

# metacloud



*The place to hangout in the metaverse.*

A cutting-edge metaverse & NFT entertainment platform for creators and communities to enjoy and profit.



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# MISSION & EXECUTIVE SUMMARY



## Mission

Our **Mission** is to provide a fair opportunity for a fully inclusive and diverse community to access land and space in a **decentralized metaverse** (Binance Smart Chain). Virtual land will be made available for purchase, **enabling monetization and allowing creative control over projects** made and enjoyed by community members.

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# MISSION & EXECUTIVE SUMMARY

**\$800Bn+**

Estimated Market size by 2024<sup>1</sup>

[Bloomberg](#)

**\$200Bn+**

Estimated revenue for entertainment businesses in the Metaverse by 2024<sup>1</sup>



**Metaverse Market Value: +\$47 Billions**

The market was valued at **\$47.69 Billions** in 2020

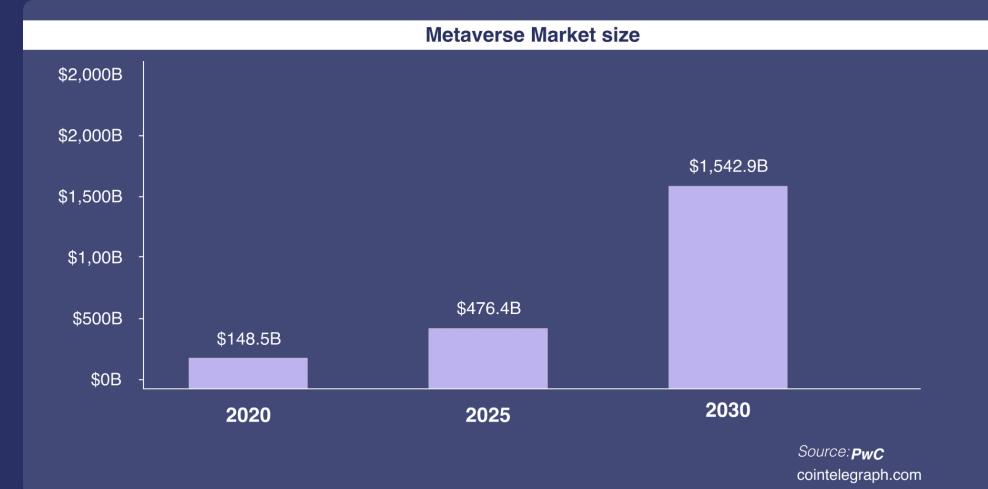
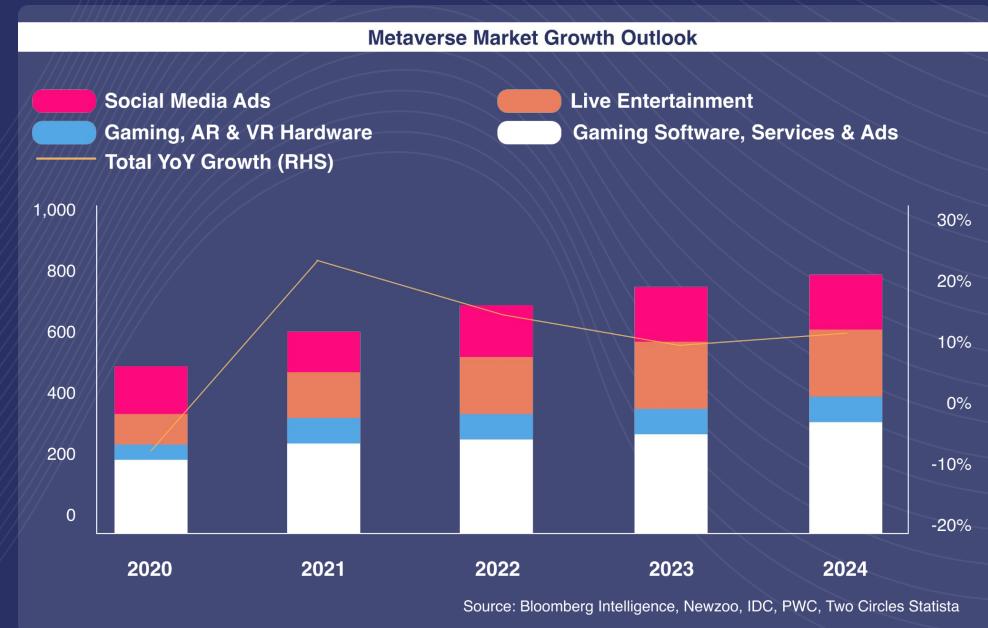
[Emergen Research](#)

