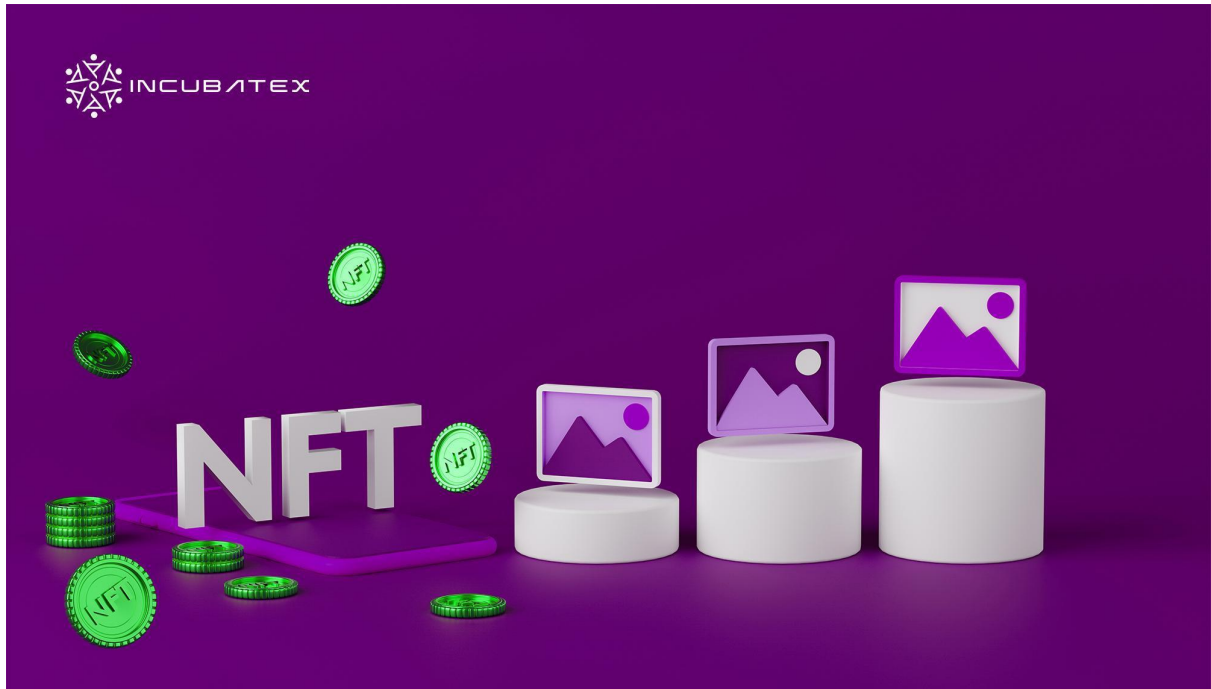


5 Exciting Ways to Build Utility for Your NFT Project



Utility Adds Value to Your NFTs

The fact that NFTs offer more flexibility and utility than other digital assets is one of the primary reasons they are growing in popularity.

So what if you want to begin an NFT project? The success of your NFT project will depend on a variety of things. Your NFT would need to have utility such that collectors would want to be a part of the community in order to gain long-term value.

Today's most well-liked NFT projects include a strong emphasis on utility because many collectors desire the added value it provides as well as opportunities to communicate with the creators.

So, how can you, as a creator, provide your NFT customers with this kind of value and utility? Read along as you find the answers to this, but firstly, let's find what utility in NFT really means.

What is an NFT Utility?

NFT Utility or Utility NFTs are NFTs with underlying valuable and real-world applications. The word "NFT utility" is mostly used to mean the "real-world use case of an NFT". It is, to put it simply, how NFTs can be used in our everyday life. Depending on the opportunities and access they offer NFT holders or collectors, utility NFTs are regarded as valuable.

The NFT utility's developer offers customers exclusive benefits including memberships, service access, access to actual events, digital assets, or physical goods. Numerous NFT initiatives improve the daily life of their owners.

NFT Utility will be Huge and Here is Why

We're already seeing plenty of developments in how utility NFTs are built and deployed - and this looks set to continue. For instance, while some astute sports organisations already use NFTs to replace paper tickets for important games, there's no reason why NFTs can't someday replace season tickets, providing year-round access to club games.

Any asset would be able to be presented on the blockchain with the arrival of cutting-edge tokenization technology. This technology's tokens can be used to build decentralised marketplaces, which has the potential to upend many sectors and open up new markets in previously underserved regions. Digital arts and the real estate sector are two examples of these.

NFTs can be purchased and sold by anyone with an internet connection, unlike physical art, which can only be purchased and sold by authorised parties. In this approach, digital artists can market their products to customers directly without the need for galleries or other middlemen.

In the upcoming years, NFTs will upend numerous industries, and they will quickly dominate the digital environment.

The use of NFT utility will significantly alter how we purchase, sell, and exchange goods both online and off. Our current digital environment will undergo a transformation when they are introduced alongside blockchain technology.

Quality Ways to Add Utility to your NFT Project

The list is far from exhaustive. To provide you a broad overview of several NFT utility ideas, we will simply briefly describe a few great utility NFT types.

