



# Welcome to the **OUTERVERSE**

*\*Our whitepaper is always evolving and changing. Future updates will be announced via social media or our landing page.*

# Introduction



**At Outside, our name is our mission – to get everyone **Outside**.**




Our work is cut out for us; Americans are more disconnected from the outdoors than ever. Today the average American checks their **phone 344 times a day**, and screen time for kids ranges from **4 to more than 9 hours daily**. We think that portends a grim future for our kids, our society and our planet, but big tech’s plans include only more screens, more devices, and eventually a full-scale move into the Metaverse. To us, this sounds like a dystopia where technology mediates every interaction and the outdoors is reduced to a digital simulacrum of real forests, mountains and waves.

**Our hope for the future is very different.**

We are both outdoorspeople and technologists, so we know that technology can elevate real-world experiences, not just replace them. We know that we can have more time outdoors, stronger communities, and technologies that inspire and enable us to lead healthy, active and meaningful lives. We are striving to build digitally enhanced communities and experiences that encourage us to get outside – and reward us when we do. We understand that the coming generation of Web3 technology will make the way stories are created, curated and rewarded online better for both creators and consumers. And finally, we believe this is just the beginning of a new paradigm for what progress looks like at the intersection of culture, technology, and the outdoors. These new technologies will play a role in content, experiences, utilities, community building and commerce in the future.

## OUTERVERSE

We are building all of those elements into a new community ecosystem that we call the Outerverse. There are three key components to the Outerverse ecosystem:

-  **Curated NFT marketplace**
-  **Creator platform**
-  **A token with utility and reward characteristics.**



Combined, these tools will offer our readers and online communities a revolutionary array of new ways to discover storytelling, to connect with each other and with world-class creators, and to build a more sustainable future for outdoor media. We are developing technologies and partnering with other companies to launch innovative “Outside to Earn” functionalities that incentivize time spent outside with rewards such as gear drops, access to outdoor icons, IRL events, meet-ups and exclusive content.

We also believe that these innovations can be married with our pillars of people, planet and participation. Our Web3 technologies are built on a highly energy efficient blockchain to minimize environmental impact. We have neutralized the carbon impact of every transaction, and a portion of all profits goes back to organizations that support sustainability, access and inclusion in the outdoors.

We believe that the Outerverse will be a better home for our readers, our friends and our families than the Metaverse. We want you to join us in building this future.

# Roadmap



Our commitment to the Outerverse is a deep dive, not just a short-lived experiment. Over the coming years, the shift to blockchain-based technologies will fundamentally alter the media ecosystem and the creator economy, so this launch is only our first step into exploring a suite of technologies that we hope will better serve our audience, community and partners. We have invested in a fully dedicated staff of engineers, product developers, engagement experts, creative directors and marketing experts to build our Outerverse projects. Our technology partner is [Superlayer.io](#), a team of experienced Web3 builders that will guide the creation of the Outerverse platforms and token economy. These resources do not detract from our existing efforts; they are an investment in the future, which will build upon our existing community, content library and brands.

The first element of the Outerverse initiative will be the launch of our NFT marketplace at [Outside.io](#). Today's NFT marketplaces are awash in low-value offerings that provide no substantive benefits to their communities and don't align with a sustainable future. As a value-driven organization that has earned a trusted reputation across more than 80 years of media innovation, we want to build a marketplace that exemplifies our values and delivers authentic experiences to our communities. Outside.io's community will know that every NFT experience offered on the marketplace meets high standards of production, content and sustainability.

To achieve that vision, we are developing an approval process to ensure that all NFT projects fit the mission of "Get Everyone Outside," and we are actively recruiting talented creators and well-known brands as partners to ensure that our offerings are broad, diverse and exciting to our community. Also, up to 20 percent of net profits from every new NFT offering will go to our non-profit partners to help build the diverse outdoors and wellness communities we want in the future, and every NFT will be encoded with incentives and benefits that encourage people to go outside.

