



crypto.com

INTRO TO NFT

Dane Bae
APAC BIZ in NFT & New Ventures

A little about me



About Crypto.com



Mission

**Accelerate the
world's transition
to cryptocurrency**

Vision

**Cryptocurrency in
every wallet™**





crypto.com

**We are a community building the
future of internet: Web3.**

**Powered by crypto, Web3 will be
fair and equitable, owned by the
builders, creators and users.**

You.



Users 

70M+

Markets 

110+



Our products and services

1 Trading



App



Exchange



Tax

2 Payment



VISA Card



Pay

3 Financial Services



Earn



Credit



DeFi

4 Metaverse



NFT



GameFi

5 Infrastructure



Crypto.org Chain



Cronos

6 Security & Compliance



Certifications



Licenses



Insurance

Crypto.com in Korea



Crypto.com NFT 개요

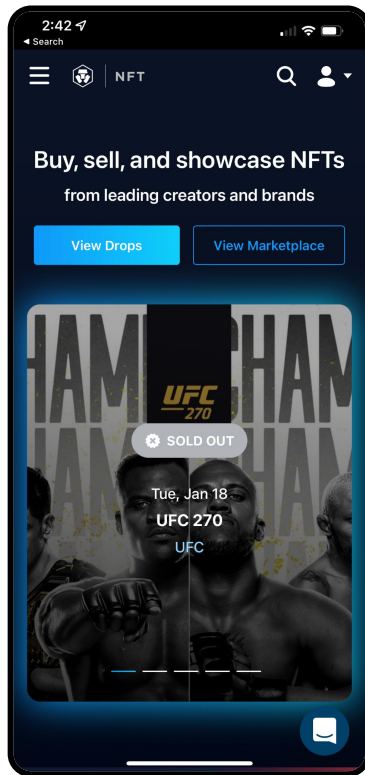
주요 제작자 및 브랜드의 NFT 구매, 판매 및 공개

2021년 봄에 출시된 Crypto.com NFT(대체 불가능 토큰)는 Crypto.org 체인의 NFT 컬렉션을 위해 양단을 연결하는 마켓플레이스입니다. 1년도 채 되지 않았음에도 우리는 NFT 거래 수익에서 2억불 이상을 달성하였습니다.

크립토닷컴 NFT는 모든 제작자가 자신의 작품을 게시할 수 있는 오픈 마켓플레이스를 지원할 뿐만 아니라 매우 전문적으로 선별된 컬렉션과 제작자를 보여주는 특별한 섹션을 지원합니다.

기존 브랜드와 유명인부터 떠오르는 독립 아티스트 범위 까지 다양한 제작자와 함께 일하고 있습니다.

우리는 다양한 예술, 유명인, 스포츠, 게임밍, PFP, 음악 그리고 암호화 NFT를 특별히 포함하고 있습니다.



브랜드 파트너 드롭스



유명인 드롭스

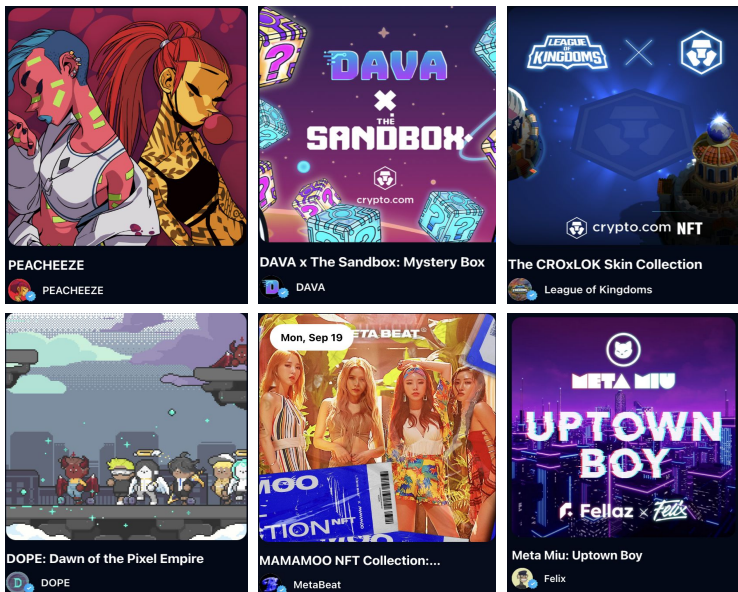


Crypto.com 드롭스



We are proud to partner with world-class Korean artists and companies to advance Web3

Collaborations with top Korean artists on NFT drops



Partnerships with Korean Companies



A nighttime photograph of a cityscape, likely Seoul, South Korea, with numerous illuminated buildings and a bridge in the foreground. The image is dark, with the city lights providing the primary illumination.

