

NFT 

Non-Fungible Tokens

101 Guide

Sponsored by **NFT.Kred**

May 2021

“NFTs could act as a catalyst, to help society create the perfect balance between creativity and rationality.”

[@andreabonac_art](#)

[\(Bison Trails, 2020\)](#)



Prerelease DRAFT v0.971

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Intentionally Blank

Celebrities talk NFTs

In early 2021 NFTs gain mainstream traction among prominent artists, public figures, and celebrities.

Snoop Dogg

"I am excited about it, ya dig?"

[@SnoopDogg](#)



Snoop Dogg Coins NFT

Rob Gronkowski

"When I was a kid my brothers and I collected every single trading card out there...It's great to be that first athlete to get on NFTs."

[@RobGronkowski](#)



Career Highlight NFT

Lindsay Lohan

"It's only a matter of time till everyone in Hollywood and beyond gets involved" and also "I see a future where crypto, NFTs, and blockchain will be the norm, rather than the exception."

Lindsay Lohan, Actress
[@lindsaylohan](#)



Lightning NFT

Paris Hilton

"NFTs have literally taken over my entire mind and soul."

[@ParisHilton](#)

"I'm obsessed. It's all I think about. I've never been so excited about something in my life because I really see this as the future. I'm just so obsessed with it that I actually have dreams about it every single night."

[\(Steinwold, 2020\)](#)

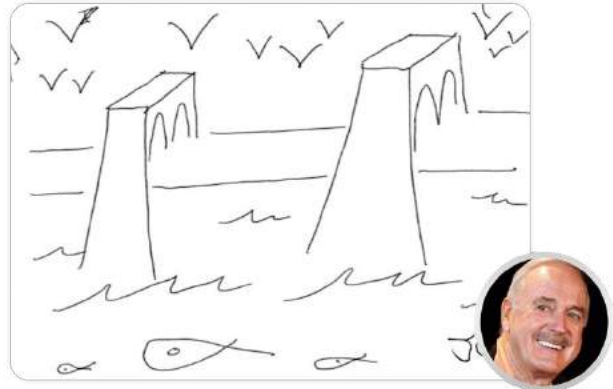


Kitty NFT

John Cleese

“The world has gone terminally insane”

[@JohnCleese](#)



Brooklyn Bridge NFT

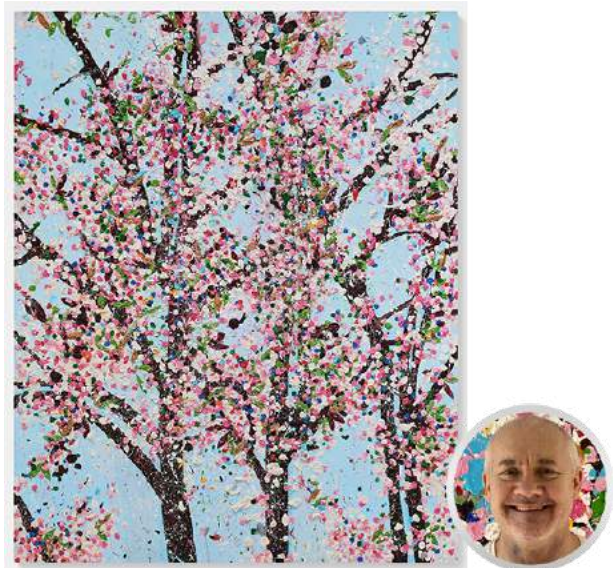
Cleese's NFT he listed for 69.3 million on OpenSea

Damien Hirst

“It is the most exciting project I have ever worked on by far.”

[@hirst_official](#)

Cherry Blossoms became an NFT



H9-8 Control NFT

[\(Faulkner, 2021\)](#), [\(Boucher, 2021\)](#)[\(Solomon, 2021\)](#)

Vandana Taxali

“An NFT allows an artist to create an official registry for the “first” version of a work they release.”

Vandana Taxali [@medialegal](#), co-founder and chief executive of startup Artcrypton in Toronto.

Taxali gives the example of her brother, who is an artist. His original work is likely to be the most expensive because only one exists.

If he does a limited edition of 100 prints, the original work remains the most valuable, just like a poster of Vincent van Gogh’s Starry Night is incomparable to the original canvas.



(renoinnevator, 2020)

William Shatner

“I’m astonished at how quickly it all happened.”

William Shatner, Actor
[@WilliamShatner](#)

Images of several trading cards Shatner minted as NFTs; Shatner minted 10,000 bundles of NFT trading cards that feature content from his life and career in July 2020.

(Gray & De Luce, n.d.)



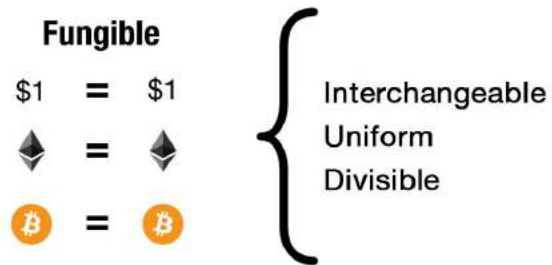
Basic Tech Concepts

Skip this section if you do not care about the Tech.
Go to page 16 and learn about Wallets.

What is Fungible and Non-Fungible?

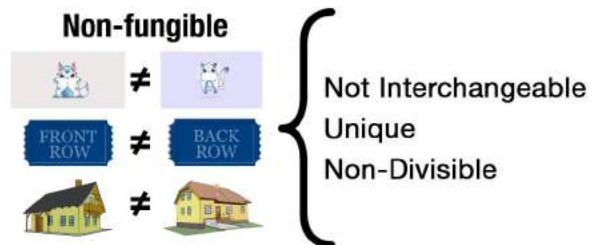
Fungible

If an item is fungible, then it can be substituted or exchanged for any similar item. Fiat currencies, like the US dollar, contain fungible units. A one dollar bill can be exchanged for any other dollar bill. Cryptocurrency tokens like Bitcoin, Ethereum and MANA are all fungible because one token can be exchanged for any other token of the same currency. The only thing that changes is a record on the blockchain registering the transaction. Fungible Tokens are minted to an Ethereum Standard called **ERC20**.



Non-Fungible (NF)

A non-fungible asset, therefore, has the opposite characteristics to this definition: they are unique, irreplaceable and non-interchangeable. One physical example of a non-fungible asset could be a plane ticket. While they look the same as other tickets, each one has different passenger names, destinations, departure times and seat numbers. Non-Fungible Tokens are minted to an Ethereum Standard called **ERC721** and **ERC1155**.



(BlockHeadMedia, 2019)

NFTs

NFTs are being used to secure digital ownership of digital and real-world assets, protect intellectual property, and increase the monetization opportunities of assets for creators. NFTs may be the new internet - the place we go to find content we like, properly registered to the original owners.

Mason Nystrom, a senior research analyst at Messari, explained in a recent article that: "It's easiest to think of NFTs as a **file format**. People use file formats – like jpeg, png, or gif – to transfer information or value on the internet. NFTs are a file format that transfers data and value on blockchain networks like Ethereum."



"As more and more value is created in digital worlds, ownership in those ecosystems becomes more important..."

The power of digital ownership ensures that the value individuals create is actually theirs to control."

Mason Nystrom, Senior Research Analyst
[@MessariCrypto](#) [@masonnystrom](#)

(Nystrom, 2021)

There has been one question gripping the zeitgeist more than any other in recent months. That question is:

What's an NFT?

- NFT is an acronym for “Non-Fungible Token.”
- An NFT is a representation of a digital asset that is unique and can be **traded**.
- NFTs **cannot be** forged or **copied**.
- **NFTs prove the authenticity** as well as the ownership **of assets and goods** because the data containing these forms of identification are stored permanently on the blockchain.

SNL explains NFTs
Watch [here](#)



(Murphy, n.d.)

“The internet makes it easy to duplicate and forge something....For a buyer, NFTs provide a secure certificate of ownership over a digital object”

Forbes Contributor **Abram Brown**
[@abebrown716](#) raises the relativity and importance of an NFT for both a buyer and a seller:



NFT Token Standards

NFTs are produced to a **specific standard** on the Ethereum network. These standards are called ERC721 and ERC1155.

ERC-721

- Supports transferring one NFT at a time
- Supports only one language
- Requires a new smart contract for every NFT type
- Not embedded with royalties for creator

ERC1155

- Supports batch transfers of many NFTs in a single transaction
- Supports localization of languages for all metadata (makes NFTs **universal**)
- More versatile- only one smart contract is needed for a variety of token types

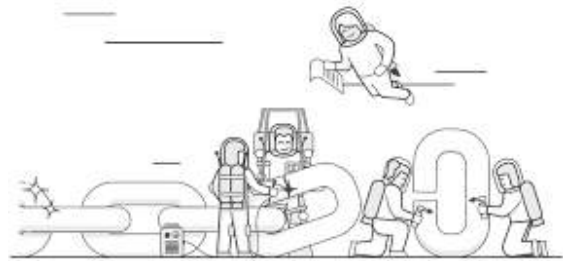
The **ERC20** token standard belongs exclusively to fungible tokens. The standard represents tokens on the Ethereum blockchain that are interchangeable and not unique.



OpenSea Bible ([Finzer, 2020](#))

Blockchain Types

The Blockchain is literally a chain of blocks. When we say the words “block” and “chain” in this context, we are actually talking about digital information (the “block”) stored in a public database (the “chain”). “Blocks” on the blockchain are made up of digital pieces of information. Specifically, they have three parts: Transactions (day, time, amount, etc); Participants (user’s “digital” signature”) and a cryptographic hash of the previous block to distinguish them from one another.



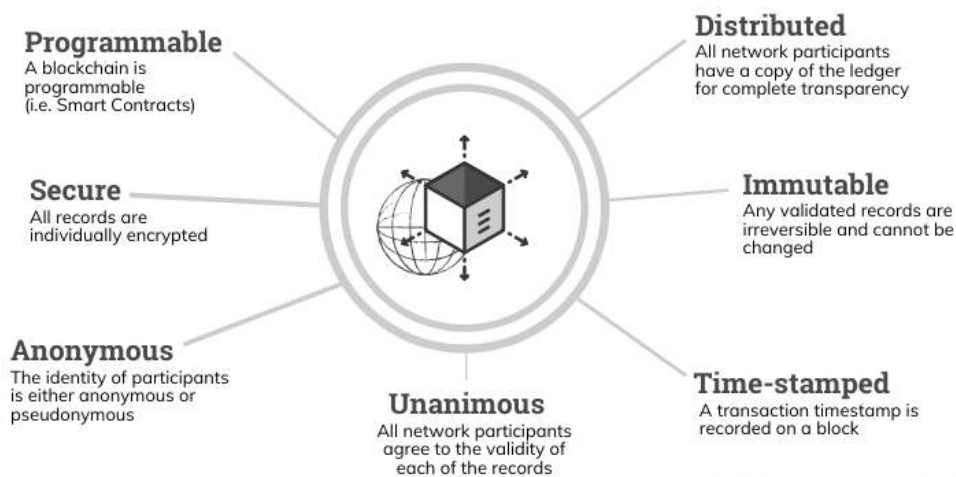
(upfolio, 2018)

Blockchain Distributed Ledger Technology

The blockchain is also referred to as a “distributed ledger” - “Distributed” because the data it contains is copied across the entire server network. A “Ledger” because it has checks and balances that maintain the data integrity:

Euromoney Learning @EuromoneyLearn (euromoney, 2020)

The Properties of Distributed Ledger Technology (DLT)



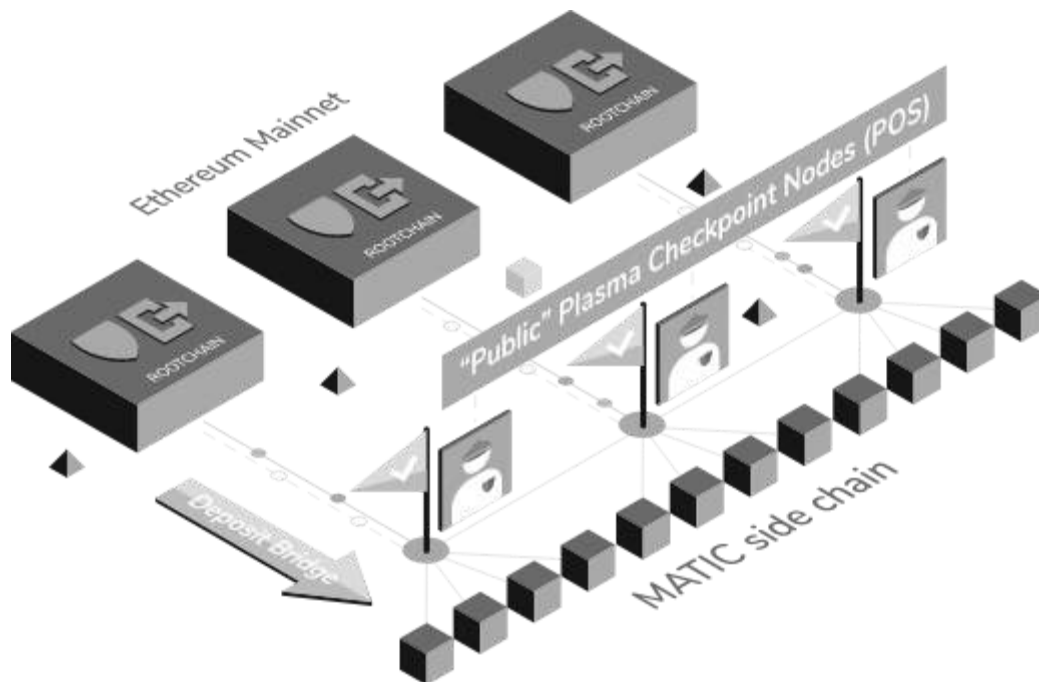
© Euromoney Learning 2020

Ethereum

Ethereum is a ubiquitous open-source platform. It is the gold standard for minting NFTs. ERC721 and ERC1115 are both Ethereum standards. The Ethereum standard does not support NFT Royalty payments.

Polygon (formerly Matic)

An Ethereum compatible blockchain.
Fast, much lower transaction cost than Ethereum
NFTs created on Polygon can be easily converted to Ethereum tokens by paying gas.



Wax

WAX blockchain is a protocol designed primarily for gamers; It is becoming the preferred blockchain of the gaming industry. It is based on the ERC1155 protocol.

A feature unique to the WAX blockchain, in relation to other major blockchains, is that it offers simple development options to design and deploy decentralized applications (dApps) on which you can create and sell NFTs, similar to an NFT marketplace.

Wax Blockchain is also developing seamless integration with the Ethereum network. Learn more about WAX [here](#).

