



AUROOM INNOVATION INCUBATOR

MEDIA KIT

2025 — 2026

The Honey Hive Project · A DAO

*Online Remote Innovation Incubator · Sustainable Tech
Creative Economy Leadership & Transformation*



Founded by Sabrina Smith · Remote · Dallas, Texas
XR · Web3 · Sustainable Fashion · Metaverse · Creative Commerce



Executive Summary

Who we are

COMPANY	Auroom Innovation Incubator
FLAGSHIP	The Honey Hive Project (DAO)
FOUNDER	Sabrina Smith — Creativepreneur
HQ	Remote · Dallas, Texas
INDUSTRY	XR · Web3 · Sustainable Fashion · Metaverse

A next-generation Creative Technology Incubator.

Auroom accelerates sustainable innovation, empowers global creators, and builds digital ecosystems that solve real-world problems. Our flagship initiative — The Honey Hive Project — merges art, technology, Web3, and sustainable commerce into an interconnected hive designed to foster collaboration, creativity, and conscious economic impact.

Our mission is grounded in the belief that creativity + technology = global change — and that sustainable innovation must be accessible, equitable, and profitable.

CREATIVITY + TECHNOLOGY = GLOBAL CHANGE

Accessible · Equitable · Profitable · Regenerative

Auroom provides a platform where B2B companies, creators, innovators, and global communities collaborate seamlessly to accelerate solutions for today's most urgent challenges.

We build bridges between:

- ◆ Cutting-edge technology — VR, AR, Web3, NFTs, blockchain, immersive commerce.
- ◆ Sustainable design and ethical manufacturing — circular, low-waste, on-demand.
- ◆ Creator economies — fair royalties, transparent ownership, global market access.
- ◆ Virtual collaboration and digital assets — borderless gatherings and goods.
- ◆ Social impact initiatives aligned with the UN Sustainable Development Goals (SDGs).

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Our approach reshapes how people connect, learn, create, and thrive — in both physical and virtual environments — for the betterment of humanity and the planet.

The Honey Hive is a hybrid immersive Web 3.0 ecosystem designed to empower creators and businesses while generating global awareness around sustainability, innovation, and social impact. It is governed as a DAO — decentralized, transparent, community-led.



Virtual Worlds

VR–AR Metaverse where creators collaborate, launch products, host events, and build global communities.



Digital Assets

NFTs and tokenized art delivering lifetime royalty streams, transparent ownership, and fair economic models.



Sustainable Commerce

Eco-fashion and circular design using water-based sublimation, biodegradable processes, on-demand, zero-waste.



B2B Tech Consulting

Innovation onboarding for VR/AR workflows, blockchain, decentralization, and future-forward tech.



DAO Governance

Decentralized community leadership ensuring equitable decision-making, transparency, and trust.

What Makes The Honey Hive Special

Five differentiators

AU

1. Hybrid Immersive Experiences

Fusion of physical activations and virtual metaverse worlds — global-access events, exhibitions, and community spaces.

2. Empowerment for Creatives

Seamless onboarding for artists and entrepreneurs to grow sustainable income through NFTs, metaverse events, and collaborations.

3. Decentralized Community Ecosystem

DAO-led governance encouraging transparency, equitable influence, and shared ownership.

4. Sustainability as a Core Pillar

Every project aligned with UN SDGs — meaningful environmental and social impact, not just profit.

5. Global Network of Innovators

Cross-border collaborations with technologists, B2B partners, creators, and ecosystem builders shaping a sustainable tech future.



NFT Digital Assets & Collections

High-impact digital art projects, virtual merch, and NFT utility products offering lifetime royalties for creators.



Metaverse Real Estate & World Building

Custom VR spaces for exhibitions, conferences, immersive galleries, digital storefronts, and hybrid activations.



Strategic Tech Consulting (VR/AR/AI/Web3)

Onboarding, innovation strategy, blockchain integration, and immersive brand transformation.



Creative Direction & Community Building

Brand development, digital marketing, storytelling, and collaboration strategy for creatives and B2B.



E-Commerce & Digital Asset Commerce

Long-term digital product pipelines for sustainable revenue and reduced environmental footprint.

1

Creators & Innovators

Artists, designers, technologists, NFT creators, startup founders, and creative entrepreneurs seeking sustainable digital ecosystems.

2

B2B Companies

Organizations focused on sustainability, tech transformation, DEI initiatives, digital integration, and creative strategy.

3

Global Grassroots Communities

International micro-communities, activists, and humanitarian groups working on sustainability and social impact.

