

# ABSTRACT

## RACE TO THE METAVERSE

On October 28th 2021 Mark Zuckerberg announced that Facebook Inc. will be renamed to Meta. With this announcement, the race to the Metaverse has started. The term that was coined in the 1992 novel by Neal Stephenson marks the vision for a more complete digital experience. Journalists, experts, and developers often refer to the Metaverse as a digital place where humans can interact. We believe that the Metaverse is not a place. It's a time, much like the concept of singularity. The time in history, when our priorities and our attention finally flip over to the digital world. Ever since the invention of the television, we have been spending an increasing amount of time looking at screens. With the proliferation of the internet we started migrating most aspects of our lives to the digital space: art, finances, social interactions, entertainment, and work. By now, complete digital ecosystems dominate our lives, and our digital avatars have become as important - if not more important than our real physical selves. Filters are the new makeup, Zoom meetings are the new conferences, and video games are the new social experiences. But while ownership in the physical world is a well-established custom and law, in the digital world it is the subject of debate at best. The question of who owns our digital avatar and parts of our digital experience is becoming the most important question of our age. With Facebook - Meta - joining the conversation, this debate is about to become a lot more relevant. We are witnessing the convergence of three main industries that drive this race. These three industries are at the core of the human experience: social media, entertainment, and finance. In 2020, someone asked Tim Sweeney, founder and CEO of Epic Games if Fortnite was a video game or a platform. He said: "Fortnite is a game. But please ask that question again in 12 months." For many kids Fortnite is a social experience - a place to meet friends. At the same time, Play to Earn games are disrupting existing unit economies for both gaming and finance, with a ripple effect for the gig economy and consumer-level financing. This new landscape is forming in front of our very eyes as we cross over to the Metaverse and its most prominent question is about digital ownership. We'll see thousands of startups rise and fall that will live on the overlap of these three industries. The Internet is broken One of the common misconceptions of the Metaverse is that people say it's being developed. In reality we're already living in the postMetaverse era. The

internet, as we know today, is already the most important part of our lives, that's where we work, where we love, where we laugh, where we cry. This "proto-verse" has the same characteristics but it's fragmented, unorganized and imbalanced. According to decades of research, there are three core criteria that make a Metaverse: a feeling of presence, interoperability, and standardization. According to Dashlane, the average internet user has over 150 online accounts that connect to digital services with overlapping features. But most of these accounts are being hosted on only a handful of services. While some level of all these three criteria is already present, there is one big caveat: digital markets are dominated by a few winners with no digital ownership rights or accountability whatsoever. This is why we argue that there is a fourth requirement for the Metaverse: equity. Without true digital ownership we'll end up recreating the same power structures and inter-dependencies of our physical world. Our digital avatars today are slaves to large corporations who are free to monetize them as they see fit. We're living in a neo-feudal age where attention is the new land and we're all exposed to the whim of our digital overlords. We believe that the unit economics of the internet must be challenged in order to avoid a dystopian future where digital users have no social mobility, agency or ownership over their lives.

## **INTRODUCING BNBMETA**

BNBMETA is a community-driven platform where everyone can monetize ASSETS and metaverse experiences on the Binance Smart Chain

BNBMETA is a VR Metaverse built on the BSC blockchain. We believe that the blockchain will become the future gold fundamentals for the entire metaverse ecosystem, and this represents the disruption of the multi-billion dollar industry. Our goal, first and foremost, is to deliver a high-quality immersive experience by providing the users an environment where users can play, build, own, socialize and monetize their virtual experiences across multiple platforms, that also support the player-centric ecosystem via a solicitous tokenomic structure. Earning incentives should drive a player's desire to play a certain game, but we firmly believe that it should not be the only incentive.

Digital land plots in BNBMETA is permanently owned by the relevant community member, giving them full control over their creations. Users claim ownership of virtual land on a blockchain-

based ledger of parcels. Landowners may control what content is published to their portion of land, which is identified by a set of Cartesian coordinates. Contents can range from static 3D objects to interactive systems such as games. Land is a non-fungible, transferrable, scarce digital asset stored in a BSC smart contract. It can be acquired by spending \$BNB META. \$BNB META can also be used to make in-world purchases of digital goods and services.

Our main cryptocurrency behind the BNB META metaverse will be \$BNB META. This is a multifunctional governance token that will be allocated during private and public sales, with certain proportions set out for the core team, for staking rewards, and for the community treasury. There will be a portion of \$BNB META that can be earned by users as part of participating in the metaverse, and \$BNB META will also be pivotal in performing various marketplace transactions for NFT trades or asset creations.

## **OUR VISION**

To become the next evolution of the internet by offering the world a way to consume and create immersive experiences while monetizing and sharing content that will result in an ever-expanding virtual metaverse.

## **OUR MISSION**

Our goal is to generate a unique and visually attractive world, ready to be explored, populated, and even reshaped to match all users' needs. BNB META's users will be able to use their worlds for personal and professional purposes while enjoying a blockchain-based ecosystem that provides them with the tools to monetize their VR environments in a secure economy.

