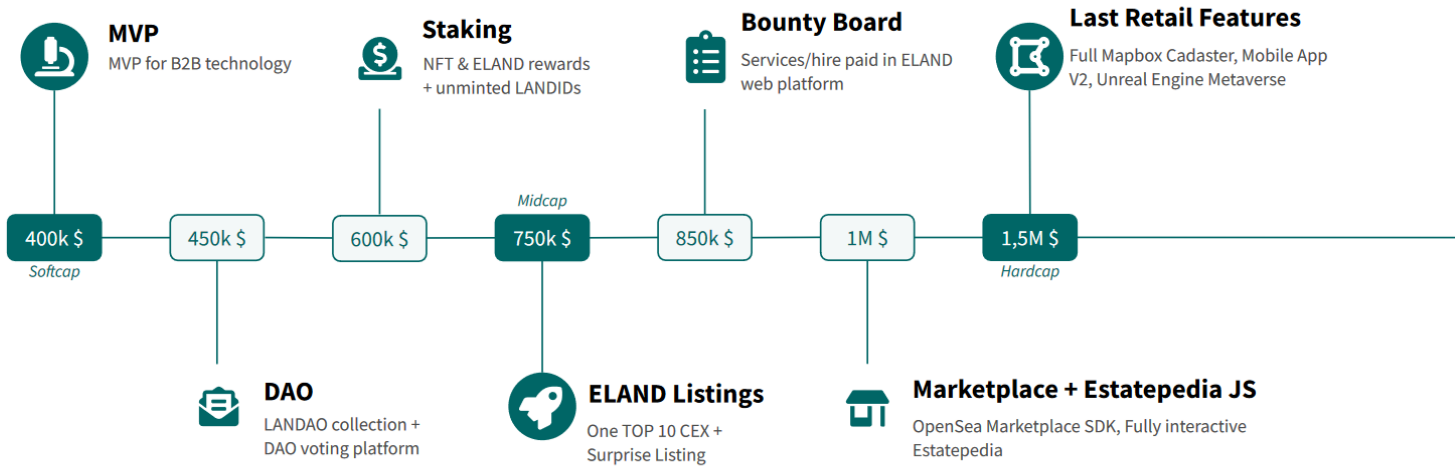


Crowdfunding Milestones

Features unlocked by funds raised tiers



1. Tech (Softcap)



Our first goal and soft cap, and the main reason for this fundraising effort, is to finance our technology for two purposes. Our B2B application in the medium and long term for real estate professionals and our B2C application in the short and long term to benefit our investors directly: "Preserving Human Heritage by Etherland."



