

# THE KEYS METAVERSE

## OFFICIAL LITEPAPER

A REAL-ESTATE-CENTRIC PLAY-TO-EARN DIGITAL UNIVERSE  
POWERED BY KEYS TOKEN.

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# EXECUTIVE SUMMARY

The KEYS Metaverse is a first-of-its-kind universe built for the evolution of real estate, business, socialization, interaction, commerce, and entertainment. Our vision is to give users the ability to progress through all the different layers of real estate: from buying land to establishing a residence, starting a business, monetizing their assets, hosting events, and socializing. We want to democratize access to the real-estate industry by allowing everyone to participate, regardless of geography, age, race, or socioeconomic status.

Our community will be directly involved in creating the KEYS Metaverse, leveraging easy-to-use tools for ideating and establishing their own mansions, businesses, event venues, in-game assets, and mini-games.

Value-added engagement features for KEYS Metaverse community members will include frictionless entry points, auto-generated social content, 3D creator engine for real estate, and economic design that allows all participants to share in the value created. Our main differentiator will be the KEYS proprietary metaverse engine which allows for the decentralized streaming of AAA game-quality content to any device, from mobile to desktop to VR.

The deep insights and 3D data we collect from our metaverse will be used to incentivize our community with the ability to create and capture value at each area of their participation. Giving users the ability to share personalized content will scale discovery of the KEYS Metaverse and facilitate relationships with enterprise and brand partners.

We believe in a future where users are not bound by the limitations of our physical world. By allowing our community to live, work, interact, and socialize in a world that they've built, in spaces that could not exist in our world, we aim to revolutionize the future of real estate.



# METaverse SPECTRUM





# KEYS TOKEN

KEYS Token will be used to facilitate business activities, transactions, and generate value in the KEYS Metaverse. Community members will be able to use KEYS for purchasing land and assets, facilitating business operations, customizing their avatar, and buying and selling products and services. Additionally, KEYS Tokens will also be used for creating mini-games and getting paid for playing them.

Regular KEYS Token giveaways will be used to incentivize metaverse adoption and content creation.



# METaverse ACTIVITIES

The KEYS Metaverse will feature a broad scope of engaging business, marketing, social, and gaming experiences including but not limited to:

1. Building places to live, work, and hang out using our creator tools.
2. Buying, selling, and renting residential and commercial metaverse real estate.
3. Hosting events.
4. Attending events.
5. Showcasing NFTs.
6. Launching a metaverse business.
7. Creating and flexing social-media content.
8. Flexing your Meta Mansion.
9. Creating metaverse assets to buy and sell in the marketplace.
10. Advertising.
11. Hanging out with celebrities / notable people.
12. Playing brand-sponsored mini-games to earn KEYS Tokens.



# ECONOMY

We are aiming to reimagine every aspect of the real-estate industry and its adjacent business opportunities by bringing them to KEYS Metaverse without limitations. Metaverse users will have the ability to tokenize virtual land, digital assets, and digital experiences as well as trade them openly in our marketplace. We've already established partnerships with creators and industry professionals in the following sectors:

1. Architecture
2. Real-Estate Brokerage
3. Interior Design
4. Landscaping
5. Advertising
6. Furniture Design
7. Rentals
8. Consulting

