



coderblock

welcome to a new world.

WHITE PAPER



Live your own virtual journey.

Coderblock is a 3D virtual world for new business opportunities: a blockchain-based platform where people can create their own interconnected Land where to play, live, buy, learn and work.

INDEX.

INDEX.	2
DISCLAIMER.	3
ABSTRACT.	4
OVERVIEW.	5
ABOUT.	6
VOCABULARY.	7
LORE.	9
FUNDAMENTALS.	10
TECHNOLOGY.	11
GAMEPLAY.	12
LANDS.	14
LAND MANAGER.	15
SELLING & RENTING	16
SET OPERATOR	16
BUILDER.	17
COMMUNITY.	18
MARKET.	19
ROADMAP.	21
CORE TEAM.	23
PARTNERS and CLIENTS.	24



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In case of doubts or questions, Coderblock Corp invites you to contact us at the email support@coderblock.com to obtain any clarifications or information on the content of this document and on our technologies.



ABSTRACT.

Coderblock is a blockchain-based immersive game for revolutionary virtual experiences.

A new universe where users can have fun enjoying in-game activities, connecting one another and discovering new ways to create and share. As well, companies will be able to increase their business opportunities.

Our mission is to connect people in a deeper and easier way through virtual worlds, going beyond the online space and offering new opportunities. The open world will become an everyday part of web life: it's not a replacement of reality, but an additional dimension that can extend its possibilities.



A new universe where brands can increase **lead generation** opportunities thanks to our community. In Coderblock you can reserve your space to sell products, plan events, create office for smart working, hold online lessons and much more.

Live revolutionary immersive experiences as never seen before!



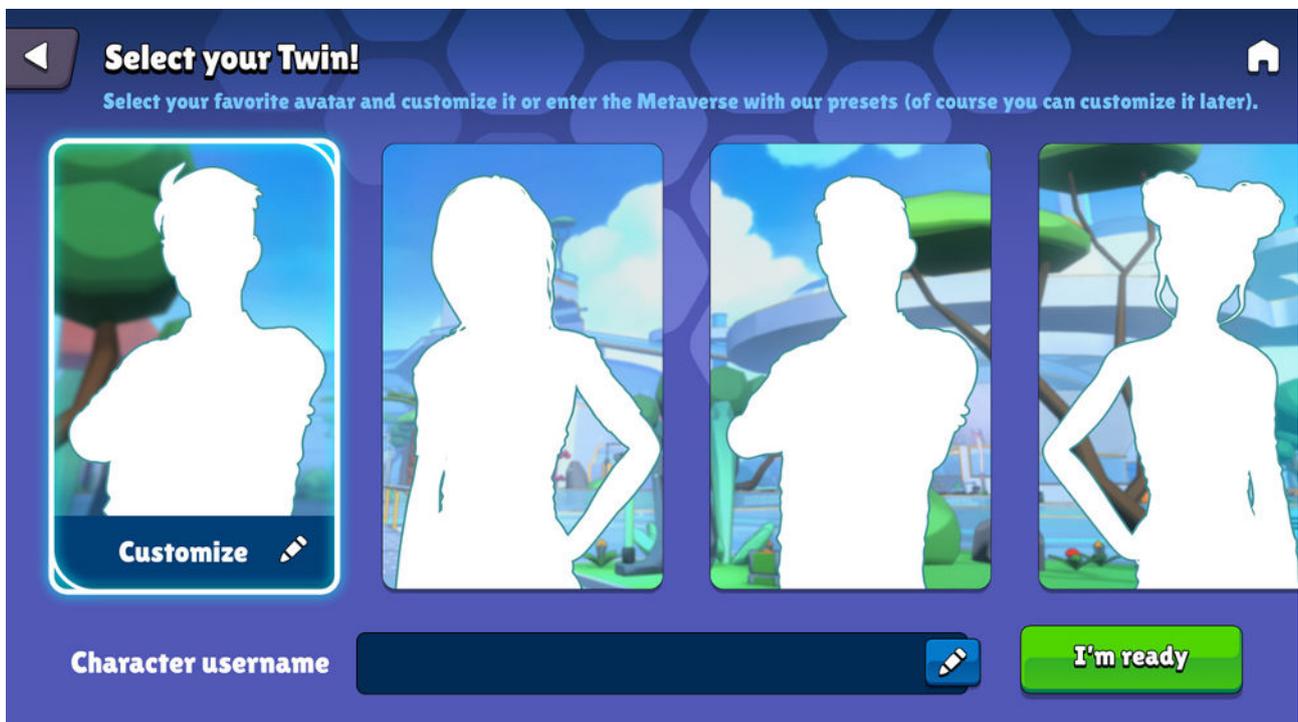
OVERVIEW.

