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REPORT²
UNITED ARAB EMIRATES

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TEAM

Ralf **Glabischnig** Marco **Bumbacher** Sam **Katiela** Saqr **Ereiqat** Faisal **Zaidi**
Candice **Olivar** David **Hein** Dennis **Platzl** Fabio **Schlaf** Gracia **Galang**
Larisa **Stanciu** Luca **Forkl** Manal **Katiela** Maria **Fernandez** Muhammad **Jahanzaib**
Saed **Ereiqat** Sahar **Zaidi** Sana **Saleem** Ron **Mendoza**

Tel: +971 4 320 5579 | Email: PR@Cryptooasis.ae | Address: 48th Floor, Almas Tower, Jumeirah Lakes Tower, United Arab Emirates | Website: www.Cryptooasis.ae

DEVELOPED & DESIGNED BY



FOUNDED BY **MEHDI CHERIF**, PULSE IS
A DUBAI-BASED NEXT-GENERATION SOCIAL
MUSIC PLATFORM THAT PROMOTES MEAN-
INGFUL BRAND ENGAGEMENT WITH LISTEN-
ERS BY TIGHTLY INTEGRATING BRANDS INTO
THE DISCOVERY EXPERIENCE.

PULSE



LISTEN

ENGAGE



EARN



PULSE



TRENDS THAT WILL DRIVE THE IMPACT OF THE METAVERSE



The world was first introduced to the notion of the Metaverse in American writer Neal Stephenson's 1992 book, Snow Crash. A speculative fiction writer, Stephenson wrote about a virtual world that had the potential to extend the physical world. Actions in the virtual world could possibly impact the physical world. The technology in the book was imaginary but based on the technological advancements of the 20th century which brings us to the hyped Metaverse of today.

The Metaverse uses extended, augmented, and virtual reality (VR) technologies to create a computer generated environment in which users can interact with the environment and other users. The persistent virtual world combines aspects of the physical world and offers an immersive experience along with working economies and long-term identities.

With a virtual reality headset, users can enter a 3D virtual world and move around in a digital environment that they can control with voice commands and even eye movement. While VR based games are antecedents of the metaverse, with haptic feedback and real time physical sensations, use cases of the Metaverse have extended to sectors like marketing, education, tourism, fashion and healthcare. The metaverse is transforming society and we are seeing widespread adoption with the vision of the future for the metaverse ranging from optimistic to outright fan fiction.

Top 6 Trends in the Metaverse

The socio-economic impact of a fully functional persistent cross platform metaverse is still being studied, rest assured, the metaverse will change the very fabric of society and positively impact people in their work, leisure, and social interaction. Research and consultancy company, Gartner, has found that the following 6 trends will drive wide scale adoption of metaverse technologies over the next 3-5 years:

Gaming

Games are the most popular and perhaps the oldest application in the metaverse. More immersive gaming and fantasy worlds that are complex will be easier to develop using

metaverse technologies. Using game theory, storytelling, training simulation, the applications of gaming will move beyond just entertainment. This "serious games" market will grow by 25% because of the impact of the metaverse.

Digital Humans

Our virtual selves in the metaverse will interact with AI-driven digital characters that will have the personality, knowledge and mindset similar to us. Our digital twins, or humanoid robots will be able to interpret speech, gestures and images and use that information to generate their own speech, tone and reaction. This will help create a conversational experience. As we move towards the metaverse, digital humans will be brand-embodied avatars, virtual influencers or digitised celebrities.

Virtual Space

The computer generated environment that is essentially the virtual world will soon be populated with more people than ever before and not just gamers. Gartner predicts that by 2025, 10% of workers will use virtual spaces for activities such as sales, customer engagement, remote teams collaboration and onboarding.

Shared Experiences

Virtual environments can be used in silos for your individual fashion or gaming experience, but its true potential will be realised with public events that will offer participation in the metaverse. By 2028, 10% of public events in sports or the performing arts will allow people to have a shared experience virtually and create more opportunities to commercialise the metaverse and also create immersive experiences. Sporting events, awards ceremonies, and concerts all stand to expand the realms of possibility.

Tokenised Assets

The token economy has created an asset class that is transforming capital markets and creating new economic models. The metaverse will allow people to own tokenised

assets which will mostly be NFTs (Non-fungible token). Creators of the NFTs will be able to retain most of their revenue and by 2027, it is predicted that 25% of ecommerce retail organisations will have at least one proof of concept for tokenized assets in the metaverse.

Spatial Computing

When a virtual world co-exists with the physical world, there is also the possibility to change the perception of physical spaces. Spatial computing which is broadly synonymous with extended reality (XR), creates the power of place, of physicality with digital together. Spatial computing is an important part of the coming economic change and it will use physical space as a computer interface. By 2026, spatial computing glasses will be in their second or third iteration and help create a more pervasive metaverse experience.

Making the Metaverse Mainstream

As fascinating as the future of the Metaverse looks, mainstream adoption required forging utility for the common man. To encourage active participation there is a need to develop beyond passive landscapes. The metaverse might have permeated mainstream consciousness and it is morphing from conception to reality, but there are multiple barriers that keep it from being a sustainable technology.

The main barrier today is that gaming is central to metaverse technologies. Most investments and technological breakthroughs are in the gaming universe. Funding for Web 3.0 gaming projects in the first quarter of 2022 alone had touched above \$2.5 billion and while Sony's \$1 billion investment in Epic Games and Microsoft's pending acquisition of Activision Blizzard for a record-breaking \$69 billion is a move in the right direction, a gaming metaverse does not drive value for everyone. It will develop a gaming community but not a society.

Other challenges for mass adoption start with form. State of the art hardware that is cumbersome and is extremely expensive creates a clunky experience. These have generally been prohibitive for wider VR adoption and could be a roadblock for the metaverse. Once the barrier for flowing into and out of the Metaverse becomes invisible, the adoption rates will naturally soar.

While we are struggling with adoption rates, the truth is there is a shortage of platforms and metaverse entrepreneurs. It is hard to build in the metaverse and the infrastructure is not

there yet. As folks have access to more features like shops, concerts, ecommerce sites, fashion shows, online banking, groceries, and other immersive virtual experiences, we will be able to see adoption rise and be able to meet the tipping point. Offering utility and value is critical to ensure the tipping point effect because technology of this proportion can only be useful (and profitable) if a good number of people use it.

The Metaverse is Here to Stay

Despite the concerns of substantiality, the metaverse is the future we're living through. To truly recognise its potential we have to redefine our vision for the world and sell that to make it mainstream. We need a metaverse that is ethical, safe, and inclusive. Stakeholders need to ensure their metaverse roadmaps do not just acknowledge and tackle the barrier listed above but also ensure data privacy, security, ethics, physical safety, and equity.

There is a lot of promise here and more research is required as the metaverse evolves to enhance social experiences and offers real-world utility. The metaverse is still in its infancy and despite the revolutionary concept, it is a turning point with limitless opportunities for money-making, networking and brand growth. This is not a technology that will fade out, the hype is real and demands earnest attention. The revolution is here and it brings possibilities to develop communities in ways we could not fathom before.



FAISAL ZAIDI
CO-FOUNDER & CMO
CRYPTO OASIS

NFT PLATFORMS

NFT-based marketplaces are beginning to have a presence all over the Crypto world. While the details vary from platform to platform, these types of NFT marketplaces will likely become commonplace in the near future, providing decentralised and trustless trading that's limited only by the imagination of their creators.

\$17.7B

NFT Sales in
H1 2022

\$678M

Trading Volume in
June 2022

40,786,190

Total Number of NFT Transactions



Aqilliz

Artfi

elementum.



MINTVERSE

nifty

نقط I NFT.

OASISX



Sphera



Tokengate

Woonkly



PULSE



bonuz

wom



COLEXION



Sports



CryptoClub

BLOCKCHAIN TECH: THE SAVIOUR OF THE MUSIC INDUSTRY.

More than ever before, music has become a key element for engaging and interactive media.

In the 90's, technology brought the music industry to its knees. First, there was the digitization of music, where the medium that people use shifted from physical product which is the compact disk to mp3. Secondly, there was the subsequent creation of peer-to-peer platforms, namely Napster, that allowed music to be transferred freely from person to person. Which, in a matter of months, resulted in the downfall of the humble physical format.

The demise of the physical format and the rise of the mp3, harmed music revenue. However, the demand for music was as high as ever. This has been the status quo to date, so Pulse believes it's new technology and business model can buck this trend and change it for the better.

Mehdi Cherif, C.E.O. and Founder of Music innovators, Pulse, explains how Blockchain and smart technologies are at the forefront of modern business.

So, what exactly is Pulse?

MC - Pulse proudly presents itself as the world's first social-music application; a platform where artists can earn, engage and thrive like never before combining it with a unique user experience.

The platform enables the user to immerse themselves in the metaverse with access to an NFT marketplace while being able to utilise the app with their secure digital wallet.

In this respect, I believe that Pulse can change "the traditional business model"

Whilst focussing largely on the music industry, Pulse shows how technology will benefit all aspects of a business model irrespective of the industry it finds itself in. Whether that be within the data protection, contract requirement, user management or the payment gateway sector.

In an age where security is a major factor in people's online activity, what is Pulse doing to protect users and their data?

MC - One of our priorities at Pulse has always been the protection of data; both Intellectual Property and the personal data of our users. Blockchain and smart contracts allow us to manage those Intellectual Properties in a more comprehensive, quicker and ultimately safer way.

By implementing smart contracts, we can replace a lot of the administrative work that takes a chunk of the revenue from the Intellectual property owners.

Furthermore, it allows a lot more freedom to set up a more automated process that will further enhance the supply chain and that in turn brings more value and increases the revenue to the Intellectual Property holders. This has an immediate impact on the supply chain between Intellectual Property owners, app users and any intermediaries, allowing a more efficient and profitable process.

