January 2023

“invest in global patents that will shape the world of virtual interactions”

SALIENT WORLD

“Two separate global unicorn Web 3.0 ESG business opportunities - in same investment”

Salient World AS

Revenue source flow

1. Patents B2B:

- SalientAI UI/UX Patented Platform for Web 3.0
- PPN – local ad rendering solution

2. Product development B2C:

- City-Shopper Digital Twin Web 3.0 ESG App

B2B SaaS MRR Licensing Fees

B2B: UI/UX Web 3.0 base products - for all Industrys across globe:

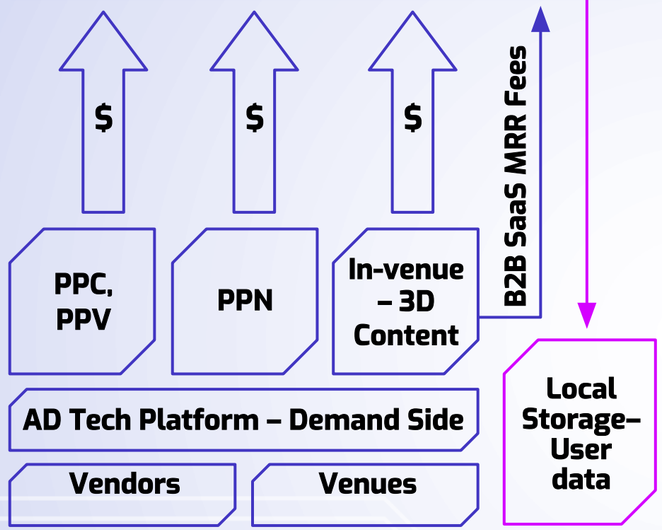
Smart screens, social channels, publisher channels, car manufacturers, smartphone manufacturers, airports, airplanes, cruise boats, venue custom apps, ai consulting companies doing company virtual assistants, education & learning, exhibitions, Hotels, public buildings, hospitals, train stations, Galleries, etc.

B2B SaaS MRR Licensing Fees

B2B: PPN «local ad rendering solution» - for all publisher channels across globe

Revenue from City-Shopper App

B2C: City-Shopper Digital Twin Web 3.0 ESG App Revenue - B2B



SaaS is **S**oftware **a**s **a** **S**ervice.

MRR is **M**onthly **R**ecurring **R**evenue for software licences.

PPV is "**P**ay **P**er **V**iew" revenue from advertisers to publisher channels when users see ads in their app/platform.

PPC is "**P**ay **P**er **C**lick" revenue from advertisers to publisher channels when users click on ads in their app/platform.

PPN is "**P**ay **P**er **N**avigation" new revenue flow from advertisers to publisher channels when users are guided by a virtual avatar in a 3D-map on their smartphones to the shop/store/museum/gallery/ club/restaurant, etc, they want to visit in their app/platform.

SalientAI UI/UX Patented Platform for Web 3.0

UI/UX EPO Patent Application No. EP21169667.9

2 claims - Deemed NOVEL 2022

Area: Polymorphic rendering of a digital avatar on a mobile device:

1. Digital avatar renders itself in a visible display mode on the mobile device when end user is looking at the mobile device (captured by sensors and cameras) and capable of reacting to voice commands and observe emotions of end user using standard inputs of the device.

2. Digital avatar rendering switches to voice only digital assistant when end user is looking away from the mobile device (captured by sensors and cameras) and capable to reply to voice command inputs.

USP: When end user looks at the phone screen the digital avatar is still able to converse with end user with help of voice commands which has a technical/user experience advantage of daily use.

"PPN" – local ad rendering solution: New patent claim to be submitted to EPO Q4/2022

UI/UX EPO / PCT Patent Application No. EP21169673.7

4 claims – Deemed NOVEL 2022

Area: User interface having an element of navigation and embedded digital avatar on an app screen on a mobile device:

3. The first launch screen contains a navigation map (2-d) with an embedded human like digital avatar on top left corner of the app screen which converse with end users with voice commands.

