



pc

奖品链
PRIZE CHAIN

PrizeChain NFT+ Marketplace

powered by Wuhan Chain

The PrizeChain NFT+ Marketplace will be the heart of the MetaMorf Ecosystem and the foundation for generating revenue through a variety of innovative web 3.0 products and experiences.

A Social NFT Marketplace for the Chinese Consumer

The MetaMorf team proposes to launch the PrizeChain NFT+ Marketplace (PCNM) in Phase 3 of the proposed timeline. The PCNM is a full-featured NFT marketplace that places the Chinese user at the center. The marketplace will be framed within a social network model. The content and applications on the PrizeChain dAPPs will directly drive new users, generate transaction volume and increase network traffic at the core by leveraging a social network strategy to engage the user to present products and content for discovery. This brings the power of social media to both the PrizeChain NFT+ Marketplace and the Wuhan Chain by providing new utility to increase user retention.

Leveraging BSN Infrastructure

MetaMorf + PrizeChain + Wuhan Chain + BSN + BSN-DDC

PrizeChain will be built on the ERC Ethereum fork of the Blockchain-Based Service Network (BSN), the Wuhan Chain. It will utilize the BSN-Distributed Digital Certificate (BSN-DDC) structure for Non-fungible Tokens that is compliant with Chinese regulations.

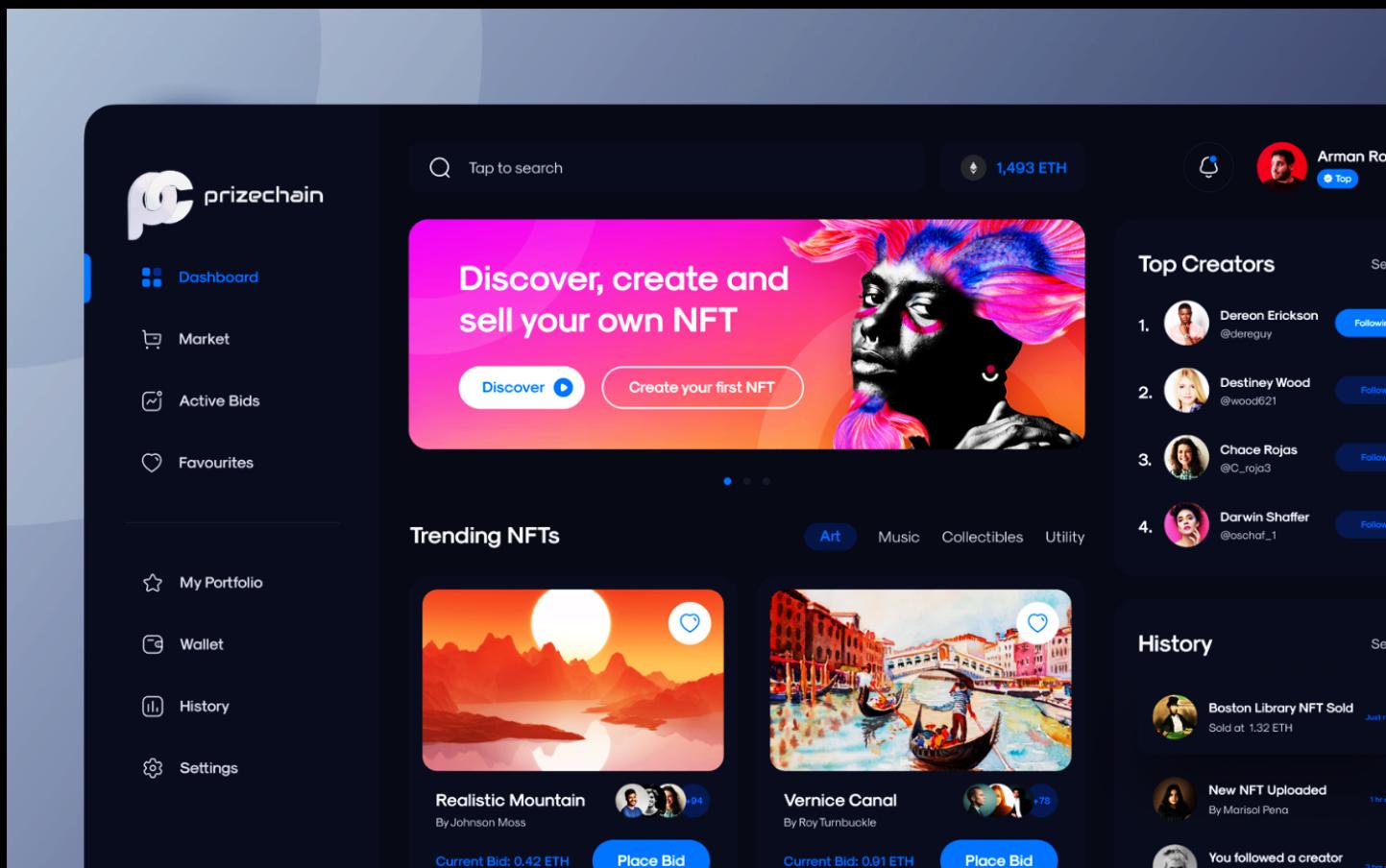


MetaMorf is a Web 3.0 Dev Co. seeking to engage the Chinese consumer by utilizing targeted principles of design built using innovative yet practical industry-leading web platforms, to realize truly scalable applications that are future-proof.

