The ViMarket
Whitepaper

Introduction to ViMarket

Live Virtually - Save in Reality.

ViMarkets proprietary technology enables our community of Citizens to re-create their lives virtually through the purchase of Virsions. (Virtual 3D Assets)

The retail marketplace for e-commerce is inefficient. Browsing has shifted from Desktop to mobile, worsening the already biggest threat to online retail commerce -Shopping Cart Abandonment - to a now $6.4 Trillion dollar problem.

ViMarket is offering a solution beneficial to retailers, shoppers, developers and marketers, alike. Our solution is a hybrid of disruption to wish-lists, social influencer marketing, loyalty and rewards programmes, utilizing innovative new technology through the creation of new immersive experiences.

ViMarket wants to heighten purchase aspirations and better track this path-to-purchase, whilst enabling citizen's trends to be visible to others via our 3D asset-marketplace of merchant sponsored products.

www.vimarket.io

Executive Summary

The formation of ViMarket UK Ltd as a specialized service company, is the result of the exploration of high technological advancements in 3D content creation, virtual and augmented reality, artificial intelligence and machine learning. ViMarket visualize mankind's purchase aspirations, by transforming the traditional 2D retail browsing experience into immersive VR, via editor and configured by our Station and Citizen builder tools. Our insight into the world's future consumer retail aspirations, maximize engagement and exposure to merchant sponsors via VIMI's basket tracker, enabling an attack on the growing challenge of shopping cart abandonment, accounting for $6.4 trillion in losses per year.

With over ten years of research and development in and around consumer consumption, we are building the largest asset marketplace to service the media and entertainment, healthcare, automotive, and big box retail industries on the backs of our innovative professional designer community.

This asset market place will be available to consumers (citizens) and retailers (merchant sponsors) who together, will contribute to the virtualization of new experiences (Virsions) that ultimately reflect a person's wants and desires. This is designed to create a new form of advertisement for our merchant sponsors, wishing to reach new markets via plugging into our immersive experience.

By working in partnership with our community of influencers, VIMarket will introduce an asset store of 3D objects that can be purchased with the intention to create an opportunity for the created virtual goods and services to be exposed within an immersive environment to consumer shoppers, containing the merchant sponsors and content creators stock, in return for rewards and discounts towards real-world item purchases.

Stage 1 of our journey is content creation. ViMarket will provide communities across the world with limited to no development experience, the ability to create and showcase their work for merchant sponsors, via our ViMarket repository. This inventory will activate customer influencers (Citizens) to express themselves through building stations, comprising of current purchases or future aspired wants targeting new visitors as the ambassadors for merchant sponsors.

At stage one, the solution and catalyst to 3D content creation, is via the launch of our editor software (editor.vimarket.io) providing 3D modellers anywhere in the world, the ability to contribute and monetize their creations. ViMarkets 3D editor is a web based application that allows users to create, animate and render 3D content on any compatible device. It is created by Vi Market UK LTD and their collaborators who are known for their creative plugins for Softimage, Maya and 3ds Max.

ICO (VIT) Token Sale

ViMarket is a 3D marketplace that allows users to create and share virtual reality (VR) experiences, using any device connected to the Internet. These creations can be personal or for business and are created using ViMarkets proprietary editor, which allow citizens to create interactive, photorealistic VR simulations with no professional experience or training. Currently the company is launching, focusing on the real-estate and interior design space, but is expanding quickly to include fashion, automotive and ultimately all e-commerce verticals.

Users purchase Ethereum based VITokens (VIT) which they use to acquire virtual goods and content from ViMarket. Virtual goods are sponsored by merchants should a user decide to purchase the real-life (RL) item after discovering it within a station.

ViMarket RewardsTM allow users to earn VIT and discounts based on their activity on ViMarket.

ViMarket generates revenue from the sale of VITokens and their purchase of content from the marketplace.

In order to Kick-start the acquisition of virtual assets and development of ViMarket the company has announced a crowdsale of VITokens (VIT) allowing access to the Tokens at a discount from the expected retail price of the utility token.

This ICO commences December 1st, with a limited Pre-Sale November 6th.

The Problem of Shopping Cart Abandonment
(Shoppers, Retailers and Content Creators).

A major obstacle that exists for today's online consumer is the difficulty to conceptualize and experience online retail products, before making the decision to purchase. Brick & mortar retail has a real advantage. People love to touch, feel and experience when shopping. As a result, online retailers will eventually be competing for customer experience as opposed to price of products. The best indicator of this is the typically huge gap between online sales conversion rates and that of physical stores.

Approximately $4.6 trillion worth of merchandise is left in online shopping carts each year. For bigger companies, this means lost revenue, yet for smaller companies, it translates not only into 'profit loss' but also an existential threat.

This problem makes marketing and advertising challenging for retailers. A new opportunity that has arisen is via the rise of social media and online influencers that have enabled brands and organizations to market themselves effectively via product placement inside media, broadcasted to millions of followers and fans. Existing platforms such as Snapchat, Instagram, Facebook and Twitter offer influencers the opportunity to authentically, attach themselves to brands using authentic product placements. This method of advertising is creating huge opportunities for sponsors, but to a limited degree.

The challenge exists to create a level playing field existing where users can build and monetize audiences based on their ability to visualize the life they desire using Virtual worlds and ecosystems.

With the rise of Virtual Reality (VR) and immersive experiences, leads the opportunity for new ecosystems to be created that can enable mankind to visual their life and aspirations to a level not yet seen before and thus allowing advertisers to generate intelligence, information and the ability to reward the customer in ways, unseen until now.

As we move into the creation of new worlds based on VR ecosystems, VIMarket UK Ltd is building a solution to bring together 3D developers and content creators, with influencers and merchant sponsors, to provide a platform to track baskets, monetize and reward the shopper and influencer, solving the trillion dollar problem, via a term we call (VEM) Virtual Ecosystem Marketing.

The Solution

ViMarket is attempting to solve a trillion dollar marketplace problem, by bringing together developers and 3D content creators with tastemakers and influencers to provide merchant sponsors with a new form of advertising platform. To enable our ecosystem to flourish, it begins with content creation and directing 3D developers and modelling enthusiasts to a new type of commercialization, via our proprietary tool; Editor.

Merchant Sponsors, seeking new ways to reach out to customers in a mission to unlock greater and deeper levels of understanding of their behaviour will partner with VIMarket to virtualize their physical products and track baskets that are purchased or abandoned.

These physical products will then be available through our repository, to be purchased by shoppers directly from our e-commerce platform where they may be able to browse the product in 3D via any web mobile or VR headset range. Or the virtual virsion of the product can be purchased using the platform's currency (VIT) ViTokens along with any other virtual model in our catalogue, created by a 400,000 strong community of developers, not related to a physical product owned by a Merchant Sponsor.

Purchasing the virtual version of the product is done for two reasons:

1.) If that product is available in real-life via a merchant sponsor then the user will automatically gains a discount on the real goods.

2.) This version of the product can now be stored on the users shelf and this inventory than can be used within a Citizens Station, launching in 2018. A station allows, users to configure rooms and homes to their tastes and preference giving key information to brands and retailers.

In 2018, stations will be publically available to be visited by any Citizen of 'Nation' our Virtual world. All virtual products viewed, will generate the purchaser additional (VIT) and should a user click from the product through to the Merchant Sponsors platform, additional (VIT) shall be given to the user. Should a citizen visiting a station actually make a purchase of the virtual product for his or her own station, the publisher shall receive VIT's and the purchaser shall receive a discount on the physical purchase, from any connected merchant sponsor.

 3.) Popular Virtual Products that are being used to configure stations but do not belong to a merchant sponsor, will not be available to purchase in real-life.

ViMarket will act as a broker in between 3D modellers and potential merchant sponsors wishing to turn the design into a physical product. If the virtual object is made into a real-life good, the developer shall be rewarded VIT for any purchase that is made, along with all

influencers that acquired the model for their station. They will be rewarded a discount on the real product.

VI Market is building out tools to satisfy humanity's desire to express themselves via sharing media on the things that they like. People are becoming ambassadors and influencers of products and services but to date, the level of connection between brands and the aspiring customer-owner has to date, been limited.

ViMarket seeks to connect cutting edge technology with retail and social to create a new form of immersive advertising, taking social influence to a new level, engineering rewards for all parties involved. (Customers, influencers, developers and sponsors)

ViMarket solves this conundrum by providing an immersive ownership simulation.

