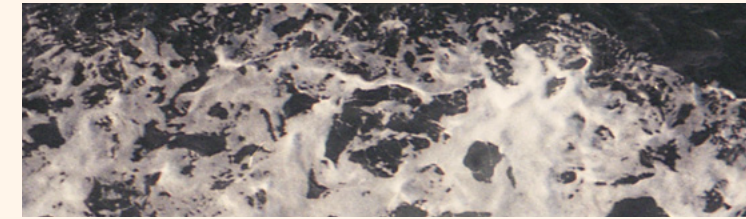


# **envision labs**

THE FUTURE OF MEDIA DISTRIBUTION

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# WHAT IS ENVISION LABS

A WEB3 MARKETPLACE THAT  
EMPOWERS MEDIA CREATORS BY  
RETURNING REVENUE, CONTROL  
AND OWNERSHIP OF CONTENT.

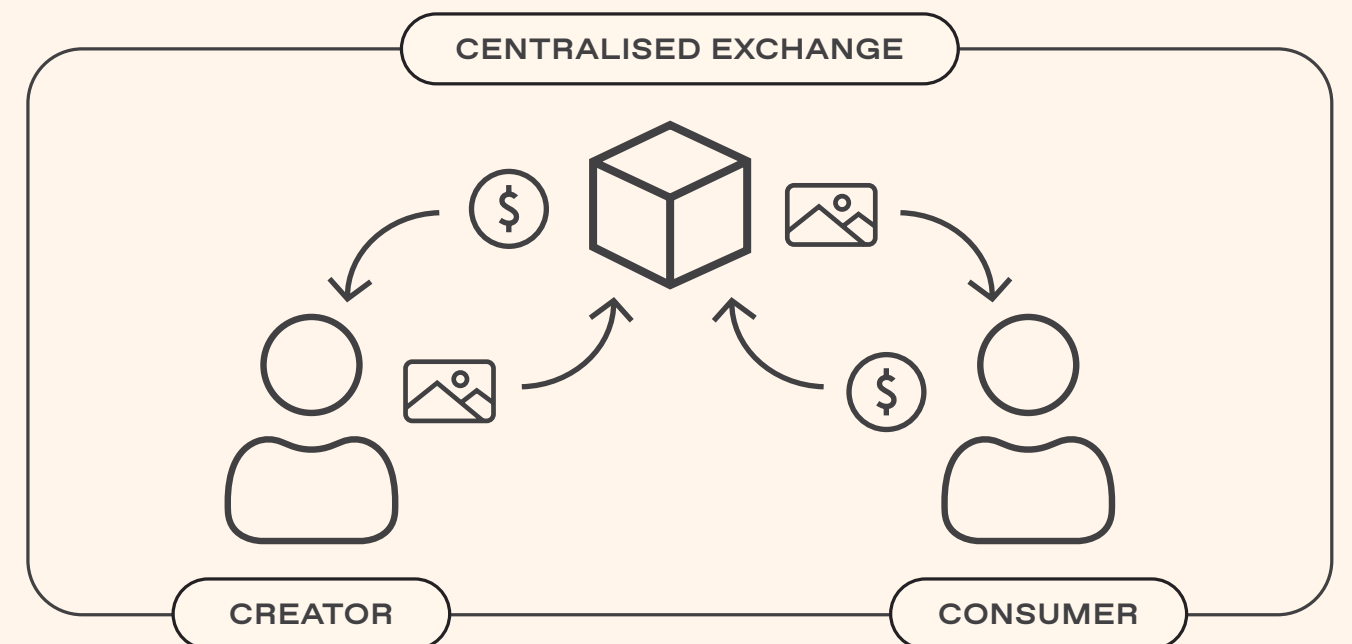
# MARKET POTENTIAL

*Visual media is everywhere, games, metaverse, VR/AR, marketing campaigns, Hollywood films and documentaries, just to name a few.*



## CURRENT SOLUTIONS

Currently content creators are forced to sell ownership and distribution rights of their content to large centralised solutions who then have complete control to dictate terms, typically resulting in the creator receiving less than 20% of their content revenue.

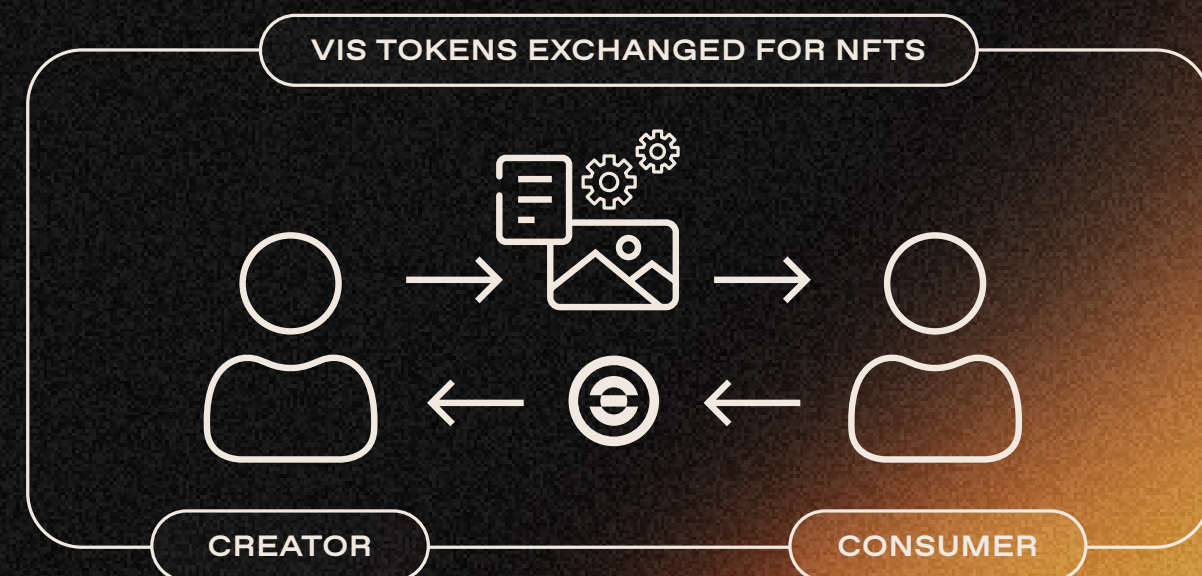


# ENVISION LABS SOLUTION

The Envision Labs marketplace is a non-custodial decentralised application, deployed to the Base blockchain.

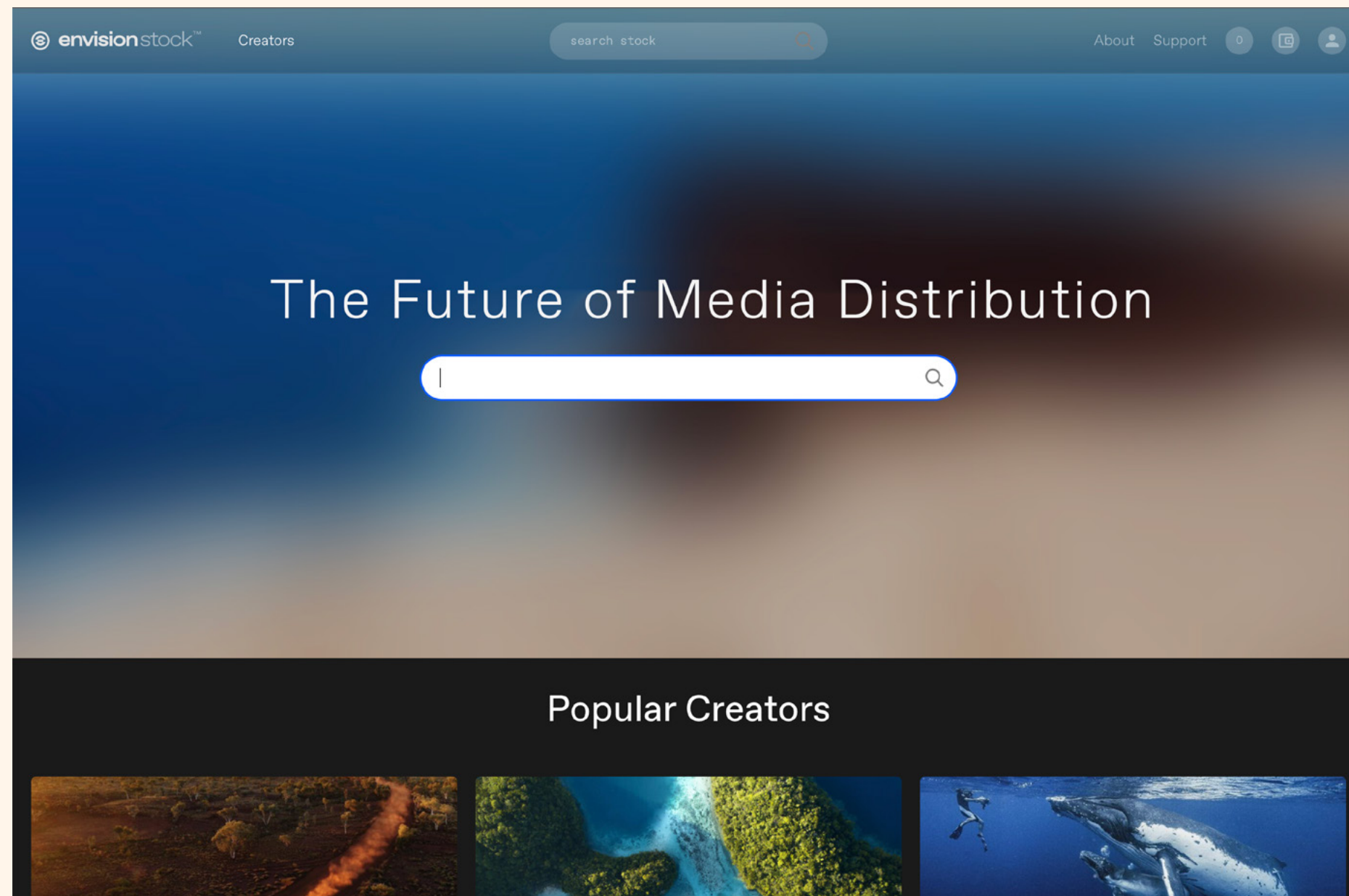
- By leveraging blockchain and smart contracts, the Envision Labs platform connects buyers and sellers directly and provides transparent live proof of who owns distribution or usage rights of a digital asset, plus all necessary transaction details so there can be no disputes. This allows creators/sellers to dictate terms and sell usage rights to their content whilst retaining ownership and control.

- The Envision Labs platform acts as the user interface that provides a gateway to interacting with the blockchain, this allows users to make transactions directly between the buyer and the seller. This creates a solution which is infinitely scalable given there is no marginal cost to the platform for each transaction, unlike existing solutions which have multiple intermediary duties for every transaction/signed agreement.



- A non-fungible token is generated for each asset which provides a proof of ownership or usage rights in the form of a licence agreement.

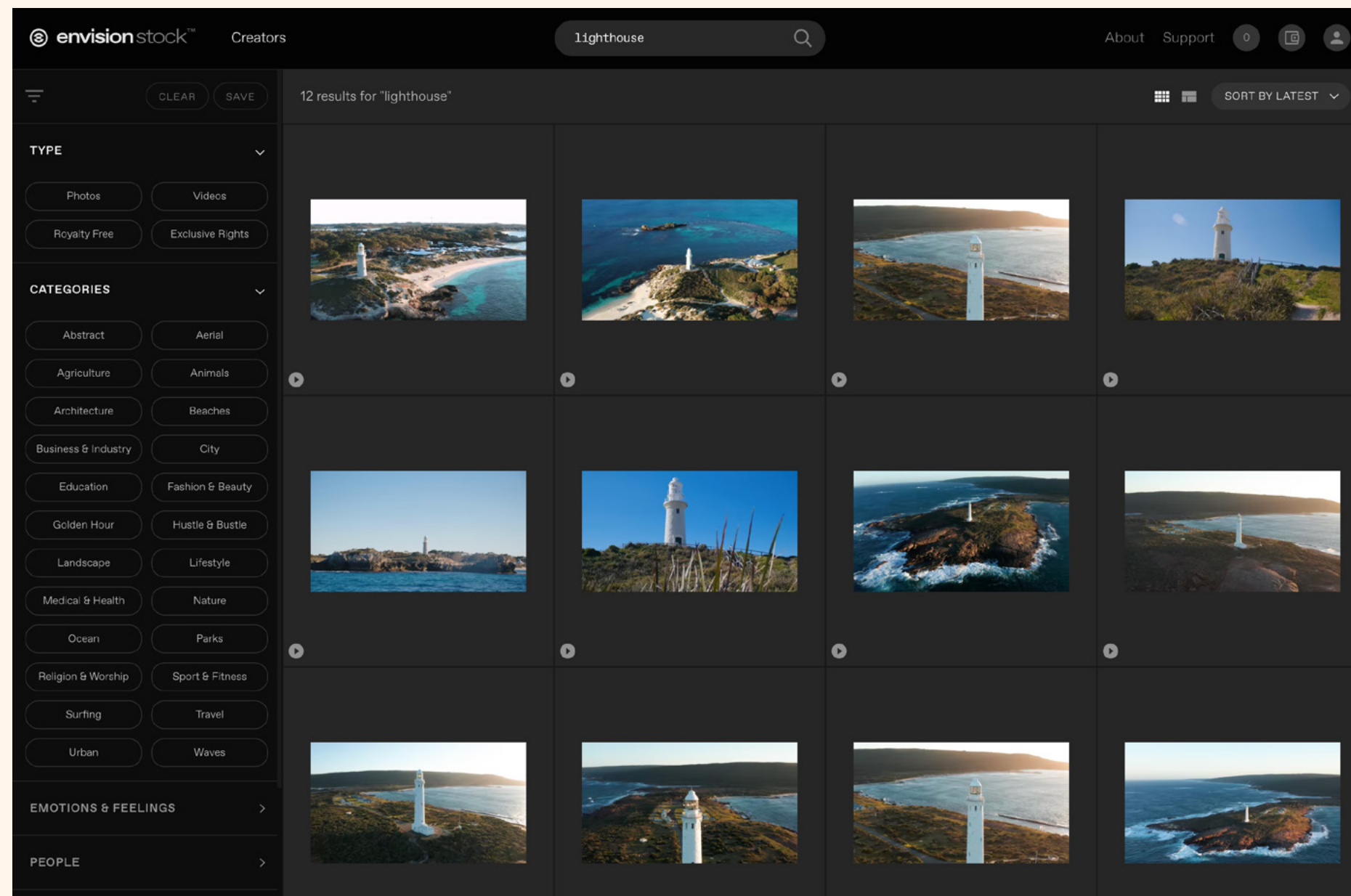
# ENVISION LABS PLATFORM



## HOMEPAGE

The homepage is the gateway to interacting with the Envision Labs platform. It's also a medium to showcase featured or popular content and creators.

