



ALLSKILLS

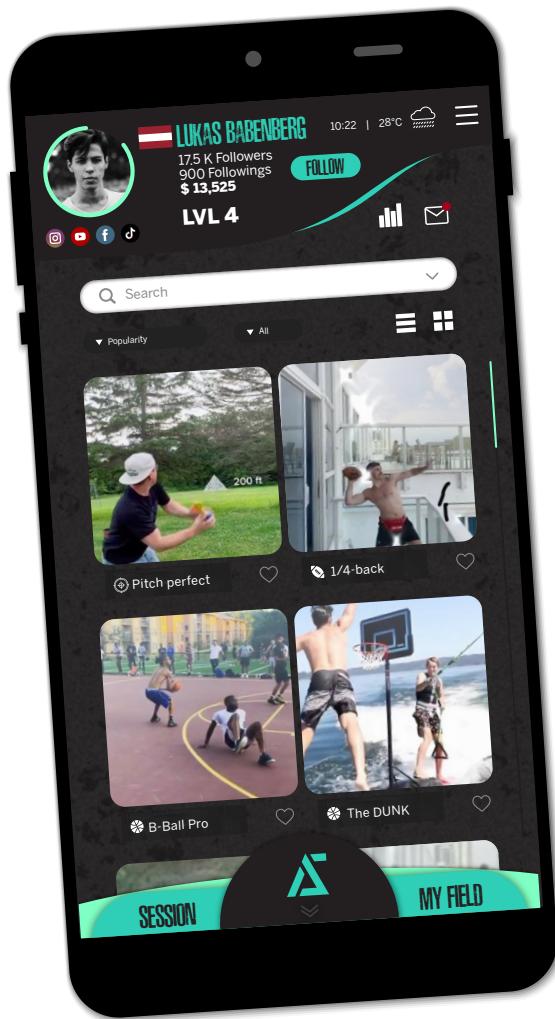
COMPETITION BASED NFT PLATFORM FOR SHOWCASING YOUR SKILLS



# OVERVIEW

## User Generated Social Game

Introducing AllSkills: the most unique social sport platform on the market.



## WHAT IS ALLSKILLS?

AllSkills is a platform that provides an opportunity to witness people of all skills showcasing their talents and competing against others all while earning money through our carefully crafted token based Vote and Challenge system and NFT Marketplace.

## GOAL

**Bring together the talent community using new technology and provide an ecosystem for sustainable growth**

- Constant creation and promotion of physical activity through the application
- Users upload video that then gets matched up against other users to compete
- The two then go into the feed where users vote on the winner
- Winner wins gaming currency and points in the standings, creating a live fantasy sport





# THE PROCESS

## HOW DOES IT WORK?

Our carefully crafted Challenge system and Vote token will allow both creators and consumers of content to earn money. Creators use videos capturing themselves performing their talent to challenge others with similar skills to a competition decided by community vote. Before uploading their video, users will have access to custom editing tools and features to enhance their content and make it stand out even more. Additional editing tools and features will be made available as rewards for winning challenges and leveling up as well as for purchase on our marketplace.

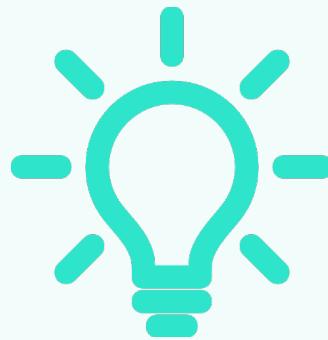
Users cast their vote using our \$Vote token stablecoin. The value of all \$Vote tokens used during a challenge forms a reward pool and once the challenge timeframe is complete, the value of the reward pool is distributed to the creator of the winning video and everyone who voted for it to win. When certain conditions are met, creators will also have the opportunity to mint their winning challenge video as an NFT which can be sold on our marketplace, as well as OpenSea, Rarible, and many other NFT marketplaces.  
\*royalties