Coderblock is a **blockchain-based virtual world** where people can live immersive experiences and increase business opportunities. A new dimension to create your own virtual identity, interact with other users, buy and customize plots of land, create their own experiences, trade assets and NFTs.

Coderblock is also a videogame for business: a virtual world that allows the match between companies and users according to the virtual economy logic. The need to transform users' online experiences into more immersive adventures is growing day by day and led to the request of a strong component of immersivity and gamification.

The idea is to create an experience that is as **accessible** and as **user-friendly** as possible: users are able to enter Coderblock through an online platform, accessible from web or mobile browser, without external support of devices or software. The Mobile App and VR integration will also be available but not mandatory for the experience.

Coderblock's strength is the careful attention in terms of **Customer Experience**. Coderblock's users can live their own virtual journey, customizing their entire experience: from avatar settings to the personalization of lands with the online builder using 3D scenarios and assets. A virtual world for users and created by users where you can write your own destiny by making choices experiencing different storylines inside the main Lore.



ABOUT.

Coderblock was born in 2016 and powered by **Novatek Srl**, the innovative Italian SME founded on December 5, 2015 by Danilo Costa. The software house started a self-bootstrapping activity that led soon to an active revenue, thanks to product development and digital services activities. These allowed it to self-finance Coderblock technology and found **Coderblock Corp**, in June 2022, the first commercial division based in Miami, Florida.



Coderblock was introduced to the market with **Workspace**: an innovative shared working space to manage and monitor smart working groups inside the first virtual 3D office where to simplify daily work.

After the proposal of a new concept of smart working with virtual offices, the company opened the doors to immersive phygital worlds with expo and conference areas where people can move inside virtual spaces with their own avatars, as if they were standing in real life.

Coderblock's main technology has evolved into an interconnected, immersive, user-managed and customizable virtual world and, in May 2023, the company took the name of its product, from Novatek Srl to becoming Coderblock Srl.



VOCABULARY.

Coderblock

Coderblock is the virtual world where you can live revolutionary experiences with your avatar. From new communities to a decentralized economy: it's a place where you can create your virtual identity, live amazing in-game adventures, rent and customize your space for a world of opportunities.

Metaverse

The metaverse is a virtual world that connects people in an immersive way: a set of 3D spaces where to build, play, work, communicate and live different experiences online.

NFT

NFTs are non-fungible tokens, digital assets stored in a blockchain, a form of distributed ledger. The ownership of a NFT and every transaction connected to the digital asset is recorded in the blockchain. NFTs are uniquely identifiable and cryptographic tokens that cannot be replicated. They can represent real-world items like artwork and real estate: in Coderblock we have different NFT collections of digital artwork, wearables, collectibles and our lands are ERC-271 tokens.

Oasis

Oasis will be Coderblock's main city where users will spawn after the login into the virtual world to start their adventure and understand the game's main features. From there users can move and discover all the experiences, games, branded spaces and explore the open world visiting lands and estates.

Experience

Experiences are engaging quests and adventures promoted by Coderblock or Brands inside the virtual world, to empower gamification and brand awareness.

Lands

Lands are virtual terrains inside Coderblock. Each land is represented by a ERC-721 token, digital assets of virtual real estate lying on the public Polygon blockchain where players can build innovative virtual experiences and get revenue for their businesses. Players can own and trade Lands through smart contracts, and also customize them using the builder.



Estates

Landowners can create estates by associating two or more adjacent lands. They can use the online Land Manager to unify more lands and create a new smart contract linked to the new property.