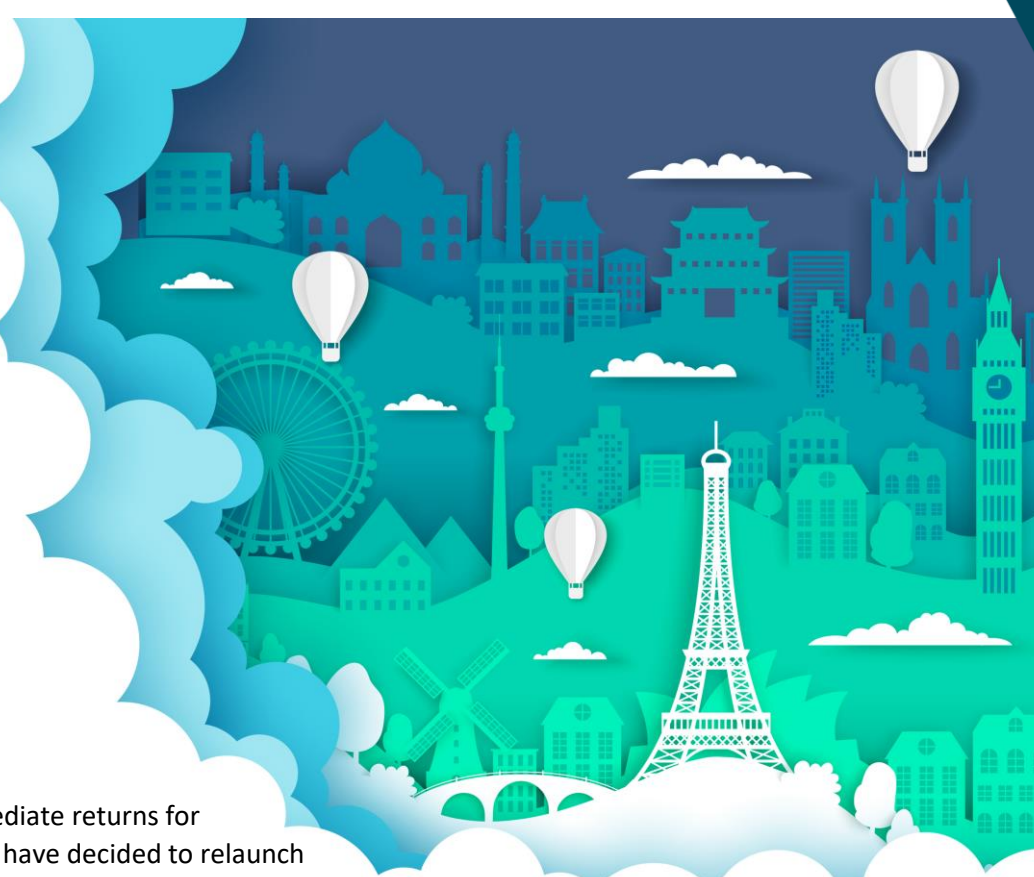
a) B2B



To implement our technology in the B2B sector, we plan to create the first decentralized platform dedicated to storing, managing, and processing real estate documents. Our technology will significantly reduce the delays and costs of managing, searching, and reissuing documents for key players in real estate. It will also facilitate the circulation of documents within companies and with various external stakeholders, such as notaries and governments, by implementing an innovative permissioned system automating the file access process. Additionally, it will contribute to compliance with current and future regulations, particularly those related to ESG, which will soon become central elements for real estate.

Unfortunately, we cannot target retailers reliably for this application scenario, hence our B2B focus. However, even if our users cannot benefit directly from those B2B products during the first years of our commercial launch, they will still benefit from our success in this market segment through the ELAND utility token that will serve as currency for all our transactions. **See "MVP Development.pdf".**

b) B2C



To address this lack of immediate returns for crowdfunding investors, we have decided to relaunch our B2C segment, which was initially scheduled for later in our development.

To apply our technology in the B2C sector, we plan to create the first decentralized global database dedicated to our planet's landmarks, gathering information about natural wonders and monuments throughout the ages. NFTs are minted to represent each landmark and integrate a link to curated data, such as videos, 3D representations, photos, and documents. Accessible to everyone through our "Estatepedia" platform, this data will contribute to preserving and sharing collective history. Through a Bounty program (detailed further), holders will be able to better their NFT's content and appearance by seeking the community's contribution while offering financial rewards. They will also receive rewards through events & grants on special occasions.

c) Last details

This milestone and minimum threshold will not only finance technological development but also include the budget for operational marketing and the possibility of financing other basic features if necessary.

The crowdfunding rewards unlocked by the softcap will not include the NFT Lottery & NFT Top 15 Privilege or Staking's NFT Minting Credits. **See "Reward Tiers.pdf"**.



2. DAO



To allow the community to feel involved in the decisions of the project, we will create a Decentralized Autonomous Organization (DAO) where our users will have the right to vote, allowing them to decide on strategic orientations for the B2C, crypto Etherland company and its development.

It means that for all of Etherland's B2C products and features (like Staking, Bounties, Listings, the DAO itself, ...), users will be able to modify their behavior through proposals and votes of the DAO.

