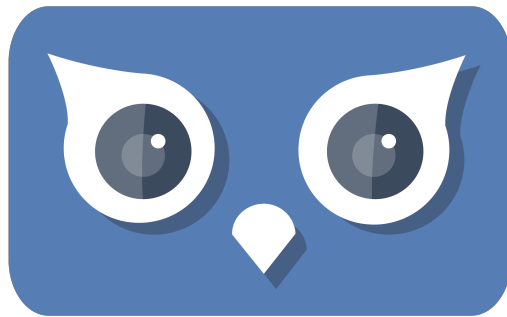# Viewy

Changing the way we learn through immersive realities

v i e w y

ABSTRACT.

Viewy's Virtual Worlds are 3D platforms that enable users to enter through fully personalized avatars with which they can communicate, interact and collaborate, both with other users and with the built environments.

The term Metaverse was born in 1992, from the novel Snow Crash by Neal Stephenson, which describes it as a fictional virtual universe. The Metaverse persistently allows interactivity since it is always active; on the other hand, it provides a feeling of presence, through which the physical limitations of the real world are eliminated.

The first approach to these platforms was later, with the launch of Second Life in 2003. Moreover, the importance of emerging technologies such as virtual reality is also evident, having had exponential growth in recent years, becoming part of a billion-dollar market (Round Hill Investments, 2021).

Digitization was also rushed from the 2020 health situation, which forced a change in digital interactions that had to adapt and find new digital solutions.

The Viewy Metaverse constitutes a new cross communication channel between areas and builds educational experiences for collaborators and other important actors within the companies that operate in the Latin American region. It offers the opportunity to be part of a decentralized community in which corporate knowledge is democratized.

MISSION

Our mission is to develop the first corporate Metaverse in Latin America that allows companies to build, create, learn, interact and collaborate with an ecosystem where corporate knowledge is shared and awarded.

VISION

Viewy aims to transform the way we communicate and learn through immersive realities by creating technology suited to our clients and positioning Latin America as an international benchmark in this field.

HISTORY

Viewy as a company was born in 2017. Our vision has remained the same since our beginnings we have changed and adapted the technologies we used to satisfy our client's needs.
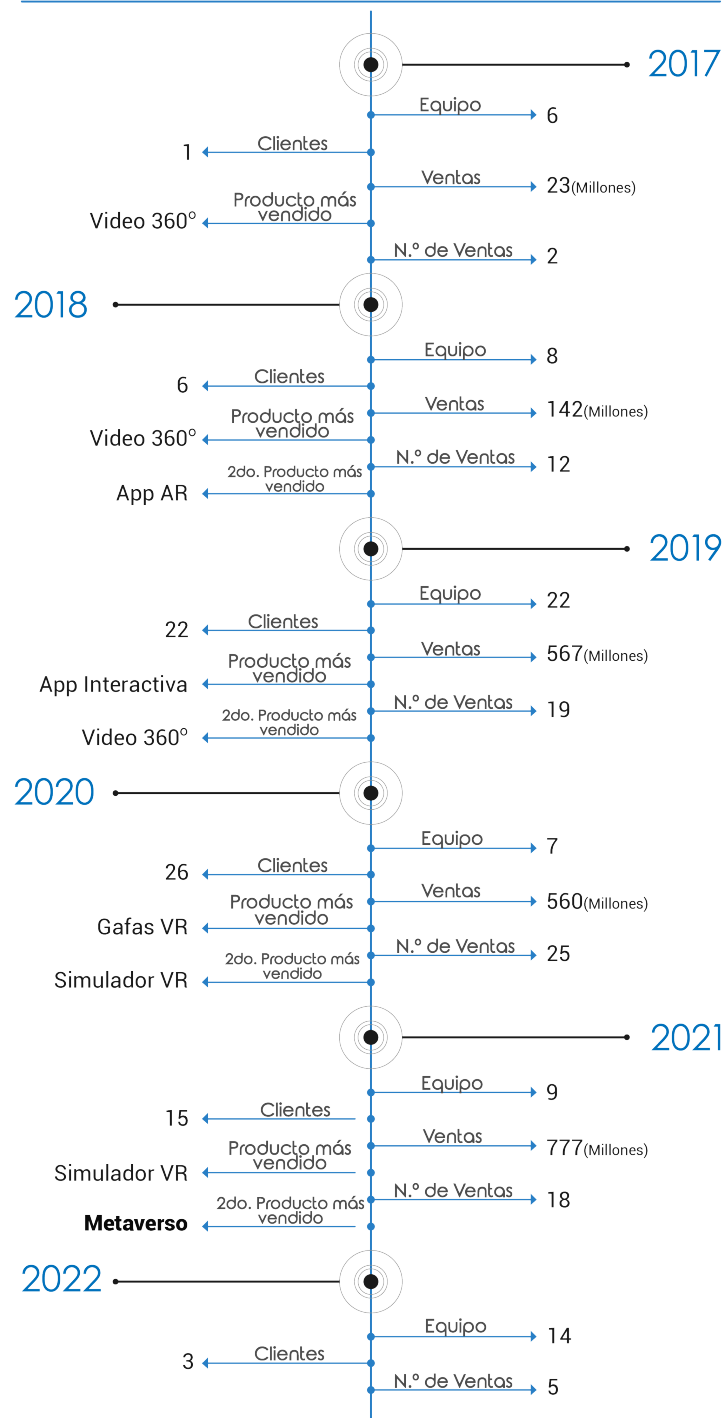
In our first 3 years, we focus on creating a memorable tailor-made experience in VR/AR for marketing and training processes. Among those projects, we developed a VR app for Enel that helped their employees train how to fix different types of utility posts under risk and pressure. We also created a VR escape room for Cinepolis a training tutorial for a professional football club in Colombia and many others.

