



ETHNO PHYGITAL

FUTURE OF PHYGITAL

ETHNOPHYGITAL.SPACE

ETHNOPHYGITAL



**GLOBAL PLATFORM FOR HUMAN
DEVELOPMENT**

**CONNECTING CULTURAL TRADITIONS,
DIGITAL TECHNOLOGIES, AND LIVED
EXPERIENCES**

CREATED IN RUSSIA – SCALING GLOBALLY

THE CHALLENGE OF THE MODERN WORLD

DIGITALIZATION IS DISPLACING
HUMANITY: CULTURE
IS BECOMING AN ARCHIVE,
TOURISM IS SUPERFICIAL,
AND ALGORITHMS
ARE REPLACING MEANINGS

A NEW FORM
OF CONSCIOUS
DEVELOPMENT AND DEEP
CONNECTIONS IS NEEDED



THE TREND: THE DEMAND FOR HYBRID REALITY

THE WORLD IS READY

A GENERATION CHOOSING PHYGITAL
LIVING IS DRIVING DEMAND FOR
SPIRITUAL DEPTH, IMMERSIVE
METAVERSES, AND INTELLIGENT
TRAVEL

THIS CREATES THE PERFECT
MOMENT TO FUSE TECHNOLOGY
WITH HUMANITY'S CULTURAL CODE

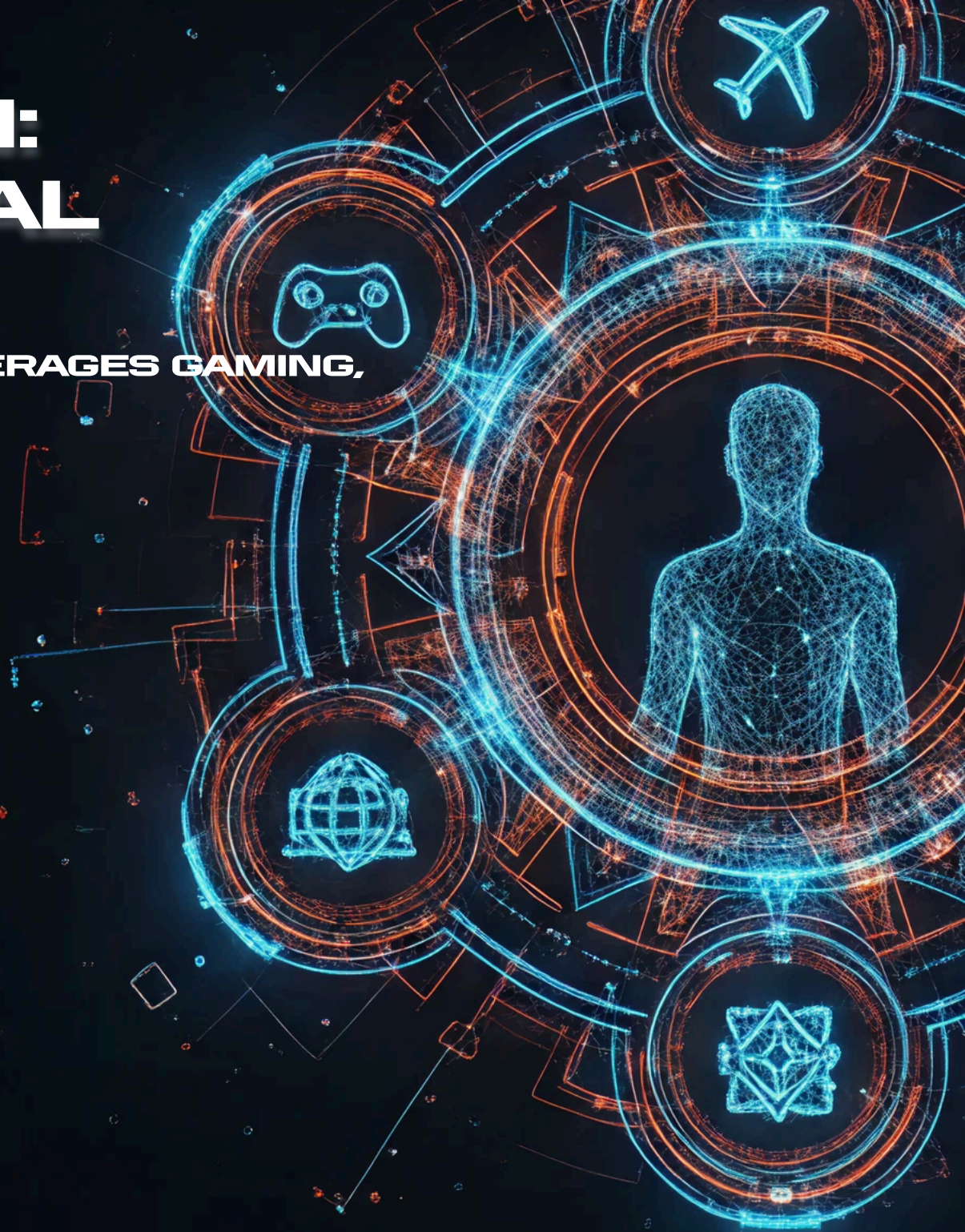
THE WORLD IS RIPE FOR
THE SYNTHESIS OF TECHNOLOGY
AND CULTURAL CODE



OUR SOLUTION: ETHNOPHYGITAL

**A SINGLE ECOSYSTEM THAT LEVERAGES GAMING,
TRAVEL, AND TECH TO CONNECT:**

- **PERSONAL GROWTH**
- **CULTURAL LEGACY**
- **A WORLDWIDE NETWORK**
- **NEW ECONOMIC POTENTIAL**



THE ESSENCE IN ONE SENTENCE

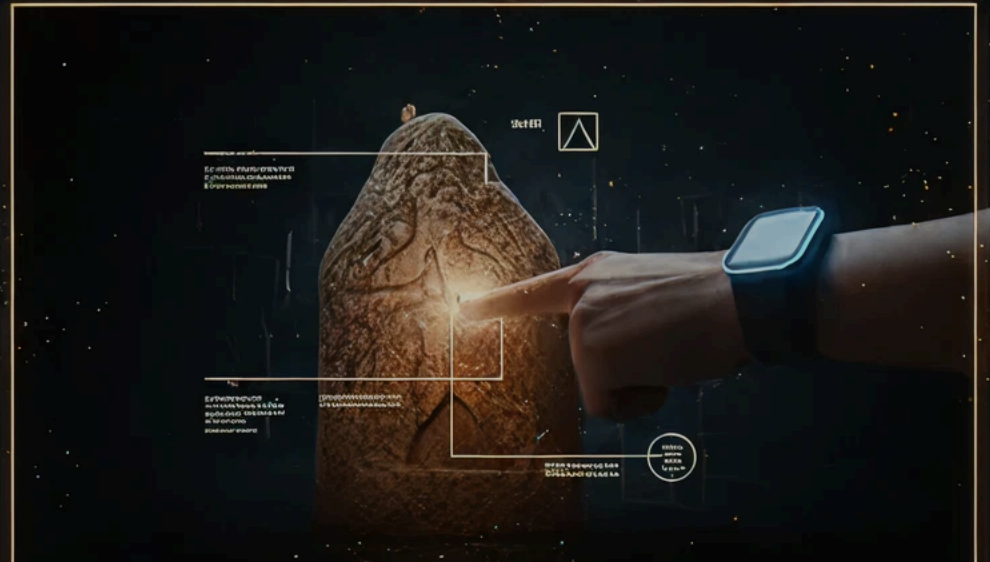
**ETHNOPHYGITAL INTEGRATES
THE WISDOM OF OUR ANCESTORS,
THE TECHNOLOGY OF THE FUTURE,
AND THE LIVED EXPERIENCE
OF THE INDIVIDUAL INTO A SINGLE
DEVELOPMENT ECOSYSTEM**





