

The Future of NFTs

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Founder, StratFI



What Is an NFT?

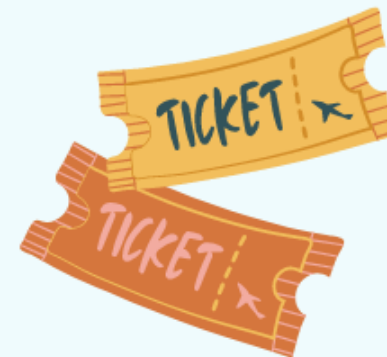
A non-fungible token is a unique digital identifier that cannot be copied, substituted, or subdivided, that is recorded in a blockchain, and that is used to certify authenticity and ownership.

-Wikipedia



Fungible

My \$10 is the exact same as your \$10



Semi-fungible

All general admission tickets get each person in to the same specific concert, but may not work for a different concert or date.



Non-fungible

Represents something unique and 1-of-1!

Panic Selling

Purchased for \$1.3 million last January, now worth \$70,000

JUSTIN BIEBER LOST OVER A MILLION DOLLARS IN THE NFT MARKET CRASH

GAMES

NEWS



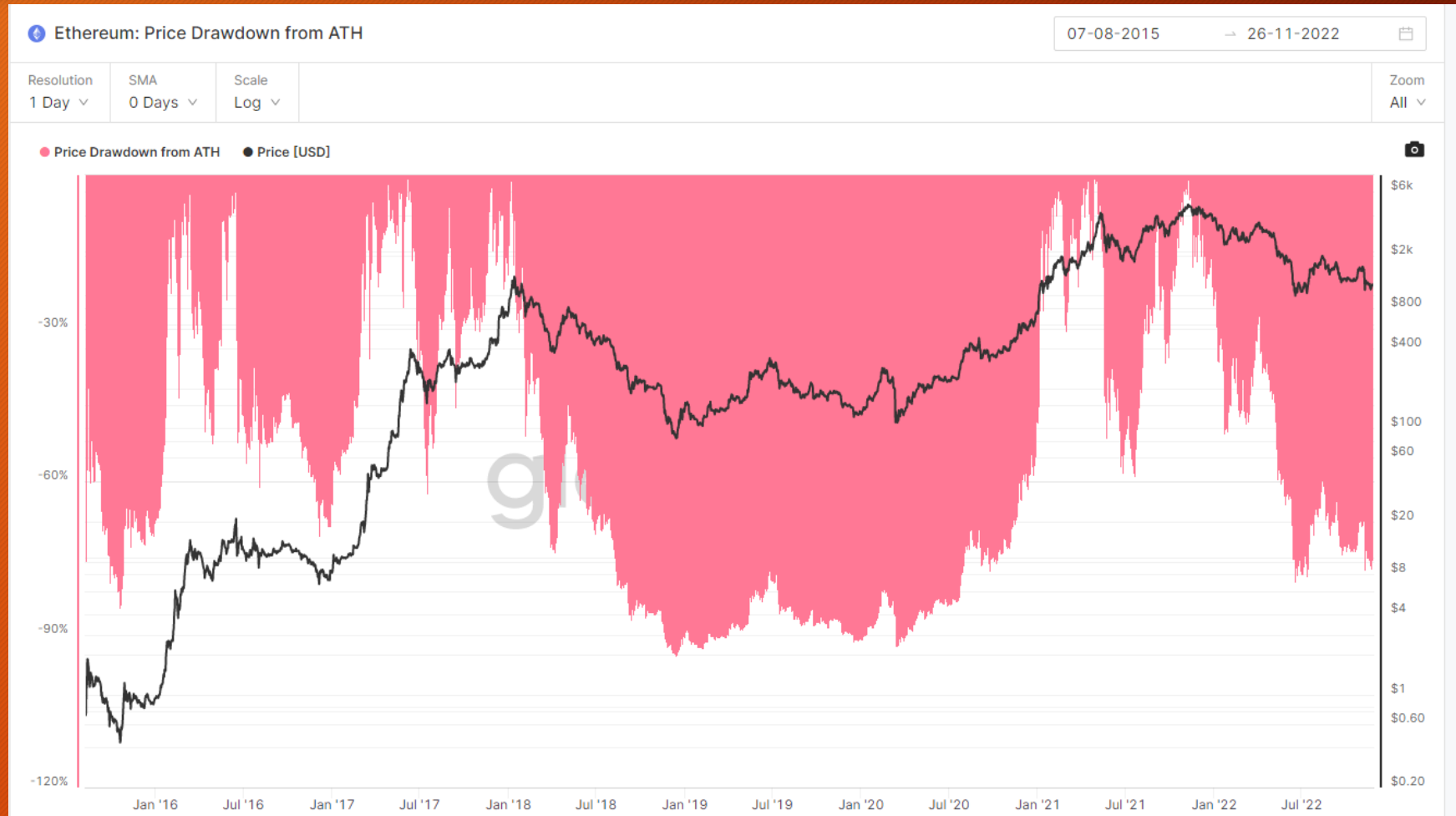
Ron

November 20, 2022



Yet, according to Decrypt, the cryptocurrency market and smaller NFTs have not only fallen out of favour in recent months; even the “Malders” have suffered losses like this

