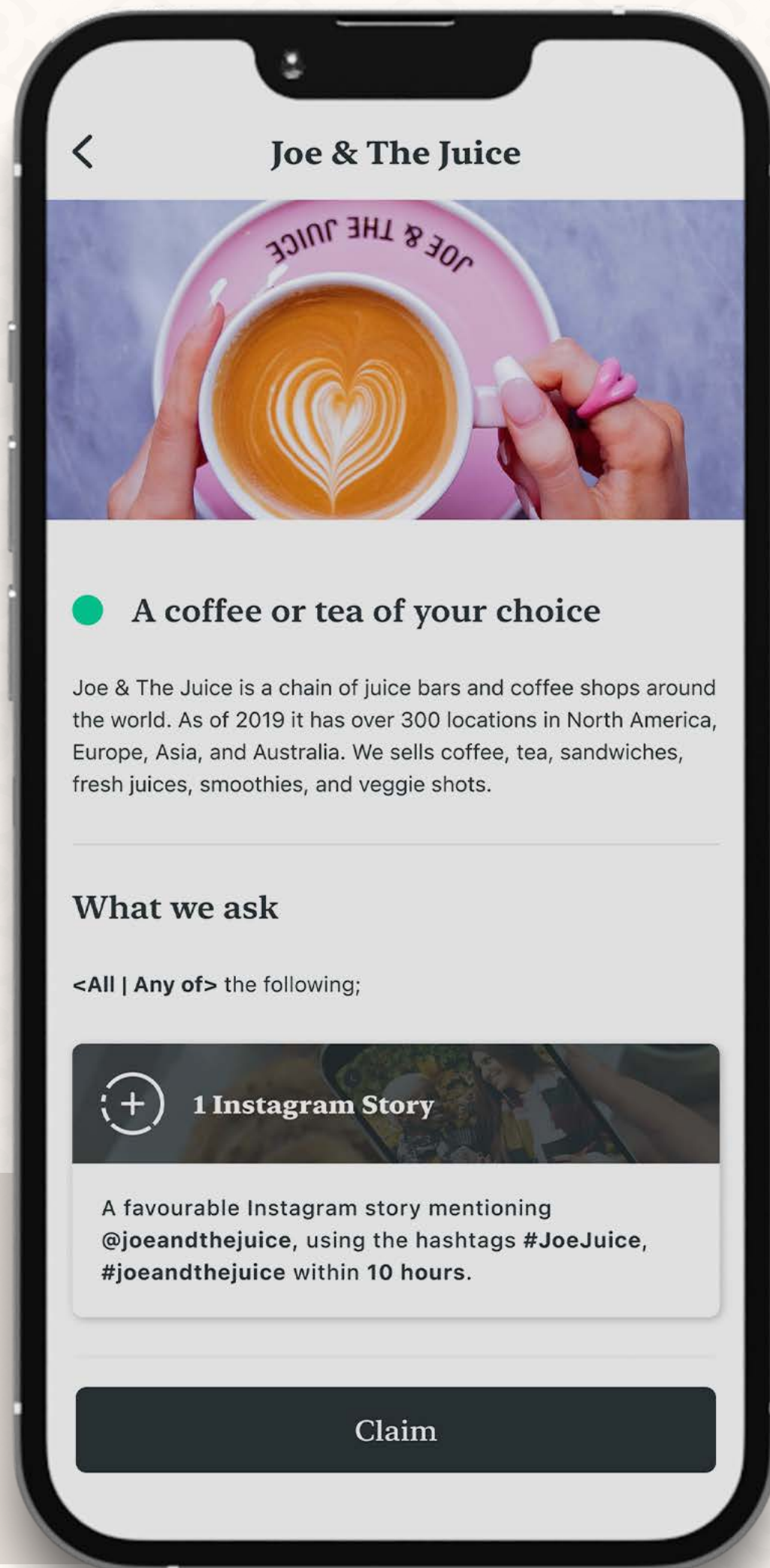content creators,
entrepreneurs and more...

Social Muse

Promote

Inspired to create, each piece of content will be rewarded with tokens based on a pre-determined incentivisation structure.

Unlock

Our Muses will have their pick of fantastic exclusive offers From a host of Global partners.

Earn

Our business partners can personalise offers using up-to-date analytics on the Social Muse portal, their window into the worldwide reach of our Muses' work.

Joe & The Juice

● **A coffee or tea of your choice**

Joe & The Juice is a chain of juice bars and coffee shops around the world. As of 2019 it has over 300 locations in North America, Europe, Asia, and Australia. We sells coffee, tea, sandwiches, fresh juices, smoothies, and veggie shots.