**South Korea is a
very important
market for
Crypto.com**

We remain committed to
regulatory compliance,
consumer safety,
awareness and **protection**

We will leverage our
partnerships, resources, and
expertise to support the
**blockchain ecosystem in
Korea**

**At Crypto.com, we
are excited about
the continued
adoption of Web3**

We are particularly excited about **gamefi, socialfi**, and continued **collaboration with regulators** to onboard users from across the world

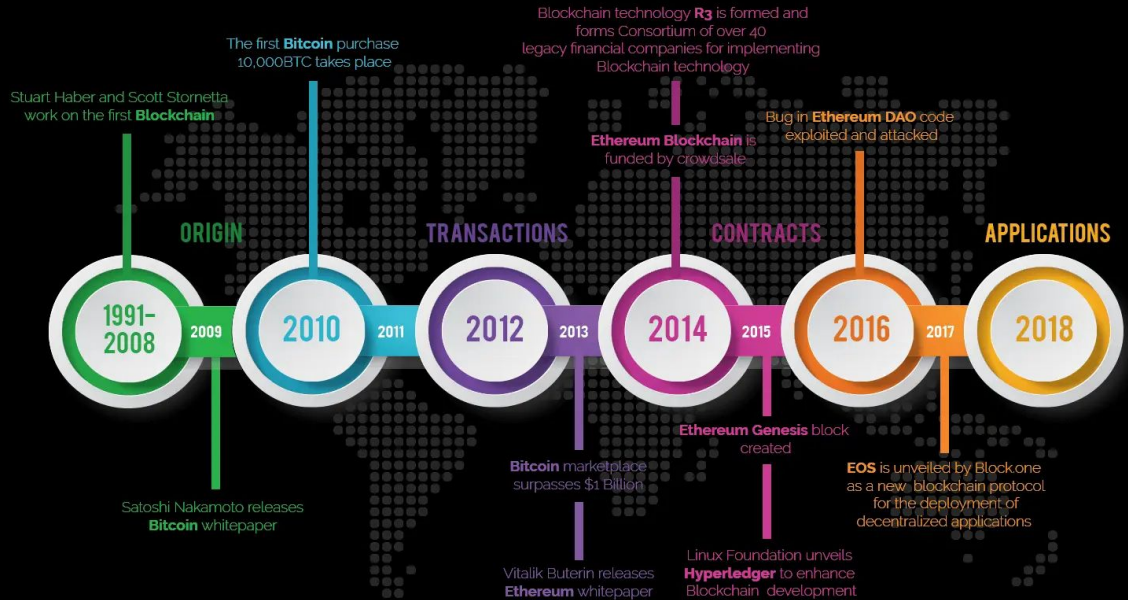
What is NFT?

Non-Fungible Token
대체불가능 토큰

What is Token?

토큰(token)은 본래 '징표', '형식물'이라는 뜻에서 유래하여 상품권이나 서비스의 교환권을 뜻하는 영단어

History of NFT (Or Cryptocurrency)



Created by 101blockchains.com

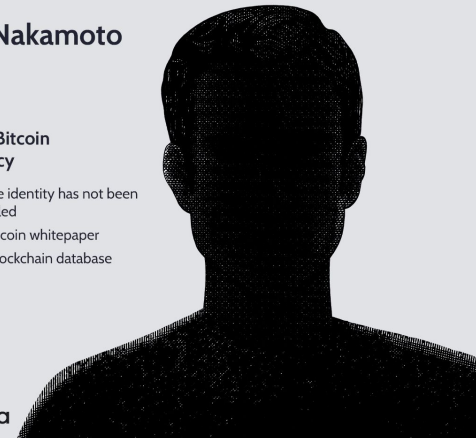


Satoshi Nakamoto

Born: Unknown

Creator(s) of Bitcoin
Cryptocurrency

- Pseudonym; true identity has not been verified or revealed
- Authored the Bitcoin whitepaper
- Designed first blockchain database



Investopedia



**So what can you do with
BTC? or any cryptos?**

NFT

Every CryptoPunks is Unique in Appearance



Source: CryptoPunks

NFT

Types and Attributes Combine to Create Unique Punks

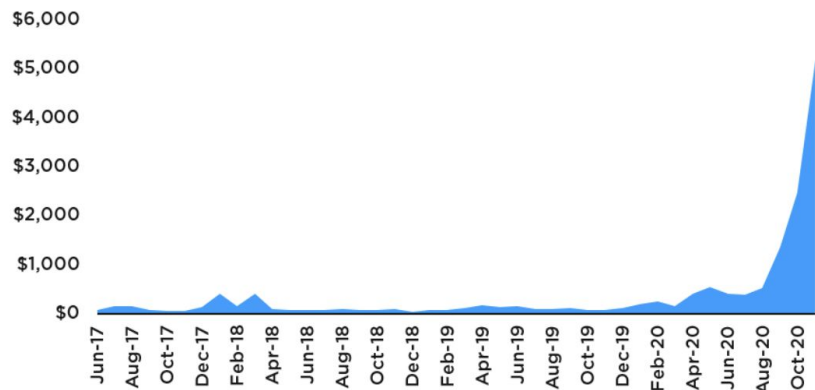
Punk Types					
Attribute	#	Avail	Avg Sale [Ⓢ]	Cheapest [Ⓢ]	More Examples
Alien	9	0	0		
Ape	24	3	77.33 [Ⓢ]	250 [Ⓢ]	
Zombie	88	2	41.80 [Ⓢ]	46.90 [Ⓢ]	
Female	3840	210	3.82 [Ⓢ]	3.30 [Ⓢ]	
Male	6039	392	2.96 [Ⓢ]	3.25 [Ⓢ]	

