

The Future of NFT Worlds

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Preface

NFT Worlds has become something incredibly special since we launched in early October, 2021. It has grown from a speculative metaverse NFT project into a massive metaverse platform leveraged by hundreds of other NFT projects to launch their own playable metaverses.

Growth has been explosive. Organic growth has brought us 110,000 Twitter followers, a Discord community with 60,000 engaged members, over 55,000 unique NFT Worlds players, over 250,000 total player hours across all worlds, and over 500,000 in-game \$WRLD transactions to date.

We believe NFT Worlds is well positioned to become **the** top metaverse platform. Our platform network effects are compounding at an accelerating rate, significant flywheels are in place and under development, and new projects are building on NFT Worlds daily, bringing their communities into the NFT Worlds melting pot.

While we are proud of our progress and appreciative of our community, we don't take our position lightly. One thing we've learned from a decade of experience building successful companies in the web2 space is that the competitive landscape for any opportunity can change rapidly. Our aim has been to leverage our experience to pattern match and implement tried and true frameworks to deliver rapidly, create compounding network effects, build a quality product, and maneuver through any changes in the competitive landscape. Growing the NFT Worlds platform towards network effect dominance has been our north star in internal decision making and is what we believe will make us the first metaverse to bring mainstream mass adoption of crypto to gaming.

We're incredibly excited for the future of NFT Worlds, and together with our community, we will continue to build and make it thrive.

The Future

We see three primary areas of opportunity to continue nurturing the NFT Worlds platform. These areas of opportunity are the drivers behind each item on our Roadmap 2.0. Development in these three areas is already occurring in parallel.

1. The first is continuing to **reduce friction & provide more tools and infrastructure**. Reducing friction is all about removing the barriers for players to play, earn and enjoy NFT Worlds. Additionally, it includes continuing to create tools and infrastructure to reduce the time and complexity of launching fantastic metaverses and other content on our platform.
2. The second is **player adoption, consistent generation of engaging content by creators, and increased interconnectivity among world communities**. Player adoption comes through continuing to grow the number of communities building on NFT Worlds, further incentivizing the creation of top-quality, engaging game content by creators and consistently attracting new players from the Minecraft ecosystem to start.

Minecraft has reached a playerbase of nearly 140,000,000 with a significant proportion of them playing online. This online community is always looking for new and engaging games and content. We believe that NFT Worlds is the best platform on which to build that content, as it merges great gameplay with robust economic incentives. As more content reaches our platform, we expect a large influx of non-crypto Minecraft enthusiasts looking to us for the best content and experiences. Players go where the best content, community, and games can be found.

3. The third is a **stable and unified \$WRLD economy across worlds**.

Lately, we're seeing a lot of other project metaverses unrelated to NFT Worlds spin up with no focus on being part of an existing platform like NFT Worlds. While creating a single isolated game/metaverse and underlying economy can have flash-in-the-pan success, interest is seasonal and cyclical. As interest fades, these economies will fail too.

NFT Worlds and our \$WRLD token aims to solve this fundamental problem by being platform and content focused first. As more projects launch their metaverse worlds on NFT Worlds with \$WRLD as their economy's token, the economic underpinning and utility of \$WRLD continues to grow. \$WRLD becomes earnable and spendable by players in a unified way across multiple metaverses built on NFT Worlds. This leads to compounding network effects and economic stabilization.

Lastly, staking, utility focused sinks, buyback mechanisms and other fundamental systems promoting \$WRLD economy stabilization are equally important and in progress.

Roadmap 1.0 Review

Overview

Any platform needs a strong foundation and proper legs to stand on. This was the focus of NFT Worlds' Roadmap 1.0.

The Roadmap 1.0 phase was not the time to focus on growing the player base, establishing marketing partnerships, or hyping vaporware. We were building! We needed to create the infrastructure, compounding systems, and flywheels to support NFT Worlds' long term sustainability and success. We have a ton of appreciation for our holders and the broader community who have consistently supported us through this phase!

