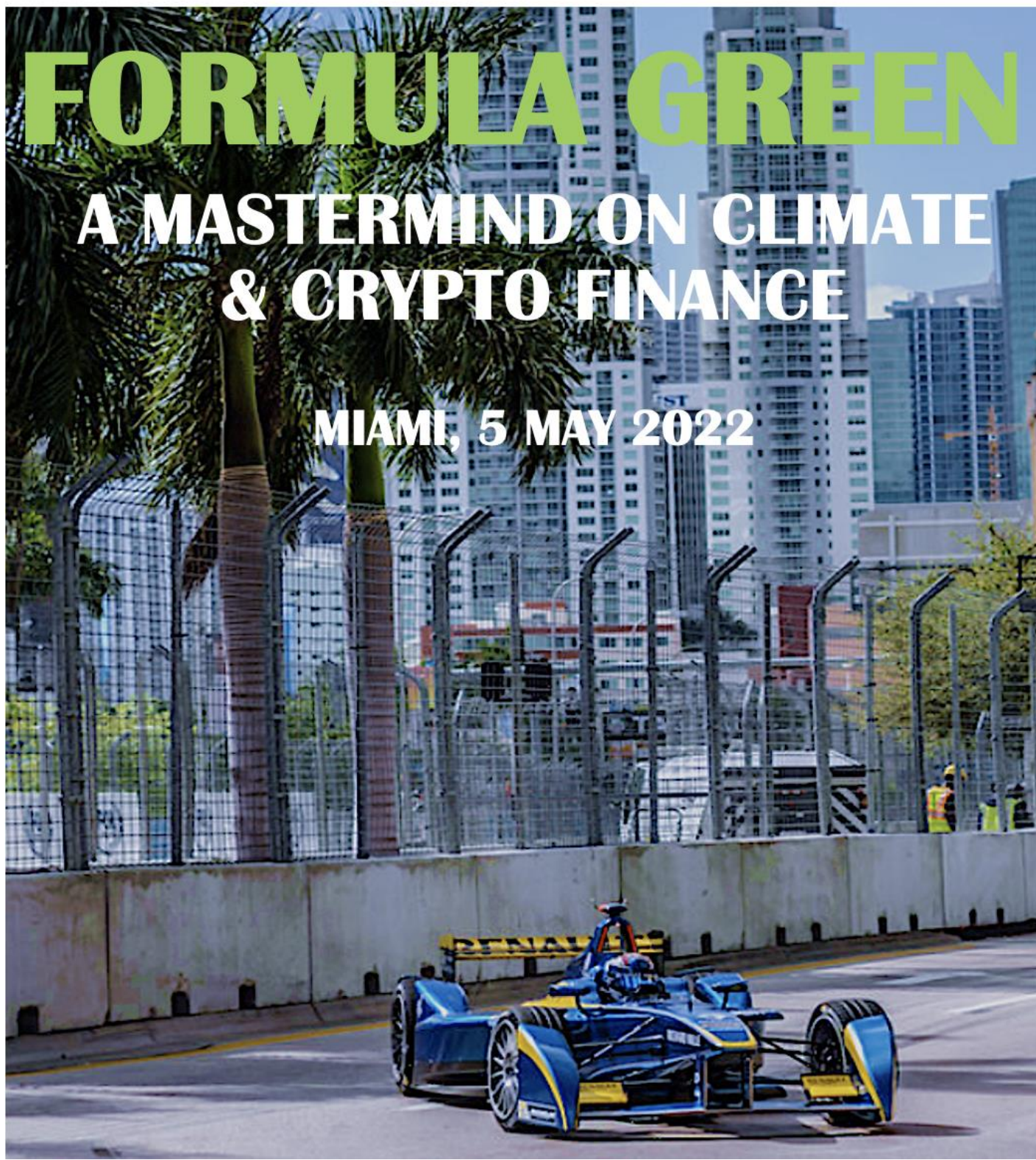


FORMULA GREEN

A MASTERMIND ON CLIMATE & CRYPTO FINANCE

MIAMI, 5 MAY 2022



SPONSORS DECK

www.xzen.tv/events

FORMULA GREEN is an edutainment Mastermind innovating CLIMATE FINANCE in the post COP26 and CRYPTO-economy age. It follows previous Climate Action events during main media kermesses worldwide:

