

GLOBAL METAVERSE FORUM



RAFAEL BONNELLY RICART

Co-Founder & CEO



www.gidcomp.com

RAFAEL BONNELLY

EVENTS ON THE METAVERSE





¿How can anyone organize an
event on the metaverse?

PRE-PRODUCTION

Event Definition

Objective, description, target audiences, sections, duration, sponsor driven, or consumer paid.

Venue Selection

Physical, hybrid or pure digital. Select and populate the venue. Assign booths and dress pavilions, auditoriums.

Graphic Design

Create customized banners for the venue, auditoriums, galleries & stands if needed

Landing Page

Design and management

Marketing & Media

(See attached)

Speaker Management

Welcome email, provide context, manage presentations

PRODUCTION

Venue Creation

Rooms, supporting texts,
links, font and color
adjustments

Rooms & stands

Set up diferente rooms and
stands needed for the event

Connections

Zoom, Vimeo,
Youtube & Facebook

Video development

Creating & Editing
of video pieces

Creating NFTickets

Creation of unique
access tickets

Integration

With other
customer portals

POST-PRODUCTION

Statistics

Metrics and
results reporting

Thank you mail

To participants
and panelists

Content editing

For further dissemination

Dissemination

Of content on social media
and other channels

Archive

The event and
all its contents

Integration

With other
customer portals

MARKETING

Google Adwords

Research, copywriting,
purchase & statistics of
adwords campaigns

Display Ads

Copywriting, design &
purchase of display
campaigns in relevant media

Social Media

Copywriting, design, purchase
& statistics of social media
campaigns

Email Marketing

Mailing campaigns to
participants and guests

Media Campaign

Press release creation, media
contacts, dissemination, etc

EVENTS IN WEB3

Private

Private Permissioned
Blockchain

Public

Best public blockchains
for your solution

Smart Contract

ERC-20 developed on Polygon
Blockchain (PoS)

NFTs

ERC-721 or ERC-1155
for one-off or collections

Interoperability

API and integrations with
other platforms

Marketplaces

Minting Factory and
NFT Marketplace

UX DEVELOPMENT

VR/XR

Immersive experiences

Creators

Render vs Creativity:
Digital Artists

3D

Unity or Unreal Engine

Metaverse

Building a new world



EVVELAND

Evve Token

3M supply listed on Uniswap at \$0.04.
47,064,000 EVVEs In Seed wallet at \$0.01

City Domain NFTs

"Mint your city"
600 Evveland City domains: evveland.com/city. Each city is prized according to population.

Smart Venue NFTs

10.000 NFTs collection (already minted)
90 already distributed
It's also a tokenized SAAS

Venue Skin

25 skins
Limited collections
Open to future 3D developers

Land Development

For future stages: 10 lots around each smart venue

Services

- a) Events Production
- b) Web3 Services



EVVELAND

Two screenshots of the EVVELAND virtual world interface are shown side-by-side.

Left Screenshot (Main View):

- Browser address bar: `venue.evveland.com/bonneleda/bonneleda#access_2/gallery/galeria-1`
- Header: EVVELAND logo, Venue Music icon, and a "Hoy en la Bonneleda" button.
- Environment: A virtual gallery with several portrait cards on the wall. One card is highlighted with an information icon (i).
- Bottom Bar: Navigation icons for Zonas, Pabellones, Avatar, Auditorio, and Galería.
- Taskbar: Shows active windows including "users (3).xlsx", "Evveland You...", and "Bonneleda (3).png".

