

**AUG 2023**

# WHITE PAPER 2.0

The Evveland Whitepaper serves as a comprehensive and authoritative document designed to illuminate the vision, mission, technological foundations, and strategic roadmap of the Evveland Metaverse.

## VERSION

This is version 2.0 of this document, published in August 2023. The first version was published in March of 2022.

# Introduction

The Evveland Whitepaper serves as a comprehensive and authoritative document designed to illuminate the vision, mission, technological foundations, and strategic roadmap of the Evveland Metaverse. This purposeful publication acts as a guiding compass, offering stakeholders, investors, partners, and the broader community a deep and holistic understanding of Evveland's aspirations, innovations, and the transformative impact it seeks to achieve.

## Whitepaper Purposes:

**Vision Communication:** The whitepaper succinctly communicates the overarching vision of Evveland Metaverse. It outlines how the platform aims to revolutionize the way businesses, communities, and individuals interact, engage, and monetize within the digital landscape.

**Problem and Solution Framing:** It elaborates on the specific challenges and issues that the platform addresses, casting light on the existing gaps and barriers within industries. Simultaneously, the whitepaper articulates Evveland's innovative solutions that effectively tackle these challenges.

**Technological Insight:** The whitepaper offers a detailed breakdown of the technologies underpinning the Evveland Metaverse. This includes the integration of AI, Web3 tools, VR experiences, and blockchain elements. This technological insight is vital for understanding the platform's capabilities and its transformative potential.

**Use Cases and Applications:** By highlighting diverse use cases spanning Retail, Education, Real Estate, Art, and more, the whitepaper showcases the versatility of the platform and how it can empower various sectors to thrive.

**Value Proposition:** The whitepaper outlines the unique value proposition that Evveland offers to its users. It demonstrates how businesses, entrepreneurs, and communities can benefit from enhanced engagement, monetization avenues, and novel experiences.

**Roadmap and Future Direction:** It provides a roadmap that outlines the key milestones, development phases, and future plans for the platform. This roadmap offers a glimpse into Evveland's trajectory and the continuous evolution it intends to undergo.

**Transparency and Trust:** By offering in-depth insights into the platform's inner workings, technological infrastructure, and strategic direction, the whitepaper fosters transparency and trust among stakeholders, investors, and community.

**Investor and Partnership Engagement:** For potential investors and partners, the whitepaper serves as a foundational document for evaluating the platform's viability, innovation, and alignment with their interests.

# 1. Evveland Metaverse Overview

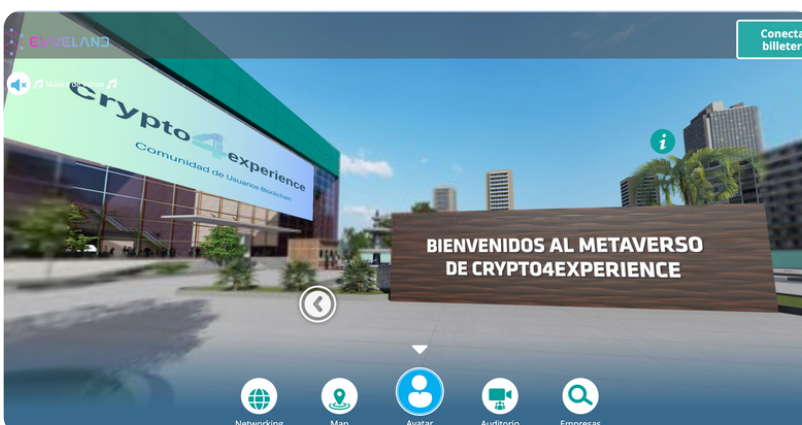
The Evveland Metaverse Proposal and Business encapsulate a visionary journey that redefines digital engagement, interaction, and commerce. This transformative initiative addresses the pressing demand for immersive AI and VR experiences, while also bridging the gap created by the high costs and technical complexities associated with current Web3, AI, and Metaverse solutions.

At its core, the Evveland Metaverse presents a mobile-first and AI-enabled business metaverse that caters to diverse business communities, such as Chambers of Commerce, Associations, Federations, as well as Entrepreneurs looking to dabble into the Metaverse and businesses in sectors such as Retail, Education, Real Estate or Art. This ecosystem offers businesses, entrepreneurs, and communities a multifaceted platform featuring Smart Venues and Smart Cubes—customizable, affordable, and user-friendly spaces that empower immersive VR experiences.

Within these Smart Venues and Smart Cubes, a comprehensive Web3 toolbox awaits, showcasing features like the EVVE token, Token Rewards, NFT Tickets and NFT Merchandising. Our multichain solutions foster engagement, monetization, and innovation, further amplifying the value proposition of the platform to all its constituents.

Central to the initiative is the commitment to democratizing access. Evveland Metaverse breaks down financial barriers by providing cost-effective solutions, enabling organizations of all scales to partake in this digital revolution. Simultaneously, its user-friendly design ensures that technical complexities do not hinder participation, empowering users to seamlessly embrace the metaverse.

By offering immersive experiences, enhanced engagement, and novel monetization avenues, Evveland Metaverse transforms the way businesses and creators interact with their audiences. This pioneering endeavor unifies advanced technologies with a user-centric approach, steering us towards a future where connectivity, creativity, and commerce seamlessly converge within the digital realm.



Evveland Smart Venues are built using a combination of 3D and Web3 technologies, that enable easy navigation and access to a complete set of blockchain tools.

## 2. Problem Statement

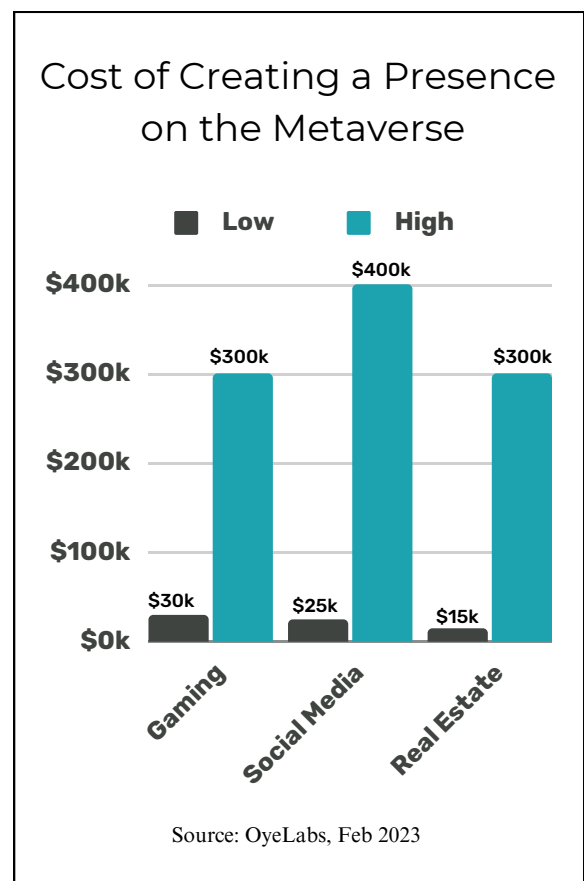
Evveland Metaverse addresses a critical challenge at the intersection of digital engagement and business aspirations. The prevailing issue it aims to solve revolves around the growing demand from communities and businesses for immersive AI and VR experiences, driven by the desire for enhanced engagement and more lucrative monetization avenues. However, this pressing need has been obstructed by the barriers imposed by existing Web3, AI, and Metaverse solutions.

The problem arises from two key dimensions:

**Inaccessibility due to High Costs:** Current technologies that facilitate AI and VR experiences, as well as Web3 and Metaverse solutions, often come with exorbitant price tags. This high cost creates a barrier that hampers the accessibility of such transformative experiences for a vast majority of communities and businesses, particularly smaller enterprises and entrepreneurs with limited financial resources.

**Technical Complexities:** The intricate nature of these cutting-edge technologies, combined with the technical complexities involved in implementing and maintaining them, presents another hurdle. Many organizations lack the technical expertise and resources required to seamlessly integrate AI, VR, blockchain, and Metaverse functionalities into their operations, thereby hindering their ability to harness the potential benefits of these innovations.

