



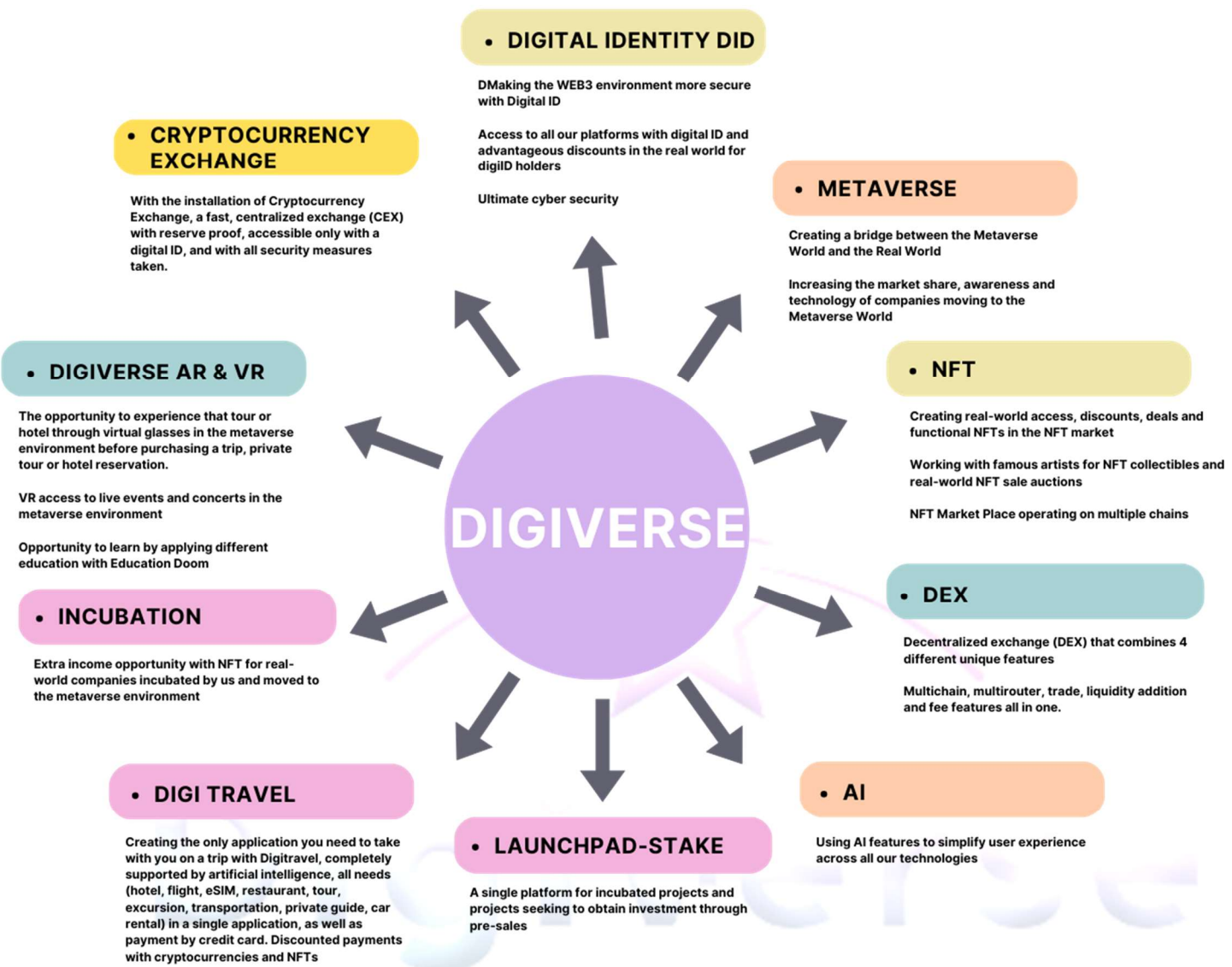
# BUSINESS PLAN

Digiverse



Digiverse  
[www.digiversecrypto.com](http://www.digiversecrypto.com)  
[www.digiversede.com.tr](http://www.digiversede.com.tr)

# 1. EXECUTIVE SUMMARY



## The Biggest Problems of the Market

Failure to Provide Investor Confidence, Failure to Produce Technology, Commercial Inexperience, Anonymity, Projects' Failure to Contact the Real World, Claiming to produce solutions to problems that are not the problem of the Crypto Ecosystem, Failure to produce benefits.

## Solution Proposal

Key Feature of the Team: Team of cyber security experts with fully transparent and commercial successes and experience of being the first to introduce many award-winning technological innovations, determination to build a bridge between the metaverse and the real world and tokenize real world companies, unique solutions for the benefit of the ecosystem, providing token reserve proof, market share, awareness and technology contribution to real-world companies.

## Key Users

Cryptocurrency & NFT Investors and Traders  
 Metaverse Users and Investors  
 Travel and Tour Agencies  
 Hotels  
 Crypto Platforms

Cryptocurrency Exchanges

Digiverse

Mission moon

Real World Companies that want to be tokenized

Digital and Real World Artists

## Target User Expectation

Transparency, Trust, Fast and Secure Access, Protection of identity, Cyber Security Measures, Fast withdrawal and deposit, Diversification of VR experience

## Number of Initial Targeted Audiences

100,000 hodlers

## Market Size

Current 1.4 Trillion Dollars, 10 Trillion Dollars by 2030

## Our Unique Difference in Marketing

\*Easy access and awareness to retail and non-crypto investors, with our Innovation Projects hosting 1.7 million global visitors every year

\*Listing on more than 10 crypto exchanges at once

\*Community Room

## Return on Investment

1-3 Months (Explained in detail in chapter 9.)





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# (Business Plan)

Digiverse Tech.

[www.digiversecrypto.com](http://www.digiversecrypto.com)

Digiverse is the world's first and only digital universe that creates the perception of virtual reality. It is the single most successful and highest investment example of instantiation of Metaverse environments. Its creators are people dedicated to creating success in terms of financial and technological innovation.

The Digiverse project is the embodiment of a revolution dedicated to building a bridge between the real world and the metaverse. This platform offers users experiences that transcend the real world and the opportunity to explore virtual reality more closely without glasses. The centralized and decentralized cryptocurrency exchange, where users have their own digital identities and stakeholders have access to unique NFT collections from successful artists, will have a huge impact on the market due to the multitude of real-world use cases and provide digi holders with a real and reliable platform that has the potential to generate huge income. It is a blockchain project.

