

TURN EVERY LEARNING INTO AN EXPERIENCE

WATCH

white paper

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www.watch.community

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INTRODUCTION

In a rapidly changing business environment, employees need lifelong training in many skills, from soft skills to the most complex technical skills. They need to understand the world and be aware of a whole range of topics: cybersecurity, green IT, web 3, e-accessibility...

However, employee commitment to training has dropped drastically over the last ten years. Indeed, the average completion rate of training courses has dropped from 72% to 35%. We believe that the format is a major cause of this; PPT, boring e-learning courses, trainers who have to manage groups of 30 people... We have all experienced this.

Yet, the last ten years are also the time when advances in neuroscience and the science of learning have been most advanced. We know more about our brain, we know what works and what doesn't. What is certain is that the formats currently offered in companies or in our schools are far from the learning standards of our brain.

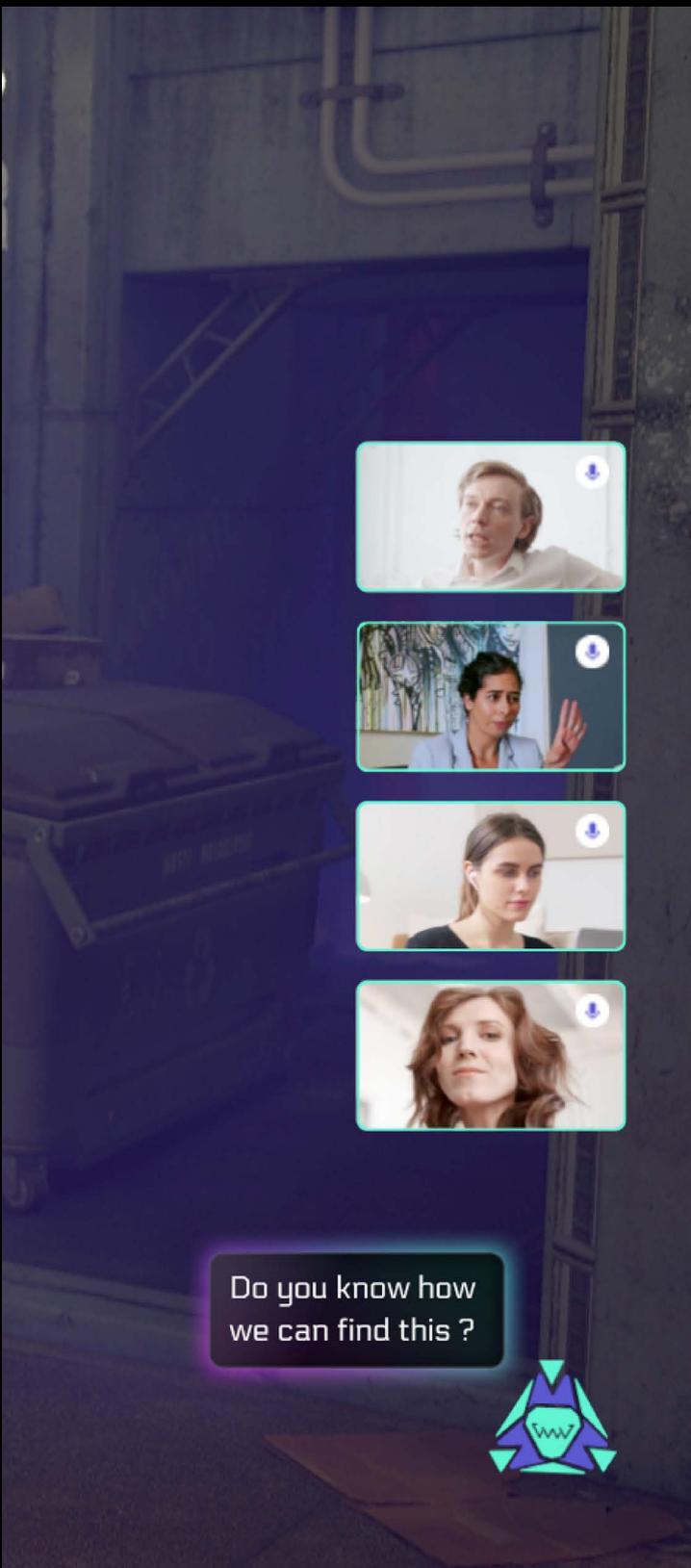
In fact, according to the Paris Innovation Review, cognitive science has identified four main factors for successful learning: attention, active engagement, feedback, and consolidation. More concretely, the brain has shown that :

- Attention is the filtering mechanism that allows us to select information and modulate its processing. We are monotaskers and the greater the degree of attention we have, the more we learn.
- A passive organism does not learn. It is scientifically proven that if we are not in an active form we cannot learn or memorize in the long term.
- The cortex is a kind of machine for generating predictions and integrating prediction errors: it makes a prediction, receives sensory information in return, and a comparison is made between the two. The difference creates an error signal that will propagate in the brain and will allow it to correct and improve the next prediction. Feedback is therefore essential.
- By repeating our learning, we transfer our learning to non-conscious, faster, more efficient networks, the brain achieves automation.

Based on these mechanisms, we have designed WWWatch: a solution that revolutionizes learning through immersive, gamified and interactive experiences.

CONCEPT

WWWatch wants to reinvent corporate training through gamification, new technologies (VR, AR, real-time 3D) and learning sciences. To do this, we create and transform training courses to make them more attractive and effective for its users.



Immersive

Attention and concentration decrease sharply after 10-15 minutes for adults, which has a negative impact on their memory. Putting immersion at the heart of our product allows us to captivate the user and thus make him attentive. For this, each of our experiences uses storytelling techniques and will be available in VR and real-time 3D. We want to gradually move towards an open metaverse where all our experiences will be available from a single world.

Interactive

The guiding principle could not be clearer: a passive organization does not learn. We therefore seek an active engagement of our learners. Each of our experiences are interactive and allow for hands-on practice. Indeed, of all learning modalities, practice is undeniably the most effective way to learn, with a memorization rate of 75% to 90%. In WWWatch, the learner is continually confronted with a variety of situations that allow him/her to assimilate knowledge.

Gamified

Each of our experiences are gamified to make them much more attractive and fun than traditional training. To do this, we create a scenario around key concepts to be learned and then imagine game mechanics to allow the learner to put them into practice while being in a fun fiction. Imagine learning cybersecurity concepts by hacking the Pentagon in a video game... The learner usually finds this more engaging and fun than a PPT course.

Impacting

We build our experiences around powerful moments to provoke emotion. By provoking strong feelings of fear, stress or joy, learners experience complex feelings associated with a strong engagement of their senses. This creates a complex reminder that will remain in the memory thanks to the emotions and sensations felt.

OVERVIEW

(product)

INTRODUCTION TO VISION

WWWatch has a clear vision of how corporate learning will evolve in the coming years. Employees still want to learn and be trained on various subjects, but they no longer want to do so by being subjected to these moments. It is becoming increasingly difficult to capture the attention of teams with presentations, questionnaires and lectures given in front of 50 people. A paradigm shift is underway, advocating that learning should no longer be boring and unpleasant, but rather exciting and exhilarating. WWWatch is aware that these transformations will not happen overnight, so it is important that its product evolves with its market. The first challenge will be to move from training to an experience that increases gamification. New technologies (VR, AR, real-time 3D) will then allow to add strong interactions during the experience. Once employees are familiar with these new mechanisms, we will be able to set up a learning metaverse that will provide unprecedented immersion for learners.

FROM TRAINING TO EXPERIENCE

WWWatch now offers companies the opportunity to turn their training and awareness sessions into experiences. The principle is simple: for a given subject, we list the key concepts to be retained and the final objectives. We then create a universe, a story, an environment in which we gamify the concepts, which contributes to their learning. For example, a cybersecurity awareness course becomes a crazy adventure with a hacker who infiltrates the Pentagon's system. A blockchain training course becomes a run-in with Satoshi Nakamoto to deploy a node.

Thanks to the internal WWWatch CMS (Content Management System), tools like Unreal Engine and our web application, we have the ability to offer these immersive, interactive experiences accessible via a simple URL (100% digital).

Today, we have deployed several experiences based on this model that meet different needs.

