



# zed

## ZED RUN | Media Kit

OWN. RACE. EARN.  
THE FUTURE OF DIGITAL RACEHORSE OWNERSHIP IS HERE.  
RACE YOUR WAY TO THE TOP AND BUILD YOUR LEGACY TODAY.

 VHS



O V E R V I E W



About ZED RUN

ZED RUN is a popular digital horse racing game, in which owners of digital racehorse NFTs engage in skill-based gameplay. Taking inspiration from the real world of horse racing and fusing it with Web3 technologies, ZED RUN has brought the “sport of kings” into the metaverse.

By democratising racehorse ownership, ZED RUN and its community have attracted horse racing fans, sports fans, gamers, and Web3 adopters.

ZED RUN stable owners have competed in over five million races and earned over USD 80 million in prizes.

What is ZED RUN?

ZED RUN was launched in January 2019, by Virtually Human Studio, as one of the first Non-Fungible Token (NFT) projects built on the blockchain that enabled stable owners to buy, breed, and race their digital racehorses.

Virtually Human Studio is an Australian-based startup, whose mission is to provide the world with player driven entertainment. Stable owners can create a legacy by building star-studded stables of winning racehorses.

How ZED RUN works

ZED RUN represents a tangible use case for blockchain technology and a revolutionary gaming product for consumers worldwide.

As a Play-and-Earn game of skill, players choose the racehorse, the type of racing event and distance, and consider other factors such as the gate from which the NFT will race.

As stable owners breed their racehorses, offspring are created, each with a unique profile value.

In addition to racing, ZED RUN’s Discord and Twitch channels are vibrant communities where people can follow race results, trade tips and share third-party tools for analysing data. All transactions are secure and recorded on the Polygon blockchain.





# PRODUCT



**ZED RUN** is a popular digital horse racing game, in which owners of digital racehorse NFTs engage in skill-based gameplay.

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By democratising racehorse ownership, ZED RUN and its community have attracted horse racing fans, sports fans, gamers, and Web3 adopters from across the globe.

ZED RUN stable owners have competed in over five million races and earned over **USD 80 million in prizes.**



T I M E L I N E



2018

Project Announcement NOVEMBER

2019

Product Launch JANUARY  
Breeding Launch JUNE

2020

Early Release Sell Out MARCH  
2D Racing Launch MARCH  
3D Racing Launch MAY  
Racing Classes Launch JULY  
Marketplace Launch JULY  
Free Racing Launch OCTOBER

2021

3D Racehorse Inspector JANUARY  
Polygon Migration MARCH  
Inaugural Drop MARCH  
Drop 2 - Mega Drop APRIL  
Drop 3 - Tera Drop MAY  
Drop 4 - Echo Drop JUNE  
Drop 5 - Million Dollar Drop JULY  
Tournaments Launch  
Skins Launch OCTOBER  
Roadmap 2022

2022

ZED RUN - One Millionth Race JANUARY  
Super Foal FEBRUARY  
NASCAR Cup Series FEBRUARY  
Transition to Hyphen bridge MARCH  
ZED Derby Day 2022 APRIL  
Budweiser Partnership JUNE  
ZED Token goes live JULY  
Lending Marketplace Open AUGUST  
Melbourne Cup Mayhem OCTOBER  
Three million races NOVEMBER  
Core Gameplay improvements DECEMBER  
Coinbase Wallet integration DECEMBER

2023

Super Breeds Arrive! JANUARY  
Race Filters go live MARCH  
New Stamina System MARCH  
Budweiser x ZED RUN Merch MARCH  
XP Tournaments APRIL  
XP NFTs JUNE  
Sit and Go Tournaments SEPTEMBER  
NASCAR and Budweiser Pass Burns SEPTEMBER  
crypto.com Partnership NOVEMBER  
5.5M+ races DECEMBER





