



sizz[®]leverse

CONTENTS

* 3	ABSTRACT
* 4	RATIONALE
* 6	CONNECTING EVERYWHERE TO EVERYTHING
* 7	REVENUE
* 8	OMNIVERSE PIONEER
* 10	POWERED BY BLOCKCHAIN / CRYPTO
* 11	IGNITE
* 12	IGNITE LOYALTY PROGRAM
* 14	IGNITE TOKENOMICS
* 18	PULL v. PUSH
* 19	PUSH v. PULL
* 21	THE NEW PARADIGM IN CONSUMER RELATIONSHIPS
* 22	TRADITIONAL PULL APPROACHES
* 26	PICK PRIZES TO WIN
* 28	INCREASE ROI ON ADS
* 29	PULL METHODS WORK
* 30	AUGMENTED REALITY CONVERTS USERS
* 31	TARGETING PUSH ADS
* 32	LICENSE TO PROMOTE
* 33	FAN-BASED GAMES OF SKILL
* 34	BRANDED SKILL GAMES
* 35	CONSUMMATE EXPERIENCE
* 36	MEET THE TEAM
* 38	CONCLUSION

ABSTRACT

SizzleVerse™ is both a virtual reality and real world platform powered in key verticals, by blockchain. Users can experience, and monetize concerts, artistry in all media, fashion, gaming, gambling, and countless other immersive interactions. Land in the SizzleVerse® is permanently owned by the community, giving them full control over their creations. Companies claim ownership of virtual land on a blockchain-based ledger of parcels. Land-owners control what content is published to their portion of land, which is identified by a set of cartesian coordinates (x,y). Contents can range from static 3D scenes to interactive systems such as games, shopping experiences, learning experiences, training experiences, casinos and much more.

Land is a non-fungible, transferrable, scarce digital asset stored in a smart contract. It can be acquired by spending an ERC20 token called IGNITE. IGNITE can also be used to make in-world purchases of digital goods and services.

People are spending increasingly more time in virtual worlds, for both leisure and work. This occurs predominantly in 2D interfaces such as the web and mobile phones. But a traversable 3D world adds an immersive component as well as adjacency to other content, enabling physical clusters of communities.

Unlike other virtual worlds and social networks, SizzleVerse® is not constrained by the technical boundaries of a traditional metaverse. Sizzle is fully interactive, equally capable, and highly sophisticated in the real world as well.

This document lays out the philosophical underpinnings, technical foundations, and economic mechanisms that seamlessly interconnect the real world with the virtual frontiers of SizzleVerse®.

Brian Weiner
Chairman/Founder | Sizzle

RATIONALE

VIRTUAL / REAL WORLDS

THE ULTIMATE BLOCKCHAIN-BASED PORTAL TO INSTANTLY HYPERCONNECT THE MULTIVERSES TO THE REAL WORLD

[WATCH VIDEO](#)

What if your advertising and marketing materials could instantly pull in your audience and enable them to engage, transact, promote and build a relationship with your brand?

Sizzle is a disruptive, pull advertising, financial technology platform that activates and engages its consumers through immediate purchasing capabilities in all media and all locations, worldwide, using emotional stimuli to create significantly increased profits and consumer loyalty.

Imagine having an all-in-one platform that allows clients to make instant purchases from catalogs, magazines, direct response, packaging, posters, apparel as well as from television, radio, streaming media and all locations worldwide. The comprehensive Sizzle Offer Engine™ enables brands to efficiently micro target specific demographics with very focused types of campaigns.

If a consumer is reading Vogue, and they love the Christian Dior hot pink lipstick, an instant purchase opportunity will drive considerable revenue, substantially increase the return on the investment in that

advertising and deepen the consumer / brand loyalty by enabling the consumer to more readily access that product with the least amount of frustration. Sizzle turns every page of that magazine into a cash register.

You're watching a fashion show, click and buy the outfit right off the model. You're watching a television show, I like what she's wearing, click buy.

And more importantly, that brand on television, radio or print has now created a digital interconnectivity with that previously anonymous consumer.

Brands continuously seek new means of increasing awareness. Sizzle empowers these brands to incentivize and enable consumers and/or business to business customers. Sizzle's unique approach easily facilitates customized and highly addictive games, jaw-dropping augmented reality and transactional streaming media to attract consumers. Valuable prizes and discounts incentivize consumer sharing while increasing consumer loyalty. The data collected further refines the consumer's experience creating an increasing consumer satisfaction index.

refines the consumer's experience creating an increasing consumer satisfaction index.

Sizzle was created by The Illusion Factory, a design, marketing and technology agency that has spent 43 years being the Brand behind the other Brands. In this time, we've helped our clients to garner over 265 of the top creative and technical awards and we've been entrusted with the promotion and marketing of over \$7 billion dollars in filmed, online, broadcast, music, streaming, gaming, live, sports, regulated gaming, consumer products and interactive media for the world's largest corporations.

Collectively, The Illusion Factory has helped to generate more than \$100 Billion for our clients, worldwide.

That's why The Illusion Factory architected Sizzle as digital "Swiss Army knife of tools" that hyper connects an action to an experience to a desired marketing result. We're like a theme park ride and we want the consumers to exit through the gift shop.

Sizzle is available as a software as service model so you can license all or part of our technology to allow you to make any of these different functionalities, readily available for your consumers inside your apps, the Sizzle apps or both.

The adrenaline-fueled experience of SizzleVerse® is the ultimate combination of the world's finest casinos with the cutting edge entertainment spectacular of Hollywood's most coveted theatrical, television, music and live performance

properties to make the ultimate metaverse destination. SizzleVerse® is the assimilation of all dominant forms of online entertainment in a single, new virtual Massive Multiplayer Metaverse Experience. With new virtual platforms emerging on a weekly basis, the unparalleled reach of the Sizzle Platform in the real world hyperconnected seamlessly to the SizzleVerse® ensure that it will not only have a prominent position in the entertainment metaverse, it will dominate the new space.

The SizzleVerse® and Sizzle Global TransMedia Network Platform combined use a vast suite of technological systems making them easily interconnected with everything and everywhere. Leveraging artificial intelligence, machine learning, metaverse systems, financial technologies, expression recognition, retina tracking, motion tracking, augmented reality, virtual reality, physics game engines and countless others, Sizzle Systems are poised and ready to not only connect all of the existing systems including blockchain, NFT, Metaverse Coins, Internet of Things, Robotics, and leverage them in commerce, training, education, entertainment and public service.

The Sizzle decentralized platform allows companies to own a piece of our SizzleVerse® (PROPERTY), participate in the governance and economy (IGNITE), while creating and enjoying a simple way for people to benefit in both the real world and the SizzleVerse® in countless applications.

Sizzle is the very first of its kind in the world. It is all-encompassing.



