

ETERNAL DIGITAL ASSETS



WHITEPAPER

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1. INTRODUCTION

The rise of Web1 and Web2 created immense value for early adopters. It spearheaded the emergence of multi-trillion dollar companies and birthed the internet we know today. However, we're at the dawn of a new age of the internet — **Web3**.

Web3 supports the creation of various assets underpinned by blockchain. Web3 domain names are one such asset and have gained traction in recent years. Web domain names give users an immutable identity, provide an alternative to long-stringed addresses, and a foundation for building the next generation of multi-trillion dollar businesses. Yet, the market for Web3 domains remains untapped. The obsession with art and gaming-based NFTs has obscured the value attached to tokenized domains.

Eternal Digital Assets will play a critical Web3 role by building a holistic suite of solutions to accelerate the adoption of Web3 top-level domains (TLDs), domain names, and other tokenized digital assets. This whitepaper provides insight into the market for internet domains and why Web3 domains will only continue to grow in relevance. The paper also exposes the challenges facing the Web3 domain niche and how the vastly-experienced Eternal Digital Assets team will bridge the gap. Readers will also learn about the economics of the **EDA token**, which plays a crucial role in the Eternal Digital Assets ecosystem.



2. MARKET RESEARCH

Domain names are as old as the internet. Massachusetts computer company Symbolics registered the first ever domain, Symbolics.com, in March 1985.

Although the following nine domains were registered in under a year, it was not until the late 1990s that domain trading took off. During the now-famous DotCom bubble, internet-based companies spent millions of dollars acquiring domains. Business.com (now valued at \$385 million) topped the record when it sold for \$7.3 million in 1999. Since then, the value of internet-based domains has only continued to rise.

1	Carinsurance.com	\$49.7 million
2	insurance.com	\$35.6 million
3	VacationRent6als.com	\$35 million
4	PrivateJet.com	\$30.18 million
5	Voice.com	\$30 million
6	Internet.com	\$18 million
7	360.com	\$17 million
8	Insure.com	\$16 million
9	Fund.com	\$9.99 million
10	Sex.com	\$14 million






Top 10 Public Domains Ever Sold (Source: GoDaddy)

Domain names represent an individual or company's identity on the world wide web. It becomes unsurprising then that a vast market has always existed to facilitate domain name trading. In this modern age, the most valuable domains offer a competitive advantage for security, search engine optimization, and branding.



2.1 WEB2 DOMAIN TRADING MARKET OVERVIEW

The Web2 domain trading market is vast, with an estimated 420 million registered domain names as of 2022. The industry hosts several participants, including domain registrars, online businesses, brokers, collectors, and web development companies. However, domain registrars sit at the top of the funnel, often allowing buyers to host acquired domains and extensions. GoDaddy is a leading figure in the Web2 field, controlling over 12% of the market share.

REGISTRAR NAME	REGISTERED DOMAINS	SHARE, %
GoDaddy.com, LLC	78,682,444	12.75% 
NameCheap, Inc.	17,621,076	2.85% 
tucows Domains Inc.	11,132,559	1.80% 
Google LLC	8,789,421	1.42% 
Network Solutions, LLC	6,284,953	1.02% 

Top Domain Registrars (Source: Domain Name Stat)

The adoption of the internet has led to sustained demand for domains. According to domain registry services company Verisign, users registered 3.3 million domains in the last quarter of 2021 and another 8.8 million domains in the first quarter of 2022. The number of newly added domains grew by 3.9% on the year-on-year horizon.



Q1 2022 CLOSED WITH

A INCREASE OF

350.5
MILLION

DOMAIN NAME REGISTRATIONS
ACROSS ALL TLDs^{1,2}

↑ 13.2 MIL
OR
↑ 3.9%

FROM Q1 2021

(Source: Verisign)

Meanwhile, the value of Web2 domain market sales in the United States is \$6.8 billion in 2022, adding close to \$2 billion in the past decade. This predictably high demand, three decades after the registration of the first domain ever, underlines the viability of the domain trading industry. It has unlocked a new frontier — the era of Web3 domains.





