



OPENVIEW NETWORK

THE BIRTH OF SOMETHING NEW





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What is OVN

OVN is the Smart Contract and algorithm-driven utility token of OpenView Network and powers what will be the world's largest decentralized digital content advertising network.

OVN represents a major shift in commercial interactions between businesses and their customers. It combines intention, engagement, and content distribution to provide an objective measure of advertising efficiency.

As opposed to traditional advertising, OVN holds significant benefits:



Business Enrichment: In today's tough business environment, where businesses are facing increasing price hikes & shrinking margins, OVN "flips the switch" and turns a liability into an asset.



Intentionality meets Convenience: Currently advertising on the network occurs in physical locations where explicit intention and targeting are pre-determined.



Major Partnerships: OVN has partnered with major third-party hardware suppliers and ad networks including Bing, Google, Loop, Propellor, and more.



Anti-Fraud: Real-Time, IoT-driven measurement only counts real human engagement creating a new anti-fraud mechanism.



Developing The Physical Footprint

OVN has partnered with major content distribution partners in the United States with the goal to deploy at least 200,000+ physical IoT devices in commercial, public locations, in phase 1.

Each device connects to a single screen (usually a TV screen). The devices can serve digital signage, licensed content, or content of the business manager's choosing. The device further regulates non-intrusive ads within the content being played.

Finally, the device scans an area within the viewable radius of the TV screen to actively measure engagement and the potential of those watching the screen.

The data from all this activity, in addition to the nature of commercial location, are posted by the IoT network to the OpenView minting algorithm.

Developing The Virtual Asset Footprint (IWE)

It is estimated that Augmented reality (AR), Virtual reality (VR) and Metaverse interactions could grow to over market size of \$13 Trillion by 2030, according to Fortune. These interactions are potentially far more powerful than traditional advertising as the nature of engagement is more targeted and of key interest to content creators and advertisers.

Open View is developing 'Item Wrap Engine (IWE)' technology that allows holders of unique Metaverse assets to monetize them easily and effectively. Similar to the way that owners of unique vehicles or high traffic locations in the real world monetize them with billboards and advertising, the IWE technology allows an item to be wrapped with contextual advertising.

Further, IWE automatically replaces the content of the advertisement based on the viewer. As such, the exact same asset being viewed by different viewers would result in different displays.

In turn, the asset holder receives a portion of the advertising revenue generated without needing to manage advertisers. With over 200,000 unique assets and NFTs that already fall into this category, this makes for a powerful market category readily available for advertising.

The OVN Physical Algorithm & Rewards

OpenView takes in the data from each device and mints OVN tokens in proportion to the observed activity. This is a combination of:

- Playtime (how the long-player was active)
- Ad-Premium (the nature of ads displayed based on the business type)
- Location (Certain locations with higher foot traffic would result in higher minted rewards)
- Intention (Commercial intent of the human visitors to the location. For example, a warehouse would have a lower score than a restaurant or a medical office)
- Cross-use (Business locations that are cross marketable to advertisers receive a premium)

A few other proprietary variables are combined with the data above on a real-time basis to mint and distribute the OVN rewards to the Host location of the physical devices.



The OVN Virtual Algorithm & Rewards

The same concept as the physical devices is applied to Virtual locations in the MetaVerse combined with the FoV (Field of View) metric and motion/eye-tracking to mint and distribute the tokens.

OVN Reward Distribution

OVN Rewards are distributed automatically after minting by the OpenView Smart Contract 2. This is a publicly available Smart Contract that receives data, mints OVN tokens, and distributes the rewards to the business owner (Host) wallet automatically.

On average, a full-time player in an average market can expect to generate up to \$200 USD worth of OVN rewards per month per screen. For example, a Restaurant with 5 screens may see rewards as high as \$1,000 equivalent in OVN tokens per month.

Using OVN Tokens



As the OVN ad network is established and expands, OVN tokens will be used as the measurement unit to run ads on the OpenView network.

Host businesses can either convert OVN to fiat currency (by selling or trading their OVN), or OVN may be used as an advertising unit on the network. In this manner, the business may use the network for advertising their own products and services in a hyper-targeted manner to increase customers and sales. Or, the business could sell the tokens generated to effectively increase the cash flow without increasing sales or acquiring additional customers.



