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Introduction

The Metaverse is here. With global adoption and entry of large technology giants, the metaverse has proven to be more of a when instead of an if, with Web3 very much real and here to stay. The Metaverse will mean different things to different people. Some will be attracted to gaming, some may see it as a business opportunity, some may be inclined to the ease of hooking on a VR glass and doing things, and these are just a few to name, the possibilities are endless. The future is here with Web3, Metaverse, and NFT.

Metalife Metaverse is the future of Metaverse, with a world reimagined to bring together Business, Entertainment & Gaming along with endless opportunities to digitize and monetize you. Metalife Metaverse is much more than just being a platform, it will have an integrated eco-system which will be a new frontier, to give an immersive experience of the metaverse whilst providing the connector or the virtual world and real-life economy. Metalife Metaverse is set to become one of the main pioneers of the Metaverse where people will shop, work and play, do business, and play games, with VR-Ready environments for a truly immersive experience.

The MetaLife Metaverse Future

The metaverse exists as a parallel digital twin that exists with the span of all digital technologies that eventually will be in control of the real world. We can visualize the metaverse to be like a 3D internet, the future of which we are evolving into.

The internet exists in almost every country with networks, applications, over a hundred million servers, countless websites, and devices. All these technologies work alongside each other to exchange information and provide means of finding information and interconnecting people from all around the globe. The world, as we speak is majorly digitalized with nearly 20% of the world economy considered digital, whilst the rest 80% actually running on it. Look at the current state where we have already relied heavily on digital to do our simple day-to-day, like paying bills, meetings, shopping online, seeking news and education, and so much more. We can already see how heavily we rely on our mobile devices to perform digital tasks.

The history of trade ages back to centuries ago, when people turned to marketplaces to shop: buy, sell, and trade goods and services. From Amazon to eBay, to Netflix, companies began challenging the notion of traditional brick-and-mortar shopping. The unprecedented growth of e-commerce did topple some market segments and created growing concern that physical retail may face its bitter end, but the dot com bubble burst and the movement proved to be more transitional than terminal. What eCommerce did force upon the market, however, was an unofficial mandate that in order to compete, companies had to adopt an online presence.

Taking that a step further, retailers are now leaning more and more into both online and in-person gatherings and events in an effort to create a memorable, lasting experience. Hosting pop-up parties, exercise sessions, and influencer collaborations in-store (and now virtually) have become much more commonplace. Similarly, shopping centers themselves have begun filling in old retail spaces and public spaces with experiential elements like playgrounds, fitness centers, coworking spaces, lounge areas, and all with the intent of making the best possible experience a reality for visitors.

The Metalife Metaverse is a Business, Entertainment, and Gaming metaverse that has taken the dynamics of shopping, marketplace, and experience to provide an enhanced experience and a shift in the paradigm of shopping and marketplace.

The Metaverse would be the next evolution of the 3D internet where it will not only serve as a window and mode of communication, but instead, it will be

somewhere we will exist and live in the virtual world, in 3D through immersive VR headsets and avatars.

The current has already seen hundreds of millions of people logging onto Roblox, Fortnite, and Minecraft where there are massive, interconnected worlds, that support virtual identity along with virtual goods, which has been providing an immersive gaming experience. These platforms have seen an evolution too, from being just gaming platforms to now being a space to host concerts, and it seems to keep evolving further.

Real-world Simulations

Multinational corporations, governments, institutions, universities, and research labs will use Metalife Metaverse to run environments. Digital twins of existing physical spaces can become proving grounds in the metaverse. By generating never-before-seen simulations, users can adjust and change scenarios to avoid costly errors.

Imagine being able to learn to handle dangerous tools or equipment in the metaverse with fully integrated simulation, or how a student doing medicine be able to perform surgery as part of their training, or even pilots being able to do simulations in the metaverse as it's a requirement of their ongoing career.

Thanks to Metalife Metaverse, users can apply real-world AI-driven physics engine integration to assess best practices for replicating past and future environments. From VTOL to smart city simulations, and material science to urban development, our proven modeling technology for smart cities will simulate the effective use of space, materials, and logistics.

Metalife Metaverse offers a wide range of options in exchange for reinvestment, including education initiatives, professional training, and extended learning. Contracts include revenue-share opportunities associated with sovereign-level development and commercialization of metaverse events and testing.

MetaLife Key Principles

LEARN

The crypto world is overwhelming if you're just finding your way around. Metalife Metaverse aims to be a central hub where users can come and learn in an open environment.

EARN
Metalife Metaverse will be a land of multiple income streams, inclusive of passive earning, staking, and advertising.

PLAY
Users can come and play games, compete, and win apart from completing quests by Metalife Metaverse or even user-created activities.