Our Roadmap 1.0 infrastructure and systems were focused around reducing friction to build and launch metaverses; removing all crypto related barriers to entry for players when they join the NFT Worlds ecosystem, paving the way for mass adoption; creating cross platform playability support for all devices (PCs, consoles, tablets, phones...); and building foundational elements of \$WRLD utility and systems.

Let's dive into what we accomplished during our first six months of development under Roadmap 1.0.

World Manager

The first piece of roadmap 1.0 was the World Manager (<https://nftworlds.com/manager>). The World Manager is a portal for any owner of an NFT World to access the tools to play, update, download, stake, rent, and launch their NFT World metaverse.

The World Manager is the high-level management dashboard for a world, enabling access to its core utility and the tools necessary to launch it as a metaverse in NFT Worlds.

World Updates & Syncing to the Blockchain

As worlds are built, the world updates and syncing system allows world owners to sync their changes back to the blockchain and update the direct image on their NFT World to reflect the visual changes made in their world.

This system also creates historical entries of world changes and allows transferability of world updates to new owners anytime a world is traded or sold to another party. This allows things like building complete metaverses and selling turn-key metaverses to a counterparty.

World Staking & Renting

As the NFT Worlds floor price rises, some communities and individuals risk being priced out of the ability to launch on our platform.

To solve this, we created a merged staking and rental system that allows world owners with unused worlds to rent them to individuals or communities for a set amount of \$WRLD token per month. Renters have full access to their rented world, including the ability to launch a metaverse on the NFT Worlds platform.

Additionally, by staking a world, world owners earn \$WRLD token they can use to access current and future utility.

World Explorer

The world explorer is a dApp that allows users to browse the terrain of an NFT World directly from a desktop or mobile browser. This makes it easy for NFT World buyers to quickly explore a world they may be interested in purchasing.

Try it out! You can explore a preview of world 383 here: <https://nftworlds.com/383>. Use the WASD keys to move and click and drag your mouse to look around.

Builders Marketplace

Creating fantastic content, games, and metaverses sometimes requires talented and trustworthy external teams to help individuals and projects bring a metaverse vision to life. We launched the Builders Marketplace to remove as much friction as possible for individuals and projects wanting to launch a rich metaverse experience on NFT Worlds.

The Builders Marketplace is an open market that operates via a Discord server. It currently features over 30 independent teams, verified by us, that are masters at creating games and content within Minecraft. To date, hundreds of independent NFT projects and individuals have worked with these verified builders to create their metaverses on NFT Worlds.

You can access the NFT Worlds Builders Marketplace Discord server here:

<https://discord.gg/nft-worlds-builder-market>

\$WRLD Token

The \$WRLD token is the backbone of NFT Worlds. It is the driver of all economic and interoperable utility across worlds and the primary medium of exchange amongst players. The \$WRLD token is deployed on both the Ethereum and Polygon networks with Polygon Bridge support for transferring \$WRLD between those networks.

The Polygon network implementation of \$WRLD is used for all in-game and low gas / no gas transactions.

The Ethereum network implementation is used to further secure \$WRLD, yield staked world rewards, and more.

\$WRLD Payments API

Providing turn-key solutions for metaverses to accept payments is incredibly important for building sustainable, easily-implemented economies. We launched the \$WRLD payments API to be ultra simple for anyone to integrate \$WRLD payments for nearly any use case into their world. This includes support for things like NFT minting, purchasing items, PVP wagering, paying for metaverse event access, and so much more.

You can learn more about the \$WRLD Payments API on our developer documentation website here: <http://dev.nftworlds.com/>

You can check out the \$WRLD Payments API codebase here:

<https://github.com/NFT-Worlds/WRLD-Payments-API>

Custodial Player Wallets

Any game that wants to enable a mass adoption by players needs to solve the crypto friction problem. Most gamers have little to no experience using cryptocurrency. They don't understand concepts like transaction fees, wallets, and exchanges.

Expecting new players to learn how to use their own crypto wallets and to wrap their heads around gas fees for network transactions is a significant growth inhibitor. Any crypto-domain expertise required by players to engage with NFT Worlds is a recipe for isolating adoption to a small bubble of crypto experienced gamers.

