[**https://dailycoin.com/nft-2-0-explained-what-it-means-and-how-its-different-from-original-nft-technology/**](https://dailycoin.com/nft-2-0-explained-what-it-means-and-how-its-different-from-original-nft-technology/)

**Understanding NFT 2.0**

To begin with, NFT 2.0 is not completely different from NFT 1.0. In fact, the latter cannot operate independently of the former, and to be more precise, NFT 2.0 simply embeds new capabilities into the existing NFT infrastructure.

Putting the aforementioned into context, while NFT 1.0 enables ownership and commercialization of tokenized digital items, NFT 2.0 extends the possibilities by creating new digital asset markets with advanced utilities (i.e use cases).

Particularly, the latest NFT iteration allows NFT holders to do more with their tokenized assets, which could be anything from unique digital artwork to in-game items, coupons/tickets, music, and essay, among other digital collectibles.

So what’s different about this iteration? You may ask. Essentially, NFT 2.0 has four major properties including “generativity,” “composability,” “interactivity,” and “experimentalism” that distinguishes it from its predecessor. As each serves unique purposes, let’s look more into these attributes;

**What changed from NFT 1.0 to NFT 2.0?**

NFT 2.0 can do everything that NFT 1.0 cannot.  Here are the characteristics of NFT 2.0 that make it even more unique:

**NFT Interlinking:** This feature introduces layers to the concept of ownership. This means that an NFT can be linked to other NFTs, hold ‘fungible’ tokens, and even be associated with multiple data sets.

**Upgradability:** This capability allows NFTs to be modified in the future by adding metadata (data about the underlying asset), upgrading the artwork it is associated with, etc.

**Dynamism:** This feature makes NFTs more powerful by equipping them to give commands and execute modifications to other NFTs associated with it. It can even tweak the look of the connected NFTs. The capabilities of an NFT depend on the developer of the project.

**How do these features make NFT 2.0 better?**

**Nested NFTs:** Nesting of NFTs means that one NFT can own other NFTs. NFT 2.0 protocol developer RMRK has created infinite nesting, which translates to one NFT owning other NFTs which further own more NFTs. It goes on forever. Nested NFTs find use in the metaverse, gaming, art, virtual exhibitions, etc.

**Customized NFTs:** NFT 1.0 only associated a single resource to the token. This means the token could only be associated with one format. No matter where the NFT is being viewed, it will appear the same to everyone. NFT 2.0 allows each token to be linked with multiple designs. Let us understand with an example.

Let's say you are buying a book NFT. But the book is available in multiple formats, such as PDF and audiobook with a cover image. NFT 2.0 identifies the device you are accessing the book NFT from and displays the relevant design. For example, if you are using an audio player, you will see the audiobook, but a PDF will be displayed if you are using a book reader.

**Smart NFTs:** Unlike NFT 1.0, the upgraded version allows smart contracts to become linked with NFTs. Thus, when the NFT changes ownership, the smart contract will automatically modify the ownership data on the token and record it on the respective blockchain. Moreover, the smart contract ensures that the creator of the NFT gets a royalty every time the asset changes hands.

**Co-owned NFTs:** NFT 1.0 allowed assets to be owned by a singular entity. However, with NFT 2.0, multiple owners can pitch in and own a stake in the NFT. This allows aspiring owners with a fund deficit to take part-ownership of the underlying asset. Having multiple owners also garners better trust in the asset as well as its ownership.

**NFT Rental Model:** NFT 2.0 goes beyond just ownership and lets collectors lease the underlying asset through smart contracts to other people. Since renting an asset generates a passive income for the owner, this model improves the liquidity in an otherwise illiquid market. (NFT owners tend to hold on to their tokens for a long time under the belief that their value will appreciate over time, thus limiting the flow of currency.)

These added features and functionalities make NFTs smarter, more reactive, and adaptive. With smart contracts, the human intervention behind the buying and selling significantly drops, thus adding to the decentralised nature of the blockchain ecosystem powering the NFT marketplaces. The upgradability also means that NFT storage could change in the near future.

