

WHITEPAPER

BRIDGELAND

The all-in-one Metaverse E-Commerce Platform

Gamified Shopping - Power to the People

WHITEPAPER

1 Introduction	2
1.1 Executive Summary	2
1.2 What is a Metaverse?	2
1.3 Vision	3
1.4 Mission	3
2 Problems of Web 2.0 and The Solutions	4
2.1 Web 2.0 Problems	4
2.2 BridgeLand's Solutions	6
3 Market Analysis	7
4 The BridgeLand Ecosystem	9
4.1 Real Estate	9
4.2 Features	9
4.3 Extra Value for Users	10
5 Income Streams	11
5.1 Consistent Revenue Streams	11
6 Roadmap and Outlook	12
6.1 Roadmap	12
6.2 Outlook	13
7 Tokenomics	14
7.1 Token Utility	14
7.2 Token Distribution Schedule	15
7.3 Token Burn Mechanisms	17
8 Team Structure	18
9 Stay in Touch	21

1 Introduction

1.1 Executive Summary

The virtual and physical world come together in the BridgeLand ecosystem. Similar to the physical world, land plots are for sale which can be developed by creating virtual stores, spaces of interaction or entertainment. The BridgeLand users make online orders in a new gamified, immersive environment. They will also be able to create their own content which can be monetized to provide an additional stream of income. BridgeLand creates a space for economy and creativity. Users are rewarded in the native \$BGT token which is used as a local currency, offers discounts for shops and rewards users for locking the token. BridgeLand will disrupt the traditional e-commerce market and provide a community driven platform in the process.

1.2 What is a Metaverse?

The term "metaverse" was coined by Neil Stephenson in 1992 in his novel "Snow Crash" where characters could escape reality into a virtual place. The root of the word "meta" comes from Greek which means beyond. Combined with "verse" this signifies an online, digital space which offers creative possibilities beyond our world as we know it. In this virtual reality, users can interact, play games and experience things or perform activities. The Metaverse can be accessed with computers, smartphones, virtual reality headsets or digital glasses which allow users access to 3D virtual or augmented reality environments.

Blockchain technology continues its adoption in the real world day by day. Due to its advancement the metaverse is gaining value as new platforms and use cases become available. The development has also caught hold in the corporate world, Facebook's name change to Meta or for example Adidas and other big names dropping metaverse collections. Digital real estate is also becoming an asset and has been acquired by Atari, JP Morgan, Carrefour, Ubisoft, Warner Music Group amongst others.

In 2021, the metaverse market capitalization reached \$500 million and one year later exceeded \$10 billion. At the same time, metaverse trends are emerging such as AR / VR gaming, digital marketplaces, virtual art galleries, digital real estate and social networking spaces. The Future of the Metaverse will look more and more similar to our real world, perhaps replacing specific activities altogether. The popularity with institutions will lead to an exponential expansion and unlock massive volumes of value. According to the WEF, there are many ways in which the Metaverse could develop in the Future. This depends on research and development, innovation, investment and policy making.

<https://www.cnbc.com/2022/02/01/metaverse-real-estate-sales-top-500-million-metametric-solutions-says.html>

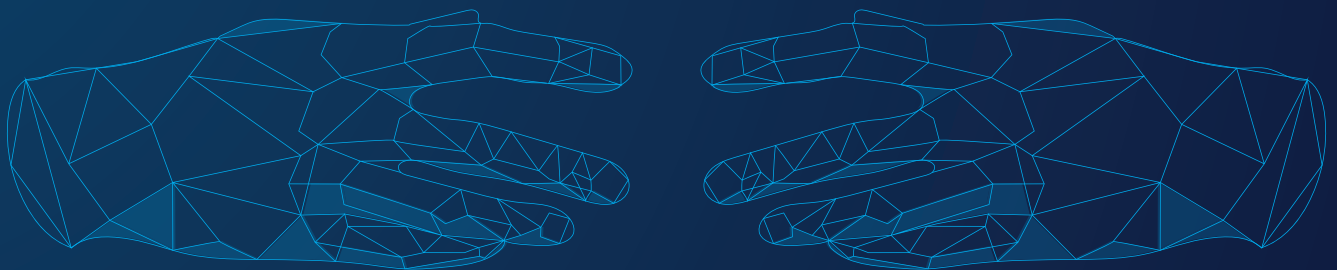
<https://coinmarketcap.com/view/metaverse/>