2.2 THE ERA OF WEB3 DOMAIN NAMES

Web3 domain names (blockchain domains) are human-readable addresses representing a digital wallet. Some popular extensions include .eth, .dao, .disrupt, .crypto, .nft, and .blockchain. Web3 domains also exist as NFTs, tradable assets with real-world value.

The most expensive Web3 domain names sold so far include **paradigm.eth** (\$1.5 million), **000.eth** (\$315,000), **abc.eth** (\$288,000), and **sex.crypto** (\$90,000). Crypto users have also created at least two million Web3 domains since their inception in 2017. Remarkably, half of that number was minted in 2022 alone, signaling increased demand for these assets.

Web3 domains offer unique benefits that make their adoption inevitable:





Improves Web3 User Experience: Web3 domains solve one of the major roadblocks preventing the mainstream adoption of cryptocurrency. For instance, converting 42-digit hard-to-remember crypto addresses to something as simple as `alice.eth` significantly improves the user experience. It also reduces the common error of users sending funds to the wrong addresses or falling victim to clipboard malware.



Immutable Identity: Blockchain's immutability allows Web3 domains to offer a fundamentally identical feature to traditional domains. No two individuals can own the same Web3 domain or change a created address. Thus, an individual can maintain the same identity across the several blockchain-based applications they interact with, building an indelible record of trust over time.



Decentralized Ownership: Blockchain-based open-source smart contracts govern the entire Web3 domain name system and records. This decentralized model disrupts the current monopoly of traditional domain registrars and allows users to own their domains. Instead of being stored on web servers, users can hold their domains in their wallets and even trade them freely in a decentralized fashion.



Underpins Critical Business Infrastructure: Like traditional domains, Web3 domain holders can build websites, applications, and other critical business infrastructure. Corporations switching to Web3 must adopt Web3-friendly domain names to connect with customers quickly.

Despite these undeniable benefits, several factors continue to impede the adoption of Web3 domains.

2.3 FACTORS IMPEDING WEB3 DOMAIN EXPLOSION



Industry Infancy: The blockchain and Web3 revolution is still in its early stages. The crypto market's \$1 trillion capitalization pales compared to other financial markets. Also, although there are an estimated 320 million crypto users globally, only around two million Web3 domains have been registered globally. This leaves a large, addressable market of users yet to grasp the potential embedded in Web3 domains. Meanwhile, comparing the nearly 400 million registered domains in Web2 makes it increasingly clear that these are early days.



Deficient Infrastructure: There is currently no organized marketplace for buying and selling Web3 domain NFTs. While existing marketplaces may support these assets, their unique value proposition is buried within the heap of art or gaming-related NFTs.

Explore, collect, and sell NFTs

The screenshot displays an NFT marketplace interface. At the top, there are four featured NFT collections: 'Worldwide Webb Land', 'Doppelgänger', 'Daniel Allan: Glass House', and 'NICE OFFICIAL'. Below these, there is a 'Top Trending' section with a table of NFT collections. A red arrow points to the 'ENS: Ethereum Name Service' entry in the table.

Rank	Collection	Floor Price	Volume
1	Otherdeed for Otherside	1.70 ETH	2,390 ETH
2	Bored Ape Yacht Club	73 ETH	2,367 ETH (+96%)
3	ENS: Ethereum Name Service	< 0.01 ETH	2,126 ETH (-35%)
4	CryptoPunks	—	2,123 ETH (+100%)
5	y00ts mint t00b	145 SOL	93K SOL (-62%)
6	Mutant Ape Yacht Club	19.80 ETH	1,535 ETH
7	ABC(abracadabra)	59 SOL	71K SOL (-50%)
8	RENGA	0.54 ETH	1,481 ETH (+70%)
9	Doodles	7 ETH	1,218 ETH (+297%)
10	Parallel Alpha	< 0.01 ETH	827 ETH (+826%)

(Web3 domains buried within the NFT art)

A dedicated marketplace will uncover the hidden potential that Web3 domains have to accelerate the adoption of cryptocurrencies. Additionally, leasing domain NFTs and other tokenized assets will allow the industry to tap into another high-income opportunity.



Focus on Crypto-native Audiences: The first generation of Web3 TLDs (.crypto, .eth, .bitcoin, etc.) and domain names largely focus on crypto-native audiences. While this approach has laid the foundation for early success, much more is needed to ensure mainstream adoption. Creating and adopting TLDs that prioritize different verticals of human life and diverse industries will arguably help Web3 domains reach their full potential.



