



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 creates new opportunities for products and services, accelerating 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 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.

fu

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

SITEnetwork solves the problem of access (for all people, globally) to tourism-based experiences. It enables tourist locations to market on a global basis in a new and compelling format and it offers the chance to create and monetise experiences that interact with personalities, characters and spaces from the future, present and past.

We are looking to become the platform for the immersive web – building initial key nodes on the network of metaverse experiences as well as connecting to existing immersive experiences. Beyond Tourism, we anticipate significant opportunities in the entertainment, e-commerce and education markets.

Our initial nodes will be metaverses that act as a portal for a continent, including Edinburgh (Europe), Miami (North America), Mexico City (Latam) and Delhi (Asia).

These environments offer a digital ‘cousin’ of their real-world counterparts – which provides an underlying basis for people to navigate between experiences, and equally allows the culture of each world to reflect their own values and history. Navigation will be supplemented by an advertising engine that will provide personalised recommendations of current and future experiences.

With a common utility token for payment transactions and rewards – Xpedition (XPED) – and a common NFT platform to manage ownership and Real World Assets across the network, it will provide a friction-free approach to allow people to transact, develop assets and build identities that can be leveraged between worlds.

SITEnetwork will encourage creators, businesses, digital entrepreneurs and the public sector to build and operate on the open platform, and enables the tourism industry to develop new revenue streams, and operate a new economic model that is scalable and sustainable.



Imagine a open global
network of immersive
worlds – that work
together to create
amazing synergies



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

DIGITAL PIONEERS BUILDING CITIES FROM VILLAGES

Building exciting, immersive cities that create hybrid experiences in the real world will take time, and require significant user engagement.

Our plan is to encourage **digital pioneers** to take an active role in building user generated content, leveraging a collection of 'builder' tools. They will be rewarded for their effort in developing the network.

We will work with the pioneers to follow the historical approach to the evolution of cities, initially digitalising small 'village' areas, extending into larger 'town' areas, finally reaching 'city' scale.

The initial villages will bring together 4 key experiences:



Immersive
experience in a
Tourist attraction



Real world A/R
trails that align to
the tourism story



ECommerce shopping
that covers virtual and
physical products



Immersive
training
environment

We are provisionally targeting CastleHill in Edinburgh as the initial village area to bring into the European network and Chapultepec Park as the initial village area in the Mexican network.

Castlehill, Edinburgh

The provisional pioneering village is Castlehill Edinburgh - a real world location at the foot of Edinburgh Castle and surrounded by tourist venues, shopping and learning and with huge opportunities for A/R trails and experiences.

From this base, we will extend down the Royal Mile, into then into Edinburgh New Town. This will bring a wealth of compelling content onto the network.



Chapultepec Park, Mexico City

Our initial village in Mexico will be Chapultepec Park in Mexico City. Chapultepec Park hosts 7 museums including the National Museum of Mexico and the world renowned Museum of Anthropology, it also hosts a theme park, a zoo a boating lake and Latin America's only castle.

It is double the size of Central Park, New York.

Our AR/VR experiences in Chapultepec are the start of a wider Mexico City experience that will also feature the pyramids of Teotihuacan.



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



SITEnetwork

CORE FEATURES

Solution

02

At its core, SITEnetwork will offer a globally accessible, immersive worlds built for delivering compelling experiences

With a focus on creating commerce opportunities and driving the hybrid economy, it will extend the current internet.



Common immersive environment



Real time genuine social interactions without constraints of geography - across full network

Broad range of experiences



Entertaining, educational, travel and commercial reasons to stay and come back

Utility Token Xpedition (XPED)



Simplicity of global transactions - without opaque additional charges or complexity of pricing.

Interoperable assets across the network



Ability to get maximum value from any asset by enabling it to be transferred between SITEnetwork and partner network worlds(Enjin)

Consistent brand and identity



Create and manage your own brand that is remembered and cross platform (with option of anonymity)

Designed to reflect real world cities



Enables the hybrid economy - integrating with real world locations, products and services

Consistent intuitive user experience



Reduce the learning curve, and create a 'sticky' environment. Encourage network effects.

Universal access (browsers, mobile and HMD)



Accessible to anyone, doesn't require top end hardware, no downloads required

ISSUED 2.0

SITEnetwork

USER AND COMMUNITY GENERATED CONTENT

Solution

02

The development of the SITEnetwork worlds will be achieved through our own team, our partners and Digital Pioneers who will lead on user and community generated content. They will be enabled with a series of 'builder' modules, and supported with quick-start templates.

The builder modules will be developed by the SITEnetwork team and will be used to establish the seed environment, locations, venues, shops and events for each world.

Subsequently individual users and user communities will be able to create additional content. From extending their environment, to building their personal home or commercial venue to delivering events.

Users who participate in building out the worlds will be rewarded.

World Builder



Create buildings, streets and update navigation maps for the world. Define branding, languages and default rules for the environment.

Venue Builder



Design a personal space, or a commercial location. Manage merchandising and eCommerce activity. Enable spaces to be portals to larger environments.

A.R. Builder



Create hybrid experiences using augmented reality - from engagement with live agents to historical AI models. Enable cross over transactions (ticketing, physical purchases)

Event Builder



Create and adapt venues for events. Create event experiences. Manage scheduling, advertising and ticketing.

Royalty Builder



Create revenue streams from ideas, artwork, and creative projects. Use patented technology to create watermarks that protect your intellectual property.

Users and user communities will also have the ability to create and innovate NFTs to personalise experiences and will be able to integrate with other solutions on the Enjin network



SITEnetwork

RICH SECTOR EXPERIENCES

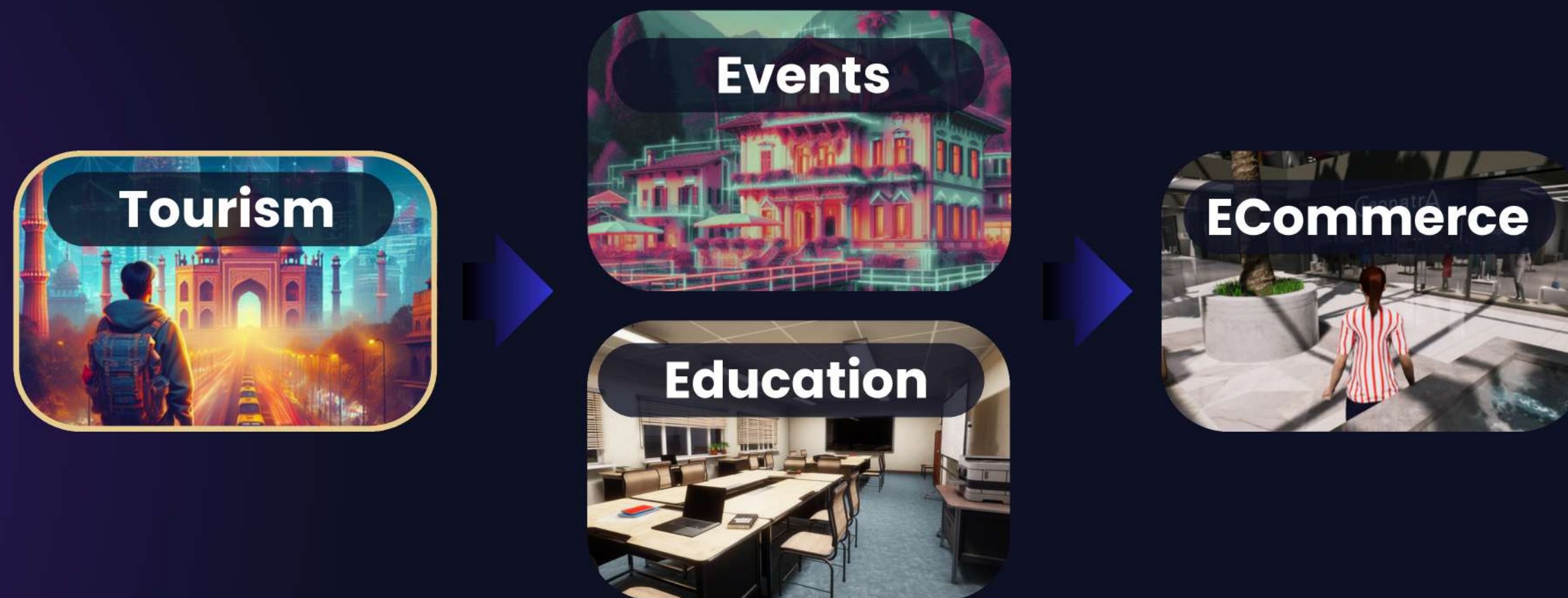
Solution

02

SITEnetwork differentiates itself through its focus on creating compelling experiences across 4 sectors – Events, eCommerce, Tourism and Education. These sectors have been selected as they are well suited to the immersive environment and are currently constrained by the current internet – given its arms length approach, transactional focus, and solitary experiences.

Given the massive scope and opportunity in each of these sectors, we intend to implement in a sequence starting with Tourism, and developing focused 'village' areas that will then extend into wider cities. The initial 'villages' will deliver experiences across the 4 sectors that will be increasing in depth over time.

Running across each sector will be the consistent experience of the SITEnetwork – which pulls from lessons learned from the immersive gaming market.



Focus on Tourism will be supported by Events, Education and eCommerce



SITEnetwork TOURISM

Globally tourism is a \$9.2 trillion market (1), driven by factors like rising disposable incomes, a growing middle class in developing countries and increasing travel accessibility. The global value of the tourism industry is expected to be worth over \$17.8 trillion by 2030.