Right Screenshot (Gallery View):

- Browser address bar: `admin/ven/0/gallery/24/pictures`
- Header: ACCOUNT button.
- Section: "Pictures" displaying a list of portrait cards with associated text.
- Text for "Pierre (Pedro) Bonnelly (1798-1844)":
"Escudo de la Familia Bonnelly"
Francisco Ulises, Francisco,

Gallery Content Details:

 - BONNELLI COUTIN**
Pierre (Pedro) Bonnelly (1798-1844)
Maria Luisa Coutin Semau (1805-1855)
Hijos: Josephine, Andres Faustian, Gerardo Elizabeth, Maria Anne, Francisco Ulises, Francisco, Pierre Thomas, Marie, Francisco, José Aristides, Anne Neilly
 - BONNELLI ARNAUD**
Francisco Ulises Bonnelly Coutin (1810-1870)
Buenaventura Carmen Arnaud (1806-1877)
Hijos: Carlos Telly, Julia, Norberto, Josephine, Carmen Louise, José Raúl, Ana Rosa, María, Antonio
 - Maria Luisa Coutin Semau**
Maria Luisa Coutin Semau (1805-1855)
Cuando Maria Luisa Coutin Semau nació en 1805, su padre, Pedro, tenía 36 años y su madre, María, 35. Tuvieron tres hijos y una hija con Chery Cobo entre 1805 y 1855. Murió el 12 de octubre de 1857 en Puerto Plata, República Dominicana, a la edad de 51 años.
 - Ann Neilly Bonnelly Coutin**
Ann Neilly Bonnelly Coutin (1810-1855)
Cuando Ann Neilly Bonnelly Coutin nació en 1810, su padre, Pedro, tenía 36 años y su madre, María, 35. Tuvieron tres hijos y una hija con Chery Cobo entre 1805 y 1855. Murió el 12 de octubre de 1857 en Puerto Plata, República Dominicana, a la edad de 51 años.
 - Los Bonnelly Arnaud**
Francisco Ulises Bonnelly Coutin se casó con Buenaventura Carmen Arnaud en 1848 y procrearon 3 hijos y 4 hijas en su matrimonio.

Chat with us, we're online! jwchat

Taskbar: Shows active windows including "Evveland You...", "users (3).xlsx", "Bonneleda (3).png", and "Bonneleda (2).png".



EVELAND

Chrome | File | Edit | View | History | Bookmarks | Profiles | Tab | Window | Help

venue.eveland.com/admin/venues/5084/fairs

ACCOUNT

Dashboard

Tutorials

Events

Venue: Venue 5001

Timezone: UTC

Slug: /bonnelada

Event in 2022-08-22

Bonnelada 2022

Date: 2022-08-01 11:18 - 2022-08-31 11:18

Access: Free

Language: es

Slug: /bonnelada/bonnelada

August 2022

Month | Week | Day | List | Today

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
	11:18a Bonnelada 2022					
7	8	9	10	11	12	13
	11:18a Bonnelada 2022					
14	15	16	17	18	19	20
	11:18a Bonnelada 2022					
21	22	23	24	25	26	27
	11:18a Bonnelada 2022					
28	29	30	31			
	11:18a Bonnelada 2022					

Chat with us, we're online! jivochat

users (3).xlsx | Eveland You...mp4 | users (2).xlsx | Bonnelada (3).png | Bonnelada (2).png | Show 42

ACCOUNT

Owned Venues

1. Hotel Bonvel

2. Bonnelada 2022

Color Scheme

Venues

NAME	ALIAS	ACTIVABLE
Venue 5001	Bonnelada	Manage Quick Edit

Video Tutorials

Create Event and Fill info | Banners, Areas and Colors | Sections

Bonnelada 2022 | users (2).xlsx | Bonnelada (3).png | Bonnelada (2).png | Show 42



Rafael Bonnelly
Founder & CEO
Evveland Metaverse

rafael@evveland.com
Twitter: @RafaelBonnelly



GLOBAL INSTITUTE FOR
DIGITAL COMPETITIVENESS

TECHNOLOGY FOR INCREASE EFFICENCY



Just one goal, Create value with technology.

Through 5 different specific strategies:

- 1** Spreading and encouraging the use of technologies to increase the efficiency of organizations from all over the world
- 2** Connecting organizations and executives to create more value, sell more in an omnichannel, and geopolitically fragmented world.
- 3** Work together with authorities and institutions to remove barriers to technologies and trade
- 4** Bring experts, knowledge and cases to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.
- 5** Establish Committees by type of technology to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field.