Evveland Metaverse emerges as a solution by democratizing access to these transformative technologies. By offering a comprehensive suite of user-friendly tools, seamlessly integrating AI, VR, Web3, and Metaverse elements, Evveland dismantles the barriers of high costs and technical intricacies.



This empowers diverse communities, corporations, SMBs, and entrepreneurs to fully harness the benefits of immersive experiences, enhanced engagement, and novel monetization avenues within the metaverse. Through Evveland's innovative approach, the problem of inaccessibility and complexity is effectively addressed, propelling a wider range of entities into the realm of digital transformation and prosperity.



## 3. Solution Overview

Evveland Metaverse presents a transformative solution that effectively addresses the challenges posed by the existing gap between the demand for immersive AI and VR experiences and the limited accessibility of current Web3, AI, and Metaverse solutions. At the heart of this solution is a mobile-first and AI-enabled business metaverse, thoughtfully designed to cater to diverse sectors including Retail, Education, Real Estate, Art, and beyond. Through the integration of cutting-edge technologies, Evveland Metaverse empowers businesses, communities, and entrepreneurs with a multifaceted platform that unlocks a realm of possibilities.

**Affordable Accessibility:** Evveland's approach prioritizes accessibility, eliminating the financial barriers that have previously hindered widespread adoption. By offering affordable smart venues and smart cubes, businesses of all sizes can jump on the metaverse, fostering inclusivity and democratizing access to VR experiences.

**Customization:** Recognizing the uniqueness of each entity's identity and offerings, Evveland Metaverse enables businesses to customize their smart venues and smart cubes to reflect their brand image, values, and aspirations. This fosters a genuine and resonant connection with their audience.

**User-Friendly VR Experiences:** Evveland's commitment to simplicity shines through in the user experience. The smart venues and smart cubes are designed to be intuitive and easy to use, ensuring a seamless transition into the metaverse for users of varying technical proficiency.

**Versatile Web3 Toolbox:** Evveland's comprehensive Web3 toolbox equips businesses with an array of tools to monetize their digital presence effectively.

From blockchain-enabled transactions to NFT-based solutions, the toolbox empowers businesses to explore diverse revenue streams.

**Adaptability to Multiple Use Cases:**

Evveland Metaverse extends its reach across a spectrum of applications, catering to Retail, Education, Real Estate, Art, and more. This adaptability highlights the metaverse's versatility, fostering growth and innovation across industries.

**Optimal Event Experiences:** Evveland's metaverse serves as an ideal platform for hosting events, creating networking opportunities, and facilitating eCommerce solutions. The immersive environment enhances engagement, fostering meaningful connections between users.

Through its mobile-first approach, AI integration, affordability, customizability, and comprehensive Web3 toolbox, it empowers businesses to embrace a future where immersive experiences, engagement, and monetization are within reach, thereby reshaping the landscape of digital interaction and commerce.

# 4. Products & Services Offerings

The core of Evveland’s product and services offerings are the Smart Venues & Smart Cubes: customizable, user-friendly spaces that empower businesses, communities, and entrepreneurs to forge deeper connections with their audiences, engage in real-time interactions through audiovisual communication tools, and drive transactions. They are augmented by a powerful Web3 Toolbox that allows clients to incorporate blockchain technologies into their communities, with an affordable and easy-to-implement process.

## 4.1. Smart Venues

These cutting-edge platforms offer an array of features designed to provide users with an unparalleled virtual experience while empowering operators with comprehensive management tools.

### Customizable Spaces:

**Reception:** Welcoming attendees with banners and a user photo wall, setting the stage for a personalized and engaging experience.

**Auditoriums:** Three distinct types of auditoriums with seamless integration of YouTube, Facebook, and Vimeo, enabling dynamic presentations and content sharing.

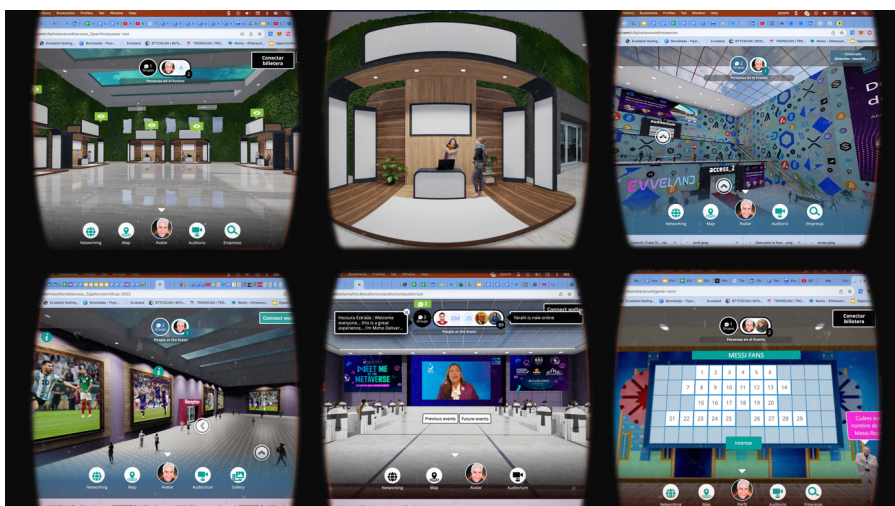
**Game Room:** Facilitating gamification experiences for attendees, fostering engagement and excitement.

**Pavilions and Smart Cubes:** Six unique pavilions and smart cube formats, offer venue manager plenty of options to onboard clients, and customize them to showcase their products, services, and offerings.

**Networking Room:** A space for users to connect, exchange information, and build valuable relationships.

**Private Meeting Rooms:** Ideal for corporate meetings, virtual classrooms, and private discussions, enhancing professional interactions.

**Galleries:** Dedicated areas to showcase art, products, or community members, fostering creativity and connection.



The Smart Venues have different spaces all referenced in the Map on the main navigation tool and are accessible via mobile and desktop.

## 4.1. Smart Venues...continued

### Key Features:

**Chat Functionality:** Offering both one-on-one and group chat capabilities, enabling real-time communication and engagement among attendees.

**AI-Enabled Chatbot:** Integrated with ChatGPT, enhancing user interaction and providing instant assistance at each stand.

**Social Media Links:** Displays social media and contact links for users and exhibitors, facilitating seamless networking beyond the platform.

**Rewards System:** Promoting traffic and engagement by incentivizing visits to stands and smart cubes, enhancing the overall user experience.

**Gamification:** Get deeper sessions, increased user engagement and satisfaction by testing their knowledge and teasing their intellect.

**Web3 Connectivity:** Enabling cryptocurrency transactions through Metamask and Tronlink wallets, ensuring secure and seamless transactions.

### Operator Benefits:

**Complete Backend Management:** Operators have access to a comprehensive backend system, allowing them to efficiently manage venue tools, features, users, and clients.

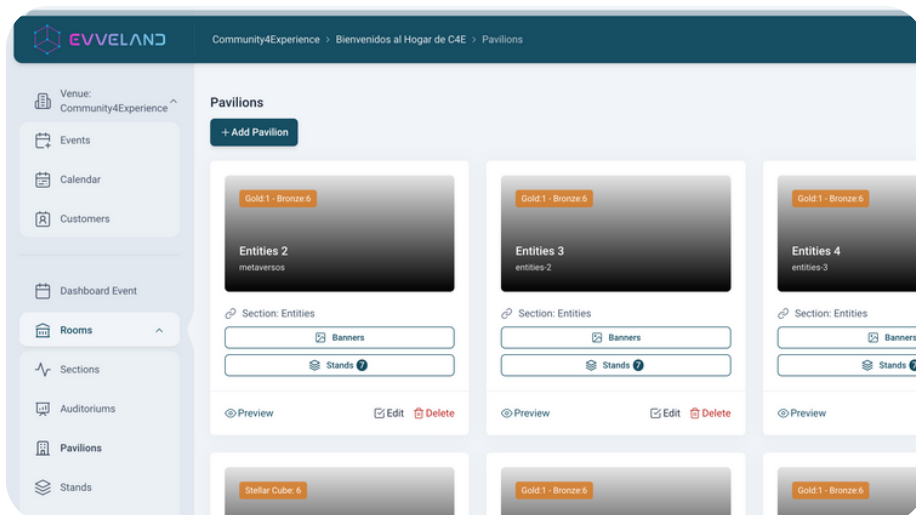
**Centralized Control:** Empowering operators to oversee and customize the platform's functionality, adapting it to specific needs and preferences.

