

The virtual gold rush of Decentraland

Prospectors are moving into a city that doesn't exist, spending millions of dollars buying up land parcels in the virtual space of *Decentraland*

Decentraland currently comprises one location, *Genesis City*

GENESIS CITY MAP

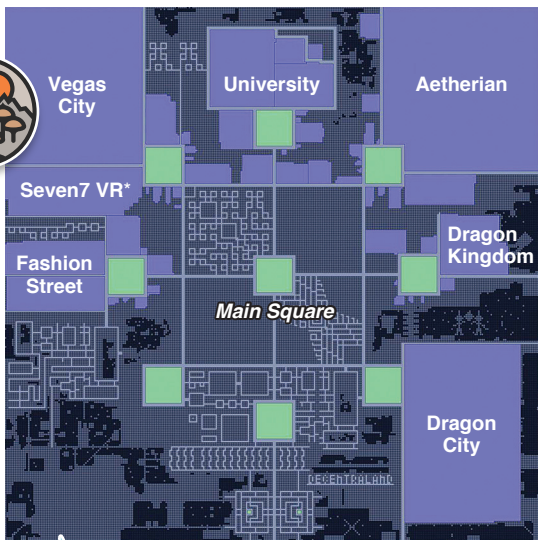
Consisting of 90,000 plots, each one occupying 100m² tile of virtual land. Overall size comparable to that of Washington D.C.

Map key

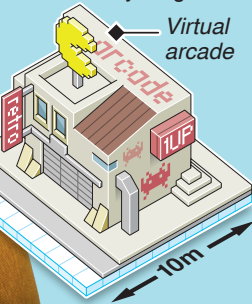
- Privately owned, themed **Communities** (largest ones named)
- Genesis Plazas**, where players respawn
- Unsold plots, not currently for sale
- Privately owned land bought and sold using "MANA"
- Roads (not for sale)

"READY PLAYER ONE"

Users enter metaverse through virtual reality



Land sold through **Ethereum** blockchain creates permanent record of ownership, with landowners free to create anything



Aug 17, 2017:

Decentraland's own **MANA** cryptocurrency initial coin offering raises **\$26m** in 30 seconds



Dec 17, 2017: Week-long **Terraform Auction** raises **\$28m** from plot sales

Today: Plots (left) sell for as much as **\$200,000** (12,000 MANA)

Brainchild of Argentine coders **Esteban Ordano** and **Ari Meilich**

1 mana = \$0.06 (Sep 7, 2018)