

# BRIDGELAND

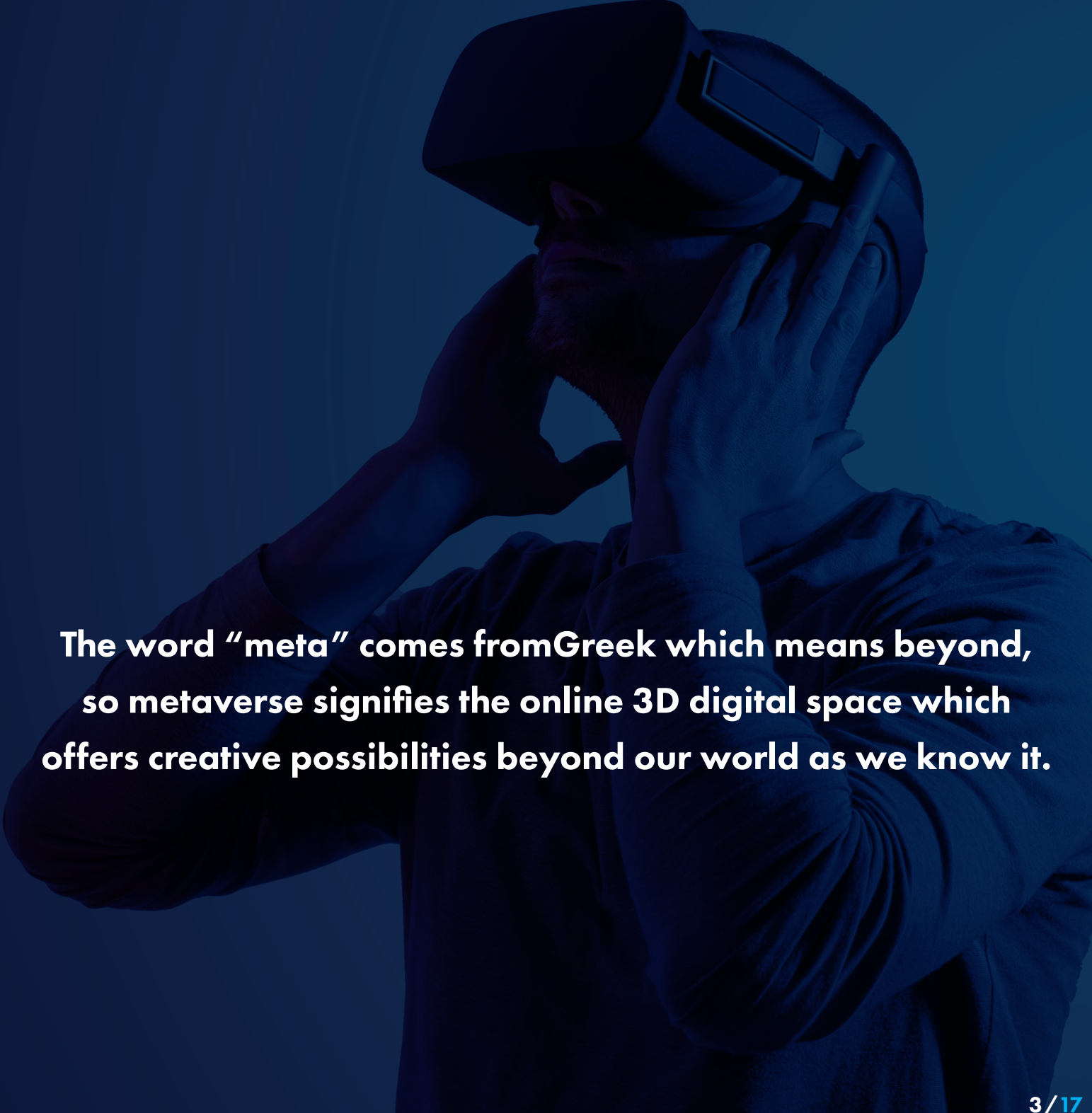
the connection between the physical and virtual world