What we ask

<All | Any of> the following;

⊕ 1 Instagram Story

A favourable Instagram story mentioning @joeandthejuice, using the hashtags #JoeJuice, #joeandthejuice within **10 hours.**

Claim

Mary Sullivan ✓
RUE VERTE

View profile

View more on Instagram

1,923 likes
joeandthejuice

Sweet 16!! It's our birthday today 🎉 on this day, 16 years ago we started out with a small juice bar inside an interior design store in the heart of Copenhagen. Thank you to everyone who supported us throughout the years. It's been a crazy ride and we're just getting started 🙌❤️ #joeandthejuice #16years #MuchMoreThanJuiceAndCoffee

Joe & The Juice

Dean Street ♡

4 Redeemable offers | 0.2 miles from your location

Joe & The Juice is a chain of juice bars and coffee shops around the world. As of 2019 it has over 300 locations in North America, Europe, Asia, and Australia. The restaurants serve predominantly coffee, juice, and sandwiches.

A coffee or tea of your choice ●

Joe & The Juice is a chain of juice bars and coffee shops around the world.

Green

Avoca
Kale,

Social Muse

Muse Group®

The Big Events

Social Muse will make content creation easy to use and accessible to all - from small cafe's through to global brands.

But our ambition isn't just on the digital. Our Social Muse events give our community chances to connect with their favourite brands, and each other, in person.

Curated by us in partnership with our brands, Muses apply for the guest list via the app and our partners choose the best fit.

Muses then stake tokens to attend. When they attend, they get the tokens back, and are further rewarded with more brand-issued tokens.

No show? No token. They go to either the brand or the treasury as compensation.

Social Muse

To truly elevate the collaborator experience for both brand partners and our Muses, we knew we had to create an incentivisation system that rewarded both.
Social Muse will use a credit system built around a token that talent earn for every piece of content they create.

- Tokens will be locked and non-transferable until House of Muse (HoM) is launched

- Once HoM launches in 2023, talent will swap their Social Muse reward tokens for HoM tokens

These HoM tokens are needed to activate the HoM NFT which unlocks the utilities of club access and perks available

- Talent is incentivised with token rewards to share content about their experience engaging with Social Muse brand partners.

- Token incentives will be linked to the reach and value of the content they create

- Tokens will be used within the eco system to unlock benefits and access to product and event offers

