

So I want to shift gears now. And I want to talk about digital pictures of apes. Love 'em. So let's talk about NFTs. Who here knows what NFTs are?

NFT.com:

I'm the dude that got to buy NFT.com. Like that's crazy, isn't it? Yeah, that happened at a time where no one was talking about NFTs. There is I love domain names like. Absolutely, I'm addicted to domain name. My last name you can see right there it's spelled like "fried." It's pronounced fried like "fried chicken." But I was able to buy fried.com and jordan@fried.com. I'm never going to be able to use that email again because everyone's going to email me. But you know, I've always loved domain names for me it always was like buying a piece of real estate in Manhattan. I couldn't afford Manhattan real estate but it was like getting a domain name was like that. And by the way, I've never sold the domain name. They've always gone up in value.

NFT stands for "non-fungible tokens" and we're able to buy that domain. I started negotiating for the domain name in December of 2020. I closed on the domain name. Tell you all what I paid. It was the most expensive price I've ever paid for a domain name, I paid \$2 million for NFT.com...took a huge risk. No one knew what NFTs were. No one was talking. There were no apes, there were no doodles. Closed on the transaction in January of 2021. All of a sudden, the bored a yacht club gets hyped and Opensea.io raises \$300 million of \$13.3 billion post money valuation.

[Interviewer] So what's the plan for nft.com?

Yeah, so first, we're launching a marketplace and we're going to do something really different because there's a lot of marketplaces out there and no one needs another cryptocurrency exchange. There's a million cryptocurrency exchanges, if you just go down the down the highway what is the highway Collins towards Miami and you'll see exactly, you'll see the FTX arena or crypto.com just bought the Staples Center out in Los Angeles, you got binance.com and coinbase.com. And everyone's launching that we wanted to do something a little different.

What if we launched a platform governed by users for the users that if you backup to something I said earlier, like the internet is

a little unfair that we in exchange for free searches or free social networking, free messaging that we give up the right store data. We become the product, right? The Internet shouldn't work that way.

What is a DAO?

So what we've done is a really unique concept, which is we're going to allow the users to run NFT.com. We've created something called a DAO, a decentralized autonomous organization, which basically just means the users are in control. They can vote on how the what are the rules of what are the rules of this platform, and everyone including everyone in this room can go to NFT.com or nft.com/jarrold or nft.com/grant or nft.com/10x. And you can own that page. That is a significant difference to the way Instagram and Tik Tok and Facebook and Snapchat work. Yeah, we're renting our presence. In fact, we build mansions on other people's land. It's a ridiculous concept. Mark Zuckerberg owns that land. Jack Dorsey owns that land. He owns Twitter. If they can take it away from a sitting president, they could take it away from you. Yeah, absolutely. So we need to put power back into the users. And by the way, regardless of what your politics are, regardless of what your politics are, no one intended for us to get to a point on the internet where one person is in control of deplatforming a president. So when we talk about the future of the Internet and Internet powered by blockchain to make the world a little bit fairer of a place, what if you could own your presence, your own page that will allow you to mint an NFT coin and now you own that, you own that you have a token in your wallet? And we don't even ask you to have a username and password. We do something called Single Sign On Authentication, which shows you've got that token in your wallet and you can log into that page. Now what is that page? That page is the founding primitive of this decentralized social community where if you've got NFTs you can display them right there. If you've got something to sell, you can sell it right there. Now all of this none of this is theoretical. My team has been like in stealth. I live in Puerto Rico. The platform creates community within the platform. And all of us, all of us need to be part of this social community.

I am taking a swing and not every time I swing do I hit right? Sometimes I miss and I've fallen on my face before. I failed four times and I've succeeded but no one ever remembers my

failures. They only remember like the ones that worked. Hedera HashGraph/\$HBAR, buffered VPN...I'm not a first time founder, I know what it takes to be able to get something to market and I've staked my reputation on it. So we are launching NFT.com. Our whitelist is open right now. [Note: the original launch and whitelist is now closed at the time of this writing. We are past the sale of the initial genesis keys. To see the current status, please go to [NFT.com](https://nft.com)]

But if you go to NFT.com, you can put your name in, you will need an Ethereum account to do this. But when you're signing up for is the right to be among the first to get your profile, and the way we're doing it in the fairest way possible/

If you remember Clubhouse? Do you remember Facebook? How Facebook started you needed a harvard.edu email. We needed a fair way to start the community and everyone in the world can like jump in at the same time to be able to do it. So we came with this concept, the Genesis Key. A Genesis Key is not a PFP drop. When I say PFP, I'm talking about profile pictures. These are like the apes. Who here has seen the bored apes? If you know what I'm talking about? Yeah the bored apes. Anyone know the Doodles?

If you own an NFT I want you to raise your hand, just raise your hand if you own an NFT. Hey let's just take a look around the room. Hey that's pretty good, give 'em a round of applause, they own NFTs! If you don't that's ok, that's how early it is. Only 3 million people in the entire world have bought an NFT. That number is astonishing, there's 8 billion people around the world and 3 million have already bought an NFT. It is so stupid early.

What NOT to do with his advice:

My advise to all of you in this room is not to go run the coinmarketcap.com, lick your finger and go down, and be like "that one, I'm going to buy about a 100 grand in that one." Don't do that, don't do that right now. Do your research and slow down and figure out where is this tech going? What's the next trend?

