



**MarketLand**

**Marketland**

**Whitepaper**

**v1.4**



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## **1. Introduction.**

### **1.1. Mission – Who We Are.**

We are a group of technology, business, and innovation enthusiasts.

Marketland provides comprehensive web3 solutions to empower creators and businesses, enabling them to access the blockchain ecosystem in a simplified and efficient manner.

Our web3 infrastructure focuses on bridging the gap in technical knowledge when developing a web3 project. Additionally, we adopt an all-in-one platform approach, considering not only the technical aspects of your web3 project but also its graphical, functional, interoperable, secure, legal, and audit-related aspects.

### **1.2. Vision – Where we're headed.**

In recent years, the need for transformation in the global economy has become evident across various sectors. Outdated, inefficient paradigms, beneficial only to a select few participants in the economic ecosystem, are increasingly apparent. This motivates the evolution toward new paradigms and ways of understanding the economy, trade, and finance in the 21st century.

Marketland aspires to be a crucial player in this new ecosystem, supporting innovation and progress by embracing both emerging web3-native businesses and adapting existing "web2" businesses that may require technical, functional, and philosophical adjustments.

Our key principles include:

- Staying at the forefront of a constantly evolving market.
- Developing solutions that address needs or solve problems.
- Establishing functional and technical standards aligned with the reality of our economy.
- Standardizing web3 creation, access, and operability to create a useful, functional, secure, transparent, reliable, and beneficial ecosystem for all participants.



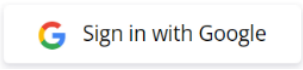

## 2. Marketland (WEB3 Infrastructure).

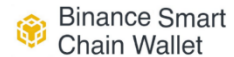
Marketland is launched with the aim of providing creators in the WEB3 with all the tools they need to create, launch, and operate within it, without knowing a single line of code. Marketland is truly a "no-code" solution focused on a user who is entirely unfamiliar with the technical aspects of blockchain and WEB3.

### 2.1. Decentralized and Automated Blockchain Solutions Platform:

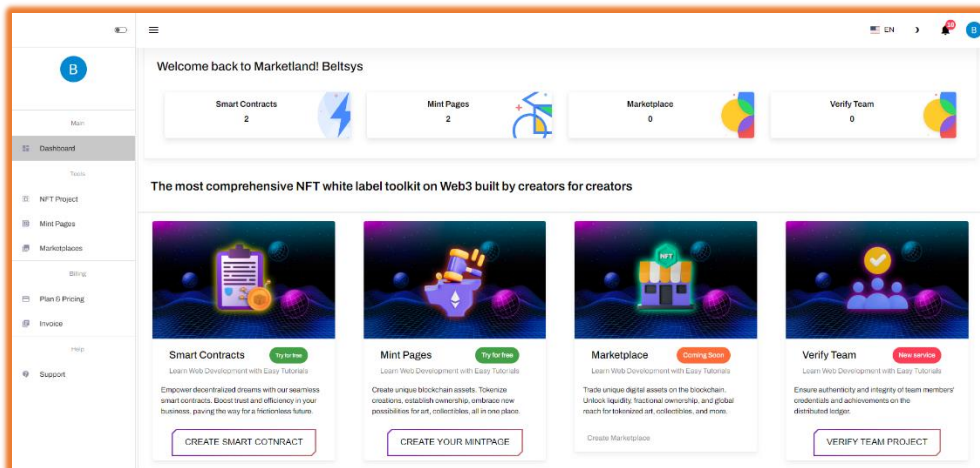
We introduce a comprehensive approach called "All-in-One" to streamline access to WEB3, providing the following key services:

We simplify and secure access to the platform and the management of Marketland's "Dashboard Manager" to the maximum extent for the user. Login options include:

- Email and password.
- Google. 
- X (Twitter). 
- Decentralized crypto wallet such as (Metamask, WalletConnect, Coinbase Wallet, Binance Smart Wallet).



