



Metaverse for a Sustainable World

PLAY - EARN - CONSERVE

Whitepaper

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zuraverse.xyz

DISCLAIMER

The information in this White Paper is subject to change or update and should not be construed as a commitment, promise or guarantee by Zuraverse or any other individual or organization mentioned in this white paper relating to the future availability of services related to the use of the tokens or to their future performance or value.

The following document aims to develop a clear framework of the project, as well as cover all the benefits that derive from the participation in Zuraverse. Therefore, it will explore the following topics:

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WHAT IS THE METAVERSE ?

The internet has been one of the most impactful technologies of the last 20+ years, completely changing the way we live our lives. Metaverse is the next frontier of Internet.

Most of our Socializing, work and play will shift to games, virtual spaces, & eventually to the Metaverse.

Metaverse is where the stories will be told, & relationships built.

Metaverse can also help reduce Carbon Footprint through the substitution of Physical goods to the digital goods, & physical presence to virtual.



ABOUT ZURVERSE

Zuraverse is the metaverse for the sustainable planet, where we aim to provide an unparalleled experience in the virtual world while taking measurable actions for conservational activities in the real world.

It is a metaverse which is not just full of pleasure and entertainment, but also makes one more aware and responsible, while providing value for the time spent in the digital world.

Zuraverse is a novel PEC (Play, Earn, Conserve) gaming Metaverse. We are working to solve the issues in all three spheres of sustainability:



PLAY
(Social Sustainability)



EARN
(Financial Sustainability)



CONSERVE
(Environmental Sustainability)

*" Games can change the world."
- Jane McGonigal. Reality is Broken. (New York Times*

INTRODUCTION

Zuraverse is formed on the belief that when a person forms an emotional and physiological connect with something it can drive their actions. We are using a gaming metaverse as this vessel to drive positive change.

Zuraverse is a platform to learn, engage, trade and form bonds in the Metaverse with an awareness of the planet we live in. A place where people and organizations can collaborate and contribute towards a sustainable world.

Our Vision

Leveraging the Metaverse to provide an unparalleled experience in the virtual world while taking measurable actions for conservational activities in the real world.

Our Mission

Our Mission is to build a Sustainable PEC(Play, Earn & Conserve) model of Gaming Metaverse by addressing the following three spheres of sustainability:

1. PLAY (SOCIAL SUSTAINABILITY)

Zuraverse is focused on creating delightful and engaging games that have a great replayability factor and are fun to play with friends online. Building the community of these players into a self-sustainable DAO is the utmost goal of Social Sustainability.

2. EARN (FINANCIAL SUSTAINABILITY)

Using the power of blockchain to EARN digital assets for players, as well as to create \$ZURA token Rewards for top leaderboard, thus rewarding only performing players and also decreasing token inflation. Zuraverse also incorporates e-commerce and onboards exclusive brands with a focus on those promoting sustainability.

3. CONSERVE (ENVIRONMENTAL SUSTAINABILITY)

Zuraverse works towards nature conservation with its sister ConZura, which is a Web3 Non-Profit Organization. Not only does Zuraverse spread awareness through immersive games and experiences but also creates revenue streams and community driven conservational activities for ConZura.

*"We are moving towards a new form of collective intelligence."
– Jane McGonigal. (New York Times Bestseller)*

SWOT ANALYSIS

Strengths

- ▶ Storytelling and Engaging Visuals.
- ▶ Passionate towards Conservation and Sustainability.
- ▶ Skilled Team.
- ▶ Well planned Marketing and Tokenomics.
- ▶ Innovate utility of Blockchain technology.

Weakness

- ▶ Bootstrapping.
- ▶ Challenges with Web3 Adoption.
- ▶ Gamer's Sentiment towards NFTs.
- ▶ Creating full scale MMO games in limited time.

Opportunities

- ▶ Building an Immersive Environment that scales.
- ▶ Partnerships and Collaborations.
- ▶ Metaverse as a service.
- ▶ Mindset Shift and acceptance by youngsters.
- ▶ Measurable Contribution towards Sustainability.

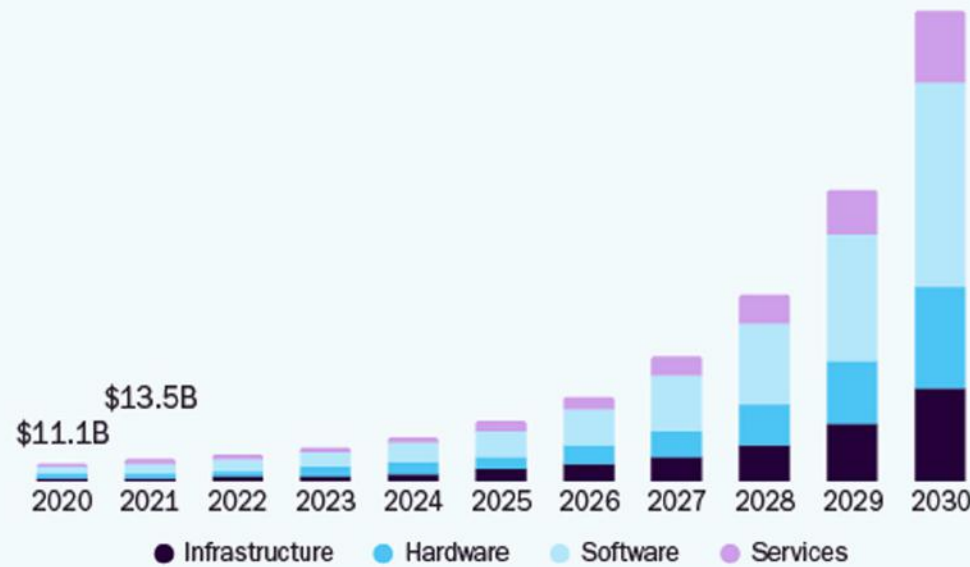
Threats

- ▶ Regulations around Blockchain and Web3.
- ▶ Centralization of digital assets.
- ▶ Evolving technology.
- ▶ Growing Competition.
- ▶ Market Volatility.

MARKET OVERVIEW

Asia Pacific Metaverse Market

Size, by Product, 2020 - 2030 (USD Billion)



45.4%

APAC Market CAGR,
2023 - 2030

Source:
www.grandviewresearch.com

OPPORTUNITY

METAVVERSE
\$ 426.9 Billion
The Projected Global Metaverse Market Size by 2027

GAME-FI
\$ 504.29 Billion
Estimated Global Gaming Market Size by 2030

NFT BRANDS
\$ 231.0 Billion
NFT market worth by 2030



INDUSTRY PROBLEMS AND OUR SOLUTIONS

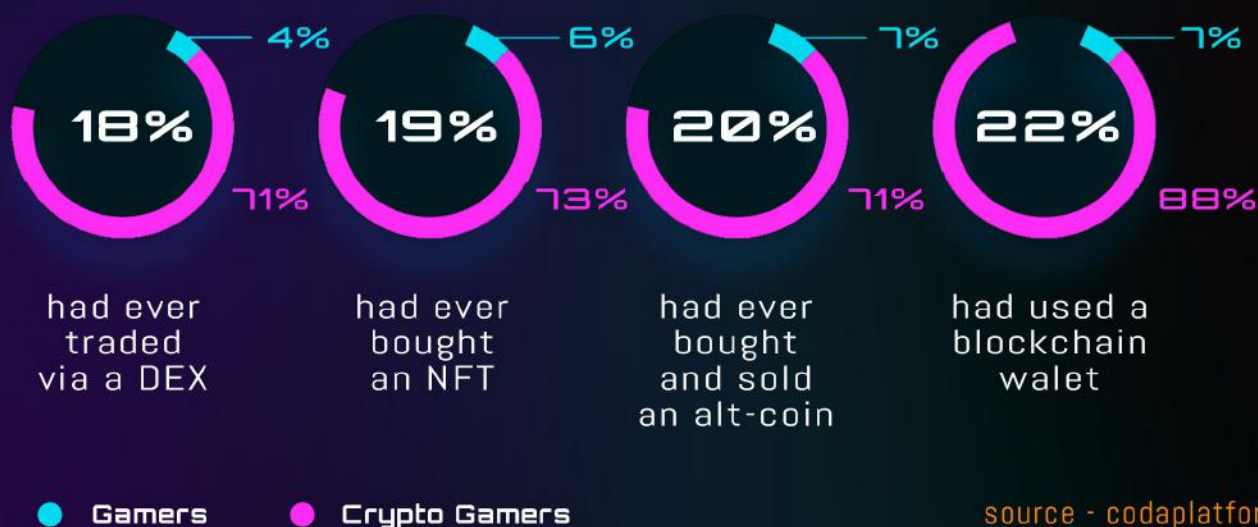
PROBLEM 1 - 🥲 GAMER'S SENTIMENTS TOWARDS WEB3 GAMES.

Web3 also referred to as the future internet domain utilizing decentralized blockchain technologies may look complicated to those who are not in-the-know. This is the biggest challenge with Web3 Mass adoption. Crypto enthusiasts easily understand Web3. But there is still a vast segment of average users who do not understand the space well.

Feelings towards Crypto

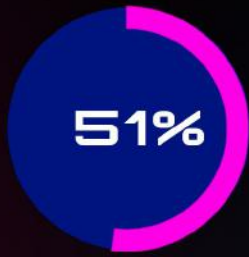


Engagement with Web3 Tech



source - codaplatform.com

Feelings towards NFTs



had heard of NFTs

Gamers



Own NFTs

Crypto Non-Gamers



Own at least 1 NFT



Own at least 1 NFT

Crypto Gamers



However, gaming NFTs fared far better (8.1/10 overall)

source - codaplatform.com

OUR SOLUTION

Currently, standard gamers are Web2 gamers; for every 1 Web3 gamer, there are over 4,750 Web2 gamers. We aim to provide an easy entry for everyone (both NFT and Non-NFT holders).



