



The Decentralised Metaverse built & backed by the Tron Network

## Whitepaper

V1.1

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WELCOME TO THE TRON TOWN  
**THE HOME OF CRYPTO**



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## INTRO



The Crypto industry as a whole has seen a momentous year of growth, heavily spurred on by the entrance of institutional investors adopting Bitcoin due to its store of value properties. The 2020 spike Bitcoin experienced was also accelerated by its global adoption, as the number of global crypto users reached 300 million in June 2021.

In the aftermath of COVID-19 and the acceleration of Blockchain adoption across the world, it is also predicted that the Metaverse Industry is to expand further within both the Virtual Reality (VR) and Non- Fungible Token (NFT) sectors. According to Strategy Analytics (Global Research Company), the global metaverse market is projected to reach \$280 billion valuation by 2025.



# Tron Town

“The Decentralised Metaverse built & backed by the Tron Network”



# #LEARN #EARN #PLAY #CREATE



**Tron Town will act as a tokenised decentralised VR Metaverse powered by the Tron Network .**

**The Tron assets will be comprised of digital assets that can be Purchased & Governed by the Tron token holders.**

The native token of Tron Town is \$ TTT and holders will be known as Tron owner .

Tron Town is a Metaverse with different games and missions with can find in our world .

It will act as a central hub and welcome all levels of Tron experience. For the first time ever, users will have access to Tron information and immersive content all in one place.

Tron Town's vast user base will allow monetisation through advertising and sponsorship providing an opportunity to share in revenue generation via an NFT mechanism.

By using the world's most advanced real time 3D Creation Engine, Tron Town will leverage this technology to create stunning visualisations and user experience.

Tron Town will be able to educate themselves in the basics of crypto or engage in more advanced learning, earn revenue through real estate ownership, advertising revenue, play games, build networks and much more.

**Be part of a community that builds and creates the future of Tron .**



# ***“What is the Metaverse?”***

The Metaverse is the bridge between physical and virtual worlds within the decentralised and open source virtual world. Tron protocols will emerge for managing digital

value, for example, digital art, real estate & advertising space. The facilitators that make this happen will be NFT's on the Tron Network allowing for affordable and rapid transactions.



***“Tron Town will provide an unprecedented VR Experience for the Tron community, bringing users together all in one immersive and engaging environment.”***





# PRINCIPLES



## #LEARN

### **EDUCATE YOURSELF IN THE TRON TOWN WORLD OF TT ACADEMY**

The world of Tron can be an extremely difficult place to navigate your way around.

With Youtube, Telegram, Twitter & other news platforms, Tron Town will position itself as a central hub, where users can come and learn in Tron Town academy .

## TT ACADEMY

## #EARN

### **GENERATE REVENUE THROUGH MULTIPLE INCOME STREAMS**

Tron Town will be a land of earning opportunities for any on creatting businesses , joining different communities , start your own gallery , rent your place . Othe opportunities will consist of passive earning, staking and advertising.

## TRON MALL

## #PLAY

### **RELAX, SOCIALISE, HAVE FUN AND COMPETE WITH YOUR FRIENDS**

Users can come and play games, entertain friends and network through a truly immersive, first-person perspective of a virtual reality world.

## TRON PLAY

## #CREATE

### **PUSH THE BOUNDARIES OF YOUR CREATIVITY**

Create scenes, artworks, challenges and more, using the simple Builder tool, then take part in events to win prizes. For more experienced creators, the SDK (software development kit) provides the tools to fill the world with social games and applications.

Coming soon for the Network .

## TRON ART CENTER



# MARKET ANALYSIS



According to Zion Market Research, the global augmented and virtual reality market was valued at around USD \$26.7 billion in 2018, and is expected to reach approximately \$814.7 billion by 2025, at a CAGR of 63% between 2019 and 2025. As shown below the potential opportunity for Tron Town& its token holders is immense.