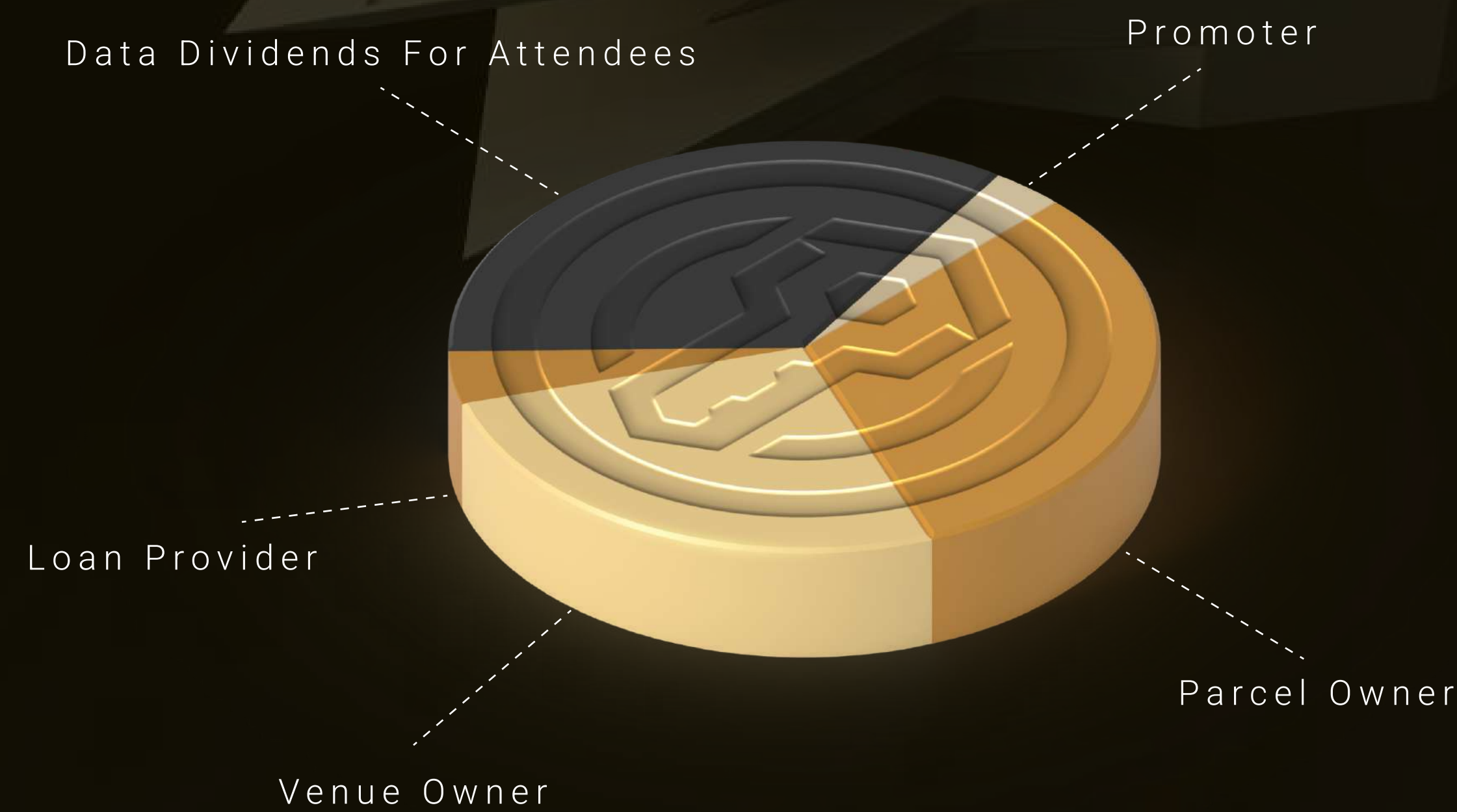
The possibilities are limitless, and we plan on expanding to include many more market sectors. The KEYS Metaverse community will have the ability to vote on additional services to include within the ecosystem. We will be incentivizing metaverse adoption and content creation through regular KEYS Token giveaways. And our community will be able to build and create residences, businesses, and venues for rewards within in the Metaverse by participating in KEYS and brand-sponsored contests for categories such as:

1. Best New Residential Design – Interior
2. Best New Residential Design – Exterior
3. Best Advertising Campaign
4. Best Meta Mansion Renovation
5. Most Profitable Build – Commercial
6. Most Impressions on Shared Social Content

# EVERYONE EATS

The KEYS Metaverse economic framework will incentivize users to participate within the digital environment by creating opportunities to earn rewards and revenue in crypto.

Users will be able to earn KEYS Tokens by attending events, sharing event data, promoting an event, owning a venue, owning a parcel, providing a loan for the event to take place, and much more.





# UNREAL ENGINE 5

The KEYS Metaverse is being built on Unreal Engine 5, the most advanced game engine on the market for building AAA and Hollywood-calibre visual graphic environments and experiences.

