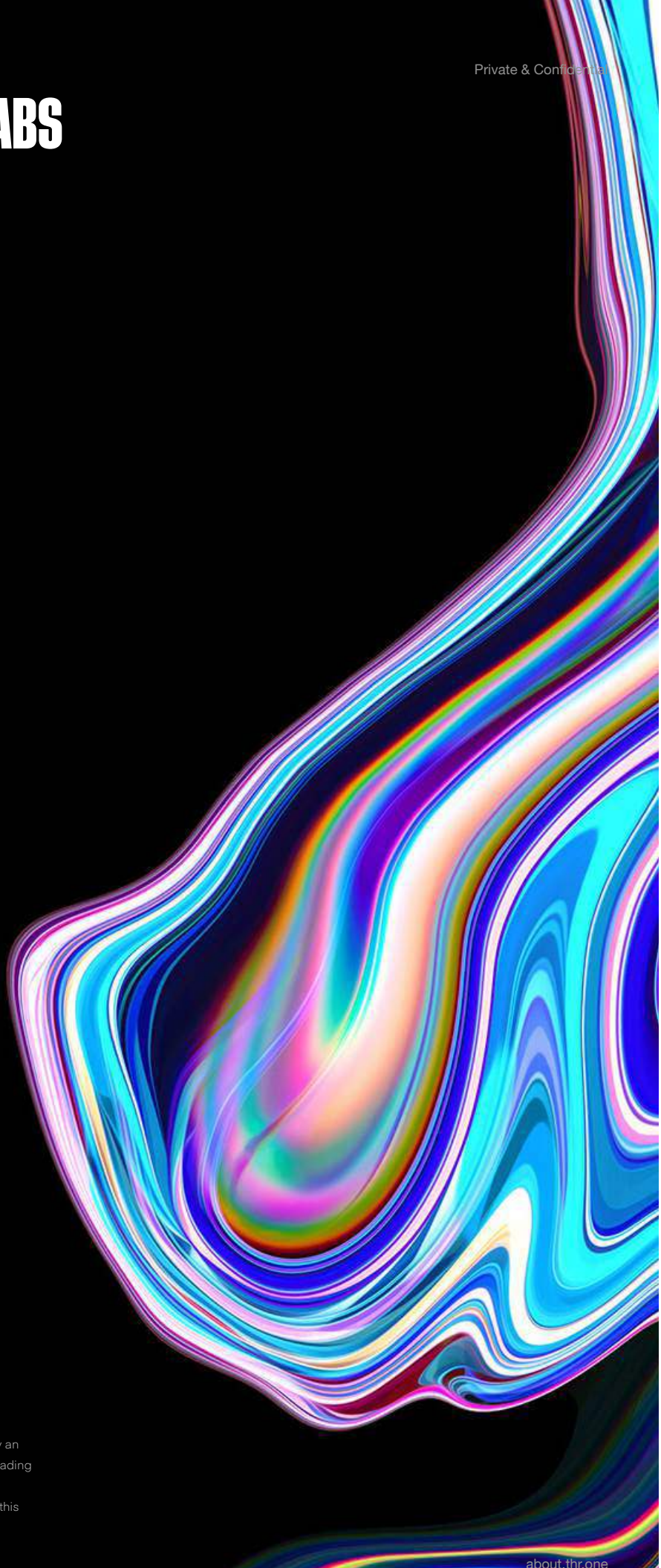
THRONE LABS



THRONE CITY WHITEPAPER

Throne Labs is brought together by a collective of blockchain engineers led by an accomplished team from the music and art world. Our team brings together leading talent from the crypto and creative communities, to the cultural realm. We're ambitious and committed to building next generation platforms metaverse. In this document we will explore our latest endeavour, '**Throne City**'.

Abstract

Throne City is a vibrant city in the metaverse being launched by Throne Labs, a blockchain company building next generation digital assets in the metaverse, including the Throne NFT marketplace (thr.one). The Throne City Metaverse presents a high-quality immersive experience in a metaverse that is controlled by the landowners. Unlike other metaverses, residents govern the city and neighborhood planning, architecture and building plans approval for their city. Rather than a free-for-all where anyone can do anything, or a centrally controlled environment, Throne City provides a thoughtful planning process where the participants utilize a democratic process of voting to regulate how their city and neighborhoods will develop. Throne City's trajectory is to be fully owned by the participants within four years, and to be governed through a voting mechanism based on governance tokens on the Solana network.