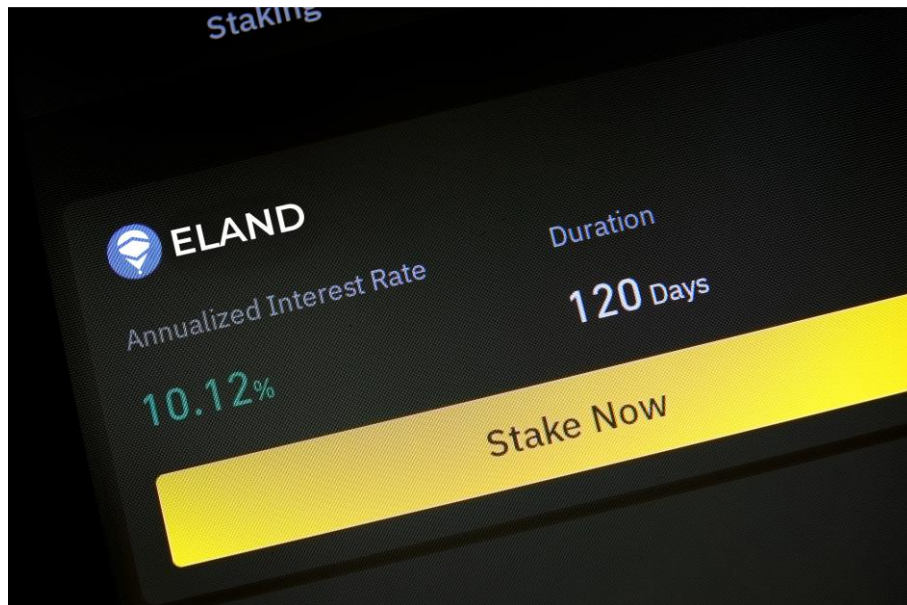
On top of releasing a new DAO NFT collection (LANDAO), we will also bring utility to the legacy collection (LANDID) by introducing a Voting Power (VP) algorithm based on the country of the NFT. All crowdfunding investors will receive an investment certificate NFT (INVCERT) granting VP. Users not owning LANDAO, LANDID, or INVCERT will still be able to receive VP and vote using their ELAND holdings.

It is to be noted that NFTs & INVCERTs are favored to total more VP than ELAND. This is made willfully to reinforce NFTs' utility, bring back interest in trading them, and globally increase their potential worth. **See "DAO explainer.pdf" for details.**



3. Staking + LANDIDs

a. Staking:



The staking mechanism follows several major incentives. First, it is a much-requested feature amongst our community for the obvious reason of adding utility to the ELAND token. In our case, it is also a wonderful opportunity to enrich our reward ecosystem and add a new vector to enable users to generate worth and utility for their ELANDs and NFTs.

In fact, our design encompasses two aspects: NFT & ELAND rewards.

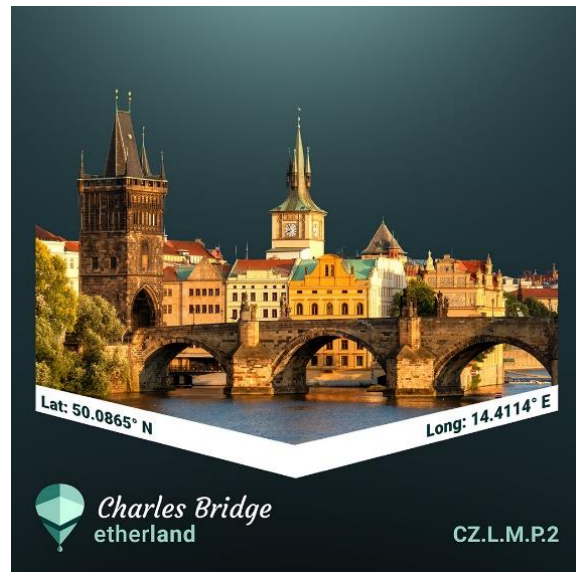
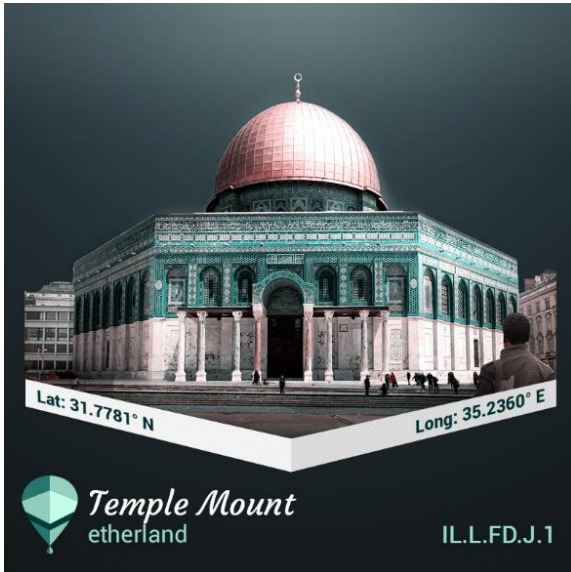
The first classical mechanism, ELAND APR/APY returns over staked liquidity, will behave as all other regular staking incentives. A formula will adequately provide returns in ELAND tokens to investors who decided to provide liquidity to our Pancake Swap trading pair, being increasingly rewarding the more is staked.

