

# BiliBala.live

## NFT economy model for the Arts and Celebrities

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# NFT Economy

# Speculation



Shawn Yue (余文樂)'s CryptoPunk 9997

## CryptoPunk 9997

One of 88 **Zombie** punks.

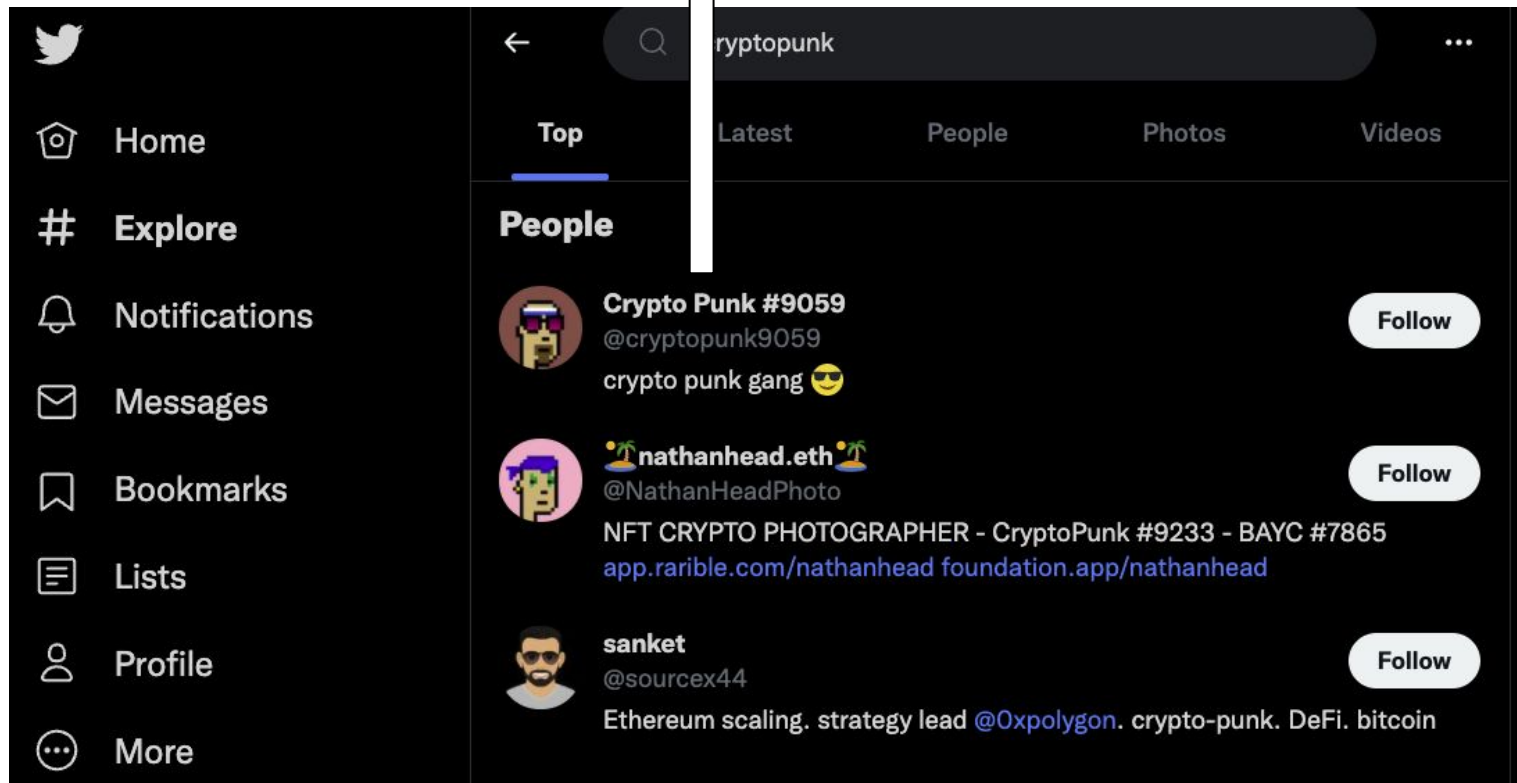
## Transaction History

| Type  | From            | To                 | Amount             | Txn                 |
|---|-----------------|--------------------|--------------------|---------------------|
| Transfer  | <b>0x944d32</b> | <b>marspunk...</b> |                    | <b>Sep 29, 2021</b> |
