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NFTs ARE CREATING HISTORY, BUT ARE THEY CREATING VALUE?

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NFTs, GOLD FOR THE NERDS

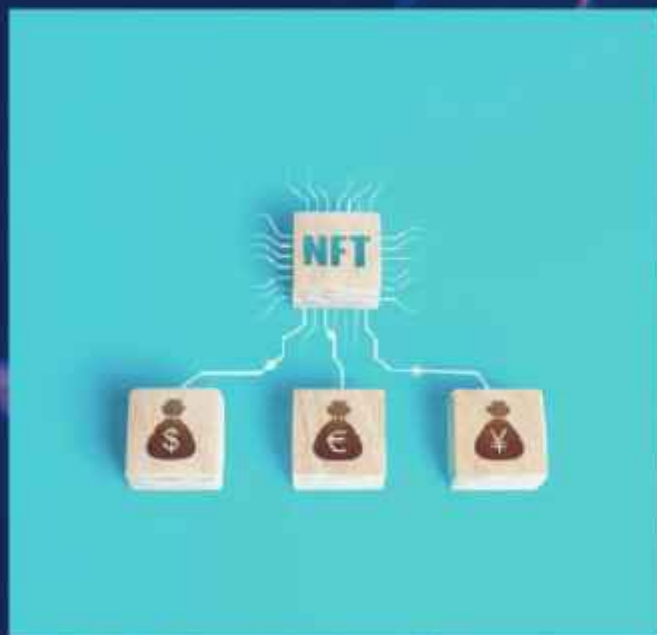
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BEST SELLING NFTs

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NFTs, The Global Art Village of Tomorrow

NFTs as a Marketing Strategy

From paint works to virtual land in a virtual world, NFTs have gained a lot of attention worldwide which is the crux of marketing. Marketing means "Change", also the right word to describe the present world with fresh ideas, trends, and transformations. The world's loving the blade-running change. Of all this, the optimism for NFTs is taking a very positive leap and is expected to revolutionise the tech and art ecosystem.

In the last few years, social media marketing has been playing a massive role in establishing identity and building a brand. NFTs are here with the same purpose, to create a unique community by injecting the vision, innovation, and identity into them. These assets will enhance loyalty and create an unbreakable connection for their outcomes. In addition, the brand presence and the reach will be impeccable.

Taco bell and Marriott have successfully tried and tested using NFTs. Taco Bell recorded its image-driven themed NFTs for clients to buy, Marriott made three NFTs that passed travel stories and encounters on to advance the Marriott Bonvoy travel program. The three resources were disclosed at an

occasion with three lucky participants winning every one of them alongside the Bonvoy rewards.

In the coming days, brands will ramp up the use of NFTs as a medium to reach and gain mutual alliance. Following creative campaigns and tactics will pinch the curiosity of the communities and increase the value of NFTs. In fact, with blockchain technology, ownership being the sole number of sorts, NFTs ought to protect brand authenticity.

Marketing has no guidelines. New ideas keep unrolling and opportunities continue to stream. All in all, are NFTs long-lasting marketing devices? We can never tell, however, the developmental prospect is a certainty.

- Surya Vamshi



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Surging NFTs



Circumscribing its trail!

The young NFT market is barely four years old pertaining to its transforming boom in the year 2021. While the NFT universe concludes primarily on assets related to art, its domain is not only confined to this but expands further onto the areas of gaming, trading of virtual objects, digital content, music, and numerous more elements, expanding its realm significantly. An NFT is a blockchain-based data unit that confirms a digital asset's uniqueness and hence non-interchangeability, as well as providing a unique digital certificate of ownership for the NFT.

The NFT-driven digital art market continues to expand exponentially, and there is no question that its creators and collectors will find a plethora of new methods to use blockchain technology and mutually beneficial smart contracts in the future. It's no surprise that some artists and creators see this and link it to an increase in demand for their physical art as a result of their digital art endeavors. The growth of the digital art sector and the introduction of NFTs are only two instances of a broad and rapidly expanding digital asset class. The market domain of NFTs can be mapped out to its unique elemental offerings such as Digital Collectables, which act as a prime pillar of the NFT ecosystem, including items and

art, residing rarity and value further impacting their worth and demand in the market. Digital marketplaces serve as an important and integral part of the NFT universe driven by sellers implementing the emergence of digital crypto art and the investors/collectors who purchase this digital form of art and items. Both the creators and investors share this platform as common grounds to create and sell digital content.

