

MARS Whitepaper V1.0

Welcome to **MARS** Metaverse

(An Innovative Metaverse World)



1. Overview

What is the Metaverse?

Metaverse is a virtual space that provides users with digital experiences as an alternative or second version of the real world. In this virtual world, it is possible to interact virtually with other people, trade goods, exchange currency, buy and sell property, invest, attend work, hold festivals and events, watch concerts, visit exhibitions and many other real-life activities

Metaverse is an online and shared 3D space where users can create their personalities in digital formats and interact with each other and with virtual objects and avatars. Metaverses are actually virtual worlds that can be a reflection of our real world or completely different from it.

Although the metaverse sounds more like a science fiction concept, we have to face the shocking fact that the metaverse is just as real as the internet. Undoubtedly, Metaverse is a new world, and it must go through many trends and changes and developments in order to become a normal and everyday concept like the Internet. Therefore, it is important to understand the important technologies of the metaverse in order to understand this universe and the steps it needs to take towards wider adoption.

In fact, Metaverse uses technologies such as virtual reality (VR) and augmented reality (AR) to create such a world, so that users can combine the virtual world with reality in an unprecedented way by crossing the border of physical limitations. With the path that Metaverse has taken now, it can be considered the next generation of the Internet.

2. Importance

Why is metaverse so important?

Metaverse offers its users a unique experience of combining virtual and real worlds. This virtual ecosystem transcends physical and geographical boundaries and allows people to meet and interact in a three-dimensional space or participate in group activities such as games and competitions. The Metaverse represents a nascent technological advancement currently generating significant buzz in the industry. Drawing upon extensive research in artificial intelligence and immersive interactivity, this technology has the potential to revolutionize various aspects of business operations. So, why is it so important? let's look at some of the some of the reasons for people's enthusiasm for the Metaverse:

- It'll Totally Be Democratized for Every User
- It Could Be the Next Internet
- It'll Revolutionize How We Engage with Information
- It Could Transform All Aspects of Our Lives
- It Could Advance Scientific Research

3. Use cases

What is the metaverse used for?

The world is still a few years away from witnessing a completely functional metaverse. Anyway, the metaverse is used as a single digital world where users can play, shop, learn and work. Therefore, the metaverse is used as a digital space where we can do all the activities we do in the physical world, without certain obstacles. In other words, the metaverse is used to interact with friends and family, work, travel digitally, shop, sell, learn, and more within said digital space.

With this in mind, let's look at some of the most likely use cases:

- Virtual Gaming
- Virtual Tourism
- Virtual Education
- Virtual Work

- Virtual Shopping
- Virtual Entertainment
- Virtual Meetings
- Virtual Socializing
- Creating and Selling Virtual Art
- Virtual Therapy

4. Features

What are the Metaverse Features?

The Metaverse has five distinct attributes that distinguish it from other digital realms.

The five key features are:

Persistent means it exists regardless of the user's physical presence.

Infinite supports countless contemporary users and VR worlds.

Self-sustaining means that users can earn within the Metaverse and pay for their utility.

Interoperability helps users move their virtual items, including avatars, from one Metaverse project to another.

Real-time allows users to relish live experiences.

5. GameFi

What is GameFi?

GameFi is the next generation of games and brings innovative and diverse experiences to users. This concept has recently gained popularity in the gaming and blockchain industries. Now traditional video game users who had to pay to play online games are attracted to blockchain video games; Because in this game model, they can also receive rewards for their time and effort and earn money while having fun.

The main goal of the GameFi concept is to integrate financial systems into games with the aim of earning money from playing crypto-based games. These types of video

games use blockchain technology, which allows players to be the real and sole owner of their virtual elements in the game.

Different GameFi projects usually have a few things in common. For example, in-game items such as avatars, terrain, clothing, weapons, gold, tokens, and pets are typically provided in NFT form. You know that NFTs are the non-fungible tokens that prove the ownership of these digital objects.



