



Internet 5.0



@SITEnetwork.io

Welcome to SITEnetwork

A global network of immersive experiences that
unlocks the hybrid economy through AI and the
blockchain

Social
Immersive
Twin
Economy



Table of Contents

01 Opportunity

02 Solution

03 Market positioning

04 Business Model

05 Xpedition Tokenomics

06 Partners, Roadmap and Team



On the cusp of the **Hybrid** economy



The vision for the metaverse has been around over 30 years since Stephenson coined the idea in his iconic book - Snow Crash. In this period, technology, economics and infrastructure have been rushing to catch up.

The characteristics of the metaverse are compelling: a **S**ocial experience where you can develop your own identity, an **I**mmersive experience that satisfies the brain's desire for 3D interactions, a digital **T**win structure that allows you to extend and enhance the real world and a set of experiences developed into an **E**conomy bounded only by imagination.

When these capabilities are aligned to eCommerce, Tourism, the Creative Arts and Education sectors, the resulting hybrid economy is estimated at over \$5tn by 2030.

Recent developments in access to content delivery (game engine streaming of VR environments through the browser), XR consumer engagement (following Meta's rebranding and investment), head mounted displays (low cost units such as Meta Quest 3, and Apple's VisionPro) and immersive worlds (such as Fortnite, and Decentraland) bring the market to a point where the metaverse is on the tail end of the hype curve and is ready for mass engagement.

Until now, however, there has been no end-to-end platform developed to provide the basis for this new experience economy, built to overcome the current constraints of the internet, open to all service providers and developers, that provides a secure and safe environment, and that is underpinned by a common currency that will provide low-cost, friction-free global trade.



Executive SUMMARY



SITEnetwork is an ambitious project to create a global network of immersive worlds oriented around tourism. Each world addresses the current limitations of the internet, offers compelling experiences, addresses key issues such as over-tourism and sustainability, and create new opportunities for products and services and accelerate the development of the global hybrid economy.

The worlds are made up of our own environments, based on a twin environment of a well-known location with Metinburgh (Edinburgh) and Mayaverse (Mexico) as the two initial worlds, and MetaDelhi following up, as well as partner destinations such as Metahattan™ that share our open ethos. These environments can be seen as digital cousins of their real-life counterparts – providing an anchor point for users to engage in a range of experiences. The platform also provides an entry point to a collection of existing immersive experiences which will accelerate user onboarding.

The experiences will initially be focused on tourism and will be complemented by events, ecommerce and education. Throughout the worlds, venues will be able to market to a global audience, create historical and entertaining experiences that cannot be delivered by the traditional venue alone, and offer new merchandising for products and services. Development of the network will be achieved by leveraging digital pioneers who will incrementally build out the cities and will be rewarded for their engagement.

SITEnetwork is being developed on an 'open platform' philosophy with the initial priority of enabling users and partners to develop their own content, facilitating unlimited growth. At the same time, the core experiences will be curated by our team to ensure the quality of the initial worlds. The platform will attract creators and influencers offering greater scalability, awareness and revenue share than traditional systems. SITEnetwork is a web-based platform, facilitating simple and reliable access from any internet-enabled device, from browsers to VR/AR headsets to mobile phones. The core technology platform leverages established providers ensuring a fully deployable technology readiness level.

SITEnetwork will work with partners to set the standards including interoperability, security and identity policies allowing for a myriad of opportunities all on a single platform. Key partners in support of the program include Enjin, and the Camino network, regional tourism bodies – ASVA (Scotland) and Sedetur (Mexico).

In order to drive a low cost of transaction across the network, SITEnetwork is launching the Xpedition(XPED) token. This token will be the primary method for trading goods and services – and it will also be used to reward users and partners who take an active role in developing the network. A Founders Token is also being launched that provides a range of unique benefits to its holders.

Our goal is to build a community of 1m users and the business will be based upon a freemium subscription model, with additional revenue streams from advertising, affiliate marketing, digitally twinning real-world assets, digital products / services and land leases. In combination these create the funds to operate and develop the proposition, promote tourist experiences and subsidise events.

In summary, stakeholders will have huge potential to influence the direction of SITEnetwork – the next evolution of the internet, and be part of the growth of a global phenomenon.

