



**3D creator community and crypto
incentivized platform for Metaverse
assets**

Whitepaper

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INTRODUCTION

According to both Morgan Stanley and Goldman Sachs, the total opportunity of metaverse related products and services is around \$8T. “We look at the digital economy today, which is roughly about 20%, 25% of the global economy ... We see the digital economy continuing to grow, and on top of that we see a virtual economy (metaverse) that will grow within and alongside this digital economy,” the Goldman Sachs analyst described. The development of metaverse related platforms, products, and services is only just beginning, which means that we are at the dawn of where the internet was in the mid to late 90’s.

Winners and losers of this new gold rush are far from being determined but we can ascertain that winners will need to build lasting products and services that focus on user experience. Without a positive user experience, all efforts by companies and brands to interact with the metaverse will fail. This includes the need to improve customers' online experiences.

Digital and online sales rose sharply during the pandemic and this trend will continue. It changed customers' buying habits and also created the virtual (assets) economy during the period. Tokens, Defi, and NFTs become “normal consumption and investments” for early adopters.

MetaHi anticipates that a significant number of retail, hospitality, ecommerce, luxury, and merchandise brands have already committed to, or will commit to, entering the metaverse by offering better digital experience in order to increase sales. However, brands are not technology builders, therefore they will rely on third party technology platforms and tools, such as MetaHi to facilitate their increased sales and revenue.

Also there is another side of the market. Individuals would like to join the metaverse of their choice for entertainment and social connections. And individuals would also hire 3D creators to help them create their own customised 3D objects, such as avatars, clothes, and accessories, so that they can use in the metaverse to express their individuality or the identity that they prefer within that metaverse.

MetaHi anticipates huge growth in demand for 3D objects and will build a web-based platform allowing users or brands to outsource the creation of 3D inventory to be created by professional 3D creators. On the other hand, 3D creators have a new way to sell their custom 3D models to brands and people needing them. It will have a seamless experience for the creation process that utilized blockchain technologies to help creators and buyers to protect their IPs and assets. Also all their assets will work on different metaverses and transfer between different metaverses.

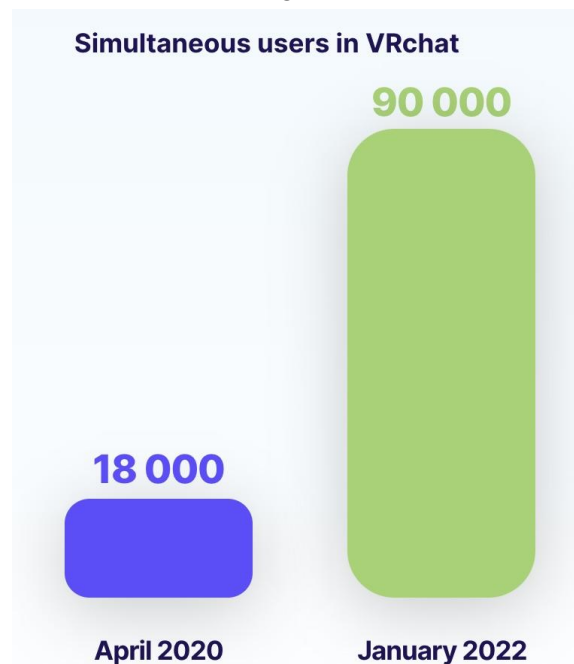
It also has the closed loop tokenomics system to put the value created back to the 3D creator community in the future. They can use our token to buy and sell assets, and pay for transaction fees. With that we can reduce the transaction costs and give the value back to the community.

METAVERSES GO VIRAL

Even though the concept of the metaverse and digital items is new, multiple consumer brands have already entered the virtual worlds to sell their products in the form of functional and diverse digital items because the growth in users in the space is enormous.

VRChat

VRChat allows users to interact with others with user-created 3D avatars and worlds and is the leading social VR platform with millions of users, hundreds of thousands of worlds and over ten million unique avatars. And each of those worlds and avatars require a lot of 3D objects. The graph below illustrates the user growth.



Average concurrent users of VRchat is 40,000 and its 2022 New Year event attracted 90,000 users.

Sandbox

Sandbox has a market cap of \$3.6 billion by creating a metaverse where users can buy, sell or even create their own digital assets. It creates the perfect experience, encompassing online experience, decentralisation, and gaming. It has surpassed two million registered users since its launch in Feb 2021. Now Sandbox partners with Yuga Labs, the creators behind the renowned Bored Ape Yacht Club (BAYC) non-fungible token (NFT) collection, to create another metaverse Otherside which is going to bring enormous numbers of new users to the metaverse space.

Decentraland

It is an open-source 3D virtual world platform founded in 2015. It has digital land divided into equal grids which had an asking price of \$20 and its cryptocurrency, MANA, traded at \$0.02 during its launch in 2017. The platform was opened to the public in February 2020, and is

overseen by the Decentraland Foundation. Decentraland is one of the oldest Metaverse platforms and has collaborated with Samsung and Australian Open (AO) in the past. Decentraland allows users to place 3D models in the space using a simple drag and drop builder tool. For professionals, Decentraland offers an SDK tool to generate interactive content: Users can import 3D models into Decentraland, and code advanced applications, games, and animations.

Retail in the metaverse

Nike

One of Nike's most significant metaverse projects is located within the Roblox system. Nikeland was created to help integrate sports and play into a lifestyle. It has parks, courts, obstacle courses, and running tracks. All of this has been carefully constructed as a metaverse brand to show people what Nike is all about. On top of this, players can purchase digitised Nike products, ranging from clothes to shoes, and connect with the brand even more. Nike's created multiple methods which allow people to experience their ethos through the metaverse.

Zara

Zara collaborated with South Korean fashion collective Ader Error and South Korean app Zepeto and created a project to identify the new generation based on the singularity of individuals by creating virtual clothing and make-up available to the customizable avatars on the app. Zara ensures that people can transition their shopping experience between the real and digital worlds. For example, their clothing range extends to both physical and digital goods with distinctive black, yellow, bright orange, and navy blue palettes.

Gucci

Gucci is one of the world's most famous fashion brands. Meanwhile, Roblox is one of the most popular metaverse games and platforms. It's no wonder that a collaboration between the two created something unique. That's exactly what happened when Gucci created a virtual garden exhibition within Roblox. The event was part of Gucci's 100th birthday celebration. The exhibition highlights how the metaverse can recreate the shopping experience. The fact that Gucci's digital offerings could only be purchased for a limited time gave users an understanding of scarcity. They were buying something unique which also had equally exceptional value. Some of these items were later resold by users for far more than the real-world version's value.

