



# LUNaverse

Where the digital world  
meets the real world

powered by Terra



Intro	1-3
Principles	4
Market Analysis	5
Lunaverse Cities	6-8
Features Plan	9-11
Types of NFT Ownership	12-13
How does the yield work?	14-15
Introducing LUV	16
Tokenomics	17-20
Short Term Rewards	21-22
Roadmap	23
Public Facing Team	24
Terra Ecosystem Advisors	25
Early Investors & Partners	26-27
Collaborations	28-29
Socials	30





**#OWN**  
**#EARN**  
**#PLAY**



## Introduction to Lunaverse

The Lunaverse is a metaverse built from realistic 3D Photogrammetric models of real world cities, powered by Terra, a **Proof-of-stake [PoS]** public blockchain with both fast and cheap transactions.

The buildings within Lunaverse are NFTs which can be purchased, developed and sold.

Owning building NFTs in the Lunaverse rewards you, as your purchase amount can be reinvested into a DeFi protocol or alternative strategies exist to build your NFT property empire.

Initially Lunaverse is launching in a 30km<sup>2</sup> visible area of San Francisco, with gameplay and Building NFT sales in a smaller area to concentrate the action and fun.

You can take a break and enjoy a virtual Las Vegas as the perfect place to relax away from your San Francisco property empire!





Lunaverse will allow monetization through rewards from owning NFTs, advertising, sponsorship, building redevelopments as well as a play to earn economy.

By using super high resolution, engineering grade spatially accurate 3D models, advanced geospatial integrations, Unreal Engine and other technologies, Lunaverse will leverage technology and develop partnerships to create stunning visualisations and user experiences.







# “What is the **Metaverse?**”

The “metaverse” is a term used to describe a virtual world where you can own, build and explore with others who aren’t in the same physical space as you. You’ll be able to hang out with friends, build, own, play, learn, shop, create and more. The metaverse goal is to make the time you do spend online more meaningful.







## #OWN

*“Build your property empire”*



Own building NFTs which are derived from 3D models of real buildings, a skyscraper might be out of reach for most people but in the Lunaverse you can own this piece of art.



## #EARN

*“Generate revenue through multiple income streams”*

Lunaverse will be full of earning opportunities, building NFTs will be available to purchase which will reward you rent, other revenue streams include advertising, sponsorship and staking.

## #PLAY

*“Chill, explore, socialize and compete”*



You can play games, compete, explore, hang out with your friend or network in a truly immersive virtual world.





According to [defillama.com](https://defillama.com) there is currently **\$17.94B** in total value locked (TVL) in the Terra Ecosystem, which represents astronomical growth as on January 1st 2021 only 50m was locked, the current dominant forces in TEFI are Anchor, Terraswap & Mirror representing over 90% of the TVL. The meteoric rise in adoption of the terra ecosystem & TEFI is set to continue, showing the opportunity for Lunaverse and its token holders is immense.

## Metaverse projects

Along with the rise of TEFI 2021 has seen the rise of Metaverse projects, below are some numbers from leading projects as per [coinmarketcap.com](https://coinmarketcap.com) data at the time of writing.



### Decentraland (MANA)

Current Market Cap: **\$6,170,868,860**  
 Fully Diluted Value: **\$7,463,965,448**  
 Current Price: **\$3.38**  
 Launch Price: **\$0.25**



### The Sandbox (SAND)

Current Market Cap: **\$5,436,997,979**  
 Fully Diluted Value: **\$17,674,614,834**  
 Current Price: **\$5.89**  
 Launch Price: **\$0.51**



### Illuvium (ILV)

Current Market Cap: **\$677,845,641**  
 Fully Diluted Value: **\$10,543,694,347**  
 Current Price: **\$1,054**  
 Launch Price: **\$60**



### Bloktoopia (BLOK)

Current Market Cap: **\$460,177,040**  
 Fully Diluted Value: **\$11,034,327,167**  
 Current Price: **\$0.055**  
 Launch Price: **\$0.0042**



### Wilder World (WILD)

Current Market Cap: **\$302,651,689**  
 Fully Diluted Value: **\$1,808,935,459**  
 Current Price: **\$3.62**  
 Launch Price: **\$0.38**





Initially Lunaverse will launch in a 30km<sup>2</sup> area of San Francisco, we chose San Francisco to launch Lunaverse in as historically it was seen as the Gateway to Gold during Gold Rush times, we see this as a fitting metaphor along with the interesting city features.







The initial 30km<sup>2</sup> will be displayed in Lunaverse 1.1, with gameplay and Building NFT sales in a smaller area to concentrate the action and fun. This NFT and gameplay area is illustrated within Lunaverse 1.1.

In addition to San Francisco, Lunaverse will launch in the fun capital of the US, Las Vegas, which will serve as a perfect place to relax and enjoy yourself away from your San Francisco property empire.







Melbourne



Miami (Beach)



New York



Los Angeles



Las Vegas



Sydney

## **Future Proofing Plans**

Additional cities recently secured - Los Angeles, Miami (beach), Las Vegas and Melbourne. Soft commit on New York and Sydney. Various iconic European cities and Busan are also on our radar.