**The all-in-one metaverse e-commerce platform  
where users build, learn, earn and have fun**

# Pitch deck

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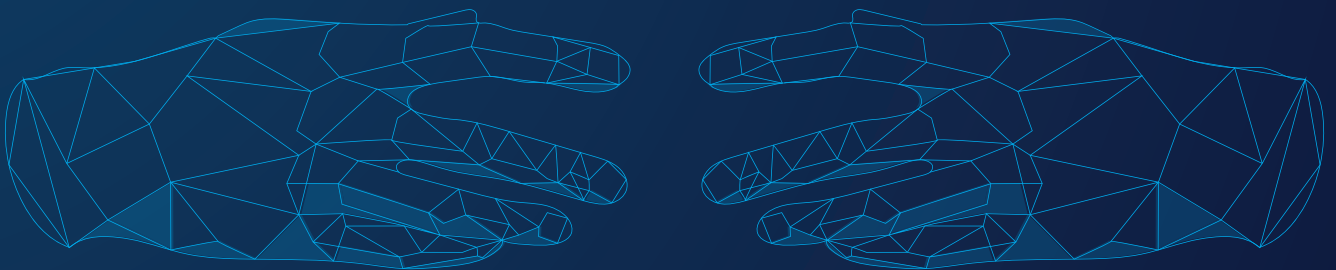
# What is the **Metaverse**?

A person wearing a VR headset, adjusting it with their hands. The image is in a dark blue monochromatic style.

**The word “meta” comes from Greek which means beyond, so metaverse signifies the online 3D digital space which offers creative possibilities beyond our world as we know it.**

# Bridgeland's Vision

**BridgeLand has the futuristic vision of connecting the global community to each other through a virtual world, the BridgeLand metaverse. Providing the go to platform for services and products as well as creating a world with unbound possibilities for its users. BridgeLand moves the user into the center of focus and brings the power back to the people.**



# Market Opportunities

*BridgeLand targets the most active and technology savvy target group in the DACH region and will later expand to serve the global market.*

## Market

Around 66 million e-commerce customers in the DACH region spent over 100 billion Euros on online purchases in 2021. Most popular orders were clothes, shoes, food and beauty products



## Target Group

The percentage of internet users in the EU who order products online are steadily increasing over the years, with the biggest development occurring in the age group of 16-24 years

## Behavior

The reasons why consumers prefer online over physical orders are convenience, variety, competitive prices and 24/7 access

# Problems of Web 2.0 & BridgeLand's Solutions

## Problems

### Gaming Without Profits

Traditional games reward players with points or in-game items that have zero financial value

### Fake Account and Bots

Scammers steal your coins and ruin the user experience on the web

### Lack of Supply Chain Transparency

Customer demands for more information on supply chain practices are not met

### Constrained Creativity

Web 2.0 limits individual expression and engagement

### User Data Exploitation

Corporations harvest user data and generate huge profits for themselves

### Unnecessary Middlemen

Old fashioned industries were built around middlemen that take large cuts of revenue

### Confusing User Interface

Everything on Web 2.0 is distributed across many platforms and profiles

## Solutions

### Gamified Shopping

BridgeLand creates a new shopping experience and rewards its users for their time

### KYC to Provide a Safe Metaverse

Obligatory KYC creates a scam-free and safe environment

### Know Your Product (KYP)

Due to the blockchain technology integration in the supply chain, users can verify product origin

### User Created Content

Any user can create, interact, earn and be part of BridgeLand ecosystem

### Own Your Data

BridgeLanders have power over their data and can monetize its further use

### No Middlemen

Smart contracts create a trustless system and make middlemen obsolete

### All in One Platform

BridgeLand brings all the shops to one location, accessible with one account and one password

# Why invest in BridgeLand

1. **First Mover Advantage in the DACH Region**
  - a. The first e-commerce driven metaverse
  - b. Establish the first virtual partnerships with corporations
2. **Value Appreciation**
  - a. Virtual real estate prices rose 700% in 2021
  - b. BridgeLand real estate is a limited commodity
3. **Attractive Growth Rate**
  - a. 66 million online shoppers in the DACH region
  - b. Young, active and technology savvy target group
  - c. The VR market will be worth 814 billion by 2025
4. **Smart Implementation of Processes**
  - a. KYC to provide a safe online environment
  - b. Present additional income streams to users
  - c. Create an interactive shopping experience



# The BridgeLand Ecosystem

## Features

### Shopping

Shop in the metaverse and receive your products at your home.

### Marketplace

The BridgeLand marketplace is the space where all NFTs are traded, including real estate, user created content, important in-game items, skins, art, house designs etc.

