WEB
Web Evolution
WEB: A New Era

METAVERSE
Introduction
Understanding Metaverse
Technology – Layers
Market Analysis
Future of the Retail Industry

CITY OF DREAMS
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WEB EVOLUTION

Web 1.0
“Read-Only Web” (1990-2004)

- First stage of Web development
- Simple static websites built with HTML.
- Developing content and web pages for many readers
- Predominantly informational.
- Lack interactive features
- Content stored in the website files.
- Page styling was incorporated into the page markup
- Major incompatibility issues between websites using HTML tags and visitors using unsupported browsers.
- Website visitor comments were added to a Guestbook page instead of content pages.
- Web hosting servers rarely supported server-side scripting for form submission.
- Ex: Yahoo, Google

Web 2.0

- Dynamic stage of Web development
- More user-generated content and usability for end-users.
- 21st-century Internet applications that have transformed the digital era
- Higher level of information sharing and interconnectedness among participants.
- Enables users to actively participate in the experience, as opposed to merely consuming information as passive observers.
- Applications repeatedly experience data breaches
- Ex. Facebook, YouTube, Twitter, TikTok

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Web 3.0
The "Read, Write, Execute Web."
Present — Future)

- Decentralized Future of the Internet
- Incorporates the technologies and concepts that are at the heart of crypto: decentralization, token-based economies, and blockchain.
- Removing control from the dominant big data companies and other central authorities and handing it to the masses.
- Internet users can transact business peer-to-peer, cutting out intermediaries
- Information to be stored on a distributed ledger.
- Verifiable & Trustless
- Self-governing
- Permissionless and Stateful
- Distributed and robust
- Native built-in payments
INTRODUCTION TO METAVERSE

Metaverse is the convergence of the digital and the physical.
Alters the dynamic between businesses and consumers.
Embraces the entire social and economic design of both the actual and virtual worlds.
Avatars, content, and goods movement are unrestricted, creating a continuous dynamic experience that never ends.
Facilitating face-to-face interactions between users in the digital realm.
Adoptions of virtual and augmented reality enhance the gaming experience in Metaverse.
Even though Metaverse doesn't have much history just yet, people have been able to predict the future of the internet as far back as 30 years ago. Author of the science fiction novel Snow Crash, Neal Stephenson conceived of the metaverse as a virtual world in which people can communicate with one another and with digital solutions while assuming the form of their avatars. The novel Snow Crash was published in 1992. It is interesting to note that he envisioned the metaverse as the future development of the internet riding on the shoulders of VR technology.

The year 2020 arrived, and the world came to a halt. Covid19 limited personal contact for people. This led to people fast-tracking the technology and in the year 2022, the idea of the metaverse experienced a significant rise in its level of popularity, as a result of major announcements by industry titans working within the field of technology like Facebook which changed its name to Meta. It was one of the noteworthy events that started conversations about the possibilities offered by the metaverse all over the world. At the same time, a large number of additional significant technology companies, such as Microsoft, Epic Games, and NVidia, are jumping on the bandwagon of the metaverse with innovative new ventures.

Analysts in the field predict that in the not-too-distant future, twenty-five percent of people will spend at least one hour per day in the Metaverse for purposes including but not limited to work, shopping, education, social media, and entertainment. The advocates of the metaverse have only scratched the surface of what needs to be done but the time to start is now and the goal to offer users a fully immersive experience within a virtual environment will happen soon enough.
Well-known metaverses such as Decentraland, Sandbox, and Second Live provide users with the opportunity to buy land and construct a presence within that space, with prominent NFT projects, and even government organizations following suit.

Nevertheless, constructing within their metaverse presents a few challenges, to which City of Dreams has developed a solution.
THE FUTURE OF
RETAIL INDUSTRY

Since the pandemic, progress toward a fully digital world has accelerated and consumers in emerging regions are the most likely to have switched to online shopping, and what better way to do it than to be in a more immersive environment, which is the metaverse?

While the idea of shopping in the Metaverse is still novel to many users, many businesses have already begun to embrace it as we see GIANT RETAILERS such as Walmart, Nike, Adidas, and Starbucks have entered the Metaverse.

