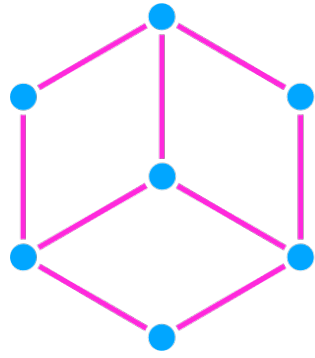
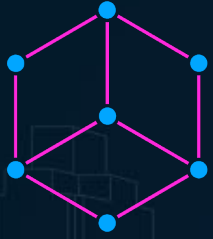




EVVELAND

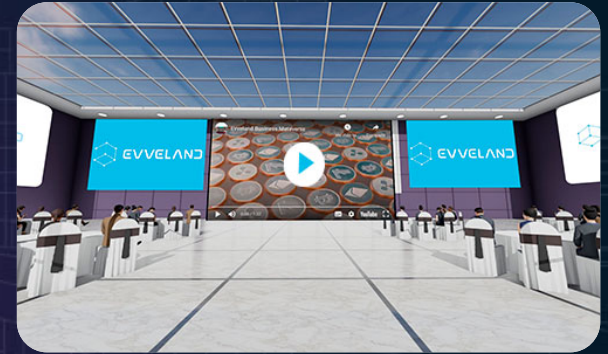


EVVELAND



# EVVELAND

EVVELAND is the **business metaverse** that applies Web3 technologies and operational expertise to attract and empower diverse **communities** focused on events, creativity, developing awareness and caring for the **planet**.



# PROBLEMs

1

## COMMUNITIES

NFTs, metaverses and Web3 are **transforming** arts, gaming and society at large. But most companies and users still don't know how to monetize it.

---

2

## UTILITY

On the other hand, crypto investors and artists are looking for **real utilities**, instead of simple speculation.

---

3

## ENVIRONMENT

Finally, people love virtual worlds, while the real one has dramatic **environmental** problems.

# SOLUTIONs

1

## COMMUNITIES

A **business metaverse** and **DAO** for Diverse, Growing and Empowered Communities, from event organizers and professionals to Digital Artists, 3D designers, Universities, NGOs or corporations.

---

2

## UTILITY

Own a **NFT Smart Venue** and generate **Passive Income**: run your event (includes Package of Tools), customize the venue with skins, rent it or stake the NFT.

---

3

## ENVIRONMENT

EVVELAND **Foundation** receives tokens to launch **environmental initiatives** involving local communities: Plant to Earn.

# MARKET SIZE

**METaverse & VIRTUAL  
REALITY ( TAM )**



**+\$6 – \$15**  
Trillion

**VIRTUAL EVENTS  
( SAM )**



**+\$700**  
Billion

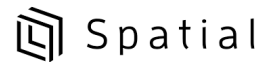
**VIRTUAL BIZ EVENTS  
( SOM )**



**+\$70**  
Billion

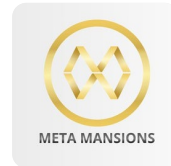
# COMPETITORS

## 3D METAVERSES



- ❖ Weak Mobile User Experience
- ❖ Focus on Gaming and Entertainment
- ❖ Large communities but not for professional use

## VR REAL ESTATES



**SUPERWORLD**

- ❖ Weak Mobile User Experience
- ❖ Focus on Real Estate
- ❖ Traditional and very competitive target

