

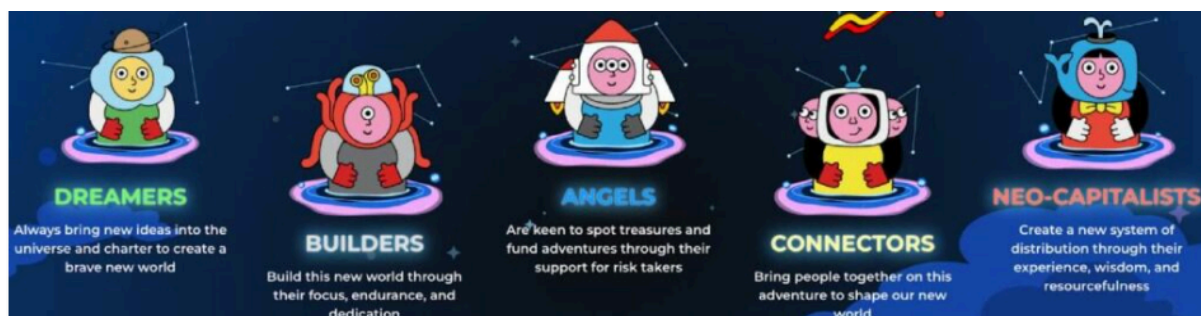
# 1. What is Mocaverse?



Mocaverse is a collection of NFTs developed by the renowned investment fund Animoca Brands, aiming to connect projects within the fund's extensive ecosystem into a unified and strong organization.

Mocaverse consists of NFT Profile Pictures (PFPs) representing Mocas – animated characters categorized into five tribes with different missions: Dreamers, Builders, Angels, Connectors, and Neo-Capitalists. Each tribe possesses unique special abilities, but their power is enhanced when combined. This is the message that Animoca Brands wants to convey about a Web3 world, where everyone unites for a greater common goal.

Besides NFTs, Mocaverse is oriented to become a blockchain ecosystem in the future, with various components such as Launchpad, DID, and the launch of its own token, MOCA.



## 2. Project Team

Mocaverse is developed by the team at Animoca Brands, a leading Web3 investment fund with a portfolio of nearly 500 projects, including notable names like Axie Infinity (AXS) and The Sandbox (SAND).

Some key members of the Mocaverse development team include:

- **Yat Siu (CEO of Animoca Brands)**: He founded Outblaze, a digital services company, in 2000 and later sold it to IBM in 2009. Yat Siu established Animoca Brands in 2014, aiming at the Crypto market. In 2023, Yat Siu ranked 55th on the list of the 100 most influential people in the Crypto market (according to Cointelegraph).



Yat Siu (CEO Animoca Brands)

- **Olivia Song (Head of Business Development)**: She has extensive experience in business development, having helped Avalanche thrive in the Korean market from 2019 to 2023. Olivia Song took on the role of

Head of Business Development at Mocaverse in early 2024.



Olivia Song (Head of Business Development)

### 3. Investors

Mocaverse has raised a total of \$31.88 million in two funding rounds:

- **Round 1 (09/2023):** Mocaverse received \$20 million in a funding round led by CMC Global, with participation from Kingsway Capital, GameFi Ventures, and several individual investors such as Yat Siu (co-founder of

Animoca Brands) and Aleksander Larsen (co-founder of Sky Marvis).

