

Terra World(TWD)

Exploring the frontiers of Terra's NFT Office Metaverse

Abstract

The Terra World (TWD) token is a native governance and utility token which can be effectively used in the Terra Office Metaverse. TWD can be mined through MFW (Metaverse for Work) in the Terra Office Metaverse and is essential for various economic activities in the metaverse including various transactions, decorations, avatars, real estate, and so forth. By staking TWD tokens, users can receive priority for airdrops and rights to metaverse governance. Above all, TWD tokens can be used to simplify wage and salary contracts between office owners and job seekers. The aim of Terra Office Universe is to address the future of remote work in the new untact era of the metaverse.

Table of Contents

1. Introduction to the Terra Office Metaverse
 - 1.1 Terra blockchain
 - 1.2 2D Metaverse
 - 1.3 Terra Office
 - 1.4 Terra World NFT Real Estate

 2. MFW (Metaverse for Work) and TWD (Terra World) Token
 - 2.1 MFW (Metaverse for Work)
 - 2.2 TWD (Terra World) Token

 3. Startup Entry
 - 3.1 Opportunities for Founders
 - 3.2 Opportunities for Startups
 - 3.3 Opportunities for Larger Companies
 - 3.4 Opportunities for Job Seekers

 4. Terra Office Store
 - 4.1 What is the Terra Office Store?
 - 4.2 Initial Support
 - 4.3 Store Layout

 5. NFT in Terra Office
 - 5.1. NFT Land
 - 5.2 NFT Landmark
 - 5.3 NFT Interior Items and Creators

 6. Terra World
 - 6.1 Introduction to Terra World
 - 6.2 Terra World Ranking System

 7. Terra World Ecosystem
 - 7.1 TWD Token Value Accrual
 - 7.2 Value of Paid Offices

 8. TWD Token Distribution
- Conclusion

Introduction

Two major technological advances that have been recently garnering attention are NFTs and the metaverse. Also known as “non-fungible tokens,” NFTs are unique, non-interchangeable tokens that cannot be easily replicated. Stored on the transparent public ledger that is blockchain, NFTs can be verified of its authenticity and rarity. The metaverse (a portmanteau of “meta” and “universe”) means a transcendent virtual space that goes beyond the physical world. More specifically, activities that occur within the virtual world (“metaverse”) can have a profound impact on the real world beyond the online spaces in which the activities occur. A typical example of this are social networking services and online payments where the profits that are earned and generated in the metaverse can be converted into real cash.

Although a number of NFT digital artworks have been auctioned and sold at expensive prices, the level of speculation that powers consumer demand is not sustainable. Only a small number of high-priced transactions are in progress, and the focus has so far only been on the product being an NFT as a matter of bootstrapping initial publicity, not necessarily centered on the value of the product itself. For instance, if you take a look at prominent NFT marketplaces today, many of them are focused on garnering flash sales and attention rather than building user-friendly UI or convenience. The same goes for metaverse. One of the reasons why the first-generation metaverse, Second Life, was unsuccessful is because it is simpler to post a picture on Twitter, Facebook, or Instagram, rather than using Second Life to engage in productive activities. Currently there are many projects that make use of blockchains and NFTs, but many of them pale in the areas of user-friendliness and effective gamification.

Existing blockchain metaverses often emphasize NFTs as a source of sales revenue instead of as innovations for programmable gamification and design, resulting in the creation of mere 3D NFT stores instead of virtual spaces that stay true to the spirit of the metaverse. Compared to metaverse games that are built on the premise of creating something new (i.e. Minecraft, Animal Crossing, Roblox), metaverses that focus on selling NFTs as well as promoting creativity should be reconsidered. In this regard, the Terra World project aims to start by focusing on a niche market and then expand the metaverse from there on. That starting point is the Terra Office, a metaverse office that is provided as a distinct remote work environment for startup projects. Building on the remote work environment sparked by pandemic social distancing guidelines, Terra Office provides an interactive workspace where individuals can work remotely.

