



# MyLand Earth Metaverse

## Create a New Earth



**Whitepaper II**  
MyLand on Earth

[www.myland.earth](http://www.myland.earth)



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# MyLand.Earth Metaverse™ Platform Development Roadmap

## Quarter 1-2 Development (January-June 2023)

### Map, Land Sale, and Game Platform Contents

- MyLand.Earth Metaverse Engine Beta Release - Game Engine Support to enable 3D scenes on MyLand.Earth for sample scenes and avatars (allow avatar/visitor to walk around the Earth location based exhibit hall and view exhibit artwork or product images on the walls as in a gallery/museum; non-transactional and view-only)
- 3D interior scenes (first 5-10 generic scenes will be created by MyLand.Earth Project Team to mobilize community's content creators to start developing 3D scenes for their own land locations or a fantasy version 3D scene for any land locations, etc)
- 3D avatar development (first 10 generic avatars for everyone to try on when MyLand.Earth Metaverse Engine is beta launched for user to test-walk freely)
- Land Owner Show-Off Page (show Land NFT to external contacts)
- Make Offer for Land Sale
- Megacity and MyIsland Fantasy Island Concept Developments

## June-September 2023

### Land Sale / Metaverse Development

- Allow users/content creators to upload their own 3D scenes
- MyLand.Earth Metaverse utility/SDK features (September-December)
- Geo gamification study for large markets (China, India, etc)
- China market compatibility beta launch testing - China local .cn version with local partners' development to expand MyLand global exposure for NFT collection-only land NFT sales, with no reselling and no NFT trading offer, according to the NFT regulations in China

## Q4 2023-Q1 2024

### Land Sale / Metaverse Development

- 3D Template Launch (allow content creators to upload images and video into 3D templates to build 3D Space for business or personal use)
- More land-based 3D scene builder utilities
- MyLand.Earth Metaverse IDO/IEO in the month of Q1-Q2 2024 time frame (SEC filing completed)

## Q3 2024-Q1 2025

- Metaverse 3D models multi-formats and Unity/Unreal scene upload
- Replacing undesirable 3D structure on 3D map with 3D templates or custom-made 3D model

## 2025-2026 Development Milestone Targets

- Platform SDK for User's Advanced App & Game Launch & VR Delivery
- MyLand AI Engine: Built-in Text-to-3D-Mapping artificial intelligence service that generates 3D ground views from natural language descriptions with voice recognition
- Precision-based 3D model creation and 3D revision updates for 3D imagery depiction of manufacture's engineering blueprints and progressive product development version updates from inception to launch



## Introduction to MyLand Earth Metaverse™

During the 19th-century gold rush in San Francisco, California land value appreciated 30 times within 30 years. Again, during the past 30 years of the technology boom, Silicon Valley land appreciated more than 30 times.

History repeats itself, now we are at the dawn of Metaverse era. Vast opportunities lay ahead of us, except this time, the land is virtual. That leads to the birth of MyLand Metaverse™ Project.

MyLand.Earth Metaverse™, built on the [www.myland.earth](http://www.myland.earth) web3 platform, is a digital twin with 1:1 ratio to the planet Earth. With the basic measurement of 10 meter x 10 meter per land lot, there are 5.1 trillion land lots available on MyLand.Earth, which is to create another virtual world that is a replica of the planet Earth. We plan to move nearly all activities that can happen on the actual Earth to the digital Earth.

In 2004, six years after its inception, the startup Google went IPO and was valued at \$23 billion on its first day of trading in the public. Today the web2 internet sector has grown to a roughly \$385 billion industry (Merril Lynch 2021). But the web3 Metaverse is projected as a much larger sector in size. According to Citibank in a recently published report (May 22, 2022), Metaverse profits are predicted to soar by 2030, projected profits will reach between 8 and 13 trillion dollars by 2030.

Metaverse will be THE investment opportunity of the 21st century. As a matter of scale, Metaverse with digital real estate will dwarf all other investment opportunities into the foreseeable future.

History is at a defining moment again, the creative investors will ignite the coming digital real estate boom and the creation of new wealth!

# Business Use Case

Where are the reward streams for the Metaverse Landowners?

Selling and distributing land on MyLand.Earth Metaverse™ is only a transitional process for us, not a final stop. It's a process to distribute land parcels to capable land owners based on their business acumen, capability, technical skill set, and passion. Metaverse land investors can have multiple ways to realize gains from land investment. Some may improve land value by building a project on it, some may want to trade and sell the land and some may just want to hold and wait for its value to increase over time. We are here to build the Metaverse so as to help landowners meet their investment goals at all levels.

Since our Metaverse is based on planet Earth, land owners can benefit the most from our platform. As we build the Metaverse, the contents on the platform will become extremely important to attract platform visitors. Our goal is to implement modern technologies to build an exciting and immersive experience for our Metaverse users.



# MyLand.Earth Metaverse™ VR (V1)

## MyLand.Earth Metaverse™ VR (V1)

The primary design theme of MyLand.Earth Version 1 is to scrupulously adhere to the original physical version of the property topography, especially, the well-known landmark properties. This is to reproduce such property characteristics that a content creator can replicate. Working with digital artists and partners around the world, our Metaverse creative team will strive to provide a “real-world” immersive experience for Metaverse visitors. Hence, tour traffic and corporate advertising rewards will increase substantially.