On the other hand, we were also keen on providing means for our users to create more NFTs and subsequently create new opportunities to benefit from the most weighted DAO Voting Power pool: our NFTs. The conditions for minting new NFTs are as follows:

- All wallet addresses will have a total of 3 NFT Minting Credits.
- After 1000\$ worth of ELAND staking rewards are cumulated, users can exchange their 1000\$ worth of ELAND for the ability to use one NFT Minting Credit.
- If this investment tier is reached, the reward tiers will grant bonus NFT Minting Credits to crowdfunding investors, allowing for increased starting total NFT Minting Credits for their wallets.
- Even though the starting total NFT Minting Credits are set for all wallets the same, excluding crowdfunding bonuses, it is not finite. We might distribute NFT Minting Credits to users at a selective amount in future events or commercial collaborations.

See *"Staking Explainer.pdf"* for details.

b. LANDIDs



Along with the staking mechanism, we will release the 17 unminted LANDIDs of the initial collection, adding more opportunities to become a lucky LANDID NFT holder.

4. ELAND Listings (Midcap)

a. Listing on top 10 exchange + Surprise Listing

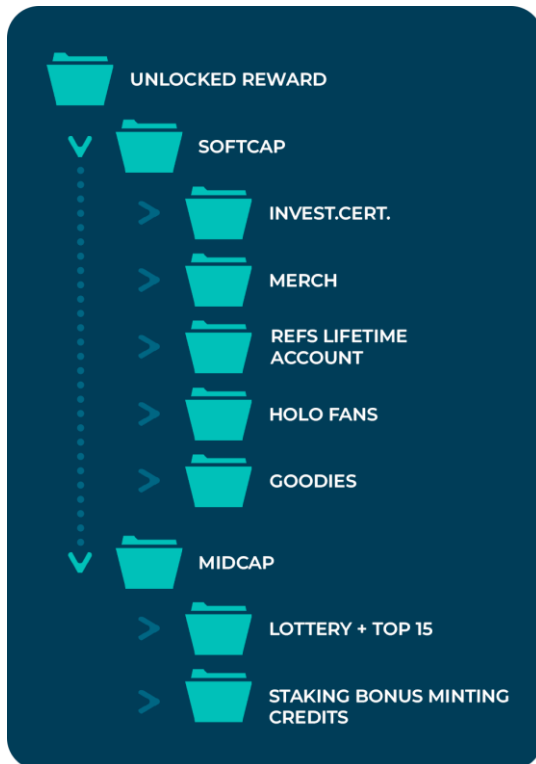


As requested by many of our users, we are glad to announce that the midcap unlocks the long-anticipated listing of the ELAND token on a top 10 exchange! This listing will result in a healthy, high-quality trading pair and many co-marketing activities, increasing exposure and attractiveness to the ELAND token.

We also intend to add another undisclosed listing to increase further the outreach of the ELAND token to the top 10 exchanges' trader community.

Together with our marketing and market-making efforts, these two listings will guarantee a stable user base and increased fidelity and activity into the ELAND token.

b. Midcap Rewards Unlocked



As the midcap is attained, two rewards from the reward tiers unlock:

- NFT Minting Credits (staking mechanism)
- NFT Lottery Entry Tickets

The NFT Lottery will be subsequently unlocked, enabling all users to be eligible for the distribution of LANDIDs, LANDAOs, and one custom LANDID.

See *“Reward Tiers.pdf”* & *“Lottery Documentation.pdf”*.

5. Bounty Board

Our web-based bounty billboard is meant to incite people to exchange their skills against rewards. Users will be able to create bounties asking for content for their NFTs against a reward in ELAND, and others will undertake them from the billboard after reviewing the conditions.

