



Metaverse Landscape

What is the Metaverse



The Metaverse refers to expansive and interactive virtual worlds built like video games that reflect an alternate digital reality where people socialize, work, play, and transact. Metaverses built on the blockchain are self-contained virtual cities and economies that simulate real-world interactions. Metaverse real estate refers to the “land” assets in these worlds. When they are built on the blockchain (which is the case of all metaverses that we will review in this report), the “land” within the metaverses can typically be bought and sold in the form of non-fungible tokens, or NFTs. This is “metaverse real estate.”

Enough people believe that this virtual real estate is scarce and holds value that they are spending meaningful amounts of money on it. For this reason, its ownership has become something of a status symbol among early adopters.

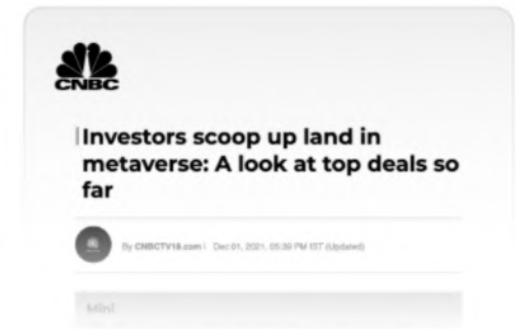
Beyond status, ownership represents something greater — a contribution to the fabric of the metaverse community. Where and how metaverse real estate is developed has an enormous impact on how players will interact with it.

Metaverse Index

Metaverse NFT Index (\$PLAY) Performance Since Inception



Comprised of SAND, AXS, MANA, ILV, ENJ, GALA, YGG, and AUDIO



Decentraland



Decentraland is a multiplayer role-playing game developed by two Argentine software engineers, Estaban Ordano and Ari Meilich. The world centers around a plaza, called Genesis City. It shares similarities with early virtual games like SimCity and Second Life, and newer multiplayer games like Minecraft and Fortnite.



Decentraland is distinguished from predecessors like SimCity by its cryptocurrency-based economy. All of the parcels (called "LAND" in the game) except for roads and plazas can be bought, sold, and developed by the users of the game using "MANA," Decentraland's own crypto-token. MANA has a fully diluted market capitalization of about \$7 billion, a more than 322-time increase since its 2017 ICO figure of about \$20 million.

Decentraland has seen significant brand and influencer involvement. Last July, Sotheby's launched a virtual art gallery replica of its London gallery in the Voltaire Art District of Decentraland, and Paris Hilton headlined a virtual concert with musical guests Deadmau5, Alabaster dePlume, and 3lau.

Sandbox



The Sandbox, developed by a team in France, is designed to resemble Minecraft, the world's best selling video game, surpassing 228 million copies sold since its release. Though The Sandbox game is not fully live, on November 29, 2021, an alpha version was released to many users who were able to experience the earliest version of gameplay."

One of the most notable features of The Sandbox is its map of parcels, which allows buyers to place a graphic over their holdings. Over the past 12 months, the map has been populated with a wide variety of popular company logos, ranging from Atari to the Walking Dead to the Smurfs.



The Sandbox has secured over 165 partnerships to date, including with Adidas, Snoop Dogg, the Walking Dead, Care Bears, Atari (Rollercoaster Tycoon, Pong), CryptoKitties, Shaun the Sheep, and Square Enix (creators of Tomb Raider and Final Fantasy). Each partner intends to develop content on their land, such as multiplayer gaming and social experiences, as brands look to establish themselves in the metaverse permanently." Meanwhile, NFT projects like Bored Ape Yacht Club, CyberKongz, Party Degenerates, and Solana Monkey Business hav