Muse Group
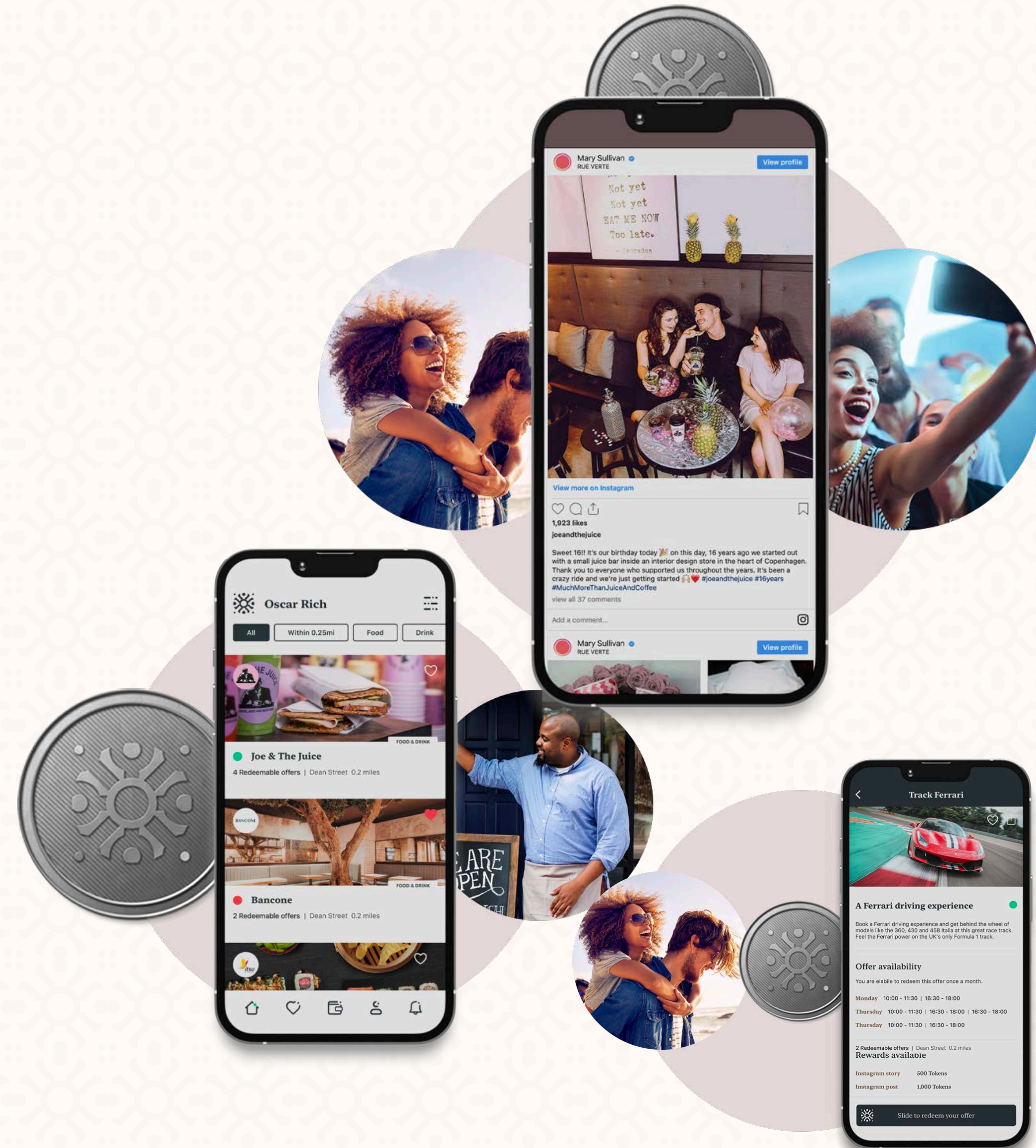
How we make money

Our business partners will pay for the content that influencers create through a tier-based subscription model which evaluates the amount of content that is generated:

0-10 pieces of content = $250pm
11-20 pieces of content = $350pm
20+ pieces of content = $450pm

Social Muse will go through 3 phases of growth:

Phase 1
Roll out of localised offers for influencers across key markets (e.g. restaurants, salon services, bars, gyms)

Phase 2
Transcend geographical borders by unlocking the online offer capability, which allows influencers and brands to engage regardless of their location to each other (e.g. online fitness classes, discounts on products)

Phase 3
Unlock Web3 marketing services through continued education via out platform, empowering our talent to promote web3 projects in a more credible and meaningful way.

Social Muse

We know education plays a big role with web3 and we plan to use our platform to show our community how web3 can elevate their engagements.

Tokens: a credit system whereby talent are rewarded for the content they create for brand partners

NFT Utilities: each talent on our app will receive an NFT which unlocks value linked to their app usage. The more engagements and content created, the more utilities they receive.

Token staking: to promote accountability, we'll introduce a token staking mechanism where talent use tokens to redeem additional online and high value offers. Those who post are both refunded and earn additional tokens; those who don't give up their tokens to the business.

