



meta
studio

**The First Decentralised Business Metaverse
for Content Creators and Influencers,
providing them with Full Ownership,
DAO management, WEB3 Privacy and
Easy-to-use Experience.**

The content creation landscape of today	1
The total creator economy market size is over \$100 B	2
Our opportunity	3
What is MetaVerse?	4
Why MetaStudio?	5
Our USP & Positioning	6
DAO for Content Creators	7
Similar projects	8
Target Users and our Blue Ocean Strategy	9
Porter 5 Forces Analysis	10
Macro environment	11
Pest Analysis	12

Internal Evaluation	13
VRIO FrameWork	14
\$METAS Token	15
MetaStudio Tokenomics	16
Initial Token Sales & Use of Funds	17
Marketing Strategy	18
Marketing Channels	19
Legal	20
Roadmap 2022 - Roadmap 2024	21-23
MetaStudio Team & Advisory Board	24
Stay in touch	25

Worldwide, more than 500 million people consider themselves content creators.

Out of these, 450 million identify as amateurs, but 50 million plus are professional creators, earning enough from their passion to make it their full-time income source.



Notably, half of the professional creators earn their money on YouTube



& TikTok as their income source



with 25% quoting Instagram



& 10% using Twitch and similar live-streaming platforms

Notably, half of the professional creators earn their money on YouTube, with 25% quoting Instagram & TikTok as their income source and 10% using Twitch and similar livestreaming platforms.



MARKET IN NUMBERS

THE TOTAL CREATOR ECONOMY MARKET SIZE IS OVER

\$100 billion

on par with a substantial trajectory similar to the Gig Economy. That means a future valuation of trillions of dollars.

Of the surveyed Creators who consider themselves full-time Creators (content creation is their main source of income)

78% make more than \$23,500 annually

There is no definite correlation between follower count and income

between the reported \$50-100k & \$500k-1M

income levels from content creation, there is an income difference of half of million dollars, but a gap of only 1,8k followers

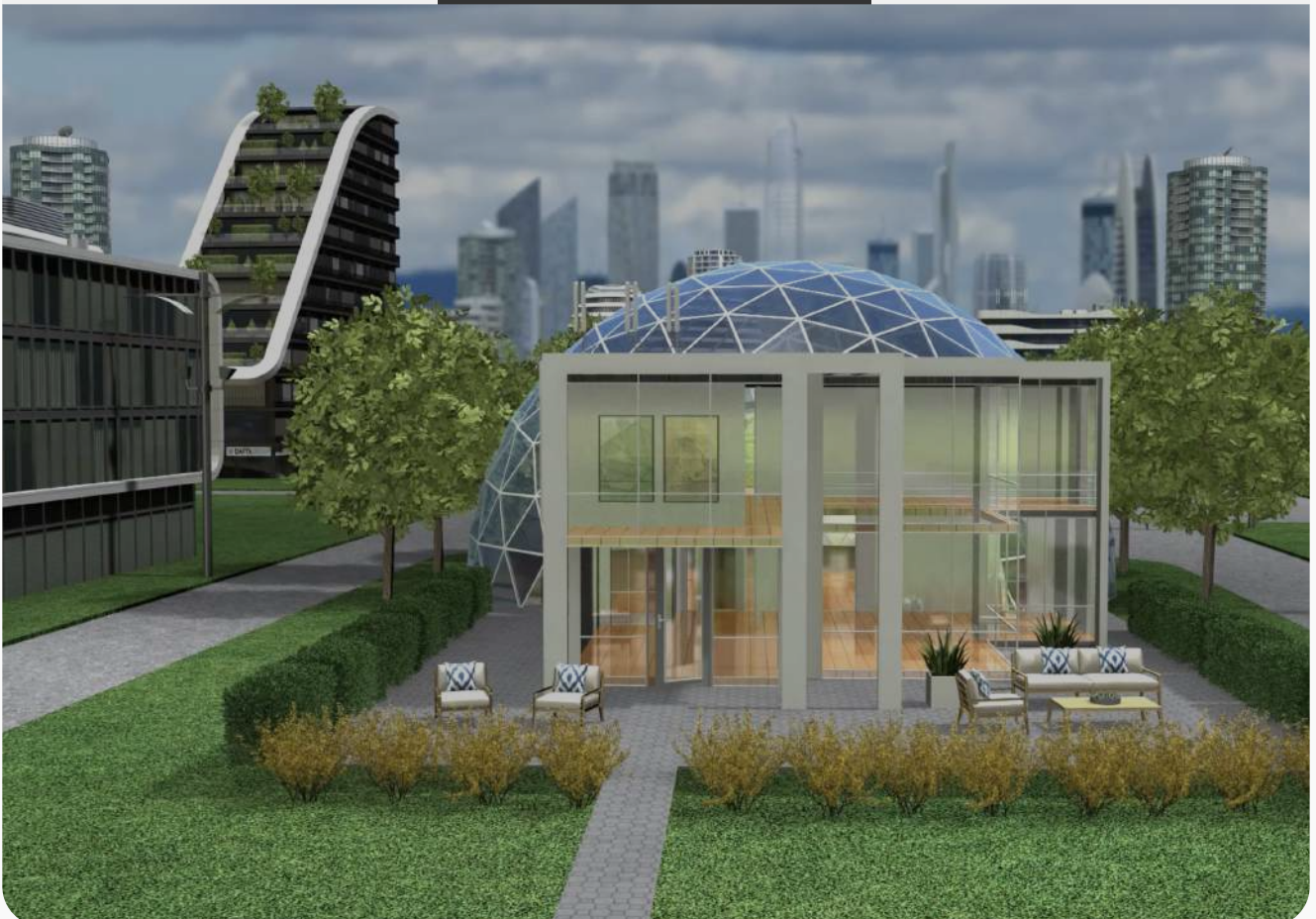
In February 2021, TikTok reported to have over 689 million active users

