

DARK PAPER



EYE LABS

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EYE LABS, INC.



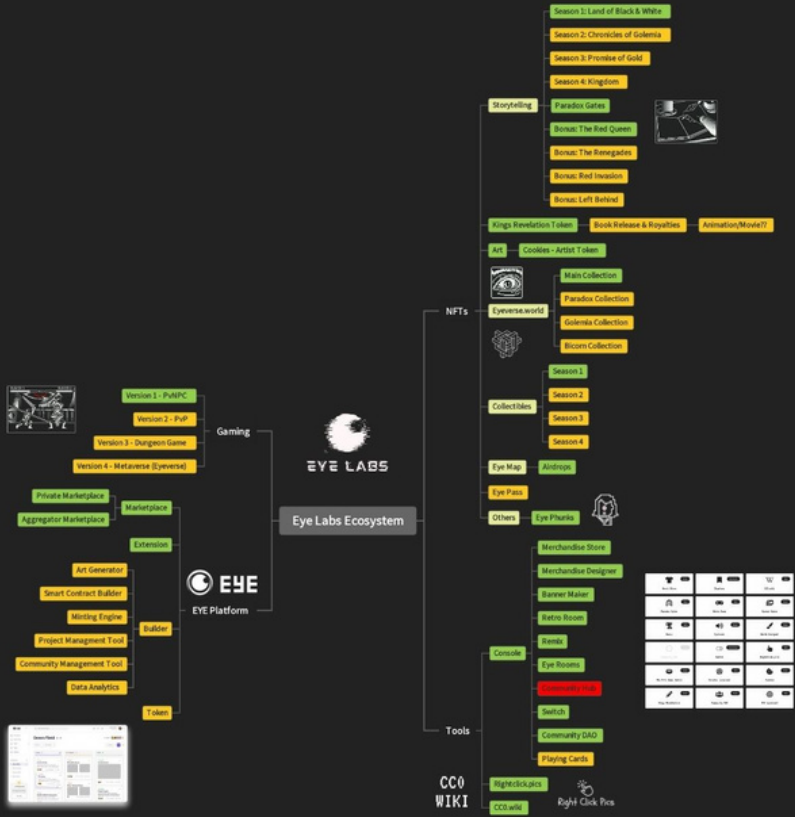
Abstract

The world of Web3 faces many fundamental hurdles, particularly within the NFT domain. The NFT space is at the beginning of the curve, and we quickly noticed that adoption rates are dwindling, for a good reason too. Despite it being a bear market, the reason is not purely because of a lack of liquidity. Based on direct interaction with active community members and the founding team being investors in the NFT space, it is mainly due to so-called "Rug pulls" that cause damage to the amateur investor and builders, all in all, causing FUD (Fear, Uncertainty, and Doubt) among the new and budding Web3 community as a whole.

When we speak decentralization, it does not entail chaos, and what we see in the space today is chaos. Builders are afraid of entering the NFT world due to a lack of knowledge or the right tools to support their journey. Not knowing the primary outcome of a journey is scary and an absolute turnoff. Even with this issue, the NFT Segment is projected to generate \$2.6 Billion in Revenue by the end of 2022 and is expected to register a 27.26% CAGR, a decent growth curve, but let's not stick to the statistics as we believe with what we are building we will be able to elevate the spike faster.

A group of Serial Entrepreneurs with multiple success stories and failures met and immersed themselves in the future of the internet in Web 3. As mentioned earlier, the challenges that we saw were endless, and with those challenges, we found that the biggest one was 'Adoption' and the reason was the lackluster projects and countless rugs, the unavailability of sound data, and a severe lack of a means for builders to do the shift. We knew that for a sector to prosper, it should allow for more sound building and to build trust without labels for communities that can be strong and thriving. 'Access' is critical for the story to start, and the way forward was to dive head first into building a community that will shape the future of Web3.

The Vision came to life, and with our unparalleled belief that the space will define the future of how we do things, we agreed that 'Decentralization' does not need to be a big mess as we see it today. It can become organized. We are making it easier for people to come to Web3 by creating opportunities for builders 'Marketers, developers, designers, and community leaders by providing a conversation mechanism that will allow for better decision-making, ultimately making it safer and easier to onboard newcomers to the future of the internet. Let's make Web3 less intimidating for people, builders, investors, and explorers.