Flow

“Dapper Labs’ **Flow** is a blockchain built to support high-performance ecosystems of apps and games.” **Alexander Roznowski** [@IPO201](#)

Flow does not comply with Ethereum standards. Flow tokens **cannot** be converted to Ethereum

[\(Roznowski, 2021\)](#)



- “Flow is a blockchain built for things like NFT collectibles and crypto games.
- The proof-of-stake blockchain hails from NBA Top Shot developer Dapper Labs.
- “Dapper’s CryptoKitties clogged up Ethereum in 2017, prompting the development of Flow as an alternative.”
Andrew Hayward

On-Chain and Off-Chain Storage

Most NFTs store only limited amounts of information on the blockchain - particularly registration and ownership data.

Most other NFT data, for example an art image, is stored by way of a link to **secure cloud storage**. This secure cloud storage is called “off-chain” storage.

Certain blockchains (like Polygon) allow for larger amounts of data to be stored **on-chain**. The reason for the onchain storage limit is the computational cost of writing data to the blockchain.

For example, tokenizing this article (and writing all the data on chain) by John Kosner cost a few cents on Polygon - it would have cost many thousands of dollars on Ethereum.

[\(Kosner & Moses, 2021\)](#)

IPFS, a popular off-chain storage option:

Most data on the web is stored using centralized storage owned by individuals or businesses. For instance, most of YouTube's data is stored in the Google Modular Data Centers.

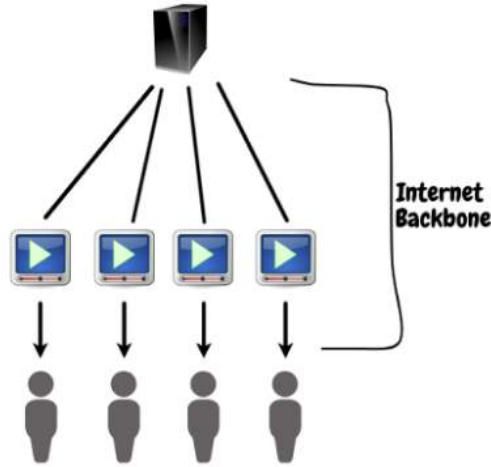


(TIME, 2020)

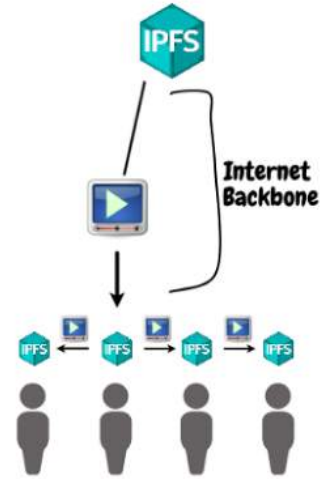
IPFS stands for “Interplanetary File System.” The aim of this system is to decentralize the web and make it completely distributed by running it on top of a **peer-to-peer network**. IPFS may eliminate the need for individuals and businesses to rely on centralized servers.

IPFS provides creators a **costless solution** to store and distribute their work because no servers are required.

Without IPFS



With IPFS



(Medium, 2018)

One current limitation of IPFS

As a result of the way that IPFS is structured, it is possible that the file becomes unavailable for a certain period of time when you search for it.

This can occur because of the way that IPFS is structured. Every node, (a computer run by an individual or business in the network), keeps a cache of the files that it has downloaded. These files are distributed across other nodes when requested by others. If a specific file is hosted by only four nodes, and all four nodes go offline, then that file becomes **unavailable**.

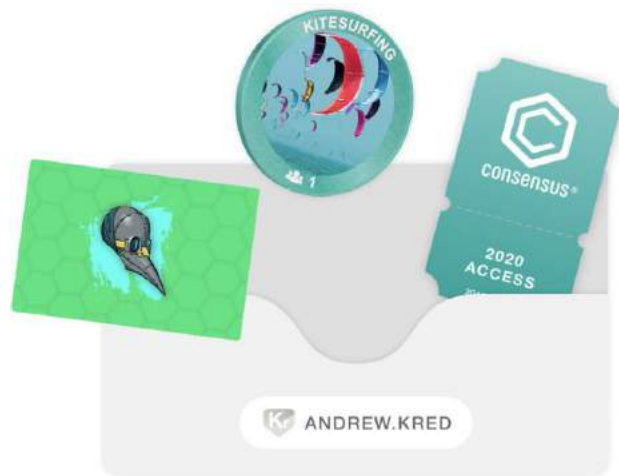
A solution to this problem is incentivizing more people to store files and make them available in IPFS, so that the potential of a file becoming unavailable is decreased.

What is a Digital Wallet

A **Digital Wallet** is a software program that stores private and public NFT keys. It reads and writes to various blockchains to **enable you to send and receive digital tokens** and or digital currency.

How digital wallets differ from physical wallets:

- A digital wallet is a way of viewing your **blockchain assets**.
- Most people only use one physical wallet at any given time; A user of multiple NFT marketplaces and/or multiple blockchains can have **multiple digital wallets active at the same time**.



How they work

When a person sends tokens or any other type of digital currency, they are essentially signing off ownership of the tokens to someone else's wallet address. To be able to use or see those tokens, a private key stored in the sender's wallet must match the public address to which the token is assigned. If public and private keys match, the token is transferred successfully. The transaction is signified merely by a transaction record on the blockchain and a change of ownership.

Creating a wallet is straightforward. The process resembles setting up a digital wallet for Apple Pay, Google Pay, and Paypal.

If you are setting up a digital wallet to use on your desktop, typically you will first have to search for the wallet on your preferred browser's store, and then add the wallet to your browser as an extension. This process is even easier if you are looking to access a digital wallet on your mobile device and simply requires you to download the digital wallet's app.

Once you have done this, you will need to create an account. Most digital wallets do not require you to have any cryptocurrency or digital tokens to do so. When you create an account with a digital wallet provider, you are creating a digital wallet - the account is your wallet.

The main difference between creating a digital wallet to access your non-crypto assets, like Apple Pay, and creating a digital wallet that exclusively stores your crypto assets is **privacy**. Digital crypto wallets are decentralized which means that only the wallet owner has access to account information. This is also to say that only the account owner knows the **password**.

Digital wallet providers will issue you a secret seed backup phrase that you must **store offline and keep in a safe place** in the event that you forget your wallet account log-in information. If you forget this password and lose your seed phrase, you lose access to your crypto assets.

Once you create your digital wallet account and save your back-up seed phrase, you can start buying and trading cryptocurrencies and digital tokens immediately.

What's the difference between a wallet account and a wallet address?

A good way to distinguish a wallet account from a wallet address is to think of an account, or app, as an information manager software system, like Microsoft Outlook, and a wallet address as the email address that is connected to the Microsoft Outlook account.

Your wallet address is the place that the crypto assets you have purchased will be sent. Your wallet app holds a multitude of addresses that you can buy from or sell to; It offers many different features to buy, exchange, and trade your assets. It also holds your assets. Your wallet address is the passport that you need in order to use the app.

How to transfer an NFT between wallets

If you have multiple digital wallets, and would like to transfer an NFT from one wallet to another, you can. First, find the "Transfer NFT" option in the drop-down menu typically located in one of the corners of the NFT.

Next, enter the wallet address that you would like to send your NFT to. (The wallet needs to be **Ethereum compatible**.)

Click "Continue" and your wallet will send a notification to both confirm the transfer and ask you to pay a gas fee to cover it.

To make sure that your transfer is successful, you can track it on [Etherscan](https://etherscan.io). Etherscan is an application that enables you to track all of your transactions on the Ethereum network.

VIEW WALLET BALANCE
Wallet Balance displays here

ADD NFTs
And and View NFTs individually or in Bundles

SET NFT PREVIEW
Add a thumbnail preview

SET NFT NAME
Add a name to the NFT or Bundle

ADD DESCRIPTION
Add a description about your NFT or Bundle

NFT DISPLAY

VIEW HISTORY

VIEW TOKEN ID




VIEW NFT DESCRIPTION

Choosing a digital wallet

There are many digital wallets available on the market. In order to choose the wallet most suited to your individual needs, you should know what your options are. The most common variances among digital wallets are:

- Blockchains: some support many, some support only a few
- Accessibility: some wallets have better desktop functionality, some are better for use with a mobile device via an application
- Security: different wallets have different layers of security and account recovery options, as well as fraud protection

Popular Wallet Apps

		Displays NFTs?
<p>Portis</p> 	<p>★ Our Choice for Desktop</p> <p>Portis is a JavaScript SDK for DApp developers. It offers a secure gateway to the Ethereum network. Portis is available across all their devices since it's a web wallet and it easily interacts with smart contracts.</p>	Yes
<p>Trust</p> 	<p>★ Our Choice for Mobile</p> <p>Trust offers you an easy way to keep all your unique ERC721 and ERC1155 crypto NFTs and game assets in one place.</p>	Yes
<p>AlphaWallet</p> 	<p>AlphaWallet is an easy-to-customize white label wallet. It is a secure Ethereum wallet that supports all Ethereum based networks.</p>	Yes

Authereum



Authereum is a smart contract wallet that allows you to interact with dApps in a simple and convenient way.

There are no transaction fees and you can recover your wallet with ease.

Yes

Coinbase



Coinbase Wallet is a multi-coin wallet, ethereum wallet, and ethereum browser app that allows you to store crypto coins, manage Ethereum-based tokens, and access DApps.

Yes

Dapper



Dapper is a smart contract wallet that offers the benefits of decentralization — the control over one’s own data and assets— within a safety net.

The Dapper smart contract enables security features like account recoverability and fraud protection. It also makes possible conveniences like smart fee management and multi-device support.

No

Enjin Wallet



Enjin is a secure and easy to use mobile wallet; It supports advanced features like dApp browser and QR code air drops.

It supports the ERC-20, ERC-721, and ERC-1155 token standards.

According to their [website](#), Enjin powers more than two billion NFTs.

Yes

MetaMask



The MetaMask wallet facilitates ease of access to Ethereum’s dApp ecosystem.

It enables you to securely connect to dApps through the MetaMask browser extension or the mobile app’s built-in browser.

MetaMask supports any ETH based token.

Yes

NFT.Kred

Simple Behind-the-Scenes Wallet Integration

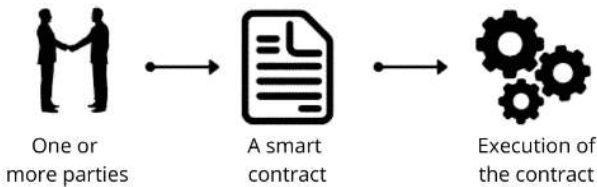


NFT.Kred facilitates a simple user experience by keeping wallets behind-the-scenes for users who don't already have one.

Signing up on NFT.Kred (or a whitelabel NFT Hub built on the platform) automatically creates a free Digital Wallet for you.

Your wallet is accessed using the credentials (e.g. email and password or social account) used to sign up. Your wallet's public address and private key can be exported at any time for use in another wallet app.

Smart Contracts



(cryptotips.eu, 2021)

NFTs are stored as smart contracts. When you purchase an NFT, a smart contract is activated automatically that represents in code the terms of the transaction.

Smart contracts are digital contracts stored on a blockchain. Blockchain technology decentralizes smart contracts which eliminates a third party processor (i.e. a bank) and thus automatically establishes via programming a formal transaction written in data that takes place between buyer and sell.

These smart contracts are programmed by developers using smart contract languages; Smart contract languages are what allow a developer to write and deploy a smart contract, which in turn enables smart contracts to act autonomously upon the set of predefined conditions established by the developer.

Advantages of Smart Contracts

1. **Autonomous:** You can use smart contracts to automate certain aspects of your businesses which eliminate unnecessary tasks.

2. **No Interruptions:** Once a transaction between buyer and seller is initiated, the transaction will come to fruition without any third party delay or complication.

3. **Cost-effective:** smart contracts either reduce or completely eliminate both parties' reliance on an intermediary, such as a loan service provider, which diminishes the cost to transact. For instance, many charitable organizations are exploring how they can use smart contracts to meet their fundraising goals with less friction by banks and private lenders and lower cost.

(Geroni, 2020)

NFT Listing Marketplaces: Should you create your own?

You have two major options when it comes to listing and selling your NFTs.

The first option is to sell on a **global marketplace**.

Global marketplaces receive high traffic because of previously acquired brand authority and public facing character. One downside to listing on a global marketplace is the vast number of NFTs published to that marketplace which decreases viewership of the average creator's content.

The second option is to create a **branded NFT Marketplace** or Hub.

There are many reasons to establish your NFTs on your own marketplace versus a global one. The three most salient are: you own the NFTs entirely and thus there are no marketplace commissions on listed NFTs, you have nearly full autonomy over the web interface design, and the minting and transaction fees are lower than those of the typical global marketplace.

Global Marketplace

1. High Traffic
2. You may be required to complete an application process to list and sell NFTs

Your Own Marketplace

1. It's Yours - Make it look great
2. You Control
3. User Data is yours
4. No Distractions
5. Low or no transaction fees

NFT Platform Features

OpenSea



Anyone can mint NFTs

OpenSea is the largest NFT marketplace to date.

Rarible



Anyone can mint NFTs

Rarible is the only NFT platform to have its own governance token called RARI. This model allows for prominent users to have a say in the platform's policies, decisions, and strategies.

Nifty Gateway



NFT creators are chosen via an application process

Nifty Gateway is popular amongst collectors who enjoy exclusive drops, because you can set alerts for when favorite brands or artists drop new merchandise.

Foundation



NFT creators are chosen by invitation only

Foundation is most known for its invite-only platform strategy.

NFT.Kred



Anyone can create a whitelabel NFT Hub through NFT.Kred

NFT.Kred is a whitelabel marketplace builder for Brands and Agencies. It includes modules for NFT creation, engagement, distribution and reporting with 0% transaction fees.

SuperRare

SuperRare

NFT creators are chosen via an application process

SuperRare maintains a high artist gallery commission fee and is more exclusive than other NFT platforms.

Zora



Anyone can mint NFTs

The Zora mission is to put ownership over both the creative process and the art it yields solely in the hands of artists.

The Cost to Mint an NFT

The cost to mint an NFT varies from \$0- \$3,000. This fee covers the “gas” that is required to make a transaction on the Ethereum network.

It is important to note that NFT Platforms do not get a cut from this fee. The payment when minting an NFT goes directly to the Ethereum network.

Sometimes gas can be expensive when the Ethereum network is congested: developers are actively working on solutions to bring gas fees down.

Two things determine the price of gas:

- How quickly you want the transaction to be completed
- How busy the network is at the time of your transaction.

If gas prices are too high at the moment, you can wait until gas goes down in price. You can also submit your ideal price and wait until the network processes it.

Resources for monitoring gas prices:

1. <https://ethgas.watch/>
2. <https://ethgasstation.info/>
3. <https://etherscan.io/gastracker>

(Howard, 2021)

NFT Platform

Cost to Mint

OpenSea



No charge to Mint

2.5% on the sale of the NFT

About \$3000 if you create an Ethereum Smart Contract

There is a 2.5% fee on the sale price of each NFT sold.

Rarible



About \$700 to mint an initial NFT collection

Rarible mints on Ethereum. Increased Ethereum network traffic means higher gas costs to mint.

