



[www.metaprops.io](http://www.metaprops.io)

# WHITE PAPER

The **World's Leading & Dedicated** Digital  
**Architecture NFT Marketplace.**



# ABSTRACT

MetaProps is a Dedicated Digital Architecture Marketplace powered by the Polygon Blockchain & ETH cryptocurrency.

The Team have seen many NFT marketplaces over the last few years selling 'generation 1' NFTs ranging from digital art works to collectible characters. MetaProps believes the next generation of NFTs will prove to be more useful on various emerging platforms. In addition, many NFT Marketplaces today do not dedicate their focus to market segments instead, sell all kinds of NFTs which leads to difficulty in selecting preferred Products.

MetaProps seeks to tackle these challenges by creating a clear, simple and easy to use digital real estate NFT Marketplace like Zillow is for physical real estate in North America. MetaProps will allow customers to browse curated digital real estate collections (residential, commercial, retail etc) as well as identifying expert creators and purchase these directly on the platform via a connected crypto wallet.

MetaProps aims to attract the world's leading architecture firms as well as cutting edge designers to create and sell immersive and unique designs on the platform. Given digital architecture is more complex than generation 1 NFTs, the MetaProps platform is designed to support much larger file size limits and additional data compared to traditional NFT marketplaces.

Larger numbers of people are spending an increasing amount of time in virtual worlds, for both leisure and work. Traversable 3D worlds create an immersive experience as well as adjacency to other content, enabling physical clusters of communities. MetaProps seeks to tap into this emerging trend by becoming the world's largest source of Digital Architectural content as collectible NFTs or for Integration into Metaverses. MetaProps is not in itself a Metaverse.

This document lays out the philosophical underpinnings, technical foundations, and economic mechanisms of the Platform.



# ACKNOWLEDGMENTS

We would like to thank the following reviewers, whose contributions and feedback made this document possible:

- 1. CARL THOMAS**  
CEO & Founder, **Mipic**
- 2. NEIL SERRIDGE**  
Director, **Benoy**
- 3. ROBERT ANDREWS**  
Senior Associate, **Aecom**
- 4. STEPHEN HAWKINS**  
Director, **Place By Design**
- 5. JEAN-CRISTOPHE RATAJCZAK**  
Associate Partner, **Foster & Partners**
- 6. MANUEL BATISTA**  
CEO, **Essential Inc.**



# TABLE OF CONTENTS

## 1.0 INTRODUCTION

- 1.1 Rationale
- 1.2 Inception of Idea
- 1.3 Marketplace Economics

## 2.0 TECHNOLOGY

- 2.1 Architecture
- 2.2 Security
- 2.3 Technology Stack

## 3.0 THE MARKETPLACE

- 3.1 Platforms Beneficiaries
  - 3.11 Creator
  - 3.12 User/NFT Creator
  - 3.13 3rd Party Real Estate Broker
- 3.2 Tokens & Payment
- 3.3 Minting & Selling
- 3.4 Secondary Trading
- 3.5 Earning Money in the Metaverse
- 3.6 Featured Creators
- 3.7 Featured Collections
- 3.8 Fees & Commissions
- 3.9 Platform Administration

## 4.0 CHALLENGES

- 4.1 Existing Metaverses
- 4.2 Future Metaverses
- 4.3 Blockchains
- 4.4 Copyright Infringements
- 4.5 Technology Acceptance

## 5.0 SUMMARY

## 6.0 THE TEAM

## 7.0 CONTACT US



# 1.0 INTRODUCTION

## 1.1 RATIONALE

Decentralized environments such as the Metaverse has allowed owners of these proprietary spaces to inform how these digital plots are developed. This is revolutionary. It is however restricted by the availability of content and skilled talent who are able to create these digital buildings. The graphic environments provided in current metaverses simply lack the quality that people come to expect from existing successful gaming platforms.

MetaProps believes it is the responsibility of individual creators of digital real estate to develop these environments with quality content. MetaProps aims to be one of the leading digital content providers for existing and future Metaverses.

It has already been proven that there is value in digital real estate spaces. The first NFT house, the Mars House, designed by Krista Kim was sold for \$512,000 in March 2021. The Mars House is a 3D design which can be experienced in virtual reality. Metaprops will list many more of these types of immersive spaces to be experienced by digital real estate investors.