| Sold to "marspunk" at USD 4.34M (ROI for Shawn Yue 2557%) |                 |                    |                    |                     |
| Sold  | <b>3van.eth</b> | <b>0x0e4437</b>    | 99.99Ξ (\$169,770) | <b>Feb 08, 2021</b> |
| Sold to "Shawn Yue" at USD \$169,700 (ROI for Gaus 800%)  |                 |                    |                    |                     |
| Sold  | <b>TJ2010</b>   | <b>gaus</b>        | 59Ξ (\$21,062)     | <b>Sep 27, 2020</b> |

Sold by original creator (Larvalabs) to "Gaus" at USD \$21,062

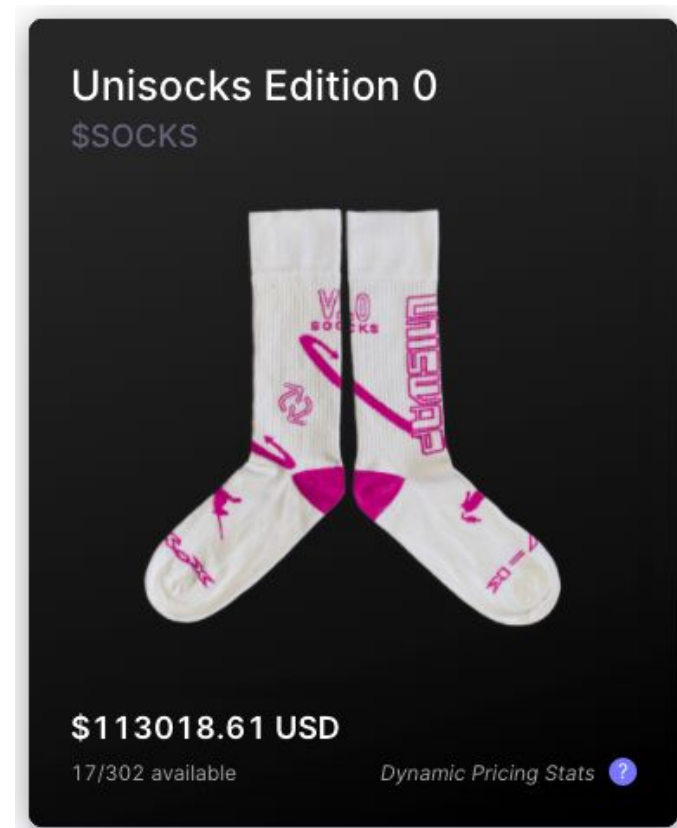
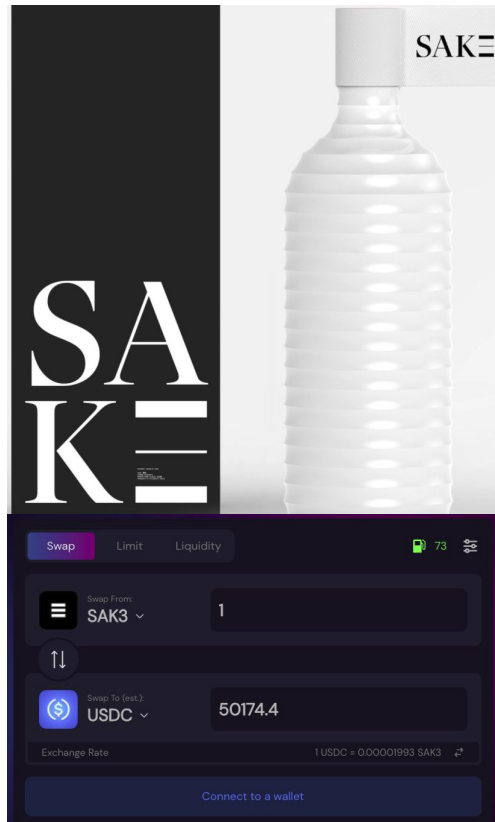
# Collectables (prestige and social status)