Online retailers like Amazon and IKEA have started to put money into augmented reality so that customers can use phone apps to see how a product will look on their body or in their office before they buy it.

Top Brands Breaks Through the Metaverse Marketplace:

- Samsung
- Louis Vuitton
- Gucci
- Burberry
- Atari
- Coca cola
- Nike
- Adidas

The potential of the metaverse market is huge; it will surpass everyone's wildest expectations. By 2030, its market is expected to be worth at least $800 billion, according to several studies.
THE WORLD FIRST
Web3.0
META-COMMERCE
A PLATFORM TO BUILD YOUR DREAMS
WITH PLAY TO COMMERCE
A METAVERSE COMMERCE PLATFORM
BUILT AND GOVERN BY ALL
A CITY THAT REVITALIZES REALITY
ECONOMY WITH A VIRTUAL WORLD
METAVERSE IS EMERGING TO BE THE FUTURE OF THE INTERNET AND E-COMMERCE.

COD METAVERSE PROVIDES THE FIRST META-COMMERCE PLATFORM FOR ALL MERCHANTS AND RETAILERS, TOGETHER WITH THE PUBLIC TO SEIZE THIS LIFE-CHANGING OPPORTUNITY

**RETAIL GAMIFICATION**
Interactive 100+ in-games to enhance sales & make spending more fun

**SOCIALFI ECONOMY**
Help merchants build a solid community through the metaverse. The perfect integration between consumers and merchants.

**SPENDING MONETIZATION**
Enter an economy where spending and income are tightly knitted together to deliver a never-ending cycle of sustainability.

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An interdimensional city that fully integrates the virtual world and the real world, enabling everyone to open businesses within the metaverse without requiring them to possess the knowledge or resources necessary on blockchain.

With the help from City of Dreams, both entrepreneurs and "cryptopreneurs" can acquire a stake in Real Asset NFTs that have real economy rental value to mass retailers and merchants, allowing them to profit from a trillion-dollar industry.

- E-COMMERCE in the Metaverse will bring a more immersive shopping experience for consumers.
- Consumers will be able to do their purchases online and engage in real-time conversation with various points of interest using an avatar.
- Retail businesses can rent real estate from NFT holders to use as marketing and advertising channel to bring traffic back to their existing E-commerce platform.
- Retail businesses can use our metaverse to build digital shops, where customers will have the ability to explore the product in 3D model that they are interested in purchasing.
- Rewards, discounts, and freebies are awarded to users for doing activities inside the metaverse.
- Enjoyable activities and events such as live streams and flash sales are happening daily.

City Of Dreams will bring an entirely new dimension of virtual reality to the realm of online and traditional businesses with a sustainable model to help them increase traffic and customer base.
Shift from static to dynamic customer engagement

Games Commerce is an entertaining and immersive way to increase customers' experience to spend a long time in this interaction.

Blending entertainment with instant purchasing, live commerce offers retailers, brands, and digital platforms a new channel with enormous scope for creating value.

String multiple actions engagements through collaborative challenges using Quests, Leaderboards, Teams and more into a seamless customer journey.

PLAY GAMES + 100 GAMES & PARTICIPATE IN MERCHANT-SPONSORED ACTIVITIES TO EARN DREAMS POTIONS

By playing these games, users can also earn: ***

• Special discounts
• Loyalty points (Dreams Potions)
• Free gifts
• Free Shipping

*** Subject to Partner Merchant Stores marketing campaign.

VAST COLLECTION OF FUN CASUAL GAMES TO ENHANCE AND ELEVATE SHOPPING EXPERIENCE FOR ALL.

Get on top of our Leaderboard and earn more!. Grab limited Flash Deal offers from participating stores before they are gone. Buy Store Vouchers and earn potions. Level-up assets by collecting potions through different activities with your friends in the city. Do these and more in the City of Dreams, where your pleasure is our goal!
COD Meta-Commerce

SOCIALFI ECONOMY
CREATING A RETAILERS AND CONSUMERS NETWORK

By expanding the utility within our metaverse while providing a sustainable rewards mechanism, we aim to build loyalty and engage people with all our merchants.

COD will empower retailers as well as all users alike to seize the opportunities available in META-COMMERCE.

