

Title: GameStop, LRC, NFT

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This is the first long post of mine here. I would like to express my thoughts regarding the following topics:  
1. NFT's 2. LRC 3. GameStop. The order in the title was chosen by me because it certainly clicks better :D

# NFT's

It's inexplicable to me, but people don't seem to see the real value, which is why it motivated me all the more to write this article. Let's go.

Currently, there is a gigantic bubble around the technology of NFTs. Most people I've talked to, whether "young" or middle-aged (25 - 45), think that NFTs = images. They associate the word NFT with JPEGs and GIFs, some of which are/were traded at incredible sums. Yes, this is quite remarkable, but digital art (in this case JPEGs, or 3D animations etc) is only a TINY PART of the NFT Ecosystem. The bubble of NFT images is still growing ceaselessly, you can see that daily in the non-decreasing flood of messages from extraneous "NFT Creators" on Instagram, Twitter, or Discord. Everyone is promoting their Discord server and the "coveted Moonmonkeys, limited to 42,069".

This trend will certainly continue for a few weeks or months, if not the whole year, but the fact is that this bubble will burst. And then hundreds of thousands of 3D animations and JPEGs developed by fiverr-designers will be worth a fraction. There will be big brands that will keep or even increase their value, e.g. Adidas (very recent, NFT launch was in December) or also RTFKT (Nike just bought the brand in December) or of course BAYC (Bored Ape Yacht Club).

At this point, I think, you can already see the difference regarding the use of the NFTs. BAYC is building something in real life, a yacht club that is only for holders. So the value of the NFTs will always be linked to a real-life use-case (membership). There will probably be some very exclusive people in there too, as the rising price of Bored Apes attracts more and more famous people who can afford such a membership easily.

The Adidas project "Into the Metaverse" also ties in with reality (in the form of limited edition hoodies that only NFT holders will get next spring) as well as the new digital world (Metaverse & co), where you can use the acquired NFTs as a character or skin. Phase 2 of the Adidas NFTs is in the starting blocks, so there will certainly be something new to show.

The fact is that the functionality of NFTs is DRASTICALLY underestimated. Yet NFT is just the name behind the "technology" (Non-Fungible Token), the real value is in the "Smart Contracts" that emanate from each NFT and are on the Blockchain. These smart contracts offer INFINITE possibilities, which is why I'm surprised every time that people don't realize the potential of NFTs.

Simple examples the use of NFTs

\* \*\*Exclusive memberships\*\* (clubs, bars, restaurants etc)

Purchase of memberships in the form of a digital token (NFT) that is stored in your wallet. Only this token allows you to enter the club/bar/chat etc. So a bar could offer 3 different TOKENS (bronze, silver, gold) and depending on the color of your token, you get access to certain areas where normal "guests" don't get access.

\* \*\*Mode / Retail\*\*

Physical items such as a limited edition t-shirt (Supreme would come to mind here): Every buyer of a

limited edition t-shirt gets an NFT to go with the shirt, which is simply sent to the Wallet. So it is clear that YOUR shirt, in any case, is an original. People who wear a fake will not be able to prove the NFT either. Thus, the value of your shirt increases. In short, you could say: NFTs offer us a **COPY PROTECTION**. They serve as a **REAL GUARANTEE**. I would almost argue that for the first time in history, through the security and operation of the Blockchain, we are able to make something truly **SECURE, REPRODUCIBLE and TRANSPARENT**.

With these examples, I am only scratching the top layer of what is to come in the coming months / years. When I use the word "everyone" now, I am referring primarily to people who belong to the younger generations (born in 2006 and up) up to my generation (born in 1993). Everyone will own a wallet with NFTs by 2030. The development in this direction is definitely unstoppable. Of course, there will also be people from the older generations, but based on my experience (professional and private) I can say that especially the generation of my parents and up (1960+) will have adaptation problems.

But as I said before, before this space will redevelop and be adapted by the masses, this **JPEG Bubble** has to burst. It will be comparable to the "INTERNET BUBBLE" in the 2000s. A few brands will prevail and remain, but many NFT owners will first incur a massive loss. The good thing about such "bubbles" is that they ensure that new technology very quickly becomes suitable for the masses and is noticed. Like now, where NFT is equated with a PICTURE and everyone wants a piece of the "hype cake".

