



eventsx

THE FUTURE OF EVENTS

**UNLEASH THE FUTURE OF EVENTS:
HYBRID, Futuristic & Intelligent**

WHITEPAPER

ABSTRACT

EventsX is a pioneering platform that redefines the future of the event industry, leveraging hybrid, futuristic, and intelligent technologies. Event planners often encounter challenges such as high costs, limited staff, and time constraints for content creation, thus hindering the seamless organization of events. With the AI Event Engine at its core, EventsX offers a comprehensive solution to streamline event planning, execution, and attendee engagement.

This whitepaper introduces EventsX, outlining its vision, technology, and token details. It highlights the platform's unique use of NFTs as event tickets and its secure implementation. The whitepaper also presents a roadmap for EventsX's future development and the opportunity to participate in the \$EVEX token sale.

The goal is to revolutionize the event industry by creating an immersive ecosystem that connects communities, empowers event planners, and enhances the overall attendee experience. We invite event enthusiasts, investors, and stakeholders to join us in our mission to set new standards for the future of events.

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INTRODUCTION

INTRODUCING EVENTSX: REVOLUTIONIZING THE FUTURE OF EVENTS

In a world where events play a crucial role in connecting people and fostering meaningful experiences, event planners face a myriad of challenges. Rising costs, limited resources, and time constraints for content creation can hamper their efforts to put together extraordinary events. Besides this, getting the desired audience and engaging attendees pose additional obstacles that event planners have to overcome.

EventsX is an innovative platform poised to transform the events industry as it is known. EventsX leverages cutting-edge technologies to tackle the pain points event planners face. The mission is empowering event organizers, making event planning efficient, cost-effective, and inspiring.

At the core of its offering lies the **AI Event Engine**—a groundbreaking technology that seamlessly integrates artificial intelligence to deliver hassle-free, AI-assisted curated content. This empowers event planners to curate captivating event agendas effortlessly.

The platform is designed to simplify event management without compromising on quality. Using cutting-edge AI-powered ads and social creatives, the platform helps event planners reach their desired target audience, **cutting marketing costs by 90%**.

Diversity and versatility define the platform. EventsX caters to all event modes—virtual, physical, phygital, and beyond. The in-built NFT ticket generator and bespoke metaverses enhance event experiences like never before, while the native cryptocurrency (\$EVEX) integration facilitates seamless transactions and unlocks new possibilities for event monetization.

With EventsX, an AI host oversees event automation, reducing staffing needs by 70%. Real-time analytics and comprehensive reports provide invaluable insights, empowering event organizers to make data-driven decisions and continually elevate their events.

BACKGROUND AND MARKET ANALYSIS

The events industry has long been a catalyst for fostering connections and creating unforgettable experiences. EventsX aims to revolutionize the future of events to transcend boundaries, language, and diversity with its futuristic, and intelligent platform.

MARKET ANALYSIS

The global events industry is a thriving market. According to a market research report released by Custom Market Insights, the analysis of demand in the Global Events Industry Market indicates that the revenue was estimated to be about USD 1.1 trillion in 2022. Projections suggest that this market is forecasted to reach approximately USD 1.8 trillion by 2032. This growth is anticipated to occur at a CAGR of 12% from 2022 to 2032.

The industry is broadly categorised into:

Types of Events in the Industry:

- Music Concerts
- Festivals
- Sports Events
- Exhibitions and Conferences
- Corporate Events and Seminars
- Other Events

Revenue Sources:

- Ticket Sales
- Sponsorship
- Other Sources

Organizers of Events:

- Corporate Organizations
- Sports Entities
- Educational Institutions
- Entertainment Companies
- Other Organizers

Age Groups:

- Below 20 Years
- 21-40 Years
- Above 40 Years

This categorization helps provide a clear overview of the different segments within the Events Industry Market.

With advancements in technology and the growing demand for virtual and hybrid events, the industry is experiencing a transformative shift.

While the traditional events market continues to flourish, it also faces critical pain points that hinder its progress. Event planners often struggle with rising costs, limited staff, and time constraints when creating captivating content for their events. Acquiring attendees and effectively reaching target audiences present additional challenges.