### Gaming

Users can compete against each other and fulfill quests to earn \$BGT. Daily tasks such as shopping are gamified which increases user interactivity and engagement.

### Entertainment

BridgeLand users have the opportunity to spend leisure time by attending concerts, watching movies, exploring museums or entering restricted areas such as casinos.

### Banking District

Users can earn shopping perks by locking \$BGT and also put their other currencies to work via third party DeFi services.

## Extra Value for Users

### Individualisation

Customized products to reflect individuals' personalities, increase creativity and create a visually pleasing platform.

### User Created Content

Create personal content and monetize it by selling via the marketplace.

### Income Opportunities

Many ways for users to earn income such as land plot lease, shop and earn, profiting from DeFi strategies.

### Social Media

Fostering the community through metaverse social media communication between users.



# Revenue Model



## Transaction Fees

Shopping, land plot lending and NFTs (land sales, skins, avatars, art, furniture, etc.)

## Advertisement

In-game advertisement structured with a tier-based system, partnership programs (launchpads, promotions, lotteries etc.)



## Paid Services

VIP sections, upgrades, memberships & subscriptions

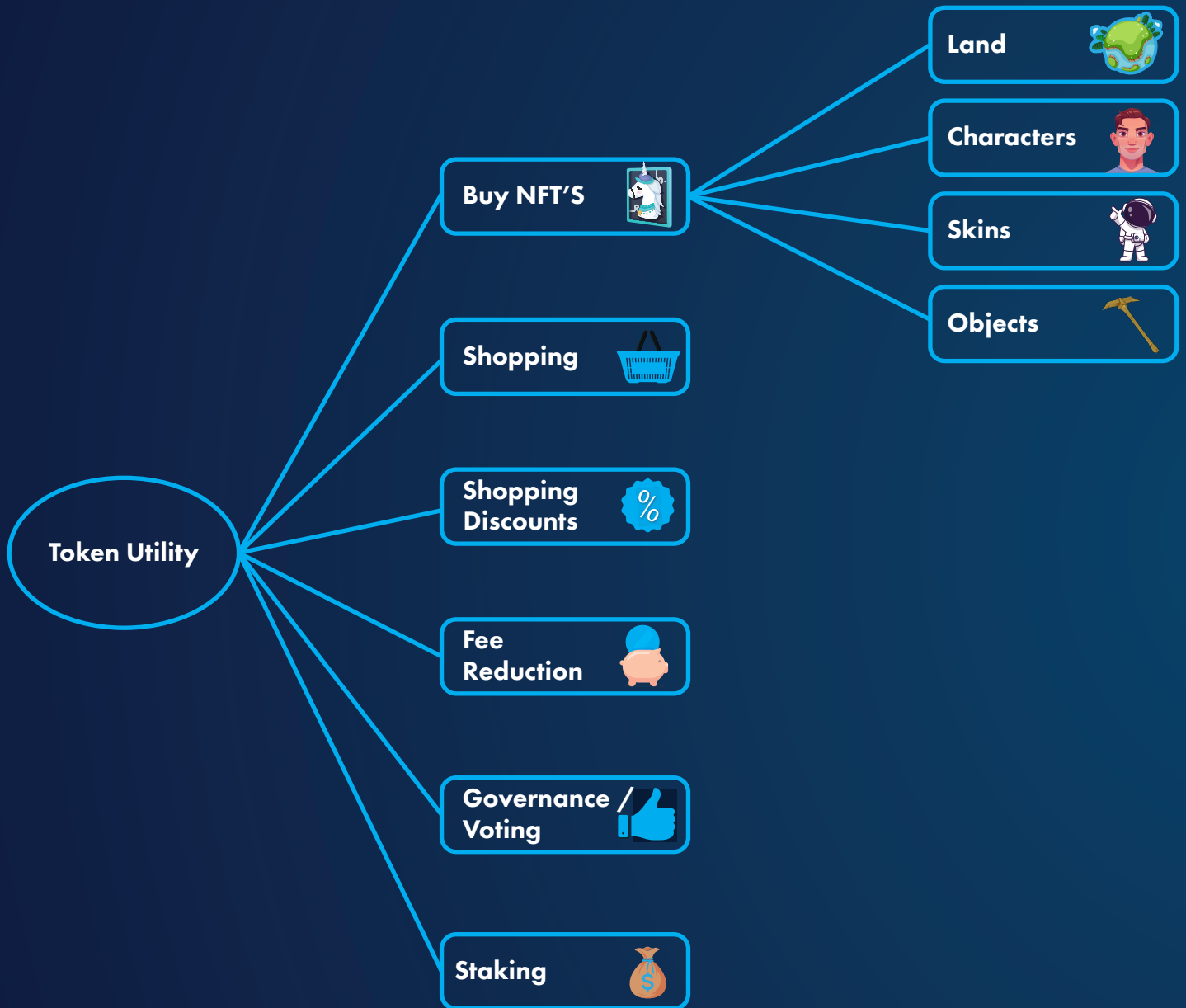
# Tokenomics

**1'000'000'000 \$BGT tokens will be pre-minted and distributed according to the following system:**

<b>18% Development</b>	<b>Released as needed</b>
<b>15% Presale</b>	<b>3-month cliff after TGE Then 5% in the 4th, afterwards 7.5% per month</b>
<b>15% Marketing</b>	<b>Released as needed</b>
<b>13% Team</b>	<b>18-month cliff after TGE Then 5% per month for 20 months</b>
<b>12% Reserve</b>	<b>Released as needed</b>
<b>10% Liquidity</b>	<b>Securing enough liquidity for exchanges and DEXs</b>
<b>10% Advisors</b>	<b>12-month cliff after TGE Then 5% per month for 20 months</b>
<b>5% Airdrops</b>	<b>Attract new users through gamified events</b>
<b>2% Public Sale</b>	<b>25% before TGE, then 25% for 3 months</b>

# Utility

The BridgeLand token \$BGT will serve users of the platform in the following ways:



# Presale: Real Estate

## Presale set-up:

- The presale of the project BridgeLand will happen through selling land plots
- By buying BridgeLand real estate, investors not only own land but receive \$BGT airdropped to their wallet
- The amount of \$BGT is equal to 50% of the price paid for the land plot

