

Presentation for HTC Vive VR For Impact

#### THE PROJECT



#### **OPTIONAL READING** LONG TERM STRATEGY





























## The Big Idea Summary

Introducing Peace City

Changes, Trends, Challenges, Problems ABUNDANCE WORLD FAIR Solutions Showcase

Values & Vision > Call To Action

**Team & Advisors** 

















































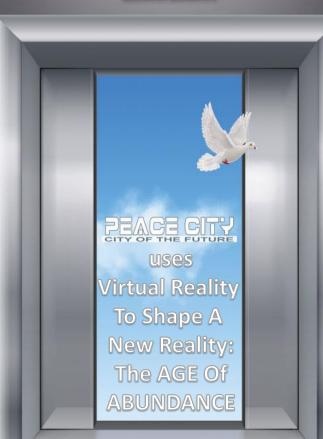
#### THE BIG IDEA IN 250 WORDS

#### **PEACE CITY**

Are you dissatisfied with the growing fragmentation, inequality and polarization of our world? Do you feel that there is an unhealthy focus on our differences and a lack of hope around solving the problems of our time?

Peace City is a community that brings people together around a positive vision of a sustainable future for people and planet, challenges the notion of scarcity and showcases successful examples in a virtual ABUNDANCE WORLD FAIR. It shows how new technologies can create abundance for all. And unlike some who believe that the obstacles are too great, that there is too much that separates us, Peace City stands for the belief that together we can solve any challenge, that differences are an opportunity to learn from each other and that "we the people" have much more in common that what divides us.





#### THE MATRIX

For people who believe that virtual reality worlds are still too fragmented and lack common standards, Peace City is a community that promotes one common 3D virtual reality Internet, a Matrix where people can seamlessly travel from one virtual destination to another, build their own virtual homes quickly and easily, and come together to socialize, collaborate, learn and explore. And unlike the MATRIX in the 1999 movie, Peace City promotes virtual reality as the best communications platform to give people a visceral experience of a positive future for people and planet. A companion Hollywood TV show promotes ALL VR 4 IMPACT projects and brings new audiences to VR every week.





## It's 2050

Humanity has conquered its challenges. We're enjoying the age of abundance. There is enough healthy food, clean water, air and housing for everyone. Societies and individuals from all continents have come together as equals, free quality education is ubiquitous, energy is clean, ecosystems are sustainable. It all started in 2017 with a small group of "crazies" who challenged the concept of scarcity and built a city in virtual reality where they imagined the future they always dreamed of.

People who visited got inspired and returned to the real world with a sense of hope and the commitment to turn this crazy idea into reality.

What started with a few people turned into a movement. They still call themselves the "crazies". Here is how it all began ...



## WHAT

Hi there © I am Peace City, a place where the sustainable, abundant future we dream of already exists. In Peace City, you can experience this positive future together with others from across the street or around the world. I'm the home of the ImagiNATION.



## HOW

Peace City uses technology to democratize access to and creation of VR. It does for VR what WordPress did for web design: quick, easy and accessible to all.



#### WHAT IS PEACE CITY?

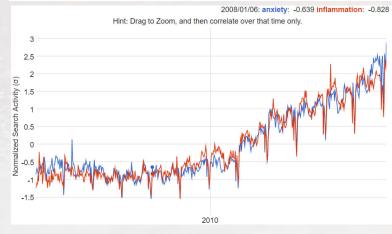
Peace City is an immersive prototype for a positive future

- is conceived to use Virtual Reality to create a Matrix\* for positive impact (unlike in the 1999 movie\*\*)
- promotes an atmosphere of understanding and friendliness that is the matrix of peace
- is an immersive global city where people can experience the age of abundance as described by Peter Diamandis & Steven Kotler in their bestselling book "Abundance"
- invites global mainstream audiences to an "Abundance World Fair" where visitors can immerse themselves in showcases of methods and technologies leading to abundance
- is a place to meet the visionaries who are leading the way during the current transformation age and promote the coming technological singularity as a tool for global abundance
- is a place for mainstream audiences to connect with each other in a positive way and to take part in shaping a sustainable future for Earth and its inhabitants.
- promotes the social and intellectual tools necessary to accomplish abundance by building the "Happiness University" featuring courses in conflict resolution, communication, financial literacy and courses on how to live a fulfilling and happy life that is not in conflict with others or the planet. This university also provides courses that challenge the outdated concept of scarcity by offering field trips to the work of innovators featured in the book Abundance.
- aims to turn the age of abundance from a vision of forward looking innovators into a pop-culture movement by inviting icons of music, art, entertainment and entrepreneurship to settle in Peace City with their own "virtual home" and thus introducing their own audiences to the concept of abundance.
- \*Matrix Definition: something within or from which something else originates, develops, or takes form
- \*\*The Movie Matrix depicts a dystopian future in which reality as perceived by most humans is actually a simulated reality called "the Matrix", created by sentient machines to subdue the human population