CONNECTING EVERYWHERE TO EVERYTHING

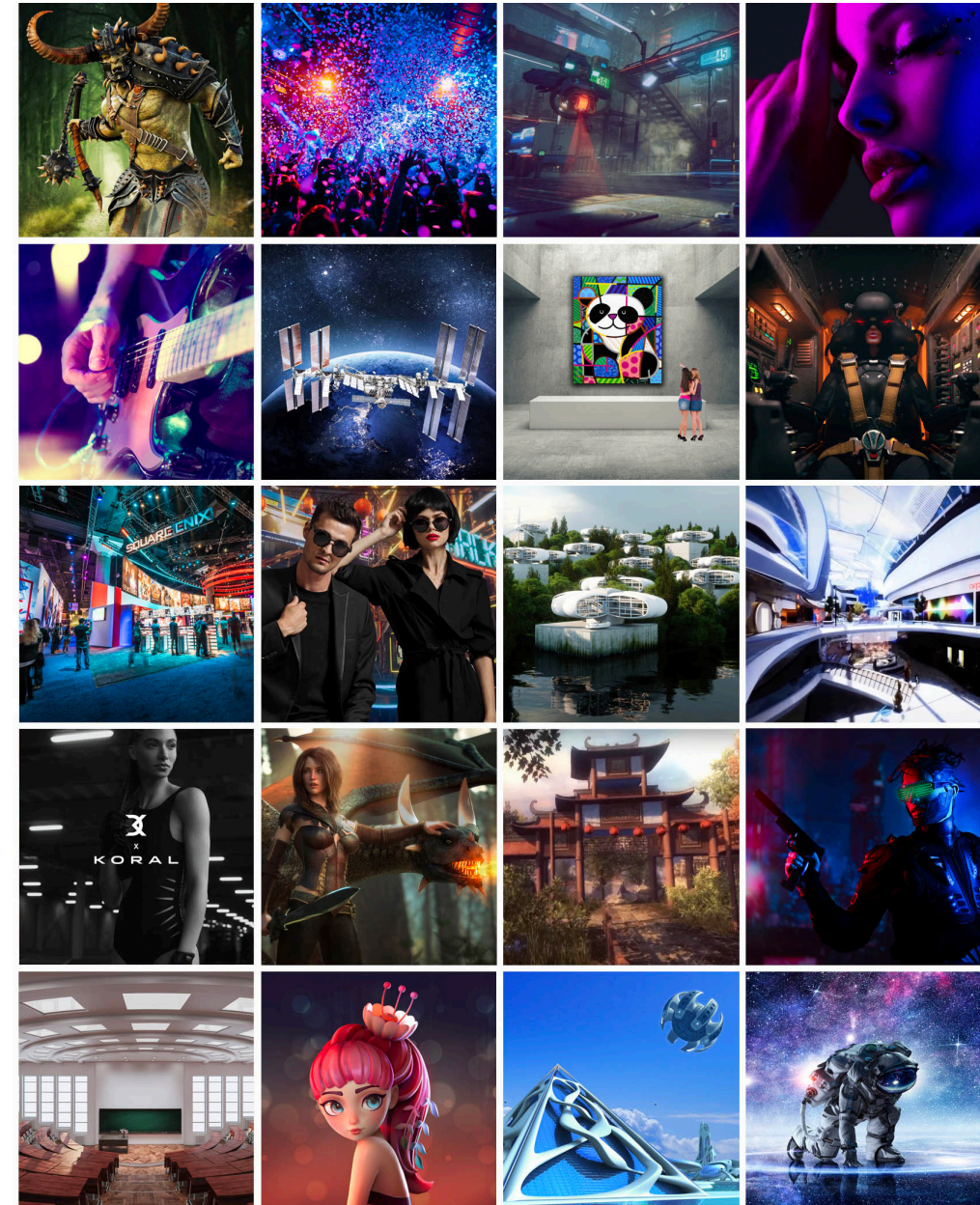
The Illusion Factory has worked with the world's foremost regulators of gambling to create a fully legal, fully tax and compliant system for allowing a whole new world of online gaming and gambling. Illusion Factory will launch SizzleVerse® featuring virtual poker, sports book, horseracing, bingo, keno, worldwide lottery, blackjack, roulette, pool, slots, baccarat, mahjong, games of skill and fantasy sports in a new, deeply interactive virtual environment in all territories where legal, worldwide.

SizzleVerse® is games, gambling, interactive theatrical entertainment, topped with virtual concert halls in which the performers in the large theaters worldwide are now available to a global virtual audience. The Illusion Factory, in conjunction with strategic partners, will build virtual replicas of Las Vegas, Macau and other world-class casinos, including their theatres and exclusive shopping

galleries in The Illusion Factory's proprietary, patented, state-of-the-art virtual world paired with the Sizzle Platform for global interactivity in the real world.

Simultaneously The Illusion Factory will be working with all of the top studios and entertainment entities worldwide to build the next chapter in the audience consumption of global entertainment. With our highly stylized and deeply engaging game logic, comes the unique opportunity to expand the consumer's experience of theatrical films, television shows, games, animated series and reality shows into the virtual realm. This deeply satisfying user experience dwarfs the moderate interactivity of all current virtual worlds by bringing the interactive environment to life in an adjoining world to the real world in which Sizzle connects every where to everything...including the Metaverse.

REVENUE



SizzleVerse® generates revenue from numerous vertical streams:

- 1. 10% transaction commissions
- 2. rake on skill-based games
- 3. advertising and marketing fees
- 4. offer engine™ monthly subscriptions
- 5. rents from virtual properties
- 6. premium member subscription fees
- 7. account service
- 8. game development
- 9. building and construction fees
- 10. hosting fees
- 11. cross brand agency connections
- 12. product placement
- 13. virtual employment agency
- 14. sponsorships
- 15. microtransactions for virtual goods



ChanPoker - WSOP Champion Johnny Chan



The Illusion Factory's Virtual World Learning Center



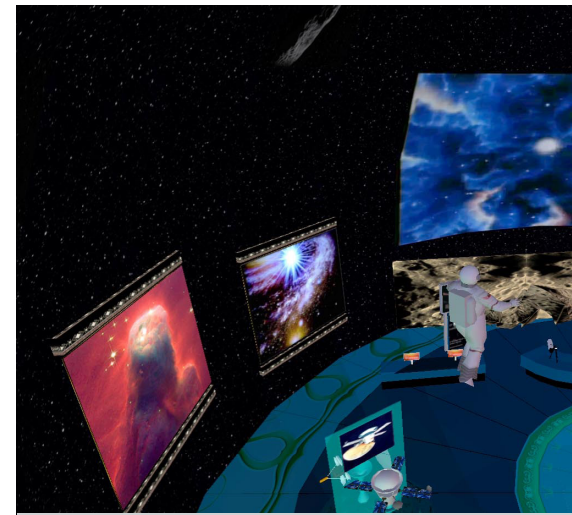
OMNIVERSE PIONEER



Warner Bros. - Batman and the Batmobile Collection



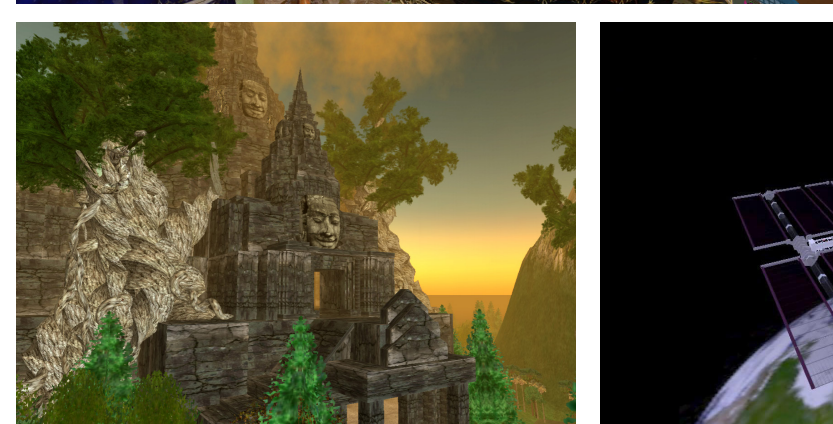
Fashion Sales for microtransactions



The Carl Sagan Memorial Museum of Space



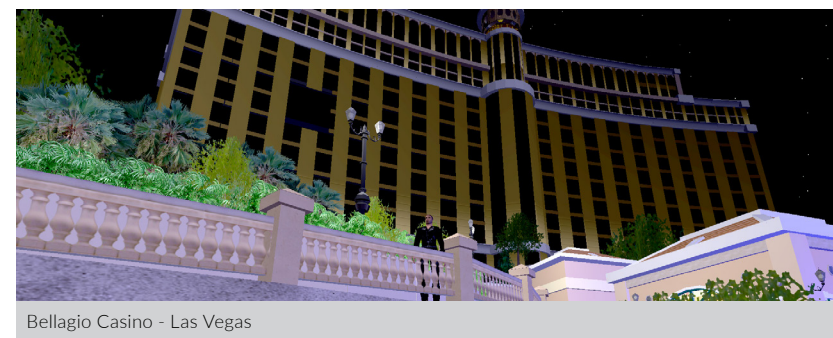
National Multiple Sclerosis Society Annual MS Fly Fund raiser - Sponsors: Scion, Movie Tickets



Awareness Meditation Temple - in Angkor Wat



NASA - International Space Station



Bellagio Casino - Las Vegas



Warner Bros. - Friends Set - Central Perk

**SIZZLEVERSE®
POWERED BY
BLOCK CHAIN / CRYPTO**

INNOVATIONS

**SIZZLE SEAMLESSLY
INTERCONNECTS
THE CRYPTO AND REAL
WORLDS IN WAYS THAT
HAVE NOT EXISTED UNTIL
SIZZLEVERSE®.**

**Decentralization using blockchain.
Expanding spendability of crypto in Sizzle.**

SizzleVerse® will use a smart contract to maintain a ledger of ownership for land parcels in the virtual world. We call these non-fungible digital assets PROPERTY: each PROPERTY has unique (x, y) coordinates, an owner, and a reference to the content description file, which encodes what the landowner wants to serve there.