Sandbox

Enter the metaverse with Sandbox



+200K

ALPHA HUB
VISITORS



+150K

HOURS PLAYED
CUMULATIVELY



+1000

NFT PARTNERS

SNOOP DOGG

THE WALKING
DEAD

adidas

ATARI

THE
SMURFS

RollerCoaster
TYCOON WORLD

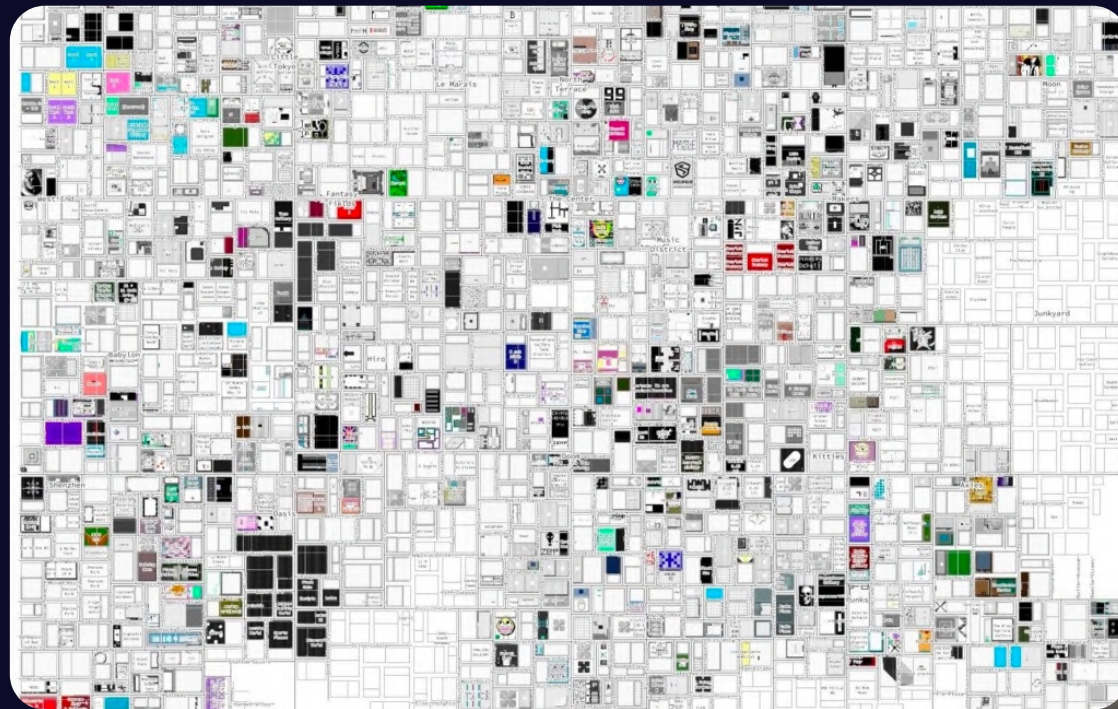


HELL'S KITCHEN

THE
SANDBOX
ALPHA



Crypto Voxel

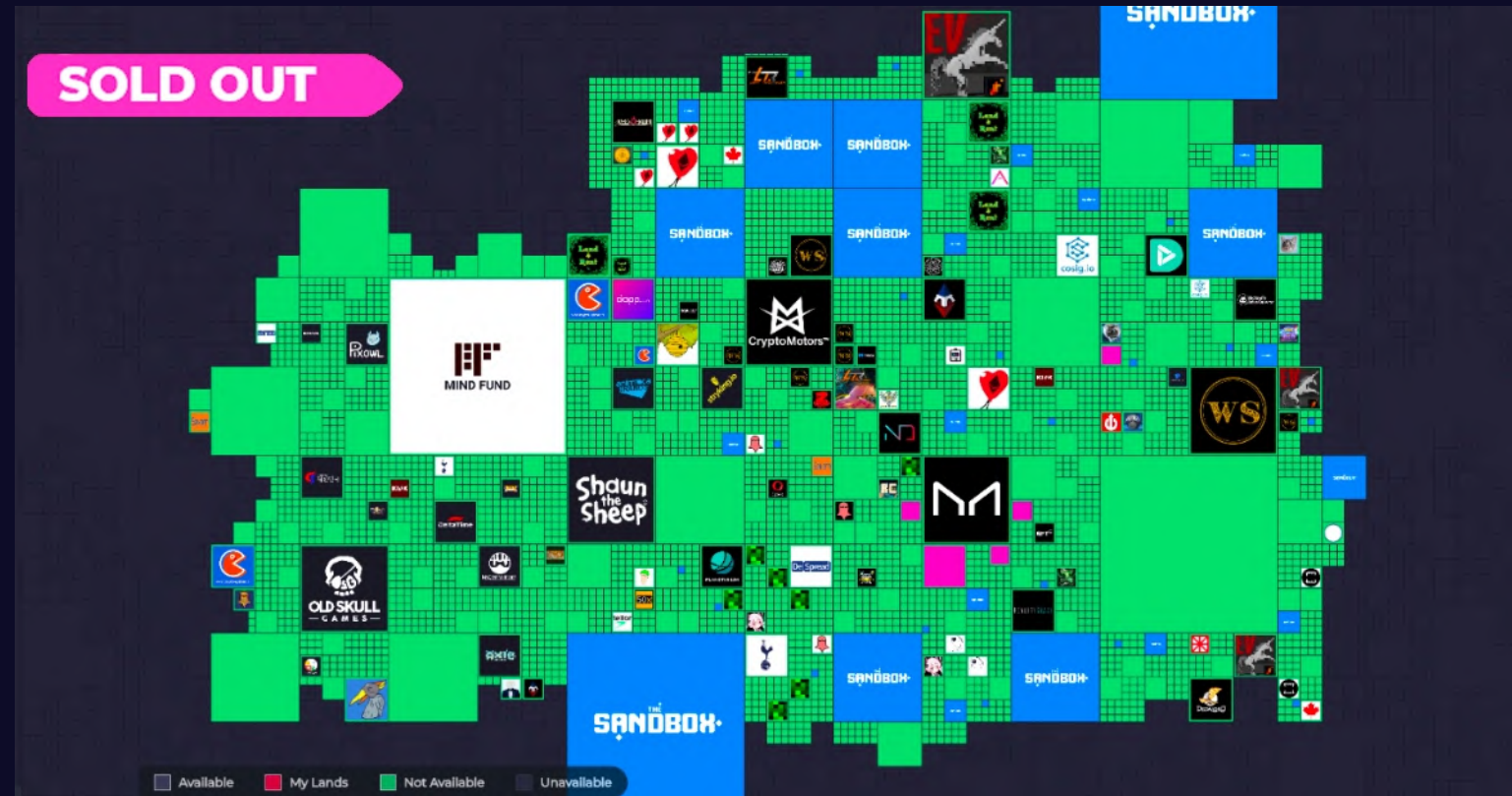


Cryptovoxels is a virtual world built on the Ethereum blockchain by Nolan Consulting, an independent game developer based in Wellington, New Zealand. The main area is a large square continent called "Origin City," which is further subdivided into neighborhoods with names like "Memes," "Mars," and "Kitties." The avatars in this world have a distinct mannequin-like appearance that players can further customize and dress up to achieve their desired look.



Cryptovoxels allows players to display their own NFTs on their property. Many enthusiasts in the budding "digital art" ecosystem have taken to Cryptovoxels for this reason. Digital art galleries are a common sight here. Cryptovoxel's interface, too, allows users to view and bid on live listings of these pieces.