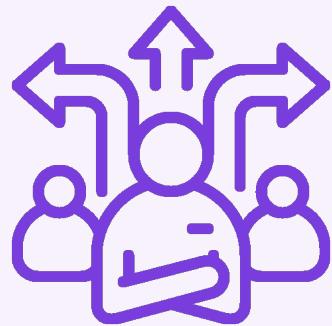
# ROADMAP

2019 - 2020



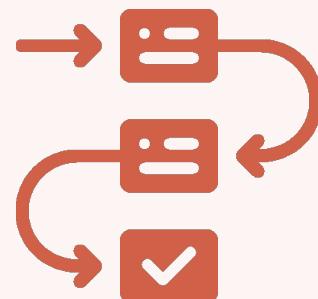
Ideation  
Business plan feasibility  
Study  
Olympic skater Charles Hamelin joins project

2021



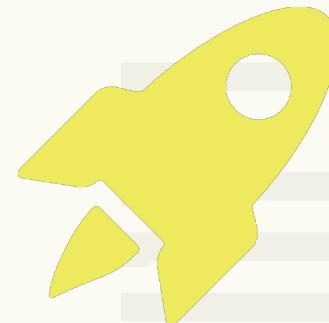
Market research  
Acquired  
Advisors & CTO Backed by PME Montreal  
Finalists in NBA Launchpad  
Pivot towards NFT platform  
Launch  
website release  
Whitepaper and tokenomics

Q1 2022



Announce partners  
Setup social accounts  
Release marketing plan  
Mint governance token  
Release plan for ambassador program  
Trailer  
Token presale

Q2 2022



Mint stablecoin Vote token  
Launch closed beta  
Full release of challenge System and marketplace

Q3+ 2022



Add video editing features  
Unique Tap-to-Record feature  
Release of ambassador program  
Release of GM mode





# THE BUILDUP

AllSkills looks to draw attention and create interest through engaging and unique content shared across the company social channels.

The team looks to utilize their resources and talent of content creation by affiliating with athletes and creating videos that showcase the platform's capabilities and generate attention that would lead to an increased attention in the launch of the coin and platform.

Prior to the launch of the website, AllSkills will have a soft launch that will organically grow their social followings. This period will include founder profiles, brand recognition, targeted sharing and promotion of various skilled videos that have been collected through personal contacts. On top of using the traditional social media platforms in Facebook, Instagram, Twitter, TikTok and YouTube, we also look to utilize Discord and Telegram. This will allow us to deliver main messages directly to our community and interact directly with them. We look to invite users from all channels as we grow and use these platforms as a hub to bring together our users. We will look to drive contests through our Discord channel as well.

Our social and content plan is done to create awareness and a following as we approach the presale of our token.

## VIDEOS AND TRAILERS

In order to be fully transparent and inform potential users of the process and development of the company, we look to complete and roll out an extensive content plan that includes video clips that describe the platform as well as mentions innovative features. Furthermore, we look to introduce trailers and skill clips to also share with our followers the kind of content we look to promote and share through AllSkills.





# AFFILIATE PROGRAM

By creating an affiliation program, we will be able to directly access our target market by teaming up with professional athletes, musicians and trickshot artists who believe in AllSkills as a platform, idea and project.

Working with these athletes, we will be able to ensure that AllSkills gets into the hands of interested users. We are going to be using a curated list of Influencers with a following similar to the target market of AllSkills. We look to not only target traditional sports, but creative pages and non-traditionally talented people as well. The reason for this is we feel that we would be able to capitalize on a diverse following in terms of audience and popularity. We look to have our influencers fall into the niche that is AllSkills; be in the world of sports (mainly as athletes), as musicians, dancers or simply by having an abundance of skill and always looking to compete. We're looking to have the influencers participate as ambassadors and depending on their level of involvement, have their content cross over into the application through the Ambassador Challenge. This would help us maximize the reach and engagement on their pages (through likes, views, unique content and shares) while also creating a drive-to-platform (be it website, token or App Store).

