



ovr
Over the Reality

The decentralized world scale
augmented reality platform

EXECUTIVE SUMMARY

OVR is a World Scale, open-source, AR platform powered by Ethereum Blockchain.

OVR makes it possible for users provided with a **mobile device or smart glasses** to live interactive augmented reality experiences customized in the real world.

OVR can be defined as a new standard in **augmented reality experiences** by placing itself as the first content browser where the user does not choose the contents but the world submits the possible experiences based on its geographical position.

OVR adopts the **open source** philosophy, meaning that the entire OVR community contributes to its growth, thus making the platform independent of its creators.

OVR uses Ethereum blockchain to decentralize all the token exchange dynamics between the users.

OVR token is an **utility token** based on the Ethereum's smart contract ERC-20 standard.

OVR Lands are parcels stored inside a blockchain-based ledger that make up the digital layer of subdivision of our planet into hexagons.

OVR Land token is a **non-fungible token** based on the ERC-721 standard that also allows decentralized possession of digital assets such as OVR Lands and OVRExperiences, that superimposed on reality through the eye of a mobile device or a smart glass, give life to augmented reality experiences.

OVR Lands are **freely tradable** among users **in a decentralized fashion** through the use of the marketplace OVROwner. This means that OVR Land owners can decide what kind of experience the user will experience once entered in the OVR Land.

Therefore the community has complete control over OVR Lands, OVRExperiences.

AR experiences can range from static 3D content and interactive highly complex and **hyper real scenes that make virtual content merge with the real world** by engaging the user to a physical interaction with the surrounding world. So far, the system exploiting these experiences are mobile devices based on iOS and Android and Smart glasses such as Hololens, Magic Leap and AR low cost headset based on the holokit project.

OVR, acting as a platform, supports the current hardware available on the market and with software integrations will support all-next generation hardware launched on the market. The platform therefore stands as a **hardware-independent standard**.

The **OVRExperiences** can be realized thanks to a **Unity3D-based SDK** and community users can undertake buying and selling experiences inside the platform.

Unity3D, among the leading real time 3D development environments on the market, has been chosen for its versatility, diffusion and ability to manage a cross-platform compilation of projects thus supporting mobile devices and smart glasses.

OVR implements a **decentralized advertising** system based on publisher/advertiser principle where the OVROwner can earn OVR token by inserting the sponsored content proposed by advertisers into the augmented reality experience.

OVR is **unstoppable** because, once implemented in the blockchain, no one will have the power to change the software rules, the OVRLand contents and the crypto token economy.

The moderation activity will be managed by the community itself with a reporting system with a management of blacklists maintained by the nodes.

OVR is focused on the rapid growth of the mobile AR and Smart Glasses sector and introduces the following main innovations:

- Development of a decentralized and unstoppable open source platform managed by the community with its own coin and its own ecosystem.
- Buying and selling digital assets (lands, contents, advertising) with the OVR utility token
- Development of a combined tracking system that uses GPS, computer vision algorithms and the inertial system on board the device to bring the user experience to a new state of the art of outdoor AR.
- The use of the IPFS* like protocol to decentralize the storage of 2D/3D assets by making the entire platform unstoppable and independent and remunerating the nodes that share their storage space.
- Decentralization and community powered ecosystem

OVR, as you will realize in the following paragraphs, is disruptive for different sectors in addition to augmented reality such as:

- Digital content monetization
- Digital advertising
- Digital experience monetization
- P2P jobs



TABLE OF CONTENTS

1	The Market	6
1.1	Overview	
1.2	Market opportunities	
2	Technologies	7
2.1	Augmented Reality Technologies	
2.2	Persistent AR Experience and Shared Experience	
3	Addressing Market Needs	8
4	OVR Key Features	10
4.1	OVR Ecosystem	
4.2	OVRLand	
4.3	Marketplace	
4.4	OVR Lands: Buy, Sell, Rent	
4.5	AR Experiences: Buy and Sell	
4.6	AR Adv: Buy and Sell	
5	OVR Tech	17
5.1	OVR Geo Positioning and Tracking	
5.2	The OVR SDK and Unity3D	
5.3	IPFS and OVRNodes	
5.4	OVRLand Scanner	
5.5	Sidechain	
5.6	OVRAssistant, the Plug and Play AI Assistant	
6	OVR Token Economy	28
6.1	Two Kind of Tokens, One Ecosystem	
6.2	Token Economics	
6.3	Network Maintainers	
6.4	Expected Financial Streams in the first 5 years	
7	Platform Launch	36
7.1	Roadmap	
7.2	Marketing Plan	
7.3	Competitors Analysis	
8	ICO Structure	44
8.1	Terms and Conditions	
8.2	OVR Allocation Summary	
8.3	Uses of Funds	
9	Team and Advisors	50
10	Legal Disclaimer	55

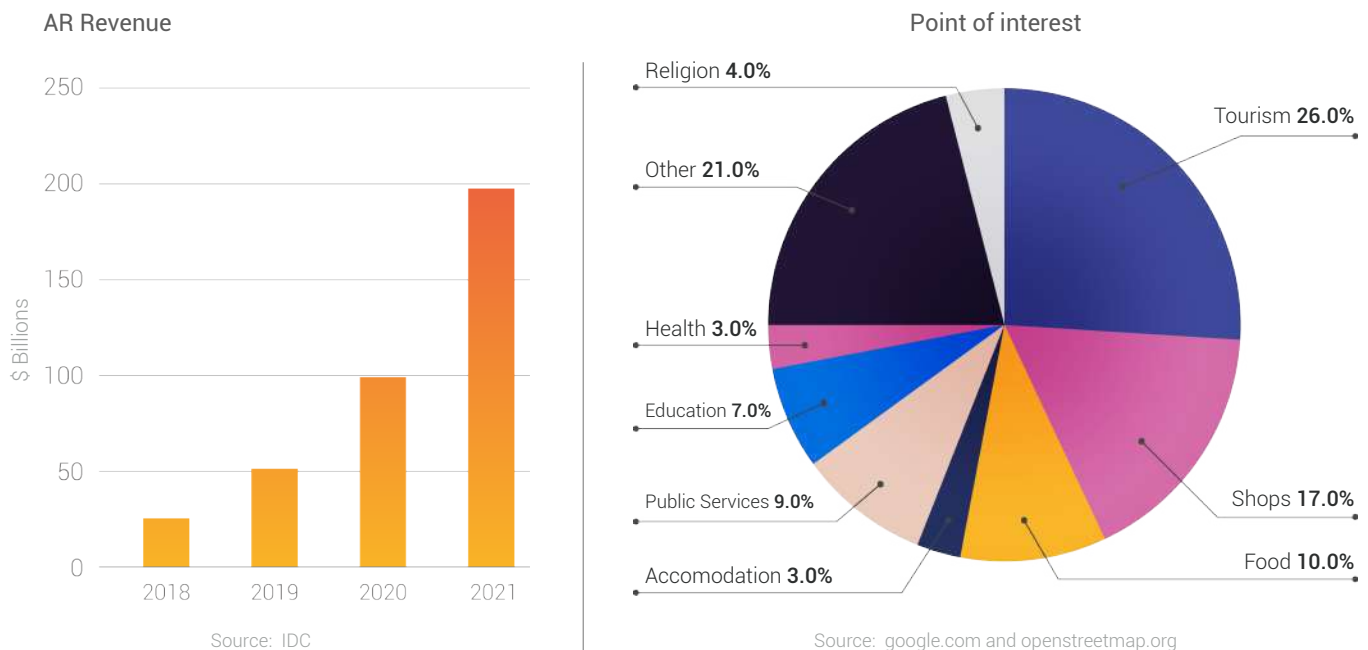
1.1 Overview

In 2017 several Augmented Reality technologies were introduced on the market. Technological giants such as Apple, Facebook and Google made major investments and acquisitions increasingly aimed at implementing such technology with contents devoted to consumer market.

According to a recent forecast published by IDC, consumer industry will expand its position as the largest spender in AR and VR closely followed by Retail. This growth is also due to the fact that the smartphone market goes in such a direction that all the devices produced since 2018 fully support Augmented Reality. Also the market related to smart glasses technologies is growing fast and many technological companies are investing to launch a powerful and affordable product on the market.

According to IDC, the augmented reality market will reach \$27 billion in 2018, a 92% increase year over year, while the expected CAGR 2017-2022 is 72%.

Research highlights how the investments of the most important technological giants show how these companies have understood the enormous potential of the Augmented Reality, not only as a technology, but as a new and powerful communication channel, able to convey any type of content and usable in any sector.



1.2 Market opportunities

After almost 2 years of research and analysis, we have identified the following pain points that the OVR Platform will address:

- Mobile app ecosystem fragmentation
- Attention drop in digital ADV
- Difficulty to monetize digital assets
- AR as single experiences in a multitude of vertical apps
- AR as simple marker augmentation with low interactions and low engagement

2.1 Augmented Reality Technologies

Augmented Reality is a technology capable of superimposing various types of contents (video, audio, 2D, 3D) in the surrounding environment. All this happens in **real time** and from any device equipped with a camera. This innovation actually makes it possible to “track” the elements present in the real scene and virtually add others. The spectacular combination of real and digital generates a unique experience.

2.2 Persistent AR Experience and Shared Experience

For persistent AR, we mean the possibility for a user to relive the same augmented reality experience in time and in the surrounding world. This is possible thanks to a first environmental scan saving .

The ability to reload the environment mapping allows to obtain a **shared experience** where users see the virtual elements positioned in the same way in the space.



03 Addressing Market Needs

OVR is an aggregator, a community that uses a real economic system that can revolutionize AR worldscale experiences. Thanks to this system, OVR represents the solution to various market segments needs.

OVR aims at provide a single free augmented reality tool that allows you to live 3D quality experience contextualised in the surrounding environment.

End User - The explorer of the OVR World

NEEDS	SOLUTIONS
A single AR worldscale platform as a new 3D browser on the world	A single mobile application for smartphones / tablets / smart glasses compatible with all platforms on the market
A new advertising channel, going beyond the classic and overcrowded mobile advertising	Advertising merges coherently with AR experiences, making promotional initiatives less invasive and more engaging
Multiplayer engagement experiences in augmented reality	OVR allows realtime interaction between multiple users in the same place
Stable and geolocalized experiences in order to fuse virtuality and reality	OVR guarantees a precise positioning of 3D elements in the real world for a quality user experience and consistent with the surrounding environment thanks to the software innovations introduced
New medium to explore open knowledge	OVR will be will be a seamless and fast way to access to Wikipedia and open strest map knowledge. Informations will be delivered both by superimposing contend that through AI powered virtual assistant

Digital assets investor - The one who collects OVRLands

NEEDS	SOLUTIONS
Create passive income from digital assets	Collect fees from publishers who want to use your OVRLand for distributing their contents
Enhance the value of digital asset	The selection of the experience present on the OVRLand and the promotion aimed at bringing more visitors increases the potential resale value

Digital Media Agencies

NEEDS	SOLUTIONS
New communication channels	OVR provides a new way of conveying brand contents thanks to world scale experience of augmented reality
Technological opportunities to catch the customer's attention	Augmented reality is a fast-growing trend that is increasingly requested in brand's communication methods. OVR responds to this trend with the state of the art of augmented reality experiences
Geolocalized customers experiences	OVR is based on geolocation of contents and on their tracking inside the augmented reality experience
New investment opportunities	When acquiring strategic OVRLand the agency can associate sponsored experiences in strategic locations of interest to the brands

For the advertiser - A brand who wants to promote its product/service

OVR provides the advertiser with the opportunity to enjoy an innovative and non-congested new communication channel.

NEEDS	SOLUTIONS
Innovative communication channel	Advertising in OVR merges with the 3D experience, thus enhancing the sponsored message.
A not congested communication channel	The OVR platform, born at a time when there is no standard for augmented reality, creates a new and not over crowded communication channel
An advertising system with a transparent pricing	The decentralization of the marketplace on the blockchain allows to manage supply and demands with utmost transparency and traceability

3D digital artists - The builders of the OVR experience

NEEDS	SOLUTIONS
Global platform to sell augmented reality experiences	World scale distribution channel for AR and VR content
Possibility to receive requests for new projects in a quick and practical way	OVR Marketplace where to find OVROwners development requests
Monetize from your augmented reality experiences	By becoming an OVROwner the 3D digital artists will be able to insert advertisers' content and monetize with their experiences

OFFLINE SHOPS and Chain stores in general

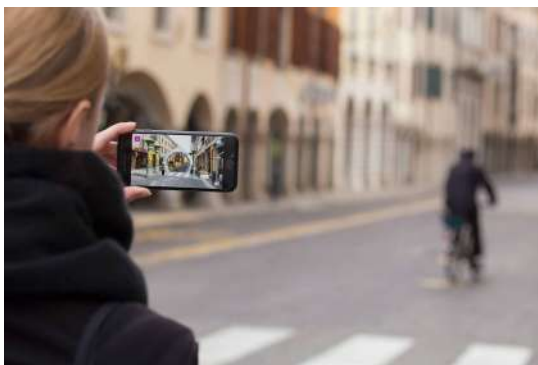
NEEDS	SOLUTIONS
Provide trade proposal even at a closed shop	Experiences on an OVRLand in front of stores can stimulate users even in a closed shop
Provide interactive gamification situations	Gaming experiences or general engagement on OVRLand in front of shops become a pretext for generating store traffic
Increase the number of customers with new initiatives	The user is invited to access the store through augmented reality experiences located in strategic areas or near the store itself
Virtual assistant interactions	OVR platform will provide a plug and play virtual assistant powered by state of the art NLP AI algorithms

04 OVR Key Features

OVR uses augmented reality, a technology capable of adding different types of content to the surrounding environment (video, audio, 2D and 3D), creating the illusion that reality and virtuality live together in the same space.

All this in real time and from any device with a camera, such as smartphones and smartglasses. This innovation makes it possible to “trace” the elements present in the real world and add other virtual ones. The union between real and digital generates a unique merged experience.

The Augmented Reality, in this sense, generates a new dimension, a completely new media space and a rapidly growing market.



The OVR platform is made up of:

4.1 OVR Ecosystem

4.2 OVRLands

4.3 Marketplace

4.4 OVRLands: Buy, Sell, Rent

4.5 OVRExperience: Buy and Sell

4.6 OVRAdv: Buy and Sell

4.1 OVR Ecosystem



OVR Owner

Who uses OVR token to buy the digital lands (OVRLand) and anchor an AR experience.



OVR Creator

Who creates the 3D digital experiences (OVRExperience).



OVR Miner

Who activates an OVRNode.



OVR User

Who has the AR experience.



OVR Advertiser

Who uses OVR token to publish sponsored AR elements on digital lands (OVRLand).

4.2 OVRLands

The OVR ecosystem is underpinned by a grid of hexagons covering the whole earth's surface. The hexagons are called OVRLands, have specific geographic positions and a standard dimension of 300 Square Meters. The total number of OVRLands is 1.660.954.464.112.

OVRLands can be further divided in 7 exagons allowing for even more precise localizations.