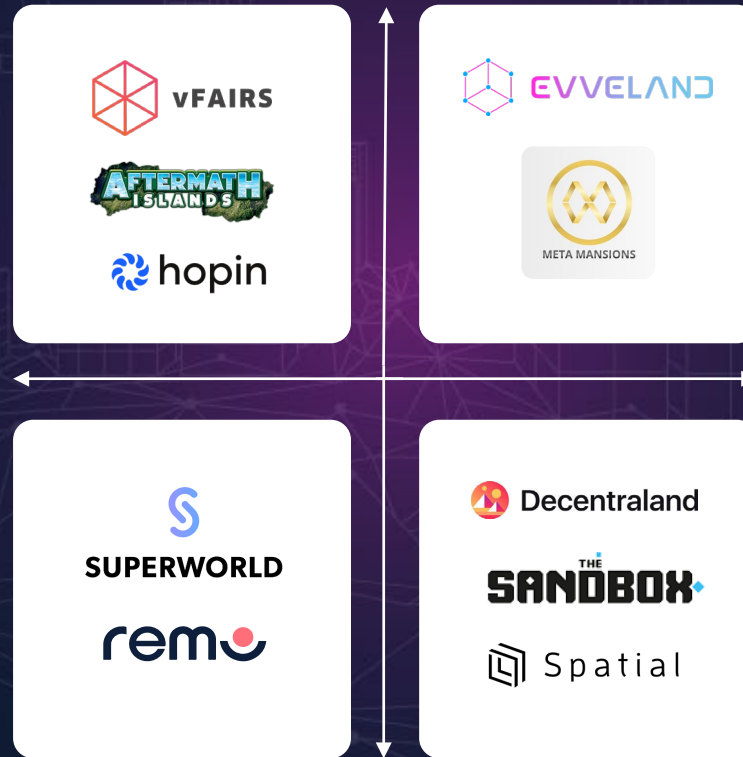
## VIRTUAL EVENTS SAAS



- ❖ Only software, not Metaverse or NFTs
- ❖ Focus on Events
- ❖ No community engagement
- ❖ Weak and not scalable strategy

# COMPARISON

High monetization



Low monetization



# VALUE PROPOSITION



**Business Metaverse with  
NFTs and utility tokens**



**Limited NFT Collections:  
Venues, Skins and Lots**



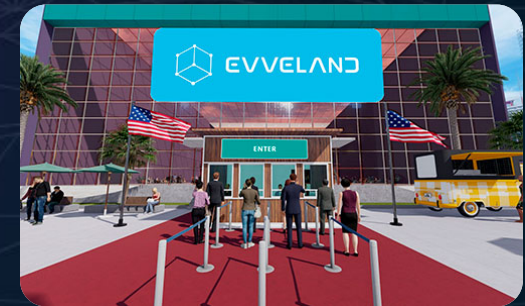
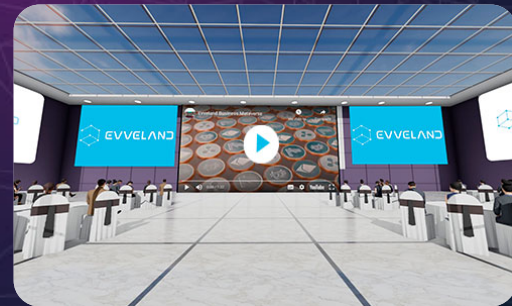
**Smart Venue: Tested and  
Ready to Use**



**Immediate Monetization (run  
your event or let us operate it)**



**Package of Tools (tickets,  
streaming, chat, sponsors, etc.)**



# VALUE PROPOSITION



Customize your venue with  
NFT Skins (iconic buildings or  
landscapes)



Real Estate: NFT lots to  
build around venues



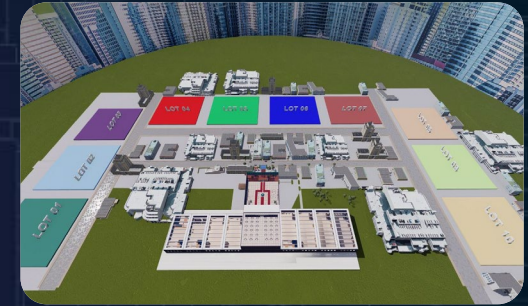
Optimized UX for Business Users  
(Mobile First, Time Saving)



Business Score (higher  
valuation for better operators)



Passive Income (Rental Pool,  
Liquid staking, Resale)