The dawn of NFTs and the rapid expansion of the digital art industry are only two meager examples of a vast and fast-growing digital asset market. NFT's swift rise in demand and popularity followed by the expansion of its market platforms and digital content has mapped out its route to growing popularity and stipulation.

- Krisharth Deepak Misra



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Image Reference 1: Illustration by Alex Castro / The Merge

Image Reference 2: Nyan Cat

NFTs are Creating History, but are they Creating Value?

NFTs: Digital asset or a digital gamble?

2021 was the year NFTs went mainstream and basically exploded in value. The cumulative valuation of the NFT space reached 41 bn \$ and around 25 Bn\$ in sales in 2021 and there are many other forecasts that are expected to surpass 80Bn \$ by 2025 for reference. The entire art/collectibles industry with the van gogh's, picasso's, rembrandt and raphael's only amounted to sales of around 65 bn \$ in 2021. So, NFTs are clearly taking over and the question is what is driving the prices and what is the fundamental value they are creating as this is all just speculation.

What is driving the price?

A fair bit of the NFT returns are just speculation, but NFT's have managed to disrupt one industry, which is art. The Art industry's biggest artists like Banksy have already launched their successful NFT projects. Traditional art auction houses have also started Auctioning in NFT's, showing early adoption and great promise for NFT's.

The values added by NFT's to the art industry:

- Authenticating the uniqueness of an artwork, thereby making it scarce and valuable
- NFT's also bring indisputable records of ownership to the table
- Open tracking of ownership

Over the years, fine art has evolved into an alternate investment asset class. When collectors feel an artwork is undervalued they start collecting it, then sell it to big investors, even banks choose to diversify their investment portfolio with fine art as it helps them borrow against the art. In the present day, many artists choose to sell their product along with an NFT, this helps them in the art's Authentication and Digital indisputable ownership. The NFT technology adds an

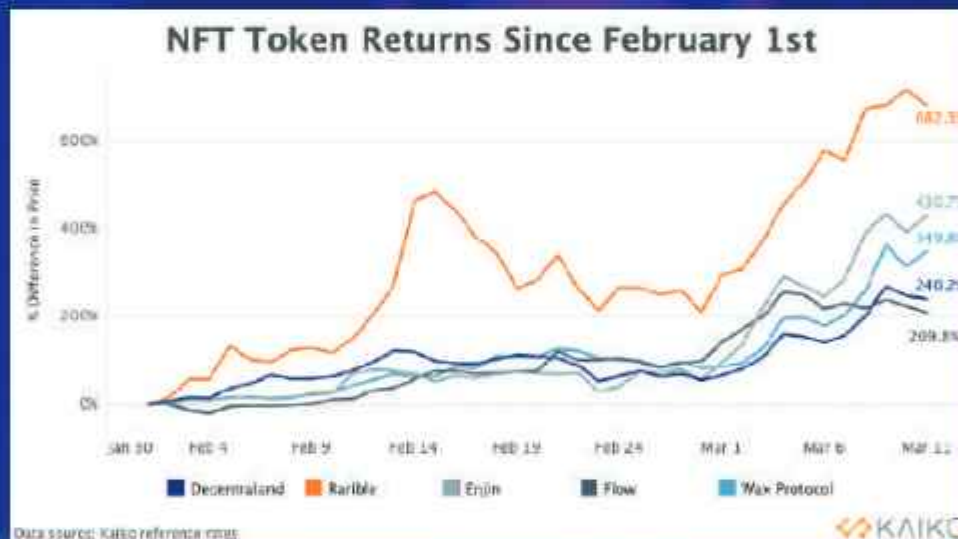


air of transparency and safety which helps the artist and owners avoid fake art, black & grey markets that the fine art market is riddled with.

The Disruption in art industry has opened up many new opportunities in fashion and entertainment like:

- NFT's provide a new unique way for brands to interact with their customers to increase brand affinity and awareness
- Brands can issue tokens and NFT's to raise funds which can support their charitable causes
- NFT's can be used to generate Hype around new product launches

There could be numerous ways NFT's can add value to industries other than art, fashion and entertainment, especially with the integration of smart contracts, but those cases aren't obvious yet.



