

Title: Pokemon NFTs, Pokemon Go & VeVe Partnership with IMX coming to GameStop Marketplace (Leak Analyzed) - Change The Game!

Author: disoriented_llama

Created 2022-06-02 20:33:13 UTC

Permalink: /r/TheGloryHodl/comments/v3i6y2/pokemon_nfts_pokemon_go_veve_partnership_with_imx/

Url: https://www.reddit.com/r/Superstonk/comments/v3ao0k/pokemon_nfts_pokemon_go_veve_partnership_with_imx/?utm_source=share&utm_medium=ios_app&utm_name=iossmf

Linked Post Content:

Hi, **u\\bosshax** here,

Buckle up...!

Back in October, 2021 there was a leak showing a new Pokemon Trading Card Game launching on IMX.

This was **before** anyone made the IMX + GameStop connection.

You can see the early rumor here:

[<https://www.youtube.com/watch?v=beJgqPjdtHg&t=136s>](<https://preview.redd.it/1k6gfgs408391.png?width=807&format=png&auto=webp&s=cd89da023854e46c2241787bb48b50ba5c33f047>)

This below image is a screenshot of the Immutable X Test Net - you can see the Pokemon Trading Card Game NFTs here (just placeholders).

<https://preview.redd.it/x87a3le708391.png?width=1053&format=png&auto=webp&s=f0424102a6a075d48b68dc4afa81d660e892b88f>

Naturally people on Twitter got pretty excited:

<https://preview.redd.it/3ndaih708391.png?width=612&format=png&auto=webp&s=dcf20c8a669b30b347034077d0f4d6427c0068ae>

Then this happened:

[<https://investor.gamestop.com/news-releases/news-release-details/gamestop-formspartnership-immutable-x>](<https://preview.redd.it/5pul88t808391.png?width=1202&format=png&auto=webp&s=0a66e79b90983e9f570a2ed45b1d8fba09ddb945>)

In Robbies first AMA with Superstonk he reveals he's been in conversations with GameStop about this **'gaming'** project since **day one** and actively working for the better part of half of last year.

Transcript from AMA Video:

[<https://www.youtube.com/watch?v=UKQQ3KCikBl>](<https://preview.redd.it/58ai5gab08391.png?width=808&format=png&auto=webp&s=24b3376af47aedc0f5c2fabe387b1e9e5483df62>)

Byron, Community Manager at Loopring, was very involved with the GameStop / Loopring integration and had this to share on March 23rd, 2022.

<https://preview.redd.it/en36aiqc08391.png?width=823&format;=png&auto;=webp&s;=60d1055db77607fff264413f0ab7c09c31970a74>

So if by March 23rd IMX hadn't even begun ANY integration work with GameStop... But they had long since announced the IMX x GameStop Partnership... then ****what**** have they been working on?!?

Well, Robbie actually tells us:

<https://preview.redd.it/71ejptbd08391.png?width=634&format;=png&auto;=webp&s;=23c2f008c1126db2f5d0de613f7c2da3b5ddc8df>

And IMX's whole role is to bring ****CONTENT**** to GameStop:

<https://preview.redd.it/wssdja5e08391.png?width=663&format;=png&auto;=webp&s;=33511a21368a0232256f0d931a6d0c3acecc36bc>

So IMX have been working behind the scenes with secondary partners building content for... quite... some time.

Pokemon (Nintendo) is probably one of the most famous game brand names- and already a big partner with GameStop.

<https://preview.redd.it/i67ieegf08391.png?width=1091&format;=png&auto;=webp&s;=4695c31a80f7ad9475275390df95879fb198842f>

GameStop already sells their physical trading cards:

<https://preview.redd.it/iaubbuig08391.png?width=1479&format;=png&auto;=webp&s;=b5edd4a77f157ea544d51ad03f8404f39e481bc4>

Pokemon NFTs are kind of the ****holy grail use case for gaming****- a very easy to understand collectible AND useful (game with it) asset. Pokemon Go is a massive game that has brought in over \$5B in revenue. Imagine Pokemon Go with NFTs... Incredible potential But there are two big missing pieces... A marketplace... and a wallet.

The Pokemon Trading Card game is in Beta Now, here's a sneak peak:

<https://preview.redd.it/w7jjwxhw99391.png?width=1136&format;=png&auto;=webp&s;=7b0591e3cdee2507cc8eeda795535d83724228e7>

They just opened the beta to Mexico...