Hub Area

Hub Areas are Coderblock branded lands where users can enjoy different experiences and brands can rent their own space to get visibility.

Builder

Users can customize their experiences inside their lands through our Builder: an online visual editor tool that can be used to create scenes and quests. With an easy drag and drop system, users can add 3D elements or choose from pre-loaded assets and combine them to create their own customized experience.

Coders

Coders is the name of Coderblock's community members inside the virtual world and on Coderblock's main social networks.

Marketplace

Inside our proprietary marketplace, users will be able to buy/sell lands, collectibles, wearables, accessories to use in their experiences inside the virtual world or to customize their avatar.

Avatar

The avatar is the 3D version of your digital identity: choose a preset or customize the way you look in the virtual world with skins, hair, wearables and accessories.

Land Season

Our lands will be sold in different seasons: periods of time in which users will be able to purchase a limited number of lands with various minting algorithms. Each Season will be inspired by a different style, connected to different timelines.

NPC

NPC is a "non-player character" that's not controlled by the person playing a game. Users can find NPCs inside Coderblock, interact with them for the purpose of a quest or to receive aid and clues.



LORE.

Coderblock world comes out from years of darkness and destruction: the present time is a mixture of 8 timelines from different ages. Following a mysterious event, people from distant eras have teamed up to fight an ancient enemy from outer space that brought devastation through its evil actions.



Now, the main goals of users and Landowners is to rebuild the prosperous past times land by land and to succeed in defeating the dreadful alien villain that took the peace away from Coderblock world.

The different timelines are connected to particular ages and styles, that will be revealed in each new land sale season. In addition to the timelines, Coderblock game will be organized in 5 different storylines, each one that will represent a character type with its own temper and skills.

Every user will choose a background to start the adventure and will be able to write its destiny during the game, by making choices and intertwining that particular storyline.

Coderblock game will be made by different Seasons, each one with missions and experiences to accomplish and enemies to defeat to go on with the story.

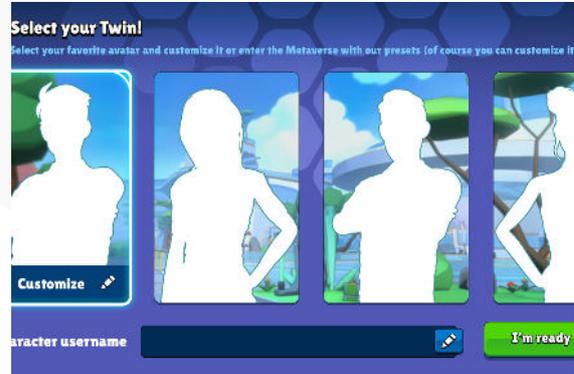


FUNDAMENTALS.

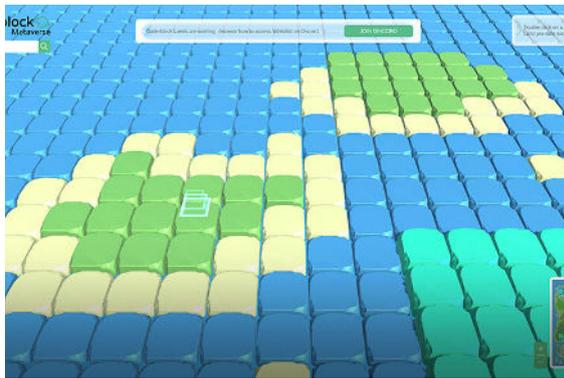
Coderblock can be considered as an ecosystem consisting of some main components:



Technology



Gameplay



Lands



Builder



Tokenomics



Marketplace and NFTs



TECHNOLOGY.

Coderblock is an open-source platform powered by **Polygon Blockchain** and built on **Unity 3D Engine**.