Nifty Gateway



About \$1000

Nifty Gateway currently mints on the Ethereum network. To decrease minting costs and carbon footprint they are planning to launch Ethereum 2.0 and use a Proof of Stake blockchain to power their network instead.

Foundation



Foundation charges both a gas fee to mint **and** a separate, significant listing fee to use their platform.

NFT.Kred



Pricing plans start at 10c each then drops to 1c each

NFT.Kred Mints on the Ethereum Compatible Polygon Sidechain and provides a bridge to convert Polygon to Ethereum NFTs Custom Marketplace

What is gas?

Gas refers to the fee in price value that is required to successfully conduct a transaction or execute a contract on the Ethereum blockchain.

To draw an analogy, running a real-world car for X miles may require **Y gallons of fuel**, or moving X amount of money from your bank account to your friend's credit card account may cost you **Y dollars in a processing fee**; In both cases, X indicates the utility value, while Y indicates the cost of performing the process of the car trip or financial transaction. Y in this analogy is gas.

The concept of gas was introduced to distinguish the consumption toward computational expenses on the Ethereum network. Having a separate unit for this purpose allows for a **practical distinction between the actual valuation of the cryptocurrency Ethereum**, and the **computational cost** of using Ethereum's virtual machine (EVM).

(Rasure, 2021)

Gas Fee

- Mint NFTs
- Airdrop an NFT to a separate marketplace
- Create a Smart Contract
- Transfer all of your NFTs to one digital wallet

No Gas Fee

- Minting NFTs costs roughly 1/100,000 of the price on a layer 2 blockchain. Both NFT.Kred and OpenSea are live on Polygon.

What can we do with NFTs?

The Art World

This year artists from all backgrounds and geographies have realized the potential of NFTs. Below are examples of how digital artists have fused different combinations of mediums to yield successful digital art sales.

MATRIX: PLATO is “A **series of portraits** of people who assumed that our world is not real.

Plato was the first to suggest that our world is unreal.”

NFT Available on [Rarible](#)

Owner: IG [@shpilbergstudios](#)

MATRIX: PLATO

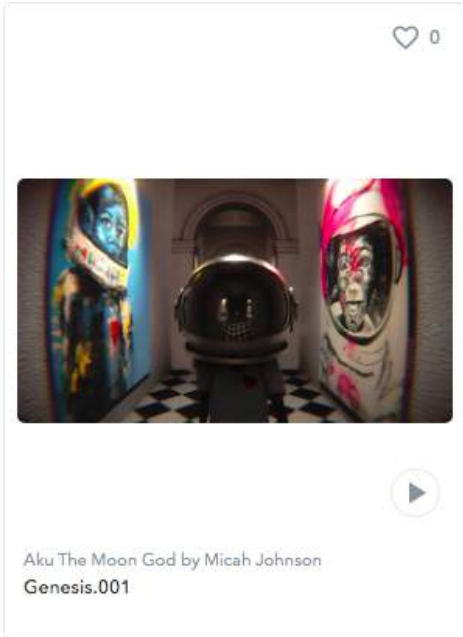


Aku: The Moon God

Aku: The Moon God is a **series of sculptures and digital art** depicting a young black boy wearing an astronaut's hat.

The series is by **Micah Johnson**, Major-league-baseball player turned NFT artist. IG [@micah_johnson3](#)

The series is available on [OpenSea](#).



GENESIS

*“This NFT is a magical combination of **three elements**: an unreleased song + a holographic synthesizer...*

and it comes with a physical hand built hologram cabinet + cartridge to display the art in a truly unique way in your living room”

Don Diablo, Dutch artist IG [@dondiablo](#)

Sold on [SuperRare](#).

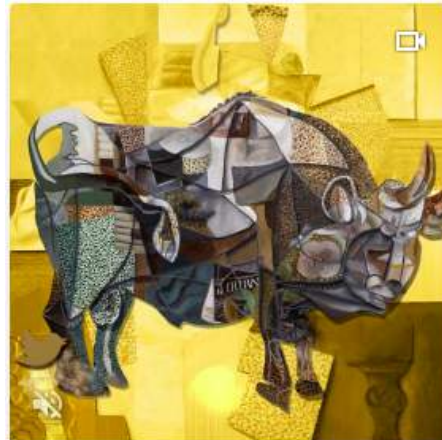


“Bitcoin Bull”

Bitcoin Bull

In this NFT sold on his personal NFT Platform, artist Trevor Jones reimagines Picasso’s eponymous bull image with his own pictorial iconography and metaphoric vision.

This NFT series is available on Nifty Gateway.



Picasso's Bull - Gold

\$2,500.00

SOLD OUT

“Machina”

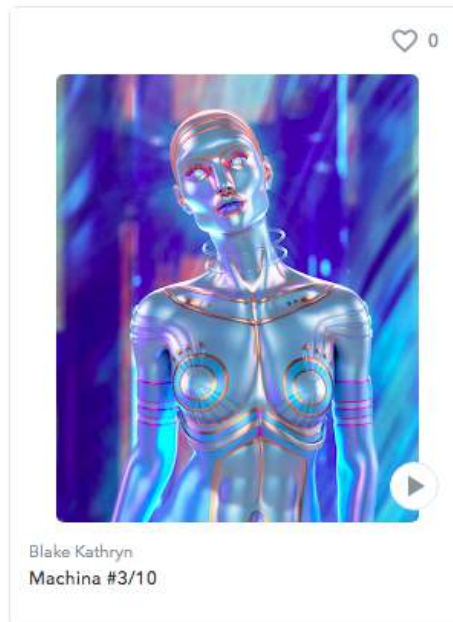
Blake Kathryn **IG** @blakekathryn is a Los Angeles based visual artist. Her work balances between concept and commercial realms spanning across various industries including music, fashion and tech.

“Machina” is a dynamic technicolor image that combines music and movement.

Blake lists her work on OpenSea.

Blake Kathryn will soon be launching an NFT project with Paris Hilton.

(OpenSea, n.d.)



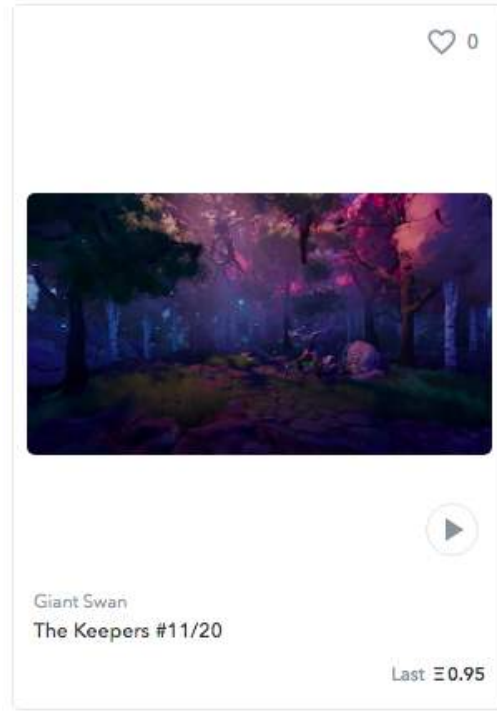
Blake Kathryn
Machina #3/10

“The Keepers”

Travis Van Zanen IG [@giant_swan](#), a 33-year-old virtual reality artist from Melbourne, Australia, who goes by Giant Swan online, sculpts **surreal dreamscapes** from within his VR headset.

[\(Stevens, 2020\)](#)

Giant Swan lists his work on [OpenSea](#).



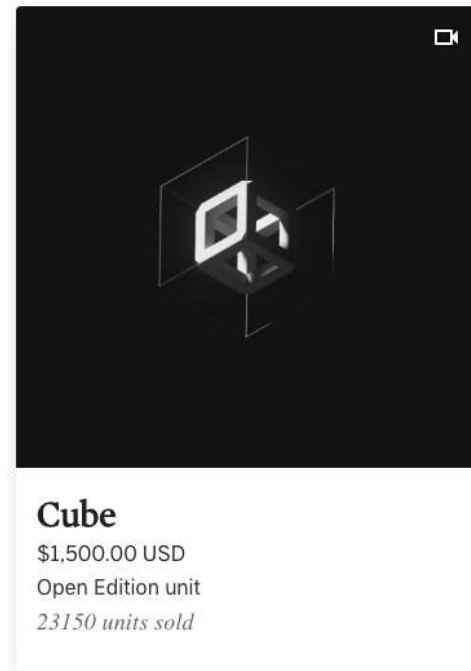
“Cube”

Sotheby’s collaborated with NFT artist PAK in April 2021 on “The Fungible Collection.”

Sotheby’s said it chose Pak, who makes monochromatic designs featuring moving geometric forms, because of the artist’s established presence in the NFT realm. Pak has been working in the digital art sphere for over two decades, and it is unclear whether they are an individual artist or group of digital engineers.

[\(Villa, 2021\)](#)

The collection launched on [Nifty Gateway](#) on April 12.



NFT consumers can **buy directly from the artist**. This removes friction and simplifies the experience for both parties.

When selling on a traditional online marketplace, artists are only paid once for each work sold. NFTs provide **more revenue opportunities** for artists; They carry with them the potential for a built-in royalty that is determined by the artist and paid to them with each subsequent sale. Royalties allow the artist to retain value from an unlimited number of future sales.

NFTs make it easier for emerging artists to **gain influence**. Budding artists can start selling their works immediately in an NFT marketplace. This direct distribution creates a productive selling platform for the artist. Artists can also grow the popularity of their brand with NFTs that carry social actions: tokens that can be commented on, liked, and reposted.



“with NFTs.... visual art will become more like music - appreciated by almost everyone.”

[\(compart, 2021\)](#)

Anne Spalter, Brooklyn-based digital media artist [@annespalter](#) said in a recent interview with the Museum of Contemporary Digital Art that



“Bridging traditional and digital art is a monumental opportunity for art collectors and fans...”

Vladislav Ginzburg - Blockparty - [@vlad_ginzburg](#)

The \$69 Million NFT sale

On March 11 2021 an NFT was sold for \$69 Million, establishing Beeple as the third most valuable living artist. ([Khalili, 2021](#))

JPG File Sells for \$69 Million, as 'NFT Mania' Gathers Pace

"Everydays — The First 5000 Days," by the artist known as Beeple, set a record for a digital artwork in a sale at Christie's.

Millionaire artist Beeple: This is the very important thing 'I think people don't understand' about buying NFTs

We talked with Beeple about how NFT mania led to his \$69 million art sale

Beeples 'Everydays' NFT just sold for \$69 million

TECHNOLOGY
Beeple JPG File Sells For \$69 Million, Setting Crypto Art Record
March 12, 2021 2:08 PM ET

How in the World Did a "Digital Artwork" Sell for \$69 Million at Christie's?

All your questions about Beeple, NFTs, and a decapitated Buzz Lightyear, answered.

An NFT Artwork by Beeple Just Sold for an Unbelievable \$69 Million at Christie's—Making Him the Third Most Expensive Living Artist at Auction

The event marks the auction house's first-ever NFT sale.

Cleem Kinsella, March 11, 2021

Beeple sold an NFT for \$69 million

Through a first-of-its-kind auction at Christie's
By Jacob Kohnman | @jacob_k | Mar 11, 2021, 10:00am EST

Beeple's \$69 million NFT sale marks a potentially transformative moment for the art world

Beeple's NFT Fetches Record \$69 Million at Christie's

Beeple NFT Fetches Unprecedented \$69.3 M. at Christie's

PLANET MONEY
The \$69 Million JPEG
March 12, 2021 11:28 PM ET
ALEX KOPROWITZ GRADY HARRY CHLDS

HOW BEEPLE CRAIHAED THE ART WORLD
An NFT, or "non-fungible token," is the digital world's version of the unique, one-of-a-kind artwork that has defined the art world for centuries.

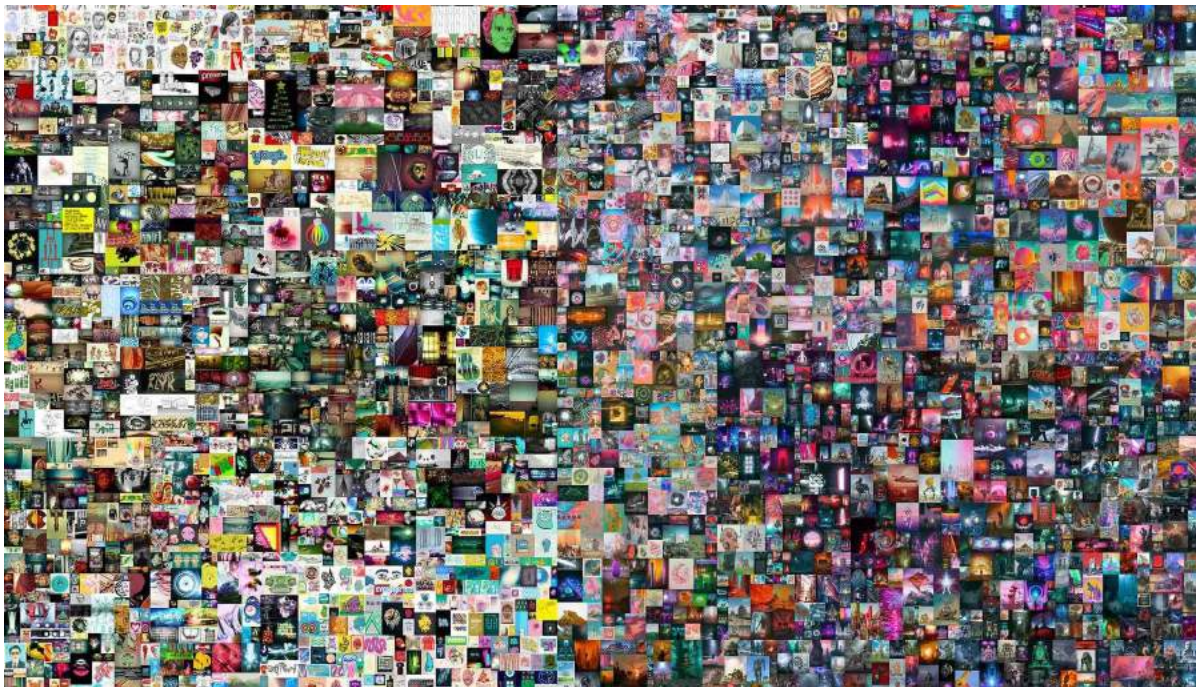


Beeple NFT Fetches Record-Breaking \$69 Million in Christie's Sale

The digital collage earned a bid higher than those seen for works by Frida Kahlo, Salvador Dali or Paul Gauguin

"The First 5000 Days"

Mike Winkelmann, the digital artist known as Beeple, is the creator of the artwork seen below:



Jake Kastrenakes [@jake_k](#) from The Verge explains that the piece that was sold, **Everydays: The First 5000 Days**, is a collage of Winkelmann’s work starting at the beginning of the project, when he was posting basic sketches to Instagram. The project encompasses 13 years of evolving digital shapes and sceneries up through the beginning of this year, when he was posting highly pol illustrations.