[gidcomp.english](https://www.facebook.com/gidcomp.english)

[company/gidcomp/](https://www.linkedin.com/company/gidcomp/)

[gidcomp.english](https://www.instagram.com/gidcomp.english)





[gidcomp.english](https://twitter.com/gidcomp.english)

[gidcomp.english](https://www.youtube.com/gidcomp.english)

Some brands that are part of our international ecosystem



Calendar GIDCOMP 2023

		2023											
		Q1			Q2			Q3			Q4		
ACTIVITIES		January	February	March	April	May	June	July	August	September	October	November	December
1				Global Digital Week 2023			Global e-commerce Week 2023			Global AI Week 2023			Global Metaverse Week 2023
2		Digital transformation			E-commerce certification			AI Certification			Web3 & Metaversos Certification		
3					Global Digital Report 2023			Global e-Comm Report 2023			Global AI Report 2023		Global Metaverse Report 2023
4		DIGITAL GOVERNMENT COMMITTEE			COMMITTEE OF CMOS TECHNOLOGIES			AI COMMITTEE			HR & WELLBEING TECHNOLOGIES COMMITTEE		

The GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies

1 GIDCOMP Immersive Festivals

Free immersive festivals by streaming in english and spanish

GLOBAL DIGITAL WEEK 2023

International experts

Día 1. Smart Cities
Día 2. Public Policies
Día 3. e- Commerce
Día 4. Disruptive Business
Día 5. Wellness Technologies

Marzo 27 al 31

GLOBAL E-COMMERCE WEEK 2023

Internanional experts

Día 1. Marketplaces
Día 2. Digital Commerce
Día 3. Omnichannel
Día 4. Metacommerce
Día 5. Customer Experience

Jun 26 al 30

GLOBAL AI WEEK 2023

International experts

Día 1. Robotics & AI
Día 2. IOT
Día 3. Automation
Día 4. AI Performance
Día 5. Machine Learning

Sept 11 al 15

GLOBAL METAVERSE WEEK 2023

International experts

Día 1. Immersive Technologies
Día 2. Omnichannel
Día 3. NFTs & Blockchain
Día 4. 3D & Web 3.0
Día 5. Artificial Intelligence

Diciembre 4 al 8



The Academy Division seeks to bring international experts in practice together to share their pragmatic and tactical execution lenses in leading global companies.

The main mission is for executives to develop the skills in practice in order to increase the efficiency and sales of brands.

2

i **GIDCOMP**
ACADEMY

GIDCOMP ACADEMY HELPS PROFESSIONALS BECOME MORE COMPETITIVE

CERTIFICATION IN: DIGITAL TRANSFORMATION

The digital transformation certification seeks to help decision makers to digitize business. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

UPCOMING START DATES:

Beginning

JANUARY 14, 2024

Closing of admissions

DECEMBER 15, 2023

CERTIFICATION IN: E-COMMERCE AND OMNICHANNEL

The **certification in e-commerce & Omnichannelity** seeks to help decision makers to digitize businesses. In order to develop skills to add value and differentiation through innovation in brands.

[See agenda](#)

UPCOMING START DATES:

Beginning

APRIL 16

Closing of admissions

MARCH 20

AI CERTIFICATION APPLIED TO MARKETING AND BUSINESS

The certification in AI for marketing and sales areas seeks to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

[See agenda](#)

UPCOMING START DATES:

Beginning

AUGUST 15

Closing of admissions

JULY 30

CERTIFICATION IN: WEB 3 AND METAVERSES

This certification seeks to provide the tools for executives to take their organizations to web3 and metaverses. Immersive technologies will allow superior experiences both at the retail level with augmented and mixed reality and on the web3 with virtual stores and specialized metaverses.