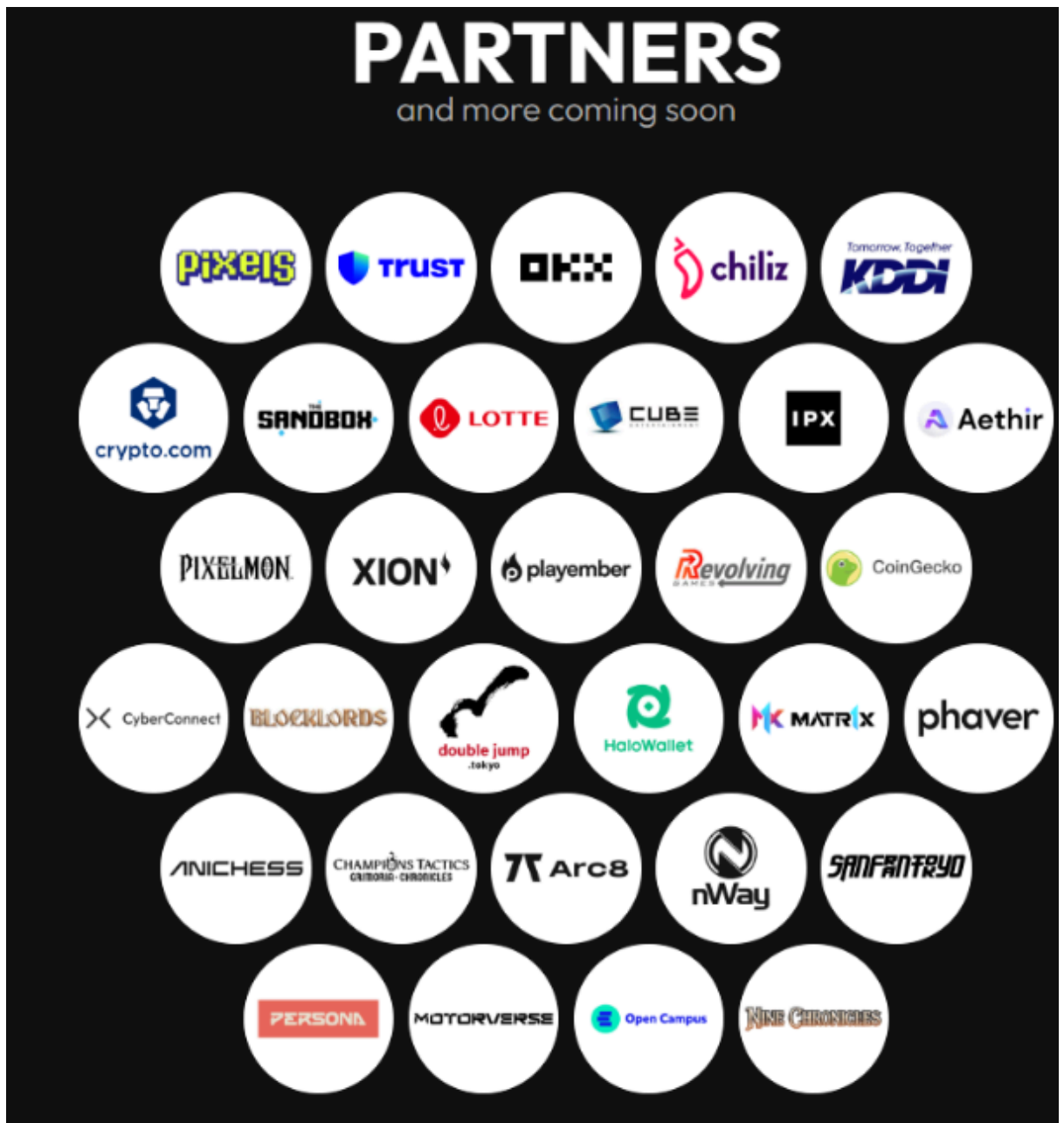
**ANIMOCA BRANDS  
RAISES A FURTHER  
\$11.88 MILLION  
FOR MOCVERSE**  
Bringing grand  
total to **US\$31.88  
million**

KEY-INVESTORS:

OKX VENTURES FORESIGHT VENTURES polygon Ventures Dapper Labs

- **Round 2 (12/2023):** Mocaverse raised an additional \$11.88 million from renowned investment funds such as OKX Ventures, Polygon Ventures,

Dapper Labs, and Block1.



Mocaverse has established partnerships with many notable projects in the Gaming and Metaverse sectors, including Pixels, Chiliz, The Sandbox, Pixelmon, and Cyber Connect.

#### **4. What are Mocaverse's Products?**

Currently, Mocaverse offers three main products: Mocaverse NFT (a collection of NFTs), Moca ID (a user identification system), and Mocalist (a Launchpad platform).

## 4.1. Mocaverse NFT

Some notable information about Mocaverse NFT:

- **NFT contract:** 0x59325733eb952a92e069c87f0a6168b29e80627f
- **Blockchain:** Ethereum
- **Token Standard:** ERC-721
- **Maximum Supply:** 8,888 MOCA



The Mocaverse NFT minting event took place on March 6, 2023, and was allocated to Animoca Brands' partners. The allocation strategy indicates that the launch of Mocaverse NFT is intended as a reward for developers who want to make long-term contributions to the ecosystem, rather than for the majority of traders looking to speculate for profit.

