



CONVERGENCE
CONVERGENCE OF 4 DIMENSIONS, LLC

White Paper

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Convergence is setting up a blockchain-based digital-goods marketplace through an internet portal and new redemption kiosks in Family Entertainment Centers (FECs). This will solve several key issues for both the FEC industry and the Consumer Game industry.

Convergence's "Player Acquisition Engine" ("PAE"), is a Player-Acquisition-As-A-Service (PAAAS) solution for on-boarding millions of players to Convergence's entertainment partners. The revenue stream from the PAE will be used for growth and for further development of the project.

Convergence offers Consumer Game Developers both high profile marketing and player acquisition in exchange for an allotment of digital collectibles from their games.

Convergence offers FECs both high profile marketing and player acquisition in exchange for prime floor space at the FECs' redemption counters. Additionally, FECs receive unique digital product for their redemption centers on a consignment basis thereby cutting down on their inventory costs. Digital assets versus physical products are also much harder to steal or lose, which cuts down on shrinkage.

Convergence's DROID (ERC20) tokens will be sold and redeemed at these redemption kiosks. DROID Tokens are the center of the Convergence Cross-Reality Ecosystem; fueling game development and marketing for all games in the Ecosystem. Players will be able to use DROIDS within the games, to buy game items and at all partner's FECs.

These are the DROIDS you're looking for.

75% of entertainment revenue in both industries is either redemption items or downloadable content. Therefore, 3 out of 4 players want something for their efforts. This is the sweet spot Convergence leverages Crypto Collectables, merging both marketplaces. The Redemption Robot offers "prizes that don't suck" through sizzle reels that showcase our unique and eye-catching video game items at the conversion point where players redeem tickets for prizes.

Crypto Collectibles have been around for decades as the standard "video game reward" or tradeable item, but they have never been on the Blockchain. 2019 is the year these items are untethered from their in-game prisons and freely traded. Your phone becomes your new "Trade Binder."

The Consumer Video Game Industry produces \$110 Billion in annual revenue. ~75% of those sales come from game developers selling digital goods to their players, such as Magic: The Gathering Online ("MTGO") selling digital packs of collectable cards for their game to players online. Once in the players hands, most of those digital goods are tradable player to player. Here the value of the items become based on their supply, demand and utility of the items within the games. As an example, a pack of 15 MTGO cards are sold to the players for \$3.99. However, the players may trade and sell the rare cards between each other for upwards of hundreds and thousands of dollars because of the rarity and current utility of the card within the game. The world record of the most expensive digital item ever sold was Planet Calypso from Entropia, which sold for \$6M dollars.

One of the most successful areas of Kickstarter is new video games pre-selling video game items for a game not yet produced. Star Citizen presold \$200M worth of virtual goods to players over 6 years and is just now releasing the game. Putting these items on the blockchain removes the current major fraud and theft problem which exists when players try to sell these digital items for fiat currency. Items on the blockchain can be traded between players through atomic swaps on Convergence's digital marketplace.



Business Overview

Convergence's strategy is to build brand awareness and obtain consumer confidence through the Redemption Robots and mass media marketing campaigns, combining both traditional and social media, by the public broadcasting their personal experiences of the future from our centers.

Two key building blocks include:

- Phase one: Redemption Robot will seed the towns around the FECs with active players who have and are seeking the crypto collectables.
- Phase two: Silica neXus Augmented Reality App (S.A.R.A.) is like “*Pokemon Go* with a Purpose”. Once towns are seeded, S.A.R.A. will use in-game quests to drive foot traffic to partner locations and engage those users with that location.



BUSINESS FUNDAMENTALS

Convergence will raise a seed round of up to \$10M to develop the Redemption Robot, early product, core IP, and general operations while initiating compound marketing traction and matching funds with Media partners.

Operational Expertise: Convergence brings the proven experience in location-based entertainment facilities to build-out the next generation retail experience to showcase partners video game assets, connected by our mobile application to our virtual economy and engagement platform which is the foundation for connecting our fan community.

Consumer Appetite: We satisfy the today's entertainment consumers desire to enjoy both a financial relationship in crowdfunding the projects they want to play and creating and contributing content to the franchises they make part of their lives.

Marketing Powerhouse: Convergence media partner is TVA Media Group. TVA Media Group is a sizable competitive leverage for Convergence's marketing. Capitalizing across key building blocks, Convergence has partnered with TVA Media Group to drive traffic to our partner locations and the online Silica neXus virtual goods marketplace.

- **COMPOUND MATCHING SYSTEM WITH MEDIA AFFILIATE:** TVA Media Group. For every \$1M we put into media buys, TVA Media Group will match 100% to \$2M.
- On top of that matching, TVA Media Group will save the combined media buys 78%. This translates to \$8M in media buys.
- TVA Media Group partnership gives Convergence tangible ROI and traction.

Opportunity

Key Convergence Advantages include:

- Retail Showcase Platform
- Core Fan Engagement
- Media Partner Matching
- Innovative and Disruptive Business Model
- Expert Team to carry out initiatives, scale, scope and goals before game ships

Value Proposition (Investors)

The value proposition Convergence brings investors is a compilation of team, partners, and industry trends.

Convergence will be aligned with a combination of key emerging Crypto Collectable technologies in a consumer facing retail platform, the Redemption Robot, combined with a long-term content strategy, Silica neXus project, that will leverage that tech to its ultimate entertainment experience.

Silica neXus management team makes up a robust marketing division team and partnerships across alliance senior marketing support. The management team has led fiscal returns, media, consumer and major brand campaigns and launches for world class companies within and outside of the gaming space.



Working from a layered campaign and escalated/exponential growth model, *Silica neXus* creates and leverages massive response rates across each campaign, engagement and market program:

Success for *Silica neXus* means an upward spiral of managed crowd expectations: great marketing = positive buzz = successful crowdsourcing development of virtual goods = successful sales of virtual goods = more marketing dollars = (repeat for 4 years) = Millions of players/fans social networks pushing the game for the launch and continued future success.

Value Proposition (Developers)

Convergence gives developers access to the Silica neXus PAE for them to adopt new players quickly with little upfront cost, time, industry expertise, or marketing. As the Redemption Robot puts their video game assets directly in the hands of potential new users, we greatly accelerate pushing past the hardest part: player acquisition. Along with our XR technology tools, industry expertise, additional developers to help with projects, and professional QA Convergence will have the reach to propel their projects forward at light speed.

Additionally, Convergence can help create new revenue streams, provide funding, and will market these projects and video game items along with the developer. Our platform is built with one thing in mind: all boats rise with the tide. We provide a longer runway for projects to reach their full potential.

Value Proposition (Bricks & Mortar Partners)

Convergence gives Bricks & Mortar Partners foot traffic. Again, access to the Silica neXus PAE allows for them to adopt new players quickly without upfront costs, industry expertise, to constantly evolve new content, new revenue streams, marketing and funding. Our Redemption Robot offers multiple solutions to problems that have existed for decades:

- Shrinkage: since the prizes we offer have no physical form they are much harder to steal.
- Broken prizes: again, without items being something a customer can mishandle, it is impossible for an item to be damaged and replaced at the facility's cost.
- "Stale"/Mismatched prizes: every facility has found the odd item that just doesn't move well or goes out of season. No more: Crypto Collectibles that don't move will simply be phased out. Since payment between the facility and Convergence only happens once a customer purchases an item, facilities have nothing to lose!
- Ever missed a quick fad that could have moved more items? Not a problem for the Redemption Robot: those items can be tokenized and inserted into your system at lightning speed.
- Storage is always a premium at fun centers: why keep boxes stacked to the ceiling, let alone risk running out of a hot item? The Redemption Robot won't run out of product and digital items take up zero physical space in your stock room.

Additionally, our Crypto Collectibles are sure to bring new customers into your center. Since we can market directly to the player, we can drive additional revenues by offering appealing product to customers you would normally never acquire!

Value Proposition (Gamers)

Convergence gives gamers access to exciting new experiences and ways to interact with their friends across multiple games while incorporating cutting-edge immersive technologies; first through the Redemption Robot, then through S.A.R.A., and finally through full Cross-Reality Entertainment.

Convergence will be the first comprehensive cross screen/cross reality MMO covering the consumer game market, from Casual Web games, MMOs, PC/Mac, Smartphones, Tablets, Consoles, Arcades, LBEs to the ultimate in Theme Park Attractions, while allowing Augmented Reality, Virtual Reality and Standard Reality Interfaces into the gaming universe.

Convergence is comprised of pioneers in the fields of Video Games (consumer, Arcade, and LBEs), Augmented Reality Virtual Reality, MMORPGs, Simulations, and much more. We are developing proprietary technology for multi-user cross-platform virtual worlds and augmented reality, computer vision tracking and mapping, and intuitive interaction interfaces.

No other game is attempting anything remotely close to *Silica: Nexus*' scope, goals, or innovation across screens or cross reality interfaces.



- Scope: First Cross-Platform / Cross-Reality based Virtual Universe combining diverse experiences from all interfaces into one everlasting universe
- Goals: Take over planet Earth through mankind willfully enslaving themselves in *Silica neXus* or at least build the largest game project ever conceived with a cult-like following through the combination of the social engagement tools from Managed Crowdsourcing and Crowdfunding efforts.
- Innovation: First use of contextual based interfaces allowing different device dependent entertainment experiences from both personal devices and out-of-home attractions into one game universe.

Tearing Down the Walled Gardens

Breaking down the walled gardens of the network service providers fueled the explosive growth of the internet. Removing the barriers to playing together and leveraging blockchain to secure virtual goods transactions creates the perfect conditions to similarly ignite the game industry.

However, the VR and AR industry seems to be making the same mistake by trying to lock in content to exclusive hardware contracts. Creating silos around VR hardware with content as the restrictor will slow growth for both that content and the VR market in general. By opening the ecosystem, allowing more people to interact with their friends over all devices is the fastest way to achieve the critical mass required to create the tipping point, that takes VR and AR mainstream as everyday devices.

