

# Mplaza

**A Decentralized Metaverse  
World**



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## Abstract

In a world where people are highly using the Internet as their primary form of connection and self-expression, the Metaverse is logically the next step in how we can create, consume, and interact digitally. Recently, the popular rise of non-fungible tokens (NFTs), play-to-earn, drastically increased the interest and focus of people on the Metaverse from Facebook, Microsoft, and other companies, and a world is driven physically apart by a pandemic all indicate a clear trend towards the need for a more comprehensive online platform than what currently exists. Definition of Metaverse can be challenging as it can encompass anything we now do online, but in a simulated three-D digital environment, taking advantage of the digital connectivity we have rapidly developed in the last century.

Metaverse will combine the online experiences in a fluid and connected way that accurately reflects the human experience. To perform this, we will use tools in the technical world to represent and improve upon what we have encountered and experienced in the physical world. Immense virtual worlds, virtual reality, augmented reality, and the Internet will be used as a shared virtual 3D space connecting to all the social, shopping, gaming, research, education, and financial programs we use - all interacting and interconnected digitally ecosystems. The Metaverse will be the central hub, a universe in itself.

The decentralized networks (cryptocurrency) provide an unparalleled degree of assurance and security with finances in response to a decline in trust and in institutions. This appears inevitable that cryptocurrency may play the most crucial role in the emergence of the Metaverse. MPLAZA aims to anticipate this coming evolution by combining cryptocurrency with the Metaverse and building an ethical, decentralized, entertaining, and innovative project: The MPLAZA Metaverse.

This virtual world will exist as a space to host data and ideas within the Blockchain while creating new opportunities for the creation and collection of NFTs as a form of self-expression, or utility in the Metaverse. Moreover, it will act as a hub for marketing, conference meeting, entertainment, socialization, gaming, NFT Marketplace, shopping and education.



## Introduction

The invention of Blockchain Technology has brought with it things that previously had not been possible. One of these qualities is the ability to create genuinely unique digital objects, and another is the lack of central controlling authority. We wanted to embrace the culture that has sprung up around the Blockchain since we equate its fluid, ungoverned nature with freedom, which is synonymous with gaming and reality.

We believe that the current trending Metaverse and NFT will be the last piece to lift the Blockchain game industry to a whole new level, where every player can enjoy games, make a profit or interact with other people through chat, voice, VR, and other means and also earn NFTs. That means we can truly live a second life in a world parallel to the real one. MPLAZA as a decentralized NFT platform integrated with different features like building of your own game, monetize and drive people your content, NFT galleries and avatar, event hall, shopping and more features will be unveiled during the journey.

## Blockchain

Blockchain, sometimes referred to as Distributed Ledger Technology (DLT), makes the history of any digital asset unalterable and transparent through decentralization and cryptographic hashing. Blockchain is an especially promising and revolutionary technology because it helps reduce risk, stamps out fraud, and brings transparency in a scalable way for myriad uses. Blockchain's revolutionary potential reaches far beyond the financial sector. The gaming industry's ever-hungry for change is now embracing Blockchain - and the new technology looks set to disrupt the USD 200bn dollars global industry.

*Blockchain technology is impacting the gaming industry in various ways:*

- The Blockchain prevents fraud.
- Cryptocurrencies can make in-game purchases easier.
- The Blockchain provides a safe and secure environment for game developers and entrepreneurs.
- The Blockchain in gaming allows the buying and selling of in-game assets securely.
- The Blockchain in gaming enables the interoperability of players' profiles.
- The Blockchain in gaming enables the projection of value on intangible assets.
- The Blockchain lets players securely store in-game assets.
- Blockchain-based games allow players to own their in-game assets truly.
- The Blockchain allows players greater control over their favorite games.
- The Blockchain in gaming opens new territory for developers.
- The Blockchain allows players to collaborate with developers to improve a game.
- The Blockchain enables the creation of rarer in-game assets.

## Non-Fungible Token (NFT)

A non-Fungible Token (NFT) is a unit of data stored on a digital ledger, called a Blockchain, which certifies a digital asset to be unique and therefore not interchangeable. NFTs can be used to represent items such as photos, videos, audio, and other types of digital files.