**Market Consolidation**

The market is **FAIRLY CONSOLIDATED** with a few players responsible for majority market revenue

[Emergen Research](#)

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### North America Market Size by 2020

45.3% of global revenue was accounted for by North America in 2020



*"Unity is (one of) the preferred engine providers for metaverse and leaders in terms of technology and investment"*

Emma Taylor, Thematic Analyst at [GlobalData](#)

VR video gaming revenues are expected to reach \$2.4B in 2024.<sup>6</sup>

VR gaming revenue, presently at \$1.1 billion is expected to grow to \$1.6 billion by 2022 and eventually reach **\$2.4 billion by 2024**.

[Finance Online](#)

Nike has filed four requests with the U.S. Patent and Trademark Office for "downloadable virtual goods."

[Bloomberg](#)

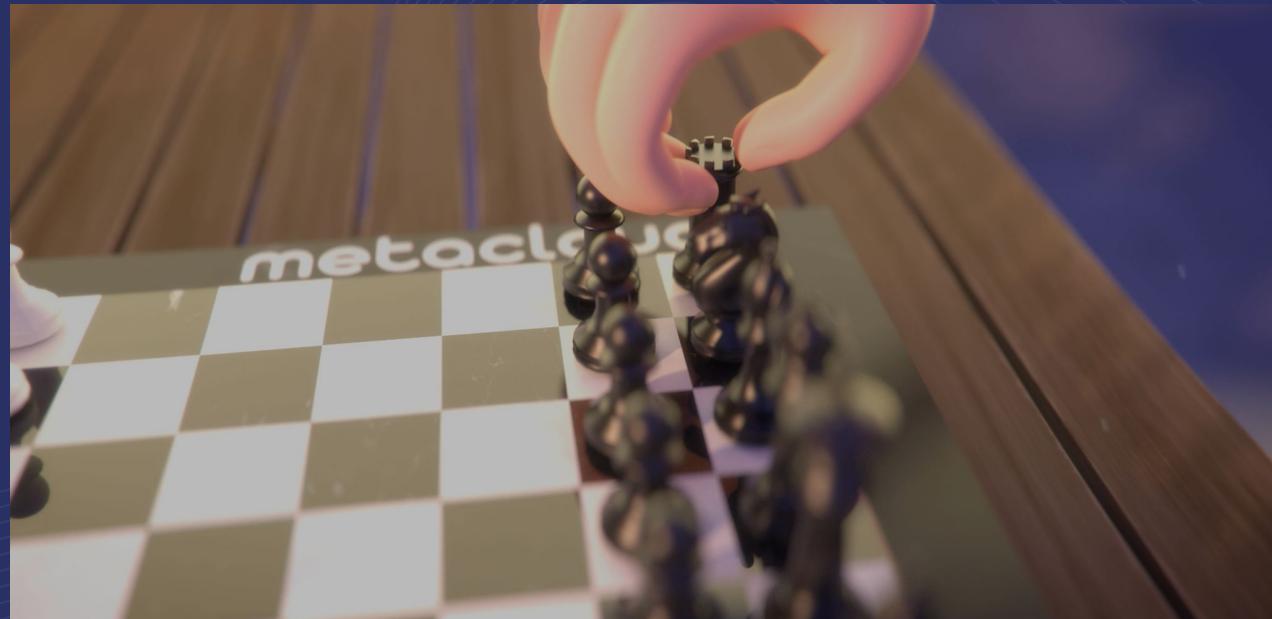
**"Software is the key to metaverse retention"**

[Insider Intelligence](#)



# Industry Challenges

A number of underlying challenges should be taken into account within the metaverse space. The most pressing challenges in the industry are:



High transactional fees for Ethereum blockchain based projects.



Lack of system interoperability, with technology off maturity.



Many companies will need to adapt their business model to work within an interoperable metaverse.



Digital safety needs to be addressed in the metaverse, with security measures put in place.

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# What is metacloud?

Metacloud is a **Binance Smart Chain based entertainment and multi-experience platform** where **creators can generate their own content in a democratic way**.

