



LANDIAN

W H I T E P A P E R

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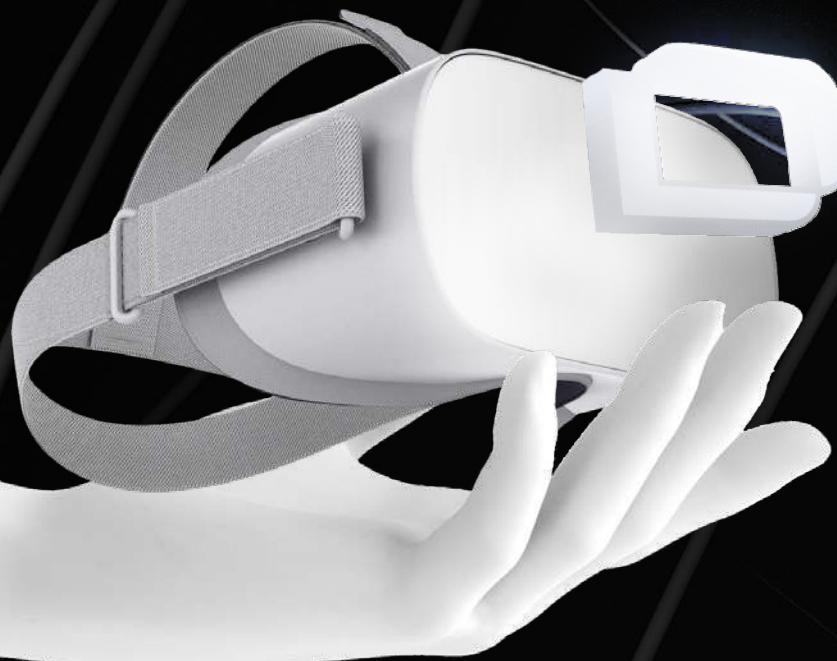
# ABSTRACT

Landian exists so that people, businesses, organizations, and cultures can engage unencumbered and without limitations. One's ability to evolve and thrive in Landian is contingent solely on effort, and becoming anyone or anything is limited only by the imagination.

At Landian, our focus is to build on the collective growth of virtual worlds by making them more interactive, accessible, and easier to navigate. Rewarding creativity and social interaction is what all great societies have in common. That is why Landian is packed with exciting incentives that stimulate user engagement and commerce. Plus, it is governed by a shared value system that benefits founders and users.

The Metaverse is a virtual environment that gives users the opportunity to create experiences and engage with others from around the world. It is not a new concept. For decades, we have come to depend on similar adaptations centered on commerce, social interactions, and unique interpretations of personal expression.

The Metaverse is inevitable. It is the next evolution of cooperation, communication, storytelling, and emotional responses, but without the impediments often created by distance, time, money, and borders.



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I N T R O D U C T I O N



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# INTRODUCTION

## Community Markets Origins

Humans have traded goods and services since the dawn of time. The first recordings of marketplaces, bazaars, and souks took place some 5000 years ago, and possibly earlier. With the establishment of trade routes, marketplaces opened and grew exponentially over cities, states, and eventually continents.

The predecessor of today's Amazon.com and Alibaba.com can be traced back to the 15th century Turkish Grand Bazaar. With 2500 shops, it wasn't just somewhere people traded products and services, it was a vibrant place for commerce that also served its people's social and spiritual needs.

In Landian, we define the Marketplace as a cultural and social construct that solves problems for sellers and buyers. It is where new ideas and innovations are shared.





# INTRODUCTION

## Marketplace Dynamics

Physical marketplaces continue to evolve into digital areas. As the need for goods and services increases, so does the market share. With the hustle and bustle of daily life leaving us with little time, mobile technology frees us from the burden of traveling place-to-place only to browse and shop for hours. As a result, digital supermarkets, malls, shopping districts, retailers, wholesalers, and websites have acquired a buying and selling advantage.

Digital commerce is and has been growing at a faster rate than its physical counterpart. Driven by ever-evolving technologies and seismic shifts in consumer behavior, this massive \$950 billion market with endless opportunities will inevitably dominate global commerce.

<https://www.nex.business/the-digital-goods-age/>

According to 2021 estimates, Amazon's Marketplace sold \$390 billion in goods, adding nearly \$90 billion to its net growth in one year. The total gross merchandise volume (GMV), including sales by merchants and Amazon itself, was over \$600 billion. However, most of the growth came from third-party sellers. While the marketplace grew at nearly 30%, Amazon's retail sales were up 14%. Etsy's GMV hit a record \$3.8 billion, up 11.8% year-over-year, and continued to increase 154% over a two-year period.

Over the next five years, stores, products, services, and experiences will undergo a revolution in dynamic storytelling in visual formats. According to trend watchers and analysts, digital marketplaces are a non-negotiable channel for business growth. Thus, new capital spent on virtual and digital goods and services will radically increase.

Once again, digital marketplaces are changing the world, and hosting or joining a marketplace can no longer be ignored.



## Greatest Wealth Transfer in History

Over the next two decades, we expect an unprecedented demographic and financial shift. According to US News & World Report in 2015, the generation of people born between 1944 and 1964 (called “Baby Boomers”) have amassed significant financial wealth. Today, they control roughly 70% of all disposable income. Journalists and financial experts refer to this as the “great wealth transfer,” and predict an estimated \$35 trillion to be absorbed by future generations.

Once in the hands of heirs and beneficiaries, investments will depend on the condition of the stock market and what tax and estate laws are on the books. Stocks and bonds may be a solid place to park money now, but that doesn’t necessarily hold true tomorrow.

According to a 2018 Bankrate.com study, Millennials are less willing to invest money in the market than previous generations. This may signal a larger and long-term shift of wealth outside the market and into other areas. Interactions President Bharat Rupani suggests that retailers may find in-store engagement with Generation Z intimidating due to its constant connection to technology. “However,” says Rupani, “Our study found that this group is longing for retailers to provide an engaging in-store experience.”

In fact, when Gen Zs are given the choice, over 64% prefer shopping in physical stores versus online. And, both Millennials and Gen Zs prefer to spend their money on experiences rather than material goods.



