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# 1. Project Overview

## 1.1 Background

Followed by the hype of DeFi and NFT, many agree that the year 2021 sees the birth of the era of the Metaverse. Its definition varies but we like how Outlier Ventures CEO Jamie Burke puts it - “ the Metaverse could be understood as an interface layer between the physical and virtual worlds, comprising a combination of innovations in hardware and software, but most importantly, an economic system parallel to the fiat financial system.”<sup>1</sup>

While the term has existed for 20 years, the Metaverse definitely entered the spotlight of mainstream media thanks to tech giant Facebook’s rebranding in October 2021. MetaDojo was conceptualized in Quarter 3 of 2021 ahead of this news. Our project aims to supply NFT premises ready to be deployed to open metaverse lands or to be embedded in websites or social media.

## 1.2 Our Mission

Contribute to the transformation of the internet economy and social interactions from Web 2.0 to Web 3.0.

## 1.3 Our Vision

- Providing affordable and ready-to-use solutions for scalable metaverse land development.
- Empowering metaverse landowners with tools of MetaFi utilization.
- Assisting Web 3.0 mass adoption by offering website-integratable 3D virtual worlds to individuals, businesses and organizations.

## 1.4 Our Team

Our core team is based in New Zealand, a beautiful and highly innovative nation. Each and every single member of our team is a true believer in the Web 3.0 movement and has a long-term commitment to the project. There are 8 team members as of January 2022. We are originally from 5 countries and speak 10 different languages among us.

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<sup>1</sup> “MetaFi: DeFi for the Metaverse” thesis, Outlier Ventures,  
[https://outlierventures.io/wp-content/uploads/2021/12/OV\\_MetaFi\\_Thesis\\_V1B.pdf](https://outlierventures.io/wp-content/uploads/2021/12/OV_MetaFi_Thesis_V1B.pdf)



### Echo Guo

#### Co-Founder & CEO

*Passionate about the social impact the metaverse brings, particularly in the creator economy and wealth redistribution.*



### Allan Liang

#### Co-Founder & CTO Game

*Obsessed with the infinite possibilities the Metaverse brings.*



### Kai Zhang

#### Co-Founder & CTO Blockchain

*Passionate about metaverse mass adoption.*



### Ida Wahap

#### Community & Partnership Manager

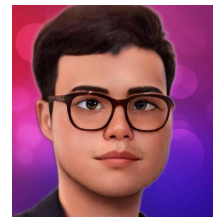
*Loves fishing, playing Legos & online games. A strong advocate of mental health awareness.*



### Meng Gong

#### Art Director

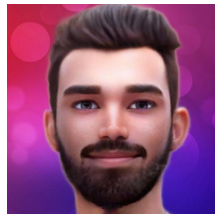
*A spatial thinker that likes to contemplate the larger picture as well as finer details via conceptualization and spatial design.*



### Zac Wang

#### Senior Software Developer

*Has a keen eye for detail which helps his attentiveness to his work structure. Also a proud owner of a small organic vege garden.*



### Deep Chahal

#### Senior Game Artist

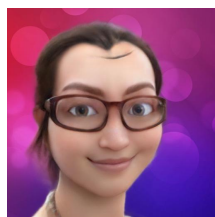
*His passion is to develop high-definition, photo-realistic assets with many types of simulation work.*



### Steven Jurriaans

#### Game Artist

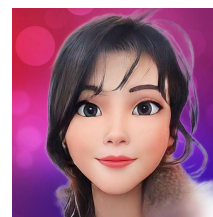
*Dreams to build truly unforgettable experiences.*



### Hannah Do

#### Quality Assurance Manager

*Passionate about quality of product delivery and loves to kayak in her spare time.*



### YJ Lu

#### UX/UI Designer

*Inspires to create real life characters out of her art and can cook up a storm.*

## 2. Problems & Solutions

In its late 2021 research paper titled “The Metaverse”, Grayscale describes the Metaverse as ‘a set of interconnected, experiential, 3D virtual worlds where people located anywhere can socialize in real-time to form a persistent, user-owned, internet economy spanning the digital and physical worlds.’<sup>2</sup> Over the past few years, a number of metaverse protocols have merged preludeing the exciting and boundless future Web 3.0 holds. Nevertheless, we have identified the following gaps in the solutions these early explorers have showcased.

### 2.1 Virtual Economy

Almost all metaverse projects have centered their virtual economy model on land ownership. A plot of land in the Sandbox was sold for a record high price of \$4.3 million USD in November 2021, making Grayscale’s prediction that real estate in the metaverse will reach \$1 trillion in annual revenue not so hard to believe.

