

VRCOIN

A global network of VR game arenas, allowing groups of players from all around the world to compete against each other.

White paper

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Fundamentals

Introduction

Nowadays major corporations are interested in virtual reality and block chain technologies. Analysts predict a vigorous growth of both these spheres during the next 2-3 years. These 2 fields are now at their active growth stage.

Virtual reality technologies have a great number of opportunities for but the race is currently in entertainment industry.

We have been working at on-line technology of users' movement in order to immerse players more into virtual environment. Based on this technology we are planning to found an e-sport league of decentralized tournaments.

Due to total-immersion effect, free run in virtual space and to high quality special effects, we recreate the reality around the visitors with help of total immersion illusion into virtual world with free run in the area of 500 square meters.

At the moment we have opened our own VR park in the territory of Moscow and we are preparing to open the second location in Dubai. Also we are negotiating on selling the first franchise for this start-up.

Fund-raising goals

Fund-raising and tokens' issue will help to finance the marketing campaign, opening new parks, developing a new content and also the design of a control system for the movement in each location based on block chain technology which allows to distribute the profit among all the holders of tokens.

Each park will be available for all those who wish, both for usual amateurs of entertainment like video games and quests and also for professional e-sport teams. At the same time one can pay for the service as in the traditional currency of the country where the location is situated and also in different crypto currencies.

We consider to cooperate with BTC and ETH systems in September, and after that by the end of the third quarter we will add an opportunity to pay in more crypto currencies from TOP10 by trade volume.

Each of VR parks constructed, allows to work with unlimited content of various forms, beginning from quests or shooter to excursions and interactive films, where users can play main roles.

Token holders will be able to receive a part of company's profit and they can also rely on a discount up to 30% while buying various services including franchises.

Market

Major world corporations are trying to come to VR market. They are Google, Facebook, Apple, Microsoft, Amazon, Sony, Samsung and many others. For the first 4 months of 2016 the investments to the industry make more than 1,7 bln USD. In the second quarter of 2017 investors placed over 800 million USD in support of 2 companies which are working on the design of the tools for creating games with virtual reality technologies. According to forecast during the next 2-3 years there will be recorded an awesome growth of the market (by 142% a year). In the estimation of experts VR/AR industry will double annually the next 5-6 years and will reach 107 000 000 000 USD by 2021.

Доля продаж в разных сферах VR и AR к 2025 году



Superdata: detailed report on market size and structure, including financial aspect and audience volume. This report also contains investment sizes, gaming content patterns and consumer expectations in regards to various device costs. The report is found here:

<http://superdata-research.myshopify.com/products/virtual-reality-industry-report-2016>.

Goldman Sachs: a thorough report on the forecast of virtual reality products implementation can be found here:

https://drive.google.com/open?id=0B9aMOGUC_rSbSVVWZi14LXpjMFU.

Competition

Although a very young market there is already plenty of newsworthy competition among many geographical locations:

VOID VR

Leader in the industry. Planning to release their first experience center in Utah, Q4 2016. They have partnered with a Chinese firm to try and bring their experience to Asia.

VRCADE

Scalable VR motion solution offering turnkey product to small time arcade areas. They have limited content and technology.

ZERO LATENCY

Melbourne based VR theme park using outdated technologies.

ANVIO VR

Product designed by Russian programmers. In order to work out the location it uses an expensive decision based on Optitrack cameras. At the moment it is in trial run.

Our expertise

Our team comprises some of the first in both IT and creative world. We have a combined 15 years of IT project management and business experience. We have spent years honing our skills on mobile apps, Web, Game/3D development . We are also partners to Natural Point Inc. (Optitrack trademark owner), which are working closely with them in order to reduce the cost of the equipment parks.

With that our decision allows to create VR game parks almost twice cheaper than our competitors do without loss of quality using active tracking technology. Also we are planning to significantly increase the audience with help of paying for our services in popular crypto currencies.

Besides the above mentioned, we have an experience of organization of various kinds of business and we often work as consultants for star-ups, and projects connected with the sphere of high technologies. All the above said allow us to expect to succeed.