Non-Fungible Tokens (NFTs) have already begun to make a splash in gaming, and it's no surprise. Thanks to the underlying immutable record of Blockchain, players can claim actual ownership of in-game items. They can be resold on secondary markets, loaned out, taken off-platform, and even fractionalized. Nobody, not even the developers, can just take it back from the gamers, and therefore these items now represent a quasi "investment" - making them much more than just a one-way purchase.



While the global gaming industry continues to grow across all markets, it remains structured to primarily benefit game developers and perpetuate a one-directional flow of value where players spend money to unlock access to in-game assets and gameplay configurations. In contrast, Blockchain-built games and decentralized applications (dApps) enable players to capture the utility and value of in-game purchases and asset acquisitions more effectively. Some considerable benefits of using NFT in gaming are given below:

1. **Ownership of in-Game assets:** In NFT gaming, a player gets complete control over his earned and acquired assets and can earn cryptocurrencies instead of them. Physical ownership gives more incentives for playing a Blockchain-based game and can be a regular source of income.
2. **Highly secure environment:** An NFT based gaming solution provides 0 high levels of security and reliability. A gamer can remain assured of the security of his digital assets as Blockchain technology gives his wallet an impenetrable shield of highly sophisticated technology.
3. **Transparency and Provable rarity:** NFTs work on the principle of rarity or scarcity. Blockchain helps in maintaining the transparency of digital transactions. It also serves as a tool to prove the rarity of the asset, which leads to good returns in exchange for the asset.

NFT for the gaming industry in the future, as we can see, many gamers are taking it up not just as a hobby but more as a profession. With gamers joining "Play-to-Earn" models and earning, NFT game development has its niche. Those who don't join the trial will later find themselves alienated.

## Metaverse

Metaverse is an interesting topic that lies behind a vision that spans many companies and the whole industry. It can be thought of as the successor to the mobile Internet.

Mplaza helps its investors to create their Ideal world at the borders of their Minds. They will be the creator of their world and its life forms, society, and terrain. Mplaza holds the initiatives and complies with the standards and ethical principles of the Metaverse meta-ethical framework, which is based on the moral theory of Alan Gewirth, necessary for determining what, if any, ought to be the ethics that guide the conduct of people participating in virtual worlds in their roles as designers, administrators and players or avatars.

As virtual worlds and the World Wide Web generally are global in scope, reach and use, Gewirth's theory, which offers a supreme principle of morality, the Principle of Generic Consistency (PGC), establishes universal rights for all persons always and everywhere, is particularly suitable for this task. This paper will show that persons both in the real and virtual worlds have rights to freedom and wellbeing. Strictly concerning an agency, those rights are merely prima facie, but concerning personhood framed around the notion of self-respect, those rights are absolute.

It's not the only ethical point, though have moral standards as avatars (Space Cowboys) can be viewed as virtual representations of modes of presentations of real people (at least concerning some virtual worlds in which the virtual agency of the avatar can be considered an extension of the agency of the person instantiating the avatar in the real world) and thus can and must be perceived as virtual purposive agents, then they have moral rights and obligations similar to those of their real counterparts.

As instantiated by the designers' code and the administrators' end-user license agreement (EULA), rules of virtual worlds must always be consistent with and comply with the requirements of universal morality as established based on the PGC.

*LET YOUR IMAGINATION COME TO LIFE ON MPLAZA*



# The Future Metaverse

The Metaverse is not a concept that just popped up out of nowhere. There has been a steady evolution of its concept over nearly 30 years. Active embracement of computing and networking performance and the advent of Blockchain virtual currency have led to the recent remarkable growth of Metaverse.

If artificial intelligence (AI) technology is added to this and the virtual world's utility and enjoyment increase, the Metaverse's growth will be even more surprising. Furthermore, the creation of new added value will be accelerated with the full-scale connection between the real and virtual worlds.

There is no consensus definition of a Metaverse that can cover all of the current states of affairs. There are diverse cultures and countries in the real world. Likewise, there are various Metaverses based on the different virtual worlds, and each of them has distinct methods and purposes for interworking with the real world. Users will welcome a Metaverse regardless of its form with open arms if it can lead to connection, creation, expansion, experience, and new possibilities.

Therefore, the guarantee of diversity that can be free from the constraints of the real world can be an important attraction and success factor of the Metaverse. For this to happen, the rules of physics, political, economic, and cultural norms within the Metaverse must be self-defined and able to evolve. However, these autonomous operations will inevitably be constrained by their connection to the real-world economy or other systems. The difficult process of the birth of a new economic system that crosses national borders is shown in the development of Blockchain virtual currency.

