



September 10th, 2021

The Metaverse Series Part Three: The Sandbox

Introduction

The metaverse refers to a collectively shared virtual space that arises through the convergence of virtual and augmented reality, as well as the internet. It's often heralded as a burgeoning, next-generation iteration of the internet, consisting of universally existent/accessible, three-dimensional, shared virtual spaces residing within a larger virtual universe.

This report series aims to delve into the metaverse through describing its capabilities, applications, and developments; explaining different, prominent implementations of the metaverse in the context of Decentraland, Somnium, The Sandbox, Cryptovoxels, and Upland; offering explanations for different virtual real-estate offerings in each of these metaverses and the process of buying/renting land in each; as well as offering a description of companies that facilitate virtual real-estate offerings within the metaverse.

Previous report installations focused on the particular metaverse implementations of Decentraland and Somnium. This report installation of the series will focus specifically on the metaverse implementation known as The Sandbox: a community-driven platform where creators are enabled to monetize digital assets and gaming experiences in a decentralized, blockchain-based environment. Sandbox's ultimate vision and goal is to disrupt game makers in the status quo (e.g., Minecraft, Roblox, etc.) by providing creators with true forms of ownership of creations in the form of NFTs, in-turn rewarding them for their participation in the ecosystem.

The Sandbox Fundamentals

Overview

The Sandbox is a community, user-generated-content (UGC) driven platform where creators are enabled to monetize digital assets and gaming experiences in a decentralized, blockchain-based environment. The platform offers a wide variety of gaming experiences (e.g., Viking Fjord, Mushroom Mania, Sweet Village, etc.) with a very similar style and format to the popular video game, Minecraft, developed by Mojang Studios.



To facilitate ownership of digital items and transactions within each of these games, NFTs are minted on the blockchain on the basis of digital scarcity, security, and authenticity.

One of the primary in-game assets represented in the form of NFTs is LAND: a component of the Sandbox metaverse which is based on the ERC-721 smart contract which one can buy and use to develop game experiences via Sandbox's base of digital assets (i.e., ERC-1155 items referred to as ASSETS). Aside from NFTs, Sandbox's main utility token that enables users to buy and sell LAND and ASSETS is called \$SAND, which is available via Binance, Uniswap, Simplex, Gemini, Kucoin, and many other exchanges.

Like other metaverse implementations, community is at the forefront of Sandbox's user experience. To this end, Sandbox maintains a very active user Discord and broader social media channels (e.g., Twitter, Medium, Telegram, Twitch, YouTube, etc.) to engage and communicate with users as well as facilitate strong, continuous engagement and interaction.

The Sandbox game engine is built atop Unity and optimized for desktop setups. Via Unity's Universal Render Pipeline (URP), Sandbox will ultimately have the capacity to support mobile platforms/development in the future without the need to sacrifice game quality. The Unity game engine also provides support for customized, Voxel-based models, rigging, and a variety of animation formats derived from VoxEdit.

VoxEdit

VoxEdit is the leading software offered by The Sandbox platform which enables users to create, rig, and animate their own voxel-based NFTs in the form of 3D objects such as animals, foliage, tools, people, and more. Note that voxels are essentially square 3D pixels like building blocks and can be manipulated using VoxEdit to easily create ASSETS. Users are enabled to sell these ASSETS in the form of NFTs on Sandbox's NFT marketplace and in-turn to create and discover a whole new world on-platform. Some of the key features of VoxEdit includes some of the following:

- Modeling: VoxEdit's robust toolset and user-friendly interface means that platform users can relatively easily make amazing creations to satisfy their in-game wants/needs.
- Animator: Via VoxEdit's Skeleton System, users are enabled to rig and animate virtually any of their desired creations via the timeline and an easy-to-use keyframing mode.
- NFT Maker: VoxEdit assets can be sold, traded, and bought on Sandbox's marketplace for users to monetize their creations, with 95% of all transactions going to the creators themselves.

Some examples of creations made by Sandbox artists include a retro style chest, arc gate, a tuna blaster, a workshop, avatars/adventurers, and more.

Users also have the ability to create avatars called Vox Models through the following process:

1. In order to upload models, users need to become artists via the Sandbox platform's Creator Fund. Users sign up to have their work evaluated, encouraging the best voxel ASSETS; get paid for each asset receiving 100% of the profits from each sale; the fund's overall goal is to generate 10,000 ASSETS for the game; and beyond the grant users will be able to sell their creations to players in Sandbox. However, only the first 1000 artists are accepted.
2. Users use VoxEdit software to create and export their assets to the Sandbox Marketplace.
3. Once users are finished with their models, they can export it to the marketplace via a relatively straightforward process.

