

# TIERRA META

Combining Real estate and Blockchain



**Project: TIERRA META****2022. 04**

1. This white paper (the “White Paper” hereinafter) is prepared by TIERRA META, a principal business entity of this project, for the purpose of providing information concerning the TIERRA META Project (the “Project”).
2. Any re-preparation, use or assignment to a third party of the whole or part of the main texts for any uses other than original purpose shall be strictly prohibited..
3. The contents of main texts within this White Paper have been prepared as of March, 2022, and any part of the contents above shall be subject to change depending on any future modifications to the business plan of the principal business entity.

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TIERRA META

CEO

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## I. 요약

### 1.0 Summary

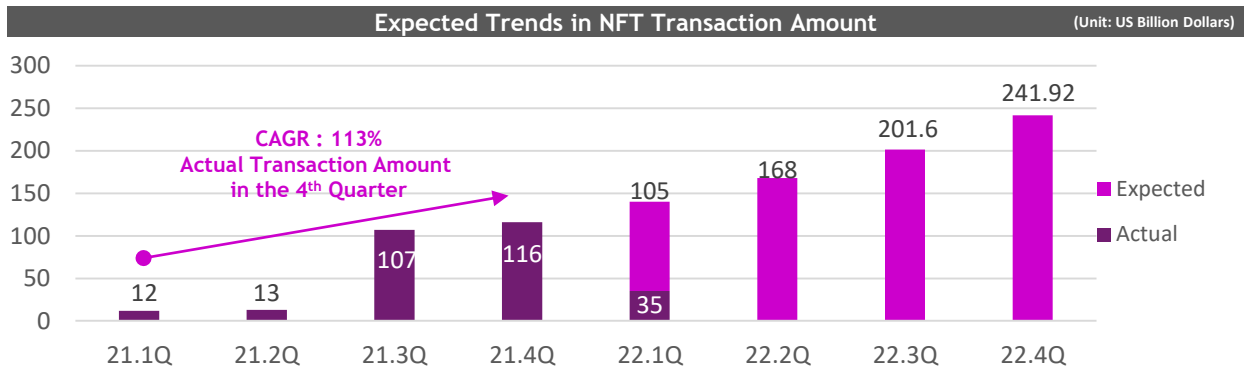
- This Whitepaper was prepared to deliver detailed information about TIERRA Token (TRMT), a governance token for TIERRA META Project and services offered by the platform.
- The TIERRA META team identified the current NFT market trends before commencing the project. Previously, there have been blockchain projects linking actual real estate assets; however, did not seem very successful because of regulatory issues regarding security tokens. Nowadays, there are numerous metaverse platforms and NFT projects for the virtual real estate. Though, the TIERRA META team as traditional real estate background wanted to link actual real estate to blockchain technology. However, it was difficult to find a platform that concentrates on the operation of the NFT market.
- In the early stage of this project, the TIERRA META team initially planned a business model for tokenizing actual real estate assets into NFTs; however, it was deemed untimely, which led to a provisional decision where the project should be launched when applicable laws and regulations as well as the market are ready to accept such business model. TIERRA META aims to provide a platform to form a real estate and architectural based community utilizing TIERRA Token(TRMT).
- The platform is named "BIGLAND". Users of BIGLAND can create NFTs and build their portfolios. The NFT contents at BIGLAND mainly focusing on architecture and space designs. The Users are capable of creating, trading and owning NFTs while establishing their architectural design art work portfolios. To accomplish the above, the TIERRA META team has signed MOUs and formed a TIERRA Alliance with architectural associations, highly-recognized institutions and real estate development companies with diverse real estate-related IPs both in Korea and overseas.
- In order to form a unique community, specifically architectural group, TIERRA Alliance will be choosing selectively for NFT creators. TIERRA META plans to attract high-quality NFT works and artists and to build a community by carefully selecting and supervising NFTs issued by TIERRA Alliance for the sake of quality assurance over the real estate and architectural contents.
- The TIERRA META team plans to secure renowned real estate and architecture firms armed with vast experiences from the industry in Korea and overseas as inaugural members of TIERRA Alliance, to form long-term business partnerships, and to continue developing partnerships in order to strengthen advancements and influences of the Alliance. In addition, we aim to ensure users to access the TIERRA Integrated Service by launching TIERRA Wallet applications equipped with convenient UI for users.



## II. Market Analysis

### 2.1 NFT

- In 2021, Bitcoin experienced quite a dynamic year for everyone around the world as it repeated rapid price fluctuations because of the rising interest rates and reduced asset purchases by the U.S. Federal Reserve. Coinciding with the Bitcoin price, NFT witnessed its soaring status due to skyrocketing popularity of decentralized finance (De-Fi), and NFTs recorded their highest sales in 2022, leading to the emergence of a new blockchain projects for everyone. So, what are NFTs? The Non-Fungible Token (NFT) is a token written on a blockchain, meaning a token that cannot be substituted for another token; it holds a unique asset value while having its reliability and stability guaranteed.



- According to a company that analyzes the virtual asset market, the amount of NFT transactions in 2021 reached approximately USD 25 billion (about KRW 29.9 trillion), but as of January 2022, the amount of NFT transaction is anticipated to exceed about USD 3.5 billion (about KRW 4.2 trillion), which represents a truly substantial amount, exceeding 14% of NFT trading volumes in 2021. The steep growth of NFTs can be understood as a transition “from Web 2.0 to Web 3.0,” and it is because, in this particular point in time, all assets, including real estate and art paintings, are converting into NFTs.
- CryptoPunk is one of the most expensive NFTs in the world, and CryptoPunk #7523 was auctioned off for USD 11,754,000 (approximately KRW 13.9 billion) at the Sotheby's auction in June, 2021. The average price of a single CryptoPunk creation exceeds KRW 280 million, demonstrating its sensational popularity. The secret of such popularity can be explained as follows: first, it's armed with narratives as the first-ever NFT project; second, its scarcity; third, its role of social currency within the community. The second example is the Bored Ape Yacht Club (BAYC). BAYC is the hottest NFT following CryptoPunks, and it was sensationally popular to many celebrities and well-known figures around the world as a community built around the artworks. It was initially issued at 0.08ETH (about 360,000 KRW) with different designs for each, and the lowest price currently traded in Opensea is 83ETH (about KRW 370 million).
- NFTs is now solidifying its place as a new form of investment assets as it was added to existing investment categories (stocks, real estate, artworks, interest rate/exchange rate) because it is easy to produce and free to trade in addition to its scarcity.

