

QVRS

# THE QVRSE WHITEPAPER

QVVRSE

**THE QVRSE  
PLATFORM:**

**THE NFT BRANDING  
AND LOYALTY  
PROGRAM SOLUTION**

VRSE

NOT THAT  
FAR AWAY ...

# THE QVRSE PLATFORM IN FOUNDER'S WORDS



**Uroš Hrastar**, Founder & CEO

## 01 CAN YOU DESCRIBE THE QVRSE PLATFORM IN A FEW SENTENCES?

The Qvrse platform provides comprehensive tools for new branding and loyalty programs using NFTs as universal digital loyalty cards. Qvrse is actually similar to social media platforms where customers go and check out what their favourite brands are doing. With Qvrse's features, brands are able to find their biggest fans, involve them in content development, and improve their relationship. Using our tools, brands can turn their customers, followers, and subscribers into their ambassadors and community.

## 02 WHO IS THE PLATFORM FOR?

Qvrse is designed for brands and also for brands' customers. The way I see it, as our social media feed has become overwhelming and the call for authentic content has become louder, social media will split into "BeReals" where we hang out with our friends and platforms like Qvrse where we will check out what our favourite brands are doing. The Qvrse slogan "Not that far away ..." is about brands not being that far away from their customers and the new internet not that far away from being built.

## 03 WHAT IS YOUR GOAL & HOW IS QVRSE DIFFERENT FROM OTHER WEB3 PROJECTS?

Our goal is to create a global business environment where brands can easily connect with their customers and also with other brands. Qvrse leverages the technical background of blockchain, but the brands and customers using the platform need to know next to nothing about the technology to use Qvrse's features. We don't ignore the basic market principles that existed before the emergence of the new Internet, but rather include them in the development because we believe this is the way to go.



# THE QVRSE HYPOTHESIS

## THE ADVERTISING COSTS SKYROCK- ETING.

The covid pandemic has pushed the e-commerce sector to the roof and it still has room to grow. As a result, brands are fighting for digital advertising space. The growth of e-commerce led to high advertising demand, and Google's slow elimination of cookies, Apple's changing privacy policies, and Facebook's fine for violating the GDPR sent advertising prices skyrocketing, leaving companies with higher CPM (cost per thousand) and CAC (customer acquisition cost).<sup>1</sup>

Although companies have had to increase their advertising budgets, the return on investment (ROI) has decreased for many reasons. Some of these include changing customer attitudes towards advertising (ad blockers, ad fatigue) and personal data, making it harder to target the right customer at the right time. With AI chatbots on the rise, we are entitled to ask ourselves what our future gateway to information is and how this will affect the advertising industry.

*With advertising costs skyrocketing and ROI dropping in the meantime, brands cannot af-*

*ford to lose their customers. Moreover, they must consider customers' changing attitudes toward advertising and find new ways to reach them.*

## BRAND LOYALTY IN FALL

Millennials and GenZ represent a strong consumer group but they have specific consumer habits. GenZ, in particular, is more risk and price aware when it comes to spending money because they have already experienced two major economic crises in their lifetime - the Great Recession of 2008 and the covid pandemic that continued with high inflation in 2022. Before deciding on a purchase, they thoroughly research the market, and although they're very price aware they're willing to buy a product that is sustainable, with product quality generally being very important to them. They use different social channels at the same time. GenZ moves on to platforms where advertising doesn't reach them and often searches in incognito mode.

GenZ and Millennials aren't as brand loyal as older generations. This is due to the number of brands and information available to them in the digital age. They're

<sup>1</sup> In July 2021, the top 5 social media platforms saw dramatic year-over-year increases in advertising costs: Google and YouTube's CPM up by 108%, Facebook ad cost had an 89% increase, while the average CPM was \$11, TikTok's CPM went up by 92% increase and Snapchat had "the lowest" 64% increase in CPM. (source)

# THE QVRSE HYPOTHESIS

more likely to follow a brand that stands out and advocates for the same values they themselves stand for, so presenting the brand's story and ideology is an important factor in being able to sell.

*There is a strong consumer force, but it's not as brand loyal as the generations before and has different consumer habits. Therefore brands require new branding tools based on customer engagement enabling them to tell the brands' stories and build loyalty.*

## THE NEED FOR THE INNOVATIVE DIGITAL LOYALTY PROGRAM

Coupons and loyalty cards are making their way onto our mobile phones. 90% of companies have some kind of loyalty program (Accenture) because it's well known that it's five times more expensive to get a new customer than to keep an existing one. Due to rapid technological and social development, digitized loyalty programs are a necessity, but hardly enough to make a sale.

*Customer loyalty programs must be tailored to market needs for personalization, gamification and interaction, and overall have the*

*ideological and technical background for rapid adaptation to the ever-evolving customers' needs and trends.*

## THE QVRSE HYPOTHESIS

*With the skyrocketing cost of digital advertising and changing customer perceptions of ads, brands need to ask themselves what the future of advertising and the branding process is. The new generation of consumers with lower brand loyalty clearly needs different loyalty programs than the generations before them. The Qvrse platform is designed to present brands' products in innovative ways and engage customers in the brand's story even after the purchase. The advertising process is designed to ensure that the customer is the boss of his ad feed so the values of new generations of consumers are taken into account. By participating in Qvrse, brands become part of the business environment built with technological solutions that can easily be adapted to new customer trends. By engaging customers in content decision-making and by offering other dynamic solutions for the brand-customer relationship Qvrse is lowering brands' CAC and increasing the CLV (customer lifetime value).*

# QVRSE IN THE NUTSHELL

How is Qvrse increasing brands' revenues and ROI.





