



DYLI FAQ

What is DYLI?

DYLI (dyli.io) is a first of its kind marketplace that enables anyone to easily create, collect, trade and redeem physical products. DYLI empowers brands, performers and content creators to design, produce, and sell products with an end-to-end solution that allows them to take ideas from design and production through sales and fulfillment on a single platform.

What creators are taking part in the DYLI launch?

DYLI is launching with a handful of creators, brands, and game studios. Users will find drops from household names like Atari all the way to independent creators like Process Grey (check out his work, he's awesome).

Creators pay no fees? How does that work?

Verified creators can design and launch drop pages completely free. No ongoing subscriptions and no revenue sharing with the platform. DYLI makes money through platform fees and in the production process. This means anyone can get started today and try risk free!

How do royalties work? What is the secondary market?

By managing all fulfillment in-house, we are able to support instant secondary markets for mint condition and authentic goods. Every time a product is resold before it is redeemed, the original creator gets a royalty from the sale. Don't worry, even with these fees, sellers still pay less than they do on other reselling markets like Ebay.

How is DYLI different from Etsy?

ETSY is a storefront and transaction platform. It provides a toolset to creators for selling items, but unlike DYLI it provides absolutely no resources or support for product creation, warehousing, or fulfillment, it also lacks a secondary market that benefits both creators and collectors. Issue resolution is also multi-tiered with the marketplace dealing with dissatisfaction when a seller does not resolve customer issues.

How is DYLI different from Printful?

Printful is a great tool for creating print-on-demand apparel and merchandise, but it isn't an end-to-end platform, and it has a limited product set. In addition to POD, DYLI has a large roster of production resources ranging from LPs and trading cards, to more high-end cut and sew apparel. If a creator wants to produce something that DYLI does not have in its network, we will try to find a partner who does on their behalf. Furthermore, printful often requires integration into some other seller platform which adds complexity to a seller's toolkit.

What role does blockchain play in DYLI?

DYLI utilizes the blockchain to ensure authenticity of each item on the platform and to streamline the trading process. The blockchain-based digital ownership also minimizes environmental impact, while maximizing creator revenue through secondary royalties. DYLI is launching in concert with and as an official launch partner of Abstract, which is a new blockchain aiming for mass adoption by focusing on "fun" consumer transactions and a consumer-centric toolset. It is important to note that using DYLI does not require any understanding of blockchain and can be experienced just like using any other similar platform.

How important is support and traffic from Abstract?

DYLI was built to make creating, selling, and collecting anything better for everyone involved, regardless of your background. Due to our experience in and proximity to blockchain, it has been easy to tell our story to users in that space. We expect creators and brands from all backgrounds to find value in the DYLI feature set and bring their consumers with them. Abstract is an important part of our tech stack, as it allows us to make the buying and collecting experience faster and more seamless. While this could be achieved with any blockchain, Abstract's focus on enabling consumer use cases has led to fundamental blockchain features that supercharge what we do at DYLI.

How does the DYLI platform combat buying bots?

High-demand drops are plagued by bots that grab a large percentage of available items for speculators. Ruins the experience for sellers and collectors. DYLI has created a system called “Fair Drop” that allows sellers to set up a pre-launch lottery for some or all of their drops. People opt-in, and as people join everyone is updated with their chance of winning an item. Prices are fixed, and once the time hits zero the DYLI system will select the winners, charge them, and move the item into their inventory. If the seller has reserved some items to be sold outside the fair drop, the rest will then be sold as normal.

There are other solutions for this, but they are very expensive and typically charge both the seller and the entrants. DYLI makes this service available to sellers and buyers for free.

How does the DYLI platform protect against fraud?

Nothing can be sold if it doesn't exist in a print on demand system or in DYLI's warehouse. Every item listed in the primary and secondary markets on the platform is guaranteed by DYLI to exist and can be fulfilled. They can 100% guarantee that the item is authentic and in mint condition.

Who is behind DYLI?

DYLI was originally conceived by Jonah and Alex, friends and colleagues who had been running the development studio NiftyLabs since 2021. During this time, they developed and released numerous platforms and supported several major companies. Their work is behind the viral sensation, Goblintown and Atari Club, the center of the Atari Ecosystem. After identifying the opportunity, they quickly recruited Scott to join the founding team to round out their background in production and merchandise. The team brings deep expertise in technology, customer experience, and design and production to ensure DYLI meets the needs of every user.