PrizeChain NFT+ Marketplace

UI/UX

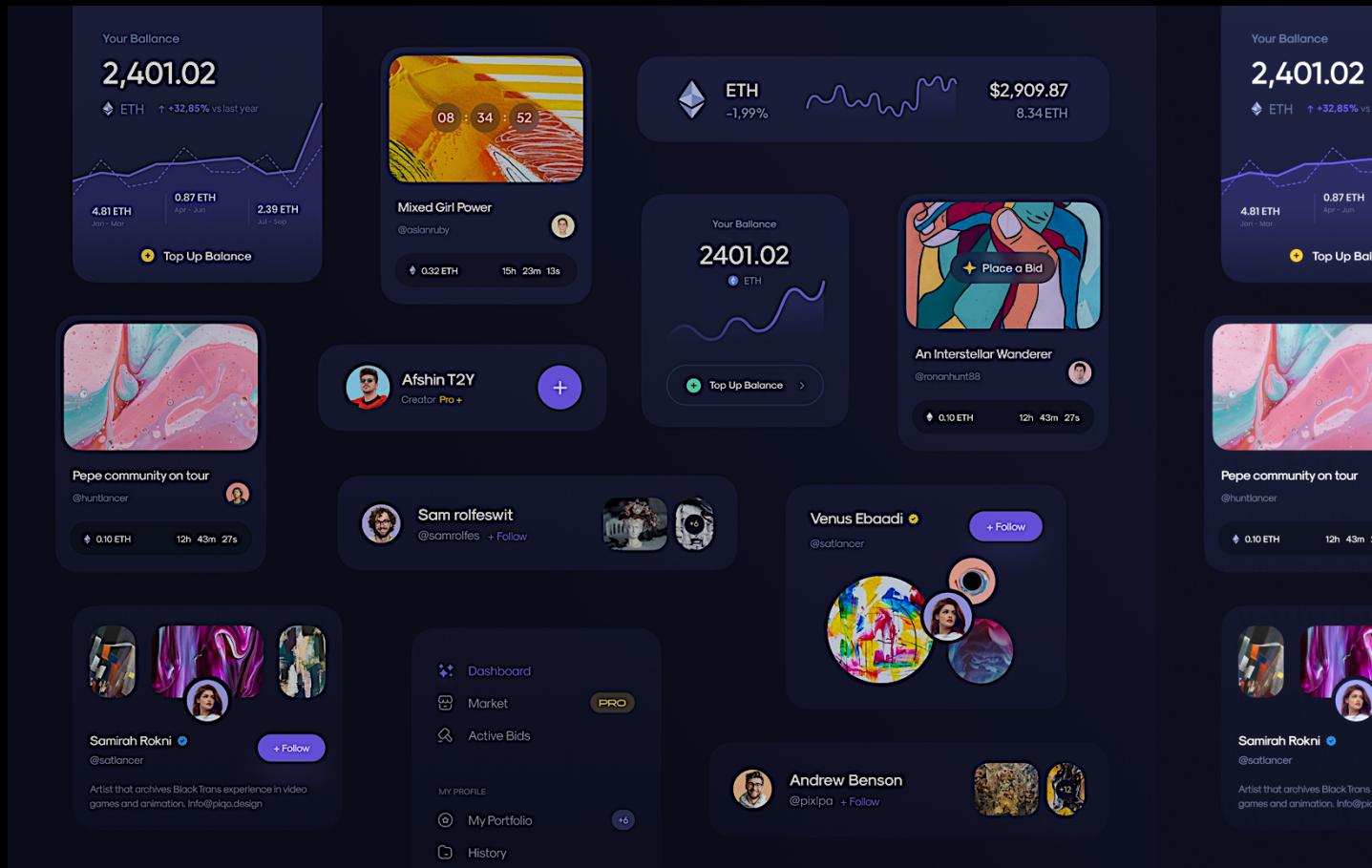
The PrizeChain NFT+ Marketplace will be designed around a single concept; simplicity is the essence of style. The design of the PrizeChain NFT+ marketplace will feature a combination of traditional and modern principles that are grounded within the elegance the golden ratio.