OVRLands are not only a reference system used to position AR and VR content, they are also the fundamental digital asset that will enable our community to generate the economic incentives for development and growth. OVRLands will be bought* by OVROwners, their property will be granted by a non-fungible token – ERC-721 standard – recorded on the Ethereum blockchain allowing for decentralized and censorship resistant property rights.

Property of OVRLands will ground the economic incentives to generate, distribute and curate high quality AR and VR content.

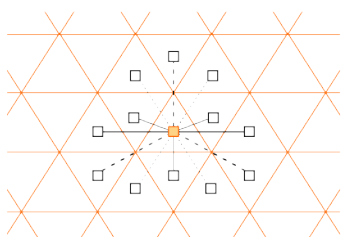
OVRLand is a scarce and unique resource, only the private keys of the Ethereum address owning the OVRLand NFT can control it. In the case of private keys loss, the control on OVRLand would be lost forever. In order to prevent this eventuality we require the owner of the OVRLand to prove the control of the private keys by performing any kind of action on the blockchain (could be a simple ping function) at least once every 3 years. In the case OVROwner is not capable to provide such prove of private key ownership in 3 years the OVRLand will be made available again for public sale.

4.2.1 Why hexagons

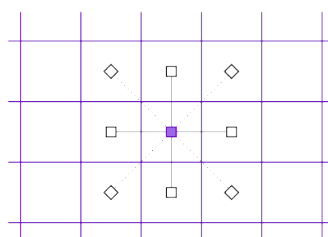
There are only 3 regular polygon tilings that can be used to cover earth's surface: Squares, Triangles and Hexagons. We choosed hexagons because of two specific properties that well combine with OVR project:

4.2.2 Neighbour Transversal

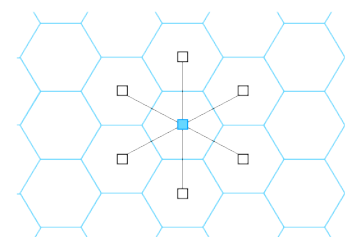
We envision multiple opportunities of interaction between neighbour OVRLands and geometry will have huge impact on those relations. Our objective is to multiply interaction opportunities while keeping those simple. Hexagons exhibit a very simple neighbourhood distribution: contact points are only on sides, never on angles, moreover all neighbours are positioned at the same distance from the center. Those qualities are not shared by triangles and squares and allow for faster and easier neighbour map calculations.



Triangles



Squares

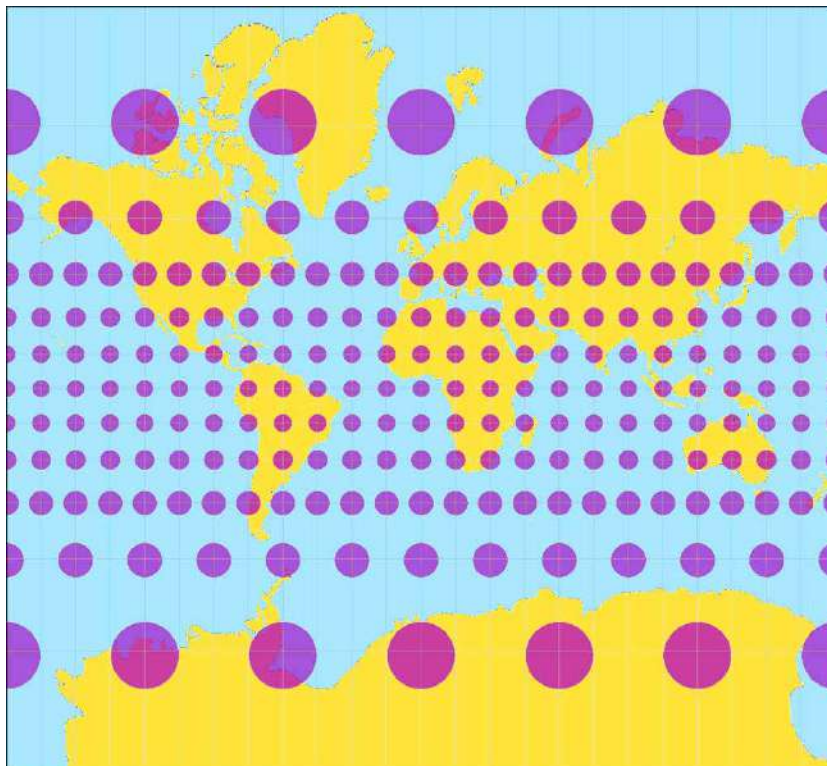
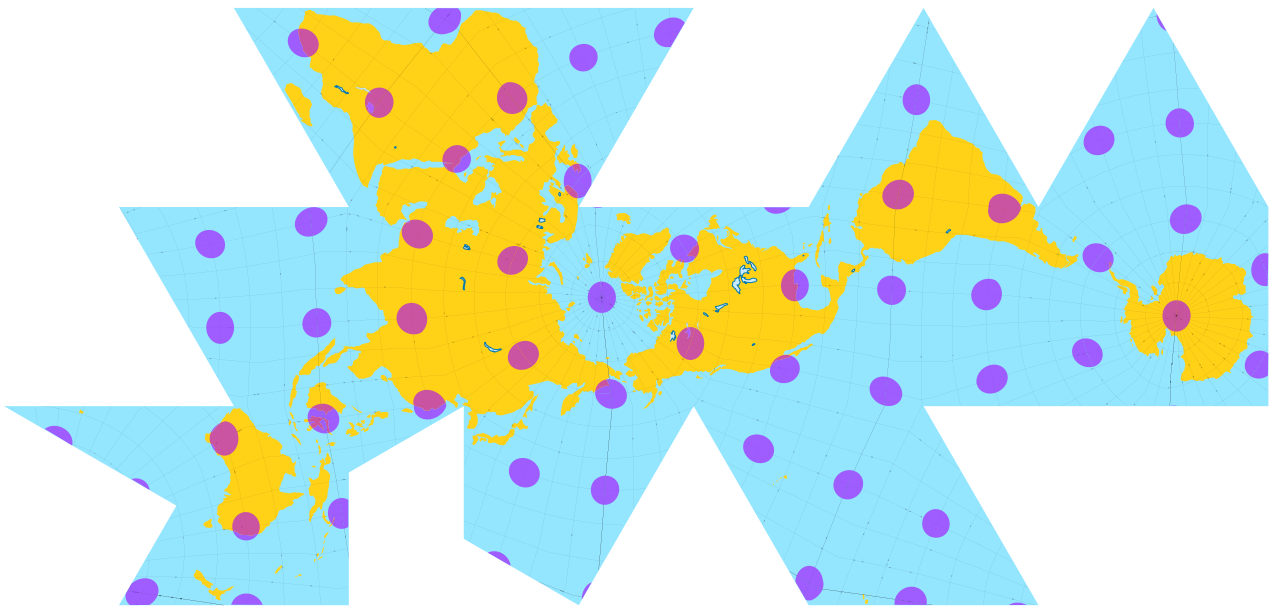


Hexagons

4.2.3 Distortion

OVRLands are covering the whole planet and we want the same coherence between coordinates and OVRLands in all possible locations. Sounds reasonable but is not that easy! Projecting the spherical earth surface on a plane causes map distortions, indeed most classic earth map projection techniques such as Mercator creates huge distortions while we're moving towards the poles.

Tiling the earth's surface with hexagons allows for Dymaxion projection which minimizes distortion.



Dymaxion VS Mercator with Tissot's indicatrices of deformation

4.2.4 OVR Lands Natural Language URI

Humans have an exceptional ability to process natural language, generally at the age of 4 a child can already recognize and remember more than 5.000 words and this number grows to a range between 20.000 and 35.000 for an adult. The same ability does not extend to numbers, our cognitive functions are not wired to recognize and remember not even dozens of number sequences.

OVR Lands are defined by their geographic position, a pair of numbers defining latitude and longitude. In order to align with the aforementioned human cognitive abilities we developed an algorithm – that will be open source – capable of mapping the pair of coordinates of each single OVR Land with a unique triplet of english words (e.g. blue.sky.dream).

Each one of the single 1,66 trillions of OVR Lands will be defined by unique and easy to remember triplet of english words. To achieve this result we used a word list extracted by Google N-Grams containing 20K of the most commonly used english words.

4.2.5 Private Utility Layer and Public Utility Layer

OVR Land property is the fundamental substrate for the whole OVR tokenomics. Total control on OVR Lands content is granted to OVR Owners as it underpins the existence of the economic incentives of our ecosystem. This space is defined as the Private Utility Layer.

OVR aims to become the reference decentralized platform for AR content, with such a vision while establishing the Private Utility Layer we also need to enable the creation of contents that have a public scope and are not privately owned.

There are contents that have public utility but cannot be created and maintained by private owners of single OVR Lands, both for lack of coordination between individual owners and lack of sufficient economic incentives. Some examples of such contents could be: information on public buildings and services, infrastructures, public institutions. For this reason we decided to create the Public Utility Layer, it will coexist on the same coordinates of the hexagons of the Private Utility Layer but will not be owned by any entity.

Public Utility layer will also be the kickstarter for the utility of the OVR Platform, we will populate it with the whole Wikipedia's geolocalized knowledge corpus. Informations will be presented to the final user both by using AR superimposition and by a virtual assistant powered by state of the art NLP technologies* trained on Wikipedia knowledge corpus.

Wikipedia knowledge base, virtual assistant AR Asset and trained Neural Network for NLP will be maintained by OVR BlockProducers**.

4.2.6 OVR Lands Token After First Acquisition

A user can buy an OVR Land owned by another user through the decentralized marketplace following the dynamic of demand and supply. In this case there will be **only a fee (5%) applied on the transaction and not redistribution activities** (a 5% fee applied from the system).

*Please refer to chapter [OVR Assistant](#) for more details.

**Please refer to chapter [OVR Nodes](#) for more details.



4.3 Marketplace

The OVR marketplace is **decentralized** and **managed** by smart contracts. The main function is to facilitate the intersection between supply and demand for every digital asset that can be traded on the OVR platform.

All transactions are handled in OVR tokens and the smartcontract ensures decentralized assets exchange.

4.4 OVR Lands: Buy, Sell, Rent

BUY

After the closing phase of the ICO using the OVRs ("token"), the OVR Land can be purchased on the OVR Marketplace through an ascending price auction with a starting price of 1 OVR. If an OVR Land has already been purchased and has been put on sale on the marketplace, it will be possible to buy it at the proposed value. OVR Land is compliant with the **ERC-721 standard**, thus the token can also be stored and sold peer-to-peer on platforms outside the OVR Platform.

SELL/RENT

The OVROwners can sell or rent their OVR Lands at any time using the marketplace features. The OVR Lands are sold or rent with the existing OVRExperience.



4.5 OVRExperience: Buy and Sell

Community users can develop AR experiences with SDK OVR based on Unity3D and can then decide to sell it on the marketplace.

The asset storage takes place on IPFS OVRNodes.

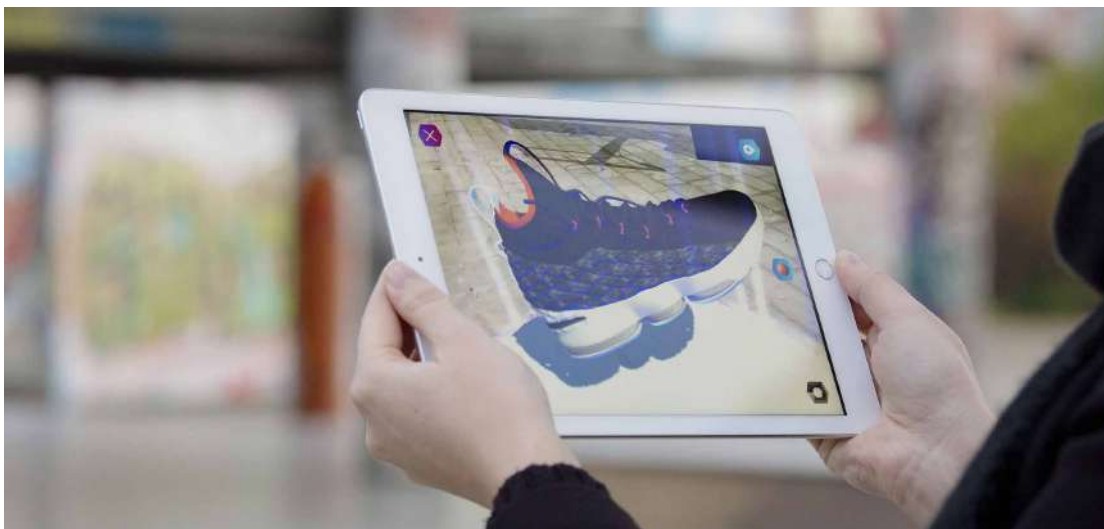
The amount desired is passed on from OVR Owner to Content creator upon association OVRLand->OVRExperience. The smart contract guarantees the correctness of the transaction.



4.6 OVRAdv: Buy and Sell

The functions offered by the SDK contain the objects required to manage promotional items such as 3D virtual banners or, generally, plans with dynamically assignable textures to give the advertisers the possibility to insert their promotional elements.

The marketplace manages the buying and selling of these spaces on a time basis or on performance.



5.1 OVR Geo Positioning and Tracking

5.1.1 GPS Issues

The OVR app aims at making the users live various AR experiences depending on where they are. For this reason the app uses the GPS device data to track the user's geographical position.

The data obtained from the GPS report the geographical coordinates and the relative accuracy level. The value of this last data does not allow a precise positioning of the AR contents. Moreover, in addition to the metric accuracy error, there is a percentage uncertainty not guaranteed in the location; this causes a potential reception of anomalous data, which also deviates a few tens of meters from the actual position. An augmented reality experience that relies only on GPS for anchoring content is approximate, uncertain, and not sufficiently stable.



5.1.2 New Positioning Technique – The Fourth Dimension

The first development phase focused on the matching between localization and coordinates of the hexagonal OVRland, and then moved on to work out a method for positioning contents in an augmented reality beyond the GPS limits.

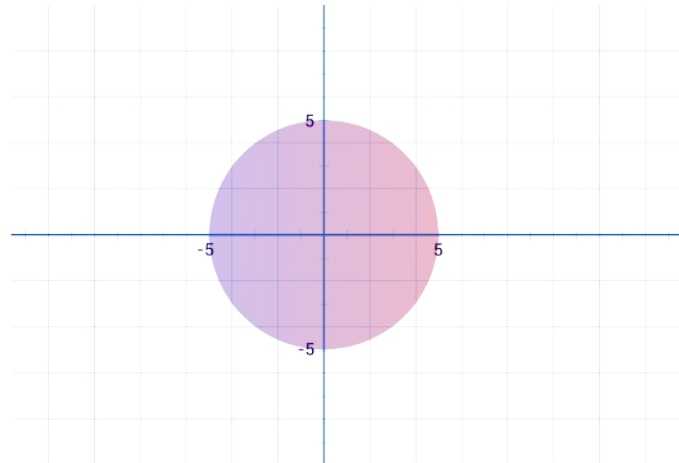
The logical concept is to merge two positioning technologies: SLAM, with high local accuracy, and GPS, which works at a global level, so as to identify similar data and cancel anomalous data.