on their platform, with an average of 58 minutes spent per day on the app. People need entertainment and they don't only feed on it, but developed the desire to create their own and become creatos

Adobe's "Future of Creativity" Study revealed that

165+M Creators Joined Creator Economy Since 2020

Creators are universally motivated by the same goal: freedom of expression, reshaping the future of work, social causes and mental health.



As the world develops and technology takes over, we are faced with the **"new normal"**, a life where **people work from anywhere and are less prone to focus on work like older generations used to.**

A 9 to 5 job is out of the question for most.

The metaverse market is developing, **most creators are becoming entrepreneurs, and the entrepreneurs need a space to create a business to their liking (highly customized), not in a "traditional way"**.

We've noticed change and movement from the real world to a virtual one, with people turning social platforms into their money making businesses and running them from their own homes, while consuming content for entertainment. At the moment, there are already over 500 million active entrepreneurs across the globe.

It is estimated that by 2025, **30% of the world population will be working from home, most of them as freelancers or starting their own businesses.**

Web 2.0 is YouTube, Patreon and Twitch, Web 2.5 is TikTok and Web 3.0 will be Metaverse – Decentralised, Fair, Private



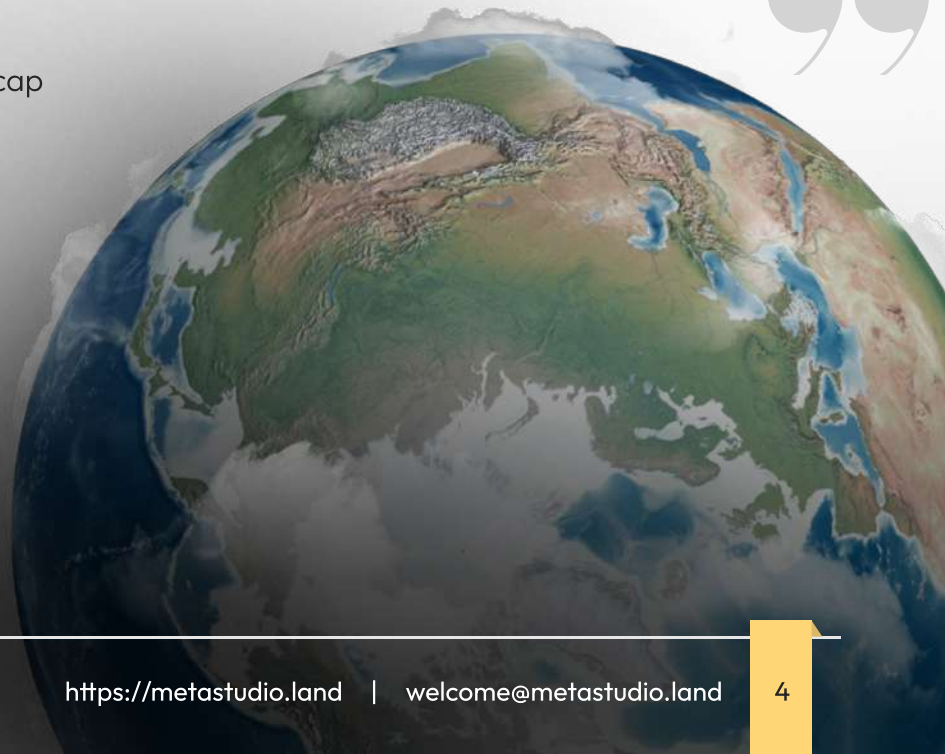
Content creators and social connection enthusiasts, as well as gamers, are expected to be the early adopters of The Metaverse and are open to moving their business, community and entertainment to this new universe.

