Dexart

WHITE PAPER

ABOUT
DEXART

DEXART — is a metaverse, a virtual world built on blockchain. This world unites people all over the planet and gives them opportunities for communication, interaction, work, earning, creativity and entertainment.

Honesty and transparency are at the core of the DEXART world.The economy of the world, expressed in the DXA token, operates openly and has no centralized management. DXA tokens are not issued by the creators of the network or the metaverse, but by the users themselves as a result of their interaction with the virtual world.

At the moments you can enter DEXART using an internet browser or a mobile application. Each DEXART user has their own avatar - a digital identity with which they can interact with the world of DEXART. The users customize the appearance of their avatars themselves and can change it depending on their preferences.

ABOUT
DEXART

In DEXART, you can communicate, make deals, complete quests, work and earn DEXART currency, interact with brands and companies, attend events, study, hold conferences and parties, purchase and sell digital items, vehicles and real estate, and much more.

Companies and brands can create virtual offices and stores in DEXART, sell their products in the form of NFTs, hold events and work meetings.

Artists and creative professionals can use DEXART as a platform to showcase their work, create exhibitions, concerts, performances and more.

Users can spend time in DEXART, chatting with friends, playing games, working and selling their attention to brands through game mechanics.
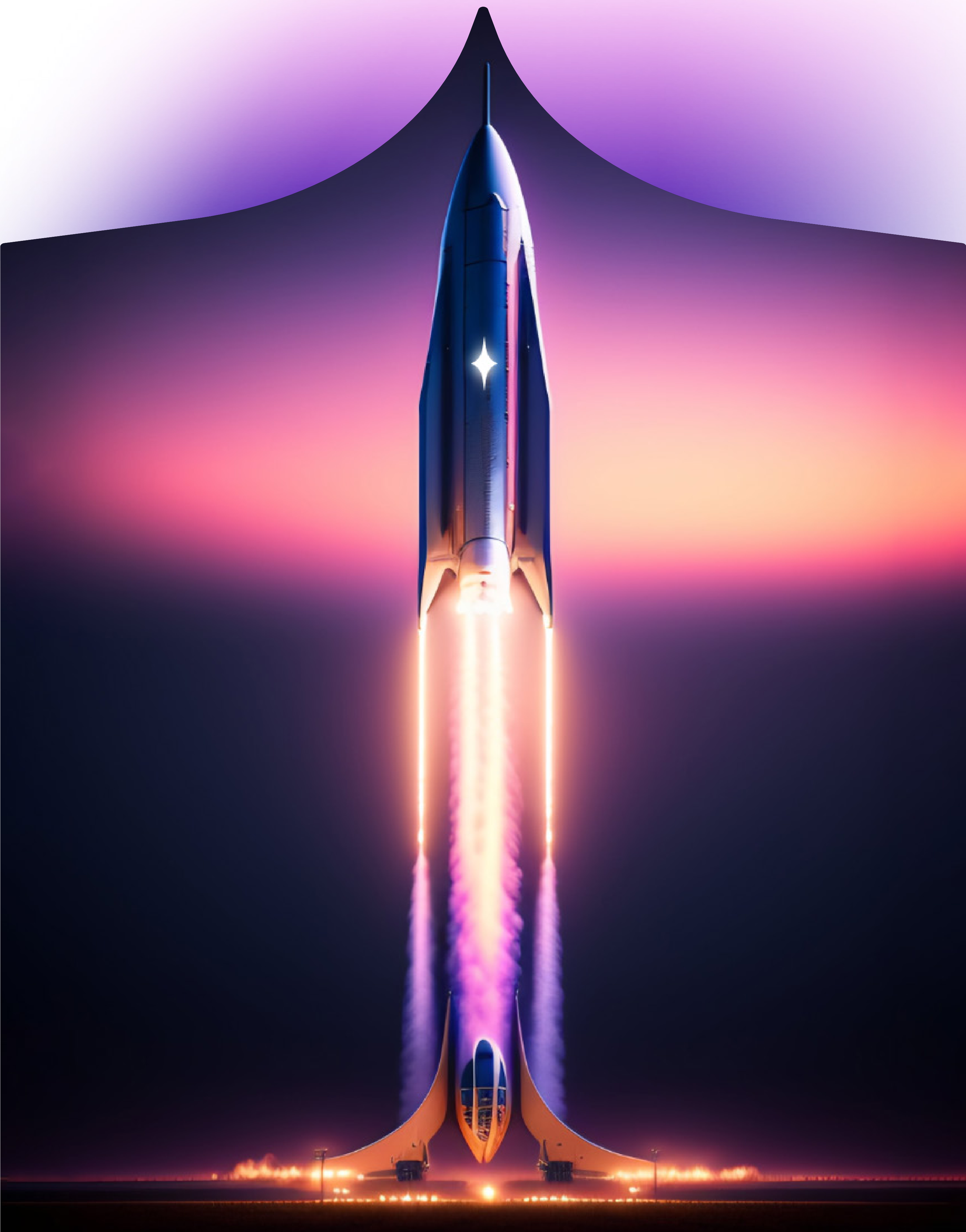
MISSION

