

Title: Value of a NFTs Marketplace

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Before talking about number I want to explain to people what NFTs are about and why they are by far the future to break any misleading information regarding them. I want this community to be educated completely about what they are about and how they can be used and why GameStop gave us more hint into it than we can even imagine!

**** - WEB 1 ****

Web 1 was there mostly in the early 2000 (1995 to 2005), from the start it was about open protocol (open protocol are use for the creation and consumption of the data, they addressed and grant access to data feed and resources)accessible to anyone that were decentralize and governed by their own community. Most value accorded to it were coming from the edge of it, the Builder making the content and the Users using it.

\- *Characteristic*

- * Page were mostly informative and rarely interactive
- * Website were not stored in traditional database but instead straight in the file of these website
- * Back in the days website were almost all using the same style and were basically lacking of originality making it hard to become marginal in a good way, website were not using designer and stylist but using the same " template " or " table " to design their website.
- * Interaction with the website from user were not directly connected to the website but rather an external " Guestbook ".

WEB 1 transition to WEB 2 from early 90s but took speed at the end of 2005 and in 2006 for cause new technique , new skill added and an upgrade in term of equipment because of technological advancement of our society.

\- **WEB 2**

Web 2 ,on web 2 users started to be able to create content mostly in the form of comment but none of the less it was an important steering. Just remember how big media platform went from 0 to 100 but also the ability of web server to use process server-side scripting languages

Simply put, server-side scripting is a programming language that runs on the webserver. So when you want to view a webpage, your browser sends a request to the webserver, and then the server validates and processes the request and sends the content of the page back. Server-side scripting is also called "backend" programming because it happens behind the scenes on the backend of your website.

This type of scripting is essential to web development because it allows us to make dynamic, database-driven websites.

So web 2 basically gave a key to user to use the interface but also interact with it which was such a big

deal and is up to this day.

\- Characteristic

- * Being interactive, people could sign up, inquire, buy, download or click further
- * New design, style were starting to be added
- * Information were easier to access and site use to educate people
- * Data, website started collecting Data to follow trend among user and pattern related to them
- * Massive adoption from all kind of organization

The interaction brought by web 2 was the biggest changes brought to web up to that date and the vision of their founder, builder, influencer were about to change the face of web. User adoption were almost instantaneous.

The big problem with Web 2 even to this days is the fact that it's mostly centralized in the GAFAM (Google, Amazon, Facebook, Apple. No possibilities for competitor to come and take market share the giant are simply too powerful.

\- **WEB 3**

We are there now , GameStop is among the leader and founder of what will become the future and this is where you stand for with your investment. Let's step into the future!

Web 3 is a mix between the decentralized part of Web 1 where everyone can have a chance to compete for market share and have the advantage of modern functionality of Web 2 with the interactive part for their users.

Internet is not just owned by the builders and only give conditional access to their data like Web 2 but now give access to users to their data but users now also own their own data instead of being the builder that have them, if you are not happy with iOS for example you can go with Android and bring all your Data with you and apple got nothing to say because it's your data not theirs anymore.

It become easy to understand why the giant are fighting against it.

The problem with Centralized platform such as Web 2 offer are predictable life cycle and the lack of innovation coming from it. They are meant to control the mass and understand, predict their behavior

[Platform goes from rising to reaching a " plateau " we are now about to see a downtrend with web 3 coming into the game..](<https://preview.redd.it/pg5aspl39qa81.png?width=1404&format=png&auto=webp&s=994057c62a6cb11cb4c78daeb97ef50673e1e238>)

But the power of their owner grow but the ones users have are steadily decreasing. Monopole...

Their growth are only attributable from the extraction of Data that we don't own, this is where Web 3 is game breaking in my opinion.

The example I can give to how extraction of data are being use to grant access to growth I can give you Twitter vs Facebook as an example.

Now if we are unhappy about the services, owners are the leader and decide who gets the attention because they don't own our data, innovation must be creative otherwise you lose your audience.

But the biggest change is the ownership for Builder but also user in a form of tokens, now you can own things instead of renting. They are called NFTs, non-fungible token because they can't be reproduced. You get property right over an item and the right to do whatever you want with it, anyone can't control what you can do about it.

