netvrk

WHITEPAPER

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I want to take a moment to thank you for reading our white pape r. We believe our project will push VR into the next stage with a mix of organic and strategic growth.

I became interested in the notion of virtual reality many years ago. I started by leading and co-founding software development startups in the field of mobile applications, 3D simulations, engineering, and Augmented and Virtual Realit y. I later founded Xmod, a VR simulation studio producing complex simulation for a variety of industries: tech companies, architects, real estate agencies, and more.

Our studio has been developing our own API, NetVRk, since 2016, starting with a prototype of VR goggles I developed myself five years ago. With the development of the NetVRk platform, we strive to provide the unique possibility of creating and generating an outstanding, visually attractive world that can be virtually explored, populated, and even reshaped to match all our users' needs. Our NetVRk platform will enable everyone to use their worlds, not only for entertainment purposes, but also for professional needs. Users will enjoy a block - chain-based ecosystem that provides tools to monetize VR environments in a secure economy.

We are doing an **Initial Dex Offering** because we feel it is a great way to raise funds to promote NetVRk platform development while still involving both the VR and crypto communities, which we consider core to our project and ethos.

netvrk

I look forward to driving the project and our team over the next few years and working with the crypto and VR communities to make that happen. With combined effort, we plan to revolutionize the internet by offering the world breakthrough ways to create and experience immersive experiences while monetizing and sharing content that will result in an ever-expanding virtual metaverse.

You can find more information about our crowdfunding details in the token economics section, or your can reach out to our team. Contact information can be found on our website.

Sincerely,

Michael Katseli
Founder, CEO

Virtual Reality is, without a doubt, in the process of becoming a progressive and transformative technology in the modern community. Users now have access to the new experience of exploring virtual worlds. All they need is a headset.
Virtual Reality is referred to as virtual because it is currently generated using computer algorithms, and is therefore not real. We should also mention that the history of VR goes back many years, as many believe the early stages of VR to have begun with the first stereoscopic device invented by Charles Wheatstone in 1838.

A fun fact is that Charles's device and today's VR technology are almost the same, as both Charles's 1838 device and the popular mobile VR solution devel - oped by Oculus, Gear VR, have achieved the effect of viewing a three-dimension - al image by using two two-dimensional images (one viewed from each eye) to trick the brain.

Though the principles are similar, a lot has changed. The biggest advancement is computational power, which is absolutely changing the face of the "game" and finally placing us one step closer to what we have seen in movies like The Matrix, The Lawnmower Man, and, more recently, Ready Player One.

Today's publicly available VR devices work in a way that's similar to computer games that use a monitor. However, instead of playing a game on the monitor, it is played simultaneously on two small monitors inside a wearable headset. To enable the user to clearly see the image on the monitors, which are as close as one inch to each eye, a pair of lenses is installed between the monitors and the eyes. These lenses, instead of magnifying the image like binoculars, actually make it look further away, like looking through binoculars from the "wrong" side. This faraway effect allows images from the monitor to look like something we are actually seeing, tricking the brain and achieving the effect of replacing the real with the virtual.

If this doesn't complicate things for you enough, even more technology is being applied to achieve interaction within the virtual experience. For example, to allow the user to turn his/her head from side to side and see the inside of a virtual room, the latest advances in VR apply image-processing algorithms and react according to minute, precise head movements. Basicall y, two cameras located on the headset "see" the environment around the use r, create reference from the surroundings, and try to figure out how much the user is turning his or her head compared to what they are "seeing."

This can be compared to two friends standing in a room. One turns his or her head, and the other friend needs to constantly check and report how far clock - wise the friend is turning their head compared to an initial rotation they have agreed upon. To allow users to grab, move, shoot, and interact in multiple ways with virtual objects in their virtual reality experience, similar tracking mechanics are applied. A few are tracking the hands completel y, allowing the user to see his or her virtual hands and interact naturally with virtual objects. Others take the approach of handheld controllers, which are also tracked using cameras or mo-tion-sensor techniques, and are visible to the user while in VR allowing him/her to perform different actions. Using a button located on the controlle r, the user can swipe items into VR using their thumb. A trigger located under the index finger allows users to shoot or activate something.

To achieve a great Virtual Reality experience and immerse users in virtual worlds, many technologies are being used and several different approaches are being taken by multiple tech companies.

The good news is that **you** don't have to understand how VR works. Just know that it is working, and we can use it today, together with a dedicated and growing community of VR enthusiasts who are making it happen!

INTRODUCTION

Our NetVRk team has dedicated a lot of time and effort to create the brightest experience in Virtual Realit y. Our shared VR platform is based on a model of the universe, with planets, cities, and interactions. The NetVRk platform allows users to mimic real-world physical interactions and find and create VR content by inte - grating their 3D/visuals/code or using NetVRk's easily accessible VR creation tools. Non-professional users can easily create VR experiences without the knowledge of code or 3D software.

NetVRk's greatest benefit is that it does not require special skills or knowledge, but offers a user-friendly environment with multiple features that enable easy and convenient VR content creation. Thanks to massive technological advance - ments in VR, users can participate in a digital experience instead of just interact - ing with it through a monito r. The NetVRk universe will deliver to the world a completely new and simultaneous reality to exist in and enjoy.

We also recommend trying out HTC Vive and **Oculus Quest 2**, as we believe the device gives users the most pleasant and richest experience available on the market.

OUR VISION

To become the next evolution of the internet by offering the world a way to con - sume and create immersive experiences while monetizing and sharing content that will result in an ever-expanding virtual metaverse.

OUR MISSION

Our goal is to generate a unique and visually attractive world, ready to be explored, populated, and even reshaped to match all users' needs. NetVRk's users will be able to use their worlds for personal and professional purposes while enjoying a blockchain-based ecosystem that provides them with the tools to monetize their VR environments in a secure economy.

According to Zion Market Research [1], the global augmented and virtual reality market was valued at around USD $26.7 billion in 2018, and is expected to reach approximately $814.7 billion by 2025, at a CAGR of 63% between 2019 and 2025. Figure 1. Global Augmented and Virtual Reality market size from 2018 to 2025 in billions of U.S. dollars

Global Augmented and Virtual Reality Market Size, in billion US dollars

C A G R   6 3 %

Year	Value
2018	26,7
2019F	43,51
2020F	70,9
2021F	115,54
2022F	188,27
2023F	306,8
2024F	499,95
2025F	814,7
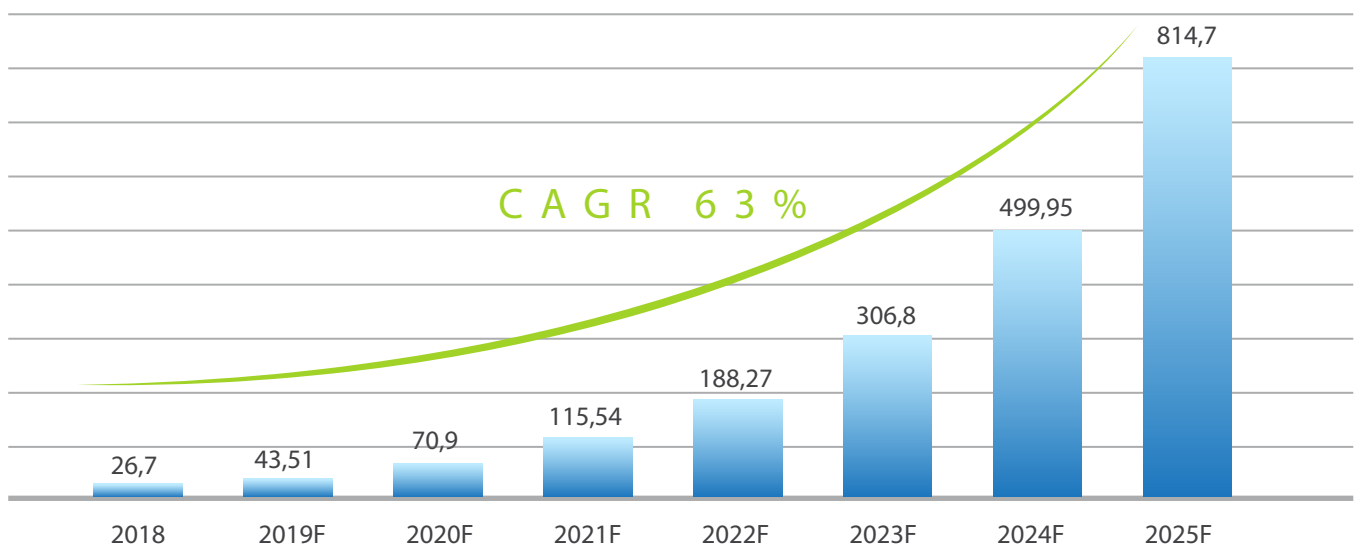
AR and VR hold high importance in the media and entertainment industries, as they are utilized for numerous applications and are currently creating a revolu - tion. Over the last several years, AR and VR have become a necessity for the en - tertainment industry.

1 🌐 https://www.globenewswire.com/news-release/2019/02/21/1739121/0/en/Global-Augmented-and-Virtual-Reality-Market-Will-Reach-USD-814-7-Billion-By-2025-Zion-Market-Research.html

Many players in the media and entertainment industries ar e rapidly adopting AR and VR.

In the last three to five years, the evolution of VR and AR production has ad - vanced globally at an unprecedented pace. The entertainment and media industries are anticipated to account for more than $2 billion by 2020, and the growing demand for AR and VR is expected to fuel the augmented and virtual reality market well into the future.

The growing demand for new technology across the smart manufacturing industry will undoubtedly create new opportunities for the global augmented and virtual reality market.