The mission of DEXART consists of several steps. Each new step creates the basis for the next one and ultimately leads to the achievement of the main goal of the project.

But in order to better understand the full scale of the idea, the mission of DEXART must be considered from the end - starting from the final point.

MISSION

Short:

DEXART will unite people from all countries and turn them from English, Chinese, Guatemalans and so on into Earthlings. The Dexartians. Humanity will be able to unite and interact equally without centralized pressure. People will be able to jointly own and manage things, projects and intellectual property with the help of DAO.

Detailed:

The main and most ambitious goal of DEXART is to unite people around the world. Give them an interaction tool that will erase any boundaries: geographical, state and linguistic. With the help of the metaverse, people will be able to unite and cooperate, regardless of where they are and what culture they belong to. This will create a new vision of the world for all people on the planet. A vision in which everyone appreciates not only what is next to him, but everything that is on Earth, because it will be easy and simple to touch it, become a part of it. With the help of the metaverse, people will be able to do what previously seemed impossible. Want to be the owner of a part of a gold mine in Africa? Participate in the creation of a high-tech product? Share your creativity with the whole world without intermediaries? We are going to let people forget the phrase "it's impossible" and replace it with "what's the best way to do it". To achieve their goals, people will be able to unite in DAOs, for which there will be no geographical and legal restrictions. DAOs will become the engine of progress because they will be driven by the desire of people for self-realization, earnings and research.

MISSION

Short:

DEXART is a platform for interaction between brands and consumers, built on the attention economy. The Metaverse provides brands with all the tools they need to effectively interact with people, and gives people the opportunity to sell their attention, not give it away for free.

Detailed:

Today it is difficult for brands to get the attention of users. People do not come to the internet to see ads, so the duration of contact with brand messages is tenths of a second. Getting people's attention is becoming more and more difficult, you have to compete with professional content producers, and brands are loosing this competition. DEXART will provide a platform for brands to experience a deeper and more thoughtful user experience through immersive 3D and game mechanics. Here people will understand that their attention is a resource that businesses need, and this resource can be sold. And brands will know that they have access to the undivided attention of users. This transparent approach is at the heart of the attention economy, which has been turned into a token. In a situation where users interact with brands consciously, voluntarily and with pleasure, the value of the contact increases dramatically, and its cost decreases, because in addition to a reward for their attention, the users receive a gaming experience.

MISSION

D

Short:

DEXART is a new generation social network where users communicate with each other, with brands, with influencers and sell their attention for tokens. This is a 3D world that performs the functions of a social network, but has extended functionality - all the possibilities of the metaverses transfer life experience to the digital space.

Detailed:

The younger generation - Generation Alpha - is moving away from the usual «flat» social networks. They spend time in 3D worlds like Roblox or Minecraft. Social networks like Facebook or Twitter are of no value to them due to the limited multimedia experience they offer. They gravitate towards play spaces where they spend half their time: the first part of the day is spent in a social setting (school, university), and the second part in a 3D world (games), where they communicate with the same friends, but in a virtual environment, doing virtual activities - playing, completing tasks, creating, exploring. Therefore, the social network for the Alpha generation is a virtual world - a metaverse that gives them the same opportunities that they have now, but with a focus on communication and social interaction. And in this social network, their communication with brands is different from what it is in the "flat" social networks. On Facebook or Twitter, an ad doesn't ask the user if they're ready to see it or if they want to. Brands pay the platform to show ads, and the platform keeps all the profits to itself. The user, on the other hand, receives an inferior experience, "chopped" into pieces by advertising messages. Advertising gets the attention of users for free, it takes it away from them, appearing right where the creators of the platform put it. In DEXART, a user can voluntarily choose to interact with a brand for a fee. In other words, the user sells their attention and it is the user, not the platform, who receives the main benefit in the form of a reward for completing tasks from brands or interacting with branded content.

