

Growverse Obtains Epic Games Store Blockchain Rider, Clearing Distribution Path for GrowCity

The cannabis metaverse unveils its first geolocated virtual city, built with Unreal Engine 5.7, with an economy fully collateralized by LEAF on Polygon.

DOVER, DE, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- 420WHITE LLC has entered into the [Epic Games](#) Store Distribution Agreement and obtained the accompanying Blockchain Rider, which Epic grants only after reviewing a developer's blockchain use case, clearing the path for distribution on the Store. The company simultaneously unveils GrowCity, the first open-world virtual city in the [Growverse](#) ecosystem, dedicated to cannabis and cultivation. Pixel Streaming renders remotely and streams in real time to any browser, with no dedicated hardware.



One Love
One Passion
One Community"

*Roberto Romagnino, Founder
CEO*

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Coming Soon on the Epic Games Store

The official Growverse page will shortly be published in the Epic Games Store Coming Soon section. Once live, users worldwide can wishlist Growverse and be notified the instant it launches. The company invites its community, partners and everyone following the project to attend the inauguration and wishlist Growverse once the page appears.

Internal Economy

LEAF is a utility stable token fully collateralized 1:1 by USDC on Polygon, built for extremely low fees and supporting 45 monetization methods. Every user gets a non-custodial wallet at signup.

The collateral comes from revenue the company chooses not to collect. When a user acquires LEAF, the corresponding USDC is not booked as income but locked in a smart-contract reserve, with LEAF minted only after verification against it. The reserve is governed entirely by smart contract, with no access by Growverse or any individual. Redemption executes against it; fiat conversion is handled by licensed third parties, and Growverse never touches fiat. The contracts will undergo a full CertiK audit before launch, repeated quarterly.

"In most virtual economies the studio sells the currency and keeps the money, and the currency is worth whatever the studio says it is," says Romagnino. "We gave up that revenue. Every LEAF is worth one dollar because a real dollar is locked behind it that we can never touch."

Because LEAF is redeemable at full value, each commission is real revenue, not nominal in-game currency — made possible precisely by not monetizing the token. The platform applies 1% on transactions and on the 24/7 trade fair; on events, courses, conferences and Growfounding campaigns, 90% goes to creators, 5% to Growverse and 5% to area managers.

Advertising and the Carousel Room

Advertising is integrated without intrusive interruptions through banners, 3D assets and logos on avatars, which keep promoting even when their owner is offline. Via Growser, the built-in browser, users can purchase products without leaving the metaverse, while advertisers pay a fixed cost of \$0.20 per click, with no auctions or keyword bidding. The Carousel Room redistributes that revenue: users watch promotional videos daily and receive LEAF, with advertisers' payments allocated to the reserve rather than retained, redeemable inside or outside the ecosystem.

Geolocation, NFTs and Content

GrowCity directs each user to the nearest grow shop or licensed point of sale under local regulations, supporting proximate commerce and cutting transport distances with environmental benefits. The first three NFT collections sold out and secured verification on OpenSea and Rarible; the fourth, dedicated to the mascot Tapo, grants holders unlimited free clicks and a permanent clickable avatar logo. 3D NFTs can be bought, placed in dedicated areas and activated as interactive elements through an advertising budget. Tapo guides new users with permanent tutorials, while interactive globes allow teleportation between cities and future expansions.

"We do not compete, we complete," Romagnino sums up: users browse their own social networks from inside the metaverse and go live, creating a new generation of virtual influencers.

Partners and Roadmap

Alongside Soft Secrets is Plagron, named Best Nutrient Brand Worldwide in 2025 by the GrowDiaries Awards and the International Cannabis Awards, and at the Grow Diaries Awards 2026 as Best Nutrient Brand, Best Organic Nutrient Brand and Best Substrate Brand. Both will have dedicated buildings in GrowCity. Development, begun with Dotlabs, has been joined by DolceVita Interactive Studio.

About: Growverse is an open-world virtual ecosystem for cannabis and cultivation, developed by 420WHITE LLC, 8 The Green, STE A, Dover, Delaware 19901, USA.

Media assets: [Video](#) — Renders on request.

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****Disclaimer:**** Users and businesses remain responsible for compliance with local laws.

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