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Industry Background

The word metaverse means different things to different people, but in the blockchain world, the word metaverse specifically refers to game-like landscapes where people can own and develop virtual land. Metaverses are often based on games or gameplay, but like the Web2 game Second Life, they are also much more. Museums, art galleries, concerts, business conferences, and all types of other activities are being developed inside these virtual worlds. Blockchain is rapidly becoming the technology of choice underlying the metaverse because of features such as proof-of-ownership, digital cash, governance, and the ability to create verifiably unique virtual items,.

Companies are snapping up "land" in the most popular metaverses for hundreds of thousands and even millions of dollars. For these investors the locations are not just speculative. They are creating virtual homes and offices and comparing their holdings to websites. In the same way that there was a domain name grab and a move from brochures to websites in Web 2, many companies now feel compelled to open their doors in these metaverses.

Today, it may be obvious to gaming companies and some entertainers that they need a location in a top-ranked metaverse. In the future, all businesses may need to follow suit. As people spend more of their lives online, enjoying immersive experiences in metaverses will become part of people's day-to-day activities. In words, these aren't solely speculative financial investments. Many companies and individuals consider these business investments. PWC predicts that the metaverse ecosystem will impact health, education and manufacturing, and that the metaverse could be worth as much as $1.5 trillion by 2030.

Some metaverse companies are raising money through fungible token issuance, such as a recent raise of $358.8 million for Animoca Brands, which is based on the underlying valuation of the NFT assets to be issued in the metaverse. Another way that metaverses raise capital is through the direct sale of the NFTs used in the metaverse, such as the $5.3 million raised by the Guild of Guardians metaverse game.

Fungible tokens may be in the form of utility tokens which enable gameplay and the purchase of in-game assets, or in the form of governance tokens that provide participants in the game the ability to vote on proposals related to the metaverse. To date, the powers issued with these governance tokens are somewhat limited.

While there are sites that say that Axie Infinity tokens can be used to determine the direction of the game, it appears so far that they will be used only to decide on team funding. The Sandbox is slated to add a DAO in 2022, but promises are vague on what the DAO will decide. Decentraland DAO is more advanced and is slowly giving users the ability to create and vote on proposals such as name bans, grant requests, creating committees and electing participants, and adding points of interest on the map. In other words, the users can make some very limited decisions in a very limited number of metaverses. NFTs, Non Fungible Tokens, are the digital assets used within metaverses, allowing people to outright own digital real estate, characters, buildings, building permits, weapons, magic powers, clothing, art, and any other type of virtual object in the metaverse. NFTs themselves are the fundraising mechanism for many projects. Different metaverses operate in different ways depending on the purpose and control of the metaverses. Game-based metaverses, such as play-to-earn games, have specific rules and actions that people can take inside the metaverse. Often these metaverses have limited numbers of characters and in-game items which are required for the gameplay. In creative metaverses, people can create a wide variety of their own NFTs to develop their properties and trade with others.

Creative metaverse projects let anyone build whatever they want on their property, which is exciting and fun--but it also means there is no control of what happens “next door”. Although people in virtual worlds can teleport to anywhere, proximity is still important. Decentraland’s property near the Gala Center goes for higher prices than other land, and recently someone purchased a plot at $450,000 because of its proximity to Snoop Dog’s Decentraland plot. Conversely, if someone in a nearby plot creates an adult entertainment area, a violent game, etc., it can degrade the value of a location, especially if the location has already been developed as a business that draws a more professional crowd or as a site for children.

Complete freedom can be fun, but in a world where there is real value tied to each plot of virtual land, lack of zoning can have real effects on people’s real-life incomes and assets. Furthermore, as people start using the metaverse as a supplement or replacement for traditional web presence, the locations will take on more importance. Just as in real cities, certain areas have more shoe stores or lawyers, online locations will include zones that attract certain businesses, making it more convenient for potential clients to find a wide selection of options in a virtual cluster of commerce.

