



MarketLand

Litepaper v1.6



"Utility Over Everything".

*"Let creators, create
and developers, develop".*





No-Code SaaS Solution for Web3 Creators.

Friendly Log in & Decentralized Administration.

Log in with: Email & Password, Google, X (Twitter) & Discord



Or decentralized wallet: Metamask, Wallet Connect, Trust Wallet, Coinbase Wallet.



Interoperability.

6 available blockchains to operate: Ethereum, Polygon, Binance Smart Chain, Avalanche, Fantom, Arbitrum & Optimism



Operate on the blockchain directly from FIAT.



Wert

Thanks to our third party partners (Transak & Wert) we are able to offer services as:

Recharge of the decentralized wallet from FIAT payment methods.

Allow the purchase directly from FIAT methods on the blockchain thanks to the “checkout” integrated process that allow the payment on FIAT and execute the transaction on the blockchain making the money conversión and the interaction with the Smart contract on the blockchain.



Smart Contract Standards

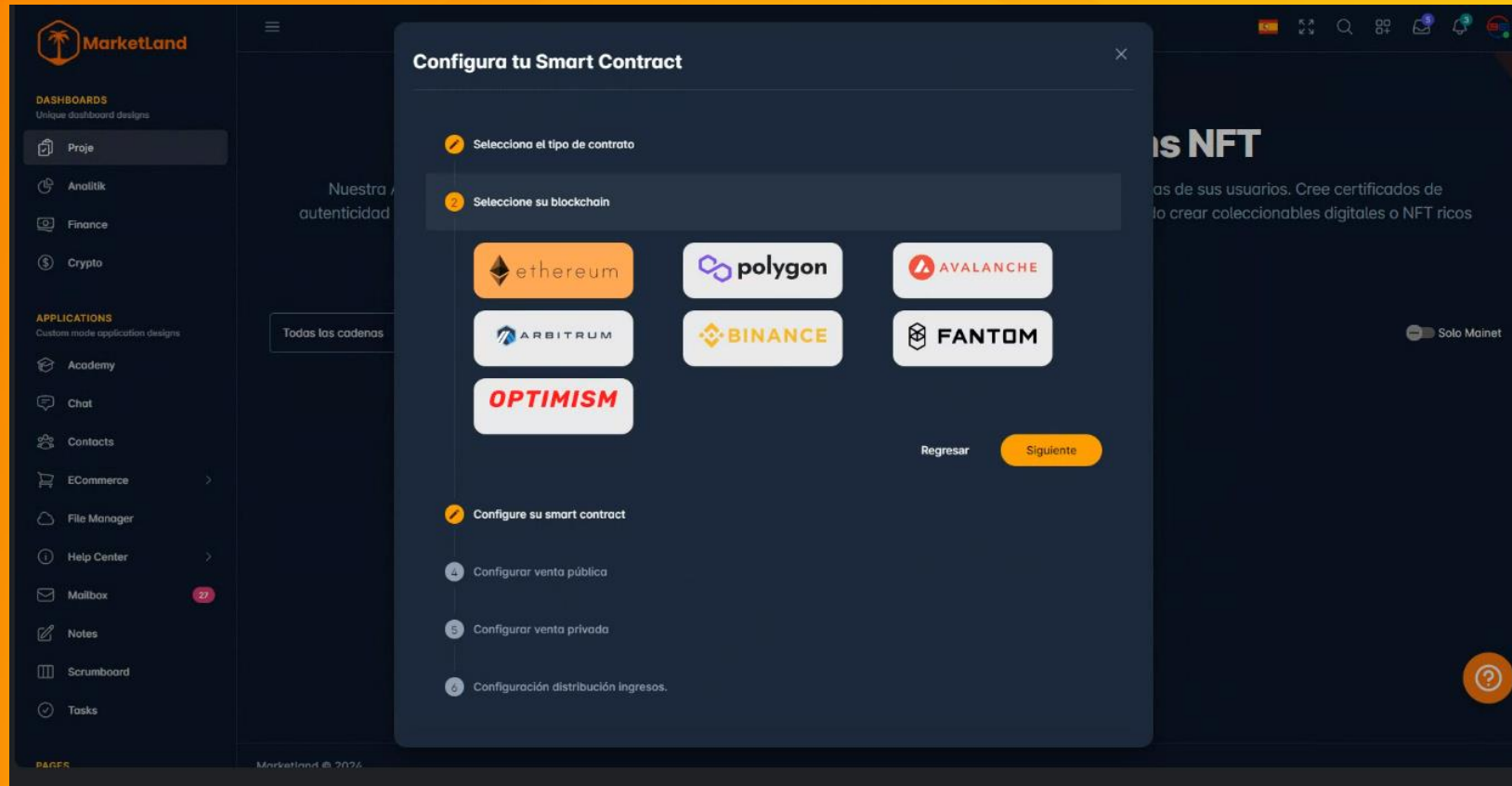
The standards we set for the creation of smart contracts are ERC 721 and ERC 721A, as well as ERC 4337 for wallet creation as a service. Other standards such as ERC 20, ERC 1155, ERC 3643, ERC 4337 will be further explored and implemented after the launch.