During the pandemic, meetings and classes using Zoom have become part of daily life. As online businesses flourish, there is no reason for the office to become virtual as well. Founding a startup online allows founders to save on the costs of renting physical spaces and other concurrent expenses. Whereas existing blockchain NFT metaverses have targeted high-risk investments with limited pools of coin investors, Terra Office is designed to attract startup founders and projects that seek low-risk investments. Terra Office allows people who want to start businesses but are terrified due to initial fundraising, as well as others without clearly planned out futures, to easily and effortlessly try to start and run a business. The aim is to continue to expand this metaverse into that of Terra World. Terra Office also introduces a novel concept called MFW (Metaverse for Work), a mining system that provides rewards in the form of TWD tokens just by running an office or working at an office. TWD is an essential coin for engaging in various activities in the Terra Office. It also serves as a CW-20 based token that can be exchanged for other Terra coins. The ultimate goal of Terra World is to create a healthy, growing metaverse ecosystem that will continue to introduce an influx of users and allow greater value to accumulate to the TWD token.

1. Introduction to the Terra Office Metaverse

1.1 Terra blockchain

Terra World runs on the Terra blockchain. Terra is a proven blockchain that has been operated stably for a long time with various currencies and functions, including the cryptocurrency Luna, the stable currency Terra, and various DeFi apps. Terra boasts high speeds and low fees by adopting DPOS. Scheduled for interchain function, Terra will soon be compatible with multiple blockchains.

1.2 2D Metaverse

At this point, 3D, AR, and VR has yet to overcome significant technical problems to provide a sufficient virtual reality experience. As long as there exists no clear incentive structure built into each platform, these technologies often come with difficult and cumbersome interfaces. In particular, 3D is not yet compatible with smartphones, which have become a necessity in modern society. For these reasons, Terra Office has adopted a simple and intuitive 2D metaverse in order to optimize for operation, UI graphics, and user experience.

1.3 Terra Office

Terra World is a virtual office with plans to launch as an early NFT business den for Terra World. The changing work patterns from in-person to remote work, combined with increased digitized telecommunications, have greatly enhanced the success of a metaverse virtual office. Virtual offices can be easily started regardless of a worker's location. For startups, Terra Office has the advantage of allowing a team to start mobilizing and working easily without the burden of paying office rent. In addition, Terra Office allows anyone to start a business regardless of the individual's background, age, or capital. Not only can individuals work at an office from an already established business online, but individuals can also start a business as a founder for the first time through Terra Office. Anyone can create their own businesses using Terra Office and experiment with their ideas in any way they want. Terra Office allows individuals to fully expand one's potential to become the CEO of a company, be hired as an office worker in a high-rated established office, or face a turning point in one's life through investment, mergers, and acquisitions. Each account that accesses Terra Office is given a basic office space.

Each office can be customized and redecorated and expanded using the TWD token. For example, if you register your startup on the Terra Office Firm Registry, then your Terra Office can start functioning as a licensed firm. Conversely, job seekers are provided with a list of offices that they may apply to. These activities are recognized as MFW (Metaverse for Work), making it possible for users to mine TWD tokens.

1.4 Terra World NFT Real Estate

Terra World can expand to accommodate real estate purchases in the metaverse using NFTs. Real estate acres can be taken as a basic constant for MFW (Metaverse for Work) mining. Even if workers conduct the same activities, the mining rewards may depend on the size of the total surface area, motivating buyers and agents to carefully evaluate the value of each property. The value of real estate will support the rise of the value of TWD, as well as carry additional benefits by geographic location, size, and scarcity.

2. MFW (Metaverse for Work) and TWD (Terra World) Token

2.1 MFW (Metaverse for Work)

MFW refers to the passive and active mining of TWD tokens according to specific

conditions and parameters set in the metaverse. TWD is automatically mined when users have an active office and active mining is also possible when the user completes various activities. The most basic indicator of the amount of TWD mined depends on the number of square feet of the office an individual owns such that the amount of TWD mined varies amid two users in different offices engaging in the same activity. A number of additional variables such as the number of employees employed and the number of days in office are taken into account when calculating TWD mining rewards.

These parameters will serve as great early adoption incentives for users, leading to the continuous expansion of NFT real estate and the Terra World metaverse. One of the key activities allows users to visit other workers' offices, where the visit of a wider office results in greater total compensation when users visit other offices. Active MFW incentives push users to expand their real estate holdings.