Solution: Throne City

Throne City is a vibrant city in the metaverse that allows participants to co-govern the development of the city, neighborhoods and properties within the metaverse. Throne City provides people the kind of agency that people want in their physical properties: allowing them to create areas of commerce and action based on zoning laws. Unlike other metaverse projects, a landowner has influence over what gets built next to their property and in the metaverse as a whole.

Throne City is being launched by Throne Labs, a blockchain company building next generation digital assets in the metaverse, including the Throne NFT marketplace (thr.one). Throne City is designed by the landowners themselves in collaboration with certified architects and urban planowers. All landowners in the metaverse have the right to vote in the Throne City DAO for governance of the city planning, architectural plans, and building permits inside the metaverse.

Components of Throne City include:

- Throne NFT Marketplace
- Throne Metaverse (Throne City)
- Throne City Play
- Architects and Urban Planners
- Throne City DAO Governance

The 12,000 plots of land in Throne City will be sold incrementally over the course of four years and all the tokens used to purchase land will be burned. At the completion of the land NFT sale, Throne City will be fully owned and governed by the landholders who will have full agency and responsibility for the metaverse. The governance mechanism will allow the landholders to create all the structures needed for the long term maintenance and development of the city.

Throne NFT Marketplace

In late 2021, the company successfully launched its NFT marketplace powered through an ERC-20 token, $THN. The marketplace enables zero transaction fee listing and trading of the next generation of collectors and creators for those who choose to transact in THN. The Throne marketplace is currently active at https://thr.one/.

The Throne Metaverse (Throne City)

Throne City is a new metaverse being launched by Throne Labs, the publisher of the Throne NFT marketplace (thr.one). Throne City consists of 12,000 parcels of land offered for sale in ERC-20 THN tokens. Digital land plots in Throne City are owned by the community members, who can purchase ownership of virtual land on a blockchain-based ledger of parcels.

Throne City planning, zoning, building permissions and architectural designs as well as purchase of goods and services will be determined by the holders of the Solana-based THN, a separate cryptocurrency from the ERC20 tokens, designed exclusively as the governance token in the Throne City metaverse.

The main cryptocurrency behind the Throne metaverse is $THN which is issued on two networks: one on the Ethereum network and one on the Solana network. $THN on the Ethereum network is an ERC-20 token that is used solely to purchase land. Once a participant purchases land and takes possession of the land NFT, the $THN tokens used to purchase the land are burned and the purchaser receives a non-fungible, transferrable, scarce digital asset on ERC-20 network representing the owner's holdings and rights as landowner. In addition, the NFT is listed and displayed on the Throne NFT marketplace.

$THN on the Solana network is the governance token of Throne City, allowing participants to make in-world purchases of digital goods and services, govern the zoning laws, building permits, and make other decisions about the city layout and development.

The initial plan includes a limited number of 240 building permits of pre-architected building designs within Throne City. All additional building permits shall be created through the shared governance system (similar to zoning in the real world). Urban planners will submit proposals for different zones of the city, architects will propose specific buildings, and the people of the city will approve the zoning, planning, building and improvements to determine the look and function of their city.

To encourage participants in the new metaverse, Throne Labs will airdrop 600,000 $THN on the Solana network to holders of $MANA-- the participants in the Decentraland metaverse. Solana $THN can be used for voting on zoning and building laws in Throne City, but only for landholders in the city. The Solana $THN can also be used to purchase in-world goods and services within the Throne City. This airdrop is designed to reward early community members to participate fully and determine initial city planning in the neighborhoods where they own land.

The Throne Labs team recognizes the power of creativity when unleashed, and is establishing a canvas where real-life architects and designers can express their creativity. Today's most creative architects, urban planners and designers are not just limited by the laws of physics, but also by the laws of man. Centralized bureaucracies, demands to lower costs to increase profitability, and stagnant zoning laws have forced the most creative architects and designers to abandon the pursuit of truly revolutionary and beautiful cities.

