



EYE LABS

DARK PAPER 2025

ABSTRACT



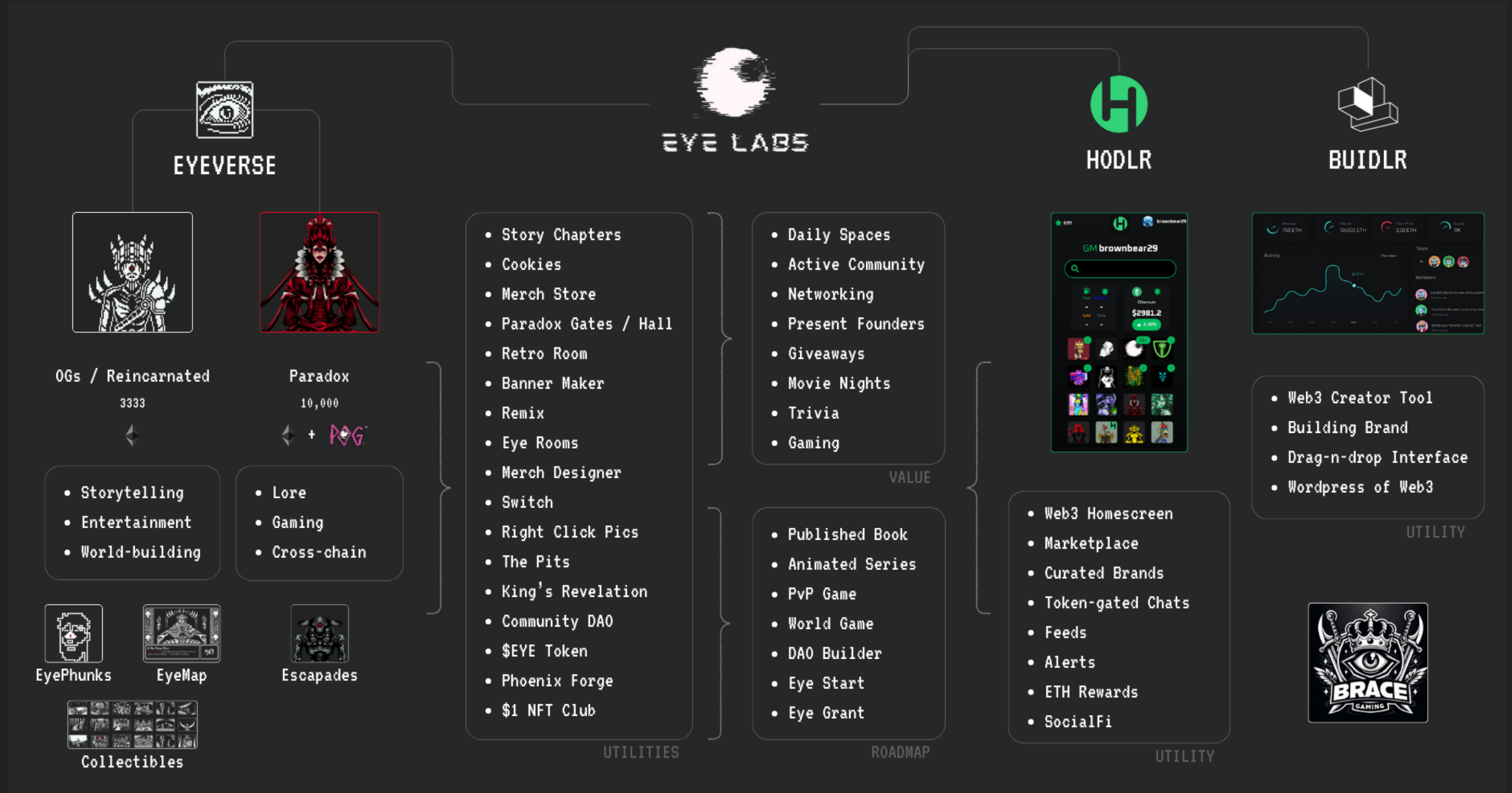
Eye Labs has established itself as a pioneer in organizing the chaos of web3 - through immersive storytelling, community-driven tools and innovative products

By bridging the gaps in adoption, accessibility and engagement, we offer a robust, user-centric ecosystem

With the successes of the **Eyeverse** and a clear roadmap forward, Eye Labs is committed to shaping the future of decentralization

We hope you'll join us on this journey. **Brace**

THE CURRENT ECOSYSTEM



WE'VE ALREADY DELIVERED



- **Eyeverse OG Collection**

- Launched in June 2022, as a free mint to ensure inclusivity. Sold out in 3 minutes, with over 450 ETH in transaction volume. Introduced token-gated access to airdrops, lore and utilities. Staking to yield native \$EYE token, for [redacted] future utility.

