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NFT PLATFORMS

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CURATING THE WEB3 ECONOMY IN THE MIDDLE EAST

In the Crypto Oasis, we have created global platforms to foster creativity, entrepreneurship, and collaboration in Web3 and the Metaverse. These initiatives have been designed to bring together prominent voices from the Web3 design, metaverse, and gaming community space. While we share insights and experiences, we get a chance to network and educate each other on the Web3 revolution.

The Web3 renaissance is being heralded by technological innovations such as NFTs. NFTs (Non-fungible tokens) are ground-breaking for the digital economy, the art world, and the gaming universe. The fact that they enable digital asset ownership, has enabled multiple industries, especially art, collectibles, and gaming.

Allowing individuals to own their digital assets has brought a new economic incentive to the crypto world and the NFT market is set to be worth USD 231 Billion in 2030. NFT projects, blockchain gaming, play-to-earn games, fractionalisation of art, and democratising art are some of the opportunities that we realise can leverage Blockchain and give power back to the creators through decentralised tech.

We have two initiatives that have helped create spaces to acknowledge the multiple dimensions of real-world application of Blockchain technologies especially in art and gaming. We have been adding to Dubai's vibrant Web3 community with:

- arte - a Web3 Meta Community
- Crypto Oasis Games Guild - an ecosystem for game makers and service providers

arte

arte is a dynamic community-driven initiative that fosters collaboration and knowledge sharing among individuals in the Web3 space, including artists, investors, collectors, blockchain specialists, and Metaverse enthusiasts. It serves as a hub for staying updated on the latest news and trends, while also educating the wider public on blockchain technologies.

As the art industry has become increasingly intertwined with the crypto market and the emergence of NFTs in 2020, arte provides a much-needed space for various communities to connect, collaborate, and showcase their creativity and entrepreneurship in the Web3 ecosystem. Its global community offers a platform for even the smallest projects to gain exposure and interact with the industry and community.

With the art industry playing a vital role in shaping the virtual design of the Metaverse, arte brings together all the essential players in the Web3 universe, creating opportunities for thought leaders to share knowledge and collaborate.

Arte's weekly meetups held at the Pointe, Palm Jumeirah, have been a significant achievement, with over 100 projects and founders showcased in the past year. The platform welcomes all newcomers, blockchain enthusiasts, and seasoned crypto professionals, creating an inclusive community. Where community members come for the project and stay for the community.

In partnership with the Theatre of Digital Art at Madinat

Jumeirah, we launched arte Talks. A bi-weekly talk series that elevates the thought leadership element to the next level, featuring some of the most exciting emerging voices in art and crypto, delivered in a keynote format to a crowd of Web3 enthusiasts.

Arte Experience has been a pioneering Web3 IP export from the region, with regular meetups and exhibitions held at Trust Square in Zurich over the past six months, showcasing major artists and projects from around the world. This global expansion is set to continue, with arte Experience soon to be held in other countries worldwide.

Crypto Oasis Games Guild

The Crypto Oasis Games Guild is a B2B symbiotic collective of game makers and service providers from all over the world. It was created to be an ecosystem within an ecosystem for the region. It aims to enable businesses in the Web3 gaming industry to create alliances, create mentorships between industry experts and newcomers and build thought leadership in the space. With blockchain games transforming the gaming universe, the Crypto Oasis Games Guild will create opportunities for initiatives to be taken as a collective rather than as individual organisation, in turn having a higher level of success and reach.

Blockchain gaming has experienced tremendous growth in 2022, with activity increasing by 2000% compared to the previous year. Despite challenging economic conditions, the Blockchain gaming sector has surpassed \$3 billion in investments from global investors and venture capitalists. The development of gaming decentralized apps (dApps) is on the rise, while the metaverse ecosystem provides further opportunities for games to shine in the blockchain universe. Integration of blockchain technology in gaming apps is driving market growth and Blockchain games attracted over 1.22 million unique active wallets in March 2022, making up 52% of the total activities in the blockchain ecosystem.

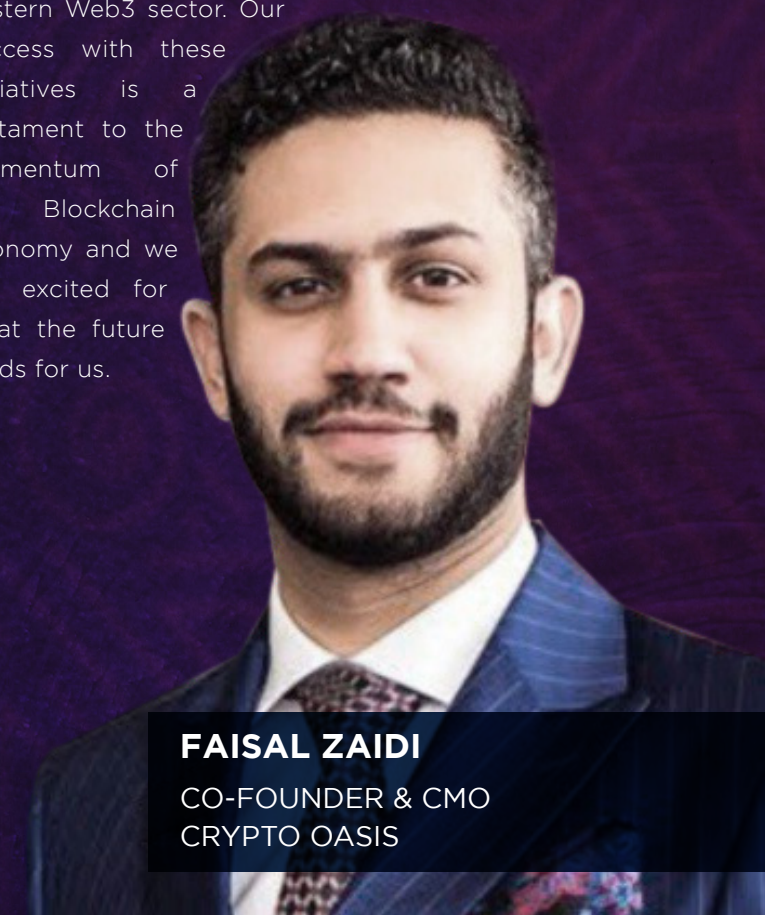
The Games Guild will create leadership in this space with content and events that will educate and inform. We have already completed workshops with Unity, where some of

the Unity leadership came down to give training on new products and showcase some new developments made on the software.