## **INDUSTRY PROBLEMS AND OUR SOLUTIONS**

- **Lack of Quality Content**

Virtual Reality (VR) is a computer-generated, three-dimensional simulation in which a replication of the real world, or an absolutely imaginary universe, can be visited today with an HMD (or even a mobile phone with extra hardware). Being in VR is a very similar experience to visiting a place

in the real world, and the current lack of places to visit in the VR world is a problem that has not yet been fully solved. VR will have to offer large amounts of content; otherwise, users will quickly find it boring, similar to having a limited number of places to visit in the real world. In addition, people interested in VR are reluctant to purchase VR headsets due to the limited amount of quality content available. Gamers have very few appealing games to play, casual users are limited in the number of available places to hang out and socialize, and creators have a shortage of well-crafted design tools.

## **OUR SOLUTION**

BNBMETA's technology is capable of generating an unlimited number of unique, fully interactive VR worlds. The ease of creating new worlds as soon as new users join the platform will assist with the addition of diverse content to BNBMETA. The platform will produce high-quality content: complete cities and other complex environments as well as powerful creation tools for users. User-generated content will be reviewed first, and only then will it be integrated into the database. This primary review process will be managed by the system's algorithm and supervised by a dedicated staff member. In order to maintain a high-quality user experience, this will be filtered according to quality. A rating and review system in place will allow other users to share their feedback. The platform will use this system to highlight specific users and content within the database for further use and monetization.

- **Entry Issues**

Creating VR content, even for an experienced programmer, currently requires learning new skills and adjusting old ones. In addition, the cost of creating VR applications is higher than it is for mobile applications, and not all creators have the funds to create VR content.

## **OUR SOLUTION**

The BNBMETA editor allows everyone to get involved with VR, providing tools and functions to create VR applications quickly and efficiently within a sandbox environment. This approach is similar to building an architectural miniature over a table, and it feels natural in a virtual environment; everyone can come up with creative and even complex ideas without the need for

coding or design knowledge. This type of approach has been successfully implemented in hit video games such as Minecraft, SimCity, Farmville, Clash of Clans, and others, regard less of genre. The fact that users can create VR applications without prior programming or design experience opens the platform to a wide and diverse group of people and businesses who wish to become part of the community and enter the business of VR application development. In addition, we will provide best practices guidelines that users can follow to make their creations intuitive and usable. We expect this change to have an impact similar to that of Apple's introduction of the iPhone, which made existing technology simpler to use. Of course, BNBMETA will also offer more sophisticated tools for advanced designers and developers.

- **Lack of Monetization Options**

Currently, there is a global lack of diverse options to monetize activities within VR. Because of the strong absence of a user base, there are currently only a few ways for mainstream industries to capitalize on VR.

## **OUR SOLUTION**

BNBMETA offers multiple means of VR monetization as well as rewards for participation. All users will benefit from all of VR under one roof, and there will be an array of possibilities from which to capitalize. With BNBMETA, businesses can create and sell custom VR environments and earn royalties. Advertisers can easily place ads to promote product or service awareness and generate an additional revenue stream. Content creators can produce unique offerings, and also lease or sell them to other users while earning an income.

- **Value Proposition**

BNBMETA is about to enter the global virtual reality market in order to provide users with a unique advanced platform that utilizes Virtual Reality (VR) in all aspects. BNBMETA focuses extensively upon content-creation tools for users of all levels, immersive social interactions, and multiple ways to monetize VR content by users, advertisers, and businesses. Our set of tools is designed so that any user can create and share new and unique experiences in a matter of minutes. With our platform, the cost of creating content will be drastically reduced, providing

users with access to a fast-growing number of experiences. We primarily target VR enthusiasts, with a particular focus on gamers. Gamers have always been the driving force behind the adoption of new technologies. The availability of games on Apple's app store, for instance, was a huge factor in its initial success. Gamers have been the first to purchase and adopt Virtual Reality equipment. They are eager for new experiences, and are a strong and very active community. Forty percent of frequent gamers say they are likely to buy a virtual reality system within the next year. As of November 2018, it was estimated that there were more than 700,000 active VR users on Steam, the main distribution platform for VR and PC games. However, our target audience is not limited to VR enthusiasts. It also includes:

- Content creators
- Developers
- Businesses
- Gamers/VR enthusiasts
- Advertisers

Content creators will be able to monetize their work through a single global blockchain-powered marketplace. The ability to create, share, and monetize content will attract more and more users, initiating rapid growth of user base, content, and interest in VR. With diverse content and a large community of content creators, gamers, VR enthusiasts, and casual users will start to join the platform. This assumption is based on the way trends are spread, and we believe that after a certain threshold of VR users, the adoption of VR will snowball and become unstoppable. Casual users will start showing interest in what their family members and friends are so excited about. They will give BNBMETA and VR a try, as it will be available all around them. This effect will start the viral spread of VR.