Engaging sessions: Using our social channels (Discord, Twitter, Instagram) we will leverage our wider network to host interesting talks and panels on a variety of topics including:
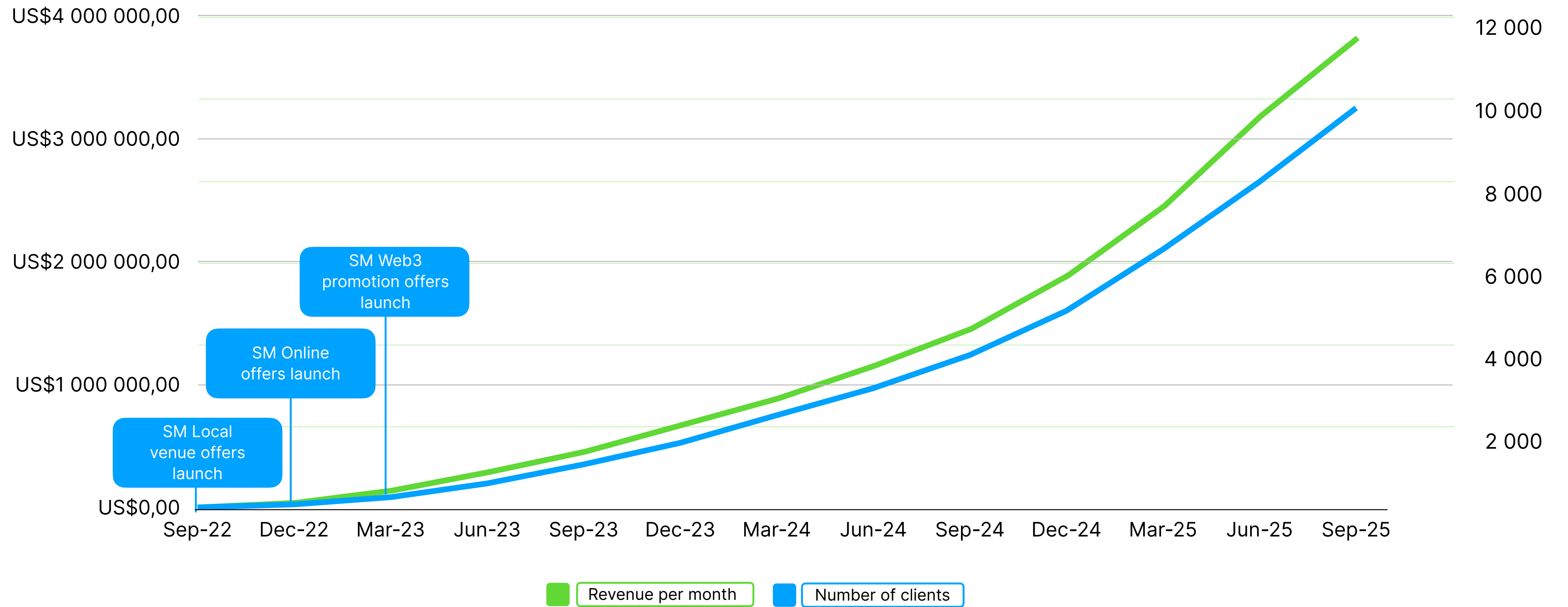The intersection of fashion x Web3 by Money
How NFTs changed the music landscape by Disclosure
The evolution of gaming by Kieran Warwick
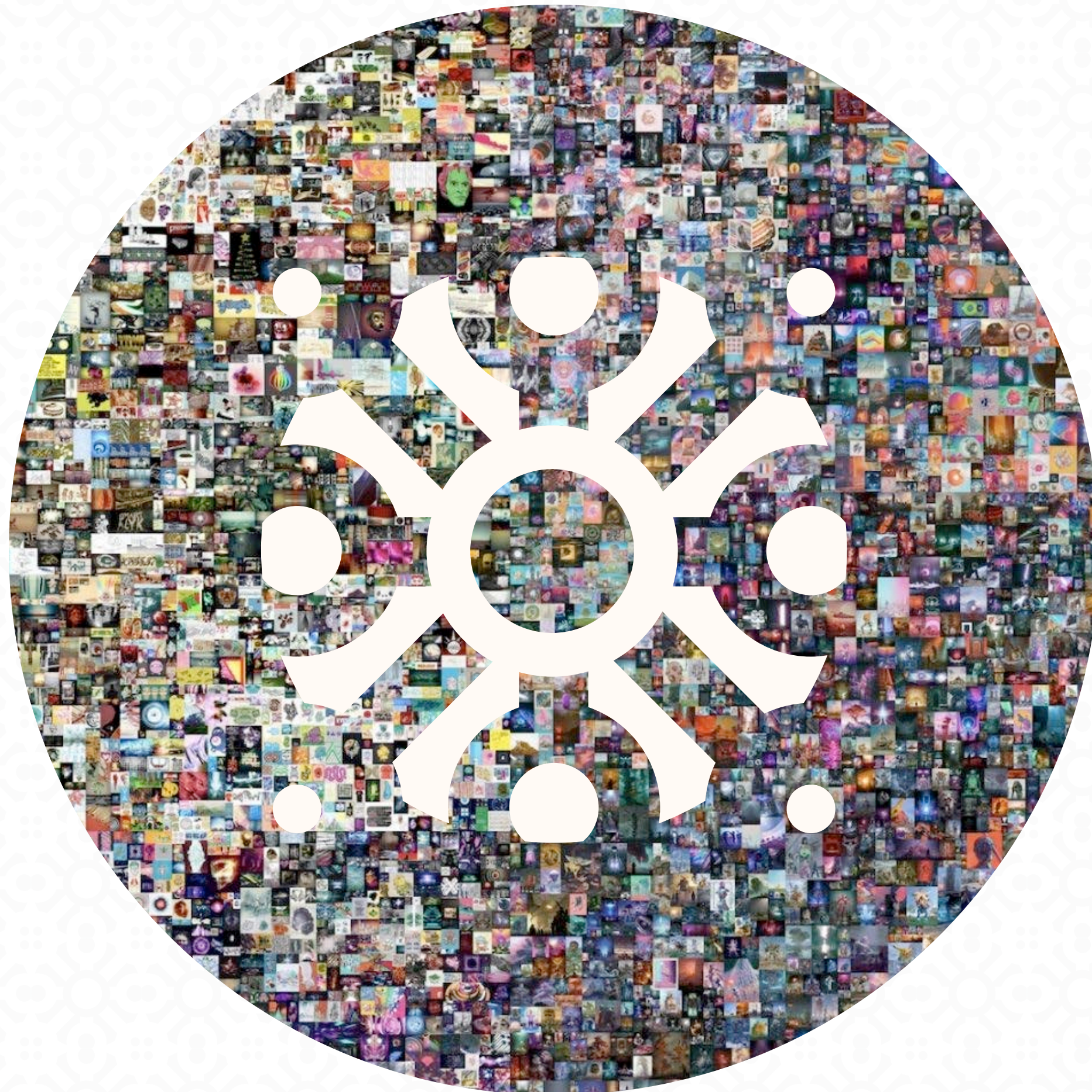
Muse Group