While digital collectibles are a core part of NFTs, we think of our marketplace in larger terms – it offers a passport into a rich world of outdoor art, community, events, product access, and experience. Outside is the world's leading platform for outdoor content, activity and services, so the opportunities are endless. Our wide-ranging ecosystem comprises more than 30 media and technology brands, including the leading content producers in every outdoor and healthy living category, the Gaia GPS and Trailforks mapping apps, cycling events, film tours like Warren Miller and the Fly Fishing Film Tour, decades of iconic content and deep ties to the best creators in the world.

**Outside.io's community will know that every NFT experience offered on the marketplace meets high standards of production, content and sustainability.**

# Roadmap (cont.)



For our own offerings, we are exploring event tickets in NFT form that are coded to unlock rewards for activity or to provide additional benefits at shows. We anticipate including premium content offerings as NFTs, and access to exclusive events or meet-ups with legendary athletes and creators. Our brand partners include leading gear manufacturers, any of which could offer unique experiences and gear discounts via NFTs.

While next-gen participatory experiences are our main goal, there are also unique benefits to building this community around a token-based ecosystem. For example, we will work with our community and in places like our [Discord](#) channel to understand the benefits they would like, and we can offer voting opportunities to token owners so that the community can co-create the experience it wants. A token-based ecosystem makes it easier to compensate content creators for the value they generate, and it can enable feedback loops that reward fans for engaging with our best contributors and content. Finally, in a Web3-based paradigm, data is associated with your wallet address, not your personal information, so users will have more control over personal data and can easily remove it from our ecosystem. We will also offer owners options to remain anonymous.

For a list of current creators and drops, see our [Trail Map](#).

We know that we have only scratched the surface of what token-based online communities may mean, but we know that this ecosystem will allow us to connect dots between activity, content, experience, commerce and access.

## The Journey Begins

**Milemarker 1**

- NFT** Bedrock Badge
- IRL** Outdoor Retailer Denver, CO
- IRL** NFT Consensus Austin, TX
- IRL** NFT.NYC New York, NY
- NFT** Outerverse Passport

**Milemarker 2**

- NFT** Bike For ALL James Arnold
- NFT** SBT GRVL
- NFT** SRAM
- NFT** Biju Thomas