## WHY NOW?

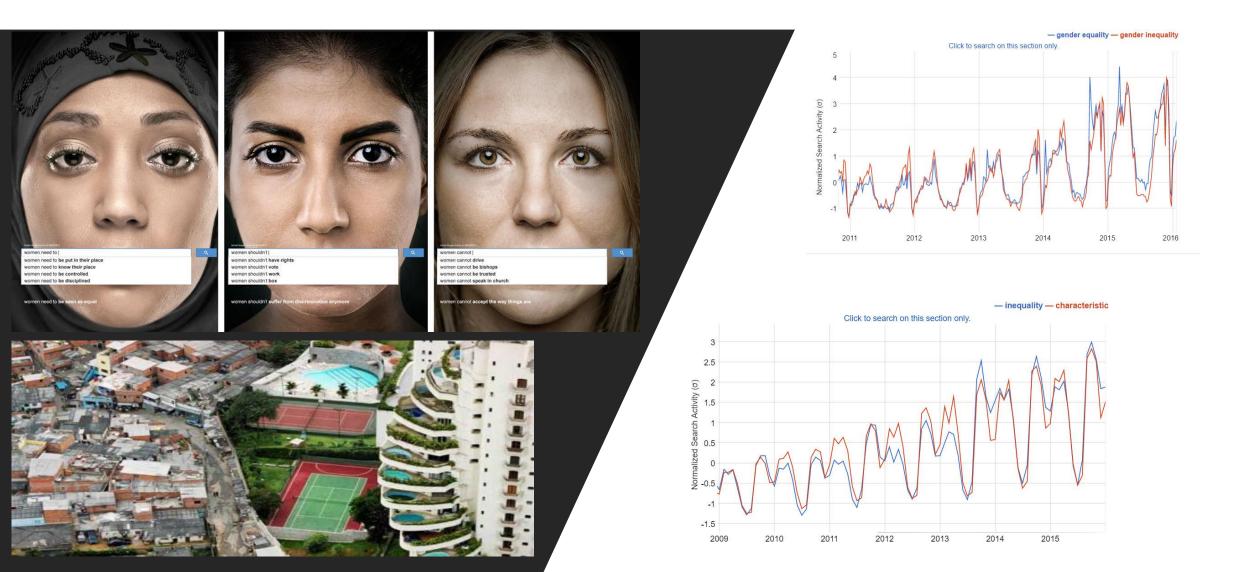
#### Anxiety, Loneliness, Confusion about The Future





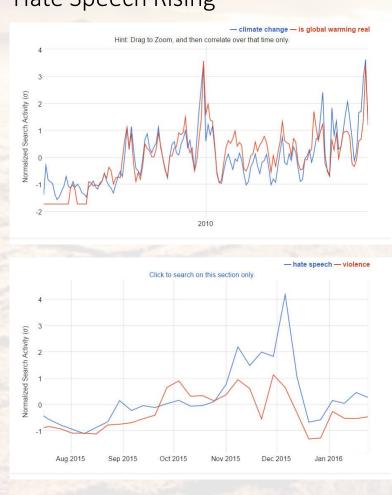


## Why Now? Inequalities Create a Divide



#### Why Now?

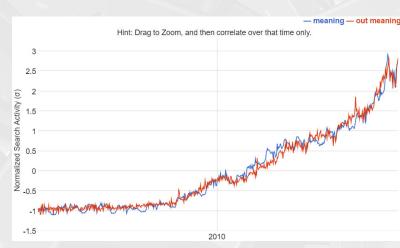
Climate Change, Anxiety, Hate Speech Rising





## Amidst All Of This ...

## Global Search For Meaning Rising





#### The Reality Starts Here ...

The

# ABUNDANCE WORLD FAIR

In Peace City VR

Peace City invites global mainstream audiences to an "Abundance World Fair" where visitors can immerse themselves in showcases of methods and technologies leading to abundance:

What's working already?
What will be working soon?
How to create an abundance
mainstream culture?
How to create a personal abundance
mentality?
How to contribute and participate?