A select number of athletes will be involved as AllSkills athletes, who will be showcased and associated with the brand through a partnership that will allow us to utilize their Name Image and likeness for marketing and branding purposes. We are going to create these opportunities for athletes who are skilled and fit our core values:

- **Extreme passion delivers extreme results**
- **Always be relatable to our audience and true to ourselves**
- **Create a fun and safe environment**
- **Always be learning**
- **A belief in the importance of having a voice**





# TALENT ACQUISITION

Acquiring more affiliates and partners

The co-founders of AllSkills look to utilize their strong connections in the sport world, through agencies, teams and athletes to acquire affiliates that will post about the platform on their social media channels.

We look to use a targeted list of athletes to reach out and grow our affiliates. By doing this we will be targeting growing pages that we believe will have success on our platform. As opposed to just going based on follower counts, we want to ensure that we are having a natural progression and fit among those we affiliate with, whether it be companies, athletes or creators.

Olympics + Charles

We look to use the 2022 Winter Olympic Games as a breeding ground to get AllSkills into the hands of professional athletes. Co-Founder Charles Hamelin will be competing in his final Olympic Games and though he can not fully associate AllSkills to the games without a direct partnership, Charles will have access to thousands of high end athletes from all around the world.

Having Charles as a co-founder, we look to use his notoriety and the attention he will receive as he retires to draw attention to AllSkills through and by the national media. After a stellar career, Charles retirement will be a topic that a lot of media members (in and out of sport) will be covering.

Post Olympics + Leading up to presale

At the conclusion of the Olympic games, we look to maximize on the attention that partner Charles Hamelin will receive upon the completion of his speed skating career. Charles will mention AllSkills through his media availability and work with us on attracting a large number of athletes as affiliates.

After the games, we will also drive our attention to executing a strong marketing plan focused on not only our affiliates but promotion within the crypto space. By using tactics such as Guerilla and Target marketing, we look to drive users to our website and platform and create a hype surrounding the presale of our token.



# ALLSKILLS ROLLOUT

## Launch of beta

Throughout the launch of our beta, we look to reward our network of athletes and the skilled followers that we acquire by giving them an opportunity to participate in the beta. This period of QA is crucial to ensure the full-launch experience is as smooth as possible. As we open up and encourage more users to join the platform, we look to build and create a community that are proud and honored to be among the first users of AllSkills and we look to reward them as such.

Beta users will have the chance to be a part of an exclusive group, win prizes and opportunities and be heard as they are called upon to help shape the platform.

In this format, we look to introduce our player mode as the base product and offer our gamification that includes Tokenomics and levels. As this grows, we will look to test out our technological features such as our tap to record feature and our statistics analytics in the Scout Mode.

## Full release

Upon full release of the AllSkills platform, we look to create as much buzz and excitement around the platform as possible. Through a carefully crafted sponsorship and athlete affiliate plan as well as a full content plan focused on our target market, we look to create a big wave across both the creative and crypto communities. As we are the first platform to fully combine user-generated content, competition and crypto, we are completely unique to the market and look to make it known. From day 1, we look to emphasize community by promoting a platform that is safe, fun and engaging for all.

## Post release

We have a long term vision for AllSkills that includes the introduction of numerous technological features and improved gamification features that would allow all interested users to participate, regardless of the skill level.

Having a slow roll out of these features as the number of active users grow will help us not only attract new users, but keep our core group active and interested.

As the brand grows, we look to help with the growth and accessibility of sport. The creation and assistance of foundations combined with the promotion of living an active lifestyle and the stature of our affiliate athletes will help us achieve this goal.





# PRODUCT VIABILITY AND MARKET RESEARCH

Users across a number of top social platforms are consuming and creating creative and inspiring content at a rate that's never been seen before. By targeting an existing market, AllSkills guarantees a level of interest that has expanded globally and as a result of the COVID-19 pandemic, has exploded exponentially.

over  
**1.6M**   
posts generated with hashtags related to trickshots on Instagram

over  
**22.2B**   
posts on TikTok with hashtags related to trickshots

The Top 10 Social Channels such as *Dude Perfect* and *House of Highlights* have:

over  
**50M**  
likes on their Facebook page

over  
**20 B**   
views on YouTube

## WHAT DOES THIS TELL US?

The market is vast and invested but also spread across multiple channels and networks. By focusing our attention on users that are interested in the space, we are able to bring together like-minded individuals and offer them a community of their own.