Integration With Web2: Web2 and Web3 will co-exist for the foreseeable future. Thus, a core way to drive Web3 domain usage would be to bridge the old and new. Since a large market exists for Web2 domains, promoting Web3 domains to these audiences would accelerate adoption. However, this market gap exists as most domain registrars, collectors, and hosting companies are still Web2-centric. Bridging the gap could pave the way for the next adoption wave and bring significant value to early adopters.



3. INTRODUCING ETERNAL DIGITAL ASSETS

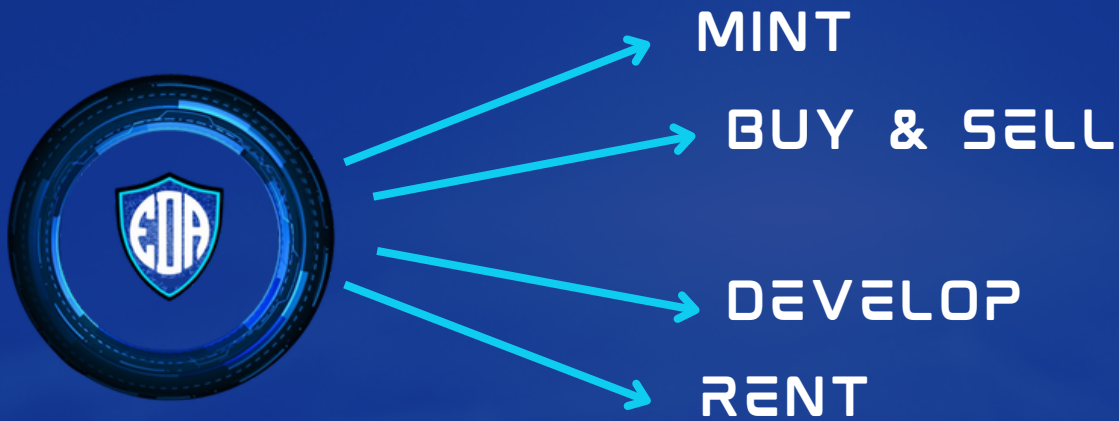
Eternal Digital Assets will disrupt Web3 by building a suite of solutions to accelerate the adoption of Web3 domains and other tokenized digital assets. Eternal Digital Assets will launch the first dedicated marketplace for Web2 & Web3 domains. We will integrate features for domain collectors to easily **mint, exchange, develop, and rent Web3 TLDs and domain names.**

Eternal Digital Assets is further lining up to dominate the blockchain-based top-level domains (TLDs) market. Eternal Digital Assets owns and manages 200+ top-level Web3 TLDs such as .youtuber, .ourname, .myname, and .hollywood. Like Web2, users can register new domains under these unique TLDs (e.g., bob.myname, jayz.youtuber, rickactor.hollywood, etc.)



A sneak peak of EDA's TLD collection

The long-term objective is for Eternal Digital Assets to bridge Web2 and Web3 by uniting vendors and sellers from the old and new industries. Over time, Eternal Digital Assets will also expand to list other tokenized assets, including **tokens backed by real-world assets such as real estate and insurance.**



ALL IN ONE PLATFORM

A screenshot of the EDA platform interface. At the top, there is a navigation bar with filters: KEYWORD PLACEMENT, LISTING TYPE, PRICE RANGE, DOMAIN LENGTH, SPECIAL CHARACTERS, and CATEGORIES. Below this is a table with four columns: DOMAIN, CATEGORY, PRICE, and RENTING. The table lists several digital assets with their respective categories and prices. A 'BETA' badge is visible in the top right corner of the interface.

DOMAIN	CATEGORY	PRICE	RENTING
0-0-0.blockchain	BLOCKCHAIN	50.0 MATIC	-
00166.dao	CRYPTO	-	-
001945.nft	LEASE, BUY, SELL, ALL THINGS QUANTUM, DOMAINS	3.0 MATIC	-
0x0xvolvo.nft	NFT	3.0 MATIC	-
0xavocado.x	DELIVERY, FOOD	20.0 MATIC	-
0xflow.blockchain		0.5 WETH	-



The EDA marketplace will provide a user-friendly platform for both vendors and buyers. Vendors will access a complete tool kit for listing assets, managing buyer inquiries, and promoting their listings. Buyers can also easily surf the EDA platform to find the most valuable and hot-potential domains without worrying about getting drowned in an ocean of NFT art.