The power to attract people to real world venues, to sell and up-sell experiences, to virtually visit and to sustain the memories of a trip after the event all lead to a significant growth in Tourism opportunities. McKinsey estimate this at more than \$20bn by 2030.

Leveraging the initial SITEnetwork node of Metinburgh, experiences will be created to support the development of the existing \$12.5bn industry. The market is targeted at growing to £16.5bn by 2030 - with a focus on sustainable and responsible tourism practices - which is fully enabled by SITEnetwork's immersive experiences.



**\$20BN MARKET
BY 2030**

Tourism is our core sector as it is uniquely aligned to hybrid economy and has enormous potential within the metaverse



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

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

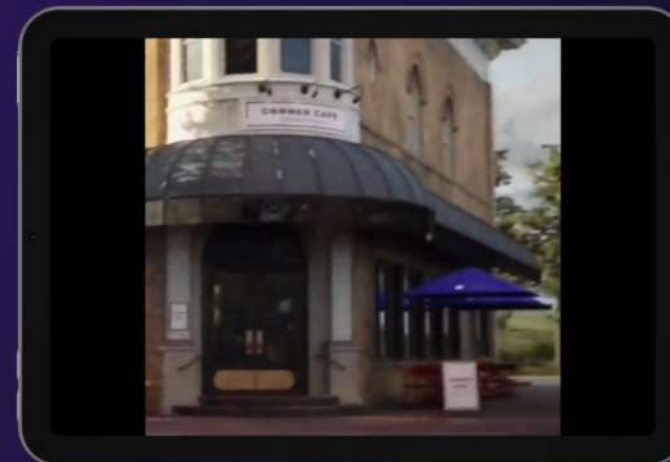
Take in an immersive experience at a Tourist Attraction

GALLERIES
SPACES



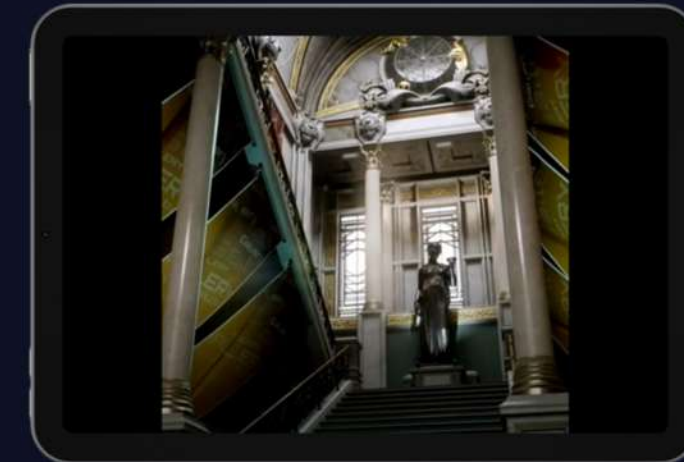
Explore the city - outside and inside

TOURIST
TRAIL



Get to see the hidden catalog of a museum

ADVENTURES



Interact with historical figures

EXPERIENCES



SITEnetwork

GAMIFICATION TO DRIVE TOURIST ENGAGEMENT

Solution

02

Hybrid tourism creates new experiences that bring in new audiences and enable differentiation. This includes the potential to appeal to the 400m existing metaverse gamers (an audience that is set to rise to 1.2bn by 2030)

Leveraging the SITEnetwork platform we will be able to extend what happens in the venue, in the surrounding area and across the network.

The SITEnetwork will also unlock the potential to digitalise tourist venue merchandising - creating new products with designed around authentication and interaction.

Extend Game play into tourist venues



Tours by literary / cartoon characters



RFID Merchandise to extend tourist experiences



Virtual passport to collect stamps of destinations



Enhancing film tourism with virtual sets



Record and replay memories of trips



SITEnetwork

MARQUEE DESTINATIONS

Solution

02

We will use the primary worlds (initially Metinburgh and Mayaverse) to be a portal to 'in-continent' experiences.

We have discussions in play to partner key destinations with the SITEnetwork.

With a particular view to encouraging and extending real world tourism, this will unlock new opportunities in the tourism sector.



Cancun



Scottish UNESCO Trail



Edinburgh



Chitchen Itza



Manhattan



Loch Ness



SITEnetwork Events

The music and arts events metaverse opportunities allow people to access events where they would otherwise be prevented for location or costs reasons. Equally this events respond to the typical need for deeper relationships with artists.

The removal of geographic barriers 'democratises' access to music events. A 2023 VRDirect survey found that 68% of music fans are interested in virtual concerts, providing a richer and more engaging experience than can be achieved on YouTube or other static video platforms.

With regards to engagement, a 2023 Music Watch report found that 45% of music fans want 'exclusive' behind the scenes content from artists. SITEnetwork provides the ability for virtual meet and greet, collaborative experiences and backstory illustration all at a global scale.

With additional content, and richer experiences creators will be able to create new revenue streams. In the 2022 TechJury report, it found that over 70% of event attendees would pay for interactive experiences.

> \$900BN
MARKET BY
2030



Events will link to tourism
and will draw in repeat
audiences to venues



SITEnetwork **EXAMPLE EVENTS**

Solution

02

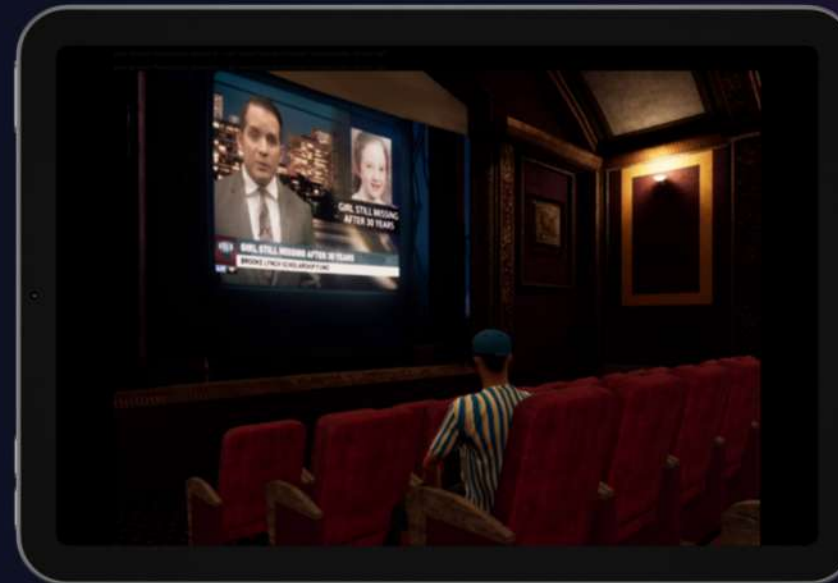
Events will take place across one of several districts.

Each district will be centred around a well-known area in the 'Digital Twin' – encouraging discovery of new experiences.



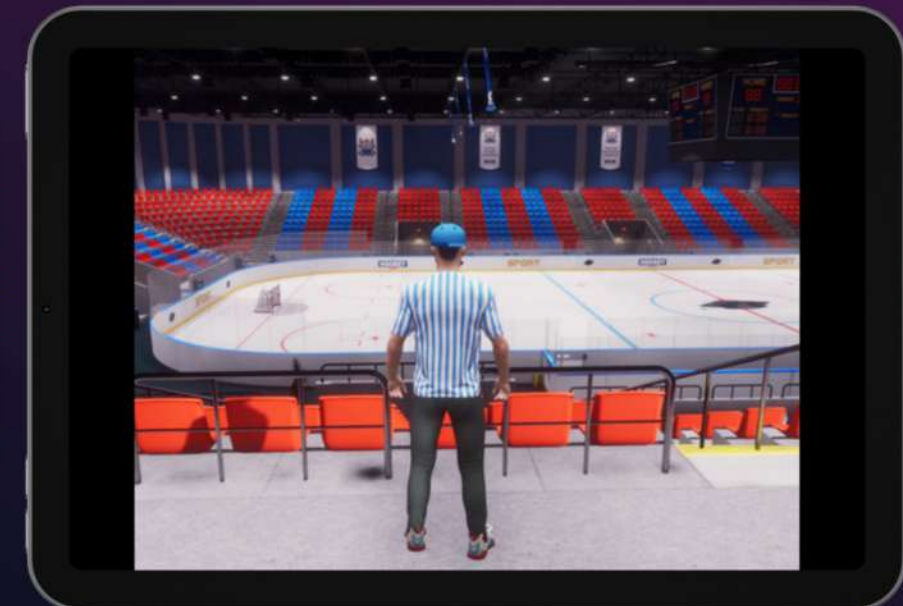
Head to the Cinema to see movies and special screenings

ENTERTAINMENT DISTRICT



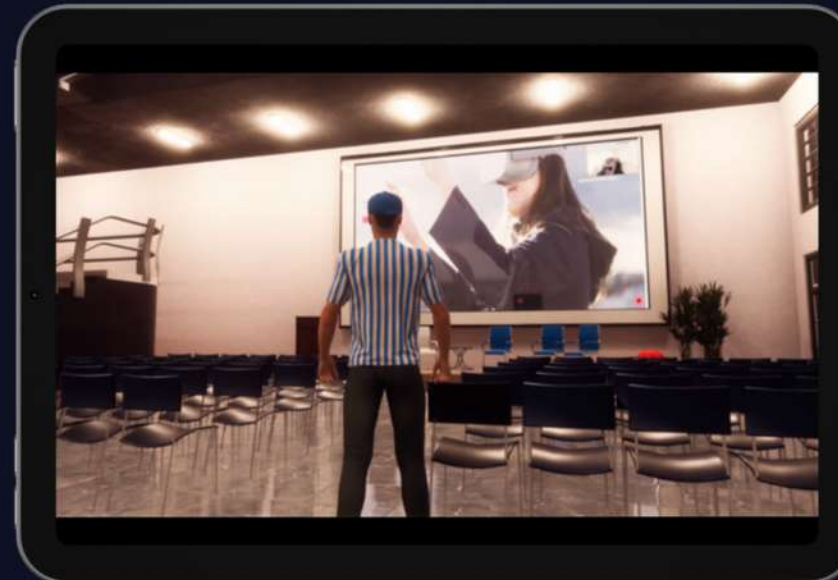
Participate a live stream of a sports event

E-SPORTS DISTRICT



Host a hybrid conference at the Expo Centre

EVENTS DISTRICT



Meet with friends at a live music event

LIVE MUSIC DISTRICT



ISSUED 2.0

SITEnetwork

MARQUEE EVENTS

Solution

02

We will be creating a series of marquee experiences that draw users onto the platform and connect individuals to global events.

