DIGITALSELF®

Create, Discover, Share

DIGITALSELF TOKEN WHITEPAPER

August 2023

Content

1. Executive summary

DigitalSelf is a comprehensive Web3 digital platform that offers users a diverse range of engaging, interacting, and immersive experiences by allowing users to browse and access various contents in VR, enhance their perception of the real world with AR, and immerse themselves in 360 videos.

User can create their avatar, visit the metaverse, and interact with others. The platform features its own NFT marketplace, an app store for Web3 applications, and supports multi-currency transactions. Users can upload and monetize their own content, create and sell NFTs, and engage with the community through its chat channel.

DigitalSelf provides a holistic digital ecosystem for users to discover, create, and enjoy various forms of digital content and experiences within the user-centric and decentralized nature of Web3.
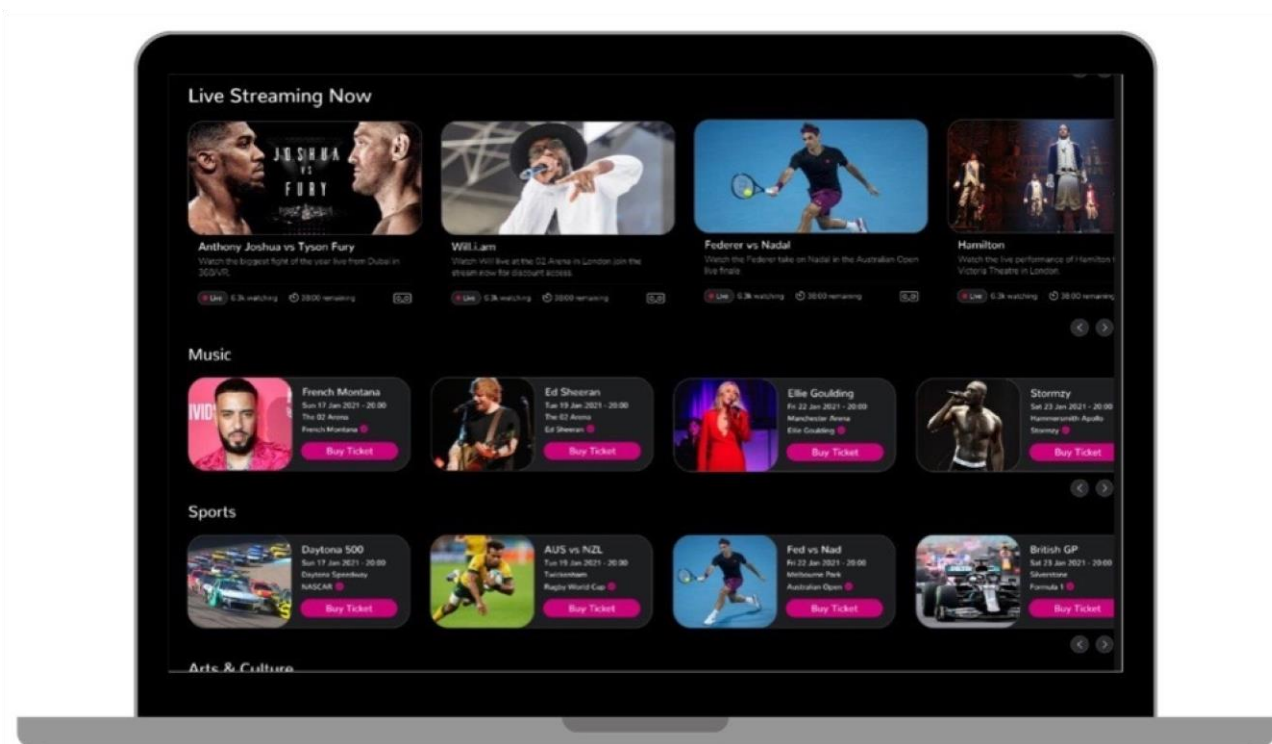
2. Features of DigitalSelf

i. VR, AT, and 360 videos technologies: Users have the ability to browse and access content in virtual reality, augmented reality, and 360 videos enabling them to explore immersive and interactive experiences.

ii. Content Variety: Users can watch video content on-demand, including live streams and Live TV content, covering a wide range of categories such as esports, music, movies, TV shows, news, documentaries, fashion shows, travel, education, and more.

iii. Avatar Creation and Metaverse Exploration: Users can create their own avatars and explore content through the metaverse, visit different metaverse, where they can interact with others and explore digital environments.

iv. Content Creation and Monetization: Users can upload their own content and monetize it through various means, such as content subscriptions, pay-per-view live events, selling or renting videos or music, selling event tickets, and adding AR tags.

v. Web3 App Store: Users can browse and access the app store of web3 applications, enabling them to discover and utilize decentralized applications built on blockchain technology.

vi. NFT Creation and Marketplace: Users can create their own non-fungible tokens (NFTs) and sell them in the NFT marketplace, DigitalSelf supports multiple blockchains for minting and transaction purposes.

vii. Type of NFTs: NFTs can be backed by digital products and/or physical products, providing additional value and uniqueness to the NFTs.

viii. Multi-Currency Support: Users can make purchases using both fiat currencies and cryptocurrencies. DigitalSelf supports multiple credit/debit cards and payment channels, while also allowing cryptocurrency payments through personal wallets like Metamask, Trust Wallet, and Coinbase.

ix. Cryptocurrency Purchase: Users can purchase cryptocurrencies directly through a decentralized exchange (DEX) aggregator, facilitating easy access to cryptocurrencies.

x. Community Interaction: Users can interact with other users through a community chat channel, fostering communication, collaboration, and engagement within the DigitalSelf platform.

xi. Artificial Intelligence: DigitalSelf A.I. engine learns about the user's preferences and needs, simplifies the complex choices, and offers a curated experience to each user.

xii. Multi-Platform: DigitalSelf is platform agnostic and serves up content on any device, from smartphones to AR & VR headsets. It can be used as a window on the 3D virtual world and works

with any piece of hardware and content, with the ability to translate formats into different ways of consumption.

Overall, DigitalSelf aims to provide users with a comprehensive digital ecosystem where they can access a wide range of content, interact with others, create, and monetize their own content, engage with NFTs and blockchain technology, and enjoy immersive experiences through the latest VR, AR, and 360 video technologies.

Fig.1: DigitalSelf Ecosystem
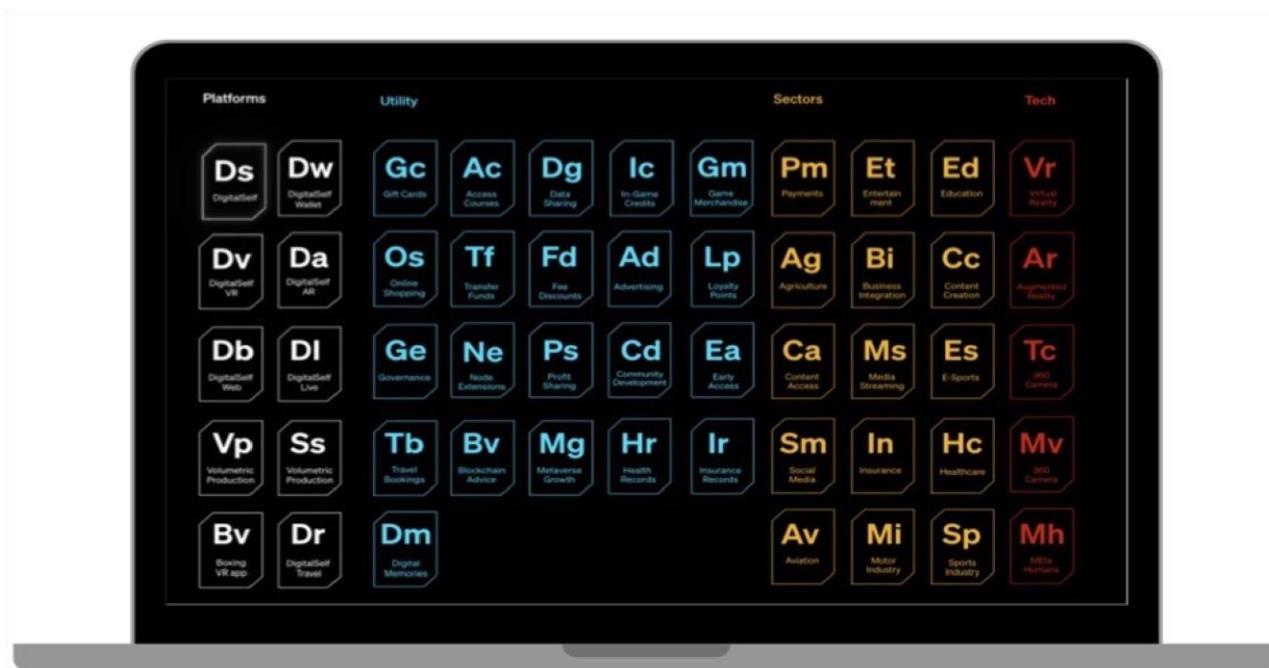
This diagram shows the core components of the DigitalSelf® ecosystem, with the unique virtual personalized environment which the user can control. With DigitalSelf®, you can create, watch and interact in your own VR world.