These are the main features inside the virtual world:

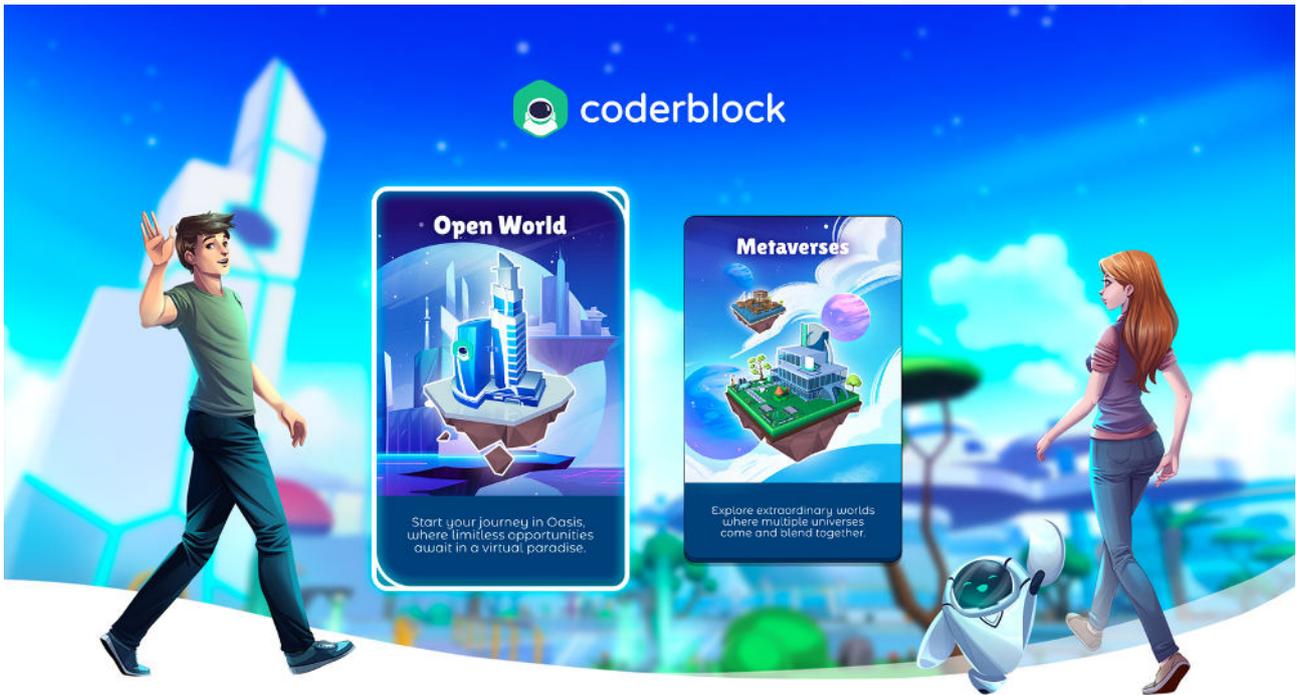
- 🟡 **Multiplayer:** thanks to the multiplayer system, multiple people can connect, interact, work, play, connect and enjoy engaging experiences in real time, all together.
- 🟡 **Avatar customization:** each avatar can be customized to make it more similar to the user. From outfits to facial details: users can create their own digital twin inside the virtual world through the application of different textures.
- 🟡 **3D object interaction:** users can interact with objects, NPCs and elements inside the environment through an interactable system. In Coderblock you will also be able to import your own 3D models to be used inside the virtual world.
- 🟡 **Website integration:** external websites can be integrated inside the virtual world with iframes or standalone windows to enjoy contents that mix virtual and online dimensions.
- 🟡 **Text chat or voice call:** the chat tool helps users to get in touch with new people through a popup window for general and one-to-one conversations, with or without audio.
- 🟡 **Live streaming:** thanks to the integration of major video formats within the virtual world, you can stream pre-recorded or live content inside Coderblock's 3D big screens.
- 🟡 **Video call:** an even more life-like way of connecting with the video call integration for meetings and networking sessions, with or without webcam.
- 🟡 **Ranking system:** one of the main Coders goals is to get exp points and climb the leaderboard. Users will be able to gain points with quests or daily missions to obtain EXP and badges to show on their profile.
- 🟡 **AI:** a new way to build on landowner's terrains. Thanks to AI, Coderblock's users will be able to build on their land with just one click.