SLAM is a technology that, thanks to the use of a camera, recognizes key elements of the framed environment and to create a three-dimensional point map. This map allows you to calculate the camera position very precisely compared to other physical objects around it. The conceptual innovation that led us to an optimal result was to understand that, SLAM technology makes it possible to add a variable to the GPS information that was not usable so far: **time**.

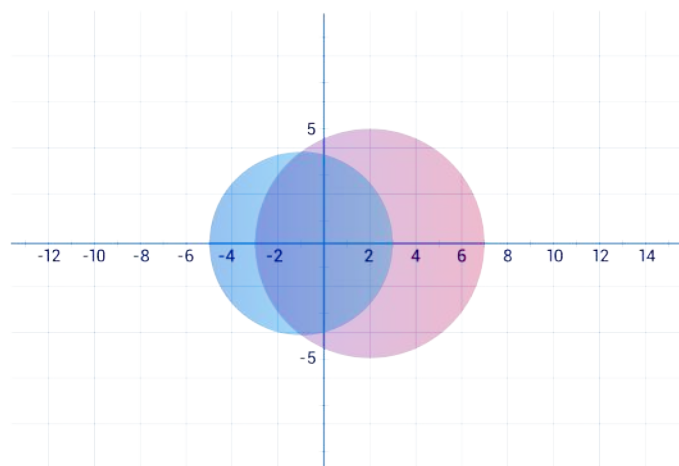
In fact, the system detects GPS data recorded at a specific point in time and compares them with those surveyed at the later moment. This is made possible by checking any modification of local positioning data returned by the SLAM technology.

Example

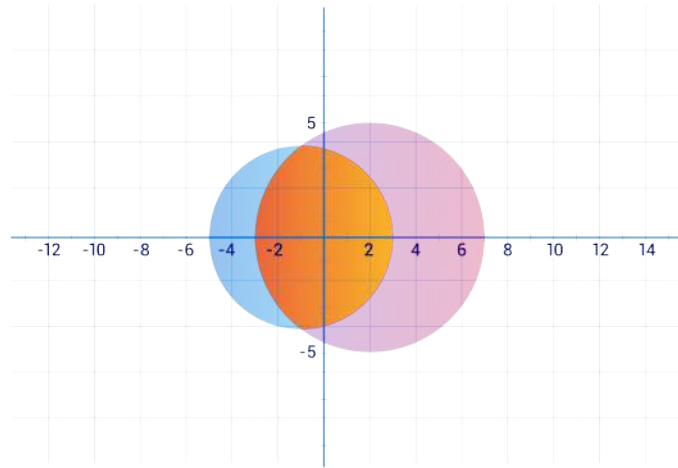
We assume that the user is using his device in a given geographical position. Following the activation of the GPS and the framing of the surrounding environment by means of the camera, two data blocks are identified: the position in geographical coordinates, and the position of the camera relative to the framed environment. We assume latitude α , longitude β and a position related to the surrounding environment equal to coordinates in metres $x = 0$ and $y = 0$ (point of origin). The GPS reports a hypothetical accuracy datum of 5 meters.



If the user moves two meters to the right, given the accuracy of the SLAM technology, the coordinates of the position become $x = 2$ and $y = 0$. The expectation is that the GPS also registers the same position but, given its inaccuracy, notifies a shift of one meter in the opposite direction with an accuracy of 4 meters.



The purple area represents the expected GPS data, the blue the recorded ones.



Analyzing them independently we have no possibility of understanding which of the two data shows the information of the correct user coordinates, but intersecting the uncertainties of the two data we identify a more accurate uncertainty area (orange area). The geolocating datum is then approximated at the center of the intersection zone. The consideration of more than two recorded moments allows to constantly improve the determined position provided by the GPS.

5.1.3 Target and Scanning

This technology makes it possible to better compensate for the inaccuracy due to GPS geolocation technology without additional tools, technologies or methodologies that help to correctly position the virtual elements in the world.

Two possible techniques have been identified. The first involves the use of a graphic "Target" recognizable by the system. Given its size, position and exact inclination in the world, the "Target" can provide the device with its correct geographical coordinates.

We assume that we are in a historical square where, on a façade of a building, a fresco has been painted, or, in front of the door, at a shopping center where a sign is affixed. Framing one of these images, if previously uploaded to the system, the app is able to recognize these images thanks to the use of computer vision algorithms (SIFT / SURF).

These technologies provide the inclination with which we are framing the "Target" images and, consequently, the direction in which the user is positioned relative to the latter. By also entering the "Target" image size, you can calculate the exact distance between the target and the device (user). In this way we obtain the relative distance vector (offset). Adding the information previously obtained, that is the geographical position of the image and its inclination, to the relative distance vector you can easily calculate the exact geographical coordinates of the device.

Once these coordinates are obtained, SLAM technology proceeds with anchoring the contents, which can be positioned at the desired point with higher precision compared to the information given exclusively by GPS.

The second methodology for the recognition of the user's coordinates consists of the prior scanning of the place of interest by recording the points that the SLAM uses to anchor the contents.

To use this technique, a figure is required (OVRLandscanner) that goes to the physical place during the development phase and that, through the OVR app, scans the surface where you want to show the experience. The information collected (position and scanned points) provide a precise map of the environment in which the augmented reality contents will appear.

5.1.4 Next Development

New generation GPS, GNSS, is already present on the market and represents a possible strengthening of the methods adopted for OVR. SLAM technology is in constant development and the implementation of 2D image recognition or 3D models would improve the AR experience. Bluetooth Beacons, on the other hand, will allow accurate for location recognition even in places where GPS does not provide accurate data, such as building interiors.



5.2 The OVR SDK and Unity 3D

OVRContent are developed in the Unity3D* and the OVR SDK permits to implement the OVR platform functionalities.

OVR SDK permits to manage:

- OVRUser Wallet transactions calls
- Preview the OVR Lands spaces on the editor to manage the correct 3D assets positioning and spatial borders
- Manage AR persistence
- Manage AR shared experience
- Interactions with gateways like infura** and oracles
- Manage resources limits provided by the OVR client app
- Desktop side OVRContent preview.
- Avatar integration and knowledge management

5.3 IPFS and OVRNode

OVR assets are hosted by the OVRNodes powered by a P2P IPFS*** protocol ensuring storage decentralization. In the first phase will be bootstrapped 40 private nodes dislocated in different geographical areas maintained by OVR team.

Subsequently an update of the OVRNode software will introduce the automatic remuneration of the nodes based on the storage and the bandwidth shared by private users. The OVRLand owner pay an hosting fee used to proportionally revenue the OVRNodes based on total bandwidth used.

5.4 OVR Land scanner

The OVR SDK allows the content creator to define the tracking modalities of the AR experience. The most precise mode provides a pre-scan of the OVRLand with the help of the mobile OVR app. The OVRLand scanner is a community user paid by the OVRLandOwner to scan with the assigned OVRLand. This service is purchased through a marketplace where the OVROwner defines the willingness and the price reserved for the interested OVRLand scanner.

* <https://unity3d.com/>

** <https://infura.io/>

*** https://en.wikipedia.org/wiki/InterPlanetary_File_System

5.5 Sidechain

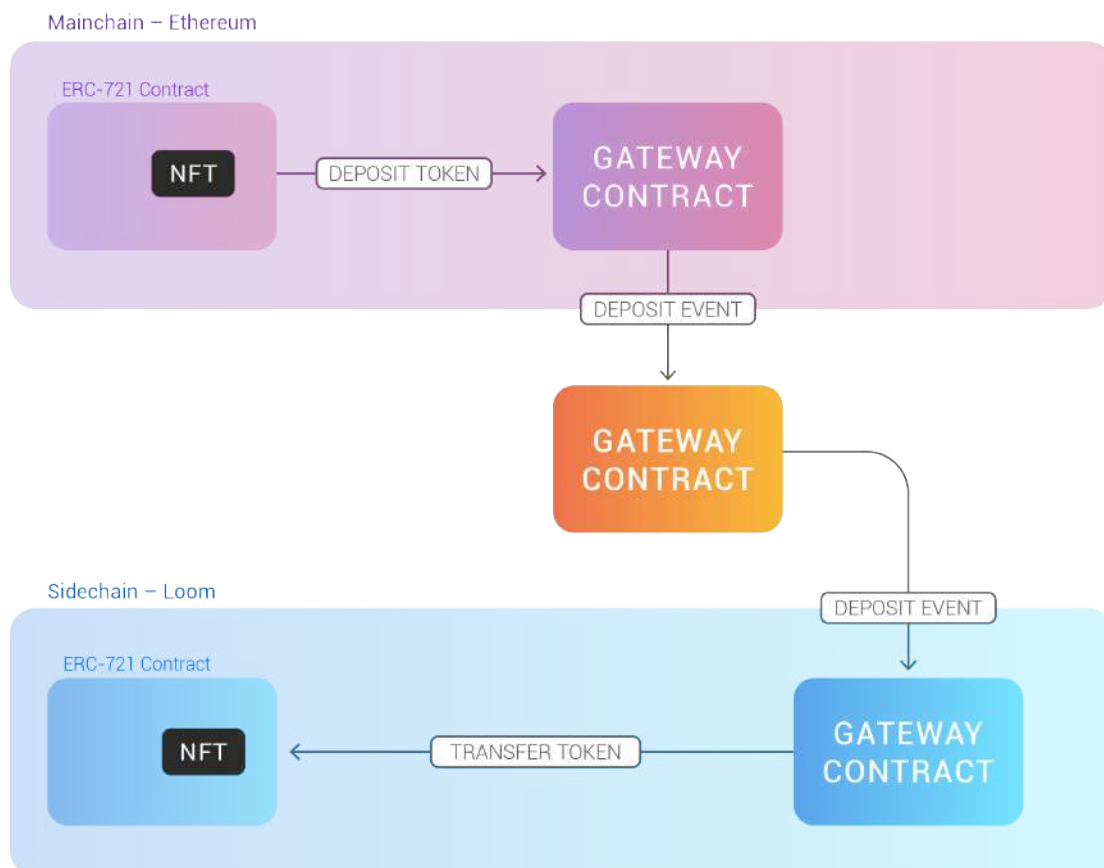
We selected Ethereum to deploy our decentralized platform because as stated by Loom Network: "Ethereum already won the race to become the foundation of Web 3.0". Ethereum remains the most robust smart contract platform in existence. Of the top 100 tokens by market cap, 96% are built off Ethereum. Of the top 1000 tokens, 89% are built off Ethereum*.

Ethernode reports over 9,000 active nodes and looking about the community of developers, Truffle, a development environment and testing framework, is downloaded with an average of 100,000 a month with a 1M of lifetime downloads since its release in May 2015. However today, Ethereum is limited in terms of throughput (approx. 25tx/s) and gas costs are prohibitive for a high volume of transactions.

Due to this scalability and costs limits we decided to integrate in OVR project a sidechain technology bridged to the Ethereum mainnet. While the ownership of OVR Lands will be granted and transferred only on the Ethereum main chain, all of the interactions with the OVR Land will take place in the more scalable and cost effective Loom sidechain.

Thanks to Loom Network OVR token holders will vote for a limited number of nodes delegating the block production. Like EOS blockchain the idea is to implement a DPOS (Delegate Proof of Stake) consensus method to radically scale up the number of transaction for seconds and to avoid the gas cost. The security is guaranteed by the Ethereum thanks to bridging smart contracts that permits to securely exchange tokens from the mainnet to the sidechain and vice versa.

Blockchain infrastructure



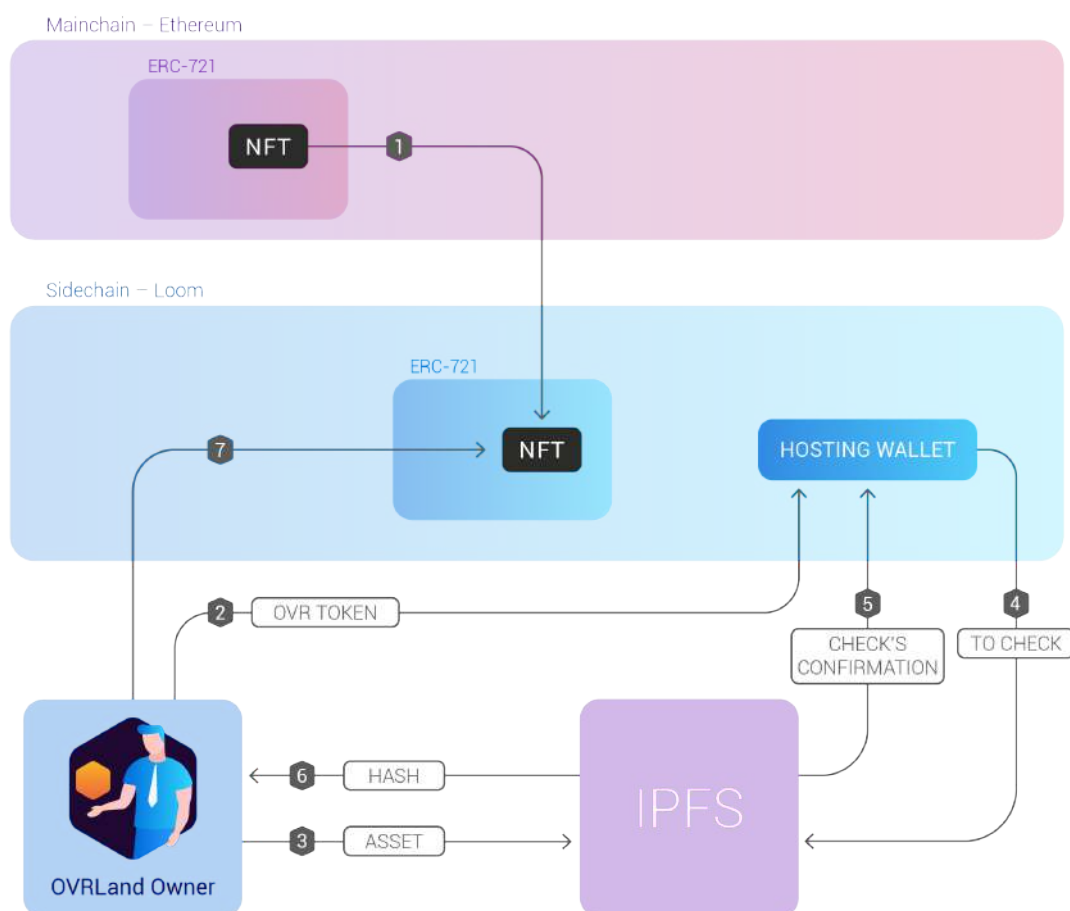
*<https://coinmarketcap.com/>

OVR sidechain does not use transaction fees to pay the infrastructure since the cost of operating a DPoS* consensus protocol is orders of magnitude lower than with PoW. No electricity and costly computation resources are employed in order to create new blocks. Cost for the infrastructure will be covered by Hosting Fees and OVRLand exchange Fees**. In the unlikely case those sources will not be sufficient we will introduce the same financing model used by EOS (1% early inflation on monetary mass). In this way OVR members can freely and quickly transact tokens. Thanks to the DPoS sidechain the mobile experience is enhanced removing the friction subject to blockchain and fee mechanics understanding. OVR users will have a user experience similar to the web 2.0 improving in this way the mass adoption.