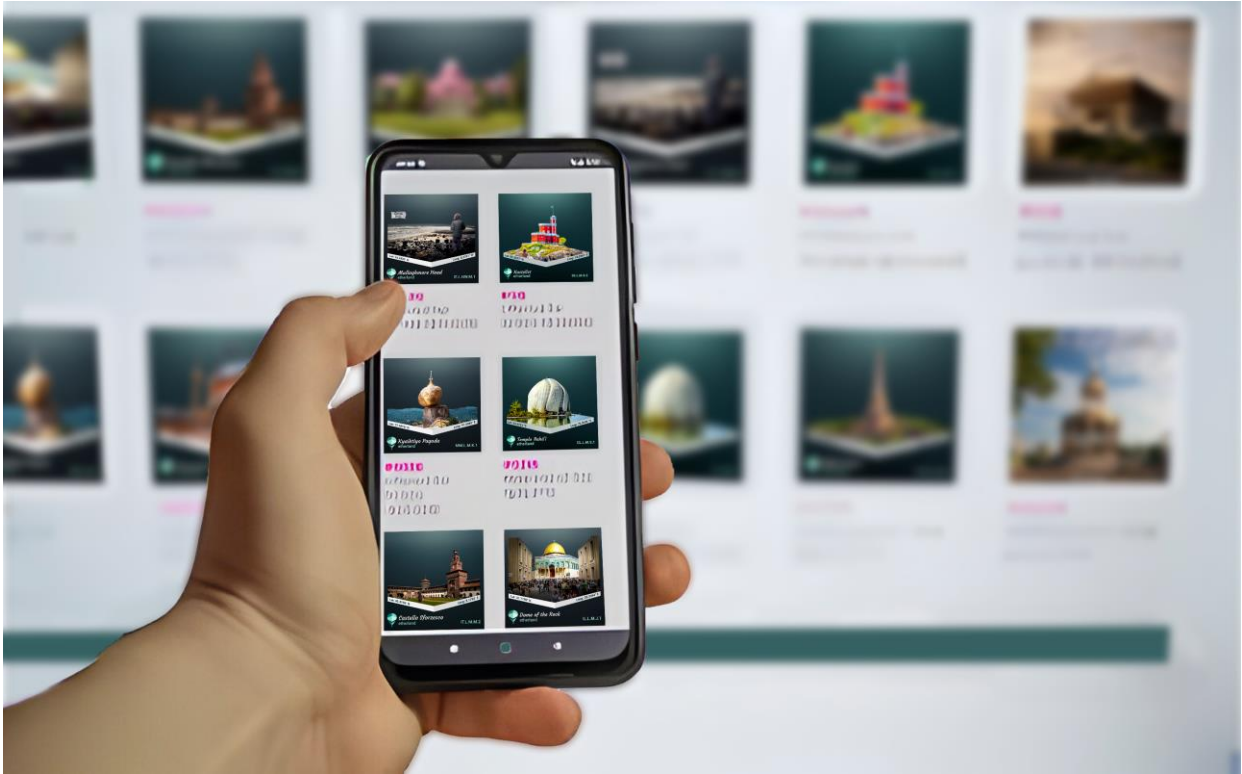
The home page will display previews of earnings waiting to be claimed, and a dedicated earnings page will allow users to collect their earnings daily.



This is the last feature of the reward ecosystem, adding another layer of utility to the ELAND token and enabling more synergy between ELAND holding & NFT ownership.

6. Marketplace + EstatepediaJS

a. Marketplace



Our custom marketplace will combine all our collections, such as LANDIDs, INCERTs, and LANDAOs, in one convenient location.

With the help of OpenSea's SDK, we can customize the product pages and integrate app components like our Private Filesystem or the Mapbox Cadaster as a bridge between products.

This ensures all users can access every product and functionality while raising the interoperability standard. At Etherland, we believe that convenience is critical, and our custom marketplace will be built with that in mind.