**Blockchain-based parcel ledger** that allows for users to **collect, display, interact and monetize their creations** in an open digital world.

A cutting-edge platform that empowers creators to create multimedia **NFTs in the blockchain**.

**NFTs market** to launch collections, objects, land and more!

**Scalable:** Metacloud's technology leverages the benefits of BEP-20 tokens which allows for affordable fees and a faster user base acquisition.

Provides **access to Metacloud's token (\$CLOUD)** for **users to hold, trade, invest and speculate**.

100%  
blockchain-based

100%  
democratic

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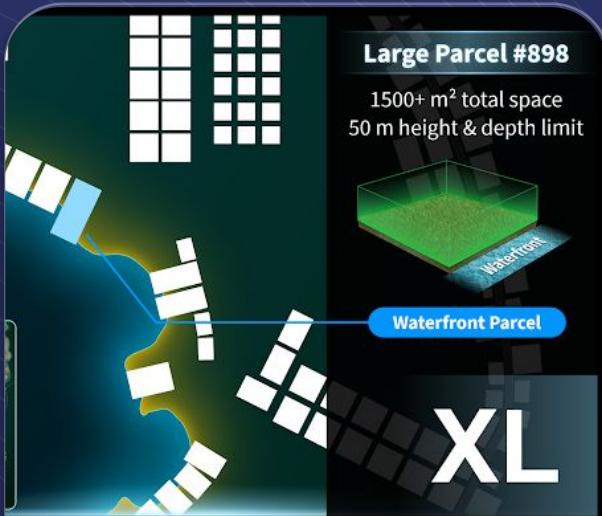
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metacloud & NFTs

# NFTs



## DIGITAL WORLD WITH NFT SPACES

Limited land parcels on a blockchain ledger are available for content creators and owners. Acquiring these land parcels will allow users to do almost anything.



## NFT BUILDER

Users will be able to create their own objects and accessories to customize their avatars or monetize them as NFT.



## CUSTOMIZABLE AVATARS WITH NFTs

Avatars can be customized with accessories and items created as an NFT by users.

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# Experience & Profit



## ENJOY

Metacloud offers users a wide range of experiences. Depending on your mood, you can attend **live concerts**, hit up the blackjack tables at exclusive **casinos**, challenge others to a duel in your favorite **sport**, or cuddle up with your homies at a **bonfire** by the ocean. Attendees can select from a wide variety of possibilities, including **comedy clubs**, **music festivals**, **art gallery premieres**, **clubs**, **classes**, **meetings**, and much more.

## PROFIT

Every landowner will be able to **charge attendees** and/or **sell tickets** for their **special events**.



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# Events

- **Art exhibits** - NFT exhibits, NFT galleries, NFT trade shows
- **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.)
- **Podcasts**
- **Real life + Metacloud Events**

\*The **first metaverse** to include **Podcasts**



\*The **first metaverse VR platform** that merges high-energy physical events with the digital world.



Our own Club in Portugal, installed with our proprietary systems will merge the two worlds while using \$CLOUD tokens for access into the club. The technology uses high-frequency cameras and increased graphical input/output which allows for merging the two worlds.