These events will open the door to developing communities of individuals with shared interests.

Events illustrated here are indicative of target experiences.



The Edinburgh Fringe Festival



Mexico Carnival



Hogmanay (New Year)



Day of the Dead



World Cup 2026



Music events



SITEnetwork E-commerce

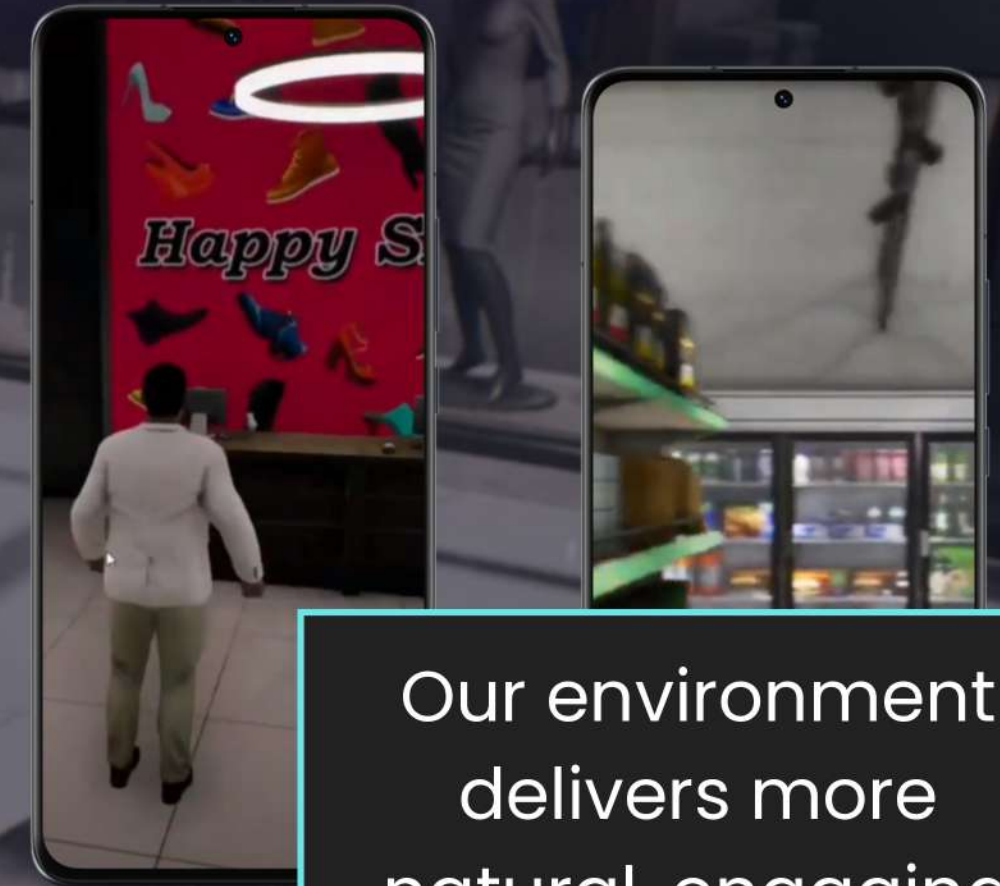
Immersive worlds provide opportunities for how individuals browse, and purchase products through providing immersive and social components to the online shopping experience.

The private immersive experience opens the door to credible 'try before you buy' shopping experiences. A McKinsey survey highlighted that 70% of consumers are interested in trying on clothes before purchasing them.

A key challenge of existing eCommerce models is that they are dominantly solo activities. SITEnetwork will provide social opportunities for groups to shop together, and share recommendations. A Global WebIndex report demonstrated that over 80% of GenZ individuals would be interested in this style of proposition.

More complex and higher value purchases will also value from the ability of digital twins of products to give you an understanding of seeing the product in location - or trying out the product. Indeed 25% of global enterprises are predicted to create digital twins of products by 2025 (Gartner).

> \$625BN
MARKET BY
2030



Our environment
delivers more
natural, engaging
and social shopping
experiences than
current ecommerce



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



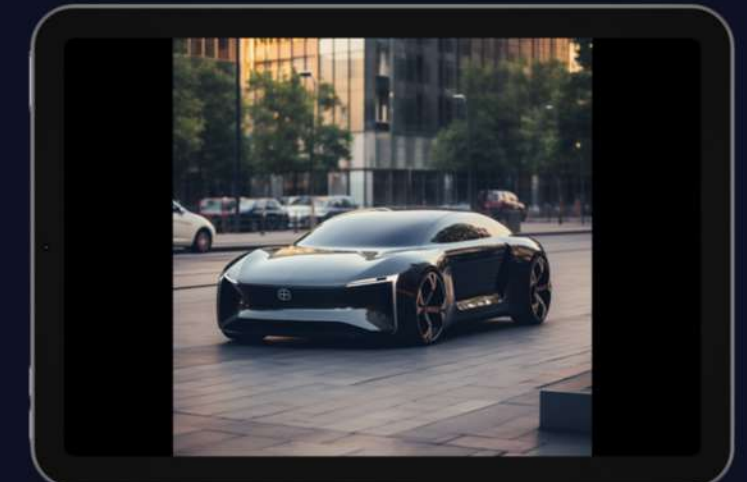
Get to try on products and see how they look

PERSONAL 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



SITEnetwork EDUCATION

The opportunity for the metaverse to support education and training is a well established use case for the technology. From immersive learning to global collaboration accessibility, the metaverse will support the ongoing changes to education that are evolving globally.

The immersive learning experience allows students to travel to places, visualise and engage with environments that bring concepts to life. The additional capability to create experiences that could not be seen in real life (such as walking on Mars, or inside a volcano). In addition the ability to do activities in the metaverse that would be harder to achieve outside (consider dissecting a frog). 85% of educators see the role of VR in a 2023 survey.

Through the removal of geographic barriers the metaverse opens up experiences that would be cost prohibitive. In addition, the social element of SITEnetwork will create collaborative environments that allow people to work together on a global basis.

> \$70BN
MARKET BY
2025



Our environment removed
geographical and cost
constraints to education
whilst delivering amazing
learning experiences



SITEnetwork

EDUCATION EXPERIENCES

Solution

02

Educational experiences will provide access to unique learning - from being on the inside of a volcano to performing surgery.

It also will increase access to content from world class institutions

Get one to one or class based tuition

LEARNING DISTRICT



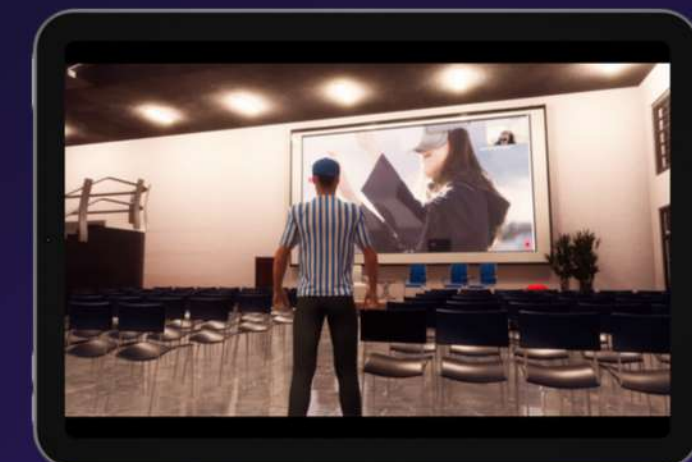
Take immersive education courses from global providers

LEARNING DISTRICT



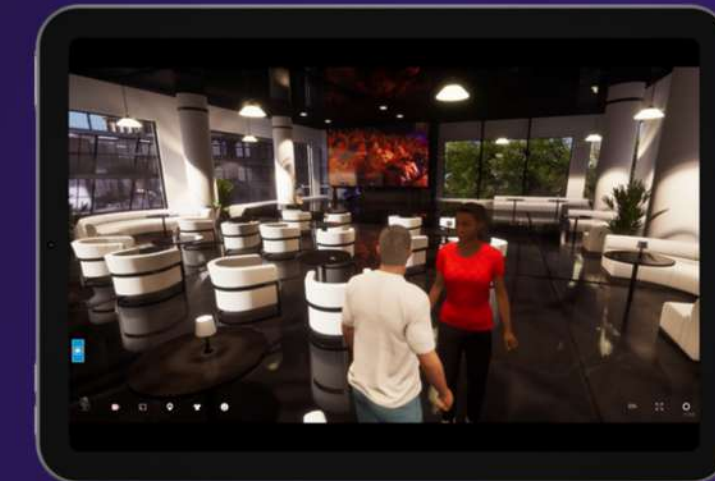
Attend conferences and hear from world class experts