Backgrounds, gradients, colors and even the shapes are all built with a single intent – to be aesthetically pleasing to a wide range of audiences while maintaining the highest amount of functionality wrapped in a timeless design.

Dashboard + Home Feed

One place to view all things NFT & Crypto. The Home Feed will utilize A.I. to customize the look and feel of every user's feed based on their individual interests and behavior on the platform.

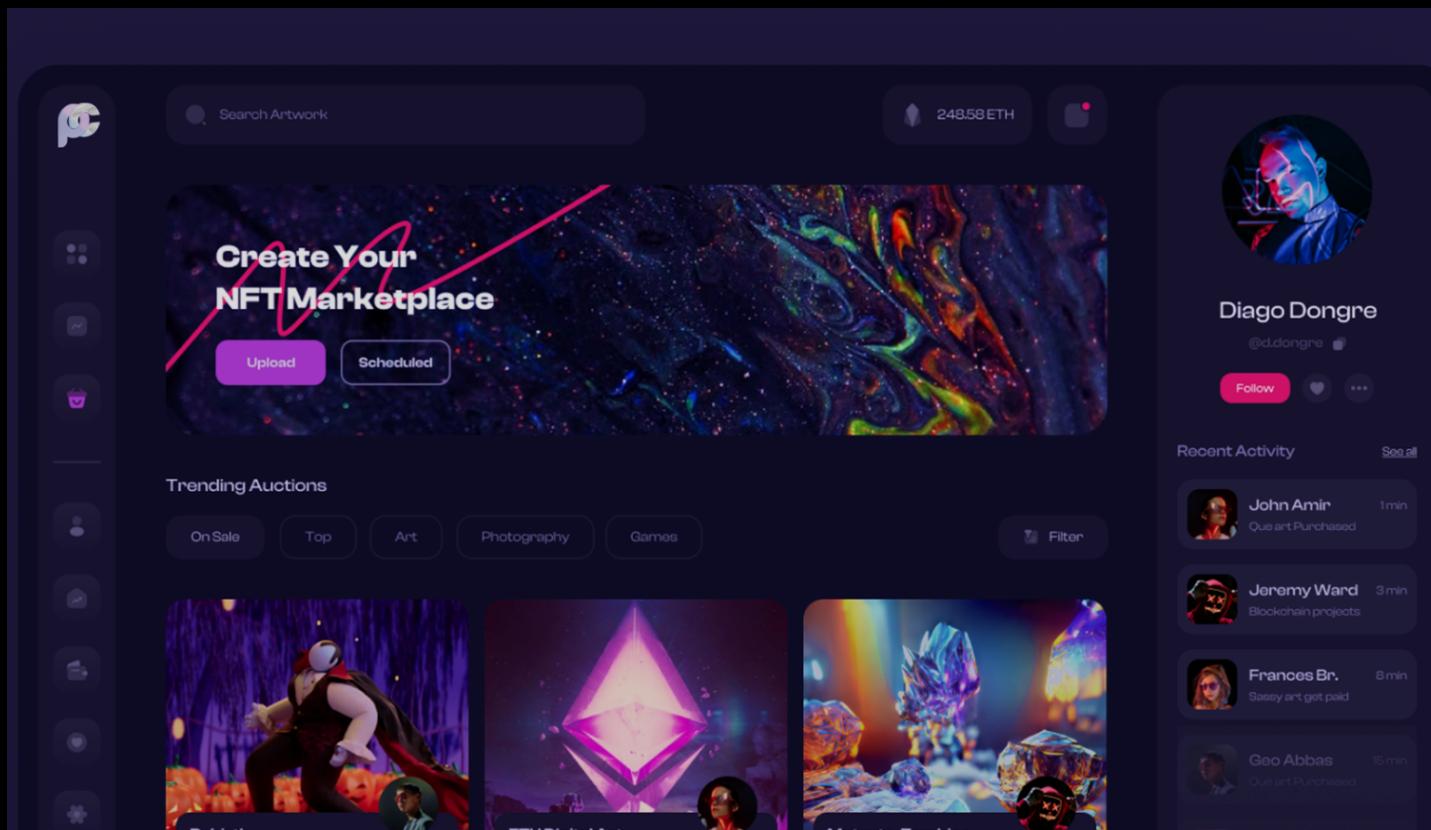


Discover the Dashboard

The dashboard will feature an unlimited scroll cascade of content fetched from user profiles, posts, featured/promoted content /collections, or recently bought/sold items on the marketplace. This will also be the primary channel to deliver targeted ads based on user's interests.

NFT Gallery + User Profiles

User customizable pages for profiles, brands, shops, or collections combined in a modular design. Brands or companies will be able to fully customize the look and feel of their page using their own content.

