

**BUILDING WEALTH THROUGH AI
EDUCATION AND IMMERSIVE
PLAY-FOR-ASSETS INTERACTIVE
GAMING.**

THE TIME FOR

FINANCIAL FREEDOM

We are amidst a pivotal wealth realignment, where cryptocurrency emerges as a critical equalizer, dismantling long-standing discriminatory barriers erected by traditional financial powerhouses. This blockchain-driven wave of change is set to democratize finance, offering equitable access to economic empowerment across all communities, particularly prioritizing those in low-income brackets regardless of race or geography. The launch of 1WAY is poised to catalyze this shift, providing tools for financial emancipation, thus transforming today's marginalized individuals into tomorrow's affluent. Through this, 1WAY aims to champion the inclusive potential of cryptocurrency, where financial disenfranchisement gives way to prosperity and opportunity.



Education and AI will be the primary tools utilized by **1WAY** to ensure financial freedom through blockchain technology is readily available for all.



WHY 1WAY

Crypto + AI Education

New Token represents a transformative financial movement, transcending traditional finance to embrace a comprehensive mission. It integrates DeFi innovation, scarcity principles, versatile transactional token features, advanced AI, and the burgeoning global embrace of cryptocurrencies with practical applications and educational initiatives. Our purpose is driven by an acute awareness of the widespread financial exclusion affecting diverse populations across North America, Latin America, Africa, and certain regions in Asia.

At its core, 1WAY is the brainchild of accomplished tech innovators and financial experts, offering a dynamic digital currency that doubles as both an appreciating asset and a functional medium of exchange. Leveraging state-of-the-art AI and strategic partnerships, New Token propels value for its holders, while fostering business growth, providing educational resources in cryptocurrency and finance, and enabling e-commerce ventures.

PROJECTED FINANCIALS :

TOKEN PRICE	HOLDERS
Estimated Year One Token Holders*	12,000 +
Estimated Year One Token Price	\$1.10 USD
Estimated Year One Valuation	\$110 Million

*100 million tokens in circulation



Phase One

1WAY has a fixed supply of TBD tokens. Developed as a decentralized currency on the Ethereum blockchain, 1WAY is built around a decentralized community with a long-term focus on fostering an ecosystem with real world use cases that stimulate economic empowerment. Much of this economic empowerment centers around holding 1WAY long term while the team simultaneously drives token value through strategic ecosystem buybacks, intuitional investments from funds and family offices, major exchange listings, and corporate and government support in key locals.

Phase Two

At 1WAY, empowering our token holders through education is a cornerstone of our mission. We've developed a multifaceted educational program, incorporating AI-powered learning modules crafted by our digital human interfaces, alongside webinars led by esteemed figures in the cryptocurrency field, and live events across various nations. Our dedication lies in equipping our holders with the knowledge and tools necessary to navigate the financial landscape towards autonomy and prosperity.

1WAY Digital Humans

Meet Luna

Created in partnership with Pixel Lime labs in Burbank, California, Luna is an AI driven digital ambassador for 1WAY. Luna's primary focus is to interact with 1WAY holders on all things crypto. Boasting an ever-expanding IQ for even the most complex cryptocurrency concepts Luna will become a preeminent figure in interactive crypto education and a driving force of the 1WAY brand. She currently interacts with existing 1WAY holders via her own website and Twitter.

[Meet Luna Here.](#)



Meet Alec

Part of our suite of Interactive Gaming and Entertainment Tools, Alec is an AI powered digital human that pushes the envelope in immersive entertainment, From expanding storylines to navigating character bios and interacting with players she can push a gaming project to the next level. Fully customizable she can be any character; your imagination is the only limitation. Gamers will "live the game."

Created as a futuristic ambassador for the upcoming blockchain immersive game, ALIEN F.O.E., she is the next wave in interactive gaming.