2.2 TWD (Terra World) Token

The native governance and utility tokens of Terra World, TWD tokens can be used for various transactions, NFT sales, payroll contracts, and office functions within the metaverse. The amount of TWD held by a company can represent its assets under management, transparently showing their payroll capital and allowing job seekers to sign work contracts with confidence. When a work contract is made, the TWD tokens at stake are locked up and paid to the job seeker according to a vesting schedule.

3. Startup Entry

3.1 Opportunities for Founders

One of the leading prohibitive factors that prevent founders from starting a business is the amount of initial capital that it costs to start a business. Months of insightful research and forward planning is necessary to start a business. But Terra Office removes that barrier for individuals to climb. In Terra Office, anyone who asks whether they want to start a business can be easily approached by anyone. Terra World will provide strong consulting support and services to keep founders in pace with their launch. The activation of Terra Office is to spur development on startup consulting services, with experts sharing know-hows and best practices on launching projects in the metaverse. Employment in a Terra Office is irrespective of age, nationality, or qualification. Anyone with an idea, regardless of age or gender, can enter into an office and claim rewards. Terra Office refreshes the ideal of entrepreneurship by allowing cross-collaborations

between entrepreneurs from all across the globe.

3.2 Opportunities for Startups

During early stages, startup companies often struggle to generate investments, sales, and consumer uptake. Not only is setting up an office a burden, but so is finding, hiring, and maintaining personnel. Terra Office is a powerful tool that solves these problems efficiently. First, office rentals are solved through virtual offices. There is no need to maintain the office until it is fully populated for the office to start generating revenues from MFW. Given that certain conditions are satisfied, each Terra Office can be listed on the Terra Office market via the Terra Office IPO, and other problems concerning salary and fair wages can be resolved by dividing the revenues amid employees according to a smart contract.

3.3 Opportunities for Larger Companies

Although Terra Office is mainly focused on providing opportunities for startup projects, as the Terra World metaverse grows in size, it can be used for various programs and company initiatives. For instance, a startup can take advantage of the characteristics of the metaverse by offering startup consulting services or fee distribution templates. In addition, records of sales books and the analysis of the status of records could be kept in Terra Office.

3.4 Opportunities for Job Seekers

A person or company can release information about themselves to promote job opportunities. Each office can hire other workers by entering into a shared contract to pay wages in TWD tokens or UST. The contract is on chain, available publicly on blockchain, so there is no worry about the contracts being altered in any manner.

4. Terra Office Store

4.1 What is the Terra Office Store?

The Terra Office Store is an open marketplace where various creative materials can be registered as NFTs and sold in exchange for TWD tokens. In this marketplace, users can also sell their own skills and freelance tasks via employment contracts instead of simply registering their data. For example, companies can easily outsource web design and pay freelancers in TWD tokens.

Users can buy and sell other assets in the Terra Office as well, including real estate.

4.2 Initial Support

As users can make and sell anything in the store, it is important to create a marketplace where real transactions are made, not useless items or products just minted as NFTs. Therefore, the initial onboarding for new users in the marketplace may include an introduction to Terra Office manual alongside a startup guide for initial support. This has the effect of lowering the barrier to entry along with the provision of publicity, imprinting on users that anyone can easily create and sell valuable information.

4.3 Store Layout

Stores have a very important position in the office, as it is a platform that connects the ecosystem of Terra Office, just like the Play Store on Android. Stores can be placed on the office's bulletin board interface in the most prominent, quick and easily accessible way. The information displayed on these bulletin boards include recommendations, notifications, public announcements, and by clicking on the bulletin board, an individual can go directly to the market for the desired product. In the beginning, a tutorial shows patients covering different use cases, and then it is customized according to interest and favorites.

5. NFT in Terra Office

One of the most important factors for Terra Office is the NFT market. There are three major types of NFTs: NFTs related to avatars, NFTs related to real estate landmarks, and NFTs that decorate offices. Terra World consists of a culmination of these NFT-turned practical items. Beyond a simple Terra Office, this system allows for exhibitions, art galleries, and auction houses. It is easy to convert these NFTs into cash as they are connected to Terra Wallet, a payment function that allows users to purchase NFTs .