Cryptopunk act as a twitter account's avatar.  
Floor price of a cryptopunk is started from USD 266k

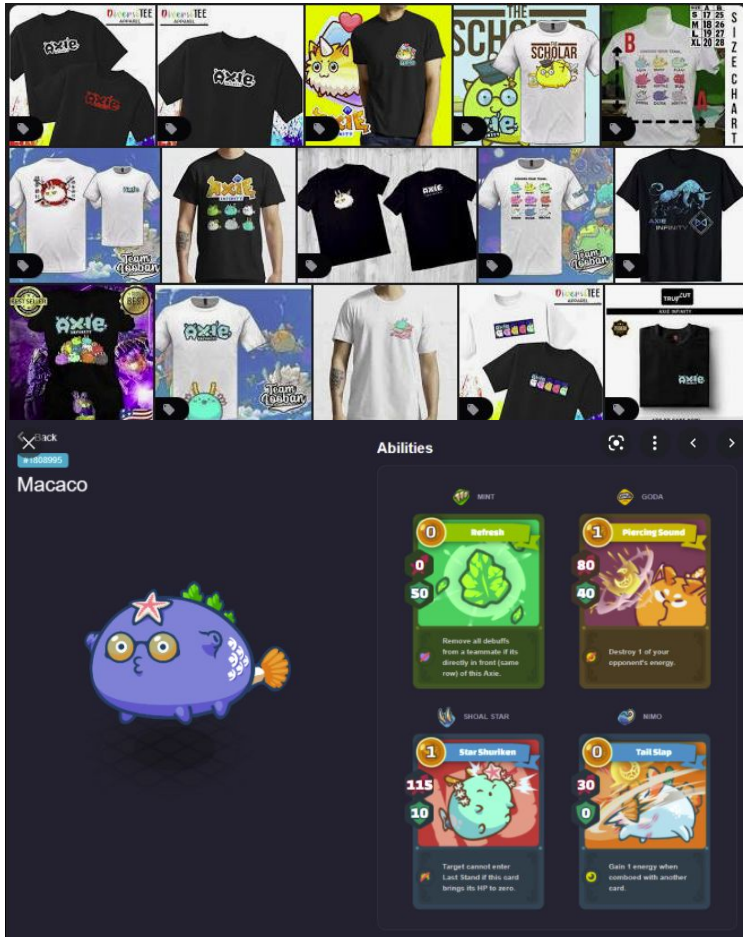


# Collectables (physical stuff)

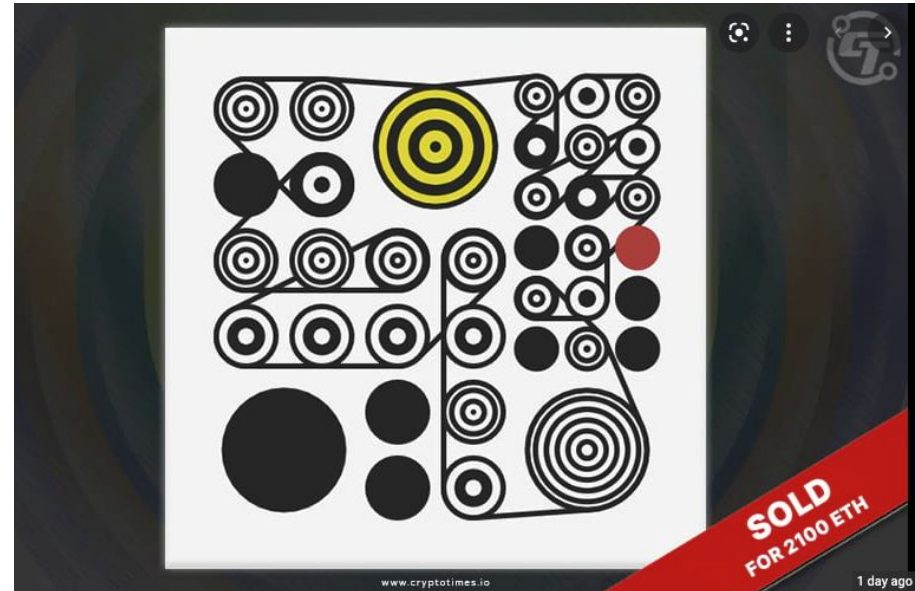
Convert physical stuff into financial derivatives without maintenance and storage fees  
(same concept of paper gold)