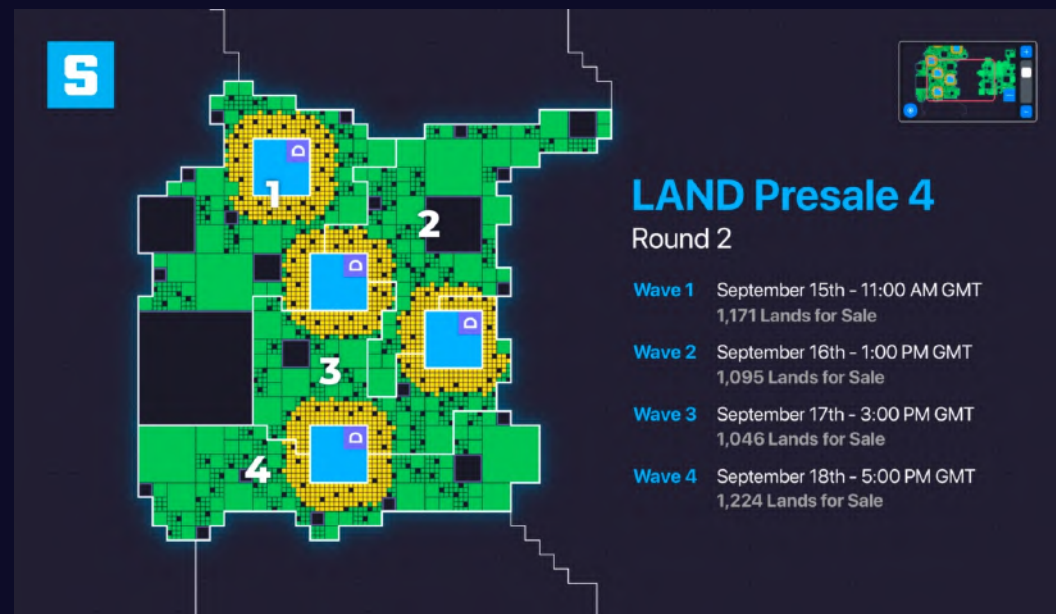
Land Sales



Pioneer Metaverse Land Sales

Illustrated by the movement of average monthly prices of land parcels in each metaverse, the market is indeed volatile—something any cryptocurrency investor is well-acquainted with.

In June 2021, the average price per parcel a land in each of the four pioneer metaverses was approximately \$6,000. By December 2021, their average prices reached \$12,000. While Decentraland and Somnium Space saw average prices regularly over \$10,000 during the two-year period, Cryptovoxels and The Sandbox land sale prices have only recently seen land prices in excess of \$10,000, a trend that began in November 2021.



Sandbox Ecosystem Assets

SAND – digital in-game currency and medium of exchange of The Sandbox



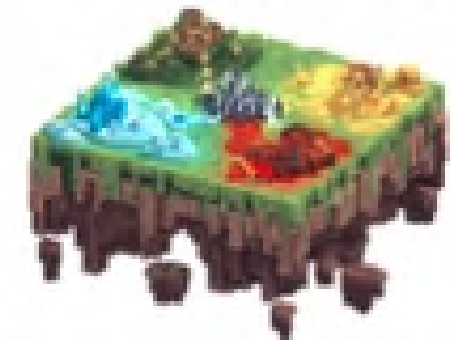
LAND – Digital ownable land within the Sandbox Metaverse



ESTATE – a combination of LANDs to create a larger plot.



GAMES – bundle of assets and scripting logic to create an interactive experience



GEMS – tokens burnt to give attributes to ASSETS



CATALYSTS – tokens burnt to create ASSETS and imbue ASSETS with a specific number of GEMS



ASSETS – 3D virtual images created by players (requires SAND, GEMS, and CATALYSTS)



Sandbox Ecosystem Assets

The Sandbox Asset Creation Requires a Combination of In-Game Tokens



GEMS – tokens burnt to give attributes to ASSETS



CATALYSTS – tokens burnt to create ASSETS and imbue ASSETS with a specific number of GEMS



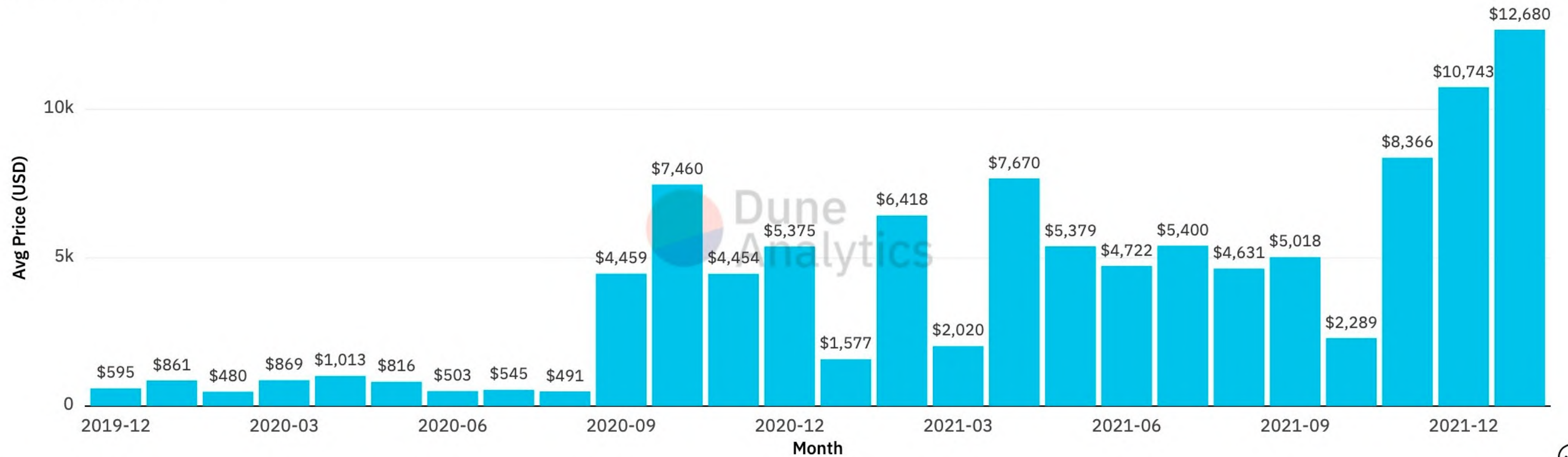
ASSETS – 3D virtual images created by players (requires SAND, GEMS, and CATALYSTS)