Just as ‘the fewer clicks = the greater the user acquisition’ rule works in web design, removing the user acquisition ‘friction’ will increase its Total Addressable Market (TAM), allowing the network effect of an excited user to attract more consumers who are able to join in on the fun.

In the 90’s, users’ expectations of VR were nonexistent. Consumers had nothing to compare VR with, which allowed startups to succeed from just the novelty of VR.

The landscape is different now. VR consumers have their “experience” expectations set by \$100M+ development budget titles like Halo, World of Warcraft, League of Legends, Overwatch, Call of Duty, Grand Theft Auto, and Final Fantasy.

The Secret Sauce

So, what is the ‘Secret Sauce’ for breaking down the barriers of the current entertainment ecosystem? It lies in the differences between the devices. Consumer entertainment is designed differently than out-of-home; the former is meant to be played for hundreds of hours and the latter is made for throughput, meaning minutes at a time.

Our passion is to empower game creators to build their dreams in a connected vibrant ecosystem of player creators.

Consumer has hardware cost limitations to appeal to the masses, whereas, out-of-home is the opposite, the more expensive the hardware, the bigger the mass appeal. Across these platforms, you also have the differences in types of interfaces: Virtual Reality, Augmented Reality and standard screen interfaces all have different design parameters. The solution is in “Contextual Based Interfaces (CBI)” for one virtual universe. CBI is a broader concept than just the frontend interface, it includes how to pull off the backend infrastructure — everything we have learned over the last 30 years and more we must invent. Many smart minds will be challenged here to develop this. And that is how we like it!

CBI bridges together how we will Live, Work, Learn, and Play on the Experience-Net.

Products and Services

Convergence HAS THREE PRIMARY EFFICACIOUS PRODUCTS

The Primary Products offer controlled competitive advantage in the global games market space. This alone will inhibit categorical growth of competition in the sector and reward the advanced cornering of the market by Convergence.

They include:

- 1) The Redemption Robot retail platform for showcasing key partner products and introducing consumers to Silica neXus project.
- 2) A platform for Virtual Universe Online games that can be accessed through any game device (smartphone, PC, console, etc.)
- 3) A flagship game called *Silica neXus* that shows off the capabilities of the platform, while generating tremendous revenue.

Platform: The *Silica neXus* platform aims, beyond being one universe of multiple interfaces, to be built as a nimble machine, which is designed to allow players to cross through/to multiple worlds and battle arenas through wormholes. This is compelling to the players, adding speed of game-play, fluidity with other players, playing simultaneously, and driving new ways to spend and increase integrated purchases to escalate game advantages.

Silica neXus Storyline Synopsis

The veil has been broken! In a freak Large Hadron Collider (LHC) accident, humanity inadvertently revealed itself to the galaxy. The tiny wormhole we created sent shockwaves across the planet and garnered much attention... some of it unwanted.

The world's governments have created a secret project to recruit millions of talented warriors to play video games; calling on them to defend the Earth against wormholes appearing throughout our world. These rifts alter the Earth's electromagnetic core. If left unchecked, it is only a matter of time before we suffer the same fate as Mars.

The games help us hide this secret program in plain sight. Few will understand that while they are destroying aggressive aliens, and sealing rifts, they are saving our planet from impending destruction. Why else would \$2B be pumped into VR hardware & \$750M into AR hardware if not to protect humanity?

Get the app, find the aggressors, seal the rifts, and SAVE YOUR WORLD!

Market Summary Comparison

TECHNOLOGY AND INNOVATION STRENGTHS:

<p>STRENGTHS</p> <p>TEAM / PLAN PARTNERS SIMULATORS TECHNOLOGY FIRST MOVER INTERFACE AGNOSTIC</p>	<p>WEAKNESSES</p> <p>CAPITAL DISPERSED TEAM MARKET PENETRATION</p>
<p>OPPORTUNITIES</p> <p>INNOVATION VR / AR ALLURE CROWD SOURCING TREND CROWD FUNDING TREND MARKET DEMAND FOR INNOVATION</p>	<p>THREATS</p> <p>HIT-DRIVEN MALICIOUS HACKERS ENTRENCHED PUBLISHERS GOVERNMENT OVERSIGHT FAILURE OF A HIGH-PROFILE CROWD FUNDER</p>

This technology Convergence is developing will give the players the widest variety of gaming experiences allowing them to grow their account’s experience across all devices and future technology.

Currently, most MMO-type games can only be played on a handful of devices with less than a seamless transition between the devices. Several games cannot be played on a smartphone or tablet device, as the apps have not been developed for that technology, or if the app exists, the experience is markedly different from a traditional PC or game console. Further, play is typically an individual interacting virtually via the game to other players. Rarely do games exist in a traditional “arcade” setting where several friends can gather to experience game-play “in-person”. Many of these games feature a rudimentary exchange market for virtual currency and goods acquired during gameplay, however, not as a reward for contributing development talent and time. Convergence’s virtual gaming ecosystem will provide all these features to players and developers of its *Silica neXus* game.

Technology

Convergence is developing several proprietary technologies, methods, and algorithms necessary for massively multi-user distributed client-server architecture capable of managing cross-platform device connectivity, shared content access, and dynamic object states, as well as other areas related to digital currency, AI-driven procedural content creation, and conversion algorithms for displaying single content instances on multiple devices with different display configurations. Other technology in development is related to computer vision for augmented reality and intuitive user interface design for virtual reality environments.

Convergence will aggressively protect its intellectual property through patent, trademark, and copyrights filings.

Making Cross-Platform / Cross-Reality Virtual Universe possible:

- 1) A system for contextual user interfaces based on device type that connects to a single game or virtual world. I.e. a user accessing the game on a mobile device vs one connecting from a console or location-based entertainment system would have different user interfaces which provide for a variety of experiences. Exploiting features per device / avoiding the devices limitations.
- 2) Server-side technology that manages a virtual world and connects seamlessly with client-side apps on different device types, each with different technical requirements and 3D rendering capabilities. Rendering an object in 3D in one engine like Unreal is different than on a mobile device using Unity.
- 3) Digital currency like Bitcoin, Ethereum ERC20 Tokens and smart contracts for managing a dynamic currency market. How our crowd-sourced developers and end-user players will be earning virtual currency that they can spend via pre-paid Branded MasterCard through partner retail outlets and gift cards.

Platform Ecosystem

We offer a “whole product” solution to fully address the MMO player’s need for innovation and their desire to experience the world from different points of view. We also allow other 3rd party companies to make Arcade, LBE and Theme Park interfaces to the experiences for our players for a percentage of their revenue stream.



Convergence will provide the ecosystem structure, not unlike a state providing roads or other infrastructure. The players and developers will help build out the actual gaming experience within some non-restrictive basic parameters established by Convergence. Convergence is developing the core virtual goods blockchain infrastructure based on Ethereum Tokens. Ethereum allows for the creation of smart contracts that run business logic autonomously in the blockchain. These smart contracts can be used for fast, secure and reliable processing of all transactions in the universe. If third party developers create their own economy within their local experience, it will have a conversion to the universal DROID ERC20 Tokens to exchange throughout the system and before exchange to any future secondary markets. All transactions are publicly verifiable, viewable, and resistant to counterfeit. A vibrant secondary market will help attract new gamers and retain existing players, thereby improving the value of the player and developer pool to advertisers and sponsors.

Operating Structure

Convergence is comprised of two operating structures:

1. A finance/sales/economics component
2. A game design and control component

REVENUE/PLAYER ACQUISITION

The Redemption Robot allows Convergence to build a large user base connected to our online marketplace of video game assets on the blockchain. S.A.R.A. will then mobilize those users into our acquisition army while they simply play the game. Developers will give us their video game assets in exchange for access to Convergence's player pool. Convergence will sell those assets to players through prize tickets or collection of fees for foot traffic driven to locations through S.A.R.A.

GAME DESIGN

The game design and control area of Convergence is structured around development and support of its game universe *Silica neXus*. Convergence's core team will build the structure of the game universe's foundational structure, its story, lore, key game mechanics, goals, and experience.

EXTENDED DEVELOPMENT

Convergence's personnel then manage the extended development team, which will be drawn from game design schools, enthusiasts, would-be game developers, designers and sound engineers to continuously expand the universe as they work in small groups on the massive database of models, textures, sounds, music, cities, and environments.

COMPLIANCE

Convergence's group managers assign tasks and verify that contributions by extended team members comply with the story, lore and quality guidelines of the game universe. Convergence then purchases those assets with in-game currency.

LAUNCH PROCESS

Once the games launch, the third-party development team members are free to use the DROIDS they acquired for in-game items or trade it to other players via Convergence's marketplace.

Capital Deployment

BUDGETING/ADVERTISING/SPONSOR SALES

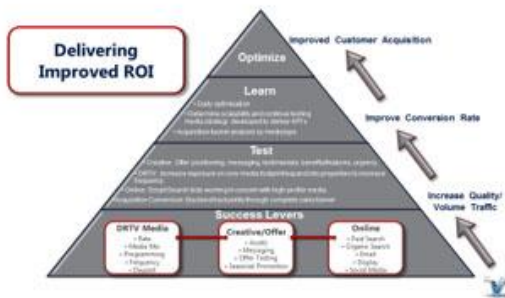
The finance/sales/economics area is divided into three areas: capital deployment and budgeting, advertising and sponsor sales function, and virtual market economics. The capital deployment functions are related to allocating outside and virtual capital to enhance the development of the game and the virtual environment. This group provides the oversight and internal funding to the developers in the game design and control departments, as well as the accounting and financial controls of Convergence.

The advertising and sponsor sales department is tasked with attracting high-quality advertisers and sponsors of the game who provide ongoing revenue to Convergence in order to bring the company to self-sustaining cash flow, allowing future development without additional capital infusions. The virtual market economics team will oversee creating and seeding the virtual currency/market exchange with the in-game currency and building the controls and framework necessary to allow the market to grow naturally. Effectively, they will oversee maintaining proper controls for the market and regulations to ensure a vibrant ecosystem.

