

IMERS Metaverse

Whitepaper



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ABSTRACT

Virtual Reality is a transformative technology that will change the way people work and play. A real opportunity exists to use VR to positively impact the trading industry. The founders of CyberTools and IMERS.land believe that this can be achieved by tapping into the natural instincts of people attracted to trading. Traders are ambitious and highly competitive. They can also be strongly collaborative when working towards a common goal.

IMERS.land is the world's first virtual reality trading metaverse. Members experience an exciting new way to trade their cryptocurrency wrapped within a metaverse where they own buildings in the new virtual Wall Street. Members compete to beat each other in a variety of in-metaverse trading competitions and tournaments. The rewards going to the best traders with the most profitable trading accounts.

All the profit potential of trading, with none of the risk.

While trading as an individual can be profitable, the real gains are made by the trading Guilds. When they win, they win big.

To participate as a Guild the members must stake the native IMERS tokens and bid for a Guildhall. Once the Guild is established new members can be invited, the more traders within the Guild – the bigger the potential profits – all paid in IMERS.

Ownership of buildings and assets are NFTs secured on the blockchain and held in the Guild's Web 3.0 wallet. Each Guild operates as a DAO with their own charter. The charter determining everything from the name and appearance of the Guildhall through to the rules of competition prize distribution and the make-up of the Guild's partners and associate members.

While the Guildhall secures a Guild's position in the IMERS.land metaverse; it is the immersive VR trading hub where members place trades and fortunes are made. Members assist each other in plotting and planning how to trade either 'play' accounts or through API connection to their live crypto-exchange accounts. They can talk to one another, share charts and other news to help them determine strategy. The hub also includes unique tools that make use of the immersive properties of VR to enhance trading performance. AI developed by the founders assists trading activity in a number of ways including the development of the AAIA – Autonomous AI Assistant which observes what information a trader uses to make decisions and which markets the trader likes to trade. The AAIA will scan live news feeds and price data, presenting information to the trader so they can examine it further or discard it as they see fit. The point is that by presenting information of potential interest to traders even if they are not actively scanning the news the trader operates at peak efficiency, entirely in tune with the markets.

In addition to the trading hub where Guild members plot, plan and trade, Guildhalls also have more relaxed spaces – lounges where members can socialize, listen to music and chill. Full Guild members have private penthouses in the Guildhalls, which associate members can visit by invitation. The larger the Guild the more its penthouse suites are luxuriously appointed. Guilds owned by superstars will have penthouses customized to resemble suites at the most sumptuous locations in the world like Los Angeles's famous Chateau Marmont or Dubai's Burj Al Arab hotel.

The following white paper lays out the vision of the metaverse and the technology used to execute this vision.

GAME DYNAMICS

Cybertools IMERS metaverse

The IMERS Gameplay

IMERS is an immersive trading metaverse created by the Cybertools company. It is a multi-layered game where you are a master trader waging war against others to dominate a world populated by other master traders. But instead of the standard online game where combatants slice off hands with laser swords or bludgeon each other with maces our contests are Trade Wars between Guilds, doing what we all love, trading cryptocurrency.

But are the players actually trading masters? Competitions will be won by traders with the best trading results. We know those results are real because they are drawn from the trader's actual performance on our platform. The platform uses real-time live market data from the best cryptocurrency exchanges in the world fed into a paper-trading 'play' platform. There's simply no way to scam your way to victory. And victors are amply rewarded for their

performance. The best traders win IMERS tokens, unique NFT trophies, and just as importantly results are broadcast in-game to everyone in their home Plaza and city. Just like Wall Street, the City in London, Frankfurt's bourse or the souks of Dubai, the best traders grow wealthy and earn the respect of their peers.

Competitions start in the IMERS 'play' account where traders participate in rapid fire sprint and super sprint challenges. They also compete in tournaments and day-trading contests using the paper trade 'play' platform where no money changes hands – just the prizes for the most profitable trader. If the trader prefers, competition results can be taken directly from the performance of a live trading account, no need to trade specially for the competition – just show us how well you trade your live account on the exchanges you use day in and day out.