Crypto Winter (again)

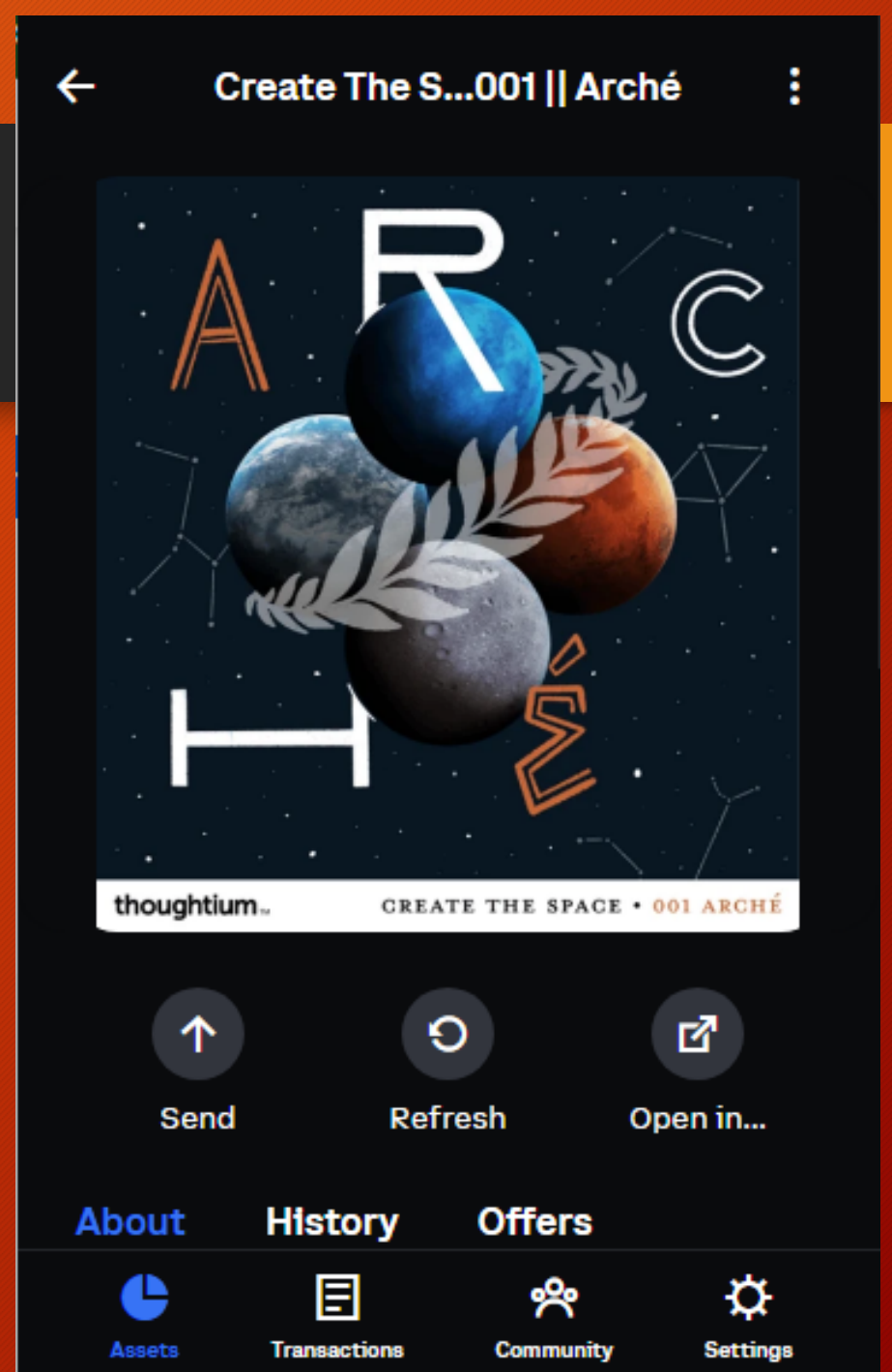


Complete This Sentence: NFTs are...

- A huge money-grab
- Last year's fad
- Transformational technology
- Too early to comment

My NFT Wallet

- Contains one Token
- Purchased on OpenSea For \$0.01
- Paid \$35 in transactions fees
- 2 1-hour business coaching sessions, swag drops, and exclusive access to workshops and dinners.



Distribution Channel for Creators

- Monetize Existing Projects
- Crowdfund future projects
- Provide unique experiences for followers
- Control distribution of your creative works

NAS TO LET FANS BUY SHARES IN STREAMING ROYALTIES VIA NFTS ON MUSIC INVESTMENT PLATFORM ROYAL

1.1K
SHARES



in



🇺🇸 JANUARY 6, 2022

BY MURRAY STASSEN



Nas

Shannon Brown

Blockchain-based music investment platform Royal **raised \$55 million** in November and attracted funding from artists like The Chainsmokers, Nas, Logic, Stefflon Don, Kygo, Joyner Lucas and Disclosure.

Today, Royal, co-founded by Justin Blau, aka musician and producer 3LAU, has revealed that one of those backers, hip-hop legend Nas, will be the first artist to let fans invest in his music on the platform.