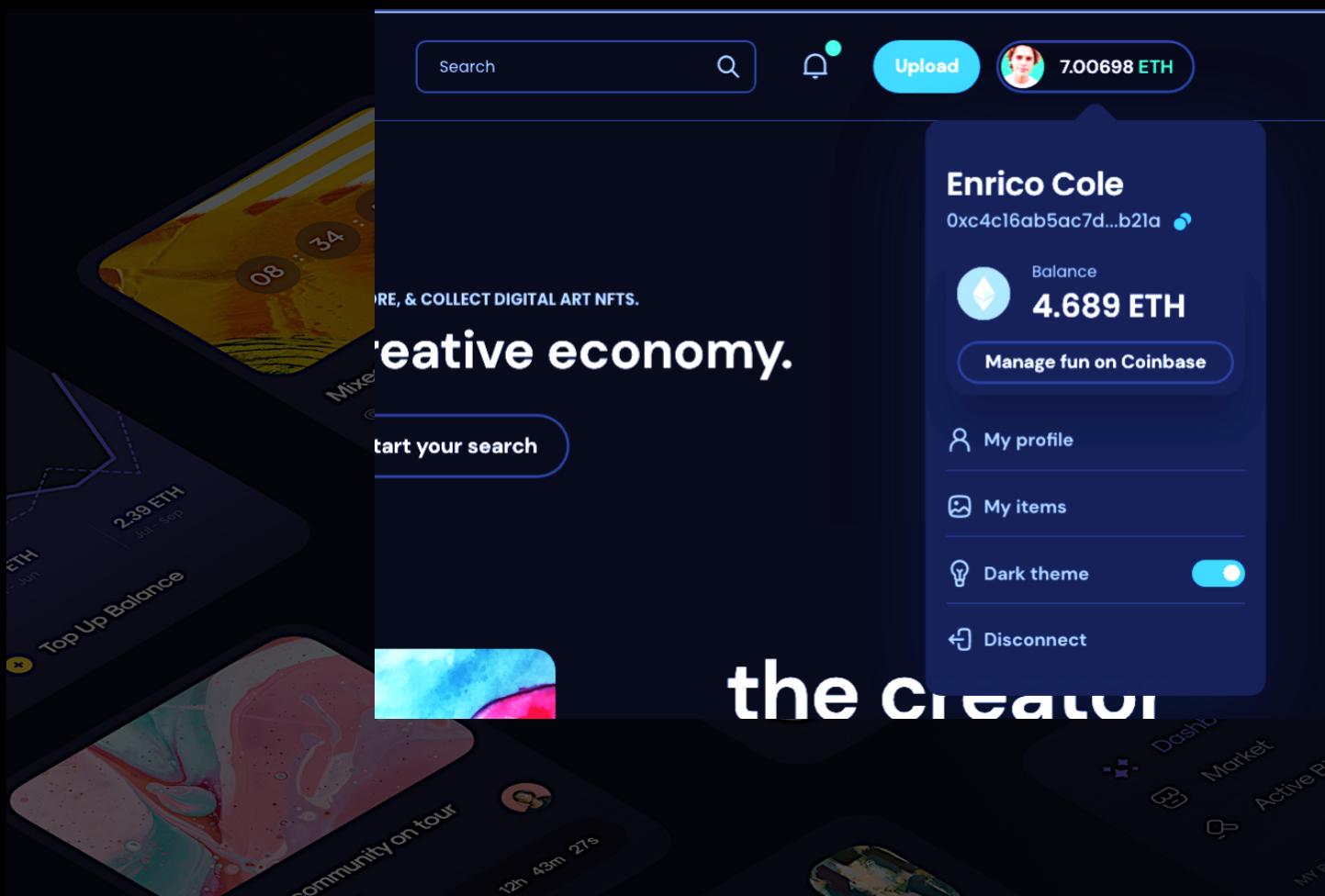


The **Explore+** Page

Trending items will be displayed towards the top of the explore page. This will contain NFTs fetched from the marketplace in an unlimited scroll form sortable by brand, date uploaded, price and more. A user profile panel will be displayed alongside the discovery page highlighting recent user activity with options to follow, like, share and more.

Crypto Wallet + My NFTs

The PriceChain NFT+ marketplace will feature its own Custodial CryptoWallet as well as an NFT Wallet for acquired digital assets on the marketplace. Connect your favorite DeFi wallet to dashboard via WalletConnect e.g. Metamask or TrustWallet.



Buy. Sell. **Trade.** Mint. Transfer

All the features of a traditional NFT marketplace harnesses all the power of established Ethereum marketplaces like OpenSea to the Wuhan Chain, powered by the BSN.

