How To Use NFTs to Create

New Revenue Streams

in Your Business

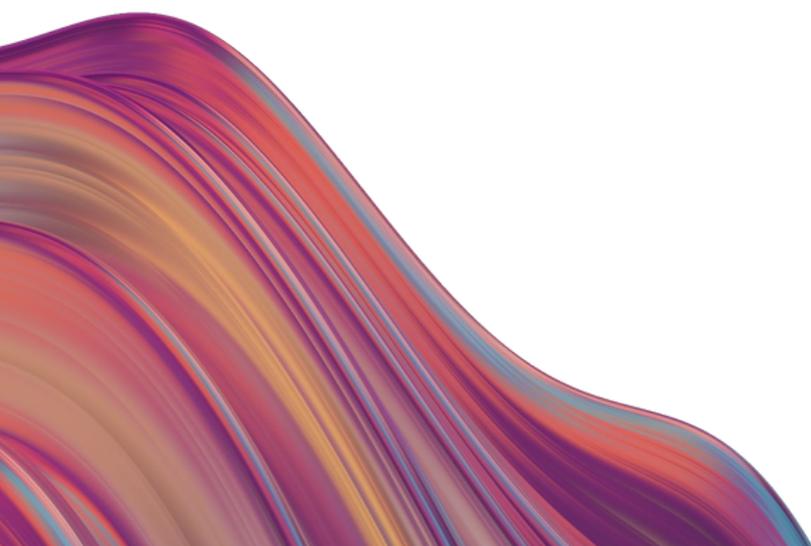**LAUREN TURTON**

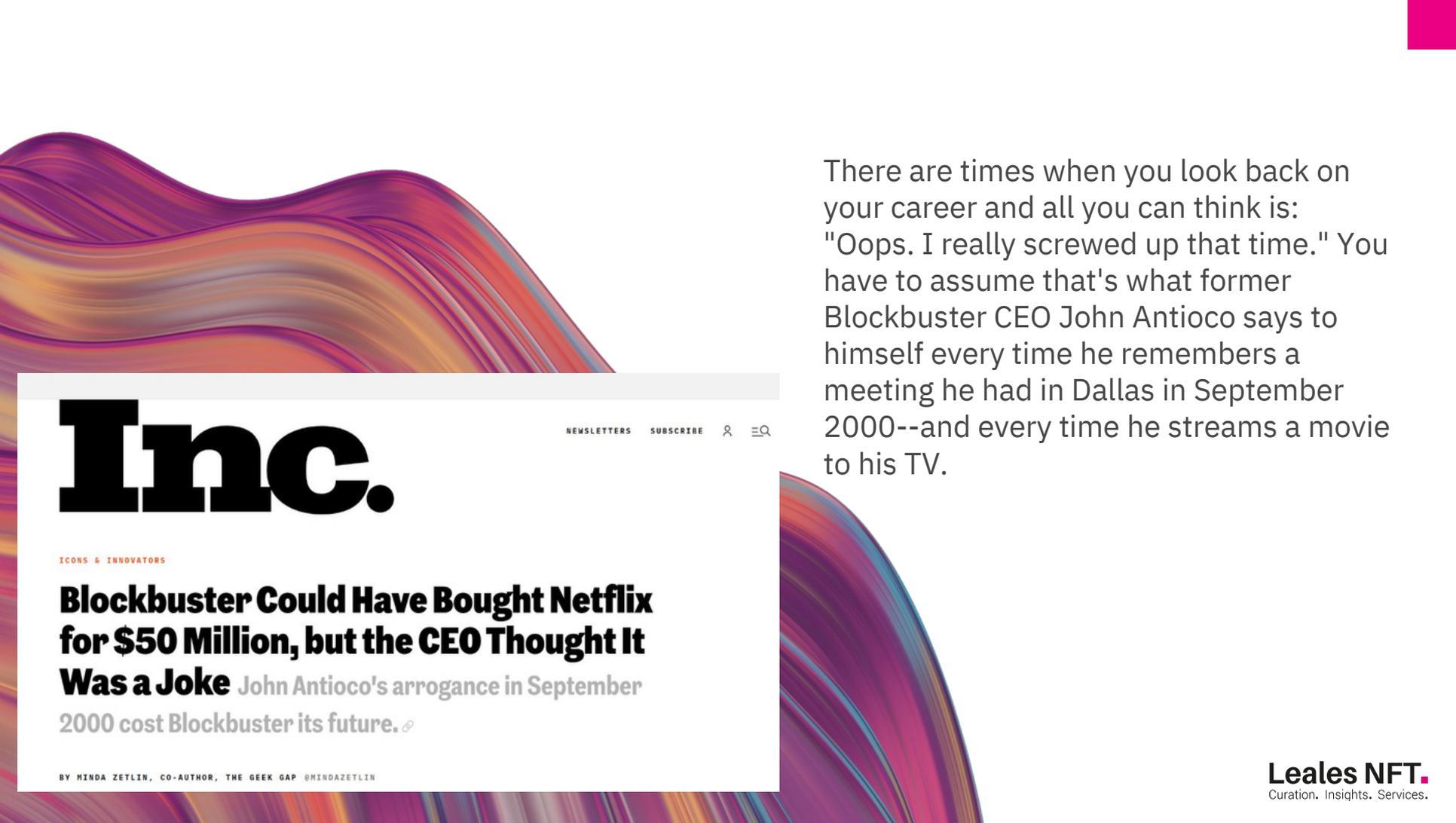# LAUREN TURTON

Ask yourself... who do you want to be?

There are times when you look back on your career and all you can think is: "Oops. I really screwed up that time." You have to assume that's what former Blockbuster CEO John Antioco says to himself every time he remembers a meeting he had in Dallas in September 2000--and every time he streams a movie to his TV.

Inc.

ICONS & INNOVATORS

Blockbuster Could Have Bought Netflix for $50 Million, but the CEO Thought It Was a Joke
John Antioco's arrogance in September 2000 cost Blockbuster its future.

BY MINDA ZETLIN, CO-AUTHOR, THE GEEK GAP @MINDAZETLIN

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Sears Could've Been Amazon. Here's How It Blew Its Chances

Sears was America's dominant retailer for decades. Here are four ways they squandered that lead.

BY PHIL WAHBA
May 20, 2019 4:30 AM GMT-6

- **Slow to adopt** the e-commerce strategies

- **Inflexibly** invested in Real Estate

- **Squandered** appliance leadership

- **Failed to innovate** in Fashion

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Cómo cambiar el icono de Instagram por el viejo de la Polaroid

Carlos Martínez | Publicado el 06 de octubre, 2020 - 10:30

- Kodak employed 140k+ & Value $28B

  Or

- Instagram employs 450 & Value $100B

- On the occasion of the celebration of its 10th anniversary in 2020, Instagram to celebrated launching a function that allowed users to change the application icon for various models, including Polaroid.

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History of the Web

Web 1 ➜ Read

Web 2 ➜ Write