This can be done with the help of 3D artists, visual asset creators, architects, and physical landmark owners to assure accurate historical and architectural reproduction on the property. This is a creative process that will revolutionize the entire internet 1D and 2D experience through VR/AR to deliver 3D immersive experiences on the property of Metaverse users.

The object of creating the V1 Metaverse is to create the “Wow” effect for Metaverse visitors. This will extend and transform the entire internet population from traditional internet to the web3 Metaverse. That will be a 5 billion internet user population, representing 63% of the world’s population (Statista.com, April 2022). The transformation and the traffic will be massive and so will the rewards that follows.



# MyLand Fantasy Metaverse (The V2)

This is the fantasy world for some Metaverse enthusiasts have been expecting. In Version 2, an improvised version of the MyLand Metaverse™, each property location will be created with a fictitious name for the property, unless the intellectual property rights are cleared with the physical land property owner.

In the spirit of goodwill and anticipation, the V2 Metaverse is made with a SEO directory, land properties, and non-landmarks yet a thriving creative world in mind. The SEO directory also presents business value for enterprises to gain exposure in the Web3 user base.

a. To create the location with 100% improvisation, when there's no location information available at all, or impossible to obtain (ie. a SiFi world, a Megacity, or National Geographic Magazine Dinosaur tableau of 66 million years ago), but location is for each creative work is still available when the geo or historical events of a location will help to transform the creativity.

b. To create a fantasy world with 100% improvisation when there's no such location in the physical world or there is only a myth or legend, or in a complete no-man's land. This category gives the content creator the power to produce a new fictitious world anywhere on the MyLand Fantasy, the V2 of MyLand Metaverse.



When creating MyLand Fantasy, each creative investor/content creator will have their own vision of how their lands will garner the most profit. Each will have particular background, experiences, and appreciation of what the Metaverse is capable of. Also, MyLand.Earth Platform will create a few rules and the beginning goals.

The a and b conditions will allow for the regular residential neighborhood or undesirable district to be heightened to be a fantasy land or a Megacity. The content creator has the liberty to create new enhanced topographic details.

The innovative content creator can develop a sentient neighborhood in the Metaverse.

The new look and feel of the subject property is created so that visitors will find the property more appealing. The formerly dilapidated or unappealing property will increase in value.

# MyLand Fantasy Metaverse (The V2)

## Megacity and MyISLAND Fantasy Island Developments

For those creative minds, the "cheap land", "no man's land", or "abandoned island" might provide a backdrop for the creation of games, SciFi stories, comic books, or TV shows, etc. If the location is a hit, the upward land value appreciation would be unimaginable.

Based on each content creator's background, experience, and preference in Metaverse land development, individual business use cases to generate income are indicated in the following section.



MyLand.Earth Metacity is a peer-to-peer multi-player program based on Metaverse landownership to navigate online traffic and engage in online users to monetize the Metaverse merchandises and experiences.



MyISLAND is the fantasy depiction of V2 MyLand.Earth enabling users to create their own fantasy island with personal touch - clear turquoise waters, bungalows, tiki bars, cloud house, hammocks on the beach, boating, surfing, scuba diving, or local art gallery & art shows, souvenir and gift shops... Or, for DJs how about run your dance party or musicians to set up your music island & live music venue to bring your fantasy alive? Possibilities are endless.

# Reward Distribution and Utility Tokens

Income streams shall be derived from such things as landmark tour ticket sales, merchandise and product sales, and corporate advertising.

## V 1 Implementation:

- Metaverse landmark owner.
- The physical landmark owner who provides floor plan and content specs.
- MyLand.Earth Platform shall provide review and standardize control for Replica Production.
- High-caliber international artists or celebrities participate in production.