## II. Market Analysis

### 2.2 NFT with real estate and architectural industry

- Architectural structure (real estate) not only represents a space for all activities and daily life of humans but also enriches human life as a type of art. Buildings now find their place in the field of creative arts by satisfying structural stability, functional convenience and aesthetic beauty together with division of interior spaces under the consideration; consequently, architectural structures also hold substantial economic values as real estate.
- Based on the market shares by NFT contents, according to the data provided by the virtual asset market analysis company, metaverse takes 25% of the market, followed by arts with 24%, game with 23%, sports with 13%, collection with 11% and the utilities with 4%, respectively. Arts contents account for 24% of the total, but they consist only of paintings and images of famous painters who exert a great influence in popular cultures. Recently, the iconic American architect Paul Rudolph registered a house located in New York as an architectural NFT, and Christie Kim designed a virtual house and completed an NFT transaction with it. Therefore, many figures in the building sector are also entering the NFT market.



- In addition, a real-estate trading platform called Propy has been launched in the real estate industry, and the first-ever NFT-based real estate sale was completed for a residential real estate located in Florida, United States, for 210 ETH (approximately USD 653,000/KRW 600 million).
- As evidenced above, despite being previously never deemed to offer any ownership to anyone for being simply shared through internet, internet memes now have become a subject to ownership and recognized as tradable assets. Subsequently, such advancements of a marketplace, where NFTs can be traded with NFTs, now offer enormous opportunities to diverse artists and creators.
- The only way to prove ownership of existing properties was to have a proof of ownership provided by the government; however, as NFT through the blockchain technology allows users to share the trade records, it elevates reliability in transparency and is capable of guaranteeing the stability for the ownership trade of assets.
- NFT investors forecast that NFTs will become a powerful future means to own assets. Reaching far beyond trading by tokenizing the current internet assets, many expect diverse assets existing in the real world, such as housing and commercial real estate, to be handled via NFTs. In particular, real estates, such as expensive land and buildings, used to be an investment tool for only a few wealthy people due to the issues surrounding their investment scales. However, real estate investments through NFTs allow many small-scale investors to freely participate in the real estate investment market since real estate investments can be made through a number of segments after the real estate is divided into numerous segments rather than in whole.

## II. Market Analysis

### 2.3 Business Opportunities and TIERRA META's Solutions



- As mentioned previously, the TIERRA META Project aims to recruit users from the real estate and architectural industries and establish a platform that can create a community for those users.
- We anticipate that it will soon become a reality where actual real estate assets are tokenized through the blockchain and traded in real-time. However, we came to a conclusion that it is too early for that to happen because of pending legal issues as of today. But in preparation for the future, we are determined to build a community where people handling the blockchain technology and spaces can come together.
- It is yet to be possible to tokenize the real estate as of today, but we plan to establish the TIERRA Alliance based on the TIERRA NFT issued by TIERRA META and to share the information and business opportunities concerning the real estate through networking.
- Moreover, we aim to implement values to the intellectual properties created by many architects around in the world but wasted by turning them into NFTs, to utilize their creative works through the NFT Marketplace capable of recognizing such values, and to assume the role of a bridge that links actual users and architects.

### III. Project Introduction

#### 3.1 TIERRA META Project

Division	Summary
<b>TIERRA NFT MARKET</b>	<ul style="list-style-type: none"> <li>• Users can create their artworks into NFTs build their portfolio</li> <li>• NFT creators can generate profit by selling NFT art pieces and gain royalties as the NFT is traded within the platform</li> <li>• When an NFT transaction is made, part of the commission is accumulated at the TIERRA VAULT and TIERRA DAO gets to decide how to use the accumulated tokens in the TIERRA VAULT</li> <li>• The issuance of NFT will be processed after it is reviewed and approved by the TIERRA Alliance, and only the approved contents can be sold as NFT</li> <li>• TIERRA Token holders or TIERRA DAO will have the right to approve and review the NFT contents issued and sold within the platform since the platform is being fully activated</li> </ul>
<b>TIERRA NFT</b>	<ul style="list-style-type: none"> <li>• TIERRA META issues the TIERRA Alliance NFT</li> <li>• The TIERRA Alliance NFT holders can make proposals regarding new real estate projects on the TIERRA DAO page and share diverse real estate investment information</li> <li>• The NFT holders can participate in network meetings.</li> <li>• Will be registered with the TIERRA META Whitelist and given initial real estate investment opportunities</li> </ul>
<b>TIERRA DAO</b>	<ul style="list-style-type: none"> <li>• TIERRA Token(TRMT) holders can participate in TIERRA DAO as well</li> <li>• TIERRA Token holders can access the TIERRA DAO and propose ideas for the general development of TIERRA META platform and gets voting rights</li> <li>• TIERRA DAO can chose NFT to promote on BIGLAND platform as well as BIGLAND Launchpad</li> <li>• TIERRA DAO decides various TIERRA DeFi (Decentralized Financial Service) services</li> <li>• The TIERRA Alliance NFT holders are allowed to share the information by proposing and voting the ideas concerning real estate businesses, and they are given the rights to participate in actual real estate projects</li> </ul>
<b>TIERRA DeFi</b>	<ul style="list-style-type: none"> <li>• A decentralized financial service that pays rewards through TIERRA Token(TRMT) and NFT</li> <li>• Provides various services through the TIERRA Alliance and TIERRA DAO</li> <li>• The platform can be used more easily through applications capable of managing digital assets, including swapping, storing, and staking of the TIERRA tokens and NFTs purchased</li> </ul>
<b>TIERRA Launchpad</b>	<ul style="list-style-type: none"> <li>• It is a service designed to gain initial investment capitals and support marketing activities for NFT creators who use BIGLAND</li> <li>• Supports online marketing services through social network services (Instagram, YouTube, Twitter, and etc.)</li> </ul>



### III. Project Introduction






#### 3.2.1 Content Configuration

- The field of media under TIERRA NFT is capable of containing all contents related to artists and designers of TIERRA Alliance. Although the works of architects, designers, and architectural photographers have been produced in various forms of media, such as sketches, collages and photographs, before their finished works are released, their availability was limited to only a small number of people due to obstacles of physical distances. TIERRA NFT selects and unveils the works of many architects and designers from the past through the present in order to satisfy the high expectations of the TIERRA META users.
- Today, with the accelerated advancements of the hardware that can implement and utilize contents armed with unlimited development and expansion in diverse forms, TIERRA NFT's technology is poised to contribute to the infinite growth of the software. Technical distinction of TIERRA META, which dimensionally supports three media formats and is capable of grafting other media in different formats, is bound to offer new opportunities delivering diverse inspirations by creating new forms of complex media through combination of massive-scale contents pools in diverse formats. It is also destined to bring truly special values to users of the TIERRA META Marketplace (BIGLAND) based on its strength in terms of usability.