LEARNING DISTRICT



Get experiences that can only be delivered in immersive world

LEARNING DISTRICT



ISSUED 2.0

SITEnetwork

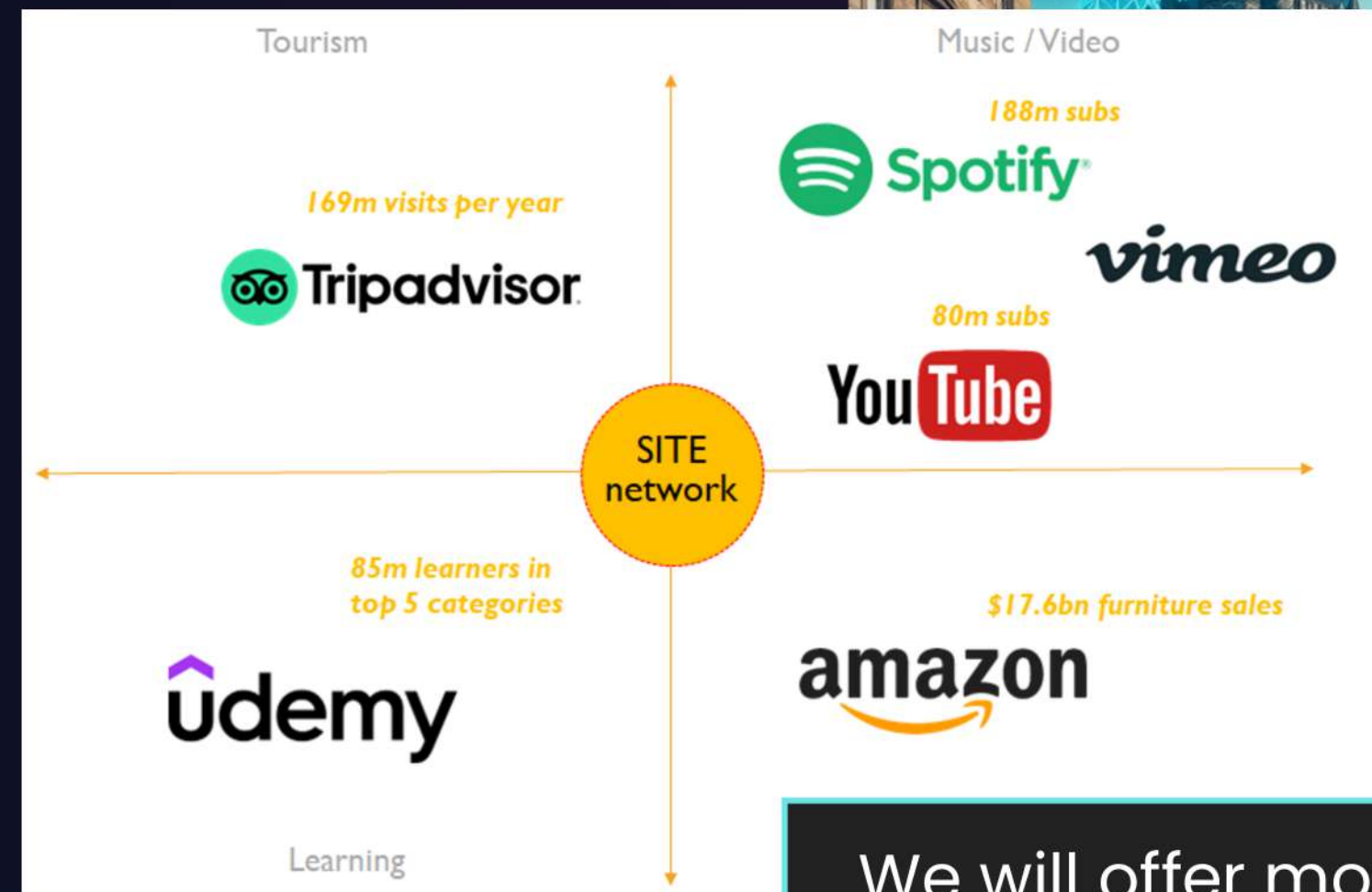
REAL WORLD COMPETITION

In each of the core vertical markets (Tourism, Events, Learning and Ecommerce) there are established traditional businesses that demonstrate a large customer base who will benefit from SITEnetwork.

SITEnetwork will succeed by creating richer experiences than are available from a 2D environment. From 'try before you fly' travel experiences to 'full year festivals', the network will enable creators, venues and retailers to access a new global channel that will be able to consume their content in new context.

In addition, the environment is designed at its core to offer socially engaging experiences - from shopping to events, in contrast to the dominantly solitary experience delivered via existing apps.

The illustrative numbers highlight a market of over 100m people, who already connect and pay for services / subscriptions in our target markets.



We will offer more social and immersive experiences than traditional online businesses



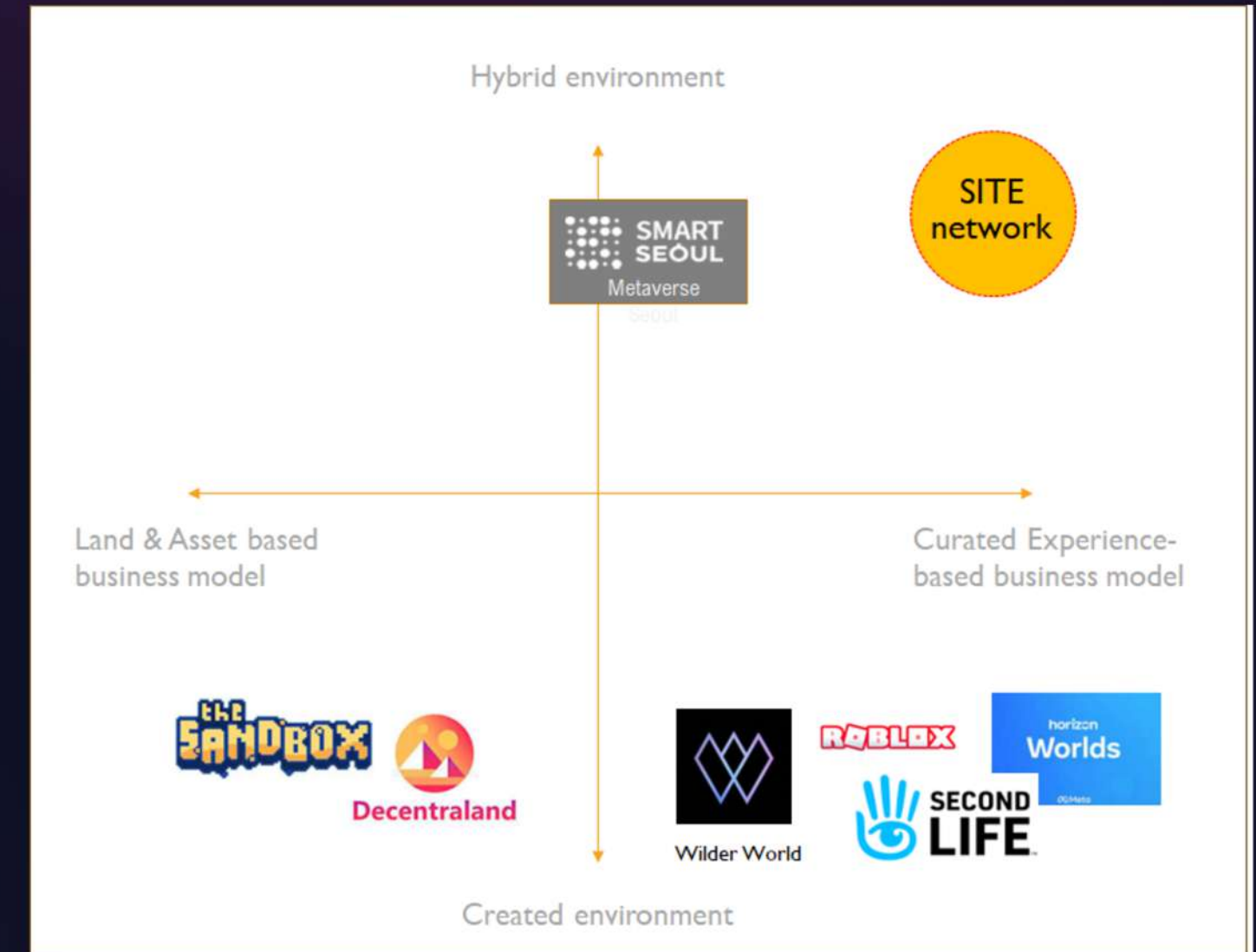
SITEnetwork

VIRTUAL COMPETITION

Since the emergence of Linden Labs' Second Life in 2003, there have been a number of iterations of metaverse worlds.

These worlds can be broadly described as worlds which leverage 4 key dimensions:

- 1) 'Land & Asset' business model - creating value from sale of land in a restricted supply environment. These have progressed although have been challenged by driving return visits.
- 2) 'Curated Experience' business model - which have more defined verticals (notably targeting the gaming audience). These have developed significant audiences (notably 300m monthly active users of Roblox)
- 3) 'Created Environments' - which have been based on improvised geography and which dominantly require specialised software (e.g. Sandbox, Decentraland, Second Life) or hardware (e.g. Horizon worlds)
- 4) 'Hybrid Environments' - which have a broader target usage and are associated with specific geographies.



SITEnetwork leverages the key learnings from these propositions - it is developed with the intention of offering a range of experiences, all linked to geographies. The business model is focused on developing ongoing relationships with users, and creating value from experiences as well as assets. Finally, it is easily accessible through the browser / mobile without the need for app downloads or head mounted displays.

