

Title: No one gives a shit about the NFT Marketplace... And that's ok.

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I've seen a lot of posts today regarding the lack of MSM coverage on GameStop's NFT Marketplace. "I can't believe the official unofficial announcement didn't send the hedgies into a tailspin! The media is corrupt!"

I've literally seen probably 10 posts like that today.

Well I'm here to say... No one really cares! That's the hard truth. Hear me out..

MOST PEOPLE ARE CONSUMERS, NOT INVESTORS, AND EVERYONE HAS GROWN ACCUSTOMED TO THE "OLD" WAY OF LIFE

A post I saw earlier today said something to the effect of "if Tesla announced the first flying car then MSM would be all over it". Well ya, no shit!

But if Tesla very quietly announced they were partnering with super smart car folk and they were very early in the long process of building the first ENGINE for a flying car then... Ok, great I guess? They announced a concept engine. Cool! It may create a little more buzz than what we're seeing right now with GameStop but let's also remember, Tesla has been painted as untouchable lately, GameStop has been painted as a flaming turd, and also a flying car is a concept that EVERYONE understands.

Up until there's a finished product ready, the vast majority of the population aren't going to give 2 shits about what's going on behind the scenes.

AND THAT'S OK

Another example...

Think about our current banking system. Think about credit card transactions. I think a large percentage of apes were born into our current system and can't imagine things any other way. Not only that but, honestly who walks around daily thinking about "how" that credit card transaction was processed or the technology behind it? No one! Because this has been our way of life for what feels like forever now, it's 2nd nature, it's streamlined, it's nothing new. But believe it or not there was a time when none of the conveniences we have today with online banking or credit cards existed, and you had to walk into a physical bank for your banking needs.

An NFT Marketplace and the Metaverse is something most people cannot even fathom at this point in time. It's a totally foreign concept. Apes have a better GENERAL understanding of it than your average person but even still it's anyone's guess as to how this marketplace will look, operate etc.

The iPhone we use and take for granted today was revolutionary back in 2007, and for several years before that it was just a concept.

Right now the NFT Marketplace is just that, a working concept.

If all goes well, then in the next 1-2 years that concept will turn into a finished product that slowly (or aggressively?) cements its place within the gaming industry and maybe even other industries.

And 10 years down the road? The NFT Marketplace will be the standard. Many people will be born into a world with a fully functional NFT Marketplace and they'll never know the world was any different, for them that will be their "normal", just as traditional online banking with fiat currency is our "normal" today.

TLDR: People will give a shit, eventually, but most people don't fully understand the concept as it is now. AND THAT'S OK. As the concept matures into a useable product, then and only then will this project truly shake things up.