THE ETHNOPHYGITAL MANIFESTO

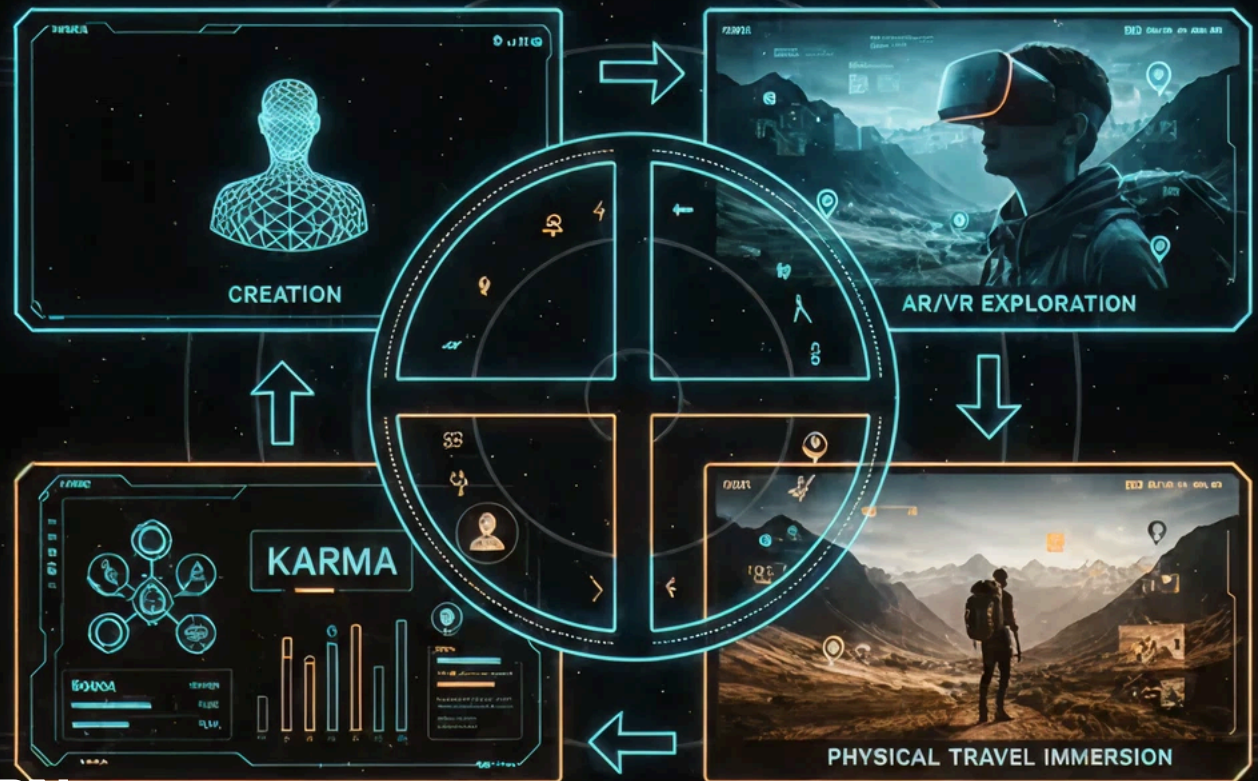
- EMPOWER PEOPLE TO CREATE, NOT JUST CONSUME.
- REDEFINE TRAVEL AS A TRANSFORMATIVE JOURNEY
- TREAT CULTURE AS A LIVING CATALYST FOR GROWTH
- LEVERAGE TECHNOLOGY TO ENHANCE THE HUMAN EXPERIENCE



HOW DOES IT WORK?