SITEnetwork SUSTAINABILITY

SITEnetwork has been designed with sustainability agenda at its core. The proposition will have a powerful impact on reducing harmful effects to the environment.

The delivery of live events (including corporate events, commercial fairs and conferences) will reduce the need for travel and the use of physical resources. McKinsey have suggested that virtual meetings could reduce 20% of business travel by 2030 - saving an annual \$500bn.

The network will also address challenges of 'over-tourism' for areas that don't have the capacity to handle tourism given their environmental constraints. It will provide them the ability to scale their engagement with tourists without directly impacting the local area.

The immersive environment will also enable industry to create and test prototypes of buildings (in a digital twin context) as well as products. For example, McKinsey estimates that the metaverse could lead to a 20% reduction of carbon emissions and waste in the construction industry.



SITEnetwork sustainability pledges

Carbon Neutrality

We develop our solutions on the Enjin Blockchain

Carbon Footprint Co2

We will be making a full review and calculation of our annual Co2 output and we have plans for reducing it within business operations.

UN Global Compact

We are signatories of the UN Global Compact which commits us to working sustainably and ethically.

UNESCO

We have signed the UNESCO Sustainable Travel Pledge and each year we will report our progress on our goals with the program.

Through balanced communication and engagement we will help initiatives to manage 'over-tourism'

SITEnetwork

BUSINESS MODEL

SITEnetwork is poised to capitalize on the continued growing interest in virtual environment. The growth of the SITEnetwork will be dependent on creating repeat visits from its users. With a growing and engaged base, we will generate a virtuous cycle which will generate value for creators, partners and businesses, which in turn will lead to an improvement in the experiences they deliver.

It is anticipated that tourism and events will be the crucial anchors for pulling users onto the platform. With these audiences, there will be a market for souvenirs and experiences and the opportunity to demonstrate the attractiveness of social retail experiences.

This virtuous circle will be seeded by SITEnetwork and will be subsequently developed by partners alongside user generated content. The resulting scale will itself then deliver network economies.

By keeping the platform open to 3rd parties, and offering commercial terms that are more advantageous than existing distribution / technology businesses, the SITEnetwork as the opportunity to be a positive and disruptive market place.



SITEnetwork has been designed around generating repeat visits



SITEnetwork

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.

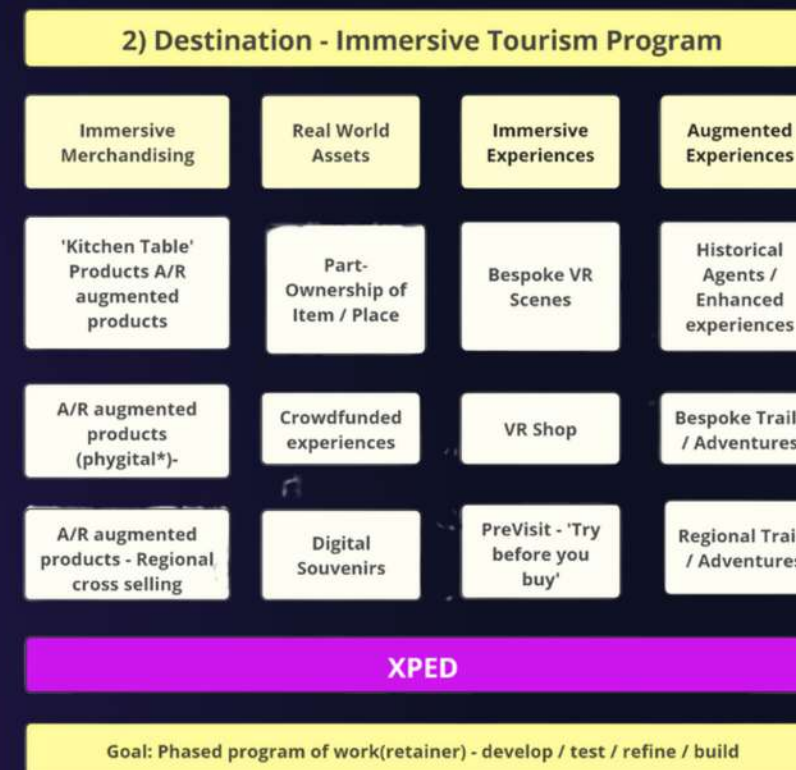
Our Go to market leverages existing stand-alone immersive worlds to drive network effects



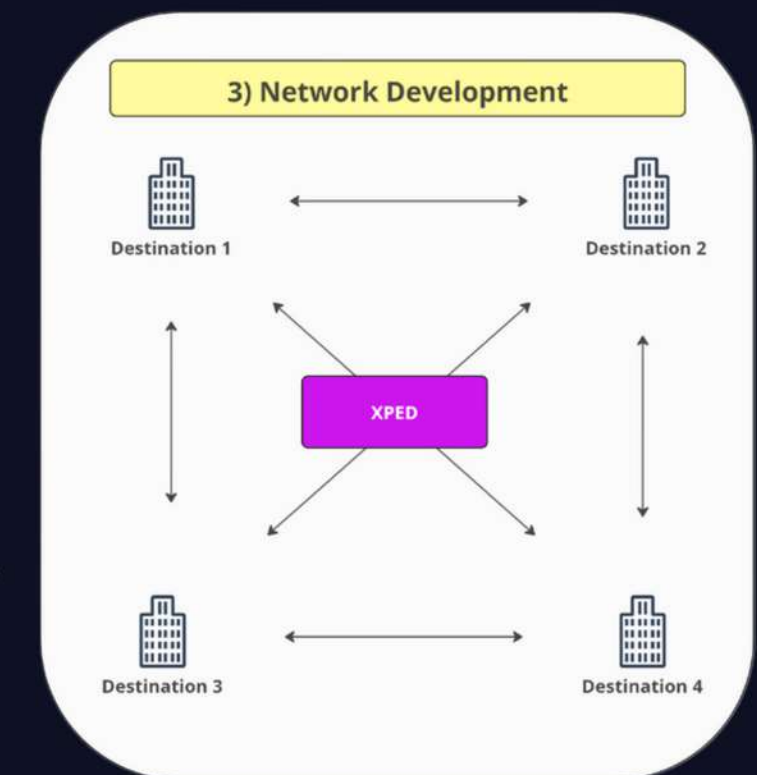
Develop own worlds and bring in others



Develop immersive tourism offers



Connect and build network effects



SITEnetwork

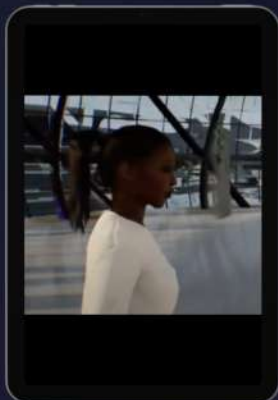
COMMERCIAL MODEL AND ADVERTISING

Business Model

04

SITENetwork has 4 primary revenue streams that will be adopted as the network develops. In combination these will fund the ongoing maintenance and development of the network, and provide resources to sponsor the development of creative immersive experiences.

Freemium subscription



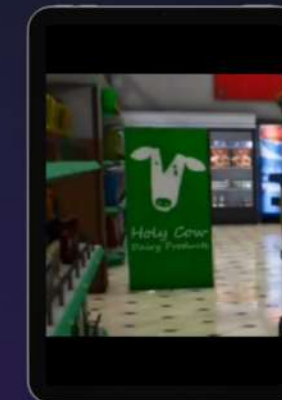
Users will be able to access SITENetwork free of charge. Additional services and benefits will be available for paid tiers of engagement, including for VIP entry and for Founders token holders.

Transaction fee



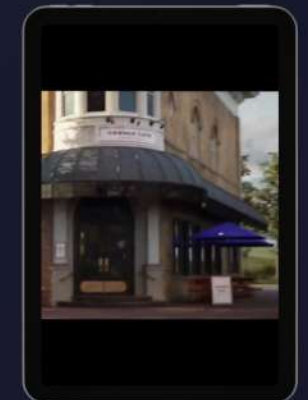
Transactions on SITENetwork – through traditional and cryptocurrency (Xpedition) may be subject to a small transaction fee.

Advertising Revenue



Advertising revenue will be generated from product placement, sponsored navigation, and in-world advertising displays.

Property income



A combination of leasing and property sales will be charged, generating revenues to sustain and grow the network. We note that this is not intended to be a primary revenue driver for SITENetwork.



