wonderworld

Whitepaper

The information contained in these documents is confidential, privileged and only for the information of the intended recipients

Contents

Contents

1. Abstract

General opinion estimates that the virtual reality (VR) industry will grow by over $200bn in the next 5 years. As VR tech disrupts various industries, virtually augmented experiences will become ubiquitous. This technology's incontrovertible trajectory presents an immense opportunity for startups positioned ahead of popular adoption.

With its immersive features and rapidly developing capabilities, VR represents the ideal environment for a next-generation social media platform. Our 3 Dimensional and VR compatible application, WonderWorld, will foster online interactions that rival real life's most memorable moments.

In WonderWorld users receive an avatar and a virtual room, a private "pad", where they control every aspect of the space in a totally uncensored environment. The pad is viewable in VR or in 2D and is completely customizable. Users can meet people, gain fans, date, host parties, pin photos to the walls, advertise within their space, or stream 2D video. Businesses could connect and demonstrate products. Artists might host live events. Wonder World welcomes all entertainment. No other platform allows its users to experiment, monetize, and socialize the way WonderWorld will.

With traditional social media platforms you can visit a friend's wall; now, you can step inside their world. You can invite users to step inside your pad in VR or in any other device format.

WonderWorld represents more than a series of private rooms. Outside their pad, users can explore a virtual representation of their city realized with GPS technology, chat with like-minded wanderers, and meet people and make friends out of strangers in a safe environment.

Through an amalgamation of existing blockchain research and open-source interoperability protocols, WonderWorld's social hub can essentially become the browser for blockchain's internet of value. The platform will be compatible with all blockchain assets, allow for secure user-friendly exchange, and host decentralized applications as platform plugins.

Later, WonderWorld will use its social infrastructure to build a revolutionary blockchain that solves the technology's principal limitations.
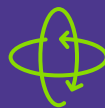
With WonderWorld Land, we're bringing back the wonder in everyday life with a safe, interactive, fully immersive and uncensored environment, where you write the rules and live out your dreams. We welcome everyone.

Our mission is to connect people in the most human way possible when we are physically apart. With WonderWorld Land, we're bringing back the wonder in everyday life with a safe, interactive, fully immersive and uncensored environment, where you write the rules and live out your dreams. Tune your reality and collectively share with others.

1.1 Platform Section Overview
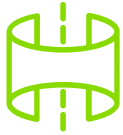
The platform's core offering and competitive advantage (outlined in the next section) will be user pads and the features that come with them. These will be developed first. Additional features will be put into development as the platform evolves, as outlined by the roadmap.

Pads — each user's social hub is referred to as their pad. This is the customizable virtual room where users can invite other users in to meet, chat, share, host parties, events, socialize, and interact within an uncensored environment (within legal constraints).

Wonder Land / wLand — the GPS generated world outside each users' pad. This area can be explored in real time. Users can meet the people they want, maybe find "the one" or people similar to them, they can neighbors, chat with strangers, and discover their city or even just 'hook-up' even explore real life sexual fantasies in cyberspace. The entire environment will use location based voice-chat and text communication.

Internet of Value — WonderWorld's immersive social features are supported by the ever growing ecosystem of decentralized applications and blockchain assets. The platform serves as the user-friendly interface for the next-generation internet, a network of swift value exchange. This is possible through the platform's comprehensive wallet.

01 **WonderWorld Wallet**

A proprietary wallet compatible with major cryptocurrencies, allowing users to load their avatars with crypto to use within the platform.

02 **Decentralized Structure**

Users can easily allocate the data and minor computing power involved in generating their pads to mine or verify within consensus protocols. This allows user networks to power decentralized applications created specifically for WonderWorld or ported over.

03 **DApp marketplace**

A hub for decentralized applications has yet to be created. WonderWorld will be well positioned to be a user's first thought when it comes to the latest DApps due to its facilitating design and first-mover advantage.

The WonderWorld Blockchain

- Breakthrough consensus mechanism
- **Zero fees**
- Sustainable
- Faster transactions than Bitcoin and nearly all competing chains
- Smart contracts
- Tokenization

1.2 Sales, Marketing, and Differentiation

Given the overpopulated state of social media and applications in general, WonderWorld's competitive advantage must be explicit in both its marketing strategy and in its design. Put simply, how can the application rival the larger platforms that already have sustained and continuing traction?

User Dissatisfaction

Social media loses quantifiable favor each year. Following data scandals, near infinite examples of bad PR (cyber bullying, antisocial associations, dangerous trends, perceived vanity) user satisfaction with current social companies and their products is in steady decline[1]. The global relationship with social media has become one of reluctant necessity; users continue to enjoy the benefits of current platforms because a viable alternative does not exist.

The competing solution should leverage the positive aspects of social without the pitfalls. What does social media facilitate that allows it to maintain its popularity despite the mounting complaints? In addition to the more obvious functionalities, there are several differences between social and alternative media:

- User control over advertisements — Compared to other media, ads do not disrupt the overall experience, likely as users can navigate away from them at anytime unlike for example, Cable TV[2];
- Brand discovery — users cite social as a primary way they either fall in love or out of love with a brand;

- Culture & Connectivity — It is no exaggeration to say that social has become inextricable from several innate human desires and nearly universal modern behaviors. Users say they use social media for the following principal activities: staying in touch with friends, expressing opinions, entertainment, networking, product research. It's no wonder social stays afloat with all of that utility;
- Users gain ownership of their pads as if they're purchasing virtual real-estate, this means they're in control of their personal data, creative content and even have the ability to monetize things like their live video camera feeds or private photos.

A clear competitive opportunity exists for the product able to solve the systemic issues with social media while maintaining its positive aspects.

Key Issues
- Lack of data control — Users do not feel that they control their data and their privacy;
- Superficial Interactions — The typical interactions on conventional social platforms are not actually the kinds we enjoy having. Although a key driver of social's use is to connect with friends, liking content has been linked to depression and dissatisfaction by several studies including the American Journal of Epidemiology. Specifically, the behavior attributed to depression is "liking" other's content and clicking links, presumably these activities lead to insecurity and depression.
- Brand discovery — users cite social as a primary way they either fall in love or out of love with a brand[3];

---

[1] "U.S. consumers are less satisfied with social media after year of data …." 24 Jul. 2018, https://venturebeat.com/2018/07/24/u-s-consumers-are-less-satisfied-with-social-media-after-year-of-data-scandals/. Accessed 9 Mar. 2019.

