ANIME VILLAGE

A SOCIAL METAVERSE COMPANY

テレビゲーム

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DISCLAIMER

The Anime Village whitepaper and other associated documents relate to a token offering (AVTS token) to persons (contributors) concerning the proposed decentralized Social Metaverse Anime Village. This document does not constitute an offer of securities, promotion, invitation, or solicitation for investment purposes. The terms of the contribution are not intended to be financial services offering documents or a prospectus. The token offering involves and relates to the development and use of the experimental platform (software) and technologies that may not come to fruition or achieve the objectives specified in the whitepaper. The purchase of tokens represents a high risk to any contributor. The tokens do not represent equity, shares, units, royalties or rights to capital, profit or income in the platform or software or in the entity that issues tokens or any other company or intellectual property associated with the platform or any other public or private enterprise, corporation, foundation or other entity in any jurisdiction. The tokens are not therefore intended to represent a security or similar legal interest.

Anime Village, Inc. and its management recommend that you consult with your tax and legal advisors regarding your participation in this token offering.

"Choose a job you love, and you will never have to work a day in your life."

– CONFUCIUS

EXECUTIVE **SUMMARY**

Anime Village (AV) is a mixed reality social Metaverse platform inspired by the increasingly popular artforms of Anime and Manga. A key distinguishing factor of AV's Metaverse is the original and compelling stories and narratives the company will introduce in its forthcoming all-original Manga series. AV has taken an integrated approach to its business model, introducing a holistic offering of products and services that appeal to its targets and can be customized to meet each individual's wants and needs. This, combined with AV's commitment to providing a safe, secure, decentralized environment for users, creates an immersive and equitable virtual environment for all to enjoy.

**GARY R. PHILLIPS,** **Founder + CEO**
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INTRODUCTION: **CURRENT ANIME + MANGA, SOCIAL MEDIA/METAVERSE LANDSCAPE**

Anime and Manga

Anime and Manga have never been more popular. According to a Grand View Research report, the Anime market in North America was valued at $25 billion in 2021 and is anticipated to grow to $48 billion by 2028. This is based on several factors, most notably a general dissatisfaction with current intellectual property (IP) and streaming giants such as Netflix, Disney+, and Amazon making significant investments in their original content. This explains why the industry continues to see remarkable growth year-over-year, and why innovative players such as AV are primed to make a significant impact.

Current Metaverses

The Metaverse, Social Media, Web3.0, WebXR, and mobile apps are growing just as quickly as the Anime/Manga markets. The current Metaverse (direct competitor) market is expanding, with new players and existing ones introducing new solutions. The leading players in the market are The Sandbox, Decentraland, Illuvium, Axie Infinity, and Meta (Facebook). Funding has been accelerated, with billions of dollars invested. While each Metaverse offers some form of social media, only Meta provides a complete solution at the cost of privacy and intrusive ads.
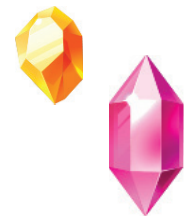
Comparable Metaverse projects as pertains to land, NFTs, marketplaces, games, and entertainment:

Decentraland (MANA)
Launch Price: $0.25
Current Price: $0.80
Market Cap: $1,475,680,295
Fully Diluted Market Cap: $1,755,013,653

The Sandbox (SAND)
Launch Price: $0.51
Current Price: $0.8664
Market Cap: $ 1,075,350,354
Fully Diluted Market Cap: $ 2,596,603,661
Max Supply: 3,000,000,000

Illuvium (ILV)
Launch Price: $60
Current Price: $176,82
Market Cap: $115,085,708
Fully Diluted Market Cap: $1,768,206,835
Max Supply: 10,000,000

Axie Infinity (AXS)
Launch Price: $0.1411
Current Price: $13.82
Market Cap: $866,300,012
Fully Diluted Market Cap: $3,691,724,515
Max Supply: 270,000,000

The majority of current Metaverses are everything to everyone with no focus on a particular group. Most Metaverses are adult-themed, except Roadblocks, Minecraft, and a few other game-based environments. Most lacking within these Metaverses are engagement and a social component.

Social Media

Social media networks are massive — 43% of the global population and 70% of the North American population engages with one or more platforms regularly. It is currently an accelerated market. What would take ten years to gain users can now take only a few years. Social influencers can grow a network of tens of millions through mentions and promotions in a matter of days.

The social network market (indirect competitor) is comprised of big players and small groups. Meta (Facebook, Instagram, WhatsApp) is the largest, with over two billion unique users. Meta has the largest market cap and is going 'all-in' on the Metaverse. Why are social networks important? They are a part of our everyday lives, and the Metaverse needs to be connected to these networks, or the potential for short-term attention could create a lack of engagement. AV is incorporating the social component in its Metaverse to retain engagement.

ANIME VILLAGE (AV), **A MIXED REALITY SOCIAL METAVERSE**

AV is a Mixed Reality Social Metaverse for Anime, Manga, and gaming fans and is fueled by stories and narratives the company will introduce in its forthcoming all-original Manga series. Our unique Metaverse combines social media, Web 3.0, WebXR, and mobile apps, allowing users to build their digital worlds, buy and sell NFTs, and socialize with other users. This is just the beginning. It's all about having fun and taking engagement to the next level.

AV has the opportunity to penetrate the Metaverse and social media markets. The total available market (TAM) for social media is $102 billion, and the TAM for the Metaverse market is anticipated to reach $800 billion by 2028. The serviceable available market (SAM) is $61 billion, and the serviceable obtainable market (SOM) is $8 billion.

AV will be implementing a complete social platform within its Metaverse — social feeds to existing social media accounts, instant messaging (with groups), and calendars (shared). The challenge for users is jumping between other activities creating disconnected social exposure. AV will provide all users with an immersive experience via storytelling, encouraging group quests, meeting new people, games, and social connection to their existing connected universes. AV will not be implementing an advertising model into its social feed, thus eliminating intrusive and unwanted messages.

Some features that set AV apart from existing Metaverses include:

Mixed reality partnerships with exciting brands. We are talking with brands to offer NFTs via real-world purchases and real-world purchases when NFTs are purchased. For example, buy a name-brand pair of NFT shoes and receive a gift certificate for the same physical pair of shoes.

Augmented reality (AR). AV will be implementing an AR app tied to its Metaverse. Users can take selfies with their Avatars and others in the real world or take selfies in their virtual environment. Plans include AR games tied to the Metaverse. The app will be native IOS and Android mobile compatible.

Virtual reality (VR). AV will be partnering with various VR games to integrate into the Metaverse through Oculus and other VR headsets. In addition, AV will create multiple games and environments that can be experienced in the VR Metaverse..

Mixed reality wearables. The AV team has already developed in HoloLens and other wearables. Innovation is key to the success of the Metaverse, and wearables will become the new normal. AV will continuously evaluate future technology to determine the value it brings to members.