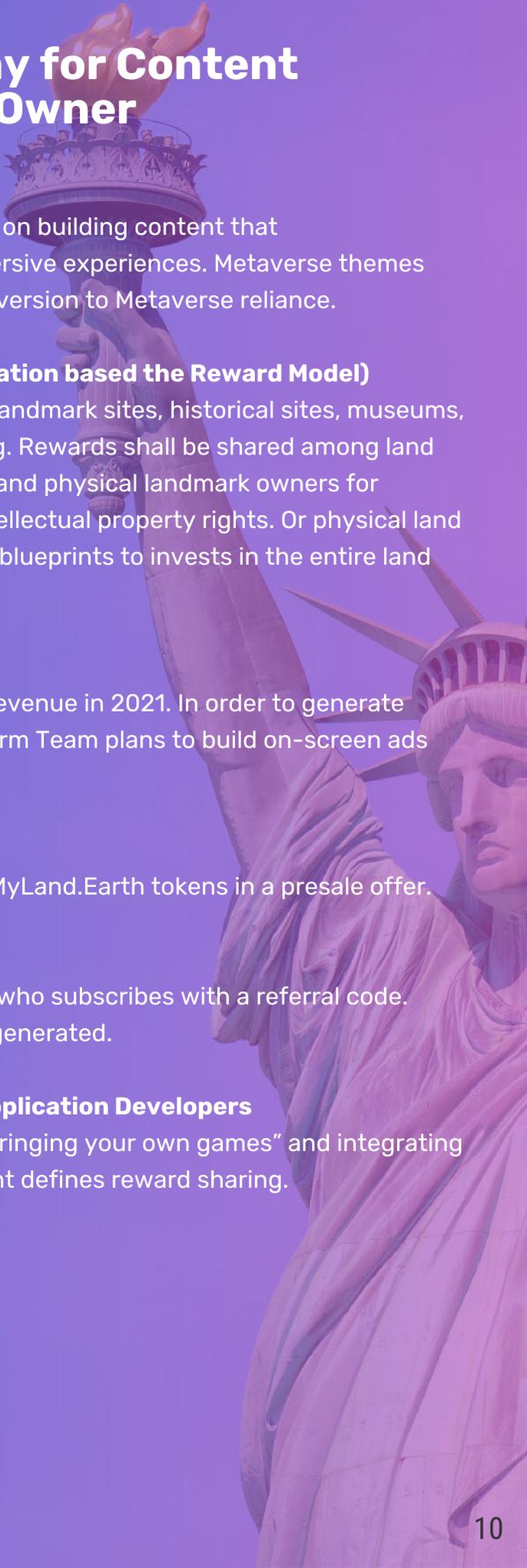
## Advertising Policy:

- Land property owners are allowed to put up bigger ads and better ads for their location assets.
- Street owners and surrounding area owners will be allowed to advertise with Kiosks, bus stops, streetscapes, or street corner digital screens.

When both land property and streetscapes generate advertising rewards, it will be based on video ads, monetized by the number of views for screenshot clicks to view 30-sec videos. Participating ads reward program shall be based on ads metrics by participants such as land/building owners, streetscape kiosk operators, and street owners etc.



# MyLand.Earth Economy for Content Creator/Land Owner

The background of the page features a stylized, purple-tinted image of the Statue of Liberty. She is shown from the waist up, holding her torch aloft in her right hand. The image is semi-transparent, allowing the text to be overlaid on it.

Land Ownership and landowner development are based on building content that investor/content creators can monetize for users' immersive experiences. Metaverse themes shall be made to increase user engagement and for conversion to Metaverse reliance.

## **1 Grand Tour Ticket Selling (or Free Access with Donation based the Reward Model)**

Ticket rewards shall be created from the Grand Tour of landmark sites, historical sites, museums, old town centers, and historical places worthy of visiting. Rewards shall be shared among land owners, MyLand Metaverse Platform, content creators, and physical landmark owners for providing historical and structural data and granting intellectual property rights. Or physical land owner leverages the ownership of IP and land/property blueprints to invests in the entire land development project.

## **2 Advertising Rewards**

The global advertising industry reached \$750 billion in revenue in 2021. In order to generate steady reward for the land owners, MyLand.Earth Platform Team plans to build on-screen ads and 15-second video popup ads.

## **3 MyLand.Earth Initial Coin Offer (IDO/IEO)**

Qualified landowners can participate in the pre-sale of MyLand.Earth tokens in a presale offer.

## **4 Referral Fee for Influencers**

User engagement on MyLand.Earth pays for every user who subscribes with a referral code. Every time a member buys metaverse land a referral is generated.

## **5 Packaged Content/App Brought in by Artists or Application Developers**

A developer gains access to reward sharing based on "bringing your own games" and integrating MyLand.Earth SDKs where a utility computing agreement defines reward sharing.

## **6 After-Market Land NFT Re-Sales**

Land NFT After-Market Sales on MyLand.Earth Marketplace for Land Appreciation

Land Owner: 95%

MyLand.Earth Platform: 5% Creator Fee

## **7 Pre-Built NFT Artworks**

Artists can List pre-built digital NFT assets for sale on the MyLand.Earth Marketplace when they choose the “Landmark Related” category. Landmark owners benefit only after the Artist clicks the “Landmark” checkmark (i.e. Eiffel Tower), in order to take advantage of the Landmark-associated branding.

Member: 90%

Land Owner: 5%

MyLand.Earth Platform: 5%

The land owner will not receive a commission if an Artist chooses not to click on the landmark checkmark.

## **8 Game or Application Operator Rents**

**(ie. Casino games in Las Vegas or sports event games in sport Stadiums)**

The game operator pays for rent and MyLand.Earth Platform receives Property Management Fees.

## **9 MyLand.Earth Operated 3rd Party Game or Application**

MyLand.Earth Platform licenses brandable 3rd party DApp games (ie. Geography Game) and places the DApp on the landowner’s location.

## **10 MyLand.Earth Branding Ambassador**

You can become a MyLand.Earth Brand Ambassador and serve as a Business Development Agent and an influencer to promote MyLand Platform for subscription and user-base growth. The Ambassador/Influencer will be rewarded once newly referred user(s) or businesses generate transactions on MyLand Platform.

