Meta Mall Verse

Whitepaper

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Executive Summary

The **Meta Mall Verse (MEMV)** is a virtual world where users/brands can build, own, and sell their inventory in the BSC blockchain using credit card or crypto, **MEMV** the platform's utility token.

Our vision is to offer a deeply immersive metaverse in which brand/store owners will create virtual worlds and real life inventories collaboratively and without central authority. We will build a voxel metaverse platform where users/brands are able to craft, play, share, collect, and trade without central control, enjoying secure copyright ownership with the ability to earn cryptocurrency **(MEMV)**.

This copyright ownership will be established and guaranteed through the use of NFTs, where every in-metaverse item will have a unique and immutable blockchain identifier.

Understanding VR and AR Difference

For many, the terms AR and VR can be confusing. So what is the difference? AR is any technology that overlays digital information onto a real-life setting, typically through a screen or device. VR doesn't try to overlay digital information or augment reality; instead, it replaces it entirely, often through a headset worn by the user.

Facebook's Oculus Rift headset is an example of VR, while Google Glass was an early attempt by Google at bringing AR to consumers. Another, albeit rudimentary, examples of AR include Snapchat's 'filters' and Yelp's 'Monocle' feature, which lets you view businesses around you by using the camera on your device and pointing it at your surroundings.

Experiences like these are not only powerful, they're effective and very personal. That's why AR and VR technologies are so important; they offer greater value to customers through the dynamic delivery of personalised and contextual content.

While AR and VR can seem intimidating, when you really think about it, they are simply natural extensions of the way consumers interact with content and products.

As Ansani from Walmart put it:
"We started off with images online and then we graduated to videos. We have had 360-degree spins and 3D playable models, and now we're moving toward an AR and VR experience."
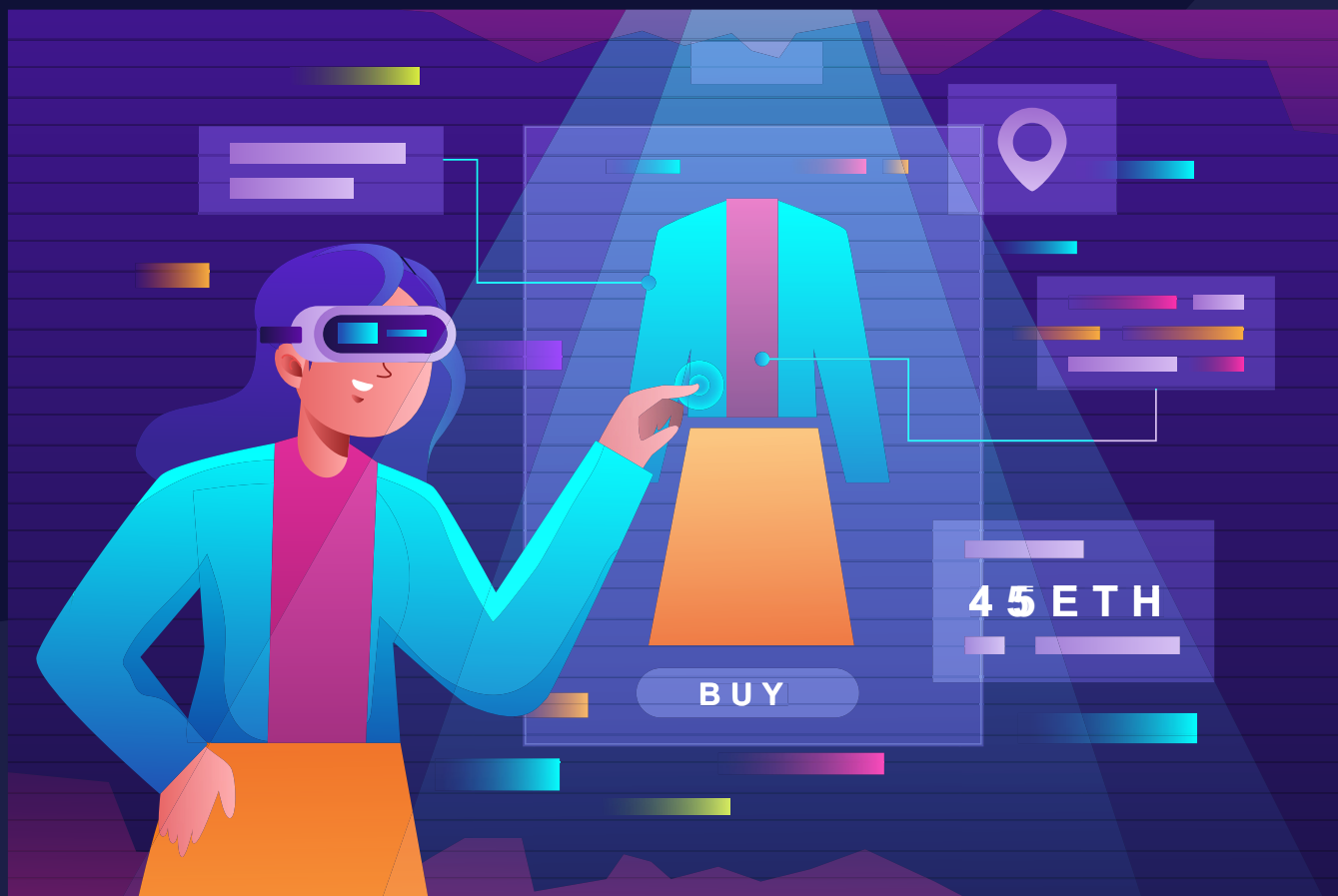
Changing The Way of Shopping

