



MetaNova: The Future of the Metaverse, Blockchain, and Advertising Ecosystems.

Next-Generation TRC-20 Metaverse Gaming Platform |
Whitepaper Executive Summary.

[MNV Token]

[TRON Network]

[1 Billion Fixed Supply]

Current P2E Limits

- **Unsustainable Economics:**
Hyperinflation and total economic collapse of the token model.
- **High Barriers to Entry:**
Requires expensive NFT gear purchases just to start playing.
- **Opaque Revenue Distribution:**
Loss of user trust due to unclear reward sharing.
- **Inefficient Advertising:**
Plagued by fake traffic and severe targeting limitations.



MetaNova's Integrated Solution

- **Sustainable External Yield:**
Web2 ad-based revenue injected directly into the ecosystem.
- **Mass Accessibility:**
Off-device mobile mining available to anyone with a smartphone.
- **Blockchain Transparency:**
Fair, verifiable reward systems built on-chain.
- **Verified Targeting:**
Maximized advertiser efficiency via confirmed real-user engagement.



\$1.5 Trillion

2030 Global Metaverse
Market (40%+ CAGR)



500 Million

2025 Projected Global
Blockchain Gamers



\$400B+

Global Mobile Ad Market
(Continuous Growth)



Blockchain Gamers

Ages 18-35 seeking a new,
sustainable P2E model.



Crypto Investors

Seeking new yield opportunities,
staking, and DAO governance.



Brands & Advertisers

Seeking highly effective channels
with verified real-user targeting.

