

NFT's (Non-Fungible Tokens) Made Simple

In February 2021, the **Nyan Cat meme** sold for **\$600,000**. Twitter's founder **Jack Dorsey** auctioned off **his first Tweet** for **\$2.5m**.

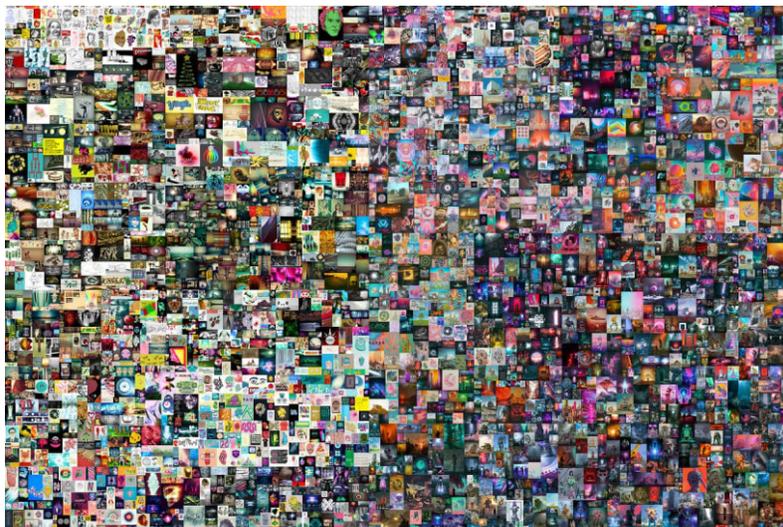
What do these things have in common? Well, **they don't exist in the physical world** and have become extremely valuable due to NFT's.



What Are NFTs?

A NFT (non-fungible token) is data added to a file that creates a unique signature. It can be an image file, a song, a video, a tweet, a text posted on a website, a physical item, real estate and various other digital formats.

This basically means that someone can own a digital file and that it's marked with code to differentiate it from any digital replicas.



Luiz Octávio, CEO and founder of Dux Cripto, worked on the development of NFTs and explains that the technology **"is a form of decentralized certification."**



Did you know?

'Everyday's: The First 5000 Days,' a collage by Beeple (Mike Winkelmann), sold for \$69 million. It's the third most expensive artwork to be sold by a living artist, and it's digital!

NFTs Are Objects... But Online?

NFTs give us a way to have clear ownership over digital items. Consider how they're the same and different from a physical object, like collectible cards (Pokemon, NBA, etc.)

Collectible physical items



Collectible physical items

- Value changes based on what other people are willing to pay
- Security feature: holographic stickers, special paper, and other hidden elements
- You can buy, sell, trade, or give cards to anyone quickly

NFTs



Collectible digital items

- Value changes based on what other people are willing to pay
- Security feature: unique data added to a digital work
- You can buy, sell, trade, or give NFTs to anyone online, but a network of computers must verify



Did you know?

The digital log of ownership (facilitated by Blockchain) keeps track of every previous owner of the NFT.

Investing In NFTs

Like real estate, fine art, and other crypto currencies, the biggest risk for NFT investors is whether the items will keep their value.

Token holders may get stuck with NFTs if their popularity declines and people stop wanting to buy them.

Contact us today at: <https://blockchainmemorabilia.io>