1.3 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. BridgeLanders contribute to the growth of the metaverse and are rewarded for their participation and engagement, creating an immersive experience and fostering community.

1.4 Mission

BridgeLand's mission is to link the physical and virtual world through gamified applications. Users will get rewarded for interactive shopping from all their favorite stores at an "all in one" blockchain based platform. At the same time they can play, create, trade and get rewarded in the \$BGT token. Products can be purchased in the metaverse and received at their physical home. BridgeLand will also bring transparency to the supply chain, give consumers control over their data by monetizing information flow and engagement rates.



Problems of Web 2.0 and The Solutions

2.1 Web 2.0 Problems

BridgeLand's core principles evolve around the major problems and challenges occurring in the current online e-commerce environment of web 2.0.

Gaming without profit is a waste of time

Conventional online games reward players with points, level ups or in-game items which have no economic value and cannot be used outside of the game's environment. Gamers pay with their most precious asset to receive these virtual assets, their time.

Fake accounts and bots

Fake accounts and bots are taking over social media. Scammers are becoming more creative in luring in unsuspecting users. Phishing attempts and automated posts ruin the online experience and make it increasingly annoying to navigate the web.

Lack of Supply Chain Transparency

Various industries are facing transparency issues regarding their supply chain. Consumers question product authenticity, origin, labor practices and a fair distribution of profits. The public is becoming increasingly aware of this and requests transparency.

Constrained Creativity

In the physical and virtual world we are often limited to surroundings which have been designed for us by others. There is little to no say from users, as to how the space should be created.

User Data Exploitation

By 2025 user data is expected to be valued at \$229.4 billion. However, the user's data is stripped away with no financial compensation for the individuals while institutions pocket massive revenue.

Unnecessary Middlemen

Many industries and services are set up in a way where activities are not possible without costly middlemen that take large amounts of profits from creators. Some of those areas are galleries, health services, user content platforms.

Confusing User Interface

Currently to fulfill online orders, users must shop from various stores and websites, give out private information to each entity individually which wastes time and ultimately results in a bad web 2.0 online shopping experience.

2.2 BridgeLand's Solutions

Web 3.0 and the metaverse offer creative solutions to web 2.0's shortcomings. An engaging interface, monetization opportunities and an active community incentivizes users to participate in the growth of the platform.

Gamified Shopping

BridgeLand makes daily chores engaging. Instead of going to the physical store, the shopping can be gamified, linked to a reward system for interactive users and create a new shopping experience altogether.

KYC to Provide a Safe Metaverse

There are only real users in BridgeLand, bots cannot join the platform. KYC is done once during the sign-up phase, additional identification from the service providers in the metaverse is not required, simplifying the user experience.

Know Your Product

Blockchain technology provides transparency in a trustless system. This can be used to give additional value to customers by offering them supply chain verified products in a premium section which would lead to more conscious-driven decision making.

Untapped Creativity & User Created Content

Partners can let their creativity run loose when designing their virtual space and creating engaging mechanisms to excite users. BridgeLand's users will also have the possibility to participate with their creativity through user-created content which can be monetized.

Own Your Data

BridgeLanders are rewarded for willingly sharing user data (store preferences, shopping times, prices, products, gender, income etc.). This data can be sold to 3rd parties and a percentage of the revenue is awarded back to the creator, providing income streams for BridgeLanders.

No Middlemen

BridgeLand is a trustless system based on smart contracts which makes it possible to eliminate costly middlemen that take large cuts in traditional industries.