# ENVISION LABS PLATFORM



## MARKETPLACE

*The marketplace is where content is displayed, searched for and purchased from.*

Using the various filters, keywords, tags or titles, content is displayed as thumbnails for preview.

Clicking on a thumbnail will open an individual asset in full screen mode where the user can see technical properties, the creators and owners details, history/performance and on-chain data. Also from this full screen preview page, a user can like or save the asset as well as select licence type and add to cart.

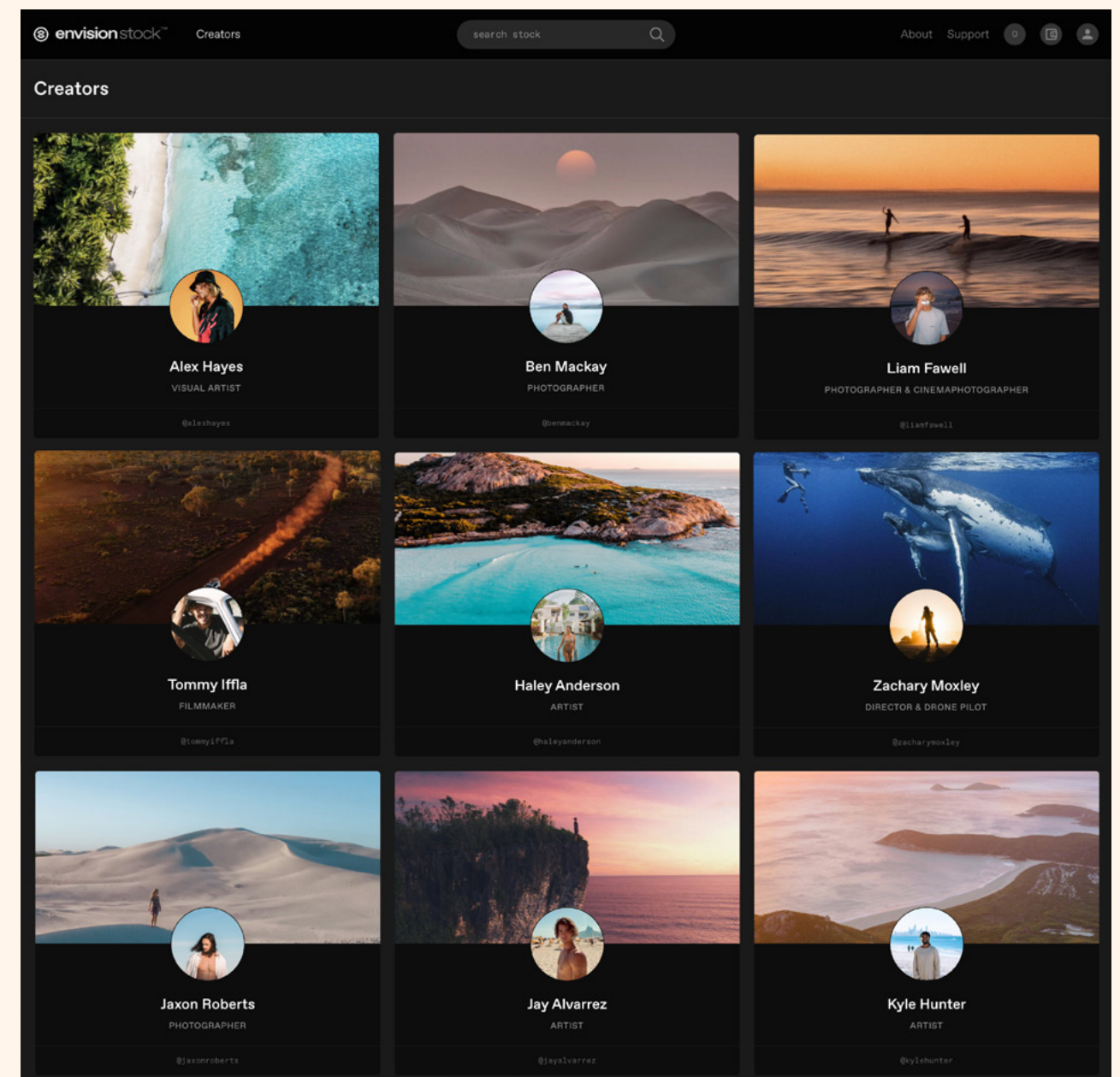
# ENVISION LABS PLATFORM

## CREATOR'S PAGE

*The creators page is where users can view all of the public creators on the Envision platform.*

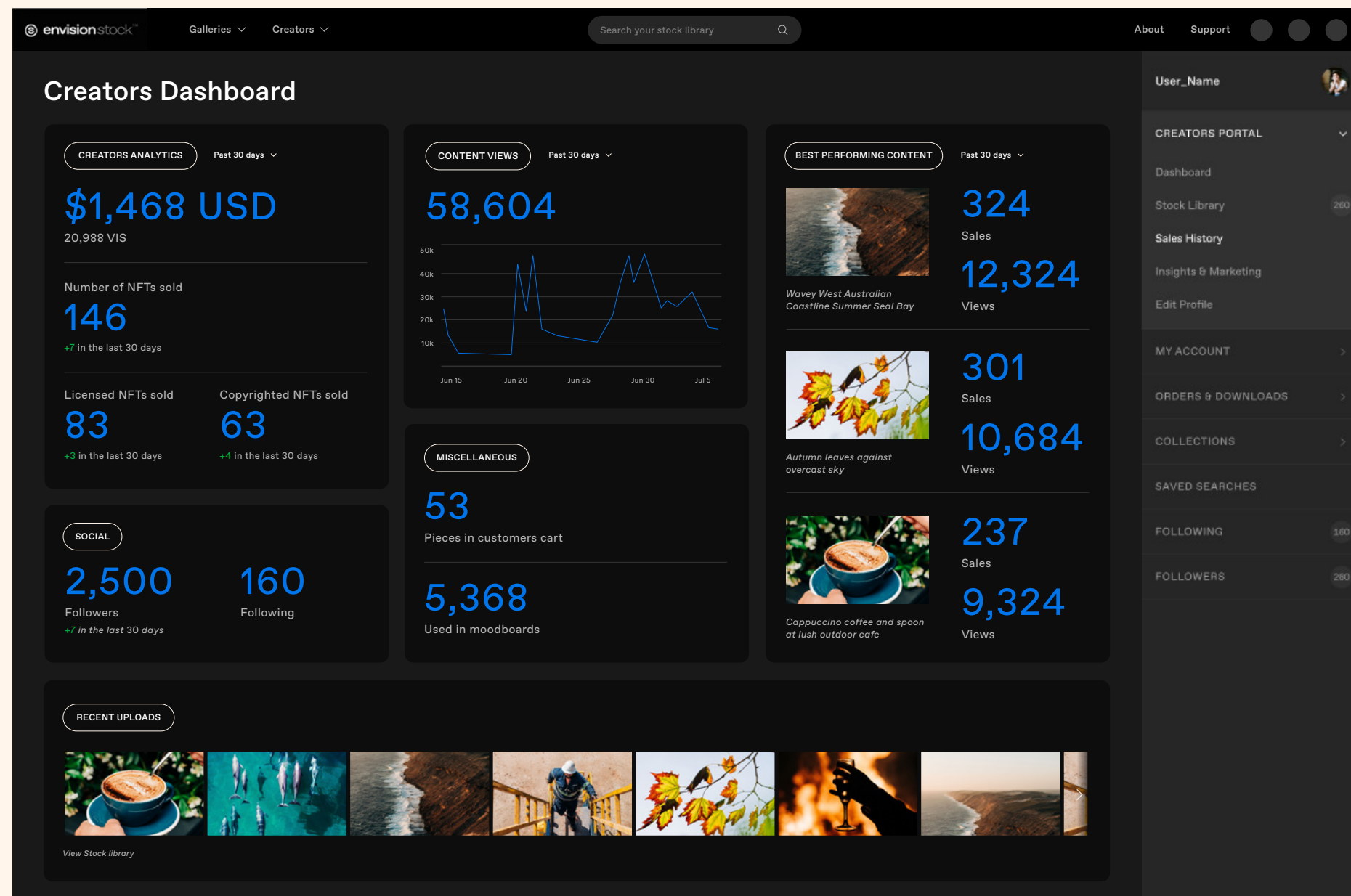
Clicking on a creators profile takes users to that creators home profile which has been personalised by them to showcase their unique brand and content.

On the creators profile page, users can view that creators content library, view external links and choose to follow along to receive updates of new content.





# ENVISION LABS PLATFORM

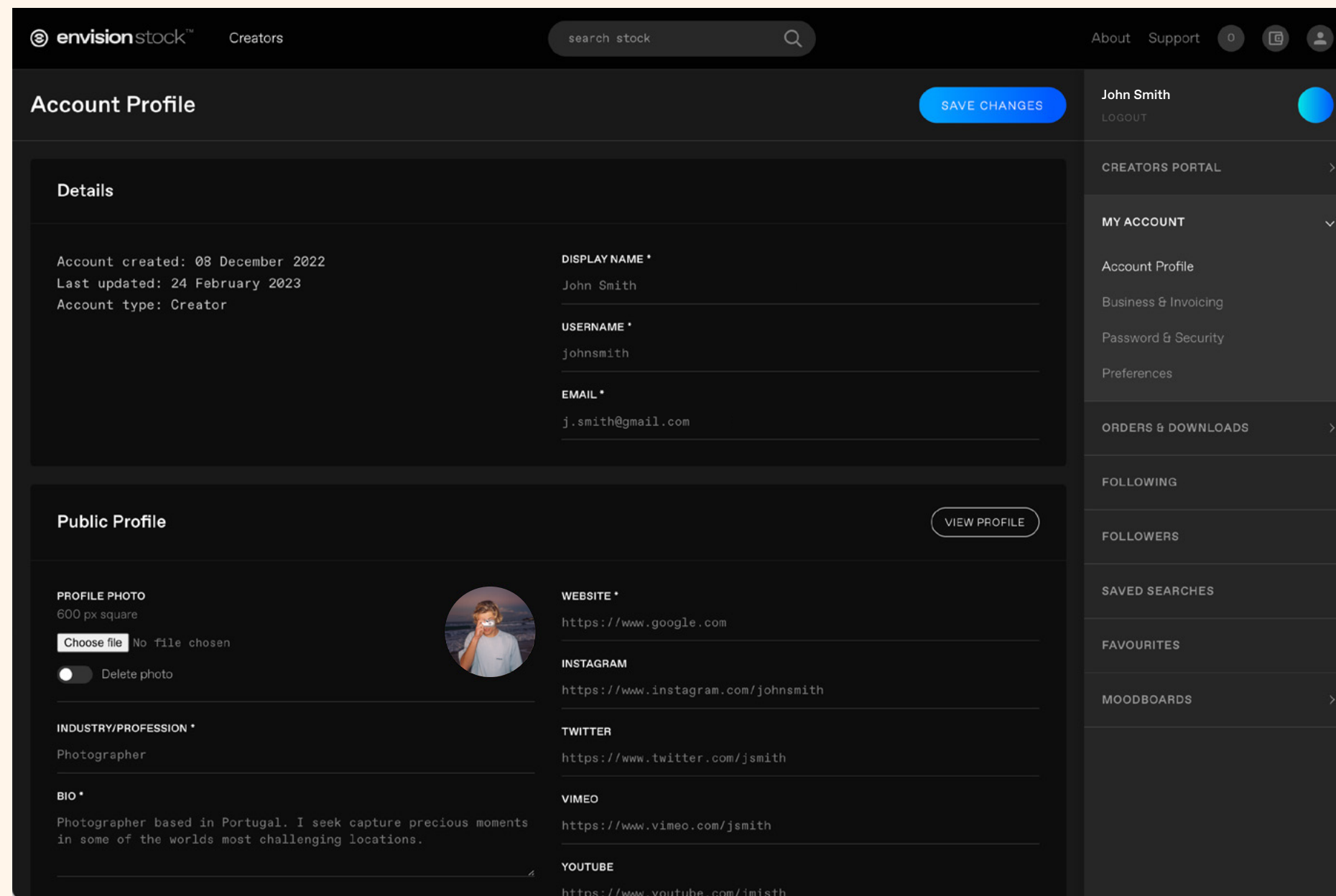


## CREATOR'S PORTAL

*The creators portal is the cockpit where creators control their Envision Labs experience.*

Within the creators portal, users can build their personalised brand, generate a shareable link to their profile, view dashboard, receive insights, upload and mint new content, edit or amend existing content plus many more.