USP: Patent can be compared to snapchat app patent for first screen of the app being the camera view of the mobile device.

Area: Switching from 2-dimensional navigation map to 3-dimesional augmented reality-based street view map:
The digital avatar rendered with a navigation map allows end user to switch to a street view augmented reality experience with digital avatar shown walking in front of the user in mixed reality and is triggered by following actions:

4. App screen swipe up or shakeup of mobile device/ or swipe up on the digital avatar.

5. The view can be changed back by to 2-dimentional navigation screen experience with embedded half bodied (face only) digital avatar experience on shake down or swipe down on screen.USP:a) End user sees digital avatar walking in front of them in mixed reality in 3-d augmented street view as captured from camera of the mobile device. b) Shakeup/Shakedown are useful commands which is intuitive to end user for scenarios for e.q. acold snowy day when end user might just be expecting easier commands to trigger switching of navigation view inside the app.

Area: Content switch from street view (2-d or 3-d) to in venue 3-d navigation (museums, big stores, concerts, public buildings):

6. The app rendering a digital avatar with a navigation street view is capable to detect a location with in-venue content (mapped 3-d navigation) allowing to stream this content using a local wi-fi of the venue. The end after making a switch from street viewto in venue sees a similar experience of 3-d navigation screen with a digital avatar walking in front of them.

USP: a) A complete navigation solution with a digital human like avatar which bring seamless navigation app experience from street to a private/public in venue location. **b)** Streaming of content from an in-venue Wi-Fi means that there is no need of using mobile data in this scenario.

User Incentives - SalientAI UI/UX Patented Platform for Web 3.0

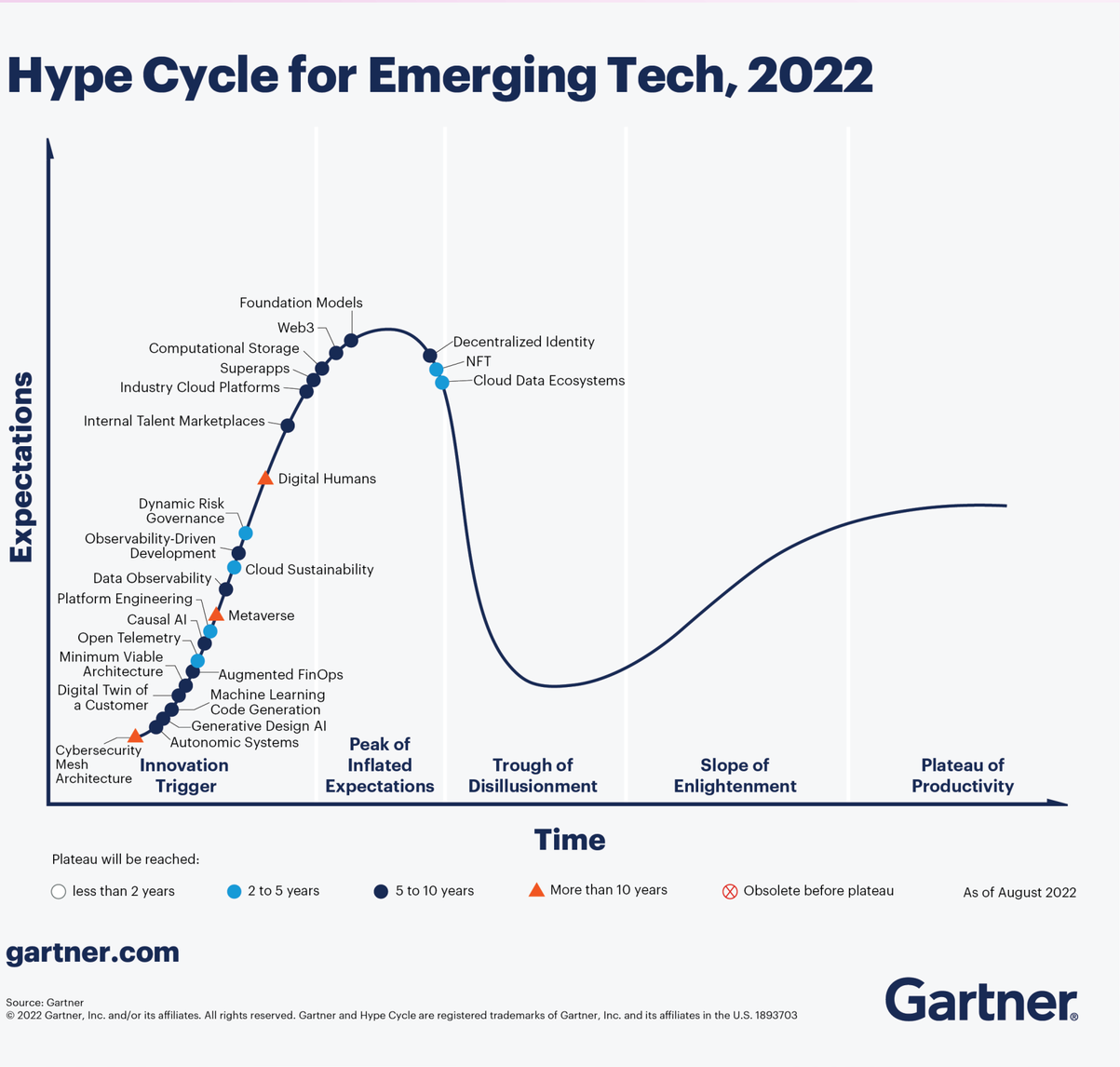
Companies/platforms want to give their users the best possible customer experiences journey to get more users on their platforms.

