

METASPORT ARENA

2022/2023
WHITEPAPER



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EXECUTIVE SUMMARY

Virtual Reality (VR) and Augmented Reality (AR) applications can enhance entertainment, gaming, learning, and other experiences by immersing users in a digital world or by adding images of digital objects to individuals' perceptions of their physical surroundings.

SAM Arena is one of the world's first virtual reality spaces where users participate, interact and watch their favorite sporting and entertainment events. Designed with the intent to help sports and entertainment enthusiasts express their passion in a more tangible and decentralized manner so that each participant can control the way they manage, interact and engage with their idols.

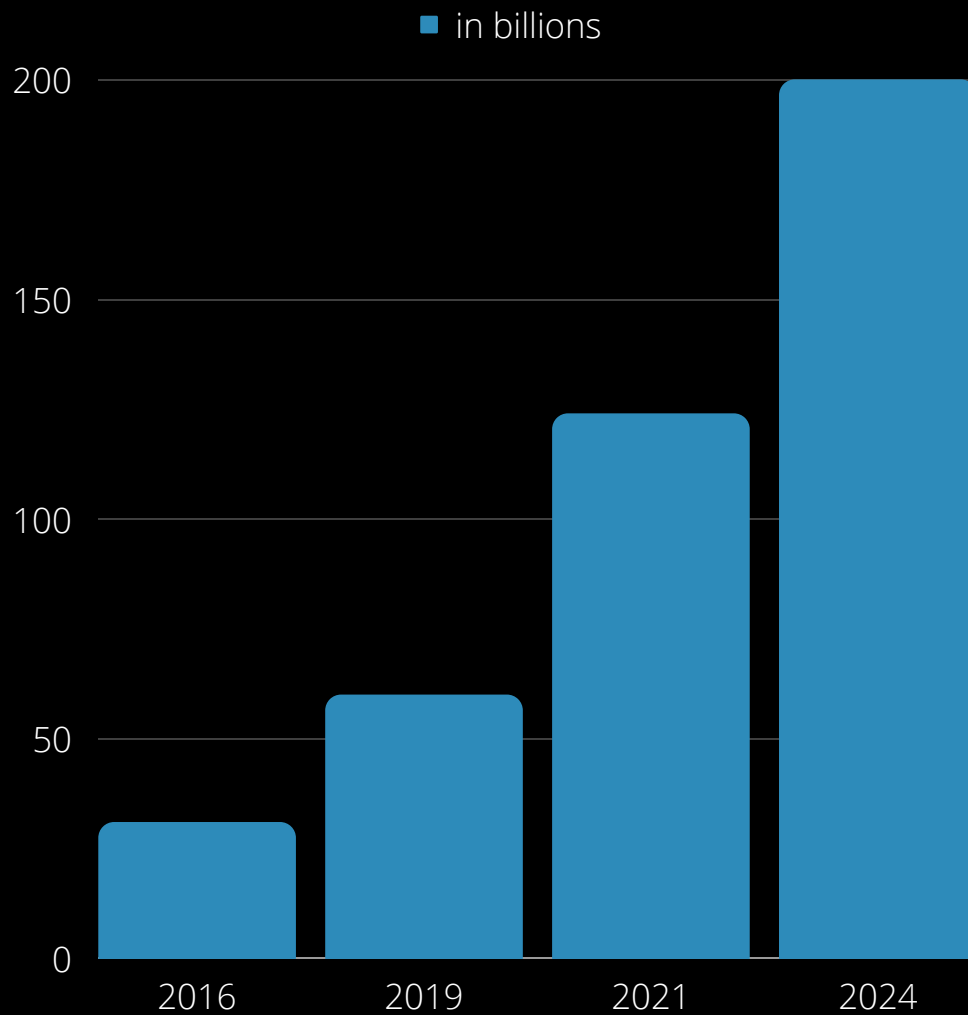
Our citizens have complete autonomy over their avatars and can participate in an election process to appoint governing bodies. Supported by a Binance-powered blockchain, it ensures that citizens can play to earn tradable SAM tokens and use them every day for metaverse and e-commerce activities. This platform is for all sports and entertainment enthusiasts. Knowing this, we are giving the key and the tools for its citizens and users to build on. SAM Arena is a virtual space where users will engage with the game in ways like:

- Collect, buy and sell NFTs.
- Play VR sports games and activities, placing the user in the heart of the action and becoming a part of a community where each voice matters by owning lands around their sports team.
- Create their dream sports city with their fellow community members, owning homes, shops, mansions, and games.
- Listen and discover future musical talent performing on one of our music squares.
-

SAM Arena is the virtual meeting spot for all sports and entertainment fans. From a yoga student to a Real Madrid football fan, an unknown singer to a rock star, a virtual reality world empowered by blockchain technology where everyone can buy land, build or import objects. Using avatars and scripts, and even earn, efficiently monetizing their experiences and immersing themselves in a completely new alternative world.

We plan to help participants replicate every pinch of imagination for their favorite sporting and entertainment events. Virtual reality has been at our doorstep for almost a decade, it is now in our living room, and the future looks exciting.