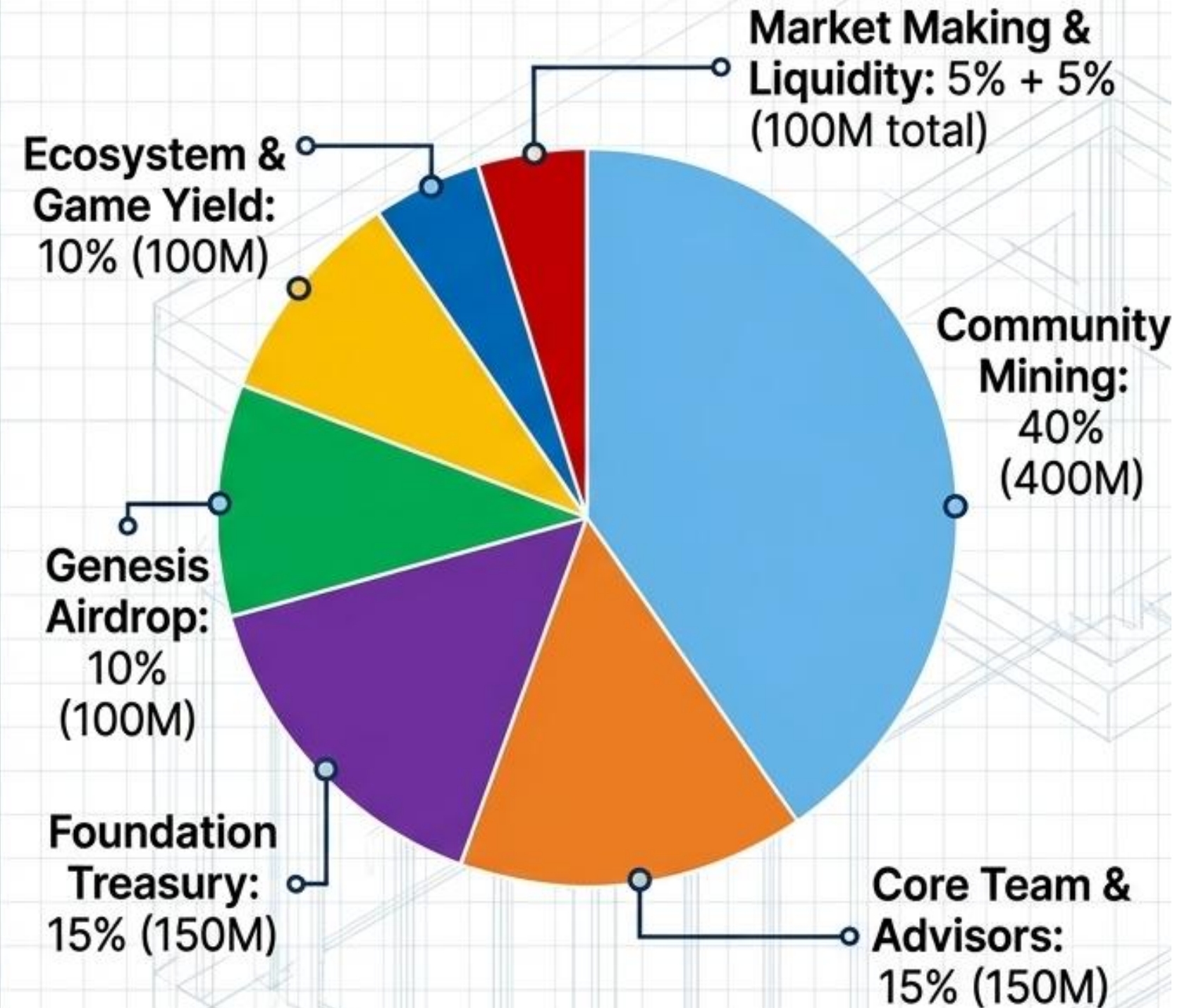


Indie Developers

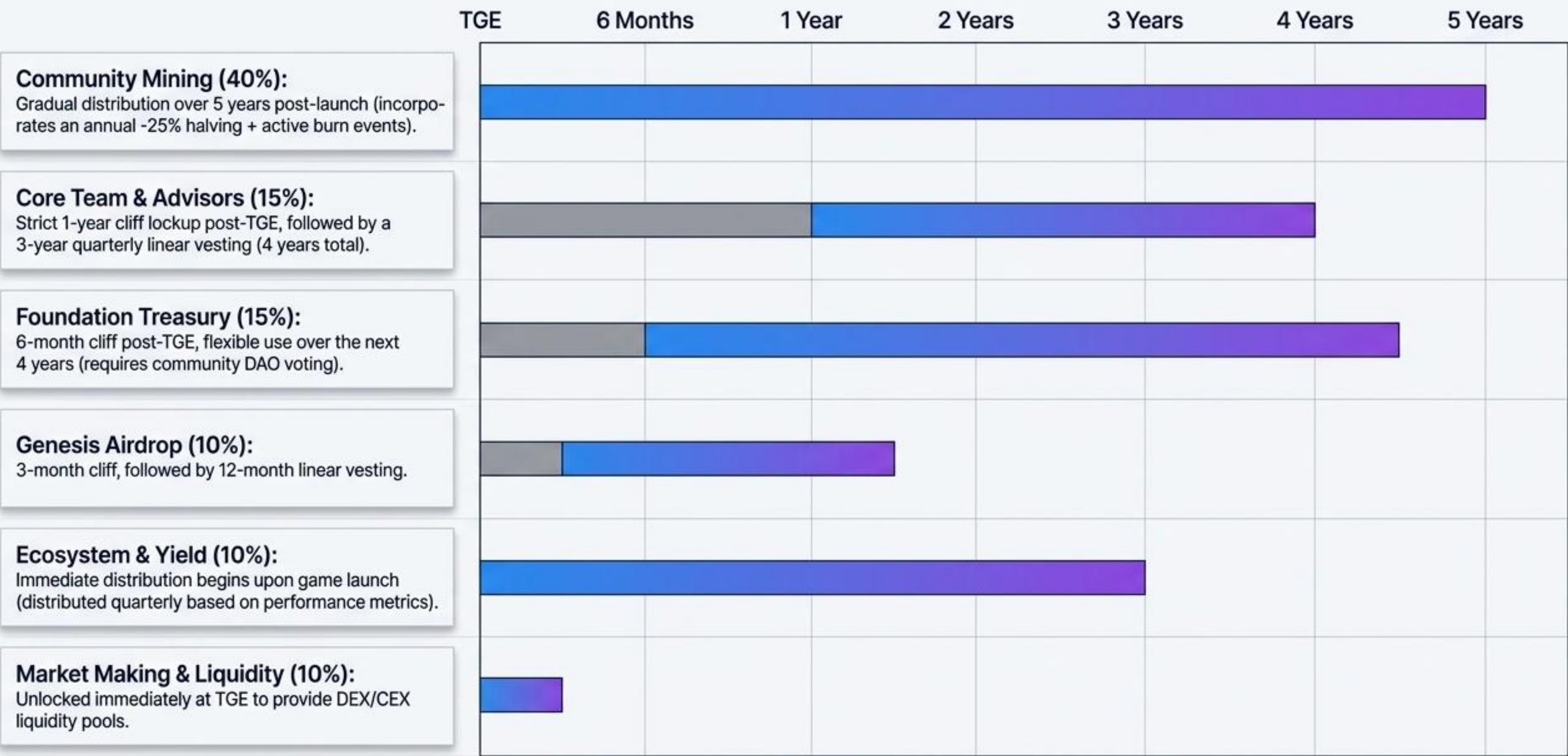
Seeking easy platform onboarding
via SDKs and instant creator
monetization.