Metaverse's virtual world is decisively affected by the performance and regulation of the underlying IT infrastructure. Standardization for the open Metaverse will also be an important issue to welcome a larger world, 'the universe of universes,' through the birth of various Metaverses and interlocking between Metaverses.

# The Mplaza Metaverse

Metaverses are a relatively latest concept and technology, and there are very few that exist beyond the research phase. None are fully developed, and most are notably underdeveloped. All these are centralized and controlled by companies or projects with a problematic consolidation of power. The MPLAZA Metaverse is currently the only decentralized NFT Metaverse project with a great future, and it is seeking to merge the concept of the Metaverse (which are gaming, NFT Avatar, shopping, event hall, and so on) with a cryptocurrency-based ecosystem. It is based in a space-themed setting for an enhanced experience that taps into what makes humans unique; a drive and desire to explore, learn and go beyond.

\$MPLAZA will be used as the medium of exchange within the Metaverse world. It will be used to sell, buy, trade, and modify in-game assets and for other purposes. In addition, MPLAZA will be used as points of entry for various areas of the Metaverse, for accessing games, virtual concerts and clubs, media, entertainment, education, modes of travel in the Metaverse, mining for materials in-game, paying other players for services, social experiences and programs, and any other consumable things in the Metaverse world. It is a digital currency for the virtual world.

While the MPLAZA Metaverse is an interactive 3D universe based in space, with the freedom to explore different virtual worlds and communities, it is not necessarily a game in and of itself. Instead, it can best be described as a hub for virtual social interaction and expression and trading and collecting assets within a digital economy.

The MPLAZA Metaverse, however, will be filled with gaming, shopping of categories of accessories, and NFT Avatars. There is no limit to what can be included. The Metaverse provides a portal to connect to various missions and adventures which can be embarked on alone or with others. Examples are shooting games inside abandoned spaceships and bases, racing games on moons and extra-terrestrial lands, spaceships to fly throughout the Metaverse and other solar systems and complete missions, space stations to be captured, defended, or used for supplies. All types of games ranging from adventure, action, and education are planned to be included. All games will be connected and accessible through the Mplaza platform in the 'Play' section, which links directly to the Metaverse. The user's statistics and actions can affect the environment, other users, and the economy in various ways. Likewise, gameplay can affect the Metaverse, and Metaverse can affect the gameplay. Everything is interconnected.



## Features of Mplaza Metaverse Platform

### Mplaza Features

#### Shops

Whether you want to go on a virtual shopping spree or create a shop of your own to sell your digital creations and assets, Mplaza will have everything you could ever desire within a virtual shopping experience.

#### Event Halls

completely customizable. Accessing and organizing virtual events will be easier than ever with Mplaza.

#### Build Your Own NFT Game

Users have the power to build their own NFT games within the Mplaza space. The platform will feature thousands of NFT games for users to play and earn while also allowing them to customize games of their own design.

#### NFT Avatars

Mplaza will allow users to create and use NFT avatars within the digital space using pre-built assets. Users can explore the Metaverse using the avatar of their choice. This gives NFT collectors the chance to get the most out of their NFT assets.

#### NFT Galleries

Users can design and curate their own NFT galleries within the Mplaza platform. These galleries will support NFTs from all platforms and will be easily transferrable between platforms. Mplaza will also provide users the ability to create and mint NFT designs of their own.

#### Networking

Networking within the Metaverse will be easier than ever with Mplaza's unique commercial hangout space. Users can share culture, content, and information with one another when meeting in these virtual hangout spaces. Each space can be customized to each user's personal taste and preference.

#### Interoperable Platform

The Mplaza platform aims to be 100% interoperable, supporting major Blockchains and allowing users to log in using their Web2 such as Google or Web3 accounts such as Metamask.

# Metaverse Market Research

Nowadays, companies in various fields such as distribution and finance are paying attention to the Metaverse platform as a new channel that can attract them and consumers of the young generations (people in their 20-30s). In particular, as the transition to non-face-to-face is accelerated, it is believed that an era will come when consumption activities in the virtual world, such as the Metaverse platform, are linked to the offline real economy.