Technological and marketing know-how

Technological know-how

Our main technological advantage is the full body tracking innovational system which allows to track action of all the players inside one location. The system uses so called active tabs, motion-cameras; series for receiving data on movement of players.

We have developed a method which allows to rule the tabs setting for each gamer his/her flickering frequency of diodes, thus a gamer or an object strictly differ inside the system which influences both on tracking accuracy and on reducing number of errors.

In order to improve the system operation we have designed a method of reverse kinematics (predictions of body movement vectors) due to which we can predict movements of a gamer inside the location and improve calculations.

It also gives us an opportunity to reduce the number of tabs for a gamer to 7 per a person, at the same time accurately echoing movements of all the limbs of each person.

Each VR game park is designed for unlimited quantity of content which visitors can choose. This content may be both game one or, for example, be of educational nature. The infrastructure with the use of block chain technology, we have developed allows to synchronize the information about the functioning of all game locations. The system we have designed, checks the data on each software launch in each area, using at the same time the data on timetables and bought tickets which are kept in block chain. This technology allows to get transparent data about all the financial flows concerning the business and also allows to exclude losses connected with thieving managers.

The technology operates also invertedly importing the information personalized for each player into the game which allows to improve game experience.

Marketing know-how

We firmly believe that VR technology development is inevitably connected with its socialization. That is why our priority is to develop a social network like STEAM and

Battlenet in its service, which will allow the players to unite into teams, take part in competitions and get awards for game achievements.

Also due to our experience in making business of Escape-room category, we know a number of insights for this field and we have designed our CRM and marketing activities taking into consideration its details.

For instance, according to our experiment, a person who pays for this kind of entertainment, possibly differs from the initiator of the activity.

That is why we poll all the participants of the game and we immediately create an account for him/her in our decentralized social network (for those who have not had it yet). After that we target our advertisement immediately for all the participants and not only for those who directly reserved or paid for the game.

Besides that we have developed a loyalty system based on content issue sequencing in the long-term. The system allows to emphasize visitors' preferences and shows them only the offers which will be interesting to them exactly based on personal progress of each client. We believe that thanks to the system we can monetize a gamer 5-6 times a year.

To extend interest to our product, we also offer an opportunity for logging streaming services to our social network. Due to it the players will be able to stream their game on-line and share their achievements in social networks.

Forecast

On pessimistic view of VR park, the next income from each VR park will make about 100 000 USD per year in the territory of Russia and up to 140 000 USD in North America.

The key goal of our road map on company development for coming 5 years is to design innovational e-sport organization, the net income of which will exceed 10 mln. USD a year.

At moderate optimistic scenario the index of net profit will be higher by 12-15% and at optimistic scenario it will be higher by 25%.

Funds required

To develop the infrastructure required and to hire a new personnel, to organize back-office and to develop franchise we need about 12 mln. USD.

Fund-raising map

Background

ICO start time: September 15, 2017, 12:00 UTC

ICO end time: October 15, 2017, 12:00 UTC

It is planned to issue 1 000 000 tokens

Token exchange rate will be 600 VrCoin=1 ETH

Lower limit of transaction is 60 VrCoin (0.1 ETH)

Higher limit of transaction is 1 800 000 VrCoin (3000 ETH)

Bonuses, the first 2 days participants will get a bonus up to 20%

Maximum amount of raised funds is 100 000 ETH

Minimal amount of raised funds is 13 000 ETH

VrCoin tokens' distribution

There will be issued 1 000 000 VrCoin tokens, which will be distributed among the participants immediately after fund raising. The further emission of tokens will be forbidden. All unsold tokens will be destroyed.

Distribution of tokens

- 75% of tokens will be available for the participants of fund raising campaign.
- 20% will remain in VrCoin Fund. These tokens are issued for the project founders and TOP Management.
- The rest 5% will be devised into 2 parts,

the first part will be used to reward partners and agents, who take part in ICO organization;

the second part will be reserved for further using by player inside the project.

The tokens issued for co-founders, project team and agents, are not planned to place on the market during 2 years after fund raising.

Technical specifications

Tokens have a total fixed supply volume of 1 million. Tokens will be designed by ERC 20 standard. Tokens bought on ETH, will be issued to users' wallets in Ethereum blockchain in smart contract.

