THE SANDBOX

The Decentralized Metaverse

Play, Create, Own and Govern a virtual world made by players, with NFTs and $Sand

Building the open NFT METAVERSE

WHAT IS
METAVERSE

Metaverse

Article   Talk

Read   View source   View history   Tools ⌄

For other uses, see Metaverse (disambiguation).
Not to be confused with Multiverse.

In science fiction, the "**metaverse**" is a hypothetical iteration of the Internet as a single, universal, and immersive virtual world that is facilitated by the use of virtual reality (VR) and augmented reality (AR) headsets.[1][2] In colloquial usage, a "metaverse" is a network of 3D virtual worlds focused on social and economic connection.[2][3][4][5]

The term "metaverse" originated in the 1992 science fiction novel *Snow Crash* as a portmanteau of "meta" and "universe".[6][7] Metaverse development is often linked to advancing virtual reality technology due to the increasing demands for immersion.[8][9][10] Recent interest in metaverse development is influenced by Web3,[11][12] a concept for a decentralized iteration of the internet. *Web3* and *metaverse* have been used as buzzwords[1][13] to exaggerate the development progress of various related technologies and projects for public relations purposes.[14] Information privacy, user addiction, and user safety are concerns within the metaverse, stemming from challenges facing the social media and video game industries as a whole.[1][15][16]

Some software platforms require a virtual reality headset to explore the metaverse.

Online virtual & digital space
that enables users to interact with each other inside a computer-generated environment

WHAT IS
THE SANDBOX

WHAT IS THE SANDBOX?