Choosing UE5 as the engine for the KEYS Metaverse allows our team to create a next-generation immersive experience that captivates audiences and differentiates between existing Web3-integrated metaverse projects.



# METaverse ENGINE

Our proprietary KEYS Metaverse engine leverages the world’s leading technologies to set a new standard of quality, accessibility, and immersiveness in the gaming, metaverse, and Web3 industries.

What is the purpose of the KEYS Metaverse engine? To create a universally accessible metaverse by delivering best-in-class AAA graphics streamed from servers, owned by KEYS, to every device.



# BLUEPRINT

The Meta Mansions Blueprint is designed around merging your NFT experience between the physical and digital worlds.

## 1.0 Settle (Q2 2022 – Q4 2022)

- ✓ Buy and sell land in KEYS Metaverse
- ✓ Auto-generated social content
- ✓ Meta Mansion creator tool (BETA)

## 2.0 Live (Q4 2022 – Q4 2023)

- ✓ Design your own buldings
- ✓ Hire real-estate professionals
- ✓ Furnish your Meta Mansion
- ✓ Create and customize your avatar
- ✓ Host and create in your mansion
- ✓ Play-to-earn construction game
- ✓ Explore the metaverse (BETA)



# BLUEPRINT

3.0

Earn (Q2 2023 – Q3 2024)



Design your storefront / business



Establish brand partnerships



Buy/sell/transact services (BETA)



Explore the metaverse (ALPHA)



Attend and host events (BETA)

4.0

Socialize (Q3 2023 – Q4 2024)



Full metaverse experience



Attend and host events



Play/create mini-games



Walk, drive, teleport, and more

# NEXT-GEN PARCEL MAP

The KEYS Metaverse story begins with a completely new approach to the traditional parcel map and land sale. Our development team designed the world's first 2.5D parcel map featuring 88,888 unique plots of land to ensure the most immersive and high-quality experience.

**88,888**  
TOTAL PLOTS OF LAND

**80,000**  
COMMERCIAL PLOTS

**8,888**  
RESIDENTIAL PLOTS





# META MANSIONS

A collection of 8,888 luxury residences built on Ethereum. The core residence and genesis NFT collection of the KEYS Metaverse. Mint a mansion, and become a legend.

