



WITLINK

Welcome to the Metaverse

Lightpaper

Table of Contents

1 Introduction	3
1.1 Vision	3
1.2 Mission	3
2. Value Proposition	4
2.1 User Benefits	5
3. Market Analysis	5
3.1 Competition	6
4. Economy	7
4.1 WAI Token	7
4.2 WitLink Land	8
4.3 Zones	9
4.4 Land Monetization	10
5. WitLink Real Estate Group	11
6. Business Model	12
7. Conclusion	12
8. Roadmap	13



01 Introduction

Imagine a universe freed from the everyday physical realities of your life. In this alternate world, you can work, play, relax and connect with people anywhere else on the planet. You can attend gatherings, create incredible art and amass a fortune. You can do anything your imagination can conceive. This is not a far-flung dream: this is the metaverse, and cryptocurrency is the key to accessing it.

In the metaverse, you will inhabit your own space and interact with others using an online avatar that enables you to move, speak and act freely. You will have complete autonomy to do whatever you want, including owning virtual property, much as you would own actual real estate. You can even create a property, such as art or buildings, and you can sell that property to other metaverse users, exchanging the property for non-fungible tokens (NFTs) or other units of value.

The WitLink metaverse is a blockchain-based virtual reality platform where individuals can own a plot of land, resell, rent or create a full-fledged decentralised virtual economy surrounding their virtual property and profit from it. Each of the Plots will be consistently developed by WitLink or individual communities. The plots of land is sold as NFTs, which is ERC-721 compatible, using which you can prove ownership of the virtual land.

1.1 Vision

To become the next evolution of the internet by offering the world a way to consume and create immersive experiences while monetizing and sharing content that will result in an ever-expanding virtual metaverse.

1.2 Mission

We are building our metaverse world, we want to build commercial sites to create opportunities for AI professionals worldwide to develop their projects and talent,



provide young startups with sites to develop with the right experts and develop a culture for growth in various sector.

With the growing scarcity of AI talent, we intend to build educational institutions in the metaverse with AI oriented courses that will make training easy for new professionals and developers.

We are bringing a future where each lands offers growth , experiences, competitions, events, seminars, community activities and much more.

02 Value Proposition

Why most metaverse use cases spans solely across Gaming and other entertainment cases, WitLink looks to expand its use cases to accommodate businesses and educational institutions.

Some business examples of virtual reality the WitLink metaverse will incorporate includes:

- Architects using VR to design homes and let clients walk through before the foundation has ever been laid.
- Potential holidaymakers could visit stores, resorts, etc. in various countries to experience the holiday in VR before booking it.
- Firefighters, soldiers and other workers in hazardous environments using VR to train without putting themselves at risk.
- Consumers trying on clothes in the virtual world to see what they would look like in person.
- People can work together in the virtual world, sit in a conference room, and interact as if in an office. This is perfect timing as more and more offices have been switching to work-from-home arrangements.

WitLink metaverse provides a platform users can own, learn, create, play and earn. Application developers can fully capitalize on the economic interactions between their applications and users by trading in world goods and services with the platform cryptocurrency WAI token and ethereum.



For services to be provided on WitLink virtual world, we are developing a scripting system and templates that enables developers to program the interactions between users and applications. WitLink focuses extensively upon content-creation tools for users of all levels and multiple ways to monetize VR content by users, advertisers, and businesses. Our set of tools is designed so that any user can create and share new and unique experiences in a matter of minutes. With our platform, there will be reduced cost of creating content, providing users with access to a fast-growing number of experiences. Businesses will also be able to find vetted experts in our marketplace that will be readily available to help them develop and monetize their space in the metaverse.

2.1 User Benefits

- The WitLink scripting system will allow the development of applications, games, gambling, and dynamic 3D scenes. and a wide range of capabilities, including creating objects, loading textures, encoding user interactions, sounds, payments, external calls and trading of digital assets in the virtual world.
- Convenient multi-functional platform with the ability to quickly and easily generate fulfilling VR content.
- Multiple streams of income both active and passive.
- Friendly environment for partnerships.
- Access to educational and learning tools.
- Brands may advertise using billboards near, or in, high-traffic land plots to promote their products, services, and events.
- Content, skills monetization and cost efficiency
- Secure virtual world
- Buy, sell and lease virtual real estate

03 Market Analysis

According to the report published by Allied Market Research, the global



augmented and virtual reality market generated \$14.84 billion in 2020, and is expected to reach \$454.73 billion by 2030, witnessing a CAGR of 40.7% from 2021 to 2030.