# THE QVRSE FEATURES

The Qvrse platform uses blockchain technology that enables the creation of NFTs (non-fungible tokens). On our platform, NFTs are multifunctional (universal) digital loyalty cards. Based on current technical possibilities Qvrse has developed features that work simultaneously as branding and loyalty mechanisms. Compared to previously known loyalty points or rewards, NFTs are digital assets created by brands and sold or given away to the customers who own them. The idea of customer-owned loyalty points and rewarding customer loyalty and branding in one step is the core of the Qvrse platform.

Qvrse features are designed to cover as many use cases and industries as possible. Brands can select and combine the features that best fit their business model. Some of the functions cover the brand-customer relationship, while others are part of the Qvrse infrastructure for brands only.

## BRANDS TO CUSTOMERS

### 01 NFT TICKETING WITH THE NFT TICKET READER

Brands will be able to create NFT tickets. These are digital souvenirs for events that cannot be counterfeited and can be easily resold. The feature is suitable for musicians, restaurants and other brands offering their services through tickets.

### 02 "NFT GATES"

Brands can offer certain digital assets or content only to their biggest fans who hold a (certain) NFT. Podcasts, song covers, poems, book chapters ... the content may be NFT gated forever or for a limited time, giving NFT holders exclusive access or pre-sale rights.

# THE QVRSE FEATURES

## 03 "NFT SURPRISE"

Unlocking new utilities for your customers on existing NFTs. Surprises help brands maintain contact after the initial encounter, with the element of surprise generating a positive impression on the customers.

## 04 NFT VOTE

This feature allows brands to involve their customers in the decision-making process about their products, content, and vision. Only holders of (specific) NFTs can participate in the voting process. Giving customers a say is an important part of creating a brand's community.

## 05 NFT SECONDARY MARKET

Since customers own their NFTs, they can easily resell them on the secondary market (Qvrse native or other marketplaces). Brands can decide that the resale will be split between them and the customers.

## 06 NFT PRODUCTS

This feature is creating a digital duplicate of a physical asset that provides a record of ownership and other important data. This storage allows NFTs to act as digi-

tal certificates at the time of purchase, streamlining the transfer of assets. When creating the digital duplicate, brands will have to assign a number of created digital assets, which enables the creation of limited edition products.

## 07 LOYALTY POINTS

Unlike NFTs, loyalty points aren't unique, so new points can always enter the market. Brands can decide whether customers receive loyalty points or the NFT as recognition for their actions. A certain number of loyalty points will be redeemable for the brand's NFTs with better benefits, which will increase the demand for NFT ownership. This feature will be introduced once the Qvrse platform reaches a certain number of participating brands. Only then we will be able to decide if there is a demand for brands' native loyalty points or if Qvrse's own interchangeable loyalty points are sufficient. It's important to emphasize that the loyalty points as NFTs belong to the customers, who can transfer them to other customers in exchange for NFTs or brands' (native) loyalty points.<sup>2</sup>

<sup>2</sup> Except if the NFTs or loyalty points are strictly linked to a person and non transferable.



# THE QVRSE FEATURES

## BRANDS TO CUSTOMERS

### 01 BILLING AND PAYMENT SERVICES

Billing and payment for NFT sales will be automated through the implementation of existing solutions.

### 02 DATA ANALYTICS

Customer behaviour analysis is an important component of a customer loyalty program. The data stored on blockchain will be added to the data analysis.

### 03 AFFILIATE MARKETING INFRASTRUCTURE

Affiliate marketing is one of the answers to rising CAC (customer acquisition cost). Qvrse will set up an infrastructure that will allow brands to reward their customers who have helped them grow their community.

### 04 AI AD GENERATOR

An important feature in making Qvrse a comprehensive business environment by

taking care of advertising and streamlining the current options.

### 05 MARKET PLACE

A place where the NFTs and interchangeable loyalty points can be transferred to another customer.

### 06 TREASURY

Each brand has its own treasury and manages the collected funds independently. The Qvrse platform doesn't manage the brands' assets.

Due to the rapid development of technology and consumer habits, it's important to quickly adapt to new trends. The development of Qvrse follows the rule of "start simple and build towards complexity". Moreover, Qvrse follows the "community first, product second" mindset. Future modules will be developed according to the needs of the brands that come to the platform. It's important to emphasize that Qvrse features will get their own marketing names to better resonate with the customers.

# THE QVRSE DATA ANALYTICS AND TARGETING

Loyalty programs and branding tools usually have two main layers.

- **LAYER 1**

Customer benefits as a way to prolong the relationship after the first encounter.

- **LAYER 2**

Customer behaviour analytics that tracks key performance indicators (KPIs) of a loyalty program, such as redemption rates, customer retention and customer lifetime value.

