



TOKENOMICS

MMVR TOKEN PRIVATE OFFER

Starting on June 28, 2024

MyLand Earth Metaverse

The World's First 3D Earth Metaverse on Web3

www.myland.earth

**A MyLand Earth Metaverse Whitepaper II
Appendix Document**

TABLE OF CONTENTS

03-04

Introduction of MMVR Token

05

- a. Seed Sale of MMVR Token Starting on June 28, 2024
- b. Exchange Listing on Bitmart.com: August 28, 2024

06

Intended Use of Resources
Token Distribution Chart

07

5-Tier Discounted Rates in Seed Sales

08

MMVR Token Subscription Flow and Delivery

09

MyLand Platform Global Expansion

10

Glossary

11

MyLand Earth Project Management Team



INTRODUCTION

On December 31, 2023, MyLand.Earth Team released the Platform Aerial View 2.0 Upgrade and took the 3D Earth immersive experiences to the next level, following our March release of the World First 3D Earth Metaverse on Web3. The MyLand 2.0 Upgrade also opened up the Ground-View Content Development opportunities for the global digital artist community.

Currently MyLand Product Development and QA Testing teams are actively conducting the Stage 2 QA testings and plan to make the final delivery of the advanced features such as MyLand Platform Software Development Kit (SDK) and replacing the existing 3D models on MyLand.Earth 3D Maps, etc, a new release that will be launched in Q3-Q4 of 2024. The MMVR token listing on Exchange is currently scheduled on August 28, 2024 on Exchange Bitmart.com. The MyLand Platform SDK will allow advanced application developers to develop sophisticated apps and complex games on any locations on MyLand.Earth 3D Map that match physical locations on Planet Earth for geolocational and historical background that will apply across industries such as retail, education, travel, gaming, social media and all geolocation related businesses.

The Platform 2.0 Upgrade Release also delivered MyLand 3D Templates Library as scheduled. It allows users and businesses to quickly create their 3D virtual space without 3D design skills. It's again the first 3D template library in the market for 3D Earth Metaverse on Web3. It provides the easy-to-use tools for content creators to create and experience the Web3 immersive environments on a global geo-location basis. This is an important step and milestone, along with the aforementioned Platform SDK and existing 3D model replacements off 3D maps, marks MyLand 3D Earth Platform the technological leader in Earth Metaverse development space.

To maintain and expand our cutting-edge technological leadership and transform our platform into a commercial success, it is critical to allocate a strong use foundation to drive us forward in the essential areas to launch a large scope of global marketing campaigns, as well as, to increase the necessary engineering, professional, and technical headcounts for efficient future roadmap development and deliverables.

Following the Platform 2.0 and SDK releases, it is imperative to continue accelerating the platform development by strategically allocating additional funds to increase professional engineering staff and global channel developments, so that we can continue and expand our leadership into AI in 3D, VR and AR map development in Web3.

After postponed multiple times in 2023, the long-awaited token-launching moment is almost here. We will start offering the MMVR Token Seed Sale on June 28, 2024 our platform anniversary day to the close-knit MyLand Community first. Then in two months, MMVR will be listed on www.bitmart.com, a centralized Exchange currently ranked in top 20 Exchange by CoinMarketCap, with approximate 9 million users in 2024.

MyLand MMVR token offer is a rare opportunity for MyLand community members to participate in the platform growth, along with over 2,500 registered members on the www.myland.earth platform, as more new members are joining on a daily basis. We have also developed a community of over 5,000 followers on Twitter, and 7,000+ followers on Instagram.



Like most companies and development teams in the Silicon Valley, we strive for leading-edge technological innovations. To wit, by far we have released multiple first-in-the-market technologies built on our platform and extend our technology leadership and add on entry-barrier to any potential competitions in this space.

In addition to community buildings and platform development, we are also open to establishing a partnership with a few world heritage preservation organizations. This will be an attempt to meld our Earth-based conservation cause to cultural site preservation, humanitarian relief, and wildlife conservation.

The MMVR will be the utility token for MyLand.Earth Metaverse Platform services, feature subscriptions and purchases. MMVR Seed Sale to accredited members will start on June 28, 2024. The token listing on Exchange will help to continue the momentum for MyLand.Earth Metaverse land NFT value increase. Through a series of MyLand Engineering Team's feature utility developments and community implementation of 3D/VR/AR contents on MyLand.Earth Platform, This combination will establish a solid economic foundation for the upcoming vertical growth of MyLand Earth Metaverse' popularity and economy.