## **BNBMETA's User Benefits**

### **CONTENT CREATORS/ ADVERTISERS**

- Convenient multi-functional platform with a user-friendly interface
- The ability to quickly and easily generate fulfilling VR content

- Intuitive tools for in-depth creation to realize and share users' wildest dreams
- Secure, user-driven marketplace for exchanging goods and services with users and businesses alike Content monetization and the ability to advertise products/services
- Cost efficiency

## **DEVELOPERS**

- Simplified/modified application creation
- Access to template usage in the process of VR content creation

## **BUSINESSES**

- Friendly environment for partnerships and cooperation
- New frontier for product and ad placement
- An ability to create and promote services in VR (add and sell VR content)
- Tools to integrate or even create businesses through custom VR experiences
- Trading real estate in the virtual environment Revenue-stream generation

## **GAMERS/VR ENTHUSIASTS**

- Platform for connection and interaction with friends and family in unique, immersive ways
- A unique possibility to enjoy new experiences in virtual worlds, cities, and universes
- Easy creation of places and universes with the help of BNBMeta's unique editor
- Access to multiple tool usage for game creation and adding content
- Skills monetization

## **BNB REAL ESTATE: ASSET & LAND**

### **BNBMeta Land**

The BNBMeta Land is built to track real estate parcels defined by BNBMeta tokens. The software leverages the Binance Smart Chain to track ownership of this digital land, and it requires users to hold its \$BNBMeta token within a Binance Smart Chain wallet to engage with its ecosystem.

Further, developers are free to innovate within BNBMeta platform by designing the animation and interactions experienced on their virtual real estate.

Assets & Land are blockchain-based virtual tokens (Using BSC blockchain) representing physical parcels and objects of the BNBMETA metaverse. It allows users to own a portion of the metaverse and thus be able to host content (examples are toll fees, mini-games, and tickets).

The BNBMETA Metaverse is based on a map of fixed amounts of Land (scarce). Lands are physical spaces in the Metaverse owned by players to create and monetize any type of activity (free or paid). Every piece of Land comes with a set of prebuilt terrains, but it can be transformed and modified by the user who owns it (or other users they invite to work on it).

Users are able to purchase Land, each Land parcel is 17 meters by 17 meters in size and represented by an NFT. Land can be purchased with the BNBMETA token (\$BNBMETA), the total number of Land parcels in BNBMETA is capped at 78.000. However, the common spaces, arenas, and roads are owned by the developers of BNBMETA and cannot be bought or sold by users.

**Land Staking:** Land owners are able to stake their BNBMETA tokens on the Lands that they own to earn rewards, and to have a chance to obtain rare materials/ingredients. Those materials/ingredients can be used to create rare scarce assets or to enhance the rarity ranking of an existing asset. The rare materials/ingredients can also be traded on the marketplace.

In the future, users will be able to combine Land together to form Cities. In the future, Cities will have the potential to be owned by multiple users to form Districts.

## **Private Utility Layer and Public Utility Layer**

BNBMETA property is the fundamental substrate for the whole BNBMETA token economics. Total control on BNBMETA's content is granted to BNBMETA owners as it underpins the existence of the economic incentives of our ecosystem. This space is defined as the Private Utility Layer. BNBMETA aims to become the reference decentralized platform for AR content, with such a vision while establishing the Private Utility Layer. We also need to enable the creation of contents that have a public scope and are not privately owned. There are contents that have public utility



but cannot be created and maintained by private owners of single BNBMETAs, both for lack of coordination between individual owners and lack of sufficient economic incentives. Some examples of such contents could be: information on public buildings and services, infrastructures, public institutions. For this reason we decided to create the Public Utility Layer, it will coexist on the same coordinates of the hexagons of the Private Utility Layer but will not be owned by any entity. Public Utility layer will also be the kickstarter for the utility of the BNBMETA Platform, we will populate it with the whole Wikipedia's geolocalized knowledge corpus. Information will be presented to the final user both by using AR superimposition and by a virtual assistant powered by state of the art technologies trained on Wikipedia knowledge corpus. Wikipedia knowledge base, virtual assistant AR Asset and trained Neural Network for NLP will be maintained by BNBMETA Nodes.

## **BNBMETA TECHNOLOGIES**

### **Virtual Reality Technologies**

VR Reality is a technology capable of superimposing various types of contents (video, audio, 2D, 3D) in the surrounding environment. All this happens in real time and from any device equipped with a camera. This innovation actually makes it possible to "track" the elements present in the real scene and virtually add others. The spectacular combination of real and digital generates a unique experience.

### **Persistent VR Experience and Shared Experience**

For persistent VR, we mean the possibility for a user to relive the same augmented reality experience in time and in the surrounding world. This is possible thanks to a first environmental scan saving. The ability to reload the environment mapping allows a shared experience to be obtained where users see the virtual elements positioned in the same way in the space.

# **BNBMETA Geo Positioning and Tracking**

## **GPS Issues**

The BNBMETA app aims at creating various live VR experiences for the user, depending on where they are. For this reason the app uses the GPS device data to track the user's geographical position. The data obtained from the GPS report the geographical coordinates and the relative accuracy level. The value of this last data does not allow a precise positioning of the VR contents. Moreover, in addition to the metric accuracy error, there is a percentage uncertainty not guaranteed in the location; this causes a potential reception of anomalous data, which also deviates a few tens of metres from the actual position. An augmented reality experience that relies only on GPS for anchoring content is approximate, uncertain, and not sufficiently stable.

