# Altair VR
# Whitepaper

*Version 1.0.2 - 12.01.2018*

## Summary

We created a global VR platform for world discovery, managed by the community through blockchain. Our platform allows community members to create and distribute VR experiences (applications).

The platform's currency is a ALT token. Entrance from the outside is only permitted via ALT tokens, which stimulates the growth of the project economy. In addition to the token, reputation points demonstrate the professional skills of participants in the ecosystem.

The platform will become a global VR simulator aimed at world discovery in all aspects and spheres.

Our plans are to invite not just professionals, but all who wish, making content creation on the Altair VR platform a global technology.

The virtual education franchise will continue to function on the platform, but it will now open access to children from all corners of the world.

## Usecase:

You visit the site platform.altairvr.io using virtual reality glasses. Further, you get to the base location - the center of the square. In front of you, you see a small house, on the bench in front of which sits a cheerful professor, who looks like Einstein. Not far from you there is a ball, above which you see the inscription "Time Machine". On the other hand - a shining portal with the inscription "Teleport".

Around the square you see different zones, according to subjects:
University - here there are experiences around various sciences;
Zoo - experiences related to the animal world;
Forest - experiences with the world of plants, etc.
You come to the Professor, and he starts a conversation with you: what would you like to see or find out today. You can answer it in a voice or choose variants from the offered list. You can choose a topic, and the Professor will suggest what to visit. You can take a sightseeing tour around the world, get in a capsule and take a flight, accompanied by an interesting story about the possibilities of the virtual world.

You fly over the base location, fly along the axis of time and scale, and get an idea of the world as a whole.
You can just go for a walk or go to the buildings you want. In each of which you will wait for an experience from the video, and end with a complete immersion and interaction with objects.

# Contents

# How it all began

Education is today's future. My daughter Polina will be two years old soon. By the time she goes to school, I want to have changed the world. What Polina learns needs to be clear, and the learning process needs to be interesting. This is not just about my daughter, but all children. We want to create a better future for them and are willing to put in the effort it takes.



My background is in children's out-of-school education. Over the past 7 years, we introduced astronomy and other natural sciences to more than 500,000 children in the most remote parts of Russia.

Our planetariums, as far as the European border and the Far East, brought excitement to young astronomers in the southern regions of Russia and the far north.

We have worked with everything from large city secondary schools to small rural schools, in which there is no more than 50 students.

Every day we traveled a distance of 100 miles between 2-3 schools, leaving behind children and adults. We also worked in resorts where we served both young lovers and elderly married couples.

Today we have our own company. We have become the leader in mobile planetarium services in Russia.



**Why are mobile planetariums successful?**

Unlike textbooks, in a planetarium the children see a 360 degree, bright, lively image projected all around them, which creates a full immersion effect. The children become participants of what is happening and and interact with the story.
Visual displays involve children in the learning process and help them to better understand the material.

The large domes of planetariums were replaced by compact virtual reality Gear VR headsets. This is the most technologically advanced product in the world today, providing the best VR experience in a mobile format.

We have migrated from the highest quality, detailed films in

planetariums to a virtual environment to create visual education for schools going beyond the traditional planetariums.

## Franchise

On April 12, 2017, we launched a virtual planetarium, which is now sold as an exclusive franchise. There are already 15 regions of Russia using our new technology, with that number growing every week.
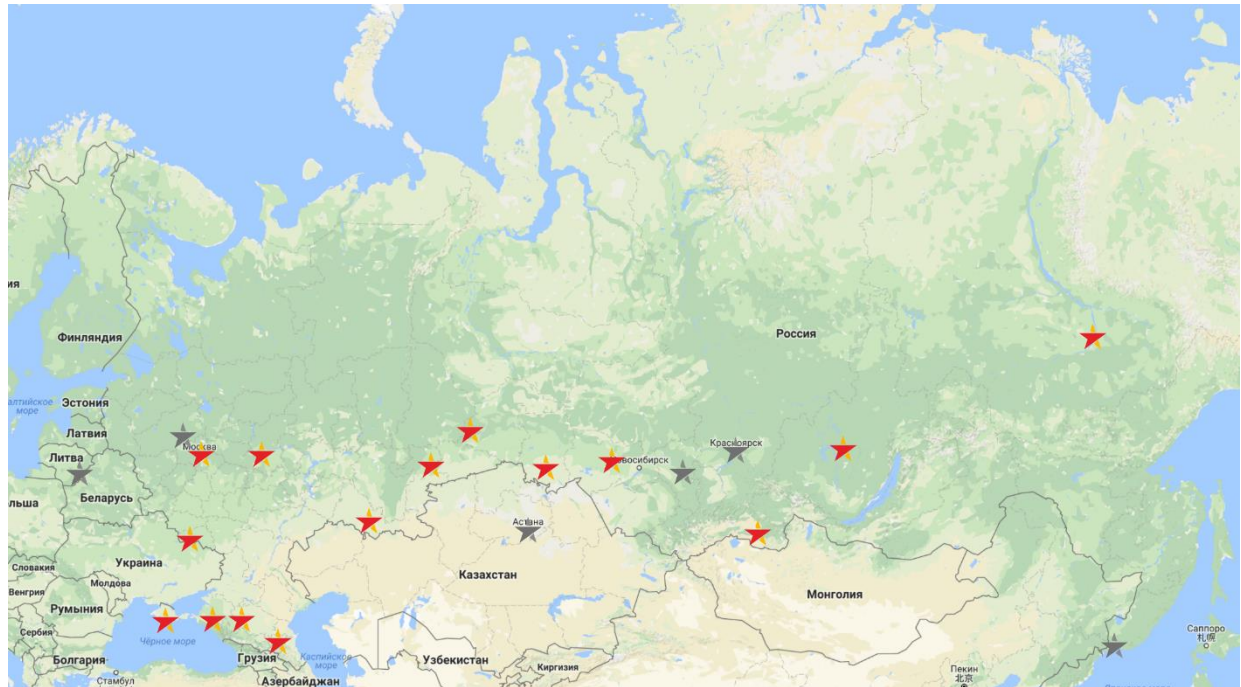


Our product is now being offered to the masses and our application Amazing Cinema is used by 265,000 English-speaking users.
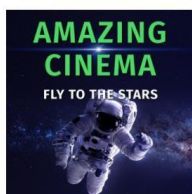


**Amazing Cinema**

● Application Status
Approved and Published
STORE Build:1.1.70.22.08
Current Revision: 13

**Overview Analytics**

Lifetime Units Sold
265,453

In August 2017 our app climbed to first place in the Oculus Gear VR Store's international rankings.



Unfortunately, today there are only 10 million sets of Gear VR, so our VR Planetarium franchise is the only way for most children to be able to try virtual education.

A virtual planetarium does not solely provide programs on astronomy, there are programs on natural science, physics, biology, history and paleontology, as well.

This is just the first step. It is better interacting with objects in virtual reality than to be a spectator. We studied the needs, collected huge amounts of feedback from the children and their teachers. Our next move is to create interactive content that gamifies knowledge, involving young viewers as participants in events.