3. Why use DigitalSelf ?

i.   Personalization: DigitalSelf is tailored to your individual preferences and needs. It learns about you as you use the system, so it can deliver content that is more relevant and interesting to you.

ii. Simplification: DigitalSelf simplifies content consumption world by curating content and making it more accessible. With so much content out there, it can be overwhelming to find what you're looking for. DigitalSelf helps by presenting options that match your preferences.

iii. Platform Agnostic: DigitalSelf can be accessed on any device, whether it's a smartphone, tablet, laptop, or smart TV. This flexibility allows you to access the platform on the device of your choice, wherever you are.

iv. Currency Agnostic: DigitalSelf works with any monetary system, whether it's cryptocurrency or fiat currency. The back-end accounting system is designed to work with any currency, making transactions easy and seamless.

v.   Content Management: DigitalSelf has a content management system that works with any piece of content, regardless of its format. It can translate formats so that content can be consumed in different ways, making it more accessible to users.

vi. Convenience: With a Digital Self, you can access your information and services anytime, anywhere, without having to physically be present.

vii. Efficiency: A Digital Self can automate certain tasks and processes, making them faster and more efficient.

viii.Privacy: A Digital Self can be designed to protect your privacy and data, allowing you to control who has access to your information.

ix. Security: A Digital Self can be more secure than traditional methods of authentication, such as passwords, by using advanced technologies like biometrics and encryption.

x.   Accessibility: A Digital Self can make services and information more accessible to people with disabilities or those who are geographically isolated.

xi. Innovation: A Digital Self can enable new and innovative services and products that would not be possible without it.

> **Overall, DigitalSelf offers a personalised, simplified, and flexible way to access and consume content in the Web3 world. It simplifies the complexity of the new decentralized and immersive digital landscape, making it more accessible and enjoyable for users. It also has the potential to provide many benefits to individuals and society as whole, from increased convenience and efficiency to improved privacy and security.**
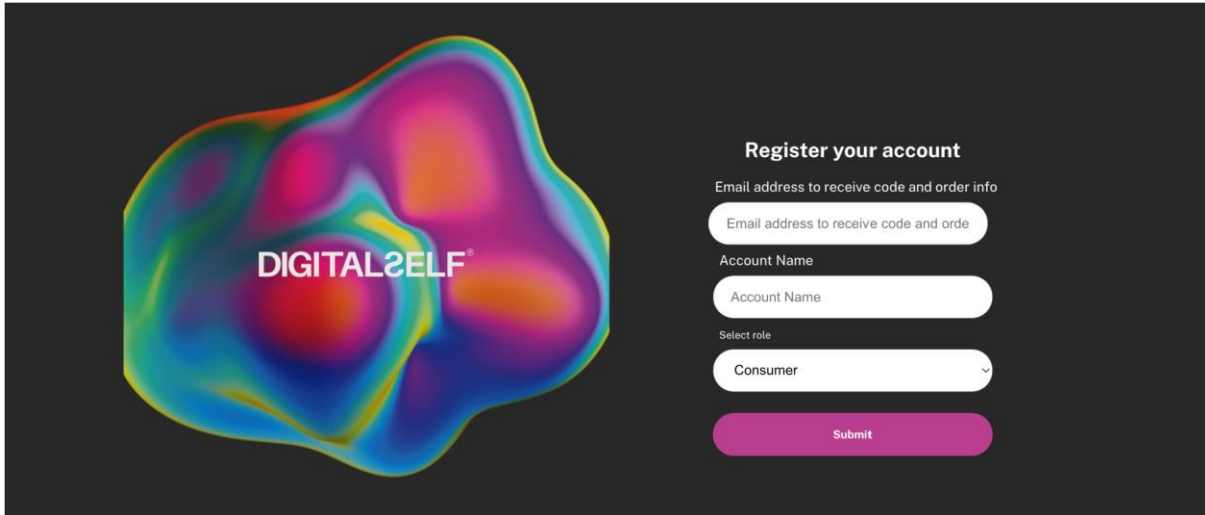
4. DigitalSelf Platform

The development of the DigitalSelf Platform has been completed and is only pending its official launch.

I.   Login

To comply with laws & regulations in various jurisdictions in which it intends to provide its services, access to the DigitalSelf Platform will require users to register both their mobile number and email address.

Fig.2: Account Registration Page

The platform can only be accessed through a One time password (OTP) send by the platform to the user's registered mobile number and email

Fig.3: Authentication Page

The decision to use mobile phone & email OTP authentication rather than solely allowing access through Web3 wallet is to enable KYC and processes to be done through 3rd party KYC providers. Suspicious users and/or mobile numbers can be barred from using the DS Platform.

In the future DS Platform may introduce identity tokens in the form of NFT access tokens or SoulBound tokens.

II. Content creation and listing

The DigitalSelf Platform allows any users who are content creators to add, and monetise their content by :

Fig.4: Content Creation Page
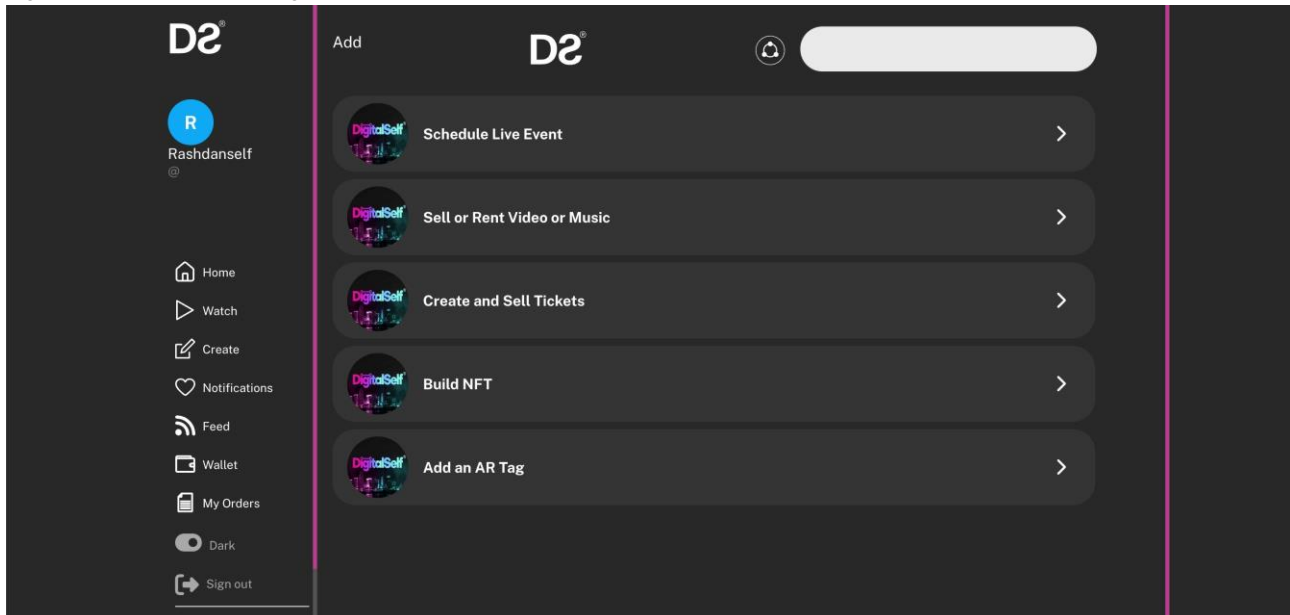
i. creating live event ii. sell nor
rent video or music iii. create and sell
tickets for events
iv. create NFT for collectibles or any digital & physical products (multi-blockchain)
v. add an AR Tag
vi. adding and linking their virtual world or metaverse
vii. add and link user's website
viii. add and link their Web3 application to the App Store.

Contents are digital files representing pictures, music, videos, AR, VR, Metaverse, 360 videos, and live-streaming feeds and URL links. Contents categories can also encompass various industries such as Events & Festivals, Travel & tourism, arts & heritage, sports & adventure, entertainment, education, health & wellbeing, consumer lifestyles, virtual shopping, conferencing, branding, etc.

Apart from user-generated content, DigitalSelf Platform intends to produce its own in-house content as well as work with other 3rd party content partners.

Users can then browse content that has been curated and personalised by DigitalSelf's AI system based on their preferences.

Fig.5: Mainpage
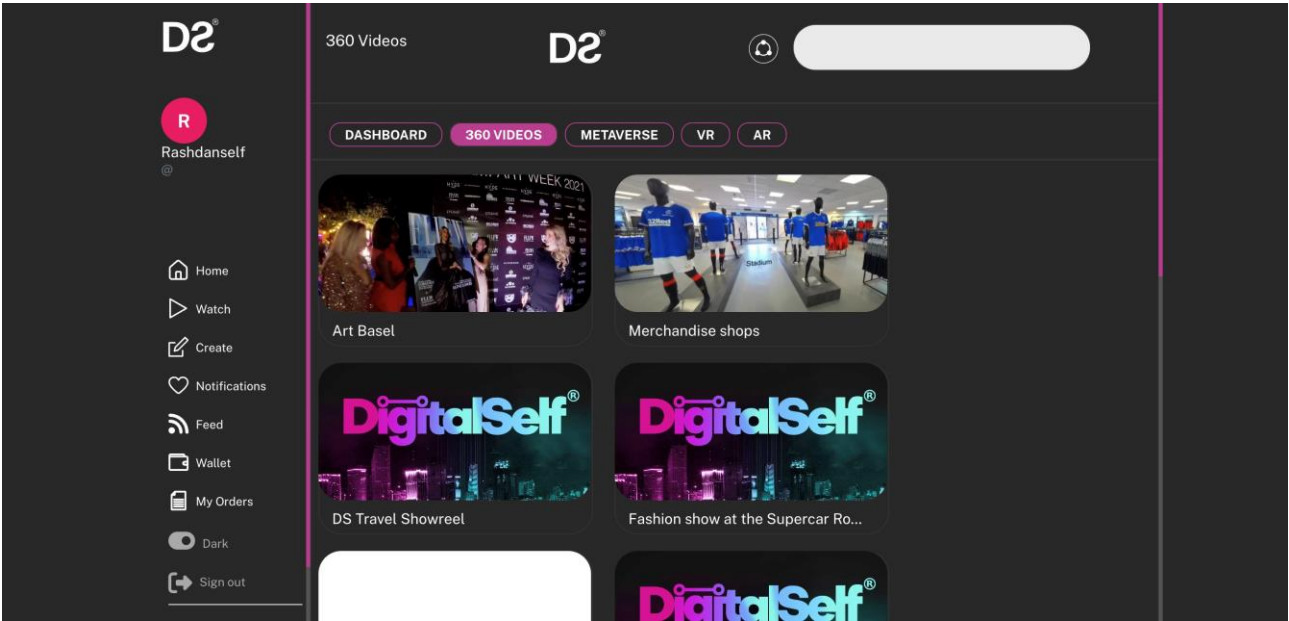
III. Monetisation

Users who are content providers can easily monetise their content, by charging any type of fee for other users to view or buy their content.