# VALUE PROPOSITION



**Evveland Foundation receives 10% tokens for Environmental Initiatives: Plant to Earn**



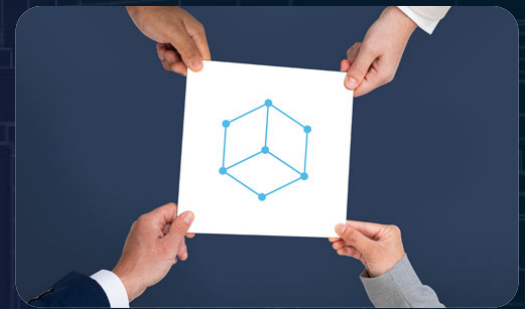
**Evveland DAO: giving voice to our diverse communities**



**Evve Utility Token for transactions within Evveland, voting and getting rewards**



**Involving local communities with Miyawaki Method (10X faster than other reforestations projects)**



# THE SECRET SAUCE

Our unfair advantage is a **well-integrated multicultural team** and a **strong Advisory Board**, that has the business and technical expertise to develop a strategic vision and execute a long term plan.

Evveland's team is developing **agile projects with real monetization**, while we build a **decentralized** platform that ensures **self-sustainability** and creates a new business paradigm.



# BRAND POSITIONING



## VISION

Our vision is to create a new business paradigm that gives communities a voice, encourages innovation and fosters conscious awareness, while taking care of our planet.



## MISSION

Become a reference in the metaverse with a business model that contributes to respecting the environment and empowering communities, thanks to blockchain, web3 and decentralization.



## VALUES

The pillars of our modus operandi are: Shared knowledge, empowerment of people and communities, protection and respect for the environment and work environment, and ethical business practices.

# BRAND POSITIONING

## POSITIONING

Evveland is a business project in the metaverse that seeks to positively impact companies, individuals and the environment.

## BRAND ESSENCE

Evveland is a business metaverse that applies web3 technologies and operational expertise to empower communities, promote creativity and caring for the planet.

## PERSONALITY AND TONE OF VOICE

We are passionate, committed and resilient.