On the other hand, our initial market research indicates that mainstream virtual real estate owners lack clear development plans and options for their lands. They do not possess resources professional digital land developers such as Republic Realm does, nor do they have the guaranteed traffic that celebrities, opinion leaders and bigger corporations enjoy. Turning their bare land parcels to vibrant, prosperous and fantastical 3D worlds takes time, financial investment and certain expertise (for example, animation design and game development). Furthermore, to stay competitive, they need ongoing support and constant upgrades.

MetaDojo aims to deliver purposely-built 3D spaces equipped with In-Dojo Economy (refer to subsection 3.1 Dojos) to help metaverse landowners to monetize their virtual real estate, increase the value of their digital assets and strengthen the communities they belong to.

### 2.2 Socialization

Despite being one of the fundamental characteristics of the metaverse, socialization is not a stronghold of most metaverse networks to date. Taking the leading metaverse world Decentraland as an example, hosting events with over 100 attendees has proven to be challenging.

We believe our Dojos provide the perfect place for metaverse socialization because being present in the same virtual space, the visitors naturally share things in common for example acquaintances of the Dojo owner, followers of the same celebrity, customers of the business, members of the same community, etc.

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<sup>2</sup> “The Metaverse” report, Grayscale Investments, <https://grayscale.com/learn/the-metaverse/>



Therefore, the MetaDojo team endeavors to develop tools to help facilitate socialization and virtual friendship.

### 2.3 The Gaps between Web 2.0 & Web 3.0

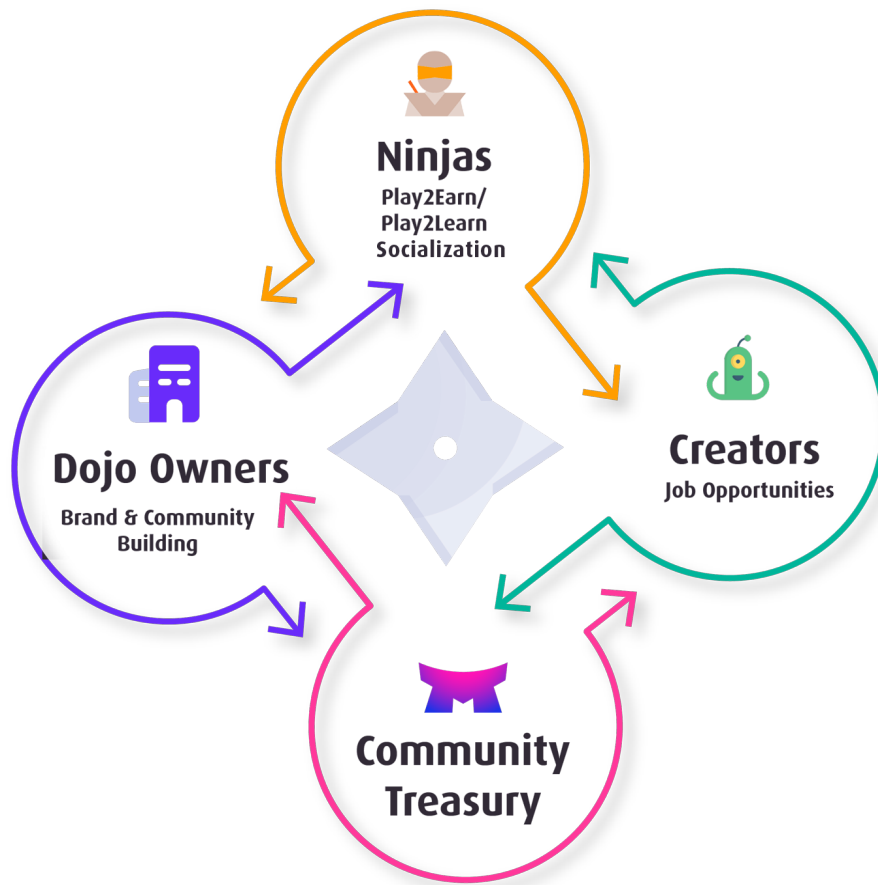
Following Mark Zuckerberg's firm belief of the future of the metaverse in shaping our society, mainstream business sectors such as retailing and sports clubs have started seeking innovative ways of gaining Web 3.0 presence to be future-proof. Unfortunately, the costs and relevant blockchain knowledge required when it comes to metaverse land acquisition can be prohibitive. In some territories and regions, ownership of digital goods on the blockchain is not legally recognized and fully protected.