Industry & Technology Summary

Digital advertising has become the backbone of the Internet and Web 2.0, with a \$460 billion market that is anticipated to grow to nearly \$786 billion by 2026. While these figures may appear to reflect an endless number of growth prospects, the fact is that a small handful of organizations dominate the digital ad market. With large-scale Metaverse projects on the horizon, there is a potential to shift away from the present reliance on centralized ad giants like Google and Meta in favor of a decentralized ad network like OpenView Media.

MarTech, the intersection of marketing and technology, leverages data and analytics to expand our points of distribution and advertising revenue.

We optimize the combination of our ad impressions, cost per impression, and the percentage of our ad inventory filled by advertisers while balancing our customers' experience by limiting the number of ads delivered during any given period.

It is easiest to understand the value of an OVN token by contrasting it with a 'Google Click'. Viewers (audience), Websites (content hosts), Advertisers, and Google engage together in buying and selling of 'clicks'. The value of the click goes up as the number of advertisers increases and goes down as the number of audiences increases. However, the 'quality' of websites can have both an upward or downward pressure on the price per click. Google clicks are cheap on low-quality sites and expensive on in-demand sites.

We are entering a nascent market with Metaverse advertising and DTM (Direct-to-mind) advertising **that has the potential to easily see a 30-50x increase in value** over the coming years. This is the key utility, and we are seeking to establish OVN as the primary content distribution and advertising channel in the next stage of media, just like Google did with the web, Facebook did with web 2.0, and OVN is setting the stage through strategic partnerships to be the same for web 3.0.

Advertiser Benefits

Advertisers know that measuring success based on reach doesn't lead to conversions. Yet impressions, clicks, social shares, quality scores, and time on site are all vanity metrics being thrown around by companies talking about ad effectiveness and performance. We get it, how do we know if people are interacting with our ads?

If marketers know their performance measurement ABCs, acquisition, behavior, and conversion, then they should be able to reverse-engineer the activities needed from certain advertising channels to drive the best outcomes, right? But this isn't always the case.

View and impression-based metrics are just as useless on the surface, but they are still being used to determine whether brands are targeting the right type of audience.

Just because you pay for a click doesn't mean you are guaranteed an immediate return. If a campaign is nonperforming, marketers are wasting their budgets and losing that opportunity. That puts them in that mindset of constantly trying to optimize existing spending instead of coming up with creative strategies that drive conversion-focused outcomes.

When advertisers conduct tests to determine the best thumbnail for video views, for example, advertising "reach" is determined by the number of people who see it – even if only for a moment. But then viewers quickly leave, often after the premise they were promised is under-delivered. It's a vanity metric and can be easily manipulated with clickbait and paid content promotion, both of which can get content in front of a targeted audience quickly and cheaply.

Even if marketers did acknowledge the different types of conversion metrics that could be used, is this something that could be compared against competitors across multiple platforms?

The lack of industry benchmarks demonstrates the infancy and challenges in extracting standardized data from the world's largest advertising solution providers, encouraging the endless cycle of optimizing campaigns for impressions and views. There is an exploding number of vendors, and each takes a different view of attribution.

Data, tracking technology, and campaign goals are all important, but none matters if marketers don't create ads that inspire users to act from the most effective channel. The question stands: When will advertisers start focusing on conversions instead of reach?

Many businesses either cannot afford to advertise or just don't trust the current advertising vehicles.

The OpenView Smart Contracts

There are 3 Smart Contracts that govern OpenView's activities:

SC1 – The initial supply mint and token OVN 'rule-setter'.

SC2 – The algorithmic minting and distribution contract that responds to IoT-based data from physical devices.

SC3 – The algorithmic minting and distribution contract that responds to data sets from virtual ad spaces (i.e., Metaverse)

Token Facts

OVN is the unit of transaction used on the OpenView Network platform. It is to be used by advertisers to purchase ads and is currently the reward mechanism for hosts and Affiliates building out the OpenView ad network. This is a free-floating, open market utility token with negligible gas costs and extremely high transactions per second (upwards of 110,000 in theoretical tests).

The OVN token is launched on the AVAX chain to provide low costs, high layered efficiency, interoperability, and easy adoption into the market. Over time, the token itself may be transitioned to the OVN Protocol Chain when necessary.