All industries across globe are heading towards a global megatrend called digital humans/avatars, to recreate the human interface in the customer experience journey and daily life, ref. Gartner Hype Cycle for Emerging Tech 2022.

Our six UI/UX patented solutions for interfacing digital humans/avatars in metavers on smartphones are applicable for daily life practical use. Solutions are extremely natural and human-like, controlled by eyes (retina), voice- and movements only - NO need to push any buttons on your smartphone.

Solutions are so easy and natural to use that even “grandmother” can use digital humans/avatars as virtual navigation shopping- and infotainment guiding assistant in her daily life. *Solutions are breaking down peoples barriers to use new emerging technologies*.

We are confident our six patented UI/UX-solutions for Web 3.0 will be highly desirable for platforms, companies and “big-tech” with large networks, in the coming megatrend.



“City-Shopper App - a global platform for localized experiences”

Case summary

Core Idea: It’s a b2c “digital twin/citizen” app for daily life shopping and infotainment, connecting digital platforms to physical experience with elements of augmented reality and virtual experiences. UI/UX- and local ad solution patented, hence IPR protected App – cannot be copied by bigger players.

Ad tech platform: content provided by b2b vendors with different levels of membership: ads (Free), sponsored results (Premium), in- venue augmented content (Platinum) - key tourist attractions and local shops to come / compete with less or no digital marketing budget. New way to bridge gap between digital to physical world (PPN / Pay Per Navigation –being patented now). Solution allowing end users full control of personal data and how they want to share and monetize on their own data.

A loosely defined social network: avatar to avatar friendship -a new social network concept to get anonymous local knowledge on global bases from real people living in a city.

Find local services based on local knowledge: End users can find services -social, vendors or shops within a chosen radial diameter- local area (we have a custom-made UI/UX to show this results) which coupled with social network elements.

Data privacy: local device storage (mobile memory) instead of cloud storage, cookies and other tracking methods. This gives complete control of personal data to end users that users use to see relevant ads (with a sharing revenue model from ads they consume). GDPR compliant.

Product movie link:

https://drive.google.com/file/d/11z8OHvszbusi1KirtLZJCV316IpkrgNF/view?usp=sharing

Product differentiation

AI-powered personal digital twin/citizen, a coming megatrend, first mover in world marked.