A **METAVERSE** WITH NFTS
TO CREATE VIRTUAL EXPERIENCES
TO **BUILD, SHARE & MONETIZE**

BUILD YOUR LAND

CREATE NFTs

PLAY TO EARN

OWN SAND

REWARDING PLAYERS AND CREATORS FOR THEIR **INVOLVEMENT**

CONTENT
Creators NFT

THE SANDBOX
OPEN METAVERSE

CULTURE
GUCCI
THE WALKING DEAD
adidas
ATARI
UBISOFT
WARNER MUSIC GROUP
SNOOP DOGG
OVER 200 IP/brands

ECONOMY
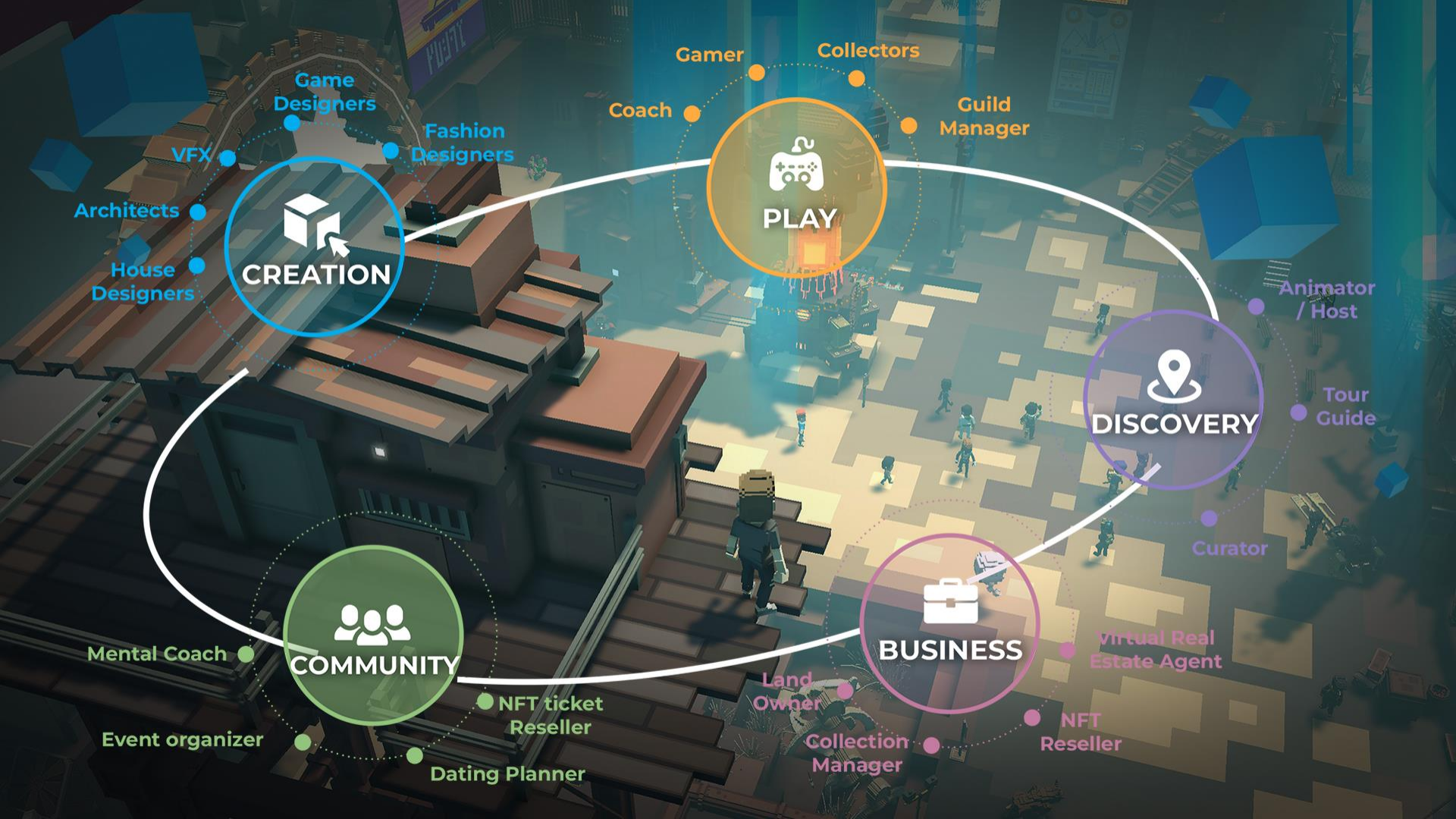Digital Jobs, DeFi gaming, DAOs

BLOCKCHAIN
Standards & Open Protocols

AVATAR

EXPERIENCE
Own, Build, Play, Meet, Earn

CREATION
- Game Designers
- Fashion Designers
- VFX
- Architects
- House Designers

PLAY
- Coach
- Gamer
- Collectors
- Guild Manager

DISCOVERY
- Animator / Host
- Tour Guide
- Curator

BUSINESS
- Virtual Real Estate Agent
- NFT Reseller
- Collection Manager
- Land Owner

COMMUNITY
- Mental Coach
- Event organizer
- Dating Planner
- NFT ticket Reseller

THE SANDBOX

KEY METRICS: FEB 2023

PLATFORM DATA

4.5M
Accounts created

395K+
Season 3 unique players

80min
Avg session length

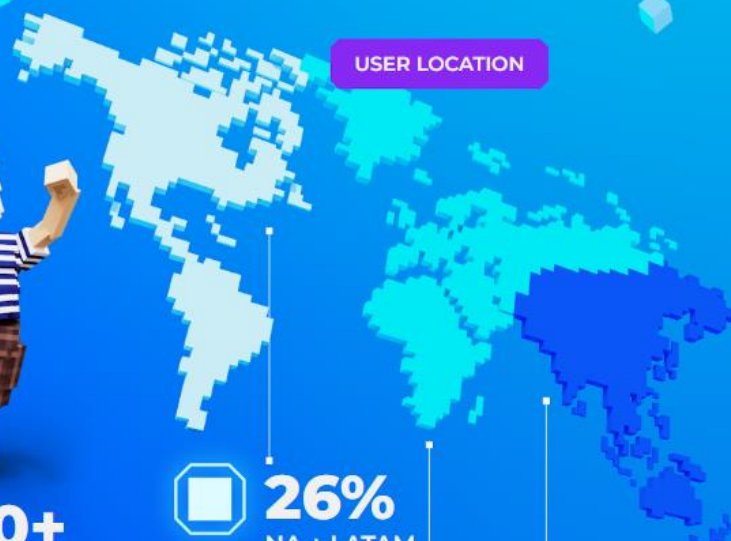## USER AGE

18-24 | **25-49** | **50+**

| 43% | 43% | 14% |

USER LOCATION

26%
NA + LATAM

35%
EMEA

39%
APAC

SANDBOX

**ALPHA SEASON 3 (10 WEEKS, SEPT-DEC 2022)
DROVE 17M VISITS, x3 ALPHA SEASON 2**

17M
tot. visits
+235% AS2

**2.4M
Hours**
played

**30,000
DAUs**

**11M
SAND**
distributed
to players

360K
players
+9% AS2

6H20
avr total
playtime
per user

1H20
avr daily
playtime
per user

**855K
SAND**
from Avatars
& NFTs sale
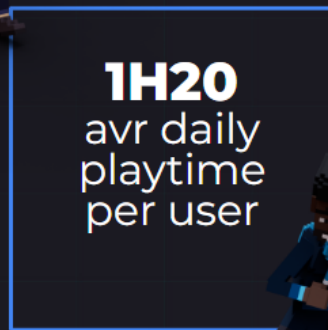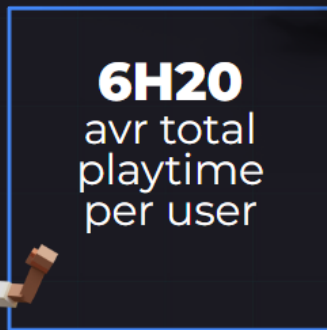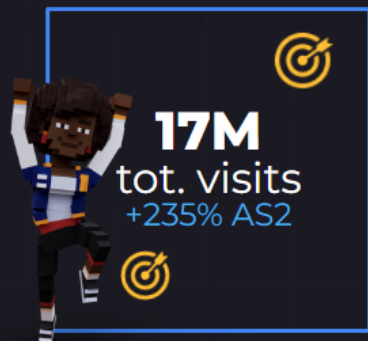
Sources : The Sandbox internal data
(MixPanel, August-Nov 2022)