We've addressed the above barriers through multiple systems.

One of those systems is custodial player wallets. These wallets abstract away the need for players to manage or understand how a crypto wallet works. Players that join NFT Worlds automatically get a wallet assigned to their account behind the scenes. \$WRLD automatically deposits into their managed wallet, and spending \$WRLD in game is as simple as clicking a "confirm" button. Of course, players can opt to use their own managed wallet at any time as well.

Gasless Transactions

NFT Worlds has pioneered the idea of completely removing the need for players to have Ether (Ethereum Network) or Matic (Polygon Network) in their wallet to pay for gas to submit game related blockchain transactions. This is another system that was built specifically to remove crypto friction for players.

In our gasless transactions infrastructure, the gas fee required for players to submit transactions, transfer \$WRLD, make purchases, and update on chain data are all covered by our network of nodes. These nodes are automatically compensated from the player's wallet with a predefined fee in \$WRLD token for covering the gas cost of the transaction.

The end result is that players only need to hold \$WRLD in their wallet to submit transactions. This also makes the automation of transactions for custodial player wallets based on player actions significantly easier to implement.

Our gasless infrastructure completely removes the need for players to pay or even understand what gas fees are. Players can simply transact with \$WRLD for any use case just like they're used to with any non-crypto game's currency.

If you have some \$WRLD token in your wallet or in your NFT Worlds custodial player wallet, you can try out gasless transactions here: <https://nftworlds.com/pay>

Open Source Multiplayer Server

Each world in NFT Worlds operates on its own hosted servers set up by the world owner or a verified builder from our builders marketplace. In the future, world servers will be automatically deployable through the world manager to further reduce friction.

Our multiplayer server software is a “fork” of a popular open source Minecraft server codebase. It comes preloaded with all of the NFT World APIs to quickly integrate a build with the NFT World's ecosystem. We've further developed this server from the original codebase to optimize for handling 500+ players playing together in a single world at any time. Support for a theoretically uncapped amount of players in a world is already supported through horizontal scaling of world servers or through one of our partner's WorldQL services.

One benefit of this architecture is that NFT Worlds servers maintain a degree of decentralization and multiple degrees of fault tolerance in the event of an outage. One world temporarily going offline doesn't pose a major impact to the integrity of the entire NFT Worlds network.

Connectivity details for world servers are mapped through our routing contract on the blockchain and updated using the world manager. You can find more info here:

<https://dev.nftworlds.com/architecture/server-routing>

You can also check out the server codebase here: <https://github.com/NFT-Worlds/Server>

Cross-Platform Support

Reducing friction also means providing many options for people to access and play on NFT Worlds' metaverses. Our cross-platform support already provides access for players on Windows PCs, Macs, Linux PCs, Android and iOS devices, and Xbox, Playstation, and Nintendo Switch consoles. In short, NFT Worlds can be played on almost any device, and we currently have players earning and spending \$WRLD across all supported devices.

Player NFT Verification

Granting players in-game perks based on the NFTs they hold in their wallets is incredibly important for linking a project's utility with their metaverse experience. The NFT Worlds API currently supports verification of NFTs held in any wallet that a player connects to their account, allowing projects to grant unique perks in real time based on a player's NFT holdings.

These APIs currently support ERC721 and ERC1155 tokens.

Player Accounts

By default, Minecraft player accounts have no relation to cryptocurrency wallets. To support \$WRLD play-to-earn deposits and spending mechanics, we've had to change that.

We've created a blockchain based system that maps NFT Worlds player accounts and player wallets directly to Minecraft accounts. This account system removes the friction of having to create a system to verify player wallets in your metaverse. Player wallet verification is automatically handled for your world. Your project just needs to decide what to reward players with based on what's in their wallet using our simple APIs.

Player accounts can be created and accessed at <https://nftworlds.com/account>. Right now, player accounts allow you to connect your wallets with your account, transfer your \$WRLD, and bridge \$WRLD between the Ethereum and Polygon networks.