Moreover, marketing and promotion efforts can be resource-intensive and financially burdensome. Event planners must seek innovative ways to stand out in a competitive landscape and attract a broader audience.



BACKGROUND

EventsX emerges as a solution to address these challenges and revolutionize the events industry. With a visionary approach and cutting-edge technology, EventsX is committed to empowering event planners and transforming event management into an efficient, cost-effective, and creatively inspiring process.

The **AI Event Engine** serves as the core technology of EventsX, seamlessly integrating artificial intelligence to streamline event planning. This revolutionary engine enables event organizers to effortlessly create captivating event agendas through generative AI-assisted content. By automating and optimizing the content creation process, EventsX empowers planners to focus on enhancing event experiences and taking the load off their shoulders for routine tasks.

Furthermore, EventsX pioneers the use of NFTs (Non-Fungible Tokens) within the events ecosystem. The in-built NFT ticket generator introduces unique digital assets, enhancing event ticketing and adding value for attendees. Bespoke metaverses within EventsX offer immersive event experiences, aligning with the growing trend of virtual reality and digital interactions.

The platform's native cryptocurrency, \$EVEX, introduces a new dimension to event monetization and transactions. With seamless integration, attendees and stakeholders can efficiently transact and engage in the event economy.

By incorporating AI-powered ads and social creatives, EventsX enables event planners to customize ads in real time and provide a tailored approach to reach their target audiences effectively. For example, the AI-powered Engine can create ads in real time based on the audience's browsing history. This leads to more effective outreach, better conversions and reduced marketing costs for companies.

Also, the smart matchmaking algorithm facilitates networking opportunities, fostering valuable connections among attendees and participants.

TECHNOLOGY AND TOKEN DETAILS

EventsX introduces its native cryptocurrency, \$EVEX, to power its innovative platform and provide a seamless and decentralized event economy. It is a BEP-20 token built on the BNB Smart Chain. It is worth noting that EventsX will be built on BNB Smart Chain. However, it will be a multichain solution eventually. \$EVEX offers secure and transparent transactions, enabling users to access a wide range of benefits within the EventsX ecosystem.

USE CASES OF \$EVEX

Exclusive Discounts and Perks: \$EVEX token holders enjoy exclusive benefits, including discounted event tickets, fostering early adoption, and building a loyal community dedicated to unforgettable event experiences.

Community-Powered Decision-Making: At EventsX, we believe in shared governance. \$EVEX token holders actively participate in voting and shaping decisions. To ensure a robust democratic process, we'll introduce a separate governance token specifically designed to operate the DAO protocol, giving the community a direct voice in the evolution of EventsX.

Events Crafted by You: Empowered by \$EVEX, the community takes the lead. Members can organize and partake in events tailored for and by themselves, enhancing inclusivity and collaboration. These diverse experiences enrich the platform, making it a hub of creativity and innovation.