### With the help of VR experiences you can:

- See how microbes live, what they do and even fight with them;
- Take a futuristic ship through a person's blood vessels, seeing the organs from the inside;
- Walk along the red, rough surface of Mars, and then build a virtual colony;
- Go to the edge of the universe and a large explosion;
- Watch the Tunguska meteorite fall from the point of view of the meteorite;
- Take part in a historical battle from the point of view of any of its participants;
- See the structure of molecules and assemble a new substance from them.

This is just a basic list of experiences that can be created with virtual reality technology. To bring them to life, though, we have to create a global community of like-minded people.

That's why we decided to launch ITO.

### What are we doing?

We have launched two successful products on the market. This application is [Amazing Cinema](#) for the English market, with which any user can visit the planetarium without leaving the comfort of their home, and the Virtual Planetarium [franchise](#) that opens access to visual education for children from every corner of the world.

What society needs now is a new way of virtual world discovery. This is a global format for those who are looking for understandable and accessible discovery tools, such as National Geographic and The Discovery Channel.

We created a multidimensional VR platform that will contain thousands of virtual experiences for any educational topic.

## From atoms to the edge of the universe

The first axis, the zoom axis, can be depicted as an axis going from the microcosm to the known edge of the universe. Each level, the "floor" - is an open world where the user can navigate in the virtual space, and visit the VR experiences placed there.

**Example**: at the "Microbes" level, the user can:

"Visit" the world of microbes and go through various portals leading to VR applications and microorganisms, learn something fun and new, then go back one step, or move to another level.

ALTAIR VR

Universe

Milky Way

Black Holes

Solar system

Stratosphere

Humans

Birds

Mammals

Insects

Single-celled organisms

Microbes

Molecules

Elementary particles
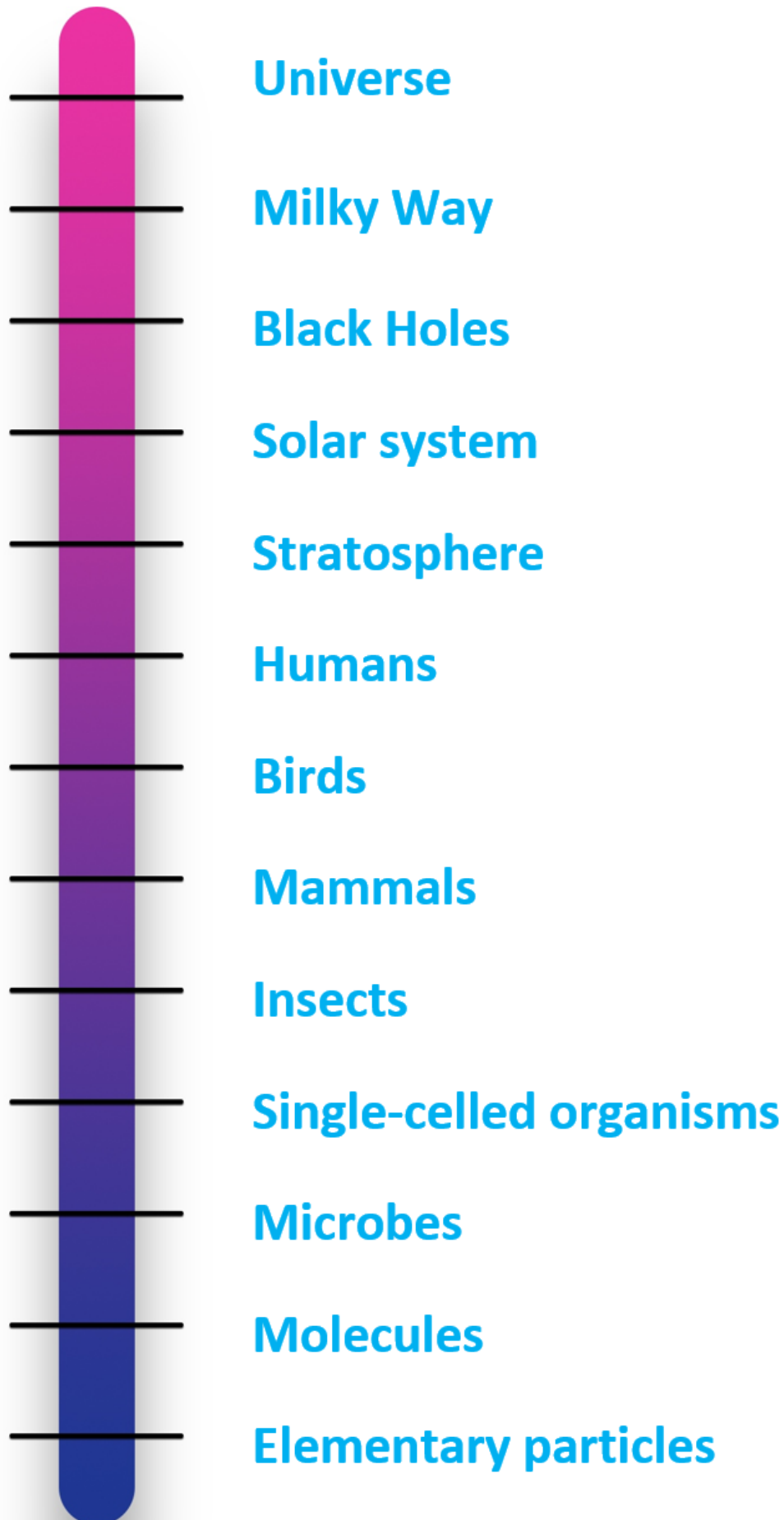
# Time Machine in VR

The next axis is the time scale. Suppose, while the user is at the level of Earth, the user can "fly" in the era of dinosaurs, see their life up to the smallest detail, and then go to battles in the Middle Ages and take part in them, or stroll through the famous castles, witnessing ancient legends. Of course, you can also get into the numerous versions of the world of the future: there are no restrictions.

The concept of "the time machine" in VR is an infinite space for creativity and creation of VR experiences, becoming a vividly fundamental textbook of history.

History is interpreted from different points of view in different countries. We solved this question by giving the opportunity to study the same events from different points of view.

We propose collecting dozens of view points on different historical events in one place, making the event as clear as possible.

Many countries have implemented internet censorship and block websites that disseminate objectionable points of view. Censorship might include persecution of authors, site owners, and hosting sites, where problematic materials and resources are located. There is a solution: blockchain technology. Blockchain technology stores data in a decentralized manner. Using blockchain, we do not use a single server that falls under the jurisdiction of a particular country.

This is one of the important blockchain applications in our project.

## VR simulator of the world

Increasing the number of VR experiences, we will be able to introduce the possibility of moving between experiences by way of tags.

For example, after a "walk" through the human body you will want to know about the structure of the blood. Thanks to the tag, you can go

to the information you need and move further. For example, you might begin by investigating the molecular structure of wood and then go in to nature and study the types of forests according to the "tree" tag.

Like Wikipedia, you use hypertext to move between "worlds". However, not all VR experiences of this concept are interactive. Some of them are a visual, 360 degree video, or a simulation, allowing deeper understanding of the subject and, if desired, to dig deeper, moving into more detailed VR experiences. Alternatively, if the experience you want is not there, you can ask the community to create it.