Digiverse is an organizational and successful glasses-free metaverse experience project that is currently running. It is not a start-up project, it is actively working. And in this sense, it is the first and unique in the world. By building this environment, we presented the embodiment of the metaverse environment to people and spent a budget of 40 Million Dollars for this project. Tickets were always sold out and our event calendars were full. Participants from all countries, different professional groups and ages had unique feedback. After this success story, we started building our metaverse platform. We started digiverse tokenization because Metaverse technology is WEB3 and blockchain technology, and one of the most important elements is NFTs. As a result of the market research and competitor analysis conducted during this process, we expanded the scope of the project and determined its outlines with the aim of filling the trust gap in the market, turning the digi metaverse environment into a top umbrella project, increasing the value of the digi utility, developing technology, and directly contacting the retail user.

The founders of the project have proven to themselves and the public that they can implement large-scale and ambitious projects. They have enough capital to stop and enjoy their success. But the thirst for discovery, lack of professionalism in the crypto industry, and people's the desire to create something groundbreaking that he would remember led to the creation of Digi.

While preparing this business plan, we applied our Einstein & Rumi theory, which is our own system and which we use in our own business plans and which is our expectation from the business plans presented to us.

Einstein & Rumi theory; Einstein is so knowledgeable about his work that when a little child asks him about the theory of relativity, he talks about the difference in time when he reaches out to the fire in a language that the child can understand. So no matter how much you know about something, you have to explain it in a way that everyone can understand. Mevlana says, "Don't tell me about fire. If there is a fire, tell me there is a fire and I will understand." So we won't talk about the fire for hours. The words "There is a fire" will be enough to explain everything. So we will not write long blockchain or explanations.

Digiverse project is not a start-up project. It is a very comprehensive project. It consists of trusted team members who have experienced the difficulty of doing something for the first time, who have handled the concept of metaverse in the most realistic way, who are offered franchise offers, who have a long and successful business history behind them, who can see the future, who can follow new technological developments.

**Project Description:** The aim is to develop a platform that will dominate the market in the metaverse area, integrating both virtual and real-world environments, to incubate the tokenization of real-world partners, to prepare digital NFT collections of our network in digital and other art branches, to ensure access to all platforms with digital identity, to transfer the strong network and organizational power to crypto with the digitravel application, and to establish a centralized and decentralized crypto exchange market, thereby increasing awareness, revenue share, and technology growth by transferring real-world companies into the metaverse environment.

**The Core Objectives of the Project:** The most fundamental goal is to dominate the market in the metaverse, NFT, and cryptocurrency sectors, and to create a crypto asset with a utility, meaning a very extensive network of use. Along with this, it aims to increase the recognition, revenues, and technology of real-world firms by tokenizing them. Each of these points is further explained under the relevant headings.

**Areas of the Project:****A) Main Components**

- 1- Metaverse
- 2- Digital Identity
- 3- Crypto Exchange (CEX)
- 4- DigiTravel

**B) Supporting Components**

- 5- NFT Marketplace
- 6- Digital NFT Auctions
- 7- Project Incubator
- 8- Launchpad
- 9- Staking
- 10- Decentralized Crypto Exchange (DEX)

**1. DESCRIPTION OF THE BUSINESS**

We are a company that has been operating for years, with our main areas of expertise being in tourism, hotels, coffee, and technology. Due to our location in one of the world's largest tourism regions, we serve a global customer base. Our businesses in technology and innovation are visited by an average of 1.7 million ticketed individuals annually. Hence, we possess a significant network strength related to brand recognition and retail access.

The software products we develop include technology trends such as AR, VR-enabled objects, VR camera applications, hologram technology, the metaverse, and centralized and decentralized crypto asset exchange platforms.

Our company's core values are built on customer-centricity, continuous innovation, striving for excellence, and commitment to ethical business practices. We take pride in having completed many successful large-scale projects that require serious organizational power, as well as in building long-term business relationships with our clients and partners. We owe our success to this environment of trust.

As of now, we employ over 94 expert software developers and project managers and continue to grow. As the management of Digiverse, we are known for our attention to customer satisfaction, timeliness, and our commitment to technology.

**2. PROJECT DESCRIPTION, MARKET RESEARCH**

All our projects are under the umbrella of our Digiverse project; however, each project is presented in chapters with its own description and market research. The structure of the Digiverse project is federal, not unitary, as each project is modular, but all projects are related to the DigiMetaverse and the Crypto Exchange Market. The Digi metaverse environment and exchange serves as the project's overarching umbrella.

**3-A) Digiverse Metaverse**

Digiverse is currently a platform that provides a metaverse experience to people through 33 different regions, each with its own unique story and scenario. On this platform, individuals can immerse themselves in another realm with all their senses, embarking on a journey to a different world among digital art pieces with AR and VR features, digital works, and three-dimensional objects. Furthermore, these designs have been prepared by world-famous artists and designers from movies such as **Avatar** and **Star Wars**. With this project, our goal was to show people that the

metaverse is not just two-dimensional games, but a revolutionary transformation of the real sensation and entertainment industry. During this process, we have developed our team in the fields of AR, VR, Hologram, Unity, NFT, Metaverse, Web3, and blockchain.

We have secured a patent for the name Digiverse to prevent its use by any other company or institution. Additionally, these patent documents have been uploaded to the whitepaper.



In addition, the project logo is protected by patent and registered. These documents have been added to the patents section with all their pages.

### **Operation of the Program and Success Measurements:**

1-Adding the Digiverse dark doom, initiating metaverse access with VR glasses on a special treadmill base, and conducting awareness campaigns.

2-Launching an application that allows participation in live concerts, matches, and events through a VR application.

3-Implementing the Education doom, creating three-dimensional objects for various educational activities, supplying VR glasses, and making interactive educational programs for students of all ages (For example, children learning to extinguish fires with the use of a fire extinguisher, using digital imaging TD devices, conducting laboratory experiments safely in a virtual environment among many different educational contents with unlimited usage possibilities).

4-Providing a three-dimensional character NFT at the entrance of Digiverse and starting to establish a digital identity base, offering people who do not want an NFT the option to send their body's three-dimensional AR version.

5-Sharing the first images from the Virtual Pyramid Metaverse.

6-Adding virtual store spaces to the Pyramid Metaverse.

7-Adding an NFT market to the Pyramid Metaverse.

8-Accessing the Pyramid Metaverse with digital identity access.

9-Transferring all real-world dooms to the metaverse environment.

10-Transferring functional games to the Pyramid Metaverse environment.

11-Adding partner hotels, tour, excursion, and project areas into the Pyramid Metaverse.

12-Fully opening the Pyramid Metaverse environment to public access.

13-Opening the two-dimensional version of the Pyramid environment for use.

14-Securing a position within the top 5 in the metaverse market.

15-Continuously updating by following new trends, ensuring Pyramid Metaverse possesses this characteristic.

