



Your Bridge to Web3

The 2Web3 Framework is where business meets blockchain, for future-ready venture design.

MPM Labs Web3 Powerhouse Ltd.

Where 2Web3 Comes In



The 2Web3 Framework helps future-ready businesses discover and implement blockchain-powered solutions to unlock new commercial value.



New Revenue Streams

Monetize Untapped Assets By turning existing assets, like data, content, or customer relationships into monetizable offerings.



Enhanced Customer Engagement

With more personalized, trackable, and value-driven loyalty or access systems.



Digitized Operations

To make them more efficient, transparent, or scalable (e.g., contracts, payments, partner programs).



Attract Digital-Native Audiences

By offering modern experiences that speak their language.

2Web3 gives you a structured, phased approach, from identifying where the opportunity lies to building a strategy and preparing for implementation, to then launching it in the market.

We bring the method, the market insight, the partners & the network and the execution roadmap, so you don't have to figure it out alone.

Web3 Opportunities We Help You Unlock

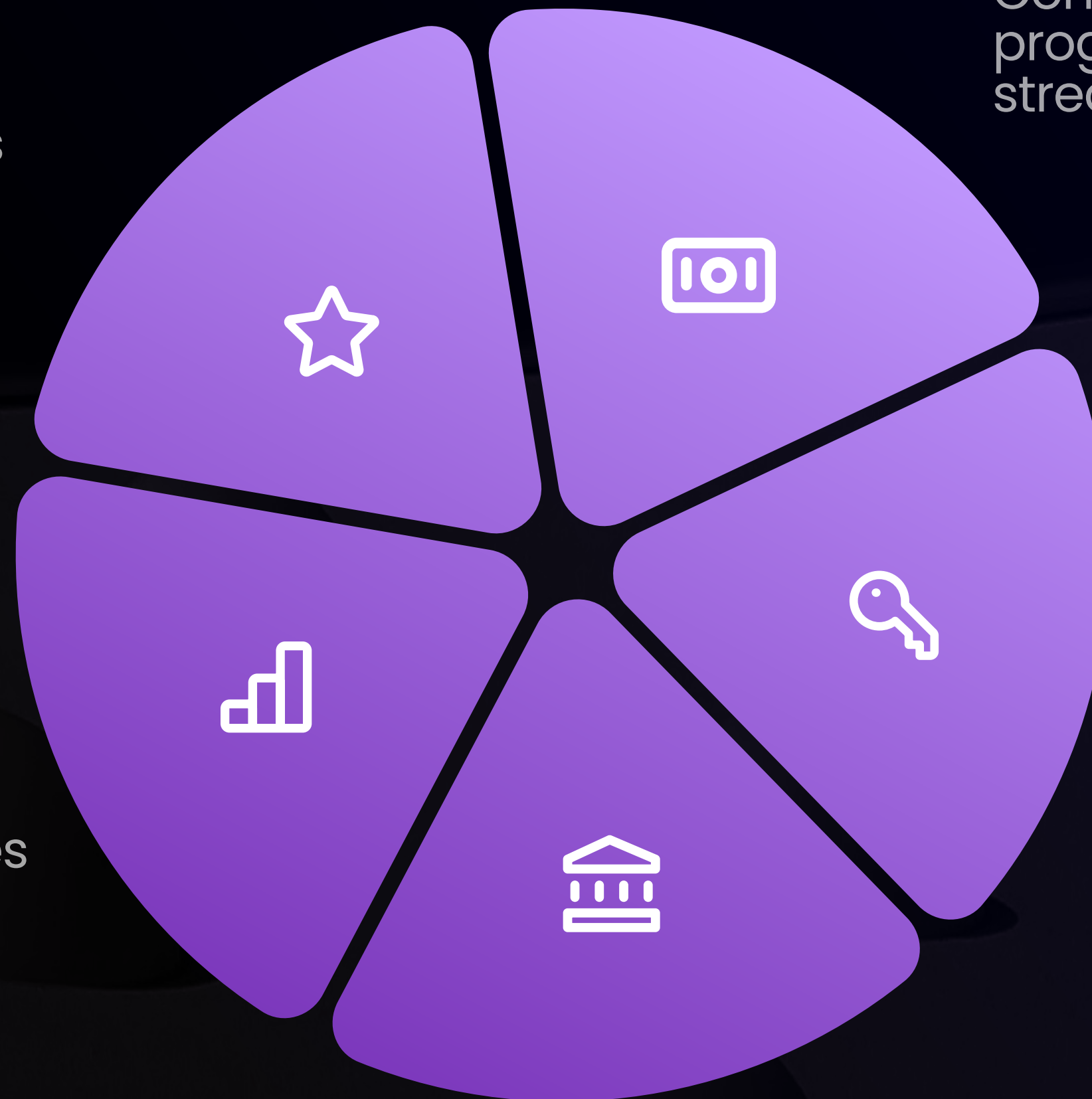


Loyalty 3.0

Programmable on-chain rewards to enhance customer loyalty and engagement.

On-Chain Sharing

Automating revenue splits and royalties via smart contracts for multi-party models.



Tokenised Revenue

Converting IP and inventory into programmable assets for new income streams and royalties.

NFT-Gated Access

NFT-based membership for verifiable access, perks, and building premium communities.

DeFi-Enabled

Leveraging DeFi to monetize participation and tokenize real-world assets for increased liquidity.

Additional Value Opportunities



Gamified User Journeys

Inject growth loops with tokenised incentives, turning user actions into progression, rewards, or referrals.

Digital Brand Extensions

Extend your brand with NFTs that hold real-world perks, exclusivity, or storytelling value.

Traceability & Proof

Add transparency and trust to supply chains, digital goods, or service credentials.

On-Chain Identity

Build token-based systems to track engagement, contribution, and verified participation.

Whether launching something entirely new or layering Web3 onto existing offerings—this is what we do. Request from our team the 10 most common blockchain applications paired with their business value which they are creating for your business.

