"A mind that is stretched by a new experience can never go back to its old dimensions."

– Oliver Wendell Holmes

A Public Project Proposal

By Lila Xu and VIMworld Team

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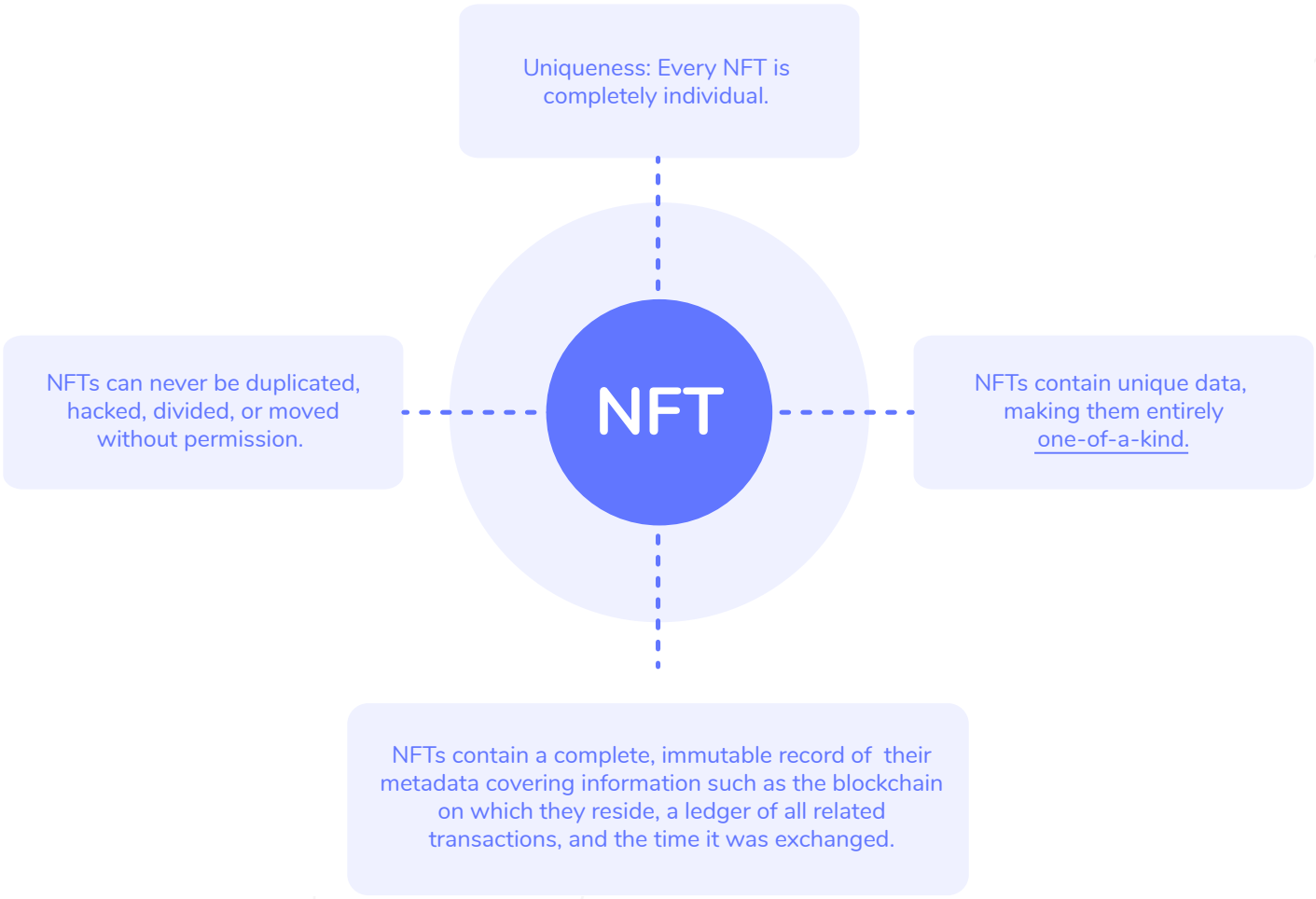
The NFT Market: Our Thoughts

You are witnessing a life-changing hyper-growth industry being created.

Non-fungible tokens (NFTs) are unique digital tokens that are non-interchangeable, non-hackable and powered by public blockchains. There have been many attempts to bring NFTs to the real world, especially in the domain of arts, entertainment and collectibles, however achieving mass adoption is not a simple task. Only when effectively applied and integrated with real-world applications will this technology trigger the landslide of disruption expected across key industries.

Some of the valuable properties of NFTs include:



NFT Markets: A Monster in the Making

Since the first NFT project surfaced in 2017, the market for these digital assets has witnessed parabolic growth. The release of the ERC721 token standard in early 2018 only fuelled this precipitous rise, providing developers the tools to build out NFT offerings more easily. In 2021, the NFT market has continued to exceed expectations with analyses showing between 1785% and 2100% growth in just the first three months of 2021, with more than US$2 billion being spent on NFT collectibles. Forecasts for 2021 continue to look extremely positive for the emerging market, already valued at over $20 billion higher than 2020. For context, YoY growth for the NFT markets in 2020 was just 299%.

The hyper-growth of this emerging asset class is reminiscent of multiple notable market events from recent decades. During the dot-com boom of the late 1990s, NASDAQ's dot-com stocks bore witness to a 456% explosion in growth over a five-year period. More recently, an ETF for cannabis stocks grew 212% in just five months, between October 2020 and February 2021. We firmly expect the NFT market growth to be comparable to the Bitcoin boom, which saw the price of Bitcoin skyrocket 14000% over a five-year period.

NFT: Another Bubble?

Such impressive numbers logically elicit the question: Is this growth sustainable? Are NFTs a bubble? Well, the answer is both yes and no.

The current tranche of NFTs going mainstream is mostly art-based NFTs created by digital creators, influencers and celebrities. We see high-value NFTs being sold to art collectors and speculators who are often cryptocurrency enthusiasts whose wealth has ballooned over the past year. One of the most notable NFT sales was the headline-grabbing $70 million sale of a digital painting by the artist Beeple. The ensuing media furore created high-profile awareness of the space, culminating in Christie's auction house auctioning a CryptoPunk NFT for $9 million. One could argue these types of NFTs are in an asset pricing bubble.

One of the main issues facing the current generation of NFTs is that they are often minted on the Ethereum blockchain, which is synonymous with high transaction costs and a sluggish, unscalable network. These conditions have killed the creativity of NFT-related companies by imposing restrictions on their product designs and execution. Simplistic art- and music-related NFTs, even in a low-frequency trading environment, are still far too expensive to be commercialised and taken mainstream.

Looking forward, it is clear that as the value proposition of NFT technology becomes increasingly obvious to more and more participants, it will play a critical role in many industries of the future. It is these aspects that we can see are not in a bubble; instead they represent viable, long-term business models. For example, VeChain Foundation, the founding member of VeChainThor Blockchain, always being enterprise application adoption focused, have recently announced an Enterprise NFT Ecosystem, which utilises all the NFT concepts such as marketplaces and ownership authentication for use by businesses and enterprises. NFTs would be able to move towards more tangible industries, from authenticating luxury handbags, and fashionable sneakers, to proving ownership of property and land titles.

NFTs are capable of delivering much more than simple certificates of ownership for pieces of art tracked on-chain. We know that NFTs can be far more engaging, leveraging their unique metadata and histories to create a story, with behavioural habits, actions and conquests, becoming a character in their own right and creating bonds with their caretakers. Eventually, through these connections, NFTs can even become companions and friends. We see NFTs becoming the digital souls of physical objects and toys, unleashing an entirely new way to create value for all kinds of stakeholders and providing an entirely new market for the existing entertainment industries.

We firmly believe that through the revolutionary power of blockchain, NFT technology will have a profound impact on our world and relationships. We see NFTs as the start of a movement – one that will blur the lines of the physical and digital domains. Through NFTs, we see the convergence of an internet of information with an internet of value. Many aspiring teams and projects are racing into this space to immerse themselves in what promises to be the equivalent of the California Gold Rush of the digital economy. Our project, VIMworld, is one of those pioneers embracing and building this future.

With our unique platform and product, we would even say we believe we are on the verge of creating a new kind of life form – a unique digital being that exists in its own dimension. Artificial intelligence, coupled with embedded nested smart contracts, is opening up another direction for human societal behaviour. From our perspective, the current shifting trajectory of interaction towards the digital makes the developmental path clear.

Our unique mindset and approach to NFTs, plus our belief in the potential of artificial intelligence (AI), Internet-of-Things (IoT) and the deep understanding of the adoption of blockchain technologies, guide us to create our NFT ecosystem with all the building blocks needed to become the first blockchain application to impact everyday people.

At VIMworld, our motto is: “Shoot for Pluto. Even if you miss, you’ll land on the moon.” We work tirelessly to realise our dream of creating new forms of digital life from our Smart NFTs and driving completely new methodologies for human interaction. We plan to build a platform for experiences so profound they change the dynamic of how people form communities, interact and play in this new social setting, facilitating new kinds of human-digital and human-human relationships. VIMworld is the first step of a new way for people to make friends (humans or Smart NFTs), interact and play, while finding a sense of community and belonging. Our journey into this brave new world is just beginning and it starts now.

“Every human walks around with a certain kind of sadness. They may not wear it on their sleeves, but it’s there if you look deep.”

– Taraji P. Henson

An Introduction to the Problem

As demographics shift and notions of what constitutes a ‘pillar of society’ change around the world, it’s apparent that impactful changes are coming; changes that we simply cannot ignore when we think about the complexities of the next decade and beyond.

First, and most foremost, a huge transfer of wealth is on the horizon. Trillions of dollars will be handed down from the Baby Boomers to Millennials and, to some degree, Gen Z over the next decade. According to a 2019 study by luxury real estate brokerage firm Coldwell Banker, Millennials will have five times as much wealth as they have today by 2030, with around $68 trillion anticipated to be handed down. Some are calling it ‘the greatest wealth transfer in history’. We are willing to wager our time, effort and capital that more and more of these Millennials and their trillions of dollars of wealth will be held in digital and more specifically crypto assets. More illustratively, we believe that by 2030, a significant portion of the net worth of the Millennials and Gen Zs will be in the form of crypto assets. A rising tide lifts all boats. We are building the project to take part in that mind-blowing migration of wealth from traditional fiat-based assets to crypto- and blockchain-based assets over the next decade.

The **second** large shift is that these younger cohorts have grown up as ‘digital natives’ and due to their extensive exposure to various media, they have developed a very different set of behaviours and attitudes from their parents. On average, these individuals spend anywhere from 2.5 to 4 hours a day on social media (much more in 2020, considering the pandemic shelter in place orders), leading to the formation of new types of social bonds and fostering the emergence of a new kind of culture. These social networks are not so much based on who you are, but rather on what you show to your community. For example, individual expression and the ability to have some unique item or skill have become coveted in the online environment, where standing out against the crowd is important.

> “The saddest aspect of life right now is that science gathers knowledge faster than society gathers wisdom.”
>
> – Isaac Asimov

Third, as new, revolutionary technologies emerge and become more accessible than ever before (think AI, blockchain, AR/VR or anything Elon Musk does), decision-making processes are also being reinvented. What was once impossible, suddenly becomes an option with mere clicks of a button. Combined with the other points, the younger generations will increasingly invest higher percentages of their net wealth in digital assets as the asset class becomes a mainstay of investment practices.

However, the greatest shift was ushered in by the COVID-19 pandemic, highlighted by the loneliness the vast majority of people felt. The pandemic-induced lockdowns have accelerated a behavioural shift that had already been bubbling below the cultural surface, the shift to digital living. The digital natives adapted quickly and are fast establishing what will likely become a new normal for generations to come. As we touched on in point two, these new digital lifestyles leave a lot to be desired. Despite this greater connectedness, society is creating an environment where real bonding is becoming more difficult and human-human interactions are giving way to online-only living. This type of interaction is inherently more superficial, lacking the depth and emotional attachment that are critical to true social engagement.

The four changes described above represent profound and impactful shifts in our culture, and in turn our behaviours and habits. These trends require traditional product and service providers to try even harder to satisfy the needs of these younger generations. Their greatest challenge will be to make up for the lack of engagement and interest by the people of their more traditional businesses created by this new paradigm shift. A prime example of a traditional product provider would be Toys R Us, once the largest retailer of toys in the world, which filed for bankruptcy in 2017. What is extremely apparent to us is the enterprise-level problem which we can take part in solving while benefiting from the process. We will certainly announce along the way how we are helping these product providers with their digital transformations.

The real danger for the collective wellbeing of society, however, is the lack of emotional attachment resulting from being behind a computer instead of with other people, creating bonds through entertainment, interaction and play.

We see these trends creating an arena for one specific and complex challenge which will be both extremely interesting and lucrative to solve. This new world requires the creation of interactive and engaging ecosystems that both satisfy the younger generations and bridge the gap of more traditional providers. These new ecosystems will blur the lines of digital and physical, blending gaming, play, toys and avatar industries with new, 3D business models tying these disparate factors together. Those who can master these emerging trends will be the great successes of the digital economy.