### **Why Different?**

\*Access to this platform will be exclusively through digital identity. Most metaverse projects do not even consider the concept of digital identity. Instead, they rely on simple profile information such as email or wallet address and a username chosen by the user.

Chat features are available in numerous applications; nearly all, if not most, have voice chat capabilities. On these platforms, people can engage in various activities that threaten countries around the world, such as planning illegal actions, exchanging sensitive information, and conducting intelligence operations. These malicious individuals tend to avoid platforms closely monitored and tracked by governments, hence their preference for Web3

applications. Consider all environments where messaging and voice calls can be made; we are not even touching on the completely separate issue of digital bullying. Platforms determine users' age information based on the birth date they select. This means a 10-year-old child can appear to be 30 years old.

Can you imagine the potential consequences of what I've briefly outlined so far? Measures could not be taken in Web 2, but should Web 3 remain the same? No, it should not.

Therefore, digital identity is very important for Digiverse. All metaverse platforms that do not take these precautions can be directly or indirectly involved in criminal activities.

There is no project addressing how individuals accessing platforms will be protected. The project that thoroughly discusses this issue and offers solutions is Digiverse.

\*2D games were presented as the Metaverse when they are not.

\*There is no metaverse project in the current market that can touch the real world.

\*Digiverse is not a copycat product; it's the first of its kind in the world, aware of the challenges of doing something for the first time and using them to our advantage to develop our product.

\*Products in our NFT marketplace have functional equivalents in the real world, such as discounts, access, ownership of digital art, and products.

\*All products in the NFT marketplace will be actively usable in the Pyramid Doom.

\*It is backed by a very serious, successful team determined to produce technology and organizational power.

\*Because it is located in the Land of Legends, it has very fast international marketing power.

\*AR and VR features will be actively used.

\*Education doom will open up a very large market and popularize the use of VR glasses.

\*So far, many metaverse projects have been created in the crypto world, but most only used the name without producing technology or contributing to the metaverse environment. We, on the other hand, will make this environment accessible and simple.

**Targeted Sector:** Metaverse

**Trend Appropriateness** – One of the trendiest sectors and the new world of the gaming and entertainment industry.

**Size and Potential of the Targeted Sector**

According to Valuates' "Global Metaverse Market" report, the size of the Metaverse market reached 21 billion dollars in 2021 and is expected to hit 28 billion dollars by the end of this year. The fact that technology giants (Amazon, Apple, Google, Meta, Microsoft) are competing in the Metaverse sector for the first time simultaneously highlights the potential of this sector. Goldman Sachs predicts that the digital economy, which constitutes 20-25% of the global economy, will create a market ranging from 2 to 12 trillion dollars in different scenarios with the transfer of digital experiences to the Metaverse universe. According to the bank, this market will grow further over time with the development of Web 3.0 and the Metaverse. Another study by Citigroup predicts that by 2030 the Metaverse will constitute a 13 trillion



dollar economy.

New firms entering the industry and the latest projects added on the crypto and blockchain side are merely using the Metaverse name; they lack projects in this area and their teams are 90% anonymous and do not possess the capability to financially and technologically manage a large commercial firm.

**Closest Competitors:** Sandbox and Decentraland Mana

**Competitors' Status:** Even though Mana and Sand prices have seen significant declines, they maintain their current market values.

#### **Strengths and Weaknesses of the Competitors**

##### **Strengths:**

Large community numbers

Partnerships established within crypto

Exchange Listings

##### **Weaknesses:**

Metaverse environments remaining limited like two-dimensional games, and the absence of three-dimensional platforms in most; the project's videos have very low-level graphics

Allowing guest user access

Teams not composed of members with a commercially successful past

Not popularizing AR and VR features

Failing to attract digital art NFTs to the market and to make contact with the real world.

### **3-B) Digital Identity**

**Web 1:** Read-only

**Web 2:** A separate KYC form for each platform

At least 50 different passwords, sharing information across 50 different platforms, long struggles to delete information

**Web 3:** One KYC Form, One Click Sign-in

With WEB3, it's time for people to manage their identities. One identity for every platform.

Digital identity means the secure processing and verification of user identities on blockchain networks. A digital identity consists of a string that includes a decentralized identifier, a URI scheme, the DID method, and the specific identifier for that DID method. An example of a DID might look like: did:method:987654321qwertyu. Each DID is translated into a DID document containing cryptographic material and other metadata for managing the DID. Are these definitions sufficient? Or do they provide a solution?

Up to this point for digital identity, solutions like linking a wallet or buying a domain name through that wallet have been proposed. In other words, connect a wallet to the application, purchase any domain name that is available on any network. But what about identity? Where is the real person information? We know these are not solutions.

We will implement an NFT solution. A non-transferable digital identity NFT. A unique value specific to you, like your wallet's private key. When a person who owns this NFT connects their wallet to the platform, the platform will search for the presence of this NFT in the wallet. Once found and verified,

access will be granted.

DIDs were introduced to facilitate easy access to users' digital assets and rights. Digital identity will be the overarching protective element of the project, and we will grant access to all our platforms with digital identity. Along with a document confirming that we have obtained the person's information with their consent, we will store personal information in accordance with KVKK and GDPR regulations and collect individuals' information. We will also make wallet identifications. Thus, individuals will have rights over their digital identities. We will become a major brand in this field by providing integration to partner platforms. Our biggest advantage is our direct interaction with retail users. Moreover, we will gift personal metaverse avatars to individuals who have a digital identity.

#### **Operation of the Program and Success Measurements:**

1-A unique and immutable NFT format will be created for the Digital Identity NFT, which will also possess a three-dimensional personal avatar.

2-Expansion of the operation unit and appointment of a responsible manager.

3-We will configure the digital identity database and server in accordance with KVKK regulations and establish cold wallet connections. Since this digital identity will be used by real-world companies, we must ensure a firm access side. A special panel will be prepared for use in subsidiaries. This panel will enable digital identity verification.

4-Establishing connections and validations with databases of sanction lists/terrorist lists/wanted persons (UN, SECO, EU, OFAC) via APIs in relevant jurisdictions.

5-Starting with visitors to Digiverse, we will begin to build a digital identity database. We will also offer certain discounts and access rights at our partner subsidiaries to those who own a digital identity.

6-To promote the spread of digital identity, we will launch a referral program and announce a reward program for partners who register digital identity users into the system.

7-We will provide discount rights in real-world stores for individuals who own a digital identity.

8-We will grant easy access rights to all our platforms with a digital identity.

9-To promote the proliferation of Digi DID (Decentralized ID), we will establish relationships with other project chains, exchanges, and platforms. This will reduce the workload related to storing and controlling personal information on other platforms.