Large financial institutions, and the biggest retail brands have invested billions of dollars in Metaverse projects and trust this will be the future of their e-commerce sales, customer service, and community engagement.



A Metaverse is simply an expanse of digital space where users can interact with each other in real-time and get similar experiences to what they experience in the real world

definition by Coinmarketcap



We are creating a metaverse platform where you can sell your content in full privacy, retain ownership, receive all the profit and make decisions. You can become a content creator, streamer, coach or any kind of freelancer.

We are Building **MetaStudio** as **You Want it:**

1

Full DAO (Decentralized Autonomous Organization). This means all \$METAS holders, either you are a streamer, a content creator, a viewer or just an investor you will decide by democratic vote on all aspects of the platform governance, from setting up rules to implementing them, what directions will the platform evolve in the future, how to manage finances and so on.

2

All Your Creations are 100% Your Property even if you upload and sell them through Meta Studio. No more “Once you upload we get the right to ...” like today’s platforms.

3

Full Privacy. You sign up using your desired certified wallet and you can start ASAP with no questions asked.

4

100% of the Income You Produce is Yours (after a transparent deduction of platform costs divided equal and proportional to all content creators). No more “Fees”, just Transparent Costs.

5

Safety. Because Meta Studio is Built on Blockchain and Based on Smart Contracts, All User Interactions are Safe. You are 100% sure to get paid when you sell and 100% sure to receive what you paid for when you buy.

Our Unique Selling Point:

MetaStudio is the Decentralized Platform for Content Creators and Influencers, providing them with Full Ownership, DAO management, WEB3 Privacy and Easy-to-use Experience.

Positioning:

As you are reading this, there is a huge number of metaverses being built right at this very moment.

However, The Metaverse for the content business is still not here. You can find many NFTs, and metas selling “land” or games with retail brands, financial businesses or e-commerce but, as far as we know, Meta studio is the first project to create a decentralised business universe dedicated to creators.

We are aware the full immersive Metaverses with interoperability are still years away and mass adoption of VR / AR will not happen soon, therefore we plan to release our MVP as a mobile app version in maximum 1 YEAR after seed. This will answer the creator's needs today, which are not connected to VR but to Decentralisation, Profit Sharing and Privacy, and also allow us to provide ROI to investors and grow user base, while we work in background on the immersive final version of MetaStudio.

MetaStudio solves
the 3 main issues
of the content
creators:

1

Unfair rules and abuses by the platforms

2

Huge commissions paid (20% to 50%)

3

Lack of Privacy and Time Waste due to Old UX

\$METAS will solve all these problems for content creators and their users.