“We are shaped and fashioned by what we love.”

– Johann Wolfgang von Goethe

The VIMworld Vision

VIMworld is a brand new, innovative ecosystem – a marriage of Smart NFTs, IoT technology, blockchain, and a new generation of smart toys and collectibles. VIMworld has a powerful incentive structure and a circular economy that encourages proactive stakeholder engagement, generating value for players, collectors and traders alike.

Before we conceived VIMworld, it was clear to us the world didn't need another game. Our vision was to create a powerful system that incentivises engagement and socialising and provided experiences that could be shared with each other as part of a community. We wanted to build a system where individuals can take charge of their world and immutably own verifiable, authentic assets and take part in our rich trading economy with them. In this new ecosystem, we envision a place where people can express themselves freely, connect and collaborate with others, and create non-superficial emotional bonds, unlike anything that exists in the current digital domain. We feel these behaviours will bring a positive impact to the world, all while creating economic incentive and rewarding users.

We present to you, VIMworld.

"Love is of all passions the strongest, for it attacks simultaneously the head, the heart and the senses." — Lao Tzu

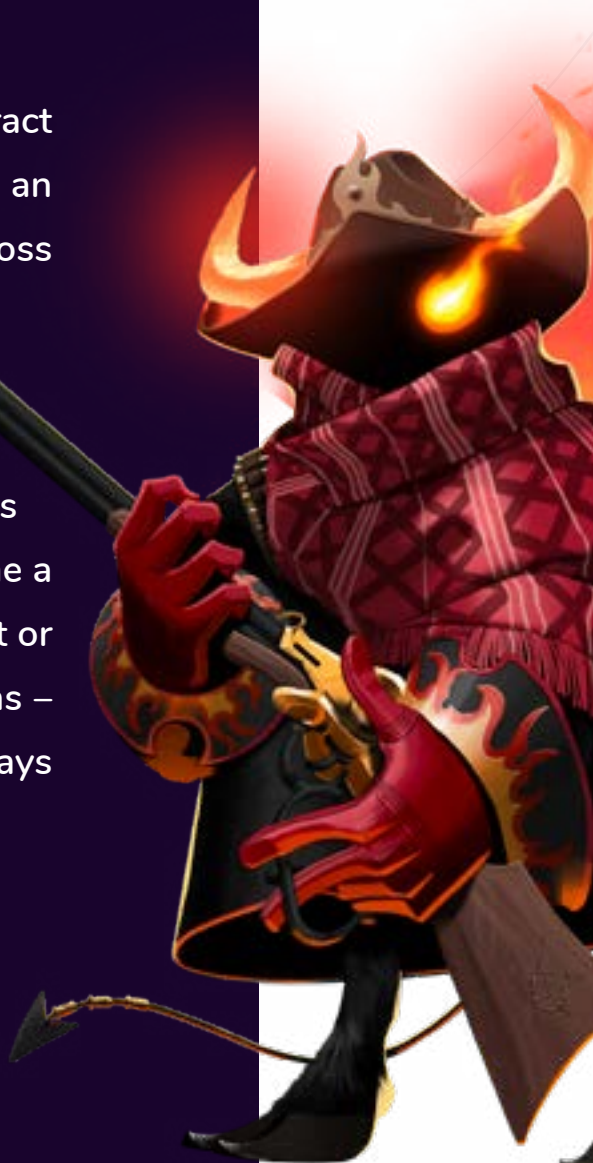
The VIMworld Ecosystem

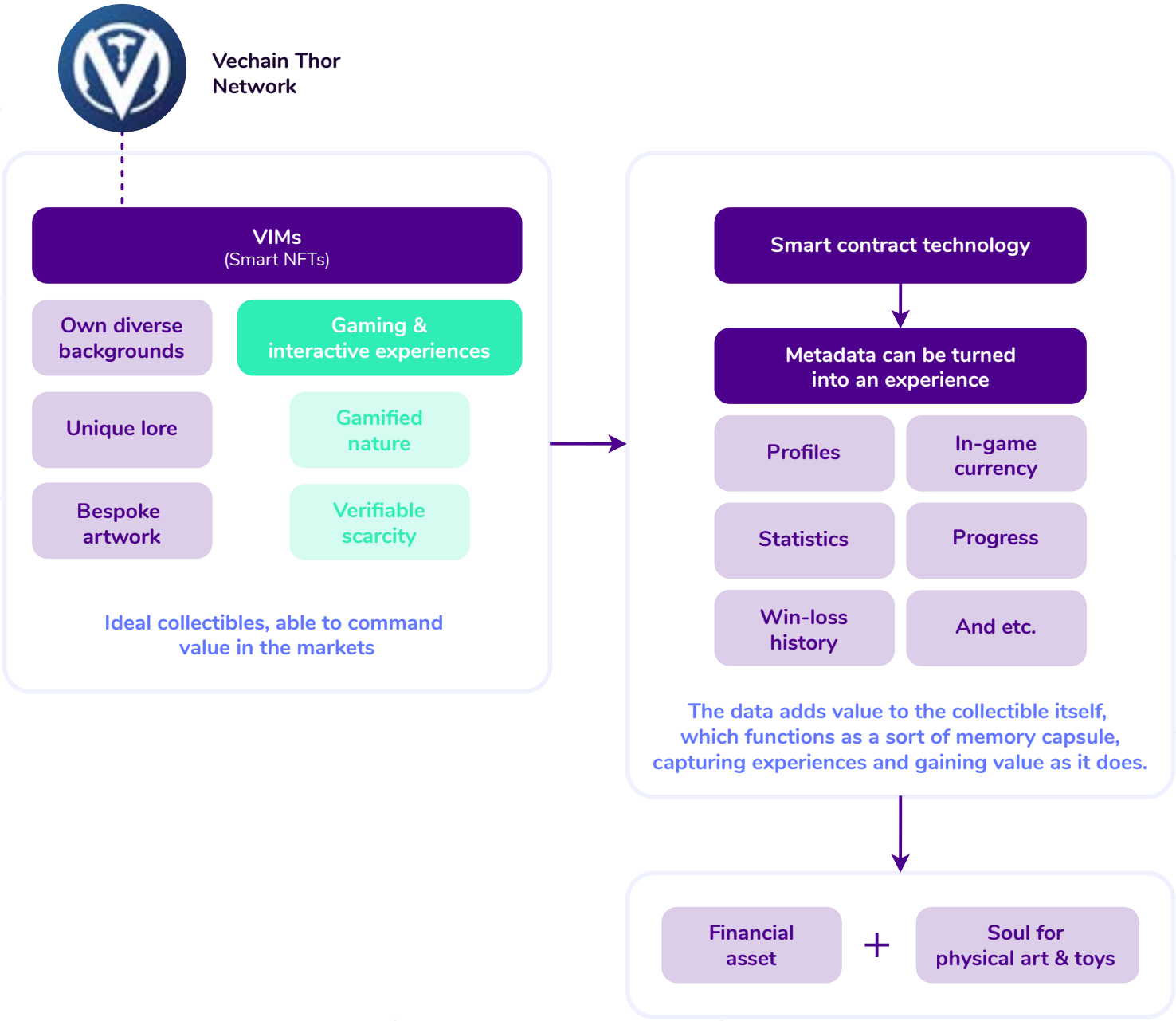
1. Virtually Integrated Metadata

1.1 What are VIMs? Real Digital Characters

Virtually Integrated Metadata, or VIMs, are Smart NFTs currently residing on the VeChainThor public blockchain and form the core of the VIMworld meta-system. VIMs are characters in an expansive universe that come with their own diverse backgrounds, lore and bespoke artwork. VIMs are naturally suited to various gaming and interactive experiences due to their gamified nature and their verifiable scarcity, which make them ideal collectibles, able to command value in the markets.

In combination with our smart contract technology, metadata can be turned into an experience, with profiles, statistics, win-loss history, in-game currency, progress and more, all to tell a tale. The data adds value to the collectible itself, which functions as a sort of memory capsule, capturing experiences and gaining value as it does. Your VIMs become a financial asset as well as a soul for physical art or toys. With VIMs, users gain digital companions – an unwavering, incorruptible ally who is always by your side and only ever controlled by you.




Vechain Thor Network
VIMs
(Smart NFTs)
Own diverse backgrounds
Gaming & interactive experiences
Unique lore
Gamified nature
Bespoke artwork
Verifiable scarcity
Ideal collectibles, able to command value in the markets
Smart contract technology
Metadata can be turned into an experience
Profiles
In-game currency
Statistics
Progress
Win-loss history
And etc.
The data adds value to the collectible itself, which functions as a sort of memory capsule, capturing experiences and gaining value as it does.
Financial asset
+
Soul for physical art & toys

1.2 NFTs and Smart NFTs

A non-fungible token (NFT) is a piece of data that is completely unique. This is the opposite of a fungible token, like a Bitcoin or VET, where every single token is identical. NFT technology has many exciting applications, but one of the most prominent is the rapidly evolving world of NFT entertainment. NFTs allow an individual to demonstrate ownership of rare and highly sought-after characters, game pieces and other collectibles. The demand for these collectibles creates thriving secondary markets and the growth of communities.

VIMs are the next evolution in this novel technology, and can bind a digital soul to physical objects, solve business problems such as proof of authentication, allow for gameplay and interactives, and can farm rewards. Smart NFTs and VIMs will provide unprecedented value and utility to NFT collectibles, which makes up the core of VIMworld.

> “We do not remember days, we remember moments.”
>
> Cesare Pavese

1.3 Memory Capsules & Digital Souls for Toys and Collectibles

Before we talk about the digital souls of physical toys, it's important we understand the technology that underpins them. IoT technology describes a network of 'things' – physical objects containing embedded sensors and technologies that connect and exchange data with the internet in some form.

VIMs exist purely in the digital realm; however, when a VIM is combined with an NFC chip or other IoT device, it can bring an object to life by imbuing it with a digital soul. Collectibles, toy cars or even pieces of art can take on a whole new dimension with this merging of digital and physical, creating value in an entirely new way. What was once a mass-moulded piece of plastic with a thousand copies becomes completely unique and immutably owned. And because VIMs store their metadata on the VeChainThor blockchain, their lifetime of experiences are permanently recorded and accessible to you forever, making it a true memory capsule.

This adds emotional value to your collectible,
but it also has the potential to do so much more:

- Purchase them from an artisan toy designer.
- Give them as gifts to your family and friends.
- Use them to gain an epic win in your favourite game.

“What gets us into trouble is not what we don’t know. It’s what we know for sure that just ain’t so.”

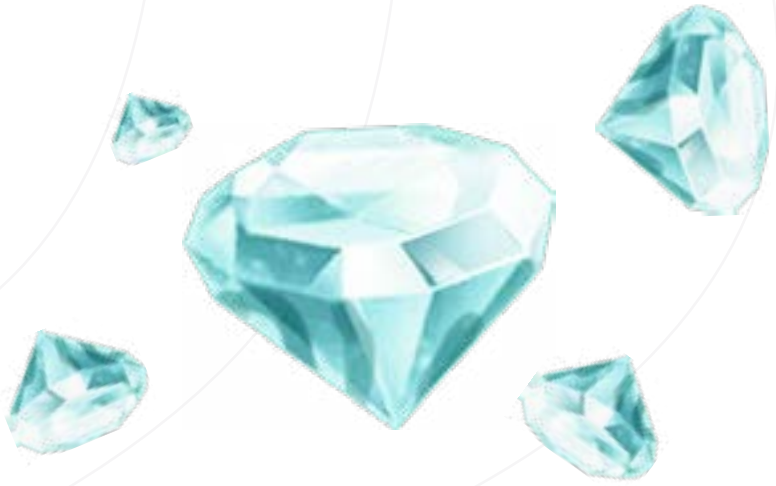
– Mark Twain

1.4 Proof of Authentication for Physical Collectibles

One of the biggest challenges facing the physical collectible and toy market (or any other physical good of value) is the authentication of items; more specifically, the lack thereof. With the collectibles markets surging and demand for unique and high-value rare collectibles growing rapidly, counterfeiting has become rife. Pokémon cards are a prime example. Trading cards grew in value to tens of thousands of dollars and above, with fraud leading to millions of dollars in lost revenue. One of the most notable recent examples culminated in YouTube personality Logan Paul ending up in hospital after being scammed for $150,000 and purchasing a fake rare Pikachu card.

Other notable examples include... a 20-something-year-old woman in Kyoto, Japan buying a fake rare Lorelei, the Symphonic Arsenal Yu-Gi-Oh! card for 400,000 yen ($3700).

Another widely reported incident occurred in 2005 when a shipment of counterfeit Yu-Gi-Oh cards was seized by the U.S. Immigration and Customs Enforcement, valued at more than $3 million.



These incidents are just the tip of the iceberg. Many reports acknowledge counterfeit collectibles and criminal syndicates are rampant and it is no coincidence: the combined market value of physical and digital collectibles exceeds $200 billion.

What was illegally duplicated by the factories in Shenzhen by the millions can now be completely tracked, transparently accounted for and valued, because of our Smart NFT VIMs plus IoT nested technology. Since this is a rather sensitive topic and also a gargantuan opportunity, we will publish another Public Project Proposal on this topic at a later date.