The EDA platform will be the most convenient and cost-effective route for users to mint Web3 domains. Users will receive a 5-10% discount from our partners and be eligible for additional token rewards. Thus, Eternal Digital Assets will become the first Web3 domain trading platform to share profit with users.

In addition to allowing users to harness the power of Web3 domains, Eternal Digital Assets will maintain an inventory of high-profile domain names. Eternal Digital Assets already holds over 3,000 domain names and plans to increase its exposure over time.

3.1 TECHNICAL INFRASTRUCTURE

The high throughput and low-cost Polygon Network will underpin the EDA marketplace. Being built on Polygon allows Eternal Digital Assets to offer users cheap transactions and fast settlements. EDA developers will build the frontend and backend of the EDA marketplace using ReactJS and NodeJs frameworks, respectively. Meanwhile, Solidity will be used to develop all smart contracts associated with vendor and buyer activities on the platform.

3.2 ETERNAL DIGITAL ASSETS (EDA) TOKENOMICS

The EDA token is an integral part of Eternal Digital Assets. Users will have the option to pay with EDA across our product suites. Buyers and vendors require EDA tokens to enjoy the highest available discounts on listed assets. EDA tokens will be distributed to vendors and sellers on each sale.

EDA tokens will offer another immense utility following the addition of new Web3 TLDs to the Eternal Digital Assets inventory. Eternal Digital Assets will organize extremely rare mints on top-tier TLDs, requiring users to stake EDA tokens in various tiers to access these exclusive NFT releases.

Meanwhile, the EDA token will also feature strong deflationary pressure alongside considerable demand due to the project's uniqueness. Eternal Digital Assets will conduct monthly buybacks for EDA using 50% of revenue generated from vendor sales on the platform. As the Eternal Digital Assets empire expands, EDA tokens will likely grow in market value, given the plethora of use cases and the scope of potential users.



3.3 ROADMAP

Q2 2022

- Idea Conceptualized

Q3 2022

- Founding Team Assembled
- Secure Partnership With Unstoppable Domains
- Acquire Initial Inventory of Web3 domains

Q4 2022

- Whitepaper Released
- Launch of EDA Marketplace
- Release Domain Renting Feature
- Acquire Top Web3 TLDs
- Secure Freename partnership

Q1 2023

- Release Web3 Website Builder
- Expand Domain Listings with Freename-Registered Domains
- Enable top-level domains (TLDs) trading via Freename
- Launch Fiat-to-Crypto Onramps
- Enable trading for ENS domains

Q2 2023

- Launch EDA Academy to raise awareness on Web3 assets.

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Eternal Digital Assets has laid the foundation, growing its Web3 domain and TLDs inventory, assembling an elite team, and publishing relevant documentation on its website. Eternal Digital Assets will gradually roll out core platform features over twelve months. The EDA marketplace launch will occur in Q4 2022. The same timeline applies to launching the domain renting feature.

Q1 2023 promises even more milestones with the rollout of a Web3 website builder, fiat-to-crypto onramps, and integration of trading for top-level Web3 TLDs and domain names.



4. MEET THE ETERNAL DIGITAL ASSETS TEAM

A vastly experienced team leads the implementation of Eternal Digital Assets' vision for Web3 domains and tokenized assets. The team comprises executives and developers with remarkable experience in domain trading, blockchain, marketing, and the IT industry. Learn more about the core team members and their skill sets:



SHELDON B. — CEO

A lifelong entrepreneur, Sheldon leads the Eternal Digital Assets team as the chief executive and provides the requisite resources for various teams to fulfill their roles. Sheldon is an enthusiastic domainer dating back to the 90s and relishes the opportunity of joining a new playing field and leading the early phase of a new product cycle.

He is the former president of Mustang Global, a former Toronto Stock Exchange-listed company that competed in the global energy sector for several years. Sheldon brings his remarkable leadership experience, knowledge of global markets, and passion for web domains to Eternal Digital Assets.



