



# Metaverse Gaming

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# AR

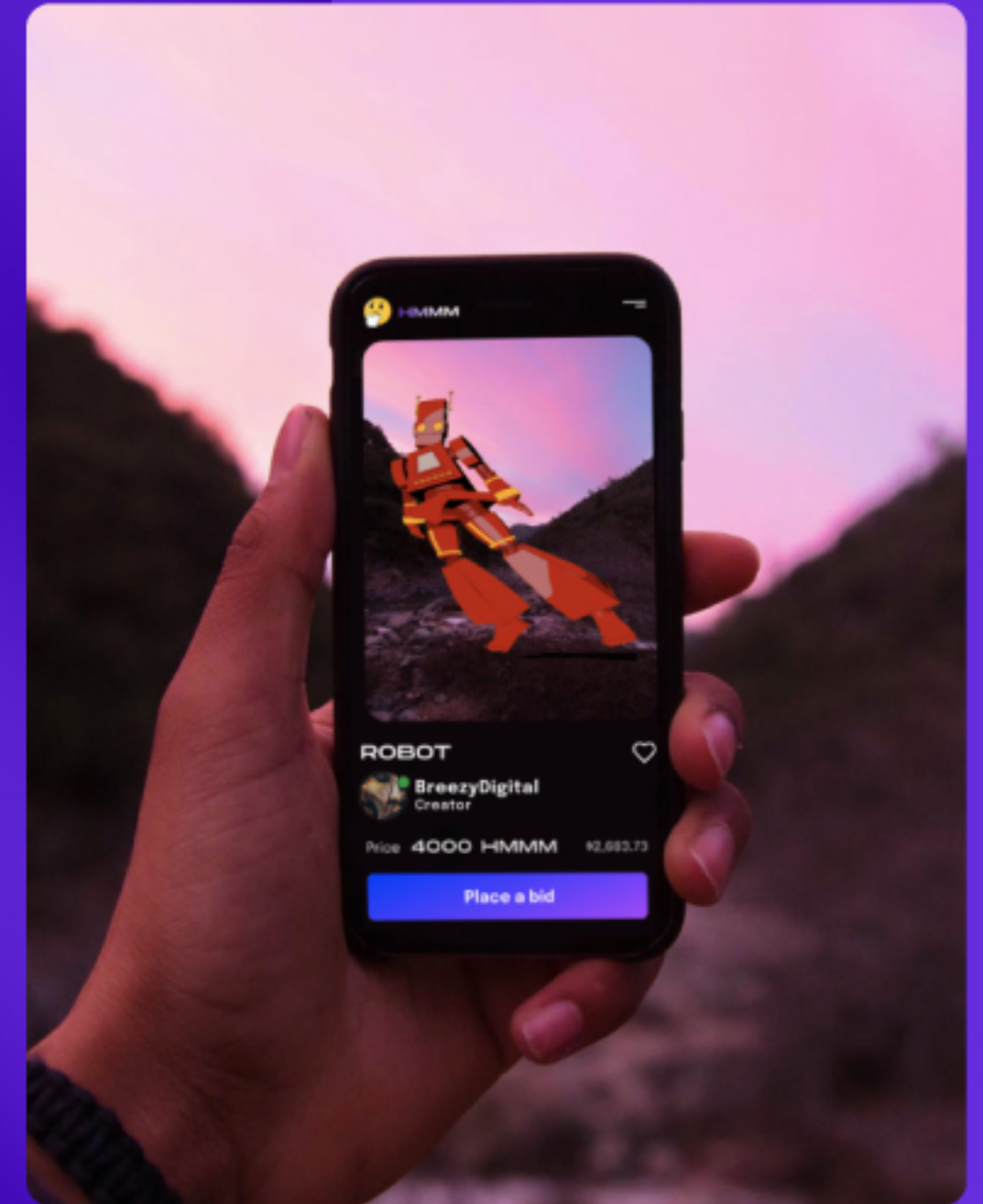
Create, publish, distribute, and  
exchange 3D content in the real-world.

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Example of a user  
discovering a 3D NFT using  
Augmented Reality.