CREATE
Create scenes, and environments, build games, and open opportunities to push creative boundaries.

CONNECT
In the world today, the connection is how you grow. With the right access, your reach can be accelerated to the right people and audience. Imagine being able to do all this virtually.

MetaLife Integrated Eco-System

Metalife Metaverse Integrated Eco-System is designed to encourage utilization in the real world, which creates a closed-loop and growing economy that will drive the value of Metalife tokens. Imagine being able to use NFTs received in the Metalife Metaverse as rewards that can be used in real life or how about being able to get special discounts This will intrigue more curiosity thus driving adoption to the metaverse to partake benefits that can be used in real life.
In order to achieve our integrated ecosystem model, we have also set out the following principles:

Simplicity

The key advantages of using blockchain in Metalife Metaverse's ecosystem are transparency and traceability; it provides Metalife Metaverse with the ability to ensure that $Metalife transactions are properly authenticated and reconcilable. However, the use of cryptocurrencies is relatively new to many. Therefore, it is

crucial for Metalife Metaverse to optimize the user experience of utilizing $Metalife within Metalife Metaverse's integrated ecosystem to achieve high usability.

We have chosen to deploy our $Metalife tokens on BSC as it comes with the speedy transaction and security, and Binance has a large community being one of the leading key players in the industry.

Sustainability

Metalife Metaverse's integrated ecosystem will be built with a long-term strategic view to ensure the sustainability of the business model. All new business models will undergo a business development process within Metalife Metaverse for research and exploration by qualified individuals before implementation. This is important to ensure that the business model remains viable for the long term. Another effort of sustainability is seen in terms of $Metalife token and NFT rewards which can be used in real life. This can contribute to being energy efficient and minimizing carbon footprint. Advertisement totems in the Metalife Metaverse will also feature discounts/codes that can be used in real life for redemption.

We believe that every little bit we do can contribute to the environment and will be taking a continuous effort to contribute.

Scalability

The development of an integrated ecosystem will be a massive undertaking. The metaverse is designed with scalability in consideration, as we believe the metaverse has no grounds for limitations, and therefore we are not predefined with growth limitations.

Scalability to the designs is the key to the thought process for this integrated ecosystem as there is a need for the capability to horizontal scale as more new content and functionalities are being added to the ecosystem.

MetaLife Avatars

The Metalife Metaverse will feature the most advanced metaverse avatar creator by integrating photorealistic characters with options as human, humanoid, ancient characters or creatures and customization options.

As a user, you will receive a Free Avatar which has basic customization options. You will further have options to fully customize your avatar with skins purchased from the marketplace from brands, Metalife NFTs, partner merchants, and much more.

MetaLife Properties

MetaLife Land Distributions

A total of 100,000 plots of land will be available.
• Of that amount the first 10,000 plots will freely be distributed to users.
• 20,000 plots with 1000 square feet of space will be provided to buyers at a 20% discount.
• 10,000 plots with 700 square feet of space will be available for small shops.
• 30,000 plots with 1000, 5000, 10,000, and 20,000 square feet of space will be available for development. Users will not be able to purchase land. All land here will be filled with pre-built assets.
• 10,000 plots with 5,000 square feet of space will be available for premium subscribers with a private pool, gym, garage, and garden.
• 10,000 plots with 2,000 square feet of space will be ready to move residential spaces.
• All properties can be sold or also be leased out.

MetaLife Economy

Why MetaLife?

State-of-the-art Graphics
Best-in-class Unreal gaming 3-D graphics engine that constantly improves updated releases and provides a realistic feel to the metaverse
Smart Contracts

Multiple layers allow for marginal revenue share payments. Each micropayment aligns the ecosystem toward collective value generation.

Governance

Buying land in Metalife Metaverse? The governance is set to give an unbiased decision-making effort to serve a decentralized metaverse

MarketPlace

The marketplace allows direct experience integration for on-demand virtual estate development, experiences, design, and more.

NFT Asset Production

NFTs generated in the Metalife Metaverse are trackable and permanent. Assets generated and built into Metalife Metaverse become dynamic smart contracts giving the owner full control over distribution and collaborations.

Aligned Incentives

Build your Metaverse business and incentivize the community to help. Each smart contract empowers landowners, designers, developers, promoters, artists, influencers, and beyond.

Who We Are

Futurists at the forefront of emerging technologies with a rich history in social networks, growth, marketing, gaming, and promotion.

MetaLife Activities

Event Hostings

There will be events taking place that can be hosted by users. Events that can be hosted include but are not limited to concerts, expos, exhibitions, gala events, and more. There will be free admittances as well as Premium NFTs.