The global augmented and virtual reality market is segmented as follows:
- Device [includes a head-mounted display (HMD), handheld device, head-up display (HUD), projector, display wall, gesture-tracking device, and more]
- Offerings (classified into hardware and software)
- Application (classified into consumer, commercial, enterprise, and others)
- Vertical (includes entertainment and media, gaming, healthcare, aero - space and defense, manufacturing, retail, education, and others) [2]

2 🌐   https://www.globenewswire.com/news-release/2019/02/21/1739121/0/en/Global-Augmented-and-Virt ual-Reality-Market-Will-Reach-USD-814-7-Billion-By-2025-Zion-Market-Research.html

The number of VR users is growing annually:

Figure 2. Number of Virtual Reality users globally in millions, from 2015 to 2018

Legend:
- ■ Early Majority / KT&T
- ■ Early Adopters/Light Games
- ■ Innovators/Hardcore GAmes

2015: 4.1, 1.6, 1
2016: 26, 13, 4
2017: 58, 23, 9
2018: 114, 41, 16
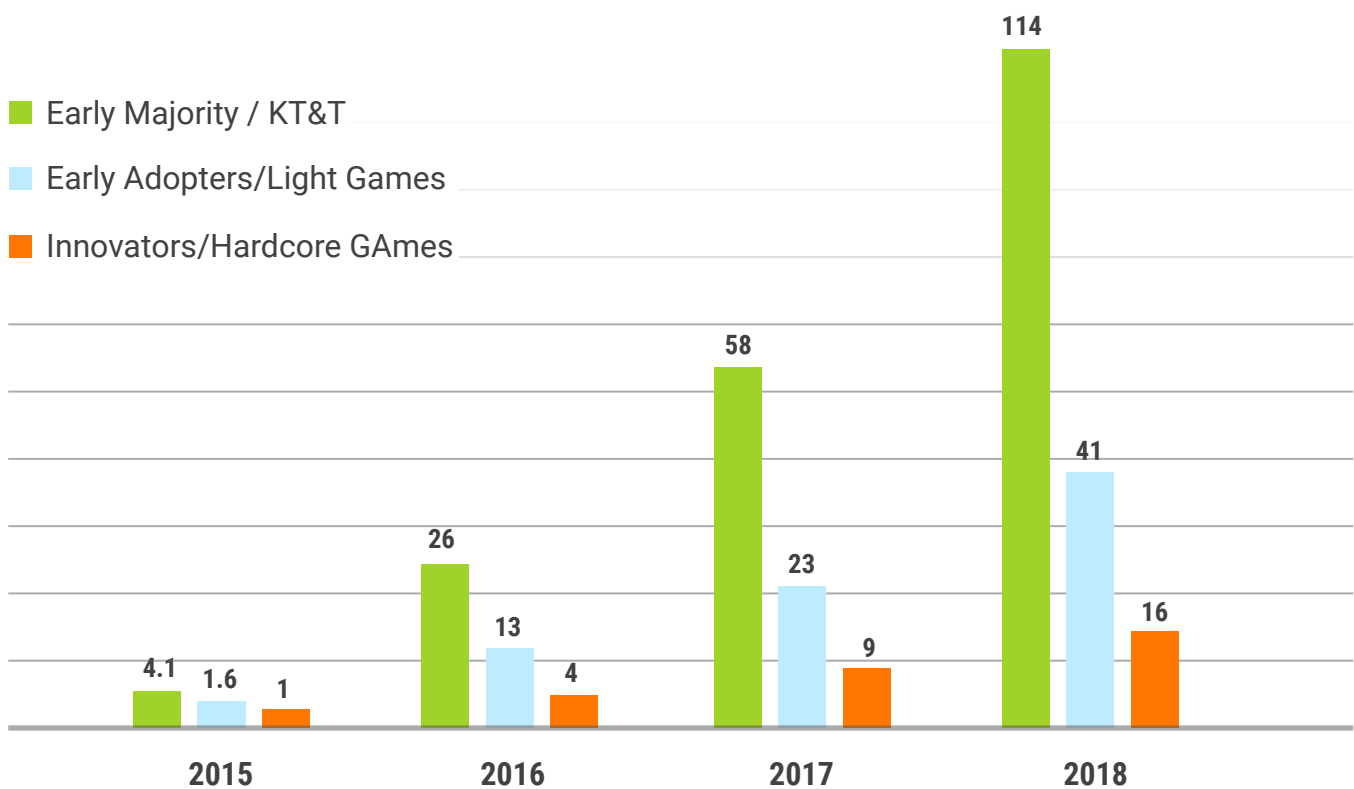
According to Mordor Intelligence research, AR and VR technology is currently trending in the manufacturing industry with a myriad of applications, including complex assembly, maintenance, expert support, and quality assurance.

- Asia Pacific will likely show the highest CAGR in the future, owing to the increas - ing adoption of AR and VR technology in the gaming industry.

- China is projected to hold the maximum share of this regional market, owing to its remarkable gaming-industry presence.

- Large-scale adoption of AR and VR technology will likely accelerate the Latin American augmented and virtual reality market in the future. With their flourish - ing manufacturing industry, Brazil and Argentina are expected to hold prominent shares of this regional market. Argentina, Mexico, and Brazil are predicted to deliver 80% of the region's manufacturing output.

- North America is projected to hold the largest share of the global augmented and virtual reality market in the future, owing to the presence of a large number of leading market players: Google, Microsoft, Oculus, DAQRI, Zugara, Magic Leap, Osterhout Design Group, Upskill, and EON Reality.

- The U.S. is projected to dominate this regional market due to the rising demand for AR and VR in the media and entertainment industries. In 2016, the U.S. media and entertainment sector accounted for more than USD $712 billion.

- Europe is predicted to hold a substantial market share of the augmented and virtual reality market in the future. Early adoption of the technology is primarily responsible for the high market demand in the region. In Europe, a shift has been observed from VR to AR technology, which has boosted market demand for both AR and VR services. The huge consumer base is expected to offer positive growth opportunities in the augmented- and virtual-reality market over the fore - cast timeframe. [3]

Figure 3. Virtual Reality market growth rate by region, from 2019 to 2024
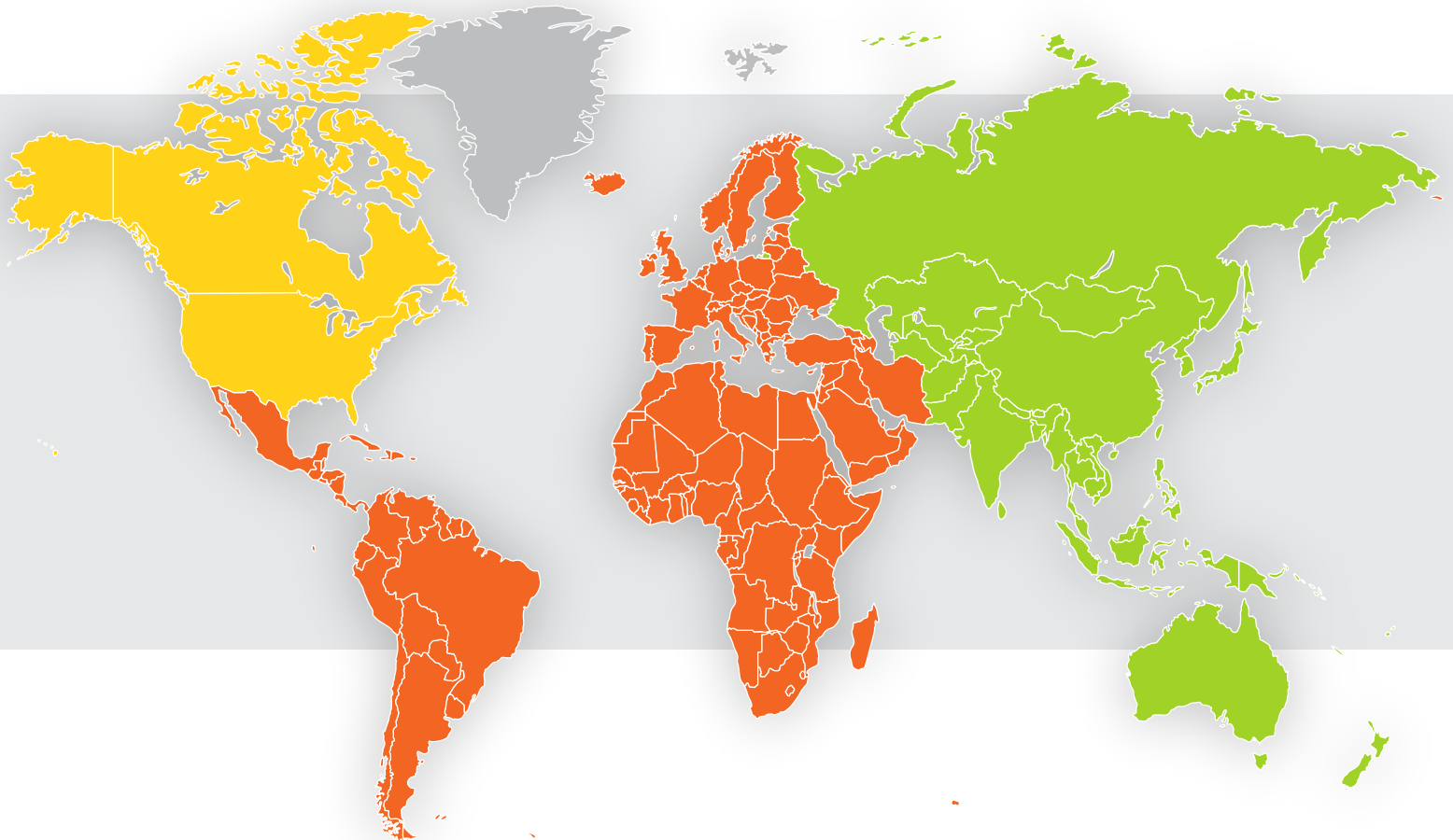
Regional Growth Rates

■ High

■ Mid

■ Low

Source: Mordor Intelligence

INDUSTRY PROBLEMS AND OUR SOLUTIONS

Lack of Quality Content

Virtual Reality (VR) is a computer-generated, three-dimensional simulation in which a replication of the real world, or an absolutely imaginary universe, can be visited today with an HMD (or even a mobile phone with extra hardware). Being in VR is a very similar experience to visiting a place in the real world, and the cur - rent lack of places to visit in the VR world is a problem that has not yet been fully solved. VR will have to offer large amounts of content; otherwise, users will quickly find it boring, similar to having a limited number of places to visit in the real world. In addition, people interested in VR are reluctant to purchase VR headsets due to the limited amount of quality content available. Gamers have very few appealing games to play, casual users are limited in the number of available places to hang out and socialize, and creators have a shortage of well-crafted design tools.