Adidas

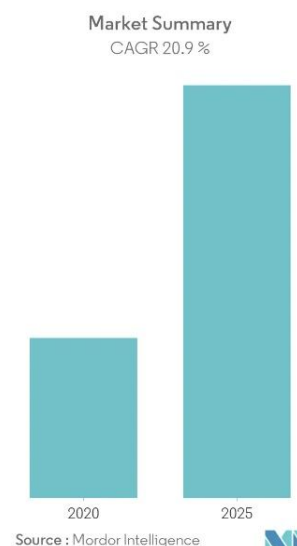
Adidas is best known for athletic gear. Their claim to fame as one of the most crucial metaverse brands comes from something known as Non-fungible tokens (NFT). When people think of an NFT, it's usually related to online images. However, it's essential to keep

in mind that metaverse models also use digital artwork. As such, metaverse items can also be NFTs. Adidas uses that technique to sell wearables in both the physical world and metaverse. Adidas Originals created an NFT campaign, “Into the Metaverse”, in which the famous sports brand partnered with three of the most renowned NFT brands – Bored Ape Yacht Club, PUNKS Comic and gmoney. The collaborative project launched in December 2021, when a limited amount of 30,000 NFTs were sold. The exclusive wearable digital items can be used on various blockchain-based gaming platforms.

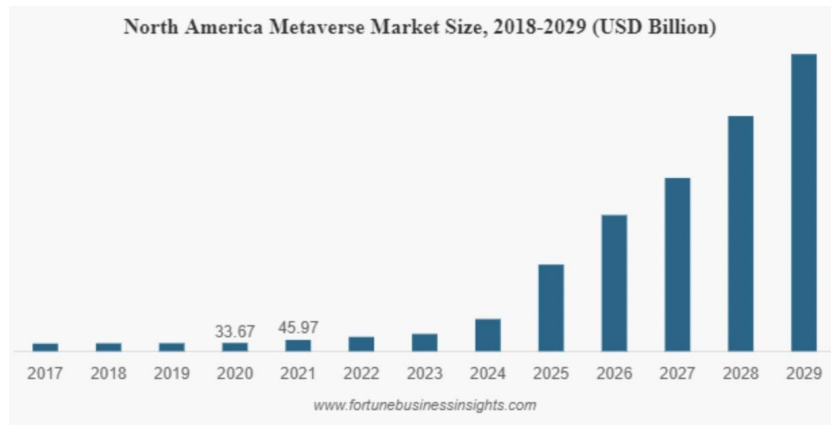
CURRENT MARKET SITUATION

The 3D Mapping and 3D Modelling Market was valued at USD 13.49 billion in 2020 and is expected to register a CAGR of 20.9% over the forecast period 2021 to 2026.

Firstly, increasing adoption of 3D technology across multiple industry verticals catering to the growing demand for emerging applications, ranging from shape analysis, 3D mapping, and 3D modelling, among others, has given rise to the development of 3D mapping and 3D modelling software that can gauge shapes in real-time. The diagram below shows the market snapshot from 2020 to 2025.



Secondly, the metaverse will play a big role in the 3D modelling market. **The metaverse is, and will be based on 3D models.** 3D modellers create the models for all 3D assets within the game – characters, weapons, vehicles, furniture, trees, rocks and so on. Morgan Stanley sees the metaverse as an US\$8 trillion addressable market which is likely to become the “next generation social media, streaming and gaming platform”. The chart below illustrates the growth of the metaverse market size.



3D MARKETPLACES

In this chapter, the top three 3D market players will be described.

TURBOSQUID

Founded in 2000, Turbosquid has championed growth in the 3D space through partnerships with leaders in the industry. Their collaborative efforts have led them to co-creating products like CheckMate, which defines quality specifications for the 3D industry, and StemCell, which allows 3D models to be converted to every major 3D application.

CG Trader

CGTrader was established in 2011 with the intention of being the first designer-friendly online marketplace for 3D content. It's one of the largest sources for licensable stock and custom 3D models and offers two solutions for sellers and buyers.

CGTrader Marketplace is a community-based, self-service platform with a strong designer community with 4.52 million members. CGTrader Enterprise 3D Modelling is the enterprise solution that allows businesses to convert 2D product images into photorealistic 3D models for Augmented Reality and other 3D customer experiences.

Sketchfab

Models hosted on Sketchfab's site, which offers a community of 1.3 million users, now have a "paid download" feature. Users who want to start selling their models and have them listed in the Sketchfab store should fill out an application to become sellers on the site.

Sketchfab uses subscription based pricing, it starts at 15\$ per month. However, they also offer free plans with limited access.

Sketchfab was acquired by Epic Games in 2021, the company behind Fortnite and Unreal Engine.

PRICE OF 3D MODELS

The cost of creating 3D models will typically depend on the complexity and quality of the model, the method used to create the model, and the agency or artist that is creating it. On average, a simple 3D model will cost from \$40 to \$200, while a more complex model costs from \$200 to \$1000, and a very complex model can cost up to a few thousand dollars.

3D Model Complexity	Approximate Cost	Hours Needed
Simple	< \$40	> 2
Medium	< \$180	> 15
High	< \$650	> 40
Very high	< \$650	> 50

Estimate costs for different models provided by inVRsion.

3D MARKETPLACE PRICING

In most cases, you will find that the royalty rates hover around the 60-70% range. If a \$10 asset has a royalty rate of around 60%, then that means a 60-40 split with \$6 going to the artist and \$4 going to the platform. But other fees may apply on certain sites, such as merchant fees, listings, etc, which can cut into 3D creator profit margins further. The table below represents the royalty rates of the most popular 3D marketplaces, the bonus rates, and what the 3D creator has to do to get that bonus rate.

Platform	Royalty Rate	Bonus Rate	Bonus Condition
Unity Asset Store	70%	-	-
UE Marketplace	88%	-	-
Blender Market	70%	95%	Diamond Membership
SketchFab	88%	-	-
FlippedNormals	60%	90%	Referral System
3D Export	60%	70%	Exclusive Content
CubeBrush	70%	95%	Self Marketing
CGTrader	70%	80%	Points System
TurboSquid	40%	80%	Exclusive Content

PRICING ANALYSIS

This chapter further describes pricing analysis for TurboSquid, CG Trader and SketchFab.

TurboSquid

TurboSquid does not have clear pricing from the first look. After diving more in depth, turbosquid has different prices based on how much sales the 3D modeller has generated with some additional tweaks.

TurboSquid offers a 40% royalty rate, unless users are joining “SquidGuild”.

When you join SquidGuild you are agreeing to sell all of your 3D content exclusively at TurboSquid. This requires you to **remove your content from other 3D content sites** prior to joining.

After the creator joins “SquidGuild”, he can get access to different levels and get higher royalties from their sales based on different levels. The overview of different levels are described in the table below.

Clear level	3D creators only earn 50% of each sale until they reach 150\$ in total sales. Then they go to ‘bronze level’.
Bronze level	150\$ to 500\$ in sales, users are in ‘bronze level’. At this level they earn 51%. Once 3D creators have total sales over 500\$ they are promoted to ‘Silver level’.
Silver level	500\$ to 1,500\$ in sales, users are in ‘silver level’. 3D modellers get 52% royalties from the sold models.
Gold level	1,500\$ to 3,000\$ in sales, 3D creators are in ‘Gold level’. Their royalty rate is still just 54%.
Emerald level	3,000\$ to 6,000\$ in sales, users are in “Emerald level”. At this level, users get 56% royalties.
Ruby level	6,000\$ to 10,000\$ in sales, 3D modellers are in “Ruby level”. Here they can get 58% royalties from their sales.
Diamond level	10,000\$ and above in sales users are in “Diamond level”. This is the highest level they can get and they get only 60% of their sales.