**Data Insights:** Providing valuable insights into user behavior, preferences, and engagement, enabling informed decision-making.

**Efficiency and Scalability:** Streamlining operations and ensuring seamless scalability, supporting a growing user base and expanding business horizons.

In essence, Evveland Virtual Smart Venues, including the innovative Metaplazas, are the pinnacle of virtual engagement and commerce.

The Evveland Smart Venues management suite offers users a comprehensive set of tools to manage their communities, events and users, including sales and marketing functions.

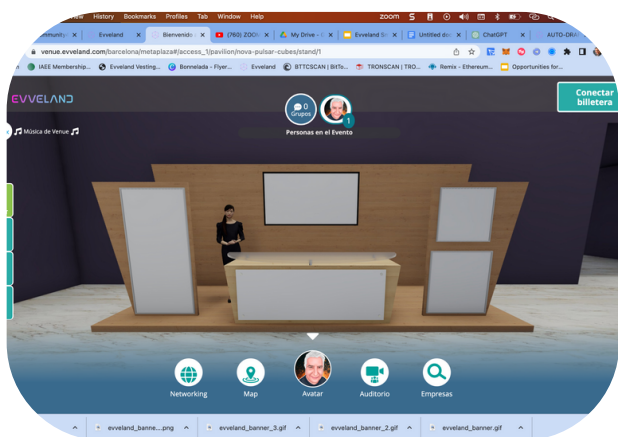


## 4.2. Smart Cubes

Evveland Smart Cubes embody a groundbreaking approach to digital engagement, comprising two distinct categories: IntraCubes and ExtraCubes. These immersive digital spaces are meticulously crafted to offer businesses, creators, and individuals seamless and interactive showcases, redefining the way connections are made, information is shared, and commerce is conducted.

### IntraCubes:

IntraCubes seamlessly integrate within Evveland Smart Venues, effortlessly elevating virtual experiences. These personalized hubs are embedded within larger digital landscapes, offering a comprehensive array of features designed to captivate audiences and nurture engagement.



**Pulsar Smart Cube:** The smallest smart cubes has a wooden background and can fit four banners and one video. It has a yearly cost of \$99.00, or monthly cost of \$10.00. It can be acquired directly on the Evveland Marketplace with a credit card.

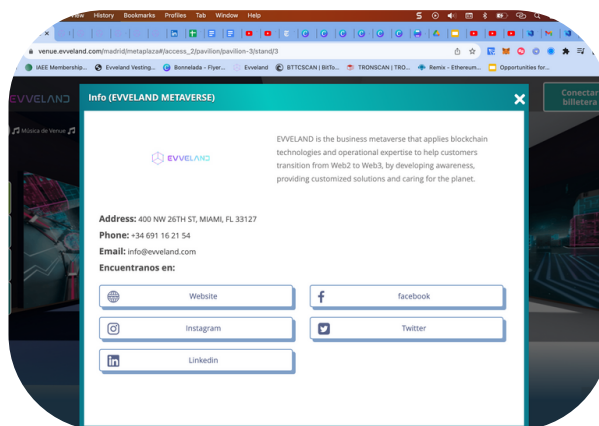
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**Nebula Smart Cube:** Has a sleek and modern style design and is located in two of the pavilion configurations. It accommodates four banners and one video, but has a much larger presence than the Pulsar cube. It can be located in a pavilion that has four Nebula cubes or in one with two Nebula Cubes and 7 pulsar cubes. It can be acquired directly on the Evveland Marketplace with a credit card at an yearly cost of \$199.00, or monthly cost of \$24.00.

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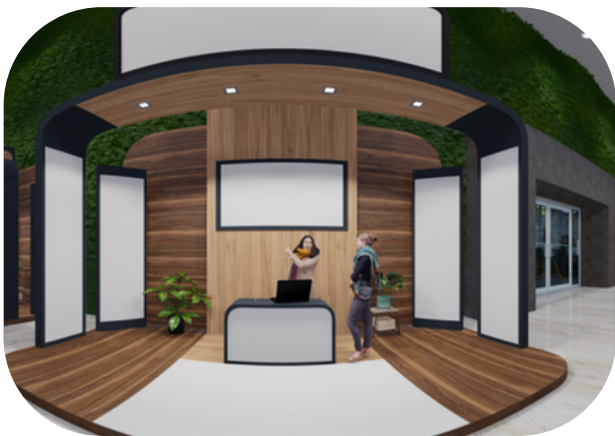
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**All Smart Cubes have a Social Media link tool, which allows owners to display all their community links in their cubes.**



## 4.2. Smart Cubes...continued



**Quasar Smart Cube:** A unique design that combines a wooden background with enhanced brand exposure, this cube can fit six banners and one video. It is housed within a pavilion that has another 12 Quasar Cubes. It can be acquired directly on the Evveland Marketplace with a credit card at an yearly cost of \$239.00, or monthly cost of \$30.00.

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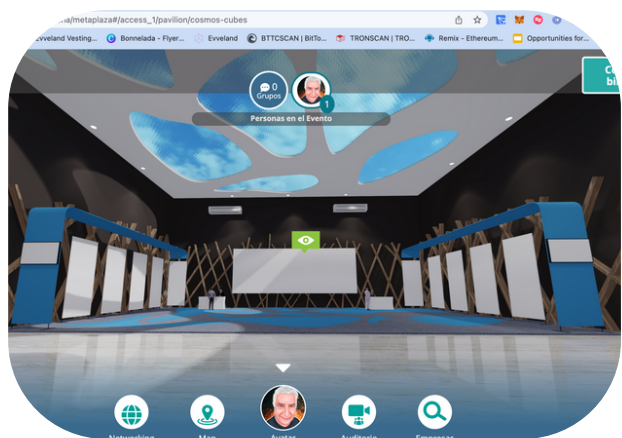


**Stellar Smart Cubes:** One of our most flashy designs, the Stellar Cubes have a wooden frame combined with a light blue background, and can accommodate 8 banners and one video. It includes the AI chatbot and a full set of features.

This product includes extra features, like use of the Auditorium and a basic advertising package. It can be acquired directly on the Evveland Marketplace with a credit card at an yearly cost of \$299.00, or monthly cost of \$35.00.

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<https://evveland.com/product/stellar-smart-cube/>



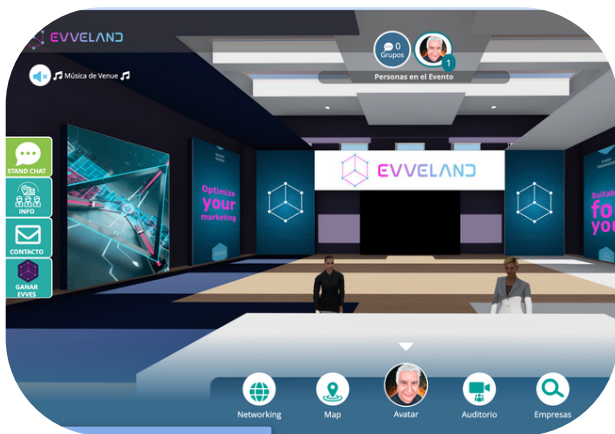
**Cosmos Smart Cube:** The most recent design, its ideal for fashion and retail uses, thanks to its 10 vertical banners lined up on both sides of the cube. Its exclusive placement in a two cube pavilion makes it even more exclusive and sought after. This product includes extra features, like use of the Auditorium and an enhanced advertising package. It can be acquired directly on the Evveland Marketplace with a credit card at an yearly cost of \$549.00, or monthly cost of \$60.00.