WHAT IS
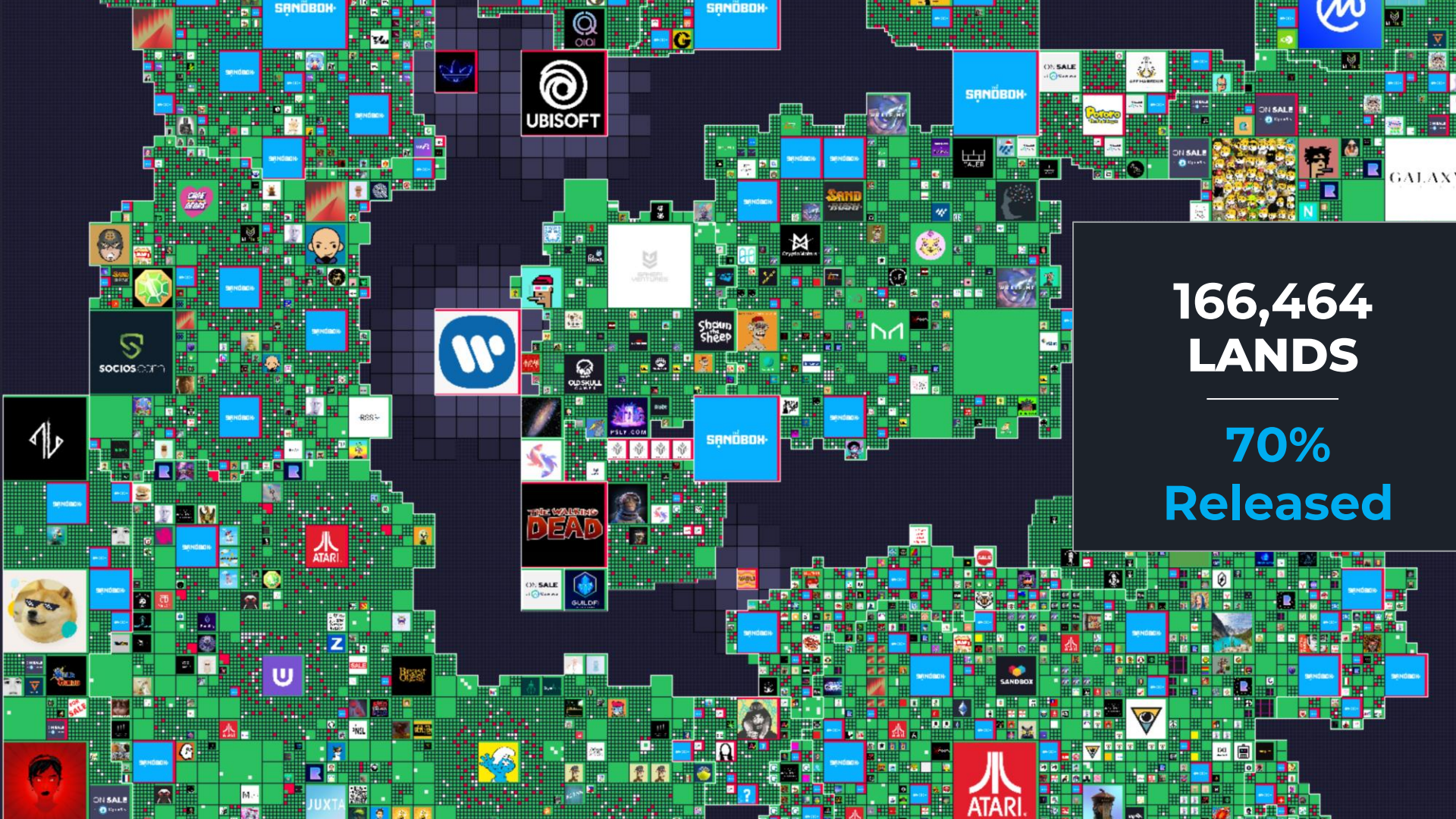# A LAND?

LAND

PORTION OF METAVERSE

[ERC-721]

LANDS are portions of the metaverse open to player ownership.

They can be edited by their owner and contain other tokens (ASSETS, GAMES) to create experiences.

Multiple LANDS can be linked together to form a bigger parcel (ESTATE)

166,464 LANDS

70% Released
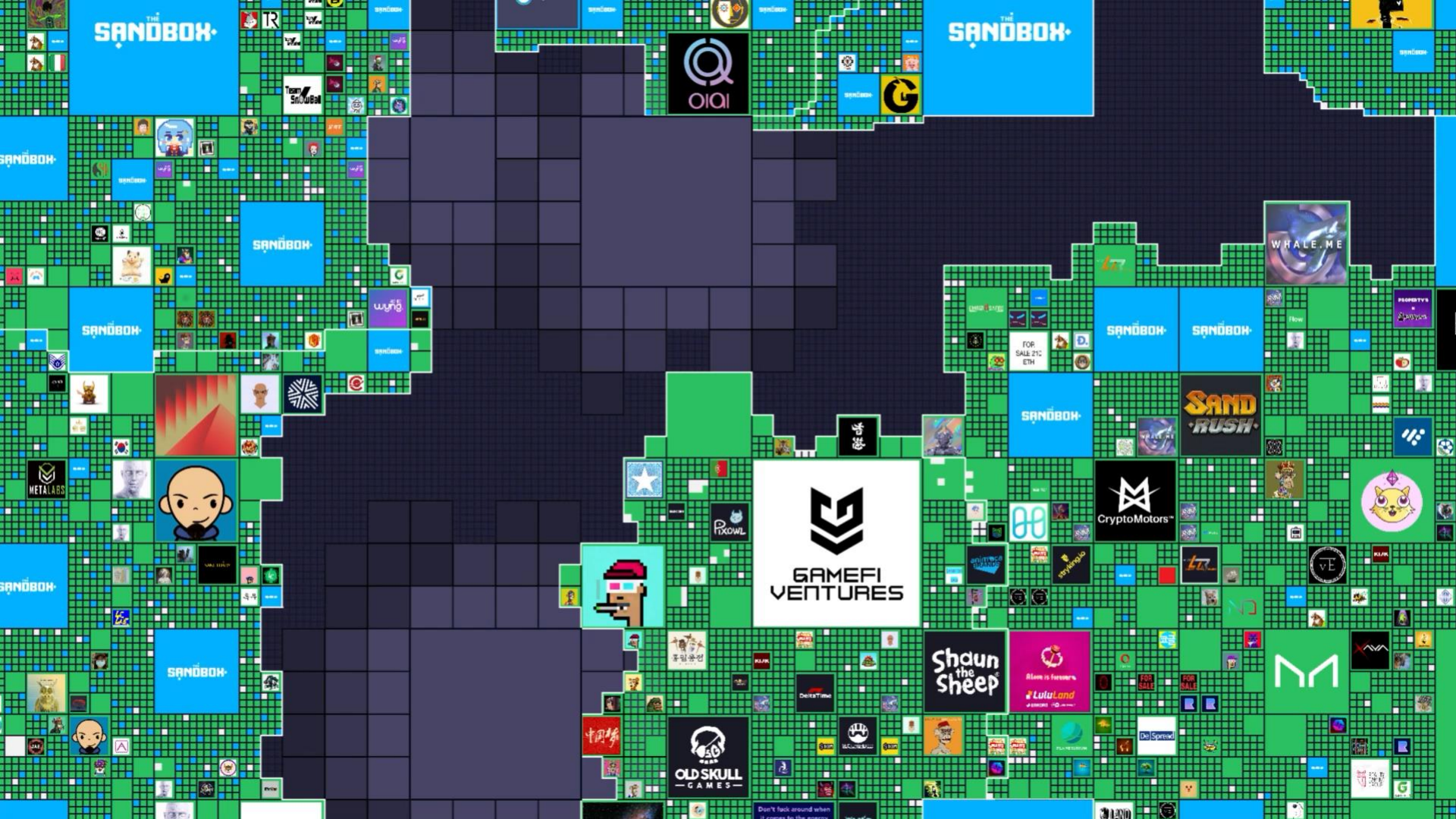
THE 3 STEPS TO ENTER THE SANDBOX