Sidechain security:

- A constant Merkle proof checkpoint of the actual sidechain state to the Mainnet
- A challenge period to exit the tokens from the sidechain to the mainnet. During this period anyone can provide proof that the person trying to withdraw tokens is not the valid owner submitting a Merkle proof.

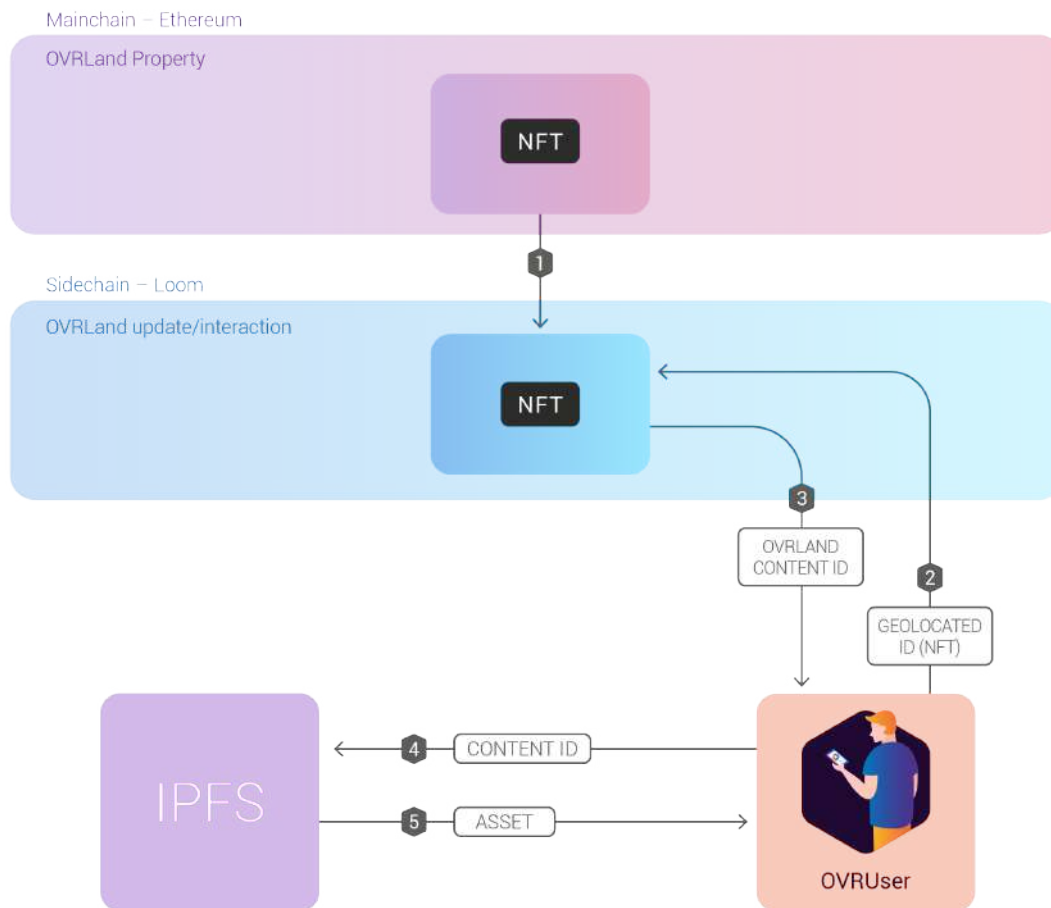
Blockchain infrastructure – OVR Owner



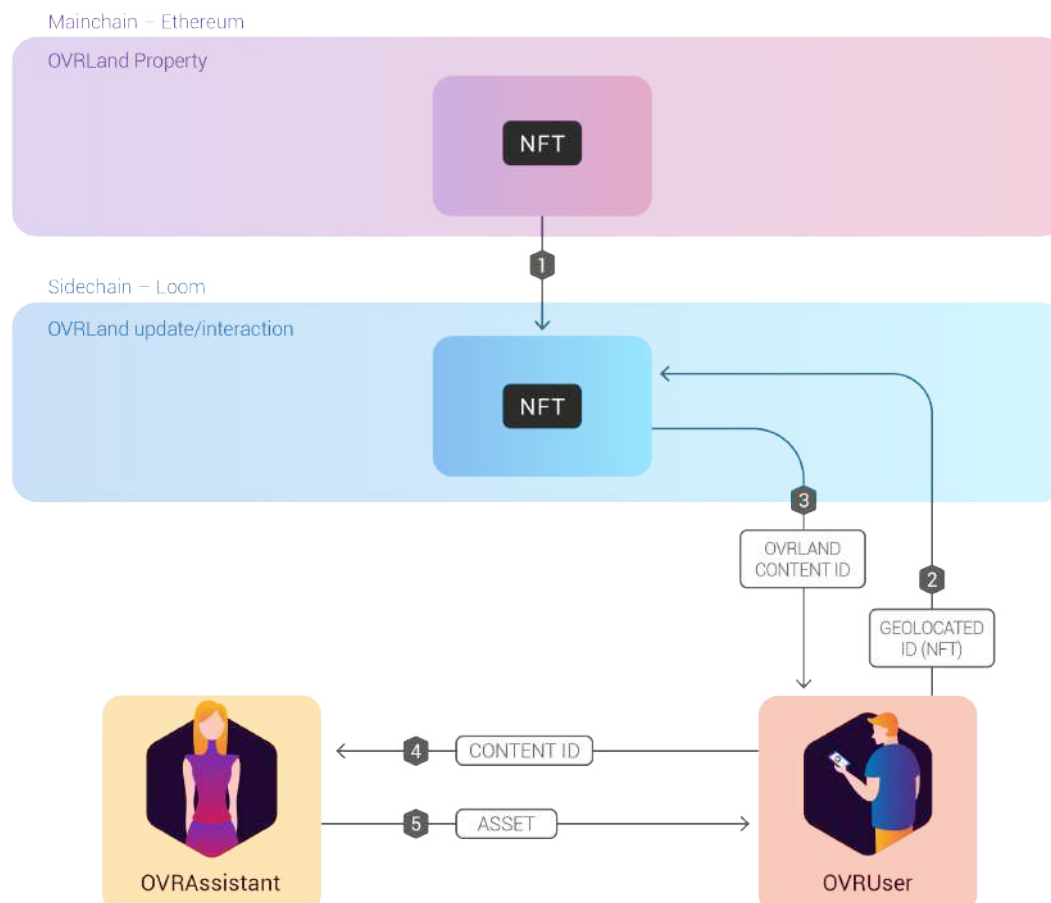
*https://it.wikipedia.org/wiki/Delegated_Proof_of_Stake

** Please refer to chapter [Token Economics](#) for more details.

Blockchain infrastructure – OVRUser (private)



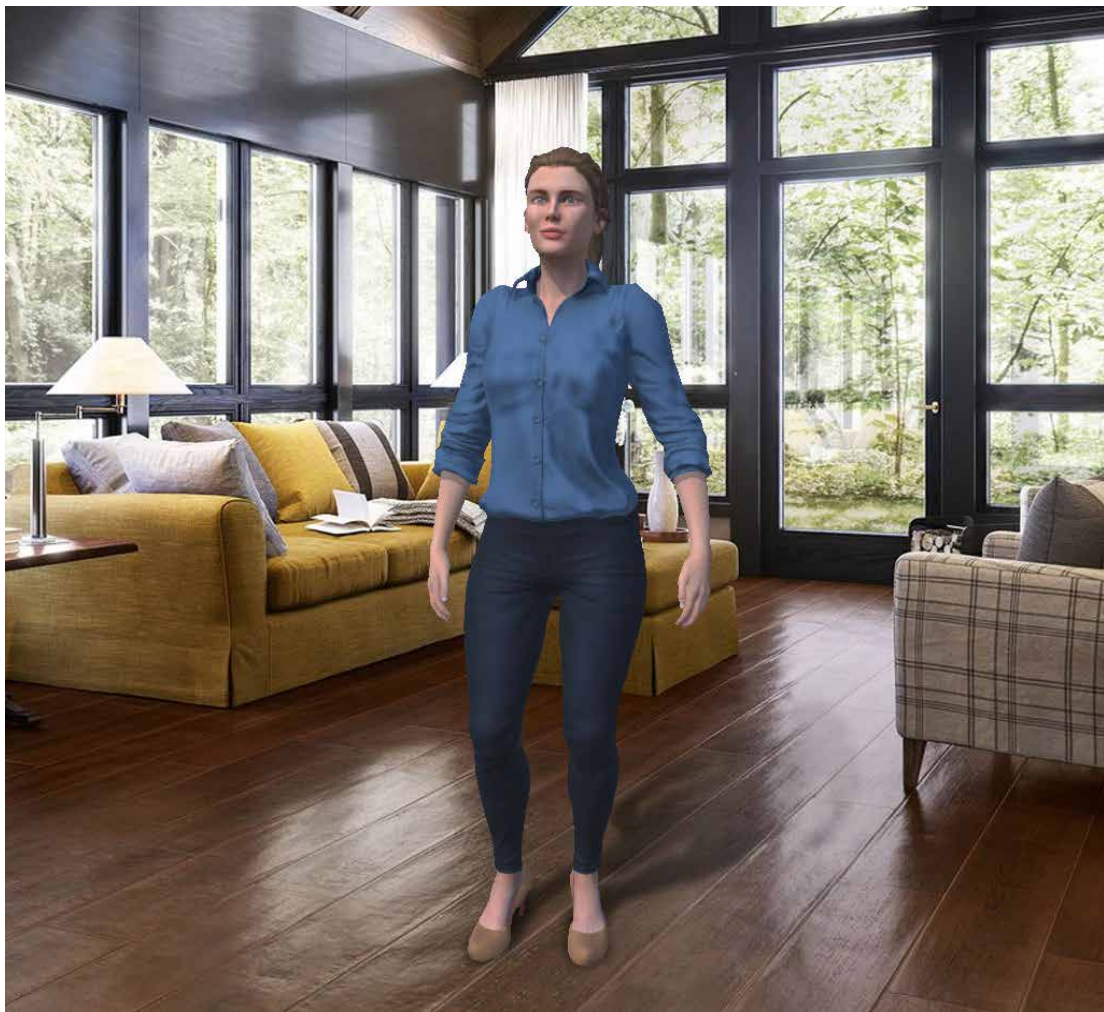
Blockchain infrastructure – OVRUser (public)



5.6 OVRAssistant, the Plug and Play AI avatar

5.6.1 What is the OVRAssistant

The OVRAssistant is a 3D realistic human avatar who use artificial intelligence, speech recognition and speech synthesis to give geospatial contextual informations with a neural network trained on Wikipedia corpus and a programmable knowledge managed by the OVRLand owner. The way the OVRUser can interact with the Avatar is by voice. Some examples of the OVRAssistant interactions are: answering questions, guide the user to POI (Point of interests) near him, move himself on the OVRLand, change his position based on the OVRUser activity, invite the OVRUser to follow him, change face expressions, point in a direction, navigate a user inside a shop. The OVRAssistant appears superimposed on the current view of the real world like the augmented reality experiences and can coexist with the OVRContents anchored to the OVRLand.



5.6.2 OVR Virtual Assistant Natural Language Processing (NLP) technologies

The virtual assistant will be powered by text to speech and speech to text algorithms, interactions will be by spoken natural language, no typing will be required. Virtual Assistant's intelligence will be powered by an ensemble of different NLP technologies that can be used both independently or jointly:

- **Tree search model:** this is the simplest and most common NLP technique used to power a virtual assistant, questions and answers are structured inside a nested tree structure and the Virtual assistant exploits such an hardcoded knowledge to interact with the user.

Tree search model sample

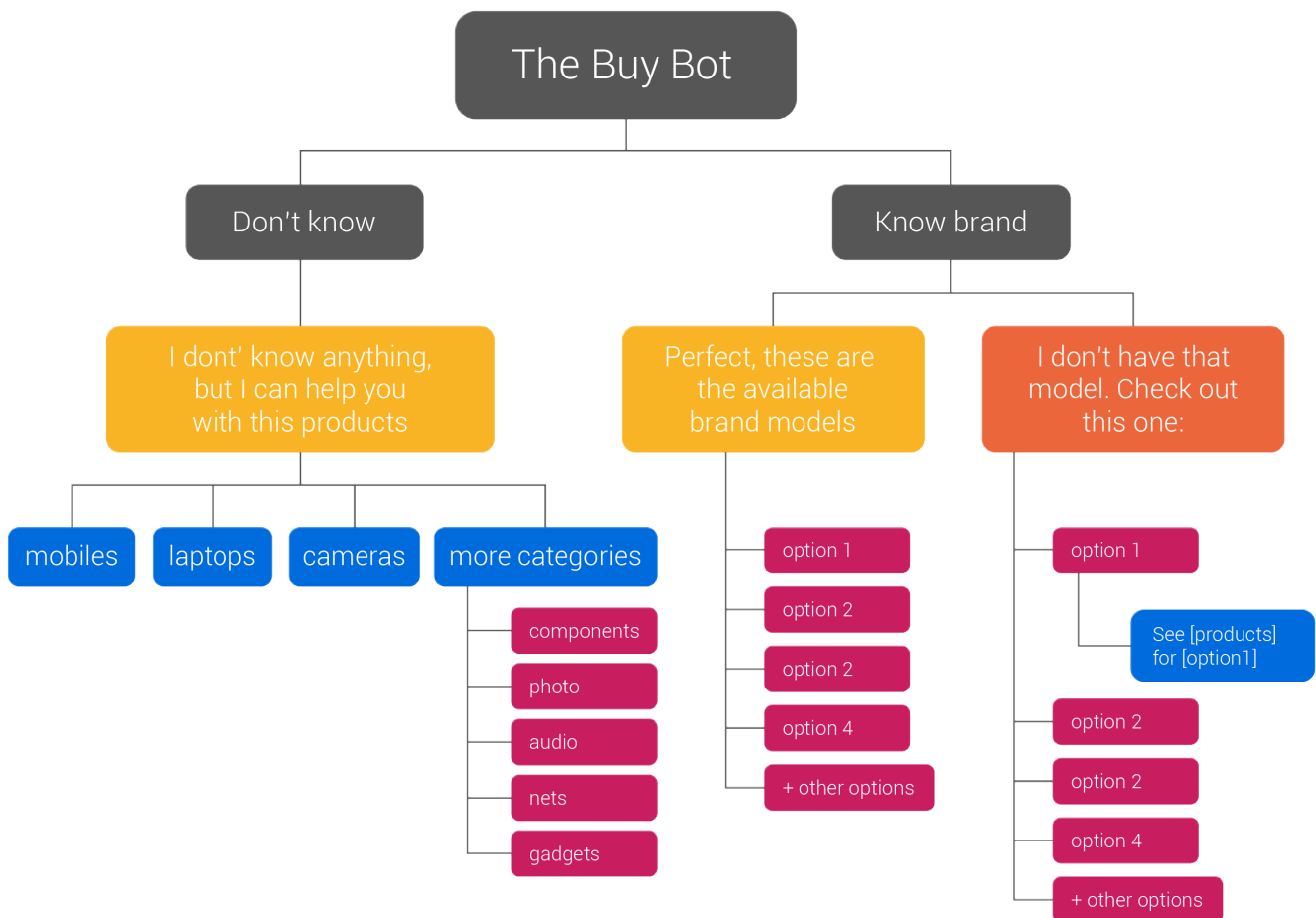
Legend

button

text

carousel

help text



Sample of tree search model.