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<https://evveland.com/product/cosmos-smart-cube/>



## 4.2. Smart Cubes...continued



**Nova Smart Cube:** Our most prestigious and elegant smart cube, the Nova has an elegant black and white design and can fit 9 large format banners and a video. Its most important feature is that all banners are viewable from any distance on the pavilion. This product includes extra features, like use of the Auditorium and a premium advertising package. It can be acquired directly on the Evveland Marketplace with a credit card at an yearly cost of \$599.00, or monthly cost of \$75.00.

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<https://evveland.com/product/nova-smart-cube/>

### **ExtraCubes:**

ExtraCubes stand as autonomous entities, capable of existing independently from Smart Venues. They function as self-contained immersive websites, granting access to a plethora of interactive features that facilitate meaningful interactions and connections.

Multiple ExtraCubes will be rolled out in 2023, you can contact the sales team at [info@evveland.com](mailto:info@evveland.com) for more information.

## Shared Features

**Ease of Use and Affordability:** Evveland Smart Cubes prioritize user-friendliness and cost-effectiveness. Navigating the intuitive interface is a breeze, and their affordability makes them accessible to a wide range of businesses and creators.

**Design Flexibility:** Evveland Smart Cubes come in an assortment of designs and sizes, allowing users to select layouts that seamlessly align with their branding.

**Banner and Video Integration:** Strategic placement of banners and videos enhances visual appeal, capturing visitors' attention and effectively conveying key messages.

**One-to-One Chat:** Direct communication is facilitated through one-to-one chat functionality, enabling real-time conversations and personalized interactions.

**AI Chatbot:** Integration of AI chatbot technology adds a layer of intelligence, addressing queries and providing automated assistance dynamically.

**Product Catalog:** Businesses and creators can elegantly showcase their products, services, or creative endeavors through well-organized and visually appealing product catalog.

**Contact Forms:** Streamlined communication is promoted through contact forms, simplifying the process for visitors to connect and engage.

**Link tree Style Social Media Access:** Seamlessly grant easy access to social media profiles and various contact points, fostering holistic engagement.

**Unique URL:** Every Smart Cube is endowed with a distinctive URL, enhancing shareability and accessibility for targeted audiences.

## 4.3. Smart Venue Rentals

The Evveland Smart Venue Rentals product is a transformative solution that combines cutting-edge technology with a user-centric approach, enhancing engagement, accessibility, and reach for event organizers and attendees. Whether choosing self-management or the turnkey service, Evveland empowers virtual event creators to deliver immersive, dynamic, and impactful experiences within the metaverse.

### Key Features:

**Venue Customization:** Renters have the flexibility to customize their Smart Venue with branding elements, colors, and layouts that reflect their unique identity and event theme.

### Sponsor and Exhibitor Management:

Organizers can seamlessly manage sponsors and exhibitors within the virtual venue, showcasing their offerings through customizable Smart Cubes that serve as interactive exhibit spaces.

**Banner Ad Management:** Rental packages include banner ad spaces within the virtual venue, providing prime visibility for sponsors, partners, and advertisers to effectively communicate their messages.

### Live Streaming and Speaker Management:

Seamless integration of live event streaming enables speakers to present from anywhere, while organizers manage the speaker lineup and presentation flow.



**Event Landing Page:** A dedicated landing page provides an alluring preview of the event, enticing potential attendees with key details, schedule, speakers, and more.

**Ticketing:** Integrated ticketing functionality enables organizers to effortlessly sell event tickets, manage access levels, and track attendee registrations.

### Attendee Profile and Management

**Tool:** Attendees can create profiles, engage in networking, and interact with exhibitors and sponsors. Organizers have access to a suite of management tools to track attendee engagement and interactions.

**Turnkey Service:** For those seeking a hassle-free experience, Evveland offers a turnkey service. Our team of experts handles everything from venue setup to technical support, ensuring that events run seamlessly from start to finish.

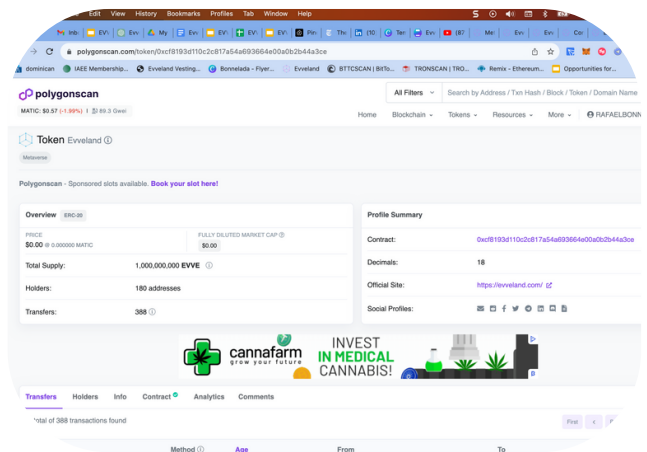
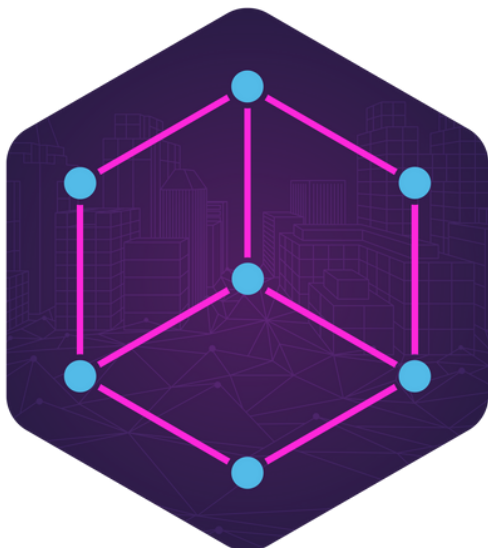
## 4.4. Web3 Toolbox

Evveland's Web3 Toolbox constitutes a comprehensive suite of innovative solutions that harness the power of blockchain technology to elevate engagement, interaction, and monetization within the digital landscape. This toolbox seamlessly integrates a range of multichain solutions, propelling businesses and creators into the forefront of the evolving metaverse.

### EVVE Token:

The cornerstone of Evveland's ecosystem, the EVVE token, an ERC 20 standard token, minted on the Polygon Blockchain, acts as a versatile digital asset underpinning transactions and interactions within the platform. This cryptocurrency not only streamlines payments but also facilitates value exchange and participation, creating a seamless and secure digital economy.

In amounts lower than \$1,000, EVVE tokens can be bought in Ramp on/ramp off platforms [Cryptopocket.io](https://cryptopocket.io) or [Uniswap.io](https://uniswap.io). More information about the EVVE token in the next chapter.



### NFT Tickets: Leveraging blockchain's

capability to mint and manage Non-Fungible Tokens (NFTs), Evveland offers NFT Tickets. These unique digital tickets grant access to exclusive events, experiences, or content. The transparency and scarcity conferred by NFTs enhance the perceived value of tickets, fostering anticipation and desirability among participants.

### NFT Merch: With NFT Merchandising,

businesses and creators can transform digital products, artworks, and collectibles into NFTs. These digital assets are traded, sold, or auctioned, creating new revenue streams and offering a novel way to monetize creative endeavors.

### Custom Development: Evveland's

commitment to flexibility and customization is exemplified by its Custom Development solution. Businesses can create tailored blockchain-based functionalities to meet specific needs, that resonate with their audience.

# 5. The Evveland Economy

The Evveland economy is a dynamic and interconnected ecosystem fueled by the EVVE token, serving as the driving force behind engagement, transactions, and value creation. This multifaceted economy thrives within the immersive business metaverse, where businesses, communities, and entrepreneurs interact, network, and monetize. Through Smart Venues, Smart Cubes, and comprehensive Web3 tools, users engage in a range of activities, from virtual events and exhibitions to NFT transactions and VR experiences.

## 5.1. The EVVE Token

The EVVE Token is the foundational digital asset that drives value, engagement, and transactions within the Evveland Metaverse. Designed to be versatile and robust, the EVVE Token serves as a dynamic catalyst for enhancing user experiences, enabling seamless transactions, and functioning as a store of value within the evolving digital landscape. With a total supply of 1 billion tokens, all minted on the Polygon Chain, the EVVE Token forms the backbone of the platform's economy.