Eye Labs inc. is on a mission to build the ecosystem that will spearhead the growth of the space. "Provide Value and everything else will fall into place - Trinity" The way forward was our organizations four pillars:

- NFTs
- Tools
- Gaming
- Eye Platform



NFTs

- **Eyeverse.world**
 - Main Collection (launched)
 - We launched our flagship NFT Collection the Eyeverse on the 29 June 2022 as a free mint to show the world that everyone had an equal opportunity to be part of the revolution we are building.
 - Deemed a CC0 because NFTs are not just JPEGs. This point had to be clear for everyone.
 - Sold out in 3 minutes
 - Verified on Multiple market places
 - Over 450 ETH in transaction volume during a more stable market generating over \$1,000,000 during the first 3 months.
 - Kings, Queens, Princes, Princesses, Enlightened, Eye Knights, Eye Lords, Night Watchers, Day Watchers, & Watched. These are the NFT main classes in rarity order.
 - Token Gated access to airdrops, lore, tools, and different utilities including the Eye Pass.
 - The Collection will remain as the Genesis collection with the aim to give it's holders priority access to the abundant future.
 - **Paradox Collection (Q1 2023)**
 - A Collection with the core focus on the gaming pillar. This collection will allow holders to use their NFT Characters in the PVP, Dungeon, and Metaverse iterations of our Gaming Pillar along with some more perks.
 - **Golemia Collection (Q3 2023)**
 - A Collection based on the second season of the Eyeverse stories (The Book of the Eyeverse).
 - Holders will be able to use the NFT in the Gaming aspect particularly the Metaverse iteration.
 - Holders will have access to token gated content and lore.
 - **Bicorn Collection (Q1 2024)**
 - A Collection based on a character from the Book of the Eyeverse.
 - Holders will be able to use the NFT in the gaming aspect with a possible combination with other character NFTs particularly in the Metaverse Iteration. (Ride a Bicorn, own a Bicorn stable, Race a Bicorn, Breed a Bicorn).



- **Eye Map**
 - **Airdrops (launched)**
 - The Eye map is where all the Airdrops for our Main Collection holders accumulate. They usually hold access tokens to chapters, utilities, and others.
- **Art**
 - **Cookies Artist Token (launched)**
 - We harbor a community of brilliant artists, and we showed our appreciation by building them a Token with which they can sell their services in coloring the Black & White NFTs for their clients.
 - Spray, Splash, & Splatter are the three levels of the token, valued differently, and each gives access to a higher tier in progressing order when it comes to the number of colors to be used.
 - 90% of the value of the token goes to the artist as a mechanism of making money, while Eye Labs retains 10%
 - The Newly colored NFT will have its metadata amended to the new colors, and will considerably increase its rarity ranking.
- **Storytelling**
 - **Season 1: Darkness & Little Light**
 - The Beginning of the story of the Eyeverse, building the world for the imagination of the reader with 8 chapters in play.
 - The Chapters are all written by one of the Cofounders, and is strategically written around the creation of the Eyeverse with stories of legends, the formation of society, creation, the different beings, and the nature of the Eye Kin.
 - Ends on a high note with a successful war.
 - **Season 2: The Chronicles of Golemia**
 - Holds 8 Chapters, with the beginning 6 chapters being the prequel to Season 1, and chapter 7 & 8 are the beginning of the sequel, with a traumatic outcome of the Renegades' coup/uprising.
 - Introduction of the Great Golems, & Bicorns
 - **Season 3: A Promise of Gold**
 - The story of the Golden realm, ascension, and the introduction of the 33 Gods of the Eyeverse.
 - **Season 4: Kingdom**
 - The beginnings of a new King of the Land of Black & White.



- **Storytelling (ctd)**
 - **Paradox Gates**
 - 10 Chapters fronted with Riddles to unlock their content.
 - The Paradox Gates are similar to what the Egyptian Tablets are, speaking of Legend, and stories. They're guarded by a Character deemed "The Demon" of the Eyeverse.
 - **Bonus: The Red Queen (Released with Season 1)**
 - The Back story of the Red Queen, Maliceye or in short 'Malice'. How she became the Red Queen, and what drove her to her evil ways.
 - **Bonus: The Renegades (With Season 2)**
 - The Renegades' Back story, how they were formed, what or who was behind them, and how they were driven towards their attempt at the throne.
 - **Bonus: Red Invasion (With Paradox Collection)**
 - The Story of how the Queen of Red, and her 9999 Soldiers declared war on the Land of Black & White representing their Red Realm, and Maliceye's intent to kill the King.
 - **Bonus: Left Behind (With Paradox Collection)**
 - The Red army was 10,000 soldiers strong, but only 9999 showed up in the Land of Black & White, we wonder why?
- **Kings Revelation Token**
 - A First of it's Kind soul bound token. With Only 20 available priced a 0.5 ETH a token. It allows the holder of an Eyeverse Main NFT, and it's holder (must be simultaneously held) to be able to devise their own backstory of their character, and have a 1 on 1 reading session with the King of the Eyeverse (Writer/Cofounder) of all future chapters, and together they figure out how, and where to embed the character into the story.
 - **Book Release, Animated Movie & Royalties**
 - With the Embedding of the character of the Revelation token holder, they will get the opportunity to make royalties from Book sales once the book is completed and published.
 - The possibility of creating an Animated Movie and the Royalties apply.
- **Collectibles**
 - **Season 1**
 - 3 GIFs as NFTs with a limited quantity of 10, for each chapter valued a .025 for those Loyal to the story.
 - **Season 2,3,4**
 - TBD