The Honey Hive operates as a decentralized autonomous organization — a sovereign, transparent container where creators, partners, and stewards co-decide direction, allocation, and culture.

Governance

- ◆ Hive Improvement Proposals (HIPs) — any member can author, any keyholder can vote.
- ◆ Quadratic voting to balance whales and workers — influence ≠ wallet size.
- ◆ Council of Six — rotating stewards for facilitation, never unilateral authority.
- ◆ Radical transparency — every vote, every transaction, on-chain and public.

Treasury Allocation

Creator grants & royalties	40%
Programming & gatherings	25%
R&D — XR, Web3, tooling	20%
Reserve	10%
Operations	5%

Membership Keys

 Resonance Pass Free · open hive — newsletter, public HIPs, discussion.	 Worker Key Contributor tier — voting weight, micro-grants, gatherings.	 Steward Key Council-eligible — protocol authorship, treasury signing.
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1

NFT Sales & Royalties

Projected minimum of \$120,000/year in digital asset revenue.

2

B2B Consulting & Innovation Services

Partnership packages, onboarding, and brand-aligned innovation advisory.

3

Memberships & Sponsorships

Monthly subscriptions and corporate sponsorships fueling growth and community development.

4

Hybrid Event Ticketing

\$5–\$10 ticket events · 50+ participants per virtual world activation.

5

Crowdfunding Campaigns

Community-driven funding rounds through digital platforms and Web3-powered models.

Global Awareness Campaign

PR, social media, hybrid events, media collaborations, and global activations (e.g., Times Square VR activation).

Strategic Partnerships

Climate, sustainability, tech innovation, and global cultural organizations.

Immersive Event Activations

Global hybrid events — educational, creative, and solution-driven.

Technology Innovation Advancement

VR/AR labs, blockchain experimentation, decentralized governance frameworks.

DAO Model Evolution

Transparent, participatory community decision-making structures.

SDG 8

Economic Empowerment & Decent Work

- ◆ NFT monetization — lifetime royalties + recurring passive income
- ◆ Job creation — new creative-tech roles and incubated ventures
- ◆ Access to global, borderless digital markets

SDGs 11 · 13

Environmental Sustainability & Climate Solutions

- ◆ Low-carbon digital infrastructure
- ◆ Community climate resilience pilots
- ◆ VR/AR climate education experiences

SDGs 3 · 4 · 17

Social Inclusion & Community Empowerment

- ◆ Skills development & training
- ◆ Equity-driven micro-grants & scholarships
- ◆ DAO governance participation

SDGs 9 · 17

Innovation for Global Collaboration

- ◆ Incubation of sustainable tech
- ◆ Cross-border partnerships
- ◆ Scalable, policy-aligned solutions

Every pillar of The Honey Hive is paired with quantifiable outcomes — published in the Auroom Annual Impact & Sustainability Report.

Economic

- % of creators earning sustainable recurring income
- # of jobs created annually
- # of global transactions per creator

Environmental

- CO₂ emissions avoided
- # of funded sustainability projects
- # of climate-education participants

Social

- # trained per year + success rates
- % underrepresented group participation
- DAO proposals created + funded

Innovation

- # of sustainable innovations launched
- # of partnerships formed
- # of pilots adopted by policymakers

Reporting & Activation Calendar

Transparency in motion

AU

Annual Reporting Framework

Auroom publishes a yearly Impact & Sustainability Report covering economic indicators, social progress, environmental outcomes, and partnership / policy alignment.

3-Month Campaign Calendar

JUNE

Ignition

DAO public launch · manifesto drop · founding stewards reveal · first HIPs open.

JULY

Convening

Hybrid gatherings · sponsor onboarding · creator micro-grants round 1.

AUGUST

Amplification

PR push · Times Square VR activation · partnership announcements.

CHANNELS

LinkedIn + PR · Email / Newsletter · Blog · Hybrid Activations

Tone: bold activist / call-to-action. Audience: sponsors, partners, creators, policy.



A Global Movement

The Honey Hive is more than a project.

Auroom is building a future where creativity, technology, and sustainability intersect to power a new era of human collaboration. We envision a world where every creator, every small business, every community, and every innovator can contribute meaningfully to global progress — regardless of geography, income, gender, or background.

Together, we are building a hive that thrives on innovation, compassion, equity, and beautiful design.

JOIN THE HIVE

Sponsor · Partner · Build · Govern
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— Your Fellow Honey Bee