Augmented reality (AR) and virtual (VR) market size worldwide from 2016 to 2024 (in billion U.S dollars)

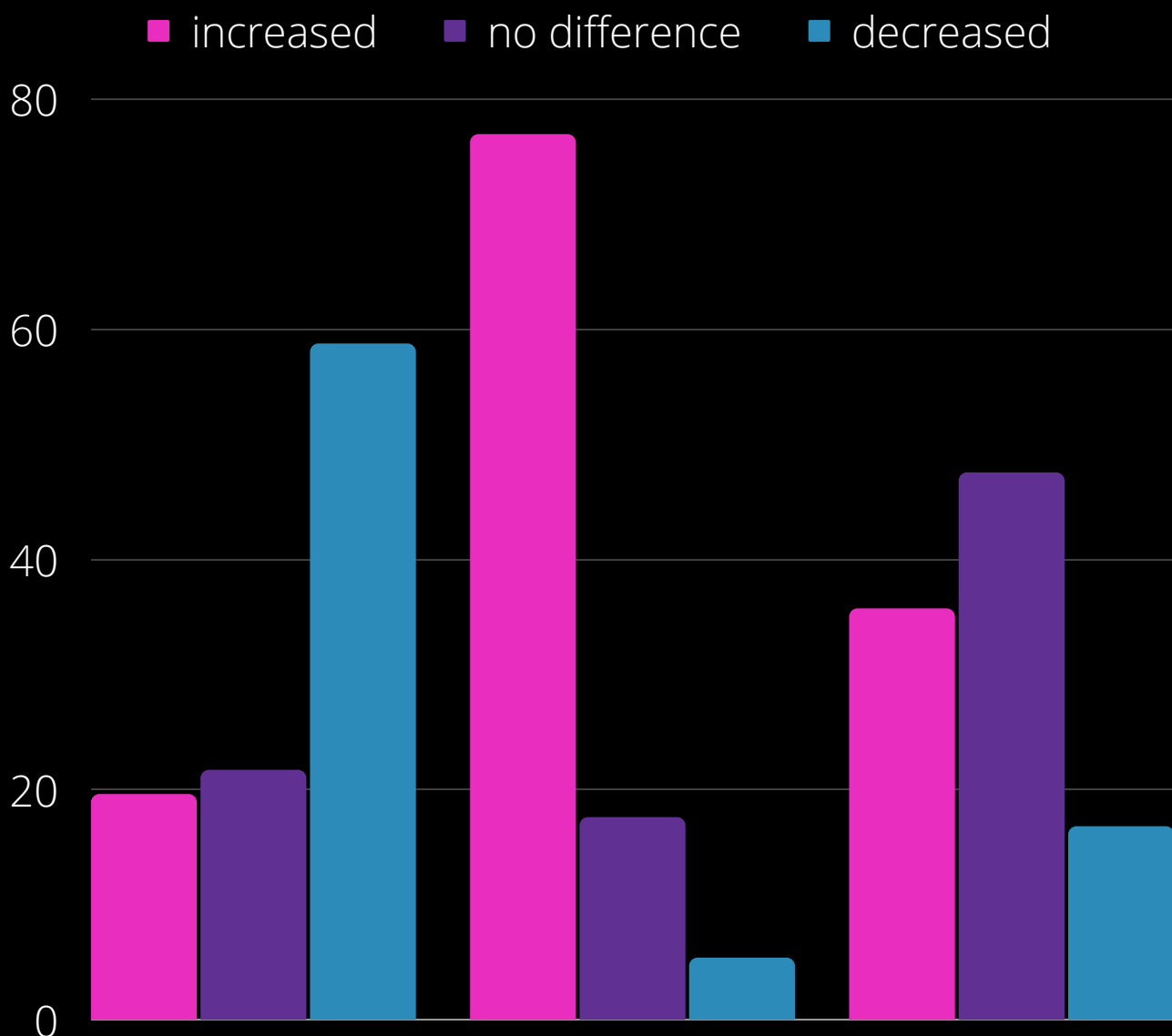



Source: statista 2022

MARKET OVERVIEW / CHALLENGES

It's been almost 20 years since major social platforms took the stage and reshaped how we communicate and engage with one another. There is a consensus in the entertainment industry that VR is the frontrunner for advancing from flat screens to becoming the next primary entertainment medium.

The effect of the global pandemic has also impacted our social lives. We communicate less; we move less, learn less, and lose interest in ourselves slowly. Statistics have shown how human relations have depleted over time physically and increased via screen exposure and time spent.





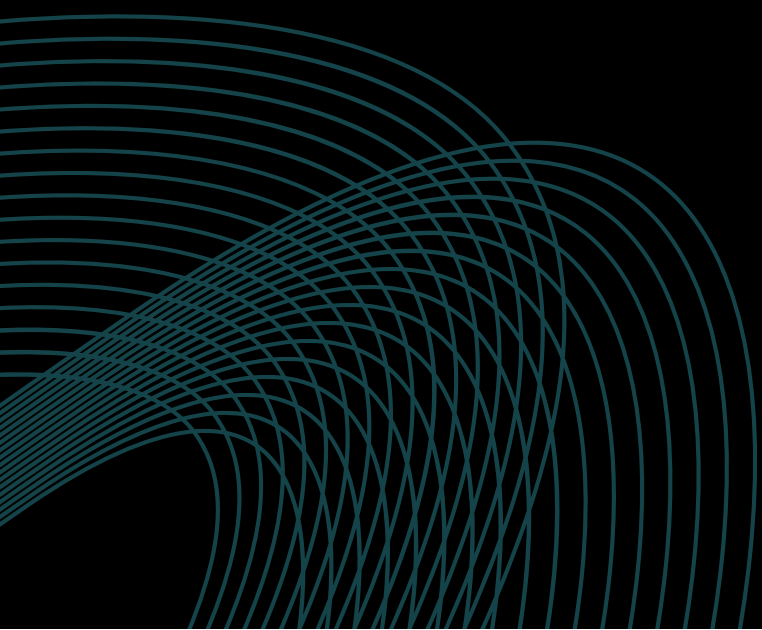
We aim to address these issues by creating a single, seamless entertainment space where users can access their favorite sporting and entertainment events, cultural gatherings, and live broadcasts.

With the advent of VR and blockchain technologies, the transition to more connected and immersive ecosystems has arisen. There are many different meta spaces available, and some focus on gaming and some entertainment elements. In contrast, others are built for specific industries like healthcare, education, or retail.

