

Ubuntuland plots sell out in under 8 minutes

Last weekend Africa's first metaverse, Africarare's Ubuntuland, sold 149 plots of virtual land in less than eight minutes when released for sale.



Supplied. Africarare's Ubuntuland sold 149 plots of virtual land in in less than eight minutes when released for sale. Picture: Ubuntuland central kraal

Africarare is fast building momentum as plans unfold for the space to showcase African creativity and connect Africa to the global digital economy.



Ubuntuland: Africa's first metaverse marketplace launches

Danette Breitenbach 1 Mar 2022



The flash sale took place on OpenSea with a limited volume of single land plots available for \$149 each, to satisfy growing interest in the platform and to enable virtual land owners to start developing their real estate.

Demand for African virtual land

"We are thrilled that the available land was swept up so quickly, showing there is massive demand for African virtual land," says Mic Mann, co-founder and CEO of Africarare.

“Africarare will connect Africa to this booming arena of the global economy, stimulate growth and create multiple new jobs such as digital designers, creators and architects,” he adds.

“Virtual land is a real investment opportunity and early adopters are making forward-thinking decisions,” says Shayne Mann, co-founder of Africarare. “The possibilities for personalisation and commercialisation are endless.”

There will only ever be 204 642 plots of land available, made up of different village sizes in various community hubs. The land is positioned and priced according to a tiered value system, based on village size and area.

New single plot land owners join MTN, Africa’s largest multinational mobile telecommunications company and M&C Saatchi Abel who entered the metaverse as the first South African agency to do so. More branded villages will be announced soon.



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These single plots are 16 square metres in land area, can be built on one floor and can be used to build a small shop or kiosk or a variety of stores to showcase your goods and or services.

Customise your land space

Landholders will be able to customise their 3-D land spaces, such as hosting shops, producing resources, renting virtual services and developing games or other applications.

Designated spaces will serve the community for work, play and wellness purposes, including a state-of-the-art meeting rooms, online therapy rooms (with optional anonymity), concert stages, film festival spaces, meditation lounges and other dynamic interactive environments. And, there’s more to come, such as staking, DAO (decentralised autonomous organisation) and blockchain play-to-earn gaming

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