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WE NEED TO FIND THE ATTACHMENT THAT THEY HAVE SENT

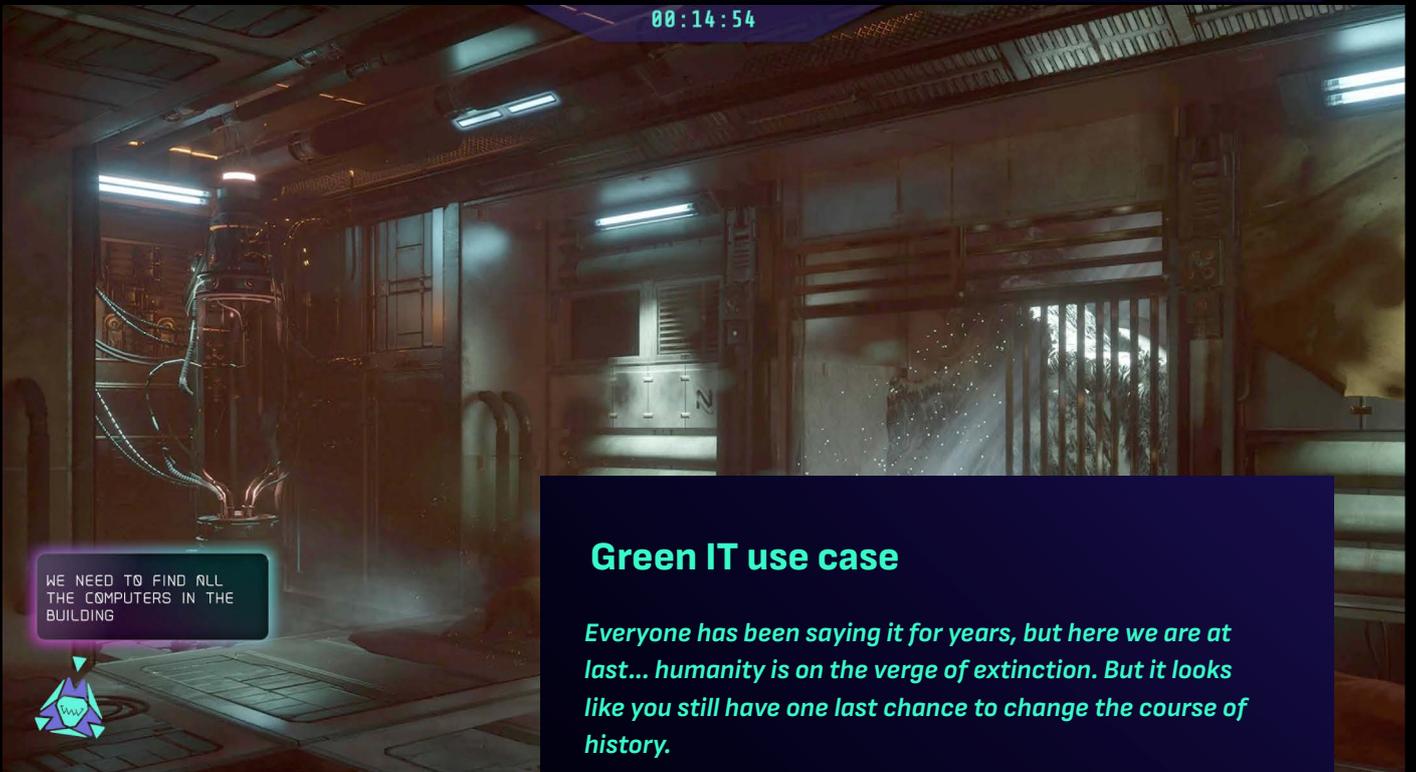


Cybersecurity use case

On this Monday morning, a cyber attack has just hit the Pentagon. Hackers have infiltrated the government system and are threatening to activate nuclear missiles. The whole country is counting on you to thwart the attack and find the identity of the hackers.

Through this lore, participants will discover concepts such as phishing, malware and learn how to thwart them.

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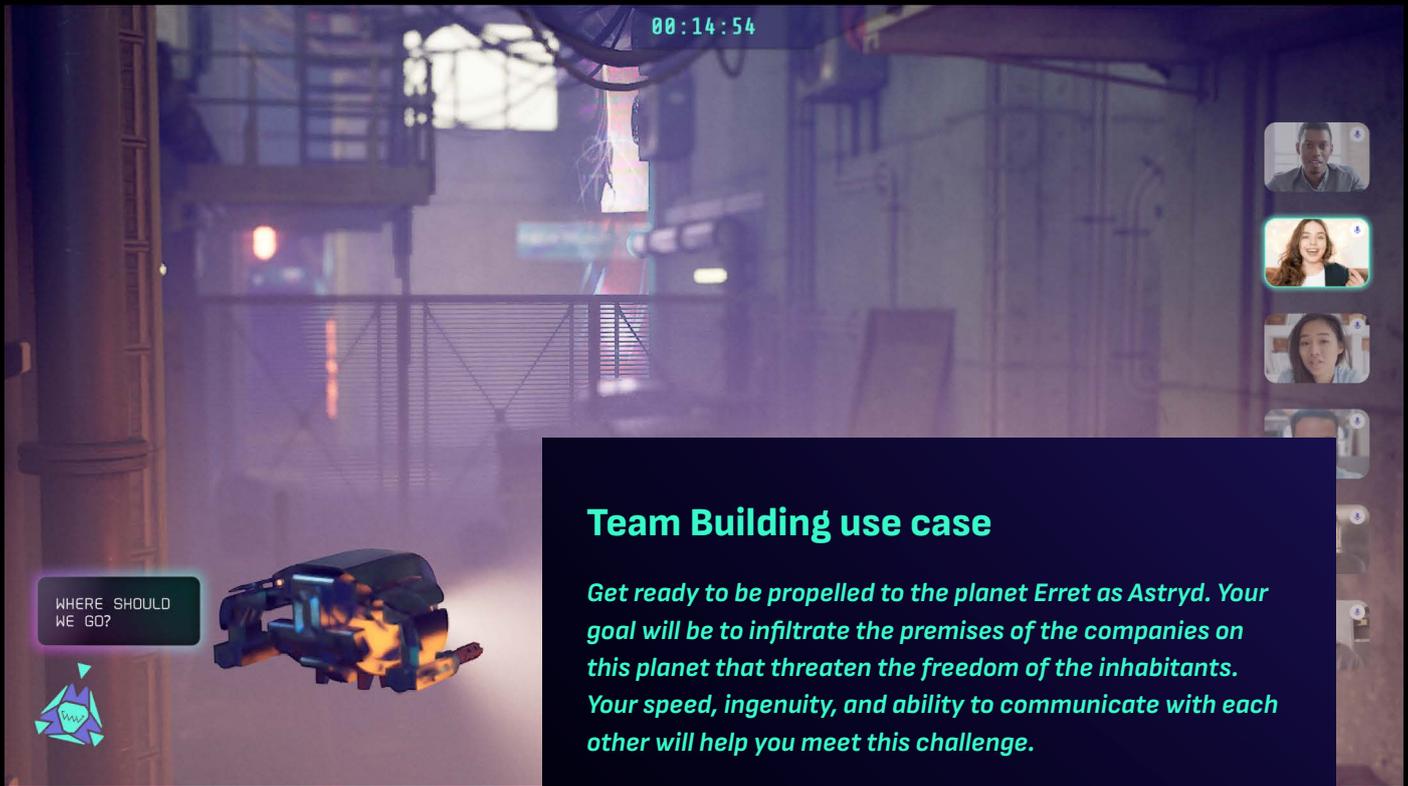
WE NEED TO FIND ALL THE COMPUTERS IN THE BUILDING



Green IT use case

Everyone has been saying it for years, but here we are at last... humanity is on the verge of extinction. But it looks like you still have one last chance to change the course of history.

In this experiment, you will have to perform different actions to try to reduce CO2 emissions. Your choices will make you realize that changing certain habits in your daily life can have a real impact.



Team Building use case

Get ready to be propelled to the planet Erret as Astryd. Your goal will be to infiltrate the premises of the companies on this planet that threaten the freedom of the inhabitants. Your speed, ingenuity, and ability to communicate with each other will help you meet this challenge.

In this adventure, you will have to learn to communicate with your team and to trust each other. It is informal moments like this that will teach the different personalities of a team to understand each other and adapt the way they communicate.

FROM A CLASSIC EXPERIENCE TO A REAL TIME 3D EXPERIENCE

New technologies such as VR, AR and real-time 3D environments have been improving steadily over the last 5 years. WWWatch is closely following these topics and these technologies are expected to take more and more place in companies (see Market & Competition section).

WWWatch wants to be at the heart of this revolution and that's why our experiences are already almost VR compatible. To create our environments, we are currently using Unreal Engine 5 which is one of the most powerful graphics engines on the market. It already allows



us to shoot videos of our experiences in the form of a virtual camera, which already gives a first glimpse of the VR's power. We have the ambition to quickly propose complete trainings and sensitizations adapted to the latest VR helmets and their controllers. This would bring the level of interaction to another level and promoting the active engagement of our learners.

“AR can bring a higher degree of attention and allow a better understanding of certain aspects.”

We are also exploring and testing experiences with AR (Augmented Reality) which is a technology that is better adapted to certain types of training. In the case where the company needs to show real objects or places, AR can bring a higher degree of attention and allow a better understanding of certain aspects.

Today, smartphones allow anyone to enjoy AR without any download and in a very simple way. To integrate them into the heart of WWWatch experiences, a simple scan of a QR Code allows us to display what we want. Make concrete blocks appear in your office to show the places where a wheelchair can't go (disability awareness), make a post-it note appear with a password on your computer responsible for the company hack (cybersecurity awareness). By combining reality and virtuality through our experiences, we play even more on this immersion and thus on the final withholding of information.



Finally, our ambition is to move from semi-interactive experiences (videos + interactions) to real-time 3D experiences that maximize user immersion. We are aware that these are not the current standards of companies, but studies show the ambition of companies to move towards this type of free and innovative environment in the coming years (see Market & Competition section). We want to be ready when this market will be at its peak and this is why we are working now on the ability to offer this type of awareness. The freedom of movement and interaction would allow to reach a higher level of immersion and gamification.



METAVVERSE OF LEARNING

By moving towards these real-time 3D experiences, we bring another brick to the WWWatch long-term vision: the learning metaverse.

A term that may seem utopian but makes sense when you look at the adoption of these technologies and the direction learning is taking.

Use the power of these technologies (AR, VR, real-time 3D) and creation tools (Unreal Engine 5, Improbable) to serve corporate learning.

A universe in which we would find a set of real-time 3D experiences on a set of subjects. Each meeting, each intervention, each mechanic would be linked to a learning experience, but the total immersion would make it entertaining, considerably increasing engagement.

An open world in which conferences on artificial intelligence would take place in virtual environments with interactions increasing the reach of the speaker's words. A place where training in Python is done through a thrilling quest and accompanied by a team formed by members from the world's four corners. A universe where every action brings us knowledge on a subject that interests us.

Imagine a LMS (Learning Management System) being transformed into a LMM (Learning Management Metaverse). A world that gathers and organizes all the training and awareness of a company in an immersive and a gamified way. A modular universe that evolves at the speed of needs and constraints. Experiences adapted to each employee according to their desires, roles, objectives and history. WWWatch wants to revolutionize learning and we want to do it through a product that will bring together all this information and offer it in the form of experiences to maximize employee memorization and commitment.