VR MARKET CHALLENGES

When VR technology first came, some overhyped it. On the other hand, many underestimated this emerging technology, and it's no surprise that VR growth stalled. However, the technology has created a digital imprint that has had a lasting impression on the consumer.

The challenges with Metaverse currently lie mainly in the infrastructure. However, there are a few loopholes that we plan to clamp down on, such as:

- Lack of real-time engaging content offering: 27 out of 100 all-time user experience reports reported bad content offering. Long delays would ruin interactions, leaving some participants stuck in the middle of a conversation, viewing, or shopping experience, while seamless audio and visual experiences will be vital.
 - Ultra-low latency and low synchronization lead to inefficient real-time viewing and fan engagement. A lack of voice capabilities leads to an inability to prove a user's identity at the outset.
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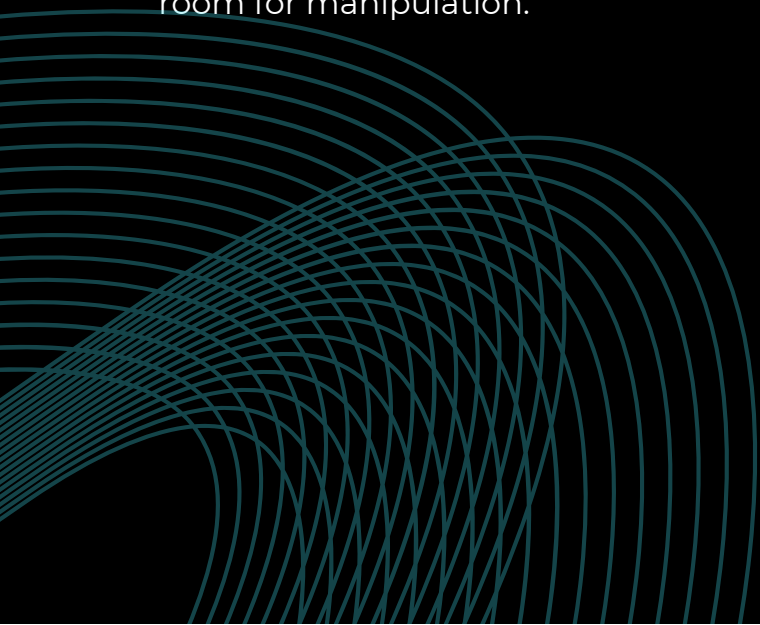
OUR SOLUTION

SAM Arena is a unified virtual sports and entertainment universe where users connect and engage with their idols and peers.

Creating a world for 3 billion sports to interact with their Idols, build next to their teams, and finally give use to all those teams' tokens.

We have developed the first sports and entertainment Metaverse focusing on all fans to our players, with interacting chat, voice chat, and room technology of up to 250 persons (in development). A Nonstop interaction with their clubs and idols puts players at the center of our world.

With our 3D spatial audio, there is also the opportunity to introduce a more immersive music experience, amplifying the game day's broader entertainment aspects. Our technology is designed to have 100% synergy between participants and our Metaverse: it is user-friendly and creates no room for manipulation.



SAM ARENA ACTIVITIES

SAM Arena is designed to allow users to navigate and discover and enjoy different activities throughout their day, as described below:

Communities

SAM Arena is one of the first Virtual Sporting and entertainment meta worlds partnering with sports entities to build their stadiums within its Metaverse and enhance the fan experience.

Our goal is to convert each sitting space into NFTs first and create new engagement and revenue streams for clubs.

Each city connected to a sports entity is managed by its citizens, and together citizens will make the growth of their communities through four different levels:

- Village 0-249 citizens
- Town 250-749 citizens
- City 750 -1449 citizens
- Megacity 1500 +

Citizens will be able to decide and plan what is happening within communities and elect annually one person sitting on our board of directors.

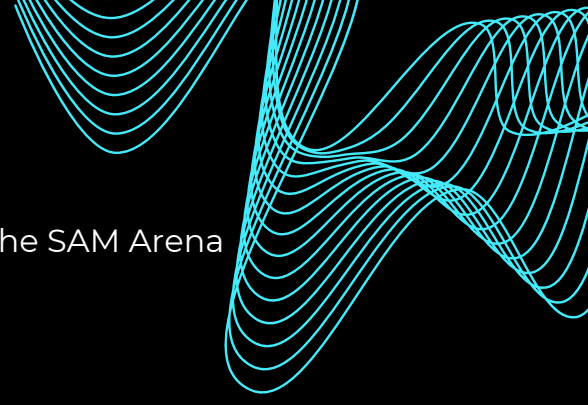
Entertainment

Competition in the music industry forces producers and musicians to do endless experiments in search of means to keep up with the trend and be attractive to the audience. The opportunity to transport fans from anywhere in the world to see their favorite entertainer or band live is transformational.

SAM Arena welcomes visiting entertainers to promote their shows' performances and enter the virtual reality to reach more fans and provide unique interactive experiences. As Covid-19 has limited physical venues and events, we firmly believe that this route will only continue to develop with our technology. We aim to ensure the user enjoys the same live event experience while staying in their living room. As such, we've further broken down the entertainment section into two tiers:

- **Aspiring Artists**

SAM Arena is providing a platform for aspiring musicians worldwide to be heard. Users will be able to discover and listen to aspiring artists performing on one of our SAM performance squares. From music to stand-up comedy, aspiring artists will be able to buy time slots to perform with their personalized avatars.



Those live events will be announced and posted on the SAM Arena announcement board, visible to all users.

- **Professional Entertainment**

Dedicated to entertainment professionals who want to extend /replicate their existing space of influence/fan base into our Metaverse or would like to go on a creative journey and build an entirely new, personalized arena with the help of the Sam Arena design team—at the same time creating new ways to not only engage their fans but also to establish new streams of revenue.