There's no denying that AR and VR will change the way we shop. How many hours of your life have you spent in fitting rooms? Imagine if you could have back all the time you spent in those cramped little rooms trying on endless piles of clothing. Surely there is an easier way?

With AR/VR, for example, instead of trying on multiple outfits or individual items of clothing, you could simply walk up to a mirror, select all the clothes you want to try and the mirror would display exactly what your selections look like on you. It's the ultimate form of 'try before you buy'.

Who wouldn't want to try on a pair of shoes or jeans or even see how a piece of furniture looks in their home before they purchase?
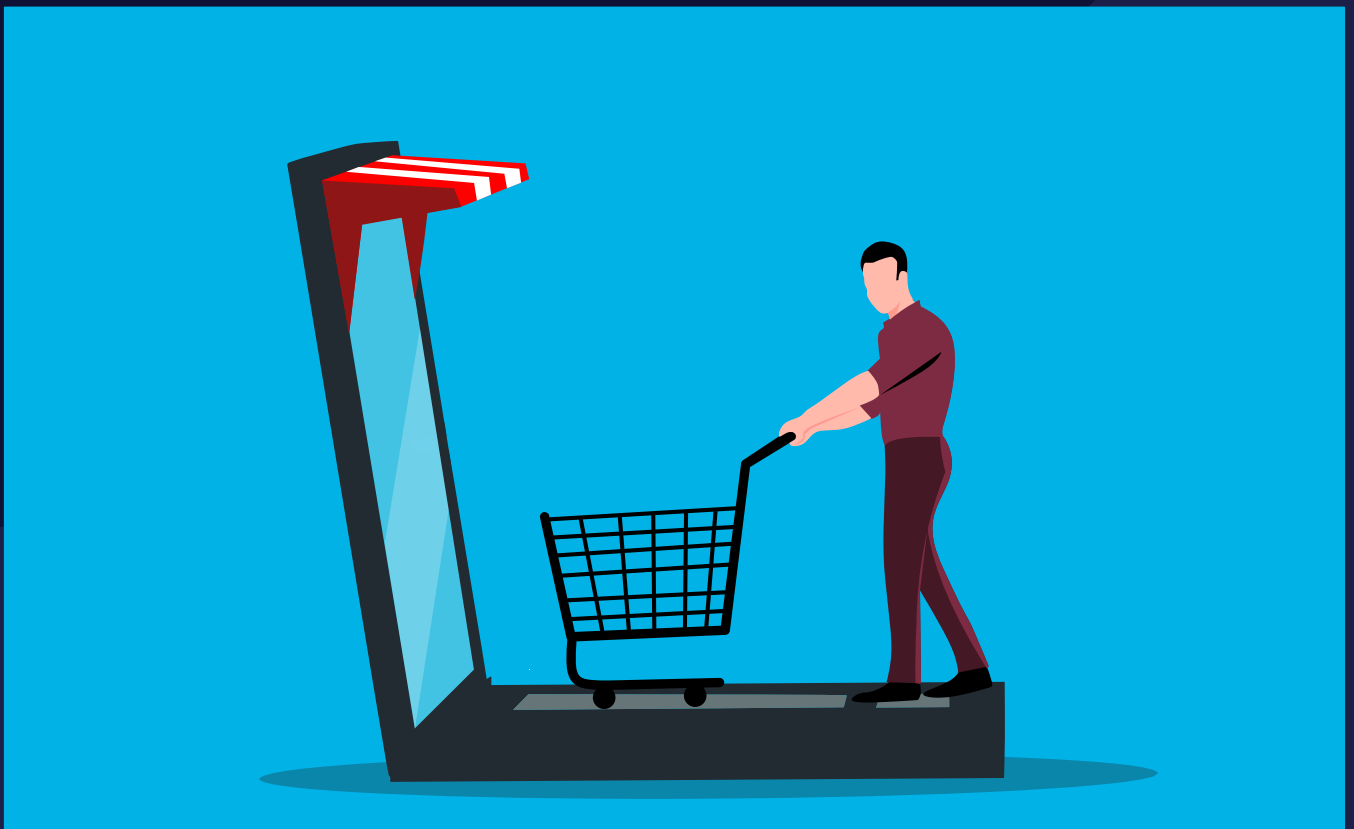
Consumer-Driven Experiences