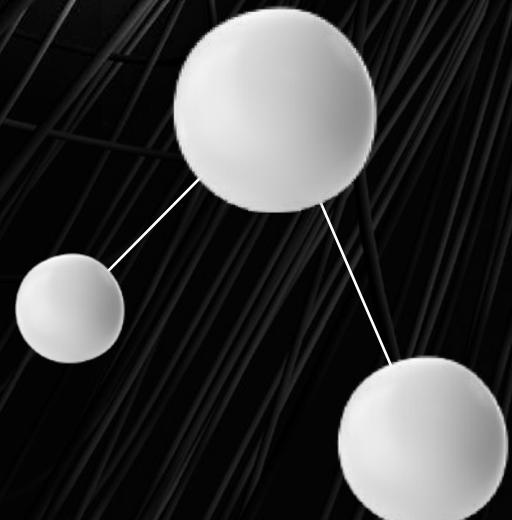


## Why the Metaverses Matters

The richness of today's web emerged from the combined efforts of millions of people taking advantage of "permissionless innovation," creating content and applications without asking anyone first. However, the lack of freedom for data creation resulted in an adversarial environment for participants and their interests. A few companies lured great numbers of users with network capabilities, then captured and stored their data to prevent them from seeking a more secure alternative. Massive platforms enticed app developers to build atop their ecosystems, but when the apps became successful, host platforms either cut off access to developers or actively opposed their interests. These walled gardens stifled innovation and monopolized vast sections of the web. New technologies that enable permissionless innovation in a more open, rather than adversarial, webspace solves this problem. Developers can at last unleash creativity to build apps supporting their interests.

Freedoms like this exist in the financial sector. In 2021, the decentralized digital currency Bitcoin facilitated \$13+ trillion in peer-to-peer transfers at less cost than traditional banking systems. The same underlying digital technology allows participants in the virtual economy to track, take ownership, and trade goods without permission and among themselves. This means real-world goods and services can now cross into the virtual realm with verified ownership and tracking.

Stored value should be secure and stable enough to form the backbone of the new economy. New apps, and the open web that powers them, must be decentralized in design and supported by a widely distributed community of operators. This will ensure the value stored cannot be censored, modified, or removed without the permission of users.





## Why Decentralization Matters

The design goals of a decentralized blockchain-based platform can be accomplished both faster and cheaper by using existing platforms. It costs significantly more to perform the same functions on Amazon's Web Services than the Ethereum blockchain. Because centralized platforms have many redundancies in their processes and storage, developers can build decentralized apps and currencies at a much lower cost.

Computation and storage of data requires substantial redundancies because any points of failure in these areas can be exploited. The more sensitive the stored information, the more redundancy and security required, and the more decentralization matters. While decentralization is crucially important, not all blockchain-based systems are decentralized. The more significant the assets a system must protect, the more essential it is to achieve true decentralization. NEAR features technical architecture that achieves world-class decentralization.

## The NEAR Protocol

The NEAR Protocol blockchain is a decentralized platform for applications on the new web. It runs across hundreds of machines around the world to generate permissionless, secure, and performant decentralized data layers. NEAR combines the technical features of partition-resistant networking, serverless computations, and distributed storage with a new kind of platform. Its purpose is to run apps with access to shared identities, user data, and a secure money pool.

Amazon's Web Services and Microsoft's Azure are two of the most common clouds that operate much of today's web's infrastructure for deploying web applications. Each individual server for computing and storing is controlled by a single entity. Anything that runs on or is stored in governed entities is at their mercy. Governments may also require cloud managers to do things against their will. These examples represent points of failure where data can easily be lost, censored, altered, sold or hacked.



Original developers, or whoever holds credentials, can make continuous modifications to apps deployed by Amazon and Microsoft cloud servers. While easy-access software with pathway updates may help developers, it also allows for access to important data via apps that can be censored, modified, stolen, or hacked. The same developers become juicy targets for gaining sensitive data stored in massive pooled databases, or forced by a governmental authority to provide access.

When the cloud network hosting these apps is run by a global community, which anyone can be a part of, the stored programs and assets become transparent and essentially “un-killable.” The cloud allows users to store meaningful things like money, identities, and digital assets securely, plus anyone can transact with anyone without permissions. With multipleredundancies around the world, there is no single point of failure. Security exists because the consensus is programmatically achieved among community members that make up a cloud network.

With the elimination of developer risk, apps deployed to the cloud network are programmatically locked and updates cannot modify their state of access. This means that once status is achieved, apps become autonomous and continue to perform their functions dependably and without interference. High-value assets like money, identities, and key data are securely stored.

Bitcoin represents nearly half of the cryptocurrency market value. It is the first and largest version of this global-community-run cloud. Bitcoin’s primary and current-use case ensures secure transfers and wealth storage.

Ethereum followed Bitcoin, expanding on its cryptocurrency principles to become a more general computing and storage platform. NEAR represents an evolution in decentralized app platforms, becoming the first to solve three key challenges to gaining mainstream adoption: usability, scalability, and security.

Landian’s community-run system is open to anyone and addresses the challenge of a known single entity or group of entities running a centralized cloud infrastructure. It is also secure, preventing manipulation or capture. Landian users and creators fairly compensate participants for their work and engagement, and reduce incentives for negligent behavior.





A free-market-based system is the only way to seamlessly align these incentives. The NEAR protocol uses a NEAR token that allows users of its cloud resources, regardless of where they are in the world, to fairly compensate providers of services and ensure participants operate in good faith.

To remain decentralized, the Landian community-run system must be permissionless and allow anyone to participate. Anonymity is crucial. Therefore, revealing a party's identity is not required. All mechanisms of this decentralized system must assume that one individual actor could control either a single account or millions. Operating under the principle that "one token equals one vote" to participate and govern the system is imperative.

These systems must balance the robustly decentralized goal with the reality that technologies and communities need the freedom to iterate or risk being rendered obsolete. The long-term community health requires maintaining a broad degree of decentralization and strong security platform guarantees that ensure efficient processes for the evolution of its technology over time.





## Real-World Simulations

Multinational corporations, governments, institutions, universities, and research labs will use Landian to run environments. Digital twins of existing physical spaces can become proving grounds in the metaverse. By generating never-before-seen simulations, users can adjust and change scenarios to avoid costly errors.

Thanks to Landian, users can apply real-world AI-driven physics engine integration to assess best practices for replicating past and future environments. From VTOL to smart city simulations, and material science to urban development, our proven modeling technology for smart cities will simulate the effective use of space, materials, and logistics.

Landian offers a wide range of options in exchange for reinvestment, including education initiatives, professional training, and extended learning. Contracts include revenue-share opportunities associated with sovereign-level development and commercialization of metaverse events and testing.





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WHITE PAPER



ECONOMICS



# ECONOMICS

## WHY LANDIAN?

### a. Blazing Graphics

Best-in-class Unreal gaming 3-D graphics engine that constantly improves updated releases, used by Fortnite™, Gears of War™, etc., —[www.unrealengine.com](http://www.unrealengine.com)

### b. Smart Contracts

Multiple layers allow for marginal revenue share payments. Each micropayment aligns the ecosystem toward collective value generation.

### c. Governance Token

Buying land in Landian? The LNDA governance token controls boundaries on plots, community guidelines, and smart contracts built on top.

### d. Marketplace

Like Upwork for the Metaverse, it allows direct experience integration for on-demand virtual estate development, experiences, design, and more.



### e. NFT Asset Production

NFT's generated in the Landian Metaverse are trackable and permanent. Assets generated and built into Landian become dynamic smart contracts giving the owner full control over distribution and collaborations.