#### **Why Different?**

\*The biggest problem of platforms producing digital identity applications is their inability to reach real users.

\*The inability to provide the necessary organization and infrastructure for this business.

\*Opening the way to attract non-crypto individuals into the world of crypto assets by providing various discounts, gifts, and access rights in the real world.

\*The issue of people's trust in anonymous projects;

we will establish this trust with our corporate structure.

\*We will resolve requests to remove individuals from the platform as quickly as possible.

\*To be used in our exchange login processes.

\*To be used on our Digi Pyramid platform.

\*To be used in our hotel and travel company subsidiaries.

**Targeted Sector:** Crypto Assets and Platforms

**Trend Appropriateness** – One of the most discussed and worked-on topics recently, not a fully solved sector yet.

**Size and Potential of the Targeted Sector**

The size of the sector is 1.4 trillion dollars.

**Closest Competitors:** IAMX – Space ID

**Competitors' Status:** IAMX has received significant investment and is currently developing on the polygon network, experiencing a one-year delay.

The irrelevance of domain names given by applications like Space ID to digital identity, which does not allow for the retrieval of personal information based on this content.

**Strengths and Weaknesses of the Competitors**

**Strengths:**

IAMX has raised significant investment and is focused on a single area.

Products like Space ID are hyped as digital identities.

**Weaknesses:**

No real-world connectors, meaning market finding and user access issues exist.

Limited usable platform, no real-world partners.

They do not carry a full digital identity feature and act more like naming a wallet.

### 3-C) Cryptocurrency Exchange (CEX)

Digiverse Crypto Exchange is a digital platform for the buying, selling, and trading of cryptocurrencies. It offers users the ability to purchase, sell, and exchange various cryptocurrencies. The Digiverse Crypto Exchange stands out with its security measures, user-friendly interface, and support for various trading pairs. It also provides a range of tools and features that help users manage their crypto assets, conduct transactions, and monitor their portfolios. Especially in the early days of crypto, due to gaps in application and legal areas, many crypto exchange platforms made various mistakes and are paying the price for these errors.

The company's articles of association were specifically arranged for the license required for Crypto Exchange Platforms. Our international relations and legal advisors have started license negotiations for other global markets. We have created the necessary identity declaration and form infrastructures required for the license on the software. Furthermore, our greatest sensitivity will be regarding reserve proofs. Every single penny will be shared with the community and related platforms with reserve proofs. We will make a difference with the speed of customer service. One of the main issues people have is not receiving support when they encounter problems. Many exchanges experience serious issues in obtaining this support. With this

determination, we will create a cryptocurrency exchange that is accessed with a digital identity, shares everything transparently, initially lacks a futures feature, has listing capabilities in two categories, and operates with the diligence of having regulations even if there are none. All of our projects will be linked to the crypto exchange.

### Operation of the Program and Success Measurements:

\*Defining which cryptocurrencies we will support, what types of transactions users can perform, the security measures, and other functionalities.

\*Prioritizing legal and regulatory processes to obtain a crypto exchange license in our country and to make agreements with banks.

\*Preparation of a workflow diagram, programming the entire setup of the job based on continuity, not individuals.

\*A strong core coding staff.

\*Starting the design of the application, database, communication, and access layers.

\*Preparation of APIs.

\*Development of mobile interfaces.

\*Integration of security protocols and digital identity accesses.

\*Initiating KYC and two-factor authentication procedures for those who do not want to use digital identity.

\*Completion of the user interface.

\*Finalizing trade engine algorithms.

\*Integration of payment processes.

\*Running the initial version of the project.

\*Hackathons and cybersecurity events.

\*Long-term partnership with an International Cyber Security Firm.

\*Public user access tests, airdropping to test users.

\*Making final adjustments based on test results.

\*Establishment of the public relations department.

\*Adding the liquidity of the first products to be listed.

\*Configuration of MM accounts.

\*Launching the live version.

\*Marketing.

\*Platform support.

\*Continuing to evolve according to trends.

\*Increasing promotions with marketing activities.

### Why Different?

Granting access rights with digital identity.

High security measures.

Integrated operation of all other projects related to our project.

A difference in quality and fast customer service.

A high sensitivity and presentation of reserve proofs.

Very fast deposit and withdrawal transactions.

Use of artificial intelligence investment strategy bot assistance services.

Transparency.

Sharing a portion of platform revenues with the community through digi tokens (purchase and burn digi tokens, directly contributing to price increase)

**Targeted Sector:** Cryptocurrency Exchange

**Trend Appropriateness** – A 1.4 trillion dollar trend that is rapidly growing.

**Sector Size:** According to CMC records, there are 226 cryptocurrency exchanges. Their daily earnings exceed millions of dollars. Moreover, the daily trading volumes of the top 10 exchanges are over 30 billion dollars.

**Closest Competitors:** Binance, among other cryptocurrency exchanges.

**Competitors' Status:** They are known and adopted by users due to their many years in the market. However, many exchanges, especially in their early or developmental stages, have been involved in a series of erroneous activities that could lead to significant legal issues in the future, due to the lack of regulations at that time. Many exchanges are unable to provide proof of reserves.

**Strengths and Weaknesses of the Competitors****Strengths:**

Being actively present in the market for a long time, being recognized.

Having communities.

Having gained experience over time.

**Weaknesses:**

Until a year ago, being able to transact without the need for digital identity or even normal KYC.

Many produce virtual tokens, meaning there are more tokens on the trading boards than the actual amount in cold wallets, which often leads to transactions freezing during rapid rises.

Inability to provide quick solutions in customer service.

Some exchanges allow any kind of token to be listed just for money.

Inability to provide reserve proofs.

Users being liquidated (losing all their money) due to spikes on platforms with futures trading feature.

Exchanges having made some legal mistakes in the past for unjust gains and currently starting to pay the legal price for it.

**3-D) Digi Travel**

As stated in the research article available at <https://dergipark.org.tr/en/download/article-file/2859287>, the metaverse will add a new dimension to our travel experience. It has the unique new potential to:

- Encourage tourism-related purchasing behavior,
- Enhance the reservation experience,
- Increase reservation volume,
- Facilitate commercial exhibitions and fairs,
- Create new virtual tourist attractions,
- Enhance the appeal of existing tourist values,
- Add value to tourist products,
- Enrich consumer experiences,
- Serve as a promotional and marketing tool in tourism.

One of the areas we are best known for and most organized in is the tourism and hospitality industry. We have a vast network that includes everything from plane tickets and airport VIP services to hotels, activities, and tourist excursions.

Digiverse addresses a clear issue, especially for countries that are left out of the visa and master system due to various political and economic reasons. That is, traditional methods can be blocked, freedoms can be restricted. This is not possible in the blockchain world.