> “Things don’t have to change the world to be important.”
>
> – Steve Jobs

1.5 Supplementary Value-Adds

Unlike traditional collectibles growing dusty in an obscure cabinet, rarely noticed or touched, VIMs appreciate in value as you use them and level up. Their experiences make them more meaningful to you, but your tribulations grant them special skills and abilities that increase their objective value to others. In this manner, VIMs become more like living things, with a need to be fed and cared for in order to grow.

Other valuable add-ons such as treasures or other kinds of tokens can boost the value of VIMs, with combinations of these additional collectibles creating completely unique VIMs able to command higher values.

"I find that a duck's opinion of me is very much influenced over whether or not I have bread."

– Mitch Hedberg

1.5.1 Tiers

The table below gives a glimpse of our new, proprietary Tier and Feeding System. This new tier system will be rolled out soon after the token issuance process is completed.

VIMs are ranked by tiers, from the lowest, F, to the highest S+ 2 in this release. S+ 2 Tier VIMs are on a level of their own: they are more powerful, more elaborate, have better artwork, animation, and garner greater incentives that come with that status. S+ is a brand new system, which more powerful VIMs might roll out in the near future. Stay tuned.

When a VIM is minted, it begins life as an F Tier. Every day, VIM caretakers have the ability to feed each of their VIMs a certain amount of VEED tokens, which is the native crypto token of the ecosystem. The amount of VEED that can be fed to a VIM depends on certain factors, such as the ratio of VEED to VIMenergy at the moment of feeding. Let's say if 200 VEED are equal to 1 VIMenergy Level and the daily allowance is 2 VIMenergy Levels for a low tier VIM, then the maximum VEED you can feed your VIM would be 400 for that day. When a VIM meets the required total VIMenergy to reach the next tier, their level will increase.

It had been decided that the initial conversion ratio of VEED to VIMenergy will be 360:1, meaning, at the very beginning of the VEED first distribution, each 360 VEED fed is equal to 1 VIMenergy Level increase for the VIM. This daily allowance can be overcome by using the Feasting function, allowing your VIM to accelerate its growth progress by 1 day of feeding. While there is no limit to how many times a VIM can use Feasting to skip the once-a-day threshold, there is a fee for Feasting, a portion of which is channelled into the VIMpool.

VIM Tier	Days Need for Next Tier	Maximum Daily Feed 2 VIMenergy	Total VIMenergy Fed
F	3	2	6
E	5	2	10
D	10	5	50
C	15	9	135
B	25	9	225
A	30	12	360
S	30	30	900
S1	35	36	1260
S2	40	38	1520

Think of VIMs as a piggy bank: they don't literally eat your VEED tokens to convert to energy to grow; plus, after feeding your VIMs the VEED tokens, you can withdraw your tokens at any time. However, when VEED tokens are withdrawn, the VIM's tier will be automatically adjusted according to the remaining VIMenergy balance. For those with tier-related add-ons such as certain Treasures, EGGs and Companions, a drop below any minimum threshold requirements will result in the permanent loss of said add-ons.

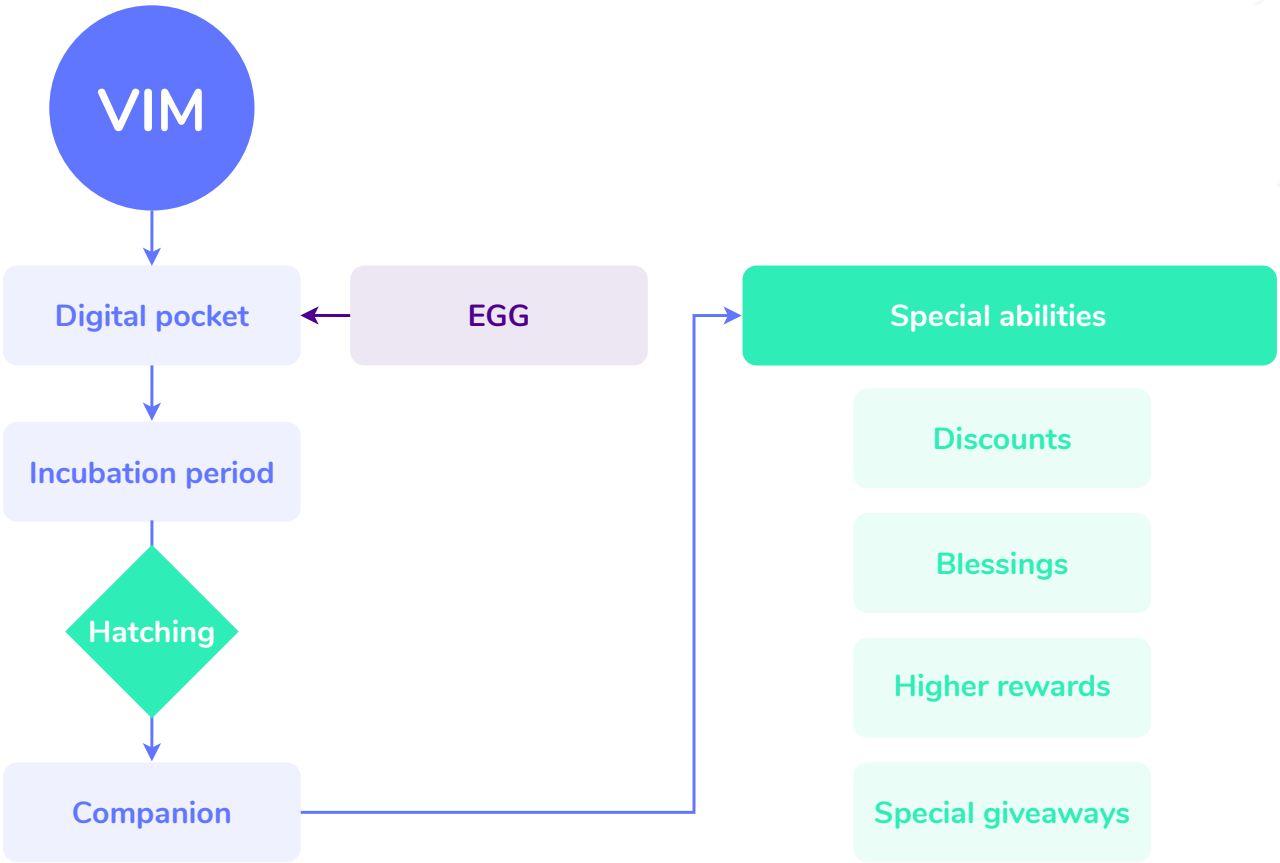
Note: All tier-related VIMenergy, VEED and other mechanics may be adjusted at a future date if deemed necessary by the Foundation.

> "If an egg is broken by an outside force, life ends. If broken by an inside force, life begins. Great things always begin from the inside."
>
> – Jim Kwik

1.5.2 EGGs and Companions

Certain tiers of the VIMs will gain a digital pocket for holding an EGG (Electronically Gifted Goody) when the feature is available. Once attached to a VIM pocket, an EGG goes through an incubation period, after which it hatches a Companion, a special NFT-based add-on that can grant powers, perks and add value to your VIM. EGGs can be created by developers to provide unique incentives or rewards, or by the Foundation to mark an event. There are many potential use cases for EGGs that reward their owners.

Owning a VIM with a Companion is highly desirable as they can grant you special abilities such as discounts on purchases, access to VEED airdrops, higher returns on earning and farming programs, or they can make you eligible for special giveaways from VIMworld. Different Companions can grant you abilities in games and interactives, creating a more engaging and rewarding experience.



EGGs will also have levels of rarity, with differing percentage chances of hatching certain kinds and levels/rarities of Companion.

Some Companions are permanently associated with their VIM, a type of association called soul-bound. Since all Companions take up pocket space, the only way to remove a soul-bound Companion is to burn or destroy them. The first Companion a VIM hatches will always be soul-bound, but non-soul-bound Companions are fully tradable, direct from the pocket.

If a VIM does not meet the EGG hatching requirements, an EGG may be stored in their wallet, but it will not mature and thus will not hatch.

Do you want to withdraw VEED from your VIM? Once it starts incubating, the only way to withdraw VEED is to burn the EGG. And if that EGG hatches and becomes a Companion, you must burn the Companion in order to withdraw VEED.

Our detailed EGGs and Companion system will also be released in detail in future releases.

“You don’t love someone for their looks, or their clothes, or for their fancy car, but because they sing a song only you can hear.”

– Oscar Wilde

1.5.3 Treasures

Treasures are pieces of metadata that can be held by a VIM and designate certain traits or characteristics. Some Treasures represent the ‘bloodline’ of a VIM, tying VIMs to a Clan while other Treasures signify that a VIM has endured a special VIMworld global event. Some Treasures denote the elemental potential of a VIM and others help to broadcast uniqueness. While only S tier VIMs can hatch EGGs, Treasures can be purchased, won or gifted to offer additional value and context to a VIM regardless of its tier.

Treasures can be spent like a currency within games and interactives, purchasing powerups, add-ons, and other VIM-specific products and experiences.

Treasures are given to VIMs who successfully fulfil quest requirements, increasing their value and making them uniquely identifiable both in-lore and in-ecosystem.

Example:

After completing our storyline quests and participating in a special series of events, Devotion Treasures were awarded, signifying that a VIM had been chosen by Alanna, Goddess of Harvest. In the lore, these VIMs have had special blessings bestowed upon them, in recognition of their dedication and devotion.

There are already Treasures within VIMworld, attached to selected VIMs. Examples include:

Genesis

Marked with '100' on its face, this treasure was given to the very first 100 VIMs for the original three at launch. Only 300 Genesis-carrying VIMs exist.

Voyager

Exclusive IP partners will use Voyager treasures to target early VIMworld adopters in their special events and campaigns. When Voyager treasures are consumed, they will be your exclusive ticket to participate in such future events.

Vanguard Demigod

The distinguished individual that reaches this level becomes a Demigod. The Demigod Vanguard is reserved for the fastest person to reach S Tier for each respective VIM type. Demigods are distinguished individuals wielding divine power, just a fraction lower than the gods and deities of the VIMworld Universe.

“It is not a sign of arrogance for the king to rule. That is what he is there for.”

– William F. Buckley Jr.

1.5.4 Collections / Series

VIMs enter VIMworld as part of collections and series, with their own lore and stylistic backgrounds. For example, in our Women Warrior series, we have Hachi, a female beast master that commands a pair of demonic wolves. In this collection, the series is made up of powerful female warriors who represent the enduring power of nature and femininity.

The Collections system ensures that artists and IP owners in our ecosystem have an avenue to introduce collectibles and expand their footprint whilst encouraging collectors to complete coveted series of VIMs.

Upon collecting an entire series of VIMs, participants become eligible to receive bonuses from ecosystem applications, including in-game perks, special quests and events, as well as obtain additional bonuses from rewards and other perks. Thanks to our highly versatile platform, VIMs from popular franchises can easily join and exist within the VIMworld Universe, expanding the scope and popularity of our ecosystem with each new addition.

1.5.5 Clans

Clans are groups of VIMs that share a common background, and enrich VIMworld lore as well as provide an additional means to boost the value and collectability of VIMs. Clan members may be identified by the special Treasures they hold, however, clans are not limited or exclusive to VIMs holding certain Treasures.

Clan members can be made up of different series, artists, franchises and IPs. When a user completes a full set of VIMs from the same Clan, they become eligible to receive rewards such as in-game boosts, gameplay modifiers and bonuses.

> “The whole social structure is present at the heart of the interaction, in the form of schemes of perception and appreciation inscribed in the bodies of the interacting agents.”
>
> – Pierre Bourdieu

Example: **Devotion Oathsworns Clan**

A ferocious and determined group, the Devotion Oathsworns are a band of individuals, warriors and champions hailing from disparate dimensions. They share a common motto: Devotion, Loyalty, Honour. Together the Devotion Oathsworns traverse the lands of the New World in search of a place to call home.

1.5.6 Rare Collectibles and/or Art

As VIMs increase their in-game rank, their artwork transitions through ever more elaborate forms, with three or more pieces of art per VIM. The owner of the VIM can unlock this art through feeding and interaction. Our art is created by up-and-coming artists, with some created by famous and award-winning artists. The art itself forms part of the collectible aspect of a VIM, with verifiable scarcity driving value.

> "Many receive advice, only the wise profit from it."
>
> – Harper Lee

1.5.7 VIMpool

VIMpool is a rewards pool where a portion of all fees gathered within the VIMworld ecosystem are distributed and awarded to high-tier VIMs. Fee-generating activities include when the VIMworld Foundation mints VIMs, when trades are initiated on the VIMmarket and when Feastings occur. A percentage of the costs of these events will be channelled to the VIMpool, initially set at 5%. This represents a significant volume of tokens destined for distribution among S Tier VIM owners.

All S Tier VIMs are automatically entitled to a share of VEED tokens in the VIMpool.

1.5.8 Blessing Events, Missions and Quests

Inspired by collectible games, VIMworld will frequently run events and quests that will further reward VIM holders.

