

# Spice Journeys



## A DIGITAL EXPERIENCE PLATFORM

Bridging Web2 & Web3

*Based on the world of "The Spice Temple"  
Connecting Audiences Differently*

A Novel Experience

A pocket watch with a white face and Roman numerals is placed on an open book. The book's covers are a rich, textured red velvet. The watch is positioned on the left page, with its hands pointing to approximately 10:10. The background is a dark, shadowed red velvet.

*\* An Invitation to the Power of Storytelling*

*Imagine a place where time ticks to a different rhythm.*

Where you'll meet your friends and foes,  
taste superlative cuisines, be introduced to cultures, and  
explore identity through fashion, music and art.

*The world of the grand villa, The Spice Temple,  
will take you there.*

*Get ready to escape the ordinary*



## \* *The Opportunity*

There's a gap in the market for a platform that seamlessly connects storytelling, culture, and commerce across Web2 and Web3

- **Current platforms fail** to foster community, cultural exploration, and new revenue streams with universally loved themes like travel, food, and art that **bridge Web 2 and Web3** through **storytelling** and **brand alliances**.
- The platform's **repeatable processes** and **DAO governance** empower other storytellers to create, build community, and generate revenue across multiple experiences.

Spice Journeys **blends storytelling with technology** through immersive, multi-sensory experiences that drive both connection and commerce.

**Continuing narratives** build communities and create **scalable revenue streams**.

*Welcome to an adventure like no other*

# Welcome!

## THE SPICE JOURNEYS DIGITAL EXPERIENCE

Based on “The Spice Temple – The Journey Begins” by Cindia Luest.

More about the story world at [www.spicejourneys.com](http://www.spicejourneys.com)



### **Spice Journeys is Innovating Storytelling**

*Omni-channel experiences bridging Web2 & Web3*

Unique journeys that integrate culture, commerce and community through an engaging and continued narrative.

**Imagine an entertainment platform like “Harry Potter”**

But for grown-ups who love great stories, culture and experiences.



**“What happens next?”**  
keeps audiences coming back

# The Story World – It Starts Here

“What started off as one novel has become so much more”

## THE NOVEL

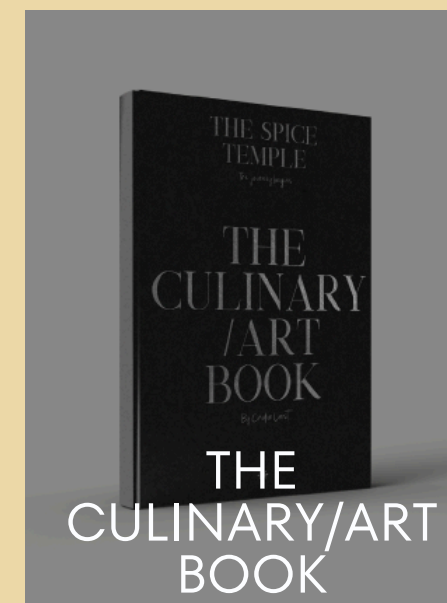
- The first of six and shorter works
  - Booklets featuring art, travel and character journeys
  - Story world has real life inspirations inspired by cultural curiosities and special places
- #literaryfiction #culinaryfiction

*The “Culinary / Art Book” serves as the basis for the Experience Platform, Network Series and Events.*

## THE “CULINARY / ART BOOK”

- A rich coffee table or experience book
- Featuring dishes described in the novel, artwork representing characters, themes and scenes
- Images from some of the world’s best chefs, resorts and artists
- Ideas for conversations so always food for thought
- Small section on social causes the resorts support for those who want to engage

### THE NOVEL



### SHORTER WORKS



### EXPERIENCES WHERE THE REAL MEETS THE IMAGINED



# Brand Alliances Expand the Experience

Some of the world's best chefs, resorts, artists and creators have partnered with the content of the "Culinary / Art Book" and this related digital platform

## CULINARY CREATIONS

World's Best Chefs & Resorts



## ARTISTS

Traditional / Digital



## BRANDS

Products & Distribution



More about the contributing chefs, artist and resorts at [www.spicejourneys.com/culinaryart](http://www.spicejourneys.com/culinaryart)

# Omni-channel Enhances Storytelling

Sensory Storytelling & eCommerce

Awakens themes and scenes through merchandise

It began with books...