#### TIERRA NFT

- TIERRA NFT shows off its professional and extraordinary quality compared to any other NFT market works as it focuses on real estate and architectural design. BIGLAND is to go through a rebirth process in a complementary form by escaping from conventional relationship between modern real estate and architectural design, which has long been in antinomical relationship in an implicit manner. In addition, all resources, which used to be limited to a selected few, are destined to penetrate the relevant fields wider and deeper to further elevate the level of architectural culture and educational refinement to a new terrain. The TIERRA NFT can be classified as follows:


#### (1) Architecture Art

 <p><b>Shanghai Expo</b></p> <p>Thomas Heatherwick</p> <p>Time 17 Days 17 : 23 : 50</p> <p>Price 69,900 USDC</p> <p>♥ 30</p> <p><b>Place a Bid</b></p>	 <p><b>Bilbao – Guggenheim M</b></p> <p>Jenny Holzer</p> <p>Time 11 Days 12 : 33 : 40</p> <p>Price 41,300 USDC</p> <p>♥ 35</p> <p><b>Place a Bid</b></p>	 <p><b>Association for Public Art</b></p> <p>Jenny Holzer</p> <p>Time 19 Days 11 : 33 : 50</p> <p>Price 55,930 USDC</p> <p>♥ 57</p> <p><b>Place a Bid</b></p>	 <p><b>L'Arc de Triomphe</b></p> <p>Christo and Jeanne</p> <p>Time 13 Days 12 : 31 : 40</p> <p>Price 147,980 USDC</p> <p>♥ 37</p> <p><b>Place a Bid</b></p>	 <p><b>Association for Public Art</b></p> <p>Richard Wilson</p> <p>Time 14 Days 17 : 21 : 43</p> <p>Price 162,600 USDC</p> <p>♥ 54</p> <p><b>Place a Bid</b></p>
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### III. Project Configuration

#### 3.2.1 Content Configuration

##### (2) Architecture Photography



**Heydar Aliyev Centre**

Emily Lush

Time 11 Days 15 : 33 : 40

Price 3,276 USDC

♥ 61

Place a Bid



**LACMA**


JRC / Alamy

Time 21 Days 18 : 33 : 40

Price 5,908 USDC

♥ 31

Place a Bid



**Yale Beinecke Library**


Ezra Stoller, Esto

Time 12 Days 1 : 33 : 50

Price 7,370 USDC

♥ 37

Place a Bid



**L'Arc de Triomphe**

Christo and Jeanne

Time 30 Days 10 : 31 : 31

Price 4,650 USDC

♥ 33

Place a Bid



**Spertus**

Nick Merrick – Hedrich Blessing

Time 14 Days 11 : 22 : 43

Price 6,698 USDC

♥ 12

Place a Bid

##### (3) Architecture Drawing



**Kunsthhaus Bregenz**

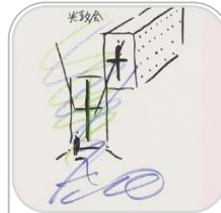
Peter Zumthor

Time 31 Days 15 : 33 : 40

Price 14,976 USDC

♥ 52

Place a Bid



**Light Church**


Ando Tadao

Time 11 Days 18 : 33 : 40

Price 8,833 USDC

♥ 39

Place a Bid



**Vitra Fire Station**


Zaha Hadid

Time 22 Days 13 : 33 : 50

Price 13,221 USDC

♥ 27

Place a Bid



**Open Hand**

Le Corbusier

Time 37 Days 10 : 31 : 31

Price 10,500 USDC

♥ 63

Place a Bid



**Tianjin Ecocity Museums**

Steven Holl

Time 26 Days 12 : 12 : 44

Price 12,548 USDC

♥ 22

Place a Bid

##### (4) Video Art



**Crown Fountain**


Jaume Plensa

Time 21 Days 15 : 33 : 40

Price 91,026 USDC

♥ 61

Place a Bid



**Barcelona Pavilion**

Luftwerk and Iker Gil

Time 22 Days 18 : 33 : 40

Price 64,408 USDC

♥ 31

Place a Bid



**Borderless Shanghai**


teamLab

Time 22 Days 1 : 33 : 50

Price 36,621 USDC

♥ 37

Place a Bid



**SuperNature Macao**


teamLab

Time 31 Days 10 : 31 : 31

Price 39,750 USDC

♥ 33

Place a Bid



**The Farnsworth House**

Luftwerk

Time 15 Days 11 : 22 : 44

Price 71,048 USDC


♥ 12

Place a Bid

### III. Project Introduction

#### 3.2.1 Content Configuration

##### (5) Virtual Land



**Virtual Land (1)**

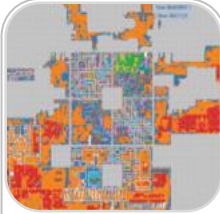
TIERRA META 4215

Time 50 Days 15 : 33 : 40

Price 117,351 USDC

♥ 115

Place a Bid



**Virtual Land (2)**


TIERRA META 4265

Time 42 Days 18 : 33 : 40

Price 152,158 USDC

♥ 98

Place a Bid



**Virtual Land (3)**

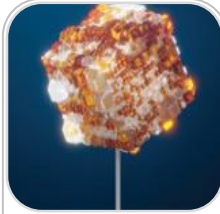
TIERRA META 7654

Time 42 Days 11 : 33 : 50

Price 124,371 USDC

♥ 77

Place a Bid



**Virtual Land (4)**


TIERRA META 6540

Time 31 Days 10 : 31 : 31

Price 98,250 USDC

♥ 67

Place a Bid



**Virtual Land (5)**

TIERRA META 5793

Time 35 Days 11 : 22 : 44


Price 217,298 USDC

♥ 184

Place a Bid

##### (6) OFFSPRING NFT

It was unimaginable for individual personalities and unique ideas to be shared to minimize the barriers of idea realization. In the same context with BIGLAND, they will be issued after all legal provisions related to applicable copyrights and their uses are completed in order for all contents to be reissued after combined in more diverse and creative manners. As evidenced above, NFTs combined with sound and image are bound to become the resources stimulant to other uses.



