

УДК 330

В.С. Лукин

lukinvadim2015@yandex.ruГОУВМО «Государственный социально-гуманитарный
университет», Коломна, Россия

NFT – НОВАЯ КОНЦЕПЦИЯ В ОБЛАСТИ ФИНАНСОВ

Vadim S. Lukin

lukinvadim2015@yandex.ruState University of Humanities and Social Studies,
Kolomna, Russia

NFT IS A NEW CONCEPT IN THE FIELD OF FINANCE

Introduction

NFT is a new concept in finance that has become widely discussed and popular in recent years. What is it? NFT (Non-Fungible Token) are unique digital assets that can be sold or bought using blockchain technology. Each NFT has a unique code that guarantees its uniqueness and authenticity. To put it simply, NFT is a proof of ownership of an original digital object, such as an image, video, audio or game item. If, for example, one bitcoin (or dollar, ruble, etc.) is no different from another and has the same value, with NFT everything is different. Each token is original, there are no identical ones. They are sold on special marketplaces and can be issued in a single copy or combined into collections.

The main features of NFTs

One of the main features of NFTs is their non-fungibility, meaning that each token has unique characteristics and cannot be replaced with another. This makes NFTs an ideal means of creating digital uniqueness and ownership, as well as verifying the authenticity and origin of digital assets.

One of the key benefits of NFTs is their ability to create new opportunities for finance in the digital age. For example, NFTs can be used to create unique digital collections that can be sold or traded on the market. It opens up new ways for artists, musicians, game developers, and other creative professionals to monetize their creative works [1].

The relation of NFTs with finance

Although NFT technology is mostly associated with the world of art and cryptocurrency, it also has a significant impact on the financial sector. Let's take a look at how NFTs relate to finance:

1. Investments: NFTs open up new avenues for investing in digital assets. Investors can purchase unique NFTs that can gain value over time. This creates new ways to diversify a portfolio and increase potential returns.

2. Decentralized Finance (DeFi): NFTs are used in various decentralized finance projects to create unique digital assets such as collateral tokens or managed

portfolios. It can improve the efficiency and accessibility of financial services, as well as increase transparency and security of transactions.

3. Digital Rights: NFTs can be used to manage digital rights such as copyrights, licenses, and other legally significant documents. This opens up new opportunities for content monetization and intellectual property protection.

4. Financial Instruments: NFTs can be used to create various financial instruments such as bonds, derivatives, or digital shares. It facilitates the development of new business models and financial products.

5. Financial inclusion: NFTs can help expand access to financial services for people who were previously excluded from the traditional banking system. By creating digital assets based on NFTs, it is possible to provide access to financial services, such as microloans or insurance, to a wide range of users.

6. Asset management: NFTs allow the creation of unique digital representations of real-world assets, such as real estate, art, or jewelry. It simplifies the process of managing and trading assets, and increases the transparency of transactions [2].

NFT technology: Brazil, Kazakhstan, India, and Iran

During our research, we developed proposals and ideas for the launch of NFT technology packages for markets in countries such as Brazil, Kazakhstan, India, and Iran.

In the process of studying the features of these countries, we found that Brazil is fully prepared for the implementation of NFT technologies, as this country has a developed cryptocurrency infrastructure: Brazil has a developed infrastructure for exchanging cryptocurrencies, which contributes to the development of projects related to NFT. Also, Brazil has Government support: The Brazilian government is interested in the development of blockchain technologies and supports initiatives in this area.

Kazakhstan is also ready to implement NFT technologies. The country already has projects related to blockchain and cryptocurrencies, and also hosts events and conferences on this topic.

As for India, we found out that it shows interest in NFT and blockchain technology, and recently there has been an increase in NFT-related projects in the country. However, there is one peculiarity that may affect the implementation of NFT technologies in this country: India does not yet have clear legislation regarding cryptocurrencies and blockchain technologies, which may create uncertainty for NFT-related projects.

While studying Iran, we have encountered the problem that the country has strict laws and regulations regarding cryptocurrency and blockchain technologies. The lack of clarity and strict restrictions from the government can make it difficult for NFT-based projects to develop. Iran also faces financial restrictions due to international sanctions, which can make it difficult to buy and sell NFTs, especially when using cryptocurrencies.

Based on our observations and collected information, we found out that almost all the countries we have considered are ready for the implementation of

software products such as chat bots, a CRM (customer relationship management) platform, an AI solutions marketplace, as well as a service for increasing sales and personalizing a website to the interests of the audience.

NFTs risks

Despite all the benefits of NFTs, there are also some challenges and risks associated with this new concept:

1. High fees: creating, buying, and selling NFTs may incur high fees on the blockchain, especially during periods of high demand. This may make transactions expensive for users.

2. Counterfeiting and theft: NFTs may be susceptible to counterfeiting and theft as digital assets can be easily copied and transferred. It may result in loss of value for NFT owners.

3. Limited interoperability: interoperability is the ability of different systems, devices, or programs to interact and exchange data with each other without barriers. Now, NFTs created on different blockchains may have limited interoperability, making it difficult to exchange and trade between different platforms.

4. Legal and regulatory risks: as NFTs are a new type of digital asset, there are legal and regulatory issues related to their status, protection of property rights, and taxation. Insufficient regulation could create uncertainty for NFT users [3].

Additionally, it is worth noting that NFTs can also have a significant impact on the arts, music, gaming, and other creative industries. For example, NFTs allow artists and musicians to receive direct support from their fans and sell their unique digital works without intermediaries.

Besides, NFTs open up new opportunities for collecting and investing in digital assets. Some NFTs can gain value over time, making them an attractive investment option.

It is also important to note that NFTs can be used to create unique in-game items and characters in online games, which can change the way players interact with game worlds [4].

Finally, NFTs attract the interest from the business sector, where they can be used to create unique corporate assets, manage digital rights, and develop new business models.

Conclusion

Overall, NFTs represent an exciting new area in finance that offers great prospects for innovation and development in the digital economy. They can be used to create unique digital assets, expand funding and project management options, and create new forms of digital property. NFTs are expected to play an increasingly significant role in the development of the financial industry in future [5].

References:

1. Sber cib. Каким будет интернет будущего [Электронный ресурс]. – Режим доступа: URL: https://www.sberbank.com/common/img/uploaded/analytics/jdw/10112022_web_3.0.pdf

2. Основы NFT [Электронный ресурс]. – Режим доступа: URL: <https://academy.stakedao.org/nft-basics/>
3. Moscow digital school. NFT и DeFi: революция в мире цифровых активов [Электронный ресурс]. – Режим доступа: URL: <https://mosdigitals.ru/media/nft-i-de-fi-revolyutsiya-v-mire-tsifrovyykh-aktivov>
4. Fintech banks retail. Как использовать NFT в банках и реальном бизнесе [Электронный ресурс]. – Режим доступа: URL: <https://plusworld.ru/articles/49295/>
5. Милькина А. \$11,8 млн за виртуальный объект: что такое NFT-токены и как они создаются [Электронный ресурс]. – Режим доступа: URL: <https://www.banki.ru/news/daytheme/?id=10972291>