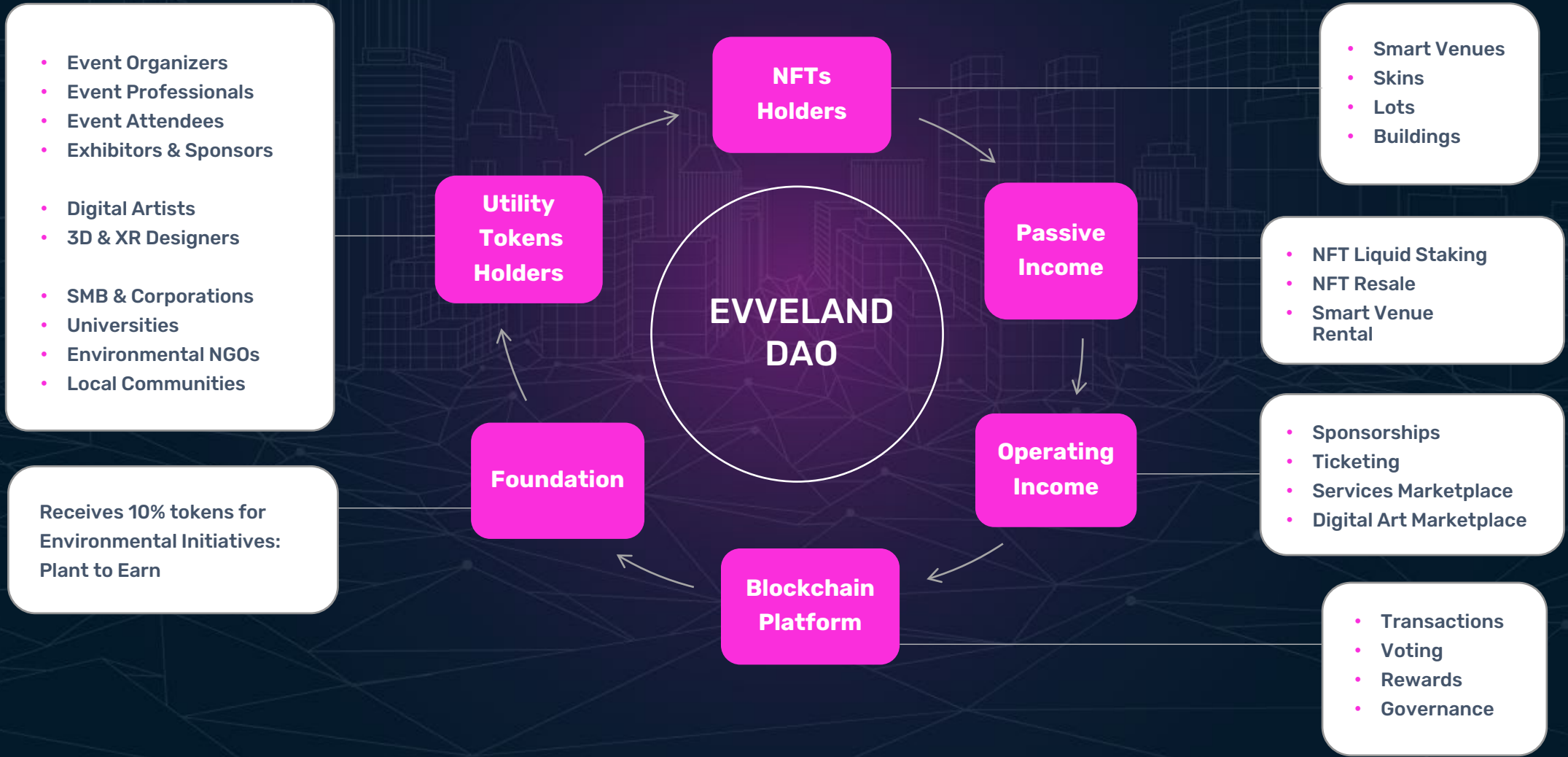
## TARGETS

Business-people in the metaverse,  
NFT Collectors, crypto investors,  
Event organizers and professionals.

## DRIVERS

Functional (operativity, transparency)  
Emotional (well-being, belonging)  
Life-changing (motivation, growth)  
Self-transcendence (paradigm shift)

# BUSINESS MODEL



# EVVELAND WEB3 ASSETS

SUBCLASS	NAME	CRAFTABLE	OWNERSHIP	BURN (how it is spent)	TOTAL SUPPLY	SUPPLY TYPE
Utility Token	Evve	✗	<ul style="list-style-type: none"> <li>• Presale</li> <li>• Open Market</li> </ul>	<ul style="list-style-type: none"> <li>• NFT Marketplace purchases</li> <li>• Services Marketplace purchases</li> <li>• Digital Art Marketplace purchases</li> <li>• DAO Environmental Initiatives</li> </ul>	1B	Fixed
Functional NFT	Smart Venue	✗	Presale Open Market	None	10K	Fixed
NFT	2D Skin	✓	Open Market	None	∞	Elastic
NFT	3D Land (FBX)	✓	Open Market	None	∞	Elastic
Functional NFT	3D Building (FBX)	✓	Open Market	None	∞	Elastic
NFT	3D Avatar (GLB)	✓	Open Market	None	∞	Elastic
Functional NFT	Ticket	✓	Open Market	Event Attendance	∞	Elastic
NFT	Digital Art	✓	Open Market	None	∞	Elastic
Functional NFT	eLearning Certificate	✓	Open Market	None	∞	Elastic



# CURRENT & PROJECTED REVENUE STREAMS

## For MVP-1

- EVVE utility token (private sale)
- Smart Venue: Functional NFT collection (public sale on Opensea)
- 2D Skin: NFT collection (private sale)
- Events Sponsorship (commission fees)
- Consulting Services (commission fees)

## For MVP-2

- NFT Minting Factory (gas fees)
- Ticket: Functional NFT on-demand (commission fees)
- eLearning Certification: Functional NFT on-demand (commission fees)
- Digital Art: NFT on-demand (commission fees)
- 3D Building (FBX): Functional NFT collection (public sale)
- 3D Avatar (GLB): NFT collection (public sale)