The mentorship provided by industry leaders in the Guild will help design best practices and build tools that will enhance the future of gaming and the metaverse. The Crypto Oasis acknowledges the concept of an open economy and the new business model of Play-to-Earn (P2E) Games that is witnessing exponential growth and is gaining traction as it refines itself over time.

These two ventures in the Crypto Oasis have two primary directives: to educate about the cultural phenomenon that is NFTs, the Metaverse, blockchain, and Web3 and, to provide a platform that helps develop cutting-edge disruptions. arte and the Crypto Oasis Games Guild bring together a strong portfolio of Web3 leaders to help create synergy in the industry and share information readily that otherwise would not be accessible to the ordinary folk.

Members of arte and the Games Guild will play a significant role in the Crypto Oasis ecosystem and contribute to the growth and development of the Web3 community. They will be at the forefront of the vibrant and growing Middle Eastern Web3 sector. Our success with these initiatives is a testament to the momentum of the Blockchain economy and we are excited for what the future holds for us.



FAISAL ZAIDI
CO-FOUNDER & CMO
CRYPTO OASIS

NFT PLATFORMS

An NFT (Non-Fungible Token) platform is an online marketplace used to buy and sell NFTs. NFTs represent different digital assets including art pieces, songs, movies, memes and more. The tokens can be created and bought for fixed prices that are set on the platform. Users usually need to use a Crypto wallet to store, buy and sell NFTs.

There is a range of NFT marketplaces depending on what's being sold. Some spaces specialise in trading digital art. Others allow users to purchase virtual land in various Metaverses. There are NFT marketplaces for sports collectibles, video games, information systems and other investments.

The NFT industry in the Middle East is expected to grow by approx. 45.5% annually, with a compounded annual growth rate of 32.1% from 2022 to 2028. Several NFT marketplaces have popped up in the UAE over the past year, making it easier for the public to trade NFTs.

