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1. **Name of District-** Imagiworks- The game changing city of virtual worlds and true business opportunities.

**2. Description:**

ImagiWorks is in the business of connecting qualified working professionals with other people and companies around the world in need of services. From web designers to training coordinators, (yes, even attorneys are considered working professionals), this virtual business community offers global companies the benefit of picking from the “Best of the Best” in terms of qualified peoples to complete their most important projects.

ImagiWorks will be a district within the web-based community of Decentraland in which people and companies farm out work to independent contractors and consultants on this platform. The work can range from IT work, market research, accounting, marketing, etc. As these consultants complete tasks they get promotions within the community and more opportunities for work. The fees for work completed are delivered via the MANA token which is the currency used on the platform.

What makes ImagiWorks unique from any website in the world, is that each “land owner” within this district owns a virtual company, within the virtual realm of Decentraland. They can name their company, sell it, and most importantly of all, can hire other users to help complete tasks such as developing their virtual land to a “limit”. As Avatars from within the realm and visiting from other realms complete tasks, their virtual reputation in the district will grow and their company grows, a pool of MANA tokens will be shared with these successful business owners to improve their virtual buildings. If they do not own land, they can use their earning to purchase land to become an officially business within Imagiworks. Unlike other realms within Decentraland, lands owners cannot improve their land beyond a certain size until they earn more MANA by achieving real business successes in the community.

Unlike other realms within Decentraland, the buildings will only grow to the extent that business is taking place and the success of each company will be visible in the size limits of the company’s virtual building. Still in line with Decentraland’s idea of selling “land”, owners will also be able to buy, sell and join other business to enhance their prominence within the district.

**Here is how it works:**

Step one- Starting you own company.

- Create your business just as you would any other, your business will need a name, a function, and a description of what services you offer

- Make a case for why another company or individual should hire you. Include your resume, what the goal of your company is where you would like to take it? Who would you like to partner with?
- Post your job abilities for hire. Provide examples of past work including references from ImagiWorks community or real world successes. These features would all be posted within a community message board.

Step two- Bidding for business.

If you are just starting out it's going to be tough sledding like every new business, you may have to take jobs for less than you would like to be paid, but at least you're getting a shot.

Once you have a few jobs under your belt you will receive reviews of your work, if it's good, chances are you will get more opportunities. If it's great work, maybe the company that hires you, will want to form a longer term business relationship. If it's world class, then maybe one of your peers approaches you about partnering up to create a separate entity.

Step three- continue to work get paid, and find my opportunities for work and education.

Step Four. Maybe it's time to go big!

Sell your business to another community member. Your rank, expertise, reputation, and workmanship is recognized in the community and someone wants to buy you out.

Other possible rewards: ImagiWorks appreciates the work you have done and as a real business, you may qualify for real benefits such as supplemental health/ life insurance. Discounted Internet/ phone /fax services. Retirement plan solutions and gym memberships.

### **Here's how some of this game portion works:**

After you sign up within the district, your Avatar will be provided a briefcase. All "Land owners" are automatically given a briefcase. Within the briefcase, will be copies of your digital resume, business cards, and digital marketing brochures on the services that you have to offer.

The map detail will resemble a big cityscape with several buildings of varying size and design. The buildings are completely customized and design is based on what the owner of each business chooses it to be. Furthermore, the map on which you play will also be played by contractors who perform the same work that you do. This will entice each player to become more competitive.

You may be wondering how you get an office building. Initial "Land owners" will have a cap as mentioned above for how large they can build their business using MANA tokens.

As most businesses start off small, you will not have a digital building until you have successfully earned enough MANA to purchase land or were one of the initial land owners within the district. For non-land owners, you will simply need to earn more MANA in order to purchase an existing business.

The more jobs that you complete, the more upgrades, rewards, promotions, discounts, and potential stock building designs become available to you.

Now this could turn into a game of who has the biggest or tallest building, however, there is a real strategic component of you design your buildings and what rewards and other benefits that you choose to receive.

Partnerships that are formed will also have a presence on a much larger map of similar business to continue with the idea to stimulating competition between players towards building true companies.

Businesses can be sold to other players. Perhaps another player wants to buy you building space to view more bid opportunities or simply to buy you out and remove you as competition.

More on the avatar game play- Once you have a building, you can then move you avatar around through the different maps to prospect for business, set up online presentations, meet neighbors to learn best practices, and put offers in to purchase other businesses.

Obviously, not every demographic that applies to this website will want to participate in the game function. If you do not want to participate, you will still be able to bid on work, receive rewards, etc. This look will feel very main stream and you search through job opportunities just as you would any other type of listing website. There is also a case to be made for growing your business within the game as new companies looking for help will be drawn towards the contractors with the largest operations just as you would if you were driving through the closest metropolitan area near you. After all, everyone knows the tallest buildings in the world.

Picture borrowed from SimCity 2 to give visual of how the game might look:



### 3. Project Lead:

Matthew Bartlett

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*Unfortunately, I am not a coder. I initially wrote this in 2011 before there was a Decentraland concept and have customized the language in the write-up. That said, I would love to work with a group of people that can help make this possible as I think it's an incredible concept.*

4. **Team:** I am completely open to sharing this concept and allowing others to lead the initiative. I would like a voting stake in decisions so that I can be a part of the project.
5. **Goal:** The goal of the Imagiworks District will be to connect qualified working professionals with business owners with needs for real-life and virtual-world applications.
6. **Category-** I believe this would be private based in the rules needed to cap building limits within the district.

7. **LAND Needed:** 10,000 Parcels. This district could eventually be the largest because of the ability to buy and sell actual business and provide potentially the closest connection between real life and virtual work business needs.
8. **Startup Costs.** Unknown. I have an initial group of small business owners that are willing to pay for the development of their owner business buildings ranging from Real life real estate agents that wish to have a virtual business to financial consultants.
9. I am willing to donate a certain amount of MANA to get some initial construction started. If there are other ways for contributors to make money and share in the success, then I am all for it.
10. Contributors will see a return value on their works as their reputation within the community eventually leads to higher returns