SAFEVERSE

SafeVerse

SAFEVERSE - The Metaverse for Safety Training

Training, Learning and Education to equip people

VR/AR/XR

WHITEPAPER - 2022

GERMAN - INDIAN

SAFEVERSE

SafeVerse

TABLE OF CONTENT

1. INTRODUCING ZYENALABS
2. DIGITAL TRANSFORMATION MARKET SIZE
3. ABOUT ZYENALABS
4. THE HEALTH & SAFETY INDUSTRY
5. PROBLEMS FACED IN THE HEALTH & SAFETY INDUSTRY
6. OUR SOLUTIONS THESE PROBLEMS
7. COMPETITION
8. TARGET MARKET
9. ZYENALABS PRODUCTS
10. ZYENALABS TEAM
11. SAFEVERSE
12. TOKEN UTILITIES
13. PROJECT ROADMAP

SAFEVERSE

Introducing ZyenaLABS

Up until now, for too many companies, firms and corporations, blockchain technology remains a mystery. It might come as a shock to you reading this, but this is the truth. This is the reality out there. The application of this technology that is revolutionising –almost– every aspect of the world is still an alien concept and this is saddening.

We're currently seeing our world undergo a digital transformation and the fact that a lot of corporate bodies are still either resistant to this change because of security concerns or outrightly refusing to adopt and be a part of the change is something that we must strive to change.

Sometimes, it is understandable; the resistance to the change that is. Digitising the financial sector and other sectors that keep the world's economy moving has come as a threatening and risky possibility to many of these businesses that are used to relying on and depending on Web2 dynamics.

SAFEVERSE

SafeVerse

The Metaverse

When the Internet was built in the early 90s, sharing data and information between institutions, businesses and people in a non-centralized manner was the main goal behind it. Today, we find that the internet we use is highly centralized and there are a handful of "digital giants" who control a lot of what happens on the Internet. This is a far cry from the original ideas behind the internet.

ZyenaLABS is dedicated to contributing its quota to reviving those original ideals by affecting the sectors where it's certain it will have the most effective because these are sectors they've been successful in using web2 tech and taking this knowledge and skills to Web3 and affecting even more lives online would be them working in the ideals of the Internet (equality, digital innovation, decentralization and inclusivity).

SAFEVERSE

Digital Transformation Market Size and Global (AR) and (VR) markets

By 2025, the Global Digital Transformation Market is expected to reach $798.44 billion with a CAGR of 22.3% over the forecast period. This is according to Grand View Research, Inc.

This market growth is being propelled by the increase in the introduction of innovative solutions that are capable of engaging customers and employees on how to integrate and process data, IT and other business processes which increases the demand for the adoption of the Internet of Things (IOT).

According to Technavio, the Global Augmented Reality (AR) and the Virtual Reality (VR) markets between 2020-2024 are estimated to grow at a CAGR of over 35% $125.19 billion.

AFEVERSE

Digital Transformation Market Size and Global (AR) and (VR) markets

All of these positive market impacts according to a recent market survey by McKinsey Global Survey are because companies have accelerated the digitization of their customer and supply-chain interactions and their internal operations. This is accompanied by the acceleration of the share of digital or digitally enabled products in their portfolios.

SAFEVERSE

SafeVerse

ABOUT US

ZyenaLABS is a software technology company that offers industry-specific products & solutions on Mobile, Virtual reality (VR), Augmented reality (AR) platforms with Artificial Intelligence (AI) algorithms to enhance and optimise key aspects of business processes in the sectors of Health & Safety, Training and Operations & Maintenance across a wide range of industries.

The company is focusing on building Metaverse where safety tutorials and education in the sectors listed above can be taught. The Zyena Metaverse will be a first of its kind Metaverse and people can throng here to take safety lessons and courses which will be taught by seasoned professionals.

Zyena has been running operations since 2017 and already has a massive client base that contains companies across different industries like Aviation & Aerospace, Manufacturing, Transportation, Energy & Utilities, Education, Life Sciences & Healthcare. Companies in these industries that have worked with ZyenaLABS include Genesys Aerosystems, European Aviation Safety Agency (EASA), Cease Fire, Ather, AEQUS just to mention but a few.