## Decentraland (**MANA**)

Current Marketcap - \$1,307,258,492

Fully diluted Marketcap- \$1,815,111,823

Number of tokens - 2,194,340,927

Price per token - \$0.82



## The Sandbox (**SAND**)

Current Marketcap - \$206,292,773

Fully diluted Marketcap- \$880,019,254

Number of tokens - 3,000,000,000

Price per token - \$0.29



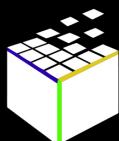
## Dvision Network (**DVI**)

Current Marketcap - \$82,243,028

Fully diluted Marketcap- \$395,213,105

Number of tokens - 1,000,000,000

Price per token - \$0.39



## Sommium Space (**CUBE**)

Current Marketcap - \$30,031,435

Fully diluted Marketcap- \$242,508,526

Number of tokens - 100,000,000

Price per token - \$2.43



## Netvrk (**NTVRK**)

Current Marketcap - \$N/A

Fully diluted Marketcap- \$44,233,688

Number of tokens - 100,000,000

Price per token - \$0.44



# Tron Town SKYSCRAPER



TRON MALL , TRON HOTEL , TRON CLUB ,  
TT ACADEMY , TRON ART CENTER , TRON CASINO  
TRON CONCERT HALL , TRON CONFERENCE

TRON MALL



TRON Hotel



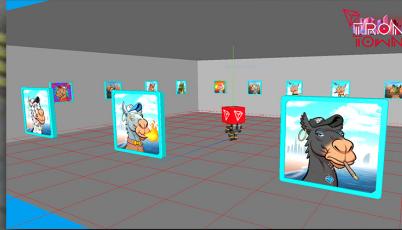
TRON Club



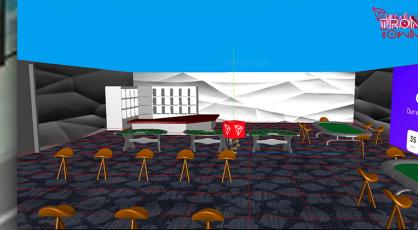
TT ACADEMY



TRON ART CENTER



TRON CASINO



## Current Room Facilities :

Share Screen On Boards

Share Webcam

Talk And Chat With Others

Buy / Sell NFTs [ Land , Wearable , ... ]

Add NFT To your Avatar Head



# ENTERING Tron Town



**TO ACCESS PORTOTYPE  
VISIT THE LINK**



**TRON TOWN METAVERSE**

is a community-driven platform where creators can monetize ASSETS , Run Business On The Metaverse and Gaming experiences such as Racing Car on the Tron blockchain

[LAUNCH DEMO](#)

HOME      WHITEPAPER      ABOUT      MARKETPLACE      LAUNCH DEMO



# AVATAR



## ***CREATING YOUR AVATAR***

Upon signing into Tron Town with the Tron Town link all members can create rooms and start earning many customizable combinations and name their avatar.

Once a user creates their Avatar and claims their unique name this will be applied to your Tron Town passport.

Avatars can be further enhanced whilst in Tron Town by purchasing items from within the marketplace allowing for unique exclusivity.



# KEY ZONES



## TRON MALL



Tron Mall is a place for shopping and businesses in the Metaverse . You can rent or buy NFT , PLOT , in the Tron Mall .

## TRON club



Tron Club is a place to enjoy music and have fun with your friends in the Metaverse Club experience .

## TRON Hotel



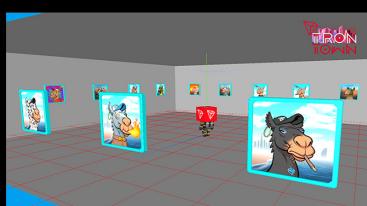
Tron Hotel is a free place for Tron Town guests . All new members can rent a room if they don't own any properties .

## TT ACADEMY



Tron Town Academy is a place for education and learning . We believe that education has lot of potential in the Metaverse

## TRON ART CENTER



Tron Town Art Center is a place full of gallery that owners can create and customized their gallery .