### Utility within the Evveland Metaverse:

**Monetization and Transactions:** The EVVE Token is at the heart of financial interactions within the metaverse. It facilitates transactions, enabling users to effortlessly buy and sell products, services, NFTs, and more across the platform's Smart Venues and Smart Cubes.

**Token Rewards:** As an incentive mechanism, the EVVE Token powers the Token Rewards system. Users are rewarded with EVVE Tokens for participating in various engagements, fostering engagement, loyalty, and active involvement within the community.

**NFTs and Virtual Goods:** The EVVE Token acts as the preferred medium for NFT purchases, enabling users to acquire unique digital assets, collectibles, and virtual goods securely and seamlessly.

**Events and Experiences:** Within Evveland's immersive events and experiences, the EVVE Token serves as the primary currency for accessing exclusive content, securing NFT Tickets, and participating in gamified activities.

### Store of Value:

**Limited Supply:** With a fixed total supply of 1 billion tokens, the EVVE Token exhibits scarcity, which is a fundamental characteristic of assets that can store value over time.

**Polygon Chain Security:** The EVVE Token leverages the security and efficiency of blockchain technology, enhancing its potential as a store of value.

**Growing Ecosystem:** As the Evveland Metaverse ecosystem expands and adoption increases, the demand for EVVE Tokens may rise, potentially influencing its value as a store of value.

## 5.2. EVVE Tokenomics

The EVVE tokenomics structure is designed to ensure a balanced and sustainable ecosystem while maintaining scarcity and promoting long-term value growth. The distribution of the EVVE tokens has been meticulously planned to align with the platform's goals, partnerships, and community engagement. The total supply of EVVE tokens is set at 1 billion, with the following allocation:

### **Seed: 10,000,000 (1%)**

The Seed allocation of 10 million EVVE tokens, priced at \$0.01 per token, will be released with a 25% cliff over the first 6 months. The remaining 75% will be unlocked linearly over the subsequent 12 months, fostering gradual adoption and platform growth.

### **Private Sale: 20,000,000 (2%)**

The Private Sale allocation of 20 million EVVE tokens, priced at \$0.02 per token, will be subject to a 50% cliff over the first 6 months. The remaining 50% will be released linearly over the following 12 months, ensuring a strategic distribution of tokens.

### **Public Sale: 40,000,000 (4%)**

The Public Sale allocation of 40 million EVVE tokens, priced at \$0.04 per token, will be fully unlocked and available for trading.

### **Team & Advisors: 200,000,000 (20%)**

For the Team & Advisors, a total of 200 million EVVE tokens will be allocated, with a 10% cliff over the initial 6 months. The remaining 90% will be released linearly over the subsequent 12 months, aligning incentives with the project's long-term success.

### **Strategic Partners: 100,000,000 (10%)**

Strategic Partners will receive 100 million EVVE tokens, to be released as required for supplier contracts, fostering partnerships and ecosystem expansion.

### **Foundation: 100,000,000 (10%)**

The Evveland Foundation will receive 100 million EVVE tokens, to develop environmental initiatives, such as its Plant-to-Earn program which aims at supporting tree planting projects.

### **Marketing: 80,000,000 (8%)**

The Marketing allocation of 80 million EVVE tokens will undergo a 50% cliff over the initial 6 months, followed by a linear release over the subsequent 12 months.

### **Rewards: 120,000,000 (12%)**

A total of 120 million EVVE tokens will be allocated for Community Rewards, released based on decisions made by committee proposals.

### **Company Reserve: 200,000,000 (20%)**

The Company Reserve of 200 million EVVE tokens will be released linearly over 36 months, except for new token sale needs, as determined by DAO, ensuring responsible management of the reserve.

### **Liquidity: 130,000,000 (13%)**

The Liquidity allocation of 130 million EVVE tokens will be unlocked as required for CEX/DEX listing, maintaining liquidity for trading while ensuring controlled token distribution.



## 5.3. Actors in the Evveland Economy

Within the Evveland economy, diverse actors converge to shape a thriving digital landscape. Businesses find a dynamic platform to showcase offerings and drive engagement through Smart Cubes and immersive Smart Venues. Entrepreneurs in Residence cultivate innovation, leveraging the metaverse for networking and visibility. Communities, such as the Georgia Hispanic Chamber of Commerce, flourish as they host events and foster connections, but there are many more actors in our Metaverse.

**Venue Owners.** To become venue owner, you have to purchase a SMART VENUE from EVVELAND using the EVVE token. Smart Venue NFTs will be held in the users wallet and derive their value based on their usage and revenues (Business Score: higher for better operators). This encourages the venue owners to promote and fill their venues with events.

**Venue Operators.** The operators can manage one or multiple SMART VENUES, when designated by one or more venue owners. Venue operators will manage the venues on behalf of venue owners and thus receive a % of the revenues generated from each venue, which will be negotiated with the owners.

**Event Organizers.** These are event management companies, corporations, associations, chambers of commerce, universities, government agencies and non-governmental organizations, who recurrently organize conferences, trade shows and industry related events.

**Exhibitors.** These are the event organizers' clients. Exhibitors pay the event organizers, who keep 100% of the revenues from that sale.

**Sponsors.** The event sponsors are also clients of the event organizers, and can purchase all or some of the advertising space around the event venue.

**Attendees.** The attendees are attracted by the type and format of the event or community. Event organizers are fully responsible for bringing users to their events. There can be multiple types of attendees and the Smart Venues allow organizers to differentiate between free and paid attendees.

**Event services providers.** Event organizers will demand event management and production services (such as speakers, video, marketing, etc) and we will create a marketplace for these vendors to offer their services to event organizers.

**Digital Artists.** They can sell their arts and run events directly in the smart venues, if they are exhibitors and/or NFT owners.

**Corporate tenants.** Companies or other entities (NGOs, eCommerce, Education) that want to buy/rent space in EVVELAND to deploy their corporate headquarters, virtual stores and virtual classrooms in our Metaverse.

## 5.4. The Evveland Foundation

The Evveland Foundation is a philanthropic entity associated with Evveland, a platform designed to serve the unique needs of businesses in a virtual environment. Its primary goal is to contribute to reforestation efforts globally. Given the urgency of climate change and deforestation, the foundation aims to partner with organizations around the world to promote and support tree-planting initiatives.

### Plant2Earn Program

**Definition:** The Plant2Earn program is one of the key initiatives of the Evveland Foundation.

**How it Works:** This program allocates 10% of the EVVE Token—Evveland's native cryptocurrency—to incentivize tree-planting projects. By doing so, it creates a tangible, blockchain-verified reward system that encourages sustainable practices. The program leverages the growing interest in cryptocurrencies to serve a greater environmental good.

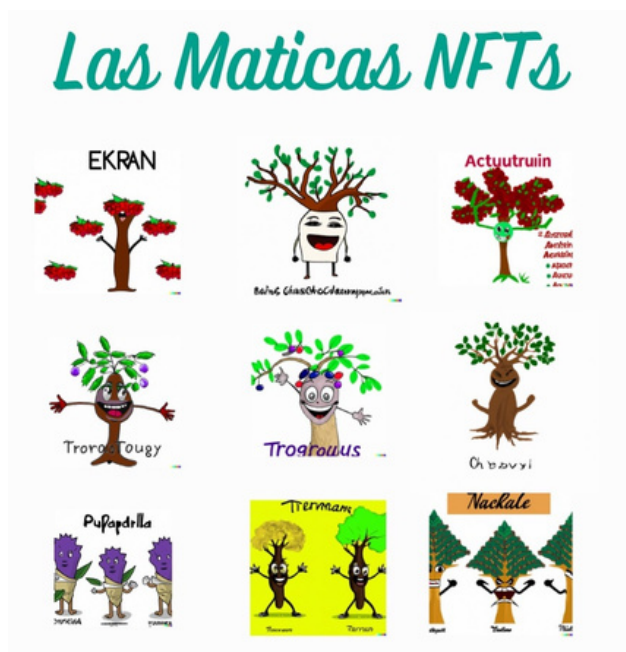


### Fundación Loyola 79 Project

About Fundación Loyola 79: This is an environmental organization established by alumni from Colegio Loyola School in the Dominican Republic. The Foundation primarily focuses on reforestation projects in the Dominican Republic and employs the Miyawaki Afforestation methodology to do so. With the creation of its first forest in the city of Santiago de los Caballeros, the group has already planted over 6,000 trees from more than 80 local species.