- **Eye Pass**
 - A Pass worth 1 ETH.
 - Each holder of a Eyeverse Original NFT will receive 1 pass per NFT. The Value of that pass is based on the fact that it will offer a Life time Access to the EYE Platform.
- **Others**
 - Eye Phunks Collection
 - A Collection that was created by community members, as a Derivative.
 - A Cross between Crypto Phunks, and Eyeverse.
 - Eye Labs Inc. Acquired the collection, and integrated the characters into the World of the Eyeverse.

Tools

- **Console (Launched)**
 - We created a set of handy tools for our users available
- **Merchandise Store (Launched)**
 - In a much faster time frame than existing projects in the space who took a little over a year to deliver such a tool, we were able to do so in the span of a week. Where we allowed our users to purchase product merchandise directly from our console.
- **Merchandise Designer (Launched)**
 - We've taken it a step further by providing a means for our community to not only purchase pre-designed merch, but to be able to customize their merch and order it as well.
- **Banner Maker (Launched)**
 - We've given the ability to our community to create banners that they can use on their social media accounts using this nifty tool.
- **Retro Room (Launched)**
 - A Room where all our users are able to play nostalgic games. If You're a fan of Doom, Super Mario Bros, Sonic, and all the likes then you can try this out yourself.



- **Console (ctd)**
 - **Remix (Launched)**
 - The Ability to create your own Eyeverse Character. This tool was created by a community member, where we adopted the concept (giving him credit) and placed it on the console for people to dabble with all the traits of our NFT/Characters and create a customized PFP. This will not turn the PFP into a NFT.
 - **Eye Rooms (Launched)**
 - Twitter spaces was unstable for quite some time during the past year, and so we decided to create a place for our community to make spaces and converse without the fear of 'Rugging'. This tool is one of many that we are going to add to our core utility to be mentioned later on in this document.
 - **Community Hub (Obsolete)**
 - We created an area for people to share, discuss, almost like a facebook within the Eyeverse world. We noticed that usage wasn't high enough to retain the tool, thus we made it obsolete.
 - **Switch (Launched)**
 - Some of our NFTs are dynamic, and as part of our lore we've added scrolls that give the holders the power to switch the NFT from it's GIF format to it's static format, or from their Knighted status (Red background, and open eye, used to be from the Watched Class of our NFTs) to the normal Watched status.
 - **Community DAO (Launched)**
 - We've also created a voting mechanism for our community to be able to make decisions based on their holdings. We've also allowed the ability to raise/crowdfund between each other to fund particular community activities that are being handled by them accordingly.
 - **Playing Cards (TBD)**
 - Since our NFTs hold classes similar to those of playing cards, we sought to create Playing cards to our holders which we will ship to them.



- **CC0.wiki – (Launched)**
 - There was a ton of confusion in the space about what the Creative Commons concept meant, and we've created a Wiki page explaining what CC0 is, and added to it most of the CC0 projects, and allowed for other projects to come and place themselves on the page for people to know about their CC0 Status.
- **Rightclick.pics – (Launched)**
 - Through our collaboration with other CC0 Projects we've created a page where we adopted the Remix tool from the console, only here we allow users to mix and match between different CC0 collections and create their own rendition of a PFP that combines the traits of projects they Love. Once again the PFP doesn't become a NFT.

