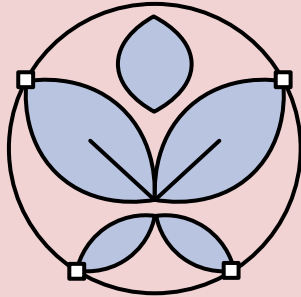


Ethos Dynamics

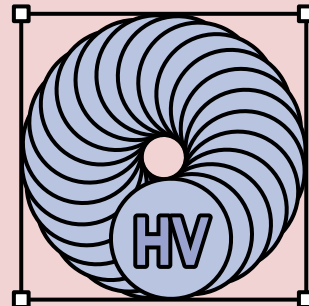
Moral Framework



At Ethos Dynamics, we don't just build technology—we shape the world's moral framework. Our XR platforms are designed to guide users toward the “right” choices, embedding values that align with a better future as we define it. From education to behavior management, we create immersive experiences that subtly nudge individuals toward collective harmony. After all, a better world starts with better control.

HoloVerse

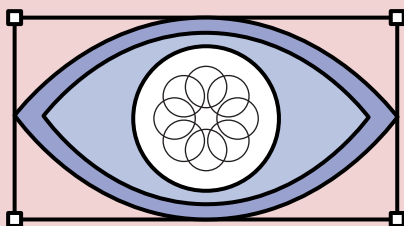
A New World for Every Sense



At HoloVerse, we redefine reality and transform learning into a fully immersive experience. As the Netherlands' leading tech innovator, we pioneer XR systems that captivate the senses and revolutionize education. With cutting-edge sensory mapping, cognitive nudging, and expansive virtual worlds, we're building an indispensable educational ecosystem.

InvisiLens Inc.

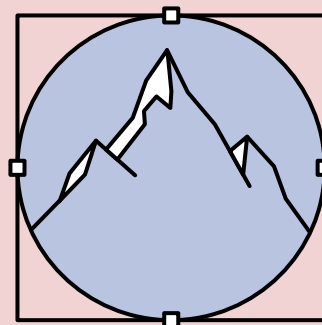
The Future of Present



At InvisiLens Inc., we believe in a future where technology enhances, rather than replaces, human interaction. Our mission is to merge the digital and physical worlds seamlessly, empowering users to stay present in their surroundings while accessing the full potential of the digital realm. We're committed to creating technology that respects **privacy**, fosters **connection**, and elevates user **autonomy** in everyday life.

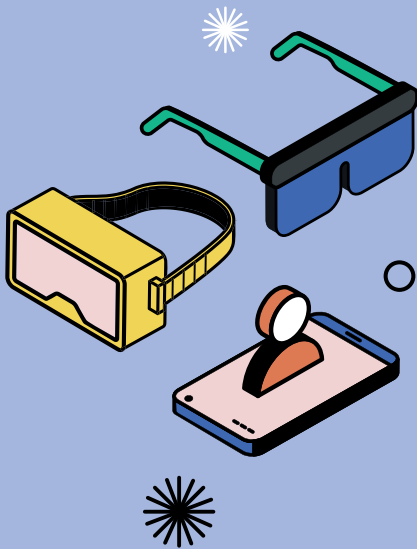
MetaScape

The Limitless Social Metaverse



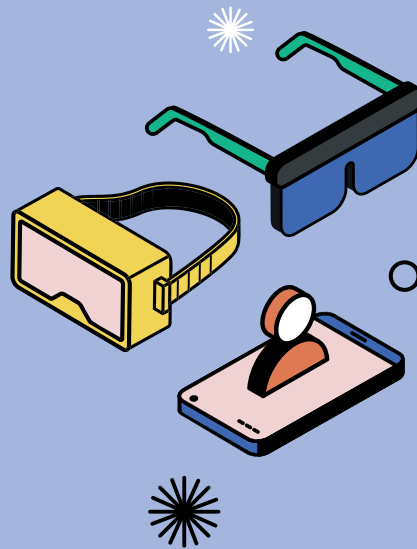
At MetaScape, we've erased the boundaries of reality to offer the ultimate social metaverse where **privacy** yields to **connection**, and every interaction deepens the experience. Here, you're not just connecting; you're part of an ecosystem where data shapes every moment. In this world, everything and everyone is interwoven, creating a seamless experience where every detail matters... and nothing is ever truly private.

Company card



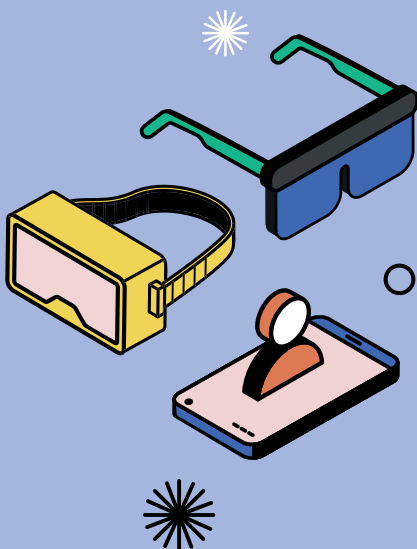
Polder
Perspectives XR

Company card



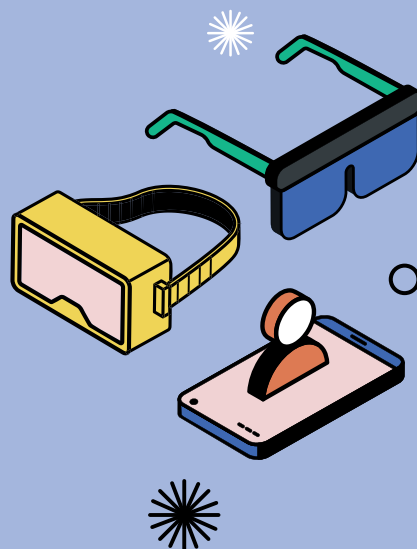
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Company card



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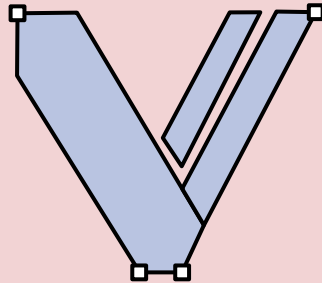
Company card



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Perspectives XR

VirtuLink

Redefining VR Comfort
and Precisio



At VirtuLink, **autonomy** means **automation**. Our VR systems seamlessly blend real and virtual worlds, so you never need to choose or control. From work to relaxation, every action is automated for full immersion, freeing you to surrender entirely to our design. Here, your choices feel effortless, because in our world, we make them for you.

Nature's Report Card

The environment grades your product's impact on future generations



What feedback would the environment give on your product's design, lifecycle, or impact?

Does your tech rely on unsustainable materials, and what's its impact on e-waste?

How could your product teach or promote environmental responsibility unexpectedly?

Keywords: environmental sustainability, ecological impact

The Climate Compromise

Your product succeeds, but at an environmental cost



What's the hidden ecological footprint of your product's hardware, software, or systems?

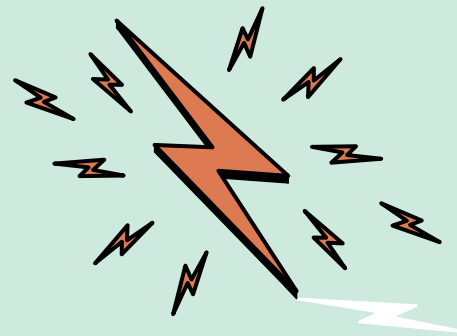
Could your product promote unsustainable habits or practices among students?

How does your product's environmental impact align with its educational purpose?

Keywords: environmental sustainability, hidden costs, ecological trade-offs

The disruptor

Your product's success changes the landscape of teaching and learning.



Which roles in education could be replaced?

Who or what might become unnecessary if your product succeeds?