All in one Platform

In the BridgeLand metaverse everything is in one location and easy to access, linked to one account with one password. Major e-commerce providers are compiled in one location and create a new and entertaining shopping experience.

Market Analysis

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

The Market

The money spent on online orders in the DACH region surpassed 100 billion Euros in 2021 coming from around 66 million e-commerce customers. Most popular orders were clothes, shoes, food and beauty products. According to Grayscale the metaverse will grow from a \$180 billion to a \$400 billion market opportunity by 2025.

Target Group

BridgeLand serves a predominantly younger age group, which is becoming more commercially active online and is well versed with the latest technology. The percentage of internet users in the EU who order products online is steadily increasing over the years, with the biggest increase occurring in the younger age group (16-24 years).

Behavior

The reasons why consumers prefer online over physical orders are convenience, more variety, price and not being dependent on opening hours. The main reason why e-commerce users do not follow through with their order is due to bad user experience (UX). E-commerce shoppers also struggle with the fact that they don't know whether the product they are buying is right for them. Current technology, photorealistic avatars and an innovative platform support users in their decision making and create a unique shopping experience.

Partners and Service Providers

The BridgeLand ecosystem provides an ideal platform for businesses, service providers, cultural and educational institutions. Many such entities have already begun to move into the virtual space (e.g., Adidas, Carrefour, The British Museum, Balenciaga, Gucci, Disney etc.). Forbes describes the needs of brands for help on how to develop a metaverse experience and create virtual interaction. BridgeLand taps into these needs and provides institutions with a go to platform, an easy entry point and provides additional services necessary for an optimal virtual experience.

<https://ecommercenews.eu/ecommerce-in-europe/ecommerce-in-the-dach-region/>

https://grayscale.com/wp-content/uploads/2021/11/Grayscale_Metaverse_Report_Nov2021.pdf

https://ec.europa.eu/eurostat/statistics-explained/index.php?title=E-commerce_statistics_for_individuals

<https://www.nets.eu/Media-and-press/news/Documents/Nets-e-commerce-2020-international.pdf>

<https://vue.ai/blog/ai-in-retail/shopping-cart-abandonment-ultimate-guide/>

<https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-11/Optimising-the-Ecommerce-Experience.pdf>

<https://www.automaticsync.com/captionsync/metaverse-means-cultural-institutions-digital-presence/>

Future VR market

Market data suggests that the VR market will experience enormous growth in the next five years and attract many new users. According to Zion Market Research the global VR market will reach a \$814.7 billion valuation by 2025. This is a more than 30 times increase compared to the year 2018.



<https://www.forbes.com/sites/forbesbusinesscouncil/2022/04/13/the-future-of-brand-opportunities-in-the-metaverse/>

<https://www.globenewswire.com/news-release/2019/02/21/1739121/0/en/Global-Augmented-and-Virtual-Reality-Market-Will-Reach-USD-814-7-Billion-By-2025-Zion-Market-Research.html>

4 The BridgeLand Ecosystem

The BridgeLand metaverse is a futuristic virtual location that connects the global community to each other through a virtual world. Users navigate through BridgeLand with avatars that have custom made features and can be equipped with NFTs.

The users will get rewarded through interactive gamified shopping from all their favorite stores at an “all in one” blockchain based platform. Purchased products will be delivered to their physical home or used in the virtual space.

Besides shopping, users can enjoy a scam free environment, supply chain product verification, create content, trade and monetize personal data in one unified interface.

4.1 Real Estate

BridgeLand consists of a scarce number of land plots divided into three areas:

The Prime Zone is the premium real estate area in which the spawn area is located and thus has the highest footcount and user interaction. The prime zone is the most desirable area in terms of real estate value, accessibility and offers for users.

The Metropol Zone is located around the prime zone. Users must travel further to arrive in this area, due to this, real estate prices are lower than in the premium zone.