At the end of World War I, everyone realized that we had to change the way we were all living life. It was "the war to end all wars". Today mankind is realizing that we all need to step into a new era. Our challenges are calling all of us toward an exciting global transformation. The 1918 World Fair focused on innovation. Today we are ready to combine innovation with the realization that we have abundant resources to meet everyone's needs. In Peace City, the Abundance World Fair will feature new technologies & prototypes, and you can meet the heroes and organizations, who are changing the world as you are reading this. It also features other VR 4 Impact projects.

#### THE BILLBOARD

JUNE-2, 1917

## TO EXPOSITION EXHIBITORS and CONCESSIONAIRES

OF EVERY NATION ON EARTH.

WHERE THE PEOPLE ARE! WHERE THE MONEY IS! THERE LIES OPPORTUNITY!!

## # BRONX INTERNATIONAL EXPOSITION

LOCATED IN THE PULSING HEART # METROPOLIS # WESTERN HEMISPHERE

## NEW YORK CITY,

WITH ITS TEEMING MILLIONS OF PROSPEROUS, PLEASURE LOVING PEOPLE,

WILL MAY 30, 1918, As a Permanent ARTS, SCIENCES and INDUSTRIES.

THE BEST MINDS # EXPOSITION WORLD ARE COMBINING THEIR EXPERIENC

AND CONCENTRATING THEIR ENERGIES TO MAKE THIS UNQUALIFIEDLY THE

#### MOST INCOMPARABLE OPPORTUNITY EVER OFFERED

EXPOSITION EXHIBITORS, SHOWMEN AND CONCESSIONAIRES.

25 ACRES OF GROUND, 120 EXHIBIT AND CONCESSION BUILDINGS

INCLUDING THE LARGEST SWIMMING POOL AND BATHING PAVILION IN THE WORLD, WILL BE THE MAGNETS TO ATTRACT THE MULTITUDES OF THE METROPOLIS.

HERE ARE THE FACTS IN CONNECTION WITH THIS GREATEST OF MODERN AMUSEMENT ENTERPRISES:

#### Abundance Trend Evidence

from diamandis.com/data

Peter Diamandis & Steven Kotler included in their bestselling book "Abundance" in February 2012, 80 charts showing very strong evidence that the world is getting better. Over the last five years, this trend has continued and accelerated. Peace City intends to convert these success stories into an immersive visceral virtual reality experience to inspire a mainstream audience.





**4<sup>th</sup> Floor**: Abundance of Time, of Wisdom, of Happiness, Self-Actualization, Singularity skills

**3rd Floor**: Abundance of Equality, Freedom, Democracy, Happiness University, Conflict resolution skills, Sustainable Ecosystem skills, "Change the world" skills, Singularity University

**2<sup>nd</sup> Floor**: Abundance of Education, Jobs, Energy, Sustainability Technologies, Cognitive Technologies

**1<sup>st</sup> Floor**: Abundance of Food, Water, Air, Housing, Health

ABUNDANCE WORLD FAIR EXHIBITS

The

#### **Happiness University**



## **HAPPY-U**

Peace City also promotes the social and intellectual tools necessary to accomplish abundance by building the "Happiness University" featuring courses in conflict resolution, communication, cross-cultural exchange, financial literacy and courses on how to live a fulfilling and happy life that is not in conflict with others or the planet. This university also provides courses that challenge the outdated concept of scarcity by offering field trips to the work of innovators featured in the book "Abundance".