Growth & Revenue

Web3 update
on the traditional
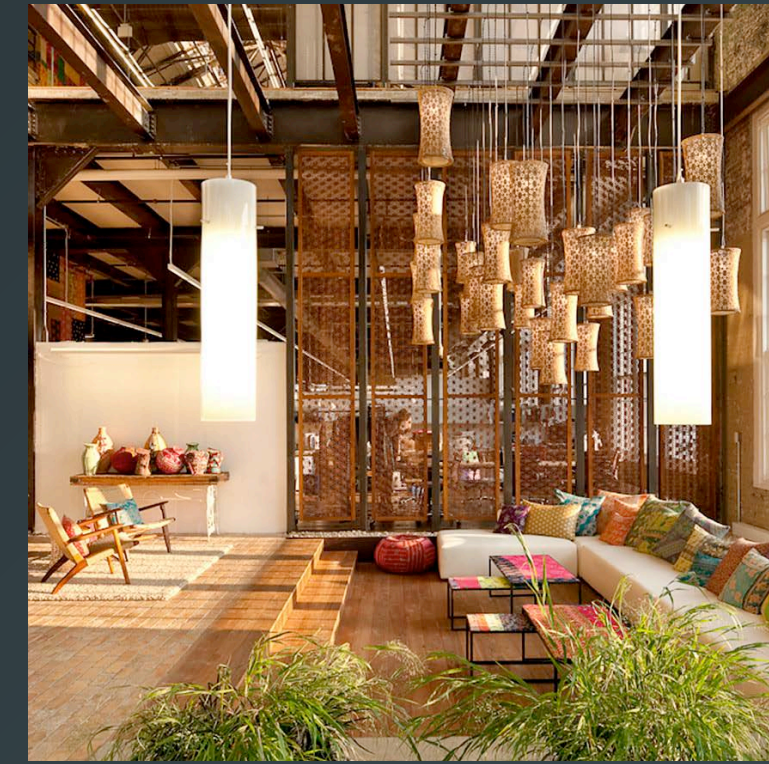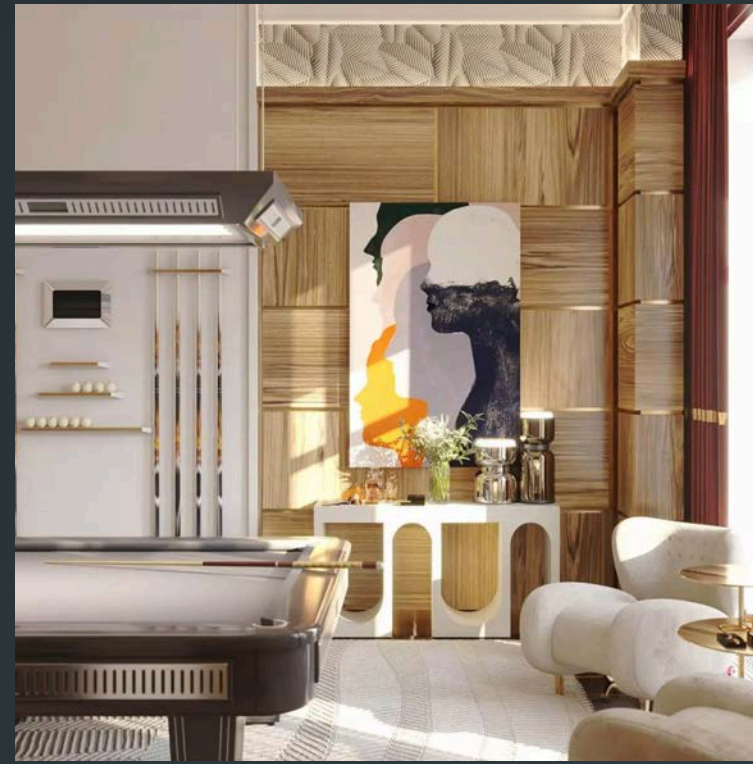members club

House *of* Muse

House of Muse

House of Muse is a Web3 update on the tradition of a member's club. Work and play in stunning physical locations all around the world and join our token-gated virtual community.

