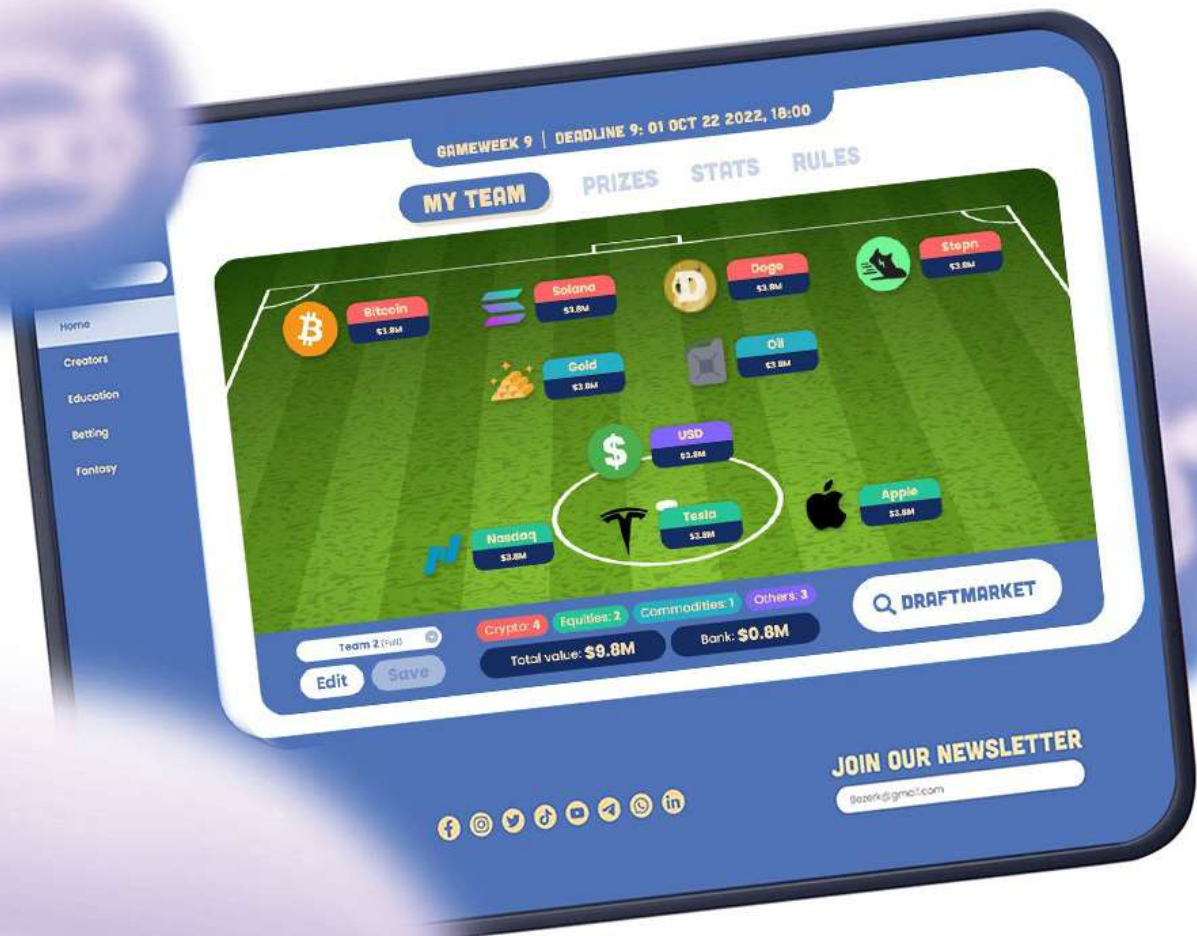
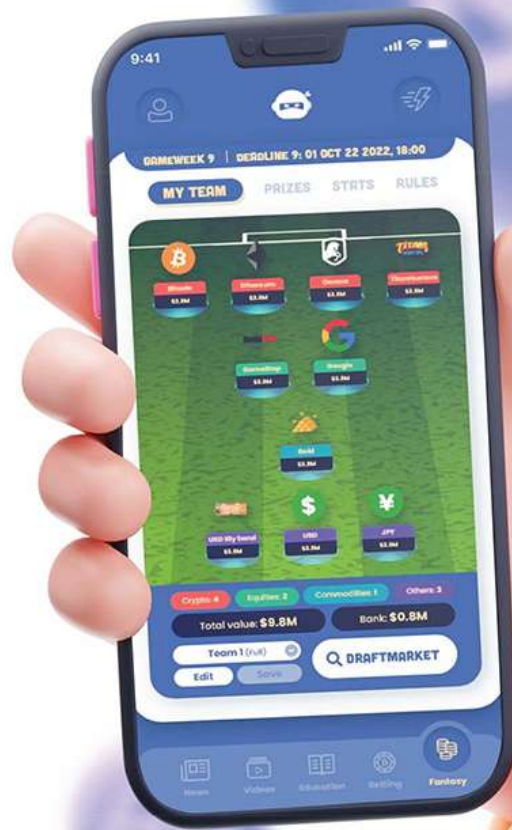