1 - ENTER
THE METAVERSE
AWARENESS

People come with a discovery mindset to The Sandbox, where brands are welcomed and celebrated. Build your presence within the Metaverse and drive awareness with new audiences.

THE SANDBOX SOLUTION

[LAND]

[GAME JAM]

KPIs
- Reach: **land impressions, unique views, clicks**
- Others: PR clipping, social media engagement

2 - ENGAGE WITHIN
YOUR EXPERIENCE
CONSIDERATION

Align your metaverse experience with your brand story and campaigns. Deepen your brand's impact by driving engagement like never before !

THE SANDBOX SOLUTION

[EXPERIENCE]

[SOCIAL CONTEST]

KPIs
- Engagement: **# unique users, play time** (tot/XP, /player)
- Others: total views on YouTube, Twitch & social media

3 - ACTIVATE YOUR
WEB3 COMMUNITY
ACTION

Tap into the entertaining & web3 culture, foster new connections with The Sandbox users by building and activating your own community.

THE SANDBOX SOLUTION

[AVATARS]

[NFTs COLLECTION]

KPIs
- Sales: **revenue** inside & outside The Sanbdox
- Others: **recruited community size**

WHO IS IN
THE SANDBOX?

THE SANDBOX

THE SANDBOX 2023 ECOSYSTEM
700+ DIVERSE PARTNERS AROUND THE GLOBE

400+ GLOBAL BRAND & IP PARTNERS x2 vs 2021

200+ AGENCY PARTNERS x10 vs 2021

10+ PLATFORM & TECH PARTNERS

20+ EDUCATION PARTNERS x4 vs 2021

100+ GAMEMAKER STUDIO PARTNERS x2 vs 2021

CREATIVITY

UGC ECOSYSTEM: CREATE & OWN

The Sandbox UGC Ecosystem
consists of three integrated products
that together provide a comprehensive
experience for **user-generated content
(UGC)** content production.

VOXEDIT   MARKETPLACE   GAME MAKER

**Allows anyone to build,
share, and monetize**
amazing games on our
online 3D gaming platform
with the simplicity of
no-code

