



STRATEGIC APPROACH

FOR THE DEVELOPMENT OF
PHILATELIC BUSINESS:
COOPERATIONS, PARTNERSHIPS
AND UTILITY.

Considering a new approach to stamp
programs targeting collector engagement
and new collector acquisition.



Andrii Shapovalov
CEO, STAMPSDAQ LLC

STAMP DESIGN AND PRODUCTION

Engage the whole country, be innovative

PRINT

Traditional postage stamps

- Transform Stamp Advisory Committee in National Stamp Embassy.
- Include all top relevant stakeholders – postal executives, tourism ministry, local celebrities/famous people, business partners, philatelic associations (incl. international)
- Convert the Stamp Creation process into a national event starting from public Theme selection then Design public voting, etc.

CRYPTO

Cryptostamps

- Bigger share of annual philatelic program
- Focus on Brand Partnership cooperation. Partner with strong local/regional/international commercial and non-commercial Brands.
- Cryptostamps - key element in running feasible collector engagement campaign as NFT uniqueness allows for it.

NFT

NFT stamps

- Transform step by step your historic philatelic collection in digital NFT stamp format in Ultra Limited Edition format.
- Build the base for future digital presence in digital collectible VR worlds

MARKETING

Make your stamps visible, reachable, desirable



Regular own marketing SMM and email activity

- Remind the country of your stamps daily!
- Offer some fun with contests, games, etc.



Stamp Visual Corner in every Post Office

- Make stamps visible to your local customers
- Capture walk-in traffic daily



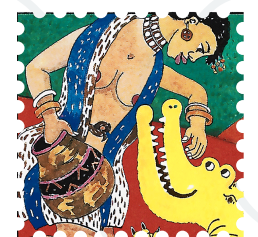
Marketing agreements with Stamp Dealers / Marketplaces / Retail partners

- Have your sales partner commit to promote your stamps
- Partner with those who are active



Offer Extra Benefits to your collectors – Create Loyalty Program

- Status / recognition rewards
- Travel benefits
- Early access to new collection, etc.



Partner with Stamp Clubs / Associations

- Local / Regional / Global
- Use partner's communication channels to promote your stamps



Celebrity / Influencer partnerships

- Partner with local / regional / global influencers
- Collaborate and Share cost with other Postal Operators (for regional / International partnerships)



Global Philatelic Marketing Program

- Stampsdaq / WADP initiative
- Collaborate between each other – share your assets, save cost, get better marketing reach globally

SALES

Be ambitious – make your stamp available in every corner of the world!



Stamp dealer network

- Build strong Stamp Dealer partnerships in every corner of the world
- Make your stamps available to global collector community



Ebay / Delcampe / Colnect / Stampworld/ other collectible marketplaces listings

- Be present where die-hard collectors are crowding
- Follow the global presence strategy



Operator Sales in post offices

- Employ your biggest asset – your customer service army!
- They only need to direct every walk-in customer to a Stamp Visual Corner



Cooperation with traditional retail (hobby shops, book shops, duty free, etc.).

- Limited Edition stamps packaged to suit retail placement
- Partner with those who generate visitor traffic

DISTRIBUTION

Make collector buying experience superb. Deliver fast.



EU logistics and distribution center in Warsaw



Stamps stock management for non-EU postal operators (focus Africa, Latin America, Asia)



In feasibility study by Stampsdaq

LET'S "JUST DO IT!"



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