As shown above the potential opportunity for WitLink and its Nft Land holders is immense.

3.1 Competition

Some projects like AltspaceVR acquired by Microsoft, Sansar, VRChat have jumped on the trend although these projects are non-blockchain based while major hardware manufacturers are Google, Lenovo, HTC, Oculus.

Ethereum, on the other hand, already has the universal ledger and infrastructure in place. It has everything needed to connect all the objects floating around in these digital worlds, galaxies, and universes. Ethereum, DeFi, and NFTs will combine to offer a genuinely open metaverse compared to the contrived, corporate-dominated alternatives.

WitLink is taking this route and in addition, is implementing blockchain technology into its business model to provide added security features, transparency, Data accuracy, traceability, etc.

There are few projects, also powered by blockchain technology, that are positioned as competitors to WitLink. They include: Decentraland, CryptoVoxels, Somnium Space, SandBox, Ceek.

The Value of Landed assets have skyrocketed on some Platforms already, like Decentraland which recently sold a parcel of digital land for \$2.43m, same parcels that sold for about \$20 at the earlier stages. The current cheapest price for a parcel of digital land in Decentraland is 4.4 Ether and on the Sandbox platform is 2.8 Ether.



Table 3.1 Comparative analysis of blockchain-based market players

	Decentraland	CryptoVoxels	Somnium Space	Sandbox	CEEK	WitLink
Blockchain Platform	ETH	ETH	ETH & SOL	ETH	ETH	ETH
seamless Walking experiece	Yes	Yes	Yes	No	Yes	Yes
Payment solution	Yes	Yes	Yes	Yes	Yes	Yes
Digital Land ownership	Yes	Yes	Yes	Yes	No	Yes
Varying Lands	No	Yes	Yes	No	No	Yes
Advertising	Yes	Yes	Yes	Yes	No	Yes
Nft staking	No	No	No	Yes	No	Yes

04 Economy

We are introducing two digital assets: WitLink LAND, the non-fungible assets in which the virtual world is divided; and WAI, an ERC-20 token that fuels the WitLink virtual reality platform and enables users to create, experience, and monetize applications and content, as well as to make in-world purchases of goods and services. Ethereum will also be adopted as a secondary means of payment in the virtual world, there will be an extra fee charge for transactions in ethereum, whereas there will be token incentives for users transacting in WAI tokens on the platform and users who use the WAI tokens regularly will have a chance to earn more money and receive discounts on purchases.

4.1 WAI TOKEN

WAI is an essential part of the WitLink metaverse platform. WAI is an ERC-20 utility token built on the ethereum blockchain that serves as the basis for



transactions within the WitLink metaverse. It enables users to create, experience, and monetize applications and content. Users spend WAI to pay for in-world goods and services in order to access contents, advertise, buy various Nfts, rent plots, and earn WAI through Staking which allows for passive revenues on LANDS: you get more WAI by staking your lands.

4.2 WitLink Land

LANDS are blockchain-backed virtual tokens (using the ERC-721 standard for NFTs) representing spaces in the WitLink metaverse. They allow users to own a portion of the metaverse and thus be able to host content.

There will be 7000 WitLink Land Plots that exist and 15% (1050) of these are reserved by WitLink, comprising 15% of each category. WitLink will develop some of the reserved plots building educational institutions and commercial experiences across the different categories of land plots creating high traffic in these areas which may inflate the price of the surrounding plots. WitLink will also use some of the plots in connection with establishing or solidifying strategic partnerships WitLink believes will provide opportunities for expansion of the WitLink metaverse or enhancements to WitLink metaverse revenue or net income.

There are four (4) plot types in the WitLink metaverse

- Standard Plot
- Deluxe Plot
- Villa Plot
- Executive Plot

A 3D metaverse map will be developed after the public mint and plots will be allocated on a first mint basis with the plots of earlier minters having better geographic placement on the map, such as close to areas known as high traffic zones, etc.

The size of each category of plots differs, the standard plot will have the least



size followed by the deluxe plot, then the villa plot and the executive plot which will have the largest size.

There will be two types of virtual billboards for advertising purposes across various sections of the metaverse, a large bill board and a smaller one. WitLink will maintain ownership of some of these virtual billboards, while the rest will be allocated to the Villa plot and Executive plot owners on a first mint basis with the larger billboards and billboards with better geographic placement going out first. Latter Villa plot minters might not be allocated billboards.