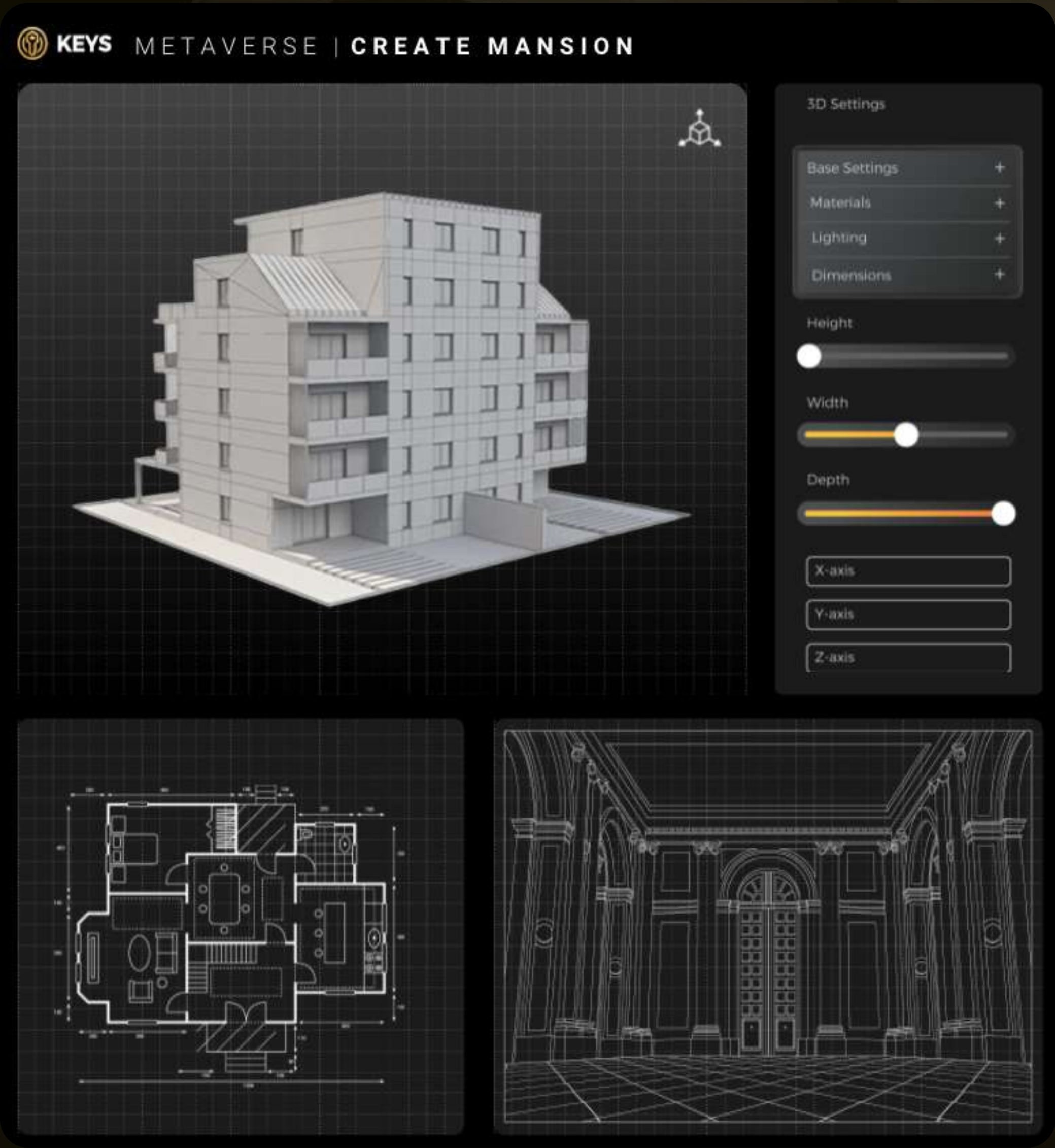
Each Meta Mansion will mint with an airdropped plot of land and become a fully interactive, customizable, and liveable environment in high-fidelity VR/AR/3D space. Users will be able to monetize their property as well as gain unique access, benefits, and discounts within the KEYS Metaverse.





# CREATOR TOOLS

Build residences, commercial real estate, businesses, and venues with our easy-to-use proprietary creator tools.