Another problem arises for people in restricted countries who want to engage in international shopping. Individuals living in such countries and wanting to travel often turn to intermediary firms because they cannot make direct purchases. These intermediaries coordinate with businesses in the destination country. That is, passengers who cannot make direct payments pay substantial service fees to intermediary institutions. Removing intermediaries and international transfer commissions for these people will provide easier and more affordable access to their holidays or travels.

Coding a hotel or plane reservation system software similar to those on the market today and setting up a platform is not difficult. Our main area of expertise lies in providing the organization behind the platform. And by integrating this platform into the metaverse, we will enable hotels to be visited in advance. Put on a VR headset and roam the hotel freely. Visit a sample room according to the type of room you reserved. Access this platform with a digital identity and take advantage of many discounts. With this goal in mind, digitravel was launched and has begun operating as a separate operational unit.

**Operation of the Program and Success Measurements:**

Preparation of Digitravel's web application, achieving an A score in website speed and cybersecurity.

Development of the access panel to be used by Digitravel's hotels and other affiliates.

Preparation of the necessary API connections.

Starting to work directly with partner hotels, travel agencies, tours, and companies.

In addition to credit card payments, adding crypto asset payments with discounts for payments made with digi tokens.

Preparation of the project's metaverse store and application.

Enabling virtual tours, hotel visits, and excursions.

Marketing and Advertising Activities.

Expansion of the organization team.

Evolving the project according to trends.

**Why Different?**

Accessible with a WEB 3 digital identity.

Acceptance of crypto assets for payment.

Ease of providing the organization behind the project.

Metaverse hotel tours.

Various discount rights and free event access rights.

Integration and direction of artificial intelligence



applications according to the user's budget.

Being an all-in-one application, making it the only application you need when traveling (eSim, Guide, Restaurant, Lifestyle, Life, things to pay attention to, cheap options).

**Targeted Sector:** Tourism, Travel, and Hospitality.

**Trend Appropriateness** – Turkey being one of the most visited countries in the world for tourism, rapid growth potential with our global network.

#### **Size and Potential of the Targeted Sector:**

The size of the sector, following a decline during the pandemic period, has reached an estimated 2.6 trillion USD globally in 2022. The figures for 2022 have been surpassed, even though there are still 3 months left until the end of 2023.

**Closest Competitors:** Booking, Travalala.

**Competitors' Status:** Travalala allows payment with many cryptocurrencies. They all use classic digital verification, with no connections to the metaverse environment.

#### **Strengths and Weaknesses of the Competitors:**

##### **Strengths:**

Being actively present in the market for a long time and being recognized.

Having communities.

##### **Weaknesses:**

Many only accepting BTC for payment, lacking incentives for crypto payments.

Lack of virtual metaverse access.

Use of classic methods in digital verification.

Operating with a Web2 mindset.

Vulnerabilities in their websites that can be identified even with simple scans.

According to general market feedback, customer services are slow to resolve issues, including refunds and exchanges.

Only dealing with flights, hotels, and car rentals, not providing a comprehensive solution.

Not using artificial intelligence features.

Website access cluttered with photos and pop-up ads everywhere.

New projects wanting to enter this sector are unable to provide this network and organization in the real world.

### **3-E) Utility Platforms**

**NFT Marketplace**

**Digital NFT Auctions**

**Project Incubator**

**Launch pad**

**Stake**

**Decentralized Cryptocurrency Exchange (DEX)**

The overarching aim of these initiatives is to serve as supportive and complementary elements of our Digiverse metaverse and cryptocurrency exchange. They will contribute directly to increasing the visibility, revenue, and technological advancement of incubated projects.

Following the Digiverse project, a series of innovative projects with unique supportive features

were developed to help our real-world partners transition into the blockchain and crypto finance world.

The Metaverse environment cannot be imagined without NFTs. Hence, an accessible Marketplace will be established in both VR and web application formats. NFTs sold in this marketplace will be functional, enabling transactions such as obtaining discounts from our affiliates and gaining access rights. Additionally, NFTs from each project integrated into Digimetaverse will be sold through this market. We are also reaching out to numerous digital artists and members of the artist community to enable them to create NFT collections, and we will lead the way by hosting digital art NFT auctions. This initiative will allow digital artists to capitalize on real-world competition, address trust issues, and elevate the practice of digital art NFT production and collecting.

Our Launchpad platform will be open to all projects, with priority given to those incubated within our infrastructure. We aim to introduce distinct features here, one of which is the participation in launchpads through digital identity access with very low commission fees. Our building will have a unique design, comprising two different structures. While anyone can initiate a pre-sale on our platform, there will be a dedicated section for projects endorsed by our team. This approach ensures equal opportunities for all while promoting projects with credible technology and teams as verified initiatives to the community.

A special mention for our Digi Dex application is that it began as a pioneer in its field. It will boast features like multichain, multirouter, swap, and liquidity addition, distinguishing itself in the market with these unique capabilities. Moreover, with the launch of our CEX exchange, it will incorporate features that can be utilized within the CEX application. Our DEX application will act as the benchmark for our CEX application.

#### **Operation of the Programs and Success Measurements:**

Launching the web application of the NFT Marketplace before the Digimetaverse.

Activating the VR section of the NFT Marketplace along with the Digimetaverse.

Production of NFT collections with digital and traditional artists.

Sale of NFTs that offer discounts, access, and participation rights in the real world.

Organization of digital NFT auctions.

Incubation of the first project.

Development of the incubated project's website, application, and its project.

Successful ICO on the Launchpad platform.

Adding the feature for projects to be staked through our staking page.

Ensuring that these projects add liquidity to our DEX with Digi DEX.

Achieving A standards for speed and security for the Digi DEX application, working with the best

audit and security firms in the area.

Evolution of projects by following trends through department heads and team leaders.

### Why Different?

Access to the NFT market area through both metaverse and web applications.

Incubated projects having real-world partners.

Organizing real-world auctions for digital art pieces.

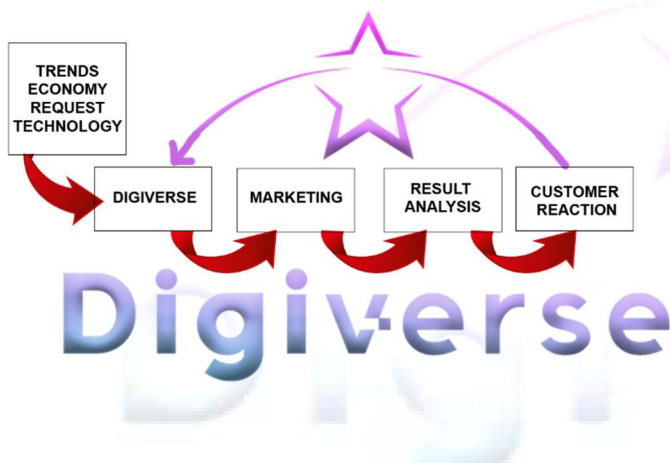
A Launchpad platform with both open and controlled sections, thus anyone can conduct a crypto asset pre-sale on our platform, as well as being featured in projects approved by us.

