

# GREAT PLACES TO WORK IN EXPERIENTIAL



## CONTACT

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**WHO WE ARE:** INVERSE is a fast-growing tech startup building the next generation of digital experiences to help connect brands and consumers through their metaverse platform. Backed by investors like 500 Global, INVERSE is a remote-first company that promotes a supportive and genuine culture while inspiring to lead the cutting edge of internet experiences and enable engaged virtual communities and connectivity between people and brands.

**CORE CAPABILITIES:** INVERSE's expert staff span globally, HQ'd in Chicago with customer-facing teams in New York and Texas. INVERSE delivers custom-branded, immersive, 3D avatar-driven metaverse environments on their "Metaverse-as-a-Service" platform. Global brands, agencies and enterprise companies build, grow and monetize their communities leveraging INVERSE for their hybrid and virtual events, digital marketing campaigns, experiential activations, brand marketing strategies, incentives, premium meetings, conferences and other events.

**KEY FEATURES:** INVERSE's "Metaverse-as-a-Service" platform enables clients to spin up robust, engaging, fully functional OOTB solutions, customize OOTB solutions or create bespoke, persistent metaverses. INVERSE 3D avatar-driven environments incorporate live streaming (service agnostic), video delay & instant replay. Browser-based, chain agnostic, chat support, secure API & GDPR compliance meet rigorous cybersecurity requirements. True white-labeling boosts branding, active engagement, domain masking and point of sale. INVERSE qualifies as a USPAACC-certified minority owned business.

**ATTENDEE ENGAGEMENT:** INVERSE is designed to optimize active engagement. Each OOTB event, customized OOTB solution or bespoke persistent metaverse build includes robust gamification and customization of Networking, Attendee Profiles, Alerts/Notifications, Live Q&A and Live Chats (Public & Private), Polling/Voting, Trivia, Quests, Social Media Integration, NFT Minting, eCommerce integration, Gifting, Sweepstakes, Leaderboard/Influencers, Branding, Surveys and more.

**ANALYTICS/DATA:** From event registration and lead generation to contact management, dwell time, throughput, engagement tracking, recording/playback on-demand and post-event campaigns, INVERSE leverages proprietary IP or seamlessly integrates with your preferred solution including Salesforce, Eventbrite, CVENT, Splash, Bizzabo, Whova and more. Coming soon are their predictive learning platform (AI) & real-time performance dashboards.

**PRICING:** INVERSE pricing is based on depth of customization and active voice/video usage. Single events, multiple conferences throughout the year, and a persistent metaverse for "always on" meetups, point of sale and community engagement are available offerings. Final pricing reflects project scope, branding needs and client goals.

**CLIENT LIST:** MCM Worldwide, ETHDenver, Splinterlands, U.S. Marine Corps, Gala Games

**CLIENT CASE STUDY SNAPSHOT:** INVERSE is the metaverse production partner for ETHDenver's 2022 Virtual Castle, producing 105+ sponsor booths, curating 80+ live streams and on-demand virtual sessions while garnering tens of thousands of views across ETHDenver's convention website, social media and live-streams. The 9-day in-person summit featured notable guests including Ethereum's co-founder, Vitalik Buterin; Executive Director of Ethereum Foundation, Aya Miyaguchi; State of Colorado Governor, Jared Polis, and many more.





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**CAMPAIGN:** ETHDENVER 2022 ANNUAL CONFERENCE  
**CLIENT:** ETHDENVER  
**AGENCY:** INVERSE

## ETHDENVER CELEBRATES THEIR 8TH ANNUAL CONFERENCE IN 2022

### WORLD'S LARGEST, LONGEST RUNNING ETHEREUM EVENT TAPS INVERSE (FORMERLY GAMERJIBE) 2 YEARS IN A ROW

From February 11th – 20th, ETHDenver, the largest and longest running Ethereum event in the world, held the virtual extension of its 8th Annual IRL Conference on INVERSE's platform. As the metaverse partner for the second year in a row, INVERSE (formerly Gamerjibe) worked closely with the ETHDenver team to produce an engaging and memorable experience in a custom-branded metaverse that garnered tens of thousands of global interactions across the event's website, live-streams and their metaverse. With INVERSE, ETHDenver was able to significantly expand the reach and impact of its international event as a hybrid experience,



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multiplying their sponsors, scope and scale from prior years. In the INVERSE-powered ETHDenver metaverse, attendees were able to participate as personalized avatars that could walk and explore a branded 3D world from a web browser, interact and wear sponsored virtual accessories and swag, communicate through voice-video-text chat, participate in mini-games, meet exhibitors in branded booths, and learn from rich media and content all within one metaverse experience. ETHDenver 2022 saw the highest visitor throughput ever with over 30k global users accessing content, contributing to projects, and connecting with one another around all things Ethereum, Web3 and blockchain.

ETHDenver kicked off on Friday, February 11, with unforgettable performances, receptions, and a hackathon with bounties in excess of \$2M up for grabs. Following that, over 10k of the world's top industry leaders, Web3 companies, DAOs and creators came together both in-person and virtually to champion and share solutions to some of the world's most pressing Web3 projects including smart contracts, DeFi, tokenomics, NFTs and blockchain. Ethereum's co-founder, Vitalik Buterin; Executive Director of the Ethereum Foundation, Aya Miyaguchi; and political leader and Colorado state Governor Jared Polis were among the long list of renowned speakers, creators and public servants who participated.