## **11 Large Land Parcel Tier Pricing for Land Developers**

Long-term investor land equity developers who buy 5000 lot tracks of non-urban land get to profit with tier pricing. Buying “no man’s land” or unimproved raw land offers remarkable land appreciation value. Undesirable or blighted urban land can also be considered for tiered pricing.

# MyLand.Earth Worldwide Heritage Preservation Conservation for the Green Earth

## 3D/VR Heritage Sites

### Mission:

Call to action of digital artists internationally to utilize any available 3D/VR scanning tools to generate 3D cultural heritage datasets for education, research, and cultural preservation

Minimize the technical, financial, and legal barriers for publishers of 3D heritage data

Promote the local heritage sites and immersive tours through MyLand Earth Metaverse workflow to the global online audiences to generate site visits and ads reward to improve local economy for the heritage sites

Foster community collaboration and knowledge sharing in the 3D/VR cultural heritage community to inspire more artists to get involved to preserve their own cultural heritage sites around the world

Strive for planting additional 1 million 3D trees per region with sponsors and enterprise partners on MyLand.Earth Platform, and build in tree-planting game and donation features to advocate Green Earth initiative



# Artificial Intelligence in MyLand Earth Metaverse for World Heritage Proversation

MyLand AI Engine will enable users and landowners to leverage unlimited computing power to fulfill their metaverse visions:

1. AI Integration allows each metaverse space to utilize public AI chat services for creator's own content delivery with text prompt and voice recognition built in

2. An Impact Plan based on world heritage sites

- Implement AI-Assisted Navigation to search, locate and analyze the concurrent Unesco World Heritage Sites of 1,154 locations
- MyLand.Earth Platform serves as a virtual tour guide that delivers an interactive experience for site visitors
- Reference Google Earth's global 200,000 landmark sites:<https://artsandculture.google.com/project/open-heritage>
- Reference Microsoft Heritage:  
<https://www.iiconservation.org/content/iconem-shares-20-its-world-heritage-3d-models>

3. MyLand AI Engine will evolve engineering design combining the next generation computing power with machine learning to generate high-efficiency 3D blueprints.

- Built-in text-to-3D-map artificial intelligence service that generates 3D ground views from natural language descriptions with voice recognition
- Precision-based 3D model creation and 3D revision updates for 3D imagery depiction of manufacture's engineering blueprints and progressive product development version updates from inception to launch

# MyLand Earth Metaverse™ Company Values

We believe in providing complete clarity of the company's mission, structure, fund allocation, and development process. By providing a clear vision and directions of our project development roadmap, we strive for being on time and on schedule for our milestone deliverables, and keeping MyLand Community informed of all development and progress is paramount.

We will maintain unparalleled levels of community engagement. There will always be a team member available to anyone who may need to access and communicate with someone from the team. We stand behind our products and place high importance on transparency.

# Additional Large Market Launches

Besides our platform launch in North America on June 28, 2022, we have been also looking at potentially launching in other large but unique markets (i.e. China and India etc). China has approximately 1.425 billion population and 1.04 billion online internet users, with the world's #1 online gamers at 665 million gamers in 2020 (statisca.com), and the memorabilia collection is popular with plenty of buying power.

However, currently, it posts two major difficulties for launching a Metaverse in the China market:

- a. Zero (0) crypto purchasing and trading activities expected
- b. Local investors cannot purchase land NFTs on [www.myland.earth](http://www.myland.earth) platform (MyLand.Earth Chinese version transactions have been available with registered members from China but with no land NFT sales)

## **SOLUTION:**

- \* Partner with a local company to launch a Land NFT Collection-Only platform
- \* Accepts fiat payments to enter China market
- \* with deferred platform licensing with the profit sharing option when the market becomes more mature (work around the regulation of No crypto and No NFT trading)

## **UPSIDE:**

1. Gain market participation in the market of world's #1 gamer population, and #2 world economy of buying power.
2. A large pool of skilled digital content creators with profound cultural and historical knowledge of the Eastern cultural Metaverse content creation will benefit MyLand.Earth Platform's content building once the app platform is ready.

BETA TESTING LAUNCH: October 1, 2022

# MyLand.Earth Introduction to the Digital Land Sales and Free Land Offers

MyLand.Earth builds a digital Earth-based Metaverse platform for users and content providers to participate and profit in the web3 economy. MyLand Metaverse™ virtual land lot is sized at 10x10 meters where users can buy one lot or select up to 1000 lots at a time. MyLand.Earth Platform's pricing algorithm is based on scarcity of land, location, popularity, and traffic volume. Land pricing fluctuates as these variables change over time.

MyLand Metaverse™ Platform intends to allow more people to experience and benefit from the advanced technology of Blockchain. We have gone to great lengths to develop financial integration between the crypto world and traditional financial systems. Although the purchased land NFTs are recorded in the distributed ledger on Polygon Blockchain, people can buy land NFTs with ETH tokens on the Ethereum Network, MATIC tokens on the Polygon Network, and all major credit cards (Visa, Master, American Express, Discover & Diners, UnionPay, etc), and WeChat Pay.