In addition, we are seeing enormous investment in technology to support Metaverse development. Microsoft's recently acquired Activision which is seen as a major metaverse play. Plus Meta (formerly Facebook,) Epic Games & Others are currently engaged in a Metaverse arms race.

Ultimately, there is an significant demand for a digital marketplace that caters to virtual or digital architecture as the Metaverse Industry develops. The quality that digital architecture can provide will pull more people from their phone screens and into this immersive, virtual landscape. Current marketplaces do not offer this market focus.

## 1.2 INCEPTION OF IDEA

Research suggests the Metaverse and Web 3.0 is likely to become a trillion dollar industry over the coming years. Many savvy investors are also looking to diversify their portfolios to supplement traditional investment vehicles.



Witnessing the value increase of certain Generation 1 NFTs, many in the market have come to realize the value of NFTs with 'Utility'. 3D digital architecture can not only be looked at as an investment, but as a tool to host and enrich your digital lifestyle. For instance, digital architecture NFTS can be used to advertise goods and services in both virtual and real spaces. Global brands are becoming aware of its potential. MetaProps NFTs will have much more intrinsic & tangible direct value than simple JPEG images.

## 1.3 MARKETPLACE ECONOMICS

MetaProps is currently developing a core blockchain enabled NFT marketplace that allows global, instant, and cost-effective payments between any two users over the Internet. Metaprops believes the platform is going to be the leading dedicated digital real estate NFT Marketplace in the World. We expect rapid growth of the MetaProps NFT Marketplace once future or special branded metaverses are released. These new Metaverses will be able to house high fidelity digital content which can be visualized and experienced in virtual reality.



# 2.0 TECHNOLOGY

## 2.1 ARCHITECTURE

The MetaProps Platform is to be composed of different interrelated technology components using the Polygon decentralized blockchain. The blockchain based application has many advantages over traditional web/mobile applications for a variety of reasons:

- Fully decentralized Peer 2 Peer network and sensor resistant.
- Scalable to cater to large audience pools.
- No intermediaries.
- No central point of failures.
- Fairness.
- Availability.
- Privacy, full control of the data lies in the hands of users. It's up to the user to provide identifiable information if they choose. Sensitive information about the user will be encrypted and stored off-chain. Only authorized persons will be able access this data.
- Security, tamper proof contracts.
- Free and open to everyone.

## 1.2 SECURITY

MetaProps follows industry standard best practices to develop a secure web application. Our development is free of all OWASP reported vulnerabilities.

## 1.3 TECHNOLOGY STACK

Front-end – Web Pages:	<b>HTML5, CSS3, JavaScript</b>
Development Framework:	<b>Laravel</b>
Core Programming:	<b>PHP</b>
Off Chain Database:	<b>MySQL</b>
Browser Support:	<b>Chrome, Safari, Firefox, Edge</b>
Public Blockchain:	<b>Polygon, Web3, Solidity Smart Contract</b>
Token Standard:	<b>ERC 721</b>



# 3.0 MARKETPLACE

## 3.1 PLATFORM BENEFICIARIES

### 3.1.1 Creator

MetaProps expects to attract leading architecture practices and designers to the platform. These creators will be able to use the following features of the platform:

- Connect MetaMask Wallet.
- Create a profile allowing the creator to link socials, include a logo and profile picture and describe relevant information about the creator/architect
- Create and list NFTs on the platform. The creator can list custom information/properties about the NFT and attach a zipped file with all files related to the design.
- Earn Royalties on future sales of their NFTs.
- Create curated collections.
- Be notified of all NFT activity.
- Opportunity to provide private build services via the platform.

### 3.1.1 User / NFT Collector

MetaProps will attract NFT collectors and metaverse investors who are looking to capitalize on the market opportunity. The User/NFT Collector will be able to use the following features of the platform:

- Connect MetaMask Wallet.
- Create a user profile with a cover picture.
- View Marketplace and favorite/liked NFTs.
- Purchase NFTs via fixed price & Auction.
- Own the raw data of the files.
- Integrate with current & Future Metaverses.
- View in VR on other platforms.