We create personalized experiences that account for their preferences and constraints. Retailers can then track these trends and find ways to create remarkable customer experiences. We believe that if you can recreate a real store experience 100% online, then the sales conversion you can expect is closer to in-store conversion than to online rates.

The ViMarket Ecosystem:
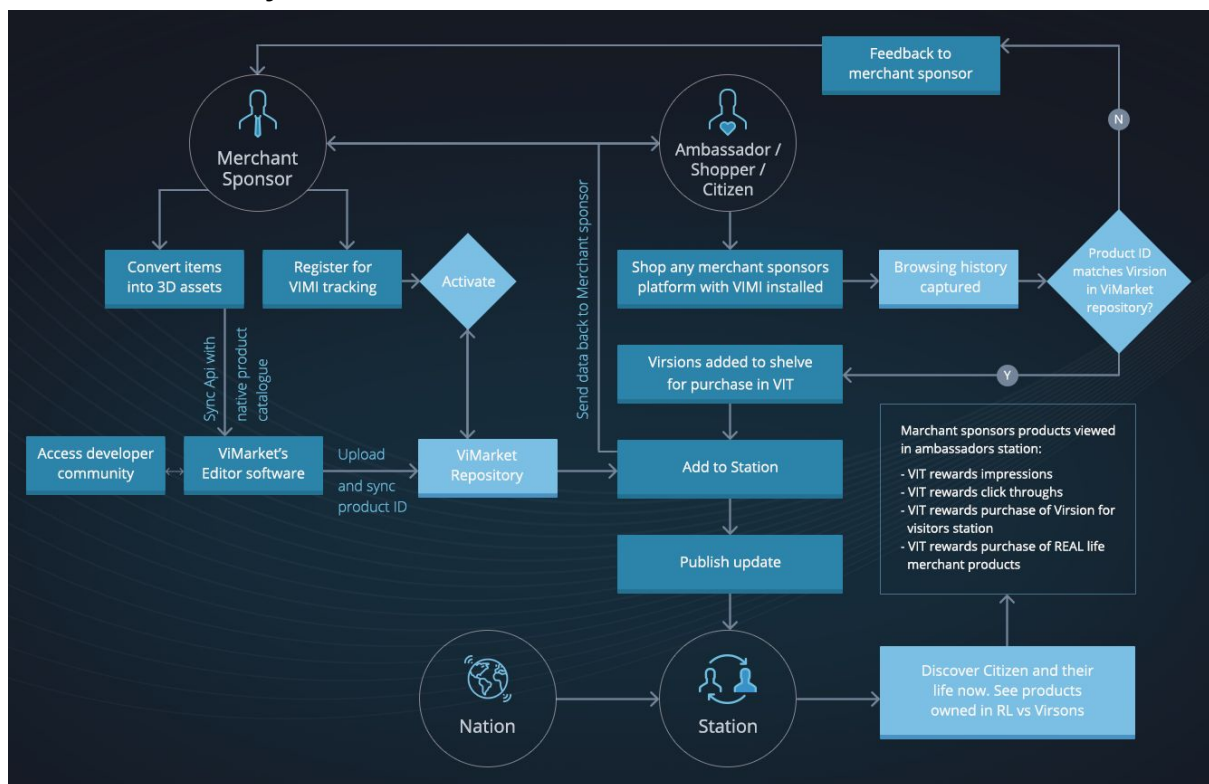
Why is VIMARKET the future?

Because, currently, all we have, as a means to measure purchase wants and avoid shopping cart abandonment is via the Wish-list. The wish-list, is awkward, private and not visibly appealing as a tool for marketing or leveraging influence, socially. ViMarket will disrupt the wish-list via VIMI basket tracker, Station and Citizen builder tools allowing a more immersive way to remember your wants, visualizing them better. By allowing locations to be discovered within our nation app, planned for development in 2018, ViMarket leverages an experience that combines a virtual "virsion" of the life that a citizen leads, combined with the dream future purchases in the form of a user's station.

Why can ViMarket ultimately replace wish-lists and why are they important, currently?

ViMarket will virtualize and socialize the wish-list along with giving an insight into what a citizen already owns, via VIMI, station-builder and nation's VR world. Wish-lists are collections of desired products saved by customers to their user account, signifying interest without immediate intent to purchase.

Vi Market will offer users a browser extension, that activates, during the shopping experience. When a product is purchased on line, the ID of this inventory item will automatically be added to the users items of purchased inventory in their station.

More importantly, should the user quit before checking out, during the shopping experience, then ViMarket shall save the inventory that is in the user's shopping cart and match the product ID with our database of Virtual assets. Upon logging into ViMarket this user will be able to purchase a virtual item of the product with ViTokens and arrange that in their station, in order to get a more realistic feel for how the item may look in their home.

Offering wish lists is, currently, the only effective way to reduce shopping cart abandonment and fulfill sales from customers who showed intent but didn't end up purchasing. Wish lists are mutually beneficial: they give customers an easy way to remind themselves of a product and help merchants measure product interest beyond a clear-cut sale.

Wishlist 2.0: How VIMarket will drive sales and engagement

Wish lists and mobile technology

As the number of shoppers using mobile devices to research and order online continues to grow, wish lists will become more relevant to the ecommerce experience. Just over half of all U.S. consumers will [use a mobile device](#) to research merchandise during the holiday season. Of these customers, 59 percent state they will use [their tablet or smartphone](#) to help make direct online purchases.

Vimi will track the abandoned purchase, replacing the wish-list.

Retain leads

ViMarket is the middle ground between purchasing and forgetting: oftentimes, shoppers aren't ready to order, but want to remember the product and/or store for the future. ViMarket can encourage users to sign up for an account who wouldn't have otherwise; these prospects can then potentially be engaged in drip marketing campaigns if they [opt-in for email notifications](#).

ViMarket will overcome the need for the wish-list solution automatically tracking and making the product available as a Virsion for adding to station at the cost of (VIT)

Out of stock products

When you [run out of stock](#) on a particular product, wish lists allow visitors to track the item's status. It can also inform how much inventory to compile: products popular on wish lists have a higher likelihood to . Once the product is back in supply, customers who saved it to their wish list receive a notification.

Out of stock products will be tracked when users attempt to drop in baskets and will remain on shelf as a Virsion until merchant sponsor, alerts shopper of RL products availability. EG: Even even when new addias exclusives run out Virsions can be bought and displayed today.

Sale items

This process is also applicable to items that go on sale. For example, [ModCloth](#) informs its site users when clothing and accessories in wish lists are featured at lower prices. This is an excellent method for re-engaging customers who exhibited both interest and hesitation to purchase.

In VIMarket, merchant sponsors will automatically alert those users who had previously purchased Virsions to place in stations but not RL products OR those abandoned shopping carts that tracked unsold products, converted Virsions, sitting on shelves.

Gifting

Shopping online for friends and family is simpler with wish list functions. Once a wish list is complete, the creator can send it to friends and family in anticipation of holidays, birthdays or life events. If a consumer is unfamiliar with an ecommerce store's products and would like to buy an item as a gift, he or she may not know where to start. Rather than walking into a [brick-and-mortar store](#) and discussing options with a sales representative, these buyers can refer to wish lists on ecommerce sites to better understand what items they should be purchasing

At VImarket your station is your gift-list virtualized.

GLOSSARY

What is a VIToken?

A VIToken is an ethereum based utility token and form of cryptocurrency which is accepted by ViMarket as a means of acquiring both virtual and real goods, from ViMarket. ViTokens can therefore be exchanged for currency to purchase real-life goods from associated merchant sponsors.

What is VIMarket and our USP?

VIMarket is a marketplace of advertisements from real-life merchant sponsors. VIMarkets USP and IP is that these advertisements take the form of Virtual Reality simulations of the goods that the merchants wish to sell. In that sense, ViMarket actually allows brands and their retailers to profit from users product placements via our station-builder configurator and located within Nation's virtual world, set for launch in 2018.

What is .Editor?

Using our editor tool, ViMarket have made the opportunity to virtualize real-life products into photo realistic Virsions a reality. Developers and content creators can expand our inventory for Merchant Sponsors and users (known as Citizens) can customize experiences using our station-builder platform (ICO V1.0)

What is Stationbuilder?