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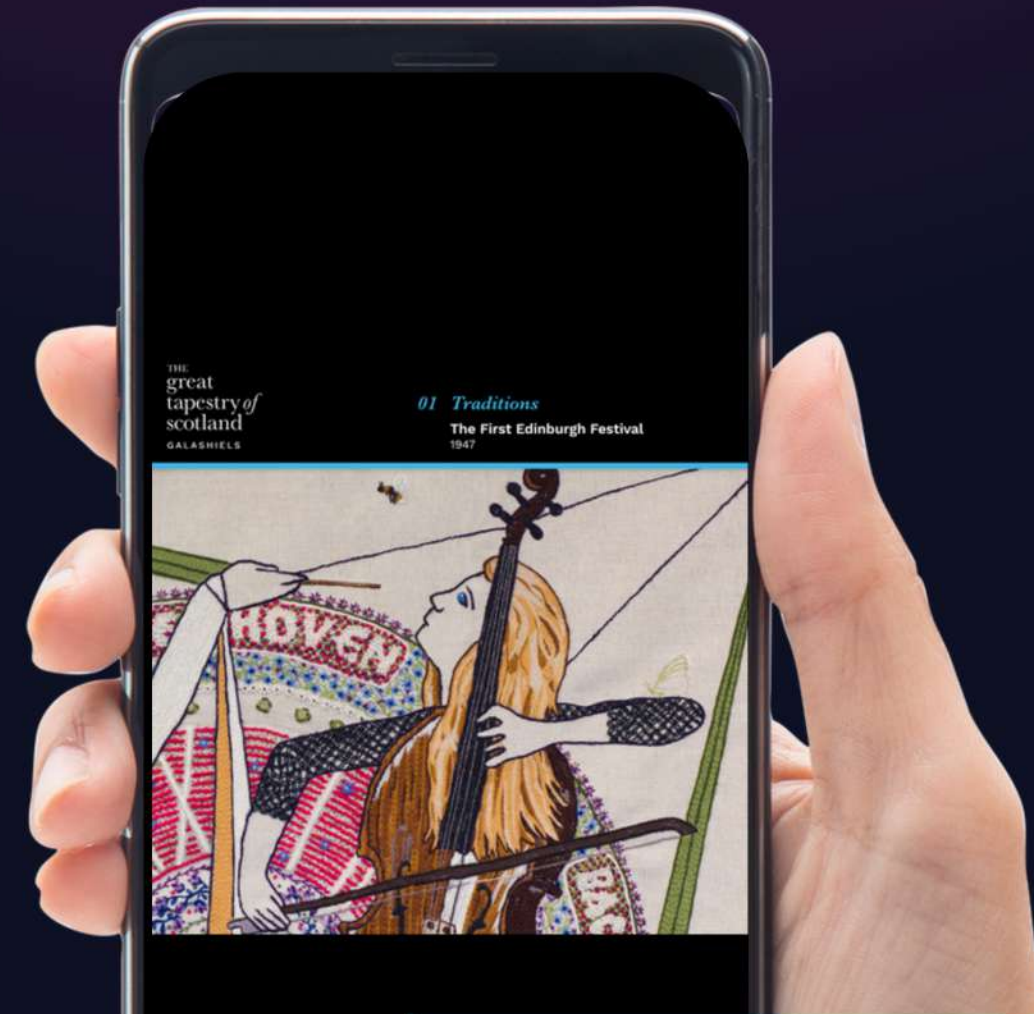
NFTS AND FOUNDERS TOKEN

NFTs are used to represent digital assets within SITEnetwork including 3 key purchasable NFT types.

General Assets: General Assets are NFTs that represent the work of our adopters, such as digital fashion designers that can be bought to support the designers and to permit self expression.

Special Assets: Special NFTs linked to unique experiences or events will also be offered. An example of this are vehicles to help visitors explore their virtual city. For example, we envisage “Metinbuggies” as an off road dune buggy style vehicle that can be used to explore our virtual Edinburgh platform.

The Founders Token: The SITEnetwork founders token entitles the holder to special status within SITEnetwork.



NFTs will be used to deliver 'digital souvenirs', unique experiences and will underpin asset ownership



Xpedition (XPED) – Our utility token



The initial Supply of Xpedition (XPED) is 175,000,000 with max supply of 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 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

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Uses of Xpedition(XPED)

Xpedition (XPED) Tokenomics

05

- In world purchases
- 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 2.0

Founders Token Rewards and Benefits

Founders Tokens will be made available ahead of the release of the first metaverse platform. and users can earn the founders token through participation in the platform. Indicative benefits of the token are provided below. Additional benefits will be created over time.

Discounted purchases

- Special Discounts on products and services with partners
- Exclusive Offers
- Discounts and special rates in real world for travel to our City destinations
- Double Loyalty points with participating partners

Early access

- First option to buy limited edition Digital Products and NFTs
- First booking slots for movie premieres, concerts, festivals and other marquee events in the network.

Events (IRL / VR)

- Founder Token holder exclusive events
- Automatic Invitation to exclusive events held in our real world cities including meals with VIP guests, whisky tasting, sports events and more.

Influence (DAO/ Founders)

- Monthly and quarterly in-person AMA and catchup with the SITENetwork Team
- Voting for resolutions within the DAO
- Vote on all Tourism Hardship and Talent Incubator funding decisions

Quest et al.

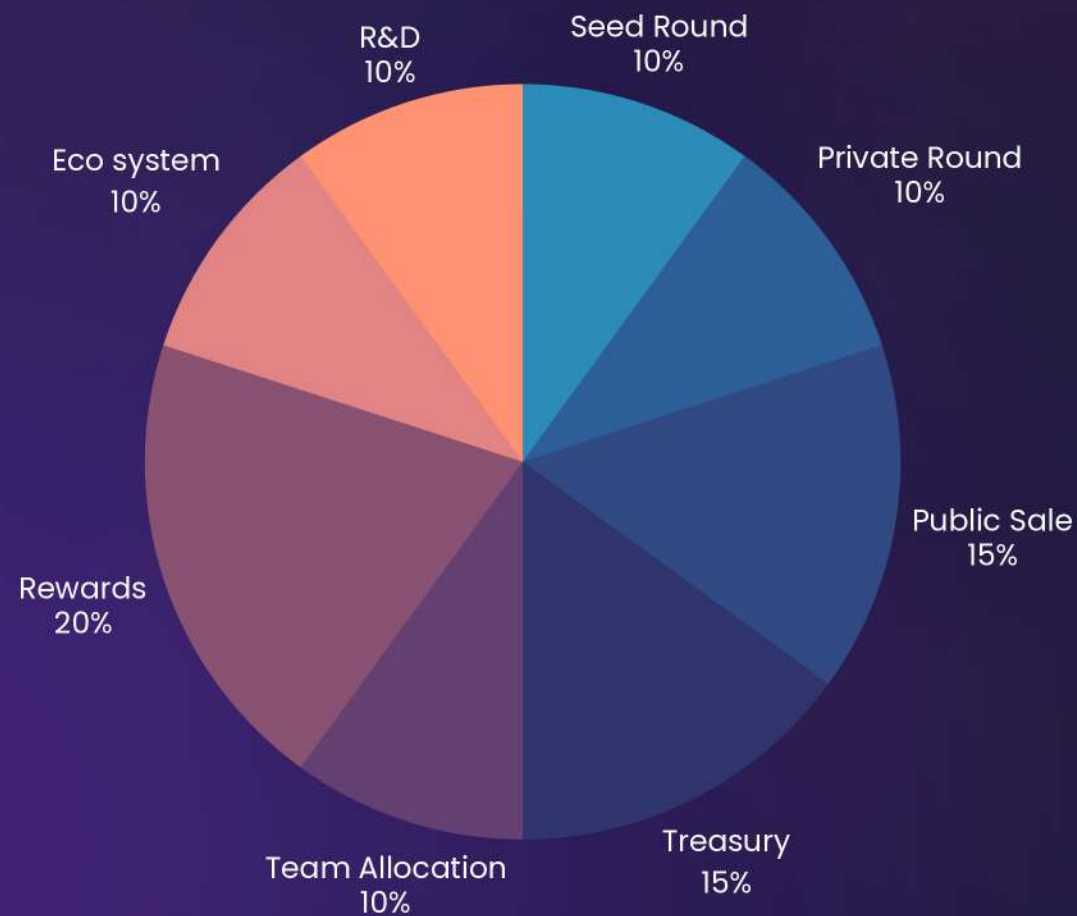
- First clue in the Multiplatform adventure trail and treasure hunt



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Tokenomics

Max Supply: 500,000,000



Xpedition (XPED) Tokenomics

05

This chart highlights the intended distribution model over the first 5 years of the project. Our Tokenomic model includes a number of strategically important initiatives:

Funding Rounds: The Seed Round is for early adopters who wish to engage with the network. The Private Round will be limited to interested parties on an invitation basis. The public sale will be the full IEO.

Rewards Pool: 20% of the supply is dedicated to rewards for our community. Rewards range from an ideas bounty for suggestion that get taken forward, challenge completion rewards, and much more.

Team Allocation: This allocation supports recruitment of new employees, bonuses and founders and partners allocation. The founders and partners allocation cliff is 36 months with vested releases after 12 months and 24 months

12 Months: 7.5%

24 Months: 7.5%

Eco-System and R&D: These allocations will be used to fund development of the open metaverse group and create an R&D pool for adopters to apply for funding to pilot and test new technologies and protocols such as ERC404. The Ecosystem allocations will support the attraction of influencers, key partners and other adopters.

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DAO & Governance

SITEnetwork will evolve to become a Decentralised Autonomous Organisation (DAO) in order to make sure the future of the platform rests with the users that use it. It also adds user confidence in us as a brand. Holders of our Metaverse Founders NFT have the right to vote in referendums.

Business Onboarding

As the platform grows, users qualifying for voting will vote on the proposals of businesses who may wish to join SITEnetwork within any of our worlds. This ensures that the community agrees with the onboarding decisions made and this is critical to grow long term.