**2. NFTs with multiple resources**

NFTs don’t have to be doomed to a single fate for the rest of their lives. NFTs can now transition between a variety of resources. The image, video, or other media that make up the NFT is a resource. An NFT can thus have two pictures instead of one, and the holder can choose which one to display. This isn’t the only use for this feature, though. A book NFT can have three different types of resources: a pdf, an audiobook, and a jpeg cover.

These resources can be configured to only load when the user interacts with the NFT on the platform in question. If you’re using a book reader, you’ll see the pdf; if you’re using an audio player, you’ll hear it.

**3. Reactive or Responsive NFTs**

Conditional rendering makes reactive NFTs viable. This means that an NFT adjusts its resource allocation based on the fulfillment of specified criteria. For example, the time of day and NFT of a landscape switches between two resources (nighttime and daytime variations). When it’s night, the NFT displays the nighttime form, and when it’s the day, it shows the daylight variant. For this to work, the NFT needs two resources (in this case, photos) and criteria for prioritizing one over the other.

**4. DAOs based on NFT 2.0**

An NFT can be fractionalized into a DAO using this ability. Because some NFTs are too costly for a single collector to obtain, the DAO capability allows multiple collectors to pool their funds to purchase the NFT. Once completed, the NFT can have tokens connected to it, which will be distributed to the collectors based on the size of their investment. When it comes time to choose, the collectors can use their tokens to vote on what to do with the NFT. Once again, this is a concept with far more applications than its basic explanation.

**5. Robust NFT Storage**

An NFT’s storage can be made more robust by using multi-resource capabilities. The majority of NFTs are now kept on IPFS (Inter Planetary File System). This means that the NFT has a connection to IPFS-hosted resources. But the issue about IPFS is that you have to pay to pin your material to nodes unless it’s continually being interacted with (another way of saying you incentivize storage providers to host your files for x amount of time).

**6. Charity through NFT 2.0 with multiple Owners:**

With NFT 2.0, it would be possible to have multiple owners coming for a noble cause and giving charity for a single activity. Imagine multiple generous donors coming on a platform and co-own an NFT for a combined contribution towards a set of orphanages. This can be a breakthrough in public funding where the investor gets a token of his generosity.

## Definition of NFT Fragmentation

The first thing you need to understand in a guide on non-fungible token fragmentation is the definition of the term itself. You can develop a clear idea regarding the process of fragmentation through a practical analogy. Let us assume that a merchant has a precious stone in his store, and he wants to sell it to the highest bidder.

As a matter of fact, the precious stone is the only one available in the market, thereby commanding a higher price. Therefore, majority of bidders would have to wait for the price of the stone to drop so that they could buy it. In such cases, the stone would not find any bidder owing to the higher price.

What if the merchant has a sharp cutting tool for dividing the stone into even pieces? Now, the merchant could sell the stone to buyers at a lower purchasing cost, thereby ensuring asset transfer. On top of it, lower prices of the even fragments of the stone combine together to safeguard the complete value of the collection. The answer to “What is fragmented NFT?” also points in the same direction.

Non-fungible tokens are precious stones that might be unaffordable for buyers due to their high prices. Bring a cutting tool, i.e., [smart contracts](https://101blockchains.com/what-is-a-smart-contract/), into the equation, and you can divide an NFT so that interested buyers could hold a share in the NFT. The smart contracts help in dividing NFTs based on ERC-721 standard into [ERC-20](https://101blockchains.com/what-is-erc20/) tokens. As a result, it is easier to split ownership of NFTs for easier trading and transfers.

### Necessity of NFT Fragmentation

The simple definition of NFT fragmentation paints it as a suitable tool for asset redistribution. From a technical perspective, the process deals primarily with modification in the asset standard. Now, it is important to wonder about the need for fragmentation in the first place. Why did anyone think of breaking down NFTs into fragments?

