

Virtually Made Entertainment



Business Plan

VIRTUALLY MADE

OWN YOUR ENTERTAINMENT

1. Executive Summary

- ★ TAM
- ★ Value Funnel
- ★ Why Entertainment
- ★ Why NFTS
- ★ Intellectual Property

2. NFTs

- ★ Veggies
- ★ Goofs

3. VM Production

- ★ Sample Product: Short form animations

4. VM Music

- ★ Sample Product - Music album

5. VM Live - Concerts

- ★ Sample Product - Metaverse

6. VM Arcade

- ★ Sample Product - Mobile game

7. Conclusion/Summary

Executive Summary

To enrich the lives of others through community engagement and entertaining content



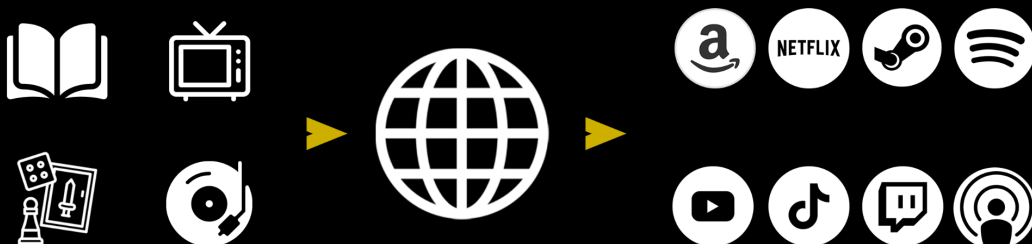
The Vision

Virtually Made is a global entertainment company that leverages the legacy of iconic brands and the transformative power of blockchain technologies to create unparalleled experiences for both fans and creatives.

The rise of the internet revolutionized the way entertainment is consumed - from Blockbuster to Netflix, arcades to online gaming, CD's to Spotify playlists, board games to Jackbox entertainment, and the list goes on.

Consumer expectations have evolved

When we want something, we want it now, including entertainment. The result, the ability to escape from reality at any moment, at any time, in any place, from the palm of our hands. Who says disruption is bad?



Total Addressable Market (TAM)

Virtually Made is disrupting a 2.5 Trillion dollar industry



Equitable Entertainment

The entertainment industry spends ~450 Billion dollars in intermediary fees. By streamlining processes and sourcing talent from our community of creators, Virtually Made aims to reduce overhead while increasing equity for participants of our ecosystem. This is accomplished with our decentralized production company providing a gig economy for the ideation, execution and distribution of content, products and services.

Total Addressable Market

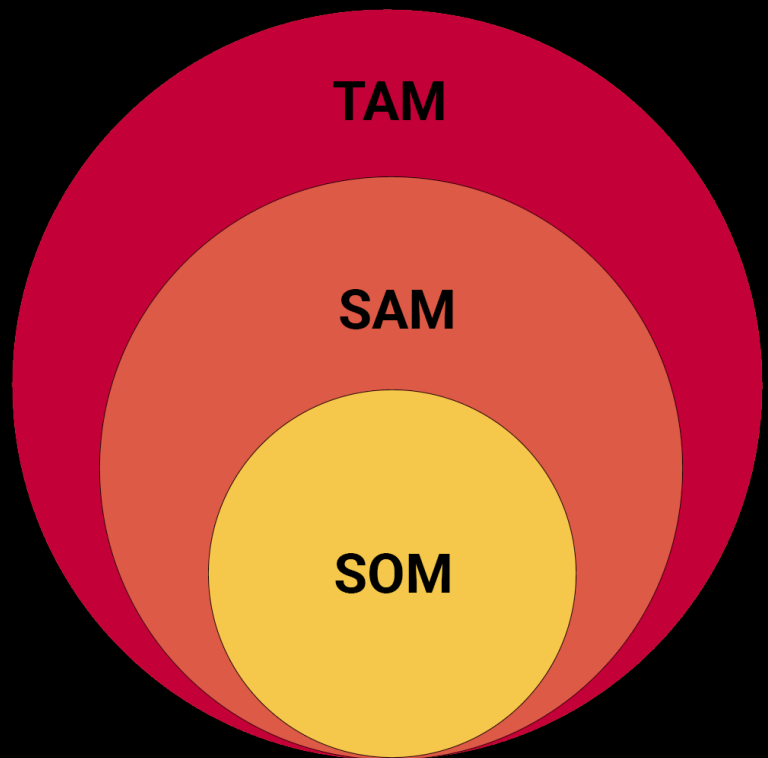
\$450 Billion - 20% of the total revenue in the entertainment industry is tied to intermediaries

Serviceable Addressable Market

\$135 Billion - 30% of the total addressable market (TAM) encompasses digital content creation, royalty, publishing, and sync licensing fees.