**Palace in Seoul**


TIERRA META 4570

Time 17 Days 15 : 23 : 50

Price 1,726 USDC

♥ 23

Place a Bid



**NYC Construction Sound**


TIERRA META 2369

Time 17 Days 17 : 23 : 50

Price 848 USDC

♥ 287

Place a Bid



**Sounds of Eiffel Tower**

TIERRA META 78214

Time 17 Days 17 : 23 : 50

Price 2,954 USDC

♥ 887

Place a Bid



### III. Project Introduction

#### 3.2.1 Content Configuration

- TIERRA NFT not only issues NFTs by using the intellectual properties owned by the TIERRA Alliance and their carefully selected members but also offers services capable of producing and issuing them in accordance with the demands from "Design to Order" customer by means of the "Engineer to Order" method. In the existing cities of physical spaces of which developments have already been overloaded, buildings of users' possession can only be attained by exponential wealth; however, such possession can be accomplished in the city of virtual space and metaverse in a relatively easier fashion. The metaverse, that is spread worldwide, has been established to eliminate the physical distance between the real world and the virtual world, allowing it to be appreciated anytime, anywhere. Consequently, the demands for possession of sensible and unique metaverse space have been dramatically increased, and BIGLAND aims to expand its own NFT market in a whole new manner by procuring limited intellectual resources as much as possible in order to accommodate such trends.



**"Commercial Space Design with Potential for Establishment"**



**"Residential Space Design with Potential for Establishment"**

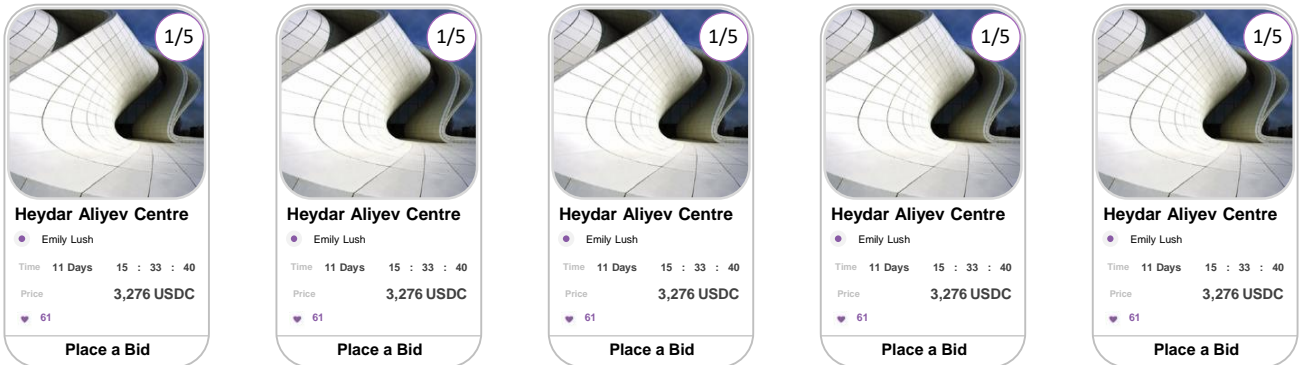


### III. Project Introduction

#### 3.2.2 Form of NFT Issuance

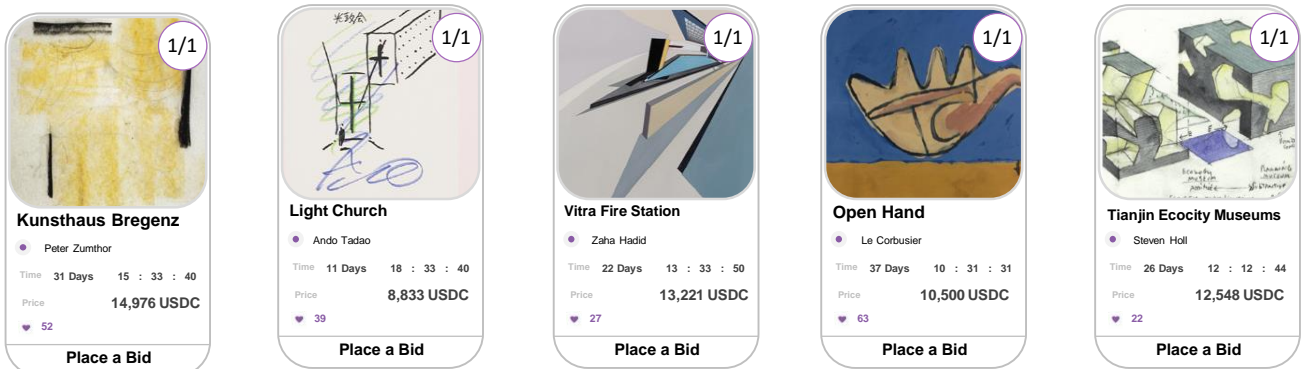
NFTs issued on the TIERRA NFT Marketplace (BIGLAND) can be issued and sold in two forms

##### NFT in Split Form



- The split-sales method issues a single work as multiple pieces of NFT, allowing multiple individuals to hold the NFT.
- This method is recommended for the works of high value or with high scarcity.