All land NFTs are recorded by smart contracts on Polygon Blockchain for proof of ownership no matter what payment method is used for purchase.

MyLand.Earth Metaverse™ is a World Map based on a 1:1 digital twin of the Earth, and we are building a location-based Metaverse that will create an immersive experience for all to enjoy. We want everyone to be part of it!

## FREE Land on MyLand Digital Earth

MyLand Platform also has a built-in mechanism for users to collect free land NFTs to grow your metaverse presence and digital wealth from scratch, with "0" capital outlay investment.

Below is the 5 steps to become a metaverse landowner on MyLand Digital Earth - mint land NFTs without paying crypto or fiat currency:

1. Register in MyLand.Earth platform with your email account and become a MyLand Member.
2. Click on Hunt2Earn game button and download MyLand H2E game agent and start playing to earn.
3. Once your token value is over \$10.00, convert it to MMVR token in your MyLand Account.
4. Search and find your preferred land NFT location(s) (provided it's still available), then convert your MMVR token to mint the land NFT.
5. Now you're a landowner on MyLand Platform who is ready to build your 3D metaverse space.

# Individual Use Case vs. Enterprises

## 1. Content Creators:

Either you are a photographer or a digital graphic artist or maybe you have a large selfie image collection. Maybe, some high-quality images in your collection maybe win a photo contest. Maybe some high-quality photo images in your collection are truly contest winners or MyLand.Earth Platform will provide a link to an image portfolio and you can select your preference.

## 2. Business Owners:

This category applies to the small business owner, such as a real estate agent, mortgage officer, insurance agent, restaurant owner, or commercial real estate developer for enterprise. MyLand.Earth Platform provides a link button on top of the purchased land property to display an image to advertise your business when the user clicks it.

## 3. Enterprise Organizations:

Enterprises such as national retail chains, real estate developers, automobile dealerships, movie moguls, consumer product manufacturers, and the like, can identify high-traffic areas and locations for new investment. So, invest now and build your Metaverse business locations immediately! Remember, your location choice will determine likely high traffic areas and business exposure. As traffic increases, land property value appreciates in price and business exposure will increase, as well.

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# MyLand.Earth Metaverse™ Platform Design

Myland.Earth Metaverse™ reference architecture is modeled on standard-based Metaverse architecture and is based on a land mapping framework for user-driven content creation. The users will be able to upload onsite 2D snapshots and videos, and then transform them into a 3D form on MyLand Metaverse™. Avatar speech AI, Computer Vision, and gesture or natural language processing will assist users to create the MyLand Metaverse™ through connected experiences.

## Layer 1: Experience

Presentation Layer. This layer is what the user sees. We expect different client side software to be implemented, starting with WEB, followed by Mobile Dapp, and Gaming Desktop, delivering AR/VR experiences to MyLand Metaverse™ members. We are using multiple 3D gaming engines such as Unreal and Unity with built-in chat and voice communication between users. MyLand Metaverse™ infrastructure will be needed to foster peer-to-peer communication between interacting users in the user group and mobile users.

MyLand.Earth DApp delivers a user experience where the user engages with content creation and search to purchase the land lots on MyLand.Earth. MyLand.Earth is the curator of the content, after the user uploads digital land artifacts. Finally, the DApp provides the users control over the minting, or the list to sell off their MyLand.Earth NFTs.

In the MyLand.Earth Marketplace, MyLanders interact with developers to build immersive worlds, gaming experiences, and purchases of MyLand tokens (MLND). Additionally, MyLand Earth Metaverse™ members will be provided with Play & Earn games and co-develop applications or sponsored projects. For example, virtual travel, dating service, corporate training, and education are all presence-based immersive experiences. Of course, you may shop in the MyLand.Earth NFT Marketplace.

## **User experience UX Framework:**

- 1) MyLand Earth Metaverse™ replicates high-value landmarks by converting 2D to 3D framework.
- 2) AI assessment for fact-checking content created for age-appropriate correctness.
- 3) Collect, build, repair, deduplicate, and approve overlays within the 3D land detection engine.
- 4) Host landmark events that can attract brand sponsorship from the physical world.
- 5) Identify land ownership and hosted sanctuary experiences.

## **Layer 2: Social Discovery**

Connect ownership with the real economy

MyLand.Earth provides services help land owners to discover the nearest business entities in the real world, then connects land owners with real world business owners by discovering the business owner's contact info and send alert.

## **Layer 3: Creator System**

Build Metaverse Frame by Frame. This layer is for all the technical aspects that creators can utilize to build the various experiences in MyLand Metaverse™.

MyLand.Earth framework interprets the inside-outside geospatially mapped worlds. The DApp captures and interprets the outside world, and provides users with a tool suite to develop and market their contents at scale.

## **Layer 4: Spatial Computing**

MyLand.Earth landmark detection to render and index all land properties that rely on 3D modeling and programs, AR, VR, and XR on 3D mapping. The MyLand.Earth Team will apply the most advanced technologies in VR/AI/AR, Web3, and 3D reconstruction to build a virtual world where people can live, work, play, and socialize.