During our fourth year, we restructured the company as a consequence of the pandemic, transitioning from a tailor-made company to a product-first company. Hence, we pivoted, developed and sold 3 different VR/AR solutions:

Viewy Speech: Public speaking VR simulator with tutorials and different kinds of audiences.

Viewy Care: AR stand used by public entities to teach you how to wash your hands.

Viewy Virtual World: First MVP on what we call now Viewy Metaverse or just Viewy that generated a lot of demand and curiosity on our clients and became our company focus point since that moment.

Viewy

2017

Equipo	6
Clientes	1
Ventas	23 (Millones)
Producto más vendido	Video 360°
N.° de Ventas	2

2018

Equipo	8
Clientes	6
Ventas	142 (Millones)
Producto más vendido	Video 360°
N.° de Ventas	12
2do. Producto más vendido	App AR

2019

Equipo	22
Clientes	22
Ventas	567 (Millones)
Producto más vendido	App Interactiva
N.° de Ventas	19
2do. Producto más vendido	Video 360°

2020

Equipo	7
Clientes	26
Ventas	560 (Millones)
Producto más vendido	Gafas VR
N.° de Ventas	25
2do. Producto más vendido	Simulador VR

2021

Equipo	9
Clientes	15
Ventas	777 (Millones)
Producto más vendido	Simulador VR
N.° de Ventas	18
2do. Producto más vendido	**Metaverso**

2022

Equipo	14
Clientes	3
N.° de Ventas	5

PRODUCT.

In 2020, a health situation occurred that transformed all day-to-day activities, forcing human beings to live in a new reality distancing themselves from others. This had a direct effect on digitalization, as the world was forced to adopt new technologies and find solutions to enhance interactions from a distance. Some of the sectors that had to adopt these changes rapidly were the educational sector and companies, which had to continue their activities in a virtual or hybrid way.