THE PEACE CITY 3D SHOW is a TV talk show featuring topics, people and showcases related to Peace City, the Abundance World Fair, & the Happiness University PROMOTES ALL OTHER VR 4 IMPACT PROJECTS AS WELL

Takes VR mainstream by combining TV and VR experiences

Television (See Something From A Distance – A Show)

Telezone (Be Somewhere From A Distance – A VR Place)



## It's 2017

It's February 28<sup>th,</sup> today a small group of people who call themselves the "crazies" decided to build Peace City together. Astronauts say that seeing Earth from space changed them forever. Seeing our ideal future visualized, almost being able to touch it, will change us in the same way. Once we've been there and seen it work, we'll emerge hopeful, energized and optimistic. Coming back from an exciting trip makes for great conversations around the dinner table. It's contagious, makes others want to take the same trip. The Abundance World Fair and the Happiness University workshops will show us what works, how we work and instill in us a sense of urgency. If I know what my journey is, then I will get there much faster, it's like a map showing a straight path towards it. Did you ever use google street view to familiarize yourself with your destination? So, ...

What will you do? Let's suppose you could change the world with the choices you make today? Would you care? And if it seemed impossible, would you dare?

Whether you will be in Peace City or not, please talk with your friends, family, colleagues about their vision of a better future. It may spark an idea or plant a seed, maybe even lead to action. After all we become what we most think about, what we clearly visualize, talk about and act upon. It's the law of attraction.

# PEACE CITY's Vision Of The Future

Together we can co-create a positive vision for the future, an immersive experience showing that abundance of food, clear water, clean air & soil, shelter, energy, jobs, education, health, quality information, equality is possible ...

#### The Peace City Vision is based on hundreds of micro-surve describes a new "green global contince City 3D introduces the there is an abundance of food CIPIA URBIS PACIFICAE there is an abundance of energy al principles from the new emerging continent there is a job for every woman & willing to work the first cities on the emerging new continent y has for the past 10 years researched the there is fun immersive education of the new continent and distilled a set of iduals, organizations and governments to harvest the air is clean new continent. Peace City has also developed icres (land size larger than England) of family the water is clear iendly virtual real estate for organizations of ortune 500 companies. the soil is balanced & healthy merging (eighth) continent can, if properly used, e of the greatest economic, social and inter-cultural living healthy or getting well is a has seen since Gutenberg. Working "in" it for with an unshakeable faith in the human spirit people have more time for friend I me with optimism about our future and all ages and wisdom are respected City on the new continent (3D Internet) the workplace is inspiring, motiv there are no agelines, no colorlin an increasing number of processes economic, ecological, social and i processes are sustainable



#### WHO

We get excited about turning the impossible into the inevitable, we grew up in VR and believed in it long before it was fashionable, learned from creating thousands of VR experiences since 2001 and eventually delivered the capability to create a VR continent the size Of England.

Since 2001, the Founder of Peace City, Samy, has produced thousands of global VR experiences and social experiments, did a research in 40 countries about Maslow's hierarchy of needs and discovered a mathematical order that organizes human needs.

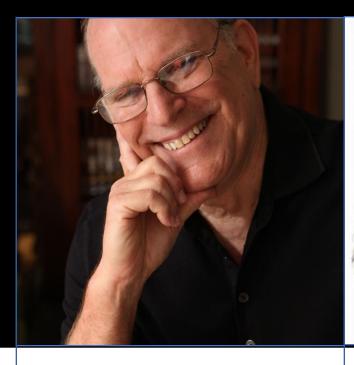




#### **Ambassador**

#### **Diversity Champion**

#### **Technology Visionary**







Craig Marshall never quite fit in. He grew up in a loving home, worked as a child actor in Hollywood, and later graduated from USC Film School. When he was 23 years old, his life took a dramatic turn. An existential crisis led him to become a practicing monk and for the next 35 years, he lived in a California monastery where he spent over 100,000 hours in silent meditation. Brother Craig began traveling the world, teaching mindfulness and mentoring well-known people, including George Harrison of the Beatles and Apple CEO, Steve Jobs. Today he no longer resides in the monastery, but keeps a demanding schedule as an internationally known public speaker and personal consultant to high profile individuals and organizations.

Brother Craig's talk explores wide-ranging topics that have universal appeal:

A quest for a life of purpose

What are people searching for? What do they want?

Top 3 regrets of people at the end of life

Understanding the process of change and transition

Sasha Van Duyn, is an artist, producer and entrepreneur. She is a born Bonairian who lived abroad most of her life, in Europe and the USA.