We have also implemented Self-Sovereign Identity in our users-management module which will empower all users to manage and control their data and credentials within the platform.

You've spoken previously about smart contracts and their impact on efficiency. How exactly does this work?

MC - Great question, we have done this by setting up a new DRM (digital rights management system) using smart contracts. This has enabled Pulse to simplify the time-consuming complexity of dealing with Intellectual Property and this, in turn, can make content more accessible. Making our content more accessible, opens up all manner of possibilities.

This is because we now have the metaverse along with the immense scale of the global music industry in which everyone can now partake. The larger the marketplace the more and more quality content will be in demand. Additionally, more content means more revenue streams for the I.P. creators (musicians, in Pulse's case) and an increased desire to interact with fans. This is a particularly attractive prospect if you are engaged on a truly secure platform. Transparency is a rare commodity in business these days.

On that subject; you claim that Pulse offers absolute transparency. How is this possible and how is it a benefit?



MC - With considerably less time required to process smart contracts and almost no time required at all for product distribution, the only remaining obstacle to our business seems to be the topic of payments.

Using micro-payment as a solution Pulse allows for instant payments to all its users. The micropayment option has been chosen because it offers a clear solution for musicians to be paid rightfully quicker than the present industry norm. The time that musicians get paid varies depending on the service from several weeks to several months. So, this is where we see Pulse's greatest U.S.P comes in.: not just immediacy in payment, but full transparency for all parties. In short, ALL transactions are documented immediately on the Blockchain and are visible for everyone to see.

Using Blockchain technology Pulse brings a new level of transparency and accurate reporting. All these new modules on the Blockchain will ensure that artists and copyright owners will see that their share of the revenue increase considerably as this would eliminate the excess of intermediaries. Such levels of fairness and openness have never before been possible; neither in the music industry nor any other. So, as automation revolutionised the industry in the early 20th century - mechanisation, factory line development and other technologies increasing efficiency and output - so music innovators Pulse inform us that new technologies will revolutionise our generation.

"It is thanks to such highly developed technologies that Pulse can allow for a much more intuitive, interactive and altogether revolutionary user experience; never before has the industry been offered the freedom to engage and interact safely and securely, with such a variety of products and services at our fingertips.

The music industry was in desperate need of modernization, not just from a financial perspective, not just from an administrative perspective, but also from a social one."

With the revolution in music inevitable and imminent, what the music world needs is a social conscience. What the world needs is a social music platform. Seemingly, what the music world needs is Pulse.

ABOUT PULSE MUSIC

Founded by Mehdi Cherif, Pulse is a next generation social music platform that promotes meaningful brand engagement with listeners by tightly integrating brands into the discovery experience. Pulse leverages the latest decentralised technology to solve the critical challenges facing the today's music industry, creating a revolutionary new platform.

Using the metaverse to its full potential, Pulse will encourage music discoverability, promote engagement, address data privacy, provide users and artists with sovereign identity and drastically improve the way artists are paid.

And by using a DRM system, smart contracts, micropayments and cutting-edge Blockchain technology, Pulse is creating a new template for music and social media that's transparent and highly effective.

Set for launch in Q4 2022, Pulse will initially roll across under-developed markets starting with Africa, South America and Southeast Asia as part of their corporate social responsibility vision to bring positive change to emerging music and tech markets.

About Mehdi Cherif

Mehdi Cherif is a Dubai-based entrepreneur with a passion for Media and Arts and has a successful record across Emerging and FinTech markets, Music Technologies, Intellectual Properties, Sound Branding and Content Management.

He is the Founder and now CEO of Pulse, a revolutionary social music discovery platform that unites artists, users and brands and ensures artists get fairly paid for their work.

Pulse is just the latest chapter in Mehdi's musical story. He worked through the ranks at Virgin UAE to become the Senior Regional international music buyer. He then launched ground-breaking B2B music streaming technology Groove Master in 2012, working alongside Carrefour, Nike, Air Jordan, Under Armour, Columbia, North Face and many more.

Alongside that, Mehdi has also consulted for key brands in the region including beIN Media Group, Huawei,



Mehdi Cherif

Co-Founder & CEO, Pulse Music

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.

EMPLOYEES UAE
2
LOCATION
Dubai, DED

Aqilliz

Token Ticker: N/A

Aqilliz is a Blockchain solutions provider and offers a new age middleware technology for the media marketplace of the future, designed to create a more collaborative digital marketing environment. With data compliance at its core, Aqilliz is backed by Atom, a holistic, end-to-end technological infrastructure designed to efficiently and securely ingest and process data at scale for insights and activation.

EMPLOYEES UAE
4
LOCATION
Dubai, DMCC

Artfi

Token Ticker: N/A

Artfi is a financial and art technology company on a mission to democratise the \$1.7 trillion 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.

EMPLOYEES UAE
2
LOCATION
Dubai, (Inception)

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.

EMPLOYEES UAE
5
LOCATION
Dubai, DIFC

Mintverse

Token Ticker: MINTS

Mintverse is an NFT aggregator and Marketplace, where users can create, discover and collect an array of digital items and NFTs while also being able to crowdfund NFT projects.

EMPLOYEES UAE
1
LOCATION
Dubai, (Inception)

NiftySouq

Token Ticker: N/A

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.

EMPLOYEES UAE
4
LOCATION
Dubai, DED

DIGITAL ART IN THE INDUSTRY

Whether or not digital or generative art would have garnered its due without the NFT is an open question. What is not in doubt is the overwhelming importance of pioneering artists to the future of digital art. We believe in uncovering the overlooked histories of human-machine collaboration. It reminds us that current developments are not born in an NFT silo, but in decades of experimentation.

Generative art is based on generative aesthetics, which was defined in the 1960s by Max Bense, a German philosopher teaching at the University of Stuttgart. He taught Georg Nees and Frieder Nake, who became the first artists to use generative methods. Nees defined generative aesthetics as a form of art that is automated by an algorithm created by the artist. Initially, they used analog methods to create this kind of art, and slowly they transitioned to using computing systems.

Generative art is a systems-based approach to creating art. There is an element of surprise about what's going to come out but it is up to artists to make a clear set of rules to put into the system.

Collect True Pioneers

There are over 27 million NFTs and only a few will matter. This is one of the reasons why we emphasize curation on our elementum.art platform and focus on NFT with historical relevance.

Our platform is a curated marketplace offering you highly selective and contextualized NFTs. Unlike other marketplaces, our platform makes buying and collecting NFTs with your credit card easy, without having to own Cryptocurrencies or use a Crypto wallet.

On the platform, you'll also see algorithmic art using computer-generated algorithms, AI, and data sets as well as contemporary photography. We curate according to the different themes and invite specialised curators to contextualize this particular release and exhibition. A big part of our program is generative art. This is a term that can be used to describe various methods of creation. Ultimately, however, there must be a sense of autonomy in the system that's being initiated by the artist, which is conceptual art at its origin.

The next drops will follow during September. We are very excited about our upcoming collaboration with a pioneer in the field of generative art, one that has also been featured

elementum.



in historically significant auctions, such as "Ex-Machina: A History of Generative Art" at Phillips London this summer.

Art Exhibitions & Events

We curate art exhibitions which take place in the Metaverse and, on special occasions, physically such as this one at the auction house in London.

Furthermore, we organize educational events such as NFT ART DAY.



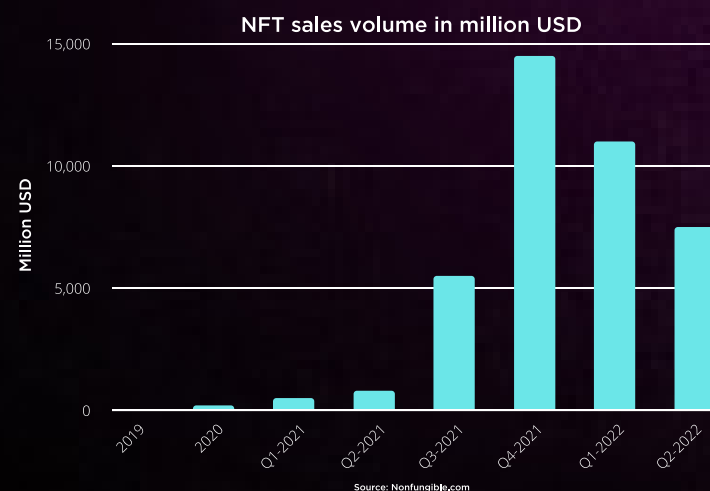
Niclas Genovese

Product Business Development,
Elementum

ARE NFTS DEAD? FROM DIGITAL IMAGES TO VALUE CREATION, THE JOURNEY IS STILL IN ITS EARLY STAGES.

NFT's are Dead, Is that true? Tech journalists like to write about the end of NFTs and I am often confronted with questions from people interested in tech whether the NFT phenomenon has seen its time.

Yes, the trading volume has drastically decreased since May of this year. NonFungible's quarterly report observed a massive 25% drop in traded USD volume between Q1 and Q2 2022. The trading volume amounted to approximately USD 8 billion in the second quarter of 2022. Nevertheless, demand



for high-quality and historical NFT remains high. Compared to 2020 and 2021, which had a total volume of USD 754 million in sales, the current trading volume is still more than ten times higher. Let's not forget that the total amount of NFTs traded in 2020 was recorded at "only" USD 250 million.

NFT's for Sports and Social Impact

We observe that collectors are becoming more selective. As a result, not every project receives unconditional acclaim, and not every NFT project becomes a lucrative investment.



Perhaps it's a good thing that enthusiasm has waned, that the overly speculative nature of flippers and money makers have calmed down.

We are convinced that the potential market remains enormous and that we are only at the beginning of this technological breakthrough.

Many companies and individuals have yet to discover the new Web3 world and its opportunities.