SizzleVerse® clients will connect to the network to fetch updates to the state of the PROPERTY smart contract.

PROPERTY is bought by burning IGNITE, a fungible ERC20 token of fixed supply. This token serves as a proxy for the cost of claiming a new parcel. The PROPERTY contract uses a burn function to destroy IGNITE and create a new entry in the PROPERTY registry. New parcels need to be adjacent to a non-empty parcel.

IGNITE COIN provide special privileges, access, discounts and savings throughout the world. Sizzle connects to crypto wallets, views an NFT or coin and delivers all of the unique special access privileges that are available with that coin inside the Sizzle Universe. This facilitates a use of any coin to deliver special asset privileges within the Sizzle Platform.



ignite®

IGNITE Loyalty Program is a financial technology that supports the use of a fiat crypto currency, ensconced in a block chain as a transactional financial instrument for the purpose of loyalty rewards. IGNITE will be capable of trading on most crypto exchanges and will be used for both transactions as well as for loyalty point purposes as follows:

The extensive use of IGNITE Loyalty program paired with Sizzle Offer Engine capabilities, expands the potential benefits that any previous loyalty program has been able to provide. The Sizzle Offer Engine hyper connects all media, all meta verses, all locations worldwide into a global trans media network. The Sizzle Offer Engine responds to 38 unique triggers that allow new forms of transactional and interactive connectivity between the consumer and whomever the consumer is desirous of engaging with.

1. IGNITE is a crypto currency that is a fungible crypto currency asset, meaning they can be traded or exchanged for one another.
2. The token will have numerous uses:
 - Extending privileges to the token holder in the form of VIP access, discounts, access to privileged content, free merchandise, free games, early access to sales, fan information and advance notice on all new opportunities
 - Pairing with other tokens to extend privileges to the token holder in the form of VIP access, discounts, access to privileged content, free merchandise, free games, early access to

sales, fan information and advance notice on all new opportunities

- Pairing with NFTs (non fungible tokens) to extend privileges to the token holder in the form of VIP access, discounts, access to privileged content, free merchandise, free games, early access to sales, fan information and advance notice on all new opportunities
 - Making purchases in Sizzle Marketplace, SizzleVerse, Sizzle iPhone, iPad, Android phone and tablets, human transportation systems, Sizzle Television App, and any form of retail, wholesale, business, institution, or not for profit establishment in the real world, worldwide
3. IGNITE is a fiat crypto currency whose market price fluctuates with other fiat currencies world wide.
 4. IGNITE will be used for prizes, rewards, loyalty incentives, discount purchase incentives
 5. IGNITE will be sold, traded, exchanged and bartered with 3rd party entities looking to use the IGNITE token for loyalty generation and rewards to their customers and clientele
 6. IGNITE will be the fundamental loyalty program for SizzleVerse, Sizzle apps, Sizzle Television Apps, Sizzle human transportation systems
 7. IGNITE will be the currency of use inside Sizzle Verse, for all transactions as well as for the purchase of virtual property and related fees associated with the use and operation of virtual property inside SizzleVerse
 8. IGNITE Loyalty Programs will be available to any metaverse

WHAT IS THE IGNITE LOYALTY POINT PROGRAM?

FINTECH

THE IGNITE® BLOCK CHAIN LOYALTY PROGRAMS, SPONSORED BY RETAILERS AND OTHER BUSINESSES, OFFER REWARDS, DISCOUNTS, AND OTHER SPECIAL INCENTIVES AS A WAY TO ATTRACT AND RETAIN CUSTOMERS

They are designed to encourage repeat business, offering people a reward for store/brand loyalty (hence the name).

Typically, the more often a customer patronizes the merchant—and the more they spend—the greater their rewards.

- IGNITE Loyalty programs are offered by retailers and other corporations as a way to attract and retain customers.
- IGNITE Loyalty programs offer rewards, discounts, or other special incentives and are designed as a reward for a customer's repeat business.
- IGNITE Loyalty programs benefit companies not only by developing customer loyalty but by providing crucial information on how customers are spending and what products or types of offers are most appealing.

How the IGNITE Loyalty Program Works

IGNITE Loyalty program incentives vary. Typical IGNITE incentives include:

- advance notice of/early access to new products
- early access to sales
- free merchandise or enhanced services
- special services, like free or expedited shipping
- members-only discounts
- VIP access
- digital access to download IGNITE-related perks

To join the IGNITE loyalty program—also known as a rewards program or points program—customers register their personal information with Sizzle and are given a unique identifier, a numerical ID and a wallet. They use that identifier when making a purchase.

Purpose of the IGNITE Loyalty Program

IGNITE Loyalty programs provide two key functions: They reward customers for their repeated patronage, and they provide the issuing company with a wealth of consumer information and data. While companies can evaluate anonymous purchases, the use of an IGNITE loyalty program offers additional details on the type of products that may be purchased together, and whether certain incentives are more effective than others.

IGNITE Loyalty programs particularly apply to high-volume businesses that thrive on return customers. And since it's more expensive to acquire a new customer than to sell to an existing one, the prospect of creating a loyal following is fundamental to adding value. When appropriately executed, repeat customers will help recruit new ones at a fraction of the cost of traditional marketing methods.

When these IGNITE Loyalty programs are

integrated into the customer's everyday routine, they will cultivate true brand loyalty. Often, customers will get invested in the program—and they will stick to a hotel, store, restaurant, credit card, or airline because of points or rewards they've accrued in its loyalty program, more than anything else.

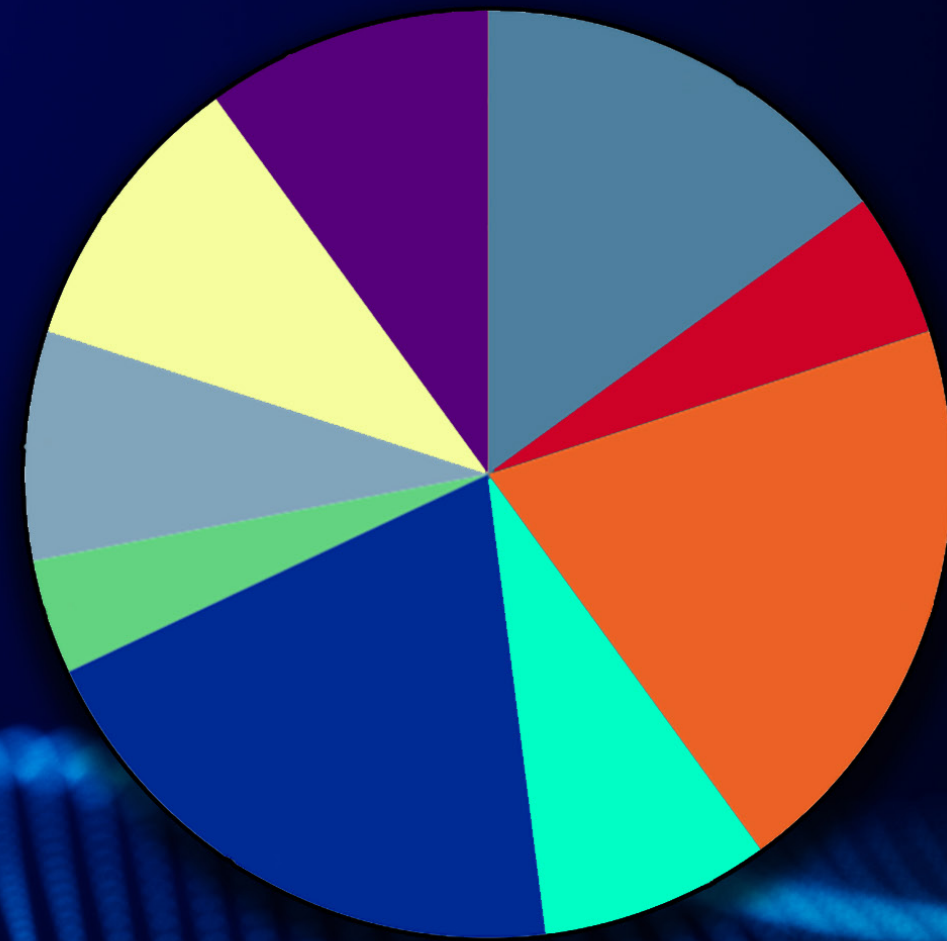
IGNITE Loyalty Program Example

Loyalty programs, like everything else, have joined the Digital Age. Interestingly, they are incorporating tech not just as a means of purchase things to get rewards, but as a source of rewards themselves: urging patrons to text or Instagram photos for points, or offering a discount if you shop via the merchant's new app. The IGNITE Loyalty program is based in a fiat crypto currency, ensconced on a block chain for decentralized scrutiny.