Gaming NFTs with strong utility

**NO CODING
SKILLS NEEDED**
Simple, easy way to
create and mint NFTs

WHAT YOU CAN
BUILD & DO
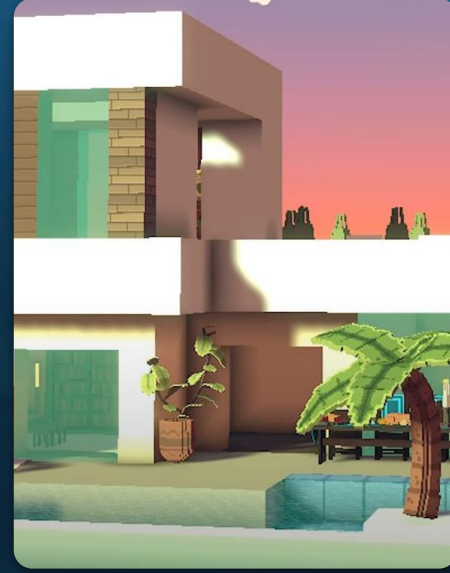
ALL ACTIVITIES CAN BE DONE
IN THE METAVERSE

Social HUB
Multiplayer

NFT Gallery
Multiplayer

Night Clubs
Multiplayer

Modern House
Multiplayer

ALL ACTIVITIES CAN BE DONE
IN THE METAVERSE

Fighting Adventure
Single

Parkour + Obstacles
Single

Fashion Show
Multiplayer

Adventure Quests
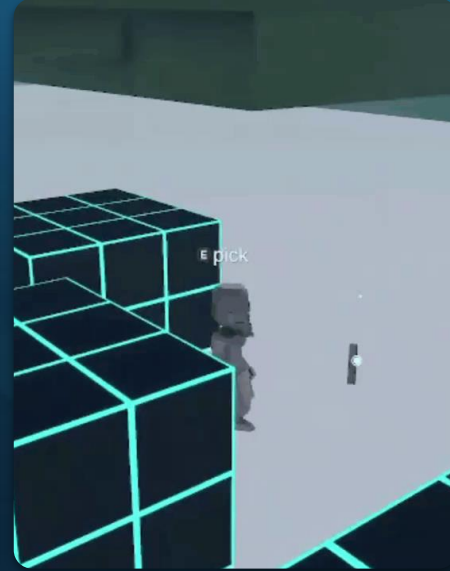Multiplayer

ALL ACTIVITIES CAN BE DONE
IN THE METAVERSE

Skating
Single

Shooter
Single

Retro Gaming
Single

World Building
Single

USES CASES & SUCCESS STORIES

CULTURAL MOMENTS

CSR INITIATIVES

MEDIA CAMPAIGN

IRL x DIGITAL EVENT

EDUCATION

LOYALTY PROGRAM

[BUILD BRAND]

LEDGER

EDUCATING WEB3 USERS TO BLOCKCHAIN SECURITY

4.6M+
Quests completed

117k+
Unique Users

49 min
play time / user

- **THE OBJECTIVE :** Ledger - a leading solution in crypto & NFT security through cold wallets - went to The Sandbox to amplifying its **educational strategy among web3 users.**

- **THE APPROACH :** Ledger echoed its "School of Block" program, through an entertaining experience, where users were invited to **play & learn about crypto & NFT security, through 20 quests. and earn NFTs upon completion of all quests.** NFT Ledger owners will benefit from **future utilities** within and out of The Sandbox.

[BUILD BRAND]

■ PARIS HILTON
SCALING CULTURAL MOMENTS ON VALENTINE'S DAY & HALLOWEEN

2.4M+
Quests completed

105k+
Unique Users

1 hour
play time / user

- **THE OBJECTIVE :** Paris Hilton brought her empire to The Sandbox to **tell her story through the cultural moments IRL tied to live activations hosted in the metaverse.**

- **THE APPROACH :** Paris echoed her IRL Halloween-themed event and Valentine's Day with 2 experiences **Cryptoween** & **Parisland** to let a broader fanbase celebrate the special moments in a more fun, immersive experience. Paris is also planning to directly **engage her fans through digital ownership** avatars and rewards coming to The Sandbox.

SANDBOX

[BUILD BRAND]

GUCCI
## GUCCI VAULT

128k+
visits

70k+
unique
user

15 min
play time /
user

- **THE OBJECTIVE :** Nurture the Gucci's positioning of the brand's "unconventional approach to luxury fashion" through their new brand campaign & activations.

- **THE APPROACH**: an experience where past, present and future coexist through the power of the imagination, aligned with the IRL pop-up store activations (Paris, Milan, Tokyo, Osaka, and Bangkok, and in Palace shops in London, New York, Los Angeles, and Tokyo). NFTs join the platform's virtual shelves as objects from different eras with diverse origins to spark new creativity for the future.
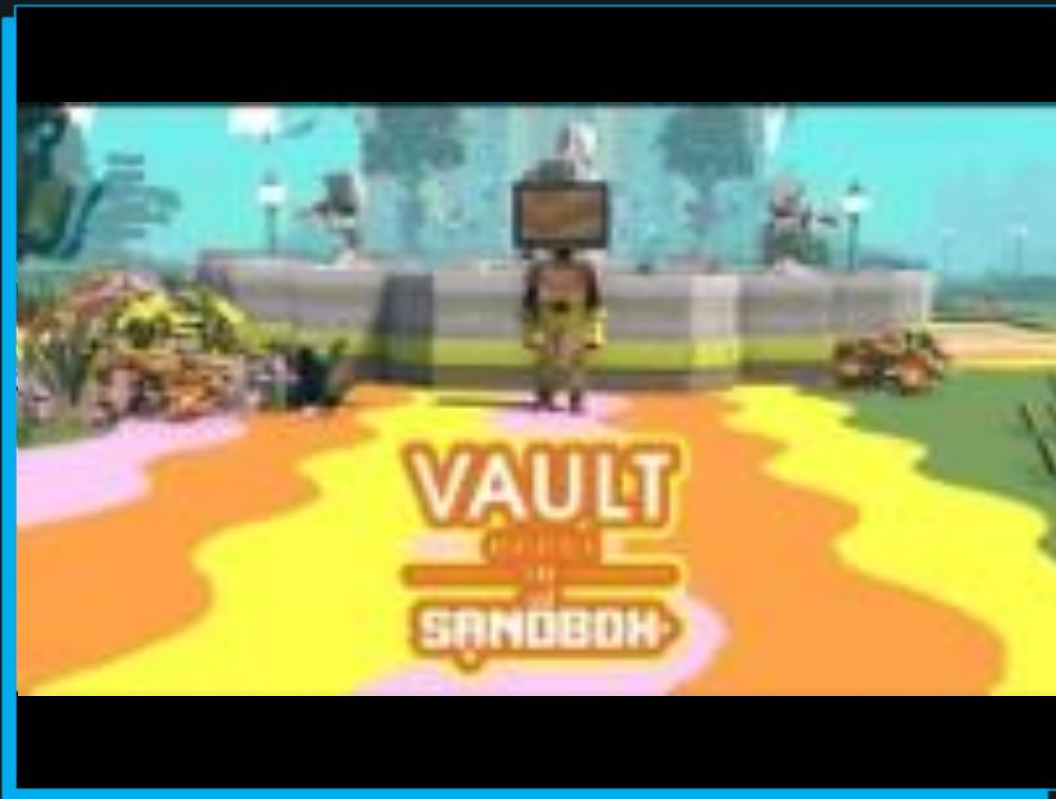
YOU CAN BE WHOEVER OR WHATEVER YOU WANT