### f. Aligned Incentives

Build your Metaverse business and incentivize the community to help. Each smart contract empowers landholders, designers, developers, promoters, artists, influencers, and beyond.

### g. Who we are

One hundred+ futurists at the forefront of emerging technologies with a rich history in gaming, blockchain, social networks, growth, marketing, software development, and promotion.

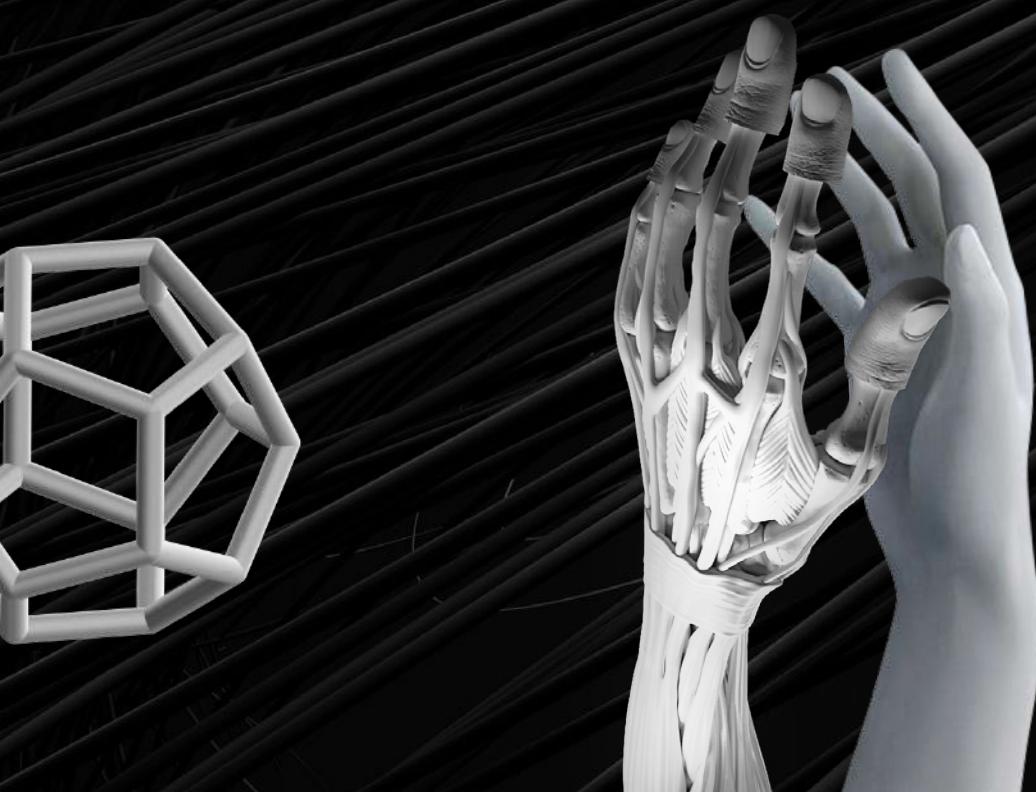


## Expansion in Cycles Based on Users and Development

**The Landian world expands according to development and the number of users. Each area develops first from the center, then out towards the perimeter. When a purchased land zone is at least 20% developed, the next one opens and is accessible via a whitelist and offered first to land developers responsible for tiers growth, expanding the total area exponentially from the epicenter. Each district may grow at a different rate than adjoining districts.**

The Landian Foundation will create a scheduled land sale plan for each tier, that will be shared with the entire community in advance so that it can reach as many people as possible, and they can make provisions to make early purchases.

To avoid competitive land purchasing and exclusions, a Random Number Generator (RNG) issues available land. Zone developers can access a whitelist of prior zone developers ranked by district, level of development, and community engagement. To ensure expedited access to additional land and conscientious area development, each district's community receives incentives that encourage participation with developers, event coordinators, and agents. That is Landian Foundation retains custody of specific public areas in all districts and merger zones. These areas will be the first developed, to include public buildings, landing zones, parks, roads, and landscapes.





## Shows – Expos – Spaces

In the beginning, landowners submit Requests for Proposals (RFPs) that outline their wants and needs. To incentivize the best possible design, architects, and engineers of initial show spaces and events will receive royalties in perpetuity. Designers can expand their portfolios by showcasing work to attract and connect with other real-world projects. An example of this would be the Frank Lloyd Wright™ estate getting paid each time a house sells, plus each time it is referenced for other projects.

## RFPs

Anyone can access RFPs stored in the database. RFPs are royalty-based or contracted as one-off purchases. In the real world, an architect who designs a stadium may not receive royalties forever. In Landian, they do. For designers, the area becomes a proving ground. For agencies, or those who wish to become one, it is a space to discover new talent. An industrial designer who creates a chair could be rewarded for selling it. Artists looking to collaborate with other artists could request baselines, drops, loops, and artistic elements. Communities hosting events (such as concerts, festivals, and more) can reward developers through ticket sales, and then discard the work or save it for future use. Community-driven requests allow for quick construction of new spaces and special events at a lower cost.



## Devbox

Artists use devboxes to build and display their art in physical and virtual spaces. For example; a graffiti artist in the virtual world could emulate their art in real time by simply attaching an NFC chip to the spray can. Similar to the Picasso reel in NFT format with multiple layers, each is unique when exposed. The full depth of multilayer NFTs are only exposed when all are collected.



SMART CONTRACT LAYERS EXAMPLE

# DIMENSIONS OF VALUE

## IT TAKES A VILLAGE

Unlike the real world, value is earned and calculated in more than one dimension.

**Smart Contract Design** helps pay out everyone involved in the project through instantaneous autonomous royalties.

**Don't have money?** You can earn by helping other projects and communities create experiences and spaces.

**Have land?** Landowners can solicit the community with Requests for Proposals (RFPs) to build on their land.

**Community financing?** The community can finance creators to build and generate revenue on the land which will produce residual income.

### Commerce

Customers, gamers, students, tourists, etc.

### Organization

Merchants, managers, facilitators.

### Land

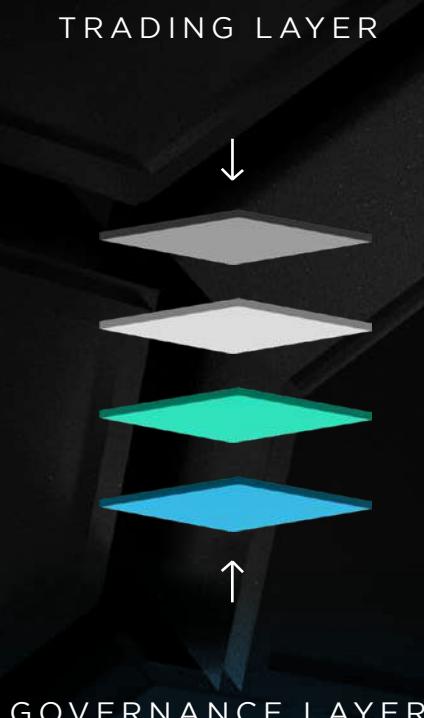
Governance token (LNDA), layer control, boundaries and restrictions.

