Subject: Optima Launches Optiverse: Revolutionizing Corporate Affairs in the Metaverse

Optima is the ever-evolving genesis of the many orbits energizing and synergizing expanding ecosystems. The three growing orbits of Optima includes: The Salon, Sensory and Syndicate focusing on business alliances, thought leadership and creative projects inclusively.

Transcending traditional boundaries by synergic value creation together through the symphony of synchronicity. Optima blends disciplines, cross-generations, sectors and geographies, energizing to cultivate many mesmerizing molecular moments manifesting in momentum.

The words "Optima" and "universe" were combined to create the unique compound term "Optiverse". Optiverse is a virtual environment and experience designed by the world's leading meta-architecture company, ILLUSORR. It will include uniquely designed spaces that will host a range of events. The virtual spaces will include; meeting rooms, galleries, retail, auditoriums, libraries, museums, and many more. Optiverse will be hosted using cloud servers, and therefore anyone can access it using the web browsing application on their device (PC, Mac, Mobile, Tablet, Console, VR Headset). The events hosted on Optiverse can be experienced live in the virtual world using uniquely designed avatars. The events offered will include exhibitions, galleries, meetings, talks and more. This alternative experience will allow users to explore the unique creations of designers and artists, in walk-through mode, using their avatars. Users can interact and communicate with each other using the chat tool, or even more seamlessly using a VR headset.

The "metaverse" (sometimes referred to as "cyberspace") is a collective, shared virtual space that is created when the physical realm converges with the virtual realm - which includes virtual reality, augmented reality and the internet. In simpler words, it is the future of the internet, or the full potential of the internet finally being unlocked. You can imagine going on Clubhouse rooms for audio conversations with others, or posting pictures/videos on Instagram, or sending out tweets on Twitter, or messaging/calling via WhatsApp, or video meetings on Skype/ Zoom, or money transfer via bank wire/PayPal/CashApp, or shopping via Amazon, or streaming music via Apple Music/Spotify, or streaming movies via Netflix, or any other activity on the internet all available in a single all-in-one platform accessible via all devices and interfaces. In addition to this the metaverse will also seamlessly include every action and social interaction currently available in the physical world available through XR (VR/AR/MR) - for example you can commission, buy, sell, showcase and view real estate projects all in the metaverse. This experience is the equivalent of trying to explain the internet to someone living in the 1960s, it's almost inconceivable, but ILLUSORR is making this a reality, one project at a time.

Due to the global interest, many companies are now claiming to be "designing a metaverse" and speaking about multiple "metaverses". Experts in the industry understand that there is no such thing, there is only one metaverse, *the metaverse*, just like there is only one internet. Companies cannot create "a metaverse" they can only *create for* "the metaverse". The metaverse is the next evolution of the internet, when XR, the internet, and physical reality all become seamlessly accessible through every device, in a decentralised, open source, and interoperable way. What Meta and all other

companies are building is actually a Social VR Platform. The metaverse is to social VR platforms what the internet is to social media platforms. They are very interlinked, but not synonymous.

The Optiverse will usher the world into a new epoch of ***philosophical, entrepreneurial, philanthropic*** corporate engagement. The ethos of this project centers around synergizing a multitude of social functions to create harmony. In nature we see eusocial organisms, the most organized of any, using a very complex form of self-organization called stigmergy. This method of coordinating multi-agent systems is how termites are able to construct such complex and intricate structures like termite mounds, with no planning, control, or any direct communication. This is the biggest difference between human architecture and termite architecture (also known in biology as extended phenotypes). The renowned philosopher of biology Daniel Dennett, in his book "From Bacteria to Bach and Back", wrote about this difference and characterized it as "competence with comprehension" vs "competence without comprehension". Competence with comprehension is how human beings are able to achieve complex buildings, because they are completely aware (with comprehension) of what they are building towards and therefore are able to plan, and make architectural notations, plan of work, budget, and estimate time. In contrast, competence without comprehension is a more interesting method used by termites where they have no idea about the final result or what they are contributing towards, but they are genetically coded to interact and respond to stimuli in certain ways that result in social cohesion and artifacts such as termite mounds. In fact, most termites never live long enough to see the process of construction from beginning to end as their lifespan is approximately 1-2 years, while it could take up to 5 years to complete the mound.

This is a very important process to understand when trying to encourage global cohesion in the metaverse, especially in a globalized world with people from different backgrounds, speaking in different languages, and psychosocial narratives from different cultures. In order to optimize the harmony regardless of such vast differences, the spaces, functions, and experiences have to gamified to do so, and that is why understanding processes that encourage this in nature like stigmergy, eusocial behavior, swarm intelligence, and self-organization.

