

Nonfungible Tokens

Pavel Kireyev
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Collectibles (200-400 billion USD industry)



3.12 Million USD

(100+ year old Honus Wagner
baseball card, 2016)

Rare or one-of-a-kind
physical objects



2.4 Million USD

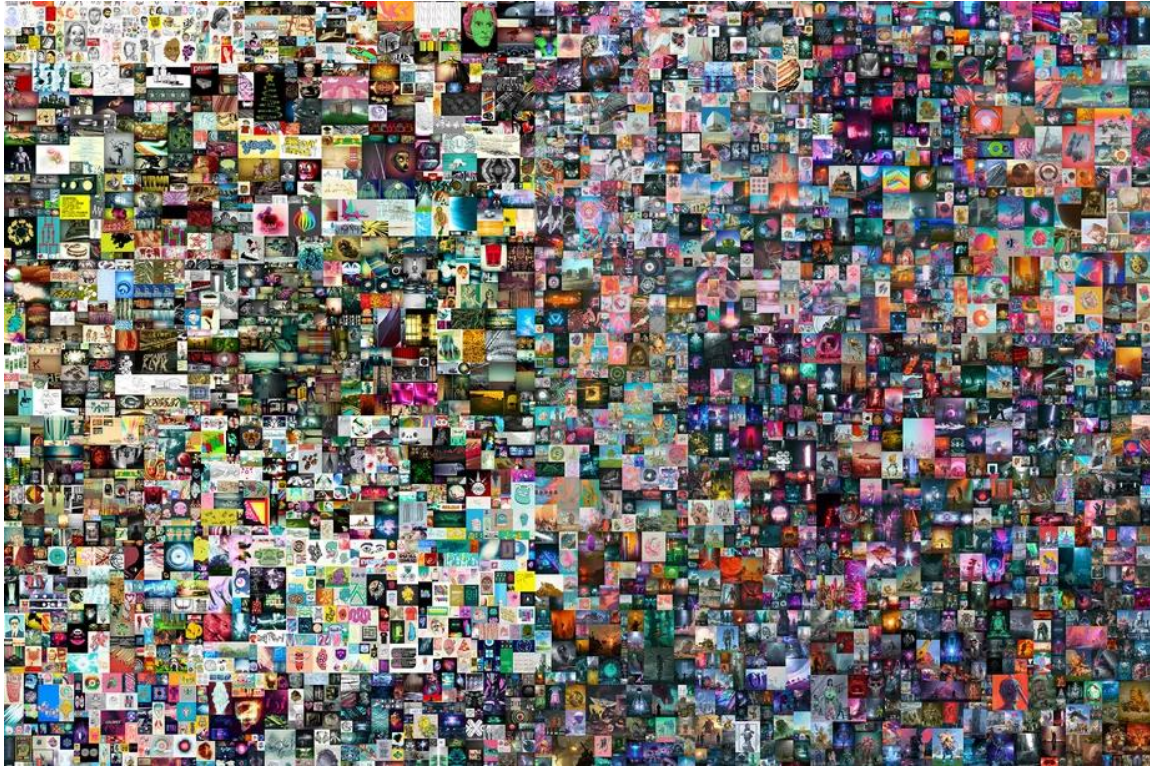
(Murakami painting, 2004)



10,000 USD

(Beanie baby, 2019)

Digital Collectibles (Nonfungible Tokens)



69,000,000 USD (in ETH)
(March 2021)

At Christie's Auction House



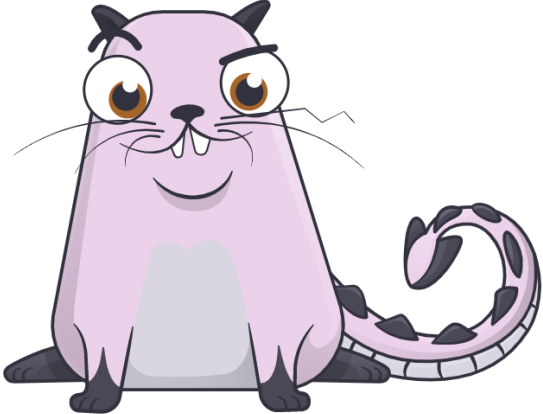
11,754,000 USD (in ETH)
(June 2021)

At Sotheby's Auction House

Digital Collectibles (Nonfungible Tokens)