Mocaverse NFTs are composed of various attributes such as Tribe, Eyes, Nose, and more. Holders of Mocaverse NFTs will have the right to participate in the

following activities:



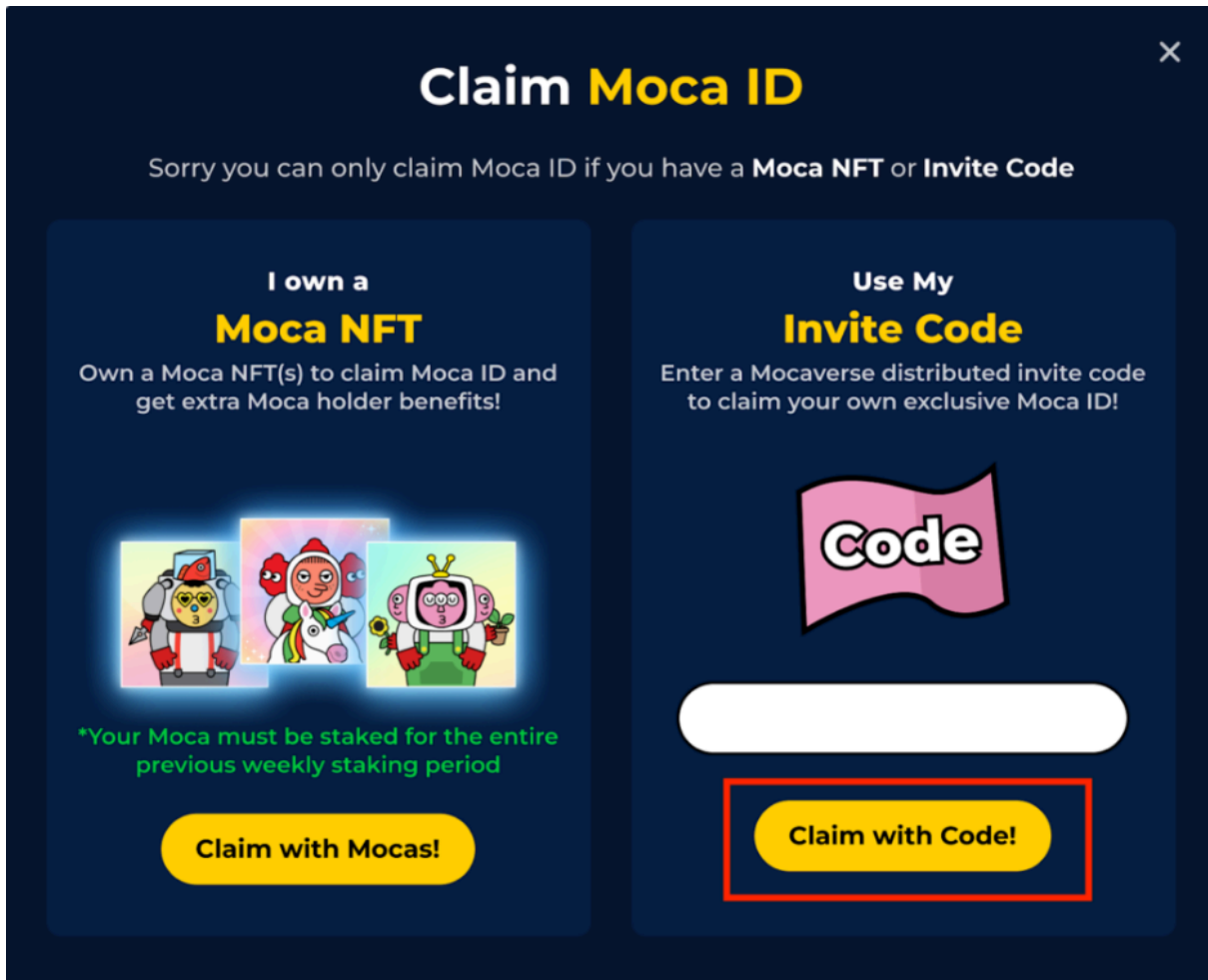
- **Learn:** Join advanced classes and AMAs with top experts.
- **Build:** Access resources and tools for Web3 developers.
- **Play:** Experience exclusive games and have the opportunity to receive airdrops.
- **Do Good:** Contribute to initiatives aimed at addressing social issues.

## 4.2. Moca ID

Moca ID is the on-chain DID (decentralized identity) system for users within the MocadoVerse ecosystem. Currently, there are two ways for users to obtain a Moca ID: by owning a Moca NFT or by using an Invite Code from celebrities (KOLs).

Users with a Moca ID can participate in the extensive ecosystem of Animoca Brands, which includes nearly 500 projects in its portfolio.

While using Moca ID to engage with the ecosystem, users can accumulate Realm Points. These points can be used to redeem exclusive privileges for Moca ID holders and unlock additional benefits from Animoca Brands' partners.



### 4.3. MocaList

In April 2024, Mocaverse partnered with Coinlist to launch the MocaList Launchpad platform. Animoca Brands and Mocaverse will curate top projects in the culture and entertainment sectors, providing users with the opportunity to participate in high-quality token sales.

