

EL FUTUR DE LA CULTURA DIGITAL PASSA PELS NFT?

Alguna cosa està passant amb els NFT.
I tot està passant i canviant molt ràpid.

The background is a dark blue field filled with a complex network of thin, glowing lines in various colors (red, blue, purple, green, orange) connecting small, multi-colored dots. This creates a sense of a global or digital network.

ENTORN TECNOLÒGIC

BLOCKCHAIN | PROS I CONTRES



ENTORN ECONÒMIC

ESPECULACIÓ
MARKET PLACES - B2B/B2C
CADENA DE VALOR
PLAYERS

ENTORN LEGAL

LA NOVA DIRECTIVA UE ART.17
SMART CONTRACTS i PROPIETAT INTEL·LECTUAL
INTOXICAR LA XARXA
DRETS ANTERIORS



ENTORN CREATIU

CONCEPTUALITZACIÓ ACTIUS
CREATIVITAT I AUDIÈNCIES
TOKENITZACIÓ / CROWDFUNDING
PRÀCTIQUES I ESTRATÈGIES DE MARKETING



QUÈ ÉS UN NFT?

“NOU FORMAT”

NOVA LINEA INGRESSOS

Vinils, cassetts, Betacam, CD, DVD, VHS,
MP3, WAV, MP4, AVI, 4K, SD cards, JPG, PNG...

***Adobe habilitat opció d'exportar en NFT**
(Content Credentials)



NFT NON-FUNGIBLE TOKEN

NON-FUNGIBLE = NO VAL EL MATEIX
(al contrari que dos bitllets de 5€)

PROPIETATS



Articles digitals
poden ser rars
per primera vegada
a la història

ESCASSETAT I NEGOCI

MERCAT PRIMARI I SECUNDARI

MODEL SUBASTA O PREU FIXE

% EN PERPETUÏTAT



Getting Started Documentation Flowverse

Primary Market

Secondary Market

Powered by Flowverse.co - discoverability platform for Flow Blockchain projects

PROJECT	SALES	NFTS
1  NBA Top Shot	\$90.0M	15.0M
2  Matrix World	\$4.1M	5.0K
3  MISA misa.art	\$2.3M	2.1K
4  Evolution	\$2.1M	10.6K
5  BALLERZ	\$1.8M	8.8K
6  Chainmonsters	\$1.4M	10.0K
7  nWayPlay	\$1.1M	131.2K
8  Enemy Metal	\$800.0K	15.0K
9  RCRDSHP	\$714.2K	234.0K
10  STARLY	\$582.1K	25.6K



Getting Started Documentation Flowverse

Primary Market

Secondary Market

Powered by Graffle - read, write, and query Flow blockchain using any language

7 days

30 days

60 days

PROJECT	SALES	CHANGE	USERS	TXNS
1  NBA Top Shot	\$63,758,182	32%	221,955	2,416,659
2  Chain Monsters	\$462,978	2%	2,259	8,014
3  Eternal	\$130,618	-37%	2,083	11,781
4  Olympic Pins	\$84,929	1120%	637	2,854
5  Starly	\$83,699	398%	982	2,720
6  Evolution	\$34,107	113%	151	170
7  Versus	\$32,121	161%	30	30
8  Dark Country	\$29,402	11%	121	254
9  CNN	\$23,652	91%	76	121

LA FEBRE DELS NFT

Inspirats per l'èxit de les criptomonedes i impulsats per tecnologies blockchain els NFT han tingut un gran impacte en totes les indústries perquè **qualsevol objecte del món real o digital** **pot ser tokenitzat.**