[2] "Why do people use social media? | Smart Insights." https://www.smartinsights.com/social-media-marketing/why-do-people-use-social-media-in-2018/. Accessed 9 Mar. 2019.

[3] "Why do people use social media? | Smart Insights." https://www.smartinsights.com/social-media-marketing/why-do-people-use-social-media-in-2018/. Accessed 9 Mar. 2019.

9.   Abstract

- Culture & Connectivity — It is no exaggeration to say that social has become inextricable from several innate human desires and nearly universal modern behaviors. Users say they use social media for the following principal activities: staying in touch with friends, expressing opinions, entertainment, networking, product research[4]. It's no wonder social stays afloat with all of that utility;
- Users gain ownership of their pads as if they're purchasing virtual real-estate, this means they're in control of their personal data, creative content that is uncensored even have the ability to monetize things like their live video camera feeds or private photos;

A clear competitive opportunity exists for the product able to solve the systemic issues with social media while maintaining its positive aspects.

WorldWorld's Solutions and Competitive Edge
WonderWorld will maintain the functionalities users enjoy while mitigating what they do not. In regards to data control this will mean that users control will receive more control over the use of their data than any other platform. This relationship will be established through an almost contract-like dynamic with users. As research above demonstrates, users expect advertisements on social media and in fact they do not critically disrupt the experience. The problem stems from the lack of privacy, not the ads themselves.

---

[4] "Top 10 Reasons for Using Social Media …." 11 Jan. 2018, https://blog.globalwebindex.com/chart-of-the-day/social-media/. Accessed 9 Mar. 2019.

A Different Type of Interactions

Each social media platform has a mode of interaction. For most, you navigate by scrolling. Then you divvy out likes and make comments. The problem with these, as we've seen above, is that they do not create real connection. The disparity between the desired networking and the actual experience breeds depression. WonderWorld's mode of interaction will be entirely different and utterly compelling.

- No Scrolling — In WonderWorld users gain both an engaging sense of exploration and real interactions. For users known as "lurkers" (identities that visit others' profiles and enjoy their content without actually participating) they can explore user pads open to them. This will be a much more intimate experience as the photos, videos, and written content will be viewable in 3D. It will be like stepping inside a open-house designed by a friend or someone you admire. The experience is naturally more intimate, even innocently voyeur and intriguing. Users will navigate to these pads by searching for places tagged to their interests or through their friend's list, meaning what they see will always be what they want to see;

- Human Interactions — As we've seen "Likes" actually breed a sense of competition and insecurity. The users "liking" often feel inadequate. And the content creators pursue the number of "Likes" rather than the actual connection itself. While this can be addicting research demonstrates that it is not the type of interaction we actually want to be having. In WonderWorld the communication will be live and real. You can beam into homes you're allowed access to and open a dialog, either voice or text. In other words, users looking to passively explore for entertainment (one of the chief positive functionalities cited above) will be able to do so. Users hoping to connect with people, network, or stay in touch will be able to in a way that's sustainable and more meaningful.

- Privacy — Competing brands do not offer adequate customization in regards to privacy. Nearly 40% of Facebook users updated their privacy settings when they were able to do so, with most reporting continued dissatisfaction[7]. The issue is that most platforms simply allow you to make your profile private or public. This is not a comprehensive approach. WonderWorld will allow you to tailor exactly what you're sharing and with who. You can make certain rooms open to lists of people or individuals you can make your pad open only to people you know; you will be able to make specific photos open to only select people, or subscribing fans. Multiple platforms leverage some of these capabilities, but none support all of them, and it is something user's desperately want.
- Monetization Support — Influencer marketing has grown into a staple of the marketing profession. Becoming an influencer is even seen as a viable career path by many, but current platforms do not cater to these personalities with their design. They tolerate them but they do not enable them. 37% of social users report that a principal reason for their use of social media is because their friends use it. Clearly, word-of-mouth is a key driver when users sign-up for a new social account. It stands to reason then, that WonderWorld will gain an advantage in user-acquisition if it can support influencers with large audiences better than competing platforms because influencers spark the word-of-mouth momentum. WonderWorld will capture influencer attention through a variety of designs made with influencers in mind. For one, the platform's permission system will let influencers tailor their user pad to create premium content portals; certain areas could only be available to subscribing fans. On the surface this functionality might seem basic, but combined with WonderWorld's customization and other features it creates near limitless opportunity. This will allow users to monetize live streams, specific photos, episodic content, live events, art unveils, and many others. Users will also be able to trade value moment-to-moment with the system's blockchain interface.

- Uncensored — Outside of regional laws, WonderWorld will not censor content. There is a huge audience of users who both want to post and view content without restriction. This could allow users to create independent erotic businesses, sell uncensored photos, or simply blog nudity. These types of activities will be flagged and users who wish to not see them can say so upon registration. Using WonderWorld's KYC protocol, uncensored content will not be available to those below the age of eighteen , allowing users wishing to engage in uncensored features and those that do not to exist in unison. Previous platforms have demonstrated that allowing nudity does not necessarily lead to an association with pornography. Tumblr, Deviant Art, Snapchat, and various blog platforms support nude content, but that is not seen as their primary function. In fact, Tumblr recently banned uncensored photos and saw a massive decline in users. This decline is so well documented it does not even merit a specific source.
- VR — The VR industry has demonstrated massive growth and is projected to continue to evolve into a several hundred billion-dollar industry within the next five years. WonderWorld will be the first devoted social platform to leverage these capabilities. value moment-to-moment with the system's blockchain interface.

Marketing

As shown above, WonderWorld has several competitive edges over the competing brands. The challenge will be presenting these components to users. Research shows that most users try a new form of social media when it boasts perceivable momentum; users see other users using it.

---

[7] "Study: Facebook is depressing; and 20 other reasons to ... - Seattle PI." 13 Apr. 2017, https://www. seattlepi.com/local/science/article/Study-Facebook-is-depressing-and-20-other-11072568.php. Accessed 9 Mar. 2019.