# ENVISION LABS PLATFORM



## MY ACCOUNT TAB

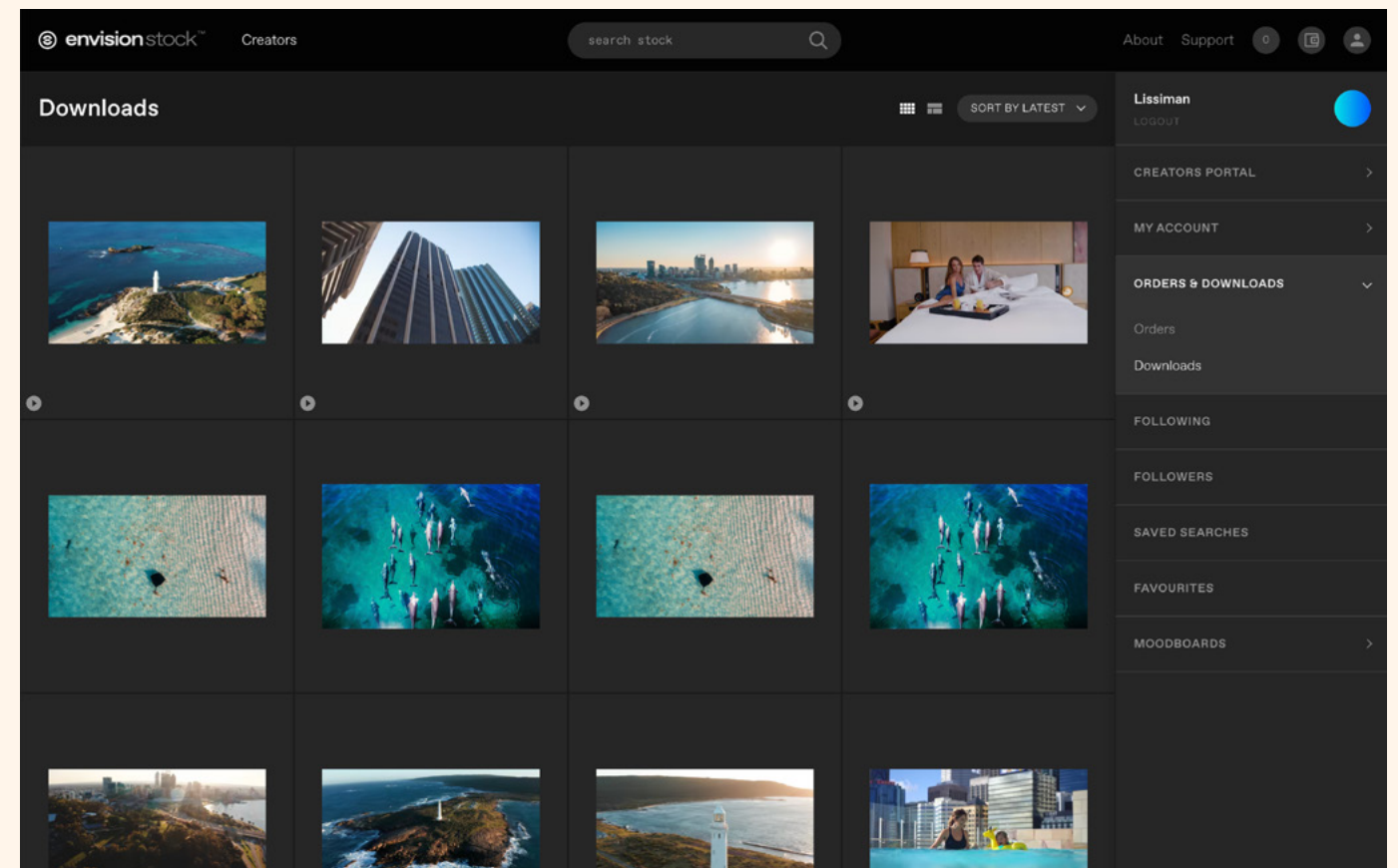
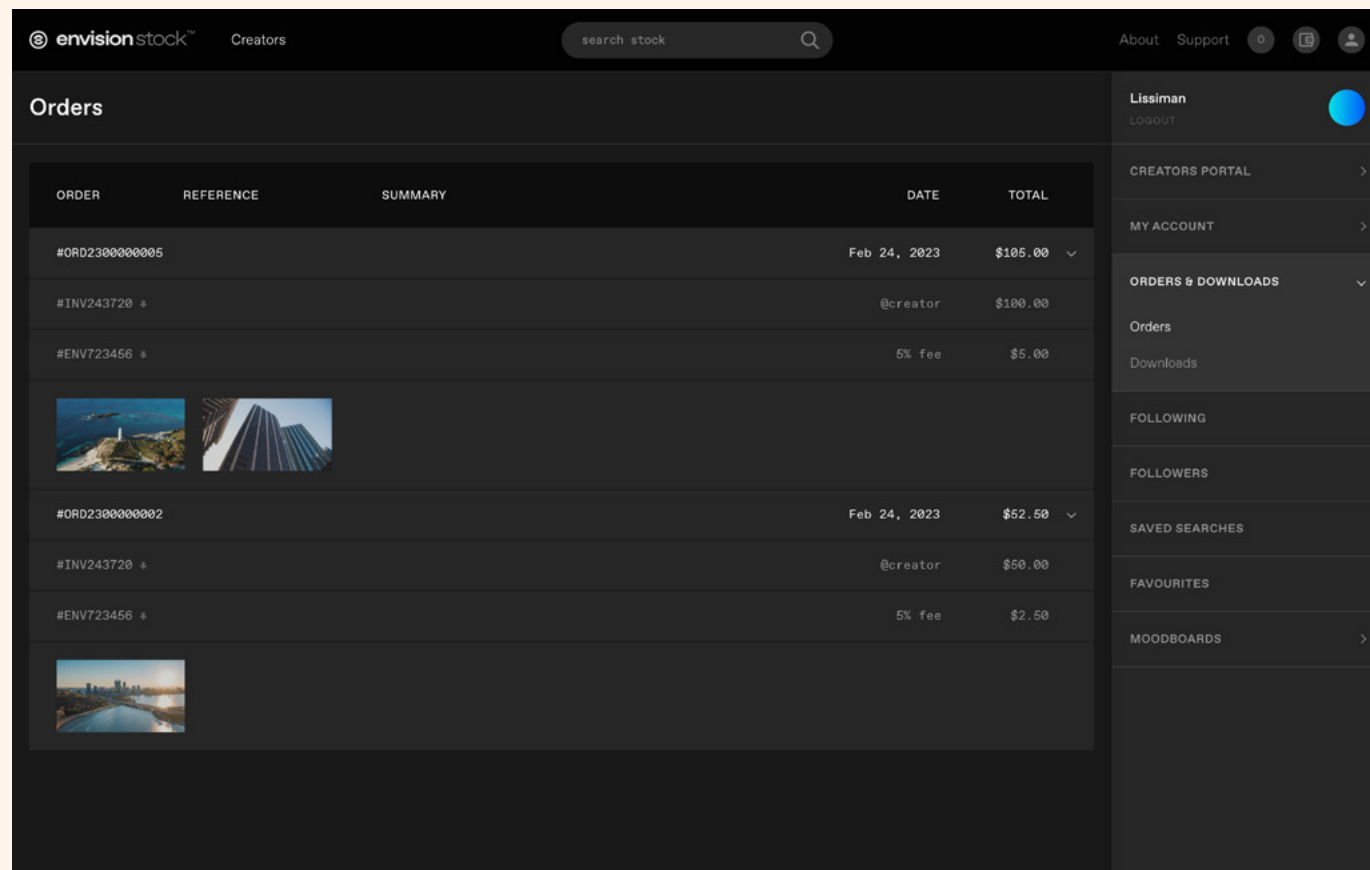
*The my account tab is where a user can view or update anything related to their account.*

This includes business and invoicing, password and security plus any preferences regarding platform options. Its important within the my details tag that all information is kept updated as these details could be used to automatically populate invoices and metadata when content is sold or created content.

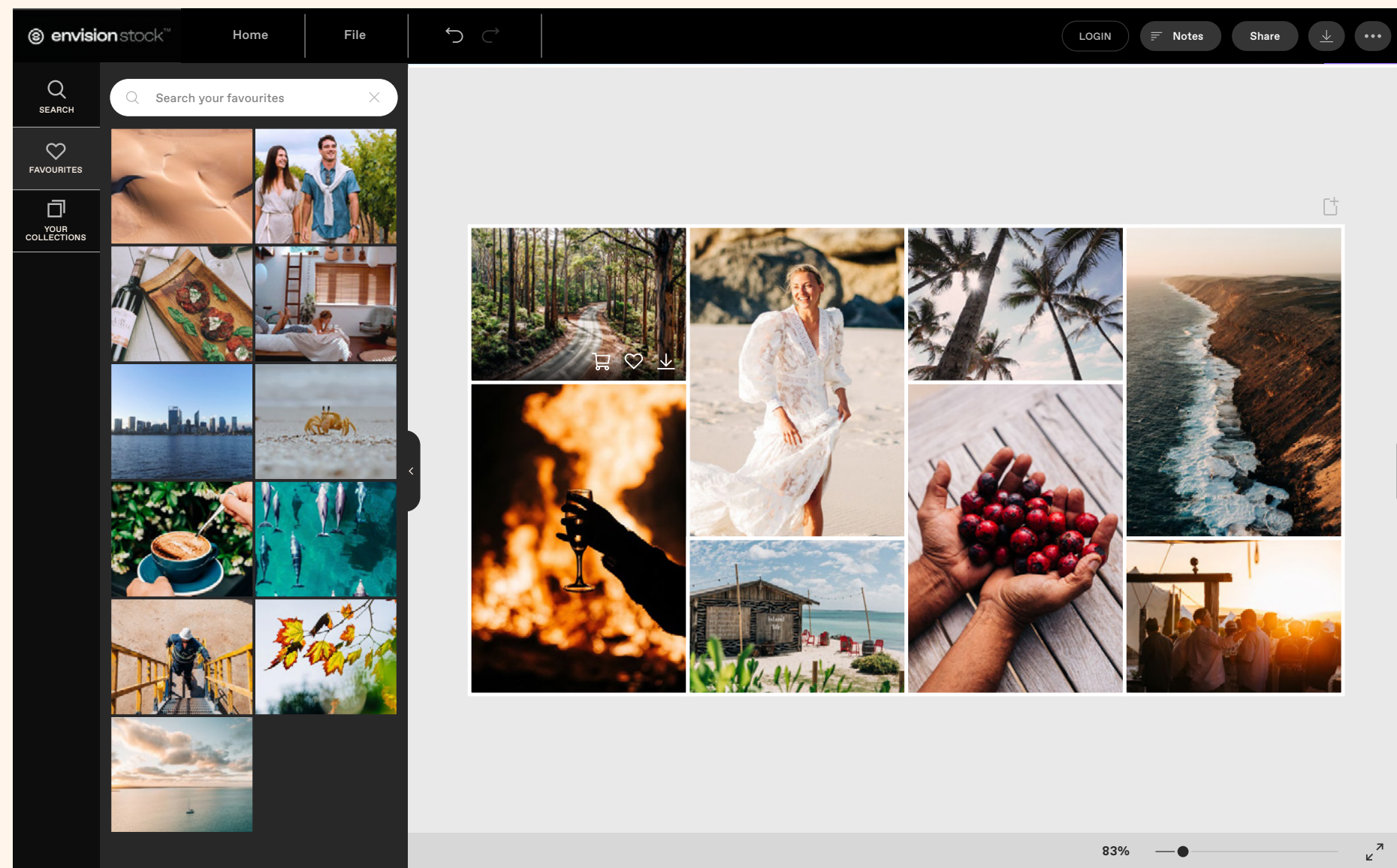
# ENVISION LABS PLATFORM

## ORDERS AND DOWNLOADS

The orders and downloads tab is where previously purchased or minted content is previewed and downloaded from.