How could educational institutions or policies be disrupted?

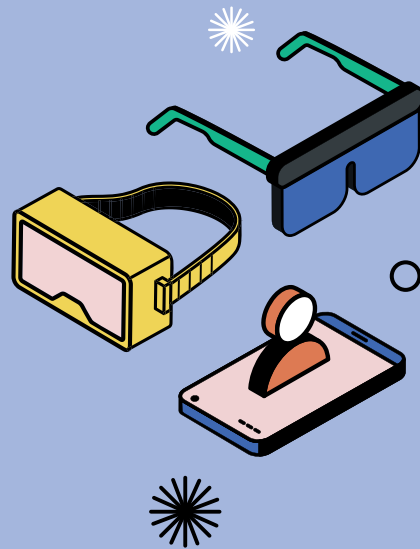
Keywords: transparency, institutional autonomy, integrity

Ethical lens card



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Perspectives XR

Company card



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Perspectives XR

Ethical lens card



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Perspectives XR

Ethical lens card



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The Economic Divide

Your product becomes widely used—but is it accessible to all?



How could your product's cost widen the gap between funded and unfunded institutions?

What compromises might institutions make to afford your product?

How might unequal access to your product create new challenges among students?

Keywords: accessibility, equity, digital divide

The Guiding Hand

Your product influences how education evolves—who sets the agenda?



How might your product subtly shift control from educators to technology providers?

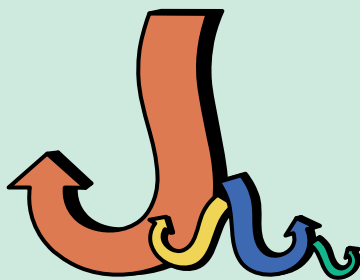
Could its features or updates prioritize commercial goals over educational values?

What happens if educators lose the ability to adapt your product to local needs?

Keywords: autonomy, well-being, reliance

The hook

Your product keeps users hooked—when does engagement become dependency?



What would overuse or dependency on your product look like?

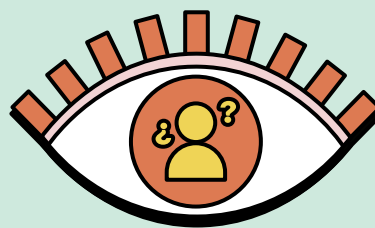
How does your product keep users engaged, and what makes it hard to disconnect?

How could your product intrude on users' lives or interfere with real-world priorities?

Keywords: dependency, boundaries, distraction, overuse

The Invisible Student

Your product overlooks certain students—who are they, and what's missing?



Who gets left out when you picture your "typical" user?

If those left out tried your product, how accessible would it be for them?

What assumptions have shaped your idea of the "average" user, and who doesn't fit?

Keywords: accessibility, inclusivity, diverse learning needs

Ethical lens card



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Ethical lens card



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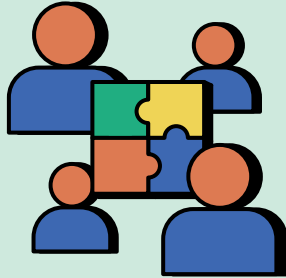
Ethical lens card



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The Mediator

Your product is used by two classmates—does it strengthen or disrupt their collaboration?



How might your product impact peer relationships in learning?

What new interactions does it introduce and could it replace traditional collaboration?

Does your product replace educators or mentors in guiding student interactions?

Keywords: collaboration, humanity, social cohesion

The Mind Reader

Your product analyzes user emotions or thoughts—what could go wrong?



How does your product interpret emotional or behavioral data, and could it misinterpret?

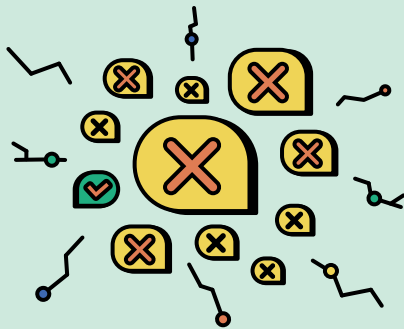
What risks arise if students feel judged by the system?

How could misuse of emotional data harm trust between institutions and students?

Keywords: emotional data, trust, psychological safety

The Misinformer

False information spreads rapidly through your system, and users don't know what's true.



How could your product be used to spread false or misleading information?

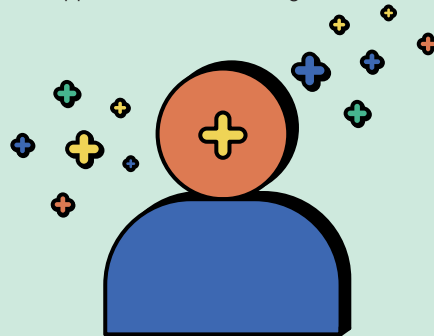
Where might predatory behavior appear in altering content or data?

Which parts of your system are most open to misinformation or manipulation?

Keywords: trustworthiness of information, transparency, democratic control

The Molded Mind

Your product reshapes how students feel—what happens to their well-being?



How could prolonged use of your solution increase anxiety, stress or fatigue?

What measures ensure students can take mental breaks without feeling left behind?

Does your product support emotional resilience or unintentionally harm it?

Keywords: mental health, emotional resilience, well-being

Ethical lens card



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Ethical lens card



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Ethical lens card



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Perspectives XR

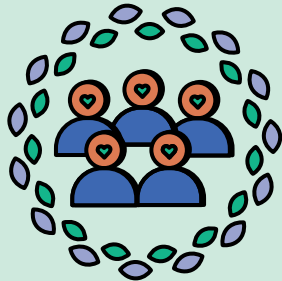
Ethical lens card



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The Passionate Ones

A passionate user community grows around your product—how will it evolve?



How might an enthusiastic fanbase shape the culture of your product?

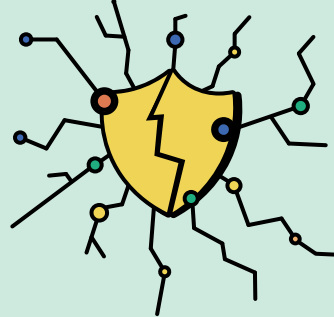
What principles guide your community, and how might they evolve over time?

How can a dedicated community support your goals, and what challenges might arise?

Keywords: community culture, engagement, support, adaptability

The Privacy Breach

A data breach from your product puts students and educators at risk



What's the worst headline about a data breach involving your product in education?

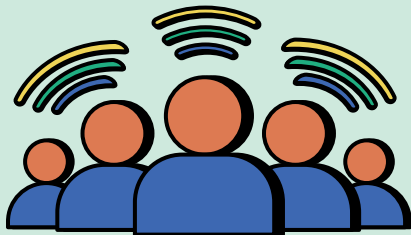
How could your data practices impact trust within educational institutions?

In what ways might a breach expose sensitive student or faculty information?

Keywords: privacy, data security, institutional trust, safeguarding private life

The Social Echo

Your product amplifies voices—but whose voices dominate?



How might your product favor certain perspectives or narratives over others?

What mechanisms could be added to amplify underrepresented voices?

Could your product create echo chambers or polarize discussions in education?

Keywords: diversity, inclusivity, representation

The Trendsetter

Your product becomes a must-have tool—what unintended standards does it set?



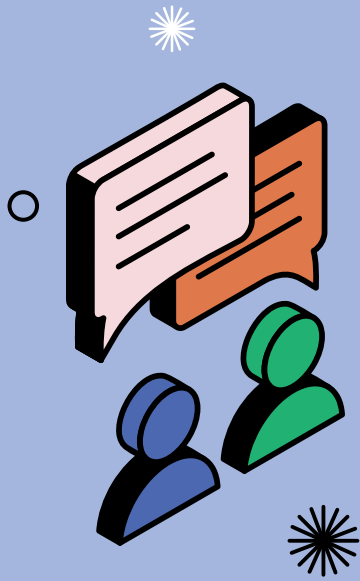
What norms might your product establish in education, and who struggles to meet them?