19.4mn

Total Volume of NFT Sales

\$4.7bn

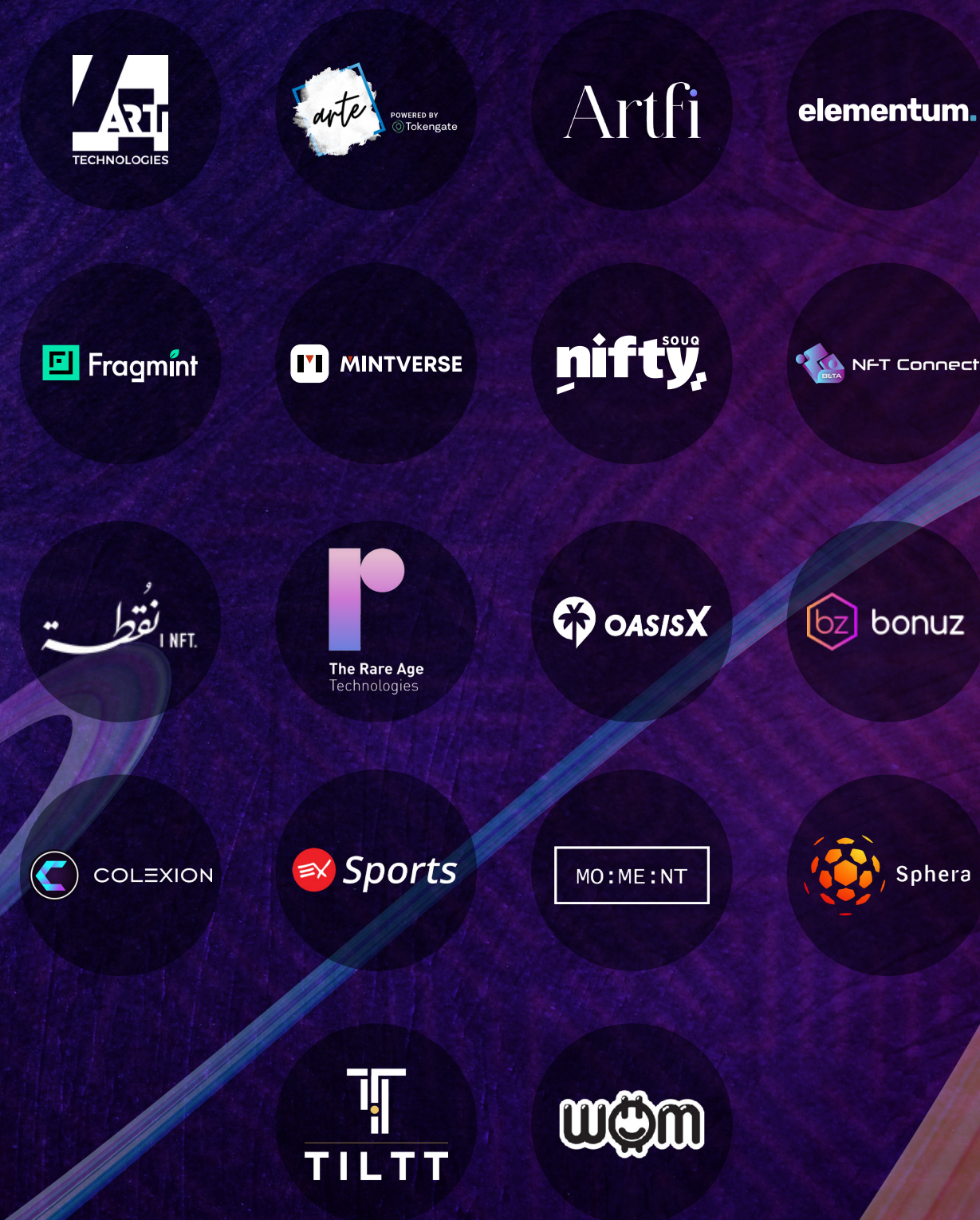
NFT Sales in Q1 2023

+137%

NFT Sales in Q1 2023 vs Q4 2022

\$19.1bn

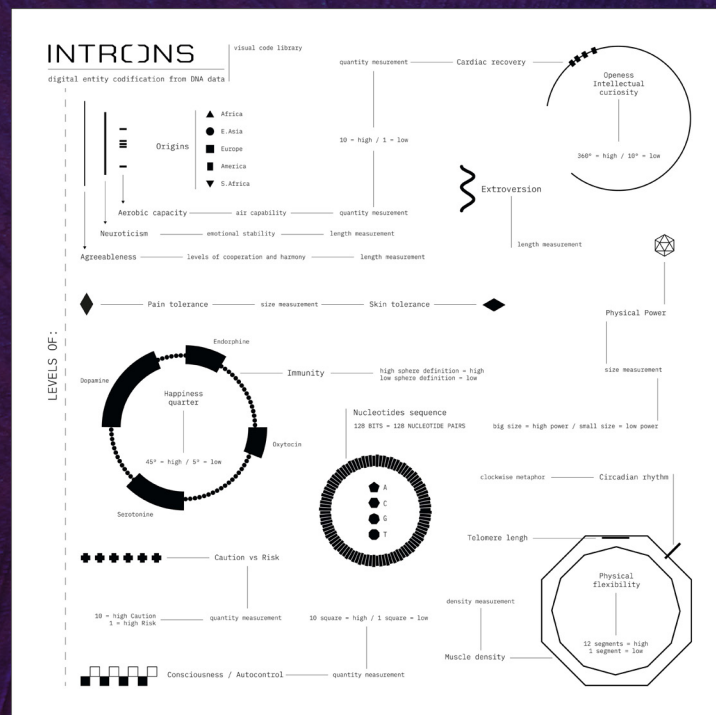
Total Royalties Earn By
Creators From 2021 to Q1 2023



elementum.

BEYOND THE CANVAS: NEW TRENDS IN THE DEVELOPMENT OF THE NFT ART MARKET 2023

The NFT market has been around for a few years now, but it was not until recently that it started to gain mainstream attention. At the beginning of 2023, the NFT market saw a rebound, and one of the driving factors behind this was the introduction of new NFT collections by key figures in the industry. Yuga Labs, for example, launched its Bored Ape Yacht Club (BAYC) collection, which hit the headlines among the collectors: the collection sold out within a few hours, while some of the pieces fetched millions of Dollars.



We notice a growing interest in NFTs as a means of investing in the creative industries: NFTs are perceived by investors as a way to support artists and creators directly, while simultaneously this would potentially lead to generating significant returns on investment. As the NFT market is constantly growing, NFTs as a means of investing in the creative economy appear as the most likely scenario. And what does that mean for the NFT market in general and

specifically for the art sector? The future of the NFT market looks promising, and the recent rebound in trading volumes and sales is characteristic of the high demand for NFTs, distinctly for art and collectibles.

Innovation and new technologies constantly keep accompanying all the sectors of the NFT market alike. A vivid and cutting-edge example, illustrating the artistic side, is the new media and conceptual artist Solimán López, who showcased two unique DNA-based projects at the Art Dubai Digital art fair 2023. With his project INTRONS, the depths of the human essence through the molecular structure of the DNA are explored, as a new alternative to represent identities from their DNA into the Web3. Therefore, the representation of digital identities lies at the center of his artistic practice and becomes a pivotal concept that broadens the perspectives.



In the last months, there has been a growing trend in the world of NFT art towards longform generative art. This form of digital art is created by using algorithms to generate unique variations of the same artwork, resulting in a seemingly infinite number of variations. Additionally, another trend that has emerged is the dropping of open editions. This means that instead of selling an unlimited number of copies of a particular artwork, only a limited number of unique copies are sold, which adds to their exclusivity and value. These two trends are reshaping the world of NFT art and pushing the boundaries of what is possible in the digital art world.

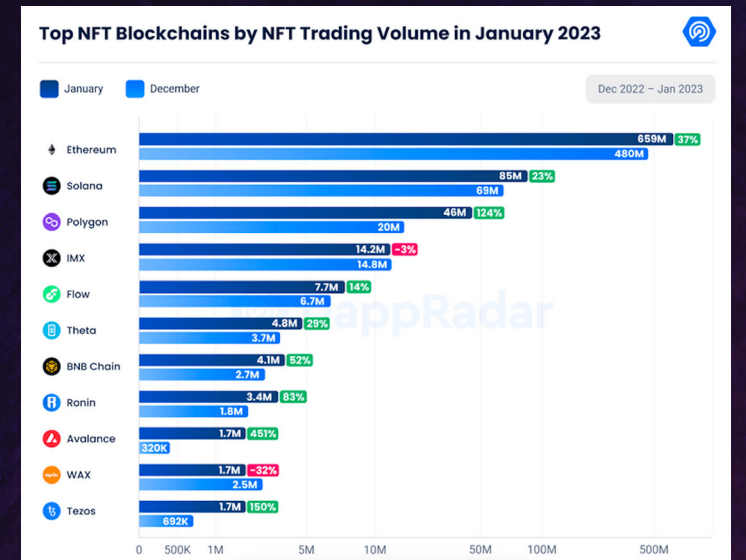
According to nonfungible.com, the number of sales of NFTs in the art segment dropped in Q1-2023 from daily 18,000 in January to 8,000 daily in March; with \$2,000 as an average amount spent on NFT art. The market is very calm at the moment and there are still notable challenges that the market is facing, such as scalability and bringing down transaction costs. As Ethereum remains the leading Blockchain in the NFT market, accounting for over 78% of all trades, more scalable competitors, such as Polygon and Solana, are constantly growing their market shares.

Despite the challenges, the potential for growth and innovation in the coming years is pre-eminent. The NFT market is becoming an increasingly important part of the creative economy, providing new opportunities and directions for artists, collectors, and investors alike.

One key to success in the NFT market is quality innovation. As the number of NFTs grows, finding the gems among them becomes crucial, and curation is an essential aspect of the NFT market. At elementum, we believe that focusing on historically relevant digital artworks of pioneers constitutes a fundamental way to approach and drive the NFT art market.

Box Elementum

Over the past years, elementum established curated programming with a particular focus on historically relevant NFTs created by the great visionaries of the modern and



contemporary era. We empower curators and artists, showcasing transformative art as NFTs and making them easy to collect.

Only Curated Art

In times of NFT boom, to discover and collect the trailblazers, you need a guide, in order to know which artworks are compelling and important, and why. Here lies the crucial role of elementum's curators, who make the difference. They select and propose emerging and established new media artists, which consequently makes the elementum NFT drops an outstanding assembly of exceptional art.



Tom Rieder

Managing Director Tokengate &
Co-Founder, elementum.art

ART



4art

— Token Ticker: **4ART**

Through the symbiosis of state-of-the-art technological innovations, 4ARTechnologies creates the foundation for a uniform digital standard for the global art industry. For the first time, this standard can digitally network all market participants, thus enabling greater transparency, security, process-efficiency and a significant reduction in costs.