Optima's philosophy of ***molecular, orbital, universal*** is resonant in this. The idea of quantum particles interacting (with no sentience) to create the physical world, or at a macro level celestial bodies, star systems, and galaxies all coexisting according to the laws of physics in absolute congruence. The song and dance of existence is perfect. And that is what Optiverse aims to embody – ***individuality, collectivity, connectivity*** – that optimizes human experience, both at a subjective/individual level, and at an objective/societal scale.

The design of Optiverse uses the latest methodologies in avant-garde architecture and design to create spaces, forms, assets, and experiences to embody the essence of cohesion. The design uses the same generative algorithms that evolution fine tuned over billions of years to create forms that resonate with the human psyche; biologically and semiologically. The design is completely fluid, taking advantage of controlled curvature to create intuitive continuity, as well as harmonious connectivity between 3 separate entities.

Curvature is used in avant-garde architecture for many reasons, but in this case especially the primary reason comes from studies in gestalt psychology that show that the best way to intuitively understand and navigate complex spaces and forms, while reducing disorientation, is by introducing controlled curvature. Having a fluid approach with curvature helps users intuitively navigate this complex (almost alien) form, in a very familiar way because it is encoded in their DNA. A clear example of this is – imagine looking down at a map (birds-eye-view) and you have 2 buildings: one shaped like a square, and another shaped like a circle. If you divide both shapes into 4 quarters symmetrically (horizontal/vertical divides), and you separate them; now the square is divided into 4 equal squares, and the circle is divided into 4 equal pizza slices (90-degree sectors). Imagine taking one of these small squares, remembering it represents a building from birds-eye-view, and placing a person at a random corner, this person will not be able to extract any intuitive information about where they are in relation to the rest of the building (other 3 squares) or be able to navigate because all sides and corners are identical. But take the pizza slice, if you placed a person in any corner they would intuitively understand that if they see a right angled wall then they are on the inside of the building (circle/pizza), and if they see a straight wall and curved wall meeting then they are on the outside of the building. This is how you very rudimentarily introduce intuitive understanding and navigation through curvature, contributing to the lawful inscription of information, like braille.

Optiverse also contributes a new methodological approach to designing for the metaverse. ILLUSORR, as the first and leading design-oriented metaverse company, use their expertise in architecture to redefine virtual reality design. Architects are experts in organizing social functions within space; every building, urban landscape or structure that an architect designs is to aid human social functions within space. This space includes virtual space, because a lot of human social functions are moving to the metaverse, and we have a lot of spaces that need to be designed. A good example is – sometimes you go into a virtual space and you see light fixtures, or panelized wood, or structural columns, and this is because the designers just replicated what they saw in a physical space. It takes an architect to understand that light fixtures are not needed in the metaverse because virtual reality itself is made of photons (light particles) and therefore light might be added for aesthetic purposes but the fixture is redundant. Panelized wood and other surfaces are only that way for standardization, mass production, transportation, and assembly, but none of that is needed in the virtual world. Structural columns are unnecessary in a world with no gravity or physical laws. It takes an architect to understand the semiological, psychological, and navigational importance of other experiences, for example the matter of gravity; we don't need to have a ground, we can fly, but the experience is not intuitive to humans therefore it makes us dizzy, can cause nausea, and can be disorienting, so even though there's no gravity, having a ground as a reference point to walk on is still important in the metaverse. These are the kinds of contributions that architects make in addition to understanding advanced methodologies of design like procedural modelling, genetic algorithmic scripting, parametric design etc.

These design decisions were all considered when creating the Optiverse. A multitude of parameters synthesized perfectly to create a cohesive morphology and seamless experience. One that enhances each users experience, and beautifies the togetherness of being. *I am because we are.* ILLUSORR was tasked with turning this philosophical thought into a pragmatic design, space, and experience. To do this a number of spaces were created to host different functions, all categorized under the 3 components of Optima: Syndicate, Sensory, The Salon; or for the combined/public spaces: Optima.

The "Deal" room is a Syndicate room that acts as a virtual bank and will house a highly secured vault. This room is completely private, discrete, confidential, and available for private conversations with access to backroom equipped with material, as well as encrypted recordings. The Deal room is private and can be locked, and can accommodate up to 10 people. There is a record button, as well as ability to share content between users. There will be 2-3 parties in the deal; Startups, Investors, and the Optima team. The space is optimized for startups to pitch to investors, fully configured with podiums and screens. Escape room (ie silent room) will allow investors (or founders) to go and deliberate in private, fully accomodating with chairs and tables. The deal room will accomodate 2 screens, and a concrete/steel/glass/wood finish to give a minimalistic aesthetic and invite fluid and seemless interactions and deals; where startups as for for money, and investors ask for equity.