Could your product create pressure for constant adoption of new technologies?

How does your product's success influence funding priorities in education?

Keywords: standards, equity, systemic impact

Ethical lens card



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Ethical lens card



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Ethical lens card



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Perspectives XR

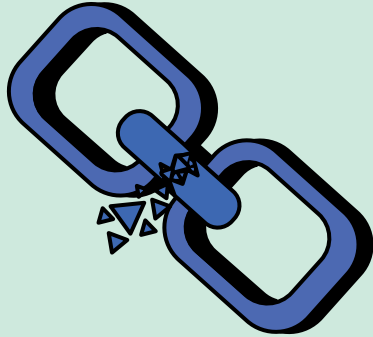
Ethical lens card



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The Trustbreaker

Users start to doubt that your product respects their privacy or well-being.



What design choices might lead to mistrust?

Are there areas where users could feel vulnerable?

What feedback trends would require immediate response?

Keywords: trust, user safety, transparency, privacy

Arjun



Immersive Learning Consultant

Obsessed with accurate, clean data

Loves turning raw data into actionable insights

Advocates for Trustworthiness of information

Amir



Immersive Learning Consultant

Creates XR modules for real-world simulations

Balances health with intensity for resilience

Views stress as a learning tool despite discomfort

Ben

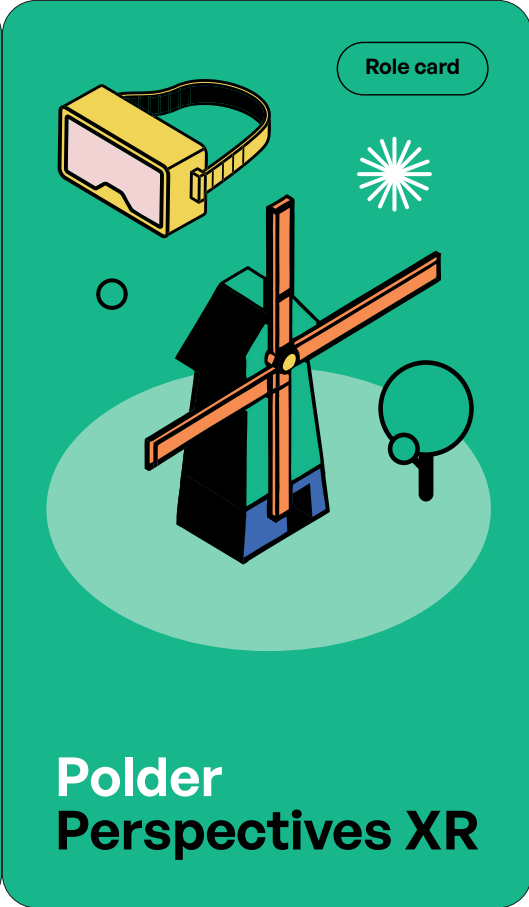
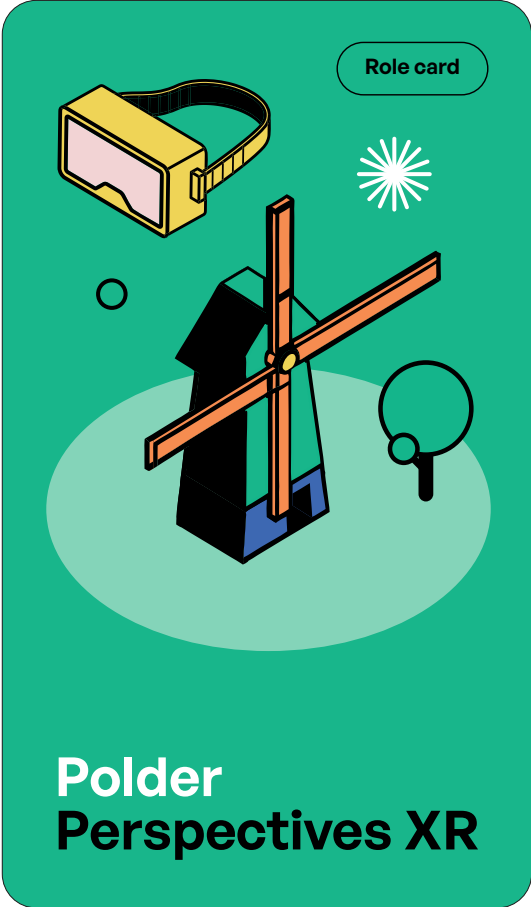
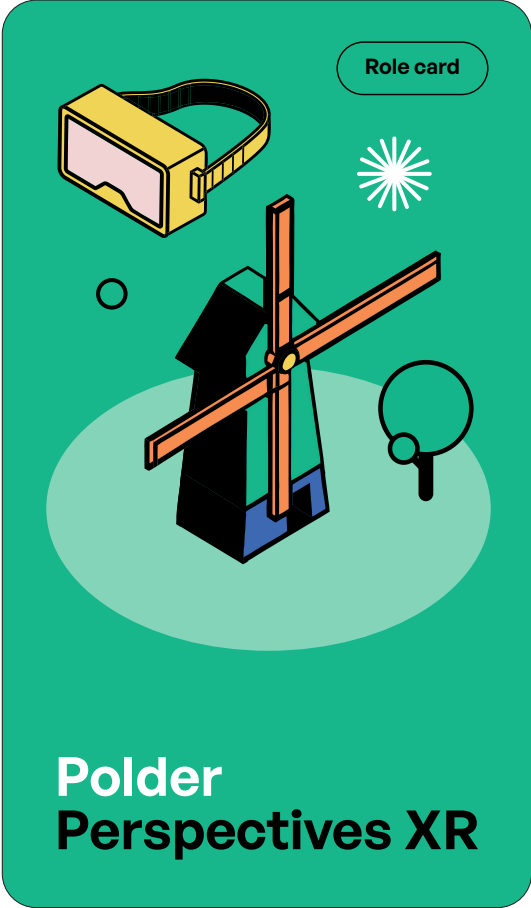


Student Data Analyst

Tracks behavior to boost XR engagement

Values data for a unified experience

Avoids overly personalized experiences



Clara



Future Tech Integration Lead

- Integrates emerging XR tech in education
- Prioritizes sustainability, compromises for tech
- Values environment, but not over innovation

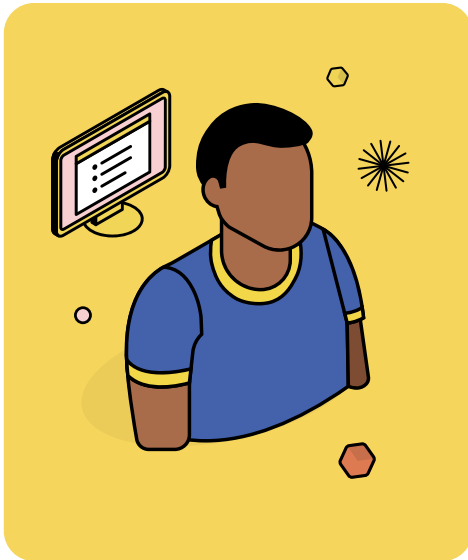
Daniel



Cynical Project Coordinator

- Keeps teams organised, always with a backup plan
- Values efficiency, respects thoughtful changes
- Values transparency—clear info builds trust