NFT UTILITY

WWWatch NFTs are the NFTs that allow you to be part of the community, participate in the development and improvement of the product and enjoy the benefits. We believe that a community is key to the success of a project if it is at the heart of its construction and if it receives rewards in return!

WATCH TO EARN

As previously mentioned, we are convinced that a community investment can bring a lot of value to a project! In the case of WWWatch, it is by providing quality content to companies that we will achieve adoption and therefore increase the inflow of cash into the model.

This is why we have set up the Watch to Earn model. Based on the same principle as Play to Earn, a wwwatcher (i.e. an NFT owner from the collection) can launch an experiment, follow it to the end, give us feedback and receive \$WATCH tokens in exchange.

In order to make Watch to Earn even more attractive and effective, we decided to make the number of participants central to the concept. This means that the fewer wwwatcher who have completed a proposed experiment, the more \$WATCH tokens they will earn.

The level of the NFT will also be a factor influencing the gain of each of the wwwatchers, but we will see that in detail in the next part!

As you can see, the Watch to Earn rewards the most efficient wwwatcher to ensure the quality of the proposed experiences. But how will these earnings be distributed? Where will they come from? What will the NFTs of the wwwatchers be used for in this model?

This is where the Web 3.0 aspect comes in. When creating an experiment, a staking pool will be associated to it with a certain number of \$WATCH tokens inside. In order to launch the experiment, the wwwatcher will have to stack his NFT. It is only once the experience is finished and the returns are made that he unlocks the rewards linked to this staking pool.

Concretely, the player will have to stack his NFT to launch an experiment. When the experiment is finished, a transaction will be sent to the Smart Contract which will unlock the rewards for the staked NFT.



XP (LEVEL OF NFTS)

WWWatch NFTs are not only NFTs with fixed characteristics, you will have the possibility to make your NFT evolve with the help of levels!

Gaining experience and leveling up your NFT will allow you to multiply your rewards.

How do I earn XP?

You will be able to gain experience throughout the WWWatch ecosystem:

- By following different experiments and allowing them to be improved, you will earn a certain amount of XP. The amount of XP you earn will depend on the experiment in question and your ability to make relevant feedback.
- Missions with a social objective (i.e. The Mission) will also be a very important way to get XP. This could be tweet interactions, event participations or personal initiatives.

What are the different levels?

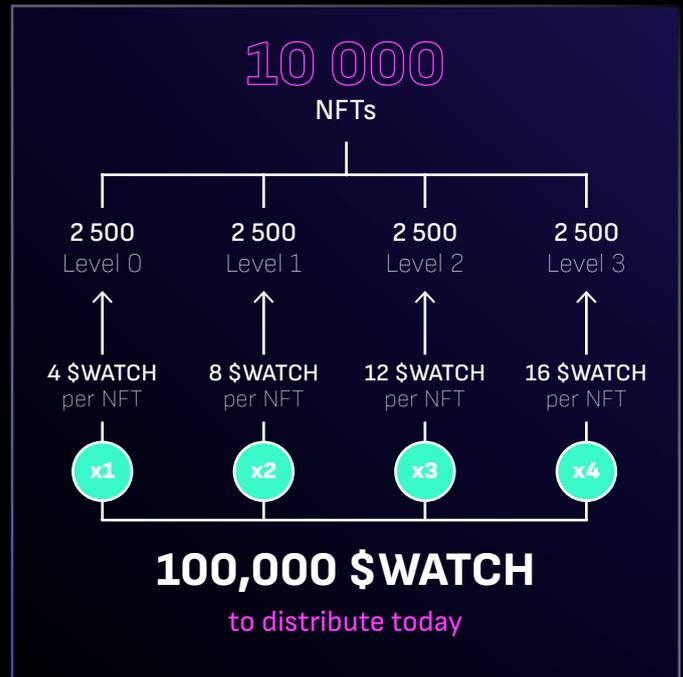
At the time of the mint, your NFT will be attributed to you with Level 0 (NOVICE). It will then be possible to upgrade it through Level 1 (COMPETENT), Level 2 (PROFICIENT) and finally Level 3 (EXPERT). The higher your level, the more rewards you will receive:

Level	Multiplication factor of the Watch 2 Earn
Level 0 (NOVICE)	x1
Level 1 (COMPETENT)	x2
Level 2 (PROFICIENT)	x3
Level 3 (EXPERT)	x4

- A Level 1 (COMPETENT) will receive 2 times more \$WATCH than a Level 0 (NOVICE).
- A Level 2 (PROFICIENT) will receive 3 times more \$WATCH than a Level 0 (NOVICE).
- A Level 3 (EXPERT) will receive 4 times more \$WATCH than a Level 0 (NOVICE).

The rewards you receive depend on the level of NFTs you have and the level of NFTs of others! The more NFTs you have and the higher their level, the more \$WATCH tokens you will receive.

Let's take an example with our collection of 10,000 NFTs and 100,000 \$WATCH to distribute:



How do I level up my NFT?

At each level, the user will have to collect enough XP to go to the next level. Once the necessary amount of XP is obtained, the NFT holder will have to use his \$WATCH tokens to level up his NFT. The higher the level, the more XP and \$WATCH it will take to level up.

Level	Minimum XP level	\$WATCH cost
Level 0 (NOVICE)	0	0
Level 1 (COMPETENT)	10 000	1 500 \$WATCH
Level 2 (PROFICIENT)	100 000	15 000 \$WATCH
Level 3 (EXPERT)	1 000 000	150 000 \$WATCH

The figures given in this table are indicative and may be modified at the launch of the levels to be in agreement with the XP distributed according to the missions.

Factional benefits

Each NFT/faction has its own story that may or may not fit you depending on your personality. Indeed, we used process communication and other personality tools to find 4 types of factions that best fit the different profiles in our community.

As stated in the Overview section, our ambition is to eventually bring these designs to life so that you can embody them in the learning metaverse that we will have developed. As far as levels and experience are concerned, each faction will have its own perks that you can activate if you have one. Here are the advantages by faction:



THE MYLITIAS

Mylitias were created for those who consider security and preservation of the system to be essential.

PERSONALITY TRAIT:
Strategist, Conqueror, Authoritarian

ADVANTAGES:
They will be announced soon

Hint: The Mylitas' strategic mind could help them earn more XP



THE PYRATES

The pyrates were created to try to create a large family with the same values. Despite the fact that they often roam alone, they know they can count on each other.

PERSONALITY TRAIT:
Protective, Popular, Sociable

ADVANTAGES:
They will be announced soon

Hint: The sociable spirit of the Pyrates could make them earn more XP



THE BIOLOGYSTS

The biologysts were created to unite those who consider biodiversity as the health of the species. As more and more wildlife disappeared, the faction grew larger and larger over the years.

PERSONALITY TRAIT:
Idealist, Calm, Enthusiastic

ADVANTAGES:
They will be announced soon

Hint: Biologyst's enthusiasm could help them increase their XP each week



THE RECYCLERS

The recyclers were created to fight against overconsumption. They are now 100% independent in the creation of their equipment.

PERSONALITY TRAIT:
Curious, Creative, Spontaneous

ADVANTAGES:
They will be announced soon

Hint: The Recyclers' creativity could allow them to earn XP without doing anything

BENEFITS BASED ON RARITY



Each NFT has a rarity score based on the rarity of each of its attributes. In order to provide the community with an even more fun experience, we decided to give advantages to holders based on the rarity of their NFTs.

It is important to note that NFTs have fixed attributes, but also attributes that can evolve like Level!

What are the benefits of scarcity?

To distribute the different benefits, we have classified the rarities into 4 main categories:

- LEGENDARY: rarity between 1 and 10
- EPIC : rarity between 11 and 100
- RARE : rarity between 101 and 1000
- UNCOMMON : rarity between 1001 and 3000
- COMMON : 3001 and above

Thus, depending on the category of rarity, an NFT will be able to receive a more or less important experience bonus each week in addition to the experience already gained. The rarest NFTs will therefore be able to take advantage of a considerable advantage to hope to make their NFT evolve as quickly as possible.

Rarity	Rarity level	Bonus XP per week
Between 1 and 10	LEGENDARY	+250 XP
Between 11 and 100	EPIC	+150 XP
Between 101 and 1000	RARE	+100 XP
Between 1001 and 3000	UNCOMMON	+50 XP
3001 and above	COMMON	+0 XP

The figures given in this table are indicative and may be modified at the launch of the levels to be in agreement with the XP distributed according to the missions.

Access to private sales

NFT holders will also have the advantage of being able to participate in the private sale of the \$WATCH token and thus have the opportunity to acquire it at half the price of the public sale.

It is important to remember that the \$WATCH token will be at the heart of the WWatch ecosystem, enabling the transfer of value between companies and the community.

MARKET &
COMPETITION
MARKET &
COMPETITION

MARKET & COMPETITION

MARKET

Professional training

The global corporate training market was valued at \$333 billion in 2019, and is expected to reach \$487 billion by 2030, registering a CAGR of 8.0% from 2021 to 2030.

The growth of the corporate training market is expected to increase over the forecast period, owing to the rising need for workplace learning. Moreover, emergence of online training modules is expected to drive the growth of the corporate training market in terms of value sales during the forecast period.

European market

Technavio's "Corporate Training Market in Europe Growth, Size, Trends, Analysis Report by Type, Application, Region and Segment Forecast 2022-2026" predicts that the size of the European market will grow by \$11.79 billion between 2021 and 2026, expanding at a CAGR of 7.31% during the forecast period.

American market

U.S. training spending crossed the \$100 billion mark for the first time in 2021-2022. Up 10 percent to \$101.6 billion, the jump was fueled, in part, by a significant increase in large corporate budgets, inflation and organizations continuing to invest in virtual training technologies in the post COVID-19 pandemic environment.