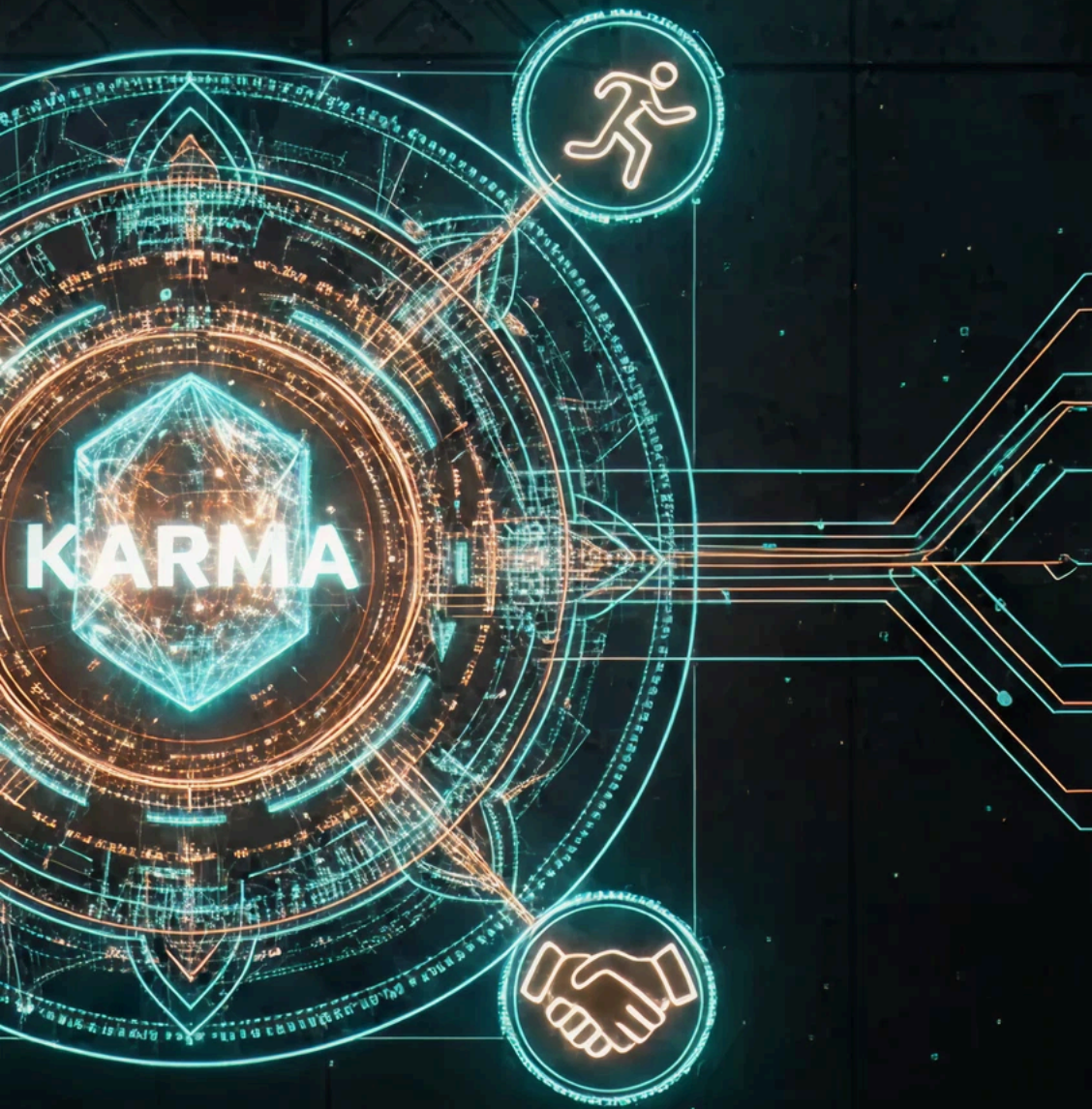
THE USER JOURNEY

- **CREATE:** DESIGN YOUR DIGITAL IDENTITY IN OUR CULTURAL METAVERSE
- **GROW:** ADVANCE BY COMPLETING AR/VR QUESTS AND CHALLENGES
- **EXPERIENCE:** EMBARK ON TRANSFORMATIVE REAL-WORLD JOURNEYS
- **EVOLVE:** EARN A DIGITAL LEGACY, STATUS, AND VALUE – YOUR PERMANENT DEVELOPMENT RECORD