Creator Shares Reward Artist on Subsequent NFT Sales

The image shows a screenshot of an NFT marketplace listing. On the left is a detailed painting of a stag hunt with several dogs and a stag. The right side contains the listing details: title, price (4.5 WETH), creator share (15%), and buttons for 'Buy now' and 'Place a bid'. Below the painting are 'Media' and 'Market' tabs. At the bottom, the creator and owner are both listed as '@thisisnotscott'.

Learn [Connect Wallet](#)

Stag Paintin 01 (Desportes)

LIST PRICE
4.5 WETH

CREATOR SHARE
15%

[Buy now](#) [Place a bid](#)

A reimagining of a stag hunt by genre painter Alexandre-Francois Desportes (1742)

CREATOR [@thisisnotscott](#) OWNER [@thisisnotscott](#)

[Media](#) [Market](#)

NFTs in Music and Entertainment

The screenshot displays the NBA Top Shot marketplace interface. At the top, the navigation bar includes 'TOP SHOT BETA', 'DROPS', 'MARKETPLACE', 'CHALLENGES', 'COMMUNITY', and 'BLOG'. On the right side of the navigation bar are 'LOG IN' and 'SIGN UP' buttons. The main content area features a vertical sidebar on the left with a grid of NFT thumbnails. The central focus is a large video player showing a basketball game in progress, with the name 'GARDEN' visible on the court floor. To the right of the video player is a detailed listing for a Steph Curry NFT. The listing includes the player's name 'STEPH CURRY', the action '3 Pointer · Dec 14 2021', and the series '★ Metallic Silver FE (Series 3) Fandom /618'. It also shows 'SOLD BY 33 collectors' and '33 FOR SALE'. Three price points are listed: '\$950.00 USD' (Lowest Ask), '\$1,207.33 USD' (Avg Sale), and '\$13,000.00 USD' (Top Sale). A blue 'SELECT AND BUY' button is positioned at the bottom of the listing. A share icon is located in the top right corner of the main content area, and a cursor icon is visible at the bottom right of the video player.