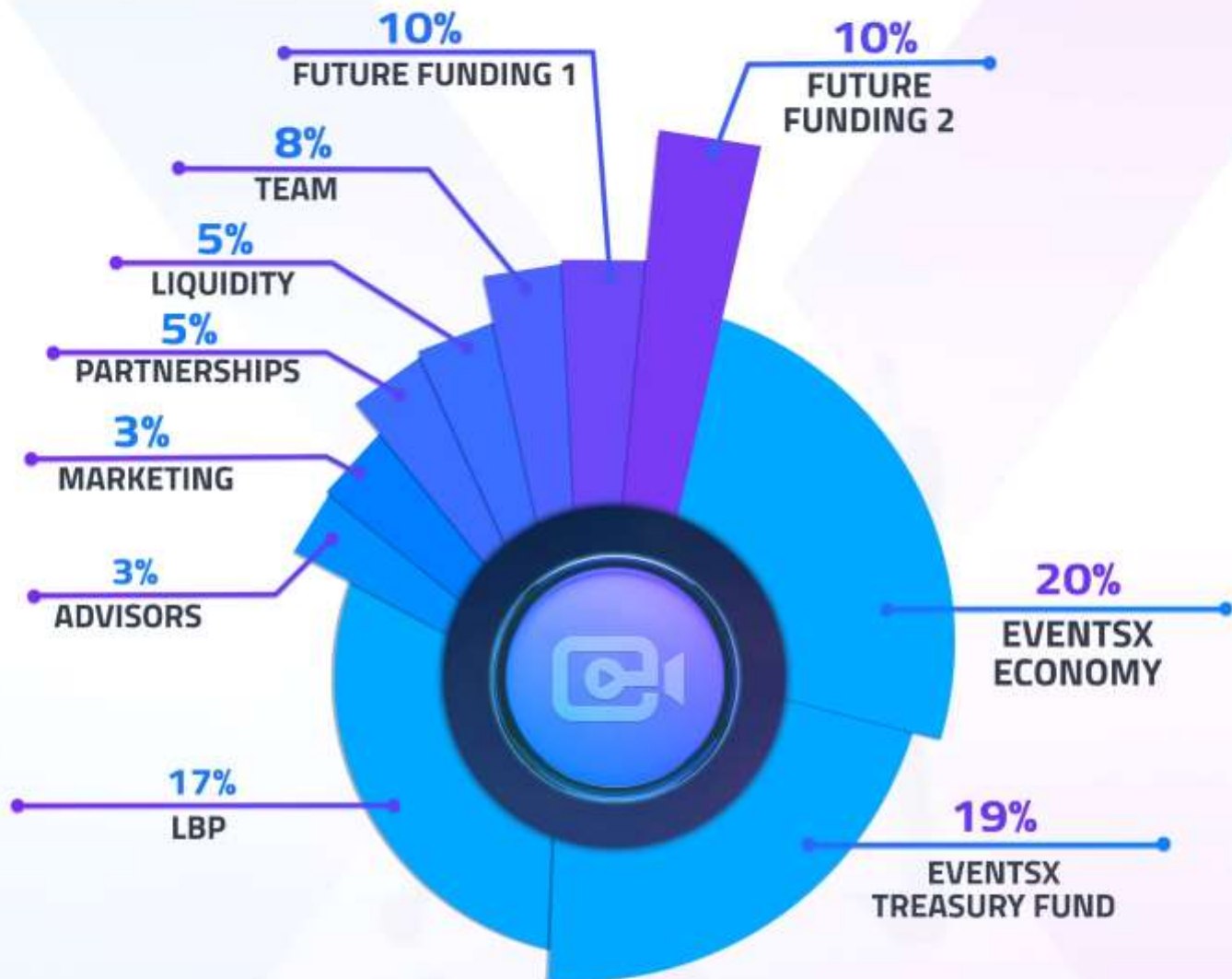
Engagement and Rewards: Active involvement within the EventsX ecosystem is celebrated. Users are encouraged to contribute content, engage with events, and foster community growth. It's a dynamic environment where participation is valued and where rewards reflect their dedication.

\$EVEX: Empowering Connections, Ensuring Transparency: EventsX's native cryptocurrency, \$EVEX, operates on principles of transparency, security, and efficiency. Through blockchain technology and smart contracts, EventsX creates a vibrant, interconnected community. \$EVEX transforms traditional events into a global, collaborative, and inclusive experience, redefining the very essence of event engagement.

\$EVEX TOKENOMICS

CHAIN: BNB

TOTAL SUPPLY: 1,000,000,000 \$EVEX



ALLOCATION	PERCENT	TOKENS
LBP	17%	170,000,000
Liquidity	5%	50,000,000
Team	8%	80,000,000
Marketing	3%	30,000,000
Future Funding 1	10%	100,000,000
Future Funding 2	10%	100,000,000
Eventsx economy	20%	200,000,000
Partnerships	5%	50,000,000
Advisors	3%	30,000,000
Eventsx treasury fund	19%	190,000,000
TOTAL	100%	1,000,000,000

TOKEN ALLOCATION FOR \$EVEX:

- 1. Seed Sale (5%):** Initial phase funding to kickstart the project, involving early contributors who believe in the vision and potential of EventsX.
- 2. Private Sale (8%):** Reserved for private investors who provide essential capital for development, ensuring a strong foundation for the EventsX platform.
- 3. IDO (4%):** Allocation for the Initial DEX Offering, enabling a decentralized launch and community participation in the token sale.
- 4. Liquidity (3%):** Dedicated to liquidity pools, fostering a stable and vibrant marketplace for EventsX tokens.
- 5. Team (8%):** Incentivizing the core team responsible for the project's development, ensuring dedication and alignment of interests with project success.
- 6. Marketing (4%):** Allocated for promotional efforts to enhance awareness, user acquisition, and overall market presence of EventsX.
- 7. EventsX Economy (40%):** The majority share, fueling the ecosystem's economic activities, including rewards, incentives, and governance mechanisms.
- 8. Partnerships (5%):** Reserved for strategic collaborations and partnerships, fostering growth and expanding the EventsX network.
- 9. Advisors (3%):** Allocated for advisors who bring valuable insights, guidance, and expertise to enhance the project's overall development.
- 10. EventsX Treasury Fund (20%):** A crucial reserve for sustaining the long-term growth and development of the EventsX ecosystem.

This comprehensive token allocation strategy ensures a balanced distribution, aligning with key priorities like development, liquidity, partnerships, and community engagement, driving the success and sustainability of EventsX.

NFT IMPLEMENTATION

EventsX is at the forefront of event innovation with its groundbreaking dNFT 2.0 ticketing system. Unlike traditional event tickets, these dNFTs redefine event participation, encapsulating a diverse array of experiences within a single digital token. Each dNFT ticket serves as a gateway to a multitude of event encounters, from exclusive content access and personalized networking sessions to backstage tours and culinary delights.

In its inaugural release, EventsX will unveil 2,500 dNFTs, each a bundle of experiences, featuring unique artworks and comprehensive metadata detailing the included privileges. Among these, 100 are Premium tickets, granting holders elite access to premium event features, while 400 are VIP tickets, offering enhanced privileges and priority event entry.

These dNFT bundles are dynamic and adaptable. Attendees can either purchase individual experiences or opt for bundled offerings. What makes these tickets truly revolutionary is their versatility: they not only grant access but also serve as conduits for marketing content, advertisements, surveys, and polls. Moreover, they track user behavior, offering insightful reports on various data points, both during and post-event, enhancing the understanding of attendee engagement.

EventsX dNFTs guarantee secure, tamper-proof event access, eliminating the risks associated with counterfeit tickets. They establish verifiable ownership, providing attendees with a prestigious digital entry pass, and showcasing their participation in exclusive events. Furthermore, these dNFTs stimulate a dynamic secondary market, encouraging attendees to trade, sell, or exchange their digital tickets, fostering a thriving event economy.

This innovative strategy underscores EventsX's dedication to fostering innovation and inclusivity, enhancing event experiences to be both remarkable and individualized. In a landscape where the digital transformation of the event industry is rapidly advancing, EventsX positions itself as a pioneer, delivering attendees an unmatched, immersive event journey, fundamentally reshaping the core of event engagement.

USE CASES AND APPLICATIONS

EventsX presents a versatile and futuristic platform with a multitude of use cases and applications, catering to a wide range of stakeholders within the events ecosystem. Leveraging cutting-edge technology and innovative features, EventsX redefines event planning and participation, offering an extraordinary array of benefits and opportunities.



EVENT TICKETING WITH NFTS: EventsX revolutionizes event ticketing through Non-Fungible Tokens (NFTs). Attendees can securely purchase NFT event tickets, providing verifiable ownership and access to exclusive experiences. NFTs offer tamper-proof event entry, eliminating the risk of counterfeit tickets and ensuring a seamless and secure check-in process.



EVENT ECONOMY: EventsX's native cryptocurrency, \$EVEX, creates a dynamic event economy. Attendees can transact within the ecosystem, buying, selling, and exchanging event tickets, merchandise, and other event-related services. The event economy fosters community engagement and incentivizes active participation.