To create a perception of WonderWorld's momentum, the company has contracted the marketing agency SSG Media. SSG will use a combination of influencer marketing, press releases, and digital advertising to craft this sense of momentum and build word-of-mouth.

At the head of these campaigns will be WonderWorld's various competitive advantages. Ads will involve giving product mockups to influencers with large followings, contracting large Instagram accounts to post about WonderWorld, and press releases positioning WonderWorld favorably as a platform that cares about its users privacy, provides unparalleled interactions, and an all around unique experience.

1.3 WonderWorld—The Internet's Next Big Step

WonderWorld Land will be a fully immersive platform, focusing on social experiences and full control over the user's environment in an uncensored setting. Built around a strong community and social connection, WonderWorld Land is free and open for everyone to join with multiple upgrades available for purchase.

Complemented by its own native digital currency, it is a holistic online platform that re-invents how people connect, play and interact. Holders of the platform's token will be a vital part of the ecosystem, kickstarting the WonderWorld economy.

The WonderWorld 'mixed reality' ecosystem offers endless possibilities.

Everyone in WonderWorld has their own customizable avatars that live in the virtual world and interact with the environment through state-of-the-art 2 and 3D, and 360-degree spherical technology.

This creates a more immersive, more real experience for users, where they can plan and manage their social experiences and be the controller of their personal cyberspace.

Whether it's connecting to others, sharing content, buying or selling content (images, music, videos, messages, audio,live streaming) or partially owning their space – WonderWorld is fundamentally innovative in the way that it allows users to move around in a virtual space and fractionally own it, enabling a variety of online social experiences unique to WonderWorld.

1.4 Make Your Mark On WonderWorld

After a paid upgrade, users will be able to access the truly infinite side of WonderWorld. Community developers will be able to influence and shape aspects of everyday life within the platform. Submissions might include new pad layouts, custom avatars, or even interactable plugins. Devs will be able to sell their creations or provide them for free, likely depending on the complexity or popularity of what they make. For instance, a user might make a fan made skin resembling a popular meme, or they could design a working tennis court. With WonderWorld's APIs users will access VR's true potential.

WonderWorld will have its own robust, secure blockchain based economy. With Wonder Coins users can purchase in-game items, music, skins, upgrades and unique experiences within the virtual ecosystem.

The unique model of the platform will give users access to new social experiences and services that are transformational to how people connect and communicate in the digital domain within one platform.

Customization will be a central piece of WonderWorld. **Through a strategic partnership with Choon.co, a crypto music outlet,** users will be able to feature the tunes of their favorite artists in their pad.

1.5 The Network of Value

WonderWorld will become the backbone for the emergent blockchain economy.

While social media and the developing decentralized ecosystem seem unrelated, **social media's viral power could solve one of blockchain's main impediment: popular adoption.** An ecosystem, decentralized or conventional, requires participants otherwise it remains an ideal and nothing more. Blockchain products welcome the tech savvy, but mass adoption demands an accessible entrypoint and intuitive interfaces.

A global economy will exist within WonderWorld, and if blockchain's complicated interfaces can be streamlined in a user-friendly setting with ample users and economic demand, then blockchain assets and applications can thrive. Using proprietary developer APIs, crypto wallet integration, and interoperability protocols, WonderWorld will bring new demand and utility to the blockchain universe. Users will exchange goods and services using their favorite crypto and developers will be able to host decentralized applications within the world.

1.6 The Network of Value's Browser

Just as the internet became the fastest method of exchanging information, the blockchain will revolutionize the way we transact value.

Conceptualizing WonderWorld as the "browser" for the internet of value is the simplest way to consider the interactions between WonderWorld users and blockchain products.

The idea is to create a gathering place where blockchain assets can be freely transacted and decentralized applications can be downloaded. Each user will be given a digital wallet capable of holding assets from the major blockchains. Just like standard crypto wallets, it will generate a public and private key. The private key will never be stored by WonderWorld or in any data center. This will allow users to use all major cryptocurrencies within the app.

However, users will be able to send and receive crypto using their usernames. The public addresses will not be public facing. WonderWorld will give crypto and decentralized applications an intuitive interface. Users will be able to exchange blockchain assets as simply as they exchange conventional currency.

1.7 Decentralized Applications

Surmounting the initial stages of the network effect has been the key issue with decentralized applications. Many of the applications founded on decentralized structures depend on the exponential gain of users, otherwise the app never realizes its utility.

Currently, these decentralized applications lack a popular marketplace. The advantages of a known area where users can access a list of decentralized apps are self evident; success of conventional applications most often depend on their presence within the Apple and Google Play stores.

Marketplaces for decentralized applications will undoubtedly arise, and WonderWorld will be positioned to be at the forefront.

By leveraging WonderWorld's social front-end to gain users, decentralized applications ported to cooperate with WonderWorld will gain a much needed audience.

2. Platform Breakdown: User Pads

WonderWorld's private area is made up of individual hubs, or "pads". A user's pad operates similarly to a user's profile page on current social media.

Upon registration, WonderWorld generates a blank virtual room for the user. The room, its latent potential, and the rules within are left to the user.

Although user pads will be uncensored, they will still be identity centric and governable. WonderWorld will not interfere or engage in any content curation except in instances of illegality. In the event of illicit activity, WonderWorld will work with the applicable regional government to ensure the safety of its users.

2.1 Customization

Like any profile page, personalization is at the heart of expression. A user's social hub can be viewable through VR, and users may place 2D photos on the walls, GIFs, fading photos or looping videos.

Room layouts can be decided via templates or handcrafted using individual architectural components.

To be a comprehensive alternative to existing social media platforms, WonderWorld will accommodate written expression as well. A user's space truly exists as their canvas. They can write messages and leave them adrift in the air inside their room or pin notes to the walls and furniture. WonderWorld pads can do anything a real-life home can. For example, users might host a movie night or stream the football match, or even take your "friend" into your bedroom for some private sexy chat, whatever the user desires.

Through accessible developer APIs, WonderWorld will enable sincere customization and infinite potential. When a user sets out to personalize their social hub they can access the add-ons created by WonderWorld's developer community. These community add-ons might be simple overlays that change the aesthetic of the social hub, or they could be sophisticated tools for users to implement. For instance, a developer might create a casino pack that allowed users to play rounds of blackjack for cryptocurrency within their pad.

