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BOSON PROTOCOL
JUSTIN BANON

PROGRAM
YEAR

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BASECAMP 01
2018



BOSON

JUSTIN BANON

BOSON PROTOCOL: A journey of

TRANS FORMATION

with **Outlier Ventures**

EVERY FOUNDER'S JOURNEY IS A DIFFERENT STORY

This case study takes a look at **Justin Banon** from **Boson Protocol**, part of our BC1 accelerator, who have now achieved \$36 million in funding.

THE FOUNDER'S JOURNEY

JUSTIN BANON, THE FOUNDER OF BOSON PROTOCOL, STARTED HIS JOURNEY WITH A SCIENTIFIC BACKGROUND, EARNING A PHYSICS DEGREE FROM IMPERIAL COLLEGE, LONDON.

He then worked for a company called Priority Pass, where he led a digital transformation, turning paper and plastic vouchers into digital ones. This experience sparked his interest in technology and its impact on the world, leading him to pursue a master's in digital innovation. His fascination with technology and its potential to transform business models led him to the world of blockchain and eventually to the creation of Boson Protocol.



"WEB3 KNOWLEDGE IS VERY NEW AND CONCENTRATED IN A FEW HEADS, NOT WRITTEN DOWN, AND NOT AVAILABLE IN UNIVERSITIES OR ANYWHERE. I KNEW THERE WAS CRITICAL INFORMATION I NEEDED TO FIND, AND SO **THAT'S WHY I CHOSE OUTLIER VENTURES.**"

THE ACCELERATOR EXPERIENCE

Outlier Ventures equipped Justin with a network of experts, including game theorists and Web3 professionals.

They played a key role in refining Boson Protocol's initial concept into a fundamental infrastructure for e-commerce across Web3.

"Finding out that you're wrong and improving as quickly as possible before you run out of money is what you're doing with a startup, and challenging your ideas early is far cheaper."

At Outlier Ventures, there are super smart people ripping ideas apart and putting them back together again, and that's the value."



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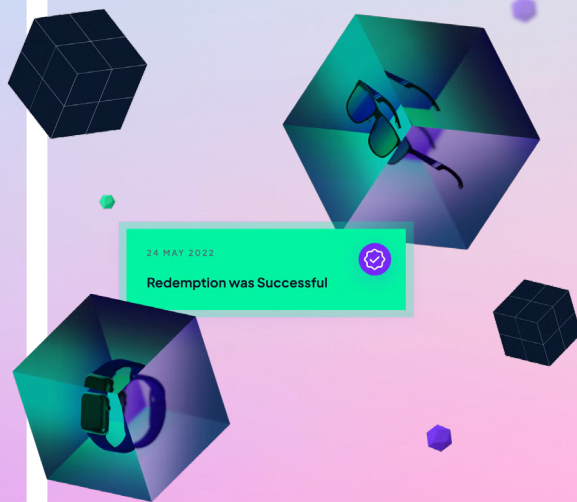
BOSON

JUSTIN BANON

“

Outlier Ventures helped
Boson fundamentally iterate
and pivot, transforming our
idea into the fundamental
infrastructure for enabling all
e-commerce across Web3

JUSTIN BANON, CEO & FOUNDER



THE SUCCESS STORY

Post-accelerator, Boson Protocol launched the second version of their protocol, raised \$36 million and earned the title of World Economic Forum Technology Pioneer.

➔ **\$2 MILLION+**
Value of items listed on Boson

➔ **\$36 MILLION**
Funding raised w/ Outlier Ventures

➔ **TECH PIONEER**
World Economic Forum 2022

➔ **2700+**
Items sold via Boson Protocol



“FOR ME, IT WAS LIKE DOING A THIRD MASTER’S. I JUST DON’T KNOW WHERE YOU GET THAT KNOWLEDGE FROM. SO THAT’S WHAT I SAY TO FOUNDERS: IT’S LIKE HAVING AN ADDITIONAL FOUNDER, THAT’S BRINGING ALL OF THIS KNOWLEDGE THAT YOU DON’T HAVE.”

CONTINUED SUPPORT & BENEFITS

Being part of the Outlier network continues to benefit Justin and Boson Protocol. He has access to a network of Web3 founders and can easily connect with CEOs and founders in the field.



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EVENTS

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Apply to **Outlier Ventures*** Base Camp at outlierventures.io