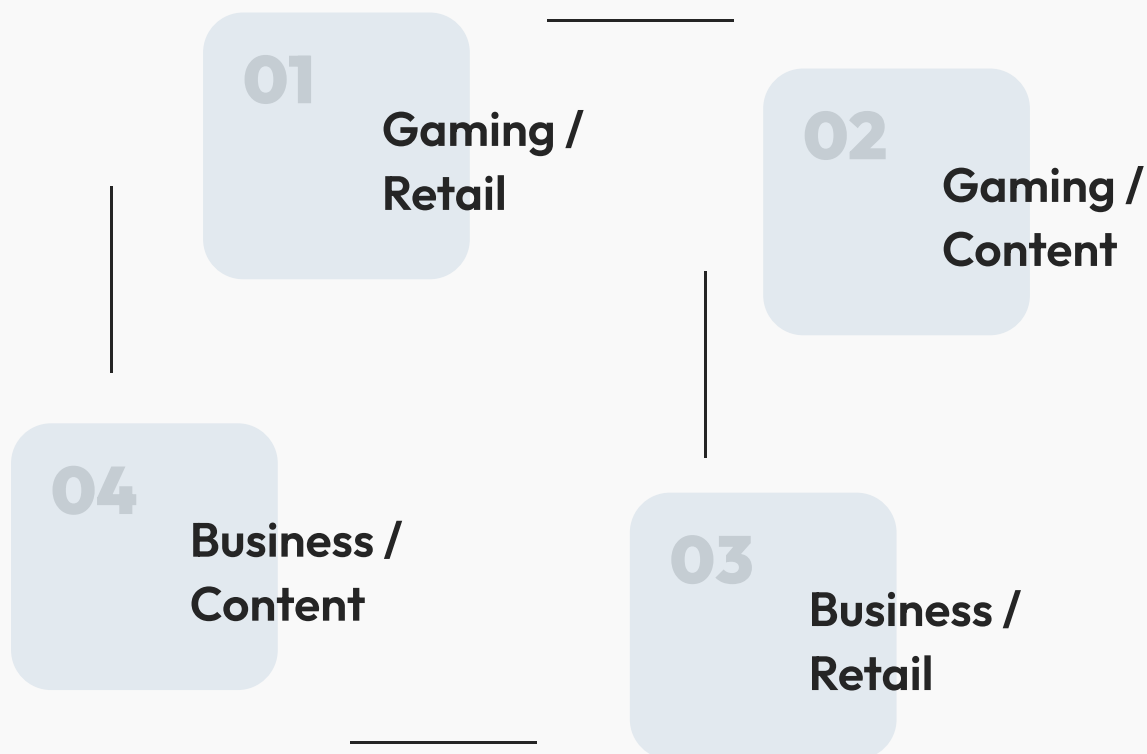


Decentraland is one of the most well-known metaverses to exist in the market today. The amount of money spent within the metaverse has seen a steady increase since it was launched in 2016. Given its age, a community already exists around the platform, and even some bigger brands have started marketing/advertising their products on the platform. In a nutshell, it is a virtual world and community that is based entirely on blockchain. What truly makes it special is that it is entirely decentralized. That is, the holders of the MANA cryptocurrency can participate in voting events on the platform. It also uses NFTs to signify representation/ownership of in-game items like clothes, virtual real estate, and so on. These tokens are stored in users' wallets. **Decentraland price is \$2,81 USD with a 24-hour trading volume of \$521.727.049 USD. The current CoinMarketCap ranking is #32, with a live market cap of \$5.169.898.215 USD (data from March 28th 2022).**

Bloktopia offers an incredible and slightly interesting story. It is a "VR Crypto skyscraper" that is powered by the Polygon network. They claim to offer an incredible collective space for crypto users of all experience levels. All of them have access to crypto information and immersive content, all in one place. Revenue generated within the platform is shared via NFTs. The Metaverse is comprised of what is known as real estate "blocs" that are available for purchase via the \$BLOK token. **Bloktopia token currently stands at \$0.015 USDT, with a market capitalization of \$123,761,815 and an all time high of 0.17 USDT, providing an amazing 68000% ROI for the inspired buyers at the 0.00025 USDT IDO price (data from March 28th 2022).**

The Sandbox is another metaverse and gaming ecosystem that offers incredible experiences. It gives you the ability to create different assets, like avatars and tools, freely. They present themselves more like the most advanced building environment for gaming. **The live The Sandbox price today is \$3,68 USD with a 24-hour trading volume of \$839.853.638 USD. The current CoinMarketCap ranking is #40, with a live market cap of \$4.226.187.231 USD (data from March 28th 2022).**

We are working to provide a custom platform to welcome all types of content creators, from streamers using Twitch today, to vloggers on YouTube, models on Instagram, coaches and business trainers, journalists from Patreon to NFT artists on OpenSea. MetaStudio will go into a blue ocean with its featured and target market. We split current Metaverse projects into 4 segments:



Our segment, Business / Content Decentralist Metaverse is currently very “blue” with everyone focusing just on NFT sales and marketplaces, but no full vertical approach for everyone in the content business. We follow evergreen business models and transfer them into Web 3.0 responding to a real need in the market.