5.1. NFT Land

In Terra World, there is an architectural shape that accompanies the land. Both the plot of land and the buildings on top can be traded individually or collectively. For example, if you buy land, which is the land atop which an office can be built, and if you want to build a new building on top of it, you must buy that with

resources or purchase an already existing landmark to build upon the land. The concept of land is a concept with a fixed location, but in the case of a building, it can be built as long as the size is suitable for the land.

5.2 NFT Landmark

Among the architectural structures that can be built on top of land, there are certain rare and limited landmarks, which are limited building assets in the Terra metaverse. For example, if entry-level offices have three flights of floors, the scarce landmark building may have dozens of floors and can go for an expensive price in the bidding marketplace.

5.3 NFT Interior Items and Creators

Among the types of NFTs, there are interior decoration items that can be used to help embellish an office. Items that can be displayed in the office can be obtained through putting the pieces together via a collection of NFT crafting materials that are dropped in Terra World field, or bought at the marketplace. Individuals can help develop and sell the interior antiques and furniture in each Terra Office.

6. Terra World

6.1 Introduction to Terra World

Terra World is a gamified metaverse that builds on the Terra ecosystem. Each user can create an account that is linked to a Terra wallet. Users can create and access individual characters and perform various activities within Terra World through those characters.

In addition to gamified graphics, users can send messages on a chat box by default. Most basically, each character is represented by an avatar skin that is owned by each user, ensuring anonymity. Through the messenger service, community projects can easily launch airdrop events and sponsorships. For example, users can create a simple ladder mini-game in which users can distribute prizes and engage other users.

6.2 Terra World Ranking System

Since Terra World is linked via a user's Terra wallet, the user's avatar status is represented by the user's stake in the Terra ecosystem. When creating an avatar, special character items are given according to the value of the total Terra

holdings in coins such as Luna/Anchor/Mirror/Mine/TWD/UST and other coins. Users are given rankings and grades according to the amount of assets they have contributed to the Terra ecosystem. Through this feature, individuals will be able to have their own special characters and items in the Terra World, motivating users to increase their value and stake in the Terra ecosystem.

7. Terra World Ecosystem

7.1 TWD Token Value Accrual

Terra World's ecosystem has a method of burning TWD by using a certain amount of revenue generated from job search or social matching services in the ecosystem talent pool. Many companies running on similar business models have been successful in generating huge sales worldwide. The job market has to date exceeded \$10 billion in 2020, and in the case of social matching services, the market reached \$3 billion last year. Using this business model, Terra World imposes a commission system where minus a small commission taken by the platform, the rest of the TWD tokens spent in these services will be permanently burned.

The social matching service also contributes to the Terra World ecosystem in a similar manner to the job search by charging a fee for sending a message to other users. On the one hand, workers participate in office mining with a lowered hurdle for payments due to easily obtained tokens, while on the other hand, TWD boasts a deflationary tokenomics to effectively balance out both the supply and demand of the Terra World token economy. The value of TWD increases with the rise of constant active users in the Terra World ecosystem who partake in economic activities.

The token burn system benefits the ecosystem in two main ways:

- * Decreased circulation of TWD. The circulating supply of TWD is gradually reduced due to token burn, and the more users utilize the recruitment and job search service or social network matching service, the more TWD tokens are burned and thereby contributing to a price increase of TWD.

- * Increased TWD-UST LP pool reward. Users mining TWD with a single pool staking or TWD-UST LP full staking will receive TWD staking reward. The APY yields for yield farming is subject to change according to the value of TWD. In other words, the more TWD is burned, the less the amount of circulation is released to the market, contributing to a price increase. It can be expected that

TVL will increase alongside the increase in LP pool APY.