## **New Positioning Technique – The Fourth Dimension**

The first development phase focused on the matching between localization and coordinates of the hexagonal BNBMETA, and then moved on to work out a method for positioning contents in an augmented reality beyond the GPS limits. The logical concept is to merge two positioning technologies: SLAM, with high local accuracy, and GPS, which works at a global level, so as to identify similar data and cancel anomalous data. SLAM is a technology that, thanks to the use of a camera, recognizes key elements of the framed environment and can create a three-dimensional point map. This map allows you to calculate the camera position very precisely compared to other physical objects around it. The conceptual innovation that led us to an optimal result was to understand that, SLAM technology makes it possible to add a variable to the GPS information that was not usable so far: time.

In fact, the system detects GPS data recorded at a specific point in time and compares them with those surveyed at the later moment. This is made possible by checking any modification of local positioning data returned by the SLAM technology.

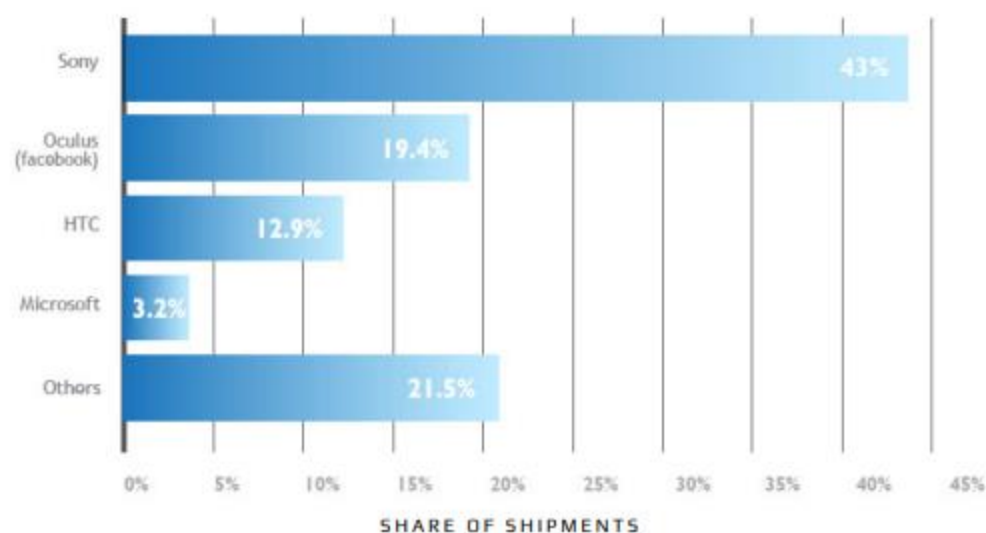
# COMPETITOR ANALYSIS

Currently, the VR industry is seeing increasing competition among companies. Currently, the global market consists of major hardware manufacturers:

- Oculus
- Google
- HTC
- Samsung
- Sony
- Lenovo

As for direct VR platforms in 2018, the following players were the most popular among users:

- **AltspaceVR**: Social virtual reality platform with multiple rooms and spaces for exploration.
- **Sansar**: A platform that allows the creation of virtual reality spaces for others to explore.
- **Steam VR**: A gaming platform delivering user experience for gaming via VR.
- **VRChat**: A platform with a complete range of VR motion and synchronization supported by 3D motion and audio. Nowadays, many projects are following market trends and using innovative technologies.



However, the above-mentioned players are non-blockchain-based. BNBMETA is following the trend and, in addition, is implementing blockchain technology into its business model to provide:

- Additional security features
- Full transparency
- Traceability
- Data accuracy
- Accountability of platform processes

There are few projects, also powered by blockchain technology, that are positioned as competitors of the BNBMETA project. They include:

- Decentraland
- ImmVRse
- High Fidelity
- Ceek
- VIBEHub

According to our research and analysis, we can state that:

1. None of these platforms provide an all-in-one solution capable of granting users full VR experience.
2. Only a few platforms can provide additional payment methods (besides a native token) as well as the ability to earn rewards and incentives within the platform. A multi-purpose sandbox allows users with no skills in design or code (even people who have never tried to create anything in their lives) to intuitively create things and VR content they could never have imagined they'd be able to.
3. Virtual parcel ownership is enabled only on one competitive platform, which, in comparison, doesn't provide the beneficial features presented by BNBMETA.
4. The multiverse experience is rare within other VR platforms.
5. The multi-purpose sandbox is unique, and is offered only by BNBMETA. It allows any user (even without relevant experience) to create outstanding VR content if they wish

# **BNBMETA TOKEN ECOSYSTEM**

## **Marketplace**

The BNBMETA marketplace is decentralized and managed by smart contracts. The main function is to facilitate the intersection between supply and demand for every digital asset that can be traded on the BNBMETA platform. All transactions are handled in BNBMETA tokens and the smart-contract ensures decentralized assets exchange.

## **Buy Assets**

The BNBMETA token can be used to buy assets within the virtual reality world you are in. Assets can include buildings, vehicles, and houses along with many others that will be found in the BNBMETA market.