### Events

Artists, promoters. Traffic referrals.

### Build

Designers, architects, modelers, textureurs.

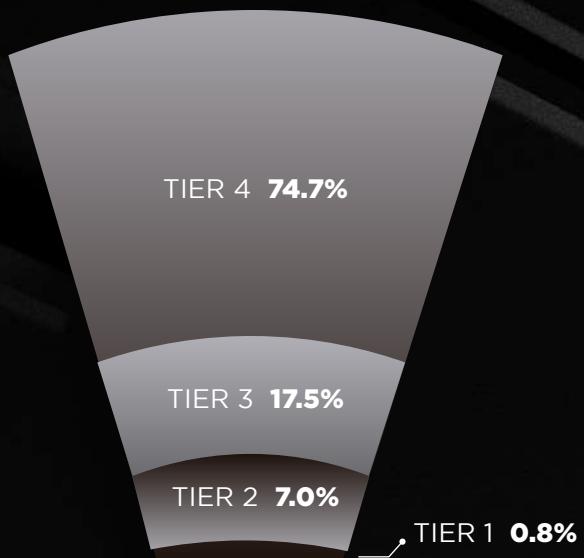


GOVERNANCE LAYER

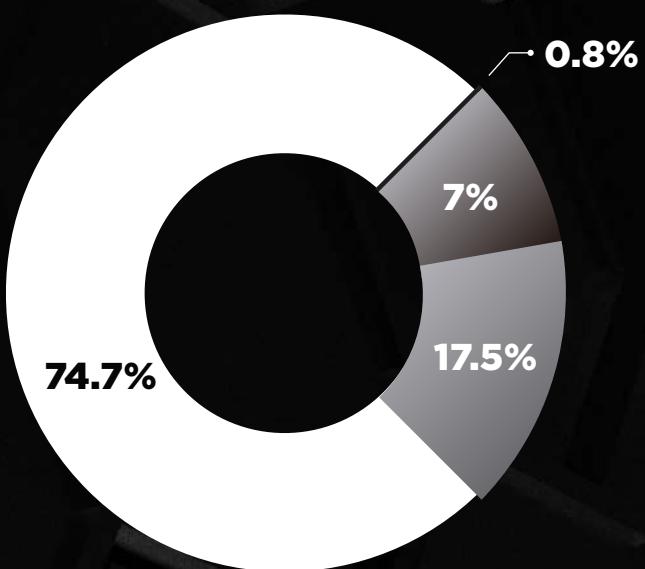
VISUALIZING LANDIAN'S

# 6 DISTRICTS & 4 TIERS

Late adoption value

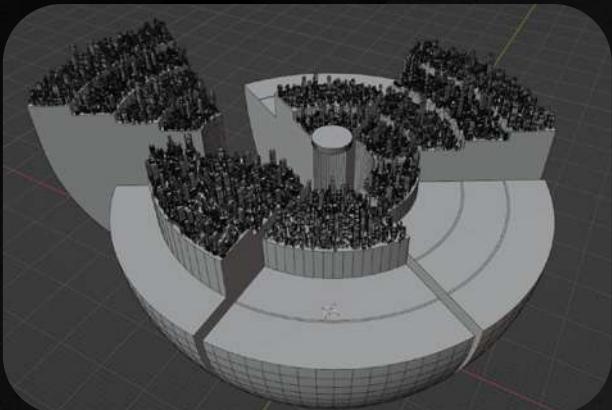


4 Tiers as % of total size

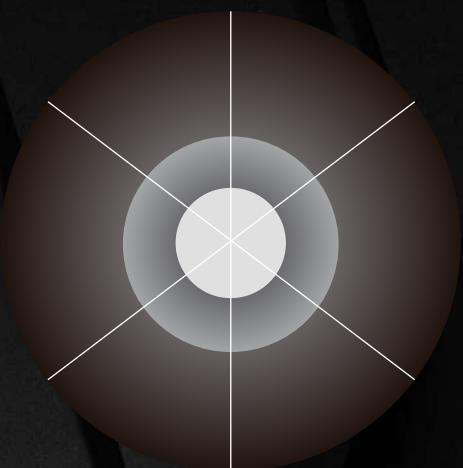


Early adoption value

Previsualization  
Not to scale



6 Districts





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# Landian Virtual Estate Development

**Dimensions Create Value**

LAND OWNERSHIP

DESIGN/BUILD

DEVELOPMENT

MANAGEMENT

COMMUNITY ENGAGEMENT

LENDING/LEASING

PROMOTION/TRAFFIC

CONTRIBUTIONS

SMART CONTRACTS DEFINITION

FUNDS RELEASED UPON  
PROJECT COMPLETION



## Dimensions of Value on Landian Plots

1. Commerce: Customers, consumers, students, tourists, etc.

2. Events: Artists, promoters, traffic, referrals.

3. Organization: Merchants, managers, facilitators.

4. Build: Designers, architects, modelers, texturers.

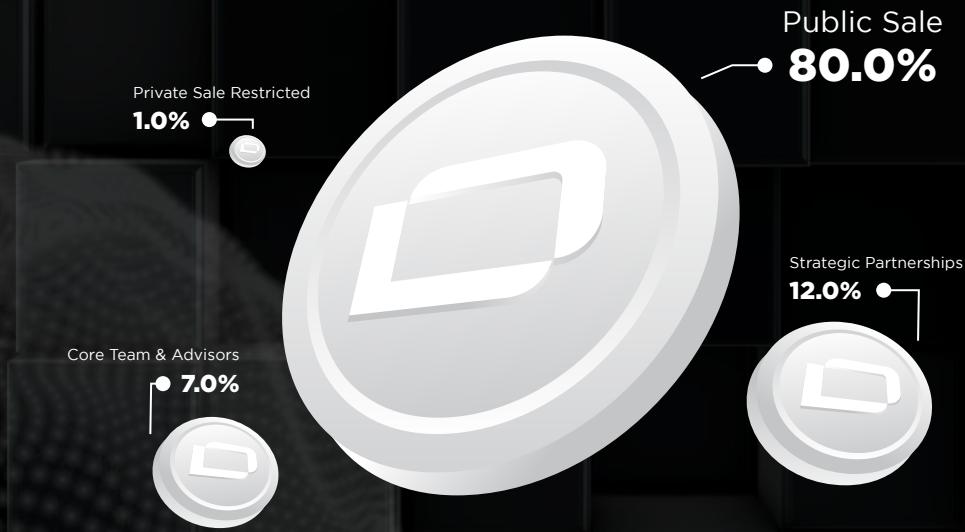
5. Land: Governance token (LNDA)  
layer control, boundaries and restrictions



## Tokenomics - The Landian Token

The LNDA token is built on the Binance Smart Chain with direct smart contract integration through NEAR's Protocol. LNDA is tradable through exchanges and inside the Landian virtual metaverse. It is used to purchase land and digital assets. LNDA has a unique token ID and contract components built into it. It can be transferred with payouts or royalties adjusted by the parent holder.