In the metaverse, anything is possible—theoretically. To date, metaverses such as The Sandbox and Decentraland have implemented limited governance decisions. As of this writing, Sandbox DAO is not released, and the promises are vague about what decisions residents will have. In Decentraland, anyone can build anything, and the governance DAO has the ability to vote on global issues (such as name bans) and feature suggestions, but there is nothing that allows participants to protect or plan the value of specific neighborhoods or property through zoning laws. Throne City launches by providing a new layer of stewardship to the participants in the metaverse. Throne City represents a fully decentralized city that, beyond the first 0.025% of building permits, is fully planned, designed, and built by a system of distributed governance.

Throne City Play

At the core of Throne City is the 12,000 plots of land. The Throne City team and a select group of early buyers will be able to build based on the initial issuance 240 (2%) building permits in the first settler's area. Beyond those initial grounds, Throne City will be governed by users under the zoning laws they determine.

City planning and zoning is the first step. Residents of a particular region and urban planners can create urban plans with zoning. Anyone with a land holding anywhere in Throne City can vote. Building architecture plans can be purchased from a pre-approved set of buildings that are approved by the town zoning council. New designs can be submitted by architects to individual landholders or to the city or regional governance body (DAO).

Once a city is zoned, the land owners need to purchase building permits—which are approved by the community. The type of building permit is predetermined by the city planning and zoning laws, and the landowner needs to submit their building plans to the governance body and get approval of the plans before they create the building. The fee received from the permits is distributed among the holders of the SOL $THN in proportion to the number of tokens each is holding.

Throne City is designed to become fully owned by the residents of the city. Once all land in the Throne City is sold, the founders of Throne City have no more right to make changes in the city and the city will be fully controlled by its residents. The city becomes a completely free metaverse, with no centralized authority to manage the city. The residents themselves will be responsible for self-governance, management and hosting of the city. As a blockchain-based metaverse, all of the properties and creations are built on a public ledger which is co-owned by the community.

Architects and Urban Planners

At the launch of Throne City, the metaverse will include several pre-approved buildings and architectures, as well as the initial 240 building permits to utilize these initial architectural plans. However, the players are not limited to these plans. They can contract architects to create new buildings and plans, and have those buildings approved by the governance body of Throne City.

Throne Labs will pre-approve a body of professional architects who are certified to create certified building plans as well as urban planners who are authorized to create neighborhoods and zoning proposals. The body of architects will be able to form guilds that will approve other architects to join the ranks. Over the first two years, only Throne Labs and the Architects themselves will be able to approve new architects and urban planners to be certified for creating plans and building architectures in Throne City. After the second year, the city residents will be able to make proposals to the Throne City Governance DAO for other methods of approving architects and urban planners for the city.

Only buildings and plans created by the architects and city planners can be entered into the marketplace for use within Throne City. The final say on whether a specific architectural plan is approved for building in a specific lot is through the Governance DAO which approves all building permits in the metaverse.

Governance DAO

Throne City will be governed through a Decentralized Autonomous Organization (DAO), that is a system where participants vote on proposals using an automated, leaderless system on a blockchain. The DAO is a component of Throne City that allows all token holders to make proposals that are voted on by all interested token holders.

Throne City Governance will maintain a number of elements that are fully governed by holders of the $THN governance tokens at the outset, including issuance of zoning regulations and applications for building permits. Anyone in Throne City can make a proposal for zoning in regions in which they own land. Only the owner of a parcel of land can make a proposal for building on their land, requesting a building permit based on an architectural plan they submit. Architectural plans must be created by one of the approved architects inside of Throne City. Votes are weighted by the amount SOL $THN held by the voters.

Throne City will include pre-formatted templates for making proposals for zoning and city planning, building permits, and architectural plans. Other types of proposals may be created and approved by the governance body. Submission and approval of plans may have a price associated with them to discourage people from putting in outrageous plans and wasting the time of the governance DAO. Submission fees will encourage architects, urban planners, and landowners to submit plans that are most likely to get approval from their neighbors and other metaverse participants.

Over time, the governance DAO will get more agency over other aspects of the metaverse such as development and maintenance. The DAO will accept proposals on changes to the governance body itself. By the end of the fourth year of operation, the Throne City Governance DAO will have full decision-making power over the metaverse itself.