SAFEVERSE

SafeVerse

Our Vision

We aim to bring niche and innovative products and solutions to some of the important areas where it makes an enormous difference and benefits burdens for the company.

Our Approach

Operating with the highest level of integrity and concentration to complete the mission and deliver to its customers, the ZyenaLABS team is a diversified and dedicated one.

Our management team and the Board of Directors are determined to carry out this mission.

SAFEVERSE

SafeVerse

The Health & Safety Industry

The Health & Safety Industry also known as Occupational Health and Safety (OHS) is multidisciplinary as it concerns the health, safety and welfare of people at their place of work. According to the World Health Organisation (WHO), "occupational health deals with all aspects of health and safety in the workplace and has a strong focus on primary prevention of hazards."

More than 2.78 million people across the world die from workplace-related accidents and diseases. This translates to an estimation of at least one death every 15 seconds. As if this isn't terrible enough, 374 million non-fatal work-related injuries happen annually. The effect these statistics on occupational deaths and injuries have on the economy is estimated to be nearly 4% of the global Gross Domestic Product (GDP) every year. Apart from this, the human cost of these occurrences is enormous.

SAFEVERSE

Problems Faced in The Health & Safety Industry

There are a wide array of workplace hazards that present risks to the health and safety of the workers and cause catastrophic occurrences in the workplace. Some of these hazards include:

SAFEVERSE

SafeVerse

Physical Hazards

22 million workers. This is the number of workers exposed to hazardous noise levels at their places of work. This astronomical figure is the reason why hearing loss is the most common work-related injury in the United States. $242 million is estimated to be spent annually in compensation to workers for hearing loss disability. Another common physical hazard at workplaces is falling. This is common, especially in construction, transportation, cleaning & maintenance jobs. To add to these, there's the risk of being injured by the moving parts of machines, or sharp edges or hot surfaces which have the potential to cut, crush, stab or burn workers if they are used in unsafe manners.

Biological Hazards

These include infections from microorganisms such as bacterias, viruses and toxins. Biohazards affect a lot of workers in many industries. Outdoor workers like construction workers and farmers risk exposure to these hazards which include animal stings and bites. Healthcare workers are not exempted from this risk. Veterinary workers for example are at the risk of being exposed to blood-borne pathogens and other infectious diseases, especially the emerging ones.

SAFEVERSE

SafeVerse

Psychosocial Hazards

Psychosocial hazards are risks to the mental and emotional health of workers. This is caused by long work hours, poor work-life balance and feelings of job insecurity. A recent review by Cochrane Collaboration; a British international charitable organisation formed to organise medical research findings, shows that adding work-directed interventions for depressed workers who are receiving clinical interventions reduces the number of lost workdays as compared to just having clinical interventions alone.

Chemical Hazards

These are mostly caused by dangerous chemicals in the workplace. Hazardous chemical classifications include carcinogens, neurotoxins, systemic toxins, reproductive toxins and pneumoconiotic agents amongst others. There is evidence that certain chemicals are harmful at low levels when they are mixed with other chemicals. Such synergistic effects are why international investigations are ongoing into the health effects of the mixtures of these chemicals.

These are problems ZyenaLABS is trying to solve by providing a conducive environment where training and tutoring can conveniently take place.

SAFEVERSE

Our Solutions These Problems

ZyenaLABS in its efforts to provide seamless services which are backed by the latest technological advancement in the world (blockchain) is offering:

SAFEVERSE

SafeVerse

Virtual Reality-Based Solutions For Technical & Safety Training

This involves the development of powerful and serious simulations that are based on the client's requirements to support in various ranges which include skills training, developing workplace/job safety awareness, crisis management, etc.

Gamification Based Approach For Training/Learning Solution

Game-Based Learning (GBL) or Gamification is a one-of-a-kind approach to learning. The entire gamification process is geared at designing each learning module into a more engaging activity by providing fun elements and rewarding techniques to go with the learning.