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NFTs and their Importance

The new way to own digital assets



NFTs or Non-Fungible Token have been around since 2014, but they're growing in popularity as a trendy means to buy and trade digital art. NFTs can be art, music, or films, but many have been digitized and have already existed in some form elsewhere, such as comic video clips from NBA games or securitized copies of digital art that have been circulated on Instagram. Famous digital artist, Mike Winklemann, created "EVERYDAYS: The First 5000 Days," possibly the most famous NFT of the moment, which sold at Christie's for a record-breaking \$69.3 million.

NFTs are valuable to buyers since they allow them to own the original item. Collectors brag about these rights and care more about these rights than the item itself because it has built-in authentication that acts as proof of ownership. Forging and editing electronic documents is impossible with NFTs. It will become impossible to download an image or digital item and modify them. With NFTs, you can be sure of your authenticity and ownership.

NFTs are a terrific investment, but they are also quite dangerous. They are relatively new and may be suitable for small-scale investments but because the prices are volatile, it could be risky. This is due to the fact that the price of NFTs is purely determined by what others are prepared to pay. As a result, determining whether or not the investment will be profitable is difficult. NFTs may resell for less than the buying price, or they may not be sold at all if no one is interested. NFTs are gaining in popularity and could be a good method to invest your money if you are willing to take the risk.

- Alekhya Madoori

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NFTs, Gold for the Nerds

How NFTs work and why they are worth millions.

Artistry is tough, art is valuable because they are one of a kind. But with digitalisation at its peak, duplication and infringement of these valuable assets is a common and easy practice. NFTs come to the rescue, where artwork can be “tokenised” on blockchain to have a unique digital certificate of ownership. The records cannot be forged because the ledger is transparent and is maintained by thousands of blocks (Computers) around the world.

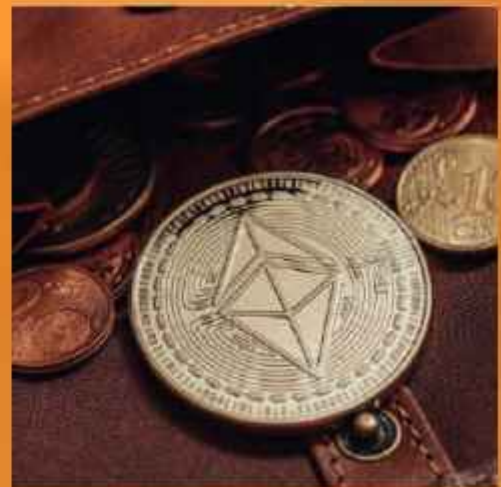
Just like every other product, The value of NFTs is also dependent on supply and demand. Rarity, Reputation, and vintage are the other three factors that make NFTs as worthy as they are. On February 19, a gif of the Nyan cat was sold for more than \$500000 (365,000 euros). Weeks later, the musician grimes sold some of her digital art for more than \$6m. Christie's sale of an NFT by beetle has set new records by going at a whopping sum of \$69m. Also, a french firm sorare, sold football trading cards as NFTs which raised \$680m.

The author of Twitter sold one for just shy of \$3 million. In January and February alone, there were \$300 million

in NFT deals, as indicated by Coin-telegraph. Makers and purchasers have seen critical benefits from crypto culture. In February 2021, Miami-based workmanship authority Pablo Rodriguez-Fraile exchanged a piece by Beeple for an almost 1,000 percent increment over its unique cost, showing the way rewarding the market can be.

To conclude, as the virtual world is not very distant from us, digital currencies and ownership become a reality. we can't tell if NFTs will matter or even last. But the same questions were raised about crypto but crypto found its way. We hope, the same replicates aiming for positive prospects for the artists.

- Surya Vamshi



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THE NFT TREND

NFTS: AIDING TO KICKSTART SMALL BUSINESSES

WHEN a modern tech or trend hops in, the most held view is that it will exclusively enrich big businesses. NFTs are a popular and widely used trend right now, yet they benefit small businesses just as much as they benefit other corporations. NFT refers to a "non-fungible token," which is simply a virtual asset. As a start-up, you intend to stand out or be distinctive in any way you can, and NFTs can assist you to do just that.