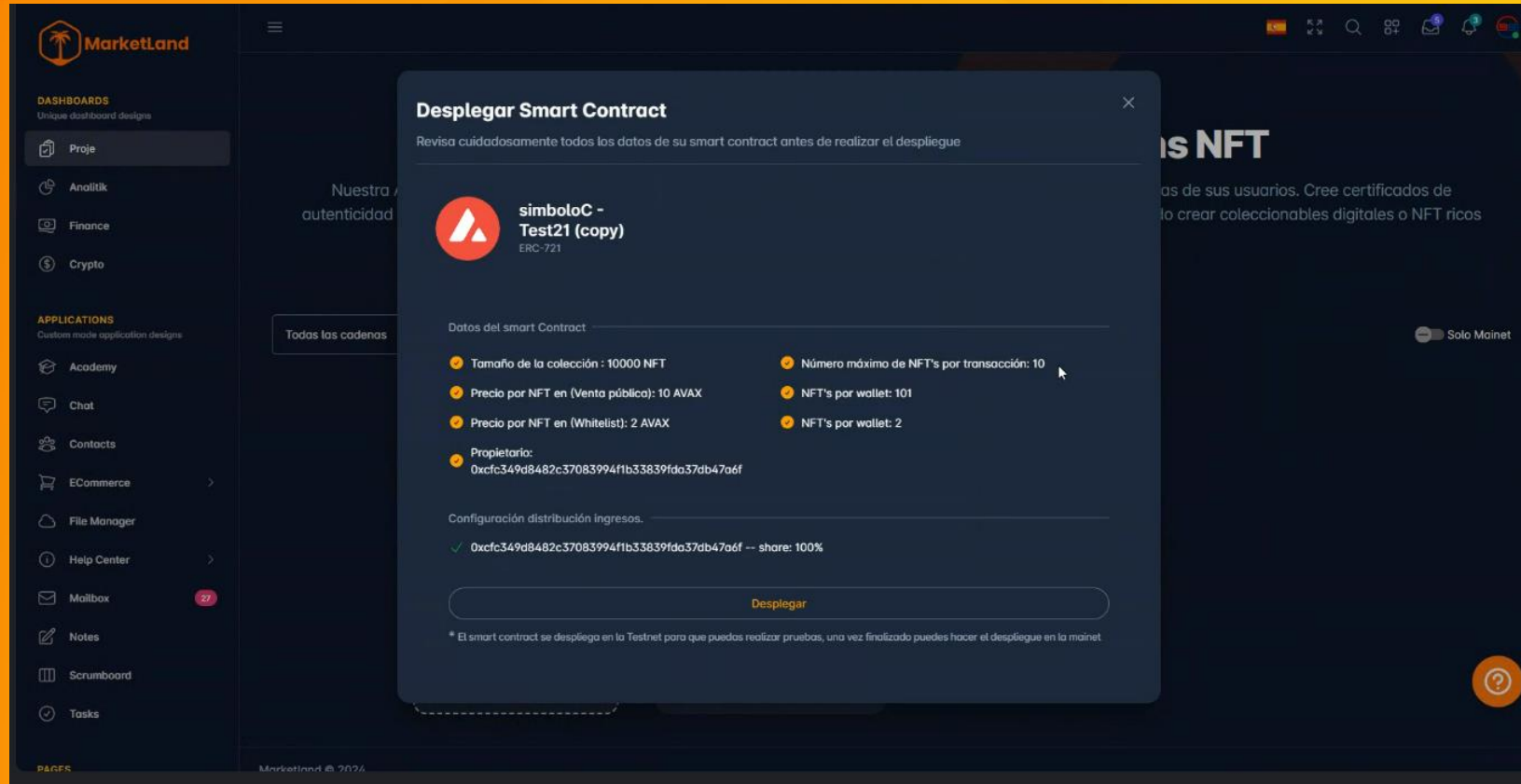
Sneak Peek



Automated & Decentralized Smart Contract Creator



Automated & Decentralized Smart Contract Creator