Level 1 tournaments run hourly. These really are rapid fire competitions where traders compete for Level 1 prizes and, most importantly entry into the Level 2 of the tournament. Each level you win rewards you with larger prizes and pits you against better traders over longer time frames. Pretty soon you'll be competing in the big leagues with prizes culminating in a global event with prizes as high as \$25,000 in IMERS tokens – good traders could easily earn a living from trading, with none of the risk.

As players become accustomed to the game mechanics we will introduce longer term competitions using actual long-term investment returns to determine a trader's rank against their peers.

IMERS is a game of skill, but strategy plays an equal role.

To keep things lively any Guild can challenge any other Guild to a head to head competition. And there will also be sponsored events where specific digital assets are traded or a specific exchange sponsors an event where you have to trade from that exchange's price feed to compete.

There's an in-game news channel with regular broadcasts to keep everyone informed of the progress of on-going battles. Challenges can be made and accepted in the metaverse with participants laying down challenges during broadcasts on in-game TV.

In the IMERS Metaverse you can trade alone but the real benefit comes when you trade as part of a Guild. When traders band together in Guilds, not only does a winning trader get a prize but every member of the winner's Guild and that Guild's treasury also gets additional prizes as well. The bigger the Guild, the more members, the more chances to win competitions and the greater the benefit to other Guild members and the Guild's treasury. Competitions take place at multiple levels. Guilds war against Guilds within their Plaza, Plazas vie for dominance within a city and in time, cities will fight against cities in metaverse wide Battle Royales.

How the competitions are financed

The ecosystem is driven by advertising revenue – this revenue is then shared with game players – by providing the cash needed to fund competition and tournament prizes. As the game grows in popularity, the advertising revenue will grow and the competition rewards will grow as well, generating token prizes in the tens of thousands of dollars every month. IMERS provides a play-to-earn opportunity with the very real possibility that someone could make a living from their trading – without needing significant capital to start.

With prizes of this magnitude IMERS members will do everything they can to increase their chance of winning. Rivalries will build between the established players with talented upstarts joining the game, attempting to wrest control of the leadership by throwing caution to the wind, trading boldly without fear.

In the **IMERS Metaverse size does not matter**, only how well you trade and the percentage performance of returns. This means that **even small traders can WIN BIG in the IMERS Trading Metaverse.**

Immersive VR Trading Environment

One of the key benefits to you as an IMERS metaverse player is access to CyberTools technology – specifically the Immersive VR Trading Hub. The Trading Hub uses sight, sound and the haptic ‘touch’ sensors found in VR rigs. It also uses proprietary artificial intelligence and communications tools to provide members with an enhanced trading experience. This captures the best of the old order - ‘trade desk culture’ coupled with breakthroughs in new trading technology that allows heightened efficiency.

Traders, who before were limited by 2, 4 or even 8 screens will now be surrounded by whatever information they wish, supported by the in-game AAIA – Autonomous AI Assistant that learns what information the trader commonly seeks, putting that information directly within their reach, even before they realise that is exactly what they wanted to review.

By combining visual and audible cues - confirmation of orders and fills, traders using the hub become ONE WITH THE MARKETS - able to see profit opportunities instantly. This resource is currently available nowhere else on the planet. When combined with the excitement of taking part in the game broadcasts while having instant communication with Guild members through headset audio, turns trading into a socially rewarding, exciting endeavour.



Community and Economy

The IMERS Metaverse supports many ways for you to earn income from participating in the game ecosystem.

- You can find and join a Guild (or start your own) and profit from your trading skills.
- You can own and enhance Guildhalls, which can be rented to other Guilds for a steady income. These members benefit from the unique gameplay characteristics that increases the value of long-established Plazas and cities compared to newer, less established locations. In other words, the older the Guildhall plot, the higher the potential prize values.
- Real World traders, fund managers and mentors can participate in the Trade Wars. The verified results prove their ability while the in-game conference centres can be used to present their strategies and network with potential customers.
- In-game service providers. All aspects of the game from building design through Guild symbols, and avatars are built using an open standard. For the artists amongst you there are opportunities to design avatars, GuildHall ornaments and coats of arms adorning the buildings. This allows players to have their own unique style and earn income. This is a game for individuals and leaders, your avatar and the appearance of your Guildhall become an extension of your personality.