DECENTRALIZED EVENTS: EventsX empowers the community to organize and host their own decentralized events, tailored to their interests and preferences. Community-driven events enrich the platform's diversity and relevance, creating an inclusive and vibrant event landscape.



AI EVENT ENGINE: The AI Event Engine serves as the core technology behind EventsX, streamlining event planning and content creation. With generative AI-assisted content, event organizers can effortlessly design captivating agendas, reducing time and effort in the event preparation process.



SMART MATCHMAKING ALGORITHM: EventsX's smart matchmaking algorithm facilitates networking opportunities, connecting attendees with like-minded individuals and potential collaborators. The algorithm enhances event engagement and fosters valuable connections within the community.



BESPOKE METAVERSES: Through EventsX, organizers can create bespoke metaverses, offering immersive and interactive event experiences. Metaverses enable virtual interactions and enrich event engagements, aligning with the growing trend of virtual reality and digital gatherings.



IN-EVENT PRODUCT MARKETPLACE: EventsX hosts an in-event product marketplace, where vendors and exhibitors can showcase their products and services directly to event attendees. The marketplace expands networking opportunities and offers a unique platform for businesses to promote their offerings.



GOVERNANCE AND DECISION-MAKING: EventsX ensures a decentralized governance model, enabling token holders to participate in voting and decision-making processes. Community members actively contribute to shaping the platform's future, fostering a sense of ownership and inclusion.



AI-POWERED AD AND SOCIAL CREATIVES: EventsX incorporates AI-powered ad and social creatives, optimizing marketing efforts and reducing costs by up to 90%. Event organizers can efficiently reach their target audiences, promoting events and driving attendance.



ENHANCED ENGAGEMENT AND REWARDS: EventsX incentivizes active participation within the platform, rewarding users for contributing content, interacting with events, and promoting community growth. Enhanced engagement leads to a vibrant and thriving EventsX ecosystem.

EventsX is more than just an event platform; it is a transformative force that reshapes the events industry. Through its diverse use cases and applications, EventsX empowers event organizers, attendees, and stakeholders to redefine the way events are planned, executed, and experienced. With EventsX, the future of events is one of inclusivity, innovation, and extraordinary experiences.

ROADMAP

EventsX's roadmap outlines a clear and strategic path to revolutionize the events industry and establish itself as a global leader in event technology. The roadmap reflects the company's commitment to innovation, user-centricity, and continuous growth, shaping the future of events through cutting-edge solutions and a thriving community.



Throughout its roadmap journey, EventsX maintains a strong focus on community engagement, fostering an inclusive and vibrant community of event organizers, attendees, and partners. The roadmap serves as a dynamic guide, steering EventsX towards a future where events are reimaged, and experiences are enriched, igniting a new era of collaboration and connections within the events industry.

TEAM AND ADVISORS

EventsX is driven by a talented and diverse team of visionary leaders, each with a wealth of experience and expertise in their respective fields. Together, they bring a unique blend of technical prowess, entrepreneurial acumen, and industry knowledge to propel EventsX toward its mission of revolutionizing the events landscape.



DARSHANA MANIKKUWADURA

Co-Founder & CEO

With a wealth of over 20 years of IT experience gained from globally recognized corporations, Darshana Manikkuwadura is a tech entrepreneur. Throughout his career, he has successfully founded and managed tech firms. As the CEO, Darshana is tasked with shaping the company's vision and providing strategic direction. His role involves goal-setting, planning, and executing initiatives from the initial stages.



SHOAIB ASLAM

Co-Founder & CFO

Shoaib Aslam, a serial tech entrepreneur, boasts an impressive portfolio of founding and managing over a dozen firms specializing in various fields such as financial services, artificial intelligence, pharmaceuticals, accountancy, and SaaS platforms. Beyond his entrepreneurial endeavors, Shoaib has shared his expertise as a guest speaker at universities and business conferences, conducting webinars for leading organizations globally. Notably, he recently authored a book and achieved recognition as a finalist for prestigious awards, including the QuickBooks Firm of the Future and Digital and Innovative Firm of the Year.