Tourism Industry Hardship Fund & Talent Incubator

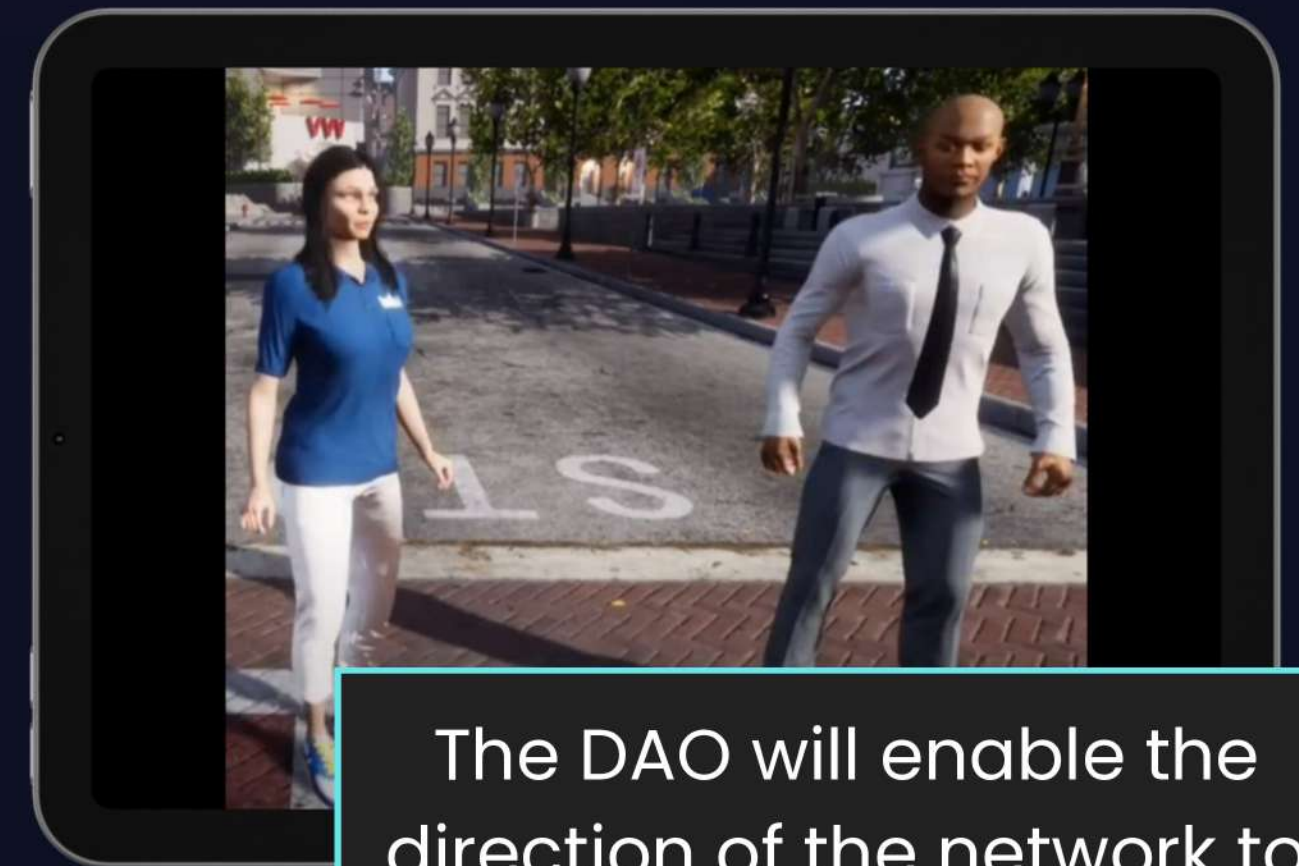
As we grow, good causes or worthy individuals will be awarded support based on the voting of the community.

Network Governance

Voting via Referendum on decisions affecting Network governance will be available to qualified Founders Token NFT holders.

R&D

Applied to Research and Development allowing us to fund network development and collaborations with strategic partners.



The DAO will enable the direction of the network to be set by the users of the network



SITEnetwork

Uses of IEO raise

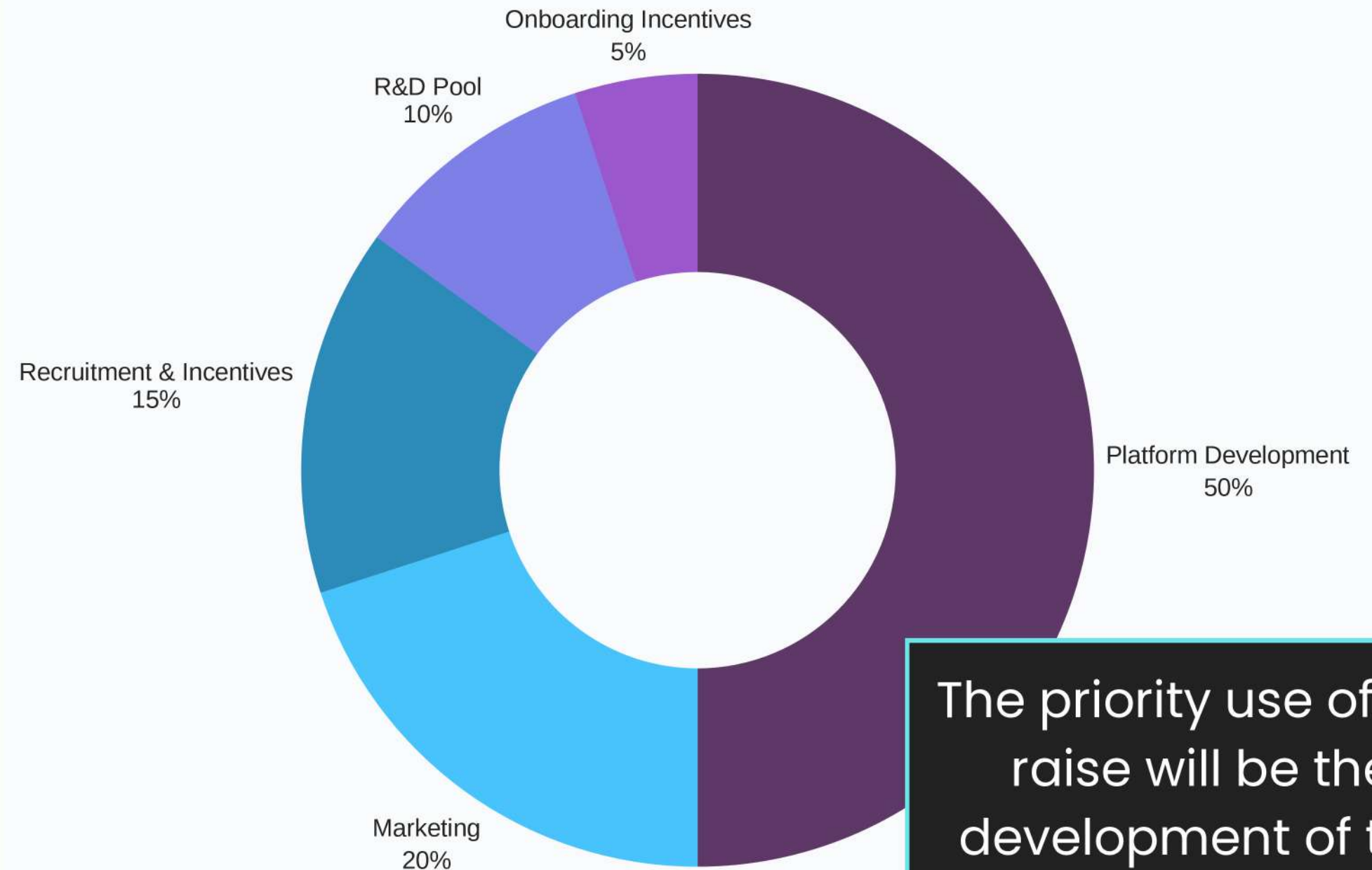
Xpedition (XPED) Tokenomics

05

The IEO 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



SITEnetwork

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



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Enjin



Our primary Web 3 partner is Enjin, who is the leading provider of blockchain services. We are building on their ecosystem to allow users to trade, monetize, and market NFTs / digital products in SITEnetwork and its partners.

Enjin has been selected on its strengths in scalability, interoperability, affordability and sustainability.

Enjin Wallet

Enjin offers a multi-functional wallet that supports Xpedition (XPED) as well as NFT / digital product management.

For new users in Web 3, this provides the perfect, simple way to engage in the SITEnetwork economy.

**3M WALLET
USERS**

**5,000
TRANSACTIONS
/ SECOND**

**1.2BN
CREATED
ASSETS**



Managed Wallets

Leveraging Enjin's Managed Wallets, and Fuel Tanks, we are able to enable users to purchase NFTs / digital products even if they don't have their own wallet. We also have the option of covering transaction fees to enable NFT trades without gas fees.



BEAM

Enjin's BEAM functionality allow us to support distribution of NFT's via QR codes.

For the tourism sector, this opens up a wide range of opportunities in ticketing, souvenirs and customer acquisition.



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Camino Network

Camino Network are developing a Web 3.0 travel platform that brings together a whole eco system of providers of different services in the to the industry.

This includes over 200 businesses from tour operators that are looking for development of VR/AR solutions, web 3 incentivised booking platforms, through to payment and wallet solutions for conversion that reduce friction in the web 3 travel experience.

SITEnetwork is fully integrated into the travel industry and the partnership allows us to identify clients for our platforms, while also providing services that mean we don't have to reinvent the wheel ourselves and instead can plug in to solutions on Camino.

Partners on the platform include Lufthansa and Eurowings airlines, Universal Beach Hotels group, Stripe payments solutions, SIXT car rental, Lufthansa Holidays and many other prominent travel industry companies from Europe and the rest of the world.



