Why RELIC?
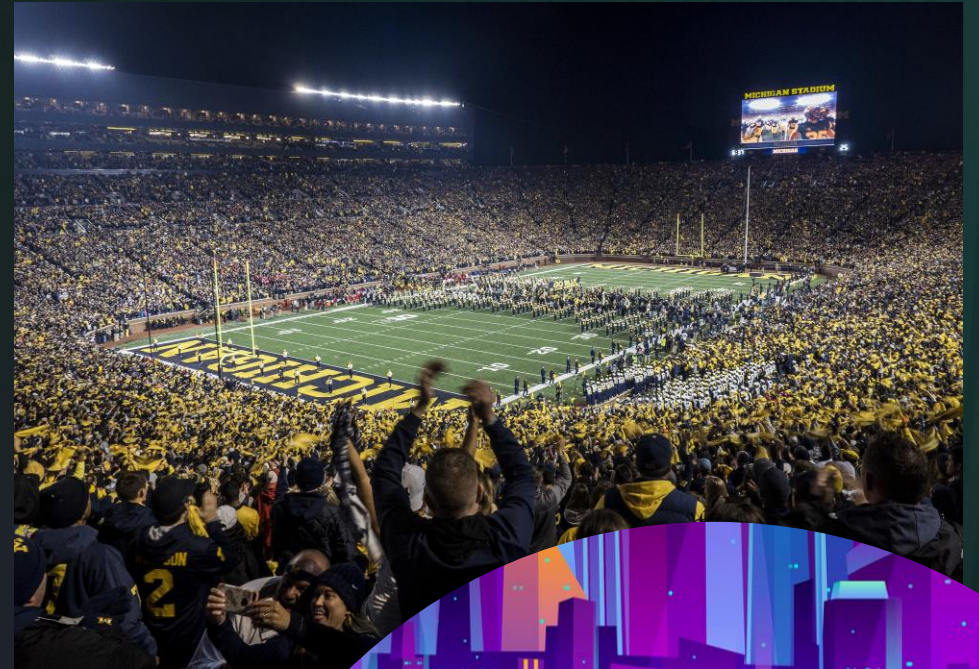

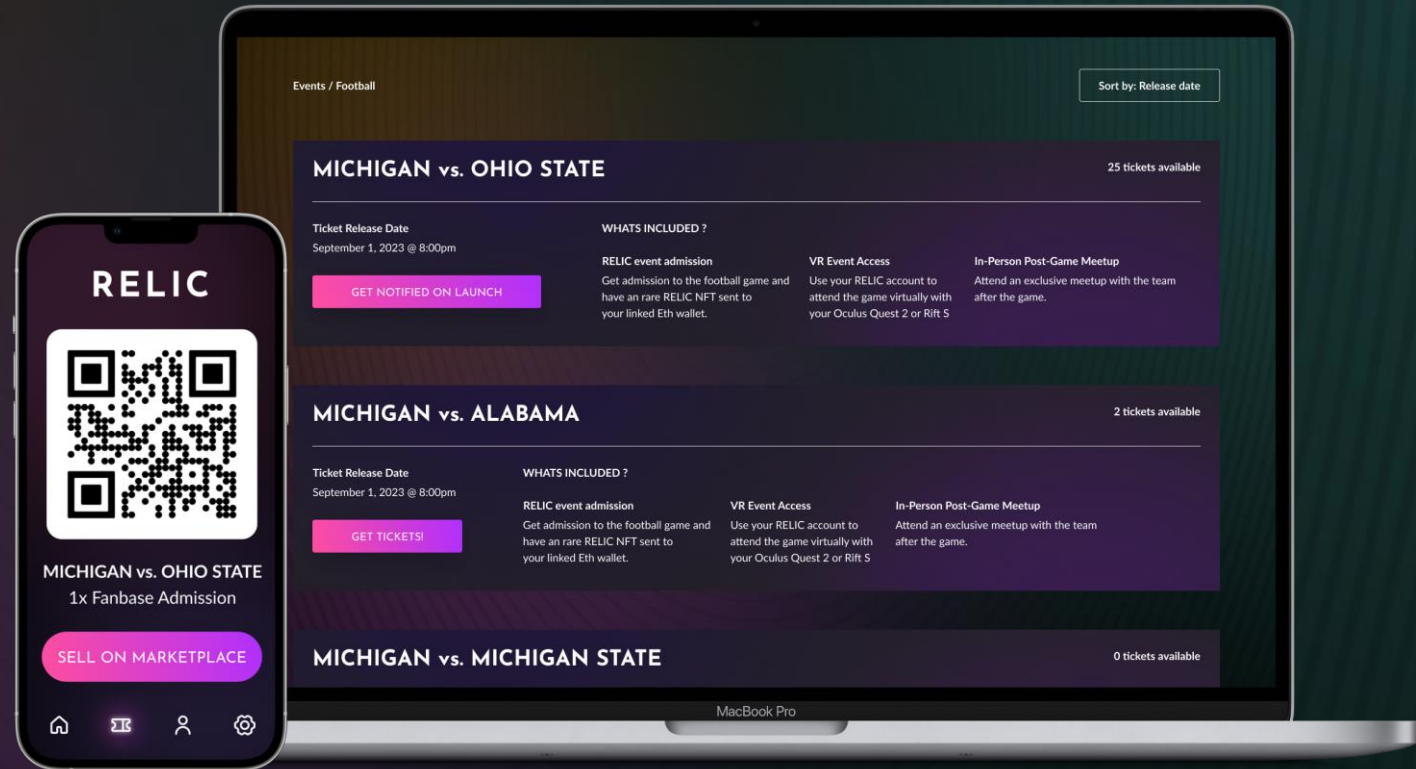Do you remember when you walked into the Big House for the first time?