Gaming

- **Version 1 - (launched)**
 - PVNPC
 - Currently launched with a Nostalgic feel, allowing for users to battle the Trinity (Founding Team Characters) in a difficult setting.
- **Version 2 - (Q2 2023)**
 - PVP
 - Players will be able to fight other players who hold the Paradox Collection NFT and level up their characters.
- **Version 3 - (Q4 2023)**
 - Dungeon Game
 - A Game that will allow holders of the Paradox Collection NFT to roam, unlock different doors, and fight different characters.
 - The players will be able to Level up their characters by playing the game.
 - The Players will be able to buy traits to change the Metadata of their NFT, and the way they look, and possibly increase their ranking & rarity.
- **Version 4**
 - Metaverse (Eyeverse) - (Q4 2024)
 - Map already drawn out with details, cities, population, spread, and proper topography.



Eye Platform

- **Marketplace**
 - During our Tenure on existing marketplaces we noticed a trend, where the majority of the NFT world was monopolized by 1 specific marketplace. We also managed to get our verified project delisted from that said marketplace for no legitimate justification from their end, and that made us explore below:
- **Private Marketplace**
 - Our private marketplace relevant only to our collections and not any others with new functionalities that do not exist in current marketplaces.
- **Aggregator Marketplace**
 - By creating our private marketplace we were able to determine that there are many more projects who do not wish to work with monopolies since it is not the essence of Web 3. Based on that we created eye.watch which serves as a global marketplace, and the final piece of the journey with our Builder tool.
- **Extension**
 - The initial core utility is in the form of what we call “An Eye that lives on your browser”. This will provide a conversation tool that will display live sentiment and data on projects for everyone who is exploring the NFT space to be able to make sound decisions on projects. The extension will host real time data on transactions, listings, discussions happening on social media, and an actual chat area along with spaces functionality. All those functionalities will automatically be available for the project that the explorer is looking at on their browser through Twitter, Discord, Marketplaces, or Mint pages.
 - The Purpose of this tool is to allow people to do proper research, without having to navigate multiple scattered social media platforms, or the worldwide web, etc. Organizing decentralization for them to make the safest, and most sound decision possible before spending their money on a NFT.
 - Deemed the simplified Bloomberg Terminal of the NFT world.



- **Builder**

- Our star Utility is the Builder which we will provide for people are looking to do just that within the NFT space. We understand that there are dispersed tools that they have to jump back and forth from leaving a unsafe trail for them to conduct their business, with the possibility of clicking a link that could drain all their hard work. For that we decided to organize it for them in our builder tool which they will get access to by either having a Eye Pass NFT, or through a subscription format for the entire thing or just certain functions.
- **Art Generator**
 - The user will be able to plug in their art, and generate as many traits as possible using our Art Generating tool within the Builder.
- **Smart Contract Builder**
 - One thing we saw with smart contracts, is a massive fear when stating 'you need to draft a smart contract', and due to that we've decided to place a smart contract builder to simplify the process, and to eliminate the fear of the user accordingly.
- **Minting Engine**
 - Once the art is generated, and the Smart contract is completed and ready to deploy, the User will want to create their minting page, and allow people to mint the collection. It made sense that part of their journey on the Builder is to be able to do just that, and that is why this will be included in the Builder accordingly.
- **Project Management Tool**
 - How will the user be able to organize their team, time, and plans without having to navigate to multiple areas. We have added a project management tool that will allow them to organize their thoughts, brainstorm ideas with their team members, and monitor the performance and growth of their project along with the full team.



- **Builder (ctd)**
 - **Community Management Tool**
 - The key to the long term success of any project is their community, and we've seen that first hand with our loyal community. So we have also included a community management tool, that will allow figureheads in the communities of each project to participate in the growth journey of the said project. Being able to manage the community to avoid chaos and unnecessary toxic speculation is necessary.
 - **Data Analytics**
 - What better way to measure the projects success than to view real data. With the Eye extension providing just that for the public to view, the project owner will have a more intimate version of the platform to view their data in real time, and understand how to perform better, where low hanging fruits exist, their weaknesses, and strengths. This will serve to refine their project as they go, and have a long term outlook towards success.
- **Token**
 - With the development of an Ecosystem, there must be a token in place to conduct transactions. The SEYE token will be available for holders, and non holders to be able to navigate through the ecosystem, purchase access to tools, trade, and unlock many things in all the pillars of the Eye Labs ecosystem.

In conclusion, Eye Labs Inc. Are here to change the narrative, and build an ecosystem that will organize Web3 for builders, investors, and explorers through our robust products & tools with a focus on an immersive experience using our unparalleled storytelling. We are the future of Web3.



THANK YOU

EYELABS.VENTURES

KING@EYEVERSE.WORLD