# Fashion

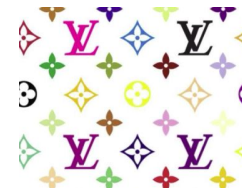


Gaming NFT (Axie Infinity) is printed  
on the T-Shirts



Artblocks NFT is sold for 2100 ETH (USD 7.14M)

Those NFTs can be used for fashion in future.  
Same like the artwork of Louis Vuitton



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# Celebrities - Cards and Posters



NBA NFTs



Football team NFTs



# Celebrities - musics, clips, movies

## OMNI to Launch Celebrity NFT Art Featuring Jay-Z, Taylor Swift, Elon Musk, and MORE; Sale Starts on September

by Admin — August 21, 2021 in NFT

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Rob Gronkowski, Lindsay Lohan, and Mark Cuban are all riding the NFT train. Photos: @gronk/Instagram, @guypewsey, @marc\_oconnell/Twitter

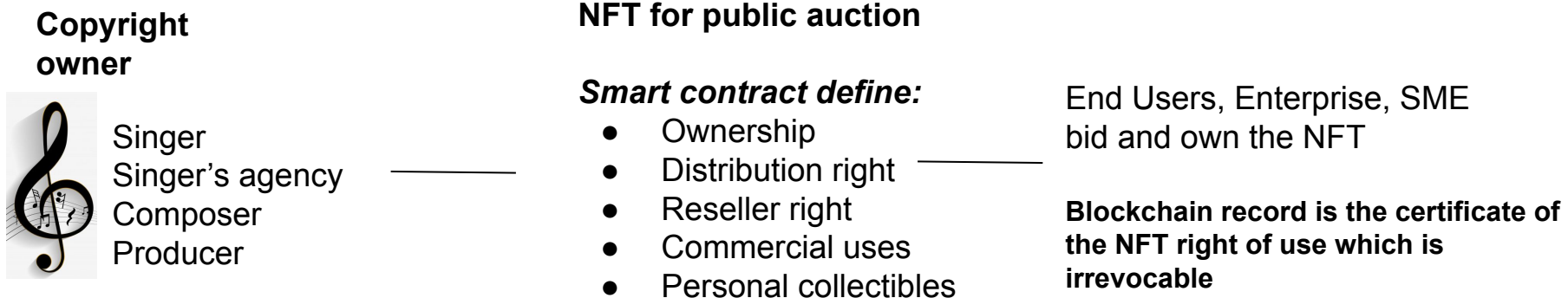
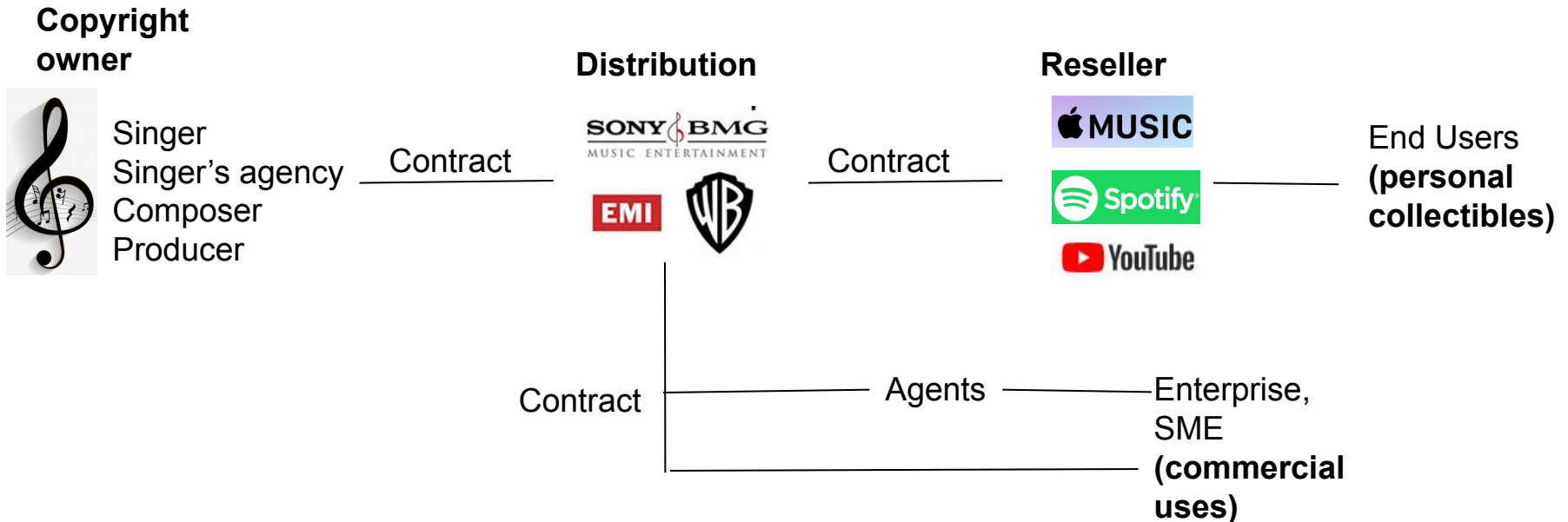
Rob Gronkowski, Lindsay Lohan, and Mark Cuban are all riding the NFT train.