Unity role playing game (RPG) maker. This will enable AV to create games in a fraction of the time, keeping content fresh and users entertained. The Unity platform supports mobile, online, Switch, VR, AR, and Steam (gaming distribution service).

A significant competitive advantage AV provides is its hybrid model, which allows in-app purchases by obtaining Mekka coins through tokens or credit cards (enabling people of all ages to participate). Users can then use Mekka (AV Metaverse) coins to make purchases within the AV Metaverse. Only NFTs, land, and selected high-value limited-edition items will require AV Tokens ($AVTS). Current Metaverse models are only accessible to consumers holding cryptocurrencies, thus limiting the number of potential users and eliminating most younger users. AV looks to create a pathway for this demographic to learn about cryptocurrency, blockchain, and Web 3.0.

Finally, AV is committed to bringing interoperability between Metaverses. AV will set aside a portion of tokens raised to support the creation of detailed protocols and standards, enabling certain assets and Avatars to move between Metaverses readily. This will necessitate collaboration between multiple Metaverses and require them to provide users exclusive rights to their Avatars and certain assets. This will facilitate a unified, decentralized virtual space where users hold exclusive rights over their data, Avatars, and certain assets.

IN THE **METAVERSE**

The Anime Village Metaverse Map

The Metaverse Map is an island-based plan that features five Villages with a total of 133,970 land parcels. In addition, the map will include unique era districts within the Villages: future, modern, and early modern. This diversity enables AV to feature more products, allowing members to experience the genre and era they find most engaging.

Legends Gate

Fury Falls

Village 555

Mystic Valley

Harmony Hills

METAVERSE VILLAGES

AV is creating a Village-building solution, enabling users to construct buildings and homes, configure lots, terraform land, and various other configurable solutions. Empowering users to create what they want and giving them the tools to realize their visions will be vital to developing our brand and subsequent user loyalty and levels of engagement.

The Metaverse Villages will be genre-based: Action, Adventure, Supernatural, and Slice of Life. Sub-genres will be introduced once primary counterparts have been established. Members will be granted the ability to readily choose their favorite narrative style to enhance their overall experience. Socializing with other fans, staying connected through AV's social platform, playing games, purchasing and earning NFTs, watching movies via our streaming partners, and earning income from creating a business or buying and selling land. These are a few examples of the activities that AV will provide.

AV's Metaverse is comprised of five distinct islands — Village 555, Fury Falls (action), Legends Gate (adventure), Mystic Valley (supernatural), and Harmony Hills (slice of life). Each Village offers a unique experience.

While these exotic, virtual locales tout their unique characteristics, they all invite users to explore and create and are driven by an overarching narrative to compel engagement and subsequent purchases.

All other Villages reflect the nature of their respective names. For example, Fury Falls is all about excitement, games, events, quests, and skins and accessories that reflect the pulse-pounding characteristics of action-themed storylines and characters. On the other hand, Harmony Hills focuses on having fun by treating users to musical-themed activities and adventures, along with dance-inspired narratives that tie in directly to the popular slice of life genre.

Users can move between Villages via AV's transportation hubs — simulated train and air rides that shuttle members to their destination of choice — quickly and easily.

AV will license specific Avatars, Manga, games, and NFTs that provide significant value for its members. The leadership team continues to analyze build vs. buy scenarios to ensure AV offers the ideal solution to its members.
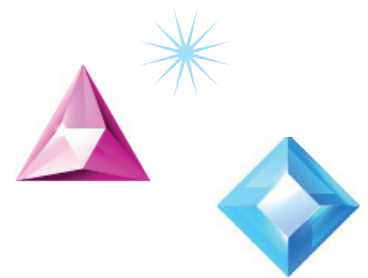
Village 555

The hub of AV's Metaverse is where visitors jump off to choose their go-to genre and experience the Metaverse in an all-new way. Village 555's aesthetic is inspired by fantasy, adventure, and exploration, delivered in a classic cell-style animated form. Visitors will also be treated to a wide array of architectural designs — a commingling of traditional and contemporary landmarks that unite for a one-of-a-kind virtual visit.

- Non-genre-based Village
- Capital City (central hub)
- Building height limitation 1,000'
- Brands (stores and showrooms)
- Business opportunities
- Sports and Entertainment venues
- Social activities
- Vehicles

Suki

AV's virtual guide, Suki, can always be found perched high atop Village 555's tallest structure — Manaka Tower. Just drop by, and she'll show you the way! Suki is always raring and ready to help visitors create an experience that's custom-tailored to their exact specs. She is especially useful to new visitors to Village 555 who need a helping hand. By posing a few simple questions, Suki can quickly decide on the visitor's preferred Village. AV's resident guide is also here to deliver all manner of company updates, news, and offers to AV visitors via email notifications and direct messages (DMs). Finally, she will be featured in cameos in AV's upcoming Manga titles, along with her own NFT series, "Reverting to Type."

Fury Falls (Action)

Looking for some action? Then Fury Falls is your destination. Inspired by some of the most exciting (and perilous) adventures in classic and modern-day mythology, you and your Avatar better keep your eyes peeled because you never know what's lurking around the corner.