Guilds

Your Guild is your entry route to winning the larger competition rewards and multiplying results from short-term competitions. The daily rapid-fire competitions compensate all Guild members when one of their number triumphs making it a no-brainer when you consider that trading solo only yields you a prize. There is also an increased chance of generating prizes when your Guild members are all trying to win competitions.

If you have a 1st Level Guild you can have up to 5 Guild members. If any one of these members wins a prize then every other member of the Guild will receive a sum as well. The Guild treasury also receives a sum when a Guild member wins.

That means if you ally yourself with talent you are going to earn way more than working on your own - thank you very much!

As you grow in prestige you may decide to level up your Guild. A 2nd Level Guild can have 10 members - increasing the likelihood of success even further. A 3rd Level Guild can have 15 members and so on. As your prestige grows and your membership increases so do the chances of your Guild earning significant prize money - but don't underestimate the power of a master trader, a Guild of 1 can still take on the powerful Guilds if you have the talent and skill.



GuildHalls

While your Guild is the public face of your trading talent, your Guildhall provides the infrastructure. You can start putting together the members of your Guild but until you have a Guildhall to operate from, the Guild cannot compete.

Traders stake IMERS tokens which gives them the right to establish a basic - Tier I Guildhall. This stake along with the staking return generated during the period of that holding is returned if the player decides they no longer want to participate in the game. Once you have established your Tier I stake you can bid for the plot of land you want in the regularly scheduled auctions or if you don't want to wait you can also buy a plot from an owner that wants to sell.

You can decide that owning a Guildhall doesn't meet your needs. You may want a position in a Plaza where you know other players or one with a high prize multiplier. It may be possible in these cases to rent a Guildhall from an existing owner. The Guildhall rent includes all of the competition privileges that come from that Guildhall's position. Sometimes it may not be possible to buy the property you want, but it may be possible to rent that location from an existing owner.

Plazas and Cities

Guildhalls are located in public squares or Plazas. Each Plaza is identified by a symbol agreed to by the Guild members in the Plaza. There are only 20 to 24 Guildhall plots in each Plaza. Each city can house 121 Plazas. In addition to Guildhalls, each Plaza has areas where you can meet other players that are not members of your Guild and a conference centre where members can hold metaverse presentations. This can be used for educational purposes, project presentation, Guild member searches or any subject that you believe will be of interest to the metaverse members. Details of the presentation will be publicized and broadcast to all members on the in-game screens.

As the number of players grow new Plazas will be founded. But newer Plazas will become progressively less valuable because the competition rewards allocated to new Plazas have lower values. Prime Plaza in Prime city will always have the highest competition rewards.

This will mean that players that support the project early will benefit from helping us build the IMERS Metaverse game and community as they will have the chance to occupy land with a premium value in the metaverse.

This does not mean that the prizes for Plazas that are founded later will not be worthwhile. As membership in the metaverse grows and advertisers see the value in communicating to our members, that advertising revenue will be used to increase the size of prizes in the game. Older Plazas will have a higher prize value with Prime Plaza having the highest, but the goal is to keep the size of prizes growing through increased ad revenue and by having the value of IMERS tokens increase as well.

This will drive property value higher in older, more established Plazas. Value can be derived by playing in the game competitions, by staking tokens for properties in older Plazas and from the value of the IMERS token as well.