- **Storytelling**

- Season 1 - Darkness & Little Light - the origin of the Eyeverse
- Season 2 - The Chronicles of Golemia - a prequel and sequel to Season 1, charting the rise of a new King
- Paradox Gates - 10 historic chapters with riddles unlocking deeper lore, guarded by the Demon of the Gates
- Gegssend's Escapades - a lore-rich prototype microsite featuring artwork and audio experiences

- **Interactive Tools and Community Engagement**

- Console - public and token-gated utilities, including a Merch Designer, Banner Maker, Text Adventure and Retro Room for nostalgic gaming
- DAO Mechanisms - enabled community-driven governance and decision-making
- Marketplace - royalty-enforced trading, aggregation across multiple marketplace platforms
- AI Lore Bots - prototype character-based LLM chat-bots, trained on Eyeverse lore and social content

WE'VE ALREADY DELIVERED



- **Paradox Collection**

- Gaming-focused digital collectibles, designed for integration with future PVP, Dungeon and Metaverse experiences

- **Products**

- Hodlr - a community engagement platform on desktop and mobile, offering a royalty-free marketplace, token-gated chats, events and interactive tools
- Buidlr - a PoC utility suite for building brands, token-gated experiences and web3-enabled interfaces

- **BRACE Gaming**

- The Pits - a web3-integrated PvNPC fighting game
- Falling Pogman - a prequel to our upcoming POG Digital collaboration

OUR STRATEGIC VISION



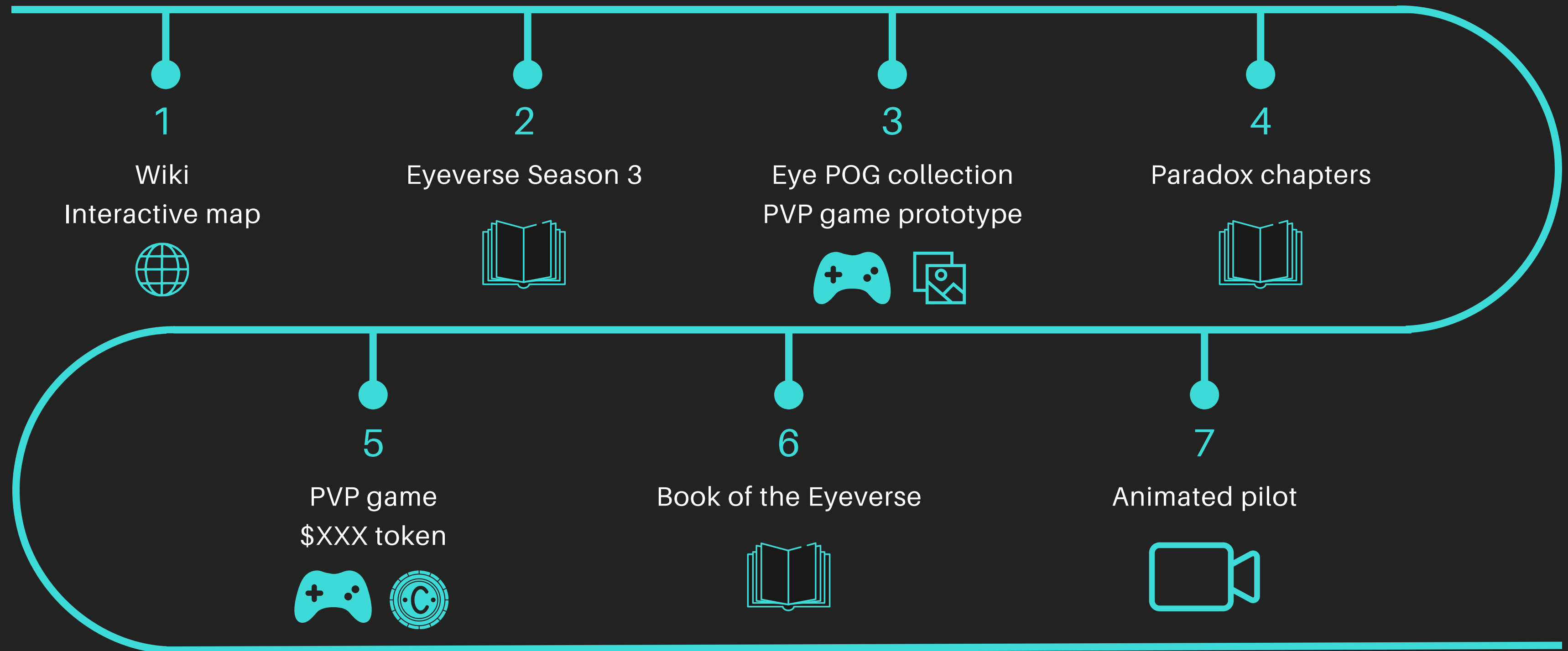
Eye Labs' vision is a world-class entertainment brand, built on immersive storytelling, that bridges the physical with a decentralized, digital future.