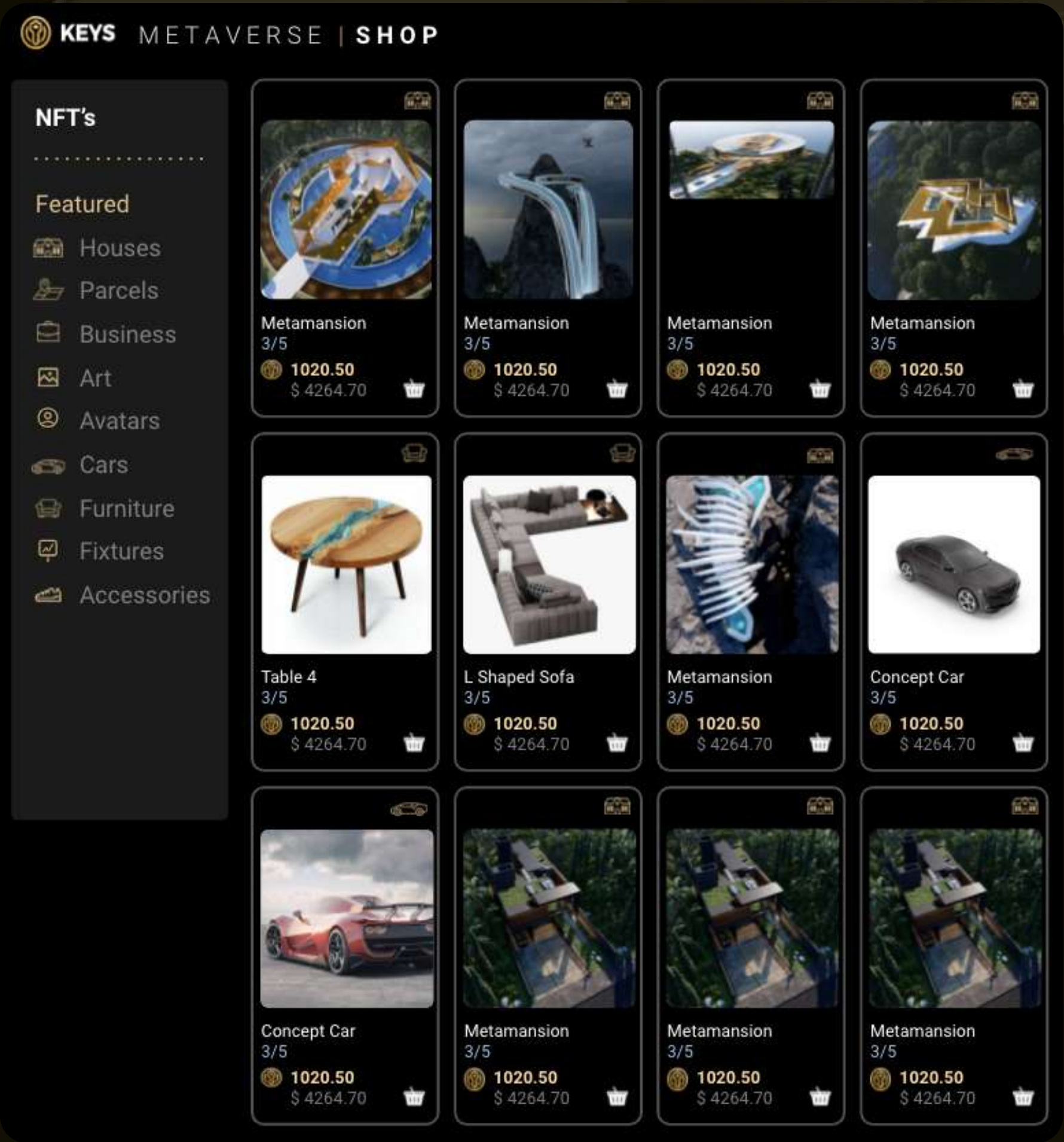




# MARKET & AUCTION

KEYS Marketplace enables users to buy and sell assets related to the KEYS Metaverse—from Meta Mansions to land parcels, vehicles, avatars, furniture, art, and much more. Creators will be able to set up Marketplace listings for assets they’ve produced.

Users will also be able to contract Metaverse business services through the KEYS Marketplace.



# METaverse DASHBOARD

Our KEYS Metaverse dashboard will provide personalized user insights about the impact of their participation, from profit on their land sales to engagement times at their events.


KEYS ecosystem metrics will also be readily accessible to our community.





# COMPETITIVE LEADERBOARD

See how you stack up against your friends, family, top KEYS holders, and the most effective business minds in the KEYS Metaverse.

KEYS METaverse | LEADERBOARD





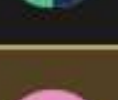
Most Parcels

Most KEYS Held

Most Meta Mansions

Highest Engagement

Gross Revenue

#		NAME	KEYS
1.		Daryl G	17.345 M
2.		Sofia M	15.234 M
3.		Rajinder C	14.354 M
4.		Soo Lin K	12.744 M
5.		Jamal W	10.925 M
6.		Natalia S	11.723 M
1,100,456.		Miguel L	45,704

# FLEX YOUR METAVERSE

Our KEYS Social Content Engine creates your content for you, in every format, for every platform. Just like AAA games create highlight reels of your best moments, our content engine will create user-branded, data-driven video clips that can easily be exported and shared on social media.