MiniGames + Play to Earn (P2E)

PrizeChain dAPPS

MetaMorf will apply the concepts of play-to-earn (**P2E**), watch-to-earn (**W2E**) and Engage to Earn (**E2E**) to create revenue models for the PrizeChain NFT+ Marketplace dAPPs. By combining these 3 concepts we will create Web 3.0 experiences that are catered to the Chinese market. It will include play-to-earn (P2E) games, watch-to-earn (W2E) media and a marketplace to trade these digital experiences as NFTs.



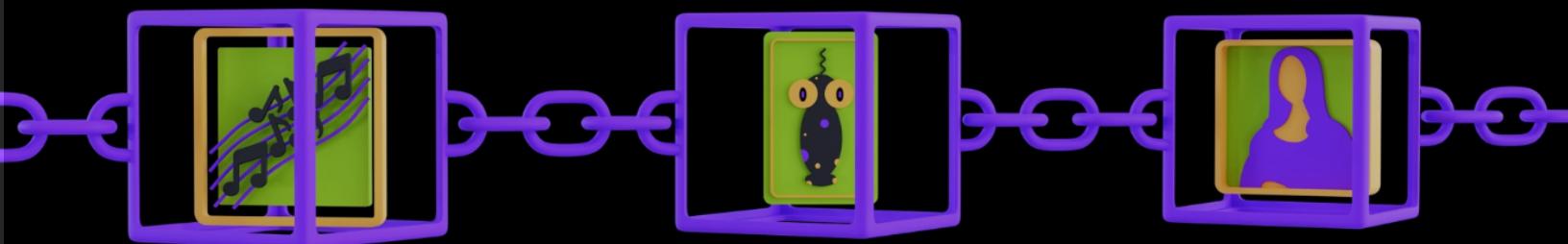
Play-to-Earn (P2E) with PriceChain MiniGames

The home feed will include built in functionality for the integration of MetaMorf gaming dAPPs. The profitability of P2E games is already well established. The sales of digital lands in Axie Infinity (AXS) pet-training game as well as Decentraland (MANA) metaverse amounted to USD \$6 million making them top 40 coins by marketcap. A similar outcome can be expected by building applications like these on the Wuhan Chain.

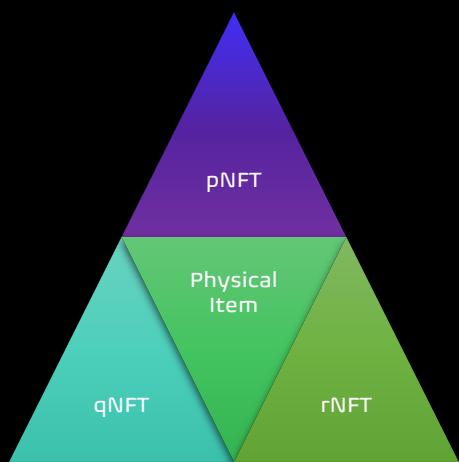
(Howcroft, 2021; Ledesma, 2021; Reback, 2021)

Fake it or Take it + The NFT PrizeShow

“Fake it or Take it” is a simple livestream gameshow that presents viewers with a high-priced designer item and a knock-off version of the item. With the objective of the game being to differentiate the real from the fake, if you guess right, you win the real item and its pNFT, if you guess wrong you get a qNFT. This qNFT can be offered as a discount for products sold on the NFT+ Marketplace. rNFTs or editions will be purchasable live as the show airs. These NFTs will become valuable relative to the circumstance under which they were issued (live-on-air). These qualities make this system valuable.



