



METASPORT ARENA

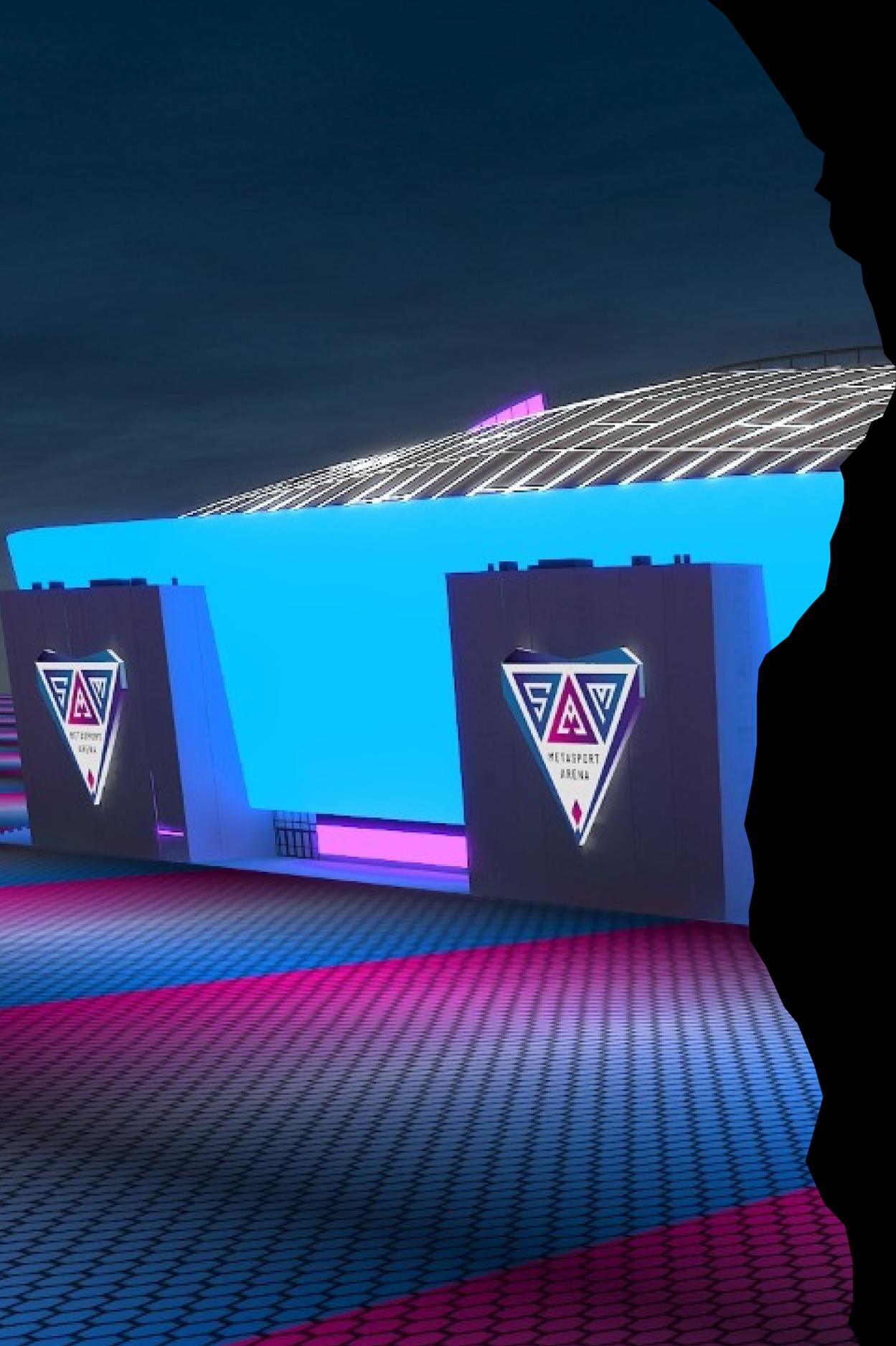


METASPORT ARENA

Visualize an ecosystem where sports and entertainment co-exist within a shared universe. An entirely new world for the next level of sports, ecommerce, live events, and where memories and fantasies are built.

Done with your imagination?