There has been a run up in NFTs, and I'm also not going to encourage you to just go buy a bored ape for \$200,000 right now. That's ridiculous. Slow down a little bit. Understand the technology, and realize where the opportunities end up. There's

places you can take equity exposure to the technology. I think Grant teaches this group a lot about how to become an owner, become a partner. Take equity, take ownership. You can do that in crypto. I'm not promoting my stuff, but there's lots of publicly trading companies that you can go to and take equity exposure in. A bitcoin mining company. Coinbase is publicly listed. Coinbase is definitely going to be bigger than they are right now in 10 years. More and more people are going to come on the Bitcoin, and Coinbase is going to be the beneficiary. Their stock is really well priced at the current moment. But talk to your own financial advisor.

But there are ways to take exposure to it. And with NFT.com our invitation to it is we are launching 10,000 Genesis keys, which essentially make you the founding members of the NFT.com community, you're the first to get your profiles, you're the first to stand up this decentralized government platform. And we are basically inviting the world to help us with the government. So I'm screaming from the hilltops, it's launching next month. That's exciting right launch in April, we're going to be launching NFT.com.

A Grant Cardone NFT?

Well, first let's ask the audience, "Should Grant Cardone do NFTs guys? All right. Let's see. Now we've got the button. So you need to do it in a very particular way. Everyone in this room is going to be upset if they buy Grant Cardone NFT and it's just a piece of art. You don't want that. Grant has a lot of really good art and that's really exciting. But if I'm in this room, I'm going to look out for you guys here. If I'm in this room and I want to do an NFT drop or participate in Grant's NFT drop, I want access, I want information, I want my NFT to let me come to 10X growth con and it's a ticket. I want to be able to come to the office and maybe meet some of the team. I want to be able to get PDFs and information. And I think it would really be exciting is to stop thinking NFTs as pictures and JPEGs because how we're using NFTs today. This is not how we're gonna be using them 10 years from now.

The future of NFTs:

An NFT is a digital property. It says that you own this virtual piece of land or this watch. It's an authenticity certificate that says you own this watch and we can all see that you own it. I just stole that watch from you. I've got a stolen watch.

That's how we're gonna be using NFTs: it could be title bids to properties...everything of value in the physical world is going to be represented in the digital world in a form of a token. It is, it absolutely is. We are onboarding physical value to the metaverse, which is a \$10 to \$30 trillion opportunity that you can't not get excited about.

So why am I so stoked in waking up every day and excited to build NFT.com? We want to be the home where that happens. And that's too powerful for me to control. I can't be Jack Dorsey. The world doesn't need another 30 year-old sociopathic billionaire, right? I'm not a billionaire, the sociopathic...maybe. But the world needs the community, the world needs the community to feel empowered and to come govern platforms. So what's exciting about it.

So back to Grant and your business and what you all can do. You will have the ability to empower this audience. You can invite them to make decisions, right? Hey, we're doing a logo rebrand or hey we're launching new merch. We're now shifting from an NFT just representing an image or some piece of intellectual property to what if it has utility? What if I own this seat at growth con in the front row right here? What if I own that seat every year and I get the comp? What if I can't make it and I want to resell it? Now I get the share in your economics in the event, it's not just you guys selling tickets, I can make a little money selling tickets and maybe I throw you guys a royalty for doing it right. But that's exciting. Now that's like a season ticket. It's the season tickets, it's personal.

Yeah back to the Bills, I want to own seat 5 and 6, row seven section 1. You want to own that?

So those will absolutely be and we're talking to and full disclosure, we're talking to many professional sports organizations about leveraging NFTs for personal seat licenses to be able to invite the fans to crowdfund to build the stadium. Literally contribute own that seat. And that's the fan experience. The Packers have some models similar to that right and the rest of the rest of the NFL I think will come on board.

[Interviewer] How far away do you think we are? Like because we've talked a little bit about NFTS representing ownership in a security in an asset, how far away do you think we are in selling NFTS as a percentage of ownership of equity in their company or NFTS as a percentage of ownership of real estate deal? How far do you think we are from that?

A lot closer than we think:

So we're a lot closer than we think. The SEC just approved the 70th stock market in the world which is going to be on the blockchain. And it's gonna be security token marketplace. Why is that significant? Well, I said everything of value the physical world is going to be represented the digital world in the form of a token, that includes cap gains, that includes stock certificates... stock certificates are numerated. We don't have them anymore because you just go into RobinHood you buy them. But back when grandma was buying them, Apple shares or Microsoft shares...well, a sheet of paper that was numerated represented a share in the company. So when we talk about onboarding that value, securities, things that regulators classify as securities are going to be part of that. The issue is we're trying to shove 100 year old outdated securities laws and regulations and make them fit for a technology that's literally a decade old and it's not fitting. So we need to modernize.

This country has I think one of the greatest opportunities ever. This has always been the home of innovation...the home of entrepreneurship. We have that more than any other country. We start the best companies, we innovate and create the best technologies...that has always been America, and in my sincere hope is that we can continue to do that in a legally compliant way in this country. So for that to entail securities, we need regulators to get on board and that's what's hindering us right now. **We do not have a cryptocurrency exchange that's mass adopted enough for accredited investors.**

I imagine a lot of people here participated in the Cardone Capital funds or real estate funds. A lot of these funds are like reg D funds and you guys would love to take money from everyone because you're good actors bringing amazing returns to your investors. But there are rules that you can take capital for. So we'll need to make those rules work with tokens as well. And it'll take a little bit of time but it's not too far away.