



# metacloud

WhitePaper



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## 01 Abstract

**Metacloud** is a virtual reality network that exists on the Binance Smart Chain. The network provides the opportunity for community members to purchase land and space, enabling monetization and complete freedom over their projects.

On a blockchain-based parcel ledger, users can exert ownership of virtual land and any content that happens to be published on their parcel of land. Tracts of virtual land are identified by a set of Cartesian coordinates (x, y) and purchased by landowners, giving them full control over the media that can be published there. Ownership and publications can range from static 3D scenes to dynamic systems like games and photos. In other words, the published content can be any type of digital media such as music concerts, art exhibits, gatherings, and other types of leisure-related activities.

In the Metacloud Metaverse, land and space are digital assets that are non-fungible, interchangeable, unique, and "limited supply", thereby attaching value to the published media. Purchases can be made by using our native BEP-20 token, \$CLOUD. The \$CLOUD token will facilitate all transactions on our metaverse platform and will not exclude the purchase of digital goods and services in real life.

People spend a vast amount of time in virtual environments for both recreational and work purposes, specifically in two-dimensional interfaces like web browsers and mobile phones.

Metacloud brings a new dimension to virtual environments. It is a fully three-dimensional world that offers high-velocity, immersive technology to users, setting it apart from all other existing VR and Social Networking platforms. Metacloud is not governed by a single entity but instead overseen by an engaged and active community. The unique governance model allows for democratization and oversight, empowering members to make decisions that are unaffected by outside influence. We provide the environment for a highly inclusive society that is created for the people, by the people.

Membership to Metacloud is completely free, as is navigating and traversing the Metaverse. However, the ownership rights of a specific piece of land give the landowner the option to charge people (including fans) to enter the virtual property



or unlock certain content like music concerts, games, videos, photos, or live streams. In this way, the landowner can earn revenue from what is effectively an NFT, or group of NFTs.

In this whitepaper, we will explain the philosophy, structure, and ethos of Metacloud, as well as the fundamental economic procedures and technical foundations.





## 02 Introduction

The introduction of *Blockchain* has left numerous footprints in the fluidity of our economy and the investment tendencies of the people that function with it. *Tokenization* has created a seismic shift in operations, forever altering the very fabric of the industries that utilize it. The implications and repercussions of tokenization extend to finance, supply chain management, technology and are set to impact more sectors soon.

The implementation of a new token-based economy has the potential to make waves and disrupt the financial sector by significantly enhancing efficiency and equality. Finance is becoming more democratic, by drastically decreasing the friction associated with the tools and operations we use to consume, work, live, think, and view everything. The new token-based digital paradigm is nothing short of revolutionary.

The new era of tokenization has already dawned. The Metaverse -as coined by Neal Stephenson in his novel "Snow Crash" in 1992 - allows humans to operate their own avatars. Surprisingly similar to events in the novel, present technologies also allow these avatars to communicate with one another, as well as with digital entities within a virtual reality environment. As people continue to increase the amount of time spent online, and as younger generations increase their media consumption<sup>1</sup>, our work and lives are becoming increasingly reliant on these parallel digital worlds. The communication styles that people use have evolved as well, with the majority of interactions taking place on the internet. We believe that the internet of information will give way to the internet of value in the near future<sup>2</sup>. The advent of *Avatars* (Digital Identities) means that more and more digital asset transfers will take place on the blockchain (Value Intermediaries).

Metaverse is distinct from other blockchain projects that use technology as a point of entry since it focuses on generating tangible value for businesses. The relationships that exist between individuals and assets can be categorized and summarized. We can build a model from the ground up that facilitates the use of this information. This is known as BISC (Built-in Smart Contract) and it can help enterprise apps to decrease the technical risks associated with development, use, and maintenance.

Hundreds of millions of users may now assemble, engage, exchange material,

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<sup>1</sup>Generation M2: Media in the Lives of 8- to 18-Year-Olds

<sup>2</sup>From the internet of information to the internet of value





and play games thanks to the growth of massive proprietary platforms like Facebook. By introducing social networking, companies like Facebook aided in the growth of large online communities and entertainment or gaming businesses.