Tailored VR Simulations For Research & Study

This involves a unique and exclusive development process to support Research Programs.

SAFEVERSE

Competition

ZyenaLABS is a first of its kind Metaverse and this means that we are first to market in the niche where we've placed ourselves in. In simple terms, ZyenaLABS is ahead of the curve. The technologies backing ZyenaLABS are fully operational and ready for deployment.

Our go-to-market strategy which contains features that beats the competition puts us on the right track for success. Some of our key differentiators from projects in the Metaverse includes:

SAFEVERSE

Features	ZyenaLABS	Decentraland	Sandbox	Bloktopia
Daily volume	Pre-Launch	6.5 Billion USD	7 Billion USD	81 Million USD
Fully diluted market cap	Pre-Launch	11 Billion USD	20 Billion USD	22 Billion USD
Available Product	Yes	Yes	Yes	No
Blockchain	Multichain	Ethereum	Ethereum	Polygon
Spatial Video	Yes	No	No	No
3D realistic avatar	Yes	No	No	No
Accessibility	Web, AR & VR	Web & VR	Web & VR	VR (planned)

SAFEVERSE

Target Market

Even though ZyenaLABS already has big companies in the transportation and other sectors on their client list, they are still targeting firms who are interested in digitising the learning of safety protocols and training of their staff and customers.

Organisations are interested in knowing how they can learn about safety through Safety Training Gamification and other VR Based Training.

SAFEVERSE

Events Participated In

Ashok Leyland Global Conference

Here we had our VR/Interactive Training Solutions displayed. We are the first digital solutions vendor for Ashok Leyland.

Panel Hosted by The Government of India

ZyenaLABS was part of a panel that was hosted by the Government of India & its Defense Organization to speak about new technology platforms for Defense/Military Training.

Murugappa Group

We helped Murugappa launch the safety gamification at a global event that was held in both India and Singapore. This was the first Indian company to develop and deploy one.

SAFEVERSE

Other events include

The Railtech EXPO in the United Kingdom

The Oil & Gas, Heavy Engineering ADIPEC in the UAE

The Passengers Interior Expo in Hamburg, Germany

Spacetech Expo in Los Angeles, United States.

SAFEVERSE

ZyenaLABS Products

Training

ZyenaLABS uses the latest technologies which push immersive learning experiences like Augmented Reality (AR) and Virtual Reality (VR). These technologies are changing the way workers learn and develop the skills they need to succeed in the workplace. AR and VR are no longer confined to gaming and on the Safeverse, which is the Metaverse of ZyenaLABS, these are the tech workers would be learning with.

We are working with the times and by using these technologies, we know we are early to a space that will face a boom shortly. The install base for AR in mobile devices and smart glasses could go over 2.5 billion by 2023. This would come with total revenue of around reaching $70-75 billion. VR is expected to have an install base of over 30 million and around $10-15 billion in revenue within the same period.

Some benefits of AR & VR based Training include:

- Workers learning in safer environments
- More effective learning
- Cost-effectiveness
- Remote implementation
- Analytics

SAFEVERSE

ZyenaLABS Products

AR & VR in Operations & Maintenance

AR and VR are not new technologies, but recent advances in storage, graphics processing, computational power and high-resolution displays have helped interested users in overcoming some of the constraints that have stood in the way of the widespread usage of these immersive technologies.

Globally, the spending on AR/VR was expected to reach $17.8 billion in 2018, an increase of nearly 95% from the $9.1 billion estimates for 2017 when ZyenaLABS started.

Airbus, Boeing, Pacific Gas and Electric Company are some companies that practice the use of AR & VR in Operations & Maintenance.

SAFEVERSE

ZyenaLABS Products

Learning Management System (LMS) & Gamification

When learning for the sake of it, conventional learning most often than not can be a very boring 'exercise'. But when you employ gaming mechanics to your learning strategy, you inject fun into the process and it gets exciting and enjoyable for everyone involved. This makes the learner remember what they've learnt and less likely to abandon their training midway in.

