Vyrb Lightpaper 1.0
For the full Vyrb whitepaper, contact info@lucyd.co.

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An Introduction to Vyrb: A social audio app designed to empower wearables with new functionality.

We believe Lucyd eyewear should be able to support free interaction with social media, to enable a progressive, handsfree social audio experience. While digital assistants, once enabled, can provide the basis for this interaction, we believe that the ability to receive and send social media posts with an individual's voice may greatly enhance ease of use of social platforms on the go, by improving speed and safety over traditional social platforms. To facilitate this, we have been developing Vyrb, our full stack social media application that enables the user to receive and send posts through Lucyd Lyte smart glasses with your voice. The application is slated to launch into beta toward the end of the fourth quarter of 2021, and we are aiming to roll out software upgrades to Vyrb across 2022, which will include new features like: monetization, ad-buying modules, an itemized upgrade system, and content selling capabilities for social media creators.

A Wearable Ecosystem
The human voice has gone missing lately. Similar to Clubhouse[1], we're bringing it into the online era with Vyrb, a full social media platform for smart eyewear.

CORE FEATURES IN DEVELOPMENT
Verbal Posting
Speak your mind to the Vyrb network and your favorite platforms, including editable speech-to-text posting to Facebook®. Post handsfree via Lucyd eyewear and your voice assistant.

Hear Your Feed
Use the innovative Autoplay function through the voice assistant to hear a filtered stream of new content and messages. Set voice prompts to interact with posts handsfree.

A New Way To Socialize
Create, edit and send dynamic voice messages and live radio-style broadcasts in real time, with fluid translation controls and emoji-like sound "FX". Start a public chat and have friends join the conversation.

Music Discovery Made Easy
As an audio-focused platform, Vyrb will put musical artists front-and-center. Editing and sharing of songs will be a snap in Vyrb, and live performances will be boosted to other users.

We believe that Vyrb will enhance the utility of current and future Lucyd Lyte glasses by enabling users to be untethered from their smartphones, yet still be able to hear and make social media posts. A goal of our products is to free our customers from other technologies. As such, we are designing Vyrb with a transparent, voice-centric interface in mind, so that as soon as our customers can say "Ok Google," they are connected to a world of engaging audio content and have the ability to create audio posts and messages. We believe social interaction via smart eyewear will be instrumental in bringing new, youthful customers to our company.

A number of companies recently have started to launch voice mediated social media applications, such as Clubhouse, Discord, Audlist, Listen and Riffr. We are designing Vyrb to host audiobooks, podcasts and entire music albums on the platform. With Vyrb, Lucyd Lyte customers will be able to hear their social media feeds, post messages, hold gatherings and musical performances (by inviting other Vyrb users to connect with each other at a specific date and time), and enjoy social media with the authenticity of their own voice: all through their eyewear and without taking their phone out of their pocket.

The Product and Market for Vyrb

Vyrb is being designed as a full social media experience to enhance voice-based communications on wearables and mobile devices. The sophistication of Vyrb's interface enables a large array of in-app purchases and subscriptions, as well as easy connectivity with the Lucyd Lyte line of smart eyewear. In addition to an ad-driven revenue model that is typical of social media applications, the robust and highly variable selection of planned in-app purchases provide

important improvements and fine-tuned customizations to help personalize the user experience. We plan to roll out these and other exciting features of Vyrb over the course of several software updates.

The Vyrb app is contemplated to feature an in-app item shop with a number of fun and useful upgrades, such as:

- *Loot Boxes* — Random packs of multiple upgrade items, a best-selling in-app purchase format frequently deployed in online video games.

- *Skins* — Items that alter the appearance of the app to help personalize it to the user's preferences, such as Dark Mode.

- *Accents* — Items that change the accent used by the app's text-to-speech engine, which is employed frequently to vocalize textual content.

- *Metal Mics* — Items that lengthen the maximum allowable verbal post length and image/video sizes per post for users.

- *Post Embellishments* — Items that can be used to animate posts in the feed to make them more prominent.

- *Sound FX Packs* — Items that increase the number of audio emojis (Sound FX) available to the user, livening up their posts.