Innovation

The Rise of AI Digital Humans

LUNA

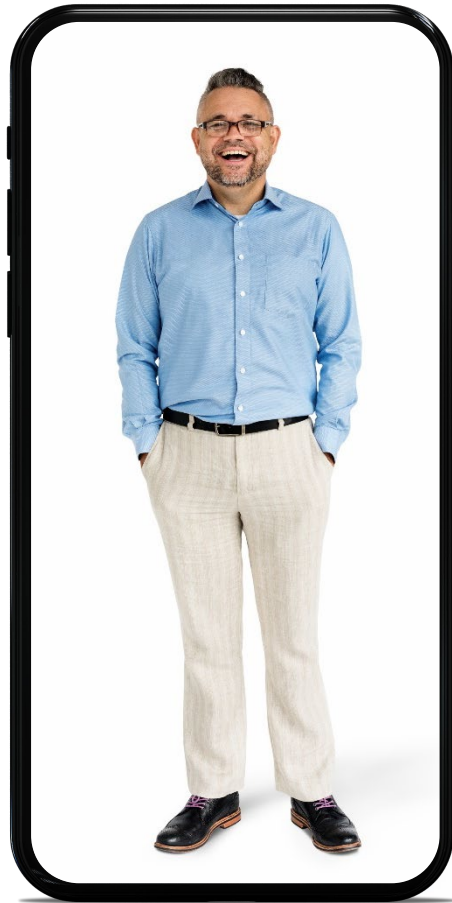
ALEC

Utilizing Deep Machine Learning, Intuitive AI, and Computer Vision, our cutting edge, fully customizable digital humans are designed to function in a wide array of crypto and gaming applications from interactive gameplay to education to sales and marketing (just to name a few). Their entire premise is to serve as bridge between humans and technology in a completely seamless manner while simultaneously expanding corporate efficiencies and positively impacting end user outcomes. Our online digital humans further assist end users through Q&A sessions, AR, video, downloads, and push notifications..



The global AI market is expected to reach \$1.81 trillion by 2030 ([Grand View Research](#))





1WAY Opportunities: The Power of AI + Defi

In an economic landscape where systemic barriers have disproportionately hindered economically disadvantaged groups from accessing vital capital, 1WAY emerges as a beacon of progress. With the deployment of AI-enhanced DeFi tools, 1WAY is set to dismantle these pervasive biases, democratizing access to growth opportunities across the board. The confluence of blockchain's decentralized solutions and AI's analytical prowess creates a formidable force, poised to revolutionize the status quo and foster genuine economic empowerment.

Leveling the Playing Field.

Access to funding is the lifeblood of new ventures, and disproportionately, those from economically disadvantaged backgrounds find this vital resource elusive, often leading to the untimely demise of promising startups. 1WAY is poised to level the playing field with AI-enhanced DeFi tools, designed to facilitate the search for and acquisition of capital on a global scale. These innovations promise to consign institutional bias and financial disparity to history, heralding a new era of equitable financial access and empowerment for all entrepreneurial endeavors.

Access to Opportunities.

A critical barrier to financial autonomy is the timely acquisition of pertinent information. Without awareness, opportunities remain out of reach. The ability to anticipate and identify potential opportunities is imperative. 1WAY, through its AI-driven DeFi tools, is dedicated to delivering bespoke, actionable insights tailored to the unique ambitions and requirements of its holders. Whether the aim is business expansion or portfolio enhancement, our intelligent recommendation system will proffer personalized data and access to the necessary resources to realize those objectives.



Opportunities

Building **Wealth** one Opportunity at a time.



FOOD FOR THOUGHT:

A burgeoning cohort of young, racially and ethnically diverse cryptocurrency traders is on the rise, as reported by various sources, with a significant representation of investors of color. This shift contrasts with traditional stock markets, where diversity figures lag. The appeal of cryptocurrency lies in its inherent inclusivity and the role it plays in leveling the global economic playing field, which resonates with a broad spectrum of individuals seeking financial empowerment and opportunity.

Driving Business Success

1WAY is poised to redefine the digital currency landscape with its AI-driven capabilities, serving not merely as a means for conducting business-to-business and peer-to-peer transactions but also as a robust AI-enabled business tool. It is crafted to empower small to micro-enterprises by providing them access to private funding and expansive business opportunities, facilitating market reach expansion without the constraints of geographical borders or local currency limitations. Leveraging sophisticated AI, 1WAY taps into the potential of big data analytics to simplify global commerce for these businesses, enabling them to effortlessly offer their products and services worldwide.

Starting from January 2024, the 1WAY Small Business Development Program is set to further catalyze growth by awarding grants to eligible businesses for the integration of 1WAY into their financial operations. This initiative will not only supply financial aid but also extend advisory services to nurture these enterprises.