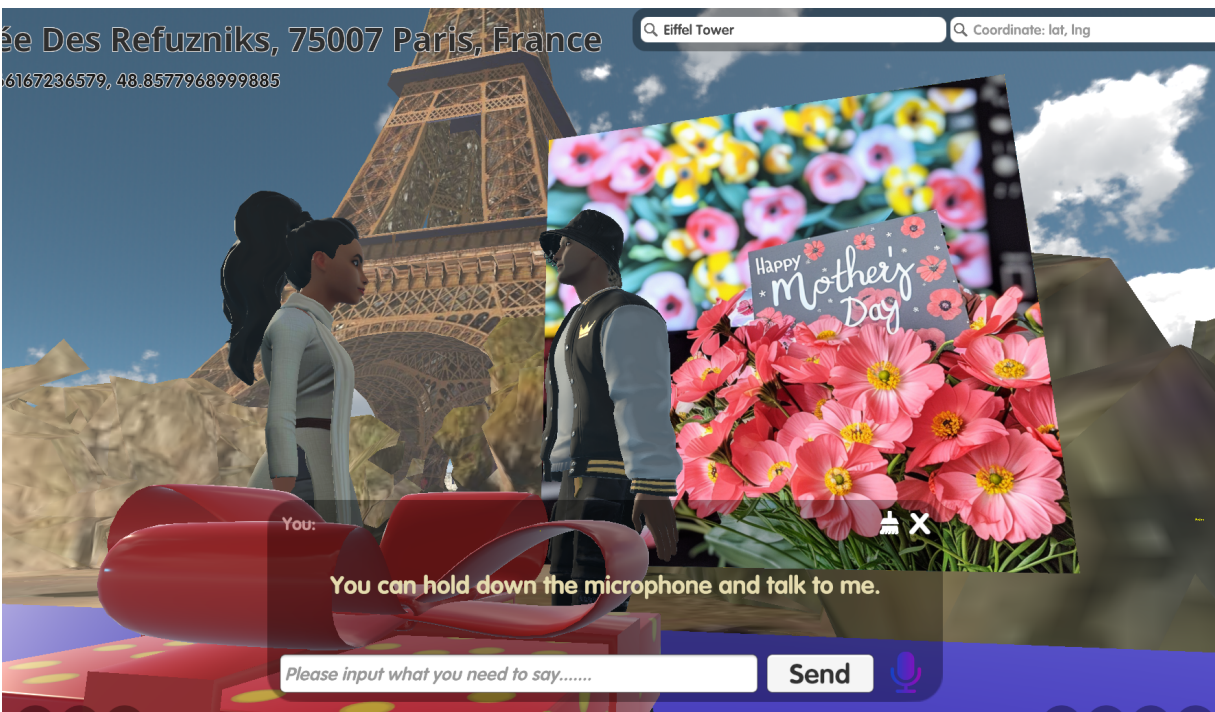
For the seed sale private offer, MyLand.Earth will issue 4.8 billion MMVR ERC20 token offer which is 6% of the total token supply. The total token supply along with detailed allocation is listed in the chapters and illustrations of the following pages.



MMVR Token Chart

Seed Sale and Exchange Listing

MMVR Token	Details
Seed Sale & Private Offer	Phase 1 Initial Offer of 6% of MMVR Total Supply
Token Name	MyLand.Earth Metaverse Token
Token Symbol & Standard	MMVR / ERC20
Seed Sale Starting Date	June 28, 2024
Payment Accepted	USD by Wire *Accredited Members' Signed SAFT Agreement Required *MyLand Promissory Note to be Issued to the members upon Fund is Received
Token Delivery Day	Airdrop Upon Vesting Period Ends
Seed Sale Offer Plan	No Minimum
Minimum Contribution	\$200.00 (for 80,000 MMVR)
Maximum Contribution per Member	\$1 million (USD)
Maximum Fund to be Raised in the First 3 Months Seed Sale	\$10 millions (USD)
Token Unity Price	\$0.0025
Token Listing Date on Exchange	August 28, 2024 on Bitmart.com
Total Token Supply	80,000,000,000



Intended Use of Resources and Token Distribution Chart

Token Allocation	Percentage
MyLand.Earth Metaverse Engineering Developments (A 300+ engineering team will be required and new AIGC developer talents to be recruited for Artificial Intelligence powered 3D Earth Maps to dynamically generate 3D locations. All engineering recruits will be on a standard 48-month vesting schedule)	30%
Project Management Team (The standard 48-month vesting schedule applies)	12%
Artificial Intelligence (AIGC) Map Development	8%
Marketing (Budget allocations are to be distributed for a 60-months period)	12%
Business Development (Budgets allocations are to be distributed for a 60-months period)	10%
Advisors (The standard 48-month vesting schedule applies to all advisors)	1%
Community Building, Awards, and DAO Program Development	10%
Partnership & Ambassador Programs	3%
Initial Seed Sale	6%
Market-Maker / Liquidity Pool	5%
Legal & Compliance	2%
Charity	0.5%
Token Burn <ul style="list-style-type: none"> • First Year Burn of Remaining Token Supply (non-circulating tokens) 	0.5%

Total MMVR Token Supply: 80,000,000,000

MyLand.Earth Management and Team Member's Vesting Schedule:

All MyLand project management and engineering team members (including all new recruits) are under a standard 48-month progressive token vesting schedule to assure long-term commitment to the MyLand.Earth Metaverse development roadmap and marketing plans. The current MyLand team members' vesting schedule starts on the MMVR Exchange Listing Day and new recruits' vesting schedule starts on the new-recruit's onboarding day.