Providing stake features for incubated projects without the need for them to struggle with it.

Combining four different features for Digi DEX on one platform (as some have only multichain, some only multirouter, and others only swap-liquidity adding trade features).

Involvement of creative teams from Avatar and Star Wars in the design of Digiverse, and preparing NFT collections with such prominent figures.

## 3. MARKETING STRATEGY



We will maintain an active presence across all social media platforms and produce content tailored to the unique features of the platform's target audience.

Strategic partnerships with social media influencers will help us connect with our target audience, improve our brand positioning, and differentiate ourselves in the field of cryptocurrency and crypto companies, ensuring the success of our project.

We will create specific content and presentations for real investors who are skeptical about crypto assets.

A key feature of our project is to increase trust in the crypto industry through serious support from real impact representatives and a robust media campaign and public communication channels.

Developing a strong sense of community is vital. We will engage in activities that foster a sense of belonging, including daily AMAs and transparent sharing of project developments.

By adopting Reward Campaigns, we will leverage the strength of our community to encourage growth, excitement, and long-term advocacy.

Airdrop rewards will be distributed to active community members, those who complete specific tasks, top interactors, and project testers. Airdrops will not be distributed to unengaged individuals.

Understanding the importance of SEO, we will continuously publish original content and blog posts. We will also utilize SEM features to run ads on platforms like Google, YouTube, and Twitter.

Referral programs have the potential to enhance the effectiveness of word-of-mouth marketing. While distribution may be slower, its impact is significant. We will offer rewards for referral engagements.

We will endeavor to secure listings on various exchanges regardless of level. This approach will enhance project benefits through effective marketing, advertising, and increased trading volume.

We have made our whitepaper as comprehensive and understandable as possible for a broad audience. It consists of 5 different sections, with a summary presented in the philosophy section. However, we have strived to fully convey the uniqueness of our project and the level of preparation of the concept.

Paid advertising provides rapid visibility among the crypto target audience. We will provide a healthy advertising strategy that avoids pump-and-dump effects and maintains consistent, long-term daily activities.

Email marketing continues to be a valuable tool that allows us to send short updates about the project to relevant parties.

Crypto Event and Conference Organization: We will hold our first crypto event, Crypto FEST, on December 24th in Antalya. This event will not only promote our project but also serve as a workshop on what needs to be done regarding legislation in our country, how to make the ecosystem healthy, and it will be made traditional. Participation of significant and influential figures in the business world will be ensured. Additionally, we will make every effort to attend every event organized by Digiverse. This is very important for awareness.

We will ensure that news content is shared with media organizations on a global scale. We will advertise our crypto event in the first round. We will also ensure that the latest developments regarding our project are shared with local media outlets.

When we embarked on this journey, our goal was to create a technology brand. Having achieved this, it is now time to transfer the same experience and strength to the world of crypto. Our determination to create a brand that fully fulfills its promises and further enhances our existing reputation will be our fundamental components.

We have a unique advantage not present in the current crypto world for our **Unique Selling Proposition (USP)**. Our biggest trump card will be the Digiverse environment itself. Especially during the tourism season, having a platform that sells all tickets and hosts continuous activities, globally visited, will be one of our greatest strengths in marketing. We will utilize this feature, which other projects lack, very effectively. Additionally, we will actively use other technology project platforms, airport, and hotel promotional sections.

Every advertisement, from the colors used to the words included in the content, will be carefully prepared. Subsequent influencer ads will be evaluated based on how many impressions they receive after 24 hours, whether they are below the average of the last 10 tweets or posts, and how the feedback looks, with every situation being reported and added to the new advertising campaign.

By creating a Community Room, we will ensure a space where our holders can be offered tea and coffee, participate in AMAs, socialize, and build friendships. This space will be expanded to other regions as well. In this community, free courses on blockchain applications and contract development, especially in Solidity, will be organized to benefit the ecosystem. For non-technical individuals, special programs on economic literacy, crypto literacy, and token economies will be prepared.

#### **4. KEY MANAGER AND TEAM MEMBERS**

**İRFAN DEMİROK**  
CEO



**Responsibility:** General Responsible and Final Decision Maker of the Project

**Experiences:**

- Graduated from Bielefeld University with a degree in Psychology, Business, and Organization.
- Also graduated from the tourism academy in Ravensburg.
- Worked for 10 years at Tui Group, the world's largest tour operator, in Germany, Spain, Canary Islands, Mallorca, Ibiza, Tunisia, Italy, Austria, and Switzerland.
- Played a significant role in bringing Antalya's tourism industry to its current point, noting the substantial void early on and introducing new rules to the tourism sector when there were only 3 hotels in Antalya upon his arrival.
- Noticed a gap in the coffee sector in one of his facilities and took on the distributorship of Douwe Egbert, one of the world's largest coffee producers, introducing the first coffee machines.
- Today, he operates as the distributor for Tchibo, Jacobs, Davidoff, and his brand Coffee de Vie, emerging during this period. He continues to operate as Turkey's largest corporate coffee producer outside the home, in his own 5500

square meter building.

- He continues to work in the hotel industry.
- Served as the CEO of Kaya Hotel Group from 1998 to 2001.
- Served as the CEO and Vice President of the Rixos group, where he created a new concept, from 2001 to 2010.
- Created his hotel brand in 2011, opening his first hotel in Kumköy, and became the operating partner of Mardan Palace Hotel, the world's largest hotel investment. He opened up a billion-dollar market with the organization of 3 major Indian weddings at this hotel.
- In 2011, together with his partners, he built the world's largest tunnel aquarium in Antalya in record time, becoming a tourism center with 1 million visitors a year.
- After the world pandemic period in 2021, he created the world's largest digital universe on a 5000 square meter area with a 40 million dollar investment.
- In the same year, he launched the Mission Moon, Moon Journey experience project in Istanbul, Europe's tallest tower. This project also won the best project award in the US (IAAPA Brass Ring Awards: Major/Ride Attraction in the Best New Product category).
- Due to the Digiverse investment and other successes, he won the best businessman award in 2022.
- Hosts 1 million visitors yearly at the world's largest tunnel aquarium located in Antalya. Our Project CEO, who values originality, dislikes imitation, and holds numerous awards, combined his resolve in technology production with real-world experiences and launched our digi project with the aim of dominating the market in the blockchain world.

