

ULTIMATE



TOKEN

On your or our location

Ultimate VR in Leiden is Europe's largest and most innovative VR arcade and the launchpad for a global vision: the Ultimate Virtual Reality Token (UVRT). This isn't your typical VR setup, but a scalable ecosystem where gaming, tech, and entrepreneurship meet. With 70+ high-end games, 200 m² of free-roam space, premium gear, and sessions from 10 to 60 minutes for up to 10 players, we deliver a truly immersive experience. And it's not just fun – it's profitable. With a capacity of over 60,000 sessions per year at €20–30 per headset, revenue potential ranges from €287,000 to €143,5000. Add a bar turnover of ~€7,800, hospitality partnerships, and future VR gear/software sales, and you've got a serious business opportunity.

But the real power lies in the tokenization:

The real power - a utility token that fuels multiple revenue streams:

- **Earn & Spend:** Users earn tokens by playing, referring, and joining events, then spend them on VR sessions, merch, food, exclusive content, and e-sports.
- **Franchise Model:** Partners worldwide can run "VR at your location" using our tech, content, and support – including event services.
- **Game Sales:** In-house VR game development and distribution.
- **NFTs & Upgrades:** Premium digital assets and rewards built into gameplay.
- **Events & E-sports:** Community tournaments with sponsor income and broad reach.

Running on a scalable blockchain (e.g. Solana), UVRT enables fast, secure, low-cost transactions. With both physical and digital revenue models, the roadmap includes expansion to new cities, in-house games, and a matchmaking platform.

The first e-sport oriented VR Token
On your or our location



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0. Introduction

Why invest?

Ultimate VR combines the explosive growth of the VR market (+23.4% CAGR towards \$244 billion in 2030) with proven business operations, technologies, solid infrastructure and a unique token economy. This is not an idea on paper – this is operational, scalable and ready for exponential growth. Investors are getting in at the intersection of physical experiences and digital economy.

About the founder

Tobbie Garpeh – call him Tobias – is a passionate serial entrepreneur, creative and bon vivant with a heart for animals, people and technology. Father of three children, rescuer of animals in need (two dogs from Curaçao, four chickens and two rabbits from the Valkenburg lake), married to a Valkenburg woman and an avid lover of everything that plays: from board games and chess to Call of Duty and Beat Saber. His passion for innovation, storytelling and meaningful experiences comes together in his latest project: **Ultimate VR**.

The origin of Ultimate VR

When Tobias moved to Leiden seven years ago, he noticed that the city – despite its vibrant student community and technological potential – offered surprisingly little innovative entertainment. Seven years later, hardly anything had changed. That was the moment he decided that things had to change. In July 2024, he took the initiative: he designed the concept for one of the most advanced VR experiences in the world and started the transformation of an old CrossFit location on Rooseveltstraat. Just four months later, on November 23, Ultimate VR officially opened its doors as the largest VR arcade in Europe. An investment of more than €250,000 made this ambitious project possible – and the interest since then has been overwhelming.

The concept: experiencing instead of watching

Ultimate VR offers a unique, physical and completely wireless VR experience in three large areas (54, 64 and 100 m²), with more than 70 immersive games. From puzzle and adventure games to intense action and horror: there is something for everyone. The latest generation of VR headsets, vests with full-body tracking and freeroam technology ensure that players are literally in the game. And that without getting nauseous – the games have been carefully selected to appeal to both hardcore gamers and families and children from the age of six.



More than entertainment

Ultimate VR is not only fun, but also functional. Players improve their cognitive skills, work on collaboration and literally make hundreds of physical movements per session. An hour of VR means 400 to 500 calories burned, intense focus and pure fun. Tobias strongly believes in breaking the negative stigma around gaming. **Ultimate VR** is all about multisensory learning, motor development and social interaction.

The future: tokenization and expansion

With the introduction of the Ultimate VR Token, the company is entering a new phase. This token will play a key role in community building, reward mechanisms, memberships, loyalty programs and future locations. The ambition is clear: to bring technology, play and humanity together in a groundbreaking ecosystem of physical and digital experiences.

About us

Welcome to the Ultimate Virtual Reality Token (UVRT) , where innovation meets immersive experiences. We are at the forefront of revolutionizing the VR gaming industry by integrating blockchain technology to create a seamless, secure, and rewarding ecosystem for gamers, developers, and stakeholders.

Our mission is to bridge the gap between cutting-edge technology and the captivating world of VR gaming. By leveraging blockchain, we offer a versatile token economy that incentivizes engagement, enhances user experiences, and drives community growth. Whether you're a passionate gamer, a pioneering developer, or an enthusiastic stakeholder, UVRT provides a unified platform that connects and rewards you.

At UVRT, we believe in the power of collaboration and community. Our team consists of experts in blockchain technology, VR gaming, and community building, all dedicated to pushing the boundaries of what's possible in the VR entertainment sector. Through our token system, we support the development of new VR games, expansion of franchises, and organization of community events, ensuring that our ecosystem thrives and evolves.

