



SUPERWORLD PRESS KIT

A Look Into our Brand Guidelines





SUPERWORLD LOGO

[DOWNLOAD LOGOS](#)



SUPERWORLD LOGO (COLOR)



S SUPERWORLD

SUPERWORLD LOGO (BLACK & WHITE)



S SUPERWORLD



Our Mission:

Create and promote a better, more creative world through engagement with the growing metaverse.

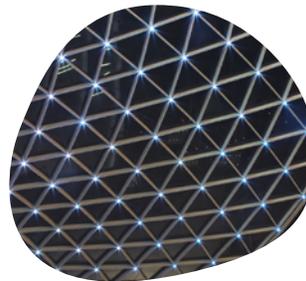
Founded in 2017, SuperWorld is a virtual world that has been **digitally mapped** over the entire surface of Planet Earth.

In SuperWorldapp.com, users can buy, sell, and collect unique plots of virtual land as **non-fungible tokens (NFTs)** all over the globe using our unique decentralized, blockchain-based platform, the only one of its kind to feature the above:

The SuperWorld mobile app **allows everyone** from artists, educators and entrepreneurs to advertisers, organizations and businesses the opportunity to place 2D and 3D content (video / audio / animation / images / text) in **Augmented Reality (AR)** and **personalize anywhere** in the “real world.”

However, SuperWorld users don't have to be experts in cryptocurrency, blockchain, or AR to benefit from our **manifest technology**—a fact that opens the door to widespread adoption of our platform.

Blockchain



Augmented Reality



Artificial Intelligence



3D Animation



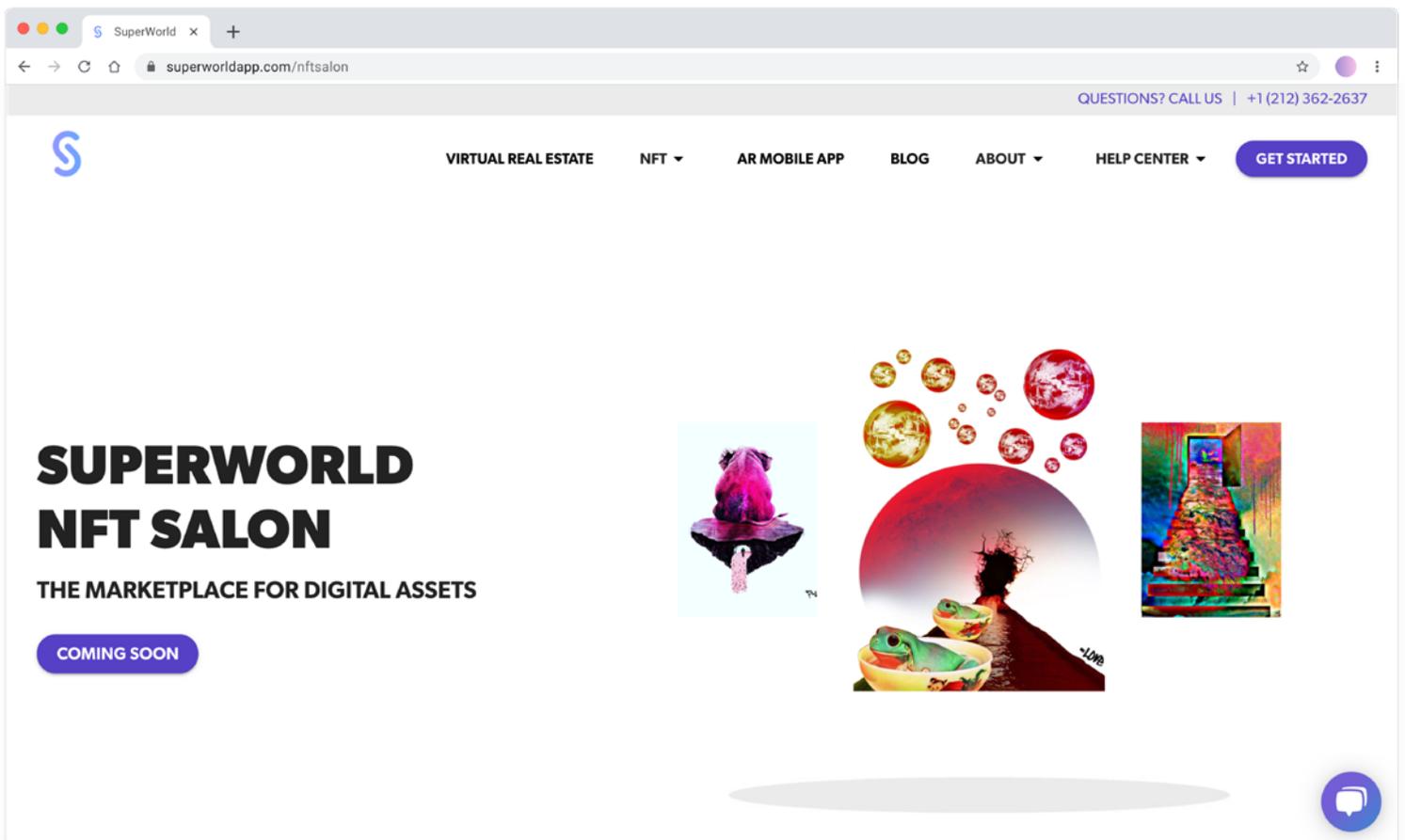


COMING SOON

SuperWorld NFT Salon

We are progressively decentralizing the platform to include decentralized storage, DeFi, DAOs and further tokenization including NFTs.