Fund-raising date

Fund-raising date will soon be appointed, but at the moment we are planning to carry out from middle September, 2017 during a month.

Before the start of the campaign we will publish daily the detailed reports on our technological progress, developing content and on current contracts with the first franchises.

Use of funds and reporting

The funds received while holding ICO are planned to be used during the next 2 years. The amount of single withdrawal can not exceed more than 200 000 USD at one go. The amount of funds, spent during the first 12 months after Fund-raising completion, can not exceed 40% of total amount of the funds received.

Raised money can be spent on buying equipment, on paying the construction of new VR game parks and content development, paying salary to employees and on paying the work according to contracts signed with outsource firms. These funds can not be more expensive than 25 000 USD if the property does not relate to core business of the company or the profit from the purchase is not compensated during the next 2 years. Expenses up to 5000 USD connected with business operation of the company or its branches will be published in reports as one point.

Here is the list of priorities we are planning to spend funds on provided that the sum raised will be equal to 15 million USD.

A little more than 2 500 000 USD will be spent on opening our own VR game parks in the countries which we consider to be the most attractive from the point of view of further enlargement of our franchise. Having these funds we are planning to open 10 VR parks.

2 000 000 USD will be allocated to develop the first franchises. It is intended to invest money in buying technical components for 45 % in companies to be established. So we are planning to quickly increase the reach of audience and open 15 VR parks all over the world.

3 000 000 will be spent on new content development, its adaptation to various markets and on researches, connected with project hardware elements' improvement.

About 700 000 USD will be spent on developing the infrastructure. Increasing the staff of designers, buying new equipment, developing a separate application for players on basis of which decentralized tournaments will be held in future.

About 1 500 000 USD will be spent on funding a e-sport organization and holding centralized tournaments with prize funds. We will try to maximum reduce the above mentioned sum by means of sponsors' acquisition at this stage, but now we are including these expenses into the budget following the pessimistic variant of our business plan.

The rest 5 000 000 USD will be spent on marketing. About 250 000 will be spent on marketing activity and creating newsbreaks during this first 2 months. About 500 000 USD

will be spent on work with opinion leaders on organization are planning to carry out and integrated marketing campaign in order to spread the information with the help of famous bloggers and mass media. The rest of funds will be administered for the next 1.5 years and will be spent on attention getting due to various digital channels and SMM.

A small part of the funds will be paid to agents and partners who will help us to organize ICO.

A report on the distribution of the funds and income received from the investment will be available for all token holders after an audit examination.

Investment return mechanism

We suggest several ways of investment return after buying VrCoin.

Receiving dividends

Once a year since the end of Fund-raising the company will sum up the funds receiving for the last 12 months. These funds will be distributed between token holders ratably to their amount for each holder. The funds will be transferred automatically with the help of smart contracts. The currency for payments will be Ether. The data on current income and payment sum will be available to token holders any time.

Buying franchise for opening VR parks

VrCoin token holders will be able to buy a franchise for VR park with significant advantage over the independent buyer.

Buying a franchise using VrCoin will allow a token holder to have a discount through the absence of franchise fee and receiving a discount of 25% for all consulting services connected with the start of the business. Also VrCoin holders can cancel royalty during the

first year with the help of tokens. We assumed that return on investment using tokens will be by 30% faster than while buying a usual franchise.

Note that together with hardware complex all the buyers of franchise will be provided a website with reservation system, franchise management guide, marketing issues and advertising campaign guidelines and an access to data-base and a training video for the staff.

Buying a franchise with using tokens will be available in two months after fund-raising completion.

Buying full-body tracking technology for Unreal Engine

VrCoin will be able to get a license for full-body tracking designed on the basis of active markers for using them in own projects. All external designers who will buy SDK for full-body tracking will be able to integrate their projects into our infrastructure and receive income from selling.

Implementation

Operation activity

Mother company and execution team will be located in Singapore. Product managers, marketing specialists, Clients' Department and Sales department at this point will be located in Moscow. Designers' team and Technical support service at the first stage will be in Tver but we will follow a policy of decentralization of our capacity and soon we will open several offices in other countries.

Stages

First VR park start-up

The first VR park start-up is planned on July 2017. At the moment it is in a trial run.