Metaverse is a combination of "meta" meaning the virtual world, and "universe," meaning the real world. Through the avatar, a three-dimensional character in the virtual space, various activities and exchanges are conducted just like in the real world.

Metaverse has been in the limelight as a new industrial field in recent years since 5G has made it possible to realize services that were not easy before, such as real-time streaming, autonomous driving, and the Internet of Things (IoT) depending on the realization of ultra-low latency, ultra-wideband, and hyper-connection. The development of AI (artificial intelligence) and big data are more concretizing the world of Metaverse.

Blockchain technology is also evaluated as a tool to solidify further the connection between two worlds, the real and the virtual world. In addition, the Metaverse industry is expected to expand further with the development of related technologies.

According to Strategy Analytics, a global market research firm, the global Metaverse market size is expected to reach \$ 280 billion (about KRW 315 trillion) by 2025.

Kyobo Securities predicts that the global market for Metaverse-related V R (virtual reality) will grow from \$33 billion last year to \$338. One billion (KRW 370 trillion) in 2025 and \$1.924 trillion (KRW 1770 trillion) in 2030. Particularly, Tim Sweeney, the CEO of Epic Games, the maker of the globally popular game 'Fortnite,' mentioned that "Metaverse is the next version of the Internet. He also predicted that "People in the future will spend their time in Metaverse to go to work or shopping."



## Market Trends

### Concept and Trends of Metaverse

Metaverse first appeared in the novel 'Snow Crash' written by American science fiction writer Niel Stephenson. In this novel, the Metaverse is a virtual reality platform space where users can be immersed in and experience virtual reality wearing goggles. To enter the Metaverse, a virtual country, users must use their avatars, and they can talk and interact with other users' avatars. Thus, Metaverse refers to the virtual reality world using immersive devices.

As the digital transformation accelerates due to COVID-19, 'Metaverse' has become a hot topic.

Recently, the Metaverse, which allows communication and new experiences that could not be experienced online in a virtual space for users, is spreading among millennials and generation Z familiar with digital culture. Particularly, Generation Z exhibits having 'multi-persona,' which reveals various identities depending on the situation. It has become a culture to divide oneself into 'main character' and 'sub-character' and freely move between the characters and enjoy it like a game. These user characteristics further expand the ecosystem of the Metaverse, where you can enjoy various things in a virtual space by embodying yourself as an avatar.

As interest in the Metaverse is rapidly increasing, the Metaverse has been used in diverse social and economic fields such as concerts, university entrance employee campaigns, ceremonies, new training, presidential and virtual real estate.

U.S. President Joe Biden also campaigned for the election using an avatar in the Nintendo game 'Gather in Animal Crossing' during the last presidential election. In addition, the Hanwha Eagles held an opening ceremony using the Metaverse.

In March 2021, Roblox, an American 3D game platform, succeeded in the listing. On the first day of listing, the stock closed at \$69.5, an increase of about \$24.5 from the base price of \$45. The market capitalization of Roblox exceeded \$38 billion on that day. The BTS released their choreography version of their song 'Dynamite' on the game platform Fortnite Party Royale for the first time.

American singer Travis Scott made \$20 million in sales via the Fortnite Virtual Live event. Naver's avatar social media, ZEPETO, has surpassed 200 million subscribers.

### The Business Area Of Metaverse

- Entertainment and product marketing platforms such as games and performances Games played a large role in the rapid popularization of the Metaverse. As game production technology has been developed significantly, users have been provided with a virtual space within the platform, such as Roblox and Minecraft, where they can engage in various activities with freedom.

Furthermore, as the Metaverse provides an environment where social and economic activities are possible, the number of users has increased rapidly. Online games also expand into the Metaverse area. Fortnite, Roblox, and Ready Play One are representative examples.

Epic Games' Fortnite Party Royale, launched in 2017, is a social space for users and has over 350 million subscribers. Fortnite provides a party royale mode where users can gather in a virtual space to enjoy a movie or concert. In April 2020, hip-hop singer Travis Scott's concert had 12.3 million concurrent users, 27 million participants over five days, and had revenue of \$20 million.

Roblox, launched in 2006, currently has 55% of U.S. youths under the age of 16 joining as a subscriber, 150 million monthly users, and 40 million daily users. It has become a huge Metaverse platform with over 50 million distributed self-created games created by 8 million users. The Roblox makers went public in early 2021 and were valued at \$46 billion. Comparing the search frequency in Google Trends, Roblox and Bitcoin are similar.