## For Global Scaling

- 3D Land (FBX): NFT collection (public sale)
- 3D NFT marketplace (commission fees)
- Digital Art NFT Marketplace (commission fees)
- Event Professional Services Marketplace (commission fees)
- NFT secondary market (royalties)
- NFT Liquid Staking (gas fees)
- Smart Venue Rental Pool (commission fees)

## Under Development

- DAO Voting (gas fees)
- DAO Governance (gas fees)
- DAO Plant to Earn (Reward Program, gas fees)

# USE CASES

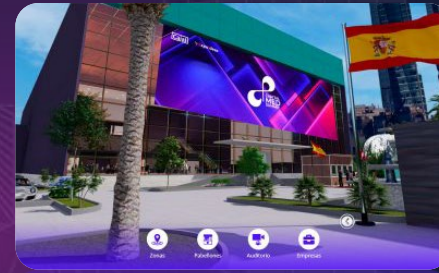
## JOB FAIRS



## REAL ESTATE



## PHARMA



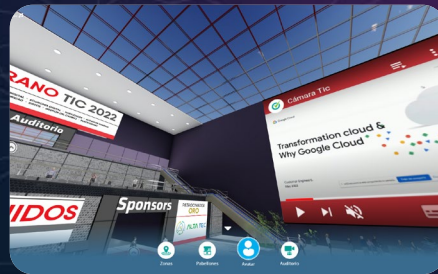
## DIGITAL ART



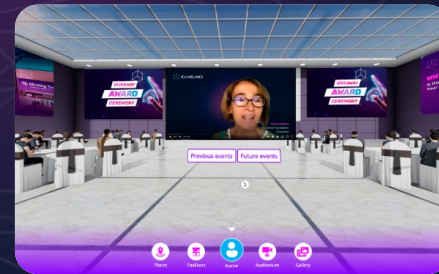
## CRYPTO



## TECHNOLOGY



## E-LEARNING



## FAMILY



# COMMUNITIES

Event  
Organizers



Event  
professionals



Event  
attendees



SMB and  
Corporations



Universities



Digital  
artists



NFT  
collectors



XR and 3D  
designers



Environmental  
NGOs



# MARKETING PLAN

**The date of soft launch is 28th June 2022. To reach out to more people in this period of time, below is the strategy to position Evveland in the crypto market.**

- ❖ Social Media Marketing
- ❖ Marketing Campaigns
- ❖ Influencer Marketing
- ❖ Video Marketing
- ❖ Paid Media Listings
- ❖ Advertisement on crypto Ads network



# TRACTION

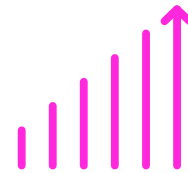
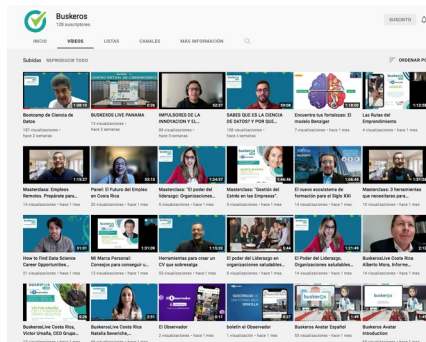
## Tested in 2021



## Key Metrics



## Alliances

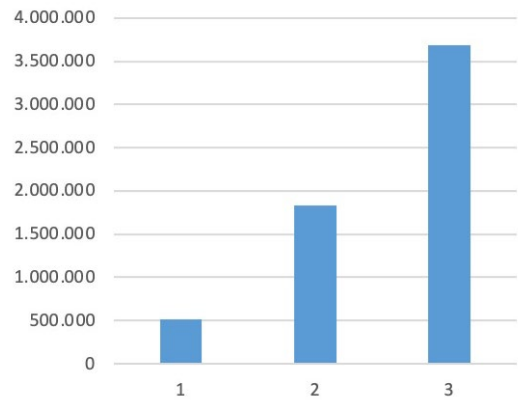


- 4 Latam Job Fairs
- 170K unique visitors
- 130 Sponsors
- 100 Speakers
- \$40K revenues

