SUPERWORLD

Create Your SuperReality & Make the World Yours.

Superworldapp.com

How we recognized the opportunity?

SUPERWORLD HAS AN EXPERIENCED FOUNDING TEAM

FOUNDERS

HRISH LOTLIKAR
CO-FOUNDER & CEO

○ **Co-Founder, CBDO** at **The Rogue Initiative** (Hollywood Film, TV, VR Studio).

○ **Founding Managing Partner** of **EastLabs**, an early stage VC firm based in Kyiv, Ukraine.

○ **Senior Business Developer/Global Evangelist** at **Toptal**, (backed by **Andreessen Horowitz,** the Rockefellers, co-founders of Facebook, and Zynga).

○ **Vice President,** Venture Capital at Spencer Trask Ventures.

○ **Investment Banker** at UBS Investment Bank & HSBC Securities.

○ **Global Business Development** at management consulting firm Aon Hewitt.

○ MPH/MBA in Finance and Entrepreneurship at **University of Ilinois**; Bachelor of Arts, **Rice University**.

MAX WOON
CO-FOUNDER & CTO

○ **Co-founder of Xfire** (a gaming instant messaging platform **acquired by Viacom/MTV** in 2006 for $102m).

○ **Co-founder of Phizzle** (mobile sports marketing platform currently powering **NBA teams** including Cleveland Cavaliers, New York Knicks, and **media companies** including HBO, Comcast, Fox Sports and CableVision).

○ **Founding CTO of Toonstar** (live streaming of cartoon character animated with selfie camera).

○ **Former technical advisor of sliver.tv** (co-prototyped video streaming of **League of Legends** and **Counter-Strike** in VR).

○ **Co-founder of Storytime Studios** (SKIT! Kids, social animation app for kids).

○ Theoretical physics PHD dropout - **Cambridge.**

AR CONTENT CREATION IS GOING EXPONENTIAL & THE AR CLOUD IS COMING FAST

AR CONTENT CREATION

1. 2017 marked the **launch of AR SDKs** by major technology companies: **Apple, Amazon, Snap, Google and Facebook.**

2. Active users:
○ Messenger mobile AR: 600 million (2019) to 1.3 billion (2024).
○ OS based mobile AR: 200 million (2019) to 1 billion (2024).
○ All mobile AR: 900 million (2019) to 2.5 billion in 5 years time[1].

AR CLOUD

1. AR cloud enables information and experiences to be augmented, shared, and tied to specific physical locations to occur across apps and devices. This spatial memory allows users to collaborate, engage, and share AR experiences across different locations and AR-enabled devices in real time[2].

2. Apple, Google, Epic Games, and Unity have built AR frameworks and gaming engine software that will allow billions of users to build AR content and utilize the AR cloud.

THERE ARE MANY WAYS TO ACCESS AR

MOBILE DEVICES

◌ 95% of iPhone users had devices that support AR through Apple's ARKit in 2019.

◌ Google's ARCore is compatible with over **50 Android devices**[1].

◌ The iOS App store offers **more than 2,000 AR apps**, and Google Play offers more than 200[2].

◌ By 2021, there will be **2 billion mobile AR users**. The total AR installs on mobile will reach **3.5 billion** by 2022[3].

[1] https://www.iab.com/insights/augmented-reality-for-marketing/
[2] https://research.g2.com/insights/2019-trends/2019-ar-vr-trends
[3] https://techjury.net/blog/augmented-reality-stats/#gref
[4] https://www.forbes.com/sites/moorinsights/2020/07/03/googles-acquisition-of-north-could-bring-glass-3-next-year/?sh=5707ad7469c6

WEB AR

Web AR enables a seamless user journey from scan to experience, as it **removes the barrier** of app download and works on all devices.

AR GLASSES

Tractica forecasts that, **by 2022**, the global market for AR glasses will grow to **22.8 million units** & anticipates that these volumes will drive device revenue growth to **$19.7 billion**.

◌ **Google** announced it acquires AR glasses company North[4].

◌ **Niantic** (creator of AR phone game Pokemon Go) is collaborating with Qualcomm on a new pair of smart glasses[5].

◌ **Facebook** in September 2020 announced its partnership with Luxottica (maker of Ray-Ban) with plans to release its own smart glasses in 2021[6].

[5] https://www.cnet.com/news/new-smartglasses-are-coming-from-qualcomm-and-pokemon-go-creator-niantic/
[6] https://www.cnbc.com/2020/09/16/zuckerberg-facebook-to-release-its-first-pair-of-smart-glasses-with-luxottica-.html

# SPATIAL COMPUTING IS OPENING DOORS TO BETTER & MORE REALISTIC AR EXPERIENCES

DEPTH SENSING TECHNOLOGY (LiDAR & TOF)

Depth sensing technology helps smart devices to **map out spaces & layer 3D virtual objects** into them.