Marketing and Sales Strategy

Convergence has partnered with 27-year marketing industry veteran firm, TVA Media group, to leverage Convergence’s media spend 8 to 1. Convergence is complementing that partnership with Crowdfunding specialist MyCrowdRocks to ensure alignment with current social media marketing trends. Convergence does this to properly craft an upward cyclical spiral between marketing-making-selling of virtual goods for this virtual universe. The foundation of the partnership with TVA Media Group is they matches Convergence marketing dollars spent with TVA’s network 1 for 1 and then provides a 78% discount for those media buys. The net effect is Convergence realizing an 8-fold gain in its marketing dollars through TVA Media Group. Those marketing dollars are focused on enticing Indie Game Developers to create virtual goods to be sold in Silica: Nexus’ online store. Profits from those sales are divided up every quarter with 50% going back into marketing. Convergence expects to get at least 2x return from the marketing campaigns. This process should produce exponential growth until marketing saturation occurs leveling off around the launch of the core game in 2019.

Our Approach: Test, Learn, Optimize



Our Steps for Success

- 1** **Develop your Holistic Marketing Strategy**
 - ▶ Clear understanding of your business goals and target metrics.
 - ▶ Develop **Unique Selling Proposition (USP)**, clear value proposition, offer / upsell development, and strong benefit and positioning statements.
- 2** **Quickly establish ongoing online traffic and sales**
 - ▶ Use "smart dollars" to dry test our messaging and price points.
 - ▶ Learn to **sell first to those who are looking for you** – and then go after those who aren't.
- 3** **Launch your full-scale Media Blitz marketing assault**
 - ▶ Targets your **desired audience** with proven messaging that delivers **scalable, repeatable results**.

Why TVA Media Group?

- ▶ TVA Media Group is the most successful, privately-owned, full-service integrated marketing agency of its kind.
- ▶ We have an A+ rating with the Better Business Bureau; Class 1 credit rating with Dun & Bradstreet and hundreds of references and case studies covering 30 categories.
- ▶ An award-winning team supports our 27-year track record of success.



Judge Us by the Company We Keep

SOME OF OUR PARTNERS IN SUCCESS



Convergence will target all sections of the consumer game market, from Casual Web games, MMOs, PC/Mac, Smartphones, Tablets, Consoles, Arcades, LBEs to the ultimate in Theme Park Attractions, because *Silica neXus* will be the first truly cross screen/cross reality gaming experience and will appeal to all these players.

Convergence will start targeting the indie game development community offering compensation and incentives for helping build the most comprehensive gaming experience ever devised. While Convergence’s internal development team creates the core structure, mechanics, story lines, we will call upon the crowd to grab their claim to fame by creating components that meet our standards and guidelines for in-game credit or special items that they can either use when the game launches or sell for a premium. By allowing the crowd to help build the game we are instilling a sense of ownership into our core audience and seeding thousands of voices to spread the word via their social media contacts once the game launches. Their friends will be able to walk through the game and look up who created each object in the game, this way crowd developers can say go look at the cool gizmo I created here <Link to their object once placed>.

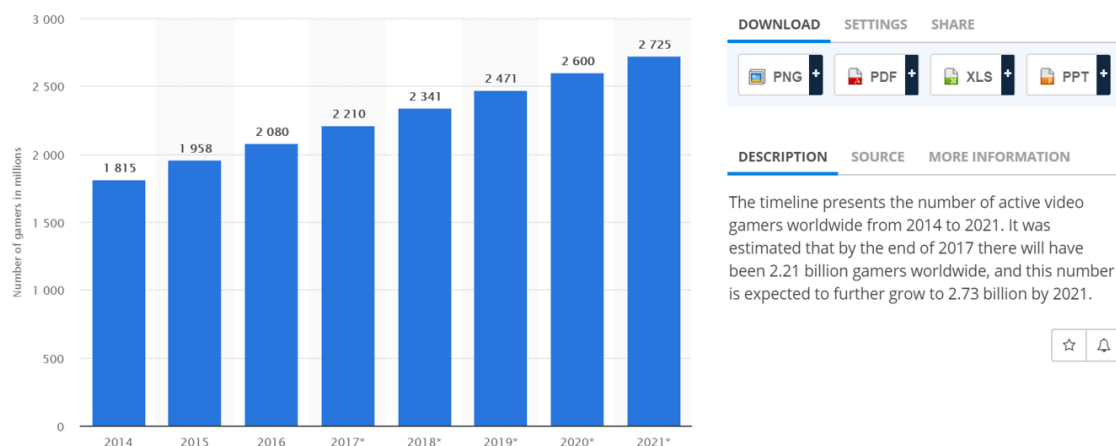
In today’s internet world true word of mouth does not come cheap. Convergence is soliciting bids from top tier marketing and PR firms to compete with games like the WOW \$200M annual marketing budget. We will use the leading firm from the competing firms to craft the message and the campaigns.

Target Market

Our customers will be drawn from the 2.7B players around the globe. We will not appeal to all; however, with our unique approach we should appeal to most. We are not dependent on any one sector of this community being drawn to play our game.

Our suppliers are from the indie game community such as the 3.3M registered Unity3d Developers. There are over 7 million indie game developers looking to make a name for themselves. It is important to understand that Convergence does not need to have the crowd create game objects for us, we want them to. This is for the marketing impact of 100,000 extra social networks talking about what they created when *Silica neXus* is ready to launch.

Number of active video gamers worldwide from 2014 to 2021 (in millions)



Data visualized by  + a b l e a u

© Statista 2018

TAM, SAM and SOM

TAM & SAM of 2.725B Global Gamers

Statista shows TAM for at 2,725B Gamers by 2021, excluding the Out-of-Home market of Arcades, LBEs, and Theme Park Attractions. Being this property is on the internet SAM would be the same as TAM.



SOM of 390M Global Gamers

Convergence believes 390M Players are attainable by 2022 based on the uniqueness of our offering and the way PAAAS will be used to leverage both markets against each other to build a core base of loyal followers.

Revenue Model

Convergence *Silica neXus* game universe has multiple revenue sources:

- Player-Acquisition-As-A-Service (PAAAS)
- Foot Traffic generation to venues via S.A.R.A.
- Selling game-related virtual goods via an in-game store
- Advertising and marketing revenue from 3rd party brands and in-game sponsors
- 3rd Party royalties from Arcade, LBE Operators, Theme Parks, and other facilities that host a gaming connection
- Branded merchandise (Figurines, tee shirts, comic books, movies, TV Shows, Webcasts, board games, collectible card games, etc.)

Convergence is creating a “Player Acquisition Engine” (“PAE”). The PAE is a Player-Acquisition-As-A-Service (PAAAS) solution for on-boarding millions of players to Convergence’s entertainment partners. The revenue stream from the PAE will be used for growth and for further development of the project.

PAAAS works by converting video game assets on the blockchain for players. Revenue is derived in FECs from the player exchanging prize tickets for the assets and the FEC paying Convergence the cash value for those prize tickets.



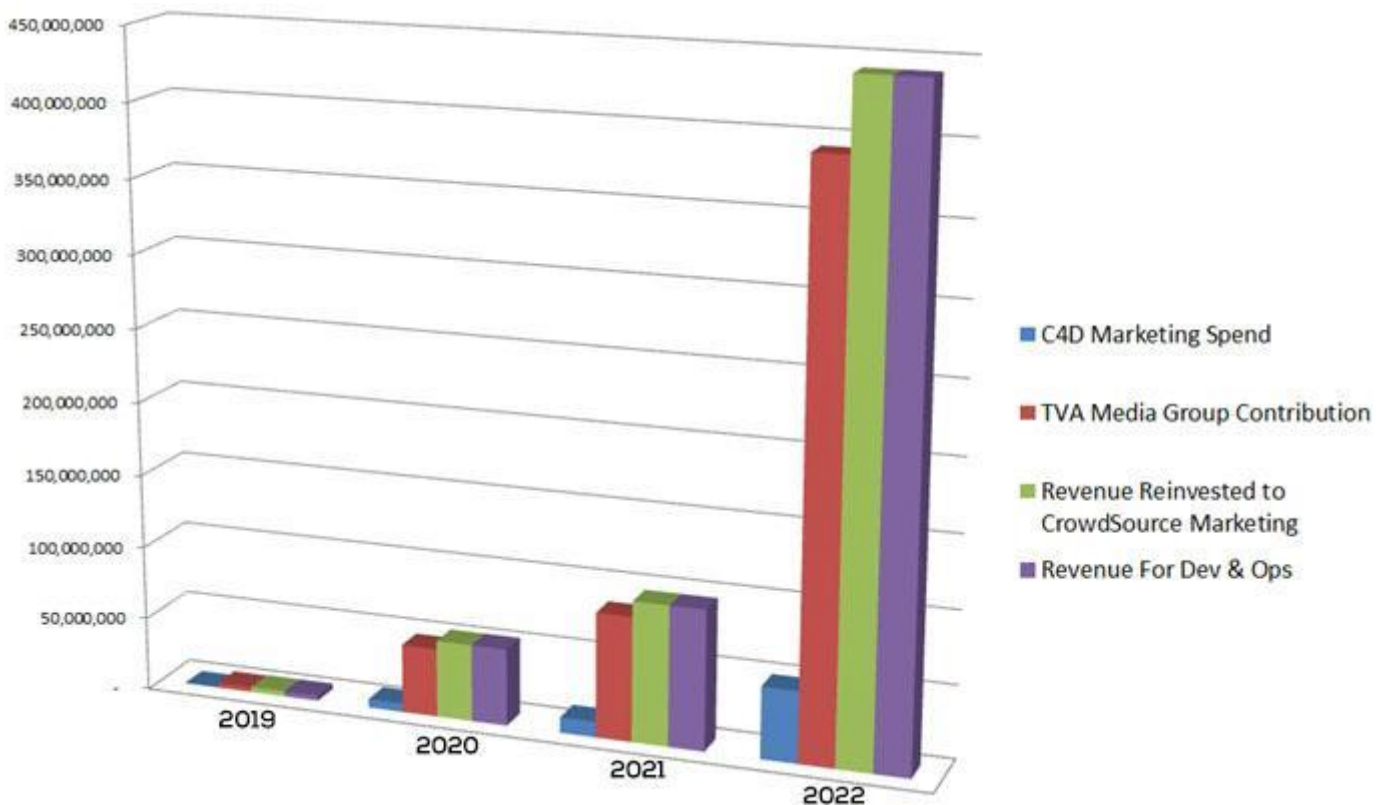
Additional revenues are generated by S.A.R.A. events which drive foot traffic to partner locations. Both the S.A.R.A. events and Redemption Robots in turn drive additional players to our online marketplace. Via the online marketplace users can purchase additional video game assets.