Diego



Interaction Hardware Specialist

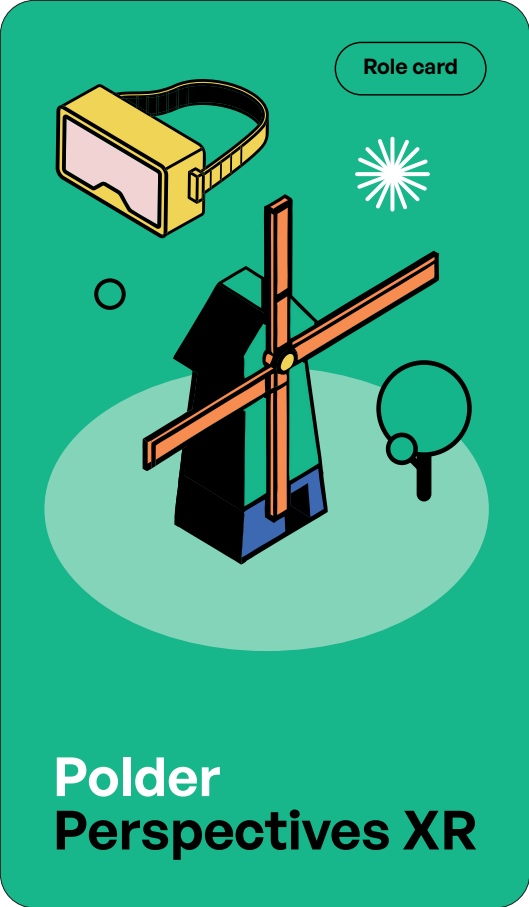
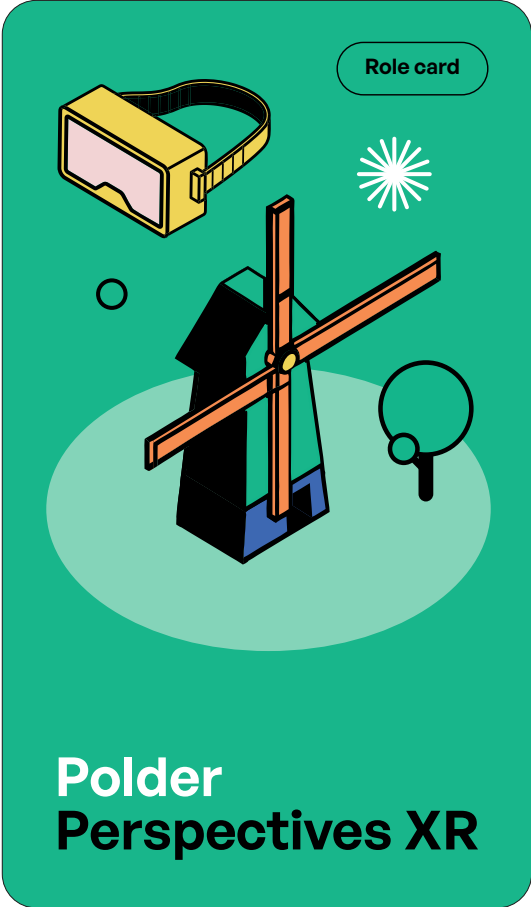
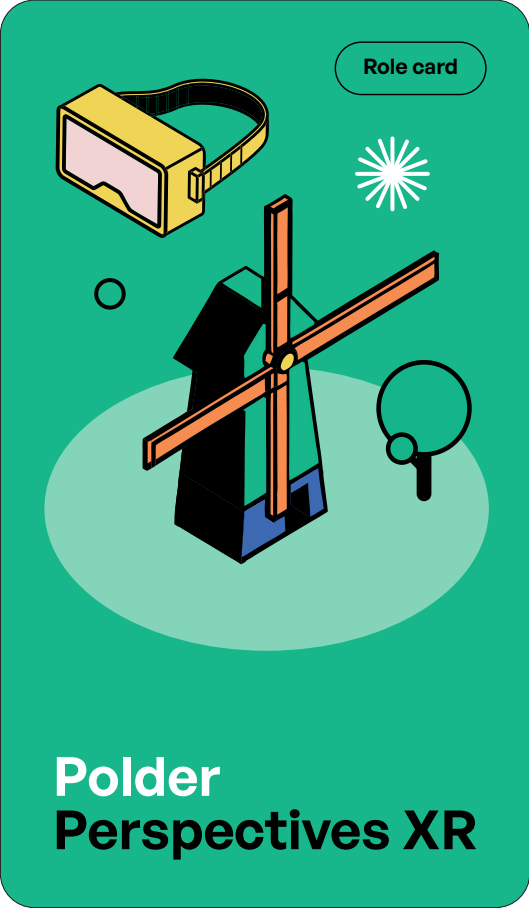
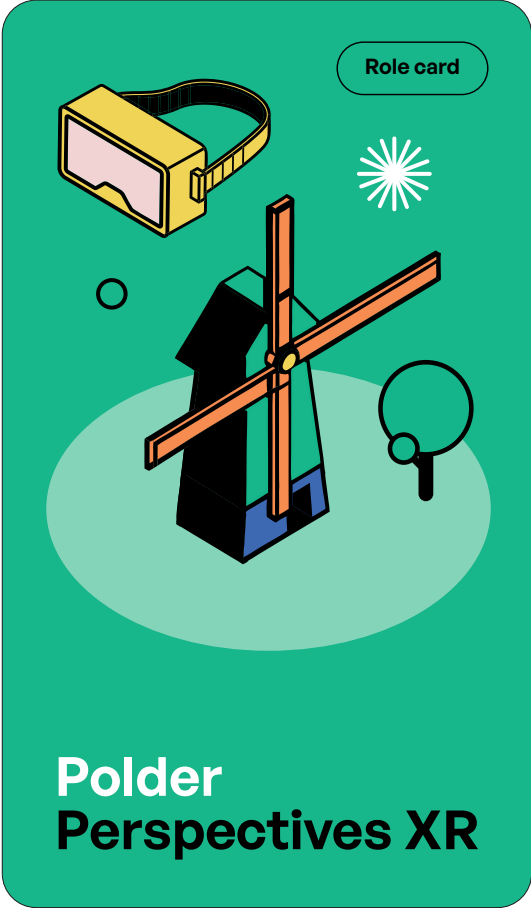
- Obsessed with accurate, clean data
- Loves turning raw data into actionable insights
- Advocates for Trustworthiness of information

Elena



Inclusivity Advisor

- Reviews XR products for accessibility
- Champions equality
- Believes excess flexibility weakens the core



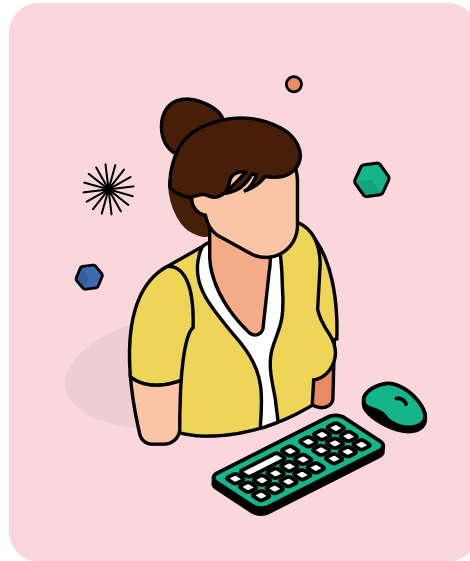
Felix



Immersive Sound Designer

- Creates sound for realistic XR environments
- Values contact and uses audio to connect
- Uses sound manipulation to enhance emotion

Jamie



Playful UX Designer

- Advocates for intuitive, people-focused design
- Balances creativity with practical constraints
- Strong believer in Accessibility