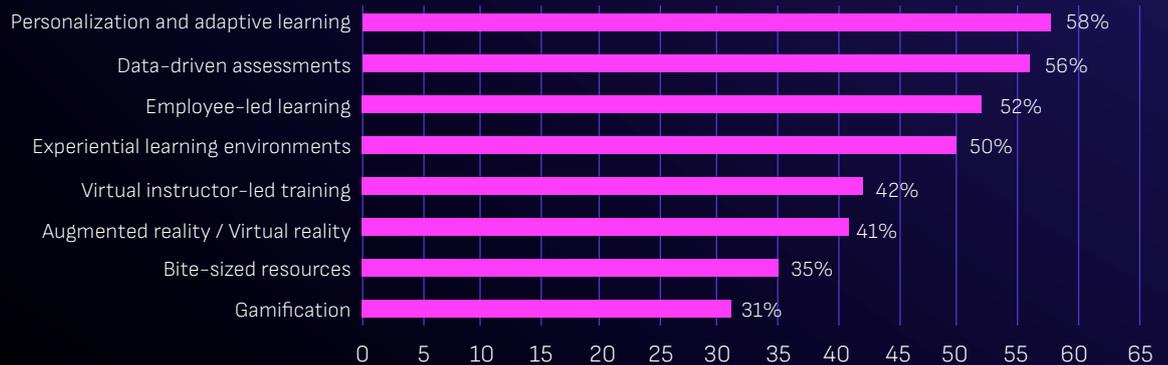


Emerging trends and forecasts

We note that the various emerging trends in training that companies expect include

- Personalization and adaptive learning (58%)
- AR/VR (41%)
- Experiential learning environment (50%)
- Gamification (31%)

EMERGING TECHNOLOGIES AND
NEW APPROACHES LEARNING AND
DEVELOPMENT PROFESSIONALS ARE
EXCITED FOR



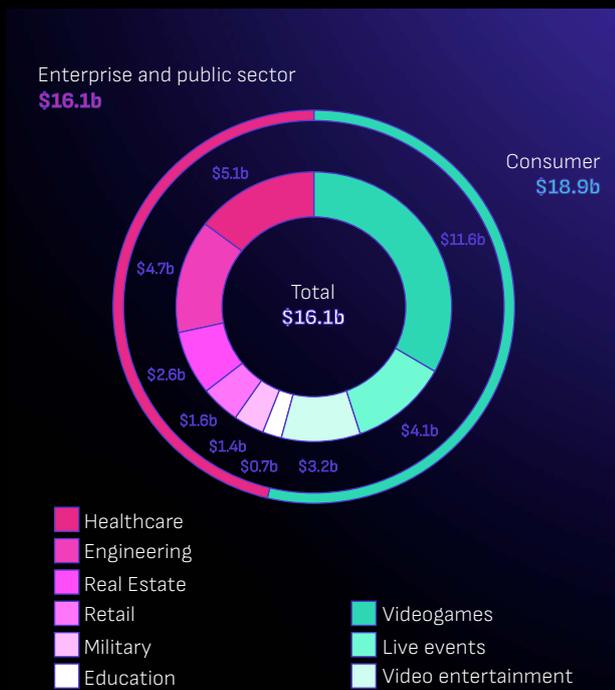
WWWatch fits into these different boxes and is therefore in phase with the next evolutions that the training market is likely to undergo.

Personalization and adaptive learning is the emerging trend that professionals are most excited about.





VR & NEW IMMERSIVE TECHNOLOGIES



Augmented reality (AR) is a unique technology that allows people to have an interactive experience in a real-world environment where real objects are presented either through various sensory modalities or through computer-generated perceptual information.

Unlike AR, virtual reality (VR) can be experienced through devices that allow people to fully immerse themselves in simulated or non-realistic environments.

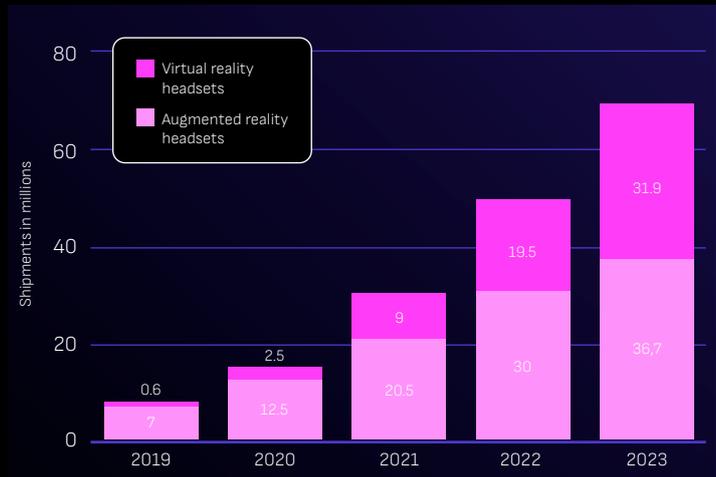
AR and VR will be at the heart of digital transformation, and spending by individual businesses and consumers will increase by an additional 80 percent.

Personal and consumer services will drive this growth, with \$1.6 billion, followed by retail and discrete manufacturing. AR is expected to surpass VR market spending as early as this year or next.

The gaming and entertainment segment accounted for the largest revenue share of over 50% in 2022 and is expected to dominate the global VR headset market.

Market size

According to research from the International Data Corporation (IDC), the VR and AR market reached €15.5 billion in 2022, achieving a five-year annual growth rate (CAGR) of 77.0% through 2023.



The evolution of the VR & AR market

The impact of 5G on mobile applications will be significant, as will its impact on AR and VR, especially AR. By default, AR and VR, especially AR, require high data transfer, even over the cloud, processing and virtual image formation. This will improve with the introduction of 5G support on more mobile and Internet devices.

In addition to 5G, WebVR is already increasing the adoption of virtual reality. For one thing, WebVR allows users to watch VR and AR content without having to download native apps to their cell phones or computing devices. In fact, it allows users to experience VR and AR on Google Chrome, Mozilla Firefox and other web browsers.

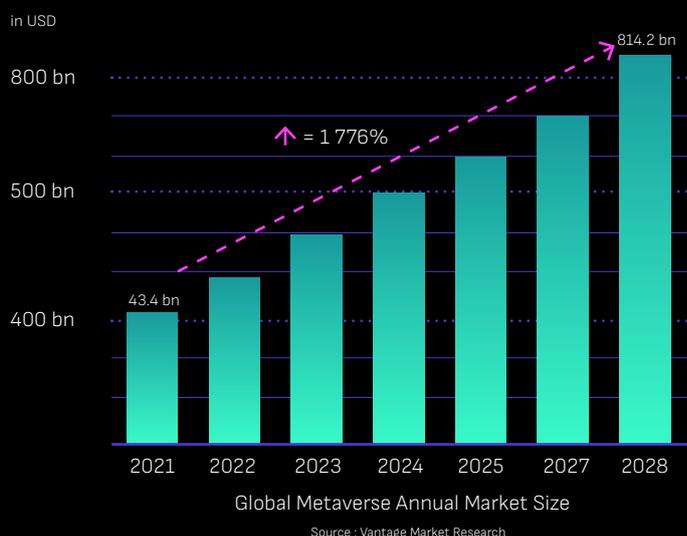
VR/AR treatments, learning and training

Currently, the use of mixed reality is increasing in the health, education, business and tourism sectors, even during the coronavirus pandemic. For example, in the healthcare field, it is being tested or implemented in virtual therapy and surgery at home. In this case, it is used alongside other technologies such as video, sensors and monitors.

In the field of education and training, VR and distance AR training systems are increasingly being used during the COVID-19 epidemic, even as closures or partial economic inactivity continue. The same phenomenon is occurring in the tourism industry.

The fusion of artificial intelligence, augmented reality, and virtual reality will allow for improved personalization of VR and AR content according to customer desires. That said, about 30 million people will be using VR in the U.S. by 2021, according to a study by eMarketer.

GLOBAL METAVERSE MARKET VALUE
CAGR 44.3% from 2021 to 2028



Metavers

According to Vantage Market Research, the size of the Metaverse market is expected to explode to a total of USD 814 billion by 2028 at a CAGR of 44.3%.

Growing interests in areas such as socialization, entertainment, and creativity are the major factors driving the metaverse market worldwide.

Another factor driving the growth of the market is the benefit of business-to-business collaborations and working together in areas such as gaming, advertising, business sharing, and education/training.

Use cases, trends and forecasts

Nearly 60% of consumers are excited about moving everyday activities to the Metaverse.

Furthermore, of that 60%, 80% of people find it interesting to use the Metaverse as a new shopping experience and 72% see the education sector as one of the top areas to move towards an immersive experience in the Metaverse. This shows a huge growth potential for WWWatch as it touches this issue perfectly.

TOP 5 ACTIVITIES MOST PREFERRED IN AN IMMERSIVE WORLD COMPARED TO TRADITIONAL ALTERNATIVES, 2% of respondents

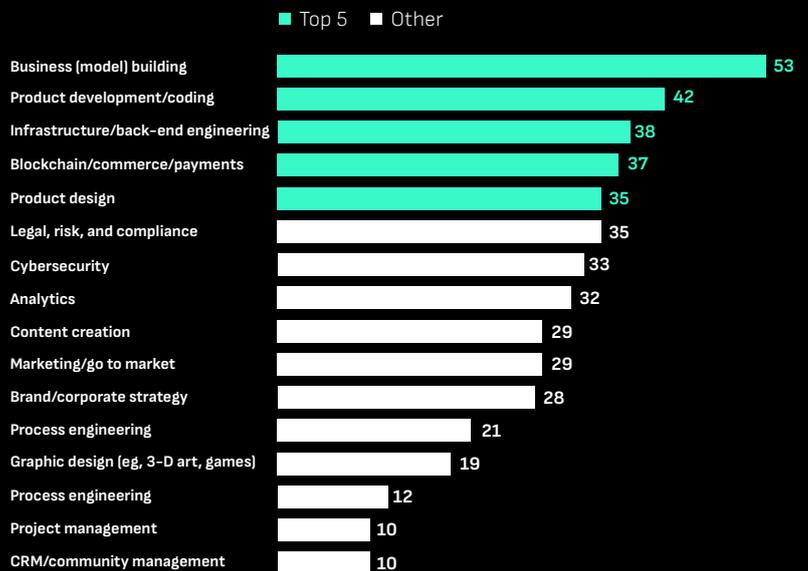


Business needs

While the metaverse is still evolving, one thing seems clear: executives' belief in its potential. One study found that 95% of executives expect the metaverse to have a positive impact on their industry within five to 10 years, and 61% expect it to moderately change the way their industry operates.