- Genre featuring fluctuating threat levels (1-11, they vary every day)
- Building height limitation 200'
- Different set of vehicles (tanks, jeeps, motorcycles, ATVs)
- Special clothing, Avatars, and accessories (based on different sub-genres, (i.e., Samurai, Mehca, etc.)
- Story modes fostering participation
- Games associated with Action
- RPG game based on AV original characters and stories
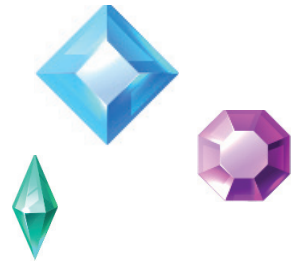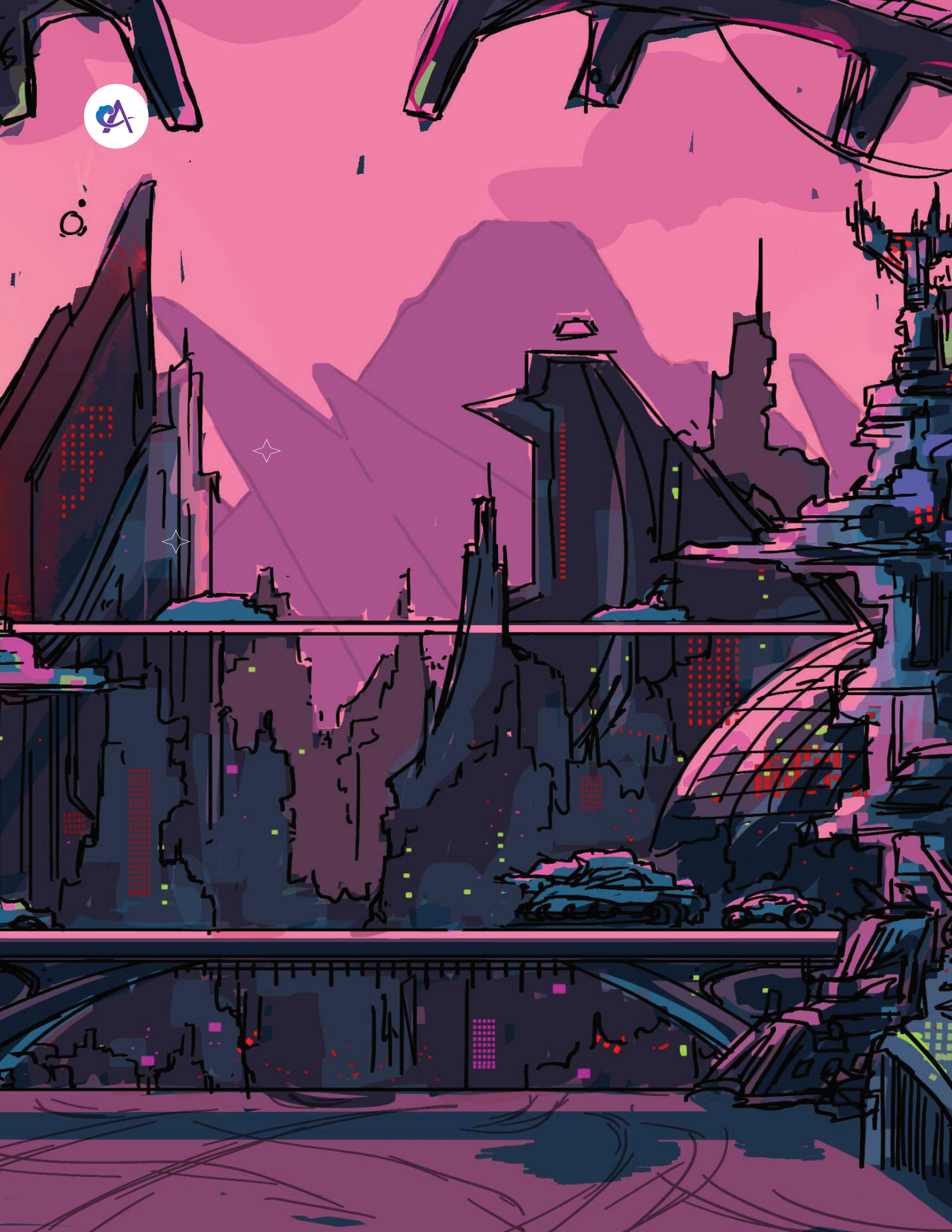
Legends Gate (Adventure)

Is adventure your bag? If so, Legends Gate will be your go-to Village. Timeless, awe-inspiring quests await as you traverse the diverse landscapes and towns that comprise one of the most electrifying destinations in the AV Metaverse.

- Genre-based on exploration and quests
- Building height limitation 200'
- Mountains with trails
- Special vehicles; Optional creatures in lieu of vehicle (dragons, gorgons, other mythological types)
- Quests
- Games associated with adventure
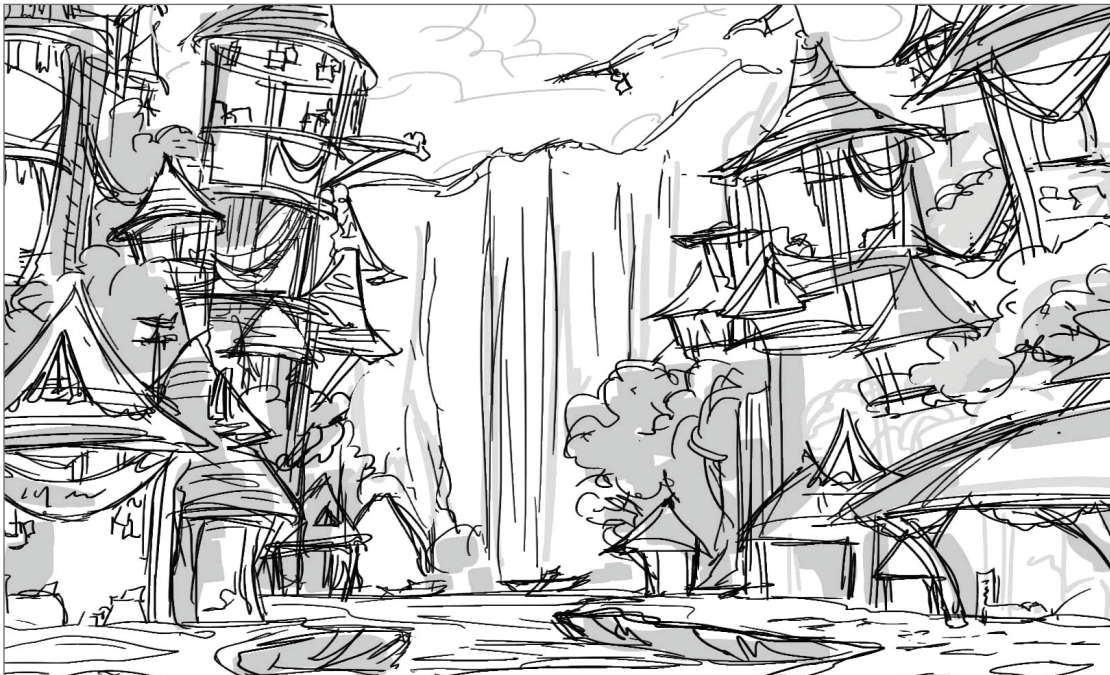
Mystic Valley (Supernatural)

Mystic Valley should be your first stop if your tastes are a bit more arcane. The most magically malevolent creatures and characters are the inspiration behind AV's most nefarious of Villages, so you'd better make sure you have your incantations at the ready.