The *Silica neXus* ecosystem will further drive physical branded merchandise sales from the 3rd party developers’ content from the FEC redemption centers as well as our online marketplace.

Marketing Plan

MARKETING DEVELOPMENT IS A FUNDAMENTAL BUILDING BLOCK TO *SILICA:NEXUS* GAINING VIABLE TRACTION

Convergence has partnered with 27-year marketing industry veteran firm, TVA Media group, to leverage Convergence’s media spend 8 to 1. Convergence is complementing that partnership with Crowdfunding specialist MyCrowdRocks to ensure alignment with current social media marketing trends. Convergence does this to properly craft an upward cyclical spiral between marketing-making-selling of virtual goods for this virtual universe. The foundation of the partnership with TVA Media Group is they matches Convergence marketing dollars spent with TVA’s network 1 for 1 and then provides a 78% discount for those media buys. The net effect is Convergence realizing an 8-fold gain in its marketing dollars through TVA Media Group. Those marketing dollars are focused on enticing Game Developers to create virtual goods to be sold in the Redemption Robot and the *Silica: Nexus*’ online store. Profits from those sales are divided up every quarter with 50% going back into marketing. Convergence expects to get at least 2x return from the marketing campaigns. This process should produce exponential growth until marketing saturation occurs leveling off around the launch of the core game in 2024.



Markets

The global games market will grow to \$132b prior to the release of *Silica neXus* in 2022. This does not include the arcade market, Location Based Entertainment (LBEs), or Theme Park Attractions, which would bring that figure up to over \$170B. The \$31B MMO sector of the market has been dominated over the past 15 years by World of Warcraft (WOW) even though its user base has shrunk from a high of 17M paid subscribers to 5.19M in 2018 only bringing in \$1.7B in revenue to Blizzard.

There is a tremendous opportunity in the \$31B MMO role-playing game industry to leverage technological and market trends to spur industry growth and seize market share.

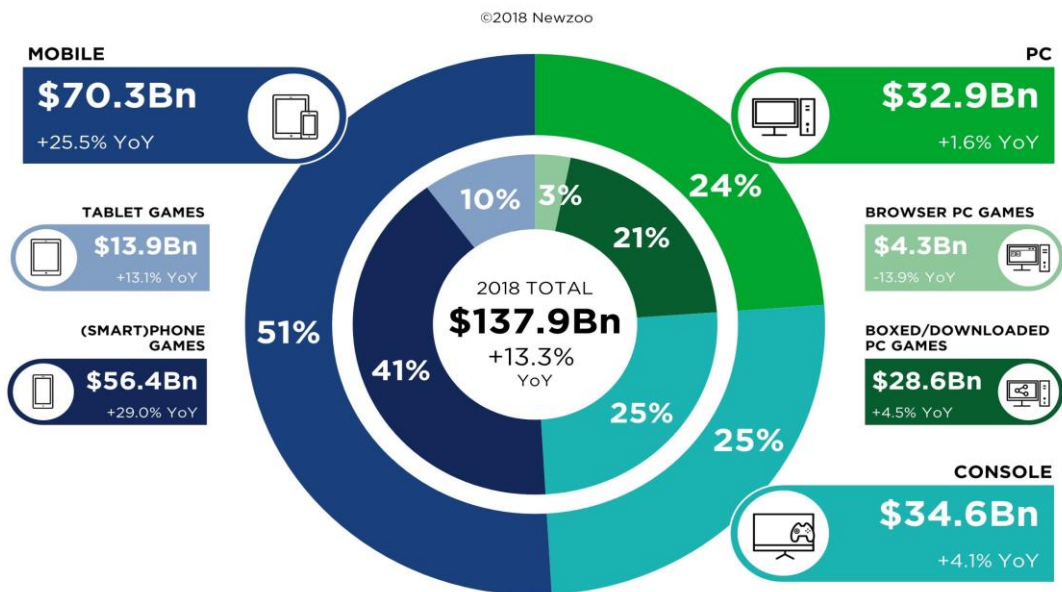
MMO players’ key complaint in this sector is that there has not been any real innovation in the past 15 years (since the introduction of WOW.) Convergence addresses several critical gaming elements that improve the performance of the virtual ecosystem and allow for more open community to help develop the game and improve player involvement and dedication.

WOW’s advantage is that it has the critical mass of players who have committed so many hours to building up their characters and friendships in the WOW world. Their downside is it is based on 15-year-old technology that it must support and maintain going forward and it is restricted to PC’s and MACs. WOW’s players love the game; however, their complaints have been getting louder over the last few years. The fact that WOW’s user base is ready for something new and different is demonstrated in their decline from 17M users to 5.19M in 2018. Following the trends in the MMO community forums, the dissatisfaction is apparent with the alternatives the players are exploring.



2018 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

WOW, along with the majority of the MMO sector, is a single screen game for use only on desktop PC/MAC. Most games are currently single screen based created to stay in its sector. A new trend in the social game sector that has proven successful for the companies implementing it is known as “cross screen monetization.” Games are released on a variety of platforms such as Smartphone, Tablets and PC/MAC. Currently these tend to be single player games, or serial multi-player games, meaning you can attack the other player while he is not online. Industry analyst have stated Cross-Platform monetization has proven successful because the typical player uses many devices in his daily life today; so, allowing a player to access their favorite games from any device makes more and more sense.

Convergence will bring Cross-Platform monetization to the next level by creating interfaces and technology to allow players to access the same gaming universe from any device in a live real-time interaction form. This will sell cross screen into all sections of the consumer game marketplace and add to that the Arcade, LBE, and Theme Park Attraction audiences. This is because in today’s world one game player does use all/most of those screens during an average month. The appeal of this to players is now there is an in-game reason to migrate up the chain to the more powerful/more immersive stations when they have the time and or opportunity while still being able to maintain their characters and account from their mobile device when they are on the move.

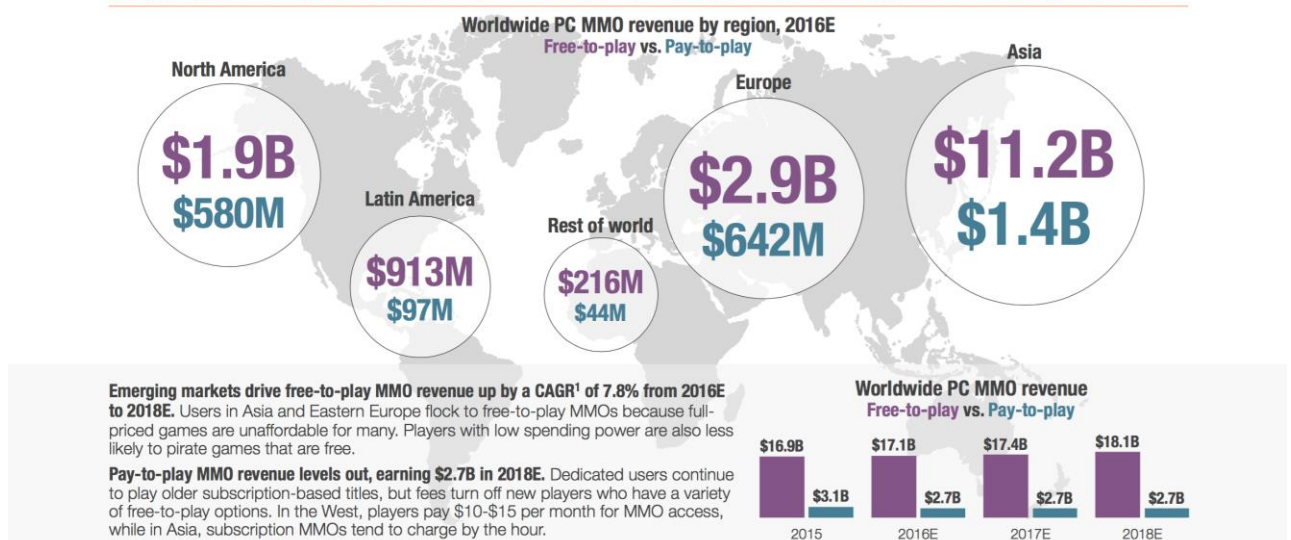
Competitive Position

We will use managed crowdsourcing to aid in creating game objects to build the core group and give them ownership in the game. We will pay them with in-game currency, which will make our core audience financially impacted by the successful launch of the game.

Once launched having the Arcade, LBE and Theme Park attractions as the ultimate way to experience their game, it will be a barrier to entry for competitors to out-do our project on their own. We will define a new approach to building game universes

MMOs earn \$19.8B in 2016E, 60% of all digital PC game revenue

Asia wins out thanks to audience numbers, but North America and Europe have higher conversion and average spending.



Competitive Differentiation

The Convergence team is comprised of industry pioneers in several areas from video games, virtual reality, augmented reality, massively multi-user online role-playing games, simulations, arcade games, location-based entertainment, and more. We have founded multiple professional industry organizations and provided executive level consulting for leading companies in all the above industries, including theme park attractions and design.