Join us on this exciting journey as we redefine the future of VR gaming. With UVRT, the possibilities are limitless, and the adventure is just beginning. Together, we can create a vibrant and dynamic VR landscape that enriches the lives of players and innovators alike.



1. Problem Statement

Despite the rapid growth of the VR industry, several challenges persist:

- **Limited user incentivization** for participation and engagement.
- **Lack of a cohesive ecosystem** connecting players, developers, and venues.
- **Minimal integration of blockchain technology** to enhance user experiences.
- **Absence of regional e-sports leagues** and VR-focused community foundations.

2. Solution Overview

UVRT introduces a versatile token economy to enhance VR gaming experiences. The token system rewards players for participation, facilitates transactions within VR environments, and supports community growth through e-sports leagues, events, and partnerships.

Key features include:

- **Earning Tokens:** Rewards for gaming achievements, referrals, and community engagement.
- **Spending Tokens:** Redeemable for discounts, merchandise, and exclusive experiences.
- **Ecosystem Growth:** Funding for VR game development, franchise expansion, and community events.



3. Tokenomics

Market Cap and Token Distribution

- **Initial:** 2.100.000
- **Fully Diluted:** 2.100.000
- **Token Supply:** 21.000.000
- **Price Per Token:** 0.10
- **Contract Address:** Blockchain to be determined, possibly multiple

Allocation

- **Initial offering/presale:** 10%
- **Public Release:** 10% (on exchange)
- **Development and Operations:** 17%
- **Founding team:** 22%
- **Marketing and Partnerships:** 21%
- **Community Rewards:** 10%
- **Reserve Fund:** 5%
- **Ecosystem development:** 5%

4. Earning & Spending Tokens

Users can earn UVRT through:

- **Gaming Activities:** Completing sessions, achieving high scores and game reviews.
- **Referrals:** Introducing new players to the ecosystem.
- **Engagement:** Subscribing to newsletters and participating in events.

Users can use UVRT through:

- **Food and Beverages:** Redeemable at VR locations.
- **Discounts:** On foods and beverages, VR services, games and equipment.
- **Exclusive Rewards:** Access to exclusive and premium content, events, and early access to new games.
- **Event Access:** Special tickets or passes for VR events, tournaments, or e-sports league participation.



5. Technology Stack/Framework

Users can use UVRT through:

- **Blockchain:** TBD (e.g. Solana; for its scalability, low transaction fees, and high throughput, ensuring a seamless experience for users.).
- **Smart Contracts:** For issuance, (staking) secure and automated transactions.
- **Decentralized Exchanges:** Raydium, Jupiter
- **Centralized Exchanges:** TBD
- **Scalability:** Optimized for high transaction volumes and interoperability to support a large number of players, ensuring a fast and frictionless experience.

6. Milestones & Achievements

October 2024

Our official first location opened in Leiden

Game Library

70+ VR games across various categories (document on request)

Community Growth

- 10000+ tickets sold.
- 4000+ gamers were attracted.
- 10000+ gaming hours facilitated

7. Facility & Hardware

Total Space

500m²

Field Sizes

- 100m²
- 64m²
- 35m²
- Future: combined fields with 16 players max

Others

- Lightjumper
 - Lobby
- Deck Lounge 1 (to be hired for birthdays)
- Gaming lounge (multiple TV screens and playstations)
- Office

Fields setup:

Lines on floor for calibration

Banners on the walls, Walls to set the area, Special lights



8. Equipment

VR headsets:

10

Meta Quest 3

+

4

Meta Quest 2

+

10

Pico 4 Ultra
Enterprise

+

32

Controllers

Server Infrastructure:

3

servers

+

5

computers

+

8

screens

+

Additional
equipment (cables,
mouses, keyboards)
Laptops for on location
experiences

+

2

routers

Additional Hardware:

6

VR vests

+

4

VR guns

+

20

extra batteries

+

Plenty of
battery charging
stations

9. VR Environment

- High-quality 3D
- Free-roam on 3 fields
- Real-time interactions
- Multiplayer capabilities with a maximum of 10 players per field

10. Software

- Multiplayer and lobby software allowing 1 to 10 players at the same time
- Average game length = 10-25 minutes
- Max game length = 60 minutes (escape rooms)
- Categories: Fantasy, Sci-fi, Action, Family, Escape Room, Horror, History, Adventure, Dance

11. Bar services

- Drinks (non-alcoholic and alcoholic)
- Snacks

12. Opening Hours (Leiden)

- Tuesday-Thursday: 14:00 - 21:00 (7 hours/day, 21 total)
- Friday & Saturday: 12:00 - 24:00 (12 hours/day, 24 total)
- Sunday: 12:00 – 19:00 (7 hours)
- Total Maximum per week: 52 hours
- Total Maximum per month: 225 hours
- Total Maximum per year: 2704 hours

Capacity: 24 headsets/hour (more headsets to be acquired)

Maximum occupation/players per hour

$24 * 59 = 1416$ per week

$24 * 255 = 6120$ per month

$24 * 3068 = 73632$ per year



13. Capacity

24 headsets/hour (more headsets to be acquired)

Maximum occupation	
24 x 52	= 1248 per week
24 x 225	= 5400 per month
24 x 2704	= 64896 per year

14. Financials (full document on request)

Rates

19,50 - light jumper, mini games in lobby and 2 standard games of 15 minutes

29,50 - light jumper, mini games in lobby and 2 premium game of 25 minutes or 1 of 60 min.