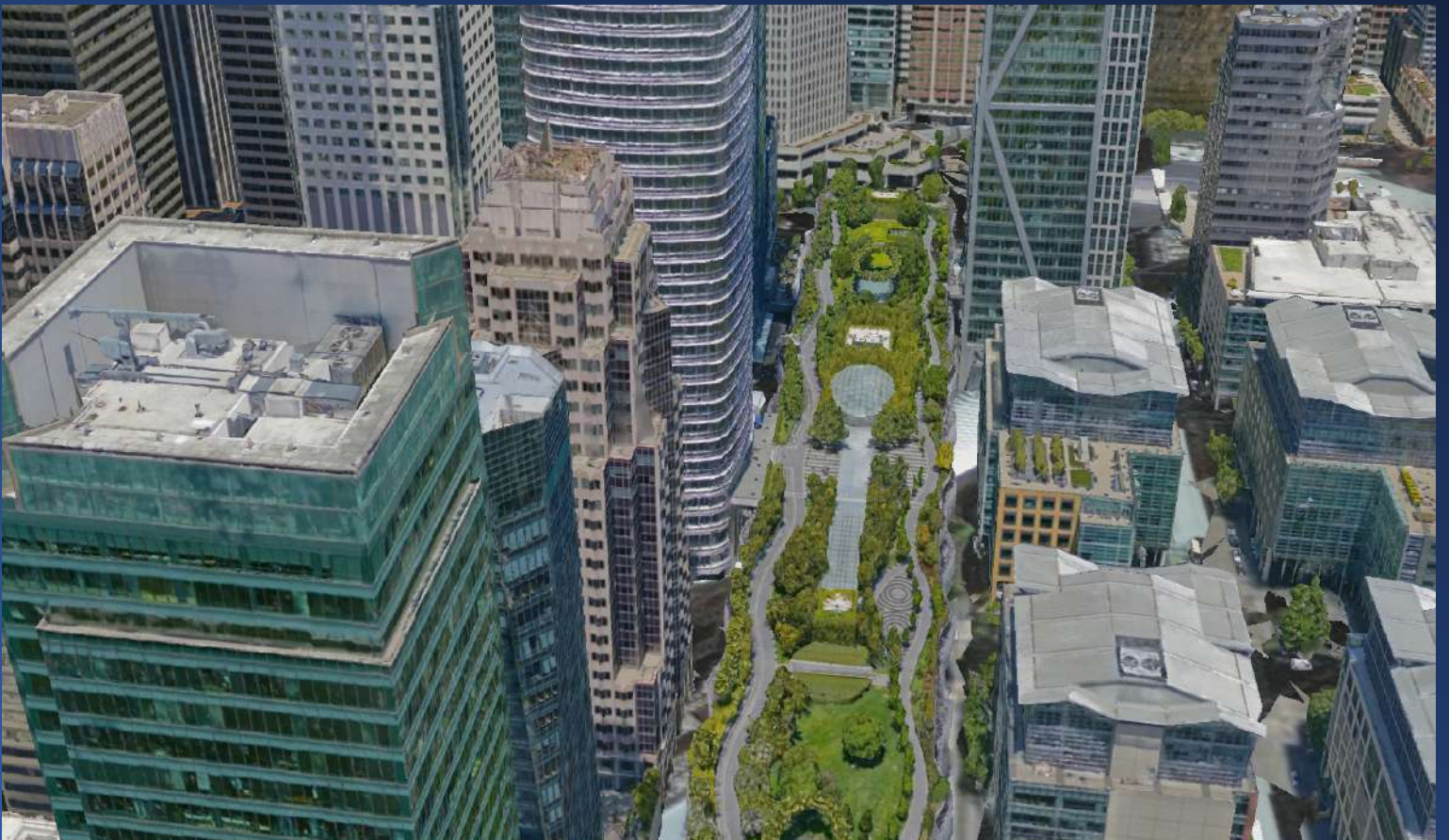
Outside of these cities, future governance will drive new city acquisitions and integration, storyline and game play capabilities.

We also envision NFT holders and stakers will receive benefits, which may include free minting opportunities or whitelisting, when new cities are released.