Well, we have created it. It's called [SAM ARENA](#)



CHALLENGES

01

No interaction and engagement functionality between Clubs, Idols & Fans

02

Land speculation impact virtual world economy

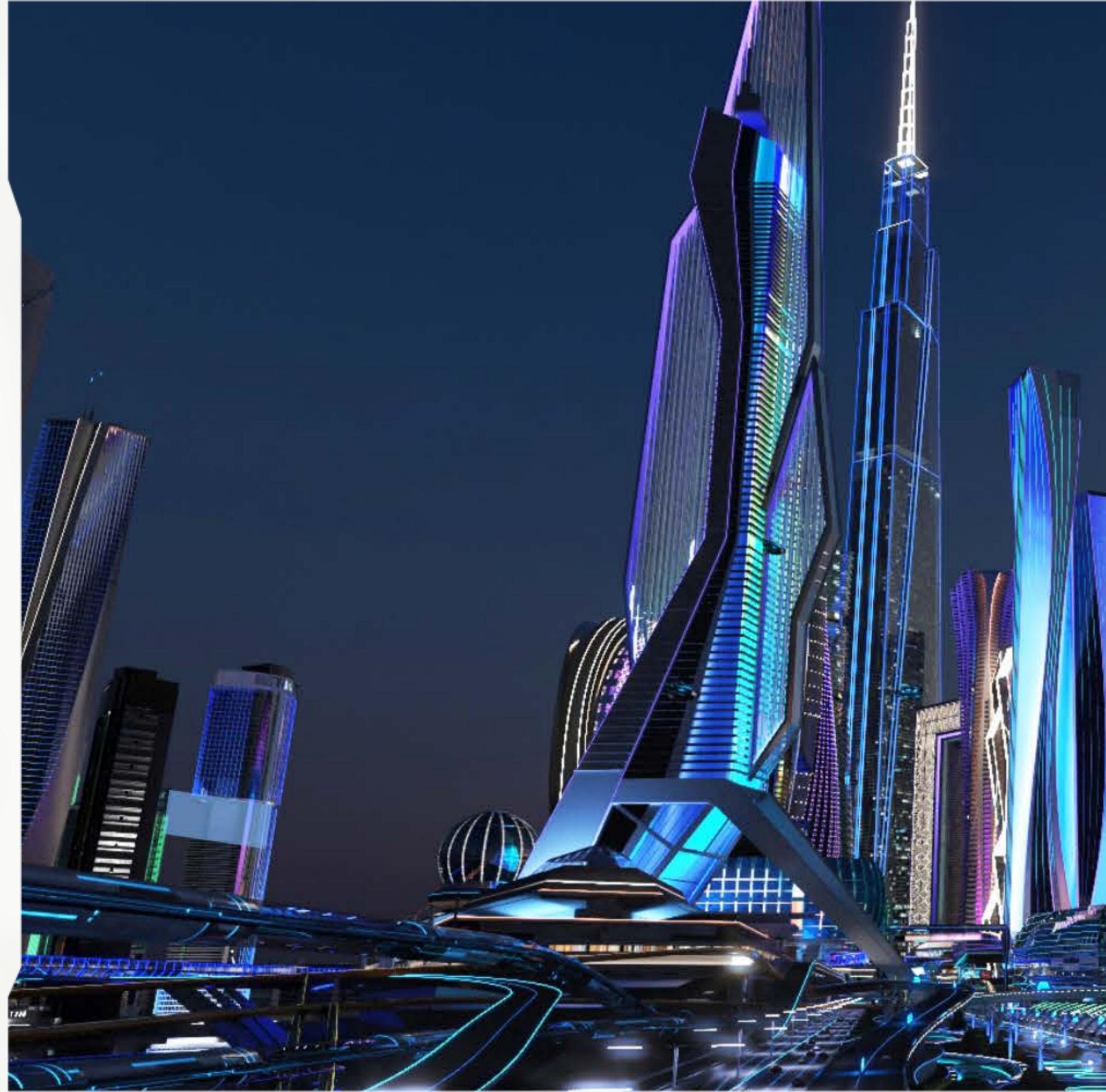
03

No Platform Interoperability
Users Need to keep track of different platforms to follow their Clubs & Idols