Land Value

PRICE: avg price per month
Sandbox; all time

@metaland



More Buyers to enter the market

More Buyers Entering the Market

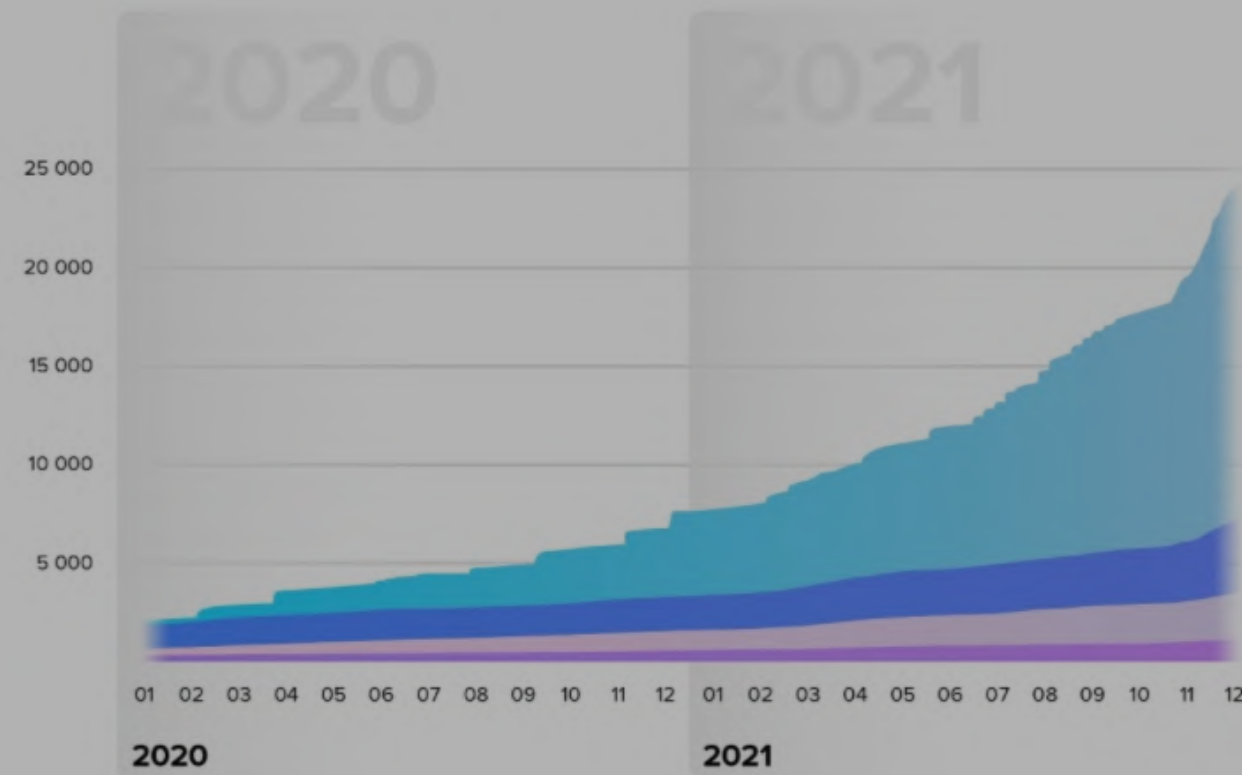
More companies and individuals are buying metaverse land than ever before.

Figure 4

Number of Land Owners



- The Sandbox
- Decentraland
- Cryptovoxels
- Somnium Space

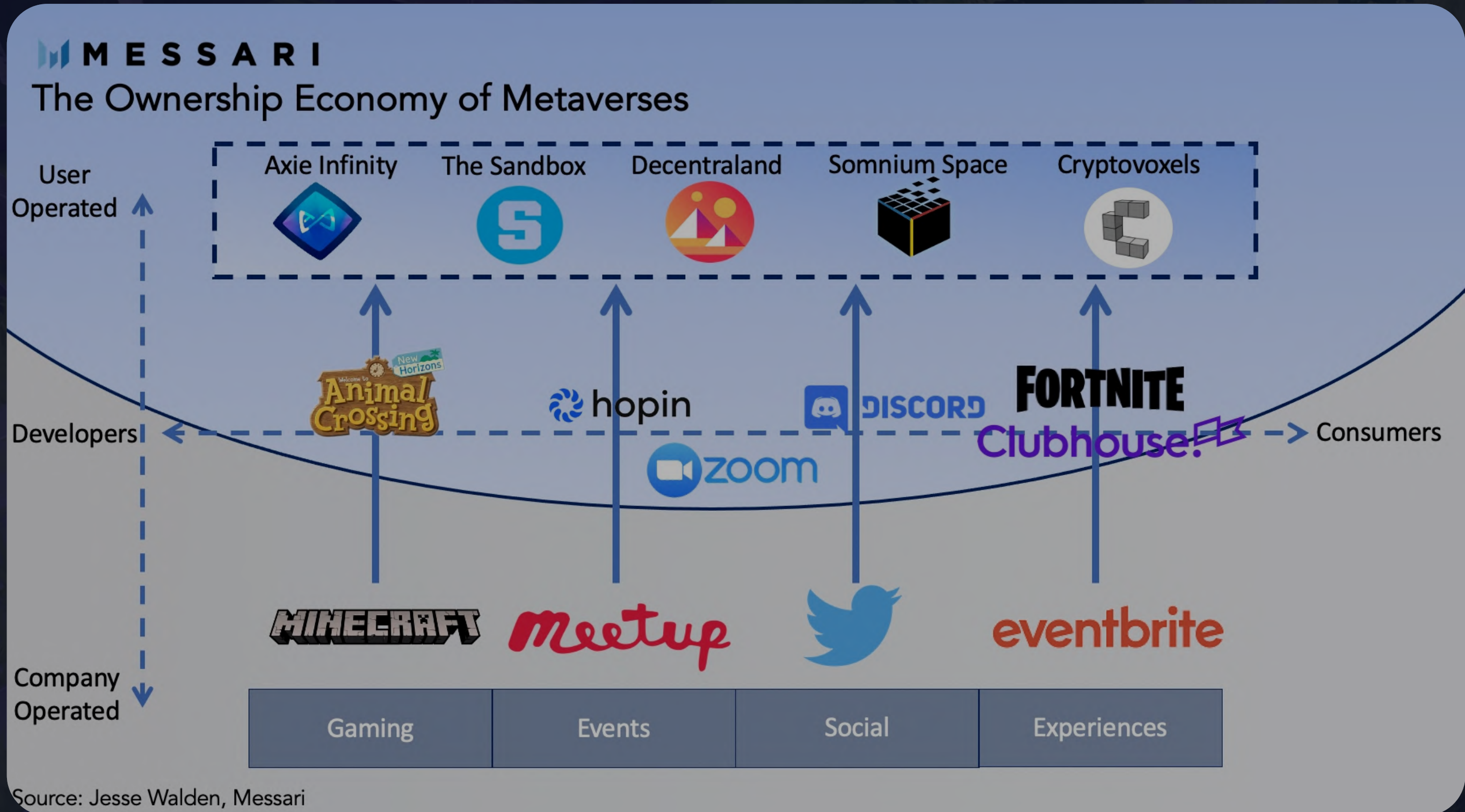


Brands are entering Metaverses

Each asset come in different shape, texture and theme.



