

5 Reasons to start using NFTs in your business.

NFTs aren't just digital art anymore. They are emerging as a revolutionary, but pragmatic, way to conduct everyday business. Pushing digital transformation efforts to new heights, they engage customers in meaningful new ways, create a more secure experience, verify and validate quickly, and give ownership to the right individuals.

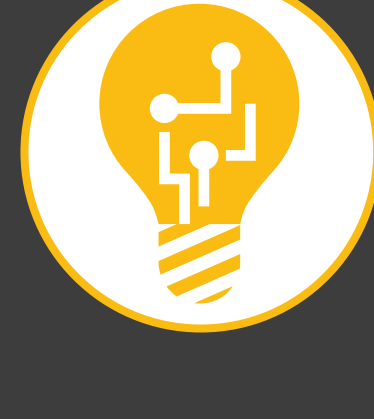
NFTs are a distinctive way to captivate your audience and bring about new brand visibility—elevating your company and bringing it into the future of business—today.

1. NFTs are gaining ground in business.

NFTs went from underground to mainstream in a matter of moments. While they might not be a true household name quite yet, they are gaining momentum and traction as viable options for many businesses in countless industries.

NFTs are changing the way we do business by:

- Authenticating products
- Storing and transferring confidential information
- Providing identity verification
- Tracking movement in a supply chain
- Creating receipts and confirming payments
- Verifying academic and other credentials
- Reducing scams and fraud
- Proving ownership of intellectual property and patents



Connect NFTs to your loyalty programs.

2. NFTs provide proof of origin

The value of NFTs lies in its proof of origin. Because NFTs are built on blockchains, their origin cannot be altered, therefore, its authenticity can be proved quickly and easily.

This makes NFTs more secure, easily tracked, quickly verified, and don't need a literal paper trail. Business gain new insight and transparency, while customers gain control of their identity and more security in their transactions.

Utilize NFTs as a source of recognition for donations, program completion, verified certification and more.

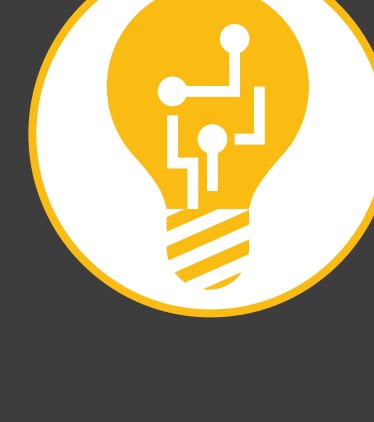


3. NFTs span industries and use cases.

There are a wide array of uses in which your company can apply NFTs to your business. Utilizing NFTs will help you stand out amongst your competitors, your industry, and allow you to trailblaze along the way. Don't think of them as just a "crypto" thing. NFTs can bring new life to any company in any industry. They can elevate your thinking and planning outside the box and give old problems new solutions.

Reasons industries are adopting NFTs:

- Security
- Speed
- Authenticity
- Visibility
- Reliability
- Manageability
- Trustworthiness
- Functionality



NFTs are an impactful recognition for donations, program completion, verified certification and more.

4. Today's NFT audience are tomorrow's leaders.

Some might question the validity of NFTs when the majority of users are under a certain age and tax bracket, but the future of business lies within that demographic. Technologies and trends change rapidly and NFTs are quickly becoming a tool of the trade. Appealing to NFT users only sets your company up for success and expands your appeal.

While current business practices are still status quo, NFTs have incredible potential for businesses, are easy to test and implement, and will have mass appeal to the upcoming generation of business leaders.

People who earn less than \$25,000 per year invest in NFTs at a similar rate as those earning over \$150,000. (CivicScience)



5. NFTs are a bold statement and strategy.

Bringing NFTs into your business and marketing plans sets you and your company up to be a leader and game changer. NFTs offer numerous possibilities to help your business stand out amongst the crowd. Never underestimate the power of being first to the table. The game is ready to be changed and we are helping you write your own rules.

“Nobody ever changed the world by doing what everyone else was doing.”
-Mark Cuban

Billionaire investor Mark Cuban is selling one of his motivational quotes as a non-fungible token (NFT) for \$1,700 worth of cryptocurrency.



NFTs offer a unique value add to your marketing and widen your appeal to new audiences.

Linking you to the future of business.

ImproveHX offers you a unique opportunity to quickly get up to speed on everything you need to know about blockchains and corresponding technology and trends. We empower you to make mission-critical decisions about the future of your business, as well as preparing you to speak savvily and eloquently in any

Let's Connect