### ➤ Monetization of Users: Content Creation and Sales

Today, the Metaverse platform provides an environment where users can directly create and consume content. First of all, Roblox consists of players (users) and creators (who developed avatar items) and developers (who make games). Users can become creators or developers in the studios provided by Roblox, and they create and provide items or games themselves. About 8 million developers and over 50 million games exist on the platform. Games created in the studio are available on various platforms such as mobile, PC, and console through the cloud. Roblox pays using Robux 70% of the revenue to game developers, 30% of the revenue to avatar and item developers.

ZEPETO also consists of users and creators. Users consume ZEPETO's contents and services as well as become creators. If a user designs and registers an avatar's fashion item in ZEPETO Studio, it can be sold after screening. Profits from sales are counted using ZEM, which is ZEPETO's currency, and it can be exchanged for cash later. Users also can use their avatars as the main character to make a drama and share it. Users create more than 80% of items sold on ZEPETO, and the cumulative number of creators is about 60,000.

## Non-Fungible Tokens (NFT) Market Size

According to "marketdecipher," the global Non-fungible tokens market was valued at \$250 million in 2020 and is estimated to develop with a booming CAGR between 2021 and 2026.

Non-Fungible Tokens are easily exchangeable and individually unique digital assets held on certain Blockchains, mainly Ethereum, and others such as Matic, Flow, Wax, and others. NFT not only exists in digital space, but crucially they can also represent any type of physical asset, acting as a kind of 'digital twin' to anything existing in the real world and enabling the ownership and exchange of physical possessions within digital marketplaces. True ownership is one of the defining key components of any NFT. As the digital economies continue to thrive, there are high chances of NFT playing a pivotal role in bringing the digital and physical worlds closer to one another than they have ever been before.

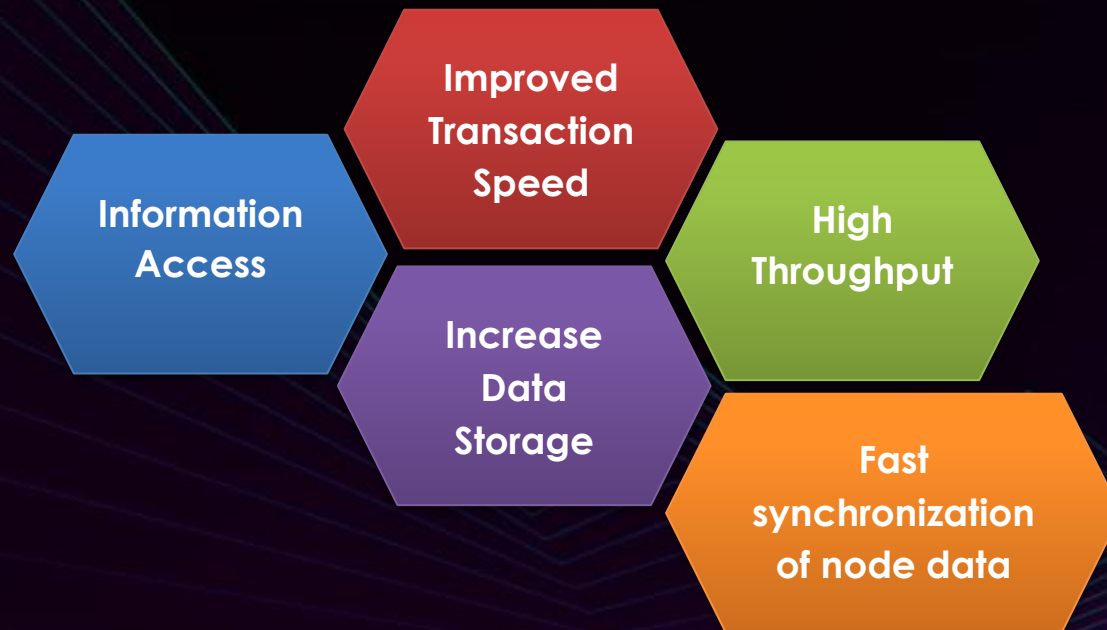
Major NFT collectible Tokens witnessed a 1785% of business Cap growth in three months from January to March in 2021. The digital collectible industry is on the boom. The first half of 2021 witnessed 2.5 billion dollars of sales. It is impressive and remarkable considering the economic slowdown in the post-pandemic era. The buyers who were interested in the digital collectibles ranged from Hollywood celebrities to institutional buyers. At the same time, a sizeable contribution was made by the small retail buyers. The participation from different sectors has gradually pushed the volume of the NFTs or Non Fungible Tokens. The NFT market has been quite active since last year. However, the biggest growth was witnessed in the first quarter of last year. There was an increase of 43% in the volume in June 2021.