MISSION

D✦

Short:

DEXART is a space where the younger generation feels safe and comfortable. Here they can communicate, interact with each other and with brands, and study too.

Detailed:

Today, the younger generation (Generation Alpha) is already crawling into virtual worlds. This is where they go when their daily routine is completed — after school or university. There they have fun, communicate with peers, express themselves. DEXART will be a place for them that combines both functions. There they can study and spend time with friends. Due to 3D technologies and game mechanics, learning will become more interactive and interesting, it can be turned into a game that is interesting to play with friends. Thus, the familiar experience of virtual interaction of the Alpha generation will be enriched with new features. We take their familiar approach to social experience and make it deeper, more useful and more effective. Not only will they be able to learn and connect, but they will also be able to interact with their favorite influencers, content creators and brands that will populate the virtual world.

ECOSYSTEM

**DEXART ecosystem
has three main
components**

01

/USERS

Users are the consumers of content in the metaverse and the ones who use the most of its capabilities. For them, DEXART is a social network, office, playground and workplace at the same time. They can communicate and spend time with friends, go to events, study, work and earn money, have fun and do everything they are used to in real life and the Internet.
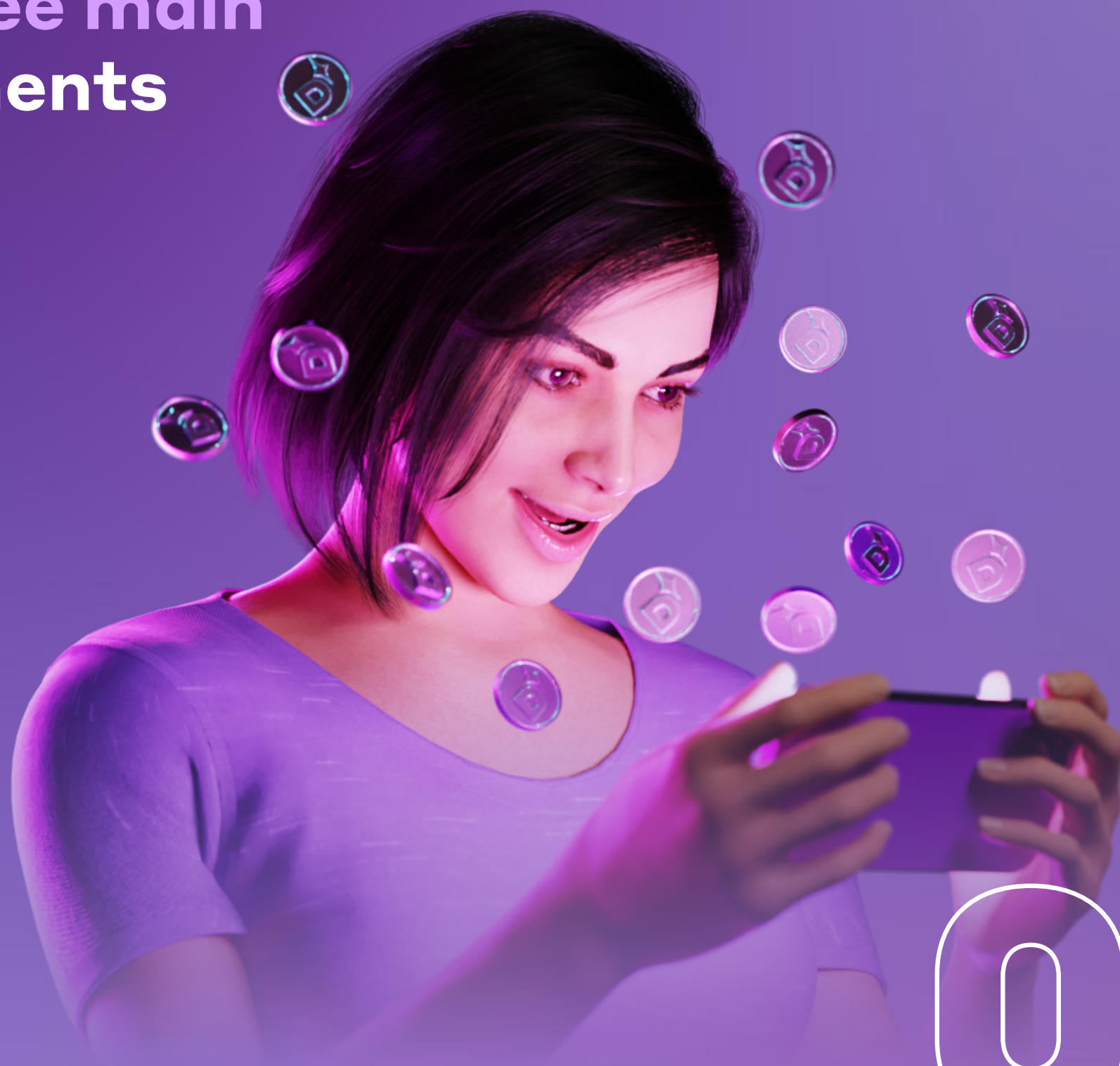
In addition, users are the basis of DEXART tokenomics, since their attention provides the internal currency of the metaverse.