Station builder is a room configurator and an integral part of VIMarkets ICO. Station builder allows users, known as citizens, to create a virtual reality experience, using any device connected to the Internet called a "station". Stations can be personal or for business and are created using ViMarket's proprietary creation tool called StationbuilderTM which allow citizens to create interactive, photorealistic VR with no professional experience or training.

What is Nation?

The collection of all stations are geolocated on our virtual world map and form a social network of sorts known as "Nation" powered by ViMarket.

Citizens are will acquire purchasing credits called ViTokens (ViT) which they use to acquire virtual goods and content from the company's marketplace known as Vimarket. Virtual goods are purchased with VITokens and have advertising value within the network therefore are sponsored by real-life (RL) merchants should a citizen decide to purchase said good after discovering it within another citizens station. If purchased the referring citizen can be rewarded for the action either with Vitokens for a purchase of the virtual good or cash for a RL purchase. Otherwise once a citizen expends their budget of initial Vitokens they can purchase additional Vitokens bundles by cash or credit card.

Vi Markets generates revenue not only from the sale of Vitokens but also from. Sales of exclusive VR hardware ranging in price from $20-1000+. Although citizens can use any device, "Flightdeck VR" is the "official VR hardware of the Nation and earn's the company additional hardware revenue as well as online.

What is VIMI?

The VIMI browser extension and app enables you connect your virtual self to the real-world shopping. ViMarket will track your retail browsing activity, allowing Citizens to try before they buy. Upon adding a product to your shopping basket irrespective of whether the citizen decides to check out or not product is added to their shelve and is notified within Nation. Citizen can then purchase a Virsion and add to their station or citizen, communicating desire to purchase.

Citzien will receiving a discount from Merchant sponsor on RL purchase plus affiliate commission on future purchases in (VIT)

What is the purpose of the ICO?

The purpose of ViMarkets ICO is to acquire inventory for Vimarket and agree commercial partnerships with Merchant Sponsors.

This is done by purchasing objects from the modelling and content creation community. What is unique about our model is that this content is actually advertising for the 'merchant sponsors' whose goods are simulated in ViMarket.

Objects will be used as our social community simulate the life they wish to actualize via station builder. Our vision is that via our room configurator, a member of our virtual world can acquire real-estate and configure their property via interior design and furnishing using ViMarket inventory. Using our tools, the VINation community can explore each others lives intimately enabling creators to monetize via royalties in the form of VIT.

Overall VR Market Size

The overall VR/AR asset modeling market size is expected to grow from $1.90 Billion in 2015 to $16.99 Billion by 2020, at an estimated CAGR of 55.0%. Currently, vendors are providing VR assets for various industry verticals such as healthcare, automotive, transportation, and logistics, aviation and space, building and construction, defense and public safety, media and entertainment, and lastly for the retail sector.

Presently, VR and AR projection has emerged as an attractive medium for enterprises to advertise their offerings and target as well as retarget the audience.The Year-over-Year (Y-o-Y) growth rates of the asset industry will be on the higher side throughout the forecast period. A few high growth markets are:

- Media and Entertainment: Mapping (real-world images) and Modeling (merging 3D effects)

- Construction Purposes: Mapping (neighborhood location) and Modeling (to construct buildings)

- Healthcare Industry: Mapping (human anatomy) and Modeling (surgery process)

- Automobile Industry: Mapping (assembly line) and Modeling (prototype)

- Transportation Industry: Mapping (streets) and Modeling (smart transportation)

Operations and Roadmap

Go To Market Strategy

After extensively researching the marketing opportunities, we have concluded that the most effective and efficient approach to initiate the marketing of products and services is by market segmentation and the use of direct as well as indirect methods of advertising. The direct method will be aggressive. It will entail new product releases in key industrial/commercial as well as consumer publications, initially targeting the architectural, design, construction, home improvement, and development industries.

In addition, VR/AR trade show attendance and participation will allow product introduction and overall industry awareness to take place. This extensive exposure with appropriate follow-up will generate an at-large industry demand. The indirect strategy will consist of identifying sales representative affiliates, wholesalers, distributors, and retailers in key locations to nationally and internationally represent ViMarket. Specially modified and custom VR demonstration kits will be prepared so that the indirect affiliates are equipped to target market and be successful in their efforts. Creative and innovative affiliate training programs, as well as compensation packages,will be used to motivate the indirect sales force.

Product Timeline: ViMarket UK Ltd Roadmap

2015
- **January:** VIMarket is Founded in London.

- **March:** #W3DC - Our first experiment into the creation, capture and crowdsourced development of 3D content.

- **August:** Acquired community of 5000 3D developers after successfully executing the World's First World Developer challenge at Games Developer Conference.

2016
- **January:** Launched ambassador programme for developers and marketing affiliates designed to build on developer challenge.

- **August:** Successfully launch 3D editor tool for our 5,000 user modelling community to create and render 3D objects for Merchant Partners.

2017

- **January:** Began feasibility study into the technical and commercial feasibility of ViMarket business and associated technological risks including viability of ViToken and blockchain development.

- **February:** VIMarket begin's station builder development.

- **June:** Completed feasibility study and commence 3 year product development roadmap and investment roadmap for ViMarket comprising developer, merchant and consumer roadmaps.

- **August** 400,000 community of 3D modellers. ViMarket begins commercialization plan through completion of alpha phase of station builder, room configuration software.

- **September** ViMarket announce the creation of it's VIToken utility token at NYC Fintech week and an exclusive preview of VIMarket, station builder and a planned initial coin offering, with no specific dates.

- **October** VIToken sale announced with dates of Friends and family, Pre-sale and ICO.

- **November** Phase 2 VIMarket launch Pre-ICO of ViToken

- **December** Phase 3 VIMarket ICO

2018

- Launch of Stations, Nation, VIMI and VIwallet.
- Subsequent ICO's

Assets:

To enable our vision to become a reality we are developing 5 core platforms:

- Editor
- Station builder
- Citizen Builder
- Nation
- VIMI

Editor
RL products > Virsions
Using our editor tool, ViMarket have made the opportunity to virtualize real-life products into photo realistic Virsions a reality. Developers and content creators can expand our inventory for Merchant Sponsors and users (known as Citizens) can customize experiences using our station-builder platform (ICO V1.0)   **(In Beta)**

Station and Citizen Builder
Virtualize yourself and your home
Focusing initially on home retail furnishing, clothing and accessories our citizens partner with merchant sponsors to showcase Virsons of RL products that you own or already wish to buy. There becoming an ambassador of this product, you are advertising the item via product placement, earning VIT. **(Early prototype phase)**

Nation
Our Virtual World
 With nation VR, you choose any place in the world where you want to have your online apartment. You can select one of hundreds of different apartments. Buy furniture in your apartment by paying with our in-game currency. Visit your and other apartments (stations) and see discover great interior design and virsions. Been seen in 3D, lifelike, including the fashion you have chosen to wear and the accessories. **(Early stages of development)**

VIMI
Our browser extension and app.

Connect your virtual self to the real-world shopping.
Browser extension/app tracking your retail browsing activity, allowing Citizens to try before they buy. Upon adding a product to your shopping basket irrespective of whether the citizen decides to check out or not product is added to shelve and shopper is notified within Nation. Citizen can then purchase virtualized Virsion and add to station or citizen.
Receiving a discount from Merchant sponsor on RL purchase plus affiliate commission on future purchases in (VIT)

Development Roadmap Summarized:

1.) **Editor:** Turning photos into Virsions: editor.vimarket.io

2.) **Station Builder:** purchasing and acquiring merchant sponsored virsions into real life rooms from VIMarket.

3.) **Citizen Builder:** Purchasing virsions of clothing and accessories to wear on the virtual self, as a citizen in Nation.

4.) **Nation:** The virtual world accessible via any device (agnostic) that allows Citizens to buy stations and virsons of inventory.

5.) **VIMI:** Browser extension allowing citizens to try before they buy.

Financials

Use of Proceeds

The creation of any software ecosystem is intrinsically complex, one element which is often neglected is the communication and documentation of what has been created. It is our intention to promote ViMarket, explaining the value of the token to as many people as possible and as a result onboard as many people as possible. In the interests of full transparency the ViMarket website will be updated on a monthly basis with P&L being published.

