



Fokustalk – NFT, Tokenisierung, Metaverse

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Kolumne

Token Deep Dive: Warum die Lebensmittelindustrie auf den NFT-Geschmack gekommen ist

Pro News Ultra-Clug

Mit einem Rücklauf wegen Salmonellen geriet Ferrero in die Schlagzeilen. Der Grund für den Skandal: undurchsichtige Lieferketten. Wie die Blockchain-Technologie dem vorbeugen können, erläutert diese Folge der Token Deep Dive-Kolumne.

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Token Deep Dive: NFT-Tickets gegen Betrug mit Konzertkarten

Nach zwei Jahren Pandemie geht die Eventbranche verändert wieder an den Start: Begrenzte Ticketkontingente und verschobene Konzerte befeuern Zweitmärkte. Dort kann aber niemand für die Echtheit der Tickets garantieren. NFT könnten das Problem lösen.

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Token Deep Dive: NFT statt Plattformen in der Creator-Economy

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2021 war der Startschuss des NFT-Hypes. Doch die Non-Fungible-Token (NFT) verändern die Interaktion zwischen Creator:innen und Follower:innen. Ein Angriff auf die Geschäftsmodelle von Social-Media-Plattformen wie Facebook, Instagram oder TikTok.

Von Dennis Flötscher

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Token Deep Dive: Wie Fans in die Werke von Musiker:innen investieren können

Viele Musiker:innen leben mit prekären Einkommenssituationen. Während der Pandemie mussten sie umso kreativer werden, um ihr Einkommen zu sichern. NFT könnten das Werkzeug zu mehr finanzieller Kontrolle und Stabilität der Künstler:innen werden.

Von Dennis Flötscher



**The evolution of
Blockchain**



NFT Use Cases



Tokens x Metaverse?

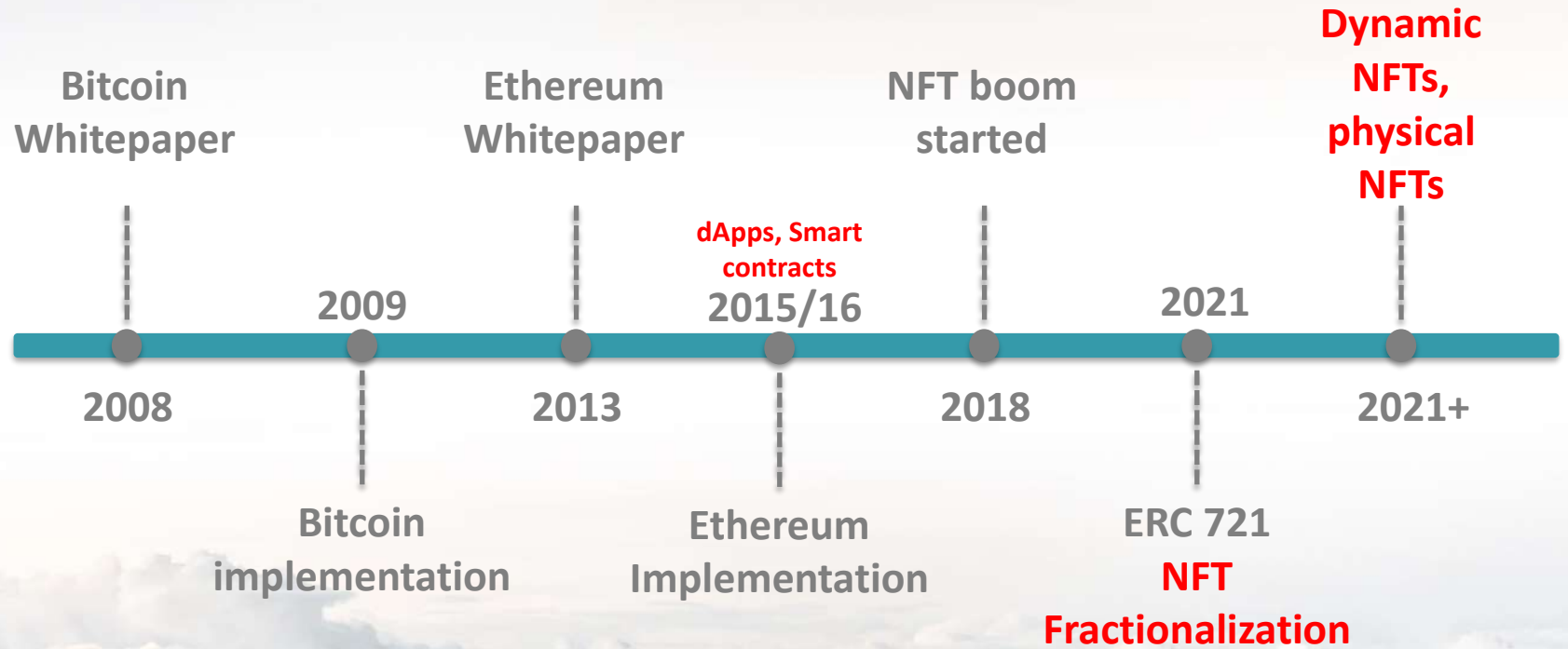


Quo vadis NFTs?