The perfect integration between SELLERS & BUYERS where both parties’ interests are aligned.

HELP MERCHANTS TO BUILD A BINDING AND DYNAMIC SOCIAL COMMUNITY

We will nudge communities toward goals of merchants' campaign to increase customer Acquisition, Activation, Retention and Revenue-Generation

With a vast collection of fun games and social mechanics to match the campaign audience and make every campaign experience surprising and delightful.–

Targeted Campaign with limited Flash Deals offers to earn discounts and Dreams Potions from participating merchants where users can interact by:
- Attending live streaming in the metaverse
- Dedicated merchant campaign games
- Social media activities
- In Real Life meetups in retailer’s shop
All spending with retailers of COD will be rewarded loyalty points (Dreams Potions) which can be used to upgrade the user’s NFT.

**SPEND TO EARN**

- Buy NFT Trees
- Earn Dreams Potions
  - Play Games
  - Interact with Merchants
  - Refer Friends

**RENT OUT TO RETAILERS**

- Get Passive Income from Rent Payments in $CODREAMS Token

**UPGRADE NFTS**

- Merge NFTs
- To Rank Up

**CLAIM REAL ESTATE OWNERSHIP**

- Convert Upgraded NFT Trees to NFT Buildings

**HIGH APPRECIATION**

- Keep on upgrading Tree NFTs and playing games or interact with activities to them to
- Real Estate NFTs and earn passive income from renting them out to actual retailers in our metaverse.

**HUGE FLOOR PRICE INCREASE**

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**Metaverse Creation and Customization**
Merchants can easily spin up their own metaverses and customize them in a variety of ways. Projects that want full control of customization can upload their own 3D models.

**Simple and Easy Access for Web2 Merchants**
Web2 Merchants can easily build their store-front in the City of Dreams minus the hassle of setting up crypto wallets and buying real estates. There is a selection of readily available buildings that suits different requirements that they can RENT from real estate owners.

**Merchant Incentives and Discount Promotions**
NFT Holders can participate in a variety of activities and games that award them with DREAMS POTIONS which can be redeemed when making purchases from sponsor brands and retailers who have storefronts in the City of Dreams. Get referral bonuses, merchant discount, upgrade NFTs, and many more.

**Real World Products Delivered to the Customer**
Web2 Merchants who joined the COD Metaverse will not only offer virtual products. Well-known brands as well as independent and new entrepreneurs will be able to offer the public their physical products as well, truly bridging the real and the digital world.

**Community Support and Social Media Promotions**
Partner Merchants will be promoted in our social media accounts and community groups to create awareness and deliver updates and promos by the company.

**Low-Cost Entry**
New businesses with low startup capital are unable to pay the high entry fee that competing Metaverses demand in order to construct within their Metaverse. City of Dreams is changing that!

**Decentralized and autonomous Infrastructure**
Independent governance enables both blockchain and Web2 companies to build decentralized businesses with all the functionalities of real-world enterprises in the Metaverse.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Decentraland</th>
<th>Sandbox</th>
<th>City of Dreams</th>
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<td>Real World Products Delivered to Customer</td>
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KEY ZONES

5 Distinct Zones that makeup the City of Dreams.

- Dreamscape
- DreamPlay
- DreamFi
- DreamVenue
- DreamIO

Each sector of COD is intricately linked to the others, and together they will build a bridge between the real and the virtual worlds, conquering the challenges posed by the limitations of the real world in the blockchain industry.
THOUSANDS OF REAL-WORLD MERCHANTS

Be in the company of well-known brands.

Retail merchants can now easily build their own store in just one click and gain an early foothold in the metaverse. **Think of a business and Build it!**

Own or Rent a Real Estate
Retailers have the option of purchasing real estate outright or renting it from their owners.

Find these shops and establishments in the **DreamScape Zone** and enjoy the different perks they have to offer.

Be visible and promote your company, products, services, and projects!