ZyenaLABS offers Customised LMS Development for all the learning needs of any organisation on both 2D & 3D-based visualisation.

Some companies ZyenaLABS has built an LMS based on Gamification for including European Aviation Safety Agency (EASA) and Murugappa Group.

Some benefits of LMS & Gamification include:

- **Greater leaning involvement**
- **Fosters healthy competition**
- **It drives collaboration**
- **Gamification and motivation**
- **Greater learner independence**

SAFEVERSE

ZyenaLABS Products

VR for Research

VR has opened many doors for Researchers at Universities, Private Companies and Government Organisations and they are now exploring how effective the technology can be across a wide array of use cases. There are hundreds of examples of scientists using Virtual Reality to either develop it further or to experiment with different attempts at its application.

Apart from its usefulness in research, VR is also proving a commercial success, and companies like Google, Microsoft, Samsung and now Meta (formerly Facebook) are investing in its development. Aside from its use for various educational or recreational purposes, new insights are directing VR towards medical treatments, research, engineering, space etc.

ZyenaLABS has customised VR solutions for any kind of research project and we have already worked on a few successful Government Research & Study Programmes in the Aviation and Transport Industries, using the VR platform. Since then, ZyenaLABS has focused more and more on many areas of research which includes Education, Quality & Safety, Clinical Simulation, Guiding Concepts, Programme and Strategy and Product Development Research. ZyenaLABS now works on ambitious projects that could shape the future.

SAFEVERSE

ZyenaLABS Products

MRO-X | M&E Software for Aviation

The customised MRO-X Software ZyenaLABS offers covers the business requirements of;

- Airlines of all sizes and types from start-ups to tier-one organisations
- Maintenance organisations working for specific airlines.
- Independent MRO providers
- Aircraft types (including New-Generation aircraft, fixed- and rotary-wing aircraft)

SAFEVERSE

ZyenaLABS Products

Configurator X

With ZyenaLABS' Customised AR & Interactive Configurator, clients can increase their sales, reduce costs, and improve their customer experience. Configurator X is one of the first interactive product configuration tools developed in some key industries such as manufacturing and aviation.

The product features

- 3D Interactive Viewer
- Realtime Customization
- Report Generation
- AR for Immersive Experience
- Digital Prototyping

SAFEVERSE

Meet The Team

Prahalad SK

Founder & CEO

Prahalad manages multiple roles including design, software development, project management, and business development. Before founding ZyenaLABS, he worked with Activision, Nvidia, and Egis International and has handled successful projects from fortune 500 clients to government agencies like 'The Urban Redevelopment Authority of Singapore', NASA, AUDI, etc.

Harald Grund

Co-Founder & VP

Harald is an experienced campaigner in technological innovation. He managed projects at BMW and Rolls Royce for over 14 years. Over the last 2 years he has brought his innovation ideology to ZyenaLABS developing VR solutions for top brands across the world.

SAFEVERSE

Meet The Team

Stefan Weiss

CSO (Chief Strategy Officer)

Stefan is a founder of many hightec startups. He e.g. created a highspeed film camera (weisscam) from scratch which is used from Hollywood to Bollywood after just 2 years. As Head of AI for the City of Munich is conduts different AI projects. For SafeVerse he works on strategies in product, collaboration and marketing.

Mohan Kumar

Technical Program Manager

Mohan has 3+ years of experience in technology with background in interdisciplinary fields such as AR/VR, IOT, Blockchain and product development. He has been part of the team building world's first neuromorphic quantum computer which got short listed for the prestigious X-Prize challenge.

Jagan R

Head of Business Technology - Southeast Asia and ME Region

Jagan has close to 2 decades of experience in Film and Media Industry. With his strong technical understanding and wide network especially in South eastern region, he is currently in contact with the Safety agencies funded by the Malaysian Govt.

SAFEVERSE

SAFEVERSE

Safeverse is the first security platform to appear in the Metaverse. It includes a contract and a decentralized storage system which protects the data stored in a user's profile from intruders.