REBELLION

Fantasy Finance



Gamified Investing for
a New Generation



SUMMARY

Rebellion is a fantasy finance platform that turns portfolio-building into a competitive, gamified experience.

Where DraftKings meets Robinhood and Coinbase

Inspired by the global success of fantasy sports, Rebellion allows players to draft diversified teams of financial assets—spanning crypto, stocks, bonds, and commodities—to compete in structured leagues for prize pools.

Rebellion brings the thrill of competition and strategy to the world of crypto and financial assets, ushering in a new era of **Investment Gamification.**

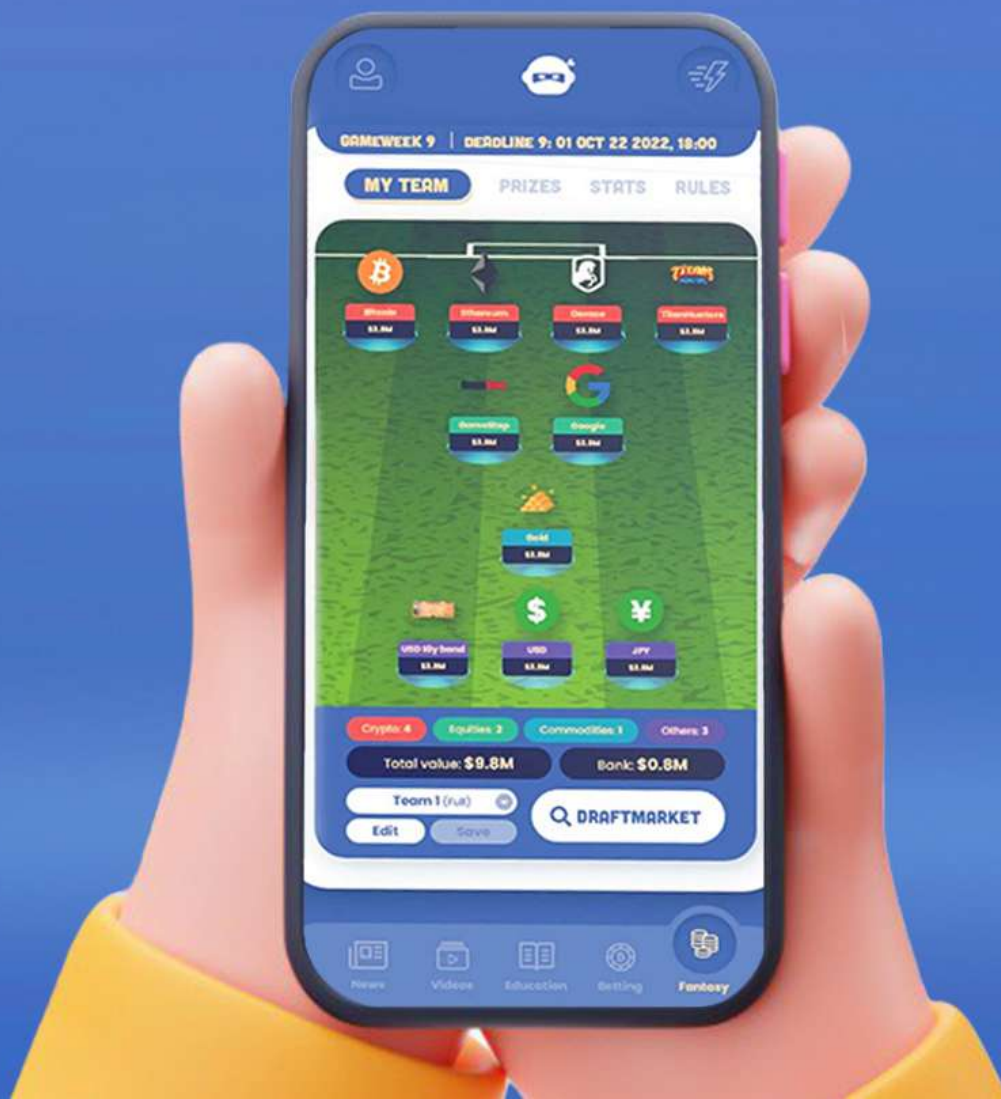


INTRODUCTION

Trading is often reduced to luck, leverage, or hype cycles. The vast majority of retail traders are flying blind, chasing pumps, or burning out on volatility. Yet, there's a huge audience hungry for structure, challenge, and a chance to prove their skill.