NFT són una de les millors innovacions econòmiques del 2021

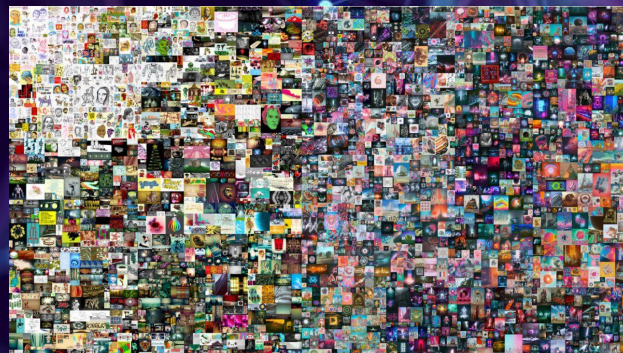
COL·LECCIONISME

Edicions limitades portades a un format digital



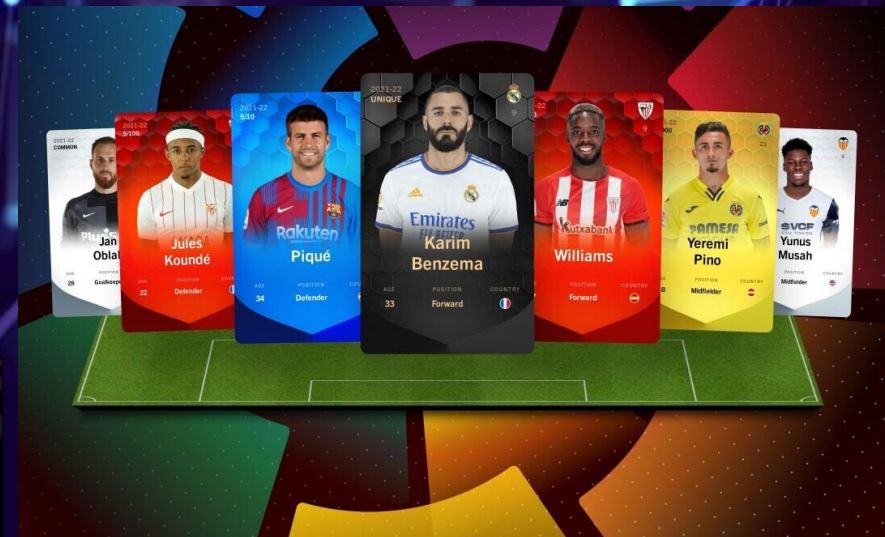
PICASSO 103M

Maig 2021



BEEPLE 70M

Març 2021



TIER COLLECTIBLES

From common tier Moments that let you collect all your favorite plays, to legendary and ultimate tier collectibles which let you stake your claim as a fan with maximum cred, NBA Top Shot has four collectible tiers to suit your fandom.

COMMON TIER

EDITION SIZE*
1000+
MIN

AVAILABLE IN PACKS

RARE TIER

EDITION SIZE*
150 - 999
MIN MAX

AVAILABLE IN PACKS

LEGENDARY TIER

EDITION SIZE*
25 - 99
MIN MAX

AVAILABLE IN PACKS

PLATINUM ICE ULTIMATE TIER

EDITION SIZE*
ONLY 3

AVAILABLE THROUGH AUCTION

GENESIS ULTIMATE TIER

EDITION SIZE*
ONLY 1

AVAILABLE THROUGH AUCTION

*** EDITION SIZE**

Limited Edition collectibles, guaranteed to never exceed this number of collectibles ever created.

SCSD SHOP

Packs Market My Collection

Packs

GENESIS SERIES 02

LEGENDARY CONTAINS 6 COLLECTIBLES PRICE \$999

SEEK DRINK 2:00 PM PST. MON. MAY 10

GENESIS SERIES 03

MINI CONTAINS 6 COLLECTIBLES PRICE \$999

SEEK DRINK 2:00 PM PST. MON. MAY 10

Col·leccionables | Cripto vs altres monedes

“CONTENT IS KEY”

Bill Gates 1999

La majoria dels projectes NFT es construeixen al voltant de la gestió de drets digitals.

Els NFT admeten una manera completament nova de comprar i vendre continguts digitals com ara art, fotos, música i molt més.



MARKETPLACE VS ECOMMERCE

MODEL DE NEGOCI
POSICIONAMENT
VISIBILITAT
COSTOS



QUÈ ÉS LA TECNOLOGIA BLOCKCHAIN?

DESCENTRALITZAT
SEGURETAT
AUTENTICITAT PROPIETAT
TRAÇABILITAT

QUÈ ÉS UN SMART CONTRACT?

Tipus especial d'**instruccions que s'emmagatzema a la blockchain**. A més a més té la capacitat d'autoexecutar accions d'acord amb una sèrie de paràmetres ja programats.