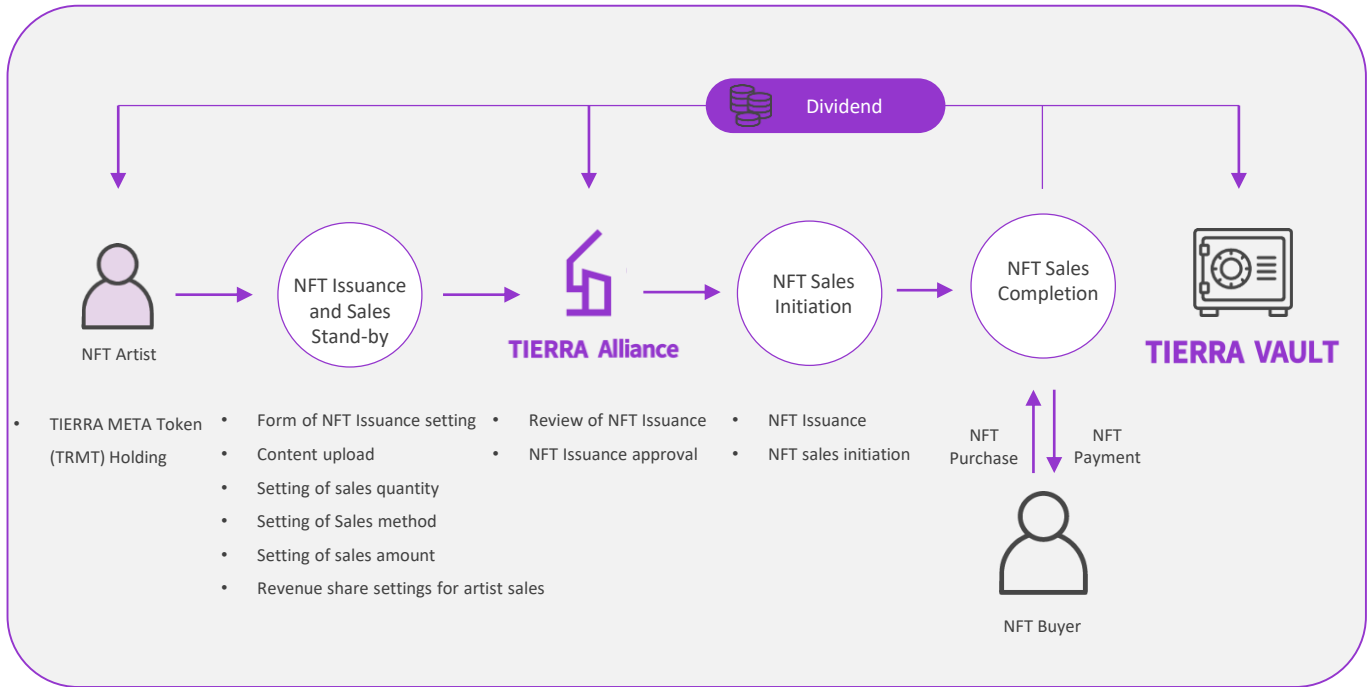
##### NFT in Single Form



- On the other hand, the single-sales method is designed to sell one-of-a-kind works of a user's own by turning it into an NFT.
- By converting the one-of-a-kind works into NFT, it will hold a different level of rarity.

### III. Project Introduction

#### 3.2.3 NFT Issuance Procedure



#### Prior to Activation of BIGLAND (TIERRA META Marketplace)

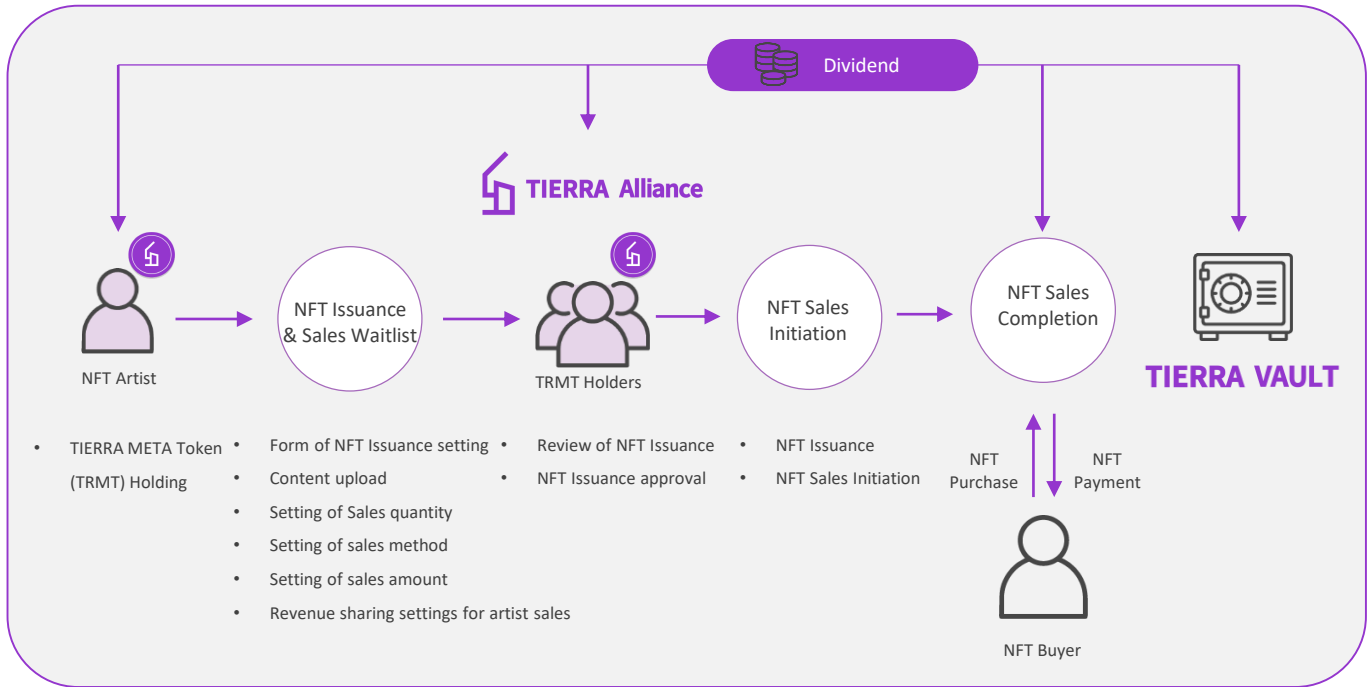
- Applicable procedures will be introduced to allow artists to issue and register NFTs for sale. Artists must upload the works to be turned into an NFT on the platform and set the details concerning the issuance of NFT before requesting for approval. The request for approval of sales will be examined and then granted by the TIERRA Alliance. The NFTs will be issued by the artist for approved works, and their sales process will commence in the market.
- For NFTs of which sales are completed after a buy emerges, the NFTs will be issued to the buyer, and the artist issuing the NFTs concerned will receive the profit based on the ratio initially determined. In such cases, 50% of the sales commission will be paid to TIERRA Alliance and TIERRA VAULT each.
- Every time the applicable NFT is resold, profits will be paid to the original author at a specific rate.

The NFT issuance and sales procedures in the TIERRA NFT Marketplace are designed to maintain the characteristics of TIERRA META by selecting only NFT works focusing on real estate and architectural design, and when the TIERRA NFT Marketplace is activated after a number of users are gathered, TIERRA Alliance's authority to review and issue will become extinct.

- Event: Upon approval of NFT issuance, TIERRA Alliance shall offer a certain amount of TIERRA Tokens (TRMT) as a reward.