Targeting customers is becoming increasingly difficult as consumers become more aware of their privacy rights and are in general fed up with ads. Additionally, legal restrictions on data collection, increasing private (incognito) searches between younger generations, and the transition from FB, WhatsApp to channels such as

Discord, Reddit, and oversaturated digital advertising spaces make it difficult for companies to target their customers with the right message.

At the very core of the blockchain is the data record that can't be tampered. Therefore, data analysis of the information stored in the blockchain can provide more accurate data about customer behaviour.

Qvrse implements customer behaviour data analytics tools that use already existing solutions but also include analytics of data recorded on the Blockchain to provide a comprehensive picture of customer behaviour. Blockchain-based systems with the ability of tamper-proof data recording and comprehensive customer data create the conditions for more successful targeting.



# THE QVRSE ADVERTISING

## WHEN AND WHY WILL ADS BE ESTABLISHED

Once the Qvrse platform reaches a certain number of brands and use cases, there will be a demand for advertising space so that brands can effectively reach their customers. Brands will be able to advertise the digital and physical products they offer on the Qvrse platform.

The Qvrse advertising space must take into account changing customer behaviour and attitudes towards ads.

## THE STATE OF CURRENT CUSTOMER AD PERCEPTION

- AD BLOCKING AND AVOIDANCE
- AD SKEPTICISM AND FATIGUE WHEN THE SAME AD IS DISPLAYED CONSTANTLY
- PRIVACY CONCERNS

## THE QVRSE ADVERTISING MODEL

**THE CUSTOMER IS THE BOSS OF ITS AD FEED AND IS COMPENSATED FOR AD DISPLAY**

- The customer must give consent to the ad display.
- The customer decides in which of his digital spaces the ads can be shown (the Qvrse platform, mail, wallet, other websites and platforms ...)
- For every ad display or click on the ad the customer is directly rewarded into his digital wallet with the Qvrse token/ other currency/brands' loyalty points or NFTs/other benefits. Thanks to blockchain technology, the rewarding process is safe, transparent and overall streamlined.





# THE QVRSE ADVERTISING

## THE AD FORM - THE INCLUSION OF AI

\*\* Since this feature depends on the number of brands and customers on the Qvrse platform, it's impossible to predict all the possibilities that will exist in a year or two, given the rapid development of AI.

AI-generated ads will be directly connected to Qvrse's data analytics tools. Since AI algorithms can quickly analyze large amounts of data and identify patterns, this will enable more efficient ad creation and targeting.

Last but not least:

- **REAL-TIME OPTIMIZATION:** AI-generated ads can be created and optimized in real time depending on performance metrics, enabling instant ad optimization. Dynamic and flexible ads can capture customers' attention at the right moment.
- **COST SAVINGS:** Companies can reduce their advertising costs by automating the ad creation process. AI can also automatically adjust ad spend and placement based on performance data to optimize spend.
- **PERSONALIZATION:** Connecting AI directly to customer behaviour data enables the creation of ads that are customised to customer preferences.





# THE QVRSE BUSINESS ENVIRONMENT

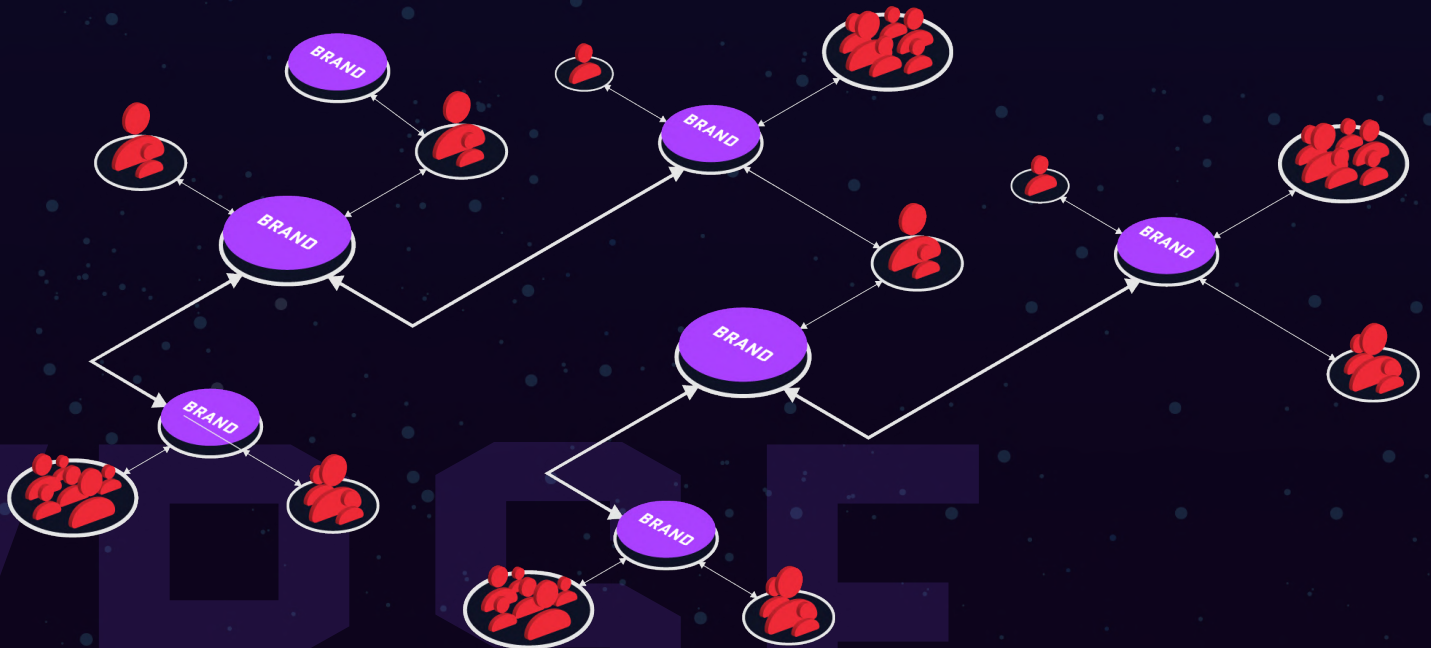
Qvrse isn't a white label solution, meaning brands can use our services on our platform, but some of the services will also be accessible via API integration on brands' websites and online stores.