FUN GAMES
with high
Replayability

Zuraverse is not limited to NFT holders. Anyone can enter Zuraverse with traditional 'Design your own Avatar' mechanism. They can engage with other NFT holders with different experiences. Over time, our ongoing mission will educate our user base on the benefits of Web3 and assist them with the transition.

PROBLEM 2 - UNSUSTAINABLE ECONOMICS IN P2E GAMES.

Play 2 earn, especially in crypto, is a game form, that allows users to earn in-game rewards, which can be converted to real-world currencies. But where does the money earned in P2E actually come from?

Many P2E games follow a model wherein money is pumped into the system by a new player's entry. A new player has to buy an NFT to get into the system, that way they are putting money into the game that is then through a series of transactions possibly cashed out by another player. This is not sustainable because if one player makes money it is made from the money that another player has invested or injected into the game. P2E games just keep running out of money to keep paying their players.

As soon as you take away the earning part from most of these P2E games, they are just not fun to play. A question every Game Fi project should ask, would people pay for their games? Are these games fun to play? Do they create an experience. Is the model Sustainable? When it comes to P2E Games, they look like they are basically just Financial ideas where the marketers have tried to add a game aspect to attract users.

OUR SOLUTION

Games need to be Fun to play first and then add aspects of incentive rewards, asset ownerships etc. Gameplay should always be at the focal point of the game, that users enjoy. Earnings are nice addition, it shouldn't be the key driving factor. Then only we can achieve true Sustainability.

The P2E gaming space is far from perfect. But that does not mean that we can't do anything about it. We are trying to address these above problems. With a novel PEC (Play-Earn-Conserve) model of gaming where players can engage in fun and immersive games and experiences.

With multiple games of different genre, each vastly different from each other, offering a variety of fun experiences and exciting gameplay, players can participate in Multiplayer battles, PVP, PVE, or merely Teaming up and battling against another teams in various modes. There is something for everyone out here, where you can earn in game monetary rewards for your efforts.

Our focus from the beginning is to develop Zuraverse into a self-sustaining DAO by two years after the public launch of our Tokens with voting rights for our NFT and Token Holders. All in-game assets will also be available in the form of NFTs to own and trade.



PROBLEM 3 - ENVIRONMENTAL CONCERNS REGARDING METAVERSE.

As companies like Disney, Apple, Nvidia, Microsoft and Meta work towards embracing the metaverse, experts are divided on the positive and negative environmental costs arising from running the metaverse.

There are concerns that widescale adoption of the metaverse may result in a significant rise in emissions. A huge amount of power is required to run such big data center facilities, which comes at a great environmental cost. We can't ignore these threats.

While on the other hand, the other set of experts who also claim that the metaverse could have a positive outcome on the environment by changing the way we interact with each other. With reduction in the need for travel eliminates commute and will reduce air pollution. Metaverse will help reduce other job-related activities that are heavily polluting.

Metaverse industry is still in its early stage, and there is the time where we get to decide how we shape our future. These threats needs to be taken seriously with great commitment. Many data centres have already started adopted several innovations in the past year to become more sustainable, measures that are likely to reduce the environmental impact of the metaverse in the future.

Meta has pledged to reach net-zero emissions across its operations and the value chain by 2030. Microsoft, a leader in leasing US multi-tenant data centres, has committed to completely shift to renewable energy for its Azure cloud platform by 2025. The company also plans to replenish more water than it consumes by 2030 and get certified for zero waste by 2030.. These commitments may lead to Metaverse running on sustainable sources.

OUR SOLUTION

PLAY-EARN-CONSERVE are the 3 pillars of Zuraverse. And just like the other 2 aspects, Conservation is also at the heart of our vision.

And for that we have established a separate entity called 'CONZURA' which is a Non for Profit, fully decentralized organisation totally focused on Conservational activities in the real world.

The aim is to use Blockchain technology towards activities like Plantation Drive, Lake/Pond Restoration with full transparency, traceability and efficient compensation distribution and rewards for verifiable contribution minimizing the intermediary intervention, and maximizing the social return of investment



SDGs Compliant &
Committment towards

SUSTAINABILITY

PROBLEM 4 - WEB3 GAME DISTRIBUTION IS COMPLEX.

Smart Contracts dApps can be complex for beginners. The overall user experience in the Web3 space lacks simplicity. Limiting the access of Web3 ecosystem to only technologically elite goes against the intent of a more decentralized and fairer world. All these complexities leave a bad taste in traditional gamer's mouth, and add to that the lack of fun and engaging games in the space does not help the case.

So the big question is *Do players want the games to be on Blockchain?, or do Devs want the games to be on Blockchain?* The best games out there are already working fine without blockchain technology. The problem lies with ownership and centralisation. Blockchain Technology offers very specific solutions to a few certain problems like ownership, centralisation, forced censorship, and algorithmic manipulation. Vitalik Buterin created ethereum after developers weakened his "beloved" World of Warcraft character.

OUR SOLUTION

Zuraverse is not a traditional Web3 GameFi Project, instead it an ecosystem which spans both Web2 and Web3 spaces. It is a story driven, Community driven Open Metaverse where everyone is invited.



Cross Platform and Interoperable Games

INTEROPERABILITY

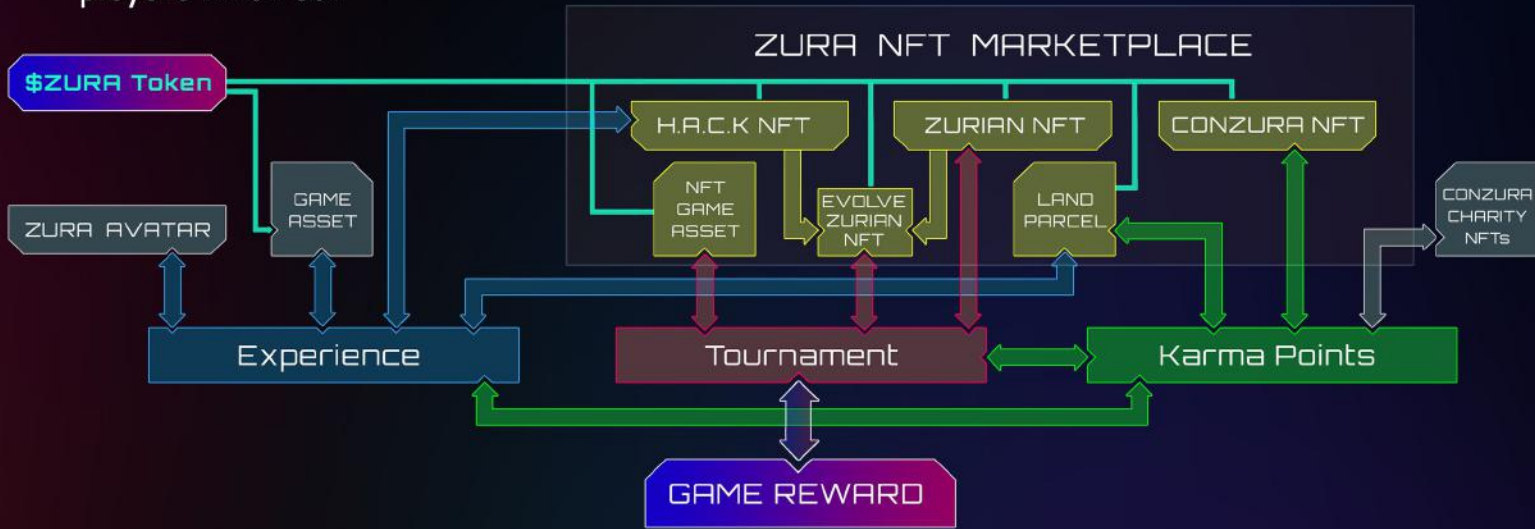
It doesn't matter if you are on Ethereum Chain, or Solana Chain, or Binance Smart Chain, or none of them. You can access the Zuraverse Ecosystem without even a Crypto Wallet, or hold any of our In-House NFTs. Yes it is advisable to have to own these NFTs, as this will your proof of ownership. We will assist you to transition from traditional Web2 ecosystem to this amazing Web3 ecosystem.

We have already started partnering with various Chains, various Web3 Gaming Infrastructure Solutions in building a Cross- Platform and Interoperable Metaverse. Zuraverse focuses on building fun and engaging games first, then implement the aspects for blockchain, without compromising the user experience. There should be zero hurdles in gameplay, which makes it far more entertaining.

We are committed to keep our code Open-Source so that others may benefit from the product we have been building. Our focus from the beginning is to develop Zuraverse into a self-sustaining DAO by two years after the public launch of our Tokens with voting rights for our NFT and Token Holders.

ECOSYSTEM

Zuraverse ecosystem is built to be a sustainable and balanced model where the ecosystem is divided in three categories: **EXPERIENCE, TOURNAMENT & KARMA POINTS**. The ecosystem is balanced by a tight connection between these three parts involved, allowing casual gaming through Zura Avatar and Game Assets and NFT marketplace for competitive gaming for NFT holders, making the ecosystem equal and open for all the players involved.



ENTER ZURA PARK

Zura Park is an Open Metaverse Island with multiple Land Parcels with Plethora of Games and VR/AR Experiences.