Rebellion reimagines trading as a skill-based game where performance is measured not just by profit, but by how smartly your portfolio performs relative to others.

The next-gen alternative to Binance, Robinhood, DraftKings.



Meet DOMINIK

Dominik, 27, is a power user of Robinhood. He's grown tired of meme stocks, hype-driven crypto pumps, and clunky trading apps. He's skilled, data-driven, and competitive—but the market feels either like a casino or a spreadsheet.

When he tries Rebellion, he drafts a team of Bitcoin, Nvidia, and Gold for a week-long challenge. He tracks his team's performance live, climbs the leaderboard, and instantly wins \$300 in USDC. No risky leverage, no waiting, no stress. Just skill, action, and results.



REBELLION



DOMINIK

Total Winnings
\$ 2,450

Games Played
36

Win %
30 %

Avg. Return
12,5 %

Score Over Time



Risk Level



Asset Allocation



MY LEAGUES

Status		Ongoing	Past	Prize
		Points	Scored	
Weekly League	Finalized	12,540	15 / 250	500
Monthly League	Finalized	11,520	8 / 370	250
Daily League	Finalized	12,094	6 / 270	150
Weekly League	Finalized	12,542	3 / 115	100

CLAIM REWARDS

Claim All

MARKET OVERVIEW

The worlds of trading, fantasy gaming, and prediction markets are booming—but fragmented. Each serves a specific audience, yet none combine financial skill-building, gamified competition, and low-risk participation in a single experience

Rebellion targets three early user groups:

FANTASY SPORTS FANS

Love weekly action and competitive formats



RETAIL TRADERS

Disillusioned with hype and FOMO-driven markets



CRYPTO ENTHUSIASTS

Seeking skill-based games without predatory tokenomics



TOTAL ADDRESSABLE MARKET (TAM)

We estimate our TAM by starting with two massive audiences:

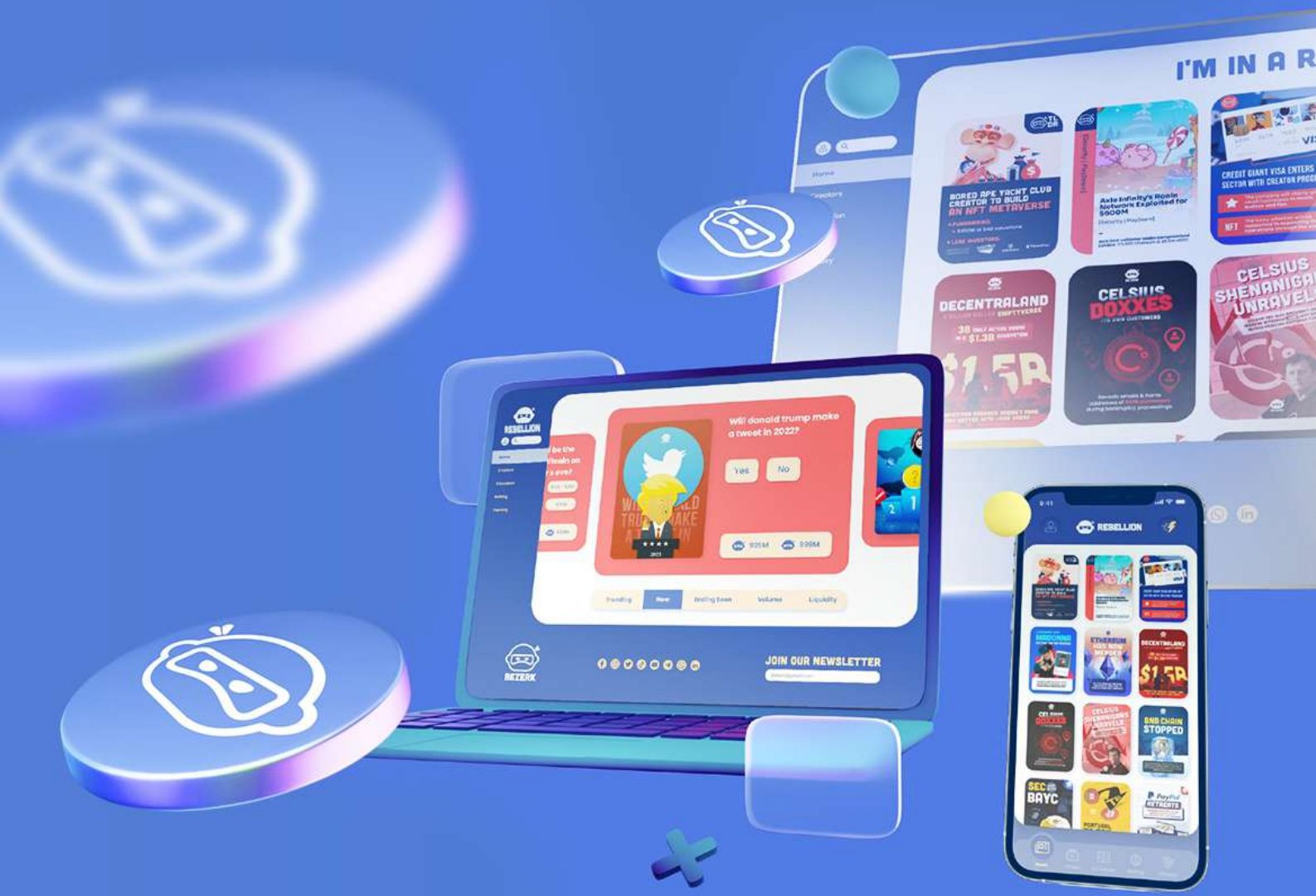
- 65M active U.S. fantasy sports players (Statista, 2023)
- 20M global retail traders (World Bank + App Data)

