

# Ocavu Network Token Litepaper

## The Ocavu Network

The Ocavu Network has a suite of easy-to-use tools that allow anyone to create and distribute content in Web3 (from tokens, video, 3D/AR, NFTs, and more) — ultimately helping brands, influencers, artists, athletes, and more reclaim ownership of their community, monetize their content, and add real-world value for their users. Web3 allows for a better future where ownership is more securely represented and transferred on the blockchain. Ocavu's Web3 ecosystem unlocks the power of NFTs, tokens, and the metaverse by making the process simple for community owners and users.

## Ocavu Network Token

The Ocavu Network Token powers the Ocavu Network with two primary functions:

- 1) Providing liquidity to additional community tokens supported by the Ocavu Network
- 2) Enabling a direct onramp/offramp from blockchain to fiat, allowing traditional payment methods such as debit and credit cards to be used for on-chain purchases.

Like any crypto token, price is driven up by purchases of the token and driven down by sales of the token. More demand will drive higher prices. Therefore, both functions mentioned above will help drive the price of Ocavu up over time, and the more adoption the token receives, the more these two functions will come into play.

Ocavu's automatic token trading feature automatically buys more tokens than it sells every single time a fiat transaction takes place in a community powered by the Ocavu Network, enabling Ocavu to provide the service of accepting traditional payment methods such as debit and credit cards. Here is a short example:

1. Buyer purchases a \$200 NFT with a credit card
2. Ocavu's automatic token trader purchases \$201 of Ocavu and sells \$200 of Ocavu in the same block, creating \$1 of buy pressure (there is a fee for purchasing with a credit card through the Ocavu Network to provide this capability).
3. Buyer receives \$200 NFT and seller receives \$200 cash minus any royalties owed (varies based on community and creator set royalties).
4. Down the road, he/she sells this NFT for \$500 to another buyer.
5. New buyer pays \$500 with a credit/debit card, Ocavu purchases \$502.50 of Ocavu, sells \$500 of Ocavu, and sends \$500 to the seller (minus any royalties owed).
6. Rinse and repeat

The other primary function is related to providing liquidity for additional community tokens launched and powered by the Ocavu Network. Ocavu will be the default liquidity pair for each of

these tokens. Communities will be able to launch tokens with Ocavu very quickly and without having to put up hundreds of thousands of dollars in development or liquidity pairing with USDC or other cryptos. By pairing with the Ocavu Network Token (from the Ocavu Treasury), we are able to instantly launch new tokens with liquidity at any time.

Another important element that synergistically brings these functions together is that every single time a fiat transaction is made on any Ocavu-powered token, it drives the price of that token up as well as the price of Ocavu. So if there are eventually dozens of tokens with large communities (that meet the qualifications required to become an approved Ocavu Network community), then 100% of the transactions happening in every one of those communities is consistently driving the price of Ocavu upwards. Each pairing also means that more Ocavu is purchased and held (because it is paired), further stabilizing the price.

In order to become an approved Ocavu Network community token, a community must show how a token will provide value to the community, have upwards buying pressure long term (beyond the upward pressure Ocavu's system creates), and have a large enough community to sustain its own ecosystem. Most of Ocavu's customers are enterprise customers, artists with millions of followers, and athletic teams with large, avid fanbases.

The Ocavu Network Token is a utility token on the Polygon blockchain. Because it is traded on the open market, it is subject to market trends and could have an unpredictable trajectory as a result, even if Ocavu as a company is thriving.

## Disclaimers

While this litepaper is meant to be informative, it is not to be construed as any form of advice, let alone professional advice like that provided by a lawyer, accountant, financial advisor, or other professional. We do not guarantee any economic benefit from purchasing our tokens, NFTs, goods or services (our "Digital Items" as that term is defined in our Universal Terms and Conditions available at [www.ocavu.com/terms](http://www.ocavu.com/terms) which govern and has control over any inconsistent or additional terms or representations contained herein or elsewhere, now and in the future). We are a technology enhanced experience ecosystem, not a fund, not an investment vehicle and not a platform for selling or trading Digital Items. While we use blockchain solutions to enhance the experiences our clients seek and offer, we do not guarantee the efficacy of our attempts to solve blockchain security, speed, and cost problems. Buying a Digital Item is not an investment.

This paper is not a prospectus. This litepaper does not contain investment advice nor does it constitute a prospectus of any form. No solicitation for investment is contained herein, and anything said regarding tokens, trading, economics, or technology cannot and should not be considered financial advice or solicitation. The Ocavu Network Token should be viewed solely as

a utility for managing security and ease of use on the blockchain, meaning that the value of the Ocavu Network Token will be determined by its usefulness as a utility for brand fans and community members. Therefore, this paper does not constitute offering of securities in any jurisdiction worldwide. Instead, this litepaper pertains to technical descriptions of the functionality of the Ocavu Network Token and the development and distribution of the Ocavu Network Token and related products.

This litepaper is not a complete, definitive, or final technical specification nor does it imply a final technical specification of the Ocavu Network Token exists. Information presented on this paper, technical or otherwise, is meant to outline the broader design and use-case of the Ocavu Network Token, its implementation, design, and use-cases, all of which are subject to change without notice. For the latest information about the Ocavu Network Token, visit the website: [www.ocavu.com](http://www.ocavu.com) By downloading, retaining, using the information in, duplicating or sharing this litepaper, you acknowledge, covenant, and agree to our current Universal Terms, available at [www.ocavu.com/Terms](http://www.ocavu.com/Terms), (the “Terms”) govern and control over any inconsistent or additional terms contained herein or elsewhere, now and in the future.