## INCREASED POPULARITY OF NFT MARKET

As the world becomes more and more aware of NFTs, we look to utilize them for more than just digital art. The technology behind NFTs allows users to take control of their data, their content, and their voice.

NFTs have been on the rise in recent years. According to FRNT Financial, "In December and November (2021), daily transaction volume on OpenSea, considered to be the most active NFT platform, averaged \$67 million, compared to an all-time high of \$303 million in August.". That has and will continue to rise as NFTs and the necessary wallets become more and more available. To further solidify the popularity of NFTs at the moment, they equate to over 27 Billion dollars of trading in 2021. This is of course an all-time high for the blockchain technology, as in 2017, around the introduction of mainstream NFT trading and collectibles, there were barely 100 transactions per week, a far cry from the 15,000-50,000 registered on average per week over the last year.

When done properly, NFTs are safe, secure, could hold high value and are an exciting piece of technology that AllSkills is embracing to improve the overall product.





# THE ALLSKILLS STORY

The idea for ALLSKILLS came to us in May 2019. Noah and Francois are huge sports and trickshot fans. Whether it was on Facebook, TikTok or Instagram, we realized that our private messages didn't actually contain any conversation. The content in our inboxes was videos and pages being shared back and forth of sports and trickshot-related posts that came from various accounts across the platforms. We wondered how we could centralize the kind of content we were sending each other all day and we started discussing the concept of a social game as we were comparing the different videos we would see. That is to say a game where users who would be sharing this kind of content anyway, could compete in a 1 vs 1 duel and then share their content not on the traditional social networks but from our application, giving the users a chance to communicate and connect within their niche community.





# THE ALLSKILLS STORY

For over a year, we researched and met with developers, doing market and technological research before bringing Charles Hamelin into the project with whom we focused on building our vision around the world of sports. As we started collecting information on the sport world, we realized that AllSkills was bigger than sports and would be able to be malleable to each user's individual skill set and form of self expression. AllSkills was really about all kinds of skills. One problem we faced though was that hosting and delivering video content is expensive. Around this time Christopher Thompson was helping us develop our original concept and get it up and running. After many discussions about gamification, managing costs, and improving the user experience, Christopher was able to develop a system that addressed most of our problems and really unlocked the potential of AllSkills and has since taken us to another level. Christopher has a wealth of knowledge and expertise. With over 17 years of coding experience, he has been developing software for over half his life, and is always eager to discover new things. Christopher has guided AllSkills into the future, by possessing the skills and knowledge necessary to create a project of this magnitude, we are now able to fully offer our users a creative community experience that is now not only a fun way to post videos but also prepared to evolve with the future.

Using various web3.0 and blockchain technologies helps improve the original product by allowing us to take advantage of numerous decentralized innovations. These innovations allow our users to retain control of their content, never be at risk of losing access to what they've created and earned, unlocks multiple sources of revenue for us and our users, and allows us to build our future together as a community. As our users navigate the platform, they not only have the option to vote and earn money, rise up in leaderboards and prestige, but also find themselves making decisions that have real-life implications, gaming aspects and ways to show off that just simply do not exist on the major platforms.