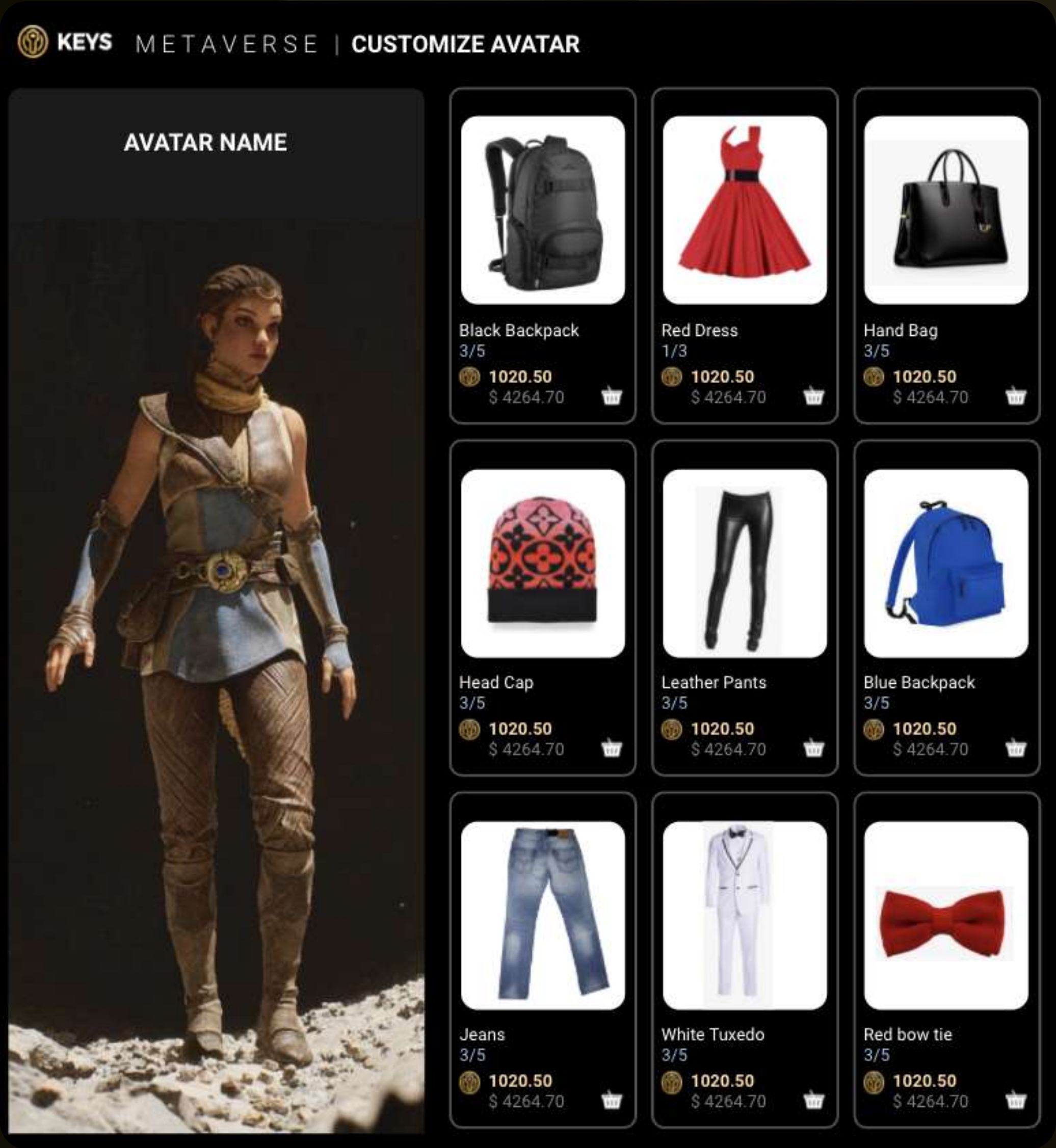
- 1. Share and flex your Meta Mansions
- 2. Showcase your business
- 3. Share footage from events you’ve hosted or attended
- 4. Generate buzz about your upcoming KEYS Metaverse projects, business ventures, or events





# AVATARS

The KEYS Metaverse will feature the most advanced metaverse avatar creator in history by integrating UE Metahumans and customization. As a user you will be able to fully customize your Metahuman avatar, mint it as an NFT, and customize your movements and animations.