The first VR park is situated in the territory of Labirintarium complex. Monthly traffic of the location is 1800 people. The location is designed to hold family holidays and team retreats up to 40 people.

At the moment we are searching an appreciative area to start the second VR park in the territory of Dubai. The approximate date of its start-up is November, 2017.

Territorial extension

Even now we are looking for a suitable territory to start the second VR park in Dubai. This location is being opened based on model of co-financing with attracting partners among local businessmen. Approximate date of start is November, 2017.

Immediately after the Fund-raising is over we will start an active campaign for searching the partners and management at promising markets. During the next 2 years we are planning to open about 25 locations which will in total ownership or on the basis of co-financing.

We consider China, North America, Germany, France, Spain, Japan and South Korea as our key markets.

Franchising

At the moment we have completed packaging the documents to launch the franchise. We have prepared marketing kit which includes Marketing strategy, presentation materials, location choosing guide, instructions on software installation and Recommendations on advertising marketing, job descriptions, riders on renovating and others.

Franchise selling start is planned for the period from the end of October 2017 after Fund raising is over. At the moment we have already had several offers for buying franchises and the delay is connected with our wish to develop the part of the project which is

responsible for franchise profit control, and we want to define prior action for opening our own game parks.

Beginning from the first quarter of 2018 we are planning to sell 2-3 franchises a month. By that time we will have designed all the conditions necessary for franchise support in various countries.

Own e-sport league start-up

Preparation for establishing our own e-sport league is planned in the second quarter of 2018. In order to minimize costs, we plan to agree upon support and sponcering with producers of equipment for VR industry. Our major partners today are MSI and Oculus.

We will attract famous streamers and bloggers working in this sphere to cover centralized e-sport tournaments.

Using block chain technologies

Using block chain technologies in the project is implied to solve two main tasks. One of the tasks is the control and saving the information about achievements and ratings of e-sport teams and the second task is the control over the profit from all franchises profit and own game locations for their further redistribution among token holders.

Using block chain technologies for business problem solving

Control of financial flows and royalty assessment

One of tasks while doing international business based on franchise is correct royalty assessment. It is not a secret that local managers and franchise owners sometimes try to underestimate the data on traffic in order to have an extra income.

To solve this problem and also to automate payments to token holders, we use our own system with using block chain technologies. This software program consists of several modules and allows to save the information about all transactions with the help of

decentralized calculations, to count the royalty using smart contract system and also it allows to upload personalized data on each player if he/she is registered in the system.

Method of data collection on location traffic

- 1) A record is created while reserving a game in the network
- 2) At equipment launch the availability of a record in block chain is checked. If the record and the payment are not confirmed, the game session is stopped.
- 3) The information about all payments independent from the source is entered into the block chain.
- 4) Monthly on the basis of smart contract the royalty is assessed for each franchise. The franchisee may both pay the royalty using BTC, ETH or VrCoin or by transferring to the account of franchise operator. With this the data about all transactions will also be fixed in the block chain.
- 5) For VR parks opened by a partner program is also kept a record of net profit in consideration of all expenses in the location.

Profit distribution and reporting

In a related move a separate module connected with the wallet of the company, records all the expenses of central-office Company. In the module all the accounts necessary for paying are fixed and at the same time there is a distribution to account which may be paid using crypto currencies which are available at the moment at company's account and the accounts requiring payments in dollars or in other currency. Each account must be certified by three signatures as minimum and after that it may be paid. If there will be an agreement with one or more counteragents on payments in crypto currencies, then a separate smart contract with appointment the responsible stuff will be created for each of them. The smart contract will provide an automatic payment of accounts inside it if all the responsible stuff members sign the account using electronic signature. Reporting on all transactions will be available for all the token holders using the modernized blockexplorer.

At the end of reporting period a budget for developing the next period will be formed, which will be published in the block chain as a smart contract. The remaining balance will be considered as a profit and it will be distributed among all the token holders.

Using block chain technologies in game component

Any player can create own profile in our service which will be based on decentralized social network. The main task of this application is to fix the results and achievements of players.

But besides that, the service will also include multi-currency crypto wallet which allows to pay project services using one of popular crypto currencies.