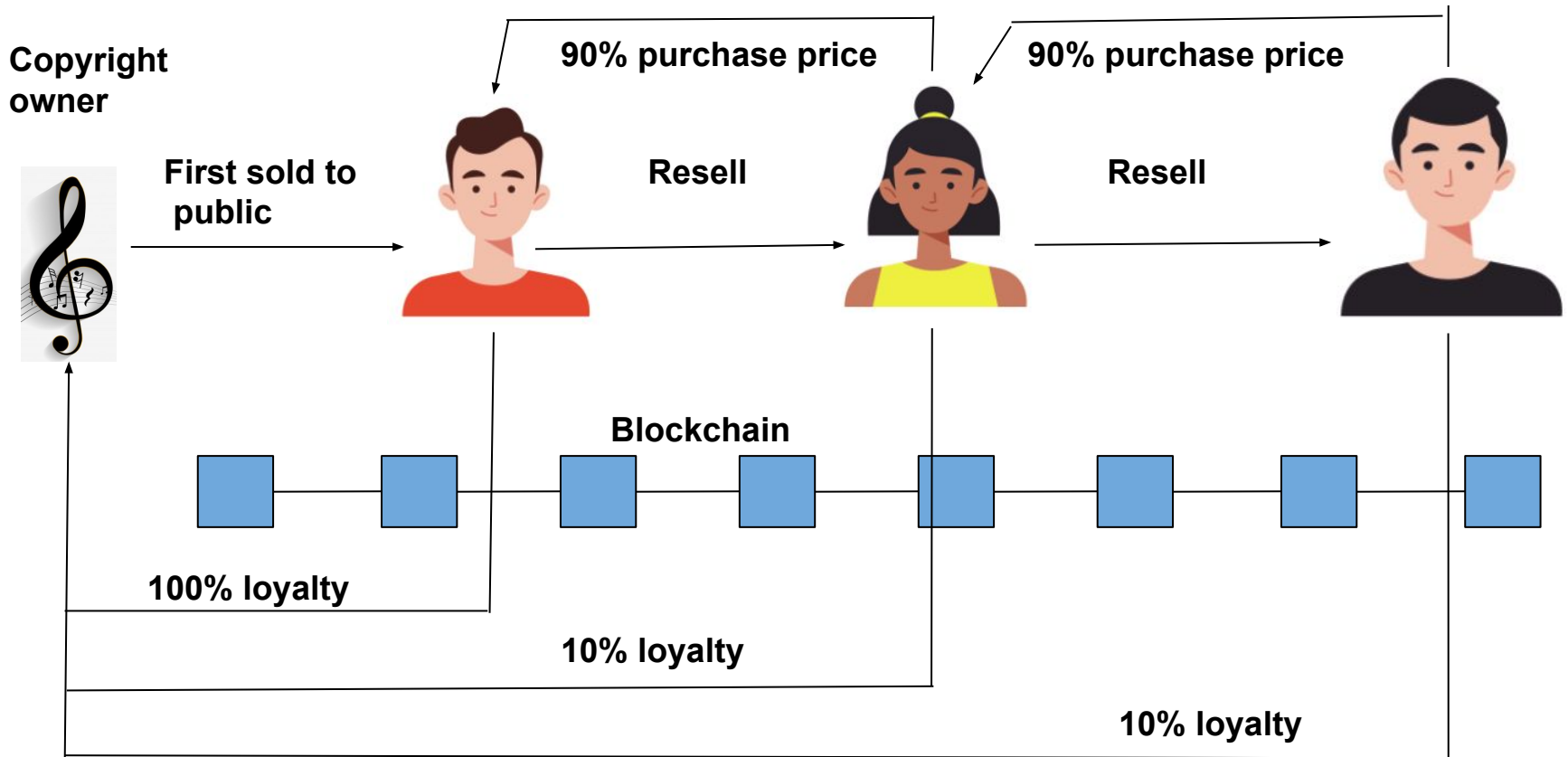
# NFT prevailing value

# Eliminate the middleman

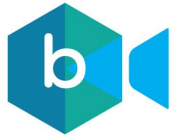
(music as demo)



# Lifetime loyalty

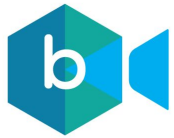


**“Smart Contract” can pre-defined loyalty scheme, ie. automatically rebate any% loyalty fees upon every resale transaction**