If community submitted content is accepted, WonderWorld's marketplace will host these tools, add-ons, and templates. Developers will be free to set their custom content for whatever price they deem fit, with WonderWorld taking a fee from sales.

2.2 Navigation and Opportunity

Users will be able to decide who has access to their social hub.

Exploration will be central piece of the pad system. Upon creation, if set to be viewable by the public, users will peg their pad to a list of keywords. Users will browse for pad via these tags. Later, pads will be recommended based on their past searches, mutual friends, as well as other data.
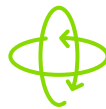
Users can set their space to be public, searchable via keywords, or they can limit access to a list of users.

WonderWorld's permission system will be designed to empower users to monetize their platforms or they can share for free they can share for free. Each room of a pad will have its own access registry, meaning users can create premium and free zones within their space. A prominent content creator might host the majority of their content within a free zone of their space, while a private room holds content only available to subscribing fans.

2.3 User Pads and Decentralization

In order to create decentralized structures, developers need active participants to power their consensus mechanisms. Users will be able to fuel their chosen decentralized apps through WonderWorld. After KYC and registration to WonderWorld, each user hub (their social pad) will be tied to a cryptographic signature. By renting out the data and minor computing power used to load their social hub, users can use their space to "mine" or verify within consensus protocols. The consensus mechanism will see the original signature and be used to verify the network.

The specifics of each consensus protocol will be up to the developer, but the foundational elements for its design will be contained within WonderWorld. All a decentralized structure needs to function is a network of verified individuals and some form of computing power to process transactions. The scale of either factor is inconsequential except in the case of a majority attack (where an aggressor takes control of the blockchain's majority computational power to double-spend or otherwise exploit the chain). However, such an attack within WonderWorld will be impossible because the computational variance between users will be negligible and impossible to pool.

For users, this means that their private pad within WonderWorld could be used to generate passive income, depending on what they devote the data towards. The limitations of this capability will be that developers will need to design or port their application/blockchain to verify various transactions through this protocol.

2.4 Platform Features

Each user has access to the following features:

Profile
Add your personal information to accompany your pad (name, bio, photo)

Settings
Customizable interface options

Group or video call

Fractional Pad Ownership

Public Statistics
See your followers, pad visitors and ranking metrics

Randomizer
Explore new pads at random

Temporary/Fading Photos

Personal Photo and Video Gallery

List of interested
People and who they may know

Template Search Options*

---

* including and not limited for example: Gender (all), Sexual status (LGBTQ or tell us how you identify), Date of Birth, Location, Lifestyle, Marital status (single, open, married, swingers, bdsm etc) , Interested in – (for example: a friend, similar hobby/interest/work, do you like to party, are you a smoker/non, are you a drinker/social, travel, music, anime, cosplay, TV/movies a date, a relationship, no small talk, a one-night stand, a group session, a kinky meet, something naughty, etc), appearance (with specified characters), professional background (work and education), personal interests, if the user has children (with options Y/N/prefer not to answer options), lifestyle, star sign.

Message exchanges between users in private or group mode (real time chat)

- Sharing, selling and purchasing of uncensored images, videos, music and possibly links to shopping carts with other variable items for sale.
- Live-streaming.
- Meeting and connecting with other users in private or group mode.
- Transacting, paying or rewarding other users with WonderWorld Land Tokens.
- Basic Personal Space (Pad).
- Personal or group chat (users can create group broadcasting events and invite others to join) with options for all text, audio and video calling – live streaming), users have the options to chat for free or charge for chat.
- Meeting and connecting with other users in personal or group pads.
- Use of 360 & 3/4D imagery throughout application, including the user's personal avatar.
- Sharing, selling and purchasing of User-generated content.
- Creation of user-owned marketplaces, where items can be sold with auction facilities.
- Digital currency for payments and transactions on the platform.
- Advanced options for connecting with other uses within private settings in VR.

The platform will be more than list of features and functions. It will be a place for meaningful interactions. Users will socialize and connect like never before!

2.5 Levels and Upgrades

Currently, the WonderWorld Land platform supports a free basic mode as well as two additional paid-for upgrades that can increase functionality for users.

Upon registration, all users receive access to the **Basic Pad , with two rooms a lounge and bedroom.** This gives them the following 2D customization options as an example:

Use Case:

User A displays 4 photos or 3 photos and 1 video (creating a 4D-wall lounge – visually "looking" around the walls while "chilling" in the room for display.) Each photo/video is only displayed privately – no option to display public. User must invite other user in to see their images.

Pad areas are where other users can only enter by invitation. In the "bedroom area" users can live stream or video call, chat and exchange content. There maybe a limit to how many users are allowed in a private space at a time based on the hub's owner's preferences. All users within this bedroom should have function to interact with each other – see live chat and link in with each other with chat/video,
In the Basic Mode, users do not have options to purchase/sell items in their pad. They also can't store data or experience WonderWorld Land in virtual reality.

Upon purchasing the **First Upgrade,** users will receive expanded features within the WonderWorld Land ecosystem, including:

- Linking and purchasing music to their cyber space from the selected music store to use within their pad area.

Use Case:

User A creates an album with personalized photos/videos with front preview photo/video cover– available locked or unlocked – so users can see only one or all pieces of content. Freelancers or Artists can sell their digital content and advertise a preview of their portfolio.
Users have option to make any of the photos/videos public private or public within WonderWorld Land for other users to view and access.

Users using the First Upgrade can message other users without restrictions and purchase/sell items and services within the WonderWorld Land ecosystem. They can create group events and communities accessible to other users by invitation.

In addition to the live streaming/video call features in their private hubs, users have access to chat, view and purchase options as well, users have the option to chat for free or charge other users. This is limited to up to 10**(subject to change) users per time within a private space). All users within this space should have function to interact with each other – see live chat and link in with each other with chat/video.