**2**
EMPLOYEES UAE**Dubai, DED**
LOCATION

arte Marketplace

— Token Ticker: **N/A**

arte Marketplace, powered by Tokengate, is the home of exceptional NFT projects. They empower creators and NFT enthusiasts to buy, trade and exhibit NFTs and their team selects projects from all over the world for their platform. With the arte Marketplace you can start your personal NFT collection today.

**10**
EMPLOYEES UAE**Dubai, DMCC**
LOCATION

Artfi

— Token Ticker: **N/A**

Artfi is a financial and art technology company on a mission to democratise the \$1.7tn fine art and collectibles market. By harnessing the power of NFTs and Blockchain technology, Artfi allows investors to own a stake in some of the world's most sought-after works of art.

**7**
EMPLOYEES UAE**Dubai, IFZA**
LOCATION

Elementum

— Token Ticker: **N/A**

Elementum by dloop is the home of exceptional art. They empower artists and art enthusiasts to buy, trade and exhibit art online. Elementum's curators select established and emerging artists from all over the world for their platform.

**1**
EMPLOYEES UAE**Dubai, DMCC**
LOCATION

Fragmint

— Token Ticker: **N/A**

Fragmint is part of Evedo. Evedo is a Blockchain-based platform, consisting of B2B & B2C Marketplaces. It unifies all businesses and participants involved in organising events. It aims to build a marketplace and a true Ecosystem that will help the \$850bn+ event industry grow by connecting all parties without unnecessary middlemen.

**1**
EMPLOYEES UAE**Dubai, (Inception)**
LOCATION

Mintverse

— Token Ticker: **MINTS**

Mintverse is a service platform, where users can create, discover & collect an array of digital items & NFTs.

**1**
EMPLOYEES UAE**Dubai, (Inception)**
LOCATION

TRANSFORMING SPORTS WITH TECHNOLOGY: THE INTERSECTION OF BLOCKCHAIN, GAMING, AND SPORTS

Dubai-based company EX-Sports has been at the forefront of utilising technology to revolutionise the sports industry, and 2022 proved to be a pivotal year in this regard. With numerous accomplishments under its belt and ambitious plans for 2023, EX-Sports continues to innovate and create new opportunities for both athletes and fans.

In 2022, EX-Sports made significant strides by rebuilding its app and marketplace on Binance's BNB Chain and launching it on both iOS and Android through the App and Google Play Store. This development opened up new possibilities for the company and its partners, especially in the realm of non-fungible tokens (NFTs).

One of EX-Sports' most notable projects is Urbanball, a 1v1 football-related sport reimagined by the company in collaboration with its founder, Sean Garnier. In 2022, the Urbanball Fight (UBF) global tournament was launched, with local qualifying tournaments held in countries such as Brazil, Belgium, UK, USA, Qatar, UAE, Saudi Arabia, and Bahrain. The winners were flown to Dubai on three separate occasions to compete in regional finals held at spectacular locations, including the rooftop of Zabeel Sports District, the Dubai Mall Ice Rink, and Burj Park in partnership with Gumball 3000 supercar rally launch.

To further promote Urbanball and unite fans worldwide, EX-Sports created the world's first Web3 play-and-earn street football mobile game. They released a demo of the trick shot mode, which was promoted through a month-long celebrity podcast called Podball. Hosted by Sean at Nakheel's View at the Palm, the podcast featured guests such as Nas Daily, Mo Vlogs, Bacary Sagna, Kevin Kuranyi, and MS Dossary, among others. The game has also been developed on the BNB Chain, further growing the relationship with Binance, resulting in four successful Urbanball NFT drops. The global UBF tournament Season 1 concluded in April 2023 in a world finals event, followed by another drop on Binance and the full launch of the Urbanball game. Season 2 of UBF will launch shortly after, with an exciting lineup of countries.

EX-Sports also partnered with the newly formed World Tennis League in Dubai in December 2022, creating NFTs of competing athletes, including legends like Novak Djokovic. These NFTs offered real utility for fans who purchased them and were exclusively listed on the EX-Sports marketplace and Gate.io.

Continuing its diversified promotion of sports, EX-Sports built on its partnerships with the Ju-Jitsu International Federation at the World Championships in Abu Dhabi, and the International Powerlifting Federation at the championships in Turkey, registering thousands of athletes and capturing images for NFT creation. EX-Sports also pre-launched the BEJJ game at the Ju-Jitsu event, which already has 500,000 downloads, and will be working to transform this into a Web3 game.

In 2023, EX-Sports plans to continue its growth and innovation in the sports industry, with a focus on events and activities in Saudi Arabia. New revisions of the app will be launched and heavily promoted, helping propel niche sports and overlooked talents into the limelight. By doing so, EX-Sports aims to develop sports at the grassroots level and transform lives through the power of technology.



Toli Makris
Co-Founder & CEO, EX-Sports

HOW NFTS ARE REVOLUTIONISING OWNERSHIP AND VALUE IN THE ART WORLD

The emergence of non-fungible tokens (NFTs) has caused a seismic shift in the art world, transforming the landscape for artists, collectors, and investors. NFTs are unique digital assets that act as ownership titles, representing ownership of a particular piece of art or other digital content. They leverage Blockchain technology to verify both ownership and authenticity, meaning that even if the physical artwork is lost or destroyed, the NFT that represents it can still be bought and sold as a unique digital asset.

The rise of NFTs has also opened up new revenue streams for artists, enabling them to showcase their talents to a global audience and monetise their work. Previously, many artists struggled to make a living from their art due to the traditional art market's gatekeepers and high entry costs. However, with NFTs, artists can sell their work directly to collectors and investors without intermediaries or galleries, giving them greater control over their careers and a larger share of the profits.

NFTs have also given previously overlooked artists a chance to gain recognition and build a following through online platforms. One of the most significant examples of NFTs' impact on the art world is Beeple's "Everydays: The First 5000 Days," which sold for \$69mn at a Christie's auction in March 2021. This sale marked a groundbreaking moment for NFTs, demonstrating their potential to command high prices and challenge the traditional art market's dominance.

As more artists and collectors embrace NFTs, we can expect to see continued growth and innovation in the digital art market. In the coming months and years, NFTs may

become a standard feature of the art market, revolutionizing ownership, utility, and value in ways that we cannot yet imagine.