Internal surveys show ~35% of fantasy users invest, and ~40% of retail traders like game-style investing.

TAM (Fantasy-Investors Overlap): $65M * 35\% = \sim 22.75M$ users.

If each spends ~\$120/year in entry fees (avg. 2–3 leagues/month), that's:
→ \$2.73B serviceable revenue opportunities

FEATURES	FANTASY SPORTS	TRADING APPS	PREDICTION MARKETS	REBELLION
CORE THEME	Sports	Finance	Speculation	Fantasy Finance
RISK TO USER FUNDS	Low (entry fees)	High (real capital)	Medium-High	Low (gamified)
REWARD STRUCTURE	Winner-takes-most	Profit-based	Odds-based	Tiered & skill-based
TARGET SKILL	Sports knowledge	Financial literacy	News prediction	Portfolio strategy
SEASONALITY	Yes	No	No	No
GAMIFICATION	Strong	Moderate	Low	Core mechanic
ACCESSIBILITY	Medium	High	Medium	High
REAL-WORLD IMPACT	None	High	Medium	Financial education + fun



OPPORTUNITY GAP

This isn't just a game. It's a new financial meta-layer—a "Fantasy ETF" model where users simulate trading and investing with real stakes, but without needing deep capital or risking their life savings.

ADVANTAGES

- 🎮 First-mover in the fantasy finance category
- 🎮 Game engine + scoring IP
- 🎮 Multi-chain compatibility (ETH, SOL, BSC, etc)
- 🎮 UX-first onboarding + token-optional model



Our first 10k users are digitally-native, mobile-first, and want more than speculation—they seek a game of skill with real upside.

TAM = 65M

active fantasy sports
users globally

SAM = 35%

invest = ~22.75M

SOM = 10%

willing to pay/play
= ~2.3M users

**IF AVG. REVENUE/USER
= \$10/MONTH**

**SOM REVENUE
= \$276M/YEAR**

THE PLATFORM

Rebellion offers two core gameplay modes—Fantasy Mode and Pro Mode—built to serve both casual players and strategy-driven competitors.

While both modes revolve around drafting a team of financial assets and competing based on performance, they differ in their level of control, complexity, and tactical depth.

HOW IT WORKS



- Users join leagues (e.g., daily/weekly/monthly contests) with a fixed entry ticket (e.g., \$100) based on their gameplay mode.
- They draft a fantasy portfolio of 10 assets across various categories—crypto, stocks, bonds, gold, oil, etc.
- Each asset contributes to a performance score, calculated over a fixed timeframe.
- Winners are determined by relative performance, not raw returns—mitigating luck and manipulation.
- The top scorers share the prize pool.