**EVERY JOURNEY IS A MISSION,
NOT JUST A VACATION**

THE “KARMA” GAME ECONOMY



**THE INTERNAL KARMA
CURRENCY IS EARNED FOR:**

- **LEARNING & SPORTS**
- **TRAVEL & CULTURAL MISSIONS**
- **SOCIALLY BENEFICIAL ACTIONS**

**KARMA GRANTS ACCESS
TO PRIVILEGES, DISCOUNTS,
AND REVENUE-GENERATING
OPPORTUNITIES**

UNIQUE CONTENT & TECHNOLOGY



TRADITION KEEPERS:

DIRECT KNOWLEDGE TRANSFER
FROM SHAMANS, MASTERS,
AND PHILOSOPHERS



PHYGITAL TOURNAMENTS:

ETHNIC DISCIPLINES REIMAGINED
AS A GLOBAL ESPORTS FORMAT



ADVENTURE-BASED LEARNING:

MASTER LANGUAGES, CRAFTS,
AND HISTORY THROUGH IMMERSIVE
GAMEPLAY AND MISSIONS

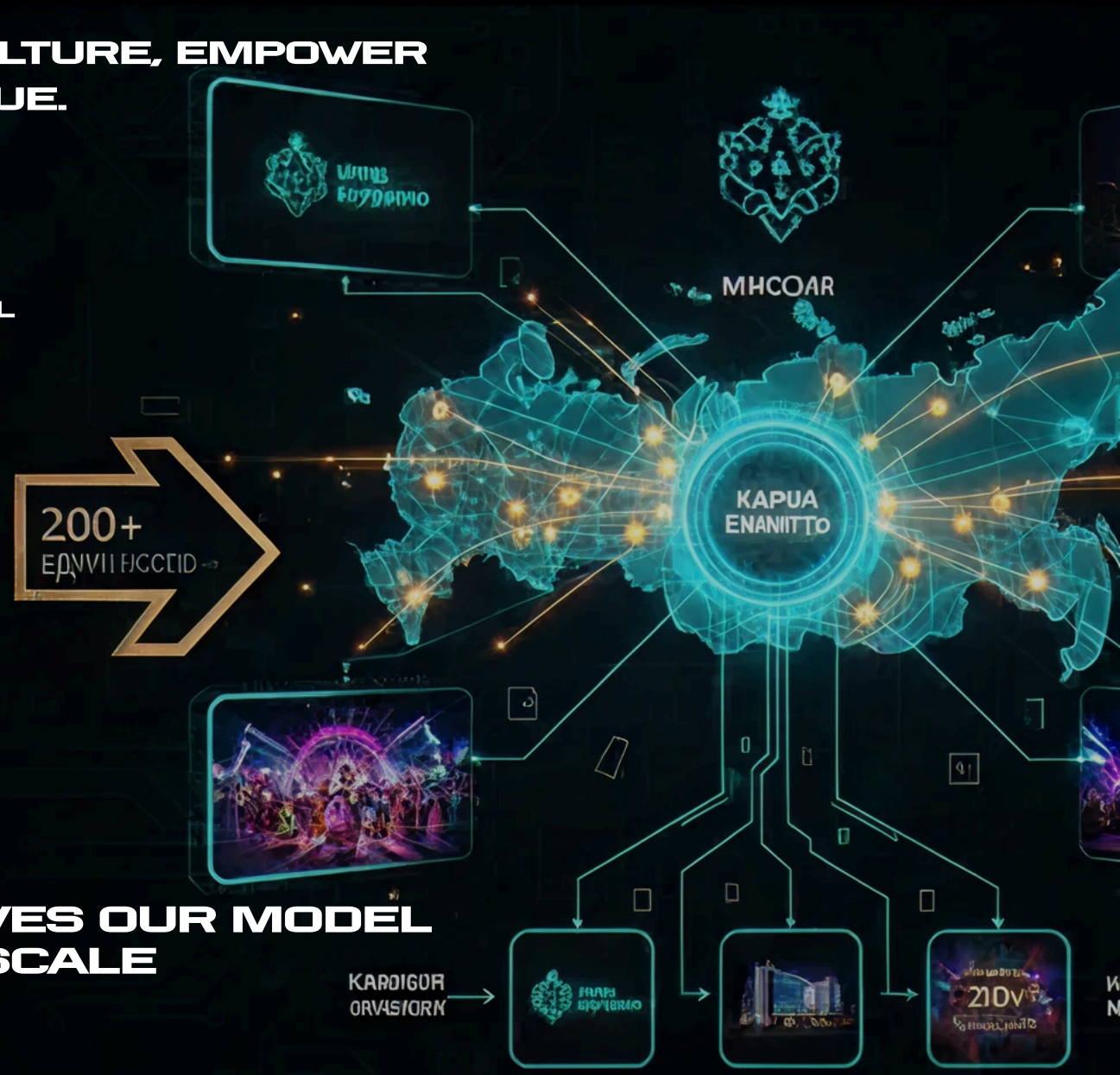
FROM MISSION TO A WORKING NATIONAL MODEL

