NFT use cases and strategy for organisations

What is an NFT?

A Non-fungible Token (NFT) is a unique digital token, stored on the blockchain, that certifies ownership and authenticity.

NFTs are used for more than just digital arts that have dominated media attention.

What are reasons for organisations to issue NFTs?

Drive customer engagement in the real and digital world

NFTs can be issued as digital versions of an organisation's products to **enable customers to represent their brand identity and create a sense of exclusivity**, thereby deepening customer engagement and increasing brand loyalty.

Organisations can offer NFTs as **unique rewards or incentives** for loyal customers, e.g. limited-edition NFTs, unique artwork or badges for achievements.

Create unique digital art or collectibles

NFTs can represent ownership or access to **exclusive products, content and experiences**.

The uniqueness can drive value among enthusiasts and collectors. Organisations can establish **secondary marketplaces and create royalties** where artists and collectors can buy and sell **unique artworks, collectibles** or **gaming items** for use in the digital world.

Represent real world assets

NFTs can represent **actual ownership of real world assets**, e.g. **physical art, real estate, music**, etc. to enable **global accessibility** and **efficient transactions**.

Organisations can create **new revenue streams** by fractionalising and tokenising ownerships of real world assets.

Establish immutable identity and credentials

NFTs can be used to **prove authenticity** and **establish trust between Web3 identities and individuals**.

Organisations can **issue credentials**, e.g. diplomas, certificates with NFTs, to **verify history and legitimacy** of the asset and reduce forgeries. Unlike traditional NFTs, these identity-based NFTs cannot be transferred.

Issue secure ticket and access authorisation

NFTs can be used to provide **secure, unique, and immutable ticketing or access authorisation**.

Organisations can ensure that each ticket cannot be **counterfeited or duplicated**. This also enables **dynamic pricing** and the ability to create a secondary market where ticket holders can resell their tickets in a controlled and approved environment.

The NFT use cases – How have organisations used NFTs?

Drive customer engagement in the real and digital world

Lamborghini teamed up with NFT marketplace VeVe to **release digital collectibles of its iconic sports car**, the Huracán STO. Collectors can showcase their NFTs in the virtual showroom and **use augmented reality (AR) to view and "drive" their car** on streets in the virtual world.

Japanese sportswear company ASICS released a limited edition running shoes "ASICS x Solana UI Collection" that will come with an **NFT badge indicating that they have purchased the shoes.**

Create unique digital art or collectibles

Sotheby's launched "Sotheby's Metaverse," **a secondary marketplace for digital art** in which specially curated artists and their works, aggregated across multiple platforms, are bought, sold, and traded.

The NBA, in partnership with Dapper Labs, launched the NBA Top Shot NFTs and marketplace that enables basketball fans to **buy, sell, and trade NBA-themed digital collectibles called Moments**.

Represent real world assets

Roofstock, a property technology company focused on selling single-family rental homes, **has enabled the ability to sell real estate properties as NFTs.**

Nas, an American musician, created NFTs to represent ownership of his two songs that **entitled token holders to a percentage of royalty** from the song's stream revenue.