ADVERTISING SPACES

- LARGE BILLBOARDS
- WALL DISPLAY
- FLOOR DISPLAY

**Dedicated exhibition and advertising space**

- Customizable structures dedicated to exhibitions and advertising.
- Located in key areas and streets within the City of Dreams.
- All displays will be able to show video or static images.
- Brands, Merchants, and NFT Projects can use the space to display their products, new artwork, and collectibles, and highlight projects.
- Exclusive ambassadors of City of Dreams will receive a portion of all advertising revenue generated by that display ads

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DreamPlay

PLAY & EARN

100+
CASUAL GAMES

If you have fond memories of spending time in an arcade as a kid or want to share that experience with the younger generation, we have a zone just for you!

Play for fun or play competitively and get on our leaderboard and rewards will be waiting for you.

At the DreamPlay Zone, each NFT will have different energy levels depending on their star ranking.

Blockchain games use the metaverse and NFT to build game worlds.

The platform has been increasingly important for startup NFT Gamefi projects that need to add a utility component. These startup NFT projects will find growth at the intersection of NFTs, metaverses, and gaming.

DreamPlay is where our casual games are available for you to play for free and more importantly, WIN DREAM POTIONS!

Your own brand here

Hundreds of casual games

DREAMPLAY ZONE WILL BE THE STAGING AREA FOR OVER A HUNDRED GAMES THAT NFT HOLDERS CAN PLAY TO BOOST THEIR ASSET VALUE.

PLAY TO YOUR HEART’S CONTENT AND YOUR POCKET’S DELIGHT!
Trading will take place in the **DreamFi Zone**, where you can get the latest and up-to-date information on the prices of cryptocurrencies.

It is the Wall Street of City of Dreams where all where a number of financial institutions are based.

**Trade, Buy & Sell. G**ain exposure to state-of-the-art methods of capital management to enhance your trading success.

Trading options include stocks, cryptocurrency, and forex.

**DECENTRALIZED HUB FOR ALL INFORMATION**

**EASY ACCESS TO A MULTITUDE OF RESOURCES**

**GET A PROFESSIONAL PERSPECTIVE IN THE CRYPTO INDUSTRY**
DreamVenue Zone showcases a variety of venues and facilities, each of which provides a wide range of amenities that can be tailored to meet the needs of a particular client’s business or social event.

Users can make their own virtual selves in the Metaverse and experience the event as if they were really there. They can dance, joke, and sing along with one another as if they were at a real event.

IN CITY OF DREAMS, YOU CAN CREATE AN INTERACTIVE, FULLY IMMERSIVE WORKSPACE FOR YOUR NEXT MEETING.

HOST IMMERSIVE EVENTS, CONCERTS, AND EXPOS!

ENJOY THE COMPANY OF YOUR FRIENDS IN OUR IMMERSIVE SET-UP WHERE EVERYONE CAN SOCIALIZE WITHOUT THE LIMITATIONS OF DISTANCE AND TIME.

City of Dream has many facilities for your needs – simple business meetings, seminars or even big conventions that may need big halls.
As the metaverse grows, the learning process is becoming more and more digital. The pandemic made it possible for schools to start using a mix of online and in-person learning. This new era is a paradigm shift that means moving from a hybrid or digital-in-person process to a fully immersive one.

The metaverse setup will allow students and teachers to interact in real-time. The teacher can also see the students who attend classes because they will be logged in via the avatars.

Teachers can apply the theory they teach by simulating real-life situations, which enables students to understand better. They can simulate role plays to demonstrate class examples.

LEARN AND EARN

DREAMIO ZONE IS WHERE YOU WILL FIND LEARNING ESTABLISHMENTS THAT WILL OFFER TRAINING IN A MORE IMMERSIVE WAY THROUGH THE METAVERSE SYSTEM.
“Be in awe of our Genesis NFT trees, all majestic and unique on their own. Standing proud throughout the City of Dreams, their leaves would rustle in the wind whispering through the branches, each one with an amazing story to tell.

Climb farther to the top of each tree and see the breathtaking landscape of the city and the incredible people living the dream.

Legend says they are the city’s source of life and magic, providing limitless resources, knowledge, and enlightenment to its leaders, connecting everyone in peace and tranquility.

Nurture one or maybe more, merge them, and be astonished as they transform into a rare powerful, and mystical state, rewarding its owner with great fortune and mortality.”
Let’s take care of our world together!