As a well-traveled mixed cultural person, she embraced the idea of diversity and wanted to be part of making a difference. The goal of her creative work is to celebrate unity, bridge cultural differences and contribute to her community.

and the beauty of diverse people and nature:

It promotes organizations and businesses that help make the local economy sustainable

It recognizes organizations that preserve the natural beauty and sustainable ecosystems

It connects people who help share unique stories with the rest of the world.

Guustaaf Damave is a technology and media guru. His expertise ranges from systems analysis, web development, to physics, filmmaking and innovation. The state of the art of web development is required him to know at least four or five programming languages (HTML, CSS, SQL, and a P[server] language). He says: Can someone please make one language that can do everything? Anyway, in the future we will have two complex entangled quantum objects, one on the server and one Her brand "The Beauty Of The Carribean" is a celebration of Unity in your browser. Instant updates and no need for internet access. This should also open up the possibility of communicating backwards in time, but of course only back to the point when this technology comes into existence. This is all pretty far fetched at the moment, but no more so than a smartphone 100 years ago.

#### **Entertainment Advisory Board**

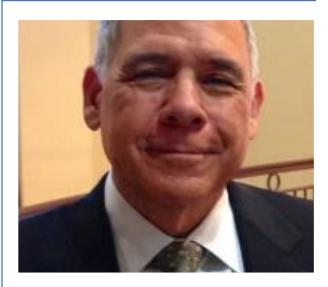


- Jeff Valdez has been producing, writing and directing TV and film for over 25 years, with the likes of Nickelodeon, Lifetime, Disney, Showtime and NBC. Jeff has also consulted and been a keynote and strategist for organizations looking to maximize their reach into the Latino market, with companies like Coca Cola, Miller Beer, Time Warner Cable, Summit Entertainment, and many others. He has been credited with pioneering a new category in American television, The English Language Latino Market, which represents the vast majority of American Latinos. Jeff is a multi-faceted expert, on how to address the multitude of opportunities in this new landscape.
- Mr. Valdez made history as Co-founder, Chairman and CEO of SiTV (now known as Nuvo TV). He launched and oversaw all operations for the critical maiden voyage of the first ever national cable network owned and run by Latinos in the United States. Jeff not only created a lineup of award winning original shows, he also convinced over fifty major brands, to buy advertising on the nascent channel, as well negotiated all the affiliation deals with satellite and cable companies, which led to a majority of the organic growth of Nuvo's national footprint.
- After launching SiTV, Jeff went on to Chair the largest Latino social network at the time, QuePasa Corp (NASDAQ), helping grow the stock from \$1 to 15 a share and simultaneously Co-Chaired a film distribution company in the US, Maya Entertainment. Jeff has a regular blog on the Huffington Post.

#### AWARDS AND HONORS

- "One Of The Top 50 People Who Matter," CNN
- "The Racial Harmony Award," Center For Ethnic Understanding
- "Top 50 Minorities In Cable." Multichannel News
- "Alma Award," National Council Of La Raza
- "Top 10 Players in the U.S. Hispanic Media Market," Ad Age
- "Imagine Award," Imagine Foundation
- "Quasar Award," NAMIC
- "Top 50 Marketers in America," Advertising Age

#### **Business Advisory Board**



• Prior to founding Themographic Solutions, Raul Alvarado retired from Accenture after 33 years of service. Accenture is a global management consulting, technology services and outsourcing company. He started his career in Chicago in 1974. In 1985, Raul became a partner and transferred to Bilbao, Spain to lead the Spanish manufacturing practice. He returned to the U.S. in 1990 and relocated to Los Angeles. In 2003, he was asked by Accenture's CEO to become the Global COO for the Products (health care, industrial, automotive, consumer products) practice. In 2005 his responsibilities shifted to leading the Global COO's of the various market units within Accenture. Before retiring in 2007, he led the Accenture practice in Southern California working in the development of the local market. Raul also worked as independent consultant working with organizations and senior executives. He is on the Executive Board of AAXIS Corporation. Raul served as Chairman of the Board of Children's Institute, Inc. from 1998-1999, and from 2002 through 2010. CII is a non-profit organization helping disadvantaged children and families. Raul retired from the board in October 2015. He is also a past board member of the Fulfillment Fund. The Fulfillment Fund help Los Angeles students overcome obstacles to finish high school and pursue the dream of a life-changing college education. In 2006, Raul founded A Thousand Joys. ATJ is a non-profit consulting and training organization that helps organizations create healthy work environments for their employees and improve their overall effectiveness. It blends best business practices and proven psychological treatment approaches, to promote enduring positive change. Raul grew up in Panama and came to the U.S. to go to college. He graduated with high scholastic honors in Chemical and Petroleum Refining Engineering from the Colorado School of Mines and has a Master of Science in Industrial Administration (MBA) from Purdue University.