Given how many years it has taken businesses to transform to be cloud-based and digitalized, few will argue that the Web 3.0 adoption curve is going to be long-tailed. One of the biggest challenges businesses will need to manage would be that while Generation Z is ready to jump in, most of their older customers may remain ignorant or even skeptical toward cryptocurrencies for quite some time.

To speed up the mass adoption of the metaverse, our team recognizes the importance of having an interim solution that links a brand new world with the more familiar Web 2.0 platforms such as websites and online stores. For instance, non-crypto customers can taste the enticing elements of the metaverse such as 3-dimensional animation, avatars, and social interactions, but being redirected back to the Web 2.0 eCommerce platform when it comes to making payment.

### 3. The Ecosystem

Apart from the Community Treasury, there are three components to the MetaDojo ecosystem, namely Dojo Owners, Ninjas, and Creators. Before getting into each of these groups, let's begin with what can be expected of our Dojos.

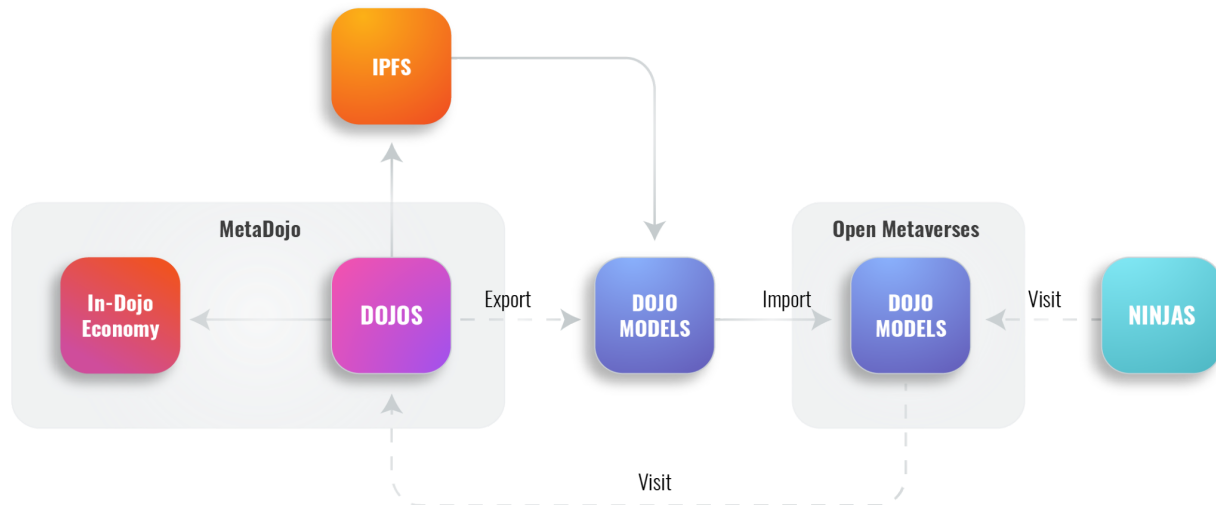


#### 3.1 Dojos

Dojos hold a central place in the MetaDojo ecosystem. 'Dojo' is a term we use to describe virtual premises despite their shapes and forms. It could be a floating skyscraper, an art gallery in the form of a spaceship, or a nightclub shaped like a planet! Our team will develop them in various collections, to satisfy users with different functional, cultural, and aesthetic requirements.

Dojos are 3-dimensional premises built in the form of NFT and are compatible with the ERC-721 standards, thus can also be stored and sold peer-to-peer on platforms outside the MetaDojo ecosystem. In addition to providing a virtual space with functional interior and exterior, our Dojos come with built-in mechanisms that facilitate Play-to-Earn (P2E), Play-to-Learn (P2L), and socialization. Through these, Dojo owners and visitors alike can benefit and monetize from their investment in the metaverse, whether it's

financial, time or energy. We have labeled these economic activities “In-Dojo Economy”, more details will be revealed as development unfolds.



### 3.2 Dojo Owners

Dojos will have fixed USD prices to stay true to being accessible and affordable. Purchasing a Dojo, however, requires a payment in \$DJT, our utility token (refer to subsection 4.1 Utility Token \$DJT) which buyers can obtain through our token sale or decentralized exchange platforms. A Dojo’s selling price is determined by a few factors including its size, complexity and the collection it belongs to.