A strong framework must be used to describe and evaluate the competitive forces in an industry.

It consists of:

THE THREAT OF NEW ENTRANTS

The threat of new entrants is significant. Every day, risk management gets higher. But the market is unique and significant. So, a corporation can be established in the long run.

THE THREAT OF SUBSTITUTES

Low threat. The product is unique and not easy to substitute.

RIVALRY AMONG EXISTING FIRMS

The rivalry is not established yet. Companies are just starting to jump into the metaverse.

THE THREAT OF SUBSTITUTES

Low threat. The product is unique and not easy to substitute.

BARRIERS TO ENTRY

These prevent new players from being competitive. As barriers increase, the interest in entering the industry decreases and lowers the threat of new entrants):

BARRIERS

- Technological
- Financial
- Funding
- Skills / Experience

MetaStudio is prepared to find or already found solutions for each barrier.

The external factors that influence MetaStudio's choices and performance.

1

Positioning of different brands

Meta company decisions

2

3

Financial possibilities

Risk management

(Political, Regulation, Fundraising, product development, etc.)

4

PEST analysis (Note on 3 +)

A systematic way to evaluate the most important macro environmental elements that might affect MetaStudio's performance.

Political

Possible regulation depending on the country (utility token, Swiss AG, FINMA confirmation)

Evaluation of Risk
+

Economic

Economically, the market is new and huge

Evaluation of Risk
-

Social

Customers are not educated in metaverse but the market is focused on that, from games to financial and retail, so it will educate step by step

Evaluation of Risk
-

Economic

Factors are relatively new. New technology can come every day. We need to be versatile and up to date.

Evaluation of Risk
+



The resource-based view (RBV): An inventory of the resources owns and their existing capabilities for leveraging those resources into a competitive advantage. MetaStudio has multiple resources to use:

Tangible resources

Meta Studio through Studio has many assets that can create customers' value and help them to be qualified and create the proper Acquisition Funnel.

Intangible Resources

Several team members have significant experience in the Content, Entertainment and Streaming industry. They understand both players and interactions in the industry and can build MetaStudio to fit their needs.

Human Resources

The project assets are not experts in metaverse, but they are experienced to integrate the necessary process to launch the project. We are also committed to work with the best specialists on core directions from blockchain development, to 3D design and marketing.

Organizational Capabilities

MetaStudio has enough Strength to pivot in the right direction with the Team and create an entire metaverse history depending on the general evolution of the market.



Tangible resources

The Direction MetaStudio is valuable in terms of branding, marketing & product. Financials are very promising in all scenarios: low, average and high market evolution and coverale



Is That Rare?

It's rare coming from the globality of the offer. Having a Business metaverse on a clear vertical is still Rare in our day.



Is it costly to Imitate?

Yes, it's costly to imitate. We are not on a global market yet. So strategically, the timing is good.



Is the firm Organized in a way to exploit it?