Community KYC Processes

One of the challenges of becoming a top metaverse platform is that it can attract bad actors, and unfortunately, we have seen a few "rug pulls" - a type of scam involving a team intentionally abandoning their project after receiving their initial mint revenue.

To help protect the NFT Worlds community ecosystem and platform against these bad actors, we've created a KYC process for projects building on NFT Worlds. This KYC process is optional, allowing projects to verify their identities privately to the NFT Worlds team in exchange for receiving a "verified project" stamp of approval from us.

We are happy to report that no rug pulls have occurred since we implemented our KYC process, and individuals in our community are consistently checking whether projects of interest are KYC verified. If, after a review process, we have deemed a verified project to have ruggd its holders, we would publicly release the identities of that project's team so that the community can pursue legal recourse.

Here is the current list of verified projects:

<https://docs.google.com/spreadsheets/d/1twNI-qLo2kD4Nnly-PELQ684LKoih-5xJxyDM3LbJFE/edit#gid=0>

Game Client (Launcher)

Among the final items on Roadmap 1.0 was the alpha release of the NFT Worlds Game Client.

Our Game Client acts as the glue for all of the systems and infrastructure that we have developed. Marking the start of the creation of one massive, cohesive, and interconnected multi-metaverse experience.

It connects all of the worlds from our decentralized server routing mechanisms, and it provides frictionless access to player accounts and the \$WRLD token. Additionally, it implements in-game functionality beyond vanilla Minecraft such as upgraded graphics and shaders.

While our launcher is currently in alpha, Roadmap 2.0 has a heavy focus on building and polishing more launcher features, such as our \$WRLD marketplace, full support for custom player avatars, and enabling portal mechanics to seamlessly interconnect worlds.

You can check out the early alpha version here: <https://nftworlds.com/play>

Patents

The majority of the technology we've created has applications beyond NFT Worlds. The systems we've developed become more and more relevant to the gaming industry as it continues to develop and move towards play to earn being a popular mainstream model.

To date, we have patents pending or in process for nearly a dozen technical innovations we've created. We see all of these innovations as necessary or applicable to mainstream games or competitors implementing similar systems in the future. While the nature of web3 makes enforcing intellectual property more difficult, we see significant long-term value in owning patents for our technology.

As we create more generalized P2E systems and architecture, we intend to continue patenting those innovations.

Documentation

Creating clear documentation for stakeholders, players, and creators is a critical part of any platform. This was a consistent focus of ours while we delivered on Roadmap 1.0, and it will continue to be in the future.

We maintain two types of documentation. General documentation (<https://docs.nftworlds.com>) and developer documentation (<https://dev.nftworlds.com>).

Roadmap 2.0 Deep-Dive

Overview

If Roadmap 1.0 was building the metaphorical foundation of NFT Worlds, then Roadmap 2.0 is constructing and populating the metaphorical kingdom on top of that foundation.

As we move into Roadmap 2.0, our focus shifts toward the following areas:

- Removing additional sources of friction for players and providing more tooling for creators to build limitless, crypto enabled, play-to-earn metaverses.
- Scaling up player adoption and incentivizing the continued creation of quality metaverses, games, and content.
- Stabilizing a unified \$WRLD economy across all metaverses built on NFT Worlds.

Play To Earn Faucet (Q2 2022)

A large percentage of the \$WRLD token supply is reserved for what we call “Play To Earn Rewards”. These rewards will be delegated for distribution through the “Play To Earn Faucet”. This faucet is a system that gives metaverse owners access to distributions of \$WRLD specifically intended to be used to reward players in their metaverses for winning competitions, participating in games, completing quests and more.

This gives any metaverse with “Play To Earn Faucet” access on NFT Worlds a way to create incentives to bring value seeking players into their world to play, earn and promote. Overall aiding the growth of the NFT Worlds playerbase.

Access to the faucet will require worlds to stake predefined amounts of \$WRLD tokens in order to access various tiers of disbursements. This staked \$WRLD will be held as collateral by the faucet contract and slashed if the metaverse entrusted with faucet disbursements misuses their \$WRLD allocations in any way that goes against the established player disbursement rules.