Marketplace

Via Sandbox's NFT Marketplace, users gain the capability of searching and buying creator's ASSETS with SAND to incorporate them into a variety of their LAND holdings. Likewise, users and creators can upload, publish, and sell their NFT-based ASSETS created in VoxEdit. Functionally, these ASSETS are uploaded into an InterPlanetary File System (IPFS) input on the Ethereum blockchain as a form of ownership proof, verification, and authentication. Moreover, this ensures that ASSET-related information is immutable and unalterable without the permission of respective/specific ASSET-owners.

Sandbox's marketplace features a wide-variety of themed NFTs, many of which have been made in partnership with large non-crypto corporate partners as well as some of the largest blockchain/cryptocurrency companies, such as: Binance, Atari, Smurfs, Care Bears, CoinMarketCap, Avenged Sevenfold, Gemini, Deadmau5, FTX, and more.

Sandbox's NFT collection is further categorized by form/type with respect to LAND, ENTITY, EQUIPMENT, ART, and WEARABLE (coming soon), as well as via other characteristics such as: behavior, slot, tier, attribute, biome, tag, and coordinate, as well as any applicable sales.

To this end, Sandbox's marketplace creates an efficient and effective shopping experience for users looking to transact for NFTs based on a variety of properties.

Game Maker

Sandbox's Game Maker is a toolkit that enables Sandbox users to build three-dimensional games for the metaverse for free and with no coding requirements, as well as through the use of thousands of Vox Models (i.e., NFTs) created by the community via VoxEdit. Their easy-to-use building interface enables virtually any user to unleash their creativity and imagination with respect to constructing their desired game designs through simple and intuitive behavior creation and attribute editing.

Users determine a wide-variety of factors in the design of their games, including but not limited to: camera templates, avatar control, enemies and fight systems, components, behaviors, game rules, UX Library, and more.

Once game construction is complete, users can share their games in a gallery with friends/other users in the community. Additionally, Sandbox employs a play-to-earn model which enables users to monetize their created games. This is unlocked through a rewarding model for players and creators who will have strong incentives to play and create via rewards that have real-world value. In essence, earnings can be derived via three key mechanisms:

- Users play GAMES to earn rewards
- Users build GAMES to monetize them
- Users can create ASSETS to market them

In October 2019, Sandbox formed a Game Maker Fund to help fund selected platform creators with the ability to produce, share, and monetize high-quality games on-platform. The Fund is managed by the Foundation's DAO, tasked with the role of supporting the Sandbox ecosystem, as well as managing the offering of grants to incentivize high-quality content and game production. Benefits associated with serving as a Foundation-supported Creator include:

- Subsidized prime exposure for games on-platform
- Retaining full ownership and copyright for published games
- Autonomy in game creation using thousands of available voxel assets and via visual scripting
- Receive free LAND parcels within the Sandbox metaverse
- Reach and influence a constantly growing community of players and creators
- Monetize content via on-platform cryptocurrency SAND
- Trade a wide range of assets and games on the Sandbox marketplace
- Help define the future of online gaming as a member of the Game Maker community

Sandbox Tokens

LAND is an ERC-721 token within the Sandbox metaverse representing a digital piece of real estate on the Sandbox map. Players can buy LAND to build various experiences on top of it; once a player owns it, they'll be able to populate it with games and ASSETS of various kinds. Similar to other metaverse implementations, LAND is capable of being combined to form an ESTATE, where creators teams are empowered to produce larger and more immersive online experiences. Sandbox's LAND is scarce, with a supply of only 166,464 parcels being available within the Sandbox metaverse. Each basic unit of LAND on the Sandbox map comprises 96x96 meters within the Sandbox world, which accommodates the whole variety of in-game blockchain experiences without becoming overly-difficult to manage.

ASSETS refer to tokens produced by players that build/assemble user-generated content (UGC), and employ the ERC-1155 token standard. These ASSETS are in-turn tradable on the Sandbox marketplace in the form of NFTs, and are chiefly used to serve as creation elements in the context of The Sandbox Game Maker.

GEMs and CATALYSTs are ERC-20 tokens that characterize Sandbox's in-game ASSETS on the basis of their tier, scarcity, and related attributes. These tokens provide Asset NFTs with defined utilities that are used within the Sandbox metaverse, with their rarity and scarcity being displayed within the marketplace.

