

## Entering Horváth's metaverse community by using NFT gated access-token

How Horváth used Non-Fungible-Tokens for access management, membership pass and virtual gallery in the greater metaverse topic.

## About Horváth

As a strong solutions partner for all aspects of performance management and transformation, Horváth has been among the top international consultancies for over 40 years. With over 1,000 employees in eight countries in Europe, the Arabian region and the USA, we bring corporate groups, medium-sized companies and public organizations on the road to success.

## The Challenge

The Horváth CAMP is the biggest, internal company event once a year and brings together over 1000 employees to network, inspire and learn. The challenge during this project as part of the Horváth CAMP was to provide educational knowledge about NFTs and to make them more tangible by allowing the participants to mint the NFTs themselves and to understand the entire process. Focusing on NFTs at Horváth is part of the broader metaverse topic and it was selected as a great entry point to the metaverse. Horváth also identified many use cases for Non-Fungible-Tokens. Their opinion was that it is easier for anyone to truly understand those use cases once they have experienced some of them in the real world and in a real environment rather than simply attending a very theoretical presentation about NFTs and their use cases.

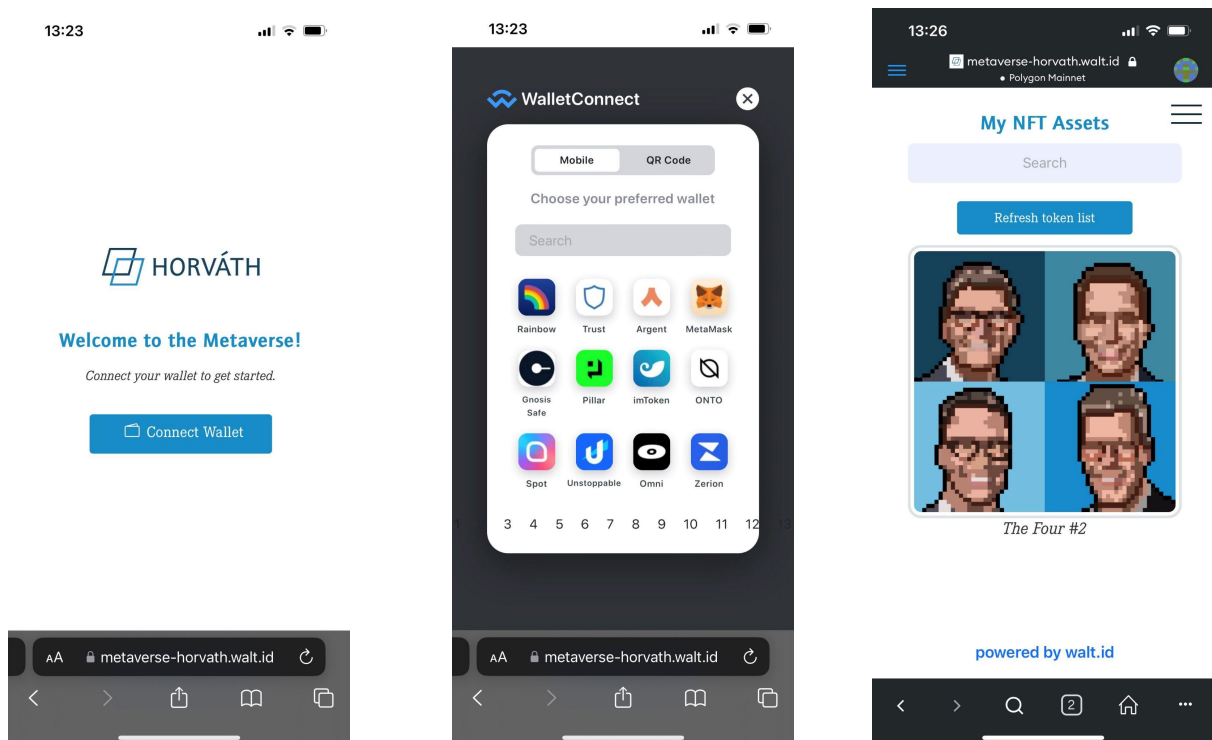
Another key challenge during that case at the Horváth CAMP was the difference in knowledge of the participants. Among the 200 participants, around 30 of them had a strong knowledge about the topic already, whereas the rest were newer to the subject. As NFTs have been a very trending topic, every participant has heard about it but some of them might have had a false or biased opinion about it. Maintaining the balance between explanations in a very pedagogical approach while making the more advanced participants enjoy the entire experience was a successful challenge.