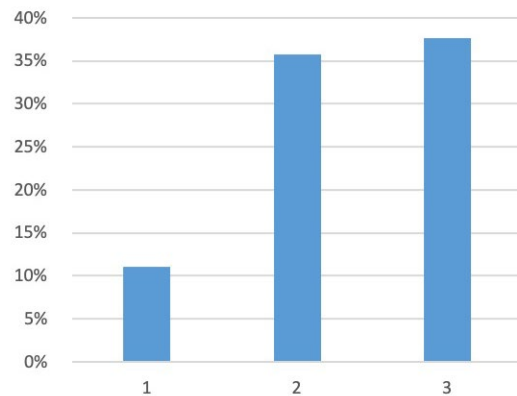


# FINANCIALS

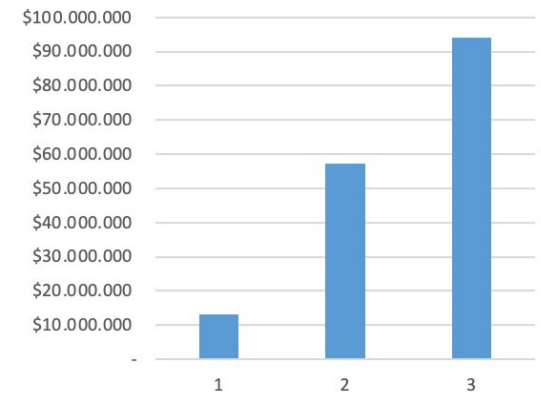
## USERS




## EBITDA



## REVENUE

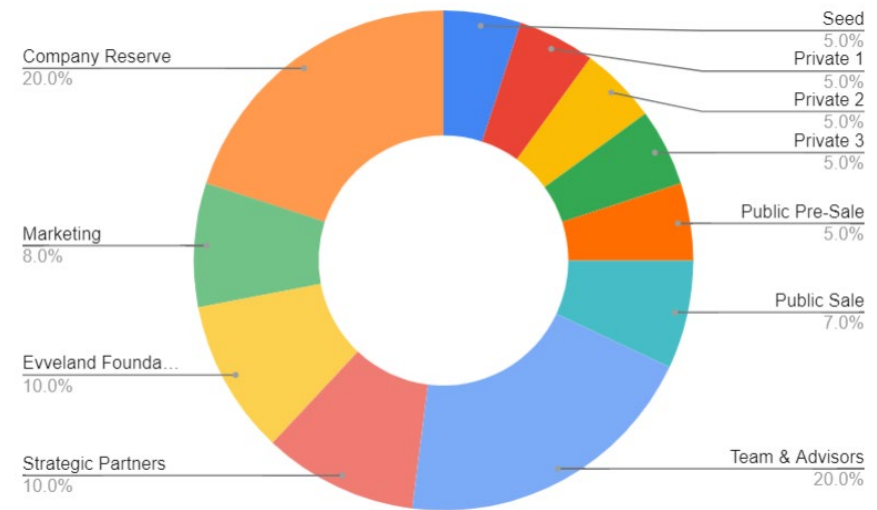


# NFT PRICING & BENEFITS

FEATURES	 PLATINUM SMART VENUE	 GOLD SMART VENUE	 SILVER SMART VENUE	 BRONZE SMART VENUE
Minting price	5 ⚡	3 ⚡	1.5 ⚡	0.75 ⚡
Total supply	100	500	2000	7400
Skins included	20	10	5	1
Sponsors	1000	200	100	50
Users/Month	100k	20k	10k	5k
Ticketing Costs	0.5%	1%	1%	2%
NFT Factory	Free	0.5%	1%	1.5%
Auditoriums	20	3	2	1
Gallery	20	6	4	2
Pavilion Types	4	4	1	1
Total Pavilions	200	50	20	10
Vips booths	500	100	✗	✗
Premium booths	1000	200	80	40
Basic booths	2000	350	✗	✗
Chat	✓	✓	✓	✓
Agenda	✓	✓	✓	✓
Notifications	✓	✓	✓	✓
Upgrades	✓	✓	✓	✓
Ads Campaign Manager	✓	✓	✓	✓
Help Desk	✓	✓	✓	✓

# TOKENOMICS (ERC-20)

- ❖ ERC-20 already minted on **Polygon Blockchain** (using a PoS green protocol).
- ❖ Attractive **\$7.8M Token Sale**: 75% initial discount over 4 cent (pricing list).
- ❖ Well-structured **tokenomics** with long-term vision.