WE SET OUT TO PRESERVE CULTURE, EMPOWER THE YOUNG, AND CREATE VALUE.

HERE'S WHAT WE'VE BUILT IN RUSSIA SINCE 2022:

- GLOBAL RECOGNITION: SHOWCASED AT THE GAMES OF THE FUTURE FESTIVAL
- EXPERT ENDORSEMENT: COLLABORATIONS WITH MAJOR UNIVERSITIES
- NATIONAL FOOTPRINT: LIVE PROJECTS IN OVER 10 REGIONS
- EXECUTION CAPABILITY: 200+ EVENTS CONDUCTED

THIS TRACK RECORD PROVES OUR MODEL WORKS AND IS READY TO SCALE



THE UAE: OUR CHOSEN GATEWAY TO THE WORLD

**HUB: GLOBAL TOURISM
AND TECHNOLOGY**
**PHILOSOPHY: RESPECT
FOR TRADITIONS**

FOCUS ON INNOVATIONS
**BRIDGE BETWEEN EAST
AND WEST**

**THIS UNIQUE COMBINATION CREATES THE IDEAL
FOUNDATION FOR OUR GLOBAL SCALE-UP**



LET'S BUILD THE FUTURE, TOGETHER

**OUR VISION FOR 2030+:
A PLANET WHERE THOUSANDS
OF CULTURES THRIVE WITHIN A DIGITAL
ECOSYSTEM, EMPOWERING MILLIONS
ON A SHARED JOURNEY OF GROWTH**

JOIN US IN THE UAE TO:

- **ESTABLISH THE GLOBAL NERVE
CENTER FOR ETHNOPHYGITAL**
- **DEFINE AND LEAD THE NEXT
ERA OF EXPERIENTIAL TRAVEL**
- **MAKE A LEGACY INVESTMENT
IN THE MOST VALUABLE ASSET:
HUMANITY'S CULTURAL FUTURE**



The background of the image is a dark, futuristic globe. The globe is covered in a complex network of glowing orange and yellow lines, resembling a global communication or data network. There are also blue and white geometric patterns, including lines and squares, scattered across the globe. The overall aesthetic is high-tech and digital.

ETHNOPHYGITAL

**MORE THAN A PLATFORM – A NEW REALITY
FOR HUMAN POTENTIAL**

**JOIN US IN THE METAVERSE WHERE
DEVELOPMENT KNOWS NO BOUNDS**

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ETHNOPHYGITAL.SPACE