Beeple is famously prolific: **he creates a new digital artwork every day**. The project is now in its 14th year. His prolificity has led to the development of his large fan base, with around 2.5 million followers on Instagram.

“I do view this as the next chapter of art history. Now there is a way to collect digital art.”

Mike Winkelmann - Beeple - [@Beeple](#)



“Miami” from Beeple’s “Everydays”



[\(Halperin, 2018\)](#)

Another pic from the “Everydays” collage



[\(Tarmy, 2021\)](#)

Beeple's *Everydays - The First 5,000 Days* was sold at Christie's Auction house.

Christie's recently published their own guide to NFTs in which the benefits of using a **digital medium for art** are expressed:

“Within our own industry, NFTs make it possible to assign value to the ownership of digital art, which opens the door to a sea of possibilities for a medium that is unbridled by physical limitations.”

Christie's, [@ChristiesInc](#)

(NFT 101, 2021)

Music

Noteworthy Music NFTs minted and sold over the past year

The description of the NFT reads:

“My piece is a meditation on that feeling of throwing skepticism to the wind and accepting endless potential outcomes, realities and truths.” - \$MIQ

Lil Miquela, Digital Avatar Instagram Influencer IG @lilmiquela

[\(SuperRare. n.d.\)](#)

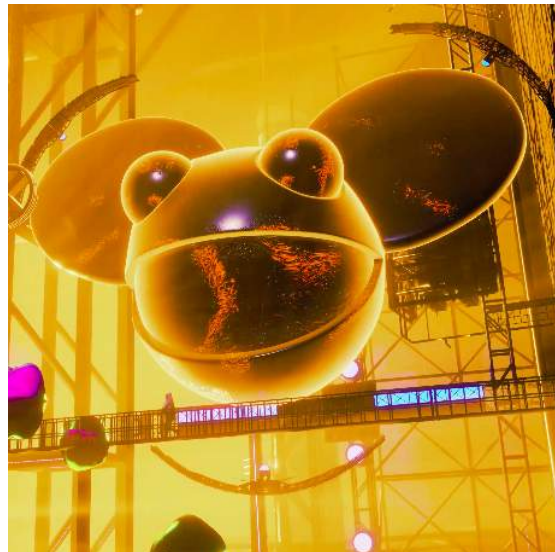


“Rebirth of Venus”

Music NFTs often promote a powerful mixed media approach; Audiovisual collaborations have become a common technique.

Another sale on SuperRare was an audiovisual collaboration between **Sutu** and **Canadian producer deadmau5**. The visuals paired with electronic music create a kind of metaverse.

[\(SuperRare. n.d.\)](#)



“In Titan’s Light”

Kings of Leon was the first band to release an album as an NFT.

The band is actually dropping 3 types of tokens in a series called “NFT Yourself.”

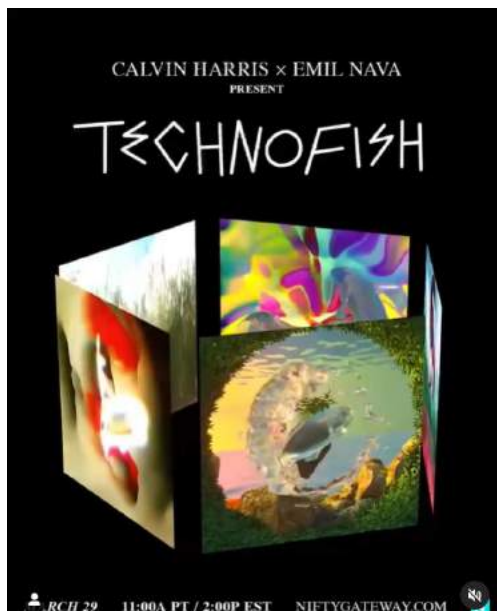
NFTs include a special album package, live show perks (like front-row seats for life), and exclusive audiovisual art.

The smart contracts and intelligence within the tokens were developed by Yellow Heart, and the NFT drop was listed on OpenSea.



Kings of Leon

TECHNOFISH NFT Drop



Musicians and sound engineers can launch NFT smart contracts which store their music, prove its authenticity, and give the holder immutable legal license.

World renowned DJ, Calvin Harris, partnered with music video director Emil Nava on five NFT moving artworks titled *Technofish*, that released March 29th, 2021.

“When I first realised the scope- I thought 'wow, this is a whole new tool for creativity that isn't policed by radio or streaming, or someone from the label.... It's a whole new avenue that you can really just put out whatever you want, and that's kind of how music should be but it really isn't” - @CalvinHarris



(9Honey, n.d.)

“I wanted to create a platform that ensured, irrespective of where fans or artists are based, they can still form that connection, and artists can earn an alternate stream of revenue...”

“I wanted to create a platform that allows artists to make money at a time where most of the platforms available to them devalue their art.”

Max Shand, Founder of Serenade Sound
[@max_shand](#)

More than any other category Music has the potential to make NFT’s very **mainstream.**

Music NFTs have been great for bringing awareness of NFTs to mass audiences.



(LinkedIn, n.d.)

*“The most financially ‘accessible’, widely available music NFTs are still being sold at a much **higher average price point** than what we would expect from, say, a typical concert VIP package. In other words, the music NFT economy is financially out of reach for the vast majority of fans.”*

Cherie Hu [@cheriehu42](#), Founder Water & Music

Weezer Puts Fans First



(Upset, 2016)

Weezer have entered the NFT space. Instead of pushing some obscenely priced digital collectible, the band elected to pursue a **fan-focused** set of NFTs

An initial offering went out **free to the first 1,000 respondents**, which was gone quickly, and followed by collectible tokens at \$20 and \$40 price points. The sale also included 12 unique "Ultra Rares": 1-of-1 "golden ticket" NFTs, redeemable for a physical keepsake from Death by Toys.

(HITS Daily Double)

(Rarez)

Concert Community NFTs

Beginning with the **Dreamrocks NFT Collection** exclusive to Red Rocks concert-goers, an open Zhuman Community token is also available for fans worldwide. The NFT Community Collection from ZHU is being issued by Night After Night and Yellowheart.

These releases make ZHU the first artist to build a fan community by issuing free community tokens tied to a **live experience**.

[YellowHeart \(2021\)](#)

Electronic Musician Zhu is issuing a **community token** for each of his concerts at Red Rocks.

Events

NFTs bring ticketing, virtual swag bags, speaker tokens and flash meetings to events. Here is how:

Tickets

Tokenization of event tickets prevents fraud (including fake tickets) and opens up new, decentralized markets for trading and reselling. Mark Cuban explains the benefits of his NBA team, the Dallas Mavericks, having NFT game tickets.



“... not only can our consumers, our fans, buy tickets and resell them, but we continue to make a royalty on them.”

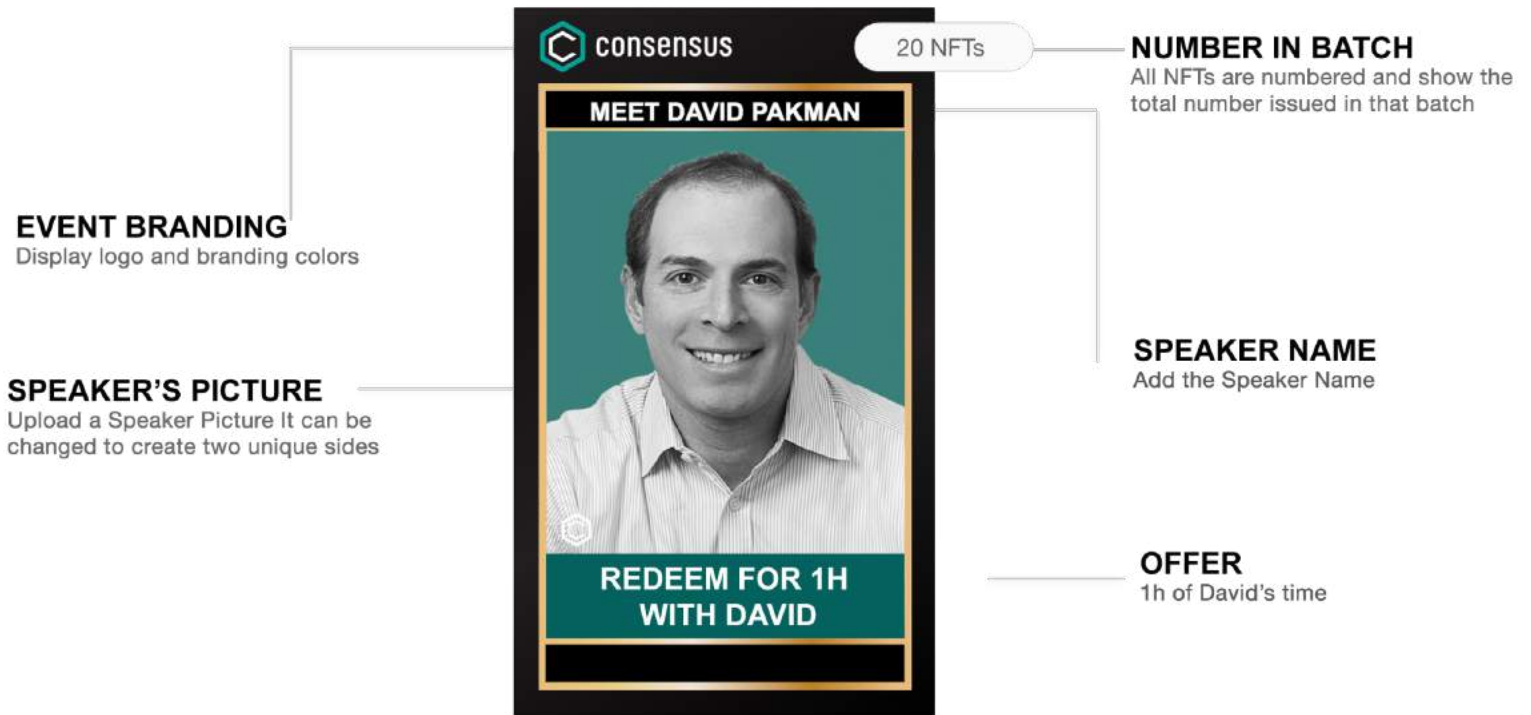
Mark Cuban, President of the Dallas Mavericks - [@mcuban](#)

The ownership of a ticket, in time, may accrue some value as if it were a collectible. Especially if the event was particularly important or historic.



Speaker Tokens

Speaker tokens operate similar to Identity NFTs. They allow speakers at events to promote their work via personal websites, links to published work, and social profiles. They enable speakers to increase their engagement with attendees at events by offering them a new way to network with industry professionals.



NFT Swag

In February 2019, NFT.Kred powered the first Digital Swag Bag by delivering a collection of 300,000 tokens to over 400 Attendees at NFT.NYC. It then followed up on May 2019 with 400,000 tokens delivered to the leading blockchain event - Consensus

How they work:

1. Sponsors provide their digital assets that will be tokenized and transformed into NFTs
2. These NFTs are bundled together and delivered by email to event attendees
3. Each attendee is granted with a free Digital Kred Wallet that holds their NFTs
4. Each NFT carry something special about them:

- Redeem for an Offer
- Redeem for a Download
- Schedule a Meeting
- Share a Discount
- Register a Ticket
- Access an Event
- Claim Swag
- Promote an Artist or Artwork
- Promote an Author or Book
- Share a Reward



Event Swag NFT Contents:



Uber Eats Webinar Gift
Access Event



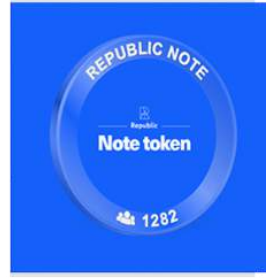
Trade at Bitstamp
Post a Comment



GXChain Meetup
Redeem Offer



Special Discount
Redeem Offer



Flash meeting tokens bring people together at your event **based on similar interests**; They build a sense of community among attendees.

The tokens are easy to customize with Meetup details and the minimum and maximum number of attendees that the specified meeting will permit.

A flash meeting token only **becomes activated** for attendees once the minimum number of members RSVP. Learn more about them [here](#)



NAME YOUR FLASH MEETING
Add a name for your meeting

ADD MEETING IMAGE
Add an image to represent your meeting

SET COLORS
Brand it with your own colors

CIRCULATION
Quickly see how many people have accepted your meeting request

Coupons

- NFT Coupons can be stored in a digital wallet that makes accessing your coupons easy.
- NFT coupons provide more real estate to display your personal or company logo and branding than the average email redemption coupons.
- They can be redeemed either online with the coupon number or in person by scanning the NFT coupon's QR code.

This makes NFT coupons highly versatile and increases the likelihood that your coupons will be redeemed.

NFT Coupon codes can also be redeemed more than once; when creating your NFT coupons, you decide the number of times that the coupon code can be used.



Sports



The sports world has entered the NFT realm by taking longtime **collectable playing cards** and creating an NFT that represents their digital ownership. These cards are being priced at thousands of dollars, some far more expensive like **Christiano Ronaldo’s \$265,000 card**.

Other applications include **ownership of sports moments, or highlights**. By February 2021 people had purchased around \$230 million of NBA Highlights alone. The company responsible is called Top Shot. They are licensing these moments from the NBA and developing the NFTs through the platform Dapper Labs, where the NFTs are minted and sold.

“Community building is one of the native things with the blockchain that makes it more powerful than other platforms”

Mickey Maher, SVP at Dapper Labs [@MickeyMaher23](#)

NBA TopShot minted 49 exclusive copies of a famous LeBron James dunk. One of the copies sold for \$208,000. This NFT to was sold for \$3,800:



Collectibles

Topps @Topps



(Topps, 2021)

Topps Collectibles Company issued its first collection of baseball NFT trading cards.

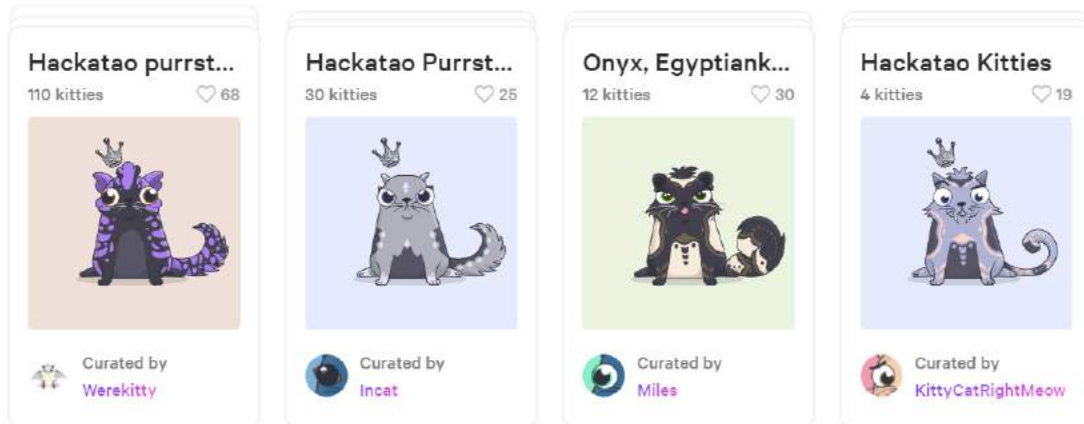
NFTs are best known for their utility as Collectibles, where you can keep digital assets assigned to your name and ownership as immutable.