- **Local pattern recognition Question Answering System:** OVR uses state of the art NLP algorithms built on BERT*, a deep neural network developed by Google AI. BERT is the first deeply bidirectional, unsupervised language representation, pre-trained using only a plain text corpus on the whole English Wikipedia corpus. Pre-trained representations can either be context-free or contextual, and contextual representations can further be unidirectional or bidirectional. Context-free models such as word2vec or GloVe generate a single word embedding representation for each word in the vocabulary. For example, the word "bank" would have the same context-free representation in "bank account" and "bank of the river." Contextual models - like the one used by OVR - instead generate a representation of each word that is based on the other words in the sentence. Such an architecture reaches super-human performances on open Q&A tasks. An example of BERT's performance on the open Q&A benchmark dataset for NLP developed by Stanford University:

Stanford Question Answering Dataset (SQuAD)

Passage

Super Bowl 50 was an American football game to determine the champion of the National Football League (NFL) for the 2015 season. The American Football Conference (AFC) champion Denver Broncos defeated the National Football Conference (NFC) champion Carolina Panthers 24–10 to earn their third Super Bowl title. The game was played on February 7, 2016, at Levi's Stadium in the San Francisco Bay Area at Santa Clara, California.

Question: Which NFL team won Super Bowl 50?

Answer: Denver Broncos

Question: What does AFC stand for?

Answer: American Football Conference

Question: What year was Super Bowl 50?

Answer: 2016

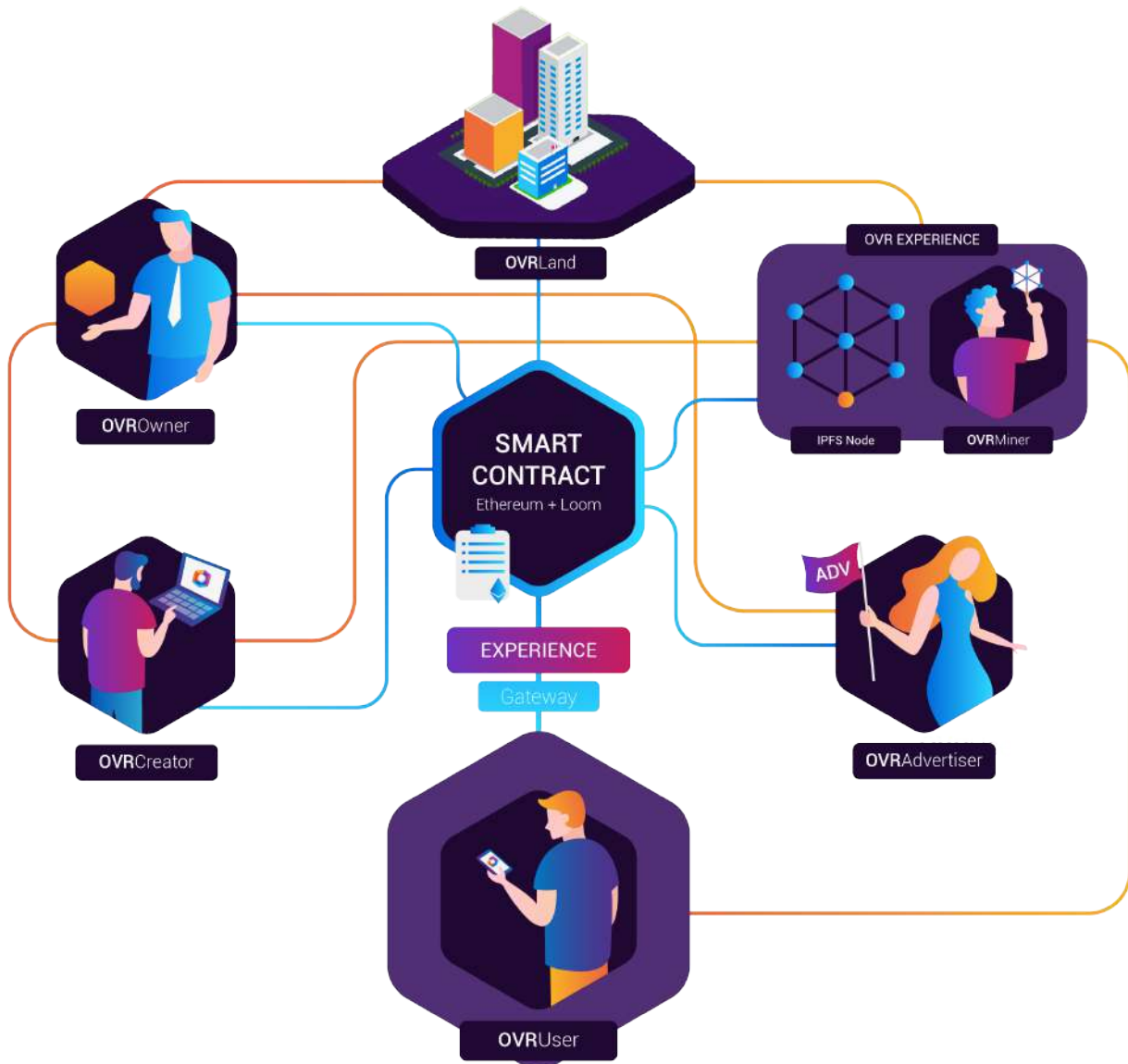
OVR AI Virtual Assistant will be Plug & Play, Virtual Assistant's interactions can be fully customized by simply uploading a text file containing the knowledge that need to be delivered in the specific circumstance. Both the Text to Speech and the NLP technologies are already functional on the MVP app. The features will be under continuous development in order to improve ease of configuration by the owner and vastness of possible interactions between the Virtual Assistant and the final user.

*<https://arxiv.org/abs/1810.04805>

06 Token Economy

The OVR token is a utility token based on the ERC-20 standard, and acts as an exchange medium in the whole OVR ecosystem.

The token makes it possible to fully leverage the Ethereum Blockchain and easily integrate with the existing infrastructure (i.e. wallets & exchanges).



— dapp Transaction

— Relationship between the roles involved

6.1 Two kind of tokens, one ecosystem

OVR Token Economics it's based on the utilization of 2 different kind of tokens, OVRToken and OVRLand. OVRToken is a **fungible** token (ERC-20) that will be distributed during the ICO and will be the only mean of exchange of value inside the platform. The OVR Token is used to interact with the platform in the following ways:

- Buy OVRLand;
- Buy products on OVR marketplace to create your own OVR experience;
- Pay an OVRCreator to build an OVRExperience for you;
- Get paid in OVR by users that want to interact with the experience:
 - User may pay to make the experience start;
 - User may pay to buy products from OVRExperiences.
- Get paid by advertisers;
- Virtual space rent
- Pay per view/interaction
- Use all services present on the OVR platform and marketplace.

OVRLand it's a **non-fungible** token (ERC-721) which will represent the ownership of Virtual Lands. The first opportunity to use OVRTokens will be the OVR Lands acquisition*.

6.2 Token Economics

All of the economic activity inside OVR will be based on OVRToken exchange, funds for the kickstart of the platform and it's community will be mainly based on the ICO. The other form of financing for the first development of the community will be the OVRTokens collected from the OVRLand distribution, such funds will be fully used for Users and OVROwner acquisition*.

Long term financial sustainability of the platform will be granted by two different and uncorrelated token streams:

OVRLand exchange fees: every time a OVRLand NFT is exchanged a 5% fee is applied to the transaction value.

OVR Content exchange fees: a transaction fee of 5% will be applied on all OVR Asset exchange

OVR Publisher exchange fees: a transaction fee of 5% will be applied to all revenues generated by leasing out OVRLand to publishers and advertisers

IPFS Private Utility Asset Hosting fees: AR and VR assets will be stored on IPFS, nodes hosting the assets will be remunerated by OVRLand Owners with OVR Tokens, placing Private Utility Assets on OVR Lands will have a cost of 1\$ per month paid in OVR tokens - per month with a cap of 100 Mb for each Land, half of the collected tokens will be used to remunerate the IPFS service providers, the other half will be used for: remunerate the network maintainers, develop the platform software and to constantly expand the userbase.

*Please refer to chapter [OVR Lands Token First Acquisition Mechanic](#) for more details.

6.3 Network maintainers

OVR Nodes: as mentioned in the sidechain chapter, in order to grant free transactions to final users and a scalable infrastructure all of the transactions but the OVRLand exchange will happen on an Ethereum Network sidechain called Loomx. The sidechain has a DPOS consensus system requiring Blockproducers to verify and sign transactions on each block.

Blockproducers will also have the responsibility to:

- Store and broadcast Public Utility Layer content
- Monitor IPFS nodes for the availability of the Private Layer Assets

Blockproducers activity will be remunerated by OVR tokens for their activity.

Minimum hardware requirements to become a OVR Blockproducer are estimated to be the following:

- 80 Gbs RAM
- 4-8 vCPUs
- 2 TB of SSD Storage
- High Bandwidth

The cost of such an infrastructure is currently 5-8 K. According to Moore's law the above mentioned cost will be recursively cutted by half every 18 months.

Number of elected block producers will be 11, for a total system cost between 55K and 88k per year, additional costs for on-hold block producers can be estimated to 60k for a total annual maximal cost for infrastructure of 150k.

6.3.1 OVR Voters

Loomx DPOS consensus protocol is inspired by EOS, OVR token holders will be able to vote for their preferred block producers. In order to vote a block producer tokens will have to be staked – meaning that will be frozen and not available for transfer –, in order to compensate the OVR token holder for the temporary unavailability of his tokens and the cognitive burden of selecting the block producers they will be remunerated with a fixed percentage - avoiding bribing incentives - of voted block producer rewards.

6.3.2 OVR Core Team

All of the OVR software will be completely opensource and the community will be invited to contribute, despite this we're aware that in order to maintain quality, throughput and complete independence from industry sponsors in an open source project, the project itself needs it's independent founding source. For this reason we budgeted a minimum of 500 K per year, covering expenses for 10 FTE developers that will be financed by the above mentioned continuous funding streams.

6.4 Expected financial streams in the first 5 years

As mentioned in the Token Economics Section the platform will rely on 2 main streams of revenues:

6.4.1 IPFS Private Asset Hosting Fees

Total number of Point Of Interest (POI) counted from Open Street Map* database are roughly 65 Mln with an average surface of 1500 Sqm that accounts for 5 Lands (300 sqm) each POI.

ICO funding and first OVRLand distribution will allow for the acquisition of 80 Mln users - apps installet at 1 \$ cost per acquired user - during the first 5 years, our minimal projection is that such user base combined with the plug and play solutions for business such as the AI Avatar, will create enough economic incentives for OVROwners, companies and developers to populate at least 1% of all the counted POIs.

POIs penetration of 1% equals to one Point of Interest covered each 45 users.

In such a scenario, fees collected from hosting services and available for community building and software development will be 19.5 \$ Mln at the end of the third year.

*POI mapped by open street map are just a subset of physical POIs.

6.4.2 OVRLand fees

Cashback Policy incentive to OVRLand Distribution

During the first 9 months after the ICO closing we will establish a declining cash back policy*, assuming that hard cap will be reached during the ICO and that only 50% of OVRToken holders will leverage the cash back opportunity - meaning that in the first month users will be able to acquire OVRLands with a 95% cashback – the platform will collect the following amounts of OVRTokens that will be fully reinvested in final user acquisition:

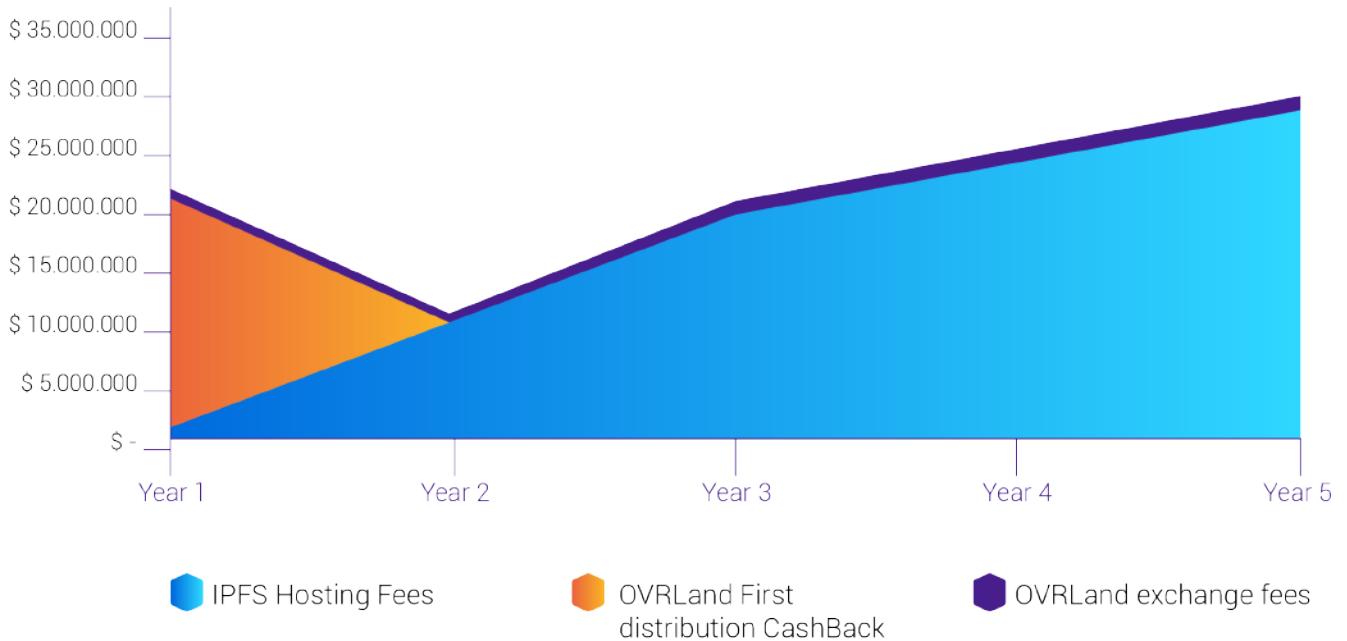
Month	Available token for ICO Participants	Cash back	Participants to cash back	Tokens for customer acquisition	Cumulated tokens invested in OVRLands
1st	409.500.000	95%	50%	10.500.000	210.000.000
2nd	384.930.000	85%	40%	24.570.000	373.800.000
3rd	356.060.250	75%	30%	28.869.750	489.279.000
4th	331.136.033	65%	20%	24.924.218	560.491.050
5th	293.883.229	55%	25%	37.252.804	643.275.058
6th	261.556.074	45%	20%	32.327.155	702.051.704
7th	236.054.356	35%	15%	25.501.717	741.285.115
8th	209.498.241	25%	15%	26.556.115	776.693.268
9th	191.690.891	15%	10%	17.807.351	797.643.093
Total				228.309.109	797.643.093
\$				27.397.093	

*Please refer to chapter: [OVRLands Token First Acquisition Mechanic](#).