Attributes					
Attribute	#	Avail	Avg Sale [Ⓢ]	Cheapest [Ⓢ]	More Examples
Beanie	44	4	27.02 [Ⓢ]	49 [Ⓢ]	
Choker	48	0	20.81 [Ⓢ]		
Pilot Helmet	54	3	12.66 [Ⓢ]	65 [Ⓢ]	

Source: [CryptoPunks](#)

CryptoPunks Average Price per Transaction

CryptoPunks are selling for a pretty penny as traders seek collectibles

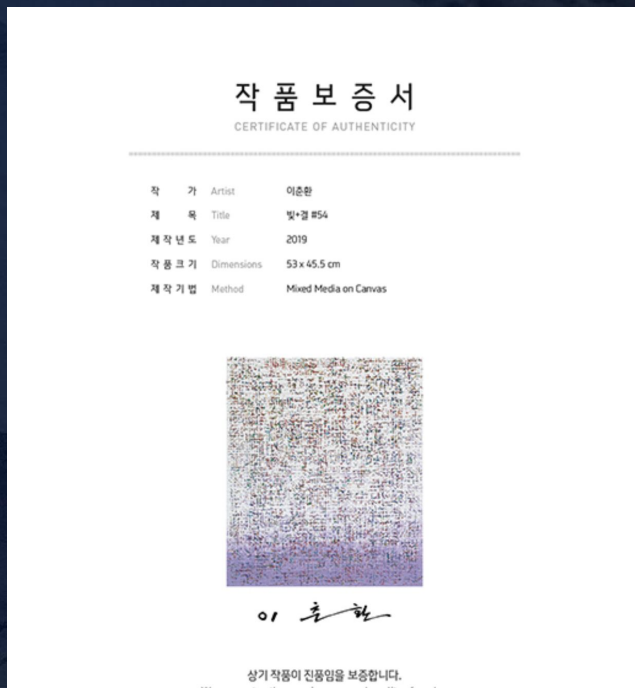


As of October 31, 2020

Source: Nonfungible.com, Crypto.com Research

Questions About NFT

- 그냥 이미지인데, 복사하고 사용할 수 있는 것 아닌가요?



How to Mint an NFT

101 Blockchains

HOW TO BUY AND SELL NFTS

WHAT ARE NFTS?

Non-fungible tokens are a special-grade digital asset where every single token or item is unique. Because of these characteristics, NFTs can't be interchanged or replaced with identical tokens.

HOW TO BUY NFT?

- 01 Choose an NFT marketplace that lets users buy and sell non-fungible tokens
- 02 Create an account in your chosen NFT marketplace
- 03 Sign up for a blockchain wallet and connect that wallet to your NFT account
- 04 Buy Ether or other supported digital currency from a crypto exchange and fund your blockchain wallet
- 05 Browse through the marketplace listings and choose the NFT you want to buy
- 06 Participate in the auction/bidding process of your chosen NFT
- 07 Based on the bidding amount, you may or may not own the NFT (The NFT is awarded to the highest bidder)

HOW TO CREATE AND SELL NFTS

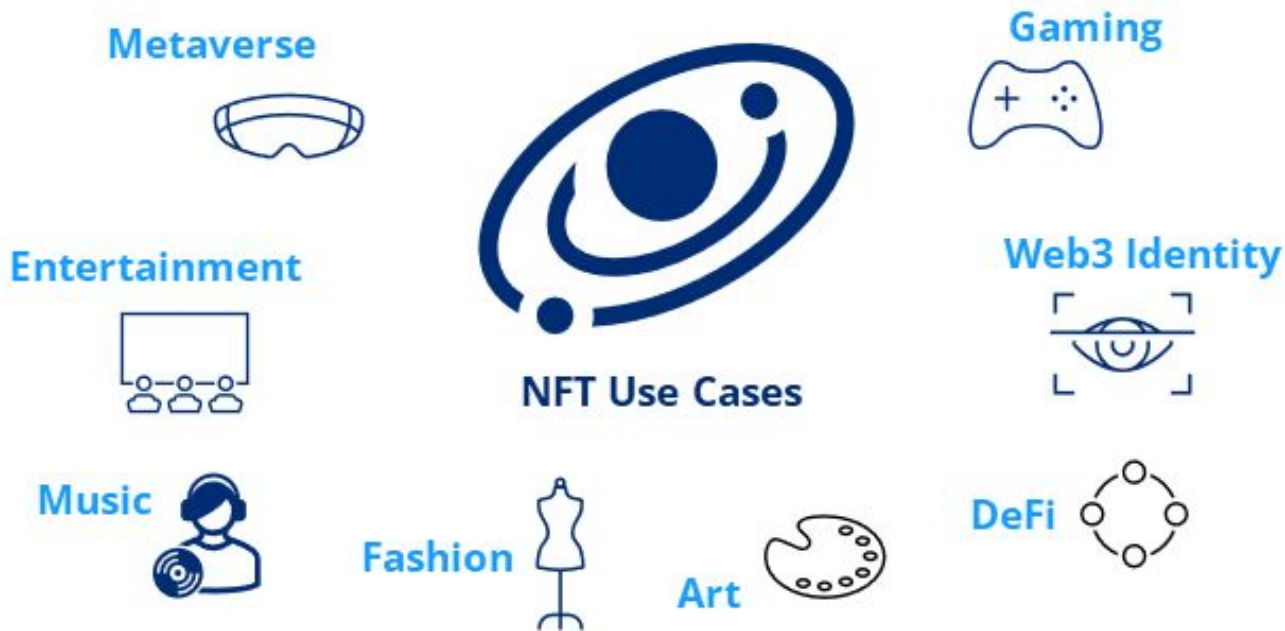
- 01 Choose a marketplace that lets users create NFTs and create an account
- 02 Connect your blockchain wallet to the account and fund it
- 03 Select the contents that you want to turn into NFTs and upload them to your account
- 04 Pay the minimum fee for creating the NFT (The fee varies from marketplace to marketplace)
- 05 Once uploaded, select the NFT you want to sell and set a fixed price or a bidding range
- 06 Promote your NFT on social media to gain prospective buyers
- 07 Once a buyer buys your NFT (generally through bidding), the payment automatically gets stored in your blockchain wallet