Upon purchasing the **Second Upgrade,** users will have access to more features, including:

- Partially owning their pad with options to sell/rent it to other users
- Storage space within the WonderWorld Land ecosystem with the possibility of file transfer and upload options and wechat functions. Viewing options in Virtual reality. To ensure storage capabilities,

WonderWorld Land will be be looking into possible integration with https://threefold.io/ WWL could become a TFT partner/merchant, giving users further opportunities for generating passive income, double promo, and endless scaling. Partially owning their pad with options to sell/rent it to other users

- Storage space within the WonderWorld Land ecosystem with the possibility of file transfer and upload options and wechat functions.To ensure storage capabilities, WonderWorld Land will be be looking into possible integration with https://threefold.io/. WWL could become a TFT partner/merchant, giving users further opportunities for generating passive income, double promo, and endless scaling.
- VR functionality

Use Case:

User A can freely explore and interact with his or her environment through VR glasses and a linking application.

2.6 The application's public area: Wonder Land

Social media accelerated our rate of communication, but many feel the quality of those interactions has declined into the superficial, even meaningless.

The goal of WonderWorld's public area, Wonder Land (in app titled - wLand), will be to reunite users with their local community in a way that transcends the hollow feel of social media, it will provide a way for people to find others just like them, or even happen upon total strangers.

Through GPS and AR technology the Wonder Land generates a virtual recreation of a user's city. There they can explore hometown attractions, chat with locals, and make friends out of strangers in a safe environment.

Once registered in WonderWorld, Wonder Land will be generated based on the user's GPS location. From there they can navigate the map via a 3D avatar. Certain buildings, attractions, advertisements, and even player-made destinations will be seen in AR through a mobile camera or other compatible devices.
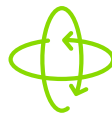
Unlike popular AR applications like Pokemon GO, users will not need to physically walk to explore the virtual map. The GPS recreation will be navigable by controller or on screen directional pad, dependent on the connected device.

As avatars encounter one another, they can chat via text or voice, browse each others profiles, and send social hub requests. WonderWorld is your domain; it is a shared dreamscape. You are in control, and the rules are yours to write.

2.7 Experiencing WonderWorld

WonderWorld opens a new dimension of socializing, connecting, experiencing, interacting, exploring and living through the lens of virtual reality in an uncensored (within legal constraints) environment.

Open and free for all to register, the platform is accessible after a verification process. Upon confirming their age and being at the adult legal age of consent, whether this is 18 or 21 (dependent on country legislation), providing a valid form of ID, users have to agree to the WonderWorld Terms and Conditions to proceed. They are then taken to the settings page, where they can choose from a number of basic avatars available for further customization. The more details they give at this initial stage, the more accurate the searches and matches with other users will be upon entering the virtual world.

The user then enters their pad. At this stage, they can walk around to get used to the virtual space and personalize it with music or 3D objects from the WonderWorld marketplace. Then step inside Wonder Land and start interacting with other users, invite them back to your pad to hang out, to socialize and to have fun. Hang out in the lounge or bedroom of your pad – personalized with images/videos and music you like and choose how you want to connect with visitors – via message, chat, live video or call. You can maneuver through the world using a 2D map. The world is infused with activities; you can connect and meet with random people or your friends, just like in the real world. You can create group events and watch a movie together or do anything else you like. Users can host special and theme events; on Halloween or Valentine's Day, for instance, where others can be invited to participate.

2.8 Gamifying Social

In the context of WonderWorld, gamification refers to the immediacy of reward and sense of progress, not necessarily video-game like features.

We want socialization within WonderWorld to mean something more than hollow likes and shares. Wonder Coins and blockchain assets give the world the significance of consequence. Opportunity will be prevalent and accessible.

The platform's native cryptocurrency will enable a robust economy powered by the users. As WonderWorld simulates life in its design and empowers expression through its liberality, economic inputs and outputs will manifest as a result of the organic user need produced by that lifelike microcosm. Although WonderWorld will cooperate with major blockchain assets and applications, the native Wonder Coin will carry niche advantages—primarily discounts on proprietary virtual goods. User hub upgrades, virtual real-estate, and ad spend will be available at discounted rates when purchased with Wonder Coins. There will also be cosmetic items exclusively available for Wonder Coins.

Wonder Coins will be used to purchase music and in-game items, but users will be free to transact coins to sell their own data. A musician might sell tickets to a concert in their private hub.

Photographers could display and sell photos. Performers of all kinds can hold exclusive events. The ability for users to see one another in VR and travel at the speed of the internet creates unlimited potential for meaningful monetizable experiences.

Wonder Coins will have a dollar value, but they will also allow you to do more within the platform like upgrade your private space, purchase useful items, and augment your space. The design of a social hub may come to be a barometer of sorts analogous to the perception a significant following carries on platforms like Instagram.
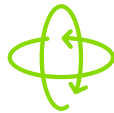
However, facilitating user-monetization is not WonderWorld's primary goal, merely a symptom of its holistic undertaking. Monetizing social media influence is the way of the future, and platforms that recognize this inevitability rather than limit or ignore it will rise from the crowd.

---

3. Long-Term Development Next-Generation Blockchain

Please ask us for detailed technical WP.

In the initial stages of its development, WonderWorld will be at the forefront of the blockchain and decentralized app economy.

However, eventually WonderWorld will port over to its own blockchain, a sustainable and one of a kind development infrastructure. While Wonderworld gains users and builds its multiple revenue sources, it can create the platform to deliver blockchain to the mainstream. WonderWorld can become a 3D version of the internet, with all the power of an ideal decentralized economy.

While successful blockchain entities exist, a few systemic hindrances prevent blockchain from realizing its potential. Namely, scalability, identity, and sustainability in regards to energy consumption.

Considering the internet to be blockchain's parallel helps illustrate some key issues with blockchain. On the internet devices are pegged to IP addresses which allow connected hardware to be traceable and therefore accountable.

3.1 Advantages of a WonderWorld Blockchain: Identity & Regulatory Compliance

In blockchain environments, identity is tied to a cryptographic key and the individual often remains anonymous.

These keys vary depending on the blockchain network in use, and accountability when an individual transacts through multiple blockchains becomes convoluted if not impossible.

Because WonderWorld requires identity verification through KYC protocol, making the platform the front-end of a blockchain will peg transactions to an individual or group representative. This has numerous advantages in terms of advancing the blockchain vision. Decentralized structures will inevitably need to confront regulatory bodies, and financial entities like blockchains need to have accountable transactors in order to reach compliance.

WonderWorld usernames will essentially operate as a user's IP address within the blockchain. By maintaining accountability across a global audience of blockchain participants, the WonderWorld blockchain can comply, through authorization or smart-contract, with regulatory rules for transactions and assets made by individuals, in accordance with respective local governing bodies.