### 3.1.2 3rd Party Digital Real Estate Broker

MetaProps aims to attract 3rd party digital real estate brokers to the platform. Our hope is that brokers will use it to advise investors on the best types of digital architecture that will hold the most current & future value.



## 3.2 TOKENS & PAYMENT

At Beta launch, MetaProps will be using MetaMask as the digital wallet. Multi-wallet functionality will be made available in future releases.

To enable users and creators to interact on the MetaProps platform they will need to first register their MetaMask wallets. Once complete, NFTs can be listed, minted and sold. Polygon ETH tokens shall be used as the underlying currency for transactions on the Polygon Blockchain network.

## 3.3 MINTING & SELLING

Minting shall only occur at the point of sale. Listing of NFTs shall be kept off-chain but on the platform. Prices and NFT data can be changed up to the point of sale. However, MetaProps reserves the right to delete the NFT if the creator or the NFT itself has infringed copyrights or has been listed fraudulently. MetaProps approves creators manually, so the best precautions will be taken. NFTs can be sold via a fixed price or by Auction.

## 3.4 SECONDARY TRADING

Users are able to re-list their purchased NFTs for Resale if required and traded accordingly on the Polygon Blockchain.

## 3.5 EARNING MONEY IN THE METAVERSE

NFT file content shall be hosted by MetaProps and the registration of the NFT transaction shall be kept on-chain. In the future, this hosted content shall be integrated to compatible metaverse platforms via APIs. The uses are limitless – from conferences, to yoga retreats, for private parties, corporate board meetings, music concerts, e-sports and conferences.

## 3.6 FEATURED CREATORS

MetaProps will be able to boost the Profile of Individual Creators by allowing for paid promotions. At first, this will be on a private appointment basis. We anticipate that boost options shall be offered to creators in their profile in upcoming releases.



## 3.7 FEATURED COLLECTIONS

MetaProps will occasionally share curated collections on the homepage. There will also be a dedicated “Collections” page. Selecting the NFTs to be included in these collections will be at the determination of the MetaProps team.

Individual creators can apply for paid promotion in these collections. Their inclusion shall however be at the discretion of MetaProps and the admin team has the right to refuse if the NFT does not meet the required criteria.

## 3.8 FEES & COMMISSIONS

Fee	Category	Description
<10%	Royalties	Individual Creators can set the Royalty amount they require for future transactions on the platform. However 10% or lower is recommended in order to be competitive.
5%	Platform Commission	MetaProps commission for each NFT purchase. This fee helps the MetaProps team to support large data storage required for these types of NFTs.
Variable	Transaction fee/Gas fee	Gas fees are payments that users have to make to compensate for the computation energy required to process transactions on the Polygon blockchain. The total transaction fee will be equal to the gas limit times the gas price at that moment.

## 3.9 PLATFORM ADMINISTRATION

The MetaProps platform administration team will assume the following responsibilities:

- Track any untoward activity on the platform and quality control the content.
- Approve new creators who sign-up to the platform manually, so only quality, legitimate creators will be able to list NFTs.
- Manage featured collections to control the curated content.
- Flag NFT details if any of the listed information is inaccurate or relates to copyright infringements.
- Manage content such as terms and conditions, privacy policy FAQs and help guidance information.



# 4.0 CHALLENGES

## 4.1 EXISTING METAVERSES

A major drawback of existing metaverses is the restrictions placed on the types of structures allowed within the virtual environment. Height, geometry complexity and textures are only some of the aspects controlled by individual Metaverses. Given these limitations, the user may not experience a truly immersive experience. Some Metaverses have their own builder tools designed to create specific content suitable and native to their platform. It appears however that generally speaking there are many restrictions which do limit the creator to produce high quality environments.

## 4.2 FUTURE METAVERSES

The technology to support future metaverses is always improving and innovating. It is therefore hard to predict the form and nature of future Metaverses and how architects and designers should develop their designs to be compatible and suitable for these new digital worlds.

It is our understanding that future metaverses will not restrict the amount of custom content and file types for full compatibility moving forward.