For example, VIMworld may develop its storyline and lore through special milestone quests, where VIM holders will be directed to gather and hold certain Treasures and VIMs. By fulfilling the requirements, rewards such as VEED tokens, Treasures, EGGs and Companions may be airdropped.

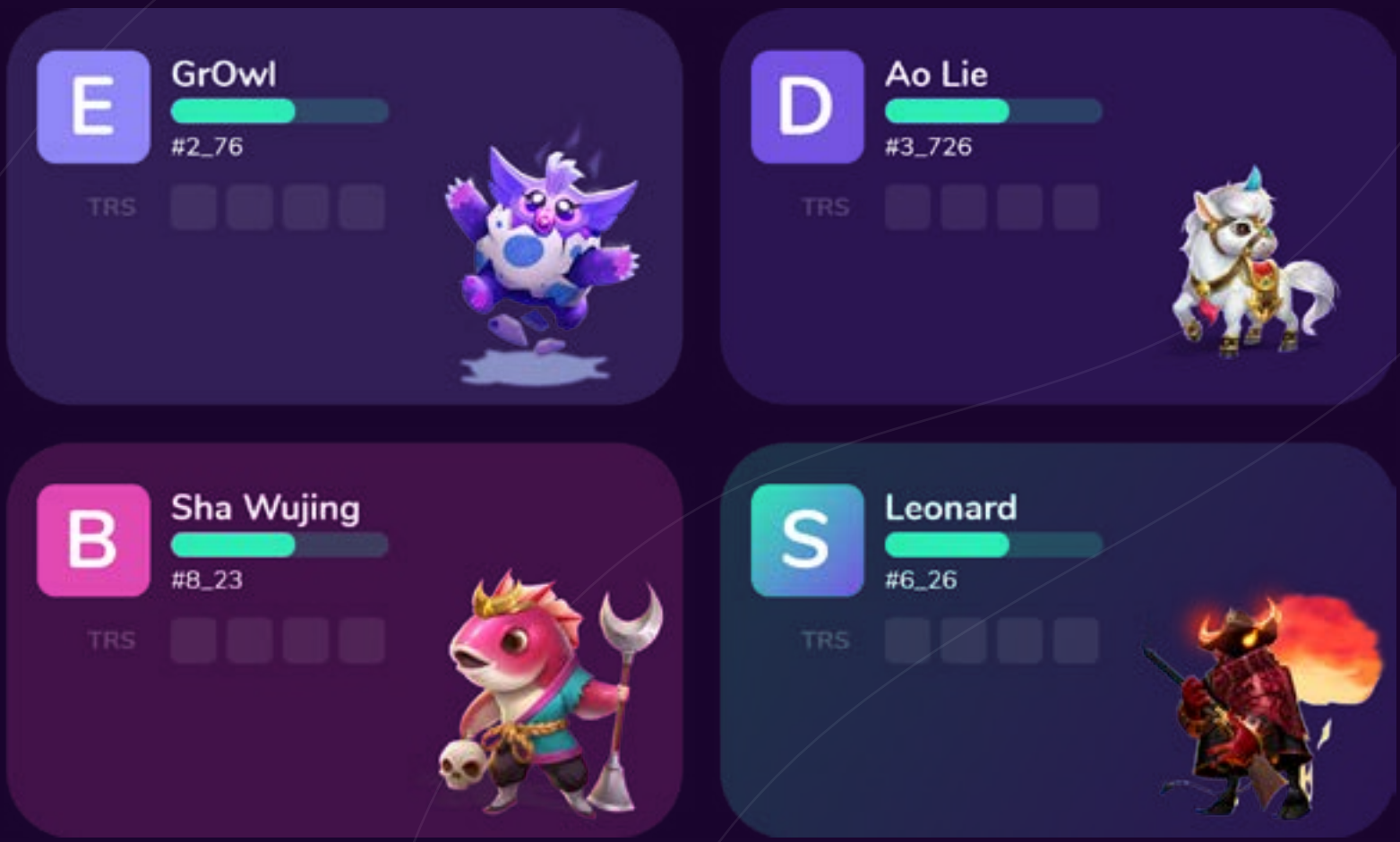
Another type of event known as ‘Blessings of a Deity’ would see S Tier VIM holders getting daily airdropped rewards based on community achievements and milestones. In the future, these events and quests will extend to other marketing events, such as offline meetups, in-video game missions and collaboration with third-party partners.

1.5.9 VIM Rarity

Most VIMs are limited editions, which will never be minted again; for the other editions, users can check how many there are in total by checking the blockchain. The transparency and tamper-proof nature of the blockchain is key to preserving the integrity of the limited edition for any Collectible or VIM.

> “Some beautiful paths can’t be discovered without getting lost.”
>
> – Erol Ozan

2. The VIMworld Platform



2.1 The VIMworld Universe: An Immersive Lore & Fantasy World

To bring to life the VIMworld ecosystem and its collectibles, an immersive storyline and lore will be gradually introduced to the community. As VIMworld is an all-encompassing collectible ecosystem that involves different IPs, designs, licenses and companies, every aspect of the ecosystem is meticulously crafted to allow the coexistence and diversity of VIMs.

The universe of VIMworld takes place in a fantasy world inspired by both Western and Eastern literature and mythology with a diverse array of native inhabitants ranging from mages, wizards and witches to martial masters, ghost pirates, forest spirits and elves. In this fantasy world, there exist higher deities and benevolent gods/goddesses only spoken of in legends and folklore. Suddenly, the gods have appeared again which has unleashed great change upon the world. Portal storms of unknown origin begin appearing throughout the world, disturbing and unsettling the inhabitants. At this point, characters from other franchises, IPs and legends appear as well as demons, beasts and other ill-intending entities.

All aspects of the ecosystem will be included in our fantasy-based lore, immersing the player into a new and exciting world. By establishing a rich storyline around VIMs and gamifying mechanics such as Collections, Clans, Companions and Farmers, VIMmers themselves are part of the journey, becoming emotionally invested in the VIMworld universe. Our platform promises to be unlike any other ecosystem out there.

Through official and community novellas, short stories, comics, animations, games and more, users will feel a powerful endearment to their VIMs. All of the VIMworld Universe lore and stories will be seamlessly integrated and available to be perused at an individual's leisure within the platform itself.

2.2 Acquiring VIMs

One's journey in VIMworld begins by acquiring VIMs. When a VIM is purchased, you can truly begin to dive into our immersive and all-encompassing universe.

2.2.1 Dispenser

VIMs can be acquired in several ways, such as through the VIMdispenser, which is a dApp that has a limited supply of VIMs loaded into it. New VIMs often debut here with a discounted price.

Dispenser events are infrequent. They are special events that involve the entire community – a battle for a chance to acquire a limited VIM at a discount, sometimes a gigantic discount. Just like BlizzCon tickets, the dispensary VIMs usually sell out within the very first block (the time it takes a blockchain to add 1 packet of data to its chain of blocks), so it's not an easy feat to grab one! The adrenaline rush of grabbing a rare VIM at a VIMdispenser sale is an exhilarating experience.

2.2.2 Special Events

Another way of acquiring VIMs is through marketing and special event quests. For example, users might need to complete missions such as holding certain VIMs and Treasures in order to be airdropped new VIMs. Our collaboration partners may also distribute their own VIMs, such as Huobi's Limited Edition VIM that was distributed before VIMworld's re-launch.

Some VIMs are also designed around rarity and scarcity in terms of their supply, which increases their desirability. For example, seasonal and themed VIMs for Halloween, Christmas or New Year's may be available in a very limited supply at the VIMdispenser. These special VIMs come complete with their unique art, design and story, and it is our intention to create a vibrant world that provides depth and immersion for collectors and players.

2.2.3 VIMmarket

The VIMmarket is a bespoke P2P NFT marketplace built specifically for VIMworld. Here, users are able to purchase VIMs from other users taking part in VIMworld's vibrant trading economy. The Foundation will periodically add special edition VIMs to the marketplace for participants to bid on. These VIMs include rarer, lower number versions or other kinds of special edition VIMs.

2.2.4 Adoption

For newcomers who are reluctant to jump straight into a VIMdispenser live event or battle it out over a VIM in the VIMmarket, VIM Adoption is another means of acquiring your first VIM. Through our Adopt-A-VIM program, users can buy new VIMs directly for a set price in VEED, USDT or VET tokens from the Foundation. Contact sales@vimworld.com for further information or visit www.vimworld.com/adoptavim.

2.2.5 Other Methods

Aside from digital VIMs that are sold online, another dimension to the VIMworld ecosystem and economy is the physical collectibles aspect. Pre-packaged toys, collectibles and memorabilia can be connected to VIMs, and once scanned with a mobile phone, they will exist in the VIMworld platform, with full functionality enabled.

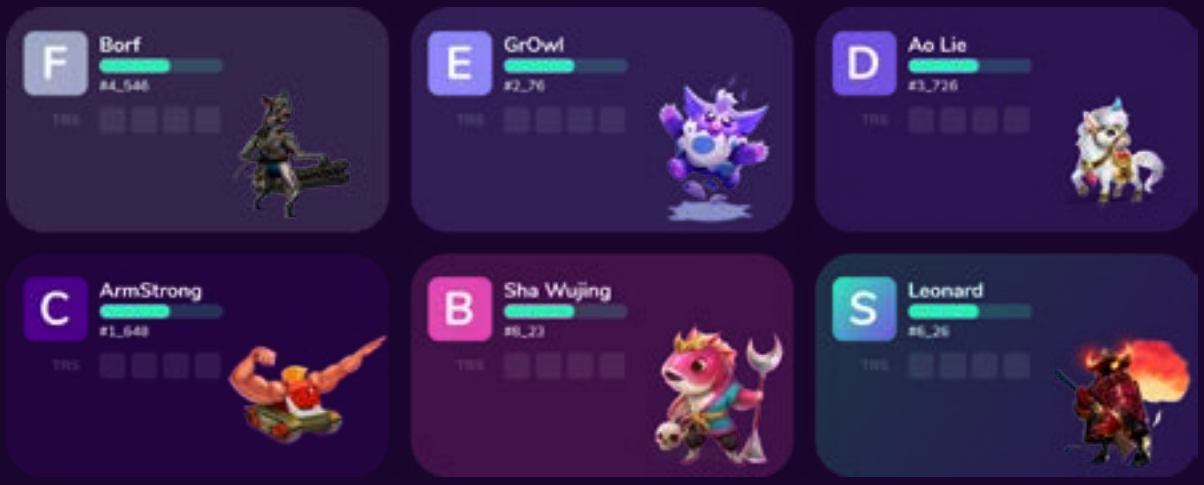
> “We all have two lives.
> The second one starts when
> we realize we only have one.”
>
> – Tom Hiddleston

2.3 Holding VIMs

From the moment someone owns a VIM, whether it be a licensed character from a popular franchise or our original VIMworld characters, they will be introduced to their design, look and story, and become enthralled with our ecosystem and community. The ecosystem is designed to encourage collectors to hold their VIMs, increasing the value of the entire ecosystem.

In addition, these VIMs start off with basic representative artwork and can evolve into higher forms through feeding (storing) VEEDs into them, unlocking beautiful artwork and benefits. These VIMs will be able to access and interact with different experiences, such as games, interactive events and much more.

VIMs can also hold non-cryptocurrency tokens, such as Treasures, and incubate EGGs which can hatch into Companions, all of which add unique value to your collectible, making it one-of-a-kind compared to other platforms and ecosystems. Coupled with beautiful artwork, deep story and lore, VIMworld offers an experience unlike any other project.

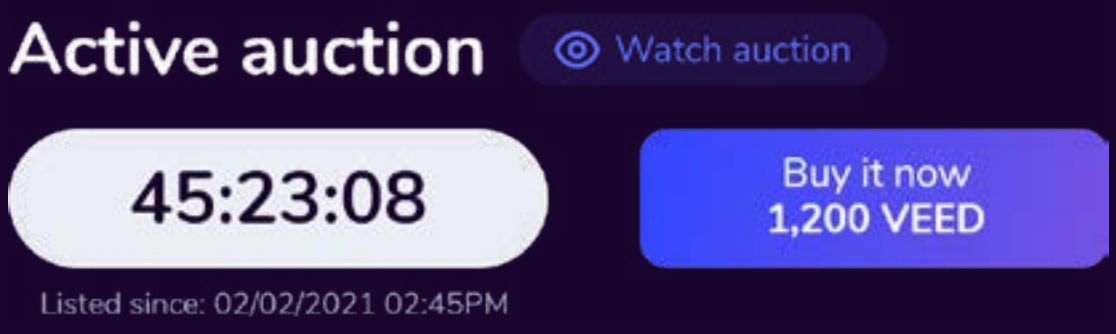


2.4 Trading VIMs

We have an official marketplace for VIM collectors called the VIMmarket. There, VIMworld ecosystem stakeholders can buy and trade VIMs to complete their collection, or to obtain rare VIMs that were only offered in limited-time events.

In the future, the marketplace will have more features that will add value to the physical world as well. Physical or digital collectibles linked to VIMs will have a process to transfer immutable ownership to other users. Imagine a celebrity selling one of their prized possessions. Currently, the best way to authenticate this is to notarise an ownership certificate. With VIMs, the ownership history can be clearly seen, and so trading rare possessions can be taken to a whole new level with our technology.