# ENVISION LABS PLATFORM

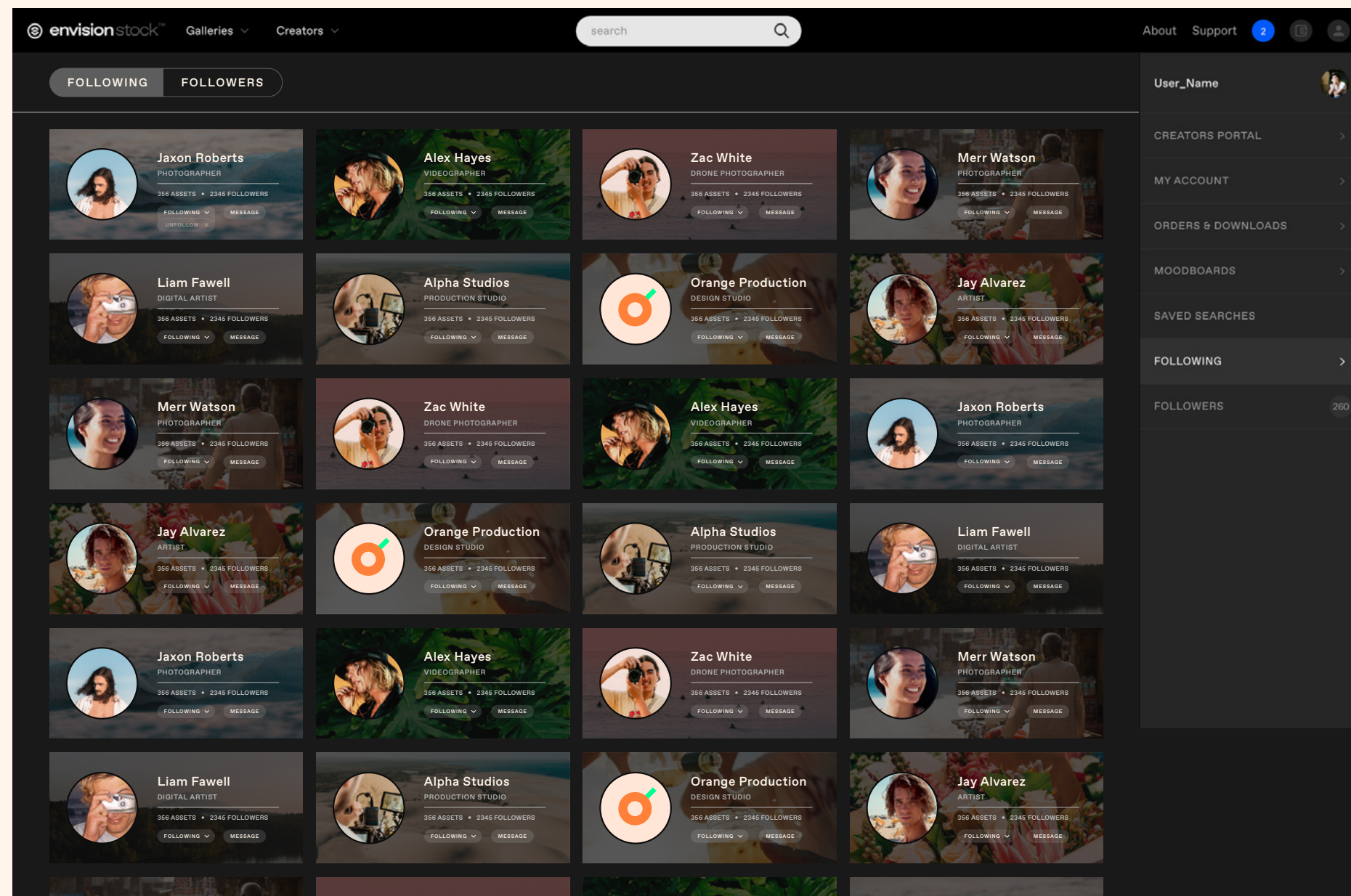


## MOODBOARDS

*The moodboards tab is where users drag and drop content to build a customisable catalogue of content.*

Unlike the paid premium moodboard, this simplified version is limited to the logged in account, making it not interactive or shareable unlike the premium moodboard.

# ENVISION LABS PLATFORM



## FOLLOWING AND FOLLOWERS

The following/followers tabs are simply where users can keep up to date with other profiles they follow or to see what other accounts are following them.

# ENVISION LABS PLATFORM

The screenshot displays the Envision Labs platform interface. At the top, there is a navigation bar with the 'envisionstock' logo, 'Explore', 'Creators', a search bar labeled 'search stock', and links for 'About' and 'Support'. The main content area features a large aerial photograph of a pod of dolphins in the ocean, with the photo ID '#VIS882' in the top left corner. Below the photo, the title 'Sea ocean dolphins aerial' is displayed. To the right of the photo, there is a 'Select Your License' section showing 'Royalty Free' and a price of '50.00', with an 'ADD TO CART' button. Below the photo and license information, there are two columns of metadata: 'CREATED BY' and 'OWNED BY' both listing '@tommyiff1a', and 'PHOTO ID' and 'ADDRESS' both listing '#VIS882' and '0x5047...91f48c' respectively. On the right side of the interface, a 'Wallet' dropdown menu is open, showing a balance of '0f563b3c2t...' and a 'REFRESH' button. The wallet is currently set to 'POLYGON' and lists the following assets:

Asset	Quantity	Value (USD)
VIS (Envision)	0	\$0
MATIC (Polygon)	6	\$5.11
USDC (USD Coin)	75	\$75
ETH (Ethereum)	0.1036	\$188.66

Below the Polygon section, the wallet is also set to 'ETHEREUM' and lists the following assets:

Asset	Quantity	Value (USD)
VIS (Envision)	98	\$30.22
USDC (USD Coin)	25	\$25
ETH (Ethereum)	0.1036	\$188.66

## WALLET

The wallet dropdown allows users to connect a web3 wallet, view relevant asset values, buy digital assets via fiat onramp, bridge assets to Base chain and swap digital assets for VIS tokens.

# TECHNICAL PLATFORM OVERVIEW



- The Envision Labs media platform operates as a decentralised application deployed to the Base blockchain.
- Whilst non-fungible tokens (NFT's) are being bought and sold on the Envision Labs platform, the specific functionality needed by professionals to interact with media is very different to that of a conventional NFT marketplace.
- Each individual smart contract has been researched, developed and tested to fit the specific requirements to facilitate creators to license visual media.

## ACCESSING PLATFORM

1. Most of the Envision Labs platform's smart contracts have permissions which restrict wallet addresses/ users to certain actions based on the account type that has been verified or approved.
2. When a user creates an account various actions are triggered based on what account type the user requires.
3. The user module writes to the update user KYC smart contract which whitelists wallets to various KYC levels.
4. For KYC level 1 and 2, whitelisting is automatically triggered by various API calls once the user has fulfilled the requirements.

# TECHNICAL PLATFORM OVERVIEW

## ACCOUNT TYPES

- **ROYALTY FREE ONLY (KYC=1)**  
A user's wallet address is updated to KYC level 1 once user has provided and verified email address, created password and provided or connected web3 wallet address.
- **ROYALTY FREE + EXCLUSIVE (KYC=2)**  
A user's wallet address is updated to KYC level 2, once KYC level 1 requirements have been met, in addition to providing various KYC/KYB information which is used to conduct basic due diligence.
- **CREATOR (KYC=3)**  
A user's wallet address is updated to KYC level 3 once KYC level 2 requirements have been met, in addition to providing a visual media portfolio which is approved manually by the Envision Labs team. Once all criteria have been met and deemed to meet Envision Labs quality requirements, the users wallet is manually whitelisted by the Envision Labs team.

## UPLOADING CONTENT

- Uploading content is only available to approved creators once their wallet has been whitelisted to KYC level 3.
- Content can be uploaded to the Envision Labs platform by either dragging and dropping/ browsing file library or by copying from an existing online library hosted by google drive, dropbox or a web address.
- All high quality full media files that are uploaded are stored on Envision Labs various off-chain servers around the world.



# TECHNICAL PLATFORM OVERVIEW

## MINTING EXCLUSIVE NFT'S

1. Minting exclusive NFT's is only available to approved creators once their wallet has been whitelisted to KYC level 3.
2. To mint an exclusive NFT, a creator must upload a media file (image, video or vector) to the Envision Labs platform and apply all the necessary information. Once a file has all necessary information the creator can mint NFT's that correspond to their content.
3. When a creator triggers the mint function, the Envision Labs platform passes data to the InterPlanetary File System (IPFS), which returns a unique hash. This unique hash provides a link to the metadata of a given NFT. The metadata stored and displayed on IPFS includes a licence agreement, thumbnail, creators details and relevant file information.
4. IPFS is a decentralised data sharing solution, the metadata hosted on IPFS is immutable and public in nature, much like transactions on the blockchain.
5. Once the IPFS hash is returned to the minting function a new ERC1155 token (NFT) is minted and deposited to the connected/ signing wallet address.
6. To streamline content uploading, the exact same process can be done with multiple assets in one transaction. Multiple assets can be uploaded and grouped together to reduce the time required to mint multiple assets. The Envision Labs platform still passes unique data for each asset to IPFS with a unique IPFS hash being generated for each item, giving every NFT unique metadata. As batch minting only requires the user to sign one on-chain transaction, the gas fee required to have the transaction verified is also less than doing each asset individually.



# TECHNICAL PLATFORM OVERVIEW

## MARKING NFT'S FOR SALE

1. After a NFT has been minted, it needs to be marked for sale before it's available for purchase on the Envision Labs platform. From the Envision Labs platform a user can select three licencing options;
  - List only royalty free licence
  - List only exclusive licence
  - List both royalty free and exclusive licence
2. Before listing content for sale, the seller must select the licensing option plus the price it's to be sold for.
3. Once all the required options are selected, price's set and list for sale button clicked, the Envision Labs platform sends a call to the mark for sale smart contract which takes the information provided and applies it to the corresponding NFT. Once the user signs the transaction the corresponding NFT is transferred from the user's wallet, to the smart contract where it is held until it is either purchased, or removed from sale.
4. If the seller wishes to change/update the terms of a sale, or remove it from sale completely, they must amend the details from the Envision Labs platform before clicking the 'list for sale' button and signing an on-chain transaction.



# TECHNICAL PLATFORM OVERVIEW

## BUYING EXCLUSIVE NFT'S

1. To purchase an Exclusive NFT, the user's wallet must be KYC level 2 or 3.
2. The buyer must select the exclusive licence option when adding an item to the cart.
3. Once checkout has been initiated, the marketplace smart contract is called which prompts the buyers wallet to sign an on-chain transaction.
4. Upon signing this transaction the exclusive NFT is transferred from the marketplace smart contract, to the buyer's wallet, whilst simultaneously the required number of VIS tokens are transferred from the buyer's wallet to the seller's wallet. Ownership of the Exclusive NFT has now been updated on-chain.
5. Once the exclusive NFT has left the seller's wallet, they no longer have any right to use, licence, or exploit the underlying intellectual property/visual media file, and all such rights are transferred to the buyer.

## BUYING ROYALTY FREE NFT'S

1. To purchase a royalty free NFT, the user's wallet must be KYC level 1, 2 or 3.
2. The buyer must select the royalty free licence option when adding an item to the cart.
3. Once checkout has been initiated, the marketplace smart contract is called which prompts the buyers wallet to sign an on-chain transaction.
4. Upon signing the transaction, a new royalty free NFT is minted and deposited into the buyers wallet, whilst simultaneously the required number of VIS tokens are transferred from the buyer's wallet to the seller's wallet.
5. The seller retains the original exclusive NFT along with all the legal rights that are associated with it, and the buyer now owns the royalty free NFT, allowing them to use the underlying media file that's associated with it.

# TECHNICAL PLATFORM OVERVIEW

## NFT PRICING

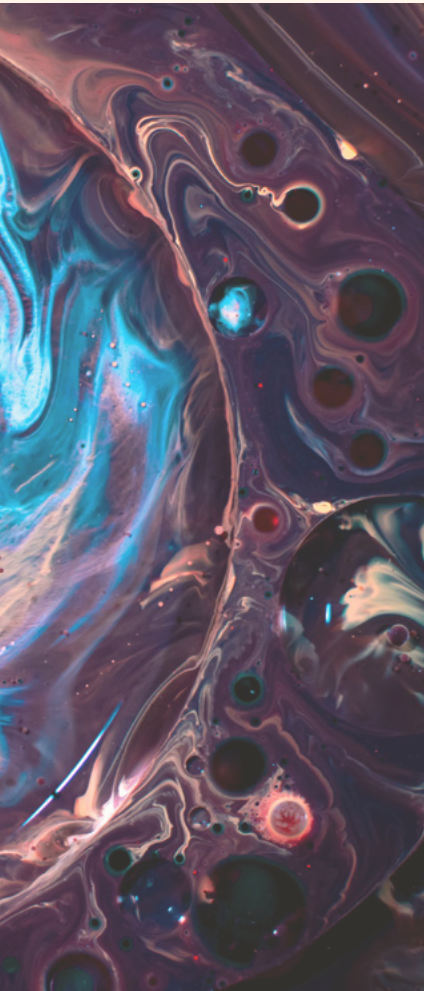
1. Creators/sellers select the price they wish to sell content for in USDC terms, however, receives Envisions native utility tokens VIS as settlement.
2. The number of VIS tokens needed to purchase content is constantly fluctuating as the relative value of VIS against USDC changes.
3. At the point of purchase, the marketplace smart contract is fed the live price of VIS/USDC which it uses to calculate the number of VIS tokens needed to meet the USDC value set by the creator/seller.
4. The number of VIS tokens needed to purchase content is only an indication until the exact point of purchase where the consumer signs the on-chain transaction.
5. The consumer must have sufficient VIS tokens to settle the transaction otherwise the transaction will be rejected.

## EXAMPLES

Creator/seller lists royalty free licence for an image at \$30 USDC.

1. Consumer selects image and signs the transaction to purchase royalty free licence, at the point of purchase 1 VIS token is trading for \$0.1 USDC, consumer needs 300 VIS tokens to complete the transaction.
2. Consumer selects image and signs the transaction to purchase royalty free licence, at the point of purchase 1 VIS token is trading for \$0.12 USDC, consumer needs 250 VIS tokens to complete the transaction.