Our Solution

NetVRk VWGen technology is capable of generating an unlimited number of unique, fully interactive VR worlds. The ease of creating new worlds as soon as new users join the platform will assist with the addition of diverse content to NetVRk. We will produce high-quality content: complete cities and other com - plex environments as well as powerful creation tools for our users.   User-gener- ated content will be reviewed first, and only then will it be integrated into the da - tabase. This primary review process will be managed by the system's algorithm and supervised by a dedicated staff member. In order to maintain a high-quality user experience, this will be filtered according to quality. A rating and review system in place will allow other users to share their feedback. We will use this system to highlight specific users and content within the database for further use and monetization.

Entry Issues

Creating VR content, even for an experienced programmer, currently requires learning new skills and adjusting old ones. In addition, the cost of creating VR applications is higher than it is for mobile applications, and not all creators have the funds to create VR content.

Our Solution

The VWGen editor allows everyone to get involved with VR, providing tools and functions to create VR applications quickly and efficiently within a sandbox envi - ronment. This approach is similar to building an architectural miniature over a table, and it feels natural in a virtual environment; everyone can come up with creative and even complex ideas without the need for coding or design knowl - edge. This type of approach has been successfully implemented in hit video games such as Minecraft, SimCity, Farmville, Clash of Clans, and others, regard - less of genre.

The fact that users can create VR applications without prior programming or design experience opens the platform to a wide and diverse group of people and businesses who wish to become part of the community and enter the business of VR application development. In addition, we will provide best practices guide - lines that users can follow to make their creations intuitive and usable. We expect this change to have an impact similar to that of Apple's introduction of the iPhone, which made existing technology simpler to use. Of course, VWGen will also offer more sophisticated tools for advanced designers and developers.

Lack of Monetization Options

Currently, there is a global lack of diverse options to monetize activities within VR. Because of the strong absence of a user base, there are currently only a few ways for mainstream industries to capitalize on VR.

Our Solution

NetVRk offers multiple means of VR monetization as well as rewards for partici - pation. All users will benefit from all of VR under one roof, and there will be an array of possibilities from which to capitalize.

With NetVRk, businesses can create and sell custom VR environments and earn royalties. Advertisers can easily place ads to promote product or service aware - ness and generate an additional revenue stream. Content creators can produce unique offerings, and also lease or sell them to other users while earning an income.

Value Proposition

NetVRk is about to enter the global virtual reality market in order to provide users with a unique advanced platform that utilizes Virtual Reality (VR) in all aspects. NetVRk focuses extensively upon content-creation tools for users of all levels, immersive social interactions, and multiple ways to monetize VR content by users, advertisers, and businesses. Our set of tools is designed so that any user can create and share new and unique experiences in a matter of minutes. With our platform, the cost of creating content will be drastically reduced, providing users with access to a fast-growing number of experiences.

We primarily target VR enthusiasts, with a particular focus on gamers. Gamers have always been the driving force behind the adoption of new technologies. The availability of games on Apple's app store, for instance, was a huge factor in its initial success. Gamers have been the first to purchase and adopt Virtual Reality equipment. They are eager for new experiences, and are a strong and very active community. Forty percent of frequent gamers say they are likely to buy a virtual reality system within the next year. As of November 2018, it was estimated that there were more than 700,000 active VR users on Steam, the main distribution platform for VR and PC games.

However, our target audience is not limited to VR enthusiasts.
It also includes:

- Gamers/VR enthusiasts
- Content creators
- Advertisers
- Developers
- Businesses

Content creators will be able to monetize their work through a single global blockchain-powered marketplace. The ability to create, share, and monetize content will attract more and more users, initiating rapid growth of user base, content, and interest in VR.

With diverse content and a large community of content creators, gamers, VR en - thusiasts, and casual users will start to join the platform. This assumption is based on the way trends are spread, and we believe that after a certain threshold of VR users, the adoption of VR will snowball and become unstoppable. Casual users will start showing interest in what their family members and friends are so excited about. They will give NetVRk and VR a try, as it will be available all around them. This effect will start the viral spread of VR

NetVRk's user benefits will include the following:

Content creators/ Advertisers
- Convenient multi-functional platform with a user-friendly interface
- The ability to quickly and easily generate fulfilling VR content
- Intuitive tools for in-depth creation to realize and share users' wildest dreams
- Secure, user-driven marketplace for exchanging goods and services with users and businesses alike
- Content monetization and the ability to advertise products/services
- Cost efficiency

Developers
- Simplified/modified application creation
- Access to template usage in the process of VR content creation

Businesses
- Friendly environment for partnerships and cooperation
- New frontier for product and ad placement
- An ability to create and promote services in VR (add and sell VR content)
- Tools to integrate or even create businesses through custom VR experiences
- Trading real estate in the virtual environment
- Revenue-stream generation

Gamers/VR Enthusiasts
- Platform for connection and interaction with friends and family in unique, immersive ways
- A unique possibility to enjoy new experiences in virtual worlds, cities, and universes
- Easy creation of places and universes with the help of NetVRk's unique editor
- Access to multiple tool usage for game creation and adding content
- Skills monetization

COMPETITOR ANALYSIS

Currently, the VR industry is seeing increasing competition among companies. Currently, the global market consists of major hardware manufacturers:

- Oculus
- Google
- HTC
- Samsung
- Sony
- Lenovo

Figure 4. Estimated VR device shipment share by vendor, worldwide in 2018

Share of shipments

- Sony — 43%
- Oculus (facebook) — 19.4%
- HTC — 12.9%
- Microsoft — 3.2%
- Others — 21.5%
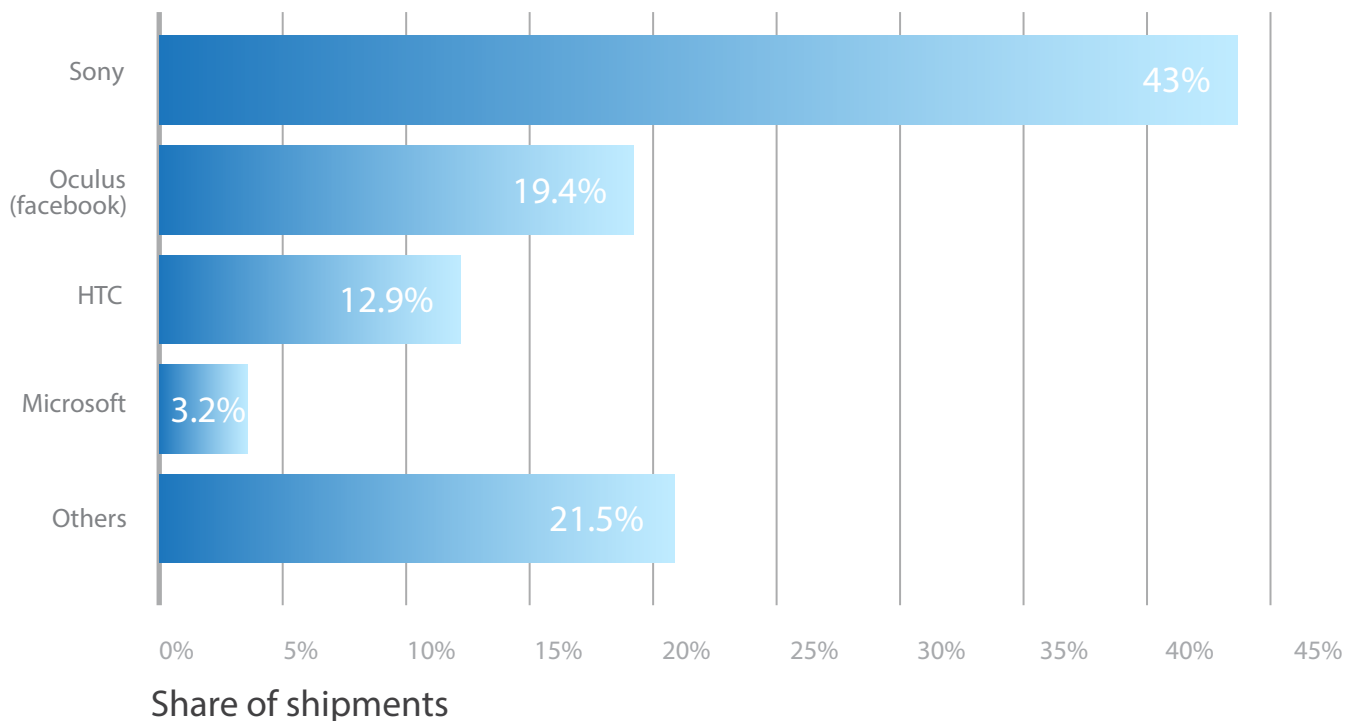
As for direct VR platforms in 2018, the following players were the most popular among users:

- **AltspaceVR.** Social virtual reality platform with multiple rooms and spaces for exploration.
- **Sansar.** A platform that allows the creation of virtual reality spaces for others to explore.
- **Steam VR.** A gaming platform delivering user experience for gaming via VR.
- **VRChat**. A platform with a complete range of VR motion and synchroniza - tion supported by 3D motion and audio.