CITY OF DREAMS IS TAKING ACTION TO BUILD A GREEN COMMUNITY
TREES ABSORB CARBON BY USING IT TO BUILD THEIR TRUNKS, BRANCHES, ROOTS, AND LEAVES

THE AVERAGE TREE ABSORBS AN AVERAGE OF 22 lbs OF CARBON EACH YEAR FOR THE FIRST 20 YEARS OF ITS LIFE.

CARBON OFFSETTING PROTECTS FORESTS. TREES ARE AUDITED ANNUALLY AT PROJECT START-UP AND EVERY FEW YEARS TO VERIFY CARBON ABSORPTION. AUDITORS INSPECT THE SAME TREES AND OTHERS IN THE PLOT EVERY TIME THEY AUDIT THE FOREST.

FOR EACH NFT MINTED, WE WILL DONATE TO PLANT A TREE. DONATIONS FROM THE NFT SALE WILL HELP TREES GROW AND ABSORB CARBON WITHOUT BEING CUT DOWN.

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MASSIVE REWARDS & INCENTIVES

CITY OF DREAMS GIVES YOU MASSIVE DIRECT OR PASSIVE WAYS OF EARNING REWARDS & INCENTIVES

BUILD
MINT
PLAY
SOCIAL
INVITE
MANAGE

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HOW TO EARN DREAMS POTIONS

PLAY GAMES
Play games to earn more Potions with Daily Energy of each NFTs

GAME LEADERBOARD
Daily games participation
Daily Games Ranking
Season games ranking

SHOPPING REWARDS
Earn Loyalty Reward for all spending in merchants of COD

MERCHANT REWARDS
Referral Merchant Reward
Retail IRL Events Reward
Live Broadcast Reward

DREAMS POTIONS UTILITIES

PROMOTIONAL DISCOUNT

Enjoy additional discount in selected merchants using Dreams potions

BONUS REDEMPTION

20% redemption of Dreams Potions to Matic for successful referral

AMBASSADOR PROGRAM

Referral Bonus
Forest Community
Ambassador Bonus

UPGRADE TREES NFT TO OWN REAL ASSET NFT

Level up NFT
Level up NFT value and receive Passive Rental & APY Pool Reward

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City of Dreams has its own Marketplace where you can purchase real estate, NFTs, Avatars, and add-ons for customization.

Our partner platforms include the top marketplaces on Polygon Network.

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OUR TECHNOLOGY

CORE PLATFORM LAYER

- Computing Power
- Storage Space
- Bandwidth
- Hardware Infrastructure
- Visualization Services

Main Blockchain Operating System Control
- Authority Management
- Encryption Algorithm
- Consensus Mechanism
- Communication Protocol
- Smart Contracts

APPLICATION SERVICE LAYER

Basic software capabilities based on blockchain technology:
- Aggregated Payment
- Business Flow Engine
- Artificial Intelligence Module
- Digital Identity Authentication
- Distributed Ledger
- 3D Virtual Engine
- All Software Technologies for Cross-chain Data Sharing.

PRODUCT LAYER

Build direct-to-customer application services including various metaverse applications:
- Financial services
- Online Trading
- Systems Promotion Alliances
- AI Customer Service
- Game Systems
- Audio-visual Entertainment
- Virtual Friends
- And More.
Polygons is a secondary Ethereum scaling solution. It is a layer-2 solution that runs in parallel to a mainnet but processes transactions outside of it, leading to higher transaction throughput and cheaper gas prices.

Unity is the ultimate game development platform. Use Unity to build high-quality 3D and 2D games, and deploy them across mobile, desktop, VR/AR, consoles, or the Web.
Jackson Neo
Chief Executive Officer

Jackson is a proven serial entrepreneur with over 15 years in Fintech sectors managing several multi-million dollars project. A veteran brand strategist, early blockchain adopter, decentralized evangelist, and a lifelong gamer, he's passionate about creating awesome teams and powerful DeFi products. His go-to games include NBA 2K and Dota2.

Karen Koy
Chief Operations Officer

As Chief Operating Officer, Karen is responsible for all day-to-day operations of the protocol. She will oversee the operations and most of the departments to make sure it is running smoothly. With her experience and skills, meeting its goals and objectives will be ensured.