Year-to-date, within less than three months, the combined market cap of major NFT projects has increased by 1,785% - Forbes contributor - Joseph Young @iamjosephyoung (Young, 2021)



Gaming

NFTs give players real ownership over in-game items. Gamers can monetize their efforts by owning and selling the rare assets they earn in games.



One CryptoKitty sold for \$170,000



*"I believe the gaming industry is always **one of the first to take on new innovation**"... "for the NFT specifically, I see that they will become more complicated and bundled."*

Tim Dierckxsens, Co-Founder of Arkane Network - [@TimDierckxsens](#)

The ownership earned, won, or bought within a game has the ability to be transferred outside of the game. **Gamers can then sell and buy features for real value.**

*"The DEAProject was founded to **connect the Gaming world and Reality**, enabling coins earned by playing games to use in the real world."*

Ikuma Ueno, Business Development Manager of DRW - [@IkumaUeno](#)





(Kenetic Trading, 2020)

“The NFTs you own, are your ticket to Tribal membership”

Jehan Chu Kenetic Capital [@collectionist](#)



“There’s a lot of depth in the marketplace...”

I think there’s a lot of opportunity to get some unique assets and things that you really love.”

Shea Newkirk, Entrepreneur and Blockchain Gamer [@CryptoStache](#)

Fashion



(swissluxury, 2021)



(Dillet, 2020)

Breitling

The Swiss luxury watchmaker Breitling will be minting all newly manufactured watches as NFTs. The company is using the blockchain **Ariane** which is connected to other Swiss luxury brands like Cartier and Montblanc.

The pre-owned watch market has grown to about \$20 billion in recent years, which is **roughly half the size** of the new luxury watch market.

*“So when you want to buy a watch from a luxury pre-owned watch platform, a key element is the full traceability of the product you are going to buy, the **full transparency about the history of the product.**”*

Antonio Carriero, Chief Digital and Technology Officer at Breitling
(Allison, 2020)

Carriero explains that: “Everything Breitling has developed to integrate Ariane with its e-warranty system is available for free to anyone who wants to use it.”

Read more about the “Breitling Select” launch here: (Allison, 2020)

Profile NFTs

Profile NFTs allow you to showcase your NFT gallery, websites, and social profiles in a more interactive way than with a digital wallet. They serve to drive traffic to your sites. With an identity NFT you can feature NFT sales or auctions and offer giveaways. They also enable peer to peer payment applications like Venmo and PayPal.

You can activate a Profile NFT for free when you sign up on NFT.Kred.

Link to Marguerite DeCourcelle's Profile NFT: <https://margueritedecourcelle.kred/>

Marguerite's Profile NFT:

DNS ENS DOMAIN
One memorable domain that resolves as both DNS and ENS

WALLET
Allow users to transfer you cryptocurrency

SHOWCASE NFTS
Display an NFT Carousel on your Page

NFTs and Digital Identity

Social networks capture personal identity often through a branded photographic lens. NFTs capture identity by means of a decentralized identifier (DID) that is written in code, not images. NFTs are shifting the way people represent their digital selves. Instead of being represented by images, people are being represented by a written encrypted identity on the blockchain.

NFTs are provoking an **evolution in digital identity**. Currently, social networks control the content you see in your newsfeed. This filters your perception of other digital identities. By publishing your content as an NFT outside of your social network, you may control how and when it is viewed. This gives you more autonomy over your digital identity.

The rise of decentralized identities also helps you to secure your legal identity and personal data outside of social networks.

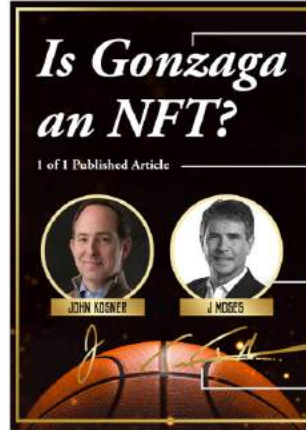
Claudia Hart, a media artist and Professor at the Art Institute of Chicago, recently wrote a “Feminist Manifesta” to publicly announce that the act of creating NFTs marks an ontological shift in the history of representation and identity politics.

[\(Hart, 2021\)](#)

Article Token

ADD NFT NAME
Add the name of your Article

SET ARTICLE ARTWORK
Add and image to represent your Article



ADD ARTICLE NAME
Add the name of your Article

SET QUANTITY
Define how many Articles are being published

ADD AUTHOR IMAGES
Show the authors behind the Article

ADD DIGITAL SIGNATURE
Make it more authentic with a signature

K&L Gates and Kosner Article Tokens

Tokenizing articles offers an unprecedented way for writers to share their work. Until recently doing so would have been far too costly on the Ethereum network because of layer 2 blockchain solutions.

Article NFTs make it possible for a writer's work to travel across the web at the same time that it is linked to an online publication or publications. This increases viewership of your writing.

Minting an article as an NFT also means that writers can sell **as many copies as they wish**.

This gives writers a novel way to increase their compensation for an individual piece.

The cost to mint an article NFT

John Kosner mints an article about NFTs as an NFT.

Ethereum	\$16,000
Polygon	20c

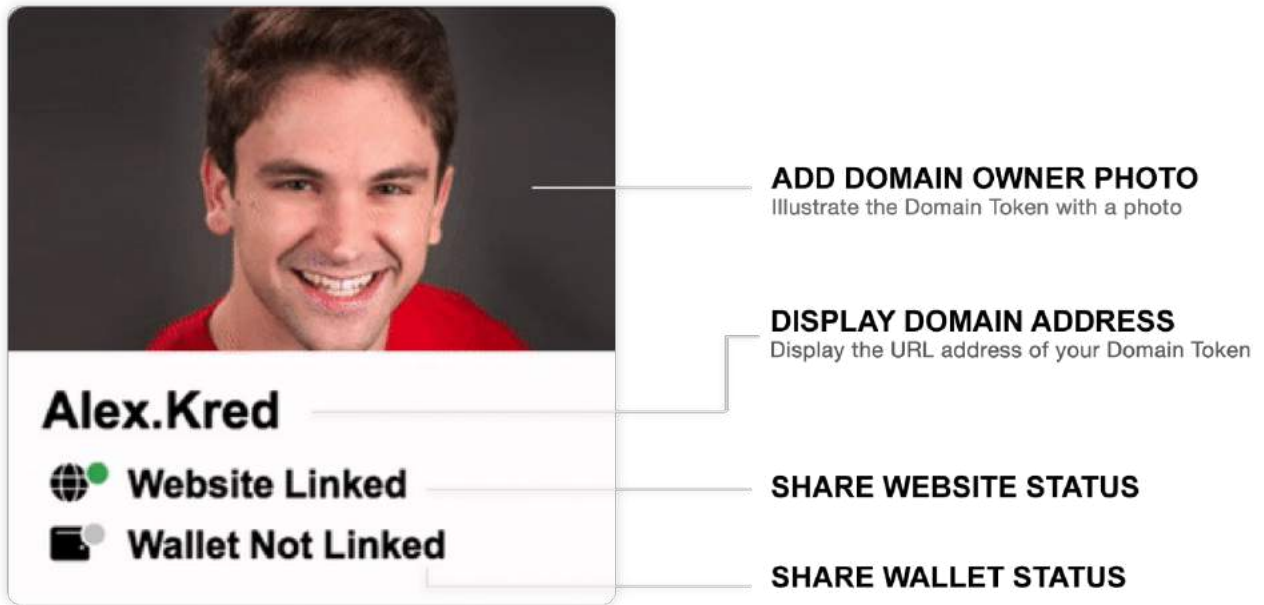
Domain Token - Alex.Kred

NFT.Kred integrates with the ENS and DNS to pair **your memorable domain** name to both your personal website and digital wallet.

The Ethereum Name Service is a decentralized naming system that links domain names to digital wallets.

The Domain Name System, or DNS, is what has traditionally been used to link domain names to websites.

.Kred has been able to synchronize DNS and ENS records. An NFT Domain token displays and links to your digital assets and wallets and the social profiles of your choice.



Loyalty Reward and Membership NFTs

Loyalty Reward and Membership NFTs give brands, communities, and employers the opportunity to create rewards that are: personalized, relevant, and actionable.

Some examples are:

Recognition Badges

Collectible Reward Tokens, where collecting a set unlocks a gift



“For creators, the NFT is just the beginning of their relationship with a collector. We explore NTFs as rewards, membership, for accessing experiences and drops + more.”

Shiv Madan, CEO at Moonwalk - [@shivcoin](#)



Badges

NFT Badges provide a new way to **showcase achievements** to your network and community.

You can customize the design of these achievement badges and decide where you would like to display them, i.e. in your digital wallet, on your website, and/or on your social channels.

NFT Badges can be used to reward community members for high engagement.

ADD MESSAGING

Make Badges commemorative

SHOWCASE ACHIEVEMENTS

Collect and showcase your Achievements

ENGAGE YOUR COMMUNITY

Generate conversation



NUMBER IN BATCH

All NFTs are numbered and show the total number issued in that batch

AWARD NAME

Upload your own Badge Design and name it

DISPLAY ON SOCIAL

Add to your LinkedIn

Badges are great for events because you can use them to **acknowledge your most engaged attendees**.

You can also use NFT badges to **gamify your event**.

Certification

A unique feature of NFTs is that when they are minted to the blockchain, they are virtually indestructible.

NFTs can make **permanent** any **important records**, such as licenses and certificates.

Certify and Register Podcast Rights

“By the end of the year we forecast that the most successful Podcasters and Clubhouse Moderators will be using attn.live to automatically create and sell tokenized audio NFTs.”

Ian Utile, Founder of Attn.live [@IanUtile](#)



www.NFT.Kred/enterprise/podcast



REGISTER PODCAST OWNERSHIP

Your podcast is registered safely under your ownership

ACCESS REPORT

Access to licensing information, reports and listener reviews.

TRANSFER POSCAST RIGHTS

Transfer or sell it in 1 click

SECURE

Securely stores your IP

Verify Diamonds with an indelible certificates

Why certify?

Certifying a diamond or batch of diamonds with NFTs confirms the source and authenticity of the diamonds digitally. This makes the certification documents highly accessible to buyers.

Upon registering diamonds you can link the official grading reports directly to the NFTs.

Track the provenance of the diamonds with ease as the history of trades is recorded by the NFT.



REGISTER PHYSICAL ASSETS

Your asset is registered safely under your ownership

TRACK PROVENANCE

Register your asset to track provenance

Learn more about this process [here](#)

Attestation

NFT.Kred can tokenize your wedding vows.

More here: www.NFT.Kred/events/forever-token

An NFT is a safe place to store a precious document, like your wedding vows!
Your wedding guests can even add their comments.

The design of the token can be personalized with all the wedding details.

Sam Cassatt and Amanda Gutterman, two Consensys employees, were the first couple to tokenize their marriage vows with NFT.Kred

Their NFTs have helped them:

- Register and have guests attest to their marriage vows
- Randomly allocate a digital “bouquet” to one lucky guest
- Share fun, digital souvenirs of the day with their guests



Two Coinbase employees have also incorporated NFTs into their wedding.



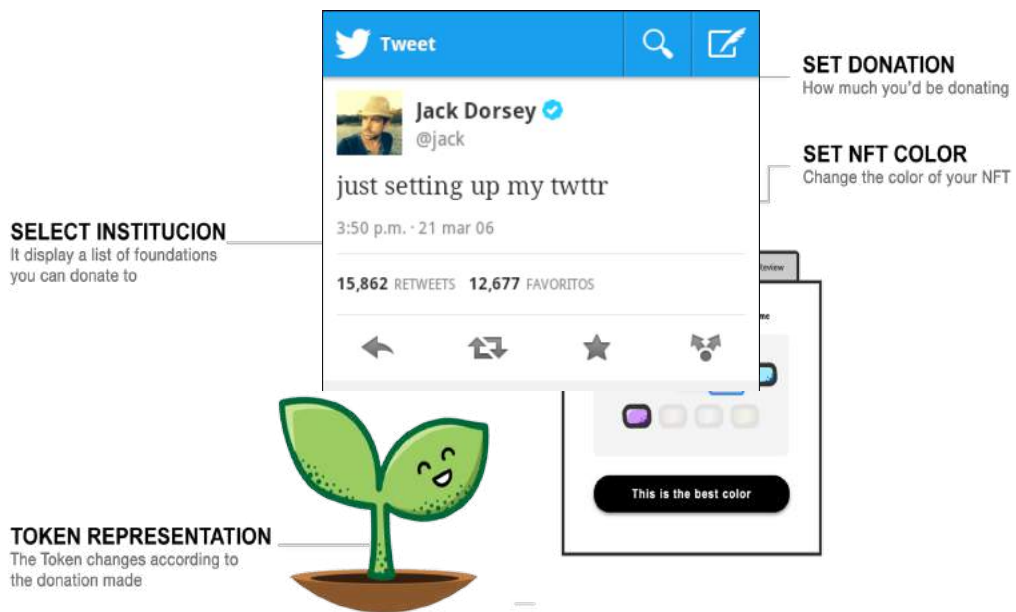
Rebecca Rose and Peter Kacherginsky say that alongside their traditional Jewish ceremony, **the couple also sent each other digital tokens as “virtual rings”**.
(Clark, 2021)



Charity and Donations

NFTs provide new ways to raise funds and engage with stakeholders.

For example, Jack Dorsey, CEO of Twitter, sold the first tweet ever as an NFT for about \$2.9 million and donated the proceeds to a charity called GiveDirectly.



Industries that may be Disrupted by NFTs



(Ella, 2017)

“Blockchain to me is going to disrupt a lot of industries...pretty much everyone.

It creates.... this transparency, and you can't go back in time and edit these things after they've been placed onto the block.”

Travis W Wright, Marketing Technologist & Blockchain Advisor [@teedubya](#)

Art



www.NFT.Kred/Streetcuts

- Online NFT Galleries lower the entry barrier for artist representation.
- Tokenized artwork can carry **Royalties** to provide artists with recurring income.
- NFTs carry provenance data that may reduce the reliance on the gallery curator.

Photography



- Photographers can sell licensing of their work directly to the customer **without having to use a provider** such as Shutterstock.
- NFTs allow photographers to determine their own rights, independent of the rights offered on a photography platform.

Music



- NFTs **take control of artists' work back from major labels** and give it to the creator.
- Artists can sell their unique work **directly to consumers**.
- Offers a new way for musicians to monetize their work outside of streaming platforms.

Events



- Most tickets are one of a kind, with your name, or seat number. **This makes Tickets non-fungible**, creating for them to be digitally authenticated on the Blockchain.
- Digital authentication creates a template for resale by the buyer, which sponsors can make royalties from.
- Touchless solutions serve to increase the impact of an event and extend it long after the physical occasion.