BUDDHIKA PERERA

CTO and Chief Innovation Officer

Buddhika Perera boasts an illustrious entrepreneurial voyage as a distinguished four-time founder. He has spearheaded ventures encompassing patent-pending VR technology, immersive mobile games, and trailblazing agency initiatives in collaboration with esteemed international corporations and government entities. With an exceptional track record of raising a staggering \$150 million in cryptocurrency funding, Buddhika serves as the driving force behind EventsX.



ASHLEY PREEN

CMO

In his role as the Chief Marketing Officer, Ashley Preen enriches EventsX with a trove of experience spanning both the digital and traditional marketing spheres. Drawing from his illustrious journey as the visionary founder of Georges Shed, Ashley possesses an innate proficiency in crafting branding and marketing strategies that not only amplify but supercharge EventsX's market prominence and user engagement.

ADVISORS

EventsX benefits from the guidance and expertise of esteemed advisors—the industry leaders and the who's who of the events industry. They provide valuable insights and industry knowledge to steer the platform toward success. The advisory board comprises notable experts from various sectors, including events, technology, finance, and marketing, ensuring a well-rounded and informed approach to decision-making.

The collective experience and vision of the EventsX team and advisors form a powerful driving force behind the platform's growth and innovation. With their expertise, EventsX is poised to revolutionize the future of events, offering a dynamic and immersive platform that redefines event planning and participation for organizers and attendees alike.

SECURITY AND RISK CONSIDERATIONS

EventsX prioritizes the security and safety of our users data and implements innovative security measures like:

DATA SECURITY:



- EventsX employs state-of-the-art encryption and secure data storage practices to safeguard user information, ensuring that personal and sensitive data remains confidential and inaccessible to unauthorized parties.
- Regular security audits and vulnerability assessments are conducted to identify and address potential weaknesses in the system, proactively mitigating any threats.

SMART CONTRACT SECURITY:



- As a blockchain-based platform, EventsX utilizes smart contracts to facilitate transactions and interactions within the ecosystem. To ensure the integrity and safety of these contracts, EventsX collaborates with reputable smart contract auditing firms to conduct thorough code reviews, minimizing the risk of vulnerabilities and exploits.

USER AUTHENTICATION:



- The platform implements strong user authentication protocols to prevent unauthorized access to user accounts and protect against potential fraudulent activities.
- Multi-factor authentication (MFA) adds an additional layer of security, allowing users to confirm their identity through multiple verification steps.

PRIVACY AND CONSENT:



- EventsX complies with relevant data protection laws and regulations, including the General Data Protection Regulation (GDPR), ensuring that user data is collected and processed lawfully and with explicit consent.
- With transparent privacy policies, users are informed how their data will be used and protected within the platform.

RISK MANAGEMENT:



- A comprehensive risk management strategy is in place to identify and assess potential risks that may arise during platform operations. Regular risk assessments are conducted, and appropriate risk mitigation plans are implemented to safeguard against adverse scenarios.
- EventsX maintains robust internal controls and operational procedures to minimize the impact of unforeseen events and ensure business continuity.



COMMUNITY VIGILANCE:

- The platform encourages an active and vigilant community to report any security concerns or suspicious activities, enabling us to respond swiftly and address potential threats effectively.

CONTINUOUS IMPROVEMENT:



- Security is an ongoing process, and EventsX is committed to continuous improvement in its security measures. The platform monitors emerging threats and adapts our security protocols accordingly to stay ahead of potential risks.

By incorporating a comprehensive security and risk management approach, EventsX strives to provide users with a safe and secure platform, fostering trust and confidence.

TOKEN SALE

EventsX will have a \$EVEX public seed round followed by a private round and an IDO. This token sale presents an exceptional opportunity for participants to acquire \$EVEX tokens and become part of the revolutionary EventsX ecosystem.