Our unique backgrounds and experience as industry leaders gives Convergence a tremendous advantage and differentiation from potential competitors. Decades of experience and unparalleled expertise puts Convergence ahead of the curve. We have accomplished things that others are only beginning to think about.

Convergence's depth and breadth of knowledge and contacts throughout the range of industries and companies, *Silica neXus* will bring together well-known entities in creating this cross-screen, cross-reality project.

MANAGEMENT TEAM

Andrew J. Prell, CEO

Convergence was born from Andrew bringing together the two decades of software and hardware pioneering design and development in each aspect of this cross-screen / cross reality project. From some of the first VR arcade equipment in 1990 to ground breaking global virtual startup tournaments, Andrew is always creating the technology curve. Andrew Prell is the owner and co-inventor with Igor Livitz on issued US Patents 6,941,344 and 7,237,006 Method for Managing the Simultaneous Utilization of Diverse Real-Time Collaborative Software Applications and is co-inventor with Jonathan Cowan, Ph.D. on issued US patent 5,983,129 Method for determining an individual's intensity of focused attention and integrating same into computer program (Brainwave Joystick patent).

www.linkedin.com/pub/andrew-prell/11/a57/563/

David Bishop, EVP Operations

David is a leader and change agent, proficient with strategic planning as well as tactical workflow. He has been in key management positions in the out-of-home entertainment industry since 1981 including 3 years at Atari and 26 years at Namco, where he evolved a sub-\$6 million business into \$130+ million organization via M&A as well as accelerated organic growth, punctuated by periodic restructuring of weak business units. Shepherd of a retail-oriented service company employing up to 2,500 employees across as many as 1,400 operational sites and utilizing over 27,000 pieces of equipment. Evangelist and creative developer for new business models, technology, and equipment.

Specialties: Planning & forecasting, crafting organizations and guiding people, owning the guest/user experience, managing groups in stress, identifying trends to convert technology into toasters and build markets/opportunities, "skating to where the puck will be..."

<https://www.linkedin.com/in/dbishopus>

Frank Ballouz, SVP Marketing

Frank started at Atari in its first year and became its National Sales & Marketing Manager, executive at Nintendo, Capcom and Namco. He has consulted for fortune 500 companies such as Intel and Microsoft. Frank was the former president of the AAMA and is well known and loved across all aspects of the gaming world, from consumer to arcade to LBE and Theme Park Attractions.

<https://www.linkedin.com/in/frank-ballouz-0277995>

Tom Roe (aka, T. A. Roe), Creative Director

Tom was an original member of Mr. Prell's Virtual Reality Dream Team in 1990 at AWT helping to create some of the foundation for what Virtual Reality and Augmented Reality has become today. Tom went on to become a prominent 3D Graphic developer, Videographer and Sci-Fi Author. Tom brings the creative development core of the Convergence's first title *Silica: Nexus*.

www.linkedin.com/in/tomroe

Paul Baker, SVP Project Director and Producer

Paul is a premier AAA Game leader. He will be leading Convergence's internal Project Managers that manage the external Indie Development Teams. Paul has worked on many blockbuster hits such as: Assassins Creed 3, Pixar's Up, Star Wars Battlefront I, Star Wars Battlefront II, Mercenaries I, Jurassic Park 3, Star Trek Away Team, Soldier of Fortune I, Battlezone II, Dark Reign II, Civilization Call to Power, Heavy Gear II, Heretic II, Return to Zork, Quake III along with many others. He has worked the game industry since '92. He has held the positions of Creative Director, Lead Designer, Lead Level Designer, System Designer, Level Designer, Audio Director and Designer, Tester, Lead Tester, Associate Producer, and Technology and Production Coordinator. He has worked with both large and small teams.

<https://rs.linkedin.com/in/verticaltank>

Ryan McQuillen, SVP Ecosystem Improvement

Ryan has spent the last two decades in laser tag and FEC management, ending his tenure operating the AirMaxx Trampoline Park, AirHeads Trampoline Arena, Lazer Blaze, and Xtreme Fun Center brands in the US in late 2018. Ryan formerly directed the International Laser Tag Association, an operators' association, was VP of Sales & Marketing for Laserforce Laser Tag and headed up tech support and installation for LaserTag.com by Zone during the release of their groundbreaking Nexus platform. Ryan's experience in FEC management and deep ties to the laser tag and theming industry bring a unique energy to the growth of our ecosystem and creation of our products.

<https://www.linkedin.com/in/ryan-mcquillen-96543813/>

Ron Meiners, Community Director

Ron Meiners has worked in a wide range of online community applications, from casual games to virtual worlds, from The Sims and Uru Live to a volunteer position as the Online Community Advocate for the Burning Man organization. He is passionate about the potential for online communities to foster relationships between participants and to open the range of experiences to collaborative creativity, transformative experiences, and the evolution of social organization. He is committed to the exploration of new forms of interaction and collaboration online. Other projects include There.com (speech enabled virtual social world), Multiverse.net (platform for independent MMOG creation), and Dogster.com (community of passion for pet owners). EA-Sims, Hollywood Interactive, THQ, Turner, Ubisoft.

www.linkedin.com/pub/ron-meiners/0/113/981

Emerson Galfo, SVP Operations

Emerson has more than 25 years of progressive accounting, finance and operational experience in a wide array of industries including financial services, family office, banking, private equity, B2B service, non-profit, real estate development & construction, app/software development, media/publishing and more recently, the water/environmental space. He has been partnering with entrepreneurial and corporate CEOs and BODs for the last 18 years recommending and establishing structure to facilitate growth, scale businesses, improving bottom line results and increasing shareholder value. His C-Level roles span from CFO, COO and Chief of Staff to the CEO.

<https://www.linkedin.com/in/emersongalfo>

ADVISORS

John Canning, VP of Interactive Experiences, NBCUniversal

John currently works for NBCUniversal, Inc. where he translates the prime-time TV experience to the second screen and interactive experiences working on such shows as The Voice, Million Second Quiz, Blacklist and more. Before NBC, Canning was a founding member of WeVideo.com, a collaborative, cloud-based video story telling platform and served as the VP of Product Experience. On the technology and media consulting side, John has spent the past 20+ years leveraging his electrical engineering and information design background working for Disney, Yahoo, Microsoft, Cisco, Popbox and others focused on technology and methodology of creating and delivering digital media, games and interactive experiences from concept to consumer devices.

On the production side, John Canning has filmed and produced in some of the most beautiful and remote locations in over 6 continents covering stories, companies and causes in more than 60 countries for on-line, broadcast, film and print media outlets including MSNBC, MSN, Slate, Expedia Radio, Yahoo Studios, Away.com, Around The World Productions, Digital Artists, Green Living Project for such clients as African Wildlife Foundation, CARE, EarthWatch, Children Mending Hearts, USAID, UNDP and a host of others.

<https://www.linkedin.com/in/mediasherpa/>

Kevin Williams, KWP Consultant, Founder at DNA Association & Conference

Founder and director of the out-of-home leisure entertainment consultancy KWP Ltd. he has amassed a unique experience of the past and present of the industries that are defining themselves as key to the DOE arena - after leaving school, he has worked with leaders in amusement, commercial and military simulation, virtual reality, theme parks, game software and CGI technology. Possessing an incredible background of working on both sides of the business table as developer, manufacturer and originator - he is one of the unique group of past Walt Disney Imagineers. A well-known commentator in the trade media including InterGame, Replay Magazine, Vending Times and Arcade Heroes, he also publishes his own provocative news service and is a veteran moderator and presenter on the aspects that drive this market and related markets - he is also co-author of the leading publication on this sector (The Out-of-Home Entertainment Frontier). From his position in the digital out-of-home entertainment sector, he has championed the non-traditional opportunities this sector affords.

<https://uk.linkedin.com/in/kevin-williams-a9a10a1>

Kevin Bachus, Senior Vice President, Entertainment & Games Strategy at Dave & Buster's

One of the best-known and most highly respected executives in the video game industry and an active investor in the digital media sector, Kevin was one of the original group of four individuals at Microsoft Corporation who came up with the idea for the Xbox video game system, an initiative that grew in part out of his role as group product manager for the DirectX family of Windows technologies.

As Microsoft's first director of third-party relations for Xbox, Kevin secured support for Xbox from all major game publishers worldwide and created and managed the programs and processes that would ultimately lead to the strongest software lineup ever for the launch of a game console.

Prior to joining Microsoft, Kevin served in several business and production capacities at Mindscape, a video game industry pioneer. After leaving Microsoft, Kevin co-founded or served in an executive capacity at a number of innovative, venture-backed companies including Capital Entertainment Group, the video game industry's first independent production company; Infinium Labs, a pioneer in the field of digital software distribution whose flagship product was a finalist for Best Hardware at the 2004 Electronic Entertainment Expo; and Nival Interactive, the largest independent game developer in Eastern Europe.

Although he developed several games on his own during the industry's infancy, Kevin chose to attend the prestigious University of Southern California School of Cinema-Television where he majored in screenwriting and directing, before combining his two passions, technology and entertainment, in the field of interactive entertainment.

<https://www.linkedin.com/in/kbachus>

Brad Yasar, Entrepreneur, investor, mentor, who has started and bootstrapped several companies.

Brad is the co-founder and Managing Partner of Krowd Mentor, a strategic crowdfunding advisory firm focusing on ICOs, cryptocurrencies, blockchain, and token powered organizations.

As the co-founder of Blockchain Investors Consortium (BIC) with over 5 Billion dollars allocated to blockchain and cryptocurrency projects and has access to extensive deal flow and experience analyzing disruptive technologies, Brad has participated in dozens of successful crowd sales, which have raised billions from 100,000s of investors since 2016.