One of the key reasons behind the growth of NFT collectibles is easy accessibility to trade. One can easily buy and sell NFTs online, sitting anywhere globally. NFTs are distinct, so they have become one of the most traded digital instruments. The Q3 of 2021 saw an overall sales of \$10.7 Billion USDs which was itself a new high in the crypto frenzy market. It was a huge transition from Q1 and Q2. In Q1, the sales figure of NFTs stood at \$1.2 Billion, and the same for Q2 was \$1.3 Billion. OpenSea, which is one of the biggest marketplaces for NFTs, registered a sales volume of \$3.4 Billion in August, and it exceeded that volume in September. Market analysts have maintained that strong growth in the crypto market in the pandemic era has driven the growth of the NFT market. The busiest Blockchain platform used for trading has been Ethereum.



## Technical Advantages of Mplaza

MPLAZA will always focus on delivering real, real-time, and sustainable data value to users, expanding the ecological boundary of trusted sharing.



### ***1) Information access***

Users can maintain their digital assets at any time and set up corresponding modes for different types of digital assets, including private, public, charging, etc., and pricing digital assets in the charging mode.

### ***2) Improve transaction speed***

By optimizing key links such as signature algorithm, ledger structure, data operation, serialization, consensus mechanism, and message diffusion, MPLAZA will achieve fast transaction verification in seconds. Satisfy the user experience of most DeFi application scenarios.

### ***3) Increase data storage***

The double-entry bookkeeping mode of the Blockchain has accumulated a large amount of data in the continuous application of the system, resulting in a decrease in the running speed. MPLAZA will implement separate storage and table-based storage mechanisms to achieve mass storage of DeFi data.

### ***4) High throughput***

The essence of Blockchain is a distributed shared accounting technology, and its distributed characteristics are mainly reflected in distributed consistency rather than distributed concurrent processing. To ensure data consistency and prevent Byzantine general's problem, some specific links can only be executed serially, but not parallel. Through long-term testing and optimization practice, MPLAZA will greatly improve the transaction throughput based on the Blockchain Network.

### ***5) Fast synchronization of node data***

MPLAZA will develop a mirroring mechanism that regularly mirrors the local ledger to realize a convenient rollback mechanism. Under a unified consensus, the mirror label can be specified for rollback; simultaneously, the newly added nodes can be shortened. Join the running cycle; you only need to synchronize the latest mirror and a small number of recent transaction sets; you can integrate into the network and participate in consensus verification.



# Roadmap

- Research and development
- Website Release
- White Paper release
- Establish and deploy BEP-20 smart contract
- Mplaza Staking
- Audit and team KYC
- Pinksale Presale Fairlaunch
- Pancakeswap launch

## FLOOR 1: Q1 - Q2 2022

- CMC & CG Listing
- Cross-Chain Integration
- Certik Audit
- Launch NFT collections
- NFT Marketplace Release
- Release of Mplaza NFT game: Mcasino, a metaverse casino offering a variety of card games including blackjack, poker, and more
- Mid-Tier Exchange Listing
- DAO 1.0

## FLOOR 2: Q2 - Q3 2022

- Release Mplaza web beta V1
- Metaplaza iOS, Android, Oculus, and Steam beta V1 release
- Mplaza prebuilt digital assets release for creators and developer
- Second NFT game launch
- Promotion and marketing through strategic partnerships with crypto marketing and PR agencies to prepare for MPlaza V2 launch

## FLOOR 3: Q3 - Q4 2022

- DAO 2.0
- Mplaza V2 web launch
- Mplaza V2 iOS, Android, Oculus, and Steam launch
- Begin establishing partnerships with Binance lab-approved metaverse projects
- V3 Research and Development

## FLOOR 4: Q4 2022 - Q1 2023