TOP SHOT BETA DROPS MARKETPLACE CHALLENGES COMMUNITY BLOG LOG IN SIGN UP

STEPH CURRY
3 Pointer · Dec 14 2021
★ Metallic Silver FE (Series 3)
Fandom /618

SOLD BY 33 collectors **33** FOR SALE

\$950.00 USD
Lowest Ask

\$1,207.33 USD
Avg Sale ⓘ

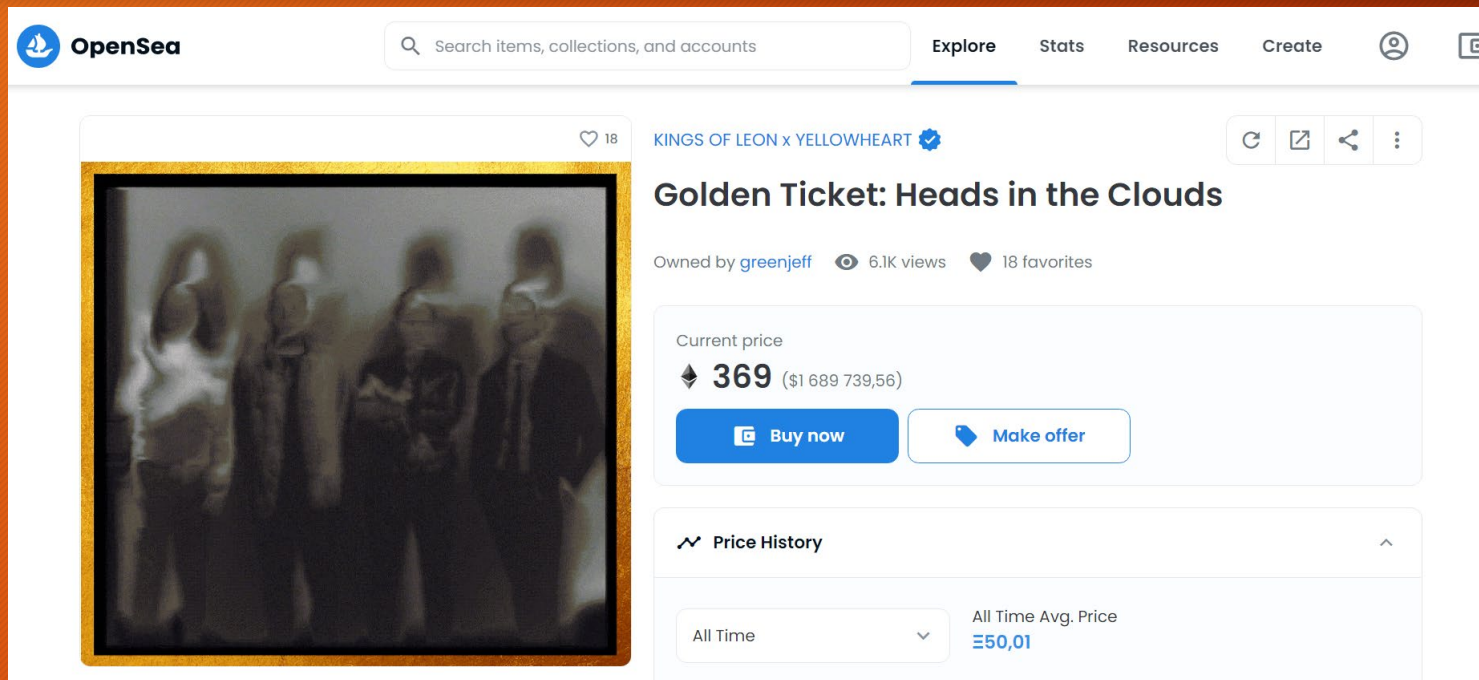
\$13,000.00 USD
Top Sale

SELECT AND BUY

Future of Ticketing

- **Counterfeit Tickets:** One out of 10 concert tickets bought in the US are fake.
- **Service Costs:** Service fees for platform profit, delivery charges, etc. average 27% of the ticket price.
- **Resale Value:** Make it possible for ticket owners to resell NFT tickets on the platform.
- **Programmable Tickets:** Backstage passes, discounts for merchandise, album releases, etc.

Future of Ticketing



Kings of Leon “Golden” NFT ticket holders are guaranteed 4 front-row seats at any Kings of Leon concert during each tour for life. In addition, the NFT ticket holder also receives a VIP experience: personal driver to and from the concert, concierge at the show, personal interaction with the band, exclusive lounge access, and branded merch.

Brands with NFTs

- Nike early leader with \$183m in NFT revenue
- “Digital Twins” - Luxury goods issuing NFT’s to certify origin and authenticity.
- McDonalds McRib NFT has never been traded.

Tokenization = attaching a digital identifier (NFT) to a digital object or to the digital representation of a physical object.

Brands in the metaverse

A non-exhaustive list of brands testing metaverse concepts





Brands with NFTs

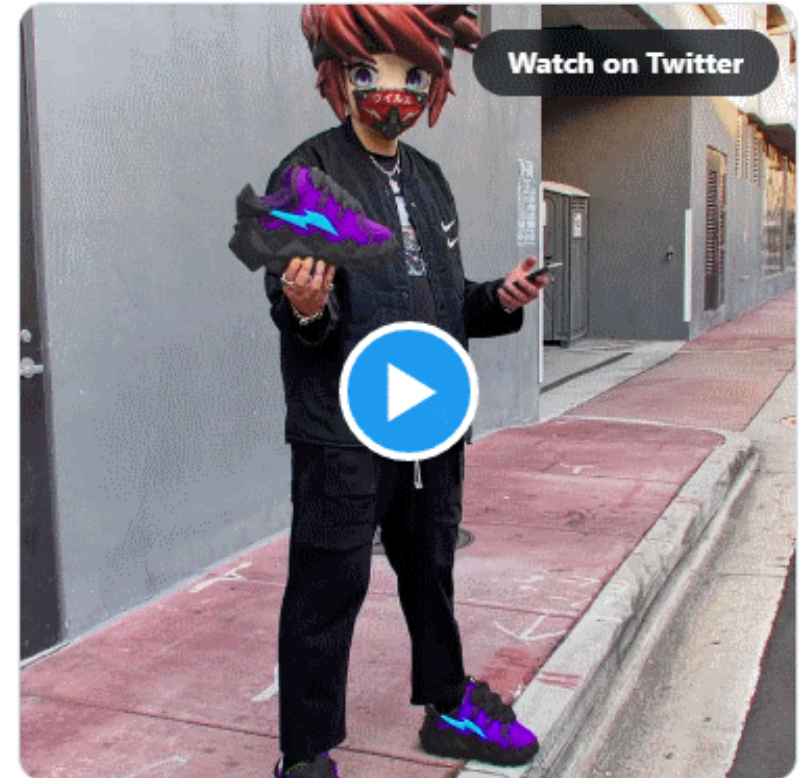
- Social media peaking?
- Finding new markets in the Metaverse
- New sneakers/products that can only be worn using augment reality.



RTFKT 
@RTFKT · [Follow](#)



RTFKT is now a part of the NIKE, Inc. family.  



4:16 PM · Dec 13, 2021



[Read the full conversation on Twitter](#)