Gaming

SAM Arena will deliver several play-to-earn games where citizens will begin their journey in SAM Arena and continue to select preferred activities.

As game development continues, citizens will access various games and related e-commerce activities, including tennis, football, and other prominent sports. While different games will have varying levels of interactivity with their users, we want to create challenges in which they can swap their wearables or tokens.

As a further milestone, tournaments and intracommunity leagues will be created where all citizens will be able to compete.

Other activities include:

Healthcare

Virtual reality yoga and meditation are becoming increasingly popular. In addition, VR healthcare makes Yoga fun and makes our lives easier and healthier. As the yoga market approaches \$40 billion, we want to ensure that we meet the growing demand, especially during the pandemic, providing an immersive, social experience in the comfort of your home.

Within SAM Arena, Yoga instructors will be able to organize their classes. In addition, individuals and groups of all levels will be able to create their own yogi space.

Education

Similarly, the last two years within education systems have been increasingly transformative. As part of our road map, we'll develop a virtual learning experience that will help enhance learning by allowing students to interact with their lessons and experience them differently. For example, students can see what they are learning instead of just reading about a subject, helping them understand complex topics.

TOKENOMICS

SAM Token

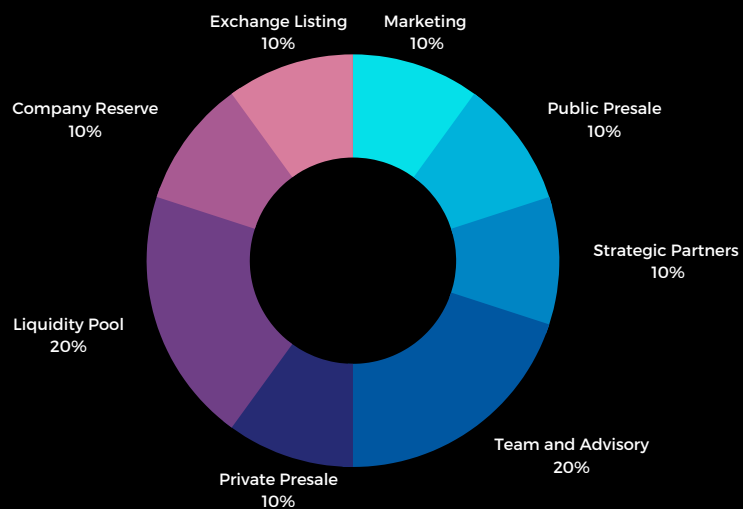
SAM token is the official currency of SAM Arena (BEP20 token).

Because our vision is to be as inclusive as possible, we developed the token on the Binance Smart Blockchain, allowing for less expensive transaction costs, increased adoption, and more user interaction. Users can either acquire or swap tokens before entering SAM Arena, which will be the criteria to play games, challenge other users, or rent one of our race cars, motorcycles, or drones. Users can also use the token to buy or lease houses and wearables within our ecosystem.

Users will be able to donate money to undiscovered bands to help them achieve success.

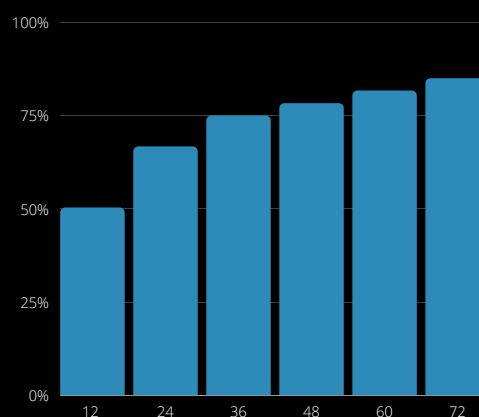
Game developers will be able to create interactive arcade games that accept SAM tokens from users.

Use of Proceeds



Examples of ecosystem use: airdrops & acquisition bonus, conversion, tournaments, rewarding contributors (influencers, social media moderators)

Distribution Timeline





TOKEN USE CASE

Disclaimer: SAMs (SAM) is an in-game currency not intended to be used as a tool or financial instrument for speculation or investment. SAM token (SAM) is a virtual currency that serves to exchange services and goods in a virtual reality world.

THE DAO

SAM Arena will eventually use its token to launch a process that will allow all token holders to vote on the project's future direction or changes implemented as the ecosystem evolves. It will ensure that the ecosystem remains relevant and enjoyable for the people it serves. Every SAM holder has the right to vote or delegate voting rights to other players of their choice and send proposals through our website for the community to cast their votes. Recommendations will be related but not limited to the following subjects:

- 1.Foundation grant attributions to content and game creators
- 2.Feature prioritization on the platform roadmap
- 3.Community Token Distribution

More information on what token holders can propose and vote on will be published later.

Tokens may be awarded to members of the community who create the winning proposal for the DAO to implement.

- To gain access to the SAM Arena experience, players will be encouraged to purchase and spend SAM tokens to play games, buy equipment, or customize their avatar character.
 - Users will also earn SAM through gameplay.
 - Developers spend SAM to acquire ASSETS and LANDS.
 - LAND sales drive demand for SAM to purchase LANDS.
 - Developers will need SAM to upload ASSETS to our Marketplace and buy tokens to define rarity and scarcity.
- **Staking:** SAM allows for staking, which provides passive revenues on LANDS. By staking SAM, users will have exclusive access to rewards. More so, 5% of all transaction volume carried out in SAM tokens (Transaction Fees) shall be allocated 50% to the Staking Pool as rewards for token holders that Stake SAM tokens and 50% to the company reserve.