Budget

The following is an estimated budget for the first five years of operation. We believe this to be a realistic representation based on our teams solid experience within the VR ecosystem to date:

ViMarket	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Operations						
Headcount	7	10	15	20	20	
Expenses	$3.2m	$3.6m	$6m	$8m	$8.8m	
Rent	$400k	$600k	$700k	$800k	$920k	
Legal	$120k	$132k	$140k	$160k	$172k	
Software	$40k	$52k	$80k	$100k	$100k	
Product						
Headcount	12	15	20	30	35	
Expenses	$6m	$7.2m	$8m	$9.6m	$12m	
Marketing						
Headcount	12	15	20	30	35	
Expenses	$6m	$7.2m	$8m	$9.6m	$12m	
Governance	$480k	$540k	$800k	$920k	$1.2m	
Total Headcount	31	45	55	80	90	
Total Expenses	$16.2m	$19.32m	$23.72m	$29.16m	$35.20	**$123.64m**

Capital Expenditure

The following is a representation of how capital will be distributed in order to achieve the goals of the ViMarket.
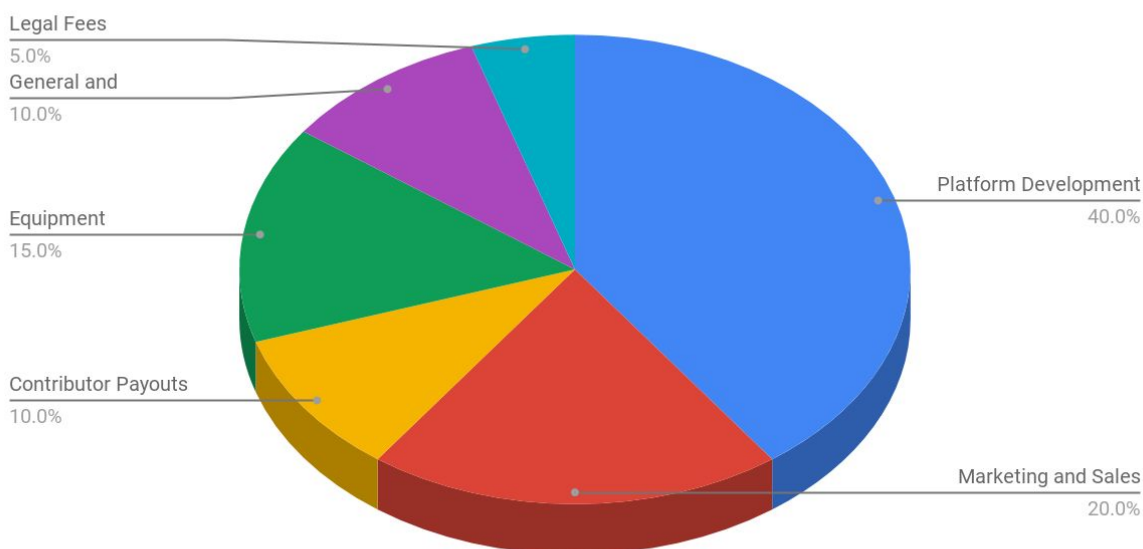
Platform Development

These funds will be used to further develop the ViMarket platform and bring the development in-house, this will be accomplished either via the acqui-hire of the current development team, or, by actively recruiting new developers and thereby moving development in-house. These funds will also be used to compensate employees/consultants for work completed to assist in the growth and expansion of the ViMarket and it's associated content.

Marketing and Sales

In order to create a thriving ecosystem there not only needs to be focus on technical development, there also needs to be a successful outreach program in order to communicate and educate. ViMarket Inc will deploy significant resource to marketing, communication and education with the aim of making the ViMarket and its ViToken the de facto currency for virtual goods.

ViMarket Inc will create partnership programs to liaise with the developer community via internationally recognised events and online channels to provide expert support for integrations of the ViMarket, its associated products, and its ViToken.

Contributor Payouts

These funds will be used for the immediate generation of content from those who have an existing profile within the VR community, and where there is a possible future synergy with ViMarket. Additionally we shall approach VR designers who could possible contribute objects into the ViMarket ecosystem, ultimately leading to growth of the system and thereby value.

Equipment

These funds will be used for the acquisition of development hardware that will be used in the creation of VR assets, and general equipment required for day-to-day operation of the company.

General and Administrative

These funds will be used for the ongoing operation of the company, covering such fixed expenditures like office rent, utilities, travel and accommodation where required, etc.

Legal Fees

A reserve will be ring fenced to cover any legal eventualities; this will be 5%, or at least $200k.

Fiscal and Monetary Governance

Given there will be a fixed number of tokens after the completion of the ICO, market forces will determine the value of the tokens, therefore those with a large supply conceivably could influence strategy and affect the market, as a result ViMarket Inc will closely monitor for potential issues within the ecosystem and take appropriate action. Subtle policy influence can be made to manage the tokens both in fiscal and monetary terms, such as purchasing, burning or icing tokens, or by being market makers; however, any actions taken would be made with full transparency and include all stakeholders in our discussions.

Transparency

Monthly financial and progress reports will be published to our website, in an effort to demonstrate full transparency. Additionally, there will be regular conference calls held online whereby you'll be able to hear directly from the boardroom and get deeper insight into the progress of the project.

ViToken Distribution

A fixed pool of ViTokens will be generated in order to fuel the ViMarket economy, <u>a portion of these tokens will be used within our first ICO event as described below</u>. The remainder of the ViTokens being held in reserve for subsequent ICO events to further the development and operation of the platform. Finally the ViTokens from the reserve will be made available for purchase in order to be used within the ViMarket ecosystem for the acquisition of virtual goods and services.

ViToken Sale (VIT)

Initially there will be a friends and family invitation only pre-sale commencing on 27th November 2017 and lasting until 7th January 2018 or until the pre-sale soft cap of 50M VITokens has been reached, with a token bonus of 75% for tokens purchased during this phase.

Interest in the Pre ICO can be registered at www.ViMarket.io before commencement of the pre-sale.

The total number of tokens available during the pre-ICO phase will be 80M, and 50M during the main ICO phase. The pre-ICO phase will begin on 9th January 2018 and will continue until 13th Febuary 2018, or until all tokens allocated to this phase are sold. Token purchased during the pre-ICO will benefit from a token bonus of 50%. The main ICO phase will begin on 14th February 2018, being announced at CES Unveiled in Las Vagas, and will conclude 19th March 2018, or until all tokens allocated to this phase have been sold. Tokens purchased during the main ICO will benefit from a token bonus of 25%.

ViMarket has a defined product roadmap and financial runway as a result there is a pre-determined minimum goal, this will enable core objectives to be completed and released.

	ViToken (VIT) / Bonus	Dates	Amount
Friend and Family	1.00 USD / 75%	Nov 27 2017 - Jan 7 2018	50M VIT
Pre- ICO	1.00 USD / 50%	Jan 9 2018 - Feb 13 2018	80M VIT
Main ICO	1.00 USD / 25%	Feb 14 - Mar 19 2018	50M VIT

ICO V1.0 Crowdsale Allocation

At the close of the crowdsale the distribution of ViTokens will be as follows:
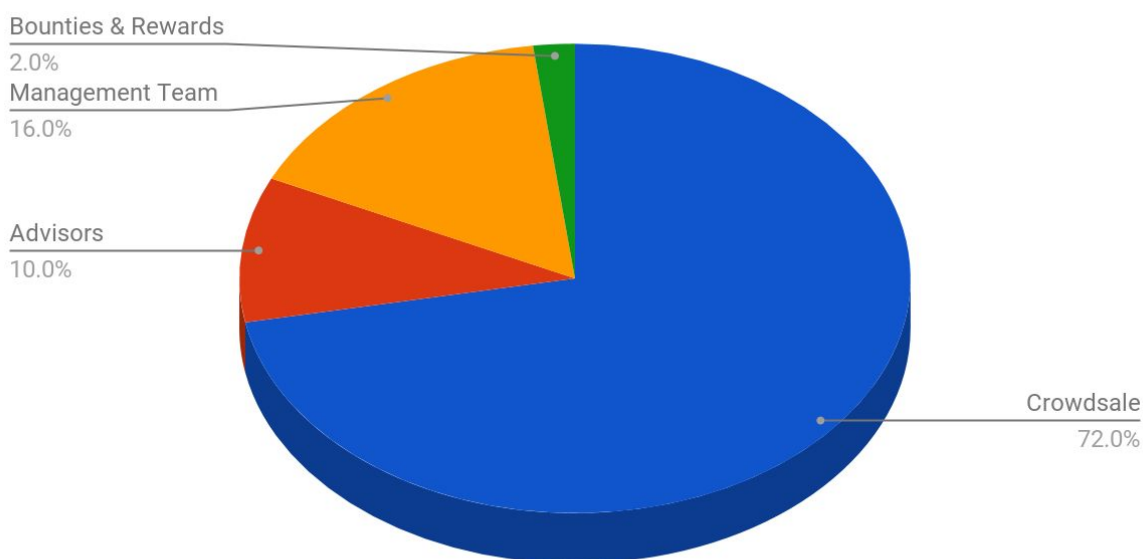
52% ViToken Crowdsale

ViTokens will be issued through a public crowdsale. Participants of the crowdsale will only be able to purchase ViTokens using Ethereum. At the conclusion of the crowdsale there will be no further opportunity to purchase ViTokens during ICO V1.0. After the closure of the crowdsale, those that have purchased VITokens will have them distributed via Ethereum smart contract

20% Friends and Family

These VITokens will be issued amongst the earliest supporters of ViMarket for providing the required funding in order to kickstart the project initially.