Moreover, artificial intelligence (AI) is also transforming the art world by producing machine-generated artworks that push the envelope of digital art. NFTs will provide new opportunities for AI-based digital artists, producers, collectors, and investors. Although there are concerns about potential drawbacks, the benefits of NFTs and machine-generated art are significant, and we can expect continued growth and innovation in the digital art space. As the art world evolves, both AI-generated art and NFTs will undoubtedly play a significant role in shaping its future.



Dr. Marwan Al Zarouni
Founder & CEO, Dubai Blockchain Centre

ART



NiftySouq

— Token Ticker: **4ART**

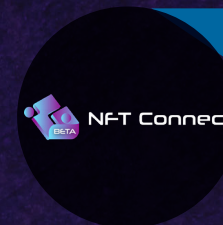
NiftySouq is an NFT marketplace in the MENA that allows creating NFTs easily and trading them via fiat (AED and SAR). They focus on mass projects such as sports, tickets, music and gaming NFTs both in Arabic and English.



5
EMPLOYEES UAE



Dubai, DED
LOCATION



NFT Connect

— Token Ticker: **N/A**

Revolutionise the way you attend Web3 events, verify your NFT Collection holders, provide rewards for attending events, and interact with the Web3 community by using NFT Connect App or Web App.



1
EMPLOYEES UAE



Dubai, DSO
LOCATION



Nuqtah

— Token Ticker: **N/A**

Nuqtah's mission is to spearhead the adoption of Web3 in MENA, by tirelessly developing and enabling a complete and robust infrastructure, tailored specifically to the region.



3
EMPLOYEES UAE



Dubai, DIFC
LOCATION



Rare Age

— Token Ticker: **N/A**

The Rare Age brings museums and galleries to Web3 through our one-of-kind technology making high valued art accessible to any individual regardless of budget. The first platform to automate fractionalisation of a Banksy and distribute fractions as individual, configurable in size, NFTs.



3
EMPLOYEES UAE



Dubai, DSO
LOCATION



OasisX

— Token Ticker: **N/A**

OasisX is a MENA-based Web3 Ecosystem that empowers brands, artists, and creatives to utilize NFTs to their full potential through a no-code Creator Studio & Marketplace on Ethereum, Polygon & Solana. These tools enable brands and creatives to create compelling NFT collections, experiences, and products at scale.



5
EMPLOYEES UAE



Dubai, DMCC
LOCATION



SHAPING THE FUTURE OF WEB3: FROM STRATEGIC PARTNERSHIPS TO PHILANTHROPY

As the Group CEO of Lead Ventures, I have been fortunate to have extensive involvement in the Web3 space. I'm excited about the potential and limitless possibilities this space holds for the future. Over the years, I have contributed to the development of various projects and companies, all aimed at realizing the vast potential of this emerging industry. In this article, I highlight some of my contributions to the Web3 space.

One of my major contributions to the development of Web3 has been my strategic partnership with Casper Labs, a leading provider of Blockchain technology solutions. My involvement with the company has spanned over two years, during which I have supported the acquisition of licensing, office space, recruitment, and most importantly business development initiatives. I have also supported the team in their business development activities. Additionally, I have played a crucial role in introducing the company's technology to government decision-makers in the country.

Another project that I'm passionate about is Crypto Arabs of which I am the CEO and Founder. The Project aims to educate people, especially those in the Arab world, about Web3 and its underlying technologies. We also plan to include courses and training materials that teaches individuals about the history and future of Web3, NFTs, and other related technologies. It features a well-known Arab cartoon, Shabita, to make it more relatable to the audience. I have plans to link the Shabita cartoon with Hamdan Bin Mohammed Smart University to provide courses to students and the general public. My Partners and I are also planning to integrate the project with other universities to offer Web3 courses and create a community for people interested in learning about the technology. Moreover, the project is designed to incorporate the use of NFTs as rewards for completing courses, making it a unique and effective learning tool.

My involvement in Web3 also extends beyond education and to the art world. My Partners and I have created the Belvedere Art Space Gallery, a platform that plans to turn physical art into NFTs and provides access to various exclusive events. I believe that physical art should not be the only form of art and that digital art, in the form of NFTs, should be equally accessible. Another objective of the gallery is to break down walls between royal family members and other artists. For instance, I took a painting by Sheikh Humaid's mother, artist Noora Al Redhwan, which was displayed at the Expo in their pavilion for six months. I then created an event where I displayed the painting alongside three Picassos, attracting a lot of attention. The painting was then fractionalised and sold to 114 people, and it will be displayed in the Metaverse for everyone

to see. The Belvedere Art Space Gallery is an innovative platform that provides access to all forms of art and breaks down barriers between artists. We aim to make digital art, in the form of NFTs, equally accessible as physical art.

Giving back to the community is essential to me, and my involvement with the Rashid Center for People of Determination, which provides support to children with special needs, is a testament to this. I have linked my Crypto Arabs project with the Rashid Center for People of Determination, where a percentage of the project's proceeds will go to building smart centers or galleries for the children. Additionally, I hope that the project will give the children a sense of belonging and purpose, encouraging them to create and sell their art pieces.

I've also been appointed as a senior advisor to several Blockchain-based companies, including Casper Labs, Rare FND, and Rare Age, where I help them navigate the complex and rapidly evolving Blockchain ecosystem and grow their businesses successfully. Through the leverage of my network, I advise these companies on partnerships, collaborations and identify new growth opportunities.

In conclusion, my involvement in the Web3 world is a testament to the vast potential of this emerging industry. My experience and insights are valuable contributions to the development of different projects and companies. The Crypto Arabs and Belvedere Art Space Gallery are examples of the potential of Web3 to transform various industries. My philanthropic work with the Rashid Center for People of Determination is also an excellent example of how Web3 can be used to make a positive impact on society. Overall, my involvement in the Web3 world is a commitment to shaping the future of this exciting industry.



Mohamed Al Banna

Group CEO & Managing Director,
Lead Ventures



SPHERA IS BUILT FOR THE COMMUNITY

In the last 20 years the MENA region held prestigious sports events, including competitions in athletics, golf, motorsports, boxing, martial arts, swimming, football, cricket, and horse racing, a traditional activity in the area.

Football has a long and rich history that dates back to the early 20th century, making it the most well-liked sport in the Middle East and North Africa (MENA) area.

Nowadays, sports are increasingly moving towards digital platforms as technology continues to advance and more people turn to the internet and mobile devices for their entertainment needs. This shift towards digital is affecting all aspects of sports, from the way fans consume content to the way athletes train and compete.