The Sizzle IGNITE Rewards program differentiates itself from other loyalty systems by providing customers a convenient way to order ahead, pay in-store and even access digital, metaverse and real world experiences. For the most part, the IGNITE Loyalty program solidifies consumer relationships by giving them privileges they cannot get anywhere else. If the user adds IGNITE via the Sizzle App or SizzleVerse onto their digital rewards card, they'll "earn



IGNITE[®] TOKENOMICS



INITIAL PRICE (PUBLIC)	INITIAL CIRCULATING SUPPLY	INITIAL MARKET CAP	MAX SUPPLY
\$0.0150	2,000,000	900,000	1,000,000,000

SALE PERIOD	TOKENS SOLD	SELLING PRICE	RAISE AMOUNT
PRE-SALE	40,000,000	\$0.0150	\$600,000
PRIVATE SALE	80,000,000	\$0.0200	\$1,600,000
PUBLIC SALE	100,000,000	\$0.0300	\$3,000,000
TOTALS	220,000,000	---	\$4,200,000





ignite[®]

ALLOCATION	PERCENTAGE	TOKEN ALLOCATION	PRICE PER TOKEN	RAISE AMOUNT	VESTING PRE ILO
Team	15%	150,000,000			Locked for 12 months followed by a 24 month vesting schedule
Advisors and Partners	5%	50,000,000			Locked for 6 months followed by a 18 month vesting schedule
Treasury	20%	200,000,000			0% unlocked at TGE, 6 month cliff, Rest over 36 months
Staking Rewards	8%	80,000,000			0% unlocked at TGE, Rest over 48 months
Development & Marketing	20%	200,000,000			0% unlocked at TGE, Rest over 36 months
Seed Round	4%	40,000,000	\$0.0150	\$600,000	5% TGE, followed by 3 month cliff, Rest over 15 months
Private Round	8%	80,000,000	\$0.0200	\$1,600,000	10% TGE, followed by 3 month cliff, Rest over 12 months
Public Round Via Multiple Launchpads	10%	100,000,000	\$0.0300	\$3,000,000	20% TGE, followed by Rest over 6 months
Floating Liquidity/MM/Exchanges	10%	100,000,000	\$0.0300		Will be used as per liquidity needed on DEX and CEX

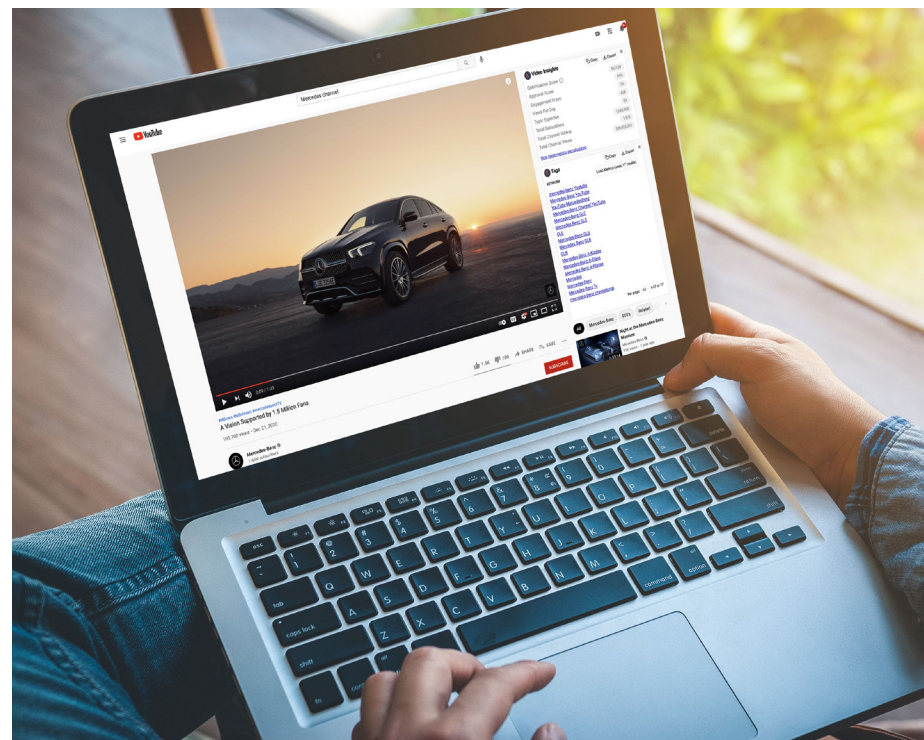
PULL vs. PUSH

MARKETING STRATEGIES

The SizzleVerse® is based entirely on Pull Advertising, which must inevitably start with what is it specifically that the consumer wants? What need will your product or service fill that improves the lives of your target consumer?

A consumer will readily pull information to them as their needs and interests dictate. When this moment of clarity transpires, the consumer is converting content (in their mind) from marketing materials into sources of information. That is the inflection moment for a Pull Advertising campaign to succeed.

The SizzleVerse® leverages this philosophy and business strategy throughout both the real world and the metaverse by engaging with consumers in fresh, innovative methodologies that substantially increase activation and engagement.



PUSH vs. PULL

When you see a Push ad on TV, Facebook, Twitter, Instagram, Snap, YouTube or TikTok, you ignore them. These ads are shoved into your content stream as an unwanted intrusion, with a hope that a very tiny percentage of those people will respond as desired.

When that push advertisement comes up, (let's say for a Mercedes), if you are not interested in a Mercedes, then you tune out the commercial, and focus on your phone, the refrigerator or the restroom.

Conversely, if you are in the market for a Mercedes, and you search the internet for "Mercedes," and the exact same commercial pops up, then you watch it intently, because you have pulled it to you, and it stops being processed as the annoyance of a commercial and perceived, instead, as information, so the switch in your brain flips and you absorb the content.

THE CONTINUOUS DECREASE IN THE OVERALL EFFECTIVITY OF PUSH ADVERTISING METHODOLOGIES NECESSITATES A CHANGE. SIZZLE TURNS ALL CONVENTIONAL PUSH ADS INTO A PULL AD.





THE NEW PARADIGM IN CONSUMER RELATIONSHIPS

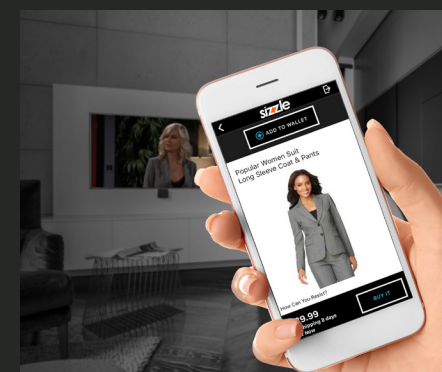
INNOVATIONS

**INCREASE THE
ACTIVATION AND
ENGAGEMENT RATE
OF CONSUMERS WHO
ENCOUNTER YOUR PULL
MARKETING OFFERS**

Pull advertising is a more cost-effective way to drive sales to the bottom line.

In the past, Pull Advertising referred primarily to programs in which brands create valuable content on their own sites and apps in order for consumers to find that content organically and engage. These programs increase loyalty, deepen consumer/brand relationships while improving sales revenue in a cost effective manner.

Sizzle is a revolution in Pull Advertising because every feature in the system was designed to make the Sizzle “Swiss Army Knife” of functionalities indispensable to consumers and thereby win activations, engagement and generate ongoing loyalty in both real world and The SizzleVerse®.



TELEVISION

INSTANT TRANSACTIONS

Every program and every commercial may be encoded with audio signals to allow consumers to purchase wardrobe worn and products seen on television programs.



RADIO

INSTANT TRANSACTIONS

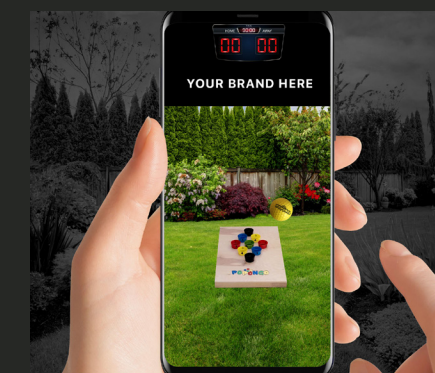
Time-based triggers paired with radio broadcasts enable offers to be made to consumers at emotionally-heightened moments.