Third-party marketplaces powered by smart contracts connected to our ecosystem may also be possible. For example, a mobile game by Nintendo or Tencent that integrates VIMs may have the ability to connect with the VeChainThor blockchain, which supports native fee delegation and external access to the blockchain.



2.5 Interacting with VIMs

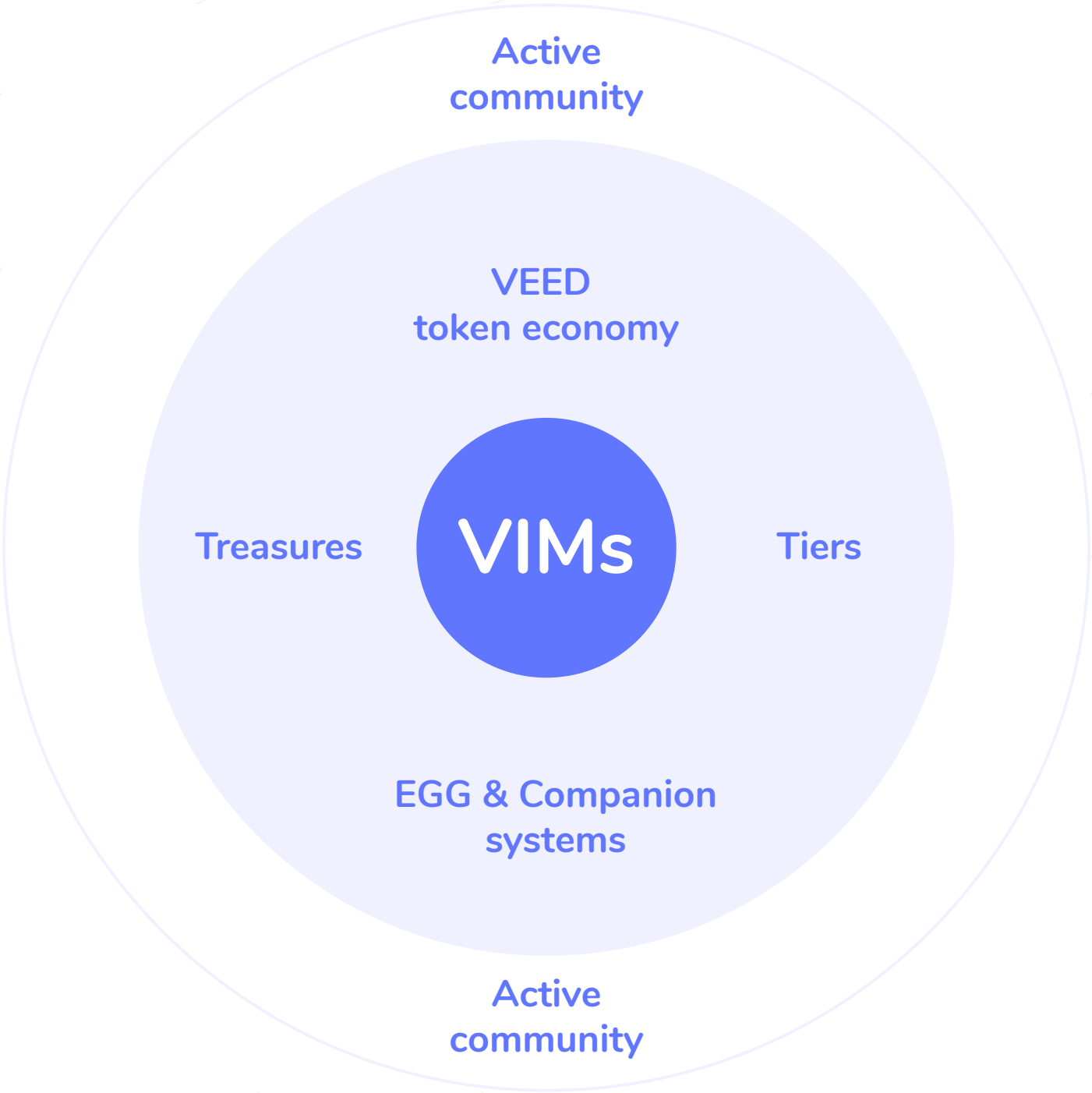
To further add to the utility of VIMs, they can be integrated into various interactive and gaming experiences. Unlike conventional video games, players will be able to directly use their VIMs as their representative character or other forms of use. Regardless of genre, players can gather their in-game experiences such as statistics, saved games, progression and more to enrich their VIM metadata and digital soul. These games can be created by VIMworld, or third-party developers and companies making use of our VIM technology.

The interaction with VIMs is not limited to games, which require time and budget to be developed. VIMs can interact with our various VIMworld marketing campaigns and events, such as quests and missions, which will reward our VIMs with Treasures, artwork upgrades, and Clan designations when certain requirements are fulfilled.

VIMworld marketing events are not limited to first-party programs, either: the VIMworld ecosystem includes third-party developers and partners. The interactive experience that VIMs bring is vast and unparalleled, which creates a clear utility link and represents a major incentive for VIM collectors to stay engaged with the VIMworld ecosystem and community, creating value for the VIMs.

2.6 Earning with VIMs

Besides interacting with VIMs for entertainment, events and gaming purposes, VIMs are designed to bring sustainable rewards for VIM owners. As VIMs have many different parts to make them unique and identifiable such as the VEED token economy, tiers, Treasures, EGG and Companion systems, we will be designing a closed-loop circular economy around the VIMs to maintain an active community.



One of the ways to reward users is through the VEED token economy, such as trading fees that are collected for users who engage in VIM trading in the marketplace. A portion of the fees would be channelled to a reward pool, which can be distributed to high-tier VIMs. VEED tokens can also be used as rewards during special events, quests and missions.

“If you think of [resilience] in terms of the Gold Rush, then you’d be pretty depressed right now because the last nugget of gold would be gone. But the good thing is, with innovation, there isn’t a last nugget. Every new thing creates two new questions and two new opportunities.”

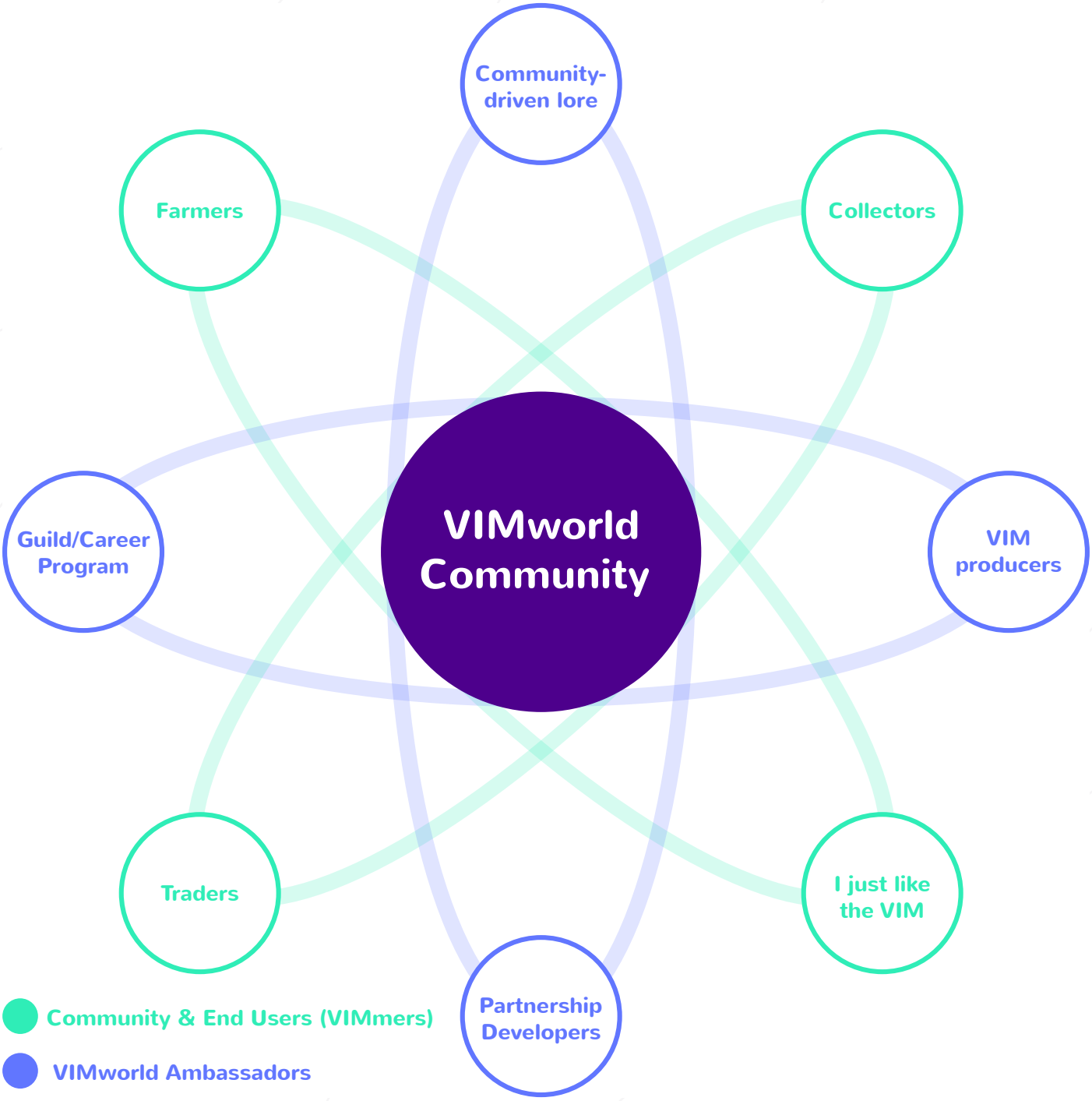
– Jeff Bezos

3. The VIMworld Community

3.1 Who Are VIMmers?

The core of the VIMworld ecosystem is the collective community, the VIM owners whom we refer to as VIMmers.

VIMmers are individuals who are invested in the ecosystem, encompassing most aspects of what the VIMworld ecosystem offers. They are made up of VIM collectors, traders, farmers and VEED token holders. As VIMers are core stakeholders of the ecosystem, the VIMworld ecosystem and product development will be tailored to deliver maximum value to them, creating a circular economy that connects both the VIMworld entity and the community.


Community-driven lore
Farmers
Collectors
Guild/Career Program
VIMworld Community
VIM producers
Traders
I just like the VIM
Partnership Developers
Community & End Users (VIMmers)
VIMworld Ambassadors

3.1.1 Collectors

As VIMworld is primarily a collectibles platform, collectors will make up the majority of the VIMmers, and since collectors are the main stakeholders of the community, the majority of the platform features are designed to increase the value proposition of our VIM collectibles. Collectors may choose to collect VIMs based on their look, rarity, story and more. As a global project with a global community, VIMs will be diverse, unique and universally attractive, regardless of culture or background.

3.1.2 Traders

A collectible ecosystem requires a healthy and robust trading ecosystem. Similar to real-world ecosystems such as trading card games, a significant proportion of our community members are expected to trade their VIMs with other members in the community.

For this reason, we built a robust trading platform - the VIMmarket. Rare VIMs can be paraded in the marketplace and buyers can seek out VIMs to complete their collections and access unique rewards and benefits.

3.1.3 Farmers

VIMs are Smart NFTs, which enables them to hold and stake cryptocurrency assets as well as other markers and nested tokens, such as Treasures and Companions.

High-tier VIMs open up new possibilities for the VIMworld experience, enabling VIMmers to farm for rewards supported by the VIMworld economy, such as in the VIMpool or other, bespoke offerings.

As per our tokenomic design, cross-chain farming is also a future possibility. Through wrapped assets and other forms of cross-chain applications, VIM Farmers can access a whole world of rewards. We strive to bring wealth to VIMmers who can eventually become self-sustaining through the numerous incentives and reward systems

3.1.4 I Just Like The VIM

Last – but not least – there will be VIMmers who like VIMs for what they are: unique and interesting smart collectibles. VIMworld features overarching fantasy-based lore narrative which ties the VIMmer to a completely different world. Feature-length novellas, short stories, comics and animations about the world of VIMs ensure that collectible fans have a reason to stay invested.

We will build features that will make VIMworld a central place for socialization between collectors, traders, farmers and general fans, fulfilling our ethos of a vibrant and active community.

> “Things may come to those who wait, but only the things left by those who hustle.”
>
> – Anonymous

3.2 Ambassador Program

3.2.1 VIM Producers

VIM Producers are a major part of the VIMworld ecosystem, enlisted to create a self-sufficient incentive system for aspiring community members who want to participate in the VIM economy to make money while contributing to VIMworld's growth.

VIM Producers are many types of people, but all are capable of bringing VIM art content to VIMworld by producing high-quality VIMs for our ecosystem. Similar to a film producer, these people put the package together to make a product.