All the game statistics is saved in the application immediately after the game is over. The players, who will gain some achievements the first, will be rewarded by tokens from the 5% reserve fund. Some achievements will give an access to unique skins, which they can use during tournaments.

Function of tokens for players and e-sport

Players and e-sport teams which will achieve certain levels by status will receive awards in tokens VrCoin. The players who own or collect a certain number of VrCoin tokens will have the right for the following awards,

- a) Ticket which provides discount for VR park services
- b) Free entrance to VR game tournaments with prize funds
- c) Exclusive access to beta-testing of the new content.

Also this service will help the players to unite in teams for further participation in e-sport tournaments.

Decentralized e-sport tournament

Decentralized tournaments on the platform will be organized and managed by users of the application, who have VrCoins. VrCoin tokens will be the only tokens in decentralized tournament ecosystem.

All e-sport tournaments will be completely controlled by players and observers who will take the role of spectators.

We are planning to create different categories for experienced teams and for teams, consisting of players who did not play with each other before, gathered in terms of each player's rating. As the tournaments will be managed by Smart contracts, the prize fund will be distributed automatically immediately after the end of the tournament.

Centralized e-sport tournaments

Centralized tournaments will be held managed by e-sport Association with attracting sponsors and partners.

Players and teams which will achieve a certain status of their profile by the number of earned bought VrCoin tokens in decentralized tournaments will automatically receive invitation to centralized tournaments. We plan wide press coverage of the tournaments between game bloggers as well as using live stream.

During the centralized tournaments the users, registered in the application, will be able to bet money on matches outcomes. With that the betting system will be designed on the basis of smart contracts.

Marketing plan

Our marketing plan will be determined by the stage at which the company is at. The main objective for utilizing the promotional budget will be: using performance-marketing tools, which allow to gain information about the results of advertising campaigns and at the same time to control many kinds of advertisements. In the first stage, this mean we will invest in performance marketing. This type of marketing allows working with a target audience with surgical precision and attracts potential customers at a cheaper rate.

Towards the end of the 2nd stage we plan to transfer the majority of promotional and marketing expenses to our partners and affiliates in other countries. At this stage we will focus our efforts on the creation of mass media impacts and begin sponsorship programs within various professional communities, attending large exhibitions and events associated with virtual reality technologies.

Key medicators

It is important for us to keep our costs low to work on increasing the loyalty to the brand in order to monetize again each visitor by 8-12 times per year as minimum.

Therefor we consider the most important indicators as

- Number of our own VR game parks
- Number of franchises sold
- Average traffic of each VR park
- Increase of clients' data-base
- Brand awareness and OTC.

Stage 1

At this stage the most important indicator is the current number of visits to the first VR parks and packaging conclude documentation for all franchises including successful cases

and instruction kits on business management. Also at this stage we will design Smart contracts for automation of some aspects.

Stage 2

We will focus on,

- VR parks' territorial extension
- Number of new franchises
- Cost minimization for content design
- Brand-awareness increase
- Launch of decentralized tournamens aimed at forming professional e-sport teams.

Stage 3

This page will be aimed at designing e-Sports league and VR-advertising platform in order to maximize the income. At the same time we plan to start the monetization of technologies designed before by means of software development aimed at special business sectors. At this stage a number of Ad space sold and bought license for software will be an additional indicator.

Functional plan

Key points

Our tasks is to extremely optimize expences after the end of the first round of investment team and our recourses we reduce the costs on marketing and design of a new game content at maximum without efficiency rate loss.

Financial model and payback

According to our calculations we can reach self-sufficiency of each VR park on the forth month after the launch.

Full payback of the funds invested into co-financing of franchises or into opening new locations is planned on 13-15 month depending on costs of construction, price policy of the region and average traffic of certain VR park.

Following the links bellow you can see the cashflow for VR park which will be opened at the beginning of summer 2017 in Moscow in the territory of Labirintarium complex,also the calculation for VR game park in North America.