NFTs for small-scale enterprises have now taken on the role of an angel, assisting not only in the creative part of the firm but also in a variety of other ways. With the application of NFTs, crowd fundraising for a start-up has become considerably more efficient and feasible. The buzz may be drawn to the business by selling NFTs that are linked to the business. This may not appear to be succinct at first, but by accumulating extensive understanding and addressing NFT investors, it shows to be attainable. Buzz attracts business hence, the business attracts funding. NFT collaboration with an influencer may also help grow your business; we all realize how valuable influencer marketing is these days. To make that happen, both sides must win; for example, the influencer may provide their first 1k users with NFTs connected to your brand. There are many more benefits that NFTs bring, such as organizing an NFT loyalty campaign to retain clients, using NFTs at corporate events to build a name for your company, and offering promotions connected to NFTs usage.

Adopting a new trend appears to be lucrative for most businesses. If used appropriately, NFTs, particularly those that assist small enterprises, may be a valuable addition to the country's economy.

-G.V.Ashwith

Source link: <https://startupsation.com/manage-your-business/busi-ness-tech-ology-manage-your-business/fits-why-they-matter-small-business-5-examples/>



NFTs conquering creativity

THE MOST AWESTRUCK NFT PROJECTS

NFTs or Non-fungible tokens have now turned out to be a topic that requires no introduction since they are now trending everywhere. Every new trend necessitates efforts that bring it to light. Many projects are being carried out using NFTs, and many celebrities and large corporations are utilizing NFTs to promote themselves. There are a few NFT projects that have left us flabbergasted.

Larva Labs collaborated with two Canadian software engineers to produce CryptoPunks. They created about 10,000 one-of-a-kind and collectible tokens. The figures were in the form of punks, as the name indicates. This was one of the first successful NFT-based projects. MEE-bits were launched by them in 2021 which gained much more popularity than the prior.

"Bored Ape Yacht Club," a Yuga Labs initiative, is one of the greatest NFT projects. This included a wide range of animated apes. Many well-known individuals, such as Jimmy Fallon and DJ Khaled, have invested in this BAYC. In 2021, they created the Mutant Ape Yacht Club, which was made up of mutant apes. This ten-thousand-piece collection was sold for 96 million dollars. The creative part here was they introduced NFT serums which can mutate their bored apes into mutated apes.

NFTs were also employed by big corporations like Nike and Taco Bell to sell themselves. NFTs were utilized to build Nike's virtual footwear, which went viral. Nike provided a digital representation of the real sneaker in the form of NFT that the buyer had purchased.

NFTs not only help us generate money, but they also provide us with unique entertainment and a pleasant setting. NFTs have spawned a slew of other fascinating and inventive ventures as well. Also, provides us with a fresh perspective of things.

Source link: <https://www.prestigeonline.com/My/pursuits/art-culture/most-popular-nft-projects/>

-G.V.Ashwith

Ukraine's Salvation

“Museum of War”

Evaluating the administration's righteous NFT verdict against the war

Technology's relevance to violence and human endangerment has long been an area of concern and debate. However, it is an undeniable fact that the key fundamental term employed to characterize the implications of technological advancement on conflict is "transition." Across antiquity, innovations have grown to become the principal driver of armed services improvement. It influences conflict changes greater than every previous variable.

If one glances back at our heritage of the Indian mainland, one can see that invaders had harnessed greater technologies as well as, on occasions, advanced strategic planning to subdue Indians. The current epoch, often dubbed that of the information Holocene, is witnessing an extraordinary technological change. Such innovations have indeed impacted a wide range of civic operations, while they had likewise ushered in a militaristic renaissance.

Harnessing technology to aid mankind can now be observed in the currently prevalent voguish conflict between Ukraine and Russia. In their current utilization of virtual commodities to subsidize their military operations, the Ukrainian authorities plan to produce a non-convertible currency commemorating the narrative of said Russian incursion featuring distinctive virtual artistry.

Despite the commodity's tendency to be effortlessly reproduced, these tokens give prospective customers the proprietorship of a one-of-a-kind electronic product; simulated artwork being especially fashionable. Every coin will be adorned with artwork depicting a journalistic report via reliable resources. Ukraine's administration's plea for cryptocurrencies contributions received well above half a million dollars, notably a CryptoPunk non-fungible token valued at \$190,000, prompting the token collections.

These funds were previously employed to purchase combat weapons as well as support journalistic initiatives. However, the administration's representative emphasized that these funds would not be used to purchase weaponry. Rather, they are investing in infrared sensors, photonics, head-gear, and body armors.

The effort, claimed by the Meta Histories Twitter platform, is aimed at combating Russians' propagation of misleading information and propagandists by leveraging the cryptographic ledger as an everlasting database. With ledger software, everything may very well be preserved. In the instance of Meta Histories, the Department is deploying authenticated indicators of occurrences in the form of Twitter posts from global governing institutions and personalities.