As alluded to previously, SAND is Sandbox's native utility token employed throughout the ecosystem as the basis of the platform's transactions, interactions, value transfers, as well as for liquidity provision via staking and governance. SAND and ERC-20 token built on top of the Ethereum blockchain network and has a finite supply of 3,000,000,000 SAND.

SAND is available for transactions on a variety of leading and smaller exchanges, including Binance, Huobi, Uniswap, Kucoin, Gemini, BitMart, MXC, Poloniex, Bithumb, and many more.

Sandbox's token allocation of SAND is outlined as follows:

- Binance Launchpad Sale: 12% (of total token supply)
- Seed Sale: 17.18%
- Strategic Sale: 4.00%
- Team: 19.00%
- Foundation: 12.00%
- Advisors: 10.00%
- Company Reserve: 25.82%

With respect to governance and use of funds, it's worth noting that as of August 5th, 2020, the Sandbox team had used roughly 65% of their funds/allocation in the following proportions:

- Development: 27.69%
- Marketing: 15.38%
- Team: 52.31%
- Administrative: 4.62%

SAND's primary on-platform use cases are described as follows:

- Medium of Exchange: SAND can be collected via gameplay, as well as spent on playing other games, customizing avatars, buying equipment/in-game artifacts, and more. Creators have the ability to spend SAND in exchange for ASSETS and LAND within the platform.
- Staking: Sandbox users can stake SAND tokens to earn rewards, in addition to GEMs and CATALYSTs for the creation of ASSETS in-game.
- Governance: With SAND, Sandbox users are capable of part-taking in platform-based governance decisions. SAND owners are able to vote themselves or delegate their voting rights to other Sandbox players of their choice.

Monetization & Business Model

As alluded to previously, Sandbox users have the ability to monetize their interactions/engagement with the platform in three primary ways:

- Building Games: Via Sandbox's Game Maker, users can build and monetize a variety of games on land assets (i.e., LAND) that are owned by players.
- Selling ASSETS: Sandbox users can create and sell ASSETS (i.e., NFT-based on-platform items) in the Sandbox marketplace.
- Owning LAND: Through purchasing LAND in one of Sandbox's LAND sales, players can rent their holdings out or populate them with content to earn fees and increase the LAND's value.

Via ERC-1776, Sandbox enables users to execute transactions over the Ethereum blockchain network with transaction fees (i.e., gas) being paid for by the platform, thereby serving to enhance general user experience.

As part of the platform's business model, Sandbox employs a fee capture model wherein 5% of all transacted value is collected via marketplace transaction-related fees. The remaining 95% of transacted value is collected from premium NFT/ASSET sales, LAND sales, and subscription-based services. Moreover, a cumulative total of 26.50% of all SAND transaction volume is returned back into the Sandbox Foundation. In turn, the Sandbox Foundation supports the ecosystem, offering a variety of incentives such as grants to stimulate the creation of high-quality content as well as game production.

To date, the Foundation has funded over 17 gaming projects (i.e., including Atari and Square Enix licensed-based games), distributed grants to 100+ artists to product NFTs, supported local community managers to grow The Sandbox's awareness globally, sponsored numerous prizes for various contests organized directly by The Sandbox team Game Jams, VoxEdit Contests, etc.), and supported play-to-earn tournaments and cross-gaming with activities which encourage and further the adoption efforts of SAND.

Partnerships

The Sandbox has pursued 50+ partnerships with a number of landmark and burgeoning brands to further platform development and content-related product/service offerings as well as to catalyze the commercial growth of the metaverse more broadly. In addition to securing virtual real estate in the Sandbox metaverse, many of these partners provided inaugural multiplayer social experiences on-platform upon the public launch of the Sandbox platform and thereafter.

Some of their largest, primary partnerships to date include:

- Atari: Sandbox has partnered with the world-renowned and famous gaming company Atari to enable the company to exhibit its games and content within The Sandbox's gaming metaverse. Atari owns numerous ESTATES within the Sandbox universe as one of the largest LAND holders,

with its largest holding located at map coordinates (x,y) = (60, -108) and consisting of a 24x24 parcel plot of 576 total parcels in area.

- Polygon: Polygon is a layer two Ethereum scaling solution which aims to provide scalable, secure, and instant transactions through the use of Proof-of-Stake-enabled sidechains. Sandbox has partnered with Polygon to achieve faster transactions and an enhanced UI/UX experience on The Sandbox platform.
- Shaun the Sheep: This is a cartoon with its own series in addition to two feature films. The characters are ported to The Sandbox as ASSETS on the platform.
- SBS Game Academy: This is a video game education company in Korea which Sandbox has partnered with in terms of developing a curriculum surrounding The Sandbox Game Maker.