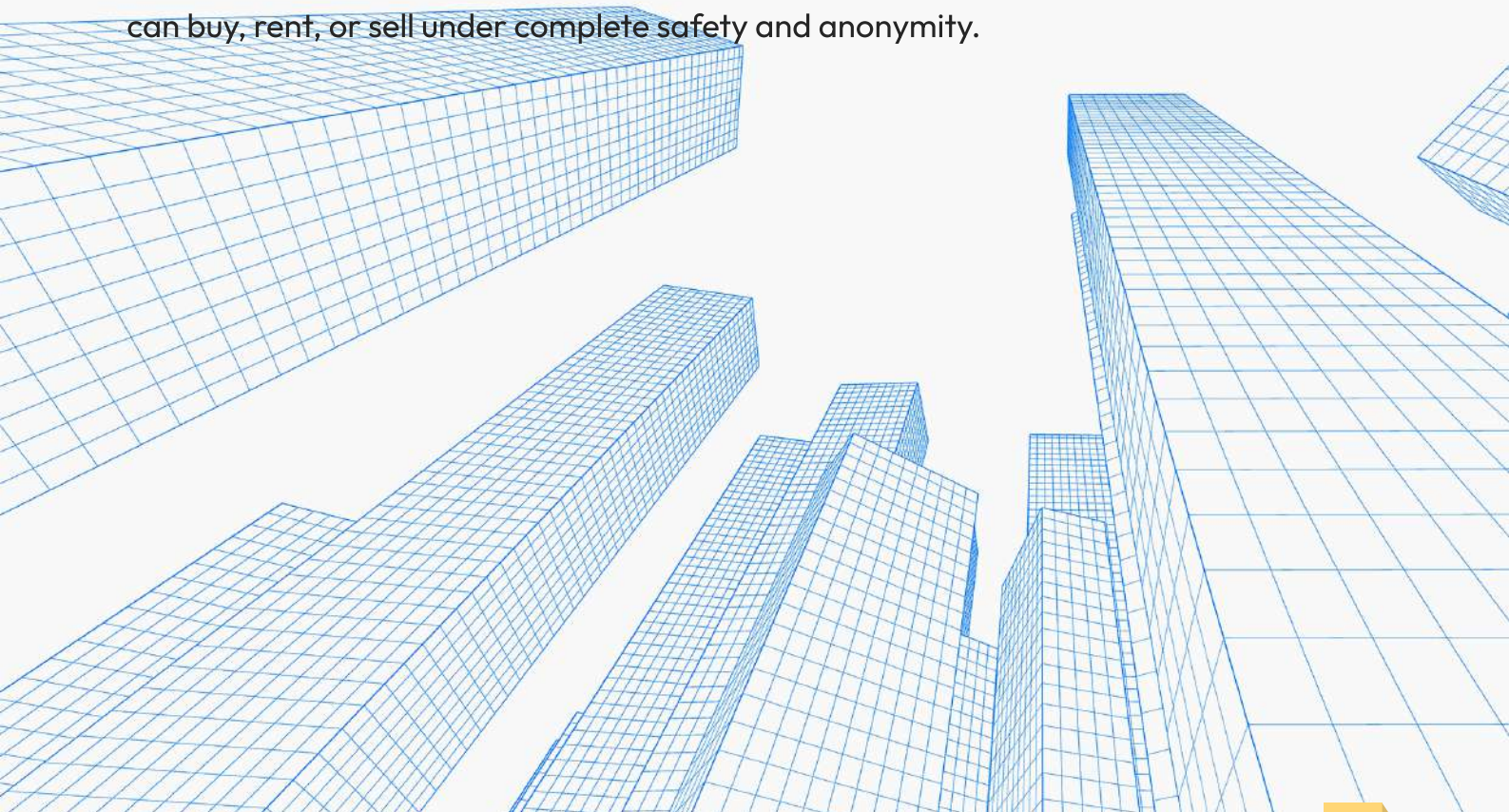
Not yet. The structure of Meta Studio is still being built up now, but we are committed to attract proper talent and build the right organization.

\$METAS is an **Utility Token** that will power **Meta Studio** and the **Metaverse** we build for you. It is based on **ETH** and built on **Polygon** technology and in collaboration with **Polygon Labs**, but it will also work on **Binance Smart Chain**, **Elrond** and other blockchains. It is fast, easy and cheap, allowing you to use multi-coin wallets and buy / sell instantly with minimal costs.

We have partnered with one of world's top blockchain development companies in the world today, experienced with building **Sandbox** and other metaverses, **Blockchain XDev**. We are already around **50%** on all blockchain-based backend development of the platform.

\$METAS was certified as **SECURE** by one of the leading web3 Security Companies, **Quantstamp**, who also certified security for companies like **VISA**, **Binance**, **Solana**, **Crypto.com**, **Revolut**, the **Sandbox**, **Decentraland** and even the **Government of Dubai**. **\$METAS** was approved by **finma.ch** our Swiss financial regulator, to be sold worldwide as a Utility Token.