16% Management Team

These VITokens will be divided amongst the management team within the company. Half of the VITokens held by the management team will be frozen for a period of 12 months after the completion of the crowdsale, with the second half being frozen for a further 12 months. This is to ensure that no management team VITokens will enter circulation until the product is live.

10% Advisors

These VITokens will be divided amongst the advisors and will be vested for a three month period following the crowdsale.

2% Bounties and Rewards

These VITokens will be used in order to reward crowdsale participants that create extra traction for the ViMarket platform through our bounty campaign, and to support activities such as rewarding developers/creators who give their time in order to produce VR objects that can be used within the platform.

Token Trading

ViMarket will be launching their own proprietary and secure exchange on completion of the crowdsale event, where users will be able to buy and sell tokens.

Exchange Security and Uptime

Security will be of paramount importance, and therefore the ViMarket exchange will provide multiple layers of security prevent any hacking attempts and ensure that your funds always remain safe. In addition to security, service availability is another important consideration, therefore the system has been designed to ensure the exchange platform has 99.9% uptime; achieve by DNS failover and fast failover, Geo IP routing, and a distributed server architecture.

ViTokenomics

Vitokenomics is the major driver of token purchase and consumption and can be independent of the concept of a 3D/VR marketplace.

Merchant Sponsor discounts/commissions:
The economic model for ViMarket revolves around the pre-purchase by its citizens of the affiliate commission or discount paid to ViMarket for the referral of customers. For example, the typical referral / affiliate commission for online transactions, ranges between 5% - 15%+, depending on the product or service and the merchant.

For the ease of illustration, imagine a sofa that sells for $999.00.

Lets use a sample merchant discount from Macy's of 10%.
This means that ViMarket *as a form of media* gets paid $100.00 for every real life sofa, citizens elect to purchase, after purchasing the Virsion of that Sofa in station builder.

VIMARKET PASSES THIS COMMISSION DIRECTLY TO THE CITIZEN IN THE FORM OF A DISCOUNT!

The Virsion of that sofa is priced at .999VIT (since it's RL cost is 999 USD) Assuming the retail price of a VIT is 1USD, this means that the citizen is receiving a *100x economic benefit by purchasing the Virsion with VIT vs buying the RL good directly and independently of the platform.

This is a compelling and unique coupon-like incentive and reward for serious shoppers, contemplating a particular product purchase. Overtime and as the user and merchant sponsor base grows, we expect the cost per VIT to increase.

Our Tokenomic's draws on existing comsumer trends seen on platforms such as Pinterest, Instragram and Groupon.

Attention - Interest - Desire - Action.

The 100x economic benefit described above is an example and changes dependent on margins gained for the price in VIT of the Virsion vs the affilaite commission agreed by the merchant sponsor. We expect economies of scale to deliver a positive impact as scalability effects transaction volume leading to better negotiated commissions between ViMarket and our associated merchant sponsors.

Team and Advisory Board

Kant Jain	Chief VIsionary
Prudence McNellis	Marketing VIsionary
Guy Robert	Technical VIsionary
Laurent Velazquez	Creative VIsionary
Richard Westbrook	Developer Visionary
Simeon Mladenov	Developer Visionary
Kseniia Ovchynnykova	Social Media Visionary
Sergey Kuznetov	Developer Visionary
David Drake	AdVIsor
Will Fang	AdVIsor
Joe Daniels	AdVIsor
Matt Hagger	AdVIsor
Keith Kaplan	AdVIsor
Younghoon Lee	AdVIsor
Feroz Sanaulla	AdVIsor

Kant Jain, *Chief Visionary*

 www.linkedin.com/in/kant-jain-92405632/

 kant@vimarket.io

Kant studied industrial engineering at the university of Toronto, before graduating with honours. Kant became a multi-millionaire by the age of 24, through serial entrepreneurship, earning his bachelor's degree in the mid 90's. His experience is in transportation and real estate hospitality having built and sold companies. Although varied in business experience, the common connector is finance.

Kant has created and sold a number of businesses which has lead to the creation of VIMarket, with its unique e-commerce characteristics. VIMarket remains Kant's most ambitious project yet.

Prudence McNellis, *Marketing Visionary*

[in] www.linkedin.com/in/pru-mcnellis-bb746234/

[✉] pru@vimarket.io

Prudence has been a pioneer in the field of real-estate development, interior design and development, winning numerous awards for her work. As well as setting up a boutique consultancy for high end real estate investments in Mayfair, Prudence is also the co-founder of one of London's most prestigious private members clubs. Prudence has been instrumental in development our product and marketing roadmap for VIMarket, station-builder and the strategy for our Vination virtual world.

Guy Robert, *Technical Visionary*

[in] www.linkedin.com/in/guymrobert/

[✉] guy@vimarket.io

Guy Robert started as Global Product Manager at Ericsson, an international Telecom corporation. After working as Product Director for Vodafone, the largest Mobile Network in Europe, Mr Robert worked as International C Level Business Development Consultant throughout Asia and Europe during 5 years before he established an IT company in Spain, later acquired by a public group. Guy has, from his US based company built solutions within Virtual Worlds, Virtual Reality, Investment Platforms and Crypto Coin solutions.

Guy leads dev-ops and ViMarket's technical roadmap.

Laurent Velazquez, *Creative Visionary*

[in] www.linkedin.com/in/laurent-velazquez-60454ba/

[✉] laurent@vimarket.io

I achieved my doctoral degree in Physics at an early age. This knowledge has helped harness my ability to calculate the environment where I plan to take a photograph. Simultaneously calculating equations of ambient light to its reflecting surfaces while comprehending the distance from a subject to the size of the the lens, enables me to capture moments in their natural beauty. This is what separates photographers, from 'Photoshop Artists' and is why I was awarded several Emmy's, Associate Press Award (AP Award) and the National Press Photographers Assoc. (NPPA) Award during my tenure as a Staff Photographer for National Geographic.

I moved into Stereoscopic 3D and modelling in 2014 and have pioneered creative development in the space, building the world's first 3D app store and pioneering VR video content for ViMarket UK Ltd. My most recent credits include: America Most Wanted, Extra! Access Hollywood, Living Large (Travel Syndicated show), ABC News, FOX News, and E! True Hollywood Stories, E! Nearly Famous, E! News, Wild on E! Anna Nicole Smith Show "Princes of the Caribbean's E! "Dr. 90210" E! "The Entertainer" E! "Taradise"(Travel Documentary in Europe) E! "Party at The Palms" Fox Sports Net 54321 FOX Sports Net "Beyond The Glory", Fox Sports Net "The Best Dam Sports Show Period" Travel Channel "the top 10 best", Discovery Channel "Monster House", Discovery Health "Make Over" and "Surgery Facial Reconstruction" Biography Channel "Celebrity Treatment" Animal Planet "Magic Show", The Sharon Osborne Show, Comedy Central "Wanda Sykes in Las Vegas", MTV2 "Making The Video", ESPN2 "Cold Pizza" Court TV, National Geographic "Mega Monday", National Geographic Channel "Amazing Creatures", E! "Paradise City", HGTV, Food Network, Voom HD, Playboy Channel, 1999-2001 Photojournalist, FOX News (KVVU) Photojournalist, and edit stories, live shoots. 1994-1999 Photojournalist /Aerial photographer, ABC News (KTNV)

Richard Westbrook, *Development Visionary*

in www.linkedin.com/in/westwired

✉ rich@vimarket.io

Richard has been Director of Research and Innovation at E-Man Labs for over 10 years, and has been part of all E-Man's startups during this time – from the conception phase to product launch he has been involved, and this expertise will help define ViMarkets' processes and technical roadmap. Richard has previous experience with the development of 3D products being part of the team that developed and run of the World's first 3D developer challenge at GDC.