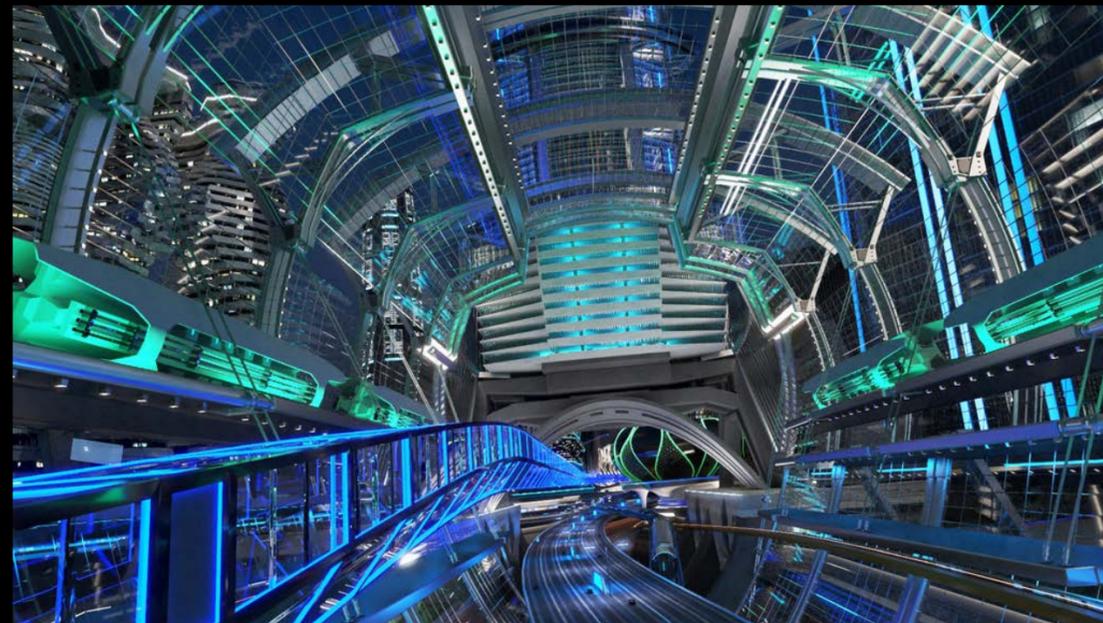
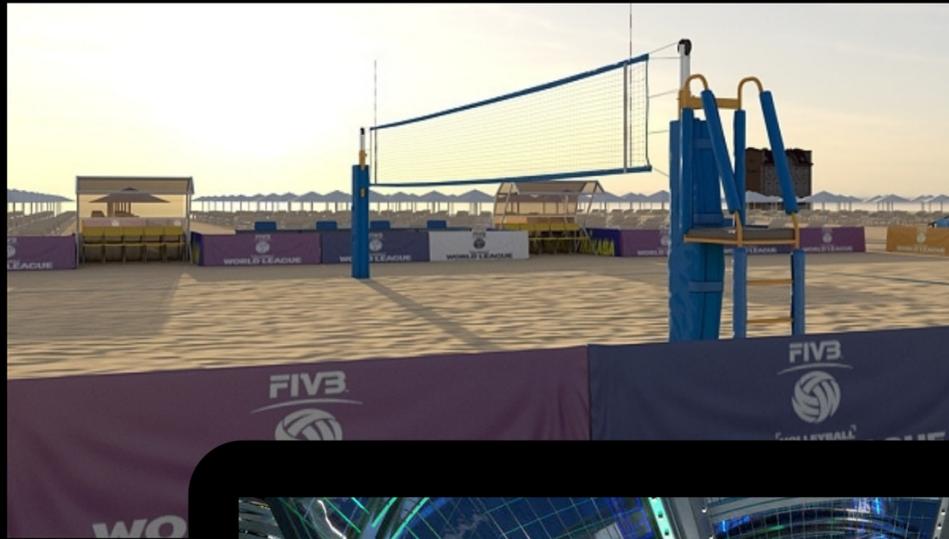


"It is often said that challenges are opportunities in disguise. This mantra indeed applies to the metaverse, where many challenges offer tremendous opportunities ahead for consumers and companies alike".

Saeed Elnaj, CTO *HealthKey Technologies*



METASPORT ARENA OFFERS AN ALL IN ONE SOLUTION FOR CLUBS, IDOLS AND FANS



CLUBS & IDOLS BENEFITS

- Gain recognition by buying virtual collector items
- Access to unique non-fungible token (NFT) collections and avatars
- Daily rewards through a wide variety of Play-to-Earn (PTE) VR Sports games
- Earn passive revenue without additional effort

FANS BENEFITS

- Strengthened identity and branding by intensified exposure to fans
- Business partnership through profit-sharing model enables clubs and idols to earn profit without additional effort
New communication channel with fans, increasing fan base and provide more value to clubs & idols

A FAN-CENTRIC APPROACH TO PLACE THE USER IN THE CENTER OF OUR METAVERSE

METASPORT ARENA

is the first Virtual Sporting and entertainment meta world that is building communities around sports entities allowing fans to share their passion to the fullest with their favorite teams, while giving control of the communities to the users.

IN GAME ENGAGEMENT

With our chatrooms and V-chat, fans will be able to engage together while following their teams.

METASPORT ARENA

is one of the first Virtual Sporting and entertainment meta worlds that is partnering with sports entities to build their stadiums within its metaverse.

