

Football at AlphaVerse (FAV)

Litepaper

SEPTEMBER 13, 2023

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I. Origins of the Project

Football at AlphaVerse (FAV) is a part of a broad project called **AlphaVerse**. FAV and AlphaVerse are owned and operated by **Crypto Blockchain Industries (CBI)**, a French company whose shares are listed on the Euronext stock exchange.

This Litepaper provides an overview of FAV, its unique features, and its potential to revolutionize the way fans connect with football clubs.

A. Crypto Blockchain Industries (CBI)

Crypto Blockchain Industries (CBI) is a French company that develops, operates and invests in video games and other projects related to blockchain, non-fungible tokens (NFTs) and cryptocurrencies.

Founded by <u>Frédéric Chesnais</u>, a renowned video game industry entrepreneur and blockchain investor, CBI aims to develop and unlock value from a portfolio of blockchain activities across multiple industries (video games, finance, logistics, etc.), either directly or through partnerships. CBI has already made several investments and is funding the development of AlphaVerse.

CBI was founded in 2021 and quickly hit key milestones. **CBI's shares were accepted for trading on the Euronext stock exchange in October 2021** through a direct listing. In the same year, AlphaVerse struck a deal with **David Guetta** and his charity program "United At Home" to launch an NFT collection. The purpose of this project was to fund free meals for people in need. Following a first successful NFT sale, CBI announced the launch of a larger project: Beat AlphaVerse, a dedicated music metaverse.

CBI is the ultimate parent company.

