

# Zone Tokens™

Geo-Fenced Micro-Economy Zones

## THE PROBLEM

Event economies lack hyperlocal activation tech. Tourism boards can't measure in-zone impact. Loyalty rewards lose traction post-event.

## THE SOLUTION

Tokens that activate only within geographic boundaries. 2x spending power in-zone, auto-expire in 30 days, dynamic loyalty multipliers at merchants.

## WHY DUAL

**Native Geo-Positioning:** Built into token architecture, not bolted-on. **Mutable State:** Adjust spending power/multipliers post-mint. **Logic Layer:** Real-time transaction → loyalty event bus.

## MVP (16 weeks)

- Single festival, 500 attendees
- Single 2km zone
- QR cashless redemption
- 10-15 partner merchants
- Real-time analytics

## MARKET OPPORTUNITY

**Event Economy:** \$1.1T global (52% in-venue)  
**Hyperlocal Loyalty:** \$20B annual spend  
**Target:** Festivals, tourism boards, econ dev

## TOKEN STATES

Minted → Activated (2x power) → Spent → Expired (+ Suspended out-of-zone)

## REVENUE MODEL

**Transaction Fees:** 2-5% of spend  
Example: \$50K event spend = \$1-2.5K

**SaaS Setup:** \$5K-50K per event  
Includes merchant onboarding & analytics

## Y1-Y5 PATH

**Y1:** 6 events, \$69K ARR  
**Y2:** 25 events, \$1.2M ARR  
**Y3:** 100+ events, \$10M ARR  
**Drivers:** Volume, platform partnerships, B2B2C

## TRACTION

- 3 festival platform conversations
- LOI from econ dev (250K visitors/yr)
- Geo-token POC in DUAL testnet
- Advisory: Ticketmaster innovation lab

## THE ASK

**\$500K Pre-Seed**  
Product dev: \$250K  
GTM: \$150K  
Operations: \$100K

## USE OF FUNDS

**Blockchain Engineer** (10yr)  
**Eventbrite Alum** (platform lead)  
**Tourism Consultant** (8yr)

## TEAM

DUAL Network™  
Pre-Seed Deck | April 2026  
Unlocking place-based loyalty via native geo-positioning