Consumers are no longer satisfied by shopping experiences that only skim the surface—they want to interact with all their senses. And every time a customer engages with a new and improved shopping experience, their expectations reach a new, higher level across the board.

AR and VR can provide a more consumer-driven experience and give consumers a better understanding of your product. These technologies should help provide experiences that are personalised and build a relationship with the consumer—creating loyalty and encouraging them to want to have the experience again. As these technologies become more mainstream, consumer shopping experiences will continue to change and grow.

The Metaverse

Despite Elon Musk's efforts, the final frontier might not lie in space, but on servers, clouds, and the block chain, within the metaverse: a mixture of enhanced physical reality, AR, XR, VR, and the Internet.

The colonization of virtual worlds has only just begun with many games and platforms providing entertainment, alternative lifestyles, creative marketing, augmented ads, and new sources of revenue. But the true potential of the metaverse is yet to develop and mature.

If we learned anything from the recent pandemic, it's that digitization is the crucial next step for humanity, and it still has a long way to go. Education, remote work, social interactions, virtual galleries and concerts, can all benefit from the development and mass adoption of metaverse technologies.

The 3D models have applications in art, fashion, medicine, engineering, product design, and more. VR and AR are already used to train professional pilots and walk engineers through the maintenance of ultra-complex systems.

Metaverse and Blockchain

The utilization of blockchain adds other dimensions to the Metaverse saga. It makes 3D objects stored on blockchain virtually indestructible and eternal.

The decentralized character of the blockchain with its copies stored on millions of private machines around the world means there will always be a copy of the NFT somewhere. Block chain is more resilient than cloud or server data centers.

It offers intrinsic economies and new sources of revenue. NFTs (non-fungible tokens) are not only certificates of ownership and authentication of digital art and collectibles. They are also smart contracts that allow their creators to collect royalties from the future usage of their avatars, art, or other 3D models.