Market OPPORTUNITY

The concept of metaverse is gaining traction and is represented by the recent emergence of immersive, mixed reality experiences. They allow you to travel anywhere, instantaneously, and take part in an environment that can directly reflect the real world or is an extended idea of it. It can mimic the natural world and it can break the laws of physics.

It is fundamentally social – where interaction with other people is core to the experience. Within these worlds, you can own, develop and share your identity and carry this identity with you.

It opens the door to creating tourism and events memories from the real world combined with virtual experiences. These can be shared, celebrated and recalled at any time.

It allows you to view products, buildings, people in 3D – bringing you closer than can be achieved via traditional eCommerce. Transactions are able to be social and it opens the door to a new market of digital goods and services.

It provides a context for learning which is more compelling than traditional content – bringing history, culture and heritage to life and enabling you to interact and question.

In combination, these attributes allow for the creation of new markets with new products and services, provide the ability to upsell and cross-sell existing products, and expand markets to provide access to individuals on a global scale.

Immersive worlds and the corresponding
Metaverse are coming and they are going
to be very significant

\$5->8TN

Metaverse Market Size
(Goldman -> McKinsey)

\$280BN

Metaverse eCommerce

\$24BN

Metaverse Training

\$13BN

Metaverse Tourism

\$7BN

Metaverse Entertainment



Current Web LIMITATIONS

The impact of the web is undeniable – with over 58% of the planet (4.6bn people) being active internet users. However, despite the evolution of the web from its roots in document sharing, there are a number of challenges that cannot be solved by the web in its current form. In short, it is solitary, transactional, fragmented, and two dimensional. SITEnetwork is unlocking a new layer of potential by addressing these current challenges.

- 1) **Solitary:** The current internet currently offers experiences that are solitary – aside from messaging apps, most communication is asynchronous. The idea of ‘going to an event with friends’ on the web just doesn’t happen. The whole experience is an arms-length engagement.
- 2) **Transactional:** a large proportion of the web follows a search, explore, fulfill model. Sites built on an advertising model try and keep your attention, and the rest are trying to take you through their funnel to make a sale. This is not a solid foundation for relationships.
- 3) **Local commerce:** use of credit card payments is possible through most eCommerce sites, however the cost of the transaction and the opaque exchange rate costs create cross border eCommerce friction. Blockchain solutions have started to make an impact here but have had limited impact when competing with legacy payment providers.
- 4) **Feature led sales:** Most eCommerce platforms use a combination of features, recommendations and reviews to encourage the sales process. Chatbots may appear but have limited interaction. There is no room for the ‘traditional’ socially assisted sale to provide a more personalised, interactive buying experience
- 5) **Identity:** Most sites have little concept of who you are, and offer limited personalisation irrespective of the time invested in them. There is no concept of a developed identity – which may include inter-operable digital products – that can traverse across sites. Tracking of ownership is only loosely carried out by a small number of blockchain based propositions.



The existing limitations
of the internet lead to
untapped opportunity



SITEnetwork SOLUTION

The crucial enabler of the SITEnetwork is its Xpedition (XPED) token, which is the foundation of the immersive economy, creates liquidity for the industry and reduces the friction of cross border commerce. It unlocks the sale of digital products, and enables ownership transparency / immutability with transactions being recorded on our public blockchain. Xpedition has been selected as the name given the platform focus on tourism.

Real World Assets: SITEnetwork will enable tourism venues to monetise physical assets, raise funding for specific experiences and allow visitors to have a stake in the destinations that matter most to them.

Digital products: The platform allows for trading of products such as avatars, fashion, land, and equipment. It also allows for participation in game play, access to hybrid activities such as challengers, trails and adventures which could earn rewards in XPED. For the hybrid economy, it will support ticketing and proof of authenticity on unique products.

Xpedition will also be used to provide rewards that encourage the development of the SITEnetwork. From educational courses, creative / artist engagement in building out the environment, community development, the XPED token provides a mechanism to get users to actively participate in the ecosystem.



Explorer Adventure

An example of the opportunities of hybrid economy will be demonstrated by Explorer Challenges - the ultimate challenges in tourism. They require the completion of multiple challenges, trails and adventures across the SITEnetwork and combines real world engagement with metaverse experiences - all underpinned by the token.