## **Buy Land**

Commodity in the VR world within BNBMETA. Tokens can be used to purchase land in the prime real estate hotspots such as overlooking the beach, or right in front of the city.

## **Buy Advertising Space**

BNBMETA tokens can be used to buy advertising space, which can be used in peer-to-peer transactions to display user advertisements to generate advertising income or resell to other parties.

## **Generate NFTs**

The BNBMETA token can also be used to generate Non-Fungible Tokens (NFTs) on the platform, which may be utilized, or traded between players in a peer-to-peer manner.

## **Staking**

Another way for users to participate is to participate as nodes on the network, and earn token rewards for helping to maintain network security.

# **BNBMETA PLATFORM FUNCTIONALITY**

BNBMETA is positioned as a unique marketplace in which users can create their own worlds, cities, and items in multiple universes. They can also hold ownership, conduct trading, earn rewards, use a range of payment methods, and experience many other opportunities (see below). BNBMETA participants have access to a wide range of entertainment and business activities within the multi-functional blockchain-based environment. Find out below exactly what you can experience by participating in the BNBMETA universe.

## **FINDING CONTENT**

### **Direct and Exploratory Ways Of Navigating Content**

Anyone participating in BNBMETA with a VR device can freely navigate the different regions of the BNBMETA universe using their own spaceship, on foot, or via ground and/ or air vehicles. You can also simply select where you want to go by accessing the main menu. All BNBMETA content will be available on the marketplace in categories like “TOP”, “NEW” etc. You can also access content by going to favorite tabs and looking for previously saved places, games, users, and experiences.

## **ADDING CONTENT**

Users can upload assets they have created using third-party applications, and integrate them into BNBMETA by following our compatibility requirements in terms of file extensions, settings, and software setups.

## **DEVELOPERS**

Developers can create add-ons, plugins, or even standalone games and applications using UE4 (Unreal Engine by Epic), and simply follow the performance requirements along with BNBMETA’s template (downloadable from the website).

## **ORIGINAL 3D MODELS BY DESIGNERS**

3D modelers can use the import option to add an animation or static model created by them using a 3rd party application as long as it complies with BNBMETA’s software requirements.

## SCANNED 3D MODELS

BNBMETA will provide a 3D scanning mobile app that will allow any user to convert a real product or prop into a 3D model and automatically upload it onto BNBMETA. MUSIC, VIDEO, AND OTHER ART MEDIUMS Music, sound effects, 2D illustrations, videos, and 2D images can be easily imported into BNBMETA as long as they comply with BNBMETA's policies and software required.

## SELLING AND TRADING CONTENT

All users will be able to sell and trade content on BNBMETA, including original content they have uploaded and added to the marketplace, content they own the copyright for, their own virtual real estate in the BNBMETA universe, and any other content they own and is stored in smart-contract form associated with their BNBMETA blockchain account.

## SMART OWNERSHIP AND USING SMART CONTRACTS

All platform assets are presented with the non-fungible token standard, which contains owner information in its metadata and provides proof of ownership. When the user places an item for sale on the BNBMETA marketplace, it will be linked to the category that best describes their offering. All deals in the BNBMETA marketplace are supported by smart contracts.

## TYPES OF OWNERSHIP

**For transactions of digital assets, users will be able to select type of ownership:** full ownership, partial ownership, and/or type of license. This includes the following: Types that are for monetization purposes and/or exchangeable/tradable and can be implemented in the land of the user.

**Personal use** (for instance, a 3D avatar to be used exclusively by the buyer. The buyer has no option to sell it to more than one person).

**Public use** (for instance, a game created by a developer is sold on the marketplace, and whoever buys it can modify it, offer it on the marketplace, and sell it to others)

**Part public custom license** (the seller can define the percentage of sales the buyer agrees to pay for each sold item) Types that are for generic apps/games access at the owners land

**Other generic types** will be Freemium with in-app purchases, paid purchases, and/or a mixture of the two. This includes timebased subscription access to games/apps and services. BNBMETA smart contracts will be exceptionally convenient, allowing users to create and rewrite license agreements with all the required features within a user-friendly interface.

## **TWO-STEP CONTENT MODERATION PROCESS**

Users placing an item on the marketplace will go through a two-step content filtering system where both the community together with BNBMETA's dedicated team will have to review the item. The reasons are to spot content that is offensive mostly and also adult in order to avoid younger users being exposed to inappropriate content.

## **Getting Paid from Public Listings (BNBMETA Marketplace)**

### **ACCEPTING ALL CURRENCIES**

BNBMETA will offer users the flexibility to accept a variety of currencies and payment methods in addition to the native tokens of the platform, \$BNBMETA. It is the user's choice to set his/her crypto wallet to receive payments in multiple currencies. BNBMETA will charge an extra fee for transactions in other cryptocurrencies, whereas transactions in \$BNBMETA will incur significantly decreased fees.

### **TAX AND LEGAL**

In order to be able to withdraw large amounts of money from BNBMETA, as in other games and platforms, the user will have to send tax information and upload it to BNBMETA. It is up to the user to pay his/her taxes, and BNBMETA will not report users to the IRS or other tax institutions, just as other games and platforms do not.