With the rise of Cryptocurrency and NFTs, the sports industry is leveraging the technology in a number of applications, including payments for athletes as well as ticketing and merchandise. NFTs in particular have grown in popularity among sports fans and collectors because they can be used to sell distinctive digital collectibles.

Sphera World

Sphera is a next-generation digital sports platform that leverages Web3 technology to provide a new kind of fan experience. By connecting fans to their favorite players and teams, Sphera is revolutionizing the way sports content is consumed and monetised.

At the heart of the Sphera World is the Sphera NFT Marketplace, which serves as a central hub for all of Sphera's Web3 products. Through the Marketplace, fans can purchase digital collectibles and memorabilia of their favorite players, gaining access to unique utilities that were previously inaccessible.

Yet, Sphera is more than simply a storefront for digital trinkets. Moreover, it gives athletes and sports teams the ability to design their own NFT collections, enhancing their interaction with their most ardent supporters. Sports content creators now have a new method to monetise their work and engage with their viewers with Sphera.

Incubation with Kooora and Deca4

Sphera is the incubation project between Deca4 Advisory

and Kooora, and we are leveraging Kooora's extensive user base to progressively build products that will drive community adoption of Web3. Our platform is designed to empower users to shape our products, events, experiences, and more. We believe that a community focus is all about empowering members to share their opinions and enable deeper involvement in an organisation.

Kooora

Is the MENA's largest Arabic sports digital platform with over 30mn+ monthly active users.

In addition to its comprehensive coverage of sports, Kooora.com also offers a range of other features, including a forum for fans to discuss the latest news and a live score section that provides real-time updates on matches from around the world.

Kooora.com is a highly regarded source of football news and information in the Arabic-speaking world and has become an important platform for fans to stay connected to the sport they love.

Deca4

Deca4 is a global consulting company comprising a team of experts from diverse functions and industries such as Blockchain implementation, legal services, banking and finance, capital markets, commodities, and Governmental operations.

Specialising in all aspects of tokenization, providing guidance, support, and expertise to clients' teams and business objectives. Deca4's focus is on knowledge transfer and deep engagement with stakeholders, building solutions, and managing processes to bring novel Blockchain applications that are pivotal in the client's industry.

The Marketplace and its Components

In the near future, users may buy, sell, and exchange digital sports items and memorabilia on the Sphera NFT Marketplace. It serves as the starting point for the user experience and is the focal point for Sphera's Web3 products. Fans may buy special digital products of their favorite players and teams, including limited edition cards, game-worn jerseys, and other items only available through the marketplace. Sphera aims to utilise NFTs granting fans a new digital form of

fandom, while also enabling sports organisations to monetise their brand and establish a strong digital presence.

- **SpheraHeads**

SpheraHeads are limited-edition digital collectibles. Free-to-claim Spheraheads will be available to early subscribers and football fans. Each of the digital collectibles is unique and randomly generated for Sphera's early subscribers, tapping into a user base of 30+mn football fans. These digital collectibles will be used by Kooora's users and sports fans to show support for their favorite national teams and interact with other fans on the Sphera platform. If you are reading this, you still have the chance to get one.

- **Sphera Jerseys**

Sphera NFT Jerseys is a unique product that combines the world of fantasy football and NFTs. The product is a series of digital jerseys that can be used to play Sphera fantasy. Out of these jerseys, some are in partnership with players and are backed by physically autographed jerseys. The remaining jerseys are digital only.

- **Sphera Token**

The Sphera token powers the Sphera World Ecosystem and its value increases through the platform's different revenue streams.

The tokenomics involve a multi-layered approach, where the Sphera Token serves both as a currency within the Sphera

Ecosystem and as a utility token, giving users access to certain functionalities or features within the platform.

- **Sphera Partners**

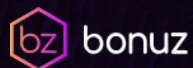
Currently, Sphera's partners consist of well know football players and other Web3 institutions, such as:

- Mikaël Silvestre (French former football player)
- Walid Abou Zaki (Founder at Unlock BC)
- Bruno Santos (football agent)
- Sheesha Finance
- Crypto Oasis



Mohammed Mahfoudh
Managing Director, Sphera

SPORTS & ENTERTAINMENT

Bonuz

— Token Ticker: **BONUZ**

Bonuz is an innovative Web3 social engagement platform that provides users exclusive access to their favorite creators' and brands' private channels through dedicated lifetime subscription tokens. Rewards like exclusive content in form of free NFTs, exclusive access, VIP status, Metaverse access, merchandise discounts, and priority access to real-live events are being distributed among the most loyal fans.



6
EMPLOYEES UAE



Dubai, DMCC
LOCATION

Colexion

— Token Ticker: **CLXN**

Colexion is one of Asia's largest licensed NFT marketplaces, allowing digital artists to enter the NFT space and channelise their passion for art and creativity. Artists can buy and sell these digital collectibles or non-fungible tokens to generate revenue and build value over time. Colexion is building a community of digital artists to empower them with infinite growth opportunities and provide a robust platform to enter into the Metaverse in the form of trump cards.



2
EMPLOYEES UAE



Dubai, DMCC
LOCATION

SPORTS & ENTERTAINMENT

EX Sports

— Token Ticker: **EXS**

EX Sports is a digital collectibles marketplace where sports fans can buy and sell authentic NFTs of athletes from several sport federations worldwide. EX Sports is pioneering this particular use of NFTs and it's no surprise that it received a nomination for NFT Platform of the Year by the AIBC Europe Awards 2021. EX Sports's Ethereum-based NFT platform is designed to support athletes especially from niche sports such as muay thai, powerlifting, arm wrestling, jujitsu, and many other non-mainstream industries.



5
EMPLOYEES UAE



Dubai, DMCC
LOCATION

MO:ME:NT

MO:ME:NT

— Token Ticker: **N/A**

MO:ME:NT is a platform that turns moments of public interest into Non-Fungible Tokens (NFTs) called MO:ME:NTs via a fully automated API trigger in the instance when they occur. The heroes behind the MO:ME:NTs endorse and enrich them, and the public has the chance to buy, own, collect and trade them.



2
EMPLOYEES UAE



Dubai, (Inception)
LOCATION

myco

— Token Ticker: **N/A**

myco (formerly MContent) is a leading Web3 streaming Ecosystem with 2mn registered users and 400K MAUs from 195 countries. It has 500+ creators, 1,000 premium watch hours, and 200K user-generated videos. In 22 months, myCo funded 50+ global content originals and streamed 4 major sporting events while monetising viewers. The platform has 20K connected wallets using native tokens to reward viewers and creators.



