



CasperLabs

Build on Casper.

The only blockchain purpose-built to deliver enterprise-grade scalability, security and sustainability.

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METACASK



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The World's First Digital Marketplace For Premium Whiskey Cask Investment

How CasperLabs helped Metacask unlock a new digital marketplace

Bold Ambition

Metacask sought to modernize the high-end whiskey investment market by creating an innovative new business model that would attract new customers and scale the business.

Our client's bold ambition was to combine asset-based NFT technology with self-executing auctions on the Casper blockchain.

"Our ambition is to build a world-class NFT platform that appeals to both the new generation of whiskey enthusiasts and established investors. CasperLabs was the clear choice for this partnership. By working with an exceptional team and a blockchain network that is high performance, secure and astoundingly energy efficient, we're now even more confident in our ability to deliver a marketplace to NFT investors that will increasingly value quality above all else."

Nim Siriwardana, Co-Founder Metacask

Challenges

How to modernize the sale and ownership of high-end whiskey casks?

How to provide trusted proof of provenance, possession and value?

How to meet regulatory requirements in this restricted market?

How to ensure the scalability of the new digital marketplace?

How We Helped

CasperLabs translated our client's bold ambition into a seamless user experience by building NFTs representing whiskey casks, and enabling investors to quickly register an account, complete a verification check, fund their wallet with crypto, and begin acquiring or selling whiskey casks on our new digital platform within the same day.

This expanded the total addressable market for Metacask, enabled a new generation of investors and customers to participate in the market for rare whiskey casks, and lowered the client's go-to-market costs.

Why CasperLabs?

- Secure and scalable digital platform for future growth
- Multi-auction mechanics and multi-lingual support
- Bidder/seller real time KYC verification checks
- Full regulatory compliance
- Seamless user experience