I talk about NFT adaptation at many events. However, when asked who has already bought NFTs, the majority of the audience responds that they do not yet own NFTs—and remember, these are people with a high affinity to technology.

The desire of companies to experiment with NFT technology is as strong as ever. Demand from companies in our sales department for NFT projects is higher than ever before.

We at Tokengate work with various companies from the technology, culture, media, sports, and automotive industries that want to leverage and integrate NFT technology to launch and test new business models.

In our customer projects, we focus on exciting additional benefits and are devoted to great design.

We believe that good projects should grant NFT-owners privileges, rights, and rewards to which they would otherwise not have access. In our current project with a Swiss Ice Hockey Club, we link NFTs to:

1. Memberships
2. Tickets & Invitations
3. Rights of first refusal

Also, in digital art, NFT technology will continue to drive the market and make it easier for collectors to enter the art market.

There are over 27 million NFTs and only a few will matter. This is one of the reasons why we emphasize curation on our elementum.art platform and focus on NFT with historical relevance.

The next drops will follow during August. We are very excited about our upcoming collaboration with a pioneer in the field of generative art, one that has also been featured in historically significant auctions, such as "Ex-Machina: A History of Generative Art" at Phillips London this summer.

About Tokengate Art

Tokengate Art accompanies brands and companies in their NFT projects, operates NFT marketplaces, and builds communities and exhibitions in the Metaverse. It has recently acquired the NFT art platform elementum.art.

Custom NFT Projects

We design and realise individual projects in close cooperation with artists and brands.

NFT Marketplace

We operate NFT marketplaces for artists, galleries and art projects.

elementum.art is a curated marketplace offering historically relevant art NFTs. Unlike other marketplaces, our platform makes buying and collecting NFTs with your credit card easy, without having to own Cryptocurrencies or use a Crypto wallet. Tokengate.art, another of our platforms, focuses on NFT collectibles and digital art.

NFT Marketplace

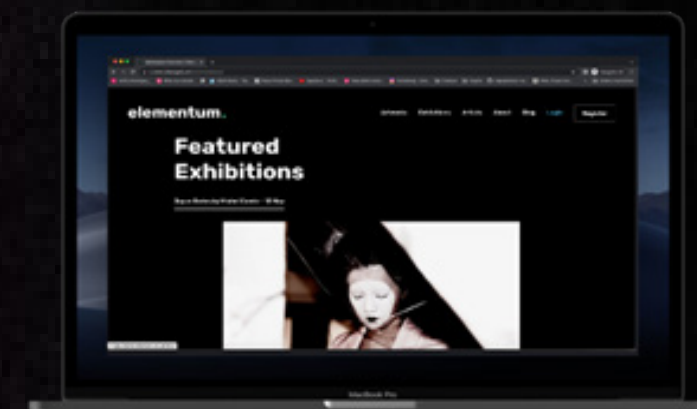
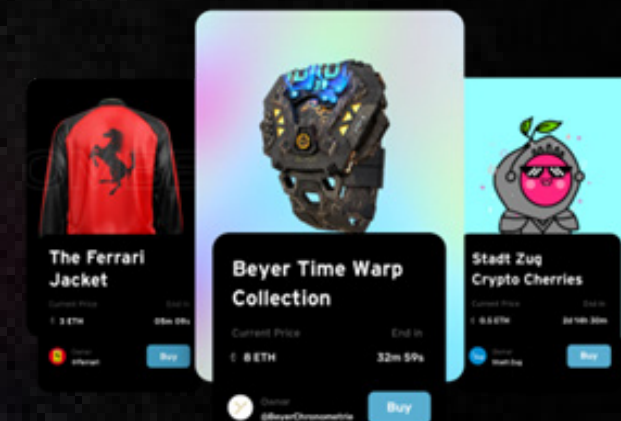
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Art Exhibitions & Events

SNOWCASH is a curated art exhibition that takes place in the Metaverse and, on special occasions, physically.

Furthermore, we organize educational events such as NFT ART DAY.



Tom Rieder
Metaverse Collection &
Advisory Council, Tokengate

ART



Nuqtah

Token Ticker: N/A

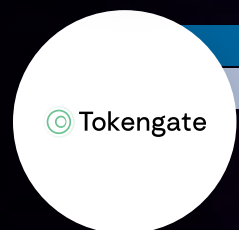
Nuqtah's mission is to aggressively spearhead the adoption of Web3 in MENA, by tirelessly developing and enabling a complete and robust infrastructure, tailored specifically to the region.

EMPLOYEES UAE
1
LOCATION
Dubai, DIFC

OasisX

Token Ticker: N/A

OasisX is a community empowering multichain NFT Marketplace and Creator Studio, bridging the gap between creatives and Web3. A spring of creativity in the Web3 era for artists, creators and collectors alike to create, list, buy and sell NFTs.

EMPLOYEES UAE
3
LOCATION
Dubai, DMCC

Tokengate.art

Token Ticker: N/A

Fractionalisation of assets, virtual grails for the Metaverse, and Blockchain-backed access to communities: Tokengate leverages the latest in tech to bring clients into the world of Web3. They accompany brands and businesses with their NFT projects, run the NFT marketplaces elementum.art and tokengate.art, and organize the art exhibition Snowcash.

EMPLOYEES UAE
3
LOCATION
Dubai, DMCC

Woonkly

Token Ticker: WOOP

Decentralised Metasocial Marketplace where all the posts become NFTs automatically, and all the content is stored in Interplanetary File System (IPFS). Woonkly.com presents one of the largest worldwide interactive directory for both the Metaverse and reality.

EMPLOYEES UAE
1
LOCATION
Dubai, DMCC

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.

EMPLOYEES UAE
9
LOCATION
Dubai, DMCC

THE EVOLUTION OF ART

In recent years, the global art market has become one of the most dynamic, lucrative, and compelling areas for digital innovation. It was previously not only known to be historically change-resistant, but also to be one of the last remaining analogue markets anywhere. Despite that established notion, the art market has swiftly embraced digital solutions to simplify an increasingly interconnected Ecosystem and to reach new collectors. Even more, with the rapid emergence and spread of NFTs, a completely new approach to trading and collecting art has taken center stage, dominating the conversation.

Since founding 4ARTechnologies in 2018, we have brought innovative solutions to the art world, focused on pairing class-leading safety with accessibility. This goal is just as essential for the new digital NFT market as it is for the traditional market. While the NFT technology provides incredible chances, its rapid growth glossed over two central challenges – security for creators and collectors and accessibility for a wide audience.

NFTs are one of the biggest revolutions for artists and creators in recent memory. They make the digital world unique, they provide new ways for creators to receive royalties and allow artists to reach a buzzing and borderless market. However, due to their oftentimes superficial implementation, NFTs are not reaching their full security potential. This also harms the long-term value for collectors. Our 4ART NFT+ standard, which enshrines established “best practices” with legal documentation right in the NFT, answers these concerns and stands as an example for a mature implementation. Despite its headline figures, the NFT space presents a high barrier of entry and is still very small as a result. To bring in creators and collectors from outside the Blockchain Ecosystem, technological hurdles must be reduced, and the community opened up. Making FIAT payments and multi-chain choices for NFT minting widely available broadens the appeal immensely, as we have proven with our own marketplace.

The steps required to utilise the full potential of the NFT technology and to bring the traditional analogue and modern digital art worlds together are not immense. Let us utilise this period to mature our approaches, to come together and bring forth the new era for the arts.

It is no surprise that 4ARTechnologies has chosen Dubai as one of its headquarters to drive its vision. With a forward-thinking approach and global reach, it is a fitting Ecosystem in which systemic change can be grown.

“Technology is changing the way art is both created and enjoyed. What remains unknown is: how far will we take it? Undoubtedly, we need to adapt and drive this change.”



ABOUT 4ARTECHNOLOGIES

4ARTechnologies offers a holistic Ecosystem of cutting-edge digital technologies and answers several challenges of the current and future art world. The Swiss Art & Tech specialist has been leading the explosive digital art market revolution since its foundation in 2018. 4ART's patented digital fingerprint serves as a secure key to the digital world, making artworks uniquely identifiable and inextricably linked to their documentation. A Blockchain-based living provenance automatically secures all movements of an object, creating a provenance that was unimaginable just a few years ago. Fully digital condition reports standardise this essential tool for any art trade and make global art handling transparent and cost-effective. The integrated Metaverse VR Galleries with AR functionality enable a new way to experience and purchase artworks from around the world with conviction. Its newest development – the NFT+ – makes physical and digital artworks equally collectible for the first time. Established best practices and legal documentation in hard coded into the NFT+, offering much needed security and usability for creators and collectors alike. With clients ranging from student artists to leading art world institutions, and support from blue-chip partners in insurance and transport, 4ARTechnologies leads the art world into the digital era.



Niko Kipourous

Founder, 4ARTechnologies

SPORT IS EVOLVING...

Are federations, clubs, and athletes ready?

NFT technology allows new ways for athletes and clubs to engage and interact with their fans. Over the last couple of years, sports collectibles have seen significant growth in the nonfungible token (NFT) space. Most of this growth has been focused on mainstream sports, where companies like Socios helped leading football clubs generate hundreds of millions of dollars in revenue. Other companies, like Dapper Labs, partnered with the NBA to produce digital collectables that have also generated hundreds of millions in revenue. Niche sports are benefitting too, with companies like EX Sports leading the way through its fan engagement platform, built on Blockchain, connecting fans, athletes and the federations from these 'underdogs' into an Ecosystem that generates revenue for all.

Let's get Phygital

Whilst digital artwork and video 'moments' are great, NFT technology can be taken one step further to transform sports and make a positive impact on lives. A powerful way to do this is by connecting the development of a physical sport to the digital world, through NFT technology. Doing this allows athletes, clubs and federations to explore new ways of generating revenue, develop careers, and build fanbases engaged on a deeper and more meaningful level.