Innovative spaces in incredible places.

The House is where the minds shaping the Web3 movement connect in person to work and play. Our aim is to create a collective that bridges the gaps between different countries, industries, technologies, and passions. We welcome creators, enthusiasts, entrepreneurs, social media stars and everyone in between who is leading the charge of this next generation.

Pop-up House of Muse clubs in NYC will lead the way and give the world a taste of what's to come.
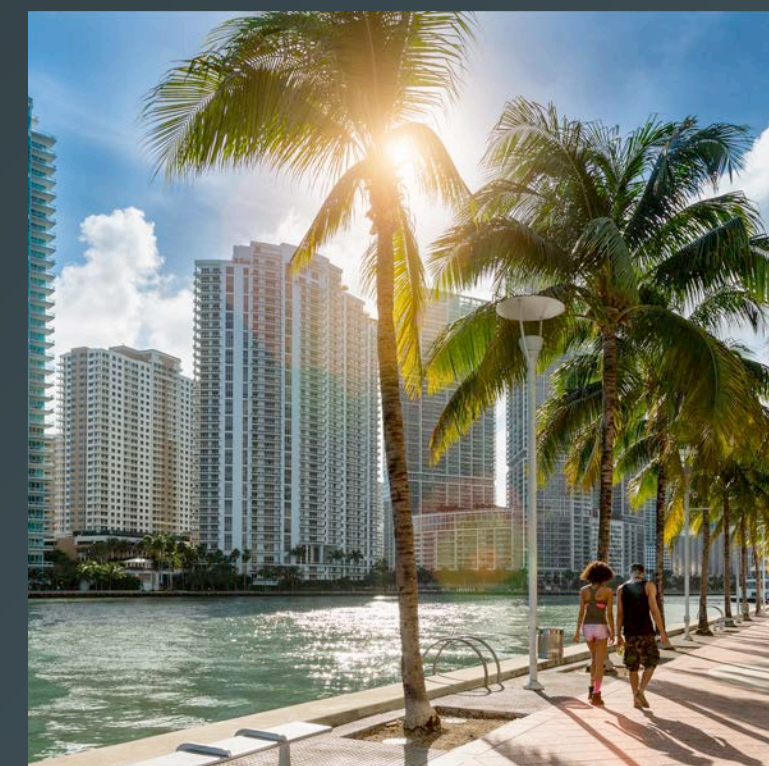
House of Muse

Access to HoM will be through a membership application process, with applicants being reviewed against a set of community guidelines

Once approved, a member will receive a HoM NFT, granting them access into a virtual HoM club hosting meet-ups and collaboration opportunities

To access the physical club, members will be required to load their NFT with HoM tokens to unlock additional utilities

Utilities are split out over four tiers, each of which can be unlocked with additional tokens added to the NFT. These perks start with access for the member into the club all the way up to access member and four friends, plus new utilities being airdropped at random as well.

We pride ourselves in bringing together a carefully curated and engaged group of members that are all aligned with our beliefs and vision for the Web3 community. With this in mind, membership is non-transferable

Future Vision

Muse NFTs

World-class digital artist-designed NFT's that give each owner access into the world of House of Muse and Social Muse worldwide.

Future Muse

An incubator lab supporting the best and brightest minds within our community through mentorship and funding.

The Team

Lucas Foertch
CoFounder and CEO

Lucas manages the overall vision of the company with a focus on the financial side. After a decade long career in the finance industry Lucas founded INTO which is the web2 version of what Muse Group are deploying as Social Muse.