GAMEPLAY.

Coderblock players can design their own virtual journey by creating their identity, customizing their land, writing their story, building their scenes and so on.

Player's adventure starts with a choice: explore the **Open World** (land area) or discover the **Metaverses** (tailor-made virtual worlds dedicated to specific vertical/brands).



Once landed in the metaverse, Coders can explore spaces, interact with other users or with NPCs for quest experiences and challenges, visit brand personal areas and live infinite adventures.

Once inside a land, players can discover adjacent lands by walking and also use geographical coordinates to move from a place to another and spawn directly at a specific point.

Our main goal is to give people a new way to connect: inside Coderblock virtual world players will be able to interact with each other through the live chat and the video call feature.

Each player will be able to change the look of its avatar editing face details, outfits and accessories and equipping it with compatible assets: the best combination to have a unique identity in Coderblock!



Every avatar comes with a default set of animations, such as running, jumping, waving, dancing, swimming and so on, that help it to navigate the virtual world.

What kind of adventures can users live inside Coderblock?

Players can interact with objects and buildings with a simple touch on the keyboard and enjoy every kind of situation.

From simple games to international events, from virtual lessons to immersive shopping experiences: the open world is ready to any conceivable activity that involves people and online experiences.

Some particular adventures and **quest experiences** give players **EXP** (experience points) or special rewards: one of the main goals of players is to level up inside Coderblock and rise through the ranks!



By collecting EXP users will be able to:

- Activate new quests to keep going with the main story;
- Unlock specific items from the store;
- Upgrade their items;
- Climbing up the ranking;
- Unlock unique objects (such as special interactable items);
- Upgrade their inventory to increase maximum space;
- ...so much more!



Coderblock world will host an **immersive Game** that is a mix between a P2E game, with **different storylines**, and a chance for Landowners to build on their lands something that can be integrated in the story plot: every Landowner can be actively part of the game, with special quests inside the lands.

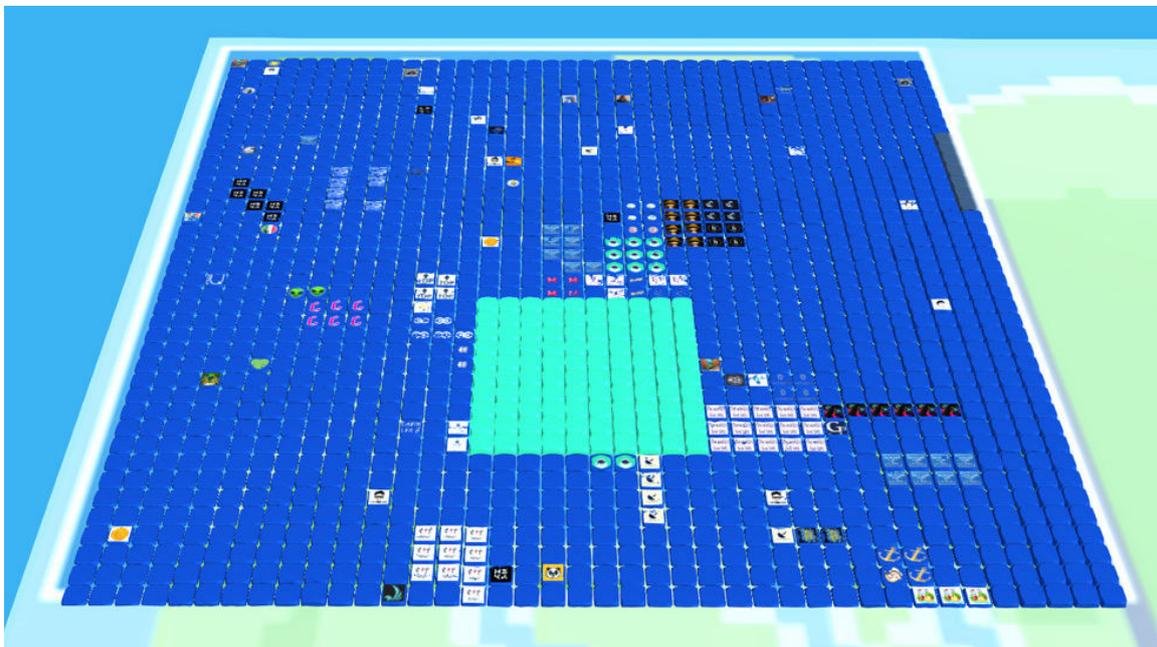
They will be able to build the lands of their dreams and integrate buildings, characters, experiences and quests in the game plot.

