



TerraZero

# Welcome to the Intraverse: The Next Dimension of Virtual Engagement

INVESTOR PRESENTATION / JULY 2023





# Redefining the Way People Live, Work and Play

## Our Mission

Bridging the physical and digital world by **eliminating barriers** to entry by pioneering the way people live, work and play through **scalable**, immersive, interactive and inclusive digital environments built **for consumer devices**.

## Who We Are

A cutting-edge **SaaS company** that facilitates the creation of a fully immersive 3D virtual experience which connects **the entire omni-channel** strategy into one **monetizable and interactive** environment.



**Today's internet is about consuming content while tomorrow's internet is about experiencing content.**



**– Dan Reitzik, CEO of TerraZero**

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### FOUNDED IN

May 2021

### OUR TEAM

25+ Employees

### LAUNCHED BUILDS

20+ Activations

### PROPRIETARY TECHNOLOGIES

Intraverse, Modular Design, Payments



## Who We Work With



ESTÉE LAUDER

BCBGMAXAZRIA



ANGELS ENVY





# Key Investment Highlights

Commitment to long-term value creation and growth potential for our investors.



**Next Gen Digital  
Solution**



**Scalable Products  
& Services**



**Sustainable  
Recurring  
Revenue Model**



**Leading the  
Future of E-  
Commerce**



**World's Leading  
Brands as Clients**



# The Future of eCommerce, Social and Analytics

## The Intraverse (MV, AR, VR, XR)

An always-on virtual experience where people can explore, use as a second-screen, look for new products, learn, and align with brands which share their values.

As a global point of entry for your brand home, the Intraverse is a place where SMBs can access new global audiences, and consumers can better connect with the brands, artists and content they love.



**TerraZero** is at the forefront of immersive technologies, developing the Intraverse – an immersive virtual environment where brands and companies can house their own private virtual worlds, complete with safe transactions using fiat, and KYC/AML verification systems.

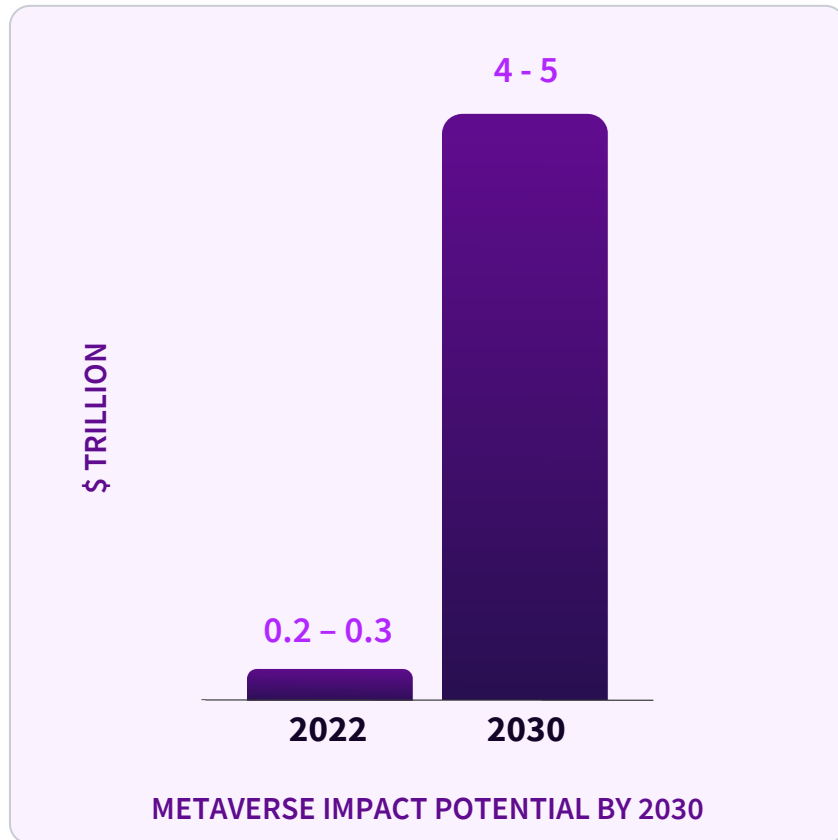
[Watch Demo Video](#)





# Growing Global Demand for Digital Presence

By 2030 the metaverse could generate **\$4 trillion to \$5 trillion** across consumer and enterprise use cases, highlighting the **significant growth potential** for those classified as low or medium use cases.