The DigitalSelf Platform accepts payments in fiat currencies through direct bank transfer (US only), debit & credit cards (Visa, MasterCard, AMEX, Discover, UnionPay, JCB, Diners), in cryptocurrencies such as BTC and ETH, and payment gateway such as Google Pay & Afterpay.

Fig.6: Create Live Event Page & price setting

Fig.7: Sell & Rent Videos or Music

IV. Wallet System

Each user will have their own DigitalSelf wallet where they can deposit fiat currencies and subscribe or purchase content and virtual assets by using fiat currencies.

Fig.8: Adding Cash to DigitalSelf Wallet
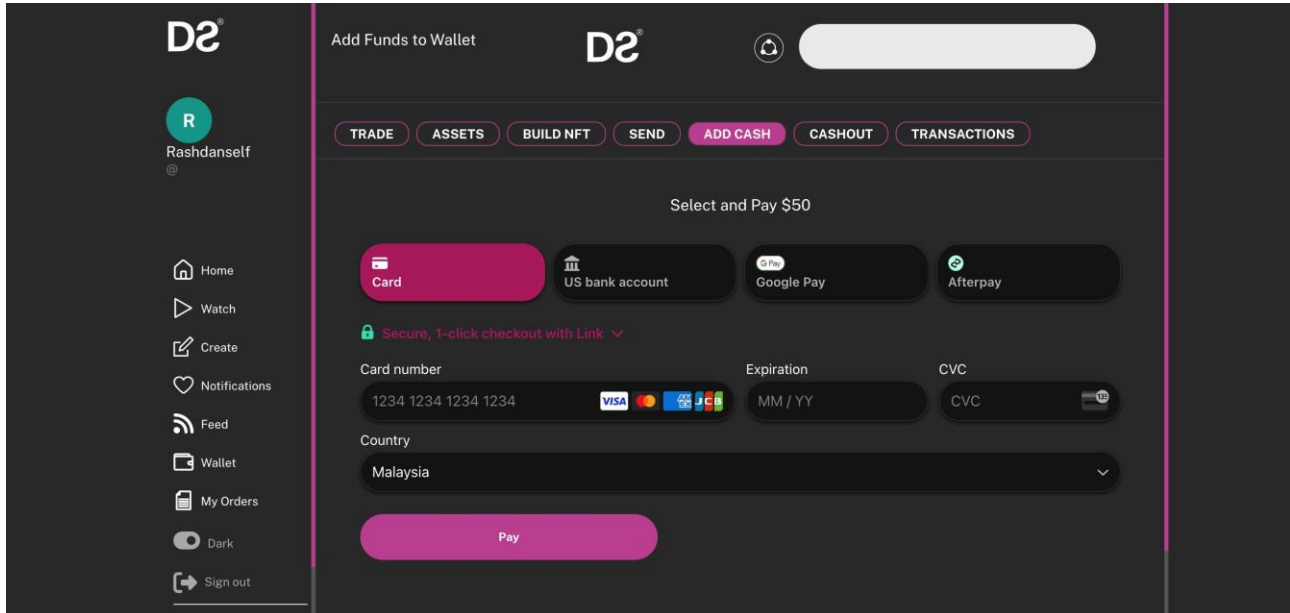
The DigitalSelf wallet is also linked to a 3rd party DEX (Decentralised Exchange) Aggregator, where users can purchase other virtual assets by using their own Web3 wallet like Metamask, Coinbase & Trust wallets.

Fig.9: Purchasing Virtual Assets
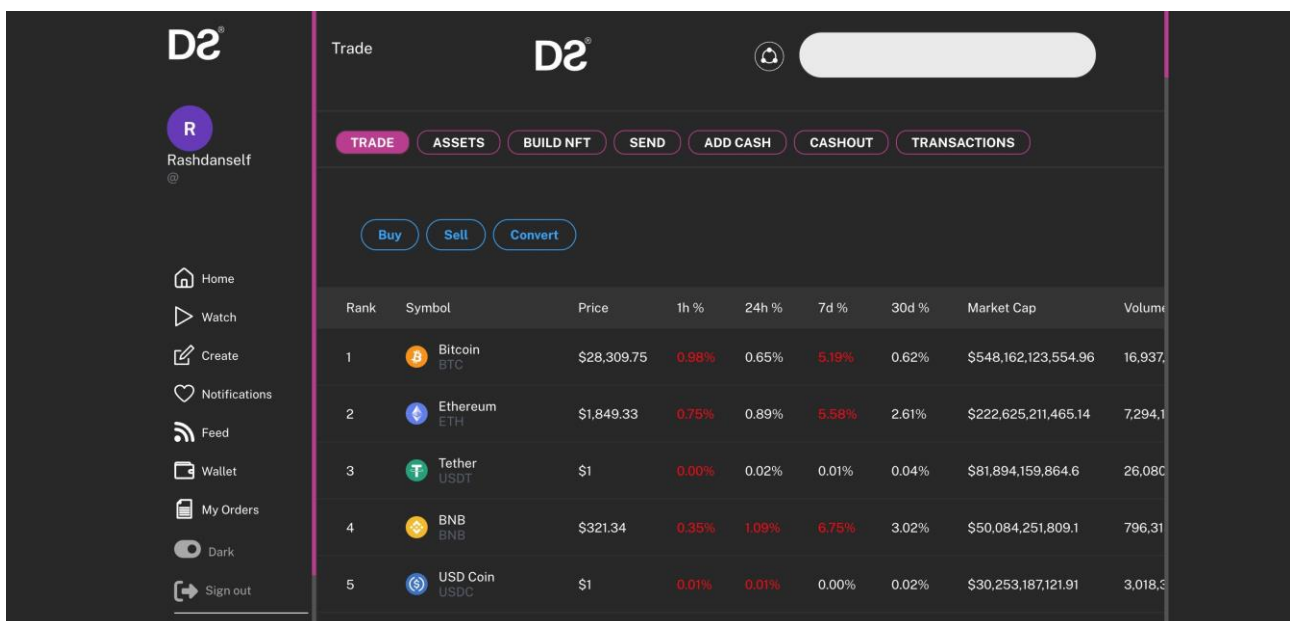
5. Technologies used in DigitalSelf Platform

I.   Virtual Reality ("VR") Technology

Virtual Reality (VR) is an immersive technology that simulates a three-dimensional environment that can be explored by the user through a virtual reality headset or a set of screens. VR technology can be used for a wide range of purposes, including gaming, education, training, entertainment, and more.

The basic components of VR technology are the headset, controllers, and sensors. The headset is the primary interface through which the user experiences the virtual environment. It typically consists of a display screen, lenses, and a set of headphones or speakers. The controllers, on the other hand, are used to interact with the virtual environment and can take various forms, such as handheld devices or motion-tracking sensors. The sensors track the user's movements and input from the controllers, allowing the system to respond in real time and create a seamless experience. DigitalSelf has already developed and manufactured its own VR headset which users can purchased.

VR technology works by creating a computer-generated simulation of a 3D environment. The simulation can be pre-programmed or generated in real time, depending on the application. The user wears the VR headset, which typically covers the entire field of view, creating a sense of presence in the virtual world. As the user moves their head, the sensors in the headset detect the movement and update the display accordingly, creating a realistic sense of movement and immersion.

The quality of VR technology depends on several factors, including the resolution and refresh rate of the display, the accuracy of the sensors, and the processing power of the computer or device running the simulation. High-end VR systems can provide extremely immersive experiences, with realistic graphics, precise motion tracking, and responsive controls.

VR technology has a wide range of applications, from gaming and entertainment to education and training. It can be used to simulate dangerous or complex scenarios, such as military training or medical procedures, allowing users to practice without the risk of real-world consequences. It can also be used to create immersive experiences for entertainment and storytelling, such as interactive movies or virtual theme park rides.

II. Augmented Reality ("AR") Technology

Augmented Reality (AR) is a technology that enhances the user's perception of the real world by overlaying digital information on top of it. Unlike virtual reality, which creates a completely immersive environment, AR technology blends the real and virtual worlds to create a new, enhanced experience.

The basic components of AR technology are the device, software, and sensors. The device can be a smartphone, tablet, or specialized AR headset, and is typically equipped with a camera and display screen. The software is responsible for analyzing the camera feed and overlaying digital information onto the real world. The sensors, such as accelerometers and gyroscopes, track the device's movement and orientation, allowing the system to accurately position and align the digital objects.

AR technology works by analyzing the camera feed and identifying objects and features in the real world. It then overlays digital information onto these objects, which can take various forms such as images, text, or 3D models. The user can interact with the digital objects through the device, such as by tapping or swiping on the screen to trigger animations or access additional information.

AR technology has a wide range of applications, from gaming and entertainment to education and commerce. In gaming, AR can be used to create interactive experiences that blend the real and virtual worlds, such as scavenger hunts or puzzle games. In education, AR can be used to enhance learning by providing interactive visualizations of complex concepts or historical events. In commerce, AR can be used to provide customers with immersive product experiences, such as trying on virtual clothing or visualizing furniture in their own space.

One of the key benefits of AR technology is its ability to enhance real-world experiences without requiring users to enter a separate virtual environment. This makes it more accessible and less disruptive to everyday activities and allows for new and innovative ways to interact with the world around us.

III. 360-degree Video ("360 video") Technology

360-degree video technology is a form of immersive video that allows users to view a scene from any angle as if they were standing in the middle of it. 360-degree videos are typically recorded using special cameras that capture footage in all directions simultaneously, creating a seamless spherical image.