Serviceable Obtainable Market

\$34 Billion - 25% of the serviceable market (SAM) represents the music industry and Talent Management.





Why Entertainment?

Leveraging traditional markets to prop up digital assets



Sustainable business model

Most NFT projects are dependent on funds raising and exposure from a limited NFT consumer base. These consumers are typically attracted to unfavorable business practices such as ponziomics, unsustainable hype, and legal compliance risk. While these tactics may work in the short-term, they will likely fail over time, unless there are alternative revenue models.

VM Value Funnel

01

Brand Exposure

Leveraging traditional media outlets VM will market IP through content such as games, animations, and music

02

Capture Fan Base

A percentage of content consumers will become subscribers and fans of VM content

03

Customer Acquisition

VM generates revenue through traditional means such as merchandise, ad revenue, and royalties

04

NFTs

Limited digital collectables offer opportunities for deeper fan engagement, driving demand for NFTs



Why NFTS?

Disrupting the status quo of traditional entertainment



Own Your Entertainment

Smart Contracts provide the automation and programmability that makes NFTs secure, transparent, and adaptable to various use cases in the digital asset space. Virtually Made leverages NFTs to alter traditional entertainment models by providing additional revenue streams, automated royalties, and access to a growing global community.



Eliminating Unnecessary Intermediaries

With the power of Smart Contracts, Virtually Made can code royalties into creator content, eliminating unnecessary parties such as brokers, agents, dealers, wholesalers, and retailers. This will reduce the overall COGS for VM, which leads to reduced margins for creators, fair compensation for collectors, and cost savings for Virtually Made.



Additional Revenue Streams

Unlike traditional physical assets, digital assets will be trackable through blockchain technology, opening up additional opportunities for creators to monetize their intellectual property. Examples include character licensing, aftermarket sales, and digital collectables.



Community Engagement

NFTs can better connect fans to their favorite creators with token gated access to exclusive content such as events, media, and merch. In addition, rewards can be given through NFTs which can incentivize early engagement, increase audience size, and promote retention rates.



Equitable Opportunities

Through smart contracts, NFTs provide creators with direct compensation, global exposure, and continuous revenue. Collectors benefit from direct interactions, inclusive access, and the potential for asset appreciation.

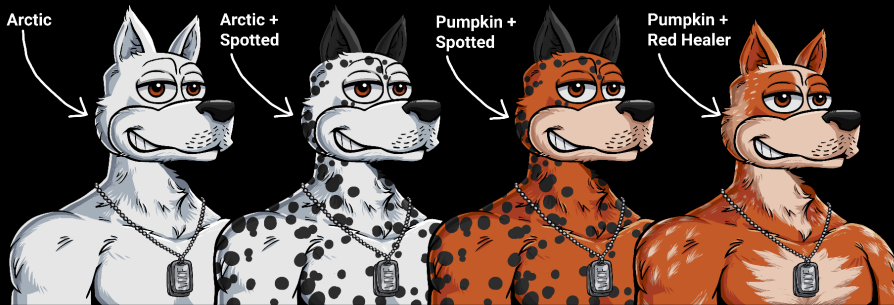
Dynamic NFTs

Imagine an NFT that can be customized and altered to reflect your mood, style, and individuality