# TECHNICAL PLATFORM OVERVIEW



## ACCESSING CONTENT

- Once a consumer has checked out and the on-chain transaction is confirmed, the Envision Labs system provides the connected account the full high resolution file.
- The full high resolution file is only accessible through the Envision Labs platform and is downloadable by the registered account which owns the corresponding NFT.
- There is no way to access or download the full resolution file outside the Envision Labs platform.

## NFT'S ON THE ENVISION LABS PLATFORM

	EXCLUSIVE NFT	ROYALTY FREE NFT
STANDARD	ERC1155	ERC1155
WHO CAN MINT	KYC level 3	KYC level 1, 2 and 3
WHO CAN BUY/RECEIVE	KYC level 2 and 3	Only purchasers wallet

## CONTENT TYPES

Eventually all popular file types of visual media will be supported on the Envision Labs platform. As the metaverse and web3 space grows, so will the demand for various forms of AI generated media. To support the underlying technology Envision Labs leverages, AI generated content will be supported and encouraged.

### ACCEPTED FILE FORMATS

File types that will be supported on the Envision platform;

#### VIDEO

*MP4, MOV*

#### 3D

*OBJ, GLTF, GLB, USD, SBSAR, SMOD, FBX, IGS, JT, STEP, STL*

#### PHOTO

*JPEG, PNG*

#### VECTORS

*SVG, PDF, EPS, AI*

# LICENSING FORMATS

## There are two different types of licence agreements facilitated through the Envision Labs platform.

Unlike most web2 visual media marketplaces, the two licence agreements on the Envision Labs platform are deliberately simple in nature, making them practical for most applications, easy to understand and not restrictive.

	ROYALTY FREE LICENSE	EXCLUSIVE LICENSE
CAN USE ATTACHED UNDERLYING FILE	Yes	Yes
CAN SELL USAGE RIGHTS TO OTHERS	No	Yes
CAN PREVENT ADDITIONAL COPIES BEING CREATED	No	Yes
CAN TRANSFER TO A NEW OWNER	No	Yes

### ROYALTY FREE LICENSE

- The owner of a royalty free licence NFT is granted a non-exclusive, non-transferable and non-assignable licence to download, use and exploit the associated file (image, video or vector) as the holder sees fit.

### EXCLUSIVE LICENCE

- The owner of an exclusive licence NFT is granted unfettered and exclusive ownership rights of the NFT and the underlying intellectual property and an exclusive licence to download, use and exploit this NFT and the underlying intellectual property as the owner sees fit. The holder may deal with this NFT at its sole discretion and has the ability to transfer, assign, licence, sub-licence or sell this NFT and the underlying intellectual property to any other person.



# CONTENT/CREATOR CURATION



Visual media uploaded onto the Envision Labs platform will need to meet a certain criteria before it is accepted into the marketplace. There are four types of criteria that need to be met.

## QUALITY AND RESOLUTION

Photos, videos and 3D assets uploaded to the platform will need to meet a certain resolution and quality standard.

The quality of the content must be of a high aesthetic standard and be deemed acceptable for everyday use by the Envision Labs team. Our platform believes in future proofing resolution standards within the visual media industry. This is why we have strict minimum resolution requirements for both photo and video content.

- **Video resolution requirements** - All video content must be a minimum of 4k (3840 x 2160) or higher with an average bitrate of 20mbps or higher.
- **Photo resolution requirements** - All photo content must be a minimum of 3000 pixels on the long edge and be a minimum of 4mbps or higher.

## FILE SIZE, TYPES AND LENGTH

- **Video** - No larger than 2gb with a minimum length of 5 seconds and max length of 30 seconds. File types MOV or MP4 accepted.
- **Photo** - 5mb or higher. File types JPEG and PNG accepted.

## COPYRIGHT CRITERIA

Video and photo content must be fully owned by the individual uploading the content. You must not have any contracts in place restricting you from doing uploading. For instance, you may not upload content that contains an exclusive rights agreement with another platform.

## DECENCY CRITERIA

The Envision Labs platform does not accept pornographic content nor does it accept any content that is deemed obscene or illegal. Content may contain nudity within artist bounds.

# AI GENERATED CONTENT

## While some of the major existing visual media platforms are rejecting AI-generated content, Envision Labs embraces the technology.

As long as the submission fits within our existing guidelines, Envision Labs will accept AI generated content. AI generated content, while it may seem like a threat to the visual media industry, actually presents numerous opportunities for growth and innovation. AI generated content can complement and integrate into the visual media industry by providing efficient, low-cost generic content while photographers can focus on creating unique, high quality media. New platforms, like ours, are bringing elevated media & creator autonomy to the industry.

The use of AI generated images does not necessarily mean that there will be a decrease in demand for human content creators and artists. While AI generated images can be used to create basic images, they cannot replicate the creativity, skill, and artistic vision that only humans can bring to the table.

Human content creators and artists will continue to be in high demand for their unique perspectives and their ability to capture the emotions and moments that AI generated images have yet to replicate.

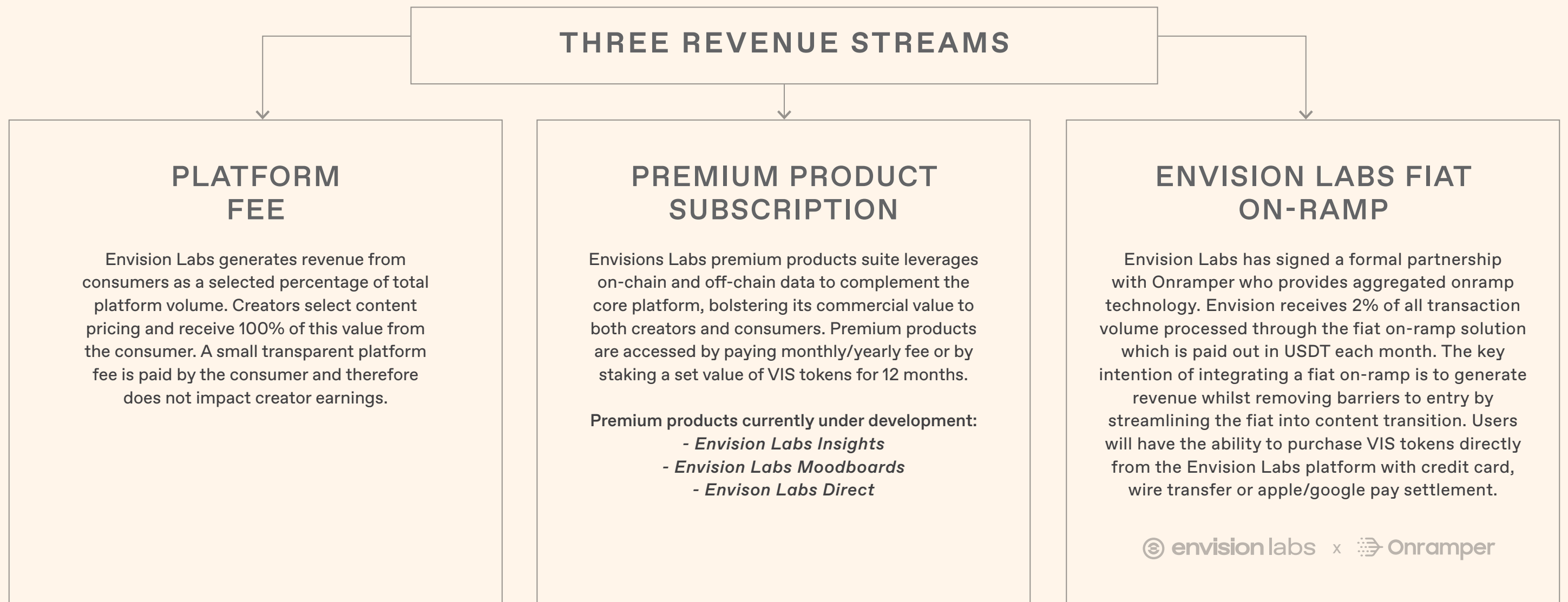




# BUSINESS/REVENUE MODEL

Envision Labs is building a user driven ecosystem where platform creators and consumers build a digital brand and interact directly with one another, promoting a sense of community.

This sense of community is a key contributor in promoting platform activity and driving adoption which leads to increased traffic and trading volume in the VIS token. The VIS token helps amplify trading volume by incentivising and rewarding platform users and/or token holders.



# ONBOARDING AND ACCOUNT TYPES

The Envision Labs platform is primarily built for industry professionals to interact with visual media in their day to day. The majority of platform users will be operating on behalf of a business entity and transacting in the same capacity as traditional web2 solutions.

	ROYALTY FREE ONLY	EXCLUSIVE + ROYALTY FREE	BUSINESS CREATOR	INDIVIDUAL CREATOR
NEED TO CREATE ACCOUNT	Yes	Yes	Yes	Yes
ABILITY TO CREATE PERSONALISED BRAND	Yes	Yes	Yes	Yes
AUTOMATIC VERIFICATION	Yes	Yes	No	No
NEED TO PROVIDE BASIC KYB/KYC DETAILS	No	Yes	Yes	Yes
NEED TO PROVIDE CONTENT PORTFOLIO	No	No	Yes	Yes
CAN PURCHASE ROYALTY FREE LICENCES	Yes	Yes	Yes	Yes
CAN PURCHASE EXCLUSIVE LICENCES	No	Yes	Yes	Yes
CAN SELL ROYALTY FREE LICENCES	No	Yes	Yes	Yes
CAN ON-SELL EXCLUSIVE LICENCES	No	Yes	Yes	Yes
CAN UPLOAD/MINT ORIGINAL CONTENT	No	No	Yes	Yes
CAN PROVIDE INVOICES	No	Yes	Yes	No

# ONBOARDING AND ACCOUNT TYPES

## CREATOR ACCOUNT TYPES

- The creator application process initially requires a basic account to be created and verified, before additional information is required.
- Anyone can apply for a creators account, however, to be approved the Envision Labs team will manually approve the account if the supplied content portfolio meets quality requirements. If content quality does not meet required criteria the application will be declined and the account will be limited to viewing and buying content only. This is to ensure only high-quality content is listed on the Envision Labs platform. Once the creator community reaches a required size and quality the creator approval process will be governed by the existing creators.

1. **Business Creator** - To have a business creator account approved, a representative must provide a web3 wallet address plus basic know your business (KYB) information such as business name, number and location.
2. **Individual Creator** - To have an individual creator account approved, the user must provide a web3 wallet address plus basic know your customer (KYC) information such as their name and residential address.

*As regulatory requirements change Envision Labs may require additional information in order to remain compliant.*

## CONSUMER ACCOUNT TYPES

- Anyone can visit and browse the Envision Labs platform without providing any credentials, however, to create a profile, add content to cart and checkout an account must be created. Both consumer account types allow the user to create their own sharable personalised brand within the Envision platform.

1. **Royalty Free Only:**  
In order to create a royalty free only account, a user must provide and verify an email address, create a password plus connect a web3 wallet. Royalty free only accounts are instantly verified and allows the user to purchase the royalty free licence to any content on the Envision Labs platform.
2. **Exclusive + Royalty Free:**  
In some circumstances a consumer may wish to purchase the exclusive licence to either use for their own project exclusively or to profit from distributing royalty free licences. In order to upgrade from a royalty free only account to an exclusive + royalty free account basic KYB/KYC information is required.

# COMPLIANCE



**As a platform tailored for industry professionals, compliance plays a crucial role in reducing counterparty risk, a key consideration made by larger potential platform users.**