Booking Engine (Messenger)

Enabling direct
booking without
dependency on
legacy platforms

Tracking

Providing increased
travel transparency
from transport to
baggage tracking

Reviews

Consolidating and
supply of user
generated feedback
to support planning
process

Climate Compensation

Encouraging CO2
aware and eco-
tourism



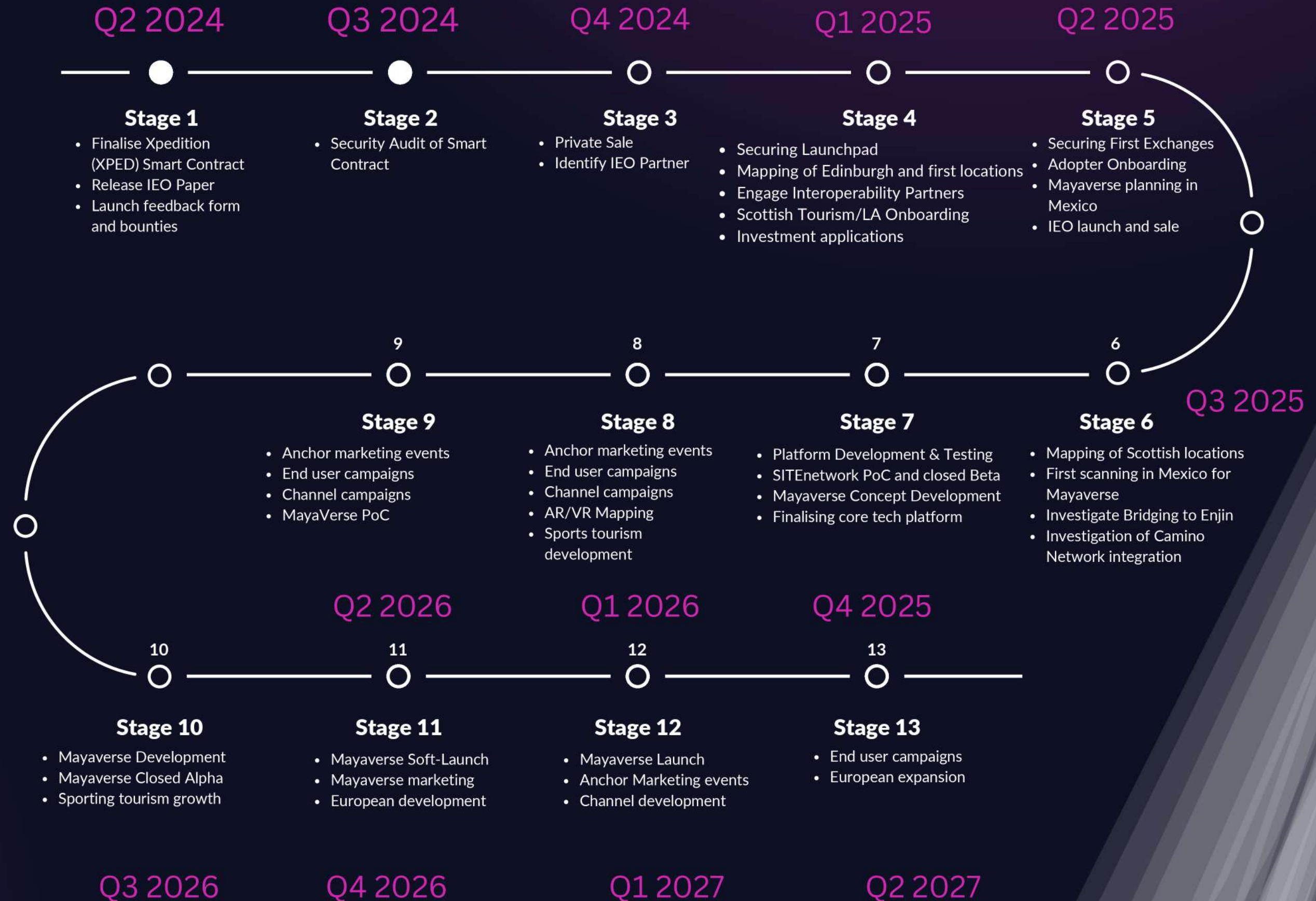
Indicative solutions on the Camino network



SITEnetwork Roadmap

Partners, Roadmap and Team

06



ISSUED 2.0



SITEnetwork

The Team



Damian Pike

 CEO

Damian has deep experience at delivering innovation across corporate, start-up and scale-up, having delivered >£500m of deal value, 600% growth in previous roles.



David Sime

 CTO

David is a multi-award winning Augmented and Virtual Reality specialist applying the technology to Education, Industry, Energy and Healthcare.



Graeme Stevens

 CCO

Graeme worked in corporate IT before founding Etive which specialises in virtual tourism. Graeme has a degree in Ethical Hacking, and is the author of the first Metaverse Playbook for tourism.



Rajesh Kumar

 **Blockchain Specialist**

Rajesh has worked in IT for many years, has an MBA and is founder of TrackGenesis, Scotland's premier blockchain consultancy. He holds 5 blockchain certifications.



SITEnetwork

Advisors

Alan Thompson

Economics

Alan is a professor of Economics, a economics prize winner and ex policies advisor at the Bank of England.

Lisa Gibbons

Tourism

Lisa runs the Metaverse Tourism association having previously developed an Irish Pub in Sandbox that has had 165,000 visitors.

Derek Fletcher

Corporate

Derek is an experienced Board level advisor with experience in some of the largest global corporates such as Veolia.

Dr. Yolanda Tromp

Immersive XR

Yolanda has worked in immersive technologies since the mid 1990's and has published multiple papers on XR HW/SW development, AI collaboration and culture.

John Kelly

Education

John Kelly is a pioneer for Web 3.0 in education in Latin America, co-founder of a physical and virtual web 3.0 school and innovation hub in Mexico City.

Marc Crothall MBE

Tourism

Marc is the CEO of the Scottish Tourism Alliance and the industry advocate with the UK and Scottish Governments. He was recently awarded the MBE for services to the Tourism Industry.

Josh Ryan-Saha

Tourism

Josh is a key figure in the realm of technology innovation within Scottish tourism, currently serving as the Director at Traveltech at the Edinburgh Futures Institute.

Mauricio Sciglio

Gaming

Mauricio is a hugely experience and respected individual in the world of gaming. Previously working at Epic, he now advises on gaming based propositions.

Note: All advisors are advising from a personal perspective and will not be representing the opinions of their parent organisations



SITEnetwork CONTACT

Thank you for your interest in
SITEnetwork.

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

info@sitenetwork.io



Legal Statement

- This White Paper is a summary of SITEnetworks business model and technology, plus a brief introduction to the SITEnetwork Platform, IDO process and opportunities. It should be read in its entirety.
- If you are in any doubt about actions or contributions you should partake in, you should consult your legal, financial, tax, or other professional advisor and do not contribute to the development of SITEnetwork, until comfortable to do so.
- If you decide to contribute to SITEnetworks development, please note that your contribution to SITEnetwork, to the best knowledge of SITEnetwork, does not constitute an exchange of cryptocurrencies for any form of securities, investment units and/or form of ordinary shares in SITEnetwork or any other company.
- A SITEnetwork token holder does not receive any form of dividend or other revenue right, nor does it participate in any kind of profit sharing program. The SITEnetwork token is not a security, and does not represent any form of ownership of the SITEnetwork business.
- You may be able earn XPED depending on your own contributions to the platform, such as developing content.
- Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies throughout the world, therefore regulatory measures, investigations, or actions may impact SITEnetwork's business and even limit or prevent it from developing its operations in the future.
- All persons must be informed that SITEnetwork's business model, the WhitePaper, or terms and conditions may change or need to be modified due to regulatory and compliance requirements from any applicable law in any jurisdiction.
- All statements contained in this White Paper and within the SITEnetwork webpage, statements made in press releases or in any place accessible to the public and oral statements that may be made by SITEnetwork, its founders, team members and any third party involved in the SITEnetwork project or acting on behalf of SITEnetwork that are not statements of historical fact, they constitute *"forward thinking statements"*.
- Neither SITEnetwork, its founders, team members, any third party involved in the SITEnetwork project, nor any other person represents warrants and/or undertakes that the actual future results, performance or achievements of SITEnetwork are guaranteed to happen but SITEnetwork intends to fulfil as many of the proposals as is feasible and/or amend the structure of the project if deemed appropriate to do so, following a vote from the DAO. In addition, Xpedition (XPED) is subject to the fluctuations of the cryptocurrency market and price is not necessarily a reflection on the quality of the project nor can we guarantee a specific price can be achieved or maintained.



We are not alone...

- **Microsoft:** “The metaverse is the next evolution of the internet, where people, places, and things are brought together in a shared virtual space. Microsoft is committed to building the metaverse for everyone, with open standards, interoperability, and accessibility. We envision a metaverse that empowers people to connect, create, learn, and work in immersive and inclusive ways.”
- **Accenture:** “The metaverse is a new frontier for business innovation and value creation, where physical and digital realities converge. Accenture helps clients navigate the metaverse by designing and delivering immersive experiences, platforms, and ecosystems that unlock new sources of growth, efficiency, and competitive advantage.”
- **McKinsey:** “The metaverse is a convergence of digital technology that combines and extends the reach and use of cryptocurrency, artificial intelligence, augmented reality and virtual reality, spatial computing, and more. With its potential to generate up to \$5 trillion in value by 2030, the metaverse is too big for companies to ignore.”
- **Apple:** “The metaverse is a transformative opportunity for Apple to enrich the lives of our customers and developers. Apple is uniquely positioned to deliver the best metaverse experiences, with our unparalleled hardware, software, and services ecosystem. We believe the metaverse should be built on the principles of privacy, security, quality, and creativity.”
- **IBM:** “The metaverse is a massive network of interconnected virtual worlds, where people can interact, collaborate, and innovate. IBM is a leader in the metaverse, with our cutting-edge technologies, such as cloud, blockchain, quantum, and AI. We help our clients harness the power of the metaverse to solve complex problems, drive social impact, and shape the future.”



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