One of the biggest concerns for growth of the NFT market in the future has been identified as the lack of liquidity. As of now, some of the popular [NFT collections](https://101blockchains.com/top-nft-collections/) command unbelievably high prices, thereby creating difficulties in finding buyers. On top of it, common investors and enthusiasts who want to get their hands on NFTs cannot do so due to the prices.

The existing NFT market faces many troubles as sellers and buyers are locked in a dilemma. Sellers cannot transfer their assets, and buyers cannot purchase their assets. In such cases, NFT fragments offer the best solution to support both sellers and buyers. Smart contracts can help in dividing NFT ownership, and retail investors could have joint ownership over an NFT artwork.

The fragmentation of NFTs also ensures reduced entry barriers to the market alongside infusing additional liquidity in NFT secondary markets. Furthermore, artists, as well as NFT creators, can find flexible opportunities for tokenizing a share in ownership of their work. As a result, they can find the opportunity to obtain cash flow without selling the complete work.

Start learning Non-Fungible Token with World’s first [NFT Skill Path](https://101blockchains.com/skill/nft/) with quality resources tailored by industry experts Now!

### Examples of NFT Fragmentation

The best way to understand how fragmentation works for NFTs is an overview of the NFT fragmentation projects and their functionalities. Practical examples can show you how fragmentation of NFTs can contribute actual value to the broader NFT market. Here are some of the top examples of non-fungible token fragmentation projects you can look up.

#### NIFTEX

The first-ever project in the field of fragmentation of [NFTs](https://101blockchains.com/non-fungible-tokens-nft/) is NIFTEX, a Singapore-based platform. NIFTEX entered the market last year in May when it was launched officially. Subsequently, the platform received a hefty investment of almost $500,000 from various companies such as MetaCartel Ventures, Digital Currency Group, 1kx, Sparq, and CoinFund.

The investment for an NFT fragmentation platform in such margins is an indicator of favorable market opportunities for fragmentation of NFTs. NIFTEX also launched its second version in the first quarter of 2022. The fragmentation platform has included support for NFT assets following the [ERC-1155](https://101blockchains.com/erc1155-tutorial/), ERC-721, and ERC-777 token standards. Furthermore, it has also come up with the proposition for its personal trading platform.

The NIFTEX platform also features NFT fragments from popular [NFT collections](https://101blockchains.com/top-nft-collections/) such as [Axie Infinity](https://101blockchains.com/axie-infinity/), [CryptoPunks](https://101blockchains.com/cryptopunks/), and other collections. NIFTEX helps you split NFTs with a straightforward and simple process. Users can select the layer 2 networks Matic or [Ethereum](https://101blockchains.com/ultimate-ethereum-guide/) for the fragmentation [smart contract](https://101blockchains.com/what-is-a-smart-contract/). All they have to do is copy the URL address of the concerned NFT from the OpenSea marketplace and begin fragmentation.

In the next step, users can opt to sell the fragments at a price or customize the fragmentation further. For example, users must enter the “99% Fragmentation” option in the “Retain Fragmentation” section. On the other hand, if users don’t want to retain all the fragmented tokens, then the NFT would be sold at fixed prices as determined by the users.

Interestingly, the case of NIFTEX is unique among NFT fragmentation projects for unique functionality. If the fragments remain unsold for two weeks, then the same will resume from the start. In addition, the “buyout” option on NIFTEX helps buyers receive all the fragmented tokens without any trouble.

On top of it, NIFTEX also offers a “royalty retention” facility. The platform would reserve 5% of the fragmented tokens for users creating them. The fragmented tokens go to the address under the control of NIFTEX, and users can be eligible for multi-signature in future.

### **What exactly is Interactive NFT?**

Interactive NFTs are NFTs that enable users to engage with them in some way. Unlike present NFTs, which can only be purchased and held, Interactive NFT users will have a variety of applications, strengthening the connectivity between users and their NFTs.

In other circumstances, interactivity may entail the usage of NFTs in a game, such as "Ethermon", which allows users to combat Pokemon-like monsters in the Metaverse. Other Interactive NFTs, such as those found on today's platforms, allow collectors to buy a single layer of the NFT and change it at their leisure. These layers can also vary to reflect changes in the day and night cycles.