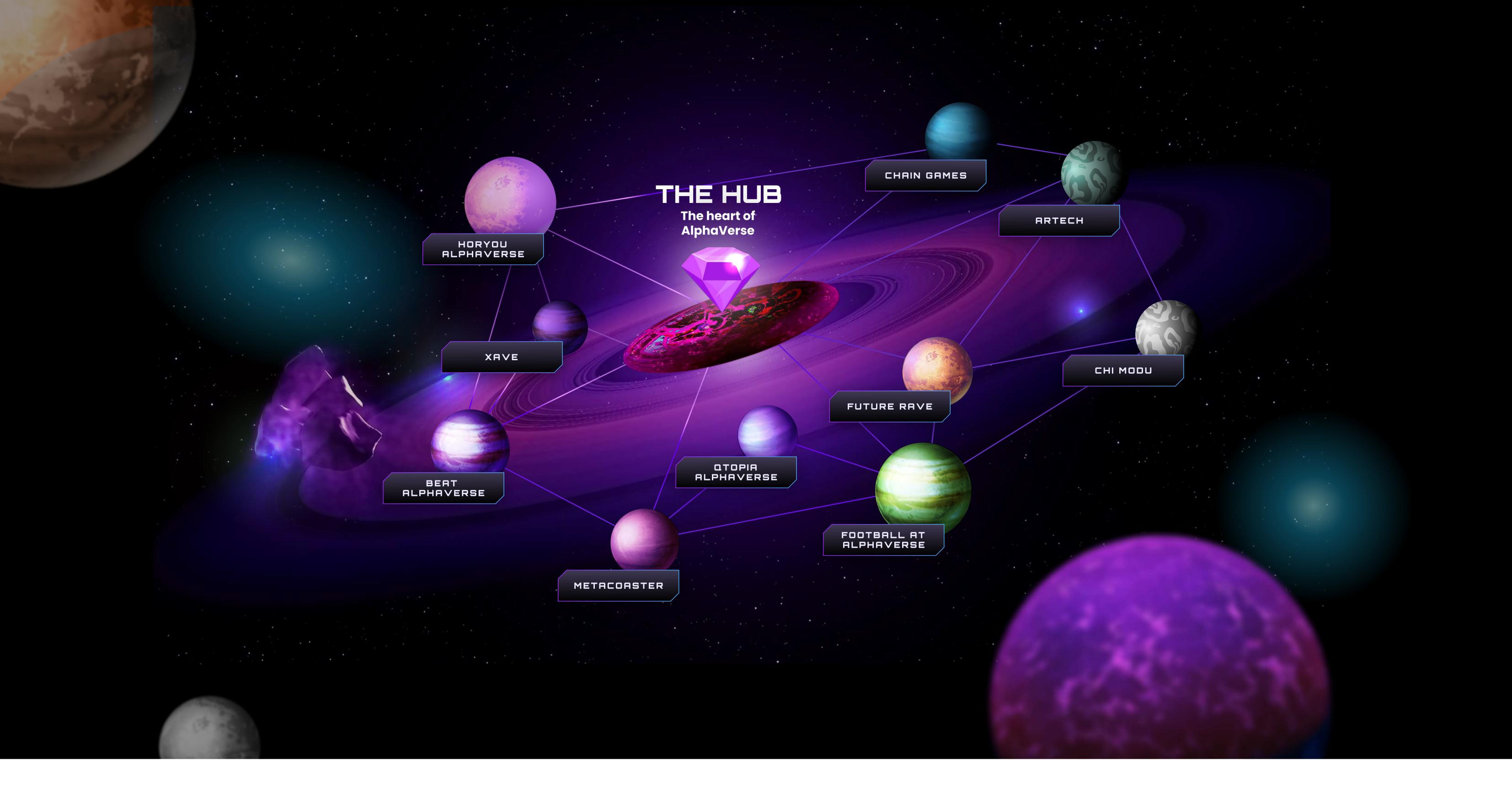
B. AlphaVerse

CBI is developing the AlphaVerse metaverse using the Unity game engine.

AlphaVerse revoles around a central Hub with an access to different universes, each of these universes offering a specific experiences:

- The number and types of experiences is infinite unlike other digital worlds
- Transitions to/from each universe are seamless, with the same avatar and the same account
- Development of the universes can be made in parallel
- Games made by 3rd-party developers can be plugged into the Central Hub





AlphaVerse is open to everyone. In order to maximize the number of visitors, there is no need to own crypto currencies or a crypto-wallet to access the world.

Roadmap

Throughout 2022, AlphaVerse announced additional key partnerships geared towards the creation of several new universes. AlphaVerse's Hub opened its doors to the public for the first time in September 2022 for testing, followed by Season 2 in Spring 2023. Season 3 will start in Calendar Q4 2023.

AlphaVerse is already a worldwide project with collaborators across Europe, Asia, North America and South America.

Reaching critical mass is therefore extremely important, since only a small portion of players engage in ingame microtransactions on a regular basis or purchase season passes (or complete equivalent ingame purchases).

The strategy with AlphaVerse is to ensure that anyone can enter the digital world.

AlphaVerse's universes are all open to everyone, with no restrictions. In other words, making the metaverse available to anyone with an internet connection is vital for AlphaVerse.

Anyone with an internet connection can create an account and explore the metaverse. Users do not need to purchase a game and they do not need to own a crypto wallet, cryptocurrencies or NFTs.



C. The Team

Frédéric Chesnais

Chairman and CEO, Crypto Blockchain Industries, SA.

Frédéric Chesnais has decades of experience in executive production, financing and intellectual property rights management. He trained as a CPA and a lawyer and joined the Lazard Frères investment bank in 1995. From 2001 to 2007, he was part of the management team of the Atari Group, the technology and entertainment company. In 2007, he left Atari to create his own executive production company, I2G, which he sold in 2012.

He became the Atari Group's largest shareholder in 2013 and sold his position in 2021 after successfully turning the business around.

He is the Founder, Chairman and CEO of Crypto Blockchain Industries, SA, a company listed on Euronext and focused on investments in blockchain and technology.

He is a graduate of the French Institute of Political Sciences (Institut d'Etudes Politiques de Paris). He holds degrees in Finance and Law. He started his career as a financial consultant and then practiced as a lawyer focused on mergers and acquisitions and transaction financing.

Jean-Marcel Nicolai

Head of Game Division, Crypto Blockchain Industries, SA.

Jean-Marcel Nicolai is a Video Game Development and Digital Business executive with over 20 years in business and product strategy delivered through digital experiences and technologies. He has a proven track record in terms of content strategy, solution delivery and processes, and the organization of reengineering and growth. Highly results-oriented, he has a proven ability to create, lead and advise small-cap and large-cap organizations, drawing on his extensive expertise in the convergence of the Entertainment, Digital and Technology industries. He has strong experience with fast-paced, entrepreneurial environments in challenging and highly competitive business contexts.