CREATING
AN AVATAR

THIS AVATAR
IS A 3D REPRESENTATION OF YOU

AND IT CAN MOVE AND INTERACT
UNDER YOUR CONTROL

THE SANDBOX

HOME
ALPHA
MARKET
CREATE
MAP
ABOUT

Profile | Staking | Referral | Inventory | Avatar | Settings

Avatar Creator

Predesigned (39)

Acid Charlie

Andrea

Angel

April

Billy Bully
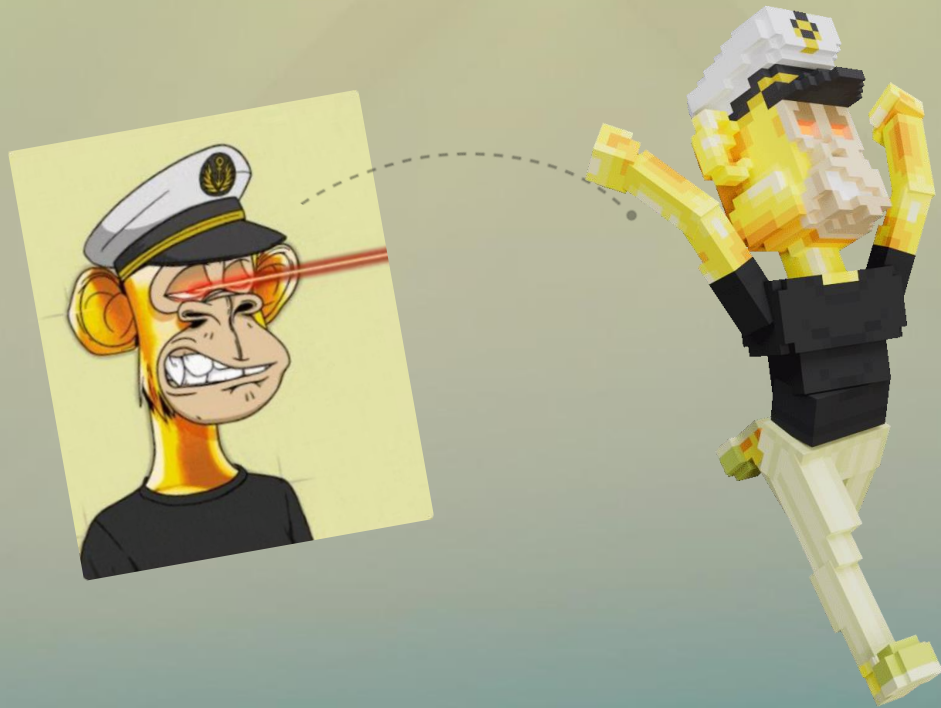
Casual Niki

1 2 3 4 >

Skin tone | Custom color

YOU CAN EVEN BE
SNOOP DOGG

EVEN SNOOP DOGG
IN GUCCI

AVATAR
INTEROPERABILITY

Metaverse + Web3.0

1

GIVING VALUE TO FANS & LOYAL USERS

SNOOP DOGG

ENTER THE SNOOPVERSE

THE AVATAR STORE

+10 000
Unique NFT

THE PARKING
COLLECTION OF CARS

+20 000
NFT Cars - 200 unique

SNOOP'S HOUSE

The doggfather wanted to feel right at home in The Sandbox world. And so we obliged, with a full-blown Voxel Art recreation of his real-life mega-mansion in Diamond Bar, California.

PRIVATE POOL PARTY

You'll need an NFT Ticket Pass to get access. But once you're in playa, YOU. ARE. IN! A once-in-a-lifetime opportunity to party with the Dogg and ask him any questions you want.

THE VENUE
LIVE-OP, CONCERTS

THE NEIGHBORS!

Hang out with neighbors in the Snoopverse, discover their LANDs and explore multiple worlds alone or with friends. NFTs, lifestyle, fashion, music, you name it!

THE SANDBOX

2

REWARD
USERS FOR THEIR CONTRIBUTIONS

Season 2 Alpha Pass

HOW TO GET A SEASON 2 ALPHA PASS?

◆ **Raffle**: Participate in the Raffle at the end of Alpha Season 2, on March 31, 2022.

◆ **Contests**: Participate in the daily social contests on The Sandbox Twitter. **View Contests Tab**

◆ **OpenSea**: Anyone can buy a Season 2 Alpha Pass on OpenSea. If someone is willing to sell it.

⚠ Do not purchase an Alpha Pass after the end of Alpha Season 2 on March 31, 2022.
Be careful not to purchase a fake Season 2 Alpha Pass. Only use the link provided on this website. Only use this link: **Buy on OpenSea**

$SAND Rewards

Earn up to **1,000 $SAND** rewards with the Season 2 Alpha Pass.