Or when Michigan beat OSU for the first time in 9 years?

Savor the moment forever with RELIC

Business Overview

RELIC will partner with the University of Michigan Athletics Department to offer a limited set of special commemorative tickets paired with an NFT on the Ethereum Blockchain

The Problem

Due to revenue shortfalls, University Athletic Depts. are discontinuing non-revenue programs at an alarming rate.

77

NCAA Division 1 programs discontinued in 2021

$300M

Loss in athletic program revenue at that school down south (2020 estimate)

Sources:
Tracker: College Sports Programs Cut During COVID-19 Pandemic (businessofcollegesports.com)
College sports cutting across NCAA carries deep impact - Sports Illustrated

Product Solution

Offer commemorative NFT tickets for fans to support the university and collect memories from their favorite games.

BUY
Your own RELIC for access to the game, unique experiences, and a collectible digital asset

SELL
Your RELIC on the OpenSea marketplace in exchange for ETH

SUPPORT
Your university through buying and selling to keep non-revenue sports on campus

Collectible NFT popularity is *soaring*

Collectible NFTs are most popular

Number of non-fungible token sales in popular categories in past month

Category	Sales
Game	8,102
Metaverse	11,408
Art	29,315
Utility	103,909
Collectible	116,567

Note: Data for the month up to January 10, 2022. Data only shows transactions on the ethereum blockchain and excludes "off-chain" sales.
Source: NonFungible.com

NFT sales climb to $11.6 billion in Q4 - DappRadar

Quarterly non-fungible token sales volumes across multiple blockchains, in U.S. dollars

Quarter	Value
Q1 2021	1.2B
Q2	1.3B
Q3	10.7B
Q4	11.6B
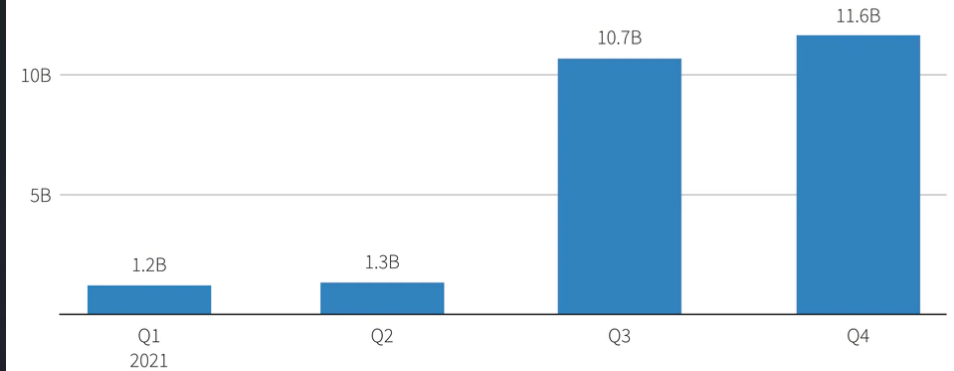
Note: Data excludes "off-chain" sales.
Source: DappRadar

This a great opportunity for the UofM athletic department to leverage their under-utilized assets by generating official NFT memorabilia that fans will love for years to come!

Sample RELIC

What's unique?

