

# What is SAND Crypto?

SAND is the native cryptocurrency of *The Sandbox*, a blockchain-based virtual world where users can buy land, build games, and trade digital assets. It runs as an ERC-20 utility token on the Ethereum blockchain, powering all core functions within the ecosystem.

See, SAND is both a currency and a key. It lets you buy LAND (virtual plots), collect NFTs, create ASSETS, and participate in decentralized governance. So? Unlike simple in-game coins, SAND is real crypto. It holds value, can be traded on exchanges, and allows ownership beyond the game itself.

For example, if you buy a LAND in The Sandbox using SAND, you don't just "use" it—you own it as a verifiable token on the blockchain. You can rent it, build on it, or sell it. This gives SAND a utility far beyond just gameplay—it acts like digital real estate currency in a growing metaverse economy.

*As of now, over 2.5 billion SAND are in circulation from a total supply of 3 billion, and you can find SAND trading on exchanges like Binance, Kraken, and Coinbase.*

So if you're entering Web3 gaming or looking into metaverse economies, SAND is one of the most recognized and active tokens to watch.

## Who Created The Sandbox and What Was Their Mission?

The Sandbox was originally developed by Pixowl, a game studio co-founded by Arthur Madrid and Sebastien Borget. It started in 2011 as a 2D mobile game for creative building, much like a pixelated sandbox for casual players.

After gaining traction with over 40 million downloads, Pixowl was acquired in 2018 by Animoca Brands, a Hong Kong-based blockchain company. This marked a major shift. The mission evolved from simple mobile creativity to building a decentralized metaverse powered by blockchain.

The core vision was clear:

*Let users **create, own, and monetize** digital experiences using real blockchain ownership.*

They basically wanted to redefine digital ownership using [NFTs](#), smart contracts, and Crypto economics. Instead of game companies controlling user assets, The Sandbox aimed to give players full rights over their land, avatars, and creations.

## **How Did The Sandbox Grow From a Game Into a Metaverse?**

Sandbox gained popularity quickly, but the real shift came after Animoca Brands acquired Pixowl in 2018. That's when the team reimagined the platform—no longer just a game, but a full-scale metaverse on the Ethereum blockchain.

You should understand the three key phases that shaped its evolution:

- **Integration of blockchain:** The team rebuilt The Sandbox using smart contracts and ERC-20 / ERC-721 standards. This introduced true digital ownership through NFTs.
- **Launch of SAND token:** In August 2020, SAND was offered via Binance Launchpad. It became the core utility and governance token of the ecosystem.
- **Creation of virtual land (LAND):** Over 166,000 parcels were minted as ERC-721 NFTs. LAND could be bought, sold, or leased, turning users into virtual

landowners and investors.

The Sandbox allowed users to create, play, and earn in one connected economy. Right? So, artists designed NFTs with VoxEdit, developers built no-code games using Game Maker, and everything was monetized through SAND.

Eventually, Sandbox partnered with global names like Atari, Warner Music Group, Snoop Dogg, and more, which increased its brand legitimacy. It also began hosting live concerts, NFT exhibitions, and branded virtual spaces.

That's how a simple pixel builder grew into a decentralized creator economy—now recognized as one of the most established metaverses in Web3.

## Sandbox VS Other Crypto Projects

<b>Feature</b>	<b>The Sandbox (SAND)</b>	<b>Typical Crypto Token</b>	<b>Traditional Game Tokens</b>
Purpose	Utility and governance in a gaming metaverse	Often used for payments or governance only	Used for in-game purchases only
Blockchain	Ethereum-based with NFT support	Varies (Ethereum, BSC, Solana, etc.)	Not on blockchain, centralized
Token Type	ERC-20 (SAND), ERC-721 (LAND), ERC-1155 (ASSETS)	Usually ERC-20 or similar	Proprietary non-crypto token

Ownership Model	User-owned LAND and assets as NFTs	Holders may vote or stake	Owned and controlled by game developer
Earning Mechanism	Play-to-earn, create-and-earn, staking	Staking, trading, governance rewards	No earnings, only usage
Interoperability	Supports NFTs, dApps, DAOs	Some tokens are interoperable	Not interoperable or decentralized
Community Role	Governed via DAO	Limited to voting (if any)	No governance, top-down model
Development Tools	VoxEdit, Game Maker	Not applicable	Closed development environments
Use Case Expansion	Virtual events, education, retail	Mainly financial applications	Entertainment only

## How Do Users Make Money Through The Sandbox?

You can earn SAND in multiple ways inside The Sandbox platform. The system rewards creativity, ownership, and engagement. Every action tied to content or LAND can offer income opportunities. Monetization depends on how active and strategic your participation is.

Here are common earning methods:

- Sell ASSETS as NFTs on the marketplace
- Lease LAND to other creators or businesses

- Build and monetize your own game experiences
- Earn rewards through staking SAND tokens
- Join play-to-earn games with milestone payouts
- Offer services like avatar design or world-building
- Win contests hosted by The Sandbox team
- Collect community rewards and creator grants
- Hold high-value LAND to benefit from appreciation
- Run branded experiences for companies and partners

## How Many SAND Tokens Exist and Who Owns Them?

The total supply of SAND tokens is capped at 3,000,000,000. The distribution is as follows:

- **Company Reserve:** 25.8%
- **Team:** 19%
- **Seed Round:** 17.2%
- **Foundation:** 12%
- **Binance Launchpad:** 12%
- **Advisors:** 10%
- **Strategic Sale:** 4%

As of now, approximately [2.54 billion SAND tokens](#) are in circulation.