3.2 Advantages of a WonderWorld Blockchain: Scalability & Security

Once WonderWorld establishes itself as a popular social media platform, it will be able to leverage a consistently online user-base, and that will create the opportunity for a unique consensus protocol, enabling unprecedented scalability with low energy consumption and fast transaction speeds.

Oddly enough, social media creates the ideal operating environment for a blockchain. The need for computational power and the resultant energy consumption derives from the problem of incentivization. How do you get users to fuel your decentralized structure? For Bitcoin the incentive for miners comes from a processing fee. The question then becomes, in basic terms, how do you decide who gets the reward? In the case of Bitcoin processing fees, or the reward, are given to the miner that "solves" a cryptographic puzzle first. WonderWorld will not need to incentivize users to add their computing power to a consensus protocol; they will already be participating by connecting and running WonderWorld.

The blockchain will interface directly with WonderWorld. Each user will act as a node. When a transaction occurs on the WonderWorld blockchain, a network of users, selected by a randomized algorithm, will process that transaction and

generate a unique cryptographic key if validated. If each of the selected nodes generate the key, the transaction will be verified and agreed upon and added to the open-ledger.

This consensus mechanism will make exploiting the chain impossible for several reasons:

01 Each node will be tied to a verified identity

02 Verification will require a large amount of nodes

03 Node selection will be entirely random

04 Malicious conduct like the infamous*

---

* 51% attack require intent, and users will never be aware of their participation in a specific consensus. Further, the more valuable a transaction, the more nodes will be required for verification.

Further, the more valuable a transaction, the more nodes will be required for verification.

This proprietary consensus protocol will solve many of blockchain's key issues. The power to generate a cryptographic key requires minimal computing power, even when done by hundreds or even thousands of users all at once, so the environmental impact will be negligible. Further, this can be generated extremely quickly which means transactions will be processed much faster than Bitcoin and many competing blockchains.

3.3 Advantages of a WonderWorld Blockchain: Lowest Overtime Fee of Any Chain

As WonderWorld's blockchain will have extremely low maintenance costs once developed, the fee to use the blockchain in order to benefit from the frictionless streamlining effect of decentralization will be extremely low.

The revenue from WonderWorld's immersive social media platform, a potentially multi-billion dollar application, could support the costs indefinitely.

Therefore, it makes sense to offer the WonderWorld blockchain for the lowest possible rate. This will make WonderWorld's chain truly revolutionary. Unlimited access to the chain will be available for a one-time payment of Wonder Coins.

Financial institutions will be able to tokenize and transfer assets globally, quickly, and without fees.

3.4 Chain Capabilities

The WonderWorld blockchain would demonstrably solve blockchain's principal issues:

01
Unique

Scalability - The novel consensus protocol can handle a huge number of transactions without exorbitant energy consumption. Transactions will be processed much faster than Bitcoin and as fast as any competing chain.

Security - Consensus protocol prevents tampering with the open-ledger

Government Friendly - Because each blockchain identity will have a known location, transactions can obey respective local regulatory laws.

02
Existing

Smart Contracts
Tokenization

4. The Wonder Coin

The platform's native cryptocurrency will be the Wonder Coin. It acts as the utile resource of a vibrant, living ecosystem. Users will purchase in-game upgrades, exchange the currency for community projects, and investors can hold a token with exponential rewards due to its scarcity.

In-app demand for Wonder Coins will come from a variety of sources. Each of these digital products will be available at a discount when purchased with the platform's native currency:

Pad upgrades
More space, additional features, extra data for music and add-ons

Digital items
Furniture and decoratives, avatar skins, pad layouts

Platform Fees
When transactions take place within the app or through WonderWorld's marketplace a nominal processing fee will be applied, transactions made with Wonder Coins will incur a discounted fee.

5. Revenue Model

Revenue will be generated via the following means:

01. Space purchasing

Users can pay for WonderWorld Land private hubs in which they host their attractions and experiences and partially own them

02. Upgrades

Consumers will pay to access additional features of the platform

03. Marketplace

The WonderWorld Land marketplace will be where all data is bought and sold, accessible in the platform

04. Advertising & Pad Boosts

Targeted ad campaigns will be available based on user data. WonderWorld visitors will also be able to purchase a temporary boost to their pads search ranking

05. Premium Events

In time, it is anticipated that brands may use WonderWorld Land as an additional platform to host premium (cinematic) live events such as sports or concerts

06. Processing Commission

The platform will take a small fee from transactions that take place within WonderWorld

6. Digital Trends in Social Interactions

Live streaming started as a niche but has rapidly been adopted by the likes of Facebook, YouTube, Instagram, Twitter and Snapchat as video continues to dominate social media.

It should come as no surprise to anyone in marketing that video streaming accounted for 75% of all internet traffic in 2017[2]and is expected to jump to 82% by 2020.[3]

The format of live video opens an instantaneous, two-way connection between the viewer and the brand. Viewers are able to interact and connect with the brand by providing instant feedback and sometimes even participating in the direction of the video content or conversation. This strengthens the bond between brand and audience, and humanizes the brand in a way no other medium currently can.

We have already seen video become increasingly important on social media, and live video group hangouts are a natural next iteration of this trend. It is all about people looking for new, more realistic ways to digitally connect' with friends and other users.

The most popular online communities to date have evolved around asynchronous communication, so there's something fundamentally appealing about rethinking online presence. People, especially younger generations are already seeing that appeal.

Generation Z is entering the workforce. They were born surrounded by technology, which makes them and social media a natural fit for each other. They will be less attached to the few platforms millennials grew up with.

Video consumption is outgrowing all other formats. Generation Z prefers social video platforms like Houseparty, where users can join group video chats and talk to each other online and on the go. Younger generations are looking for online experiences that are intimate and low-key.

Experiences that are fluid and casual vs. structured and self-moderated. The market and potential for social has grown tremendously. There are 2.5B mobile devices in the world and bandwidth limitations have compressed. This has created a big opportunity for video-centric mobile platforms.

Another boon to the market for "social" is that, as a result of mobile, people are online more. A significant portion of this additional time tends to be captured by the "social" market, relative to the "search" market. This is because people tend to fill their time with online

activity, when they have nothing else to do. The open-ended nature of social fits the open-ended nature of this additional time online.