## RELATIVE 2030 USE CASE POTENTIAL



### CONSUMER USE CASES

- |                    |                |                  |
|--------------------|----------------|------------------|
| E-commerce         | Ads            | Health & Fitness |
| Live Entertainment | Gaming         | Virtual Assets   |
| Education          | VR/AR Hardware | Digital Media    |

### ENTERPRISE USE CASES

- |                        |                     |                     |
|------------------------|---------------------|---------------------|
| Banking                | Healthcare Provider | Resource Industries |
| Discrete Manufacturing | Transportation      | Investment          |
| Professional Services  | Wholesale           | Local Government    |
| Retail                 | Construction        | Utilities           |
| Telecommunications     | Education           | Consumer Services   |
| Media                  | Central Government  | Insurance           |
| Process Manufacturing  |                     |                     |

SOURCE: McKinsey & Company. (2022, June). Value creation in the metaverse: The real business of the virtual world. Retrieved from <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/value-creation-in-the-metaverse>



# The Next Social Media Platform



Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages.



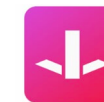
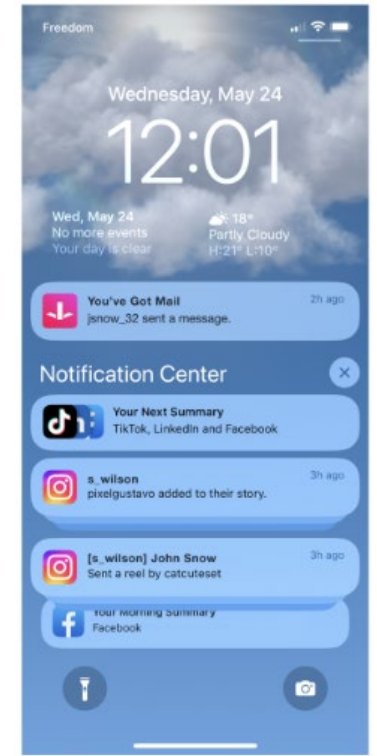
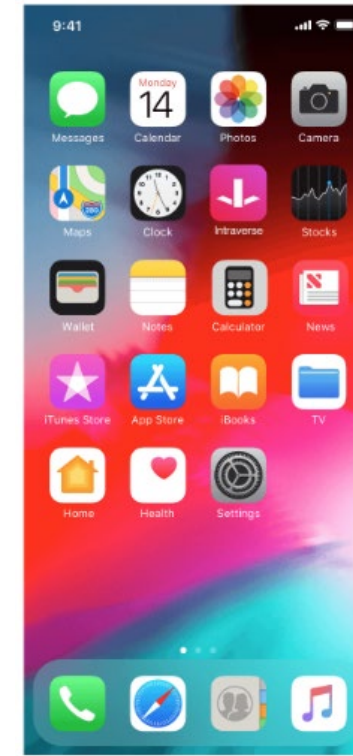
The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful.



Instagram is a social media platform that emphasizes photo and video sharing via its mobile app. You can take, edit, and publish visual content for both followers and non-followers, as long as your account is public.



TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.



## The Intraverse

A brand and company-focused virtual and immersive environment, with plenty of gamified experiences and quests where safe transactions and KYC can occur.



# Go to Market Strategy

## 1) Annual Recurring Revenue Model

<p><b>Intraverse Live Entertainment</b></p> <ul style="list-style-type: none"> <li>• Fee based, with subscription add-ons</li> <li>• Digital assets, skins</li> </ul> <p>Target Audience: Consumers</p>	<p><b>Intraverse Pro Small Business</b></p> <ul style="list-style-type: none"> <li>• Monthly subscription fee</li> </ul> <p>Target Audience: Artists, Retail, Creators, SMBs</p>	<p><b>Intraverse/Enterprise Enterprise Offering</b></p> <ul style="list-style-type: none"> <li>• Monthly maintenance fee for the usage of tech stack</li> </ul> <p>Target Audience: Brands, Corporations, Government Agencies</p>	<p><b>Payment Product All Audiences</b></p> <ul style="list-style-type: none"> <li>• Licensing fee</li> <li>• Transaction fees / purchase</li> </ul> <p>Target Audience: Enterprise, Small to Medium Businesses and Consumers</p>
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## 2) One Time Revenue Model

TerraZero employs an in-house studio of multi-disciplinary artists, designers, developers and programmers to create, build and deploy 3D models using game development, design, and generative AI.

## ONE PLATFORM, MULTIPLE FEATURES

### Digital Presence

Establish or enhance digital presence for brands, through custom builds.

### Tiered Offering

Offering multiple tiers with different subscription levels and features depending on needs.

### Brand Performance

Easily scale with built-in marketing and business solutions acting as an e-commerce platform.





# Use Cases Across Different Channels



## Intraverse Enterprise

Client : Bebe Rexha & Warner Records

- First-ever Intraverse activation for Bebe Rexha and Warner Records.
- Omni-channel strategy, with users driven directly via mobile from social posts.



