



# SUPERWORLD

SuperWorld: Social AR + Gaming Aligning Interests of Users, Creators and Marketers through Blockchain

## Abstract

Social media usage is very popular worldwide but does not align user interests with company interests. Ads are how social media apps stay alive but users do not always see the benefits of ads. Concurrently, content creators and influencers face a fragmented market when trying to start off their endeavors. Few platforms allow content creators to monetize and share in the revenue other than YouTube. We want to create an economic paradigm in which passive content viewers, content creators and marketers' interests are all aligned.

SuperWorld is an augmented reality social and gaming app. We believe that in the future AR glasses will be widespread and the lens through which people see the world will be through their favorite AR apps. Currently, smartphones are more commonplace and accessible so we will be focusing on the SuperWorld smartphone app until the future of AR glasses arrives.

The purpose of this white paper is to describe how we intend to align the interests of creators, content viewers and marketers through blockchain technology.

Here's an overview of what to expect:

- Users will be able to earn SuperWorld Coins through simply using the SuperWorld app
- Content creators and influencers will earn SuperWorld Coins through interacting and promoting marketing initiatives in a transparent manner without negotiating anything with external parties
- AR content and game developers will receive funding for developing and integrating with SuperWorld
- Everyone will be able to acquire SuperWorld AR Real Estate Tokens with SuperWorld Coins - this will allow anyone to own Augmented Reality plots of land anywhere in the world and that unique ownership will be maintained on the ethereum blockchain. Owners can then decide to resell their land to other prospective buyers or keep HODLing them. Over time, as the technology goes more mainstream, social AR posts and AR advertising will be placed through a decentralized ecosystem of AR apps on the plots of land that they own. The blockchain makes this ownership decentralized.
- SuperWorld AR Tokens can be acquired with either ethereum or SuperWorld Coins

There are a few core assumptions that you need to believe in before it makes sense for you to read further:

1. There are benefits to aligning interests of social and gaming apps more-so than we see in the current marketplace.
2. Everyone will see the world as they want to with AR lenses and this will overtake the smartphone centric paradigm that currently exists.
3. The creative economy will grow and overtake a more utilitarian economy in the future. AI and automation will take away many monotonous and repetitive jobs. But human creativity will be a bigger part of the world.

Many white papers are long and hard to understand. This is an adventure for our team and everyone interested in new economic models. We want to make it easy to understand what you are getting into. Either it is compelling or it isn't. Either way, you should understand our vision without a PhD in computer science.

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## **Motivation**

### ***AR and the future Social and Gaming***

Augmented reality is still in its nascent days. The first experience most people had with AR is Pokemon Go. Although, most of these experiences are still very clunky given that walking around while holding a smartphone up is not the most natural thing. AR is ideal with glasses - not smartphones.

Google Glass was an interesting first entry but too weird looking to be socially acceptable. All of this being noted, the day is coming where AR glasses will look "good" enough and be affordable enough to be commonplace with large investments from companies such as Apple in AR. When that happens, glasses will overtake and replace the handheld smartphone as the piece of technology that is always with people.

We are building for this future. Right now, we are an iPhone app, but it will not stay this way. Despite the lack of the ideal form factor being commonplace (attractive AR glasses), we believe we can build the foundation now and test whether or not a shared economic framework is something compelling to people for AR social and gaming.

### ***The Creative Economy and Blockchain***

As a team of technologists, we believe that it is important to explore new economic models. AI and automation is going to do most of the monotonous and repetitive things in the future. Where does this leave the average person?

Our thesis is that people will spend more time doing creative things that AI and machines can not do. A large portion of creativity will be devoted towards storytelling, games and compelling content that is shared.

The majority of this will be through AR as people will be able to see and engage in the world in different ways through AR glasses. We are trying to create an economic engine that will power this new creative economy of the future.

## **The Product**

### ***The App***

SuperWorld is an augmented reality app for the iPhone with an emphasis on social and gaming. It's in open-beta on Apple Store. People can create and share augmented reality experiences. They will also be able to play games and have other AR experiences that will be integrated on an ongoing basis. Eventually the flagship app will transition when AR glasses as a technology is affordable and commonplace.

The SuperWorld app will have an AR ad marketplace. People will be able to bid on ads based off of location. Our bidding system for ads is relatively simple. The highest price bid for any geographic location is prioritized. These AR ads run until the dollar spend runs out. Then it goes to the next highest bidder (with an open bid for that particular date). Revenue from this ad system will be done in a non-traditional manner. This will be described later.

### ***SuperWorld Coin***

Using SuperWorld's social network and playing AR games will allow users to earn experience points. The experience points earned will be convertible to SuperWorld Coins once they meet a minimum threshold. Why the need for a minimum threshold? It is important that the SuperWorld Coins are received in a way where transaction costs on the blockchain do not supercede the value of the SuperWorld Coins that are gained (from Ethereum Gas costs).