We are the business bridge for a new generation in between the **Web2** to the **Web3**, allowing everyone to create and sell content in a decentralized and fun environment. Everything will be based on **Smart Contracts** and **NFT's** (**Non Fungible Tokens**) so you can buy, rent, or sell under complete safety and anonymity.



Total Supply:	5,000,000,000 \$METAS tokens
Token Allocation:	
Initial Token Sale in 3 stages (Strategic/ Private/ Public Sales)	- 30% total
Future Developments:	- 25%
Incentives (Bounty, Giveaway, etc,)	- 5%
Referral System	- 10%
Teams & Founders (12 months vesting)	- 10%
Advisory Board (12 months vesting)	- 5%
Company Reserve (12 months vesting)	- 15%
Use of token sale funds	
Product Development	- 60%
V1 Launch	- 20%
Operational	- 10%
Legal	- 3%
Listing Costs	- 7%

Networking

Connections | Influencer marketing | Investor marketing | PR

Content creation

Videos & Interviews | Pitch Deck | Website & Landing page

Growth

Events | Social Media | Paid Ads | Community management | SEO

Press Release

**Social Media
Sponsored
Campaigns -
Branding**

**AMA with
the team**

**Business PR
Interviews**

Airdrops

Giveaways

Influencers

**Permanent Open &
Honest
Communication with
Community about
Stage of ICO & Stage
of Product**

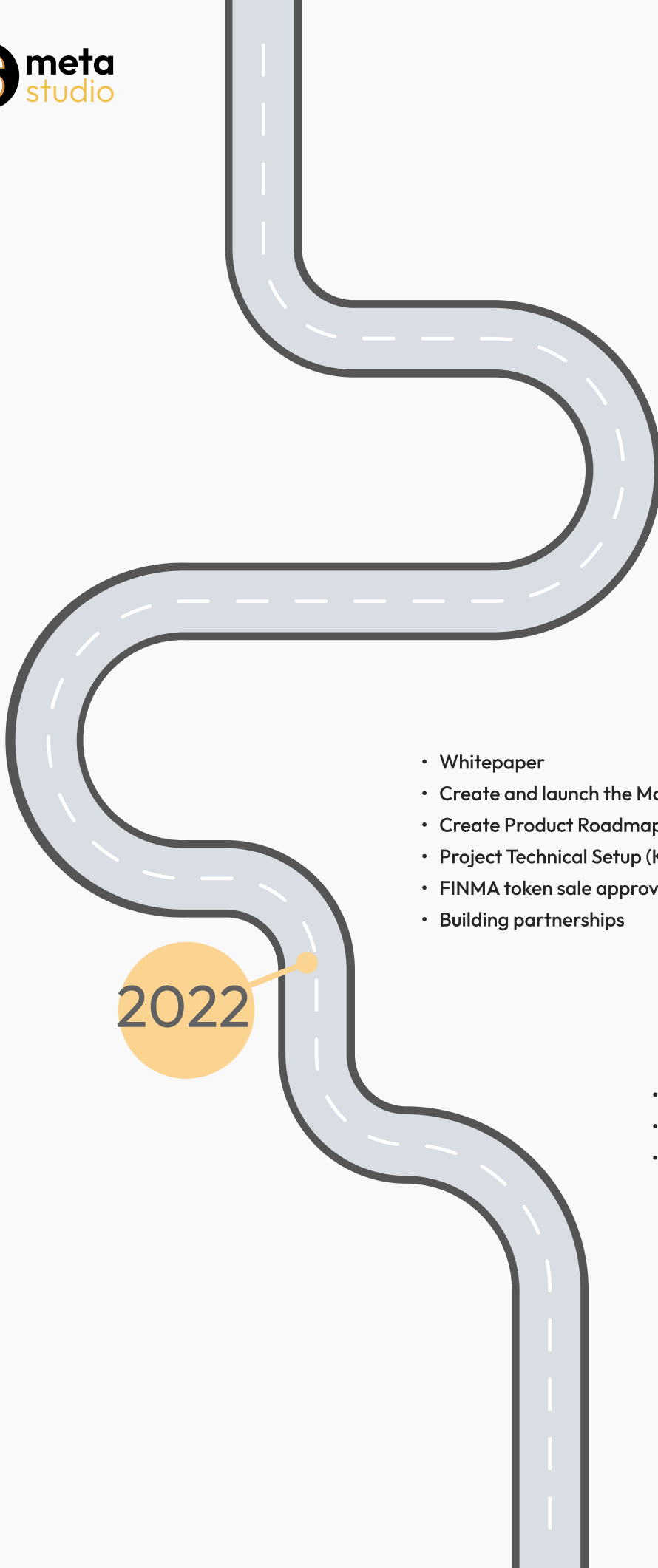
**Development
with Release
of Assets**

\$METAS is a 100% Utility Token powering up MetaStudio.