Our platform will power  
the Metaverse in AR.

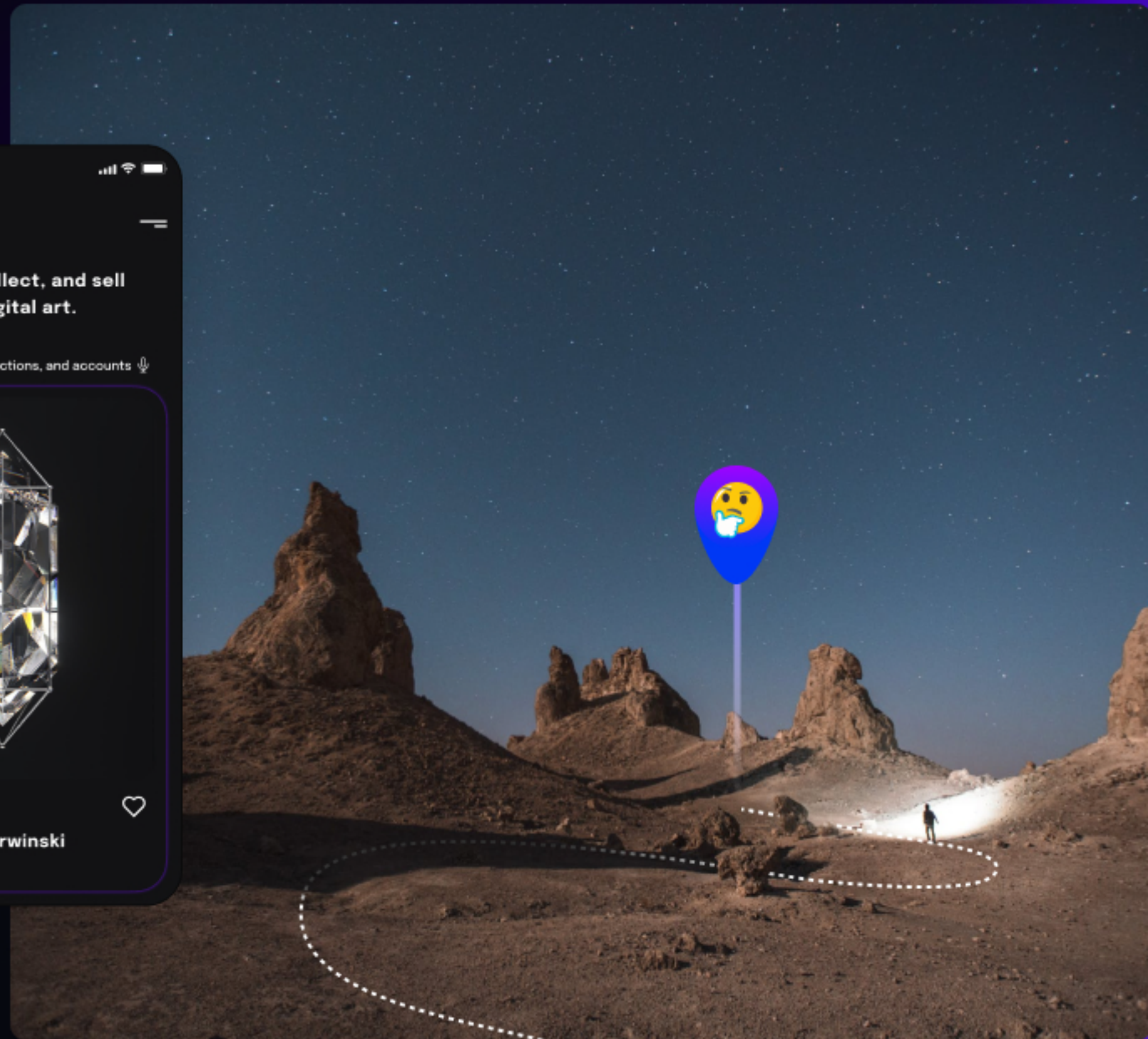
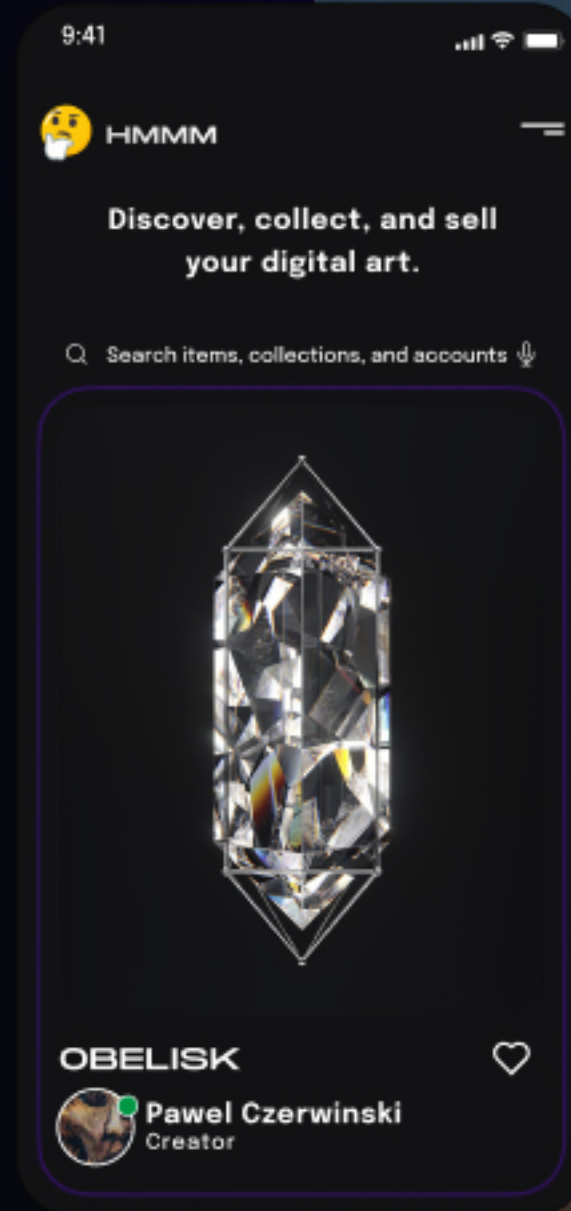