PRINT

INSTANT TRANSACTIONS

Posters, magazine ads, out of home advertising are instantly able to connect to other media and lead a consumer into a purchase or reservation.



GAMES

INSTANT TRANSACTIONS

Branded Skill games like Sizzle’s Popongo create tremendous consumer activation, engagement and expected viral sharing. Consumers will play this head to head AR game remotely and invite their friends to play and compete in a sports ladder-structured tournament for significant cash and prizes.

TRADITIONAL PULL APPROACHES

Pull advertising is used in marketing in a host of means and for a wide range of purposes.

01

Releasing new products

Use of social media, blogs, influencers and distribution of informational content.

New products find users by appearing in media streams that come to the consumer organically and through which, the consumer learns about something in an information source that they trust and appreciate.

The brand cultivates the new lead through a value proposition that engages the consumer in their own quest for knowledge and provides solutions to problems the consumer has or did not realize until now, that they have.

02

Help to promote brand recognition

A brand seen in the right spotlight, shines brilliantly.

When a brand creates a knowledge document such as the one you are currently reading, the expectation is to become associated with the viewpoint of the document and earn the respect of the reader.

Consumers engage with brands that they like and respect and as a direct result of the brand positioning themselves as thought-leaders, and distributing information to the benefit of the consumer in ways that enrich the consumer's life.

03

Launching a new business

Seeking new recognition in a crowded marketplace is quite a challenge.

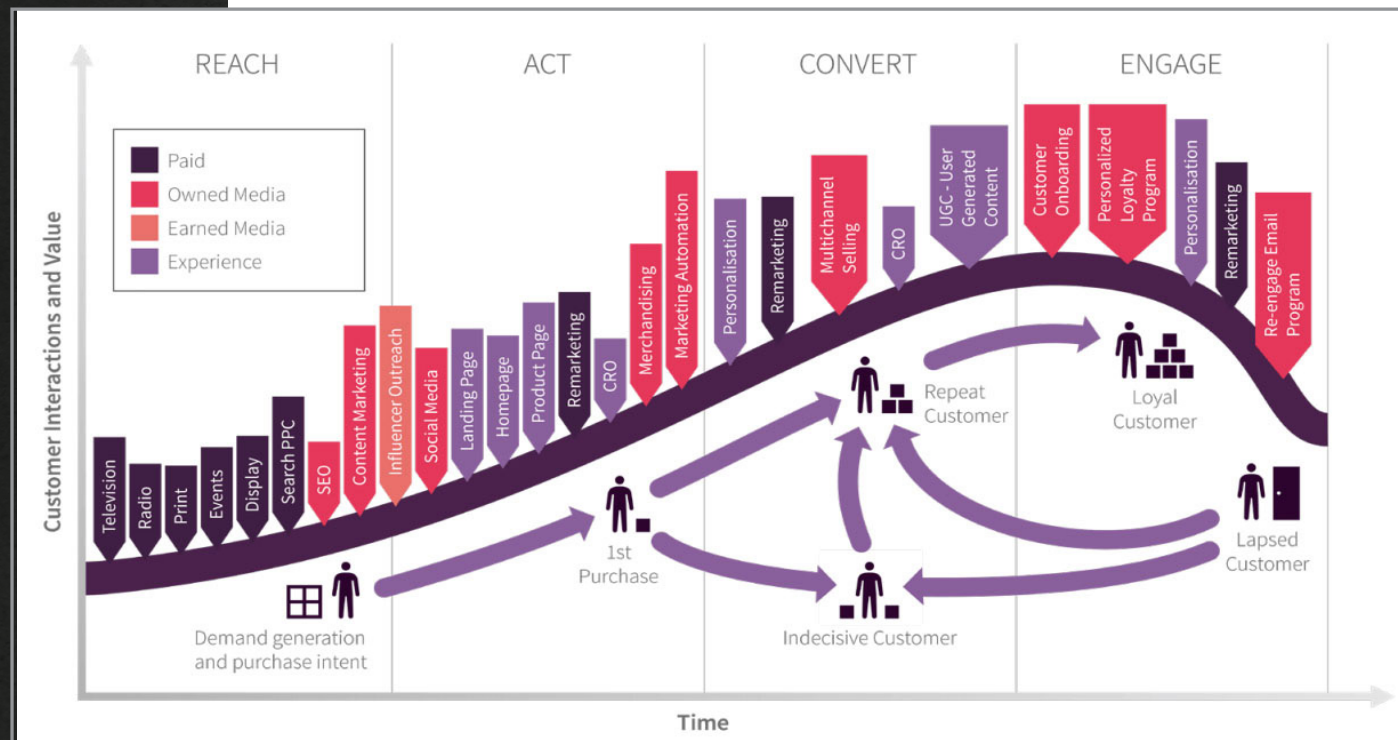
In order to accelerate into an already cluttered marketplace, businesses need a strategy that draws attention, generates interest and causes consumer traffic.

Public relations has always been a mainstay of this mindset. A consumer perceives editorial content separate from advertising and ranks what they hear in editorial with significantly higher value. They are therefore considerably more likely to convert into a customer from organic promotions.

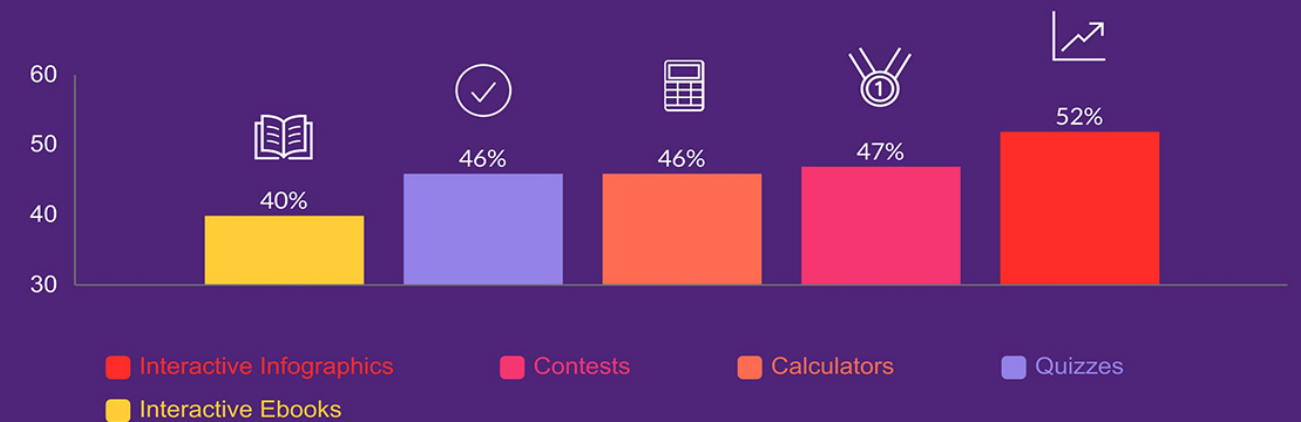
UP UNTIL NOW,
WHAT WAS PULL
ADVERTISING?

Until recently, Pull Advertising referenced organic traffic that is created through providing high-value content suited for your target audiences and letting them come to you. These are proven methodologies that compliment the new chapter of Pull Advertising that has blossomed in 2021. The SizzleVerse® exponentially expands the potential of the innovative Sizzle Pull Marketing methodologies.

Interactive media is the future of consumer activation, engagement and transactions. Brands who are most able to adapt to these methodologies will excel most quickly during this decade.



TYPES OF Interactive Content USED BY MARKETERS



Source: <https://contentmarketinginstitute.com/wp-content/uploads/2017/06/types-interactive-content.png>

PICK PRIZES TO WIN

AN OPEN ENTRY POINT

GIVING CONSUMERS NUMEROUS PRIZES FROM WHICH TO CHOOSE, ENABLES MARKET RESEARCH, MAKES BRAND IMPRESSIONS AND WINS CONSUMER FAVOR, EFFORTLESSLY.

At the top of every Sizzle game, comes an opportunity where the consumer must choose 4 out of 10 or more prizes that they would like to win.

This experience creates numerous brand impressions as well as specific product impressions. It generates market research data with each of the selections the consumer makes, and generates information from which more targeted offers may be calculated and delivered. As the consumer teaches us their likes and dislikes, the opportunity arises to narrow the field of prizes from which to choose, to ones that are most interesting to the consumer. Simultaneously, the offers (discounts) that the consumer is offered at the outcome of a game

(if they did not win a prize), reflect the knowledge gained from the prize selection in order to best deliver targeted offers that are considerably more likely to convert.