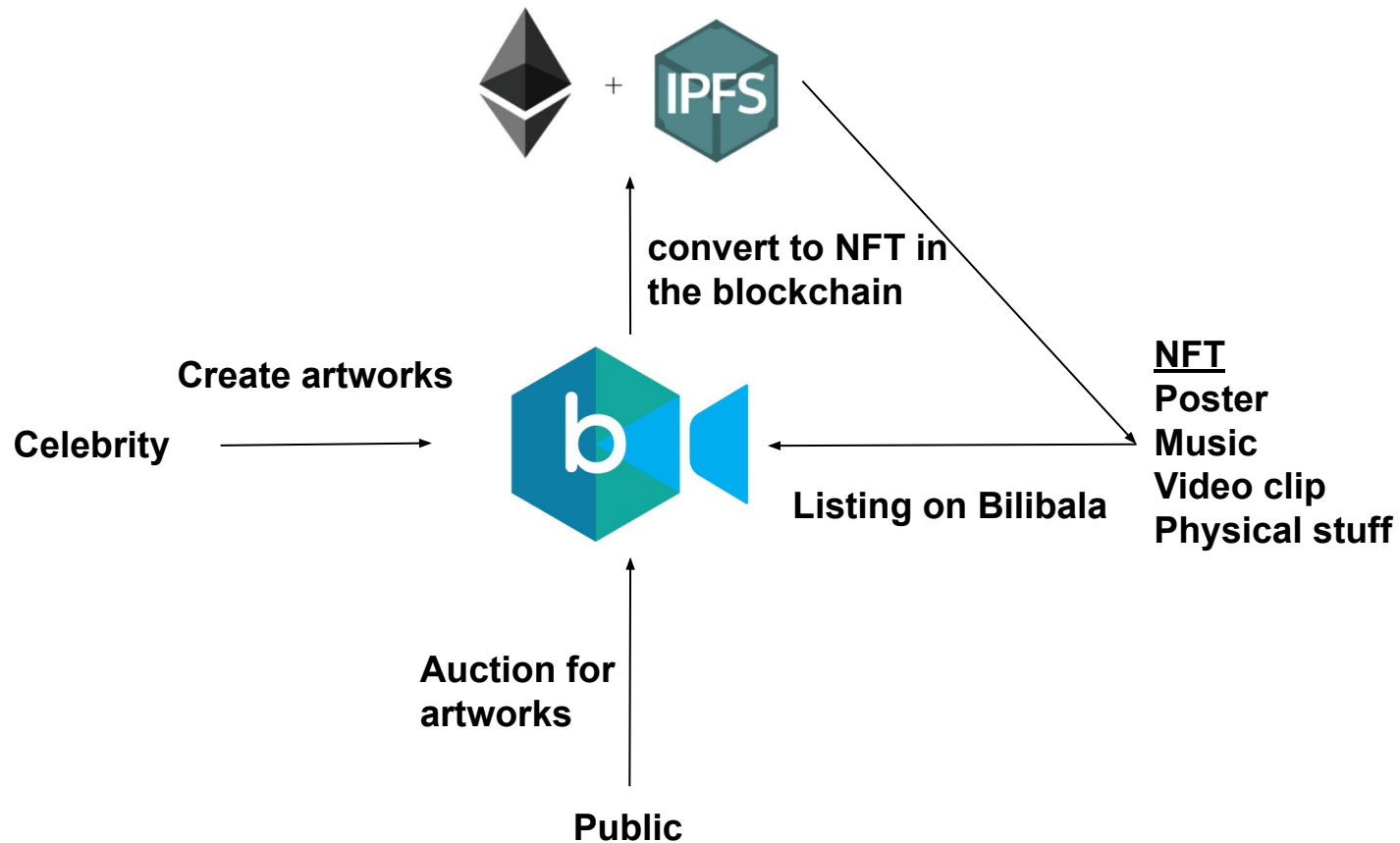


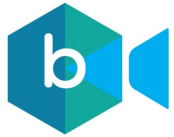
BiliBala

Go to market plan



# Overview



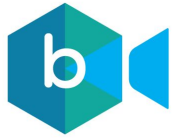


# Marketing



- Twitter account have over 2000 followers before product launch
- Working with over 10 celebrities and media corporations to join bilibala
- HKD 2 Million marketing budget after product launch





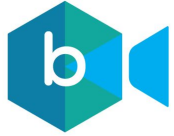
# Sophisticated Smart Contract

## **Pre-defined loyalty scheme in smart contract**

- **Lifetime auto-rebate of loyalty (in cryptocurrency) upon the resale of NFT**
- **All transactions are transparent on the blockchain, “eliminating audit expenses” by copyright owners**