Tokenomics & Distribution Strategy

Token / Ticker:	MetaNova Token / MNV
Network / Supply:	TRON (TRC-20) / 1 Billion Fixed Supply
Why TRON?:	Selected for 99% lower transaction fees than ERC-20, high-speed throughput (2,000+ TPS), and broad global CEX support (Binance, OKX, HTX).
Security:	Open-source smart contracts fully audited by CertiK.



Gradual Vesting for Market Stability



The Deflationary Burn Model

Demand & Utility Drivers



Boost Tickets: Enhances mining speed and grants premium game access.



Creator Pool Staking: 5-15% APY (minimum 3-month lock), performance-based rewards.



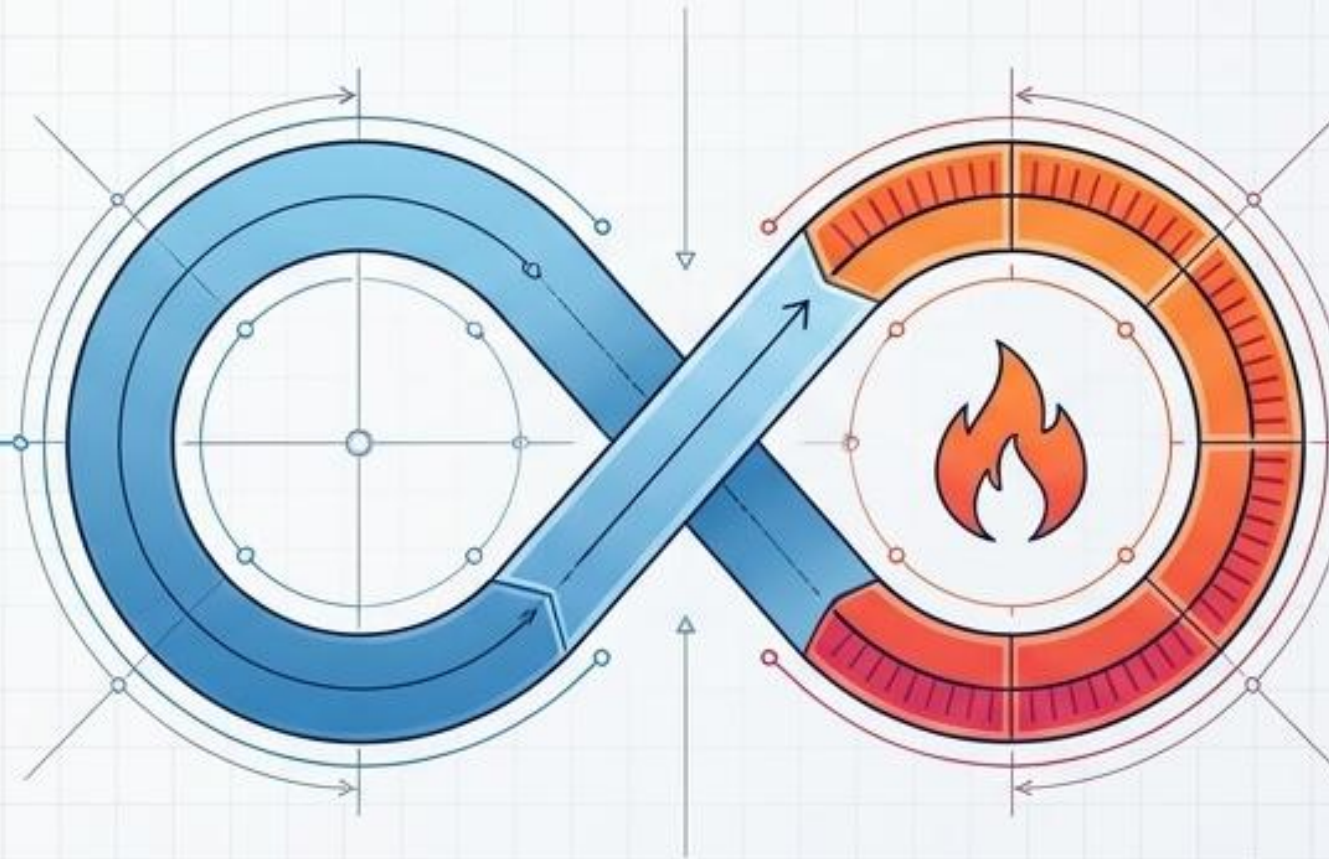
DAO Governance: 1 Token = 1 Vote (Requires >10,000 MNV to propose policies).