## **Lunaverse 1.1** **- Lunaverse NFT viewer**



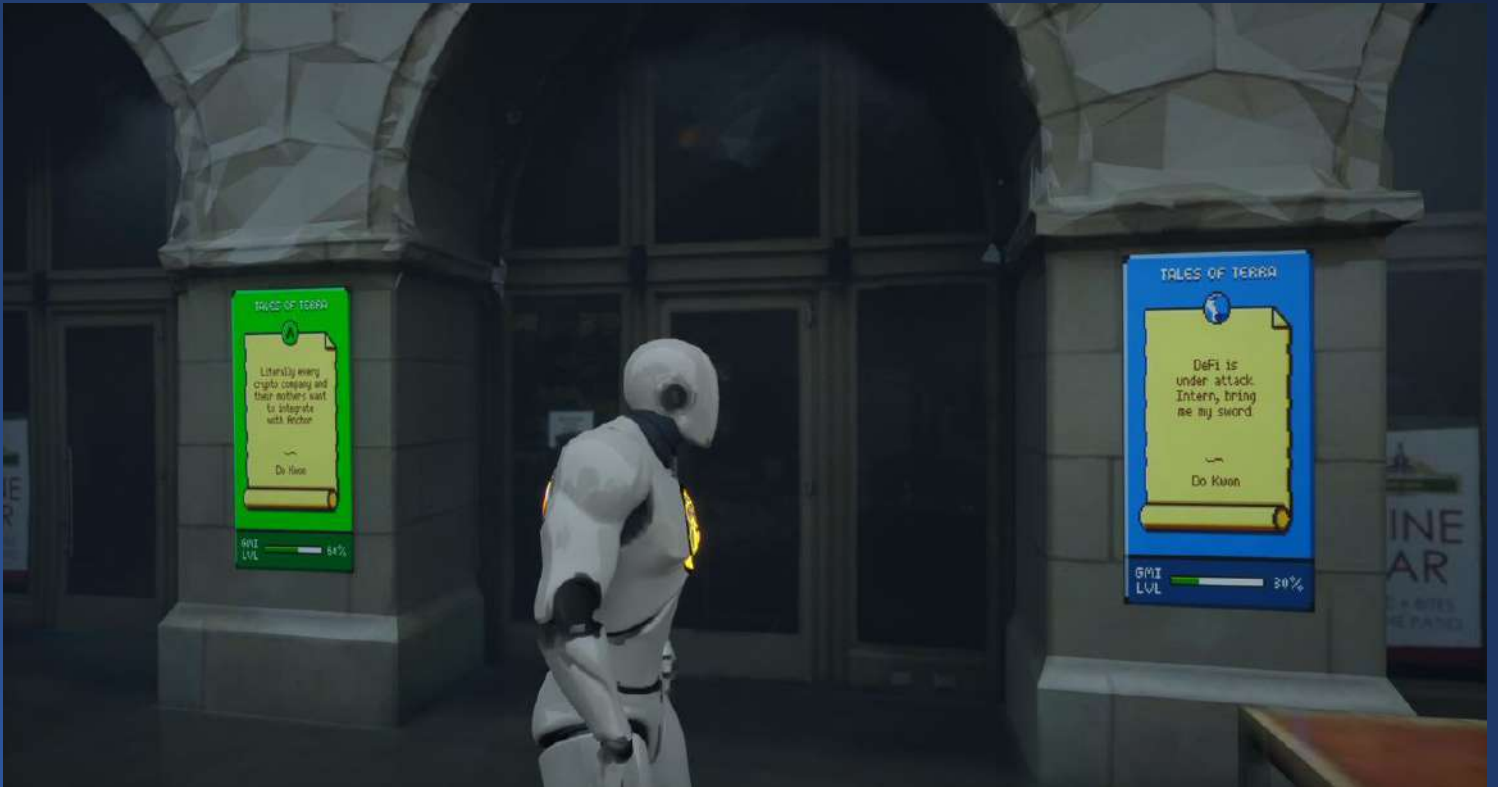
A 3D web browser solution showcasing the high resolution 3D imagery of San Francisco in its raw form with Lunaverse NFT and IRL building metadata tables. You can view and explore the Lunaverse and plan the building of your empire.

Lunaverse 1.1 will continue to evolve and will also become the portal for building level owners to design their interiors with provided 3D objects or specific furniture and items NFTs, allowing you to customize your space in Lunaverse.





## **Lunaverse 2.0** **- Yield Bearing NFTs,** **Interior Designs + Game Play**



Will bring the integration of Building NFTs and DeFi which will allow specific building NFT owners to be rewarded. Alternatively, owners can mint new NFTs for multi-story buildings and design interiors in an immersive 3D environment.

In addition to the DeFi integration Lunaverse 2.0 will also launch the first iteration of our game, which brings a 3rd person experience where you can walk, drive and fly around the Lunaverse, interacting with Terra protocols, NFTs and partners.

A range of skill based mini games will keep you entertained, the P2E rewards and sporadic prizes at this stage will be distributed manually by the Lunaverse team for relevant leaderboard participants. This will be a download to play version.

Archery bingo, Racing, Soccer shootout, Basketball shootout and a Flying ring challenge are the mini game types you'll see in Lunaverse 2.0 within San Francisco and we may also include lite partner NFT project integration shortly after these releases. Game play in Vegas will leverage partner solutions.

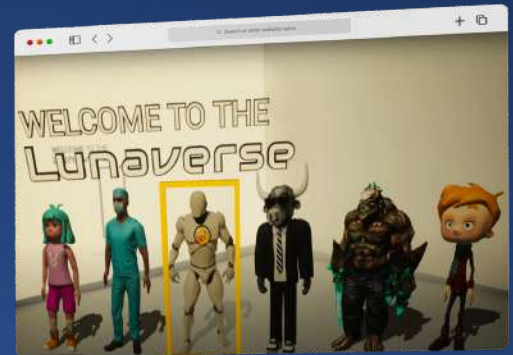




## **Lunaverse 3.0** **- Advanced Gameplay Experiences**

Will bring further functionality and integrations for the game side of Lunaverse and will include a logic-based game tailored around the Terra ecosystem. The Lunaverse 3.0 version will have third person and multiplayer modes, be accessible via a web browser on most devices and may feature different cities with different game logic and experiences, automated P2E rewards and in-game purchases. This version also aims to advance interactions with other Terra protocols and partners and potentially cross chain portals to other metaverses.

You will be able to text and voice chat to communicate, create teams for specific challenges or just hang out with your friends. DAO governance will be enabled at this point.







## Land in the Lunaverse?

Unlike other metaverses, you don't buy land in Lunaverse. You acquire a building NFT – already developed! Then the owner has the option to determine the best strategy for them. Will you develop/renovate and deck out the interiors, keep the building whole or build up your NFT property empire with yield bearing NFTs only?

In future versions of Lunaverse NFT owners who attract traffic and advertising are rewarded with P2E rewards. Lunaverse also plans on rewarding game play in a number of ways, real world value combined with digital rewards.