**Partnership with Evveland:** Fundación Loyola 79 is the first project being supported by the Evveland Foundation through the Plant2Earn program.

**NFT Collection:** Beyond traditional methods of fundraising, the Fundación Loyola 79 has also embraced the digital age by creating an NFT collection called "Las Maticas" (The Little Trees). This NFT collection serves as an additional revenue stream to support the foundation's reforestation projects.



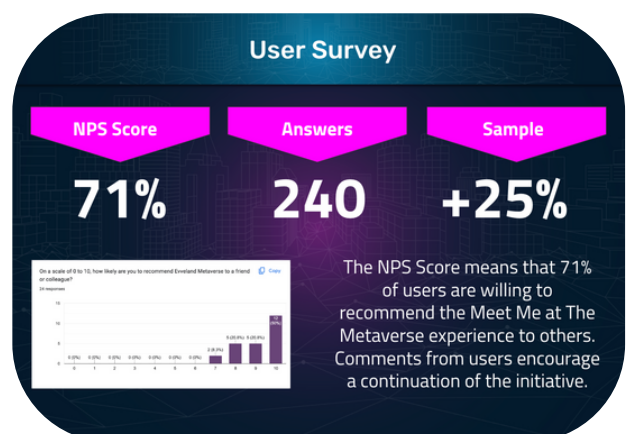
## 6. Use Cases

The Evveland platform unveils a tapestry of use cases that seamlessly converge within its immersive business metaverse. From empowering communities with transformative Chamber of the Future experiences to providing Entrepreneurs in Residence with innovative networking opportunities, and facilitating businesses' immersion into the digital realm, Evveland redefines engagement, commerce, and interaction. Through Smart Venues, Smart Cubes, and an array of advanced tools, the metaverse becomes a canvas where industries, entrepreneurs, and communities flourish, leveraging the power of AI, VR, and Web3 to transcend boundaries and unlock boundless possibilities.

### For Communities (Chamber of the Future):

Evveland's Metaverse serves as a transformative solution for Communities, exemplified by our collaboration with the Georgia Hispanic Chamber of Commerce (GHCC). Through a one-month pilot program, we seamlessly onboarded over 100 companies, including corporations like Microsoft, UPS, Bank of America, and Georgia Tech, alongside over 85 local Hispanic businesses. This marked success underscores the metaverse's ability to unite diverse entities within a dynamic and engaging digital space.

The GHCC's metamorphosis into the metaverse is a testament to our commitment to empower Chambers of Commerce with unparalleled tools for interaction, engagement, and commerce. By offering a holistic Chamber of the Future experience, we foster continuous events and engagements that resonate with the community's needs. Our engagement with GHCC serves as a blueprint for future endeavors, as we aim to onboard an extensive portion of their membership. Evveland's Metaverse ensures that communities can engage, network, and thrive, transcending geographical limitations and propelling collaboration in innovative ways.

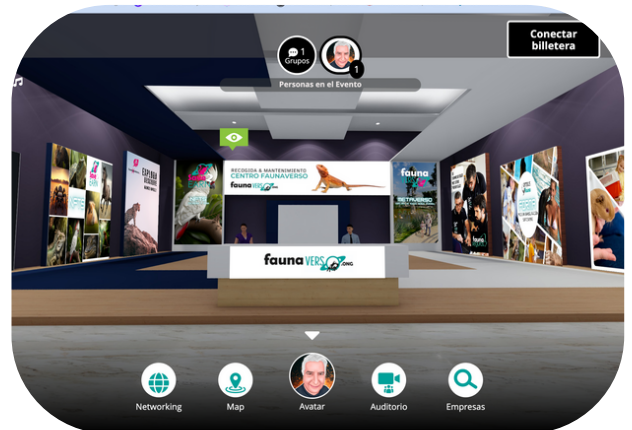
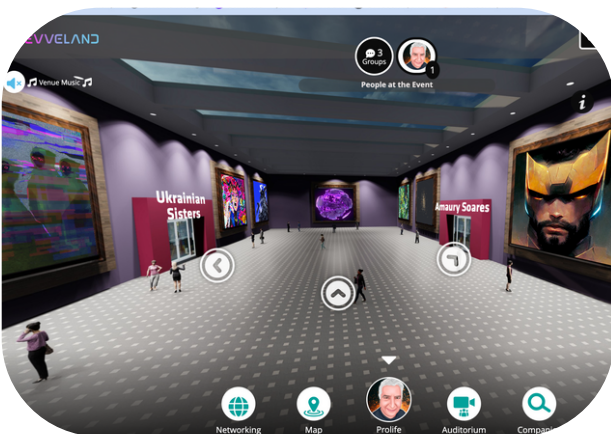


## 6. Use Cases...continued

### For Entrepreneurs:

Entrepreneurs are empowered to thrive within Evveland's metaverse, as showcased by our collaboration with W3ST—a community of Web3 startups led by Laurent Perello, Founder & CEO of Arthera blockchain. Through this partnership, we've already facilitated the onboarding of over 150 companies and registered more than 1,500 users. This collaborative journey emphasizes our commitment to enabling entrepreneurs to excel on a global scale.

Our Metaverse serves as the nexus for entrepreneurial innovation, providing a virtual environment where Entrepreneurs in Residence can showcase their ventures, engage with stakeholders, and network seamlessly. As exemplified by W3ST, our platform acts as a springboard for hosting major events that facilitate meaningful interactions, knowledge exchange, and cross-border connections. Evveland Metaverse's immersive ecosystem not only empowers entrepreneurs but also catalyzes the growth of innovation-driven communities.



### For Businesses (Immersive Web Experiences):

Businesses find a transformative platform within Evveland Metaverse's Immersive Web Experience. Our daily onboarding initiatives, stemming from diverse communities and targeted marketing campaigns, are rapidly building a thriving ecosystem. As a testament to this momentum, we anticipate having over 1,000 businesses with Smart Cubes by the end of 2023.

Within our metaverse, businesses can transcend traditional digital interactions, presenting their offerings in dynamic Smart Cubes that are customizable, engaging, and user-friendly. This evolution of digital presence fosters enhanced engagement, offering businesses the tools to create lasting connections with their target audience. Evveland's Immersive Web Experience paves the way for businesses to explore new horizons, expand their reach, and monetize within an evolving digital landscape.



# 7. Benefits & Impact

The forthcoming chapter delves into the profound benefits and transformative impact that Evveland bestows upon its constituents. Through a meticulous fusion of cutting-edge technology and visionary innovation, the platform reshapes the digital landscape, empowering businesses, entrepreneurs, and communities alike. As we navigate the myriad advantages that Evveland offers, from elevated engagement and seamless monetization to enriched networking and boundless creative expression, a panorama of possibilities emerges, redefining the way we interact, thrive, and flourish within the metaverse.

## **For Business Communities:**

**Expanded Strategic Influence:** Laser-focused community strategic intent and direction for growth, influence and impact with a proven practical IT -driven “virtual chamber of the future” approach.

**Expanded Networking Footprint:** Orders of magnitude increase in channels for networking and connections.

## **Expanded Financial & Funding Sources:**

Increased membership paid fees or sponsorships. Increased access to new talent, treasure and time contributors. Expanded revenue generating membership services.

**Expanded Business Opportunities:** Growth in engaged membership with increased critical mass of enterprises. Ability to expand commerce and business entrepreneurship.

## **Expanded Economic Impact & Influence:**

Expanded commerce and opportunity via the virtual platform to a much larger audience.

## **Enhanced Organizational Efficiency &**

**Effectiveness:** Leveraging of Web3 and AI in and expanded virtual landscape to delivery membership services and value

## **For Entrepreneurs:**

**Monetization and Revenue Generation:** As an Entrepreneur in Residence, you gain the potential to generate substantial revenue streams through the utilization of the Smart Venue.