The Discovery Zone is located on the outskirts of BridgeLand with more affordable real estate prices.

Together with the organic growth of the platform additional land parcels / regions will be unlocked to serve an increased user count.

4.2 Features

Shopping

Users can enjoy an enhanced shopping experience, order products in the metaverse and have them delivered to their physical homes. At the same time some products can also be delivered to the virtual space in the form of NFTs e.g., furniture, art, plants, clothes etc.

Marketplace

The Bridgeland marketplace is an essential part of the metaverse. It is where all NFTs are traded; including real estate, user created content, important in-game items, skins, art, house designs etc.

Gaming

The BridgeLand user experience also encompasses 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

\$BGT can be locked in the bank to receive shopping perks. Other cryptocurrencies that users hold can also be put to work in the banking district through the use of third party DeFi services.

4.3 Extra Value for Users

BridgeLand incentivizes users to interact with the ecosystem, create communities and have a lasting connection to the platform.

Individualization

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

User Created Content

Users have the opportunity to create personal content that is monetized and sold via the marketplace.

Income Opportunities

BridgeLand offers a number of ways for users to earn additional income through the ecosystem. User created content and user data can be monetized, land plots leased out.

Social Media

Fostering community plays an important role in BridgeLand, users can interact via chat functions or communicate in virtual real life scenarios such as in bars, restaurants, on the street and so on.

5 Income Streams

Presale phase

To fundraise for initial development, land plots will be sold in a private round prior to launch. Buyers not only acquire real estate but also receive \$BGT airdropped to them. The amount of tokens airdropped depends on the type and amount of real estate bought.

5.1 Consistent Revenue Streams

BridgeLand has a sustainable underlying economic model that ensures profitability of the platform. The platform generates revenue through various streams.

Transaction fees

All transactions executed on the platform have a certain fee which varies depending on the category. Fees arise for transactions such as shopping, leasing land plots, marketplace transactions (all NFT sales e.g., skins, avatars, art, furniture, land etc.).

Advertisement

In-game advertisement is possible for companies or individuals. Advertisement locations are structured in a tier-based system according to visibility and footcount. Other forms of advertisement include partnership programs, promotions, lotteries etc.

Paid services

The BridgeLand metaverse is generally free to access, however certain areas, services or partner content is for paid users only. These areas and services include VIP sections, upgrades, memberships & subscriptions.

6 Roadmap and Outlook

6.1 Roadmap



6.2 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

7 Tokenomics

7.1 Token Utility

\$BGT will serve users of the platform and possess the following utility:

- **Staking is provided up to the public launch to incentivize investors, making it possible to grow the investment during the development phase of the project.**
- **\$BGT is necessary to transact in the BridgeLand metaverse for buying NFTs (land plots, concert tickets, wearables, skins, avatars, etc.) gaming and regular shopping.**
- **By locking \$BGT after the TGE, users will be rewarded. The longer it is locked the higher the rewards will be in various forms. Users can for instance profit from price reductions and other perks.**
- **Shopping with \$BGT in BridgeLand gives users a discount compared to conventional shopping or physical stores.**
- **Token holders will be able to vote for changes in the BridgeLand ecosystem as it serves as a Governance token. The voting mechanism will make BridgeLand more sustainable and customizable by its users.**
- **A mechanism will reward token holders with specific NFTs provided by partner companies.**

7.2 Token Distribution Schedule

BridgeLand wants to serve its users and investors with a sustainable and valuable token which increases in value with ongoing development of the metaverse. There will be a maximum supply of 1 bln (1,000,000,000) tokens which will be pre-minted and distributed according to the following distribution schedule:

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

Development

Development of the BridgeLand ecosystem will be one of the main cost factors. For this reason the highest number of tokens are reserved for the platform's development. Before using tokens from the development reserve, money from the pre-sale land plot sales will be used to keep the token price stable and avoid dumps.