Simeon Mladenov, *Development Visionary*

in www.linkedin.com/in/simeonmladenov

✉ simo@vimarket.io

Simeon has been in technology for the past 15 years involved building some of the world's greatest finance platform whilst at E-Man Labs such as Wonga, Behalf and Capital on Tap. Simeon's development expertise will help define ViMarkets' technical roadmap. Simo also helped to lead the World's first 3D developer challenge at GDC.
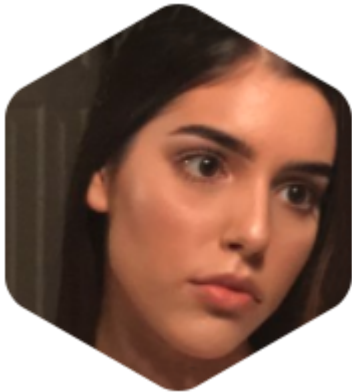
Kseniia Ovchynnykova, *Community Visionary*

in www.linkedin.com/in/kseniia-ovchynnykova-4663a2149/

✉ xenia@vimarket.io

Ksenia runs our community management across all social platforms, reporting to Prudence.

Sergey Kuznetov, *Developer Visionary*

in www.linkedin.com/in/sergey-kuznetov-a97429132/

✉ sergey@vimarket.io

Sergey Kuznetov is senior web developer with expert knowledge in mysql, javascript, html5, with a focus on the WebGL, MEAN and MERN stack. Sergey has focused his work on 3D web applications including rendering, 3D panorama etc during last 4 years. And has a wide experience in the online game, 3D web applications etc. Sergey holds a Bachelor of Engineering from the Kherson National Technical University.

Our VIsionary AdVIsors

David Drake, *AdVIsor*

in   https://www.linkedin.com/in/ldjcapital/

Founder and Chairman, LDJ Capital Inc.

David Drake and his family office LDJ Capital and its partners, has acted as GPs and investors in fund-of-funds, realty funds, venture capital funds, seed funds, debt funds and hedge funds. Mr. Drake's investments and private equity advisory at LDJ Capital currently has 50+ global directors and family office partners maintaining relations with institutions and family offices with $1.5 trillion in assets.

Mr. Drake and his family office manages and co-invests alternative assets with the top 30 out of his investments in The Soho Loft Media Group that has a 5000 family office and institutional investor reach. These top 30 have aggregate asset under management of $1.5 trillion with 40% from Asia, 30% from Europe and 30% from the Middle East.
Mr. Drake's access to 100,000 investors is maintained through his media holding investment The Soho Loft Media Group which has produced and sponsored over 1100+ global finance conferences since 2002, ie events by institutional media leader Thomson Reuters, with speakers from Nasdaq, NYSE, KKR and Carlyle Group. Global investor relations, capital allocation, syndication and buy side advisory are augmented at LDJ Capital advisory division via The Soho Loft Media Group.

LDJ Capital Special Situations partners have invested $100 Million in Alibaba and Palantir and continues with its NYC partner at McCarter English to place $500M in pre-IPO companies such as Lyft, N3N, Klarna, Dianrong, Truecaller, Crowdfunder, MagicLeap, DropBox. LDJ Capital Real Estate's multi-family strategy is to acquire series A core rental properties in global gateway cities at a 4+ cap rate and turn them into a 10 cap repositioning with a 15% IRR. The realty hotel division works with top 10 hotel operators and asset managers globally including pursuing its own hotel acquisitions and hotel conversions in NYC. LDJ Capital invests and handles buy side advisory for institutional fund placement, mutual fund seeding, fintech Investments, data and risk analysis investments, natural resources from gold to oil revenue generating properties to operating minority and controlling stakes in, but not limited to, broker dealers, wealth management, hedge funds, transportation, finmedia to insurance.

Mr. Drake has been involved in technology, media, telecoms, realty, hospitality, cleantech, energy and social impact investments for more than 25 years. He is an advocate of digital automation investing in private equity, compliance, capital formation policies and the US JOBS Act which he lobbied for in the US Congress and the EU Commission. Because of his leading work in this space, he represented the US Commerce Department at the EU Commission in Brussels and Rome in 2012 and was invited to the White House Champions of Change ceremony in Washington, D.C. and as a speaker at the UK Parliament in 2013. Privately, Mr. Drake has hosted the Harvard Business Club of NY at his home, produced Carnegie Hall concerts and raised funds for the charities Trail Blazers and Best Buddies for many years. As he resettled in NYC from years of traveling, he was honored March 2015 to become a board director for the New York City Opera and years as a board advisor for The Washington Ballet which allows him to work and advise US Ambassadors from, but not limited to Sweden, Dominica, Ukraine, Marshall Islands, Australia and Luxembourg.

Born in Sweden and fluent in six languages, Mr. Drake has an MBA in Finance and an MA in International Law and Economics from George Washington University in DC where he was awarded the Wallenberg Scholarship for academic merit.

Will Fang, *AdVIsor*

in   https://www.linkedin.com/in/willfang/

Former IBM Product Management, Director of International Relations Asia & Family Offices (China, North America)

Will brings 10 years of experience in the general management, market development and product development for top global banking clients and high technology firms in North America, EMEA and Asia Pacific. Will specializes in Business Development, Negotiation, Cross-Border Transactions, Joint Venture, Strategy Consulting, Key Account Management, Branding and Experience, Executive Education, and Real Estate. Will served as an executive adviser for Greater China Society, one of the largest regional student clubs at Columbia Business School with over 300 members. The club's mission for the is to improve professional community for students who have an interest in the Greater China region. This club focuses on three primary initiatives: career development, social activities, and community outreach. Within these initiatives club focus on the China Business Conference, student events (educational, networking, and social) and several Asia treks. Will holds an Executive MBA from Columbia Business School, a Bachelor Math from the University of Waterloo. He speaks fluent English, Mandarin, and Cantonese.

Joe Daniels, *AdVIsor*

in www.linkedin.com/in/joe-daniels-4511a02/

Legal Counsel, McCarter & English

Joseph Daniels is Co-Chair of the firm's Venture Capital & Emerging Companies practice, representing startup to publicly-held technology, life science and consumer companies, venture capital and private equity funds and investment banks in a wide range of seed and venture financings, mergers and acquisitions, IPOs and other public offerings. He regularly advises a broad range of startups, venture-backed companies and VC funds, and has led hundreds of venture and strategic financing transactions. Mr. Daniels has helped companies and private equity firms handle dozens of merger, acquisition and disposition transactions. Additionally, he has represented issuers and underwriters in scores of IPOs and follow-on public offerings involving companies in the technology, life sciences and consumer sectors, including leading investment banks such as Credit Suisse, Morgan Stanley and Oppenheimer.

Mr. Daniels also serves as outside general counsel for numerous companies, assisting them with everything from day-to-day business transactions to multinational strategic alliance transactions ranging from technology and distribution partnerships to joint ventures. He focuses on representing clients involved in high-growth sectors, and has experience with a broad range of industries, including adtech, agile aerospace, artificial intelligence, biotech, cleantech, consumer, digital media, ecommerce, energy, Internet of Things, Fintech/financial services, life sciences, mobile, semiconductor, software and telecommunications.

Matt Hagger, *AdVIsor*

in   www.linkedin.com/in/matthewhagger/

Founder E-Man Labs venture and blockchain consultancy. Start up entrepreneur and angel investor.

Matt Hagger is a serial entrepreneur with a track record. He started his first business aged 16 with a High school friend and has never looked back. Matt set up E-Man in 2000 as a side project, creating the first real-time desk-top news alerts platform in the world, pre-RSS feeds, winning a patent and 6 figure investment from Cambridge University Science Park, DTI and St Johns Innovation Center. Matt was just 21 at the time. Matt was a very early innovator in the mobile space creating one of the first 5 productivity apps ever to appear in Android market in 2009 and developing one of the first ever location and photo/video capturing platforms using a combination of Java ME and Flash lite in 2008 running on Nokia N95 devices. This became the prototype for Zkatter his latest venture. Matt then helped Samsung mobile innovator launch and grow their native OS Bada through building a number of pioneering apps on the system.