A company embracing this approach is Urbanball, a street football Ecosystem that has created a new sport called 'Fightball', and is holding tournaments around the world, most recently in the Favelas of Brazil. The goal of these tournaments is to inspire millions of street football fans by giving them the opportunity to participate in the physical 'Fightball' matches, with winners rewarded in the digital world by becoming characters in a play-and-earn mobile game. This involves having their NFTs created and utilized, allowing them to earn royalties and incremental revenue to

fund the growth of their career along with the sport. Like in the Favelas of Brazil, millions of street football fans live in some of the poorest locations around the world, where options in life are limited. NFT technology is allowing sports to make a positive social impact that gives new hope and opportunity to so many. For the first time in tech history, people from all around the world can join and participate in these young athletes journey to success, through NFT technology.

Blockchain technology is evolving at a rapid pace, with new utility cases being showcased almost daily. Sports have the power to reach billions, and NFT technology can help evolve sports and transform lives



Toli Makris
CEO & Co-Founder, Ex Sports



SPORTS & ENTERTAINMENT



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.



CryptoClub

Token Ticker: CRC

Cryptoclub are an exclusive digital club that enhance one of the first experience to earn protocol based on real world usage and utilities in Entertainment and Luxury.



Sphera

Token Ticker: N/A

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.



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.



Pulse Music

Token Ticker: N/A

Pulse is a social music platform which facilitates meaningful brand engagement with listeners by tightly integrating brands into the music discovery experience. Pulse leverages the latest decentralised technology to solve a set of challenges that will revolutionize the music industry.



WOM Protocol

Token Ticker: WOM

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. Most recently WOM has launched the BULLZ app for both iOS and android users, and already top creators have joined!

EMPLOYEES UAE
3

LOCATION
Dubai, DMCC

EMPLOYEES UAE
12

LOCATION
Dubai, DIEZ

EMPLOYEES UAE
3

LOCATION
Dubai, (Inception)

EMPLOYEES UAE
5

LOCATION
Dubai, DMCC

EMPLOYEES UAE
6

LOCATION
Dubai, DMCC

EMPLOYEES UAE
1

LOCATION
Dubai, DMCC

HOW INFLUENCER MARKETING NEEDS TO BE DECENTRALIZED



6 Ways GenZ is pushing for a new marketing model on the Blockchain using user-generated storytelling.

There has been much made of Blockchain intersecting with the future of advertising, content and even influencer marketing.

As influencer marketing on YouTube and Instagram likely peaked in 2017, micro influencers are seeking new channels to grow more organically and earn a side income. They want the next stage of the web to be aligned with their interests, values, preferences and peer-group.

While TRON, Steemit and others show promise, it will likely be years before we see a decentralization of content platforms in any mainstream sense.

1. Micro Influencers are Seeking New Channels

GenZ personal brands and micro influencers are thus flocking to where tipping takes place — namely channels like Amazon owned game streaming Twitch, or where content can go particularly viral with videos such as musical.ly and Tik Tok.

2. Personal Brands are Searching for a place to be Authentic

Fashion conscious teens are exploring apps such as YEAY, where showcasing apparel is trending. A new generation of apps is targeting video-native GenZ consumers and creators. Young creators are leveling up their personal brands seeking an online niche to call their own.

In this article, I'm not going to repeat the usual statistics of how brands are leaning in on influencer marketing or user-generated-content to reach young people who trust their peers more than brands. GenZ want inclusive environments where they can relate with their peers, where interruptive branded ads don't corrupt the user experience. This is fairly intuitive to understand.

3. Young Influencers and Entrepreneurs Seek New Incentives and forms of Rewards

Video storytellers know their worth, and brands have been for the last few years willing to pay them for it. However, something broke along the way. The top influencers can summon huge amounts in a “celebrit-ification” of the system, while many micro influencers who can add more targeted value are left without much to go on.

This is in part why we created the WOM Token economy; we believe GenZ especially will appreciate our intent to match their needs and user experience, no matter where they are building their personal brand online.

GenZ are seeking tangible rewards for their entrepreneurial efforts through creative storytelling and nurturing their own tribe. Tokens are a currency for rewarding this. With the right KPIs, tokens have the potential to democratize influencer marketing in a way that the creators do not need to compromise themselves.

4. Micro Influencers are Choosing Video as the Next Channel of Word-of-Mouth and Viral Marketing

In the evolution of how GenZ shares personal experiences, stories, memes and entertainment all converge. Everything from Instagram filters to idiosyncratic stylization of video, to channels that are more live-stream orientated.

This represents GenZ's unique stamp on digital marketing, and it's changing what user-generated content is becoming. Vlogging has evolved to the point where any minority can find video creators who mirror them and their personal experience across spectrums, breaking down boundaries and creating a fundamentally new online culture.

Whether you are LGBTQ, disabled, a gamer, a designer, or speak a particular language — there's an online community for you where you are embraced in GenZ's paradigm of inclusion. Retail brands are starting to understand this and how it relates to GenZ trust in and receptivity to peer-to-peer influencers.

5. Young Consumers want to Relate to Values that are Inspirational

As user-generated content contests became common on channels such as Instagram and others, brands started to leverage uplifting themes such as sustainability, inclusion, corporate social responsibility and doing good for the planet in little ways to increase their brand visibility in campaigns more likely to go viral.

GenZ and the young consumer therefore are value driven, not just in the discount shopping sense but in gravitating to brands that embody values and stand for a lifestyle they can relate to and empathize and connect with on a moral level.

- Inclusion
- Sustainability
- Empowerment of minorities
- Celebration of diversity
- Mental health and well-being
- Social equality and a socially caring society
- Crypto: and now with cryptocurrencies, even this concept of “decentralization” is catching on among young people as something preferable to some of the systems we have in place.

6. Advertising Needs an “Upgrade” and GenZ want to “Level it up”.

The way we've done advertising and marketing in large part is no longer relevant. Cord cutting means Netflix is winning over TV companies. While mobile ads create some kind of “engagement” and “impressions”, they don't easily convert us in our 4-second attention spans.

GenZ want to stand for a reinvented web where Blockchain aligns with a more trustworthy way smart contracts can impact how the attention economy could work on a fundamental level.

Advertising and marketing in the United States is estimated to generate more than \$200 billion each year. This number is likely to reach \$260 billion by 2021. What if micro influencers had a more transparent way to participate in influencer marketing that could be more decentralized and empowering of their authenticity? That is what we are implementing with the WOM Token.

In 2017, it is estimated that \$16.7 billion was lost to fake bot traffic. With a DApp protocol, a word-of-mouth (WOM) Ecosystem could minimize the pain points influencers have to prove their value and be compensated easily. While Google and Facebook mobile ads appear effective,

they are not the ultimate end-game of advertising. They are effectively bidding wars for our attention. But these algorithms are imperfectly optimized for people, especially young audiences. The WOM Token is built on the advice and wisdom of GenZ entrepreneurs and influencers themselves.

If Google and Facebook have a monopoly on mobile advertising likely for years to come, it could be argued YouTube and Instagram have a duopoly too on influencer marketing. This creates a certain inequality among celebrities, established influencers and micro influencers. It favors an Ecosystem where vanity metrics are rewarded over authentic and relevant niche creators.

This is incompatible with the values and preferences of GenZ. They are optimistic about the prospects of a world where influencer marketing displays some characteristics of decentralization and incentives that match KPIs that are more up-to-date. On such a platform the user experience of personal brands would be effortless.

The Benefits of Marketing on the Blockchain

- Being instantly rewarded for brand advocacy
- No signed deals with brands needed
- Word-of-mouth stories that don't feel forced
- No over sales-y-ness needed, but KPIs where authenticity and honesty are rewarded
- A commitment to a fairer and more transparent token-incentivized interaction



Melanie Mohr
Founder and CEO, WOM Protocol

METAVERSE & GAMEFI

The term Metaverse was coined by Neal Stephenson in his 1992 novel Snow Crash to describe a virtual world in his imagined future, a 21st-century dystopia. In Snow Crash, the Metaverse is a virtual-reality world depicted as a planet-encircling market where virtual real estate can be bought and sold, and where VR goggle-wearing users inhabit 3D avatars whose form they have the freedom to choose.

\$7.5B

Capital Investments in Metaverses H1 2022

23333

Total Metaverse Projects

\$4.1B

Capital Investments in GameFi H1 2022

1,551

Total GameFi Projects

The Dubai Metaverse Strategy aims to support more than 40,000 virtual jobs by 2030 and add \$4 billion to Dubai's economy in five years.



WELCOME TO THE METAVERSE

"The opportunities in the Metaverse are unlimited." Says Jawad Ashraf, CEO and co-founder of Virtua, a gamified Metaverse which provides immersive and interactive experiences, in Web3 Gaming and digital collectibles. "We are building digital universes without physical boundaries and immeasurable potential."

An industry leader in NFTs, Blockchain and the Metaverse, Ashraf has spent decades at the forefront of innovation in emerging technology. He now splits his time between his home and office in Dubai, London where Virtua launched and Virtua's development hub in Pakistan.

"Dubai is an excellent part of the world from which to operate," says Ashraf. "With the support of Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, and Chairman of The Executive Council of Dubai, Dubai will lead the way into the Metaverse globally."

The Crown Prince's Dubai Metaverse Strategy aims to create over 40,000 virtual jobs by 2030 and add \$4 billion to the emirate's economy. The Dubai Metaverse Assembly in September will also bring together over 300 global experts and thought leaders from over 40 companies. This support is a clear indication that the region recognises the opportunity in the Metaverse.