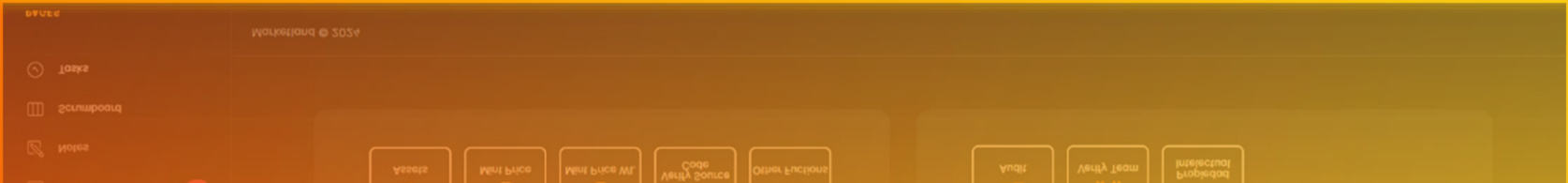
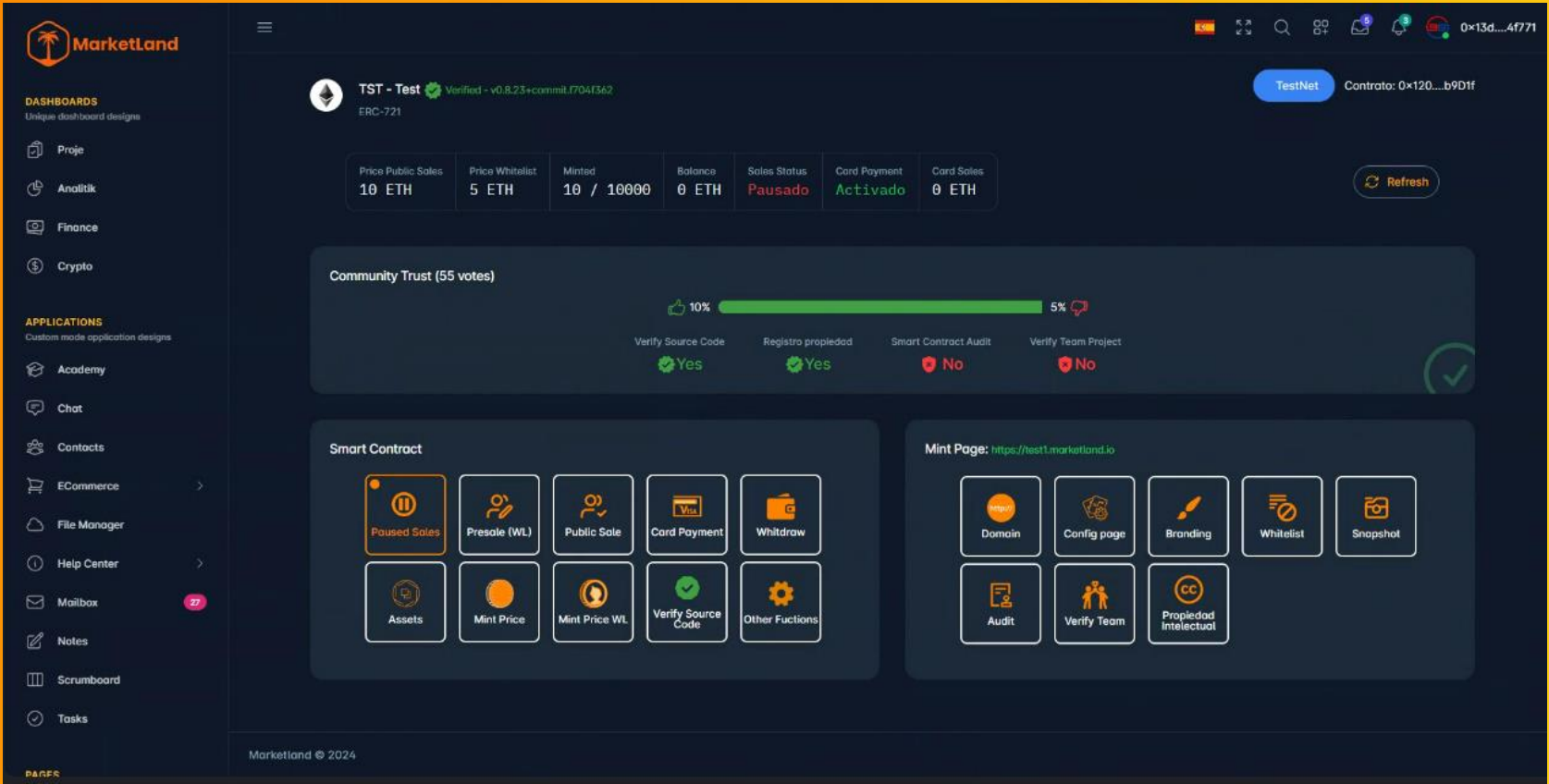
Automated & Decentralized Smart Contract Creator