Additional major Sandbox partnerships include formidable brands and companies such as The Smurfs, Care Bears, Roller Coaster Tycoon World, Square Enix, Animoca Brands, Helix, WAX, Maker, CryptoKitties, Blockchain Gaming Alliance (BGA), and more.

Roadmap

The Sandbox's roadmap starting from inception is outlined below:

- 2011
 - Pixowl, a predecessor of The Sandbox, is founded
- May 2012
 - The Sandbox franchise launches an application for IOS
 - Sandbox is awarded the Best Game of the year by Apple
- February 2013
 - The Sandbox releases its first title application for Android
- 2014
 - The Sandbox exceeds 10 million total downloads
 - Sandbox is released on Steam
 - Sandbox implements a partnership with Skybound - The Invincible
 - Sandbox releases a STEM education-focused version called newEDU
- 2015
 - Sandbox Evolution, its second title, is announced at the GDC conference
 - Sandbox surpasses 16 million installations
- 2016
 - The Sandbox Evolution is released on IOS, Android, & Steam
 - Partnership with Sony - Ghostbusters
- 2017
 - The Sandbox Evolution gains two significant partnerships
 - Bandai Namco brings PAC-MAN to the game
 - Dreamworks brings Shrek to the game
 - The Sandbox Evolution implemented a free download in Steam
- April 2018

- The Sandbox surpasses 40 million downloads and 70 million player creations
- The Sandbox surpasses 750 thousands Facebook followers
- May 2018
 - The Sandbox 3D on the Blockchain initiatives is announced at the Pocket Game Connect conference
- October 2019
 - The Sandbox's Dashboard is publicly released
 - Users are able to begin registering accounts and browsing amazing content
- Q4 2019
 - Players able to participate in exclusive LAND presales
 - Players able to export ASSETS to the marketplace and register them on the blockchain
- Q1 2020
 - Launch of VoxEdit Beta Release
 - Land Pre Sales launch Rounds 2 and Round 3, selling 5% and 10% of the total Sandbox Map in just hours
- Q2 2020
 - Private release of the Game Maker Closed Alpha made available to a few early testers
 - Land MoonSale with 6 rounds of LAND sales taking place over a 5 week period
- Q3 2020
 - Game Maker Public Beta is released
 - LAND Presales with Round 4 Opening
 - Marketplace with SAND purchases, P2P sales, ASSET minting with GEMS and CATALYSTS
- Q4 2020
 - Game Public Beta launch of the Games Platform; dozens of games available to play supported by the Foundation
 - Launch of the First Season event with implementation of play-to-earn mechanisms for users
 - Multiplayer socializing, chatting, and interacting with friends via The Sandbox social hubs
 - LAND Public Sale regularly and Support provision for the Game Maker
 - VoxEdit has its official 1.0 release
- 2021
 - New IPs and Premium NFT partnerships announced
 - Launch of the Foundation DAO via SAND staking for voting on management of Creators Fund
 - Official Release .0 of the Game Maker with major updates inclusive of more gaming packages, Behaviours, and Visual Scripting
 - Official Release 1.0 and major general Game updates
 - Additional Seasons/Events with user possibilities to earn large rewards
 - Multi-platform availability of the Sandbox game via smartphones and tablet devices
 - Multiplayer with first user-generated games employing multiplayer modes

- Various staking mechanisms for yield generation via SAND native currency and other rewards released
- 2022
 - Additional new IPs and Premium NFTs to be announced
 - Over 1000 games available on the Games Platform
 - Availability of Game across a broader range of multi-platform consoles
 - Regular continuation of public LAND sales
 - Co-Building mode - creating games with Friends, Custom Scripting with programming via a 3rd layer, and major updates with more gaming packages and Behaviors to be announced and released
 - Additional seasons/events with a greater slew of big rewards to earn
- 2023
 - Games platform planned to have over 5000 games available
 - Additional new IPs and Premium NFTs and associated partnerships announced
 - Additional significant updates to the Game Marker with additional gaming packages and Behaviors added
 - Further continuation of Regular LAND sales
 - Sandbox DAO will enable broad user participation for major decisions as it relates to the Game Platform

Asia Presence

Given the historic stature and presence of game-related brands and companies originating out of Asia, Sandbox has endeavored to create a strong foundational community within this region. To this extent, Sandbox has engaged gaming/creator communities within both Korea and Japan.