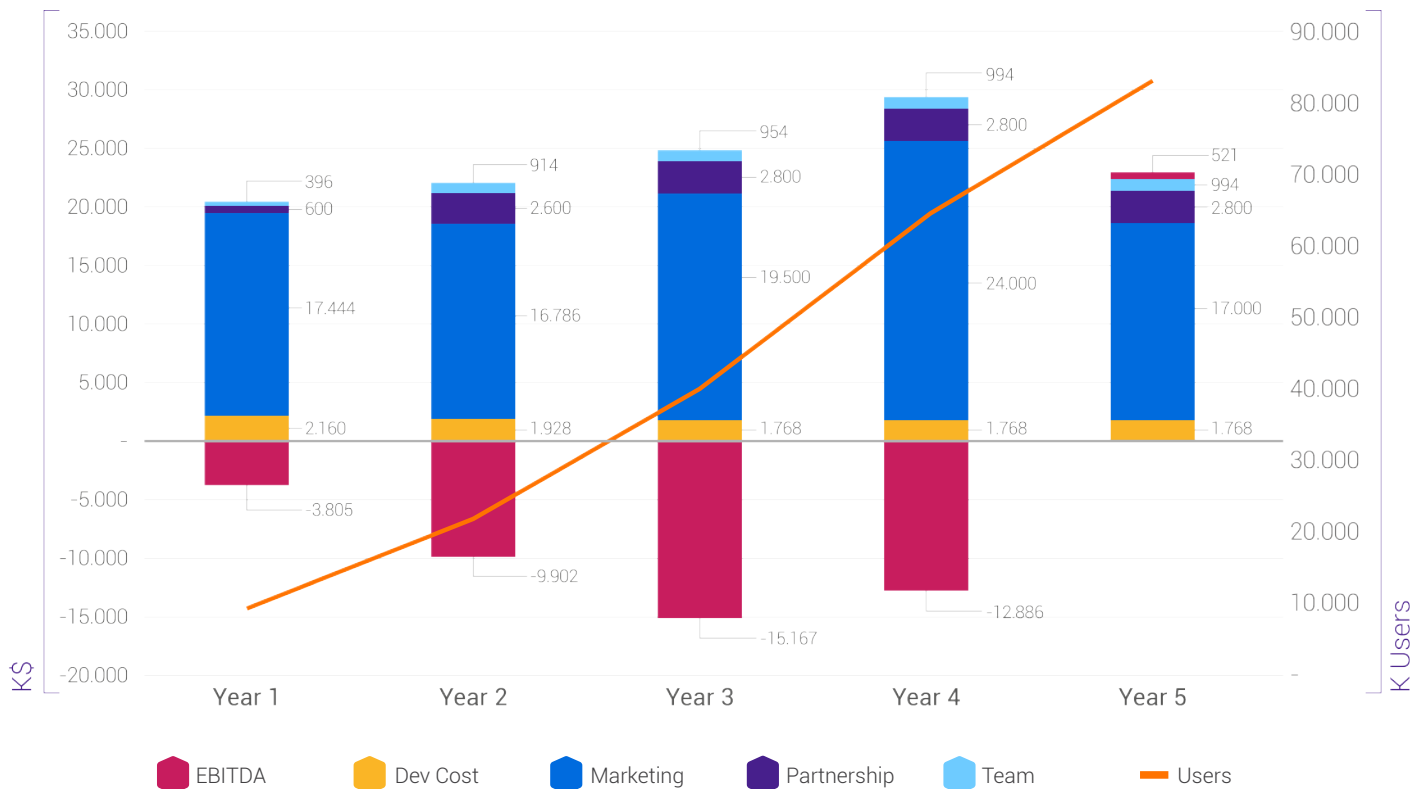
6.4.3 OVRLand Exchanges fees

Considering the aforementioned Cashback policy, in the first nine months we expect to distribute OVRLands for a minimum value of 790 Mln OVRTokens. Assuming that each year only 10% of circulating OVRLands will be exchanged between users and that the average re-sale price will be the double of the first acquisition price from the system, fees generated will be approximately 7.9 Mln OVR Tokens on the first year.

Combined financial streams of the first 5 years (OVR Token at ICO price)



Economics Forecasts



The above chart does not include revenues streams from OVR content exchange fees and OVR Publisher exchange fees.

6.4.4 OVR Lands Token First Acquisition Mechanic

The first assignment of OVR Land is based on a bidding war where every bid extends the period of closing of 24h. The first minimum value is fixed at 1 OVR with a 50% increment on the last bid value for every following bid. This method will allow for fast and reliable price discovery.

During the first 9 months from the start date of the ICO, OVR Land acquisition will be incentivised by a decreasing cash back policy. For every OVR Land purchase, after a 30 days lockup period, OVRTokens will be returned to the buying address with a decreasing ratio.

Cash Back Coefficients:

Month 1: 95%

Month 2: 85%

Month 3: 75%

Month 4: 65%

Month 5: 55%

Month 6: 45%

Month 7: 35%

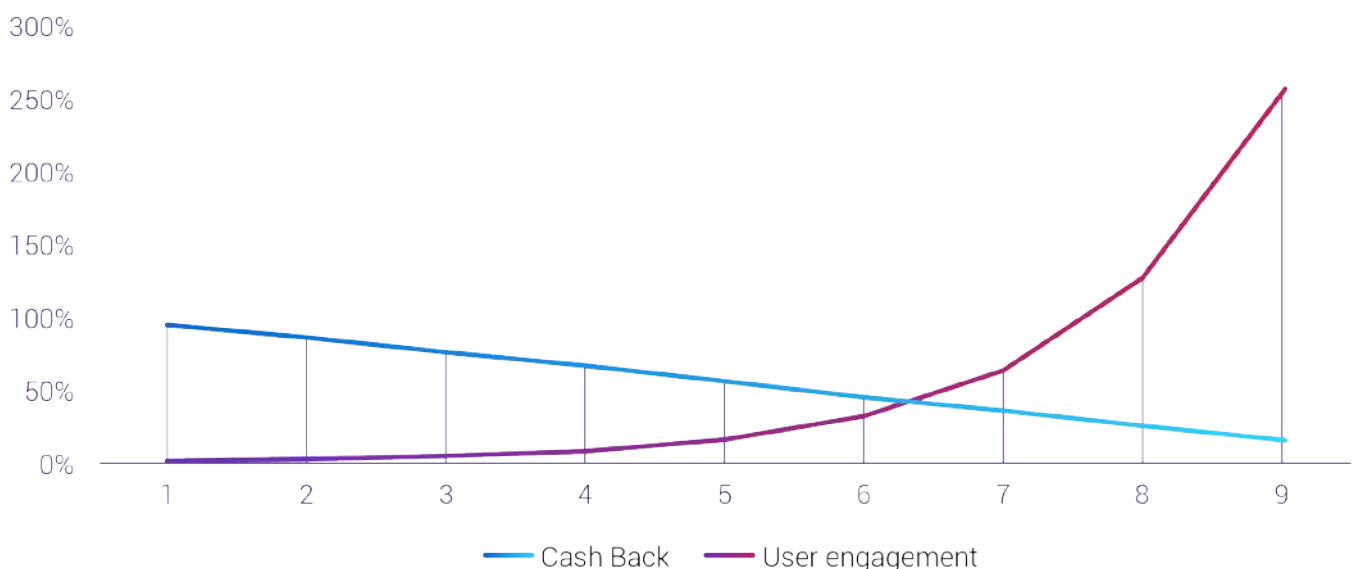
Month 8: 25%

Month 9: 15%

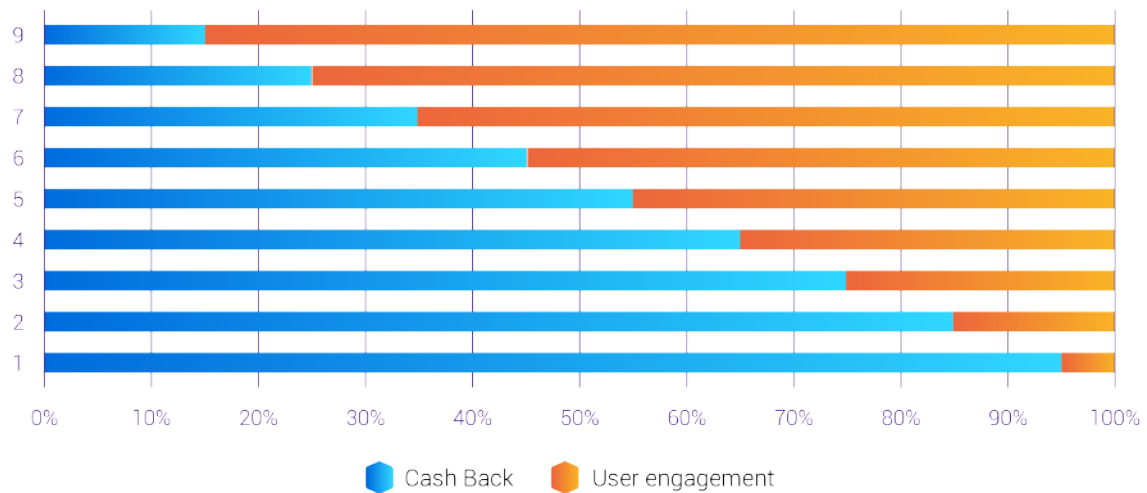
The policy is engineered to pursue two main objectives:

Maximizing OVR Land Distribution: as mentioned in the previous pages OVR Land ownership is the key element that underpins the whole ecosystem growth.

Prevent post-ICO dumping: the cash back policy will be a very strong disincentive in selling the OVRTokens. The 9 months window of the cash back policy will also allow for the tokenomics ecosystem to develop thus further supporting the OVRToken value with its increased utility.



OVRTokens not redistributed to OVRLand acquirers will be invested in customer acquisition campaigns. Such a redistribution policy will guarantee a gradual shift from sustaining OVRLand purchase to sustaining OVR ecosystem and user adoption.



6.4.5 OVR Lands Token After First Acquisition

A user can buy an OVRLand owned by another user through the decentralized marketplace following the dynamic of demand and supply. In this case there will be only a fee (5%) applied on the transaction and not redistribution activities.

6.4.6 OVR Token Rewards

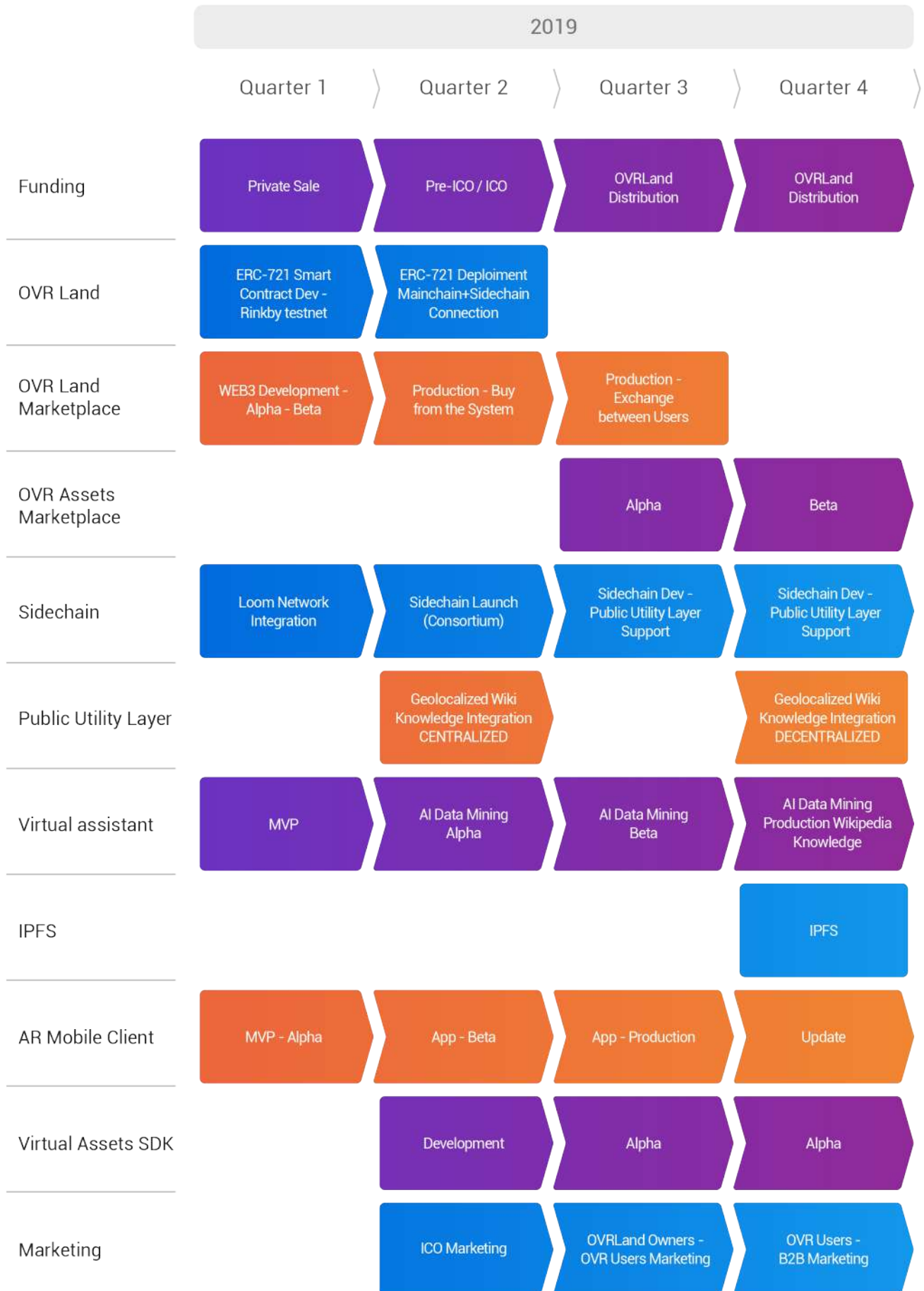
The OVR Token will also be the way to stimulate the growth of the OVR platform, rewarding users based on their interaction and value added to the platform. Token rewards will also decrease over time as the OVR platform grows.