Img1. Concept Image of Metaverse

6. Technologies

What are the key technologies powering the Metaverse?

The latest development of the Metaverse was made possible due to technologies like artificial intelligence (AI), the Internet of Things (IoT), AR, VR, 3d modeling, and spatial and edge computing.

- **Artificial intelligence (AI).** Artificial intelligence will play a crucial role in the inclusiveness and accessibility of the Metaverse to make it more functional and user-friendly.
- **Internet of Things (IoT).** One of the applications of Internet of Things in Metaverse technology is to collect and provide data from the physical world. For example, by collecting data related to climate change from the real world, it is possible to change the behavior of some objects in the Metaverse according to the weather conditions.
- **Blockchain.** Through smart contracts, metaverse can create and implement various rules related to the ecosystem's operation. Blockchain can include security, trust, decentralization, transparency, speed, scalability, accuracy and interactivity of a huge amount of data in the metaverse space.
- **3D modeling.** 3D modeling is a computer graphics approach for creating a three-dimensional digital representation of any surface or object. The Metaverse's 3D reality is crucial to ensuring the comfort of its consumers.
- **Spatial and edge computing.** Edge computing is a network-based cloud computing and service delivery paradigm. Edge provides end-users with computation, storage, data and application solutions like cloud computing services.
- **Augmented and virtual reality.** Virtual reality is the use of computers and technology to promote a man to interact with a 3-dimensional world or another sensitive atmosphere. These two concepts are the foundation of the metaverse.

7. Statistics

Metaverse Statistics 2023.

What we know today as the metaverse is still at the beginning of its evolution and its capacity to change the way we all live is unlimited.

- Metaverse's global market revenue is expected to reach \$54.95 billion in 2023. It is further expected that Metaverse will be worth 800 billion by the year 2028.
- Metaverse has 400 million monthly active users as of 2023.
- 36% of the metaverse market share is contributed by VR and AR technologies.
- In 2022, the gaming sector registered a revenue share greater than 27.17%, which was highest in the application segment.
- 45% of the metaverse revenue was generated in North America in 2022.
- Around 74% of the adults in the US have joined or will join the Metaverse.
- 25% will spend one hour or more than that each day in the Metaverse by 2027.
- 77% of people think that Metaverse can cause harm to reality.

