## MBD Marketplace

### The NFT Marketplace of the Future

Introduction

In the past few years, NFTs have become a household term representing art, collectibles, and more. But the true power of NFTs lies in their ability to represent many different kinds of transactions and function as a trading token for a limitless number of industries. With this potential in mind, MBD is creating MBD Marketplace as a center where users can buy, sell, and trade different products and services. This fits into MBD’s objective to create a photo-realistic Metaverse where all financial transactions can occur.

MBD Marketplace goes beyond the traditional marketplace model by offering a wide range of goods and services. There are several platforms for trading art-based NFTs, but fewer for real world goods, services, and loyalty programs. Imagine a platform where Fiverr, Etsy, and Amazon are all available in one place, anyone can set up their own store, and transactions occur instantaneously and securely.

There are several key features to MBD Marketplace:

* **Multi-chain and cross-chain accessibility** allows for fluid movement of NFTs, regardless of their native network. Any singular NFT can be accessible on any chain, and users will also be able to transact with their NFTs directly cross-chain. Users will also be able to mint NFTs on any compatible network using the NFT trade platform.
* **Escrowed peer-to-peer trading P2P trading** means that users will be able to trade directly with each other, without the need of an intermediary, using smart contracts to guarantee that both parties are satisfied with the transaction.
* **Social features** give collectors and users the space to share their NFTs, interact with other users and collectors, and create stories/products around the assets they own.

How it works

MBD Marketplace will take a different approach for buyers and sellers. Buyers will have access to the full scale marketplace and ability to navigate through all products and services. Sellers will have their own back end ability to set up a store and sell products, as well as a full team of developers and consultants to help guide them through the process.

#### From the Buyer Side

MBD Marketplace follows the tried and true methods of ecommerce: users will login to a platform, navigate to the product or service they’re looking for, and select what they wish to purchase.

The major difference between MBD Marketplace and other ecommerce marketplaces is the ability to create loyalty tokens. Loyalty rewards programs can implement all kinds of features, from standard rewards points collecting to tiered statuses with different access to perks. While many of these features are currently available at some stores, it will be simpler for smaller businesses to manage loyalty tokens and offer a greater variety of interaction with key customers.

#### From the Seller Side

Sellers will have complete control over how their products are categorized, listed, and sold. Sellers will be able to simply list a product on open ecommerce exchanges, as well as build and develop entire storefronts for their product.

MBD Marketplace will provide the tools necessary to build and develop storefronts and other services through an easy plug-and-play process. MBD wants to support sellers through offering several Web3 services, including:

* Launching a store or an NFT collection
* Customize smart contracts for seller needs
* Marketing products and services to potential customers

#### Use Cases

*Use Case #1: Fashion*

Creators can build various revenue models including recurring revenue into the created NFT.

A designer creates a product concept (i.e. a unique dress design, a new pattern, or even a digital fashion item) that they sell to a different owner. An NFT is minted with a smart contract that includes a recurring revenue model. Each sale after that, the designer can receive a percentage in royalties for their original concept.

This incentivizes the owner of the product concept to keep all sales on-chain to ensure they continue to receive royalty as the product is purchased and sold in the marketplace.

*Use Case #2: Restaurant Industry*

Business Owners can create rare offers as well as employee incentives, mixing real world needs with a digital fulfillment marketplace.

An example: a company is looking for event catering. The company creates NFTs containing the desired recipe, plating instructions, and pickup time for 100 meals they need made for an event. Then, a smooth process follows:

* 5 local Chefs pick up the NFTS in batches of 20 and prepare the meals.
* The meals are picked up by delivery drivers.
* Chefs are paid instantly when food is picked up.
* Chefs are then rated by the Corporation according to quality.

*Use Case #3: Spa Industry*

NFT Creators are able to creatively use loyalty programs.

An example: the owner of a spa mints 100 massages as NFTs. All 100 NFTs get sold on a digital market for $100 to a second owner, who will resell the services across the marketplace. The new owner handles any further sales as well as marketing of the business to turn additional profit over the baseline. The original seller gets 5% commission from each subsequent resale of the service. The history of sales is publicly accessible for both parties to verify. All payouts are automatic and immediate.

Revenue Model for MBD Marketplace

MBD Financials Cross-Chain NFT Marketplace will generate revenue via the following:

NFT Marketplace

Transaction processing fees

Marketing fees

Subscription business model for exclusive features

Loyalty Program

Development and launch services

About MBD

**Our Mission**

Metaverse Business District (MBD) aims to empower every individual to own and control their financial freedom by creating an intuitive digital cross-chain platform in the metaverse. The project will provide opportunity for every unique individual as well as communities, businesses, and charitable organizations to thrive in a decentralized, photorealistic digital world where equitable services are readily available.

**Overview**

MBD is a cross-chain, immersive, photo-realistic virtual reality powered by blockchain technology. Users can engage in a variety of financial transactions and activities through a range of technology, from VR headsets and haptic suits to the easily accessible smartphone. MBD is a place where people can meet, work, and have fun with people thousands of miles away. We believe in empowering people to financial freedom and creating a land of economic opportunity.

Users can not only enjoy the freedom and flexibility of digitized services, but can turn their time into further value by teaching skills to others. Education is a core tenet of MBD, and we believe in rewarding those who choose to share their skills and spread the use of our platform to others.

Compatible with the intention of blockchain, MBD will be governed by use of a token to allow users to collectively make institutional decisions, which puts the power back in the hands of the people.

MBD’s roadmap and social impact scope include decentralized services and deliverables such as:

* Cross-chain AI NFT Marketplace
* 360 Defi Platform
* Fiat and Crypto Financial Investment Opportunities
* Digital Real Estate Exchange
* Globalized Educational Services
* Health and Wellness
* Entrepreneurial Marketplace
* Advertising opportunities
* Looking for more detailed information to send to people who may see themselves fitting into the project

May’s FAQs:

* What type of industry is MBD focused on?
* How will growth work for subscription models?
* Talk about: what the project is, how to onboard individuals who want to sell on the platform, finding the right partners

Notes:

* Going to be a diverse marketplace with lots of options for products, services, and create your own
  + Mix of Fiverr and Etsy- can sell services or products
* Changes the way loyalty points are used
* Will offer a full range of services for organizations to use where team helps them launch the store (marketing services, etc.)
* Name: MBD Marketplace