What's next?

EVOLUTION OF BLOCKCHAIN



Music



Royal.io as NFT platform

- Fans as investors in Musicians
- Fans receive revenue sharing
- Exclusive access to events, drops, songs

Ape-in-Productions – by Timbaland

- Metaverse band based on Bored Apes
- License Apes to generate income
- Be part of Timbaland's events

Event Ticketing



NFT Event Tickets

- Verified ticketing, no fake tickets
- More transparency via Blockchain
- More control and monetization levers for organizers
- New marketing options

Live Stubs

- Live Nation meets Swedish house mafia
- Digital collectible with exclusive offers

Food tracing



Food tracing

- Verify origin and further details of the supply chain
- Supply chain transparency
- Scan the QR code and check whether it has Bio/demeter quality

BRAND RELEASE

Johnnie Walker Masters of Flavour

About Drop Info NFT Details

A special liquid based on 200 years of Scotch knowledge and craftsmanship in the fields of malting, distillation, cask maturation and blending - housed and presented in a beautiful Baccarat Crystal decanter, all enclosed in a handmade wooden cabinet. This exceptional Scotch is crafted from the finest maturing whiskies in the Johnnie Walker reserves - all aged for at least 48 years - from the four "ghost" distilleries of Port Dundas, Brora, Glen Albyn and Glenury Royal. It is the third and final expression in the Johnnie Walker Masters series. For the first time, Johnnie Walker is offering seven buyers the chance to not just own an extremely rare bottle of whisky, but the first NFT in the brand's history.

LIVE ON
May 31, 2022 at 04:30 PM

RELEASE TYPE: FIRST COME FIRST SERVE

08 : 03 : 13 : 48
DAYS HRS MINS SECS

PRICE
16.75 ETH ~\$35,000.00

ADD TO CALENDAR SIGN IN

*This bottle NFT's experience can be redeemed upon request. Please contact contact@blockbar.com to confirm if this NFT's experience has been redeemed or is still available. Please click here for the full terms and conditions of the Experience.



Connect Your Wallet

- Coinbase Wallet
- MetaMask Wallet

Other Wallets

BRAND
JOHNNIE WALKER

AGE
48 Years

TYPE
Blended Scotch Whisky

SIZE
75CL

ABV
41.8%

REGION
UK, Scotland

AVAILABLE TO REDEEM
on Dec 1, 2022

Avatar & Fashion



RTFKT x Nike Dunk Genesis ANGL

Owned by [MORPHIE](#) • 226 views • 3 favorites

🕒 Sale ends July 23, 2022 at 5:41am GMT+2

Current price
+ 40 (832,092.00)

[Buy now](#)

[Make offer](#)

Avatar & Fashion

- Unique avatars
- Unique fashion
- To be leveraged in virtual worlds (Decentraland, Sandbox, Otherside)

TOKENS X METaverse

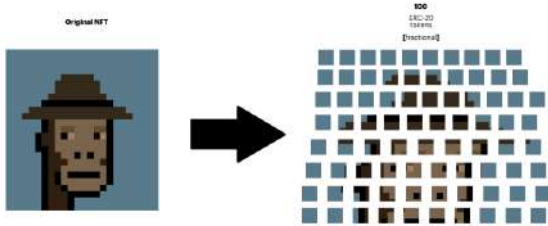
CURRENCY OR PROOF OF OWNERSHIPS

10



- 1/ There are pioneers, corporates, private investors, scammers
- 2/ Pioneers try to identify the „killer“-use cases and finance/build the future
- 3/ Corporates learn from pioneers to leverage this technology to increase sales and drive customer loyalty
- 4/ Private investors are looking for financial freedom
- 5/ Scammers leverage the knowledge of pioneers to take the financial freedom from private investors

NFT Fractionalization



Dynamic NFTs

GOLD EVOLVE DROP

Owners of Red Mars, Blue Neptune, and/or Silver Moon can enter to win a Gold Evolve — one winner will be chosen from each tier using Chainlink VRF. To enter, you need to send a transaction and all of your eligible cards from your wallet will be submitted in the raffle. Owning multiple of the same tokens within one tier (i.e. 5 Red Mars) will increase the likelihood of you being chosen within that tier.

In order to see your eligible tokens, you need to connect your wallet

CONNECT

The raffle entries will be open for a duration of four weeks from opening date. Upon completion of the raffle, the Gold Evolve NFT will be sent to the wallet address that owns the card selected as the winner.

GOLD EVOLVE OWNER BENEFITS

- Official Physical LaMelo Ball Gold Collectible Card
- Guaranteed \$750+ in Endorsement Deal rewards
- Guaranteed Official LaFrance Merchandise
- Chances to win NBA Game Tickets valued up to \$5,000
- 50% chance to receive autographed memorabilia
- Exclusive access to scheduled group chats with LaMelo Ball



Physical NFTs (Digital Twin)



Let's connect
on LinkedIn