Metaverse Types



Perks For Brands

Value add for brands and projects.

1

Grow Community

Exposure to Sandbox, Decentraland and other metaverses' audiences, communities and creators.

2

Getting New Clients

Educate audience about brand's products and drive them to buy your NFTs to access your services.

3

Increase Engagement

New format of interacting with audiences in a virtual world with 3D assets, accessories, and a place to hangout.

4

Additional Revenue Stream

Recurring revenue share from assets sales. Create exclusive, gated experiences.

Case Study:

Binance NFT @TheBinanceNFT

We will enter the metaverse with a virtual office in [@Bloktopia](#)

Would you like to win a part of the [#BinanceNFT](#) HQ?

The [#BinanceNFT](#) home is made up of 100 REBLOK, and we are giving away 1 to a winner!

Join the giveaway (only 5 easy steps!) [gleam.io/ZocU7/binance-...](#)

0:33 303.6K views

11:00 AM · Nov 4, 2021 · Twitter for Android

2,465 Retweets 378 Quote Tweets 6,921 Likes

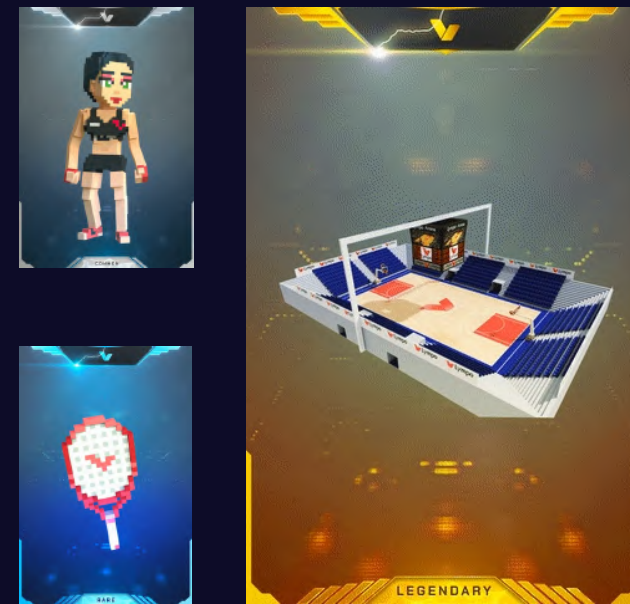
300k views

7k likes

2.5k RTs



Branded Assets



The Sandbox

Play in the Sand or dominate the paint in your Sandbox Genesis Curry Flow sneakers.