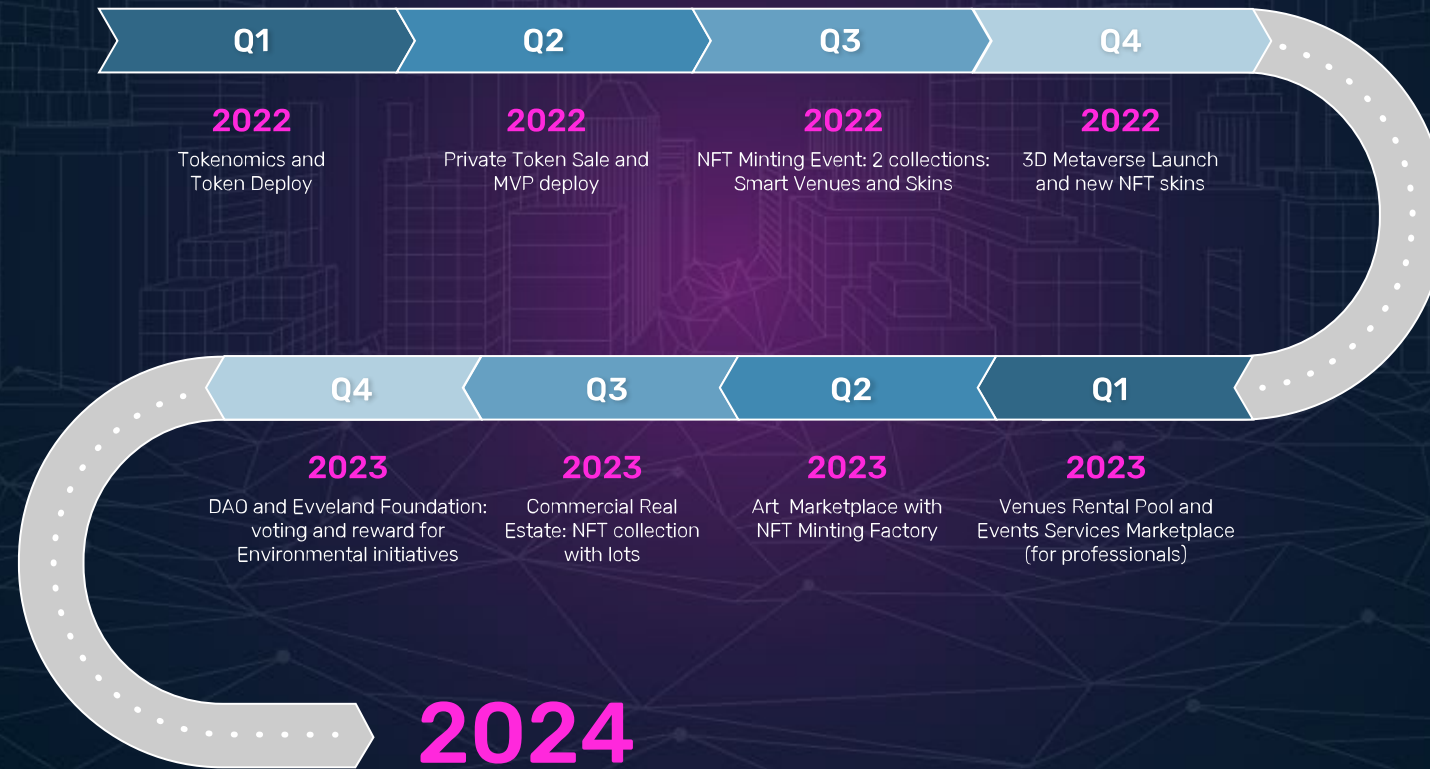


# TOKENOMICS (NFTs)

- ❖ **Smart Venues NFTs**  
\$12M estimated valuation  
(market cap at Price list).
- ❖ **Skins NFTs**  
\$10M estimated valuation.
- ❖ **Lots NFTs**  
\$90M estimated valuation.
- ❖ **Buildings NFTs**  
\$121M estimated valuation