## SUMMARY

The Exchange is a digital platform to create, publish, distribute, and exchange experiences, and NFT's in the real-world.

Our goal is to convert the real world into a giant game board where users can discover, collect and trade NFTs based on 3D models and hidden value tokens at real-world locations.





## INNOVATION

Hmmm is part of an entirely new universe. Our platform, token, and technology will exist at the intersection of many of the **fastest growing trends in web 3**

Our vision is to build a project that bridges multiple growing markets and give more people access to connect through emerging technologies in the real world, as they explore their own communities.

Online Gaming

Social Media

Digital Real Estate

Augmented Reality

NFT Trading

Staking

Digital Art

Web 3

Decentralized Finance

# THE METAVERSE

LOOKING AHEAD

# We see massive opportunity.

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The NFT market experienced a near 10X gain between Q2 2021 and Q3 2021 to over \$10 Billion.<sup>1</sup> Combined with the staggering growth of metaverse projects and the lack of AR experiences around digital art we are poised to capture a large share of various global markets.

The Metaverse market size was estimated at USD \$47 Billion in 2020 with an expected revenue CAGR of 43.3%.<sup>2</sup> With growth at this expected rate, the market size will exceed \$600 Billion by the end of the decade.







Gaming is the area where these interests collide and the market is growing at an incredibly healthy rate. Per a report from Grand View Research, "The global video game market size was valued at USD 151.06 billion in 2019 and is expected to grow at a Compound Annual Growth Rate (CAGR) of 12.9% from 2020 to 2027."



Technological proliferation and innovation in both hardware and software are expected to be the key factors driving the growth. The growing penetration of internet services coupled with the easy availability and access of games on the internet across the globe is also expected to keep the market growth prospects upbeat in the forthcoming years."