The main areas of interest are in enterprise territory with product development, blockchain infrastructure and payments. But some topics are very interesting and again show the potential of WWWatch. Indeed, cybersecurity is a major topic for the company structure as 33% of the executives think that Metaverse will be able to address these issues.

TOP CORPORATE CAPABILITIES NEEDED TO DELIVER METAVERSE STRATEGY, 1% of senior executives



1Q: What are the top five capabilities that your company needs most in order to deliver your metaverse strategy? Top 5 capabilities across industries were identified based on these most often mentioned within 'top 5' by executives (n=448).
Source: McKinsey & Company Senior Executive Survey, April 2022

Competition

Obviously, in such a promising and important market, competition is already present. It is important to understand it and to analyze it in order to identify our differentiating factors. We have chosen to analyze the 10 companies that we believe have the closest value proposition to ours.

COMPANY	IMMERSION	3D GRAPHICS	COLLABORATIVE LEARNING	VISIO NATIVELY INTEGRATED	VR/AR	PLAY 2 EARN	COMMUNITY (FEEDBACK)	SCALABLE CREATION
my-serious-game.com	+	+	-	-	+	-	-	-
reality-academy.fr	+	-	-	-	+	-	-	-
baberlearning.fr	-	-	-	-	-	-	-	-
360learning.com	-	-	+	-	-	-	-	-
seriousfactory.com	+	+	-	-	-	-	-	-
emeraudeescape.com	+	+	+	+	-	-	-	-
arkham-studio.fr	+	+	+	+	-	-	-	-
thinkovery.com	+	-	-	-	-	-	-	-
collock.com	-	-	+	-	-	-	-	-
uptale.io	+	+	-	+	-	-	-	-
wwatch.io	+	+	+	+	+	+	+	+

Thanks to this analysis we can easily observe that WWWatch has a significant number of differentiating factors. It will therefore be important to cultivate them to succeed in differentiating ourselves.

Also, we don't think that the competition is bad. The growth of the global market is very important, which leaves enough room for all players. Even if we think, of course, that we will soon have a better offer than the one on the market.

TOKENOMICS

OVERVIEW

\$WATCH is a native ESDT token on the MultiversX blockchain. The maximum offering is \$1 billion \$WATCH and it will not be revised.

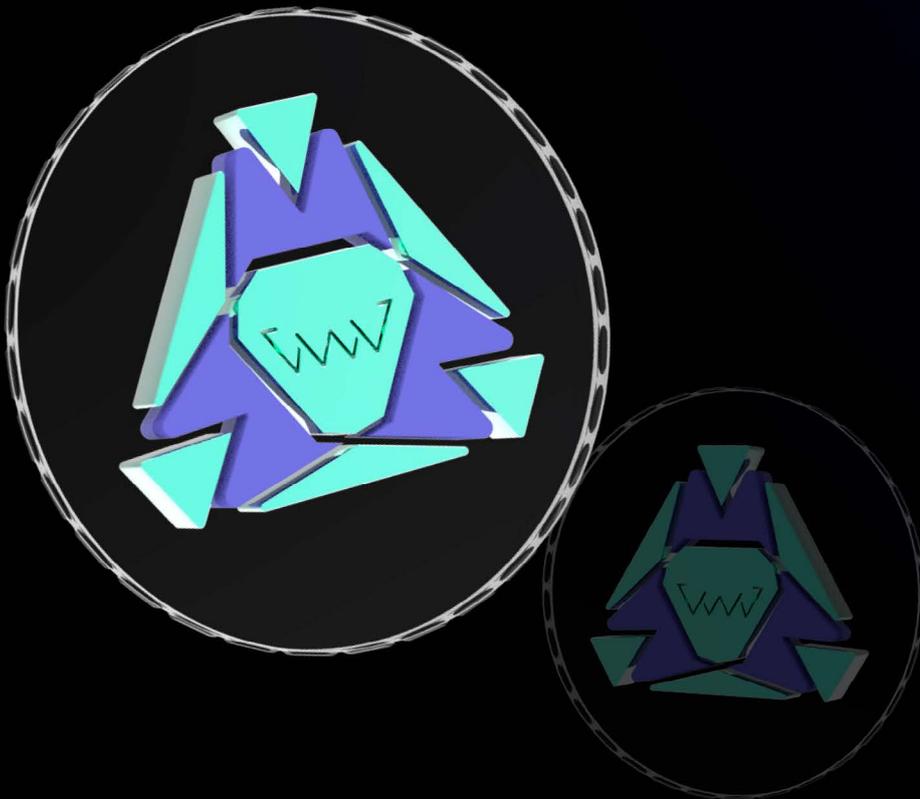
Between the content creation, the rewards that ensure the Watch 2 Earn and the companies that keep the model going in the long run, the \$WATCH token is at the center of this ecosystem ensuring the transmission of value.

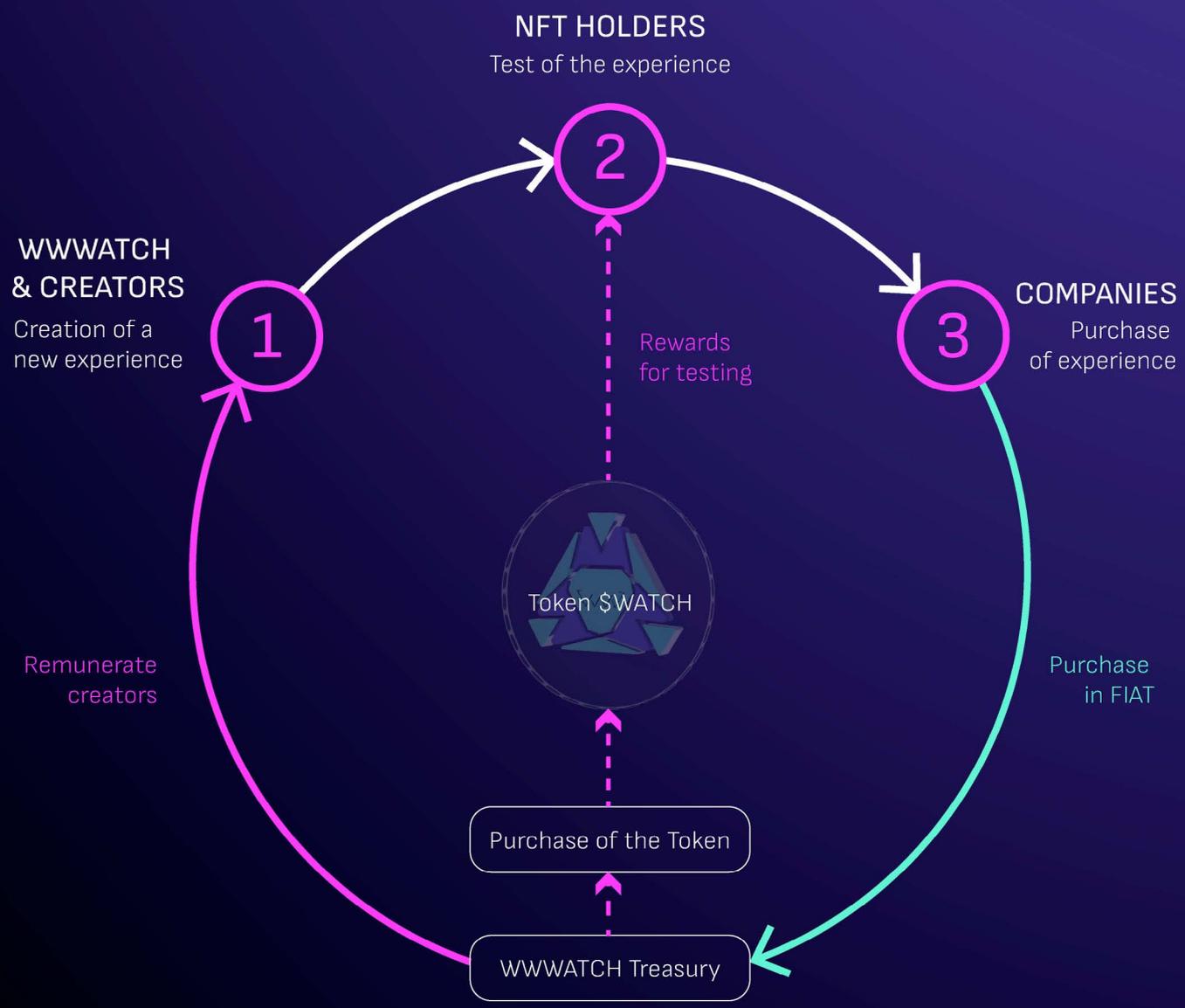
The \$WATCH token will be essential to perpetuate the model, build loyalty among wwwatchers, feed the content catalog, ensure quality content and make the community grow!

The virtuous circle we create allows us to base the value of the \$WATCH token on a healthy and sustainable source of income (cf royalties from companies). A transfer of value takes place between WWWatch, NFT holders and client companies.

