



v i m a r k e t

Shop Virtually. Save in Reality.

Vimarket.io Case Study

- Vimarket was a result of founders' experience with 3D hardware provided by Freevi and its 'Flightdeck' brand of VR products, which now joins ViMarket UK Ltd.
- innovation of glasses-free 3D tablet precipitated need for content.
- 3D content acquisition/creation campaign evolved to VR

What Is Vimarket.com?

- a virtual reality content marketplace
- affiliated with real life (RL) "merchant sponsors" (brands)
- "soup to nuts" inventory encompassing all commercial categories
- Replacing the wishlist
- Attempting to challenge impact the of Shopping cart abandonment

USP - "Be Visionary"

- customers (visionaries) can "simulate their purchase decisions" online before clicking checkout
- experience virtual ownership and share status with friends using social media for feedback and validation
- qualify for significant discounts from merchant sponsors they have purchased "virsions" from (virsion = virtual version of RL good)

Vitokens Soft Currency

- Visionaries Acquire Vitokens (VIT) to Acquire Virsions
- Virsions are priced the same in VIT as their RL counterparts in USD. ie. The Virsion of a \$899USD couch would cost 899 VIT
- the current purchase price for 1000 Vitokens (Platinum or VITP) is \$1 USD (ie. 50,000 VIT for \$50)

The Future - Nation and Viral Growth

"Ultimately and for certain users, their virtual life will become increasingly more important and real than their real life. We already see it with social media and a growing number of its users. This will cause (VIT) to increase well above the Soft price of \$1 per user as the coin supply is fixed.

In the future, and I don't know if that's 10 months or 10 years we will look back and see the opportunity to buy VIT for .25, .50 or even \$1 as the greatest lost opportunity of our lives"



David Drake, Board Member and Advisor, ViMarket.

VITokens Cryptocurrency

- ICO purpose is to cover development and content acquisition costs
- Pre - ICO : 60% discount from market (\$0.25/VITP instead of \$1) + Hardware Bounty
- ICO expected to open at \$.75 per (VIT)