In Korea, Sandbox has a fast-growing community of thousands of highly-engaged creators and members. The platform's official partnerships with SBS Seol Game Academy itself involved engagements with over 2000 students across 8 university campuses in Korea.

In Japan, Sandbox has initiated a collaboration with Geekhash, a large Japanese crypto-marketing agency that also represents Dapp.com. In addition, Sandbox has coordinated several meetups with large Japanese blockchain groups, including the Tokyo Blockchain Games Meetup and Devcon5 Blockchain Game meetup. Lastly, Sandbox has expanded its reach through Japan-focused Website and Medium articles, and opened a designated Twitter with close to 4000 followers and over 50,000 impressions per month.

Community

As alluded to previously, community and UGC is at the core of The Sandbox platform's ethos and user experience. As of June 2020, more than 15,000 users had connected their wallets to the project with over 750,000 followers supporting the project across Facebook, Discord, Telegram, and more, with significant growth thereafter with platform launch around Q4 2020. Additionally, as of the same time, the NFT maker VoxEdit had been downloaded over 80,000 times and the 100

artists comprising the Creator's Fund had already crafted more than 3000 in-game assets; all of which have grown significantly since the recorded period.

Smart Contract Auditing

It's worth noting additionally that all of Sandbox's smart contracts are publicly available via Github and Etherscan. Moreover, Sandbox's smart contracts have been audited by Certik, a leading blockchain security company trusted by Binance, Bithumb, and more, with the contracts receiving an industry-leading score of 93/100.

Funding

Sandbox closed an initial Seed Round with a total raise of \$4.21M USD to further development. Sandbox raised considerable additional funds (i.e., low millions) via its Binance SAND IEO in August 2020. Furthermore, Sandbox users have acquired numerous LAND parcels within the Sandbox virtual world over the course of multiple platform-initiated pre-sales since December 2019, many of which sold out within minutes and generated over \$1M USD in sales.

Team

The Sandbox team consists of over 30 highly-experienced individuals in their respective domains in offices across Argentina, France, Korea, and Japan. The team includes video-game experts from leading AAA game-developers, elite-level blockchain engineers who co-authored the ERC-1155 NFT token standard, and more. Sandbox is led by Arthur Madrid (CEO; also serves on the board of blockchain gaming leader Animoca Brands), Sebastien Borget (COO; also serves as President of the Blockchain Gaming Alliance), Marcelo Santurio (CFO; former Head of Latin America at Party Poker Live), and Lucas Shrewsbury (CTO; former CTO at Gameloft). Sandbox's advisors include Ed Fries (Co-Founder of XBOX), Yat Siu (Co-Founder/CEO at Animoca Brands), Mick Nayeem (Partner at CryptoKitties and Axiom Zen), and Alexis Bonte (COO at Stillfront Group, LP Atomico).

Investing, Buying & Renting Land: The Sandbox

Overview

As the metaverse, inclusive of The Sandbox, has boomed in popularity over the course of the last year, there has been an influx of demand for virtual land/real estate with respect to buying and renting for both investment and building purposes.

As described in the report previously, LAND within The Sandbox universe is represented by an ERC-721 token and corresponds to a digital piece of real estate on the Sandbox map. Each basic unit of LAND on the Sandbox map comprises 96 x 96 meters of area with 128 meters of height within the Sandbox world, which accommodates the whole variety of in-game blockchain experiences without becoming overly-difficult to manage. Additionally and akin to other metaverse implementations, each parcel is uniquely identifiable via a cartesian (i.e., (x,y)) coordinate system. Players can buy LAND to build various experiences on top of it,

and once a player owns it, they'll be able to populate it with games and ASSETS of various kinds. Moreover, LAND owners have the optionality of renting land to Game Makers for their development/utilization, enabling LAND owners to passively monetize their land without having to create games while giving their rental tenant Game Makers an avenue to publish and monetize their games on the corresponding LAND. Alternatively, Sandbox users can buy LAND as an investment from platform presale (i.e., for an early-adopter discount relative to secondary market prices) or via OpenSea, then potentially resell the land later at a higher price via secondary markets like OpenSea as the land value appreciates. A summary of land use cases include:

- Playing and creating games
- Earning tokens
- Participating in metaverse governance
- Hosting contests and events

Moreover, as with other metaverse implementations, adjacent LAND parcels in The Sandbox are capable of being combined to form an ESTATE, where creator teams have the capability of producing larger and more immersive online experiences with greater flexibility/autonomy than individual parcel owners. ESTATES come in small (3 x 3 land parcels), medium (6 x 6 parcels), large (12 x 12 parcels), and extra large (24 x 24 parcels) sizes, with it's worth noting additionally that users can create special kinds of ESTATES called DISTRICTS, which are effectively ESTATES owned by two or more people. DISTRICT owners receive special governance rules which impact the experiences built on them, much like for ESTATE and LAND owners. These special rules are managed via a DAO with district approvals being subject to certain SAND staking thresholds and a community vote. These DISTRICTS in turn act as natural hotspots within Sandbox, being catalysts for projects and traffic.

