

What's the hype behind

# THE **SANDBOX**



constitute



The Sandbox is  
a decentralized  
virtual world  
with a P2E  
ecosystem.

THE  
**SANDBOX**



# Decentralized =



central server



blockchain technology

to store data and  
transactions



# Play-to-Earn (P2E) =



Create



Purchase



Trade

digital non-fungible  
assets (NFTs) and  
convert them **for fiat  
currency.**



Don't let the cubes  
fool you: **The Sandbox**  
**is nothing like**  
**Minecraft or Roblox!**

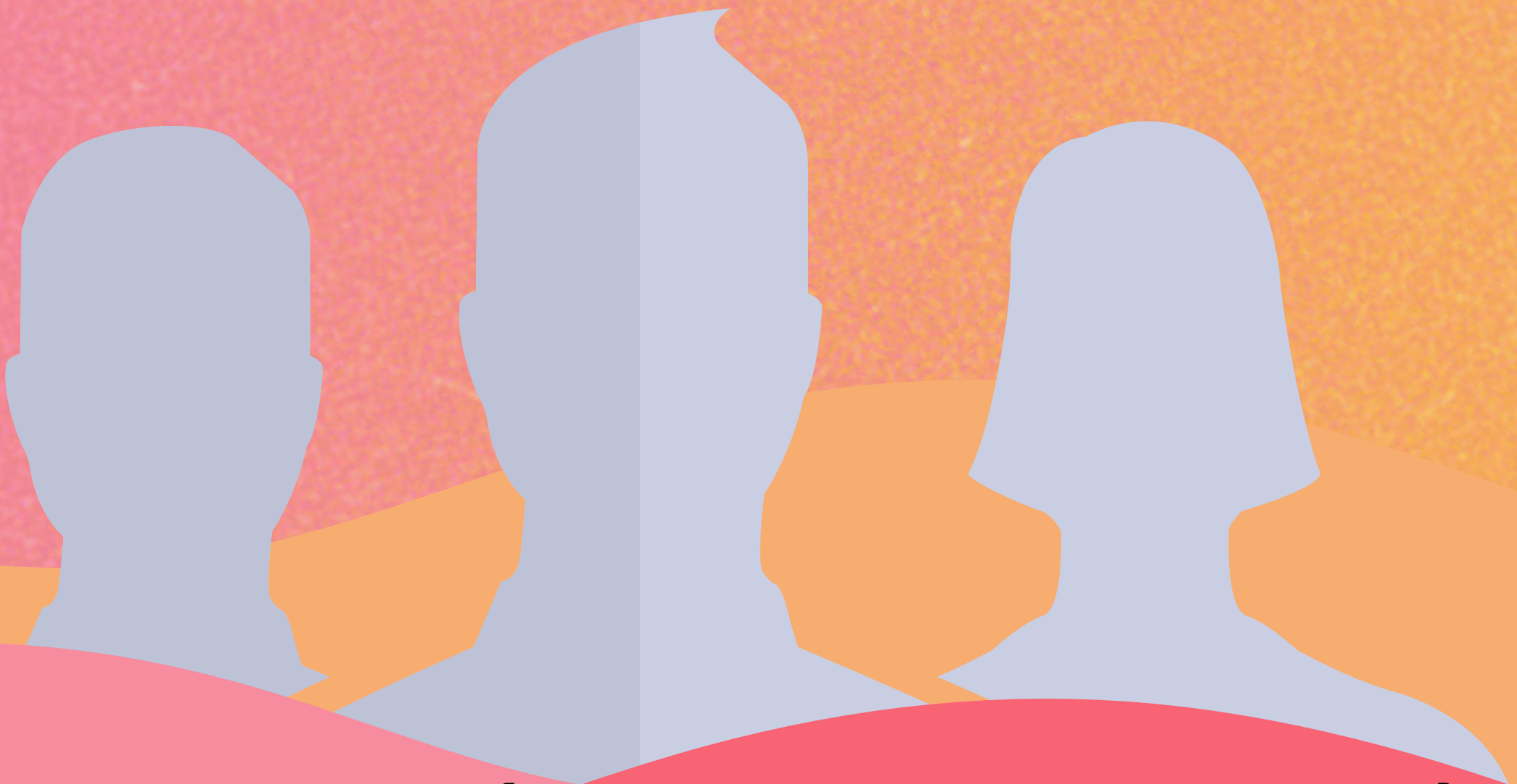




While Minecraft and Roblox are gaming worlds, The Sandbox is more like a shopping mall leasing kiosks to businesses.



Little over 2M  
unique users have  
visited The  
Sandbox since its  
launch in 2021.



[Source: VentureBeat]



For context,  
there are more  
visitors to  
Disneyland in a  
month.