15
EMPLOYEES UAE



Dubai, (Inception)
LOCATION

Sphera

— Token Ticker: **SPHERA**

Sphera is a Web3 sports Ecosystem being built to engage, immerse and empower sports fans. Sphera is powered by Kooora, the largest Arabic sports digital platform in MENA, with over 25m+ active users. Kooora hosts a large sporting Ecosystem since 2002 that comprises of ticketing, merchandise & products, lifestyle & automotive, E-Sports, digital media, and sports accelerators.



3
EMPLOYEES UAE



Dubai, (Inception)
LOCATION

TILTT

— Token Ticker: **N/A**

TILTT is an exclusive Ecosystem that is changing the way we think about luxury experiences. Leveraging Blockchain technology, TILTT has created a token gated membership which provides a seamless payment solution and Real World Asset (RWA) protocol for businesses and consumers.



12
EMPLOYEES UAE



Dubai, DSO
LOCATION

WOM Protocol

— Token Ticker: **N/A**

The WOM (word-of-mouth) Protocol is a Blockchain-based marketing technology that gives brands, content creators, publishers, and social networks a way to monetise word-of-mouth recommendations on any app or platform.



2
EMPLOYEES UAE



Dubai, DMCC
LOCATION



EASING THE NEXT BILLION USERS INTO WEB3 WITH STREAMING

In addition to the lack of governance and regulation, mass adoption is the second greatest challenge faced by the Web3 industry. The majority of the current Web3 products are being built for existing native Web3 users. The need of the hour is for the industry to focus on use cases that can drive or rather ease the next billion users into Web3.

Today's average consumer spends over 6 hours a day streaming content between various SVOD, AVOD and social media platforms. As per a recent study, this number has gone up to a whopping 8.5 hours a day for the average GCC consumer.

As the growth of most Web2 content streaming platforms slows down, especially subscription video-on-demand platforms (SVOD), it is obvious that this new generation of streaming consumers are looking for more power than what they have today. We believe that Web3 has the potential to deliver more power to the consumer by offering a new economic model, circular rewards, distributed ownership and superior experiences. Thus a streaming platform can potentially onboard users in such a seamless interface that they may not even realize they have moved from Web2 into Web3, which is exactly what will bring the next billion people in to the sector.

The Viewer's Evolving Definition of Power

Consumers' engagement with content has evolved over time and so has their definition of power. The consumer wanted more power at the time when streaming platforms disrupted the traditional TV and cinema business in and around 2008. Their thirst at that time was more flexibility, to choose what to watch at a time and place of their choice.

Today's young consumer has an evolved definition of "more power" that involves shared ownership and shared earning potential that are becoming increasingly appealing to these audiences. According to a recent survey, 79% of Gen Z and 67% of millennials are interested in earning money by creating content online. As more creative users become interested in monetising their content, the consumer watching also wants

a Decentralised economic share.

The Downward Trend of Traditional Streaming Services and Gen Z's Shifting Habits.

The streaming industry has seen exponential growth over the last decade turbo charged by the pandemic, with SVOD services like Netflix, Amazon Prime Video, and Disney+ leading the way. As of 2022, there were over 1.1bn SVOD users globally, however all traditional platforms are now starting to see a user decline.

Generation Z's shift towards free to watch AVOD (advertising video-on-demand) content platforms, mobile devices, and increasingly personalised content has quickly transformed the media industry. While AVOD platforms such as Youtube & TikTok are growing rapidly today it is largely driven by the creator economy and the current AVOD model is still unfair to the viewer.

Can Everyone Become a Creator?

My belief is that there is an imminent shift in the streaming and content business, from the currently popular "creator economy" into what I call a "viewer economy", which is in fact strengthened by the success of the former. The simplest argument for this is that since it is the monetisation that drives a user to become a creator. This begs the question, are we about to see a day when the number of creators on a platform becomes more than the number of viewers? And is the economic model viable and sustainable under such a scenario.

A Web3 streaming platform that creates an automated, circular, and scalable economy redistributing revenues between all users (both creators and viewers) based on their contribution to revenue is the only sustainable way forward. We have already seen a shift on platforms like Youtube or Twitch, where certain content creators e.g. Mr. Beast are thriving by implementing a partial Web3 model by mixing good content quality with personalised user monetisation.

If the content industry fails to adapt and move into a viewer focused economy, the industry will lose users to other forms of entertainment such as gaming that are better positioned to embrace Web3 business models.

The Benefit for Filmmakers and Creative Professionals

A Decentralised streaming economy is not only beneficial for users, but ultimately also better for creators, especially for capital intensive creators or independent filmmakers. By giving power to viewers, a Web3 streaming platform also creates borderless Decentralised funding and financing opportunities for thousands of filmmakers and creators.

Today creative professionals around the World have developed dissatisfaction with the larger studios and streamers with strikes and movements already started in different markets. Questions being asked include but are not limited to the following:

- How do we create a system that doesn't just roll out remakes and that empowers a wider and more diverse group of storytellers?
- How do we better reward our favorite creative talent?
- How do we engender closer relationships between talent and fans?
- How do we better fund, produce and distribute content in a more democratic and equitable manner?

Fundamentally, the above can be solved in Web3 by empowering the creator and giving more power back to the viewer, rewarding them both commercially and experientially.

The Potential of Web3 Streaming

A Web3 streaming platform like myco – whilst still in its early stages, offers a glimpse into the future of streaming by decentralising and democratising all areas of content from finance to production through to monetisation.

Blockchain technology helps to create a transparent Ecosystem, where users and creators are rewarded transparently rather than relying on the opaque reporting of Web2 operators. Using smart contracts and advanced BI tools, the platforms can automatically distribute revenues to content creators and other parties involved in any transaction.

Additionally at a technology layer, by using a Blockchain video streaming infrastructure, we can also bring down the cost of streaming services thus making streaming more

accessible and affordable while ensuring better user privacy and security.

myco - an Early Web3 Streaming Player

Started in June 2021, today myco (formerly MContent) is the most established Web3 streaming Ecosystem in the World. As things stand, myco has over 2mn registered users and 400K MAUs from 195 countries across the World, with 500+ popular creators, 1,000 premium watch hours and over 200,000 user generated videos on the platform. In the past 22 months, myco has funded and produced over 50 content originals globally in a completely democratised environment and has successfully live streamed 4 major sporting events while monetising viewers in a commercially viable manner.