NFT = Contract -> Smart Contract

Web 2.0 -> Web 3.0 / Metaverse

그렇다면 우리는 왜 Web 3.0?

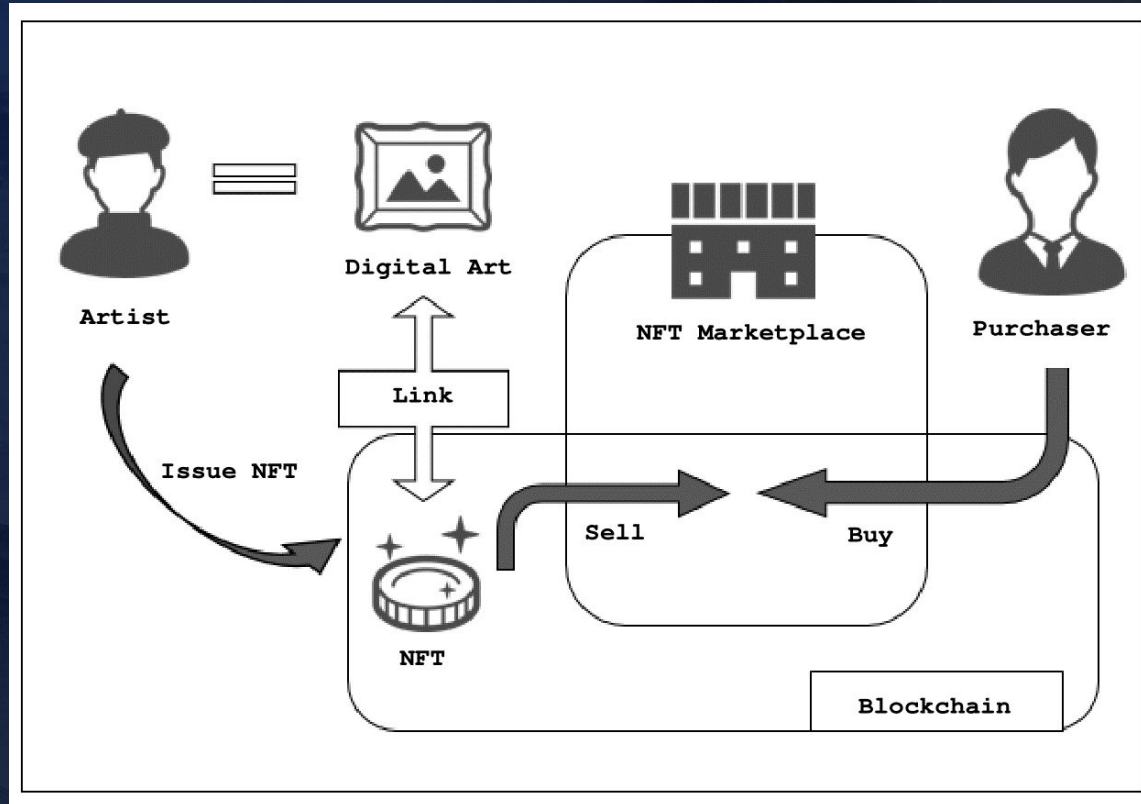
NFT Use Cases Expanding



Source: Crypto.com Research

Why NFT?