CG Trader

CG Trader also has a level-based reward system that recognizes the content creators for their loyalty, sales performance and experience. Users need to increase their reputation (or points) to unlock new levels. CG Trader currently has 13 different levels. User can earn points in 3 different ways:

1. Performance
2. Community Interaction
3. Referrals

Different levels, together with the points needed and royalty rate are described in the table below:

Beginner	0 points = 70% royalty rate
Explorer	100 points = 71% royalty rate
Modelling Enthusiast	250 points = 71% royalty rate
Ambitious Geek	500 points = 72% royalty rate
Rising Star	1,000 points = 72% royalty rate
Polygon Expert	2000 points = 73% royalty rate
Talented Maker	4,000 points = 74% royalty rate
3D Master	7,000 points = 75% royalty rate
Leading Artist	11,000 points = 76% royalty rate
Top Designer	15,000 points = 77% royalty rate
Genius	20,000 points = 78% royalty rate
Superstar	30,000 points = 79% royalty rate
Legend	40,000 points = 80% royalty rate

SketchFab

The Sketchfab Store provides some of the highest sales commission to the sellers. 3D creators can earn 88% on each sale - one of the highest revenue share models in the industry (**The Sketchfab fee was 30% before July 21st, 2021**). However, in order to sell, 3D modellers have to select a subscription plan. Currently The Sketchfab offers three different plans:

Plan	Costs	Description
Basic	free	Users can only upload 10 models per month.
Pro	\$24 / month	Users can upload 50 models / month and have private uploads
Premium	\$129 / month	200 uploads / month, unbranded viewer, App-free AR and allows you to bring up to 10 collaborators to your account.

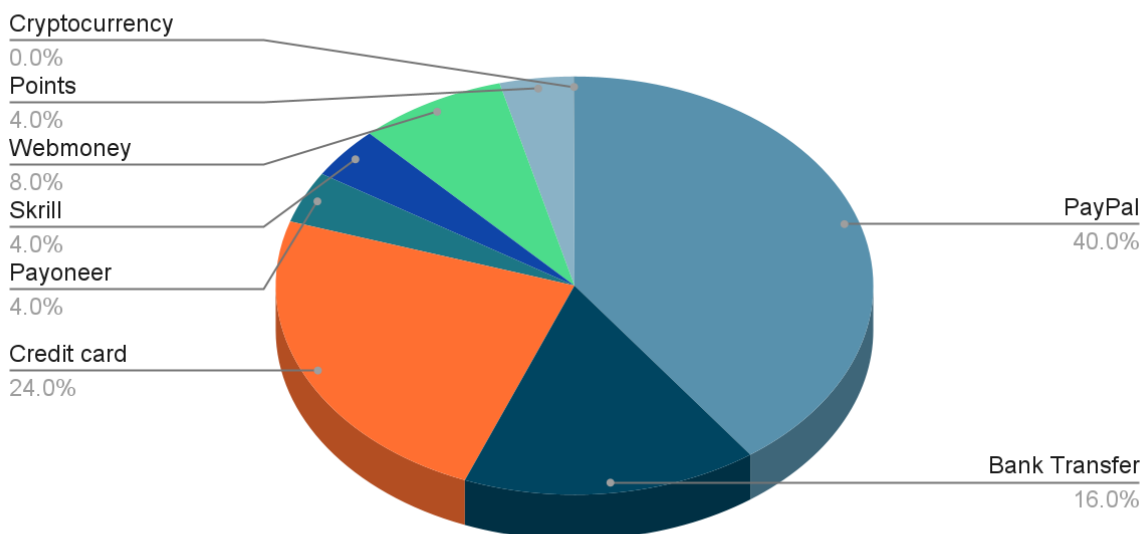
The Sketchfab also offers an “Enterprise” plan with some additional features, but the price might differ and the 3D creator has to contact their sales department.

Note: yearly prices are reduced.

PAYMENT METHODS OF 3D MARKETPLACES

The purpose of this chapter is to analyse payment methods in different marketplaces. MetaHi team analysed 10 different 3D marketplaces, namely, Unity Asset Store, UE Marketplace, Blender Market, SketchFab, FlippedNormals, Creativemarket, 3D Export, CubeBrush, CGTrader and TurboSquid. The purpose of this analysis was to understand what payment methods are available and what are the most popular payment methods in different 3D marketplaces. The outcome of the analysis is described in the chart below.

Most popular payment methods in 3D Marketplaces

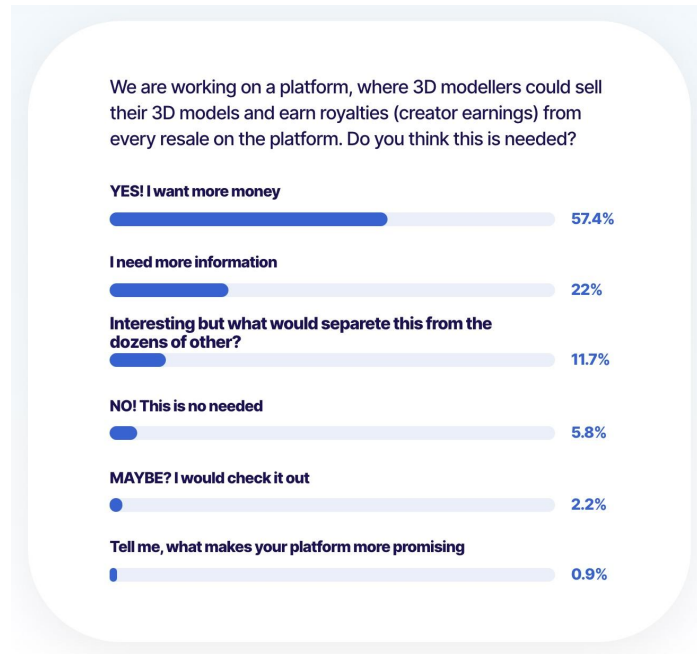


Based on the diagram above, it is clear that PayPal, Credit card and Bank transfers are the most popular among 3D marketplaces. Another interesting finding was that **none of the 3D marketplaces support cryptocurrency payments.**

SURVEYS

Is a new platform needed?

A poll in a big Facebook group was posted. The question was asked to a 3D community - “We are working on a platform, where 3D modellers could sell their 3D models and earn royalties (creator earnings) from every resale on the platform. Do you think this is needed?”. The goal of this survey was to understand whether a new platform is needed.