Our product is a multidimensional space that is a VR simulator of the world opened to research.

## Content

To create such a simulation you need a huge amount of content. This is where a community of like-minded people who want to give children a visual education in a new format, an opportunity to explore global processes, to study history from different points of view to create their own unique conclusions, can help us.

By creating a platform with public moderation, without a united management center, we are only system coordinators. The content will be selected and created by the users themselves. Similar solutions based on the blockchain system already exist, whether it's the [steem.io](steem.io) project.

At the initial stage, we start a content base and we will complement it as much as we can, but its development will largely be delegated to the global community.

# Production

The modern world is full of technologies for creating special effects, but at the moment it can't be applied to really interesting topics by lay people.

This issue can be solved by the education sector. There are many talented teachers who create unique teaching methods and lesson scripts. Thanks to the VR platform, teachers will be able to turn their best practices in to virtual reality.

Thanks to the creation of scripts and plots for VR experiences and making them accessible for community voting, the most talented teachers will be able to get funding for their projects in tokens. The best projects will be sent on to production by VR content specialists. The VR content specialists will also function in a similar manner, by a rating system formed by community members.

After the scenario production starts, the system reserves the necessary amount of money to create the project in tokens, after which the implementation schedule, with control points, is created. High performers receive an advance payment, and upon passing the control point, which is available for community voting, the following tranches are made.

Thus, the system will screen out unscrupulous performers, stimulating the creation of a high-quality content.

# Rating

Everyone can create content for VR experiences or applications and offer them to a platform where these experiences will be moderated by the community before being shared.

Moderators are independent users with positive ratings within the

community who have expressed a desire to conduct tests and evaluate applications. The evaluation of the application will be created by an average of the ratings of independent moderators who receive tokens for their work.

The larger the community is, the more accurate and better the selection system works. The moderators earn reputation points for scores which coincides with the majority, and lose points for evaluations that strongly contradict the general concensus.

Creators of VR content will grow in their "Producer" rating for every successful experience, which allows them to receive more requests  from the community in the future.

## Distribution on the blockchain

For distribution, we will use [https://ipfs.io/](https://ipfs.io/), ZeroNet -  a decentralized solution for media distribution, as well as other solutions like CDN for fast transfer of content around the world.

ZeroNet is an open source software and, at the same time, a peer-to-peer network that does not need servers. It uses BitTorrent technology to exchange web pages and bitcoin cryptography to sign the sent data.

ZeroNet is used in the project as a censorship-resistant way of delivering information without a single point of failure. This network has been tested by Chinese users. It allows you to bypass the system of filtering and controlling internet content.

VR experiences on the platform will be distributed to users on both a free and paid basis. The cost of access will be set by the creators of the content and payment will be made in tokens. The platform charges commissions from purchases of experiences at a 10% rate. The remaining funds will be distributed among the creators of the content.

Compared with existing mobile application distribution models, VR in particular, this is a significant cost reduction for users, since platforms like Google Play and Oculus Store charge a 30 to 40% commission on the application cost. In order for users of different VR devices to use the platform, we will develop compatibility with all popular VR devices.

## Crowdfunding

The crowdfunding will be implemented as follows: community members can monetize their finished content, but also can participate in the creation of new content on the platform itself.

How it happens: an idea and a description of the content are submitted to be voted on, after which the community votes using tokens, for the ideas they liked, financing the implementation of the idea. This is like a "pre-order" which happens in classic crowdfunding.

The voting system for the token holders takes into account the ratings of the voters and the number of tokens they have, in non-linearly calculation, also happens on the blockchain. In this way, users are able to determine what content will appear on the platform and see the integrity of voting.

The tender basis for creating content will be implemented through a smart contract. Allocation of money (tokens) from the platform fund will be visible to all users.

## Franchise

The mobile virtual education franchise for schools is the only opportunity for most children to experience virtual education.

In the best case scenario glasses of Gear VR level will reach the most remote regions in 5-7 years. But with the help of a franchise, we can now make millions of children happy. Using the platform, we

will create virtual lessons in on various topics, aimed at school programs and accessible by the franchise model.

This will give the franchisee the opportunity to make money while doing social good and children will have quality material in the format of entertaining education "edutainment". Payment to the franchise, including payment for use of content and royalty fees will be made in tokens. This will become a serious incentive for the influx of fiat money from different countries into the economy of the token.

## Copyright and payments

Information about the content created on the platform will be stored in the blockchain, so payments to authors will be made in a transparent and understandable manner. Each participant in the system will be able to see who, when, and how people are using his VR experiences, as well as the experiences created by other participants.

Each request is processed by a trusted platform node. User IDs with information about the application are written in the blockchain system. Simultaneously, the node checks the user's balance and receives application boot files from the virtual data store.

If the necessary conditions are met, the node sends boot files to the user, and the cost of the application is debited from the account. The full transaction is thus carried out by the node. A smart contract determines the remuneration of all participants in the process and information about the transaction will be recorded in the blockchain.

## Platform Potential

The result of our work will be a universal platform that is open to the development of derivatives of unique products.

Take this example, today creation of VR content is only accessible to experts in graphic design. Compare that to this scenario, just a few years ago, websites could only be written with simple HTML code in a notebook. Today there are tools that allow a site to be built in 10 minutes by a beginner.

We will create a VR constructor that will create VR experiences with ready-made 3D models from environment sets using 360 degree video or panoramas, and with the help of the script designer you can create any kind of interactive experience.

The platform is great for corporate training purposes.

The designer will allow any size company to quickly and easily collect visual guides from the slicing of 360-degree video using scenarios and interactive 3D models.

It will also be possible to create simple guides for safety, labor protection, fire safety, and job descriptions. If desired, you can contact the community and request the development of a corporate VR application of any complexity level.

Do you like this idea? Let's implement it together! We await your comments and suggestions and look forward to partnering.

Our Telegram channel https://t.me/altairvr
Our YouTube channel
https://www.youtube.com/channel/UCJsxhzSjSF_uE5a-GcdY--A
Our Facebook:
https://www.facebook.com/altairvrico/
https://www.facebook.com/fulldomecinema/

Join, let's discuss!

# History of the company
## Key points

**2010** - Launch of mobile planetariums in Novosibirsk, Russia.

**2011** - Launch of mobile planetariums in the Altai Territory, Russia.

**2012** - Having gained experience in field services with existing equipment on the market, we identified a number of shortcomings, and decided to open a mobile planetarium manufacturer and also build accessories. Start of sales on the Commonwealth of Independent States (CIS) business as a turn-key basis, start of delivery on tenders in educational institutions. Production began in the city of Barnaul.

**2013** - It is decided to expand the mobile planetarium business throughout Russia and enter other regions of Siberia.

**2014** - We provide services in most areas of Russia, including the north and the Far East. Active work has begun on rural areas and villages.

**2016** - In search of a solution to improve visual quality in mobile planetariums, we came to VR technology and began developing the Virtual Planetarium. The task was to raise the quality while maintaining mobility and affordability.