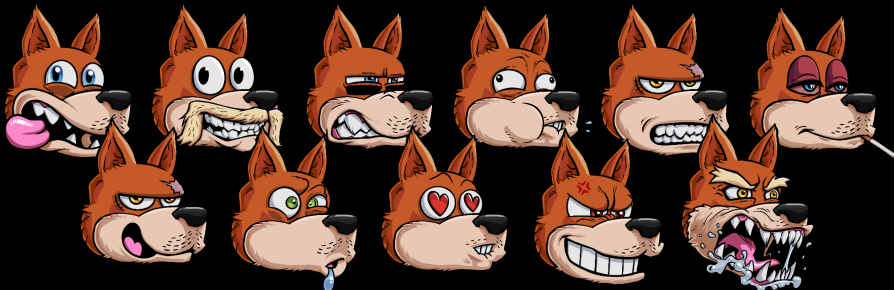
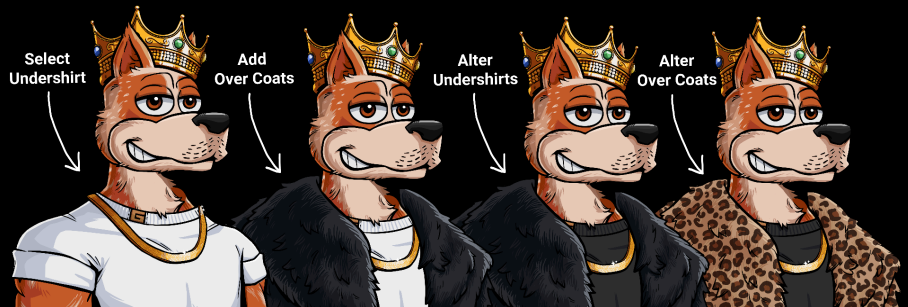
**Own Your
Entertainment**

Virtually Made leverages Dynamic NFTs, so your character is ever-evolving. This will be accomplished through the VM customization portal with trait alterations. Alterations will be unlocked through achievements, special events, and \$Greens. Alterations made to your NFTs will be applied on-chain to reward participation within the VM ecosystem.



On-chain Alterations!

Build your Character!



Express Yourself!

Monetize Your NFTs

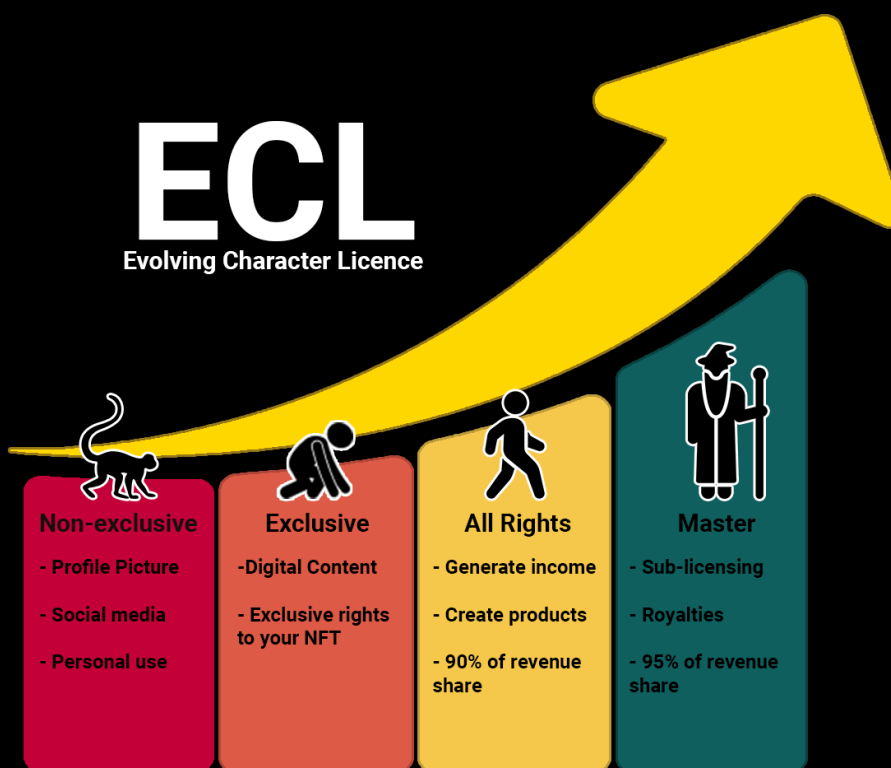
Establish ownership over assets to use as part of your NFTs branding and content generation kits



Evolving Character Licenses

We wanted to create a system that rewards holders with a long-term mindset: the OGs, the HODLers and creators. We know NFTs nowadays are often actively traded because there is no real use case for the NFT, other than to trade. We at Virtually Made, as a decentralized production company, wish to elevate the space and create a sustainable ecosystem based on long term-value. These evolving IP licenses are integral to that goal.