The basic components of 360-degree video technology are the camera, stitching software, and playback software. The camera captures the scene from all directions, typically using multiple lenses or cameras that are synchronized to capture footage simultaneously. The stitching software then combines the multiple video streams into a single, seamless 360-degree video. The playback

software allows the user to view the 360-degree video and navigate through it, either by dragging the view with a mouse or by using a VR headset for a more immersive experience.

360-degree video technology works by creating a spherical image that encompasses the entire viewable area. The video is typically captured at a high resolution to ensure that it remains clear and sharp, even when viewed up close. The viewer can then navigate through the video by moving their head or dragging the view with a mouse, giving them complete control over their viewing experience.

360-degree video technology has a wide range of applications, from entertainment and tourism to education and training. In entertainment, 360-degree videos can be used to create immersive experiences, such as concerts, sports events, or virtual reality games. In tourism, 360-degree videos can be used to showcase destinations and attractions, allowing viewers to explore them virtually before deciding to visit in person. In education and training, 360-degree videos can be used to provide immersive simulations of real-world scenarios, such as emergency response training or virtual field trips.

One of the key benefits of 360-degree video technology is its ability to provide viewers with a highly immersive and interactive experience that feels like they are really there. It allows for new and innovative ways to experience digital content and provides a level of engagement that is difficult to achieve with traditional video or images.

360-degree video technology has the potential to revolutionize the way we experience digital content, creating a new era of immersive and interactive entertainment, education, and tourism.

IV. Metaverse or Virtual World Technologies

The Metaverse, also known as a virtual world or VR (virtual reality) world, is a virtual space or environment where users can interact with each other and with digital objects and characters in real time. It is a fully immersive and interactive experience that simulates a physical environment, allowing users to engage with each other and with digital content in a way that is similar to the real world.

The Metaverse is built on a combination of technologies, including virtual reality, augmented reality, artificial intelligence, blockchain, and cloud computing. These technologies work together to create a seamless and immersive experience for users.

Virtual reality technology is used to create a fully immersive environment that simulates the physical world, allowing users to interact with it through VR headsets and controllers. Augmented reality technology is used to overlay digital content onto the physical world, allowing users to interact with

digital objects in the real world. Artificial intelligence is used to create intelligent and responsive digital characters and objects that can interact with users in a realistic and natural way. Blockchain technology is used to create a secure and decentralized system for managing digital assets and transactions, while cloud computing provides the infrastructure for storing and processing vast amounts of data in real-time.

In the Metaverse, users can create their own digital avatars that represent them in the virtual world. They can interact with each other in real-time, through voice and text chat, and engage in a wide range of activities such as gaming, socializing, and commerce. The Metaverse also offers opportunities for businesses and brands to engage with users, through immersive and interactive marketing campaigns and virtual storefronts.

The Metaverse has a wide range of applications, from gaming and entertainment to education and healthcare. In gaming, the Metaverse offers a fully immersive and interactive experience that allows players to engage with digital content in a way that is similar to the real world. In education, the Metaverse offers a new and innovative way to deliver immersive and interactive learning experiences. In healthcare, the Metaverse offers opportunities for virtual therapy and rehabilitation, and for creating realistic simulations for medical training.

DigitalSelf's users who are content providers can upload their Metaverse / virtual world on the platform, which can then be accessed by the whole DigitalSelf community.

V.　NFT Products & Blockchain Technology

NFT stands for non-fungible token, which is a type of digital asset that is unique and cannot be replaced or exchanged for another asset of equal value. NFTs are built on blockchain technology, which is a decentralized and distributed ledger that allows for secure and transparent transactions.

NFTs are created by recording information about a digital asset, such as an image or a video, on a blockchain. This information includes a unique identifier, metadata about the asset, and a record of its ownership history. Because this information is stored on a blockchain, it is secure and cannot be altered or tampered with.

One of the key features of NFTs is their uniqueness. Unlike other digital assets, such as cryptocurrencies, NFTs are unique and cannot be replicated. This makes them ideal for creating digital art, collectibles, and other types of unique digital assets.

NFTs are created using smart contracts, which are self-executing contracts that allow for automated transactions. Smart contracts can be programmed to perform certain actions when specific conditions are met, such as transferring ownership of an NFT when a certain price is paid.

NFTs are bought and sold on blockchain marketplaces, such as OpenSea and Nifty Gateway. Buyers can purchase NFTs using cryptocurrency, such as Bitcoin or Ethereum, and the transaction is recorded on the blockchain.

NFTs have a wide range of applications, from art and collectibles to gaming and virtual real estate. In the art world, NFTs are being used to create and sell digital art, which can be verified as unique and authenticated through the blockchain. In gaming, NFTs are used to create rare and unique items that players can trade and sell. In virtual real estate, NFTs are being used to create and sell virtual land and buildings.

Any DigitalSelf users can create, mint, list, and sell their NFTs on the platform. Users can create the NFT to represent digital and/or physical assets.

6. Target Markets & Industries

DigitalSelf intends to attract players from various industries to use the various technologies offered in the platform. Based on the technology suite offered in the DigitalSelf platform these industries are:

I.   VR Industries

VR technology has found applications across various industries, revolutionizing the way tasks are performed and enhancing user experiences. Some of the industries and their use cases that DigitalSelf plans to target are:

  i.   Games and Entertainment: The gaming industry has been one of the early adopters of VR technology, offering immersive and interactive gaming experiences. VR has also been used in the entertainment sector for virtual concerts, immersive storytelling, and virtual theme park attractions.

ii.   Healthcare: VR is used in healthcare for a range of applications, such as medical training simulations, surgical planning, pain management, exposure therapy for phobias, and rehabilitation exercises.

iii.   Education and Training: VR is being used in educational settings to provide immersive and interactive learning experiences. It allows students to explore virtual environments, conduct virtual experiments, and practice skills in a safe and controlled virtual space. VR is also used for employee training in various industries, such as aviation, manufacturing, and customer service.

iv.   Architecture and Real Estate: VR enables architects and real estate professionals to create virtual walkthroughs of future buildings, helping clients visualize spaces before construction. It aids in design review, interior planning, and showcasing properties to potential buyers.

v.   Tourism and Hospitality: VR is used in the tourism industry to offer virtual tours of destinations and hotels, providing potential travelers with a realistic preview of the experiences they can expect.

vi.   Retail and E-commerce: VR has been utilized in retail and e-commerce to enhance the shopping experience by offering virtual showrooms, virtual try-on for clothing and accessories, and personalized product visualization.

II. AR Industries

AR technology has gained traction across various industries, transforming how tasks are performed and augmenting the real world with virtual elements. Some of the industries and their use cases that have adopted AR technology which DigitalSelf intends to target include:

i.   Retail and E-commerce: AR is used in retail and e-commerce to provide virtual try-on experiences for clothing, accessories, and cosmetics. It allows customers to visualize products in real-time and make more informed purchase decisions.

ii.   Advertising and Marketing: AR is employed in advertising campaigns to create interactive and engaging experiences. AR ads can be used to overlay virtual content on physical objects, deliver immersive storytelling, and encourage user interaction.

iii.   Education: AR is utilized in education to enhance learning experiences. It enables interactive 3D visualization of educational content, virtual laboratory simulations, and overlays of additional information on textbooks or learning materials.

iv.   Real Estate: AR is leveraged in the real estate industry to offer virtual property tours and visualize architectural plans. It allows potential buyers or tenants to explore and visualize spaces, view different design options, and assess property features.

v. Healthcare: AR is used in healthcare for medical training, surgical planning, and patient education. Surgeons can overlay virtual information onto the patient's body during surgery, aiding in precise navigation and reducing risks.

vi. Games and Entertainment: AR has made a significant impact in the gaming and entertainment industry with games like Pokémon Go and interactive AR experiences at amusement parks or museums. It allows users to interact with virtual objects and characters in the real world.

vii. Tourism and Hospitality: AR is employed in the tourism industry to provide interactive and informative experiences for travelers. It offers augmented tour guides, historical information overlays, and immersive storytelling at tourist attractions.

III. 360 Video Industries

360 video technology has found applications across various industries, offering immersive and interactive experiences for users. Some of the industries that have embraced 360 video technology that DigitalSelf intends to target include:

i. Tourism and Hospitality: The tourism industry utilizes 360 videos to provide virtual tours of destinations, hotels, and attractions. It allows potential travelers to explore and experience different locations from the comfort of their homes.

ii. Real Estate: 360 videos are used in real estate to showcase real-world properties to potential buyers or renters. It offers a virtual walkthrough of real-world properties, giving viewers a more comprehensive understanding of the space and layout.

iii. Event and Concert Production: 360 videos are employed in capturing live events, concerts, and performances. It enables viewers to experience the event from different angles, providing a more immersive and engaging perspective.

iv. Education: 360 videos are used in educational settings to create immersive learning experiences. It allows students to explore virtual environments, historical sites, and simulated scenarios, enhancing their understanding and engagement.

v. Training and Simulation: 360 videos are utilized in training programs and simulations across industries such as healthcare, aviation, and emergency response. It offers realistic scenarios and perspectives, allowing trainees to practice and learn in a controlled environment.

vi. Marketing and Advertising: Brands and marketers use 360 videos to create interactive and engaging advertising campaigns. It provides a more immersive and memorable experience for consumers, allowing them to explore products or environments.

vii. Sports: 360 videos are employed in sports broadcasting to provide viewers with a unique perspective of sporting events. It allows fans to feel like they are in the midst of the action, enhancing the viewing experience.

viii. Cultural Preservation and Heritage: 360 videos are used to document and preserve cultural heritage sites, museums, and historical artifacts. It provides virtual preservation of these treasures, ensuring their accessibility and conservation.