**January 2017** - Release of English-language application Altair Fulldome Cinema (later renamed Amazing Cinema) on the Oculus Gear VR platform. The application received 150,000 users during the first three months.

**April 2017** - Launch of the Virtual Planetarium franchise for schools

**August 2017** - Amazing Cinema application is at the first place in Top free apps of the Oculus Gear VR store

**October 2017** - The virtual planetarium is working in 15 regions of Russia on a franchise model and a number of regions of the CIS and Eastern Europe are in discussion.
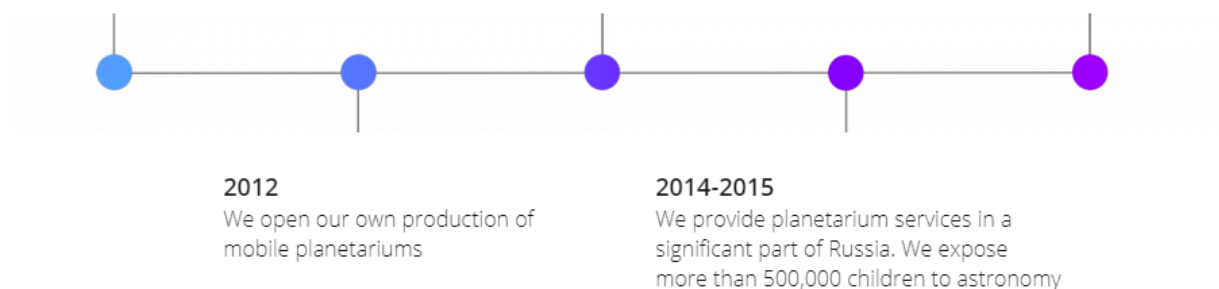
**ALTAIR VR**

**2010-2011**
We establish mobile planetariums in Novosibirsk and Altai

**2013**
We expand and provide planetarium services in the rest of Siberia

**2016**
We release a projection system with content protection functions

**2012**
We open our own production of mobile planetariums

**2014-2015**
We provide planetarium services in a significant part of Russia. We expose more than 500,000 children to astronomy

## Expert evaluation

Throughout the entire process, the company repeatedly underwent expert review and business processes assessments around procedures, products, technologies and the team.

2016 - A complex assessment was carried out by the Foundation for the Promotion of Innovations in the Scientific and Technical Sphere, following the results of the evaluation, a grant was received.

2017 - A complex evaluation was carried out by the Foundation for the Development of Internet Initiatives (Europe's largest seed investment fund), following the evaluation, investments were attracted.

2017 - An evaluation was conducted by Microsoft on the possibilities of monetization and scalability of the business model and product, following the results of the audit, a grant was received.

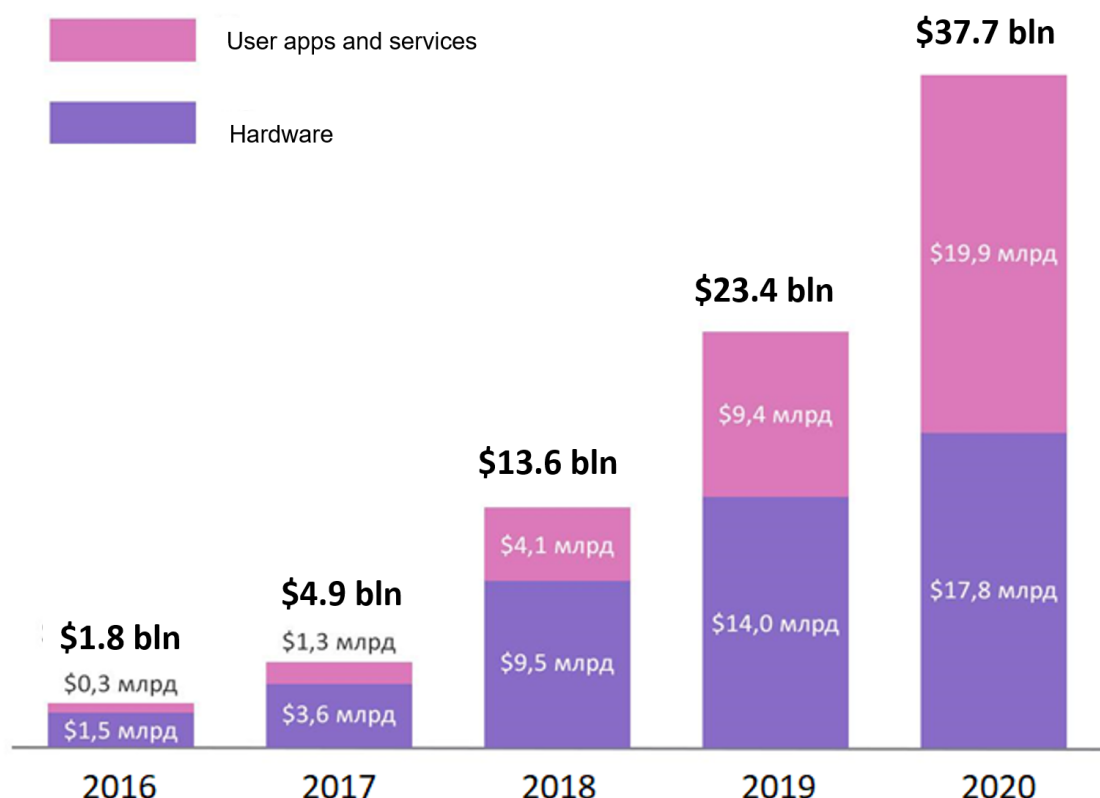The product won various entrepreneurial contests, among which are:

-   Victory at the All-Russia competition "Business Success" in the nomination "The best project in the sphere of services", 2014.
-   Victory at the reality show "Sharks of Business", 2015.
-   Victory at the Open Innovation Startup Tour Skolkovo competition, 2017.

And in November 2017 you will see us in the reality show "The Idea of a Million" on the NTV channel.

## About the market

The virtual reality market is in the stage of active growth. The volume of content sales has tripled since last year, and by 2020, according to the forecasts of SuperData Research, will be almost $40 billion, of which almost $20 billion pertains to content.

In 2018, the release of new VR devices from a number of manufacturers including Apple, Lenovo, and Microsoft, is expected. They are expected to reduce prices for popular models together with the release of new versions. This being a consequence of the VR revolution taking place.

**User apps and services**

**Hardware**

| Year | Total | User apps and services | Hardware |
|------|-------|------------------------|----------|
| 2016 | $1.8 bln | $0,3 млрд | $1,5 млрд |
| 2017 | $4.9 bln | $1,3 млрд | $3,6 млрд |
| 2018 | $13.6 bln | $4,1 млрд | $9,5 млрд |
| 2019 | $23.4 bln | $9,4 млрд | $14,0 млрд |
| 2020 | $37.7 bln | $19,9 млрд | $17,8 млрд |

Quoted from Superdata Research, February 2017

The growth of the market volume is accompanied by the growth of investments in the spheres of virtual and augmented reality. All the big capitalists are joining the industry, and not just investors in high-

tech, but investors previously focused on other industries, as well. This is due to the confidence that the future is behind these technologies.