There will be two types of building NFTs in the Lunaverse: Property/Building NFTs and Yield Bearing NFTs. We will expand on the important differences and how they affect your strategy.





## Property/Building NFTs

These are building NFTs which can be owned, sold as is or developed. When developed, the Property NFT owner can mint new NFTs based on the number of floors a building has. If a building has 50 levels, an additional 50 NFTs can be derived when this capability is released.

These floor NFTs are minted from a Property NFT and can be personalized inside to suit the players purposes or use case for the floor space. Floor level NFT owners may have opportunities in later iterations of Lunaverse to develop their floor level NFTs further but this is not on our immediate roadmap.

Depending on the features of the building, owners of Property NFTs may generate revenue from advertising, receiving incentives for sponsorship of events and from developing - to rent or sell floor level NFTs.

## Yield Bearing NFTs

These are building NFTs which can be owned, sold and in this state they will accrue yield based on their initial sale price being deposited into a DeFi protocol, when sold the new owner will receive the yield tied to the yield bearing property. These yield bearing NFTs also benefit from revenue from advertising & sponsorship, however if they are developed they will lose their yield bearing capabilities and become a property NFT.

## A variety of NFTs

Building NFTs aren't the only NFTs Lunaverse will be releasing. People/Occupations, Partners, Art, Furniture items and a range of others NFTs will become available at the relevant time - some of which will provide the holders with different rewards and utility.



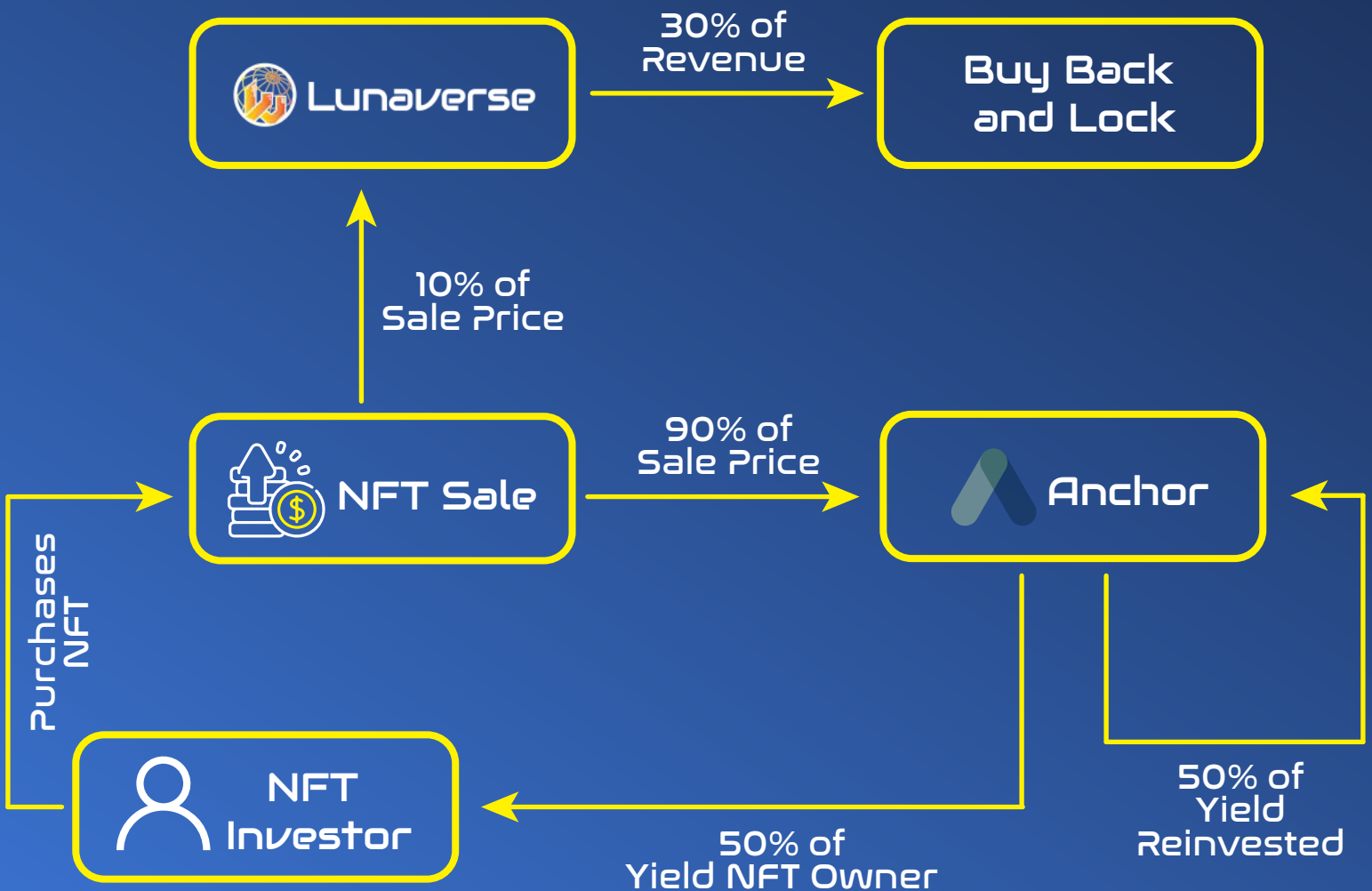


When you purchase a Yield Bearing NFT in a mint or an auction (not in the secondary market), **10%** of the sale price goes to Lunaverse to fund operations and re-investing purposes, at least **30%** of this revenue will be directed to our buy back and lock model.