IV. Metaverse Industries

The concept of the metaverse is still evolving, but several industries are exploring its potential and incorporating metaverse elements into their operations. Some of the industries that are already using or showing interest in the metaverse that DigitalSelf intends to target include:

i. Games and Entertainment: The games industry has been at the forefront of exploring the metaverse concept. Virtual worlds and online multiplayer games provide immersive and social experiences, and game developers are increasingly integrating metaverse-like features into their platforms.

ii. Virtual Events and Conferences: With the rise of remote work and virtual events, industries like event planning, conferences, and trade shows are exploring the metaverse as a way to recreate immersive and interactive experiences. Participants can engage with virtual environments, attend sessions, network, and exhibit products.

iii. Social Networking: Social media platforms are integrating metaverse elements to enhance user experiences and interactions. These platforms allow users to create avatars, explore virtual environments, socialize, and engage in various activities within a shared virtual space.

iv. Education and Remote Learning: The metaverse has the potential to revolutionize education by providing immersive and collaborative learning environments. Virtual classrooms, interactive simulations, and virtual field trips are some of the ways the metaverse can enhance education.

v. Real Estate and Architecture: The metaverse can be utilized in the real estate industry for virtual property tours, allowing potential buyers to explore and visualize properties remotely. Architects can also leverage the metaverse to showcase designs and collaborate with clients.

vi. Retail and E-commerce: Retailers are exploring the metaverse to create virtual storefronts and shopping experiences. Users can browse and purchase products in virtual environments, offering a unique and interactive shopping experience.

vii. Art and Creative Industries: The metaverse offers new avenues for artists and creatives to showcase their work, collaborate with others, and engage with audiences in immersive virtual spaces. Virtual galleries, exhibitions, and performances are some examples of metaverse-based artistic experiences.

viii. Advertising and Marketing: Brands are starting to explore the metaverse as a platform for interactive and immersive advertising campaigns. It provides opportunities for personalized and engaging brand experiences within virtual environments.

ix. Healthcare and Therapy: The metaverse has potential applications in healthcare, including virtual consultations, therapy sessions, and medical training simulations. It can provide accessible and immersive healthcare experiences for patients and professionals.

V. NFT Industries

NFTs (Non-Fungible Tokens) have gained significant popularity and are being utilized across various industries. Some of the industries that are already embraced NFT technology that DigitalSelf intends to target include:

i. Art and Collectibles: NFTs have revolutionized the art world by enabling digital artists to authenticate and sell their work as unique tokens. Artists can create digital artworks, collectibles, and limited editions, providing provenance and scarcity in the digital realm.

ii. Gaming and Esports: NFTs are used in gaming and esports to tokenize in-game assets, such as characters, skins, virtual items, and land ownership. Players can buy, sell, and trade these assets on blockchain-powered marketplaces, giving them true ownership and the ability to monetize their gaming experiences.

iii. Music and Entertainment: NFTs are utilized in the music industry to tokenize music albums, songs, concert tickets, and merchandise. Artists can directly sell digital albums or offer exclusive experiences, giving fans unique access and ownership.

iv. Sports: NFTs have made an impact in the sports industry, enabling the creation of digital collectibles and memorabilia. Sports leagues, teams, and athletes can offer unique digital items, such as trading cards, highlight clips, and virtual experiences to engage fans and create new revenue streams.

v. Virtual Real Estate: NFTs are used to represent ownership of virtual land and properties within decentralized virtual worlds and metaverse platforms. Users can buy, sell, and trade virtual real estate, creating new opportunities for digital property development and investment.

vi. Fashion and Luxury Goods: NFTs are employed in the fashion industry to certify the authenticity and ownership of digital fashion items, limited editions, and virtual wearables. It allows for the creation of unique digital fashion collections and enhances brand engagement.

vii. Content Creation and Publishing: NFTs are used to tokenize and monetize digital content, such as articles, videos, and digital books. Creators can sell access to exclusive content or

offer unique digital editions, enabling new revenue models and direct engagement with their audience.

viii. Virtual Events and Experiences: NFTs are utilized in virtual events and experiences, providing attendees with access to exclusive content, virtual meet and greets, and virtual event tickets. It enhances the value and engagement of virtual gatherings.

7. Market Forecast

The global markets for four of DigitalSelf's core technologies, contents, and products (VR, AR, 360 videos, NFT & Metaverse) are projected to experience double-digit compound annual growth until 2029 / 2030.

The global **virtual reality** was valued at US$11.6 2021. The market is proje from **US$16.67 billio** to **US$227.34 billion** by 2 a CAGR of **45.2%** during period.

Source: Grand View Research, https: www.fortunebusinessinsights.com/ind virtual-reality-market-101378

The global **augmented reality market size** was valued at **US$38.56 billion in 2022** and is expected to grow at a compound annual growth rate (CAGR) of **39.8%** from 2023 to 2030, reaching a market size of **US$402 billion**.

Source: Grand View Research, https:// www.grandviewresearch.com/industry-analysis/ augmented-reality-market

The global NFT market val **US$11.3 billion**. The mar to grow at a compound a rate of **33.7%**, reaching a r **US$231 billion** by

Source: Verified Market Research (V cointelegraph.com/news/nft-market-w report-projects-big- growth-for-sector

The global **metaverse market size** was estimated at **US$65.5 billion in 2022**. It is expected to grow at a compound annual growth rate (CAGR) of **41.6%** from 2023 to 2030, reaching a market size of **US$747.63 billion**.

Source: Grand View Research, https:// www.grandviewresearch.com/industry-analysis/ metaverse-market-report

The global Virtual Tour So[...]
size in 2022 was **US$340.[...]
market is projected to [...]
compound annual growth [...]
from 2023 to 2030 reach[...]
value of **US$941.3**[...]

Source: Fortune Business Insights,)[...]
www.fortunebusinessinsights.com/vi[...]
softwaremarket-106811

The global 360-Degree Camera Market
size was valued at US$860.59 Million in
2021 and is projected to reach **US$ 6.10
Billion by 2030**, growing at a **CAGR of
24.32% from 2022 to 2030**..

Source: Verified Market Research,)https://
www.verifiedmarketresearch.com/product/360-
degreecamera-market/

8. DigitalSelf Revenue Model

DigitalSelf generates revenue from streams below. There are mainly 2 type of revenue models. Revenue from a fixed transaction fee charged to user on sales of content or products, and revenue sharing with content providers. DigitalSelf will also generate revenue from its own produced content.

Revenue streams:

i.   Pay per view on demand
model ii.   Pay subscription on
Channel iii. Advertising &
Sponsorship iv. NFT marketplace
transaction fees
v.   Virtual Asset transaction mark-up fees.
vi. Physical products transaction fee.
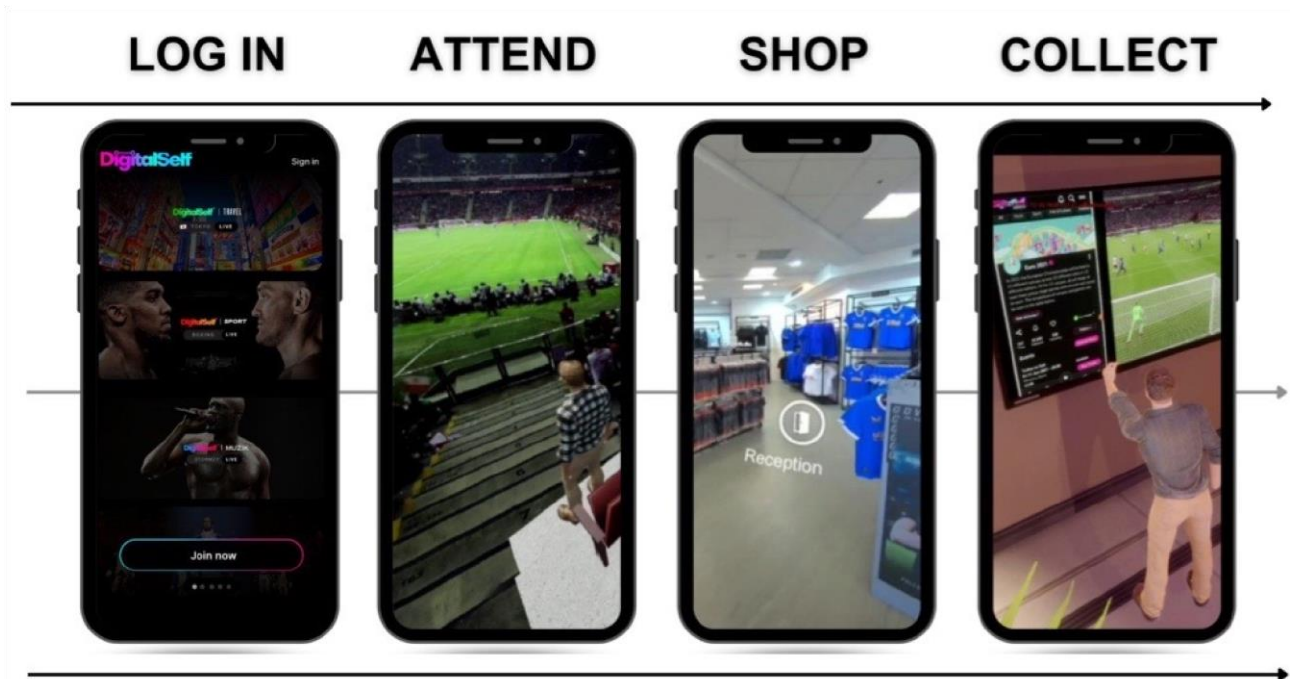
9. Corporate Structure & relationship

I.   DigitalSelf Inc.

The DS Platform was developed and owned by DigitalSelf Inc. a company incorporated in Delaware (Delaware File Number 6066574). DigitalSelf Inc. also owns the UK trademark (trademark number: UK00003412315) and the USA trademark (trademark number: 90869279) on the name "DigitalSelf".

The AR, VR, 360 Videos & Metaverse components of the DS Platform are owned by DigitalSelf Inc. All USA business activities as well as any future developments of these components will be funded and undertaken by DigitalSelf Inc.