- Affordable Luxury
- Wearable Stories
- Sustainable Solutions
- Conscious Creators

*All linked by story*

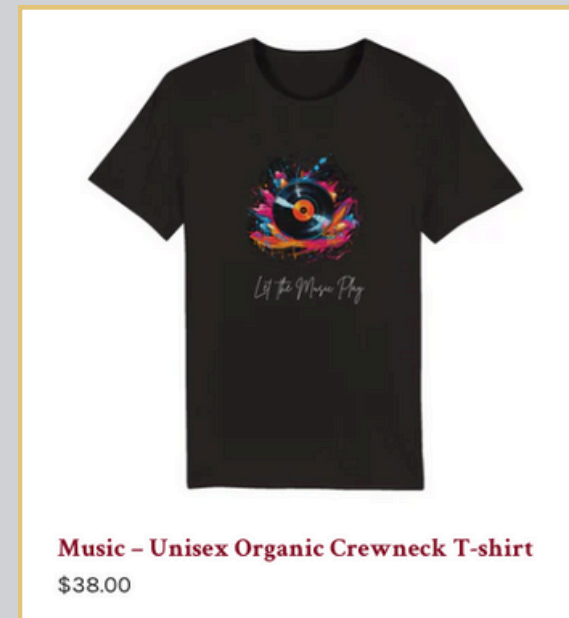
Wearable Stories

Timepieces

Scented Stories

Silk Storytelling

CURRENT



COMING

Phygital Fashion  
*Expressing identity through music & fashion. Real dress created. Digital version / NFT to come*



Literary Fragrances

*Scenes brought to life through fragrance (prototype is ready)*



## The User Journey

An Omni-channel Approach

### THIS IS HOW IT BEGAN

- The novel and story world are at the center but the **user journey can start with any of the components**
- The model creates a **repeatable process** that can later be applied to other story worlds