WonderWorld will be ideally positioned to capture users who demonstrably crave social interactions with a live feel. Current social media pales in comparison to human interaction, and video chatting has yet to personalize the experience to its full potential. By letting users share their private space with each other, online interactions will be given an intimate feel.

Users want to live in environments of their own design. WonderWorld will accommodate every niche group and demographic because of its flexibility and uncensored environment. The aesthetic will always match the user because it will be designed by the user.

7. VR Market and Opportunities

360

VR follows the path of development of the Internet. And it may have taken a long time to bring the technology to its present level, but the incredible technology has opened up unlimited possibilities. Mega-brands, such as Google, Facebook, Sony and many others are collectively spending billions of dollars developing VR technology.

Investment in VR and 360° hardware, software and delivery technology has been booming for the past few years, and the trend shows no signs of slowing. Facebook led the charge by acquiring Oculus for $2 billion in 2014, and in 2016, released the first consumer VR headset with the Oculus Rift. The Pokemon Go mobile app became a surprise global augmented-reality phenomenon in 2016, with $600 million in revenue just in the first three months.

Today, the world's largest corporations are all investing heavily in VR and 360° development, including Apple, Amazon, Google, Microsoft, Sony and Samsung, in addition to Facebook. Even the U.S. Army is beginning to use VR technology to train soldiers.

Virtual reality, which aims at producing an immersive multimedia environment and creating a sensory experience for users, is one of the fastest growing emerging technologies today. Since the technology has been able to offer more novel functionalities in recent years, the market has grown exponentially. By 2018, the total number of active virtual reality users is expected to reach 171 million. Revenue generated from virtual reality products worldwide is forecast to reach 5 billion U.S. dollars by that time.

The augmented reality (AR) and virtual reality (VR) market are set to explode in the next few years, thanks in part to rising investments in commercial and defense applications, according to a recent analysis from ReportsnReports [4].

The AR market is forecast to reach $60.55 billion by 2023—up from $11.14 billion this year, at a CAGR of 40%, the report found. The VR market is forecast to reach $34.08 billion by 2023 (compared to $7.9 billion this year), growing at a CAGR of 34%.

AR and VR are gaining ground in the enterprise, with AR showing the strongest potential for growth with its business-oriented applications, as reported by our sister site ZDNet: As of 2016, 67% of companies were considering adoption of AR.

The VR global revenue in 2016 already amounts to 1.8 billion US dollars, of which around 83% consisted of hardware and the rest of software and services, and in 2017, according to SuperData Research estimates, turnover is supposed to increase to 4.9 billion US dollars. For 2020 this is projected to multiply to 37.7 billion US dollars.[5]

The new VR hype is also driven by the early approach from many software developers from various walks of life, often marketed on joint platforms and

partly compatible with different VR-glasses. The recent purchase of social VR platform Altspace by Microsoft and Oculus by Facebook is demonstrating how important the shape of social relationships in the digital world is for the exponential growth of user numbers and thus for the defense of a company's own market position.

According to research by TrendForce, the industry will see an early boom as the technology comes to market, with 14 million devices sold by 2016. The figures also show that the amount of devices on the market will continue to grow steadily, with 38 separate headsets on sale by 2020.

Even if the big players like Microsoft venture further and further in the market and a plethora of companies are working at new solutions, the content offer still counts as comparatively limited, above all in the high-end sector. Avatars are considered key to establishing virtual worlds. With its high-end technology, WonderWorld will be at the forefront of taking user experience to the next level. Induced by the gaming industry, consumers regularly and gladly allow themselves to be carried away into new worlds. But the majority of users find real-world interactions and experiences far more interesting. The depiction of real people however requires very high quality, as people have high expectations of the photorealistic depiction of their avatars. In WonderWorld users will have a wide variety of avatars to choose from, all of them being highly modular so they can customize their character to make it unique.

Virtual reality/XR is poised to accelerate as adoption increases. Driven by augmented reality and mixed reality and successful titles, the XR market will reach a combined $7.7B in 2018 across hardware and software.

AR and MR revenue will more than double to $3.2B this year, with most of these earnings coming from mobile AR apps like Niantic's Pokémon GO

and the upcoming Harry Potter: Wizards Unite. Games will continue to earn the majority (58%) of virtual reality software revenue in 2018; consumers are willing to pay for games whereas they are still reluctant to spend on content like VR videos. Non-gaming entertainment will need to rely more on advertising than direct revenue to make money.
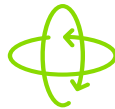
However, while the sales of AR and VR devices may be on the rise, the implementation of this technology remains slow. Despite the multiple technical innovations in the VR space, most of today's available products lack any connection with people's real life experiences.

Until now there has been no VR platform where you can maybe play, meet up, buy and act as you would in the real world. But these interactions are basic human needs and for many they are also the main motivation for using social media.

The market is ready for a virtual experience platform that is a real depiction of the actual world. And WonderWorld Land is uniquely positioned to become a first mover in this arena.

While there are many existing VR projects, none of them is currently comparable to the functionality and technical proficiency of WonderWorld. We are opening a future new world of shared virtual experiences with a human touch.

7.1 The Future is Interactive Virtual Reality

By its nature, virtual reality creates an immersive environment by allowing users to move their gaze to explore all 360 degrees of a scene and focus on what they find most compelling. But as virtual reality matures and evolves, there has been a push to create interactive virtual reality experiences to help increase engagement and immersion.

7.2 What is Interactive Virtual Reality

Interactive virtual reality allows users to manipulate a virtual environment in some way. This manipulation can occur either through a handheld controller or through hands-free gaze controls.

The goal of interactive virtual reality is to promote engagement and immersion in a virtual reality experience.

The development of interactive virtual reality is important because it creates more immersive experiences—and will help promote the adoption of this new technology. Current virtual reality experiences are robust, allowing people to see what is happening around them, but lack some amount of choice. As more and more people experience this type of virtual reality, and as the initial "wow factor" of VR diminishes, it will be important for developers to create interactive virtual reality experiences.

7.3 VR Social Competitive Analysis

Though WonderWorld will offer the most comprehensive VR chat and lifestyle experience available, there are competing brands.

