



Next Generation Collectibles

Collectibles Market Background

Despite all of the hype and noise, the NFT ecosystem is still in its infancy with most activity being driven by a small but passionate group of around 40,000 early adopters. Even though existing NFT collectibles have been great test cases for web3 technology, they have yet to attract the attention and spend of the wider collectibles market.

According to [Market Decipher](#), the overall collectibles market today is \$400B+ and expected to cross \$1T in 2032. Even though the NFT segment today only represents ~10% of the collectibles market, it is expected to grow to \$300B by 2032. This increase in market share is only possible if existing artists and creators embrace web3 technology to expand their existing businesses.

Next Generation Collectibles Opportunity

Public blockchain networks support the creation of high quality collectibles with authenticity and provenance guarantees, allow creators to connect directly with consumers and provide multiple low friction secondary markets. At the same time, technologies such as augmented and virtual reality, multiplayer video games and emerging metaverse use cases are creating demand for collectibles that offer new forms of utility. The emerging trend to include tokenized license rights with NFT collectibles is also opening up new monetization and investment opportunities not possible with traditional collectibles.

The Veriken Next Generation Collectibles Platform is purpose built to take advantage of the new and exciting Web3 opportunities while being compatible with the existing art and collectibles market. At the heart of the Veriken Platform is an on-chain inventory management system and business policy engine. This enables the Veriken Platform to support all types of collectibles including physical items coupled with digital authenticity certificates, digital collectibles with advanced license rights capabilities and new innovative hybrid products that span physical and virtual worlds.

Authenticity and Provenance

Physical goods such as fine art, jewelry and sporting memorabilia dominate the collectibles industry today but are largely absent from Web3. Tokenizing physical collectibles with the Veriken Platform provides the same transparent and efficient method to track provenance used for existing NFT collectibles.

In addition to provenance history, additional information to attest to the authenticity of physical and digital goods, such as first and third party appraisals or certifications, can also

be permanently linked to specific items. With Veriken, artists and businesses are able to more efficiently protect their brands while providing more desirable collectibles..

Digital Twins

NFTs of physical collectibles minted with the Veriken Platform unlock the ability to provide additional utility to collectors which in turn increases the value of items. Digital twin tokens can function as an electronic ticket to grant access to events, act as a membership card and enable unique online experiences.

3D model representations of physical items enables even more advanced use cases allowing collectibles to be used with augmented and virtual reality platforms. Digital twin holders can easily show off their items online and incorporate their collectibles into their digital personas. Digital twins not only make physical collectibles more prestigious and desirable, they also provide exposure to new buyers from the rapidly growing NFT collector segment.

Managing Scarcity Through License Rights

Scarcity of physical collectibles is accomplished by restricting the number of items actually produced. The physical nature of the collectables also inherently limits their use since the item can only exist in one place at a time and effort is required to generate physical copies.. Digital items however can be used concurrently and infinitely copied with very little effort. Creators must instead rely on copyright law and licensing agreements to protect their intellectual property and monetize their creative works.

The Veriken Next Generation Collectibles Platform enables creators to manage exclusivity of their digital property by embedding legally binding license agreements in their NFTs collectibles. License options with various exclusivity, commercial use and sublicensing terms can be offered concurrently at different price points to maximize revenue opportunities. As licenses are issued or expired, the Veriken business policy engine automatically adjusts the available inventory to prevent conflicting licenses from being issued. All of this is governed by on-chain smart contracts which have the added benefit of providing an immutable audit log and sales history.

Contact Veriken To Learn More Today

The Veriken Next Generation Digital Collectables Platform extends physical collectibles with web3 capabilities and creates next generation digital collectibles that unlock new experiences for collectors and additional revenue streams for creators. Contact us at hello@veriken.com to learn more and get started with the Veriken Platform today!