1WAY's vision is to democratize the commercial landscape, particularly for small, minority-owned, and economically disadvantaged businesses, equipping them with the necessary tools and insights to compete on a level playing field. By marrying the strengths of blockchain technology, cryptocurrency, and artificial intelligence, 1WAY is creating a new avenue for businesses to maximize their revenue streams and chart a course towards sustained success.



corporate partners + AI

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Deep machine learning and data gathering tools are implemented to learn and know a partner business's core needs.

Participants of 1WAY AI driven match sessions are matched, via algorithms, to corporate, training, and employment opportunities.

Through corporate and government relationships, listing tools, and artificial intelligence we will continually strive to foster worldwide opportunities.

Users are continually updated via personalized feeds and push notifications when pertinent new information is added.

1WAY

Corporate Partners + AI



1WAY AI

Services

Leveraging advanced AI, 1WAY is set to harness the power of big data and market intelligence to equip individuals from underrepresented groups with tailored notifications about upcoming opportunities. During the onboarding process, personalized data will be collected to finely tune the delivery of information, from calls for vendor services to educational resources and listings. The fundamental objective is to align individuals with opportunities that match their profiles and aspirations, thereby fostering equitable access to growth and advancement.

Case Use in Vendor Services

One of our corporate partners is in search of a particular product or service and has chosen to engage 1WAY's AI-driven Match service for vendor selection. Utilizing the comprehensive vendor data secured within the blockchain, 1WAY's sophisticated recommendation engine promptly presents the partner with vetted vendors that align with the specified criteria.

Currently under development is the 1WAY Pitch, an innovative DeFi tool designed for token holders' benefit. This tool operates by harnessing information from a digital matchmaking interaction with an economically disadvantaged business owner. Subsequently, this information is strategically disseminated to corporate partners actively seeking the unique products or services offered by the business.

1WAY

Crypto Newbies

Building brand loyalty among a new generation of traders seeking financial freedom and control through crypto.



Education

Leveraging our extensive network of preeminent crypto professionals, state-of-the-art interactive AI technology, and a deep-rooted background in media and distribution, 1WAY is set to deliver an educational experience without parallel for our token holders. Through high-definition streams, dynamic learning modules, and personalized content alerts, we're elevating the standard for cryptocurrency education and skill development.

The following is a basic overview of how 1WAY plans to expand token holders globally.

Be Where They Are

In underserved regions such as the United States, Nigeria, Colombia, Vietnam, Pakistan, Ghana, India, the Philippines, Argentina, Kenya, and Venezuela, we've dedicated the past 18 months to cultivating a foundation for attracting token holders. These efforts are focused on regions that are rapidly embracing cryptocurrency, addressing the needs of economically disadvantaged communities (and leveraging some strategic political support along the way).





Build Wealth

1WAY Seminars and Events

1WAY is dedicated to fostering financial growth and networking through a series of sponsored seminars and events, both virtual and in-person. These gatherings are meticulously crafted to enrich participants with knowledge and strategies aimed at wealth accumulation. Additionally, they serve as vibrant platforms for networking, offering attendees the opportunity to connect with like-minded individuals, industry experts, and potential collaborators. By blending educational sessions with networking opportunities, 1WAY's events are an invaluable resource for anyone looking to enhance their financial acumen, explore new business prospects, or expand their professional network in the dynamic world of digital currency.

Deep Machine Learning Tools

1WAY positions itself at the forefront of the digital currency realm, harnessing the transformative power of AI and Big Data. This commitment is reflected in our foundational philosophy and strategic alliances, underscoring our belief in the critical role of AI in parsing through vast data sets to extract valuable insights for wealth generation. Moreover, it's essential that our underlying technology is agile, capable of evolving with both granular and broad-scale market dynamics, and perpetually learning. Ensuring our token holders have timely access to this refined data is vital, as it opens doors to informed financial decisions and opportunity maximization.