Cost & Time Saving= More Transactions/Trades



NFT in Art

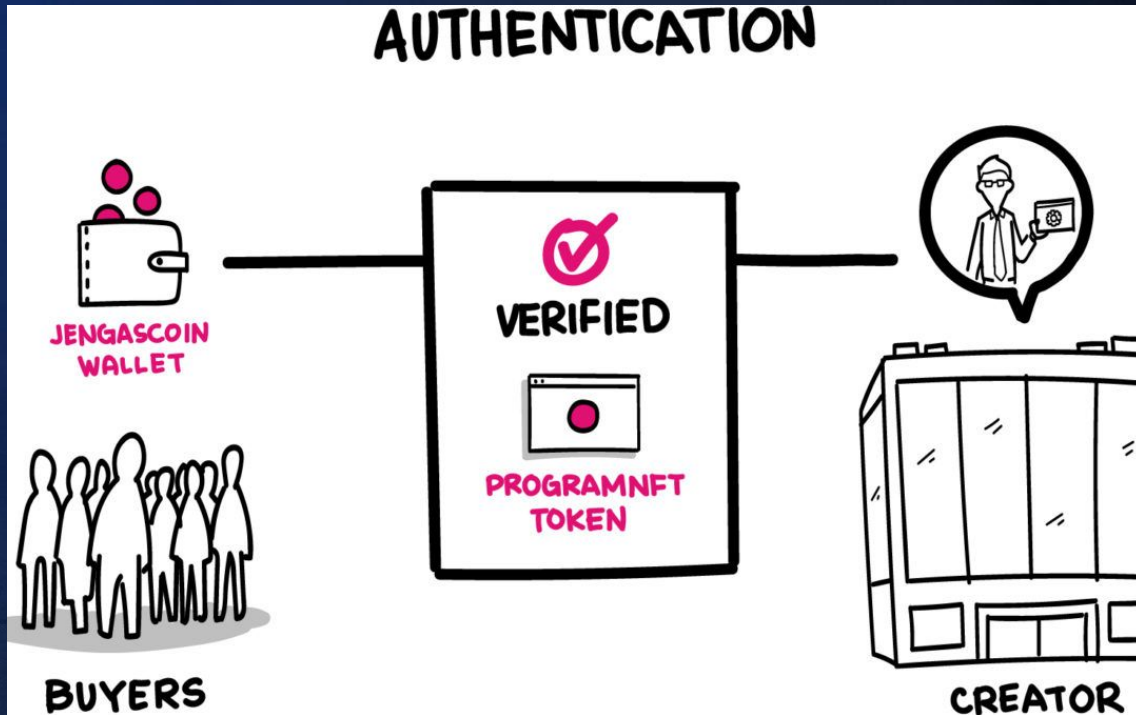


예술가와 크리에이터들은 왜
가장 빠르게 NFT로 움직일까?