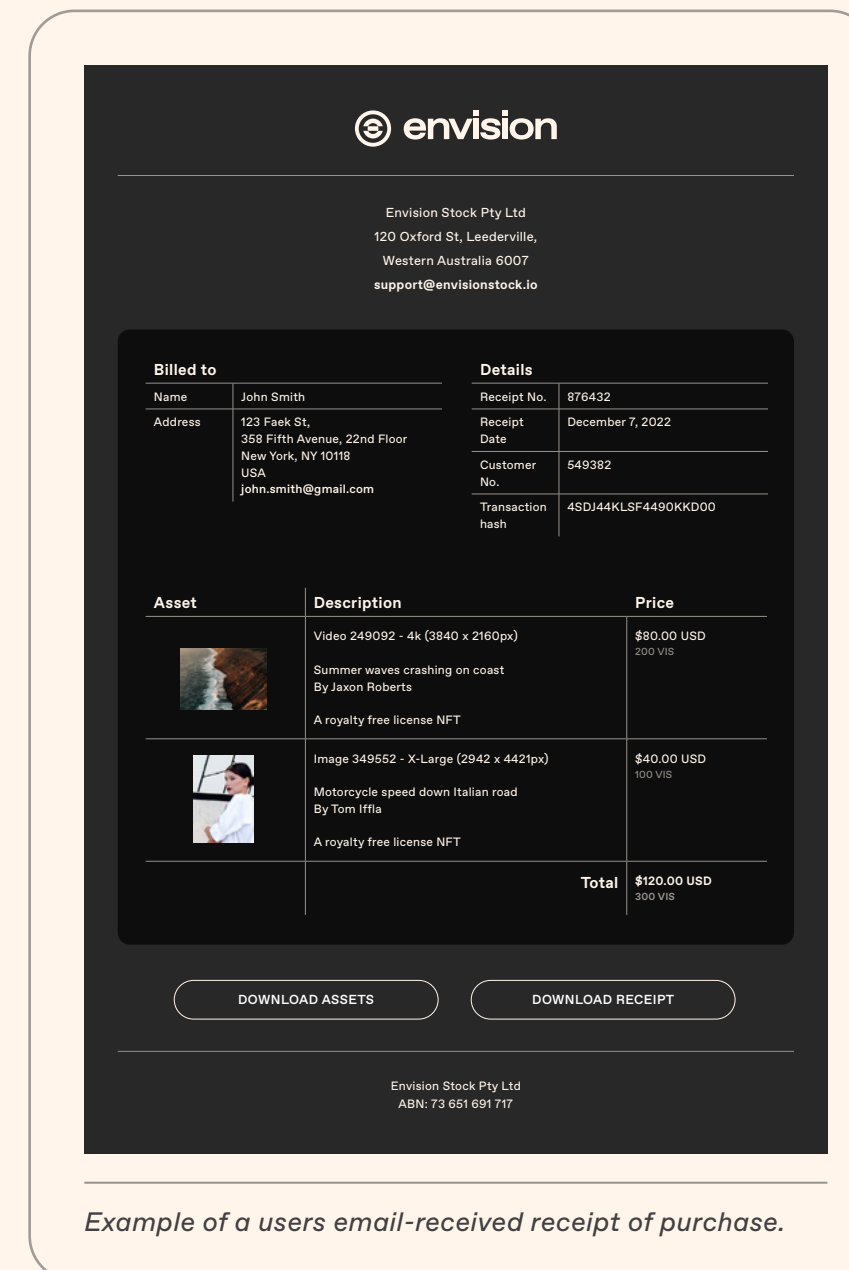
- Due to Envision's Labs clientele, complying with existing and potential future regulations and requirements has been important from day one. Many of the major decisions, such as how the VIS token was deployed, how capital was raised, who can use the platform, plus the structure of the compliance program, have all been driven by the requirement to remain compliant.
- The blockchain and digital asset space is extremely fluid with new frameworks being drafted every day. As Envision Labs functions as a non custodial platform, there is a payoff between decentralisation and compliance.
- Leveraging third party infrastructure, all sellers/creators on the Envision Labs platform will undergo a level of KYB/KYC that's inline with the internal compliance program. Conducting this level of due diligence from day one is important as regulators introduce stricter requirements for web3 projects to know your customer.
- As transactions on the Envision Labs platform are made using a blockchain, all transaction history can be confirmed, tracked and reconciled, providing undisputable and immutable records should these be required in future regulatory frameworks.

# STATEMENTS AND INVOICING

As the Envision Labs platform primarily caters for businesses interacting with visual media in their day to day operations, the ability to generate statements and invoices is crucial.

- Invoices** - Unlike centralised solutions, consumers can generate invoices at any time on behalf of the seller. The business/sole trader details of a creator/seller must be provided during the onboarding process and are automatically populated into an invoice anytime after a purchase. In an effort to streamline reconciliations, invoices can also be aggregated over custom time periods should a consumer purchase multiple pieces of content from the same seller.
 

*If content has been purchased from an 'individual creator' account type, an invoice can not be generated.*
- Income Statement** - A seller can generate an income statement anytime over any specified time period.
- Activity Statement** - Users can either manually generate activity statements over a specified period or set up automatic activity statements and reports. Activity statements include various data points outlining a number of important activities such as content performance, volume, sales, views, etc



Example of a users email-received receipt of purchase.

# THREE PILLARS OF GROWTH

## ENVISION LABS PLATFORM VOLUME

*Envision Labs charges consumers a platform fee as a percentage of the total content value.*

This fee is sent to Envision Labs at the point of purchase in the native VIS token. Initially this platform fee will be set at 5%.

## ENVISION LABS DIRECT VOLUME

*Envision Labs Direct is a place where tailored, customised content can be commissioned.*

All terms and conditions are negotiated using Envision Labs code free UI.

Just like any other content found on the Envision Labs platform, a creator will upload and mint their work, however, in Envision Labs Direct the creator will have the ability to prevent other platform users from purchasing their content. This allows their client to purchase their commissioned content exclusively at a prearranged price.

## INTEGRATED PARTNERSHIPS

*Envision Labs will provide three forms of partnership which are all offered on a revenue share agreement basis.*

### REFERRAL

Referral partners promote and encourage new users to the platform.

### API

Integrated API partners connect Envision Labs infrastructure and content library to their own UI/UX, allowing existing users access to visual media within their own ecosystem.

### WHITELABEL

A simple solution where partners provide their existing user base access to purchase content from a rebranded Envision Labs platform.

# PREMIUM PRODUCTS

## 1 ENVISION LABS DIRECT (FOR CREATORS & CONSUMERS)

Often tailored visual projects will be executed on a contract basis with a client negotiating directly with a creator for a unique solution which may include more personalised/less generic content. This can create a scenario where a prospective client is required to conduct a significant level of due diligence to locate a creator, draft a set of guidelines and negotiate terms for the project.

Envision Labs Direct links content creators with prospective clients by allowing project ads to be posted outlining the wants and needs of both parties. As the Envision Labs platform encourages content creators to build a professional profile, prospective clients can see a creators catalogues and previous work streamlining the due diligence process.

Just like any other content found on the Envision Labs platform, a creator will upload and mint their work, however, in Envision Labs Direct the creator will have the ability to prevent other platform users from purchasing their content. This allows their client to purchase their commissioned content exclusively at a prearranged price.

# PREMIUM PRODUCTS

## 2 ENVISION LABS MOODBOARDS (FOR CONSUMERS)

Often content is purchased for use in a project on behalf of either an external or internal business/client where previewing content pre-purchase is crucial.

The preview process can often be clunky and not interactive, Envision Labs Moodboards aims to change this.

Envision Labs Moodboard will allow project leads, employees, content consumers, etc, to drag and drop low resolution watermarked content thumbnails from the Envision Labs marketplace into a shareable interactive space. Accessible by an invite link shared directly or via email, clients or decision makers can then review, provide feedback, add/remove content and finally provide their approval to purchase the previewed content.

Creating a seamless workflow, Envision Labs Moodboard removes the need for visual content consumers, employees or project leads to use clunky 3rd party platforms and helps to create the best possible outcome for their client or decision makers.



# PREMIUM PRODUCTS

## 3 ENVISION LABS INSIGHTS (FOR CREATORS)

A content creator's revenue is directly correlated to how demanded their content is and how well that content is then marketed. Currently content creators receive little to no insights which help them increase efficiency and revenue, Envision Labs Insights plans to change this.

Pulling both on-chain and off-chain data, Envision Labs Insights will provide creators important information in a live up to date and understandable format. Envision Labs Insights will include a range of useful data including trending search topics/ tags, popular filters/colour schemes, themes, sold content prices, technical details, most downloaded content, any content gaps etc.

Armed with Envision Labs Insights, creators will be best positioned to curate and market their content more efficiently. In some cases this data could provide such valuable info that creators base an entire collection based on short term trends or gaps that exist, a solution which is currently not available.

# PARTNERSHIPS

ENVISION LABS WILL PROVIDE THREE FORMS OF PARTNERSHIP WHICH ARE ALL OFFERED ON A REVENUE SHARE AGREEMENT BASIS.

1

**REFERRAL**

Referral partners promote and encourage new users to the platform

2

**WHITELABEL**

A simple solution where partners provide their existing user base access to purchase visual content from a rebranded Envision Labs platform

3

**API**

Integrated API partners connect Envision Labs infrastructure and content library to their own UI/UX, allowing existing users access to visual media within their own ecosystem

**EXAMPLE CASE OF API PARTNERSHIP**

Graphic design platform, XYZ partners with Envision Labs to provide its clients a database of visual photography/videography which can be used to design various forms of digital content.

Via API, XYZ's client searches, locates and selects a photo listed with Envision Labs within XYZ's UI, which is priced at \$21. Client is

provided a low/med resolution photo which is used to design their digital advertisement for the metaverse. The cost of the advertisement template is \$30.

Once the client has completed designing their advertisement they checkout and confirm purchase by settling via credit card for \$51 USD. Once funds are received from the

consumer and checkout complete, a smart contract trigger sends 20 USDC worth of VIS to the creator/seller of the photo and 1 USDC to Envision Labs.

XYZ would receive 0.5 USDC worth of VIS from this transaction which can be distributed over pre-agreed periods.

*Settlement methods may vary as will be tailored to partners specific needs, this may include fiat, stablecoin or VIS settlement, however, creator/seller will still receive VIS tokens as form of payment.*

# THE RISE OF WEB3

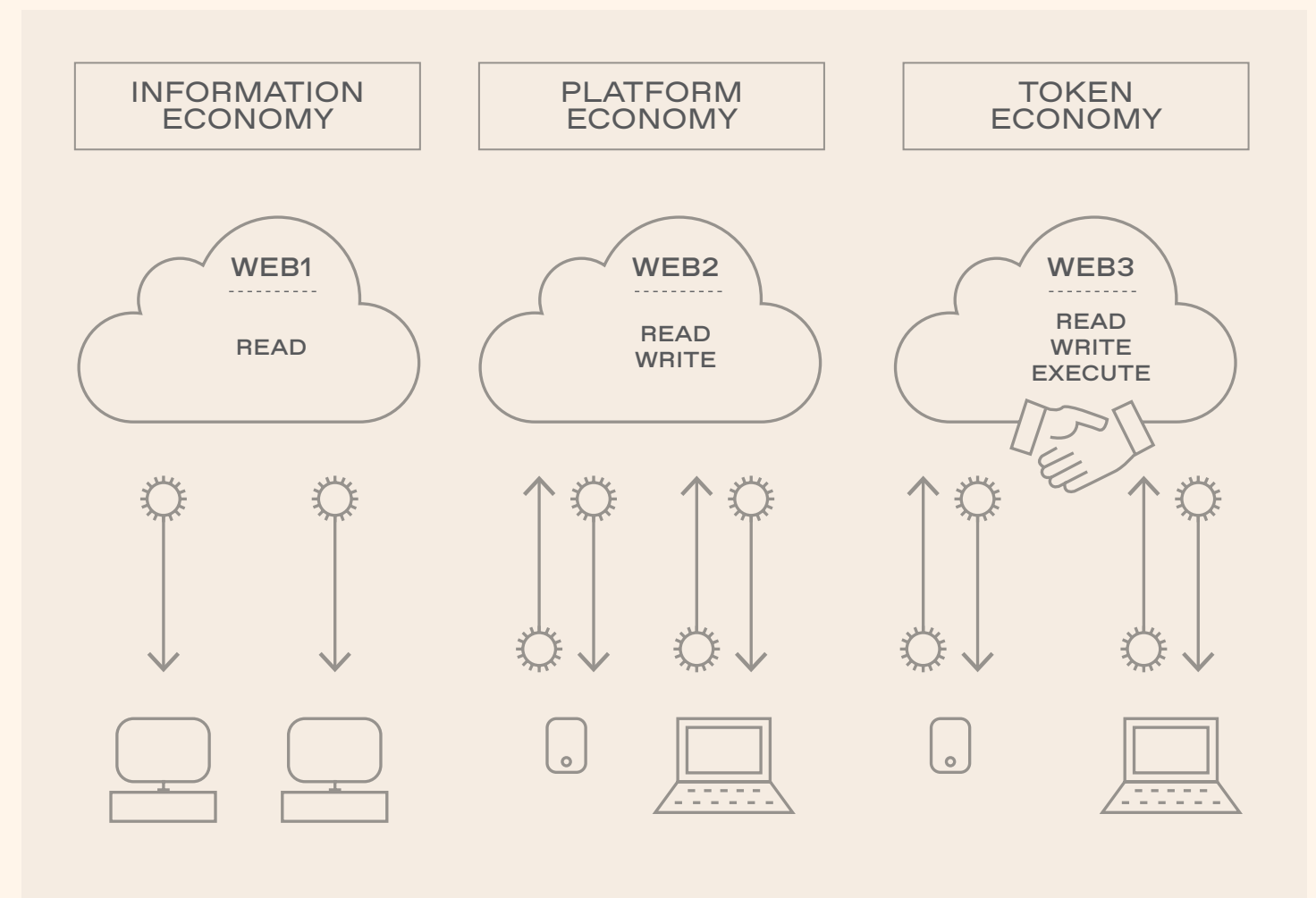
Continued development of the internet has given rise to a new wave of disruptive technology which has already started challenging the status quo. Just like Web2 made Web1 obsolete, Web3 is poised to return greedy profits which current Web2 solutions generate back to platform participants.

The core benefit Web2 provides over Web1 centres around who can provide content. Limitations to early Web1 solutions prevented the vast majority from providing content, Web2 solved this allowing the public to contribute

content. Web2 does come with limitations which includes who profits from content. Platforms such as Twitter, Facebook and YouTube are all examples of Web2 solutions where anyone can provide content, however, just like most Web2 platforms, only a very small (in many cases zero) percentage of the profits are returned to the content creator.

Web2 profits represent Web3's opportunity. Envision Labs as a Web3 platform will see all content profits returned to the creator without limitations or restrictions.