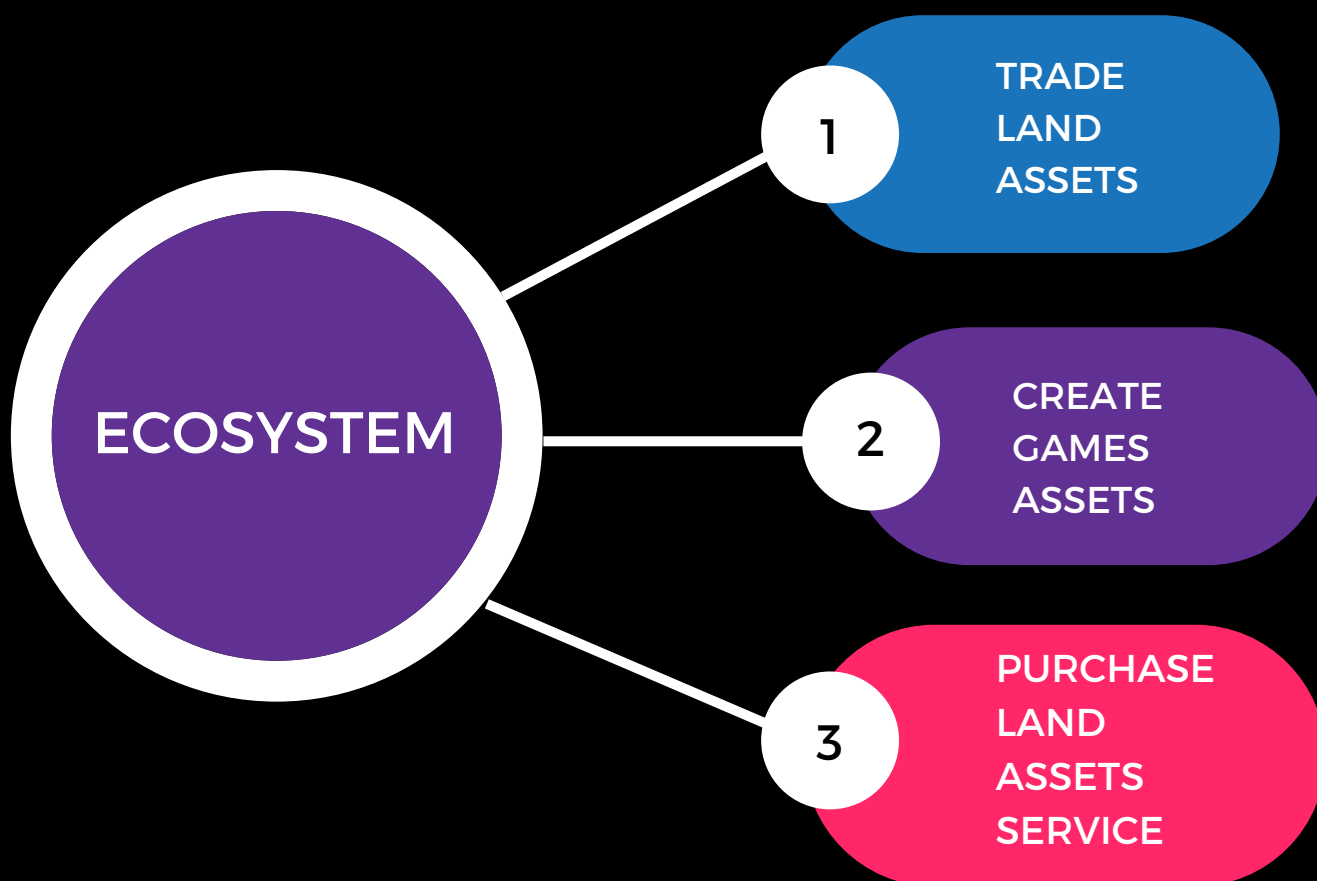
Baby SAM reward token

Within our world, we will offer users the opportunity to earn, collect and use rewards tokens "Baby SAM."

Baby SAM is a community-based driven deflationary token that combines the concept of GameFi, Defi, and NFT and creates rewards for everyone.

Disclaimer: Baby SAMs (BBSam) is an in-game currency and not meant to be designed as a tool or financial instrument used for speculation or investment. Baby Sam token (BBSam) is a currency that fulfils the need for exchanging services and goods in a working economy inside a virtual reality world.

ECOSYSTEM & REWARD



SAM Lands

Around the stadiums and arenas, SAM Arena will consist of almost 200,000 separate lands.

LAND, the non-fungible parcels into which the "SAM Arena" communities are divided, and SAM, a BEP-721 token burned to claim LAND and make in-world purchases of goods and services within SAM world.

The LAND's utility is determined by its proximity to other attention hubs, such as stadiums and arenas, referred to as communities. Landowners, developers, and other content creators like brands will want LAND to construct on their properties and reach their desired audiences. Unclaimed LAND can be purchased at the same exchange rate (500 SAM = 1 LAND of 10*10). Nevertheless, LAND parcels might differ in size and be traded at different values on a secondary market (Marketplace) due to locations, cities, or sports variances.

On the other hand, SAM estimates the cost of a new plot of LAND or stadium seats. In addition, SAM's utility value is created by its use in the virtual world to purchase goods and services.

There will be a token airdrop along with the game as it develops, allowing users and team supporters to acquire land and build their communities. Diverse land sizes divided into four dimensions will be available in the Sam Arena to meet the needs of different people.

10*10 will consist of shops as individual lots or housing if doubled. Mansions will be available to owners with a minimum of 4 lots.

20*20 lots will consist of housing or Mansion (2 lots min). Complete apartment complexes will be built on a minimum of 4 lots.

30*30 For gaming, hotel complexes, and extensive community buildings.

*Commercial lands can use any size of lots based on the community's guidelines.

40*40 for everything else.