Security & Authenticity Guarantees of Ethereum Network

- 0.5% of all RELIC NFT sales will go to UofM athletic department to offset revenue shortfalls and be earmarked to subsidize non-revenue generating sports

- RELIC owners will be rewarded with ETH for completing trades on eligible RELIC NFTs

- Community members earn badges for interacting in the marketplace. Badges will give community members access to special events and university swag

What's unique?

High Quality Partnerships

- RELIC NFTs will be licensed through UofM, making them more 'authentic' with the use of UofM trademarks/logos

- Partnership with the UofM School of Art & Design for student designed digital art to be featured on the 2023 UofM v. OSU RELIC

- Partnership with UofM Band to include audio component in the RELIC NFT

What's unique?

Community Building

- Only UofM students allowed to buy initial release of RELIC NFTs in Fall 2022

- RELIC NFT owners will have exclusive access to unique events and experiences

- RELIC Discord Channel will be available to community members

Tech Overview

There are many protocol tokens to choose from (Ethereum, Solana, FLOW, etc.) when building an NFT marketplace

With the recent rollout of Ethereum's consensus layer, the congestion that the network has faced in the past will soon be a non-issue

The Ethereum blockchain will be used to implement RELIC NFTs because of its massive developer support and available tooling

Market Size

$26.6B

Total Available Market:
All ticketing activities in U.S.

Predicted to be $35.28B by 2026

$12.4B

Serviceable Available Market:
Sports ticketing activities in U.S.

Predicted to be $14.3B by 2026

$622M

Serviceable Obtainable Market:
NFT sports ticketing events in U.S.