Buyers can also look in the secondary market for Dojos that are being re-sold. Dojo ownership takes place when the ownership of the Dojo NFT is transferred from the platform to the owner, or from the existing owner to the new owner. Once Dojo ownership is transferred, the owner can then personalize their Dojos through the following ways.

- Configuration through the control panel and functions provided by the platform.
- Uploading NFTs, images, videos and 3D models.
- Displaying accessories purchased from the marketplace (refer to subsection 3.4 Creators).

Apart from placing them on metaverse lands, users will also be able to integrate Dojos they bought to Web 2.0 platforms such as websites. We believe this will help bridging the gap and clear some blocks particularly for smaller businesses, so the benefits of the metaverse can be accessed and enjoyed by them as well.

Some examples of use cases of the Dojos:

- Galleries for NFT display and trading
- Virtual presence with product/service demonstrations by images, videos and 3D models displayed in the Dojo
- Extension to existing eCommerce platforms

- Extension to existing marketing campaigns with built-in P2E mechanisms
- Online education with built-in P2L mechanisms
- Virtual team meetings, conferences and events
- Virtual personalized hangout space for close friends and sub-cultural groups

### 3.3 Ninjas

In line with the Dojos, we have given the term ‘Ninjas’ to the players. Different from most GameFi-focused platforms, Ninjas in the MetaDojo ecosystem can be Dojo visitors, community members, and game players. They are the primary users of the Dojos and their gaming aspects.

Some examples of in-game experience include:

- **Play-to-Earn (P2E):** By playing in-dojos games and/or completing missions, Ninjas will be rewarded with gaming tokens (refer to subsection 4.5 In-Game Currency).
- **Play-to-Learn (P2L):** Apart from earning rewards and monetizing time spent in a Dojo, Ninjas can choose to conduct immersive learning through the photos, videos, NFTs and information displayed in a Dojo.
- **Socialization:** Being in the same Dojo at the same time? We reckon socialization will happen naturally through avatar interaction, voice chat and team game playing.

### 3.4 Creators

Creators are significant contributors to the MetaDojo ecosystem, by bringing their valuable skills and experience to the ecosystem in the form of enlisting their professional services and/or NFTs in the marketplace. Dojo owners and Ninjas make purchases from them in order to enhance their own in-game experience (e.g. buying a designer Avatar), to enhance the in-game experience of, or value generated from, their Dojo visitors (e.g. installing a mini-game to help make product A/B testing more fun; engaging with a virtual event expert to plan next product release), or to enhance the value of their Dojo (e.g. adding a pet to your Dojo to make it feel more homely). We also believe the Creators will be a significant force when it comes to mass adoption of the metaverse as they see financial gains, recognition, and career advancement in the metaverse.

We share the vision as Outlier Ventures described in their thesis “MetaFi: DeFi for the Metaverse” published in December 2021: “... we believe that the economic activity in the Metaverse will promote generational wealth transfer favouring the upcoming generations, not the legacy world. It brings inclusion to the digital native, to the digital creative, to the digital worker, to the gamer, to the musicians. It will bring inclusion to the individuals who have digital value that is not recognised by the traditional financial system.”<sup>3</sup>

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<sup>3</sup> “MetaFi: DeFi for the Metaverse” thesis, Outlier Ventures,  
[https://outlierventures.io/wp-content/uploads/2021/12/OV\\_MetaFi\\_Thesis\\_V1B.pdf](https://outlierventures.io/wp-content/uploads/2021/12/OV_MetaFi_Thesis_V1B.pdf)





In order to jumpstart the ecosystem, Creators such as designers, developers, musicians, marketers and virtual event planners will be rewarded to set up their Dojos in MetaDojo. We plan to use tokens from The Creator Foundation to subsidize their Dojo purchases. At the same time, newly joined Creators will be assigned allowances, allowing them to participate in the economy immediately. These financial incentives will help bootstrap the utility value of the Creator Economy until the ecosystem organically attracts a stable flow of Creators.

In addition to financial support, another bootstrap strategy we have in the pipeline is to initiate the world's first Metaverse Career Academy through a partnership with globally recognized education platforms, refer to subsection 7.3 Education Partners for more information.