1. Apple released the latest iPhone 12 & iPad Pro with a depth sensor (LiDAR) that adds depth scanning. LiDAR has been used in self-driving & assisted driving cars, robotics, drones & **augmented reality headsets**[1].

2. Many top Android smartphones brands (Samsung, LG, Sony, etc.) use **ToF (time of flight) cameras** that similarly sense depth and create a 3D map of the world.
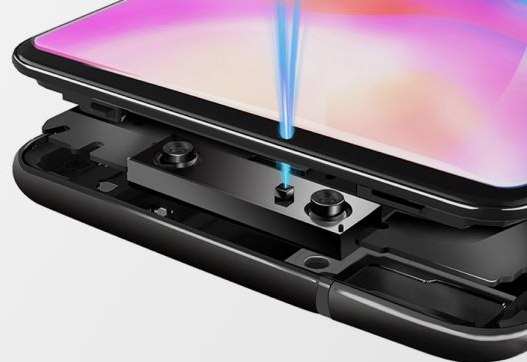
FIFTH GEN MOBILE NETWORK (5G)

5G **1.** With the **global expansion of 5G**, the XR ecosystem is prepared to unite **superior cellular connectivity** with quality hardware and premium XR. By using **fast, low-latency** 5G connection, applications can get even higher resolution images from the cloud.

2. Many **5G smartphones** are powered by **Qualcomm® Snapdragon**. The platforms combine intelligent AR, VR, AI features to power mobile devices that deliver immersive audio, visuals, and interaction across entertainment, gaming, education, industrial applications, and more[2]. **Qualcomm® XR Optimized Certification Program** helps make XR Viewers a 2020 reality.

QUALCOMM

[1] https://www.cnet.com/how-to/lidar-explained-iphone-12-pro-what-it-can-do-now-why-it-matters-for-the-future-ar-3d-scanning/
[2] https://www.qualcomm.com/news/onq/2020/06/25/how-qualcomm-snapdragon-modular-platforms-can-drive-5g-rollout-and-adoption

THE AR MARKET IS GROWING FAST & GOING TO BE TRANSFORMATIVE

TOTAL ADDRESSABLE MARKET FOR ADVERTISING REVENUE STREAM

$66B

AR market Revenue by 2024

○ Average Advertising Revenue per user[1] (AARPU): $19.53

○ AR Advertising market (~2.2B by 2022)[1].

$2.2B

AR Advertising Market by 2023[1]

○ Average Data Revenue per user: $0.60

○ Total Addressable Market = $21.13B

[1] https://arinsider.co/2018/09/04/ar-advertising-2-6-billion-by-2022/

TRADITIONAL VIRTUAL WORLDS FACE LIMITATIONS THAT BLOCKCHAIN TECHNOLOGY SOLVES

✗ Farmville was shut down & all in-game assets are lost[5]. In traditional virtual worlds such as **Farmville, Fortnite or Roblox,** users have **no properties rights & control.**

✗ Virtual worlds **lose their relevance** because they are based on virtual environments.

✗ Users often **do not benefit monetarily** from all economics.

✓ **Blockchain enables tokenized in-game assets** that allow users to **own, sell, or trade anywhere.**

✓ SuperWorld is **mapped on top** of the real world and will always maintain its relevance.

✓ Non-Fungible Tokens (NFTs) provide **programmability & transparency** that enable owners to **benefit from all economics.**

[5] https://www.statista.com/statistics/746230/fortnite-players/4%20https://venturebeat.com/2020/03/10/zynga-cofounder-creates-blockchain-game-partners-for-decentralized-gaming/

BLOCKCHAINS ARE ESSENTIAL FOR STRONG VIRTUAL WORLD ECONOMIES

1. INNOVATION

Gives users the ability to monetize from AR content creation and ownership of virtual real estate.

2. INTEGRITY

Gives users control over their data and the ability to get compensated for its usage[1].

3. TRANSPARENCY

Gives users enhanced visibility into ownership of the platform, which fosters communication and trust[1].

4. SECURE OWNERSHIP & PROPERTY RIGHTS

Users have proof of ownership of digital assets which are immutable[2].

5. OWNERSHIP ECONOMY

Provides better alignment with users over time and creates a larger, more resilient and innovative platform[2].

[1] https://petkanics.medium.com/the-benefits-of-decentralization-88a0b5d0fd39
[2] https://medium.com/@Andrew.Steinwold/blockchains-are-essential-for-strong-virtual-world-economies-f6b7f4539158

The Idea

SUPERWORLD IS A SOCIAL PLATFORM THAT ALLOWS ANYONE TO CREATE, DISCOVER, MONETIZE AND OWN THEIR WORLD.