SmART @ MIAMI ART BASEL 2021
Moda Verde @ MILANO FASHION WEEK 2021
Climate Action @ VENICE FILM FESTIVAL 2020
Ocean Impact @ CANNES FILM FESTIVAL 2019
Climate Day @ UN GENERAL ASSEMBLY 2019
Hope for Haiti @ ASTON MARTIN R. 2019
J/P HRO @ HOLLYWOOD 2016



The latest Mastermind focused on building the world's first "CLIMATE SMART ZONE" in the Caribbean, in partnership with the Miami-Dade County, City of Miami, Luxury Network, Arieli Capital, ACT and Caribbean Climate Smart Accelerator:



Creating the world's first climate-smart zone | Virgin

Such a pleasure to join Prime Minister Holness, President Moreno, Usain Bolt and many other wonderful people for the launch of the Caribbean Accelerator.. We want to create the world's first climate-smart zone.

<https://www.virgin.com/branson-family/richard-branson-blog/creating-the-worlds-first-climate-smart-zone>

More information on **SmART @ Miami Art Basel 2021** visit www.xzen.tv/events

Keynote speakers @ SmART Mastermind

			
ENZO DI TARANTO Ex-Secretary-General campaign manager @ United Nations & President of XZEN Technologies Inc.	DANIELLA LEVINE CAVA Mayor of Miami-Dade County	Dr. GUERDA NICOLAS Prof. of Psychology, University of Miami & CEO Ayiti Community Trust	RACQUEL MOSES Caribbean Climate Smart Accelerator (CEO)



ABOUT XZEN

XZEN is a cutting-edge edutainment platform engineered by a team of scientists in the movies, music, sports, fashion & business industries during the Advanced Technological Entrepreneurship Programme of Stanford University. XZEN mixes education & entertainment in a unique set of digital creatives and onsite events

www.xzen.tv

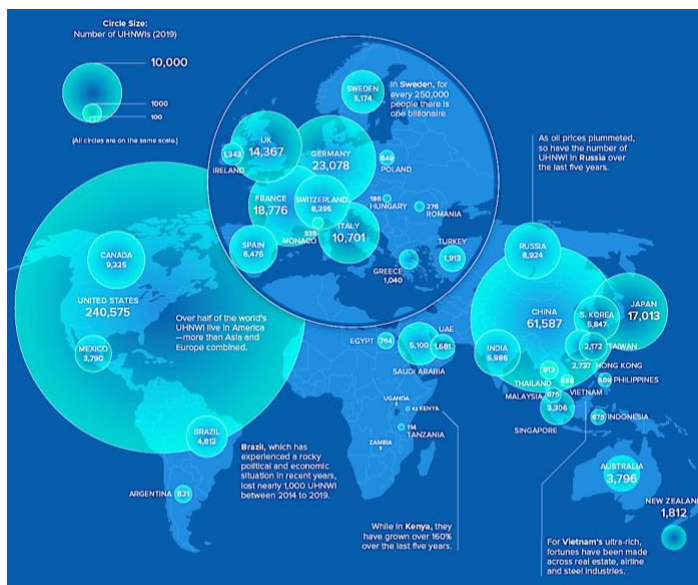
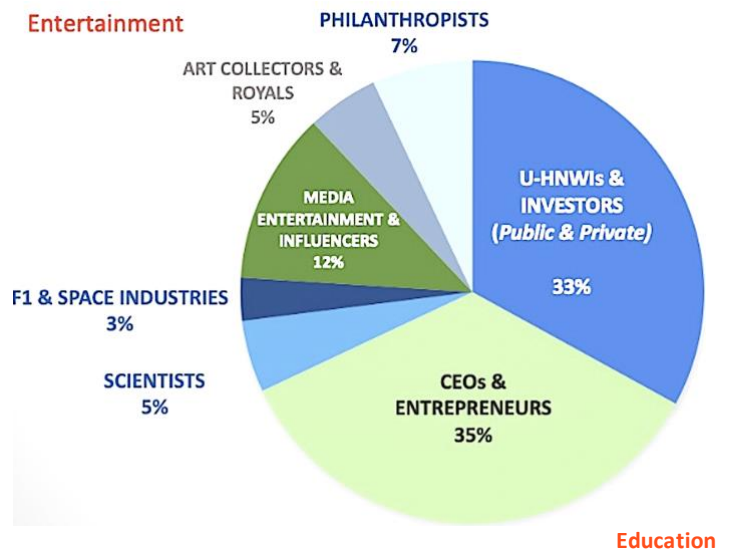
ABOUT THE FOUNDER