The most successful of these is VRChat which lets users voice chat in real time in virtual reality. The platform uses an open-source developer client to allow the community to design their own 3D environments and avatars.

The platform scored an "overwhelmingly positive" review average on Steam and maintains a healthy player base of active users. It owes its popularity to the stream of viral videos produced by users within the world. Due to custom avatars and strange user created environments, the platform gushes with bizarre yet absurdly comical moments. WonderWorld will likely benefit from the same phenomenon, as the platform will cater to user content as well.

One of WonderWorld's strengths over VRChat will be it's union of the virtual and the real. WonderWorld will allow users to customize 3D environments and avatars, but users will also be able to share their public details for romance and networking. They can connect and build a following in a way that VRChat does not accommodate. Due to this, VRChat is not a conventional social media platform, rather a simple chat room with advanced technology.

Additionally, WonderWorld will have its economy that gives interactions compelling stakes. There is no way to monetize the user experience within VRChat. Whereas WonderWorld will let users sell their content and exchange cryptocurrency for various digital goods together.

Another competitor that should be considered is Facebook. While the company has not unveiled many details concerning their plans to integrate VR, some key facts are known.

For one, Facebook acquired the VR giant OCULUS and continue to invest heavily in the industry. They have presented hints of their plans with VR which include letting Facebook users chat or watch movies

While Facebook may have a considerable advantage in regards to funding, their VR platform will undoubtedly suffer from many pitfalls WonderWorld will be free from. For one, Facebook enforces a strict code of conduct and does not allow users to sell any part of their influence, at least directly. Users migrate to platforms where they can express themselves, and that expression may not fit within Facebook's corporate guidelines.

Additionally, Facebook has taken an extremely negative attitude towards blockchain assets, recently banning ICO advertisements. Whereas WonderWorld will welcome the crypto audience by supporting various blockchain assets and working with developers to incorporate decentralized applications within the ecosystem.

Facebook also faces mounting public relations issues due to privacy breaches. With public perception at an all time low, many users will be looking for other platforms to migrate too. WonderWorld will be the first cohesive and truly comparable social media platform to leverage a significant portion of content in VR.

7.4 Technical White paper

Our existing platform can automatically detect VR glasses or headsets using Web Bluetooth and WebVR technologies.

VR content can be displayed on a regular PC monitor and/or smartphone. The system can process information from sensors in the headset or glasses, to improve navigation of the user in the space. Voice recognition technology allows the user to issue voice commands that are detected and executed by the platform. For a copy of our detailed Technical Whitepaper please email us.

— **The platform's front-end is implemented using:** HTML5/CSS3/Javascript/ JSON + SMX

— **Back-end is written in:** Perl, Python, Java, Node.js, PHP

— **The protocols used are:** VRML/X3D, WebGL, Web3D, WebVR

— **The smart control for the native currency** will be written in Solidity

— **The web client is written in pure** HTML5/JavaScript SS3 to achieve maximum runtime speed

— **The client will be using JavaScript** libraries to enable smart contract functionality and for communication with peer nodes

8. Roadmap

Milestone	Date of expected completion	Person responsible
Conceptual idea created and drafted in writing, draft WP, business plan prepared, company set up, trading name, domains registered, full administration completed.	1 month – end of April 2018	Janina
Road planning days with developers	May 2018 - completed	Janina &Developers
2D prototype	Feb - June 2018 - completed	Janina &Developers
Competitive market research and analysation	February 2018 - completed June 2018 and ongoing	Janina
TC's and privacy statement to link in with verification	May 2018 – completed	Nico
Start and complete the whitepaper – full textual description of platform including user flow and technical WP	February – March 2019	Janina & SSG team

Start and complete the static website design and logo along with accompanying 3D rendered animation for visual description of platform	November 2018 – February 2019	Janina
Research potential market for buyers and or further investors	January - March 2019	Janina and Nico
Refinement stage and prepare proposal/ saleable overview with all possible financial forecasts, include video pitch	March 2019 - completed	Janina
Develop and prepare marketing strategy, with written pitch and all social media implemented, ready for use	March 2019 – completed	Janina & SSG
Obtain further investors and prepare for ICO or sale for next prototype and further marketing	Starting from March 2019	Janina & Team
Commence 3D prototype and start build	April 2019 onwards	Janina & Team
Take the platform through alpha and beta testing	January 2019-21	

Market Platform throughout Global
Release

January
2021-22

Begin Development of WonderWorld
Blockchain

January
2023

WonderWorld Blockchain
Completed

January
2025

The WonderWorld Blockchain
processes 1,000,000 transactions from
users,institutions, and enterprises

July 31st,
2025

9. Ownership and Governance

Photo

Janina Tregambe is the application developer and owner of WonderWorld. Under her management and with personal investment, WonderWorld Land has reached its current stage, where there is a functional 2D prototype of the platform.

Investors will receive a defined percentage according to their financial investment of the full equity into WonderWorld as a restricted shareholder along with a full legal contract and agreement for the investment and share.

WonderWorld is now at the IPPO (Initial Private Placement Offering) stage, presenting an exciting opportunity for early investment to selected and accredited investors.

10. Conclusion

WonderWorld will begin as a next generation social media experience. The platform combines VR's immersive features with the best aspects of social media. It will be the only application that allows users uncensored freedom and built-in monetization tools.

Further, WonderWorld will offer interactions that mean something, intimate and exciting communication. It will allow users to share a private space no matter their physical distance, connect with their neighbors, and bond with strangers.
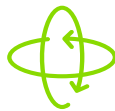
The Wonder Coin will fuel every aspect of this colossal ecosystem. It exists as the foundational material on which WonderWorld will be built. As the platform's milestones come to be, the token will thrive.

This memorable socialization will be underpinned by a vast decentralized economy. Online actions can have the significance of value; artists will thrive; performers will stun; and economies will emerge.

From the outset, WonderWorld will welcome decentralized applications and cooperate with major blockchain assets. As the platform grows, WonderWorld will develop a revolutionary proprietary blockchain that both contributes to the scarcity of Wonder Coins and solves blockchains technical limitations. The blockchain will achieve success where so many have failed by providing a scalable, sustainable environment, to quickly transact value without fees.

wonderworld

Your place in cyber space