Nowadays, many projects are following market trends and using innovative technologies. However, the above-mentioned players are non-block - chain-based.

NetVRk is following the trend — and, in addition, is implementing blockchain technology into its business model to provide:

- additional security features
- full transparency
- traceability
- data accuracy
- accountability of platform processes

There are few projects, also powered by blockchain technology, that are posi -
tioned as competitors of the NetVRk project. They include:

- Decentraland
- ImmVRse
- High Fidelity
- Ceek
- VIBEHub

Table 1. Comparative analysis of blockchain-based market players

	Decentraland	ImmVRse	High Fidelity	Ceek	Sandbox	NetVRk
Blockchain platform	Ethereum	Ethereum	EOS	Ethereum	EOS	Ethereum Consortium
Business model	B2C	B2C/B2B	B2C/B2B	B2C/B2B	B2C	B2C/B2B
Decentralized marketplace	yes	yes	yes	yes	yes	yes
Payment solution	yes	no	yes	yes	yes	yes
Additional payment methods	no	yes	no	no	yes	yes
Rewards and promotions	no	yes	yes	yes	yes	yes
Virtual parcel Ownership	yes	no	no	no	yes	yes
Advertising	yes	yes	yes	no	no	yes
Multiverse	yes (with limited features)	no	yes	no	no	yes
Multi-purpose sandbox[4]	no	no	no	no	no	yes

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[4] A multi-purpose sandbox allows users with no skills in design or code (even people who have never tried to create anything in their lives) to intuitively create things and VR content they could never have imagined they'd be able to.

According to our research and analysis, we can state that:

1 None of these platforms provide an all-in-one solution capable of granting users full VR experience.

2 Only a few platforms can provide additional payment methods (besides a native token) as well as the ability to earn rewards and incentives within the platform.

3 Virtual parcel ownership is enabled only on one competitive platform, which, in comparison, doesn't provide the beneficial features presented by NetVRk.

4 The multiverse experience is rare within other VR platforms.

5 The multi-purpose sandbox is unique, and is offered only by NetVRk. It allows any user (even without relevant experience) to create outstanding VR content if they wish.

NETVRK TOKEN ECOSYSTEM
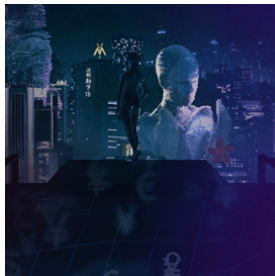
Buy Assets
The NETVRK token can be used to buy assets within the virtual reality world you are in. Assets can include buildings, vehicles, houses along with many others that will be found in the NETVRK market.
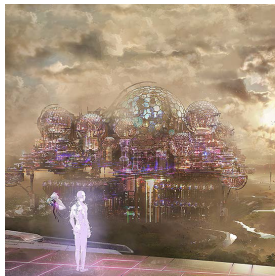
Buy Land
Just like in the offline world, land is also a valuable commodity in the VR world within NETVRK. Tokens can be used to purchase land in the prime real estate hotspots such as overlooking the beach, or right in front of the city.
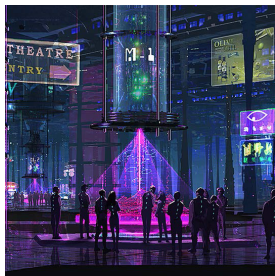
Buy Advertising Space
NETVRK tokens can be used to buy advertising space, which can be used to generate a form of passive income and be on-sold to other parties for a healthy profit.
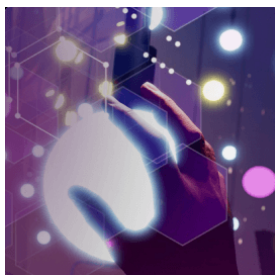
Generate NFTs
The token can also be used to generate Non-Fungible Tokens (NFTs), yet another way of earning additional income.
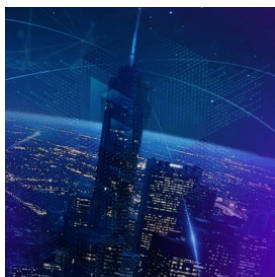
Staking
Another way of earning a passive income with the NETVRK token can be done via staking, which pays stakers a fixed percentage of profits based on staking their tokens in the network.

NETVRK PLATFORM FUNCTIONALITY

NetVRk is positioned as a unique marketplace in which users can create their own worlds, cities, and items in multiple universes. They can also hold owner - ship, conduct trading, earn rewards, use a range of payment methods, and experience many other opportunities (see below).

NETVRK PLATFORM FUNCTIONALITY

NetVRk participants have access to a wide range of entertainment and business activities within the multi-functional blockchain-based environment. Find out below exactly what you can experience by participating in the NetVRk universe.

FINDING CONTENT

Direct and Exploratory Ways of Navigating Content

Anyone participating in NetVRk with a VR device can freely navigate the different regions of the NetVRk universe using their own spaceship, on foot, or via ground and/or air vehicles. You can also simply select where you want to go by access - ing the main menu. All NetVRk content will be available on the marketplace in categories like "TOP", "NEW," etc. You can also access content by going to favor-ite tabs and looking for previously saved places, games, users, and experiences.

Adding Content

Users can upload assets they have created using third-party applications, and integrate them into NetVRk by following our compatibility requirements in terms of file extensions, settings, and software setups.

Developers
Developers can create add-ons, plugins, or even stand -alone games and applications using UE4 (Unreal Engine by Epic), and simply follow the performance requirements along with NetVRk's template (down-loadable from the website).

Original 3D Models by Designers
3D modelers can use the import option to add an ani-mation or static model created by them using a 3rd party application as long as it complies with NetVRk's software requirements.

Scanned 3D Models
NetVRk will provide a 3D scanning mobile app that will allow any user to convert a real product or prop into a 3D model and automatically upload it onto NetVRk.

Music, Video, and Other Art Mediums
Music, sound effects, 2D illustrations, videos, and 2D images can be easily imported into NetVRk as long as they comply with NetVRk's policies and software requirements.

SELLING AND TRADING CONTENT

All users will be able to sell and trade content on NetVRk, including original con -
tent they have uploaded and added to the marketplace, content they own the
copyright for, their own virtual real estate in the NetVRk universe, and any other
content they own and is stored in smart-contract form associated with their
NetVRk blockchain account.

Smart Ownership and Using Smart Contracts

All platform assets are presented with the non-fungible ERC721 token standard,
which contains owner information in its metadata and provides proof of owner -
ship. When the user places an item for sale on the NetVRk marketplace, it will be
linked to the category that best describes their offering. All deals in the NetVRk
marketplace are supported by smart contracts.

Types of Ownership

Users will be able to select type of ownership: full ownership, partial ownership, and/or type of license. This includes the following:

- Types that are for monetization purposes and/or exchangeable/tradable and can be implemented in the land of the user

  - Personal use (for instance, a 3D avatar to be used exclusively by the buyer. The buyer has no option to sell it to more than one person.)

  - Public use (for instance, a game created by a developer is sold on the marketplace, and whoever buys it can modify it, offer it on the marketplace, and sell it to others)

  - Part public custom licence (the seller can define the percentage of sales the buyer agrees to pay for each sold item)

- Types that are for generic apps/games access at the owners land

  - Other generic types will be Freemium with in-app purchases, paid purchases, and/or a mixture of the two. This includes time-based subscription access to games/apps and services.

NetVRk smart contracts will be exceptionally convenient, allowing users to create and rewrite licence agreements with all the required features within a user-friendly interface.

Two-step Content Moderation Process

Users placing an item on the marketplace will go through a two-step   content filtering system where both the community together with NetVRk's dedicated team will have to review the item. The reasons are to spot content that is offen-sive mostly and also adult in order to avoid younger users being exposed to inappropriate content.

Getting Paid from Public Listings (NetVRk Marketplace)

Accepting all Currencies

NetVRk will offer users the flexibility to accept a variety of currencies and payment methods in addition to NetVRk's utility tokens ($NTVRK)

- **It is the user's choice to set his/her crypto wallet to receive payments in multiple currencies.**
- **NetVRk will charge an extra fee for transactions in other cryptocurrencies, whereas transactions in $NTVRK coins will have significantly decreased fees.**

Tax and Legal

In order to be able to withdraw large amounts of money from NetVRk, as in other games and platforms, the user will have to send tax information and upload it to NetVRk. It is up to the user to pay his/her taxes, and NetVRk will not report users to the IRS or other tax institutions, just as other games and platforms do not.

Getting Paid P2P

Users desiring to exchange property with each other can do so directly using their NetVRk wallets. [5]

To conduct these types of transactions, both the seller and buyer will be using NetVRk's user-friendly smart-contract interface, which allows them to access each side of their inventory to choose the item/s they want to exchange, enter the buyer ID, and set the price.

SELLING AND TRADING VIRTUAL REAL ESTATE

NetVRk also allows users to own "land" in the form of digital locations in the NetVRk universe.

Virtual places will also be tradable and purchasable by users (similar to content), with different forms and definitions of ownership for the buyer, renter, or seller.

You will also have the ability to "give away" or list for rent or sell your land and monetize it. This includes part ownership so you can enjoy the revenue from renting.

[5]   The marketplace offers publishing benefits and greater exposure, however.

Why Is It Good to Own Land on NetVRk?

Users can buy virtual land and use it for a variety of purposes, including:

- **Personal space**

Users can spend time by themselves or host their friends. If they wish, they can also design with original, free, or paid content from the marketplace.