TOKEN UTILITY

The \$WATCH token is at the heart of our ecosystem and has many uses at different points in the WWWatch project value chain.







Company royalties

One of the central elements of the \$WATCH Token is to link businesses to our ecosystem. Through a system of royalties on each sale made to companies, we feed the rewards. As part of this, our token will be continuously fed with real value in FIAT.



Create, sell & buy experience

In the different evolutions of the product (see overview), it will be possible to create your own experiences and sell them. For this, we will provide content creators with a set of resources that will allow them to easily create and sell experiences.



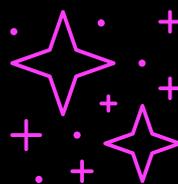
Level up your NFT

As explained in the "NFT utility" section (see above), our NFTs have changing variables that allow them to upgrade their NFT to unlock different advantages. To pass each level to improve his NFT, the wwatcher will have to pay in \$WATCH.



Accessing partners formation

As part of the learning process, we are developing a group of partners who will be able to offer training directly in \$WATCH. \$WATCH holders will be able to use them for this format on a wide variety of subjects.



Community rewards

Rewards for Watch 2 Earn will be paid in \$WATCH and will help reward the community for continually testing and improving our experiences. The \$WATCH 2 Earn will be variable depending on the level of his or her NFT, which in turn will depend on the wwatcher's involvement in the community.

SALES

Of the total \$1 billion in \$WATCH token, 24% will be offered for sale (246,500,000). We have organized the token sale into 3 rounds: the strategic sale, the private sale and the public sale.

The total amount raised has been set at \$1.4 million, an amount that is deliberately low given the current market situation and the global economy. This amount will allow us to develop all the phases of our road map in order to reach the final experience of the learning metaverse.

In addition, the three-phase sales system allows different categories of investors to enter the WWWatch ecosystem at different stages of progress with different sales conditions (limits, price, cliff and vesting).

Strategic Sales

The sales strategy concerns the early investors, they can be our family, our advisors, or members of the active community who have shown an interest in investing in the project.

- Price : 0,004\$
- % de la supply : 4%
- Tokens amount : 40 000 000
- Raise Target : 160 000\$

Public sales

The public sales will be made via a launchpad and will be for the participants of the launchpad.

- Price : 0,0080\$
- % de la supply : 5%
- Tokens amount : 50 000 000
- Raise Target : 400 000\$

Private sales

Private sales are for NFT holders of WWWatch, business angels and investment funds who wish to invest in the project. We reserve the right to make different private sales depending on the state of the market.

- Price : 0,0060\$
- % de la supply : 14%
- Tokens amount : 140 000 000
- Raise Target : 840 000\$

Listing

The listing will be done on a CEX or a DEX and will therefore be open to all.

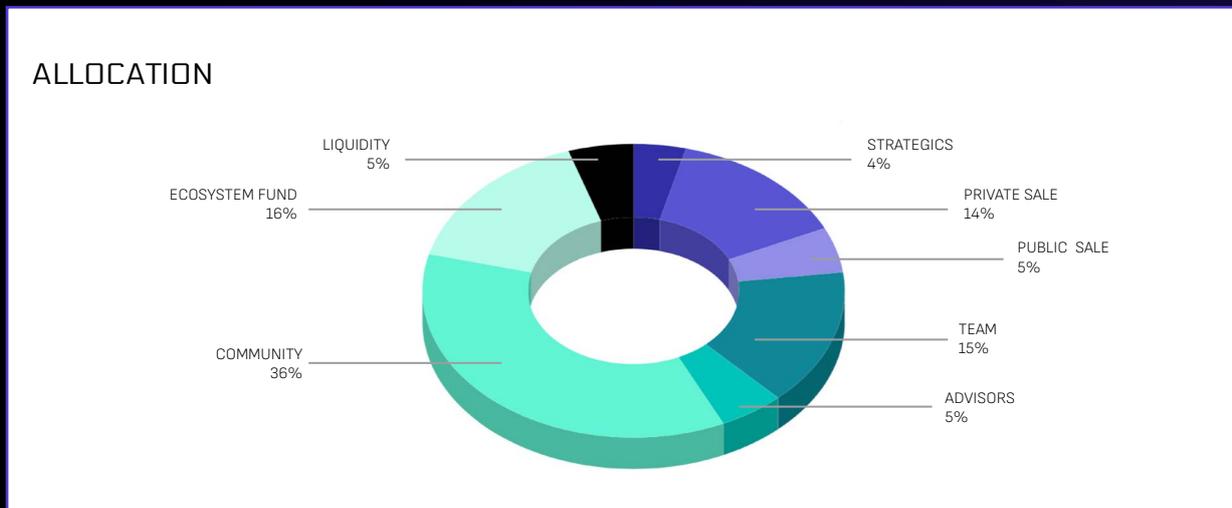
- Price : 0,008\$
- % de la supply : 1,65%
- Tokens amount : 16 500 000
- Raise Target : 132 000\$

TOKEN DISTRIBUTION

As explained above, the Watch 2 Earn mechanism is one of the strong concepts of WWWatch. That's why we have allocated 36% of our total offer to the community which is partly reserved for the rewards of our NFT holders via the Watch 2 Earn. The total amount of this most important part is equivalent to 3,600,000,000 tokens.

Furthermore, as the WWWatch project is strongly linked to the Business to Business approach, the Ecosystem Fund (linked to marketing, strategic partnership, product development, etc...) is a very fundamental block of the tokenomic. 16% of the total offer is allocated to this fund and represents 1.6 billion tokens.

A large part of the offer is also allocated to private sales: 14% (1,400,000,000). We wanted to reward our holders and early investors so that they could buy at a preferential price and invest even more in the WWWatch project.



TOKEN EMISSION & VESTING

Our first priority is to ensure the long-term viability of the WWWatch project. As a result, public investors will be protected from a sudden dumping of the \$WATCH token by participants who are only looking for quick gains.

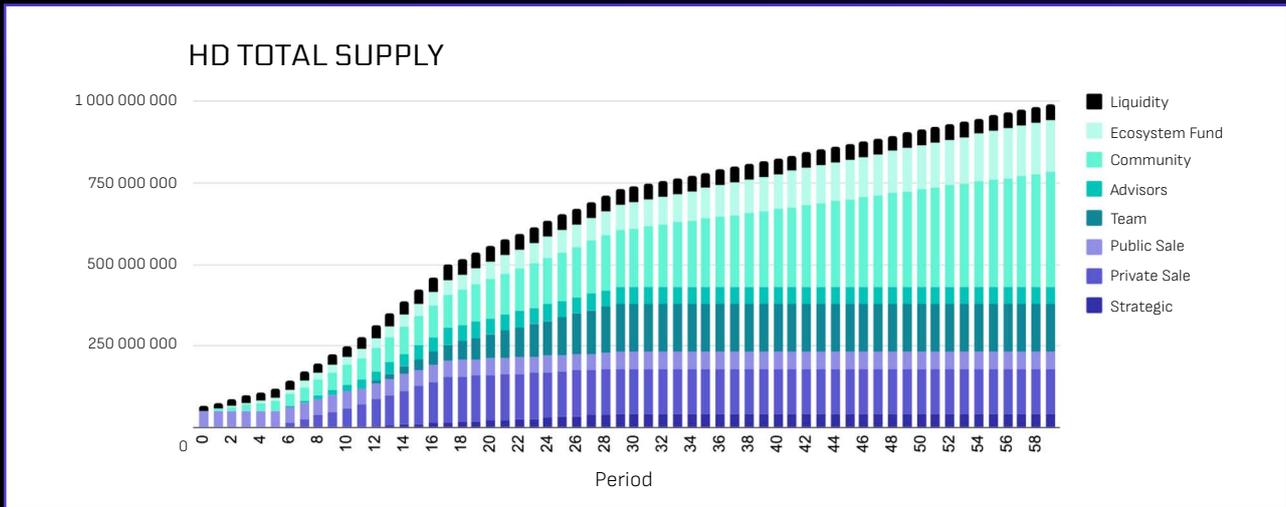
Through a strong cliff and vesting for strategic and private investors, as well as for the team, we reduce the risk of speculators and attract interested players and investors looking to invest in WWWatch.

CATEGORY	Allocation	Tokens	Cliff	Unlocked at TGE	Vesting
STRATEGICS	4%	40 000 000	12	0,00%	18
PRIVATE SALE	14%	140 000 000	6	0,00%	12
PUBLIC SALE	5%	50 000 000	0	100,00%	0
TEAM	15%	150 000 000	12	0,00%	18
ADVISORS	5%	50 000 000	6	0,00%	12
COMMUNITY	36%	360 000 000	0	1,67%	60
ECOSYSTEM FUND	16%	160 000 000	2	0,00%	58
LIQUIDITY	5%	50 000 000	0	33,00%	18
TOTAL SUPPLY	100%	1 000 000 000			

TOKEN RELEASE SCHEDULE

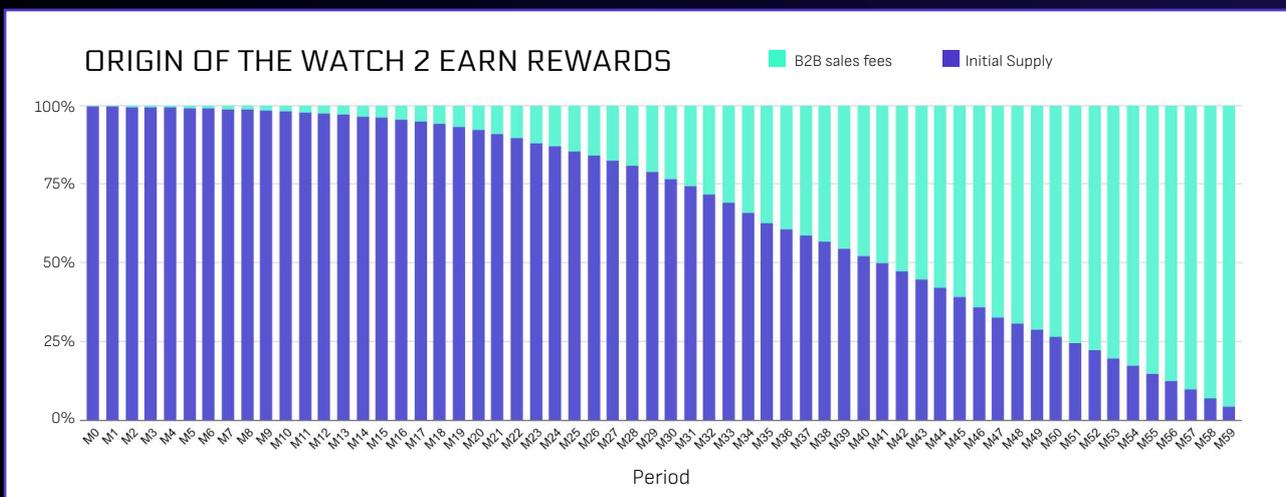
To ensure sustainability and incentive for long-term growth, \$WATCH will be released on a predetermined schedule that will last for 5 years from the Token Generation Event (TGE).