Jean-Marcel has held various executive management positions, such as European Center of Solution Expertise Manager at Hewlett-Packard, CTO and Chief Product Officer at Atari, Senior Vice President of World Wide Product and Technology at Disney Interactive Studios, Chief Product and Experience Officer at Centric Digital, an Inc 500 fastest-growing Digital Management Consulting Company, and more recently Chief Operating Officer and Head of Games and Games Development at Atari Inc, NY. Jean-Marcel is now leading the Game Division of Crypto Blockchain Industries, SA, a company listed on Euronext and focused on investments in blockchain and technology.



Christophe Chaix

Independent Director, Crypto Blockchain Industries, SA.

Christophe Chaix has more than three decades of experience in the luxury retail industry, which started at Richemont Group with Montblanc and then Alfred Dunhill to develop the brand in France. From there, he moved to Van Cleef & Arpels to rebuild the international distribution network after its takeover by the Richemont Group.

His experience with merchandising luxury continued in his subsequent role at companies such as Coach, La Montre Hermès in Switzerland, the Hermes Group's watch division, DFS. Christophe is also a Senior Advisor at AT Kearney.

Edward Moalem

Independent Director, Crypto Blockchain Industries, SA.

Edward Moalem brings more than 25 years of technology experience to Horyou having previously held positions with leading gaming companies and major corporations, including NewsCorp, Apple and Google.

While working at Google as Senior Director of Content Acquisition, Edward initiated and brokered the acquisition of Adscape, an in-game advertising company. He also initiated and brokered the first DRM deal with Disney for their PC version of Toy Story.

Other notable experiences include working with Microsoft to encrypt and distribute Office2000, as well as brokering the first networking deal between the GameSpy publisher services group and Nintendo.

Alain Scemama

General Counsel, Crypto Blockchain Industries, SA.

Alain is a highly experienced legal executive with over 20 years of experience in a variety of industries, including defense, automotive, telecommunications and travel.

He has a proven track record in new technologies, M&A and intellectual property, with a focus on maximizing value and minimizing risk for organizations. Alain has a strong background in digitalization and process improvement, having successfully implemented a contract management tool and streamlined legal processes in global companies.

In his current role as General Counsel at Crypto Blockchain Industries, Alain is responsible for M&A, licensing agreements and legal aspects for the M&A activity. Prior to this, Alain held the position of Legal Director France at American Express Global Business Travel France, where he oversaw the legal secretariat for day-to-day and exceptional transactions, coordinated bid and contractual negotiations, and implemented a GDPR compliance program.



Pierre Pradal

Head of Game Design, Crypto Blockchain Industries, SA.

Pierre Pradal is a game designer and narrative designer with 20 years of experience in the gaming industry. He has a proven track record of creating engaging and innovative game experiences that captivate players and deliver on the project vision. With a deep understanding of game mechanics, design principles and player psychology, he is skilled at leading teams to deliver high-quality and successful games.

Throughout his career, he has worked on a wide range of game genres, including action-adventure, educational and role-playing games. He has also worked with various platforms, from PC to console and mobile. This experience has given him a unique perspective on what works and what does not, which allows him to bring fresh ideas and creative solutions to every project he works on.

Pierre has held various positions in the game industry and educational fields, such as Lead Game Designer at Infogrames and Atari and Widescreen Games, Project Manager at Studio Donuts and Game Design Trainer at Pune Rubika Campus and Brassart Campus.

AlphaVerse uses internal development resources and external studios such as Waypoint, Innovations Madia or XCube.

II. Football at AlphaVerse: The Vision

Football at AlphaVerse is an Al-powered 3D interactive entertainment platform dedicated to Football, clubs and fans.

Football at AlphaVerse is an innovative digital universe developed in collaboration with prominent football clubs, bringing fans an immersive and interactive platform to engage with their favorite teams like never before.



FAV offers an expansive digital landscape that encapsulates the rich history, culture, and excitement of the beautiful game, and is a groundbreaking initiative aimed at delivering an unparalleled football experience for fans worldwide.