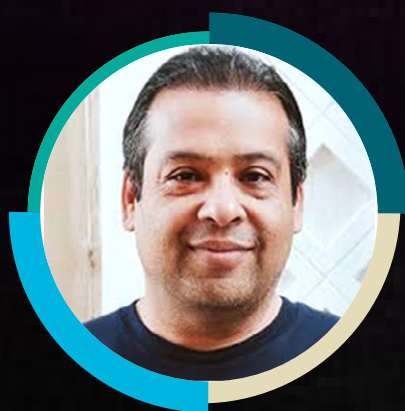
Virtua is one of a number of organisations leading the way in the development of the Metaverse, it's brought together experienced technology and gaming professionals, with Web3 innovators, to create a unique Metaverse open to all. The platform launched at a screening of Ready Player One, the film billed as a trailer for Virtua's ambitions in the Metaverse.

"The Metaverse is an exciting, enthralling and inspirational space, yet to be fully realised and explored," says Ashraf. "At this decisive moment in time, we are all transitioning aspects of our lives into the Metaverse, collectively taking the most significant step towards living aspects of our lives in digital worlds."

Virtua recently commissioned its own research into the Metaverse, looking at the value of digital items - the possessions we will take into the Metaverse as skins, environments, digital collectibles and NFTs. These digital items will become the building blocks of the Metaverse and ultimately part of our virtual identities.

Perceptions around the value of digital items are changing from one generation to the next, with children asking for skins for their gaming characters alongside physical presents. And with social media now so prominent, how we are represented in the digital space is becoming as important as representational in our day-to-day lives.

Ashraf says, "We embarked on the Digital Ownership Report, to survey sentiment around digital items in 2022 and to map out how those feelings will change in the future. Web3 represents another leap in



Jawad Ashraf
CEO, Virtua

technology, similar to the impact of the internet, and we're only going to see these technological leaps accelerate in their adoption."

Among many interesting findings, the survey revealed that 42% of consumers surveyed buy, sell or trade digital items, and 73% would prefer to own digital items than stream them. Furthermore, over half (54%) of consumers surveyed who purchase digital goods agree that they would prefer to receive a digital item as a gift rather than a physical one.

"The survey results are fascinating," says Ashraf. "They offer a clear indication that digital items already have a value. That value is only going to increase as we move further into the Metaverse. What we didn't expect to see was how valuable digital items already are and for many a preference to streaming, or owning physical items."

With the Metaverse predicted to become a trillion-dollar industry, there's clearly a huge opportunity in the space for those brave enough to take the leap. With Virtua soon to launch its own Metaverse, it will be in a unique position to see the value of digital items evolve and curate its own digital Ecosystem.

"As well as developing these incredible digital spaces, we must also consider policy and regulation." Says Ashraf. "How law and order are implemented, how health and well-being are managed, while building long-term digital economies. Which should include self-regulation as part of a global Metaverse framework."

"We want to create a Metaverse that is accessible to all - a space without physical limitations, that enables new communities, experiences and interactions, never before possible. Welcome to the Metaverse."



METAVERSE



Everdome

Token Ticker: DOME

Everdome plans to be the most hyper-realistic verse across the entire landscape of the Metaverse. People, brands, and organisations that are looking to showcase themselves, their brands, or their products in the highest quality will make Everdome the place where they can truly demonstrate their desired experience.



Keys MetaMansion

Token Ticker: KEYS

The KEYS Metaverse is a universe built for the evolution of real estate, business, socialization, interaction, commerce, and entertainment. Their vision is to give users the ability to progress through all the different layers of real estate: from buying land to establishing a residence, starting a business, monetising their assets, hosting events, and socialising. They want to democratise access to the real-estate industry by allowing everyone to participate, regardless of geography, age, race, or socioeconomic status.



Metahero

Token Ticker: HERO

Metahero brings to the market 3D scanning and modeling technology that generates ultra-realistic 3D avatars and virtual items to be used across games, VR, social media, and online fashion. The tech also allows for the creation of NFTs from real-world works of art and collectibles.



MetaMall

Token Ticker: MALL

Metamall is designed to bring the ultimate Metaverse shopping experience by connecting brands from traditional malls into the Metaverse for a virtual shopping experience. Metamall meets virtual retail demands by offering brands and shoppers to connect in the Metaverse using social dynamics that bridge realities through artificial intelligence and virtual reality computing systems like Oculus, where users can connect using the VR headset.



MetaMetaverse

Token Ticker: VOX

MetaMetaverse is a play to earn game where you explore and build Metaverses. MetaMetaverse is a platform for creating your own Metaverse. Each Metaverse functions as a virtual society and has its own games, interactive experiences, economy, and governance. These Metaverses are constructed with metameta lang, the Layer 1 protocol for Metaverse interoperability.



Virtua

Token Ticker: TVK

Virtua is a gamified Metaverse which provides immersive social, Web3 gaming, digital collectible, and interactive experiences. Headquartered in London and supported by a global development team of over 200 specialists, Virtua has also reached a number of significant milestones and the company's games development arm, Virtua Studios, is already actively developing its own range of Metaverse-focused games.

EMPLOYEES UAE
3

LOCATION
Dubai, DIEZ

EMPLOYEES UAE
1

LOCATION
Dubai, (Inception)

EMPLOYEES UAE
2

LOCATION
Dubai, DIEZ

EMPLOYEES UAE
3

LOCATION
Dubai, DMCC

EMPLOYEES UAE
2

LOCATION
Dubai, DMCC

EMPLOYEES UAE
11

LOCATION
Dubai, TECOM

GAMEFI



Arium

Token Ticker: N/A

Arium is a competitive cloud game streaming platform built on shared compute environments. The first play to earn e-sports tournament Ecosystem that allows its entire community to participate in earnings and incentives. Earn cash, Crypto, NFTs and show your achievements in a personalized 3D virtual trophy room.



bownce

Token Ticker: N/A

As the first IoT sports device of its kind, bownce is connected to the Blockchain and allows users to win Crypto coins by successfully competing against one another in sport events. bownce is easy to set up and can be used for short or long training sessions at anytime and anywhere. Unlike other fitness devices it is suitable for everyone in all fitness levels. The integrated micro technology and bluetooth connectors allow a real time performance tracking in the provided smartphone app with its innovative features.



D-Labs

Token Ticker: N/A

D-Labs is DAMAC Group's newest initiative which will see the Group enter the metaverse and build digital cities, as well as offer a range of other services from virtual homes, digital property, as well as digital wearables, and digital jewelry through the company's acquisitions of Swiss jewellers de Grisogono, and Italian fashion brand Roberto Cavalli. The initiative forms part of a larger push by the group towards digital assets and non-fungible tokens (NFTs).



Cross The Ages

Token Ticker: CTA

Cross The Ages is a mobile-first collectible card game set in a dystopian clash of worlds, based on seven fantasy and science fiction novels. The dystopian world is where mystical creatures and masters of magic collide with AI-powered cyborgs in a fight for the last resources of power. Cross the Ages is a compelling gaming Universe in which: Free-to-play meets play-to-earn.



Earn Games

Token Ticker: N/A

Earn.Games is a platform that offers both play-to-earn (P2E) games and a non-fungible token (NFT) marketplace. Through the lending, borrowing, and minting features, users have complete financial control over their assets. They also offer an e-gaming diploma, preparing the next generation of game developers.



Edverse

Token Ticker: EDV

Edverse is building an advanced and scalable AI powered immersive education Metaverse "edverse". Bringing together the perfect amalgamation of marrying the world of gaming with deep rooted immersive, interactive and insightful learning experiences.

EMPLOYEES UAE
2LOCATION
Dubai, (Inception)EMPLOYEES UAE
1LOCATION
Dubai, (Inception)EMPLOYEES UAE
3,255LOCATION
Dubai, DEDEMPLOYEES UAE
1LOCATION
Dubai, (Inception)EMPLOYEES UAE
12LOCATION
DubaiEMPLOYEES UAE
1LOCATION
Dubai, (Inception)

USING IOT TO BLUR THE BOUNDARIES BETWEEN THE VIRTUAL AND REAL WORLD OF SPORTS



The Internet of Things (IoT) is a ground-breaking technology. Its true power lies in connecting it with other disruptive technologies and harnessing that connection to expand human capabilities. Bridging the gap between the physical and digital to offer a truly immersive experience is possible by linking IoT devices to the Blockchain and the Metaverse.

bownce is the first IoT (Internet of Things) brand that converges Blockchain technology, design and community spirit for fitness and wellness.

The maximal values of IoT, Web3 and Blockchain depend on how they unite with each other. Together they should be able to boost social connections in the digital space. With the fourth industrial revolution set to fundamentally change how people interact with each other, digital healthcare that prioritises fitness and the community spirit is a novel but much-needed approach to get technology to play a positive role in our lives.

bownce is a fitness Ecosystem that turns individual exercise routines into a fun-fuelled, community activity. Specialising in innovative smart sports equipment for home, office and outdoor use, their first product, the bownce Ball, will enable users worldwide to become part of a great community.

The ball's high-tech sensors help track performance, win tokens, create personalised NFT's, and challenge, compete and motivate each other.

The global smart sports equipment market size is estimated to be USD 3.74 billion. The intersection of this with the USD 7 billion global Blockchain market is a small niche that bownce has been able to grab by Tokenising the fitness achievements of the users of their IoT sports devices.

Improving the IoT user experience in sports and fitness

The virtual space originally lacked 'real feel'. The evolution of the digital world, however, has made it possible to create

real feeling – seeing, hearing and feeling an experience – in the Metaverse, through data captured by IoT devices. This has helped improve the Metaverse user experience. For the sports and wellness industry, IoT in the virtual world can help technology grow from being limited to individual fitness tracking to providing real-time immersive experience for competitive sports.