What if tourist venues
could crowdfund and
create advocates that
share in their success?



SITEnetwork

INDICATIVE USER BASE

Solution

02

The numbers provided here illustrate our current **2024** estimates of target market segments.

The market is forecast to grow at a CAGR of c.20-40% between 2023 and 2030.

c. 3m



YouTube 360 Subscribers

c. 5m



UK Gen Z who are interested in Metaverse eCommerce

c. 4m



People who have done a MOOC training and have a HMD

c. 3m



Tourists to Scotland / Quintana Roo who are looking for digital tourist products

c.2m



UK Music tourists attending streaming events

1m

Our goal is to achieve a subscriber base of 1m users by **2030** across the network

These goals are attainable based on our confirmed destinations



Tourism venues will be able to demonstrate what they have to offer, without limitations of physical space.

Empirical reseach and our own focus groups show an increase of 33% in real world footfall and interest after a virtual experience.

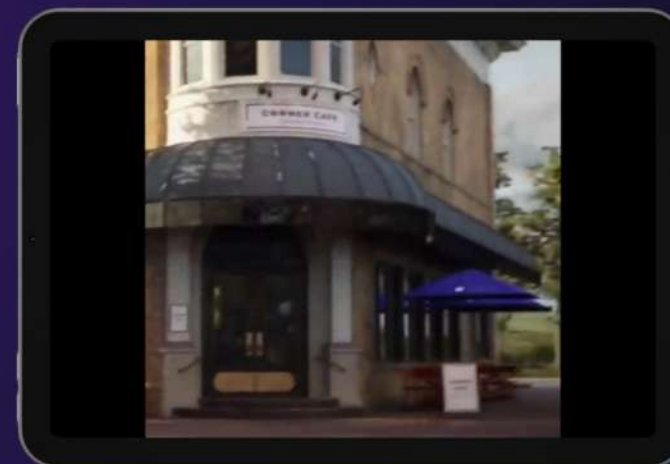
Take in an immersive experience at a Tourist Attraction

GALLERIES SPACES



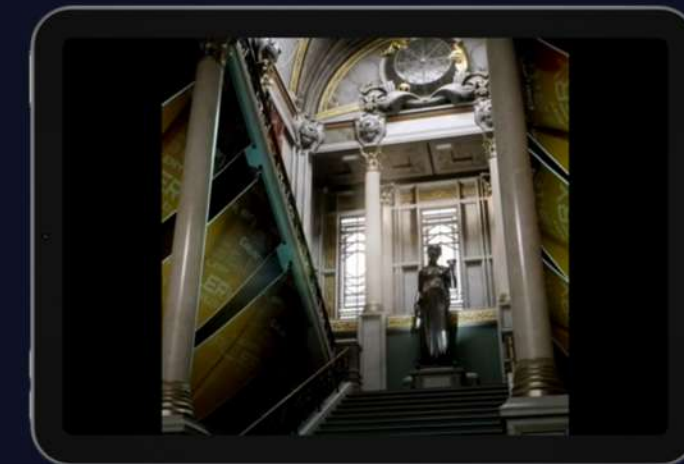
Explore the city - outside and inside

TOURIST TRAIL



Get to see the hidden catalog of a museum

ADVENTURES



Interact with historical figures

EXPERIENCES



SITEnetwork

ECOMMERCE EXPERIENCES

Solution

02

Immersive shopping is more sociable than traditional ecommerce experience.

It will also generate hybrid opportunities – enabling online engagement to translate to offline sales.