See Rewards

◆ Max. base rewards: **500 $SAND**
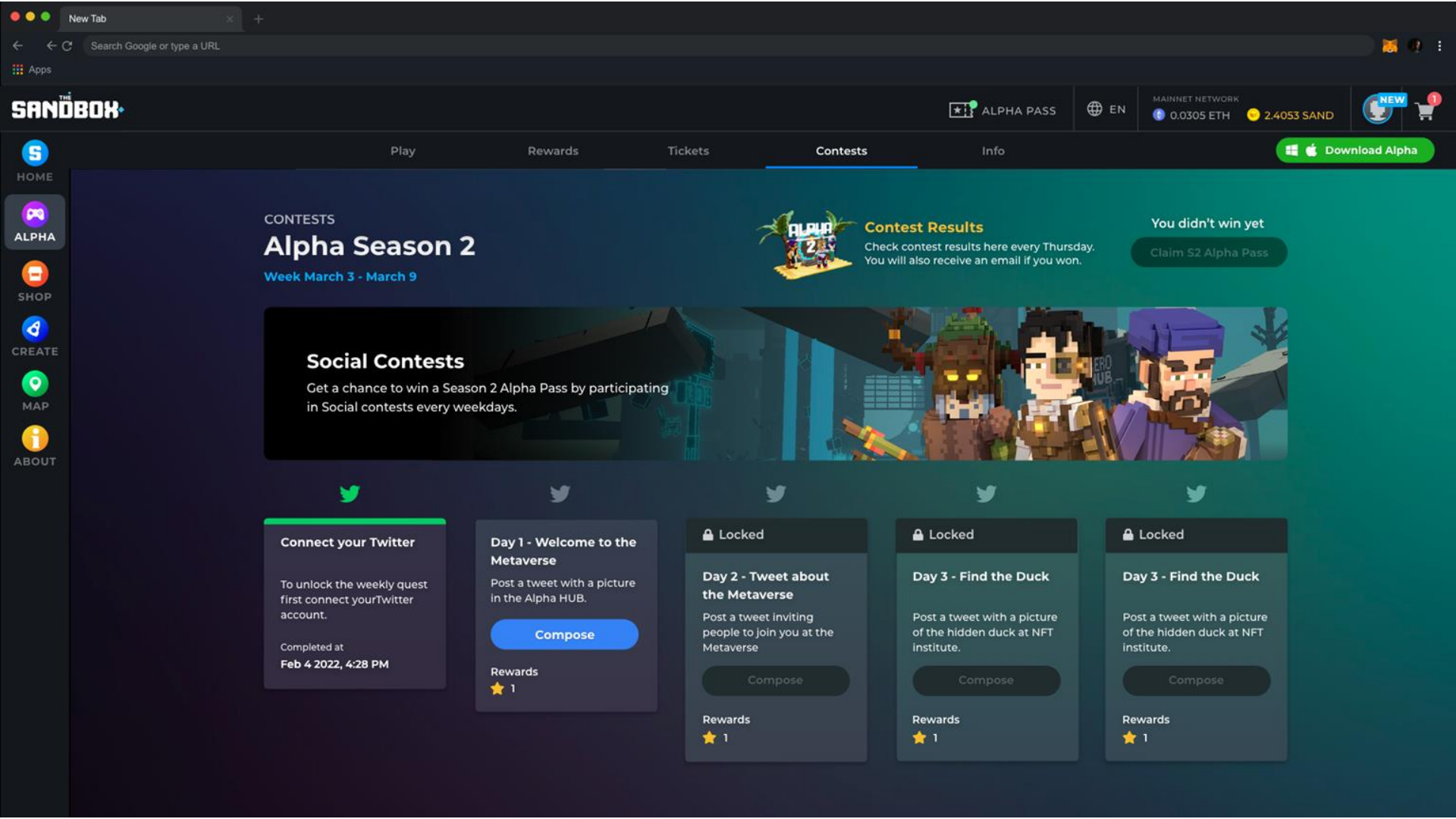◆ Max. boosted rewards: **1,000 $SAND**
   Check the Community Booster section for more info.

Boost Rewards

UP TO
1,000 SAND

Search Google or type a URL

Apps

SANDBOX

ALPHA PASS EN

MAINNET NETWORK
0.0305 ETH 2.4053 SAND

NEW

Play   Rewards   Tickets   **Contests**   Info

Download Alpha

HOME

ALPHA

SHOP

CREATE

MAP

ABOUT

CONTESTS

Alpha Season 2

Week March 3 - March 9

ALPHA 2

Contest Results
Check contest results here every Thursday.
You will also receive an email if you won.

You didn't win yet

Claim S2 Alpha Pass

Social Contests

Get a chance to win a Season 2 Alpha Pass by participating in Social contests every weekdays.

Connect your Twitter

To unlock the weekly quest first connect your Twitter account.

Completed at
Feb 4 2022, 4:28 PM

Day 1 - Welcome to the Metaverse

Post a tweet with a picture in the Alpha HUB.

Compose

Rewards
⭐ 1

🔒 Locked

Day 2 - Tweet about the Metaverse

Post a tweet inviting people to join you at the Metaverse

Compose

Rewards
⭐ 1

🔒 Locked

Day 3 - Find the Duck

Post a tweet with a picture of the hidden duck at NFT institute.

Compose

Rewards
⭐ 1

🔒 Locked

Day 3 - Find the Duck

Post a tweet with a picture of the hidden duck at NFT institute.

Compose

Rewards
⭐ 1

Quests & Raffle Tickets

1

! Locate Quests:

Look for yellow exclamation marks inside the experiences to find quests
Completed quests appears with a grey exclamation Mark ❗

2

Complete Quests:

Complete the objective(s) described in the info panel on the right side of the screen.