Our goal is to create a Qvrse business environment where connections can be made not only between brands and customers, but also between brands.

Creating joint NFTs and benefits for their customers and leveraging interchange-

able loyalty points are just some of the possibilities for brand collaboration.

The Qvrse's technical solutions streamline the global connection system. As one brand sends a request through the blockchain tamper-resistant infrastructure, the other votes on that request. The positive response leads to the execution of the request, resulting in a joint collaboration between the brands. This feature is called **"The brand connect"**.





# THE QVRSE DAO

**Qvrse DAO is a Web3 organisation that manages the Qvrse platform.**

Its members are the Qvrse token holders - the initial backers of the Qvrse project having the voting power over the protocol changes and new brands entering the platform.

Qvrse is being built with the vision of becoming a global platform that invites diverse brands and communities with different ideas, values and cultures. We're aware of the responsibility that comes with developing a global ecosystem. Our

community will be deciding whether the brand's products and values are in touch with the Qvrse platform so it can be voted on the platform and become part of the Qvrse business environment.

# QVRSE







# OUR FIRST BRANDS AND THEIR USE CASES

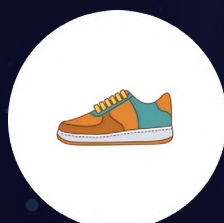
## BRANDS



QVRSE



SIMPLE BARBER  
SHOP



SHINY  
SNEAKERS



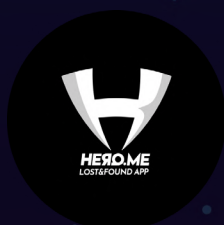
QEVENTS



NEKAJ  
SLADKEGA



KLINCI



HERQ.ME



DRILL



BOSCHTIZ





# OUR FIRST BRANDS AND THEIR USE CASES

## COLLECTIONS

BEARD



50

[VIEW](#)

HAIR



50

[VIEW](#)

HAIR & BEARD



100

[VIEW](#)

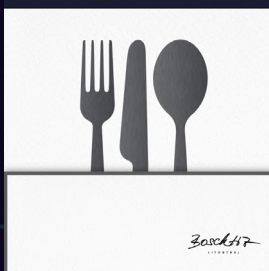
SHINY MYSTERY BOX



100

[VIEW](#)

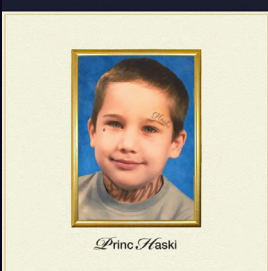
WEB3 AND RUM



55

[VIEW](#)

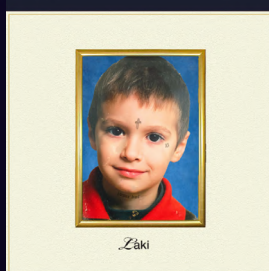
PRINC HASKI



26

[VIEW](#)

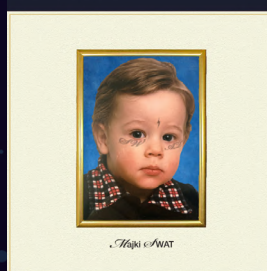
LAKI



26

[VIEW](#)

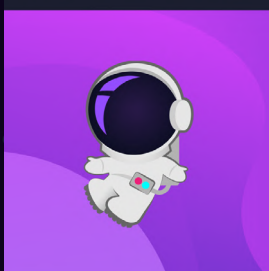
MAJKI SWAT



26

[VIEW](#)

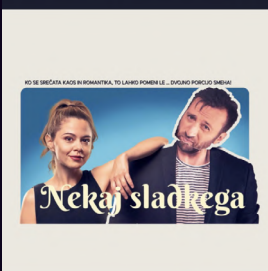
QVRSE DINNER #1



65

[VIEW](#)

GALA PREMIERA ...