Growth of investments in VR / AR, according to Digi-Capital, until 2017



Digi-Capital™ AR/VR Investments ($B)
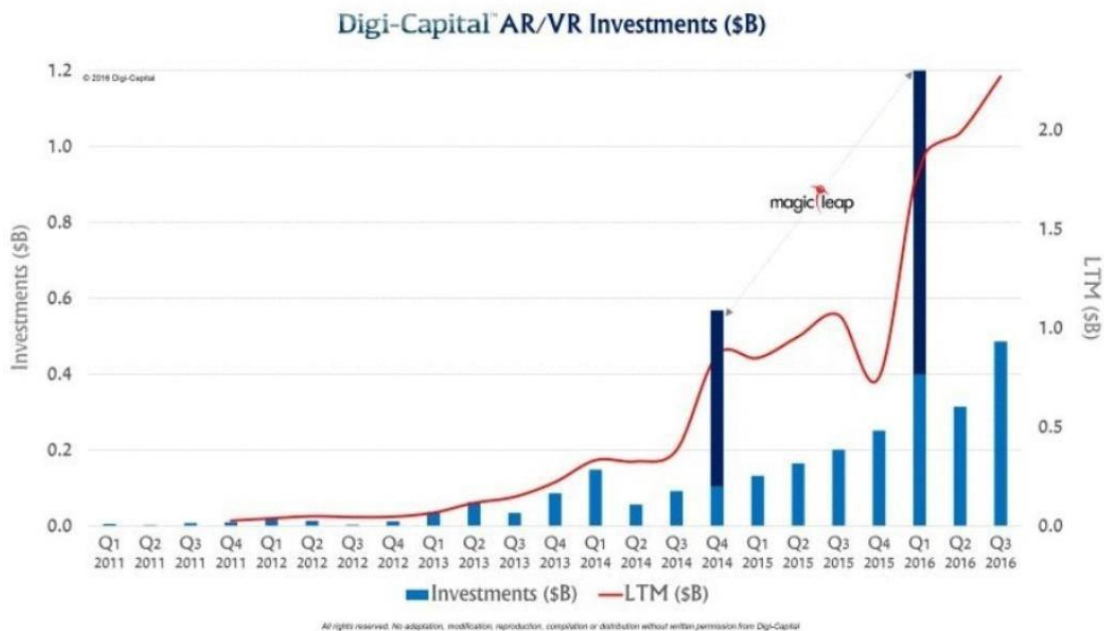
**ICO & VR**

Of course, projects in the field of ICO, VR and AR are appearing more and more and are in demand. Investments in the sphere of Gaming & VR hit $120 million on October 1, 2017, and this is just the beginning.

One of the most interesting projects, https://decentraland.org/, is a virtual world project where each token owner will have a "digital ground" on which he can create his VR experiences. They raised $26 million in 1 hour. Because of how quickly they raised their funds, many augmented reality enthusiasts did not have time to participate in the project, which ultimately led to low community involvement.

Here are other projects worth noting:
https://dmarket.io/ - a decentralized market for turning every virtual item into a real product.
https://cappasity.com/ - a product that allows you to digitize items, which simplifies the creation of 3D content. Here you create a platform for trading 3D content.

[https://www.arcona.io/](https://www.arcona.io/) - is a global project on augmented reality that can become a standard in the industry in a few years.

All this helps to move virtual and augmented reality forward. The market is not yet saturated and more non-trivial VR / AR projects will allow the industry to develop thoroughly.

The main difference between the Altair VR platform and existing projects is the focus on world discovery and education.

The best solutions are born at the junction of several spheres. We combine our experience in the field of out-of-school education with the experience of successful implementation of virtual reality applications and the decentralization of the knowledge, which increases the security, reliability and availability of the platform.

## Economics
### ALT tokens use

A great number of small transactions will be performed within the Altair VR platform on a daily basis, including transactions between app users, content writers and developers, moderators, and franchise holders.
ALT tokens will be used in all these transactions. The use of the system's own token will allow people to avoid the unjustifiably high fees charged by traditional platforms, which sometimes reach 40% of a transaction's value.

## 1. The  ALT Token as an access key to apps

Any user in possession of ALT tokens will be able to access the Altair VR platform. It will be possible to buy tokens during the ITO, when registering on the platform, or through a digital currency exchange. It will not be possible to use the platform without tokens.

## 2. The ALT Token as an internal means of payment

The platform will offer both free and paid experiences/apps. Access to paid apps will be provided in exchange for a certain number of tokens (to be set by the experience creator). To benefit from the platform's full functionality, users will have to buy tokens at digital currency exchanges – this will raise the demand for tokens, and as a consequence will raise their price.

## 3. Tokens and franchises

It will be possible to use tokens to pay for the Altair VR franchise, which allows it to provide services for children. A franchisee will have to make the following payments to the franchiser:
- Initial franchise fee – the starting payment for access to the business, exclusive rights to provide services on a certain territory and to train employees;
- Royalty payments – monthly fees calculated as a percentage of the franchisee's revenue, tech support fees, and other service payments;
- Payments for use of content.

All these payments will need to be made exclusively in ALT tokens. Franchisees will normally charge for their services in their own local currency and buy tokens at digital currency exchanges in order to pay the due fees to the platform; this will further increase the demand for tokens.

## 4. Tokens as access to the voting system

Content will be created in accordance with the preferences of the platform's users. Those who wish to create experiences will upload their ideas and projects, and the community will vote for the most interesting designs. One will need ALT tokens to participate in a vote. A user's voting power will depend – in a non-linear fashion – on the number of tokens in his or her possession. Thus, in order to take active part in the community and influence the creation of

preferred content, one will need to have a significant number of tokens.

## 5.  Tokens as an earning tool

Moderators and active users will have their own specified roles on the platform.

Moderators will assess all new content from a moral and ethical point of view, and their work will be rewarded by tokens.

Active participants will promote the development of the community and attract new members. For example, one can attract new users by writing articles and reviews, posting on social networks, and performing other social actions – partly on a constant basis and partly on demand in case of need. Many other tasks can be devised, in various areas of activity. Rewards for community development work will be paid in tokens – 10% of all fees charged by the platform will be allocated for this purpose. In order to access the tasks, one will need to have ALT tokens and pass the KYC (KnowYourCustomer) procedure. First applications to enter the active user club can be made in March 2018.

Participating in the ITO gives an opportunity to buy tokens early with a bonus - thus getting access to the platform at a discounted rate – as well as participating in the life of the community and influencing it.

Every day, a smart contract will burn 1% of the daily turnover of tokens, until the total number of issued tokens is reduced to 100,000,000 (10% of the initial token count). Since the Ethereum-based token is broken down in to 8 digits after the decimal point, it will not be difficult dealing with small token counts, nor will there be inflation in the token and a drop in its demand.