Land can only be purchased with LNDA. LNDA make multiple levels of verification possible. Timers promote change or performance. Just like a board vote; countdowns and levels of influence change, such as adjusting an artist's parent piece.



## Community Lending

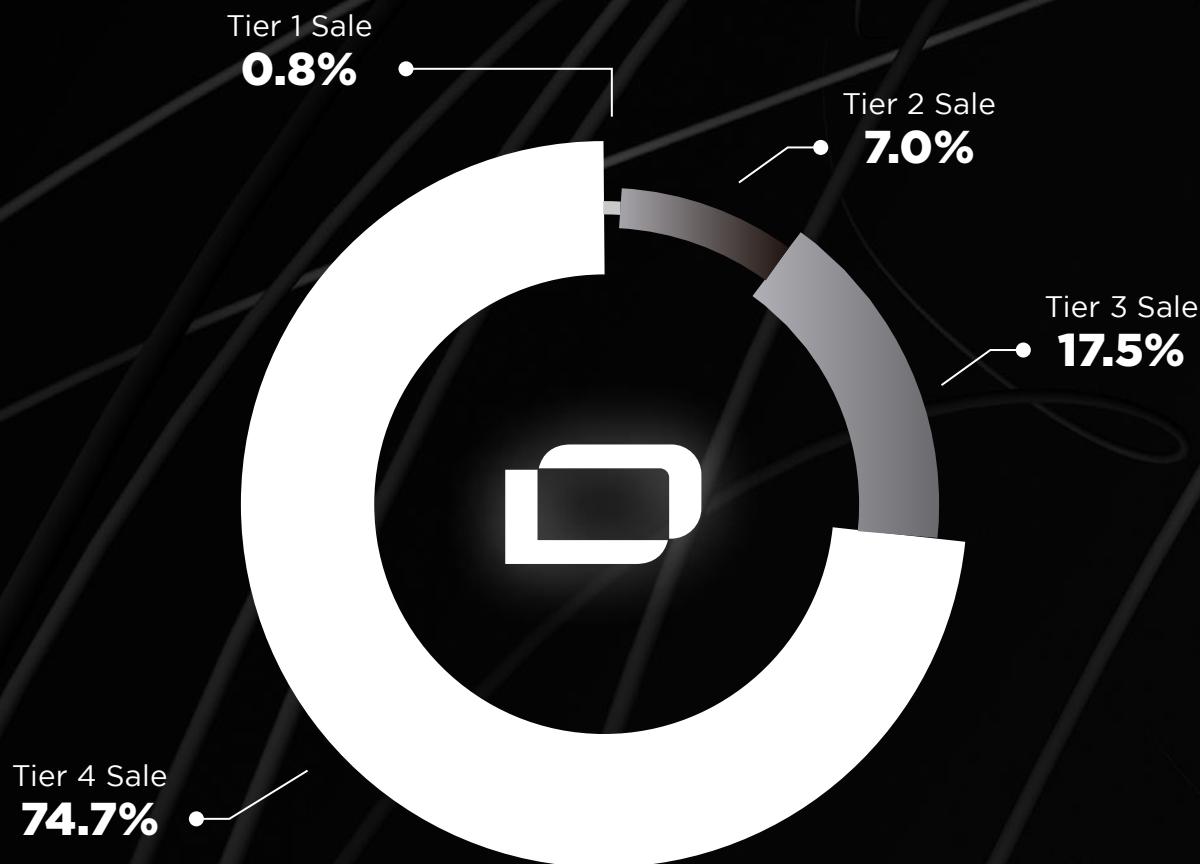
Historical community interactions and successes that drive new development, events, section creation, and more determine Microlender rankings. Lenders with positive social influence or popularity indexes receive royalties and/or interest, or success fees based on benchmarks. In our economy of smart finance, money alone does not define risk.



## Circulating Token Supply

Landian's total LNDA token supply is 10 billion LNDA, with current circulation at less than one percent. There are four tiers. As each tier opens, a corresponding token supply is released. As plots of land are sold, tokens are removed from circulation and returned to reserves. New tokens only come online to unlock a new zone after previous zones in open districts are sold and developed.

Initial funds are reserved for the launch and development of virtual and physical Landian houses in cities around the world. Additional funds will be allocated towards Landian Cafés, platforms, and venues within Landian World.





## Technology

Landian is designed to counter common market, ecommerce, and engagement deficiencies in the existing Metaverse market through the use of world-class centralization and decentralization networks. These networks and their unique functions substantially reduce blockchain-based security risks and network latency that captures, transmits, and processes important data at low speeds.

At Landian, we believe that for a Metaverse to be successful, it must encourage user engagement, stimulate market and ecommerce systems, and create and sustain multiple layers of peer-to-peer smart contracts – like those necessary for building structures and landscapes. We also know that its strength, speed, and ability to scale quickly is dependent on its networks.

Landian utilizes both Amazon Web Services (AWS), a best-in-class centralized network for streaming services like Netflix, and a decentralized network that runs on the NEAR protocol.

AWS is the gold standard for rendering Landian graphics and motion over a centralized network. It is the fastest way to access, transmit, and process hundreds of functions over 100,000+ international servers. AWS also creates multiple backups.

NEAR is reverse-compatible with Ethereum, and its decentralized network runs and stores all Landian smart contracts safely and securely on the blockchain. Computation and storage of data requires substantial redundancies because any points of failure in these areas can be exploited. The more sensitive the stored information, the more redundancy and security required, and the more decentralization matters. NEAR features technical architecture that achieves world-class decentralization.



## Layer One – The NEAR Protocol

NEAR was launched in 2019 as a decentralized cloud infrastructure for hosting decentralized applications (DApps). It is the native token of the NEAR Protocol, used for paying transaction and data storage fees. NEAR token holders can store their tokens in the reward-based NEAR wallet, and also use them to vote on governance proposals.

NEAR Protocol is a layer-1 blockchain, or base protocol, that combines exceptional solutions for a total protocol that is more scalable and efficient. NEAR offers cross-chain interoperability through the Rainbow Bridge and a layer-2 solution called Aurora. Users can bridge ERC-20 tokens and assets from the Ethereum blockchain with NEAR's Protocol network that generates higher throughput with lower transaction fees.