## **Getting Paid P2P**

Users desiring to exchange property with each other can do so directly using their BNBMETA wallets. To conduct these types of transactions, both the seller and buyer will be using BNBMETA's user-friendly smart-contract interface, which allows them to access each side of their inventory to choose the item/s they want to exchange, enter the buyer ID, and set the price.

## **Selling and Trading Virtual Real Estate**

BNBMETA also allows users to own "land" in the form of digital locations in the BNBMETA universe. Virtual places will also be tradable and purchasable by users (similar to content), with different forms and definitions of ownership for the buyer, renter, or seller. You will also have the ability to "give away" or list for rent or sell your land and monetize it. This includes part ownership so you can enjoy the revenue from renting.

# **WHY IS IT GOOD TO OWN LAND ON BNBMETA?**

Users can buy virtual land and use it for a variety of purposes, including:

## **PERSONAL SPACE**

Users can spend time by themselves or host their friends. If they wish, they can also design with original, free, or paid content from the marketplace.

Example of personal use: Users could own a virtual 3D model of their "dream" house with an interactive movie theater to watch their favorite NETFLIX series with their friends. They could access a disco with an AI DJ, where they could set the tracks they want to hear while they and their friends get high on "virtual rooms." There could even be a functional tennis court to play VR tennis with friends (or, when they are lonely, with an AI/VR "friend").

## **COMMERCIAL USE**

### **Advertising**

To monetize their activity on BNBMETA, users can integrate advertisements in both commercial and personal spaces. BNBMETA will provide several interactive virtual "billboards" per certain size of land for users to experiment with. 06 For more advanced advertising, users will be able to

go to the marketplace and select from the category for third-party monetization methods/advertising.

### **Content**

Users will be able to operate virtual stores and offer goods to BNBMETA users from their land. BNBMETA and third-party partners will provide interfaces with dashboards where users can either integrate their products or choose from lists of suppliers, depending on what they believe will sell best on their land and to their target audiences.

### **Additional**

Owning land on BNBMETA is similar to owning a website or physical property, whether commercial or private. Property owners on BNBMETA will have the ability to monetize and use their land in other ways.

## **Trading Your Virtual Real Estate**

Users can sell their virtual real estate by giving full or partial rights of ownership to the buyer, or even temporarily leasing their land in exchange for revenue-sharing. The land a user can own is not limited to a single lot, but could be a whole section in a city, a whole continent, or even the whole universe.

### **PERMANENT OWNERSHIP TRANSFER**

In this type of transaction, the owner gives full rights and revenue-sharing of the virtual real estate to the buyer, and by doing so, the buyer acquires the land to do as s/ he wishes without any revenue-sharing or other obligations to the previous owner.

### **LIMITED-TIME FREE USE FOR REVENUE SHARE**

Example: Many users on the platform will use BNBMETA simply for the sake of playing and creating games. We are predicting that these users might not pay for anything until they are confident they like the platform. In contrast, users who have owned land from the time before BNBMETA completed its VR platform may have bought virtual real estate when it was offered to early users. These users can offer their land to active new users for “free,” and even let them

enjoy it while getting used to the platform in exchange for a “cut” from the revenue these new users generate.

### **SELL IT WITH LIMITED OWNERSHIP**

If, for example, the land is in a great location and holds potential high value, the owner can offer the buyer a better price in exchange for a “cut” from the revenue generated there. Another way to profit would be to rent land to others for a limited time period, and later offer it for a higher price (to fully or partially sell to others). Other terms can come in place if the users want to create some special terms such as: the user renting the land from the buyer has the right to buy it out if in case the seller decide to sell the place, the amount of fees, the timeframe for the agreement and more. BUSINESS MODEL

The BNBMETA business model is based upon several main stages, the completion of which will enable us to establish an interactive, global VR platform for users to find, create, experience, and trade their VR content. The BNBMETA business model consists of the following elements:

### **IDO TOKEN-GENERATION EVENT**

The token sale campaign is launched with chosen exchanges to provide users with the ability to purchase \$BNBMETA utility tokens. \$BNBMETA grants access to the BNBMETA platform, will be tradable on public exchanges, and can be used in peer-to-peer transactions between users on the public BSC block-chain.

### **DECENTRALIZED MARKETPLACE**

The BNBMETA decentralized marketplace was developed within the Binance Smart Chain Consortium blockchain. This solution allows a direct connection between buyer and seller, thereby reducing fees and increasing transaction speed. Within the BNBMETA marketplace, users will be able to securely interact in the virtual reality environment, easily creating their own worlds, universes, and/or VR content. They will also be able to trade or lease it using smart contracts in the decentralized environment.