7.2 Value of Paid Offices

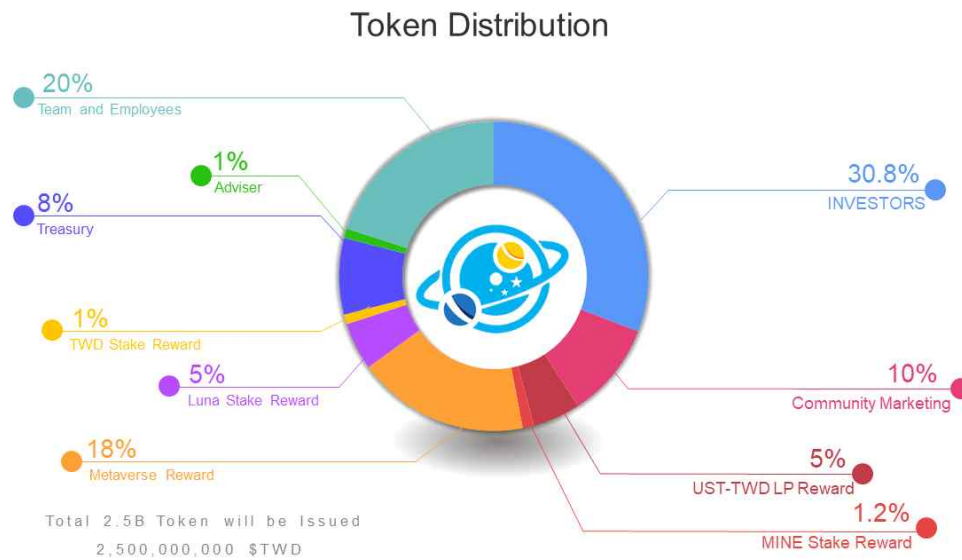
The virtual offices in Terra World will be divided into non-paid spaces and paid-type real estate. For early users accessing Terra Office, a virtual office is provided free of charge to anyone who decides to access the metaverse. However, in order to remove various restrictions and achieve better functions, a virtual office site must be purchased, and an office must be relocated and opened on a new plot of land. There will be a limited quantity supplied of those real estate offices. If a user wants to keep a paid office, they may buy an office from another user who already has an existing office, or pay monthly rent to move in. The value of real estate in the real world is evaluated by the density of the floating population. In order to increase the density of the floating population, early users will start at the central plaza of Terra World. In particular, in the case of an office obtained for free, if the user accesses the virtual office and leaves the office, it will lead directly to the central plaza of Terra World. Through this, the importance and accessibility of the central plaza will be further emphasized.

Unlike the offices provided free of charge, the offices established above with virtual land are accessible from inside Terra World and are open for any external to see, depending on the owner's privacy settings. These office sites are sold through an auction in the form of NFTs, and office sites can be bought and sold like real estate transactions between individuals. Tenant-landlord relationships can also be built. In addition, similar to the buildings embodied in Terra World, the office can be accessed through transportation means within Terra World, and general users are not allowed to enter the building for security reasons without the consent of the building owner.

The downtown area will be formed around the central plaza, which will be released when all users connect. The value of each building will decrease as it moves further away from the center. For the convenience of movement, functions such as teleportation and portals are provided, but regardless of the teleport function, the central area with the largest floating population will affect the value of Terra World housing properties. The value of this virtual site is also for the purpose of promoting the company's brand and services, while also serving as a valuable real estate asset with varying mining amounts.

As more users use Terra World, live in a second metaverse, and use Terra Office, the value of offices and land will increase due to their scarcity and usability.

8. TWD Token Distribution



Total TWD 2,500,000,000 will be issued

Investors 30.8%

UST-TWD LP Reward 5%

Community Marketing 10%

Luna Staker Reward 5%

Metaverse Reward 18%

TWD Stake Reward 1%

MINE Stake Reward 1.2%

Team and Employees 20%

Treasury 8%

Adviser 1%

Conclusion

Building on the quick and efficient speeds of the Terra blockchain and its DeFi protocols with low transaction fees, Terra World aims to bring in-game interoperability to NFTs while constructing a valuable metaverse ecosystem with tokens that accrue value over time alongside in-game revenue. Terra World aims to contribute to the Terra ecosystem by increasing TVL and build a system that can build on token value based on a system of diminishing circulation rather than

DeFi speculation. TWD, Terra World's governance token, is incorporated in all aspects of coordination, making users covet and stake TWD. In the end, Terra World aspires to become a project that can develop together with users by allowing the general public to partake in the continued development of NFTs, DeFi, and metaverse gamification.