CryptoKitties



170,000 USD

(Sept. 2018)



1,750 USD

(March 2019)



Formula 1™



113,000 USD (May 2019)

Social Media x NFTs

Bloomberg

Cryptocurrencies

Twitter Adds Bitcoin Tipping, Pushes Further Into NFTs

By [Kurt Wagner](#) and [Olga Kharif](#)

September 23, 2021, 7:00 PM GMT+2

- ▶ Company expands tipping feature to all global iOS users
- ▶ Twitter executives say cryptocurrencies are the 'future'



APPS \ TECH \ CRYPTOCURRENCY \


Lil Nas X, Bella Poarch, Grimes, and more are releasing TikTok NFTs

Commemorating viral moments and benefiting creators

By [Ian Carlos Campbell](#) | [@soupsthename](#) | Sep 30, 2021, 6:39pm EDT

NFT Publications

Making Sense of the NFT Marketplace
by Pavel Kireyev and Peter C. Evans
November 18, 2021



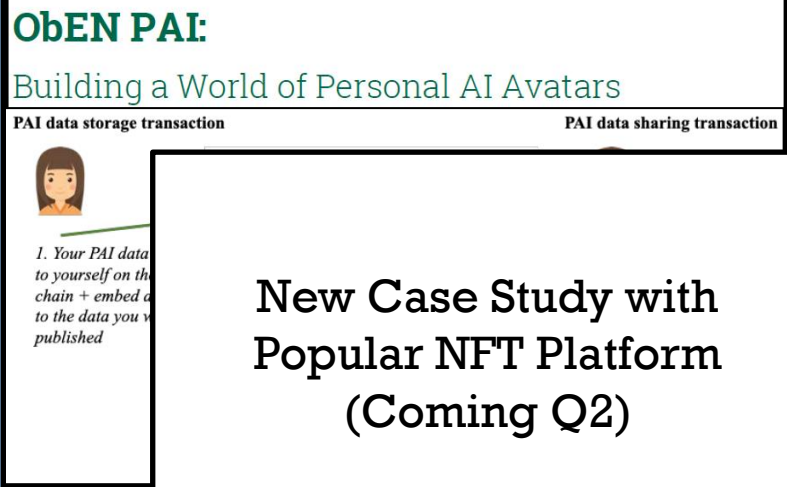
Harvard Business Review Article

Mainstream

Case Studies

ObEN PAI:
Building a World of Personal AI Avatars

PAI data storage transaction PAI data sharing transaction



1. Your PAI data to yourself on the chain + embed d to the data you v published

New Case Study with Popular NFT Platform (Coming Q2)

Infinite but Rare: Valuation and Pricing in Marketplaces for Blockchain-Based Nonfungible Tokens

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Research Papers

Technical

NFT Marketplace Design and Market Intelligence

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What is an NFT?

No Blockchain



- Asset downloads logged by company
- Legal enforcement if duplicated

Blockchain



Transaction ID	Time	From	To
0x49d50f12d6042ae...	1 min ago	0x00000000000000...	0x9e50ed2154dd9f5...
0xdc9a71cf098c4e8...	3 mins ago	0x05d48ee3e815bf3...	0xcae154c5d8f08eb...
0xaa0d1278f726ad...	4 mins ago	CryptoKitties: Siring ...	0x84ae8708798c74...
0x036adeea4059f44...	7 mins ago	0x00000000000000...	0xbc29a084606ab8...
0x38d30a28ca8b05...	8 mins ago	0x84ae8708798c74...	CryptoKitties: Siring ...
0x30d684f21e8ed7f...	8 mins ago	0x00000000000000...	0x7e8bd3fba239748...
0x6d7a3f09ab58d16...	8 mins ago	0x84ae8708798c74...	CryptoKitties: Siring ...
0x2751f1842266d12...	8 mins ago	0x00000000000000...	0x9e50ed2154dd9f5...
0x065527b9633065...	9 mins ago	0x84ae8708798c74...	CryptoKitties: Siring ...
0x7bb05243a67733...	9 mins ago	0x84ae8708798c74...	CryptoKitties: Siring ...

- Asset creation, ownership, and transfers logged in distributed ledger
- Only 10,000 will ever be created

The NFT is a digital certificate of ownership
(can come with IP rights)