Penthouses

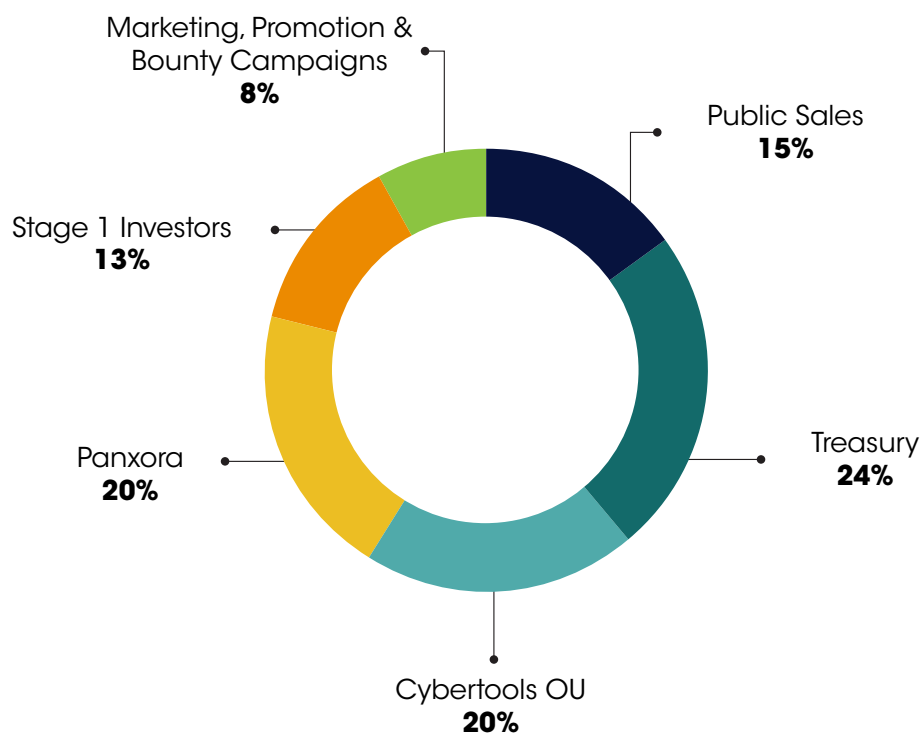
Occupying a Guildhall so you can compete in games and tournaments has other benefits as well. If you own or rent a Guildhall you will also have a penthouse where you can invite friends to chill, build strategies, watch the markets or simply catch up on the days' trading.

The more prestigious the Guildhall, the better the penthouse and the tallest Guildhalls will have views across the city delivering a real "master of the universe" experience to the owners.

TOKENOMICS

The ecosystem will initially be funded with 250 million tokens. These tokens are split as follows:

- Cybertools OÜ - **50 million**
- Panxora Ltd. - **50 million**
- Stage 1 investors - **32 million**
- Marketing, Promotion & Bounty Campaigns - **20 million**
- Public Sales - **38 million**
- Treasury - **60 million**



The treasury and public sale will be managed by the IMERS Foundation. The IMERS Foundation will initially have three trustees appointed by the early investors, but Governance will be in the control of the token holders. (see Governance section) Also, the opportunity to change the trustees for individuals selected by the token holders will periodically take place.

The IMES token will have a 10% annual staking yield generated on a daily basis. This staking yield will be split with 7.5% dedicated to competition prizes and a 2.5% staking yield provided to all individuals that have staked tokens to hold their Guildhalls.

Every month 30% of the advertising revenue generated in the Metaverse will be used to buy back tokens in the secondary markets. These tokens will be burnt.

Following this model, we expect the token to be inflationary in the first 12 months until advertising driven token burning catches up with new token minting. Sometime between month 12 and 15 we expect the token burn rate to exceed the number of new tokens minted. This will create a deflationary effect in the token as the number of IMERS participants continues to grow but the number of tokens decreases.

GOVERNANCE

The principle of Self Governance is built into IMERS from the ground up. Starting at the Guild level. Guild membership is divided into associates and partners. Associates have limited benefits that are decided by the Guild. Partners determine the direction of the Guild, make decisions about everything from the Guild name through to spending the Guild treasury and membership offers. Associates who are invited to become a full member of a Guild will have to stump up IMERS to buy into a Guild partnership.

Plazas are governed by the owners of the Guildhalls on the Plaza. They control the name of the Plaza. They can choose to levy a tax on competition winnings made by Guilds on the Plaza. The game caps this at 5% of winnings. Taxes are split across the Guildhall owners.

Cities, in turn, are governed by the owners of Guildhalls across the entire city, with similar powers to change the name and the tax rate of the city (capped at a further 5%).

Finally, the entire IMERS ecosystem is held by a foundation with three trustees. At the outset these trustees will be drawn from the early investors, Panxora and Cybertools. Every 12 months one of the seats will be put up for re-election and the staked token holders vote for an individual to replace one of the trustees (on a rotating basis). A trustee can stand for re-election.