Brad also served as managing director of Yasar Corporation where he mentored, advised and invested in more than 50 companies. Passionate about where the worlds of technology and marketing collide, Brad is frequently invited to speak at events related to entrepreneurship, angel investing and business strategy. Most recently, he presented at EBAN, WBAF, d10e, NexChange and CoinAgenda. A big believer in coaching younger generations of entrepreneurs, Brad serves as a mentor for the Pepperdine Alumni Association.

<https://www.linkedin.com/in/bradyasar>

Jeffery Goddard, Founder and CEO TVA Media Group, DRTV Advertising & Media Buying Guru
◆ Infomercial Production Company Executive ◆ Consumer Product Marketer & Evaluator
TVA Media Group, one of the top full-service direct response agencies in the country.

Since 1987, TVA has created successful film/video productions and media campaigns for Fortune 500s, startups, Top 100 PR firms and ad agencies, non-profits, professionals, and government agencies worldwide. TVA has an A+ rating with the BBB, hundreds of client references and case studies covering thirty categories; and has won every major award in advertising, DRTV and PR.

Our creative team and media buyers did many of the highest grossing infomercial and DRTV spot campaigns in history. Our turn-key marketing package, MediaBlitz!® is an 8-month script to screen campaign with distribution and placements on over 20,000 TV, airlines, print, radio and internet media outlets. It includes scripting, production, editing, airtime, monitoring, and PR.

<https://www.linkedin.com/in/jefferygoddard>

Keith Teare, Executive Chairman at Accelerated Digital Ventures, co-founder of TechCrunch, ICObox Advisor.

Keith was founder and a partner at Archimedes Labs (<http://archimedeslabs.com>). He served as chairman of the Board at Minds and Machines Inc (London AIM - MMX), and was an Advisory Board member at MedCo and an Advisory Board member at Verisign. He loves working with founders, teams, designers and engineers to create products, tell stories, and turn them into reality. Archimedes has over 20 companies that he mentors and guide. He has founded or co-founded many companies himself since the early 1980s. Some were successfully sold, others IPO'd.

Two of Keith's companies were Unicorns - valued by others at more than \$1 billion (EasyNet and RealNames). They span enterprise software with hundreds of customers (cScape/Clerkswell) ISPs and consumer web with millions (EasyNet/RealNames), Mobile (chat.center).

Keith has always focused on the point at which change is happening. In the 1980's networking and databases (cScape). In the 1994-1998 period, Internet Access (EasyNet and Cyberia). From 1998-2010 - Web Services and Content (RealNames and TechCrunch) and since 2010 Mobile Consumer Applications (chat.center and Archimedes Labs).

<https://www.linkedin.com/in/kteare/>

NON-EXECUTIVE/EXTERNAL BOARD MEMBER

Bernie Stolar, President of WestEnd Interactive LLC, Manager of Boulderriverholdings LLC

Former President of Sega of America, Former President Mattel Interactive, Former President of Atari. Bernie Stolar has been a leader in the interactive and video game industry for over 30 years. As EVP of PlayStation, where he oversaw third-party relations and business development, as well as in his position as president of Sega of America, where he led the team in the launch of Dreamcast, the most successful commercial console launch in the history of gaming.

Bernie has proven himself to be a Master of Strategic direction. In a role created by Google to tap Bernie's unique talents, he became their Games Evangelist, responsible for all video game and in-game advertising, after the acquisition of his company, Adscape. Bernie is currently the CEO of The Stolar Group, a strategic consulting company geared toward finding new opportunities in the interactive and digital distribution markets. Working with companies on Branding Strategy, IP optimization, product development both consumer and entertainment.

<https://www.linkedin.com/in/bernardstolar>



Virtual Universe Economy & Blockchain Ecosystem

While Bitcoin, Ethereum, Blockchain, and smart contracts are relatively new to the technology world, Virtual Economies are not. Virtual Economies have been alive and well in video games for decades. Virtual Goods have harnessed real-world value ever since one player flew across the country to meet another player in person to buy an epic sword in Ultima Online. That fateful meeting only occurred because there was no way both sides could trust the other would perform their part of the irreversible transaction remotely.

Since then, services such as PayPal have allowed for the remote transactions of digital goods. However, due to the extreme difficulty a 3rd party like PayPal must prove compliance of the transaction, as transactions increased in value and frequency, so too did fraud. Even escrow agencies do not eliminate this issue, as they add time and inconvenience to the transactions. Nevertheless, peer-to-peer digital goods transactions between players are still estimated in the tens of billions of dollars per year.

Convergence is working to solve this growing problem by basing its CORE virtual goods transactions on the blockchain. Users are still responsible for their personal passwords and encryption keys. However, the process for transferring virtual goods will be far more secure and simplified.

Convergence has introduced its Droid Tokens into the Silica neXus Projects Ecosystem. Droids are used as a basic means to balance transactions within the Silica neXus Ecosystem just like World of Warcraft Gold or Minecraft Emeralds. Droids are used to create the basic resource bots on the CORE planets of the Silica neXus. These basic resource bots are used in the collection and production of basic Consumable Resources (“Consumables”), such as Fuel and Alloy, on CORE planets. These Consumables will be used by players throughout the CORE planets, just like gas and steel are consumed in countries around the world.

Droid Tokens will be stored in users’ accounts, along with all the other virtual goods they collect, until traded or used to create resource bots. Resource bots are installed on land parcels to acquire fundamental Crude or Ore for processing into Fuel or Alloy, respectively. Fuel and Alloy can be used, stored, or traded. Early adopters through Convergence’s Crowdsourcing campaign can become first Resource Barons in the SXVU.

As third-party developers create entirely different experiences on new planets, they may have their own internal ecosystems. However, these new ecosystems can always be exchanged for virtual goods from the CORE planets through the SXVU marketplace. Conversion rates will be determined by the community at that time, based on the demand and scarcity of the new third party’s planets’ virtual goods.

SXVU Economy

The SXVU Economy has an experience level structure. More abundant areas are in more advanced territories, while beginner areas are less abundant. Cities and towns are safer areas than the Wild. Parcels of land derive value based upon their strategic nature, proximity to nearest major city, resource content, and safety.

Fuel and Alloy derive value based upon their proximity to nearest major city, safety to acquire, and local availability. More advanced territories further away from major cities makes supplying resources more difficult due to the safety involved in transporting from refining areas.

Mining and drilling bots can be acquired, but they require ownership of the land upon which they operate. Refining bots can be acquired, but they too require ownership of the land upon which they operate. Safety of mining, drilling, refining, and transporting always play a factor in resource supply and demand.

The more users on the system, the scarcer resources become, and the more valuable they become. Early pioneers can acquire more resources easier than later arrivals.

The SXVU economy is also analogous to the World of Warcraft (WoW) economy in many aspects. But while WoW is limited to the user base of the PC / Mac OS platform, the SXVU Economy will be accessible from a wider variety of platforms, including over 2 billion mobile users. Therefore, the SXVU Economy must be equipped to scale accordingly.

Droid Token Allocation

The Silica neXus exists on the other side of the dimensional veil and can only be seen or interacted with via telepresence technology gifted to us by aliens who live on the other side. One of the main fundamental building blocks of the alien technology is Nanotechnology. Nanotechnology is made up of Nanobots, also known as nanites.

Droid Tokens can be broken down into Nanites, but that is beyond the scope of this document. Functioning communities, comprised of one hundred million Nanobots, are known as NANOCclusters (“Droid Tokens”). One Droid Token can be divided down to 8 decimal places. Therefore, 0.00000001 Droid Token (one Nanobot) is the smallest amount that can be handled in a transaction by the system. If necessary, in the future, a Nanobot can be broken down into Nanites, but that is not currently required by the system.

Droid Tokens can be collected, stored, or assembled onto the basic Resource Product Bots of the CORE Planets. Resource Bots are the main way inhabitants “mine” the basic resources in the CORE planets. The finite known quantity of Droid Tokens is 1,000,000,000,000.

On this side of the dimensional veil, the first law of thermodynamics, also known as the Law of Conservation of Energy, states that energy can neither be created nor destroyed; energy can only be transferred or changed from one form to another. For example, turning on a light would seem to produce energy; however, it is electrical energy that is converted. When a Resource bot is destroyed, blown up, or dismantled, the Droid Tokens used to create that Resource bot are scattered and can be collected, stored, and traded.

Droid Tokens will be introduced in the ecosystem over time in the following way: 370,000,000,000 Droid Tokens will be allocated as rewards for contributors to the system, such as developers creating individual assets to complete new worlds for the system.

The design/build cycle of the CORE is estimated to take 5 years. The developer portion is budgeted accordingly to accomplish the development goals of the SXVU project in that time. The CORE can be thought about like the backend glue that will allow for full Cross-Reality to occur on the system between contextual based interfaces. While the CORE is estimated to take 5 years to produce, other system interfaces will be available much sooner.

The Silica neXus Social Augmented Reality App (S.A.R.A.) will be in alpha phase by the launch of the first Nexus Station. S.A.R.A. will tie all the individual interfaces together, allowing users to acquire experience points and virtual gear in their account until the CORE is released. Users will use S.A.R.A. to login to each separate device. Also, users will be able to play collaboratively with or against each other in S.A.R.A. We like to think of S.A.R.A. as a multiplayer Pokémon Go with a higher purpose.

Convergence will be adding individual interface experiences with third-party developers to the SXVU that will be collaborative with other users on that interface. Unfortunately, they can't become fully connected for interaction with other interfaces until the CORE is released. Therefore, users can enjoy aspects of the SXVU once the first neXus Station is opened within 12 months from the CROWDFUNDING CAMPAIGN and can be a part of helping create the CORE through their patronage and feedback.