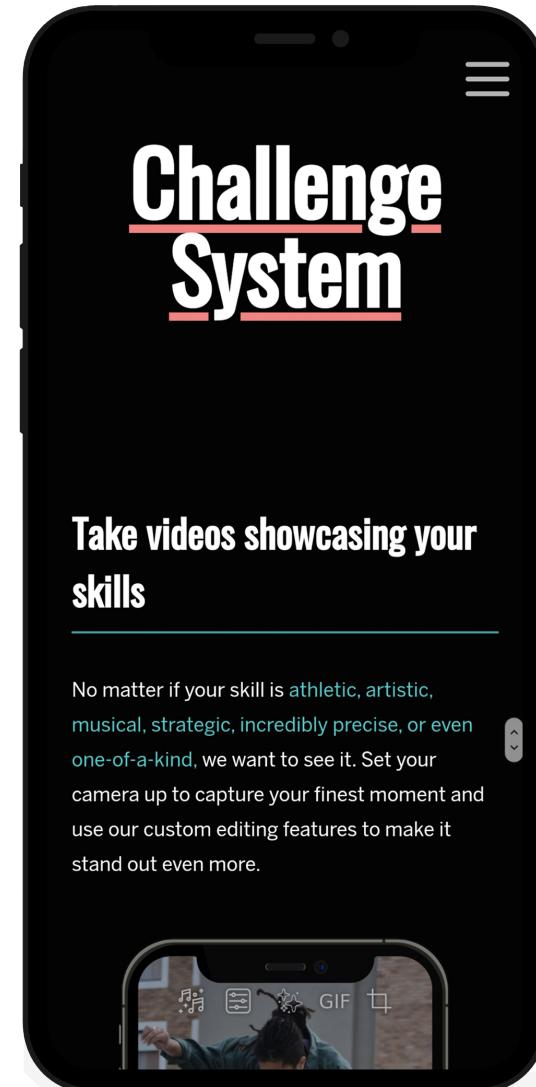


# HOW ALLSKILLS IS DIFFERENT FROM OTHERS

AllSkills is completely different from anything in the space as we not only offer the opportunity to share content and grow your community, but also quick and easy access to money making opportunities through our tokenization and challenge system.

Put your money where your eyes are. For the first time ever, other users can decide on which piece of content is worthy of their time and money.

AllSkills does not have traditional competitors in the crypto and sport space. By creating a mashup of several different concepts and features, AllSkills stands out as completely unique.





# ALLSKILLS VS. COMPETITION



Video posting		X	X	X	X
Community building	X	X	X	X	X
Video comparison			X		X
Innovative video features			X	X	X
User gratification (votes)					X
Direct monetization of post for all users					X
Challenge other users					X
Direct connection with professional athletes		X			X
Once in a lifetime rewards		X			X
Gamification	X	X			X
Leaderboard	X	X			X
Fan rewards	X	X	X		X
Living avatar					X



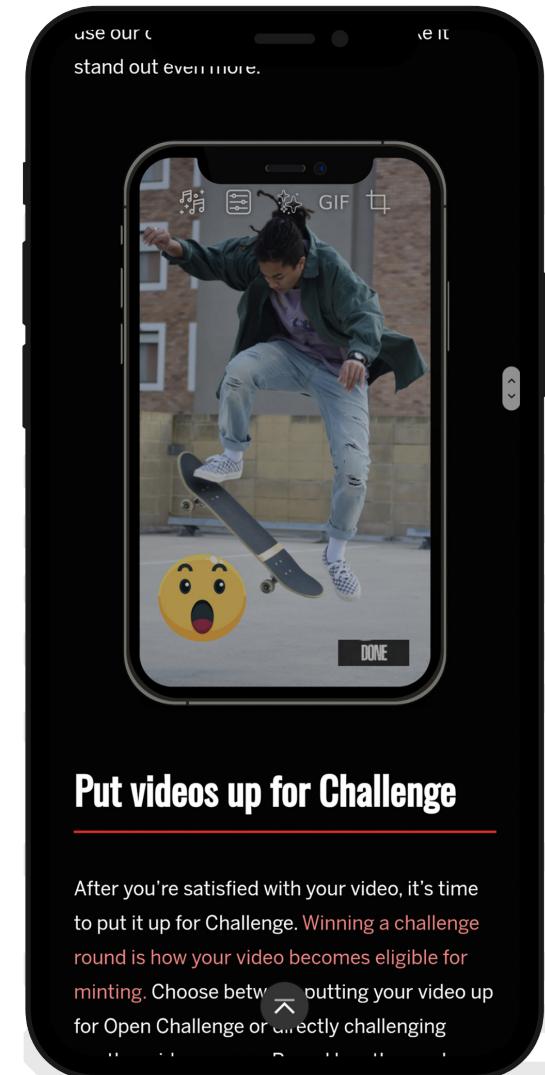


# HOW DOES IT WORK?

All skills are welcome. Whether it's athletic, artistic, musical, strategic, incredibly precise, or even one-of-a-kind, we want to see it. Users start off by setting up their camera and capturing their finest moment. Once the user has successfully captured their challenge video, they can now edit it in a simple way to make it as attractive as possible. Several elements such as music, effects, filters and GIFs are available to users for free according to their level, giving them the opportunity to let their creativity flow. Users can also spend vote tokens on unique filters and effects in our marketplace to further customize their videos and Living Avatar NFT.