The chart below illustrates the maximum possible issuance of \$WATCH over a 60 month (5 year) period, and the total supply will never exceed 1 billion as the tokenomic was described above.



SOURCE OF LIQUIDITY

To ensure the sustainability of the Watch 2 Earn and that the value of the token is not based exclusively on speculation, the rewards will shift from the initial supply to the royalties generated by the companies.



ECONOMIC

MODEL

ECONOMIC

MODEL

ECONOMIC

MODEL

ECONOMIC MODEL

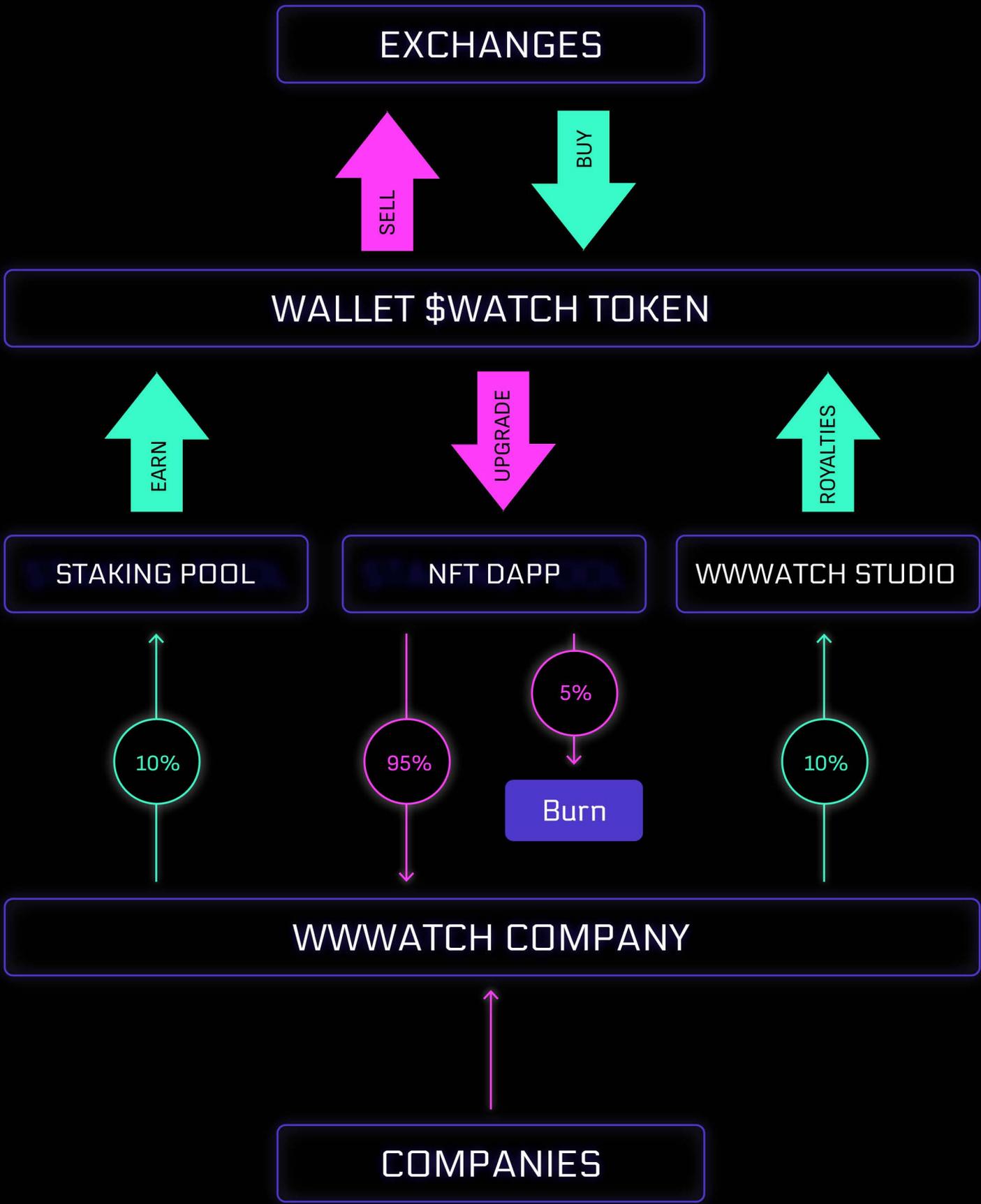
ECONOMIC

MODEL

ECONOMIC

MODEL

ECONOMIC



When a company buys an experience, 10% is dedicated to the creation of new experiences (WWWatch Studio or community creators) and 10% is added to the staking pool for future user rewards. When upgrading NFTs, 5% of the tokens spent are burned.

ROADMAP
ROADMAP

ROADMAP

PHASE 00

1. Launch of the communication (Twitter, Discord, Website)
2. Launch of The Mission
3. Writing of the white paper
4. Realization of the NFTs design
5. Realization of our first gamified experience (see overview)

PHASE 01

1. Test of the first experiments in companies
2. Mint of the NFTs collection
3. Development of real-time 3D and VR experiments (see overview)

PHASE 02

1. Release of real-time 3D and VR experiences (see overview)
2. Sale of the experiences in companies
3. Possibility of earning tokens through experiences

PHASE 03

1. \$WATCH token Private Sale
2. Launch of the Watch 2 Earn
3. Development of the learning metaverses (see overview)

PHASE 04

1. Release of the learning metavers (see overview)
2. Public sale of the \$WATCH token
3. Listing of the \$WATCH token

PHASE 05

1. Scaling of the acquisition phase of companies
2. Development of learning for schools and individuals

TECHNOLOGY

WWWATCH APP

The application allows players to join each other in a 'room', a virtual room, to start the experience.

In the rooms there is a chat and a video conferencing instance to communicate with each other.

The application will then follow the instructions sent by the GameServer and display the media and interactive elements to the players. The experiences can have different training objectives (management, team building, cyber security...) but the logic remains the same.

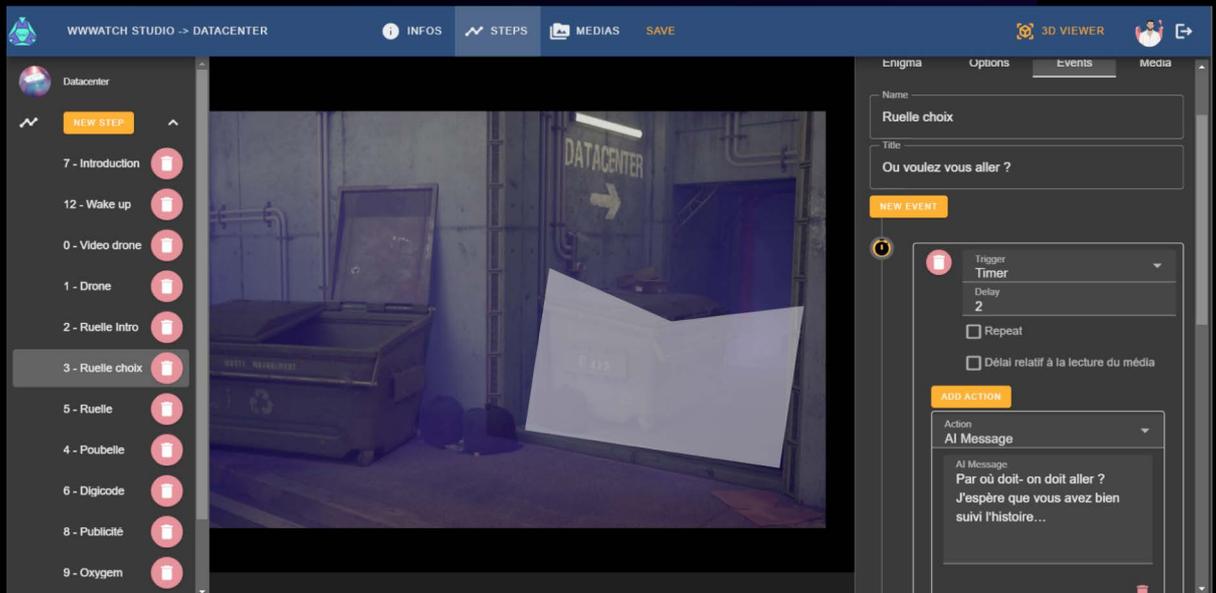
There are moments of "lore" via videos, then moments of interactions between players.

WWWATCH STUDIO

The studio allows content creators to create escape games from scratch without the technical layer. On this interface, creators can upload their media (videos, images, 3D objects, etc.) and assign them to stages of the escape game.