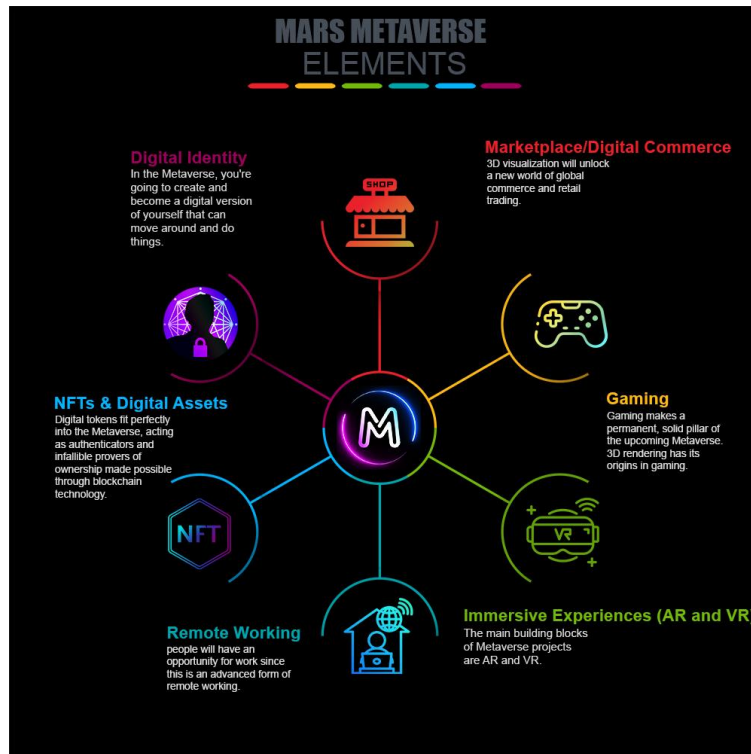
MARS



Your Journey Into the metaverse World Starts Here

1. What are the key elements of MARS Metaverse?

- **Digital Identity & Avatars.** Avatars are 2D or 3D images that represent the personality of users in the metaverse. They are actually visual identifiers to express the identity of people in the metaverse and can be fixed or mobile. These images may be similar to users' own faces;
- **NFTs.** Gamers will be able to earn money directly from a game by simply acquiring and selling NFTs. NFTs allow users to actually play the game, acquire rare items, land, and sell those items for real money. You can sell or buy NFTs on MARS NFT Marketplace or other marketplaces like Opensea.
- **Marketplace.** Metaverse also has its shops and virtual people can open shops. Users can buy all the virtual components like clothes, and shoes, and can be used in their avatar.
- **Gaming.** Metaverse allows you to meet, play, and walk with your family, and friends who are in the metaverse world. You can experience everything virtually in the metaverse world and it gives the feeling of a real-world experience.
- **Remote work.** Metaverse has the potential to address all the existing challenges of remote work. It provides managers with a virtual environment where they can meet employees (their avatars), communicate with them, read their body language, and retain in-person interaction. Moreover, the employer can resolve problems like time theft and goldbrick at the workplace by keeping track of the team inside a virtual office.
- **Extended Reality (XR).** Virtual reality glasses, headsets, and gloves allow users to experience the senses of sight, hearing, and touch in virtual reality. Shopping, virtual meeting with friends, virtual presence at work or school, participating in various events such as fashion shows, watching concerts and theaters or visiting museums and exhibitions are just a few of the experiences possible through virtual reality.



Img2. Key elements of MARS Metaverse

2. Technologies

What tools and technologies we will use to build our Metaverse?

Metaverse is a connected collection of different technologies; Therefore, each of these innovations affects the growth of others.

- Unreal Engine 5.** Unreal Engine is an open and advanced real-time 3D development tool for creating next-generation 3D projects, interactive visuals, and custom VR projects. Unreal Engine 5 will make it the bedrock for the next generation of Web 3 developments from metaverse experiences to movies, and of course, video games. Why we chose UE5: 1. Open World toolset for designing and developing games. 2.Next-generation real-time rendering. 3.Built-in advanced animation tool and characters. 4.Enhanced UI editor and much more.

- **Artificial Intelligence.** The contribution of AI in the creation of our Metaverse is reflected in the following segments: Avatar creation, Data learning, Language processing, Digital people (chatbots).
- **Web3.js.** Web3.js is a collection of libraries that allow you to interact with a local or remote ethereum node using HTTP, IPC or WebSocket. The web3.js library is a collection of modules that contain functionality for the ethereum ecosystem.
- **ARToolKit.** An open-source and free library that offers features like automated camera alignment, multi-language support, and compasses support to develop real-time applications.
- **NFT Development.** We will be using the following dependencies for minting NFTs: ERC721, ERC1155 Standards, OpenZeppelin Library, Solidity, Remix, and BSC.
- **MQTT.** MQTT is an OASIS standard messaging protocol for the Internet of Things (IoT). It is designed as an extremely lightweight publish/subscribe messaging transport that is ideal for connecting remote devices with a small code footprint and minimal network bandwidth.
- **Azure IoT hub.** Microsoft's IoT connector for the cloud, is a fully Microsoft-owned cloud service that enables a seamless connection between many IoT devices to a solution backend.
- And many more like JavaScript-based framework; React-native, Blender, HTML, CSS, Rust, Node.js, React Native, DocumentDB, MongoDB , etc.



Img3. technologies

3. Lands

How to buy lands in MARS Metaverse using native digital currencies?

This is the most direct method of buying land in our Metaverse and is more suitable for small and cheap purchases. To buy, you must first visit the Metaverse NFT market where you want to buy land. Then consider the location and design of the land you want and compare the prices and finally prepare a list of suitable options.