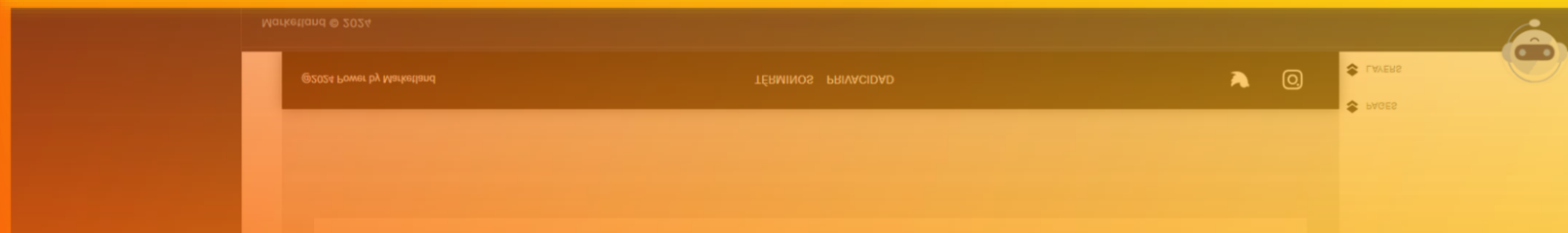
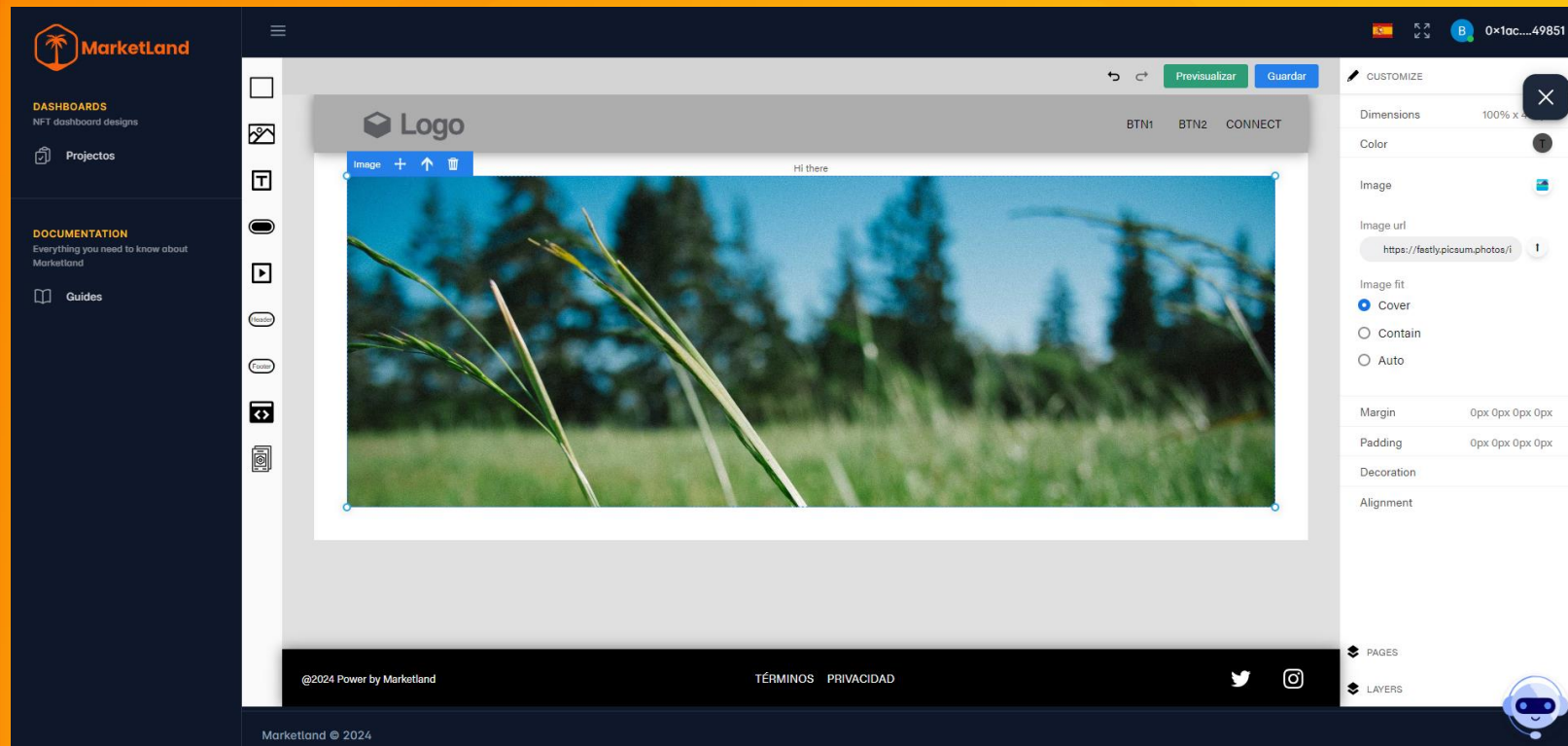
Automated & Decentralized Smart Contract Creator



Smart Contract Dashboard Manager



Website Editor



Service without initial cost for creators.

We charge a direct commission on the sale of NFTs made through Marketland for the provision of the service that enables them to sell these NFTs.