b. EstatepediaJS



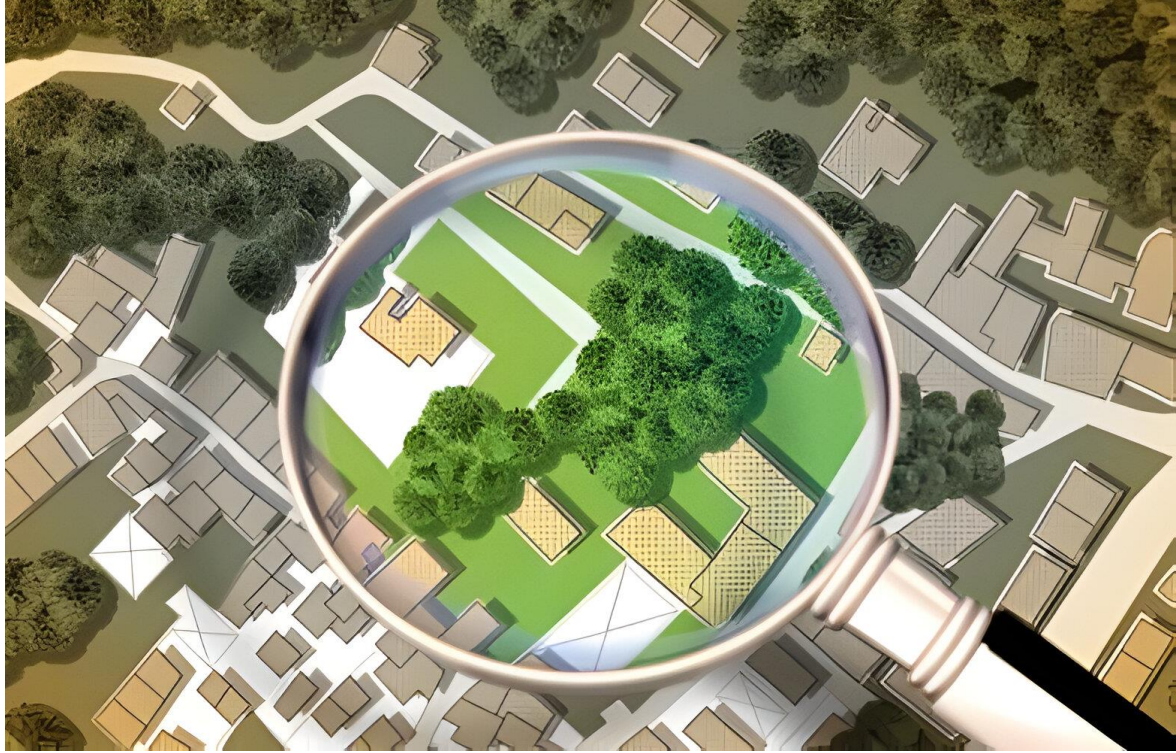
We will upgrade the Estatepedia to a full-JS website to enable it to become an interactive platform, adapting its output content to the user's authentication level and integrating the REFS, ProApp products, and their functionalities, like the Semi-Private Folders or a wider deployment of our APFA (Automated Permissioned File Access).

This will enable the public-facing part of all our stored data on real-estate properties to be displayed and lay the first brick towards onboarding retail customers.