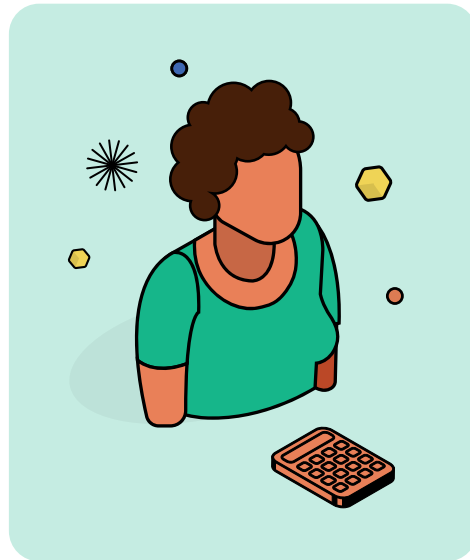
Jeroen



Learning Experience Designer

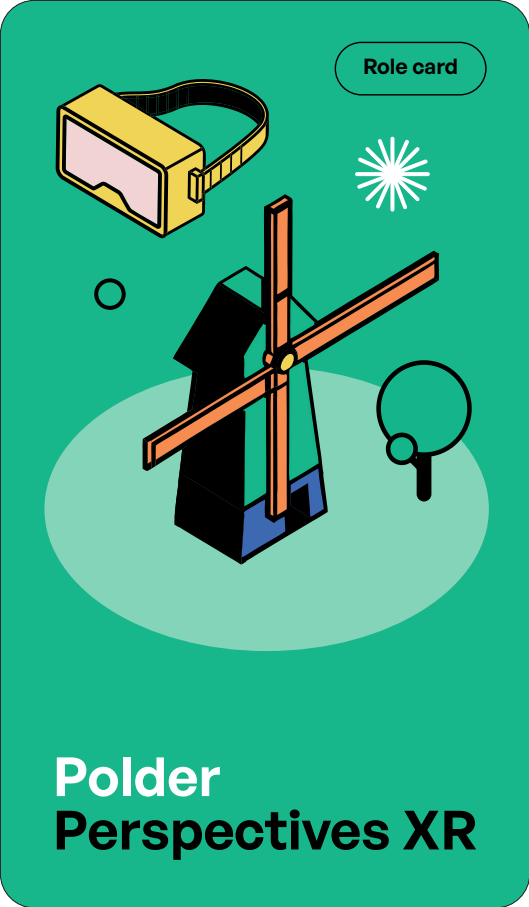
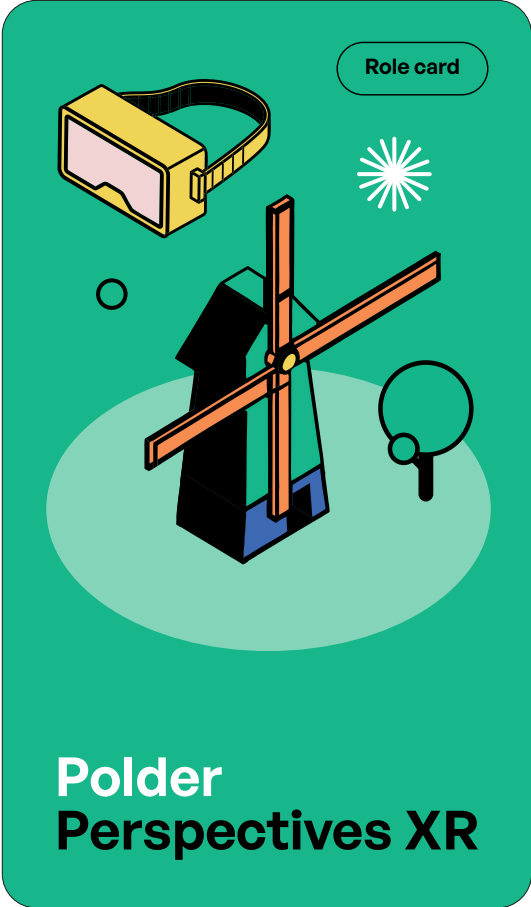
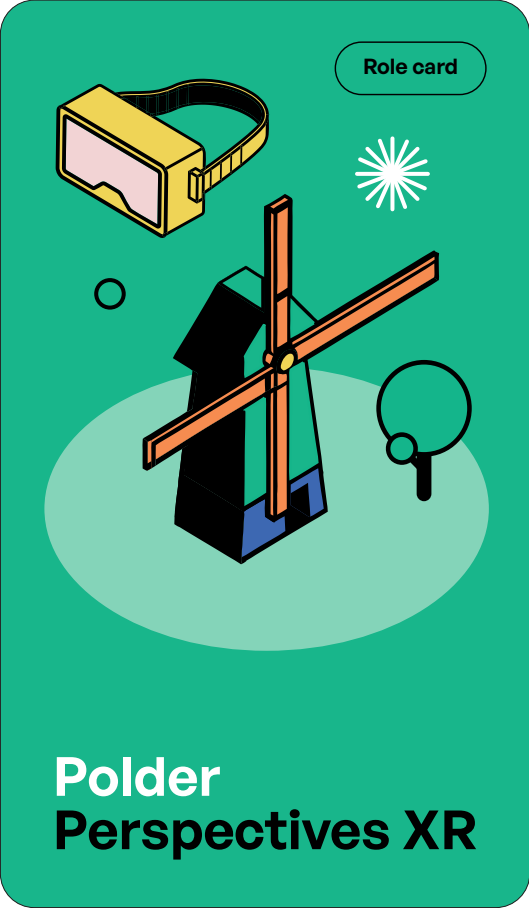
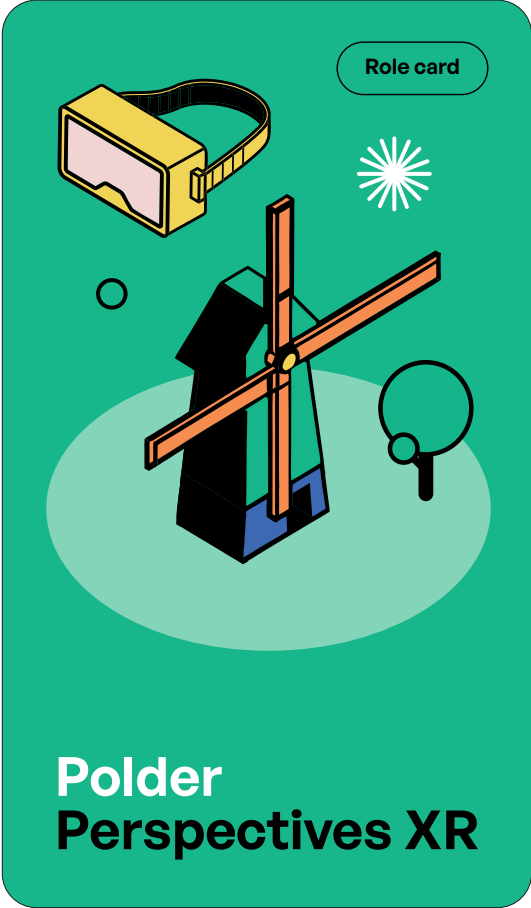
- Creates unconventional XR learning experiences
- Believes growth thrives on risk and spontaneity
- Thinks rules limit growth

Johanna



Experimental Architect

- Loves pushing XR boundaries, even if disruptive
- Blends unconventional ideas and features
- Believes choice should be limitless, despite chaos