The "Venture" is a Syndicate room that acts as a virtual bank and will house a highly secured vault. This room is completely private, discrete, confidential, and available for private conversations with access to backroom equipped with material, as well as encrypted recordings. The Venture is private and can be locked, and can accommodate up to 10 people. There is a record button, as well as ability to share content between users. This room will be for discussing one specific deal, and every user will have their own private screen.

The "Capital" room is a Syndicate room that acts as a virtual bank and will house a highly secured vault. This room is completely private, discrete, confidential, and available for private conversations with access to backroom equipped with material, as well as encrypted recordings. The Venture is private and can be locked, and can accommodate up to 10 people. There is a record button, as well as ability to share content between users. The entrance from Vault, and will be made of glass. Every room has a door, and teleportation can be activated on the floor.

The "Gallery" room is a Syndicate room that acts as an office for the news/media industry. It will be speicalized for maximum impact/influence, but will be very professional, formal, and serious in order to bring value to startups.

The "Studio" is a Sensory room that is a new-gen design oriented strategic creative agency. Services include art direction, branding & identity, creative consultancy, concept development, content development, curation, digital experiences, event design & planning, exhibition design, film & video, video production, graphic design, interactive design, rendering, website design. Sensory Studio is the art and production hub in Sensory. Seminars and creative conferences will be hosted by Studio. Also, casual fireside chats and creative conversations with well-known personalities will take place. One-on-one interviews can take place in private interview rooms, which is fully equipped for podcasting and broadcasting to the public. This room is private and can accommodate up to 10 people. It is only accessible to members who are verified, or users invited by the admins.

The "Atelier" room is a Sensory room that is an architecture and design atelier embracing the experimental spirit of innovation. Under Sensory Atelier, there are multiple design labs that focuses

on speicific design subjects. Services include art, architecture, interior design, sustainable environmental design and urban design. Sensory Atelier acts as the virtual headqurters to their teams respectively where design workshops can take place. Also, it can act as a place where remote team members can meet and shareideas and brainstorm about their upcoming projects and designs. These divisions can act as a meeting center for potential and current clients for private interviews and design presentations. Different portals could open to 3D environments that are showcasing architectural projects of Sensory Atelier. The room is private, can be locked, and can accommodate up to 10 people. There is a record button, as well as ability to share content between users. It is also only accessible to members who are verified, or users invited by the admins.

The "Farm" room is a Sensory room that acts as the virtual headquarters to their teams respectively where design workshops can take place. Also, it can act as a place where remote team members can can meet and share ideas and brainstorm about their upcoming projects and designs. These divisions can act as a meeting hub for potential and current clients for private interviews and design presentations. The room is private, can be locked, and can accommodate up to 10 people. There is a record button, as well as ability to share content between users. It is fully private, only accessible to members who are verified, or users invited by the admins.

The "Exhibition Room" is a Sensory room created to host exhibitions, digital shows, and other medium sized gatherings showcasing work of Atelier, Farm, and Studio. This space includes interactive elements that are clickable with hyperlinks that can take you to external sites (for example NFT marketplaces). Account login is required in order to access this room, and admins can upload content for viewing.

The "Lounge" is a Sensory room that is public and can be used for small gatherings and meet and greets. This room can accommodate up to 10 people. This room is public, accessible to members, without invitation by admins.

The "Gallery" is a Sensory room created to host exhibitions, digital shows, and other medium sized gatherings showcasing work of Atelier, Farm, and Studio. This space includes interactive elements that are clickable with hyperlinks that can take you to external sites (for example NFT marketplaces). Account login is required in order to access this room, and admins can upload content for viewing.

The "Circle" is a Salon room that innovates traditional events by combining visionary leadership through a series of pioneering themed briefings, workshops, and round-tables. The Circle events are gatherings of evolving minds privately invited to collaboratively engage with program partners. They will be moderated by a panel of experts, including academic, entrepreneurial, cultural and philanthropic partners. Each format is exclusively designed and inclusively focused on a specific theme or topic addressing key segments and industries. The room is private, can be locked, and can accommodate up to 50 people. There is a record button, as well as ability to share content between users. It is fully private, only accessible to members who are verified, or users invited by the admins. The Circle will have 8 circles, with 8 desks each, that simulate different ecosystems, which will

accomodate themed briefings. All 8 circles are in the same meeting room, and will have a fast pace, high momentum and energy. This room will be less professional and more dynamic and eye opening, even more so than commercial conferences.