### **Layer 5: Web3 Content Economy**

MyLand.Earth Metaverse™ provides users with a mobile phone app that allows users to upload photos and videos to MyLand.Earth Platform. The App allows land owners to publish images and video as NFTs. The App provides AR tour experiences and collaborations between users. When the user generates content it is sold as a digital MyLand.Earth asset. The owner of the content is compensated on the secondary land sale. The smartphone-captured images and video will be uploaded to MyLand.Earth and minted for 3D rendering or MyLand.Earth Marketplace Listing.

### **Layer 6: MyLand.Earth Metaverse™ Infrastructure as a Service**

Hybrid infrastructures as a service-based-distributed computing has been designed to provide a scalable system for developers to tap into MyLand.Earth Platform.

While centralized servers have become a target for hackers and subsequent gaming downtime, MyLand.Earth incorporates Blockchain into the server platform, enhancing the applications with transparency, security, decentralization, consensus governance and P2P transactions.

Blockchain gaming solutions promote availability, ensuring original gaming versions by avoiding scams. It further provides for resource sharing, loyalties, the trading of assets, thereby allowing gamers to contribute to the development and maintenance of the application.

MyLand.Earth P2E games empower players to generate income by engaging in game activities. The prize might be a cryptocurrency, an NFT, or an appreciation in the price of an NFT that has already been acquired.

# Technology Building Blocks

MyLand.Earth Metaverse™ platform uses the following technologies to build the system:

- Mapbox Service is the map provider
- Polygon Network for the Blockchain. It's inexpensive to mint NFTs on Polygon, and it's much faster than Ethereum
- MATIC and Ether provide the cryptocurrency
- Our currency payment processing engine is Stripe and supports all major credit/debit cards
- Custodial wallet management is secured by multi-party computation
- Unreal/Unity engines
- Streaming engine
- Online utility tools for 3D model creation
- WebGPU/WebGL
- Mobile app

The MyLand Earth Metaverse™ platform is designed from the ground up with these critical considerations:

- State of Art Technology
- High Performance
- Heightened Level of Security
- Ease of Use
- Extensibility

# State of the Art

At Myland.Earth Metaverse, we strive for excellence. Since the Metaverse concept is destined to last at least for decades like the internet, we want to design the platform with the most advanced technologies available now and leave room for future enhancements.

There are a number of key components in the system that should be addressed specifically.

1. **Distributed Architecture:** this is to enable us to deliver a globally scalable solution that can provide MyLand Metaverse™ to users around the globe.
2. **Blockchain integration and Blockchain platform of choice:** we currently use Polygon Blockchain to ledger the records for all NFT tokens. We support Matic and Ether tokens, along with all major credit card payment methods.
3. **3D Content Service:**
  - **Unreal and Unity Engines:** We use Unreal and Unity engines to create 3D games, construct landmarks for tourists sightseeing, and build 3D setup for education and training, etc.
4. **Utility Tools for Content Creators to Use:**
  - MyLand Platform will provide utility tools to build 3D models and scenes. The 3D models can be loaded on the map, creating a real digital Earth twin.
5. **User Client Side:**
  - For the users, we will start with an online-web version since it's today's most portable and widely used client access software. We use WebGPU/WebGL.
  - At the same time, we will develop a mobile app with AR.
  - After the web version, we will develop a native desktop version. This will improve gamer total user experience.
  - Mobile app to allow users to take photos by phone and upload them. Then use Computer Vision AI to create 3D materials from user-uploaded photos and videos.

# Security

Security is our highest priority. As Defi, Gamefi, and Social-fi gain more popularity, Blockchain has been targeted by hackers.

- It is our design to manage NFTs and digital assets is by using a custodial wallet. By employing a custodial wallet we gain the flexibility to work with all kinds of popular crypto tokens and traditional payment methods such as credit cards and Apple pay.
- The custodial wallet can also enable faster response times for users on the platform when it comes to purchasing and trading NFTs and other assets. Notably, NFTs constitute the typical Blockchain game and Metaverse transaction. Using a client-side wallet such as MetaMask could slow down the user experience since the nature of in-game transactions is frequent and in smaller amounts.
- In order to protect our members' assets, we use Multi-Party Computation (MPC) technology to securely guard our members' custodial wallets. As our members accumulate assets, they can either transfer assets to their offline wallets or they can keep the assets online.



## Performance

- Blockchain games, virtual concerts, and NFT trading are frequently slowed down by an increase in volume.
- Distributed and modulated components enable us to scale up to tens and hundreds of millions of users simultaneously accessing the platform.

## Ease of Use

- Traditionally, the learning curve for fluently using crypto is quite high. The cost to exchange Blockchain tokens one for another is also quite expensive. With MyLand.Earth Platform, users do not have to use a wallet to exchange tokens. We allow users to use our custodial wallet to benefit from Blockchain technology.
- Many users are familiar with Ether tokens but have not often used other tokens. The high gas fee to bridge tokens between Blockchains can be a pain. On the MyLand.Earth Platform users can use ETH directly without bridging to Polygon Blockchain.
- Many new users do not have a wallet. We use an MPC-based custodial wallet to securely manage users' assets. Users can now use credit cards to buy NFTs on Blockchain. and allows users to transfer NFTs and crypto assets to their own MetaMask wallet.