By introducing the MEMV token, we are creating a complete settlement ecosystem and a new metaverse-centric economy.
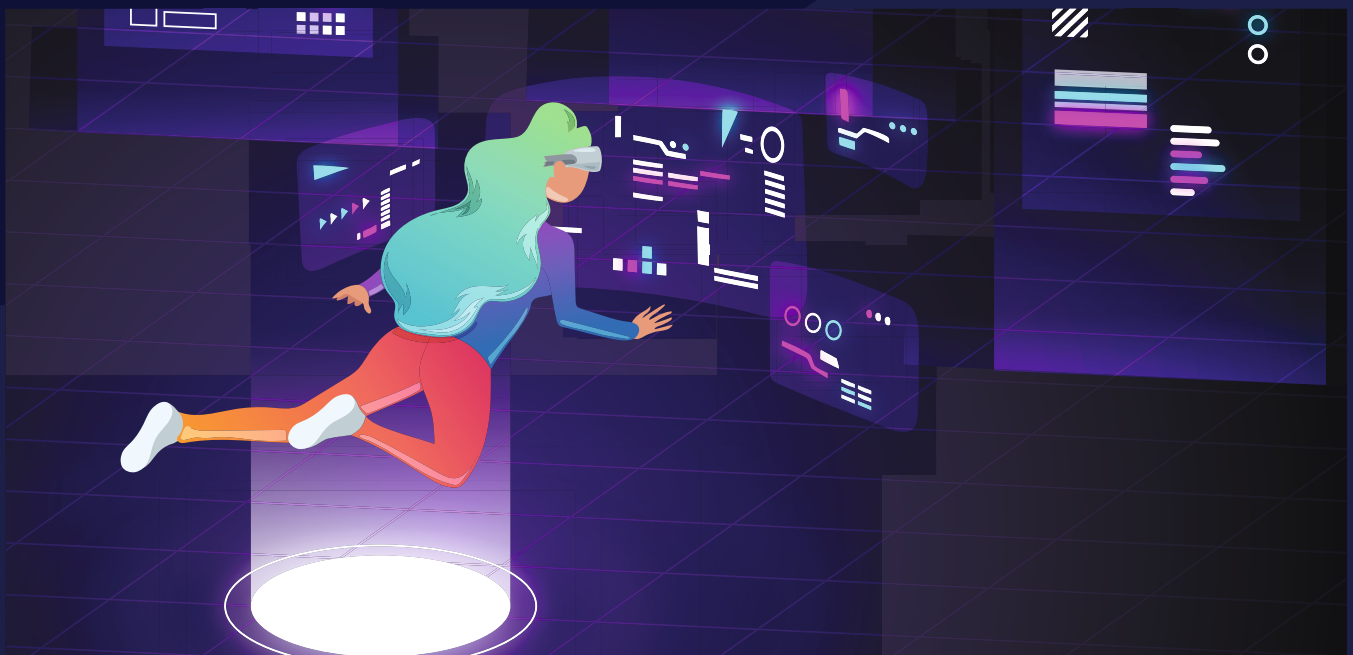
Meta Mall Verse Token (MEMV)

We've built the **MEMV** token on the Binance Smart Chain (BSC) to ensure that our project is scalable and that investors of every size can partake.

We believe in inclusivity, decentralization, and efficiency, which is why we launched our ICO to public from Round 1. No Whitelist, no presale and optional KYC. We will strive to make this project an integral part of the Binance ecosystem.

MEMV is a token that's been built for maximum efficiency and utility. Utility: The **MEMV** token will be the exclusive token to be used within the Meta Mall Verse ecosystem. That includes transacting on the NFT Marketplace, getting paid for assets, and in-verse purchases.

Meta Mall Verse Token (MEMV) will launch the ICO fairly on 21th December 2022. We are not having any private sale round nor a whitelist sale action. All interested audience will be able to purchase the **MEMV** token directly from our website.