Daniar Tang
Chief Marketing Officer

As CMO, Daniar oversees all activities in the marketing department. He is responsible for the creation of innovative marketing strategies that will help build the COD brand. His vast experience in the field will help City of Dreams achieve its goals.
Brian Tan
Chief Strategic Officer

Brian’s expertise in strategizing for a several blockchain and GameFi protocols will make a huge impact on City of Dreams. In addition, his strong analytical, organizational, and communications skills will ensure the project’s operational initiatives and growth.

Carlo Bernal
Chief Community Officer

Carlo has worked as a web designer and developer for over a decade, managing eCommerce firms all around the world, and contributed to incubating crypto and GameFi projects like Age of Tanks, Kleerun, among others.

Oscar Chen
Chief Technology Officer

Mason is in charge of the entire information technology department of City of Dreams. His advanced technical skills and extensive knowledge steers the project in the right direction aligning technology goals to other departmental and organizational objectives.
COD TEAM

Spencer Yong
Lead Partnership Officer

Patricia Sotong
Project Lead Coordinator

Ann Tuazon
Creative Content Lead

Ces Tua
Social Media Manager

Techie Nadong
Community Team Leader

Gabriel Lim
Data Tech Lead
COD ADVISORS

Prakash Somosundram
CEO And Founder
Enjinstarter

Vickaash Agarwal
CEO And Founder
Bluewheel Capital

Vincent Tse
CEO And Founder
Step VC

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City of Dreams ($CODREAMS)

Owners of the $CODREAMS token will have the ability to build inside the City of Dreams Metaverse and access different features and utilities onboard our platform.

- **NATIVE CURRENCY IN THE COD METAVERSE.**
  - Anyone will be able to access City of Dreams for no cost. However, Royals (NFT Holders) will get exclusive privileges.

- **RENTAL FEE**
  - Owners can rent out their property and can earn $CODREAMS tokens as rental payment.

- **MULTI-TIERED REWARD SYSTEM THROUGH COMMUNITY MANAGEMENT & PARTICIPATION.**
  - City of Dreams community engagement and event participation will earn $CODREAMS.

- **MARKETPLACE**
  - The City of Dreams Marketplace will be your go-to resource to buy customized avatars and real estate NFTs

- **STAKING**
  - Stake your NFT and get a share of the business transaction fees - APYs.

- **GOVERNANCE TOKEN (DAO)**
  - Token Holders will be able to participate in voting for decisions.
$CODREAMS$ token will be destroyed in a random fashion by the team.

In the future, an automated smart contract burning mechanism will be implemented.

This mechanism will burn a fixed percentage of fees and revenue from the ecosystem until forty percent of the total tokens, or four hundred million, are taken out of circulation.
CITY OF DREAMS ROADMAP

Q4 2022
- MetaVerse Upgrades
- Listing of COD NFT on OpenSea, Refinable, ToFunft
- Marketplace Launch
- QR Code Launch
- First NFT Sale
- Early Adapters

Q2 2023
- Whitelisting for Alpha Access
- Marketing & Partnerships
- Marketplace Development
- Onboarding Merchants
- Whitepaper Release
- Closed Alpha Launch of MetaVerse
- MetaVerse Launch
- Avatar Upgrades Launch
- Listing on CoinMarketCap
- Token Generation Event
- Initial DEX Offering
- CODreams Pre-Token Sale

Q3 2022
- Creation of Community Groups and Channels
- Social Media Launch
- Website Launch
- Infrastructure Development
- 3D Environment Planning
- Game Development
- MVP Development
- White Paper Development
- Whitelisting Pre-Sale
- Seed Sale
- CODreams Token Smart Contract
- NFT Staking
- Second NFT Sale
- Beta Launch of MetaVerse
- Early Access Beta Launch
- Wireframe
- Dream Potion Launch
- Security Audit

Q1 2023
- Idea & Feasibility Validation
- Team Building Configuration & Design of City of Dreams
- NFT Design
- Beta Launch of MetaVerse
- Early Access Beta Launch
- Wireframe
- Dream Potion Launch
- Security Audit

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THANK YOU!