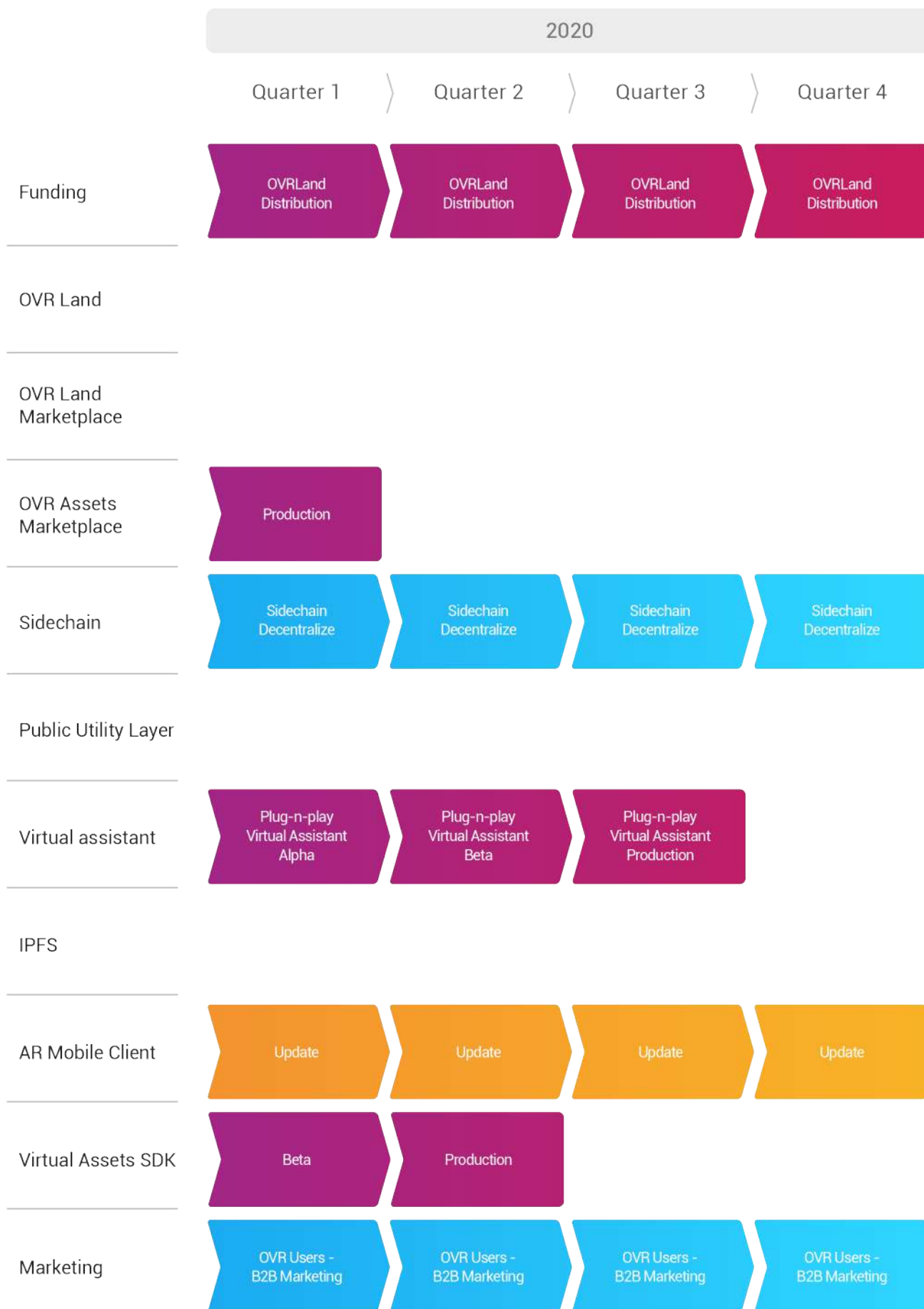
The OVR Token will also be used in bounty programs and campaigns aimed to acquire new users and stimulate their engagement with the platform:

- **Bounty (App download):** OVR Token given as a reward to users for downloading the OVR app at launch;
- **Bounty (OVR engagement):** OVR Token given as a reward to users who [create experiences] and [interact with experiences].



7.1 Roadmap





7.2 Marketing plan

Goals

1. Position OVR website as industry leader for augmented reality platform aimed at highlighting opportunities related to at OVRToken.
2. Favor a long term conversion strategy linked to the use of the app and the time spent by the user on the same.

7.2.1 Definition of Target audience

The general target audience are man and woman of different age groups. They include:

Financial investor: a type of user who seizes investment opportunities in the purchase of OVRlands and identifies a financial return on them. Has a high educational qualification aged 25 and over and their interests are related to investments and the finance of digital markets.

End User: the most heterogeneous target including types of users of different age groups, educational qualifications, geographical origin and interests. The interests to be considered as for segmentation are augmented reality and games via app. In this target you can find users interested in the purchasing of OVRlands.

Companies: a specific target with a good chance to buy OVRlands, specifically linked to their physical locations, and which see the app as one digital marketing possibility.

Digital Marketer: specific target with medium-high degree, mainly aged from 25 years over, with interests in the field of digital marketing and advertising. To be taken into consideration as he/she will be able to advice customers to invest in the target company.

Developers: a specific target that falls into subjects with, probably, a medium-high level of education, with a high percentage from 25 years on, with interest in the field of apps, software, gaming and development. To be considered as a possible content provider for the app.

7.2.2 Digital Marketing Strategy Channels - (RACE -Reach, Act, Convert, Engage)

Use the following digital platforms to attain the reference targets previously mentioned.

PHASE 1 / REACH

Content Publication and promotion with the aim of attracting users to OVR.

The communication means will be as follows:

Google ADS

1. Strategic analysis of the main search keywords related to apps and augmented reality world to assess CPC and setup multilingual ads (Initially English and Spanish);
2. Creation of campaigns on search network and display network aimed at the four target groups;
3. Create ads with A/B tests to evaluate performance.

Measurable value: Site visits.

Facebook & Instagram ADS

Setting up multilingual campaigns aimed at:

1. **Traffic:** bring people to the site or digital stores
2. **Engagement:** to entice users to interact with content
3. **Brand positioning:** to make the brand more and more recognizable.

Measurable values: Site visits, app downloads, user interactions with contents.

Listings on specific platforms for advertising on the app and possibility of monetization such as:

- a) **AdMob:** setting up promotional campaigns for the app using channels like Search for Google, Google Play, Youtube, Gmail and the Google Display Network complementary to Google ADS;
- b) **InMobi:** campaigns focused on use habits of apps downloaded from users;
- c) **ChartBoost:** campaigns focused on target players.

Measurable values: Download of the app.

PHASE 2 / ACT

Publication and promotion of content with the aim of informing users that have already shown interest in OVR.

Means used will be as follows:

Google ADS

1. Strategic analysis of collected data and navigation flows;
2. Creation of remarketing campaigns on search network and display network addressed to the four target groups;
3. Create ads with A/B tests to assess performance.

Measurable value: Visits to specific site sections, contact acquisition.

Facebook & Instagram ADS

Setting up multilingual campaigns aimed at:

1. **Traffic**: on digital stores;
2. **Engagement**: to entice users to interact with targeted content;
3. **Lead**: acquire data on users.

Measurable values: app download, user interactions with content; contact acquisition.

Advertisement on specific platforms for advertising on apps and possibility of monetization as:

- a) **AdMob**: arranging promotional app campaigns using channels like Google Search, Google Play, Youtube, Gmail and the Google Display Network complementary to Google ADS;
- b) **InMobi**: campaigns focused on use habits of the apps downloaded by users;
- c) **ChartBoost**: campaigns focused on the target players.

PHASE 3 / CONVERT

Publication and promotion of content with the aim of piloting the collected users from the ACT phase to a conversion.

The means used will be:

Facebook & Instagram ADS

Setting up multilingual campaigns aimed at:

1. **Traffic**: on digital stores;
2. **Engagement**: targeted content following the download of the app linked to marketplace;
3. Use of the **App Events** and specific campaigns based on the events completed by users.*

Measurable values: app download, interactions of users with the app.

- a) **AdMob**: arranging promotional app campaigns using channels like Search for Google, Google Play, Youtube, Gmail and the Google Display Network complementary to Google ADS;
- b) **InMobi**: campaigns focused on the use habits of the apps downloaded from users;
- c) **ChartBoost**: campaigns focused on target players.
- d) **Fyber**: cost-by-engagement campaigns in order to reward users
- e) **Unity ADS**: revenue campaigns through video insertion. This strategy can be connected to a "rewards" system related to the OVR world and therefore to encourage the user to view the advert.

*<https://developers.facebook.com/docs/app-ads>

PHASE 4 -ENGAGE

Publication and promotion of useful contents for people who are already app users such as:

- selfie related to the use of the app and sharing (eg PS Share of Playstation);
- recording of experience through screen recording and sharing (eg PS Share Playstation).

The means used will be:

Facebook

Setting up multilingual campaigns with the goal:

1. **Engagement**: targeted content following the download of the app linked to marketplace;
2. Use of the **App Events** and specific campaigns based on the events completed by users.*

Measurable values: user interactions with the app.

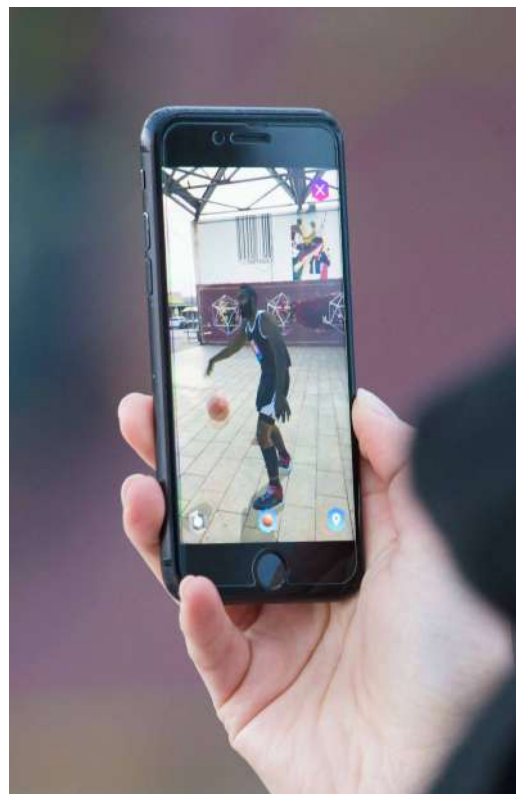
Advertisement on specific platforms for app advertising and possibility of monetization as:

- a) **Fyber**: cost-per-engagement campaigns in order to reward users;
- b) **Unity ADS**: revenue campaigns through video insertion. This strategy can be connected to a “rewards” system linked to the OVR world and therefore stimulate the user to view the advertisement.

Direct Email Marketing Support

Sending users targeted emails with weekly promotions:

- land of the week;
- experience of the week;
- discounts coupons at some brands if the experience is lived.



*<https://developers.facebook.com/docs/app-ads>

7.2.3 Branding and offline marketing strategy

Local events

Organization of local events targeted in major cities such as Milan, Tokyo, New York, Berlin, London, Sydney, Los Angeles and Paris aimed at specific segments of identified public . (Roadshow).

Exhibitions

Attendance at the most important technology-related conventions with public events speaking and demonstrations on the stand, setting up purchase and virtual simulations experience.

Media Offline

Press releases to traditional media related to brand and innovation technology. Ad-hoc press releases related to blockchain and ICO will be targeted at specific media.

Guerrilla Marketing





















































Creation of flash mobs in major cities such as Milan, Tokyo, New York, Berlin, London, Sydney, Los Angeles and Paris where they will live experiences by groups of users thus creating an attention towards passers-by who will use their Smartphone to highlight the event on their profiles social transforming it into something viral. Organization of thematic flash mobs within the brand franchises that have become early app adopters and advertisers (eg from Burger King, McDonald's, Apple Store etc) inviting people to download and use the app to live experiences related to the brand and that will give access to information, discounts or exclusive services.

Influencers

Involvement of youtubers from different countries belonging to the gaming world who will become app promoters and will highlight the possibilities of play and purchase in the marketplace.

Involvement of sports champions or high-level sports teams like testimonials that promote experiences and services related to the use of the app in sports facilities during events.

7.3 Competitor Analysis

	OVR	Arround	Arcona	Infiniverse
Fully decentralized				
Blockchain Scalability				
Sidechain integration with DPOS consensus				
Full lands availability				
Uniform lands management				
Strategic partnerships				
Avatar with artificial intelligence QA				
Deep learning for tracking and scene understanding				
Circular economy with demand/offer tasks				
Cashback system for land activity scaleup				
Intelligent realtime marketing budget geo distribution				
Business model with auto incremental user acquisition budget allocation				
AR glasses client ready				

8.1 Terms and Conditions

OVR Ltd is a company based in Malta managing the issuing of OVR utility token. The token will act as the only medium to interact with OVR, as well as to be used on services and products available on the OVR platform.

Token Sale

The token sale will be divided in three stages, with the aim to raise up to \$35 Millions (Hard cap).

- **Private Sale:** Available to private/institutional investors, with a maximum average 30% Bonus on the ICO token price;
- **Pre-sale:** Available to anyone who whitelisted before its starting date, with a 20% Bonus on the crowd sale token price; maximum tokens available for Pre-sale: 20.600.000;
- **Crowd sale:** Available to anyone for all residual tokens up to Hard Cap.

Tokens can be purchased during the pre-sale and crowdsale using ETH, the value of each OVR token being set to \$ 0,1.

The exchange rate ETH / OVR will be set 24 hours prior the Pre-Sale.

During the pre-sale, the minimum investment will be 2 ETH.

Bonus Structure and Total Supply

OVR token is a mintable token with a cap of 600 million tokens.

Tokens sold during the private sale will have a 30% discount, while during the pre-sale will have a 20% discount.

Token allocation

The token distributed during the three stages of the crowd sale will correspond to the 70% of the total supply, while the remaining 30% will be destined to the OVR core development, advisors and founding team, bounty programs and to the reserve fund.

Hard Cap: 35 Mln \$

Soft Cap: 5 Mln \$

In case Soft Cap is not reached raised ETH will be returned to contributors.