The pqrs Novel NFT Protocol for PrizeChain

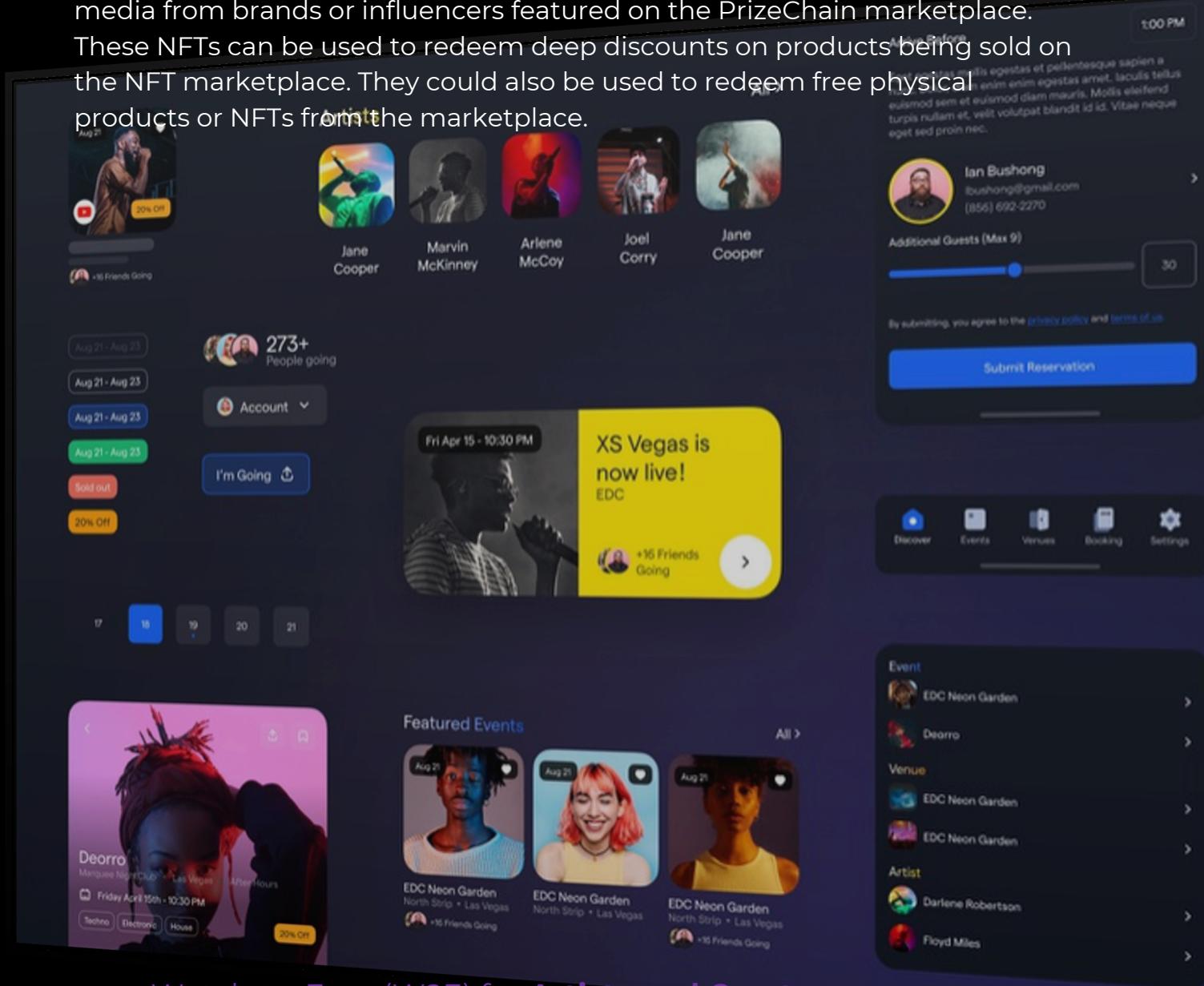


The pqrs model of shared ownership is a novel protocol that brings traditional marketing principles to NFTs and blockchain. The first part is a single securitized NFT container that is bound to the physical item - pNFT. The second part is a redeemable NFT which could be identical to the first NFT container or different, that sits in a user's wallet. The third part are “X” editions of the NFTs which are limited to “X” amount.

PrizeShow + Watch to Earn (W2E) Events

Users will be rewarded with redeemable NFTs for consuming content or media from brands or influencers featured on the PrizeChain marketplace.

These NFTs can be used to redeem deep discounts on products being sold on the NFT marketplace. They could also be used to redeem free physical products or NFTs from the marketplace.