30

[VIEW](#)

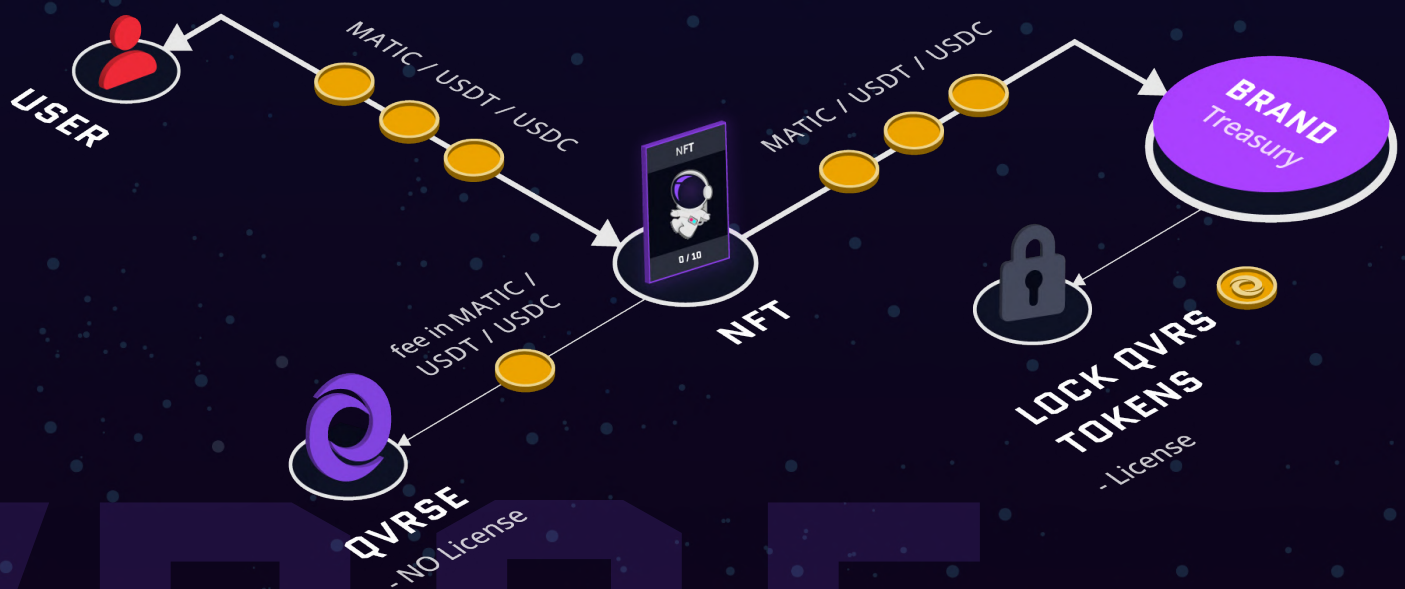


# THE REVENUE MODELS & THE QVRSE TOKEN

## NFT SALE FEE AND THE QVRSE LICENSE

When brands create and sell their collections on Qvrse, a transaction fee is charged. This fee is based on the total value of NFTs sold. However, brands have the

option to either pay the transaction fee or purchase a license to use the platform. To obtain the license, brands must buy and lock a certain amount of the Qvrse tokens. In this way, the supply scarcity of Qvrse tokens on the market is created. Once the platform offers the marketplace for an NFT exchange, the fees for the NFT exchange will also be charged.





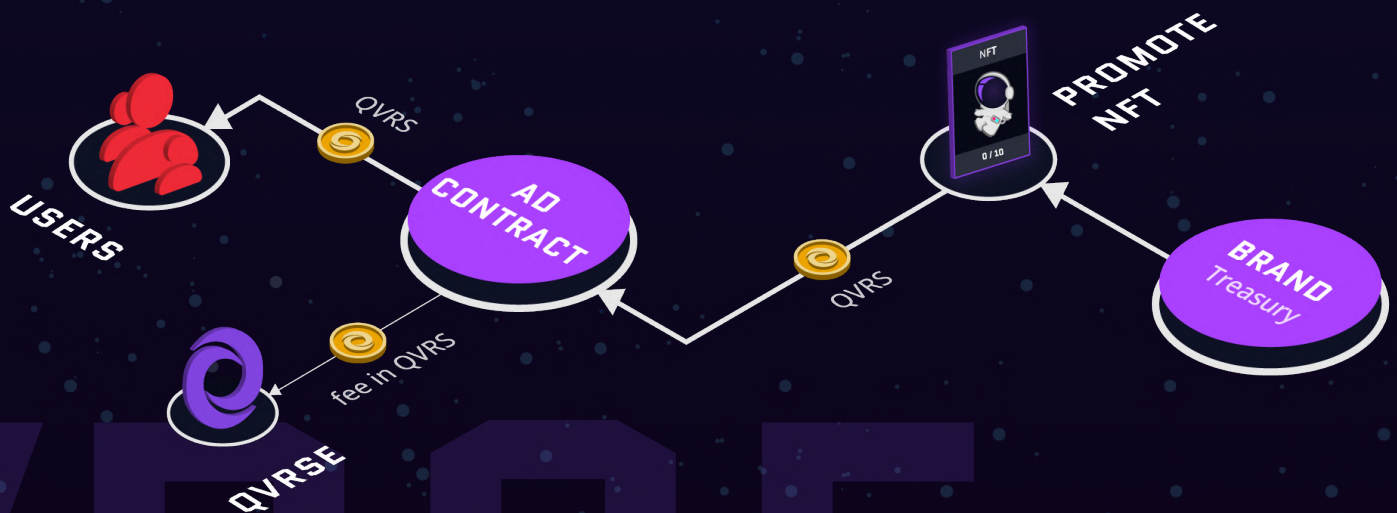
# THE REVENUE MODELS & THE QVRSE TOKEN

## THE QVRSE AD SPACE

Brands can use Qvrse's advertising system to target customers who own NFTs with features similar to their own NFT collection. When a brand pays for an ad, the amount is split between the customers who see or click on the ad and the Qvrse platform. Ads are only received by cus-

tomers who have enabled this feature in their dashboards. The Qvrse advertising system consists of two parts: smart contracts that calculate the price of an ad and distribute the funds, and a data analytics backend that selects target customers.