New way to find local experiences in more efficient manner using digital avatar + 3D navigation.

IPR protected UI/UX- and local ad solutions - app cannot be copied.

New way to bridge gap from digital and physical world for local ads.

New type of revenue (PPN) for publisher channels (City-Shopper).

New social network concept - avatar to avatar anonymous friendship for real-time local knowledge and recommendations (culture, products, prices, clubs, shopping, infotainment) from real people living in the geographical city area you are visiting.

Social network has only practical daily life content – no user content, body pressure, fake news, political discussions, threats or bullying.

New way to monetize on personal data sharing for end users income, in ESG based economy / toconomy with WEB 3.0 blockchain solution - shared on smart contracts.

New way to store personal data on local device for end user - app trust /secure, GDPR compliant.

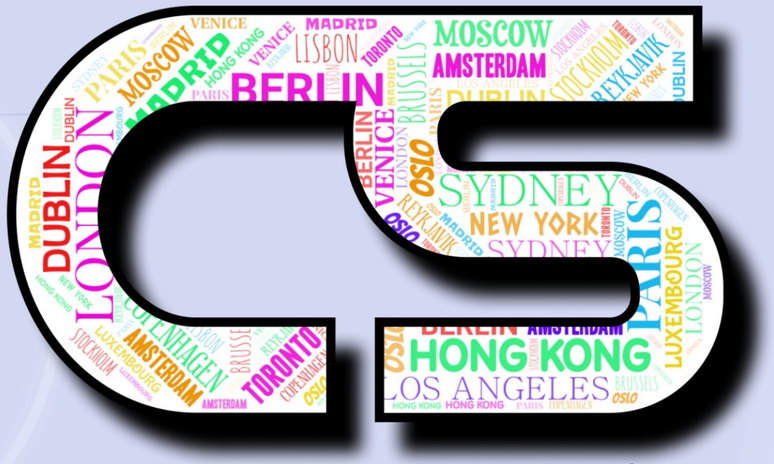
Value Proposition: “Anything You Need – Ask Your City-Shopper”

https://city-shopper.net

ESG Based Economy (Web 3.0)

Reduces climate change
By finding best products, offers and prices in near-by physical stores (walking distance) based on end user´s geographical position - NO need to order and ship products from online stores far away anymore. Reducing carbon emissions from transport industry.

City Shopper App
- Issuer of Platform Native Tokens
- Share of revenue earned by sale of Ads



City Shopper End User
- Monetize personal data (paid in digital tokens native to platform)
- Personal data sharing in Web 3.0 (blockchain) shared by **smart contract**
- Get paid to purchase products at **GREEN** Vendors locally and **SMALL local businesses**
- Hold tokens in Web 3.0 Wallet

Creating sustainable shopping
By awarding End Users tokens for purchasing certified green products.
By awarding advertisers tokens for ads/sales of certified green products.

Digital Tokens Issued:

- Tokens Paid to see ads based on Personal Data
- Tokens Paid for Local Community Support
- Tokens Paid on Green Purchase

City Shopper Vendor
- Get paid on sale of **GREEN** products
- Use earned digital tokens to purchase ads on platform

Empowering local communities
Small local businesses to register products, prices, location for free - scaling up sales at no cost. Awarding End Users tokens for purchasing local products.

Empowering End Users
Awarding End Users tokens to see ads based on personal data sharing in platform.