By treating the consumer in manners akin to the way we wish to be treated as a consumer under similar circumstances, Sizzle facilitates a completely new form of Pull Advertising.

In each of our business technology innovations, the program is specifically designed to activate the consumer, allow the consumer a new freedom of engagement, and enable the consumer to teach us what they appreciate, so that Sizzle may continue to deliver precisely that.

BE THE NEXT
WINNER

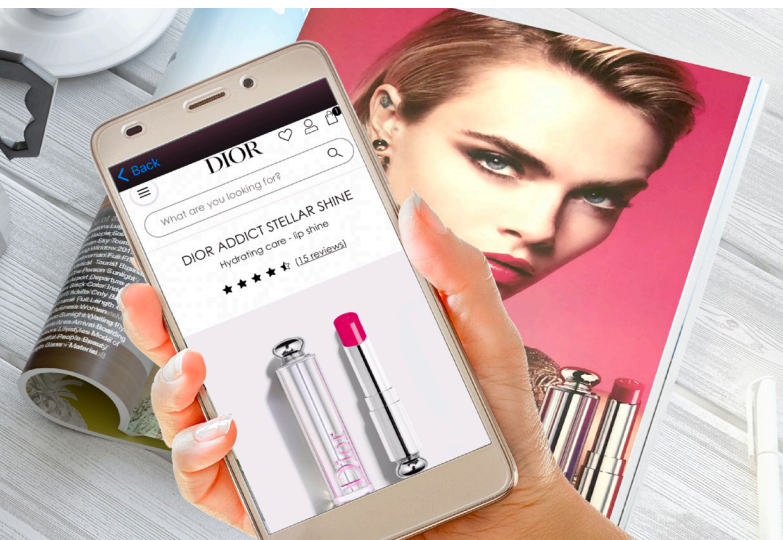


INCREASE ROI ON ADS

EVERY PAGE OF A MAGAZINE COMES EQUIPPED WITH AN INSTANT CASH REGISTER

Convert traditional push advertising into a pull model.

Empower a consumer to browse the beautiful publication, enjoying the features as has always been their custom. Enable them to scan any page with Sizzle and the magazine comes to life.



Ads in the magazine lead to properly paired videos, which then deliver the consumer to a point of transaction if purchased online, or to a digital coupon which may be loaded into the consumer's Sizzle wallet for conversion at a physical location.

EVERY PACKAGE CAN BE INTERACTIVE



Consumers appreciate access to proper information that is readily accessible and in a language that they speak. The Sizzle System is able to provide as many translated versions of product information as your company's needs dictate. Sizzle can make your packaging connect to videos, virtual tours, websites, white papers, surveys, games, contests and more.

Sizzle can connect to behind the counter products that require a patient to watch a video prior to use of the product for safety concerns and can ensure the consumer watched the entire video prior to use.

PULL METHODS WORK

VIDEO PROGRAMMING AND COMMERCIALS MAY BE PROGRAMMED INTERACTIVELY



Purchase directly from a video

Purchase items directly from a video in the Sizzle Watch section. Sizzle Watch is a curation of over 2800 experiences, events, excursions, and destinations for your choosing, combined with the ability for your brand to leverage the same technology to make interactive storylines, videos with quizzes, tests, market surveys, built in gaming for prizes and much more.

Program your library easily and efficiently

Make the very most of your video library by programming it and using Sizzle to engage an audience and have them Pull your content to them for their education and enjoyment.

Gamify your video with Sizzle Hot Spots

Program hot spots onto the video to enable hand/eye coordination games that entice the consumer to keep coming back to play.

Use the game to drive the consumer to watch programming that motivates other purchases, while being viewed as a game by the consumer.

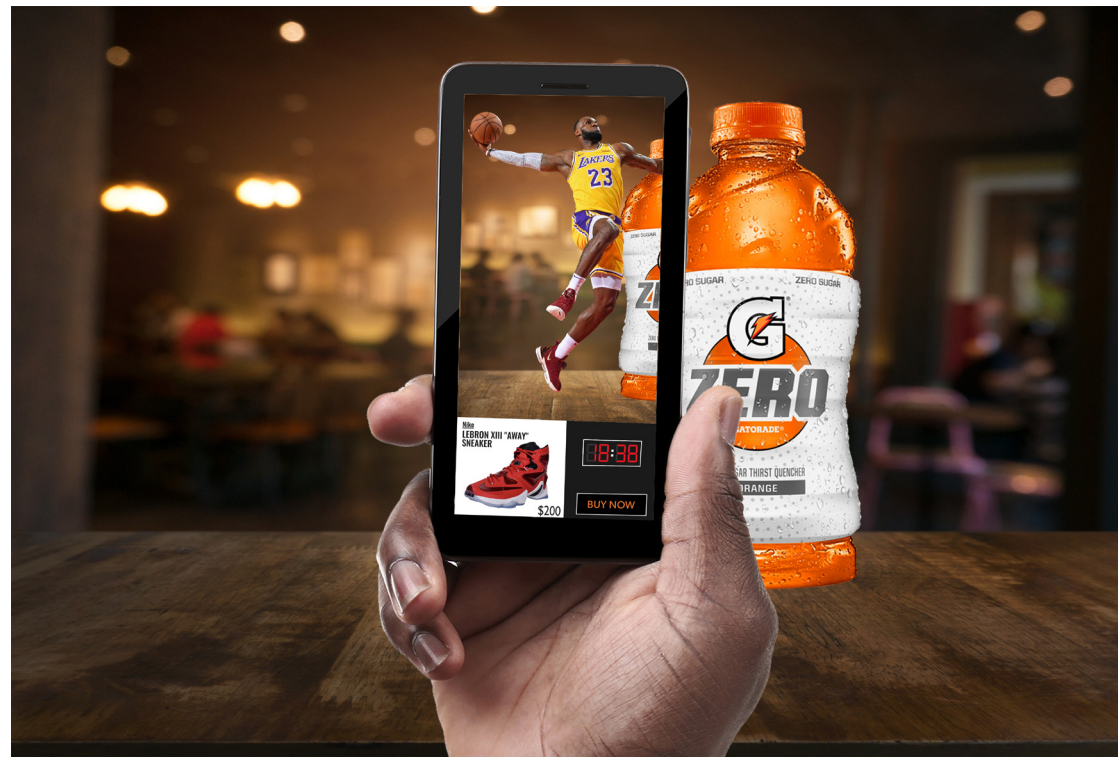
AUGMENTED REALITY CONVERTS USERS

ACTIVATIONS

SIZZLE USES AUGMENTED REALITY AS A PERSUASIVE TOOL TO ENGAGE CONSUMERS IN FUN AND UNIQUE WAYS

Sizzle uses augmented reality as a persuasive tool to activate and engage consumers in fun and unique ways. AR games, special performances, illusions and unique experiences are readily available in the Sizzle system.

Once a consumer discovers a compelling AR interaction, they are quick to use it, share it and play with it on a continuous basis, depending upon how compelling an experience the brand provides. Sizzle's augmented reality sports games enable brands to promote head-to-head competitions that spread virally from user to user.



TARGETING PUSH ADS

HIGHLY TARGETED CONSUMERS IS THE CORE FOCUS

In all forms of push advertising, the consumer is as targeted as the relative data systems are able to focus. There is an intent to find a specific market segment and connect with them through an attractive lure and reel them in. Something is expected to visually connect and solve a problem, a fear or amplify a hope so as to motivate the consumer to engage with the brand in the choice of engagement the brand dictates.

In those kinds of push programs, it is still very wise to implement a pull methodology. A push ad can still deliver a pull result. Take for example the prospect of pairing any licensed character in the universe with a brand. In traditional models, the character or spokesperson or licensed character is paired with the brand in a traditional advertising program. This could be in print, out of home, broadcast, social and others. 3 Dimensional products are then traditionally

used to compensate customers for participating. This might be a branded shirt, or drinking glass at a fast food franchise, a toy in a children's meal and similar.

These 3 Dimensional rewards are often costly and inventory is difficult to maintain so that the partnering company is not caught between ordering too few or too many of the reward to satisfy the demand in all locations.