Our token is not a security. Take a look at the Howey Test: https://drive.google.com/open?id=0B6RWcnPVSigtLUE0dm5hMk5KLU0

**Results**

| Guide | | Your results | |
|---|---|---|---|
| **Total Points** | **How likely is the element to be satisfied?** | | |
| 0 or less | Very unlikely | Total for Element 1 | 100 |
| 1 - 33 | Unlikely | Total for Element 2 | 50 |
| 34 - 66 | Equally likely and unlikely | Total for Element 3 | 10 |
| 67 - 99 | Likely | | |
| 100 or more | Very likely | **Overall Risk Score** | 10 |

## Emission of tokens

A total of 1,000,000,000 ALT Tokens will be emitted.
500 Million tokens will be available at the time of the ITO.

Token distribution:



Bounty 3,0%
Advisors 2,0%
Investor, team 13,0%
Platform fund 32,0%
ITO 50,0%
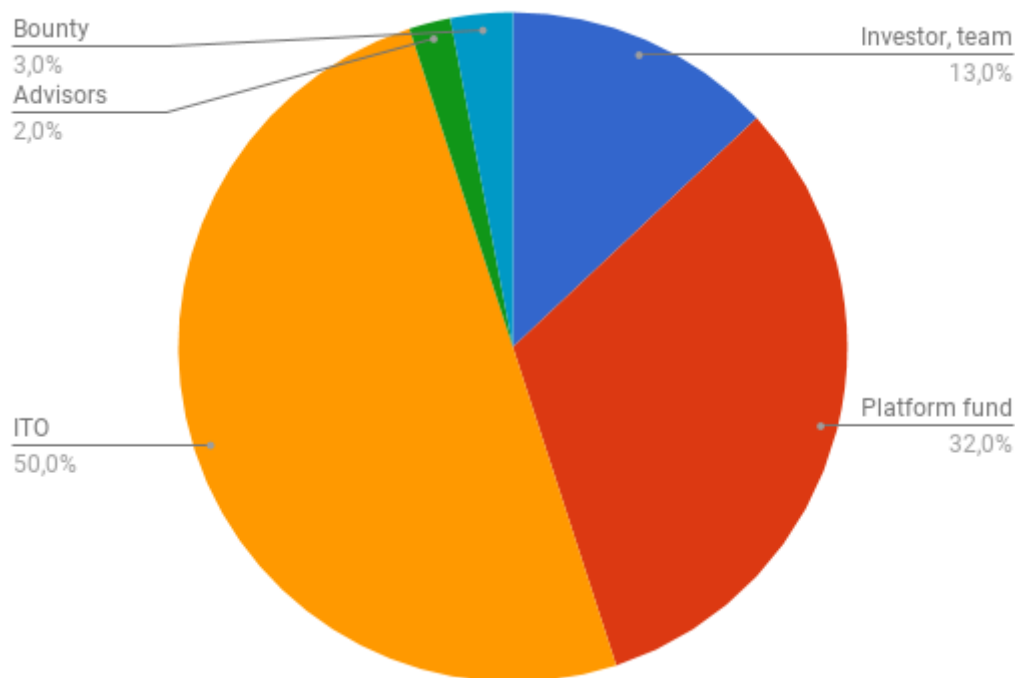
Funds allocation procedure:
The number of tokens sold during the crowdsale serves as the bases for funds allocation calculations. For instance, if a total number of 10 million tokens were sold and awarded as bonuses during the crowdsale, then the same number - 10 million tokens - will be allocated for the bounty campaign, advisors, the reserve fund of the platform, and the team. Each item's share is calculated as a percentage of the grand total of 20 million tokens. Therefore, in our example the bounty campaign will receive 3% of 20 million, or 600

thousand tokens. The rest of the tokens are placed in the reserve fund of the company.

All the tokens allocated to the team will have a vesting period of 1 year.

The bounty campaign tokens will be frozen for 45 days after the completion of the ICO.

50% of the tokens allocated to advisors' will have a vesting period of 3 months.

50% of the tokens purchased by pre-sale participants will have a vesting period of 3 months.

The minimum purchase at the ITO stage is 0.05 ETH.

After launching the platform, a smart contract will burn 1% of the daily turnover of tokens. This will constantly increase the demand for the token. Burning of tokens will automatically stop when there are 100, 000, 000 tokens in circulation, that is 10% of the initial number issued.

Distribution of collected funds:
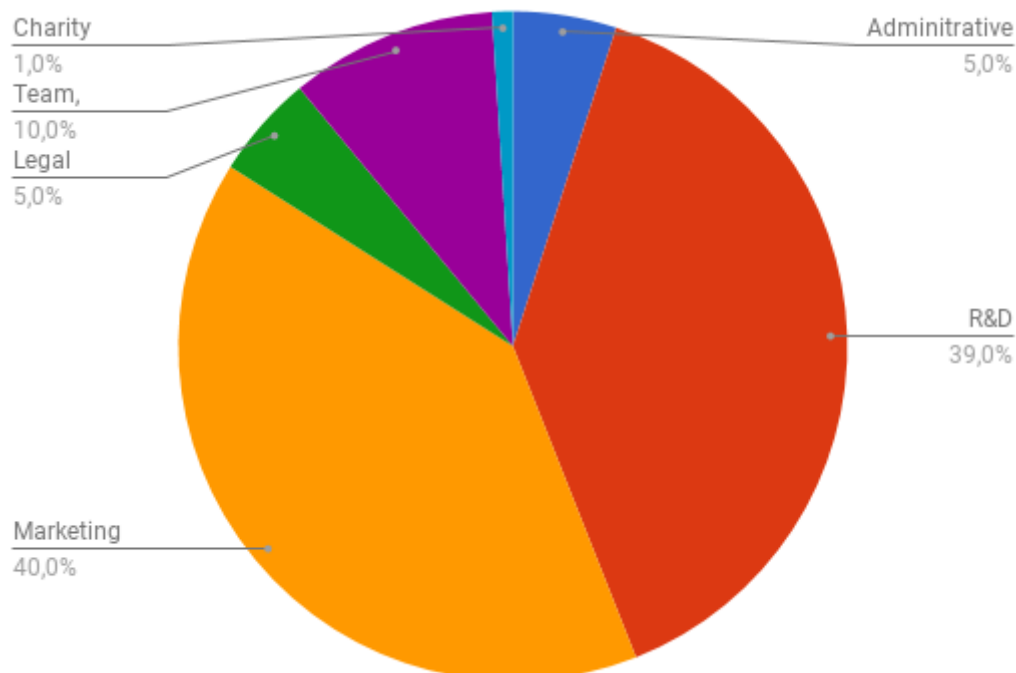


There are 3 rounds of ITO:

1. Closed pre-sale, by the terms of participation, write a request by email info@altair.fm or in telegram https://t.me/Altbar

2. Pre-ITO, starts on January 29, 2018. It will take 15 days, or until the collection of the 10000 ETH. The bonus for participants will be 25%.