The remaining **90%** of the sale price minus swap fees is deposited into Anchor Protocol, of which **50%** of the yield generated is reinvested in the protocol with the remaining **50%** yield bought back from the market and rewarded to the building NFT holder.

If a Yield bearing NFT is sold the new owner receives this yield, if the yield bearing NFT is developed then the principal is return to Lunaverse and **30%** of the principal is directed to our buy back and lock model.

## “Yield Model”







## Example purchase of a Building NFT for \$20,000 UST

\$2000 of the sale price goes to fund Lunaverse of which \$600 is used to buy back and lock our token, the remaining \$18,000 is deposited in Anchor to generate yield, with the following returns, based on 50% reinvested and 50% paid to building NFT holders.

### Year 1:

\$1800 UST is paid to the holder and \$1800 UST is added to the deposit.

New total in defi protocol \$19,800

### Year 2:

a return of \$1980 UST is paid to the holder and \$1980 UST is added to the deposit.

New total in defi protocol \$21,780

### Year 3:

a return of \$2178 UST is paid to the holder and \$2178 UST is added to the deposit.

New total in defi protocol \$23,958

### Year 4:

a return of \$2395 UST is paid to the holder and \$2395 UST is added to the deposit.

New total in defi Protocol \$26,353

### Year 5:

a return of \$2635 UST is paid to the holder and \$2635 UST is added to the deposit.

New total in defi protocol \$28,989

*\*Amounts shown may be paid in \$LUV.*



## Utility

### LUV is the native token for the Lunaverse

Once our dedicated Lunaverse marketplace is live, the LUV token will be used to buy and sell all Lunaverse NFTs.

### Sponsorship and Advertising

LUV will be used to pay for sponsorship of events and advertising in the Lunaverse, this will add additional utility to building NFT owners, as some buildings will be more valuable for advertising and for holding events.

### P2E economy

LUV will be used to incentivise the P2E economy along with rewarding NFT holders in high engagement areas.

### Liquidity staking

In order to provide a liquid market so that LUV can be bought and sold with minimal slippage. We will incentivise liquidity providers that stake their LUV token in decentralized exchanges, liquidity providers will be rewarded in LUV for their contributions.

### Smart Tokenomics – Buy back and lock

LUV is supported by platform revenue, NFT sales revenue and royalties. A portion of fees, will be used to buy back the token and lock these tokens to our reward pools to be distributed for long term stakers. **30%** of Stage 1 NFT sales revenue will be used for our buy back and lock tokenomics, whilst up to 10% of revenue generated from other streams (NFT marketplace, advertising, sponsorships, royalties and transaction fees) will also help fuel this buyback and lock tokenomics model.

### Governance

LUV will allow holders to propose and vote in on-chain governance proposals to determine future features and parameters of the Lunaverse.





## Tokenomics / Vesting

There are a total of 2B LUV tokens to be distributed over a period of 5 years. Beyond that there will be no new LUV tokens introduced into the total supply.

## Token metrics at TGE

A total of **58,400,100 LUV tokens** will be generated at the genesis of Lunaverse, with a listing price of \$0.04, this leads to an initial market cap of **\$2,336,000**.





## Play to Earn Economy (23%/460M)

These tokens are reserved to power our play to earn economy, they will be utilized in such a way that NFT holders also benefit from these rewards. The vesting schedule for these tokens is as follows: 60 month daily linear vesting.

## Team (15%/300M)

These tokens are reserved for the team members of Lunaverse. The vesting schedule for these tokens is as follows; 3 month cliff then daily vesting for 18 months.

## Partnerships, Marketing & Licensing (15%/300M)

These tokens are reserved the future expansion of the Lunaverse and associated licensing requirements. The vesting schedule for these tokens is as follows; 0.9% at TGE then daily vesting for 48 months.

## Treasury (12%/240M)

These tokens are reserved for future development costs to scale Lunaverse. The vesting schedule for these tokens is as follows; 3 month cliff then daily vesting for 24 months.

## Liquidity and Future Exchanges (10%/200M)

These tokens are reserved to provide liquidity for future exchange listings, initially 10% of these tokens will be used to provide liquidity, all other tokens will remain locked and can only be used for liquidity purposes.

## Private Round (7.167%/143.3M)

These tokens are distributed to private round participants, the vesting schedule for these tokens is as follows; 10% TGE then daily vesting for 12 months.





## Short Term Rewards (4.39%/88M)

These tokens are allocated to reward liquidity providers. From here platform revenue will reward stakers. See short term rewards section on page 21.

## StarTerra IDO (4%/80M)

These tokens are distributed to StarTerra IDO participants, the vesting schedule for these tokens is as follows; 10% TGE then daily vesting for 6 months.

## Advisors & Testers (4%/80M)

These tokens are reserved for the advisors & testers of Lunaverse. The vesting schedule for these tokens is as follows; 3 month cliff then daily vesting for 18 months.

## Seed Round (2.43%/48.6M)

These tokens are distributed to seed round participants, the vesting schedule for these tokens is as follows; 10% TGE then daily vesting for 12 months.

