



METACASK

# The World's First Digital Marketplace For Premium Whisky Investment

How Casper Labs helped Metacask unlock a new digital marketplace for high value assets

## Bold Ambition

Metacask sought to modernize the high-end whisky investment market by creating an innovative new business model that would democratize the market and provide access to new growth audiences.

Our client needed help 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 whisky enthusiasts and established investors. Casper Labs 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 delivering a marketplace to NFT investors who will increasingly value quality above all else." – **Nim Siriwardana, Co-Founder of Metacask**

### Challenges

- How to modernize the sale and ownership of high-end whisky casks?
- How to provide trusted proof of provenance, possession and value?
- How to meet regulatory requirements in this restricted market?
- How to deliver mutable metadata to update the conditions of the spirits?

### How We Helped

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

This expanded the geographies in which Metacask had operated, enabled a new generation of investors and customers to participate in the market for rare whisky casks, and lowered the client's go to market costs.

## Why Casper Labs?

The Casper Labs team was able to leverage its public blockchain platform and upgradeable smart contracts, together with a robust identity management system to deliver a buy/sell auction platform that protects the users' high value assets and provides unprecedented visibility to all transactions. Our Professional Services team delivered 24/7 multilingual support and advanced auction capabilities for the client's new platform.