Table 4.2 Breakdown of Land Plots

	Quantity	Reserved	Square Meters	Billboard Ownership
Standard Plot	3780	567	729	No
Deluxe Plot	2380	357	4356	No
Villa Plot	700	105	13,456	Yes
Executive Plot	140	21	30,625	Yes

4.3 Zones

The WitLink metaverse will be divided into four (4) zones, Each zone encompasses all four (4) categories of land and has their land use plan. Users lands will be allocated in the zone of their choice on a first mint basis, when a zone is completed, the zone placement choice of users yet to mint gets limited to only available zones.

Zones and their land use plan

- **Zone 1:** Gaming, Arts & Design, Music, Sports, Fitness, Fashion, social, Entertainment.



- **Zone 2:** Real Estate, Architecture, Interior Design, Tourism, Events, Automotives, Businesses
- **Zone 3:** Healthcare, Education & Training, Conferences and Meetings, News and Journalism
- **Zone 4:** Special projects that meets WitLink criteria and Top brands

4.4 Land Monetization

Owning Land opens up a door of many possibilities for you, users can buy virtual land and use it for a variety of purposes, including:

Permanent Land Sale

In this type of transaction, the owner gives full rights and revenue-sharing of the virtual real estate to the buyer, and by doing so, the buyer acquires the land to do as he/she wishes without any revenue-sharing or other obligations to the previous owner. It could be an empty plot or a developed plot sold with the assets and land together.

Leasing the land

Another way to profit would be to rent land to others at a fixed price for a limited time period or lease it for a revenue share of the business built on the Land. Other terms can come in place as agreed by the land owner and buyer.

Build a business that generates passive income

To generate passive revenue from Land a developer must create an experience where users pay to use, there are numerous experiences or businesses to develop and monetize.

Advertising

virtual reality billboards will be situated around the metaverse and issued to Dextruxe plot and Executive plot owners on a first mint basis. These billboards can be rented or sold to brands or other users for advert placements.



Land Staking

Land owners can lock up their lands in WitLink staking pool for a specific period of time and earn staking rewards on the land in WAI tokens as passive income while maintaining ownership of the land. Rewards earned will be based on length of time, number of land NFTs staked and land properties.

05 WitLink Real Estate Group

The Witlink Real Estate Group is your go to virtual real estate agency offering exposure to the WitLink metaverse platform. We will assist and guide you facilitate the acquisition of virtual property along with a suite of virtual real estate centric services that are provided by WitLink and other users.

Land owners or potential land owners with little or no Knowledge about crypto, blockchain, non-fungible token and the metaverse can reach out to the WitLink real estate group for education, consultation, management and development of their assets.

Users can visit the WitLink Real estate group in-world space to access basic free training videos and tutorials on development and management of in-world assets. Users can also consult any of our experts for additional services at a limited cost.

We plan to offer the following services to help you enter and engage in the metaverse.

- Expert level consulting
- Finding a rental within the metaverse to fit your need
- Management and maintenance of your property
- Buying and selling of virtual real estate across the metaverse
- Architecting, Designing and Developing your build



06 Business Model

The WitLink metaverse platform will generate revenue from such activities as:

- **Transaction fees:** Whenever a transaction on the platform occurs, the user will have to pay transaction fees. These fees will differ according to payment method, payments in WAI will attract lesser charges than payments in ETH.
- **Developing Plots:** WitLink will develop some of the reserved plots building educational institutions and commercial experiences in the metaverse platform and will monetize them through the sale of tickets created as NFTs to access various products and services.
- **Advertising:** WitLink will provide the ability to place in-world ads to extend advertiser branding and awareness, run campaigns, and expand the sales and the success of user operations. WitLink will lease the reserved billboards to brands and other users and will charge the deluxe and executive plot owners a certain percentage of revenue generated from their billboards.
- **Witlink Real Estate Group:** The Witlink Real estate Group is your go to virtual real estate agency offering exposure to the metaverse industry. We will assist in management and development of users real estate assets including; acquisitions, leasing, sales, architecting, designing and developing your build and we will charge fees for these services.
- **Subscription model:** Subscription will allow users to receive extra benefits from platform utilization, the exact features of which will depend upon market demand and user requests.

07 Conclusion

The WitLink metaverse is a blockchain-based virtual reality platform that allows users to own a piece of virtual land which represents their space in the metaverse, enables developers to build and monetize applications on top of it. The scarcity of land creates hubs that capture user attention, which drives revenue to content creators. WAI is the native currency that fuels the metaverse and enables users to create, experience, and monetize applications and content.



08 Roadmap