- *Ad Tokens* — Items that can be spent to expand the reach of a feed post to a larger audience.

- *Vyrb Gold* — A premium, monthly subscription to the app that blocks all ads and brings additional benefits like a more prominent username.

- *Lucyd Token* — In-app currency that can be spent to tip a user's favorite content creators, to buy premium paywalled content and to buy certain other in-app purchases. Tokens can also be traded to other users for their items on the Vyrb Marketplace module. Users will also be rewarded Tokens for their engagement with ads on the platform, creating a positive feedback loop that rewards app engagement with premium content and experiences.

- *Command Tokens* — Items that can be spent to create new custom voice assistant commands (based on Vyrb's Voice Command Creation Interface).

- *Mega-Tag Tokens* — Items that can expand the number of mega-tags available to the user (mega-tags are a unique Vyrb feature, they are automatically applied hashtags that make a user's posts more discoverable to others).

Users spend approximately 145 minutes per day on social media applications and regularly click on advertisements they view through their applications. We believe Vyrb is strategically positioned to become a prime advertisement space, allowing both visual and audible advertisements to be purchased. Vyrb ads will be shown in a user's regular newsfeed, which we believe will create an opportunity and need for a subscription in-app purchase (Vyrb Gold) for a premium, ad-free browsing experience. For ease of use, Vyrb ads can be created by any user through the application in just moments: users will be able to purchase "Ad Token" items from the in-app store, and then use these tokens to turn standard posts into wide-reaching ads. A rapid-response reporting system will be developed and monitored to remove objectionable or illegal content from the platform. With its focus on high quality audio, we are designing Vyrb to lift up professional and creative audio content developers by helping them reach new audiences. To ensure a positive user experience, we are developing a system in Vyrb which will automatically promote positively reviewed content, and automatically remove content that has been reported in a high ratio compared to the number of viewers, providing the basis for user product discovery as well as a failsafe against any mistake in our manual and algorithmic moderation of the application's hosted content.

Vyrb users will be able to purchase and support content from indie and professional creators via an in-app currency (referred to as "gems" in this document, a virtual point the user typically accumulates by viewing ad content or by purchasing them). Creators will receive gems from typical users as tips during live broadcasts, and in exchange for access to premium posts. The creators will then be able to cash out these gems at an exchange rate that provides profit to Vyrb. For example, users purchase the gems, its in-app loyalty token at a rate of $1 each, but creators only receive $0.75 for each gem they cash out. A 25% effective platform fee would put the content transaction fees of Vyrb at a

lower rate than most digital content marketplaces. In the case of typical livestreaming applications, a functionality Vyrb supports, they are often exorbitant, taking as much as 50% in effective fees on in-app currency transactions. To acquire the gems, users must buy them in the Vyrb Shop or gain them by engaging with sufficient ad content (e.g., using the application for an hour, or an amount of time that effectively pays for the gem). While Vyrb allows users the flexibility of choice of either buying or earning these gems, we believe that there is a huge revenue stream potential for us through a strategic implementation of the Vyrb Shop and peer-to-peer content transactions.

Also, we plan for users to be able to charge a fixed price to be able to access particular audio posts. For example, this feature could be used by a podcaster to sell their premium episodes, or by a recording artist to sell their music albums. In tandem with this feature, audio posts will be divisible into tracks to support long form content such as albums and audiobooks. Vyrb will take a flat percentage fee on all sales of premium content within the application by allowing creators to cash out gems they receive for selling their content. We believe the major benefit of this system is that it will provide audio content creators a new platform for rapidly creating, listing and selling their content, and help create an environment full of rich, unique and interactive audio experiences such as live "radio shows," indie content and virtual concerts for typical Vyrb users.