From our research, we understood that during the pandemic, the most common Google searches were questions such as "how to hold a virtual event" and "working from home". It is at this time that the idea of creating an interactive platform that, in a certain way, replaces face-to-face activities was originated.
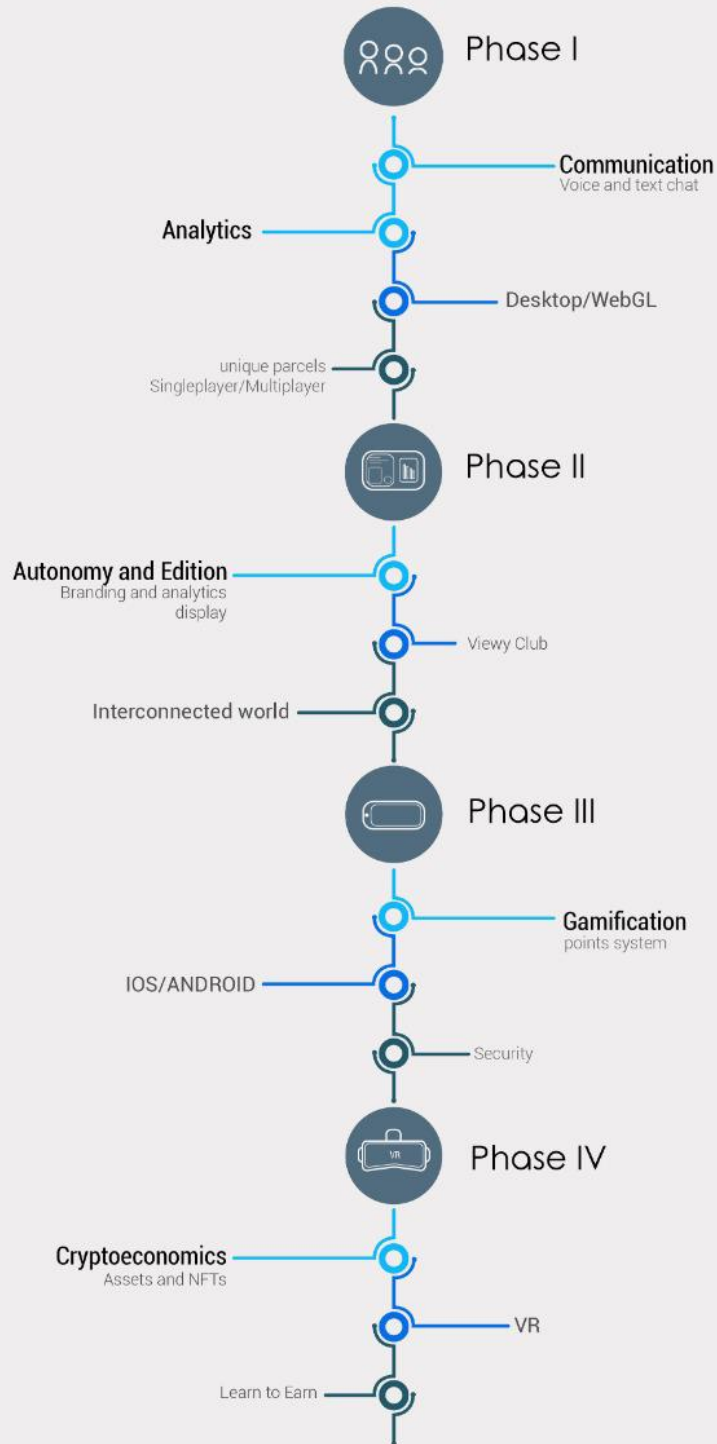
We started working in virtual worlds for events. At the end of 2020, two virtual events were built for two Colombian organizations: The Navy, who carried out the CINAV event, one of the most important internal events, hand in hand with Spira; another event was also held together with Tecnoquímicas, more focused on reinforcing teamwork.

From the analytics collected during these first events, we realized that almost half of the users stayed still in the environments, without carrying out any type of activity. The conclusion we reached was that these platforms needed to disclose a clear objective for the entire journey; this led us to start creating virtual worlds from scratch taking into account each specific need of the companies, offering platforms with purpose, which are much more intuitive for users.

Currently, we are constantly searching for companies that need to positively impact communication and educational processes to create customized virtual worlds, with fully personalized journeys, attacking areas such as human resources and marketing with specific processes such as onboarding and market research.

We have seven active clients, with whom we are building hand in hand to position the brands internally and towards consumers. We also propose a clear roadmap that has a short, medium, and long-term vision, intending to build homogeneous worlds that can support the digital economy that will be generated in the future.

Product RoadMap

Phase I

Communication
Voice and text chat

Analytics

Desktop/WebGL

unique parcels
Singleplayer/Multiplayer

Phase II

Autonomy and Edition
Branding and analytics
display

Viewy Club

Interconnected world

Phase III

Gamification
points system

IOS/ANDROID

Security

Phase IV

Cryptoeconomics
Assets and NFTs

VR

Learn to Earn

Narrative

Viewy is located in an alternative version of Latin America in 2050. Inside this fictional world, companies have understood that the best way to secure a better future is to democratize the corporative knowledge and work in communities for the common good.

We try to separate ourselves from the perspective that perceives the future as a dystopia where we will become slaves of technology and focus on a future that values the balance between people, nature, and technology.

The main character of Viewy world is our client (companies). While other virtual worlds construct their stories around individuals, we focus on communities and organizations.

Companies will discover perks, values, and benefits of our metaverse over time and create history in this virtual world throughout discovering all its features.

According to Clarke's 3 laws, "Any sufficiently advanced technology is indistinguishable from magic". Hence, we don't need magic within this fictional world but to teach our clients how new technologies such as virtual reality, blockchain, artificial intelligence, and 3d virtual collaboration can transform their businesses.

TYPES OF PARCELS.

Viewy´s Metaverse has different types of parcels distributed throughout the continent, it presents homogeneous built spaces that make it possible to carry out the exercises proposed in the evolution of the product, with the purpose of creating an effective communication channel.