# Collaborate Chill Create.metacloud.

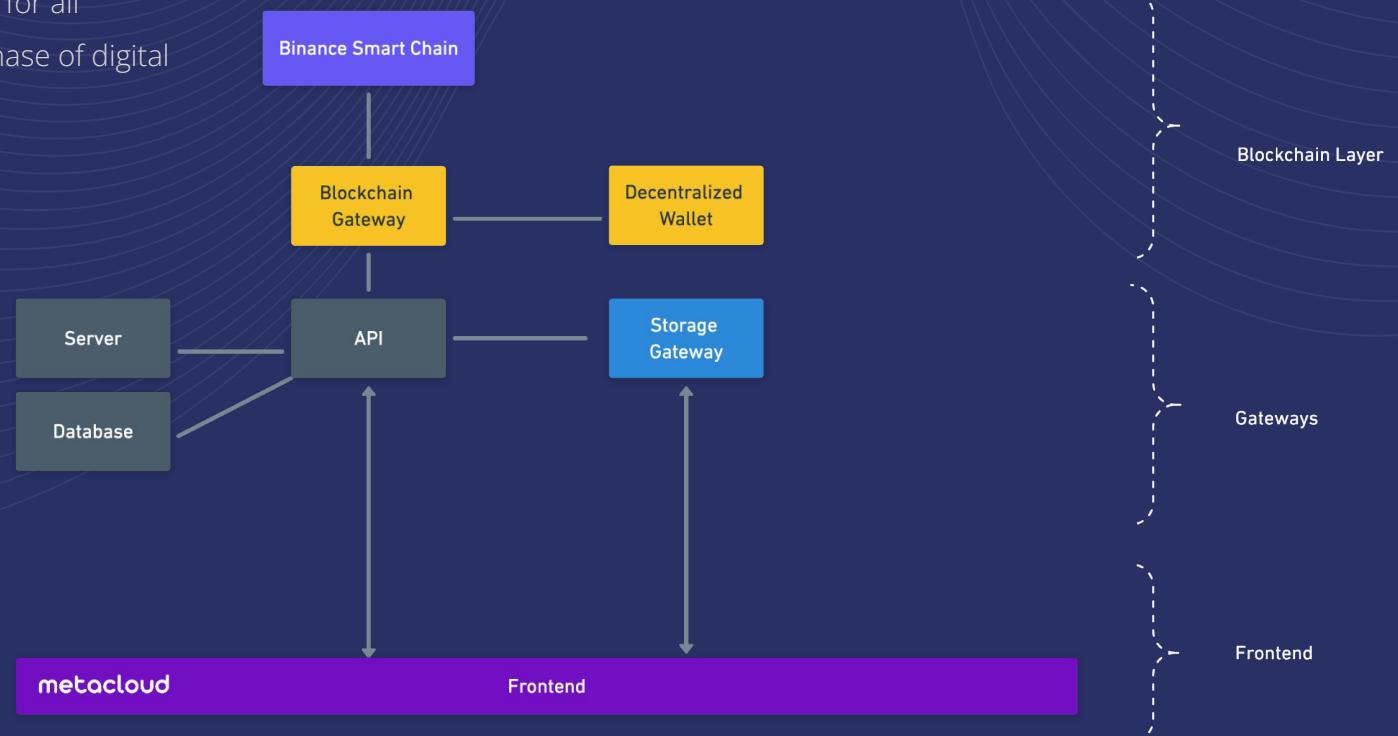
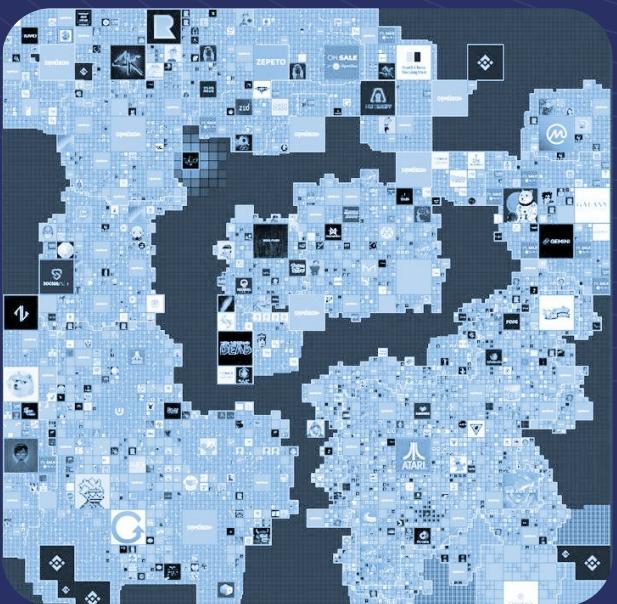


*"The degree to which a network facilitates **interconnections** determines the extent of its emergent **creativity, innovation and wealth**." - Radoff's Law*