Example of personal use: *Users could own a virtual 3D model of their "dream" house with an interactive movie theater to watch their favorite NETFLIX series with their friends. They could access a disco with an AI DJ, where they could set the tracks they want to hear while they and their friends get high on "virtual shrooms." There could even be a functional tennis court to play VR tennis with friends (or, when they are lonely, with an AI/VR "friend").*

- **Commercial use**

Advertising

To monetize their activity on NetVRk, users can integrate advertisements in both commercial and personal spaces. NetVRk will provide several interactive virtual "billboards" per certain size of land for users to experiment with. [6]
For more advanced advertising, users will be able to go to the marketplace and select from the category for third-party monetization methods/advertising.

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[6] Users will be able to switch the visibility of these billboards on or off, BUT NetVRk will grant them a certain number of FREE coins to initiate their use in exchange for them keeping the billboard on during the first period of their activity on NetVRk (basically giving it a try).

Content

Users will be able to "run" stores and offer goods to NetVRk users from their land. NetVRk and third-party partners will provide interfaces with dashboards where users can either integrate their products or choose from lists of suppliers, depending on what they believe will sell best on their land and to their target au - diences.

Example *of a virtual store: an area where gamers come and play because the owner of the "land" has created a cool game in which players are challenged in a VR "ninja" obstacle race, for instance. Most of the players will likely be kids and adults who prefer physical activity and would like to hear about new running shoes and other cool sports products. The owner of the land where they come and play can place ads that offer NIKE sales or new models, or even integrate an interactive store or kiosk where players can immediately view the shoe in 3D and buy it using NetVRk or other currencies.*

The content offered does not have to be virtual or real. It can be either or both.

Additional
Owning land on NetVRk is similar to owning a website or physical property, whether commercial or private. Property owners on NetVRk will have the ability to monetize and use their land in other ways, such as:

Example 1: *Host users who share something in common, just as you would for an online blog, and offer fresh content.*

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7   These money-making strategies can be simple to integrate, and users offering goods from their land would make a commission from the seller based upon the deal offered by the brand.

Example 2: *Offer private sessions to help people in a one-on-one setting for life coaching, consultation, etc.*

Example 3: *Open a marketing office where NetVRk users can come and work. They could give users "jobs:" visiting targeted places in NetVRk to promote clients, offer services, generate referrals, and more.*

These EXAMPLES are provided only to illustrate the obvious potential economic benefit from owning virtual real estate. We are certain that NetVRk users will come up with their own original ideas as NetVRk expands.

Trading Your Virtual Real Estate

Users can sell their virtual real estate by giving full or partial rights of ownership to the buyer, or even temporarily leasing their land in exchange for revenue-shar - ing.

The land a user can own is not limited to a single lot, but could be a whole sec - tion in a city, a whole continent, or even the whole universe.

Permanent ownership transfer

In this type of transaction, the owner gives full rights and revenue-sharing of the virtual real estate to the buye r, and by doing so, the buyer acquires the land to do as s/he wishes without any revenue-sharing or other obligations to the previous owner.

Limited-time free use for revenue share

Example: *Many users on the platform will use NetVRk simply for the sake of playing and creating games. We are predicting that these users might not invest in land right away, or even pay for anything until they are confident they like the platform. In contrast, users who have owned land from the time before NetVRk completed its VR platform may have bought virtual real estate when it was offered to early investors. These users can offer their land to active new users for "free," and even let them enjoy it while making profit and getting used to the plat - form in exchange for a "cut" from the revenue they generate* . [8]

Sell it with limited ownership

If, for example, the land is in a great location and holds potential high value, the owner can offer the buyer a better price in exchange for a "cut" from the revenue generated there.

Another way to profit would be to rent land to others for a limited time period, and later offer it for a higher price (to fully or partially sell to others).

Other terms can come in place if the users want to create some special terms such as; the user renting the land from the buyer has the right to buy it out if in case the seller decide to sell the place, the amount of fees, the timeframe for the agreement and more

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[8]   This is something we believe will greatly benefit both inactive investors and newcomers when the NetVRk VR platform is released. We believe it will see a lot of use at the start of NetVRk's VR release.

NETVRK'S UNIQUE EDITOR

More Than an Editor

NetVRk comes with a multi-purpose sandbox that allows even users with no skills in design or code, or users who have never tried to create something in their life, to intuitively create things they could never imagine they would be able to accomplish.

The creation happens so quickly and naturally, users won 't even notice what they are about to achieve until they decide to stop and try their creation in VR. Example: A user could start with an empty piece of virtual land and create a magical forest by dragging "talking" tr ees from the "gaming" content in the marketplace, within minutes...while enjoying an experience similar to crafting a desk-top miniature and achieve amazing results.

This creation process can only be achieved in VR. The way it works is as follows: while the user is in creation mode, we scale up his/her avatar to "giant" size in relation to the environment he s/he is designing. Relative size can be adjusted by the user by zooming in or out to control smaller or larger details.

Also only in VR can users shrink back to human size at any given time to enjoy their newly-created virtual realm.

We put our editor in action in trials on real random people at trade shows and private setups during our development. There were smiles on everyone's faces and wonder in their eyes when they took off the VR headset and told us we were on the right track.

Links to video interviews of random users talking about their experience with the editor can be found here:

🌐 **https://youtu.be/txdNtm-Pbsw**

🌐 **https://youtu.be/bZGitb3iCDA**

Creating together

Another cool and unique feature NetVRk users will enjoy is the ability to create together. This allows users to brainstorm and come up with cool ideas in real time while enjoying the reach content found in the marketplace. Two or more users from different places in the world will be able to interact with each other by seeing their friend's avatar and even passing items right into the virtual hand of their friend, just as if they were in the same room.

A Gamer's Dream

Before we detail what can be created, it is important to mention that NetVRk's goal for gamers is to create a place where they can find hundreds of original games. We also want to give gamers fun tools to create those games. Gamers can create original games and use their passion for gaming, constantly adding content while having fun and eventually monetizing their passion while doing what they love.

Examples of What Users Can Create

VR Obstacle Game

By dragging assets from the marketplace, users will be able to place walls, floors, traps, and other objects to set the difficulty level and design an obstacle race. The objects will be interactive, so a trap can be set to activate based upon distance, a door can be locked unless the player finds the key the creator has hidden in the game, and much more. The start and end of the game can also be accessed from the marketplace, simply by dragging and dropping the two parts (the starting gate, for example,and the end-gam e object (a flag the player must touch to finish the game). The game can be set and created in a very short time by anyone with ea se.

VR Shooter

By dragging weapons, checkpoints, amm o, and other assets right from the mar ketplace, a shooting game can be set with original elements. Broken buildings and car parts can be found in the "post-apocalyptic" category in gaming content. AI enemies can be also deployed right from the marketplace, and much more. For the final touch, game rules can easily be set by dragging and dropping a scalable border to block the gaming zone. By clicking on it, users can choose the rules from a user-friendly interface.

VR Horror Game

By dragging a model of an old castle (or parts of a castle) and crafting it in the gaming area, it is possible to set the area of your horror game very quickl y. Different lights can be used by simply dragging and dropping them from the market place, like grabbing a desk lamp and placing it to light up an area in the castle. For the final touch, zombie, vampire, and other scary AI enemies and medieval traps and treasures can be found in the marketplace and placed in a similar manne r. And to really polish it up, music samples can be also be placed in the zone, right from the marketplace or by uploading them from your PC.

VR Car Race

In the marketplace, users will be able to find road elements or complete tracks to place in their game zone by dragging them in, snapping them to each other, and quickly setting up a racetrack. Similar to kids playing with toy cars, users will be able to drag and drop complete car models from the marketplace, place them on the road, and take them for a ride!

VR Fun Space

In the marketplace, users will also be able to find private houses, furniture, a variety of home decor elements, and even a functional home cinema, swimming pool, trampoline, table games, and more interactive items to easily create their dream place!

VR Office Space

Office models can be also be found in the marketplace. Different functional tools for the virtual office can also be dragged and dropped for office needs, like a white billboard users can use collaboratively. Even third -party extensions can be integrated, and will be offered by third-party software creators in the NetVRk marketplace: an accounting interface, a 3D model viewer for VR presentation right from 3D studio max, and much more.

VR Club

Users can also create social experiences, like parties. To create one, all they need to do is set up an environment by dragging DJ interactive equipment, for example, from the marketplace and placing it in their backyard. When big music labels and networks like Spotify and others work with us, they will be able to import their favorite playlists and play them in VR.

VR Store

Setting up a store in NetVRk will take little effort. Store templates will include objects users can drag and drop in their environments. To set up interactive virtual stores, all the user has to know is what they want to sell. They can then choose from virtual and real retail products available on NetVRk and start earning money for every item sold on their land. Users can also quickly set up a store to offer their own products exclusivel y, perhaps using the 3D scan app NetVRk will provide to scan real products with their phone in order to sell in VR. For fully virtual products, all users need to do is to import into NetVRk via the feature available to them. Pricing, sales, and marketing campaigns will be part of the interactive store interface, and will require little effort.

VR City

To take a creation into the next level, NetVRk will have self-building items in the marketplace. A self-building cit y, for example, will deploy a whole city at its location. It will measure the surroundings, the boundaries of the land, the foliage, and other items around it to create a fluid city with roads, districts, gardens, shops, and whatever the user chooses to include in his or her cit y. Users will be able to select the districts they want their city to include, their overall percentage in the city, and even visual aspects such as architectural styles, with the freedom to "play around" by mixing them all together to achieve interesting results.

The "Brain" of the Editor

Appealing content is crucial, so other users will want to enjoy and come back and visit your places and creations. In order to ensure that most of what users are creating is esthetically pleasing and makes sense to the human eye, we are giving our editor a brain of its own. This means that when a user has placed a building from the marketplace on his or her land, but has not made sure the building is perfectly aligned with the terrain, the "brain" will move the base of the building a little bit to match the terrain.

