

# DECENTRALAND



The Decentraland project is a decentralised virtual platform based on the Ethereum blockchain. It allows users to buy, sell and own digital plots of land called "LAND" in a 3D virtual world. These parcels of land can then be developed and used to create decentralised experiences, applications and games.

**The founding team:** The Decentraland founding team is made up of two people:

- Ari Meilich: Ari is one of the co-founders of Decentraland. He has a background in software development and entrepreneurship.
- Esteban Ordano: Esteban is also a co-founder of the project. He is an experienced blockchain developer and has played a key role in the development of the Decentraland platform.

**Their experience and background:** Ari Meilich and Esteban Ordano both have experience in software development and blockchain technology.

**The nature of the project and its objectives:** The Decentraland project was created to offer users a decentralised virtual world where they can buy, own and develop digital plots of land. Each plot of land is represented by a non-fungible token (NFT) on the Ethereum blockchain, which guarantees the ownership and rarity of the plots.

Decentraland's main objectives are as follows:

- Provide a decentralised virtual environment where users can create and explore interactive experiences.
- Provide a digital marketplace where users can buy, sell and trade virtual plots of land.
- Encourage the development of decentralised applications and games by providing a virtual space for developers.

**Its role in the blockchain ecosystem and potential impact:** Decentraland plays a unique role in the blockchain ecosystem by combining blockchain technology with virtual reality. It offers

users an immersive experience in a decentralised virtual world, where ownership and control of digital assets are secured by the Ethereum blockchain.

As a decentralised platform, Decentraland enables users to create and monetise virtual experiences, which can stimulate innovation in decentralised applications and games. Users can earn revenue by developing and exploiting virtual properties, creating a dynamic economic ecosystem within the platform.

Decentraland also has a potential impact on the adoption of blockchain technology by introducing new uses for non-fungible tokens (NFTs) and attracting a wider audience to decentralised applications and blockchain.

In conclusion, the Decentraland project is a decentralised virtual platform that allows users to buy, own and develop digital plots of land in a 3D virtual world. Founded by Ari Meilich and Esteban Ordano, Decentraland offers a unique immersive experience combining blockchain technology with virtual reality. Its role in the blockchain ecosystem is to provide a decentralised environment for decentralised applications and games, while contributing to the adoption of blockchain technology by introducing new uses for NFTs and attracting a wider audience to decentralised applications.