

# **SUPER FAN TOKEN**

**White Paper**

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## 1 - MARKET OVERVIEW

Football is the most popular sport in the world. The Fédération Internationale de Football Association (“FIFA”) estimates that 265 million people – men and women – play football worldwide, and a staggering 3.5 billion consider themselves football fans.<sup>(1)</sup>

A big part of football’s popularity comes from the joy of being part of a big community taking the form of a team, a city, a social network, or a global football fan community through which the joys of football can be shared with others. It is the most comprehensive vertical global topic, a single goal like a bicycle kick by a revered player can generate hundreds of millions of engagements and conversations in minutes on a global scale.

There are two major centers of Football - Europe and Latin America. Among these two centers Europe is the global destination with Premier League, LA Liga, Bundesliga, Serie A and Ligue 1.

Within such reach and influence, top Football Clubs dominate both viewership and engagement globally.

### **Top 10 Clubs with Most Engagement (likes, shares, comments) on Social Networks during the 20/21 season** <sup>(2)</sup>

1 - FC Barcelona (1.96B) – Spain

2 - Manchester United (1.59B) – England

3 - Liverpool (1.31B) – England

4 - Real Madrid (1.12B) – Spain

5 - Chelsea FC (1.04B) – England

6 - Juventus (788M) – Italy

**7 - Galatasaray S.K (747M) – Turkey**

**8 - Fenerbahçe (728M) – Turkey**

9 - Bayern Munich (699M) – Germany

10 - Flamengo (618M) – Brazil

4 Turkish Clubs (Galatasaray, Fenerbahçe, Beşiktaş and Trabzonspor) always rank among Top Football Clubs globally

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(1) Allianz - <https://www.allianz.com/en/about-us/sports-culture/football/allianz-football.html>

(2) BlinkFire Data – Press releases

## 2 - WHAT IS Super Fan Token (\$SFT)?

Super Fan Token (\$SFT) is a single common, uniform utility token for all sports rights holders (Clubs, Players, Influencers etc) to tokenize content rights.

As part of the tokenization:

- All right holders receive certain number of \$SFTs in exchange for defined content and NFT rights.
- Fans purchase \$SFTs to access tokenized exclusive content and NFTs on VOLE Platform (“VOLE”).

Both sides on the sports ecosystem (right holders and fans) mutually benefit from production and consumption of premium content and NFTs.

VOLE is world’s first dedicated social network for football and one of the largest fan engagement and sports content networks in the world (VOLE App, top YouTube Channel, verified social media accounts and a multi-geography influencer network)

VOLE Platform will act as the central medium for fan engagement and utility access.

### **\$SFT’s Competitive Advantage over Club Fan Tokens:**

#### **I - Network Effect:**

In the current fan token products, Clubs act in silos where their tokens do not benefit from each other’s utility or performance.

Super Fan Token Holders will directly benefit from the growth of the network as well as the activity in the network. New adaptations of \$SFTs, contents that draw fan attention will benefit all \$SFT holders.

#### **II – Better Utility Design**

Current club fan tokens tokenize soft utility, trivial topics (i.e. Celebration music, design of bus) that are geared towards “Die-Hard Fans”, who represent small percentage of the fan universe.

Majority of the fans mostly consume club content and have very little use for the current fan tokens

\$SFT offers simple, clear real-life benefits/utility. Increasing addressable market to all fans, which will materially advance market opportunity, token liquidity and value appreciation over time.

#### **III - Tokenizing Premium Exclusive Non-Club Club Content (Players, Influencers etc.)**

Other than a select few, celebrities, athletes, influencers will have a tough time issuing their standalone tokens. \$SFT will create a multiparty ecosystem by mobilizing sports celebrities, athletes, and influencers.

#### **IV - Built-In Maximum Supply Deflation**

\$SFT is explicitly designed for maximum token supply to decline over time. When \$SFT holders stake \$SFTs for utility access, a varying percentage of the staked \$SFTs (30% on average) will be burnt

## 3 - \$SFT UTILITIES

### **Tokenized Premium Content and NFTs**

Content is the most valuable commodity in today's sports market. From OTT streaming platforms to YouTube to social networks, content creates and drives usage, revenues, and value. Despite such importance, the current business models are mostly one sided. With a few exceptions, the value is mostly captured by the mediums and not rights owners.