"a self-serviced on-demand voice controlled single touchpoint customer experience journey, in daily life real-time smart search, shopping & infotainment, recreating human interaction at infinite scale"

CITY-SHOPPER USER GROUPS

Incentives and Adoption

END USER INCENTIVES

- Find local experiences in more efficient manner (Avatar + 3D navigation)
- Get local detailed knowlegde from real people living in city local-area from global anonymous social network, for shopping recommendations and infotainment (culture, galleries, museums, clubs, pubs, concerts, restaurants, etc.)
- Monetize personal data (income)
- Local storage data control (trust/secure)

B2C END USER ADOPTION/AQUISITION

- Advertise Package in Social Channels: SNAP, INS, FB, YouTube, TikTok, LinkedIn, influencer
- Tourist location tie up venue (Agreements barcode display)
- Web, Google Play, App Store (City-Shopper Video viral self presentation)

ADVERTISER INCENTIVES

- **Free:** Small local businesses scale-up for free by register store, location, products (increased sale at no cost)
- **Premium:** Local businesses scale-up. Special, weekly, daily offers presented in mixed reality of augmented and virtual experiences. End User to see ads for shared revenue (increased sale, higher % converted sales from ads)
- **Platinum:** "In-Venue 3D navigation". Augmented, virtual-and mixed reality experiences

B2B ADVERTISER ADOPTION/AQUISITION

- **Free:** B2B agreements. Automated self-service platform
- **Premium:** B2B agreements. Automated self-service platform
- **Platinum:** B2B agreements. Custom made service – personal contact

In 2021 we conducted a Market Research Analysis, interviewing 764 end users and business owners. The report gave good assurances for investing in the project development continuation. The report also gave valuable feedback and information from end users that we have considered and implemented while developing solutions.

Market Insight 2022 - 2027

Conversational AI Market Growth / Intelligent Virtual Shopping Assistants (IVSA)

The global conversational AI market size expected to grow from **USD 6.8 billion in 2021 to USD 18.4 billion by 2026**, at a Compound Annual Growth Rate (CAGR) of 21.8% during the forecast period (Markets and Markets).

$112 billion projected value of chatbot eCommerce transactions by 2023 (Juniper Research).

By 2022, 70% of white-collar workers will interact with conversational platforms daily bases (Gartner).

The global intelligent virtual assistant market size is expected to reach **USD 45.1 billion by 2027**, expanding at a CAGR of 34.0%. The growing use of smart speaker-based technologies for home automation and digitization in the retail sector has led to the implementation of conversational e-commerce is the major driving factor of the market.

IVSAs listen, recognize, and respond to consumers' needs and help them with various tasks. Thus, devices are gaining popularity among consumers for a variety of activities such as ringing, recommending, shopping, reminders, alarm setting, music streaming, and consultation. (Businesswire).

The rapid adoption of intelligent virtual assistant is one of the major drivers for the global virtual assistant market. Intelligent virtual assistant offers several benefits such as quick response, improved data collection, and less dependency on customer support. Intelligent virtual assistant provides a digital avatar that can communicate in various languages. This rapid adoption is supported by the emergence of large-, mid-, and small- scale enterprises (Allied Market Research).

All figures in EUROs. Tax on profit is 22%.

Financials

SalientAI UI/UX Patented Platform for Web 3.0.

Patents achieved Q4/2023***. Fast-track ROI opportunities from 2024***.
Forecasted medium aggressive scenario based on similar.

B2B UI/UX License fees	Turnover SaaS MRR	Profit	Profit after tax
2023 IPR phase	NA	-40 000	NA
2024 5000 licences	1 000 000	440 000	343 200
2025 15 000 licences	3 000 000	1 900 000	1 482 000
2026 40 000 licences	8 000 000	5 400 000	4 212 000
2027 80 000 licences	16 200 000	12 300 000	9 594 000

City-Shopper Digital Twin Web 3.0 ESG App

App scoping, SRS, budgets and commercial contracts are completed with Vendors. MVP with full infrastructure for launch ready for production. Revenue flow in social media networks strongly depends on the no´s of end users. Unique user intensives for exponential growth, global marked. **Unicorn potential.** Forecasted medium aggressive scenario based on similar social network growth.