## Highlights.



**\$600 Billion  
Market Potential**



**The right moment  
for emerging tech**

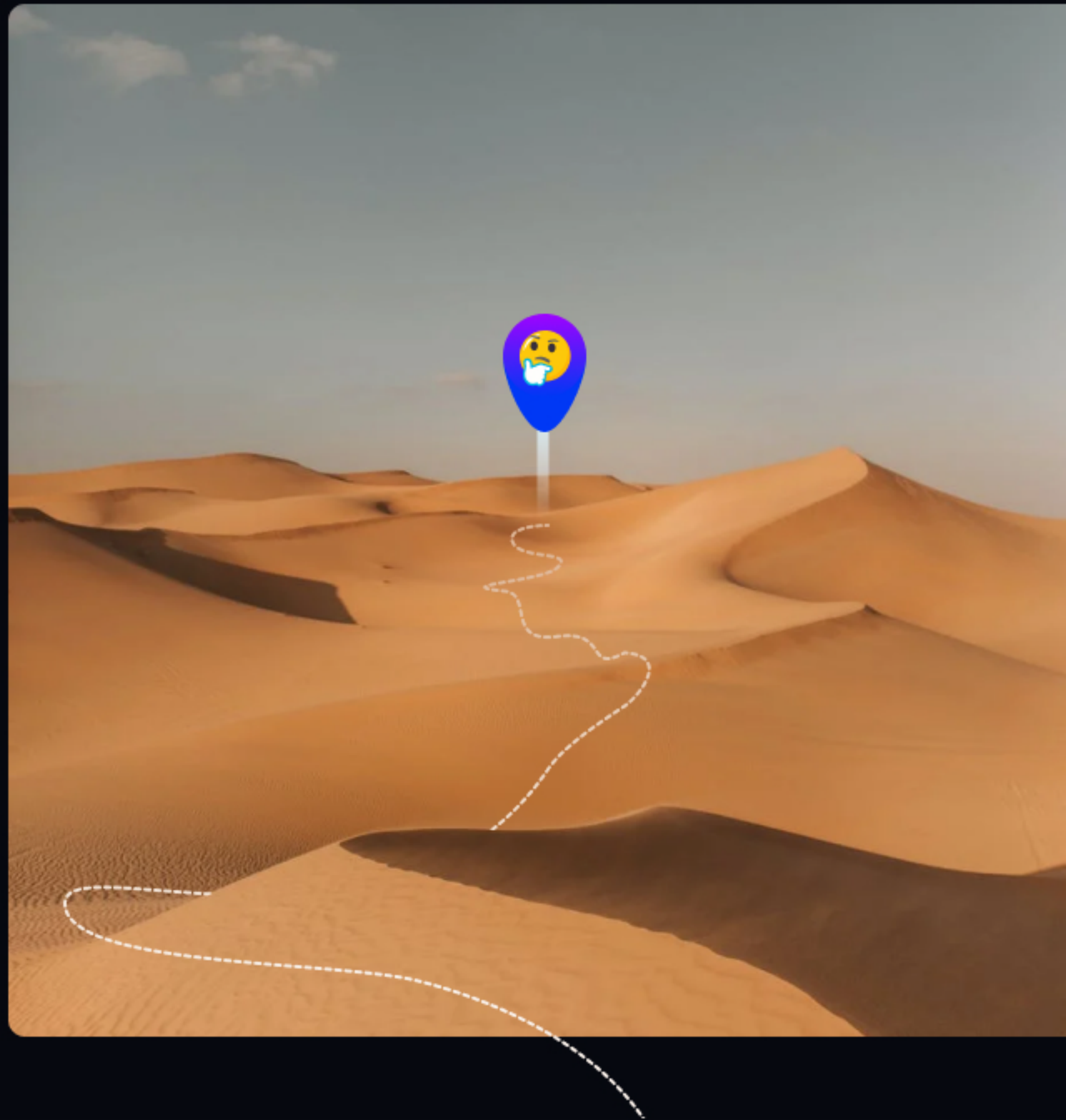


**We will obtain first  
mover advantage**

1. Person, & Howcroft, E. (2021, October 4). NFT sales surge to \$10.7 bln in Q3 as Crypto Asset Frenzy hits New highs. Reuters. Retrieved November 30, 2021, from <https://www.reuters.com/technology/nft-sales-surge-107-blm-q3-crypto-asset-frenzy-hits-new-highs-2021-10-04/>.
2. Emergen Research, <https://www.emergenresearch.com/>. (n.d.). Metaverse market. Metaverse Market Share | Metaverse Industry Trend by 2028. Retrieved November 30, 2021, from <https://www.emergenresearch.com/industry-report/metaverse-market>.
3. Video game market size, share: Industry Report, 2020-2027. Video Game Market Size, Share | Industry Report, 2020-2027. (n.d.). Retrieved November 30, 2021, from <https://www.grandviewresearch.com/industry-analysis/video-game-market>