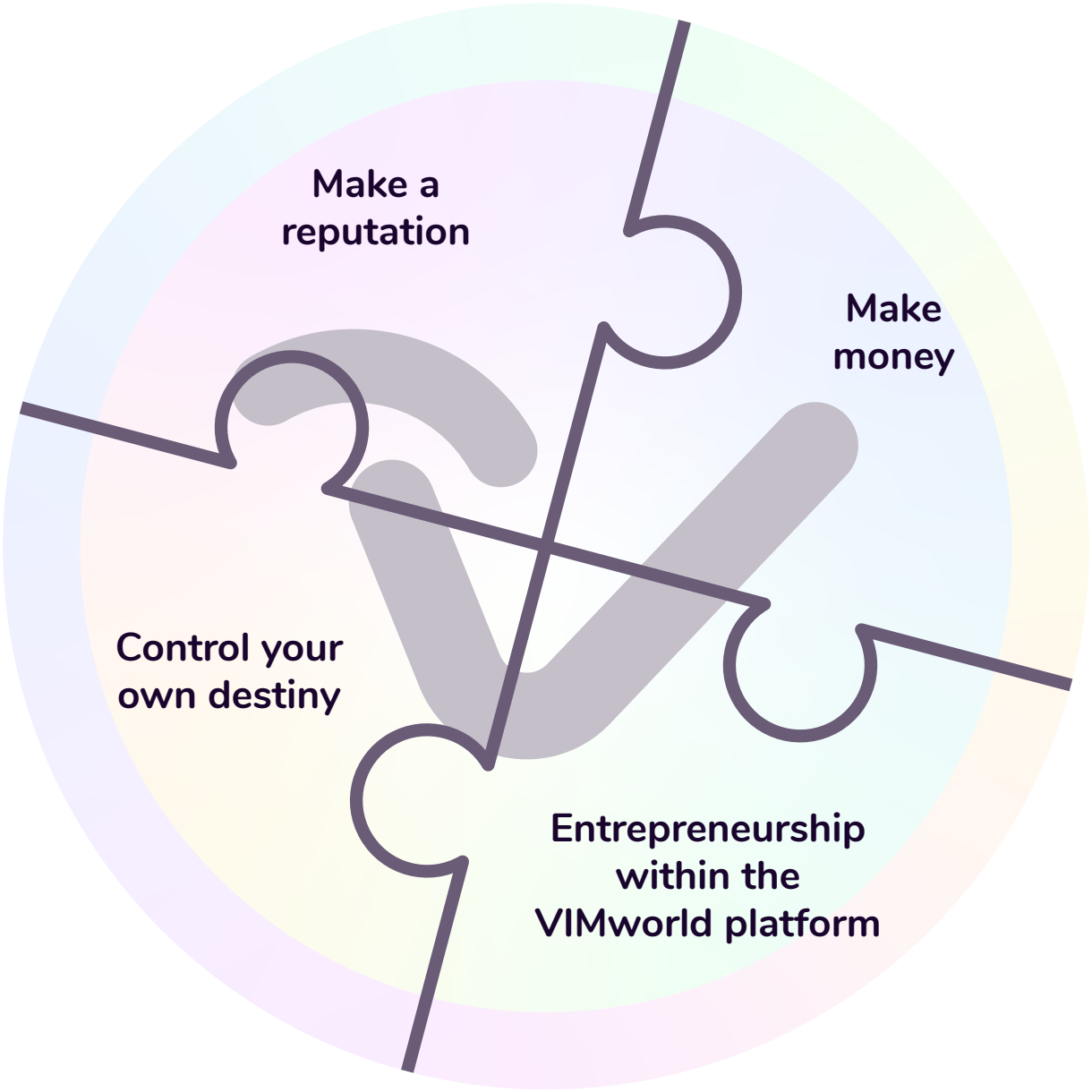
By following our guidelines and meeting our requirements, anyone can be a VIM Producer. No matter if you're an artist or can simply come up with creative ideas to produce quality VIMs for our platform, you can be a VIM Producer.

Example 1: You're an active community member of a gaming, comic, manga/animation, or art community such as Pixiv or DeviantArt. As a result, you know exactly who specializes in creating beautiful art and original IP and characters.You think that his/her artwork meets the criteria for addition to VIMworld, providing them an opportunity to sell their work globally, earning royalties and an additional revenue stream in the process. You can become the liaison between VIMworld and bring this person to VIMworld, and, if successful, receive a share of the royalty for being a VIM Producer.

Example 2: You're an aspiring artist that specialises in fantasy settings and came up with a series of characters in a magical world full of warriors, wizards and beasts. You want to market your characters and make money using them, but you're finding it difficult to gain traction or to build up your own community and stable revenue stream using only Twitter, Patreon and art sharing platforms such as Pixiv and DeviantArt. Becoming a VIM Producer fast-tracks your journey to be a self-sufficient artist earning a nice royalty from VIM sales.

Why become a VIM Producer?

1. **Make a reputation:** Make a brand for yourself/company, for your name will be known within the VIMworld community.
2. **Make money:** Share revenue with VIMworld when VIMworld sells the VIMs you've created and produced.
3. **Entrepreneurship within the VIMworld platform.**
4. **Control your own destiny.**



How do I become a VIM Producer?

1. Register for a VIM Producer account, pass KYC, and submit your proposals and/or design documents.
2. Go through the review process and engage with the VIMworld team and appointed design committees.
3. Get approval and successfully gain full recognition as a VIM Producer to sell VIMs.
4. Begin your journey to earn from being a VIM Producer!

Note: The VIM Producer registration process and system outlined above do not necessarily represent the final process when it is launched.

How does a VIM Producer interact with VIMworld and its communities?

One of the key incentives of being a VIM Producer is the access and potential for interaction with a worldwide community.

More details on the VIM Producer program will be published later when we launch this program.

A few high-level keywords of the VIM Producer system are:

- Entrepreneurship
- Proactive VIM creation
- Community-driven
- Community decision by vote

“The idea is to die young
as late as possible.”

– Ashley Montag

3.2.2 VIMworld Guild (Career) Program

VIMworld Guild Program or VGP is a system designed for the entire community to be mobilised to work towards the same goal systematically. It will consist of a hierarchy of levels; the escalation of the ranks by a Guild member is based on a method of meritocracy. There will be referral bonuses, profit sharing, team building and tight-knit communities. The goal is to mobilise the entire community to be part of a great goal and offer the opportunity to have a full-time career within VIMworld. Those community members who are outstanding leaders with an unparalleled work ethic and business acumen will thrive and be able to generate wealth for themselves

3.2.3 Partnership Developers: Finding Business-Level Partners

VIMworld is a versatile platform that offers many opportunities for co-operation and the ability for compatible stakeholders to multiply the value of their intellectual property through collaboration. The growth of the VIMworld content ecosystem depends on the coming together of value-adding parties such as IP owners, licensing companies and strategic enterprise partners. With our powerful proprietary platform, we can join together to boost the profile and potency of the VIMworld offering, making it as appealing as possible to as wide an audience as possible. To show our gratitude for enabling these mission-critical objectives, we plan to generously reward community members who can develop and

3.2.4 Community-Driven Lore and

As the VIMworld ecosystem grows, community contributions will be brought into the spotlight, and stories can be written that take inspiration from the community.

For example, a community member who frequently trades in VIMworld might have their name used as inspiration for a character in the VIMworld Universe. An artist who draws fanart and social media graphics for VIMworld can be rewarded for their contributions. Talented writers who are part of the community may also approach us for collaborations and ideas.

The possibilities for community-driven lore and development are endless.

"Everything you can imagine is real."

– Pablo Picasso

4. Content Creators and IP Owners

Content creators and IP owners will form the backbone of the VIMworld ecosystem. Not only do they bring content, titles and community to the platform by expanding the platform's suite of products and services, but IP owners are also able to command revenue and open up new ways to create value from blockchain technology.

4.1 Artists

VIMworld rewards artists for their work, so whether they produce physical goods such as figurines or digital art, creatives can unlock a new way to generate value from their craft.

4.2 Copyright I.P. Owners

IP owners who bring intellectual property to the platform are able to enhance the value of their product in multiple ways. For one, blockchain enables greater oversight of the lifecycle of IP, providing previously unattainable insights into after-sale activities of products on the platform. VIMs that contain IPs are able to return a fraction of any transaction fees to the owner, providing an ongoing source of revenue, possibly more profitable than a sale-only model of the traditional market.

4.3 Business or Entity level collaboration

Collaboration at the business/entity level can unlock all manner of benefits for both parties. From a business perspective, the potential for a scalable public blockchain to unlock new revenue streams is immense. The lifecycle of IP can be tracked over time, far beyond the sale.

VIMworld will be an attractive platform for businesses and enterprises who want to digitise their products while minimising costs. They can quickly mint Smart NFTs and access all the features to take advantage of our powerful ecosystem, platform and community. Third-party collaborations will increase the value proposition for

5. Physical Toys and Collectibles (VIMTrills)

The toys and collectibles industry continues to present abundant opportunities. The market is already massive, estimated to be worth $2 billion in the US alone in 2020 and showing no signs of slowing down. Contributing to this burgeoning field is a diverse set of participants, including IP owners, manufacturers and legacy toy companies as well as newer entrants. This represents a golden opportunity for platforms such as VIMworld, which are able to offer a unique means for companies to both protect and earn additional benefits from their IP.

5.1 Authentication Problem of Toys, Collectibles and Memorabilia

One of the biggest challenges facing the current toy and collectibles markets is the lack of authentication for consumers and collectors. The market is in dire need of a solution that can identify fraudulent goods. Through VIMworld, the combination of NFT technology and IoT sensors can finally offer the market a verifiable and trustless means to put an end to fraud in the collectibles markets whilst also providing the infrastructure to build efficient and fraud-free secondary markets. Blockchain technology delivers greater assurance to purchasers, enhances the value of memorabilia at resale, and potentially provides the IP owner with additional revenue channels while enhancing oversight of the lifecycle of its products.

5.2 Internet of Things Technologies

IoT technology is a key to building a truly trustless toy ecosystem. Connected 'things', sensors and public blockchain provide transparency and oversight of product lifecycle to assure a purchaser that their product is legitimate. It also opens up unique ways for people and objects to interact, play and grow together, providing a new means to store and record experiences and to create stories and new kinds of bonds. The combination of blockchain, IoT and a hyper-connected economy will be a powerful and game-changing force.

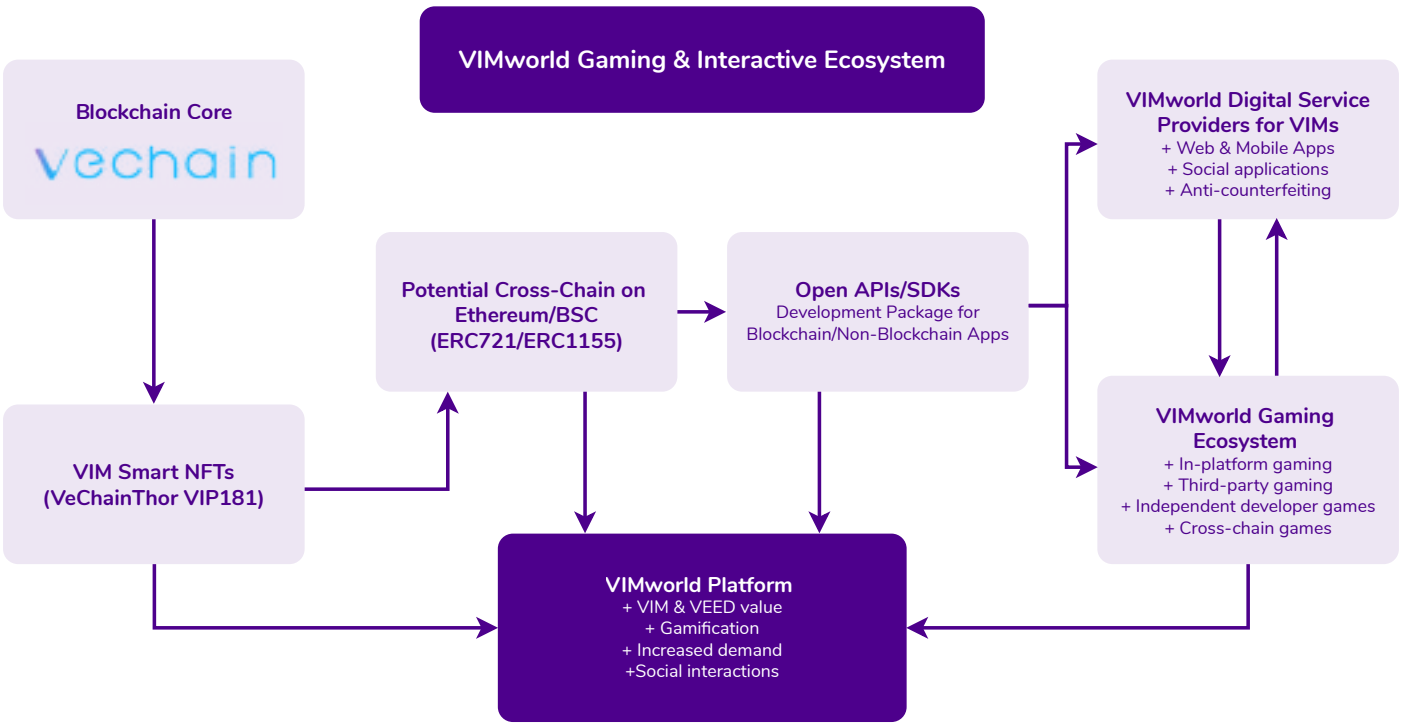
5.3 Lifetime Trading Records and Super Value-Adders of Physical Collectibles

One of the key benefits of blockchain is that the entire lifecycle of a collectible can be mapped and tracked, providing unprecedented levels of oversight. This means you can know who owned something, when, for how long and, most important, you can verify that the item did indeed originate from the claimed source. These data can add value to an item, opening up interesting new ways for collectibles to gain value.