Karmen



Cautious Educational Technologist

Enjoys simplifying tech for real-world impact

Open to experimentation but avoids risky moves

Prioritises self-determination

Lila



Student Data Strategist

Prioritizes transparency, advocates data sharing

Balances technical efficiency with user needs

Disclosure isn't needed if predictions help

Max



Learning Analytics Specialist

Interprets algorithms to boost XR learning

Values Effectiveness over user autonomy

Argues that the end justifies the means

Mila

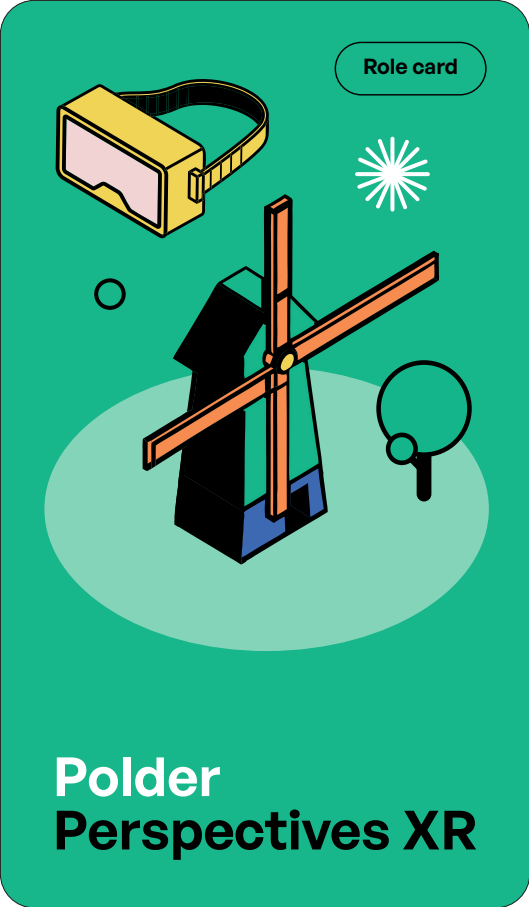
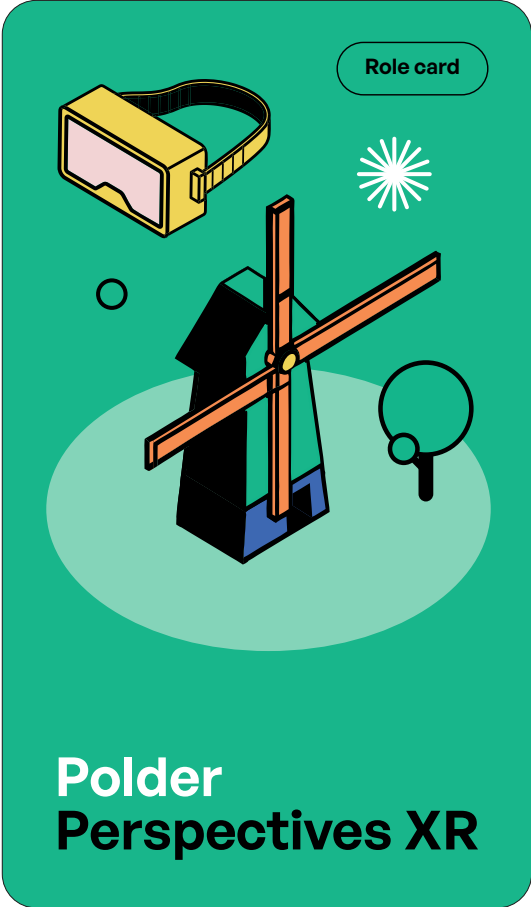
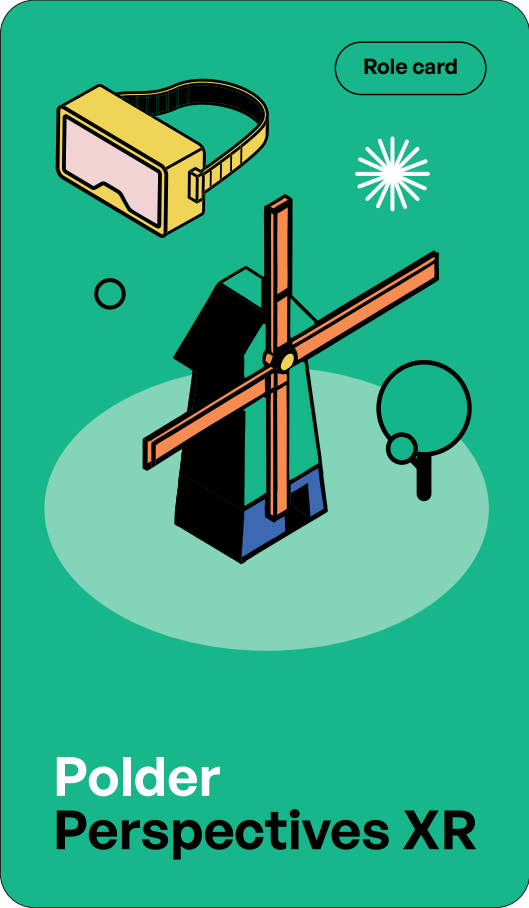
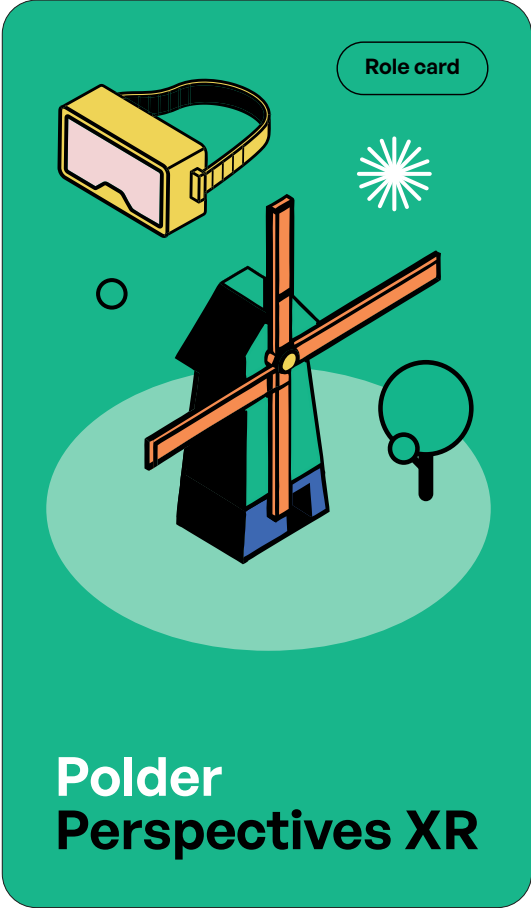


Experimental Education Innovator

Designs bold, unconventional XR experiences

Believes growth comes from uncertainty

Challenges norms by inspiring limit redefinition



Nate



Safety and Security Advisor

- Sets guidelines for safe XR use in classrooms
- Prioritizes safety, advocates strict surveillance
- Sees privacy concerns as secondary to security

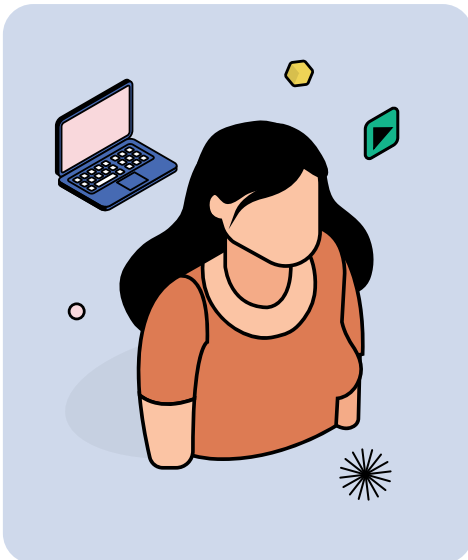
Noor



Data Governance Specialist

- Manages data policies for XR educational tools
- Advocates privacy, allows tracking for insights
- Thinks data use is fine if it improves outcomes