Metaverse Hub: Access to premium zones, exclusive events, and VIP games.



NFT Marketplace: Currency for items, skins, ad-removal, and season passes.



Supply Reduction (Deflation)



50% Instant Item Burn: Half of all MNV spent on skins and boosts is immediately destroyed.



20% Marketplace Fee Burn: Periodic burning of NFT trading fees.



0.5% Quarterly Regular Burn: Scheduled supply reductions tied to season events and governance votes.

Platform Sustainability: The 3-Pillar Revenue Engine

Advertising (Core):

Rewarded Video (80%),
Interstitial (15%), Banner (5%).

Powered by verified real-user
targeting.

Premium & NFTs:

Ad-free Subscriptions (\$4.99/mo),
Silver/Gold Memberships
(\$7.99/\$14.99),
Skins/Avatars (\$1-\$9.99),
Season Passes (\$14.99),
Transparent Lootboxes
(\$0.99-\$4.99).

Game Investment Pool:

Creator Pool Fees (3-5%),
External Indie Developer
Featured Slot Fees.

Monthly Ad Revenue Projections (Single Source)

Scenario	DAU	ARPPDAU	Monthly Revenue
Conservative (Low)	50K	\$0.008	\$12,000
Base	100K	\$0.015	\$45,000
Optimistic (High)	200K	\$0.025	\$150,000

The Frictionless User Journey: Onboarding to Cash-Out



1. Onboarding

Email/Phone auth leads to automatic Custodial Wallet creation (Web3Auth/MPC). Zero KYC required upfront.



2. Ad Cycle Alerts

Rewarded ads unlock every 4-6 hours. Viewing grants mining speed boosts or game tickets.



3. Metaverse Hub

Avatar enters the main lounge, acting as a portal to genre-specific games (Puzzle, Arcade, Idle, Mini-Sports).



4. Play & Earn

Users accumulate points by playing games, entering ranking battles, and completing season missions.



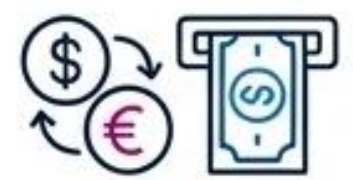
5. Invest & Stake

MNV tokens can be staked in promising game pools to receive performance-based dividend distributions.