\$SFT will help rights holders retain majority of value from their content. In today's world, most premium contents are currently offered free of charge at existing horizontal social mediums. With the introduction of the Super Fan Token, clubs will have the option to reserve certain content or create new content for \$SFT Holders on VOLE Platform. The more interesting content clubs produce, the more the demand will be for \$SFTs in the market creating value for ALL \$SFT holders.

Premium Content can come in various forms from all content creators:

- Live matches, private tournaments
- Match highlights from different leagues
- Behind the scenes footages
- Exclusive Interviews
- Early access to news
- Live shows
- Or any other content that might attract fans/viewers

\$SFT holders will also have the right to purchase Club NFTs, including moments from content

All tokenized premium content and NFTs will be available on VOLE platform for \$SFT holders to watch, buy and trade.

### **Rewards and Other Ad-Hoc Utilities:**

In addition to tokenized premium content, \$SFT Holders will get discounts on official club merchandise, priority on ticket sales, entertainment packages and rewards.

Other than these two key utilities, as \$SFT circulation goes up and more clubs and fans join the ecosystem, we will have opportunity to negotiate additional utilities on a case-by-case basis. We will actively work with clubs, players, influencers to introduce additional utilities.

## 4 - VOLE Platform

VOLE is world's first dedicated social network for football. It started in 2017 with an owned and operated ("O&O") VOLE Social Network App. In 5 years, business evolved into a multimedia asset business with:

### **I - VOLE App:**

A football dedicated social media app. Users can download VOLE from Appstore and Playstore. VOLE App has 1 million phone verified registered users, 35% - 50% active users over the season.

97% male, over 90% between the ages of 18 – 44.

### **II - VOLE YouTube Channel:**

Dedicated to Turkish and European Football. It is the #1 sports channel in Turkey with the highest watched sports commentary shows. Viewers are 97% male, 90% between the ages of 18 – 44.

Over 5 million Unique viewers in a season. Average viewer watches 60 – 70 minutes of content every month. Monthly Unique Viewers vary between 1.5 million - 2.5 million based on season adrenaline.

### **III - VOLE Social Media Accounts:**

We have a blue tick verified account in Twitter with a monthly impression of 30 million and unique users of 3 - 4 Million based on the season adrenaline.

Our Instagram presence is relatively smaller than Twitter with 750K monthly unique users.

We have a blue tick verified account in TikTok with 12 million monthly video views and estimated unique viewers of 1-2 Million based on the season adrenaline.

### **VI - VOLE Influencer Network:**

We have a dedicated Influencer Network that have combined following of over 10M in Twitter and Instagram. VOLE's current Influencer network is organized around two geographies:

Turkish Superlig Network is comprised of 14 top commentators plus 20+ Super Fan Accounts, who have followings of 100K – 1M. Their combined follower base is over 10 million.

Premier League Network is comprised of 15 Super Fan Accounts, who actively use VOLE and have followings of 100K – 1M. Their combined follower base is over 3 million.

### **VOLE App as the SuperApp for \$SFT Utilities:**

VOLE App will act as the SuperApp for all the tokenized premium content and fan engagement for \$SFT Holders. Current version of VOLE is capable of providing all fan engagement tools including user generated content, club generated social content, premium sports commentary, live match streams and match highlights from top European Leagues.

After the issuance of \$SFT, common fans who don't hold \$SFTs will continue to access and use all features publicly available in VOLE App. \$SFT holders will have the same access plus all additional content and utilities exclusive to \$SFTs. Such structure will allow common fans to acquire \$SFTs through VOLE to access content and overtime will be key contributor to conversion and circulation of \$SFT.

## 5 – CONTENT AND NFT RIGHT ACQUISITIONS

### FOUNDER CLUBS

There will be two different classifications of clubs. The clubs with large local and global fan bases whose content will drive the most interest will be classified as Founder Clubs. Number of Founder Clubs will be capped at 20, globally.

We have strong on-going relations with 4 Turkish clubs who will be the initial members of Founder Clubs.