Open Metaverse



In Development



bit.Country



Closed Metaverse

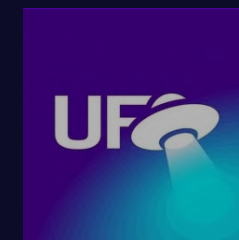


AURORY

BLOKTOPIA

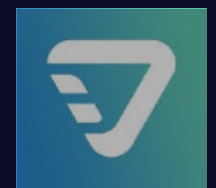


Unmateriality



UPLAND

METVERSE AI



Metaverse Opportunities

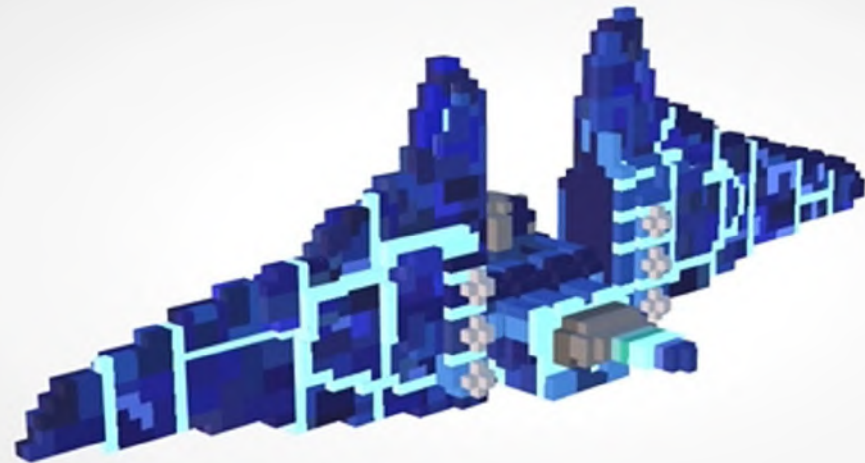