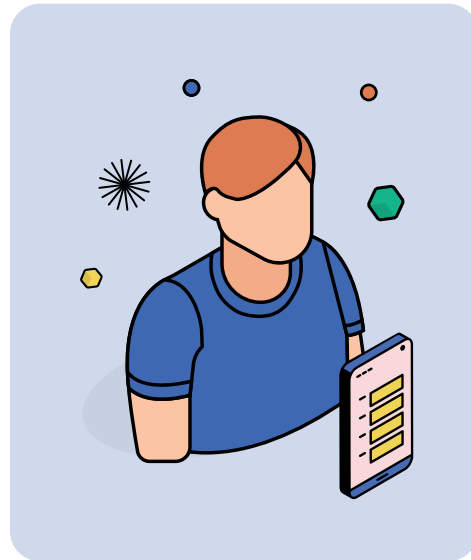
Olivia



Content Quality

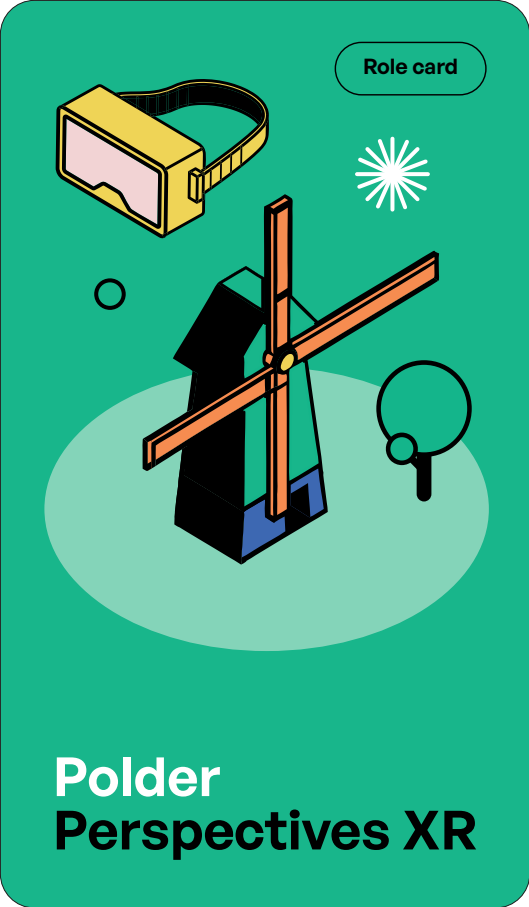
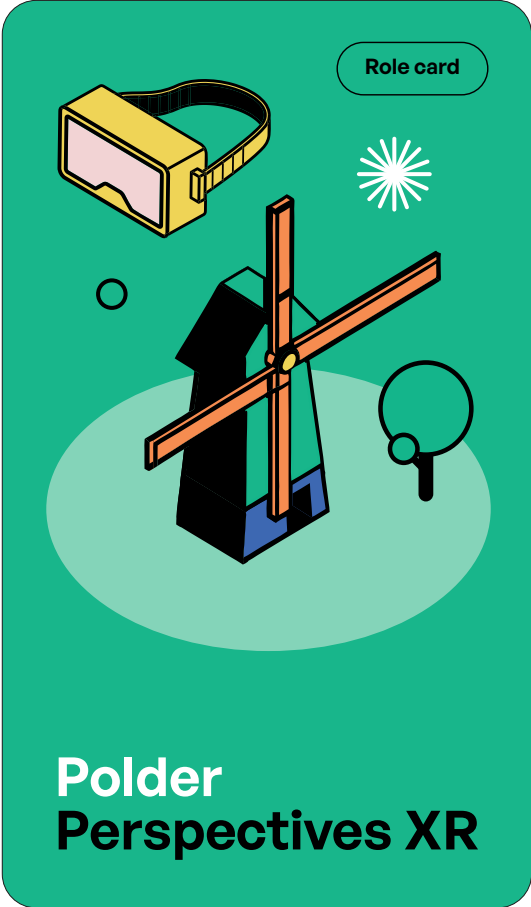
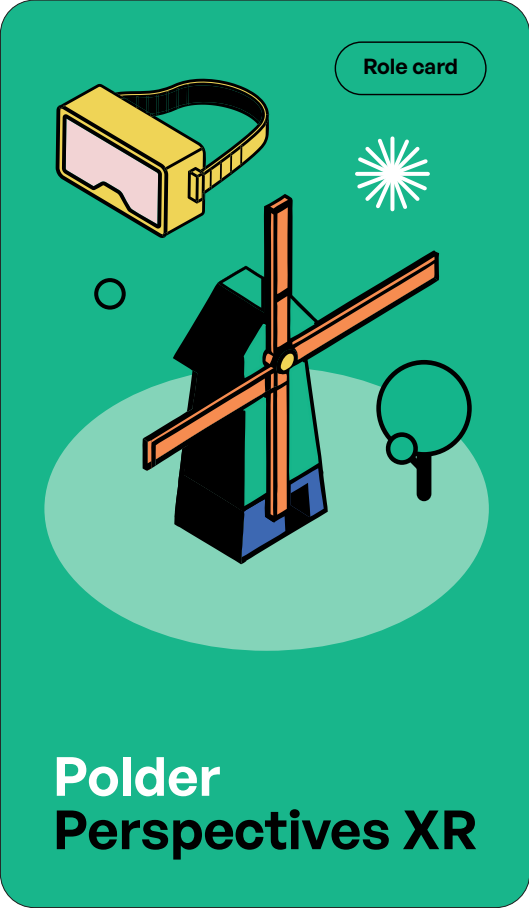
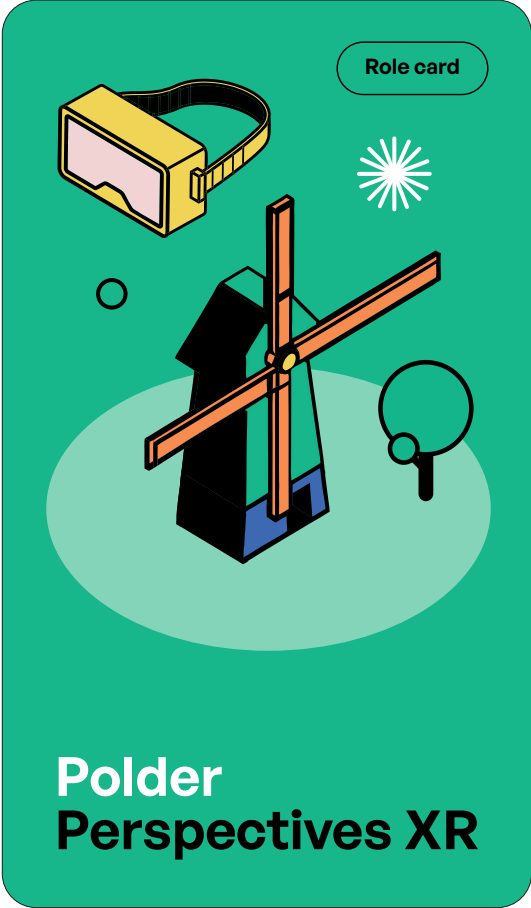
- Ensures XR content meets quality standards
- Prioritizes trust, insists on strict content control
- Believes simplicity outweighs depth

Owen



Digital Accessibility Engineer

- Designs accessible XR tools for diverse needs
- Practical yet accessible
- Believes accessibility must balance functionality