**Cost-Efficiency and Low Overhead:** The virtual nature of the Smart Venue significantly reduces operational costs, freeing resources that can be channeled into growth.

**Global Reach and Accessibility:** Operating within the Evveland Metaverse grants access to a global audience. Geographical barriers dissolve as the platform transcends physical boundaries.

**Innovative Networking:** As an Entrepreneur in Residence, you're exposed to a thriving ecosystem of like-minded entrepreneurs, industry experts, and potential collaborators.

**Immersive Experiences:** Evveland's Smart Venue offers immersive and interactive experiences, setting the stage for unique events and engagements that captivate audiences. This fosters stronger connections and deeper engagement with your target audience.



## 6. Benefits & Impact...continued

**Flexibility and Work-Life Balance:** The virtual nature of Evveland's Smart Venue provides increased flexibility, allowing you to manage your entrepreneurial endeavors on your terms. This promotes a healthier work-life balance and empowers you to pursue other passions.

**Skill Enhancement:** As an Entrepreneur in Residence, you'll gain exposure to cutting-edge technologies, including AI, VR, and blockchain. This experience equips you with new skills and knowledge, enhancing your personal and professional growth.

**Community Building:** Managing a Smart Venue within a geographical or thematic community allows you to foster a sense of belonging and community. By curating events and experiences, you contribute to a vibrant and engaged ecosystem.

**Visibility and Branding:** Evveland provides a platform for showcasing your brand and expertise to a global audience. This exposure enhances your personal and professional reputation, opening doors to new opportunities.

**Early Adoption Advantage:** By being part of Evveland's early stages, you position yourself as an innovator and early adopter in the evolving landscape of the digital business metaverse, potentially reaping greater benefits as the platform grows.



### For Businesses:

Acquiring a Smart Cube within an Evveland Smart Venue presents businesses with a multitude of compelling advantages, whether they are part of a business community or situated in a city or town that hosts such a venue. This strategic move opens doors to innovation, growth, and enhanced engagement, propelling businesses toward a brighter future.

**Enhanced Visibility and Brand Exposure:** A Smart Cube serves as a digital storefront within the virtual realm of the Evveland Smart Venue. This heightened visibility and exposure can attract a wider audience, boosting brand recognition and attracting potential customers.

**Cost-Efficient Presence:** Smart Cubes offer a cost-effective alternative to traditional physical spaces. By reducing overhead costs associated with brick-and-mortar locations, businesses can allocate resources more efficiently and invest in growth-oriented initiatives.

## 6. Benefits & Impact...continued

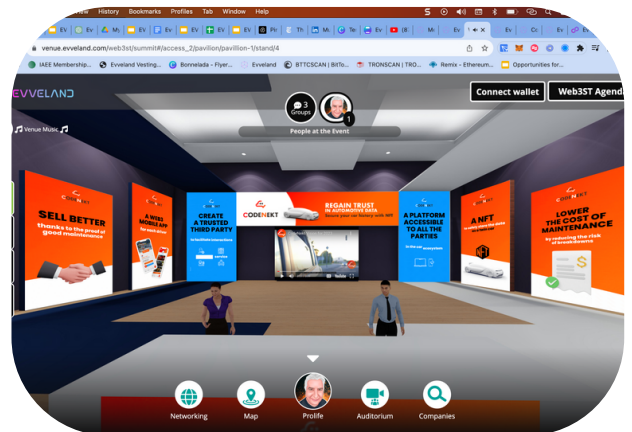
**Global Reach:** The virtual nature of Evveland Smart Venues means that businesses can engage with a global audience, transcending geographical limitations. This expanded reach opens up new markets and revenue streams.

**Immersive Customer Experience:** Smart Cubes provide a dynamic, interactive, and immersive environment for customers. This elevates the shopping experience, allowing customers to explore products, services, and offerings in an engaging and memorable way.

**Personalization and Customization:** Businesses can tailor their Smart Cubes to reflect their unique brand identity, values, and offerings. This level of customization enhances customer connection and drives authenticity.

**Engaging Events and Experiences:** Smart Cubes within Evveland Smart Venues enable businesses to host a diverse range of events, presentations, and experiences. This interactive approach fosters deeper connections with customers.

**Effortless Monetization:** Smart Cubes are integrated with Evveland's Web3 tools, enabling easy monetization through events, NFT sales, and eCommerce solutions. This helps businesses generate revenue while offering value to customers.

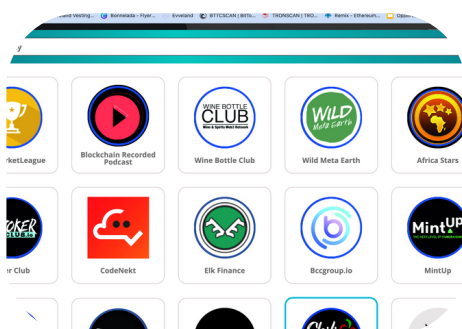


**Community Engagement:** Businesses become integral parts of the Evveland community, fostering connections with other businesses, entrepreneurs, and potential collaborators. This synergistic environment encourages knowledge exchange and collaboration.

**Innovative Technology Adoption:** Acquiring a Smart Cube exposes businesses to innovative technologies such as VR, AI, and blockchain. This knowledge and experience can lead to improved operational efficiency and future-proofing the business.

**Sustainability and Adaptability:** Smart Cubes contribute to reducing the carbon footprint associated with traditional physical spaces. Additionally, their virtual nature enables businesses to adapt quickly to changing market demands and trends.

**Data-Driven Insights:** Evveland's platform provides businesses with valuable data and insights into customer behavior and preferences. This informs better decision-making and allows businesses to refine their strategies.



## 8. Technology Overview

Evveland's technological foundation is a masterful blend of diverse tools and frameworks, synergistically harnessed to shape a dynamic and sophisticated ecosystem. This fusion of cutting-edge technologies is at the heart of Evveland's capabilities, fostering innovation and driving its mission forward.

Central to Evveland's architecture is the **Laravel Protocol**, which serves as the bedrock for seamless communication and efficient operations. This robust framework, complemented by the flexibility of PHP, forms the core engine that powers the platform's functionality.

**Javascript**, the dynamic scripting language, infuses life into Evveland's interface, enabling real-time interactions and enriching user engagement. This pivotal language is responsible for the platform's interactive and responsive nature.

**Marsipano**, a panoramic image viewer, ushers users into immersive visual experiences, enhancing their engagement within the virtual realms of Evveland. This technology brings a captivating dimension to the platform's interactive spaces.

The prowess of **3DS Max** shines through in the creation of intricate 3D models and visual elements, enriching Evveland's immersive appeal with lifelike virtual environments and objects.

**Lumina**, an augmented reality champion, bridges the gap between the physical and digital realms, ushering in new levels of user experiences through seamless integration.

Operational on the **Polygon network**, Evveland leverages the benefits of blockchain technology to ensure efficiency, scalability, and global accessibility.

The integration of **Solidity** facilitates secure and transparent transactions through smart contracts, reinforcing Evveland's commitment to data integrity and user trust. This blockchain technology enhances the platform's security and reliability.

**Pinecone, Large Language Models (LLM)** collectively power Evveland's AI engine, enabling its clients to deploy fully trained chatbot agents and contributing to its versatility and advanced functionalities.

This technological marvel finds its home on both **Google Cloud and AWS**, two industry-leading cloud platforms that provide the stability, scalability, and security necessary for Evveland's seamless operation.

In summary, Evveland's technological landscape is a testament to innovation and collaboration. The orchestration of Laravel Protocol, PHP, Javascript, Marsipano, Solidity, 3DS Max, Lumina, Pinecone, Large Language Models, Pinata, and the Polygon network establishes Evveland as a transformative force in the realm of business metaverse solutions.

## 9. Team, Advisors & Partners

The Evveland team stands as a formidable collective of visionaries, united by a shared commitment to innovation and excellence. Hailing from diverse corners of the globe, our multi-national composition infuses a rich tapestry of perspectives, enabling us to approach challenges with a global outlook. Spanning a spectrum of disciplines, from AI and VR to blockchain and business strategy, our team's multi-disciplinary expertise converges to drive the metaverse's evolution. This cohesiveness fuels our dynamic synergy, culminating in a force that propels Evveland towards redefining the digital landscape through inventive solutions and transformative experiences.