Projects participating in the Launchpad will benefit from the combined reach of Coinlist's 11 million users and the Animoca Brands ecosystem. Notably, holders of Moca NFTs, MOCA Coins, and Moca IDs will receive priority access to token sales on MocaList.

Mocaverse's MOCA token was the first project to have its public sale on the MocaList Launchpad. A total of 126,984,127 MOCA tokens were allocated in this public sale, with an average purchase price of \$0.0394. Users needed to have a Moca ID to participate in the token sale.





## 5. Roadmap

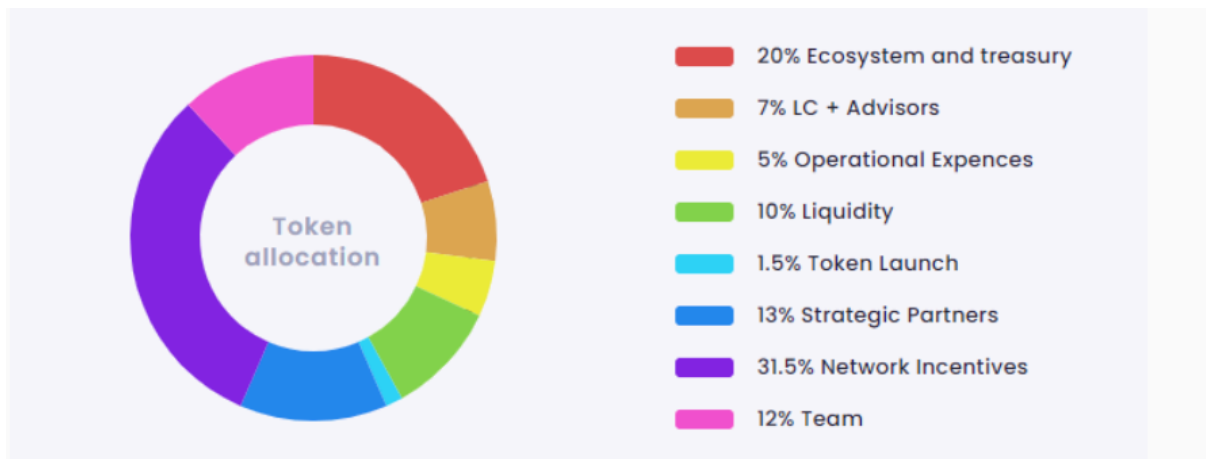
*Updating*

## 6. Tokenomics Information

### 6.1. Key Metrics

- **Token Name:** MOCA
- **Blockchain:** Ethereum
- **Contract:** 0xf944e35f95e819e752f3ccb5faf40957d311e8c5
- **Category:** NFT
- **Total Supply:** 8,888,888,888
- **Initial Circulating Supply:** 1,137,777,778 (12.8% of total supply)
- **Exchanges Listing MOCA:** Bybit, Gate.io, HTX, etc.

## 6.2. Token Allocation & Release Schedule



The specific allocation of MOCA tokens is as follows:

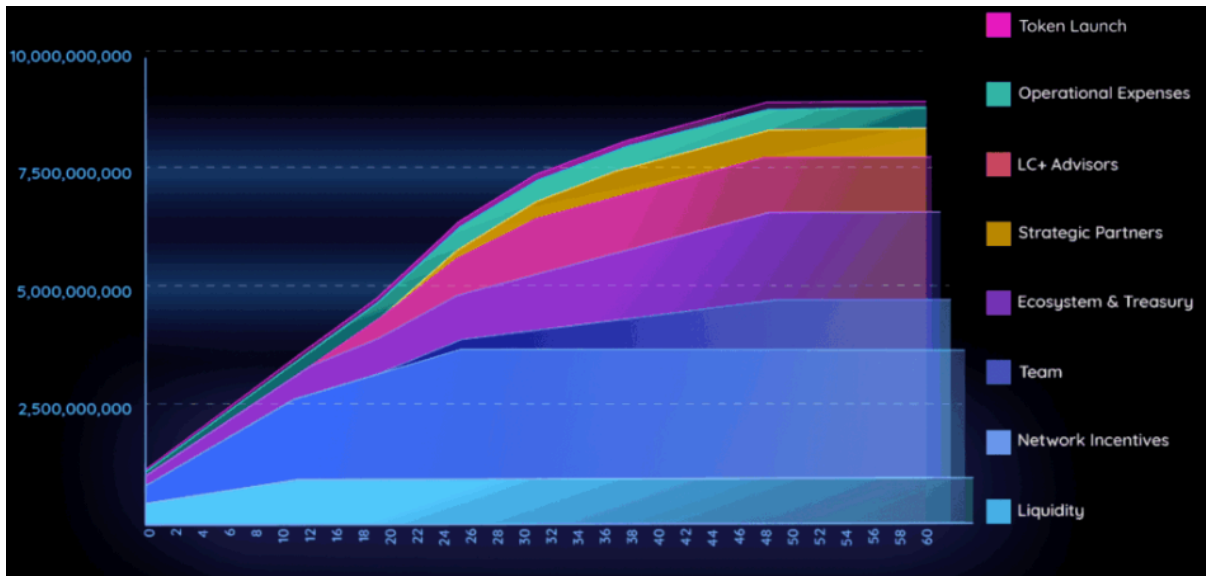
- **Network Incentives:** 31.5% – 15% unlocked at TGE, gradually unlocked over the next 24 months
- **Ecosystem & Treasury:** 20% – 10% unlocked at TGE, gradually unlocked over the next 48 months
- **Strategic Partners:** 13% – locked for 12 months, gradually unlocked over the next 18 months
- **Team:** 12% – locked for 18 months, gradually unlocked over the next 30 months
- **Liquidity:** 10% – 50% unlocked at TGE, gradually unlocked over the next 12 months
- **Launch Contributors & Advisors:** 7% – locked for 18 months, gradually unlocked over the next 18 months
- **Operational Expenses:** 5% – 20% unlocked at TGE, gradually unlocked over the next 24 months
- **Community Sale:** 1.5% – 5% unlocked at TGE, locked for 3 months, and gradually unlocked over the next 12 months

The amount of MOCA tokens unlocked at TGE will be 12.5% of the total supply, primarily allocated to the community, including Liquidity (5%), Network Incentives (4.75%), and Ecosystem (2%).

The majority of token unlocking pressure will occur in the first two years after TGE, with the circulating supply reaching approximately 60% of the total

supply. Over the next three years, about 30% of the total supply will continue to be unlocked for Partners, Team, and Advisors.

### 6.3. Token Use Case

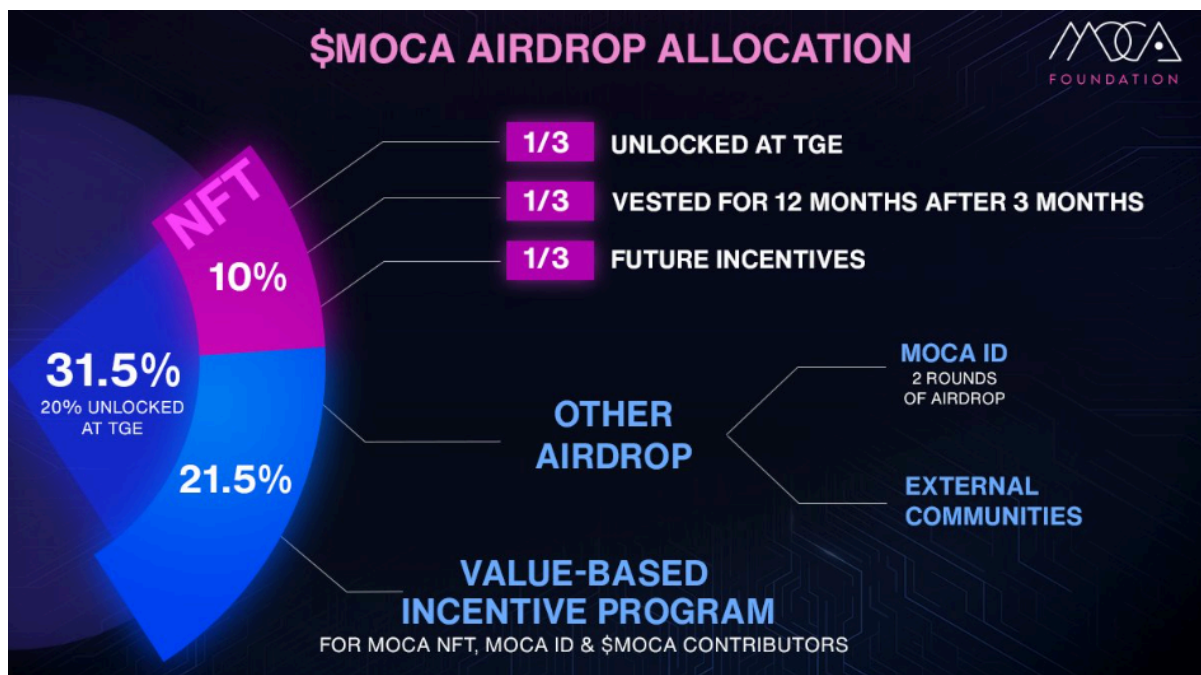


Important use cases for the MOCA token include:

- Paying gas fees for activities on the Mocaverse platform
- MOCA holders can vote on important project proposals
- Providing early access to the Mocalist Launchpad platform
- Incentivizing user interactions within the network

## 7. Guide to Hunting MOCA Airdrops

Out of the total 31.5% tokens allocated for the community, 20% were unlocked at TGE, and the remaining 11.5% will be airdropped in subsequent rounds. The number of tokens is not as large as in season 1, so participants should consider allocating resources wisely.



## Mocaverse Airdrop Allocation

To receive airdrops, you can consider the following methods:

- **Hold Moca ID and accumulate Realm Points (RP).**
- **Hold Mocaverse NFTs**, which include 8,888 different characters inspired by aliens. These are currently trading at around 1.5 – 3 ETH. You can check them out on the Element marketplace.
- **Participate in Staking MOCA tokens.**

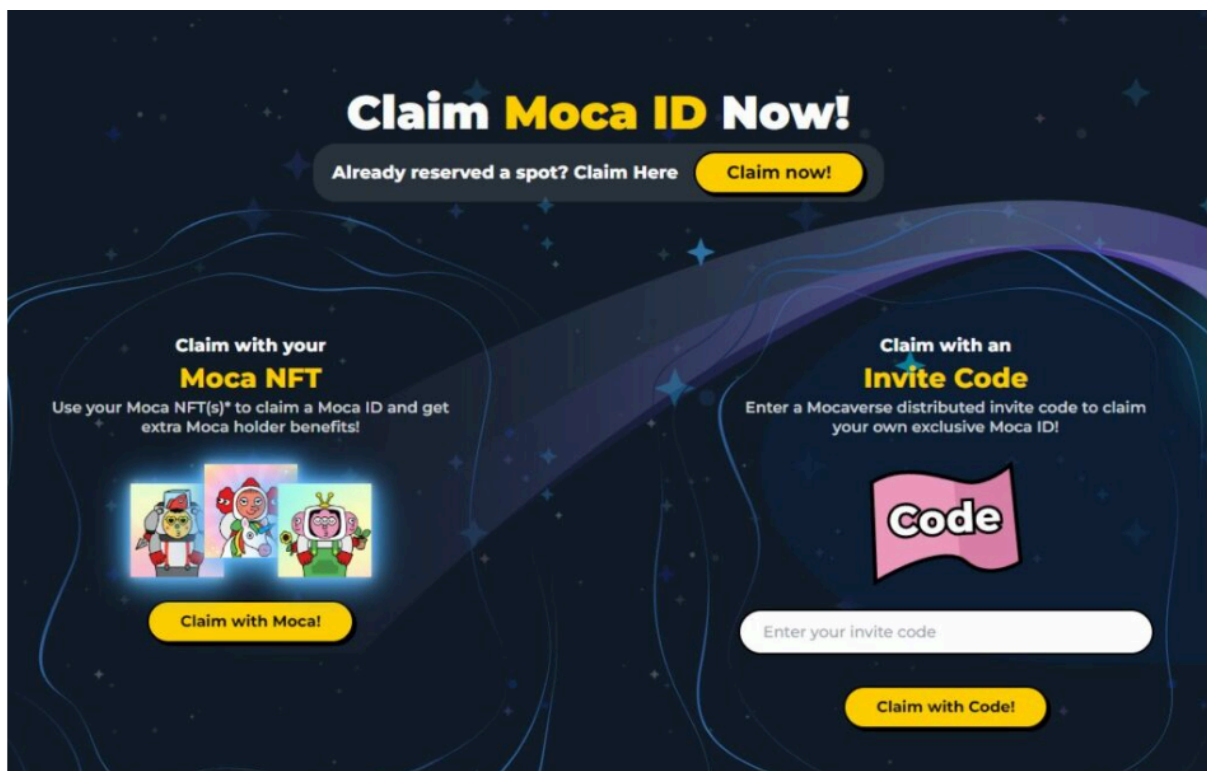
**Note:** Mocaverse NFTs have significantly increased in price from their mint price (0.08 ETH for partners). Buying NFTs involves investment risks, so consider carefully before participating.

### Method 1: Hold Moca ID and accumulate Realm Points (RP)

To receive a Moca ID, you will need a Gmail account and an invite code.