3. ITO. Start date is 12 March 2018, the end -April 30. ITO also provides bonuses for early participants.

| Stage | Bonus | Price, ETH | Tokens for 1 ETH | Soft cap, ETH | Hard cap, ETH |
|---|---|---|---|---|---|
| PreITO | 25% | 0,0001 | 12500 | 500 | 10000 |
| ITO | | | | | All tokens |
| 1 day | 15% | 0,0001 | 11500 | | |
| 1 week | 10% | 0,0001 | 11000 | | |
| 2 week | 7% | 0,0001 | 10700 | | |
| 3 week | 5% | 0,0001 | 10500 | | |
| 4+ week | 0% | 0,0001 | 10000 | | |
| | | | | | |

# Road map

January 2018
Launch of token sale

April 2018
Launch of the first version of the platform

June 2018
Launch of the extended version of the platform with 3 axes: scale, time, space. Location level: The Earth is a valley surrounded by mountains with an area of 1 km$^2$. Distribution of thematic zones. Capsule with the functions of the time machine, displacement in space and along the axis of scale. The ability to download user-generated content in manual mode. Create content for the site in a manual mode.

September 2018
The host of the location, a non-player character (NPC), can explain the world, about the available experiences, and lead excursions.

November 2018
Possibility to write test scenarios and vote for them. System of ratings and tenders for content production. Introduction of content moderation system and Moderator role. Expanding of the Earth location. Creation of locations on other scale axis levels. Self NPC in every location.

January 2019
Crowdfunding mechanism

March 2019
Creation of cognitive excursions on various subjects on the best experiences.

June 2019
A virtual encyclopedia that provides navigation within the platform based on tags and similar experiences with the option of automatic virtual tour creation. The ability to download user-generated content -

API for external studios

**Action Plan Depending on Funds Raised**

Upon reaching each new threshold, we will increase and improve our development team, allowing for a larger, more varied and intricately detailed platform.

Funding Milestones:
1) **$5M**
a.     Realization of the basic functionality within 2 years
b.     Staff: 53 employees, average salary $2,200 before taxes, $1,500 after taxes
c.     Main marketing target – U.S. as the largest potential market

2) **$10M**
Functionality added during this milestone:
a.     Neural network-based guide
b.     NPC location markers
c.     Crowdfunding mechanism
d.     Staff: 65 employees, average salary $2,800 before taxes, $2,100 after taxes
e.     Added marketing target – Europe

3) **$20M**
a.     Staff: 80 employees, average salary $2,800 before taxes, $1,900 after taxes
b.     Added marketing target – Asia

4) **$30M**
a.     Staff: 110 employees, average salary $3,000 before taxes, $2,100 after taxes
b.     Added marketing target – worldwide
c.     2% of legal and administrative expenses are reallocated for marketing purposes

5)    **$40M**

a.    Creation of working groups consisting of teachers and scientists with the objective of transferring school textbook content into virtual reality (VR)

    i.    Integration of VR experiences into school curriculum

b.    Staff: 156 employees, average salary $2,900 before taxes, $2,000 after taxes

c.    2% of legal & administrative expenses are reallocated for marketing purposes

6)    **$50M**

a.    VR experience constructor added, allowing non-specialists to create their own apps

b.    Staff: 156 employees, average salary $2,900 before taxes, $2,000 after taxes

c.    R&D and marketing budgets are recalculated at this milestone

    i.    R&D expenses are cut, while marketing expenses are increased by 9% of the sum of the funds raised

d.    2% of legal & administrative expenses are reallocated for marketing purposes.

# Sample Staff Scheme for the $50M Threshold

| Stuff R&D | | | | | |
|---|---|---|---|---|---|
| **Platform department** | | | | **Platform support** | |
| CTO | 1 | | | Support manager | 1 |
| Product manager | 1 | | | Different language operators | 16 |
| Designer | 1 | | | | |
| UX designer | 1 | | | **Sales department** | |
| Front end | 3 | | | Sales Director | 1 |
| Back end | 3 | | | Assistant director | 1 |
| Web-designer | 2 | | | Sales manager franchise | 8 |
| QA-engineer | 3 | | | Sales manager partnership | 3 |
| Project manager | 1 | | | Sales manager special | 3 |
| PHP | 1 | | | | |
| | | | | **Franchise development and support** | |
| **Blockchain department** | | | | Support manager | 1 |
| Chief | 1 | | | Business support CIS | 3 |
| Blockchain programmer | 3 | | | Technical support | 2 |
| Solidity programmer | 1 | | | Clerk | 1 |
| IPFS specialist | 1 | | | iOS programmer | 1 |
| Admin | 2 | | | Unity programmer | 1 |
| Architect | 1 | | | PHP programmer | 3 |
| | | | | Support operator | 1 |
| **3D studio** | | | | Project manager | 1 |
| Architect | 2 | | | QA-engineer | 1 |
| Product manager | 2 | | | | |
| Project manager | 2 | | | | |
| Game designer | 2 | | | **Administrative** | |
| Animator | 3 | | | CEO | 1 |
| Screenwriter | 2 | | | CFO | 1 |
| 3D modeler | 5 | | | CBDO | 1 |
| 2D artist | 3 | | | CCO | 1 |
| Texture creator | 3 | | | CPA | 1 |
| Editor | 3 | | | Business development manager | 1 |
| Sound producer | 2 | | | Assistant director | 3 |
| Unity programmer | 3 | | | Warehouse manager | 1 |
| Programmer | 2 | | | Accountant | 2 |
| QA-engineer | 6 | | | Economist | 1 |
| Clerk | 2 | | | Supplier | 1 |
| | | | | Courier | 2 |
| | | | | Driver | 5 |
| | | | | Clerk | 2 |
| | | | | | |
| **Total R&D** | 156 | | | **Other** | |
| **Average salary** | $2 850 | | | Service staff | 10 |
| **Average salary without taxes** | $1 990 | | | Reserve staff | 7 |

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| Legal staff | |
|---|---|
| CLO | 1 |
| Patent lawyer | 2 |
| Lawyer | 2 |
| | |
| **Marketing** | |
| CMO | 1 |
| PR director | 1 |
| Market research director | 1 |
| Creative director | 1 |
| SEO manager | 1 |
| SMM manager | 1 |
| SEO specialist | 3 |
| SMM specialist | 3 |
| Marketer | 3 |
| Copywriter | 2 |
| Designer | 2 |
| Web-developer | 2 |
| | |
| **Total legal & marketing** | 26 |
| **Average salary** | $3 108 |
| **Average salary without taxes** | $2 173 |

| | |
|---|---|
| **Total stuff** | 182 |
| **Average salary** | $2 887 |
| **Average salary without taxes** | $2 016 |
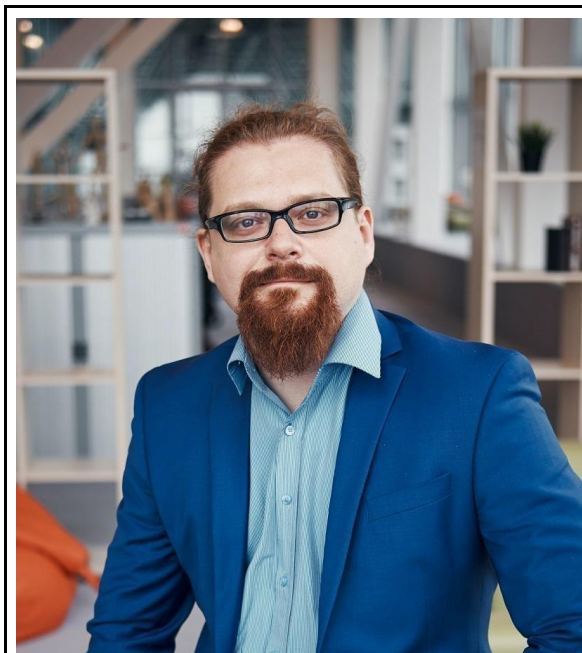
# Media loves us:

More links on our http://altairvr.io website

# Team





**Konstantin Urvantsev, CEO, founder. (FB, in)** Entrepreneur since 2002.

He built the largest network of mobile planetariums in Russia and has won dozens of entrepreneurial competitions.