There will be a max of 1600 Land Parcels in the first public Island in Season1. Season 2 will unlock 5 more Island, each of them with their 1600 Land Parcels.

These new Island will have World Building and RPG features. All of these 6 Island combined together to form Zura Planet. Later from Season 3 onwards, New Planets will be unlocked.



UNIQUE NFTS 

GAMES AND EXPERIENCE 

MULTI-VENDOR MARKETPLACE 



Zura Avatar is an in game representation of casual players. Players who don't have the NFTs can enter Zuraverse with these avatars. These will be modifiable piece by piece with the help of different game assets. Users can buy these assets using \$ZURA Token

Zura Avatar's access is limited to public areas and some of the experiences. They would not be able to interact with other users.



The \$ZURA token can be used to buy assets within the Zuraverse ecosystem. These are in game assets that can be used to customise and modify your playable characters.

These can be Zura Avatars(for free players) or Zurian Characters(for NFT holders). There game assets can be also rewarded time to time as easter egg hunts, and during various campaigns and events.

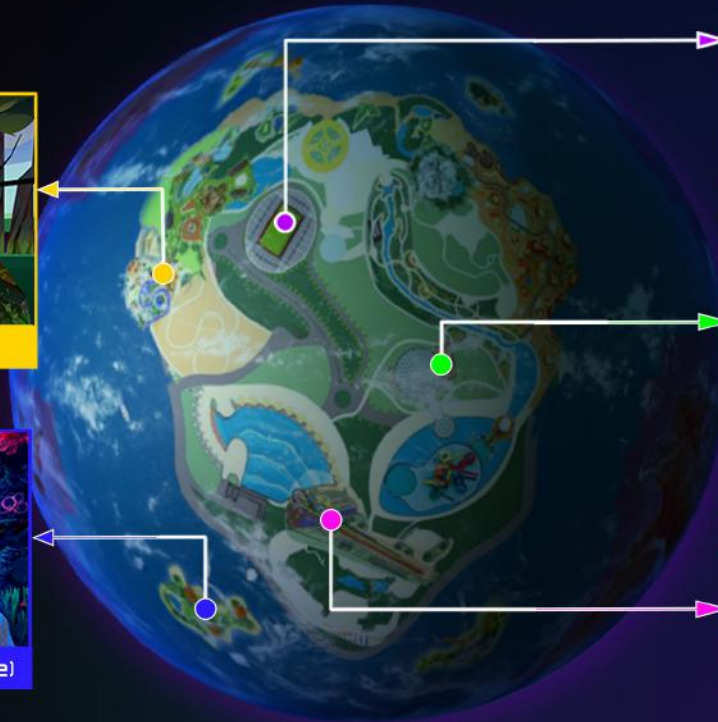


Zura Park will have 1600 Land Parcel in Season 1. 50%(800) of these Land Parcels are reserved for Zuraverse and its Partners for building various games, experiences, and event arenas. The rest 50%(800) would be available for purchase.

Zuraverse prefers Sustainable brands to participate in this advertisement space. Small scale businesses working on Eco-Friendly Solutions would be given substantial discounts and offerings.

GAMES & EXPERIENCES

Zura Park will have many Games and Experiences from different genres spread all across the Map. There will be some AR/VR Experiences also. User can roam around the Open World Map and directly walk into any one of them. We are starting with these 5 games and experiences below. And we adding more games as we grow.



1. BATTLE ROYALE ARENA (JUNGLE WARS)

The Jungle is a dreadful place. That's the reason why we have so many survival in the jungle shows like 'Man Vs Wild', 'The Crocodile Hunter' and many more which have been a massive hit.

But this is how life used to be for a human, not a very long time ago, if we consider the period of evolution. And even today, we have not been able to escape the Jungle Psychology and if you notice carefully its very easy to see a Jungle like Hierarchy even in our cities and that's why they are called an Urban Jungle.

Jungle Wars exists in a Jungle themed Map, where Players will be battling against each other in Teams Battle, PaintBall Arena with high speed action, guns blazing with color pellets flying around and players running from one spot to another for defense or for finding a strategic location.

2. ZEN GARDEN (VR EXPERIENCE)

Zen Garden's purpose is to provide an insight into the mind and consciousness while letting the user relax away from stress. It would be an immersive audio-visual experience that would take users into serenity and would help them have a relaxing and meditative experience.

3. FAST PACED E-SPORTS STADIUM (QUADRUPED LEAGUE)

A high paced football league set in a surreal setting where the players are moving around in high paced vehicles. Inspired by Rocket League and Turbo Golf Racing. The goal is to improve the motor skills as well as coordination of the playable Characters. Players are matched against each other in single player as well as team battles matches. Each character will have its own unique abilities that would totally transform the gameplay and create interesting combinations of team formation and gameplay styles!

4. HERITAGE NFT MUSEUM(CONZERVATORY)

This 3D museum will house many of the endangered and extinct species of earth. This would include the ConZura Wildlife NFT Collection, which would have a direct link to the ConZura Encyclopedia which beautifully depicts information about these animals, as in their habitat, food habits, location in the world, numbers left and many other details. The NFTs can be bought directly from the museum and all the profit would entirely go towards conservation of wildlife.

5. CARNIVAL (RIDES, SHOPS, FUN)

People say, Life is a Rollercoaster. But our Rollercoaster extends beyond a lifetime. We are planning to show a journey which spans over the history of Evolution. This would enable users to not only absorb information in a much instinctive or congenital fashion, but also allows them to enjoy watching interesting flora and fauna which they might never have seen before. As we grow the Rollercoaster will keep evolving and adding new features.

There will be many other different rides in this district and many opportunities for trade and engagements. Most of the events will happen in this Arena. There will be shops and trade fairs and many many fun activities.

ZURVERSE MARKETPLACE

Search by collection or collectible

A9wtmDd...PSY 2,41ETH

Discover the vast universe of Hippie Aliens Cosmic Klub

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Explore Read More

Zuraverse Conzura Lync.world Bhangola See All →

Hippie Alien Cosmic Klub Zuraverse

ZURIAN Zuraverse

ZURAPARK LAND Zuraverse

Marcus Aurelius

120 Asset 10K Followers 70K Likes 60 Bidding

Recent Activity See All →

Blue Ellie New Bid 0.23 ETH owned by Marcus Aurelius 6m ago

Polygon Received 210 MATIC 3d ago

Discord Twitter Instagram Youtube

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It is our in-house marketplaces where users can connect their wallets to securely purchase or sell digital assets using \$ZURA Tokens/ Eth/ Matic/ USDT/ USDC. Buying assets would be without a trading fee from our marketplace. Selling assets would incur a trading fee of 5% when traded in ETH/ Matic/ USDT/ USDC. 50% of the fees will be used to purchase \$ZURA tokens from the market and burned on a regular basis (ex. monthly).

From the remaining 50% of the fees, 10% will be donated for Conservational Activities in the Real World, and 40% would be added to a Treasury. This Treasury would be used to fund development/partnerships if required and in future it would be converted to a DAO treasury and handed over to DAO.

It will be a Multi-Vendor Marketplace, where our Partner Web3 Projects can also host their NFTs and Game Assets. We will be partnering with various Sustainable Brands and help them transition to the Web3 Space. Zuraverse is our main Revenue Stream which includes the likes of Minting & Staking Fees. Listing & Facilitation Fees, Lending & Borrowing Fees, Withdrawal Fees, and Secondary Sale Commission.

NFT COLLECTIONS

1. HIPPIE ALIEN COSMIC KLUB (H.A.C.K)



The Story line of Zuraverse starts with the introduction of a group of an alien species called the **THE HIPPIE ALIEN COSMIC KLUB(H.A.C.K)**

These are 10,000 intergalactic and nearly immortal, and very advanced Alien species from a place, far far away at the edge of the Universe. These Hippies, they travel from Planet to Planet in search of Nirvana. The farther they travel in space, the farther they travel back in time. In all their travels, they have seen countless species and civilizations go extinct, and now they have finally arrived on Earth. The place where it all started.

Zuraverse is a story driven Metaverse being told from the perspective of these Hippie Aliens. Starting from their arrival, to the first contact with humans and so on. There are 6 chapters in Season 1, which will be released at an interval of every 2 months in line with our Project Road Map.

H.A.C.K NFT is the gateway to Zuraverse. The entry point is set to be 10,000 unique PFP NFTs in Season 1. **H.A.C.K NFTs** introduce Zuraverse to the Web3 audience. They are the stepping stone in the formation of Zuraverse. Users with H.A.C.K NFTs receive OG benefit from the Zuraverse ecosystem.

Utilities of H.A.C.K NFTs

- ▶ All H.A.C.K holders get access to special Chat channels and events.
- ▶ H.A.C.K holders get access to ZuraPark, our metaverse island, in Alien mode.
- ▶ First 1,000 H.A.C.K are reserved for free giveaways for early birds. The rest of 9,000 H.A.C.K would be released in phases. 3,000 in each stage.
- ▶ The owner of first 3,000 H.A.C.K NFTs would be allowed to participate in Pre Mint of Zurian Youngling NFTs(*our flagship 3d Playable NFTs*)
- ▶ H.A.C.K NFT can also be used to Evolve the Zurain Youngling NFTs to Zurian Padawan NFTs, and Zurian Padawan NFTs to Zurian Master NFTs.
- ▶ H.A.C.K Holders get Free Whitelist Spot for the public sale of \$ZURA Token.

Release Schedule of H.A.C.K NFTs

There would be a Maximum of 10,000 H.A.C.K NFTs in the first season, spread into 4 phases.