#### **Strategy Advisory Board**



Robert Grant is an entrepreneur and executive with 30 years of business development and corporate management experience. He has held senior management and corporate officer positions with NYSE-listed public companies as well as start-ups to large, multinational private companies, including: Accenture Consulting, Infineon Technologies – International Rectifier, and Future Electronics.

Robert is a hands-on leader who takes a strategic and collaborative approach to develop strong teams to create demand, enhance customer loyalty, and maximize financial results. Robert's areas of expertise include: Strategic Planning, Customer / Business Acquisition and Development, Market Analysis, Strategic Sales Management, Partnership and Customer Relationship Management, Corporate Marketing and Advertising, and Capital Development.

# THIS CONCLUDES OUR PRESENTATION

The Abundance World Fair is part of a much more comprehensive long-term strategy for Peace City. We have over the years carefully thought through and put together the components necessary to realize the vision of Peace City. We placed them in a strategic context to each other, much like pieces on a chess board. If you're interested in the big picture, please find below the components of our long-term vision.

#### **Strategy**

## Peace City Values

## Peace City Places

#### Our Vision For VR

#### The Peace City 3D Show – TV + VR

#### Team Experience







Peace City's Vision Of You

riou are unique, you are one of a kind, extraordinan, you are the ultimate expression of a evolution that started an eternity ago.

You are strong, beautiful, capable and desrive respect for all that is great about you.

You're born with ability and integrity.

































We grew up in VR



We travelled in time



We created places before they existed

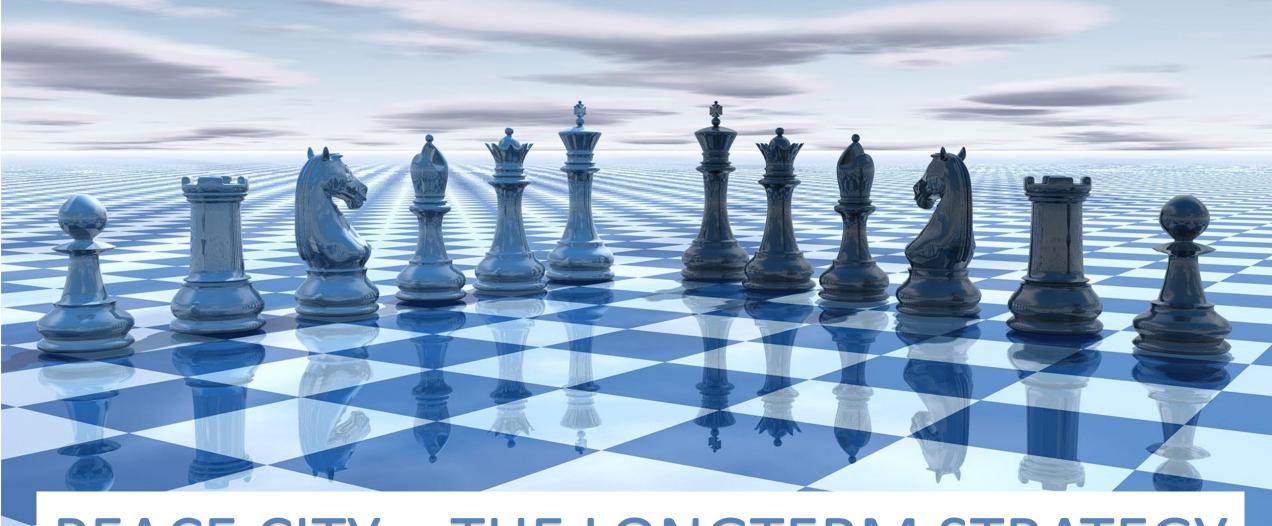


We explored Business Applications of VR



We explored Educational Applications of VR





PEACE CITY — THE LONGTERM STRATEGY



## OUR PHILOSOPHY

How we think about people and the world



Our Generations can make or break the future



## Peace City's Vision Of You

You are unique, you are one of a kind, extraordinary, you are the ultimate expression of an evolution that started an eternity ago.

