

w3.shoes

Confidential acquisition memo • Sector: Commerce • Indicator: S&P 500

Price upon request

The Definitive Web3 Address for Shoes & Footwear

As the global economy shifts toward RWA (Real World Asset) tokenization, the bridge between physical assets and the blockchain requires a singular, authoritative address. .com was for information; w3.shoes is for settlement.

Category thesis

Verified product identity, authenticated resale, and modern commerce rails for footwear.

High-value use cases

- Authenticated resale
- Product passports
- Loyalty & drops
- Creator commerce
- Payments + escrow
- Marketplace rails

Ideal acquirer profile

- Footwear brands and DTC operators
- Resale marketplaces and authentication providers
- Retail platforms and loyalty networks
- Commerce infrastructure and payments builders

Market authority anchors (publicly reported)

- AI.com — reported \$70,000,000 (2025; disclosed 2026)
- CarInsurance.com — \$49,700,000 (2010)
- Insurance.com — \$35,600,000 (2010; business/site included)
- Voice.com — \$30,000,000 (2019)
- Gold.com — \$8,515,000 (2024)
- Diamond.com — \$7,500,000 (2006)

Confidential acquisition process

- Confidential inquiry → NDA (optional) → proof-of-funds
- Price guidance provided to qualified buyers
- Transaction via escrow (preferred) and verified transfer process
- Immediate handover of domain + associated assets upon settlement