## TRON CASINO



Tron Casino is a place for having some fun in the Metaverse .



# INTRODUCING



## HOW CAN I BUY MY TRON TOWN TOKEN (TTT)

Tron Tokens will initially be available through a series of Private and Public investment rounds. Once these rounds are closed, investors will be required to create a Tron Town wallet where tokens will be distributed to.

## WHAT IS TRON CAR NFT ?

Tron Cars NFT is a collection of 10,000 CAR NFTs—unique digital collectibles coming on the Tron blockchain.

Your Tron Cars doubles as your Tron Town NFTs, and grants access to members-only benefits,

the first of which is access to THE TRON TOWN RACE games



## TYPES OF CAR

There will be variations of car .



# OWNING TTT



## WHAT CAN I DO WITH MY TTT

TTT will be owned by early investors in private sales and all of the community after the public announcement .

Owners all the people who is property , NFT in Tron Town will give the user full rights to develop their REBLOK as they choose, utilising the Tron Town SDK to create content to furnish their REBLOK. Alternatively content can be purchased from the Tron Town marketplace.

Users can buy lands , buildings , VIP , access , ... with TTT.

TTT holders can vote on different proposal coming to dao community .

## WHO WOULD WANT TO BUY OR LEASE TTT

We anticipate all current and new crypto projects and companies requiring a presence within Tron Town . Possible tenants could include:





# INTRODUCING BANNERS



## **WHAT IS BANNERS ?**

Within Tron Town advertisements will play a key role in revenue generation. We are offering investors an opportunity to benefit from that ad revenue, and are calling it banner .

## **WHAT DOES BANNERS OFFER?**

We create fame for our brand partners. We offer a captive audience which guarantees dwell time and play through rate, which is an exciting prospect for advertisers.

## **OWNERSHIP OF BANNERS**

There are 21 large totems and 84 small totems, which are available in Tron Town 50% of that space will be available to purchase through NFT. This is banner . 50% of all revenue generated through banner will be distributed to the NFT holders.

## **OWNING BANNERS**

Banner can be purchased by using Tron Town token. The price depends on the position of the totem in Tron Town Every visitor to Tron Town has to visit floor 1, guaranteeing the highest footfall, and therefore the largest cost. Generally the more premium sites will be on the lower ground floors, decreasing in value as we go further up the tower. The exceptions are floors 6 and 21, which will hold the auditorium and gaming zones.

## **BANNERS REVENUE**

Banner revenue will be distributed to the banner NFT holders on a weighted basis dependant on the position within Tron Town.



# ADVERTISING



**Tron Town will manage the relationship with advertisers and ensure that the adverts are served to the totems dynamically, generating a revenue stream directly for the NFT holder.**

## SMALL TOTEMS

Small totems will be located in standard area on each floor. They will be double sided D6 size boards, and can contain video or static imagery.

Each of the advertising boards will be owned 50% by Tron Town, and 50% by 50 NFT holders. So those 50 NFT holders will gain 1% of all advertising revenue generated by that totem for every NFT held.

Cost of a Small Totem NFT on Floor 1

**6m Tron / \$1500 @ PUBLIC SALE PRICE**

Projected Revenue on Floor 1 from 1 Small Totem NFT

**24k USD per annum**

## LARGE TOTEMS

Large totems will be located in premium area on each floor.

Each of the advertising boards will be owned 50% by Tron Town, and 50% by 50 NFT holders. So those 50 NFT holders will gain 1% of all advertising revenue generated by that totem for every NFT held.

Cost of a Large Totem NFT on Floor 1

**8m Tron / \$2000 @ PUBLIC SALE PRICE**

Projected Revenue on Floor 1 from 1 Large Totem NFT

**31k USD per annum**



**EXTERNAL BUILDING ADVERTISING:** Anyone who visits Manhattan will recognize the bright signs and billboards that are a hallmark of Times Square. This will become an iconic element of the architecture of Tron Town too. These spaces offer big exposure for advertisers.