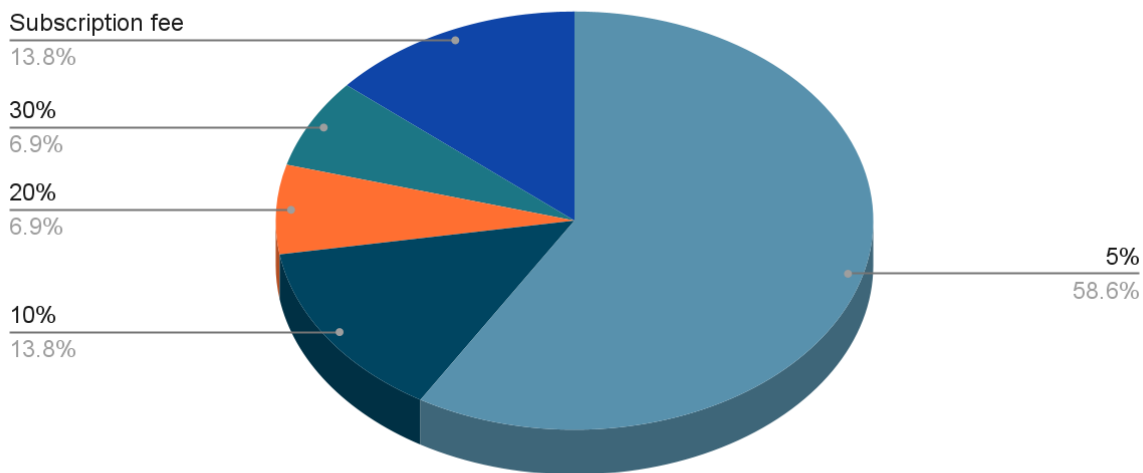


The image above shows the outcome of the survey. Most of the 3D modellers (57%) answered ‘YES! I want more money’, while 22% said they would like to get more information.. [Source link](#)

What should be a (fair) fee for a 3D marketplace?

A second poll was created to understand what should be a fair fee. Furthermore, the option “Monthly subscription fee” was added in order to understand if 3D modellers want to pay a commission (x% from a sale) or a fixed subscription fee. Results are illustrated below.

What should be a (fair) fee of 3D marketplace?



Most of the people selected the 5% option. [Source link](#)

MARKET GROWTH DYNAMICS

Explosion in Metaverse and related technological advancements in 3D software, scanners, sensors, and other acquisition devices

3D modelling software is used by character designers for animation, illustration, cinema and video-games. This kind of software is essential to create avatars, complex characters, or creature or object designs for metaverse or even for sci-fi movies for example. Obviously, efficient software is required in order to create really detailed and realistic designs. It can also be used for rendering, and even for 3D printing. There are a lot of new 3D modelling software tools available on the market, each with varying capabilities, such as BIMx, Live Home 3D, Onshape, SketchUp, SkyCiv Structural 3D. They provide 3D professionals who are constantly coming up with new ideas for innovative designs with helpful software that can quickly turn these ideas into 3D representations.

Instead of drawing and creating a digital world, we can capture our world and make a “Digital Twin” and make it a metaverse. In the past, capturing 3D data was a difficult task due to the lack of proper tools, technologies, or systems. With the advancement of 3D technology (Metaverse) viewing, the 3D content generation has become more popular. It has led to the discovery of various 3D mapping and modelling technologies with the help of which 3D content in the surroundings can be mapped directly or created more easily. Those technologies find their way into mobile devices, such as smartphones, tablets, and

notebooks. All those new acquisition devices that help capture 3D data have given a boost to the overall 3D mapping and 3D modelling market.

By software tools, the 3D modelling software segment is expected to record higher CAGR during the forecast period

The software tool market is segmented into 3D mapping and modelling software tools and the 3D modelling software tools to account for higher market growth rate owing to the growing need for Metaverse and other CAD applications for non-visual simulations used in the medical and engineering sector. One of the reasons is that instead of realistic objects, users would prefer unique and eccentric objects in the metaverse to express their creativity and individuality.

Emergence of AI and ML technologies to boost the 3D content accuracy and its physics

AI has the potential to take both the 3D mapping and modelling market into hyper-growth. AI technologies can define the workflow of data acquisition that is required to generate 3D maps. Also, AI technologies are expected to boost the accuracy of 3D maps. In addition, AI can simulate the physics of 3D objects in the real world with more accuracy and apply them into the metaverse. AI technology is made of multiple building block technologies, including machine learning, deep learning, and Natural Language Understanding (NLU) that develop algorithms to analyse data and find models that predict outcomes or understand the context with significant accuracy and improve existing data quality. AI-based big data solutions and services help metaverse verticals with the automation and physics definition. The same can be employed by other companies to increase opportunities in 3D mapping and modelling.

With the growth in metaverse, the number of users and platforms will go up and it will make VR goggles and access to the metaverse cheaper

Virtual reality (VR) is a simulated experience that can be similar to or completely different from the real world. VR aims to create a sensory experience for the user, sometimes including sight, touch, hearing, smell, or even taste. The VR industry as a whole is growing at a fast pace, with the market size of consumer virtual reality hardware and software having increased from 6.2 billion U.S. dollars in 2019 to more than 16 billion U.S. dollars by 2022.

VR gaming, and VR video make up the largest consumer use cases for VR technology, with 20.8 billion U.S. dollars expected to be spent in 2023 on these areas alone. The Valve Index had the highest reported cost among the leading virtual reality (VR) headsets with a price tag of 999 U.S. dollars. The lowest priced device among the models selected was the Oculus Go, coming in at a reported price of 249 U.S. dollars. However, with the explosive growth and economy of scale, the prices of VR headsets will continue to drop.

APAC to account for the highest CAGR and North America to hold largest market share in the next 10 years

The 3D mapping and modelling market has been segmented into five regions: North America, Europe, APAC, MEA, and Latin America. APAC is expected to have the highest growth rate during the forecast period. The APAC region is expected to be the fastest-growing region in the 3D mapping and modelling market. This growth can be attributed to the increasing demand for metaverse, gaming, 3D imaging sensors, and 3D modelling, and 3D visualisation and rendering software tools across various verticals including healthcare and life sciences, manufacturing, construction, beside metaverse,

media, and entertainment. North America is expected to hold the largest market size in the global 3D mapping and modelling market during the forecast period. The increasing demand for realistic virtual views of the product for marketing purposes by small and medium businesses and government agencies would fuel the demand for 3D mapping and modelling products in North America. The rising adoption of cloud and IoT, and increasing use of the metaverse and web3 are some of the factors driving the 3D mapping and modelling market growth in Europe. The increasing number of players across different regions is further expected to drive the 3D mapping and modelling market.

Challenge: Lack of expertise and a skilled workforce

Gaining expertise in developing 3D mapping or 3D modelling projects is a challenging task. It is a long-term process to gain technical expertise as an animator. A 3D animator is expected to have the necessary creative, artistic skills, and experience to develop a 3D project. As per the Media Education Skill Council (MESCC), several animators lack the required skills, because various training institutions do not require trainees to have an arts background. It results in skill gaps among animators, due to which animation companies should invest more in training their workforce, which, in turn, affects the companies' profitability.

Similarly, it is essential to bring more investments to improve workforce skills and meet the animation industry standards. Governments and industry regulatory bodies have started taking major initiatives, with consideration to investing time and resources in enhancing the skills of the animators. For instance, the Animation Council of the Philippines (ACPI) partnered with the Technical Education and Skills Development Authority (TESDA) and other government bodies to launch a training work program for 3D animators, designers, and application creators to enhance their skills.