By incorporating Governance at all levels of the ecosystem individuals can impact the running of the IMERS world. Your Guild, your Plaza, your city and IMERS overall becomes a reflection of its members.



ADVERTISING

New capital will continually be introduced to the ecosystem through advertising in the metaverse.

Our metaverse is made up of a highly desirable segment of the international market and there are advertisers both inside of the cryptocurrency industry and luxury brands that will be eager to engage with our members. This may take the form of banner ads, content delivered through the various screens in evidence around the metaverse or through specialized competitions and promotions that can and will take some surprising and delightful forms. But key to the structure of the metaverse is that the value derived from advertising be shared among our members. However, rather than giving a small and inconsequential sum to all members, this capital will be used to incentivize members to work together to trade competently.

Those rewards will be made in IMERS prizes across the range of competitions and tournaments.

Thirty percent of all revenue generated from advertising will be ploughed back into the ecosystem through the purchase of tokens in the open market which are then used for competition and tournament prizes. These tokens will be purchased in the open market rather than from the treasury to keep constant ongoing purchase demand for the token over and above what is required from members of the metaverse.

Initially we will use advertising consolidators to sell ad stock while we develop an internal sales team. This will allow the project to start to generate revenue immediately, while the sales team develops leads.



COMMUNITY BUILDING

IMERS is built on the premise that everything is done to benefit the community.

Members work in Guilds and help newbies learn the art of trading. Advertising revenue is used to underwrite the competitions. Members that help build the community in the beginning will be able to access prime Guildhall properties in thanks for their assistance in developing the gaming community.

The drive for early members is made even more effective by compensating community outreach activities from the membership portal. Members log their social network details in the portal and are compensated when they amplify a message broadcast by the core team. Regardless if they use Facebook, reddit, bitcointalk, telegram, YouTube, Instagram or Twitter, there are ample opportunities for members to spread the word about IMERS and to generate the IMERS they will need to procure an early, valuable position in the metaverse.

Our budget has been designed to be generous with early members, as the larger the membership, the larger the prize potential upon game launch.

So, prior to game launch when a member introduces the project to a new member, the introducer gets 5 IMER and the new member gets 100 IMERS for joining as well. By running regular events and delivering progress reports, running advance competitions and working with community members on the refinement of the trading hub in advance of launch we will develop a community with a strong sense of commitment to a project with a real opportunity to direct the future of trading. The assumption of strong community growth is not unreasonable when you consider the positive effect of the bounty programme coupled with how advantageous it is to start participating early in the IMERS game. By accruing tokens in advance of the launch members will be positioned to stake one of the first, high prize multiple Guildhalls. And because of the game structure even if people are learning the craft of trading or even disinterested in trading they can still generate a handsome return on their time. This is because of the value of older Guildhall plots and the possibility of renting them to people who will have become aware of the IMERS game much later than their peers.