The "Virtue" is a Salon room that acts a programme for joint ventures and resource sharing. Gone are the days of being restricted to being a passive audience member confined to the conference hall, the room facilitates cutting-edge programmes designed carefully by leading experts and professors in their fields sharing the opportunity to explore, to participate, and to learn. The programmes are tailored and organized around six spheres: We-Leadership, Real Estate, Family Office, Technology, Life Sciences, and Creative Industries. This room is public, can be used for medium sized gatherings, and can accommodate up to 15 people. There is a record button, as well as ability to share content between users. It is accessible to members, without invitation by admins. The Virtue is about innovation, inspiration, collaboration, openness, and dynamism. It will be like a Mindnest Cabin, a completely new ecosystem with pods for each of the people. The materiality will be combine contemprorary with nature, including glass floors and grass floors, with no roof so that occupants can see the stars and planets at night time.

The "Faculty" is a Salon room that acts as a space to further expand the understanding of research and case-studies, it will be provided with facilities to accommodate workshops and seminars. Also, mini auditorium halls will host speaking partners from various academic, cultural, and entrepreneurial backgrounds. This room is public, can be used for medium sized gatherings, and can accommodate up to 150 people. There is a record button, as well as ability to share content between users. It is accessible to members, without invitation by admins. This will be a university setting, and the stage can accomodate one speaker, or a panel of 4/5 panelists. This room will house interactive components, including polls, questionaires, research and case study material.

The "Auditorium" is a Salon room that will act as the main auditorium space for Optiverse. the main stage will be designed to host talk shows, live shows and any sort of gatherings. The central part of the stage will be locked for specific user type. The avatar of the host will be enlarged and several features will be activated, such as megaphone, camera recordings etc. The screen will be split into 3 HD screens, the right and left screen will showcase the live event camera positions, whereas the middle screen will be linked to a specific streaming software, such as Twitch. This allows the users to share screens and broadcast audio/video live. Account login is required in order to access this room, and admins can upload content for viewing.

The "Library/Museum" is a Salon room that will host a vast collection of virtual books, recordings, galleries, etc. It will act as the intellectual database for Optiverse where visitors and division teams can access the data they need. The Library will also house an archive and a storage of the past, present and future events' videos, documentaries, audio files, pictures and other digital content held within the Optiverse (Atelier, Farm, Studio). Research facilities will be available within the library, as well as diverse Salon-style themed rooms that can host round tables workshops, and panel discussions for a smaller sized audience. This space includes interactive elements that are clickable with hyperlinks that

can take you to external sites. Account login is required in order to access the library/museum, and admins can upload content for viewing.

The "Lounge" is a Salon room that acts as a very flexible area that can be either divided into smaller spaces or opened up as one big space. High profile events and seminars can be organized here to which can have a more social impact. This room is public, and can be used for medium sized gatherings and meet and greets. It can accommodate up to 50 people, and is accessible to members, without invitation by admins.

The "Gallery / Lounge" is an Optima room that is public and can be used for medium sized gatherings, meet and greets, and exhibitions. This room can accommodate up to 50 people. This space includes interactive elements that are clickable with hyperlinks that can take you to external sites (for example NFT marketplaces). Account login is required in order to access this room, and admins can upload content for viewing.

The Information Booth allows attendees to browse through upcoming event schedules and any updates in regards to the Optiverse. The dashboard will feature the following: Space Map; Event Map; Clickable Map points to teleport into the designated location; Hyperlinks to external information and websites; Event Schedule; Navigation Info and User Manual.

Product display units will house a range of 3D objects to be showcased in different spaces. The Display Units will feature the following: Custom casing; Custom QR code; Custom hyperlinks; Custom logo/branding; Animation of 3D object; Custom play option of digital content; Custom interactivity with avatar.

The Avatars will have multiple unique capabilities: Head moves with mic audio; Enable webcam on helmet (helmet will be flat); Activate hand tracking with VR headset.

Optiverse will be accessible via all devices. The platform can be accessed with a simple click, and the link can be shared very easily. This makes it much easier to share spaces, experiences, and events to clients, customers and all other users interested in the Optiverse. This gives a large advantage over other platforms which require users to download standalone apps or have PCs or VR goggles. The Optiverse platform can be accessed via PC, VR, AR, Web, Console, Tablet and Mobile.

Optiverse ushers us into a new exixtence of the physical world, the virtual world, and the internet seamlessly integrated into everyday life processes. ***Universal cycles, Personalities , characteristics*** translated into a design brief, and manifested by ILLUSORR as a social VR experience like none other. The corporate world will never be the same.