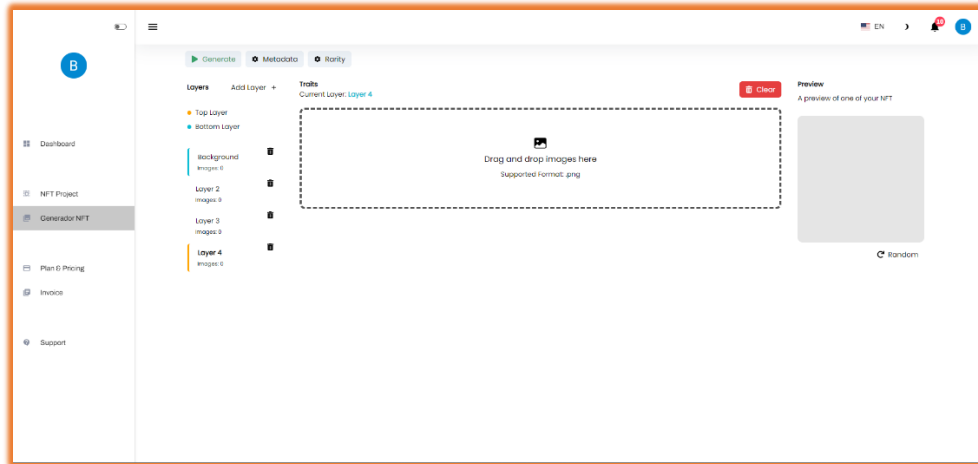
Once logged in and within the Marketland "Dashboard Manager," you can create a smart contract by associating a decentralized wallet, either the one used for logging in or a different one. This ensures maximum security by separating login credentials from the operational wallets that issue smart contracts.





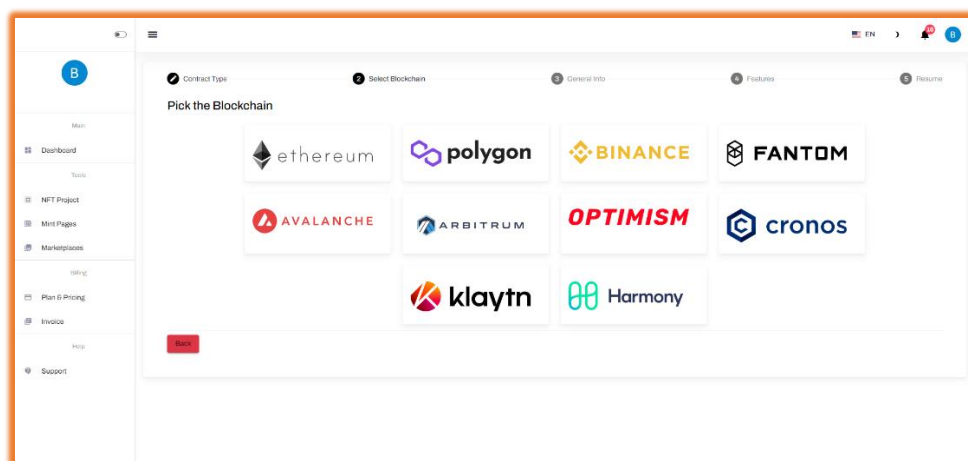
## 2.2. Graphic Elementor Creator.

- Create graphic elements for your NFTs, collections, or tokens.
- Configure and manage the qualities and rarities of graphic elements.
- Easily convert graphic elements into metadata.