5-Tier Token Discount Rates for Seed Sales

Stake Holder	MMVR Private Discount & Criteria	MMVR Private Discount & Criteria	MMVR Vesting Guideline	TOTAL TOKEN Offer
Tier 1: \$100,000 Minimum Contribution	15% Discount if no additional land NFT purchased.	25% Discount if purchased additional over \$10,000 in value of Land NFT.	12 Months Vesting (12 Months From Token Purchasing Day)	
Tier 2: \$25,000 Minimum	10% Discount if no additional land NFT purchased.	20% Discount if purchased additional over \$2,500 in value of Land NFT.	12 Months Vesting	
Tier 3: \$2,201 Minimum	8% Discount if no additional land NFT purchased.	15% Discount if purchase additional over \$1,000 in value of Land NFT	12 Months Vesting (Maximum \$24,999)	
Tier 4: \$2,200 Minimum & Maximum	5% Discount if no additional land NFT purchased.	10% Discount for Members who purchase additional land NFT in value of \$500 or more	3 Months Vesting (non-credited members maximum contribution \$2,200)	
Tier 5: \$200 Minimum	(See ongoing MyLand Whitelisting & Token Reward Program during Seed Sales)	5% Discount for Members who purchase additional land NFT in value of \$200 or more	3 Month Vesting (Non-credited members maximum contribution \$2,200)	
Seed Sale Token Supply				4.8 Billion

Vesting, Bonus, Listing, Contingency and Token Burn

All current land owners will receive 5MMVR tokens for each MyLand.Earth land tile ownership, the land NFTs purchased or won by MyLand community members prior to June 28, 2024.

Accredited members will require a 12-month hold (starting from the purchasing day) for the discounted tokens in ALL Tiers purchased in the private sale, according to SEC regulations (Reg D). All members will be able to acquire MMVR token in the live public token trading sessions at listed price on Bitmart Exchange where MMVR token will be listed for public trading. The current target date for the public offer is scheduled for August 28, 2024 on Bitmart.com.

Currently the MyLand Team and counsel are actively working on filing the necessary documents and intend to include all MyLand community members to participate special offer in MMVR Token Seed Sale. However, the Seed Sale of MMVR Token with discounted price offer to the non-accredited members of Tier 4 and 5 that reside in the U.S. will be contingent on the Form C to be approved by SEC by August 28, 2024.

A 0.5% annual token burn will be implemented to systematically reduce the total remaining token supply and increase the token value and continuously yield positive returns for members' token positions. The token-burn process will cease when the volume of circulating tokens exceeds the remained tokens that are not released into the market.



MMVR Token Subscription Flow and Delivery

1. From the email account MMVR@myland.earth, the MyLand Platform Team will send an email notification for the ongoing MMVR Token Seed Sales, starting on June 28, 2024 to all community members, and to the individuals who expressed interest in subscribing to MyLand's MMVR token.
2. MyLand Community members who are interested in subscribing to MMVR tokens can reply to the email and ask for the required document to review and sign. In reference to the 5-Tier Token Discount Rates on Page 7, Accredited members will receive the Simple Agreement For Token for the Tier 1-3 token subscriptions. The Non-accredited members will receive the Promissory Note for the Tier 4-5 token subscriptions.
3. Token Subscription Quantity:
 - a. For the Members who plan to participate in the Token Seed Sales, they may promptly reply to the email to notify the MyLand.Earth Team regarding quantity of the tokens he/she intends to subscribe, and prepare for the fund according to the discounted rates listed in Page 7 of this Tokenomics.
 - b. Based on the quantity requested, MyLand Team will reply to the member with the appropriate document for the member to fill out and sign (The SAFT Agreement or the Promissory Note). The MyLand Metaverse LLC account information will also be included for members to wire in the fund. Please let MyLand Team know if you prefer another payment method instead of bank wiring.
4. Once the MyLand.Earth Accounting Department receives the fund, a formal signed copy of the document by the MyLand Project Management Team will be emailed to the member to complete the token purchase and to start the token vesting process.
5. On the member's token vesting maturation day (See vesting requirements in the 5 Tier Discount Rate Chart on page 7), member will receive an email from the MyLand Team confirming the same wallet (provided that the wallet provided is still valid to receive MMVR token). Once the wallet is confirmed by the member, the MyLand Team will send the subscribed token to the confirmed wallet to complete the token delivery.
6. For security reasons, the MyLand Team suggests all members to exercise the Best Practices when using an online wallet such as Metamask to prevent scam or hacking activities. Members shall always test the wallet before using it to receive token funds (Recent hackers were able to automatically transfer tokens out of a recipient's Metamask wallet once any fund drops in the wallet). Once receiving the token sent by the MyLand Team, members should take the token or wallet offline immediately. The MyLand Team will not be able to send the tokens again if a member's wallet is compromised which causes any token loss.



