NFT Rentals is the Next Big Event in Blockchain Games

Original:
https://www.btcc.com/en-US/academy/research-analysis/nft-rentals-is-the-next-big-event-in-blockchain-games

Anton Link, co-founder and CEO of unitbox Dao, said that NFT Rentals is an interesting idea in blockchain games. Play-to-earn (P2E)video game is still a new phenomenon in cryptocurrency and game field. Nevertheless, the field shows great growth potential, which is a powerful combination of two things that everyone desires: entertainment and money.

With the continuous rise of NFT Rentals services, it becomes easier to enhttps://www.btcc.com/en-ter the Play-to-earn (P2E)space. They allow players to rent NFTs without any virtual strings attached and pay lenders a portion of any revenue they generate. Conversely, non physical owners also have the opportunity to generate additional passive income.

So, who constitutes the target audience of NFT Rentals services? What value does this model create for market participants? How promising does this space look now? Let's talk about it.

Who are NFT Renters?

The audience of NFT Rentals service is diverse, and people come for various reasons. Some renters seeking to build their reputation in the NFT community are more interested in short-term flexible rents. This is to allow them to set non plump people as profile images on social networks. On the other hand, art installations and exhibitions may rent non authentic works to start their opening ceremonies with exciting and imaginative art, or hold limited time activities with specific works.

A considerable part of the demand comes from gamers. A popular type of NFT rentals is digital land. Landlords with funds will invest a lot of property and housing in the game, and just lend them to players as a way of life in the game. Such a prospect will attract players into a world, provide them with a safe space of their own, and let them participate in it.

The second is to rent characters, skins, equipment, weapons, pets and other items in the game. In most gamefi games, these non authentic products are now either a necessary condition of the game or an advantage for players in the game. Many games provide multi-level NFT, which is more valuable to the game experience than rare NFT.

With NFT Rentals and so-called scholarships, players who choose not to invest in NFT or cannot afford the initial price now have a chance to rent one. Or, if a player can afford an ordinary NFT, but cannot afford a rare NFT, they may choose a scholarship to obtain the latter to achieve good results.

The NFT Rentals Market is Forming

The popularity of game playing has created a lot of attraction for this new niche market. It helps NFT Rentals services and scholarship providers take off. This has led to independent scholarship providers.

For example, two entrepreneurs from the Netherlands, Maxim de klepelar and Mick de Bock, launched their Rentals service aksi university with us $12000 in August 2021. They accommodated 50 scholars — all in the Philippines — and provided NFT to users, earning a considerable amount of money, while earning a certain percentage of all the funds used by their scholars.

At the same time, the market is still forming. More and more players are looking for ways to participate and profit from their time investment in the game. However, there are some problems waiting to be solved.

Part of these problems is not inherent in the game, but the whole NFT field. As often happens in new niche markets, some projects were over hyped and ultimately failed to be realized. And, sadly, some people want to get rich quickly and cheat investors. The latter need to be aware of where they are putting their money.

Promoting Adoption of NFT Rentals

How can we solve these problems? I think one of the most important steps is to build a user-friendly platform. They can gather lenders, provide profitable Rentals models, automatic payment and NFT authenticity checks, and provide data that can help make decisions. This is what we created at unitbox.

This solution will lower the threshold for entry. They will meet the needs of users, create more trust and educate new market participants. NFT Rentals will promote the development of the entire gamefi and NFT field and promote the development of the industry. They will help bring more investment and liquidity, and create more opportunities for gamers and NFT holders.

Thousands of players already enjoy passive income while playing some of their favorite games. Scholarship programs with rentable NFTs are taking off. It will take some time — and the efforts of the developers — to spread the news and get more gamers involved.