When slashed, a violator loses access to further faucet disbursements and has their staked \$WRLD confiscated to reimburse the faucet treasury for misused tokens. Faucet tier access will be available on a per-world basis, based on activity KPI's.

Revised Tokenomics (Q2 & Q3 2022)

We'll be adjusting the existing \$WRLD tokenomics to better serve the NFT Worlds' ecosystem for the long term.

To start, token supply allocations will be slightly adjusted.

- Play-to-earn rewards will be reduced from 50% to 35% of the total token supply.
- This 15% reduction will be repurposed to meet requirements related to centralized exchange listings, including allocations for market makers.

Additionally, we will introduce new mechanisms to stabilize \$WRLD and promote healthy TVL while maintaining a variety of DAO controlled levers and parameters.

These new mechanisms include, but are not limited to, the following:

- \$WRLD staking! Staking \$WRLD token will reward the staker with \$veWRLD, or vote escrowed WRLD and staking rewards. Further details will be provided in the coming tokenomics update whitepaper.
- \$veWRLD is a governance token, but it can also be used to earn exclusive in-game items, cosmetics, and player titles based on the amount held by a player.
- \$WRLD can be staked to a specific world to help meet that world's play-to-earn faucet staking requirements. Staking to a specific world yields \$WRLD rewards based on that world's performance and marketplace activity.
- There will be \$WRLD buyback systems for \$veWRLD. If a \$veWRLD holder wants \$WRLD liquidity before the end of their lockup period, they can swap \$veWRLD through a buyback system at a reduced rate.

Lastly, a variety of \$WRLD sinks are in active development and will be introduced to the NFT Worlds ecosystem as they are completed.

We will provide details on tokenomics mechanisms and all of the \$WRLD sinks in development in our NFT Worlds tokenomics whitepaper, scheduled for release near the end of April, 2022.

WRLD Name Service (Q2 2022)

The WRLD Name Service is a cross-network vanity address alternative to ENS. Operating on both Ethereum and Polygon, the WRLD Name Service allows anyone to spend \$WRLD tokens to register a .wrld vanity name that maps back to a wallet address.

When transferring \$WRLD token to another address or using \$WRLD to pay for something in game, the recipient address can be a .wrld address and will automatically resolve to the associated wallet address. WRLD Name Service names will be supported across NFT Worlds' \$WRLD transfer systems, pay systems, in-game trading systems, and our marketplace to start.

Other services may choose to adopt support for WRLD Name Service in the future as well.

ERC1155 NFT Worlds Items (Q3 2022)

A metaverse wouldn't be complete without the ability for players to earn in-game items by completing quests, performing tasks, winning competitions, completing raids, and participating in other types of gamified reward mechanisms.

We are actively expanding the NFT Worlds API to support the creation and minting of in-game items so that creators can reward players with NFT based items, or offer mintable items directly for sale in game. These items will exist under a unified ERC1155 NFT World Items contract.

Lastly, some metaverses may be interested in creating their own secondary token outside of \$WRLD to support certain types of internal project utility. This will be possible through the NFT Worlds Items system.

For example, consider a "Gold" fungible token exclusive to some specific NFT Worlds metaverse that is used to access premium perks and items. Through the NFT Worlds Items system, the metaverse creator may issue 1,000,000 \$GOLD and sell them to players for \$WRLD either in game or through the market. \$GOLD could also be used to reward players, and the purchasing of specific items or content could require \$GOLD rather than \$WRLD.

The NFT Worlds Items smart contract will live on the Polygon network to allow gasless minting and trading.

Influencer Marketplace (Q3 2022)

We've been bombarded with requests from streamers and influencers across Twitch, YouTube, Instagram, Twitter, and other platforms.

While we do intend to work with some influencers in the future, we see an even greater opportunity here for our ecosystem. We've begun establishing an NFT Worlds Influencer Marketplace similar to our Builders Marketplace.