The commission rate is: **3.69%**



The NFT Minting Market

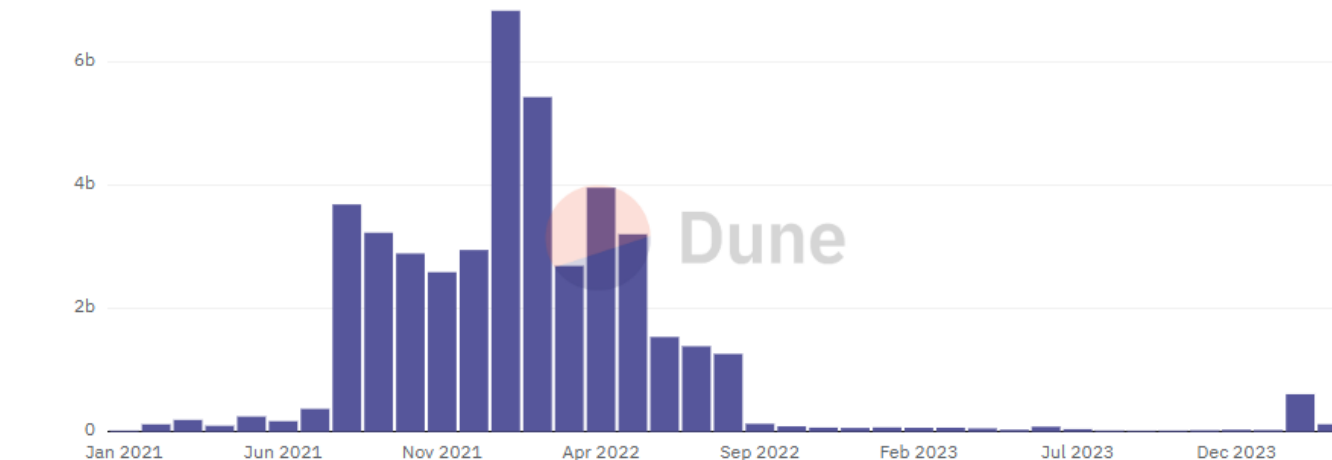
Currently, the minting volume on the Ethereum network shows an average of the last two months (February and March 2024) of approximately \$366,671,234 USD, with a volume of \$610,444,485 USD in February and a volume of \$122,897,984 USD in March. We can observe a resurgence in volumes after the bear market in cryptocurrencies, as indicated by the minting chart, which lasted from September 2022 to January 2024 (17 months).

Observing the minting volumes on the Ethereum network, we can establish two clear periods: the cryptocurrency bull market and the bear market.

The bull market will be defined from August 2021 to August 2022 (13 months), during which we have a monthly average of \$3,200,044,795 USD, with a maximum volume in January 2022 of \$6,821,539,200 USD and a minimum volume in August 2022 of \$1,262,169,775 USD.

The bear market will be defined from September 2022 to January 2024 (17 months), during which we have a monthly average of \$54,448,993 USD, with a maximum volume in September 2022 of \$130,605,218 USD and a minimum volume in September 2023 of \$18,236,504 USD.

Ethereum Monthly Mint Volume
\$ value of NFT mint purchases



@niftytable

14d



The NFT Minting Market

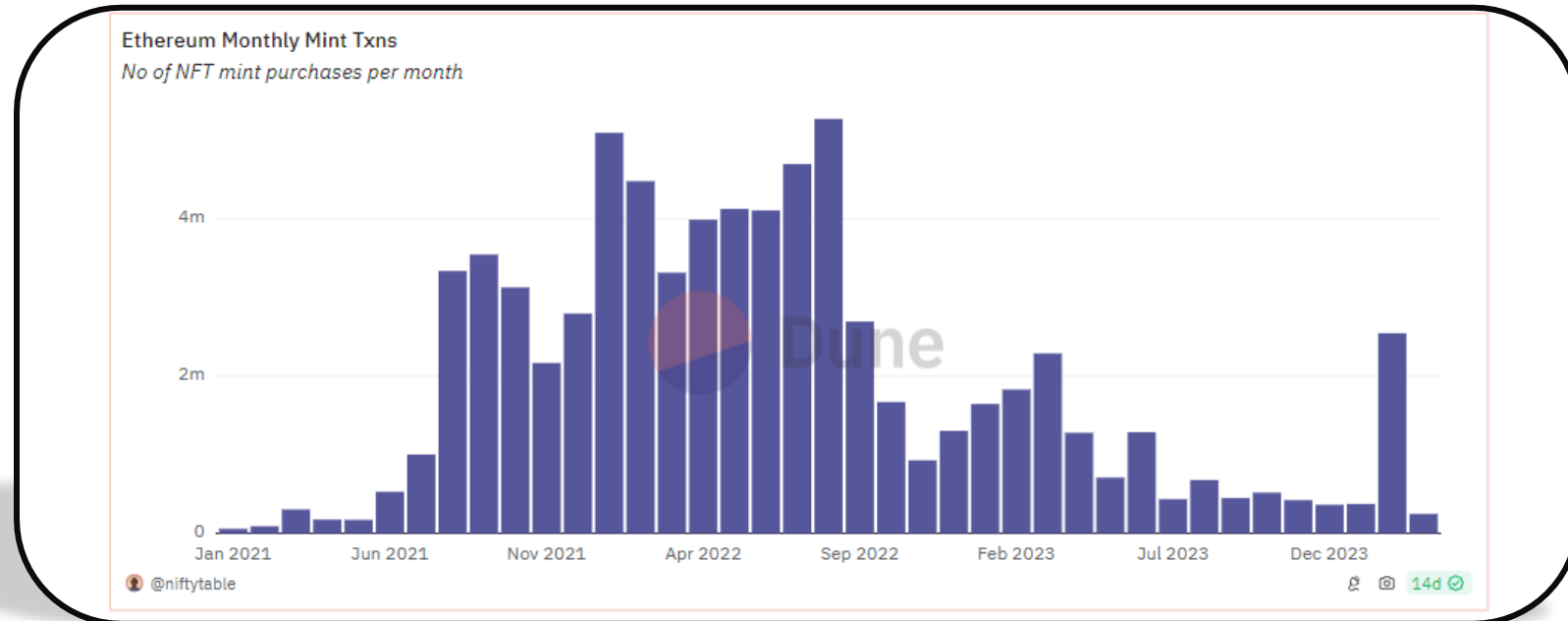
We can see the transaction volume of minting on the Ethereum network, where we can practically establish the same bullish and bearish periods as for the volume in USD\$.