29.4K



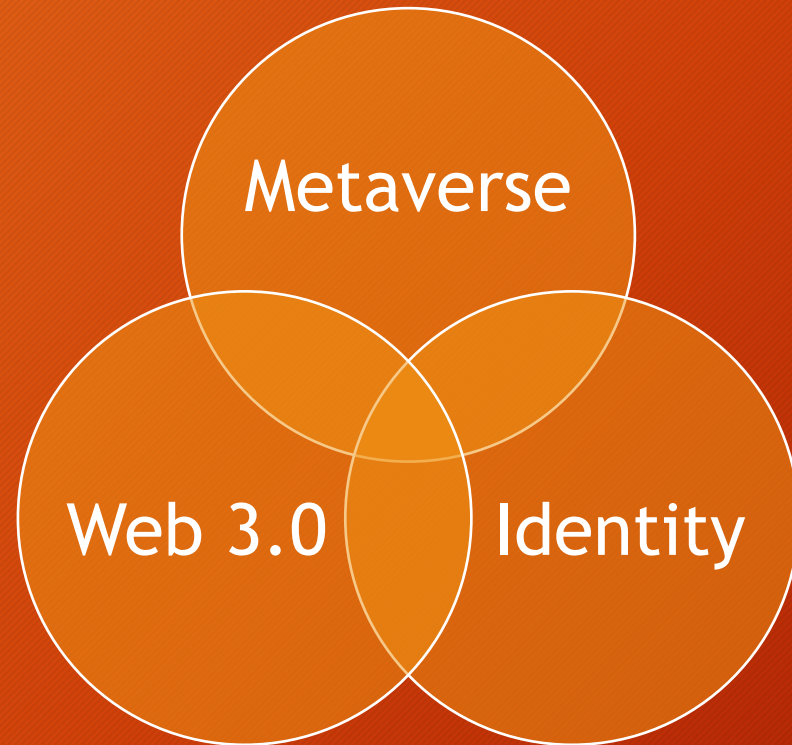
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NFTs and Emerging Tech



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Welcome to Decentraland

Create, explore and trade in the first-ever virtual world owned by its users.

[↓ DOWNLOAD](#)[OPEN IN BROWSER](#)

Play that music


A Goldrush in Metaverse Real Estate? Not Yet.