Any project or individual operating a metaverse on NFT Worlds will be able to openly negotiate with a wide range of verified influencers to create content for or stream the playable experiences within their metaverse to drive more player awareness. This will function as a free market, just like our builders marketplace, with influencers able to set their rates and packages as they see fit.

Expect the NFT Worlds Influencer Marketplace Discord server to go live in late Q2 or early Q3, 2022.

Rental Marketplace (Q2 2022)

As the floor price on NFT Worlds has risen, talented creators have been priced out of our platform.

To solve this, we created the NFT Worlds Rental system. This system was partially deployed in Roadmap 1.0, with all of its functionality baked into the world staking contract.

During Roadmap 2.0, we'll be releasing the public-facing rental marketplace dApp, where anyone can rent a listed NFT World at a rate set by the world's holder.

Aside from ownership, a rented world is fully controlled by the renter. The renter can update the world, deploy their metaverse on the world, and earn \$WRLD token from economies they create in their metaverse.

As long as the renter remains current on their rental payments, they can continue to operate their metaverse on the rented world. Renters can negotiate rental period extensions with owners upon a rental period ending or frictionlessly migrate their metaverse to another rented world.

\$WRLD Marketplace (Q2/Q3 2022)

The \$WRLD marketplace is an ERC721 and ERC1155 trading platform natively built into the NFT Worlds Game Client and will also be available through the NFT Worlds website.

This marketplace allows world owners to list their metaverse's NFT Collections for trading amongst players using \$WRLD. Additionally, the buying, selling, and trading of NFT Worlds Items, Avatars and Cosmetic items will all operate through this marketplace.

The \$WRLD marketplace will also implement new APIs for in-game trading of NFTs, items and avatars amongst players natively through an updated NFT Worlds Game Client UI.

The \$WRLD marketplace will feature gasless trading and have a flat trade fee of 2.5% of the \$WRLD value for any given trade performed directly through the marketplace or in game. Royalties for the various collections from metaverses built on NFT Worlds will be supported as well.

A significant amount of the trade fees will be indefinitely rewarded to holders of NFT Worlds Genesis Avatars. The remainders of the fees will be used for redistribution and lockup mechanisms.

Avatars & Player Cosmetics (Q2 2022)

In any online game, customizing what a player looks like is incredibly popular. By default, Minecraft only supports low resolution skins - but that's not great for a fully expressive metaverse player experience.

We've completely revamped what players can look like. We've done this through the NFT Worlds Game Client, allowing ultra high resolution player models, support for equippable cosmetic items, and more.

Additionally, any project building their metaverse on NFT Worlds will have access to creating cosmetic items and content and custom player avatars through our avatars & cosmetics programs.

All avatars and cosmetic items will be tradeable on the \$WRLD marketplace and other standard marketplaces like OpenSea and LooksRare.

Avatars and items will be equippable through the NFT Worlds Game Client.

Genesis Avatars (Q2 2022)

NFT Worlds' Genesis Avatars is a collection of 15,000 unique avatar NFTs that will be available for whitelist mint April 30th and public mint May 1st, 2022.

You can read more about genesis avatars and their significant utility here:

<https://docs.nftworlds.com/nft-worlds-other/genesis-avatars-mint>

Portal Mechanics (Q2 2022)

Frictionless interoperability between metaverses within the NFT Worlds ecosystem is key to our vision. We envision a future where someone can play in their favorite NFT Worlds metaverses, lean on their curiosity, and discover and explore portals to other metaverses connected to or partnered with the metaverses they frequent.

Where these portals are placed and where they lead is entirely up to the each metaverse creator. We see this mechanism as being simple in design but incredibly robust, having all sorts of unique and exciting use cases.

Overhauled Graphics & UI (Q2 & Q3 2022)

While NFT Worlds is built on Minecraft, we aim to improve on the default visual styling of Minecraft. We've already begun doing this through the implementation of custom visual shaders that modify things like lighting, shadows, water, and particle effects in worlds played through the NFT Worlds Game Client.

As we continue developing the game client, we'll be introducing high resolution graphics that override the default Minecraft graphics, updated default models for vanilla Minecraft, and more.