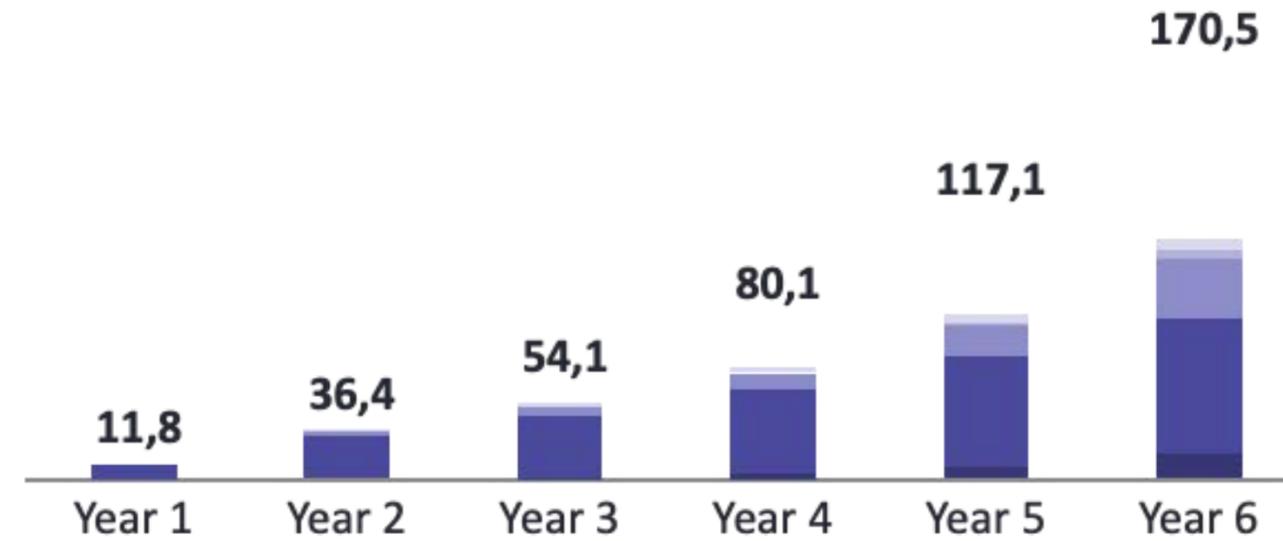
REWARDS

Players get rewarded for attending live games receiving BABYSAM unlocking achievements, badges and referring their friends.



Revenue, Breakdown by Segments (US\$m)

- Total Revenue
- Transaction Fee
- Player Subscription Services
- Land Sales
- NFT Sales
- Venue Revenue
- Advertising Revenue



EBITDA Margins	85%	87%	83%	77%	67%	54%
Net Margins	59%	61%	58%	54%	47%	38%

Expect profit in Year 1 with margins around the range of 50-80%

Expected revenue by Year 6 ~US\$171m

Revenue coming from sales in NFT (56% of revenue), land (25%) and venue (10%)

6 DIFFERENT REVENUE STREAMS

NFT SALES

OF NFT SOLD
X
COST PER NFT SALE
X
PROFIT SHARE %

TRANSACTION FEE

REVENUE
X
TRANSACTION FEE %

LAND SALES

OF USERS
X
PRICE PER LAND
X
RESALE %

PLAYER SUBSCRIPTION
SERVICES

OF USERS SUBSCRIBED
X
PRICE PER SUBSCRIPTION
X
PROFIT SHARE %

VENUE REVENUE

OF USERS
X
OF VENUES
X
REV PER USER
X
PROFIT SHARE %

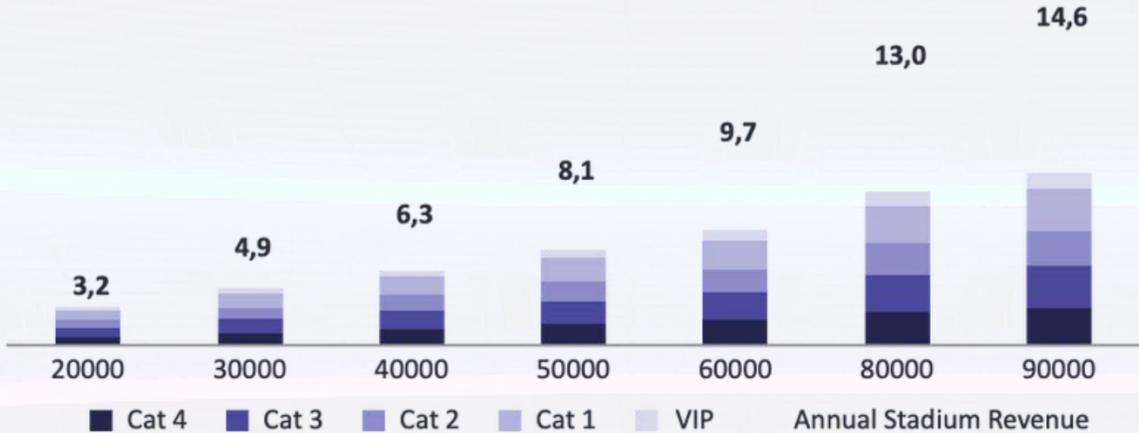
ADVERTISING REVENUE

OF USERS
X
OF CPC/CPM PER USER
X
ADVERTISING FEE PER
CPC/CPM

NFT SALES WILL BE THE KEY REVENUE DRIVER FOR SAM ARENA

Stadium assumptions

Annual Stadium Revenue, Breakdown by Ticket Type (US\$m)