Large, centralized platforms administer and oversee the network's rules and content flow while drawing forth substantial income from the communities and content creators responsible for driving traffic to the platforms. *Metacloud* aspires to build a network that empowers content creators to own and profit from the full value of their work.

In the present day, the growth and development of blockchain technology continue apace, as well as a surge in critical use cases, such as Bitcoin, Ethereum, Binance, Solana, or Cardano. Demand has grown significantly for platforms that can accommodate both aspects (i.e. blockchain and Metaverse).

The dawn of **Metacloud: a 2-in-1 platform where artists, influencers, musicians, or anyone** with the drive and creative flair to do it, can own a piece of land in our Metaverse **and live stream their events or shows, publish their content, and request monetary patronage from their fans** to gain access to it.







## 03 A Traversable World

As mentioned earlier, Metacloud is free to join and free to navigate in its entirety, a truly free, 3D, fully-immersive experience. Pieces of land in Metacloud are adjacent to each other, with each division of land having fixed dimensions. The adjacent tracts of land allow for the discovery and establishment of new territories and the ability to build regions of content specifically targeted to a niche (topic or theme).

The establishment of territories within Metacloud's Metaverse provides easy access to highly targeted traffic for content creators. Conversely, for end-users it provides the opportunity to experience a wide array of content based on the themes of their choosing.





## 04 Value Proposition

Metacloud's value proposition is centered on three things: currency, goods and services.



### CURRENCY

Metacloud will incorporate a fundamental technology that enables worldwide, immediate, and cost-effective payments between any two internet users. By harnessing blockchain technology, cryptocurrency transactions are enabled and facilitated as a convenient and secure payment method between two or more users.



### GOODS

Metacloud is working on a programmable feature and framework that allows developers to seamlessly program features to facilitate interaction and the exchange of virtual goods between users on the network.



### SERVICES

To solve the issue of double-spending and to prevent identity theft, Metacloud will feature blockchain cryptographic signatures that allow users to establish authorship of content and track provenance. Likewise, the signatures can be used to verify authors' consent over their creations and any corresponding permissions.







## 05 The Meta Stage

One of the main ways that Metacloud stands out from the competition is “The Meta Stage”. The Meta Stage is a custom-made virtual stage within Metacloud, which will host weekly live shows from **top worldwide artists**. Users can buy tickets to the events using \$CLOUD tokens. Also, users gain the opportunity to attend concerts performed by their favorite artists and also connect and chill with them backstage as part of a VIP package.





## 06 Create your own venue (CYOV) & “Metacloud Landmarks”

Within Metacloud, users have the opportunity to enjoy a new virtual experience, create their own venues and buy “*Metacloud Landmarks*”.

CYOV features allow users to create the perfect spot in Metacloud’s virtual reality world, for both themselves and other users to enjoy. It provides the opportunity to generate a community, exchange ideas, or put their creative skills to the test. Community members are given the luxury of enjoying immersive high-intensity nightlife experiences, such as club-hopping, to a more chilled atmosphere with friends at beachside bonfires. Nothing is off-limits. If it can be imagined - it can be experienced in the Metacloud.



*Metacloud Landmarks*, allows users to purchase already built locations or venues to turn into profit, with the ability to develop entertainment venues such as casinos, lounges, night clubs, or strip clubs.





## 07 Use Cases

- Metacloud's seamless framework simplifies the creation of **apps, games,** and **immersive 3D scenes.**
- Users in Metacloud will **congregate** in areas of specific and mutual **interest** to create thriving communities.
- Billboards positioned nearby, or within, high-traffic land divisions can be used by brands to **promote** their products, services, and events. A plethora of other **advertising** tools and techniques will also be available.
- Metacloud will play host to a wide range of **content and collectibles.** Landowners will be able to publish, distribute, or collect unique digital content or trade them.
- Offline, existing **communities** and other forms of social groups, can **migrate** to Metacloud. The Metacloud remains a home for all those who seek entertainment in the most immersive environment that technology can provide to date.
- The *Meta Stage* allows users to attend top worldwide artists' live shows and chill with them in the VIP section afterward.
- Record Labels can buy land and host their festivals.