Matt uses E-Man to prototype his ideas and are growing E-Man into an agency with offices in 3 countries serving clients across Europe and America. Matt has consulted for Disney, 20th Century Fox, BBC, NHS and many other global organisations and spoken at Mobile World Congress.

In 2009 Matt was eventually recognized as one of the top 30 entrepreneurs under the age of 35 by Growing Business magazine. He remains the only entrepreneur to win two Smarta awards two years running for separate ventures, with one of his companies being crowned the overall winner for 2009. Matt won the Red Herring award for Co-Founding Bizk.it and start-up was voted the 33rd best new business in the UK by startups.co.uk.

In 2010 Matt won Samsungs world developer challenge for Zkatter's execution on the platform and was then asked by the BBC to analyse and commentate on technology during a weekly technology show in the UK. In 2012 Matt won a national award entitled a 'Great Britons' for technology in the UK. Matt incubates technology from his start up studio E-Man labs and has successfully funded and invested in companies such as Snatch, Zoomdoc and Doppels.

Keith Kaplan, *AdVIsor*

in www.linkedin.com/in/keithrkaplan/

Tesla Foundation - Founder Cybersecurity, Drones, Robotics & Artificial Intelligence education (Los Angeles)

Keith has the unique mix of rational and creative thought.

Keith Kaplan vigorously pursued and participated in many innovative projects that push the limits of technology and how it can be used for good. Mr. Kaplan sees the integration of technology as an opportunity to further the good of mankind. He says, " It is the responsibility of those that have the means to assure the safe and ethical integration of all technology for the betterment of mankind".

When he was 15 years old, Keith Kaplan was accepted to the California Institute of the Arts, "Cal Arts", for Music and Composition, and the emerging study of computers for Compositional Keith Kaplan is a Director of Cybersecurity, Drones, Robotics & Artificial Intelligence with 3 decades of expertise in these fields. He represented LDJ Capital interests at the Future Energy Summit in Abu Dhabi last January 2015. He is a Co-Founder of the Tesla Foundation, and currently its CEO.

Keith leads the Tesla Foundation in accomplishing its mission to create, promote, and protect Innovation as well as the steps needed to commercialize these breakthroughs via the power of research and education. The Tesla Foundation's Initiatives are focused on connectivity, autonomy, big data, cyber security, education, commercialization, and educational events. Keith Kaplan has traveled the world talking about the integration of cyber autonomy into our everyday lives. He has been in meetings at the White House and speaks at major conferences and symposia globally. He guests in major TV and Radio stations and writes articles for major publications. He is a consultant and member of the team that creates emerging technology. He is an expert in the integration of new technology into the marketplace as a computer scientist and creative programmer. He flourished in the integration of engineering and computer science in creativity. This is his life's work.

Feroz Sanaulla, *AdVIsor*

in www.linkedin.com/in/feroz-sanaulla-9355272/

Former CEO Intel Capital (MENA, Abu Dhabi, Dubai)

As the founder of the Middle East, Turkey and Africa office of Intel Capital, Feroz ran a team whose objectives were to expand, align and accelerate the frontiers of technology via strategic relationships with companies in the context of driving significant positive financial returns for Intel. In his engagement as a principal investor, Feroz reviewed over 200 deals yearly and led investments in 11 companies and one acquisition (Egypt).

Educated in the US and with work experiences from US, Asia and Europe, Feroz brings a unique global perspective in building businesses. Feroz has been involved in entrepreneurial start-ups in social networking, enterprise software, consumer internet and mobility companies. He has also serves on several boards as an advisor.

Regionally, Feroz has build networks with regional PE houses and investment funds to engage in multidisciplinary investment platforms and he has served as an independent investment committee member at the Etqaan Sharia Fund (TNI/KAMCO). While at Intel Ireland, Feroz worked on three major acquisitions: DSPC ($1.6B acquisition of CDMA chip developer), Xircom ($748m acquisition of Ethernet connectivity provider) and GIGA ($1.25B acquisition of Gigabit Ethernet chip developer). Post his M&A career, Feroz ran a division focusing on growing Intel's presence in the emerging markets (including Central Eastern Europe, Russia and the Middle East, Turkey and Africa) by leading local footprint setups. This led to Feroz being chosen by Intel leadership to build its private equity and venture capital presence in the Middle East.

Feroz founded and opened Intel Capital's office in Dubai in January of 2008. Feroz holds an electrical engineering degree from The University of Maryland (honors) and an MBA from the Ross School of Business at The University of Michigan. Feroz is based in Dubai and provides a bridge for relationships that span the global markets. He is a member of the Abu Dhabi Chapter of YPO (Young Presidents Organization, www.ypo.org), A charter member of TiE (The Indus Entrepreneurs, www.tie.org), An Investment Selection Panelist at Endeavor (www.endeavor.org) and belongs to numerous technical and leadership honor societies. Feroz has spoken at Harvard University, ArabNet, TechWadi, WAMDA and many other conferences. Feroz serves on the advisory board and in advisory capacities to Smartstones (www.smartstones.co), SPOTS (www.spotsapp.us), First Global Data (www.firstglobaldata.com), Goodyox (www.goodybox.me) as few of the startups.

Younghoon Lee, *AdVIsor*

in   www.linkedin.com/in/younghoon-lee-4113089/

Inventor of Stereoscopic VR Technology. Chief executive of MasterImage VR. Recipient of the South Korean Prime Ministers Award For Entrepreneurs and the Award For Technology Innovation in VR Imaging at INNO-TECH.

Partners

The company is developing strategic partners with companies in 3D modelling and retail and development.

Starting with a community of 5000 developers we have now access to 400,000 in our community. Merchant sponsors form retailers that have bespoke product designs containing intellectual property that can be virtualized. ViMarket will work with merchant sponsors from over 10,000 organisations to assemble the largest inventory of virtualized real life (RL) products in the world.

The proceeds of our ICO 1.0 will facilitate the commission of the development of virtual products and forming strategic alliances with our merchant sponsors, in addition to development costs

Culture

ViMaket is building and promoting a culture of freedom inside the corporation and throughout the userbase. Our platform enables our Citizens to think freely and create without limitations enabling them to become the best that they can be, giving our merchant sponsors maximum insight into the minds of our community of citizens build ever closer relations.

The VIMarket company culture is adopts an open, transparent fair policy within the team.

1. Passion over knowledge. At ViMarket we value knowledge, but prioritise passion & the willingness to learn, accept failure, evolve and adapt and change in pursuit of personal development. Don't be afraid to be wrong.

2. Look to give rather than receive: In pursuit of growth, knowledge exchange and happiness we actively promote the paying-it-forward mentality with our team. Helping and supporting fellow team-mates is the key to success.

3. Listen: Nobody enjoys the company of people who don't listen to others. The most popular people are always those who are prepared to listen and understand other people's point of view. At ViMarket we pay special attention to this.

4. Empathise and show understanding: Even if you do not necessarily agree with a person's point of view, the ability to try and give patience in any situation helps build great teams.

5. Transparency and openness: At ViMarket we value accountability. You should have no secrets or grudges with a fellow team mate and in the event of conflict, seek to resolve this through open and transparent communications. Secrets fester and become problems.

6. No Ego: Ego and an opinion of others that is just not true can damage team environments. At E-Man we work hard to maintain a happy and kind environment for all.

7. No gossiping: Gossiping is negative for team environments and we do not condone this.

8. No fear of failure: Failure is a part of life and inevitably we get things wrong. The key is to succeed and fail as a team and clearly understand that there is often as much to learn from failure as success and that just by trying you can make a difference to yourself. We are a team and are not here to point fingers at others.

9. Promote a sense of fun, creativity and adventure: We are here to enjoy our experiences and that means work should be fun and you should be rewarded for it. By promoting fun and creativity and a sense of adventure in everything that we do, ensures life is rewarding!

10. Lastly, shock our partners with the WOW factor of our abilities: We are here to gain satisfaction from our work. Let's really show the people who put their faith and trust in us, just what we can do!