During the bullish period from August 2021 to August 2022, the peak number of minting transactions on the Ethereum network is in August 2022 with 5,281,157 transactions, and the minimum for this period is established in November 2021 with 2,172,776 minting transactions on the Ethereum network.

In the bearish period from September 2022 to January 2024, the peak number of minting transactions on the Ethereum network is in March 2023 with 2,294,871 transactions, and the minimum for this period is established in December 2023 with 367,823 minting transactions on the Ethereum network.

The notable increase in the minting transaction volume in February 2024, reaching 2,552,770 transactions, coincides with the surge in USD\$ value volume of 610,444,485 USD\$.

This data indicates the resurgence of NFT minting on the Ethereum network, potentially signaling a new bullish period in this blockchain sector, following the initial speculative period and subsequent decline.



The NFT Minting Market

We observe the volume in USD\$ value of primary sales (minting) compared to secondary sales (transactions in the marketplace).

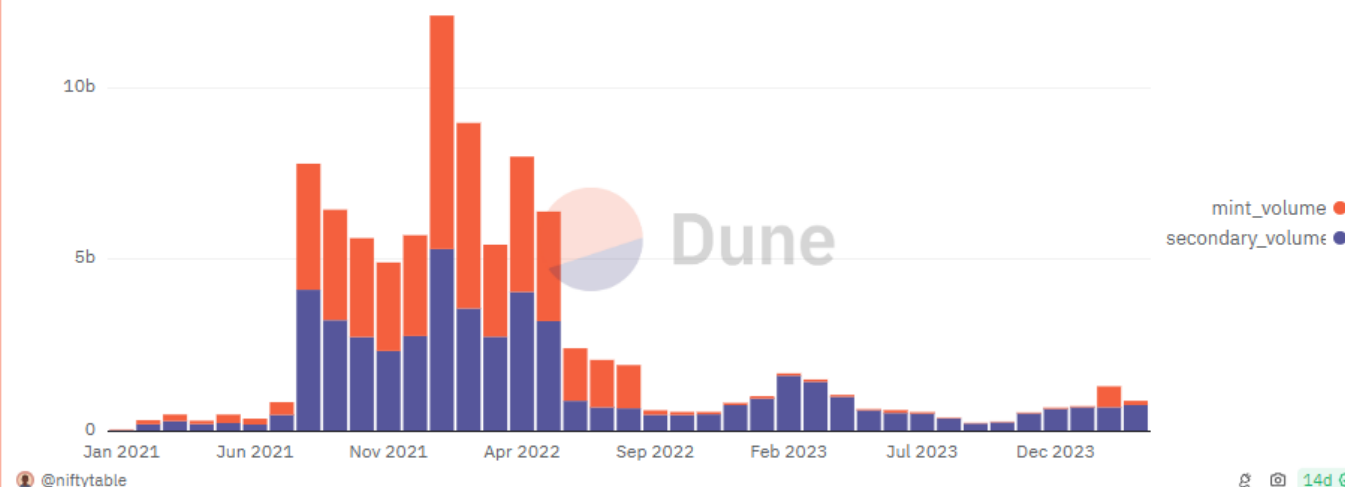
Here we observe, first in the "bullish" phase, a slight increase in primary market volume compared to the secondary market. This indicates a "bubble" period in NFTs, where purchases were primarily speculative. Consequently, we see an overvaluation of prices and volumes in the primary market.

In the second "bearish" phase, we notice an exponential growth in the USD\$ value volume of the secondary market, particularly since September 2022, coinciding with the onset of the bearish period in cryptocurrencies and NFTs. This clearly signals that many NFTs during this "bearish" period were minted at a fair price and generated much lower volume in the primary market than in the secondary market. This indicates a "healthy" NFT market, where utility and NFT transfer prevail over senseless speculation seen in the previous phase.

In the initial bubble phase, we can deduce that many NFTs were initially minted at a speculative price, which did not experience appreciation or demand due to the onset of the cryptocurrency bear market. In this phase, NFTs were valued as speculative assets rather than digital assets with intrinsic value and non-fungibility. We observe how this imbalance quickly readjusts at the beginning of the bearish period.