COMPARISON	WEB 1.0	WEB 2.0	WEB 3.0
TARGET BASE	Built for companies	Built for communities	Built for individuals
APPS	Digital Forms	Digital Applications	Smart Applications
BASE	Homepages	Social media	Blockchain Technology

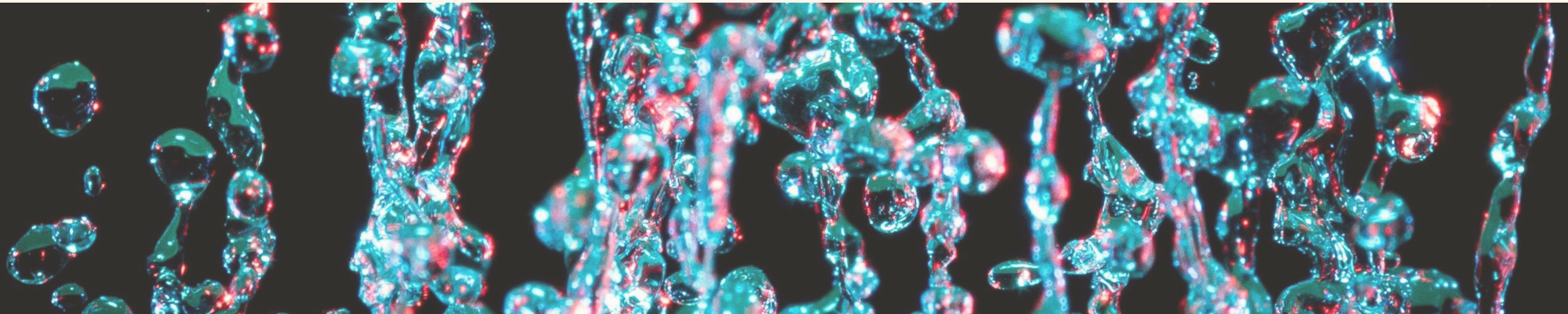


# VIS TOKEN

VIS IS ENVISION LABS  
FUNGIBLE ERC20 UTILITY  
TOKEN TO BE USED WITHIN  
THE ENVISION ECOSYSTEM.

## VIS TOKEN - UTILITY

- VIS tokens are the exclusive form of payment on the Envision Labs marketplace where consumers exchange VIS tokens for the NFT licence associated with a piece of visual media.
- VIS tokens are used to distribute rewards, fund the platform, plus incentivise platform participants/token holders.
- Access to premium products is unlocked through either staking a set number of VIS tokens or paying a subscription fee.



# VIS TOKENOMICS

## BOOTSTRAP - 23,000,000 VIS

23,000,000 VIS was sold in Q2 of 2021 to 50 participants in a closed round where the max allocation was 500,000 VIS tokens per participant. Bootstrap participants will have 5% of their total token allocation released each month commencing Q2 2022 until 100% of allocation is distributed.

## PRE-SEED - 7,000,000 VIS

7,000,000 VIS was sold in a pre-seed round. Pre-seed participants will have 5% of their total token allocation released each month commencing Q2 2022 until 100% of allocation is distributed.

## PUBLIC SALE - 5,000,000 VIS

5,000,000 VIS was sold in a public presale at an average of 12.5 VIS per 1 USD (\$0.125) with each participant limited to a max value of 20,000 USD. Public sale participants could select from three vesting options, 100 days, 50 days and no vesting, each vesting option comes with varying prices. All public sale vesting commenced Q2 2022

## TEAM - 25,000,000 VIS

The team is allocated a total of 25,000,000 VIS tokens, founding team's tokens start vesting from Q4 2022 at 5% of their total token allocation released each month until 100% of allocation is distributed. As of Q1 2024, circa 50% of the total allocated team tokens have been allocated to team members. Any new team members will have their team tokens commence vesting 6 months after start date.

## FOUNDATION RESERVE - 10,000,000 VIS

The foundation reserve of 10,000,000 VIS tokens will be released at 10% per month beginning from Q4 2023. This reserve of tokens will be available to fund a range of operations as the team sees fit including development, marketing, hosting costs, BD, etc. Depending on liquidity headroom and platform performance at the time of unlocking the foundation reserve may not be needed in which case tokens will remain under control of the team.

## ADVISORS - 10,000,000 VIS

A maximum of 10,000,000 VIS tokens is allocated to individuals or businesses providing advisory services. All advisors will have 5% of their initial total token allocation released each month following Envision Labs Pty Ltd receiving signed agreement until 100% of allocation is distributed.

## REWARDS - 7,000,000 VIS

7,000,000 VIS tokens are allocated to rewards, giveaways, incentives, etc which the team expect to support excess of 10 years of growth at which point the need for token rewards will be negligible.

## PARTNERSHIP INCENTIVES - 10,000,000 VIS

Partnerships will vary, however, will be reciprocal in nature. A maximum of 10,000,000 VIS token can be used to incentivise and negotiate partnerships and will likely be negotiated with long term vesting schedules attached.

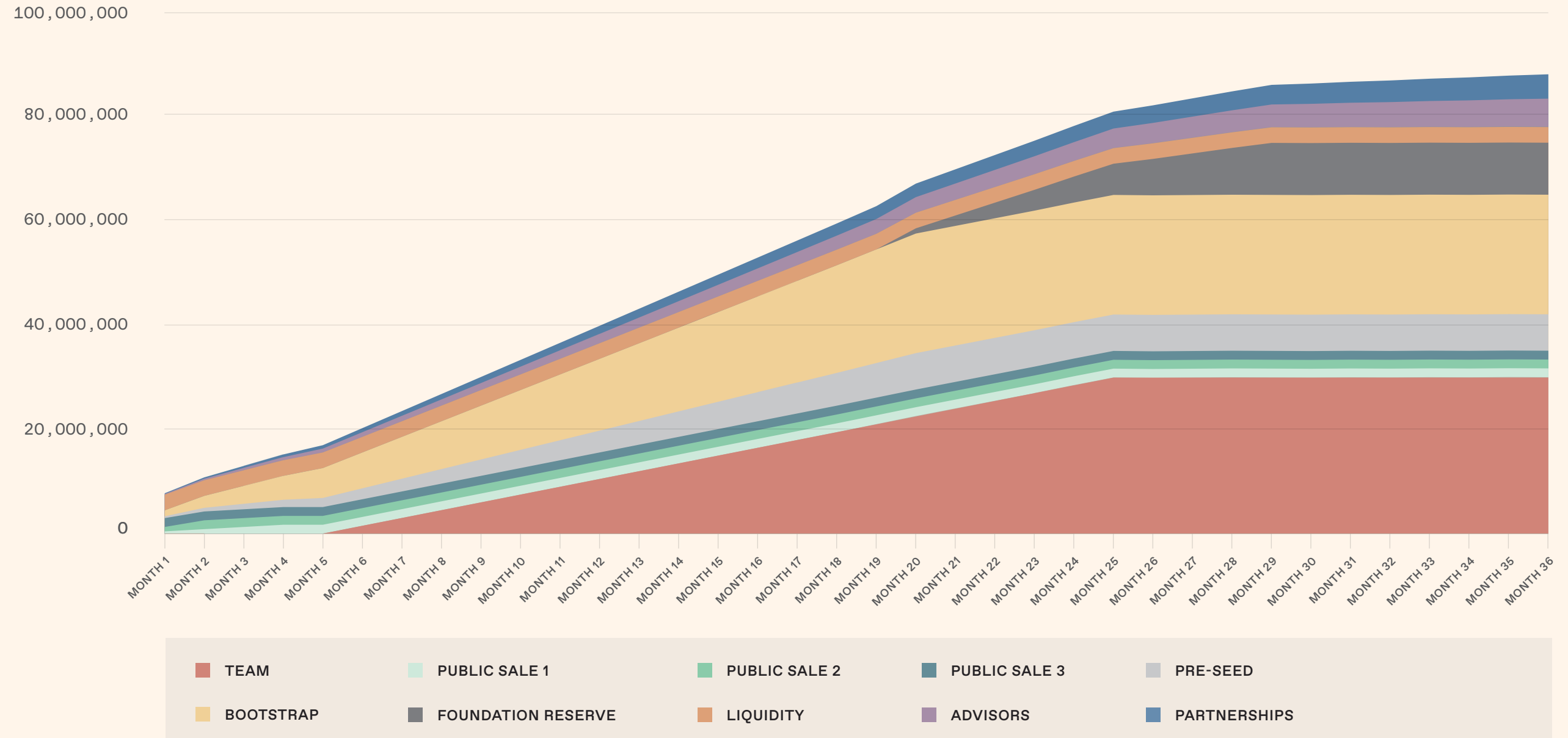
## LIQUIDITY - 3,000,000 VIS

3,000,000 VIS tokens have been deployed to liquidity pools, market makers and order books to support active trading markets. As the traded volume of VIS increases there is a potential scenario where the community provides additional liquidity on top of this allocation.

*The above vesting schedules are only applied to allocations that have been associated to an individual or businesses, i.e to date only 50% of the team tokens have an allocation and therefore will be released in accordance with the above, the remaining 50% will sit in the teams treasury until its allocated to a new team member. Therefore the circulating supply will grow much slower than is suggested above. As and when possible the team will publicise any significant agreements that involve VIS tokens.*

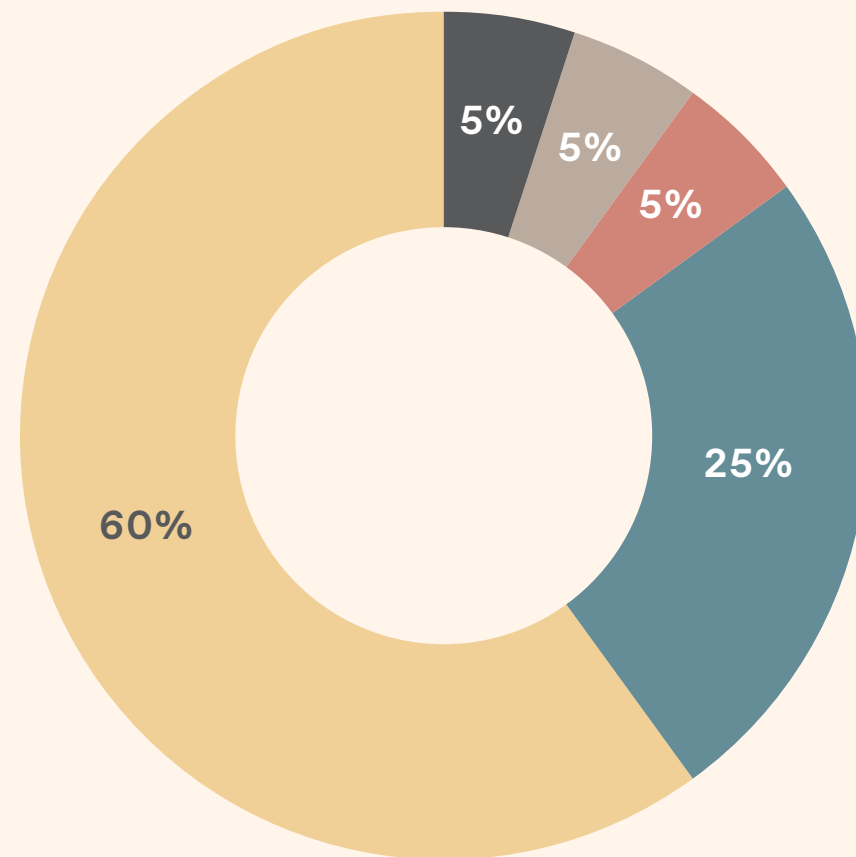
# ALLOCATION & DISTRIBUTION

TOKEN RELEASE SCHEDULE



# ALLOCATION & DISTRIBUTION

## ALLOCATION OF FUNDS



- DEVELOPMENT
- MARKETING
- ADMINISTRATION
- OPERATIONAL EXPENSES
- REGULATORY, LEGAL AND COMPLIANCE

Capital allocation pre beta launch was heavily skewed towards product development, this will pivot towards building out the platform user base post launch. Capital raised during pre-seed and public sale rounds provided sufficient runway to deploy a fully functional beta product plus cover early scaling efforts.

Additional capital will primarily be allocated towards scaling the user base and helping to increase volume and adoption. Modelling forecasts that 12 months post beta launch the Envision Labs platform will move into being cash flow positive.



# KEY INFORMATION ON TOKEN ISSUER



LCX is a regulated, compliant, secure blockchain company established in 2018 and headquartered in Vaduz, Liechtenstein. As a Trusted Technology Service Provider registered under the Blockchain Laws (TVTg), LCX AG, the company behind LCX.com, is required to comply with the KYC/AML/CFT standards under the Due Diligence Act and is supervised by the Financial Market Authority in Liechtenstein ("FMA").

LCX has obtained 8 crypto-related registrations by the Financial Market Authority Liechtenstein, TT Exchange Service Provider, TT Token Depository, TT Key Depository, TT Price Service Provider, TT Identity Service Providers, Token Generator, Token Issuer on its own, and Token Issuer on behalf of the clients.

LCX is the issuer of \$VIS and facilitator of VIS Token Sale. This includes the smart contract development and creation in LCX's role as Token Generator, investor identification in LCX's role as TT Identity Service Providers, secure custody in LCX's role as TT Token Depository and TT Key Depository, and listing VIS on LCX Exchange in LCX's role as TT Exchange Service Provider.

LCX's token sale manager and comprehensive crypto compliance suite empowers Envision Labs to manage VIS Token sale in a compliant manner. LCX's advanced Crypto Compliance Suite comprises Know-Your-Customer (KYC), Anti-Money-Laundering (AML), and Blockchain Analytics (KYT). LCX processes facilitate quick and automated investor onboarding for private and public token sales.