- Building height limitation 200'
- Zombies and ghosts and demons, oh my!
- Special Avatars, clothing and accessories
- Special vehicles; same as Adventure (creatures inspired by the supernatural/magical realms)
- Spells, potions, and artifacts
- Special quests
- Darker and more ominous (though we lighten the mood every once in a while)
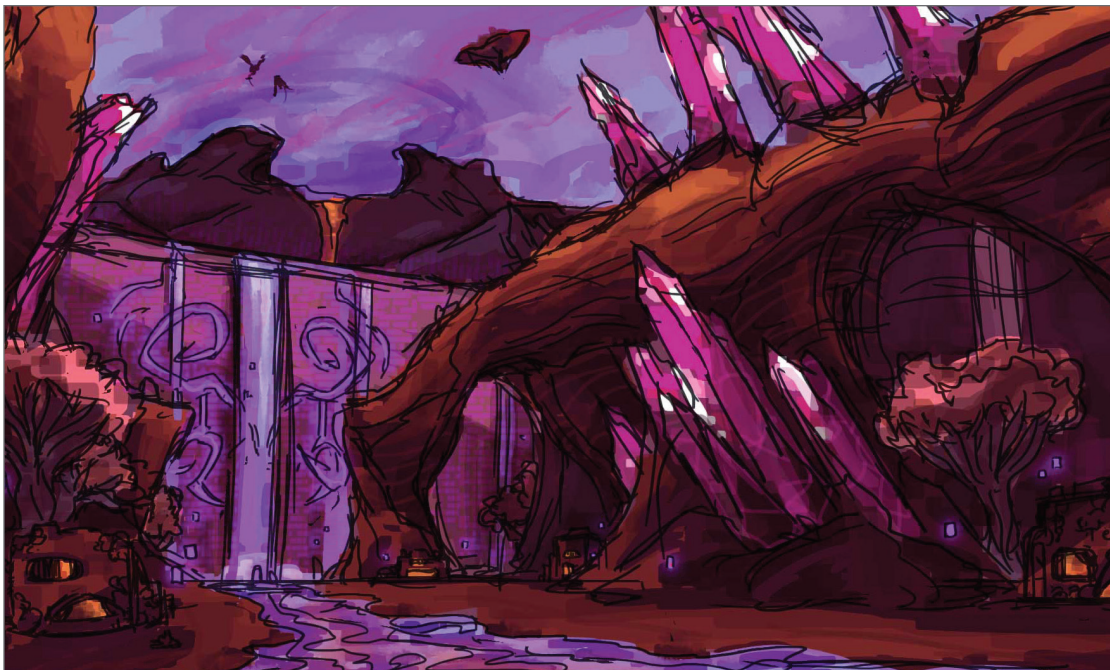
Harmony Hills (Slice of Life)

Fun, eclectic, and oh-so-groovy, Harmony Hills is where the party is at. For fans into more casual, dramatic, and comedic fare, this is the Village for you and all your friends to connect, share, buy, sell and engage precisely how you see fit.

- Building height limitation 200'
- Bright and vibrant
- Music of all types
- Dancing
- Riverwalk
- Romantic settings with postcard views
- Scooters
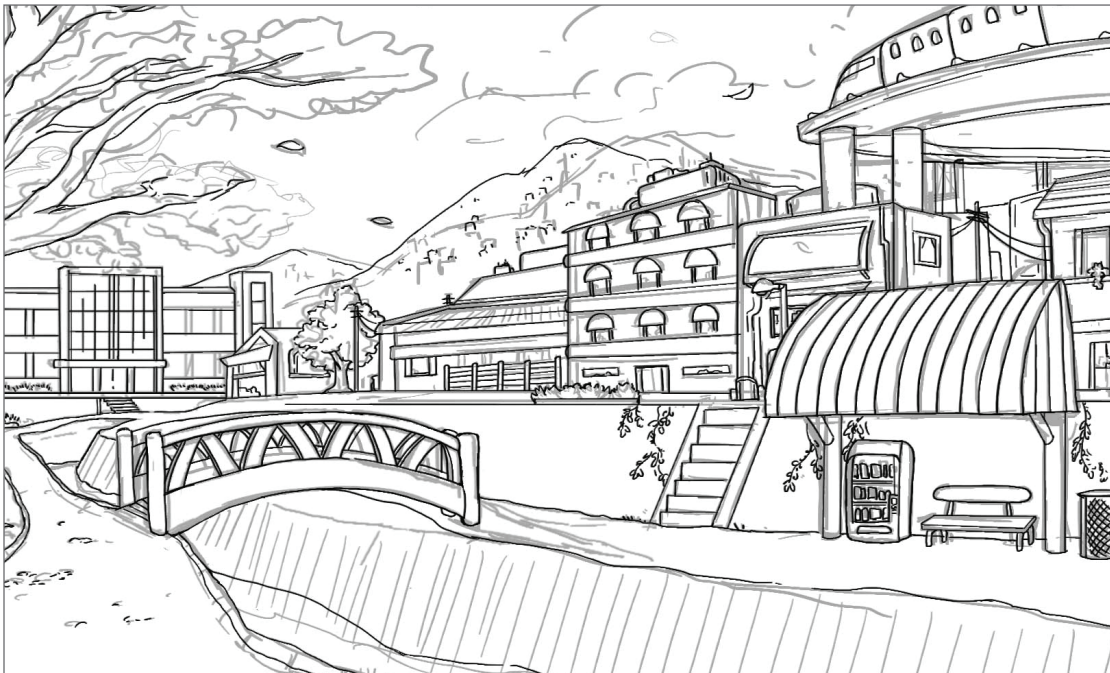
AV Land (Parcels)

Land parcels will be available in four sizes: Starter (1x1), Small (5x5), Medium (10x10), and Large (20x20). We offer apartments for members: basic freemium membership and a larger version for premium memberships. Virtual land ownership will be minted as Non-Fungible Tokens (NFTs) on the blockchain providing authenticity and security.

Total land parcels offered: 133,970. Anime Village land parcels reserved: 2,620.
Equivalent land size of a 1x1 parcel = 250x250' = 62,500 sq ft.
Land parcel sizes offered: Single Parcel 1x1, 5x5, 10x10, 20x20.
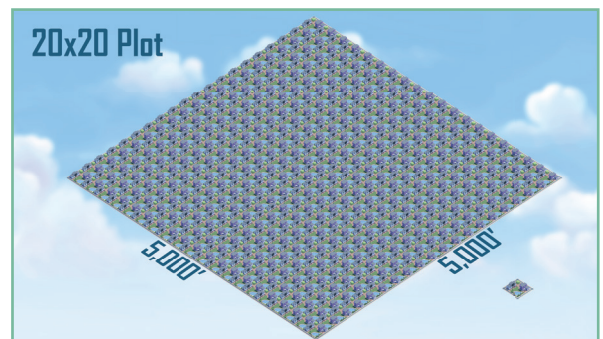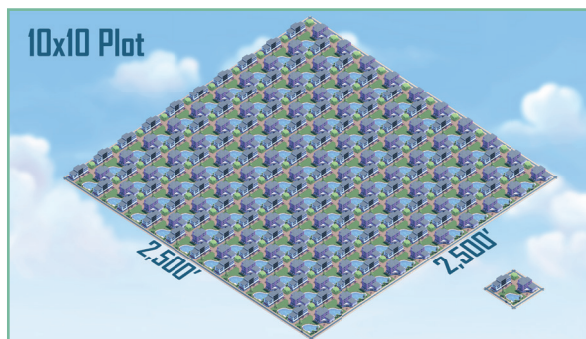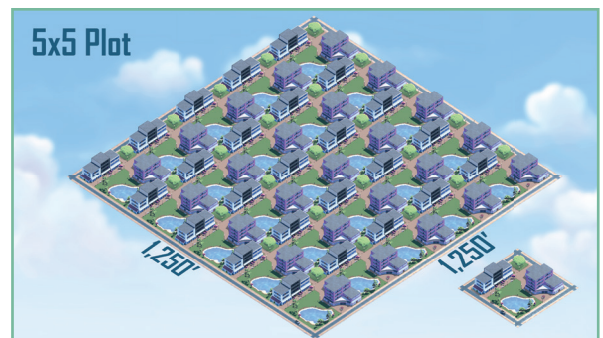
Numbering sequence is based on X & Y (1,1) map coordinates. Each parcel will have a restricted easement line and roads around the parcel.