TECHNICAL OVERVIEW

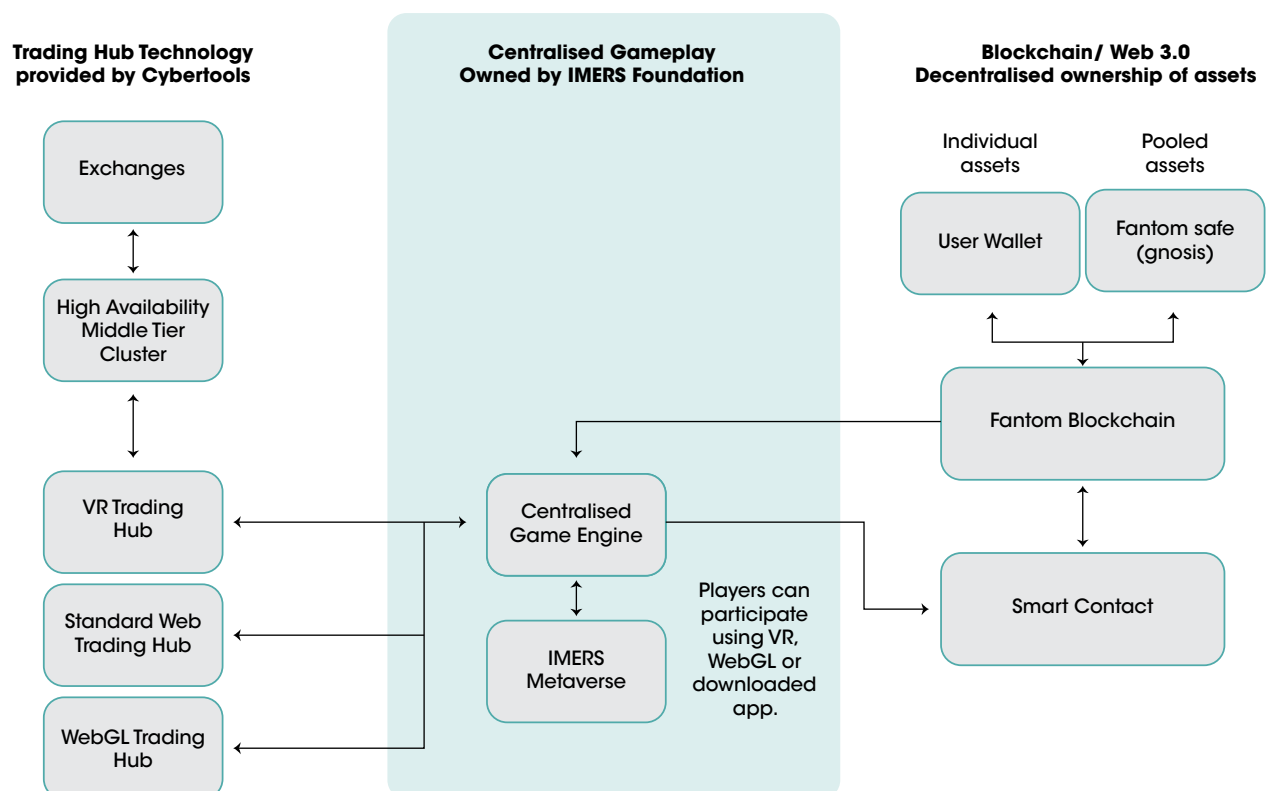
Software Architecture

The IMERS world combines centralised Unity technology with decentralised Web 3.0 ownership of the assets and NFT's needed to populate the metaverse. By using each technology to its most effective purpose we provide IMERS.land participants with a rich, exciting and customisable environment without losing the benefits of decentralised ownership and management of assets.

The smart contracts governing the staking rewards will be written in Solidity. The ownership of individual assets is managed using your own wallet. Group held assets (such as Guild treasuries, joint owned buildings etc) are managed through multi-sig fantom safe wallets (based on Gnosis safe). The Smart contract driven by the Centralised Game engine will ensure that locked assets and joint assets will

be released only when all owners sign AND the game dynamics permit the release.

To protect the long-term integrity of the gaming experience, IMERS.land is built on a centralised Unity implementation. This will provide the quality needed for a truly immersive gaming experience. While the gaming architecture is centralised, to maintain the game's core values and to ensure the technology is managed for the benefit of all members, the IMERS foundation will own this centralised technology. The foundation will also employ the developers and technical management needed to maintain the platform and as technology improves, to upgrade the platform so that game play will always be responsive to the desires of the community.



The final and perhaps the most exciting part of the IMERS project, the immersive VR trading hubs are owned by Cybertools. IMERS have an ongoing license to use the trading hubs as part of the IMERS game.

As new asset classes such as foreign exchange, equities and commodities are added to the trading hub, new competitions will be added to the game as well. This will ensure that over the long term being a member of IMERS.land will be a rich and rewarding experience for the member. There will be new things to learn and new opportunities to attract fresh membership for many years to come.

More members from different locations interested in trading different assets makes IMERS.land an even more attractive partner for advertisers. If we can create a virtuous cycle of more members leading to greater ad revenue which in turn will generate larger prizes. That larger membership will lead to the need for a greater number of Guildhall plots requiring more staking of tokens which should result in an increase in token price.