Party Hostings

Users will be able to show off their amazing properties by hosting parties. It doesn't matter the occasion, whether you want to show off your collection of NFT arts or celebrate a birthday. Party hosts will be able to decide whether they want

to want to charge people for entry or have free entry. Guests will pay using $Metalife, which will directly go to the owner of the property.

User-Created Activities

Users will also be able to create activities in Metalife Metaverse.

Governance

Metalife metaverse is governed by the citizens making up the state. The voting power each user has is directly linked to the number of parcels they own. Members will be on an official board to make decisions.
The Metalife Metaverse project will begin as a centralized entity and gradually develop into a fully decentralized platform governed by its members via a dedicated governance token derived from the Metalife token.

Creating a community and a functioning governance framework is a massive undertaking. Lest the whole is less than the sum of its parts, it needs to be created carefully with checks and balances. The evolution will have three distinct stages:
1. **Early days** - during this period, the team is in complete control of the project, and no voting is done. This is because there will be bugs and events requiring immediate hotfixes, which cannot be done democratically.
2. **Semi-decentralisation** - during this period, the team is still in complete control of the project and can deploy hotfixes same as above, but for the non-urgent decision, it can take community input via a forum or even via off-chain voting like a snapshot
3. **Complete decentralization** - during this stage, the project is fully decentralized, all decisions are made via a strict procedure, and all voting is done off-chain.

Scope

This will be responsible for the liveliness and community of the metaverse and overall platform. It is entitled to propose grants and spend the funds of Play2Earn as decided via an unbiased governance vote for any community-building

initiatives, competitions, etc. The fee rates, economy reward policies, and new utility functionality of the Metalife token can be proposed but will not be decided.

Out of scope:

1. Transaction fee rates
2. Incentivized behavior via Reward pool
3. Onboarding new celebrities in the metaverse - however, they can suggest who they would like to see integrated.
4. address or to the address of a trusted community member in order to activate it and cast a vote.
5. Delegating Metalife tokens in the Snapshot space generates voting power equal to the number of tokens delegated.
6. Delegating an NFT in the Snapshot space generates 500 voting power for each Metalife Metaverse NFT delegated.

Marketplaces

The Metalife Metaverse Marketplace will allow the minting of NFTs, and be a place for selling, purchasing, and trade to take place as well as serve as a secondary marketplace. NFT can range from:

● Land Parcel
● Buildings/Structures
● Business Establishments (Casino/Restaurant/Spa/Water Sports)
● Advertisement Boards (Small & Large Totems)
● Metalife Partner NFTs
● Metalife Collectibles
● Fashion
● Accessories
● Metalife Merchandise
● Landmarks

MetaLife Revenue Model

All revenue earned in the form of $Metalife will be split and allocated to the company's treasury for reserve and funding of operations, while the other half will be allocated to the company's foundation for the purpose of further growth and

development of the ecosystem. The ratio will be kept flexible; allocation toward the company's reserve and treasury can go up to a maximum of 90% in order to ensure the sustainability of the ecosystem.

Metalife Metaverse's Revenue can be derived from:

• Land Sale
• NFT Sales
• Custom Structure Sales
• Custom NFT
• Transaction Fees from all Sales
• Event Venue Lease
• NFT Royalties
• Marketing Fees from Partner-Merchants
• Event Ticketing Sales
• Merchandise Sales
• Staking Revenue

MetaLife Tokenomics

$Metalife is the utility token of the Metalife Metaverse ecosystem focused on the purchasing of LAND as NFTs, digital goods, and payment of services and experiences within the metaverse.

The purchase of LAND in Metalife Metaverse can only be executed with the $Metalife token. With $Metalife, it will be possible to purchase all assets within Metalife Metaverse, from land to building services to model homes, clothing, and shoes as NFTs.

With our integrated eco-system, $Metalife tokens will also see a use IRL for goods and services.

MECY Token Supply

Token Name: MECY Token
Ticker: Metalife

Total Tokens: 10 BILLION

Roadmap

Phase 1
- Setup Legal Entity
- R&D
- Team Formation
- Confirming the Feasibility of the Project
- Business Validation

Phase 2
- Content Development
- Website Launch
- Acquisition of Strategic Partners
- Acquisition of Advisors

Phase 3
- Metaverse Environment Development
- Integration of Metamask
- Voice & Chat Functionality
- Integration of VR Technology
- Pre-Launch Marketing Campaigns
- Awareness Marketing
- Development of community incentives

 - Token holder incentives
 - Transaction fee incentives
 - Affiliate incentives
 - Activity incentives
 - Staking incentives

Phase 4
- Wearable NFTs for avatars
- 3D NFT Marketplace
- Launch of Events

Phase 5
- Sale of Land
- Sale of Structures
- Development of stores for brands

Phase 6
- Continuous development, upgrades, and enhancements of the Metalife Metaverse ecosystem