Cryptocurrencies have served a significance on both the factions of this conflict, but the Ukrainians have utilized them in specific ways to circumvent banking institutions as well as domestic monetary limits, as quickly as to take advantage of cyber euphoria to obtain financial capital. Namely; WeSupportUkraineNFT, RELI3F, UkraineDAO, and Ukraine Relief NFT Drops are making headlines owing to their evident support and successful fund-raising thus far.

Anyone could assist by contributing to numerous nonprofits and institutions as this humanistic catastrophe escalates. Our listing is by no means comprehensive, however, there are certainly several additional non-fungible token projects that we can contribute to.

- DeepshikaYadugiri

Article Reference Links: <https://bit.ly/3E2mE3k> | <https://bit.ly/3v9t3tE> | <https://bit.ly/3rit3SZ>
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Best Selling NFTs

A Paradise for Risk-Takers

The world's most expensive NFT was auctioned, with over 30,000 collectors contributing a total of \$91.8 million on December 2, 2021. NFTs are becoming increasingly popular as time passes, but how high the price of NFTs can rise is a matter that everyone is wondering about.

NFTs may be a dangerous investment, yet they are sold for a large sum of money. On the NFT marketplace OpenSea, for example, the cheapest Bored Ape is presently available for \$300,000. The bored ace yacht club (BAYC) features a collection of 10,000 ape photographs that may be used as profile pictures, and the highest bid BAYC NFT sold for \$297, the highest ever ETH-denominated price since its May 2021 debut. Other NFTs, such as sandbox, which is based on games, and metaverse, on the other hand, are gaining a lot of traction. This enables players to profit from their digital assets by selling them to another Sandbox player.

According to Reuters, these non-fungible tokens (NFTs) generated \$24.9 billion in sales in 2021. And, by all estimates, 2022 is on track to surpass that number, with sales totaling several billion dollars in January alone. NFTs are extremely dangerous to invest in, but they are rising in popularity at the moment and could be a smart place to put your money. Popular NFTs such as CyberKongz, Doodles, and Cool Cats are selling for a lot of money and have started a trend. These could be a fantastic place to put your money, but at the same time can be highly risky.

-Alekhya Madoori

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Image Link: shorturl.at/vwUW3



Transmutation of Digital Content



An era of NFTs



The inception of digitalized content gave rise to what we now know as "social media". The age of digital content was inspired by generating an appeal to your target audience followed by developing written or visual content centered around those ideas. Non-Fungible Tokens, a subset of cryptographic currencies, have begun their dawn upon the horizon of digitalized asset creation. These digital assets encased and coded in a cocoon of a database provide a level of rarity affecting their value making them a tradeable possession in the digital world.

Establishing its precedence in the universe of digital content, NFT establishes unique benchmarks by bringing in extra security, removing the idea of fabrication and duplicity of the content. The ability to track and identify the basic origin of the given NFT provides an essential element to tracking the content which was previously. NFTs are stamped and described using various terminologies such as "art" and "investment" but their fundamentals remain to be shards of digital content linking them directly onto the crypto platforms and the ever-expanding space of metaverse. Digital content creators can use NFTs to adapt their digital creations of art and other content, by appending a worth to them and selling them on a committed commercial digital marketplace. This permits the content maker to hold full control of their work and gives them a monetary motivation to seek the creation of more digitalized content.

NFTs are on a glorifying journey to enhance the basic ideals of digital content and its creation. Its linkage to the dynamic crypto platforms and the expanding metaverse gives it a plausibility to evolve digital content at an enigmatic pace deciphering it as we see it evolve.

- Krisharth Deepak Misra



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CryptoCurrency and NFT's: Parallelism and Disparity

Work hard in blockchain, let NFTs make noise, without any noise

Be it the world-famous painting 'Mona Lisa' by Leonardo Da Vinci, any famous poem penned by Dr. A.P.J Abdul Kalam, or the world cup winning six by MS Dhoni, there are many such moments which have been witnessed by us and have taken an integral part of our cognizance. As global technology inches toward the digital world swiftly, the demand or a trend we can address is for Non-Fungible Tokens (NFTs). NFTs are non-fungible digital assets that cannot be exchanged, unlike liquid money, which can be broken down into a series but retains its worth. It provides owners with a digital right to their assets, and transactions are conducted using crypto technology. Anyone who owns a cryptocurrency wallet can buy NFT. Both crypto and NFTs are powered by blockchain technology, an immutable ledger that aids in recording transactions and tracking these assets' digital movements. Some of the most renowned cryptocurrencies are Ethereum, Bitcoin, and Tether, which hold a lion's share in the crypto market.