**Step 1:** Access the Moca ID registration page.

[Mocaverse](#)

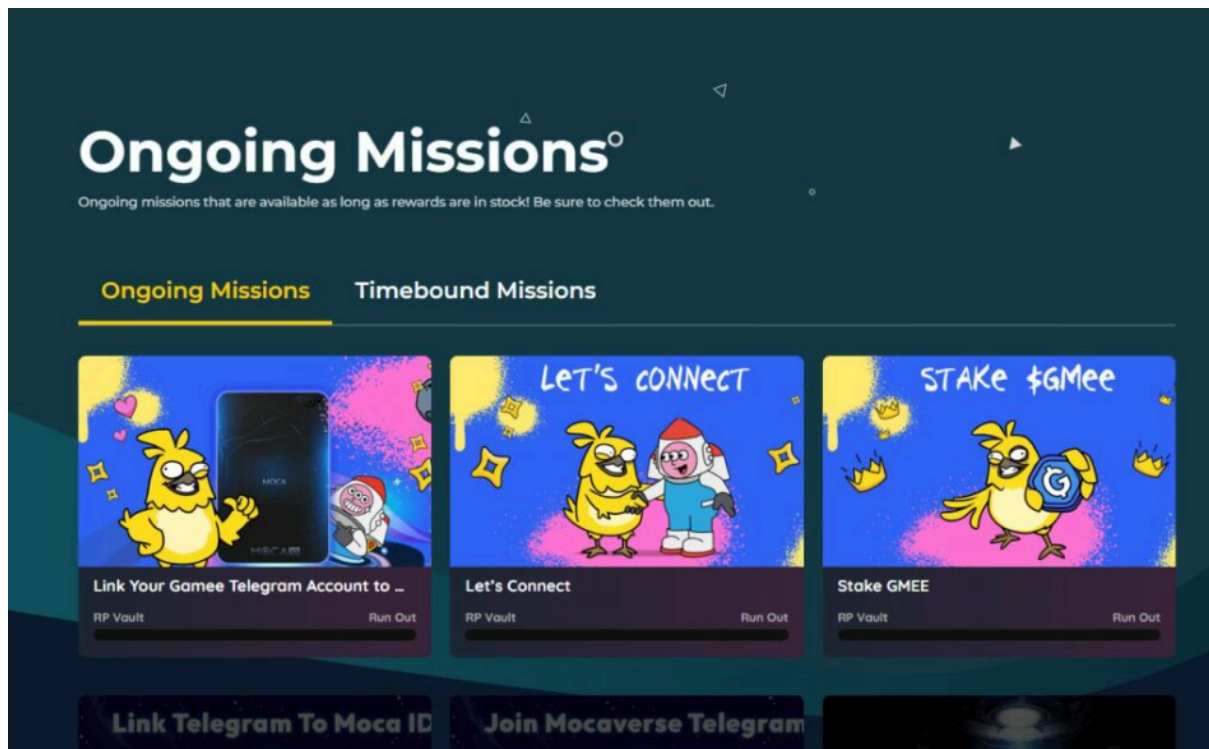


**Step 2:** Enter the code to activate.

Here are some invite codes you can try – If they are no longer valid, you can find more in the Mocaverse community:

- SCEEGF1VWY
- YV8FVS3LH7
- 9YGBVSP1Q
- 1R8BJSJ150
- KVWYBQ28GS
- 5Q3NWWGT0L
- JA5R0YV1KE

**Step 3:** Go to the profile section and participate in activities to earn Realm Points – Tasks will vary and depend on the project.



**Note:** As of now, the number of Moca IDs has reached 1.7 million accounts. Therefore, registering without earning Realm Points will be meaningless. Continuously follow the project to earn Realm Points, as the reward pool will be limited.