But businesses of all types really like activating in The Sandbox because:

> it's an **easy point of entry in the metaverse**

> **partnerships in The Sandbox are really easy**



**Samsung is a huge fan - stating that The Sandbox is disrupting the gaming ecosystem and accelerating the development of an open Metaverse.**



**Gucci is the first luxury brand with its own LAND.**

**The goal? To provide a fashion-centric space and to educate the Web3 community on Gucci's heritage via gamification.**





**Warner Music Group is creating an immersive experiences where its artists can engage with their global fans, as well as to generate new revenue streams and new forms of virtual entertainment.**





# How to explore The Sandbox . . .



There are 3 key  
components to  
The Sandbox  
platform:

➤ LAND,

➤ ASSETS,

➤ SAND.





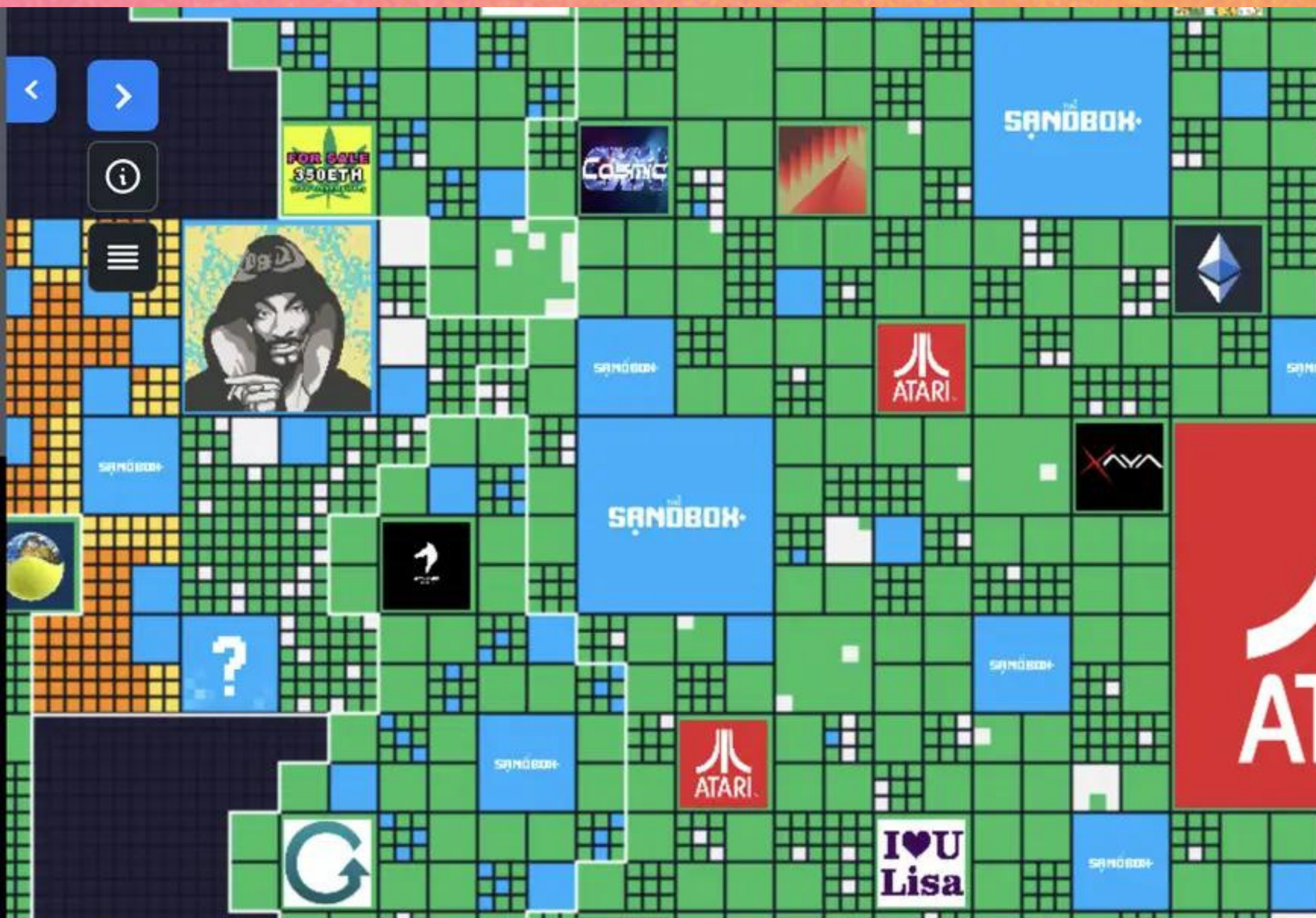
**LAND :**

**a digital piece of real estate in The Sandbox metaverse that players can buy to build estates or experiences .**





The record for the most expensive LAND is \$4.3 million, set by Republic Realm.