# OUR PLATFORM

NFT EXCHANGE • AR METAVERSE • COMMUNITY





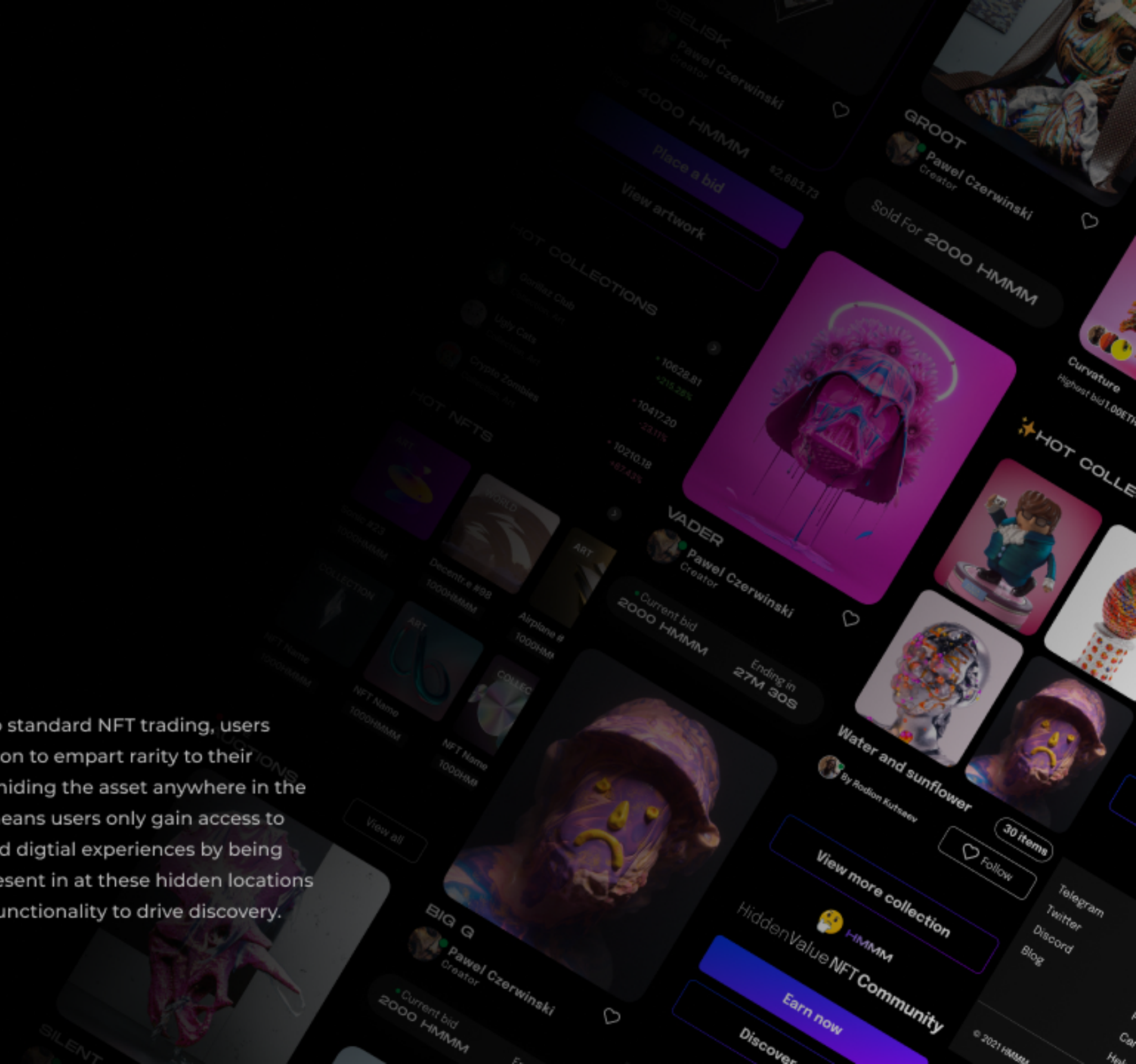


OUR PLATFORM

# NFT Exchange

The exchange will empower users to purchase, trade, and mint their own NFTs and augmented reality experiences and the HMMM token will serve as the underlying currency that powers all offerings, experiences, animations and artwork in the HMMM Metaverse.

In addition to standard NFT trading, users have the option to impart rarity to their creations by hiding the asset anywhere in the world. This means users only gain access to rare NFT's and digital experiences by being physically present in at these hidden locations and use AR functionality to drive discovery.





When creators upload NFTs to the exchange, rarity determines the quantity that exist in-world. For example, if a creator specifies a rarity of 10, they can select 10 real-world locations for the NFT to appear. Once a user discovers and purchases the NFT, the asset disappears from that real-world location. Once a new owner obtains the NFT, they can edit the rarity, price in HMMM, and locations if they wish to make the asset discoverable and purchasable for others.

Every NFT will be thoroughly moderated before they are made public on the exchange. NFTs that will be accepted will be carefully crafted 3D models and experiences, and the moderation team will decline explicit, offensive, or poor-quality submissions from the exchange.



## NFT's Will Be

1

Artwork and digital  
AR Experiences

2

Rare and often times  
difficult to obtain

3

Found globally in  
real-world locations

4

Held to high standards  
of excellence

OUR PLATFORM

# AR Metaverse

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Users will enter the metaverse by enabling the camera feature in the app to explore the real world with hidden virtual assets

This platform will be designed at the guidance of our engineering team, though we are already exploring the benefits of Lightship's Augmented Reality Developer Kit (ARDK), built by Niantic, publisher of such AR hits like Pokémon GO and Harry Potter Wizards Unite. From their documentation, "Niantic Lightship supports hundreds of millions of users through a client platform that sets and standard for AR, using segmented semantics, mapping, and multiplayer."

As part of our long term vision for Lightship ARDK, we are building a 3D map of the world using our Visual Positioning System (VPS) and advanced tools to power a whole new type of contextual content at a global scale to meet the world where they currently are."<sup>1</sup>

1. Niantic Lightship. (n.d.). Retrieved November 30, 2021, from <https://lightship.dev/>.



OUR PLATFORM

# Community

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The community growth and enthusiasm around HMMM is why this project exists, and it will be a major focus for us moving forward. The experience for users should be one that is socially rewarding and we will continue to grow on Telegram, as well as introducing other platforms to meet and discuss such as Discord and Reddit.