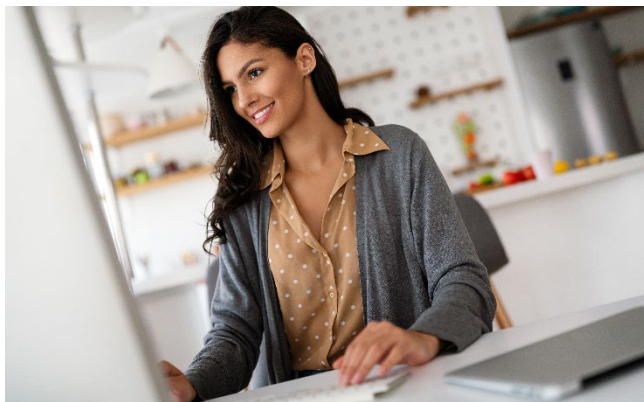
Project Match

Project Match offers a dynamic solution for token holders with products or services, those seeking advanced training, or individuals looking for employment or contractor roles. It operates in a fully digital, AI-enhanced environment to seamlessly align your offerings or needs with our corporate partners. Beginning with an efficient digital intake process and culminating in a beneficial pairing, Project Match leverages blockchain security to deliver an unmatched, efficient matchmaking experience.



AI Driven DeFi Tools

1WAY is at the cutting edge of DeFi innovation, leveraging AI to maintain a balanced and fair financial ecosystem. Our inaugural DeFi solution is a decentralized application (dApp) designed for peer-to-peer funding, crafted to democratize access to seed capital for entrepreneurs and startups. This platform will be underpinned by impartial and equitable criteria, ensuring a merit-based approach to funding. By neutralizing bias in the qualification process, we're committed to opening up avenues for early financial backing that have traditionally been closed to many due to systemic biases. This dApp will be more than just a gateway to funds; it will represent a step towards leveling the entrepreneurial playing field, providing a robust, transparent, and accessible pathway for innovators and creators seeking to bring their visions to life.



Financial Freedom

Endgame. Our token holders have utilized the available tools and resources to “Make their own lunch hours.”



GAMING OVERVIEW

The Evolution of AI Powered Interactive Gaming

Immersive

Play-for-Assets

The landscape of gaming has undergone a profound transformation, particularly with the introduction of innovative technologies such as Augmented Reality (AR) and Virtual Reality (VR). This shift was notably marked by the unprecedented success of Pokémon GO, a game that not only popularized AR but also demonstrated the immense potential of immersive gaming experiences. In this evolving digital era, 1WAY is poised to revolutionize the gaming industry by merging the captivating elements of online Role-Playing Games (RPGs) with cutting-edge AR technology, enriched by Artificial Intelligence (AI) driven characters. The project aims to elevate the gaming experience by integrating Hollywood-caliber production and special effects, thereby creating a deeply engaging, interactive world.

The concept behind 1WAY is driven by a continuous exploration of the future of interactivity and gaming. A key question at the heart of 1WAY's development is: "What is the next milestone in the evolution of gaming, and how can technology enhance the mechanics of gameplay?" The answer lies in creating a gaming experience that is not only immersive but also 'humanizes' the interaction within a 360° AI-driven environment. This approach not only heightens the entertainment value but also integrates real-world financial incentives, offering a dual benefit to players.

1WAY stands out as more than just a game token; it represents a significant movement in the 'play-for-assets' domain. Traditionally, players have invested billions of dollars in gaming assets controlled by major studios, often without receiving tangible, material returns. 1WAY disrupts this model by empowering players with ownership and control over their in-game assets. This shift not only enhances the gaming experience but also opens up possibilities for players to earn real-world income through their gameplay.

This evolution aligns with the broader trends in the gaming industry, where there is an increasing focus on player empowerment, digital asset ownership, and the blending of entertainment with real economic opportunities. In games powered by blockchain technology and cryptocurrencies, such as 1WAY, players can truly own, buy, sell, and trade their digital assets in a way that was previously impossible. This represents a paradigm shift from traditional gaming models, where players were merely consumers, to a new era where they are active participants and stakeholders in the gaming economy.