[See agenda](#)

UPCOMING START DATES:

Beginning

OCTOBER 01

Closing of admissions

SEPTEMBER 3RD

3



Research, prototypes, tests, reports
and Digital Laboratory

**Global Metaverse
Report 2022**
Release for November
2022

**Global Digital
Report 2023**
Release for February 2023

**Meta
Commerce 2023**
Release for June 2023

**Digital poles
2023**
Release for November 2023

POSITIONING AND BRAND PRESENCE IN METAVERSES

1 CONNECTING WITH CONSUMERS - ESTEFANÍA YAGÜEZ, HEAD OF CONSUMER INTELLIGENCE AT L'ORÉAL

2 MARKETING AND BRANDING - FERNANDO CANO, MANAGING DIRECTOR OF HAVAS METAVERSE

OMNICHANNEL COMMERCE

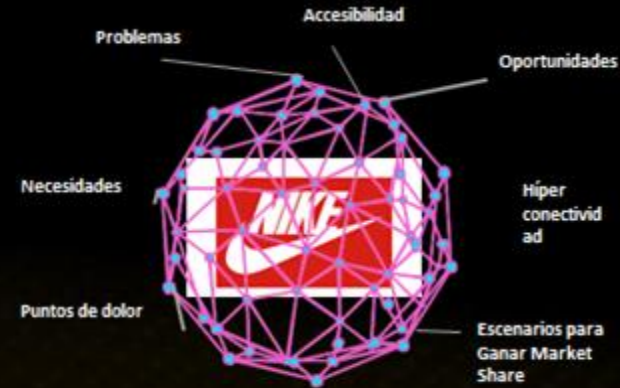
1 VIRTUAL STORES - JONATHAN MÁSMELA, CEO DE LA COLONIA

2 SALES IN METAVERSES - THORSTEN WALTHER, CEO DE INSPIFY

MASSIVE METAVERSES

1 MANAGEMENT OF VIRTUAL COMMUNITIES, DANIELLE MCCONNELL, CMO DE VIRTWAY

2 SPECIALIZED METAVERSES, SORAYA CADALSO, CEO DE UTTOPION



Current Portfolio

1. Tenis
2. Ropa
3. Accesorios

Tailored Portfolio (medium term)

1. NIKELAND
2. Clothing with technological applications.
3. Monitoring Accessories

Example: Non-exhaustive Business Unit NIKE.

ILLUSTRATIVE
EXAMPLES

Market fit. Short term

- Incorporate technological applications
- Prioritization in terms of sales impact

Market fit. Medium term

- Be the first to incorporate technologies
- Prioritization in terms of sales impact

Technology adoption diagnostics

Reasons to join **GIDCOMP**:

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- 1 To receive **information on Business Intelligence and Technology trends**
- 2 To **leverage existing technology** (leap Frog)
- 3 To generate **networking / community**
- 4 To have **visibility** of applications in the use of **technologies**
- 5 To inform me and keep abreast of the **latest news**
- 6 To receive **support or consultancy**
- 7 To **train** my team in the face of new market challenges
- 8 To generate **relationship with Authorities**
- 9 Access to **+300 Experts from more than 52 countries** and presentations of their models at our festivals

Accompanied by senior international leaders who lead the committees

Smart Cities,
Sustentabilidad & Industria
4.0, Public Policy, e-
government
& Ciberseguridad

Governments, Int. Agencies

Blockchain and NFT.
Digital Economy,
Artificial Intelligence

CTOs, CDOs, CIOs

Data Science & Big
data, RH & Well-being
Technologies,
Education Technology

CRHOs, COOs, CHOs.

Metaverses, immersives
Technologies (RA, 3D, RM,
RV), Experiences
Omnicanal & Digital
Commerce

CEOs, CMOs, CSOs.

Social enterprises,
Sustainability, Social
Digital Business, Social
responsibility

CSR, ONGs,

Macro

Application of technologies

Micro

Affiliates will live an international Digital experience

Meetings are held weekly as follows: E.g. Metaverse Committee

Canal	Hours	Assistants	City	Physical host
Metaverse	1.5 hours	10		
physical	30 min	4	CDMX	Sura
		2	Bogotá	Coats
		4	Madrid	Let me Park

ANNUAL OBJECTIVES OF THE COMMITTEES:

- ❖ Publish trends by technology.
- ❖ Collaborations with media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Support to associations, international organizations, governments, chambers, universities with the digital knowledge bank and global network of experts
- ❖ Recognition of executives and exposure of brands that collaborate in the integration of knowledge.
- ❖



Social responsibility activities of access to the public, via streaming and technological platforms with co-organizing brands.