## Extensibility

- There will be more business opportunities as we support extensions into more business areas. Similarly, as growth velocity increases so there will be more business opportunities. We need to be able to support many kinds of extensions and create more reward streams.
- We currently use the Polygon Blockchain Network. If we outgrow Polygon's capacity in the future due to high volume, we will develop our own Blockchain.

# GLOSSARY

**Blockchain:** Blockchain is a shared, immutable ledger that facilitates the process of recording transactions and tracking assets in a business network. Platforms that offer layer gaming features in Blockchain (L2 definition with Polygon is NFT feature Play & Earn) need a Blockchain layer that acts independent of the minting process.

**DEX:** A decentralized exchange, a peer-to-peer crypto marketplace, where transactions occur directly between crypto traders. DEXs fulfill one of crypto's core functions: fostering financial transactions that are not officiated by banks, brokers, or any other intermediary. Many popular DEXs, such as Uniswap and Sushiswap, run on the Ethereum Blockchain.

**Smart Contract:** A form of technology arrangement being:

(a) a computer protocol; or

(b) an agreement concluded wholly or partly in an electronic form, which is automated and enforceable by computer code, although some parts may require human input and control.

**Token Supply:** The total supply of MyLand.Earth Tokens that the Issuer has supplied/issued into the market.

**MyLand.Earth Token:** The token asset developed by the MyLand Metaverse™ and is being admitted to trading by means of the registration of this Whitepaper.

**MyLand.Earth Platform:** The platform that is being developed by the MyLand Metaverse™ Project Team is described in detail in this whitepaper, which explains the business, operational, technological concepts and ecosystem that the MyLand.Earth Platform offers. This Whitepaper describes the solutions and products that are actively being built by the MyLand.Earth Project Team, with the intention of improving and validating the Metaverse community and marketplace.

**Whitepaper:** This electronic Whitepaper is written and compiled by the MyLand.Earth Metaverse™ Project Team and describes the MyLand.Earth Platform and MyLand tokens, all found on the Website <https://www.myland.earth/whitepaper>.

## GLOSSARY II

### **Property Line Building Rule for 3D Model Design and Creation:**

In certain metropolitan areas (i.e. NYC, Tokyo or Hong Kong etc), an intrusion into the adjacent property might have occurred after a land purchase due to the 10x10meter Mapbox integration on MyLand.Earth Platform. Land owner shall build the 3D models by compliant with the original property lines only, to avoid potential property line dispute. When a new land purchaser intends to buy the adjacent property, he/she can purchase the intrusion portion at the then-market price.

### **Enterprises, Business Owners, or Private Property Owners' Involvement in**

**Metaverse Development :** To encourage business owners, enterprise organizations, institutional investors, or private real estates with resources to help accelerate our Metaverse Earth-building process, MyLand.Earth Community would welcome the physical land and property owners' involvement in MyLand.Earth project development and the Metaverse Earth building process. Physical land owners will have the first right of refusal to purchase a land parcel in the secondary land sale transactions and the Metaverse land owner will have one year to complete the virtual land sale transaction. The preowned land properties will be purchased at the ongoing market price, and no less than the original purchase price.

## GLOSSARY III

**Physical Land Property:** The physical land and the building structures are attached to land with permanent improvements that are located on the actual Earth.

**Virtual Land Property or Metaverse Land Property:** The digital land and digital building structures are located on [www.myland.earth](http://www.myland.earth), the MyLand.Earth Metaverse™ Platform.

**Metaverse Land or Virtual Land Owner:** An online user, who may be an individual or a business entity, has registered on the [www.myland.earth](http://www.myland.earth) website with an email address. The virtual land property must have been purchased with Land NFT transactions, recorded on a blockchain as proof of asset ownership.

**Physical Land Owner:** An individual or a business entity that has the ownership of the real estate, including the physical land, natural resources attached to the land (trees, water, etc), and the physical structure and improvements built on the land (house, garage, etc).

**Physical Land and Structural Data:** The land and structural information of a physical land parcel and the structure or improvements built on the land. In most countries, the land and structural data of real estate is public information and can be purchased from the local city, county, or state offices.

**Physical Collectible Property Information:** The basic information on physical collectibles or artwork items exhibited in public museums, libraries, public offices, etc. Normally, the Physical Land Owner should have first-hand information on the collectibles.

**Intellectual Property (IP) Subsumed under Physical Land Properties:** A land property's name, address, structural design, etc in the real world, basically all intangible properties associated with a real estate property in the physical world. In Earth-based Metaverse development, IPs definitionally include the name, address, and structural design of the land property.

**Metaverse Production Blueprint:** A location-based content creator's design and scripts with the 3D landscape, structural plan, VR characters, animation and voice scripts, etc, in other words, a detailed Metaverse production plan for a land location.

# MyLand.Earth Project Management Team

## The Architecture, Artistic, Tokenomics Designs, Operation, Marketing and Advisory Board

### **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 subscriptions within 12 months; education background in MBA for Sport Management and MFA for Digital Art, specialized in art project management and generating subscription-based membership growth, 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 profitability and 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.