Please keep in mind that the look and feel of NFT Worlds will always be voxel-based.

We are continually developing the NFT Worlds Game Client and in-game user interfaces. They will see continual improvements through Q2 and Q3, 2022.

Live Video & Audio Streaming Support (Q3 2022)

Concerts? Events? Parties? Gatherings? NFT Worlds will support it all! Live and prerecorded video and audio streaming directly in a world will be released in Q3, 2022.

We will provide world holders with APIs and a dashboard for video and audio management.

Video screen locations can be placed directly into any area within a world, allowing creators to build full-scale concert venues with live streamed video for their players. Audio streaming will be fully configurable, providing the ability to isolate sound specific areas within a world or stream to all players at once.

Proximity Voice Chat Support (Q3 2022)

Giving turn-key flexibility for truly engaging player experiences is something we see as incredibly important for anyone building their metaverse on our platform.

NFT Worlds will be offering a turn key solution for in-game proximity voice chat for players. This will be optionally implementable and configurable by any world.

\$WRLD Launchpad & Promotion (Q2 2022)

Creating a large economic ecosystem for \$WRLD includes creating mechanisms and incentives outside of in-game utility.

Soon, we will be launching the \$WRLD Launchpad program for new projects wanting to launch a metaverse with NFT Worlds. We'll be releasing a set of ready-to-go templated contracts and codebases for teams to bootstrap and quickly launch their own NFT project using \$WRLD.

As we see additional innovative projects join the NFT Worlds ecosystem, we believe this is a fantastic way to offer them ways to gain immediate traction and access to funding through \$WRLD.

Projects interested in this program will be required to go through our KYC process and will be promoted and presented as upcoming worlds in the NFT Worlds launcher and on the NFT Worlds website.

Additionally, projects that mint exclusively with \$WRLD through our launchpad program will get access to discounted staking requirements for play-to-earn faucet access.

Content Creation Incentives (Q2 2022)

We will allocate a minimum of \$5,000,000 to content creation and builder marketplace incentives. We recognize that for any game platform to succeed, quality game content is a must.

This incentive program will reward projects and creators that launch a metaverse and meet certain KPIs, such as onboarding a certain number of new players into the ecosystem, reaching a certain playtime metric among players, and maintaining consistent engagement.

The KPIs we select are intended to be useful metrics for gauging the performance of a world. Ultimately, we want to incentivize the creation of as many fun and engaging NFT World metaverses as possible!

Incentives will be paid in a combination of ETH and \$WRLD. This initial fund will be distributed over a targeted 2 year period.

Player Incentives (Q2 & Q3 2022)

We will allocate a minimum of \$3,000,000 to player incentive programs. These programs will reward players that help onboard new and continually engaged players to our ecosystem. This will function like a referral program.

We are targeting a two-year distribution period for these funds.

Marketing Ramp Up (Q2 2022 & Beyond)

We have established connections with many of the world's top Minecraft content creators. Starting in late Q2, 2022, when more engaging worlds and content are live, we'll begin deploying our marketing budget to build player awareness around NFT Worlds. We will do so through trusted and established content creators in the Minecraft ecosystem.

CEX listing (Q2 2022 Target)

We believe it's incredibly important to provide as many pathways of entry into the NFT Worlds ecosystem as possible.

We've already begun pursuing the process of major exchange listings. There are no publicly announced dates for any expected listings as of April, 2022, but we've set a speculative target of Q2, 2022 for some of these CEX listings.

Player \$WRLD Buy In Systems (Speculative)

We are exploring ways to offer frictionless onramps for players to purchase \$WRLD directly through the NFT Worlds Game Client.

This is speculative, and we can make no promises as of yet, but this would open up the possibility of purchasing within the \$WRLD marketplace with fiat onramps.

If our due diligence, and that of our attorneys, opens this possibility up for us, you can expect to see it in the future for NFT Worlds.

Please note that there will never be a cash-out offramp in the NFT Worlds launcher to convert \$WRLD to ETH or some other token, stablecoin, or fiat currency.