# KEY INFORMATION ON TOKEN SALE ECONOMICS

**TOKEN OFFERING:** VIS as a fixed pre-minted supply of 200m tokens

**ONGOING CURRENCIES ACCEPTED:** BTC, ETH, USDC, EURO

**TOKEN TYPE:** ERC20



# ENVISION LABS DAO

**Envision Labs is planning to incorporate a community driven governance system to give platform users and community members the ability to impact key decisions.**

- These decisions will cover a range of areas such as content/creator curation, platform features, marketing strategies, partnerships and many more.
- Whilst Envision Labs will not function as a true on-chain decentralised autonomous organisation, being a community driven project, it is crucial to take the communities feedback onboard to assist in driving our mission of supporting the creative community who have had no voice for too long.

- It's important for content on the Envision Labs platform to remain at a high quality plus remain relevant to the visual media application. Approving creators is the only significant barrier to automatic scalability and is the only element of user onboarding that the Envision Labs team will have to manually approve. To improve scalability, transparency and decentralisation, once large enough, the existing creator community will approve new creators to the platform. Existing creators benefit from new high quality creators joining as it will lead to more content which will entice more consumers for their content.



# MARKETING PLAN

ENVISION LABS HAS FOUR KEY AUDIENCES WHICH ARE TARGETED THROUGH VARYING METHODS.

1 GENERAL COMMUNITY

2 CONTENT CREATORS

3 CONTENT CONSUMERS

4 POTENTIAL PARTNERS

# MARKETING PLAN

## PHASE 1

# COMMUNITY

The first stage of Envisions Labs marketing strategy is broader than the others, targeting a wide audience including content creators/consumers, retail crypto/web3/blockchain participants, businesses and institutions, other projects, potential partners etc. The aim for this stage is to increase general exposure to Envision Labs and its mission of supporting media creators.

This phase of exposure will cover a range of mediums and be conducted by both in-house team and advisors as well as external web3 growth channels. In an effort to sustain organic community growth and engagement, this phase of the campaign will continue in parallel with phase 2 and 3 once the platform has launched.

# MARKETING PLAN

## PHASE 2

# CONTENT CREATORS

Creators are a vital component of the Envision Labs ecosystem, as their contributions are instrumental in driving the growth and success of the platform. Creators put significant importance on their network as collaborations play a role in their growth and development as a creator. This creates a situation where creators' followers are like minded creators looking to learn from others in the space.

By providing a model that is fair and equitable, control over their content, and the ability to cultivate a personal brand, Envision Labs creates a strong sense of ownership and investment among creators. This helps motivate creators to serve as ambassadors and champions for the platform, proactively promoting it to their networks and communities through various channels, such as social media platforms, word of mouth, direct business negotiations, and more.

Creators can effectively communicate the unique value proposition of Envision Labs, including the platform's revenue model, high-quality content offerings, and ease of use for consumers. By doing so, they can help cultivate a thriving community of visual media creators and consumers, cementing Envision Lab's position as the premier destination for visual media.

# MARKETING PLAN

## PHASE 3

# CONTENT CONSUMERS

Content consumers will vary significantly in industry, size, risk appetite and use case. The majority of consumers on the Envision Labs platform are corporate entities purchasing visual media in a professional setting, be it film, metaverse, VR/AR, gaming, advertising, marketing/PR, graphic design, etc. The way in which Envision Labs targets consumers will also vary in nature and cover a wide range of mediums. No one size fits all approach can be implemented to reach visual media consumers.

Envision Labs will continue to build out its businesses development team which will approach and onboard new consumers through direct business development techniques. Conventional marketing/PR solutions, paid ad campaigns, targeted influencer campaigns are also methods used by Envision Labs to target visual media consumers. Envision Labs utilises custom built customer relationship management (CRM) software to manage and track content consumers through the sales cycle.

This also allows Envision Labs to provide commission based compensation packages for both internal and external employees, contractors, partners, etc. Aligning compensation with Envision Lab's performance helps improve efficiency and allows the team to expand into new jurisdictions without many of the challenges faced by taking on full time employees.

# MARKETING PLAN

## PHASE 4 PARTNERSHIPS

Partnerships play a critical role in Envision Lab's success as thousands of users can be onboarded via a single partner through the various partnership solutions. In addition to increasing the Envision Labs user base, additional partnerships help give Envision exposure to new audiences and build brand awareness.

Partnerships will primarily be a tailored solution negotiated by both parties and no two partnerships will be the same, therefore the core Envision Labs team will be required to identify, negotiate and close new partnerships. Reaching new partners will come through many methods including attending events, introductions, reaching out directly, etc.

# WHY USE ENVISION LABS - CREATORS

## RETAIN OWNERSHIP

- Unlike existing solutions, content sellers/owners retain ownership of digital assets plus complete control over sale type and price.

## RECEIVE 100% OF SELECTED CONTENT PRICE

- Unlike existing solutions, content sellers on Envision Labs select the sale price of content in USD terms and receive 100% directly from the buyer.

## PERSONALISE BRAND/ACCOUNT

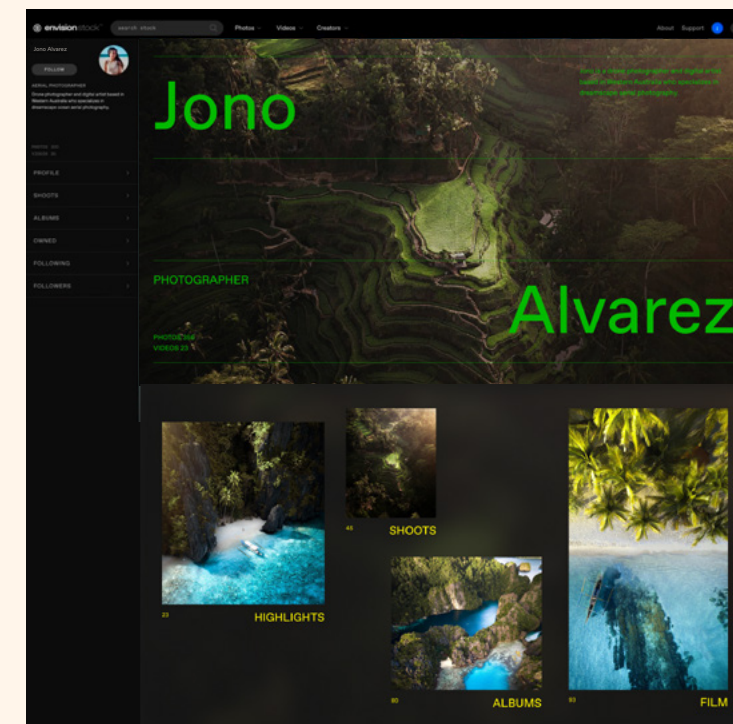
- Unlike existing solutions, within the creators portal, content sellers tailor their account design to fit their brand and image.

## GAIN ACCESS TO LIVE INSIGHTS

- Unlike existing solutions, Envision Labs provides valuable data back to content sellers/owners which improves content creation efficiency. Data such as trending themes and topics, pricing information, popular filters, technical data, etc.

## IMPROVED USER EXPERIENCE

- Unlike existing solutions, significant time and resources have gone into building tailored UI/UX specifically to assist sellers with uploading, marketing and selling their content.



*An example of a creator's front facing profile. Creators will have the ability to customise how their profile appears for customers. Video or image content can be highlighted for their dominant hero image. They will also be offered options on how they want to layout their content.*

## BENEFITS OF WEB3

### OWNERSHIP

- Web3 is powered by blockchain technology and decentralisation, democratising content creation and eliminating the middleman. Web2 relies on taking ownership of content to store, distribute, and benefit from content. Web3, in contrast, allows users to earn income from selling activity directly.

### TRANSPARENCY

- All transactions are immutably recorded on-chain, and are time and date stamped. This enables users to view the entire history of a transaction or retrospectively see transaction history without being reliant on any other party.

### SECURITY

- Unlike current solutions, where information can easily be copied, stolen or manipulated without the user knowing, blockchain technology is secure and tamperproof; data cannot be changed or hacked without the interference being detected.

### TRACEABILITY

- Blockchain creates an audit trail that documents the provenance of an asset at every step on its journey. Digital asset ownership can be traced back to its origin assisting with preventing copyright or IP infringements.

# WHY USE ENVISION LABS - CONSUMERS

## REDUCED CONTENT PRICE

- Unlike existing solutions, content sellers on Envision Labs select the sale price of content in USD terms and receive 100% directly from the buyer allowing them to price content more competitively.

## PERSONALISE BRAND/ACCOUNT

- Unlike existing solutions, content buyers and sellers have the ability to tailor their account design to fit their brand and image increasing exposure.

## TRANSPARENT OWNERSHIP

- Unlike existing solutions, content sellers/owners retain ownership of digital assets plus complete control over sale type and price.

## GAIN ACCESS TO MOODBOARDS

- Unlike existing solutions, Envision Labs provides the ability to include key decision makers in the visual media selection process by providing users an interactive and shareable moodboard.

## IMPROVED USER EXPERIENCE

- Unlike existing solutions, significant time and resources have gone into building a tailored user experience specifically for buyers to locate, purchase and manage content independently.

## ESG COMPLIANCE

- Unlike existing solutions, Envision Labs allows creators to fairly profit from their content whilst also receiving recognition for their work as all transactions and flow of funds are publicly available on one of the most energy efficient blockchains.

## FUTURE PROOFING

- Unlike existing solutions, Envision Labs provides the opportunity for traditional businesses to branch into a huge growth area by gaining exposure to blockchain, metaverse, and the digital asset space.

## EDUCATION

- Unlike existing solutions, Envision Labs will educate users, both prospective and existing through the process of using the Envision Labs platform as well as how to safely interact with the blockchain and digital assets. Every Envision Labs platform user has access to the Envision Labs education portal, plus will have access to a client support team member if needed.





# ENVISION LABS DISCLAIMERS, T&C'S, CONTRACTS AND AGREEMENTS

As of the date of publication of this Whitepaper, VIS have no known potential uses outside of Envision Labs (“Envision”) platform ecosystem. This Whitepaper does not constitute advice nor a recommendation by Envision Labs, its officers, directors, managers, employees, agents, advisors or consultants, or any other person to any recipient of this Whitepaper on the merits of the participation in the TGE. Participation in the TGE carries substantial risk and may involve special risks that could lead to a loss of all or a substantial portion of such a contribution. Do not participate in the TGE unless you are prepared to lose the entire amount you allocated to purchasing VIS. VIS should not be acquired for speculative or investment purposes with the expectation of making a profit or immediate re-sale. No promises of future performance or value are or will be made with respect to VIS, including no promise of inherent value, no promise of continuing payments, and no guarantee that VIS will hold any particular value. Unless prospective participants fully understand and accept the nature of Envision and the potential risks inherent in VIS, they should not participate in the TGE. VIS are not being structured or sold as securities. VIS are sold as a functional good. This Whitepaper is not a prospectus or disclosure document and is not an offer to sell, nor the solicitation of any offer to buy any investment or financial instrument in any jurisdiction and should not be treated or relied upon as one. Written authorisation is required for distribution of any or all parts contained herein. All information here that is forward looking is speculative in nature and may change in response to numerous outside forces, including technological innovations, regulatory factors, and/or currency fluctuations,

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analysis, 2 Envision may decide to amend the intended functionality of its VIS in order to ensure compliance with any legal or regulatory requirements to which it is subject. In the event that Envision decides to amend the intended functionality of its VIS, Envision will update the relevant contents of this Whitepaper and upload the latest version of this to its website. Any VIS could be impacted by regulatory action, including potential restrictions on the ownership, use, or possession of such tokens. Regulators or other circumstances may demand that the mechanics of the VIS be altered, all or in part. Envision may revise mechanics to comply with regulatory requirements or other governmental or business obligations. This Whitepaper contains forward-looking statements or information (collectively “forward-looking statements”) that relate to Envision’s current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as “may”, “will”, “expect”, “anticipate”, “aim”, “estimate”, “intend”, “plan”, “seek”, “believe”, “potential”, “continue”, “is/are likely to” or the negative of these terms, or other similar expressions intended to identify forward-looking statements. Envision has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, financial needs, or the results of the TGE or the value or price stability of the VIS. In addition to statements relating to the matters set out here, this Whitepaper contains forward-looking statements related to Envision’s proposed operating model. The model speaks to its objectives only, and is not a forecast,

projection or prediction of future results of operations. Forward-looking statements are based on certain assumptions and analysis made by Envision in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate and are subject to risks and uncertainties. Although the forward-looking statements contained in this Whitepaper are based upon what Envision believes are reasonable assumptions, these risks, uncertainties, assumptions, and other factors could cause Envision’s actual results, performance, achievements, and experience to differ materially from its expectations expressed, implied, or perceived in forward-looking statements. Given such risks, prospective participants in a TGE should not place undue reliance on these forward-looking statements. Risks and uncertainties include but are not limited to those identified in the TGE’s Terms and Conditions. These are not a definitive list of all factors associated with a making a contribution to Envision, in connection with events or circumstances after the date of this Whitepaper. Envision’s business is subject to various laws and regulations in the countries where it operates or intends to operate. There is a risk that certain activities of Envision may be deemed in violation of any such law or regulation. Penalties for any such potential violation would be unknown. Additionally, changes in applicable laws or regulations or evolving interpretations of existing law could, in certain circumstances, result in increased compliance costs or capital expenditures, which could affect Envision’s profitability, or impede Envision’s ability to carry on the business model and the VIS model proposed in this Whitepaper.