SuperWorld Coin is earned from engagement and contribution to the SuperWorld community. It will not be acquirable for most people initially outside of highly active users, developers and advisors. SuperWorld Coin's purpose is to encourage engagement, development and other growth initiatives. Most people will choose to use their SuperWorld Coins to acquire SuperWorld AR Real Estate Tokens (which will be described near the end of this whitepaper).

### ***Incentives from our Blockchain for Content Viewers***

Content viewers will receive 10% of revenue from ad buys. Imagine a \$100 budget is set by a media buyer for a campaign which is shown to 100 users. In this scenario, the pool to be shared with content viewers will be \$10. It will be divided up by 100, so each of these users will receive \$0.10 for viewing the AR ad.

Content creators (people posting on the SuperWorld app) will also receive 10% of revenue from ad buys. Let's use the above example once more. This time, we have 10 creators that form some narrative around the AR asset created by the media buyer. Each one gets the same amount of views. Each of these content creators will each receive \$1.00 from this ad buy. This does not directly affect SuperWorld's blockchain but it is important to understand. It is one of the primary mechanisms for attracting and retaining our early user base. 25% of SuperWorld Coins are allocated for distribution to users for passive content viewing. We will likely start the conversion rate at a higher amount early on. The conversion rate will

scale down over time as the user base increases. This is also a reward for early adopters to use our platform before it has large traction. An early example of a “coin” reward for behavior is Sweatcoin (an app which rewards users for exercise). We believe a similar incentive will work for social media AR usage.

### ***Incentives from our Blockchain for Content Creators***

Superworld is also allocating 25% of SuperWorld Coins for development of 3rd party AR games and other high quality AR experiences. The best way to think of this is a venture fund to encourage development on our platform. We will not be looking for equity in exchange for our coins. Merely, it will serve as a reward system to encourage development on our primary app. A close corollary is the Ethereum Foundation’s subsidy for developers to tackle Ethereum’s scaling problems. Instead of focusing on rewarding people for helping with scaling and speed, we will be rewarding people for creating highly engaging content for our app.

### ***AR Real Estate***

Everyone can also use SuperWorld Coins to buy SuperWorld AR Real Estate Tokens (an ERC721 token). Each of these real estate tokens will be associated with a polygon bounded by latitude and longitude parameters. Holding a SuperWorld AR Real Estate Token allows buyers to have ownership of the longitude / latitude dimensions purchased and where future AR posts and advertising will be placed. It’s like the game of Monopoly in Augmented Reality. The goal is to collect the best places of real estate in the world or places that you love and to be able to buy and sell that real estate over time, as you like. The purpose of the AR Real Estate Token is to serve as an incentive to lock-in users to our ecosystem.

The SuperWorld AR Real Estate Token is the common long-term mechanism that will be used to bind our ecosystem together. Content viewers, developers and marketers will all be able to participate in acquiring it if they so choose.

In terms of timing, we are anticipating the AR Real Estate Tokens to be accessible at launch. Different bounded areas will likely have highly varying revenue based off of population, demographics and foot traffic. Dense, affluent areas for instance will likely generate significantly more than lowly populated and impoverished areas.

### ***Shared Ad Network and AR Software Development Kit***

One important question to ask is why use SuperWorld’s blockchain instead of another?

- 1) We believe there are economies of scale with a shared ad network. Media buyers highly prefer integrated platforms over using 20 different buying platforms.
- 2) SuperWorld will be opening up with a software development kit for other organizations in the future. Developers will be able to leverage SuperWorld’s ad network to quickly monetize and accelerate their development cycles.

It's important to understand that our flagship product SuperWorld is the first app to connect to our AR Real Estate Token and AR Ad Network. However, it is not a closed system. Everyone who chooses to will be able to use our pooled resources in the future.



## **Conclusion: Sharing is Caring**

We believe that is worth exploring new social and gaming models. This market is uncharted territory for augmented reality - an industry that is just starting but is expected to overtake the mobile app economy overtime.

Blockchain allows us to create a new economic structure that we believe can improve upon the current freemium model.

Incentives matter. That's why half of SuperWorld Coins will be given to our users and developers. It's why SuperWorld Coins can be used to buy and sell our AR Real Estate Tokens - allowing to them own the real estate forever (so long as they keep it).

Are you Ready Player One?

SuperWorld Team

## **Disclaimer**

We are not responsible for transfers made to any incorrect wallet IDs and you and your agents agree to release us from all loss or damage suffered in connection with such transfers whether directly or indirectly. You have obtained independent legal and financial advice about the risks associated with buying AR Real Estate Tokens or you knowingly and voluntarily elected not to do so. SuperWorld has the right to refuse any order for any reason, which is at our absolute discretion and you hereby agree to release and indemnify us in the exercise of that discretion. You further acknowledge that cryptocurrency involves risk, especially through price fluctuation. As cryptocurrencies are not regulated and backed by any central bank, there is a chance of total loss. We cannot be held liable for any consequences of the unforeseen risks.