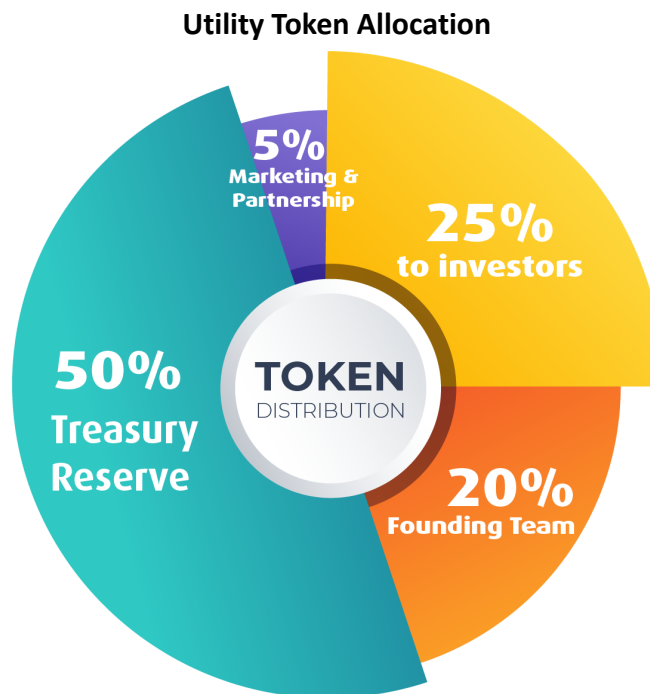


- Paying a Creator to engage in their professional services
- Paying marketplace commissions

#### 4.2 Token Allocation

The pie chart on the left illustrates the allocation of DJT tokens.

- Half of DJT tokens are designated for distribution via public sales, airdrops, the Creator Foundation, and other promotional methods to the general public.
- 25% are planned to be allocated to private backers and investors.
- 20% are allocated to the founding team.
- The remaining 5% is reserved for marketing, partnership and community growth.



#### 4.3 Vesting Schedules

The following vesting schedules are put in place to ensure long-term vision and commitment to the project.

- Founding Team - an 18 months lockup period, followed by a linear release over 18 months with quarterly installments.
- Private Investors from the seed round - a 6 months lockup period, followed by a linear release over 12 months with monthly installments.
- Private Investors from the strategic round - to be allocated and vested.
- Partners and advisors - to be allocated and vested.



#### 4.4 Staking & Staking Rewards

Staking is a way to reward our community members for their long-term commitment to Dojo maintenance and upgrade and appropriate content display. You will be able to earn NINT rewards when you lock up your tokens through the staking dashboard. In the near future, staking \$DJT will give you voting rights and a say over the use of the Community Treasury. Refer to Section 5 Governance for more information.

#### 4.5 In-Game Currency

NINT is minted by the MetaDojo Treasury on a daily basis. Its daily supply is calculated using the following parameters

$$(\text{Total Level of Dojos} / \text{NINT In Circulation}) * \text{Council Constant}$$

Some examples of use cases for NINT include:

- Play2earn
- Staking rewards
- Platform rewards
- In-app purchases
- Dojo running costs
- IPFS private utility asset hosting fees

## 5. Governance

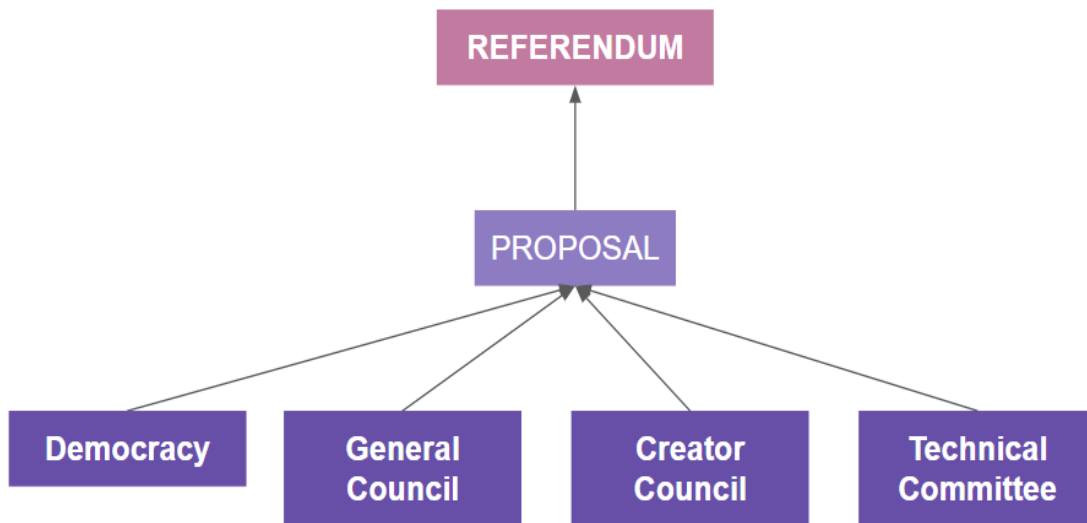
Metadojo aims to gradually evolve into a community-owned decentralized organization.