As of June, the average LAND parcel in The Sandbox is selling for roughly 0.4 ETH, or equivalently \$850 USD. As in the real world, the virtual LAND/real-estate within The Sandbox is scarce, being capped at 166,464 (408 x 408 parcels) total parcels of LAND, thereby serving as a fundamental growth driver for the value of LAND within The Sandbox.

With a persisting trend as throughout the COVID-19 pandemic, as more brands and commercial interests like Atari, The Smurfs, Binance and Square Enix enter metaverses like The Sandbox in an attempt to connect/engage further with prospective users and customers, it's likely that the scarce digital real estate within Sandbox will continue to increase in value considerably.

As of writing, The Sandbox's native currency token, SAND, trades at roughly \$0.21 USD, up 11.58% over 24 hours. SAND has \$30,093,908.73 in 24H trading volume with a market capitalization of \$152,399,294. Furthermore, SAND has a circulating supply of 707,992,326.22 with a maximum supply of 3,000,000,000 tokens, or a roughly 23.6% share of maximum supply in circulation. Some of the top exchanges for The Sandbox's SAND ordered by volume include: Binance, Uniswap (V2), Huobi Global, Bithumb, KuCoin, Gemini, Gate.io, and many more.



Additionally, it's worth noting that the NFT market tripled in size over the course of last year with very strong momentum carrying forward into 2021. As more wearables, collectibles, and art become represented by NFTs and with broader general investment in the space, the demand for a mechanism for storage and display of these digital assets will continuously increase. The Sandbox and similar metaverse implementations are prime storage/display mechanisms for these digital assets, thereby adding an additional dimension to The Sandbox's value proposition.

Investing, Buying, & Renting with Metaverse Property

Despite virtual land/real estate becoming an increasingly valuable emerging asset class via the metaverse, many investors may be overwhelmed by the novelty or complexity of buying/renting/investing in The Sandbox's digital real estate.

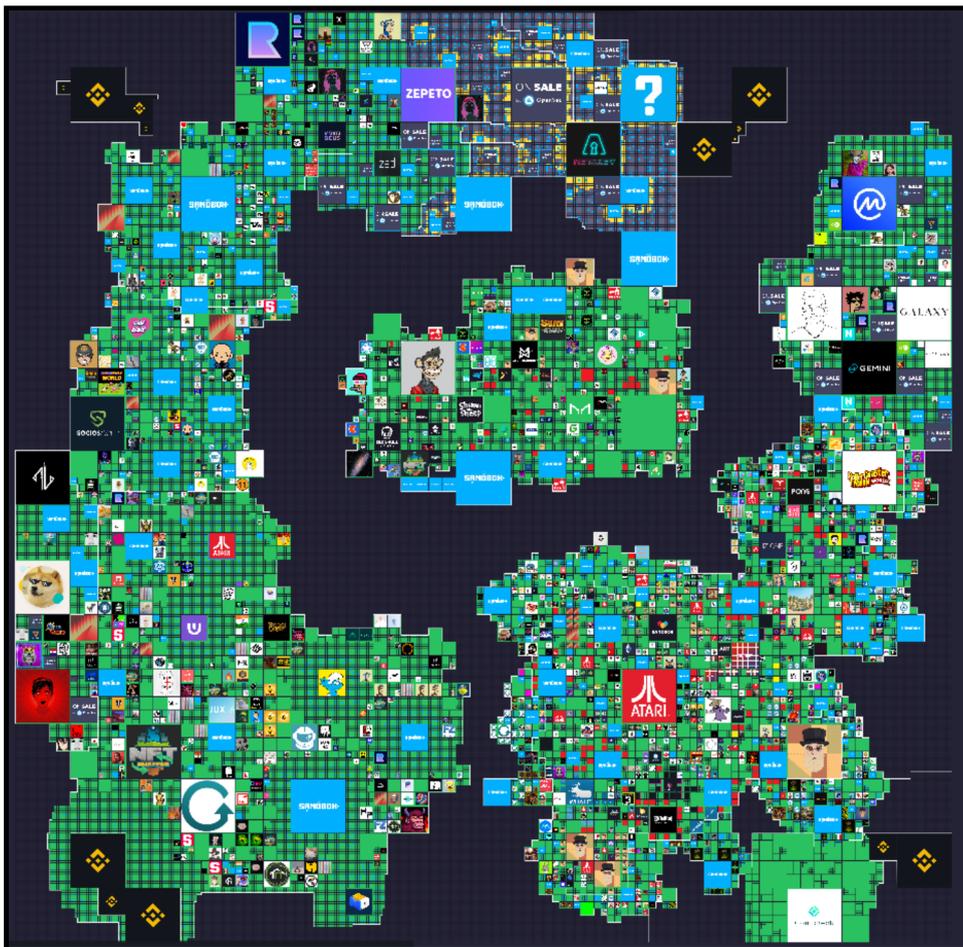
To this end, one of the GDA Groups' partners, [Metaverse Property](#), has endeavored to make the process of transacting with virtual real estate more seamless through a variety of service offerings.