Ethereum Paid Mint Vs Secondary Volume (Excluding Wash Trading)

\$ volume of mints vs secondary sales

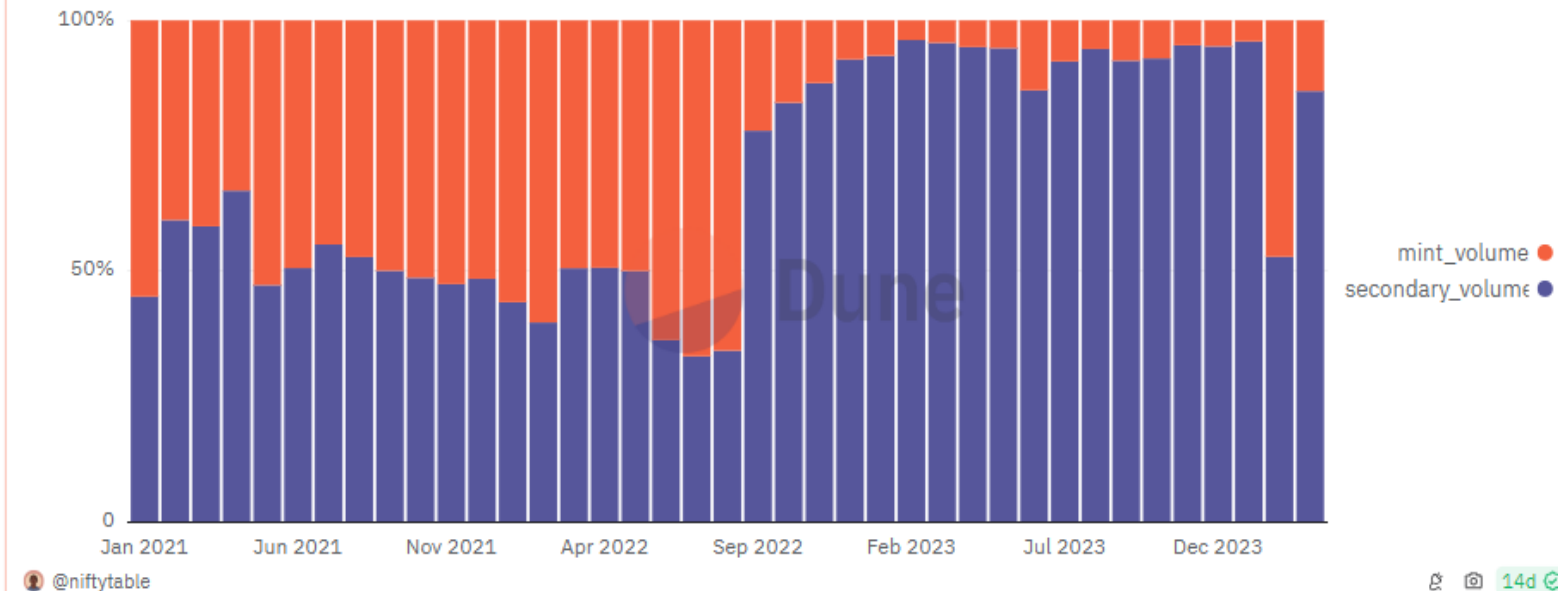


The NFT Minting Market

Currently, since September 2022, the volume share of the secondary market compared to the primary market represents around 80–90%. As we have mentioned, this indicates that NFTs are traded at a reasonable price and are subsequently traded numerous times, generating even greater volume than their initial price. This suggests the beginnings of the implementation of utility for NFTs compared to the initial phase of senseless speculation.

Ethereum Paid Mint Vs Secondary Volume (Excluding Wash Trading)

\$ volume of mints vs secondary sales



The Team



Bogdan Diyachenko (CEO)
Blockchain Business Analyst and
Trader.



Nicolás Bibbo (COO)
Personal Advisor and Digital
Strategy Manager.