JACOB B. — CO-FOUNDER

Jacob will serve as executive assistant to the CEO, providing comprehensive support and managing specific business operations linked to domain sales. A passionate entrepreneur, Jacob is one of the masterminds behind the EDA venture. He has previous experience working as a managing partner for an international shipping business that delivered multimedia devices to the Canadian market. Jacob brings his innovative mindset and business management skills to the Eternal Digital Assets team.



RYNO V. — COO

Ryno will oversee daily administrative and operational functions at Eternal Digital Assets. A proactive worker and excellent communicator, Ryno deeply understands the core EDA vision, assisting with idea conceptualization and foundational setup. Ryno held a similar role at the thriving digital marketing agency Ultimate Marketing Smash, which helps businesses build a solid online presence.





MARTIN — BLOCKCHAIN LEAD

Martin is EDA's lead blockchain and full-stack developer. He graduated top of his class from the best technical school in Bulgaria. Martin has worked for multiple years at a leading fintech company in Bulgaria, where he was responsible for developing and maintaining the company's core infrastructure.

Since then, he has worked as a freelancer on multiple NFT projects with real utility and bringing tokenization to fast food franchising. Martin recently co-founded Pantheon Studios, a blockchain development company that specializes in developing dApps, smart contracts, and tokenization solutions.



RICK—BLOCKCHAIN DEVELOPER

Rick brings a wealth of experience in blockchain development and tokenization to the EDA team. A native of Kazakhstan, Rick has worked in several countries, including the Netherlands, Italy, Germany, UK, Belgium, and Bulgaria.

Rick was a top game developer at Roblox and has worked on developing emerging metaverse applications. Rick has also gained invaluable blockchain experience working on multiple NFT exchange platforms. He is well-versed in the development of dApps and smart contracts.



LISA K. — CFO

Lisa will handle Eternal Digital Assets' financial planning and treasury management, including internal and external reporting duties. Lisa has 20 years of work experience in finance roles for leading companies across several industries, including corporate tax, energy, and housing.

Lisa has spent the past seven years in the insurance industry, working as a CFO for five years. She is fascinated by the whole concept of Web3 and is excited to contribute to the next era of virtual properties. She brings her unparalleled experience to Eternal Digital Assets.





WILFRED M.—MEDIA RELATIONS AND COMMUNICATION

Wilfred will lead communications at Eternal Digital Assets. He will be responsible for building EDA's communication channels and strategic partnerships. Wilfred has nearly half-a-decade experience managing a crypto-native media company and is deeply familiar with communication standards across the industry.



MUHARREM — BRAND MANAGER

A vastly experienced creative designer, Muharrem is responsible for creating and managing the Eternal Digital Assets brand and associated materials. He brings his experience and relentless passion for breathtaking design to the EDA team. Muhareem's work portfolio includes nearly five years of experience working with new and established technology brands around the globe.



TONI — BLOCKCHAIN DEVELOPER

Toni is a seasoned computer programmer and blockchain developer. In addition to graduating from the leading IT institute in Bulgaria, Toni is in his final year of a Computer Science major in the top university program in Bulgaria, where he has learned extensively about mathematics and advanced software development principles.

Toni has explored diverse programming verticals, claiming the top positions in competitions and hackathons he participated in. Before joining EDA, Toni worked for three years in a Bulgarian-native finance company. He was responsible for handling Big Data of millions of users and developing intuitive and smart admin interfaces. He has also created multiple successful NFT projects and relishes the opportunity to work full-time in the blockchain industry.

5. CONCLUSION

The digital asset industry is due for disruption. Web3 domains remain relatively untapped and have already shown their potential to lead the next wave of cryptocurrency adoption. Eternal Digital Assets will capitalize on its unique proposition and experienced team to drive the adoption of Web3 domains.

Eternal Digital assets will initially offer a dedicated marketplace for trading Web3 domains and TLDs. This offering will rapidly expand to include a novel NFT platform and support for trading other tokenized assets linked to items with real-world value, including real estate and insurance. The EDA token will underpin all Eternal Digital Assets' product lines, putting it in a pole position to outperform in an industry destined to reach mainstream adoption soon.

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