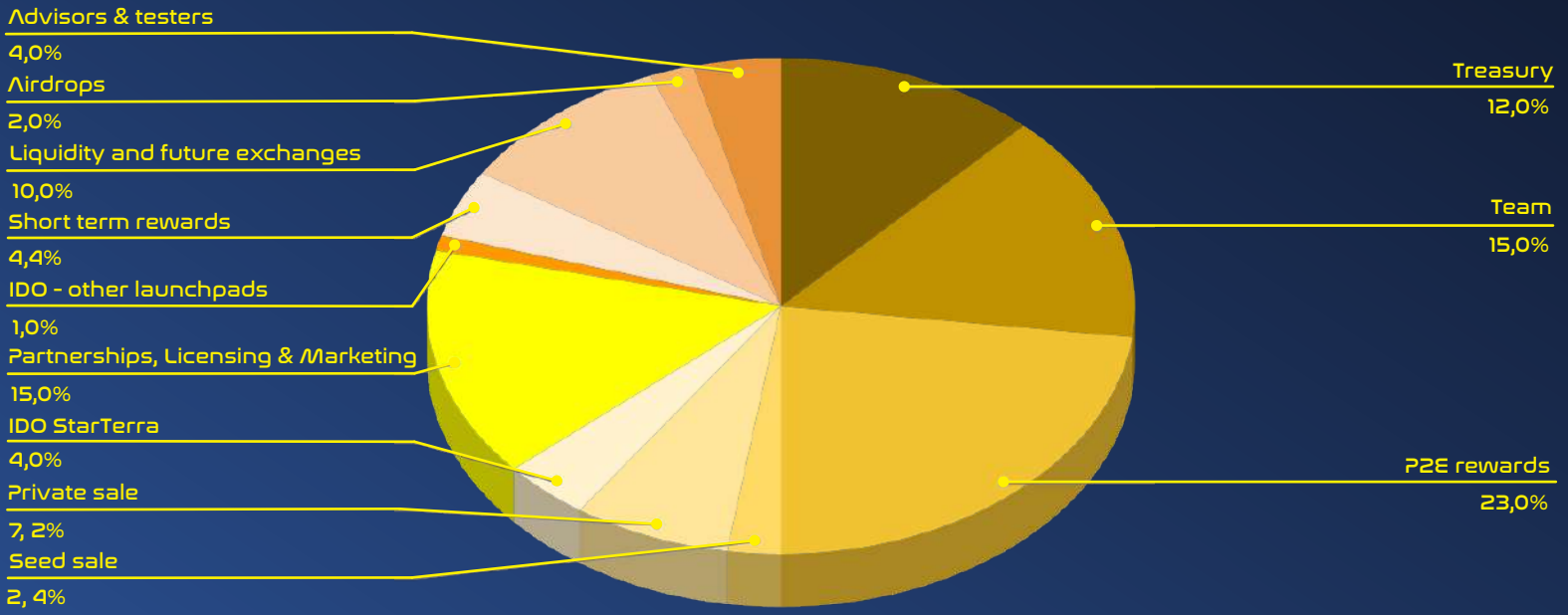
## Airdrops (2%/40M)

These tokens are distributed to Luna stakers (1%), StarTerra Stakers (0.25%) and to Whitelist Airdrop participants and future competition winners (0.75%). All of these tokens are subject to a gamified unlocked which requires them to interact with our platform.