### III. Project Introduction

#### 3.2.3 NFT Issuance Procedure



#### Following Activation of BIGLAND (TIERRA META Marketplace)





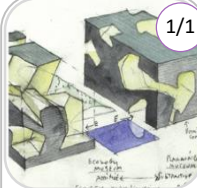
- BIGLAND pursues a decentralized NFT market that can be operated and managed by TIERRA DAO. The issuance and sales of NFTs can only be performed by TIERRA Token (TRMT) holders, and the approval over issuance and sales of NFTs will be also determined by TIERRA Token (TRMT) holders.
- Once the TIERRA DAO page is activated, the TIERRA VAULT opens. The use of commissions incurred by NFT transactions and accumulated in the TIERRA VAULT will be determined by TIERRA DAO, and such commissions will be used for TIERRA META platform users.
- When NFTs are issued and traded with the TIERRA Token (TRMT), a certain portion of the TIERRA Token (TRMT) will be paid as a reward.

### III. Project Introduction

#### 3.2.4 NFT Sales Strategy





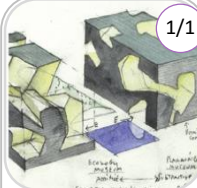
- The sales strategy is classified into two types. In the TIERRA META NFT Market, NFTs can be issued and traded with Ethereum (ETH), Polygon (MATIC), TIERRA Token (TRMT), and stable coins (USDC).

##### General Sales Method

 <p><b>Heydar Aliyev Centre</b> Emily Lush</p> <p>Time 11 Days 15 : 33 : 40 Price 1 ETH</p> <p>♥ 61</p> <p><b>Buy Now</b></p>	 <p><b>Heydar Aliyev Centre</b> Emily Lush</p> <p>Time 11 Days 15 : 33 : 40 Price 180 MATIC</p> <p>♥ 61</p> <p><b>Buy Now</b></p>	 <p><b>Vitra Fire Station</b> Zaha Hadid</p> <p>Time 22 Days 13 : 33 : 50 Price 3,221 USDC</p> <p>♥ 27</p> <p><b>Buy Now</b></p>	 <p><b>Open Hand</b> Le Corbusier</p> <p>Time 37 Days 10 : 31 : 31 Price 18,500 TRMT</p> <p>♥ 63</p> <p><b>Buy Now</b></p>	 <p><b>Tianjin Ecocity Museums</b> Steven Hall</p> <p>Time 26 Days 12 : 12 : 44 Price 12,548 USDC</p> <p>♥ 22</p> <p><b>Buy Now</b></p>
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- With general sales method, sales are conducted on a first-come-first-serve basis.
- Purchases can be made immediately after NFTs are issued and registered in the market to be sold.

##### Auction Sales Method

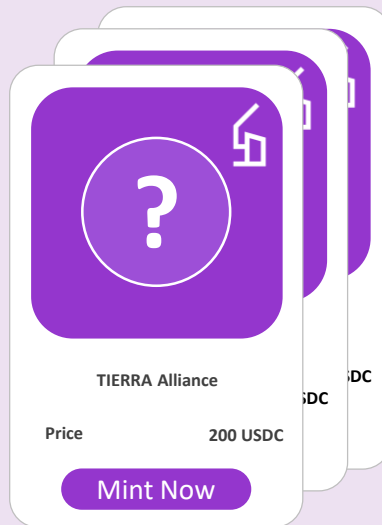
 <p><b>Heydar Aliyev Centre</b> Emily Lush</p> <p>Time 11 Days 15 : 33 : 40 Price 1 ETH</p> <p>♥ 61</p> <p><b>Place a Bid</b></p>	 <p><b>Heydar Aliyev Centre</b> Emily Lush</p> <p>Time 11 Days 15 : 33 : 40 Price 180 MATIC</p> <p>♥ 61</p> <p><b>Place a Bid</b></p>	 <p><b>Vitra Fire Station</b> Zaha Hadid</p> <p>Time 22 Days 13 : 33 : 50 Price 3,221 USDC</p> <p>♥ 27</p> <p><b>Place a Bid</b></p>	 <p><b>Open Hand</b> Le Corbusier</p> <p>Time 37 Days 10 : 31 : 31 Price 18,500 TRMT</p> <p>♥ 63</p> <p><b>Place a Bid</b></p>	 <p><b>Tianjin Ecocity Museums</b> Steven Hall</p> <p>Time 26 Days 12 : 12 : 44 Price 12,548 USDC</p> <p>♥ 22</p> <p><b>Place a Bid</b></p>
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- For the auction sales method, the auction is held for a period set by the artist issuing the NFT, and a general transaction can be carried out when the closing date of the auction expires.



### III. Project Introduction

#### 3.3.1 TIERRA NFT



TIERRA NFT issued by TIERRA META Project is issued in a random box series format.

- NFT holders will be given authorities within the TIERRA platform as TIERRA Alliance and TIERRA DAO.
- The Tierra Alliance within the TIERRA DAO will share the information on real estate businesses and is allowed to propose new real estate businesses.
- Participation in TIERRA Networking Events
- TIERRA Alliance NFT holders will be benefited from real estate assets together with TIERRA META.
- They will be registered in the TIERRA META Whitelist and given an initial purchase voucher opportunity for NFTs issued by TIERRA META.
- TIERRA Alliance NFT is sold in a series consisting of three phases for a certain period of time.
- TIERRA Alliance NFT can be purchased only by holders in possession of a certain amount of TIERRA Tokens (TRMT).
- There is no limit to the quantity that can be purchased, but with limited issuance quantity, each NFT is expected to contain a different image.
- The issuance quantity of TIERRA NFTs is currently under discussion, and they will be produced in collaboration with selected architects or designers.

III. Project Introduction

3.3.2 TIERRA NFT

TIERRA Alliance is a real estate development and finance expert group consisting of various real estate professionals, including architects, accountants, lawyers, real estate agents, construction developers, real estate fund managers and Prop-Techs. By working together with diverse partners such as JJN Development, Scape Development, SPOA, KPEC Investment Firm and Zenerate, we are currently building a complete ecosystem based on optimal alliances.

TIERRA Alliance NFT holders can access the TIERRA DAO page, share the information related to real estate investments and businesses in various forms, and conduct network and business meetings.

The holders will be given opportunities to selectively make investments in various real estate-related businesses with small or large amounts.