- ▶ Phase 1 (Q2 2023) - 1,000 H.A.C.K Free Giveaways for Early Adopters.
Deployed on Polygon. Free Mint
 - ▶ Phase 2 (Q3 2023) - 3,000 H.A.C.K - Chain 1 undecided.
Price - 0.0069 ETH
- Season 1 Starts-----
- ▶ Phase 3 (Q1 2024) - 3,000 H.A.C.K - Chain 2 undecided.
Price - 0.0069 ETH
 - ▶ Phase 4 (Q2 2024) - 3,000 H.A.C.K - Chain 3 undecided.
Price - 0.0069 ETH

-----Season 1 Ends-----

NFT Details

Chain - Multichain
Supply - 10,000

NFT COLLECTIONS

2. ZURIAN NFTS

Zura Universe Rarus Immortalis Animus Natio



ZURIAN are the species designed by the HIPPIE ALIENS.

ZURIAN stands for **ZURA UNIVERSE RARUS IMMORTALIS ANIMUS NATIO**, which is latin for 'the nation of Zuraverse' rare and immortal intelligent characters'

When Hippie Aliens arrive on Planet Earth, they see the destruction caused by the Humans, and they are saddened by it. They feel that this Planet has a lot of Potential left but the Humans are fighting among themselves, they have pointed Nuclear Weapons against each other.

They feel a connection with this problem and somehow they want to fix it. Finally after so long, they have found their purpose. Which to save the Planet Earth. They blame Humans for the '**TRIPLE PLANETARY CRISIS**' which refers to the three main interlinked issues that the Planet is currently facing :

1. CLIMATE CHANGE, 2. POLLUTION, 3. BIODIVERSITY LOSS.

While on the other side they love the way many animal species & many indigenous tribes show such good examples of respect and care towards environment and co-existence, but sadly they are facing the threats of extinction.

Taking inspirations from various of these endangered animals. and the cultures and tradition of various indigenous tribes, they create a new species called the ZURIANs, and a Metaverse Island called **ZURA PARK** as a training ground for Zurians, where they can evolve overtime, and save the Planet Earth and conserve its Biodiversity.

In Season 1, There are five Genus of Zurians - 2,000 from each Genus.

1. **BEP**(Blue Elephant Parade),
2. **PGT**(Purple Giraffe Tower),
3. **YTS**(Yellow Turtle Solitary),
4. **GPC**(Green Penguin Colony),
5. **RTA**(Red Tiger Ambush)

Each Genus has further classifications based on the various Sub Species of that genus. For Example **BEP**(Blue Ellie Parade) consists of 6 different Zurian Clans, based on the 6 subspecies of Elephant. These 6 **BEP**(Blue Ellie Parade) Clans also draw direct inspiration from Indegenous tribes found there.

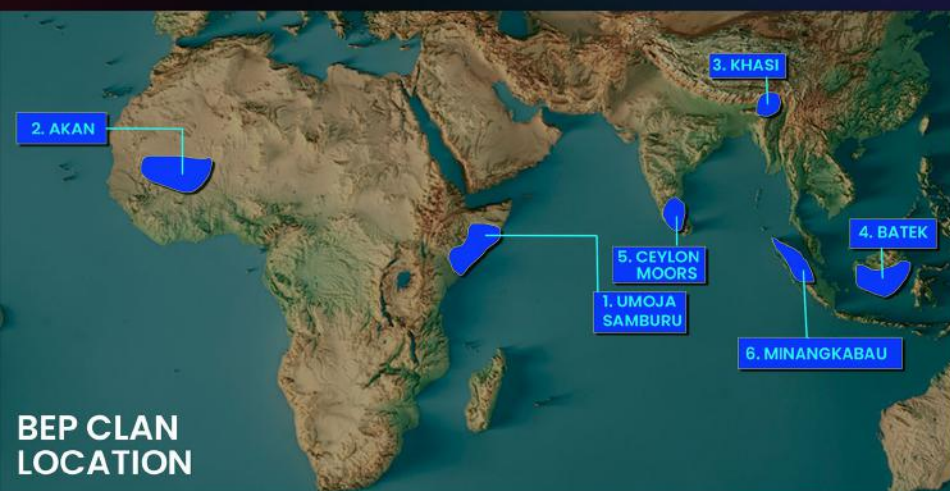
ZURIAN GANUS CLASSIFICATION

1. BEP (Blue Elephant Parade)

- GANUS - Blue Elephant Parade
- COLOR - BLUE
- PRONOUN - She/Her (Cis-Female)

ZURIAN CLAN	Numbers	Animal Sub Species	Indegenous Tribe	Location
Ellie Samburu	1000	African Bush	Umoja Samburu	KENYA
Ellie Akan	200	African Forest	Akan	GHANA
Ellie Khasi	200	Indian	Khasi	INDIA
Ellie Orang	200	Borneo Pygmy	Batek, Orang Asli	BORNEO
Ellie Moor	200	Sri Lankan	Ceylon Moors	SRI LANKA
Ellie Minangkabau	200	Sumatran	Minangkabau	SUMATRA

Map Distribution of BEP Clans



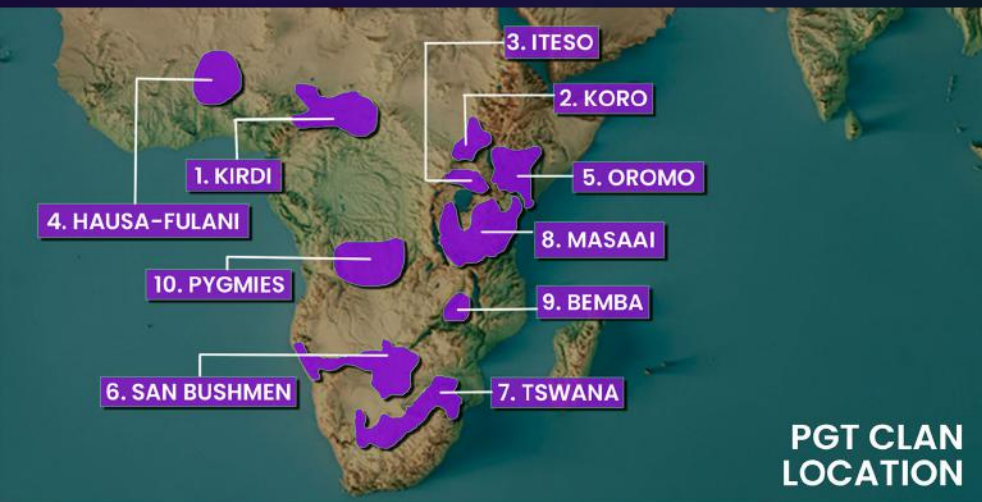
Ellie Samburu

2. PGT (Purple Giraffe Tower)

GANUS - Purple Giraffe Tower
 COLOR - PURPLE
 PRONOUN - They/Them (Non-Conforming)

ZURIAN CLAN	Numbers	Animal Sub Species	Indegenous Tribe	Location
Jiffy Kirdi	50	Kordofan giraffe	Kirdi Tribe	CAMEROON
Jiffy Koro	50	Nubian giraffe	Koro Tribe	SUDAN
Jiffy Iteso	250	Rothschild's giraffe	Iteso Tribe	UGANDA
Jiffy Hausa	150	West African	Hausa-Fulani Tribe	NIGERIA
Jiffy Oromo	100	Reticulated giraffe	Oromo Tribe	ETHIOPIA
Jiffy Bushmen	450	Angolan giraffe	San(Bushmen) Tribe	NAIMIBIA
Jiffy Tswana	450	South African giraffe	Tswana Tribe	SOUTH AFRICA
Jiffy Masaai	100	Masai giraffe	Masaai Tribe	KENYA
Jiffy Bemba	150	Thornicroft's giraffe	Bemba Tribe	ZAMBIA
Jiffy Pygmies	250	Okapi	Pygmies Tribe	CONGO

Map Distribution of PGT Clans



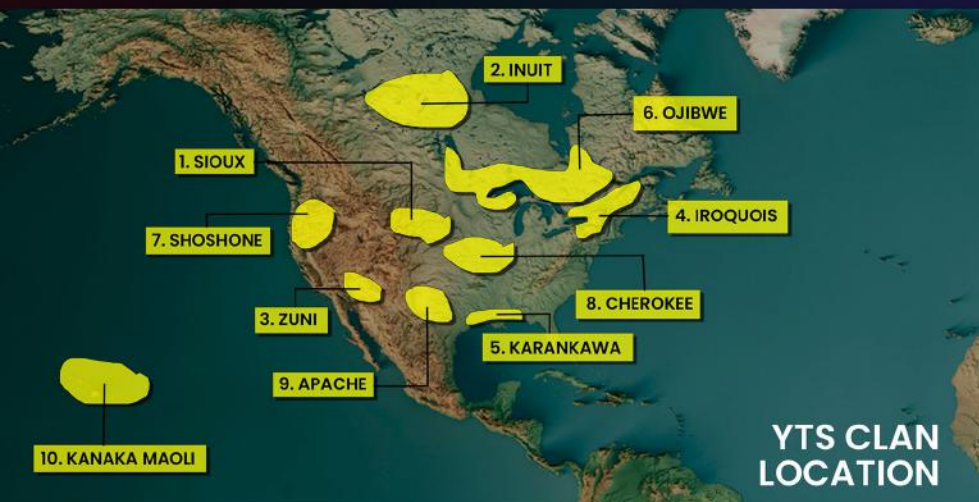
Jiffy Tswana

3. YTS(Yelow Turtle Solitary)

GANUS - Yellow Turtle Solitary
 COLOR - YELLOW
 PRONOUN - AND/OR (Two-Spirit)