Metaverse Development

Sandbox Development

Polygon Spaceship on Sandbox



Bounce on Sandbox

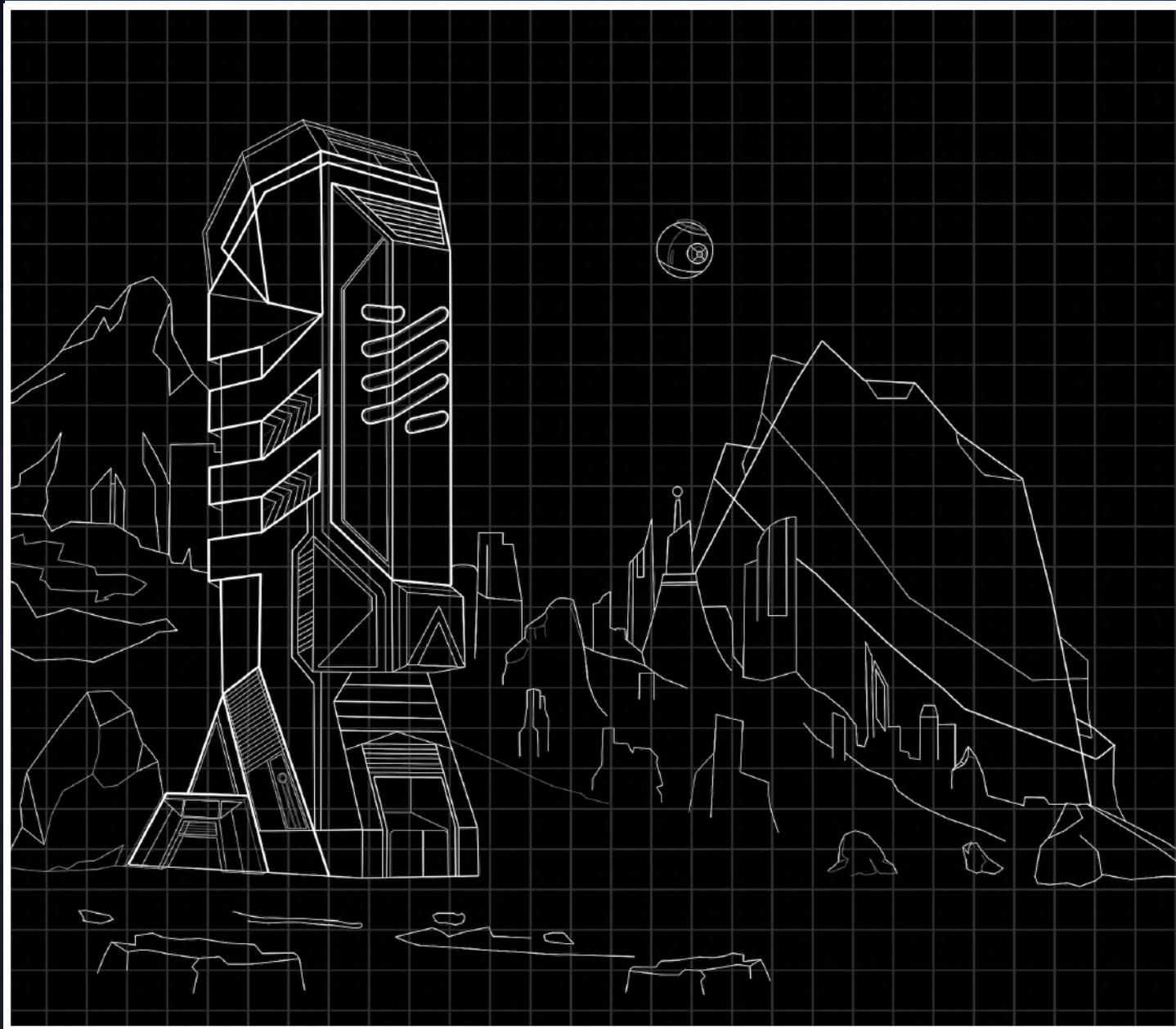


WSB on Sandbox



Branded Assets Examples

Bounce Metaprint



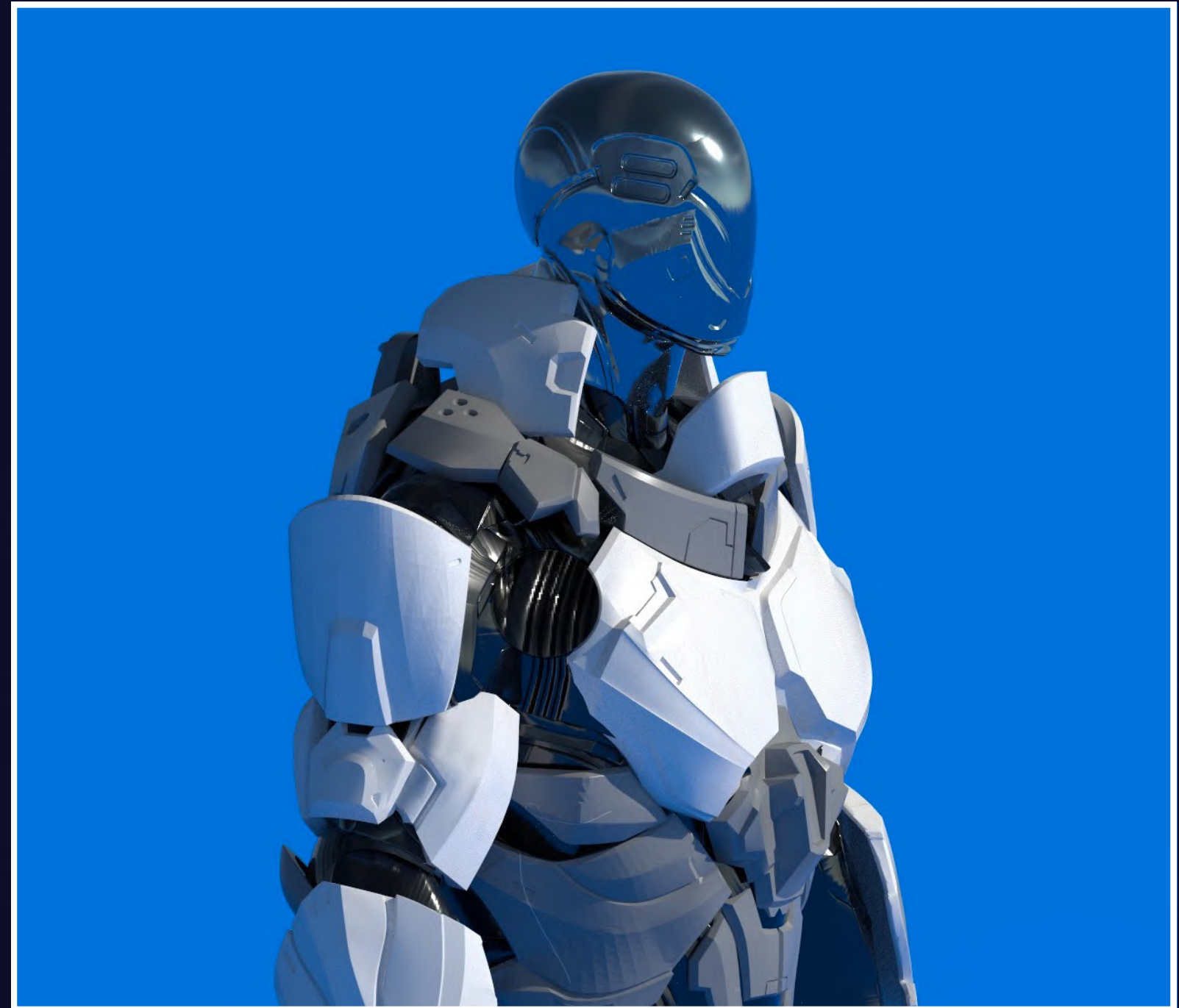
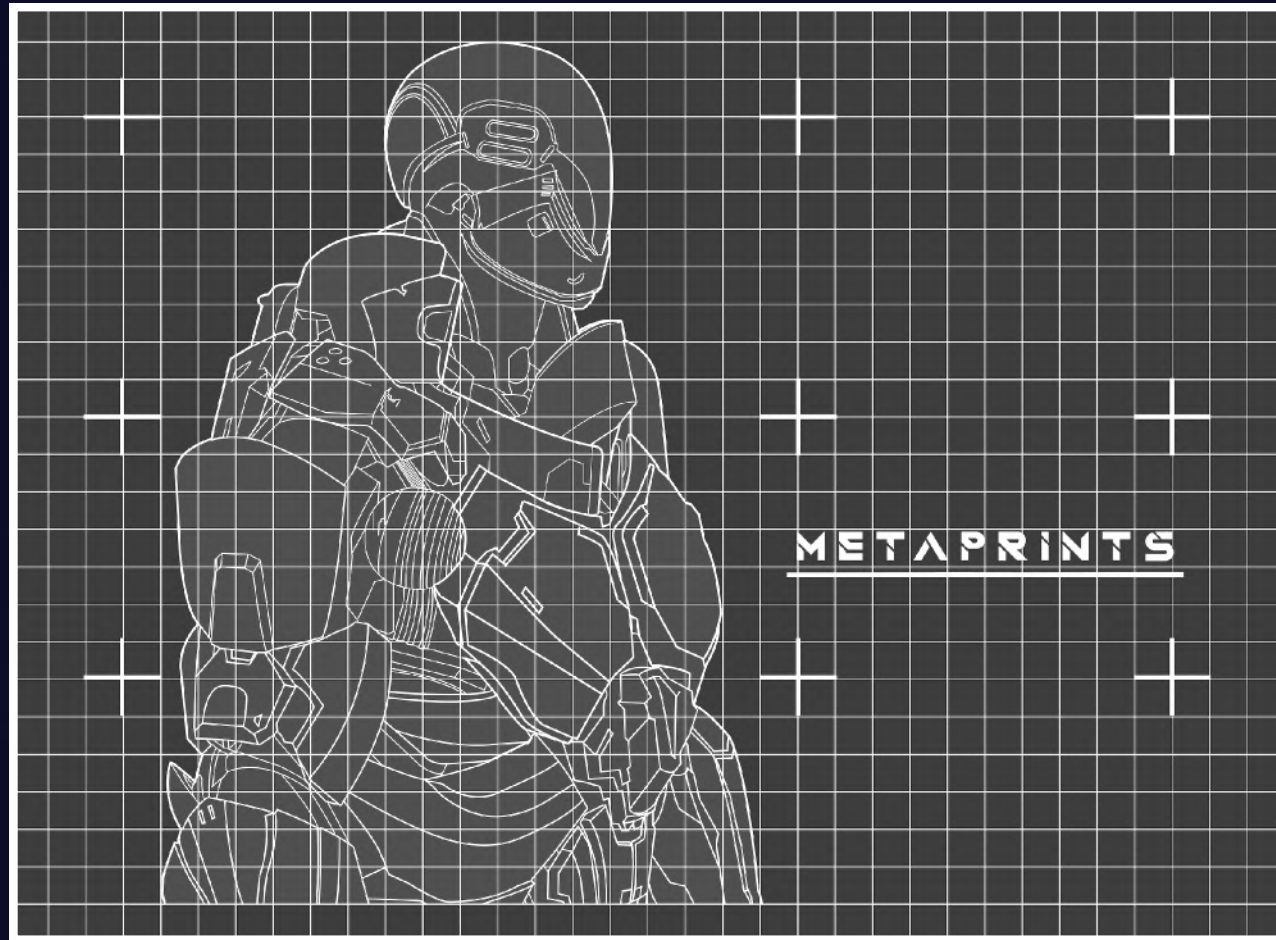
Morning