In the future, Qvrse may also offer plugins for other dApps that use blockchain wallets to increase the reach of Qvrse advertising and provide brands with additional revenue.

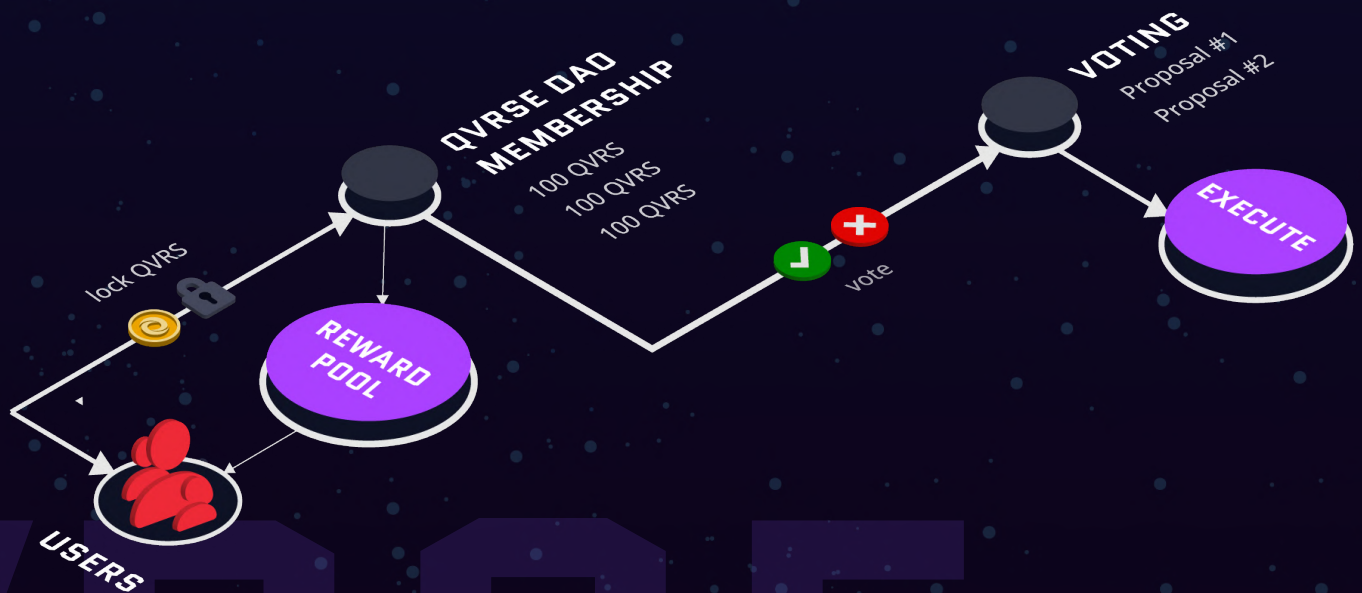


# THE QVRSE TOKEN

## QVRSE DAO AND THE PLATFORM CONTROL

Qvrse token holders (including brands) can become part of the decision-making process in the Qvrse ecosystem by locking

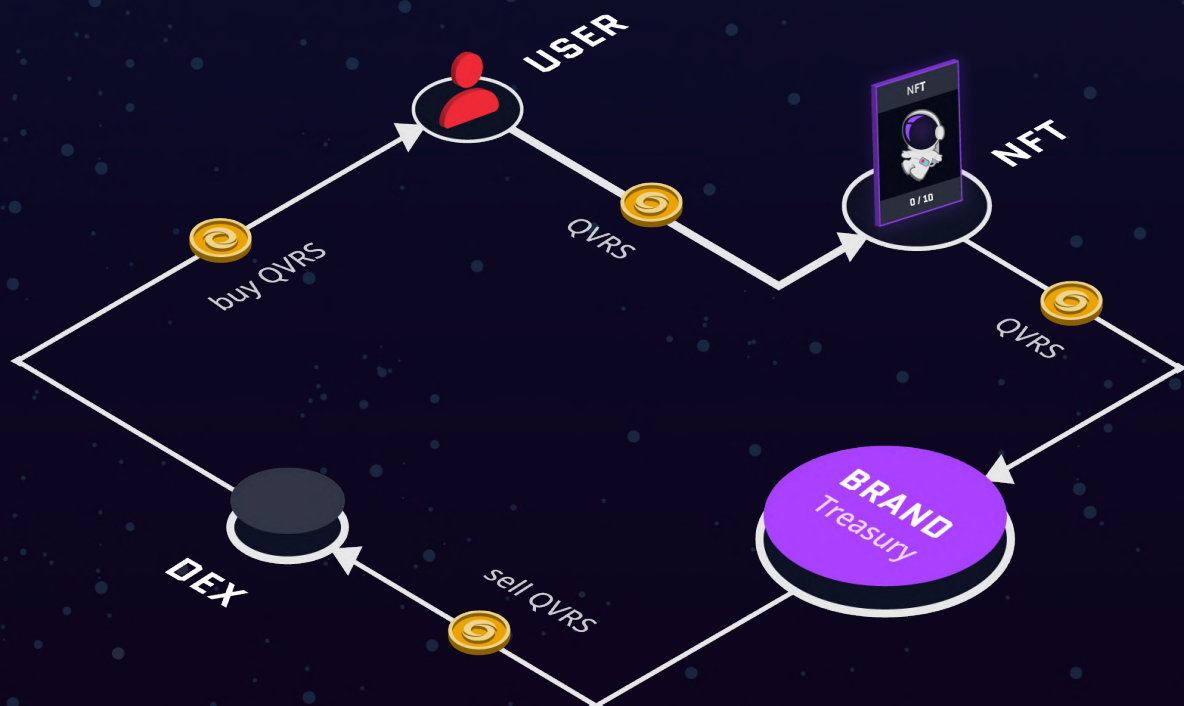
their tokens in the Qvrse DAO. This process increases the scarcity of tokens in the market. Owning a larger share of the Qvrse token means more voting rights. As a reward for their contribution, voters receive a small portion of Qvrse tokens from the reserve pool, from which new tokens enter the market.