ZURIAN CLAN	Numbers	Animal Sub Species	Indegenous Tribe	Location
Turya Sioux	200	Blanding's Turtle	Sioux Tribe	North & South Dakota
Turya Inuit	400	Leatherback Turtle	Inuit Tribe	Canada
Turya Zunni	50	Hawksbill Turtle	Zunni Tribe	New Mexico
Turya Iroquois	200	Wood Turtle	Iroquois Tribe	North East US
Turya Karankawa	50	Flattened Musk Turtle	Karankawa Tribe	Texas Gulf Coast
Turya Anishinabbe	400	Loggerhead Turtle	Anishinabbe Tribe	Michigan, Ontario
Turya Shoshone	400	Olive Ridley Turtle	Shoshone Tribe	California, Nevada
Turya Cherokee	50	Bog Turtle	Cherokee Tribe	Alabama, Tennessee
Turya Apache	50	Kemp's Ridley Turtle	Apache Tribe	Southern US
Turya Kanaka	200	Hawaaiin Green Turtle	Kanaka Maoli	Hawaii Island

Map Distribution of YTS Clans



Turya Apache

4. GPC(Green Penguin Colony)

GANUS - Green Penguin Colony
COLOR - Green
PRONOUN - THEY/THEM (PanSexual)

ZURIAN CLAN	Numbers	Animal Sub Species	Indegenous Tribe	Location
Panzo Salasaca	100	Galapagos	Salasaca Tribe	GALAPAGOS
Panzo Maori	100	Yellow-Eyed	Maori Tribe	ARGENTINA
Panzo Koori	300	Little/Fairy	Koori Tribe	AUSTRALIA
Panzo Diaguita	300	Gentoo	Diaguita Tribe	ARGENTINA
Panzo Zulu	100	Cape(Afriacan) Penguin	Zulu Tribe	AFRICA
Panzo Pakawa	300	King	Pakawa Tribe	TASMANIA
Panzo Toba	300	Magellanic	Toba(Qom) Tribe	PARAGUAY
Panzo Quecha	200	Humboldt	Quecha Tribe	PERU
Panzo Mapuche	200	Macaroni	Mapuche Tribe	CHILE
Panzo Gurani	100	Rockhopper	Gurani Tribe	BRAZIL

Map Distribution of GPC Clans



Panzo Gurani

5. RTA(Red Tiger Ambush)

GANUS - Red Tiger Ambush
 COLOR - Red
 PRONOUN - HE/HIM (Cis-Male)

ZURIAN CLAN	Numbers	Animal Sub Species	Indegenous Tribe	Location
Agnar Nanai	400	Siberian(Amur)	Nanai Tribe	RUSSIA
Agnar Soligas	400	Bengal	Soligas Tribe	INDIA
Agnar Chin	400	Indo-Chinese(Corbett)	Chin Tribe	MYANMAR
Agnar Orang	400	Malayan	Orang Asli Tribe	MALASIA
Agnar Akha	200	South China	Akha Tribe	CHINA
Agnar Mentawai	200	Sumatran	Mentawai Tribe	INDONESIA

Map Distribution of RTA Clans



Agnar Chin






PRIMARY CHARACTERISTICS OF DIFFERENT ZURIAN GENUS

	BEP	PGT	YTS	GPC	RTA
Color					
Pronouns	she/her	they/them	and/or	they/them	he/him
Type	Wise	Far-Sighted	Spiritual	Quirky	Fierce
No of Clans	06	10	10	10	06

SECONDARY CHARACTERISTICS OF DIFFERENT ZURIAN GENUS

	BEP	PGT	YTS	GPC	RTA
Melee Attack	Boom Punch	Kicks to Cartwheel	Hula Hoops	Flap Slap	Barrage
Ranged Attack	Boom Cannon	Blaster Volley	Magical Staff	Boomerang	Sonic Roar
Ability	Tackle (Attack)	Double Jump (Tactics)	Shell (Defense)	Slide (Tactics)	Dash (Attack)
Super Ability	Hyper Smash	Top Spin	Mega Byte	Flappy Bird	Lethal Machine

MAIN WEAPON OF DIFFERENT ZURIAN GENUS

BEP	PGT	YTS	GPC	RTA
				
Cannon	Blaster	Hoop	Boomerang	KATANA

TERTIARY CHARACTERISTICS OF DIFFERENT ZURIAN GENUS

	BEP	PGT	YTS	GPC	RTA
Health	15	12	20	10	14
Attack	12	10	07	05	18
Defence	15	08	19	07	12
Intelligence	16	12	15	19	10
Charm	13	18	12	15	13
Speed	17	16	02	10	18

Utilities of ZURIAN NFTs

- ▶ Earning \$ZURA Tokens as rewards upon competing with other players through games and tournaments.
- ▶ The Playable NFTs can be put into Hibernation mode and players can earn \$ZURA tokens with Staking rewards, in contrast to the NFTs sitting idly in the wallet.
- ▶ During the Evolution Events, users will have the option to evolve their base Zurian NFT with the help of a HACK NFTs to mint a new Evolved ZURIAN NFT. The user will retain the old Zurian NFT after the evolution.
- ▶ Special Alpha Channel access to Zurian NFT Holders and free invitation to many of the events in the Zura Park.
- ▶ 10% of NFT royalties from secondary market sales would contribute directly to charity for Wildlife Conservation.
- ▶ Extra Staking Rewards for Holders having 3 or more NFTs.
- ▶ A tree will be planted in real world with the sale of each Zurian NFT.

Release Schedule of ZURIAN NFTs

There would be a Maximum of 30,000 Zurian NFTs in the first season, including all the three stages of Zurian Evolution, span across 4 phases

- ▶ Phase 1 (Q2 2023) - 1,000 Whitelisted Youngling Zurian - Polygon
Price - 0.069 ETH
- ▶ Phase 2 (Q3 2023) - 9,000 Youngling Zurian - Rest of the 3 Chains.
Price - 0.069 ETH

-----Season 1 Starts-----

- ▶ Phase 3 (Q1 2024) - 10,000 Padawan Zurian - All the 4 chains.
Price not set
- ▶ Phase 4 (Q2 2024) - 10,000 Master Zurian - All the 4 chains.
Price not set

-----Season 1 Ends-----

NFT Details

Chain	- Multichain
Supply	- 30,000

ZURIAN EVOLUTION

There are three Evolution stages of **ZURIAN** during the first season where each Zurian will have an option to **EVOLVE** into the next phase of Zurian. These evolution stages are **A) YOUNGLING(BABY), B) PADAWAN(TEEN), C) MASTER(ADULT)**.

Stage 1 starts with release of Youngling Zurians which kicks off the Season 1. Users can buy these 10,000 Youngling Zurian NFTs from our Marketplace. Users can engage in games and tournaments, and win rewards in \$ZURA token. Please note that you need a Zurian NFT to participate in (**PLAY&EARN**) games to earn rewards in **\$ZURA Token**. The more users engage inside the Zuraverse Ecosystem, the more Karma Points(XPs) they earn. They can use these Karma Points(XPs) to multiply their Tournament Rewards.

Stage 2 starts after the first **EVOLUTION EVENT**(4 months after the Public Launch). During this Evolution Event, Youngling Zurian NFT Holders will have a chance to evolve their Youngling Zurian NFTs into Padawan Zurian NFTs and will require a fusion of the Base **Youngling Zurian NFT** and a **H.A.C.K NFT** and some **\$ZURA Tokens**. After which a new Padawan Zurian NFT will be minted.

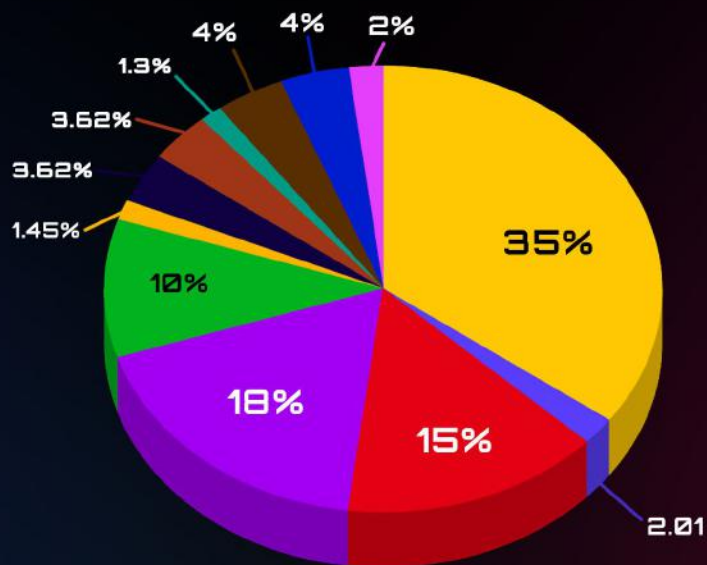


The Value of **\$ZURA Tokens** needed for evolution may vary based on the market value of \$ZURA Token. One H.A.C.K. NFT can be used only once for the evolution process. Any H.A.C.K NFT on any Chain can be used to Evolve any Zurian. (Cross -Chain compatibility). The evolved Zurian can be minted onto a chain of choice from our partners.

All your NFT info is stored into our database. Whenever you want to evolve your Zurian, you will be asked to confirm which H.A.C.K. NFT you want for the evolution of Zurian. After your confirmation, that H.A.C.K. NFT generates an evolution key and is marked into our system (irrespective of chain) where it would be disabled for any further evolution. The Evolved Zurian is Minted On-Chain as per the Parent chain or any other chain that is available.

