

Title: Why you should be bullish on GameStop's NFT marketplace.

Author: Benzo212

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I've been into NFTs for quite some time now and have been following GameStop's marketplace roll out closely, below I will give some insight into what I think sets it apart.

Minting Process:

GameStop's mint process is akin to a "secondary" purchase as experienced NFT purchasers know it. Admittedly when I first saw this I found it strange, but later realized it's important to remember a hefty percentage of GameStop's audience has never purchased an NFT before.

GameStop's marketplace keeps everything bare bones simplified and focuses on Web 2.0 consumer experience. So, let's say I want to mint "X" NFT on GameStop, all I need to know is when they mint because the mint takes place on the GameStop site. I also do not need anything extra for gas due to how GameStop structures their mints, all NFTs are pre-minted!

Why is this crucial...? If the future of NFTs is gaming & scaling to hundreds of thousands of NFTs per collection then we need an efficient way to mint & transact them, GameStop solved this with their Immutable X & Loopring partnerships allowing projects to pre-mint their collections for just a few dollars.

This means no more \$20,000,000 fuck ups like Gary Vee's brother had with the "Vayner Sports Pass" where they literally just burned millions worth of liquidity in fees.

Power to the Players... Literally.

The decade and a half old motto has aged exquisitely following the marketplace release, with games like Illuvium, Gods Unchained, and more coming soon we can already see proof of concept. Not only will we be seeing great games onboarded soon, but what better brand is there other than GameStop to be positioned on the forefront of onboarding gamers to Web 3.0?

GameStop moving into the NFT space restores "Power to the Players" through true ownership of digital assets. Today we play games like Fortnite for Ex. and buy skins that we can't trade, have no IP rights, and ultimately don't really own... There're hundreds of other games that follow this same model, Fortnite just happens to be one of the most prolific.

Volume, volume, volume.

This doesn't really fit under what I think sets the marketplace apart, however I see way too many posts about the low Vol. It's a beta and what you see on the marketplace currently is not the core vision of what the GameStop marketplace will have to offer.

Majority of the projects on there are just art /community centric and have no utility, so before screaming about low volume look a few months into the future when awesome games that have millions of NFTs are trading on GameStop marketplace. Perspective is everything.

Community.

One of the most difficult arts to master in the NFT space is cultivating a strong community, GameStop not only has a community of gamers, but apes that have banded together amid opposition.

I can't stress enough how big of a leg up this is, you guys aren't just bringing an already established community closer, you're also enticing buyers like myself that typically trade on L1's to check out the GameStop NFT ecosystem.

Conclusion.

GameStop's NFT marketplace in my eyes is everything the leading "Gaming" focused marketplace should be, sure we need some fundamentals like filters, mint limits, etc. but it's a beta. If you're still on the fence I'd implore you to watch as the games are onboarded and the "Power to the Players" motto is seen to fruition!