Sports Memorabilia



(Carroll, 2021)

- Memorabilia is evolving from physical to digital because of the **scarcity enabled by NFTs on the blockchain.**
- NFTs preserve the value of the memorabilia.
- The subject of the collectible and its owner can both procure future value.

Redemption Coupons



(Mintbase, 2020)

- Digital Coupons as an NFT that can be scanned on checkout will disrupt paper coupons.
- A digital coupon solution makes it easier to take advantage of deals as a variety of discount codes can be stored in one place.

Social Networks



- NFTs are an alternative place to publish **content**
- Potentially diverting traffic from social network platforms

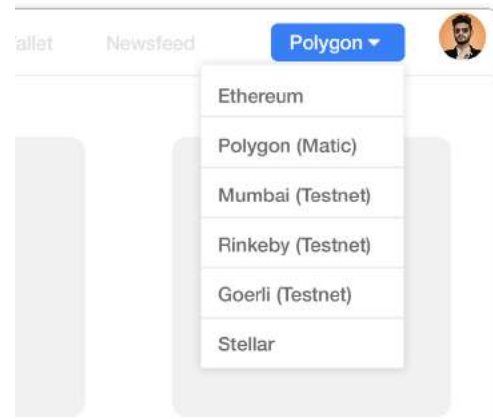
More about Industry Disruption [here](#)

Create an NFT

The following five steps illustrate the process of creating an NFT.

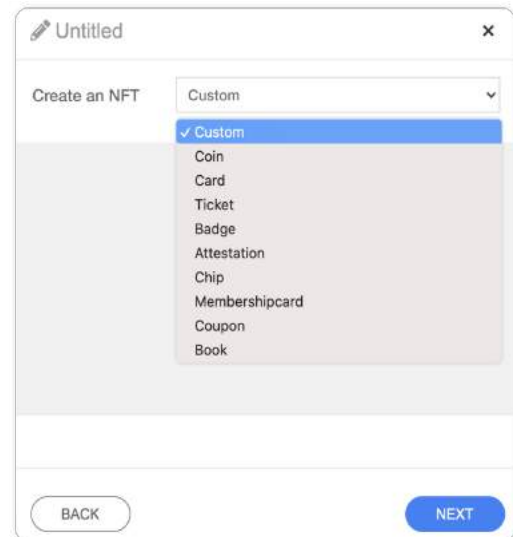
Step 1: Select a Blockchain

First, select the blockchain that you would like to use to purchase your NFT.



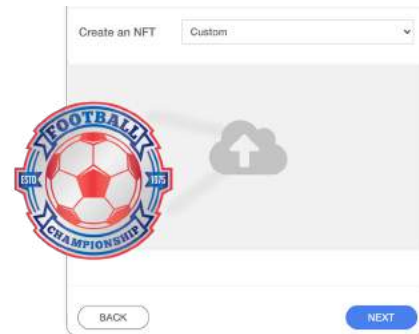
Step 2: Choose an NFT Design template

(Ref www.nft.kred/types)



Step 3: Name your NFT and upload image

Create a unique name for your NFT and upload your digital content.

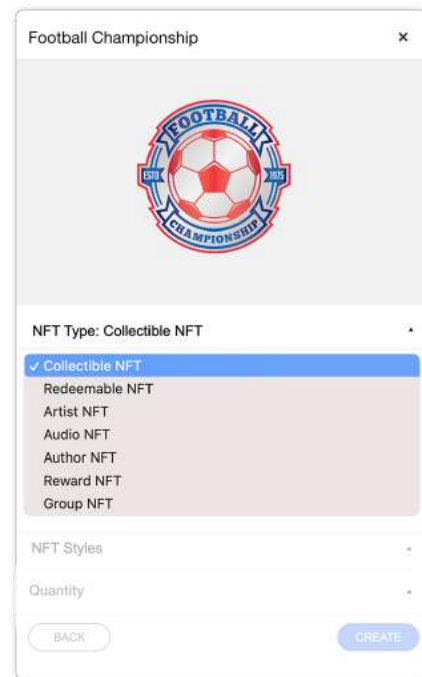


Step 4: Choose an NFT Type

Select a category in which to display your NFT such as Trading Card, Collectible, Art, Domain name, etc.

After this you can select how many copies of this NFT you would like to offer up for sale.

- Collectible NFT
- Redeemable NFT
- Artist NFT
- Audio NFT
- Author NFT
- Reward NFT
- Group NFT



Step 5: Select NFT Quantity

How many copies of the NFT you would like to create



Create your own Marketplace

This section is sponsored by NFT.Kred

Activating a white label marketplace provides you with significantly more autonomy over your NFT digital galleries than any global marketplace could. Creating a marketplace expands the scope of how you can implement NFTs which in effect increases both engagement amongst members of your community and NFT sales.



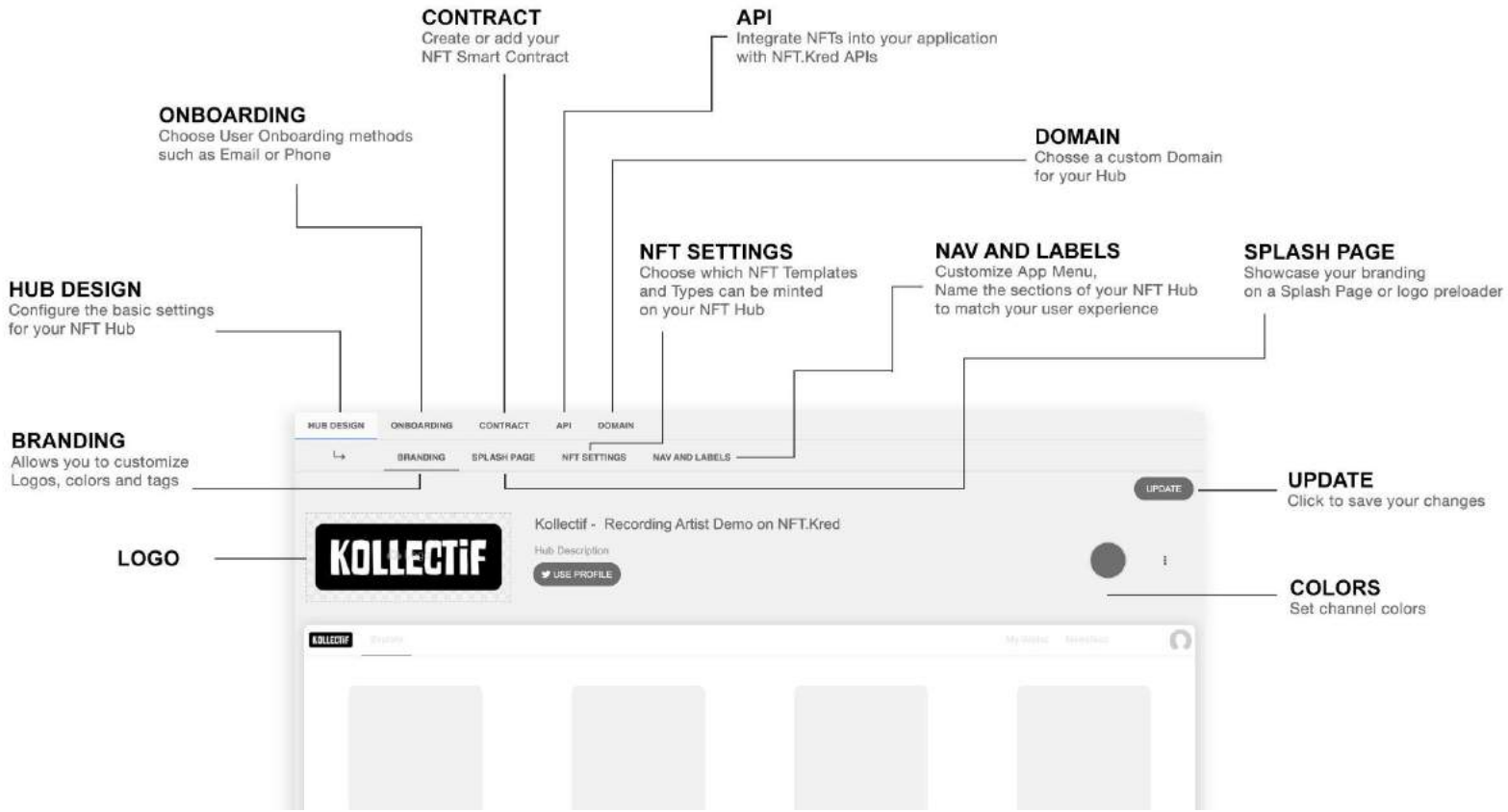
Why

1. Help your fans and community engage with your existing smart contract, away from the noise of public marketplaces.
2. Control your own Hub. Own your own user data.
3. Accept the currencies that make sense for your audience.
4. With NFT.Kred, enjoy no transaction fees to create your NFTs.

Get started at www.NFT.Kred/Hub

Four Steps

Step 1: NFT Hub Page Design



Step 2: NFT Settings

Select the features that you would like to integrate into your marketplace.

HUB DESIGN SPLASH PAGE **NFT SETTINGS** CONTRACT NAV AND LABELS

Choose which NFT Templates and Types can be minted on your NFT Hub

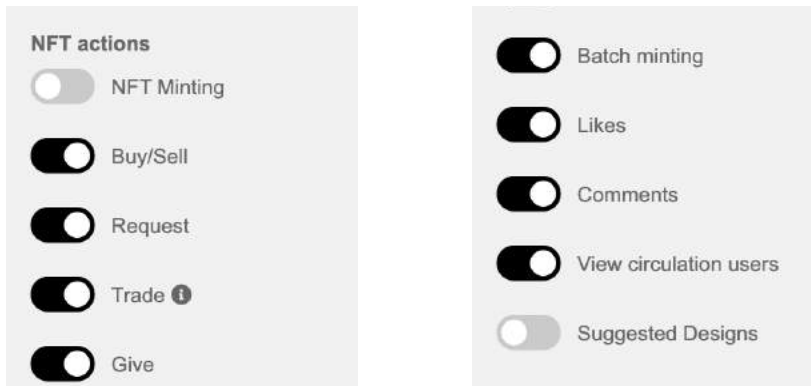
Select NFT Templates

- ↕ Custom
Upload your own Custom NFT design
- ↕ Card
Custom Card with a design on each side
- ↕ Ticket
Grant access or commemorate an event
- ↕ Book
Upload your book cover
- ↕ Coin
Custom Coin with a design on each side
- ↕ Attestation
An indelible recording on the blockchain
- ↕ Badge
A custom reward or achievement
- ↕ Chip
Custom Chip with a design on each side
- ↕ Coupon
Custom Coupon with logo
- ↕ Membership Card
Custom Membership card with logo

Select NFT Types

- Collectible
Create a Collectible with a link
- Redeemable
Add a call to action that allows the holder to redeem an offer
- Artist
An NFT that features and promotes an Artwork
- Audio
An NFT where the holder has access to a song or podcast
- Author
An NFT that features an Author or Book
- Reward
An NFT to reward an achievement

NFT Actions



This configuration setting in the Hub allows you to govern interaction between NFT and consumer. These actions give creator's precise control over how they would like their content and data to be viewed, traded, and purchased.

Step 3: Set Marketplace Labels

Step 3 gives you autonomy over the interface of their marketplace. Rather than listing digital assets under standard names, you can trademark your brand with individualized labels.

HUB DESIGN	SPLASH PAGE	NFT SETTINGS	CONTRACT	NAV AND LABELS
Name the sections of your NFT Hub to match your user experience				
Replace 'NFT'	<input type="text" value="eg. Tokens"/>			
Rename 'Explore'	<input type="text" value="eg. Browse"/>			
Rename 'My Wallet'	<input type="text" value="My Kollection"/>			
Rename 'New NFT'	<input type="text" value="eg. Create Token"/>			
Rename 'Kred' Wallet	<input type="text" value="Symposium Records"/>			
<input type="checkbox"/> Show/Hide Conversation Labels eg. Post a Comment, Ask a Question				
<input type="checkbox"/> Rebrand NFT.Kred Copyright <input type="text" value="kollektif.kred"/>				
		Nav menu display		
		<input checked="" type="checkbox"/> Newsfeed		
		<input checked="" type="checkbox"/> Whitelabel Hub		
		<input type="checkbox"/> Bundles		
		<input type="checkbox"/> Profile Link		
		<input checked="" type="checkbox"/> Notifications		
		<input checked="" type="checkbox"/> Inbox		
		<input checked="" type="checkbox"/> FAQs		
		<input type="checkbox"/> Pricing Plan		
		<input type="checkbox"/> Kred Score		
		<input checked="" type="checkbox"/> Admin Panel		

Whitelabel Marketplace Examples

Podcasts



Attn.Live Use Case

Objective

Attn.Live is a live streaming podcast platform that allows you to tokenize audio content.

The podcast platform aims to help you get the most value out of their content and be recognized for their work all while operating under high levels of security.

The platform works towards the following by:

1. Seamlessly monitoring the ownership of intellectual content. Each piece of newly-produced content is **automatically embedded with an NFT when streamed**.
2. **Offers you a live broadcast option** which is proven to generate greater engagement (live broadcasts are consumed 8.1 times as much as pre-recorded broadcasts).
3. Provides sources a seal of accuracy for researchers and consumers.

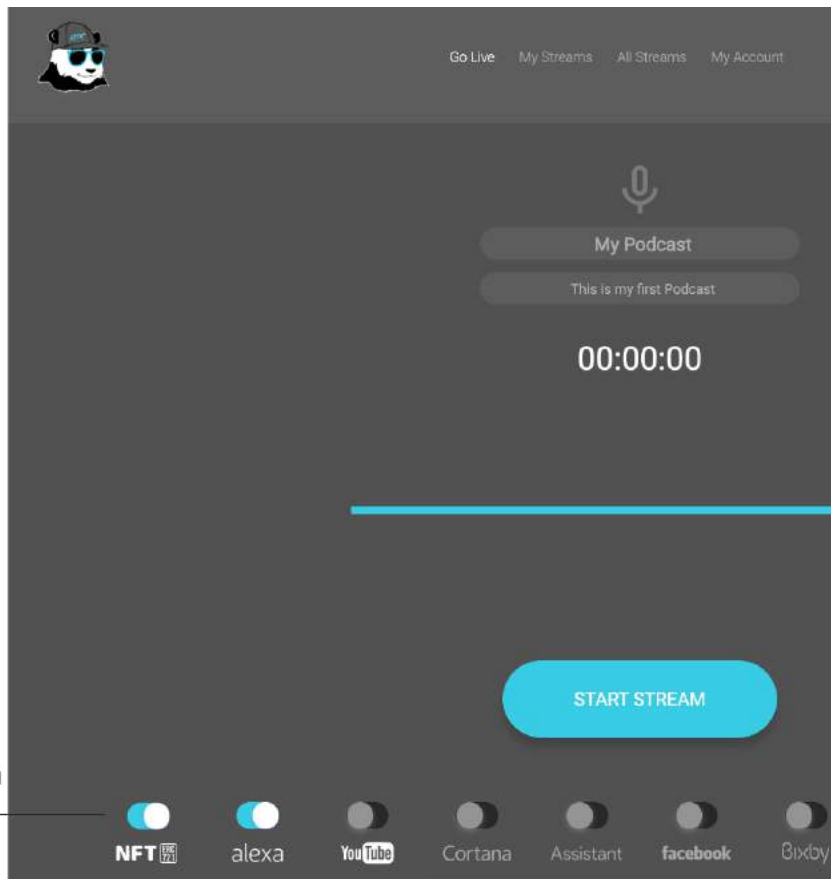
Stage 1 - Register Podcast Ownership

Stage 2 - Tokenize Podcast Audience Data

Stage 3 - Tokenize ownership of Podcast Cashflow

Implementation

Attn:Live Podcasts are tokenized and saved as NFTs.