~5% of the market
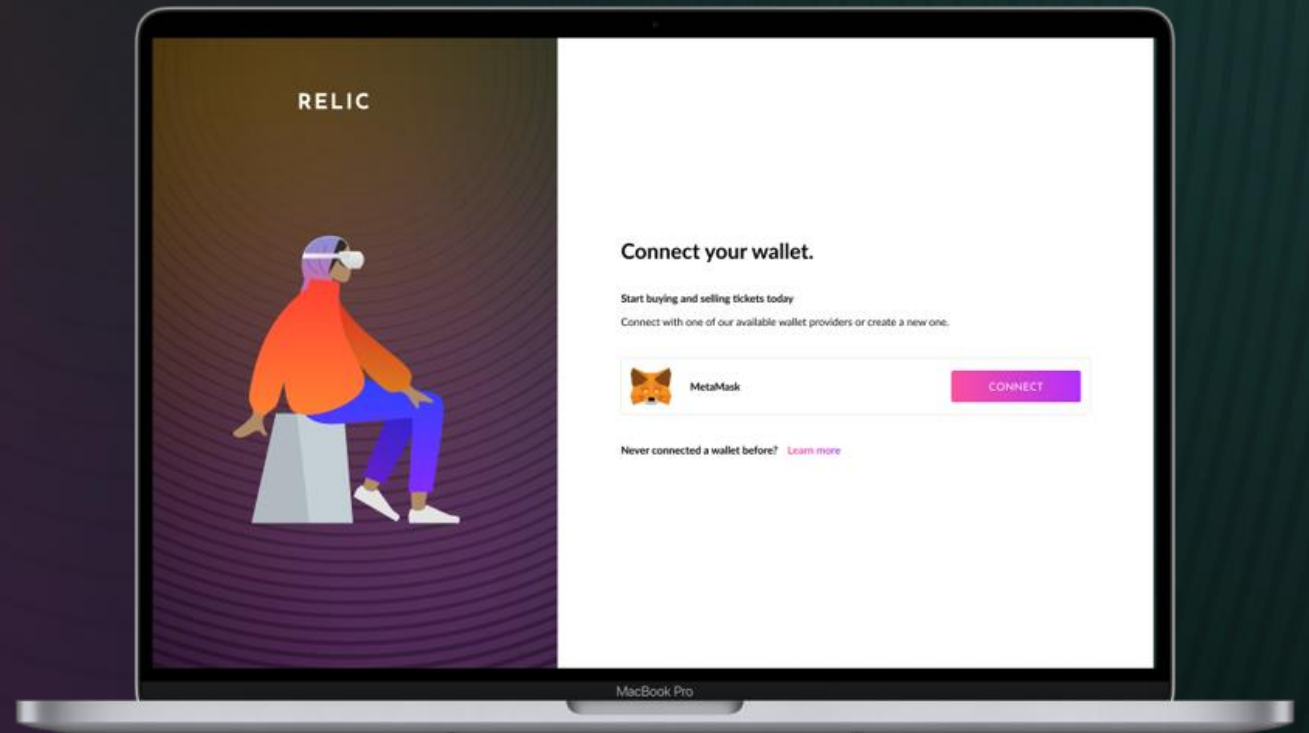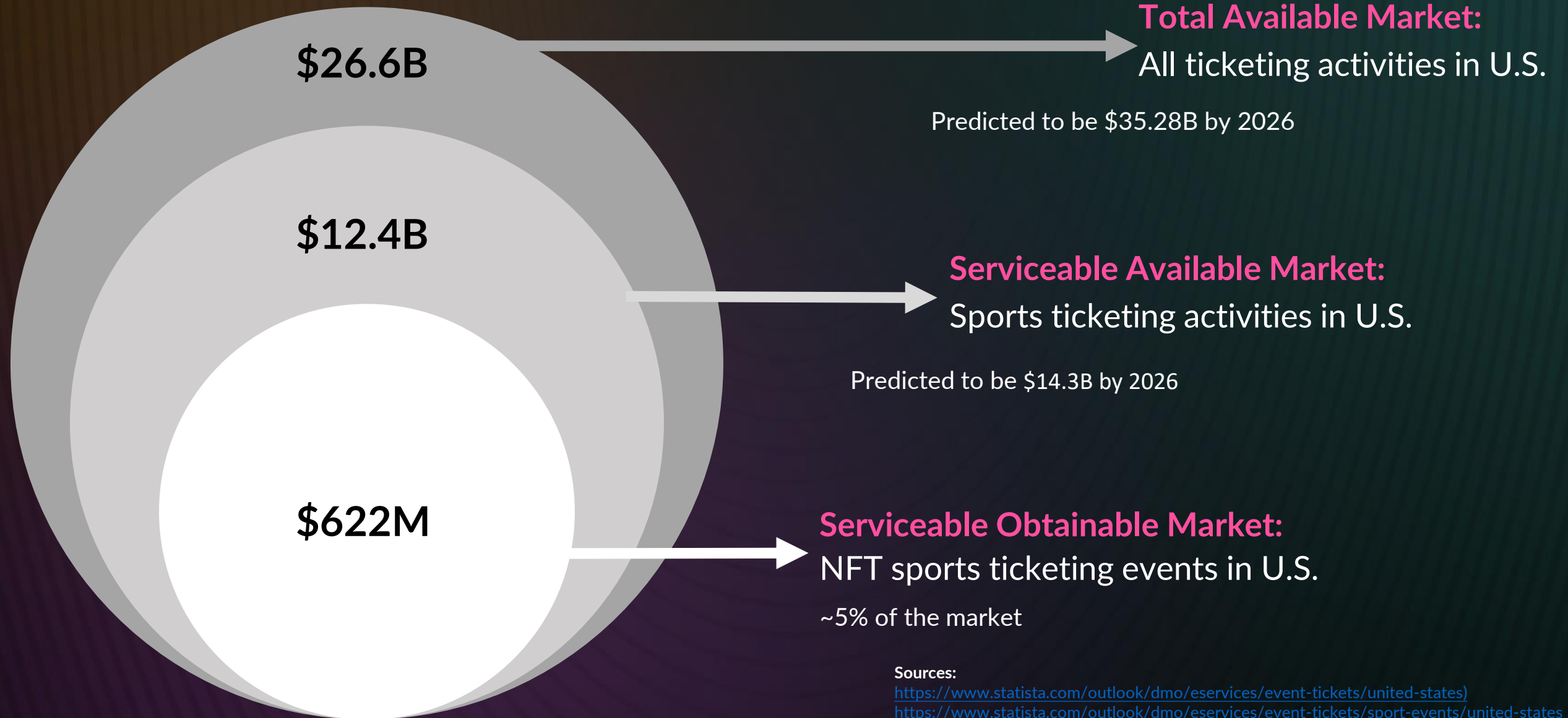
Target Customer
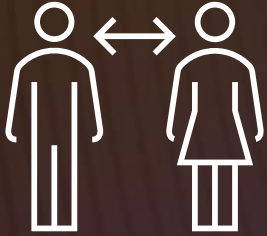
AGE AND GENDER

18-24 years

Gen Z / Millennials

Gender agnostic

OCCUPATION

Student

Alumni

LIKES

Sports enthusiast

Tech-savvy

Ticketing Competition Overview

	Blockchain	Collectible	Multi-Platform Compatible	Community Creation	University Partnership
RELIC	⭕	⭕	⭕	⭕	⭕
(G logo)	⭕	⭕	⭕	❌	❌
YellowHeart	⭕	⭕	⭕	❌	❌
ticketmaster	❌	❌	❌	❌	❌
StubHub	❌	❌	❌	❌	⭕

