



NFTs (Non-Fungible Tokens) and Digital Assets

Developing New Virtual Economies

White Paper

by

Uply Media, Inc.

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**Kyle Ransom
CEO & Co-founder**

Problem:

Today, over 50% of the world's assets are owned by less than 1% of the population.

Investing is viewed as a solid solution to generate income and faster than having a traditional job.

The majority of people can't afford to invest large amounts of money or lack exclusive access to private markets to own assets.

Solution:

Owing digital assets have the potential to increase in value over time.

NFTs (Non-Fungible Tokens) as unique or scarce digital assets will transform the Internet and underpin new virtual economies.

The future will include managing highly individualized portfolios of NFTs!

Driven by a demand from Generation Z, born between 1997 and 2012, who value digital assets as their prized possessions.

By 2026, there will be more Generation Z consumers on earth than any other cohort.

Generation Z has grown up focusing on digital assets through personalized attention, time, and effort.

Emerging Trends

“Digital investors will be born from the Pandemic.”

Past

The gig economy resulted from the Great Recession creating companies like Airbnb, Uber, Fiverr, and more.

How NFTs Can Create New Virtual Economies

NFTs, help to create new virtual economies. Where NFTs and digital assets can be freely traded on specialist and secondary markets.

The Internet and Social Media platforms operate under centralized control, through what is known as a Walled Garden.

A Walled Garden is identified as an environment that controls the user's access to Web content and services.

Google uses Walled Garden tactics in search engine return results. Social media platforms strictly prohibit digital assets from being purchased or sold. For example, you can't sell your digital identities for Twitter, Facebook, Pinterest, Instagram, etc.

Such activity will get your social media accounts even shutdown and banned permanently.

The Walled Garden secretly converts users into **Sharecroppers. YouTube Stars don't own their channels. Content can be censored and removed at any time.**

How Do NFTs Work?

Non-fungible tokens called NFTs, are an emergent class of cryptographic tokens.

NFTs, operate differently than Bitcoin as an ERC20 token which has an identical supply of 21 million coins. Bitcoin is fungible as opposed to non-fungible like an NFT.

ERC721 tokens are more commonly referred to as Non-Fungible Tokens (**NFTs**).

All NFTs have individual characteristics that set them apart.

NFTs Are Unique

Inside Non-Fungible tokens (**NFTs**) is metadata, it describes unique qualities making the asset different from all others. An embedded permanent record that remains unaltered which represents and describes unique attributes. Validation of authenticity.

NFTs Are Rare

Scarcity is what makes NFTs valuable and attractive for ownership. Where developers can also generate infinite supply, it's the rare NFTs that attract the most demand in the marketplace. Being truly original and authentic as valuable digital assets.

NFTs Are Indivisible

Non-Fungible Tokens (**NFTs**) must only be bought, sold, or held as a whole. NFTs are indivisible and non-fungibility prohibits being split into smaller denominations or value.

NFTs Have Flexibility For Representation

NFTs can represent real-world assets, Blockchain domains, Crypto collectibles, digital assets, in-game ownership, virtual items, event tickets, digital artwork, influencer likeness, and more.

NFTs Use Cases

Blockchain Domain Names

Most demand is for .Crypto "Blockchain Domains" that will be worth Billions or Trillions in the future!

Sex.Crypto sold for 230 ETH, which was approximately \$90,000 on the day this transaction took place.

History

NFTs took off in December of 2017, the technology has actually been around for years with the first mention of an NFT inside the Mastercoin white paper in 2012.

Dot Eth, the first blockchain naming service achieved the following sales:

260K+ registrations, \$33M in ETH used to register domains in 1st year \$3.5M locked up for most valuable .eth domain names.

Emerging Markets

The .Zil extension sitting on top of a smart contract on “Zilliqa” will be the most disruptive!

This is the first public blockchain to implement sharding on its mainnet, which can deliver high performance and high security for enterprises and applications.

The game-changer is that Zilliqa is a high throughput public Blockchain that matches the average transaction rate of VISA and MasterCard, with much lower fees for merchants. Zilliqa leverages proof-of-work (PoW) to establish identities and perform sharding.

As a decentralized payment method the .Zil extension holds the potential to be worth billions or trillions in the future.

NFTs For Locations and Keywords

NFTs as Origin digital assets from top locations and keywords will dominate the market!

Selecting a valuable Blockchain Domain name that has a proven track record of dot com value, keywords search value, and marketplace use is essential for the success of creating a valuable digital asset for use in new virtual economies.

Most Recognizable NFTs

Decentraland

My Crypto Heroes

CryptoKitties

Gods Unchained

NFTs From Big Brands

NFL

NBA

Formula 1

UBISOFT

Nike

Vodafone

Samsung

Luxury Brand NFTs

Louis Vuitton

Uply Media Blockchain Marketplace

We have researched the very best Blockchain Domains as top locations and rich keywords.

Uply Media, Inc offers the best NFTs and digital assets created from the origin of the most wanted Blockchain Domains and Blockchain Websites!

Our Blockchain Domains and Blockchain Websites are available for rent, lease, or purchase.

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Contact: info@uplymedia.com or Call: (404) 806-0548