You are strong, beautiful, capable and deserve respect for all that is great about you.

You're born with ability and integrity.





#### Peace City 3D stands for the 3 stages of progress: Dream it, Do it, Deliver it



## DREAMTOWN

- Peace City Dreamtown is a place for the imagination nation, visionaries, innovators, creative people, artists ...
- A place where your imagination can soar freely
- The sky is not the limit
- Birthplace of new ideas
- Meeting ground for people with new ideas





## Peace City Happiness University

Life-Science













## OUR VISION FOR VR

The Technology



# Technology: Like Wordpress For VR

- Peace City uses technology with the goal of rapid proliferation of VR adoption. To make VR ubiquitous, content creation needs to be easy and fast.
- Peace City technology democratizes access to and creation of virtual reality by putting easy to use tools in the hands of every user. We call this technology the "WordPress for VR".
- Peace City intends to build on ActiveWorlds technology which already has developed a way that makes building your own virtual home as easy as creating a WordPress website.

## PEACE CITY SIMPLICITY



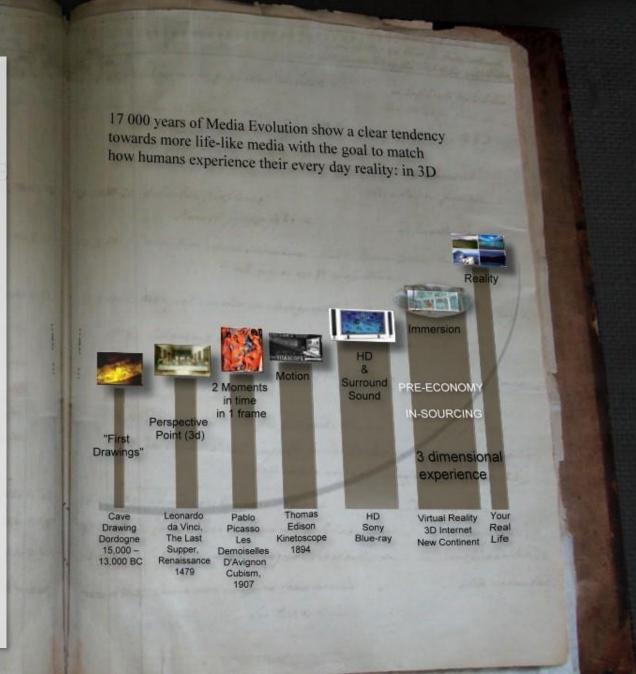
## WHY VR?

#### IT'S THE RESULT OF MEDIA HISTORY

The history of our media clearly points toward virtual reality.

- At first our species created cave drawings,
- Later Leonardo Da Vinci popularized the perspective point, a new way to portray the depth of a room.
- This was followed by motion pictures, black and white, then color then high definition and eventually 3D Imax movies.

We as people want our media to match our experience of reality and VR is a logical conclusion to our quest. VR is therefore also the most intuitive way to learn.