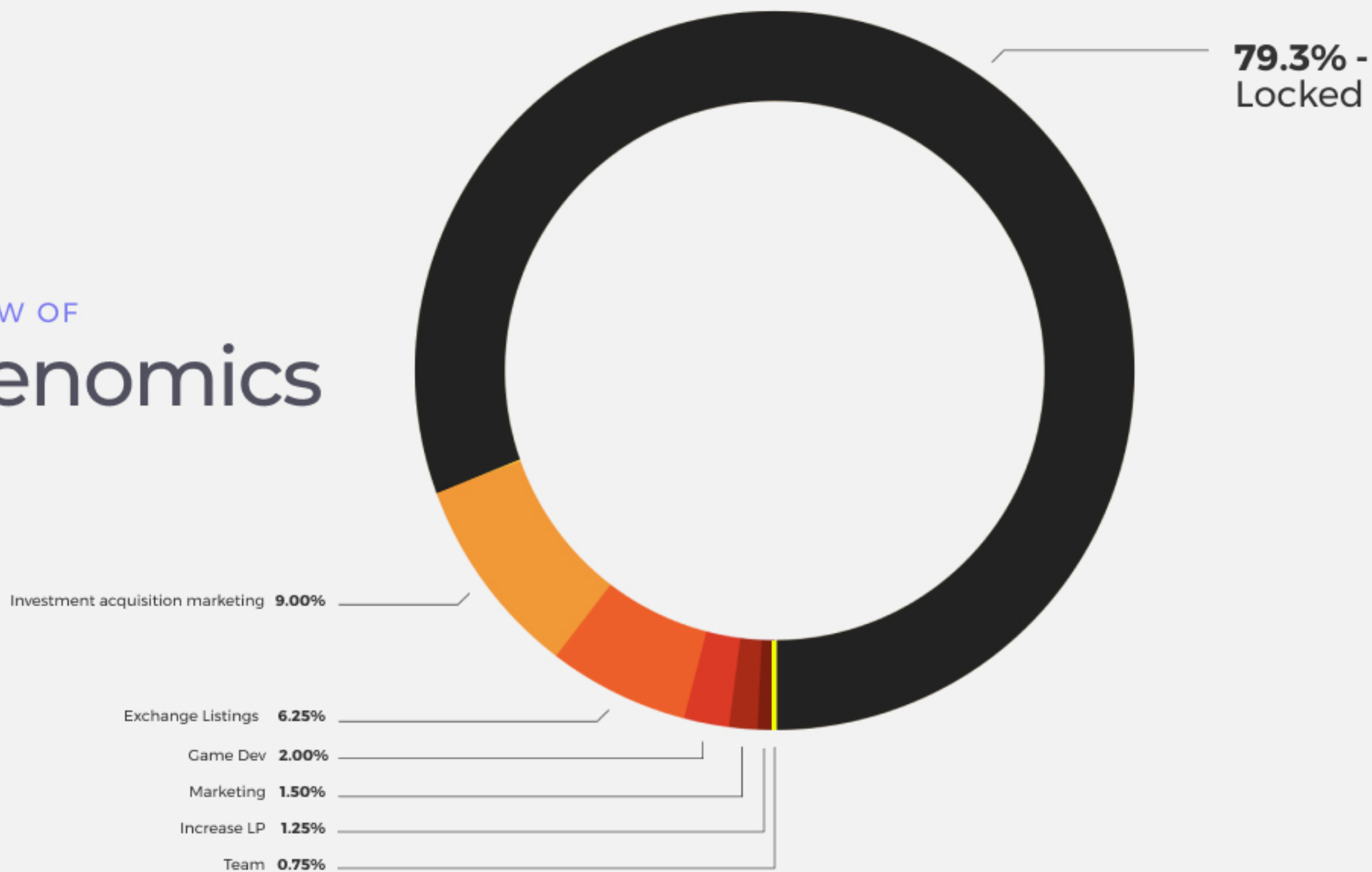
In-world events like holidays, themed weeks, and contests will be hosted to regularly engage users and encourage them to explore the AR-Metaverse in person on a regular basis. Rare and event-exclusive NFTs will be available during these events.





## OVERVIEW OF Tokenomics

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## WHAT'S COMING

# Roadmap of things to come

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As of November 2021, this project is run entirely by volunteers. We plan to expand this pool of resources, but also attract major investment to fund a paid team of experts to help us develop and launch this project. Our immediate upcoming roadmap at a high level includes

Expand the liquidity pool to \$100K

Approach and pitch investors

Teaser explainer video for the app

Create the minimum viable product (MVP) alpha version of the exchange

Create alpha version of the game (without geo-positioning and AR)

Test architecture of the tech stack.

Introduce AR and non-AR exploration in beta version.

Promotion with top influencers

1

2

3

4

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6

7

8



# THANKS!

If you want to contribute ideas, expertise, or have feedback, please join our [Telegram](#). We look forward to meeting you and building together.