The Governance DAO will hold regularly scheduled voting on proposals that are brought to the governance DAO. Everyone in the metaverse has the option to vote for those projects they care about or against projects that they feel might negatively impact the value of the land they hold.

Any landowner can make a proposal to the DAO to request a building permit on their land, or for a neighborhood zoning plan. All proposals need to include a plan created by one of the certified architects or urban planners. No proposals will be accepted without certified building plans included. Proposals submitted will be presented for voting at the next voting period.

To vote on the open proposals, the participant needs to prove they are landholders and identify their NFT landholdings in the Throne City Metaverse, and they must hold $THN voting tokens on the Solana network, which determine the weight of the vote. The governance tokens must be locked for the entire voting period to be valid for voting on the proposals available during that voting period. The THN governance tokens are unlocked when the vote is finalized.

Tokenomics

Any purchase of land in the Throne City is made in $THN ERC20 tokens. Once tokens have been used to purchase land they are burned. Accordingly, when all pieces of lands in the Throne City were purchased, all designated $THN tokens in the Ethereum network are burned (see further below Tokenonomics). Future resales can be in any currency that the landholder wants to accept and that they can bridge to the land NFT they are selling.

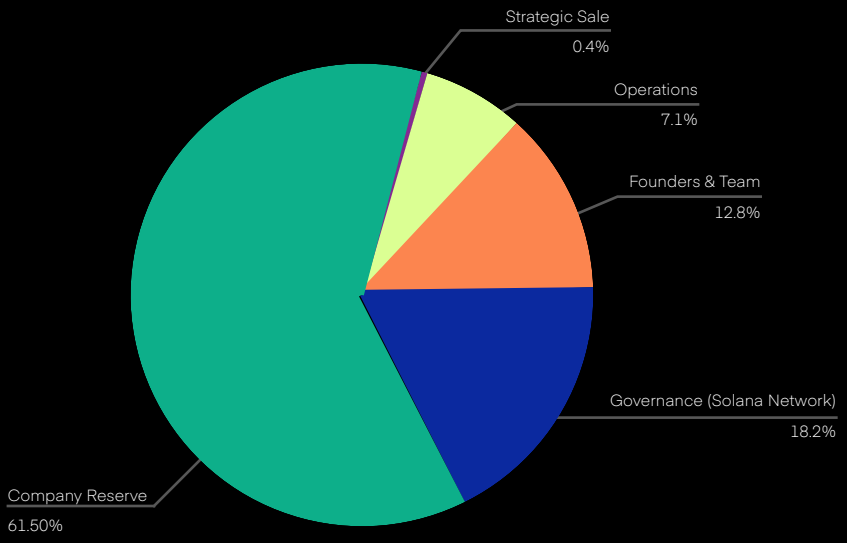
Throne City Governance tokens are THN tokens stored in the Solana network. SOL-THN will be airdropped to landholders as well as to $MANA holders, to incentivize metaverse fans to join Throne City in the initial land sale. When a person submits a vote on the SOL THN network, the system does a cross-chain verification of the land owned by the person to determine their voting rights for that particular vote. Votes are executed through Solana because of the low transaction fees. Only landholders have the right to vote in Throne City

$THN ERC-20 Network allows purchase of land and NFTs. A number of THN has already been released to early investors and for market liquidity. The release to the market of the THN tokens will directly correspond to the release of Land NFTs, so that there will always be a stable relationship between the amount of land available for sale and the number of THN tokens available to purchase the land in order to maintain the value of the tokens as they are issued. With every purchase of land, the ERC-20 tokens are burned. In return, the buyer receives an NFT of the land.

$THN Solana Network provides purchase on in-world goods and services as well as voting rights on Throne City's plan (skyline, building restrictions), participation in decisions, and purchase of construction permits.