## 2.3. Smart Contract Creator Manager.

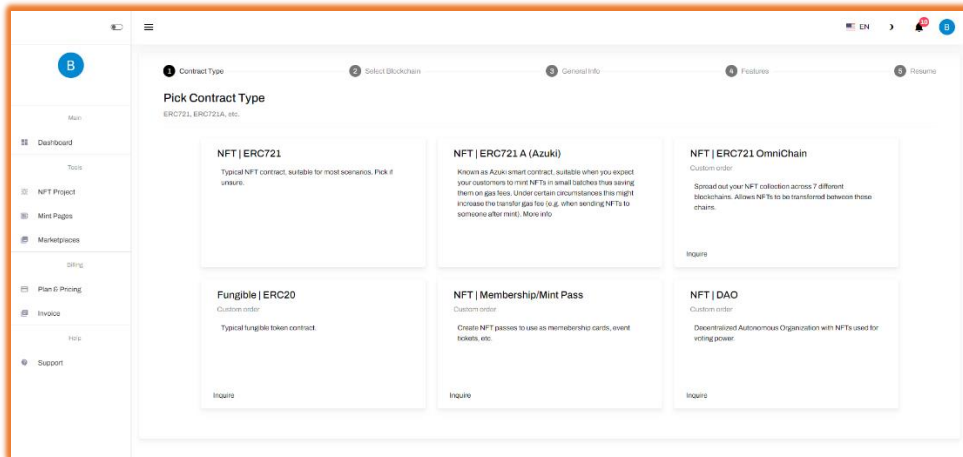
Our smart contracts prioritize optimal functionality and user security. During contract creation, only essential fields, such as collection offer quantity and price, are visible and editable. The rest of the code remains unchanged and invisible until the contract is deployed on the blockchain.



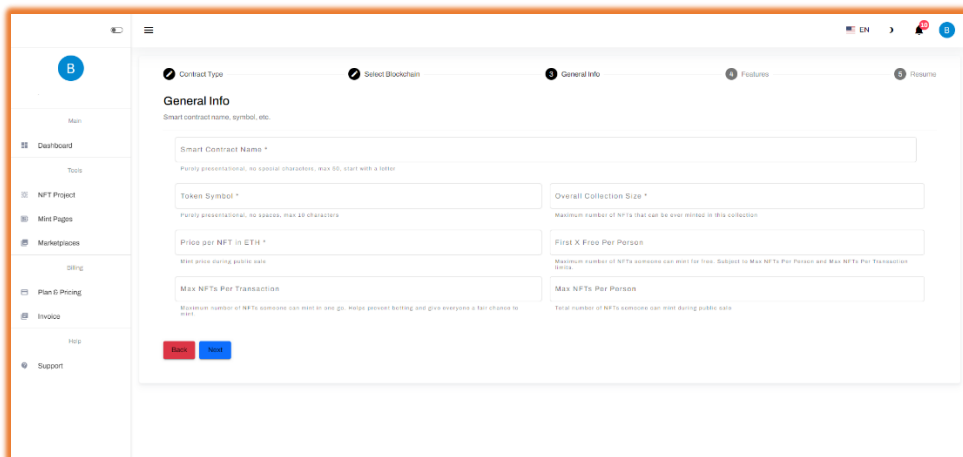
User-friendly visual interfaces simplify the understanding of relevant information. Sensitive contract data, such as user addresses associated with the project, remains encoded internally. Access to this data is restricted to the contract creator and issuer, managed through the Marketland Dashboard Manager.



- Standards for smart contract creation: ERC721 and ERC721A.



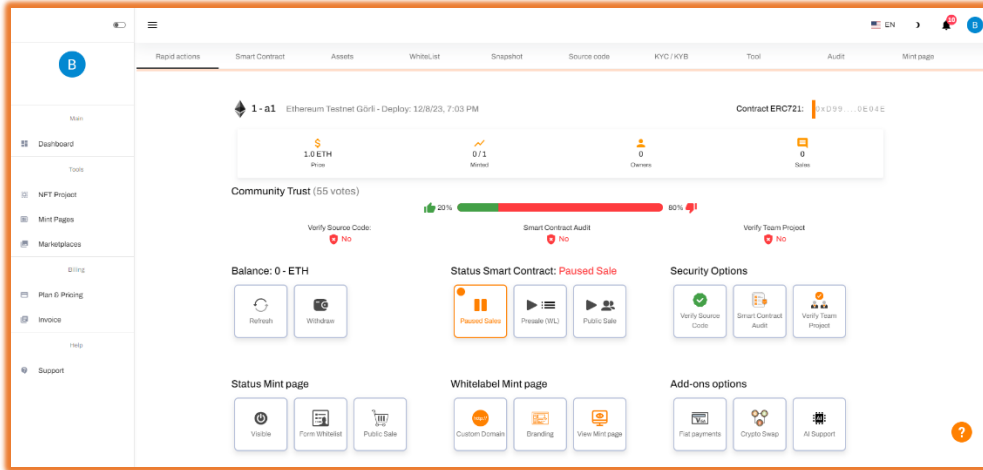
- Create contracts easily through an intuitive user interface, filling in information fields.



