

Title: I've been struggling with seeing the value proposition of NFTs. This Harvard Business Review article lays it out.

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"Thus owning an NFT effectively makes you an investor, a member of a club, a brand shareholder, and a participant in a loyalty program all at once. At the same time, NFTs' programmability supports new business and profit models — for example, NFTs have enabled a new type of [royalty](<https://hbr.org/2017/03/blockchain-could-help-artists-profit-more-from-their-creative-works>) [contract](<https://eips.ethereum.org/EIPS/eip-2981>), whereby each time a work is resold, a share of the transaction goes back to the original creator. "