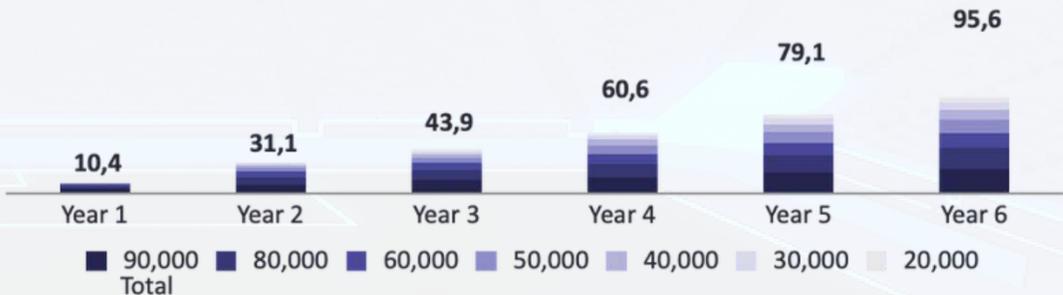
Number of venues

Total Number of Stadiums / Venues



NFT sales

NFT Sales, Breakdown by Stadium Type (US\$m)



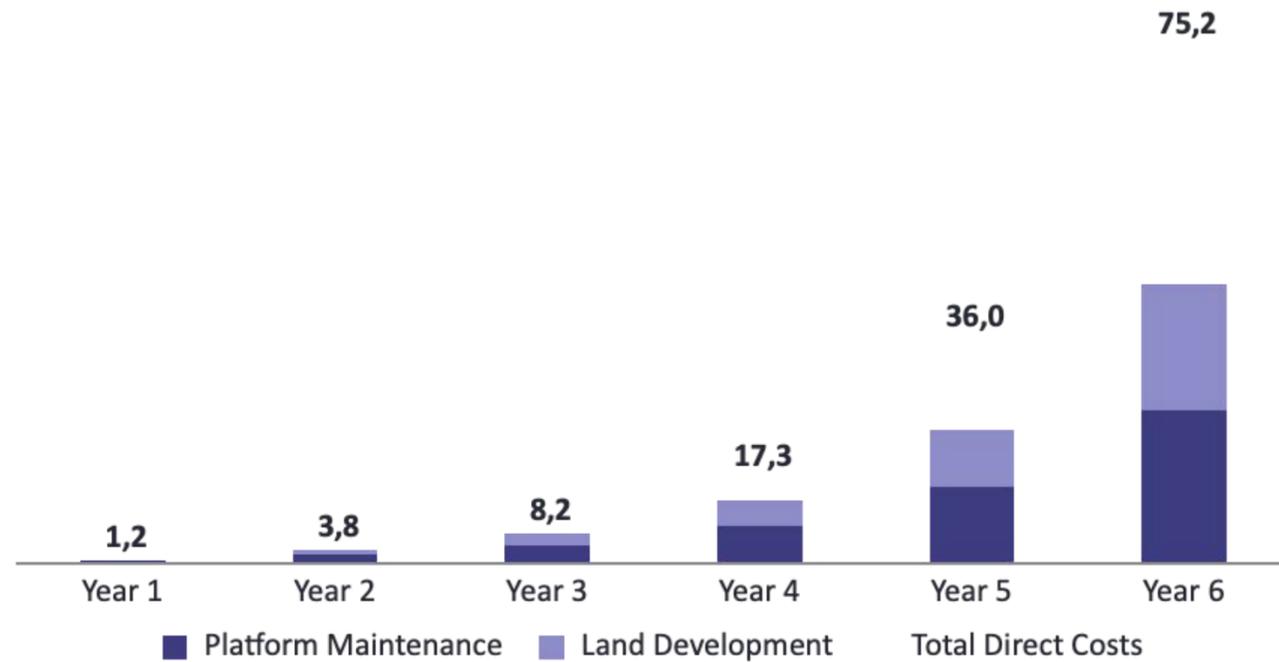
Stadium Ticket Assumptions

Ticket Type	Cat 4	Cat 3	Cat 2	Cat 1	VIP
Price Per Ticket (US\$)	89	129	189	399	599
Ticket Breakdown	40%	30%	17.5%	10%	2.5%