**MAIN BOARD:** Floor 1 will be home to a trading area which will detail the latest pricing on cryptocurrency. This is undoubtedly highly sought after information and will therefore play a key role in sponsorship.

**Tron Town RADIO:** Always accessible, the Tron Town radio station can be switched on and off, but why switch off and miss out on key crypto information as the user browses Tron Town. Imagine a shopping mall radio station, but super tailored to the user and their needs. Advertising and sponsorship opportunities will be available. Also you can use radio in your car.



# VALUE PROPOSITION



Tron Town's mission is to create the...

## ***"Everything Crypto Ecosystem."***

A place where enthusiasts will come to LEARN, EARN, PLAY & CREATE



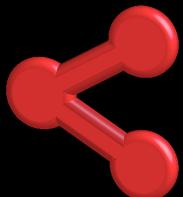
**BUY, SELL & LEASE  
VIRTUAL REAL ESTATE**



**ACCESS A WEALTH  
OF INFORMATION &  
INDUSTRY INSIGHT AT A  
CLICK OF A FINGER**



**AN OPPORTUNITY  
TO ACCESS  
EDUCATIONAL &  
LEARNING TOOLS**



**A FRIENDLY  
ENVIRONMENT FOR  
PARTNERSHIPS & SOCIAL  
NETWORKING**



**ALL INFORMATION IN ONE  
DECENTRALISED HUB**



**MULTIPLE STREAM'S  
OF INCOME BOTH ACTIVE  
& PASSIVE**



**SECURE DECENTRALISED  
VIRTUAL WORLD**



**VIRTUAL EVENTS, STORES,  
GAMES & GALLERIES**



**NEXT GEN PRODUCT  
& AD OPPORTUNITIES**



# TOKEN UTILITY



## UTILITY

The native token for Tron Town is TTT and will be used as the currency in Tron Town

Token holders will be known as TTT .

Initially Tron tokens will be sold during the IDO period to purchase real estate within the districts with the NFT mechanism acting as your title of ownership.

\*All Tron tokens initially used to purchase the property and advertising space will be Locked.

Tron Town will work on a Governance model. NFT holders will form part of that Governance council.

Sponsorship & Advertising will play a key role in generating Tron tokens as revenue.

Tron Rewards Programme through community participation.

Tron Town Marketplace

Staking of Tron

Access to Tron-BIT

## VALUE

Access to Tron Town will be free to all Tron whether you're a Tron Town or not. However larger holdings of Tron will give Tron Town's exclusive privileges.

Real Estate owners will be able to Tron Town customise their owned space. Real Estate can be monetised by licensing, renting or selling with transactions using tokens.

Each NFT will vote via a DAO. Proposals will be made to the DAO where NFT holders will vote with the majority vote winning.

Tron Town is a crypto focused hub that attracts crypto users & communities and therefore is a key opportunity for advertising & sponsorship to this captive audience for all business types.

Tron will be awarded for community engagement & participation of events within Tron Town

Tron The Tron Town Marketplace will be your go to resource to purchase real estate, customise avatars, purchase NFT's to create your personalised reality.

Tron Tokens are used to run the network & can be staked in order to earn attractive APY's

Tron-BIT Tron Town Investment Tank will showcase exclusive projects looking to raise funds. Projects will pitch their idea in a shark tank environment with Token holders eligible to invest.