Night



Avatar



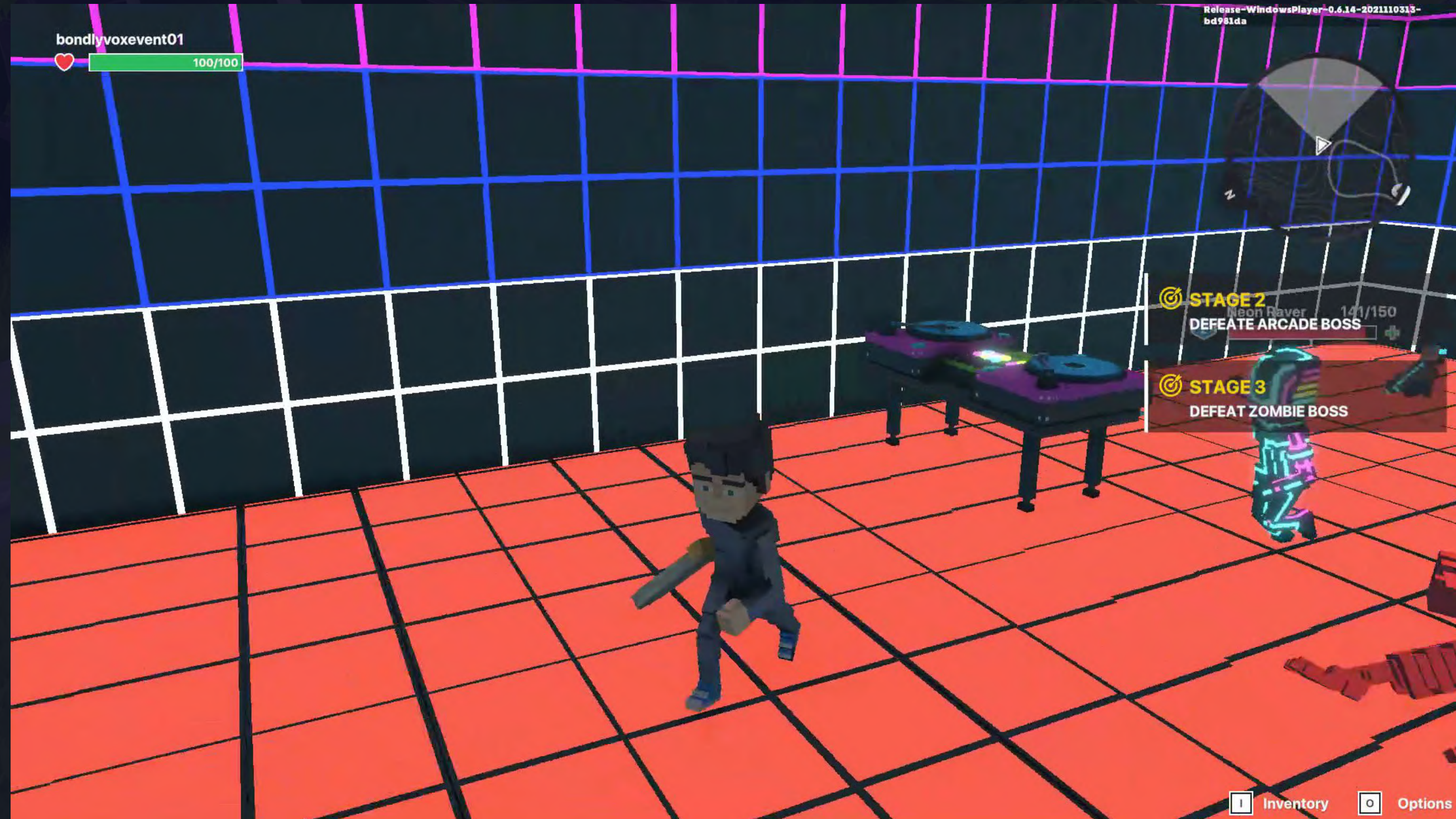
Pet



Phala Network



Sandbox Development



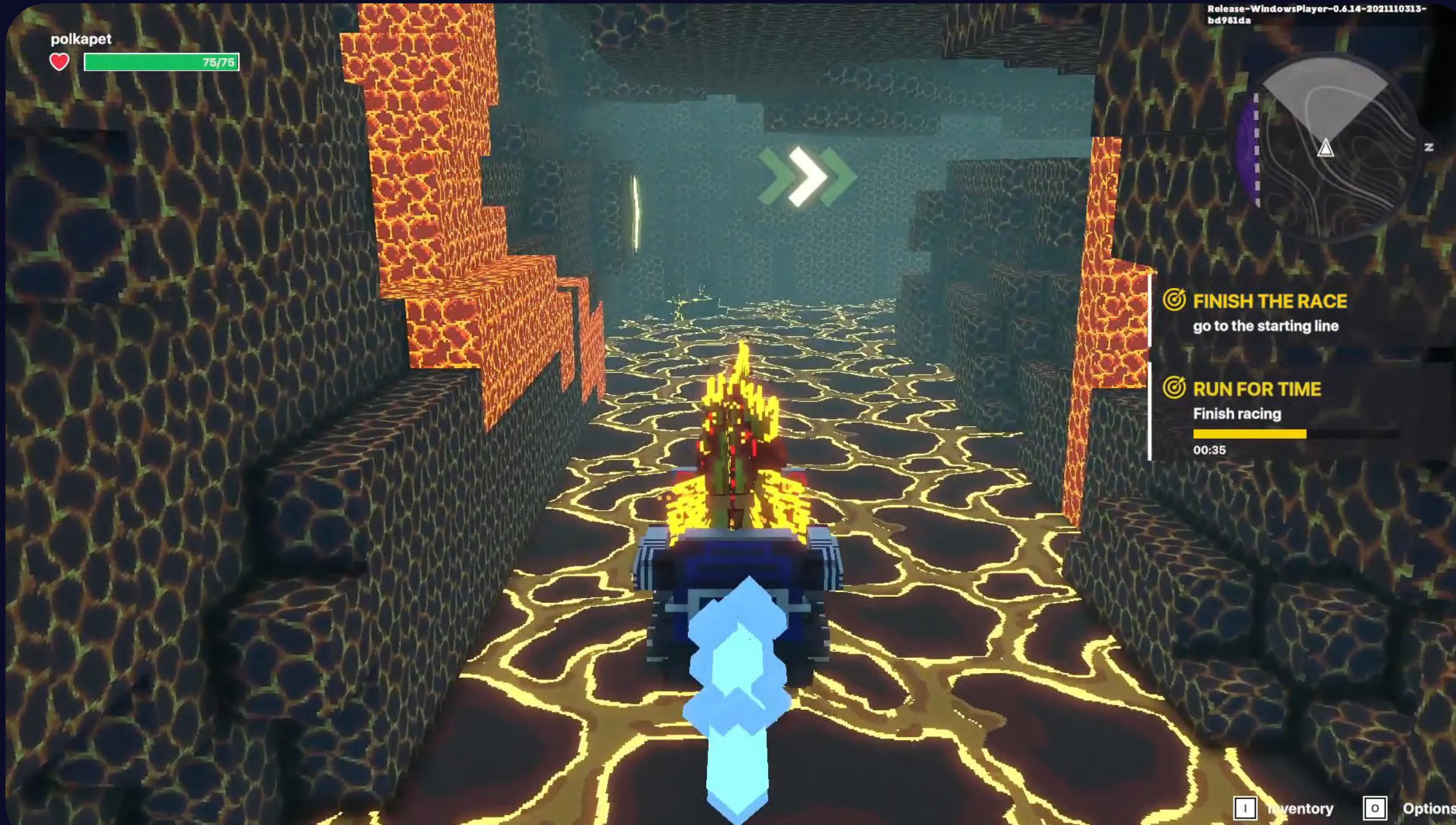
Minecraft Development



Lunar New Year



Racing Game





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