B2B Ads/content from customers	Turnover PPV, PPC, PPN and SaaS MRR	Profit	Profit after tax	End Users in social network
2023 App production	NA	-800 000	NA	0
2024App launch Q1/24	2 000 000	1 000 000	780 000	10 000 000
2025 IPO noting	4 500 000	2 000 000	1 560 000	25 000 000
2026	9 700 000	4 900 000	3 822 000	60 000 000
2027	19 400 000	10 200 000	7 956 000	120 000 000

Total company revenue and profit

SalientAI UI/UX Patented Platform for Web 3.0 + City-Shopper Digital twin Web 3.0 ESG App

B2B UI/UX License fees B2B Ads/content from customers	Turnover PPV, PPC, PPN and SaaS MRR	Profit	Profit after tax
2023	NA	-840 000	NA
2024	3 000 000	1 440 000	1 123 200
2025	7 500 000	3 900 000	3 042 000
2026	17 700 000	10 300 000	8 034 000
2027	35 600 000	22 500 000	17 550 000

Note!
Social networks noted on stock markets are valued based on number of daily active users. The valuation is often much higher than the revenue flow indicates. This gives investors great opportunities for ROI.

Investor Terms

“Two separate global unicorn Web 3.0 ESG business opportunities - in same investment”

Company pre-money valuation: 3.000.000 EURO / 600 shares / 100 %

Raising: 900.000 EURO / 180 new shares á 5000 EURO

Minimum investment: 5000 EURO / 1 share.

Use of proceed: · **UI/UX/Ads patents follow-up** · **MVP with full infrastructure** · **App market launch** · **Global scaling**

Contributions Innovation Norway:

Coming phase:

- 50.000 EURO free grant
- 150.000 EURO start-up loan

Scale-up phase:

- Innovation loan – until 1.000.000 EURO

How can Early-Stage Investor contribute

Investors Capital
Assist with financial network / advice
Member of the company board

Salient World ownership

Leaps and Bounds AS
Personal company
Founder Svend Berg
20 shares

Lumestorm AS
Personal company
Founder Sumit Sah
20 shares

Dregg AS
Personal company
Founder Petter Dragøy
20 shares

Investor

Personal company
Investors new 18 shares

Salient World AS

Patents:

B2B: SalientAI UI/UX Patented Platform for Web 3.0 - SaaS MRR
B2B: PPN local Ad rendering solution for Web 3.0 Patented – SaaS MRR

Product:

City-Shopper Digital Twin Web 3.0 ESG App

"a global platform for localized experiences"

B2C product with revenue from B2B

IPR protected App

The Salient Team is made up from a hand selected group of people that are at the cutting edge of their industries, brought together through a shared passion for new technology.

Petter Dragøy
CEO

Petter is a professional Project Manager and CEO, responsible for the overall project and program management of the Salient organization

Petter is a graduate from NTNU within Engineering and technology management.

Petter has 16 years experience from managing and directing international space research exploration projects from the aerospace industry, and 8 years experience as CEO from the commercial business sector.

Petter is a RISK analyst, specialist in structuring and coordinating complex technology projects and programs.

https://www.linkedin.com/in/petter-d-4123bbb5/

Sumit Sah
CTO

Sumit is the executive in charge of the Salient organization´s technology and software solutions, research and development department.

Sumit has a B.Sc. degree in Information Technology and a M.Sc. degree in Management Information Systems and Software Engineering.

Sumit has +11 years experience from tech consulting industry.

Sumit is specialist in digital transformation, AI data science, deep tech, complex problem solving, cloud solutions, data migration, dynamics 365, automation and blockchain/crypto.

https://www.linkedin.com/in/sumitsah/

Svend Berg
CMO

Svend is responsible for marketing, sales and business development in the Salient organization.

Svend is a graduate from the Norwegian Business School BI, and Univ. of Cambridge.

Svend has an extensive experience from digital marketing, media, retail and transport industry.

Svend is an entrepreneur and business developer with a genuine interest of new technology and business opportunities.

https://www.linkedin.com/in/svend-h-berg/

"a highly qualified, dynamic and competent team, that complements each other's expertise"

SALIENT WORLD VeracityAI UNEEQ DIGITALHUMANS.COM Google Maps Innovasjon Norge SALIENTAI™