SOCIAL SHOPPING



Go online shopping with
friends

VIRTUAL MALL



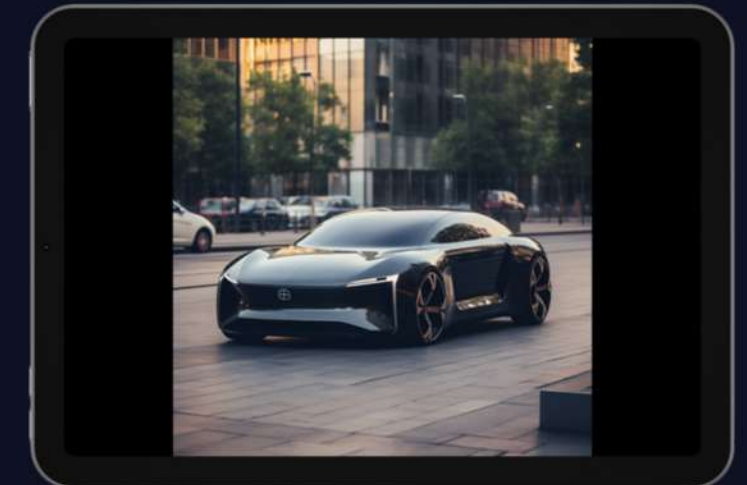
Get to try on products and see
how they look

PERSAONL SHOPPING



Get personal advice and
feedback as you shop

DIGITAL PRODUCTS



Buy cars for use across the
network, fashion and clothing
as well as real world services



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Go To Market

Our Go To Market approach is based upon bringing together existing immersive worlds, where our portal will simplify engagement across SITEnetwork and partner solutions.

At the same time, we will be building out our own nodes on the network - with an ambition to develop 8 nodes over time - representing regions of the world.

We will support Tourism venues on a program of immersive transformation - providing off the shelf entry point to the hybrid economy.

This incremental approach allows us to align to current technical constraints and work with partners to make point solutions that come together to accelerate the development of the open spatial web.

Our Go to market leverages existing stand-alone immersive worlds to drive network effects



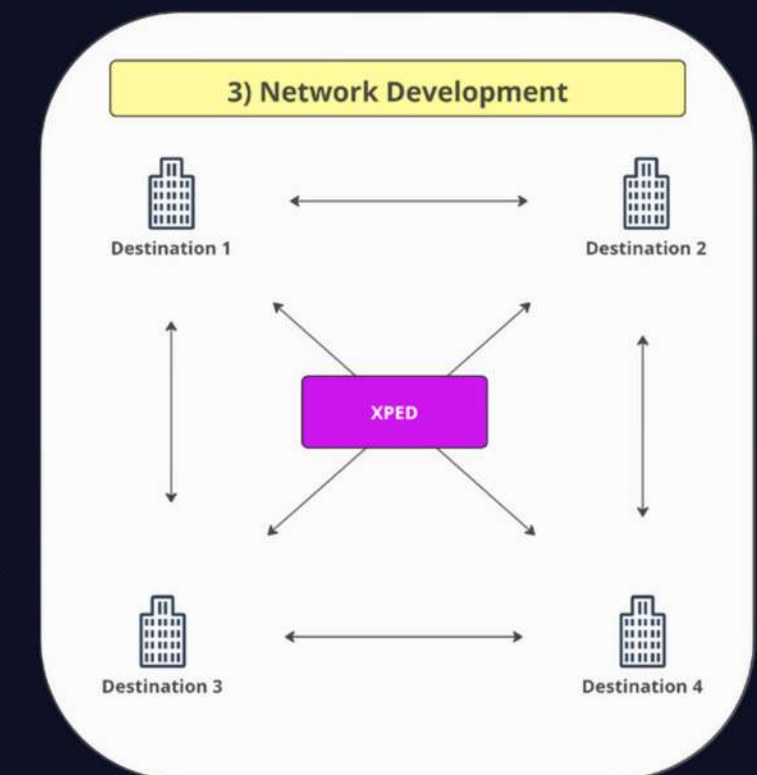
Develop own worlds and bring in others



Develop immersive tourism offers



Connect and build network effects

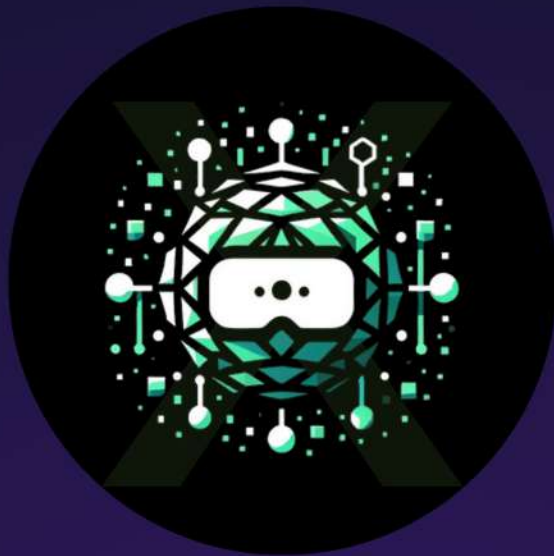


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Xpedition (XPED) Tokenomics

05

Xpedition (XPED) – Our utility token



The initial Supply of Xpedition (XPED) will be 175,000,000 with max supply 500,000,000