# TOKENOMICS



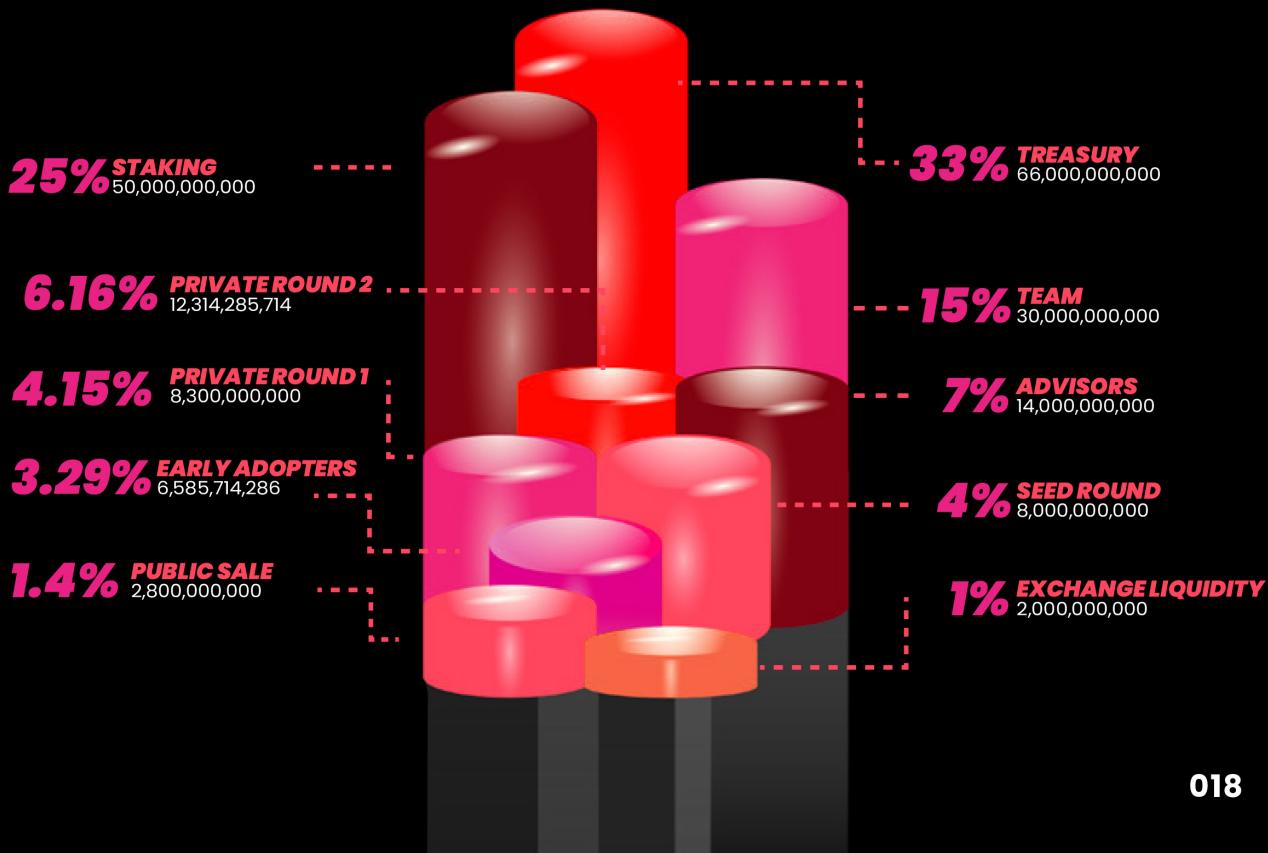
## SUMMARY

<b>Token Name</b>	<b>Total Supply</b>	<b>Initial Circulating Supply</b>	<b>Initial Market Cap</b>	
Tron	200,000,000,000	2,040,000,000	\$510,000*	
ROUND	TOKENS	SUPPLY	TOKEN PRICE	RAISE
Early Adopters	6,585,714,286	3.29%	SAFE ROUND	NA
Seed	8,000,000,000	4%	\$0.00010	\$800,000
Private Sale 1	8,300,000,000	4.15%	\$0.00015	\$1,245,000
Private Sale 2	12,314,285,714	6.16%	\$0.000175	\$2,155,000
Public Sale	2,800,000,000	1.4%	\$0.00025	\$700,000
<b>Total</b>	<b>38,000,000,000</b>	<b>19%</b>		<b>\$4,900,000</b>