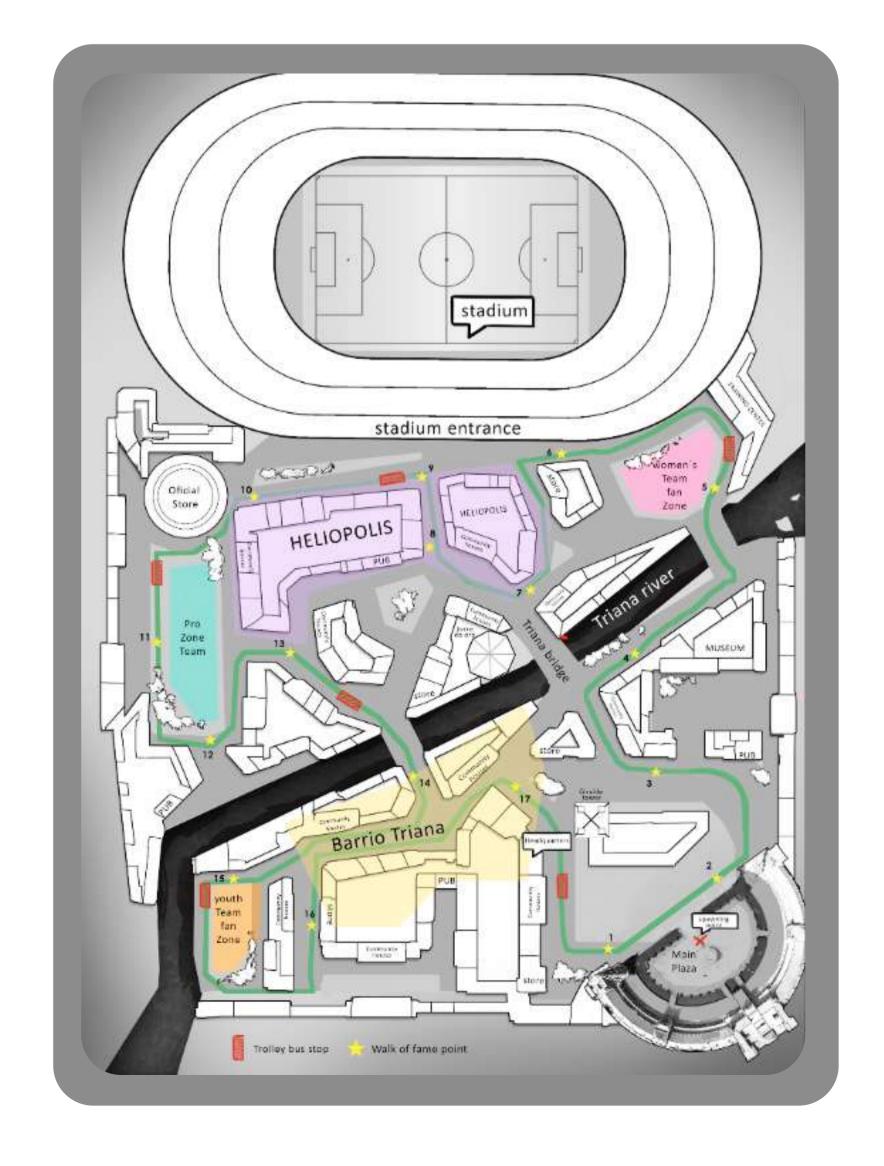
FAV consists of two main components:

- The FAV Island, dedicated to football in general and players;
- Fanzones, each of them dedicated to a specific club and developed under an official license from such clubs. Partner clubs already include Real Betis, Real Sociedad, São Paulo Football Club.

The FAV Island serves as the central hub of the FAV universe, providing a virtual playground where fans can engage with the sport in general.



Fanzones are digital universes, each developed in association with a football club under an official license. Each of these 3D worlds is designed to replicate the essence of each club's city and its iconic landmarks, providing a strong fan engagement.