7. Last Retail Features

a. Full Mapbox Cadaster



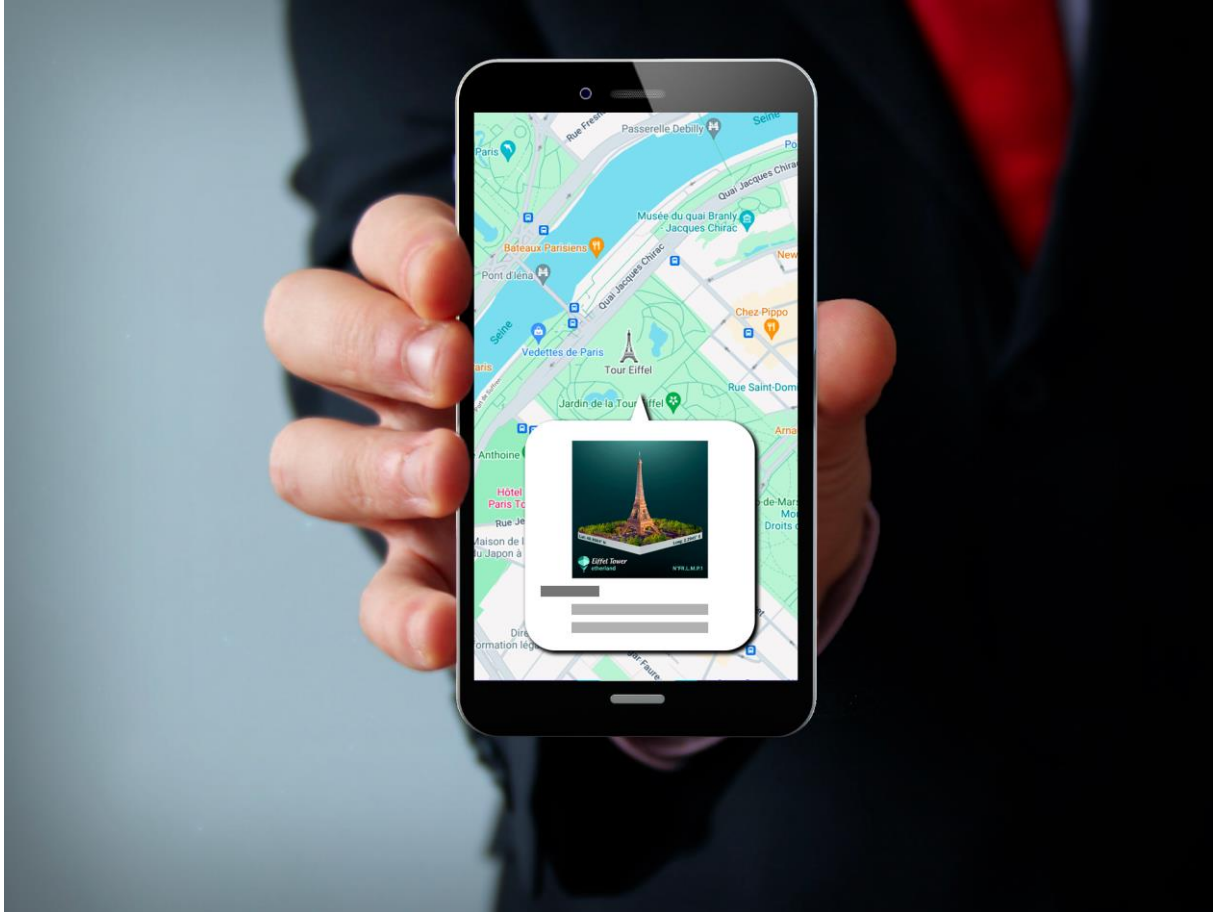
In the prevision of our Mobile App version 2.0 and our cadaster, we must create a custom map integrating data elements from all our digitalized Landmarks and properties. The amount of information displayed about tokenized places will depend on their category. For example, there will be far more information on the map and the pop-ups for properties in the Landmarks than in the Residential category.

As the primary goal is to support the Landmarks collection and subsequent mobile applications, the filter will be set by default on “Landmarks.” Some basic cadastral features will be already implementable at this stage, like land plot isolation, but will be thoroughly addressed later down the roadmap.

Our Mapbox Cadaster Evolution aims to push the integration of traditional cadastral features further, looking ahead to integration or even replacement of legacy services.

In fact, as a data storage platform, we have a wealth of information that we can display over the classic land plot and surface provided by current state-digitalized cadasters like France’s. This will even allow us to combine our modern satellite mapping data with legacy paper-based documents for better accuracy and traceability. It will prove to be great for tracking the evolution of certain zones and greatly facilitate urban planning.

b. Mobile App v2



The Mobile App 2.0 will have the same base functionalities as the current app, such as the map and AR catching game. However, this version will incorporate all the data on Landmarks from the legacy collection and enable users to walk through a city while learning more about the surrounding monuments with the AR mode.

On top of that, it will integrate new priorities, such as the bounties system and a creation tool. The idea is for the app to be a pocket update tool for the bounty hunter.

The user can undertake a bounty and plan his content hunt at home on his computer, then head outside and add information to the draft with his phone. The creation tool will allow users to start a Landmark tokenization draft from their phone while traveling in an Ingress-beta fashion.

c. Unreal Engine Metaverse



Our vision for the Unreal Engine Cultural Metaverse is to create an immersive experience that enables players to explore the monuments of the Lost Worlds and learn about their historical significance.

We will rely on our skilled 3D modeling team to create the 2D visuals beforehand to achieve this.

The last steps will involve designing and detailing the interior spaces and adding small elements such as pots, chairs, rugs, and painted pieces.

We plan to collaborate with specialized game designers and architects to ensure that the layouts and lighting of the interior spaces are of the finest quality, as well as historians for the accuracy of the representations.

For more: [Preserving Human Heritage With Etherland's Landmark Digitalization](#)