Enzo di Taranto is a former campaign manager of the United Nations Secretary-General. He's the author of "World Peace 2050", "Celebrity-Diplomacy & New Technologies", and host of "Circle-X 2030". Enzo is featured on CNN, NY Times, Al Jazeera, Factor de Exito and other global media outlets for his innovative work on climate action and sustainability worldwide

www.enzoditaranto.com

XZEN AUDIENCE COMPOSITION & DEMOGRAPHIC REACH-OUT

XZEN Technologies Inc. produces world-class edutainment events attended by **High-Net Worth Individuals (HNWIs)**, royals, athletes, celebrities, health & crypto entrepreneurs, tech innovators, philanthropists, artists, fashion designers, F1 engineers, NASA scientists, disruptive investors, influencers & educators operating in top centers of excellence worldwide. The graphic on the right shows the percentages of audience who attended previous XZEN events mentioned in the following pages:



XZEN speakers, guests and audience operate in the cities with most concentration of High-Net Worth Individuals (HNWIs), particularly: New York, Los Angeles, Miami, Dubai, Abu Dhabi, New Delhi, Hong Kong, Singapore, Moscow, London, Milan and Monaco. The graph on the left indicates where the ultra-rich live according to the “Wealth Report 2020” (Forbes).

At XZEN, we believe that rich and powerful brands, companies and people have a key role to play to reduce carbon-emissions and reverse climate change in the overall interest of the planet & humanity.

XZEN Technologies Inc. deploys a mixtures of strategies and tactics to expose its sponsors & speakers to exclusive audiences worldwide. In addition to the onsite, video and online assets indicated in the “Investment & Sponsors Matrix” below, all sponsors & participants will benefit of professional onsite video coverage - both at ground level and from the air - with a fleet of 4-6 **video drones**, including a creative promo-video to be used for continued digital brand-awareness after the events.

Furthermore, the top 10 sponsors to XZEN “Formula Green” may participate in the **new F1 TV series “OFF Track w/Martin Brundle”** aired on **ESPN, Sky International** and **F1 Digital TV**. Such a feature will reach out a selected multi-million audience worldwide. In addition to these powerful global outlets, sponsors’ interviews will be divulged by sustained PR, media & advertising campaigns generating 10+ millions of digital impressions to high value, upscale demographics in the US and globally.

Below, images of previous events & high-end audience worldwide :



DONNA KARAN [DKNY]



SEAN PARKER [FB, Spotify]



VIN DIESEL [One Race]



PARIS HILTON

@ UNITED NATIONS CLIMATE ACTION SUMMIT



CHEF RAONI
BRAZILIAN AMAZON LEADER



MINISTER STIEL
GRENADA



J. GRIMALDI & K. CHAPLIN
GRIMALDI & CHAPLIN FAMILIES



ANDREW FORRESTER
(HNWI - MINDEROO)

@ CANNES FILM FESTIVAL



MINISTER AL ZEYUODI
UNITED ARAB EMIRATES



PRIME MINISTER LAMOTHE
HAITI



CHRIS TUCKER
MOVIE CELEBRITY

@ HOLLYWOOD & SILICON VALLEY



MARC BENIOFF
CEO, SALESFORCE



CHRISTIAN SLATER
GOLDEN GLOBE WINNER



SEAN PENN
OSCAR WINNER



PAOLO SORRENTINO
OSCAR WINNER

@ VENICE FILM FESTIVAL



@ MILANO FASHION WEEK



**XZEN VISION IS THAT CLIMATE CHANGE IS REVERSIBLE AT THE HORIZON 2030.
XZEN PHILOSOPHY COMBINES EDUCATION WITH ENTERTAINMENT TO ENGAGE THE
MOVIES, MUSIC, SPORTS, FASHION, POLITICS, FINANCE, TECHNOLOGY & BUSINESS INDUSTRIES
FOR CLIMATE ACTION.**

**WE BELIEVE THAT THE WORLD ELITES HAVE A GOOD HEART AND THE POWER TO TRIGGER
GENERATIONAL CHANGES TO PROMOTE SUSTAINABILITY & REVERSE CLIMATE CHANGE.**



**@ MISS MONEY
SUPERYACHT**



@ ASTON MARTIN R.



**@
MIAMI
ART
BASEL**



JOIN THE XZEN CLIMATE ACTION TRIBE NOW!



JOIN US & BRING YOUR SOCIAL CORPORATE RESPONSIBILITY TO THE NEXT LEVEL

Selected sponsors & angel investors can participate only on-invitation or trusted referral.