Xpedition is a utility token that has been designed to enable users to create goods and services and reward our community on the SITEnetwork platform.

It is structured around an ERC 20 Token and the the smart contract has been audited by TrackGenesis.

Xpedition will be used across all SITENetwork platforms.

Why Xpedition?

The primary value generated from an immersive and social, twin world is to have experiences that you've never had before. This means to travel to locations potentially beyond your physical reach and to share adventures with friends who may be anywhere around the world.

In summary, we want users to create new stories, enabled by the mesh of real world and virtual technologies. For us, this is to go on an expedition and provides the origin of the Xpedition (XPED) token.



The smart contract is available – click on the link above

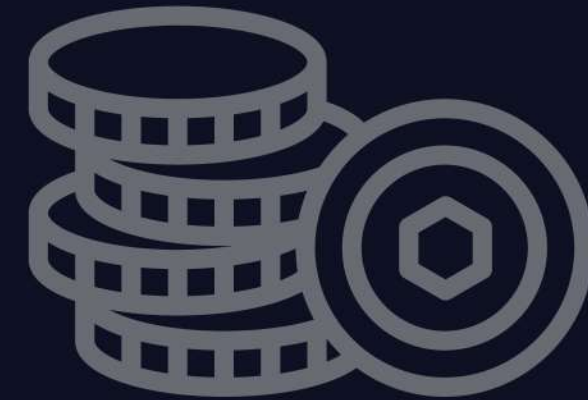
SITEnetwork

Uses of Xpedition(XPED)

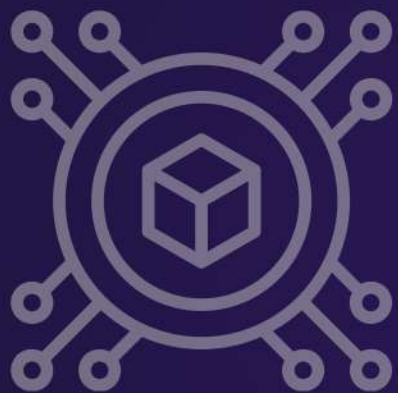
Xpedition (XPED) Tokenomics

05

- In world purchases (ecommerce)
- Ticketing payments for events
- Rewards for completion of challenges, trails and other experiences
- Purchase of Founders Token
- One-Off unique asset purchases including cars for roaming
- Payment for models, services, assets and other creative items in the network



- Incentives for onboarding of partners, clients and lead individuals
- Loyalty Rewards Program with Hotels, Airlines and other adopters
- Completion of official Educational Courses with our partner Universities
- Purchase of vouchers and other real world offers
- Platform ideas rewards