SuperWorld interfaces with all aspects of our life online and offline.

Our mission is to Build a Better World.

SUPERWORLD IS AN EXPANSIVE CREATOR PLATFORM AND MARKETPLACE

SuperWorld's **Mobile Application** allows users and brands to **personalize the real world** around them by placing NFTs, photos, videos, audio, messages, 3D objects and AR experiences anywhere and share with their followers.

SuperWorld's **NFT marketplace** allows users to **mint, buy, sell & discover NFTs** (2D/3D/Audio).

SuperWorld's **Virtual Real Estate** platform allows users to buy and sell virtual real estate anywhere on Earth. Owners of virtual real estate buy plots of lands represented by non-fungible tokens (NFTs) and **earn a share of revenue** from any user activity that occurs on their land.

Other applications ranging **from consumer** (gaming, social, education) **to enterprise** can build on top of the virtual real estate.

SUPERWORLD HAS 64.8 BILLION UNIQUE PLOTS OF LAND

(18.7 billion of them are mapped on continents)
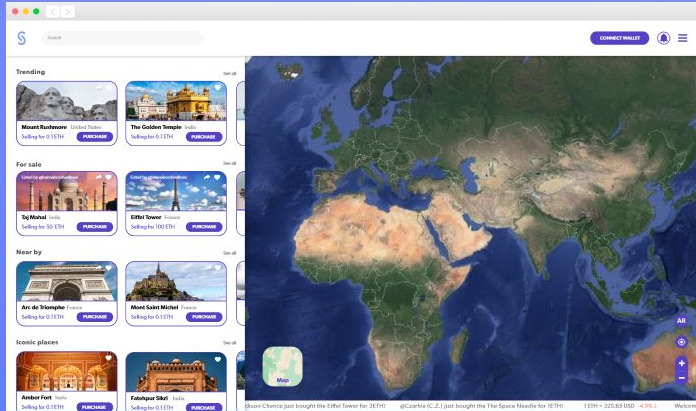
SuperWorld Virtual Real Estate lets you stake a claim to over 64.8 billion virtual plots of land geographically mapped onto Planet Earth.

PLOT SIZE & PRICE

Each plot of land is a **100m x 100m polygon** which is about the size of a city block. **Unpurchased properties** can be bought for **0.1 ETH** and **properties owned** by other users can be purchased at **their selling prices.**

SUPERWORLD IS STRUCTURED AS NON-FUNGIBLE TOKENS (NFTS) ON THE ETHEREUM BLOCKCHAIN

Owners of virtual real estate get a share of **any revenue** that results from **any user activity** from **any worlds** that exist on their plots including advertising, digital commerce, e-commerce, gaming, data, analytics, transactions, etc.

SuperWorld uses the **ERC-721 standard** of tradable assets, meaning that each plot is a non-fungible token (NFT) — characterized by its **digital scarcity** as a collectible and wholly distinct asset to **buy, sell, trade, or hold.**

COMMUNICATION & MARKETPLACE

We will soon be adding a **messaging function** to our virtual real estate marketplace to allow **increased communication** between buyers and sellers, and provide more ways to **bid on properties**. Different bounded areas will likely have **varying demand** based on population, geographic relevance to events, and demographics.

We are building a recommendation engine to increase discovery of relevant properties to buy and sell.

SUPERWORLD REAL ESTATE ALLOWS YOU TO OWN AND MONETIZE THE VIRTUAL WORLD

Mount Rushmore   United States

Selling for 0.1 ETH   **PURCHASE**

Easter Island   Chile

Selling for 50 ETH   **LIST FOR SALE**

○ Search popular locations around the world.

○ Easily buy & sell real world locations.

○ Keep track of the properties you own & see in real time what other users are purchasing.

○ Users receive monetization from advertising, digital commerce, e-commerce, gaming, data, analytics, transactions, etc.

YOU CAN CREATE, DISCOVER, & PLACE ANY TYPE OF CONTENT (2D/3D/AUDIO) AT ANY LOCATION ON EARTH

(No virtual real estate purchase required)

○ As SuperCitizens of SuperWorld, you can buy, sell and mint NFTs.

○ Users can animate 3D objects and experiences.

○ Content can be added using our mobile application or directly onto our virtual real estate map.

○ Content can be viewed in real life from the physical location where it is placed or be viewed virtually **regardless** of where the user is located.