SAVE AS NFT
Podcast is tokenized and saved as NFT

The screenshot shows the 'NFT Tokens' section of a user profile. On the left is a navigation menu with options: Profile, Email, Password, Social Media, NFT Tokens, and Voice Interface. The main content area is titled 'NFT Tokens' and displays 'Signed Streams with Available Attention Tokens: 10' and 'Available NFT ERC-721 Tokens: 10'. There is a checkbox for 'Automatically Sign My Live Streams' and a blue 'Save' button. Below this is the 'Create your NFT' section, which has a text input field containing 'Untitled' and a note: 'Upload an image, search, or add your avatar.' Below the input is a large circular area with a cloud and upload icon, labeled 'Recommended 500px x 500px', and a small blue puzzle piece icon with the number '1'. At the bottom are 'BACK' and 'NEXT' buttons. Three annotations with lines pointing to the interface are on the right: 'NUMBER OF NFT' points to the '10' tokens, 'ADD NAME' points to the 'Untitled' input field, and 'ADD IMAGE' points to the circular image area.

NUMBER OF NFT
Summary of Podcasts saved as NFTs

ADD NAME
Set up NFT Name and Assets

ADD IMAGE
Add an image to represent your NFT Podcast

Use these settings to label and design your podcast NFT in a unique way.

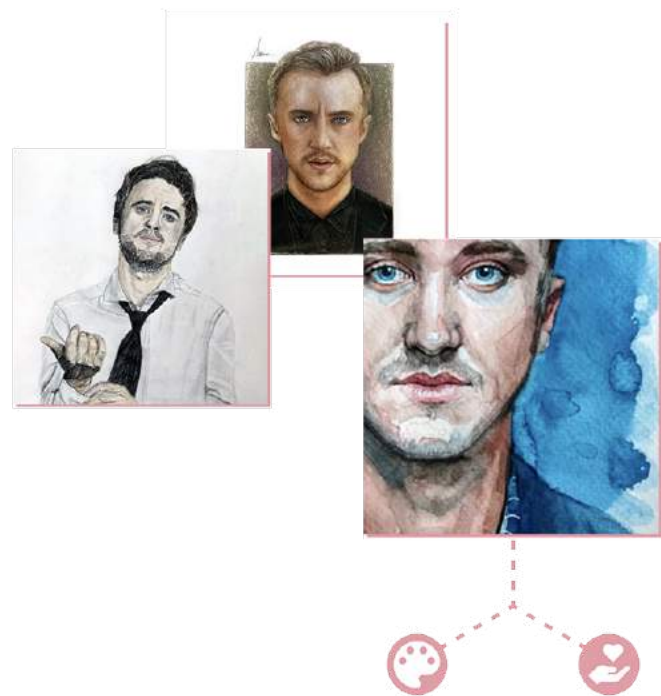
Stats

- Attn.live has been minting NFTs from live streams for **over a year**
- Attn.live has created over 1,000 NFTs

“By the end of the year we forecast that the most successful Podcasters and Clubhouse Moderators will be using attn.live to automatically create and sell tokenized audio NFTs.”

Ian Utile, Founder & CEO of Attn.live [@IanUtile](#)

Fan Clubs



Link to Felton [Fan Art](#)

Objective

In an effort to give back to his fan community and connect with them more, Tom Felton is creating an NFT Platform with the chief purpose of displaying art from his fans. He saw the NFT space as an opportunity to use his 10 million+ social media following to support his fans and philanthropic causes.

Implementation

Tom is minting a limited series of 1,000 NFTs that will be given out to fans for free, first come first serve. This gives his fans a unique entrance opportunity into his NFT community and also the opportunity to monetize these NFTs.

He will also be selecting one work of fan art every week to sell, and will split the proceeds of the sale between a charity of his fans' choice and the creator of the work of fan art.

Felton Fan Art is a prime example of a person with a large social network using an NFT Platform to increase engagement among their fan base and give back to the community.

Sport Events

Objective:

Auston Matthews is an American professional ice hockey center and alternate captain for the Toronto Maple Leafs of the National Hockey League.

Auston grew up with the nickname 'Papi' used by his family and friends.

A series of NFTs was created - "Auston Matthews x 34 Collection" - and it included 107 limited editions. The collection was on auction for three days and raised nearly \$200,000.

The "Papi" NFT shown below was among that collection. It was limited to 1 unique edition that is digitally signed by him and won't ever be minted again.

The objective was to raise funds for "SickKids", a pediatric hospital in Toronto, Canada.

ADD PLAYER NAME
Display the name of Player

ADD PLAYER NUMER
Display the number of Player



SOCIAL ACTION
Number of Likes received on this NFT

ADD NFT BACKGROUND
Customize background

Auston Matthews x Papi

Auston Matthews' Token

Implementation

Matthews collaborated with Wasserman, the marketing company of which Moldaver is the senior vice-president of its hockey department, to design the digital artwork

Approximately \$200,000 was raised from the 107 NFTs created.

Consensus Event

Objective

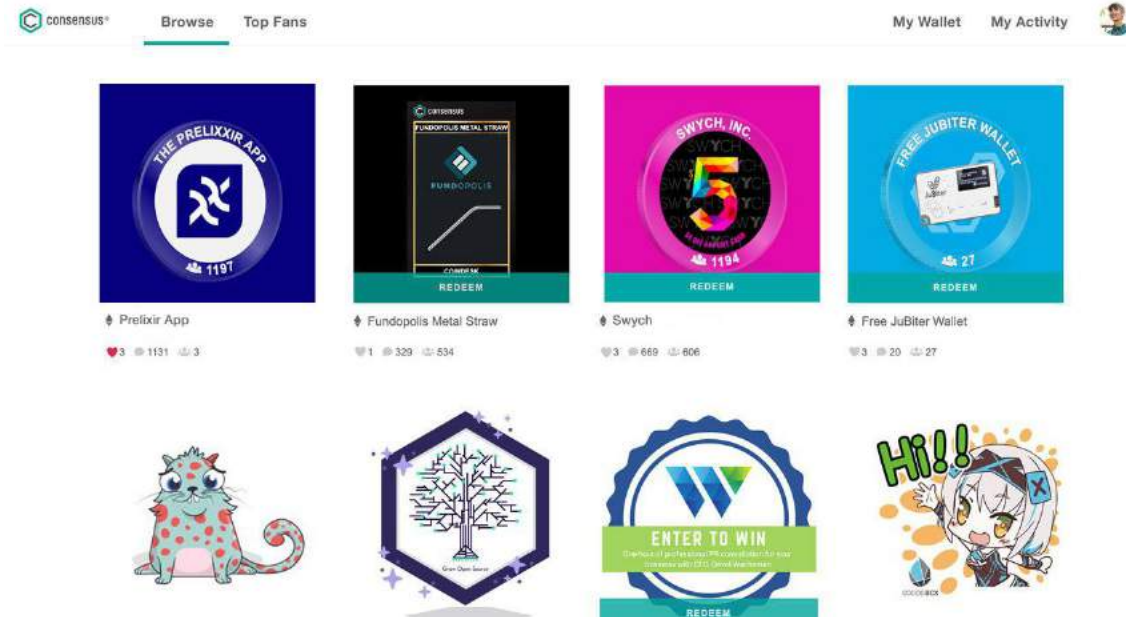
Increase Attendee Engagement - with other attendees, with sponsors, with Speakers the Consensus Marketplace for their 2020 Event

5000 attendees

300,000 tokens

Custom configuration

Events - www.consensuswag.com



Implementation

On May 2019, CoinDesk partnered with NFT.Kred to produce the virtual NFT Swag Bags for their Blockchain event, Consensus.

Each attendee received a virtual Swag Bag of NFTs that redeem for T-Shirts, time with a Speaker, Hats, Collectible stickers, CryptoKitties, Ledger Nano hardware wallets and even a chance to win real gold. They could also trade or even sell their Swag on OpenSea.

Stats

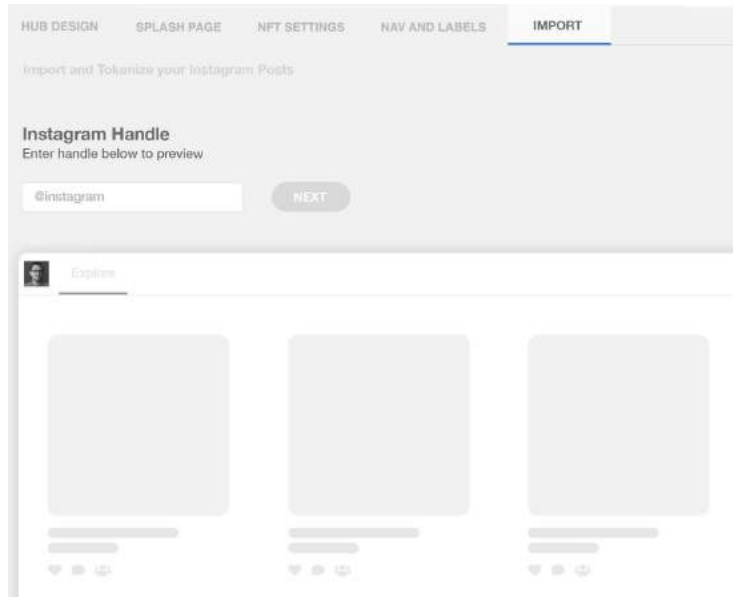
- Over 50 Sponsors contributed to the NFT Swag Bag.
- Over 300,000 tokens were created and distributed to attendees.
- NFTs in the Swag Bag had redemption rates of up to 100%

Quick Start to create your own NFT Marketplace

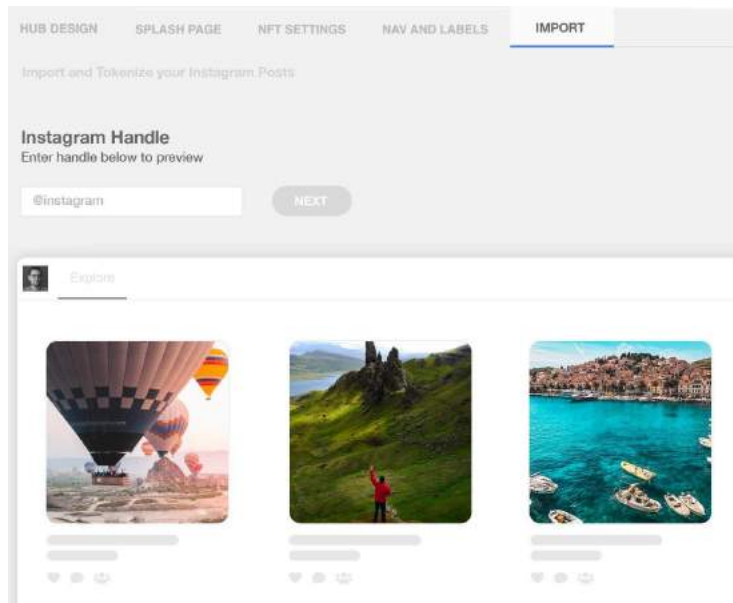
Import posts from your Instagram account

Create an Instant NFT Hub from your Instagram Posts and register ownership of your posts.

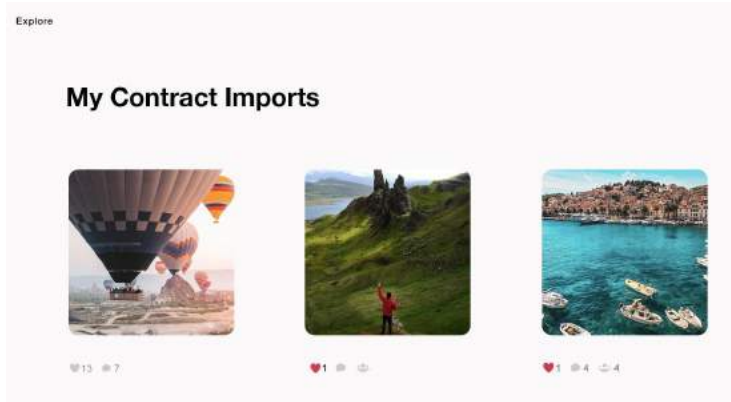
Click “Import” in your Whitelabel settings



Enter your Instagram Handle and preview



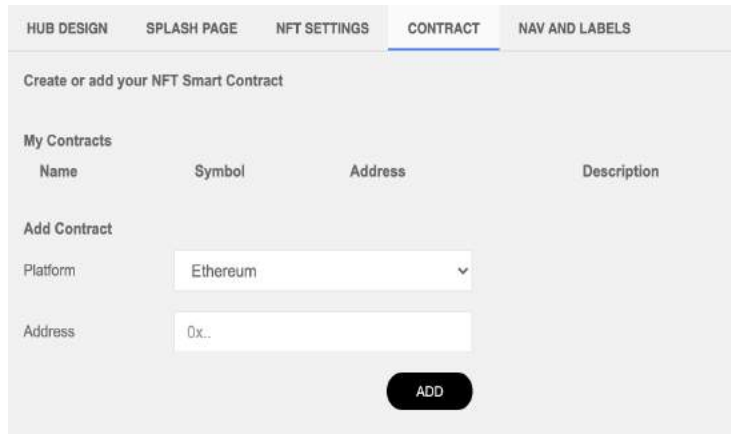
View your most engaged posts in a Marketplace view



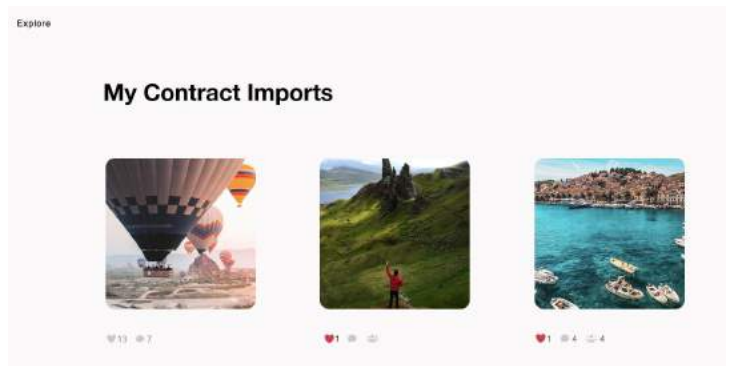
Learn more about this here: www.NFT.Kred/Insta

Import from an existing Smart Contract

Visit the “Contract” tab under your Whitelabel settings.