Our Venture Design Approach



Opportunity Mapping

We identify where blockchain adds real value to your business or idea, whether by opening new verticals, increasing transparency, or creating user-aligned incentives.



Strategic Discovery

We **pressure-test the top use cases before build**: user and stakeholder validation, market/competitor checks, unit economics, and risk/compliance review. The output is a **quantified business case with go/no-go**, expected ROI ranges, and a **90-day proof plan**.



Business Model Design

We study the current business model and economics, then embed the selected opportunity. We show: **the offer & value proposition; revenue logic and monetization levers; key cost drivers & operating assumptions; unit economics and breakeven; base/bull/bear scenarios with sensitivities.**

Our structured approach reduces risk while maximising potential return on your Web3 investment.

From Blueprint to Launch



MVP & Utility Blueprinting

We define a value-first release that validates assumptions. We show: **target user & job-to-be-done, must-have scope & user flows, value hypothesis & success metrics, data/integration needs, and operational touchpoints & risks.**



Go-to-Market Strategy

From day-one narratives to long-term growth flywheels—we map how to launch, attract early users, and scale traction.



Execution and launch

We turn the strategy into an actionable build-and-launch plan. We show: **workstreams & milestones, timeline, budget & resourcing and a launch playbook with readiness checklist and 90-day operating cadence/KPI dashboard.**

Venture Design Is Your Foundation



0%

Unnecessary Risk

Our framework reduces risk by validating Web3 opportunities before significant investment.

100%

Strategic Clarity

You gain complete clarity on how blockchain can create tangible business value.

3X

Growth Potential

Unlock new revenue streams, business models and customer segments.

For us, venture design is the bridge between an idea and a real business, a risk-reduction framework, and the foundation for unlocking growth.



Ready to Design Your Web3 Venture?

Turning Web3 curiosity into business clarity and clarity into action.
Contact us today to begin your journey into our 2Web3 Framework.

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