Presale

After a 3-month cliff, presale investors will receive tokens airdropped to them according to the distribution schedule. Up until the public sale, presale investors will have the possibility to stake \$BGT and earn additional tokens.

Marketing

In the first phase the marketing reserve will support and incentivize sales representatives. Once development is ready for the test phase, marketing expenses will focus on bringing members into the ecosystem and community management.

Team

BridgeLand is here to stay, the team size will grow together with the metaverse development and be rewarded with tokens.

Reserve

The token reserve will be used for special expenses as well as to have a security reserve to decrease token supply through burning mechanisms. The reserve will only be used when necessary to counteract token dumps and stabilize the price.

Liquidity

BridgeLand will provide liquidity on the most popular DEXs to ensure tradability of \$BGT. Later the generated pool rewards will be used to buy back and burn \$BGT.

Advisors

Advisors give the project direction, serve with valuable e-commerce business connections, metaverse knowledge and position the project in the market by introducing strategic partnerships.

Airdrops

Airdrops serve as an incentive to reward users for interaction with the platform. Rewards will be distributed for completing platform specific tasks such as supporting community building, fixing bugs or testing the user interface.

Public Sale

In the public sale phase \$BGT will be offered to the public on a tier 1 DEX.

7.3 Token Burn Mechanisms

There will be various ways to increase the token value and counteract inflation. To reach this goal, BridgeLand will implement the following token burn mechanisms into its ecosystem:

- Burn 50% of service fees from land plots sales and any other NFTs on the BridgeLand marketplace (art, items, skins, avatars, user content etc.)
- Burn 50% of service fees for leasing land plots on the secondary market
- Burn 50% of DEX liquidity provider fees
- Burn 50% of service fee required for dropping new NFT collections
- If necessary, tokens will be burned via the reserve pool
The burning mechanism stops once 500m (500,000,000) \$BGT have been burned.



Management Team



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.



Management Assistant
Elvira Hoxhaj

Elvira has many years of experience in the crypto market, where she has been an investor since 2016. The possibilities of blockchain technology fascinated her right from the start and helped to network well internationally. Her strengths lie in team management, recruitment 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

At RED Switzerland, Josephine defines the business concept, is responsible for strategy definition and business development. She is also involved in partnership outreach.

Her interest in crypto currencies rose in 2017 and she has been actively engaged in the space ever since. Her experiences range from advisory at CVVC, client management and education at SEBA Bank. Most recently, she had the role of a portfolio manager at a wealth management company.



Artan Kurtaj

At RED Switzerland Artan's core competency evolves around tokenomics, token utility and burn mechanisms, as well as community management and development.

Previously, Artan has been active in sales for 4 years. His openness and excitement for new trends led him into the field of blockchain and cryptocurrencies where he has been active as an investor for 2 years.



Victor Koetter

As a team member of RED Switzerland, Victor is responsible for the whitepaper structure, partnership outreach and business development. His main competencies are token utility, business plan setup and project sourcing.

Victor has a background in data analytics and business development. He holds a masters degree in life sciences and has been involved in the crypto space since 2019. In 2021 he helped develop a crypto VC where he was leading the ecosystem and project research. Since then he has been involved in the strategic definition and concept creation of various smaller crypto projects.

Development Team



Rrahim Hoxhaj

- Operation manager and CEO of RED Swiss
- Co-owner of RED Nation in Kosovo, crypto analyst with more than 6 years of experience, crypto investor and experienced manager of different kinds of projects connecting with the crypto world



Kreshnik Morina

- Graphic Designer and operations manager at RED Kosovo,
- Working with design management and logistics for 8 years, Kreshnik has a bachelor's degree in computer science and engineering and since 2021 is the co-founder of RED Nation in Kosovo.



Erjon Hoxha

- Graphic Designer and general director at RED Kosovo,
- Computer science and electrical engineering degree holder with more than 6 years of experience in graphic design and digital marketing, co-founder of RED Nation in Kosovo.

Stay in Touch

Landing Page

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

Telegram

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