- One hundred unique Whale islands will be offered for our VIP users. Each owner will have the opportunity to design their dreams and fantasies. VIP islands will consist of 200 lots of 24 * 24 with 50 planned and offered to Influencers promoting our projects. They will have to keep their lands for a min of 12 months.

NFTs REWARD

FUNGEABLE	NON FUNGEABLE
Ex: EUR 1	Tom Brady sport card limited edition
Interchangeable	Non interchangeable
All the same	Unique
Divisible	Indivisible

We will create an entity, a stadium, or an arena, with a community surrounding each sport as we partner with different teams and associations in the sports sector. As stated previously in the section about sports cities, each stadium or arena will be divided into X number of NFTs, corresponding to the number of seats in the stadium or arena.

NFT will be available in several ways within SAM Arena. The NFT is a one-of-a-kind seating space within a sporting stadium worldwide, with a market value determined by supply and demand. Different incentives and assets are added to the NFT after agreeing with the right holders that own the stadiums or arenas.

To purchase an NFT, the user must first buy or convert their team token into a SAM token.

Other NFT alternatives will be available to our users in our Marketplace, allowing them to buy, collect, sell, or trade with other SAM Arena users.


Avatars

A large category of Avatars collection will be pre-made to our users; however, if they choose, they will also be able to import their avatars to our world. In addition, premium NFT avatars will also be offered within our Marketplace, so users can buy, collect, sell or trade with the other users within the SAM Arena. A unique collection of 10,000 NFT will be airdropped to celebrate our launch date.

Brands and Advertising

We will be able to provide brands with unique exposure worldwide with distinct key locations, maximizing ROI for them while providing users with access to the latest products, thanks to Sam Arena.

Within each arena built, spaces will be reserved for brand exposure.



LED Boards, Timing Boards, and Billboards will be installed in strategic areas throughout the cities and sports and entertainment venues to provide users and brands with AR and dynamic advertising. Finally, our Marketplace will attract more potential businesses to create stores, allowing users to shop for wearables for their avatars.

Revenue Model

SAM Arena has 5 Revenue Streams where players/creators will exchange SAM, as detailed below:

1. Venues

Our users will have the opportunity to buy their virtual seats within the arena and teams' stadiums that are partnering with us.

A 70% Profit Share will be given to the team, while the last 30% will be transferred to the Company Treasury.

2. LAND Sales

50% locked for an initial six months, then sold in auction sales, and proceeds go to the Company's Treasury.

3. Company NFT Sales

25% transferred to the Company Reserve with a lock-up period of 6 months.

4. Player Subscriptions & Services

50% transferred to the company reserve to support the growth of the token ecosystem.

5. Transaction Fees

There will be a 5% fee for all transactions carried out in SAM tokens, including but not limited to SAM transactions related to sales and rental transactions of LAND (from SAM Arena to players and from players to players in the Marketplace), NFT transactions (from SAM Arena to players and players to players in the Marketplace), peer-to-peer in-game payments (e.g., entrance fees for game experiences), player subscription fees and advertising fees.

- 50% allocated to the Staking Pool as rewards for token holders that Stake SAM tokens.
- 50% of all Transaction Fees shall be allocated to the company reserve.



TECHNOLOGY

Tokens are recorded using blockchain technology, allowing owners to freely transfer, sell, and utilize them. Also, blockchain technology keeps the digital asset and ensures that it cannot be modified without the owner's authorization.

SAM Arena will be available for PC VR headsets from Oculus and plans to expand to other compatible headsets as we get closer to 2023. Because not everyone has a VR headset, we also want to give them the option of exploring our world and learning about SAM Arena in 2D.

It will help us reach a larger audience, to begin with, while also allowing us to construct a better VR world that will provide a better user experience for everyone. In addition, we will have the right tools to make models for games and animation by utilizing 3DS Max, allowing our more advanced users to upload full-body Avatars and whole sceneries onto their lot inside the SAM ecosystem.

With Unity3D, we will have the software that allows game engines designed for building real-time games and simulations. Furthermore, because it imports 2D and 3D content, it will enable all users to enjoy our games with scripting, rendering, physics, AI navigation, and animation.

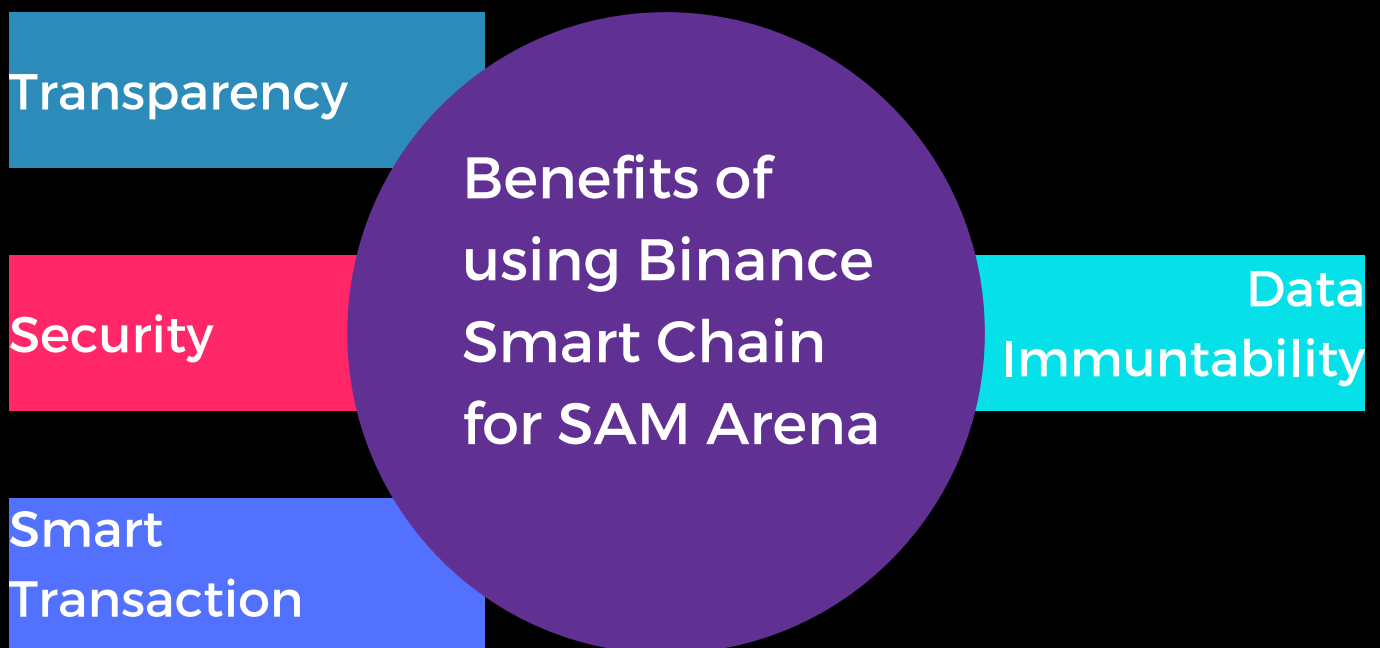
Our server architecture allows thousands of players to be within SAM Arena simultaneously without splitting them up into sub-servers or waiting for long loading sequences. It gives them the highest level of immersion, making them feel they are the centerpiece of their world.