The "SuperWorld NFT Salon" is our recently developed NFT marketplace, where individuals and brands can sell their products to an engaged community of collectors and NFT enthusiasts from all over the world.





According to nonfungible.com,

NFTs including thousands of plots of SuperWorld real estate accounted for around **\$230,000,000.00** USD by volume in March.

SuperWorld is made up of 64.8 billion plots of virtual land, each plot represented as an NFT, and digitally mapped over Planet Earth.

Though we are blockchain agnostic, SuperWorld uses the ERC-721 standard of tradable assets, meaning that each plot of land is an NFT characterized by its digital scarcity as a collectible and wholly distinct asset to buy, sell, trade, or hold.

Each plot of virtual land is a polygon represented by 100m X 100m of real world space.

Every property in SuperWorld is listed with a starting price of 0.1 Ether (ETH). Owners may then re-price their properties to sell on the market.

Through digital and e-commerce, gaming, data analytics and more, SuperWorld landowners can monetize property when individuals, organizations, or advertisers place content on any of the infinite number of digital layers available in the virtual world.



“Soon, we will all live in AR through our real environments using SuperWorld, a new app that has mapped the entire world for AR interface...”



[dezeen](#) 03/22/21

“There is an app called SuperWorld that has interfaced the entire globe... you can buy Times Square virtually and place digital assets there. This is where the future of NFTs are going to progress.”



[CNBC](#) 03/17/21



“There is even a much enhanced and modernized version of a Second Lifestyle virtual world called SuperWorld, where users can buy, sell, collect, and curate over 64 billion plots of land... SuperWorld? Get on board!”



[PR Week](#) 02/26/21

“SuperWorld is part of another burgeoning space in the NFT world: virtual real estate.”



[The Hustle](#) 03/06/21



February, 2021

SuperWorld added to portfolio of venture capital fund and accelerator **SOSV**.

March, 2021

SuperWorld added to **Draper Goren Holm** blockchain venture fund portfolio.



HRISH LOTLIKAR

Co-Founder & CEO

Hrish is a Co-founder and CEO at SuperWorld. Previously, he co-founded Rogue Initiative Studios, a Hollywood film, TV, gaming, and immersive entertainment studio. He was also the founding Managing Partner of Eastlabs, an early-stage VC fund based in Kyiv, Ukraine. Previously, Hrish was a Senior Business Developer and Global Evangelist at Toptal (backed by Andreessen Horowitz, the Rockefellers & the co-founders of Facebook and Zynga), a venture capital investor at Spencer Trask Ventures, and an investment banker at both UBS Investment Bank and HSBC Securities, where he specialized in public finance, corporate finance and M&A. He also was an Associate in the Global Business Development Group at management consulting firm Hewitt Associates.

Hrish was born in India and grew up in the United States. He also has spent many years living around the world in Europe, Asia and South America. He has a close connection to the people and cultures in Ukraine, Belarus, Russia, Spain, France, Vietnam, China, Colombia, Bali and Thailand.

Hrish holds a BA in Political Science from Rice University and both an MBA and MPH from University of Illinois at Chicago. In his free time he enjoys working out, fashion photography and traveling the world.



MAX WOON

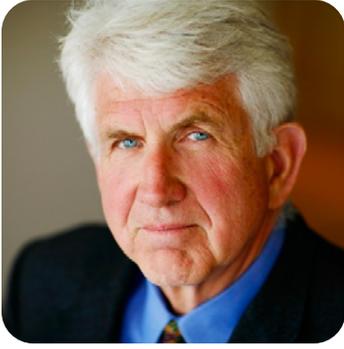
Co-Founder & CTO

Prior to SuperWorld, Max co-founded [Xfire](#) (acquired by Viacom) and [Phizzle](#), among others, while serving as the founding CTO at [Toonstar](#) and the technical advisor at [Sliver.tv](#). As CTO of SuperWorld, Max brings a wealth of technical expertise and groundbreaking insight into everything from augmented reality and artificial intelligence to blockchain and DeFi.

Max holds a BS from the Imperial College London and pursued a Phd in Theoretical Physics at the University of Cambridge before leaving to become an entrepreneur.



ADVISORY BOARD



DR. BOB METCALFE



Creator of Ethernet. UTexas Professor of Innovation and Entrepreneurship



STEPHEN WOLFRAM



Founder & CEO at Wolfram Research; Creator of Mathematica, Wolfram|Alpha and the Wolfram Language



RICHARD LING



Serial Entrepreneur; Founding General Partner of Rembrandt Venture Partners



BOB FABBIO



Founder, Tivoli Systems and Dazel Corporation; CEO, Welltok, Inc.



MARIANA DANILOVIC



Founder & CEO, Hollywood Portfolio; Managing Director of Infiom



TOBIAS RATSCHILLER



Co-Founder & CEO, CryptoCoin.News



ROBERT SCOBLE



Author, *Infinite Retina*; Futurist and Spatial Computing Evangelist



BRIAN THORP



Founder and CEO at Wealthtender



WILLIAM BURNS



Creator of the modern unified Metaverse definition and structure, Futurist and published academic for virtual worlds



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Head of Digital Assets,
Swissbank



PHIL ROWLEY



Head of Futures at
Omnicom Media Group,
UK



NITIN GAUR



Director, IBM Financial
Sciences and Digital Assets



JOSEPH CHAN



Managing Partner,
Guardian Property Advisors



MARCUS LUER



Asia's #1 Sports Marketing
Entrepreneur Group CEO
of TSA (Total Sports Asia)



ADI SIDEMAN



Co-Founder and CEO of
Props



JIMMY KU



COO of MixerBox



JOIN US TODAY IN SUPERWORLD

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