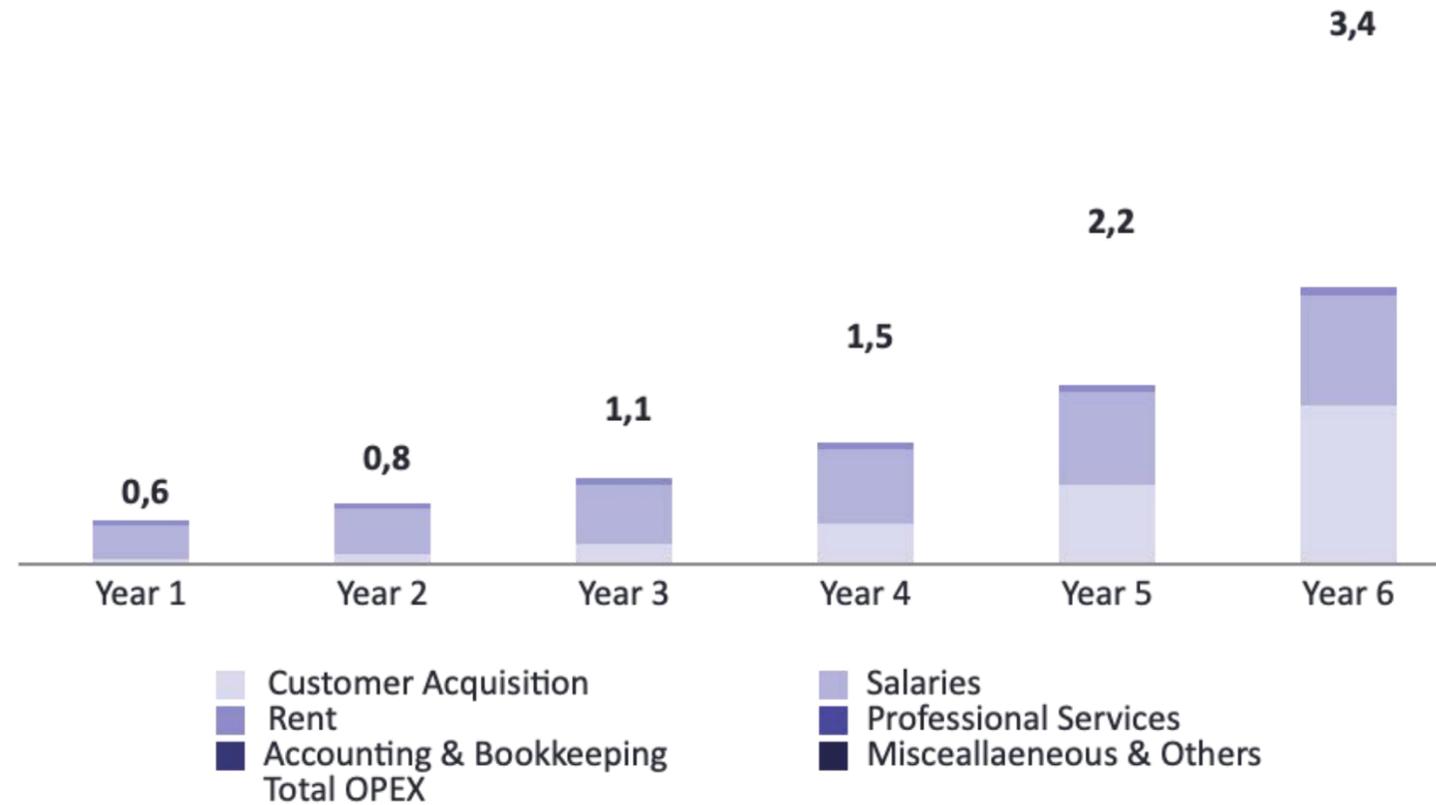
- NFT sales will be based on profit-sharing model, where SAM Arena takes a 30% share while the club takes remaining 70%
- Stadiums to come in different capacity ranging from 20k – 90k

DIRECT COST, PLATFORM MAINTENANCE EXPENSES AND LAND DEVELOPMENT, ACCOUNTS FOR THE LARGEST SHARE OF EXPENSES

Direct Costs, Breakdown by Type (US\$m)



Operating Expenses, Breakdown by Type (US\$m)



- Direct cost consists of platform maintenance expenses and land development, which combined accounts for the largest share of expenses (~96% of total expenses in Year 6)
- In terms of operating expenses, customer acquisition costs and salaries represents the largest share at 94% of total operating expenses in Year 6

METASPORT ARENA IS LED BY A SEASONED MANAGEMENT TEAM
WITH DIVERSE SKILLS AND ABILITIES



PIOTR SMEDER
CO FOUNDER



JULIEN SEVATI
FOUNDER



BRIAN J. ESPOSITO
HEAD OF STRATEGY



ZACH NORMAN
HEAD OF ENTERTAINMENT



NEHAL MEHTA
CTO



CORBIN RICCIARDIELLO
SOCIAL MEDIA MANAGER



NIKITA
TEAM LEAD



ISABEL PI
TAX & FINANCE



RUSHIK JOSHI
PROJECT MANAGER



SHARATH VAIRALE
3D MODELER



YASH
BLOCKCHAIN DEV



JAY BHALODIYA
DEVOPS & WORDPRESS DEV



PARTH GOSWAMI
PROJECT
COORDINATOR

ROADMAP 2022-2023

Q1
2022

Set up Legal Entity White paper
Develop team confirming the feasibility of the project
Validating business Model
Securing strategic partners & advisors
Core team formation