Why NFT? Copyrights / IP RIGHTS



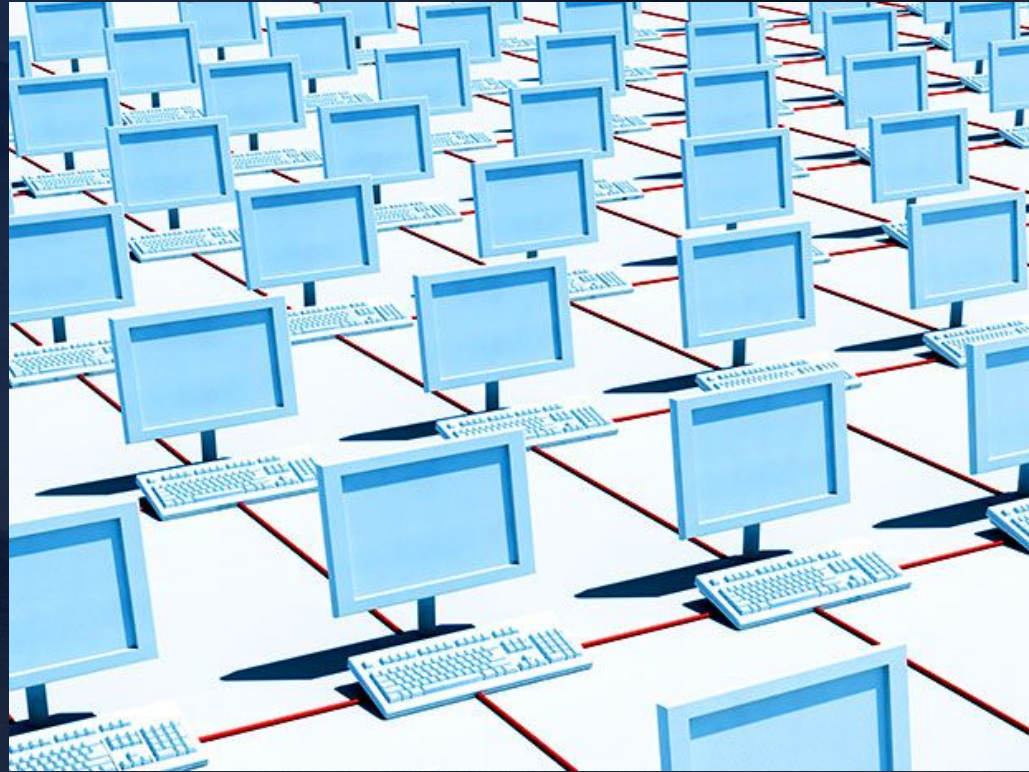
Why NFT? Authentication



예시) A 대학에서
모든 졸업장을
NFT로 발행 ->

졸업생들만이
참가할 수 있는
행사, 홈페이지,
단톡방을 NFT로
인증

Why NFT? Sustainability



Why NFT? Metaverse



Why NFT? Metaverse Land



10 brands
that have built
awesome
experiences
in the
metaverse

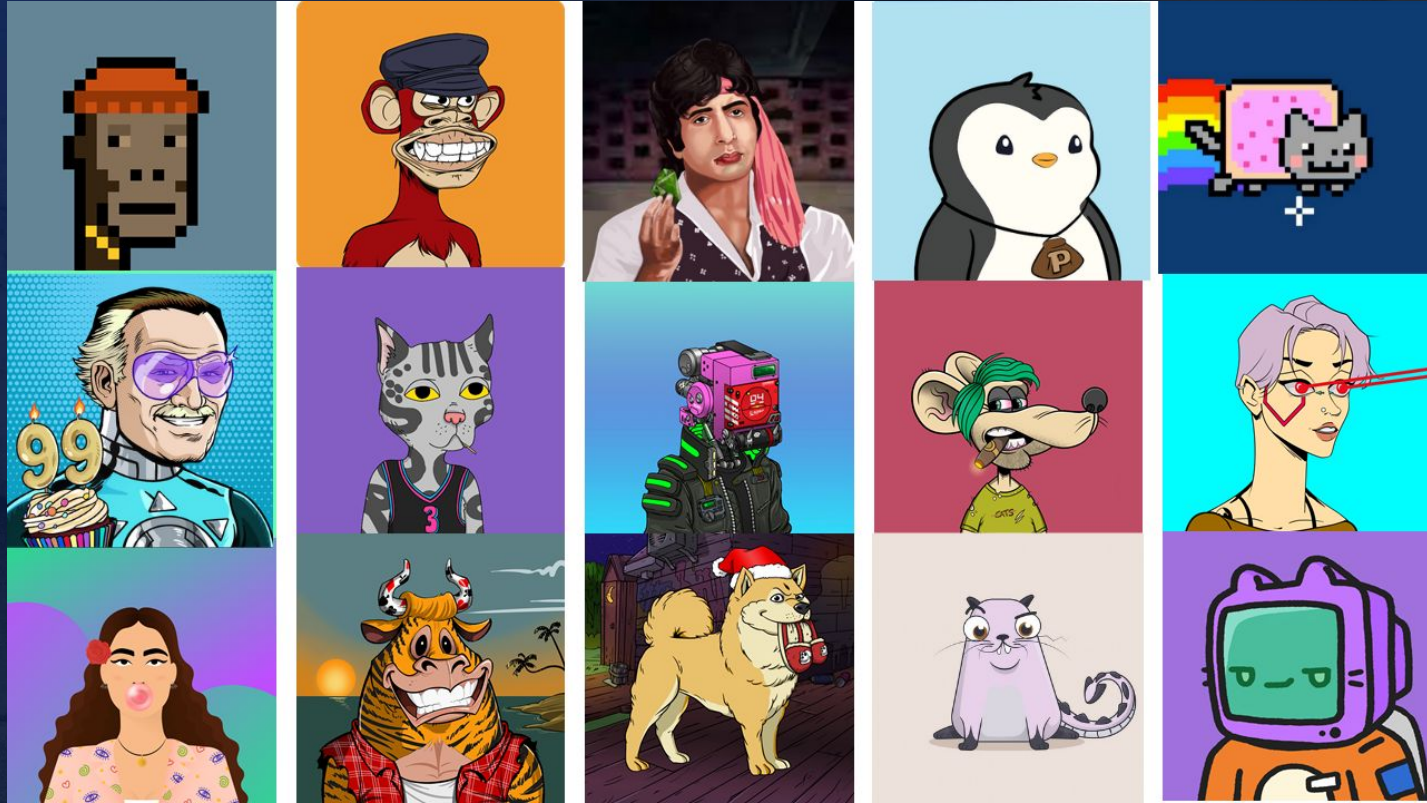


Steven Van Belleghem

Why NFT? Transparency



Why NFT? Community(Governance)

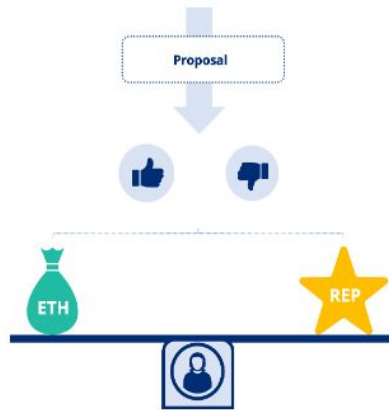


Why NFT? Community(Governance)

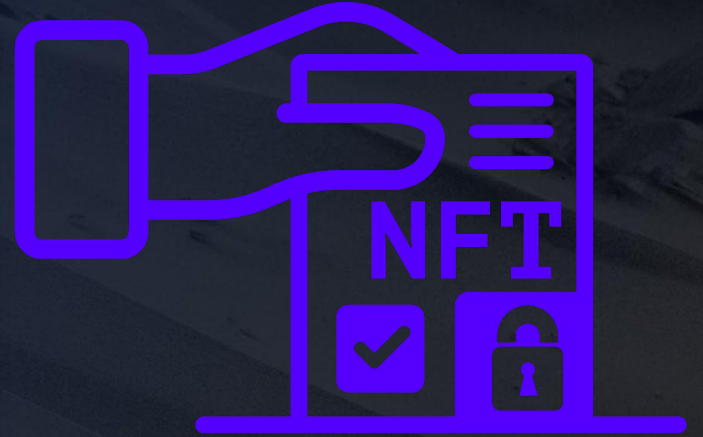
crypto.com | RESEARCH

Submitting a Proposal in Koop

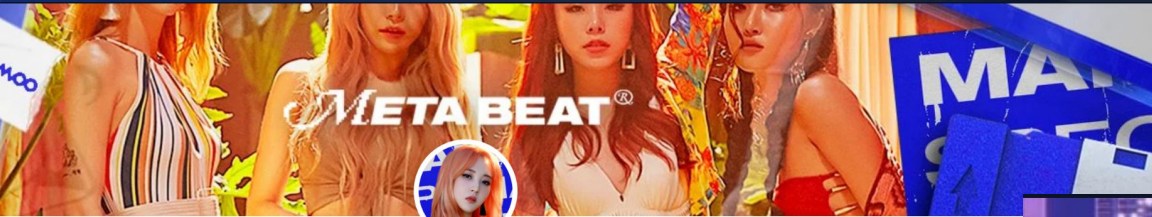
Voting weight is based on ETH contributed and reputation as an NFT investor