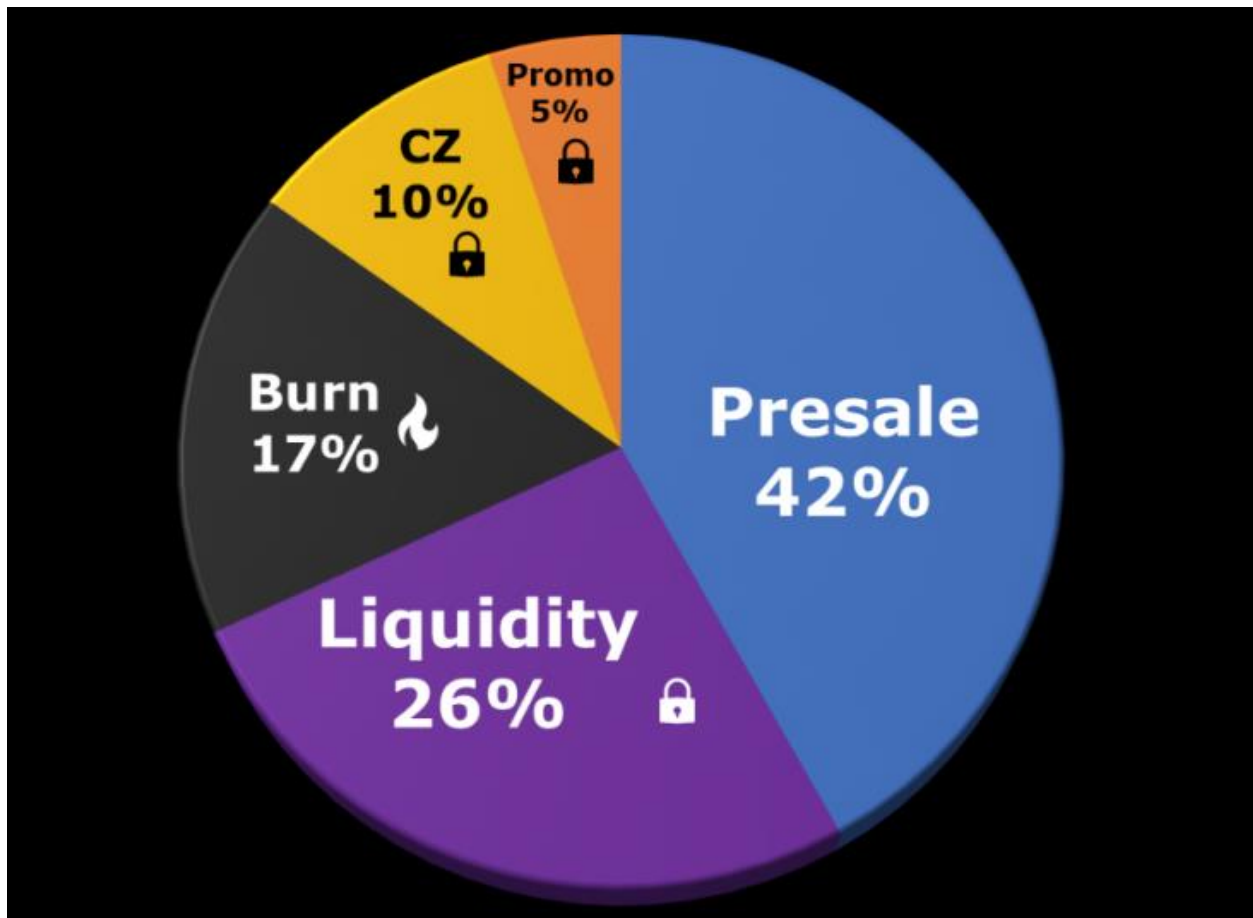
## PROOF-OF-OWNERSHIP

The VR content created and advertised in the world of virtual reality is owned by creators, and relevant data is stored in hash value in the non-fungible token standard. BSC tokens represent item ownership, and can be freely sold or leased to delegate ownership rights to another person or business.

## REWARDS SYSTEM

BNBMETA has designed a range of incentives for all platform participants to make their experience even more attractive. Users will be rewarded with \$BNBMETA incentives for all their activities and user engagement within the platform, with the ability to spend rewards on products or services or monetize their rewards through a redemption model.

## TOKENOMICS



## Remark:

- Allocation for "CZ" refers to tokens that are reserved for the Binance team to initiate a strategic partnership. If a partnership is not reached, these tokens will be burned. Locked for 6 months. [Click here to check.](#)
- Allocation for "Promo" refers to tokens which are reserved for airdrops and digital marketing. These tokens are locked for the first 10 days after launch to avoid an initial price impact. [Click here to check.](#)
- Allocation for "Liquidity" refers to tokens which are reserved for Pancakeswap liquidity. This facilitates the trading of \$BNB META during the public sale period. These tokens are locked for 365 days. [Click here to check.](#)
- Allocation for "Presale" refers to tokens that are reserved for the presale on PinkSale. [Click here to check.](#)
- Allocation for "Burn" refers to tokens that are burned immediately. Over time the continual burning of tokens will cause deflation, and increase the value of each \$BNB META token for our investors. [Click here to check.](#)

## Why Hold \$BNB META?

### 1. Unique Auto-Buyback Function

Auto-Buyback is a built-in smart contract function to automatically buy back various amounts of \$BNB META whenever someone sells their tokens. This helps to stabilize the token prices, which benefits investors more than manual buybacks.