# MOVE IN YOUR AVATAR

Move your favourite NFT Avatar into your Meta Mansion and discover new possibilities for social networking in the emerging space of web3.



**BAYC #2170** MOVED INTO A META MANSION.

# LOYALKEY

## KEY HOLDER (100 – 10,000 KEYS)

- 1. Data tracking toggle (on/off)
- 2. Ability to purchase assets on the KEYS Marketplace
- 3. Ability to monetize metaverse assets through rentals

## KEY COLLECTOR (10,000 – 100,000 KEYS)

- 1. All benefits from previous tiers
- 2. Ability to earn data dividends when data tracking is turned on
- 3. Access to KEYS NFT Avatar Creator
- 4. Fee reduction on all transactions

## KEY STACKER (100,000 – 500,000 KEYS)

- 1. All benefits from previous tiers
- 2. Ability to open businesses in the KEYS Marketplace
- 3. Access to business-creator tools
- 4. Land-sale whitelist
- 5. Increased fee reduction on all transactions

## KEY WHALE (500,000 – 1,000,000 KEYS)

- 1. All benefits from previous tiers
- 2. Complimentary access to all KEYS events
- 3. Early access to new features, events, spaces, and games
- 4. Increased fee reduction on all transactions
- 5. Access to business-marketing tools



# LOYALKEY

## KEYCard

- 1. All benefits from previous tiers
- 2. Complimentary access to all KEYS events
- 3. Early access to new features, events, spaces, and games
- 4. Increased fee reduction on all transactions
- 5. Access to business-marketing tools

## KEY MAMBA (1,000,000+ KEYS)

- 1. All benefits from previous tiers
- 2. Complimentary access to all KEYS events
- 3. Early access to new features, events, spaces, and games
- 4. Increased fee reduction on all transactions
- 5. Access to business-marketing tools

## MEGA MAMBA (4,000,000+ KEYS)

- 1. All benefits from previous tiers
- 2. No fees on all transactions in the KEYS Metaverse
- 3. Complimentary access/use of KEYS Marketing Channels
- 4. More benefits coming soon

# THE TEAM

We’ve handpicked our team from the world’s top AAA game and Hollywood studios to bring the best-in-class graphics, engineering, and scaling solutions to the KEYS Metaverse.

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| 1. CTO                             | 17. Lighting Artists              |
| 2. Creative Director               | 18. FX Artists                    |
| 3. Story Designer                  | 19. Layout Artists                |
| 4. Sound FX Director               | 20. Pipeline Technical Directors  |
| 5. Product Manager / Producer      | 21. Front-End Tech Leads          |
| 6. Unreal Engine Developers        | 22. Front-End Engineers           |
| 7. Fullstack Blockchain Developers | 23. Graphics Engineers            |
| 8. Game Engineers                  | 24. Back-End Tech Leads           |
| 9. Game Economy Designer           | 25. Back-End Engineers            |
| 10. Technical Art Directors        | 26. DevOps                        |
| 11. Concept Artists                | 27. QA Engineers                  |
| 12. Texture Artists                | 28. Business Development Managers |
| 13. 3D Generalists                 | 29. Security Engineers            |
| 14. 3D Animators                   | 30. Marketing Managers            |
| 15. Riggers                        | 31. Customer Support              |
| 16. CFX Artists                    | 32. Happiness Manager             |



# WEB2 – WEB3

Our in-house Web2 social-media distribution network reaches upwards of 300,000,000 unique accounts per month. The network consists of a powerful collection of accounts including:

- @keys
- @inspiringarchitect
- @houses
- @mymodern.interior
- @millionaire.life.style
- @interiors.media
- @metamansions.nft