Super value-adders can, through their ownership and activities during the lifecycle of a toy, collectible or NFT, ultimately enhance its value through association or by the addition of metadata, perhaps via winning a VIM tournament. For example, if LeBron James bought a VIM and said VIM was known publicly, the VIM would likely gain considerable value. In this instance, the VIM has gained value and thus, a super-value-adding party benefits from that increase in value

> “Battle not with monsters, lest you become one and if you gaze into the abyss, the abyss also gazes into you.”
>
> – Friederich Nietsche

6. VIMworld's Gaming & Interactive Experience



6.1 VIMworld Gaming Ecosystem

The VIMworld ecosystem and smart collectible technology are designed to provide unprecedented utility for our community and VIMmers, and one way to increase the value of VIMs is through gaming and interactive experiences.

Games and immersive experiences that utilise VIMs can be developed by both VIMworld and third-party developers through our planned open APIs and SDKs. A sample auto-battler game under development by VIMworld allows players to battle each other with their VIMs.

RPGs, Dungeon Crawler and Roguelike games which rely on character progression and growth are also a perfect fit for VIMs. With our technology, VIMs are both the player's avatar, and the representation of growth fulfils our vision of VIMs having a digital soul.

6.2 VIMworld Digital Service Providers for VIMs

VIMworld will also open up the VIM ecosystem to approved developers and companies. These third parties will be responsible for building interactive experiences that are not strictly categorised as video games, such as the building of social applications, web and mobile apps that make use of VIMs.

For example, a social media and chat app that wants to integrate NFT technology for their user accounts can choose the VIMworld platform by binding their user account system to a VIM Smart NFT and providing them with their chosen mascot collectible, for rewards and achievements.

Third-party developers who choose to integrate VIM technology in their apps will be known as the VIMworld Digital Service Providers.

> “We choose to go to the moon and do these other things, not because they are easy, but because they are hard.”
>
> – John F. Kennedy

7. Token Economy

7.1 VEED Token Overview

VIMworld token(s), or VEED, are fungible tokens used throughout the VIMworld platform and function as the main currency of the VIMworld ecosystem. They can be used directly within platform apps for content access, but their true purpose is to interact with VIMs. To create or mint a brand new VIM, a user or developer must spend VEED (half of these are burned and half are recycled by the VIMworld Foundation, thus refuelling the VIMworld ecosystem). Supplying VIMs with additional VEED which translates into VIMenergy is the only way to level up, as detailed in previous sections.

7.2 Token Functions and Utilities

Every action within VIMworld requires the utilities of VEED tokens – the fuel that powers the VIMworld economy.

For example:

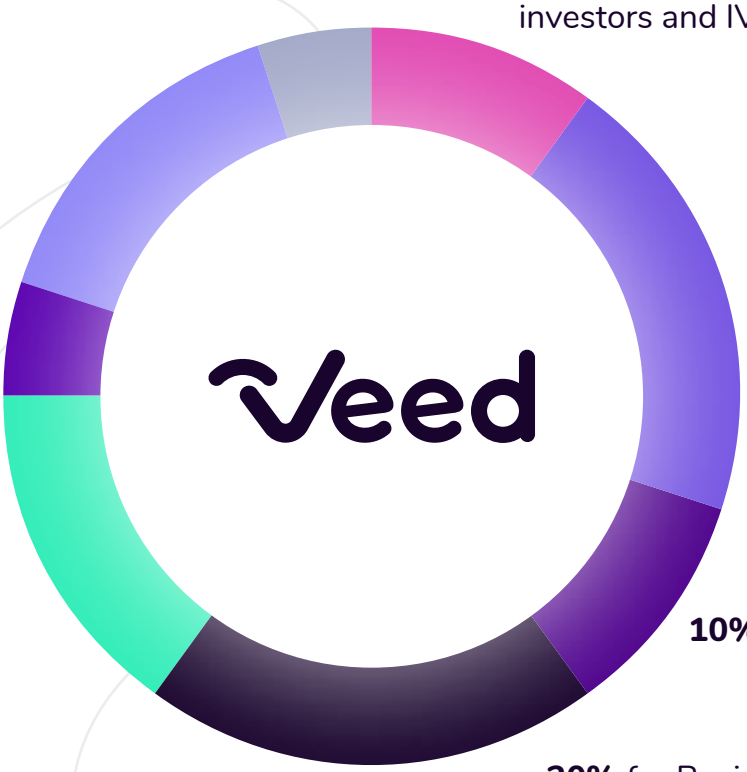
- Each Smart NFT VIM minted requires the burning of VEED tokens, providing a deflationary mechanism and enhancing the value of VEED
- The adoption of VIMs requires VEED Tokens, giving them demand
- Each dispensary event requires bidders to spend VEED Tokens
- Each listing, bidding, and purchase of VIMs, as well as other items on our exchange, requires VEED Tokens
- Missions and Quests during Special Events will involve the use of VEED tokens
- All fees in the VIMworld Ecosystem will be subject to VEED fees, with a portion of the fees redistributed to VIM farmers through VIMpool
- Upgrading VIMs requires VEED tokens
- Human related ecosystem-wide interactions will require VEED Token. An Ambassador or a Guild Leader will be required to maintain a certain VEED/VIM balance, for example.
- Community governance and proposals will be powered by VEED (such as community VIM series)
- With many more to come..

7.3 Token Distribution

VEED is a VIP180 Token with a fixed supply of 100 billion (100,000,000,000). The number of tokens will ensure the longevity of the VIMworld project and a potentially large ecosystem with millions of users and collectors. Additional tokens will not be minted.

5% rainy-day reserve

No more than **10%** as initial circulation, including VIM holders, essential investors and IVO.



20% for Marketing, Grants and Promotional Use
Partnership costs
Community rewards
Social media growth-hacking events
Public relations and offline events
Traditional and digital media spend

10% Investments & Acquisitions

20% for Business Development
Game Studios
3rd party digital service providers
IP partner costs
Licensing Fees

15% for technical R&D

5% Team members & Advisors
only qualified team members and advisers will receive Token options, and the Tokens will be unlocked annually for 5 years. Usually, only senior-level team members and advisers will receive an allocation. The portions of the tokens within this pool will be locked if not allocated.

15% Cross-Chain Token Issuance,
(BEP20 and/or ERC20)

7.4 The World's First IVO

The very first IVO (Initial VIM Offering) in the world will be held on the VIMworld platform.

Unlike conventional ICOs and IEOs, VEED will be distributed to token holders in an IVO sale. The basic structure of the innovative IVO is that users will purchase a type of special limited edition VIM in order to be airdropped VEED tokens in the days after the IVO.

The IVO will be the main VEED token distribution method to reward our faithful community, therefore, it will be a small event. More details of the structure of the IVO as well as the whitelist will be released in a separate article and announcement, coming very soon.

The VIM we will be offering during our IVO is specially created for the new chapter of VIMworld, and it is the first VIM of a brand new Clan to celebrate the hardiness of the community, the Resilience Clan.

By tying our new token distribution method to a VIM collectible purchase, VIM lovers and core community members will be able to get their hands on a limited edition collectible and our new ecosystem utility token, giving both of them utility and value at the start. Stay tuned to our official social media channels for the latest updates.

VEED price at IVO will be determined by a series of price-seeking processes by both external retail investors and external large private lock-up investors.

“Most people overestimate what they can do in one year and underestimate what they can do in ten years.”

– Bill Gates

8. The Blockchain Platforms

VIMworld will be primarily built and powered by the VeChainThor blockchain. Our Smart NFT collectibles will be minted as VIP181-compliant assets, and VEED tokens will be initially minted as a VIP180 token.

8.1 Why VeChain

VeChainThor blockchain was chosen due to its industry-leading scalability, performance and security. As a highly advanced and improved EVM-based blockchain platform highly compatible with Ethereum, VeChainThor is the best choice for a business aiming for mass adoption to build applications on.

Several native VeChainThor features are vital for VIMworld, including:

1. **Eco-friendly, scalable and low cost:** VeChainThor currently supports a lab-tested TPS of up to 15,000 and beyond with its current PoA 1.0 consensus. Future upgrades will push the limit by many factors more. Most important, transactions on the blockchain are eco-friendly, low cost and almost instantaneous, which allows VIMworld users to engage in our ecosystem without worrying about confirmation times and high costs.

2. **Fee delegation:** All smart contract actions on VeChain require VTHO tokens to be consumed as transaction fees. However, VeChainThor features a unique mechanism called fee delegation, in which application owners can sponsor transaction gas fees for their users. This means that VIMworld users can interact with the ecosystem without ever paying any direct blockchain gas fees. There are also features where smart contract owners can designate users to pay in other assets in order to be sponsored. This allows users to pay in VEED (or any other currency) to act as transaction fees.

3. **Sync 2.0 wallet & native web app:** Applications built on VeChainThor have the ability to run as a near-to-native web application in conventional browsers, without needing to install wallets. Through the implementation of Sync 2.0 technology, VIMworld can eliminate the need for users to download complicated wallets or navigate generally unfamiliar technology. Instead, users can enjoy a seamless experience, purchase their first VIMs and dive right in to the platform.

4. **VeChain Ecosystem Community & Userbase:** The VeChain ecosystem has a large community of enthusiasts and supporters. VIMworld will leverage the VeChain community to attract and grow our VIMmer community, helping it grow massively in the years ahead.

8.2 Cross-Chain Potential

To ensure the greatest potential for growth in terms of community and the overall value of VIMworld, we are exploring the possibility of building a cross-chain platform and expanding our universe outward to even more communities. Platforms we are currently assessing include Binance Smart Chain, Ethereum and the Huobi ECO Chain, with further networks under consideration. We are excited to reveal more about our ideas in due course.

"Tough times never last,
but tough people do."

– Robert H. Schuller

9. The People of VIMworld

In the world of blockchain, power comes from your network and your communities. We recognise the criticality of collaboration and take a multi-faceted approach to development. The core team represent a key aspect of the platform, yet community members are just as critical for the continued development of the project. Sometimes the community wields even more power than those few core team members in terms of their ability to collectively strategise, reason and push for change. We have seen instances where the community can agree more effectively or solve tougher problems than a small team. Therefore, we see our community members also as our team members.

Core

Lila Xu - Co-Founder & CEO

Andrew Chan - Sr. Project Manager

Brian Svensson - Senior Creative Designer

Clover Wang - Content Manager for China Market

Kevin Wang - Developer

Lin Dong - Blockchain Developer

Michael Yao - Tech Lead

M.H. Cheah - Content Manager

Simon Mason - Blockchain Tech Lead

Zhen Gong - Senior Creative Designer for China Market

Zhengdong Liu - Senior Developer

Pikachu - Chinese Community Manager

Admin Team for Global Communities

@FATALEXE - Telegram

@PeterC_UTC - Telegram

@ArcadeEarth - Telegram

"There is nothing more beautiful than someone who goes out of their way to make life beautiful for others."

– Mandy Hale

Supporting Teams

C.R.E.A.M.

Strategic Partner and Advisor

C.R.E.A.M is a leading strategic advisory and investment firm utilizing blockchain and crypto-economy to unleash the potential of enterprises and startups around the globe. As one of the first investment incubators to focus on enhancing business efficiency with blockchain and crypto tokens, CREAM is causing disruption in the space and delivering real results that are becoming the foundation of the economy of the future.

Supporting Teams

VeChain Foundation

Strategic Partner

The VeChain Foundation maintains and drives the adoption and usage of VeChainThor, the world's leading blockchain application platform driven by Enterprise Adoption. Users of the VeChainThor blockchain include Walmart China, Bayer China, DNV, PwC and more.

Supporting Teams

FENBUSHI CAPITAL

Fenbushi Capital

Investor and Advisor

Fenbushi Capital is the first and most active blockchain-focused venture capital firm in Asia. Founded in Shanghai in 2015 by veterans across both blockchain and traditional financial industries, it has to date supported over 60 leading projects across 4 continents leveraging blockchain technology to reshape myriad industries such as finance, healthcare, supply chain, and consumer goods.

Supporting Teams

Hacken

Partner

Hacken is a leading Security Consulting Company with an essential focus on blockchain security. Hacken was founded in 2017 in Kyiv, Ukraine by security specialists and hackers to deliver cybersecurity solutions to hundreds of companies and individuals, making histories of success.