## Enterprise Virtual Builds

Client : Fidelity International

- Collaborated with Fidelity International to deploy a state-of-the-art metaverse activation in the Decentraland Metaverse.
- One of the first experiences of its kind launched by a global asset manager



## Strategic Partnerships

SEED Group in the UAE

- The Dubai Metaverse Strategy positions the UAE to become a global hub and economic epicenter for Metaverse commerce.
- TerraZero has formed a partnership with the SEED Group, streamlining the onboarding of government agencies and enterprises.



## Cap Table & Key Financials

Type of Security	Number
Common Shares	53,197,539
Warrants	4,001,288
Stock Options	4,775,000



# Key Milestones

## APRIL 2023

- Intraverse Enterprise Beta

## Q3/Q4 2023

- Payment Product Beta Launch

## Q3/Q4 2023

- Intraverse PRO Beta Launch
- Intraverse LIVE Beta Launch

## Q1 2024

- Intraverse Ecosystem Beta Launch

\*Actual demo footage of an Intraverse environment.





# Leadership Team



**Dan Reitzik**  
**Director and Chief Executive Officer (CEO), Board Member**

Dan is a blockchain visionary that is passionate about innovative technology trends to help solve complex problems or respond to changing market conditions.

He was the Co-Founder and CEO of **DMG Blockchain Solutions (TSXV-DMGI)** from 2016 until March 2021 when he left DMG to launch TerraZero Technologies.

Dan believes the Metaverse is the next significant evolution to occur as a result of blockchain technology.



**Ryan Kieffer**  
**Co-Chief Operating Officer (COO)**  
**Chief Metaverse Officer (CMO) , Board Member**

Ryan oversees many of Terrazero's business divisions & manages the production of Metaverse events. He is the Co-Founder of **BEAR NFT**, a Metaverse marketing agency, & **Confidential Creative**, a creative agency & animation studio, with a portfolio of music videos & animations for Maroon 5, Journey, Carrie Underwood, Peacock Kids & more. He has leveraged both skill sets to produce Halloween events and To the Moon Fest, Decentraland's first live music festival.



**Brandon F. Johnson**  
**Co-Chief Operating Officer (COO)**  
**Chief Experience Officer (CXO)**

Brandon oversees TerraZero business development initiatives & serves as a Director across many TerraZero divisions.

He led creative & execution for clients & projects in blockchain, VR/AR, gaming, animation, film & series television. He also managed freelance teams & community development initiatives for freelance platforms.



**Ryan Cheung**  
**Chief Financial Officer (CFO)**

Mr. Cheung, CPA, CA, has been providing accounting, management, securities regulatory compliance services to private and public-listed companies.

He also serves as an officer and/or director of a number of public-listed companies. Mr. Cheung holds a Bachelor of Commerce degree from the University of Victoria and is a member of the Chartered Professional Accountants of British Columbia.



**Sonia Graham**  
**Controller**

With over 12 years of experience in senior finance roles for both publicly traded and private companies, Sonia oversees financial reporting, budgeting and forecasting, as well as implementation of the company's accounting policies.

She was previously Director of Financial Reporting at **CloudMD**, a telemedicine company trading on the TSX Venture Exchange and Associate Director, Finance, at **Xenon Pharmaceuticals**, a biopharmaceutical company.



**Kayla Arbez**  
**Metaverse Experience Team lead**

As the lead developer of the Metaverse experience team, Kayla brings a wealth of knowledge leading cross-functional teams in building immersive and interactive virtual experiences.



# Advisory Board

## Michael Zyda Advisor

Mr. Zyda founded the USC Computer Science Games Program and the year-long advanced game projects course that forms the core of USC Games. Mr. Zyda is an ACM Fellow, IEEE Fellow, an IEEE Virtual Reality Technical Achievement Award winner, a Senior Member of the National Academy of Inventors, a Fellow of the Asia-Pacific Artificial Intelligence Association (AAIA) and a National Associate of the National Academies. Mr. Zyda is a member of the Editorial Board & Games Column Editor, IEEE Computer magazine. Mr. Zyda is a Distinguished Collaborator for the Stanford Human Perception Laboratory affiliated with the Institute for Human-Centered AI.

Mr. Zyda will serve as an advisor to TerraZero regarding Metaverse technologies and acquisition of talent.