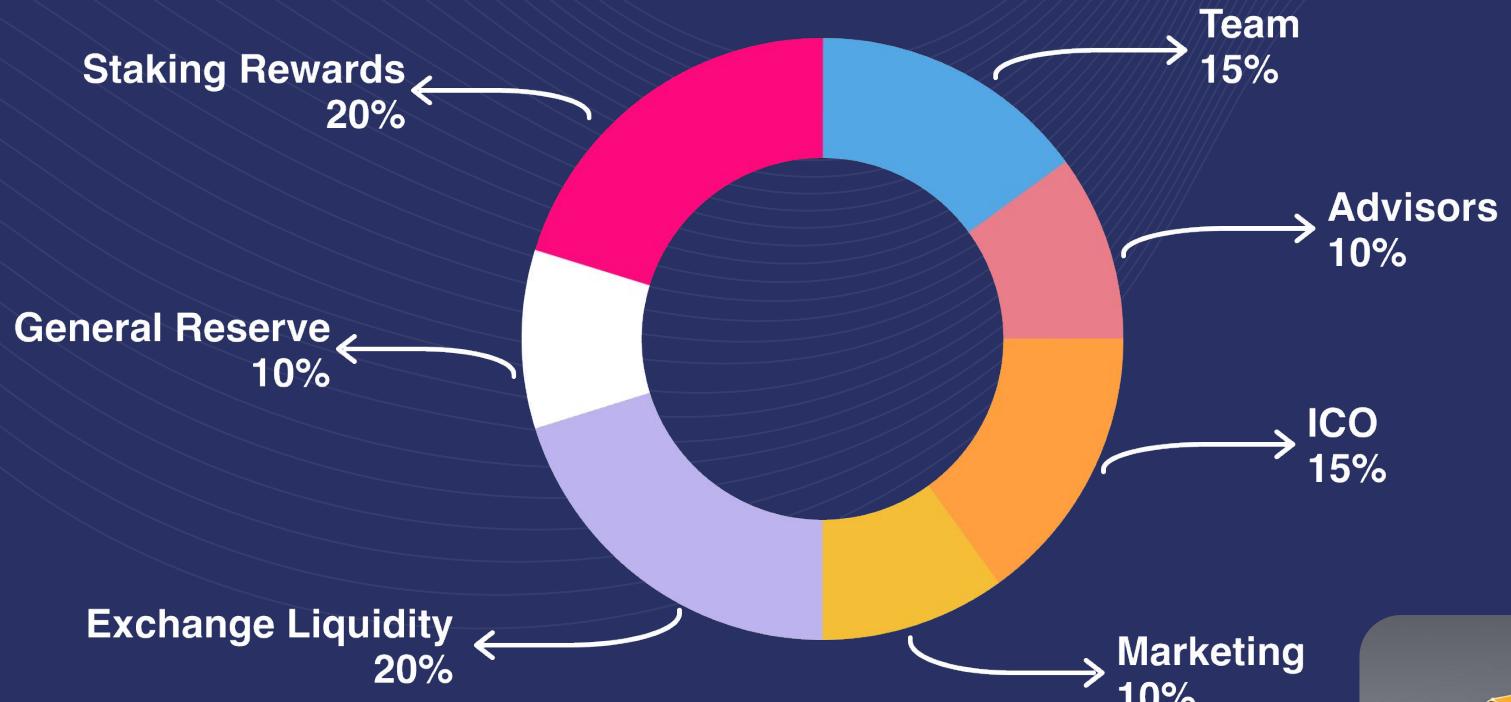
# metacloud Technology

The **metacloud** Metaverse. Land and space are non-fungible, unique, and limited supply digital assets. **\$CLOUD** is a BEP-20 token and will be used for all transactions on our metaverse platform, not excluding the purchase of digital goods and services in real life.





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**Tokenomics**





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# Tokenomics

CATEGORY	ALLOCATION	PRICE	TOKENS	VALUE	VESTING
Private Round 1	10%	\$0.025	100 Million	\$2,500,000	30 day cliff then 10% per month
Private Round 2	5%	\$0.05	50 Million	\$2,500,000	30 day cliff then 10% per month
Listing		\$0.10			
Team	15%		150 Million		Unlock month 12, 10% per month
Advisor	10%		100 Million		Unlock month 12, 10% per month
Marketing	10%		100 Million		Unlock month 12, 10% per month
Exchange Liquidity	20%		200 Million		9 Total Exchanges listing
Staking Rewards	20%		200 Million		Rewards start immediately for staking
General Reserve	10%		100 Million		