CryptoKitties is an excellent example of a unique Interactive NFT project. You can "breed" two NFT cats together in CryptoKitties to make a new cat. Crossing two CryptoKitties not only results in a unique, random new NFT, but it also allows users to feel like they are a part of the project.

Following the success of CryptoKitties, Metaverse initiatives such as Decentraland and CryptoVoxels proceeded to construct and develop Interactive NFT. Users can purchase and sell NFT plots, plan events, develop infrastructure, perform commerce to profit from it, and pretty much anything else you can think of in this metaverse realm. It is not simply a standard digital asset that you buy and hold; it also allows you to continuously expand, construct, and generate value on top of it. Users now have more methods than they could have anticipated to interact with NFT and the blockchain ecosystem.

<https://www.artmajeur.com/en/magazine/11-invest-in-art/what-exactly-is-interactive-nft-2-0-new-next-generation-nft-trend-breakthrough/331618>

#### Fractional

The next popular example in discussions on “What is fragmented NFT?” would draw the limelight on [Fractional](https://101blockchains.com/fractional-nfts/). It is one of the recent players in the market of fragmenting NFTs. Fractional has initiated many frequent activities on different social media networks. Interestingly, the platform confirmed that it received a $7.9 million seed round of funding from top institutions and VCs such as Paradigm, Delphi Ventures, Flamingo DAO, and Divergence Ventures. On top of it, Fractional is similar to other fragmentation projects in terms of user experience and solution design.

Users can have the facility of non-fungible token fragmentation with an NFT vault, which keeps their NFTs. In addition, users can also issue corresponding [ERC-20](https://101blockchains.com/what-is-erc20/) tokens for the NFTs in their possession. However, you must use third-party platforms such as [Uniswap](https://101blockchains.com/uniswap/) and SushiSwap to create a liquidity pool of fragmented tokens. Following the division of an NFT, users purchasing the fragmented tokens can have collective ownership over the concerned NFT.

At the same time, users can also place their votes to determine the reserve price of the NFT. The reserve price is an important aspect in the working of NFT fragmentation as it helps in triggering the auction. The reserve price depends on the votes of the fragmented token holders. Upon the finalization of reserve price and beginning of the auction, the winner would receive the NFT.

The interesting highlight for Fractional, among other NFT fragmentation projects, is the curator asset fees. Curator is the user who decides to split an NFT, and the asset fees imply that they can obtain fragmented tokens at a specific share annually. The curator asset fees depend on the curator, albeit with specific governance restrictions.

### Future of NFT Fragmentation

The value benefits underlying the idea of NFT fragments, especially in terms of market liquidity, shed light on a promising future for the market. However, the concept of dividing and redistributing assets has been around for quite a long time. For example, Rally set up a platform for collectibles in 2017 and divided the company’s shares into different stocks.

Shareholders can collect a share of the income of the company, and the company securitizes assets to enable ordinary investors to purchase and invest in the collectibles. In the case of the NFT market, it is important to understand that the fragmentation part can create many new challenges. For example, fragmentation solves the problem of liquidity while opening up the roads for transferring the liquidity problem to retail investors.

In addition, it is important to note that every NFT is not suitable for NFT fragmentation projects as it may limit the growth of the projects. For example, NFTs with limited room for growth and a questionable collection value would barely find a place on the list. On top of it, fragmentation projects must also face market risks due to regulatory precedents. Without any clear regulations pertaining to NFTs, the fragmented NFTs can end up being classified as “unregistered securities”.

## Different Types of Interactive NFT

### **Basic Interactive NFT**

This is a fairly interesting new NFT genre, with the properties of NFT altering based on how the user interacts with it.

The CryptOrchids project, for example, allows users to interact with NFTs in the form of plants of varying rarity. To obtain the tree seed, you must first create your own ERC721 token. You must then water it for a set period of time every week until it blooms, otherwise the plant will die.