AV Land (Parcels) continued from previous page

Entertainment District 20x20 (-1,1)

Shopping District 20x20 (1,1)

Business District 20x20 (-1,-1)

Financial District 20x20 (1,-1)

(0,0)

Avatars

Users will explore the Metaverse as Avatars, which can be AV originals based on the user's likeness, custom, or future licensed properties. Avatars can readily explore and interact with others, businesses, play games, socialize, and much more. AV Avatars are synonymous with the AV aesthetic — classic, colorful, and immersive designs inspired by the world of Anime, Manga, and gaming. The result is an engaging look and feel that transports users into a virtual world of Anime.

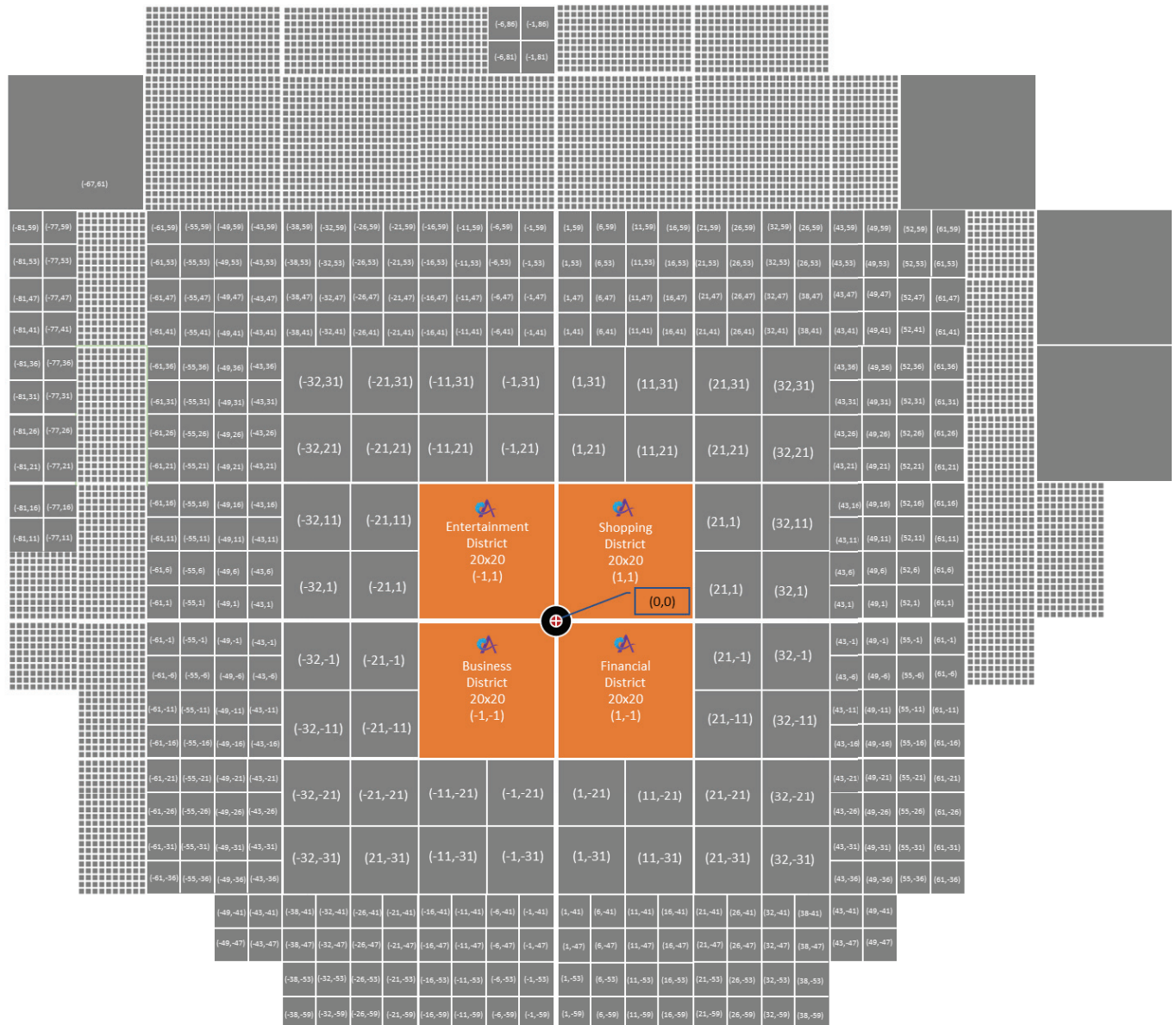AV's Avatar builder will enable users to customize their Avatar's skin (purchased, custom), hair (type and color), eyes (size, color, shape), body (size and shape), clothing and accessories, weapons (available in Fury Falls) and future licensed items. Genre-based Avatar bundles will be available to simplify the selection and customization process. AV original Avatars will be available with limited customization, allowing users to get in on the action immediately.

Original Art NFTs

AV will launch a series of original minted NFT art. Adamanto, an AV original Manga series, will be displayed with a host of backgrounds, headwear, and facial expressions for collectors and fans. Buyers will also be awarded for their purchases by having their Avatars outfitted with the same accessories featured in the NFT at no cost, allotting them a one-of-a-kind Avatar to explore the AV Metaverse. Future NFT releases will correspond with the following Manga Volumes:

- **Series 1** Adamanto ("Unbreakable")
- **Series 2** Adamanto ("Ikigai")
- **Series 3** Adamanto ("Bad Byzness")

Shin'ichi Tanso, the prime protagonist of AV's all-original Manga, ADAMANTO.

Original artwork from Adamanto, Ch. 1, Vol. 1

Original artwork from Adamanto, Ch. 1, Vol. 1

AV's Metaverse guide and mascot, Suki, will be featured in a unique NFT collection. This series will showcase our lovable (and always helpful) conductor in various outfits synonymous with AV's genre-based Villages.

- **Series 1 Suki** (Village 555)
- **Series 2 Suki** (Fury Falls)
- **Series 3 Suki** (Legends Gate)
- **Series 4 Suki** (Mystic Valley)
- **Series 5 Suki** (Harmony Hills)

In addition to the land being minted as NFTs, Anime Village will introduce original character art in a series of releases for each genre-based Village. One-of-a-kind Avatar skins and accessories will be offered through an auction, while limited editions will be available as one of 100. Basic skins and accessories will be made available at a fixed price. AV assets, including cars, structures, accessories, furnishings, and numerous other virtual items, will be minted as NFTs and available for purchase on the AV Marketplace. Licensed skins and likenesses will be introduced via partnerships as they are formed during the alpha and beta phases.

