



WYNWOODVERSE

WHITEPAPER

ABSTRACT

Wynwoodverse is a NFT and e-commerce marketplace. Wynwoodverse users are able to browse and purchase NFTs from creators from all over the world. In addition to NFTs, users will be able to purchase real-world items through the platform. Some real-world items will be accompanied with an NFT.

INTRODUCTION

Wynwoodverse will be comprised of two marketplaces: one which sells NFTs and another which sells real world items. Users will consist of sellers and buyers with Wynwoodverse acting as the marketplace with which users intersect. NFTs or non-fungible tokens are digital assets that link ownership to unique digital or physical items. Some of the real world items that will be sold on Wynwoodverse will be accompanied with an NFT so that the origin of the product can be determined. Transfer of ownership will also be noted on the NFT so that every new buyer can see when a particular product was sold in the past and how many other owners there have been.

THE MARKETPLACE

Wynwoodverse Marketplace will provide a platform for purchasing and selling NFTs. Users will be able to use a variety of cryptocurrencies to make their purchases. The objective of Wynwoodverse is to provide a platform so that users can sell or purchase NFTs and real world items.

MARKET MEMBERS

In order to interact with the Wynwoodverse Marketplace a user only needs an external wallet. The marketplace will consist of sellers and buyers. Sellers must have NFTs that they can post for sale so that buyers will be able to browse and choose NFTs that they would like to purchase.

FEES

Wynwoodverse Marketplace will take a fee of 4% from the purchase which will contribute towards maintaining the platform. This fee will be deducted from the sale (3% deducted from the seller and 1% from the buyer). This fee will be included in every transaction.

POTENTIAL MARKETING FOCUS

NFTs have a wide appeal that is continuing to grow every year. Our marketplace will have many different types of NFTs such as digital artwork, digital event tickets, etc.

ROADMAP

- Research - Q1 2022
- Create promotional video - Q1 2022
- Acquire virtual land in Decentraland - Q2 2022
- Acquire virtual land in Sandbox - Q2 2022
- Design and develop website - Q3 2022
- Integrate crypto payment protocols - Q3 2022
- List merchandise on the website - Q3 2022
- Launch the e-commerce side of the platform - Q1 2023
- Reach sales of \$1 million - Q2 - 2023
- Reach sales of \$5 million - Q4 2024
- Reach sales of \$10 million - Q4 2025

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