6. Convert & Withdraw

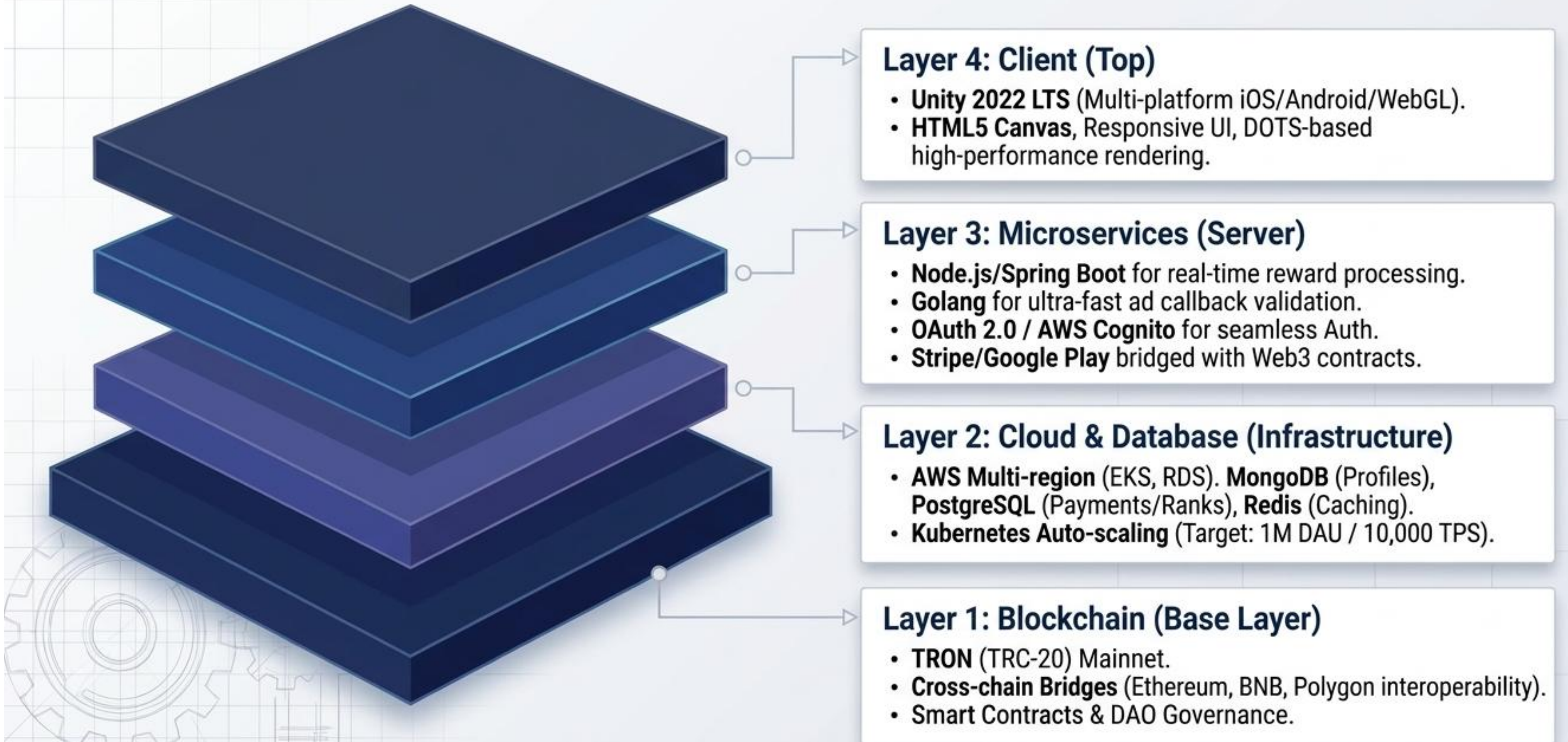
Regional compliance check. Points convert to MNV Token. Fiat cash-out enabled post-exchange listing (KYC enforced).