 Parcel

Marketplace

Creators

Learn

Login 


All Worlds  



Otherdeed for Otherside

4,770 Listings · 0 Creators

Median Price

 **3.75**



Decentraland

386 Listings · 65 Creators

Median Price

 **20.68**



The Sandbox

814 Listings · 33 Creators

Median Price

 **3.00**



Somnium Space

88 Listings · 12 Creators

Median Price

 **4.95**

Avatar Shop

Search

Clothing

Category

View All Items

Featured

Premium

Collectibles

Characters

Clothing

All Clothing

T-Shirts

Shirts

Sweaters

Jackets

Pants

Shorts

Dresses & Skirts

Shoes

Classic Shirts

Classic T-Shirts

Classic Pants

Accessories

Heads

Avatar Animations

Filters

Creator

All Creators

Roblox

Username

Go

Price

Clothing > Shoes

Relevance

Buy Robux



Roblox Sneakers - Gray
Free



Sneakers - White
Free



Canvas Shoes - White
Free



Military Boots - Black
50



Canvas Shoes - Gray
Free



Roblox Running Shoes - Red
80



Work Boots - Black
50



Dress Shoes - Black
50



Canvas Shoes - Pink
50



High Tops - Black
50



High Tops - White
50



Roblox Running Shoes - Black
50



Roblox Sneakers - Pink
80



Flats - Black
80



Work Boots - Tan
50



Roblox Sneakers - White
50



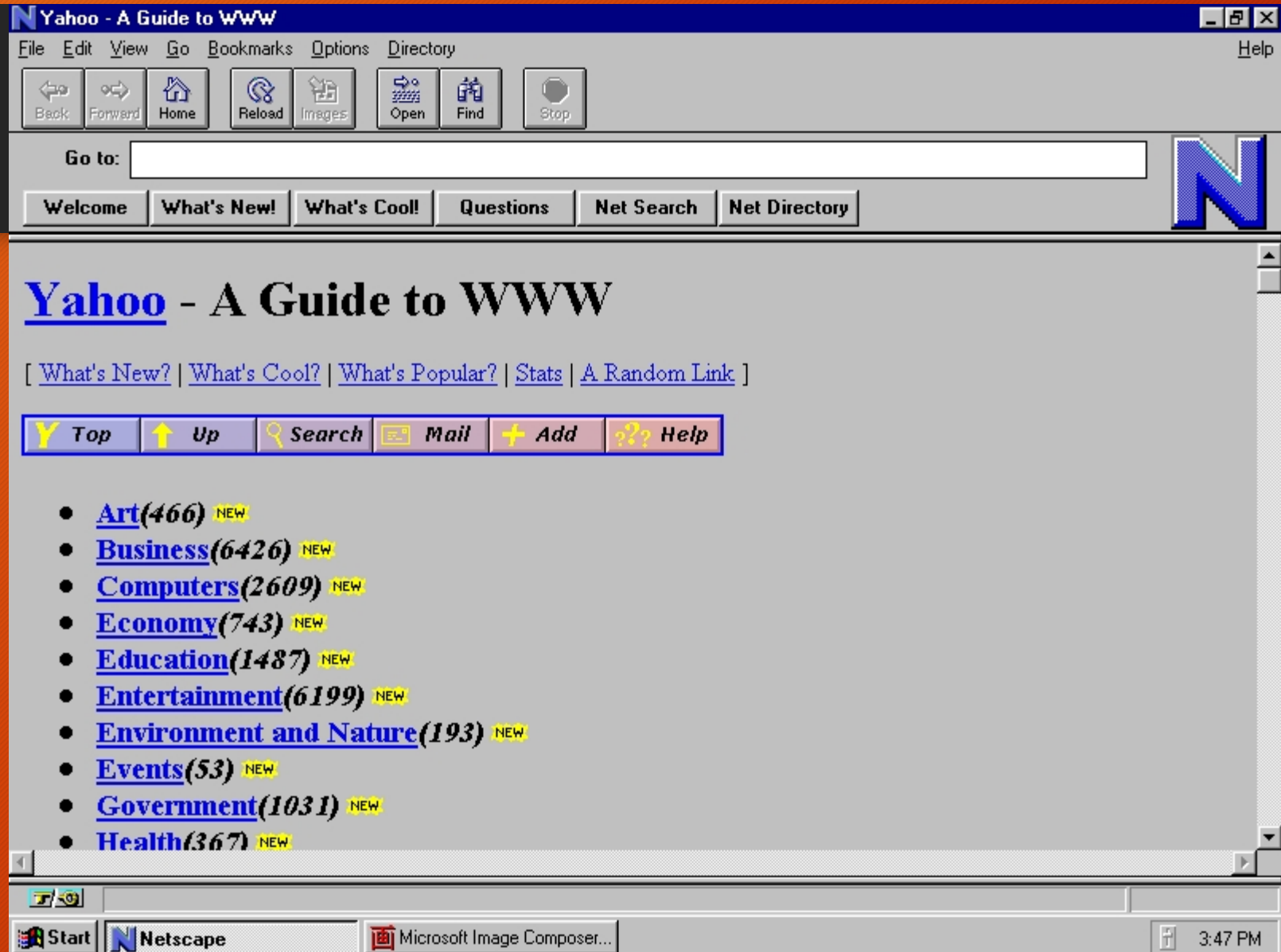
Roblox Running Shoes - Blue
80



Roblox Running Shoes - White
80

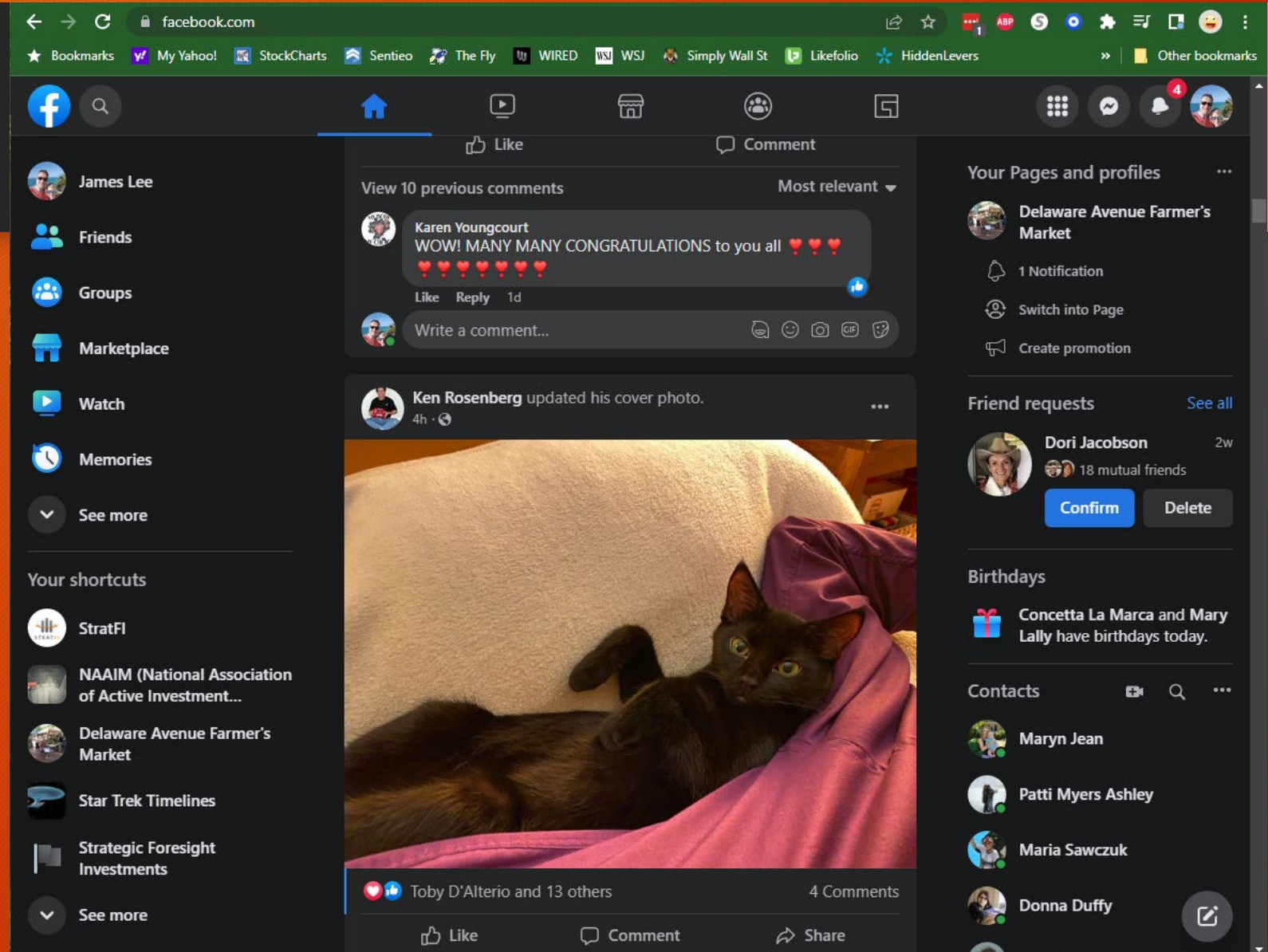
Web 1.0 (circa 1994)

- Limited bandwidth
- Desktop viewing only
- Read-only
- Coding required
- Radically decentralized



Web 2.0 (now)




- Text, Video, Sound, Gaming
- User-content
- More centralized
- Ownership/control of data



Web 3.0 (future?)