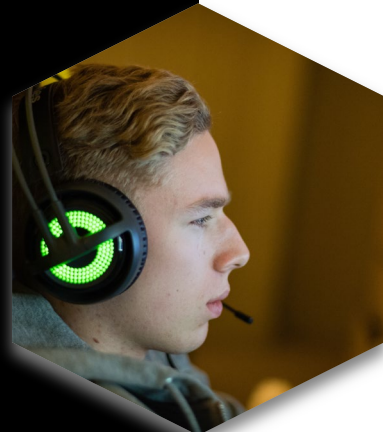
Immersive

Throughout the development of 1WAY's initial game releases a primary focus was to provide players with a truly immersive experience that would allow them to completely "immerse" themselves in every aspect of the game. Our games combines AR/VR, interactive AI, and actionable digital assets into a single gaming platform.



Play-for-Assets

Our primary goal was to create interactive, AI driven game with Hollywood level effects and a realistic immersive experience that allows players to earn IRL assets doing what they love most: playing games.



1WAY

Game Play



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IRL Digital Assets: Collectibles

1WAY is set to enhance digital asset value for its holders through exclusive, limited-edition drops of trading cards and real-life (IRL) assets. These drops offer dual benefits; on one hand, they will include rare collectibles like action figures, intricately tied to the IP, adding a tangible and unique dimension to ownership. On the other, additional assets like interactive trading cards are designed for active use within the game itself, enriching the gaming experience. This strategic approach not only elevates the rarity and desirability of these items but also integrates them seamlessly into the **1WAY** gaming ecosystem.

Immersive: ALIEN F.O.E

Echoing the pioneering spirit of Pokemon Go, Alien F.O.E by **1WAY** is set to redefine player immersion in gaming. Leveraging the latest in AR/VR technology, Alien F.O.E offers a multi-faceted gaming adventure. Players can engage in physically interactive AR/VR treasure hunts, decipher real-world clues, and interact with advanced AI game guides. **1WAY's** Alien F.O.E is not just a step but a leap forward in gaming, promising an unprecedented level of engagement and personalization in each player's journey, shaped by their own choices and interactions within a rich, dynamically evolving game world.

AI Gaming: Play for Assets

1WAY is strategically blending the allure of collectible trading cards and real-life (IRL) assets with its expansive Intellectual Property (IP) from movies, shows, and comic books, to create a groundbreaking AI-powered gaming experience on both mobile and PC platforms. This innovative approach involves integrating these tangible assets and digital content into the gaming universe, thereby enriching the gameplay and narrative depth. Players can expect to see their favorite characters and themes from **1WAY's** various media properties seamlessly incorporated into the games. Think the Star Wars Multiverse.



Augmented Reality

Conversational AI

Interactive 3D Characters

Immersive Gaming

1WAY Benefits and Features

- Fully interactive AI driven characters.
- Developed with leading AI, gaming, and immersive tech partners including Unreal Engine and Pixel Lime technologies.
- Immersive features to further engage gamers.
- Simple play-for-assets features that allow players to participate in the blockchain gaming economy.
- Massive potential upside for token holders.
- Continually expanding multiverse that encompasses gaming, merch, publishing, streaming content, and digital assets.
- Decentralized and community driven.
- AI driven content, interactive characters, mobile scan tools, SMS and email push notifications, and interactive portals, incorporated to drive player engagement.
- High quality. Nearly \$1 million in development spent to date.
- Partner agreements with major studios and music labels.
- Future innovations that will ensure we remain at the forefront of blockchain gaming.
- Soon to be announced celebrity partners.

We firmly believe that 1WAY Gaming will usher the next level of immersive, decentralized gaming that will push the technological envelope.

01/2024

1WAY

1WAY collaborates with top industry Partners in AI, gaming and immersive tech.

1WAY





UPCOMING

Project Invasion Ground ZERO

Invasion Ground Zero is a groundbreaking release, blending Movies, Gaming, and Interactive Comic Books into a seamless narrative about Earth's invasion. This AI-driven interactive experience transcends traditional storytelling, offering a diverse and immersive journey across multiple platforms. Invasion Ground Zero is more than just a tale; it's a comprehensive, cross-platform adventure that redefines the frontiers of storytelling and interactive entertainment, promising a unique and engaging experience for audiences and players alike.

Project MOGUL

Dive into the heart of a highly engaging AI-powered online game where you'll navigate complex business scenarios. Build and expand your empire, make strategic investments, and outsmart the competition in this immersive business simulator. Designed to challenge and hone your entrepreneurial skills, this game brings a new level of realism and interactivity to the gaming experience. Prepare to test your business savvy in a dynamic corporate world.



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