B. Key Pillars

Football at AlphaVerse offers a unique and immersive experience as a digital world that allows fans to fully immerse themselves in the world of their favorite football club. This universe includes a variety of activities and rich content that will be regularly updated to keep users entertained, including a digital stadium, museum, and social hub.

Football at AlphaVerse is also an open world: Football at AlphaVerse is open to everyone, regardless of their location, allowing fans from around the world to participate and engage with their favorite club. This virtual world is also free to play, making it accessible to a wider audience.

<u>Football.Alphaverse.co</u>m is poised to revolutionize the way football enthusiasts engage with their passion.

The following video offers a sneak preview of one of these digital worlds.

This pioneering platform presents a myriad of market opportunities, reshaping the traditional football experience into an immersive, interconnected, and globally accessible phenomenon.

The Key Pillars of Football at AlphaVerse are as follows:

- **1. One world fits all:** With inspirations drawn from the pinnacle of WEB2 gaming and entertainment, Football at Alphaverse, alongside Alphaverse, promises an entry that's not just accessible but intuitive. It's a realm where playing transcends to experiencing, all with unparalleled ease.
- 2. Personalized Journeys: Football at Alphaverse champions the spirit of individuality. It is not just a digital realm, it is a universe sculpted "By the players, for the players". Here, users can immerse themselves in experiences that resonate with their unique stories and aspirations. It's more than just witnessing the spectacle, it is about orchestrating it.
- **3. Digital and real-life rewards:** In Football at Alphaverse, every interaction is an opportunity waiting to be seized. It's not just about being a part of the game, it is about being rewarded for it. Passion, dedication, and attention are not just appreciated, they are valued and rewarded, turning every moment into a potential perk.
- **4. Fans' impact:** Football at Alphaverse is reimagining the essence of leisure. Entertainment is not a passive activity but a purposeful voyage. Fans are not only spectators, they are also creators of content and communities, celebrated and rewarded, all from the comfort of their abode.



EXPLORE - PLAY - COLLECT - EARN

• **EXPLORE** and connect with the club and its history: Football at AlphaVerse is a place for fans to connect and learn about Football's rich history. This includes access to exclusive content, such as behind-the-scenes interviews and live feeds, or reproduction of historical artifacts, as well as the opportunity to interact with the team and other fans.

Each Fanzone island is a meticulous recreation of a partner football club's environment. Fans can access 3D replicas of the team's stadium, training center, and academy for young talents. These detailed recreations offer a unique perspective into the club's world, allowing fans to relive historic moments and engage with its past, present, and future.

In addition to content provided by the Club, content creators and influencers can produce and upload football-related videos, blogs, and live streams capitalizing on a dedicated audience of their club.

To enhance engagement, FAV offers a range of interactive elements, including a museum, trophy room, and wall of fame. These features provide a deep dive into the club's history, accomplishments, and iconic players. Fans can also participate in football-themed mini-games, competing against each other for rewards and bragging rights.

Fans actively participate in the platform, shaping narratives, predicting match outcomes, and even co-creating storylines in the evolving Alphaverse Football saga.

• Free to PLAY: Football at AlphaVerse is free to play, anyone can access it. Owning a crypto wallet is not necessary. This universe is therefore accessible to a wider audience.

Video game developers collaborate with Alphaverse Football to integrate football-themed elements into popular games, expanding the platform's reach beyond its website.





• **COLLECT NFTS:** The FAV universe offers a wide range of exclusive collectibles in the form of NFTs, introducing unique and limited-edition NFT collectibles, allowing fans to own and trade exclusive digital memorabilia.

Players can collect jerseys, Walk of Fame tiles about players, events and trophies, stadium seats and more... Alphaverse Football boasts a virtual marketplace where fans can purchase customizable digital merchandise, bringing a new dimension to fan expression.

Players cal also buy a digital seat in the virtual stadium, upload their photos and have access to raffles to win match tickets and jerseys.

NFTs can be traded on the secondary market, giving fans the chance to own unique collectibles and add value to their collection.

Each NFT is an element of gameplay in the world, and also provides real-life perks and other valuable rewards.

• **EARN real-life rewards:** Football at AlphaVerse includes the possibility for users to earn real-life rewards, such as jerseys and other merchandise. This experience also offers exclusive access and rewards to fans who are active in the virtual world. This includes special events, limited edition merchandise, and exclusive access to the team.



