goto;

GOTO
Copenhagen 2022

#GOTOcph

NFTs

PYRAMID SCHEME OR WORLD-CHANGING TECH?

FIRST THEY IGNORE YOU,

THEN THEY LAUGH AT YOU,

THEN THEY FIGHT YOU,

THEN YOU WIN.

- MAHATMA GANDHI

NFTs

PYRAMID SCHEME OR WORLD-CHANGING TECH?



DISCLAIMER:
NERD GONE SOFT

LEARNING FROM HISTORY

NFTs TODAY & TOMORROW

CRYSTAL BALL MUSINGS



Photo by Jievani

LEARNING FROM INTERNET HISTORY

WEB 1.0 ~1993

READ-ONLY

DECENTRALIZATION

THE ORIGINAL SIN: NO MONEY ON THE INTERNET

“IT’S FOR CRIMINALS!”

WEB 2.0 ~2004

READ-WRITE

CENTRALIZATION

COMPLEX SETUP, OPAQUE, AT SOMEONES MERCY

“BANKS ARE TRUSTWORTHY”

WEB 3.0 ~2018?

READ-WRITE-**OWN**

DECENTRALIZATION

BUILT-IN, TRANSPARENT, RULES AREN’T EASILY BENT

“IT’S FOR CRIMINALS!”

NFTs TODAY & TOMORROW

FUNGIBLE

NON-FUNGIBLE









INTANGIBLE

TANGIBLE

WHAT IS A NON-FUNGIBLE TOKEN?

AN NFT IS A UNIQUE UNIT OF DATA ON A BLOCKCHAIN LINKED TO DIGITAL OR PHYSICAL OBJECTS TO PROVIDE AN IMMUTABLE PROOF OF OWNERSHIP
(UNDERLYING ASSET RARELY ON-CHAIN)

A PIECE OF DATA & METADATA OWNED BY AN ADDRESS

TYPICALLY USES THE TOKEN STANDARD ERC-721 OR ERC-1155
(IF MINTED (TIED TO SMART CONTRACT) ON THE ETHEREUM BLOCKCHAIN)

SMART CONTRACTS ARE PROGRAMS THAT RUN WHEN PREDETERMINED CONDITIONS ARE MET. THEY AUTOMATE THE EXECUTION OF AN AGREEMENT SO THAT ALL PARTICIPANTS CAN BE IMMEDIATELY CERTAIN OF THE OUTCOME, WITHOUT ANY INTERMEDIARY'S INVOLVEMENT.

NFTs TODAY & TOMORROW

WHAT MAKES AN NFT VALUABLE?

7 METRICS OF VALUE

- FIRST
- RARE/UNIQUE
- OWNERSHIP HISTORY
- IDENTITY & BELONGING
- DIGITAL TWIN SPILLOVER-EFFECT
- UTILITY (I.E. TOKEN-GATED COMMERCE)
- COMBINATORY BENEFITS



$3,400,000 USD
BAYC FLOOR PRICE: $100,000 USD

OWNING AN NFT DOES NOT EQUATE TO OWNING THE IP, UNLESS STATED IN THE SMART CONTRACT

NFTs TODAY & TOMORROW

ARE THERE PROBLEMS WITH NFTs?

IP RIGHTS ARE STILL THE WILD WEST

UNDERLYING ASSET IS CHANGED/REMOVED

SOMEONE ELSE MINTS THE SAME ASSET ON ANOTHER BLOCKCHAIN

AIRDROPS WITH MALICIOUS INTENT



LINE GOES UP - THE PROBLEM WITH NFTS - DAN OLSON

NFTs TODAY & TOMORROW

A STORY OF NFTS THROUGH THE EYES OF A WEB 3 NATIVE

2015



ALEX

#BELONGING
#GAMING
#GUILDS



ANDRO61N (THEY/THEM)



MIKUFIVE (SHE/HER)

#IDENTITY
#DOXXING

#ETHEREUM GENESIS

2017



GETS IN ON CRYPTOCURRENCY

#OWNERSHIP

2018



GETS AN UNREAL JOB

#PLAY2EARN
#DIGITAL COLONIALISM

NFTs TODAY & TOMORROW

2020



RIGHT PLACE, RIGHT TIME

#AIRDROPS

#DEFI SUMMER



ESCAPES THE NEST



LEGACY SYSTEM NECESSITIES

#LAUNDRYSUCKS

#PRONOUNS

2021



THE SANDBOX ALPHA

#METAVERSE

2022



DECENTRALIZATION & LIFE AS A SPONSOR

#ERA OF CREATORS

#MIDDLEMEN OBSOLESCENCE

#LICENSING

CRYSTAL BALL MUSINGS

2024



COMBINING (CROSS-CHAIN) ASSETS

#INTEROPERABILITY

#EMERGENT PROPERTIES

2027



THE RIGHT RezIP

#NEURAL INTERFACE

#XMDMA

2030



CUPID 4.0

#COMPOSABLES ATTRACT

SO THEN: ARE NFTs JUST A PYRAMID SCHEME?

WEB3 BUILDERS AREN'T THE PICK OF THE LITTER

IDEAS BEHIND ARE TOO POWERFUL:
DECENTRALIZATION
IMMUTABLE PROOF OF OWNERSHIP
INTEROPERABILITY

THE PROSPECT OF A CREATOR WORLD OVER A CONSUMER WORLD

H O D L O N

W A G M I



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Photo by Jievani

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