The editor will also help the user with many other design tasks. The editor will evolve as it learns from the design decisions made by the use r, thereby speeding up and improving the overall design experience.

This approach will include the ability to automatically spawn items in a uniform manner to speed up activities: for example, placing furniture throughout the whole house to let the editor finish something the user started. This will help base the user's design decisions on logic: connecting city streets where there are gaps, and much much more.

As the editor evolves, it will be able to create completely original experiences and worlds by itself, adding interesting and relevant content to the NetVRk universe.

NetVRk's "Brain" Beyond the Editor

NetVRk's "brain" will help users turn the creation of virtual worlds and experienc - es into something anyone can do with ease.

With interactive avatars, users will be able to enjoy the company of virtual assis - tants, select their own appearance, and, over time, have complete conversations and spend time with their virtual friends.

Although today's virtual assistants are still primitive due to technical con - straints, they hold the potential to evolve into complex and appealing AI agents to inreach the virtual experience, improve businesses, and much more.

The NetVRk business model is based upon several main stages, the completion of which will enable us to establish an interactive, global VR platform for users to find, create, experience, and trade their VR content.
The NetVRk business model consists of the following elements:

IDO Token-Generation Event

The IDO fundraising campaign is launched with chosen exchanges to provide users with the ability to purchase NETVRK ERC20 utility tokens. $NTVRK tokens grant access to the NetVRk platform, will be tradeable on public exchanges, and can be used in peer-to-peer transactions between users on the public Ethereum block-chain.

Decentralized Marketplace

The NetVRk decentralized marketplace was developed within the Ethereum Con - sortium blockchain. This solution allows a direct connection between buyer and seller, thereby reducing fees and increasing transaction speed. Within the NetVRk marketplace, users will be able to securely interact in the virtual reality environment, easily creating their own worlds, universes, and/or VR content. They will also be able to trade or lease it using smart contracts in the decentral - ized environment.

Proof-of-Ownership

The VR content created and advertised in the world of virtual reality is owned by creators, and relevant data is stored in hash value in the non-fungible token standard (ERC721). ERC721 tokens represent item ownership, and can be freely sold or leased to delegate ownership rights to another person or business.

Rewards System

NetVRk has designed a range of incentives for all platform participants to make their experience even brighter. Users will be rewarded for their activities within the platform with the ability to spend rewards on products or services or monetize their rewards through a redemption model.

Financial Projections and Forecast

We have based our estimated financial outlook on multiple use cases across media platforms and a range of software companies, in combination with professional business analytics and VR user-base forecasts, as there are no existing references to VR use cases to ascertain exact numbers.

According to research, as of November 2019, it is estimated that there will be more than 700,000 active VR users on Steam, with 160% year-over-year growth. Additionally, the Steam install base grew from 67 million to 90 million in 2018 (a 34.3 % increase).

Because NetVRk will enter VR market as a new shared VR platform, we have estimated the approximate number of users based upon current competitor analysis. In addition, we envision gradual growth of the virtual reality market. According to our projections, we estimate 25% growth in the average scenario and 35% growth in an optimistic scenario.

The NetVRk platform will generate revenue from such activities as:

- **Premium account sales:** premium accounts will offer extra features for businesses and casual users such as storage, technical services, design packages, unlocked assets, etc.

- **Subscription model:** subscription will allow users to receive extra bene - fits from platform utilization, the exact features of which will depend upon market demand and user requests.

- **Advertising:** NetVRk will provide the ability to place in-VR ads to extend advertiser branding and awareness, run campaigns, and expand the sales and the success of user operations.

- **Sales of available applications:** single users as well as businesses will be able to purchase available applications from the database.

- **In-app purchases:** NetVRk will charge transaction fees for purchases and trade activities. These fees will differ according to payment method.

- **Studio services for projects:** NetVRk will help businesses establish their market presence by offering domain hosting of unique environment names for exclusive VR presence and sales of cooperative accounts for enhanced business services.

First we target the U.S. market, then focus upon further penetration into the Asian and European VR markets in 2022 and 2023.

In line with average assumptions regarding revenue generation with the 25% growth, we expect to be capable of reaching approximately $12 million by 2022, and $29 million in net profits by 2025.

According to an optimistic scenario with 35% market growth, we envision reach - ing over $11 million in 2021, and over $74 million in net profits by 2025. [9]

NetVRk Financial Projections 2019-2025

Net Profit (optimistic assumptions)   Net Profit (average assumptions)

Year	Optimistic	Average
2019	$6 517 336	$3 652 600
2020	$8 500 134	$4 267 760
2021	$11 807 225	$5 640 131
2022	$24 857 788	$12 072 913
2023	$40 743 537	$19 162 526
2024	$54 845 753	$23 802 992
2025	—	$29 846 206
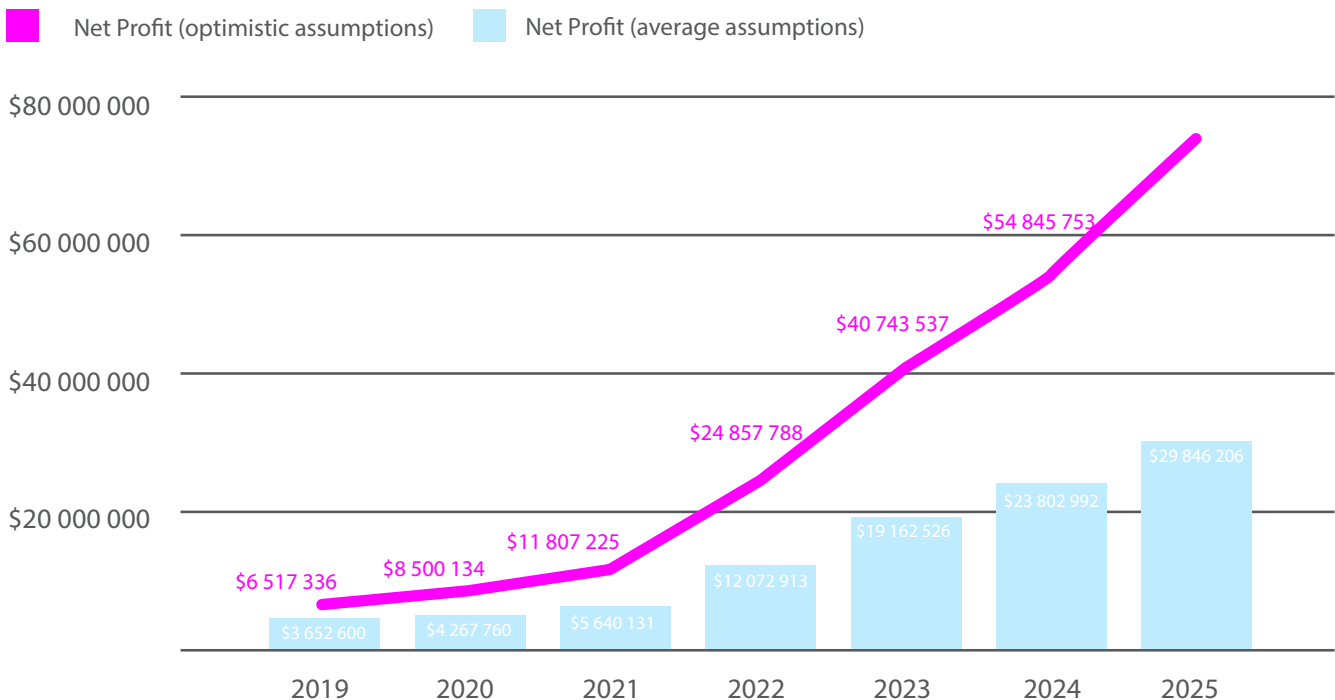
THE MOTIVATION FOR BLOCKCHAIN UTILIZATION

NetVRk has chosen to utilize blockchain because this progressive technology is capable of providing our users with outstanding experiences and extended op - portunities in the world of virtual realit y.

Though the VR industry is growing tremendousl y, a number of issues are still influencing its mass adoption and traction. Blockchain appears to be the perfect solution. Applied to the VR industr y, it can provide all participants with beneficial features like enhanced securit y, data immutabilit y, transparent record-tracking, and VR content ownership in a safe and secure environment.

What Exactly Is Blockchain?

Blockchain is a distributed-ledger technology that allows storage, tracking, and immutable data in a decentralized environment. User details and transaction history are stored in a chain of digital blocks. Once data is entered into a block, there is no possibility to delete or forge it, as this would influence the whole chain of blocks. This ensures that all information is valid, and eliminates the chance of forgery or data manipulation. Interaction between users, businesses, and the platform is made possible by the use of digital contracts: smart contracts.

Why Blockchain?

NetVRk is utilizing blockchain technology to provide our users with a unique op - portunity: participation in the virtual world plus the ability to create multiple uni- verses, cities, and items while trading, exchanging, and owning them.

Embracing the immutability of blockchain, NetVRk participants are able to create VR content and possess ownership that will be securely recorded on the block - chain ledger, with an opportunity to sell or lease it to other participants and earn money. Besides content creation and experiencing life in virtual universes, busi - nesses and companies will be able to promote and advertise their products or services in order to bring the product awareness to others. Blockchain imple - mentation will enable a safe and secure environment for virtual trade and pro - vide full legal compliance and data immutability. All payments will be processed quickly and transparently with the use of smart contracts.

NetVRk utilizes the blockchain in order to provide our users with the following benefits:

- **Transparency**. All transactions will be recorded on the blockchain, provid- ing a transparent tracking system and transaction history that can be easily accessed and viewed.
- **Immutability/Irreversibility**. As soon as a record is written into the block- chain, there is no possibility of deleting or tampering with it. This ensures trust and clarity.
- **High Security.** Users' personal data will be protected, as it will be stored with a hash value and viewed only by users with granted access.
- **Cost Efficiency**. Blockchain significantly cuts down on paperwork and audit time due to automatic deal settlement and smart-contract utiliza- tion. The use of side chains will provide our users with cost-efficient monetary transactions.
- **Decentralization.** The NetVRk platform will be a decentraliz ed platform that unites users, content cr eators, developers, and VR enthusiasts, who will be able to interact with each other without third-party interference.