II. DigitalSelf LLC

DigitalSelf LLC which will be established in Poland is/will be the sister company of DigitalSelf Inc. since it will share some common shareholder(s). DigitalSelf LLC will be responsible for ALL NonUSA

business operations, under license from DigitalSelf Inc. DubaiSelf LLC will also be the owner of all blockchain products & services provided on the DS platform.

All blockchain-related business activities and future development will be undertaken by DigitalSelf LLC. DigitalSelf LLC will also be the issuer of Digital Self Token ("DSF") a virtual asset that will be regulated under the Polish Financial Supervision Authority.

The relationship between DigitalSelf Inc. & DigitalSelf LLC will be governed by a licensing agreement. The salient terms of the license agreement are:

i. The DSF once issued, can also be used by users in the USA to pay for services offered by DigitalSelf Inc. ii. DigitalSelf LLC shall pay an annual licensing fee of US$ 2.5 million to DigitalSelf Inc. iii. DigitalSelf Inc. is entitled to 33% of the fees paid by ROW users for purchasing content that originates from the USA. Similarly, DigitalSelf LLC is entitled to 33% of the fees paid by USA users that purchase content that originates from ROW.

iv. DigitalSelf LLC shall reimburse DigitalSelf Inc, for any AR, VR, 360 videos & Metaverse work done by DigitalSelf Inc. for ROW clients (users).

10. Roadmap for DigitalSelf

The DigitalSelf Platform has been under development since 2015 and is now completed.

Fig.11: DigitalSelf Platform development timeline

2015 - 2022
Platform
Development

April 2021
Business
Founded

June 2021
Proof of
Concept

June 2022
Live Stream
Events

July 2022
DigitalSelf Live
Active

July 2023
DigitalSelf
VR / AR

September 2023
Platform
Integration

4th Quarter 2023
Marketing
Activation
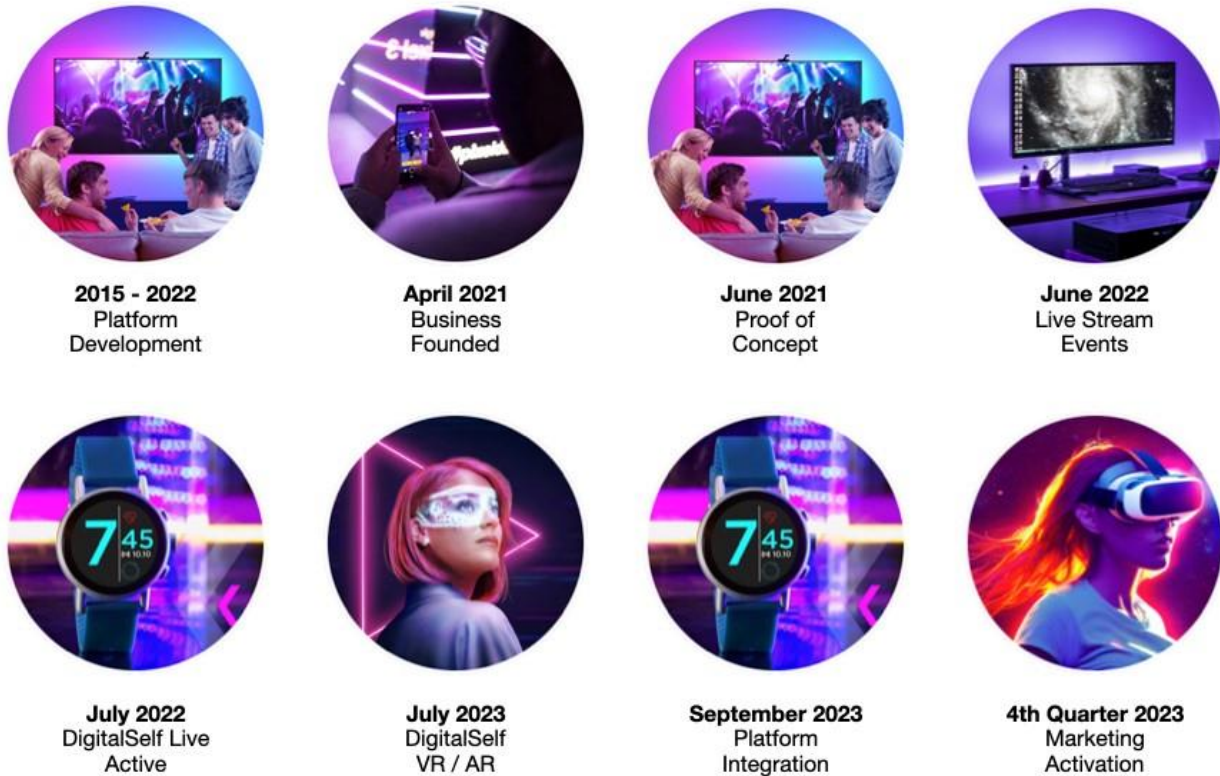
However continuous future development work will still be done to ensure that future versions will be launched to keep pace with the advances in the AR, VR, XR, AI & Blockchain technology.

Future development work for AR, VR, XR & AI technology will be executed and funded by DigitalSelf Inc., these works include:

i.   Expansion of virtual experiences: DigitalSelf Inc. will continue to develop new and diverse virtual experiences, including gaming, education, and training, to cater to a wide range of user interests and needs.

ii.   Integration with popular platforms and services: DigitalSelf Inc. plans to collaborate with existing content platforms, services, and businesses, providing seamless integration and accessibility to the DigitalSelf ecosystem

iii. Enhanced virtual reality (VR) and augmented reality (AR) support: DigitalSelf Inc. will work to improve the compatibility of its ecosystem with existing and upcoming VR and AR hardware and software solutions, providing an even more immersive and engaging user experience.
Future development work for Blockchain technology will be executed and funded by DigitalSelf

LLC, these works may include:

i. Development of the DigitalSelf native blockchain: To enhance the security, scalability, and performance of the DigitalSelf ecosystem, DigitalSelf plans to develop and migrate to its own native blockchain.

ii. Implementation of decentralized governance: To empower users and promote a democratic approach to decision-making within the ecosystem, DigitalSelf plans to introduce decentralized governance mechanisms, such as voting and proposal systems for its RoW business operation. This will only be implemented once the DigitalSelf platform has migrated to its own native blockchain.

iii. Implementation of an identity token as an access token, this may be in the form of a normal ERC721 token or Soulbound tokens, Soulbound tokens are non-transferable digital tokens (NFT) that represent social identity in a decentralized society. This will only be implemented once DigitalSelf has migrated to its own native blockchain.

The plan is to complete the above development work and testing within 24 months after the listing date of DigitalSelf Token, however, actual implementation may take longer depending on future market conditions.

11. DigitalSelf LLC Organisation Structure

Fig.12: DigitalSelf LLC Organisation Chart
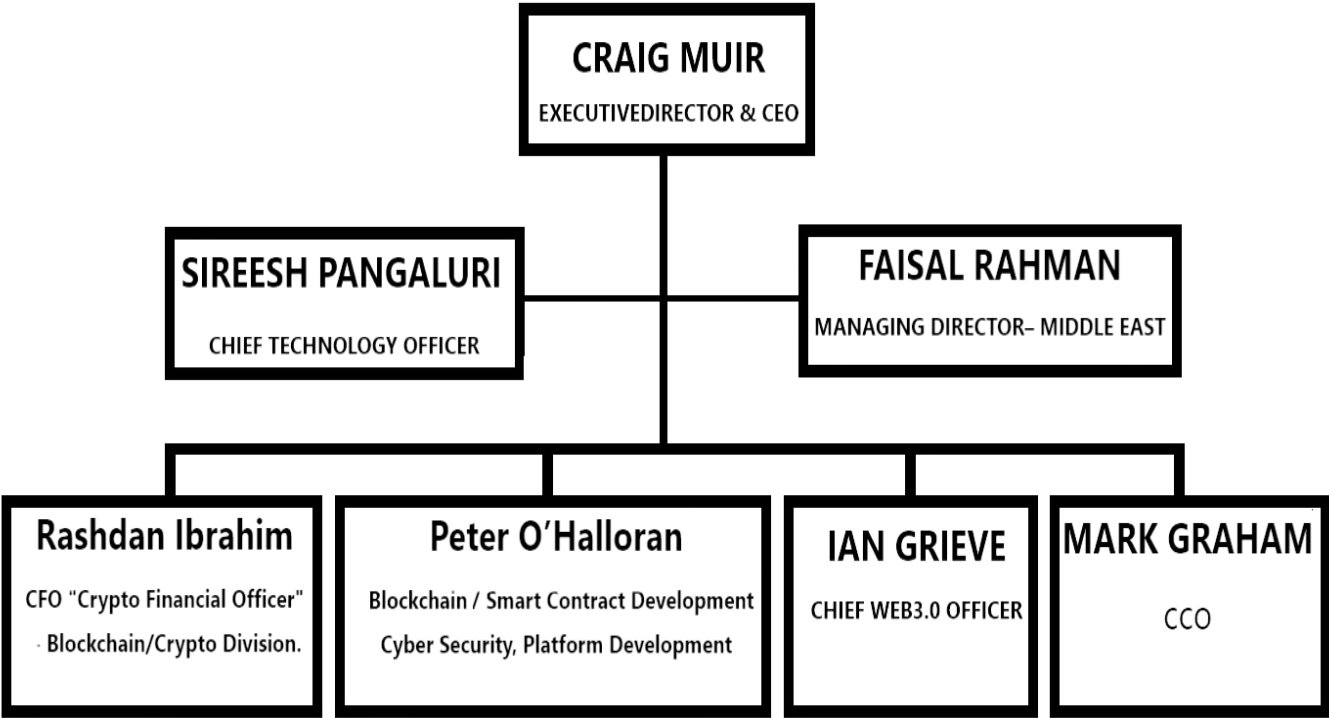
CRAIG MUIR