- Blockchain-based
- Open and transparent (attribution)
- Control of your own data (privacy, ownership)
- Immutability (censorship resistant)
- Semantic web (machine readable)

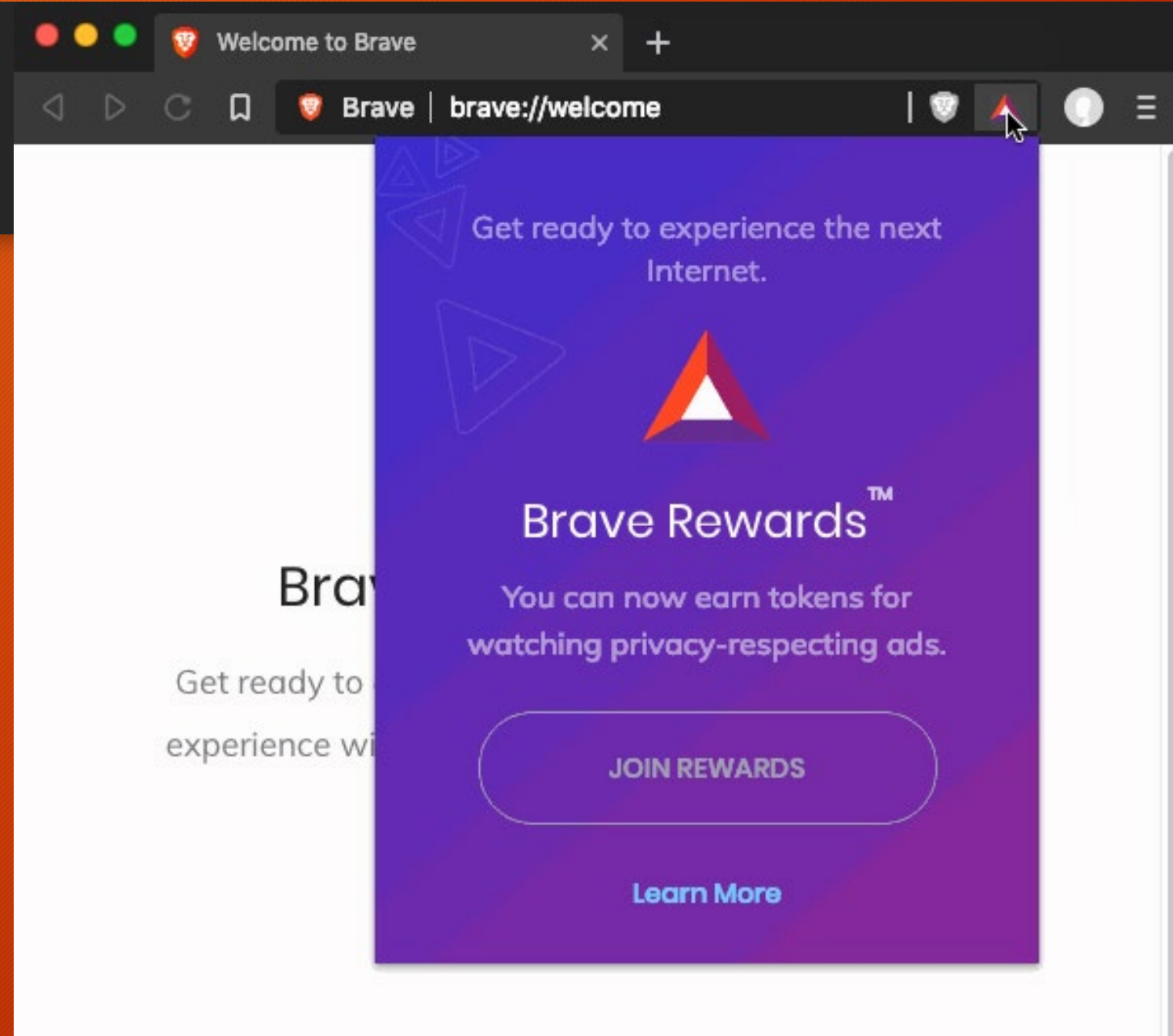
Emergence of apps based on blockchain

	Web 2.0 apps	Web 3.0 apps (powered by blockchain)
Browser		 brave
Storage	 	  IPFS
Video and audio calls		 EXPERTY
Operating system	 	 
Social network	 	 
Messaging	 	 status
Remote job		

Source: Convergence Catalyst Research

Basic Attention Token

- 70% of ad revenue to users, 30% to browser developers
- BATs worth \$0.22
- Objective is for users to experience fewer ads that are better tailored to their interests while not giving up privacy rights.