Meta Mall Verse Tokenomics

1.000.000.000	**100.000.000**	**150.000.000**
TOKEN SUPPLY	1st ROUND SUPPLY	2nd ROUND SUPPLY
150.000.000	**200.000.000**	**$0.05**
3rd ROUND SUPPLY	4th ROUND SUPPLY	SPECIAL PRICE (1st ROUND)

1st ROUND	2nd ROUND	3rd ROUND
20%	**10%**	**5%**
BONUS	BONUS	BONUS

0% BONUS FOR 4TH ROUND AND MORE*

Token Allocation

■ Token Sale Program	60%
■ Reserve Fund	8%
■ Team and Founders	15%
■ Ambassadors	4%
■ Metaverse Development	7%
■ Marketing and Bounty	6%

Funds Allocation

|	
■ Engineering and Development	40%
■ Business Development	12%
■ Marketing & Promotion	20%
■ Legal & Regulation	10%
■ Operational & Administration	8%
■ Contingency	4%
■ Partners	6%
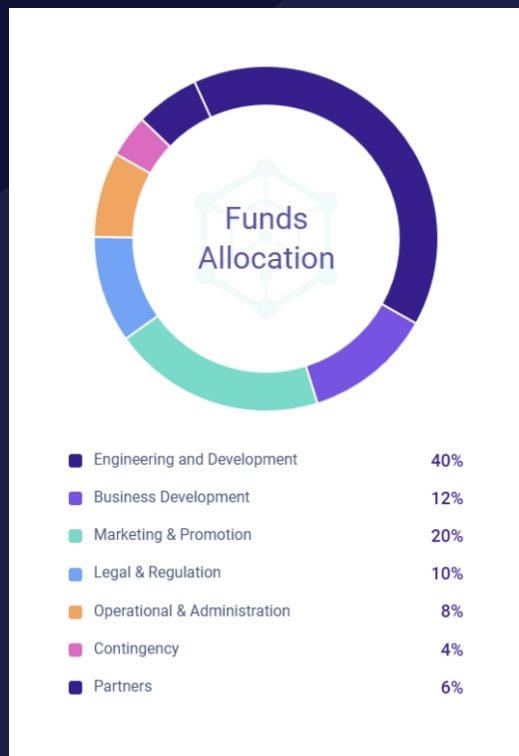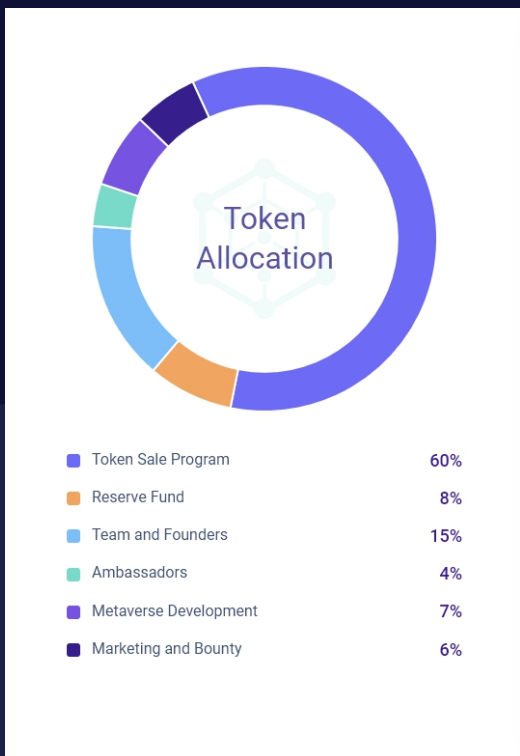
Asset Ownership with NFTs

The Meta Mall Verse virtual world uses blockchain technology and NFTs to empower the players and creators. NFTs are an emerging segment in the global game market: virtual tokens for digital scarcity, security and authenticity.

Each NFT is distinct or unique, it is indivisible and it is not interchangeable for another. NFT owners are the true and perpetual owners of their in-world items/products. With blockchain, every item can be tokenized, allowing users to decide how they want to trade, sell, or gift their items/products.

Items/products based on scarcity and demand usually invite fraud and theft, but these risks are minimised on blockchain because it is a distributed ledger.

