

First Websites Then Social Media, Now NFTs - Toy R Us Summit

<https://silosolo.com/671076>

Summary

Every single business on earth will have NFT integration into their business in 15 years. Brands and the ability to be a contemporary marketer are important for success. The speaker has a background in retail and merchandising. NFTs are seen as a platform for IP building at scale, similar to after school television in the 1980s. The speaker focuses on finding underpriced attention and using marketing arbitrage to create growth.

Silo sample questions

- What is the main takeaway about NFT integration in businesses?
- What is the significance of brands and contemporary marketing?
- What is the speaker's background and experience in retail?
- What is the speaker's perspective on NFTs and their potential for IP building?
- What is the speaker's approach to marketing and finding opportunities?

Topics

NFT integration

Brands and contemporary marketing

Retail and merchandising

NFTs and IP building

Marketing and finding opportunities

Key Takeaways

- Every single business on earth will have NFT integration into their business in 15 years.
- Brands and the ability to be a contemporary marketer will not be commoditized and are important for success.
- The speaker grew up in a family liquor store business and has a deep understanding of retail and merchandising.
- The speaker believes NFTs are a platform for IP building at scale, similar to after school television in the 1980s.
- The speaker focuses on finding underpriced attention and using marketing arbitrage to create growth.

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