Type: ERC20

Token rules – Mintable and Burnable (minted on confirmed views, burned on use by advertisers)

Minting/Transaction type – PoV (Proof of View, new mint occurs when hardware reports on IoT that real engagement and views are occurring)

Minting Algorithm Breakdown

The OVN algorithm (Production Protocol) is designed to receive inputs from IoT devices and convert the input into appropriate OVN tokens for the participants.

The only key underlying condition for OVN is 'Real-world IoT Production.' The first and primary application of this concept is engagement and production in the advertising and digital content industries via commercial IoT devices.

Parameters

There are 4 parameters used to determine the minting of tokens based on the information received from the content management devices:

- **Run/Play time** -> Data on activity on the IoT device noting its run time, displayed ads, etc.
- **TMS - Target market score** -> Primarily based on the industry and geographical location of the device. For example, a device in high-demand advertising market like NYC might produce more tokens than a low-demand market.
- **NGP - Network Growth Premium** -> Industries, geographies, or certain production types may be incentivized by attaching a premium.
- **MDR - Minting difficulty ratio** -> A floating multiple that represents the ratio of OVN tokens being burned in usage vs new ones being minted.

The specific combination of these variables is adjustable based on each application.



Token distribution

The total initial supply OpenView Network (OVN) tokens will be 500 million. During the presale, 175 million of these tokens will be available for Public Token & Node sales to qualified purchasers at the presale price of \$0.11 (11 cents) each. Up to an additional 25 million tokens will be available for the bounty program, and bonuses.

Community

OpenView is already established key community inroads, including the participation of 1.4 million users worldwide involved with the distribution of our free players that serve up ads to host businesses. Thousands of host venue business owners and potentially tens of thousands of early token holders.

Project audience and restrictions

The OVN token is not available for purchase to:

- Retail (non-accredited) residents of the United States.
- Residents of St. Kitts and Nevis and the rest of the Caribbean Countries.
- Residents of Restricted Nations or State Sponsors of Terrorism that are not in compliance with the international KYC-AML rules.

Core OVN Team:



John Terhune

President/CEO

Member of the Florida Bar for 40 years. Former Chief Felony Prosecutor in a northern jurisdiction in Florida. Has participated as an advisor to multiple billion-dollar companies, also internationally recognized keynote speaker and best-selling author. Has spoken in more than 20 countries in front of more than a million aspiring business entrepreneurs. His interest in blockchain technology began in 2016. Since that time, he has acted as an advisor on multiple blockchain projects to include the burgeoning metaverse space.



Thurman Thomas

VP of Business Development

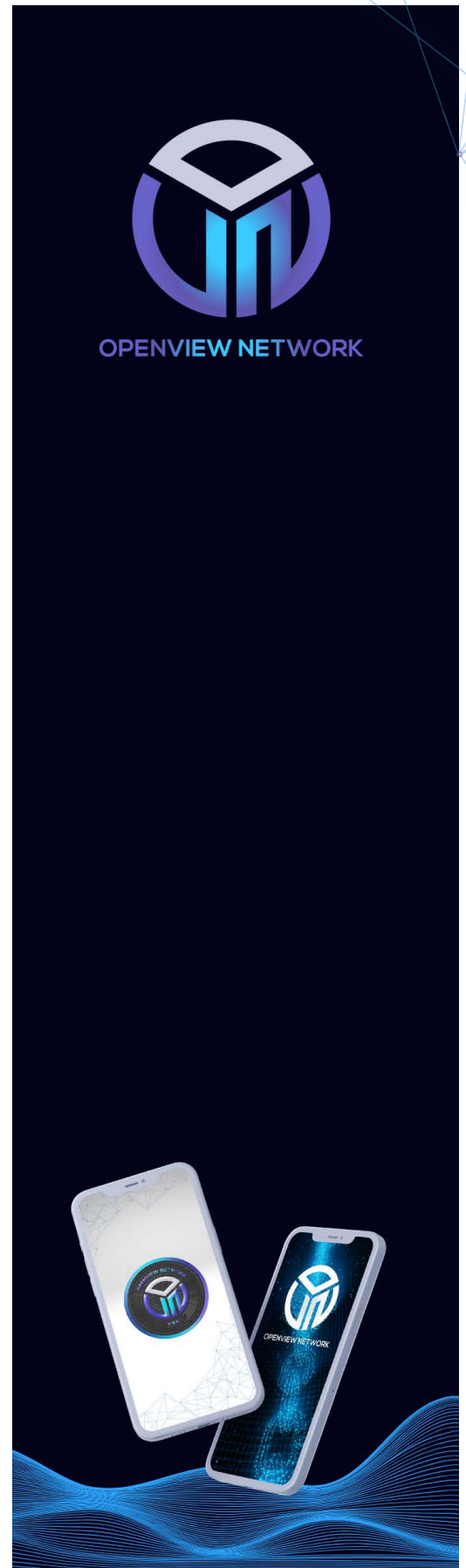
Successful businessman and former NFL football hall of fame with over 13+ years in the Buffalo Bills, Thurman Thomas, brings years of experience and community relations to his role as Vice President of Business Development at OpenView Media. Founder of Legend Energy where he took on the role of executive business development, which was later acquired by a Fortune 500 company. Thomas also serves as president of 34 Group, a New York State Certified Minority Business Enterprise providing design, construction management and self-performed construction services.