Throughout the 6 years that Lucas lead the way for INTO he developed a worldwide network of contacts that are being leveraged to deliver the best success for Muse Group. Lucas is a born networker and these traits are seen in the way he manages the company growth.
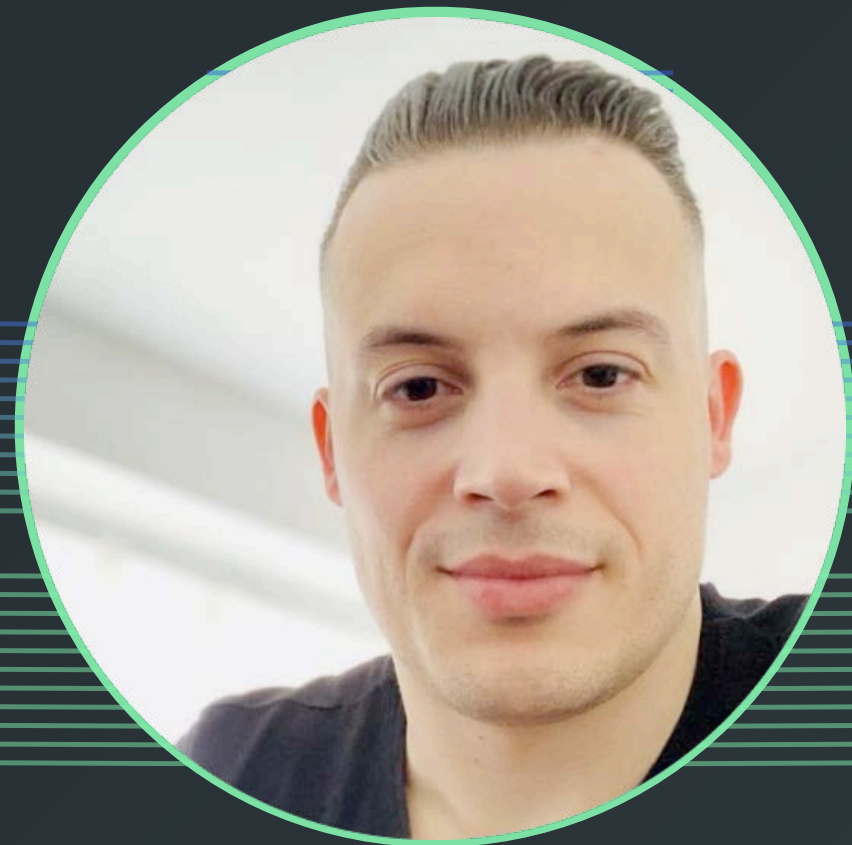
Bruno Sousa
CoFounder and CTO

Bruno heads up Muse technology and product. Bruno has worked at senior levels in the marketing, travel, gaming and finance industry for over a decade, most recently leading a global team accountable for tier 0 services for one of the worlds largest banks.

He is a hands-on strategic technologist and leader who's been involved in blockchain and web3 since its early days.

Irena Timofeeva
COO

Irena is the glue that keeps all the teams together and working towards clearly defined goals. Irena has proven success at scaling startup business across multiple territories and has a work ethic that can not be rivalled.

With Irena's dedication to Muse Group and her track record of task management she is integral to helping all of the teams work together to deliver culture and product for the company.

Jovana Rajacic
CMO

Jovana is a strategic communications professional with a Masters in International Marketing and a decade of experience working with household names including Foot Locker, PepsiCo, Peroni Nastro & Red Bull.

Jovana has helped brands grow their businesses across key markets including the UK, EU and Asia. Most recently, Jovana has co-founded a consultancy which looks after lifestyle and web3 brands, helping develop their presence through a number of key channels.

Bobby Rich
Head of Brand Partnerships

Bobby brings over 20 years' experience within the film, sports, lifestyle and entertainment industries having worked closely alongside both high profile personalities and global brands in these sectors.

Bobby brings a wealth of experience in brand partnerships, talent management, and strategic sponsorships.

Recently, Bobby Co-founded a strategic communications agency specialising in lifestyle and web3 brands.

Maximilian Arasin
Head of Talent

Maximilian manages talent relations for Muse Group, liaising directly with the talent and through the groups deep agency relationships.

Max has worked in the industry for many years, setting up one of the world first influencer agencies within a major Sydney modelling agency.

Max cofounded INTO with Lucas and has a keen passion for design where he is one of the key people the group looks towards when making decision on branding.

Hugo Passarinho
Creative Director

Muse Group operates in a space where design is of the utmost importance, and Hugo is the key overseeing our brand ecosystem so that it pans out 360 degrees, delivering engaging content that meets the expectations of our audience and partners.

Oscar Richmond
Lead UI/ UX Designer

Having started his own agency, Oscar has experience working across an array of different sectors of varying sizes.

Most recently working as a Senior UX/UI Designer developing Virgin Money's business internet banking platform. Working alongside the Front End Engineers, Copywriters, and other Marketers, Oscar ensures the full experience of the UI/UX of the Social Muse application and the multiple Muse Group websites are executed to the highest possible standard.

Stuart Law
The Architect

Stuart has over 20 years of experience architecting and implementing solutions for global investment banks, retail banks and gaming companies.
He has led teams working on low latency and regulatory compliant platforms across commodities, fixed income, FX, and derivative asset classes.

Early in his career he successfully architected and implemented the Digital EuroMillions UK Lottery; more recently, he authored a group-wide ratified whitepaper and architectural roadmap for HSBC on security across their 10K+ API estate.

Daniel Costin
Senior Technologist

With over 20 years experience working across FinTech, Banking and startups. Daniel is adept at working across the full stack, both in a technical and product capacity.

Daniel is a strategic thinker with a pragmatic attitude. He is an expert in designing and developing robust software across a wide range of technologies.