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

Q2
2022

Q3
2022

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

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
2022

Q1
2023

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

[EQUITY] Valuation and Fundraise

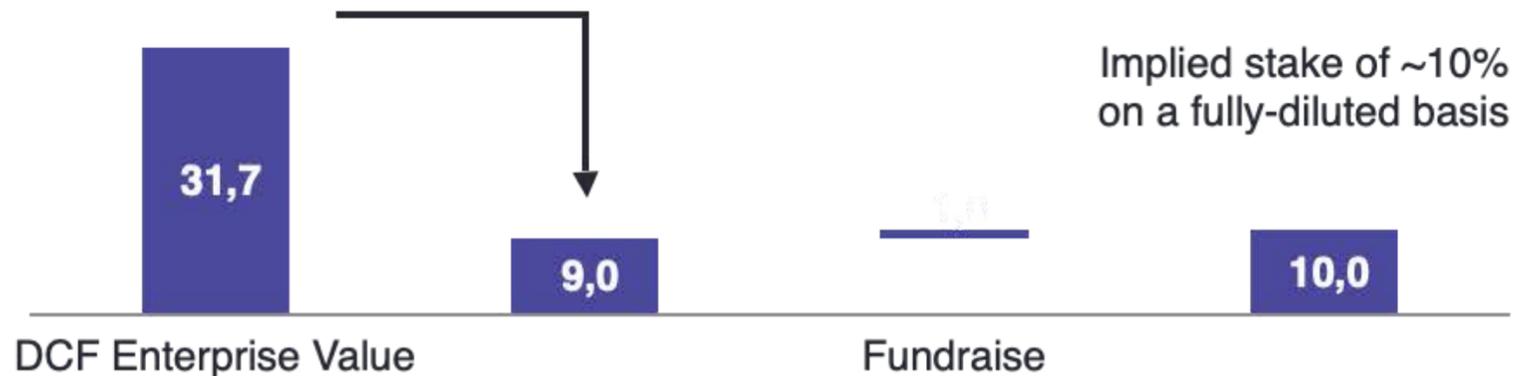


Funding Required: US\$1,000,000

Indicative Pre-Money Valuation of US\$9,000,000

Enterprise value bridge (US\$m)

Indicative pre-money valuation is
~70% lower than DCF enterprise value



Key valuation assumptions

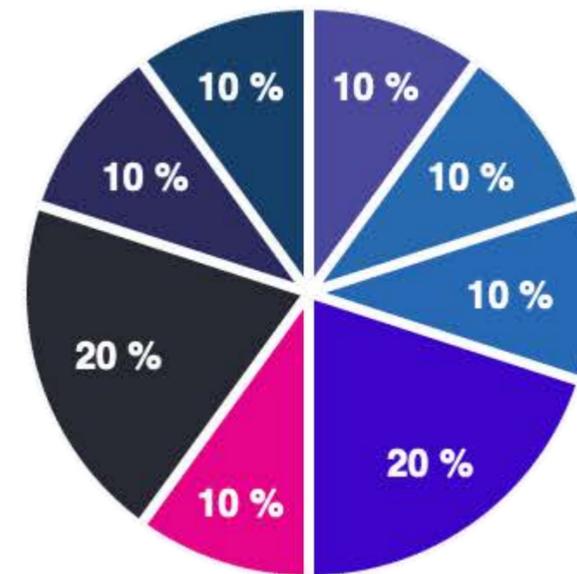
Discount Rate	~75%
Exit Multiple	~5x Revenue / ~3x EBITDA
Terminal Value Multiple	~2x EV/FCFF
Future Dilution	~50%

Investor returns

70.1%
IRR

24.3x
MOIC

Use of proceeds



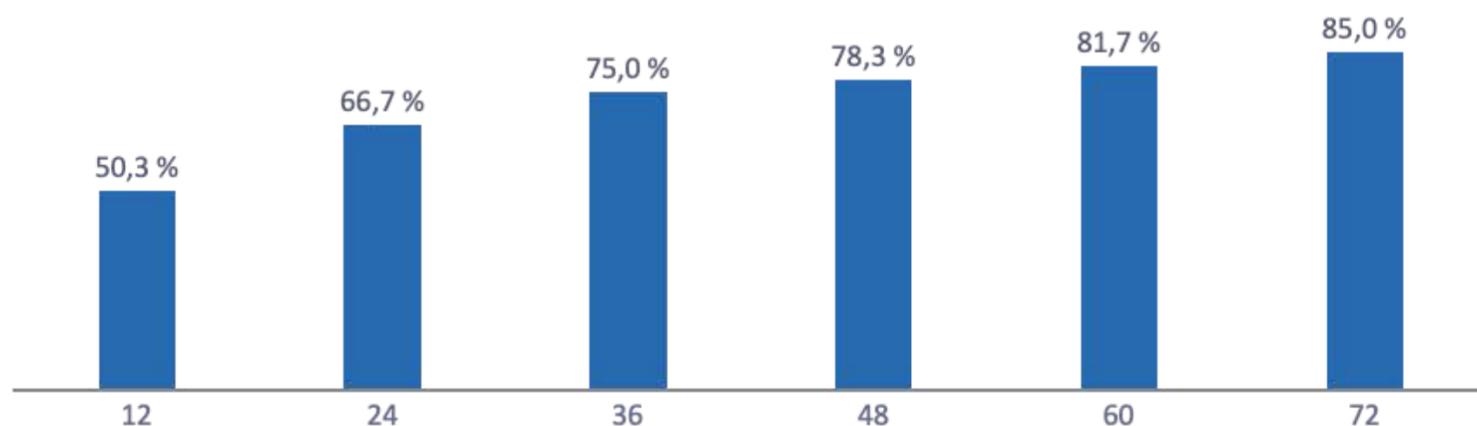
- Marketing
- Public Presale
- Strategic Partner
- Team & Advisory
- Private Presale
- Liquidity Pool
- Company Reserve
- Exchange Listing