NFTs give users the ability to own objects, which can be art, photos, code, music, text, game objects, credentials, governance rights, access passes, and whatever else people dream up next. GameStop can be more than creative with it and be visionary about it in the gaming industry. I want to advance that they could even take the market share of the biggest game developer if they don't adapt to it.

Those tokens are sitting on blockchain which in itself is decentralized mostly being on Ethereum

This fixes the core problem of centralized networks, where the value is accumulated by one company, and the company ends up fighting its own users and partners.

power to the creator

power to the users

We are invested in the same way people were in the GAFA in the early 2000s, we are about to change the face of the whole internet and nobody knows it yet. Dream of that future, don't get fooled around by all the shit talk against GameStop, I did way much more research than you can imagine. The Squeeze is only a bonus like the who were invested in Tesla primarily for innovation than squeeze.

INNOVATION FIRST.

\- Characteristic

- * Web 3 is user based experience and delights
- * Web 3 is about becoming decentralized again
- * It's about regaining trust of the user base
- * It's about dispersion of the rights and governance

Dream of the most beautiful future and become millionaire not simply by a squeeze but simply by being invested in innovation in a way no one can imagine because it's never been done before.

Probably the real reason Ryan Cohen is being silent so far (He is truly a visionary), I am so proud of supporting him and will continue to invest in his vision and the board one.

Power to the investor

Only a couple of hundred of people become billionaire with their investment toward Web 2, Where do you want to stand regarding Web 3?

If you are wondering how this will make Web 3 come on top I recommend that you read this

<https://cdixon.org/2018/02/18/why-decentralization-matters>

This guy is one of the strongest figures that leads Web 3, I discovered him because he was followed and retweeted by Foobar and Math Finestone on Twitter which for Foobar was employee for GameStop but Math still is. I so one discovered his tremendous work regarding Web 3.

\- ****NFTs****

NFTs market is one of the fastest emerging market that ever existed since the dawn of internet passing from 13.7 Million in 2020 to 2.5 billions in sales in 2021...

NFTs such as Mayc, Punks are leader in representing the users base buying them and getting ownership that can be sold for over half a million dollar. People don't care they are images you know why because they are not just that, They represent the future and are willing to risk their wealth into a vision just like us in GameStop because they believe in the builders.

Just Punks as an example their worth are totaling more than 1.9 billion just by themselves and that's without thinking about all the other communities. They have sales of over 150 millions weekly and growing steadily. User decided that they are the future, centralized platform and leader don't got a word to say, because we own the data this time.

They can die with their old model , I won't shed a tear.

But all this innovation comes with the sales of ownership by NFTs just like stock represent their compagnies but decentralized, people invest in these image because they support the builders not just because they want a jpeg. This is pure misunderstanding of the concept.

So a NFTs marketplace is truly the decentralized form of a stock market just by itself. à

Just last year over \$30 billion were invested in startup in the crypto space, so original project are not lacking, and the demand will only increase exponentially further over the next years.

\- ****NFTs MARKETPLACE****

I want to study other marketplace to see how profitable they are and how much cash flow they have so I could understand better what GameStop is about to become. And how much rationally I can estimate the value of GameStop base on fundamental base on their investment in the Web 3 sector.

Lets look at Opensea, In just 30 days they add over 1,6 million Ethereum transaction and a totaling volume of \$2.4 billions (in a month...) . These number are out of space for something that's not even been there for 2 years.

But such marketplace don't cost billions to design, they started in 2017 for a funding of \$30 million dollar with \$2 million cash on hand and only got a \$300 million investment recently to improve their marketplace.

They went from early 2021 from \$1,3 billion market cap to \$13 billion at the end of the year.

They had \$26 billions in annual gross sales in 2021. Imagine adding that to GameStop Annual sales reports. Unbelievable...

But something is wrong with it. The user sentiment regarding Opensea is simply terrible .Just a couple of recent tweet I found from NFTs investor among many many more that I saw.

