Quick Start

12 min Copy

Premium Merchandise Connected to the Blockchain. Create Designs. Earn up to 40% Commissions.

==> **Like visuals? Read our pitch deck, here.**

TRESR is a community-governed, play-to-own protocol.

1. **Create Designs, Sync Your NFTs, and Sell Merchandise** with no upfront fees
2. Everyone earns 10% **commissions** to start
3. **Mint a Treasure Key NFT** to unlock rewards, prizes, and perks
4. **Buy & Burn SMRTR tokens** to upgrade your Key and increase commissions to 40%
5. **Buy, Earn, and Accumulate TRESR** to capture revenue from the entire ecosystem
6. When TRESR hits its supply cap, the **e-commerce token buybacks begin**
7. Grow **Governance Power** to participate in **DAO voting**, and earn a slice of **Project Y**
8. **Join our Discord** to learn more

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> ***Commission Calculator:*** Selling 10 t-shirts, 5 hoodies, and 3 sweatshirts at a 40% commission level, earns you **$396.80**. No upfront fees to get started.

Build a Vibrant Community with Merchandise that Drives Engagement

At TRESR, we provide the tools to transform your community's creativity into a thriving brand. Harness the power of crowdsourcing to gather top designs from your community, then foster engagement through interactive experiences and our upcoming rewards and feedback layer. With our cutting-edge technology and premium merchandise, you can elevate your project and cultivate a stronger community.

Consensus was a vibe. The $coq fam showed up in full effect for #AVAX

and we're gunna do it again!

...See ya in Nashville 👀 pic.twitter.com/axZRaLd1WE
— TRESR (@0xNFTreasure) June 10, 2024

Why TRESR?

- **Build a Phygital Brand:** Seamlessly merge the digital and physical worlds with our innovative NFC-connected merchandise, backed by unique soulbound NFTs.
- **Create Super Fans:** Customize exclusive content and rewards for your community, connecting directly to your project's biggest fans.
- **Boost Community Engagement:** Strengthen participation with our Bonus Points rewards, missions, and unique incentives that keep your community engaged and empowered day after day.
- **Create New Revenue Streams:** Turn passion into profit with up to 40% commissions on merchandise sales. Capture TRESR revenue via our DeFi rewards loop. Reward your community to build your brand to its fullest potential.

How It Works: From Memes to Merch

1. **Upload Your Design**: Start by uploading your meme, image, artwork, or NFT to our **product creator** (see video below for directions on using our beta creator)
2. **Customize Your Merchandise**: Position your design on T-shirts, hoodies, sweatshirts, hats, canvases, trading cards, and more.
3. **Publish and Share**: Publish your design to the TRESR store under your brand name and share your product links with your community.

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4. **Reward Your Community**: Activate our upcoming Brand Points system to grow a community around your designs. Brand Points can be staked to share in your brand's revenue, with rewards and revenue sharing set by you. Sell Bonus Points to grow revenue, or award Bonus Points to community members who complete KPI-specific missions and goals.
5. **Order Fulfillment**: We handle all order printing, embroidery, packaging, and shipping from our Custom Print Shop in the United States. All merchandise is made with premium materials and processes to ensure customer satisfaction.

Watch How Our NFC-Connected and NFT-Backed Merchandise Works

Each TRESR product features an NFC chip that authenticates the item, verifies its origin, and unlocks various rewards and incentives. Customers can scan their merchandise to claim a digital twin NFT, adding it to their digital closet and enhancing the “collect them all” experience.

Benefits for Creators and Communities

- **Authentication**: Ensure your products are verified originals & create secondary market value.
- **Limited Editions**: Showcase limited edition pieces and their specific edition numbers.
- **Daily Engagement**: Create daily touchpoints for customers to earn points redeemable for prizes and brand ownership when they scan their NFC label.

Empower Your Community

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TRESR is building a unique rewards algorithm (coming this year) that allows your community to invest in your success. Fans can buy and earn Bonus Points, then stake them, sharing in the revenue earned by the creators they support. This incentivizes them to promote your project, and your merchandise, then collaborate on missions that grow your brand.

Get Started

1. **Start Creating**: Visit **nftreasure.com/create**
2. **Watch the Quick Start Video**: Learn the ropes with our "Building Your TRESR Brand Quick Start" video (coming soon)
3. **Join Our Community**: Get support and connect with other creators in our **TRESR Discord**.

Support and Resources

- **Community Support**: Participate in our weekly Q&A sessions, **join our open Discord**, and access our **Zealy Play-to-Earn campaigns**.
- **Professional Support**: Consulting is available at an hourly rate for tailored entrepreneurial advice and/or design guidance.

Success Stories

- **Coq Inu Community Coin**: Achieved bestseller status by decentralizing their brand logo and assets, then encouraging their community to use their official logo to create merchandise.
- **Coqupy Mars**: Created a viral t-shirt by altering an existing meme, resulting in successful promotions within the Coq Inu community.
- **The Bokcast**: Monetized his **daily Twitter Space** by creating Bokcast merch, generating passive income, boosting his brand, and highlighting his top supporters.

Looking Ahead

We're constantly innovating to enhance our platform. Learn more about upcoming features we'll be releasing as part of **Project Y**, including:

- **Improved Promotion Tools**: Boost your brand's visibility with advanced marketing options and a tight community feedback loop.
- **Community Growth Tools**: Expand your reach and engage your audience more effectively.
- **Promotional Licensing:** Enable influencers to take ownership of campaigns and earn rewards.
- **Interactive Selling:** Create novel experiences, like purchasing a t-shirt or collectible by scanning a friend's shirt at an event.

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- **Analytics-Backed Rights:** Use blockchain data to evaluate the effectiveness of campaigns and rights-based transactions.

Start your journey from a single t-shirt to creating vivid live events and activations with TRESR. Our community is here to support you every step of the way. Begin building your phygital brand today and turn your creative vision into reality.

Start Creating

We pay commissions on the 1st of every month. These are currently airdropped to the wallet on file in your account.

In the future, you'll need to register with Stripe checkout or our internal tool, so we have proper accounting for each of our vendors.

Play-to-Own DeFi Game *(read the full whitepaper for a deep dive)*

1. Go to **https://game.nftreasure.com/**
2. Mint your Treasure Key NFT (you will need 3 AVAX + gas for this)
3. Follow prompts to the gameplay dashboard
4. Claim your 15 $TRESR in the bottom right corner of the dashboard
5. Burn $TRESR to open Treasure Boxes and increase your rewards rate
6. Burn $SMRTR to uplevel your key to increase your rewards & merch commissions rate
7. Stake TRESR to earn voting escrow and vote in key protocol decisions
8. **Watch this video** to see how the DeFi gameplay works in detail
9. Learn how you can **Play for Free here**

Join our Discord and use the #treasure-tactics and #general-chat to ask questions.

Welcome home, Degen.

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