- Available on 6 blockchains: Ethereum, Polygon, Binance Smart Chain, Fantom, Avalanche and Arbitrum.



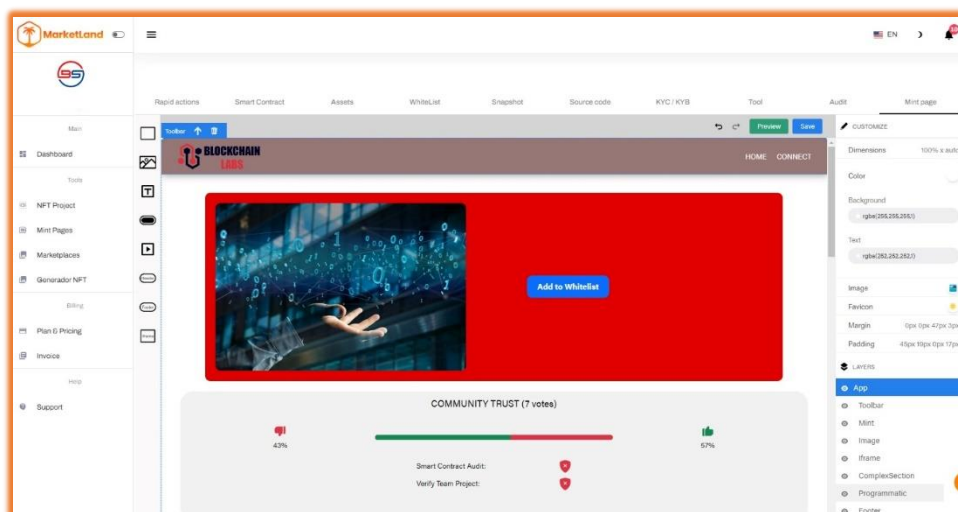
- Visual and user-friendly contract management through the Marketland Dashboard Manager.



## 2.4. Creation, Editing, and Management of a Web Page Connected to the Smart Contract.

After deploying the smart contract on the blockchain, an associated webpage is automatically generated. This webpage is fully customizable, allowing changes from the domain to elements such as header, footer, links, buttons, videos, and images.

- The webpage is directly linked to the created smart contract and is ready for use.
- The webpage editor is fully editable through a visual and user-friendly interface.
- Easily insert elements, adjust their size and position, and incorporate graphics, videos, links, and more.





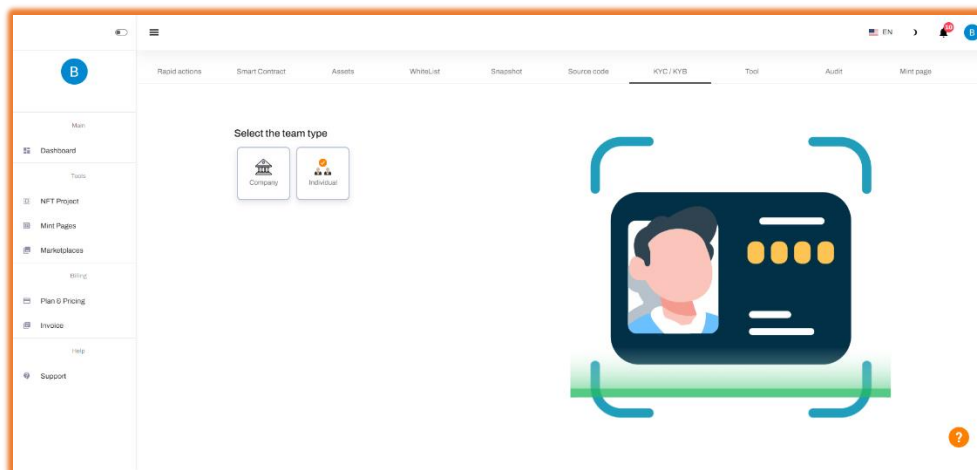
## 2.5. KYC Verification.