The studio also allows you to configure a layer that is superimposed on the media in order to add interactive elements (buttons, clickable areas, etc.). It is possible to apply CSS on the elements to style them and to animate them.

The stages are then linked together to create navigation paths in the escape game and build the story.



MultiversX

MULTIVERSX (EX ELROND)

WWWatch is one of the first projects to use the MultiversX blockchain, for the use of its NFTs but also for its \$WATCH tokens. The project also uses several Smart Contracts for the distribution of NFTs, the Watch to Earn, the evolution of NFTs, which have been coded in Rust. WWWatch uses a hybrid on-chain and off-chain architecture, to ensure agility and speed of the model while guaranteeing the transmission of value within the ecosystem. The designs of our NFTs are stored on IPFS to ensure that players, marketplaces or any other entity have unconstrained access to the NFTs.

The choice of the MultiversX blockchain has been carefully considered and we believe that it is the one that best aligns with WWWatch's values and vision. Whether technologically, strategically or ethically, here are the points that we feel are most important today:

- Scalability: 15 000 tps
- Secure: 3200 nodes / Secure Proof of Stake
- Optimized UX : Xportal
- Carbon negative
- Cost : 0,01\$ per transaction
- European payment processor

The recent orientation of the blockchain by specializing on the metaverse confirms our choice, it has the ambition to become the blockchain that offers all the tools necessary to build a metaverse. WWWatch's ambition is to become the metaverse for corporate learning, which is totally in line with our vision.

UNREAL ENGINE 5

We currently use Unreal Engine 5 (UE5) to create the environments for our experiences and soon the WWWatch metaverse. Available in its final version since April 2022, it is one of the most powerful graphics engines on the market. The best video game studios use it and many games such as Fortnite Chapter 3, Gears of War 6, Dragon Quest XII or Mafia 4 will switch their development to it.

We will use UE5 in all phases of the product development (see overview). At first, we will use UE5 to shoot immersive videos inside. Then, we will use it as a game engine to produce our VR experiences before finally building our metaverse and gathering all our experiences in an open world.

OUR ARCHITECTURE

The game is just the tip of the iceberg. Our experiences are articulated around a file that “describe” the whole wwatch experience.

Experiences are tailored from the wwatch studio, motorized with the game-server and displayed on wwatch-frontend.

We built the wwatch studio to provide a tool for all creators so they can build their own experiences.

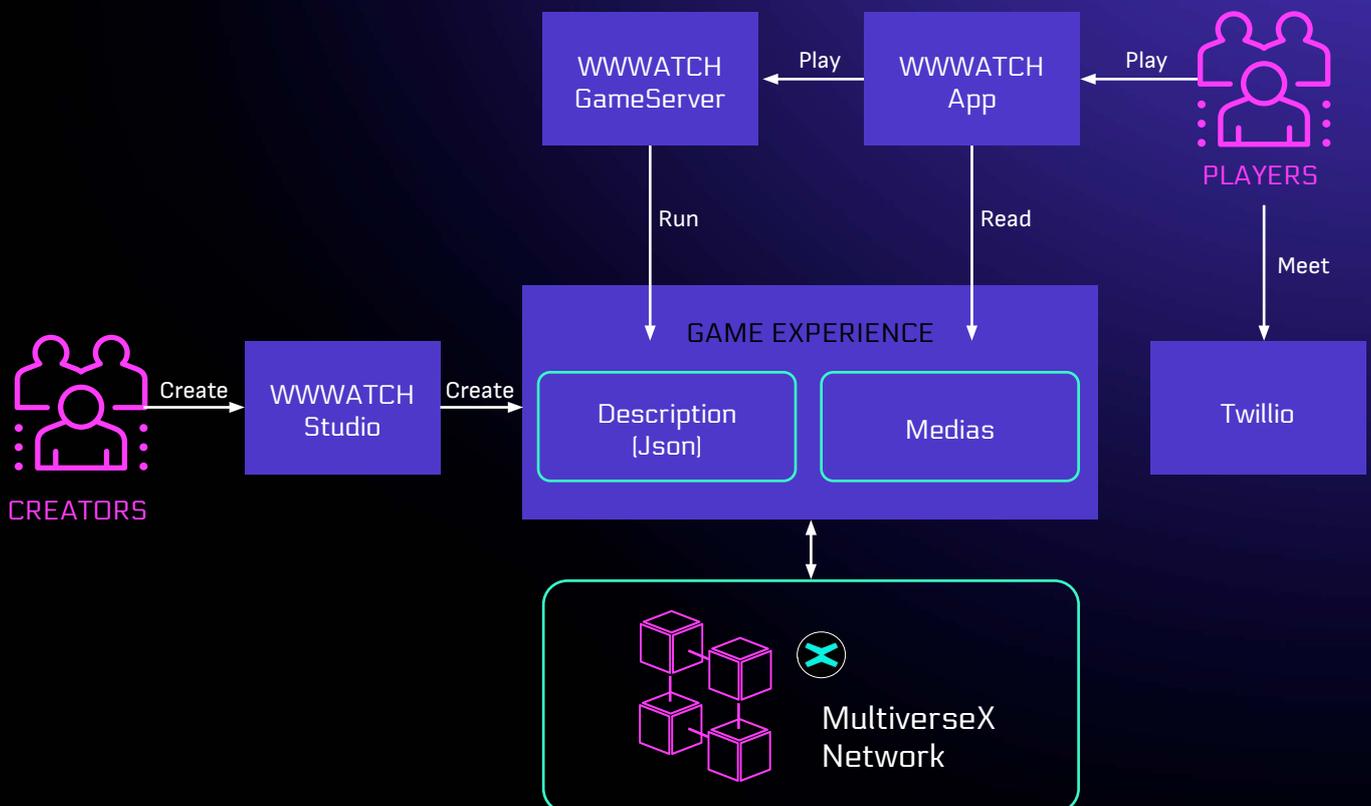
They can define each steps of their experiences. They just have to throw their medias (image, 3d model, video ... etc), craft their enigmas and link each stages of their stories to provide a rich and full experience.

The wwatch studio also provide tools to create user friendly dynamic interfaces that will be used to create dynamic and interactive enigmas.

The result is contained in a JSON file that describe every aspect of a WWWatch experience, medias can be hosted on S3 or IPFS.

This type of format will allow creators to build a NFT that hold the JSON description of an experience that links needed medias. The creator will therefore be rewarded each time his experience is sell through royalties it has embedded in the NFT.

WWWATCH SAAS PLATFORM





Mehdi is passionate about all kinds of graphic creation. After studying real time 3D for 4 years at Objectif 3D, he joined the video game development studio 3Dduo.

Curious and always looking for new ways to spread emotions, Mehdi is constantly looking to innovate through his 3D environment creations. It is without hesitation that he joined the WWWatch team with the objective of creating a new unique and immersive experience.



Benjamin is a senior environment artist working for over 5 years in the video game industry. After 2 years at Cloud Imperium Games in the UK, he joined Wolcen Studio then 1047 Games. He participated in the creation of the environments of Star Citizen, Wolcen, Lords Of Mayhem or Spligate.

A programmer in his spare time, he also contributes to the 3D community by developing plugins to simplify the life of 3DsMax and Unreal users. Fascinated by the tech world, it is natural that he joined the web 3 industry to design the escape games of WWWatch.



Samuel is a serial entrepreneur with expertise in project management and digital marketing. Never satisfied, after launching Brentt, MyCvAdvisor and WWWine he is now the co-founder of WWW studio to sign WWWatch. With the WWW studio he wants to bring a design touch worthy of the greatest creative studios.

Originally an expert in growth marketing, he is a specialist in all digital media. From the creation of the website through the management of advertising the platform to community management it is he who is behind the entire communication strategy of WWW studio.



William has been a front-end developer for a dozen years. He started as a graphic designer, and now focuses on design and animations! His artistic touch makes him an exceptional front-end developer. He never stops learning about different technologies.

Expert in Three JS, he particularly likes to develop interactive 3D spaces to make the user experience even more immersive. He has been passionate about blockchain and all its possibilities for the past 10 years. He is the man behind the front end of Elrond Trees, WWine, Battle of Nodes and now WWWatch.



Stéphane is a 42 years old software architect with more than 15 years of experience in development. He has always been a fan of new technologies, so it is quite natural that he has been interested in blockchain for more than 7 years.

After having been part of the technical management of several large French groups, he joined the WWine project and then took the technical lead of the WWW studio. His great experience in e-commerce and his passion for web3 and blockchain make him an outstanding developer.



Yacin is a data science entrepreneur with a passion for blockchain and web 3.0. He first did a double degree in engineering and business school, writing a thesis on "How big data can improve customer experience". He then worked on AI models in various large companies such as Atos, Disneyland or Bymycar to finally co-found Brentt, MyCvAdvisor and World Wide Wine.



Thomas is a 22 year old fullstack developer who has been passionate about tech since his childhood. After having spent 3 years in IT support at Royal Canin and 1 year in a telecom operator, he decided to launch himself as a freelancer.

True self-taught, he never stops learning new languages to be today an ultra talented full stack developer. It is natural that he joined the WWWatch founding team to build the interactive Dapp for our Escapes Game.



Rémi is a 23 year old freshly graduated materials engineer. Passionate about the philosophy and technology of cryptocurrencies for more than 4 years, he finally got interested in NFTs thanks to the Elrond network.

Passionate about wine, he joined the World Wide Wine project where he is the initiator of the NFTs classification system WWWine.

His outstanding scientific and mathematical mind make him an asset for the development and improvement of tokenomics and mechanisms around WWWatch NFTs.

His communication skills also allow him to establish many contacts and partnerships with both NFTs projects and external IRL actors.

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IF YOU HAVE PURCHASED WWWATCH TOKEN, YOUR PURCHASE CANNOT BE REFUNDED OR EXCHANGED.

TURN EVERY
LEARNING INTO

AN EXPERIENCE