### 2. SAFU HOLDERS Choice

The initial Liquidity Pool is locked under PinkSale for 12 months. Our contract will be audited by an independent smart contract auditing firm before presale started. We also have a KYC certificate, and do not hold any \$BNB META. We also commit to never carrying out private sales.

### 3. Anti-Dump Contract Design

The sell tax is higher than the buy tax on \$BNB META. HODLers will receive reflections from every transaction and will benefit from times of high volume and volatility. This system encourages the "Diamond Hand" strategy, and helps us attract long-term investors

#### **4. Reserve 10% tokens for CZ**

10% of \$BNB META tokens will be locked and reserved for the Binance CEO as well as his leadership team. This will be used to incentivize the Binance team to participate as a project advisor. If no partnership is reached, these tokens will be burned.

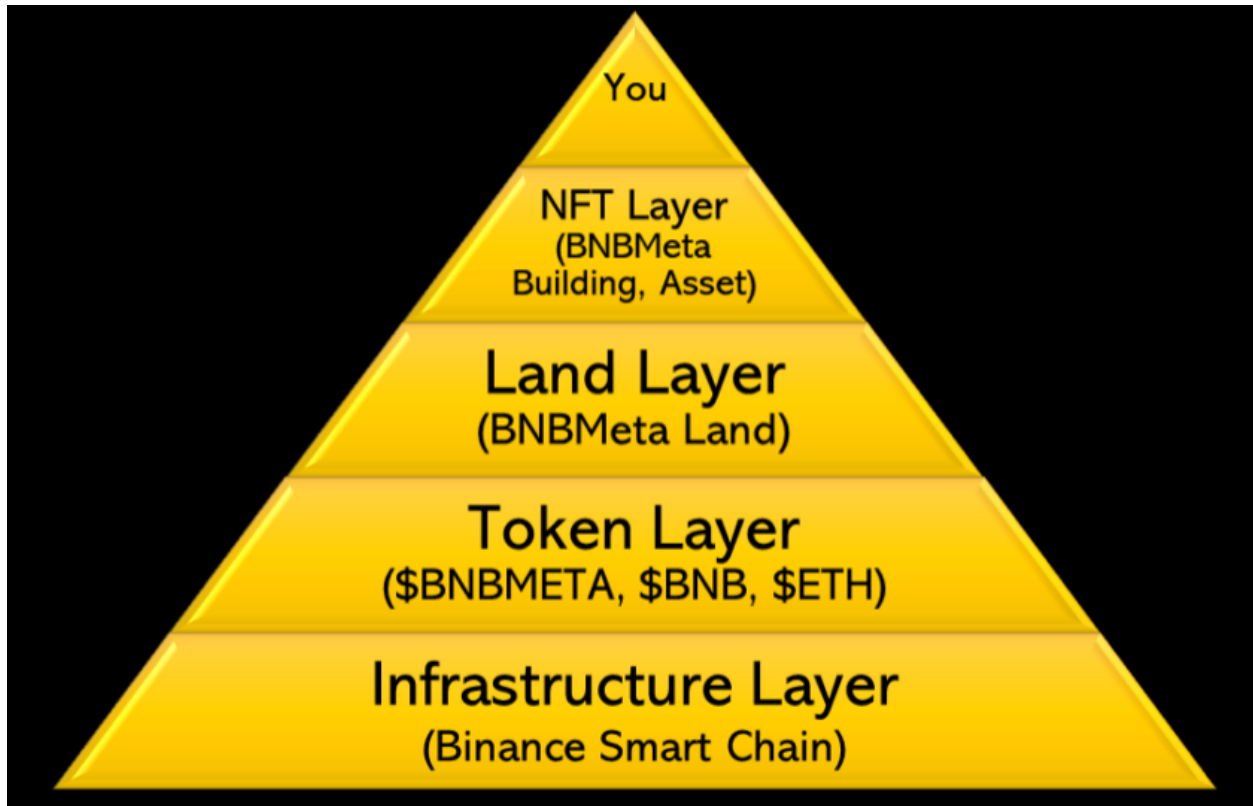
#### **5. Utility on Metaverse Ecosystem**

\$BNB META Token will use as currency to buy/sell lands, NFT items, characters etc. It will also support Defi applications such as loan/staking. Dev team will develop more use cases to increase the intrinsic value of \$BNB META in long run.

#### **6. Massive Marketing Allocation**

5% of \$BNB META tokens have been reserved for digital marketing. Additionally, 4% of every \$BNB META transaction is used directly for marketing activities. This allows us to continually increase our marketing budget, which will rapidly boost our brand awareness and attract new investors.

BNB Meta Pyramid



### Remark:

- **Infrastructure Layer** – a blockchain that is decentralized and can execute many smart contract logic. This technology needs to be fast, low transaction fee and reliable.
- **Token Layer** – these are tokens that metaverse will use as currency to buy/sell lands, NFT items, characters etc. It will also support Defi application such as loan/staking.
- **Land Layer** – these are tokenized land in BNBMeta metaverse. Anyone can buy/sell lands to build real estate.
- **NFT Layer** – these are different items such as buildings, facilities, clothes, art, etc
- **You** – a person "virtually" live in Metaverse

# ROADMAP