Philip Townsend

VP of Sales

Well-recognized trainer has trained thousands of sales professionals in multiple industries throughout the United States, Europe, and Australia. Proven sales leader with experience in determining and implementing marketing strategies. Ability to influence and motivate diverse teams, maintaining enthusiasm and performance in ever-shifting markets. Experience on the executive level and consultant helping companies to launch new brands, increase market share and create brand loyalty.



MetaVerse & Game Development Team

(Partnership with SkilledGaming.com)



Kay K.

Strategic Advisor



Zisis S.

COO



Karen Y.

Head of Business
Development



George V.

CTO



Ali K.

Head of Game Dev



Sina R.

Head of Android & iOS
Development



Mostafa S.

Game Developer



Mary K.

Game Artist & Graphic
Designer



Farjad A.

Animator and Motion
Artist



Monika L.

Senior Developer



Theodora T.

Developer



Marin F.

Senior Tester



Zen Z.

Metaverse Economy



Rishi M.

MV Landscape & Environments
Architect



Sam V.

Artificial Intelligence
NPC development



State Azure.

Audio Engineering



Hitesh J.

Advisor



Ian B.

Head of Merch



Johannes H.

Community Development

OVN NODE PROGRAM – LIMITED AVAILABILITY

A Node is a critical participant with OpenView Media and forms the backbone of the network that host venues interact with. Every screen host in the network is connected to a Node, and a single Node can serve up to 100 host screens at a given time. Nodes receive OVN Token rewards when the host screens our running the free ad-supported content.

Individuals or entities that purchase 150,000 OVN tokens (\$16,500 US) during the presale are eligible to supervise 100 selected host screens that are connected to loop players and receive 2.5% of the minted tokens from the 100 screens each month in perpetuity, as long as the Node behavior rules are met.

The value proposition for owning one or more Nodes during the presale

- ❖ 400 Nodes are available which will account for the first 40,000 Host screens.
- ❖ Nodes will only be available during the presale to individuals or entities with the added benefit of accumulating tokens at the earliest prices for the OVN token.
- ❖ First-come, first-serve basis. Once the supply of 400 Nodes is gone, the Node program will close permanently.
- ❖ Individuals or entities receive a 1% bonus (1,500 OVN tokens) from the dart exchange
- ❖ Individuals or entities will receive 1st movers advantage access to the OpenVerse Metaverse virtual Real Estate opportunity



Node Behavior Rules

- ❖ Must have a minimum of 150,000 OVN tokens in your OVN wallet from the first day of each month to the last day (every day of the month) to receive minted tokens from the 100 screens being supervised for that month.
- ❖ Any OVN tokens received by a Node before OVN is listed on a major exchange may not be sold for three (3) months following the listing of the OVN token on a major cryptocurrency exchange (a "Major Exchange"). A Major Exchange is a cryptocurrency exchange that has a minimum of \$100 million US Dollars, in daily trading volume.
- ❖ After the 3 months following the listing of the OVN token on a major exchange, a Node has no restrictions for liquidating or exchanging any tokens.

How to Purchase Node

Go to <https://dart.cash>

- ✓ Click on "Join Now".
- ✓ Complete Registration.
- ✓ Complete KYC/AML check.
- ✓ Fund your DART account with a minimum of \$16,500 using any of the supported mechanisms (bank wire, Zelle, BTC, ETH, LTC, etc).

For the US residents visit the 'Vault' section to prompt and complete the Accredited Investor status check (This step is only needed during presale for US residents).