- **Private parcel.**

A private parcel refers to the one that is built by a company for internal use, limiting its access to a specific population. We offer a wide portfolio of parcels that can be adapted, branded and

devised, understanding the purpose and vision of each company and the user journey that is intended to be created within them.

- **Public parcel.**

A public parcel allows any close user to enter, it creates spaces to collaborate and interact between company members. These parcels are surrounded by buildings; there is a possibility to turn one public parcel into a private one, if a company owns the buildings around.

- **Viewy Club.**

The Viewy Club is a project that intends to link a population of users who are not necessarily parcel owners, but that can obtain a quota to be part of this club through the acquisition of an NFT. It contains various private parcels that can be used for events, conferences and other benefits offered by the companies, exclusively for this population, acting as a bridge between the ecosystem of companies and individuals.

USE CASES.

Some of the most important experiences that can be built within the parcels are listed below:

Onboarding / Training	Communicate ideas, objectives, values and benefits of your organization to new employees and adapt spaces specialized in the transmission of knowledge.
Innovation Hub	Establish a collaboration space in which the formulation of innovative projects is potentiated.
Virtual Office	Build an office environment to facilitate and complement hybrid work models.
Showroom	Exhibit products to consumers and provide new experiences that achieve brand positioning.
Virtual Fair	Recreate networking events to display commercial stands that facilitate finding business opportunities.

SUCCESS STORIES.

	Grupo Nutresa is a national leading company that produces, distributes and sells food, it owns more than 20 companies in different lines of business. They chose to use this platform to carry out the onboarding on a company level, to reach approximately 10,000 new employees that join the company annually.

	Bavaria is the largest brewing company in Colombia and they decided to impact a specific exercise within marketing and market research processes. Through this platform, they intend to reach a massive number of consumers who will help the company make decisions regarding the brand´s next product launches.
	Nueva EPS is part of the health promoting entities with the greatest participation in Colombia. They adopted this tool as a support to strengthen teamwork. The space that is being developed will recreate a dynamic of observation races for the collaborators to accomplish.
	Universidad del Rosario is a recognized institution in the region with a high quality academic offer. They also have high quality internationalization programs and the platform will be used to transmit this information to students, setting each environment as the country from which the information is required.
	PricewaterhouseCoopers is one of the consulting firms that is part of the Big Four. They adopted the idea of a virtual world to support a hybrid work model, setting up creative offices on their parcels that encourage teamwork and brainstorming sessions, as well as offices to hold business meetings.
	Claro is a telecommunications company positioned in the Latin American market. They adopted the technology to execute onboarding sessions, as well as theoretical re-learning processes to consolidate cross business knowledge.
	Corteva Agriscience is a company that focuses 100% on agriculture and providing solutions within this sector. They built their parcel set as an Expo Hall, where they periodically gather farmers to transmit valuable information, introducing products and success stories.

	The Navy of the Republic of Colombia constitutes the Naval Force of the country's Military Forces. In 2020, they decided to make use of a virtual world to execute the Tenth Naval Engineering Conference (CINAV 2020), bringing together speakers, sailors and more actors within an innovative digital experience.
	Tecnoquímicas is a leading Colombian business group in the pharmaceutical industry. Due to the sanitary emergency that preceded the national quarantine, they decided to look for digital solutions that would encourage teamwork from virtuality; in this manner, they carried out an internal event that brought together teams in an observation race inside a virtual world.

BENEFITS FOR CLIENTS.

In a short term, users will be able to explore the different environments, interact with them and with other users, making use of new communication channels that eliminate geographical barriers. In the term, we will generate an interconnected world that will create an open innovation ecosystem in the region. And, in the long term, the platform will integrate crypto-economics, which the users will benefit from, in order to create environments autonomously.

PLATFORMS.

We have five years of experience working with immersive realities, nevertheless, understanding the technological barriers in the region, we decided to determine a platform evolution, taking into account the short, medium and long term.

- **Web/Desktop.**

Currently, Viewy´s Virtual Worlds are available through web and desktop, adapting the platform towards minimum technical requirements to enable an accessible metaverse to our target population.

- **Mobile App.**

The next step will be the conditioning of the platform to enable it on a user's own day-to-day device, in order to offer an easily available and intuitive product.

- **Virtual Reality.**

Virtual reality is part of the project´s vision and reflects its scalability capacity, since the platform is being developed with compatible programs to allow transitioning to virtual reality in the long term.

ECONOMY

We are aiming at replicating some real-world economic systems, with companies able to build, rent, hire and trade using their land and creating different experiences.