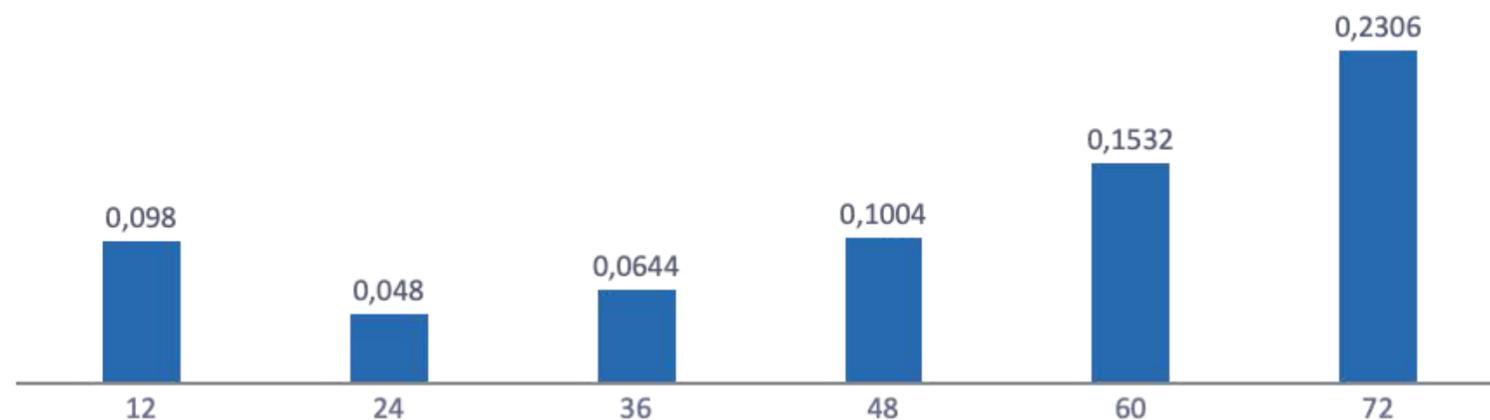
Funding Required: US\$10,000,000

Indicative Valuation of US\$0.04 per Token

Distribution Timeline



Token expected value, US\$

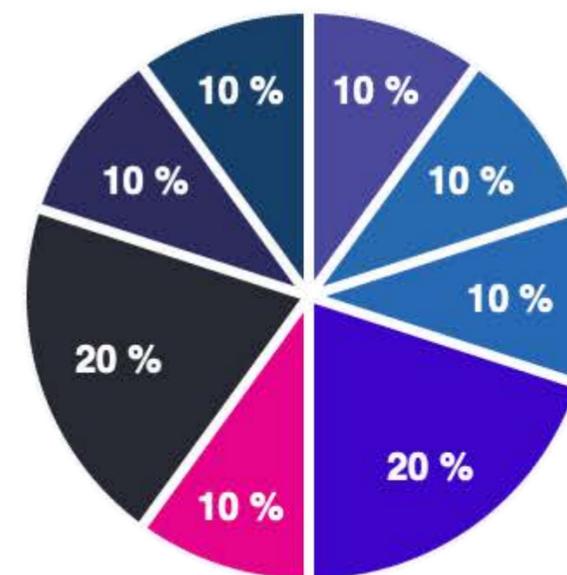


Investor returns

35%
IRR

6x
MOIC

Use of proceeds



- Marketing
- Public Presale
- Strategic Partner
- Team & Advisory
- Private Presale
- Liquidity Pool
- Company Reserve
- Exchange Listing

TOKENOMICS

SUPPLY	% OF TOTAL VALUE	NUMBER OF TOKENS
MARKETING	10%	250,000,000
PUBLIC PRESALE	10 %	250,000,000
PRIVATE PRESALE	10%	250,000,000
TEAM & ADVISORS	20%	500,000,000
STRATEGIC PARTNERS	10%	250,000,000
LIQUIDITY POOL	20%	500,000,000
COMPANY RESERVE	10%	250,000,000
EXCHANGE LISTING	10%	250,000,000

CONTACT US

Julien Sevat
Founder

+34 663 361 587

julien@metasportarena.com

www.metasportarena.com