For info, email founder@xzen.tv

SPONSORSHIPS & INVESTMENT MATRIX

BRAND SPONSORSHIPS ARE CONCEIVED AS INVESTMENT WITH AN ELEVATED RETURN (ROI)

Sponsorships & investment solutions are tailored to the specific requirements of each entity ranging from US\$30K on. To ensure effective brand-exposure, sponsorships finance mainly digital marketing through micro-targeted campaigns reaching specific audiences & industries of influence in Miami, NY, LA, Monaco, Dubai, Moscow, HK, Delhi & globally. Exclusive feature on the new F1 TV series aired on ESPN, Sky International and F1 Digital TV is available for selected sponsors.

Digital traffic is directed on the secure hubsite www.xzen.tv/events equipped with private online registration, payment platform & Secure Socket Layer (SSL). Assets & metric-targets are determined with each sponsor who have also strategic access to high-end contacts & markets, through on-stage appearances, podcast interviews, personal business introductions & bilateral pitch-sessions:

STRATEGIC BRANDING (onsite & online)	DIGITAL EXPOSURE (social, video audio)	BRAND VIDEO (onsite & online)	ON-STAGE PRESENCE (onsite and/or online)	STRATEGIC NETWORKING (onsite & on-call)	GUESTS INVITES (onsite & online)
GROWTH ADVISORY Brand & Personal Global & Localized On-site & Digital . Stage . Video . Audio . Text . SM Posts . Interview . Books . Publish	BRAND LOGO PLACEMENT On-site & Digital DIGITAL CAMPAIGNS Global & Micro-targeted Website Social Media: . LinkedIn . Facebook . Instagram . YouTube . ClubHouse . Telegram Onsite video-photo cover (personal& brand) Facebook & LinkedIn Live Broadcasts	2-MINUTE BRAND VIDEO On website On Social Media: . LinkedIn . Facebook . Instagram . YouTube & ESPN-aired INTERVIEW <i>[depending on agreement]</i>	MASTERMIND KEYNOTE SPEAKER . @Miami F1GP . Other events &/or DIGITAL- ROOM PARTICIPANT . @Miami F1GP . Other events <i>[depending on agreement]</i>	INVESTOR-ENTREPRENEUR PRIVATE INTROS Up to 4 personal Introductions to high-caliber guests &/or contacts Personalized pitches organization: . On-site . On-call . Zoom . Skype . Teams	SELECTED GUESTS Right to invite up to 4 high-end personal guests to MasterMind & onsite events

INNOVATING SUSTAINABLE PHILANTHROPY

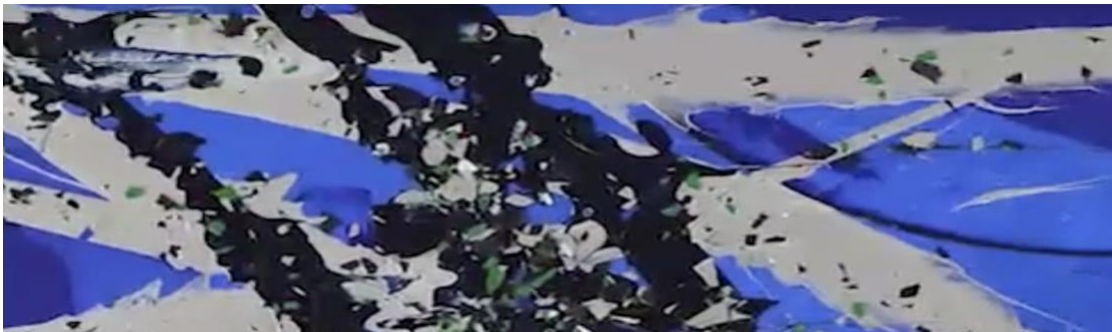
NFTs, ART & FASHION COUTURE

XZEN Technologies Inc. deploys an innovative edutainment approach to philanthropy & business-activation combining education & entertainment. During Formula Green, the following products will be showcased in benefit of the reforestation of the Amazon, as well as renewable water supply & sustainable tourism in the Caribbean :

CRYPTO & NFTs : **Carbon Creatures** are the world's first NFTs secured on the polygon blockchain to offset carbon emissions and preserve wildlife conservation. Other crypto-instruments are being devised to tokenize & gamify finance sustainability