When we talk about the distinction between cryptocurrency and NFTs that is minute, we find that it lies in their names. As the term implies, cryptocurrency is a currency with a fixed value and is fungible. Still, NFTs are non-fungible and, as previously mentioned, have a value that rises or depletes beyond the economy gradually.

Many celebrities and business individuals have stepped forth and begun trading their NFTs. This chronology appears to continue until there is any new technological advancement, which seems inevitable. At the same time, it is indisputable that we must safeguard our environment from technologies that boost CO2 emissions in our atmosphere which we tend to forget while being in a technical race.

- Shashank Raj Gupta

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Leveraging NFTs for Growth as a Small Business

NFT's: A small business's best friend builds a quick market share

We have all witnessed the incredible rise of NFTs from celebrity collab projects to the new NFT platforms that are opening up every other day but How can you, as a small business owner, leverage them to grow your business?

For a small business integrating their products with NFTs could be a great way to generate hype around their product and attract new customers and build a loyal customer base quickly. NFTs are not just about art but NFTs integrated with smart contracts have many use cases for small businesses and NFTs visa the payment service company has already recognized this has launched a new immersion program for small entrepreneurs to understand and use NFTs to grow their business.

Digital proof of ownership of your products is transferable, for example, if you make a handbag you could bundle it with an NFT which is on the blockchain so if a person chooses to sell it, the buyer can verify the authenticity using the NFT as an owner you can track the ownership.

Proof of attendance to gauge customer interest, (You can use the POA system and reward your customer with tokens for showing interest).

Gifting NFT art to loyal customers, bundling new products with NFTs to generate traction, or even just gifting NFTs for signing up for your newsletter. Could be a few other ways you lever NFTs for growth.

Smart contracts coded into NFTs have a very direct use case in that if you enter a deal with someone or you made a promise to contribute a part of your sale to charity once you enter the smart contract it is done automatically without any human intervention and judgment a person can sell the NFT but can't change the terms of the smart contract so you will still get a cut if the sale and it cannot be stopped, reversed, Altered in any way. Great execution of this idea is the "Shaq gives back project".

- Harsha Vemula



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NFT Scams!!

A hoax or an existing hitch?

Worldwide NFT sales started with a bang in the year 2022, hurdling over and crossing the \$ 4 billion thresholds. Prominent NFTs such as Bored Ape Yacht Club and Cool Cats trade at massive price tags of around \$30,000 following their rarity in the NFT'verse. Non-Fungible Tokens or NFTs, use the blockchain to generate a permanent digital record of your ownership. NFTs are relatively a new fragment of technology and hence in this early stage of establishment, they are a little messy. After the sheer volume of money exchanged, NFTs provide some very profitable chances for fraudsters to drive their victims into the domain of scams and deceit.

NFT scams are very real and their occurrence is diversified into numerous methods used by the scamsters to obtain secure information and conclusively loot the NFT. One of the prime methods used to scam the users off their Non-Fungible Tokens is phishing, which involves feeding the target with phony advertisements to gain access to their private wallet keys and secure passwords. Deceitful and detrimental pop-ups may also be seen on prominent websites such as Discord, Telegram, and other public forums, linking to legitimate-looking login pages like MetaMask, Exodus, or other NFT compatible platforms, aiming to gain access to private accounts and NFT assets. Further, in the realm of crypto and NFT, "pump and dump" schemes too are becoming rabid and predictable. This scam refers to when a group of individuals buys a large quantity of NFTs to artificially increase demand. After the desired demand is accomplished, the schemer's payout at a premium price leaves worthless assets behind for the other investors.

Following the statistics of a survey carried out by PrivacyHQ, 9 out of 10 NFT owners had encountered fraudulent scams, less than half the respondents felt that their NFTs were secure and almost half of them had lost their NFTs at some point during the process. The most effective way to abstain from existing and new NFT scams are to remain informed, keep your data private, and access codes away from fraudulent suspicious sites. NFT scams are not a hoax but an existing hitch in the era of MetaVerse.

-Krisharth Deepak Misra

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