Digital Identity - SBT's

- Your wallet becomes your identity
- Non-transferrable tokens that represent personal credentials and affiliations
- Possible for users to have multiple “souls” (similar to file folders) for school, work, medical records, and government registrations.



Log in [Sign Up](#)

Menu

Reading

[What are Soulbound Tokens? Building Blocks...](#)



Role [Co-Founder of Ethereum](#)

Location [Singapore](#)

Education [University of Waterloo](#)

Current Project [Ethereum, Bitcoin Magazine](#)

Previous Projects [Bitcoin Magazine](#)

Twitter [@VitalikButerin](#)

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Vitalik Buterin →

ETH +3.23%
\$1,211.13

24H 7D 1M 1Y MAX

Learn [From PubDAO](#)



What are Soulbound Tokens? Building Blocks for a Web3 Decentralized Society

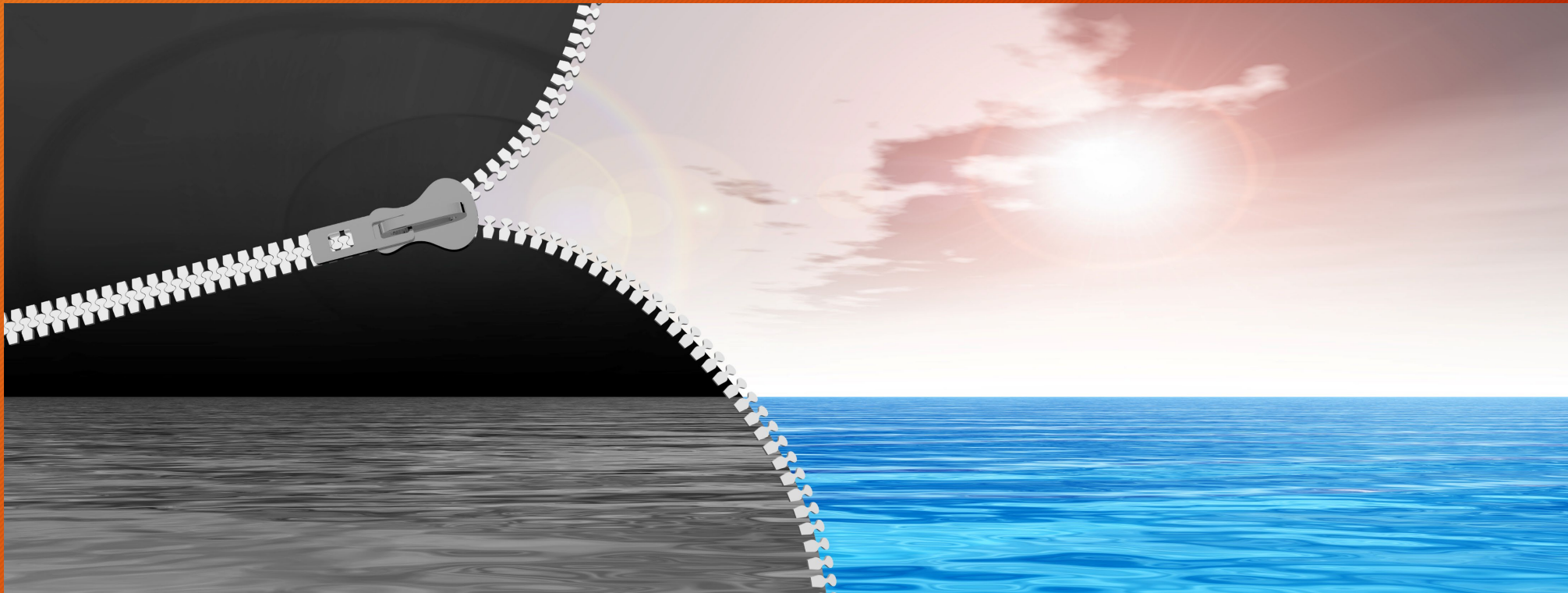
Proposed by Ethereum creator Vitalik Buterin, Soulbound Tokens are non-transferable, non-financialized tokens for a Decentralized Society.

By [moreReese](#)

Jun 9, 2022

6 min read

Speculations and Provocations



In 10-Years.... (True or False?)

- Every business will need a digital wallet
- Web 3.0 gets real
- Personal Identity will be managed on the blockchain

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- If you have any questions regarding this presentation, please [contact us](#).

First Steps

- Have an organizational wallet with appropriate controls
- Consider using Ethereum Name Service (ENS)
 - Create human-friendly and readable usernames for Ethereum-based crypto wallets, decentralised websites, and apps.

How do You Reserve an Ethereum Name?

- Make sure you have some ETH in your ETH wallet (such as Coinbase Wallet, Metamask, or Trust Wallet);
- Log onto <https://app.ens.domains> and search for your preferred domain;
- If nobody has the name yet, the name will show as “Available”;
- Click on the name and you can reserve your .eth name for as long as you desire;
- Just follow the easy-to-understand steps and your name.eth will be yours.

NFT Avalanche

- William Shatner's X-Rays (\$3k)
- Rainbow cat GIF (\$560k)
- Jack Dorsey's First Tweet (\$2.9k)