**Bilal KARAARSLAN**  
CTO, Project General Manager



**Responsibility**

Coordination of project operation units  
 Attending meetings and signing agreements on behalf of the project  
 Determining and hiring new team members  
 Authority to speak on behalf of the project  
 Ensuring Cybersecurity Measures



**Experiences:**

After completing an undergraduate degree in biology, received a degree in Computer Engineering.

Worked at a world-renowned public cybercrime security organization.

During this period, participated in meetings at the INTERPOL General Secretariat in France to develop standards for digital forensic .

Received specialized training in cybersecurity in the United States and Russia.

Has been a speaker at numerous conferences on cybercrimes. Attended hundreds of different cybersecurity and software development courses, and most recently served as an instructor in a cybercrime combat unit.

A significant portion of the personnel he trains are currently actively serving in cybercrime units.

Worked as a crypto crimes analysis expert and has served as a cybercrime forensic expert in many high-profile cases.

Proposed the idea of digital identity for Metaverse environments and is actively working as an executive in Digiverse to create a Metaverse environment with all cybersecurity measures in place.

**Ertan SUÇİÇEK**  
**CFO, Chief Financial Officer**



**Responsibility:**

Responsible for the financial accounts of the project.

Execution and recording of payments related to the project.

Managing the community and organizational demands.

Monitoring team members' salaries, health insurances, office, and software expenses.

Tracking the annual licenses of licensed products used.

**Experiences:**

Completed an undergraduate education in corporate management and finance.

Worked in finance departments of government institutions.

Worked in accounting units during this period.

Currently works as a manager in the Digiverse project.

Key and showcase individuals of our team have been presented. Our team includes programmers from China, Indonesia, and Russia. Remote teams were not preferred for critical tasks and operations, and teams performing strategic transactions have been ensured to work full-time in an office environment.

## 5. RISK ASSESSMENT

Risk Factor	Probability (1-3)	Impact (1-3)	Total Score (Probability x Impact)
Technological Problems	2	3	6
Rivalry	2	3	6
Cost Overrun	2	2	4
Legal and Ethical Issues	1	3	3
Technology Rapid Change	1	1	1
Decrease in Market Demand	1	3	3
Breach of User Data	1	3	3
Failure of the Business Model	1	3	3

Technological issues are always possible. There can be integration problems. Especially, security measures are very important for crypto. For this reason, we have placed cybersecurity experts at the core of our team. After testing the feasibility of each project, we have added them to our projects.

The best way to win in competition is to develop original applications. This brings projects to the forefront in the competition. None of our projects are prepared as imitations. All of our projects are completely original and brought to the market with new features. The Digiverse world maintains its unique and sole originality. Moreover, competition is not a concept unique to the crypto world. We are already living in competition in our real world. We are experienced in this matter.

In order to avoid legal and ethical issues, we have initiated licensing procedures for our crypto exchange. The company charter was created in this context. We have completed all our preparations under GDPR regarding data privacy. We have received consultancy on the issues.

Technologies can always change, but we are not entering the crypto world through a single branch. We have projects in many areas. This protects us against technological changes. The trend will be our friend and we will evolve according to the trend. While seeing the possibility of fast change as a low risk because the crypto world is a quite new world, we consider the quick arrival of regulatory rules as a serious advantage for us.

The crypto market is growing very rapidly. Five years ago, we could have discussed this risk at length, but now crypto and blockchain have proven themselves to the world. Especially, metaverse environments have begun to establish new positions in the market.

No authority can deny that the world has evolved into a world of crypto assets and that this market is growing. For these reasons, the digiverse was first initiated and it has been proven that the metaverse can touch reality, the digiverse project was successful and received awards. Now, the process of building the blockchain technology of this project has begun.

## 6. TIMELINE ROAD MAP

### 2023 Q1-Q2-Q3

Launching DigiMetaVerse  
Tokenization and blockchain concept  
Market Research  
Business plan preparation  
Consultancy services  
Partner Meetings  
Budget Preparation  
Team Formation and Recruitment  
Starting the preparation of DEX, Stake, and Launchpad DAPPs  
Negotiating with famous digital artists to produce NFT collections

### Q4 2023

Preparation of the Main Company contract for the Crypto Exchange and initiation of the licensing process  
Reconstructing all digital social media accounts  
Verification of social media accounts  
Adding token project links to the Digiverse website  
Preparation of the website to be used until the launch process  
Developing the website to achieve an A rating in terms of speed and security  
Preparing Whitepaper, Business Plan  
Tokenomics Preparation, Stress Testing, Completion  
Preparation of presentations for investors and the community  
Participation in crypto events  
Completion of the Stake DAPP  
Completion of the DEX DAPP  
Completion of the Launchpad DAPP  
Partnership Announcements  
Setting quotas for investment groups and making deals with community-owned groups, organizing AMAs  
Digiverse CryptoFest Event  
Global Advertisements  
Global and Local Press Advertisements  
Announcement of the Whitelist program  
Announcement of Crypto Exchange Listings (more than 10 Exchanges)  
Placing billboards to affiliated and partner businesses  
Distributing the Digi contract and obtaining Certik audit  
Preparation of the seed contract  
Building community and market activities  
Deals with advertising companies  
Airdrop of a total of \$2500 to 10 active community members on New Year's Eve  
Organizing Seed Round  
MM

Sharing periodic performance reports

#### Q1 2024

Announcement of Launchpad and Exchanges  
 Advertisements  
 Pre-sale  
 Adding Digi liquidity to our own DEX Dapp with Pancakeswap  
 Start trading  
 Completion of necessary software penetration tests for the Crypto Exchange License and obtaining the license  
 Establishment of notification infrastructure  
 Audit for Platform  
 Working with a Strong Cyber Security Agency  
 Community room  
 Global Advertisements  
 Announcement of the Digiverse Oculus deal  
 Adding Digiverse metadata storage domes  
 Live broadcast infrastructure for VR camera and virtual glasses users  
 Starting to provide digital identity and metadata characters physically and online through the application at the entrance of Digiverse  
 Launch of the DigiTravel application, authorizing hotels and related agencies  
 Announcement of NFT Marketplace (Website)  
 Tier 1 Exchange Listing  
 Digiverse NFT Marketplace  
 Pre-sale of our first partnership project on our Launchpad  
 AMAs  
 Sharing periodic performance reports