Supporting Teams

Richard Chang

Advisor

Richard has over 25 years experience as an Investor and Corporate Executive in the Technology, Media and Consumer industries in the US and Asia. He has direct investing experience in both public markets (Long/Short Equity/SPAC's) and private equity (Venture/Growth/Buyout) where he has invested in over 30 companies, with a transaction value of over $20bln. Besides his financial services experience, Richard was also an media executive who co-founded and launched several major media companies, including Columbia Pictures Asia, producer of Crouching Tiger Hidden Dragon; Richard received his BSc from Wharton School and MA from Oxford.

Dan Nash

Advisor

Dan is a seasoned finance executive with over 20 years of investment banking and operating finance experience. Currently, Dan is the Head of Investment Banking at Cohen & Company Capital Markets, where he leads all aspects of Investment Banking including M&A advisory, private capital markets, SPAC advisory and PIPEs. Cohen and its team members have established a leading SPAC sponsor franchise and its team members were recently recognized by SPACInsider in 2020 as the “Best Serial SPAC Issuer”, with recent announced deals including eToro, Payoneer, Perella Weinberg Partners, and Metromile.

Dan has led banker on a number of notable transactions including Cipher’s SPAC sale to Goodworks, Carvana’s IPO and Shift’s SPAC sale and PIPE. Prior to Cohen, Dan was the Global Head of Internet Investment Banking at Wells Fargo Securities. Prior to that, Dan was the Chief Financial Officer at MZ, a leading global mobile gaming company. MZ had three billion-dollar plus mobile gaming titles including Final Fantasy XV, Mobile Strike and Game of War. Prior to MZ and Wells Fargo, he served as Director of Internet Investment Banking at BofA Merrill Lynch. Dan has and MBA from Haas School of Business and UC Berkeley, an undergraduate degree in Economics from University of Pennsylvania, and a General Course degree with a focus on Mathematics from the London School of Economics.

More Advisors and Partnerships to come...

Community

The S Tier VIM Club: The S Tier VIM Club is a private group, composed of highly engaged and dedicated VIMworld community members. The club is an entertaining part of the community which believes in the success and long-term vision of the project. The S Tier Club has been around since our early days, holding steadfast through the journey so far, patiently awaiting their glorious futures. These true believers hold with tungsten hands.

VIMworld Community Wiki Team: The VIMworld Wiki (VIMwiki for short) was born from a need for a hub of VIMworld-related information. The VIMwiki team created a rich community resource that anyone can contribute to in order to capture all VIMWorld's characters, lore, features, events and more.

The VIMwiki was founded by some of our most ardent community members: Peter C, Casartelli, Jaquine and Jaap. All the team are Europe based with backgrounds in tech and programme management and come with years of crypto experience. VIMwiki was a result of their passion for furthering the community connection to VIMworld.

> "The greatest danger for most of us is not that our aim is too high and we miss it but that it is too low and we reach it."
>
> - Michel Angelo

The Future of VIMs and VIMworld

We do not know how exactly we will get there yet. Just like we do not know if and how some of the features which we have laid out within this document will change over time, but we do know that VIMworld will keep developing, creating and innovating many rewarding experiences for VIMmers, and we will thrive together.

We cannot explain exactly how VIMworld will be many years down the road, but we do believe that our unique approach of designing this metaverse will yield a vibrant outcome. Through our character-first approach and experience, we believe that when beings get together, VIM or human, that we will create a meaningful and unforgettable experience.

We are blessed to be on this journey, and along with you
we are all part of the VIMworld community now; **we are family.**

Appendix:

Currently released types of VIMs, Treasures and Clans

VIMs – Characters in the Universe to date

Original Series (4 of 5 released)

Armstrong lore:

Some say Armstrong isn't a tank, but he's equipped with two huge guns, a tank bottom AND a tank top. It's hard to argue with that logic! This arm-y tank has a good grasp of leadership, strategy and combat, but prefers to hug it out if at all possible.

GrOwl lore:

On the island of Play in the sea of Fun, the GrOwl, queen of all birds, can be heard echoing through the dense tropical forest. While their deep rumbling tone will shake you to your core, they are known to give crushing displays of affection to all visitors.

Magessica lore:

Magessica was born into the role of Trickster Mage. She is immediately identifiable by her eclipse cape, star-capped staff, seemingly sentient bouncy ball and her magnificent magical hat which brims with power. The moment you lose sight of her is when you know you're in for a wild ride!

Ghostbeard lore:

When the Terror Mists roll in, without land or sails in sight, nary a sailor stands strong. As his gnarly hook guts the ship's belly like a fish, and a soul-binding sword impales the crew, the ever-feared GhostBeard can be heard cackling with glee.

Hell or High Noon Series (5 of 5

Julie lore:

A succubus who quit her day job to become one of the bounty hunters of Purgatoria. Unlike most of the others, Julie prefers to use her charms to lure her targets in for an easy kill with her blades, The Roulettes.

Morticia Lore:

Lost souls who wander into Purgatoria often hear the voices of their loved ones calling out to them for help. As they run to aid their husbands, wives or children they find Morticia, the master of mimicry.

Mo lore:

Purgatoria has no sheriff, but that didn't stop Mo from claiming that title for himself. His regal pride is not unfounded, however: he has the highest kill count of all the bounty hunters, though how many of those were actual targets is unknown.

Borf lore:

The loyal guardian of the underworld, Borf is the only bounty hunter of Purgatoria who is undoubtedly a good boy. Despite his goofy appearance, he wields the minigun Chaos with terrifying accuracy.

Leonard lore:

A rage demon who wields a lever-action rifle called Fury, Leonard is silent and mysterious. Their many years of service has not shed any more light on their past even to the other bounty hunters.

Warrior Women Series (5 of 6 released)

San lore:

San (mountain in Korean), like her name, is tough and stubborn, able to bulldoze through stone. She has triangle-like sensors all over her body and can feel vibrations in the earth.

Mushi lore:

Mushi (bug in Japanese) is the quietest and smallest of the Warrior Women, but is quite nimble and has eyes everywhere, including the back of her head. She carries the all-seeing eye that is known to predict an opponent's combat moves as well as hypnotise them.

Hachi lore:

Hachi (peach in Japanese) and her pets, twin wolf demons (named Tong and Suh), travel the land as assassins for hire. She can spiritually connect with her wolf demons and go into combat with them. She wears many layers as spiritual fusion makes warmth leave the body.

Nara lore:

Nara (from a word in Korean meaning to fly) uses her many arms to fly through the air (if necessary, she can go the speed of lightning). She uses her magical ribbon to capture the souls of other mystical flying creatures. She pays respect for every soul collected by getting a tattoo of a bird on her body.

Pinki lore:

Pinki, as her name suggests, wears clothes in the many shades of that colour. She is the most empathetic of the Warrior Women, and though one of the strongest, chooses to use her power to help those in need. She grows her own healing crystal orbs known to cure any illness in the land.

Journey to the West Series (5 released)

Sha Wujing lore:

Once a general in the Divine Pantheon, Sha Wujing the Immortal walked the middle path with his only ambition being to improve his skills and divine knowledge. One day, he unintentionally broke a valuable glass vase in Heaven and was punished, turned into a demon and exiled to the mortal realm. Angered by the gods, he cursed, resented and raged!

Ao Lie lore:

Ao Lie was originally a Dragon Prince, the third son of the Dragon King of the West Sea. Rebellious and full of energy, he was playful his youth. One day, the naughty prince set a fire that destroyed a pearl which was a gift from the Jade Emperor. To protect the West Sea Dragon Clan, he was forsaken by the Dragon King and his family, and was about to be executed for committing this offense; however, he was spared by the Bodhisattva of Compassion, who knew he was destined for greater things.

Azi lore:

Azi is the most beautiful sister out of the seven spider demon sisters, representing the seven human emotions. Their true forms, however, are vile and evil spider demons that entrap innocent people and consume their human flesh. Bathing in the Cleansing Spring daily to retain their youthful appearance, over time they aim to ascend as fairy maidens in Heaven. With Azi's mesmerising purple eyes and long silky hair, she represents the most delicate human emotion, lust.

Niu MoWang lore:

The self-proclaimed Great Sage Who Pacifies Heaven and master of the Sky Scraping Cave and Accumulated Thunder Mountain, the Bull Demon King is a demonic ox born with boundless power. Possessing a stoic and relentless personality, the Bull Demon King is undoubtedly the most powerful demon in the Journey to the West canon. In terms of raw strength and martial arts, the Bull Demon King is one of the few who goes toe-to-toe with Sun Wukong, the great Monkey King. Even when magical power is added to the equation, he is still considered the Monkey King's equal. Brother and rival of the Monkey King, he stood at the top of the Seven Demon Kings, but without the backing of the Divine Pantheon and Buddha: "That damned monkey. Why does the world shower him with praise and not me? If you call yourself Heaven's Equal, then let this proud demon king show you what I'm made of in a true fight, brothers be damned!"

The King lore:

In the plains of Western Liang, there exists a queendom, ruled by a female king. No men can be found, for it is destined as such by the gods since the dawn of creation. Brows like green willows, cheeks set off with plum blossoms, hair like the plumage of a golden phoenix; her beauty is unmatched even by Heavenly Fairies. The King awaits at her palace for eternity. For what purpose is her beauty?

Holiday Special Edition Series (4 of _)

Lt Gobbles lore:

Since youth, “Fire Chicken” had been fattened for Thanksgiving, but upon learning this, Gobbles joined the military. But by actively dodging the dinner table, he was sent on the deadliest missions. Thanks to sheer bravery (read: luck), Gobbles survived and was promoted. Now Lt Gobbles leads his lucky flock – The 25th Turkeybaster Brigade – and heads the Cranberry Campaign. When asked about martyrdom, Lt Gobbles squawked, “It’s all gravy – they used to stuff us, now we stuff ourselves with tasty VEEDs!”

Saint Reed:

Saint Reed is a gifted noteworthy artist who comes to town to freely express his holly jolly individual aural counterpoints and melodic structures. Born to bebop, Saint Reed regularly sits in with other muses. Reed has performed with the legendary John CoalTrane and on the classic album “Kind of Blue Christmas”. Saint Reed goes marching in to blow his horn with second-line heroes, the Dirty Dozen Days of Christmas Brass Band. His well-placed joyful notes always bring a smile.

Special Event Edition Series (1 of _)

Niu MoWang lore:

In celebration of the 7th anniversary of Huobi's founding, Huobi Bull King was born. The self-proclaimed Great Sage Who Pacifies Heaven and master of the Sky Scraping Cave and Accumulated Thunder Mountain, the Bull Demon King is a demonic ox born with boundless power. Possessing a stoic and relentless personality, the Bull Demon King is undoubtedly the most powerful demon in the Journey to the West canon.

Treasures

Genesis

Marked by a “100” to indicate that the VIM is of the first 100 minted. There are a small handful of misprints that display a number greater than “100”.

Feithleann

Feithleann Flower Treasures were the final blessing bestowed upon all S Tier VIMs on the last day of Alanna’s first visit to VIMworld. The flower is a rare and unique symbol, representing affection and wealth for you and your VIMs.

Clan treasures

Outrider

Marked by winged boots, representing travel and speed, and bestowed as a blessing by Austrfor, the God of Travel and Speed.

Devotion

Marked by a pair of hands expressing devotion, these treasures are reserved for Devotion Oathsworn Clan members.

Voyager

Exclusive IP partners will use Voyager treasures to target early VIMworld adopters in their special events and campaigns. When Voyager treasures are consumed, they will be your exclusive ticket to participate in future events. The Voyager treasure was awarded to 378 Armstrong, 378 Gr0wl and 378 Magessica.

Vanguard series:

Vanguard Journeyman

Vanguard Journeymen are the brave individuals who volunteer without hesitation for expeditions and join the cause of expanding the VIMworld Universe.

Vanguard Noble

Vanguard Nobles receive this distinguished and honorary title given to more experienced Journeymen. They are a rank higher than Journeymen, which reflects their experience and speed in rising up the ranks.

Vanguard Champion

Vanguard Champions are the elite pathfinding experts and veterans that have experienced and survived countless battles in the unknown lands to achieve their current rank.

Vanguard Master

These Vanguards are amongst the most admired heroes in the VIMworld Universe for their unwavering loyalty to the VIMworld ecosystem.

Vanguard Demigod

The distinguished individual that reaches this level becomes a Demigod. The Demigod Vanguard is reserved for the fastest person to reach S Tier for each respective VIM type. Demigods are distinguished individuals wielding divine power, with a fraction of power close to the gods and other deities in the VIMworld Universe.

Clans

Devotion

A ferocious and determined group, the Devotion Oathsworns are a band of individuals, warriors and champions of different dimensions and origins who traverse the lands of the New World. They share a similar belief: Devotion, Loyalty, and Honour.

Outrider

With Magma Blade in hand, Austrför has regained his full divinity and power. Who and what is behind the dimensional instability? Why are different dimensions converging into one? More and more questions are appearing without answers. Using his powers, he met Ao Lie again, together devising a plan to aid the followers of Austrför in the upcoming conflict. Now, the Outriders are gathering to face the events that are coming...

“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.”

– Albert Einstein