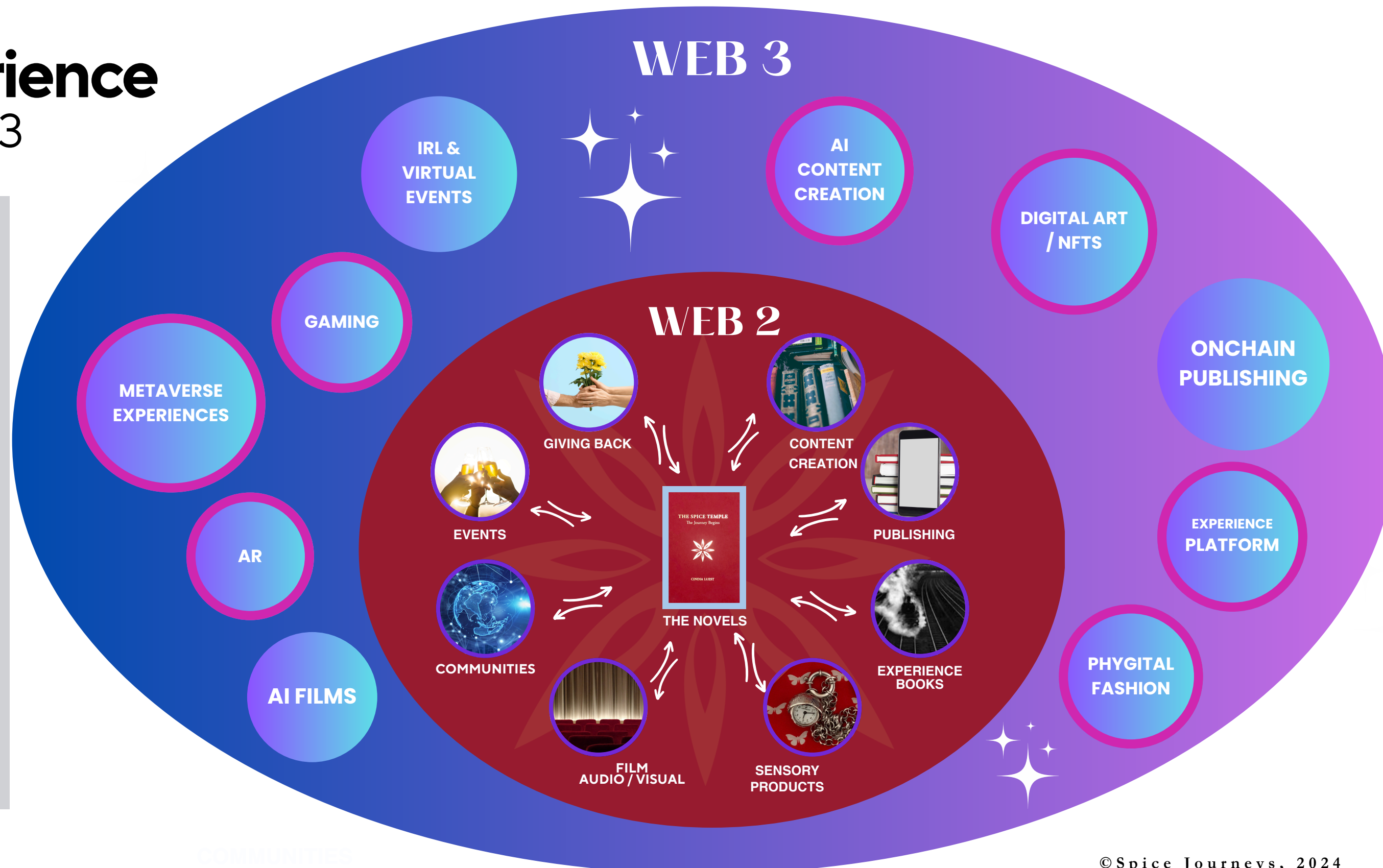
## The User Experience

Bridging Web2 & Web3

### EVOLUTION INTO WEB3

- The storytelling expands into Web3 experiences
- A repeatable process integrating other story worlds

 Current focus in Web3  
 Various stages



# Art & Entertainment in Web 3

PROGRESS TO DATE: The Beginning of Bridging Web 2 and Web 3

## Art of Storytelling

Digital art show with diverse works that demonstrate story building

*Unpaired Gallery, Zug, Switzerland  
November 2023*



Sale on Nifty Gateway Curated;  
Co-curated with exhibited.at  
(founder previously with Christie's)

## Avatar

A storytelling avatar opened the art show

*Opened the show at  
Unpaired Gallery  
November 2023*

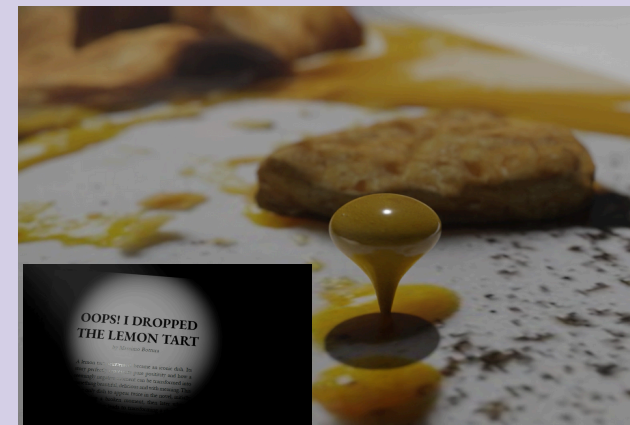


Produced in collaboration with  
Xavatar

## Augmented Reality

"Positivity" AR experience brings a page from the "Culinary / Art Book" to life

*Prototype released at  
Unpaired Gallery  
November 2023*



Produced with Gianfranco Bianchi (AR applications for Opera Lausanne)

## Short Films

"Art of Storytelling" short film capturing the art show

*Premiered in Davos during WEF at the wise.art panel on art and tokenization, January 2024*



Created with Oxford University through the internship program

## Metaverse Gallery

"Art of Storytelling" in a metaverse art gallery

*Show the current exhibition, feature new works as the story world grows or cultural exhibitions*



Created in partnership with Spatial Port

# Features - MVP In Scope

## LEVERAGE WHAT EXISTS

- Build quickly to test content and MVP (minimum viable product)
- Build community and commerce
- Design with scalability in mind
- Add new features and experiences as the story world grows



### ● 1 Culinary / Art Book Content

Start with the content and rich imagery of the "Culinary / Art Book." Content exists, including all image rights and agreements.

### ● 2 eCommerce Shopify (link only)

Shopify already established as the eCommerce platform. Operational.