#### Q2 2024

Release of the Digiverse NFT Collection  
 Collection Whitelist  
 Collection Sale Start  
 Purchasing Digi tokens with a portion of the collection revenues  
 Adding real-world discounts and early access NFTs to our market  
 Project incubations  
 Project investments - Direct purchase of some innovative projects or technology partnerships  
 Global Advertisements  
 Tier 1 Exchange  
 Starting user access tests for the Crypto Exchange application  
 Release of the 1st version of the DigiMetaverse environment  
 Adding the DigiMetaverse Education dome  
 Continuation of presales for Launchpad projects  
 AMAs  
 Completion of Stake  
 Sharing periodic performance reports

#### Q3 2024

Tier 1 Exchange Listing  
 Announcement of Digiverse Version 2  
 Participation in event live streams via VR  
 Making final changes in the relevant layers of the crypto exchange based on user tests  
 Digital NFT Auctions  
 AMAs  
 Conducting exchange advertisement promotions  
 Adding liquidity for the first coins and tokens to be listed  
 Global Advertisements  
 Completion of MM Transactions  
 Free listing of projects that participate  
 Project Incubations  
 Sharing periodic performance reports

#### Q4 2024

Adding liquidity for the projects to be listed  
 Launch of the Crypto Exchange  
 Organization of the 2nd Digiverse CryptoFest event  
 AMAs  
 Meet DigiMetaVerse V3  
 Global Advertisements  
 Purchasing and burning digi with a certain portion of the revenues  
 Sharing periodic performance reports  
 Preparing a new whitepaper for a period of one year

*Throughout the stages of the Roadmap, advertising, AMAs, partnerships, platform collaborations, and community events will continue.*



## 6. DIGI TOKEN VE ROI

Tokenomics Excel page can be found at the link below.

<https://shorturl.at/fkGH0>

### Token Distribution

Allocations	Amount of	PERCENTA	PRICE(	TOTAL	RELEASE	ABSOLUTE	CLIFF	VESTING
Seed	5.000.000	5,0%	0,2	1.000.000	15%	750.000	2	12
Private Sale	12.000.000	12,0%	0,3	3.600.000	20%	2.400.000	1	10
Public Tour	4.000.000	4,0%	0,4	1.600.000	25%	1.000.000	0	8
Airdrop	1.000.000	1,0%			10%	100.000	0	12
Stake	3.000.000	3,0%			30%	900.000	0	6
Team	10.000.000	10,0%			0%	0	4	36
Development	10.000.000	10,0%			0%	0	1	36
Marketing	7.000.000	7,0%			5%	350.000	0	18
Ecosystem	20.000.000	20,0%			0%	0	3	24
Advisors	8.000.000	8,0%			5%	400.000	3	36
Liquidity	20.000.000	20,0%			20%	4.000.000	0	18
Total	100.000.000	100,00%						
Total Supply	100.000.000							

Allocations	TGE	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Seed	750.000			354.167	354.167	354.167	354.167	354.167	354.167	354.167	354.167	354.167	354.167
Private Sale	2.400.000		960.000	960.000	960.000	960.000	960.000	960.000	960.000	960.000	960.000	960.000	
Public Tour	1.000.000	375.000	375.000	375.000	375.000	375.000	375.000	375.000	375.000	375.000	375.000	375.000	
Airdrop	100.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000	75.000
Stake	900.000	350.000	350.000	350.000	350.000	350.000	350.000						
Team						277.778	277.778	277.778	277.778	277.778	277.778	277.778	277.778
Development			277.778	277.778	277.778	277.778	277.778	277.778	277.778	277.778	277.778	277.778	277.778
Marketing	350.000	369.444	369.444	369.444	369.444	369.444	369.444	369.444	369.444	369.444	369.444	369.444	369.444
Ecosystem					833.333	833.333	833.333	833.333	833.333	833.333	833.333	833.333	833.333
Advisors	400.000				211.111	211.111	211.111	211.111	211.111	211.111	211.111	211.111	211.111
Liquidity	4.000.000	888.889	888.889	888.889	888.889	888.889	888.889	888.889	888.889	888.889	888.889	888.889	888.889
Circulating supply	9.900.000	11.958.333	15.254.444	18.904.722	23.599.444	28.571.944	33.544.444	38.166.944	42.789.444	47.036.944	51.284.444	55.531.944	58.819.444

The total supply of Digi tokens is limited to 100 million and cannot be reproduced, meaning the total supply is unchangeable. No wallet under team control is open. In fact, they have long cliffs, which means long lock-up and vesting periods. A certain amount is released each month. Furthermore, to provide proof of reserve, we have shared all our wallets openly with the community in the whitepaper.

We have prepared a very generous structure for early investors and our first holders in the seed and pre-sale rounds. Our entire supply of 100 million will enter circulation over 40 months, which will take more than 3 years. Although the amount of tokens entering circulation in the first month appears to be 9,900,000, this includes a liquidity portion sent to exchanges that cannot be sold. Therefore, we can actually consider the circulation to be around 5.9 million. Even after one year, the amount entering circulation will only be about half of the total.

Additionally, as a part of our cryptocurrency exchange's revenue will be used to purchase and burn Digi tokens, this will significantly contribute to the token scarcity. We will also ensure that our incubated projects will definitely have a Digi token pairing.

We have explained the initial circulation amount of the Digi token. However, let's calculate it based on the 10 million tokens entering circulation in the first month. Even when we reach a market value of 50 million, the value of one Digi token will be 5 dollars.

Digi trading will continue on the DEX for one week. 7 days after the pre-sale rounds, listing on exchanges will occur simultaneously between the 10th and 15th. Announcements for the exchange will start with the seed round, and from there, we will continue to list on tier 1 exchanges in accordance with the roadmap.

All our tokenomics calculations have been performed with the help of artificial intelligence and have created a massive buying pressure in a scenario where the price is kept at 1 dollar.

During this period, our projects will start to be released. The Digi token has a very high utility. We will start with a stake program for early holders. We will continue our marketing activities without interruption through professional firms and partners.

Let's assume the worst-case scenario for a project that is listed on many exchanges producing technology, continues marketing activities, and is transparent to the community through continuous AMAs, and our market value stays at 50 million. Even in this case, after one year, i.e., at the end of the vesting periods, our value becomes 1 dollar because the amount in circulation after one year is 50 million. So we are still well above the pre-sale rounds. The motivation for creating this advantage is clear. Our goal is to generate profit for our early holders and investing partners, thereby facilitating their investment in projects that will incubate with us, and to establish long-term and healthy relationships with investors. Our names and pasts in this project are more valuable than money. Our purpose here is to satisfy our insatiable appetite for success, our determination to produce technology, and to involve our partners and networks, who look at this market with distrust, into this technology field. We are confident that we will further secure our position in the market as big projects susceptible to evolving into technology and blockchain like us start entering into crypto, serious regulations come into play, the creation of projects by anonymous teams is restricted, and crypto literacy increases.