**What does a utility NFT mean for HTM?**

An NFT assigns a use to the multilevel tiered digital asset outside of owning a piece of artwork. In our projects case the utility NFT can be where someone receives unique access to:

* an event,
* exclusive in-person memberships,
* workshops,
* limited experiences,
* subscription membership,
* access to gated content,
* NFT access passes to exclusive offerings for top tier members,
* NFT branded marketplace billed as a monthly subscription using $HTM token
* Let users mint membership NFT/tokens using credit cards.

**NFT Memberships**

NFT holders can gain access to clubs, restaurants, or memberships. By holding membership, NFTs can unlock continuously new value over the lifetime of membership. Unlike traditional memberships, they are typically non-transferrable. With NFT's, the membership can increase in value, allowing members to sell their NFT memberships for a profit.

Second, like the previous use cases, the secondary market can create an entirely new revenue stream from the membership creators.

The example membership above is VeeFriends.  This membership entitles the members to Conference tickets, NFT drops, meetups, and more. This is just one example of what is possible with NFT memberships which verify your membership by checking your ownership of the NFT against the blockchain.

**NFT Tickets**

Have you ever purchased a ticket for a concert, sports, or other major events through a secondary sale like a scalper? How do you know the tickets you are buying are indeed legitimate tickets from such a second party? You don't because you have no way to verify the ticket's origin or its authenticity.

Enter NFT tickets. Fans can now buy tickets to a major event, verify the authenticity and prove ownership as the physical ticket links to a digital NFT on the blockchain. Scan the QR code, and bam, and you can instantly verify the ticket's ownership.

If you want to sell this ticket to someone on the secondary market, the event can still earn a commission on the secondary sale. Ticket prices can even increase past the original purchase price, and the commissions automatically adjust according to the sale price. The secondary market can be an entirely new revenue stream for ticket sales, which is impossible with paper tickets.

Typically, you lose the touchpoint to the fans once the event is over. With NFT's events can continue dropping benefits to all the NFT owners. It can be in invites to future events, access to artists, and much more. This ability adds considerably more value to tickets than what we have today.

**NFT Products**

Imagine any physical product delivered with an NFT. The NFT, just like in the ticket example, can verify ownership and authenticity. The NFT is the ownership contract for the product backed up to the blockchain. The blockchain also enables an entire product sales audit history.

One example is a cask of Whiskey which verifies ownership. The Metacask sold a Cask of Whiskey as an NFT for 2.3 million dollars.

**Why Smart Contracts**

Smart contracts easily fulfill workflow around any start & end date periods — they are contracts after all. Benefits:

* they can be programmed to auto-renew people,
* they can be programmed to incentivize referrals,
* they can be programmed to incentivize people to renew, and
* they can be programmed to automatically provide additional services to the owner of the NFT at a later point in time, forever.

**Utility and Personalization**

Embedded metadata allows for different levels or properties to be explicitly called out. This is a key in membership organizations. Think of a 1/1 or a 1/10 or a 1/200 that is created. Each may have different value based on scarcity or rarity; however, the value can also be put into real practice by providing a unique and engaging experience for those 1/1 folks. Perhaps at the highest membership level perks are given out. Whereby at the 1/200 level some things cost a little extra from time to time or they miss out on some perks. To keep it really interesting, we create a lot fewer of the 1/1 pieces, perhaps it’s a different color background or a completely different image and increase the price for them just as you would any other membership tier.

As NFTs store additional metadata, things such as achievements through a membership ladder are easily fulfilled by “minting and air dropping” new achievements to already existing members. Now we have a way to see where people are within the organization membership structure. Perhaps at each level of firm growth ($1m, $2m, $3m), or a participation in levels of Mastermind or Mindset workshops, etc., get a specially airdropped NFT that give them status among the community.