LICENSE TO PROMOTE

The new Pull Advertising and Marketing platform enables countless digital rewards to be provided to consumers through a single overarching system, that is equally capable of insertion into every other app in the world that wants to leverage the digital pull marketing methods.

Take the entire world of licensed properties. TV characters, film characters, animation, cartoon, video game, social memes and others and pair them with any specific need that a brand might wish. For example: Let's say a brand wants to drive more retail traffic. In a situation like that, a brand can take a digital asset, such as a 3 Dimensional head mask of that character and provide it to consumers

for coming to a physical location. Like a famous dog or cat character for showing up at a large pet supplies big store. Offer 12 different masks, one per week for 12 weeks, or whatever frequency is appropriate for the customer base to cause recurring retail traffic.

That same model is applicable in the movies where audience members are rewarded for physically attending in the theater with digital assets like masks, or a themed game, or a 3D interactive theatrical standee experience. These kinds of assets are wonderful for both driving retail traffic, rewarding a purchase, and causing extensive sharing on social media.

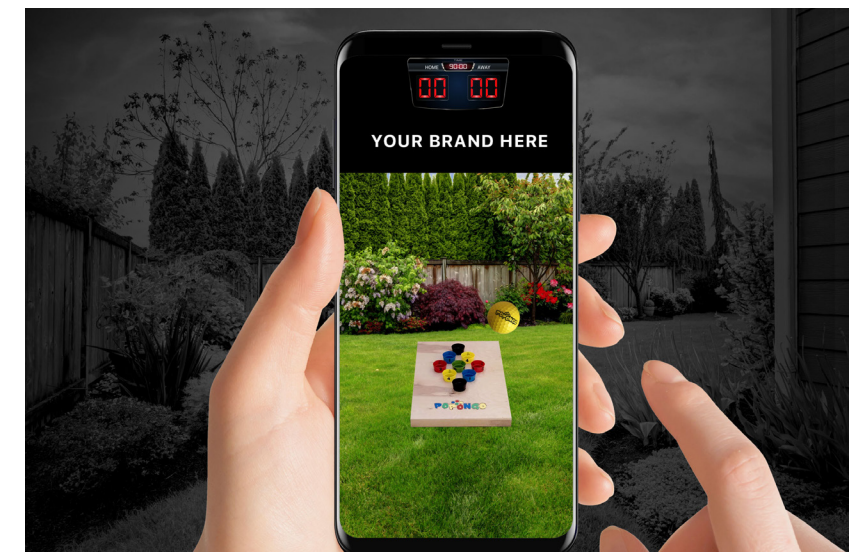
FAN-BASED GAMES OF SKILL

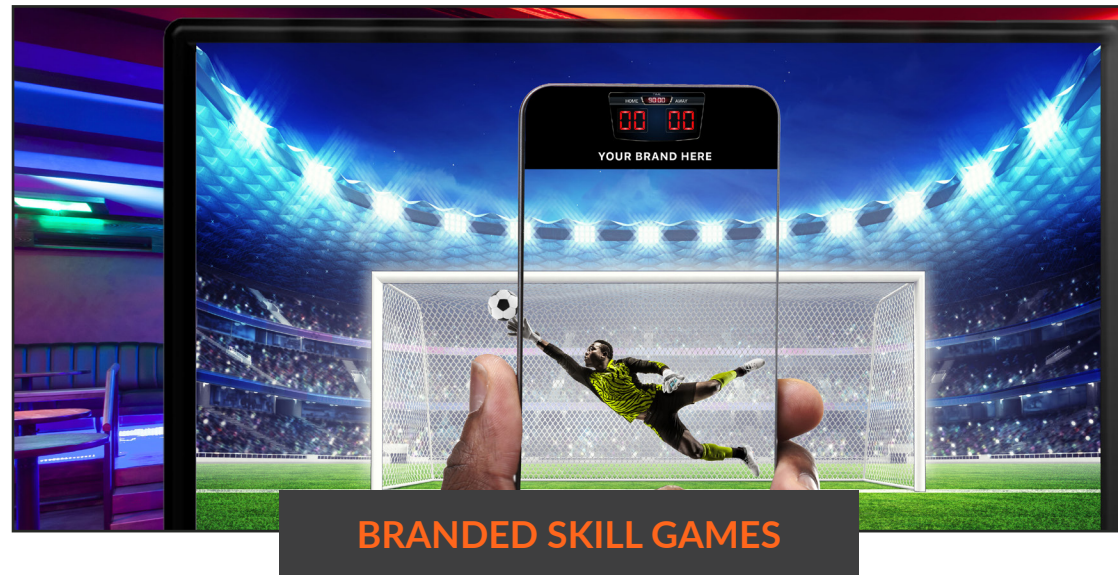
INNOVATIONS

USE A PULL MARKETING GAME OF SKILL TO DRIVE ANY FORM OF CONSUMER BEHAVIOR DESIRE: INCREASE RETAIL OR ONLINE TRAFFIC, SOCIAL MEDIA AND VIRAL SHARING.

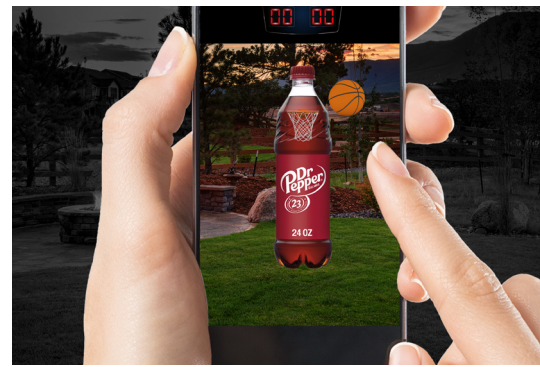
Individuals playing for high stakes cash prizes are quick to invite their friends.

Another opportunity is fan-based games of skill. In these kinds of games, you can also cause the game to be unlocked by arriving at a physical location, or causing a consumer to scan a CPG, or any other form of behavior that you may wish to reinforce, and then enter the consumer in a competition in which they move further up the sports ladder, until they achieve the final rounds of competition. In that situation, a consumer could stand to win a massive prize that is highly desirable (tickets to every sports final event for an entire year, or similar). These games of skill can be tournaments in Sizzle's new Popongo interactive game, or competitions to see who can shoot the most free throws out of 10 tries, darts at an augmented dart board and so much more.





The entire time the consumer is playing these games, they are continually being asked to choose prizes that they are playing for short term. As described above, these



are providing market research, and are also making product and brand impressions, and they result in providing the consumer with a very special discount on goods sold by the brand. Simultaneously, the brand is continually making a main brand impression with their logo adjacent to the timer and scoreboard. These

games may be played against a Sizzle Smart TV for public installations in sports bars, sports books, and college rec centers.

By providing extra value to the consumer, using digital assets, the brand avoids distribution fees, costly unequal distribution of prize issues and consumer disappointments, and replaces these with an abundant supply of vibrant new experiences that will draw consumers to make extra purchases, attend in person, then activate and engage.