Building improved tools to help people create content more efficiently is needed. In the age of mobile internet, we've seen the rise of Sketch and Figma that UX designers use to create, collaborate, and prototype. When it comes to 3D design tools, they are still complex, lack interoperability and are expensive. There is a market opportunity for making more user-friendly, extensible toolings targeting just for the metaverse context to boost productivity and interoperability. Plug-ins, scripts, design systems for existing 3D design tools to extend their functionalities can also be created

PROBLEM DEFINITION

The metaverse will play a big role in the 3D modelling market. The metaverse is, and will be based on 3D models. 3D modellers create the models for all 3D assets within the game – characters, weapons, vehicles, furniture, trees, rocks and so on.

With the growth of the metaverse, there will be big demand for 3D creators, but there is no platform to support this growth.

PRODUCT DESCRIPTION AND SOLUTION

MetaHi provides a platform that brings fair value back to 3D creators and helps the community grow.

First of all, MetaHi has the lowest fees on the market. From every 3D model sale **95% goes to the creator, 5% goes to MetaHi**. This can be achieved by utilising modern blockchain technology, which can reduce costs by storing 3D models on decentralised storage and by utilising cloud computing.

Secondly, creators can earn additional sources of income by earning royalties from the resales of their 3D model. This can be achieved by utilising NFTs (Non-fungible token). NFTs ensure a strong tracking of ownership and a complete history of 3D asset purchases. There is no mystery as to the origin or history of the NFT, because everything is stored on the blockchain and completely transparent. If the 3D model is being resold after it was used, the original creator can earn up to 15% royalties. The resale royalty percentage has to be specified by the creator whenever the asset is listed on the marketplace.

Lastly, MetaHi opens a new market to 3D creators by providing the ability to transport their 3D models to different metaverses. 3D models are the foundation of virtual worlds and MetaHi provides a platform, where the legal owners of the 3D assets can supply their assets to different metaverses with a click of a button.

This brings the value back to the creators and provides a tool that will help the industry and community grow.

Unique selling points (USPs)

Better technology

By using modern technology MetaHi can provide better services. The team focuses on creating user experience better, simpler and faster. The team will also develop tools to simplify 3D models creation to attract the next generation of creators. Leveraging the success of the “crowd sourcing” model in web2 will help to solve the problem of not enough 3D creators. On the other hand, utilising blockchain technologies, the price of the platform can be reduced.

Metaverse Integration

MetaHi will open a new market to 3D creators. By partnering up with different metaverses, MetaHi will allow 3D modellers to create 3D models by working directly with the new digital worlds. Buyers of the 3D assets can supply their assets to different metaverses with a click of a button.

Creator earnings (NFTs)

3D creators will be able to earn royalties from the resales of their work. Currently, if the model is purchased and resold to another entity, the creator is not rewarded. MetaHi will solve this problem by utilising blockchain technology, which will allow **up to 15% creator earnings** of the 3D asset. For example, the user purchased a 3D model for 1000\$ from the

creator and the creator created this model with a 10% royalty rate. Once the buyer decides to sell this model to another user, the original creator will get 10% of the money. So if the resale price is 500\$, 50\$ (10%) would go to the original creator and the second hand seller would get the remaining 450\$.

Token

In the future, MetaHi is planning to launch its own token. This token will be oriented to the community and will give community rewards (also called Marketing events). The main goal of the token will be to attract 3D creators from other 3D marketplaces.

MARKETING STRATEGY: CHICKEN OR THE EGG

Like all two sided marketplaces, demand or supply must come first. Our plan will attract a community of 3D creators and then market the opportunity for 3D asset creation to companies, brands, and individuals needing to promote their products in the metaverse.

In order to attract community members, MetaHi will offer discounts based on 3D creators levels on different platforms. A 3D modeller needs to verify his level on different platforms. Based on the level a creator has on other platforms, the discount will be given for the token purchases. For example, if the creator has a gold membership, free tokens will be given. If the creator has silver membership, 85% discount will be given, if the membership is bronze, 75% discount will be applied and so on.

This will allow the biggest community members to come early and with big discounts on MetaHi tokens and the smaller creators will follow.

FUNCTIONALITY (MoSCoW model)

MetaHi used the MoSCoW model, in order to identify the features that are needed for MVP. This will help to evaluate the scope of the project and the technical challenges.

Must-Have

The absolute MUST. There is no way out and there is no shortcut.

- Ability to connect TOP-5 most popular crypto wallets
- Sell 3D NFT graphics
- Buy 3D NFTs using crypto
- Have an overview of 'my purchased assets'
- Earn crypto from royalties by creating 3D models
- Ability to see the overview of money earned
- Allow 3D models to be downloaded by owners of wallets
- MetaHi token (and it's utility)
- Secure 3D object rendering in the website

Should-have

Essential, but not vital

- Ability to request custom 3D model for 3D model creator
- Ability to approve/deny 3D model request for 3D model creator
- Ability to sell your item in the auction
- Basic user profile
- Extensive filtering for 3D assets lookup
- Integrations with different metaverses

Could-Have

Not a problem if it's left out, but still is of significance.

- Trade (Swap) 3D models between different wallets
- Ability to see historical purchases
- Leave feedback to the creators if the purchase was made
- Ability to buy 3D models with fiat currencies
- Ability to manage disputes

Will-Not-Have

This is irrelevant. Lose it. Not needed in the near future.