This necessitates ongoing interaction with and monitoring of your NFT flower plant, from seed to maturity and value production. CryptOrchids in bloom can be freely exchanged on OpenSea until they die.

### **Interactive NFT Gaming**

Blockchain game paired with NFT is obviously no stranger to crypto users, is still one of the most prominent trends today, and provides significant revenue for businesses in this field.

The NFT gaming market is growing swiftly and is quite vibrant, a testament to their tremendous appeal when consumers can engage with the NFTs they own. Notable initiatives in this field include: Axie Infinity, Star Atlas, Thetan Arena, Cyball, and others.

### **Interactive NFT x DeFi**

Recently, a few DeFi projects began adding NFT applications on their platforms in various ways, and users have responded well. Interactive NFTs in the DeFi sector not only improve their availability, but also provide several ways to generate passive revenue, connect with the platform, and attract new DeFi users.

As an example:

* Orca allows users to stake NFT in order to acquire ORCA tokens from the project.
* Zapper claims NFT to users when they engage in certain tasks. That NFT number can then be utilized to make higher level NFTs. The larger the NFT tier, the greater the incentive for the owner.

### **How Interactive NFT Functions**

Interactive NFTs, like all other conventional NFTs, reside on a blockchain. The majority of them rely on Ethereum's smart contract, however other blockchains do as well. Smart contracts are used to track the NFT's unique elements and let the holder to adjust certain elements.

For instance, if a project is built to allow you to "level up" a purchased character and then sell that character at a higher "level" than you paid, a smart contract could be the way to go. Keep track of these "new levels."

Furthermore, the uniqueness and ownership of an Interactive NFT are public and can be validated by anybody using the blockchain. The user can fully trace the origin and transaction history of his NFT in his hands, regardless of whether the original file is a JPG, MP3, GIF, or something else.

<https://cointelegraph.com/news/nft-2-0-the-next-generation-of-nfts-will-be-streamlined-and-trustworthy>

**Properties of NFT 1.0**

NFT 1.0 was about testing how the market would react to the concept of [**digital asset**](https://www.nftically.com/blog/digital-assets-the-future-of-capital-markets-nftically/)ownership. Some notable projects include [**CryptoPunks**](https://www.nftically.com/blog/the-evolution-of-cryptopunks/) and Bored Ape Yacht Club. These NFT projects focused on creating unique digital characters stored on the blockchain. Buyers of these NFTs are happy to spend money based on the novelty of owning digital assets. They could be images, videos or texts. NFT 1.0 introduced us to the below properties.

* **Immutability**: NFTs cannot change themselves once generated. All NFT transactions link to each other like a continuous historical record. Anyone can find out who owns how many digital assets.
* **Real Ownership**: Blockchains can verify the ownership status of any digital asset. There is no room for any dispute or forgery, unlike in the real physical world.
* **Conditionality**: Smart contracts can ensure automatic payments based on certain conditions. For example, NFT artists are able to gain a percentage of future sales.
* **A true creator economy**: NFTs work on decentralized technology. This means creators are independent to make their own creative or financial decisions. They do not need to depend on a centralized platform.

**What is NFT 2.0?**

NFT 2.0 is the next evolution in NFT technology.

NFT 2.0 is about embedding more utilities and features into NFT assets.

NFT 1.0 felt about appreciating and speculating about static digital assets. NFT 2.0 will inject new capabilities into static digital assets. In a nutshell, NFT 2.0 is about creating new digital asset markets with more utilities.

**Properties of NFT 2.0**

NFT 2.0 will allow users to interact and play around with the digital asset they’ve purchased or earned. Here, the digital asset could be anything. Think about it like this. We had ‘phones’ which were ‘dumb’ talking machines. Now, almost everyone has a ‘smartphone because the phone is able to use data in a meaningful way. NFT 2.0 is about making ‘smart’ and realistic NFTs.

There are four key properties we need to learn about.