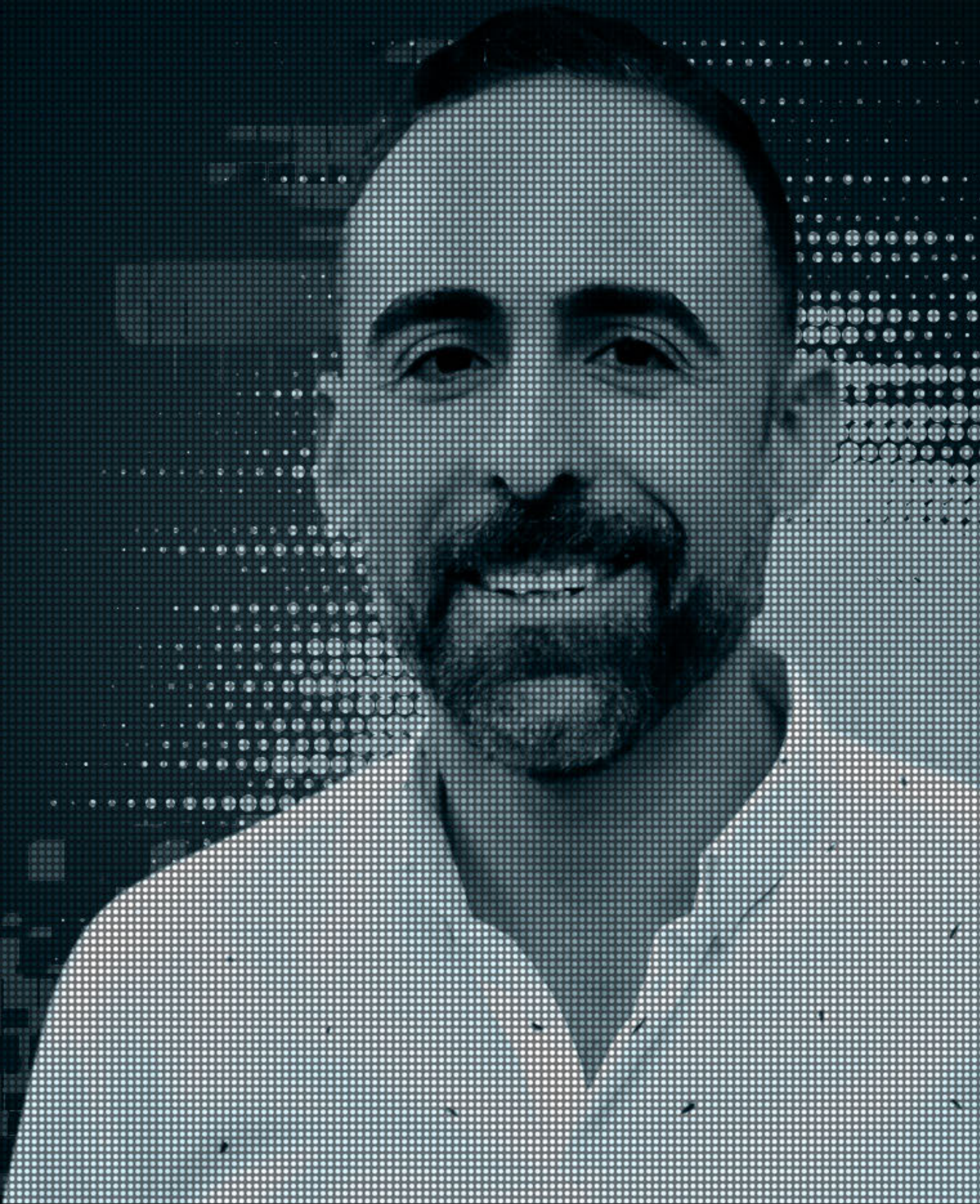
# Nir Efrat

CEO and Director

Nir Efrat is the CEO and Director of Virtually Human Studio (VHS). With over 25 years of experience in the gaming industry, Nir is a seasoned product and business leader with a track record of success in delivering and growing digital products across various domains, including casual games (F2P), social casino platforms, and B2B/B2C innovation. He previously held influential positions at esteemed gaming companies including Take-Two, Zynga, Dots, King, and 888 where he honed his expertise in scaling and turning around cross-functional, cross-cultural, and geographically dispersed teams. His leadership has been instrumental in driving product, analytics, and technology delivery to new heights. Nir's collaborative approach and extensive experience working with industry leaders underscore his ability to navigate complex challenges and drive innovation in the gaming landscape.



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# Chris Laurent

Director and Co-Founder

Chris Laurent is a Director and Co-Founder of Virtually Human Studio (VHS) and the creator of ZED RUN. A confessed creative addict, seven x founder, and entrepreneur-adventurer, Chris believes that delivering simplicity in a complex world is key to the future of entertainment. His years of experience in the technology landscape have given him extensive exposure to multiple business verticals, ranging from virtual reality and sports betting to cryptocurrencies and collaborativestorytellingandincludeindependent video game animation studio TAPRR, UI/UX design agency Made Social, online talent service Promolife Australia, as well as artificial intelligence and bot builder, Dominet BotBox. Before co-founding Virtually Human, Chris was a consultant to BetMaker Holdings, a premier wagering technology and data supplier for some of the world's most recognised and respected bookmakers and rights holders.