Blockchain Platform Definition

As of today, there is a wide range of various blockchain platforms that help busi - nesses and companies remodel and realign their approach to infrastructure establishment while providing decentralization to meet all community needs and requirements. Seeking the right solution for blockchain implementation, we have evaluated various options and opportunities, as all platforms differ one from another in their securit y, scalability, and performance approach. Function- ing on different consensus algorithms, every blockchain platform ensures a dif- ferent level of speed and functionality that is applicable to a range of industry verticals. The NetVRk blockchain solution is based upon a hybrid approach that implements public and private blockchain ledgers.

We have chosen the **public Ethereum blockchain** for our token-generation event, as it enables anyone to take part in the crowdfunding campaign without limita- tion. Users will be able to track transaction processing and access data anytime they prefer. Combining thousands of public nodes, the Ethereum mainnet ensures high transaction execution and **helps to** eliminate the risk of a 51% attack. Considering that Ethereum wallets are widely adopted and used within the crypto community, this solution provides the most convenient, comfortable approach for our token-generation event launch.

The benefits of the Ethereum mainnet utilization include:

- Mass adoption
- Convenience of use
- High performance: up to 20 transactions per second
- Unlimited scalability
- Turing-complete smart-contract support
- Security

Additionally, the Ethereum mainnet provides the opportunity for additional private chain (side chain) establishment. This means we can connect our public blockchain to another side chain, thereby allocating NetVRk business logic and computational power in a private environment. This type of solution helps us reduce transaction fees and increase transaction and deal-settlement speed.

For side chain establishment, we have chosen the **Ethereum Consortium Chain** because it is highly scalable and applicable to a high number of users. Implementing the Proof-of- **Stake** algorithm, NetVRk nodes are explicitly programmed to create new blocks and secure the blockchain. The benefits of the Ethereum Consortium chain utiliza tion include the following:

- Cost-efficient transaction processing
- Increased execution speed
- Increased scalability
- High stability
- Closed environment (only for platform participants)
- Security and safety

Category	Allocation	Price	Tokens	Locked Until	Vesting (Months)	Notes
Team	12.5%		12,500,000	8 months	28	5% monthly starting month 9 onward
Operations	5.0%		5,000,000	3 months	13	10% monthly starting month 4 onward
Marketing	6.0%		6,000,000	3 months	13	10% monthly starting month 4 onward
Advisors	4.0%		4,000,000	1 month	11	10% for months 2 to 11
Pre-Seed Sale	6.0%	$0.040	6,000,000		7	5% at TGE. 10% for months 2 to 4, then 20% for months 5 & 6 and 25% for month 7
Seed Sale	7.0%	$0.070	7,000,000		6	5% at TGE. 10% for months 2 & 3 and 25% for months 4 to 6
Private 1	6.5%	$0.085	6,500,000		5	15% at TGE. 25% for month 2, 3 & 4 and 10% for month 5
Private 2	7.0%	$0.110	7,000,000		4	20% at TGE. 30% for month 2, 25% month 3 & 4
Public Sale	3.0%	$0.150	3,000,000		1	50% at TGE and 25% every 2 weeks afterwards
Staking / Early Incentive Rewards	20.0%		20,000,000			Staking rewards while platform builds traction
Community Enrichment Wallet	20.0%		20,000,000			Community Multiple Usage
Exchange Liquidity	3.0%		3,000,000			100% used at TGE
	100.0%		100,000,000			

MARKET CAP @ TGE *
$678,750

HARD CAP
$2,502,500

TGE Circulation Token Type	# of Tokens
Pre-Seed	300,000
Seed	350,000
P1	975,000
P2	1,400,000
Public	1,500,000
	4,525,000

* Excluding DEX Liquidity

Before we officially release the VR version, we will release the first planet map in the form of a web interface where early users and investors will be able to buy virtual real estate and start trading and offering it on the marketplace created for this purpose. This will help early users and investors become involved in the early stages, thereby gaining the privilege of better pricing. This will allow cre - ators and businesses to state their intentions on the platform and start building buzz about their upcoming experiences and services on NetVRk when it launch - es in VR.

During the development of the MVP, we will try to release small "teasers" on Steam for the community to experience what NetVRk will be like. During this phase, we will develop blockchain and non-blockchain environments in parallel, as this type of approach will provide a faster release date for the platform and more expedient communications testing between environments during the whole development process.

This phase will be divided into several MVP releases with additional services in every release.

The key steps of Phase 2 for the non-blockchain environment include:

- development of the platform back end and front end
- development of UI/UX design
- scaling of the platform
- development of internal databases and communication between them
- development of off-chain data storage and its communication with the platform
- development of communication between the platform and the external environment (bank accounts, wallets, etc.)

The key steps of Phase 2 for the blockchain environment will include:

- nodes deployment
- development of platform smart contracts
- development of tokens in the private side chain
- development of oracle nodes for communication with the external environ -
- ment (bank accounts)
- development of communication between blockchains

Platform scale-up, full product release.
The current stage includes development of the following services:
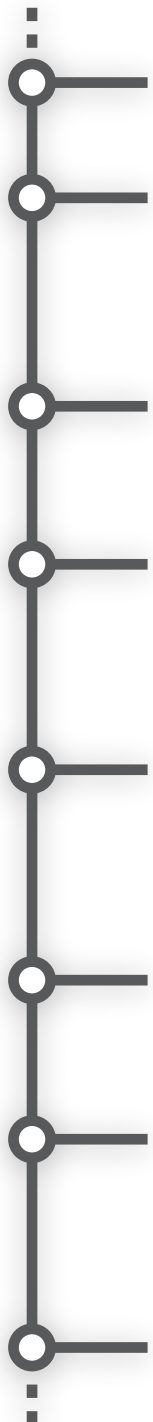
- content updates
- extensive analytics
- business & developer toolkit
- cross-platform: mobile & web
- migration of all VR/AR content

The process of platform scaling will also include enhancement of:

- opening of platform to B2B
- additional point-solution partner integration
- establishment of business intelligence
- international markets

2016: NetVRk prototyping, self-funding, completed POC.

2017: Gathering talent (management, business, marketing), established core concept, completed development on immersive VR locomotion.

2018: Expo participation, China roadshow, seed round fundraising, developed core mainframe.

Q1-Q2 2019: Blockchain and non-blockchain based environment scaling, smart-contract deployment, new website creation, establishment of investor relations.

Q3-Q4 2019: Partnership with HTC, completed detailed NetVRk prototype of content creation system.

2020: Platform development, business development, Fundraising.

2021: Early access release, business development and expansion, public token offering

2022: Global NetVRk: migration of all VR/AR content, expansion into Asian and European markets.

Xmod was founded by Michael Katseli, who had created the NetVRk project. Xmod has recruited diversely skilled professionals, from developers to researchers, to VR experts, to create a highly functioning synergy of minds in order to turn the vision to a reality.

Strategy and NetVRk Platform Economy

Michael Katseli, Founder, CEO

Michael is the founder of Xmod (previously Intvisco), a VR simulation studio. Xmod creates complex simulation, both graphically and software-wise, for a variety of industries such as high-tech companies, architects, and real estate agencies. The studio has been developing its own API, NetVRk, for the past two years, starting with a prototype of VR goggles self-developed by Michael five years ago. Previousl y, Michael led and co-founded software development startups in the field of mobile applications, 3D simulations, engineering, and augmented and virtual reality

Linus Chee, Co-Founder, Chief Operating Officer

Linus brings over a decade of experience in entertainment design, art direction, business and finance. Linus was an investment manager and personal trader for many years in his early caree r, then decided to follow his true passion for art, design, and enter - tainment.

Linus Chee, Co-Founder, Managing Partner

Linus studied entertainment design under some of the best designers in the world at Gnomon School of VFX in Hollywood, and Brainstorm School in Burbank California. He started working as a graphic designer and art director for Dreamlab Gaming/Studios. After **several years**, Linus was recruited by Xmod, Inc. where he joined Michael Katseli in founding Xmod's own IP "NetVRk". Linus is now part of a development team providing high-end VR solutions and enter - tainment, and leads the concept design, art direction and man-a gement for the company.

Visuals and VR Development

Jay Shindell, Chief Creative Officer

Jay Shindell has over 25 years of experience in the motion pic - ture industry, in animation, visual effects, and live-action films. He has worked as an artist, creative executive, producer, editor, writer, and director, and has contributed to the success of over 50 motion pictures, such as Spider-Man 3, Minority Report, I, Robot, The Day After Tomorrow, and many other blockbusters. In addition, he serves as a consultant to the industry and as an instructor at the Gnomon School of Effects and Animation. Jay also worked for nine years as an animator at Walt Disney Animation Studios, providing effects animation on The Lion King, Pocahontas, The Hunchback of Notre Dame,Hercules, Mulan, and Tarzan (IMDB profile).

Visuals and VR Development

Sam Wey, Chief Technical Director

With twelve years of experience in the entertainment industry, Sam Wey is a uniquely well-rounded creative director and game designer focused on crafting compelling interactive experiences. His passion for video games has fueled a career spanning art, game design, and story development. He began his career as at Nickelodeon Animation Studios on shows like the Kung Fu Panda television series. After discovering a passion for crafting experiences, he transitioned to game design for video games like ABZU, Friday the 13th, Star Citizen, and Capcom's Lost Planet 3. His interest in emerging immersive technologies has inspired his most recent accomplishments; including the AR app, Follow Me Dragon and the VR LBE Jurassic World VR Expedition.