### 5.1 Proposals

Proposing is an essential process to deliver important matters efficiently and effectively to the public audience. In general, anyone can create a proposal, however, the most popular proposals will be promoted as referendums for public attention and voting. MetaDojo will actively promote all public referendums in its best effort to bring attention from all token holders for voting.

### 5.2 Groups

There are four areas of interest, notably Democracy, the General Council, the Creator Council and the Technical Committee.



#### **Democracy**

Any DJT token holder can create a proposal through Democracy.

#### **General Council**

The General Council is interested in matters like ecosystem development, protocol implementation & adjustment etc. Its members are elected through the candidate voting process of \$DJT holders.



### **Creator Council**

The Creator Council is responsible for issues relating to the creator economy, NFT minting rules etc. Its members are elected through the candidate voting process of \$DJT holders. However, the candidates need to be users who have minted and sold NFT within the MetaDojo Marketplace.

### **Technical Committee**

The Technical Committee members are appointed by the General Council, they are responsible for urgent bug fixes and roll-out. Any technical-related emergencies will be fast-tracked through the Technical Committee.



## 6. Unique Value Propositions

### 6.1 Ready-to-use for all open metaverse networks

One of MetaDojo's primary goals is to collaborate with all open metaverse protocols, to give their landowners an economical way to jumpstart their MetaFi journey by monetizing their virtual real estate, increasing the value of their digital assets, and strengthening the communities they belong to.

### 6.2 Web 2.0 integration to accelerate metaverse mass adoption

We want to bring the metaverse to all individuals, businesses, and organizations. If you currently own an online presence, whether it's in the form of a website, an online store, or a social media account, our Dojos allow you to enjoy the new dimension of Web 3.0 without the upfront costs and technical skills related to metaverse land acquisition.

### 6.3 Job opportunities through the Creator Economy

The metaverse belongs to digital native creators! Our dream is to facilitate an open and inclusive ecosystem where community members not only enjoy visiting but also can make a living from it, so they become true residents of the metaverse.

## 7. Seed Round Investment

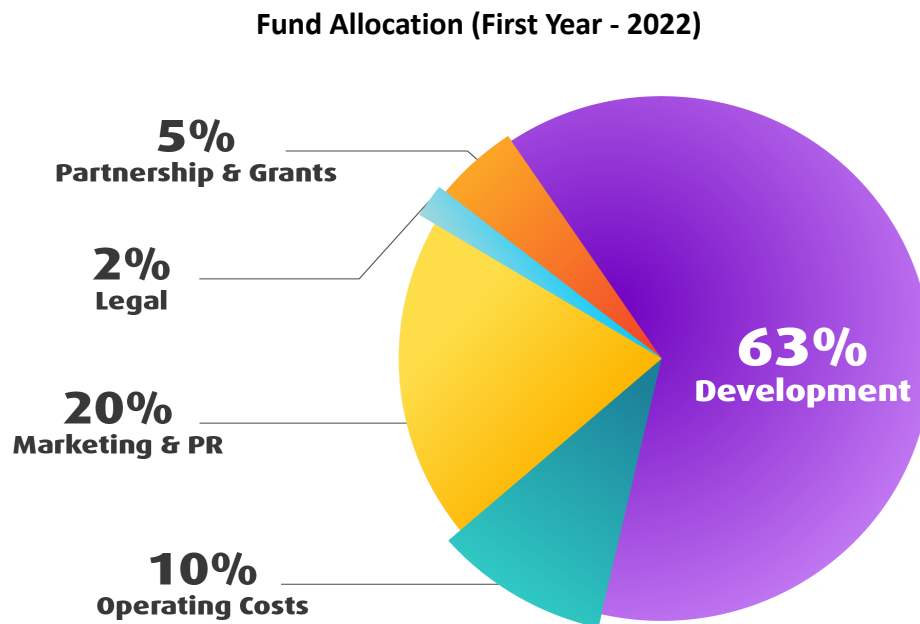
In early 2022, MetaDojo successfully raised \$3 million USD for its seed round. Our backers include some of the best-known venture capital firms, alongside well-rounded community groups in over 10 countries across Asia, North America, Europe, and Australasia.