EXECUTIVEDIRECTOR& CEO

Craig is the founder and the brainchild behind DigitalSelf®. He is a visionary and a very entrepreneurial individual who has exceptional drive and an infectious ambition to lead DigitalSelf® to fulfil its mission. Craig's background is in Project Management in the oil and energy sectors prior to taking the courageous leap and founding DigitalSelf® during early 2018. Craig is extremely motivational, a born networker and has created a truly uniqueteam to take DigitalSelf® into the future and beyond.

in

SIREESH PANGALURI

CHIEF TECHNOLOGY OFFICER

Sireesh is a Bachelor of Technology in Electrical and Electronics Engineering. Sireesh is aiming to disrupt the global supply chain through SaaS products and apps and is supporting high street retailers, producers, manufacturers by offering digitalization and transformation. During Sireesh's career he has held many management positions with HSBC, Barclays, Lloyds, JP Morgan, Morgan Stanley and Bank of America to name a few, managing and implementing technology platforms.

in

FAISAL RAHMAN

MANAGING DIRECTOR– MIDDLE EAST

Faisal has operated primarily within the technology sectors, from telecommunications with the likes of BT to renewable energies with a number of significant companies. Recently, Faisal worked in the sustainability sector with one of the largest Anaerobic Digestion companies in the UK. As a result he developed not only a variety of contacts in the UK, but also around the world, with a particular emphasis on the Middle East and South Asia.

in

MARK GRAHAM

CCO

was the Managing Director of one of the most influential and successful international clubbing brands in the world. Mark has extensive experience of managing large teams, brand partnerships, franchises and sponsorship activations, global client management, creative design of new concepts, creation and management of multi-million GBP budgets, revenue maximizing concepts and market analysis.

in

Rashdan Ibrahim

CFO "Crypto Financial Officer"

- Blockchain/Crypto Division.

Rashdan is a seasoned finance professional with over 26 years of experience in various industries, including oil & gas, fund management, banking, investment banking, financial advisory, property development, hospitality, F&B, low-cost airline, P2P lending, cryptocurrency exchange, and blockchain advisory. He has held senior finance roles in globally recognized companies such as Petronas, Deutsche Bank, Arab Real Estate Co K.S.C, and Capitas Group International. Since 2017, he has been actively involved in crypto fundraising, managing crypto exchanges, developing decentralized finance platforms, and is currently focused on NFT platforms for physical assets and real estate. With his extensive financial background and deep understanding of blockchain, Rashdan bridges the gap between traditional finance and emerging technologies.

in

Peter O'Halloran

Blockchain// Smart Contract Development

Cyber Security, Platform Development

Peter is an accomplished individual with a unique blend of skills and experiences. His impressive career spans both the military and academia, with a passion for numbers, algorithms, and complex systems, Peter has demonstrated exceptional expertise in physics, ballistics, cybersecurity, ethical hacking, Blockchain / Smart contract Development including the creation of the DSF token contract. His military service includes 18 years of experience, including three years as a sniper instructor. Peter holds a Bachelor of Science degree in Nutrition and a Bachelor of Science degree in Physics, showcasing their commitment to education and continual growth. Their remarkable

background positions them as versatile and accomplished professionals capable of tackling complex challenges with precision and strategic thinking.

IAN GRIEVE

CHIEF WEB3.0 OFFICER

Ian has had a lengthy career in the Video Game sector. An original member of Psygnosis which later became Sony Computer Entertainment. Ian became Director for Sony/Psygnosis and was a member of the original launch team for the revolutionary PlayStation. Ian has worked on hundreds of games, and he was the Commercial Director for one of the first video game development studios to have an IPO on the London Stock Exchange. Dedicating his career towards the opening frontiers of technology in the interactive sector, he worked with Virtual Reality since the prototypes of the Oculus Rift series, studied Blockchain mechanics and Crypto from the early 2010's onwards and expanded those horizons to embrace and gain a broad understanding of all aspects of Web3.0

13. DigitalSelf Token ("DSF")

I. DSF Terms & Conditions

Issuer	DigitalSelf LLC (tbe)
Token Name	DigitalSelf Token
Token Symbol	DSF
Blockchain	Polygon Network
Token Type	ERC20 Utility token
Total Supply	2,000,000,000 DSF
Token Address	https://polygonscan.com/address/ 0x4efee4288002113ed24b7d62def193955ed186e0
Token's Rights / Utilities	The DSF can be used to pay for the products & services to be offered on the DigitalSelf platform.
Smart Contract Auditor	CertiK - https://skynet.certik.com/projects/digitalself

II. DSF holder's rights & obligation.

i. The DSF is a Utility token, and can only be used to pay for products & services offered on the DigitalSelf platform.

ii. Users may receive certain discounts on the price of the products or services that they purchased using DSF.

iii. Users will receive certain discounts on platform transaction fee for using DSF to purchase the products & services.

The DSF is not a governance token therefore there are no voting rights. And owners of DSF are not entitled to share in any revenue or profit sharing from the DigitalSelf Platform.

III. Planned Usage of DSF sales proceeds

Usage	Description	% of Proceeds
1. OPEX (Operation Costs)	This will be allocated to pay the operational expense for the DigitalSelf LLC. Operational expenses includes: salaries, insurance, rent, licensing fees, utilities & communication.	20%
2. Development	This will be allocated for future development work on blockchain technology that will be undertaken by DigitalSelf LLC, this includes coding outsourcing costs & code auditing.	5%
3. Marketing & Business Development	This will be allocated to finance DigitalSelf Platform marketing campaign for its Rest of the World markets, marketing costs will include costs of brand & marketing content development, social media marketing, social influencer fees, PR fees, and advertising. Marketing costs also includes business development costs for signing up premier content provider and other projects that can be hosted on the platform.	45%
4. Auditing, legal & regulatory costs	This refer to costs of legal & corporate set-up in other locations which DigitalSelf LLC plans to provide its services if required to do so by the local authorities. If not fully used, the balance will be kept as contingencies for any future requirements & legal costs arising from any future legal issues.	10%
5. Treasury (Liquidity Pools / Providers)	This refer to the funds that DigitalSelf LLC may have to provide to liquidity providers for their market making services in centralised exchange which the DSF will be listed. This also refer to the quote token that has to be provided in the liquidity pool if DigitalSelf LLC decides to subsequently list DSF on decentralised exchanges.	20%
		100%

IV. Planned DSF token allocation

Item	Description	%	Number of tokens
1. Treasury - Reserves	Keep in reserves and to be used to support future expansion of DigitalSelf ecosystem. Amount may also be burnt in the future as a price support mechanism. This amount will be kept in a segregated public wallet, which the public can monitor.	20%	400,000,000
2. Treasury - LP	Will be used to provide the base token to liquidity providers in centralised exchanges where DSF will be listed and in liquidity pools of decentralised exchanges where DSF will be listed. Amount yet to be used will be kept in a segregated public wallet as LP reserves.	12.5%	250,000,000
3. Stakeholders	As a reward and incentive mechanism for the Team and Advisors. This amount once distributed to the team members & advisors will be subjected to a locked-up & vesting period.	15%	300,000,000
4. Ecosystem Partners	As an incentive to future long term strategic partners (premier content providers, 3rd party projects, technology partners) that can participate and contribute to the future growth of DigitalSelf Platform. This will be allocated throughout the growth stage of the platform.	15%	300,000,000
5. Bounty	To reward participants of bounty program that undertakes certain marketing activities to help create awareness of the DSF public sale.	2.5%	50,000,000
6. Token Sale	Number of tokens available for sale to investors.	35%	700,000,000
		100%	**2,000,000,000**

*

The Projected DSF Token Circulating Supply is shown in Section IX.

V. Token Sale Program

DigitalSelf plans to conduct its token sale program in 2 exercises.

i) Private Placement Exercise:

10% of the total supply (200,000,000 DSF) will be made available to early investors and adopters via a private placement exercise at a discounted price (tbd). Investors who purchase during the private placement phase will be subjected to a locked-up & vesting period. The private placement phase is expected to last for a maximum of 1 month.

ii) Public Sale Exercise:

After the end of the private placement exercise, DigitalSelf intends to conduct a public sale through a few centralized exchanges through an IEO (initial exchange offering). The public sale exercise may take 1 month to complete. The DSF subscribed during the public sale campaign will be made available by the exchanges to the subscriber on the listing date of DSF.

VI. Token Allocation to Exchanges

Most centralized exchange that conducts public sale or IEO exercise will require the issuer to transfer a certain amount of token before the public sale / IEO exercise is conducted. The amount of tokens unsold will then be returned to the Issuer.

Some centralized exchange that provides market-making services will also require the Issuer to transfer a certain amount of token to enable them to make 2-way markets for the tokens.

> The tokens for this purpose will be from the Treasury-LP allocation. The number of tokens to be released will not be more than 20% of the total circulating supply.
>
> The total circulating supply are defined as amount of tokens sold (distributed) + the amount of tokens already vested. Tokens that remain locked-up under the various vesting smart contracts will not count towards this.

VII. Token Allocation to Stakeholders

The maximum allocation for stakeholders is 300,000,000 DSF, however, these will only be released proportionately to the percentage of tokens sold to the public from the Token Sale allocation of 700,000,000 DSF. For example, if only 50% or 350,000,000 DSF was sold to the public then the amount of tokens released from the Stakeholder allocation is 150,000,000 DSF. These stakeholders' amounts released are then sent to the various vesting smart contracts. VIII.Lock-up period and Vesting period & amount.

Lock-up & vesting conditions will be imposed on certain DSF owners as shown below:

Owner category	Locked-up period (from issuance date)	Vesting period interval	1st vesting date
TreasuryReserves	60 months	Quarterly	6 months after token listing date
Stakeholders	36 months	Quarterly	6 months after token listing date
Ecosystem Partners	36 months	Quarterly	6 months after token listing date
Bounty	6 months		6 months after token listing date
Private Placement Investors	36 months	Quarterly	6 months after token listing date

* The amount of DSF that can be vested during each vesting date is divided equally by the number of vesting period intervals. Please refer to the calculation example below.