* **Generativity**: the ability to create algorithmic randomness into digital assets. Users can select the NFT that most resonates with them. Artificial intelligence can embed personalization and emotional connect for users. This makes NFTs more relevant among people, like a consumer product.
* **Composability**: the ability to customize an asset or create a new digital asset. Before, NFTs were only bought and sold on exchanges. Composability means that they are multi-faceted. They can draw upon the abilities of many NFTs. They can support many use cases and applications.
* **Interactivity**: this property makes assets ‘smart’ and intelligent. Digital assets can take input from users and other sources. Based on the type of inputs, they get modified to suit their current status. Think of it like an NFT that evolves with time and data, like a real human being.
* **Experientiality**: due to the above explained properties, NFTs capture true user experience. Think, collectible ticketed experiences as NFTs which grant more utilities to the holder. Or, generating NFTs based on how a user interacts with the application. The gaming industry is already one of the many who want to leverage NFT 2.0.

<https://elastos.info/blog/nft-use-cases-10-nft-ideas-that-will-change-the-world/>

## #1. Verifying Authenticity

Roughly $3 trillion worth of counterfeit goods trade hands worldwide each year, according to [OEDC data](https://scm.ncsu.edu/scm-articles/article/counterfeiting-is-on-the-rise-projected-to-exceed-3-trillion-in-2022), including everything from footwear to pharmaceuticals. As a result, there's a growing market for technologies that track products across the supply chain and enable customers to verify their authenticity at the point of purchase.

For example, imagine scanning a QR code on a pair of Nike sneakers and seeing the product's entire journey from manufacturing to arrival at the store. While it's easy to spoof a website and generate a fake QR code, altering transactions on a blockchain is impossible. You could even transfer ownership to another person and record it on the blockchain.

## #2. Identity Verification

Nearly 50 million consumers have their identity stolen each year, according to [Javelin](https://www.businesswire.com/news/home/20210323005370/en/Total-Identity-Fraud-Losses-Soar-to-56-Billion-in-2020), costing upwards of $56 billion annually. While two-factor and biometric authentication can reduce these incidents, verifying someone's identity typically involves handing over sensitive information when data breaches are at all-time highs.

NFTs could make it easier for people to verify their identity without disclosing any personal details. For instance, [WISeKey's](https://www.wisekey.com/) NFT platform is a trusted identity service, enabling users to authenticate with various other platforms using an NFT. Like a single sign-on (SSO), users don't need to sign up to use multiple services or rely on a central entity.

## #3. Financial Transactions

The finance industry isn't exactly known for its cutting-edge innovation, but [decentralized finance](https://www.zenledger.io/blog/why-defi-adoption-is-set-to-skyrocket) (DeFi) and NFTs could change the game. For example, the real estate industry uses deeds to transfer land and provide proof of ownership using physical paper. NFTs could help digitize these records while using smart contracts to handle escrow and other tasks.

At the same time, a bank could mint an NFT for each account holder that specifies their credit rating and balance. Then, suppose an account holder wants to apply for a loan elsewhere. In that case, the NFT could enable a third party to verify their credit rating and income without disclosing personal details or making a hard credit check.

For instance, [SolidBlock](https://solidblock.co/home/) leverages tokenization to unlock the value of real world assets and enable lower management costs and capital flexibility. The SolidToken makes it easy for asset owners to tokenize their properties to raise capital while providing shareholders with yield from rental income along with liquidity through NFT marketplaces.

## #4. Voting on the Blockchain

One-third of Americans believe there was fraudulent voting in the 2020 election, according to an [NPR/Ipsos poll](https://www.ipsos.com/sites/default/files/ct/news/documents/2022-01/Topline-NPR-Ipsos-poll.pdf). While there is no evidence of widespread voter fraud, the lack of public confidence in an activity core to democracy is a dangerous problem in the U.S. and abroad. In the future, NFTs and blockchain technology could play a role in building voter trust.

