

# Metaland DAO

White paper 1.0

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## Executive Summary

The Metaland is a virtual world where players can build, own, and monetize their gaming experiences in the BSC blockchain using META, the platform's utility token.

Our vision is to offer a deeply immersive metaverse in which players will create virtual worlds and games collaboratively and without central authority. We are aiming to disrupt the existing game makers like Minecraft and Roblox by providing creators true ownership of their creations as non-fungible tokens (NFTs) and rewarding their participation with our utility token – META.

In the current game market, the centralized ownership and control of user-generated content limits creator rights and ownership. Central control over the trading of virtual goods created by players restricts them from generating fair value for their creations. Compounding this, it can be difficult to prove creative ownership of works, especially as content is copied, altered, and built upon.

With The Metaland, we aim to overcome these limitations while accelerating blockchain adoption to grow the blockchain gaming market. We will do this by building a voxel gaming platform where creators are able to craft, play, share, collect, and trade without central control, enjoying secure copyright ownership with the ability to earn cryptocurrency (META). This copyright ownership will be established and guaranteed through the use of NFTs, where every in-game item will have a unique and immutable blockchain identifier.

## Blockchain Gaming with NFTs

The Metaland virtual world uses blockchain technology and NFTs to empower the players and creators. NFTs are an emerging segment in the global game market: virtual tokens for digital scarcity, security and authenticity. Each NFT is distinct or unique, it is indivisible and it is not interchangeable for another.

Through the use of NFTs, Metaland users will be able to benefit from:

A. TRUE DIGITAL OWNERSHIP: Gamers are the true and perpetual owners of their digital items, even if the game was shut down or abandoned. With blockchain, every game item can be tokenized, allowing gamers to decide how they want to trade, sell, or gift their items.

B. SECURITY AND IMMUTABILITY: Digital game items can be easily tokenized and traded in primary and secondary markets that are managed and facilitated by blockchain technology. Items based on scarcity and demand usually invite fraud and theft, but these risks are minimised on blockchain because it is a distributed ledger.

C. TRADING: Blockchain-based gaming platforms can provide users with ultimate control over their digital assets. They can buy and sell items freely without concern that they will be ripped off or that a platform will close and cancel all the value of their in-game items.

D. CROSS-APPLICATION INTEROPERABILITY: Blockchain provides capacity for games to utilize shared assets. ASSETS, avatars, LANDS and any other game elements can be used in other games that allow it. These game items are no longer confined by a narrow digital ecosystem.

The Metaland metaverse uses several tokens to create a circular economy between all the profiles of users who will interact with its platform namely the players, creators, curators and LAND owners. These are the LANDS, ASSETS and META, a token based on the BEP20 protocol which will act as the official currency in the ecosystem when purchasing goods and services within the game marketplace.

## What is META and what is it used for?

META is an essential part of The Metaland platform and The Metaland are working on establishing key mechanics that makes it intrinsically tied to The Metaland platform and its value. META is an BEP-20 utility token built on the BSC blockchain that serves as the basis for transactions within The Metaland, and has the following uses:

- Access The Metaland platform: Players spend META in order to play games, buy equipment, or customize their Avatar character—and can potentially collect META through gameplay. Creators spend META to acquire ASSETS, LANDS, and through Staking. META Sales drive demand for META to purchase LANDS. Artists spend META to upload ASSETS to the Marketplace and buy Gems for defining Rarity and Scarcity.
- Governance: META is a governance token that allows holders to participate in Governance decisions of the platform, using a DAO structure. They can exercise voting rights on key elements such as Foundation grant attributions to content and game creators and feature prioritisation on the platform Roadmap. META owners can vote themselves or delegate voting rights to other players of their choice.
- Staking: META allows for staking, which allows for passive revenues on LANDS: you get more META by staking it. This is also the only way to get valuable Gems and Catalysts, needed for ASSET creation.
- Fee Capture model = 5% of all transaction volume carried out in META tokens (Transaction Fees) shall be allocated with 50% to the Staking Pool as rewards for token holders that Stake META tokens and 50% to the "Foundation."
- Foundation: The role of the Foundation is to support the ecosystem of The Metaland, offering grants to incentivize high quality content & game production on the platform.

## **Associated risks**

It is the responsibility of any purchaser of META to inform themselves of, and to observe and comply with, all applicable laws and regulations of any relevant jurisdiction. Prospective purchasers for any META shall be expected to consider the risk factors identified in this section. If any of the indicated risks were to materialize, then they could have a negative impact on the Issuer's finances and operational performance which can hinder the ability of the Issuer to fulfil its obligations under this whitepaper.

The challenges and risks are identified by the board of administration of the Issuer as at the date of registration of this whitepaper. This does not exclude the possibility of there being other risk threats and the purchaser must be aware that the impact on the Issuer may be heightened due to a combination of several risks materializing simultaneously.

One of the main challenges in the project is the rate of adoption of the community of artists and creators to start exchanging assets, which will be a key point behind the demand generation of META. As such, we are focused in developing a strong, multi-platform product that can spread massively by offering a tool to create voxel art that is focused on solving problems and community needs. We are therefore developing strong communities in different areas of the world with a strong focus in Asia, where we believe the rate of adoption and learning curve will be steeper. The project success rate will be dependent upon the priority and preference of consumers and its ability to swiftly anticipate, identify and capitalise upon these priorities and preferences.