## VESTING PERIOD

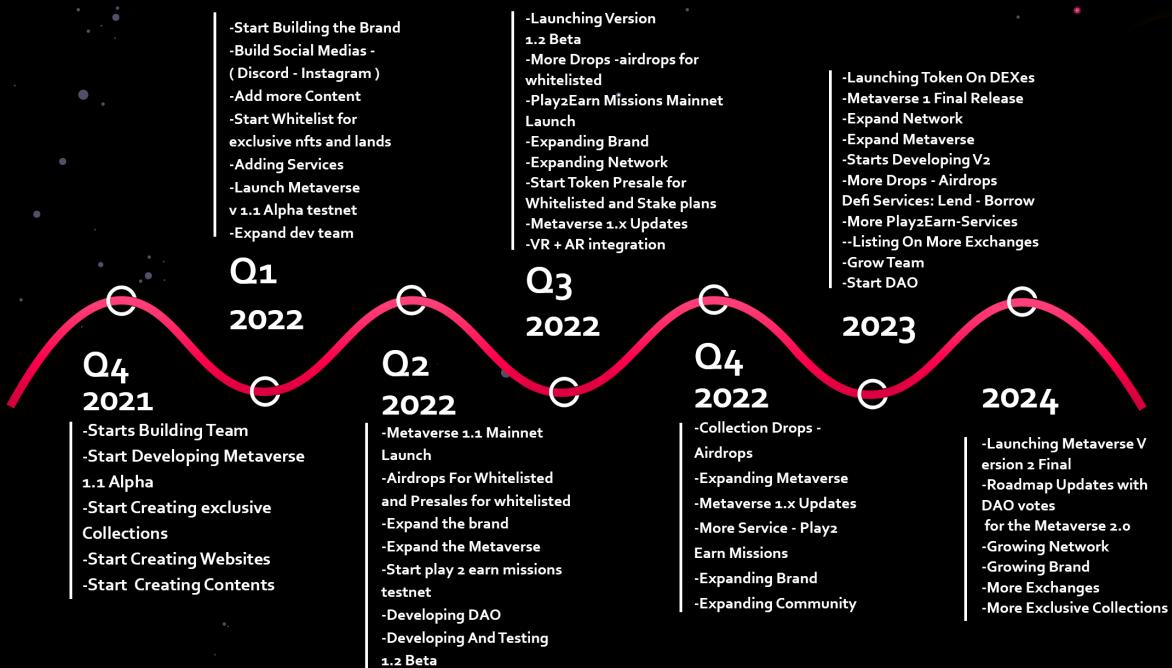
### Allocation Vesting

	Allocation	Vesting
Early Adopters	3.29%	5% at listing, 10% distribution 2, 3, 4 & 5, 15% distribution 6, 7 & 25% distribution 8
Seed Round	4%	5% at listing, 10% distribution 2, 3, 4 & 5, 15% distribution 6, 7 & 25% distribution 8
Private Round 1	4.15%	5% at listing, 10% distribution 2, 3, 4 & 5, 15% distribution 6, 7 & 25% distribution 8
Private Round 2	6.16%	5% at listing, 10% distribution 2, 3, 4 & 5, 15% distribution 6, 7 & 25% distribution 8
Public sale	1.4%	10% at listing, 20% distribution 2, 3 & 4 & 30% distribution 5
Advisors	7%	Unlocked in month 12, linearly released in 12 months
Team	15%	Unlocked in month 12, linearly released in 12 months
Treasury	33%	Unlocked as needed
Staking	25%	Rewards given from launch
Exchange Liquidity	1%	100% at TGE





# SHORT-TERM ROADMAP





TEAM



THE METAVERSE  
ENGINEER

020