## Jon Vlassopoulos Advisor

Mr. Vlassopoulos is the CEO of Napster, the leading independent music streaming service. Prior to Napster, Jon was Vice President, Music for Roblox, the largest UGC gaming platform where he conceived and produced hugely successful virtual concerts, virtual worlds for brands, artists and labels and generated \$100M+ of revenue for artists with merch sales. Jon is also the managing partner and founder of [A-Force Ventures](#), an early-stage venture capital firm focused on investing in market-defining consumer technology companies led by female founders and co-ed teams. Mr. Vlassopoulos is a recognized technology, media, advertising, metaverse and telco thought leader with 25 years of global experience in the U.K., Asia and the U.S. and has held executive roles at companies such as AT&T Wireless, Endemol, Bertelsmann, BMG and Roblox. In his corporate roles, Mr. Vlassopoulos has managed end-to-end M&A processes and has helped companies launch new divisions, grow into new business areas, create new revenue streams, and establish market leadership positions.



# Disclaimer & Forward-Looking Information

This document contains forward looking statements or information, including Future Oriented Financial Information (“FOFI”) that relate to our current expectations and views of future events. Certain information contained herein and certain oral statements made are forward-looking and relate to TerraZero Technologies Inc.’s (“TZ”) business strategy, completion of products and services that are under development, any estimate of potential earnings, the completion of any transaction including contracts with potential customers, acquisition of additional land and assets, product development, timing of product development, events, courses of action, the potential of TZ’s technology, and other matters. Statements which are not purely historical are forward-looking statements include any statements regarding beliefs, plans, outlook, expectations or intentions regarding the future including words or phrases such as “anticipate,” “objective,” “may,” “will,” “might,” “should,” “could,” “can,” “intend,” “expect,” “believe,” “estimate,” “predict,” “potential,” “plan,” “is designed to,” “project,” “continue” or similar expressions suggest future outcomes or the negative thereof or similar variations. Forward-looking statements may include, among other things, statements about: our expectations regarding our expenses, sales and operations; our anticipated cash needs and our estimates regarding our capital requirements and our need for additional financing; our ability to anticipate the future needs of our customers; our plans for future products and enhancements of existing products; our future growth strategy and growth rate; our future intellectual property; and our anticipated trends and challenges in the markets in which we operate.

The FOFI has been prepared by our management to provide an outlook of our activities and results and may not be appropriate for other purposes. Our management believes that the FOFI has been prepared on a reasonable basis, reflecting management’s best estimates and judgments. An investor should read this document with the understanding that our actual future results may be materially different from what we expect.

Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which TZ will operate in the future, including the demand for our products, anticipated costs and ability to achieve goals, the TZ’s ability to complete any contemplated transactions, prices of cryptocurrencies, and that there will be no regulation or law that will prevent TZ from operating its business. Although TZ believes that the assumptions underlying these statements are reasonable, they may prove to be incorrect. Given these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements.

Forward-looking statements are subject to known and unknown risks, uncertainties and other important factors that may cause the actual results to be materially different from those expressed or implied by such forward-looking statements, including but not limited to, business, economic and capital market conditions; the ability to manage our operating expenses, which may adversely affect our financial condition; our ability to remain competitive as other better financed competitors develop and release competitive products; regulatory uncertainties; market conditions and the demand and pricing for our products; the demand and pricing of cryptocurrencies and NFTs; security threats, including a loss/theft of TZ’s cryptocurrencies and NFTs; our relationships with our customers, developers and business partners; our ability to successfully define, design and release new products in a timely manner that meet our customers’ needs; our ability to attract, retain and motivate qualified personnel; competition in our industry; our ability to maintain technological leadership; the impact of technology changes on our products and industry; our failure to develop new and innovative products; our ability to successfully maintain and enforce our intellectual property rights and defend third-party claims of infringement of their intellectual property rights; the impact of intellectual property litigation that could materially and adversely affect our business; our ability to manage working capital; and our dependence on key personnel. TZ may not actually achieve its plans, projections, or expectations.

Factors that could cause actual results to differ materially from those in forward-looking statements include, failure to obtain regulatory approval, the continued availability of capital and financing, technology failures, failure to obtain any permits required to operate the business, the impact of technology changes on the industry, the impact of Covid-19 or other viruses and diseases on the Company’s ability to operate and hire personnel, competition, security threats including stolen cryptocurrencies, NFTs and digital assets from TZ or its customers, consumer sentiment towards TZ’s products, services and the Metaverse generally, failure to develop new and innovative products, litigation, increase in operating costs, increase in development and labor costs, failure of counterparties to perform their contractual obligations, government regulations, loss of key employees and consultants, and general economic, market or business conditions.

Except as required by law, we undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future event or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events. Neither we nor any of our representatives make any representation or warranty, express or implied, as to the accuracy, sufficiency or completeness of the information in this presentation. Neither we nor any of our representatives shall have any liability whatsoever, under contract, tort, trust or otherwise, to you or any person resulting from the use of the information in this presentation by you or any of your representatives or for omissions from the information in this presentation.

# Let's work together

Ready to jump into the future of the internet? Reach out to our team and we'll get you started.

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