In the next step, connect the digital currency wallet compatible with MARS metaverse and use the digital currency (MARS Tokens) that this our world supports to buy or rent assets.

Fortunately, there will be almost cheap pieces of land in the MARS. Maybe these lands are located in not so famous areas and no branches of virtual restaurants and delicatessens can be found for long distances; But the possibility that the value of these lands will increase over time is very high.

Note: Approximately **20,000** land NFTs will be available for mint. The exact date, supply, and price will be announced via Official Website and Twitter.



Img4. Concept Image of Metaverse City

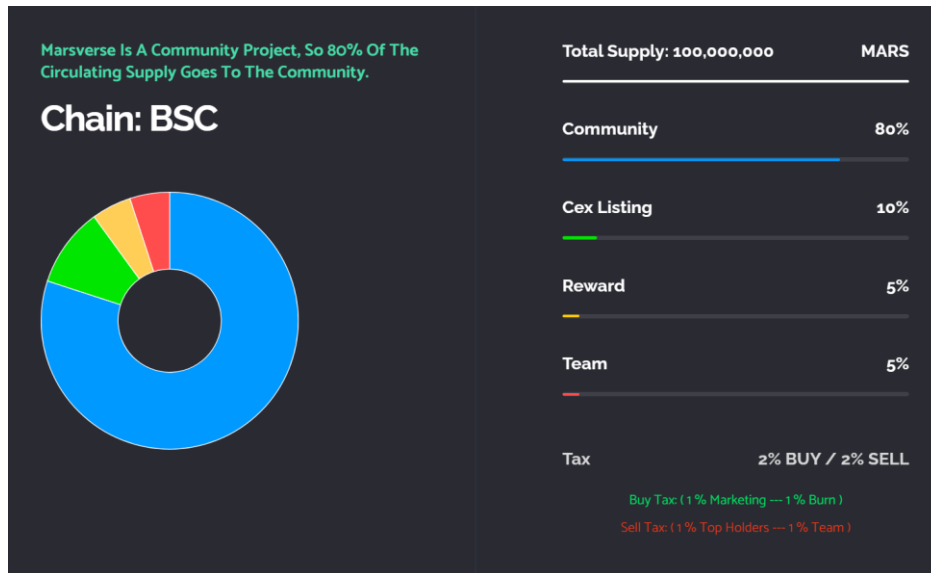
4. Token Metrics

A solid tokenomics helps the token's liquidity, which in turn ensures the vitality of the blockchain project and helps gain profit. Many investors consider tokenomics as one of the most critical factors when evaluating a crypto project.

MMS token is limited by a maximum quantity of **100 million** tokens and **will not be able to mint more**, which will be distributed according to the following allocations.

- **Community.** Mars is a community project, so 80% of the circulating supply is allocated to the community. 80,000,000 token goes for creating an initial Liquidity Pool on a DEX. Immediately after creating the initial liquidity pool, users can purchase the \$MMS on the decentralized exchange using a supported pair.
- **Cex Listing.** We have allocated 10% of the total supply - 10,000,000 for CEX listing in future.
- **Reward.** We allocated 5% of our tokens for "Ecosystem Rewards / Future Utility." The upcoming staking pools are a perfect example of this allocation. Airdrop is another. We will release this allocation according to a strategic vesting schedule to prevent sudden price drops.
- **Team & Advisors.** MARS has been developed and brought to market by one of the most innovative and experienced teams in the world. 5% of the total supply, which amounts to 5,000,000 tokens, is allocated and reserved for the team. Only the Founder will be able to withdraw what is necessary to pay for the team and finance the development of the project. A withdrawal can only be made by founder with extreme responsibility to not affect the whole ecosystem's value.

Note: We will lock all liquidity and Tokens at least for 6 months, and this cycle will continue.