The following table summarizes the planned OVR's distribution:

Token name	OVR
Token issuer	OVR Ltd
Maximum Total Supply	700M
Max tokens to be sold in the Private Sale	430M
Token for platform development & launch	10% (lock-in up to 14 months)
OVR Liquidity reserve	6%
Tokens available for Bounties	4%
Tokens reserved for advisors & Founders	10% (lock-in up to 14 months)
Type	ERC-20
Currencies accepted	ETH
KYC required to participate in the Token Sale	Yes
Private Presale	min 100k - max 5 Mln
Pre-Sale ICO	min 2 Eth
ICO	No limits

Vesting terms for all types of tokens

Pre-sale investors: no lock-up

Public sale: no lock-up

Advisors: ¼ no lock-up, ¾ gradual vesting period from 6th to 24th month

Team: ¼ no lock-up, ¾ gradual vesting period from 6th to 24th month

Bonus Tokens: no lock-up

8.2 OVR Allocation Summary

Emission of OVR token is programmed by a smart contract running on ethereum and will be distributed as follow:

70% Available for token sales (pre-sale/ICO)

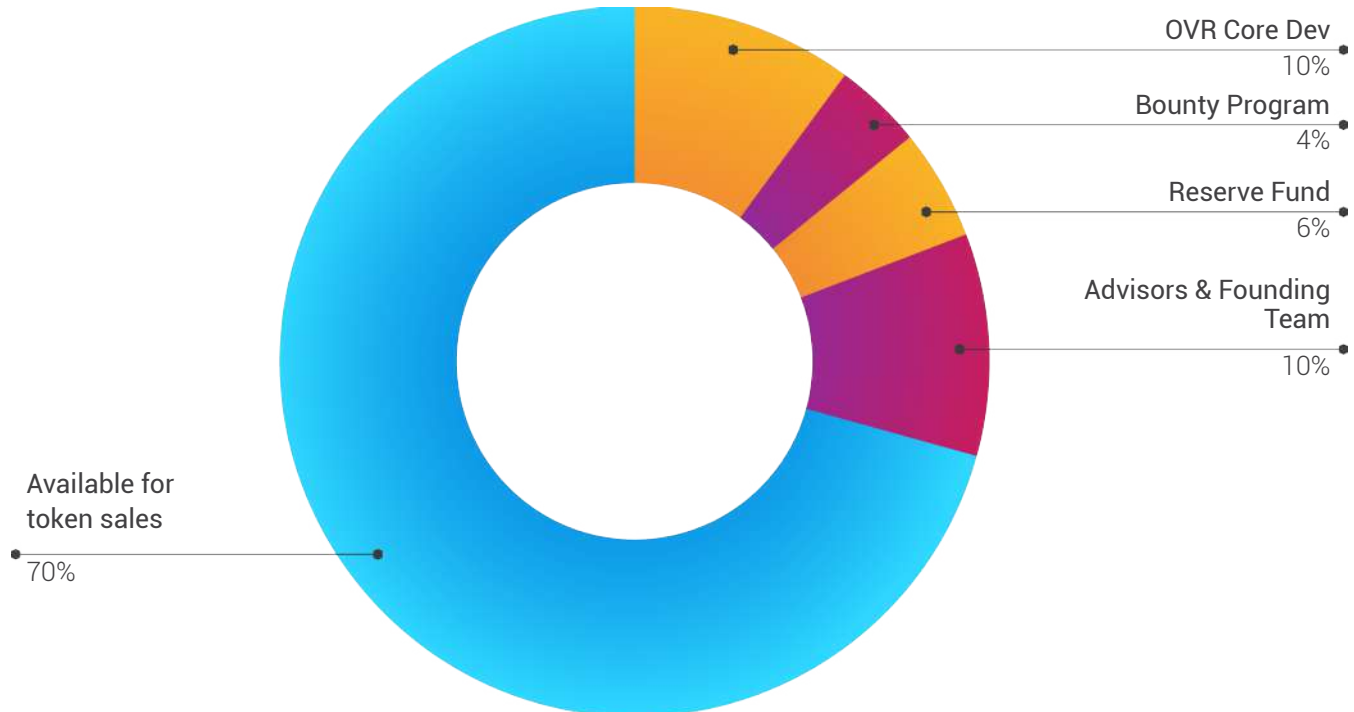
10% OVR Core Dev*

10% Advisors & Founding Team*

6% Reserve Fund

4% Bounty Program

* 3/4 of allocated tokens will be locked by the smart contract for 14 months



8.3 Uses of Funds

Funds will be used to ensure the development and launch of the platform, as well as to maximize its success and growth chances.

Development: Dedicated Dev team focused on managing the launch of OVR most amazing features. They include all expenses related to product development;

Marketing: Marketing activities to guarantee a worldwide diffusion and success.

3-Year Budget allocation:

Year 1 - 40% Initial boost to create a mass critic user base (early stage)

Year 2 - 30% Guarantee budget for user acquisition integrated with the OVR platform marketing reinvestments: (expansion stage)

Year 3 - 30% Guarantee budget for user acquisition integrated with the OVR platform marketing reinvestments (maturity stage)

Simulation with the \$ 35M hard cap reached (\$ 13.3M for marketing) and an average iOS/Android CPI (Cost Per Install) of \$ 1.00*:

Year 1 - 8.9 M users + BPUA (high) + OLFAR (low) + MFEES (low)

Year 2 - 21.8 M users + BPUA (medium) + OLFAR (high) + MFEES (medium)

Year 3 - 40.2 M users + BPUA (low) + OLFAR (low) + MFEES (high)

BPUA = Bounty programs investment for user acquisition

OLFAR= OVRLand first acquisition reinvestment

MFEES= Volume of fees income reinvested in user acquisition

Operating costs: ICO & Blockchain-related costs, general operating costs;

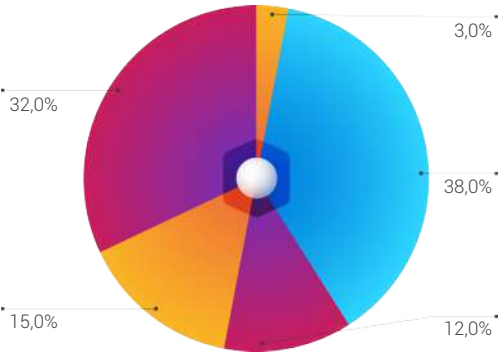
Partnerships: Investments finalized in creating partnerships and initiatives;

Legal costs: ICO-related legal costs, ensuring continuous legal compliance over the growth of the platform.

*<http://www.businessofapps.com/ads/cpi/research/cost-per-install/>
<https://www.appbrain.com/stats/android-cpi-per-country>
<https://www.chartboost.com/resources/>

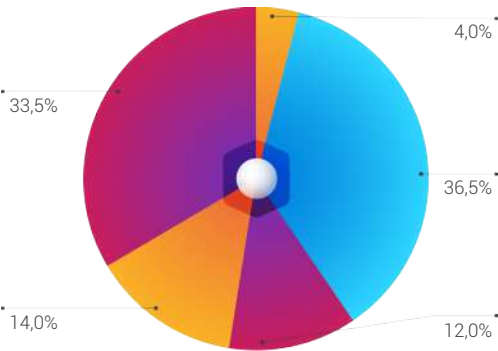
8.3.1 Budget allocation cases

Case 1



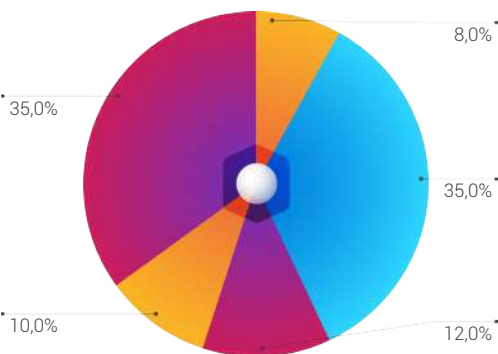
Legal	3,0%	1.050.000 \$
Marketing	38,0%	13.300.000 \$
Partnership	12,0%	4.200.000 \$
Operating Costs	15,0%	5.250.000 \$
Development	32,0%	11.200.000 \$
		35.000.000 \$

Case 2



Legal	4,0%	720.000 \$
Marketing	36,5%	6.570.000 \$
Partnership	12,0%	2.160.000 \$
Operating Costs	14,0%	2.520.000 \$
Development	33,5%	6.030.000 \$
		18.000.000 \$

Case 3



Legal	8,0%	400.000 \$
Marketing	35,0%	1.750.000 \$
Partnership	12,0%	600.000 \$
Operating Costs	10,0%	500.000 \$
Development	35,0%	1.750.000 \$
		5.000.000 \$



Davide Cuttini

CEO

Davide is a Software Engineer with expertise in augmented reality, deep learning and blockchain smart contracts. Davide has a wide experience in the development of engine for augmented reality; engine development within computer vision on mobile and embedded systems; machine learning models for videos, audio and text use. He also has interests in System Integration, and Robotics with specific application in the industrial field. He works out solutions in the industrial field for companies like Bosch and Danieli Automation and he collaborates with IBM to scale up industrial AI solutions.



Mattia Crespi

CSO

Futurist, technology evangelist, entrepreneur. Mattia interacts with innovators and innovation centers globally, to bridge research on new technologies, future ecosystems and the business environment. Technology strategist and innovation expert, Mattia is a Research Affiliate of the Institute For The Future, and a Member of the NATO ACT Innovation Hub. In 2012 Mattia founds Qbit Technologies, an award-winning Start-up, developing Virtual and Augmented Reality solutions for enterprises, after over 15 years of experience working on virtual reality and virtual worlds projects such as Second Life and High Fidelity and many virtual reality implementation projects, for both research and industrial purposes



Diego Di Tommaso

COO

Graduate in Theoretical Philosophy and MBA in SDA Bocconi with specialization in Finance at UCLA. Diego has an extensive expertise in innovation management. He has been working in the fashion industry for over 10 years with positions of growing responsibility up to the CEO. Lately collaborating with PwC as Senior Advisor working on strategy, open innovation, operation excellence and internationalization. Diego is also a startup advisor and one of the founders of Unicorn Trainers, a club focused on new technologies and startup support. Since 2014 Diego developed a specific interest in blockchain and decentralized consensus mechanics, he has been Keynote Speaker and organizer of several Blockchain events.



Michele Lucchini

DEV OPS

Two bachelor degrees in Computer Science at Udine University. His background is rooted into software development for home automation and public informations systems for Airport and Railways. Expert in web accessibility and mobile technologies, since 2014 he is the Global Head of Delivery Operations for an International Company focused on Accessibility and Digital Transformation, leading a group of 200+ people.

Team



Marco Antonelli

CTO

Marco is a Full Stack Developer with a strong passion for research and prototyping. His main skills are in web development with 7 years of experience in frontend and backend development and database management.

He cooperated to different IoT projects mainly as a part of the EuropeanPioneers and INCENSE acceleration programme within the Fiware European project.

Marco promote the theory of "technical sophistication" as part of his recognized capacity in problem solving.



Carlo Davide

AR Architech & Developer

Senior Developer specialized in the development of experiences in Augmented Reality and Virtual Reality. Expert of Unity platform. Constantly researching about potential developments of new technologies for Mixed Reality experiences.



Marco Da Rin Bianco

CCO

Creative director, interactive designer with a particular attention to human behaviors, expert in communication and marketing logics. Marco is a rising entrepreneur from North-East of Italy with his own company based on an innovative model: a collaborative network of young creatives and professionals in digital technologies, IOT, communication and marketing.

Marco worked 3 years for Watly, an international start-up, where he realized a futuristic interactive user interface.



Angelica Bordon

Head of Communication

Graduated from the Academy of Fine Arts in Venice. It is specialized in the application of new technologies in the field of visual communication. Expert in UI / UX design and concept design.

Team



Gianluca Chiap

Blockchain Developer

Full stack developer, with Master degree in computer engineering from Politecnico di Milano. Working on blockchain technology and smart contracts since 2016, he has managed the development of several applications of blockchain technology. He is co-author for a major Italian publishing house of a book about blockchain technology and its business potential.



Raffaele Bianchi

Business Strategy Manager

Associate Consultant for a renown strategic consulting firm, with experience in distribution models and organizational transformation for large corporations. He has extensive experience in strategic planning and project management. Engineer with academic background at Politecnico di Milano, Imperial College of London and Shanghai Jiaotong University.



Antonio Dal Cin

Full Stack Developer

Full Stack Developer and Web Designer with expertise in analysis, design, development, management and maintenance of web based systems. Autonomous freelancer on many custom CMRs, company portfolio websites and e-commerces, part of the developing team in an ambitious art investments platform and a national career management system. Constantly developing skills acquired through University and work experiences, looking to gain further progression within AI and BlockChain.



Jacopo Ranalli

Product Development Manager

Startup founder active in the Italian and UK ecosystems, with experience in the AR and blockchain industries. Expertise lies in lean project management and product development.

Jacopo acquired technical and business knowledge from managing several projects based on blockchain technology. He learned how this technology can be implemented in businesses of every sector and the impact it can have on them, leading him to speak at events and becoming co-author for a major Italian publishing house of a book about blockchain technology and its business potential. Engineer with academic background at Politecnico di Milano and Imperial College of London.

Team



Fabrizio Barachino

Digital Strategist

Web-technologies and writing enthusiastic started his working path as freelance social media manager and screenwriter for music and corporate videos. During his job gains experience in data, SEO and digital marketing strategies analysis.

Fabrizio has a Search Engine Optimization Specialization by UC Davis and his training passes through Facebook Blueprint, Google Academy, he's accomplishing the Digital Marketing Specialization by University of Illinois Urbana Champaign and now is a digital strategist, content manager and copywriter for a digital technologies company based on North-East of Italy.



Marco Toppano

UX/UI Designer

Passionate User Interface Designer blending his IT background with design thinking approach. He's graduated in Science & Multimedia Technologies at Università di Udine with a thesis on "Designing a User Interface for Microsoft Hololens". For the past 5 years he has been working with brands, startups and digital agencies to help them enhancing their digital presence. Marco is currently interested in BlockChain and he is developing an art platform based on Ethereum

Advisors



John Henry Clippinger

Advisor

Throughout my career I have always been interested in complex - self organizing systems and new approaches to organizational and institutional design to address fundamental civic, economic and ecological issues. I have held senior positions in government, large enterprises and founded 4 software companies. I been engaged with non-profit organizations and institutes - Santa Fe Institute, Aspen Institute, World Economic Forum, Kauffman Foundation and I have started new programs and institutes at Harvard and Harvard Law School, Brandeis Florence Heller School, MIT Media Lab, and, co-founded ID3 with Sandy Pentland of MIT Media Lab.



Michael Min

Advisor

Michael Min began his career at Industrial Light & Magic as a Technical Director on such films as "Men In Black II", "The Mummy Returns", "Star Wars: Episode I", "Sleepy Hollow" and "Mission Impossible", with over a dozen film credits. Michael also worked at Dreamworks Animation, where acted as the Supervising Technical Director on the DreamWorks CG-animated feature "Madagascar". While at Dreamworks, he worked to develop global film productions through their joint-venture with Technicolor. Currently, he is working as the Workflow Architect for the Moving Picture Company visual effects house in SoHo, London. Michael is also a Partner at Zvky Design Studios and Zinfinity Games.



Richard Shibi

Advisor

Richard Shibi has more than 15 years of experience in the IT industry. He has served as a senior management consultant and a regional account executive for IT projects deployed at global scale in the Telecommunication industry (North America, Europe, Russia, Middle East, China & South Africa). Richard is currently studying MBA at Imperial Collage Business School in London, running a Blockchain consultancy development start-up in Europe (PureGo OOD) and is serving as a board member and ICO advisor for Coinnup, TYDO, Cyber Capital Invest, MyEarthID, WMpro and ZeeRing blockchain projects.



Sean Ness

Advisor

Sean Ness is a Director, Business Development at Institute for the Future, an independent, nonprofit research group with almost 50 years of forecasting experience. Sean oversees business development at Institute for the Future. After earning a BS in polymer science with a minor in chemistry from Pennsylvania State University, Sean ping-ponged between research organizations including Forrester Research and scrappy software start-ups like ComputerWire before joining IFTF in 2004. In 2006, Sean co-founded the STIRR Network, a group that helped catalyze early-stage entrepreneurial activity in Silicon Valley and beyond, through 2009.

10 Legal Disclaimer

The delivery of this Whitepaper and the offer, sale of Coins, do not constitute a representation that the information contained here in is correct after the date of this Whitepaper. The directors of the Company have taken all reasonable care to ensure that the facts stated here in are true and correct in all material respects and that there are no other material facts, the omission of which would make misleading any statement herein whether of fact or opinion.

The contents of this Whitepaper should not be construed as investment, legal or tax advice. Each prospective coin buyer is urged to seek independent investment, legal and tax advice concerning the consequences of purchasing the Coins.