Assets

AV will internally produce and outsource the creation of assets to provide users with a wide variety. The ability to build out and terraform purchased property is essential to community building in the Metaverse. AV has partnered with Unity creators to generate various assets for the AV marketplace, including but not limited to: buildings, homes, cars, structures, accessories, furnishings, water features, roads, and bridges.

Additionally, approved suppliers will be authorized to provide custom building or terraforming services for the AV marketplace. Users can contact approved suppliers to create custom homes, businesses, and more.

Games

AV will offer multiple games, including:

- **Role-playing games (RPGs).** Manga series, quests, treasure, and scavenger hunts

- **Player-versus-player games (PVP).** Sword fighting and extreme sports, and;

- **Play-to-Earn games (P2E).** NFT team challenges.

Each Village has genre-based games, providing a unique user experience within each of these spaces.

Games are an essential part of the AV Metaverse, and we see this as a competitive advantage over most game-only Metaverses. Offering a single game can be challenging to keep users engaged and entertained before churn sets in. Multiple offerings will allow AV to cater to a much broader audience as we appeal to their 'go-to' game with these genre-based, story-driven properties.

The AV Metaverse will offer multiple games that engage users to participate and become immersed and entertained. With this format, AV can introduce multiplayer games, PVP, team quests, P2E, team RPGs, and individual games.

AV's overall strategy will be to develop these properties internally and with selected partners for VR and AR (WebXR).

Unity RPG Maker

Our partner, PLOW Games, has developed an RPG-maker framework for Unity. The framework provides development and script tools to create stories, worlds, and immersive game interaction. The partnership allows AV to dramatically streamline game design and development while regularly providing users with fresh content.

Creators

AV is a proud supporter of creators, whether established or those just beginning their careers. We will build a Creator Community, where artists will be paid for their work. AV will only take 5% of the total profit, which will be invested back into the Creator Community as funding.

Marketplace

The AV marketplace is the main virtual environment for everything in the AV Metaverse. Users can resell products on secondary markets such as OpenSea and others. $AVTS tokens are required to purchase items in the AV marketplace. Only approved suppliers can sell assets and other items here and all items offered are NFTs.

Manga Series

AV will launch four all-original digital Manga series representing the quartet of genre-based Villages. Each series will introduce new characters and their respective Avatar skins that will be minted as NFTs. The Manga volumes will set the foundation for four original RPGs as well.

Our first Manga and NFT series will feature Adamanto: Unbreakable (action genre). AV will introduce Volumes I ("Unbreakable"), II ("Ikigia") and III ("Bad Byzness") over a 12-month period. All volumes will include 88 pages of original art, with a combined 264 pages for all three volumes. The RPG is set to launch six months following the final volume's release.

Our Vision for an Interoperable Metaverse

AV intends to work with other Metaverses to create a true Web3 framework. This virtual world will facilitate an Avatar's ability to travel between Metaverses and allow token purchases that can be readily moved between Metaverses. AV's future goal is to work towards standardization of scale, functionality, and exchanges, which is emblematic of the decentralized nature of this next-gen Internet.

Anime Village Metaverse

The AV Metaverse will be built with the Unity Engine, which provides a comprehensive solution to world-building. In addition to its market strength, it gives a significant userbase to develop and offer services to the AV Metaverse. Also, the AV Metaverse will be WebXR-ready for Oculus and other upcoming wearables. The AV Blockchain Metaverse will utilize Polygon Technology Solutions (MATIC, Eth). It will also boast custom-created solutions to support AV's NFT Gallery, marketplace, tokens ($AVTS), and wallets.

Security

The AV social platform will make user privacy a primary focus, with no ad network or intrusive tracking. AV will not collect user data — moving the power from the platform to the user.

Furthermore, the AV social platform will offer a social feed with comments, sharing, likes/dislikes, follow and unfollow. An events calendar to support group planning for quests and events is also in the works, as well as instant messaging to chat with friends and connections. A key differentiator of the AV social component is that it's built into the Metaverse platform. That means users never have to leave to provide content to the social platform of their choice. This makes for a much more intuitive, fluid experience.

ANIME VILLAGE **TOKENS**

Anime Village Utility Tokens ($AVTS)

Anime Village Utility Tokens ($AVTS) is the governance token and will be used to purchase NFTs and land within the marketplace. AV will be utilizing Polygon/MATIC blockchain to connect to Ethereum. Smart contracts, lower gas prices, OpenSea connectivity, and other offerings support our overall business model and strategy. AV will bring a fixed supply of 2,000,000,000 tokens released over 48 months. Tokens will be utilized for:

- Governance
- Staking
- Ecosystem
- Play-to-earn prize pools

Mekka

Mekka will be the currency inside of the AV Metaverse. It will be used for the following:

- B2C, B2B and C2C commerce of non-NFT items
- Game and event Rewards
- User-based economy
- Mobile in-app purchases, AR games

This token will have no cap to ensure available supply as the community grows. AV will establish a predictable yield.

Blockchain

- **$AVTS (Token): Polygon/MATIC, ERC-20**

- **NFT: Polygon/MATIC, ERC-20**

- **Wallet: MetaMask**

- **NFT Market: OpenSea**

- **Cryptocurrency exchange: Binance, Uniswap, Simplex**

- **Blockchain: Polygon/MATIC network**
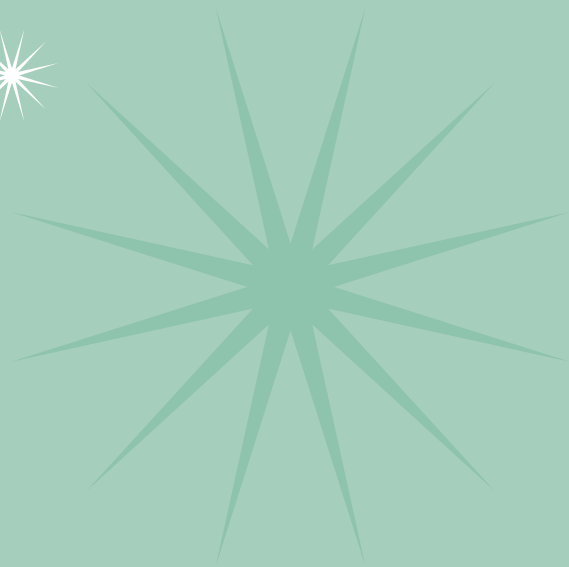
TOKENOMICS

Tokenomics		Token Supply			
Distribution	**%**	**2,000,000,000 Allocation**	**Months Lock-up**	**Months Vesting**	**TGE Release**
Seed Round	5%	100,000,000	3	24	0%
Private Round	2%	40,000,000	3	24	0%
Pre-Sale Round	2%	40,000,000	1	18	0%
Public	10%	200,000,000	0	0	0%
Development	10%	200,000,000	0	0	0%
Earn	14%	280,000,000	3	24	0%
Marketing & Ecosystem	18%	360,000,000	0	12	0%
Advisors	8%	160,000,000	3	18	5%
Team	19%	380,000,000	3	48	5%
Liquidity	12%	240,000,000	0	0	0%