We believe that Vyrb will effectively leverage multiple successful gamification models from the world of social media to provide a flexible and highly interactive user experience that can potentially draw high-value content creators. A fundamental aspiration of Vyrb is to provide a new platform and source of revenue for high quality audio content creators in particular; to that end, we designed Vyrb with a goal of providing a rapid, user-friendly platform for creators and consumers to share, sell and enjoy the best audio the web has to offer. We believe that through Vyrb, we can make the interaction between our users and our product a fun and rewarding experience, which can also be monetized by the company and content creators alike. By putting audio front and center, we hope to provide a new meeting ground for audio content creators and those who enjoy lots of music, podcasts and talk shows. We hope to provide a mutually beneficial relationship, where Vyrb takes a reasonable fee on the transacting of these parties in exchange for bringing them together.

Vyrb Roadmap

VYRB TIMELINE

1   **Dec 31**   **1.0 Vyrb Beta Launch to Lucyd Community**

Rigorous bug testing and data collection for key improvements. Final elements of initial scope completed in following weeks (Sound FX and Autoplay features)

2   **Jan 30**   **Vyrb 1.1 First Standard Release**

Main bugs fixed in this release. Development of live broadcasting feature underway.

3   **Feb 20**   **Vyrb 1.2 On-Air Release**

Live broadcasting feature introduced (marketing ramp up around key feature release). In app purchases, core itemized upgrade system and ad module development underway. Ability to upload file to posts (restricted to MP3 and other audio file types) to import audio.

4   **April 10**   **On-Air V2 Release**

Bug fixes and other improvements. Equalizer for Lucyd Lyte introduced.

5   **June 20**   **Vyrb 1.5 Shop Release**

Introduction of advertisements for free users via Admob or taboola-style ads. Introduction of in app store with items that customize UX, add Sound FX, and increase post reach (ad tokens). Items that provide promo items and free accessories on the Lucyd eshop. Introduction of ad creator module for businesses to spend ad tokens for boosted posts.

6 **Dec 1** **Vyrb 2.0 Tokenomix Release**

Introduction of tabbed modules inside the Shop main tab.
Introduction of token Wallet module and layer 2 Ethereum token transfer system, wherein any user can buy a virtual token to spend on experiences, upgrades and premium content in Vyrb. Ability to purchase tokens from in app shop.
Introduction of ethereum gateway to support legacy LCD tokens.
Introduction of user Market module where in-app purchases can be traded peer to peer for tokens.
Introduction of tokenized posts, which include the ability for users to "tip" tokens to content creators they like. This includes static and live posts. Public posts reflect the amount tipped alongside the heat counter.
Introduction of paid posts, wherein any user can set a paywall on a static or live post, priced in the token. Eg, an artist can set a price for a recorded album or a live performance.
Introduction of token reward system, wherein a user can gain free tokens by checking into the app, sharing the app on social media/sms, watching ads, buying a promo item, etc. Token rewards for popular posts are granted as a factor of their heat counter.
In this release, only the token itself and a special loot crate item will be purchased in USD through the payment system. We want to make as much value as possible accessible via the token. Ad tokens will also be purchased in the system token, to allow popular creators to spend their rewards on improved reach in the app, and for users to trade other unneeded tokens for our token to get enhanced social reach (on external exchanges)

7 **May 30 2023** **Vyrb 3.0 NFTime Release**

Introduction of the ability to create single and serial posts backed with an ERC 720 NFT (or other protocol).
Containing audio and/or visual and/or textual content with various privacy settings.
Ability to set a price in the system token for the NFT post to be purchased from the user's profile and the Home feed.
Updates to the Market module to support trading of NFT posts.
Additional tab on inventory for NFT posts purchased.
Enhanced saving features for exporting NFT posts.
Updates to Ethereum gateway to support sending NFT posts to external wallets.
(Later on, the ability to import other Lucyd NFTs and restore Vyrb NFTs to your Vyrb wallet)
Previous and future in-app items upgraded to NFTs with the ability to be sent to external wallets.

Summary

Vyrb is going to provide a complex and powerful platform for creating, sharing, enjoying and monetizing audio and other forms of social content. By putting content creators first with dynamic posting and streaming options, and several avenues of monetization, we will enable a new kind of social experience that automatically promotes the highest quality creators. By introducing a unique Item and Marketplace system, users will be able to enjoy an all-new *gamified* social experience. In the final planned major update, the addition of NFT support will provide additional options for creation and monetization of premium, unique content.