Visit [Outside.io](#) for our full Trailmap

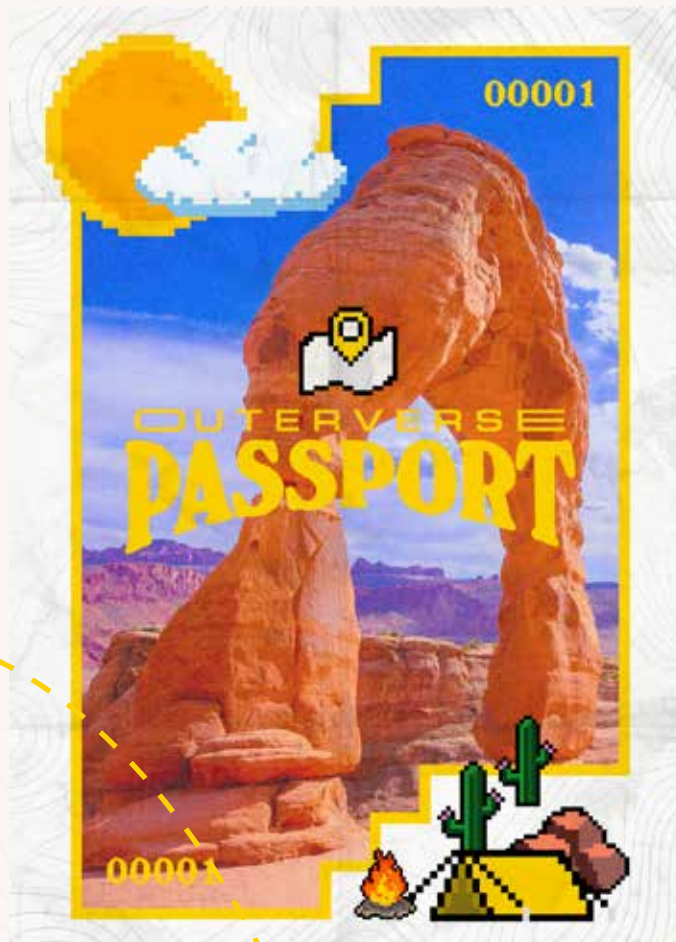
# Outerverse Passport



The first NFT offered on Outside.io will be the Outerverse Passport, coming this summer. The Passport will be a unique generative digital collectible, artistically beautiful and individually numbered. The Passport will bestow multiple benefits on holders, including early access to select future NFT launches, special access to events and meet-ups, content and community benefits, and an exclusive multiplier to the incentives for being outdoors. We will continually add benefits to this NFT over the coming months and years, in order to ensure that our early community members are rewarded for supporting us from the start.

This Outerverse passport will be the first and only of its specific design. We imagine the Outerverse Passport as having the same function as your real-life passport – it provides an entry into new territories, experiences and adventures. New Outerverse-curated projects could be viewed as “stamps” that, when combined with the Outerverse Passport, allow for entry into special experiences and utility from our partners and creators. Over time these “stamps” will continue to open up new adventures in the Outerverse. But above all, an Outerverse Passport is your badge, your bona fides, your piece of a historically significant moment. It’s proof that you were there at the start, and a powerful connection to a special community. And it’s more than that: The Passport is a living, breathing fun generator.

By coding benefits into every NFT, In late June, we will mint the Outerverse Passport and offer 10,000 units available for sale. We will also launch additional community-based NFTs in the future, but the Passport will always be a unique membership opportunity.

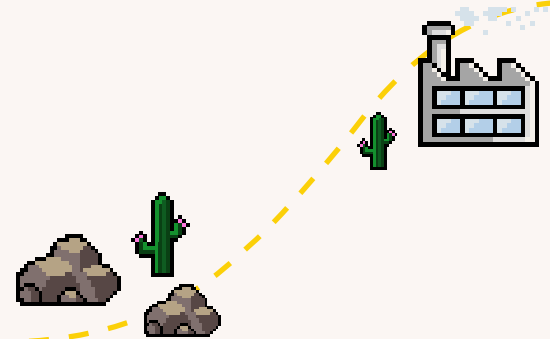


# Our Commitment



Outside.io is the first outdoor and active lifestyle NFT marketplace with a mission to promote wellness, diversity and sustainability. Every NFT listed on our marketplace will be coded to give back to non-profit partners that we feel best advocate for our pillars. We will distribute a portion of the net revenue, after the costs to operate and market the platform, from sales of the Outerverse Passport and subsequent new NFTs to nonprofit groups in our space that are working on participation, inclusivity, and planet. Afterwards, our marketplace will govern a net 5% royalty from secondary and ongoing sales to our non-profit partners. This will help fund the organizations doing the hard work in sustainability and DEI initiatives designed to get everyone outside. We are creating multi-year partnerships with nonprofits, ranging from grassroots to internationally known charities. We will also share royalties with these partners from secondary sales that occur on the Outside.io marketplace.

## Our initial partners include:



# Environment

The original blockchain protocols (like Bitcoin and Ethereum) required massive computing power, because their distributed-ledger and proof-of-work models meant every transaction involved thousands of computers running code to update and store data records. And all of that computing power resulted in electricity demands that are simply unsustainable from a climate perspective. As a company that depends on a healthy environment, Outside is mindful of this challenge and we're choosing the lowest-impact solution at every turn. Fortunately, the Web3 community also cares about the planet and is rapidly developing alternative models (like proof-of-stake) that are highly secure but radically reduce greenhouse gas emissions. A leader in this evolution is Solana, the blockchain on which we have chosen to build the Outside.io marketplace. Solana uses advanced proof-of-stake methodologies instead of proof-of-work, thus consuming a tiny fraction of the energy of a traditional blockchain transaction. Solana [reports](#) that one transaction uses less energy than three Google searches, which represents an extraordinary improvement over the methods that existed just a year ago. Solana has also been purchasing carbon offsets to neutralize the footprint of its entire blockchain.