# THE QVRSE TOKEN

## THE QVRSE TOKEN AS A CURRENCY

Once the QVRSE token has sufficient liquidity, NFTs will be able to be bought and sold using QVRSE, also other features or rewards will be paid in that currency. To encourage the use of QVRSE, we will offer various benefits to the customers.





# THE QVRSE TOKEN

## THE QVRSE TOKEN AS A LOYALTY POINT

The Qvrse platform will enable the collection of loyalty points when customers participate with brands. (Some) loyalty points will be the equivalent of the Qvrse token.

The Qvrse token will thus function as a:

- **MEMBERSHIP TOKEN:** The Qvrse token holders are members of the Qvrse DAO.
- **GOVERNANCE TOKEN:** Qvrse DAO members have voting rights over the protocol changes and the new brands entering the Qvrse ecosystem.

- **LICENSE:** The license for the platform usage will be purchased through the Qvrse tokens.
- **CURRENCY:** Some Qvrse features will be paid in the Qvrse tokens (such as ad display).
- **AND LOYALTY POINT:** The Qvrse token will be the equivalent of the interchangeable loyalty point on the Qvrse platform.

The Qvrse token is an ERC20 standard utility token that uses the Polygon protocol.

**Due to the constant development of the underlying technology the token can always get new utilities if there is a market demand for that.**

# THE QVRSE TOKEN SALE

The Qvrse token is the blood of the Qvrse ecosystem. Its value must be a reflection of the platform's performance. Its use cases are built to provide the best possible market fits.

	TOKENS	TARGET	PRICE
1	1 M	50.000,00	0,05 EUR
2	1 M	75.000,00	0,075 EUR
3	1 M	100.000,00	0,1 EUR
4	1 M	125.000,00	0,125 EUR
5	1 M	150.000,00	0,15 EUR
6	1 M	200.000,00	0,2 EUR
7	1 M	225.000,00	0,225 EUR
8	1 M	250.000,00	0,275 EUR
9	1 M	275.000,00	0,3 EUR
10	1 M	300.000,00	0,325 EUR
11	1 M	325.000,00	0,35 EUR
12	1 M	350.000,00	0,375 EUR
13	1 M	375.000,00	0,4 EUR
14	1 M	400.000,00	0,425 EUR
15	1 M	425.000,00	0,45 EUR
16	1 M	450.000,00	0,475 EUR
17	1 M	475.000,00	0,5 EUR
18	1 M	500.000,00	0,525 EUR
19	1 M	550.000,00	0,55 EUR
20	1 M	600.000,00	0,6 EUR
ALL TOKENS	20 M	6.200.000,00 M	



# THE QVRSE TOKEN SALE

## TOKEN DISTRIBUTION

	TOKENS	PERCENT
Founders	5 M	12.5 %
Team	2.5 M	6.25 %
Community	2.5 M	6.25 %
Funding	20 M	50 %
Governance rewards	3 M	7.5 %
Reserve	3 M	7.5 %
Liquidity	4 M	10 %
TOTAL	40 M	100 %