Building NFT: There will be 1000 limited buildings inside our metaverse. Most of them will have between 3 and 20 floors but there will be also taller unique buildings.

Utility NFT: Just as plug-ins for Wordpress, the metaverse also needs applications to improve user experience. Hence we will create an asset store bringing together asset/module creators (developers and artists) with clients and sell their limited products as NFTs.

Common Items: From the beginning, we promise our clients a lot of common NFTs which consist of giving some assets to all clients that have a building NFT.

Club Viewy NFT: Buyers will have access to Viewy Club and receive many benefits from our clients and partners such as events, mentoring, discounts, and job interviews.

Transaction fees: Viewy will charge 6% of all NFT secondary market transactions. 3% to give back to the community (common items, discounts in SaaS, events for Club Viewy, etc.) and 3% to invest in our team.

Client Subscription Fee: Most clients are currently paying a recurring monthly fee that gives them benefits such as construction fees, creative workflow, metaverse consultancy, among others.

Security

Blockchain itself as a chosen technology for this project guarantee a layer of security that clients never had meaning transparency and less fraud and theft possibly thanks to its record keeping nature.

Since our users are companies that are still doubtful about the technology and its risks we specially care for their security as one of our main objectives.

Our backend sits on top of a production-proven AWS stack and we are developing technology to adapt resources to player demand, to make sure no one misses the action. To make sure we are following the best security practices, we are also working in collaboration with teams at PricewaterhouseCoopers to guarantee the safety of our users' data and profiles.

Ecosystem

Viewy Metaverse:

Our main platform. Here you will access your parcel through a login plus a Metamask account if you own a Viewy NFT

Parcel Editor:

We will start with basic features such as changing a presentation or an NPC text and progressively will add the possibility to edit the interior of your building with different kinds of NFTs.

Analytics:

We want to create the Google Analytics for metaverse parcels. As our clients are businesses we feel crucial to show metrics never shown before in a virtual world, such as the bounce rate of space, demographic stats, and more.

Academy:

A series of documentation and tutorials for content creators. Learn how to build assets following Viewy's guidelines.

Market Place:

2D website that will allow 3d artists and developers to upload and sell their assets as NFTs for companies that might need them. These assets will not only improve the design and beautifulness of their parcels but add functionalities to them.

ECOSYSTEM

Game Engine & Optimization

Viewy's world is internally composed spaces or rooms organized as a set of free nodes. Parts of the world can be organized as contiguous land (open world) while other sections can be freely connected, allowing maximum flexibility defining limits within the world, distributing players along the world to optimize server usage and sending the users just the data they need.

Game Engine & Optimization

Our biggest technological challenge is creating an interconnected world experience for low-end devices and slow connections widely available in Latin America. For this purpose, the team spent countless hours iterating on every optimization technique in the book to get the best set of

choices to meet the hardware demands, get the best user experience and avoid breaking immersion.

From our experience since 2017 on VR and mobile devices we are creating a custom framework on top of Unity and an asset creation pipeline which will let us quickly iterate on design ideas while respecting our optimization choices and keeping our build sizes + download times low.

MEET THE TEAM.

Carlos Rojas - CEO and founder

Carlos Among the main responsibilities are decision-making and the administration of resources, as well as the establishment and transmission of the company's mission and vision. Additionally, he is in charge of defining internal and external strategies and maintaining solid relationships with shareholders and investors.

Juan Felipe Santos - CCO and founder

Juan has closed and understood more than 80 clients during the last five years. He is responsible for creating commercial strategies and achieving sales goals that set an expected performance for the company. His main objective is to increase the client base and loyalty and to update the business model consistently depending on the market behavior.

Maximiliano Silva - CTO

Max spent the last 10 years working on multiplayer games for VR and mobile studios leading teams during production and making middleware and infrastructure choices, always focusing on player experience and keeping the costs at bay.

Sebastian Bain Unity Lead Developer

Leadership of the internal and external development team, ensuring high quality products. He is responsible for the maintenance, development and articulation of the strategic direction of the company and the constant evolution of Viewy´s portfolio.

Julio Bastidas UI/UX Designer

Development that crosses the life cycle of the product: starting with the investigation and definition of information for the UX process, agile prototyping, the construction of an information architecture and furthermore, a modular system that allows the team to reuse many of the interfaces generated.

Juan David Ariza 3D artist

Responsible for 3D modeling, ideation and creation of environments, characters and each of their elements; this role is important for supporting post-production and special effects. His main objective is to ensure high quality visuals and aesthetic for each of the projects.