In addition to choosing a low-impact blockchain for Outside.io, we are calculating and neutralizing 100% of the carbon emissions from our NFT transactions. We have retained a third-party expert to report on the Outerverse footprint, and we will share the numbers with our Outside.io community for full transparency. In advance of our first NFT drop, we have already neutralized far more carbon than our most optimistic transaction forecasts say we will produce. By purchasing 5,400 tons of carbon allowances on a respected government-regulated market, we have neutralized the equivalent of 30 rail cars of coal being burned. We will always be looking for new ways to meet this mission. As other blockchains have breakthroughs with PoS (like ETH 2 perhaps), we may offer on new chains as well. For more details on Outside's climate commitments, partners, and actions, please visit our [corporate sustainability page](#).

# The Future



Outside.io is just the first step in our journey to become the world's leading platform for outdoor activity. We believe that tokenization and blockchain technologies will revolutionize how storytelling is created and financed, and how communities interact with content creators. We are all too aware of the downfalls of advertising-driven media, and the Outerverse is the beginning of our effort to develop other ways to connect creators and consumers of adventure storytelling.

Today, power continues to shift from platforms to creators, who already have direct relationships with their communities. This transition started at least a decade ago, when social media tore down barriers between athlete-creators and their fans. First-gen social media enabled peer-to-peer communication, but never created a P2P economy. Rather, Facebook and Instagram built the most powerful media advertising companies the world has ever seen, without having to create any original content. Web2 social media own the distribution, gather free content and take 100 percent of profits created by their own user base. And, as we all know, they tracked and sold every aspect of our lives. This model generated exceptional profits but was fair to neither creators nor consumers. They are incredible value extracting machines that promise cheap distribution and awareness in return for almost total ownership of the attention and profits, but they do not give back to their communities in any meaningful way.

To better serve today's digital native – and tomorrow's – we need to build an immersive Web3 ecosystem with blockchain-based tools and services that empower creators and community members to create, own and amplify content, and to reap fair financial rewards from it.

**We believe that we can have more time outdoors, stronger communities, and technologies that inspire and enable us to lead healthy, active and meaningful lives.**

We anticipate launching a dedicated creator platform in 2022. This will allow the massive pool of outdoor creators, writers and photographers who work with our brands to fund, create and publish ground-breaking stories directly with their communities. This new publishing environment will be an open creator platform that will allow any user to participate, but more importantly it will help creators retain more of the revenue from their work and ongoing royalties, and it will give back to support the outdoors, so we can all enjoy it for centuries to come.

Later in 2022 or early 2023, we hope to release an Outside coin, which could provide myriad benefits to owners. Our Outside coin will be used to reward healthy behavior with a “participate to earn” model that will motivate and delight our audience with earnings from IRL attendance at events, spending time outside, exercising, engagement with content and more. It also could allow owners to invest in creative projects across the Outside ecosystem, or to pay for premium content consumption.

Finally, we approach this endeavor with a sense of humility and partnership with our many communities across our brands. Web3 is still in a nascent stage, and no one can anticipate exactly what these technologies will look like several years from now. We will work closely with our communities, creators and a dedicated internal team to build a Web3 experience that enables people to leverage these technologies to inspire and enable more outdoor participation, more healthy eating, more connection with nature and each other, and more action to protect the planet.

# About Outside



Outside is the premier destination for active lifestyle enthusiasts and home to leading brands in the endurance sports, outdoor, and healthy living spaces. Each month, Outside reaches 70 million of the most active consumers in the world across its 30+ media, digital, and technology platforms, creating an experience for both longtime adventurers and those just getting started. Outside believes life is best spent outdoors, experiencing healthy, connected, and fulfilling lives. Outside's membership offering, Outside+, bundles best-in-class storytelling, meal plans, gear reviews, online courses, discounted event access, magazines, and more. Learn more at [OutsideInc.com](https://www.outsideinc.com) and by following on [Twitter](https://twitter.com/outsideinc).