VICE PRESIDENTES DIGITAL GOVERNMENT

Committee 1

Objective:

The Digital Government committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

TRENDS

1. SUSTAINABILITY



2. SMART CITIES



3. FINTECH



4. CIBERSECURITY



be.competitivegidcomp.org
+52 1 56 1463 3902



ROBERTO HERNÁNDEZ
FORMER CEO LATAM OCDE
PUBLIC POLICY GIDCOMP VP



HÉCTOR CARDENAS
CEO THE ERGO GROUP
E-GOVERNMENT COMMITTEE VP



JUAN CARLOS REYES
CEO ANTI FRAUDE
CIBERSECURITY GIDCOMP VP



ANA SOFÍA RÍOS ARTIGAS
CHEVEZ PARTNER
LEGAL TECH GIDCOMP VP



ERIKA PIIRMETS
HEAD E-STONIA
E-GOVERNMENT GIDCOMP VP



LUIS GODOY
FORMER CEO DE INTELIGENCIA
ECO GLOBAL
PUBLIC POLICY GIDCOMP VP

VICE PRESIDENTS

ARTIFICIAL INTELLIGENCE & DISRUPTIVE TECHNOLOGIES

Committee 2

Objective:

The Artificial Intelligence & Disruptive Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

TRENDS

- 1. ROBOTICS & AI
- 2. IOT
- 3. MACHINE LEARNING
- 4. AUTOMATION
- 5. AI PERFORMANCE
- 6. AI IN INDUSTRIAS

be.competitivegidcomp.org
+52 1 56 1463 3902



FERNANDO CARRIO
O2O MARKETING EXECUTIVE
AI GIDCOMP VP



MIRIAM ESPICHÁN
ANALISTA DE MARKETING & CONTENIDOS
DISRUPTIVE TECHNOLOGIES GIDCOMP VP



MARISOL CAPETILLO
CEO OF VERSE TECHNOLOGY
INDUSTRY 4.0 GIDCOMP VP



RITA ARRIGO
STRATEGY ENGAGEMENT MANAGER
PROYECTOS TRIPLE HÉLICE DE AI GIDCOMP VP



ARIADNA HERNANDEZ
BUAP RESEARCHER
FINTECH GIDCOMP VP



RAMÓN MARTÍNEZ
CEO DE HIRXLAB
TECNOLOGÍAS DISRUPTIVAS GIDCOMP VP

VICE PRESIDENTES

HR & WELLBEING TECHNOLOGIES

Committee 3

Objective:

The HR & Wellbeing Technologies committee of GIDCOMP aims to share best practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:.

TRENDS

- 1. HR AGILE
- 2. PEOPLE ANALYTICS
- 3. WELLBEING TECHNOLOGIES
- 4. FOW 2050
- 5. TECH TRAINING
- 6. EMPLOYEE CX

be.competitivegidcomp.org
+52 1 56 1463 3902



MONTSERRAT CAZORLA
GLOBAL LEAD ATTRACTION & RETENTION
CHG-MERIDIAN
HR TECHNOLOGY GIDCOMP VP



SUSANA NILA
FUTURE EMPLOYABILITY EXPERT
FOW 2050 GIDCOMP VP



JULIÁN VARAS
CEO OF C1D01
ED TECH GIDCOMP VP



TOMÁS VARGAS
RESEARCHER AT UNIVERSITY OF COSTA RICA
PEOPLE INTELLIGENCE GIDCOMP VP



EMILIO SERRA
DATA & ANALYTICS ONE SR. MANAGER DANONE
BIG DATA & DATA SCIENCE GIDCOMP VP

VICE PRESIDENTES DIGITAL COMMERCE

Committee 4

Objective:

The Digital Commerce committee of GIDCOMP aims to share best practices, analyze technological trends, create articles and reports to different stakeholders.