Support we expect from our seed investors include and not limited to partnership opportunities with prominent metaverse projects, media & PR, engagement with Launchpads, listing opportunities, market making and liquidity, AMA sessions, reports and videos in various languages and other community building activities.





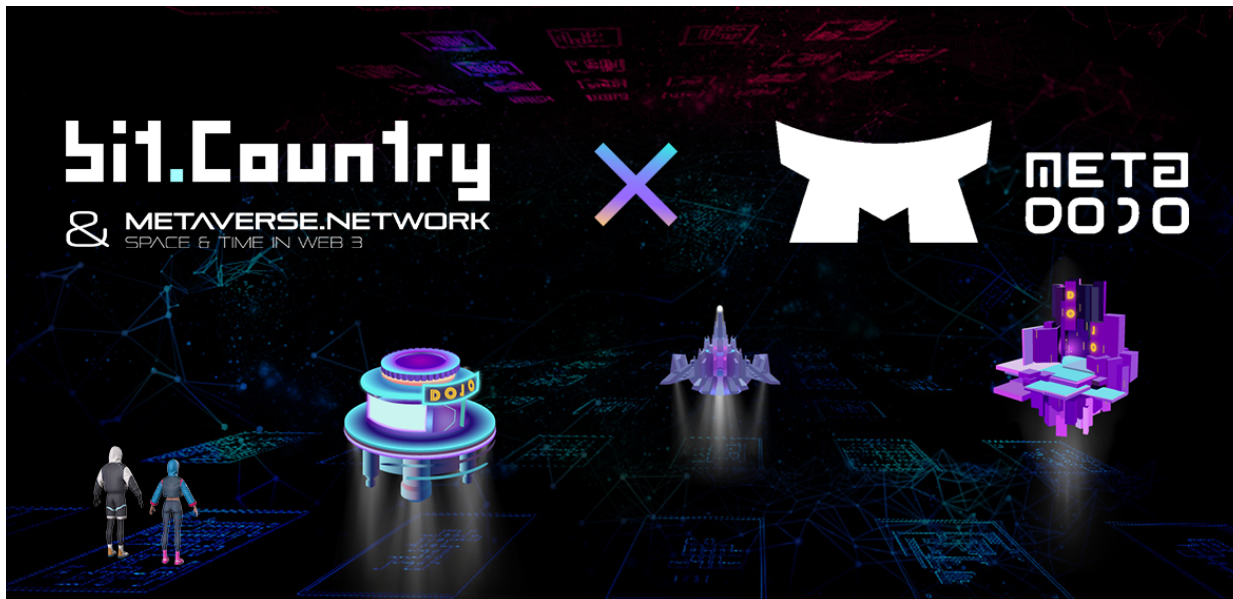
The pie chart below illustrates how we plan to put the seed round funds to good use and ensure a smooth and bootstrapped start to the project.



## 8. Partners & Advisors

On top of the support and recognition from our seed investors, the MetaDojo team prides itself on its blockchain and education partners, and a well-rounded advisory board we have secured for the long-term success of the project.

### 8.1 Metaverse and Blockchain Partners - Bit.Country & Metaverse Network <https://bit.country/>



United by our synchronized vision, MetaDojo reached a strategic agreement with one of the world's fastest growing metaverse networks Bit.Country as our beta launch partner. Our first batch of Dojo collections will be backed by the Metaverse.Network blockchain.

Bit.Country & Metaverse Network is a platform & blockchain ecosystem for user-created metaverses, games, and dApps. Everyone can start their own metaverse with their own fungible or non-fungible tokens, timeline view, and 3D virtual world view. Community owners, influencers and KOLs can utilize the platform and protocol to grow and engage their audience.

- In May 2021, Bit.Country completed the seed round capital raise of 4M USD from reputable venture capitals.
- In November 2021, Bit.Country won the 14th Kusama parachain slot auction with \$100 million USD worth of KSM from a record-breaking number of contributors.
- In December 2021, Bit.Country raised 36 million USD from the community's early adopters.

## 8.2 The Advisory Board

We recognize that although equipped with the very best intention and full commitment to the project, our core team members are limited in their abilities and areas of expertise. Therefore, it was an important mission from day one to set up a well-rounded advisory board to assist and guide us along this exciting, and often overwhelming journey. We are honored to have the following advisors join us, and we are always on the lookout for more!