Blockchain-based metaverse platforms can provide users with ultimate control over their digital assets. They can buy and sell items freely without concern that they will be ripped off or that a platform will close and cancel all the value of their in-world items.
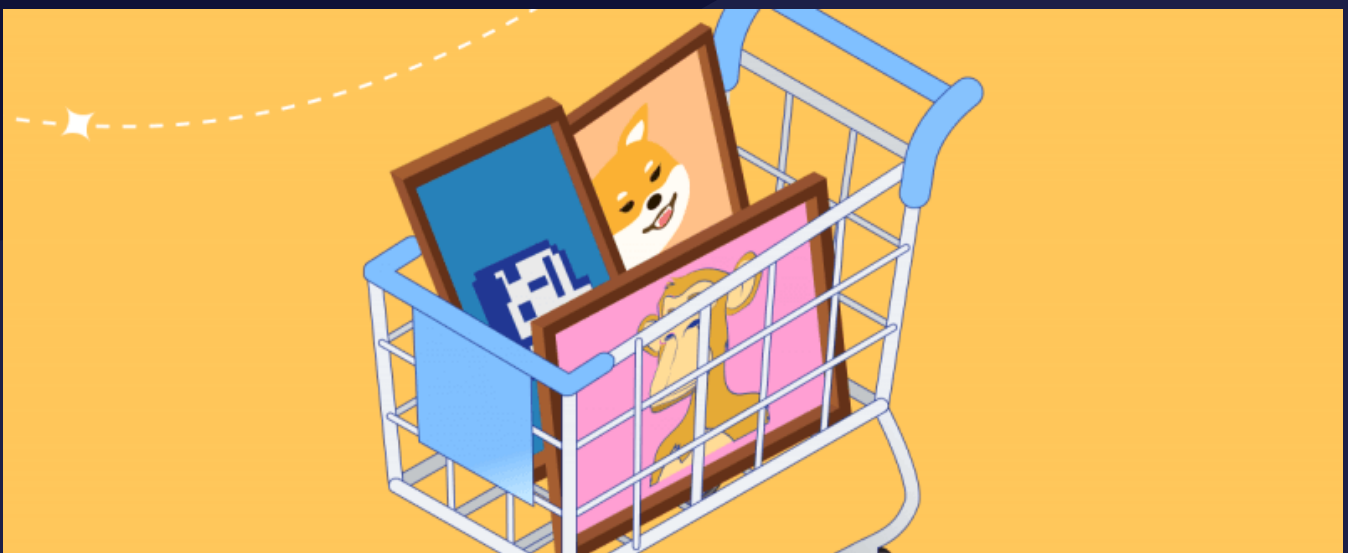
Our Mission

Our ultimate mission is to take crypto adoption to the next level. We believe blockchain is the most important invention of our time, perhaps equal only to the world wide web. And just like the Internet, blockchain has the potential to give humanity the means to make the world a better place.

Cryptocurrencies empower all of us to create independent and more equitable ecosystems and build new opportunities. Our goal is to move this future forward by finding new and engaging ways to accelerate mass adoption and bring non-crypto people on board.

Our Vision

Metaverse shopping will become an everyday part of the metaverse. A bridge between reality and the digital realm. Our next-generation technology will engage and brands, consumers, store owners, and users in never-before-seen ways.

Through building profitable businesses powered by a decentralized economy, we raise awareness and present the real-world utility of crypto tokens beyond the speculative bubble.

Our initial goal is to bring in 50M+ users into crypto through Meta Mall Verse, a real business use case that combines the market interest (shopping, social, & art) and our Meta Mall ecosystem that utilizes the MEMV token.

One of our long-term goals is to create the largest database of 3D scanned real-world objects and people, comparable to what Sony did with Audio in their Sony Pictures Audio Library. Scanning real-world art into ultra-HD 3D metaverse items is a revolutionary concept on its own.