## What Wallets and Platforms Support SAND?

[SAND](#) is an ERC-20 token built on the Ethereum blockchain. That means any wallet that supports Ethereum tokens can also store and manage SAND. You can also buy, trade, or stake SAND across multiple centralized and decentralized platforms.

## Supported Wallets

- **MetaMask**  
Most popular browser-based wallet. Easily connects to The Sandbox game.
- **Trust Wallet**  
A mobile-friendly Ethereum wallet with DApp support.
- **Coinbase Wallet**  
A non-custodial mobile wallet with NFT and ERC-20 support.
- **Ledger (Hardware Wallet)**  
Offers cold storage for long-term security. Connects via MetaMask or WalletConnect.
- **Bitski & Arkane**  
Web3 wallets that directly integrate with The Sandbox game for login and gameplay.

## Supported Platforms

- **The Sandbox Marketplace**  
Direct use of SAND to buy LAND, ASSETS, and NFTs.
- **Binance, KuCoin, Gemini, Huobi**  
Centralized exchanges where you can buy or sell SAND.
- **Uniswap, SushiSwap**  
[Decentralized exchanges \(DEXes\)](#) that let you trade SAND using Ethereum pairs.
- **Kriptomat, Kraken, Crypto.com**  
Platforms that allow easy fiat-to-SAND conversions and portfolio management.

# How Secure Is the Sandbox and What Powers Its Blockchain?

The Sandbox is powered by Ethereum, one of the most established and secure blockchains in the world. It uses ERC-20, ERC-721, and ERC-1155 standards to manage its native token (SAND), digital land (LAND), and in-game assets (ASSETS). This structure ensures transparency, ownership verification, and protection from unauthorized changes.

You can trust The [Sandbox ecosystem](#) for the following reasons:

- **Ethereum's Proof of Stake (PoS)**

Ethereum's current PoS consensus mechanism uses validators to secure the network instead of miners. This reduces energy consumption and enhances security through economic incentives.

- **Smart Contract Security**

All major transactions, including LAND purchases and NFT minting, are governed by smart contracts. These contracts are deployed on Ethereum and can be audited for vulnerabilities.

- **Wallet Control and Private Keys**

Players own their private keys when using non-custodial wallets like MetaMask or Ledger. That ensures full control over assets without reliance on third parties.

- **NFT and Token Verification**

Every NFT and SAND token is recorded on-chain. You can verify asset ownership through tools like [Etherscan](#).

- **DAO and Governance**

Decisions about the platform are gradually shifting to a community-driven

model through The Sandbox [DAO](#), giving token holders governance rights and transparency.

**Key point:** Your data and assets are not stored by The Sandbox company. They are stored on the Ethereum blockchain—immutable and decentralized.

## Is SAND a Smart Investment for You in 2025?

SAND, the native token of The Sandbox metaverse, has become a focal point of blockchain-based gaming investments in 2025. Its unique use case, growing adoption, and integration with NFTs and land-based assets continue to attract investors. But is SAND a smart and safe investment?

Here's an overview of its strengths and limitations:

Factor	Insights
Utility and Ecosystem Role	SAND powers all major transactions inside The Sandbox, including LAND purchases, NFT trading, staking, and governance. Its utility strengthens long-term value. (Source: Securities.io, 2025)
Market Integration	Over 160+ global brands have entered The Sandbox, including Atari and Care Bears. This growing ecosystem boosts SAND demand. (Source: Securities.io)
Player Economy and Passive Income	Users earn by renting land, creating assets, or hosting games. This introduces multiple income streams beyond speculation. (Source: Securities.io)

Transparency and Ownership	All SAND transactions and NFT data are on the Ethereum blockchain, ensuring transparency and verifiability. (Source: Sandbox Whitepaper)
Community Governance	The DAO model empowers token holders to shape the ecosystem, encouraging long-term commitment. (Source: Sandbox Governance Doc)
Security and Blockchain Foundation	SAND runs on Ethereum with ERC-20 compliance. Ethereum's switch to PoS adds security and energy efficiency. (Source: Ethereum.org)
Volatility and Speculation	SAND is still subject to crypto market volatility and hype cycles. Investment risk remains high without stable revenue models. (Source: <a href="#">Reddit</a> )
Game Adoption Concerns	Some users on Reddit express doubts about active gameplay quality and daily use. Engagement may lag behind hype. (Source: <a href="#">Reddit</a> )

## Final Words

SAND Crypto powers an entire virtual ecosystem where creativity, ownership, and earning come together.

However, like any crypto asset, SAND is not risk-free. Its value depends on adoption, user activity, and market trends. If you're a believer in Web3 gaming, digital ownership, or blockchain-powered economies, SAND deserves a place on your radar.

Just remember—invest smart, stay informed, and play with purpose.