MetaStudio is owned and operated by MetaStudio Land AG, a regulated Swiss company with a paid capital of 100,000 CHF (\$110,000).

\$METAS obtained a clear status as Utility token with **FINMA** to avoid any risk for us or our token owners.

Skin in the game: founders are ready to invest an extra of \$200,000 in the seed stage of token sale.



- Brand Book
- Social Media Communities
- One-pager
- General Intro Website
- Content: text, banners, how to videos

- Whitepaper
- Create and launch the Marketing plan
- Create Product Roadmap Investor Pitch
- Project Technical Setup (KYC, legal, etc)
- FINMA token sale approval
- Building partnerships

2022

- Create and launch Product Roadmap
- Smart Contract Development
- Audit of Smart Contract (Quantstamp)



2023

- Start pitching investors
- Meta Studio First NFT Collection on Sale
- Launch of the Partner Program for Content Creators ("Angels")
- Finalising Platform Design and Deep Specs (together with partner creators)
- Product Development Continues on the Blockchain Architecture and MetaStudio
- V1 (mobile app)
- Private testing Listing on Coinmarketcap
- Marketing Campaign Start
- Launch of V1 IEO
- CEX Listing
- Token Distribution Stacking Rewards Start

A yellow circular callout containing the year "2024" in black text, with a thin line pointing to a specific spot on a winding grey road graphic that starts at the top right and ends at the bottom left.

- Developing Full and New Features based on DAO decisions.
- Working on the Immersive Platform (Metaverse)
- Reaching first 5 million users (10% of content creators and customers which also frequently use a crypto wallet)

Founding team

Our founding team has over 10 years of experience working with content creators and influencers, has never launched any tokens before and is here to build a long-term platform addressing the real needs of it's users.



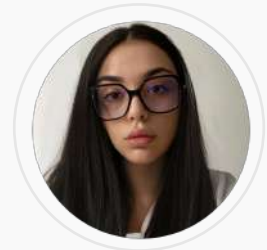
Adrian Niculescu
CEO

[See the LinkedIn profile](#)



Mugur Cosmin Frunzetti
CSO

[See the LinkedIn profile](#)



Roxana Pînzaru
CMO

[See the LinkedIn profile](#)



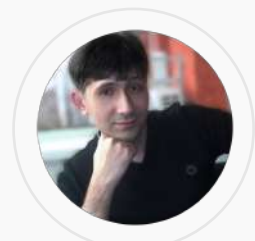
Fabien Arnedo
Head of Partnerships

[See the LinkedIn profile](#)



Robert Vanderty
Creators Management

[See the LinkedIn profile](#)



Blockchain XDev
CTO & Development

[See the LinkedIn profile](#)

Advisory Board



Daven Michaels

[See the LinkedIn profile](#)



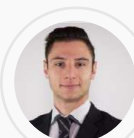
Reuben Godfrey

[See the LinkedIn profile](#)



Richard Trummer

[See the LinkedIn profile](#)



Vladimir Dennis

[See the LinkedIn profile](#)



Guillaume Micouin

[See the LinkedIn profile](#)



Richard M. Holmes

[See the LinkedIn profile](#)



Discord: <https://discord.com/invite/gc23Ag3VuY>



Telegram: <https://t.me/metastudioland>



Telegram: <https://t.me/MetaStudioAMA>



LinkedIn: <https://www.linkedin.com/company/metastudioland>



Twitter: <https://twitter.com/metastudioland>



Instagram: <https://www.instagram.com/metastudioland/>



Youtube: https://www.youtube.com/channel/UCyv_OMITqL63SH5VnAO_KVw



TikTok: <https://www.tiktok.com/@metastudioland>



Reddit: <https://www.reddit.com/r/MetaStudioLand/>