Technological themes:



FERNANDO CANO
METAVERSE GENERAL DIRECTOR
GRUPO HAVAS MEDIA
BRAND & METAVERSE GIDCOMP VP



JENIFER SAMANIEGO
VIRTUAL REALITY HEAD CLUB
CATHOLIC UNIVERSITY OF LOJA
REALIDAD VIRTUAL GIDCOMP VP



RANDY CRUZ
CITI MANAGER RAPPI
DIGITAL COMMERCE GIDCOMP VP



ELADIO GONZÁLEZ
EDITORIAL DIRECTOR AT FORBES
CENTRAL AMERICA
DIGITAL MEDIA GIDCOMP VP

VICE PRESIDENTES ONGs & RSC

Committee 5

Objective:

The NGO & CSR committee of GIDCOMP aims to share best technological practices, analyze trends, create articles and reports to different stakeholders.

Technological themes:

TRENDS

- 1. STRENGTHENING OF NGOs
- 2. FIGHT AGAINST CLIMATE CHANGE
- 3. ACCESS TO DIGITAL EDUCATION
- 4. ADDICTION TO TECHNOLOGY

be.digital@gidcomp.org +52 1 56 1463 3902



KELLY DUQUE
DIRECTOR OF PROJECTS AND PUBLIC RELATIONS
ONGs & CSR GIDCOMP VP



MILAGROS OREJA
SOKA DIRECTOR
ONGs & EMPRESAS DE IMPACTO SOCIAL GIDCOMP VP



JOSÉ QUESADA
FOUNDER WORLD COMPLIANCE FORUM
TECH & COMPLIANCE GIDCOMP VP



MONICA LÓPEZ
CO-MARKETING MANAGER IN HP
MEJORES PRÁCTICAS DE RSC GIDCOMP VP

Reasons to become a member of **GIDCOMP:**

- 1** To receive information on Business Intelligence and Technology trends
- 2** To leverage existing technology (leap Frog)
- 3** To generate networking / community
- 4** To have visibility of applications in the use of technologies
- 5** To inform me and keep abreast of the latest news
- 6** To receive support or consultancy
- 7** To train my team in the face of new market challenges
- 8** To generate relationship with Authorities
- 9** Access to +300 Mentors from 52 countries and presentations of their models at the Global Digital Week & Global Metaverse Forum.



	GIDCOMP FREE	GIDCOMP SOCIETY
TECHNOLOGY TRENDS		
Newsletter technology cases	x	x
Free transmission of our festivals	x	X
Short version of the studies	x	x
NETWORKING, ALLIANCES AND BRAND EXPOSURE		
Participation and collaboration in Disruptive Technologies Committees		x
Provide Master Classes, success stories and initiatives of your brand.		x
Participate in international studies and reports.		x
30% discount on Certifications		x
Approach to Investors to fund technological projects and Startups		x
Unlimited introductions to over 1,000 brands part of the GIDCOMP ecosystem		x
Space for a commercial presentation at our festivals		x
2-minute video space within the agenda of our festivals		x
List of speakers, people part of the GIDCOMP ecosystem		x
Put your brand on technology providers		x
PRICE	FREE	500 – 4,000 USD
		Annual by size*

*GIDCOMP SOCIETY ANNUAL INVESTMENT

Organization size	Number of collaborators	Investment in USD	Executives
Very large	More than a thousand	4,000	5
Big	More than a thousand	3,000	4
Median	251 a 500	2,000	3
Small	21 - 250	1,000	2
Micro	1 - 20	500	1

does not cause VAT / tax deductible

Important:

All values are expressed in U.S. Dollars (USD)

Company name: Fundación Consultores Sin Fronteras A.C.

RFC: FCS190805FH9

Bank: BBVA

Account Number: 0113640205

Clabe Account Number: 012180001136402052

Swift code for international payments: BCMRMXMPY M

Mail: be.digital@gidcomp.org



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