He is an expert of the Community of Young Entrepreneurs of the Altai Territory and a member of the IPS. He is also an expert and participant of many forums, including the largest Russian youth forum "Seliger".

He is the founder of the group of companies Altair Holding.
Key skills: sales, business processes, strategy, presentations, negotiations, HR.

**Alexey Irkov, CTO, co-founder. (FB, in)** Co-founder of the company, is fond of Crossfit and is preparing to get a brown belt in karate.
He is among the first in Russia who started using the services of Mobile Planetariums in 2010.
He is the author and head of the development of the protected projection system SpaceTouch ONE.
In addition, he is the author and head of development of the Virtual Planetarium franchise.
He is also the author and head of the development of the educational application Amazing Cinema for Oculus Gear VR.
Key skills: development management, design, networking, contextual advertising.

| | |
|---|---|
| **Klakotsky Dmitry Fedorovich, Sales Director**<br>Supervises all direction of sale of products and services of the company. 6 years sales experience. | **Karelin Alexander** ([FB](), In)<br>CMO<br><br>Was Marketing Director at<br>https://www.b2bx.pro/ |

| | |
|---|---|
| **Alexei Grebtsov, Leading Unity Programmer**<br>Alexei is fond of the mountains. Last year, he biked 400 km alone along the mountain trails of Altai. He is developing an Amazing Cinema application for the Oculus Gear VR store. He is the client's co-developer for the SpaceTouch VR application | **Miroshnik Ivan, the leading developer**<br>He is the architect and developer of the application for the projection system SpaceTouch ONE as well as the architect and developer of the server portion of the projection system of SpaceTouch VR. |
|  |  |
| **Popova Anastasia, Unity programmer**<br>She is responsible for directing development of virtual educational tours for VR. | **Antonov Alexander, PHP developer**<br>He is engaged in database development and PHP programming. Loves new and challenging tasks. He is the author and developer of the analytics system for franchise partners of the Virtual Planetarium and the developer of the CRM system for the Virtual Planetarium franchise. |

**Basynya Olga, Head of Virtual Planetarium Services**
She organizes the work of Virtual Planetariums.
She has extensive experience working in leadership roles for large financial corporations. During her time in management the unit under her direction took leading positions in the region.

**Regina Sadykova, PR** ([FB](), In)
She writes copy and translates obscure business language into layman's terms.
She also promotes the company through all possible social media platforms.
She is a journalist for RBC.



**Zykova Elena, Assistant of the Head**

She has the talent to do 178 things at once and remember about 1585 tasks. She coordinates everything so that projects move forward well. She has a lot of experience in structuring new projects and can quickly answer any questions customers have. And she is a beautiful athlete and a positive person.

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# Advisers and consultants

**Gazukin Denis** (FB, In)
Technical partner.

24 years in IT business.
Founder of Freematiq which
develops financial and
management web applications
working under high loads and
needing a high level of
security.

NEHEMIA KRAMER
Ethereum Early-Stage Investor
New York, USA

Nehemia Kramer is one of the most
acknowledged and authoritative
professionals in the blockchain industry.
In 2014, he founded Kramer Consulting, a
company specializing in Blockchain
Ecosystem Business Development.
Worked with the founders Ethereum,
ConsenSys, ARK Investment
Management, IBM's Blockchain и Artificial
Intelligence groups
Adviser in ICO Bankex, MicroMoney.

Zhukov Kirill (In)
Adviser

20+ years in corporate
and investment banking.
Ex-RBS, ABN AMRO
and Uniastrum Head.
Advisory expertise in
several successful
ICOs.

**Travina Irina (FB)**
 Technical Adviser

CEO of SoftLab-NSK that was established in
1988 by a group of scientists from the
Institute of Automatics and Electrometry of
the Russian Academy of Sciences. The group
took part in the Russian space program in the
area of astronaut training systems. At the
moment focus on interactive 3D visualizations
and VR.

**Elena Seregina** ([FB](), In)

Director of the MTS
Department of
Corporate Social
Responsibility

## Terms and Conditions

This document is for informational purposes only and is not an offer or call to sell shares or securities on the Altair VR platform or from any other related or associated company.

ALT Tokens are not securities. The User acknowledges, understands and agrees that ALT Tokens are not securities and are not registered with any government agency as collateral, and should not be treated as such things. The user acknowledges, understands and agrees that the ownership of ALT Tokens does not grant the User the right to receive profit, income or other payments or revenues related to the acquisition, storage, management or disposal, execution, redemption or expiration of any right, interest, ownership rights or privileges on the Altair VR platform or any other Altair VR property, in whole or in part.

Absence of guarantees of income or profit

There are no guarantees that the ALT Tokens will increase in price. If this happens, then there is no guarantee that due to some unforeseen circumstances, or events that the developers can't control, or because of force majeure circumstances, the ALT Tokens rate will not decrease, including significantly.

Risks related to Ethereum

Tokens ALT Tokens are released on the blokchain of the Ethereum. In this regard, any fault or malfunctioning of the Ethereum protocol may lead to the fact that the trading network of ALT Tokens will work in an unforeseen manner.

Regulatory uncertainty

Technologies related to blockchain are subject to supervision and control by various regulatory bodies around the world. ALT Tokens can be regulated by them, including restrictions on the use or possession of digital tokens, such as ALT Tokens, which can slow or limit functionality, or buy out ALT Tokens in the future.

ALT Tokens are not an investment.

ALT Tokens are not an official or legally binding investment. Due to unforeseen circumstances purposes, outlined in this document may be amended. Despite the fact that we intend to implement all the items outlined in this document, all persons and parties involved in the purchase of ALT Tokens do so at their own risk.

Quantum Computers

Technical innovations, such as quantum computers, can be dangerous for crypto-currencies, including ALT Tokens.

Risk of funds loss

Funds from fundraising are not insured in any way. If they are lost or lose their value, there is no private or state insurance representative that buyers can contact.

The risks of using new technologies

ALT Tokens are a new and relatively untested technology. In addition to the risks mentioned in this document, there are additional risks that the Altair VR platform team cannot foresee. These risks can materialize in other forms of risk than those specified here.

## Integration

This Agreement is the entire agreement between the parties with respect to the subject matter of this Treaty. All previous agreements, discussions, presentations, warranties and conditions are combined in this document. There are no warranties, representations, conditions or agreements, express or implied, between the parties, except as expressly provided in this Agreement. This Agreement may be amended only by a written document duly executed by the parties.