Users can make a profit from pre-built “Metacloud Landmarks”, by purchasing these locations from a myriad of options and turning them into profit. The multitude of landmark options for users to purchase include: **art exhibits, clubs, festivals** (Acoustic, EDM, Country, Blues, Rap, Latin, Reggae, Rock, etc.), **casinos** (beginners to professionals), **concert halls** (jazz, rock, etc.), **games** (chess, puzzles, trivia, song quiz, sudoku, etc.), **night clubs, strip clubs, lounges, tournaments** (blackjack, craps, poker, pool, texas holdem, roulette, etc.), **shows** (live shows, stand up comedy, improv, talent shows, NFT art shows, etc.), **VR raves, Beat maker marketplace, and more.** Additionally, **Metacloud will be the first metaverse to include Podcasts.**







## 08 Architecture

The Metacloud architecture links the entire ecosystem together. **\$CLOUD** Token, which is Metacloud's native token, fuels the ecosystem.

## 09 Binance smart chain, not Ethereum

Most Metaverse projects are launched on Ethereum, but Metacloud is different. Metacloud will be making use of the Binance Smart Chain.

Binance, the world's largest cryptocurrency exchange, deployed its blockchain *Binance Smart Chain (BSC)* in 2020 as a worthy competitor to Ethereum. BSC is unbeatably cheap and speedy, with **transactions taking less than 3 seconds and costing less than \$1 per swap**. In comparison to Ethereum's 13-second average block completion time over the past year, BSC boasts a three-second block completion time. This equates to roughly 57.8 BSC transactions per second and 15 Ethereum transactions per second.

Aside from this, BSC operates as a Proof of Stake Blockchain compared to Bitcoin and Ethereum blockchain that is *Proof of Work*-based<sup>3</sup>. This makes it more environmentally friendly, as it consumes a considerably lower amount of electricity. As a project, we intend to make Metacloud affordable to everyone, and BSC remains the most viable option.

As mentioned previously, the Ethereum blockchain is used in several existing projects. However, due to scalability concerns caused by congestion and the resulting extremely high network fees, it is not the best option for a project like Metacloud. The speed with which BSC executes transactions and the affordable network fees it charges have resulted in a massive migration of users, with BSC currently processing 2 to 3 times the number of transactions compared to

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<sup>3</sup>[Proof Of Work Vs. Proof Of Stake: Explained](#)



Ethereum. As a result, it has established itself as an important and appealing launchpad for smart contract ventures.

Binance smart chain is the best choice network due to:

- **Secure network:** using Proof-of-Stake relay chains to ensure network security.
- **Fast throughput:** using heterogeneous sharding for faster transactions.
- **Governance:** using on-chain governance for **full network decentralization**.
- **Interoperability:** using cross-chain communication between blockchain networks.

## 10 Platform governance

We aim to make Metacloud a fully decentralized **community-driven** protocol. For this purpose, \$CLOUD has a **voting function**. Holders of the token will have voting rights and possess power based on the number of tokens they hold, allowing them to debate, propose, and vote on all changes to the Metacloud platform. The voting function will allow the network to be upgradable by anybody that has a sound understanding of how the platform can function more effectively, and they will be incentivized accordingly.