Every Founder Club will receive a package of Cash and \$SFT at initiation and yearly \$SFT allocation in exchange for the following yearly rights:

- Up to 15 exclusive premium content including minimum 2 live matches (including friendly or exhibitions)
- Up to 20 social media announcements to announce \$SFT utilities or exclusive premium content
- Rights to issue NFTs including moments from content
- Other utilities we may negotiate as part of our club discussions over time

VOLE Management estimates it will take 24 months to fill all 20 slots with the following target founder club acquisition schedule:

At Launch:	4 Founder Clubs
In 12 Month:	8 - 12 Founder Clubs
In 24 Months:	20 Founder Clubs

\$SFT will help clubs directly build long term value around premium content that are currently offered mostly free of charge at existing horizontal social mediums including YouTube, Twitter and Instagram

### OTHER CLUBS and RIGHT OWNERS:

In addition to the Founder Clubs, we will work with all clubs and content right owners globally to acquire content, engagement and NFT rights on a case by case basis in exchange for \$SFTs.

Such acquisitions will both increase the debt of engagement and content simultaneously.

## 6 - TOKEN ECONOMICS

The Super Fan Token is minted with 280.000.000 tokens with the following allocation breakdown and a 5 years unlock schedule subject to the rules outlined in this whitepaper.

***Fans will burn a certain percentage (5 – 50%) of their SFT holdings at the time of any utility access and the fixed circulation of 280.000 SFTs will decline overtime as a function of fans’ interest in utilities.***

### **TOKEN ALLOCATION**

I - Fund Raising:	42.000.000 (15%)
II - Founder Football Clubs:	56.000.000 (20%)
III - VOLE	42.000.000 (15%)
IV - Advisors	14.000.000 (5%)
V - Marketing	14.000.000 (5%)
VI - User Engagement and Rewards	14.000.000 (5%)
VII - Other Content Acquisition	42.000.000 (15%)
VIII - Strategic Partnerships / Acquisitions	28.000.000 (10%)
IX - Treasury	28.000.000 (10%)

Attachment 1 at the end of this section lays out the detailed yearly token unlock schedules.

#### **I - Fund Raising:**

In total 42.000.000 (15%) tokens are reserved for funding, which will be used to acquire the first club rights, expand the team and add necessary features to VOLE to allow \$SFT holders access to all utilities.

The current plan is to distribute the funding tokens at following terms:

10.000.000 Tokens will be available for Private Investors and will have 6 months lockup after public sale and will unlock 20% every month after the lockup.

The remaining 32.000.000 public tokens will be available for sale at any time after public listing. SFT sales for funding will be done in the next 36 months, subject to SFT token price appreciation and availability of market liquidity. Public Investors will be free to trade their tokens from the first day of their acquisitions.

#### **II - Founder Football Clubs:**

In total 56.000.000 (20%) tokens are reserved for 20 Founder Clubs.

Every Founder Club will be rewarded with a financial package of cash and \$SFT tokens at initiation. Cash will be paid upfront as a sign-up bonus. Every founder club will start with a contract where they will agree to provide a certain amount of content and NFT rights in exchange for a yearly allocation of \$SFTs with a lock up of 3 months for every issuance.

At any given year, the maximum SFT issuance to founder clubs cannot exceed 6.000.000 tokens.

### **III - VOLE Platform:**

42.000.000 (15%) will be allocated to VOLE Teknoloji A.Ş, the parent company of the issuer and developer of VOLE Platform. 20% of Tokens (8.400.000 \$SFTs) will unlock on public sale and the remaining 80% will unlock over the next 4 years with a 20% release every 12 months after public sale

### **IV - Advisors:**

14.000.000 (5%) tokens will be allocated to Advisors. As part of the ecosystem development, we will work with former football players, managers, block-chain experts, product designers, marketing agencies etc to help us develop relations and acquire rights. There will be a permanent Advisory Board with 5 – 7 members and we will also work with individual advisors on a case by case basis.

10% of Advisor Tokens will unlock on public sale day and the remaining 90% will unlock over 5 years with 20% per year in the first 4 years and 10% on 5<sup>th</sup> year.

### **V - Marketing:**

In addition to VOLE's over 12M Fan Reach and Clubs \$SFT promotion, we will use 14.000.000 \$SFTs (15%) allocated for marketing on a campaign-by-campaign basis. We will issue media partners and influencers \$SFTs in exchange for their services. Such tokens will be immediately available for sale as soon as they are issued.

10% of Marketing Tokens will unlock on public sale day and the remaining 90% will unlock over 5 years with 20% per year in the first 4 years and 10% on 5<sup>th</sup> year.

### **VI -User Engagement and Rewards:**

As part of the Fan Engagement within VOLE and marketing campaigns we will issue \$SFTs to reward user participation. Such rewards will help both retention and user acquisition.