Developer Events

ViMarket is the pioneer of 3D development and developer community. Having been joined by Freevi and the history their World 3D Developer challenge in Los Angeles, San Francisco and Las Vegas, VIMarket has build up a community of 400,000 3D asset creators.

Our journey into developer events started in 2014. When we launched #W3DC. After creating and holding the first ever world developer challenge for 3D developers we created the first 3D app store and SDK for developers and build the world's first unity plugin for building stereoscopic games.

During the next 12 months and with proceeds of our ICO, VIMarket will set up future 3D Asset creation led developer events, where our evangelists will present the opportunities for crowdsourced merchant sponsored development for the nation and our builders, using www.editor.vimarket.io
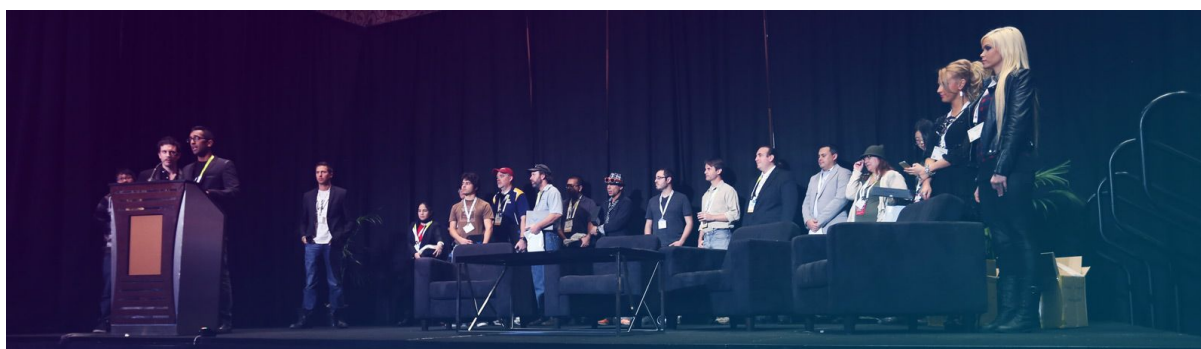
Legal Considerations

This document is for informational purposes only and does not constitute an offer or solicitation to sell securities in any jurisdiction. Any such offer or solicitation will be made only by means that are in compliance with applicable securities and other laws. No information or opinions presented herein are intended to form the basis for any purchase decision, and this document does not constitute investment advice or counsel. This document is not part of, and may not be relied on in connection with, any contract or commitment whatsoever. Any purchase or sale involving VIMarket UK Ltd will be set forth and governed exclusively by other documents.VIMarket UK Ltd expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this document; (ii) any error, omission or inaccuracy in any such information; and (iii) any action resulting therefrom. This document contains forward-looking statements that are based on VIMarket's current understanding, expectations, and assumptions, which ViMarket believes to be reasonable.

These statements involve inherent risks and uncertainties, including those relating to our early stage of development, ability to attract users and grow our business, regulatory matters, and matters bearing on cryptocurrencies generally. These risks and uncertainties may cause actual results to differ materially from those expressed or implied by such forward-looking statements. You should not place undue reliance on such statements, and no representation is or can be made as to their attainability or accuracy. This document is written as of its date and VIMarket undertakes no obligation to update any statements herein, except as required by law. The White Paper may be updated or altered, with the latest version of the Document prevailing over previous versions and we are not obliged to give you any notice of the fact or content of any changes. The latest version of the White Paper in English is available at the website https://vimarket.io/. While we make every effort to ensure that all data submitted in the White Paper is accurate and up to date at the point in time that the relevant version has been disseminated, the proposed document is no alternative to consulting an independent 3rd party opinion. The White Paper and the related documents may be translated into languages other than English. Should a conflict or an inconsistency arise between the English language version and a foreign language version, the English language version of the Document shall govern and prevail. The White Paper does not constitute an agreement that binds VIMarket.

VIMarket, its directors, officers, employees and associates does not warrant or assume any legal liability arising out of or related to the accuracy, reliability, or completeness of any material contained in the White Paper. To the fullest extent permitted by any applicable law in any jurisdiction, VIMarket shall not be liable for any indirect, special, incidental, consequential or other losses, arising out of or in connection with the White Paper including but not limited to: loss of revenue, income or profits, and loss of data. Persons who intend to purchase VITs, should seek the advice of independent experts before committing to any action, set out in the White Paper. You agree that you purchase, receive and hold the VITs

at your own risk and that the VITs are provided on an 'as is' basis without warranties of any kind, either express or implied. It is your responsibility to determine if you are legally allowed to purchase the VITs in your jurisdiction and whether you can then resell the VITs to another purchaser in any given jurisdiction.

You bear the sole responsibility for determining or assessing the tax implications of your participation in the crowdsale, purchasing, or receiving and holding the VITs in all respects and in any relevant jurisdiction. No regulatory authority has examined or approved of any of the information provided in this White Paper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The regulatory status of tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the VIMarket Ecosystem and VIT. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to law and regulation affecting distributed ledger technology and its applications, including the VIMarket Ecosystem and VIT. Regulatory actions could negatively impact the VIMarket Ecosystem and VIT in various ways, including, for purposes of illustration only, through a determination that the purchase, sale and delivery of VITs constitutes unlawful activity or that VITs are a regulated instrument that requires registration, or the licensing of some or all of the parties involved in the purchase, sale and delivery thereof.

The VIMarket Ecosystem may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. Given that VIT is based on the Ethereum protocol, any malfunction, breakdown or abandonment of the Ethereum protocol may have a material adverse effect on VIT. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to VIT and the VIMarket Ecosystem, including the utility of VIT, by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol. As with other decentralized cryptographic tokens based on the Ethereum protocol, VIT is susceptible to attacks by miners in the course of validating VIT transactions on the Ethereum blockchain, including, but not limited, to double-spend attacks, majority mining power attacks, and selfish-mining attacks.

Any successful attacks present a risk to the VIMarket Ecosystem, VIT, including, but not limited to, accurate execution and recording of transactions involving VIT. Hackers or other malicious groups or organizations may attempt to interfere with the VIMarket Ecosystem and VIT in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, because the VIMarket Ecosystem is based on open-source software, there is a risk that a third party or a member of the VIMarket team may intentionally or unintentionally introduce weaknesses into the core infrastructure of the VIMarket Ecosystem, which could negatively affect the VIMarket Ecosystem, or VIT.

Conclusions

Vimarket UK Ltd, the company behind ViMarket has announced the crowdsale of it's digital currency "Vitokens" (VIT) for December 1st 2017.

The next generation e-commerce marketplace utilizes photorealistic 3D VR technology commonly used in online games to offer shoppers unprecedented confidence and value when purchasing from any of their internet connected devices.

ViMarket users are encouraged to "Be Visionary" by purchasing the virtual version of their contemplated purchase using ViTokens, and simulate ownership before deciding to take delivery of the Real-Life (RL) product. This is achieved through simple, easy to use tools that allow customers to recreate environments within which the product would be utilized, then comparing the product against other choices, thereby minimizing returns, which is a big cost and fear in online shopping.

A prime first use-case is the real-estate and interior design sector. "Users can replicate a space, interior or exterior, then outfit it virtually using ViMarket's StationBuilderTM function, to suit them perfectly before investing hard earned capital on such an important and long term decision" states Prudence McNellis, Marketing Visionary for Vimarket, who comes from a real-estate and design back ground herself. ViMarket's technologies can be applied to an increasing range of departments, including shopping for cars and clothing.

Vimarket's real value proposition however, is it's Ethereum-based "ViToken" virtual currency that allow user's to purchase the virtual version ("virsion") of the things they are interested in. This VR "try before you buy feature represents real economic value, because owning the virsion of a good entitles the Visionary to a specific discount on the purchase of the RL product from the "Merchant Sponsor" selling the item on the platform. "ViTokens therefore are exponentially more valuable than their cost, to shoppers who are seriously considering purchasing an item." says Kant Jain, Chief Visionary, another director of ViMarket, who's experience in purchase finance from everything from transportation to property, validates the utility of ViMarket's Cryptocurrency.

ViMarket's public crowdsale is scheduled to commence December 1st, 2017, with a pre-ICO commencing the 2nd week of November. An all-star line up of Board Advisors from the blockchain and technology space are expected to be announced through til the crowdsale and appear on Vimarkets ICO website, http://www.vimarket.io