# ROADMAP



# EXECUTIVE TEAM



**RAFAEL BONNELLY**  
**Founder & CEO**

Founder and Team Leader. Serial Entrepreneur with IPO and exits. Rafael has a lengthy Career in Media & Telecoms. Rafael has created multiple technology companies, and worked for McClatchy, Telefónica, Orange, Tigo, Grupo El Comercio, NYT.



**IVO CADENAS**  
**Chief Blockchain Officer**

Digital Advisor for Tech and Media companies (such as Google or Grupo Vocento), focus on innovative business models (Web3, DeFi and Tokenization). He has a Journalism BA Degree and a PhD in Philosophy from Universidad Complutense.



**IVÁN 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. Is responsible for Finance and Legal and for the development of the US Hispanic Market.



**MARTA MADINA**  
**President EVVELAND Foundation**

NGO specialist, journalist, corporate communications and donor development expert, with a Bachelor's Degree from University of Navarra and a Masters Degree in E-learning and People Development. She will drive the development of our environmental initiatives.

# EXECUTIVE TEAM



**Mª LOURDES SÁNCHEZ**

**Head of Operations & Environmental Compliance**

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



**NIDHESH PILLAI**

**Chief Information Officer**

Certified Blockchain Expert and holds a Masters Degree in Computer Science. He is a member of various Blockchain Associations. Started his career as an open-source system developer in Bangalore, India, and later moved to Dubai as a CRM/ ERP consultant in Raqmiyat.



**JUAN SÁNCHEZ**

**Chief Technology Officer**

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.



**AMELIA VERGARAY**

**Head of UX**

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 the constituencies of our company.



**JON OSORO**

**Chief Marketing Officer**

With more than 10 years of professional experience in different countries in Europe and America, Jon has a multidisciplinary profile with expertise in different branches of marketing and advertising, such as branding, design, copywriting, strategy, among others.

# ADVISORS



**GLORIA ALBARRÁN**  
**Marketing & Customer  
Service**

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, and systems to dramatically improve their business.



**ARTURO DURÁN**  
**Blockchain & Business**

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



**RAFAŁ KIEŁBUS**  
**Blockchain Development  
& Deployment**

With blockchain technology since 2011, professionally as a blockchain developer since 2017, including in the Polish Blockchain Technology Accelerator, in Tecra, iVoting, and Bitfold projects. Participant in the work of the "Blockchain, DLT and digital currencies".



**GILBERTO MORENO**  
**Strategy**

As the Lead Strategist and Consultant for Prestige Consulting Services, has primary responsibilities for assisting clients in effectively managing transformational change. As a systems professional, has built strong partnerships with a variety of enterprises.

# ADVISORS



**JASON HUNG**

**Blockchain specialist**

Jason is cofounder of International Consensus Association. He was rated as top People of Blockchain and top #1 ICO expert by ICOBench, Top #9 advisor by ICOHolder since 2018. He is a serial entrepreneur and managing IT consultant.



**HOWARD NEU**

**Legal & Compliance**

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.



**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.



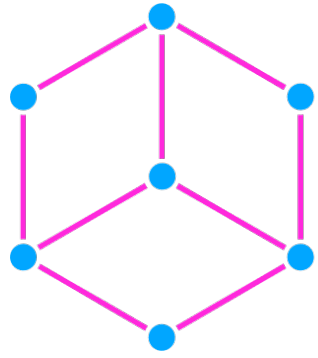
**ROBERT WOJCIECHOWSKI**

**Strategy & Tokenization**

Has 30 years' experience with multiple sectors and five years' with blockchain and cryptocurrency. Co-founded the Związku Kontroli Dystrybucji Prasy i Polskich Badań Czytelnictwa. He was manager of the board. Planner of tokenomy and supporter of crowdfunding.



EVVELAND



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