3

Level-up:

You will level-up after completing enough quests. There are 5 levels that you can unlock.

4

Earn Raffle Tickets:

You will earn more and more Raffle Tickets every time you level-up.

Search Google or type a URL

Apps

THE SANDBOX

NO ALPHA PASS   EN   MAINNET NETWORK   0.0305 ETH   2.4053 SAND   NEW

Play   Rewards   Tickets   Contests   Info

Download Alpha

HOME

ALPHA

SHOP

CREATE

MAP

ABOUT

REWARDS

Alpha Season 2
From March 3 until March 31

RAFFLE STARTS IN:

31 DAYS   **24** HOURS   **60** MIN

RAFFLE DAY MARCH 24
Earn Raffle Tickets by completing Quests.
More Tickets = More chances to win an Alpha pass.

LEVEL	1	2	3	4	5	SUMMARY
TICKET **Raffle Tickets**	Raffle Tickets X1 TICKET 0 / 1 QUEST	Raffle Tickets X2 TICKET	Raffle Tickets X3 TICKET	Raffle Tickets X4 TICKET	Raffle Tickets X9 TICKET	**Total Raffle Tickets** TICKET 0 Increases your chances of winning an Alpha Pass during the Raffle by collecting Raffle Tickets. Get more Tickets
Alpha Pass LOCKED	20 SAND	10 SAND	10 SAND	10 SAND	50 SAND	**Total Rewards** 50 Boost rewards by staking mSAND Stake mSAND **Community Booster** * 24%

How to get the Season 2 Alpha Pass?   Raffle   Contests   Buy   Raffle Tickets are not NFTs and cannot be traded on the secondary

Claim Rewards

Claim your rewards from March 25. More info

* Community Booster Rewards
Stake mSAND to increase the total prize pool. Up to + 100%.
You will also get up to 200 extra Raffle Tickets TICKET for staking mSAND.
1 point is earned for each mSAND staked for the whole season.

3

EMBRACE THE
NFT CULTURE

IP/BRANDS ENTERING THE METAVERSE WITH NFT INTEROPERABILITY
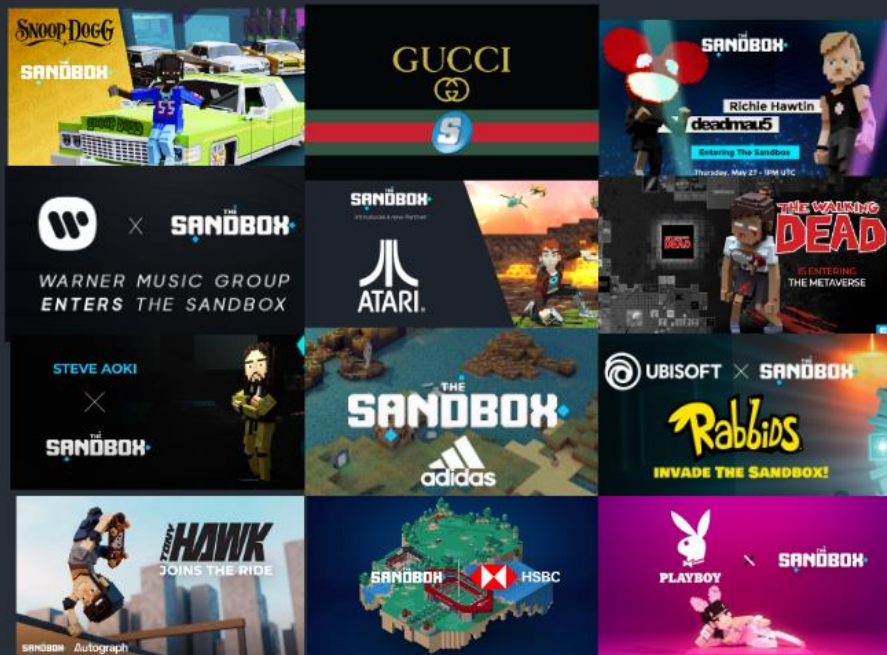
THE SANDBOX ENABLES COLLECTORS TO SHARE, DISPLAY AND PLAY WITH THEIR NFTS

Axie Infinity   Cryptopunks   VoxelCities   BAYC   Polkamon

400+ BRANDS HAVE ENTERED THE METAVERSE

2.2M+ COMBINED REACH ACROSS ALL SOCIAL CHANNELS

4

ENCOURAGE
USER-GENERATED CONTENT

$1B USD METAVERSE FUND FOR GAME MAKERS

The Sandbox's Foundation has been allocated 300 million SAND to the Game Maker Fund in order to finance and incentivize their projects.
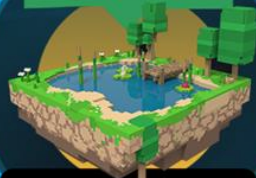
Apply Now For Free

WHAT DO WE OFFER?

◆ Grant payments on a per-game basis.

◆ Support and consultancies for each phase of your project.

◆ Promotion and support for your project during all the phases.

AN EXTENSION OF
REAL-WORLD EXPERIENCES

LAND OWNERS

REAL ESTATE & HOME-RELATED

MUSIC, CONCERTS & STREAMING

FASHION & APPAREL

ART & MUSEUMS

PROFESSIONAL INTERACTIONS

SHOPPING

SOCIAL & DATING

AUTOMOTIVE

VIDEO GAMES

SPORTS

Thank you