# THE QVRSE TOKEN SALE

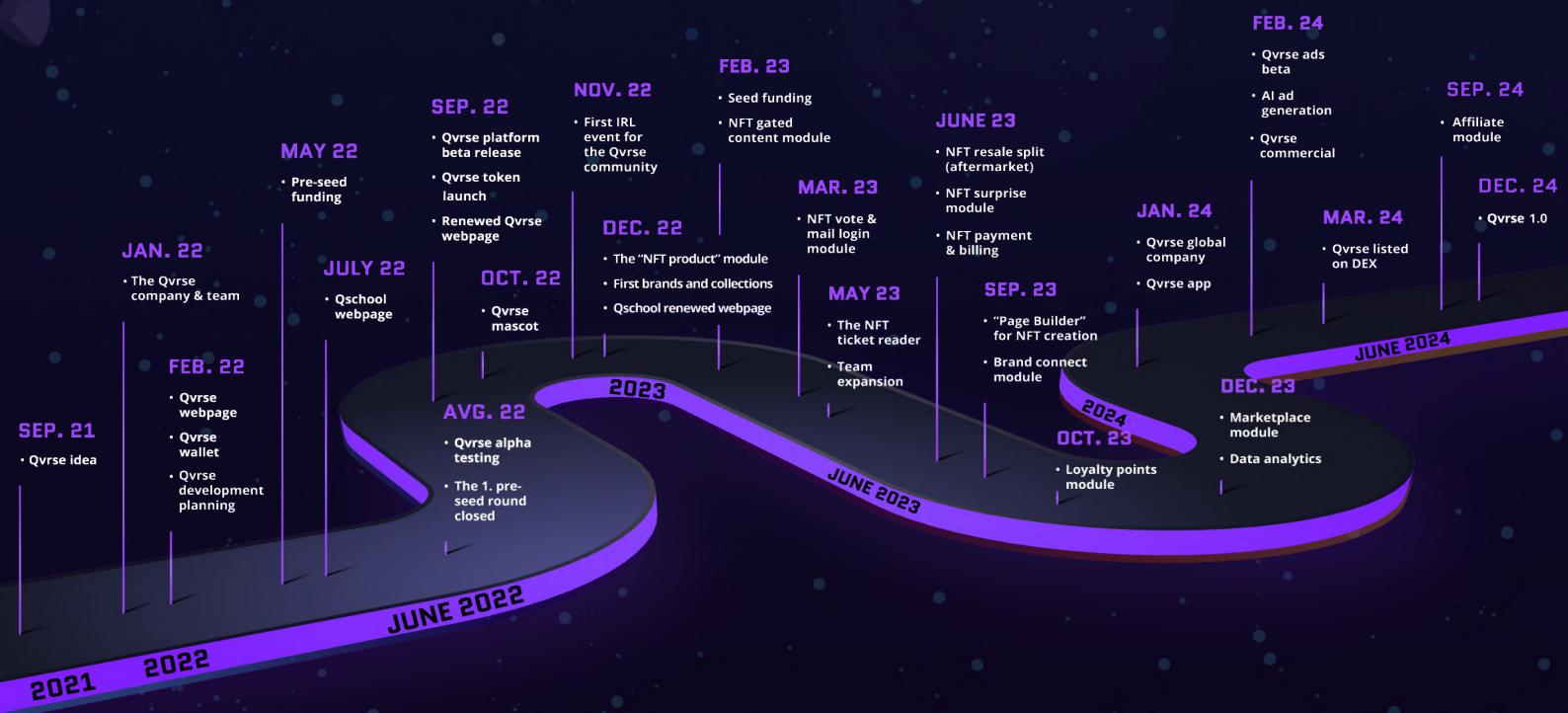
## RAISE ALLOCATION

	PERCENT
Founders	30 %
Team	15 %
Community	20 %
Funding	20 %
Governance rewards	15 %
TOTAL	100 %



# THE QVRSE ROADMAP

Future modules will be developed according to the needs of the brands coming to the platform.



# THE QVRSE TECHNICAL INFRASTRUCTURE

The Qvrse platform is utilizing the blockchain infrastructure. Blockchain technology represents a new way of recording data that enables common ownership of digital assets. The infrastructure with its technical capabilities is part of the new era of the internet and enables a new type of ownership and control over digital data. Let's take a look at why the use of blockchain infrastructure is so important for the Qvrse platform.

## 01 THE CREATION AND OWNERSHIP OF DIGITAL ASSETS

The blockchain provides a tamper-proof way to create and verify ownership of digital assets. These digital assets, called tokens or non-fungible tokens (NFTs), can be easily and securely transferred from brands to customers and also used on other platforms.

## 02 CUSTOMIZABILITY OF TECHNICAL STANDARDS

Qvrse token and NFTs, are smart contracts with a specific technical standard. They're constantly evolving and being adopted for a wider range of use cases. By leveraging these standards, we can better integrate into the blockchain ecosystem and, most importantly, adapt to the market needs. When a newly developed technical standard is a better fit for the changed market needs, brands can easily make the transition and adapt.

## 03 THE TRANSACTION TRANSPARENCY & STORAGE OF DIGITAL ASSETS

Customers purchase NFTs from brands using their blockchain wallets, giving them direct control over their digital asset ownership. Brands also benefit from this process, as they can use their own treasury to manage and sell their products directly to users. Blockchain is a public ledger, meaning all transactions are visible to the public. This level of transparency helps build trust between users and brands.

## 04 CONNECTIVITY

Blockchain technology allows customers and brands to easily connect to other platforms, giving them access to a wide range of applications and features. One of the key elements of connectivity is the use of the blockchain wallet, which has the potential to become the new web login mechanism.

## 05 AUTOMATIZATION

Smart contracts allow us to automate key business processes in real time and with fewer errors. Since the contract is recorded on the blockchain and the execution of the contract is driven by the code, there is no longer a need for an intermediary to execute the contract, reducing costs and the risk of fraud. This feature will help the Qvrse platform become a global solution.

<sup>3</sup> It is important to stress out that the features below are not equally important to all brands as this depends on their business models and values.



# FIND US ON