Droid Tokens will be introduced in the ecosystem over time in the following way:

- 370,000,000,000 Droid Tokens will be allocated as rewards for contributors to the system, such as developers creating individual assets to complete new worlds for the system.
- 380,000,000,000 Droid Tokens available for users to acquire. Once the CORE ships, players can purchase Droid Tokens from the system (if available) for no less than \$0.02 per or earn them for grinding out quests.
- A total of 100,000,000,000 Droid Tokens will be offered through the Crowdfunding Campaign.
- A total of 100,000,000,000 Droid Tokens will be offered through Partnership Programs.
- 50,000,000,000 Droid Tokens will be used as incentives for PR, Underwriters, Advisors, and the Founding Team.
- 100,000,000,000 will be divided up into 10 equal funds and used for ecosystem investment (see next section).

“The team at convergence oozes experience and quality, cross-platform real-time multiplayer gaming is the future. The ability to leverage all AR/VR and regular 2d and 3d platforms in a multiplayer real-time context is path-breaking and breath-taking. This is a team that deserves backing.”

Keith Teare

Once in the system, Droid Tokens are freely transferred between users.

Ten Token Based Investment Funds (Gamified VCs)

Purpose: Each deal has each of these benefits: Ecosystem Development, Token Distribution, Cross Pollination Marketing, Community Building, Revenue.

Rationale: in a cash-based investment fund, if an investment goes viral, it benefits that one investment. In a token-based investment fund, if an investment goes viral, it benefits the entire ecosystem. Fiat does not grow in value exponentially when more people find utility with it, tokens do.

Convergence is setting up 10 funds with 10B DROID tokens in each fund to invest into projects that benefit the Silica neXus ecosystem. The real improvement to the old Fund Creation process here comes at the start and end of the process. First, with the time savings of an instant fund and second, at the end of the process, with the Ready-Made Exit into the Silica neXus ecosystem. This creates a Virtuous Circle for our Tokens -AND- it onboards thousands of users to the startups while they are building their projects. The DROID token allocations must be to benefit the Silica neXus ecosystem, which encompasses Blockchain, Cryptocurrency, Augmented Reality, Virtual Reality, Simulators, AI, IoT, consumer games, and Out of Home Entertainment. There have been \$1B Funds set up in the past just to invest into sub-sections of our total ecosystem.

Rules of the Game:

The Selected Startups/projects will receive 10,000,000 to 500,000,000 tokens each. They can only use or trade up to 10% of their holdings or 1,000,000 tokens a month, whichever is more. They must show a benefit of no less than \$0.02 per DROID. Each Startup can receive these tokens from more than just one fund i.e. the Crowd Fund can deploy 10M to them and 5 of the others could release 30M to them. In that example, that Startup would have a total of 160M tokens to supplement and help their project.

A Fund Manager must own and hold at least 200M of our tokens as their “Skin in the Game” while they manage the fund. This properly aligns their motives to those of the rest of the ecosystem and shows they believe in the ecosystem’s long-term success.

The Game:

Startups submit a video and a Google Doc application to the Crowd. They engage with the Crowd via our forums, Telegram, YouTube, Twitter and any other social media channel they can think of to sway our Crowd to vote for them. Every week the Crowd votes on how to deploy 2B tokens to their favorite projects. They vote on each project one at a time. Then vote on the amount to deploy to them from 10M to 500M tokens each. Once the 2B is used up, the remaining projects must wait until the next week while they try to grab the attention of our crowd.

In the meantime, the Fund Managers can participate in this process because they are token holders. However, they can also be approached individually by the projects. The Fund Managers get to set their own personal selection process and have the advantage of reviewing the crowd’s selection process.

Every month the Crowd gets to vote on each of the 9 Fund Managers to award them an extra (2%/12) in management fees for their participation, engagement and effect on the process. At the end of the year the fund that has profited the most from their deployment of their tokens, receives an extra 10% to their carry. (Their carry goes from 20% to 30%)

The Crowd gets to participate in the 2% management fees of its fund based upon their involvement in the selection process, voting and management of their portfolio projects.

THE ONE STATED GOAL:

Learn, Improve, Reiterate this process—to create a better world for our ecosystem.

Crowdfunding Campaign

Convergence will oversee a Crowdfunding Campaign of Silica neXus Digital Goods beginning on January 1, 2018, at 12:01 AM UTC. Convergence will be supported with additional oversight by an elite team from DLA Piper to ensure public integrity and compliance of this sale. Clearly articulated policies, procedures, and controls are in the legal document issued by the team.

One of the ways to “support” the Silica neXus Project is through the Crowdfunding Campaign website: <http://fund.silicanexus.com/>. Several of the support tier rewards come in the form of Crypto Collectibles that will be delivered on the blockchain and can be used in the games.

(*Note: Convergence reserves the right to change the site or run multiple Crowdfunding campaigns on different sites, such as Kickstarter and JD.com, and in different countries if the need arises due to the changing landscape. Convergence will do what it believes is best to make this a successful campaign.)



Acquiring Droid Tokens – Play, Create, Support

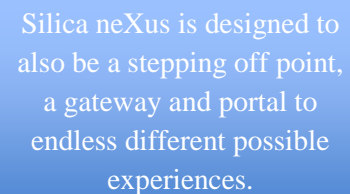
The only way to acquire Droid Tokens is to earn them by:

- Playing the games in the ecosystem
- Creating games and other content for the ecosystem, or
- Supporting the ecosystem, or from someone who has.

Third Party Developer Platform

Convergence’s value proposition to application developers allows them to concentrate on what they do best: dream up and develop great content. Convergence then helps those creators gain fame for the content they create, while simultaneously handling the global management, quality assurance, marketing, and revenue functions of the development cycle.

To allow the virtual universe to be as diverse as possible and allow for constant growth and innovation, Convergence will build the base CORE and its competing factions as examples, and create a base set of tools, techniques, procedures, game mechanics, and the universal economy structure for trading between worlds. To allow current developers to access those tools, they are being designed as an abstraction layer between the live SXVU back end and the local device game engine. By using the Convergence API structures and protocols, developers can use their favorite game engine, such as Unity, Unreal, CryEngine, or Amazon’s Lumberyard, as an interface engine and connect to the SXVU backend. This gives SXVU easier access to the largest possible pool of development talent while speeding up the on-boarding of developers.



Silica neXus is designed to also be a stepping off point, a gateway and portal to endless different possible experiences.

Silica neXus is designed to also be a stepping off point, a gateway and portal to endless different possible experiences only limited by the minds of the third-party developers wanting to create and publish Cross-Reality interactive experiences.

This platform for third-party Game Developers to create Cross-Reality experiences is based on rewarding developers for creating pre-approved content that passes rigorous Quality Assurance goals with Virtual Currency from the Virtual Universe. We are creating a coalition, banding together as a resource and support network to help each other flourish as an independent. We must share the risk to reap the maximum reward.

Convergence tested the demand and feasibility for this third-party developer network by hosting a booth at the 2015 SIGGRAPH and distributing the above flier. We received an overwhelmingly positive response from over 140 game development teams. Their desire to work on the project in exchange for virtual currency from the virtual universe was not predicated on any current possible secondary market. They agreed knowing the virtual currency would not have any perceived value for more than five years and then only if the project was a success.

Their desire to participate was driven by many problems facing developers today, but ultimately many felt locked out of the system. Despite the millions of dollars' worth of work they would put into their projects, the prohibitive costs of external QA and the absurd distribution and marketing barriers mean even the best funded and designed project has difficulty "rising above the noise."

Third-party developers want to participate in the Silica neXus Project and their ability to complete enormous, long-term tasks will be greatly enhanced by the emergence of the secondary digital coin market created by the Crowdfunding Campaign demand.

Player-Acquisition-As-A-Service (PAAAS)

Convergence is creating a "Player Acquisition Engine" ("PAE"). The PAE is a Player-Acquisition-As-A-Service (PAAAS) solution for on-boarding millions of players to Convergence's entertainment partners. The revenue stream from the PAE will be used for growth and for further development of the project.

The Silica neXus Project has always been about combining the Consumer Game Industry (the home, mobile, console, PC markets) with the Out-Of-Home Entertainment Industry (Arcades, Family Entertainment Centers "FECs", and Theme Park Attraction markets).

Convergence will build its "Player Acquisition Engine" in two stages. First, through a marketplace for the goods of this digital ecosystem, which will drive players to new partner content. This marketplace will have two key access portals: a kiosk in Family Entertainment Centers (FECs) to deliver rare Crypto Collectables to tens of millions of new players a month, and an online marketplace/auction site for players to trade collectibles with each other or for Droids.

The FEC portals will feature unique, eye-catching items offered to players under time constraints, encouraging players to make snap buying decisions. Once the player owns the item, they will need to get the game to play with their new digital toy. To receive the digital toy, the players must have a digital wallet. Convergence has made receiving both the wallet and the items into one simple QR Code. Major brands in the blockchain space have expressed interest in partnering with Convergence to become the "Wallet of Choice" and gain access to offering this new choice in prizes to over 30M new players a month.

Once the local communities around the FECs are seeded with players who have Crypto Collectable Wallets, Convergence will roll out the Second Stage of the "Player Acquisition Engine" - S.A.R.A. (Silica neXus Augmented Reality App), internally described as "Pokémon Go with a purpose". S.A.R.A. will use proven game quest mechanics to drive players to the FECs and other retail outlets on demand, creating foot traffic for our brick & mortar partners and marketing for our new games.

Both stages of the "Player Acquisition Engine" are revenue producers for Convergence. Profits from these activities will be reinvested into building the CORE Silica neXus Cross Reality platform and tools for 3rd party developers to expand their content into XR (the SDK and APIs).

Convergence will begin field tests of the PAE in Singapore before the end of the year. Once the bugs are worked out of the system, portals will be rolled out to FECs all around the world offering Video Game Collectibles to tens of millions of players every month by the end of 2019.