TECHNOLOGY STACK

Blockchain

The blockchain used for the IMERS Metaverse is fantom. This has been selected because of its low transaction fees, solidity smart contract tech and the adoption of known components such as the Gnosis Safe. There is also a thriving decentralised ecosystem to support the purchase and sale of IMERS and fantom is a blockchain that is familiar to exchanges. We decided against adopting Ethereum because of high transactions costs – this could cause problems with some of the low value transactions executed on the platform, even with L2 solutions.

A wallet will be created based upon the standard fantom wallet code but modified to include key gameplay functionality built into the wallet.

A multi-sig wallet (fantom safe) will be used for assets that are held jointly with other IMERS members.

The permissions will be managed to allow for the central server to be one of the signatories. This will allow assets to be recovered if one of the members of a Guild loses access to their private keys – this facility can be excluded if all Guild members agree they are willing to accept the risk.

Centralised Game Engine

The code for the game engine operates within a Kubernetes micro-service cluster providing scalability and fault tolerance. All data is held within a fault tolerant database cluster with all data replicated off site. Because of the decentralised nature of the asset ownership no IMERS customer keys are held, IMERS is strictly a non-custodial solution.

The blockchain reflects the Golden Source of all asset ownership and the gameplay engine is subservient to that data source.



IMERS Metaverse

The IMERS Metaverse uses the Unity gaming development engine to allow detailed renderings, artistic flourishes and customisation. By separating ownership from Gameplay, we benefit from the innovations brought to the space by the gaming industry. It also means we can benefit from the massive improvements underway in the VR tech space making our solution more immersive than pure blockchain solutions.

While the central proposition revolves around the VR enabled metaverse, we recognise that not everyone participating has access to a VR headset all or even some of the time. To accommodate these IMERS games players the metaverse will also be available using WebGL on supported browsers, or using downloaded apps for Windows, Mac, Linux, Android and iOS.

VR Trading Hub

Similar to the metaverse, the trading hub will be available across multiple platforms including VR, WebGL, simple web browser, Android or iOS.

The hub can be used to participate in the game but also will allow our members to benefit from being able to trade their live accounts through immersive virtual reality. Not only does this give you access to all your exchange accounts in one place, it will allow our members to understand the markets through the kind of immersion that used to benefit professional pit traders and retail traders never were able to access. Being immersed in the market provides a unique insight that simply does not exist when you are limited by trading through screens.