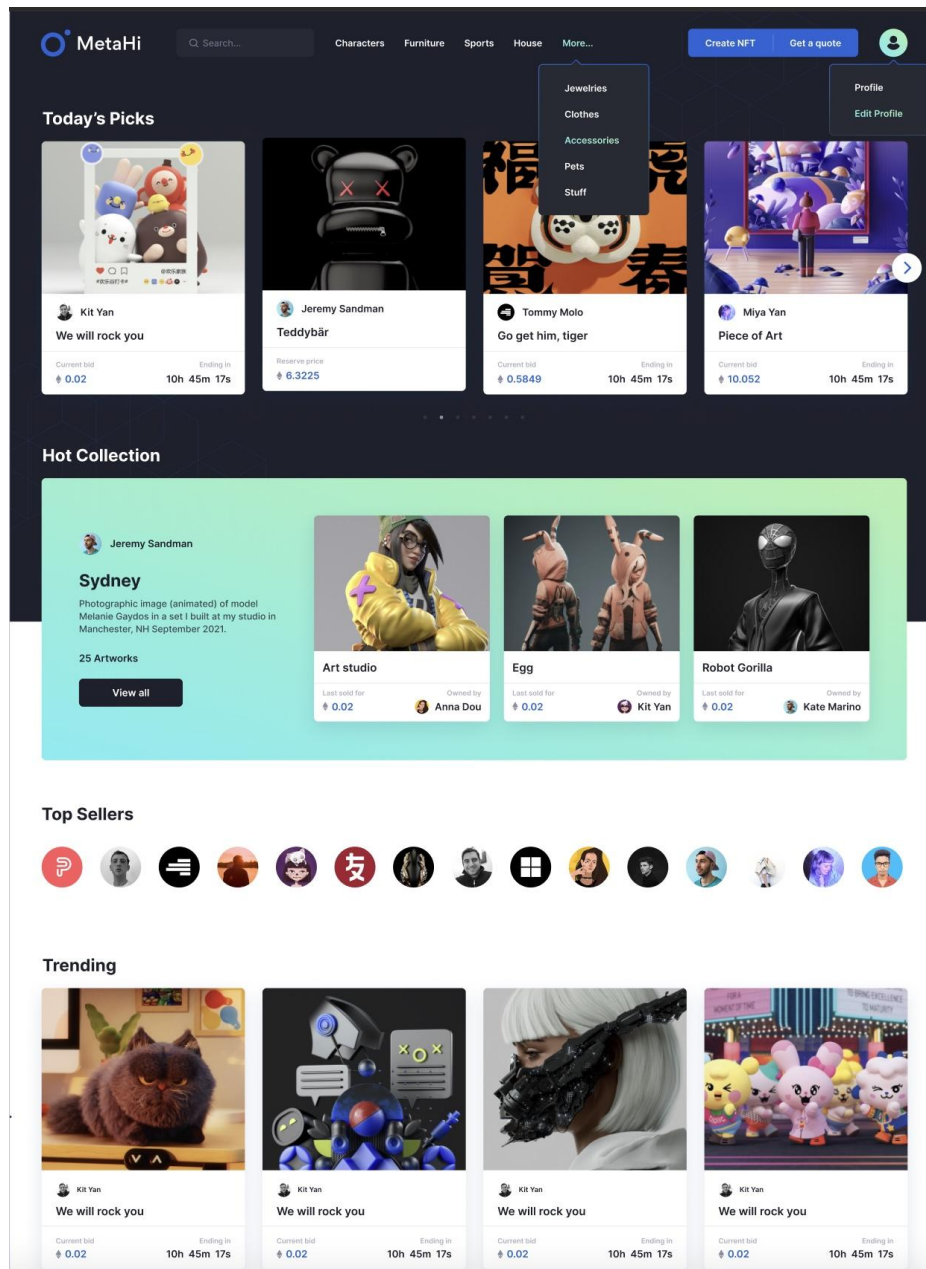
- Experience your assets in Augmented Reality (AR)
- Ability to convert between different 3D object types
- Create 3D models from your phone
- Verify if item in the metaverse is authentic or a tradeoff

UI/UX DESIGN

Most of the current 3D marketplaces have old fashioned web interfaces. Experienced MetaHi designers work every day to make the user journey as simple as possible.

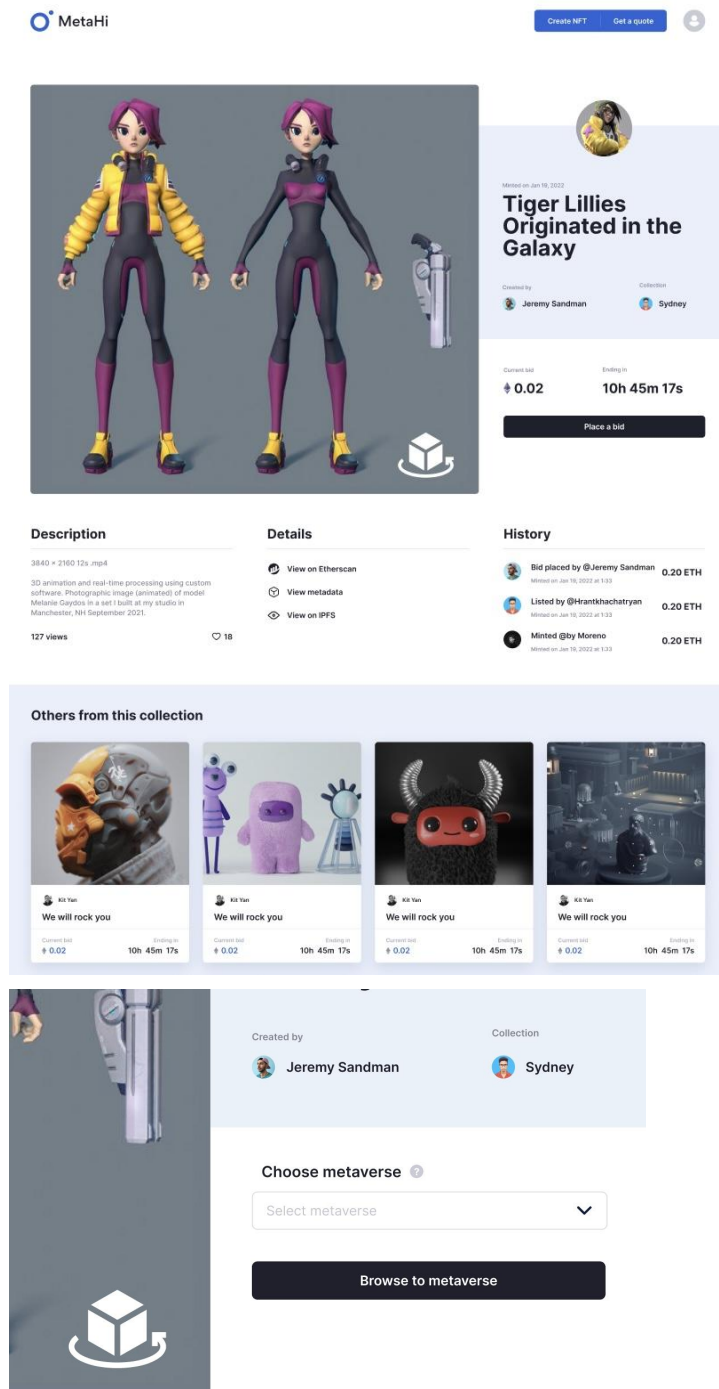
Home page

The first screen that greets users of MetaHi is the home page. This page allows users to access the main functionalities of the app, but also shows trending models and top 3D creators