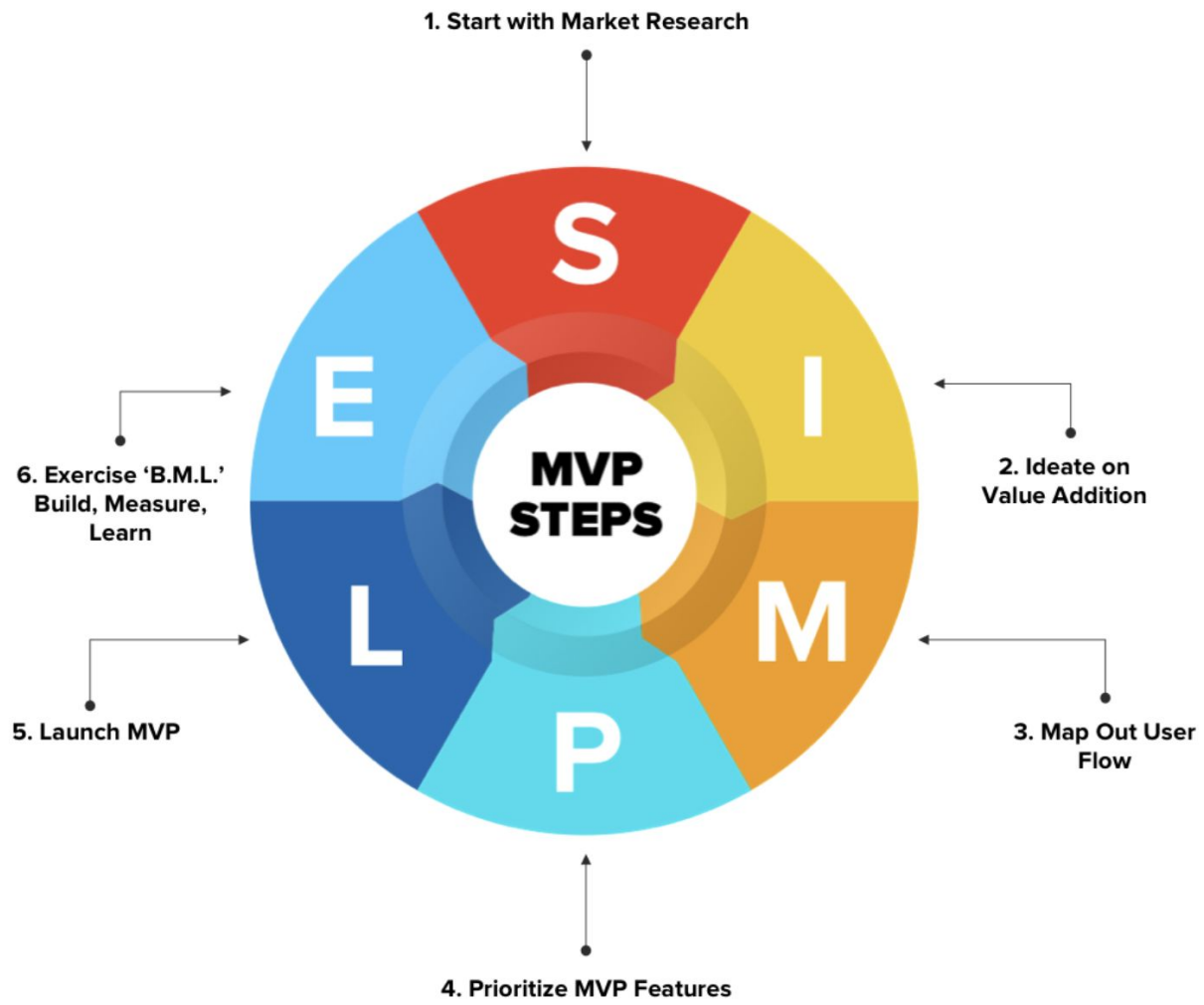# The Business Model Canvas

Key Partners 🔗

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities ☑

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

Key Resources 🏭

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Value Propositions 🎁

What value do we deliver to the customer?
Which one of our customer's problems are we
helping to solve?
What bundles of products and services are we
offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships ❤

What type of relationship does each of our
Customer Segments expect us to establish
and maintain with them?
Which ones have we established?
How are they integrated with the rest of our
business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Channels 🚚

Through which Channels do our Customer Segments
want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
   How do we raise awareness about our company's products and services?
2. Evaluation
   How do we help customers evaluate our organization's Value Proposition?
3. Purchase
   How do we allow customers to purchase specific products and services?
4. Delivery
   How do we deliver a Value Proposition to customers?
5. After sales
   How do we provide post-purchase customer support?

Customer Segments 👥

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Cost Structure 🏷

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams 💰

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation (bargaining)
Yield Management
Real-time-Market

1. Start with Market Research

2. Ideate on Value Addition

3. Map Out User Flow

4. Prioritize MVP Features

5. Launch MVP

6. Exercise 'B.M.L.' Build, Measure, Learn

MVP STEPS

S I M P L E