This is the next step in the evolution of security in the digital world. Users can create personalised spaces or entire worlds of their own. They can explore, build, learn, trade and communicate in ways which were not possible until now.

As the entire world adapts to the new norms as regards the usage of technology, the need for meaningful communication and expression, be it in the personal, professional or business spheres has continued to drive innovation.

SAFEVERSE

Token Utilities

SafeV is our native token and it fuels our digital economy. SafeV facilitates both value transfer and revenue generation on both micro and macro levels in the Safeverse.

SAFEVERSE

Decentralized Autonomous Organization (DAO)

ZyenaLABS will create a Safety Metaverse where holders of the SafeV token can propose and vote on what kind of safety practices and tutorials should be created and invested in.

Staking

Holders of SafeV can stake their tokens and earn impressive DAO rewards and APYs on their staked tokens.

Marketplace

The Safeverse will have a marketplace where people can buy and sell access to different safety training and tutorials using the SafeV token. Holders can also buy lands in the form of NFTs in the marketplace. Premium lands, communal areas and territories open to claim are some of the NFTs available for sale in the marketplace.

Event Venues

SafeV will be used to gain access to venues of safety training events or any other event being hosted on Safeverse. Presentations, Showrooms, Tutorial rooms, Speaking, Broadcasts and Galleries are among the places users would need the token to gain access into.

Advertising

Users and companies will also be able to advertise their services on billboards in the Safeverse using the token.

Learning by Gamification

Users who are interested in learning safety hacks and tutorials through Gamification can access this feature with the use of the SafeV token.

SAFEVERSE

Token Economics

The Safeverse tokens will be created upon the launch of the system for the platform. No other tokens will be created in the future.

Total SafeV Token supply

10,000,000,000

Token

Total Token Sales Raise

$7.9M

SAFEVERSE

Token Economics

The SafeVerse tokens will be created upon the launch of the system for the platform. No other tokens will be created in the future.

10,000,000,000

Total SafeV Token supply

$7.9 million

Total Token Sales Raise

ZyenaLABS Token information

SAFEVERSE

Tokenomics

Round	Supply %	Tokens	Price	Raised Amount	Vesting
	TOTAL	10 Billion			
Pre - Seed	4.0%	400,000,000	0.001	$400,000	5% at TGE , 5% Monthly
Seed	11.0%	1,100,000,000	0.002	2,200,000	7.5% at TGE, 7% Monthly
Private	9.0%	900,000,000	0.003	2,700,000	10% at TGE , 10% Monthly
Strategic	4.0%	400,000,000	0.004	1,600,000	12.5% at TGE , 10% Monthly
Public	2.0%	200,000,000	0.005	1,000,000	25% TGE, 25% Monthly
			TOTAL	$7,900,000	
Team	10%				2 Year Cliff, Daily vesting for 3 years
Advisors	6.0%				1 Year Cliff, daily vesting for 2 years
Ecosystem Development	25%				Vests based on Need
Liquidity	4%				Vests based on Need
Staking Rewards	25%				Vests based on Need

SAFEVERSE

Advisors

SafeVerse

Sundeep

Advisor

Core Team Member of TrustSwap. Designed tokenomics for various projects and/or serving as a strategic advisor/consultant for over 30+ projects encompassing DeFi, GameFi and Layer-1 protocols. Sundeep can accelerate fundraising along with strategic partnerships through his network of connections.

Alex Man

Advisor

Alex Man is a prolific early blockchain Venture Capitalist. He is a Partner at JUN Capital, Venture Partner at AU21, Advisor to a row of disruptive projects- SwissBorg, KickPad, BullPerks, Solanium, Diabolo, Weld, SingularityDAO, CoinsPaid, Chatex, Prasaga, Boosteroid, Ultra, Cirus, BrightUnion, Orakuru, Mist, Drops, Epik, Privi, Ispolink, P2P, Unizen. Investor in Jigstack, Nodle, Tacen, Eqify.