Once you import your smart contract, you can preview your NFTs.



Making money from NFTs

The NFT market has received broad interest from an expansive and eclectic group of people. In 2021 there have been an overwhelming number of headlines declaring large cash prizes for NFT creators.

In addition to celebrities and public figures, there have been great successes by everyday people and unprecedented industries.

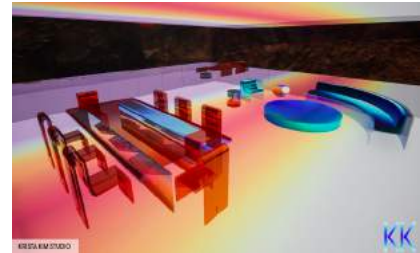
Krista Kim's "Mars House"

[@krista.kim](https://twitter.com/krista.kim)

\$500,000

Krista Kim, a virtual designer, sold the world's first NFT digital home. The home features floor to ceiling 360 glass walls and is located on Mars. To make the home she used software that is commonly used to create video games.

(Parkes, 2021)



(Corbett, 2021)

Steve Aoki "Hairy"

[@steveaoki](https://twitter.com/steveaoki)

\$889,000

World-renowned DJ Steve Aoki produced a mixed media clip of his music paired with a dancing blue and purple figure.

(Williams, 2021)

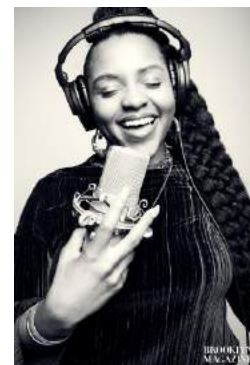


(Hoogendoorn, 2021)

Latasha Alcindor, single, \$3,000

Latasha, an independent R&B and hip-hop artist, sold a single for \$3,000. She acknowledges that this sum is far less than what some other musicians have made. For Latasha, this income has made a significant difference for her career.

(Schwartz, 2021)



(Israel, 2018)

Quartz News
Article @qz
\$1,800

Quartz, a global business news and insights publication, sold the first ever NFT news article to an anonymous buyer who goes by zonted on the OpenSea marketplace.
(Subramanian & Yanofsky, 2021)



(Subramanian & Yanofsky, 2021)

NFT Energy Consumption



(Alexander, 2021)

NFT platforms are powered by different blockchains. The most popular blockchain used for NFT platforms is Ethereum, which is known as a “Proof of Work” consensus blockchain. “Proof of Work” consensus blockchains use significant amounts of energy during transactions, resulting in both increased network fees (or “gas”) to reward the nodes on the network, and an increased carbon footprint.

In response to the high fees and environmental impact of such blockchains, new “Proof of Stake” consensus blockchains have been developed. These newer systems typically consume less energy and provide you with lower gas fees.

As an example, NFT.Kred uses a Proof of Stake blockchain called Polygon for its whitelabel NFT marketplaces, facilitating fast, affordable transactions that create a simple user experience for mainstream audiences.

Polygon provides an eco-friendly solution out of the box. Its compatibility with Ethereum allows NFT.Kred's more advanced or “crypto native” users to transact on the Ethereum network.

NFT Dictionary

Batch Transfer: a transfer of multiple token types from one transaction on the seller's side, to multiple recipients.

Block: a digital piece of information.

Blockchain: a system in which a record of transactions made in Bitcoin, Ethereum or another cryptocurrency are maintained across several computers that are linked in a peer-to-peer network.

CryptoKitties: a blockchain game on Ethereum developed by Dapper Labs that allows players to purchase, collect, breed, and sell virtual cats; It is one of the earliest instances of the gamification of NFTs.

DApps: Decentralized Applications.

Decentralized: an activity or organization that is controlled by several different authorities rather than one.

Digital Wallet: a software program that stores private and public keys and interacts with various blockchain to enable you to send and receive digital tokens and or digital currency and monitor their balance.

Domain Name System (DNS): what has traditionally been used to link domain names to websites.

Ethereum: a decentralized, open-source blockchain with smart contract functionality.

Ethereum Name Service (ENS): a decentralized naming system that links domain names to digital wallets.

Fungible: able to replace or be replaced by another item.

Gas Cost: the fee required to conduct a transaction or execute a contract on the Ethereum blockchain.

Key Match: both private and public keys are used to match the NFTs address to the receivers upon transactions.

Metadata: the information about a digital asset associated with an NFT. Usually this data includes the title of the NFT and a link to where the digital asset is stored.

Metaverse: a virtual-reality space in which users can interact with a computer-generated environment and other users.

Minting: the computer process of validating information, creating a new block and recording that information into the blockchain.

NFT Marketplace: website where NFTs are created, listed, sold, and traded.

Non-Fungible: a unit of data stored on a digital ledger, called a blockchain, that certifies a digital asset to be unique and therefore not interchangeable.

On-Chain Storage: digital assets stored on the blockchain.

Off-Chain Storage: digital assets connected to a blockchain that are stored in secure cloud storage.

Polygon: an Ethereum compatible blockchain that facilitates affordable and eco-friendly transactions.

Proof of Work blockchain: a blockchain that uses significant amounts of energy during transactions, resulting in both increased network fees (or "gas") to reward the nodes on the network, and an increased carbon footprint.

Proof of Stake blockchain: newer blockchains that typically consume less energy and provide you with lower gas fees.

Smart Contract: self-executing contracts with the terms of the contract between buyer and seller directly written into lines of code.

Token: an individual Non-Fungible Token, each of which are different.

Token ID: the unique **identifying number** of the NFT. Smart contract codes assign numbers to each NFT created by that code.

Token Contract: a smart contract that contains addresses and their balances. The balance represents a value that is defined by the creator and is tracked on the blockchain for transparency and security.

White label marketplace: a marketplace available through a provider like NFT.Kred that allows you to design your own branded NFT community and engage with the NFT community you create on your own terms.

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Further Reading

Light Reading

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13. [Ja Rule's Fyre Festival Painting Sells for \\$122,000 as NFT](#), March 25 2021 by Jose Martinez @ZayMarty
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19. Rick and Morty Creator Sells NFT Art Collection for Over \$1 Million in Ether, January 21 2021 by Jamie Redman @jamieCrypto
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The Tech

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For Digital Agencies

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What's Next

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7. The NFT Craze Is Helping Nigerian Artists Go Global, April 13 2021 by Sandali Handagama @iamsandali
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10. A piece of NFT art just auctioned for a record-breaking \$69 million. NFT artists making millions say the craze could permanently change the art world, March 12 2021 by Brittany Chang @brittanymchang
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NFT.NYC Speakers

February 2019

- Aakil Fernandes - GuildCrypt
- Alex Atallah - OpenSea
- Alex Machinsky - Celsius Network
- Andrew Beal - EY
- Andrew Horn - PeopleBrowsr
- Angela Dalton - Signum Global Advisors
- Angela Ung - PeopleBrowsr
- Anne Bracegirdle - Art Expert
- Arnold Waldstein - Investor
- Arthur Madrid - Pixowl
- Beatriz Helena Ramos - Dada.NYC
- Bradley Kam - Unstoppable Domains
- Brady Dale - CoinDesk
- Brian Flynn - NFTY.News
- Brian Klein - Baker Marquart
- Cameron Bale - PeopleBrowsr
- Cassidy Robertson - Axiom Zen
- Chas Martin - Artist
- Jeffrey Caldwell - StreetCuts
- Jeremy Gardner - Ausum
- Jodee Rich - PeopleBrowsr
- John Egan - Vault
- John Kosner - Sports Media Veteran
- Jonny Howle - Consensys
- Jordan Messina - KittyHats
- Judith Rinearson - K&L Gates
- Karin Mikluha - Auctionity
- Kevin Beauregard - AUX
- Konstantin Brazhnik - Juris Project
- Larry Sukernik - Digital Currency Group
- Linda Lu - 645 Ventures
- Lou Kerner - CryptoOracle
- Lynn O'Connell - Kitty.Kred
- Marguerite deCourcelle - Neon District
- Matt Hall - CryptoPunks

- Chase Freo - Alto.io
- Chris Goes - Wyvern
- Christopher Robison - Hoard Exchange
- Clay Robbins - 0x
- Cyrus Lohrasbpour - Angel Investor
- Dan Chao - Crypto Assault
- Dan Viau - KittyHats
- Dani Grant - Union Square Ventures
- Daniel Albanese - StreetCuts
- David Noble - GunClear.io
- David Pakman - Venrock
- Devin Finzer - OpenSea
- Diana Furman - Lumi Wallet
- Dmitry Chirun - Crypto Game Conference
- Donnie Dinch - Bitski
- Duncan Cock Foster - Nifty Gateway
- Eve Sussman - Artist
- Fanny Lakoubay - Snark.Art
- Felix Shipkevich - Shipkevich Attorneys at Law
- Michael Anderson - Hashletes
- Michael Casey - CoinDesk
- Nicola Julia - Sorare
- Nithin Eapen - Chance River
- Olive Allen - Decadent.io
- Oliver Carding - CryptoKaiju
- Or Perelman - ChromaWay
- Preston Attebery - Blockcities
- Ray King - .Design
- Regan Bozman - Coinlist
- Rene Schmidt - Chainbreakers
- Ron Sheridan - Art.Kred
- Seth Feibus - Nifty.Supply
- Steve Masur - Masur Griffiths + LLP
- Sune Thorsen - Ember Sword
- Tara Townsend - Rare Bits
- Thomas Emmanuel - BlocSide Sports
- Topper Bowers - Quorum Control
- Travis Scher - Digital Currency Group
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- Urban Osvald - 0xcert

- Gauthier Zuppinger - NonFungible.com
- Ian Lapham - John Hancock
- Ian Utile - The Future of Blockchain
- Ian Wishingrad - BigEyedWish
- James Waugh - Bidio
- Jamiel Sheikh - ChainHaus
- Jeff Hayzlett - The Hero Club
- Vlad Kartashov - War Riders
- William Entriken - ERC-721
- William Mougayar - JM3 Capital
- Zhen Cao - JM3 Capital

NFT.NYC February 2020 Speakers

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- Adrienne O'Keeffe - NBA
- Alex Atallah - OpenSea
- Alex Mashinsky - Celsius
- Alex Masmelj - Rocket
- Alfred Khan - Ve-Ve By Ecomi
- Ally Cheung - Hong Kong University Of Science And Technology
- Andreas Petersson - Capacity
- Andrew Horn - PeopleBrowsr
- Arnold Waldstein - Consultant And Advisor
- Austin Griffith - Concurrence
- Avihu Levy - Starkware
- Ayesha Kiani - LedgerPrime
- Beatriz Ramos - DADA.NYC
- Billy Rennekamp - Tendermint
- Biser Dimitrov - Tata Consultancy Services
- Bobby Singh - Luxury Ledger
- Brad Kam - Unstoppable Domains
- Bradley Feinstein - ConsenSys
- Brantly Millegan - Ethereum Name Service
- Junji Katto - Itaú Unibanco
- Karthik Iyer - P2P-Foundation
- Lou Kerner - CryptoOracle
- Luke Stokes - FIO
- Marguerite deCourcelle - Blockade Games
- Michael Arnold - My Crypto Heroes
- Michael Casey - Coindesk
- Michael Sena - 3box
- Michael Terpin - Transform Group
- Misha Libman - Snark.Art
- Nate Geier - Mintbase
- Nichanan Kesonpat - Last Of Ours
- Nithin Eapen - Chance River
- Nolan Bauerle - Author
- Olive Allen - Decadent
- Or Perelman - Chromaway
- Paul Dimarzio - EEA
- Peg Samuel - Consultant And Advisor
- Pei Chen - ConsenSys
- Peter Kieltyka - Horizon Games

- Brenda Lee - Microsoft
- Brian Christensen - Blockcities
- Brian Flynn - Dapper Labs
- Brian Klein - Baker Marquart
- Cameron Bale - NFT.Kred
- Casmir Patterson - Sneakcred
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- Craig Russo - Sludgefeed
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- Preston Attebery - Blockcities
- Rahul Sood - Unikrn
- Reed Korach - Showcase
- Rene Schmidt - Chainbreakers
- Richard Dulude - Underscore VC
- Ryan Berkun - Fabrx
- Ryoma Ito - Makersplace
- Samuel Holt - Developer
- Sang Chung - PlayDapp
- Scott Gralnick - Portis
- Sean O'Connor - Saffron
- Sebastien Borget - The Sandbox
- Shayna Stewart - NBA Digital
- Sid Kalla - Roll
- Siddhartha Jain - Matic Network
- Skirmantas Januskas - DappRadar
- Sophie Gage - NFLPA
- Stephen Wink - Latham & Watkins
- Steve Lee - Blocktower
- Steve McGarry - Growyourbase
- Steven Heller - The Brand Liaison
- Thabang Mashiloane - Chankura
- Tony Pearce - Reality Gaming Group
- Topper Bowers - Quorum Control
- Travis Wright - Badcrypto

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- Alex Salnikov — Rarible
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- Andrea Bonaceto — Eterna Capital
- Andreas Petersson — Capacity
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- Andrew Bull — Bull Blockchain Law
- Andrew Cm — Cent
- Angela Dalton — Signum Growth Capital
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- Ayesha Kiani — LedgerPrime
- Ben Heidorn — Blockade Games
- Ben Lakoff — Charged Particles
- Bradley Kam — Unstoppable Domains
- Marjan Moghaddam — Digital
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- Mark Shekleton —
SmartSeal.io
- Matthew Stephenson —
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- Maxime Bucaille — Atari
- Metakovan — Metapurse
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- Micol Apruzzese —
VerticalCrypto Art.
- Miguel Angel Romero Jr —
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- Muneeb Ali — Hiro PBC
- Nature — Fluctuo
- Nilesh Patel — Facebook
- Nithin Eapen — Crypto
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- Olive Allen — Artist
- Paul Gadi — Altitude Games

- Brantly Millegan — Ethereum Name Service
- Brian Christensen — Blockcities
- Bruce Woodruff — “BruceTheGoose”
- Bryan Myint — Republic
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- Richard Chen — 1confirmation
- Richard Ma — Optimistic
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- Sam Brukhman — Verdigris Ensemble
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- James Stroud — Stealth
- Jamie Burke — Outlier Ventures
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- Shea Newkirk — NFT Gamer
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- Celsius Network
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- Perkins Coie
- CryptoKitties
- CryptoOracle
- The Non-Fungible Alliance
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- War Riders
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2020

- Enterprise Ethereum Alliance
- Stanford University
- 0x
- Envision
- Splinterlands
- Unstoppable Domains
- DappRadar
- Tendermint
- Matic
- PlayDapp
- DappReview
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