Extensive experience in Kotln, Cloud and disruptive technologies, web3, Ethereum, Smart Contracts.

Pedro Seruca
iOS Developer

Pedro is the first App engineer to embrace the Muse challenge. He has worked with teams from small to medium size, from Telco to luxury e-commerce.

As a critical thinker, he will share his thoughts when something could be improved. He believes we can reach the stars with the power of learning and sharing.
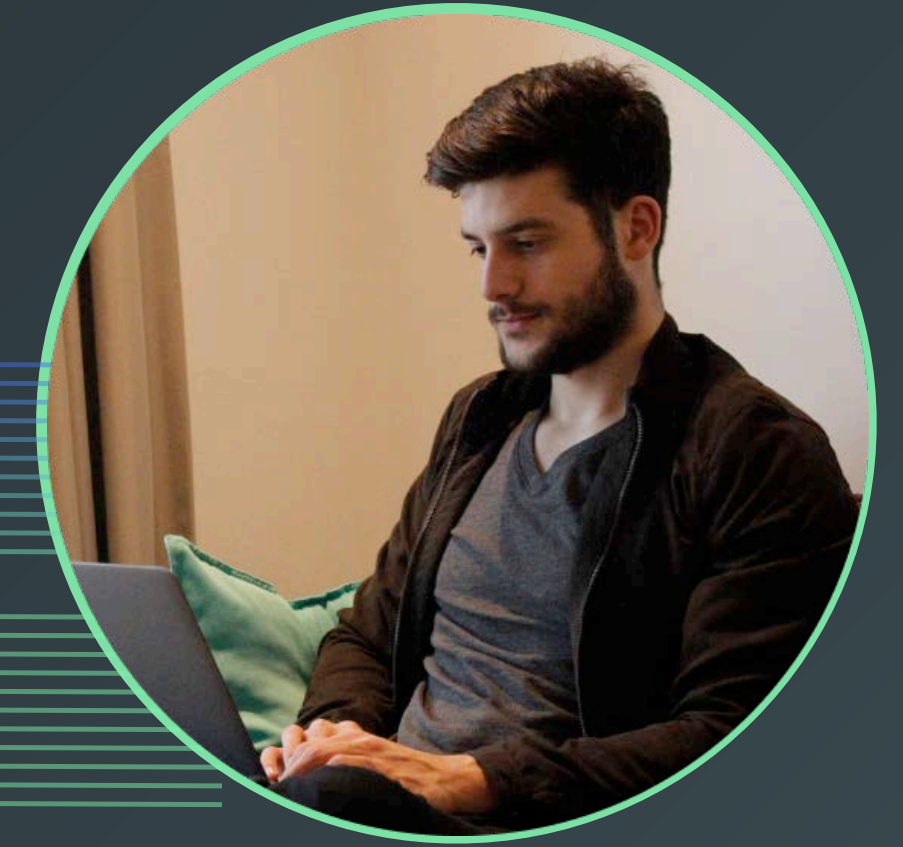
Tiago Sousa
Web Developer

Tiago is our web craftsman. With a vast experience creating responsive websites for high profile brands as well as performant data visualisation he brings the flair that makes our web apps come to life.

Tiago is versatile in the latest web technologies and as a hobby he maintains a mini farm with over 100 machines.

The story so far

To date, Muse Group has raised a pre-seed round of $1.35m at a $20m valuation in February 2022 from a group of highly influential angel investors embedded within the Web3 community.

Our goal is to grow our community and bring our vision to life by partnering with strategic investors who are aligned with the project roadmap.

With this in mind, we are seeking to raise $3m at a $40m valuation with first $1m already committed from our existing network.

Muse Group

The team behind Muse Group have a track record of delivering amazing events... they proved this with their Social Muse launch at NFTNYC... excited to be backing them and can't wait to see their future events.

- Kain Warwick

I'm so excited at the collaboration opportunities between PleasrDAO and Muse Group, we are already planning something incredible for September. Proud to back a team that have the track record and will deliver great things to the Web3 space.

- Jamis Johnson

I've been mentoring the team together with Kain since they came up with the concept and it has been a pleasure to see them develop in the Web3 space. Very excited to see them deliver creative and interesting concepts that bring physical and digital together.

- Kieran Warwick

The crypto world needs physical spaces for creative minds to collide and create the future, that is why I back Muse Group. I can't wait to see the first House of Muse and will be doing some dope collaborations with the team over the next year.

- GMoney

Thank you.

✉ hello@musegroup.io

✈ @MuseGroup

🐦 @MuseGroupDao

Muse Group

Unlocking the true power of crypto and creator communities