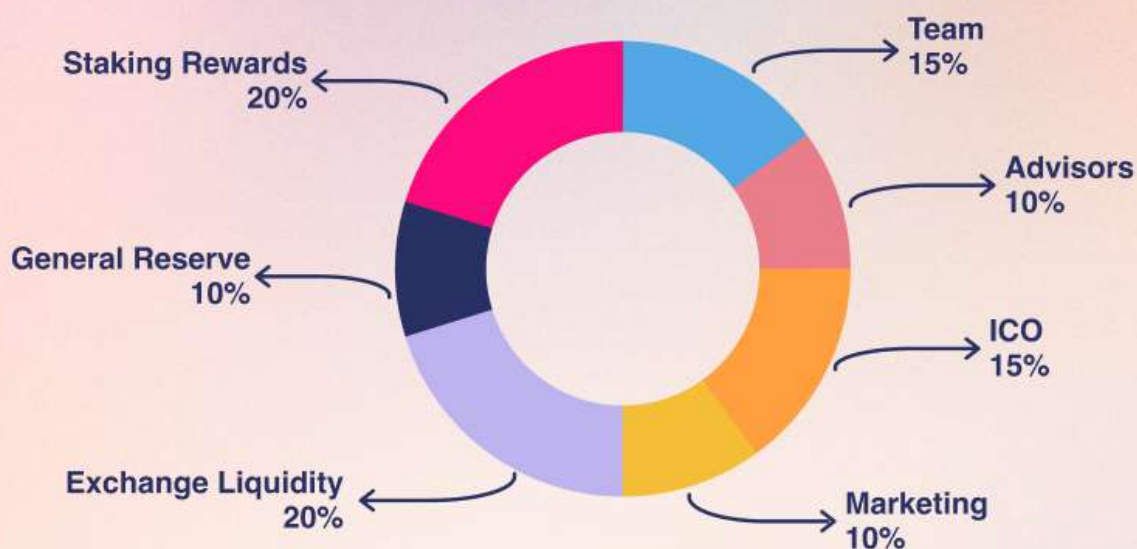
According to available protocols, the common method by which users delegate their voting rights or cast votes on proposals is to call up the functions directly. For a proposal to go through, the majority of the votes cast must be in favor. If there are more than two options, the one with the most votes wins and will be required to hold \$CLOUD tokens to vote. The held tokens are locked into the platform until the voting period ends





## 11 Tokenomics

\$CLOUD Token (\$CLOUD) is the native token of the \$CLOUD ecosystem. \$CLOUD will power the \$CLOUD ecosystem by **facilitating authorized transactions, powering Metacloud, and value exchange** while being used for governance.



ROUND	TOKEN		TOKEN AMOUNT	VALUE	VESTING
1st Round (Seed)	\$0.025	10%	100 Million	\$2.5 Million	Locked 1 month, 10% per month afterward
2nd Round (Private)	\$0.05	5%	50 Million	\$2.5 Million	Locked 1 month, 20% per month afterward
Public Sale (ICO)	\$0.2	85%	850 Million	\$170 Million	Full unlock

<sup>3</sup>Generation M2: Media in the Lives of 8- to 18-Year-Olds



## 12 Marketing strategy

Digital media is the most effective contemporary marketing method and our team members will apply their considerable expertise in this area. The Metacloud Platform will take digital marketing to the next level by applying a pioneering guerilla marketing technique to assist in the promotion of the platform and spreading the word about its BSC-based utility token.

We will employ customer engagement strategies and enlist the services of the best cryptocurrency marketing firms in the industry. The growth of our platform will be sustained through full-funnel growth hacking techniques, cutting edge technology, and the application of top-level expertise,

We will implement social media marketing and run ads on platforms such as Facebook, Instagram, TikTok and a host of others while analyzing and constantly improving with performance optimization techniques.