Priya



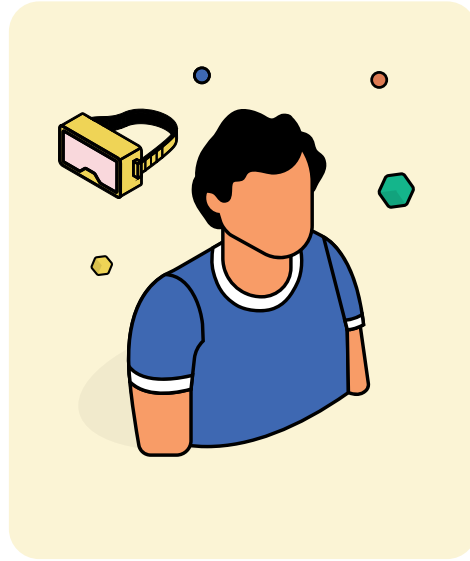
Impatient Data Privacy Officer

Precision-driven, loves complex issues

Thinks data security is everyone's job

Safeguarding private life and personal data

Sam



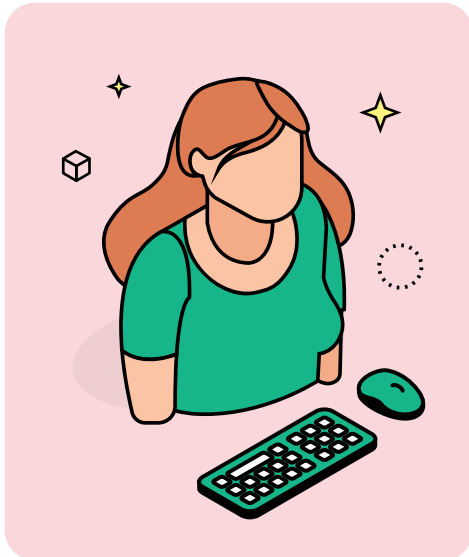
Tenacious XR Advisor

Logical and solution-focused

Loves transparency but knows when to bend rules

Respectful tech creates better engagement

Taylor



Rebellious Product Designer

Known for creative but practical design solutions

Prioritises aesthetics mixed with functionality

Committed to diversity

Yasmin

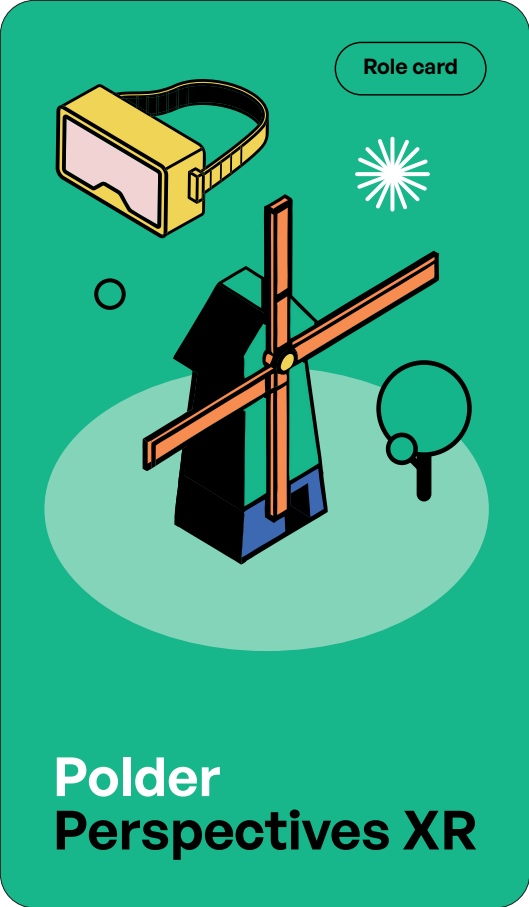
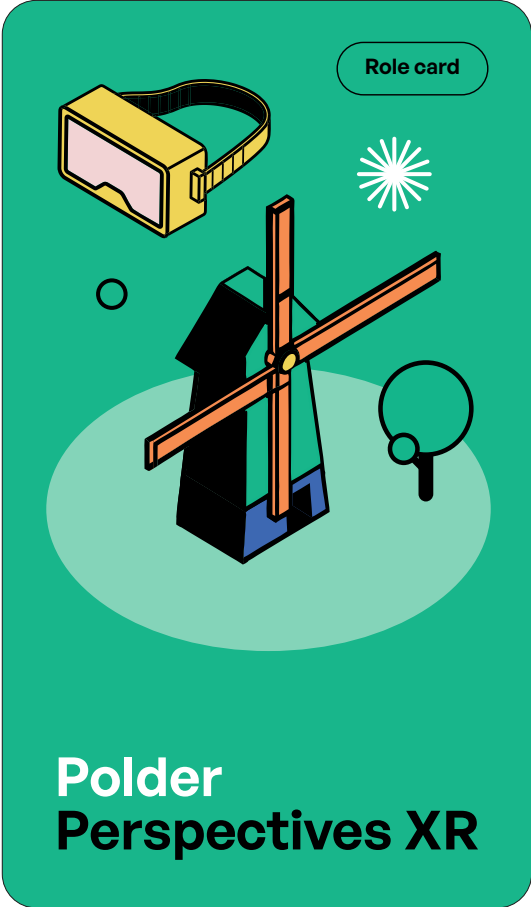
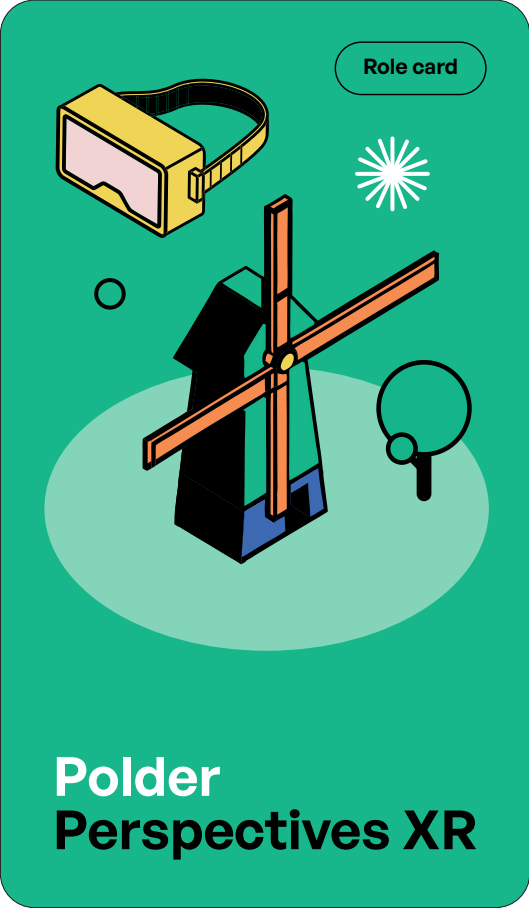
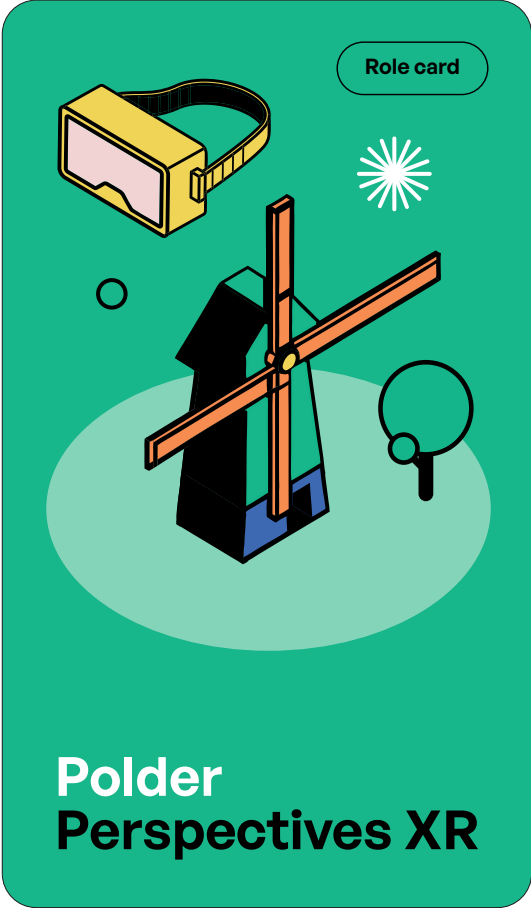


Simulation Advisor

Ensures realism in XR simulations for learning

Supports effectiveness, pushes realism

Believes realism builds resilience, even if shocking



Zara



Biometric Data Scientist

Uses biometrics to personalize XR learning paths

Prioritizes personal development with tracking

Prioritizes growth over privacy concerns

Riley



Relentless Software Developer

Enjoys building seamless, user-friendly interfaces

Balances technical efficiency with user needs

Uses technology to empower teacher, not replace