## BridgeLand Real Estate Zones

All prices are given with an initial token price of 0.04 USD

### 1. Prime Zone

- The premium real estate area with highest footcount and user interaction.
- Plot price: 57'000 USD

### 2. Metropol Zone

- The second most attractive area is located around the prime zone.
- Plot price: 32'000 USD

### 3. Discovery Zone

- Is located on the outskirts of BridgeLand with more affordable real estate prices.
- Plot price: 17'000 USD

**With a token price of 0.05 USD at public sale, investors will receive 62.5% ROI through token sales alone.**

# Roadmap



# Outlook

**Q3-Q4 2023**

Alpha version, centralized exchange listing

**2024**

Expand from the DACH region by integrating global stores and partners

**2025**

Integrate VR technology to provide a fully immersive metaverse experience

# Team Structure



**Founder / CEO - Daniel Schollerer**

Daniel is the co-founder of the crypto information channel UpTrend and has built up an extensive network in the blockchain field over the past years. His core strengths lie in business development, customer outreach and community engagement.

In his previous position at CWS Deutschland GmbH (Haniel Group), Daniel was the number one salesperson 5 years in a row. In parallel, he completed a degree in business administration (VWA) and thus gained theoretical as well as practical experience in the areas of creating structured workflows, employee management and process optimization.

**Founder - Oliver Singer**



Oliver is the co-founder of a crypto information platform through which he is extremely well connected in the blockchain world. Oliver's strengths lie in his problem-solving ability, team coordination skills and goal-oriented work.

For the past 4 years he has been working for projects in various industries with a focus on fundraising and business development.

# Development Team



RED Marketing & Development Switzerland

RED is a Swiss service provider for strategy definition and business development  
The RED Development Team is responsible for the first version of the whitepaper and pitch deck.



**Josephine Samvelyan**

RED Development Team



**Artan Kurtaj**

RED Development Team



**Victor Koetter**

RED Development Team



**Kreshnik Morina**

RED Development Team



**Erjon Hoxha**

RED Development Team



**Rrahim Hoxhaj**

RED Development Team



# Stay in Touch

Landing Page

<http://www.bridgeland.io/>

Telegram

<https://t.me/+Z01tWjmuClhiMjI>