TOKENOMICS

Category	Distribution	No of Tokens
Rewards	35%	241500000
Airdrop	2.01%	13869000
Strategic Funding	15%	103500000
Team	18%	124200000
Reserve	10%	69000000
Seed	1.45%	10005000
Private 1	3.62%	24978000
Private 2	3.62%	24978000
Public	1.3%	8970000
Advisory	4%	27600000
Marketing	4%	27600000
Liquidity	2%	13800000
Total	100%	690,000,000



TOTAL SUPPLY - 690M

THE FINANCIAL MODEL & THE RAISE

STAGE	No of \$ZURA (in Million)	Value of \$ZURA (in USD)	Percentage of \$ZURA Tokens	Fundraise Value (in USD)
Seed	10 M	0.01	(1.45%)	\$ 100,000
Private 1	25 M	0.03	(3.62%)	\$ 750,000
Private 2	25M	0.05	(3.62%)	\$ 1,250,000
Public	9 M	0.075	(1.30%)	\$ 900,000
Total	69 M		(10.0%)	\$ 2,775,000
TGE	15 M	0.10		

VESTING SCHEDULE

	TGE	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
Seed	04	04	10	04	04	10	04	04	04	04	10	04	04	04	10	04	04	08							
Private	04	04	10	04	04	10	04	04	04	04	10	04	04	04	10	04	04	08							
Public	50	03	03	03	03	03	10	03	03	03	03	03	10												
Team							15	02	02	02	02	02	02	15	03	03	03	03	03	15	03	03	03	03	16
Advisors							15	02	02	02	02	02	02	15	03	03	03	03	03	15	03	03	03	03	16
TOTAL (in Percentage)	1.30	0.62	1.49	0.62	0.62	1.49	4.02	1.06	1.06	1.06	1.93	1.06	1.16	3.87	2.11	1.24	1.24	1.82	0.66	3.29	0.66	0.66	0.66	0.66	3.51

TOKEN BURNING MECHANISM

To counter the selling pressure of tokens from the vesting period, rewards earned for playing the game and staking rewards, we have introduced multiple token burning mechanisms to balance the supply and demand.

- All NFTs bought on our platform would be free of trading fee (barring transaction cost) but selling NFTs will entail a 5% transaction/royalty fee. 50% fee would be used to buy back \$ZURA tokens on the market and burned on a quarterly basis, or as required. All sellers would be rewarded with Karma Points (XP) for their action.
- Using Zurian NFTs one can experience Zuraverse any way they want. When playing games (which leads to \$ZURA token rewards) Every player will lose his energy gradually. And they have to burn \$ZURA tokens regularly to replenish their energy. Tournaments and special events will deplete more energy but rewards will also be more.
- Partial amounts of \$ZURA Tokens can also be used to get a discount when purchasing NFTs, accessories, land parcels, etc. All the tokens used for such discounts, will be burned.
- The team may decide to do voluntary token burning from time to time as a reward to the community and investors.

KARMA POINTS

(Experience Points)

Karma Points or XPs are a form of Proof of Engagement that can be earned inside of the Zuraverse. These can be either experience points which can be earned by in game activities, or loyalty points which can be earned by the acts of charity and other forms of contribution.

In the context of Game activities and tournament rewards, Karma Points will provide users the opportunity to add a multiplier to their game rewards. Players can participate in various activities to earn them. The various means by which players can earn Karma Points are:

EXPERIENCES

Zurian and Non-Zurian both can earn the Karma Points by visiting experiences inside the Zura Park. Karma Points can be collected once per day from each designated experience. After the end of the day, karma points resets and players can claim them again the next day.

FREE TO PLAY GAMES

Both Zurians and Non-Zurian players can earn Karma points from the Free To Play games from the Zuraverse ecosystem. The amount of Karma Points varies from game to game, depending on the Quest Available in these games.

TOURNAMENTS

Zurians also earn Karma Points from the Tournaments irrespective of their Win or Loss.

SPECIAL EVENTS

Players can win Karma Points by attending special events.

IRL ACTIVITIES

Players participating in IRL activities conducted by Zuraverse earn Karma Points on the basis of proof of participation in these activities.

Karma Points Utility :

Karma Points can be used for various purposes inside the Zuraverse ecosystem.

TOURNAMENT MULTIPLIER:

- ▶ Players can buy a Multiplier before entering the Tournament which would increase their \$ZURA rewards.
- ▶ The Tournament Multiplier is a multiple of Karma Points in the range of 1.01 to 1.20. (This can go further for Rare NFTs and through Special items).
- ▶ The Multiplier once acquired is valid for one session only.
 - Eg. 100 K.P (Karma Points) spent increases the multiplier by 0.01
 - 100 K.P -> 1.01 Multiplier
 - 500 K.P -> 1.05 Multiplier
 - 2000 K.P -> 1.20 Multiplier
- ▶ Tournament Multiplier can also be purchased using \$ZURA and various offers would be released from time to time.

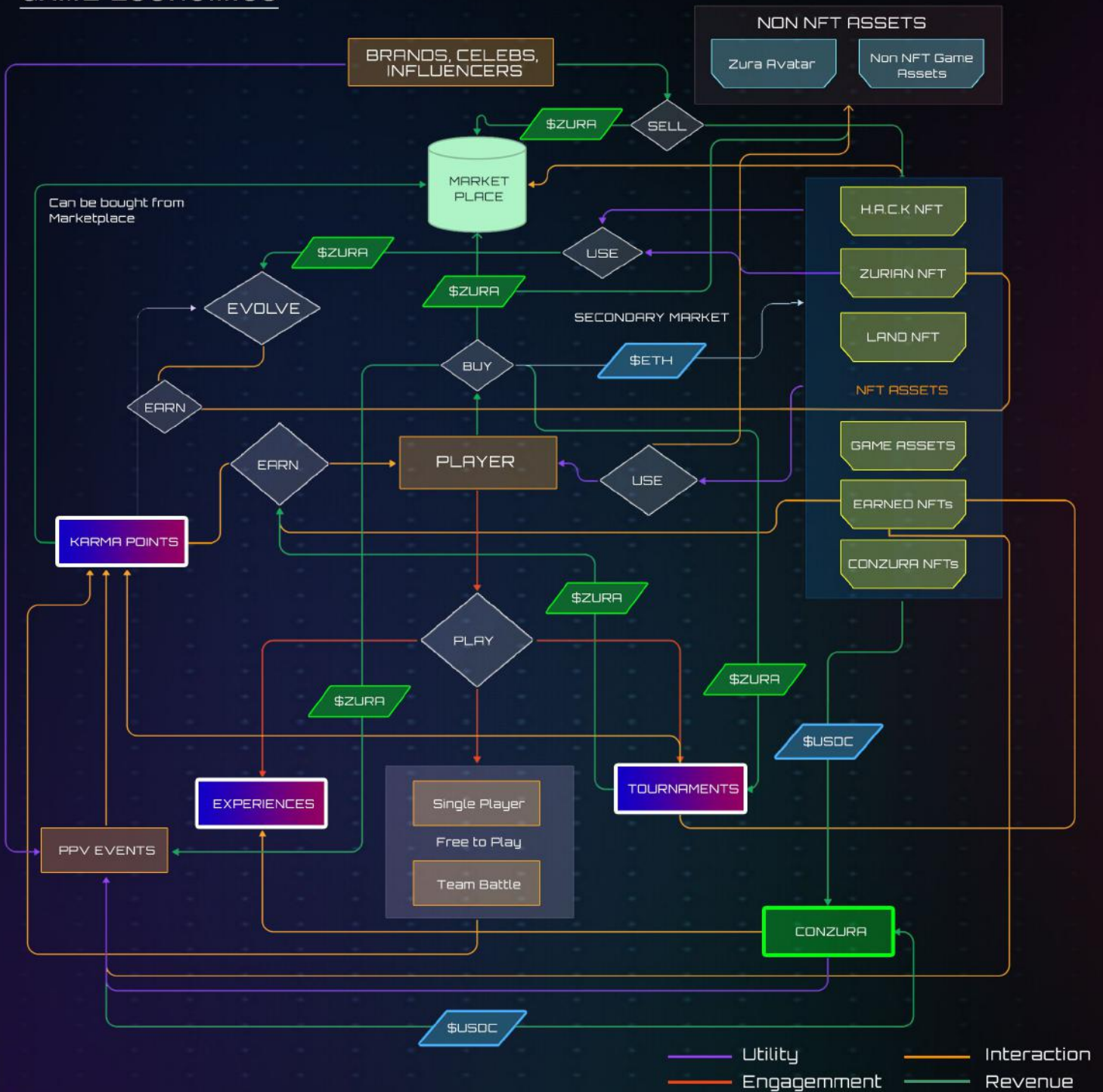
ENERGY (STAMINA)

There are some free to play games in Zuraverse which does not require energy. But playing Tournaments requires energy and each match drains energy out of players. The energy Bar starts at 10 for baby, becomes 15 for Teen, and 20 for Adult. If you deplete your energy bar, you won't be able to play any P2E game modes. To play more tournaments, you need to have Neutrino Drink

NEUTRINO DRINKS :

Neutrino Drink which could be bought from the Market either using \$ZURA tokens or by using Karma Points which could be gained by playing Games and Experiences, which restores stamina for the Tournament mode.