# LRC

What does LRC have to do with all this? And when is it finally about GameStop? All good, it's coming!

LRC is very likely to become a partner of GameStop (LRCs CEO answered "I cannot comment on that." when asked if there is any truth in the partnership with GameStop). Now you're asking yourself, "a partner? In what?"

Short trip

LRC is Ethereum's first zkRollup Layer2 "Network." A protocol that runs on the Ethereum Network and is meant to simplify payment transactions. Besides the fact that the GAS FEES on the L2 Network are only a fraction of what you pay on the L1 (original Ethereum Network), LRC may soon (not yet officially) offer the possibility to pay in offline stores with cryptocurrencies (ETH / LRC) via their new smart wallet. So you can then pay for your €42,069 Gucci bag with 20248.70 LRC (daily rate from CMC). Directly at the checkout with your smart wallet. Similar to Apple Pay, but cooler and with crypto.

One thing I didn't mention before is buying/selling NFTs. Currently, the situation is that there is a big top dog. The marketplace through which most NFTs change holders is called [Opensea.io](https://Opensea.io). Its the eBay for NFTs. In August 2021 alone, the trading volume on Opensea exceeded the **equivalent** of 3 BILLION dollars. Equivalent? Yes, because on Opensea you don't pay with dollars or euros, you pay with Ethereum. And anyone who has ever bought anything via their MetaMask wallet knows how damn expensive the GAS FEE can get when just a lot of people trigger a transaction. My displayed record so far: \$800 GAS FEE. (I canceled)

You remember my statement that LRC runs on the Ethereum Network and that the GAS FEE there is only a fraction? Here we go: by a fraction, I mean that I have always paid the equivalent of \$6 on average for most of my test transactions at various heights. Compared to an average of \$20-30 on the L1 Ethereum Network. That's a big saving in terms of price in many cases, and also provides the exact same security as the L1 Ethereum protocol.

**Back to the partnership thing.**

If (hopefully very soon) LRC now announces that it is in partnership with GameStop, that means low-cost transactions for digital assets using LRC and their Layer2. Now you're asking yourself, **"what digital assets?"**

# GameStop. Finally. Let's get to our beloved GameStop.

It's no longer a question of if, but only when. When will it finally be officially announced that GameStop will publish its own NFT Marketplace. A direct competitor to Opensea. Just much better known, bigger and thanks to us monkeys: more powerful!

Now many probably think: "Yeah ok, it will be a Marketplace for games and figures and all that stuff you can buy in a GameStop" And yes, that's true. But it is only a TINY PART of what will be implemented on this Marketplace. I've already introduced you to the true superpower of NFTs above. The GameStop Marketplace will be the new Amazon for NFTs. Supported by LRC with cheap transactions and the security of ETH Network.

Imagine Limited Editions of certain games being sold as NFTs instead of just a "COLLECTIVE BOX". With the NFT, you get access to certain skins, events, Discord servers, exclusive content, etc. And if years later you don't play anymore or have other interests, you simply sell the game including the NFT on the Marketplace and collect a chunk of LRC/ETH for the exclusive content.

Or you keep the NFT and in 20 years you can say you own one of 10,000 first edition Pokeballs. And with your luck, you'll have received the only Pikachu as an AirDrop as a loyal holder. Then when your 50 year old YOU comes to a party and says you own the first true NFT Pikachu, that's probably the most blatant flex. But yeah, we digress.

I'm pretty sure GameStop will (also) release the developed Marketplace under another new brand (whitelabeling) to differentiate themselves somewhat from the "gaming" sector and appeal to the masses. I personally find it a bit strange to buy concert tickets as NFT via GameStop Marketplace. Simply for the reason of branding, because music/concerts and the purchase of tickets have little to do with "games" in my opinion. Therefore, something else will surely come up.

GameStop - a globally known brand that has completely changed within a few months and will soon be one of the most progressive companies. I am happy to be a GameStop and LRC shareholder.

See you on the moon, whether it's with the LRC or GME rocket! ■