[<https://twitter.com/VPokemonTCGV/status/1529935622802227220?s=20&t;=9oSqip7-l4aKboARab3rZA>](<https://preview.redd.it/ufpzi58i08391.png?width=608&format;=png&auto;=webp&s;=00b77f7349ed702fe42b183bafaab43e74bbbb8c>)

Pokemon Trading Card game already has a relationship with GameStop

[<https://twitter.com/PokemonTCG/status/1529911968936644614?s=20&t=D6R5J1t1nIqaOvL97U2jxw>]
(<https://preview.redd.it/d1ghpohl08391.png?width=588&format=png&auto=webp&s=c1cc499ea2bb290bd1f0e356edd4f5712f7fd694>)

Pokemon was licensed and brought to America by this guy, Alfred Kahn:

[<https://www.inc.com/magazine/202111/scott-eden/al-kahn-pokemon-yu-gi-oh-cabbagepatch-kids.html>]
(<https://preview.redd.it/39ad1xjn08391.png?width=841&format=png&auto=webp&s=2b5afee2707608dbb212fb78a4a1899d6d1fe021>)

In 2018 Kahns business partner, David Yu (who managed the New Zealand business), **started an NFT company VeVe.**

<https://preview.redd.it/rn4nb0po08391.png?width=827&format=png&auto=webp&s=32a3830aa57dca578f1e9166ed72cf1dbfcdcf08>

In April 2021 guess who launched a partnership with **VeVe** and all these license assets? **Immutable x.**

[<https://www.immutable.com/blog/veve-immutable-x-partnership-announcement>](<https://preview.redd.it/11vkysup08391.png?width=803&format=png&auto=webp&s=8d3ab3dbd5dfa671065b1481852f1525ab97a3a1>)

VeVe brings premium licensed NFT digital collectibles to mass market\- they have all the leading licenses like: **Pokemon, Yugioh, DC Comics, Star Wars, NFL, Marvel, etc.**

<https://preview.redd.it/6hukr2tr08391.png?width=1249&format=png&auto=webp&s=ee6eb92c03cbe07a81978e4f6198b0a5ce0fdb4a>

So GameStop, via IMX, gets access to all this GREAT license content via VeVe.

<https://preview.redd.it/cx3oj6ds08391.png?width=408&format=png&auto=webp&s=7b9ed977592f46aa3412ca62e1880001147b3cdf>

[On February 3rd Pokémon Trading Card Game announced they will be a Pokémon Go expansion THIS SUMMER.](<https://pokemongolive.com/en/post/pgo-tcg/>)

<https://preview.redd.it/ipm36y8t08391.png?width=840&format=png&auto=webp&s=40e0e5b3516c8d6e>

3b6109ed175997b0c6c177d2

****Immutable really trying to spoon feed us with this one:****

<https://preview.redd.it/ooezoktt08391.png?width=612&format;=png&auto;=webp&s;=5d20ddb16e5c416fb0839d28c9dd15d475068f5>

TLDR

****Pokemon**** is one of the most famous gaming franchises in history.

****Pokemon Go****(<https://sensortower.com/blog/pokemon-go-five-billion-revenue>) had ****\$5B**** in revenue from digital items as of 2021.

****VeVe**** is the digital license media company that owns the licenses for Pokemon, Yugioh, Marvel, DC, NFL and others.

****Immutable X**** has a partnership with ****VeVe**** established in April 2021.

****Immutable X**** announced a partnership with ****GameStop**** as of February 2022, but Robbie cited they had been closely working since the beginnings of the project, however it wasn't on the marketplace integration side- they have been working with Game Studios to broker deals on game content (just like Pokemon).

****Pokemon Trading Card Live**** is the new game that is going to replace ALL [the existing Pokemon trading card games.](<https://support.pokemon.com/hc/en-us/articles/4406895467668-Pok%>) It is currently in beta. It should launch this summer.

[Pokemon Trading Card Live has an expansion pack launching this summer on ****Pokemon Go.**** This was announced on February 3rd, 2022.](<https://pokemongolive.com/en/post/pgo-tcg/>) (Oddly the same day as GameStop x Immutable X) Pokemon Go requires Location Services. GameStop wallet requires Location Services.

NFTs require a marketplace and a user wallet.

****VeVe**** have the license content.

****IMX**** have the ****NFT minting/trading/oder book**** and ***collect the trading fees.***

****GameStop**** has the ****wallet**** and coming ****NFT Marketplace.****

****Get hyped... you're going to be able to catch Pokemon with you GameStop wallet.****

If you like my DD you can follow me on Twitter:

<https://twitter.com/EndOfTheWake>. Nothing is monetized.