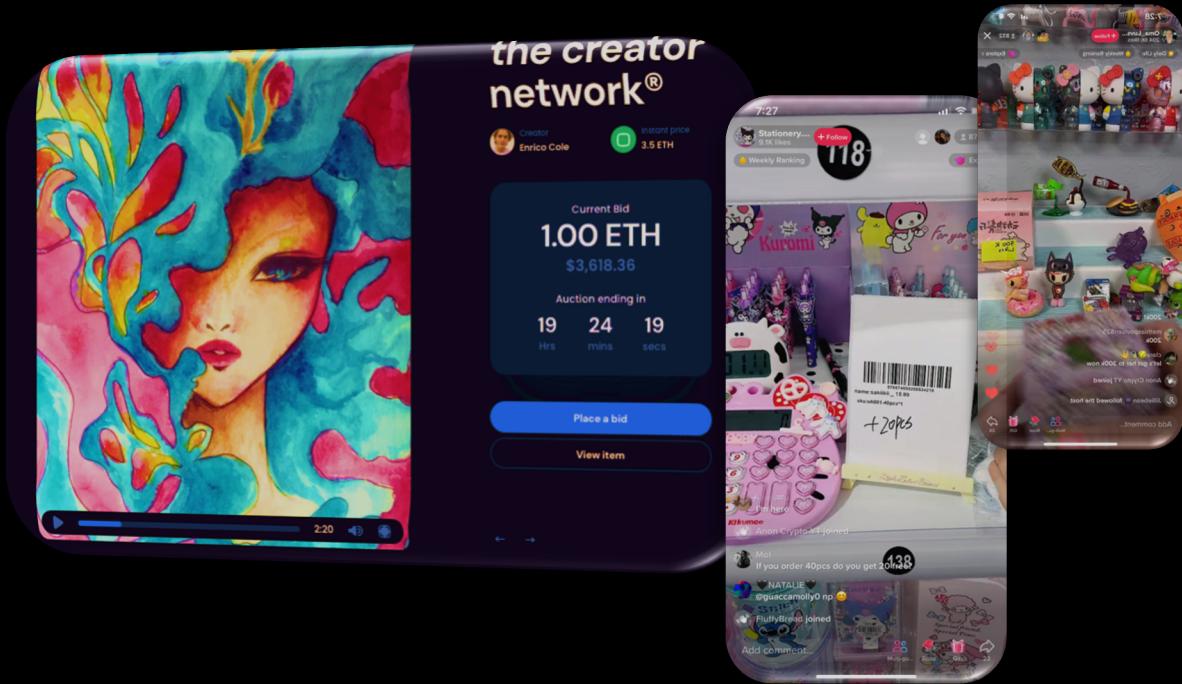


Watch-to-Earn (W2E) for Artists and Creators

The home feed will feature content for W2E Events from time to time or for specific seasons for e.g., Christmas holiday specials. Companies, brands or influencers will be encouraged to participate in the events by creating videos, advertisements and content for specific products or services which can then be featured in the main homepage and/or individual user feeds.

Influencers + Engage to Earn

User generated content from Brands, Influencers, Artists or Companies will be featured in various sections of the PrizeChain NFT+ marketplace. Users will be incentivized to interact with these posts to qualify for redeemable NFTs. Likes, comments or shares can all be monetized using this concept, awarding NFTs for specific interactions with content or collectively. The user will then be able to redeem these NFTs for cash prizes or for free products or NFTs from their favorite influencers.



Using A.I. to create a fresh User Experience

Utilizing Artificial Intelligence via the DaVinci Engine from Open-AI to automatically promote content based a user's specific interests and behaviors will automatically rank the content with the highest engagement. This will place fresh content at the top and create the potential to monetize these spots directly through the interface.

Discover

Ecommerce + Blockchain + A.I.

Recently added ▾

All items

Art

Game

Photography

Music

Video

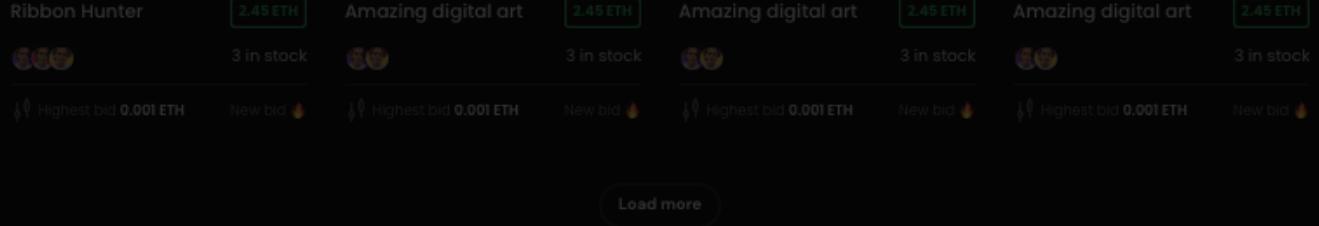
Filter ▾

The PrizeChain NFT+ Marketplace will bring traditional ecommerce built directly into the GUI using familiar and standardized eCommerce infrastructure. These components will be built on Woocommerce, an open-source shopping platform from Wordpress. Woocommerce and Wordpress are industry-leading, scalable platforms that offers directly compatibility with millions of existing stores and merchants in China and across the world.

The properties of NFTs allow for them to demonstrate legitimacy and ownership of distinct items in multiple fields, thus inherently bringing the capacity to demonstrate ownership.

(Nadini, et al., 2021; Vidal-Tomás, 2022; Wang, Li, Wang, & Chen, 2021)

- Ecommerce Store – for exclusive merchandise or sponsored product sales. Adds traditional products to the marketplace using familiar and standardized eCommerce infrastructure.