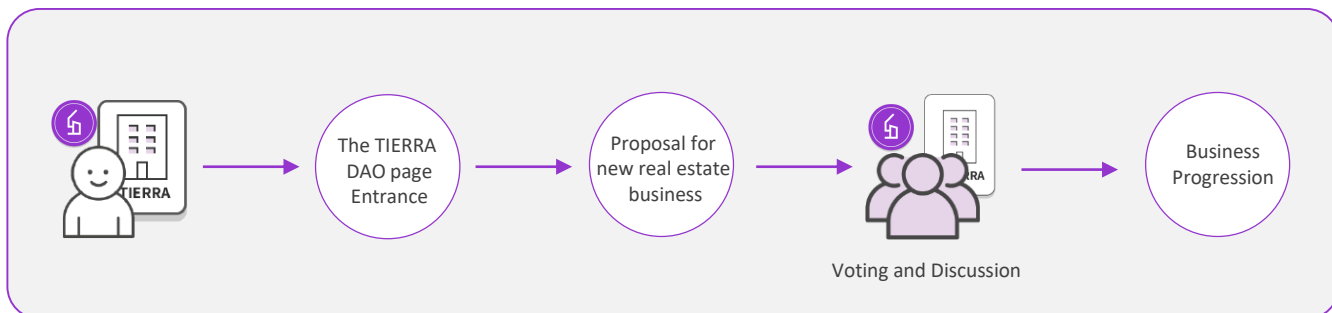


① Residential	② Hospitality	③ Development	④ Retail
<ul style="list-style-type: none"> <li>Providing investment opportunities with small amount of equity to invest diverse residential sector</li> </ul>	<ul style="list-style-type: none"> <li>After Lease &amp; Operate the Hospitality(Hotel/Resort/ Pension and etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Participating in diverse developments in various forms based on the business conditions</li> </ul>	<ul style="list-style-type: none"> <li>Operation of restaurants, cafes, and lounge bars</li> </ul>

### III. Project Introduction

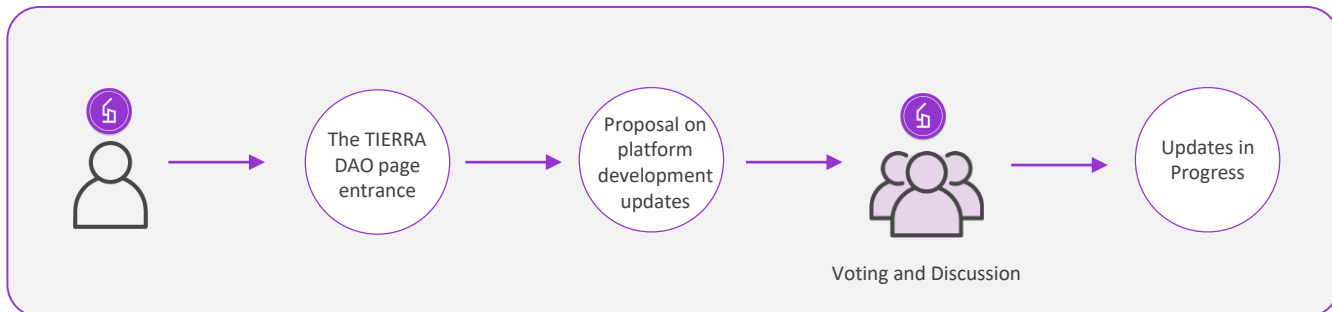
#### 3.3.3 TIERRA DAO

TIERRA DAO will participate in the real estate business and operation of TIERRA META platform.



The TIERRA Alliance NFT holders can share the information on real estate and make proposals regarding new real estate business on the TIERRA DAO page. The proposed business plans can be reviewed and discussed by all TIERRA Alliances, and then can be voted on the convergence of the business proposals. If the corresponding project earns positive evaluation and it is determined to proceed with the business, meetings will be held only for the selected TIERRA Alliance, and then the project concerned will be commenced.

In addition, decisions can be made through proposals and voting concerning the use of TIERRA NFTs in the TIERRA DeFi service to be developed in the future.



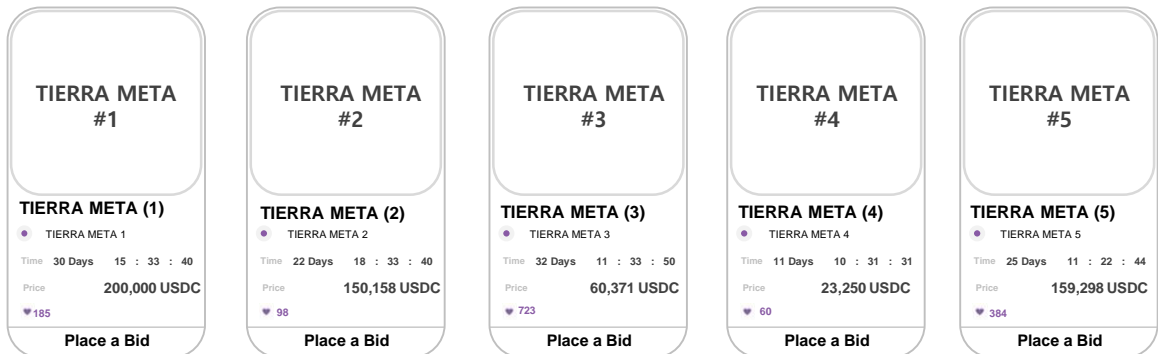
The TIERRA Token (TRMT) holders can access the TIERRA DAO page and review opinions, and can propose ideas concerning the general TIERRA META platform developments and updates as well as can exercise voting rights. The TIERRA DAO exists for the TIERRA Community, allowing it to expand the use of the TIERRA Token (TRMT), and it can also propose opinions and make decision on the DeFi services to be developed in the near future.

The user making the most contributions to the advancement of the TIERRA META Project will be rewarded with TIERRA Alliance NFT, TRMT Tokens, or other NFTs.

### III. Project Introduction

#### 3.3.4 TIERRA DeFi

- TIERRA DeFi provides decentralized financial services for users and TIERRA Token (TRMT) holders within the TIERRA META project.
- The form of the DeFi service will be carried out in various ways, and will be planned and established together with TIERRA DAO.
- Since the regulation concerning the DeFi service in the crypto market is yet to be clear, the services may go through changes depending on future changes in the market and regulations.
- TIERRA DeFi is created through NFTs issued by TIERRA NFT · TIERRA Token TIERRA META.