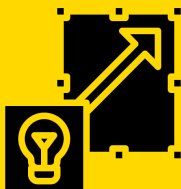
Virtually Made is an entertainment company with the primary goal to create a comprehensive ecosystem encompassing multiple brands, products, production pipelines and services. A key tenant of Virtually Made is to empower NFT holders, allowing them to capitalize on the Virtually Made Characters that they own and to monetize their investments. VM offers all holders “evolving” IP licenses. The idea is that as you get to do more with your NFT as you continue to stake and HODL your NFTs. This includes earning royalties and building a business based on the NFT’s likeness.





Intellectual
Property

Building and growing while continuously moving forward

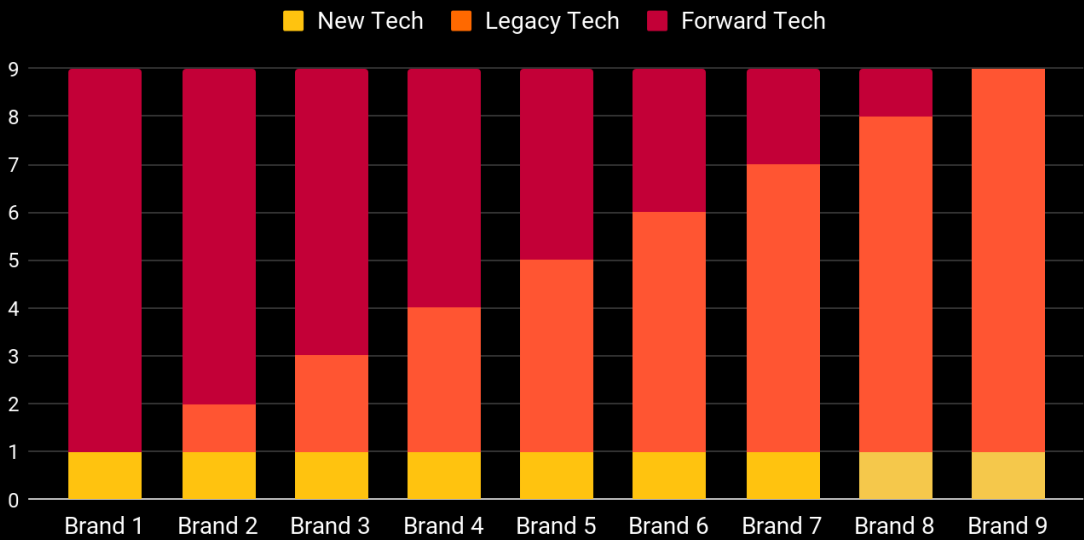


Scalable Utility

Virtually Made provides the foundations for raising brand awareness in the Web3 space by creating blockchain technologies and connecting communities. When a brand is created it has access to technology and partnerships from predecessors. Each brand will spawn new technology which can then be applied to preceding brands.

In the creation of each new brand, there is an integration between previously built technology and new innovations. This will give our brands an edge over the competition by providing a larger baseline of utility upon the launch of any new IP. This means that Virtually Made brands will scale in a one-to-many fashion. Leveraging proven strengths and creating new solutions that are applicable and adaptable across the entire VM brand portfolio.

Scalable Technology Across Brands





The Characters

Veggiemates

No humans. No animals. Only Veggies, Junkies, and the never ending fight for survival.



The year is 3021. It's a post-apocalyptic world, and all that's remaining are the Veggiemates and Junkies. For many centuries, the two factions have been at war in a fight for survival. Only one may win! Whose side are you on?

Veggiemates features a cast of unique food-based characters. At its core, Veggiemates represents the battle between healthy and unhealthy choices. Through the Veggiemates we can tell a range of fun and engaging stories such as action packed thrillers with the Veggilantes who are uprising to challenge the rule of the Junkies and their malicious Crumb Syndicate or our cute "it" couple Popo & Carrot who grow their love for one another, highlighting the fun dynamics of relationships



GOOFS World

Celebrating what makes us unique - leveraging our collective talents and experience to produce fun.