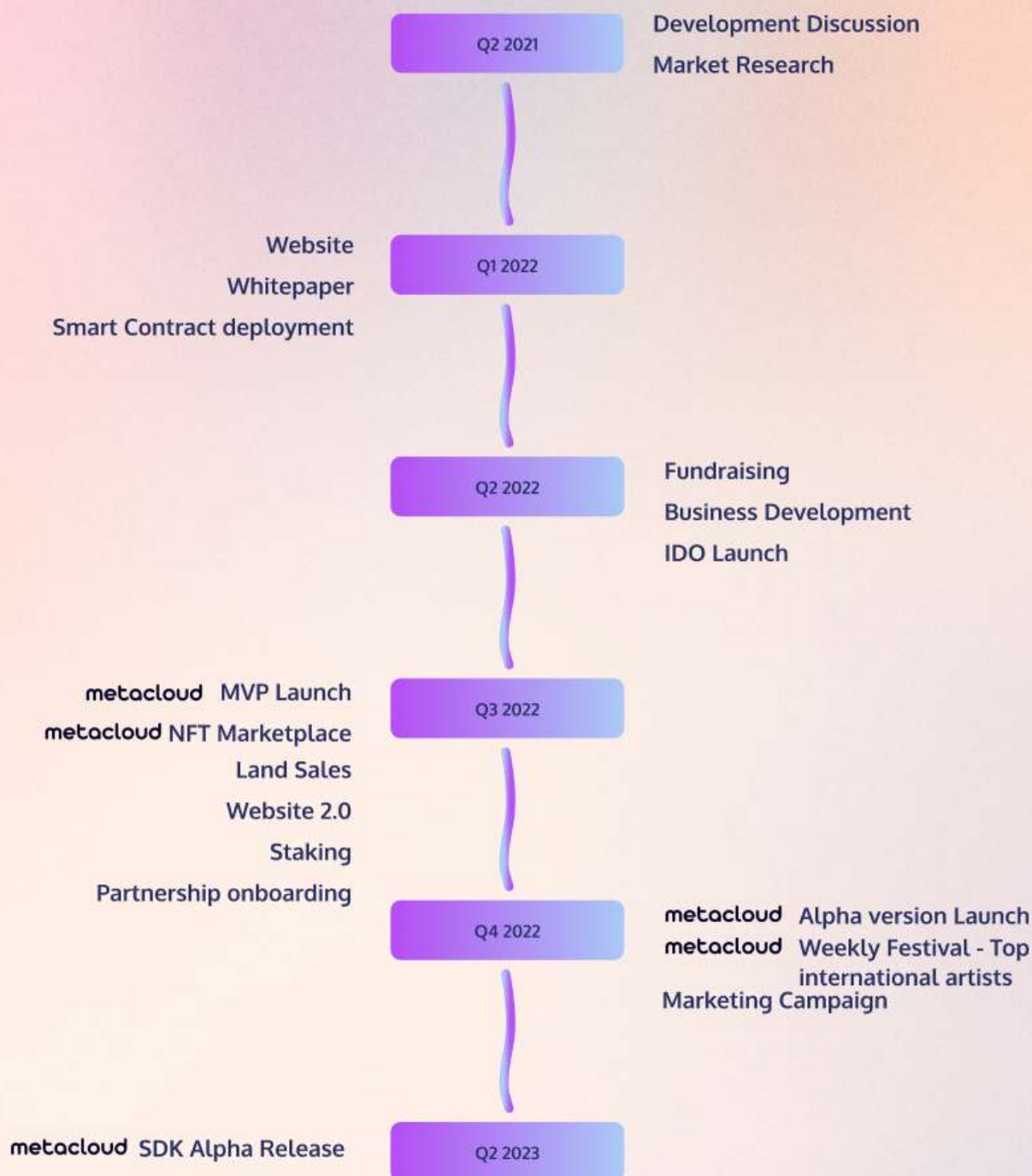
Additional marketing methods will include:

- **Influencer marketing:** We will reach out to celebrities, icons and big businesses for partnerships and fan base leveraging. Current partnerships include hospitality, sport, modeling, and movie industries with more to come.
- **Content Marketing and Inbound Marketing:** The creation of unique value-added content to utilize on YouTube, Telegram, Tiktok, Reddit, and others to maximize customer engagement.
- Community engagement activities and rewards (airdrops and bounty programs).
- **Ask me anything (AMA)** sessions on top platforms.
- Industry events, exhibitions, press releases, etc.
- CEX and DEC exchange listings.





# 13 Roadmap





## 14 Team



**Samuel  
Sullivan**

Co-Founder





Join us on our socials click links