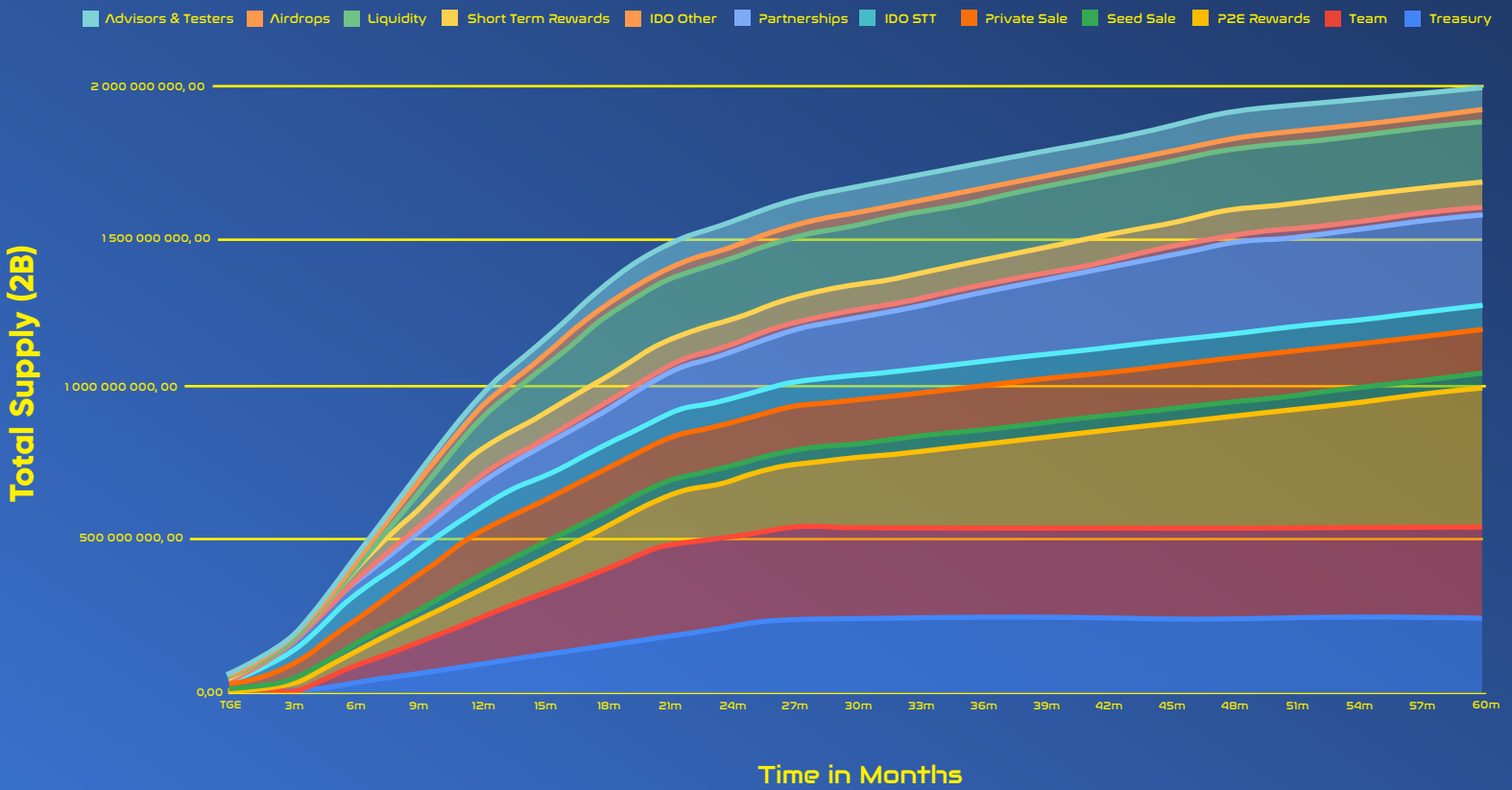




Total Supply: 2,000,000,000



### Vesting Schedule







Inspired by the launches of MC & ILV, we have developed a similar model of rewarding long-term stakers with a time-weighted element for calculating rewards.

After the launch of \$LUV, holders of liquid tokens (not locked) will be able to stake in two different pools and receive their share of rewards.

## **LUV → Single-sided staking pool**

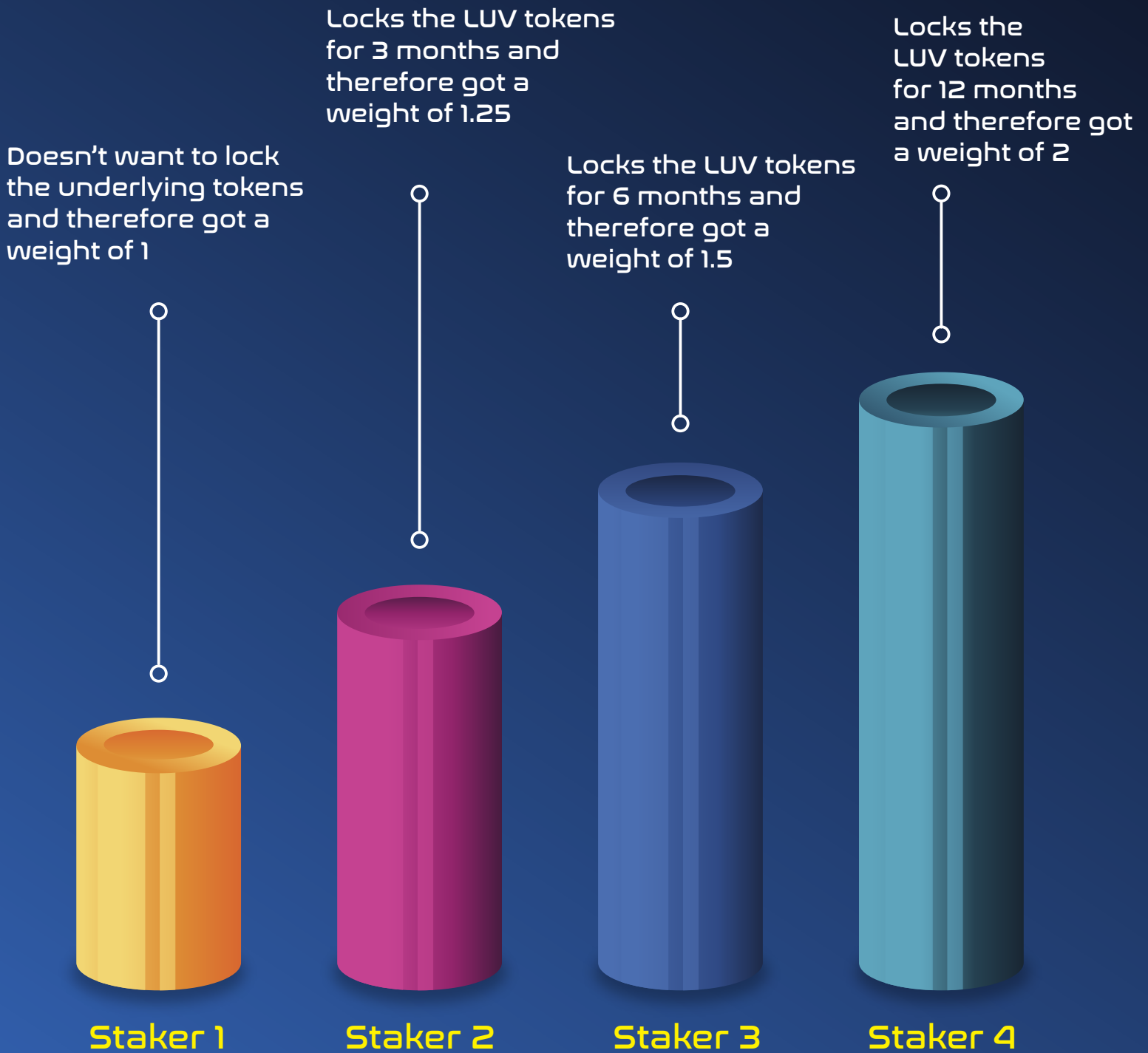
This pool will receive **20%** of the short term rewards.