[.](https://preview.redd.it/1c6626z69qa81.png?width=952&format;=png&auto;=webp&s;=73a0e3356d47e11dbc7a37730f2a9768afca8e3e)

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But there's many more, remember a little bit higher in my post when I described how Web 3 was working and how user could bring all his data to somewhere else. Well this is the bet of GameStop with their vision of delighting customer. They want all the market share by being the most user friendly marketplace . And NFTs investor don't mess around when they need to go somewhere else, they understand perfectly how Web 3 work, they don't care much about a company that don't respect them. As soon as GameStop Marketplace will come, people will come. We don't Even need advertisement, these guys are always up to date anyway on the subject.

Right now Opensea owns pretty much 93% of the marketshare.

How Opensea makes money?

As a marketplace for NFTs. They take a 2.5% on all the sales. We can so on deduct that 2.5% of \$26 billion is \$650 million profit just for 2021 (these are my estimate and probably not truly representative but probably not so far off).

But a problem with Opensea is the minting Gaz fee (it's the cost to put your NFTs on to the blockchain) that are way too high. Creator don't want to pay it if it's not necessary. But layer 2 built by Loopring grant that possibility for not much more than 2,5\$. So who will stay on top???

From scratch they went that big, imagine with a name like GameStop. ***I have never been more confident in my investment.***

With annual gross sales of \$5 billion to \$7 billion just for their old business GameStop could become in the short term a \$20 to 25\$ billions gross sales business easily. So a market cap of \$20 billion is not far off!!!! If you bought share at 500\$, it's just a question of time before you start making money (I still recommend only buying the Dip to make the most out your investment , for me 100-150\$ are great price entry point at the time and regarding where GameStop is regarding their investment in Web 3)

Imagine with all that revenue and the vision of Ryan Cohen what he could accomplish after the marketplace. It's beyond what I can even imagine!

Fundamentally GameStop is a good investment no matter what your read about those " analyst " 20\$ price target. They don't know anything about web 3, they are scared of everything becoming decentralize. The world doesn't lack good developer , in fact only a small fraction work for centralized companies, most are searching good opportunity like this one, that's why so many smart people are joining GameStop board. Why would you go temporary work for a company that would go bankrupt? Pretty nice on a curriculum right?

\- **SPECULATION IN THE GAMING INDUSTRY**

Companies like the French developer Ubisoft are testing NFTs right now for in game skins. They started with Ghost Recon .

After testing things, they said I cite : "Our long-term efforts led us to understand how blockchain's decentralized approach could genuinely make players stakeholders of our games,"

GameStop asking for creator to come with their project on their NFT website but don't specify what kind of project is what really get me thrilled, it means by itself that they are looking in way much more than just images with proof of ownership but looking into creative project and has a vision way beyond anything we can imagine and that they even can, creator might come with project that no one ever heard about. They can't announce something they don't even know yet what will be.

Digital Game on blockchain could give digital ownership instead of renting it. Allowing you to resell it which will give back portion of money to the gamer but also the creator. So everybody wins from this!

Skins could be use in all game across the platform for example Ubisoft Ghost Recon skin could be use in Rainbow six siege i mean why not ! First this makes less work for developer into the need of making new skins every single game but also a bigger choice selection for the gamer to use skins they liked in a game in the next on. Again everybody wins!

These were ideas coming from within our community and I think they are great and worth the time to make them a reality.

Making Avatar specific platform images or Interactive image that allow the users to customize it, the same avatar will be use in all the same developer game making it so much less work and way much more fun for user. The customization possibilities with all the creator in the NFTs world is beyond comprehension for game developer. A little bit like Facepunch does in a way with the workshop in the game Rust releasing skin created by the community. Maybe even an avatar that enter different game! Like a metaverse!!!!

Now imagine that at a way larger scale.

Accomplishment and progression Data kept on Web 3 following the users wherever he goes no matter what game he play on what platform from whatever developer. Pc, Playstation, Xbox all your progression are yours now and following you as well as your game but also from a game to a other one, what you did in Call of duty modern warfare 2 are still with you in Call of duty modern warfare 10! Giving way much more customization possibilities to the user!

If Xbox or playstation don't start to try thing with Web 3 but their competitor do , they will lose the long run so it's only at their advantage trying that route because like we saw higher in the post. User in web 3 decide who get's the attention by being the most innovative one in the space because they own the Data this time.

I trust you Ryan, you already went a route I did not even expected when I first came in the stock and in a good way.

I'm Zen