In a nutshell: *everyone can become a main character in Coderblock!*

LANDS.

Coderblock is made of **44.100 16x16m Lands**, non-fungible tokens based on the **ERC-721** standard, representing physical plots of terrain. Players can own and trade Lands through smart contracts, and also customize them using the builder.

The decentralized possession of these digital assets is based on the Polygon blockchain and users can freely trade lands and estates on the secondary market or within the Marketplace. There are different types of Lands according to ground properties: sand, water, grass, city, road and the value of each land will change according to their position and proximity to special attraction hubs or branded properties.



The first 1.600 Coderblock Lands, sold during the Pre-sale Season.



The 44.100 lands are distributed on **8 timelines** with different props and styles: the present world comes as a “melting pot” of different settlers coming from different epochs in the time. Every new one will be revealed with each new sale season: the first one is the sci-fi style, that is connected to the first pre-sale season.

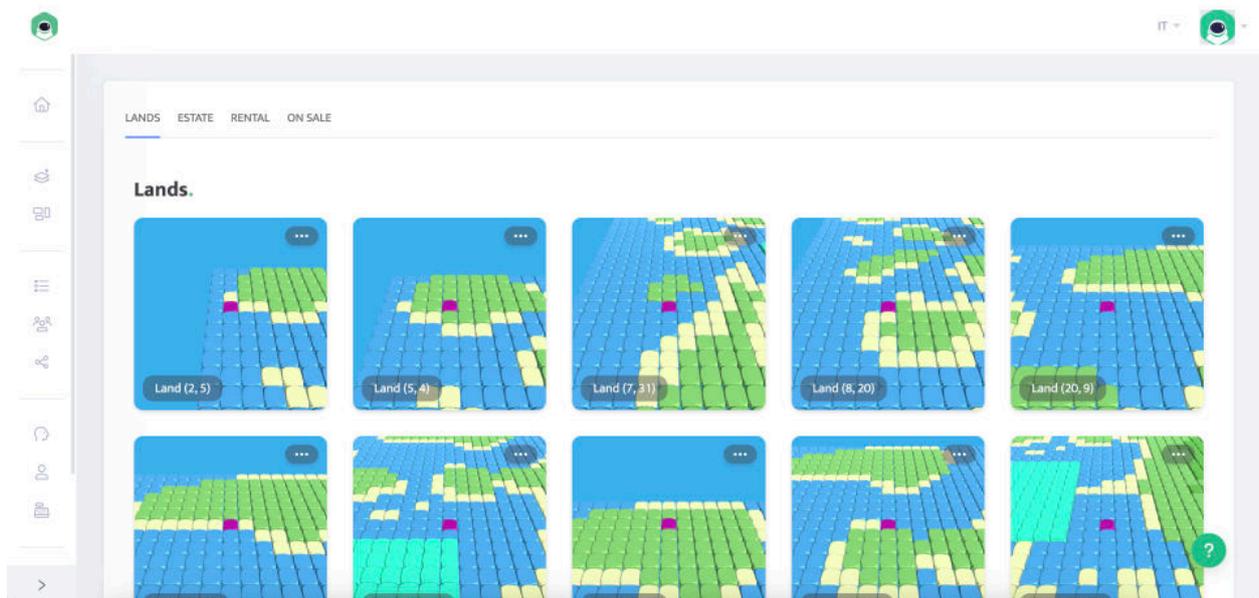
Each land is connected to others, and players can go from one to another by simply walking on the street. Landowners can edit their lands, building on top of them with the online builder, and also create *estates* by associating two or more adjacent lands. They can use the **Land Manager** to unify more lands and create new smart contracts linked to the new property.