### ● 3 NFT Platforms (link only)

Link to existing NFT platforms. Collaborating with a number of platforms. Operational and potential to partner.

### ● 4 Metaverse Art Gallery (link only)

Link to existing metaverse art gallery. Operational and connected to number of platforms.

# Features - Next Phase Build for Scalability

## NOT IN SCOPE FOR MVP

- Features here are works in progress
- Partnerships and potential solutions already exist
- Each new feature grows the community, and expands the revenue streams and storytelling experiences



### **IN PLANNING:** *Not in Scope for MVP*

#### ● **5 Micro-games (in discussion)**

*Micro-games based on character journeys or culinary creativity.*

#### ● **6 AI Character Journeys**

*Allow the community to help decide what should happen to the characters. Use AI.*

#### ● **7 Metaverse Storytelling & Events**

*Storytelling in the metaverse, linked to IRL events and merch / NFTs.*

#### ● **8 Next Cultural NFT Shows**

*Next shows related to art, fashion, music, phygital products & literary NFTs.*

## Complementary Experiences

The “Culinary / Art Book” and Experience Platform serve as a playbook and platform for **FILM, EVENTS** and **GAMING**  
 Building content, community and commerce across channels

### NETWORK SERIES – The Art of Entertaining



**Act 1 - Narrative Introduction**

**Act 2 - Culinary Explorations**

**Act 3 - Conversations**

*Followed by community building challenges after the show*

**Note: This is one of the four FILM CONCEPTS for “The Spice Temple”**

### MULTI-SENSORY EVENTS



**Culinary Menu**

Based on the Culinary / Art Book

**Experience Menu**

Based on inspirations from the novel integrating art, music and sensory storytelling

### GAMING



**Ishan - Creative Cooking Challenges**

**Yasmin - A Musical Shapeshifter**

**Rafael - Battling Demons**

*Micro-games integrate co-creation with community and commerce across merch, NFTs and more*



### STATUS

- The novel, “The Spice Temple – The Journey Begins” is already published.
- The content for the “Culinary / Art Book” exists, including all the image rights.
- Treatment, screenplay and building production team for series is in progress.

# Why is this Different?

Storytelling keeps audiences wondering ...

*“What happens next?”*



- The rich story world not only entertains audiences but expands into further works and experiences, leaving audiences wanting to know **WHAT HAPPENS NEXT?**
- A global **community** is built around **universally loved topics**, like travel, food and culture, and experiences that **act as a gateway from Web2 to Web3**, e.g. art-fashion-NFTs, IRL (in real life) or metaverse events, augmented reality, etc.
- Narratives can be **co-created with community** through a DAO governance, gaming, and AI-driven alternative character journeys.
- **Omni-channel storytelling** leads to **brand alliances**, new audiences, sensory storytelling, and supporting conscious creatives.
- A **repeatable process** is built to **integrate other ecosystem** and story worlds.
- **Governance** and content creation can be distributed through a **DAO** to empower other storytellers and world-builders.
- **Services** can be offered for any of the storytelling components.
- Social causes can be supported through compelling narratives, and audiences can **become part of something larger** than just consuming a story or experience.

## FINANCING

All work has been self-financed with generous creative contributions from those who believe in the vision of Spice Journeys.

**This budget is only for the MVP and baseline technology for the platform. All design would address scalability.**

Expenses	Amount
1 Content Strategy and Operations	USD 25,000
2 Design and UX for Platform and Book	USD 20,000
3 Build and Deploy	USD 35,000
4 Marketing and Launch	USD 20,000
<b>TOTAL</b>	<b>USD 100,000</b>

NOTE:

1 Content Strategy: Includes legal and accounting

2 Design

3 Build: Includes platform strategy and testing

4 Marketing: Includes community building and event launch; Sponsorship will also be focussed on for the launch; Leveraging partners and their networks will also be part of marketing strategy

## POTENTIAL REVENUE STREAMS

- Subscription Model: Freemium to exclusive membership
- eCommerce: Merchandise already exists, including books, wearable stories, timepiece, scented stories, etc. Continue to onboard new products linked to story
- NFT Sales: Use NFT to build community and commerce. Continue to expand the art world, work with galleries and embassies to promote art and culture, phygital fashion, etc.
- Affiliate Partnerships: Build on brand alliances and affiliate partnerships
- Pre-orders: Set up pre-orders for the “Culinary / Art Book”
- Crowdfunding: Run crowdfunding campaigns for specific assets that require funding, e.g. high-value print of “Culinary / Art Book”, literary fragrances, etc.
- Events: IRL (in real life) and virtual events and experiences

