ARC3

Project Overview and Return of Investment

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- # ARC3 Mission Statement

"ARC3 Virtual Internet aims to bring the internet to life with virtual reality for its users while remaining free, providing scalability and extendibility, data security and data control. ARC3 makes the internet become an experience."

- # Key selling Points

- ## Intellectual Property Protection

ARC3 technology and intellectual property is USPTO patented *(patent number: 104375563)*. This ensures that our technology cannot be copied or developed ahead of us. We are constantly adding to our product and adjust our patent to reflect current changes of our technology. Investors can feel safe investing in ARC3.

- ## Brief Product Description

ARC3 Virtual Internet offers:

For companies: A virtual internet that brings back the potential for small businesses to grow and flourish once again with unlimited space within their own metaverse/universe including non-invasive advertisement (ad) possibilities and a **global public market place**.

For private users: A virtual internet that gives to each of them the free expression of their creativity in building their own private metaverses with the ARC3 building tools: from there they can find small or large businesses/games/entertainment/meeting places and so on; they can interact and discover.

For all: A virtual internet that is a photorealistic virtual immersive environment bringing the internet to life.

ARC3 Virtual Internet will run parallel to the current network. Month after month, we will grow our network of privately owned servers, expanding our capacity for new users, as ARC3 Virtual Internet spreads across the globe.

The software will be usable on desktops and laptops, giving everyone the opportunity to experience ARC3 on whatever platform they desire. However, the fully immersive environment is a unique possibility of virtual reality, still keeping the features almost identical and intact throughout all platforms.

The key selling points of ARC3 are:

- Data Protection and Control

  Data protection is a main concern for our users and users of any application. If we take a look at the state of affairs with companies like Facebook and Google, where there have been massive scandals and abuse of user data, we can see that user data protection and control is a very in-demand feature.

  ARC3 incorporates sophisticated user data encryption in order to protect user data from being exposed, sold or breached.

  These features give our users the ultimate control and protection rights of their information.

- Parallel Internet (Decentralized)

  By decentralizing our data from the internet and world wide web we are able to create a reality where users are free to openly express themselves without influence from outside entities.

- Scalable and Extendable

  Designing and creating ARC3 as the ultimate virtual reality platform, we have designed the software to be completely scalable by allowing third party developers to tie their apps into our platform.

  This gives our technology an unlimited ability to expand, grow and extend into the future; giving our users very personalized and customized experiences when using ARC3 in their own individual ways.

- Virtual Experiences

  In its purest form, ARC3 is all about personalization, customizations and experiences that only virtual and augmented reality can provide. Users are in complete control of their virtual environments, the types of virtual experiences in which they participate and how they choose to extend and add upon the functionality of their ARC3 environment.

- Market Overview

- Users

The main market target of ARC3 Virtual Internet will be early adopters of virtual reality technologies, like for example: gamers, live shows and other streaming service attendees.

1/3 out of 7.7 billion people on the Earth are gamers, which makes about 2.5 billion of gamers, thus: potential users waiting for a virtual and augmented metaverse based internet. They will soon be joined by non-gamers too, just like the old 2 D internet now available to nearly everyone around the globe.

- Market Analysis US alone

The projected VR market size in the US alone is around 30 billion U.S. dollars for 2028 (Statistic available in the ARC3 business plan).

- Market Analysis Worldwide

By as soon as 2024, the augmented and virtual reality market is expected to reach a market size of 296.9 billion U.S. dollars (Statistic available in the ARC3 business plan).

- Market Analysis Worldwide by Segment

In 2020, the one segment of Virtual reality gaming already represents 22.9 billion US Dollars. Prediction is going way higher. With the effect of the COVID-19 pandemic, all statistics need to be reviewed (which is why we give no numbers here) and are likely to have increased as many more time is now spent gaming.

- Market Analysis Hardware

A major part of the market is currently taken by smartphones, the forecasts are seeing this trend to end and standalone hardware will takeover the market, which is to our advantage, as we first will enter the market with software that is not yet light enough to function on smartphones.

- Market Analysis VR glasses

Though ARC3 can be viewed on any desktop or laptop, the full immersive effect can only be obtained with VR devices. Already in 2017, 47% of US American men and 25% of US American women already were interested in owning VR glasses.