Calculations on VR park in Moscow

Calculation for VR park in North America

Risks

Extremely completitive market

The absence of major players in the market laying claim to the role of monopolists allows to have different collobarations and joint PR action with our competitors. Due to this kind of policy, companies may exchange traffics and rise brand-awareness. This approach is beneficial as all the competitors at the moment do not have enough content to support clients' interest to them during the whole year while exchange practice allows to keep interest of clients to this kind of entainment.

Loss of audiance loyalty

To increase loyalty and grow reasales we have developed a motivation system for franchises and final clients. Clients' motivation is based on providing discounts, rabing system with elementsof gamification and gradual opening of questlines. Motivation system for franchises is based on providing discount in the form of free franchises is based on providing discounts in the form of free content and PR actions if the owner of franchise shows good results and follows our recommendations.

Low competences franchise

To compensate the lack of skills for meenaging franchises we have developed a business management Guide for our franchise where all stages of business are described in detailes. Besides that, we provide a software kit which allows to carry out marketing activities in semi-automatic mode and work with audience. We provide outsourcing marketing service with help of our partners to the franchisee, who does not have qualified stuff responsible for traffic attraction

New technologies

At the moment we are the only in the territory of Russia who has received the final decision of optitrack with the system of Active tracking of own generation.

Adaptation to new technologies will be a key to keeping the part of the market in this sphere as our client will always want the newest and best feeling as we will move from VR in one park to VR in remote parks, it will be important to invest into R&D.

Risks connected with Ethereum

VrCoins tokens and smart contracts will be issued on the basis of Ethereum. Therefore any failure or incorrect functioning of Ethereum record may lead to the situation when the trade network of VrCoin tokens will work by unforeseen way.

Regulatory uncertainty

Technologies which have relation to blockchain are subject to control by various bodies all over the world. VrCoin tokens may fall for one or several requests or actions including

but not limiting by putting restrictions on using or possessing digital tokens such as VrCoin, which may slow down or restrict functionality or buying VrCoin tokens in future.

Our team

	<p>Konstantin Negachev</p> <ul style="list-style-type: none">✓ Executive General Manager of 4 international projects;✓ One of founders of Group of companies “ILN”, specializing in the design of various Digital projects;✓ IT companies remote management experience of 7 years;✓ Wide experience in business processes organization on different fields.
	<p>Dmitry Livshin</p> <ul style="list-style-type: none">✓ Has a wide experience in IT:<ul style="list-style-type: none">- Managed 2 start-ups as a Product owner;- Worked as CIO of 2 international companies;- Consulted 12 IT start-ups for the last 3 years, including 2 blockchain technology projects;✓ Wide experience in making business-plans and presentations.✓ At the moment works as Chief Technical Officer in ILN SoftLab, and also consults several digital agencies regarding the design of IT projects with complicated infrastructure.

	<p>Denis Lelin</p> <ul style="list-style-type: none"> ✓ Part owner of Stars&Fishes Marketing Agency; ✓ 12 years of experience in marketing and advertising; ✓ Main clients: <ul style="list-style-type: none"> - FC ФАО “CSKA”, - Danone, - SC “RUSAL”, - EFES, - HEINEKEN.
	<p>Denis Mazur</p> <ul style="list-style-type: none"> ✓ Team Lead of designers’ team; ✓ 3 years’ experience of VR development; ✓ One of major specialists in the field of VR in Russia and CIS countries.
	<p>Mikhail Deynekin</p> <ul style="list-style-type: none"> ✓ Worked as a Development Director in the biggest Russian investment Fund for virtual reality - VR TECH; ✓ Wide experience in business development and internet projects’ design, more than 15 years.

Terms and Provisions

This document is designed exceptionally for informational purpose and is not an offer or an apply to sell shares or funds.

VrCoin tokens do not give a right to control

VrCoin tokens' possession does not empower the holders with possessory rights or the right to property in Matrix VR or any other property related to the company. At the same time opinions and comments of the community may be taken into consideration but VrCoin tokens do not empower to take part in decision making or in any direction of development connected with opening VR game parks, game content or tracking technologies.

VrCoin tokens may be used inside the virtual market and in decentralized tournaments and matches between the players.

Insecurity of incomes

All the examples of calculation of incomes and revenues used in the document were given to demonstrate purposes and average index of the industry and do not provide guarantees that the results will be reached according to the Marketing Plan.