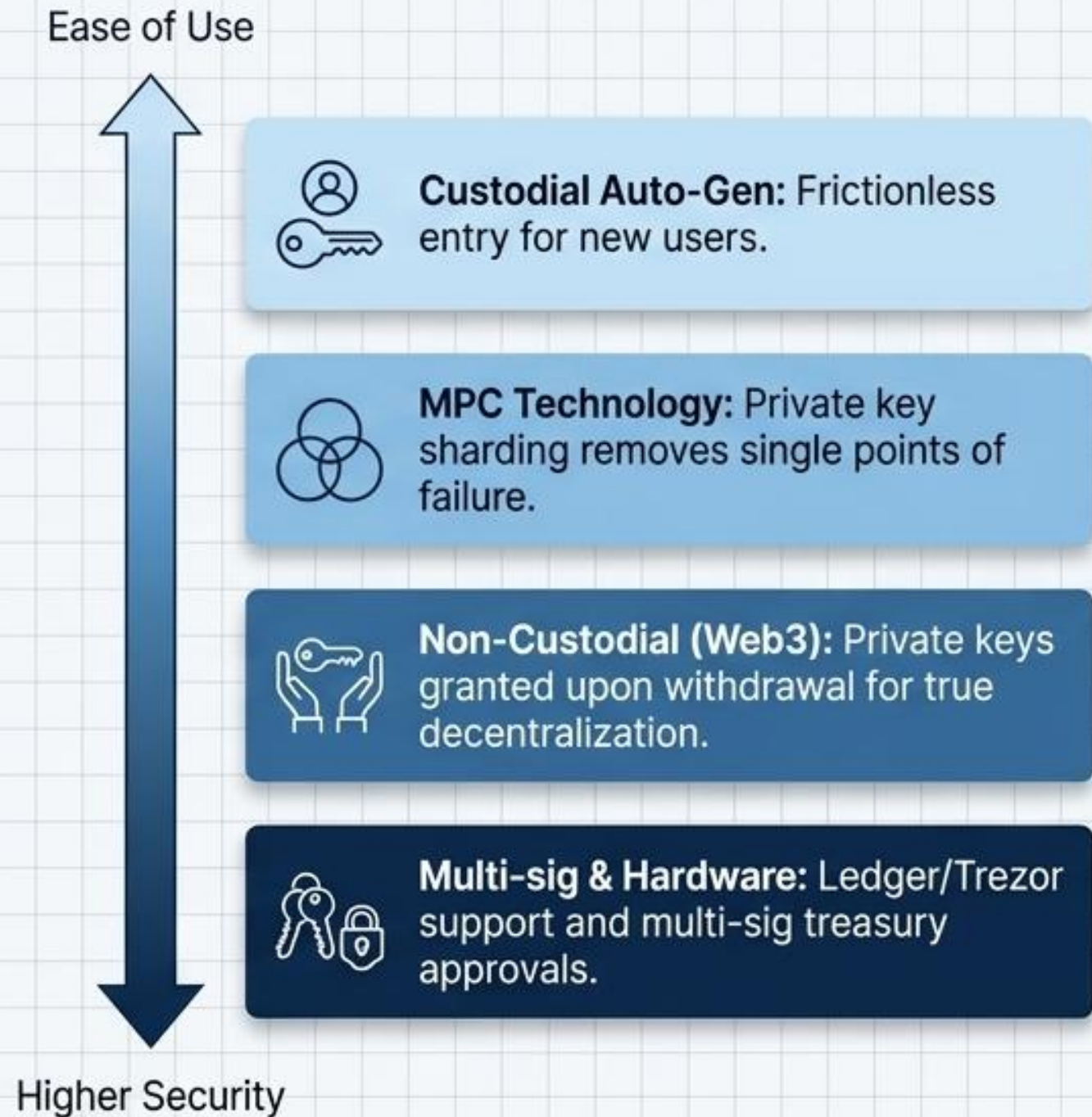
Core Breakthrough: Off-device, server-side reward architecture bypasses app-store bans on device-level cryptocurrency mining.

South Korea (Strict Compliance)	Global (Web3 Enabled)
Operates strictly as a “Point & Ad Reward Game” (GRAC rated).	Geofencing enabled and VASP partnerships utilized for Web3 operation.
Strictly forbids point-to-coin cash conversion.	Points-to-MNV conversion and staking pool access fully enabled.
Completely bans “Mining” (uses “Boost/Earn” terminology).	Safely utilizes standard Web3 and crypto terminology.
Strictly enforces youth protection and transparent lootbox rates.	Enforces strict KYC/AML (Jumio), FATF, and GDPR/CCPA compliance.