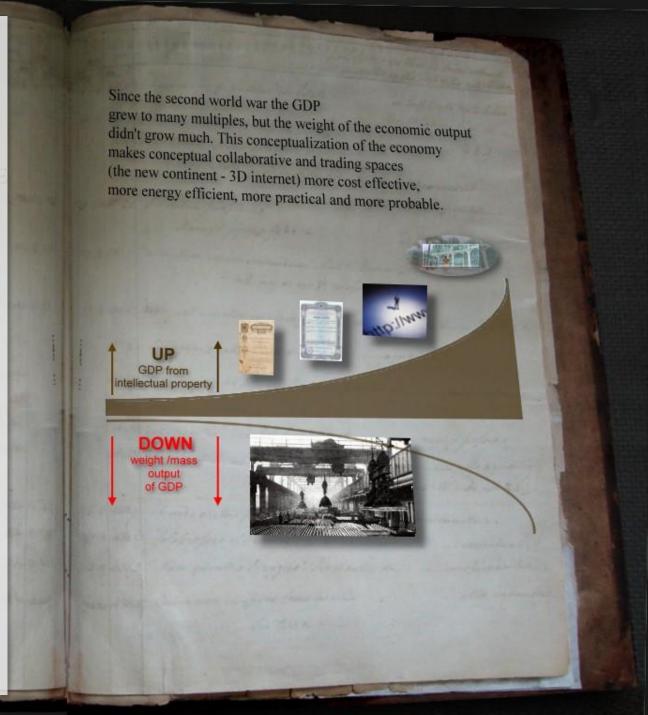


## WHY VR?

### IT'S GOOD FOR OUR ECONOMY

Virtual Reality is also visualizes the evolution of our economy. Peace City founder Samy Montechristo correlates the conceptualization of advanced economies with the virtualization of reality. "VR" he says, "is one of the few technologies that pass the 6D test for exponential entrepreneurs". In the book "Bold" Flow Genome Project founder Steven Kotler and XPRIZE CEO Peter H. Diamandis introduce the 6D's:

- 1. Digitalization
- 2. Deception
- 3. Disruption
- 4. Demonetization
- 5. Dematerialization
- 6. Democratization



## WHY VR?

#### IT'S GOOD FOR OUR BRAINS

The abstraction funnel is a concept by Peace City founder Samy Montechristo and describes how our brains "down-convert high-bandwidth to low-bandwidth" concepts

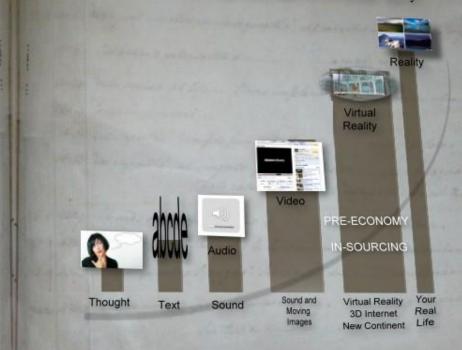
- We reduce the storage and processing needs of our brains by converting our experience of reality into more abstract forms such as text.
- This helps to conserve energy and enables our brains to store more memories.
- Virtual reality is the closest to our experience of actual reality

We as people want our media to match our experience of reality and VR is a logical conclusion to our quest. VR is therefore also the most intuitive way to learn.

The ABSTRACTION FUNNEL is an original Peace City concept describing the process of information (de)construction taking place in the human brain.

The purpose of the abstraction funnel is to increase the storage capacity as well as the handling speed of information.

Thoughts are therefore highly mobile micro representations of reality. Per Einstein's equation they can be described as tiny energy as well astiny things. Thus thoughts, dreams & vision are the first evidence of reality. Because of the exponential growth of the conceptual economy (information & virtualization economy) our energy needs and our economy can profit from this concept by emulating this process. We can deconstruct processes and handle them in a lower energy state such as in virtual reality.



# TELEVISION & VIRTUAL REALITY

Getting the mainstream audience excited about VR





## Methodology: TV + VR

Takes VR mainstream by combining TV and VR experiences

Television (See Something From A Distance – A Show)

Telezone (Be Somewhere From A Distance – A VR Place)

### Mainstream VR

- Peace City aims to promote VR for impact in the mainstream by connecting it seamlessly with the experience of a Television program.
- Peace City does this by working with top Hollywood producers to create the Peace City 3D Show, a program that features VR for impact experiences and their creators.
- Every week the Peace City 3D Show features new episodes with VR4Impact experiences and their makers thus creating growing awareness as well as delivering a constant flow of new audiences heading into VR.
- Viewers can experience "Telezones", which are engaging, immersive VR extensions of TV programs.







## 

# OUR PASSION & EXPERIENCE

We grew up with VR



## We grew up in VR

Since 2001 Peace City delivered a broad range of VR experiences

Art

&

V-commerce





### We travelled in time

We created

The Past

&

The Future





## We created places before they existed

We helped organizations to pre-visualize

## Commercial

&

## Residential Real Estate





## We explored Business Applications of VR

Since 2001 Peace City explored the implications of VR for:

VR business meetings

VR vacations

&

Entertainment





## We explored Educational Applications of VR

- Since 2001 Peace City delivered VR experiences for:
- VR classrooms
- Sustainable agriculture
- Learning from other centuries
- Learning from other cultures