ECOSYSTEM

DEXART ecosystem
has three main
components

02
/BUSINESSES

Companies come to DEXART for the attention of users. They know that the attention of users is not scattered in the metaverse and it is easier to get it than in ordinary social networks or web in general. Here, users are paying attention to what is happening around and are not distracted by stimuli that are present in the real world.

Businesses bring liquidity to the metaverse, and they also bring their audience with them.

At the same time, DEXART is a metaverse for business. Here, companies get not only the virtual space itself, but also the audience, tools for effective interaction with it, and analytics toolkit too.

The money that businesses bring to the metaverse is distributed among community members through game mechanics. A small part remains in the form of a commission of the metaverse itself.

In DEXART, companies receive all the necessary tools for interaction with the audience, as well as analytics and performance measurement tools. They can digitize their customers and continue to interact with them, reducing the cost per lead and increasing the effectiveness of communication.

ECOSYSTEM

**DEXART ecosystem
has three main
components**

03

/CONTENT CREATORS

Influencers, bloggers, artists, artists - everyone who creates unique content will be able to use DEXART to the maximum. Here they have the opportunity to show their works and earn money from them, as well as join DAOs and become brand partners in order to create content for the goals of companies and earn.

Exhibitions in NFT galleries, concerts in virtual clubs, meetings with fans in the most unusual locations - there are many opportunities for interaction with the audience. But the main advantage of the metaverse for content creators is that they truly own their audience.

USE CASES

/USERS

Users treat DEXART as a social network where they can chat and spend time with friends while completing tasks and earning tokens. The user acquires a plot of virtual land and grows plants on it. Growing new types of plants, he sells them on the market and receives tokens, with which he buys additional items for his virtual home and clothes for the avatar. After completing quests from brands, the user receives tokens and purchases tickets to a concert of their favorite artist in the metaverse.

/BUSINESSES

The company buys tokens and uses them as a reward for users who complete the quests of this company. As a result, users spend a lot of time in contact with the brand and its product, and the brand gets a deep interaction with the customer. Due to this model (voluntary interaction of the client with advertising for a fee), the conversion grows, and the cost of the lead decreases. In addition, the funds brought by the brand to the metaverse are distributed among users, and do not settle on the account of the owner of the metaverse.

/CONTENT CREATORS

Content creators can join DAOs to fund their work, which is then exhibited in galleries, played at events, sold on marketplaces in the metaverse. DAO provides simplicity and transparency of processes, allows creators to be creative and not think about financial and organizational issues. Everyone invests what they can — work, art objects, time — and the total profit is divided among the DAO participants. In addition, content creators attract their audience to the metaverse and receive a percentage of all their transactions (referral program).

MONETIZATION

In DEXART
there are a lot of ways
of earning money
and monetizing
the audience

OPPORTUNITIES

For users:

- Complete quests from brands (tokens as a reward)
- Participate in a plant-to-earn game and sell the resulting plants on the market
- Lease your land or property on it
- Trade tokens on the exchange
- Stake tokens and earn interest
- Work in the metaverse / with the help of the metaverse
- Invite friends to the metaverse (referral program)

For brands:

- Sell goods as NFTs
- Sell tickets for virtual events
- Create branded content that will generate user attention - produce tokens
- Buy and sell real estate
- Rent real estate out
- Bring new audience (referral program)

For content creators:

- Sell their creations in the metaverse
- Create unique content for brands and users
- Bring new audience (referral program)
- Design metaverse quests for brands

Dexart

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🐦 @dexartmetaverse

📷 @dexartmetaverse

Ⓜ @dexartmetaverse