Artak Avetisyan, Engine Developer

With a masters in applied mathematics and informatics, Artak is also a programming teacher, and software and game developer with experience in system and network administration. Artak with NetVRk team helps prototype and engineer NetVRk's custom features.

Blockchain Development

Nii Hideo, Blockchain Lead Developer

Nii is a smart contract and full stack developer. He is passionate about creating blockchain solutions for optimal usage and user convenience.

Ryan Jun, Full Stack Blockchain Developer

Ryan is an innovative, enthusiastic, goal-oriented professional with a sharp technical acumen and a passion for software engineering. With over 6 years of experience in full-stack development and blockchain development, Ryan is poised to leverage keen programming expertise within an Agile environment.

netvrk

Business Development and Marketing

Johnathan Wernick, Chief Administrative Officer

Jonathan is a Chartered Accountant with 14 years experience. In that time has held senior finance positions across 6 distinct industry sectors and developed expertise in international accounting. Prior to that Jonathan also qualified as a barrister, winning a scholarship from Gray's Inn. Since then Jonathan has gathered over 4 years of experience in blockchain business development and networking. With the NetVRk team, Jonathan now pursues strategic opportunities, partnerships, and new markets for the company's expansion.

Daniel Kennedy, Chief Marketing Officer

Daniel Kennedy is a cryptocurrency marketing specialist, media copywriter, and author of the upcoming book, Social Media Handbook. Founder of the NFT Association and an active real estate entrepreneur.

Advisors

Jason Jerald, PhD, Lead VR Advisor

Jason has been creating virtual reality systems and applications for over 20 years. His work has been featured on ABC's Shark Tank and the Discovery Channel, in the New York Times, and on the cover of the MIT press journal PRESENCE: Teleoperators and Virtual Environments. Jason has worked on over 70 VR projects with over 40 organizations including Oculus, Sixense, Valve, Virtuix, AT&T, NASA Ames Research Center, Naval Research Laboratories, Lockheed Martin, General Motors, and more.

Ian Friend, Co-Founder @ Ferrum Network

Ian Friend is the co-founder and COO of Ferrum Network, which he help found in the depths of the 2018 bear market and grew it into a $100 million market cap project with four successful lines of business, including an incubator and top staking-as-a-service in the industry.

Chau Nguyen, Chief Executive Officer / Co-Founder @ Ole Group

Chau is CEO of Olé Group and an innovative entrepreneur with vast experience in FinTech, online payment solutions, oil & gas investment, and movie funding.

Advisors

Howard Neely, IP & Patent Consultant

Howard is founder and CTO of Three Birds Systems, a firm specializing in developing software that leverages mobile computing, cloud-based analytics, and advanced human-computer interaction techniques to improve the lives of ordinary people. He has over 20 years of experience in developing virtual reality and augmented reality technology, including the world's first inertially-stabilized augmented reality system that works in an unstructured outdoor environment, which he developed while at the Hughes Research Laboratories.

Blockchain Advisors

Ihor Pidruchny, Advisor, Applicature CEO

Ihor Pidruchny is co-founder and CEO at Applicature. In addition to managing the company, Ihor coaches blockchain companies and helps strategize tokenization across various industries. An experienced technology manager and advisor in the blockchain arena, Ihor has been involved in many blockchain projects, token sales, and technical-development projects.

Andrew Zubko, Advisor, Applicature CTO

Andrew is a blockchain architect with impressive experience. Having successfully completed his first blockchain project in 2014, he participated in technical support for token sales and the cryptocurrency ecosystem before it became mainstream. His technology stack includes, but is not limited to, C++, Java, JavaScript, Python, Solidity, and more.

Ivan Novosiolov, Advisor, Applicature CMO

10+ years marketing experience. Successful campaigns and strategy implementation in multiple various industries. One of the creators of cyclable marketing for tech companies.

Blockchain Advisors

Nazar Khrupalo, Advisor, Applicature CBDO

As chief business development officer at Applicature, Nazar helps companies and startups establish business relations and brings cooperation to a higher level of efficiency.

Pavlo Klokov, Blockchain consultant, BA

With vast experience in ICO launches, crypto-trading, and work-flow management, Pavlo guides projects and provides consul-tation through the development stage. Pavlo provides as much knowledge and assistance as possible with regard to smart-contract implementation, white paper and business-plan development, and solutions to various financial and economic issues in all types of industries.

Olga Hryniuk, Blockchain Consultant, BA

Olga has been with the Applicature blockchain agency for several years, working with blockchain technical solutions and assisting startups and companies interested in blockchain implementation. Olga is responsible for helping the company decide which strategy is the best match in terms of strategic development.

Blockchain Advisors

Mariya Lupiy, IR coordinator, advisor

Mariya is an expert at establishing relationships with key fig - ures and nurturing leads. Together with her team, she has helped several projects find investors, partners, and advisors. With her deep expertise, she is highly capable of detecting cryptocurrency market trends and advantages.

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NetVRk financial projections are based upon approximate number of users and VR market growth.

Average Scenario

Assumptions Regarding Number of Users

Years	U.S. users	Asian users	European users	Total amount
2019	7000	-	-	7000
2020	8750	-	-	8750
2021	10938	-	-	10938
2022	13672	10000	-	23672
2023	17090	12500	8000	37590
2024	21362	15625	10000	46987
2025	26703	19531	12500	58734

Average Projections

Number of users	Subscribers	Premium	Advertising	App sales	Microtransactions	Studio Service
2019	7000	1750	35000	200	8000	5
2020	8750	2188	43750	250	9975	6
2021	10938	2734	54688	313	12469	8
2022	23672	5918	118359	391	26986	10
2023	37590	9397	187949	488	42852	12
2024	46987	11747	234937	610	53566	13
2025	58734	14684	293671	763	66957	15

Revenue in U.S. Dollar

Number of users	Sub-scribers	Premium	Advertis-ing	App sales	Mic rotrans-actions	Studio Se rvice	Total revenue (per month)	Annual
2019	70000	21000	245000	16000	80000	125000	557000	6684000
2020	87500	26250	306250	20000	99750	150000	689750	8277000
2021	109375	32813	382813	25000	124688	200000	874688	10496250
2022	236719	71016	828516	31250	269859	250000	1687359	20248313
2023	375898	112770	1315645	39063	428524	300000	2571899	30862791
2024	469873	140962	1644556	48828	535655	325000	3164874	37978488
2025	587341	176202	2055695	61035	669569	375000	3924843	47098110

Net Profit

	2019	2020	2021	2022	2023	2024	2025
Revenue	$6 684 000	$8 277 000	$10 496 250	$20 248 313	$30 862 791	$37 978 488	$47 098 110
Operating Expenses	$1 216 000	$1 760 200	$2 018 920	$2 467 960	$2 869 420	$3 270 880	$3 672 340
Marketing & Business Development	$250 000	$420 000	$420 000	$533 333	$618 333	$703 333	$788 333
Operational Profit	$5 218 000	$6 096 800	$8 057 330	$17 247 019	$27 375 037	$34 004 275	$42 637 437
Tax (30%)	$1 565 400	$1 829 040	$2 417 199	$5 174 106	$8 212 511	$10 201 282	$12 791 231
Net Profit (average assumptions	$3 652 600	$4 267 760	$5 640 131	$12 072 913	$19 162 52	$23 802 992	$29 846 206

Average Projections

Assumptions Regarding Number of user

Years	US users	Asian users	European users	Total amount
2019	12000	-	-	12000
2020	16200	-	-	16200
2021	21870	-	-	21870
2022	29525	17000	-	46525
2023	39858	22950	13600	76408
2024	53808	30983	18360	103151
2025	72641	41826	24786	139254

Optimistic Projections

Years	Subscribers	Premium	Advertising	App sales	Microtransactions	Studio Service
2019	12000	4200	60000	333	15600	5
2020	16200	5670	81000	450	21060	6
2021	21870	7655	109350	607	28431	8
2022	46525	16284	232623	819	60482	10
2023	76408	26743	382040	1106	99330	12
2024	103151	36103	515755	1493	134096	13
2025	139254	48739	696269	2016	181030	15

Revenue in U.S. Dollar

Number of users	Sub-scribers	Premium	Advertis-ing	App sales	Microtrans-actions	Studio Service	Total revenue (per month)	Annual
2019	120000	50400	420000	26640	156000	125000	898040	10776480
2020	162000	68040	567000	35964	210600	150000	1193604	14323248
2021	218700	91854	765450	48551	284310	200000	1608865	19306385
2022	465245	195403	1628358	65544	604819	250000	3209368	38512419
2023	764081	320914	2674283	88485	993305	300000	5141067	61692806
2024	1031509	433234	3610282	119455	1340962	325000	6860441	82325289
2025	1392537	584866	4873880	161264	1810298	375000	9197845	11037413

Net Profit

	2019	2020	2021	2022	2023	2024	2025
Revenue	$10 776 480	$14 323 248	$19 306 385	$38 512 419	$61 692 806	$82 325 289	$110 374 139
Operating Expenses	$1 216 000	$1 760 200	$2 018 920	$2 467 960	$2 869 420	$3 270 880	$3 672 340
Marketing & Business Development	$250 000	$420 000	$420 000	$533 333	$618 333	$703 333	$788 333
Operational Profit	$9 310 480	$12 143 048	$16 867 465	$35 511 126	$58 205 053	$78 351 075	$105 913 466
Tax (30%)	$2 793 144	$3 642 914	$5 060 239	$10 653 338	$17 461 516	$23 505 323	$31 774 040
Net Profit (optimistic assumptions)	$6 517 336	$8 500 134	$11 807 225	$24 857 788	$40 743 53	$54 845 75	$29 846 206