As discussed earlier, NFTs can serve as a form of digital identification that doesn't require a physical document. As a result, voters could use NFTs to cast a vote onto a blockchain (visible and verifiable in the public record), ensuring that everyone has easy access to vote from any computer while preventing any possibility of cheating or voter fraud.

For instance, [Voatz](https://voatz.com/) leverages NFTs to make voting convenient, secure, and accessible for everyone. Voters can pair their identity to their phone’s biometrics or PIN and easily vote, while election administrators can easily support highly-secure remote voting or conduct customizable polls to gather valuable and verifiable insights.

## #5. Event Ticketing

Most event ticketing has become electronic already, with QR codes and custom applications. However, NFTs could combine ticketing with memorabilia to create a more compelling experience. They could also help event organizers stay connected with attendees well after the event, creating tremendous value for everyone.

For example, [GET Protocol](https://www.get-protocol.io/) makes it easy for event organizers to mint NFT tickets that become tradable digital collectibles. In addition to connecting with attendees, these tickets make it easy for organizers to control the primary and secondary markets, taking in profits that would have gone to scalpers and putting them in the hands of artists and performers.

## <https://beincrypto.com/nft-2-0-the-next-version-of-nfts-are-what-tokens-were-meant-to-be/>

## <https://thebeaulife.co/beauty-news/la-prairie-nft-carla-chan>

## ****NFTs as a Web3 onramp****

The overwhelming sentiment among blockchain enthusiasts is that for Web3 to find success, Web2 must crumble. While conventional wisdom may contribute to that notion, the reality is that Web3 will find more success working in lockstep with Web2.

How, then, will Web2 seamlessly interact with Web3? Perhaps surprisingly, the answer is NFTs. While NFTs are admittedly limited in their use cases at the moment, the potential for NFTs is not to be underestimated. Looking beyond the digitized animals, these tokens represent something far greater: verifiable ownership. Placing an emphasis on ownership allows us to foresee a wider array of potential use cases – from provable identification to something as simple as the title to a vehicle.

Although many within Web2 remain skeptical of the NFT movement, once Web3 consistently demonstrates value to those in Web2, NFTs will become a gateway through which users are welcomed into Web3.

Carla Chan’s recent [**partnership**](https://thebeaulife.co/beauty-news/la-prairie-nft-carla-chan) with La Prairie is indicative of how NFTs present Web3 onramp for major Web2 brands. As two of the premier names in their respective spaces, Chan and La Prairie collaborated to unveil an NFT campaign that delivers both a unique NFT to collectors and drives real-world social good.  Each NFT features 31 of the most populated cities across the globe and is tied to current weather patterns, giving holders constantly-evolving NFT artwork. More importantly, proceeds from the sale of the artwork going towards protecting glaciers in Switzerland, this initiative proved that NFTs can and should have a positive, tangible impact.

Can’t travel to Switzerland anytime soon? With [La Prairie](https://www.laprairie.com/)’s new artwork, you can still view the Swiss Alps’ beauty in real-time. That’s right! The luxury beauty brand has partnered again with Berlin-based contemporary artist [Carla Chan](https://www.carlachan.com/) to create the artwork *Fading Space of Dawn*, which blends physical and digital materials together to make a hybrid form of an immersive virtual landscape that showcases the Swiss Alps from dusk until dawn.

*The immersive artwork by Carla Chan features a virtual rendering of the Swiss Alps.*

The artwork was premiered via augmented reality technology at the Frieze New York, an international contemporary art fair, and also exhibited at Hong Kong’s cultural and art centre Tai Kwun. This dynamic piece was then translated to the digital world using blockchain technology to create *Space Beyond*, an NFT work that harnesses the power of real-time meteorological data.

The forever-changing NFT artwork features 366 editions and depicts weather and demographic data — one for each day of the year. Part of the proceeds from the NFT’s sale will be donated to ETH Zurich’s Department of Glaciology, La Prairie’s long-term partner in furthering its sustainability efforts.

Stay tuned for details on how to buy La Prairie and Carla Chan’s NFT artwork.