**15M**  
FOLLOWERS

**300M**  
REACH PER MONTH

**\$40M**  
SOLD ON INSTAGRAM





# THE VISION

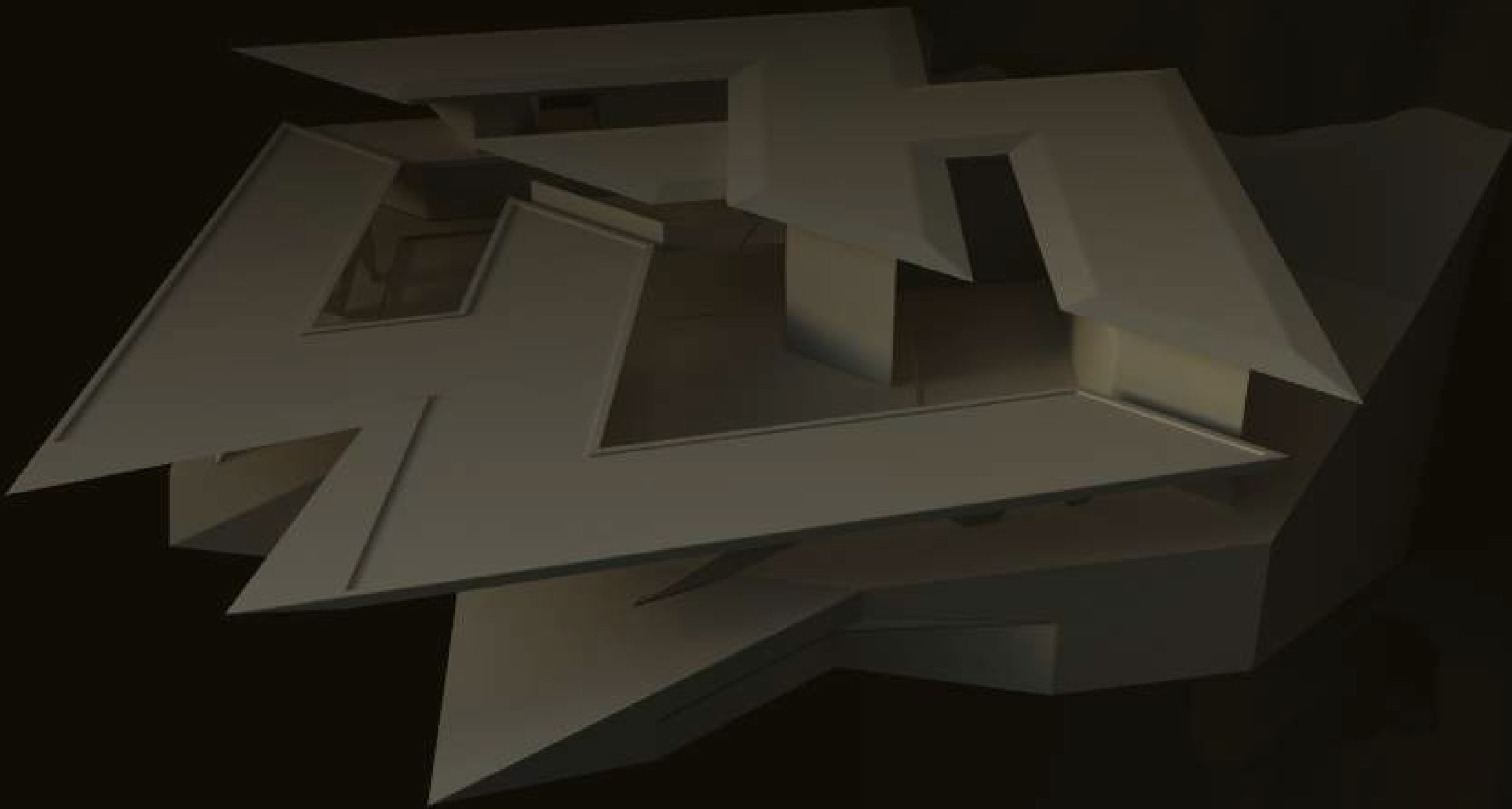
The KEYS Metaverse is a reimagined virtual world with the goal of bridging the physical and digital real-estate industries and providing opportunities for the KEYS community to live, earn, play, and socialize.

By democratizing access and scaling participation in the real-estate industry, we envision unlocking creativity and economic opportunity that could not exist in our physical world because of the barriers to entry.

Our vision will come to fruition in the coming months with our commitment to creating ongoing value for the community, establishing partnerships, and revolutionizing the real-estate industry.







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