

# The NFT Ecosystem

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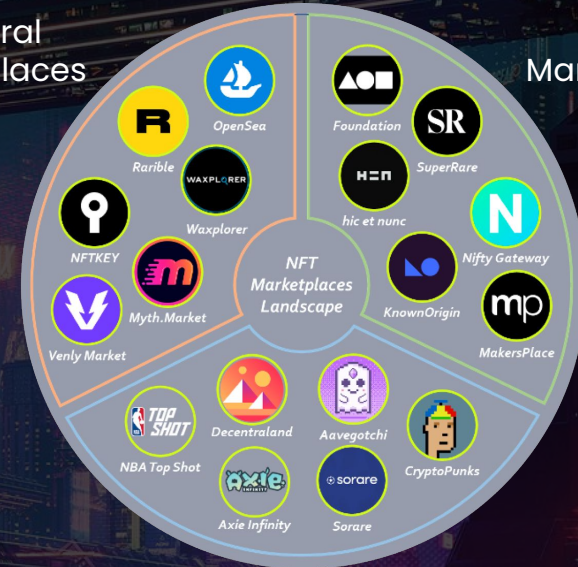


# NFT Ecosystem & Marketplaces



General Marketplaces

Art Marketplaces



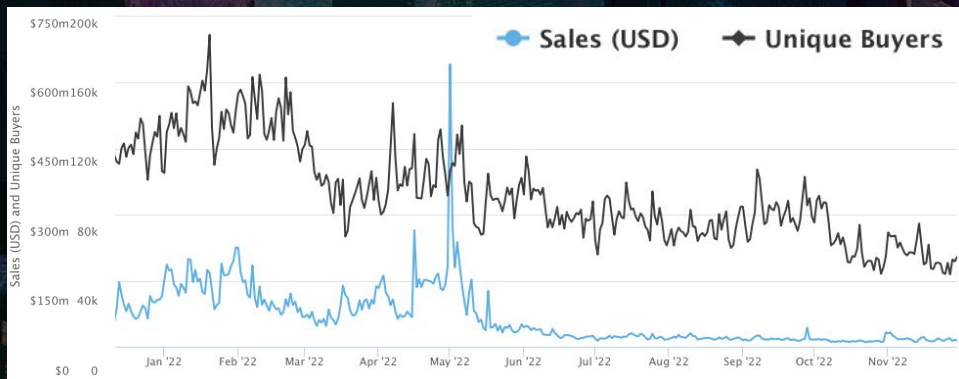
Utility Marketplaces



# Health of NFT Ecosystem

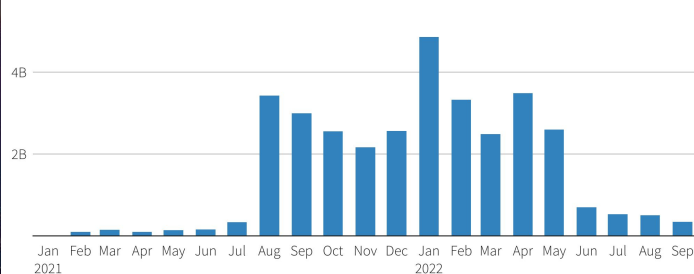
## NFT marketplace is **floundering**

- NFT trading volume is **down 97%** since its peak in January
- Search volume **slipped by more than 60%** across the global internet.
- NFT gaming industry sales are **down 93%** year-over-year.
- OpenSea sales has plummeted from around \$3 billion in 9/2021 to \$350 million in 9/2022, an **88% drop**



## OpenSea NFT sales drop in 2022

Monthly sales of non-fungible tokens (NFTs) on OpenSea marketplace, in U.S. dollars



## Productivity: Unknown

- Return on invested capital is hard to measure
- 98% percent of all NFT projects will likely fail

## Robustness: Low

- CNN and Tencent shut down their NFT marketplaces
- Low-trust environment: Fraud and corruption

# Major Player Strategies

## Strategy I

“The Amazon of NFTs”





# Major Player Strategies

## Strategy II

“The House Always Wins”

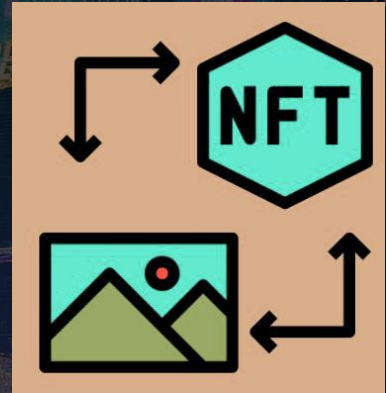




# Major Player Strategies

## Strategy III

### “Lazy Minting”





# Moving forward for Major Players

Brands need to  
become  
Multi-purposed  
marketplace  
platforms





# Moving forward for Major Players

Invest in  
“Cross-Chain” technology  
development





# Minions Strategies

## Strategy I

Target Beyond Crypto Community



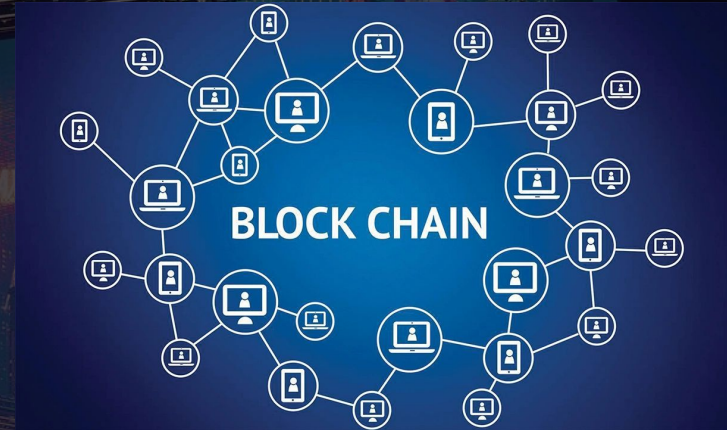


# Minions Strategies

## Strategy II

### Blockchain Customization

# Dapper Labs





# Minions Strategies

## Strategy III

Apply Big Data Analytics Techniques





# Moving forward for Minion Players I

P2E (Play to Earn) NFT Games



P2E GAME



# Moving forward for Minion Players II

Digitizing Everything Physical

DIGITIZING REAL-WORLD ASSETS

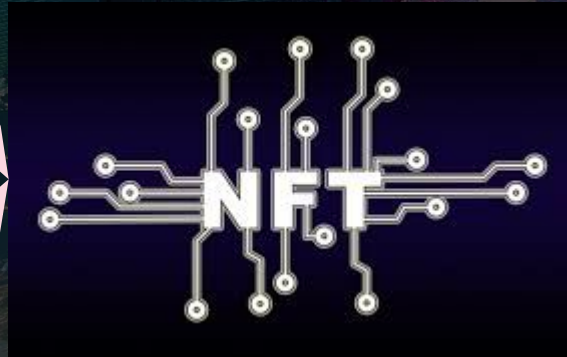




# Conclusion - NFT ecosystem will best thrive with:

Community segmentation

Cross-chain tech development



Community marketplaces

Seamless transaction processes





**THANK YOU**  
Questions?