Use of Funds

- 50% Product
- 20% Marketing
- 20% Ops
- 10% Staking/Airdrops

Product
Marketing
Ops
Staking/Airdrops

Allocation

- 2% Private Round
- 2% Pre-Sale Round
- 10% Public
- 10% Development
- 14% Earn
- 18% Marketing + Ecosystem
- 8% Advisors
- 19% Team
- 12% Liquidity
- 5% Seed Round

Private Round
Pre-Sale Round
Public
Development
Earn
Marketing + Ecosystem
Advisors
Team
Liquidity
Seed Round
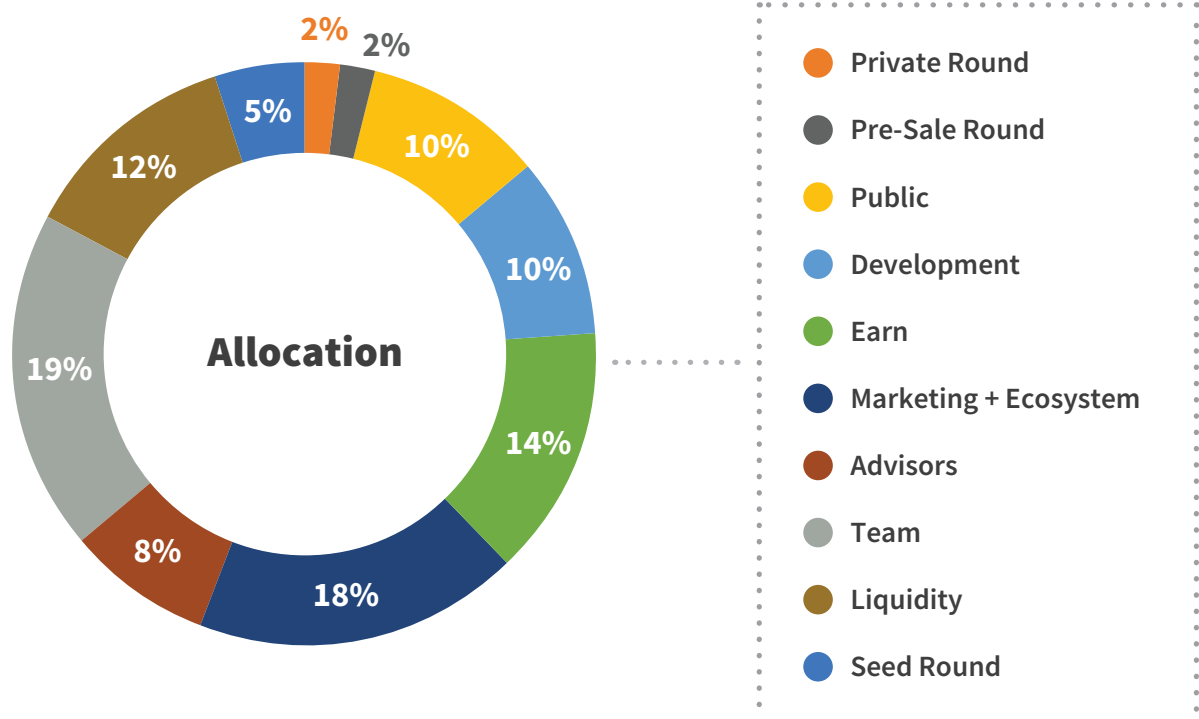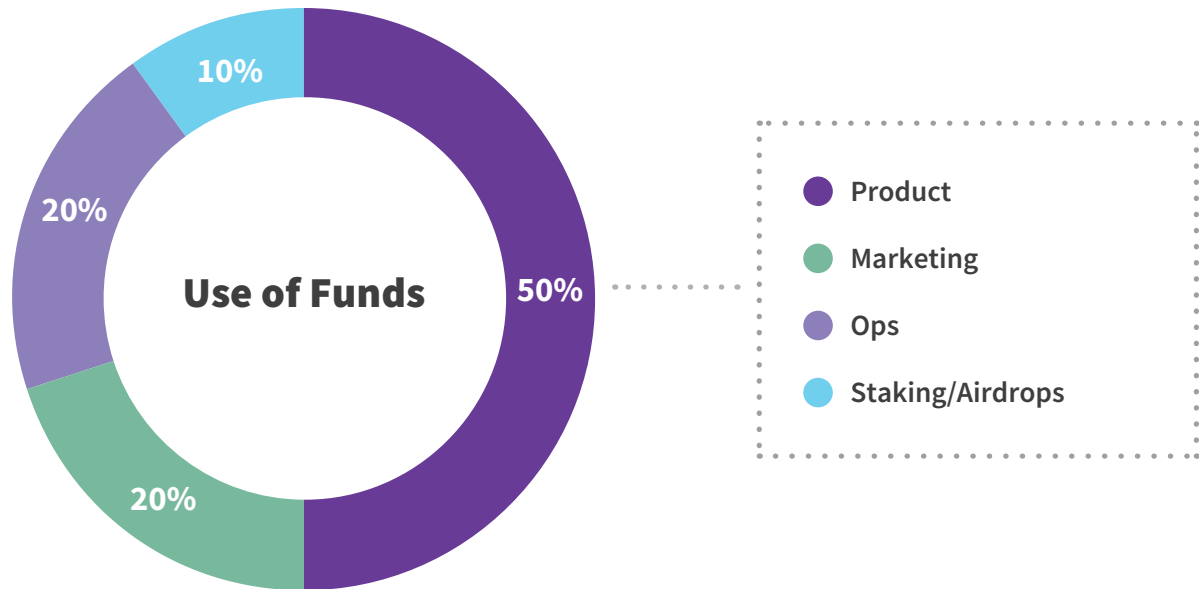
ANIME VILLAGE, INC.

REVENUE

Marketplace	**Premium NFTs**
Land Sales	**Events**
Land + Building Rentals	**Anime + Manga Rental/Purchase**
In-Metaverse Purchases	**Creator Market**
Mobile In-App Purchases	**5% Direct to Fund**

Company

Reserve	R & D	Market
....	....	....
Lock-up 6 months		

Community

Community Awards	Staking	Game Rewards
....	....	....

Funds

Creator Fund	Interoperability Fund	Indie Publishing Fund
....	....	....