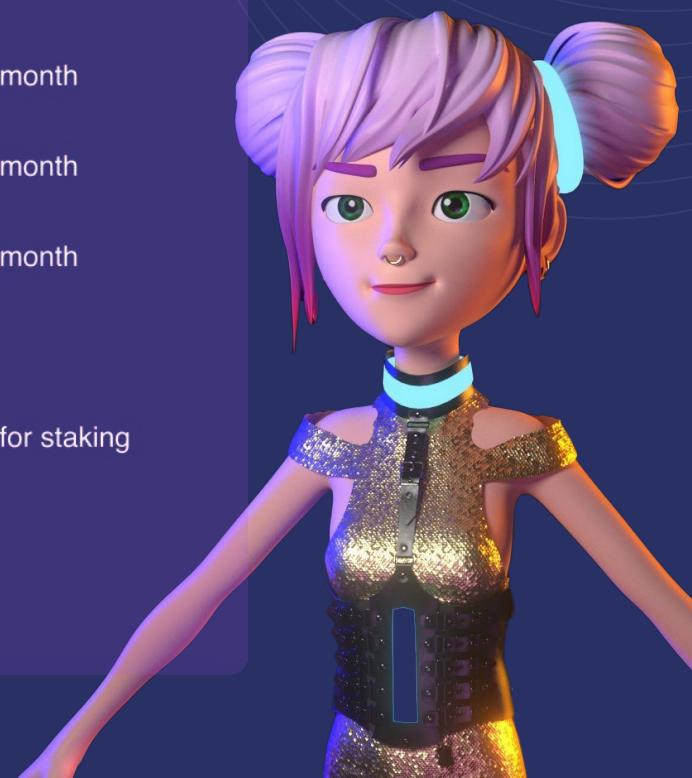
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# Competitor Analysis

	metacloud	THE SANDBOX	Decentraland
SOCIAL INTEGRATION	✓	✓	✓
NFT MARKETPLACE	✓	✓	✓
MULTI - EXPERIENCE FOCUS	✓		✓
GREAT USER EXPERIENCE	✓		
CUSTOM UI & STYLE	✓		
NFT BUILDER	✓		✓



When compared to some of the leaders in the market, metacloud takes the lead not only with its focus on **multi-experience and social integration**, but also in the **user experience, performance, and unique custom high-end style and UI**.

For example, [The Sandbox has faced some difficulties due to server overloads on their first day](#). Decentraland has neglected to consider performance in their design, for example the '*75 bones per avatar designs*' or the *constant processing of the whole digital world when it is not necessary*. These are costly mistakes that lack optimization and **impact heavily on performance and user experience**. In terms of UI, although Decentraland uses cell shading, there is a poor user interface in their main attractions (e.g. casinos) and the generic environment models lack an underlying identity. Metacloud achieved nearly **50% efficiencies** in terms of *bones per avatar modeling*, and **unique scene processing** when the player stands at a given time (freeing up processing resources). Metacloud also boasts an **outstanding design identity with an increased polygon count** and **improved texturing for an overall superior finish and user experience**.



# SWOT Analysis

## STRENGTHS

Multi-Experience NFT marketplace and builder metaverse platform  
Community driven  
Affordable low transaction fees  
Scalable  
Cutting-edge (BEP-20 /BSC based)

## WEAKNESSES

Web browser limitations for achieving even better quality graphics

## OPPORTUNITIES

Metaverse technology adoption trend forecasts 2000% growth in the next 2 years.

Pandemics and/or lockdowns limiting social interaction

## THREATS

Learning curve of businesses and users  
Digital security

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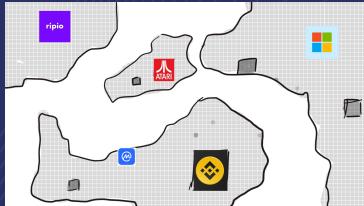
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*"I'm into rock 'n' roll because rock 'n' roll, to me, means freedom."*

- Ozzy Osbourne.



# metacloud Roadmap



Q2 2021

Development Discussion  
Market Research

Q1 2022

Website  
Whitepaper  
Smart Contract deployment

Q2 2022

Fundraising  
Business Development  
Public ICO Launch

Q3 2022

**metacloud** MVP Launch  
**metacloud** NFT Marketplace  
Land Sales  
Website 2.0  
Staking  
Partnership onboarding

Q4 2022

**metacloud** Alpha version Launch  
**metacloud** Weekly Festival - Top international artists  
Marketing Campaign

Q2 2023

**metacloud** SDK Alpha Release



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# Get in touch!

## Follow Us



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[hello@meta-cloud.io](mailto:hello@meta-cloud.io)

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metacloud  
awaits you...