Company Reserve*:	**1,214,132,193**
Governance (Solana Network):	**360,291,260**
Founders & Team:	**251,710,333**
Operations:	**140,368,873**
Strategic Sale:	**7,696,028**

*To be used for digital asset sales (land, NFTs, etc)



Roadmap

THN Deployment ERC- 20	**Q3/21**
THN Listing	**Q3/21**
NFT Marketplace Alpha	**Q1/22**
Airdrop	**Q1/22**
THN: Solana Chain bridge	**Q2/22**
THN: Airdrop MANA	**Q1/23**
Throne City Alpha	**Q1/23**
Throne City Beta	**Q3/23**

Mission

Throne Labs' mission is to deliver a high-quality and immersive experience by providing the users an environment where they can play, build, own, and monetize their virtual experiences across multiple platforms that also support the player-centric ecosystem via a solicitous tokenomic structure.

Business Model

Development of Throne City, including funding of the founding team, will be funded through the initial land offerings. The Throne team architects will be remunerated through the sale of their architectural plans. Permits fees will be distributed among the holders of the SOL $THN in proportion to their holdings. By the end of the first four years of development, Throne City will be fully owned by its members, who can continue to maintain the city based on transaction fees. Likewise, Throne City members can determine the level of transaction fees or other forms of taxation they feel are appropriate for maintaining the city.

Team

Backed by years of experience building brands and platforms at scale.

ZAC LEWIS
Chief Executive Officer

Zac is focused and committed to drive the goals and mission of Throne Labs going forward. He is responsible for implementing a broad vision for using digital strategies to advance our mission, and platforms, lead management and achieve milestones. This includes setting both growth and performance benchmarks, establishing KPIs, maintaining reports that track the efficacy of different variables and efforts.

Prior to Throne, Zac was one of the first employees at Pluto TV - the largest internet television service with 60+ million users working directly with the founder before and after launch. Pluto TV was acquired by Viacom in 2019 for $320 million. Before that Zac was based in Hong Kong working with Asia based technology startups focused on social media platforms and content distribution networks, as well as conglomerates as Shanda Interactive Entertainment, at the time was one of the largest online casual gaming companies in the region.

Originally from Hong Kong, Zac lives today in New York, travels excessively and holds a degree in Computer Science from Fordham University.

https://www.linkedin.com/in/therealmrlewis/

ADAM STRAUSS
Chief Operating Officer

Adam Strauss has based his career as a catalyst for innovation. With over a decade of experience as a senior strategy and brand executive, Adam's specialities include brand intelligence, digital marketing, and communications. His responsibilities include strategy formulation and management, developing and overseeing the vision and implementation of Throne Labs.

Prior to joining Throne, Adam was at Prophet, a global consultancy that helps clients find uncommon growth and build relentless relevance in the face of disruption. Before that he was a marketing executive at Nike where he was part of the brand Intelligence team for North America. He had also spent time at Yahoo at the start of his career, as well as at Automatic the parent company of WordPress. Adam speaks three languages and holds a bachelors degree in Computer Science from the New York University.

https://www.linkedin.com/in/adam-strauss-641b76b4/

GEE ROBERSON
Creative Director

started his career as VP of A&R at Roc-A-Fella Records. He later went on to senior label posts as SVP at Atlantic Records and Chairman of Geffen Records. Roberson is the former of **Drake**, **Lil Wayne**, and **Nicki Minaj**. He is currently the manager of **Kanye West** and a partner of Maverick management, which is a subsidiary of Live Nation Entertainment. The firm manages the careers of Madonna, U2, Aerosmith, G Eazy, Miley Cyrus, Paul McCarntey, The Weekend amongst others.

Roberson has played a key role in the business careers of artists such as Kanye West, Lil Wayne, Drake, T.I., Nicki Minaj, G-Eazy, and Lil Nas X. He has structured partnerships with Nike, Pepsi and works regulariyly with leading brands and artists. In addition, Roberson is a partner at BPG Music which has a partnership with **Warner Records** where he remains an advisor.

https://maverick.com/
https://www.musicbusinessworldwide.com/people/gee-roberson/
https://www.musicbusinessworldwide.com/warner-records-inks-pact-with-gee-roberson-and-jean-nelsons-bpg-music/

ANTHONY KARTER
Blockchain Architect

Anthony is a blockchain evangelist and architect with an in-depth understanding of all the technical and functional aspects of blockchains (consensus, security models, tokenomics, etc.) and crypto-wallets (keys management, UX, etc), with a robust knowledge of Ethereum. He has considerable experience designing and implementing systems based on blockchain (separation of duties between chain, and backends) as well as in smart-contracts full development cycle (solidity) and knowledge of the standards for token contracts (ERC-20, ERC-721, ERC-1155, etc.).