Philanthropic Fund

PRODUCT **ROADMAP**

Products	Date
Anime Village Conceptualized	21 July
Anime Village Incorporated	21 August
Strategy & Planning	Q4 2021
World & Character Design	Q1 2022
New Website Launch	13 May
NFT Adamanto Series 1	16 December
NFT Suki Series 1	16 December
$AVTS Token Creation	30 June
$AVTS Token Listing	04 August
IDO Invite	12 December
IDO Private	Q1 2022
IDO Public	Q1 2022
NFT Adamanto Series 2	Q1 2022
NFT Suki Series 2	Q1 2022
Pre-Land Sale 1	Q4 2022
NFT CroMagnum Series 1	Q2 2023
NFT Supernatural Series 1	Q2 2023
Pre-Land Sale 2	Q1 2023
Alpha 1 Pre-Launch	Q2 2023
Remaining Alpha 1 Land Sale	Q2 2023
Pre-Land Sale 3	Q2 2023
Multiple NFT Launch	Q2 2023
Pre-Land Sale 4	Q3 2023
Alpha 2 Launch	Q3 2023
Remaining Alpha 2 Land Sale	Q3 2023
Beta Land Sale	Q1 2024
Beta Launch	Q2 2024

MARKETING **+ PROMOTION**

The AV team understands the importance of consistency of image and message through clearly defined communications and brand positioning. AV will focus much of its marketing efforts through online and digital formats to raise awareness of fans of Anime, Manga, and games.

For businesses, AV will diligently pursue partnerships and premium memberships. The key to AV's success is effectively communicating its competitive advantage and how it translates to a better return on investment for partners.

For members, AV will provide compelling reasons to join its Metaverse. AV will align premium service pricing and value to encourage members to engage and participate. AV will conduct surveys with members to determine the effectiveness of the offerings to ensure that it stays focused on delivering high-value and innovative solutions that members use and gain entertainment value from.

As articulated throughout this plan, voice-of-the-customer is extremely important to AV. Understanding what the customer needs and how to deliver it is paramount to our success. This also holds for our unique approach to commingling technology with innovative stories and characters, which appeal to dedicated Anime and Manga fans and those with an appetite for authentic, engaging narratives.

We take an integrated approach to all our advertising and marketing efforts. We utilize various mediums and channels to maximize program spending and, in turn, return on investment (ROI) and reach. This strategy has already proven effective with our social teaser campaign, which has only been in-market for several weeks but has already

garnered thousands of impressions and hundreds of views and engagements of video content, posts, and company/industry updates. We've recently partnered with an outside firm to build our Discord community and our Twitter following. This is the second phase of our 'drip' campaign as we continue to secure followers and build brand awareness and recognition for our various IPs.

Our plan to feature AV original characters and stories in multiple environments follows the same path insofar as reach is concerned, as it allows us to maximize exposure while building brand affinity. Through our initial planned Manga titles, NFTs, apps, and Metaverse, these characters will become the personification of the AV brand and help our targets engage with AV in a highly personalized and customizable fashion.

Advertising and Promotion

AV will utilize multiple advertising and promotion channels to drive awareness and increase brand recognition. AV is creating an integrated marketing campaign using a full range of online and offline communications. This may include public relations and social media platforms. The objective is to gain recognition through media, search engine optimization, and other positioning strategies to increase brand awareness. The program will target potential members and partners. Types of advertising will include informative (brand building), persuasive (market share), and reminder (relationship/loyalty management).

Communications programs and campaigns will feature AV IP and storylines featured in other channels (i.e., Manga titles). This cross-pollination allows us to build the brand while simultaneously instilling familiarity with our IP to support our membership growth model.

OUR TEAM **+ PARTNERS**

EXECUTIVE TEAM

Gary Phillips
Founder + Chief Executive Officer

Gary is responsible for leading and implementing strategies, exploring new products and innovations, and organizational direction. Gary brings over thirty years of executive leadership experience to AV. Prior to AV, he led corporate growth, turnaround, and international expansion for various companies as a CEO, President, COO, Senior Vice President of Sales and Marketing, and Division President of a publicly-traded company. Gary co-founded a sport-focused social network company (advisor). He has been a successful entrepreneur of three companies from concept through raising capital and eventually culminating in acquisition. He is a co-founder and board member of multiple companies. Gary attended the Kelley School of Business, Indiana University, Master of Business Administration Finance focus, Master of Science in Strategic Management, and Bachelor of Science in Business Management. **GARY / LINKEDIN**

Bryan Soroka
Founder + Chief Lore Officer

Bryan is responsible for developing strategies, product ideation, and creating and managing AV's intellectual properties, including the characters, worlds, and narratives driving the company's Manga, apps, Metaverse, and other social- and technology-driven platforms. Bryan is an award-winning copywriter and creative director with over 20 years of experience developing integrated advertising and marketing programs for a wide array of industries and sectors. He's also an accomplished author and has published a novel and several other genre-related works. Earning his BA from York University, Bryan also holds a degree in Corporate Communications from York U/Centennial College.

BRYAN / LINKEDIN

Steve Cheslock
Chief Financial Officer

Steve specializes in business process improvement with a direct correlation to P&L productivity. Lean processes and 80/20 analysis are tools used to facilitate improvements in profitability, working capital, and balance sheet optimization. These tools, along with the development of smart KPIs, lead to sustainable improvement actions and targets. Steve has a notable history of identifying opportunities for improvement, implementing change, and completing the transfer of improved processes to successors. He also has an instinct for identifying and recruiting top talent and building world-class teams. Steve holds a Bachelor of Science in Business with majors in both Finance and Marketing from Ashland University, a Master of Business Administration with an Accounting focus from the University of Akron, and a Masters in Taxation from the University of Akron. He is a Certified Public Accountant (CPA) and a Certified Management Accountant (CMA).

STEVE / LINKEDIN

Greg Phillips
Founder + President of Plow Digital and Plow Games

Greg has over 30 years of creative leadership. He's a successful entrepreneur with multiple awards for creativity and innovation, and has a proven track record developing successful Mobile, Online, AR/VR WebXR, game properties. He has worked with clients such as Guinness World Records, Activision, THQ, EA Games Chillingo, John Deere, Harry Potter, VW, Airstream, and many more. Greg was a finalist for Ernst & Young's prestigious Entrepreneur of the Year Award.

GREG / LINKEDIN

Russell Korus
CEO EZ365

Russell Korus is the Co-founder of EZ365, a revolutionary digital ecosystem, and the CEO of Wee-Cig International, a publicly-traded company. A futurist and visionary, Russell has been a blockchain and cryptocurrency evangelist since first discovering this technology eight years ago. He is a globally recognized thought leader on blockchain, cryptocurrency, and NFTs and shared his thoughts on these topics at numerous events worldwide, including TEDx. In addition to his passion for all things blockchain and cryptocurrency, Russell is also deeply immersed in the NFT space. Over the past two years, he has established himself as one of the world's leading NFT innovators. **RUSSELL / LINKEDIN**

PLOW DIGITAL + PLOW GAMES DEVELOPMENT TEAM

Josh B.
Lead Unity Engineer

Brian D.
*Software Engineer,
Unity*

Adam G.
*Software Engineer,
Unity*

Scott K.
Backend Developer

Tyler Y.
Web Programmer

Chelsea B.
Artist and Animator

Yasmine M.
3D Animator

Hailey M.
Artist

Daniel W.
UI/UX, 3D

Marissa R.
Project Manager

PARTNERS