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





## Rob Salha

Director and Co-Founder

Rob Salha is a Director and Co-Founder at Virtually Human Studio (VHS), overseeing the company's core operations. A gamer at heart, Rob is fuelled by a desire to build businesses in the software and technology industry from the ground up. Rob's career began in finance before transitioning to tech – he's worked with a broad range of products from SaaS, e-commerce and the blockchain. Before joining VHS, Rob worked as a Chartered Accountant at Ernst & Young across a variety of industries. Rob's broad career has allowed him to acquire specialist skills in capital raising, accounting and financial management.



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





NOVEMBER 2022

## Popularity Of Web3 Pushes Legacy Brands To Embrace Digital-First Ethos

### Summary:

“As disruptors in Web3, VHS pioneered NFT utility demonstrating a real use case for Web3 gaming being one of the main catalysts driving the excitement behind NFTs,” added Laurent. “We used ZED RUN as a proof of concept to develop new methods of interacting with blockchain for the benefit of our users.” Subsequently, according to Laurent, “VHS is developing proprietary Web3 technology that has the potential to change the way leaders and their companies interact with the world.”

JUNE 2022

## ZED RUN founder envisions user narrative driven metaverse

### Summary:

Chris Laurent, the founder of the popular-digital horse racing game ZED RUN, envisions a future where people will spend their free time developing their own unique narratives within the Metaverse.

## Big Brands Entering the Metaverse

### Summary:

Budweiser is now the official beer for ZED RUN, an NFT horse racing game where you breed digital horses and race them to win real money.

## Budweiser's Clydesdales Zoom Into Ethereum NFT Racing Game Zed Run

### Summary:

The beer brand's iconic horses will zip through digital races via NFTs, with competitions and other perks ahead for owners. “Working creatively alongside Budweiser, an iconic brand that epitomises the American dream, opens up more opportunities for our expanding ZED RUN community.”

CHRIS LAURENT CEO VIRTUALLY HUMAN STUDIO

## This Week in the Metaverse: Portrait NFTs at Cannes Lions and Virtual Budweiser Clydesdales

### Summary:

Budweiser lets virtual Clydesdales out of the stables, becomes official beer of ZED RUN.

MAY 2022

## a16z Games Fund One

### Summary:

Andreessen Horowitz today announced GAMES FUND ONE - \$600m dedicated to building in the blockchain and gaming entertainment space. Virtually Human Studio is one of several recent investments in this space, alongside Near Protocol and blockchain network Chia.

## Atari announces new Web3 initiative and reaffirms commitment to blockchain business

### Summary:

Atari is actively partnering with developer NiftyLabs, metaverse and NFT innovation and investment platform Everyrealm, the emerging technology company Virtual Human Studio, the open-world metaverse The Sandbox, and the metaverse arcade experience studio Arcade O.G.

## Turn on the Autopilot - we're off to the races

### Summary:

ZED RUN and Gelato work together to automate in-game fantasy horse breeding.

APRIL 2022

## 'Digital horse-racing' trend offers thrill of owning a racehorse online

### Summary:

Less than three weeks away from the 2022 Kentucky Derby, there's an online community that celebrates the sport of horse racing every day... in the metaverse.

JANUARY 2022

## Crypto world's latest craze and the Sydney studio behind it

### Summary:

In July, VHS announced it had raised \$27 million from venture capitalists, including funding from Silicon Valley royalty Andreessen Horowitz. On Tuesday this week, Virtually Human Studio announced it had acquired Spectre Studios, one of Australia's leading virtual production companies. “Our vision is unmatched and steadfast,” founder Chris Laurent posted on social media at the end of 2021.

## VHS acquisition of Spectre Studios - what this means for ZED RUN

### Summary:

The expansion of Virtually Human Studios, securing a series A funding round in early 2021 of over \$20 million dollars, the success of ZED RUN, Spectre Studios acquisition and development of Human Park.



# I N T H E N E W S

NOVEMBER 2021

## ZED RUN introduces new tournament system

### Summary:

As a continually innovating platform, the game has recently added a free-to-enter tournament system for all players. After previously focusing on individual races, now all stable owners can compete in qualifying rounds, and potentially claim a share of the staggering \$300,000 prize fund.