Enterprise Infrastructure: Scaling to 1M DAU



Security & Frictionless Hybrid Wallet Architecture



4-Layer Anti-Bot Engine



GTM & User Engagement Strategy



Core KPIs: Retention & Ad Performance

D1 Retention: 85%+



D7 Retention: 65%+

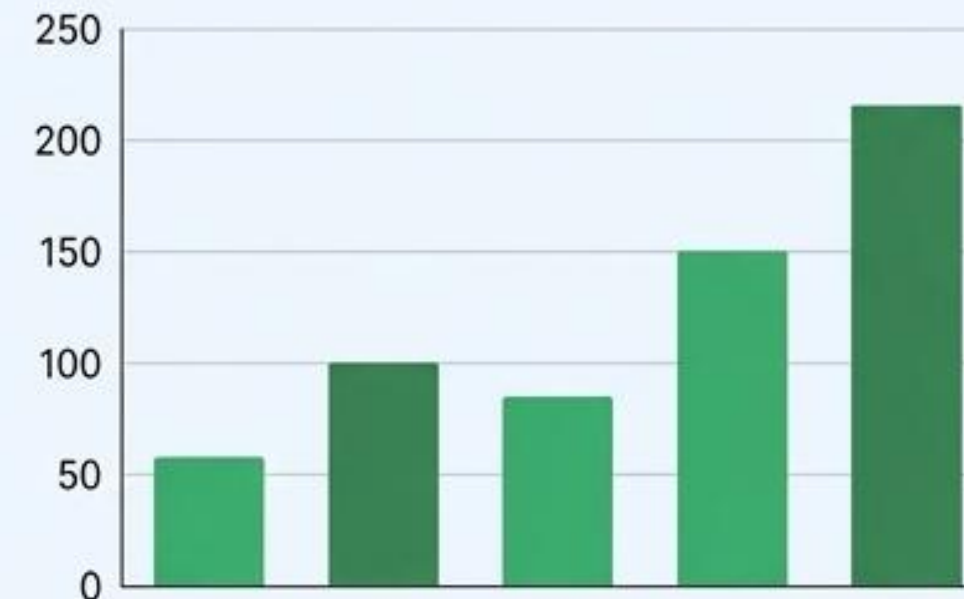


D30 Retention: 35%+



**Ad View
Success Rate:
92%+**

User Engagement Level Comparison



Light User

Light User:
576 points/mo
(1hr/day)

Heavy User

Heavy User:
1,728 points/mo
(3hrs/day)



PM/Producer (1):
General Management



Unity Client Devs (2-3):
Mobile/WebGL



Backend Devs (2):
Microservices & Ad Callbacks



Data Engineer (1):
KPI, A/B Testing



Art/UI (1):
Assets & Avatars



Ad/BD (1):
Network integrations & Partnerships



Compliance (0.5):
Legal, KYC/AML, GRAC relations

Enterprise-Grade Risk Management

● Regulatory/Rating Risk

Fixed domestic "Point Model" ensures stable, legal GRAC ratings without cash-out complications.

● App Store Review Risk

Total elimination of the word "Mining" and server-based logic guarantees 100% Google/Apple policy compliance.

● Securities Law Risk

Framing token distributions strictly as "Content Contribution Rewards" (not investments) fully avoids securities classification.

● Ad Revenue Volatility

Utilizing LevelPlay advanced bidding and multi-network dispersion minimizes eCPM drops.

● Fraud & Bot Risk

Integrated Play Integrity, App Attest, OM SDK, and custom AI engines unconditionally block automated abuse.

● Overseas Regulatory Risk

Robust geofencing combined with localized VASP partnerships and Jumio KYC/AML creates a flexible, country-by-country compliance shield.



Transparent Economy

TRC-20 architecture with a fixed 1 Billion supply. Zero hidden minting ensures absolute, verifiable scarcity.



Fair Distribution

A community-centric ecosystem where 40% of the total supply is strictly allocated to participant mining and engagement rewards.



Ultimate Sustainability

An infinite, virtuous cycle of [Ad Views -> Gameplay -> Investment] that permanently uncouples the token value from unsustainable P2E hyperinflation.