We will:

- **Expand our ecosystem** with new collections and gaming elements
- Develop **community-driven** content and **world-building**
- Enhance user engagement with interactive **storytelling** and lore-rich experiences

BRACE

OUR ROADMAP



OUR GOALS



- **Wiki**
 - Community-driven content and world-building, expansion of CC0 knowledge and resources
- **Interactive Map**
 - Integrated into the Wiki, to enrich world-building, broaden the lore and gaming layers
- **Storytelling**
 - Gegssend's Escapades - an interactive site blending lore, artwork, and audio
 - Season 3 - "A Promise of Gold" - introducing the Golden Realm and 33 Deities
 - Season 4 - "Kingdom" - a new King rises in the Land of Black & White
- **Eyeverse POG Collection**
 - Strategic partnership collaboration with POG Digital, extended integration with lore and gaming in the POG™ arcade

OUR GOALS



- **BRACE Gaming**

- Development of PVP game, integrating collection characters
- Dungeon Mode and Metaverse gameplay concepts

- **Creative Projects**

- [Redacted] - a memecoin battle-ground, with KOL analysis and market insight
- [Redacted] - a web3 creator marketplace, with smart contract escrow delivery
- Animated pilot production, partnered with [Redacted]
- Explore \$EYE token utility, LP opportunities, linked with \$[redacted] token

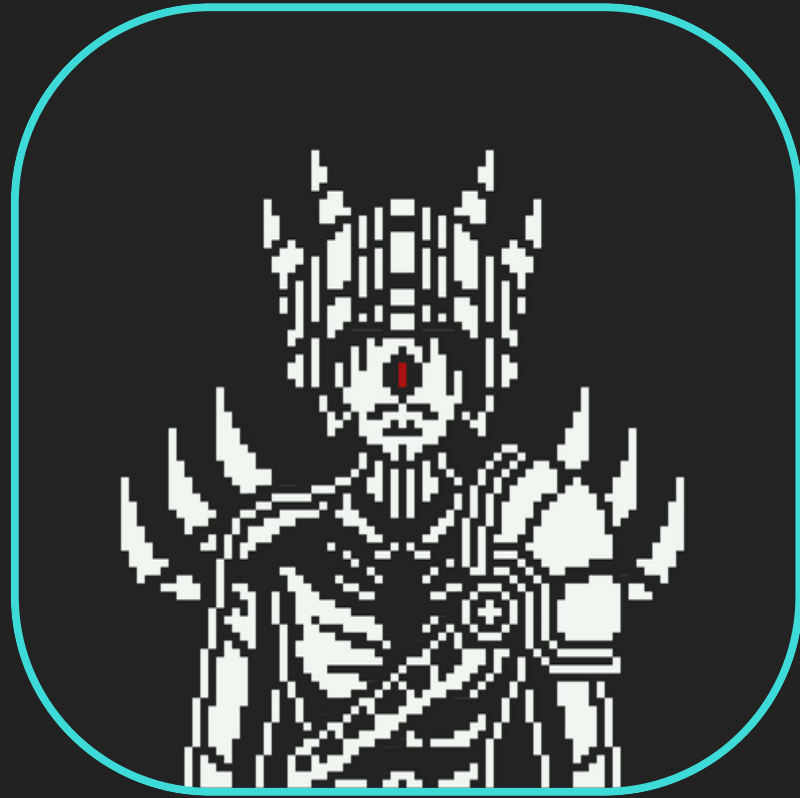
- **Book of the Eyeverse**

- Publishing, promotion and distribution of the physical book

- **Future Collections**

- Golemia Collection - based on "The Chronicles of Golemia", enhancing metaverse integration and token-gated lore access
- Bicorn Collection - expanded the Eyeverse with new gameplay elements, including breeding and racing mechanics

THE TEAM



Eye King

Founder &
Chief Storyteller



Matty

Head of Marketing
& Partnerships



Brown Bear

Head of Ops &
Architecture



Mike

Head of
Development

With support from **Eye Lord**, **Eye Prince** and the **Roundtable**

BE PART OF OUR JOURNEY



We invite you to join us on this transformative journey

By investing in Eye Labs, you are not only supporting a pioneer in web3 innovation, but also contributing to the future of decentralization

Together, we can build a vibrant, user-centric platform that empowers individuals and communities

For more information on investment opportunities, please contact team@eyelabs.xyz



EYE LABS

eyelabs.xyz

eyeverse.world