Wearable IoT devices are set to reach 1.1 billion units by the end of 2022. Complementing these with artificial intelligence, extended reality (XR), AR and VR means you can create a Metaverse that has better customer outcomes and experiences because of the real-world data on hand. IoT technology provides a physical interface that allows users to remotely interact with the world and creates verisimilitude across the Metaverse.

The bownce smart sports tech brings intelligence to the virtual fitness environment and allows users to remotely interact with others in the digital space through challenges and competition.

Near-real experiences in sports and fitness fuelled by IoT and community

IoT devices such as the bownce Ball empower the user by providing an immersive and contextual experience. Using Blockchain technology will help tokenise fitness achievements and put bownce at the forefront of the IoT sports devices industry and the Blockchain industry.

bownce is relevant for all age groups, from amateurs to professional athletes at every level, across all sports and in every country. bownce is a simple, but highly effective and cross-generational sports device that combines health, flexibility, fun, and community.

IoT spending in the MEA region is set to reach \$17.63 billion next year, which makes it an attractive market for players like bownce.

The app serves as the gateway to the worldwide community and intends to achieve positive social change by promoting sports and allowing users to become a part of a greater movement. bownce is set to lead the IoT-driven sports industry by playing a transformative role in community building through healthy competition that promotes fitness.

With their shift into the Blockchain space they are building innovative opportunities for their partners, and newer perspectives, experiences, and insights for their users



Vitalij Zittel
Founder & CEO, bownce

GAMEFI



Gamescoin

Token Ticker: N/A

GamesCoin Group will provide an Ecosystem for gamers, game developers, publishers and advertising partners built on the GamesChain - its own Ethereum-based Blockchain. The hub will enable players to seamlessly move between different games and virtual worlds, using the GamesCoin token as an integrated currency in all worlds across the hub.

EMPLOYEES UAE
1

LOCATION
Dubai, DED



Legends of Bezogia

Token Ticker: BEZOGIE

Bezogia Earth is a unique multi-utility and deflationary ERC-20 token on the Ethereum Network. It's first of many developing use cases include Legends of Bezogia, A play to earn MMORPG game designed with a unique rent to earn mechanism. It features rich lore, gritty combat and epic landscapes filled with adventure and exploration.

EMPLOYEES UAE
2

LOCATION
Dubai, DED



MetaTraxx

Token Ticker: TRAXX

MetaTraxx is a decentralised Play-to-earn Metaverse where NFT animals can be acquired, bred, fed, augmented, traded and raced on user-generated tracks with unlimited complexity. Stakers can review a specific race and its entrants and attribute tokens in a smart contract as a partnership sponsor.

EMPLOYEES UAE
2

LOCATION
Dubai, (Inception)

GAMEFI



Nitro League

Token Ticker: NITRO

Players can collect Nitro League NFT cars, race with them online, and trade them on any NFT marketplace, or showcase them across the Metaverse. Upgrade your NFT car with rare parts to increase market value, as well as increase your chances of winning more races. Custom designs, skins and more will become available with new partners coming on board.

EMPLOYEES UAE
3

LOCATION
Dubai, (Inception)



Project Quantum

Token Ticker: QBIT

Quantum Works was founded in 2021 when Fraser Gordon saw a unique opportunity and a gap in the global market place for a AAA gaming title and studio, where fairness and customer satisfaction lead the way.

EMPLOYEES UAE
3

LOCATION
Dubai, DMCC

$$G = (F2P)2O^{4fun}$$

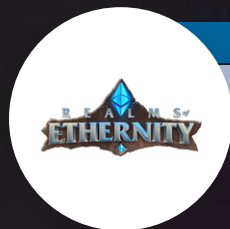
Imagine a simple idea: Merging gaming and modern blockchain technologies. People use their own digital assets and transfer them seamlessly across all games and virtual worlds on a blockchain hub. Tailored to the wants and needs of a community of 3 billion gamers worldwide. With a token as an integrated currency:

GamesCoin. Play. Create. Own.

gamescoin.io



GAMEFI



Realms of Eternity

Token Ticker: RETH

Realms of Eternity is building a massively Multiplayer Online Simulation Game (MMOSG), a World of Warcraft inspired virtual world filled with hundreds of play-to-earn games where developers and players can build, own, and monetise their gaming experiences using RETH, the main utility token of the platform.

EMPLOYEES UAE
1LOCATION
Dubai, DMCC

Revoland

Token Ticker: REVO

Revoland is a Blockchain-based multiplayer online battle arena (MOBA) game designed to combine players' individual techniques and teamwork to challenge themselves in multiple game modes. Revoland is a product that integrates all the advantages of traditional mobile games, with a high degree of completion and entertainment, creating a real social gaming experience and profit model.

EMPLOYEES UAE
30LOCATION
Dubai, DED

Revomon

Token Ticker: REVO

Revomon is an exciting new online Role-Playing Game (RPG) that combines an incredible, immersive virtual-reality experience with the ground-breaking technology behind Non-Fungible Tokens (NFTs). This synergy will allow for the creation of real value in a virtual world by leveraging Blockchain technology. Revomon has created a Metaverse where players can socialise with each other while hunting for wild Revomon.

EMPLOYEES UAE
1LOCATION
Dubai, DMCC

UFO Gaming

Token Ticker: UFO

UFO Gaming is a decentralised gaming platform launching play-to-earn games onto the Blockchain combined within its Metaverse. Their mission is to bridge the gap between gaming and Blockchain, giving players the ability to earn while playing.

EMPLOYEES UAE
5LOCATION
Decentralised

U-Topia

Token Ticker: N/A

The U-Topia Metaverse aims to remodel the mainstream media and digital universe by creating a world where Crypto enthusiasts, and gamers may merge as one. It doesn't require one to be a Crypto expert to take part in the Metaverse. The world is for all.

EMPLOYEES UAE
3LOCATION
Dubai, (Inception)IMPACT OF U-TOPIA
METAVERSE ON GAMEFI
IN THE MENA REGION

We are now in the year 2022. The negative perception of video game players is fading, and tech-savvy gamers are being praised as people who will usher in the digital era.

In the MENA region which also includes Middle Eastern countries like the UAE, video game players are now seen favorably. The main cause of this perceptual shift is GameFi. GameFi is a new concept for monetizing Blockchain-based games. It is often referred to as a "play-to-earn (P2E)" game. This could be a major game-changer for the MENA region, and the region may develop into a global hub for the P2E scene.

With the ability to earn, trade, and convert digital assets into fiat, so-called "gaming addicts" whose parents were concerned are now making money from their skills and providing a stable income for their families.

The creation of a higher committee to draft the Dubai Metaverse Strategy was ordered in May 2022 by Sheikh Mohammed bin Rashid Al Maktoum, the vice president of the UAE and the prime minister of Dubai.

We want to make Dubai the finest city in the world to live, work, and invest in, he declared. To accomplish this aim and make sure Dubai maintains high levels of global competitiveness, government services must constantly grow.

One Human Reality is a future, human-centered version of the metropolis that will be built in the Metaverse, according to plans made public by the Dubai Municipality in March 2022.

U-Topia Metaverse, the new project on the block, is trying to make its way into the mainstream by building a world better than its predecessors. It could be a game changer for the Metaverse vision of Dubai by becoming precisely the thing that the Dubai Municipality and the UAE government want.

While the earlier attempts at Metaverse sparked this frenzy, they did not develop any model to hold their audiences on their lands. U-Topia is building an Ecosystem where people can just come in, immerse themselves into this alternate reality, interact with new people around the world, and play games.

Soon, you could attend concerts by a singer based in the

United States while sitting in Dubai and you would experience this in a gamified world with you appearing as digital avatars. Or, you could buy any clothes you like by visiting the virtual stores and not just use them in this virtual gamified world but also get them delivered to your physical address anywhere around the world if you like.

Similarly, the U-Topia Official Game is built for video game lovers who want to battle out their opponents and win prizes in form of Crypto tokens which is the very model of P2E (Play-to-earn) games.

GameFi is turning the lives of people around the world including the people in the MENA region but it can also come at the cost of people spending more time in virtual reality than in the real world chasing big money in the sector. What needs to be realised is that there should be a boundary between the physical and the virtual Ecosystem. U-Topia Metaverse aims to do that by building the first ethical Metaverse which is not only ushering in a new era of Metaverses but also fostering a healthy mental state to be maintained by keeping a balance between the physical and digital worlds.



Emmanuel Quezada
CEO & Founder, U-Topia

ITS ALL IN THE GAME

The global gaming industry is growing at the fastest pace in history. With our 2 billion gamers worldwide and growing, Deals alone in June and July of 2022 worth billions have been executed with big tech companies acquiring major gaming studios and game titles. A quick snippet taken from statista.com* Video Games - Worldwide | Statista Market Forecast) shows us that overall revenue in the Video Games segment is projected to reach US\$208.60bn in 2022 with an annual growth rate (CAGR 2022-2027) of 7.87%, resulting in a projected market volume of US\$304.70bn by 2027.

However, traditional gaming companies and activity is currently structured in a way that only creates value for game development companies and is designed to facilitate a one-way flow of value back to those entities. This is where Blockchain technology is set to disrupt the industry and transition players into an environment of financial gains for their time and skills.

Problem

Many players invest in expensive equipment, whether PCs or other devices, as well as a lot of their time in order to participate and play their favorite games to compete. There are no examples of maintainable income linked directly to gameplay and only a small percentage of elite players are able to extract value by using external avenues like streaming or social platforms. Most game development companies also restrict or block the trading of in-game assets for tangible real world value even if the player has invested in acquiring them i.e. items such as avatars, weapons, boosters, etc.