NFT Competition Overview

	Digital Art	Video Highlights	OpenSea Compatibility	University Partnership	Ticket Memorabilia
RELIC	✅	✅	✅	✅	✅
NBA TOP SHOT	❌	✅	❌	❌	❌
NFL ALL DAY	❌	✅	❌	❌	❌
VALIANT MGMT	✅	❌	✅	✅	❌
THE PLAYERS' LOUNGE™	✅	❌	❌	❌	❌

Risks

- Partnership and licensing issues over media rights
- NFT washing and counterfeits
- Decreased use of ETH blockchain

Mitigation

- Conservative roll-out plan targeting only football games with small quantity of tickets
- Strong community with active users on Discord to monitor the market
- Core value-add is not tied to a single blockchain

Sources:
https://www.reuters.com/business/finance/nft-marketplace-shuts-citing-rampant-fakes-plagiarism-problem-2022-02-11/

Financial Projections
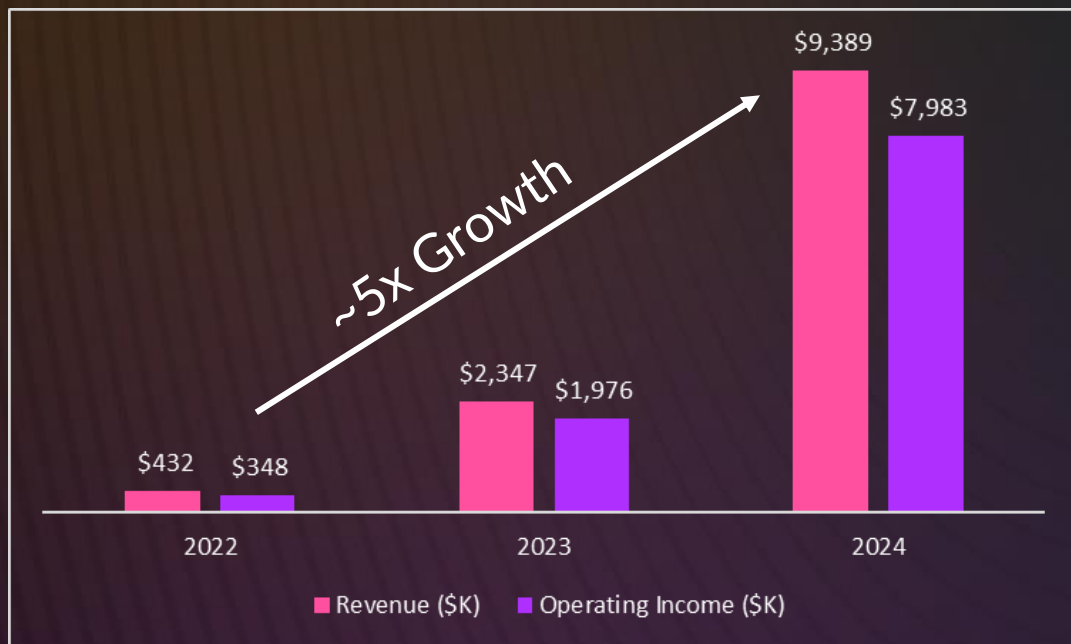
Key Revenue Streams

- 3% up front commission fee
- 0.5% royalty fee for every post-mint trade

Key Takeaways

- Breakeven in year 1
- High profit margin due to low COGS

Exit Opportunities:

Sell to big box ticketing platform

Sell to University of Michigan

Merge with competing NFT project

3 Year Roadmap

Launch MVP application within 8 months

Year 0

Partner with UofM Athletics

UX/UI design and develop application

Mar '22 – Aug '22

> $70M trading volume

Year 1

Go-to-market via social media to UofM students only for all home games

Sep '22 – Aug '23

> $140M trading volume

Year 2

Expand to UofM basketball and hockey, introduce new features, and complete priority bug fixes

Sep '23 – Aug '24

> $550M trading volume

Year 3

Expand to general public customer base and begin rolling out program at other Big 10 universities

Sep '24 – Aug '25

Meet the Team

BILL BONNER

MBA, Data & Business Analytics

MUSTAFA ISIK

MBA, Global Operations

JULIEN FARO

MSE, Computer Science

BRYCE RAJABIAN

OMBA

ANDREW YANG

BBA & CS

RELIC

Savor the Moment

Try out the prototype!
qrco.de/relic