Goofs produces fun and engaging content such as comics, games, animations and music. In doing so, we promote our brands while empowering our community to contribute to the Virtually Made ecosystem through our Decentralized Production Company model.

GOOFS is more than a community; it's a family that rallies together, supporting one another through thick and thin. GOOFS are diverse, inclusive, and celebrate each other's unique journey and achievements. When you join GOOFS, you become a part of a pack, a movement to embrace and promote self-expression. GOOFS leverage our unique individual experiences as a collective to create, produce, distribute and monetize compelling content, products, merchandise and services.

GOOF AROUND AND FIND OUT!



Products & Examples

Virtually Made Labs

Bringing exposure to all Virtually Made brands through entertaining content

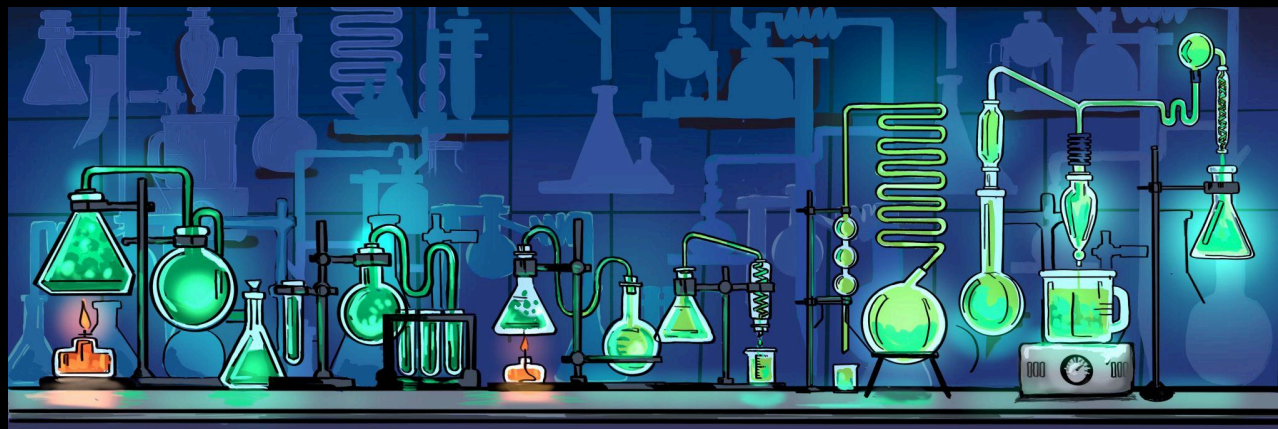


VM's suite of blockchain-based solutions aims to reimagine how the entertainment industry functions. We accomplish this by leveraging our ecosystem and community to expedite the creation, distribution and monetization of content, products and merchandise.

VM Labs produces both in-house and community sourced content featuring VM characters. The goal is to promote the VM brands through storytelling and imagery. By bringing our characters to life, we help grow exposure to all characters that live within the VM ecosystem

We will empower our community to create content by providing technology such as profile picture builders, meme generators, and more. We will also leverage talent from within our community from various artists, animators, and storytellers.

With a global community, we will source talent from all around the world, enabling creators to make a living doing what they love. We believe in a future where we can co-create entertainment together in a more fair and transparent manner by leveraging blockchain technologies.



VM Productions Product Example:

Transcend Web3 and unite the world through entertainment



Popo and Carrot

A story of a couple in love. Sharing happiness and joy with the world through relatable experiences. A satirical glimpse into a relationship. From funny pranks to frantic debates. Popo and Carrot aim to highlight common relationship scenarios through relatable humor expressed through an adorable couple.

Animated Shorts

Animated shorts will bring more exposure to Virtually Made brands and will serve as an example of how Virtually Made characters can be leveraged in content

The goal of Popo and Carrot is to develop characters that will resonate with a larger Web2 audience, growing the overall exposure of Virtually made.