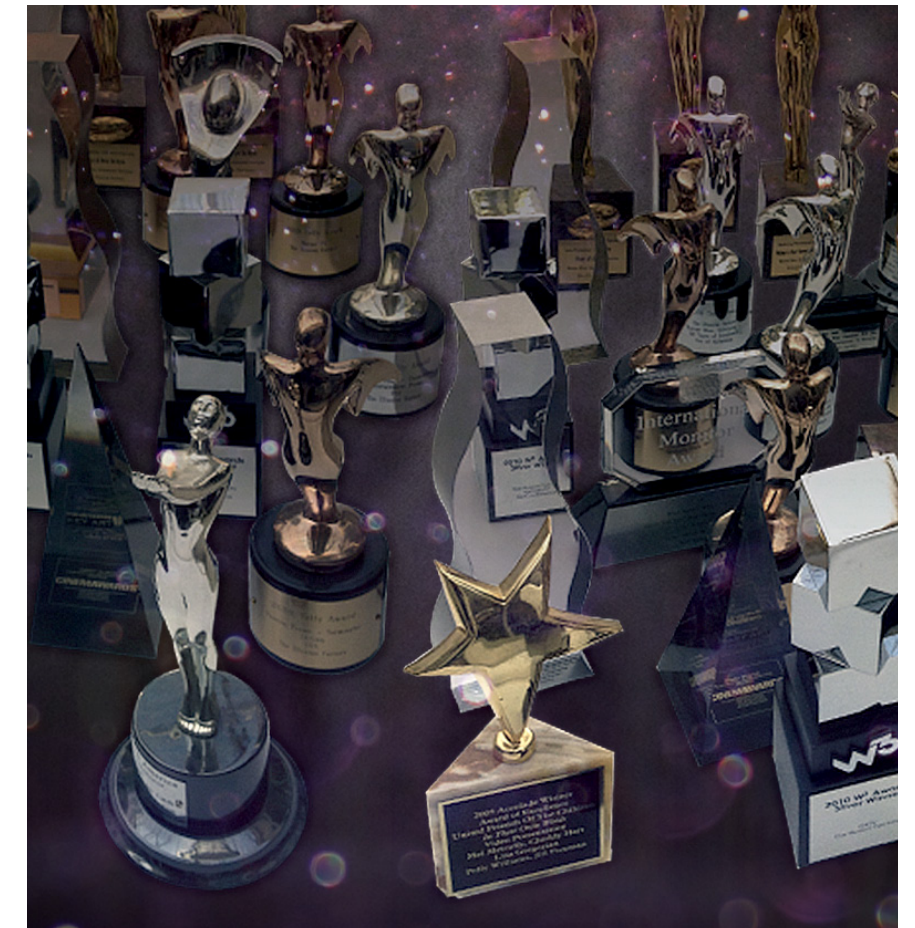


CONSUMMATE EXPERIENCE

THE BRAND BEHIND THE OTHER BRANDS



Sizzle was created by The Illusion Factory, a design, marketing and technology agency that has spent 43 years being the Brand behind the other Brands. In this time, we've helped our clients to garner over 265 of the top creative and technical awards and we've been entrusted with the promotion and marketing of over \$7 billion dollars in filmed, online, broadcast, music, streaming, gaming, live, sports, regulated gaming, consumer products and interactive media for the world's largest corporations.



MEET THE TEAM



Brian Weiner CHAIRMAN/CHIEF EXECUTIVE OFFICER

- 43 Year Proven Track Record Marketing and Collaborating with more than 100 of the Fortune 500 Brands
- Metaverse Pioneer
- Entertainment, Gaming and Regulated Gaming Industry Veteran
- Deep Working Knowledge of all media platforms
- Extensive Experience in Augmented Reality and Virtual Reality
- Team Leader with extensive understanding of how to build the right corporate culture
- Rainmaker / Dealmaker / Entrepreneur
- Extensive Creative Director Experience
- Extensive Entertainment Production and Distribution Experience



Gary Brook CHIEF TECHNOLOGY OFFICER

- Pioneer of over 19 cutting-edge, new media technologies
- Front line, innovator in the app and smart device arenas
- Over 31 years of software engineering
- Creator of state of the art Artificial Intelligence (AI) engines for game companies.
- Worked with many big Tech companies such as CompuServe, AOL, Sony, Lockheed Martin
- Specializes in building complete systems on all mobile and desktop platforms.
- Previously built complex, integrated air traffic control systems,
- artificial intelligence engines and over 130 mobile apps



Lynne Sperling CHIEF STRATEGY OFFICER

- Over 50 years of success in the retail and manufacturing industry
- Served as Senior Vice President of Ready to Wear
- Managed fiscal responsibilities of one-half billion dollars for retailers such as Kaufmann's, JW Robinsons, Broadway, and Clothestime
- Consults for The Gordman Group and Celebrity Fashion Group.
- Serves on several industry advisory boards including UCLA's Business Extension program where she also teaches and guest lectures.



Steven Meistrich DIRECTOR, STRATEGIC ALLIANCES

- Forty years experience in entertainment business and finance
- Structures international entities from early stage funding through all stages of Private or Public Equity
- Innovator in development and monetization of intellectual property
- Globally recognized authority in amplification of revenue through localized socio-economic modeling and execution
- Published author and musician.
- Geo-Political Economist



Derek McCollum CHIEF TECHNOLOGY OFFICER THE OFFER ENGINE

- 11 years of engineering and programming for all of The Illusion Factory clients
- Animated and programmed the interactive campaigns for all shows on the CW television network
- Animated and programmed campaigns for Warner Bros. Creative Services in print, broadcast and interactive media
- Animated and programmed campaigns for CNBC, G4, E! Entertainment in all media
- Programmed and engineered Genuine Ken, The All American Boyfriends for Mattel
- Programmed and engineered tech systems for FantaZ
- Programmed and engineered tech systems for NxtGenTV
- Programmed and engineered games and other tech systems for Fox, Warner Bros, Paramount, Disney, Universal
- Programmed and engineered the entire Sizzle Offer Engine



Marco Bustamante PRESIDENT THE ILLUSION FACTORY

- 24 years of Creative Direction on hundreds of high profile campaigns
- Supervised the interactive campaigns for all shows on the CW television network
- Designed and executed campaigns for Warner Bros. Creative Services in print, broadcast and interactive
- Designed and executed campaigns for CNBC, G4, E! Entertainment in all media
- Conceived and executed games for Fox, Warner Bros, Paramount, Disney, Universal
- Conceived and executed user interface and tech systems for FantaZ
- Conceived and executed user interface and tech systems for NxtGenTV
- Designed and executed all aspects of the Sizzle global transmedia network



Doug Ivanovich EVP BUS. DEV. GLOBAL EVENTS

- Doug Ivanovich has 40 years of professional experience in entertainment, broadcasting, marketing, and PR
- Executive Producer of the 2019 American Icon Awards, honoring Al Pacino, Quincy Jones and Evander Holyfield, with Robert De Niro, David Foster, Naomi Campbell, Robin Thicke, Joe Mantegna and others.
- Founder of the World Peace One group of companies, (WP1 Foundation, WP1 Concerts, and WP1 Music)
- Past CEO of World TV Productions (a JV with Dick Clarke Productions), and was a founder and principal of "SkyLink," a primary video, audio and data trafficking service provider.
- Humanitarian event origination, production and distribution includes "Live Aid," "Farm Aid I & II," "World Environment Day," 5 "Comic Relief Specials," 6 "Jerry Lewis Telethons," 6 "United Negro College Fund Telethons," and more.



Rex Alejandro CREATIVE DIRECTOR THE ILLUSION FACTORY

- 22 years of Art Direction and Creative Direction for all of The Illusion Factory clients
- Designed animations of the interactive campaigns for all shows on the CW television network
- Designed and executed campaigns for Warner Bros. Creative Services in print, broadcast and interactive media
- Designed and executed campaigns for CNBC, G4, E! Entertainment in all media
- Conceived, designed and executed games for Fox, Warner Bros, Paramount, Disney, Universal
- Conceived and executed user interface and tech systems for FantaZ
- Conceived and executed user interface and tech systems for NxtGenTV
- Designed and executed all aspects of the Sizzle global transmedia network

CONCLUSION

VIRTUAL / REAL WORLDS

THE ULTIMATE BLOCKCHAIN-BASED PORTAL TO INSTANTLY HYPERCONNECT THE MULTIVERSES TO THE REAL WORLD

The Illusion Factory began pioneering in both virtual reality and augmented reality over 16 years ago. During that period, they have assimilated all of the best methodologies, technologies, business models, experiences and paired these with the continually emerging technologies in a seamless interaction.

The SizzleVerse® and Sizzle Global TransMedia Network Platform combined use a vast suite of technological systems making them easily interconnected with everything and everywhere. Leveraging artificial intelligence, machine learning, metaverse systems, financial technologies, expression recognition, retina tracking, motion tracking, augmented reality, virtual reality, physics game engines and countless others, Sizzle Systems are poised and ready to not only connect all of the existing systems including blockchain, NFT, Metaverse Coins, Internet of Things, Robotics, and leverage them in commerce, training, education, entertainment and public service.

The Sizzle decentralized platform allows companies to own a piece of our SizzleVerse® (PROPERTY), participate in the governance and economy (IGNITE), while creating and enjoying a simple way for people to benefit in both the real world and the SizzleVerse® in countless applications.

The Illusion Factory is uniquely qualified to leverage its 43 year successful track record with the world's largest corporations to bring the SizzleVerse® to life. Having self-funded the Sizzle Global TransMedia Network Platform, The Illusion Factory is prepared to deliver one of the most comprehensive experiences globally by seamlessly intertwining the best possible systems in both the real world and the metaverse.

[WATCH VIDEO](#)



THE ILLUSION FACTORY®

23679 Calabasas Rd. Suite 785,
Calabasas, CA 91302

[IllusionFactory.com](https://www.IllusionFactory.com)

[WATCH VIDEO](#)

brian.weiner@sizzle.network