## GROWTH PLAN

- User Acquisition & Community Growth: Focus on building an engaged community through NFTs, subscriptions, and storytelling experiences
- Scaling Partnerships: Expand bespoke experiences for luxury resorts, art-driven hotels and culinary experience restaurants
- Build Partnerships: Apply storytelling to tourism boards and cultural institutions
- Expand eCommerce: Continue to expand the phygital product mix across affordable luxury, merchandise and sensory storytelling
- Events: IRL (in real life) and virtual events and experiences

POTENTIAL to apply the content to bespoke experiences for luxury, art and culture-focussed hotels

## ADVISORY BOARD

The team presented here is involved in concrete projects. There is an extensive global network of other partners that advise and contribute to Spice Journeys ventures depending on the project. This includes business professionals (from funders and founders to creatives and Web3 experts). Engagement varies depending on projects, e.g. publishing and print vs NFT art show.

**Gianfranco Bianchi**



Design, XR & Apps  
Xavatar

**Jakob Bosshard**



Business Development  
Web3

**Joe Foxtan**



Marketing & Brand Building  
Foxtan Creative

**Stéphanie Fuchs**



Finance  
S. Fuchs Consulting

**Lamar Hawkins**



Film/Audio-visual Media  
MyGosh

**Katie Richards**



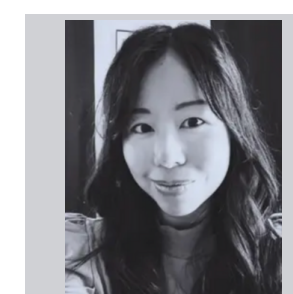
Risk Mgmt & Controls

**Georg Lanzinger**



IT & Business Development

**Rodania Leong**



Art Advisor  
exhibited.at

## PARTNERS



Sale on Nifty Gateway  
CURATED (accepted)



Collaborating with Wise.art artist and invited to panel on "Art & Tokenization" during WEF 2024



Co-curated digital art with founder (formerly with Christie's)



Created Xindia, a storytelling avatar, for art show



Building community with new Web3 social media platform



Metaverse art gallery; later fashion (AR & eCommerce)


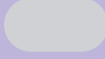



Fashion partner for phygital fashion, wearable stories & merch



## Planning 2025

PHASES	2025-Q1	2025-Q2	2025-Q3	2025-Q4
<b>DEFINE</b>	1 Finalize all content			
	2 Identify vendors for design & build			
		3 UX Design and Feedback		
		4 Engage potential sponsors		
	5 Engage community through challenges and events			
<b>BUILD</b>		6 Build Prototype		
		7 Integrate other platforms (links)		
<b>SCALE</b>		8 Spice Journeys metaverse storytelling show and events		
			9 Micro-game MVP Prototype (ongoing)	
			10 AI character journeys MVP (ongoing)	
			11 Plan next cultural NFT shows (ongoing)	

-  Ongoing beyond this project
-  Build
-  Future functionality beyond the scope of this project

A NETWORK SERIES is part of the overall concept. This platform can be launched independently or coincide with the series and related events (IRL and virtual).

## HOW TO ENGAGE NOW

### Stay Up-to-Date | Join the Community

- Check out the Spice Journeys web site & sign-up for the newsletter
- Read the novel and share your impressions
- Follow and engage on social media @spicejourneys @cindialuest

*Look forward to cultural and culinary challenges, discover the real inspirations and cultural nuances within the story world, meet conscious creators, storytelling events IRL and metaverse experiences, short film releases and more!*



## REFERENCE LINKS

### Spice Journeys Experiences – Now Online

#### SPICE JOURNEYS WEBSITE

[www.spicejourneys.com](http://www.spicejourneys.com)

#### Some Highlights from the Web Site

THE SHOP (books and storytelling merchandise)

<https://shop.spicejourneys.com>

THE ART OF STORYTELLING & SHORT FILM PREMIERE DAVOS

<https://www.spicejourneys.com/culinaryart/art-show/>

<https://www.spicejourneys.com/davos-2024/>

THE GALLERY – A METAVERSE EXPERIENCE

(currently featuring the Art of Storytelling)