Tot això de manera **immutable, transparent i completament segura**.


```
import NonFungibleToken from 0x1d7e57aa55
```

```
pub contract RCRDSHPNFT: NonFungibleToken
```

```
pub var totalSupply: UInt64
pub let minterStoragePath: StoragePath
pub let collectionStoragePath: StoragePath
pub let collectionPublicPath: PublicPath
```

```
pub event ContractInitialized()
pub event Withdraw(id: UInt64, from: Address)
pub event Deposit(id: UInt64, to: Address?)
```

```
pub resource NFT: NonFungibleToken.INFT {
  pub let id: UInt64
```

```
  pub var metadata: {String: String}
```

```
  init(initID: UInt64, metadata: {String: String}) {
    self.id = initID
    self.metadata = metadata
  }
}
```

```
pub resource Collection: NonFungibleToken
NonFungibleToken.Receiver,
NonFungibleToken.CollectionPublic {
```

```
  pub var ownedNFTs: (
NonFungibleToken.NFT)
```

```
  init () {
    self.ownedNFTs <- {}
  }
```



Q Address / Transaction / Contract

Contract

A.6c3ff40b90b928ab.RCRDSHPNFT BETA NonFungibleToken

Account  0x6c3ff40b90b928ab

Identifier RCRDSHPNFT

Interactions 456559

<> Code

⚡ Interactions 456559

RCRDSHPNFT.cdc (98 lines, 2.894 kb)

```
1 import NonFungibleToken from 0x1d7e57aa55817448
2
3 pub contract RCRDSHPNFT: NonFungibleToken {
4
5   pub var totalSupply: UInt64
6   pub let minterStoragePath: StoragePath
7   pub let collectionStoragePath: StoragePath
8   pub let collectionPublicPath: PublicPath
9
10  pub event ContractInitialized()
11  pub event Withdraw(id: UInt64, from: Address?)
12  pub event Deposit(id: UInt64, to: Address?)
13
14  pub resource NFT: NonFungibleToken.INFT {
15    pub let id: UInt64
16
17    pub var metadata: {String: String}
18
19    init(initID: UInt64, metadata: {String: String}) {
20      self.id = initID
21      self.metadata = metadata
22    }
23  }
24
25  pub resource Collection: NonFungibleToken.Provider, NonFungibleToken.Receiver, NonFungibleToken.CollectionPublic {
26
27    pub var ownedNFTs: @{UInt64: NonFungibleToken.NFT}
28
29    init () {
30      self.ownedNFTs <- {}
31    }
32
33    fun withdraw(withdrawID: UInt64): @NonFungibleToken.NFT {
34      let token <- self.ownedNFTs.remove(key: withdrawID) ?? panic("missing NFT")
35
36      emit Withdraw(id: token.id, from: self.owner?.address)
37
38      return <-token
39    }
40  }
```

QUÈ ÉS UN WALLET?

Les carteres NFT són carteres digitals que ajuden a emmagatzemar NFT i criptomonedes en un sol lloc.

No contenen els actius en una versió digital. Només **emmagatzemen la informació sobre la ubicació dels vostres actius** a la cadena de blocs. Important la compatibilitat entre cadenes.

The background is a dark blue field filled with a complex network of thin, glowing lines in various colors including red, blue, purple, and orange. These lines connect small, semi-transparent nodes of the same colors, creating a web-like structure that suggests a digital or biological network. The lines and nodes are more concentrated in some areas, creating a sense of depth and activity.

EXAMPLES

MUSICA



10:22PM FORMS KINGSHIP, THE FIRST-EVER GROUP CONSISTING OF NFT CHARACTERS FROM BORED APE YACHT CLUB

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Metaverse Group features rare Golden Fur and Bluebeam Apes

SANTA MONICA, November 11, 2021 — 10:22PM, a next-gen Web3 label that discovers and develops artists, intellectual property, brands and digital creators, today announced the formation of KINGSHIP, a group consisting of four characters from the Bored Ape Yacht Club, one of the most successful non-fungible token (NFT) projects of all time.

KINGSHIP was formed by 10:22PM founder Celine Joshua, who engineered the landmark, first-ever exclusive agreement to create a metaverse group. With KINGSHIP, 10:22PM will guide the group in developing and releasing new music, NFTs, community-based products, activations and experiences in the metaverse, and kick off a new generation of artist, fan and community engagement. Bored Ape and Mutant owners will additionally have early access to all KINGSHIP NFTs, experiences and narrative selection.