## Australian startups make waves in the booming world of gaming NFTs

### Summary:

An increasing number of Australian companies are looking to democratise the world of gaming through cryptocurrencies and non-fungible tokens, or NFTs, a rapidly growing industry worldwide which has a surprising amount of local players. These include, but not limited to, Zed Run.

OCTOBER 2021

## VRC partners with Zed Run

### Summary:

The partnership with the VRC will see the Melbourne Cup transported to a futuristic world with the creation of a virtual version of Flemington, which will host a live Melbourne Cup Carnival watch party complete with virtual fashions and music from DJ Havana Brown for attendees to access.

## Zed Run Founder Rob Salha on bringing the Melbourne Cup into the metaverse

### Summary:

Rob joins Gerard to explain the genesis and development of crypto horse racing. Rob's company Zed Run has this week signed a lucrative deal with the VRC to bring Flemington and the Melbourne Cup into the meta-verse.

## Melbourne Cup enters blockchain by clinching virtual deal

### Summary:

The popularity of Australian start-up Zed Run is booming and its blockchain platform will feature the racing that stops the virtual nation.

SEPTEMBER 2021

## How Zed Run Wins

### Summary:

The best NFTs are built on something non-repeatable: existing IP, community, functionality. These types of features help ground users in understanding why a particular NFT is worth investing in upfront, even if the product's long-term vision isn't set in stone.

AUGUST 2021

## NASCAR Partners with ZED RUN in Metaverse Chase

### Summary:

NASCAR is headed to the metaverse, agreeing to partner with Zed Run to release NASCAR-branded digital horses on the blockchain-based racing platform.

## The Sport of Speculation

### Summary:

Crypto sports apps now account for three of the top ten non-fungible token applications and five of the top thirty. Virtually Human Studio (Zed Run) – grow their signature NFT brands, they will continue to evolve by expanding to other sports or building applications on top of their games.

JULY 2021

## Virtual Horse Racing Game Zed Run raises \$20 million

### Summary:

Virtually Human Studio (VHS) – the start-up behind digital horse racing service Zed Run – has raised \$20 million through Series A funding from Red Beard Ventures and Andreessen Horowitz venture capital companies.

JUNE 2021

## Racing In The Life Artois

### Summary:

Virtually Human Studio (VHS) announces the partnership of ZED RUN and Stella Artois! Stella Artois, and releases a Limited Edition NFT Collection in collaboration and in celebration of the United Kingdom's busiest horse racing season. ZED RUN created a new Stella Artois 3D Racetrack, designed and inspired by The Life Artois.

"We're thrilled to be working with such an iconic global brand and offering our players exclusive racehorses, skins and racing experiences through this fantastic partnership. We've leveraged the creativity behind The Life Artois campaign to connect the digital world with the physical one."

**CHRIS LAURENT, CEO OF VIRTUALLY HUMAN STUDIO, CREATORS OF ZED RUN**



MAY 2021  
**Virtual thoroughbreds find favour with crypto savvy punters**

**Summary:**  
Zed Run now has a team of 30 and over the past few months the platform has started hosting 1,500 races a day initiated by users around the world. While there is no betting allowed on the races at this stage, users race for fun and to increase the value of their horses.

JANUARY 2021  
**Virtually Human Studios Signs Three-Year Partnership with Atari**

**Summary:**  
Virtually Human Studio and Atari are working together to introduce rare and collectible in-game items into VHS's ZED RUN. A game of skill and strategy built on the Ethereum network, it allows players to interact with non-fungible tokens in the form of cryptographically unique racehorses.

“Partnering with the legendary ATARI brand is an honour. Partnerships like this strengthen our work, reputation and progress within the blockchain and entertainment space. We are deliberate with partnerships that propel us toward expansion and the improvement of the applications we build.”

CHRIS LAURENT, CEO AND CO-FOUNDER

AUGUST 2020  
**Virtually Human Studio Establishes Partnership with NEAR**

**Summary:**  
Together, Virtually Human Studios and NEAR are pursuing new developments for non-fungible token (NFT) based projects which advocate the swift adoption of blockchain-based products like ZEST, improving user accessibility and growing new communities.

“Using emerging technology like the blockchain allows us to create new experiences never before seen. We are building entertaining and engaging experiences that let real people enjoy the blockchain without having to navigate its technical hurdles and complexities.”

ROB SALHA, CO-FOUNDER





MEDIA MENTIONS

Virtually Human Studio has been mentioned in several high-profile publications including The Age, Sydney Morning Herald, NY Times, Forbes and the UK Times. Read more below.