NEAR's processing abilities are staggering, at over 100,000 transactions per second, with a 1.03 second per block shard time, 2.00 second finality time, and \$0.01 typical gas cost. In comparison, Ethereum has a 12-14 second block time, 1-5 minute finality time, and \$25 gas fee. From land ownership to commission structures, NEAR's superior combination of speed and multiple layers allows for smart contract generation in real time.

To date, NEAR has raised \$150 million in seed money from Three Arrows Capital, Andreessen Horowitz, Alan Howard, Santiago Santos, and Aave founder Stani Kulechov. In October 2021, NEAR announced the allocation of \$800 Million in funding initiatives targeted at accelerating growth. NEAR is currently working directly with Landian on targeted initiatives that combine development capabilities for real-world use cases in the Metaverse.



## Marketplace

### Community Incentives

A unique Landian feature is our Collaboration Board, centrally located at the main entrances of each district. These Boards facilitate ongoing engagement, real-time community collaboration, and incentives for users and developers. A Collaboration Board features two guided areas with multiple updates in various categories in real time.

#### First Guided Area

Displays listings for events like sports, religion, concerts, education, cultural and more.

#### Second Guided Area

Directs Landians to the marketplace which reveals pre-development, land ownership, and requests for proposals (RFPs) by landowners seeking development.

#### Land Ownership

Purchasing / Sales

#### Pre-Development - Projects Seeking Talent and Funding

Requests for Talent / Talent Offers / Requests for Funding / Available Funding (for Ideas)

#### Collaborations: Active - Project Requests and Hires

- Promotional Requests
- Promotional Talent Available
- Entertainment Requests
- Entertainment Available
- Education Requests
- Education Available



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# Landian Smart Contract Generator

The following are examples of short and long-term contracts, commissions, and sales made possible on the open marketplace using the Landian smart contract generator:

## Contract summary

1. Primary contract layers remain in place for as long as the concert venue is in operation. Residual income is distributed accordingly:

Landowner

Property Developer and Manager

Architect and Designer

The landowner is no longer just a digital asset. They now own a profitable business with provable value in the Metaverse. Their available assets can be sold to any prospective buyer, now or in the future.

2. Secondary one-time contract layers represent temporary commissions and sales:

Event Coordinator

Music Manager

Musician

Influencer

Ali the Event Coordinator signs with Michelle the Music Manager to solicit talent for an upcoming concert. Michelle solicits Dominique the Musician, a rising star with a large social following, who is excited to headline the concert. Eager to drive as much traffic to the event as possible, she also solicits John the Influencer, who commits to a “new ticket sales” revenue-share deal with Michelle.

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Additional contract layers may include; the lucky agent who discovered Dominique, the artists that collaborated on her music, and John's colleagues responsible for driving additional traffic from inside or outside Landian.

In Landian, the number or depth of smart contracts is limitless. The NEAR blockchain permanently records all transactions with transparency.

From venue management to events and more, Landian is a proving ground for builders, designers, sellers, talent, and agents, or those aspiring to be agents.

A stadium's architect and designer have the potential to generate residual income forever. In the real world, they don't. A nightclub owner can solicit designers with a list of building parameters like dimensions, timeline, and budget. An artist can solicit collaborators for baselines, drops, loops, and other artistic elements. A landowner can solicit peer-to-peer lenders for developing and completing projects. A designer can create a product and pay a commission to sellers on each purchase. Communities hosting events, concerts, and more can reward artists and promoters through ticket sales.

The opportunities are endless, with multiple layers of RFPs generating countless commission structures and payouts. The incentive process stimulates new development of spaces, products, services, and special events faster and at a lower cost, making it extremely cost-effective for communities.

Like WeWork, landowners, businesses, and organizations can solicit anyone, from freelancers and small startups to Fortune 500 companies. Like Upwork, projects are posted and proposals are reviewed to find the proper contractor or agent. Like Fiverr, the Landian marketplace connects freelancers with proven business experience to contractors.

This incentive process operates in a way never achieved in the Metaverse.



# ECOSYSTEM

## A. What Does it Mean to be a Landian?

Discovering, interacting, and sharing with others, in person and online, is what makes us human. Yet, engaging with those outside our homes has become increasingly difficult. Landian gives free-thinking people and like-minded communities the unprecedented ability to interact and experience life. Landian combines the things we like most about the real world with unhindered potential in a virtual one.

To be a Landian means being free of real-world constraints. Nothing compares to Landian's potential for creating countless encounters and interactions. Its people and communities are not bound by borders, exchanges, or distances. Limited only by their imagination, Landians are free to discover, create, and interact.

## B. Limitless: What Happens Inside Landian?

In just a decade, blockchain technology has gone from concept to buzzword, with Bitcoin inspiring the development of thousands of other cryptocurrencies. Together, the blockchain and cryptocurrencies have united and rallied a global community of fervent investors and businesses.

Landian's ecosystem is a global community in real and virtual spaces where interactions, performances, consultations, workshops, and the sale of tangible and intangible assets take place. The Landian blockchain is simply an evolution of proven technology that records and connects transparent and binding contracts for the most rapid deployment of intellect, property, and resources.

The Landian ecosystem includes physical Landian Cafés located around the world, and built and financed by the community. Landian Cafés bridge the gap between real and virtual spaces and allow for real-life interactions and experiences.



### C. Optimized: Experience VR on Smart Devices

Landian runs on redundant AWS servers with a graphic processing speed that rivals the latest game level technology for a fully immersive VR experience. Running on mobile? No problem. Through superior optimization, Landian is just as functional, responsive, and aesthetically pleasing on smartphones and tablets.

### D. Avatars: Be Anything You Want to Be

The Landian interface for avatar customization is the most comprehensive system of its kind. Avatars can influence the outcomes of communication and digital identity. Landian avatars represent the first step to customizing one's virtual experience. From freckles to eyelashes, and creatures to fictional characters, Landians can tailor their avatar to be anything, and more realistic than ever before.

### E. Visionaries: Who Will Discover It?

Visionaries are noble dreamers who long for adventure. They are imaginative, big-picture oriented, positive energizers, and can see the future. Self-guided, they are surveyors of physical and virtual lands. Ambition drives them to seek, discover, and determine the best places to set foundations for future communities. Landian relies on visionaries to turn their ideas, and those of others, into reality.

It's easy to become a visionary, though hard to stay one, but the rewards are infinite.

A combination of knowledge, experience, and a general lust for exploration will be what motivates them to locate precise areas for starting colonies. Though, the survival of any community will be determined by its ability to engage others and inspire them to become custodians of their domain.

### F. Pioneers: Who Will Build It?

Pioneers are hardworking opportunists willing to commit time and effort to developing something new that prepares the way for others. Land claimed by pioneers should be a welcoming space. Pioneers can become wealthy landowners, as well as leaders, through community engagement. Unlike the physical world, Landians are required to be stewards of their land and a voice for the people who inhabit it.