The community of Landowners and creators has the complete control over lands and experiences and they can generate business from them thanks to the branding opportunities and the rental features.

LAND MANAGER.

Thanks to the **Land Manager**, the owners of a Land on Coderblock (Landowners) will be able to:

- **Rent** or **sell** their lands (renting and selling operations).
- Assign an external manager for their lands (appointing as “**Operator**”).



SELLING & RENTING

Every Landowner has the option to sell or rent out his own lands. In the case of **selling**, the ownership is immediately transferred to the new Owner and certified on the Blockchain.

For **renting**, the Owner can **list** his property **for rent**, choosing the renting period and the price (renting fee). During the renting period the Renter can freely operate on the property (except for sale) by paying the renting fee.

Everyone will be able to see all the properties listed for rent and start operating on them by choosing the property.

SET OPERATOR

Landowners can choose to appoint an external user as "**Operator**" of their lands to access, customize, create and edit scenes, and get the best out of the experience. The Operator's Polygon Wallet is needed in order to access the lands. The Owner assigns the Operator role by just setting the wallet address of the user he chooses.

The Owner will always be able to access/manage his lands while someone else is Operator, so it is like a shared land management. As an Operator, it is not possible to rent or resell other people's properties.



BUILDER.

The builder is an **online visual editor** tool that creators can use to build and customize their lands and estates, create special experiences and welcome new users in their virtual spaces.

With an easy drag and drop system, users can add their own 3D elements or choose from the pre-loaded assets and combine them to create their own customized experience.



Once the grid shape is selected, according to the dimension of the land where it has to be deployed, users can choose the items and move, rotate and scale them to create the scene for their land.

In the future, thanks to **AI integration**, the experience will become even more interactive, guiding users in the creative journey: they will be able to create entire virtual worlds with just the click of a button, through intuitive creation and customization processes. Create anything you have in mind: everything is up to you and to your fantasy!



COMMUNITY.

Coderblock is a **community-centered world**: our growing community of Coders is the heart of our project. Coders are gaming and blockchain enthusiasts but also innovation lovers who find in Coderblock a new way to connect and share experiences.

We're designing our world with the aim to provide more and more tools to our users so they can decide how to make it evolve, in a decentralized way; the community contributes to its growth, making the platform independent for its creators.



The greatest part of our Community is distributed over a few main channels: [Discord](#), [Twitter](#), [Facebook](#) and [Instagram](#).

We usually involve Coders with activities, challenges, exclusive events, quest experiences that give them special rewards and experience points inside the virtual world.

We will also encourage users to become creators in Coderblock, sharing their NFTs and 3D models within the platform marketplace: items for avatars (wreables, accessories but also textures for eyes, mouth and hair), collectibles or in-game objects.



MARKET.

The virtual market and the colonization of 3D worlds has been growing in these years with many games and platforms providing entertainment for users and new revenue opportunities for brands and creators. This technology, as a new dimension, has applications in several fields: from art to fashion to retail, to product design, to medicine and more.

Coderblock project embraces different markets:

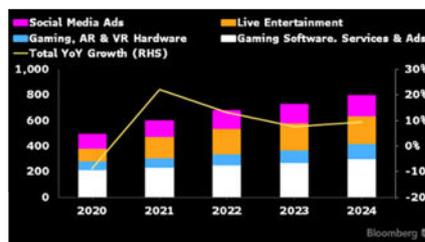
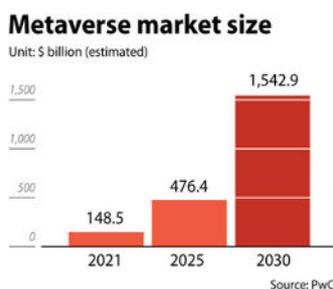
- virtual experiences
- metaverse
- gaming
- blockchain and NFT

Virtual experiences

The global virtual experience market is expected to grow at a compound annual growth rate (CAGR) of 23.7% from 2021 to 2028 in order to reach \$504.76 billion by 2028 (source: Grand View Research, 2021).

Metaverse

According to the forecasts of PricewaterhouseCoopers (PwC) the market of the metaverse is destined to reach 1.542,9 trillion dollars within 2030.