GAME MODES

Fantasy Mode

is accessible, fast, and fun—designed to onboard casual users. It is budget-based and uses fixed-weight portfolios for quick, intuitive play.

USER PROFILE	Casual users, new players
WEIGHTING	Fixed (10% per asset)
DRAFT BUDGET	Yes (100-point cap, variable asset costs)
TEAM SIZE	10 assets
SCORING MODEL	Relative scoring (vs league average)
SCORING MECHANICS	Simple scoring only
POWER-UPS	Not available
REBALANCING	Not allowed
DIVERSIFICATION REQUIREMENT	1 asset per category (crypto, stocks, bonds, commodities)
ENTRY FORMAT	Budget-based drafting
BEST FOR	Quick play, onboarding, casual competition

Pro Mode

allows advanced users to construct conviction-weighted portfolios. It simulates real-world investing while preserving the competitive structure of fantasy games.

Experienced users, traders, strategists
Player-defined (max 20% per asset)
No budget cap; full access to asset pool
10 assets
Relative scoring (vs league average)
Advanced scoring with power-ups and penalties
Available (Captain, Hedge, Streak Bonus, etc.)
One mid-league reallocation
Same
Weight-based portfolio construction
Strategic depth, portfolio simulation





FEATURES

CROSS-MARKET ASSET UNIVERSE

- Top 100 Cryptocurrencies by market cap & trading volume
- Top 200 US & Global Stocks, selected for liquidity and sector diversity
- Most Traded Bond ETFs representing major government and corporate debt
- Liquid Commodities via ETF proxies (e.g., gold, silver, oil)

Diversification is enforced by league rules

SCORING SYSTEM

Relative Scoring based on how your portfolio performs compared to other players. Even in a market crash, the top least bad team wins.

LEAGUES

Tournaments vary by duration, theme, and access type, allowing Rebellion to support everything from fast-paced speculation to long-term strategic play.

PRIZE POOLS

Players compete for a shared prize pool based on their score ranking. Live leaderboards help with real-time tracking and analytics

NO REAL TRADES

All portfolios are simulated. Users don't buy or sell real assets—removing front-running, slippage, or pump-and-dump risks.

EXPANSIONS

Rebellion will support **Custom Private Leagues**, allowing users to create and manage their own fantasy contests or prediction games.

This feature is designed for:

- **Friends & Communities:** Play with private groups, DAOs, or trading circles in invite-only competitions.
- **Influencers & Content Creators:** Run leagues for your followers, offer exclusive prizes, and drive community engagement.
- **Brands & Sponsors:** Launch branded leagues tied to specific asset classes or events.

PLANNED FEATURES

- **Custom Entry Fees & Prize Pools:** Choose your league size, duration, and buy-in amount (in USDC/USDT).
- **Access Controls:** Public or private leagues with password protection, token-gated access, or invite-only participation.
- **Social & Gamified Tools:** Leaderboards, chat, custom badges, and league history.



SCORING SYSTEM

Rebellion's scoring system converts portfolio performance into structured, scaled points—ranked relative to all other participants in the league. This model emphasizes **outperformance over raw return**, ensuring fairness across all market conditions.

EXAMPLE LEAGUE SETUP

Fantasy Mode: all assets equally weighted (10%)
Duration: 7 day

YOUR TEAM PERFORMANCE

BTC	+5.0%	10%	+0.50%
ETH	+3.0%	10%	+0.30%
AAPL	+2.5%	10%	+0.25%
GLD	-1.0%	10%	-0.10%
SOL	+6.0%	10%	+0.60%

Total Portfolio Return = +2.80%

League Average Return = +1.00%

Relative Score
 $= (2.80 - 1.00) \times 100 = +180$ points

Your final score is +180, which determines your rank on the leaderboard.