## **Pre-defined right of use in smart contract**

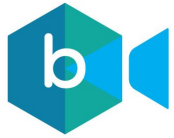
- **Commercial or personal use**
- **Right of broadcasting**
- **Right of copy duplication**



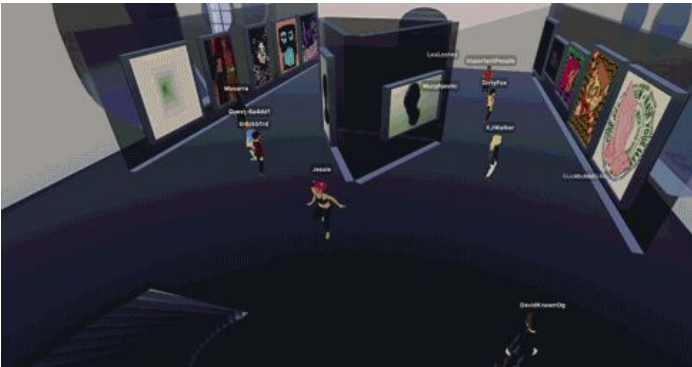
# Storage space for physical NFT



**Storage and courier services for durable physical NFT**



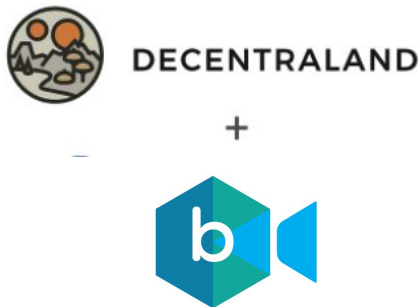
## Phase II - Metaverse integration



**Art Gallery**



**Music Festival**



**Decentraland metaverse is live already, Bilibili can plug-in the NFT arts, music, clips and virtual concert by Decentraland SDK permissionless**

**<https://decentraland.org>**

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