Metaverse property is the first VR-based real estate company in the entire industry, providing exposure to the emerging virtual land industry throughout a variety of metaverse implementations, including: Decentraland, The Sandbox, Somnium, Cryptovoxels, and Upland. Metaverse property facilitates virtual property purchases and sales in addition to a suite of other services spearheaded by pioneers in the NFT and blockchain industry. Some of these services include:

- **Property Management:** Inclusive of renting property to clients, maintenance of technical and visual aesthetic, collecting rents from clients, point of contact for all client-related issues and inquiries.

- **Property Development:** Managing the architecting, designing, and developing the build, as well as establishing on-map development.
- **Consulting:** Helping property owners/renters make important decisions in VR-based real estate using their knowledge of virtual land across metaverses as well as the blockchain industry more generally.
- **Marketing:** Metaverse Property has strong access to the burgeoning advertising network that exists across the various metaverses. Moreover, the team has considerable experience in marketing various blockchain and NFT-related projects. As such, they have a demonstrated ability to increase exposure and can do so for virtual land or businesses.

Additionally, Metaverse Property has assembled the first virtual real estate investment trust (i.e., Metaverse REIT), providing investors exposure to the best real estate assets in the metaverse without onerous barriers to entry such as developing the technological savvy in the blockchain and metaverse market spaces. Consumers are able to get exposure via Metaverse Property’s REIT token: an NFT backed by the company’s portfolio of virtual land and real estate.



Some of the particular offerings that Metaverse Property owns or offers within The Sandbox metaverse itself includes some of the following:

- [38 Individually Connected Lands](#)
- [3x3 GameCredits Estate Attached to 12x12 Sandbox Estate](#)
 - Location: (x, y) = (54, 12)
- [3x3 GameCredits Estate Attached to MakerDAO](#)
 - Location: (x, y) = (33, 27)
- [3x3 GameCredits Estate Attached to MakerDAO](#)

Metaverse property is committed to a vision of the future that emulates Ready Player One, where both businesses and real estate will exist in tandem on a new frontier involving both tangible and digital reality. The company endeavors to further this vision and commitment through a core dedication to building better places to call home by doing what's right. Additionally, Metaverse Property is headed by Co-Founders Michael Gord and Jason Cassidy, each with extensive experience in the financial, consulting, software, and blockchain spaces.

Conclusion

The Metaverse refers to a collectively shared virtual space that arises through the convergence of virtual and augmented reality, as well as the internet. It is widely-considered as the next-generation iteration of the internet, consisting of universally existent/accessible, three dimensional, shared virtual space situated within a larger virtual universe.

This report described the various characteristics, capabilities, applications, and developments within the metaverse, with a focus on its particular implementation in the form of The Sandbox: a community, user-generated-content (UGC) driven platform where creators are enabled to monetize digital assets and gaming experiences in a decentralized, blockchain-based environment. The platform focuses its offerings on a wide variety of gaming experiences (e.g., Viking Fjord, Mushroom Mania, Sweet Village, etc.) with a very similar style and format to the popular voxel-based video game, Minecraft, developed by Mojang Studios, though with all the added benefits (i.e., security, autonomy, privacy, ownership, etc.) of decentralization.