Solution

In differentiation, ZOGI Labs built Legends of Bezogia open source and integrated Blockchain technology to facilitate seamless and unrestricted transfer and control of value by gamers. This will empower players to realise actual market values of in-game assets and it will disrupt the industry by creating a two way flow of value between the developers and players as well as player to player. In traditional Blockchain games, gamers were required to purchase NFT's and tokens in order to play. In contrast, ZOGI Labs introduced a unique Play&Earn system, Allowing players only to invest their time as the gameplay design and structure supports free-to-play and rent-to-earn mechanisms. Gamers materialize by earning valuable in-game assets in the form of NFTs (items like shields,

weapons, avatars etc). These items allow them to generate higher earnings and they are able to be sold and generate a profit. Gamers keep authentic proof of their ownership, their scarcity and their uniqueness. Transferable without restrictions or limitations.

An inevitable transition is headed our way. Blockchain gaming is experiencing exponential growth. Smart money is already proving this as billions in investment are made in virtual lands, gaming assets and the overall NFT markets. The ability to acquire and transfer value will become the catalyst for Blockchain gaming and eventually be the standard online gaming protocol. Legends of Bezogia is focusing on becoming a prime example and leader in this segment.

Built to be a truly immersive and entertaining experience, knowing the importance of a game to be fun to play, Legends of Bezogia is an MMORPG (like World of Warcraft) designed for months of gameplay and coded to be rewarded massively with earnings in the form of digital assets (both tokens and NFTs). With beta launch in August 2022, our community of holders and gamers are ready to become the early participants and builders of the new future of gaming.



Ahmed Zakaria
Project Lead, Zoge Labs

JOIN THE CRYPTO OASIS ECOSYSTEM

Become a Member

Get Exclusive Benefits

Access

Get access to the fastest growing Blockchain Ecosystem in the world.

Art & Culture

Your access to the latest in the Digital Artworld

Events

Curated events throughout the year

Content

Early access to industry reports and information

Community

Be part of the community and and get connected to the industry

Partner Benefits

Exclusive rates and benefits with Ecosystem partners

Visit

www.cryptooasis.ae/membership

arte TOP 20 NFT PROJECTS

The region has seen an explosive growth in NFTs. Local artists have adopted it and international artists have moved here to take advantage of the exposure it offers. We curated a list of the top 20 NFT projects from the country based not only on their artwork but also on their community and exposure.



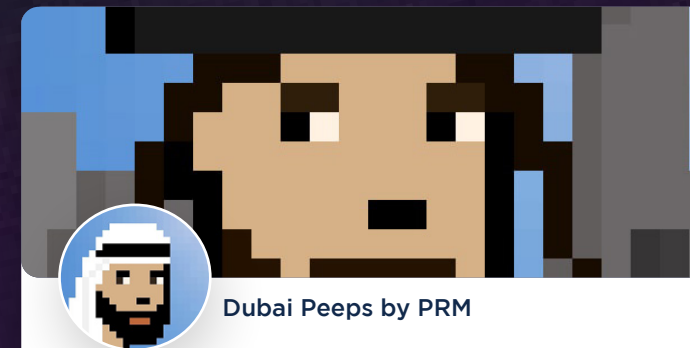
Crypto Arabs by Haidar Mohammad

For the first time in history, an Arabic Cartoon show "Shaabiat Al Cartoon" has been turned into an NFT collection consisting of 9,999 unique art pieces that have been derived from the 10 main characters within the show.



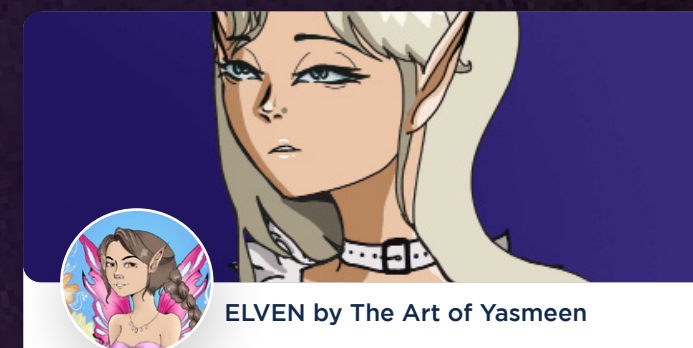
Global Pillars by Sacha Jafri

In celebration of the 50th year anniversary of UAE's National Day (marked on 29th November 2021), the contemporary British artist; Sacha Jafri, launched a historic NFT drop.



Dubai Peeps by PRM

DubaiPeeps is the first Dubai Community NFT Project that was handcrafted (not generated) as an homage to the people of Dubai.



ELVEN by The Art of Yasmeen

ELVEN is a collection of 6,000 randomly generated elfen girls with more than a 100 different traits. The artwork is all hand-drawn by Yasmeen and based on an original style of character she has been sketching, painting and doodling since she was 10 years old.



Eternal Gates by Arts DAO

The Eternal Gates is a collection of NFTs designed and created by Kristel Bechara and which grants access to the Arts DAO community.



Everydays by Gigi Gorlova

Gigi Gorlova is a Dubai based artist and graphic designer. Gorlova began her artistic journey at an art school in London and has a degree in graphic design and illustration. Moreover, she has been doing digital graphics for over 10 years.



Fananees Genesis Collection by MBC Group

The Fananees Genesis Collection brings MBC's most popular Ramadan characters to the exciting world of digital collectibles. The collection offers NFT holders unique benefits from MBC Group.



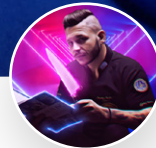
From Desert to Mars by UAE.nft

UAE.NFT gave 9 brilliant artist total freedom to bring to life their vision of how the future will look like when humanity reaches distant galaxies.



Crypto Camels Club NFT

Crypto Camels are a reflection of the online MENA identity in the new Web3 world. Crypto Camels hope to build a club of like minded individuals, network and events to bring them forward and closer together.



Glow in the Dark by Chef Sperxos

A unique NFT collectible collection based on the neon recipes created by chef "Sperxos".



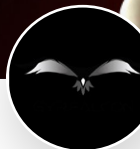
Queen Mode by Alejandra Michel Munguia

A mission-driven, utility based NFT collection. A "token" of appreciation to The Modist's community of global women, driven by empowering choice, celebrating diversity and breaking stereotypes -- Queen Mode's mission since 2017.



Revival of Aesthetics by Orkhan Mammadov

"Revival of Aesthetics", an exhibition by Orkhan Mammadov focuses on the representations of the Middle Eastern cultural history to secure dialogue between the future and the past, dystopian and utopian.



Gyr Falcon

A collection of 5,555 avatar falcon trainers NFT holders that will be able to participate in the first play-to-earn racing game in the region.



Layers by Diaa

Diaa is an Arabic calligrapher and one of his artworks titled 'The Attempt' is one of the earliest and most important steps towards reaching the best visual approach for the 3D illusion artworks.



The AlphaBYTES by Amrita Sethi

Anything is possible with NFTs so Amrita has invented her own language to unite people in the Metaverse and beyond. The alphabet reimagined for Web3 layered with the shape of sound and decoded through augmented reality.



The Celestial Collection by Bored Puma

Boredpuma joined forces with Splash Fashions to create this NFT collection. The Celestial Collection, stepping out as the first company to release an NFT in the region. The Celestial NFT collection is a one-of-a-kind and the 1st collection and collaboration of the Middle East.



Montes NFTs by his Daddy - Dean Munro

The plan behind Monte's NFTs is charity. 50% of each NFT will go directly to a charity of their choice. 5-10% will go to the graphic designer who has created the masterpieces. The rest of the money from sales will be used in different ways.



Mowjood by Waleed Shah

Mowjood (Arabic for I'm here, I exist) started as a photography project during COVID to help creatives find work by telling their stories in a "magazine cover" style art piece that put them on a pedestal. Over the last few months, it has evolved into an NFT project that rewards its participants with royalties for life.



The Sufi Darweesh by Aisha Juma

Aisha Juma uses a technique called channeling to produce these line drawings. She enters a state of meditation and then takes a pencil to create fluid, one line pieces of which she rarely controls the results. The digital paintings use the black and white drawings as a base and Aisha fills in the colour instinctively, using a similar meditative process.



Urbanball by EX Sports

Urbanball is the world's first play-to-earn street football mobile game, based on real athletes. The first NFT drop will consist of character & skill cards that are required to play the game.

TOP ARTISTS

Sacha Jafri

Sacha created the world's largest painting on canvas 'Journey of Humanity', as recognised by the Guinness Book of World Records over seven months during the COVID-19 pandemic in Dubai.

The work was sold at auction in Dubai for US \$62 million making it the second highest price ever paid for a work of art by a living.

Sacha Jafri is widely regarded as one of the world's most celebrated living artists and has raised more than \$140 million dollars for charities across the world from the sale of his art.

Amrita Sethi

Amrita was the first NFT artist in the UAE. After a successful career, spanning 15+ years, in some of the world's largest multinational financial companies, Amrita left the corporate world for a deeper calling, which led to the creation of a new multimedia art form, called "Voice Note Art"©- now called "SoundBYTE".

Diaa Allam

A world-renowned award winning Calligrapher, muralist and live art performer with a vision to deliver the beauty of the Arabic Calligraphy in an innovative and cutting edge style.

Patrick Moritz

Patrick Moritz, also know as PRM, is a self taught sculptor who was born and raised in Berlin, Germany. He discovered his talent to model sculptures out of clay in 2010 and has ever since created art pieces for the Royal Family and others. His transition into the digital art space motivated him to design NFT Collections in both 2D and 3D which go under the umbrella of ThePeepsProject.

Kristel Bechara

Inspired by Glenfiddich Gran Reserva's exotic sensory experience, Kristel Bechara is breaking stereotypes with her dedicated artworks. With Glenfiddich being strong advocates of artists globally, collaborating with Kristel and watching this collection come to fruition has been a true testament to the Maverick she is. Glenfiddich by Kristel Bechara also opens up avenues for the holders to access exclusive, carefully curated experiences with Glenfiddich.