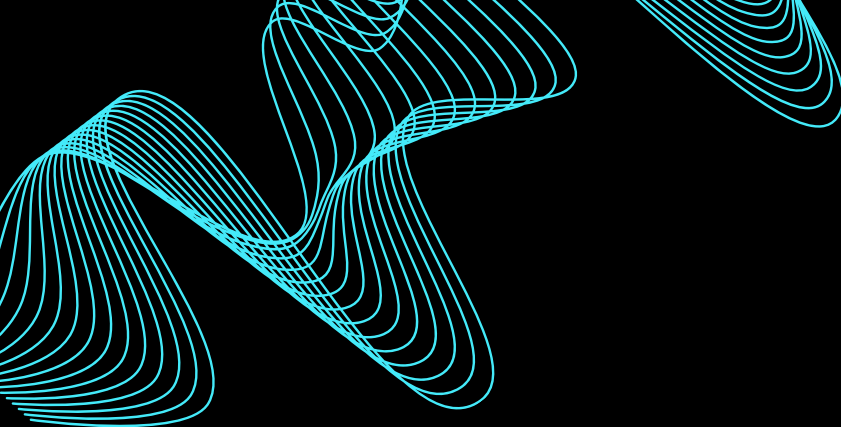
WHY LEVERAGE ON THE BINANCE SMART CHAIN?

Binance Smart Chain (BSC) is a blockchain that runs concurrently with the Binance Chain. However, unlike Binance Chain, BSC has smart contract functionality and is Ethereum Virtual Machine compatible (EVM). The goal was to maintain the Binance Chain's high throughput while incorporating smart contracts into its ecosystem.

Both blockchains, in essence, work hand in hand. It's worth emphasizing that BSC isn't a scaling option for layer two or off-chain. Instead, it's a stand-alone blockchain that would continue functioning even if the Binance Chain went down. In terms of design, though, both chains are pretty similar.

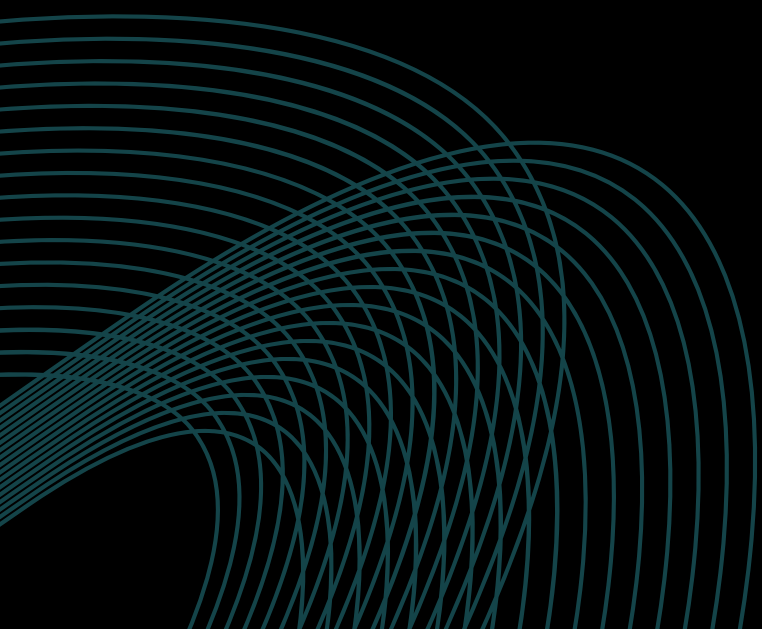
SAM Arena leverages the BSC because security, decentralization, and scalability are the strongest pillars of any blockchain, and the BSC is found to comprise the majority of these three pillars. Historically, Binance has always put security and scalability first.





It is one of the main current concerns on most public blockchains, and lots of efforts are in progress to solve those scaling issues without sacrificing the blockchain trilemma.