Follow Popo and Carrot on [Instagram](#), [TikTok](#), and [Youtube](#) @popo_carrot



VM Music

Using blockchain technology to enhance Production, Distribution, Promotion, and Marketing



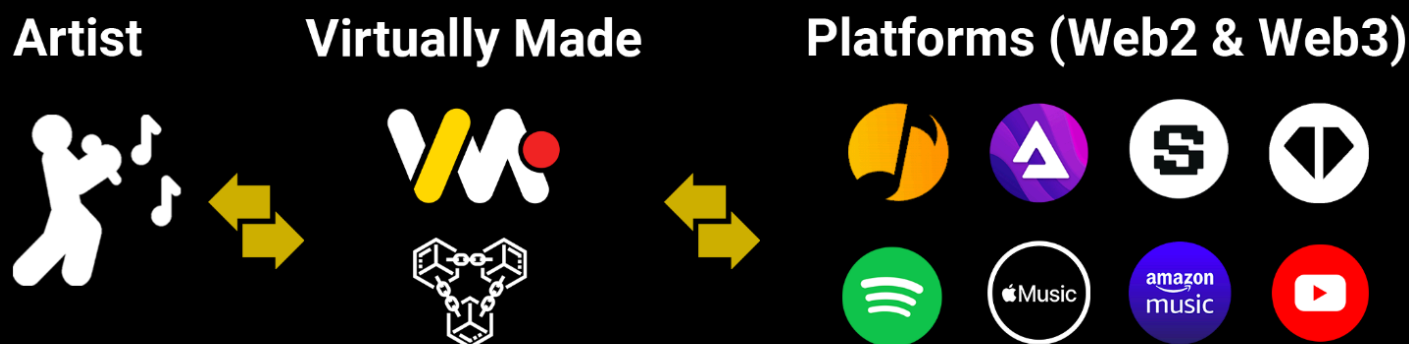
As technology has evolved, so has the landscape of music consumption. Virtually Made embraces these shifts by guiding artists onto current digital streaming platforms and emerging blockchain-based platforms, bridging the music industry's past and future.



Blockchain has the potential to change the music industry forever. With the ability to track creation, ownership, and royalty rights without all the unnecessary intermediaries that exist in legacy media. By streamlining these processes Virtually Made will be able to increase margins so that artists can be compensated a greater share of revenue for their music. This creates a more fair, transparent, and efficient ecosystem which benefits everyone involved. Making it more accessible than ever to make a living as an artist.

Let Creators Create

Most artists could care less about the administrative work and the bureaucracy included with monetizing their content. Therefore most artists opt for a traditional career simply because being a musician doesn't typically pay the bills in today's world



At Virtually Made we believe in enabling talent by removing barriers, allowing artists to spend more time doing what they love. By leveraging 20+ years of experience working with the largest traditional media companies in the industry, the VM team is armed with the best practices and partnerships necessary to help incubate artists from the ground up. This gives creators the ability to focus on their craft instead of worrying about monetization strategies

VM simplifies the creative process by providing a one-stop-shop for artists

VM will leverage legacy media outlets as well as blockchain platforms to help distribute and market content. While most of these platforms are available for individuals to publish content, they are cumbersome, overly technical, and complicated. Especially when it comes to blockchain, most artists could care less about tokenomics or even the blockchain itself. Virtually Made simplifies this process by aggregating these platforms to a single point of contact, so artists can spend less time managing their business and more time creating art.

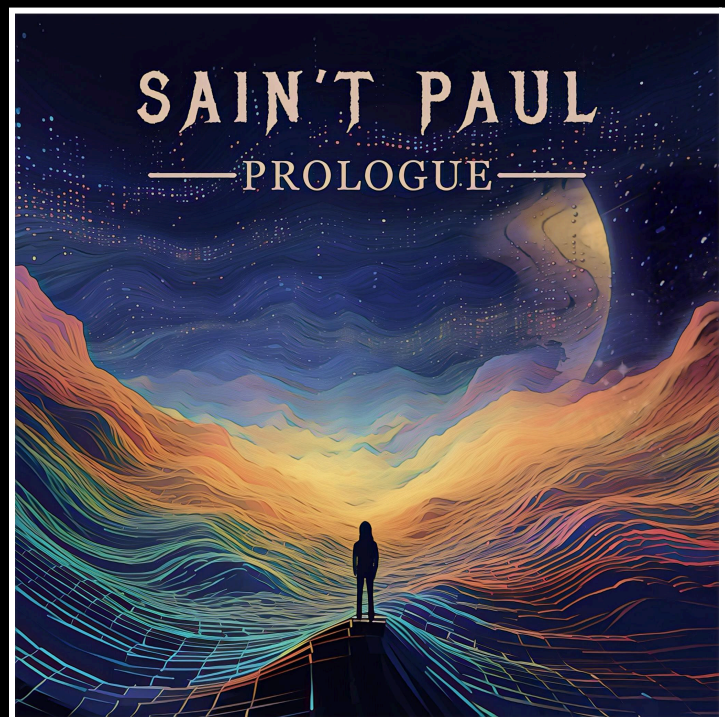
VM Music Product Example:

Combining years of experience with modern technology

SAIN'T PAUL

Lofi hip-hop music created by recording artist Paul Thomas from the Multi-Platinum band Good Charlotte. **SAIN'T PAUL** makes music and videos to enhance your focus using an eclectic blend of darkness, serenity, and surreal imagery.

Virtually Made Music utilizes partnerships with both traditional and blockchain-based streaming platforms to maximize artist exposure throughout several communities. These partnerships lay the foundation on which **SAIN'T PAUL** can release music with premium product placement across multiple platforms. **SAIN'T PAUL** will also be able to utilize Virtually Made Live events to showcase virtual performances to supporters and new audiences.





VM Live

Providing a place where communities merge and creators shine.



Our commitment to revolutionizing entertainment extends to our live events, where we bring the Virtually Made experience to life in captivating ways. We believe in the power of immersive events to connect communities and showcase the creative potential of Web3

Twitter Spaces: Open Dialogue and Trend Discussions

By leveraging web3 technology, we offer experiences that not only entertain but also empower our community members. Virtually Made Live events embody our vision for a future where entertainment is immersive, interactive, and community-driven.

Twitter Spaces: Open Dialogue and Trend Discussions

In addition to our immersive conventions, we regularly host Twitter Spaces where we engage in open dialogue with our community. These sessions allow us to discuss current trends, share our excitement, and foster meaningful connections with our supporters.

Art Nights and Jam Sessions: Collaborative Creation

Art Nights and Jam Sessions are platforms for our community to directly engage with our talented artists and musicians. Together, we co-create unique, one-of-a-kind content that embodies the spirit of Virtually Made. These events exemplify our commitment to fostering creativity and collaboration.

Product Jams: Community-Driven Innovation

Our Product Jams provide a space for our community members to pitch and develop ideas based on themes outlined by Virtually Made. In a truly decentralized fashion, contributors have the opportunity to earn royalties for their contributions and participate in the further



VM Live Product Example:

Farmers Market is an experience that showcases the power of community growing together



The Farmers Market is one of our flagship events. A groundbreaking convention hosted within the Future Fest metaverse. It's a digital wonderland featuring multiple stages with live music performances, immersive play spaces, art galleries, and engaging interviews with prominent attendees on our main stage.

A Day of Festivities

We bring communities together. Connecting people who might have not met otherwise, due to the friction of borders, proximity, and tribalism. We do this by providing a virtual day of entertainment, which includes concerts, art galleries, and interviews. The goal is to have everyone be in one place at one time by providing a memorable experience

Projects from all chains will be invited to set up virtual booths where they can market their services, whether they're marketing NFTs, merchandise, physical art, or tokens. The Farmers Market is an entertaining and engaging place for the community to gather while interacting with some of the largest names in the crypto space. Partnering with FutureFest and Ugly Bros Studios, we are able to bring the Farmer's Market to the metaverse, allowing participants to play in the character model of their favorite NFT projects



Monetization Through Innovation

We've innovatively monetized our Farmers Market event through a blend of Web2 sponsorships, premium vendor booth packages, and the sale of exclusive collectibles directly to consumers within the platform. This approach ensures that our community can actively participate and contribute to the event while supporting the Virtually Made ecosystem.

VM Arcade

To enrich the lives of others through community engagement and entertaining content



Introducing the Arcade, a vibrant part of our entertainment universe bridging audiences between web2 and web3. The Arcade enables us to engage our fans with compelling content starring a diverse roster of characters, welcoming players of all levels to dive into fun-filled adventures.