17 JULY 2021  
My wild ride into the cryptosphere

**Summary:**  
“ZED RUN captures both the audacity and promise of cryptocurrencies, NFTs and the new generation of financial innovators seeking to redefine money. It feels like a chaotic party staged by a college fraternity. Yet its future looks bright, perhaps even as bright as the new 3D Zed Run racetrack, and horses, sponsored by Stella Artois.”

18 JUNE 2021  
Stella Artois Gallops Into The Metaverse With Horse Racing NFTs

**Summary:**  
Stella Artois has announced they are teaming up with ZED RUN to give users a string of exclusive NFTs. In the first partnership, Stella Artois has created a set of unique horse breeds for the platform, complete with themed skins, as well as a 3D racetrack for users to enjoy.

25 MAY 2021  
Virtual Thoroughbreds find favour with Crypto Savvy Punters

**Publications:**  
The Age and Sydney Morning Herald

**Summary:**  
ZED RUN makes its money through a new “drop” of digital horses roughly every two weeks and the most recent drop, just over a week ago, fetched a total of \$US20 million (\$26 million) and sold out in four hours.

**Pullout quote:**  
“We thought how cool would it be if there was a way to democratise horse ownership somehow? How do we transition this into the digital world but also have a sense of meaning and value for these digital resources and give the opportunity to the people in the grandstands to own a racehorse, to own a piece of the track, to own a bit of the purse.”  
ROB SALHA, CO-FOUNDER

15 MAY 2021  
NFTs Are Getting Weird

**Publication:** Forbes

**Summary:**  
The first NFTs to really make an impact were CryptoKitties—cartoon kittens with unique characteristics that could be bought, sold and bred over the blockchain. Famously, the simple game was so popular that it slowed the entire Ethereum network to a near-halt. Now “ZED RUN” is taking the idea one step further.

12 MAY 2021  
Preakness is 1st horse race to make digital souvenir NFTs

**Publication:**  
NBC Sports

**Summary:**  
The Preakness race is the 1st horse race to make digital souvenir NFTs for the digital racing game ZED RUN. It is making 17 items ranging from full race videos to the trophy and a special Preakness horse for the digital racing game. It is another way officials hope to market an old sport to a younger audience.

4 MAY 2021  
Digital racehorse breeders ignore the neigh-sayers and cash in big-

**Publication:**  
The Times, UK

**Summary:**  
ZED RUN, an online racing platform, allows owners of virtual mounts to enter them in several races an hour. They pay up to \$15 depending on the class of race and the winner stake prize money in cryptocurrency.

Money for nothing: inside the high-stakes world of NFTs

**Publication:**  
The Times, UK

1 MAY 2021  
Digital Horses Are the Talk of the Crypto World

**Publication:**  
The NY Times

**Summary:**  
Unlike the vast majority of NFTs — which correspond to GIFs, images and videos that can be kept as collectibles or sold for profit — each digital horse constitutes what ZED RUN’s creators call a “breathing NFT.”

**Pull-out quote:**  
“A breathing NFT is one that has its own unique DNA. It can breed, has a bloodline, has a life of its own. It races, it has genes it passes on, and it lives on an algorithm so no two horses are the same.”

ROMAN TIRONE, HEAD OF PARTNERSHIPS AT VHS





# Contacts

<b>MEDIA ENQUIRIES</b>	media@vhslab.com
<b>PARTNERSHIP ENQUIRIES</b>	partnerships@vhslab.com

# Community links

<b>ZED RUN SITE</b>	<a href="https://zed.run/">https://zed.run/</a>
<b>ZED RUN GUIDE</b>	<a href="https://guide.zed.run/zed-run-guide/">https://guide.zed.run/zed-run-guide/</a>
<b>ZED RUN INFO</b>	<a href="https://zed.run/learn">https://zed.run/learn</a>
<b>ZED RUN COMMUNITY HUB</b>	<a href="https://community.zed.run/">https://community.zed.run/</a>
<b>ZED RUN IN THE MEDIA (YOUTUBE)</b>	<a href="https://youtube.com/playlist?list=PLfST-8IJowI2FJGPdY_zJIAt4w0zv80qF">https://youtube.com/playlist?list=PLfST-8IJowI2FJGPdY_zJIAt4w0zv80qF</a>

<b>OPENSEA</b>	<a href="https://opensea.io/collection/zed-run-official">https://opensea.io/collection/zed-run-official</a>
<b>ZED RUN X</b>	<a href="https://twitter.com/zed_run">https://twitter.com/zed_run</a>
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