We found so many benefits, and here are details of them:

- BSC is suitable for mass adoption; Binance Smart Chain or BSC utilizes Proof of Staked Authority (PoSA) consensus. The algorithm employs 21 validators and can generate a new block every three seconds. DeFi app developers now have the high-speed infrastructure to compete with traditional software-based lending and borrowing apps.
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 - BSC is EVM Compatible; BSC is entirely EVM compatible. It supports one of the most popular DeFi wallets – Metamask. Moreover, it has pre-integrated price oracles (e.g., ChainLink), essential for dApps of different types. This compatibility has become very easy for d-apps owners to switch from other platforms to Binance Smart Chain.
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BUSINESS MODEL CANVAS

Key Partners
Sport & entertainment fans
Entertainment professionals

- Aspiring artists
- Healthcare

professionals
Education sectors
Revenue Streams
SAM Arena will generate its revenue from the following services:

- Token sales
- NFTs sales
- Transaction fees
 - Players subscription & services
 - Land

Key Activities
Virtual reality ecosystem

Value Proposition

- Secured Crypto Investment
- Increased ROI
- Improve the quality of the Outcome
- Improve the Quality of Life
- Improve technology

Customer Relationship
- Company website
- Social networks: Facebook, Twitter, Instagram, Snapchat, Discord, Reddit Telegram

Customer Segments
SAM Arena members

Location
Global

Roadmap 2022

Q1

- Initial talks with high-profile investors
- Expand core team
- Website V1
- Securing strategic partners & advisors
- Creating marketing strategy Beta launch of METASPORT ARENA
- Start of SEED Round

- Set up Legal Entity White paper
- Develop team confirming the feasibility of the project
- Validating business Model
- Securing strategic partners & advisors
- Core team formation
- Creating marketing strategy Beta launch of SAM

Q2

- Beta Launch
- Stress test smart contracts
- Brand Awareness marketing & PR
- Campaigns for Private Presale
- Public Presale registration
- Pre-launch marketing campaigns
- Opening whitelist
- Certik audit
- KYC
- Official launch

Q3

- Public Launch on Exchange
- Post launch marketing campaigns
- First delivery of Sam Arena communities
- Negotiations with onramp partners
- VR Implementation
- Mobile implementation
- Launch Sam Arena podcast
- first music event

Q4

Roadmap 2023-Onward

- Launch new sports
- Announced new strategic partners
- Blockchain meetups
- Gaming conferences & exposition
- Expanding team
- Adding multi-language support
- Strategic gaming & crypto partnerships
- Start of project Highlander

Q1

Q2

- Adventure world VR experiences
- Education World
- Increase global presence
- Office expansion
- Accept other team tokens
- Children VR foundation
- Start of the professional VR League Foundation
- Entertainment festivals
- Monthly VR concerts
- Sports streaming available

- Develop new sports communities
- Basketball world
- Tennis world
- Boxing world
- MMA world
- Ping Pong
- American football
- Boxing world
- MMA world
- Olympics world
- Motorsports

Q3



OUR TEAM

To begin with, we bring diverse talents from large companies down to startups that include high tech, Finance, security, engineering, and marketing. Within the startup community, it is a well-known fact that roughly 65% of new business ventures fail because of "people" problems. Therefore, we have assembled a seasoned management team with diverse skills and abilities.

Julien Sevat- Founder and Creator

CEO. Julien has over 15 years of experience creating, developing, and managing fan engagement startups. For the last two years, Julien was the head of Business Development for a mobile fan engagement platform bringing MC Laren, jaguar DS tech-cheetah, Mahindra, and Alfa Romeo. Before that, Julien led a sports and Entertainment firm where he brought global executives to the most sought-after events like World Cup, Moto GP, FI, and NFL for ten years. His keen ability to maintain firm relationships and deliver unparalleled experiences makes him recognized by participants and industry peers.

Nehal Mehta- CTO

Recognized and industry celebrated entrepreneur with over 18 years of experience in interactive entertainment. He has received industry awards and represented best business ideas at Silicon India events and Mobile Technology Summits. His work focuses on immersive technologies such as AR, VR, MR, and XR. His love for gaming and software design started at 16 and led to multiple successful in-game and business development projects. Nehal has scaled projects up and has experience working with global brands, managing 120+ size teams. His current work now also involves blockchain and cryptocurrency components.

Piotr Smeder- Co-Founder _ Head of technical partnerships

Piotr brings over 11 years of business development and sales experience across enterprise software sales. His experience spans various leadership and individual contributor roles for global large and medium-sized enterprises. He's been recognized for building strategic partnerships and long-term alliances.

Isabel Pi - Finance and tax Director

Isabel Pi has a labor experience of 10 years. She has developed her career mainly in international Law firms, advising local and international clients. Her area of expertise is Tax Law, especially international tax law and VAT. She is also a specialist in Spanish accounting and has assisted clients in their financial accounts.

OUR TEAM



Julien Sevat
Founder and Creator



Nehal Mehta
CTO



Piotr Smeder- Co-Founder
Head of technical partnerships



Isabel Pi
Finance and tax Director



Corbin Ricciardiello
Social Media Manager



Zack Norman
Music Lead



Sharath Vairale
3D Modeler



Nikita
Team Lead



Jay Bhalodiya
DevOps & WordPress Dev



Yash
Blockchain Dev



Rushik Joshi
Project Manager



Parth Goswami
Project Coordinator

DISCLAIMER



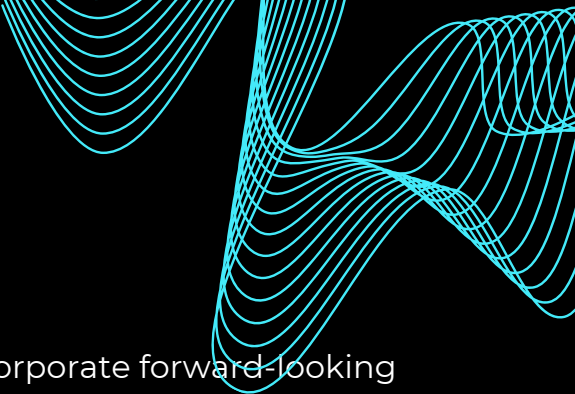
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