On your location 29,50 per person per game.

15. Projections revenue per year (standard games)

High 80%	$(19.50 \times 64896) \times .80$	= 1.012.377
Mid 50%	$(19.50 \times 64896) \times 50$	= 632.736
Low 20%	$(19.50 \times 64896) \times 20$	= 253.094

16. Bar Sales

3 eur per unit	
3 x 50	= 150 Per week
150 x 52	= 7800 Per year

17. Payments

- **Mollie:** most transactions like iDeal, SEPA and paypal
- **Coinpayments** (cryptocurrency payments)
- **Cash or card on location**

(costs documentation/administration on request)

(franchise information on request)

18. Competitive Analysis

Market Landscape, Competitors:

- Approximately 30 VR gaming locations in the Netherlands.
- Approximately 15 VR gaming locations in Flemish Belgium.

Unique Selling Points:

- First blockchain-based VR token economy in the region.
- Exclusive Benelux e-sports league integrated into VR experience.
- Comprehensive community-driven foundation supporting both developers and players.
- On top of the latest VR game releases
- The Umbrella VR foundation

19. Marketing plan/strategy

Target audience

- Schools and educational institutions.
- Gamers and e-sports enthusiasts.
- General public interest in VR experiences.
- Businesses looking for VR training or team-building experiences.
- Healthcare (for disabilities, elderly, and mental health).
- Youth/childrens party.
- Families (with children).

Strategies

- **Digital Marketing:** Social media campaigns, influencer partnerships and targeted ads.
- **Content Creation:** Reels, shorts, and highlights of best plays.
- **Community Outreach:** Flyers, banners, newspapers and local events and organizations.
- **Industry Presence:** Articles, news briefs, event and conference participation.
- **Cold Calling:** Target audience. Airdrop and bounty campaigns



20. Community Engagement

Community Engagement

- **E-sports Leagues:** Seasonal tournaments with token-based rewards and sponsors
- **Events:** Exclusive meetups, game launches and new VR experiences.
- **Foundation:** Supporting regional VR initiatives and community projects.

21. Gaming Infrastructure

UVRT integrates seamlessly into VR locations, enabling:

- Multiplayer and leaderboard functionality.
- Rewards for achievements and participation.
- Partnerships with VR developers and hardware providers.
- Development and sales of games.

The Ultimate Virtual Reality Token project is collaborating with several industry leaders to enhance the platform and expand its reach:

- **VR hardware manufacturers**
- **VR game developers**
- **Educational institutions**

22. Roadmap

2024 Q4

- Launched first VR location in Leiden.
- First marketing campaign
- Start recruitment to extend the team

2025 Q1

- VR on your location (events)
- 360 views of locations
- Launch of console gaming lounge
- Gaming the animo for token



22. Roadmap

2025 Q2

- Establish partnerships with existing businesses, educational institutions, VR developers and sponsors.
- Exposure thru crypto oriented websites
- Preperation for UVR franchise
- Release UVRT token and begin first distribution.

2025 Q3

- Expansion of additional locations and franchises.
- First tournament,;with tokens.

2025 Q4

- Develop our own VR games.
- Launch Season 1 of the e-sports league.
- Matchmaking app for league
- Launch of the VR Foundation
- Introduce NFT collectibles and rewards.
- List UVRT on (major) cryptocurrency exchanges.
- Launch a mobile app and web app for user engagement, token management and rewards tracking and game scheduling.
- Sale of VR necessities; on location and online
- Global expansion and partnerships with other VR companies.
- 360 views of locations

23. Conclusion

The Ultimate Virtual Reality Token (UVRT) is poised to revolutionize the VR gaming and entertainment industry by creating a tokenized ecosystem that connects players, developers, and operators. With blockchain integration and a community-focused platform UVRT aims to become a major force in the VR space.

24. Communities

- **Discord:** (link)
- **Telegram:** @ultimateVR /@ultimateVirtualReality

25. Contact Information

- **General Inquiries:** info@uvrleiden.nl
- **Business Contact:** alex@uvrleiden.nl

For extra information or questions e-mail the above.

Disclaimer: This whitepaper is for informational purposes only and does not constitute financial advice.