The lock-up period and vesting exercise will be programmed into a 'vesting smart contract'. On the public listing date of the token, a unique vesting smart contract will be generated for each recipient's wallet address, and the DSF will be sent/deposited into the vesting smart contract. Only the recipient's wallet address can interact with the vesting smart contract and claim the DSF amount on each future vesting dates, also the vesting smart contract will only transfer the DSF to the recipient's wallet address that it designated earlier.

Calculation Example for a Private placement investor who is subjected to a lock-up period of 3 years, with equal amount quarterly vestment starting 6 months after listing of DSF on cryptocurrency exchanges.

Private Placement investment amount: 3,300,000 DSF.

Vestment months (after listing): M6, M9, M12, M15, M18, M21, M24, M27, M30, M33, M36.
(total = 11 vesting period intervals)

Vesting amount: 3,300,000 DSF / 11 = 300,000 DSF per vesting period.

IX. Projected DSF Token Circulating Supply

Projected DSF Token Circulating Supply
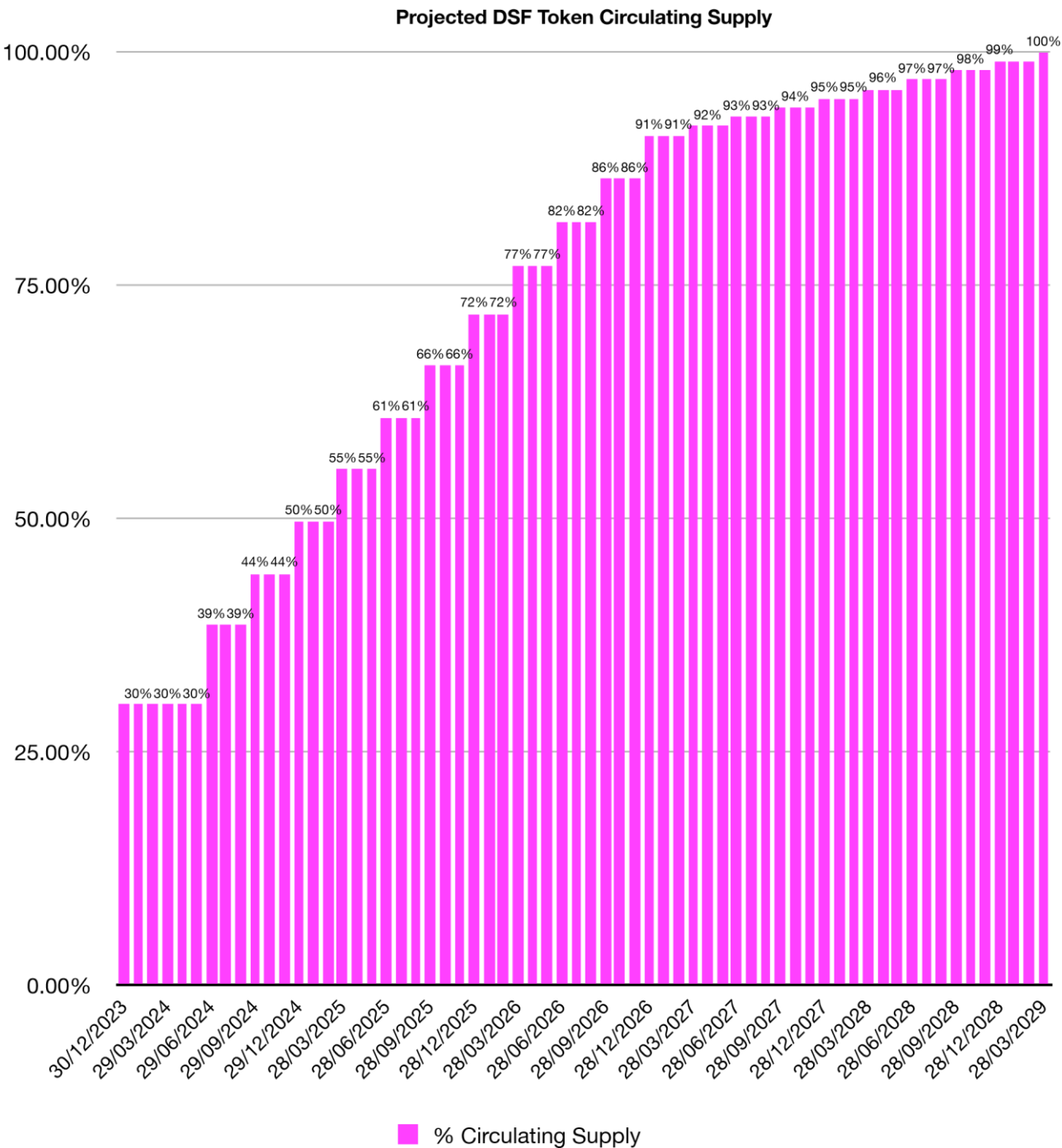
The chart above shows the projected DSF token circulating supply for the next 63 months after the listing date. The above projection takes into account the tokens locked & vesting schedules as shown in the previous section, it also assumes a maximum scenario, whereby:

i)   All 700,000,000 DSF for Token Sale will be sold to investors by the listing date.

ii) All 300,000,000 DSF for Ecosystem Partners will be fully allocated to 'future' partners by the listing date.   iii) It also assumes that 'zero' tokens are burnt from the future releases of the Treasury Reserves.

X. Token Issue Price

The targeted price for private placement is 1 DSF = US$0.125 +/- premium or discount, and the targeted price for public sale is 1 DSF = US$0.25 +/- premium or discount. The amount of discount and premium will only be decided nearer to the exercise date.

XI. Token Valuation

Since the DSF is a payment & utility token, its value is heavily dependent on the future usage of DSF tokens as payments for products & services offered on the DigitalSelf platform. Increased future usage of DSF will lead to an increase in its value.

Therefore, as shown above, to arrive at the DSF valuation, we first estimate the percentage of transactions that will be conducted in DSF (as opposed to fiat currencies or BTC & ETH) to come up with the future revenue stream. This 'revenue stream' is then discounted by using a discounted rate of 20% p.a. to calculate the present value, which is then divided by the total amount of DSF tokens to arrive at a value of 1 DSF = US$0.48.

YEAR	1	2	3	4	5	6	7	8	9	10
TOTAL REVENUE	US$21,621,000	US$67,316,260	US$160,176,290	US$277,998,125	US$352,350,064	US$440,437,580	US$550,546,975	US$688,183,719	US$860,229,648	US$1,075,287,061
% Revenue in DSF	50%	60%	70%	75%	80%	80%	80%	80%	80%	80%
Revenue in DSF	US$10,810,500	US$40,389,756	US$112,123,403	US$208,498,594	US$281,880,051	US$352,350,064	US$440,437,580	US$550,546,975	US$688,183,719	US$860,229,648
Discount Factor	0.833	0.694	0.579	0.482	0.402	0.335	0.279	0.232	0.194	0.161
Gross PV	US$9,007,897	US$28,045,786	US$64,880,086	US$100,539,571	US$113,213,980	US$117,931,229	US$122,845,031	US$127,963,574	US$133,228,823	US$138,780,024
Discount Rate	20%									
Gross PV	US$956,436,002									
Number of tokens	2,000,000,000									
Token Value	US$0.48									

14. Environmental and climate-related impact of DigitalSelf Token ("DSF")

The DigitalSelf Token is created on the Polygon Network. Any transfer of DSF will be conducted on the network.

The summary of the September 2022 report by Crypto Carbo Ratings Institute on the Polygon Blockchain network is shown below:

1. The electricity consumption and carbon footprint of Proof of Work (PoW)-based networks and cryptocurrencies such as Bitcoin and Ethereum remain significant.

2. Existing research suggests that cryptocurrencies based on alternative consensus mechanisms such as Proof of Stake (PoS) are more energy efficient.

3. Layer 2 networks increase complexity of emission estimation as they have to fully account for the emissions from their own network as well as the impact on the underlying layer 1.

4. This report assesses the electricity consumption and carbon footprint of the layer 2 PoS network Polygon, which is a sidechain building on the PoW-based network Ethereum.

5. From 01.08.2021 to 31.07.2022, it is estimated that the activity of Polygon on Ethereum has caused 60.9 ktCO$_2$e emissions.

6. Consequently, one transaction on Polygon has to additionally account for 45.27 gCO$_2$e of carbon emissions due to layer 1 activity.

7. As of July 2022, the yearly electricity consumption of the Polygon PoS network sums up to 109,213.48 kWh, which results in a carbon footprint of 50.13 tCO$_2$e. Thereof, the majority (more than 99.9 %) of emissions originate from the activities of Polygon on Ethereum.

8. The electricity consumption of the Polygon PoS network itself sits within the range of previously studied PoS blockchain networks.

9. The marginal electricity consumption for a single transaction within the Polygon PoS network is 0.608776 Ws per Tx.

The above report was done just before Ethereum replaced its PoW mechanism to PoS mechanism on 15th September 2022. Therefore item 6, above can be completely discounted, and only the marginal electricity consumption as per item 9, should be taken into account.

In conclusion, the environmental impact of the usage of DigitalSelf Token is expected to be very minimal.

In addition to the negligible impact above due to its usage of Polygon network, DigitalSelf LLC is also committed to minimising its operational environmental impact and promoting sustainable practices within its community. It will work towards this goal by:

i) Prioritizing energy-efficient technologies: DigitalSelf's future native blockchain which it plans to develop will also employ proof-of-stake consensus mechanisms and layer 2 scaling solutions, to minimize energy consumption and reduce the environmental footprint of the Platform.

ii) Supporting carbon offset initiatives: DigitalSelf will collaborate with environmental organizations and initiatives to offset its carbon emissions and promote a greener ecosystem.

iii) Encouraging eco-friendly practices: We will raise awareness and promote sustainable practices within the DigitalSelf community, such as reducing digital waste and supporting virtual events as alternatives to physical gatherings.