After the user is satisfied with their video, the next step is to put it up for Challenge. Challenge round lengths are 72h. Users can choose between putting the video up for Open Challenge, which makes it available to be challenged by anyone, or they can directly challenge another video or user.

Once a challenge has started, the power is now in the voters hands. Users can vote for which video they like most using our fiat-backed stablecoin Vote Token. Once the challenge is complete, the video with the most votes is declared the winner, and if the conditions are right, minted as an NFT.



## Put videos up for Challenge

After you're satisfied with your video, it's time to put it up for Challenge. **Winning a challenge round is how your video becomes eligible for minting.** Choose between putting your video up for Open Challenge or directly challenging





# THE GAME

Users level up by winning challenges. Once they reach a certain level, they unlock the ability to mint successful challenge wins. If a user wants to mint a challenge video but hasn't reached the required level yet, they can purchase a Mint Token to mint any previous challenge winner of theirs. On top of that, every 24h, the top 1% of videos with the highest vote count will be minted.

The reward pool formed by all the vote tokens used during the challenge is distributed to the creator of the winning video. They will receive between 1-25% of the reward pool while the rest is distributed to all those who voted for it to win. The creators cut changes based on how close the vote is. The closer the vote count ends up being, the larger the cut that the creator receives. This incentivizes creators to look for fair challenges.

Voters are incentivized to engage with the platform by being able to earn up to 145% back for votes cast on winning videos. Voters also continue to share in the success by earning royalties every time a video they voted for is sold on any marketplace. Users have the option to purchase additional \$Vote tokens if they run out, or they have the option to watch sponsored content and be rewarded with tokens to never miss a minute.





# INNOVATIVE FEATURES

## TAP-TO-RECORD

In order to save space in the users phone and allow them to maintain momentum, AllSkills has developed a Tap to Record feature. Users are to place their cell phone and frame themselves in the shot. From there, the users simply execute their trickshot or move and once they have achieved their desired goal, tap anywhere on the screen. The platform will then record the last 30 seconds and the users may cut and edit the clip as they wish.

Instead of starting and stopping the recording after each try, or saving an hour long video that takes up too many megabytes on the phone, this tool allows users to live in the moment and fully capture their talents.

## SCOUT MODE

AllSkills will use AI and humans to identify and track all kinds of stats and metrics related to each skill tag to make available advanced analytics and social engagement metrics to those looking for the next big superstar.





# TECHNOLOGIES USED

## HARDRIVE ON ARWEAVE

"Arweave is a new type of storage that backs data with sustainable and perpetual endowments, allowing users and developers to truly store data forever – for the very first time. As a collectively owned hard drive that never forgets, Arweave allows us to remember and preserve valuable information, apps, and history indefinitely. By preserving history, it prevents others from rewriting it."

## LIVING AVATAR NFTS

The Living Avatar NFT is an idea that combines identity verification with NFTs. Living avatars represent users' current state and track their history as they interact with our platform, and across the wider Web3.0 system. Living avatars update in realtime, are customizable, and used to display details about the user, their progress, and their achievements. Users can earn exclusive custom-minted NFTs while using our platform that they can use to make their avatar stand out even more.

## NEAR

AllSkills will be built using a multi-chain protocol to allow easy integration with the major NFT blockchains. The foundation of our system, including the governance system, wallets/user profile, stablecoin, and challenge contracts will be featured as an appchain on the NEAR protocol. NEAR is a Proof-of-Stake blockchain and certified carbon-neutral. The Octopus Network on NEAR allows for interoperability between IBC-enabled blockchains.