## Problems

- Brands, athletes, artists, creators and influencers don't truly own their content. The centralized platforms that host and house the content receive most of the benefits related to that content—user information, ad revenue, etc.
- These same groups don't truly have access to their community. To communicate with their community, they must rent their own audience from the respective platforms where those audiences live.
- Launching utility tokens, NFT platforms and marketplaces, and other Web3 solutions is very difficult, risky, time-consuming, and expensive.
- Liquidity for community tokens is often very low.
- UI/UX is often not user friendly for the masses where Web3 technologies and benefits are offered.
- Web3 assets are not easily purchasable with fiat.
- Substantial fragmentation still exists in the market between different protocols, metaverse applications, and other Web3 portals.
- NFT utility is difficult to manage and administer within most Web3 protocols.
- Gating access to digital content and experiences is difficult and usually easy for users to circumvent.
- Royalties for content is rarely aligned based on value provided

## Solutions

- The Ocavu Network can provide influencers with a social token structure that they can use to reward their followers directly for engagement. Followers can receive these social

tokens to create a direct connection between the influencer and the follower without any intermediaries between the two parties.

- The Ocavu Network will allow influencers, brands & organizations to create digital assets that allow for customizable gating of content and utility.
- The Ocavu Network allows for the disruption of engagement, attention, communication & education within organizations because of the aligned incentives that comes through issuing digital assets to their respective community members.
- The patent-pending Ocavu Utility Engine that sits inside the Ocavu Network allows communities to issue NFTs with real world utility and manage/administer utility within the platform. For example, NFT tickets for digital or physical events can easily be minted, distributed, sold, and redeemed within the Ocavu Network.
- Within the Ocavu Network framework, artists are able to sell their content and experiences directly to fans and keep a substantially larger portion of their earnings, realigning royalties to better reflect value added to the community.
- Followers within these communities retain true ownership of purchased content, NFTs, access, tickets, and any other item that can be represented by digital ownership. They are in true control because they have the ability to transfer or sell whatever they own to whomever they want.
- Content gated by the Ocavu Network can be controlled by setting requirements of Ocavu Network digital assets owned by the user, thus adding a layer of security or controlled access to said content.

## Token Fast Facts

Token type: ERC20

Token chain: Polygon

Initial mint: 888,888,888 tokens

## Distribution

48% - Launch and Staking Rewards Pool

- These rewards will be given to those staking in liquidity pools and may be adjusted to optimize for stability. The initial multipliers on the Ocavu and the Ocavu-USDC pool are equal. If more liquidity is needed in the future, the multipliers may be increased in one of the pools to best serve the needs of the token.
- Seek's staking contract is also built to be able to add more staking pairs and rewards in the future. Any additional staking pairs with rewards will be added to the staking site at <https://ocavu.live> as soon as they are seeded.
- The initial launch and staking rewards pool is designed to last 8 months, or roughly 245 days.

15% - Company Allocation

- Distributed according to the cap table as of May 17, 2022. No investors were ever promised tokens, nor were they even aware of the prospect of a token at the time of investing.
- Reserves for future employee/company allocations
- 11% of this allocation was distributed prior to launch

#### 37% - Company Treasury

- Enabling utility of on/off ramp for fiat
- Liquidity for community tokens
- Marketing/promotions
- Partnerships
- Liquidity balancing

Ocavu was founded over 6 years ago and from the founding moment to now, there have been 133 employees, advisors, and investors who have believed in our mission. While it was never promised to them, we made the decision to add an additional incentive to all shareholders in the company. For tax reasons, there are no lockups on this token for any of these holders. There have been many token launches where investors receive allocations as a reward for investing. Many of these have ended up as rug pulls, where investors launch the token and then crash it by selling all of their tokens. The vast majority of these scenarios were when a token was being launched purely for the sake of the token itself, with no existing business or business model creating real value.

Ocavu has a real business model, as is outlined in the section below. The stakeholders in the company only succeed as the products and services deliver real value to the market. The Ocavu Network Token is not a security, and is therefore not tied to profits in the business.

## Ocavu, the Company

Ocavu was originally founded under the name “Seek” back in 2016. Seek quickly rose in popularity as an augmented reality treasure hunting app and became one of the first platforms that allowed brands to engage with consumers through location-based AR advertising. In 2018, Seek pivoted its business model to begin helping businesses with cross-platform 3D deployment. Today, Ocavu serves the largest brands in the world, including Sam’s Club, Nestle, LEGO, Lowes, and many more.

The shift from Seek to Ocavu, which is happening in conjunction with the Ocavu Network Token launch, is a reflection of our deep commitment to bringing Web3 to the masses. Ocavu is in a unique position of having a long-term, stable, and revenue-producing business model behind these newer Web3 principles and platforms. The entire founding team and team members are all very active in the business community on LinkedIn and other very public forums. Ocavu isn’t a

few anonymous individuals working out of basements spread across the world, but is a world class team that is growing fast and is committed to powering the next layer of our lives in Web3.

Ocavu has raised over \$12M to date from many investors and is headquartered in Lehi, UT.