## 4.3 BLOCKCHAINS

The NFT Market is currently booming and there are many decentralized applications that are live using many different blockchains. For the MetaProps project, we reviewed several different options to support our platform and found advantages and disadvantages of each option. Ethereum is the most known blockchain framework which has a large community supporting it and a deep partner ecosystem. However Ethereum has a low transaction speed, high costs and is not particularly scalable. The Team looked at several other options and found that Polygon is the best alternative. Polygon has ETH compatibility, scalability, is much more user friendly and is growing in popularity. Like Metaverses, there will be future blockchains, stronger than the last and it is important that the MetaProps platform will continue to advance and adopt the latest blockchain technologies in order to stay relevant and competitive.



## 4.4 COPYRIGHT INFRINGEMENTS

It is important for users on MetaProps to be vigilant when purchasing high-value NFTs and report possible copyright infringements to MetaProps directly.

There will be concerns over the authenticity of the original creator and whether these creators have the intellectual property ownership over the content they upload. Infringements of these breach of Terms shall lead to the NFT being deleted from the Platform and the blockchain, plus blocking and/or deleting the offending creator account.

## 4.5 TECHNOLOGY ACCEPTANCE

Even with the media coverage we have seen in this space over the past few years, an overall acceptance of Cryptocurrencies, NFTs and Metaverses is needed by the population at large. We believe this will come and new generations will embrace digital lifestyles more and more.

The birth of Web 3.0 has leapfrogged the concept of digital decentralized ownership to the masses. Research suggests that this will only grow and the Metaverse will become a standard way of interacting with the Digital world. This is a seismic shift from what we have seen developing over the last 20 or so years with web 2.0.



# 5.0 SUMMARY

We anticipate the MetaProps Dedicated Digital Architecture Marketplace will be the World's best resource for Digital Architecture content. The platform will attract the best architectural designers in the world to create mint and sell the best projects. We truly believe that architects should be leading this charge for creating quality content for the metaverse, not gaming developers, tech engineers or graphic designers.

Quality control will be the core of our business - not all content is good content. At MetaProps we are developing a marketplace that delivers quality and consistency. The complexity of 3D building Design requires careful analysis and quality control management. The Metaprops team will ensure the highest standards are maintained so that users and NFT Investors are satisfied with their purchases. NFTs that do not meet our standards or breach our terms of service shall be removed. The future is now and MetaProps will play an important role in making these current commercial opportunities a reality!

# 6.0 THE TEAM



**Tobias Honey**  
CEO

**Architect, Tech Entrepreneur** and Modular Building Developer. Designed **Digital Architecture** for over **20 years**.



**Matthew Honey**  
CTO

Leading Platform **Technical Development**, Execution, **Marketing** and **Sales**.



**Omar Darkazanli**  
Director

**Engineer**, Modular and Building Contractor and **Technology Entrepreneur**.



**Deepak Gupta**  
Solutions Architect

Skilled in **PHP**, Rest Api, Mysql, Spring Boot, jQuery, Drupal 7, Drupal 8, Laravel, Codeigniter, Cake-PHP, Blockchain, **Cryptocurrency**, ICO, Crypto Exchange, **Crypto Wallet development**.



**Brandon Blattner**  
Senior Product Designer

**Product strategy**, interaction design, user research, rapid prototyping, to **branding, marketing**, and app (web and native mobile) **UI/UX**.



# 7.0 CONTACT US



[www.metaprops.io](http://www.metaprops.io)

[support@metaprops.io](mailto:support@metaprops.io)



[www.facebook.com/metaprops.io/](http://www.facebook.com/metaprops.io/)



[www.instagram.com/metaprops.io/](http://www.instagram.com/metaprops.io/)



[www.twitter.com/MetaProps](http://www.twitter.com/MetaProps)



[www.youtube.com/channel/UCAssqSpL\\_8Py7qbTc-V2yxw/featured](http://www.youtube.com/channel/UCAssqSpL_8Py7qbTc-V2yxw/featured)



[www.linkedin.com/company/metaprops](http://www.linkedin.com/company/metaprops)



<https://discord.gg/VVvWRcAMEJ>



[www.t.me/metaprops](http://www.t.me/metaprops)