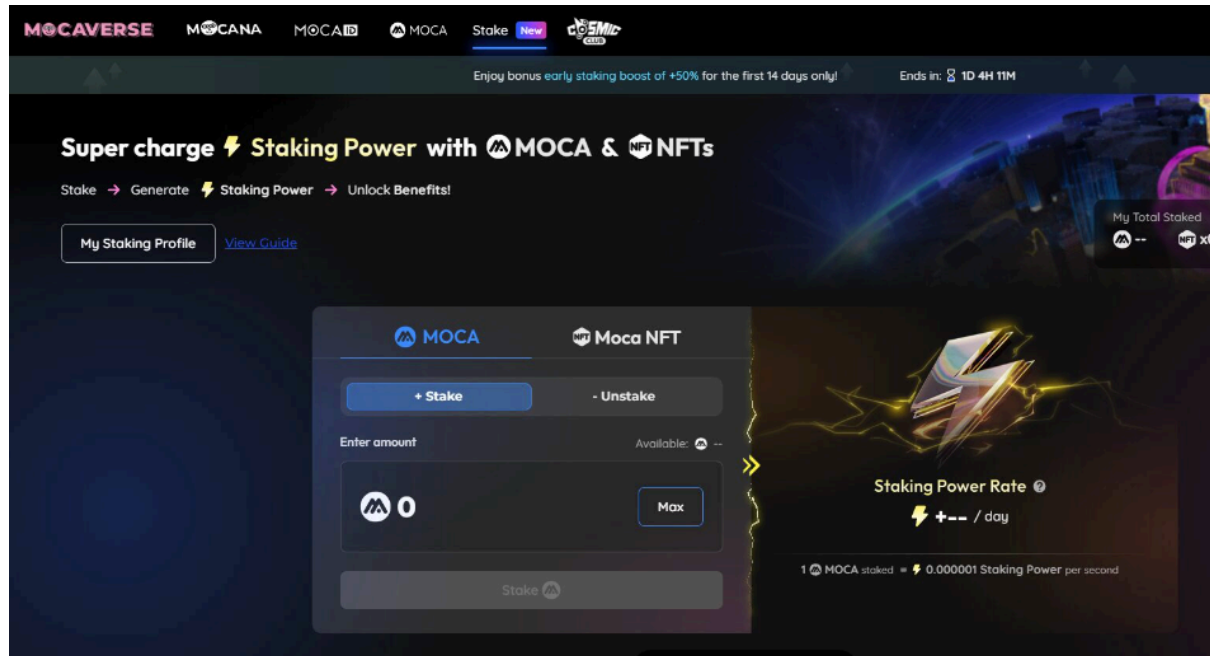
## Method 2: Participate in Staking

In season 2, Mocaverse introduced a staking feature that allows users to earn additional rewards from the Animoca Brands ecosystem, such as NFTs, early purchase slots, tokens, etc.

The staking system works as follows:

- **Staking power** is the reward earned by participating in staking on Mocaverse.
- **MOCA tokens and Mocaverse NFTs** are the two assets that can be staked. Each will have different staking power calculated over time – the longer you stake, the more staking power you earn.
- Assets can be unlocked at any time without affecting the rewards already received.

To participate in staking, users need to prepare a specific amount of MOCA. At the time of writing, MOCA is only available on Ethereum, but the project has confirmed that MOCA will also be available on other Layer 2 chains in the future, allowing users to choose chains with lower fees for staking.



Access the staking page ([mocaverse.xyz/stake](https://mocaverse.xyz/stake)), enter the amount you want to stake, and confirm the wallet signature.

### Note:

- While the price of MOCA is currently quite low compared to the overall market valuation, consider the risks related to staking, where the rewards may not cover the losses if the price drops.
- Mocaverse still has much to build and potential for development, but it is recommended to participate as a free player. Avoid FOMO investing in tokens or NFTs; a clear example is the sharp decline in NFT prices from 4-5 ETH to around 1.x ETH after the airdrop snapshot.

## 8. Potential and Challenges of Mocaverse

### Potential of Mocaverse:

- **Benefiting from the NFT boom:** With strong financial resources and an extensive network of partners from Animoca Brands, Mocaverse is

poised to significantly benefit if the NFT trend resurges as it did during 2020 – 2021.

- **Airdrop potential:** With plans to allocate approximately 31.5% of the total MOCA token supply for Airdrop programs and ecosystem incentives, users can participate by purchasing Mocaverse NFTs or exploring platforms within the Mocaverse ecosystem to hunt for Airdrops.

### **Challenges of Mocaverse:**

- **High competition:** There are already several notable NFT projects like CryptoPunks, Pudgy Penguin, Milady Maker, etc. Hence, Mocaverse may face substantial market competition from these well-established projects in the Crypto space.
- **Incomplete product suite:** The project is still in the process of completing products like the Mocalist Launchpad and Moca ID. Therefore, continuous updates are needed in the future to have a comprehensive view of Mocaverse.

## **9. Project Information Channels**

To stay updated with the latest news and developments about Mocaverse, you can follow the project's official information channels:

- **Website:** [Mocaverse Official Website](#)
- **Twitter:** [Mocaverse Twitter](#)
- **Reddit:** [Mocaverse Reddit](#)

## **10. Summary**

We hope this article has helped you answer the question "What is Mocaverse?" and provided you with essential information about Animoca Brands' leading NFT project. With an experienced team and a continually developing ecosystem, Mocaverse promises to become an unmissable name in the NFT space in the future.