#### G. Merchants: Who Will Maintain It?

Merchants are the lifeblood of a community, and provide conduits of information in real-time. Through sales and exchanges, merchants determine whether assets, services, and experiences are economically viable. Without merchants, there are no transactions.

Landians rely on merchants to buy, sell, and trade in the local areas where business is conducted. Merchants maintain impeccable public records of past and potential transactions. Without these records, there is no way to verify ownership or possession of virtual and physical assets. They are Landian's fastidious accountants tasked with keeping order in a rapidly expanding world.

#### H. Colonists: Who Will Expand It?

Colonists are members or inhabitants that come together to expand communities, but they cannot do it alone. Colonist brings together like-minded individuals to cultivate community projects in demand and according to its standards. Then, they select developers and builders that turn those ideas into reality. Colonists are rated by the community, ranked on their levels of interactions and influence, and rewarded based on their effort.

Once an area is fully colonized, the community receives LNDA rewards. These could include targeted advertising revenue, or LNDA generated by community events hosted in their virtual and physical spaces. Additional revenue streams attract talent, like influencers, artists, educators, and performers sharing a common interest, to ensure a community's growth and success.

#### I. Creators: A Space for Artists and Talent

NFT record sales were a whopping \$22 billion in 2021. The current NFT marketplace only provides a space for artists to list their work. Landian offers artists the same and more, with real and virtual worlds that seamlessly merge. Landian's Cafés and its digital platform are both convenient places where artists can engage other talent and collectors.

The Landian Creators Guild offers a collaborative workspace for artists to share techniques, collaborate on like-minded projects, and engage with others. Imagine a café where Monet, da Vinci, and Van Gogh could have crossed virtual borders to discuss and compare their works. Landian is an agnostic blank canvas for artists to create and grow.



#### J. Spaces: Where Two Worlds Meet

The Landian ecosystem contains several types of real-world spaces, but only Landian community members that own and hold LNDA may gain access.

During launch, four Landian headquarters will open in North America, South America, Europe, and Asia. Landian headquarters function as incubators, networking hubs, and live event venues where community members can gather, interact, express themselves, and network to create the world's most exclusive, unique, and disruptive entertainment experiences.

Each headquarters will encompass no less than 10,000 square feet (ca. 929 m<sup>2</sup>) of construction space. Inside are a tokenization projects platform and a Landian Showroom that demonstrates available services, and facilities. These include lodging, various bars and restaurants, spas, a green room, an NFT gallery, classrooms for blockchain education, and entertainment quadrants for social media rooms, virtual world 3D simulators, gaming facilities, discos, recording studios, and more.

Landian will also host global entertainment events. Landians who purchase virtual and physical products and services with LNDA can earn rewards, discounts, and VIP passes.

#### K. Cafés: Physical Franchise Opportunities

Landian Cafés are franchises that establish the Landian brand, its business system, and pay royalties to owners. Each café encompasses approximately 100 square meters. The responsibility of an owner is to promote the benefits of mainstream crypto utilization around the world, provide support, and educate members on the applications of blockchain, the tokenization of assets, and the minting of NFTs.

Community members can purchase a Landian Café for around \$50,000, but eligible members need only commit to purchasing and holding the equivalent amount of LNDA in their wallets for 24 months. The Landian Foundation will, in turn, stake the franchisee with the equivalent in fiat, and then refund them the initial investment after the 24-month period.

#### L. Productive Coworking

Landian Cafés provide a space where members can work, create, and collaborate virtually and in-person with like-minded people. Cafés are places where teams from around the world can travel to meet face to face or connect virtually with other Landians at another location.



Landian coworking spaces can be booked through a portal network reserved for members that wish to communicate, collaborate, and work. A “do not disturb” option is available for those seeking anonymity or a private setting.

Landian artists, producers, curators, and talent scouts can engage with each other while seeking inspiration from entire fan bases and collectors. This type of community-level brainstorming for generating unique and valuable content is not possible with traditional methods.

Individuals seeking to inspire and collaborate with peers can evaluate projects, during and after completion, to ensure the best possible outcome.

Whether designing a website or a commissioned mural, creators can solicit a limited peer group or the entire market audience with confidence.

#### **M. Metaverse Tourism Advantages**

Due to the pandemic, the global tourism industry lost more than 100 million jobs in 2020. Over the next two years, citizens endured countless restrictions, ever-changing regulation, and the requirement of vaccines and tests. As a result, family visits, vacations, and business travel ground to a halt.

Landian and Web 3.0 are evolving digital worlds that combine physical and digital spaces in ways never imagined. Tourism in the Metaverse opens a gateway for new and existing travelers otherwise hindered by economics, geography, or government policies.

Landian gives existing visitors and new client bases increased exposure by working with corporations, national and regional governments, and destination locations. Our virtual world offers best-in-class solutions and marketplaces for public and private sectors of tourism and hospitality.





See sights faster using less energy

Engage younger generations through Metaverse tourism

Spur cultural engagement with instant translation integration

Direct merchant integration to multiple languages

Governments can digitize national treasures and historical sites. Hotels can offer virtual tours of rooms that increase upsell opportunities. Destination locations can monetize national events in the Metaverse.

Methods to promote tourism and increase revenue can be easily converted to the Metaverse by the private sector and governments. Our solutions are environmentally friendly, economically feasible, and increase exposure to a worldwide audience.

#### **N. The Metaverse Evolution for Education**

The cost of a college education has increased by eight times the rate of wages. Savings earned in the Web 3.0 Metaverse can be directed towards universal education. VR enhancements and remote learning, in partnership with research-driven institutions, can help STEM students (science, technology, engineering, and math) tap into deeper levels of learning.

With COVID-19, educational institutions had to reevaluate traditional teaching systems. Studies from the past 24 months strongly suggest that in-class lectures may not be as effective as independent instruction. Traditional school structure and social pressures eased substantially for students focused on learning and comprehension.



Regardless if the student is at primary or university level, or undergoing corporate extended education, the next generation of learning happens faster at a much lower cost. As the internet replaces time historically spent in libraries or in class, the Metaverse will become an information repository for discussing and challenging theories. This new environment can foster a more complete and competitive global space among peers for experiencing and obtaining knowledge on an infinite number of subjects.

ResearchGate and Google Scholar are digital publications traditionally reserved for academics and individuals researching the vast universe of historical and cutting-edge papers. The Metaverse now offers space to present this information and allow like-minded individuals to discuss topics in real time.

Educational institutions, corporations, and entire governments can take advantage of frictionless information with few barriers to entry. By avoiding the expenses associated with traditional brick and mortar learning environments, investments can be made in areas that matter most – digital content and individualized instruction.