PrizeChain NFT+ Marketplace

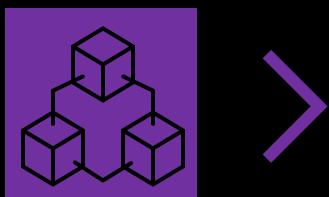
Budget Proposal

Category	Itemized Costs	Amount (\$USD)
Design & Registrations	<ul style="list-style-type: none"> Smart Contracts NFT Metadata Design Audit & Documentation Graphics & Design MetaMorf Page Web 2.0 Registrations 	1000 1000 4000 1000 2000 1000
	Total Amount	10000
Development	<ul style="list-style-type: none"> UI/UX Security & Authorization User Profile Homepage Search, Categories & Filter Product Page Reviews & Ratings Support Cart Payment Gateway Instant Notification Ethereum Integration NFT Management Inventory Management Buyers Panel Author Panel Admin Panel 	5800+ 4800+ 5200+ 10000+ 11500+ 5800+ 5500+ 5500+ 5200+ 4000+ 11500+ 11500+ 5200+ 7500+ 16000+ 10000+
	Total Amount	125000
Quality Analysis Testing & Maintenance	<ul style="list-style-type: none"> Server Costs 3rd Party Integration Application Upgrades Bug Fixes Security Patches 	5500 1000 1000 2000 5500
	Total Amount	15000
Estimated Total Cost		150000

Backend + Tech Stack

Development & Deployment

MetaMorf will perform full backend design, development and deployment utilizing the appropriate tech stack to achieve maximum functionality within the framework of the UI/UX. This will include all Web 3.0 architecture to bring the PrizeChain NFT+ Marketplace to the Wuhan Chain via the Blockchain BSN.



MetaMorf proposes the following tech stack assuming an EVM compatible blockchain e.g. ERC-20, BSN.

- i. HTML5/CSS + Bootstrap - Wordpress
- ii. Javascript – ReactJS, Angular JS, Node JS
- iii. Solidity**
- iv. Wordpress
- v. Woocommerce for eCommerce development alt: Magento/Shopify depending on the required level of blockchain integration.

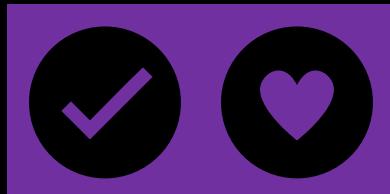
This will involve but is not limited to:

- i. Smart contract creation and deployment
- ii. NFT contract creation and deployment
- iii. Smart Contract Code Audits**

The PrizeChain NFT+ marketplace will be created in a similar manner to Ranganthan et al., implementing a smart contract written in Solidity onto the

Ethereum Network which will be accessible from a web browser via Web3.js Application Programming Interface (API). MetaMask will be the wallet used to interact with the Ethereum blockchain, providing an available, easy-to-access interface for consumers to review their funds. To deliver full decentralization, the Inter Planetary File System (IPFS) will be employed by MetaMorf, leveraging its peer-to-peer network to efficiently store and share data. (IPFS, 2022; Lamela, Rodriguez-Molina, Martinez-Núñez, & Carabajosa, 2022; MetaMask, 2022; Ranganthan, Dantu, Paul, Mears, & Morozov, 2018)

Deployment



- Web 3 is constantly changing, and applications built today must be built with this in mind for the future.

Deployment of the Price Chain application on scalable and future-proof web 3 infrastructure. This would include installing and maintaining the server and infrastructure required to power an application with the intent in mind to provide capacity for 1 Million users.

- Cloud-Based Approach:

The approach will include utilizing cloud-based infrastructure for application deployment. The following features are expected:

- i. Dedicated Server Host – SSD NVME
- ii. Unlimited Bandwidth

Software Recommendations:

- i. cPanel/WHM
- ii. Apache
- iii. MySQL
- iv. PHP
- v. Linux/Ubuntu OS



Deployment will include server and webmaster functions.

- Design of a UI/UX Interface required for web applications from the desktop browser, to tablet and mobile with seamless continuity.
 - a. UX (User Experience Stage) – Prototyping and User Flow
 - b. UI (User Interface Stage) – High Fidelity Prototyping.
- Development of all pages required to achieve functionality using client data or supplementary data if necessary.
- Testing of the UI to verify functionality.
- Deployment.

UX Design

AI is part of our design process

We're using Artificial intelligence to radically change the typical design process for generating content.

AI is quickly becoming more and more deeply entrenched in our society. Subconsciously working in many parts of our everyday lives without us being aware of it.

- Tokenization – a novel way to bind physical art or works to digital assets using a proprietary decentralized minting and verification standard.

Our approach to achieve these objectives will be broken down into the following ways

- i. Utilizing in-house talent for the majority of tasks.
- ii. Scaling our capacity through networking with developers that we have personally vetted for highly specialized tasks.
- iii. Outsourcing where needed highly specialized intellectual talent if necessary for the completion of highly specific crucial tasks.