### 9.1. Evveland Team Members



**Rafael Bonnelly**  
Founder & CEO

Founder and Team Leader. Serial Entrepreneur with IPO and exits. Rafael has a lengthy Career in Media & Telecoms. He started his career at his family-owned newspaper Listín Diario, in Dominican Republic. Rafael has created multiple technology companies, and worked for McClatchy, Telefónica, Orange, Tigo, NYTimes & El Comercio.



**Marta Madina**  
Foundation President

NGO specialist, journalist, corporate communications and donor development expert, with a Journalism Bachelor's Degree from University of Navarra and a Masters Degree in E-learning and People Development. Marta leads the EVVELAND Foundation, from where she drives the development of our environmental initiatives.



**Ivo Cadenas**  
Chief Revenue Officer

Digital Advisor for Tech and Media companies (such as Google or Grupo Vocento), focused on innovative business models (Web3, DeFi and Tokenization). He has a Journalism BA Degree and a PhD in Philosophy from Universidad Complutense. Ivo's experience includes SaaS sales positions at multinational software companies.



**Ivan Jiménez**  
Co-Founder & CFO

Co-founder entrepreneur with a long standing Wall St. Career at companies like American Express, Citibank and Lehman Brothers. Frequent guest in US Hispanic TV news shows. Ivan is responsible for Finance and Legal and for the development of the US Hispanic Market.



**Amelia Vergaray**  
Front-End Developer

Amelia is a Computer Science Graduate of Universidad de Trujillo in Perú, where she lives. As head of User Experience she looks after the usability of our platform for all our constituencies.



**Juan Sánchez**  
CTO

Juan is a Systems Engineer and Administrator, with Experience in Marketplaces and Job Portals in which he worked at Grupo El Comercio. Juan runs our product development group and keeps our Tech Stack well oiled and working properly.

## 9.1. Evveland Team Members...continued



**Sunday Mgbogu**  
Sr. Blockchain Dev.

A full stack and blockchain developer, Sunday has a Bachelors of Science in Chemical Engineering from Obafemi Awolowo University in Lagos, Nigeria. He is responsible for all blockchain and artificial intelligence related projects.



**Lourdes Sánchez**  
Head of Operations

Environmental Engineer, with strong organisational and management skills. Her responsibilities include the creation and management of processes that help the organisation function properly.



**Carlos Bernal**  
Marketing Manager

Carlos has a Bachelors Degree in Audiovisual Communications from Universidad Católica Andrés Bello in Venezuela, and has held regional leadership positions at Coca-Cola and Manpower Group. He runs our strategic and content marketing initiatives.



**Monaf Rony**  
3D Designer

Monaf has dual careers as Architect and Civil Engineer, who is responsible for creating all 3D models currently deployed in Evveland Metaverse.



## 9.2. Evveland Advisory Board

The Evveland Advisory Board stands as a distinguished assembly of accomplished professionals, each contributing their distinct expertise to steer the company towards unprecedented heights. Their combined wisdom forms the bedrock of Evveland's trajectory, propelling the company into uncharted realms of success.



**Eric Richner**  
Technology & Compliance

Technologist and investment professional. Eric is a graduate of Georgia Tech, with two Master's Degrees from Keller School of Management. Eric advises the company on investments, risk mitigation and product development.



**Gloria Albarán-Lynch**  
Marketing

Highly motivated, results oriented leader with extensive experience in business and operations management. She is effective in providing business owners with the necessary skills, resources, best practices.



**Arturo Durán**  
M&A, Strategy

A proven record of Corporate Development & Restructuring, Business building, Internet strategy, user-centered Web development, usability engineering, search marketing. Arturo has previously participated in two token offerings.



**Howard Neu**  
Legal

Howard is an experienced Internet Attorney and president of TheDomain Conference, where he has organised 40 International Conferences. He advises the company in all legal matters as well as in the development of its events-driven business.



**Jason Hung**  
Web3 & Tokenization

Highly motivated, results oriented leader with extensive experience in business and operations management. She is effective in providing business owners with the necessary skills, resources, best practices.



**Gilberto Moreno**  
Strategy & Business

A proven record of Corporate Development & Restructuring, Business building, Internet strategy, user-centered Web development, usability engineering, search marketing. Arturo has previously participated in two token offerings.



**Jesús Sánchez Bermejo**  
DeFi

Entrepreneur of new technologies and web3/metaverse/blockchain and crypto assets. Trader of financial derivatives, commodities and crypto assets.

# 10. Evveland Roadmap

The Evveland Metaverse roadmap is a dynamic journey that prioritizes innovation, user engagement, and ROI enhancement for our valued business clients. Our approach is rooted in continuous improvement and adapting to emerging technologies, ensuring that our platform remains at the forefront of digital interaction and commerce.

## Phase 1: Current Stage Enhancement

In the initial stage, our focus is on refining and expanding our existing features. We are enhancing user interaction by integrating audiovisual communication tools. This upgrade facilitates real-time communication, enabling businesses to engage with their audience through live video, webinars, and interactive presentations. This heightened interaction fosters lead generation and transactions by providing a direct channel for businesses to showcase their offerings, answer queries, and close deals, thereby elevating ROI.

## Phase 2: Evolving Technology & Accessibility

As technology continues to evolve and accessibility barriers are addressed, we will embark on Phase 2 of our roadmap. This stage is marked by the introduction of 3D environments, immersing users in visually captivating virtual spaces that further enhance engagement. We understand that user engagement directly impacts ROI, and these 3D environments will offer businesses unprecedented opportunities to create memorable and interactive experiences for their audience.

## Phase 3: Mobile App Development and Avatar Integration

Recognizing the growing significance of mobile devices as a primary access point, Phase 3

sees the development of a dedicated mobile app for the Evveland Metaverse. This mobile app ensures seamless accessibility, enabling users to engage, explore, and transact on-the-go. Additionally, we introduce avatar integration, allowing users to represent themselves in the metaverse through personalized avatars. This humanizes the virtual interaction, fostering stronger connections and driving higher engagement.

## Phase 4: Comprehensive Messaging Suite

The final phase of our roadmap focuses on refining communication capabilities. We introduce a full suite of messaging tools within the platform. This feature empowers businesses with diverse messaging channels, from real-time chat to group discussions, enabling effective communication with their audience. Enhanced communication not only bolsters engagement but also drives informed decision-making, increasing ROI.

By meticulously advancing through these phases, Evveland Metaverse aims to provide a holistic environment where businesses can engage, interact, and transact effectively. The integration of audiovisual communication tools, 3D environments, mobile app accessibility, avatar integration, and a comprehensive messaging suite collectively amplify user engagement, enrich experiences, and empower businesses.

# 11. Evveland Implementations

The subsequent chapter unveils the realm of practical implementation, where the visionary concepts and dynamic strategies of Evveland metamorphose into tangible reality. As we journey through this chapter, the intricate mechanisms and transformative features that constitute the core of Evveland's metaverse come to life.



Web3 Stronger Together: A community of web3 startups based in Rumania, that has signed up over 150 companies and 1,300 users.  
<https://venue.evveland.com/web3st/summit>



HBC Business Center: A division of the Georgia Hispanic Chamber of Commerce that has attracted 105 companies and 800 users so far, in the Hispanic community of Georgia, United States.  
<https://venue.evveland.com/atlanta/hbc#/>



CryptoWeek Summit: A community of crypto investors and web3 companies based in Madrid. Over 90 companies and 400 users.  
<https://venue.evveland.com/madrid/cryptoweek#/>



Community4Experience: A community of crypto startups and professionals based in Barcelona. Currently it has 32 companies and 150 users.  
<https://venue.evveland.com/c4e/metaverso>



Fundación Loyola 79: Is an environmental organization founded by a group of alumni of Colegio Loyola School in the Dominican Republic. The Foundation focuses on reforestation projects in the Dominican Republic using the Miyawaki Afforestation methodology.  
<https://venue.evveland.com/loyola79/metaverso#/>