# ASSETS:

games, experiences or  
objects that are built  
into a LAND.





There's also **premium assets**, where scarcity increases their **rarity** - like the dragon, a **LEGENDARY asset** limited to only 1,200 copies.





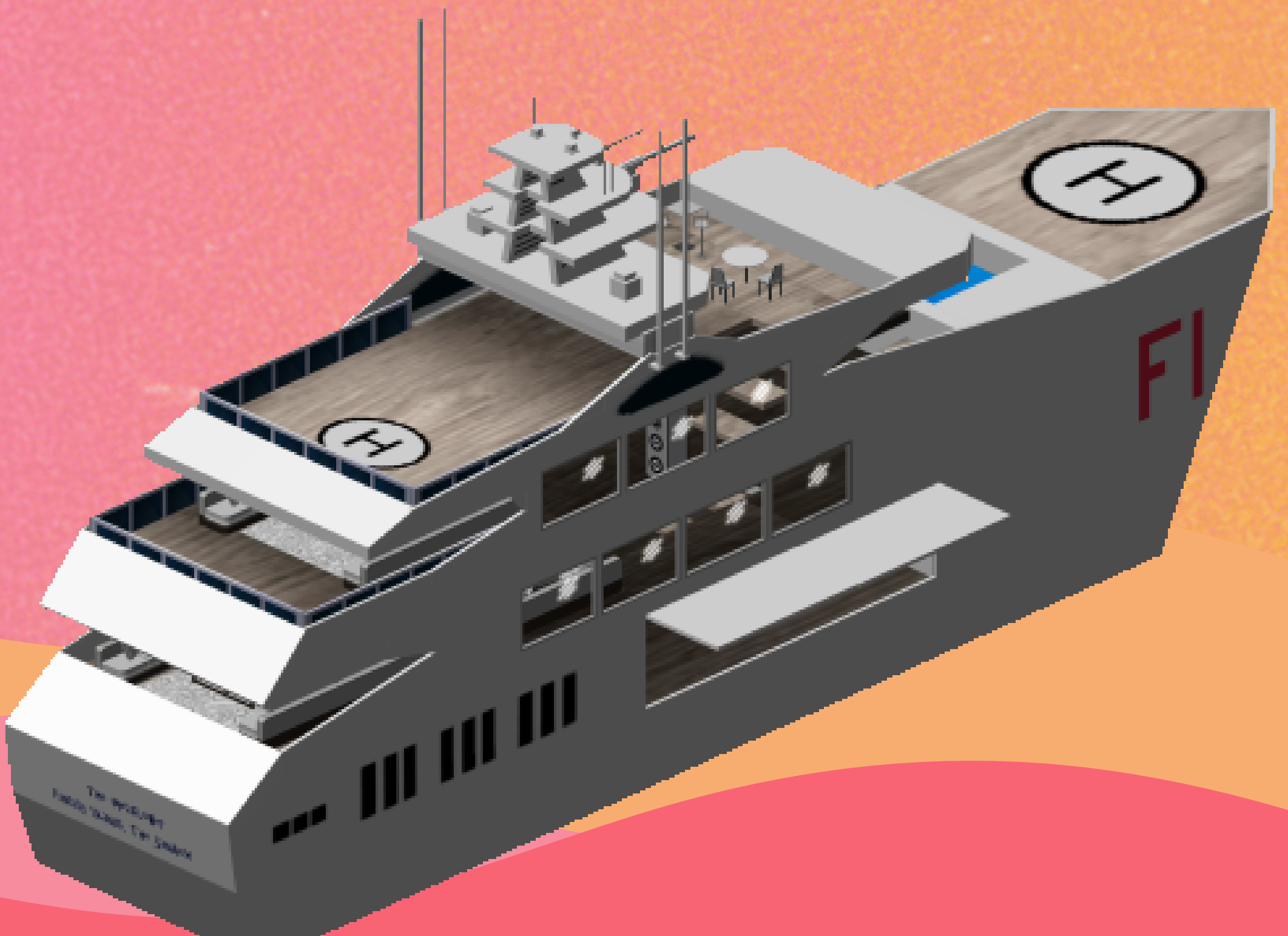
**\$SAND:**

**digital cryptocurrency  
built upon the Ethereum  
blockchain used in The  
Sandbox's ecosystem.**





Do you want your own  
Love Boat? The **Metaflower**  
**super mega Yacht** was sold  
at an astonishing price  
of 149ETH (\$650,000!)





Being able to  
creating your own  
dream home (and  
potentially  
earning money from  
it) have created  
an ecosystem of  
**players, brands**  
and **stars** alike.



Even stars like  
**Paris Hilton** and  
**Snoop Dogg** landed  
in The Sandbox.





Will you  
join them?

THE  
**SANDBOX**



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more about the  
metaverse?

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