Token Offer Funding the Go-To Global Market Campaign

As indicated in the original MyLand.Earth Project Roadmap, and MyLand.Earth Whitepaper I and II, the initial platform development was funded by founders for all product developments and technical deliverables scheduled till 2025. Hence no minimum funding requirement from the Seed Sales token offer is needed to fund the current platform development till 2025. All funds raised will be allocated to the MyLand.Earth business to support an allocation plan for global marketing, ambassador program, partnership and enterprise channel sale developments, and the initial membership drive once MyLand Platform becomes a billable platform in the second half of 2024, as well as recruiting talents for the initial AIGC developments on 3D Map for metropolitan areas' ground-view rebuild on MyLand.Earth.

The fund generated from this initial token offer will be mainly allocated for the 2025-2026 Go-To market campaign on both web3 and web2 marketing platforms to further expand the MyLand.Earth footprint to the global VR/AR market, as the marketing campaigns listed in the Token Distribution Chart in Page 6.

45 East 30th Street, New York, New York 10016, United States

🔍 Empire State Building

–73.9851384215504, 40.7439496865017





Glossary

What is “Vesting of the tokens”?

While a token can be traded in the public marketplace in general, the token assigned to the community members with Vesting stipulation will be on hold for trading. The assigned token can not be traded until the end of the vesting period, at which time the token owner will be able to release and trade the token.

Who are the "Accredited Members"?

In the U.S., the term Accredited Investor is used by the Securities and Exchange Commission (SEC) under Regulation D to refer to individuals who are financially sophisticated and have a reduced need for the protection provided by regulatory disclosure filings. Accredited members in this document include high-net-worth individuals, banks, insurance companies, brokers, and trusts.



MyLand Earth Metaverse Project Team



The Architecture, Artistic, Tokenomics Designs, Operation, and Marketing

Jeff Liang

Co-founder of Chief Executive Officer: with 20+ years in IT business with a focus on architecture and framework building for enterprise infrastructure. Multiple Startup successes, the most recent being MessageSolution, content security, AI, compliance, and eDiscovery enterprise software company serving global enterprise customers. With Stanford University Computer Science Degree and extensive technology working experiences in Tier 1 IT companies such as IBM, Sun Micro, etc; a true believer in Blockchain and Metaverse. Founder and current sitting board member for the compliance eDiscovery and content security company, MessageSolution, Inc.

Josh Liang

Co-founder & Chief Marketing Officer: with 25+ years in IT business and 7 years with IBM international business support division; solid startup experience of taking a company from scratch to multi-million dollar revenue within 12 months; education background in MBA for Sport Management and MFA for Digital Art, specialized in art project management and generating subscription-based revenue, enterprise network and content security, big data and cloud storage management, and an active cryptocurrency investor and NFT collector. Co-Founder and the current sitting board member of compliance eDiscovery and content security company, MessageSolution, Inc.

Kevin McInerney

Tokenomic framework designer and membership management. With 28+ year in IT business and delivering excellent leadership and innovation, delivered strong sales management with an excellent record of leadership and innovation. Exceptional ability to lead sales professionals in all aspects of strategic selling, contract negotiation, strategic planning, and analysis online and offline revenue pipelines. Networking, Unicorn, and Financial SasS Solution with multiple startup buildup experiences.

Jack Wang

Engineer Lead. With 15 years of software development experience, specializing in Web3, encryption, data mining, and cryptocurrency. Dong Lin System Architect. 12 years of network operation experience, an expert in network security, Blockchain networks and cryptography.

Faith Nguyen

Lead Marketing Specialist in generating NFTs, NFT collection management, project logistics, and social media marketing

Advisors

Frederic Dembak: AKA "Oracle" in Metaverse investment world, a seasoned crypto and nft/Metaverse investor who has invested in numbers of blockchain startup projects and served on advisory board to assist in various Earth-based Metaverse projects development strategies in tokenomics design, virtual land sales program launch, and community building etc.





MyLand Earth Metaverse **TOKENOMICS**

MMVR TOKEN LAUNCH
Seed Sale Private Offer Starts
June 28, 2024

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