## **LUV/UST LP → Liquidity position of 50% LUV and 50% UST**

This pool will receive **80%** of the short term rewards.

When staking your tokens, you will have the ability to choose from a range of pools representing different stacking periods, ranging from 0 to 12 months. Staking for a longer period of time will allow you to receive a higher share of the short term rewards.

Below are some examples of how the time weighted element and thus rewards are calculated.



The formula used to calculate the weighting is below.

***Time weighting element = 1(Standard Weight) + x/12  
(where x is the amount of months locked)***

Initially, **4.4%** of the total supply will be allocated as short term rewards. This equates to **88,000,000 LUV tokens** being equally distributed and rewarded based on the calculations shared above. After the initial allocation platform revenue will provide rewards for stakers.





**2024**

**DAO Voted new cities  
Lunaverse 3.0**



**2023**

**New Cities Unlocked**



**Q2-Q4 / 2022**

- Yield bearing NFTs enabled
- Develop to levels and interior designs for your space
- Dedicated NFT Marketplace
- Various protocol & IRL partnerships
- CEX listing/s
- Lunaverse 2.0



**Q1-2022**

- IDO and TGE
- Lunaverse 1.1
- First stage of Lunaverse NFTs

**2021**

**Lunaverse 1.0  
Project announced**





## Aaron Mcilhagga (Founder)

Aaron is a high performer with 20+ years experience in business development. Most recently his roles include successful start-up exits and commercial activities with leading geospatial technology companies: NearMap (ASX:NEA), Spookfish (ASX: SFI), EagleView Technologies and Aerometrex (ASX:AMX). Aaron also has a well established business network within the Terra ecosystem and abroad.



## Anthony Miceli (Co Founder)

Anthony directs Lunaverse operations and his experience and entrepreneurial energy stems from his work in operations, real estate sales, marketing and online start-ups background.



## Huw Hillman (CMO)

Huw is a Marketing Agency Founder who has helped build multiple 7 figure online businesses from scratch over the last 5 years, with vast experience in both implementation and strategic level planning.



## Oleg Genin (Technical Director)

Oleg has over 20 years technical experience, owns his own development company, manages a global team of developers and also has significant project experience on the Terra blockchain.



## Matthew Walker (3D Product Manager)

Matthew's career for the last 15 years has been working with the biggest projects, solving the hardest problems and developing the most amazing technical workflows and solutions for 3D visualizations and communication mediums.

The Lunaverse team will continue to scale strategically and behind the scenes, non public facing team members, with specialisations in finance, compliance and technical roles also support the Lunaverse team.





**Tom Norwood**  
Advisor &  
Community builder



**Simon Rahme**  
Advisor &  
Community builder



**Tomasz Kowalczyk**  
Technical Advisor



## Our Network



### Aerometrex

Collaborative partner,  
Geospatial modeling experts  
(Australia & US Offices) (ASX:AMX)

## CLARITY VR

### ClarityVR

Collaborative partner,  
Unreal Engine Developers & Architecture  
visualization specialists with up to  
11 UE developers working with us  
on Lunaverse 2.0



### Terrestrial Software Development

Development company  
for Lunaverse and onboarding  
Unreal engine developers in  
house and out-sourced.



### Genolis

Custom software development  
and consulting services with a  
20 year track record. Terra  
project experience and various  
resources for developers and  
designers.



### Second Reality

Augmented Reality & virtual  
products developers.



### StarTerra

Investor, providing technical support  
and IDO launch partner.





# Investors

We are proud to be working with and have the backing from key stakeholders, KOL's and partners from the following organizations:





Lunaverse has a solid pipeline of future partnership opportunities within the Terra ecosystem and abroad. These partners will be onboarded strategically when it makes sense to do so.

We also envision significant upside of integrating real world partners within the Lunaverse but business development activities in this category has not commenced yet.

## Terra Charity Alliance

Lunaverse has pledged 1M tokens from our partnerships allocation to the Terra Charity Alliance and distributed to the TCA at a suitable time.





# Launchpads



StarTerra, TrustPad, NFTPad and Pylon Protocol.  
Information regarding the Terra and non Terra based launchpads will be provided via our social media channels.



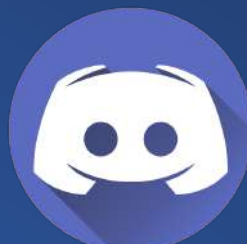
Socials

Lunaverse



@lunaverse\_io

NFTs + DEFI + P2E = Lunaverse



[linktr.ee/lunaverse.io](https://linktr.ee/lunaverse.io)





# DISCLAIMER

This paper is for general information purposes only. It does not constitute investment advice or a recommendation or solicitation to buy or sell any investment and should not be used in the evaluation of the merits of making any investment decision.

It should not be relied upon for accounting, legal or tax advice or investment recommendations. This paper reflects current opinions of the authors and is not made on behalf of the author, or their affiliates and does not necessarily reflect the opinions of the author, their affiliates or individuals associated with them.

The opinions reflected herein are subject to change without being updated.

# Lunaverse