Web 3 ➜ Own

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Where were you and your business when...

- ☐ Invention of the Internet **1969**
  - ☐ Connect private networks

- ☐ Epoch of WWW **1989**
  - ☐ Public access to private networks (data)

- ☐ Epoch of Web 2.0 **2004**
  - ☐ Self-service systems (services)

- ☐ Epoch of Web 3.0 **2014**
  - ☐ NFTs & Metaverse (democratization)

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What is an NFT?

✓ A non-fungible token, it's proof of ownership on the blockchain. It is unique, it is one of a kind. NFTs can be used to represent artwork, property rights, legal documents, and more.

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What is an NFT Utility?

✅ NFT utility is the value or offer that's attached to an NFT. NFT utility includes things like digital assets, physical goods, a service, access to events, memberships, and any other perks the creator wants to supply to their consumers.

NFTs I've Invested In

VEE FRIENDS

METAVERSE MIAMI

AQOMI

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Why I Invested In These NFTs

- **Access to Community**
- **Free Products**
- **Access to Events**

- **Access to events for life**
- **Able to rent the NFT if not able to attend**

- **Access to Events**
- **Able to speak at event**
- **Able to showcase artwork at events**
- **Access to community and network**

Who is Using Web 3 Technology

- Kunang Kunang Glamping Resort NFT-RTS
- M Hotel First in MetaVerse
- Dream Hotel First Crypto Art Gallery
- Viceroy Hotel Los Cabos First to Mint NFTs
- NoMo ShoHo New York NFT Reservations

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Kunang Kunang Glamping Resort NFT- successfully raised $3,650,000 from this program