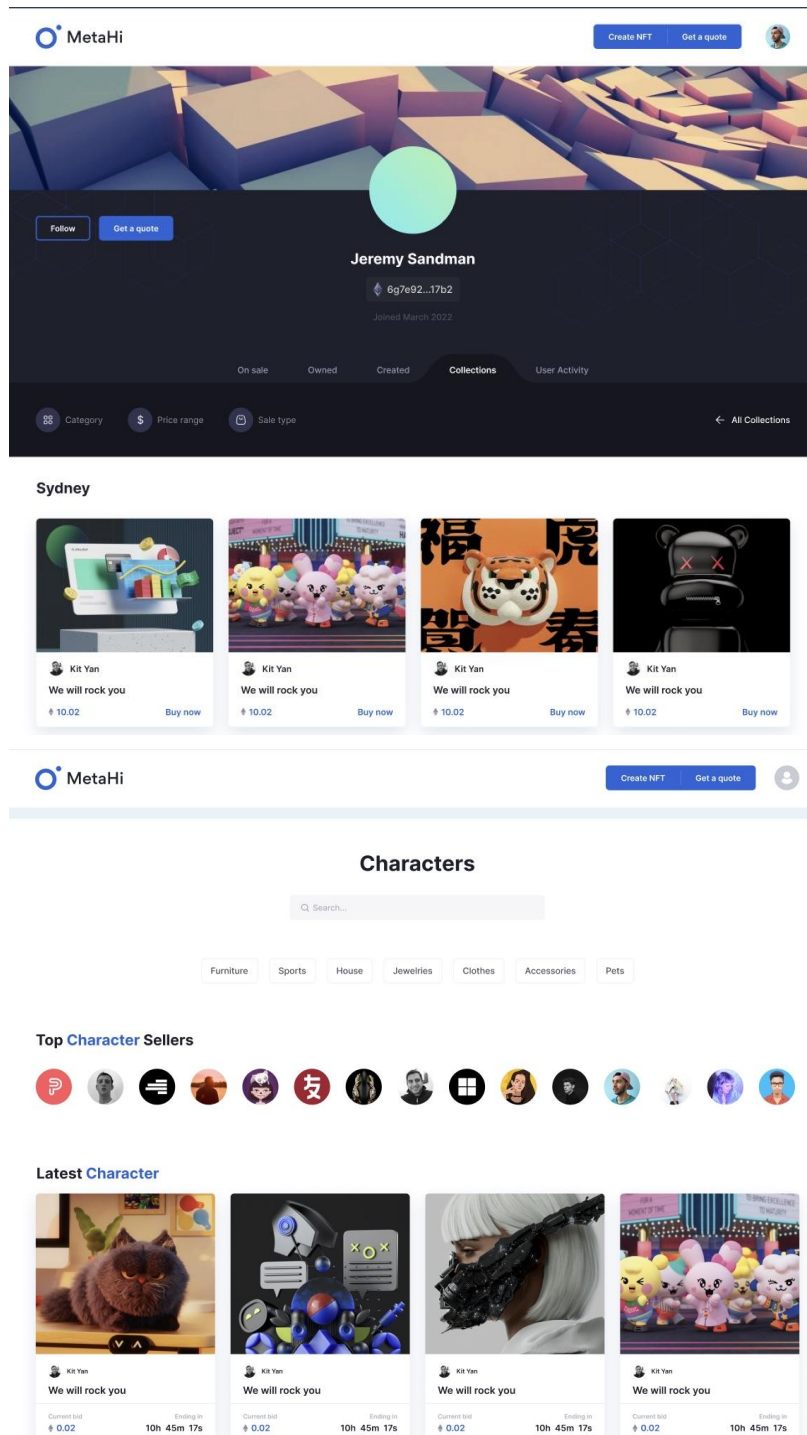
Object Detailed View

Whenever a user clicks on the model, he will be able to see a detailed view of the 3D model. Here, all the key elements of the asset are described and the user is able to purchase a 3D model. If the user already owns the asset, the dropdown with available metaverses will be displayed. This will be the key entry point where the user will be able to transport the asset to different metaverses. It is important to note that different metaverses might support different 3D model types, therefore some dropdown options might be disabled based on 3D object type.



Filtering & Categories

It is important that users be able to find 3D models by different criterias, such as category, name or price. The image below shows a simplified example of how the search results might look like.



3D Asset Creation

3D artists can simply create a new item with a button of click. The button “Create NFT” will be always visible in the header. 3D creators will be able to specify different criterias of an asset and design the profile of their sale.

The image displays two side-by-side screenshots of the 'Create new Item' form on the MetaHi platform. Both screenshots show the same form structure, but the right one is populated with example data.

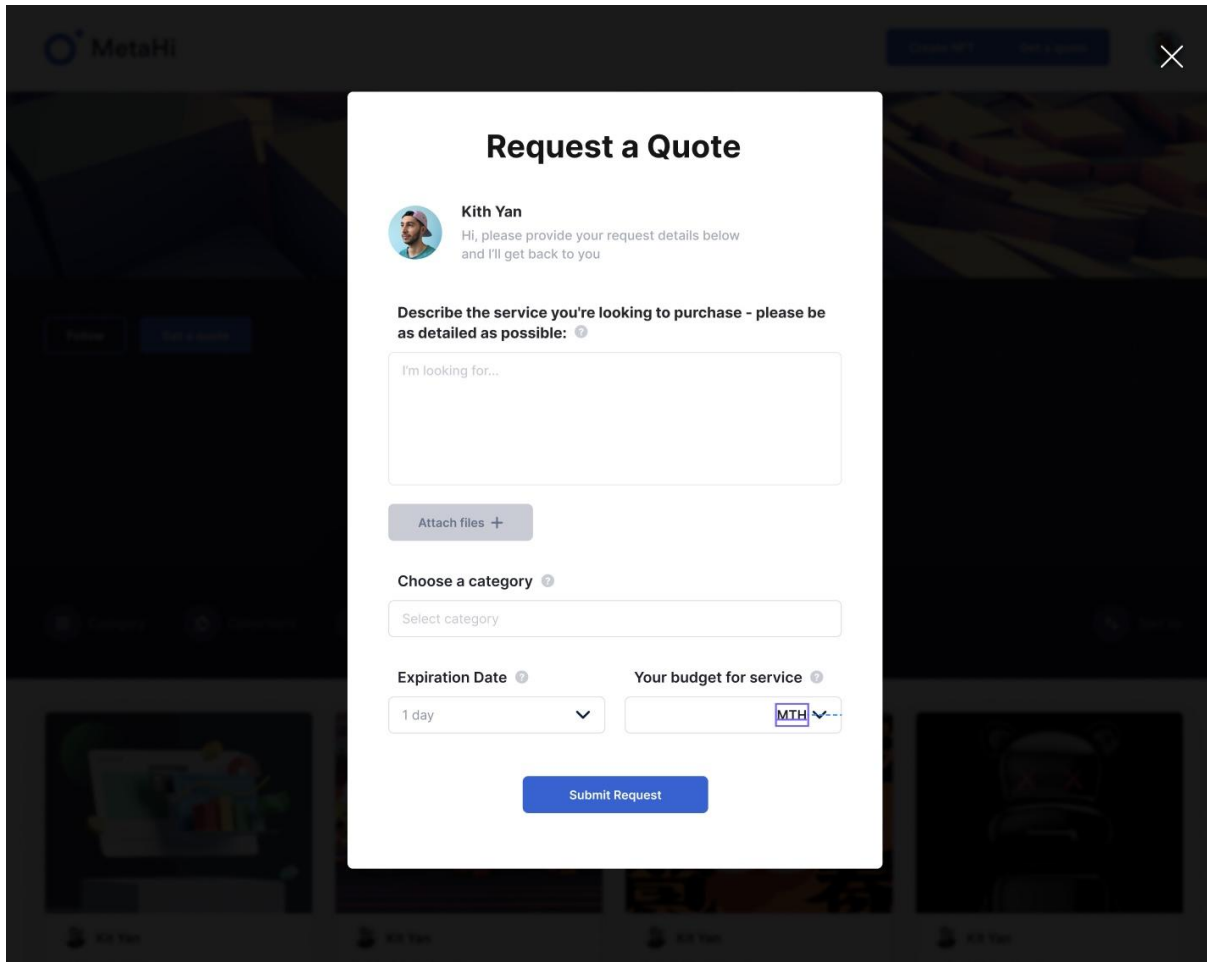
Form Fields:

- Name:** A text input field. In the right screenshot, it contains the text: "This is the name of your NFT which everyone will see".
- Blockchain:** A dropdown menu with 'ETH' selected.
- Network:** A dropdown menu with 'Polygon' selected.
- Collection:** A dropdown menu showing a selected collection with a thumbnail image and an option to 'Create new collection'.
- Image:** A large image upload area. In the right screenshot, it shows a 3D model of two cartoon avocados.
- 3D object:** A section for uploading 3D assets. It lists supported file types: JPG, PNG, GIF, SVG, MP4, WEBM, MP3, WAV, OGG, GLB, GLTF. Max size: 100 MB.
- Category:** A dropdown menu with 'Select category' as the placeholder.
- Put on marketplace:** Three buttons: 'Fixed price', 'Open for bids', and 'Timed auction'.
- Price:** A text input field with 'ETH' as the currency.
- Amount of NFTs:** A text input field.
- Additional metadata:** A section with 'Key' and 'Value' input fields and a '+' button to add more.
- Mint instantly:** A checkbox with a note: "When this option is selected, you need to pay before creating it".

The bottom of the right screenshot shows a navigation bar with links: About Us, FAQ, Contact, Careers, Sale history, and Help center.

Requesting a specific 3D model

Users will be able to request a specific 3D model to be created for them. Users can find a 3D creator and make an inquiry. The buyer and the creator can negotiate a deal and work together through MetaHi platform. Once the deal is done, the owner of the asset can transfer the object to the different metaverses. The image below shows how the request modal will look like.



The image shows a 'Request a Quote' modal window overlaid on a dark background of the MetaHi app. The modal has a white background and a blue 'X' close button in the top right corner. At the top, it says 'Request a Quote' in bold. Below that is a profile picture of a man and the name 'Kith Yan' with a bio: 'Hi, please provide your request details below and I'll get back to you'. The main section is titled 'Describe the service you're looking to purchase - please be as detailed as possible: ?' and contains a large text input field with the placeholder 'I'm looking for...'. Below the input field is a button labeled 'Attach files +'. Underneath is a section 'Choose a category ?' with a dropdown menu showing 'Select category'. At the bottom, there are two fields: 'Expiration Date ?' with a dropdown set to '1 day' and 'Your budget for service ?' with a dropdown set to 'MTH'. A blue 'Submit Request' button is at the very bottom.

Other

MetaHi designers currently work full time on design improvements and user journey. There are more UI screens designed, such as help page, profile module, feedback module, help centre, FAQ pages, sale & price history pages, onboarding screens, earnings module, payments flow and many more. In order to get access to the most recent screens, please contact the founding team.



The Team

Business development

MetaHi business team is growing quickly. Experienced business professionals are working on a daily basis in order to make MetaHi the next unicorn.

Founder & CEO

About him

Elvinas Lukasevicius (Elvis) has nearly a decade of experience in software development and team leadership. He loves challenges and does everything he can to empower, challenge and take care of his team members. He has built numerous modern web applications that are used by millions of people around the world.

Experience

- Founder & CEO @ Elvisolutions
- Lead Java Developer @ Skatteguiden
- IT Lecturer @ CodeAcademy
- Lead Java Developer @ CGI
- Software Engineer @ Open Systems AG
- Senior PHP developer @ Verbeterdebuurt

Operations & HR

About him

Australian born Dominic Rohde has lived and worked across three continents in the fields of government relations, management consulting, human resources, and web3. His focus is on building international performance teams.

Experience

- Head of Talent @ Minterest
- Head of Talent @ DAO Maker
- Senior Recruiter @ Catheon Gaming
- Advisor @ wStock.io
- Investor @Flagship DeFi

Advisor

About him

Mo Khan is an experienced deal-maker with a strong track record closing transactions as a venture capitalist, business developer and business lawyer. Founder and Managing Partner of two successful VC funds. Vast experience leading startups from creation to exit as founder, CEO, attorney and investor.

Experience

- Managing director @ Nexxus Ventures
- General partner @ Binary Venture Partners
- Attorney @ Microsoft
- Corporate Counsel @ Remedy Corporation

Advisor

About him

Sam Lai, Ex-HP Tech Ventures executive focuses on AI, VR/AR/MX, Gaming. Partner in Yushan Ventures specialised in investments targeting the Mobility industry where achieved 10X return for clients. Recently started MetaIncubator in Dubai to incubate early-stage Metaverse and Web3 startups.

Experience

- CEO @ MetaIncubator
- Director @ CITEXPO
- Managing Director @ Yushan Ventures
- Senior Manager @ HP Tech Ventures
- Senior MTS @ Transmeta

Product development

Head of UI/UX

About him

Ruben Oliveira is design Director and Product Designer with 17 years of experience who successfully shipped award-winning products. Reached Toptal's Top 10 Best Product Designers list and worked with companies such as Google, Abbey Road Studios, Honda and AAA.

Experience

- Design Director @ Catalog
- Head of Design @ Upvote
- Lead Designer @ Clevertch
- Lead Digital Designer @ IMG
- Product Designer @ Zood Labs
- Product Designer @ Oldquest

Blockchain Architect

About him

Parth Desai has over 10 years of experience in software development, five of which have been working in the blockchain space. His primary focus is on core blockchain development including consensus algorithms, network protocols, interoperability, and smart contract development.

Experience

- Lead Engineer @ Tendermint
- Technical Consultant @ Solster
- Senior Engineer @ Chorus One
- Senior Engineer @ Solana
- Platform Architect @ Loom Network

Application developers

Elvinas has a software development company which creates various applications. **The team consists of 20 developers which are based in Europe** (majority of them are based in Lithuania), which has a track record of building scalable web applications for various clients in Europe. His team is responsible for development and operations of multiple SAAS-platforms, multiple web-based applications, and a few native apps.

CONCLUSION

Current 3D marketplaces take 30-60% from a 3D creator, but other fees or conditions may apply on certain marketplaces. For example, there might be listing fees, signup fees or terms, that don't allow the use of any other 3D marketplaces and put creators into the boundaries. Furthermore, most of the current 3D marketplaces have a level-based reward system that recognizes the content creators for their loyalty, sales performance and experience. Users need to increase their reputation to unlock new levels. Based on the level that creator has, the royalty rates are determined. The higher the level is, the lower platform fees are. Usually a user can increase his level by selling more 3D models or being active in the community or forum of the platform. None of the currently existing 3D marketplaces have crypto payments support.

There is a major problem in the 3D model industry is notoriously low royalty rates for designers and artists – the creator of the model frequently receives only 30-60% of sales. This makes selling 3D models online not a very attractive activity for designers, and therefore limits the potential of industry growth. Most of the 3D model marketplaces focus on 3D printing, e-commerce, AR or gaming. None of them yet have WEB 3.0 mindset, none of them are based on blockchain and none of them have crypto payments.

Finally, 3D marketplaces do claim that they are “community first”, but they are not. Royalty rates are too high and that's why 3D creators are looking for a new platform that can offer them lower fees and higher royalty rates.