The allocated 14.000.000 \$SFTs (5%) will be tactically rewarded over the years to sustain growth.

10% of User Engagement and Rewards Tokens will unlock on public sale day and the remaining 90% will unlock over 5 years with 20% per year in the first 4 years and 10% on 5<sup>th</sup> year.

**VII - Other Content Acquisitions:**

In addition to content and NFT rights from the Founder Football Clubs, VOLE will acquire content and engagement rights from all interested and relevant rights holders.

As part of other content acquisitions that, we will work with leagues, clubs, players, and influencers who will provide supplementary content in exchange for \$SFTs.

42.000.000 (15%) Tokens allocated for ad hoc content acquisitions will be used over the years. 4.200.000 tokens (10%) will unlock on public sale day, 12.600.000 tokens (30%) will unlock after 12 months. The remaining tokens will unlock over 4 years with a yearly cap of 8.400.000 (20%) \$SFTs unlocked.

Every content acquisition deal will be different in nature and tokens issued will become publicly traded at the time of their issuance.

**Strategic Partnerships and Acquisitions:**

Football ecosystem is in constant evolution. As blockchain technology becomes more mainstream, they may be multiple opportunities to widen \$SFT adoption in different geographies.

We will allocate 28.000.000 tokens for future strategic partnerships. Such tokens will unlock 20% (5.600.000 \$SFTs) every year over 5 years.

Every Strategic Partnership and Acquisitions deals will be different in nature and tokens issued will become publicly traded at the time of their issuance.

**Treasury:**

VOLE and \$SFT will simultaneously grow, and L/T health of both products is essential for the combined ecosystem to function properly. We allocated a total of 28.000.000 \$SFTs for general purposes with flexible issuance on an as needed basis.

Such tokens will over 5 years with 15.7% (4.400.000 \$SFTs) on public listing day, followed by 15% (4.200.000 \$SFTs) every year for the next four years and 24.3% (6.8 Million \$SFTs) on year 5

**ATTACHMENT 1 - \$SFT UNLOCK SCHEDULES**

**TOKEN ECONOMICS**

	Total Tokens	% Lockup	Available Tokens At Listing	Years					
				1	2	3	4	5	
1 Fund Raising	42,000,000	15%	32,000,000	10,000,000	-	-	-	-	42,000,000
2 Founder Football Clubs	56,000,000	20%	16,800,000	16,800,000	8,400,000	8,400,000	5,600,000	-	56,000,000
3 VOLE	42,000,000	15%	8,400,000	8,400,000	8,400,000	8,400,000	8,400,000	-	42,000,000
4 Advisors	14,000,000	5%	1,400,000	2,800,000	2,800,000	2,800,000	2,800,000	1,400,000	14,000,000
5 Marketing	14,000,000	5%	1,400,000	2,800,000	2,800,000	2,800,000	2,800,000	1,400,000	14,000,000
6 User Engagement and Rewards	14,000,000	5%	1,400,000	2,800,000	2,800,000	2,800,000	2,800,000	1,400,000	14,000,000
7 Other Content Acquisitions	42,000,000	15%	4,200,000	12,600,000	8,400,000	8,400,000	4,200,000	4,200,000	42,000,000
8 Strategic Partnerships / Acquisitions	28,000,000	10%	-	5,600,000	5,600,000	5,600,000	5,600,000	5,600,000	28,000,000
9 Treasury	28,000,000	10%	4,400,000	4,200,000	4,200,000	4,200,000	4,200,000	6,800,000	28,000,000
<b>280,000,000</b>	<b>70,000,000</b>		<b>66,000,000</b>	<b>43,400,000</b>	<b>43,400,000</b>	<b>43,400,000</b>	<b>36,400,000</b>	<b>20,800,000</b>	<b>280,000,000</b>
<b>Total Token Emission (Unlocked Tokens)</b>	<b>70,000,000</b>	25%	<b>136,000,000</b>	<b>179,400,000</b>	<b>222,800,000</b>	<b>259,200,000</b>	<b>280,000,000</b>	<b>280,000,000</b>	100%

  

	Total Tokens	Unlock Schedule										
		0	7	8	9	10	11					
<b>1 Fund Raising</b>	<b>42,000,000</b>											
Private Tokens	10,000,000	-	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Public Tokens	32,000,000	32,000,000	-	-	-	-	-	-	-	-	-	-