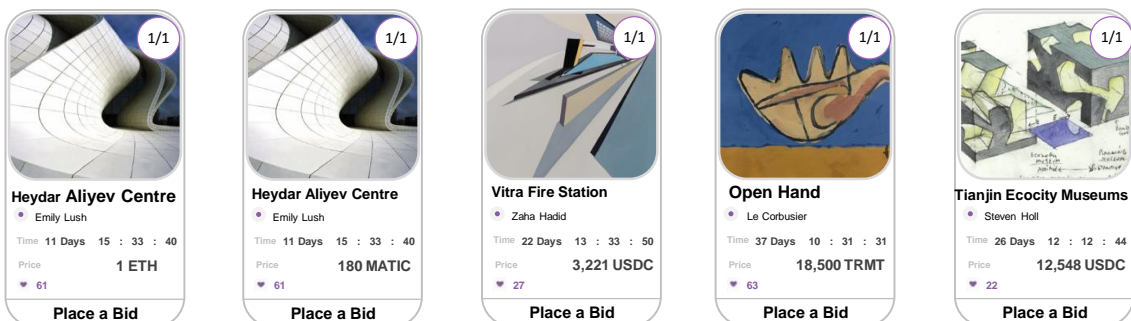


- TIERRA Alliance enables decentralized financial services through the NFT.



= TIERRA TOKEN

- Provides decentralized financial services using TIERRA Token (TRMT).
- TIERRA Token (TRMT) will be used in various forms, such as staking services for LP pools or "Reward payment."
- The overall DeFi services will be developed and progressed in accordance with the progresses of the project together with TIERRA DAO.



- Decentralized financial services available for NFTs issued and traded on BIGLAND (TIERRA NFT Market);
- NFT buyers can entrust or deposit the applicable NFT to TIERRA META, and may use it for events planned by the TIERRA Alliance.



IV. TIERRA Token (TRMT)

4.1 Token Economy



Development Management Operation

TIERRA WALLET

Assets in the TIERRA META Project



Transaction

Governance

Reward



Holding

Tierra Alliance

Sales



Issuance

Holding

Sale

Usage

Integrated Digital Asset Management Solution

TIERRA NFT MARKET

NFT Issuance

NFT Sales

NFT Transaction  
Activation

Reward Payment

TIERRA VAULT  
MGMT.

TIERRA NFT

NFT Issuance

Community  
Activation

TIERRA DAO

Community  
Activation

Platform MGMT.

Real Estate

Networking

TIERRA VAULT  
MGMT.

TIERRA DeFi

TIERRA NFT  
Deposit

TRMT Token  
Deposit

NFT Deposit

Reward payment

TIERRA VAULT  
MGMT.

## IV. TIERRA Token (TRMT)

### 4.2 Token Distribution

Type	Division	Quantity	Summary
Sale	Reserve	25% 625,000,000 TRMT	Token to be used as a hedge means against various risks that may occur
	Marketing	20% 500,000,000 TRMT	Tokens allotted to promote various systems of the project
	Token sale	15% 375,000,000 TRMT	It will be allocated to the participants in token sales and supplied directly to the initial market
Team	Team	10% 250,000,000 TRMT	Rewards allocated to members and contributors who invested efforts into operation and development of the project
	Partners	5% 125,000,000 TRMT	Allocated to provide tokens to creators participating in the platform and market participants
	Eco System	25% 625,000,000 TRMT	Tokens allocated for the expenses required to establish the initial business and services, and also allocated to complete the ecosystem in the long term
Total		100% 2,500,000,000 TRMT	

## V. Team/Advisors/Partnership

### 5.1 Team

#### **CEO; Sungjoon Chae, (Architect) / Founder**

As the CEO of TIERRA META, Seungjoon presents the overall direction of the project. After graduating from the Department of Architecture at the Illinois Institute of Technology, Chae earned a master's degree in Urban Planning and Design from Harvard University. After he developed his career by practicing at Steven Holl Architects and Wiess Manfredii, he is currently serving as an adjunct professor in the Department of Architecture at Hongik University and the representative director of SPOA.

#### **CSO; Steve Baik / Co-Founder**

As the CSO of TIERRA META, Steve is in charge of developing new real estate projects and business planning. After majoring in Real Estate Development and Finance at Columbia University, he worked at multinational companies, including civil engineering corporations, accounting firms, and asset management companies, for about ten years. As a real estate development and finance professional, he was involved in various real estate investments, such as Core, Core Plus, Value-Added and Opportunistic; and he now eyes on implementing a new ecosystem in the industry as he firmly believes that the combination of real estate and NFT poses unlimited potentials.

#### **COO; Younghoon Hwang**

As the COO of TIERRA META, Younghoon is responsible for overall operation and planning of the projects. After graduating from Illinois State University with a degree in Accounting, he worked in the real estate industry and gained experience in various fields of the real estate industry, including tenant management, real estate intermediation, real estate management, real estate development, hotel operation and foodservice business. He came across the information on Bitcoin and blockchain technology in early 2019 and became aware of the infinite potential of this market through his experiences as a journalist and cryptocurrency analyst at a blockchain-specialized media since then.

#### **CFO; Ryan Yoon**

As the CFO of TIERRA META, Ryan is responsible for accounting and taxation affairs. As an accountant specializing in real estate finance, his main business areas include business feasibility evaluation framework for real estate development projects, accounting/tax advice for real estate development, and real estate financial due diligence. After graduating from Sogang University with a degree in Business Administration/Political Science and International Relations, he attained a CPA certification and worked as an accountant specializing in real estate finance at major accounting firms, such as KPMG and EY. As an accountant specializing in real estate finance, he established/advised PFVs and SPCs with over KRW 400 billion of management funds and provided financial advisory services to top-tier asset management companies, such as Samsung SRA Asset Management, Vestas Investment Management, KORAMCO Asset Management, and CBRE GI in Korea.

## V. Team/Advisors/Partnership

### 5.2 Advisors

#### **James Liu**

Executive Director of APEC AMAZON Blockchain Sector (Singapore)  
INSEAD / MBA

#### **Kai Hwang**

Bank of America Real Estate, Gaming & Lodging (REITS)/Executive Director (New York)  
Columbia University / Master's Degree in Real Estate Development and Finance from New York University /  
Bachelor's degree in Business Administration

#### **David Gross**

The Confluent Group / CEO (Santa Monica)  
Master's Degree in Real Estate Development and Finance from Columbia University  
Bachelor's Degree in Economics from Cornell University

#### **Jason Choi**

JJN Development / CEO  
Bachelor's Degree in Business Administration from New York University

#### **Tod Lee**

Real Estate Appraisal

#### **Myungbo Kim**

Attorney / Law Firm Myongcheon



## V. Team/Advisors/Partnership

### 5.3 Partnership

**zenerate**

**D'LIGHT**   
법무법인 디라이트

 **KPEC**  
KOREA PROPERTY & REAL ESTATE COMPANY

**-SPOAI**

  
JJN DEVELOPMENT

 **SCAPE  
DEVELOPMENT**

**NIALABS**

**Jane Partners**