Khalid Albanna

Khalid Al Banna is a contemporary Emirati artist who has staked his place in the local art scene since the early 90s, renowned now for using collage as a primary technique to explore subject matter pertinent to the history and rapid transformations of his home country.

Vesa Kivinen

The work of mixed media artist VESA combines photography, painting, bodypainting, and digital collaging into a single expression. He calls this process Artevo, which has been widely featured from Forbes and to Vice. The 2013 collaboration with the Bollywood actress Veena Malik reached around 300 million people.

Ahaad Al Amoudi

Through her work Ahaad is trying to push the boundaries of the historical representation of Saudi Arabia, by studying the country's reforming ethnography and showcasing it in the work she produces.

The Saudi artist Ahad Al Amoudi, ventured into the NFT through Gallery Bawa from Kuwait in April 2021. The emergence of a post-internet culture and its relationship to cultural heritage is transparent in Alamoudi's work.

Orkhan Mammadov

What began as experimentation to play and have fun became a part of his workflow. Orkhan illustrates and animates around culture and heritage, in the exploration of the NFT (non-fungible token) artworks on Blockchain technology, where he is given a broader perspective to investigate the global trend and a cognitive orientation in popular culture.

Christopher Hunt

An internationally acclaimed art director, winning global awards at the highest level.

Passionate about collage art, design and typography. Major influences are surrealism and Dadaism

TRACING THE ORIGINS OF THE METAVERSE

SNOWCASH is a series of exhibitions highlighting the rich history of NFTs and the Metaverse. It pays tribute to the late Cyberpunk novel Snow Crash by Neal Stephenson who coined the term Metaverse. According to Stephenson's Sci-Fi thriller the exhibition SNOWCASH is also taking place in multiple Metaverses and pop-up exhibitions in real life.

The first exhibition took place in a gallery in Zurich with a solo exhibition of the recently deceased pioneer of computer art Herbert W. Franke. Franke was one of the first artists to explore computer technology in the mid-1950s when he created his first oscillograms. He was also experimenting in virtual reality as early as 2005-08 and installed Z-Galaxy in Active Worlds – the first Metaverse – where he built some pavilions and showcased his digital artworks. SNOWCASH is presenting installation views of this exhibition in Cryptovoxels where people can enter as their avatars.

Following this exhibition SNOWCASH collaborated with the Viennese artist collective CryptoWiener and hosted a Xmas party in a richly decorated space in Cryptovoxels with a live-DJ and a small exhibition which included some historical NFTs such as Cryptopunks, Autoglyphs and the first NFT advent calendar by Pranksy. In a mixed reality event, participants could explore a Xmas party in Vienna while at the same time as avatars in a virtual space.

Recently the curator of SNOWCASH was invited by the auction house PHILLIPS to curate an extensive exhibition in their premises in London. EX MACHINA – A History of Generative Art is the largest survey on the topic one of the auction houses has ever undertaken. The show assembles the early pioneers of computer art such as Frieder Nake, Gottfried Jäger and Vera Molnar and juxtaposes them to the contemporary digital artists Dmitri Cherniak, Tyler Hobbs

SNOWCASH

and DEAFBEEF who shaped the recent success of NFTs.

At the same time SNOWCASH has launched their genesis NFT drop Voice Gem #1041 as a collaborative work between Reeps100 (Harry Yeff) / Trung Bao and the creators of “7th Portal”. The voice gems are digital gem stones using capture voice data. The colours and structure of the Voice Gem #1041 were generated from the voice of IZAYUS (spoken by Stan Lee) in episode one of 7th Portal, the world's first webisode. The 7th Portal is an American animated web series produced by Stan Lee in 1999. It was the first global team of cyber Superheroes produced. The main content of the series is an Internet-based adventure in which six characters from all over the world who got their super powers in cyberspace are drawn into the Web and must fight super villains.

SNOWCASH is currently building their own permanent Superspace in the Metaverse where exhibitions will be shown regularly.



Georg Bak

Art Advisor, Tokengate

Aaron Huey

Aaron Huey is a photographer and new media artist, he has created over 30 stories for the National Geographic magazines including several cover stories, and is also leading new projects for Nat Geo from VR and AR to metaverse spaces. He is currently on assignment for Nat Geo in the metaverse, photographing (via his many avatars and various virtual cameras) the far edges of virtual worlds. Huey is a three time Stanford Fellow, a current artist in residence at Unfinished.org, and was recently named a Stanford Starling Lab Fellow where he is mapping Web3 ecosystems and new frameworks for data integrity, specific to photography.

Herbert W. Franke

Herbert Werner Franke, born in Vienna on May 14, 1927, studied Physics and Philosophy there. In 1951 he received his Doctorate in Theoretical Physics. Today Franke is known as the most important post-war German-language writer in the genre of science fiction. Franke is also recognised worldwide as a pioneer of algorithmic art. His intellectual work is based equally on the rationality of the researcher and the creativity of the artist. He is particularly interested in creating aesthetically interesting structures with the help of computer programs. In addition to creating works of art, Franke has also been intensively involved in questions of rational aesthetics. In his “Rational Theory of Art,” published as early as the mid-1960s, he described the perception of art as a construct that can be grasped with the help of information theory.

Larva Labs

CryptoPunks is a non-fungible token (NFT) collection on the Ethereum blockchain. The project was launched in June 2017 by the Larva Labs studio, a two-person team consisting of Canadian software developers Matt Hall and John Watkinson. The experimental project was inspired by the London punk scenes, the cyberpunk movement, and electronic music artists Daft Punk. The crypto art blockchain project was an inspiration for the ERC-721 standard for NFTs and the modern crypto art movement, which has since become a part of the cryptocurrency and decentralized finance ecosystems on multiple blockchains.

SNOWCASH ARTISTS

TOP CRYPTO INFLUENCERS



Christopher Jaszczynski



mmCrypto



Matthias Mende



mende



Carl Runefelt



themoon
carl



Davinci Jeremie



davincij15



Eljaboom



eljaboom



Evan Klassen



evanklassen
official



Alex Meurer



crypto__alex



Nikita Sachdev



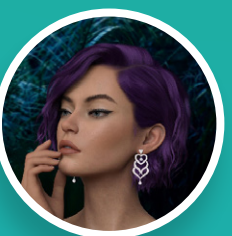
nikichain



Nagham Hassan



bintcoin
official



Meta Kira



meta.kira



162 K

213 K

213 K

226 K

16.3 K



32 K

416 K

30 K

6.4 K

1.8 K



561 K

6 K

180 K

353 K

1.5 K



5.8 K

31 K

405

15.1K

-



1.1M

29.4 K

1.1M

448 K

563 K



17.9 K

8.9 K

95.6 K

400

-

SUPERVERSE

Join the largest Web3 summit connecting creators, cutting-edge tech founders and artists that are disrupting the digital world!

22-23 FEBRUARY
2022**WOW SUMMIT**

World of Web3 connects global NFT and DeFi leaders with international businesses, government authorities, tech visionaries, investors, and developers

12-17 MARCH
2022**AIBC SUMMIT**

Welcome to the AIBC Summit, a melting pot for global influencers in technology, civil society, democracy promotion and innovation.

13-16 MARCH
2022

MetaDecrypt Khaleej Times
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**MetaDecrypt
WEB 3.0 SUMMIT**

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METADECRYPT

Brings together Professionals, Builders, Creators and Dreamers of the Metaverse and the entire Blockchain Ecosystem.

02-03 JULY
2022

Dubai Metaverse Assembly

The Dubai Metaverse Assembly is a global event bringing together regional and international experts in Dubai to shape the future of the metaverse and explore its promise and potential applications.

28-29 SEPTEMBER
2022**FUTURE BLOCKCHAIN SUMMIT**

Future Blockchain Summit forms part of GITEX GLOBAL, the world's most complete, experiential technology event at Dubai World Trade Centre.

10-13 OCTOBER
2022**BUIDLCON**

Presented over three full days, featuring insightful fireside chats with the most accomplished, powerful, and astounding list of thought leaders, builders, active investors, funds, and family offices.

13-15 MARCH
2022

TOP EVENTS

trescom WBS
WORLD BLOCKCHAIN SUMMIT

WORLD BLOCKCHAIN SUMMIT

World Blockchain Summit is a global series of elite gatherings that take place in 16+ destinations across the world.

13-14 OCTOBER
2022

WEALTH TODAY

The Wealth Today is a vehicle of communication for the professionals and organisations shaping the finance, wealth, banking, investment, trade, and business landscape.

21 JUNE
2022**WEB3 DECODE**

Created and conceptualized by agnc3 by Gulf News, Web3 DeCode hosts more Metaverse builders, creators and artists.

25-26 JUNE
2022**DIFC FINTECH WEEK**

DIFC FinTech Week is a thought-leadership-driven, business-focused summit that deep dives into the latest challenges and technology trends in the Middle East's financial services sector.

28-29 JUNE
2022

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**MetaDecrypt
WEB 3.0 SUMMIT**

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AGORA BLOCKCHAIN SUMMIT

Agora is an exclusive, closed-door, congress between investors and hand-picked Blockchain projects looking to raise funds.

23-24 NOVEMBER
2022

METACON

Metacon 2022 will attract partnerships and collaborations across industries and cultivate unique opportunities in the digital economy and the expansion of the Metaverse including Blockchain, NFTs, Cryptocurrency, and digital products.

22 DECEMBER
2022**arte MEETUP**

arte is a Web3 Meta-Community initiative by the Crypto Oasis that aims to bring together the regional communities at a weekly meetup. the aim is to create a consistent location and time for people to interact.

EVERY FRIDAY

DeFi is dead. Long live DeFi!

Securrency blends the power of DeFi with regulatory compliance, real-world assets, and institutional-grade infrastructure.

Increased adoption. Enhanced security. Global liquidity.
RealDeFi.



Securrency