FUNDING DETAILS

SEED ROUND:

- Raising \$250k at a Fully Diluted Valuation (FDV) of \$5,000,000

PRIVATE ROUND:

- Raising \$600k at a Fully Diluted Valuation (FDV) of \$7,500,000

IDO:

- Raising \$400k at a Fully Diluted Valuation (FDV) of \$10,000,000
- The Initial Market Capitalization (IMC) of \$EVEX is \$1,430,000
- Liquidity provision of \$300,000.
- The \$EVEX IDO will be a public listing on a DEX, offering a limited supply of tokens to early contributors and supporters of the project.
- Following the IDO, EventsX will be listed on Centralized Exchanges providing accessibility to the \$EVEX tokens across reputable CEXs.

When excluding liquidity, the adjusted IMC stands at \$1,130,000. The project sets a Hard Cap at \$1,250,000.

Investors will have a 17% stake, indicating a considerable level of control and participation in the project's development and direction.

PARTICIPATING IN THE TOKEN SALE:

- Interested parties can join the \$EVEX seed round and private sale rounds or in the public IDO during the respective sale periods.
- Contributors will have the opportunity to purchase \$EVEX tokens using major cryptocurrencies or fiat currencies, providing a convenient and seamless token acquisition process.

TOKEN UTILITY AND BENEFITS:

- \$EVEX tokens will serve as the native cryptocurrency of the EventsX ecosystem, providing various utilities within the platform.
- Token holders will enjoy exclusive benefits, including discounted event tickets, access to premium features, and participation in decision-making processes through community governance.

ROADMAP AND FUTURE POTENTIAL:

- The token sale marks a significant milestone in the EventsX roadmap, opening doors to accelerated development and growth.
- As the platform gains momentum and expands its user base, the demand for \$EVEX tokens is expected to increase, potentially leading to enhanced token value for early investors.

EventsX is thrilled to invite enthusiasts, investors, and event enthusiasts to participate in the \$EVEX token sale, seizing the opportunity to be part of the future of events. Join us as we revolutionize the event industry, offering a decentralized, futuristic, and intelligent platform powered by the \$EVEX token. Together, we will reshape the way events are planned, organized, and experienced, creating a dynamic and immersive ecosystem for event planners and attendees alike.

CONCLUSION

In conclusion, EventsX represents the future of events, bringing together cutting-edge technology, innovative solutions, and a visionary team to revolutionize the event industry. With our hybrid, futuristic, and intelligent platform, we address the challenges faced by event planners, offering a seamless and efficient experience for organizers and attendees alike.

The AI Event Engine empowers event planners with generative AI-assisted content, guided agenda creation, and reduced staffing requirements, resulting in significant time and cost savings. Our in-built NFT ticket generator and AI-powered ad and social creatives drive marketing efficiency, allowing organizers to reach a wider audience while reducing marketing costs by up to 90%.

EventsX's versatility is unrivaled, catering to physical, hybrid, and virtual events, accompanied by an in-event product marketplace, smart matchmaking for networking, bespoke metaverses, and native cryptocurrency (EVEX) integration. Automated event control, led by an AI host, streamlines agenda management and provides comprehensive reports and analytics, ensuring a seamless and data-driven event experience.

The platform takes security and risk considerations seriously, implementing robust measures to protect user data, smart contracts, and privacy. Our team's collective expertise and advisory support contribute to the platform's innovation and progress.

The EVEX token sale offers a unique opportunity for early supporters to participate in the EventsX ecosystem, becoming part of the journey toward transforming the events landscape. With a clear roadmap and future potential, the demand for EVEX tokens is expected to grow alongside the platform's success.

EventsX invites enthusiasts, investors, and event enthusiasts to join us on this exciting journey. Together, we will redefine the way events are planned, executed, and experienced, creating a dynamic and immersive ecosystem that sets new industry standards. Join EventsX, where the future of events becomes a reality, powered by innovation, technology, and community collaboration. Let's shape the future of events together!

The EVEX Token is an BEP-20 token issued on the BNB blockchain network by the EventsX Foundation, a nonprofit initiative with no legal entity. EVEX is not a share of stock, does not represent a claim on profits, dividends, equity, or debt in any company or organization, and is not a financial instrument. EVEX has been adopted by the EventsX ecosystem and users for various activities on the network only, such as for staking, governance, voting, and educational purposes.