Adam Mrabi (CSO)
Executive Expansión Strategist



Javier Chacón (CTO)
Blockchain Architect &
Blockchain/web3 Software Engineer

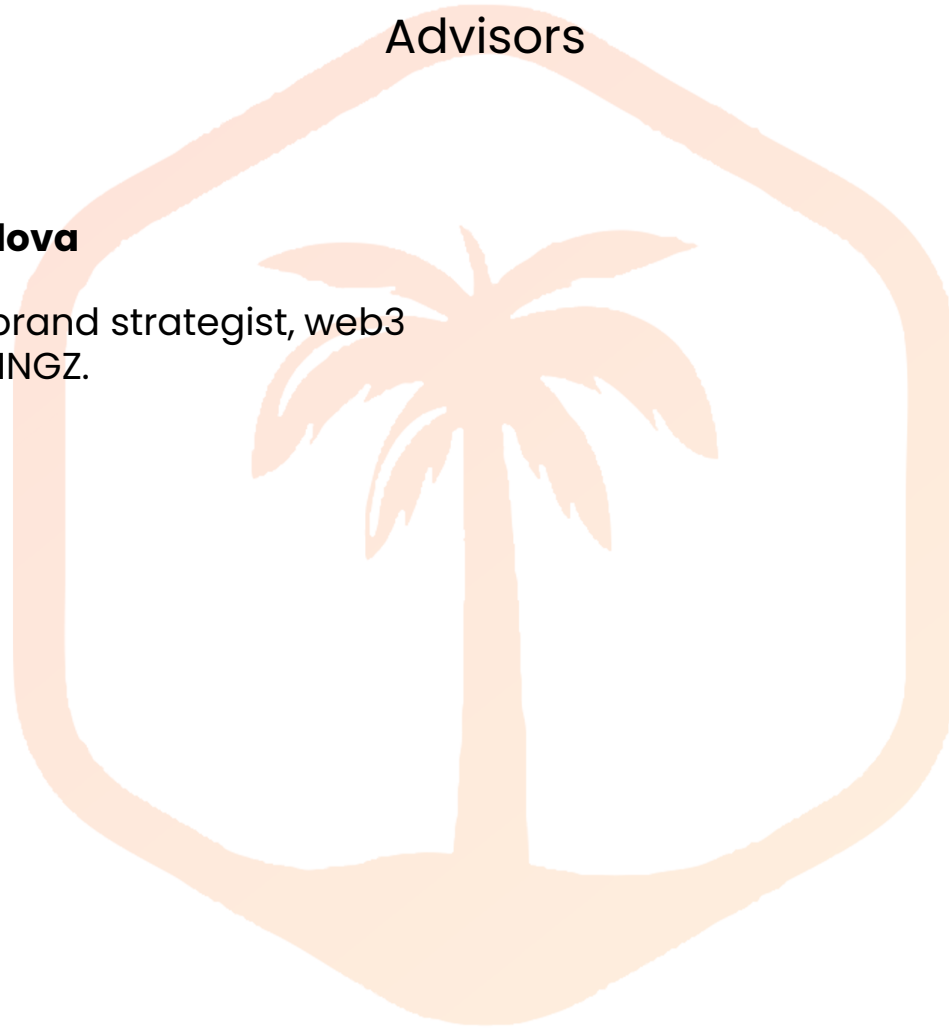


Advisors



Martina Skangalova
Brand Strategist

Non-traditional brand strategist, web3
native, CEO of BEINGZ.



● BEINGZ

COCOBAY

 Transak

Wert

PARTICLE NETWORK 



 BLOCKCHAIN
LABS

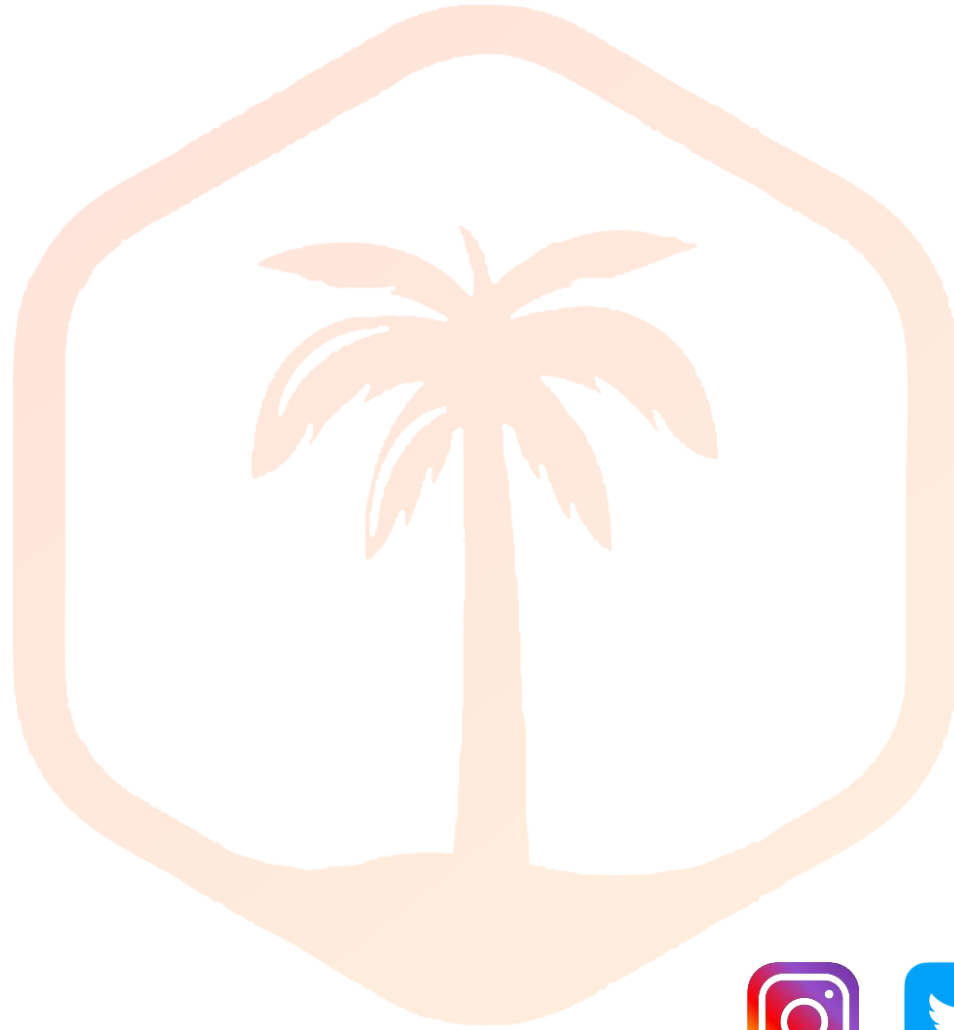
 ShuftiPro

The Partners

 GEMPAD

Infrastructure Service Providers





MarketLand