SUSTAINABLE ART : **Maestro Amadio** is considered the Modern Picasso for his eclectic creativity in the multidimensional art world. He has created a unique “plastic invasion” technique on canvas to finance ocean cleansing projects in the Caribbean



SUSTAINABLE FASHION COUTURE : **Violeta Luce** handcrafts wearable masterpieces with the most luxurious silks. All one-of-a-kind clothes are inspired by nature and transmutable in luxury interior objects. Violeta is highly estimated by world celebrities, including Prince Albert of Monaco



JOIN US & BRING YOUR SOCIAL CORPORATE RESPONSIBILITY TO THE NEXT LEVEL

For info, email: founder@xzen.tv

FORMULA GREEN

THURSDAY, 5 MAY 2022

FORMULA GREEN offers a disruptive programme consisting of three main activities:

HYBRID CLIMATE & CRYPTO FINANCE MASTERMIND [from 1pm to 3pm]

EDUTAINMENT NETWORKING COCKTAIL [from 8pm to 11pm]

MUSIC & FASHION AFTER-PARTY [from 11:30pm to sunset]

The **CLIMATE & CRYPTO-FINANCE MASTERMIND** gathers the collective intelligence of visionaries, elite futurists, decision-makers, celebrities, innovative entrepreneurs, disruptive investors and HNWI's in the post-COP26 and Crypto ages. Speakers & participants come from world-class centers of excellence, top Family Offices, United Nations, European Union, IADB and leading Governments. The preliminary programme is indicated below.



The **INVITATION-ONLY EDUTAINMENT EVENTS** focus on strategic networking to connect and matchmake entrepreneurs and investors engaged in climate action & sustainability. Event-concepts cover finance, art, media, fashion & sports. Depending on the requirements and level of engagement, sponsors have further on-site spotlight through stage-presence, business-pitches, client-acquisition, small-group meetings, logo, video, brand/products-stand & media exposure.

CLIMATE & CRYPTO-FINANCE MASTERMIND

The **FORMULA GREEN** Mastermind includes a plenary keynote session, followed by two Digital Panels, a reporting back in plenary, conclusions and forward-looking recommendations at the horizon 2030. The outcomes of previous MasterMinds will also be shared, like the “**Climate Finance Lab**” and the “**Sustainable Celebrities Network**”. For more details, please see the events-deck in the Miami Art Basel section at www.xzen.tv/events

Invited keynote speakers include the Branson Family (Virgin Group), the Ambassador of Italy in USA (COP26 co-organizer with UK), the Mayors of Miami City and Dade-County, crypto, as well as Crypto_investors & entrepreneurs. Other invitees include Prime Ministers, Silicon Valley investors, major Capital Groups and Family Offices, Monaco, Dubai and Bahrein Royal Families, Muhammad Ali, Lamborghini and Ferrari's Families, top-athletes and former F1 World Champions, among others.



The two Digital Panels are:

CLIMATE FINANCE IN THE POST-COP26 ERA - THE LEADING EXAMPLES OF SOUTH FLORIDA & CARIBBEAN

This panel focuses on traditional climate finance from public and multilateral sources. Following **COP26**, Governments, multilateral organisms and private entrepreneurs – including **Elon Musk** and **Jeff Bezos** – have pledged increasing funds to finance climate action and sustainability. Panelists will present their assessment of these new sources. Are they real or void? Short or long-term? Moreover, the case-studies of the **Caribbean Climate Smart Accelerator**, **Miami Forever Bonds** and Dade-County's **Obligations Bonds** for Resiliency will be presented as concrete applications of innovative climate finance in South Florida & Caribbean.

SUSTAINABLE CRYPTO-ECONOMY - CAN NFTs FINANCE CLIMATE ACTION & SUSTAINABILITY ?

This panel aims at sensitizing the highly-polluting Formula 1 industry - and their major sponsors brands, including crypto.com - to reduce greenhouse gas emissions and/or offset them by investing in **de-carbonization NFTs**. These new financial instruments are designed to prevent deforestation, plant trees, capture methane, remove gas from the atmosphere and support wildlife habitat globally. Presentations & discussions will also focus on how the crypto-economy can reduce its own energy-consumption, and how it can finance advanced research on **renewable energies**, and the development of **green & blue technologies**.

Speakers & participants' confirmations are expected by 1 April 2022.

XZEN[®].TV

Education & Entertainment



DETAILS & INQUIRES



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with copy to cfo@xzen.tv



<https://www.linkedin.com/in/enzoditaranto/>

www.xzen.tv/events

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