## Advisory Board

**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.

**Peter Jens Shultz:** CEO and CO-Founder of Humbolt Real Estate, with a prestigious family name and heritage from the known German scientist Alexander Von Humboldt of Earth science in 1800s. Peter, an active social media advocate and avid investor in Metaverse real estate and technology startup companies, dedicates his time in enhancing the traditional real estate investment to multi-facet next generation technological transformations in AI, Web 3 and Metaverse.

# Will Today's Proven Online Top Shopping Sectors Be in Metaverse?

According to Gartner's recent report on e-commerce online shopping (Gartner, March 2022), the #1 online shopping site Amazon's top 3 selling categories are the following:

- a. Largest category will be computers/consumer electronics (26.2% of Amazon's US sales).
- b. Highest penetration category will be books, music, and videos (78.8% of US e-commerce sales).
- c. Fastest-growing category will be food and beverage (61.8%).

If following the online traffic and users' spending, after all the landmarks are sold on MyLand.Earth Platform, will Best Buy stores for electronics products be in line for land property collection? Or, Barnes and Nobles Book Stores locations in the U.S., the popular and largest book stores in Europe such as Cook & Book in Brussels, Belgium, or Waterstones Piccadilly in London, or, any popular local restaurants be the potential traffic generators in Metaverse as well? Then how about the sports stadiums for sports events, concerts, museums, movie theaters, music halls, churches and cathedrals, or just any people's locations on a regular basis?

Only time, Metaverse land investors, content creators, and Metaverse users will tell.



## Heritage Preservation Fund

Myland Metaverse™ LLC will reward global heritage professionals and 3D artists to get involved in MyLand.Earth Heritage Program and support the world's heritage preservation effort.

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## Donation for Humanitarian Efforts

Myland Metaverse™ LLC will donate all profits from selling Ukrainian digital land properties to International Red Cross Organization to assist Ukrainian refugees.

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## Donation for Wildlife Conservation and Green Earth preservation

Myland Metaverse™ LLC will donate 15% of MyLand Tiger™ NFT Collection and future project-based NFT collections' launch sales proceeds to World Wildlife Fund (WWF) and Earth Day organizations in support of global conservation efforts for endangered species and Green Earth campaign.

March 11, 2024



# THE TRISE OF SHUTAN

## MyLand Earth Metaverse Hunt 2 Earn Game Guide and Cashout Rules

[www.myland.earth](http://www.myland.earth)



MyLand Earth Metaverse

## Hunt 2 Earn Game Guide and Cashout Rules

A Play-to-Earn Game:

To play, you will need to sign in to your MyLand Account. You may simply sign up for an account with your email account if you have not signed up with MyLand.Earth. After you enter MyLand Metaverse, the game will prompt and ask if you want to play the game. You need to select one of the five locations to find an NPC (Non-Player Character) - the Wise Man. Once you find an NPC, he will ask you a question. Upon correctly answering the question, you will receive a key for the treasure box, then the NPC provides you a location address with the possibility of a treasure box in that area. You will be teleported to that location. Then you can start searching for the treasure box.

As you move around the area, there is a distance indicator to show how far you are away from the treasure box.

In the treasure box, there can be any type of treasure: Silver Bar, Gold Bar, Diamond, and Ruby/ Ruby has the highest value. Sometimes the treasure box can be empty.

Hardware Basic Requirements:

Windows 10 or 11, 2-4 Core CPU, 8GB RAM, video card recommended.

# Hunt 2 Earn

[www.myland.earth](http://www.myland.earth)



MyLand Earth Metaverse

## Hunt 2 Earn Game Guide and Cashout Rules

To check your current treasure in your account, you can login to your online account on MyLand website at [www.myland.earth](http://www.myland.earth), go to the profile icon on the top right, click on it and select My Treasure. You can convert your treasure to crypto currency.

To convert treasure to crypto token, you can choose how many gold and silver bars to convert. You need to convert your treasure into MMVR token. MMVR token price is currently fixed at \$0.0025 per token. The MMVR price and the reward exchange rates are subject to change. Please refer to information posted on the MyLand.Earth website.

Before MMVR goes to IDO/IEO, a player has the option to cashout tokens and convert to MATIC during the contests and within 1 month after each content. If a player wants to cash out MMVR tokens, MyLand Platform would buy back the MMVR tokens. MyLand Platform will pay in Matic tokens. The minimum requirement each time to convert MMVR into Matic is \$10.00. The Matic will be deposited into the user's wallet in the online account. Users can check their Matic balance by clicking on the wallet icon on the top right after login. Player can use the Transfer function to transfer Matic to an external wallet account.

Currently, most of the treasures are randomly distributed among the land locations purchased by MyLand Earth Metaverse landowners. Each time a treasure is found by a player, a percentage of the equivalent treasure value will be accounted for the corresponding landowner's account. So by owning the Metaverse land on MyLand.Earth, the landowner earns perpetually as a player plays the game.

[www.myland.earth](http://www.myland.earth)