<https://spree.spatial-port.io/salon/index.html>

SAMPLE PLAYLIST FOR THE SPICE TEMPLE NOVEL

<https://spotify.link/ZHZITXk18Cb> (or search for Spice Journeys)

SPICE JOURNEYS OVERVIEW & CONTENT

[https://www.spicejourneys.com/wp-content/uploads/2024/03/Spice-Journeys-Novel-Experience\\_2024.pdf](https://www.spicejourneys.com/wp-content/uploads/2024/03/Spice-Journeys-Novel-Experience_2024.pdf)

## ABOUT CINDIA LUEST

### Writer | Producer | Culture Curator

Cindia Luest is an author, culture curator, and founder of Spice Journeys. She is also passionate about innovating storytelling and is a creator of immersive experiences.

Having worked in management and IT consulting, and in senior roles for the United Nations and in Swiss Banking, she left the large organizations behind to pursue her dream of writing and innovating storytelling.

Spice Journeys has been producing and publishing culture-rich content and experiences. It begins with books, short films, and sensory storytelling products. The omni-channel approach has embraced immersive and Web3 experiences, including a digital art show, augmented reality, and a metaverse art gallery.

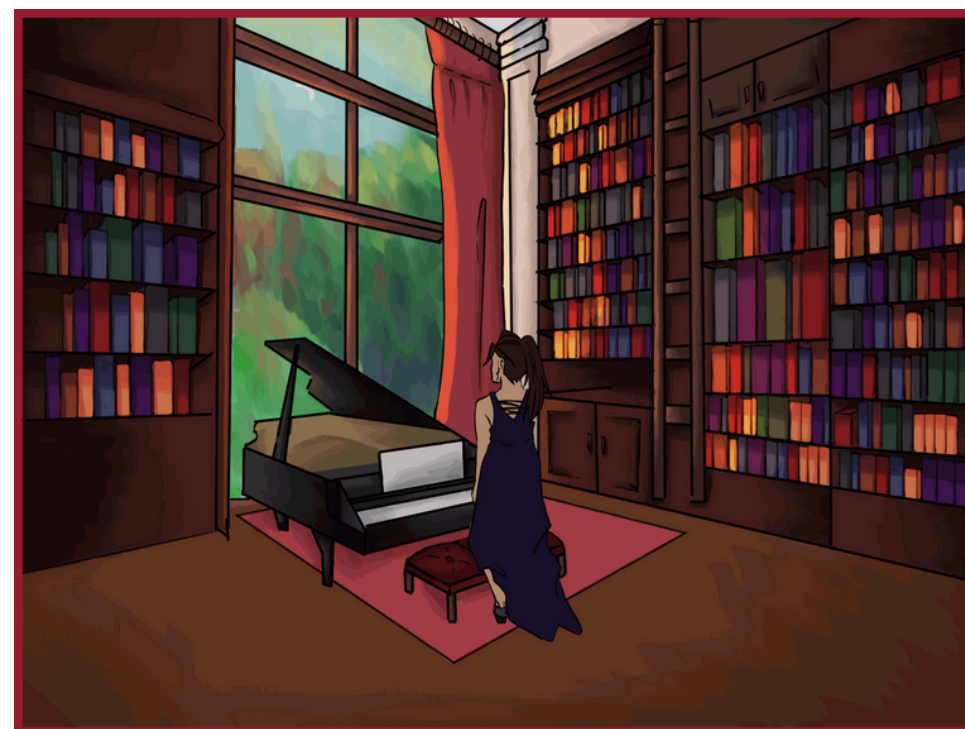
Cindia has managed global projects across business, technology and culture. Her global network of business partners, culture creators, and Web3 practitioners is extensive. She is also supports entrepreneurship and is on the Board of the Oxford Entrepreneurs Network (affiliated with the university).



**Are you curious to discover ...**



Where will the spices lead Ishan on his **CULINARY QUEST**?



Who Yasmin will become as a **MUSICAL SHAPESHIFTER**?



Will Rafael ever be able to escape his **EVIL WAYS**?



*And what will the **GRAND VILLA** reveal?*

**Welcome to the Journey!**