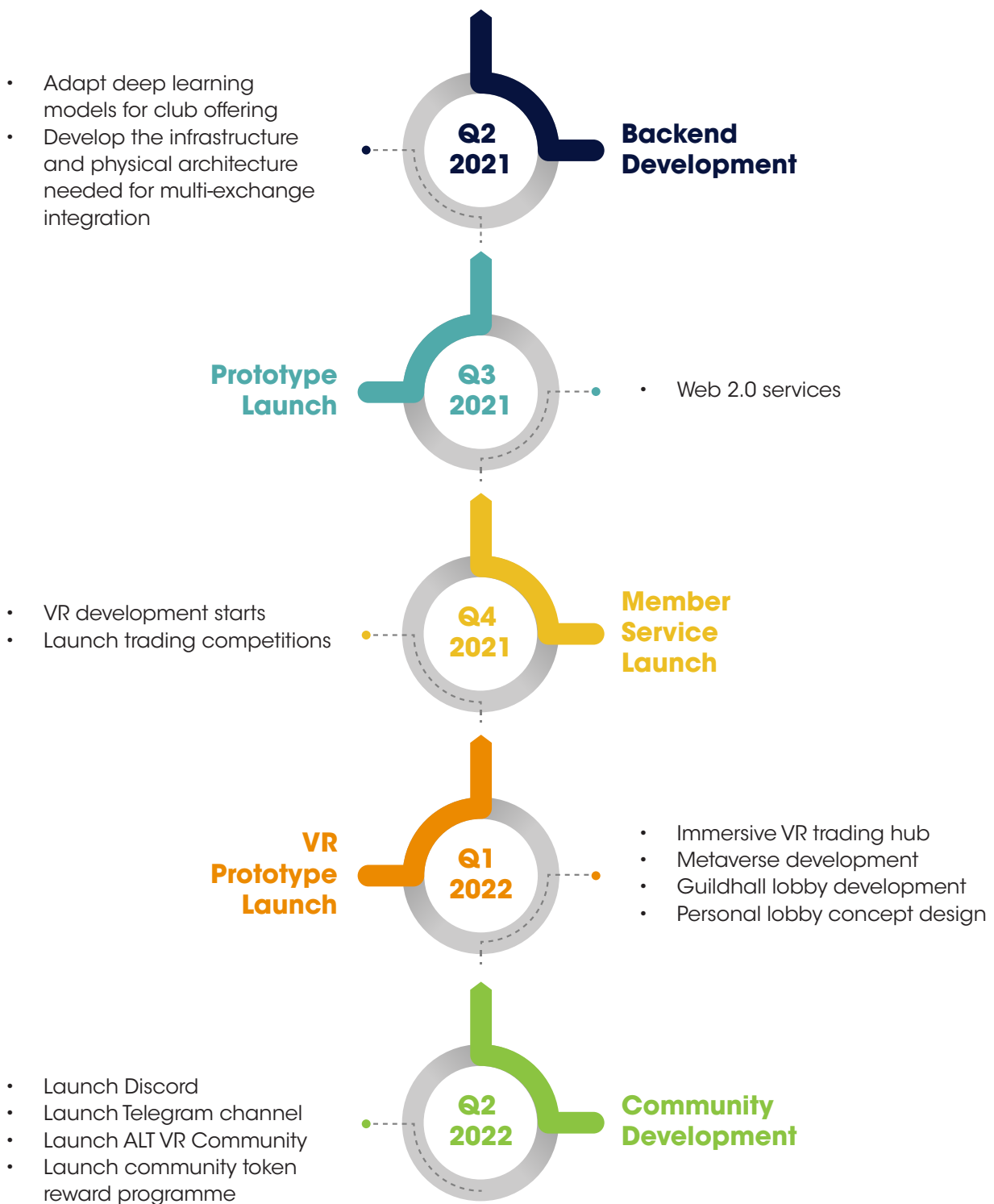
The IMERS wallet allows you to safely trade all your exchange accounts through your own wallet. There is no necessity to leave your public API secrets on our centralised servers.

High Availability Middle Tier Cluster

Similar to the Centralised Game Engine, our middle tier uses a Kubernetes cluster to provide scalability and resilience to all your trading, whether live or game play.



ROADMAP



TEAM



GAVIN SMITH

Strategic Advisor,
Artificial Intelligence,
Trading & Risk Management,
Game Theory



MARCIE TERMAN

Operations Advisor,
User Experience,
VR Concept Design,
Promotions



AUSTIN COOPER

Head of
Development Operations



JOE BELMONTE

Chief Marketing Officer



VIJAY BHUVA

VR Unity Development,
C# Development



JAMES BRADY

VR Metaverse Design,
Unity Design



ANDREW HAICALIS

Financial Director



AMNA YOUSAF

Business Development,
Investment Services,
Community Development



DES BANNON

Quality Control



DYLAN JACKSON

Database Management



ANDY TYNAN

Database Management,
Solidity Development



WEN CHANG

Web Development



DENISE JAY

Accounts, Book keeping



DR. DAVID GLADSTEIN

Advisor-VR, Professor of
Animation (retired)



DAN PETROVIC

Head of
Institutional Sales



KLAAS HOMAN

Advisor, Tokenomics,
NFT Development, Web 3.0

CONCLUSION

IMERS.land is both stimulating and educational. The game dynamics have been designed to allow for a rich experience that will be guided by members. This complexity leaves room for individuals to find ways to benefit that will not be obvious at the start of gameplay. This is seen as a positive by the founders as the most rewarding games are those that do not follow a set, deterministic path, but one where unexpected surprises and challenges are the result of gameplay. This will evolve over time determined by the intellects of those that choose to play the game and enhance the metaverse.

IMERS.land is a project associated with CyberTools OÜ,
Registration No.: 14921086, address: Harju maakond,
Tallinn, Kesklinna linnaosa, Maakri tn 21, 10145

Website: [IMERS.land](https://imers.land)

Email: imers@panxora.io

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