

Tileyard Business Project Proposal

What am I intending to create?

For this project I am intending to create a virtual performance platform in which an audience can attend an interactive live concert from any compatible device. Furthermore, the artist does not have to physically perform during this show either. This will all take place in a *Solana* Blockchain powered free to play social video game called *Chhina's World*, which will be run on mobile, PC, PS5, and XBOX Series X. It can be used either with VR or a regular monitor however regardless the experience would be tailored to the device being used.

Players are able to create and customize their own "Citizen" which will then register on the *Solana* Blockchain. From here each "Citizen" is able to socially interact with other "Citizens" and engage in multiple activities whether or not there is a scheduled event. There will be a set map layout including a main stage in which we can customize depending on the artists' wishes. In terms of the artist, our team will be responsible for creating and animating their character and the show. We will work in close contact directly with the artist to ensure that the entire show is exactly how they intend it to be. All the way from the setlist, to specific sponsorships, and even pre show activities.

The Chhina's World experience is focused on allowing artists to create multi-layered experiences for "live" performances. The goal is not to replace but to enhance. Artists would also be able to create specific virtual shows that work in conjunction with actual live performances, like a tour for example. If fans want to participate in the show but the artist is not coming to their country, they can do so through our platform. The reason that this is better over watching a concert in "vr" is because the "crowd" aspect is still there. You can still walk around, talk to other fans, engage in certain activities. Furthermore, we can also sell merchandise in the form of NFTs in which "Citizens" can then equip their characters. These NFTs would be available only during a specific artists' event and they can retain, gain, or lose value depending on the artist.

That being said, Chhina's World will have its own digital marketplace in which players can trade, sell, or buy merchandise from previous shows if the owner chooses to do so. The artist would get paid for each initial NFT sale, however we will take a percentage of every resale

Amar Chhina
August 15, 2022

that occurs since it is running through our platform. Furthermore, brands would also be able to run advertisements within the world, which allows us to generate brand partnerships and further revenue outside of sales and artist projects.

Why am I taking on the project?

The reason I am taking on the project is because I have been conceptualizing this idea for the past year. Web3.0 is on the rise and NFTs have gained popularity rapidly. That being said, I do not believe NFTs are being used the way they could be. I think NFTs would have more use as virtual items in a game or program rather than “digital art”. I also want to add another layer of interconnectivity between myself as an artist and my fanbase. I think by creating this world and getting other artists and music listeners to be apart of the community, I can solve this problem for myself but also many other independent artists with the same issue.

What are the benchmarks for success and how will they be measured?

The benchmarks for success will be the number of users on the platform or registered for the launch of the platform. Once the game is launched the ideal measurements would be the highest average number of active users simultaneously and also average session time per user. Due to the fact that this is a computer program and is fully digital, all of these benchmarks are trackable through real time data that is accessible at any time. Similar to how I can check my email, I will be able to check the stats of these things online through the backend of the system.

How I intend to approach the project.

I intend to approach the project by initially conducting thorough research into finding out what similar projects are doing, how they have worked, and if they are effective. Furthermore I will also be looking into different Blockchains, reading up on Web3.0 and NFT sales. Once I have all of this information, I intend to find collaborators that can help me bring my vision to life. I will need to find coders, graphic artists, game audio engineers, and artists to work with. I will then start rolling out advertisements and try to get people to sign up for the launch. If I am unable to successfully create something to show by the time this project is due, I intend to atleast get people to sign up and show interest for the rollout of Chhina's World.

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Alternative approaches I could have taken and why I decided against these.

For the time being, I could not see an alternative to approaching this project.

The Timeline.

August

- Begin all research and compile into a document.
- Finish conceptualization
- Begin reaching out to collaborators

September

- Begin development of platform
- Begin self development of new website for rollout
- Begin advertising rollout and generating interest / sign ups

October

- Start measuring results on sign ups
- Begin writing up document
- Continue development and advertising
- End of month status assessment

November

- Based on platform development status, complete the writing of the document