Football at AlphaVerse bridges the gap between fans and their favorite teams, enabling virtual interactions, live chats, live events and real-time updates that enhance the sense of belonging and community.

Football at AlphaVerse is also an ecosystem open to the whole world of football. Brands find innovative opportunities to engage with audiences through interactive advertisements, sponsorships, and product integrations in the Alphaverse Football universe.

III. Blockchain and NFT Integration

A. Overview

Our world is an open world, as our goal is to maximize the possibility for players to join our universe.

Football at AlphaVerse (FAV) is developed using the Binance blockchain (BNB) and we are in the process of integrating more blockchains, such as Chiliz.

To open an account and enter Football at AlphaVerse, there is no need to own a crypto-wallet. We also make sure, whenever possible, to offer the option to pay with bank cards.

We have 2 types of assets:

- Unity assets, ie traditional video game assets, for the most common assets used in the game especially with respect to customization;
- NFTs, which are created for the most valuable items, such as football stadiums, limited editions of jerseys or trophies

B. NFT Utilities

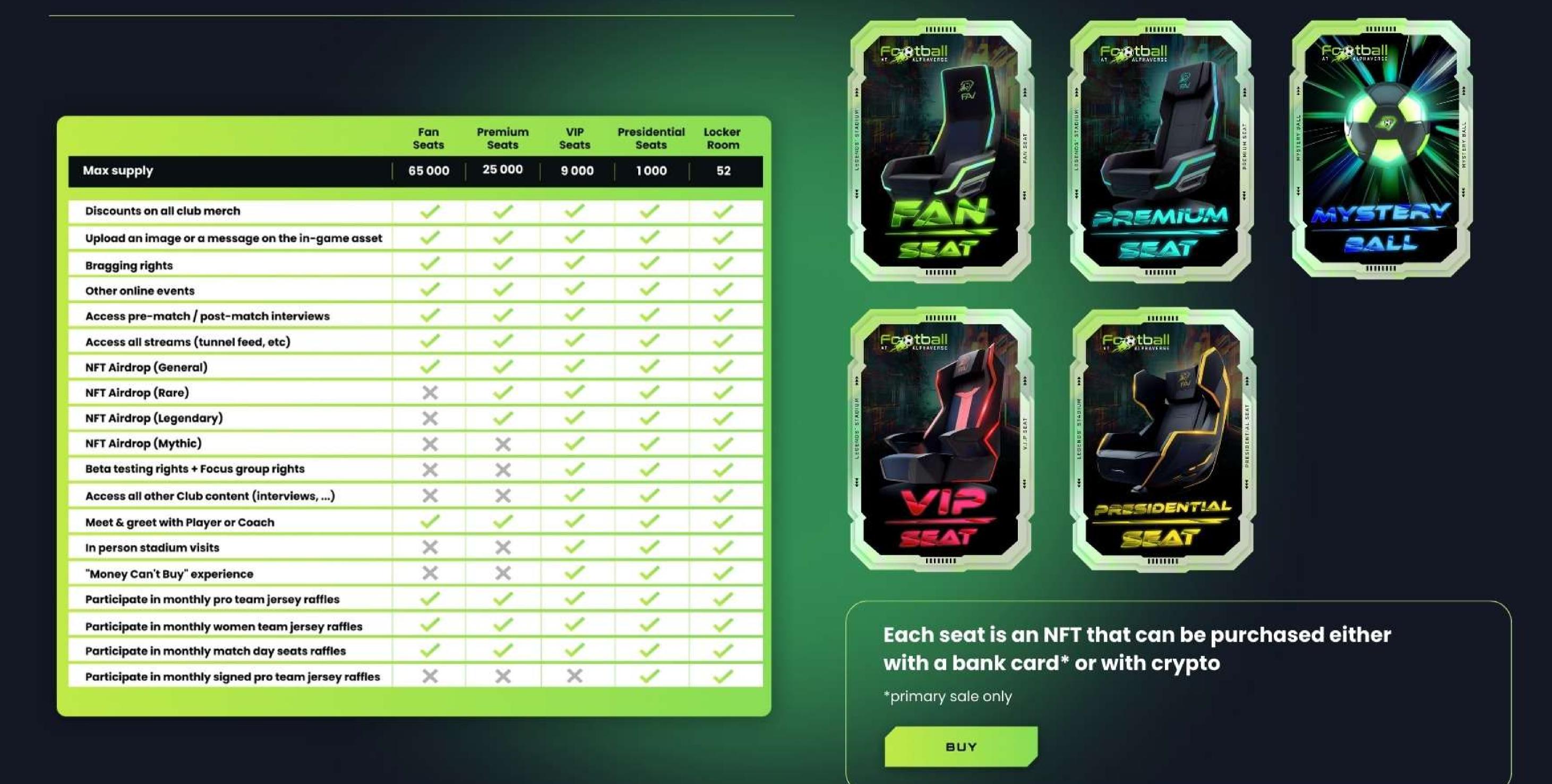
Football at AlphaVerse leverages blockchain technology and NFTs to foster enhanced interaction between clubs and fans. This integration ensures authenticity and scarcity of virtual assets, allowing fans to collect and trade unique NFTs associated with their favorite teams. Our main collections of NFTs are as follows:





Each NFT has specific utilities, depending on its characteristics and rarity. The table below offers an example of the key utilities for the Stadium Seats.

FAV Stadium seats



Football at AlphaVerse uses the mechanics of mystery boxes. These Stadium Seats are embedded in a Mystery Ball (also highlighted on the table above), and the type of seat is revealed from time to time.

IV. Business Model

A. Revenue Streams of Football at AlphaVerse

Football at AlphaVerse has many different revenue streams, of which:

- Stadium NFTs
 - Seats: 30k-70k in average, as we replicate each stadium
 - Field parcels, for skill-based games where players can earn rewards depending on certain events
- Museum NFTs
 - Players: 12k in average
 - Tiles, where players can upload messages or a photo to show support for a player or a special event
- Other collectibles and apparels, such as limited editions of jerseys

B. FAV Tokenomics

The FAV token is used in Football at AlphaVerse.

Key facts:

Token Symbol: FAV

Token Type: BEP-20 and Chiliz
Max Supply: 11,000,000,000

• Token Issuer: Crypto Blockchain Industries SA

Use cases:

- Purchase of NFTs: access to special content
- Micro-transactions in Football at AlphaVerse
- DAO in FAV Island (decisions to open new worlds/clubs and minor decisions)
- Referral Program
- Mini Games
- Staking to compete in challenges, such as raffles to win jerseys and tickets for actual games