LANDIAN

# TEAM

<p><b>Austin Yavorsky</b> CEO</p> <p><b>Miguel Valenzuela</b> Chief International Officer</p> <p><b>Elias Chirino</b> Chief Marketing Officer</p> <p><b>Brad Yassar</b> Interim CTO</p> <p><b>Juan Guzmán</b> Head of product</p> <p><b>Stefania Cabrera</b> Operations Director</p> <p><b>Daniel Vergara</b> Director of Technology</p> <p><b>Omar Rosario</b> Director of Entertainment</p> <p><b>Rebeca Cordero</b> Marketing Director</p> <p><b>Vakeesan Mahalingam</b> International relation investments</p>	<p><b>Jorge Manterola</b> Central &amp; South America Relations</p> <p><b>Mohammed Al Alahbabi</b> Middle East Relations</p> <p><b>Carlos Quintana</b> International Development</p> <p><b>Ayman Moumina</b> VP of Business Development</p> <p><b>Johan Arce</b> Legal Advisor</p> <p><b>Oscar Murillo</b> International Law</p> <p><b>Michelle Arguelles</b> Accounting Manager</p> <p><b>Susana Arbelaez</b> Human Resources</p> <p><b>Oscar Neira</b> Head of Marketing</p> <p><b>Manuel Chirinos</b> Marketing Assistant</p> <p><b>Brad Maw</b> Marketing Analyst</p> <p><b>Lisa Amador</b> Content Manager</p>	<p><b>Carlos Amador</b> Social Media Manager</p> <p><b>Hillary Mendoza</b> Social Media</p> <p><b>Paula Medina</b> Director of Customer Service</p> <p><b>Julio Zambrano</b> Director of City Development</p> <p><b>Gonzalo Yañez</b> Marketing Director Mexico</p> <p><b>Luis Maumejean</b> Business Relations Director</p> <p><b>Jessica Calderon</b> Project Manager</p> <p><b>Aimee Jimenez</b> Project Manager</p> <p><b>Daniela Torres</b> Account Executive</p> <p><b>Daniela Rivera</b> Account Executive</p> <p><b>Alejandra Diaz</b> Account Executive</p> <p><b>Viviana Ramirez</b> Account Executive</p> <p><b>Louis Diaz</b> Entertainment Strategist</p> <p><b>Junior Rojas</b> Project Manager Blockchain</p>
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LANDIAN

# TEAM

<b>Rogger Jimenez</b> Project Manager Platform	<b>Brandon Calderon</b> UI/UX Designer	<b>Humberto Sanchez</b> Developer
<b>Camilo Escobar</b> Experience Designer	<b>Marianyela González</b> Architect	<b>Juan Sebastian Polling</b> Architect
<b>Jean Hernandez</b> Arquitecture Leader	<b>José Jaramillo</b> Unreal Senior Development	<b>Cristian Figueroa</b> 3D Modeler
<b>Douglas Amador</b> Head Designer	<b>Akeila Bohórquez</b> Behavioral Analyst Researcher	<b>Cristiam Muñoz</b> 3D Modeler
<b>Santiago Torres</b> Head Designer	<b>Maria Paulina Cortés</b> 3D Generalist	<b>Deissy Castillo</b> 3D Modeler
<b>Aida Rodriguez</b> Design	<b>Angélica Carrillo</b> Researcher and translator	<b>Juan Pablo Torres</b> 3D Modeler
<b>Julian Millan</b> Senior Developer	<b>Daniel Peña</b> Graphic designer	<b>Nohora Amezquita</b> 3D Modeler
<b>Diego Martinez</b> Junior Developer	<b>Carolina Vásquez</b> Graphic Designer Intern	<b>Gustavo Ospitia</b> 3D Modeler
<b>Julian Mejia</b> Junior Developer	<b>Andrés Guzmán</b> Experience Director	<b>Perla Álvarez</b> 3D Modeler
<b>Gustavo Carreno</b> Conceptual Artist	<b>Karlos Guzman</b> Developer	<b>Daniela Aguirre</b> 3D Modeler
<b>Claudio Leal</b> Conceptual Artist	<b>Juan Pablo Soto</b> Developer	<b>David Flórez</b> 3D Texturer
<b>Yaira Sanchez</b> UI/UX Designer	<b>Andrei Bolaños</b> Developer	<b>Carlos Andres Acosta</b> Architect
<b>Jhonny Garcia</b> Developer		<b>Edwin Paniagua</b> AR-MR technical
		<b>Cristier Toro</b> Texturizer



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# TEAM

**Johan Monsalve**  
Technical Artist

**Sebastian Cano**  
Rigging chief

**Juan Felipe Gonzalez**  
Lead 3D Animator

**Stivens Ocampo**  
VR Developer

**Orlando Rengifo**  
3D Texturer

**Santiago Diaz**  
Cinematographer

**Jimmy Correa**  
Logistics

## ADVISORS

Marcus Dantus

## AMBASSADORS

Gabriel Portan  
Victoriano Cortez  
Pipe Ramirez  
Carlos Lopez  
Naty Ashba  
Christian Melendez  
Rodrigo Castro  
Leonardo Zapata  
Chris Nelson  
Mike Davis  
Pablo Prada  
Alvaro Hoyos  
Daniel Aguilar  
Lyndi Love  
Anthony Jason  
Mathew Henry  
Michel Lecompte  
Roger Britto  
Luke Petitgout  
Mariano Restrepo



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# ROAD MAP

## Q3 2020

- Formation of core team
- Analysis of Marketing and Viralization strategies

## Q1 2021

- Designation of Blockchain Technology
- Development of version 1.0 of White Paper

## Q2 2022

- Alpha Launch of the Landian Lobby
- Influencers and Ambassador Designations
- Venture Studio

## Q4 2022

- Opening of Landian House Dubai and Medellin
- Planned Prerelease of the Landian Conscious Wallet
- Planned Prerelease of the Landian Ocean World
- Launch of the Landian Marketplace
- First Exchange listings (Already approved)

## Q1 2023

- Opening of Miami and London Cafes
- Launch of the Landian Health Wallet
- Launch of the Worldwide Colosseum

## Q3 2019

### CONCEPT DEV AND TESTING

## Q4 2020

- Initial Investors Funding \$7m SECURED PRIVATE (Restricted)
- Private sale to develop Landian
- Start Development of Landian Metaverse

## Q3 2021

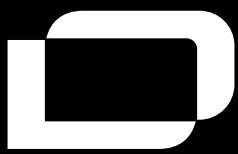
- Development of White Paper V2.0
- Team and advisory board designation
- Coin creation on the BSC Blockchain
- First round private pre sale Launch

## Q3 2022

- Swap Alpha Launch
- Launch of first Landian Cafes In Medellin and Dubai
- Launch of selection 1 of all 6 districts
- Metahuman Avatar Creator Module
- Zone 4 Presale to select Governments and corporations
- All sections Tier 1 open based on community development
- Co-development of full venture studio accelerator
- Opening white list for plot sales
- Launch of Landian Merchandising

## Q2 2023

- Opening of the Paris, London, Madrid and Los Angeles Cafes



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T H A N K   Y O U !