The VM Arcade is an onboarding tool into the Virtually Made ecosystem, welcoming players of all levels to immerse themselves in fun-filled adventures starring our diverse cast of characters; Bazooka Broc from the VeggieMates being the first title to launch in 2024. This game, and others to follow, are not just about entertainment; they represent a new era where gaming meets real-world rewards and community engagement. While NFTs are not required to play VM Arcade titles, connecting a wallet with a VM NFT will enable on-chain rewards for progress and achievements made within the Arcade.

The ever evolving gaming industry is currently experiencing a paradigm shift with the integration of web3 technologies. VM Arcade is at the forefront of these innovations, leveraging the power of decentralization, blockchain's transparency, and security to bring fairness and trust into gaming. These advancements are not just technical feats; they can translate into real economic value and player empowerment in an ever-growing market. By combining engaging gameplay, real economic opportunities, and community-driven development, VM Arcade isn't just offering games; it's creating an interactive, rich environment where gaming meets tangible benefits. With VM Arcade, we promise a future where fun, fairness, and fantastic rewards await every gamer.

VM Arcade Product Example:

Bazooka Broc introduces Web2 audiences to the VeggieMates brand, while rewarding VM NFT collectors for their achievements.



Bazooka Brock

Bazooka Broc is a thrilling roguelike adventure where our hero battles the notorious Crumb Syndicate. Armed with his trusted Bazooka, Broc will blow up anything that gets in his way... especially those rotten Junkies!

The Web2 Experience

- ★ User-Friendly Interface
- ★ Engaging Gameplay
- ★ High-Quality Graphics and Sound
- ★ Responsive and Intuitive Controls
- ★ Balanced Monetization
- ★ Social Integration
- ★ Cross-Platform Compatibility



The Web3 Experience

- ★ Unique and collectible gameplay assets
- ★ Daily rewards for leaderboard rankings
- ★ Achievement based rewards for NFTs
- ★ Opportunities to help build additional content
- ★ Social rewards such as titles and badges



Summary

Elevating Entertainment Through Virtually Made



Virtually Made Entertainment stands at the forefront of a groundbreaking evolution in the world of entertainment. We are more than just a company; we are a movement, a community, and a vision for a future where entertainment transcends boundaries and connects people in unprecedented ways.

Conclusion

Our commitment to revolutionizing entertainment through web3 technology is unwavering. We have demonstrated our dedication by hosting immersive events like the Farmers Market within the Future Fest metaverse, where the possibilities are limitless, and the boundaries of creativity are pushed to new horizons.

At Virtually Made, we're not content with the status quo. We thrive on innovation, transparency, and inclusivity. Our NFTs, smart contracts, and evolving IP licenses empower creators and fans alike. We believe in eliminating unnecessary intermediaries, rewarding contributions, and fostering a sense of belonging within our community.

Our financial projections reflect a future filled with growth, opportunity, and sustainability. As we continue to connect communities, empower creators, and enhance the entertainment industry, the potential for Virtually Made knows no bounds.

We invite you to be part of our journey, to explore the limitless possibilities of Web3 entertainment, and to join us in creating a world where entertainment is not just consumed but experienced, cherished, and shared.

Thank you for considering Virtually Made Entertainment. Together, we will elevate entertainment to new heights - one blockchain at a time.

Let's Grow Together!



Resources

Virtually Made

Website: <https://virtuallymade.io/>

Twitter: <https://twitter.com/virtuallymade>

Discord: <https://discord.gg/virtuallymade>

Instagram: <https://www.instagram.com/virtuallymade/>

Staking: <https://staking.virtuallymade.io/>

Goofs World

Website: <https://goofs.world/>

Twitter: https://twitter.com/GOOFS_world

Veggiemates

Website: <https://www.veggiemates.com/>

Twitter: <https://twitter.com/VeggieMatesNFT>

Franchise Pass: <https://franchisepass.virtuallymade.io/>

Popo and Carrot

Instagram: https://www.instagram.com/popo_carrot

Tiktok: https://www.tiktok.com/@popo_carrot

Youtube: https://www.youtube.com/@Popo_Carrot