With a social reach in Q1 2023 of 14mn, we have successfully implemented our Watch&Earn model across feature films, TV series, UGC, music videos, podcasts, and live sporting events through a one-of-its-kind vertically integrated platform.

The myco platform has over 20,000 connected wallets, using native beta tokens that reward viewers for engaging and consuming content, as well as content creators for uploading their content. These tokens can then be used for in-platform utilities, subscriptions, promotions or easily exchanged for other Cryptocurrencies and fiat while staying inside the platform.

Amongst other major partnerships, myco has recently become the first MENA project to have partnered up with Republic Crypto who are helping myCo in creating a superior Web3 economy and a journey that can facilitate the simple Web3 migration for the thousands of streaming consumers that myco attracts every day.



Umair Masoom Usmani
Founder & Managing Partner, myco



WEB3 COMMUNITY-BUILDING IS THE NORTH STAR OF MARKETING AND THE FUTURE OF THE GIG ECONOMY

For decades digital marketing had a defined path to success on Web2 platforms, and marketers had strategies for measuring the impact of online advertising on sales.

Sure, there were technological tweaks and algorithm turns along the way, but on the whole performance marketing (campaigns that lead to clicks, leads, and sales) was fairly consistent in delivering a return on investment.

Sadly sticking with the same approach that successfully generated ROI just a few short years ago will not cut it today. Too many things, both technologically and economically, have changed.

At a time when the global economic outlook and markets are anything but predictable, and with consumer spending power in decline (World Economic Forum), focusing on longer-term activities that establish brand awareness, trust, and value, are the marathon moves that give brands the staying power to convert ROI.

Seeing past short-term speculation and striving for sustainable growth is the goal of Web3 founders and marketers scaling projects with value and tokens with real utility. Here, in the vision for the next iteration of the internet, building strong brands and communities through brand advocacy, word-of-mouth marketing, and community engagement are essential.

In other words, the marketing norms of Web3 are becoming increasingly agnostic and categorically necessary for surviving the technological shifts in digital marketing, along with the unpredictability of today's economy. They are also opening up job opportunities in the gig economy. From user-generated content (UGC) creators to content authenticators, and content curators, alternative revenue streams are giving

individuals the opportunity to future-proof incomes without solely depending on the traditional jobs market and its potential AI disruption.

The Decline in ROI of Traditional Marketing

In 2021 Apple changed the course of performance marketing by launching its iOS 14 operating system (Apple). The major privacy change gave users significantly more control over apps using their data, and marketers significantly less control over their ability to track and attribute advertising (Digiday).

Even if key Web2 platforms, such as Amazon, Meta, and Google, reported a surge in digital advertising revenue growth at the peak of the pandemic (The Wall Street Journal), that growth has since slowed. Today, the combination of economic instability and rising inflation have put ad spend under scrutiny and marketers under pressure to pause activities that no longer justify the cost.

On the surface, a looming recession might look like the right time to increase marketing spend on sale-driving tactics, but when consumers are more cautious, and the tools are less effective, that's simply not the case.

According to research by Analytic Partners, the wiser approach is to allocate at least 50% of marketing spend towards brand-building and community (Analytics Partners, 2022).

The Rise in Community-Driven Word-of-Mouth Marketing

Brand and community-based marketing are all about building relationships with customers and involving them in the

marketing process and this is especially prevalent in Web3. The intention isn't simply "buy this", but rather "get to know us, get to understand who we are, what we are about, and why we do what we do." In order to do this, brands need to establish communities and create a space for collaborative storytelling, and for this, they have social media platforms, influencers, and user-generated content. These communities, in turn, become brand advocates and help spread the word. This kind of community-driven word-of-mouth marketing is fuelling the growth of Web3.

Word of mouth has taken many iterations through its journey online and into Web3 influencer marketing, but long before any of this even the most influential advertisers of the 20th century, including the "father of advertising", David Ogilvy, famously called word of mouth the best advertising method (International Journal of Economic Sciences and Applied Research, 2010). In more recent years a 2020 study found that 60% of respondents believed influencer marketing, which is vital for spreading word of mouth, had a better return on investment than traditional advertising (Statista).

The Emergence of New Job Segments

Beyond disrupting traditional marketing, Web3 is also creating new job segments in the gig economy. UGC creators, for instance, are individuals who create content about products or services they have used and shared on social media platforms. These individuals are paid by brands to create authentic content that resonates with their audience.

Content authenticators, on the other hand, are responsible for verifying the authenticity of UGC content, ensuring that it meets the brand's guidelines. Content curators, meanwhile, are responsible for organizing and managing UGC content and presenting it in a way that aligns with the brand's messaging.

According to a report by Mastercard, the gig economy is expected to generate \$455bn in global revenue by 2023 (Mastercard, 2019), and Statista estimates that more than half of US workers will participate by 2027 (Forbes). Renowned gig worker, Dylan O'Gline, explains this through a mix of the pandemic pushing people into diversifying incomes, older

generations beginning to join in, and people no longer wanting to return to the office as they search for greater professional autonomy (Forbes). This is where Web3, with its opportunities for people to work autonomously across multiple chosen sources of income, is gaining appeal.

Transitioning from Traditional Jobs

At a time when unfettered automation and AI could threaten many traditional jobs, Web3 marketing offers individuals an opportunity to transition into emerging Web3 job segments. People can be paid to consume products or services and market their experiences to others. This shift towards community-based marketing allows brands to focus on product innovation rather than creating a marketing narrative. This leads to better products that people need and love.

Following the Marketing North Star

Web3 community-based marketing strategies have become the north star of marketing, creating new job opportunities in the gig economy. There is a growing need for individuals with specialized skills in Web3 marketing. As we continue to move towards a more Decentralised and community-driven economy, Web3 marketing will likely become an essential tool for brands to connect with audiences and drive ROI.



Melanie Mohr
Founder & CEO, WOM Protocol

4 Subscription

Once approved, your CH or XS ISIN can be opened and your product goes live.

2 Request

Start your request on our custom platform and set up your unique product structure, selecting from existing counterparties – such as custodians, brokers, paying agents – or your own.

5 Issuance

Everyone can now participate in your product performance, as investors have received their certificates, and your idea can be funded.

3 Creation

Enjoy as we take care of the product setup consisting of legal review, any required onboardings, structuring, termsheets, and approvals.

1 Idea

Expand your investment universe: turn literally any investment idea into a bankable security or token.



From idea to investment

Make any asset bankable and investable –
simple, fast and effective.