Img5. Tokenomics

Tax (2%/2%)

- **Marketing.** We have allocated this tax for future marketing and development of Mars ecosystem.
- **Burn.** To regulate cost/supply ratio and prevent inflation, MMS token will permanently remove a share of tokens from circulation or "burn" them by transfer or buy.
- **Top holders.** Rewards are released as and when necessary to reward the top 50 token holders.
- **Team.** Allocated for distribution to the project team.

Please note that these allocations are according to a strategic vesting schedule to prevent sudden price drops.

Token Information

- Token name: Marsverse
- Symbol: MMS
- Total supply: 100,000,000 MMS
- Decimals: 18
- Token Type: Governance
- Blockchain Network: Binance Smart Chain
- Token type: BEP-20

Token Features

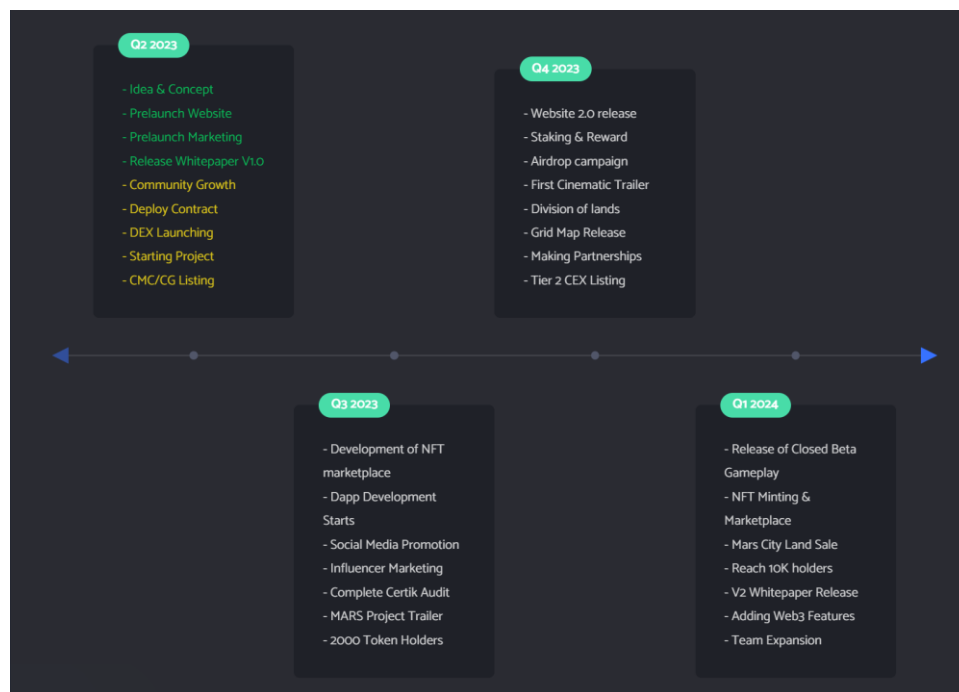
- Verified: Yes
- Mint: No
- Proxy: No
- Tax Modifiable: No
- Blacklist: No