<https://www.hongkiat.com/blog/nft-use-cases/>

<https://blockdotco.medium.com/the-ultimate-list-of-nft-non-fungible-tokens-real-use-cases-ab7ff93b0deb>

Diagram

Description automatically generated

**Use Case 8 — Real Estate**

In the real estate industry, physical land or property can be represented on a blockchain as an NFT. This means that the digital token standing for a piece of land can have all sorts of attributes such as location, price, and measurements. Thanks to blockchain, it would be impossible for malicious actors to tamper with land ownership and other physical assets associated with the land. (Source: <https://tokenizedhq.com/nft-real-estate/>)

TechCrunch Founder, Michael Arrington’s Kyiv Apartment sold in world’s first NFT Real Estate Auction! (Source: <https://propy.com/browse/propy-nft/>)

Graphical user interface

Description automatically generated with low confidence

**Restaurant Chains**

[Cordia Corp.](https://www.cryptofoodhall.com/) headquartered in Reno, Nevada, runs virtual [restaurants](https://www.nrn.com/technology/restaurant-brands-tiptoe-world-non-fungible-tokens-and-cryptocurrency) and ghost kitchens. They are commercial food preparation spaces without dining facilities. In essence, they function as online delivery and catering centers running through major delivery services such as UberEATS, Door Dash and others. The main benefit is that they bypass the need for costly construction in premium locations.



Another use case is the hotel company VCR Group. The company plans to open an exclusive indoor restaurant in New York called Flyfish Club. To get into it, customers will need to buy an NFT membership, according to [Cointelegraph](https://cointelegraph.com/news/nyc-restaurant-claims-it-will-open-for-nft-holders-only).

## <https://queue-it.com/blog/nft-ideas-for-inspiration/>

## AI NFT you can talk to

## Carbon Negative NFTs

If you’ve spent any time researching NFTs, you’ve probably run into reports of their environmental impact.

In a comment on this situation, artist Imogen Heap created the [first NFTs](https://www.dezeen.com/2021/05/12/imogen-heap-nft-firsts-collection/) which were sold and branded as carbon negative.

Heap donated a portion of the sale to carbon capture company [Nori](https://nori.com/), removing 20 tons of carbon from the atmosphere.

## Self-destructing NFT

While we’re on the topic of environmental activism, [Two Degrees](https://www.sothebys.com/en/buy/auction/2021/natively-digital-a-curated-nft-sale-2/two-degrees) is an NFT designed to burn itself if global warming reaches 2 degrees Celsius above average.

Created by Terra0, the NFT is a scan of a forest in southern Germany. It's linked to a system that monitors NASA’s annual average temperature report, and when/if the global average temperature reaches two degrees above the pre-industrial average, the NFT will burn itself (self-destruct).

Just as we may lose the real-world forests to climate change, so too will we lose this NFT.

<https://supplain.io/news/top-nfts-with-utility>

[#Nfts](https://www.linkedin.com/feed/hashtag/?keywords=nfts&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6973334797045678080) will revolutionize the Retail & Service Industry!  
It's quite simple. According to Statista's consumer loyalty statistics:  
  
82% of companies agree that retention is cheaper than acquisition.  
75% of consumers say they favor companies that offer rewards.  
56% of customers stay loyal to brands which “get them.”  
65% of a company’s business comes from existing customers.  
Increasing customer retention by just 5% boosts profits by 25% to 95%.  
58% of companies pursue personalization strategies for customer retention.   
  
NFT's such as digital twins of products with utilities = Physical products + Brand Loyalty Program.  
  
Mass adoption will happen if we simply, educate and incorporate current solutions to enhance the consumer experience, while reducing operating costs.

From hype to integration to application. The Metaverse and Web 3.0 is here and everyone is wondering how it applies to them. Digital evolution where the physical and digital world blends and morphs, to give people more control of their digital footprint, identity and representation, what they own, and who has access to the data they create. Metaverse is the Internet of the future and is here to stay.

Phase 1: Phase 2:

Provide marketing budget: Products -

MBD Financials: MBD Rewards Token