GAME ECONOMICS



This Section Outlines the general flow of Assets inside the Zuraverse be it Crypto Assets or NFTs or Experience Points. The game economics of Zuraverse is targeted mainly towards three goals:

- Creating a balance between reward and competitiveness for players.
- Utilizing Zura Coin inside the Zuraverse ecosystem in the best way possible.
- Creating Revenue streams for Nature Conservation.

REWARD BASED GAMES

ZURA DOJO

“The Real Battle lies within yourself”- Confucious

ZURA DOJO is the training ground for Zurians where they become physically and mentally stronger, faster and better. These battles are fierce but friendly, as the goal is just to compete and improve. This is made possible due to the unique composition of Zurians, due to which they can reset their physical form after each battle. Hippie Aliens aim to inculcate characteristics like Courage, Discipline, Teamplay, Wits, Alertness etc. through the holy grounds of DOJO.



DOJO MODES

	REGULAR MODE	TOURNAMENT
ENTRY FEE	FREE	PAID
REWARD AMOUNT	LOW	HIGH
MULTIPLIER	NO	YES
SINGLE PVP	YES	NO
TEAMBATTLE	YES	YES
CHAMPIONSHIP	NO	YES

TOURNAMENT REWARDS

There are different modes of tournaments and the prize is distributed that way according to the mode. Below are some examples :

Dojo Knockout 10 Players.

Player No.	Entry Fee	Player Position	Normal Reward	Multiplier	Final Reward	Revenue
1	\$Z 10	1	\$Z 30	1.20	\$Z 36	360%
2	\$Z 10	2	\$Z 20	1.05	\$Z 21	210%
3	\$Z 10	3	\$Z 15	1.15	\$Z 17.25	172.5%
4	\$Z 10	4	\$Z 10	1.06	\$Z 10.6	106%
5	\$Z 10	5	\$Z 10	1.08	\$Z 10.8	108%
6	\$Z 10	6	\$Z 05	1.10	\$Z 5.5	45%
7	\$Z 10	7	\$Z 0	1.20	\$Z 0	0%
8	\$Z 10	8	\$Z 0	1.04	\$Z 0	0%
9	\$Z 10	9	\$Z 0	1.08	\$Z 0	0%
10	\$Z 10	10	\$Z 0	1.01	\$Z 0	0%

Each Knockout will account for both the Score and the Multiplier of the Player.

Dojo Team Battle/ Capture the Flag 10 Players.

Team Name	Entry Fee	Team Position	Normal Reward	Multiplier	Revenue
T1	\$Z 10	Win	\$Z 12	1.20	144.0%
T1	\$Z 10	Win	\$Z 12	1.05	126.0%
T1	\$Z 10	Win	\$Z 12	1.15	138.0%
T1	\$Z 10	Win	\$Z 12	1.06	127.2%
T1	\$Z 10	Win	\$Z 12	1.08	129.6%
T2	\$Z 10	Loss	\$Z 06	1.10	66.0%
T2	\$Z 10	Loss	\$Z 06	1.20	72.0%
T2	\$Z 10	Loss	\$Z 06	1.04	62.4%
T2	\$Z 10	Loss	\$Z 06	1.08	64.8%
T2	\$Z 10	Loss	\$Z 06	1.01	60.6%

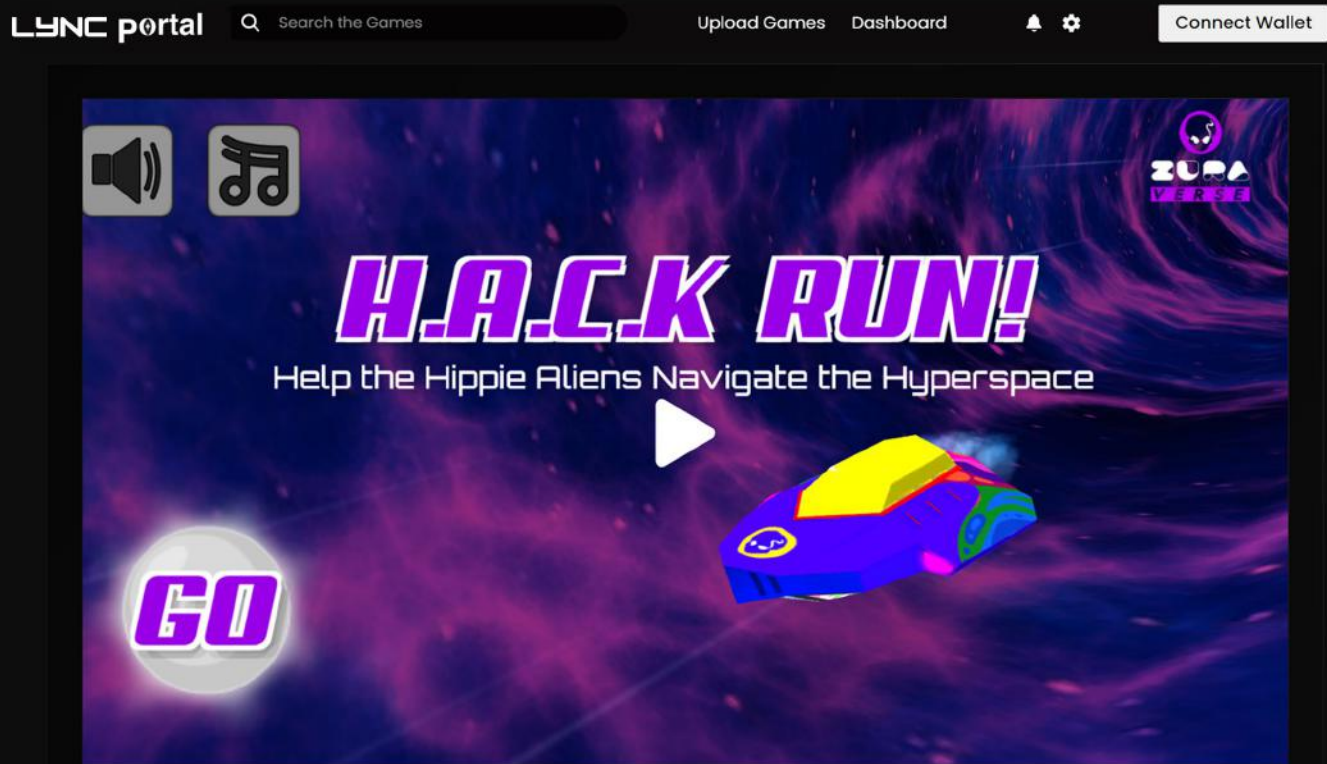
FREE TO PLAY GAMES (LEGACY)

These Free to Play game acts as are the Precursor to the Zura Park. The objective is to drive early engagement before the Public Launch of 'ZURA PARK'

Zuraverse is committed to onboard all the gamers On-Chain. Non NFT Players can also earn **KARMA POINTS** which they can use to avail various benefits inside Zuraverse. That said, all our games are Web3 enabled, and have special features for the Zuraverse NFT holders. On top of it, all the games are aligned to the storyline of Zuraverse and would keep unfolding different aspects of the narrative.

Some of the free to play games that have been launched or are being launched soon are below:

HACK RUN



H.A.C.K Run is the first Hyper-Casual Web3 game from Zuraverse which is also an award winner in the Game Jam conducted by LYNC & Spheron. It is currently hosted on LYNC Portal on decentralized storage and has special features of Web3 players. Players can create a High-Score in this hyper-casual game and could earn Karma Points which could be redeemed against rewards from the Zuraverse ecosystem. As soon as the H.A.C.K NFTs are launched, holders would be able to use special powers in the game and would be able to create much higher scores compared to other players.

DISASTER RUN (UNDER DEVELOPMENT)



Disaster Run is a platform Battle-Royale Multiplayer Game currently under development. This game takes players through different Natural and Man-Made Calamities. The mission of this game is to provide players a competitive and entertaining game while making them aware about the Negative Side of Climate Change and its visible effects happening around the world.

Upto 10 players would be competing amongst each other to reach the finish line as soon as they can. Their path is obstructed by different obstacles you faces during a disaster. After the launch of the web-version we will expand the game in a more detailed version which would be launched on various mobile platforms as well as VR devices.



ANIMAL ESCAPE (UNDER DEVELOPMENT)



Animal Escape is a Single-Player Endless Runner, which is currently under development. The game takes players through different stages of Wildlife stages where players have to escape various traps.

The Story revolves around the escape of animals from captivity before they become the Zurians, These playable characters are based on 5 different animals, 'ELEPHANT', 'GIRAFFE', 'PENGUIN', 'TURTLE', AND 'TIGER'

The objective of the game is to earn Karma Points. There would be random NFT rewards and Token Airdrops for the players from time to time



PAINT - BALL ARENA



Paint Ball Arena is a game mode similar to the Jungle Wars Game, except this is not specifically set in a Jungle setting. Rather, this game mode will use the entire Zura Park map, where anyone can dive into a multiplayer session and fight against each other and earn Karma Points. There will be hidden easter eggs and lootbox spread across the map and random NFT and Token Airdrops.



CONZURA

(A Decentralized Not-For-Profit Organization working entirely towards Conservation)

Being aware of these facts, Zuraverse is committed to working towards a Sustainable planet and has set up its sister concern "CONZURA" which is a Not For Profit Web3 Organization working for nature conservation in partnership with NGOs and Self-Help groups which are promoting phenomenal ground work towards conservation of Biodiversity.

VISION -

To drive the Metaverse Industry to net-zero Greenhouse Gas Emission no later than 2040 in line with keeping Global Warming below 1.5°C.