Anthony brings over 16 years of experience working in technology companies including senior software development roles at AT&T and Comverse. He had developed the first blockchain OS for a mobile phone and gained expertise in both technological and product aspects.

CHIMERE CISSE
Communications Director

Chimere is an experienced communications executive and contributing editor. She has held senior roles for organisations including Hearst Magazines (Harper's Bazaar/ELLE) and Burberry. She has worked with internationally recognised talent, artists and thought leaders to create unique brand and venue collaborations, with her production and work appearing in global publications from Architectural Digest to Vogue.

She has worked with the Venice Arts Biennale and curated art exhibitions on behalf of Sony Ericsson and Evian. In addition to her strategic partnership work, Chimere is a frequent industry speaker, regularly giving interviews on the worlds of art and media, having been featured in leading publications. She is a judge and mentor at Graduate Fashion Week, a guest Lecturer at the University of East London, sits on the British Council, Fashion Fights Cancer and Gabrielle's Angel Ball committees and is a Goodwill Ambassador to Art & Culture Without Borders Foundation.

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https://www.chimerecisse.com/

NELLEE HOOPER
Cultural Director

Nelleee is an award-winning British producer and remixer behind some of the most successful and inventive dance-oriented music throughout the 1990s. Hooper has produced seven Grammy award-winning recordings for artists including Smashing Pumpkins, U2 (best song and album), Soul II Soul, Sade, Madonna, Janet Jackson, Bjork, and Sinéad O'Connor. He has been awarded Q's Best Producer award and twice been Music Week Producer of the Year.

Hooper came up as a DJ, as a member of the Wild Bunch – the Bristol-based collective that would develop into Massive Attack. Over the last decade Nelleee has devoted much of his attention to the arts, culture, by curating significant works throughout Europe and Asia.

https://www.discogs.com/artist/11831-Nellee-Hooper
https://en.wikipedia.org/wiki/Nellee_Hooper

HAJIME MATSUMURA
Marketing Director

Hajime is one of the pioneers of blockchain technology in Japan. He has been offering the crypto community services and technology that empower both small-scale projects and multinational companies to attain their predefined goals since 2013.

Regarded a visionary in the digital marketing sector, with an outstanding place on the global blockchain and crypto map. In 2017 he co-founded Mashtake, an agency designed specifically to helping cryptocurrency and blockchain companies succeed.

With a passion for crypto stronger than ever, Hajime is excited to be part of growing the industry around the most incredible technological innovation of our generation.

JULIA PAVLOVSKA
Art Director

Julia is an established London-based art advisor with an Art and Business degree from Maastricht University, Bocconi Milan. She has also worked at Sotheby's & Christies.

Julia specialises in contemporary artists working with both established as well as new digital creators. She represents and maintains artist and brand relationships through educational talks with important leaders including curators, art funds, art foundations, museums and blue-chip galleries through to smaller emerging spaces.

Pavlovska brings a creative and atheistic direction to Throne Labs portfolio of Web 3.0 developments.

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https://www.artkorero.com

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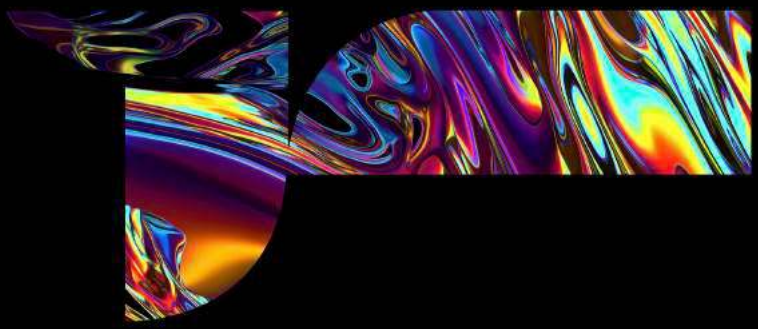

IT'S A NEW WORLD

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- Entrepreneur

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