As of 21 Oct 2022 Sources: Koop.xyz, Crypto.com Research



NFT In KPOP



MAMAMOO NFT Collection: Crypto.co...

Collectibles	Owners	Floor Price	Volume Traded
224	127	\$170 AUCTION	\$293.8K BUY NOW

Items Activity

Search by name or description

Sort By



참여형 NFT 사례



Meta Miu : Uptown Boy

Collectibles	Owners	Floor Price	Volume Traded
304	108	\$50 BUY NOW	\$50K

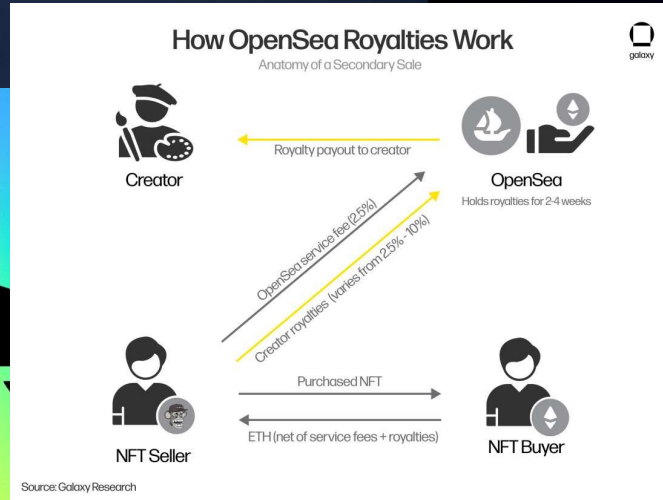
Items Activity

Search by name or description

Sort By



Why NFT? Resell



adidas



BORED APE YACHT CLUB
INDIGO HERZ

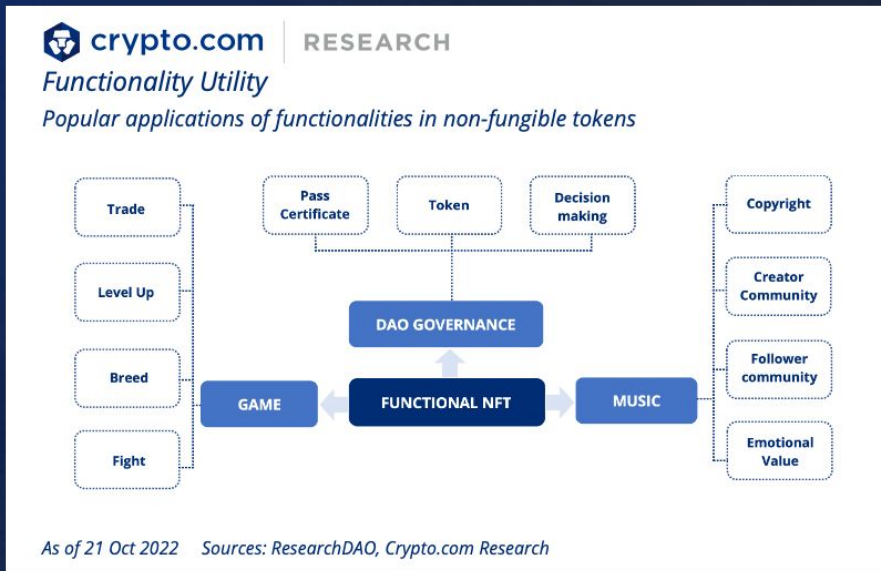
NFT in Fashion



Pick
Outfit
From
Catalogue



NFT의 최근 기능



NFT 기술의
가장 중요한 부분은

결국 동일하게

“약속이행”