Security and transparency are fundamental in blockchain technology and web3 development. While decentralization and privacy offer advantages, they also empower malicious agents. Therefore, we have implemented the KYC and KYB verification system in Marketland.

Sensitive data management and verification are entrusted to a specialized third-party company, ShuftiPro, ensuring the proper treatment of this delicate information. Marketland receives only the verification result—favorable or unfavorable—regarding this data, and this is the information available on the platform about the project.

- Verification carried out by an external company specializing in identification, business, and AML.
- Verify your project or company to instill confidence and transparency in your community and users.
- Easily manage team member verification directly from the Marketland Dashboard Manager: send invitations via email and confirm their status with ease.
- Level 1: WEB3 projects not legally registered as a company (individual KYC).
- Level 2: WEB3 projects legally registered as a company (KYB + KYC).



## 2.6. External Audit of the Smart Contract.



Smart contracts created and deployed by Marketland users originate from a base contract owned by Marketland and undergo a prior audit. This ensures that the creator deploys a completely secure contract. Additionally, the creator has the option to audit the deployed contract through an external





company specializing in reviewing such smart contracts, independent of Marketland.

As the base contract from which the creator's smart contract is deployed is already standardized and audited, the auditing process can be completed affordably and quickly. This is achieved by verifying only the unchanged base in the deployed contract. Since the creator can only modify certain fields that cannot in any way affect the security or functionality of the smart contract.

- Audit of the smart contract by a third-party company specializing in smart contract audits.
- Thanks to our collaboration, audit your smart contract without leaving Marketland.
- Affordable and adjusted pricing.
- Quick audit process (48/72 h).

## 2.7. Decentralized Connection & Management.

Marketland, being a web3 infrastructure, focuses on decentralization. Therefore, user area connection and management occur through external decentralized wallets, independent of Marketland.

The wallets available for connection to Marketland are: Metamask, WalletConnect, Coinbase Wallet, Ledger, Trezor, and Binance Smart Wallet.



## 2.8. Crypto-FIAT Interoperability & Swap.



When it comes to accessing WEB3 ecosystems, not all participants have decentralized wallets or know how to operate them. For this reason, we provide ways to interact in WEB3 with minimal friction for the user, establishing options to operate directly from FIAT and recharge decentralized crypto wallets through FIAT payment systems (Credit/Debit Card, Bank Transfer, Apple Pay, and Google Pay).





In collaboration with our partners Transak and Switchere, we offer the necessary interoperability on our platform to facilitate access for new users unfamiliar with WEB3 operations.

- Pay for our services directly in cryptocurrencies or FIAT through Transak.
- Recharge your decentralized crypto wallets directly from Marketland through Transak.
- Buy or sell NFTs directly, even without a decentralized wallet, using FIAT payment methods through Switchere (an integrated gateway on the creator's NFT creation page).
- With the "Crypto Swap" service, the creator allows users to make payments in a different cryptocurrency or several cryptocurrencies, receiving payment for the NFT in the specified unique cryptocurrency.

### 3. Roadmap.

- **Q1 2024:** Completion of the Minimum Viable Product (MVP).
- **Q1 2024:** Beta Testing.
- **Q2 2024:** Launch of the Marketland Platform.
- **Q2 2024:** Launch of the Marketland Utility Token (MLAND).
- **Q3 2024:** Launch of Marketland 2.0 (Decentralized and Automated White Label Marketplace).
- **Q4 2024:** New implementations of smart contract standards
- **Q4 2024:** Exploration and focus on tokenization niches in different industries (real estate, production, e-commerce). First use cases and MVP's



#### 4. Collaborators.

- Blockchain Networks: Open-source base infrastructure.



- Decentralized Wallets: Decentralized infrastructure for storing and transferring cryptographic assets.



- Gateways and Payment Processors: API infrastructure for payment processing, purchasing cryptographic assets, and checkout processes.



- Verification and External Audit Companies: API infrastructure and strategic collaboration.



- Marketing Companies: Administrative relationship and strategic collaboration.



- Token Launcher: Service demand and strategic collaboration.