Establish immutable identity and credentials

Okta, a leading vendor in **Identity and Access Management (IAM)**, has developed an Ethereum integration solution with Auth0 to **verify user identity and grant access to applications**.
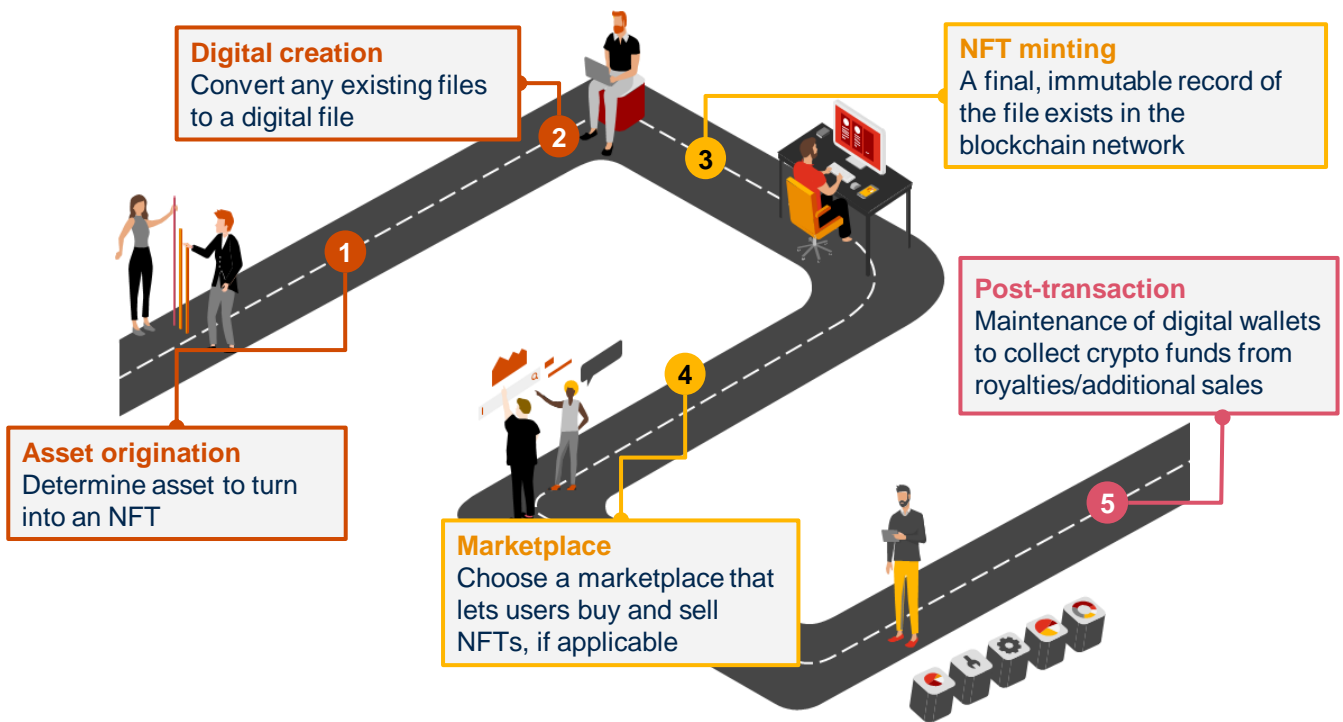
Issue secure ticket and access authorisation

Platinum Group, the leading ticket issuer for Formula 1, **released NFT race tickets for the Monaco Grand Prix**. The NFTs will provide **access to the race** and will continue to **provide utility to holders after the events**, such as future race discounts or access to hospitality events, to encourage brand loyalty.

Ticketmaster launched the ability for artists to offer **token-gated ticket sales in which a sale can only be unlocked with a specific NFT**. This feature allows artists to reward holders with special perks and access.

What you should consider and what help you may need in issuing your NFTs?

Digital creation
Convert any existing files to a digital file

NFT minting
A final, immutable record of the file exists in the blockchain network

Asset origination
Determine asset to turn into an NFT

Post-transaction
Maintenance of digital wallets to collect crypto funds from royalties/additional sales

Marketplace
Choose a marketplace that lets users buy and sell NFTs, if applicable

Pre-transaction
1 **2**

Issuance
3 **4**

Post-transaction
5

	Pre-transaction (1, 2)	Issuance (3, 4)	Post-transaction (5)
Consideration	• NFT design & requirements • Market landscape • Development roadmap • Other company initiatives in design and selection • Technology partner selection • Regulatory & licencing requirements • Marketing and partnership	• NFT authentication & validation • Wallet & key security • Cybersecurity • Controls evaluation & modifications • Tax structuring & evaluation	• IP protection • Governance model & compliance • Valuation & audit methodology • Indirect tax & VAT
Our services	• Market entry & go-to-market strategy • Competitor analysis • Value proposition & monetisation strategy • Use case development & prioritisation • Target operating model design • Vendor selection criteria • Regulatory, governance & compliance review	• Risk & readiness assessment • Risk framework review • Security assessment • Penetration testing & incident response • Tax structure review	• Valuation assessment • Transfer pricing assessment • Tax compliance review and reporting

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