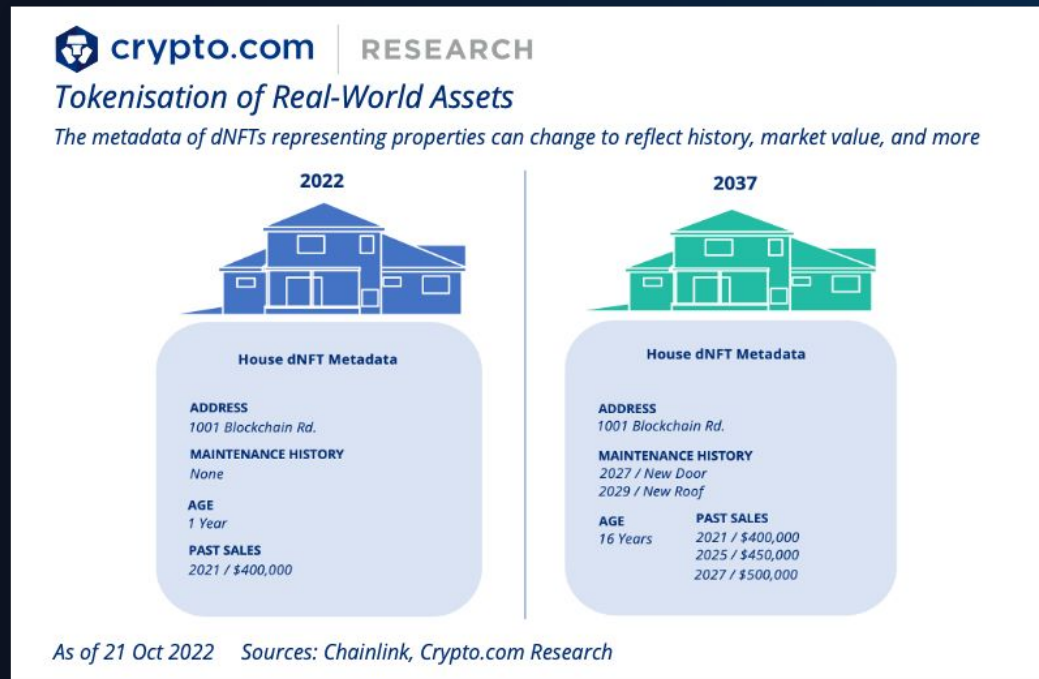
앞으로 몇년 혹은 더욱 뒤에 기대해볼 수 있는 NFT USE CASE



정부에서 개인 주민등록증을 NFT로 발행.

- >지방 선거, 대통령 선거 시 온라인으로 NFT와 바이오인증을 통해 투표.
- >각 신분증 NFT는 인증, 거버넌스 그리고 모든 정부 및 지자체 시스템을 통합하여 운영할 수 있음.

앞으로 몇 년 혹은 더욱 뒤에 기대해볼 수 있는 NFT USE CASE



정부 혹은 주택공사에서
모든 부동산을 NFT로
발행하여

보다 더 접근성이 우수하며,
투명하고, 청약/대출과 같은
다양한 상품들과도
통합되어 운영

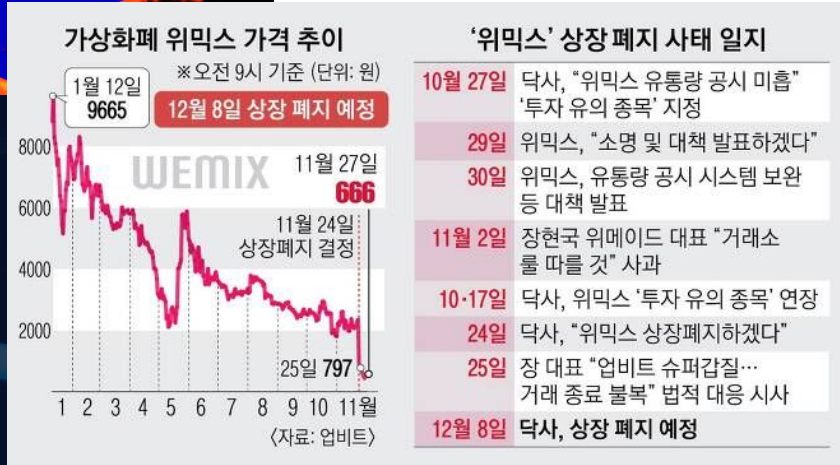
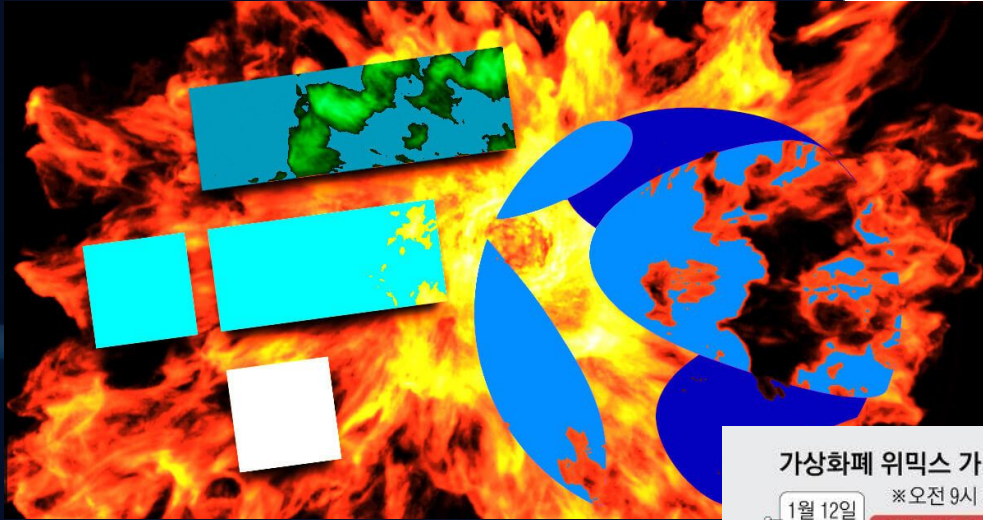
what is next?

정:



반:





합?



- 탈중앙화
- 투명성
- 지속성
- 신뢰/보안
- 효율성

Q & A