As described previously, Sandbox's key product offerings include VoxEdit, Marketplace, and Game Maker. VoxEdit enables users to create, rig, and animate their own voxel-based NFTs within the Sandbox universe. The marketplace gives Sandbox users the ability to efficiently transact for categorized, on-platform ASSETS via SAND to incorporate into their LAND holdings, and is based on the Ethereum blockchain for security, verifiability, and authenticity. The Game Maker is Sandbox's premier toolkit for building three-dimensional games without code and for free, in turn enabling accessibility and flexibility for all Sandbox users, as well as enabling an additional avenue for earning rewards, monetization, and the development of high-quality content via Game Maker Fund sponsorship.

Moreover, Sandbox's key tokens as part of its infrastructure include: LAND, ASSETS, GEMs, CATALYSTs, and SAND. LAND refers to the ERC-721 token implementation representing a digital piece of real estate within the Sandbox map, upon which players can build and populate various experiences; adjacent combinations of which are known as ESTATES or more specialized DISTRICTs. ASSETS are NFT-based

UGCs using the ERC-1155 standard which users can trade on the Sandbox marketplace and which are chiefly used to serve as creation elements for the Game Maker. GEMs and CATALYSTs are ERC-20 tokens that define the utilities of ASSETS within the Sandbox metaverse. Lastly, SAND is the platform's native utility token (i.e., ERC-20) employed as a medium of exchange (i.e., transactions, interactions, and value transfers) as well as liquidity provision via staking and governance.

Monetization within the Sandbox occurs primarily via the avenues of building games via Game Maker, selling ASSETS in the Sandbox marketplace, as well as owning LAND that can be rented or autonomously populated with content to increase land value. As well, ERC-1776 enables on-platform transactions, convenience, lower costs, and enhanced user-experience, and Sandbox uses a general 5% transaction fee capture model to retain earnings to fund operations via the Sandbox Foundation. The Foundation supports the ecosystem and incentivizes high-quality content via funding over 17 gaming projects, distributing 100+ grants, supporting local community managers, sponsoring in-game contests and play-to-earn tournaments, and more.

Sandbox has over 50 partnerships with the likes of Atari, Polygon, Care Bears, Binance, Shaun the Sheep, SBS Game Academy, Blockchain Gaming Alliance, The Smurfs, and more to foster growth of the platform and broader metaverse as well as broaden content-related product/service offerings. They've also endeavored to create a stronger presence in Asia given the region's gaming history, with fast-growing communities and partnerships in both Korea and Japan.

Sandbox has raised \$4.21M in a Seed Round to further its development with additional financing from its Binance SAND IEO and LAND presales thereafter. The team consists of over 30 experienced individuals across Europe and Asia, with high-level game-developers, blockchain engineers, and business development professionals comprising it. Its advisory board consists of founder/executives from esteemed companies such as XBOX.

The Sandbox - and the metaverse more broadly - have boomed in popularity in the wake of COVID-19 restrictions, reflected by a booming user base, increased brand awareness as well as rising digital asset values. As these platforms grow and evolve to support more robust economies, cultures/subcommunities, general purpose activities, and receive secular growth from other markets/products (e.g., NFTs), they will continue to grow as well as incur novel characteristics and properties likely based on emerging, cutting-edge technologies (e.g., VR, AR, etc.).

In particular, LAND parcels (and associated ESTATES/DISTRICTs) within The Sandbox platform have mirrored this growth through users purchasing them for building experiences, renting them to game/experience builders, or simply holding LAND for investment purposes. As of writing, the average Sandbox LAND parcel sells for roughly 0.4 ETH or \$850 USD, with value growth partially led by LAND scarcity at a cap of 166,464 total parcels (408 x 408 parcels). As well, the platform's native token SAND trades at \$0.21 (+11.58% 24H) with a market capitalization of \$152,399,294, and is available on Binance, Uniswap (V2), Huobi Global, Bithumb, Kucoin, and more.

Through facilitating the novel and complex process of investing, purchasing, and renting within The Sandbox and similar metaverse implementations, Metaverse

Property has endeavored to make the process of transacting with virtual real estate more seamless through a variety of service offerings. These include: property management, property development, consulting, marketing, and investment exposure via the Metaverse REIT. As alluded to previously, Metaverse Property provides exposure to a slew of offerings across the Sandbox map and metaverse. Furthermore, Metaverse Property is committed to a vision of the future that emulates Ready Player One, where both businesses and real estate will exist in tandem on a new frontier involving both tangible and digital reality. The company endeavors to further this vision and commitment through a core dedication to building better places to call home by doing what's right.

For any inquiries about [Metaverse Property's offerings](#) and/or services in the Sandbox, please [contact us](#). You can also follow Metaverse Property on social media: [LinkedIn](#), [Facebook](#), [Twitter](#).

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