The Issuer operates in an emerging and disruptive industry that is under rapid and dynamic development. This includes, but is not limited to, the developments relating to the business itself, the underlying technology, and the regulatory and legal implications thereof. Specifically, in relation to public knowledge and understanding of emerging technologies, such distributed ledger technologies, smart contracts and other innovative technology arrangements, are still limited as at the date of registration of this whitepaper. The risks arising out of such may not be fully comprehended as of yet and new additional risks may arise in the future.

As the Issuer's undertaking is reliant on the continuous and proper functioning of its technology infrastructure, the Issuer is subject to a variety of risks relating to the proper maintenance thereof. These risks include, but are not limited to, cyber-attacks, data theft or other unauthorised use of data, and other malicious interferences. Certain parts of the infrastructure

may be outsourced to third parties. In such cases, the Issuer is reliant upon technology arrangements developed by such third parties for the running of its undertaking, and it is exposed to the risk of failures in such technology arrangements.

The Issuer is subject to various laws, including regulations and rules issued thereunder, and is at risk in relation to changes in the laws and the timing and effects of changes in the respective legislation. This includes changes in the interpretation thereof which cannot be predicted by the Issuer.

The growth of the Issuer and its undertaking is partially attributable to the efforts and abilities of the members of its management team and other key personnel, particularly its board of administration. If one or more of the members of this team were unable or unwilling to continue in their present position, the Issuer might not be able to replace them within a short time, which could in turn have a material adverse effect on the Issuer's business.

## The Metaland Platform

### Mission

The Metaland team's mission is to build a system where creators will be able to craft, play, share, and trade without central control, enjoying secure copyright ownership with the ability to earn META.

The Metaland team believes these innovations are important, for while the current market for voxel-based creation games already has 600,000,000 Creators and 180,000,000 MAUs, it suffers from four key problems that could hinder future growth if not addressed:

- The centralization of user-generated content in dominant titles such as Minecraft and Roblox limits creator rights and ownership;
- Central control over the trading of virtual goods created by players restricts players from generating fair value for their creations, limiting what they can or cannot sell and/or taking a significant portion of the sales revenue;
- Given the nature of voxel art, it can be difficult to prove creative ownership of works, especially as content is copied, altered and built upon;
- Existing game marketplaces are based on fiat currencies, which do not support true microtransactions and are vulnerable to credit card fraud that can unbalance in-game Economies.

## Game Overview

At its core, The Metaland is an ecosystem for Players and Creators, consisting of three main components: a Voxel Editor , a Marketplace, and the Game itself.

The Metaland offers a unique way to create, assemble, and share 3D voxel models. We empower Creators with intuitive, powerful content creation tools. You can make your own 3D voxel objects, animate them, and publish/sell them in our worldwide marketplace. VoxEdit is our 3D tool that allows anyone to create or import their own voxel objects, work on them, and effortlessly export them to the marketplace where users can turn them into limited ERC-1155 tokens called ASSETS. ASSETS are virtual tokens for digital scarcity, security and authenticity. They are unique/limited as well as distinct and indivisible.

Blockchain allows creators to have true ownership and thanks to this technology we, in our capacity as developers, can finally reward players for their time and the hard work they put into content creation, allowing them to monetize and freely trade their ASSETS.

Our ASSET smart contract allows content to become the new platform, creating a new paradigm. This is because they offer multiple uses and are not confined to a single game. This "second-layer programmability" gives any developer the power to bring a lasting and ever-growing value to the ASSETS, which can be shared cross-games, cross-platforms and cross-chains.

The Marketplace is the trading environment for ASSETS, where they can be given away for free or sold to other PLAYERS.

The Game is the overall game system where playable experiences can be enjoyed and shared. In the Game, not only can creators profit from their creations, players can play-to-earn by collecting resources, rewards, and tokens.

## **Economy**

### **LAND and META Token**

With the launch of the Iron Age, we are introducing two digital assets: LAND, the non-fungible parcels in which the virtual world is divided; and META, an BEP-20 token that is burned to claim LAND, as well as to make in-world purchases of goods and services.

The utility of LAND is based on its adjacency to other attention hubs, its ability to host applications, and also as an identity mechanism. Developers and other content creators will demand LAND so that they can build on top of it and reach their target audience. Although every unclaimed LAND can be purchased at the same exchange rate (10000 META = 1 LAND), LAND parcels are distinguishable from each other, potentially trading at different prices on a secondary market due to differences in adjacencies and traffic.

On the other hand, META serves as a proxy to assess the price of a new parcel of LAND. Also, META used to buy goods and services in the virtual world creates utility value for the token.

## **Challenge**

## Decentralized Content Distribution

Content distribution through a P2P network has two main issues. The first involves download speed: retrieving a file from a DHT or distributed peer-to-peer storage system has traditionally been too slow. Specially, in a graphical application like Decentraland, users will be adverse to using a system that does not load the experience quickly. The second issue involves availability: ensuring that content is sufficiently distributed around the network without loss. IPFS and the upcoming FileCoin protocol are addressing these issues and we're looking forward to when they become production ready.

## Scripting

Scripting will be the most important element used to create valuable experiences for users in Decentraland. Its APIs will need to be secure enough for clients to hold private keys and authorize micropayments frequently. Ease-of-use is also critical to penetrate a broad audience of developers.

## Content Curation

The issue of filtering content for mature audiences (like pornography, violence, or gambling) is difficult to solve within a decentralized network. We expect a market to emerge here: with a reputation-based approach, users could select one or more providers of whitelists/blacklists that track the type of content being served on each parcel.