Metaverse Shopping Related News
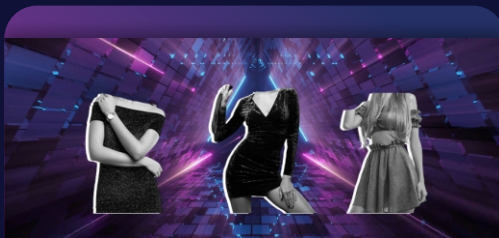

Telco Initiatives in the Metaverse

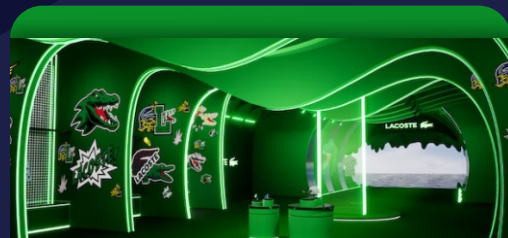H&M releases metaverse-inspired collection

Design Your Dream Fiat 500 La Prima by Bocelli in the Brand's Metaverse-Powered Dealership
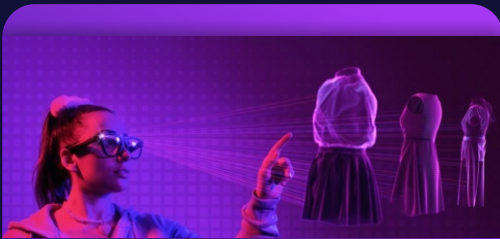

The rise of Web3: How the year in tech changed fashion forever

Top Fashion Brands Making the Best of Metaverse in 2023

The virtual experience, which went live this morning, includes a VIP room for those who own Lacoste NFTs.
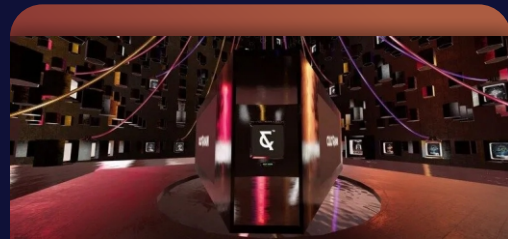
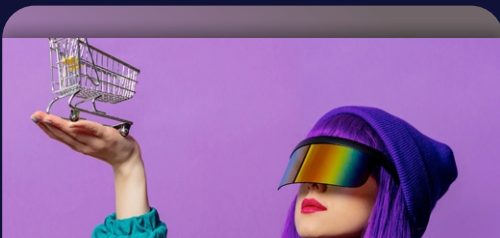**Consumer Are Ready To Shop In The Metaverse This Holiday Season**

The Friday Checkout: Do consumers want to grocery shop in the metaverse?
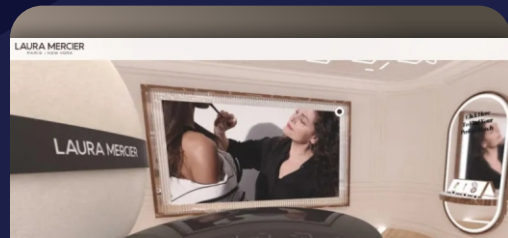
The metaverse offers challenges and possibilities for the future of the retail industry

CULT&RAIN Launched a Virtual Shopping Experience in CULTR WORLD

How brands are incorporating the metaverse into their holiday marketing

Laura Mercier Debuts Beauty Store in the Metaverse

Network: BSC
Name: Meta Mall Verse
Symbol: MEMV
Decimals: 18
Total Supply: 1.000.000.000
ICO Start: 21st Dec. 2022
ICO Finish: 30th Jan. 2023
Token Distribution: 31st Jan. 2023
Exchange Listing: 1st Feb. 2023

ROADMAP

PHASE 1

MEMV Private Sale
Whitepaper Public Release
Launch on Pancake Swap
Publishing Official Website
Building a Strong Community
Influencer Marketing
AMA with Strong Traders

PHASE 2

NFT Public Sales
Exchange Listings
Publishing Press Release
First Meta Mall Launch
AMA with Worldwide Brands
Physical Marketing

PHASE 3

Forming Meta Mall Verse Management
Bringing Worldwide Brands into Metaverse
Required UX/UI Improvements
Launching Stores/Shops
Launching Fun Zone
Announces Further Phases