Budget Allocation

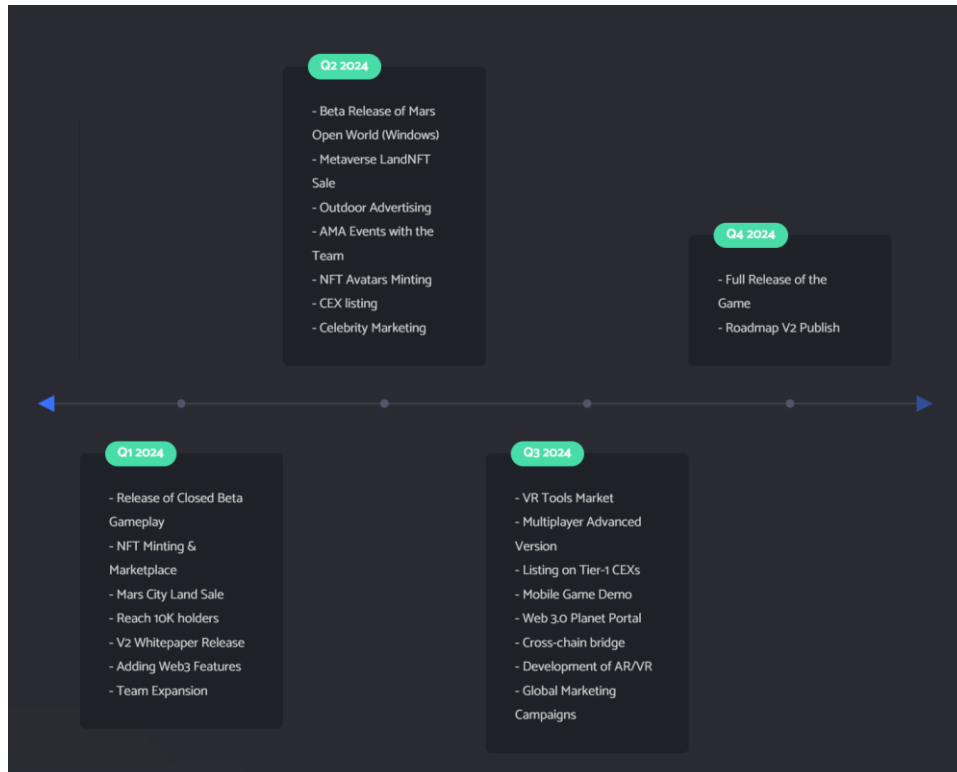
- Technical development: 60%
- Business development: 20%
- Marketing and Partnerships: 10%
- Legal and finance: 10%

5. Development Roadmap

Note: Roadmap milestones and deadlines are subject to change.



Img6. Roadmap P1



Img7. Roadmap P2

Important Note: The information provided in this whitepaper is not investment advice, financial advice and trading advice. The MARS team does not recommend that any cryptocurrency should be bought, sold, or held by you. By purchasing the MMS token, you agree that you are not purchasing a security or investment and you agree to hold the team harmless, and the team is not responsible for any losses or taxes you may incur. You should consult your own legal, financial, tax, or other professional advisors regarding any such information.

Social networks

Our social networks are:

- Telegram: https://t.me/Mars_Token
- Twitter: https://twitter.com/mars_token2023

Our support team is available around the clock to respond to your emails and queries. For marketing, promotional and partnership proposals we kindly request you contact us via e-mail to: mail@marsmultiverse.com

FAQs

Should I have virtual reality devices to access Metaverse?

You don't need to have virtual reality devices to access Metaverse, and sometimes only a smartphone can connect you to many Metaverse platforms.

Is There Only One Metaverse?

Even though the Metaverse has yet to exist as a concept entirely, we already have several Metaverse Worlds. However, when the technology reaches the required development point, there will only be one Metaverse.

Will The Metaverse Replace Real Life?

The concept of the Metaverse does not imply the technology to become a direct replacement for real life. However, some users might find themselves submerged for a more prolonged time than others.

Who will own the metaverse?

In its strictest and legal sense, no individual "owns" the metaverse.

What programming languages are used for metaverse development?

C#: Widely used for Unity-based game development and VR experiences

C++: Often used for game engines and graphics programming

JavaScript: Used for web-based metaverse development, including interactive websites and 2D/3D graphics

Python: Commonly used for artificial intelligence and machine learning applications within the metaverse

Rust: Used for blockchain development and decentralized applications in the metaverse

Solidity: Used for smart contract development on the Ethereum blockchain

Web3.js: JavaScript library for interacting with the Ethereum blockchain and developing decentralized applications

Is The Metaverse Open?

The core concept of the Metaverse implies it being an open artificial space or environment. It incorporates an aspect of accessibility, where users can join the Metaverse from any internet-connected device, including smartphones, tablets, desktops, and of course, XR headsets.