MISSION -

To use Blockchain technology towards activities like Plantation Drive, Lake/Pond Restoration with full transparency, traceability and efficient compensation distribution and rewards for verifiable contribution minimizing the intermediary intervention, and maximizing the social return of investment.

We have identified 6 SDGs that Zuraverse would be tackling in association with ConZura and our partner brands.



4 - QUALITY EDUCATION

Immersive Storytelling can inspire people in meaningful ways to reflect on their own others' experiences, our human relationships to earth & the intersection between Storytelling & Education



12 - RESPONSIBLE CONSUMPTION AND PRODUCTION

We will promote products from Sustainable and Recycled brands in our Metaverse and raise awareness for responsible consumption.



13 - CLIMATE ACTION

Climate Action is at the core for all conservation and persistent effort needed to reduce the effects of pollution and global warming. Our team and community will actively participate in drives for Climate Change.



14 - LIFE BELOW WATER

River and Ocean Pollution has affected marine life greatly and cleaning and restoring water bodies would be our target for this.



15 - LIFE ON LAND

Wildlife Conservation comes on top priority and ConZura will work with NGOs and Self-Help Groups to take tangible actions for animal safety and rescue.



17 - PARTNERSHIPS FOR THE GOALS

Partnering with other projects and organizations working towards SDGs and using collaborations for the greater good.

WHAT DO WE DO?

- ▶ **WEB3 FOR CLIMATE ACTION** - Conzura, invites Web3 organizations and their stakeholders to join our new climate action initiative **KARMA PLEDGE**. This initiative aims at supporting and guiding Web3 projects in achieving global climate change goals in line with the UN's SDGs, by mentoring/educating and collaborating with them, so that together we can display climate leadership by engaging together in the climate neutrality journey.
- ▶ **KARMA POINTS** - Participants of **KARMA PLEDGE**. will commit to adhere to a set of principles and incorporate them into strategies, policies and procedures, and mainstream them within the Web3 community, thus setting the stage for a wider dissemination of the message and long-term success, for which they would be earning Karma Points, which they can use to multiply their rewards or increase their voting power.
- ▶ **ZURAVERSITY (LEARN TO EARN)** - **ZURAVERSITY** is one of the most important pillar of the Zuraverse ecosystem. The objective is to educate people about the importance of Environmental Conservation which includes the Conservation of Wildlife, Conservation of Habitat, Conservation of Culture as a whole & earn rewards

CONZURA NFTS

Conzura NFTs are Nature and Wildlife themed NFT Collections. 80% of the revenue generated from various Conzura NFT Collection, goes straight to conservational activities. There would be many different collections like **CONZURA WILDLIFE NFTS**, **CONZURA NATIONAL PARK NFTS**, **CONZURA INDEGENOUS CULTURE NFTS**.

▶ **CONZURA WILDLIFE NFTS**

11,111 Conzura Wildlife NFTs, Classified in 6 categories. Each category with different supply based on their endangered status. These NFTs are designed as educational assets which has many information about the species, like the scientific name, habitat, threat meter, food habits etc



COMMANDING OFFICERS



ABHISHEK SAGAR (Co-Founder & Chief Executive Officer)

Abhishek Sagar has more than 12 years of experience in the fields of tech, design and business. Holds MS. Creative Tech from MDX Uni, London and specialises in Game Design. Has Co-Founded 2 Startups before starting ZuraTech in 2015.

Abhishek is passionate about creating music, cherishing & preserving nature, & learning about culture. His vision is to bring sovereign ownership of digital game assets & interoperability of game worlds through NFTs.



SUNNIY KHAN (Co-Founder & Chief Operations Officer)

Sunniy has more than 9 years of experience in the field of Visual Effects Arts, Animation and Video Production. He has worked as Creative Director and Art Director in Previous 2 Companies.

When he isn't tinkering with gaming as a day job and stargazing at night, Sunniy and Co-founder Abhishek are tirelessly growing the most robust Game-Dev house and a group of Web3 builders, providing a real, proven platform for Metaverse Gaming.



ABHISHEK SINHA (Chief Blockchain Officer)

Abhishek Sinha is a veteran defi techpreneur who has developed over 50 decentralized applications so far. Skilled in Blockchain, especially major defi protocols like Uniswap, Aave, Compound etc. with over 5 years of demonstrated history of working in the blockchain technology and software industry.

Some of his prominent applications being the development of crypto backed Stablecoin, Fiat backed Stablecoin, P2P decentralized bitcoin exchange and forgettable private keys. Previously worked at Reliance Jio, ISRO, RanchiMall & USDAO



UTKARSH BAGDE (Chief Development Officer)

Utkarsh Bagde has more than 8 years of Experience in Game Development. Having worked with Ubisoft for 7 years previously as Game Developer.

He has a demonstrated history of working in the gaming industry and pushing numerous titles on mobile, PC and consoles. Utkarsh has a good experience with working on Unity 3D, In-house Game Engines, C++, C# & project management.



SAWAN CHOUHAN
(Game Developer)



SAM RODRIGUEZ
(3D Artist)



ROSHAN RAAJ
(React Developer)



ANIKET JANBANDHU
(Full Stack Intern)



AARAV RAJ
(Blockchain Intern)



KSHITIJ SUNGH
(Marketing Intern)



STEPHEN ALLEN
(Strategic Advisor)



ALMAS SYED
(Community Advisor)



ANKIT DAS
(De-Fi Advisor)



SUBHAYOU NAYAK
(BD Advisor)

PARTNERSHIPS



Chains we are building on



Web3 Partners

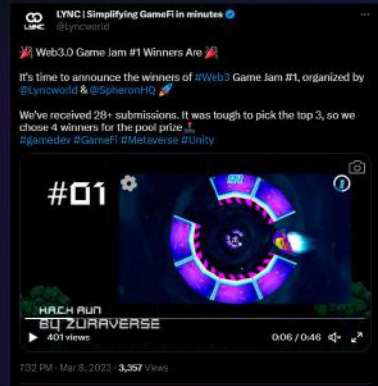


Sustainable Brands

TRACTION & ACHIEVEMENTS



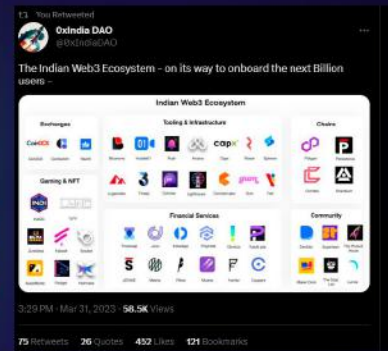
Featured in Saga's Multiverse Premiere in GDC 2023, SF, CA



Our first Hyper-Casual game 'HACK RUN' finished 1st in Lync & Spera's Game Jam



Finished in the Finalists of ETHIndia 2022



Featured in OxIndia DAO's most promising Indian Web3 Ecosystem

Twitter Followers

5k+

Discord Members

2000+

Telegram Members

2000+

Linkedin Followers

2000+

Whitelisted Wallets

500+

ROADMAP

First Contact Q1 2023

1. Website launch
2. Whitepaper
4. Whitelisting Campaign
6. Pre Seed Funding Round



Invasion Q2 2023



1. NFT Marketplace Live
2. H.A.C.K NFT Phase 1 Launch
3. Zurian Whitelisting
4. CGI Teaser
5. Zura Park Alpha
6. Seed Funding Round

1. Zurian Youngling Launch
2. Zura Park Beta
3. VR/AR Experience
4. PVP Gameplay Video Trailer
5. Influencer & Partners Onboarding
6. Private Sale



Abduction Q3 2023

Colonization Q4 2023



1. \$ZURA Token Public Sale
2. Zura Park Public Launch
3. Season 1 starts
4. TGE
5. In Game Rewards
6. Whitelisting of Zura Land Parcel

1. Evolution Event 1
2. Land Parcel Public Sale
3. 2 more Game Modes.
4. 3 more Experience Arenas
5. Collaboration with other Animal based Metaverse Projects



Establishment Q1 2024

Reconstruction Q2 2024



1. Evolution Event 2
2. Development of World Builder.
3. 3 more Game Modes.
4. 3 more Experience Arenas
5. Final Leaderboard.
6. Season 1 ends.

1. Zuraverse DAO
2. New Zurian Species for Season 2
3. More Zura Island and Land Parcel
4. Development of Gods of Metaverse MMO and many more



Multiverse Expansion Q3 2024

CONCLUSION

The future of gaming is shifting towards the Metaverse, and soon, the Web 2.0 will mostly shift to a web 3.0 ecosystem ushering a new era of technology for players. Web 3.0 represents the next iteration or phase of the evolution of the web/internet and potentially could be as disruptive and represent as big a paradigm shift as Web 2.0 did. Web 3.0 is built upon the core concepts of **DECENTRALIZATION, OPENNESS, and GREATER USER UTILITY.**

To use an analogy from the movies, if Web 1.0 represented the black-and-white movie era, Web 2.0 would be the age of color/basic 3D, while Web 3.0 would be immersive experiences in the metaverse.

We are at a conjecture of gaming, Web3 and sustainability. This is the best time to build what we are building as Web3 gaming as well as sustainable tech are going through a breakthrough currently. We believe Zuraverse would act as a platform which can combine the best of these both worlds.

Zuraverse aims to empower **5,000,000+** players and **1,000+** Sustainable Brands and help them transition towards a more greener, more cleaner, and more Sustainable Web3 space over the next few years.

A world not just full of pleasure and entertainment, but also making players aware and responsible about the real world that we live in, while providing value for the time they spend in the digital world.



PLAY - EARN - CONSERVE

Metaverse for a Sustainable World