AL CONTRARI QUE NETFLIX O HBO, ALTRES PLATAFORMES COM SPOTIFY O APPLE MUSIC NO SÓN PROPIETÀRIES DE CONTINGUT.

**BANKSY**

Love is in the Air

British-born Banksy has become a global icon celebrated for pushing the boundaries of art through audacious, rebellious stunts and street work. *Love is in the Air* is a supreme masterpiece that represents Particle's philosophy of a peaceful revolution. On May 12, 2021, following a bidding war between 4 buyers, Particle prevailed and acquired the iconic *Love is in the Air* for \$12.9 million.

This masterpiece is the first to be put through the Particle Process. Sign up to be the first to purchase a Particle.

Particalization

One

Each painting acquired is divided into a grid resulting in 10,000 NFTs we call Particles.



Two

Each Particle is unique, allowing the holder to enjoy a personal connection to the artwork within the overarching structure of collective ownership.



“CONTENT IS THE PLATFORM”

Yat Siu - 2021

Les empreses podran crear
jocs a partir de les propietats
que tinguin els usuaris
(audiències).

Animoca Brands presents REVV Racing as bridge between blockchain gaming and motorsport

By George Tchertvertakov - September 17, 2021



Animoca Brands has partnered with virtual car designer Nfast and gaming entrepreneur Thomas Gavache to advance its REVV Racing game.

f Facebook

Twitter

LinkedIn

Email

Print

Blockchain gaming company Animoca Brands has significantly advanced its aspirations of bringing forth top-tier motorsports to the blockchain community and its users around the world.

The news comes mere months since the company added NASCAR to its growing “crypto gaming metaverse” aimed at weaving together the most high-octane motorsports events into a commercially viable crypto gaming product that allows fans, as well as investors, to participate in “play-to-earn” game environments.

AUDIOVISUAL





MATRIX

Sold Out

100,000 / 100,000 Avatars Sold

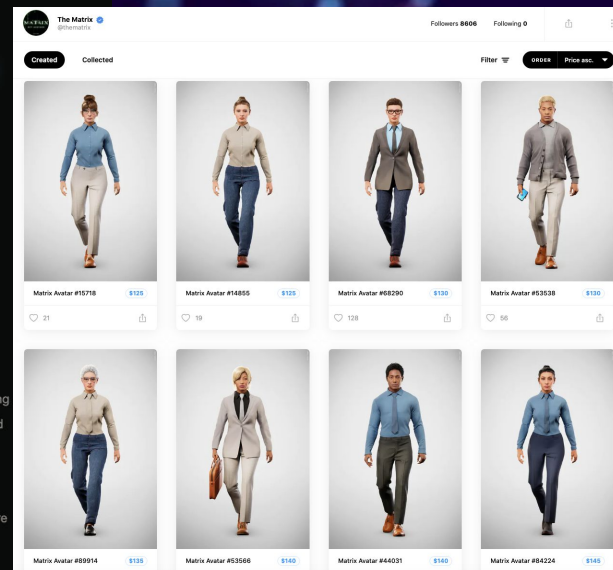
BUY ON THE SECONDARY MARKET

THE MATRIX AVATARS

The Matrix has you... 

Nifty's and Warner Bros. are proud to present The Matrix Avatars built using Epic Games' MetaHuman Creator. Each avatar is randomly generated and will give each user the opportunity to inhabit the Matrix universe as a character that is uniquely theirs.

All Nifty's NFTs are eco-friendly and minted on Palm which is 99.99% more energy efficient than Proof of Work-based blockchain networks.



16 DESEMBRE
ENTRA A MATRIX AMB EL TEU AVATAR

“NFT ARE THE KEY TO UNLOCK”

Proporciona als creadors un vincle per a poder construir una comunitat altament compromesa al voltant de les seves marques.

Proporciona als titulars dels NFT un valor més enllà de la simple propietat.



**TOKENOMICS
TOKENITZACIÓ
WEB 3.0
PROOF OF WORK
MINT
GOVERNANÇA
DISCORD
INTEROPERABILITAT
COSTOS AMBIENTALS
METAVERS
AR | VR | IMMERSIVES**



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