# The Solution

The goal was to have a web-wallet compatible with Metamask in which the participants would be able to very easily claim the NFTs destined to the event on the Polygon blockchain. QR codes linked to tutorials (such as how to install and use Metamask as well as how to mint the NFT) were displayed on the NFT booth on top of a printed version of the entire customer journey which made it easy for less experienced participants to understand each step of the process.

## Horváth chose walt.id due to the following factors :

- Walt.id already had a successful experience in that field
- The team was responsive and able to adapt to Horváth's requirements
- Walt.id was recommended as being a key player in the field and met Horváth's expectations



## The Results

This year's Horváth CAMP took place in Croatia. The chance to enter Horváth's Metaverse Community by exploring the topic of NFT as gated access tokens was part of an entire expo-concept where the participants could visit different booths.

This project during the internal event allowed to successfully onboard 200 employees to an NFT experience so that they could better understand how this technology works and grasp the diversity of use cases in the field. Moreover, additional colleagues next to the 200 lucky employees which were able to mint their own NFT have been attracted by the entire topic and potentially experienced their first touchpoint with NFTs and the broader topic of the metaverse. That goal was achieved through a gamified user experience with an entertainment spirit while keeping the educational content and knowledge at the forefront. All those participants who became NFT holders became simultaneously part of the Horváth NFT-Community that will continue to have access to educational content and create solutions and proof of concepts in the NFT field. The community aspect is also made possible through Non-Fungible-Tokens, and as the idea is to have an interactive and active community, It was also important for Horváth to limit it to 200 members (even though the demand was higher).



*Impression of the booth experiences as the touchpoint to mint the NFT.*

One utility of the minted NFT was to give access to specific physical areas during the event but it will also serve to access future digital events like webinars. In addition to providing a gamified experience, using blockchain wallets also allowed very fast processes. It took only 20 seconds for people with a Metamask wallet to mint their NFT (without the need to type in a name, an email address or a phone number). Horváth has already been approached by several clients about web3, and that kind of use cases can serve as bases for other proof of concepts.



*Image of first Horváth-NFT as gated access token. Design by Horváth*

*“Building up knowledge upon Metaverse to leverage our solution portfolio and to foster further our digital competencies was our top priority, and this is what walt.id understood right away. They supported us in a very transparent, reactive and collaborative way to have a decisive impact on the great success of our event.”*

**Michael Buttkus**

*Partner of BU Retail, Media and Consumer Goods - Horváth*

*“Considering myself as well-versed and interested in broader metaverse topics and NFTs in detail I was impressed by the provided experience and the educational approach during my visit at the CAMPs booth. The minting process was running smoothly using metamask in combination with the web-wallet designed by walt.id. As a new holder of the Horváth NFT and part of the community I am looking forward to further metaverse experiences.”*

**Patrick Heurich**

*Principal of BU Performance Improvement - Horváth Participant*

## Ready to get started?

[Contact us](#) or simply [book a meeting](#).

We are happy to help.

... or get in touch with Horvath experts  
via [email](#)



[walt.id](#) develops Self-Sovereign Identity (SSI), NFT and wallet solutions for businesses and governments across industries.

Developers and organizations rely on our open source products as an easy and fast way to use Self-Sovereign Identity and Non-Fungible-Tokens - including Europe's new digital identity ecosystem based on the EU Blockchain and the EU SSI Framework (ESSIF).

To ensure client's success, our industry-leading experts provide holistic services including from conception over the implementation of pilots and production system to enterprise support and managed cloud services.

For more information visit [www.walt.id](http://www.walt.id) or get in touch via [mail](#).



Horváth stands for a high level of customer focus as well as measurable project results that ensure sustainable benefits and customer enthusiasm. We tackle things with our hands-on mentality and deliver what we promise.

The result is an outstanding "return on consulting". This is confirmed time and again by the great feedback we receive from our clients.

Among management consultancies, Horváth is considered a proven specialist in the areas of performance management and transformation. We have a high level of expertise and strong implementation skills that lead to sustainable results - in all industries, across the entire company and across all functional areas.

The sustainable business success of our customers is both our driver and our promise. Our outstanding, award-winning know-how and our experience from thousands of successful projects are the guarantee for a successful transformation with measurable results.