✓ **The First NFT Resort, located in Indonesia**

✓ **Their NFT Utilities:**

- Profit Backed Rewards
- 30 years of staying rights
- Trading Right
- Swapping Right
- Voting Right
- 20% off on any off-site consumption (i.e. excursion, local tours)

- Limousine transport to Kunang Kunang Resort
- In-room welcome treats
- Set Breakfast for two
- 50% off on any onsite consumption
- Voting Right
- First 100 bidders can win a 200 USDT rebate

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Kunang Kunang Glamping Resort

✓ **Their NFT Structure:**

- 365 RTS-NFTs will be available to the community, one for each day of the year, up for bidding.

- 730 RTS-NFTs will be reserved for immediate purchase

- Base Price: $9999 USDT/NFT

M Hotel - First hotel in the Metaverse

✓ **Digital twin of real-life locations with the goal of creating online adventures that integrate with real life events.**

✓ **Their Metaverse Structure**

- Think of this as playing SIMS in the Metaverse - and MHotel is one of the structures to visit. This is how it's set up.

- Guests can stay in their virtual rooms by paying through cryptocurrencies. Once they are inside the virtual hotel,

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M Hotel - First hotel in the Metaverse

they are given a tour, and whoever reaches the top of the hotel has a chance of winning real-life prizes.

- Treasures and surprises connected to IRL equivalents are also added.

- Future plans of collaborations with other companies as well as IRL events connecting the virtual and real-world, for special holidays.

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Dream Hotel - First NFT Art Gallery

✓ **First NFT Gallery**

✓ **Their NFT Structure:**

- Dream Hotel does not have its own NFTs yet.

- This is just a partnership between The Crypt Gallery, with the goal of educating more people about NFTs and promoting them to be more mainstream.

- Future collaboration is still in discussions.

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NoMo ShoHo New York - NFT Reservations

✓ **Guests can book reservations using cryptocurrencies**

✓ **Their NFT Structure:**

- 3-Night Package (Sun - Tues):

- 3-Night Package (All Week)

- 6-Night Package (All Week)

- Each package is connected to an NFT sold in Opensea.

NoMo ShoHo New York - NFT Reservations

- The NFTs are then claimed and redeemed in NFT stays.
- The NFT includes:
    - Stay in the hotel - according to the package
    - Valid Anytime During The Next 12 Months
    - Daily Continental On-The-Go Breakfast At The Hotel Library
    - A Special Welcome Kit
    - Late Check-Out

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Hotel Lancaster - NFT for a Cause

✓ **Collaboration with Plastiks Marketplace and Green Mining to combat plastic waste**

✓ **Their NFT Structure:**

- 15 NFTs were created that include:
  - 2-night stay in the hotel
  - A range of additional benefits, such as a VIP Club Membership.

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Hotel Lancaster - NFT for a Cause

○ A hotel room that will contain the room's graphics

○ A Plastic Recovery Guarantee which indicates that plastic has been removed from the environment in Brazil.

○ Anyone who buys one of the NFTs will be directly funding the recovery of harmful plastic while also supporting the employment of waste pickers.

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Viceroy - Los Cabos : deploying in summer 2022

- ○ NFT Project created by a local artist

- ○ Customer Loyalty Program

- ○ Digital Art and Dinner Club + Meet-ups

- ○ 2023 Hotel & Timeshare Real Estate NFT Conference

Ciao Ciao Piadina Customer Loyalty Program

✓ The Rewards Program

✓ The Rewards Leveling System

✓ Utility

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Ways to Use NFTs to Generate More Revenue

☑ Rewards Program

☑ Allow Crypto Bookings

☑ Collaborate with causes you resonate with

☑ Create a virtual hotel in the metaverse

☑ Hosting NFT Events

☑ NFT Merch/Collectibles

☑ Collaborate with Web3 companies to expand

☑ Create NFTs with privileges

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Recap

✓ Review of past businesses that didn't pivot as technology changed

✓ What an NFT is

✓ What NFT utility is

✓ Examples of how the tourism industry is using NFTs to generate revenue

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Leales NFT's Vision

"Increase Speed & Access to Capital"

- Creating value and loyalty for the global hospitality, tourism and real estate sectors.

- Strategic blockchain and NFT powered consulting and advisory services.

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