Financials

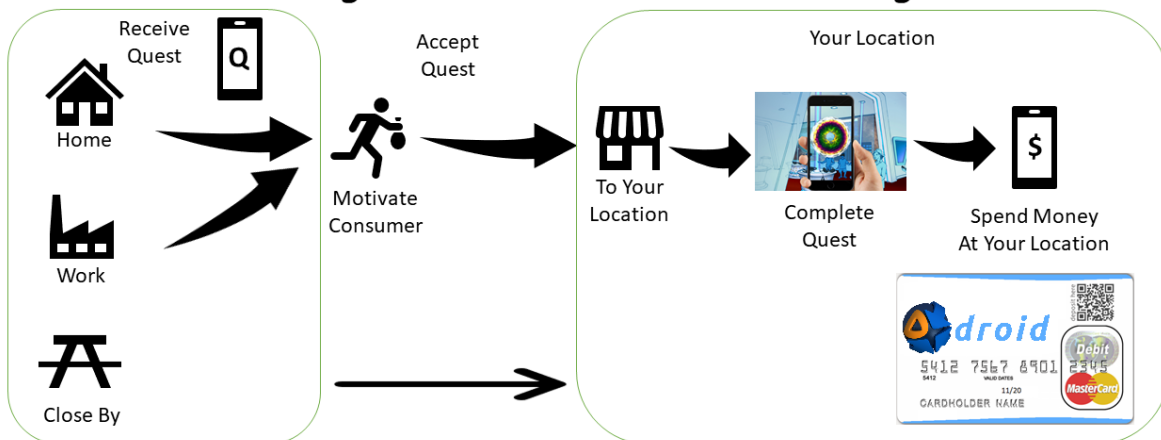
Convergence’s major expenses will be deploying the Redemption Robot, S.A.R.A., Marketing, PR, General Operations, and Development. The Redemption Robot and S.A.R.A., along with Marketing and PR will drive both the revenues and the external development effort. Convergence has partnered with TVA Media Group, who will save us 75% on our media buys and match us \$ for \$ on our media spend through their network. TVA Media Group did the marketing for World of Tanks which has achieved over 100M players.

Consumer confidence will be derived from the Redemption Robot and S.A.R.A., allowing for revenue from PAAAS, Pre-sales, online Marketplace and In-Game Purchases of Virtual Goods, S.A.R.A. clients, Advertising, Merchandise, plus Arcade, LBE, and Theme Park Attraction connection fees.

Initial revenue streams will be derived from PAAAS through the Redemption Robot, S.A.R.A. and, pre-selling virtual goods, virtual land, and in-game currency, through Crowdfunding campaigns. These campaigns are as much for raising awareness, teaching the public and soliciting crowdsourcing contributors of this unique universe as they are for raising funds for the project. The intent is not to fund the development of the project through crowdfunding, but to raise awareness and cooperation while offsetting some of the vast marketing expenses required to successfully complete the project.

The Augmented Reality smartphone interface will be created to aid with building awareness of the coming full *Silica neXus* universe. S.A.R.A. will both raise awareness and create revenue from brands wanting consumers drawn to their venues. As awareness grows, S.A.R.A. will allow Convergence to create flash mobs on demand for clients who want people to gather around their venues. We can also link success during a S.A.R.A. experience to physical rewards such as a free taco at the stand next to the quest you help complete.

Silica neXus AR App (“SARA”)’s ‘City Quest’ Functionality





CONVERGENCE 4D				
FINANCIAL MODEL				
	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Global active digital signage displays	58,205,041	71,242,400	87,200,000	103,157,600
Total number of Entertainment Locations	50,000	50,000	50,000	50,000
Avg. Monthly Players per Location	10,000	10,000	10,000	10,000
Revenue Per Player	20	20	20	20
Avg percentage of Redemption Revenue	75%	75%	75%	75%
Cost Of Goods for Redemption	25%	25%	25%	25%
Value per Unit (Player)	\$3.75	\$3.75	\$3.75	\$3.75
Total Locations (By EOY)	75	315	555	795
Digital Signage Market Penetration	0.00013%	0.00044%	0.00064%	0.00077%
Redemption Market Penetration	0.15000%	0.63000%	1.11000%	1.59000%
Total Players (By EOY)	990,000	8,370,000	24,390,000	51,435,000
CASH INFLOWS				
Capital/Loan	10,000,000			
Capital (Reg A)				
Redemptions	3,712,500	27,675,000	60,075,000	92,475,000
Virtual Goods Purchases Online Marketplace	828,750	12,817,500	48,997,500	111,097,500
TOTAL REVENUES	14,541,250	40,492,500	109,072,500	203,572,500
OPERATING EXPENSES				
Redemption Robot				
Equipment Cost	150,000	480,000	480,000	480,000
FEC Share of Revenue	742,500	5,535,000	12,015,000	18,495,000
MFG Share of Revenue	371,250	2,767,500	6,007,500	9,247,500
DIST Share of Revenue	185,625	1,383,750	3,003,750	4,623,750
Developer Share of Revenue	248,625	3,845,250	14,699,250	33,329,250
Installation Expenses	75,000	240,000	240,000	240,000
TOTAL OPERATING EXPENSES	1,773,000	14,251,500	36,445,500	66,415,500
OPERATING MARGIN	12,768,250	26,241,000	72,627,000	137,157,000
EXPENSES				
General Management/Operations	965,656	2,066,063	2,328,091	2,623,352
Marketing	910,101	1,332,944	1,501,994	1,692,485
PR	710,101	1,332,944	1,501,994	1,692,485
Office Space	127,525	333,236	375,499	423,121
Universe Development Personnel	6,754,902	15,273,315	17,210,353	19,393,057
IT Infrastructure Partnership/Lease	200,000	210,000	220,000	230,000
Manpower Overhead	1,352,616	3,534,523	3,982,789	4,487,906
Depreciation (5 yrs)	25,000	25,000	25,000	25,000
Company Insurance	100,000	110,000	120,000	130,000
Legal / Accounting	150,000	150,000	150,000	150,000
Loan Interest	587,000	587,000	587,000	587,000
Loan Repayment				10,000,000
TOTAL EXPENSES	11,882,900	24,955,024	28,002,721	41,434,405
NET INCOME (LOSS)	885,350	1,285,976	44,624,279	95,722,595

Note: *Tech companies (specifically Software-Entertainment companies) are valued on average at 21.97 of EBITDA. http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/vebitda.html

Financial Assumptions

1. Redemption Robot is a Digital Redemption Vending Terminal via a touch screen and internet access and therefore can be placed anywhere digital signage and vending makes sense. Convergence will perfect the Redemption Robot in the Arcade Industry and then expand into the digital signage space projected to be 87.2 Million actives by 2021.
<https://www.digitalsignagetoday.com/news/global-shipments-of-digital-signage-displays-to-reach-229-million-by-2021/>
2. Global Redemption Center Locations which trade tickets for prizes is projected to be between 50K to 80K by our industry consultant.
3. Redemption center location rollout schedule is slated at acquiring 5 new locations/month for the first 3 months, 10 locations/month for the next 6 months, and 20 locations/month thereafter.
4. Out of the redemption center revenue, 75% comes from Redemptions. Out of this 75%, 25% is Cost of Goods. The COG percentage is therefore 18.75% of redemption center revenues. (Source - Dave and Buster's - SEC 10-K reports - very standard industry wide)
5. Average number of Players is estimated to be at 10,000 per month and per location with a spend of \$20 per player. As top end arcades can exceed over 40,000 players/month, we chose this number to represent a wider variety of location in the high-end market which tend to utilize the swipe card technology we are integrating with.
6. Out of this 10,000 per month per location number, we estimate to capture/convert 30% to its Redemption Robots.
7. We plan on installing an average of 2 Redemption Robots per location.
8. We estimate that each Redemption Robot will cost \$1,000/unit.
9. For virtual good purchases, we assume a spend of \$1.25/month per active user. The average spend on games per user was \$87/mobile user and \$92/PC or console user in 2017. (Source - https://www.gamasutra.com/view/news/269618/The_average_US_paying_mobile_game_player_spent_87_on_F2P_IAP_last_year.php)

Investment and Investor Liquidity

Convergence's *Silica neXus* is a project created using a process based on crafting an upward spiral between marketing-selling-making of virtual goods for this virtual universe. Convergence is capitalizing on the current industry climate of "Crowd-Source" and "Open-Source" desired social projects by combining them with traditional high-end marketing campaigns to rapidly increase value and growth.

This means your investment is leveraged roughly 50 to 1 with non-dilutive / non-encumbered forms of financing the project while Convergence is also building a core user base. Besides creating and operating the Redemption Robot, investment money will be used for general operations, legal support, patent filing, core R&D, business development, management of external crowd-based resources, marketing and PR operations.

Convergence will raise a seed round of up to \$10M to develop the Redemption Robot, S.A.R.A., early product and core IP while initiating compound marketing traction and matching funds with Media partners. If insufficient base capital is secured, the project would slow, and stagnation could jeopardize other business operations. If our marketing and growth objectives are achieved, it is anticipated that Convergence could become the target for an acquisition from a large game publishing firm as is common in the industry; this would provide a possible exit strategy for investors.

Convergence's contingency plans are to secure large strategic partners such as Arcade System Manufacturers, LBEs and Theme Parks, which would create additional streams of revenue through licensing and game network access. This synergy would help both business partners and Convergence prosper in this mutually beneficial environment.

Investment Use of Proceeds

CASH OUTFLOWS

Redemption Robot	
Equipment Cost	\$2,000,000.00
Installation Expenses	\$666,666.67
Marketing	\$606,733.67
PR	\$473,400.33
General Operations Personnel*	\$321,885.26
Office Space - Lease	\$85,016.75
Universe Development Personnel*	\$2,251,633.86
Manpower Overhead*	\$450,872.17
Interest on Loan	\$391,333.33
Company Insurance	\$66,666.67
Legal / Accounting	\$100,000.00
CAPEX - Office	\$83,333.33
IT Infrastructure Partnership/Lease	\$133,333.33
Miscellaneous (Cushion)	\$2,369,124.63
	=====
Total	\$10,000,000.00

*Note: Personnel and Manpower has been reduced by 50% through use of DROIDS.