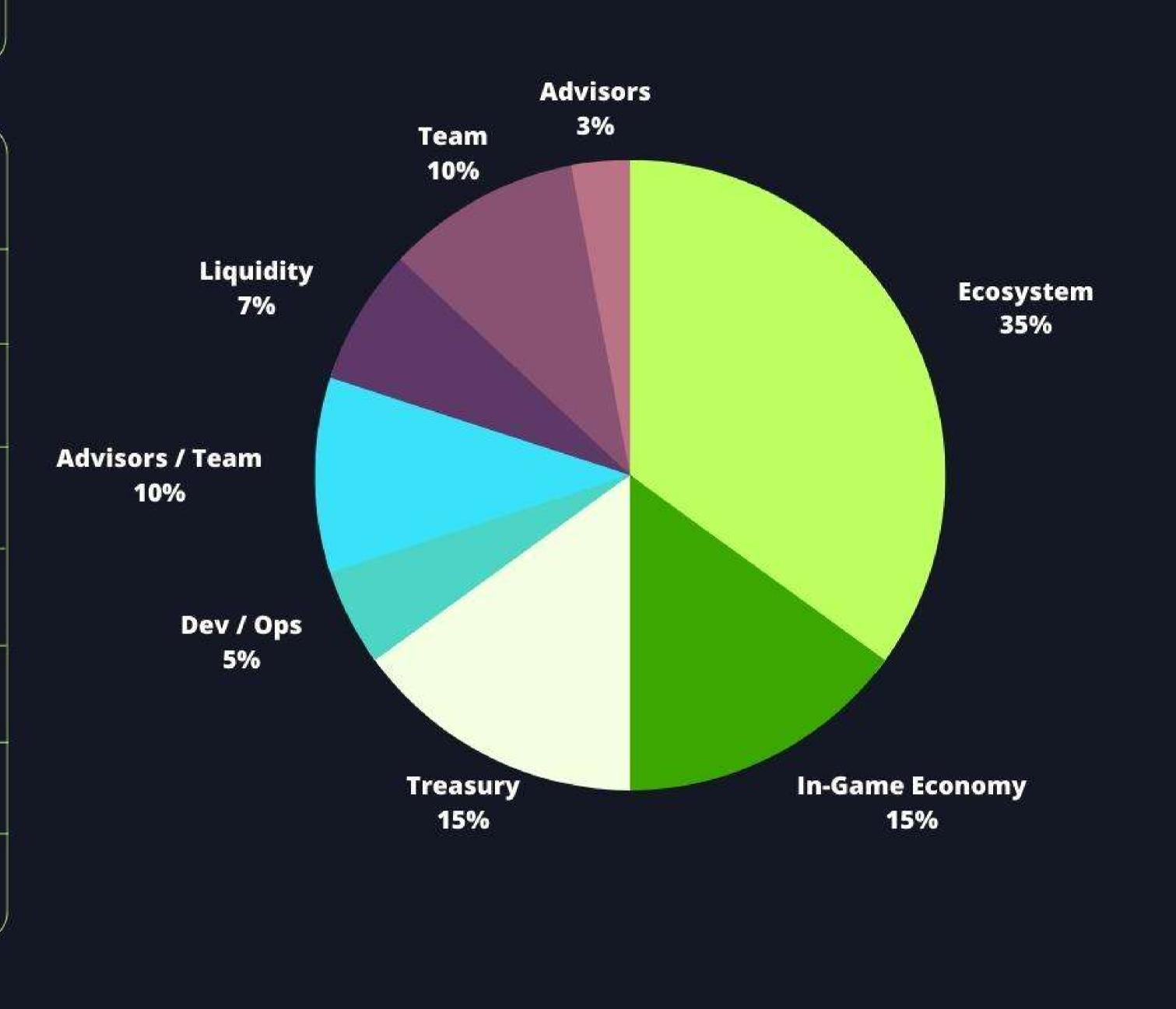
\$FAV TOKENOMICS

KEY FACTS

Token Symbol: FAV

• Token Issuer: Crypto Blockchain Industries, SA Token Type: BEP-20 and Chiliz Partnerships, collaborations and other purposes in COMMUNITY / order to expand the ecosystem and cater the 35% **ECOSYSTEM** community. User-reward allocation for play-to-15% IN-GAME ECONOMY earn and learn-to-earn mechanisms. Reserve deployed to satisfy project needs and reconstituted based on level of in-game activity. 15% **TREASURY** DEVELOPMENT / Platform development and Live Operations. 5% **OPERATIONS FUND RAISING** 10% Private & public sales. Market-making, CEX and DEX initial liquidity **7%** LIQUIDITY pools. Team allocation with a progressive unlock 10% TEAM schedule. Compensation for advisors who provide 3% guidance and expertise to the project, helping to ensure its success and sustainability. **ADVISORS**

Max Supply: 11,000,000,000



V. Conclusion

100%

In conclusion, Football at AlphaVerse represents a groundbreaking fusion of football passion and cutting-edge technology within the realm of web 3. Our vision is to create an immersive and dynamic ecosystem where fans, players, and clubs converge to redefine the way football is experienced and celebrated online. Through meticulously designed gameplay, innovative tokenomics, and exclusive experiences, we aim to revolutionize the very essence of football fandom. By leveraging blockchain technology, we empower fans with true ownership and engagement, unlocking a new era of authenticity and community-driven interactions. Football at AlphaVerse is not merely a game; it is a digital haven where the heart and soul of football unite with the limitless possibilities of the web 3 landscape. As we embark on this transformative journey, we invite you to join us in shaping the future of football in a way that transcends boundaries and embodies the spirit of innovation.