1. Make your NFT Redeemable

The concept behind a redeemable NFT is that its owner can trade it in for a real or digital asset, such as specialized goods. For instance, Fewocious, a crypto artist, and brand RTFKT, a prominent producer of digital shoes and collectibles, collaborated to create a line of digital sneakers. In their NFT project, holders of particular NFTs might exchange them for a real pair of shoes. The three utility NFTs each represented a distinct set of actual footwear.

2. Connect NFTs to the Real World

Discover a need in the actual world, and then figure out how to incorporate it into the NFT environment. You can look for areas in the actual world where you can use your NFT to create value that your holders will appreciate.

Any business, whether it be an artist, a startup, or a well-known fashion label, can benefit from this kind of utility. The following are some advantages your audience may experience from your NFT drops:

- Tickets for virtual/real concerts or fashion events — a great option for artists, agencies, or fashion houses to expand their reach and promote their brand.
- Entrance to tech conferences — a way for corporations to make geeky events a bit more fun.
- Entrance to exclusive venues or events — adding a flair of secrecy never hurts when hosting limited-access events.
- Early access to projects on the brim of launch — to make your audience feel privileged, to spread the word, and ignite interest.

3. Make your NFT usable in the Metaverse

One of the leading companies to launch the NFT dive into the Metaverse was Nike. The company's CryptoKicks, footwear to wear in the Metaverse, were patented in 2019. Some of the models from the series sold for over \$130,000 in 2022 after it was released in 2021.

All of this was made feasible by Nike's acquisition of RTFKT, a business that had previously produced NFTs for redeeming sneakers.

Wearables are just one aspect of the expanding market for Metaverse utility NFTs. These days, it's even possible to buy property in the Metaverse, also, In-game items can be purchased.

4. Offer a DAO service

Certain NFT holders get the benefit of voting to decide an aspect of a decentralized autonomous organization (DAO). Holders may be given the opportunity to vote on upcoming community projects and manage the treasury. They can decide whether to raise fees, give to organizations, launch new proposals, make investments, and more. In recent years, DAOs have grown big among collectors as they prefer the community to have some input on their investment.

5. Use it for Fundraising

NFTs can also be employed in fundraising. For instance, [IncubateX](#), through [INO](#), uses [NFT as a means to raise funds](#) for high quality projects with real world application.

Also, charities and non-profits can provide an NFT as a prize for raising a certain amount of money for a charity cause instead of providing a free t-shirt or entry into a raffle. T-shirts lose value after

they are worn, but owning an NFT is like owning an investment, and its value can increase over time, thus this would probably be a more alluring award and could inspire individuals to raise capital more.

Other Great NFT Utility ideas for Creators

- Turn Your Music into NFTs
- Collab with other NFT Projects to form Strategic Partnerships
- Create Membership NFTs that allow for VIP access
- Use NFTs for supply chain tracking. Link physical goods to NFTs
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- Host a giveaway/airdrop

Concluding Thoughts

NFT utilities are beneficial and may even make your project stand out from the competition. The buyer you're looking for may be attracted by a well-designed roadmap and eye-catching utilities.

[IncubateX](#) thinks it's accurate to state that utilities are the future of NFTs, and that it's the real-world value that will transform the sector from a passing fad into one that is profitable, sustainable, and attracts ongoing investment. The good thing is that there are a ton of use cases to get ideas from.

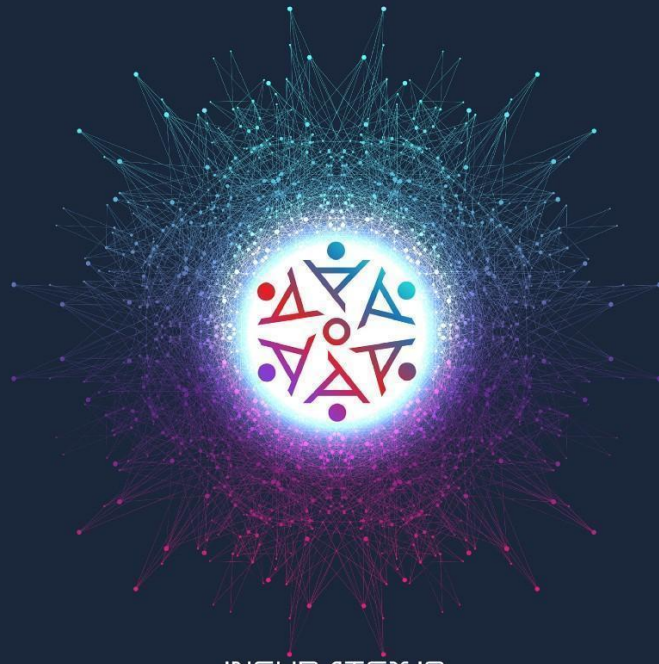
The majority of the projects in the bear market are NFTs with no practical applications. Your NFTs should be usable in the actual world if you want to produce an NFT project that stands the test of time.

About IncubateX

IncubateX is the 1st women-led incubator & NFT launchpad on web3. We specialize in helping innovative projects incorporate web3 infrastructure -mainly NFTs- within their ecosystems while focusing solely on mission-driven projects that make a positive impact IRL.

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