This shows: the market is ready now for the Virtual Internet!

- # Return of Investment

By being a virtual reality platform, ARC3 is opening the doors for radical and innovative ways to monetize the virtual world. We are creating an immersive experience that is worth billions to ARC3 and its shareholders.

- Ad Revenue

In the current internet, ads are disturbing users, who now install ad blockers to not have them in their way all the time.

In our ARC3 Virtual internet, the space is as huge as it is in real life. Ads can be presented in the metaverses as billboards or as decorative objects hanging on the walls or decorating tables. Ads can be literally everywhere without bothering the users, on the contrary: ads can even be entertaining items in the metaverses, which users chose to have I their virtual "homes" i.e. private spaces and to interact with.

ROI: we calculated that in each metaverse we can run at least 120 ads without disturbing the users.

- ARC3 Marketplace for 3rd Party Apps

One of the main aspects of user monetization of ARC3 is the Marketplace for third party developed apps. Users will have the ability to search, download and install third party apps that extend the experience of ARC3. The apps available will range from movie and game experiences up to added functionality.

Producers and developers will be able to market their apps through the Marketplace and offer their apps either on a membership basis or a one-off purchase.

ARC3 will profit from the Marketplace in two ways:

- A 10% fee from each sale made within the ARC3 Marketplace.
- Premium listings\app advertising within the ARC3 Marketplace.

This aspect of ARC3 alone will provide a strong, sustainable and constantly developing stream of revenue for the company, software and our shareholders.

ROI: limitless 3rd party applications being hosted through us

- Integrated Shop in Each Metaverse

Purchasing items through our metaverse will be easy. Whatever you search for will be automatically found and purchasable in your area first. The users can now choose to buy it online and pick it up themselves at the shop around the corner (avoiding transportation time and mailing costs) or of course, the user can also choose to buy it in any online shop or privately (if someone resells it as a used item.

ROI: Our revenue here comes from a small fee charged at each transaction.

- Businesses enrolling in our Shop

All businesses can enroll in our shop system for free. They can opt in for having a virtual shop presenting all of their products in their own "shop metaverse". A small monthly fee will be charged for the additional use of the space needed and the public accessibility.

ROI: Charging only little fees will cause millions of shops to enroll in our shop metaverse programs.

- Hosting

The 2 D internet currently existing is based on platforms in the ICANN system. We can now buy/rent .com .net .org .info and so on. This whole ICANN system has no place in our ARC3 Virtual Internet.

Every user will have at his disposal one metaverse. If you want to personalize this metaverse address for image reasons (stars and influencers will need them), or because you are a shop/business owner or want to create an application of your own, you will need to pay a yearly fee the same way it is done on the 2 D internet currently.

ROI: personalized metaverse addresses

• Market Entrance

• Gamers

The big potential of the gamer market pool will be targeted from beginning on though the many gaming blogs, review platforms and online gaming shops.

• Insider Program

During product development, we will open an insider program that will allow us to interact with beta users. This will provide us with feedback that we can implement in our product. Not only will we be able to take into consideration the needs of the users and identify bugs, we will also gain through this program access to their channels for promoting ARC3 due to participation rules.

There will be two aspects of the insider program: the beta testing phase and early adopter rewards (will be specified).

• Partnership

Already during development, we will create partnerships with media outlets and entertainment industries for them to join the ARC3 universe and be among the first metaverses to be online. Our core team is well connected throughout the entertainment industry, especially in the music business, we will use this advantage.

• Exponential Growth Model

Through music and entertainment stars joining our ARC3 Virtual internet, streaming concerts and events in our concert metaverses, users will be joining and following their idols. They will then also start using our ARC3 metaverses with all the advantages it offers, like using our shops, buying additional 3rd party applications (games, adult entertainment and so on.).

• Marketing Channels

Our marketing channels will incorporate traditional social media platforms and targeted AdWords campaigns. Aside from these traditional methods, we will be working with technology focused PBNs, engaging directly with our potential users with targeted content.

As our product is further developed, we will incorporate television advertising and run commercials with targeted messages to our potential user base.

Additional details are available on the ARC3 Business Plan available on our website.

Contact Details

Please direct all your questions to:

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