# TECHNOLOGIES USED

## RARIBLE

At AllSkills we understand the constantly shifting horizon of the NFT ecosystem and the need to be quick to market. The Rarible protocol provides quick access to an expansive and diverse NFT ecosystem, and allows our users the freedom to choose to mint to one of the top NFT blockchains of their choice (Tezos, Polygon, Ethereum, Flow) and immediately have exposure to the top NFT Marketplaces in the world (OpenSea, Rarible, HicEtNunc). Rarible also provides the opportunity to track and collect royalties.

## STABLECOIN

The Vote token used to cast votes during challenges will be a stablecoin backed 1:1 by fiat currency. Stablecoins are digital currencies that achieve a stable price by pegging their value to real-world property via collateralization in an attempt to keep the coins price stable. Users will always know exactly how much their wallet is worth with no price swings.

## DECENTRALIZED EXCHANGE

AllSkills will feature its own NFT marketplace where users can buy and sell their one-of-a-kind moments. The marketplace will allow speculators and collectors to either buy low and sell high, or build up their collection and reach the top of the collectors leaderboard. With the option to mint to multiple chains and easy interoperability between IBC-enabled chains, users are free to transfer their NFTs and sell them on the marketplace of their choice, while royalties are still tracked and distributed respectively.





# TOKENOMICS

## WHAT IS \$VOTE TOKEN USED FOR

- Voting
- Purchases in profile and cosmetic marketplace
- Purchasing "Mint Tokens"
- Ambassador submissions

## WHAT IS \$SKILL TOKEN USED FOR

- Gas fees
  - Start challenge
  - Open chests received from challenge wins
  - Voting
- Staking to enter raffles and staking to earn vote tokens
- Governance

10,000,000 tokens will be made available during our token presale with a funding target of \$2,000,000. The public sale will take place 2 months after the presale, where a further 20,000,000 tokens will be made available for purchase.

Team tokens will be made available on the following release schedule: 15% after public sale, 3 month cliff, 5% on a monthly basis.

Advisor tokens will be made available on the following release schedule: 10% after private sale, 20% after public sale, 3 month cliff, 5% on a monthly basis.





# ALLSKILLS TEAM

## Co-founders



### CHARLES HAMELIN

A five-time Olympian and two-time Speed Skating World Champion, Charles Hamelin brings a competitive edge to AllSkills. A passionate athlete and gamer, Charles has worked on a number of projects and has worked with some of the world's biggest brands. The most decorated Winter Olympian in Canadian history, Charles not only has experience on the ice, but is also an avid gamer. Charles has worked with a number of companies, providing feedback on their gamification and ease of use, combined with his athletic background and he provides great insight into the mind of athletes and gamers.



### NOAH GOREN

Noah has been in and around the sport industry since 16 years old. A determined and passionate person, he graduated from Brock University's Sport Management program where he began to focus his career on marketing. Through his experience in Junior Hockey, CFL, AHL and NHL, as well as freelance, Noah has learned the art of connecting with athletes. Noah is always thinking of ways to improve both the world in which he lives as well which lends a hand to AllSkills approach in providing a better and easier way to make sport and competition more accessible.



### FRANÇOIS SAMMUT

A director, conceptualist and creative, François, known as the Skating Cameraman, is quick to navigate and come up with new and forward ideas. A lover of all things skills, he has worked on honing his craft and meeting with people across multiple sectors for over 14 years. From musicians to athletes to editors, François has learned from them all and has applied this knowledge and passion to AllSkills.



### CHRISTOPHER THOMPSON

Christopher is a full stack engineer and smart contract developer who brings a wealth of knowledge and experience to AllSkills. A mind made for creative thinking and problem solving, Christopher has over 17 years of experience in software development, and has been involved in the blockchain world since 2013. He is someone who takes his time to fully understand a situation and has an exceptional talent for understanding and evaluating. Christopher's knowledge of games and web3.0 technologies changes the potential of AllSkills for the better.

By coming together to form AllSkills, the four co-founders are able to bring different qualities together that complement one another. From growth driven minds to ones focused more on the task at hand, the team is able to balance each other out in order to bring the best possible product to the hands of our users.