**Justin Pham**

Co-Founder & CTO at Bit.Country & Metaverse Network  
Advisor - Blockchain



**Shannon Christie**

Co-Founder & CTO at Bit.Country & Metaverse Network  
Advisor - Game



**Qinwen Wang**

Polkadot Council Member & Outlier Ventures' Polkadot Base Camp Mentor  
Advisor - Web3 & Art



**Professor Justin Goldston**

Professor at the Pennsylvania State University, Visiting Professor & Graduate  
Advisory Board Member at Georgetown University  
Advisor - Metaverse Research



**Jenny Yang**

Founder of Star Consulting  
Advisor - Marketing & Public Relations

**Mario Nawfal**

CEO of NFT Technologies (going public under ticker "NFT"), founder of International Blockchain Consulting, WeAreGrowthHackers & partner at International Blockchain Legal and North Equities.

**Advisor - Growth Hacking**

### 8.3 Education Partners

Education is the key to speeding up mainstream uptake. Through strategic partnerships, MetaDojo has joined forces with innovators Industry Connect, Thunder University and Aimy Limited to bring the first-ever Metaverse Career Academy. We will bring together the best of the best in industry expertise, interactive learning experience, and a recognized certification program to enable a parallel professional career in the metaverse.

**Industry Connect**

<https://www.industryconnect.org/>

Industry Connect is an innovative software training school backed by a global tech incubator. They aim to make participants job-ready by the end of the program, meeting both the participants' needs as well as a broader industry talent thirst. Over 8 years of high-speed growth, their participants have landed their dream jobs at more than 450 leading IT companies in Australia, New Zealand, the UK, Ireland, Canada, Singapore, and Hong Kong.

**Thunder University**

<https://thunder.university/>

Thunder University takes the proven success of the Master-Apprentice model established at Industry Connect to the next level. Not only does this kick-start an individual's career with an immediate paying role, but also establishes an ecosystem that connects Apprentices with Masters and Employers, and also Angel Investors keen to invest in exciting new ideas. The decentralized model will remove the unnecessary intermediaries and incentivize the growth of individuals more efficiently.

**Aimy Limited**

<https://www.aimyplus.com/>

Aimy Limited is a global SaaS provider with over 100,000 end-users across 5 countries. It empowers education service providers with a one-stop management tool that takes care of registration, enrollment, booking, invoicing, payment, student information management, onsite management, staff management, and communications. Their powerful automations have saved their customers countless hours of manual work, helped them move to be paperless and provided tools for enhancing student safety.

## 9. Project Roadmap

Quarter 3, 2021	Project inception Delivery of Kusama Council alert app
Quarter 4, 2021	Seed round fundraising Core team building
Quarter 1, 2022	Design & build first Dojo collections ready for <u>Kaoslanders</u> in Bit.Country Set up pilot case studies for the Web 2.0 solution Assist setting up the Metaverse Career Academy
Quarter 2, 2022	Alpha launch of the Web 2.0 solution Token public pre-sale Token Generation Event
Quarter 3, 2022	Beta launch on Bit.Country & Metaverse Network Strategic round fundraising Establish partnerships with metaverse networks outside the Polkadot ecosystem Exchange listing
Quarter 4, 2022	Beta launch of the Web 2.0 solution Launch on other metaverse protocols

## 10. Social Media Links

Website	<a href="https://metadojo.io/">https://metadojo.io/</a>
Twitter	<a href="https://twitter.com/MetaDojo_IO">https://twitter.com/MetaDojo_IO</a>
Telegram	<a href="https://t.me/MetaDojoOfficial">https://t.me/MetaDojoOfficial</a>
Discord	<a href="https://discord.gg/metadojo">https://discord.gg/metadojo</a>
Medium	<a href="https://medium.com/metadojo">https://medium.com/metadojo</a>
YouTube	<a href="https://www.youtube.com/channel/UCnHhHMSjmXOFItko0OjPEUQ">https://www.youtube.com/channel/UCnHhHMSjmXOFItko0OjPEUQ</a>
Instagram	<a href="https://www.instagram.com/metadojo.io/">https://www.instagram.com/metadojo.io/</a>
LinkedIn	<a href="https://www.linkedin.com/company/meta-doj0">https://www.linkedin.com/company/meta-doj0</a>
Github	<a href="https://github.com/meta-doj0/">https://github.com/meta-doj0/</a>

## 11. Legal Disclaimer

The offering of the products and services described in this whitepaper are subject to, where necessary in each relevant jurisdiction, the obtaining of each requisite license and/or approval from each relevant government body and/or authority, or the partnering of MetaDojo with entities that have such requisite licenses and/or approvals under each relevant jurisdiction for such entities to conduct the relevant regulated activities.