\$500bn

Dimensioni del mercato globale nel 2020

\$2.5tn

Previsione di aumento entro la fine del 2030

Bloomberg Intelligence analyses report that the size of the market will reach 800 billion dollars in 2024, against 500 billion in 2020, with a CAGR of 13.1% over 5 years, and then reach 2.5 trillion dollars in 2030, with a CAGR of 17.5%.



Gaming

Globally, there are about 2.7B gamers that will spend at least around \$200B on games by 2023. The worldwide gaming industry was valued at \$173.7bn in 2021 and is forecasted to reach \$314.40bn by 2026 (source: [BSIC, 2021](#)). The online segment is estimated to witness substantial growth over the next eight years, expanding at a CAGR of 8.6% from 2020 to 2025.

Blockchain and NFT

The global blockchain technology market size was valued at USD 5.92 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 85.9% from 2022 to 2030. NFTs have exploded in 2021: in that year the global non-fungible token market size was valued at USD 15.54 billion and is expected to grow at a compound annual growth rate (CAGR) of 33.9% from 2022 to 2030 (source: [Grand View Research](#)).



ROADMAP.

2021 [Q3]

- Concept Artwork Begins
- Virtual environment SaaS platform
- Project crowdfunding round

2021 [Q4]

- 3D environment and avatar improvements
- Game Development Begins
- Visual Game Play initial release

2022 [Q1]

- Hexagon Plaza development
- Expanding team
- NFT marketing activities

2022 [Q2]

- Website renewal
- Quest experience development
- NFT Special Edition Collection on OpenSea

2022 [Q3]

- Hexagon Plaza Beta-Test
- Land map development
- Growing community

2022 [Q4]

- Land map release
- Land private Sale
- Tokenomics development
- First giveaway activities begins



2023 [Q1]

- Land Pre-sale opening
- Expanding technical team
- Discord server opening
- Land smart contract deployment

2023 [Q2]

- Whitepaper release
- Builder release and land access
- NFT Marketplace development
- New Collabs scouting

2023 [Q3]

- Land Sale Season
- ERC-20 smart contract deployment
- Land manager + KYC integration
- Builder advanced features development

2023 [Q4]

- NFT Marketplace deployment
- ERC-20 Token Private Sale
- Land event manager development

2024 [Q1]

- NFT Marketplace release
- ERC-20 Token DEX Sale
- Land event manager deployment
- Coderblock Game release

2024 [Q2]

- ERC-20 Token Public Listing
- DAO smart contract deployment
- General features improvements



CORE TEAM.

Behind a great project, there's always a great team. We're developers, designers, entrepreneurs, marketers and dreamers. We are a trained and motivated team, with decades of experience related to smart working and skills related to software development, design and team management.



DANILO COSTA
CEO & Founder



AURA NUCCIO
COO & Creative Director



**RICCARDO
MAGNESIA**
Lead 3D Artist



SARA BUSCEMI
Head of Marketing



FABIO GAIGHER
Project Manager & CSM



**ANDREA
UNGARO**
Unity Developer



**FRANCESCO
RANDAZZO**
3D Artist



**CHIARA
MAZZARESE**
3D Artist



**MARGHERITA
GRASSO**
Blockchain Developer



**DAVIDE
TROVATO**
Frontend Developer



MARTA RANDAZZO
Web & Graphic
Designer



**CHIARA
MADONIA**
Visual Designer





**ELEONORA
SENINI**

Head of Sales EMEA



**MAURA
BONELLI**

Head of Sales Italy



ROSSELLA SORCE
Assistant Administrative
Officer



LAURA BARBARO
Sales Manager



DANIELE CELSA
Community
Manager



**DANIELE
PAOLINO**
Jr Unity Developer



ILARIA CUOMO
PR Officer



**CAMILA ZAVALA
LEURIDAN**
Jr Digital Strategist

PARTNERS and CLIENTS.

A group of people sharing a common goal can achieve the impossible. Discover the brands that have joined us and created their own virtual world in Coderblock.



Coderblock Corp

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