*By purchasing an NFT founders token

ISSUED 1.0

SITEnetwork

Uses of IDO raise

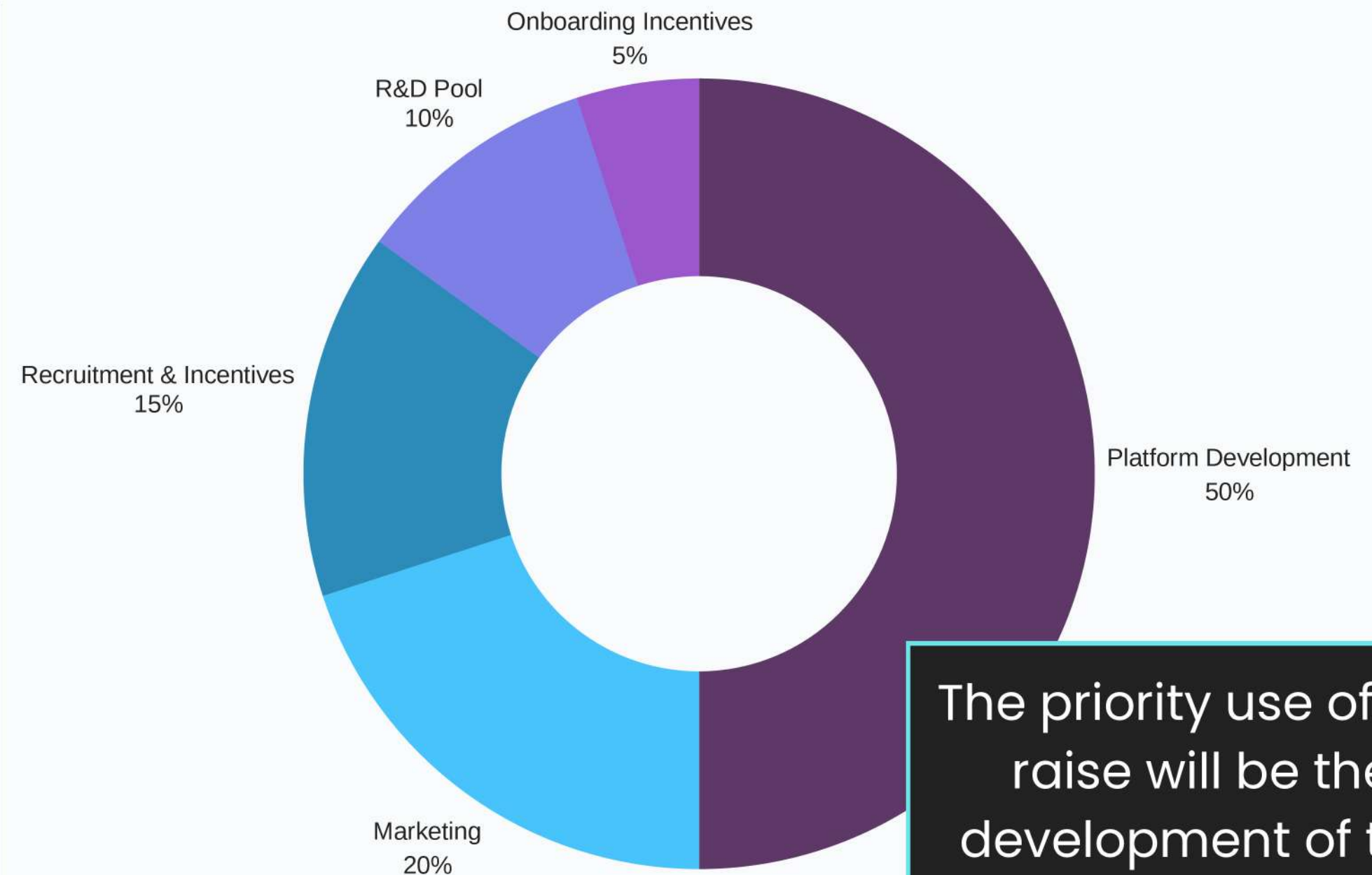
Xpedition (XPED) Tokenomics

05

The IDO raise will be dominantly used for the direct development of the platform including the development of the “Builder Modules” and delivery of the Castehill and Chapultepec Park entry points.

In addition, the raise will fund the marketing plan, and will cover the expansion of the team and the engagement of the Digital Pioneers. The approximate allocations are provided here.

The incentives will be used for a variety of activities including to support the acquisition of early adopters, and anchor partners.



The priority use of the raise will be the development of the platform



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Partners

Our key tourism partners are the national and regional tourism bodies of the cities and places in our network. We are partnered with the Association of Scottish Visitor Attractions in Scotland and Sedetur Quintana Roo in Mexico.

Each of our platforms has an anchor attraction that plays a crucial role in experiences in our platforms and is working with us on internal digital transformation of the attraction.

These are: The Great Tapestry of Scotland and Camera Obscura in Scotland and Gran Museo Maya (Merida, Cancun and Chichen Itza) in Mexico



SITEnetwork CONTACT

Thank you for your interest in
SITEnetwork.

If you'd like to get in contact with
the SITEnetwork team, please
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