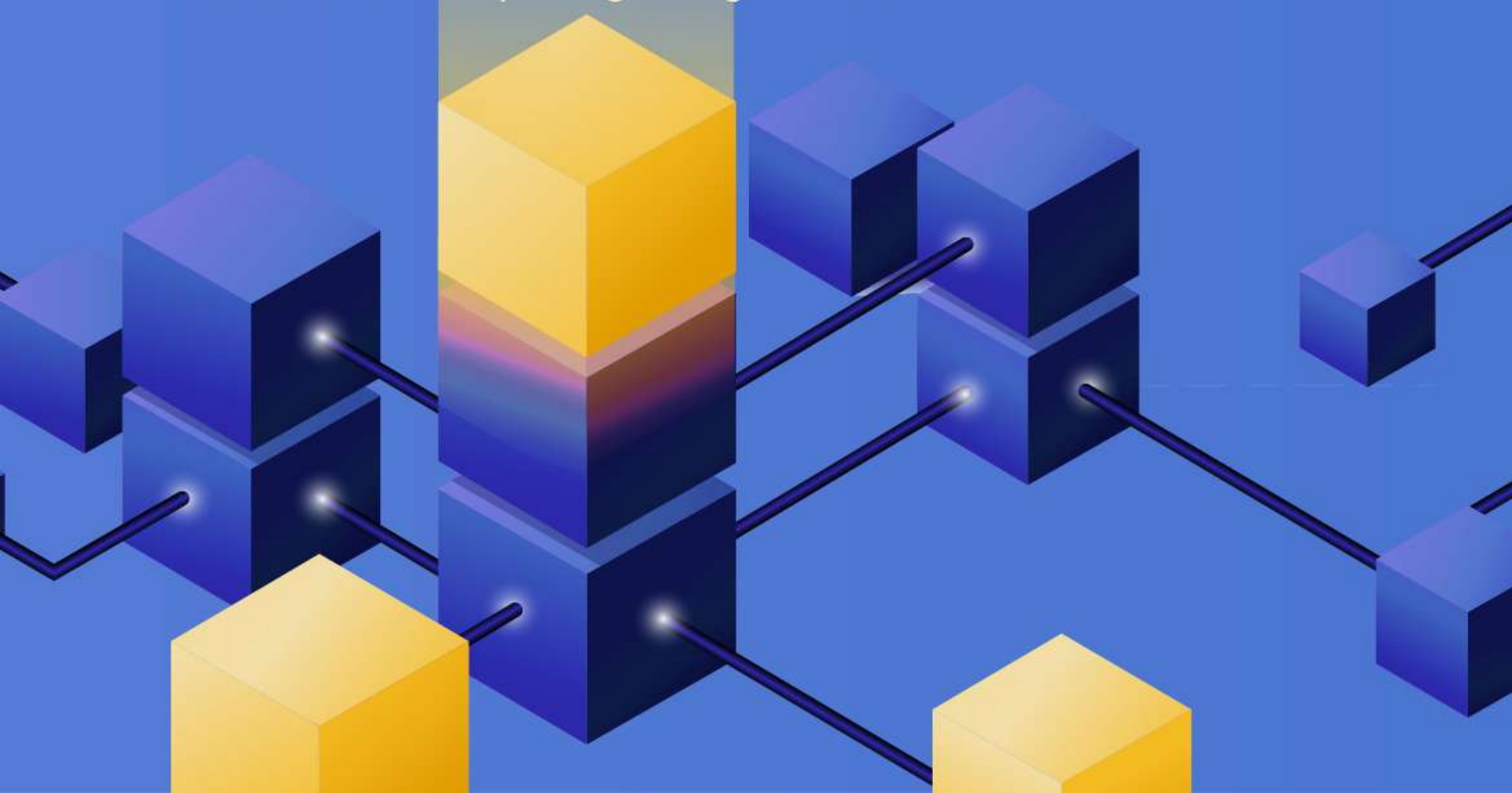
INFRASTRUCTURE

Rebellion is built on verifiable performance, transparent scoring, and trustless rewards. Blockchain enables this vision in a way traditional infrastructure can't.

- Transparent & Immutable Scoring
- Data Integrity & Interoperability
- Automated Payouts via Smart Contracts
- Multi-Network Access (ETH, SOL, etc)
- Token Utility Layer

Rebellion will operate on **Ethereum, Solana, and others**, giving users flexibility and access based on their preference for speed, fees, and tooling.

Blockchain isn't just a tech choice — it's a foundation for credibility, fairness, and future-proof gaming finance



REBEL TOKEN

While participation on the Rebellion platform is open to all users via stablecoins (USDC/USDT), the \$REBEL token provides powerful incentives for deeper community engagement and long-term alignment.

- Fee Discounts
- Staking Rewards
- Buyback & Burn Mechanism
- Governance

IS PAYING WITH \$REBEL WORTH IT?

Users paying entry fees with \$REBEL get a 10–15% discount. If a user enters 10 leagues/month at \$10 each = \$100 in stablecoin fees

Paying in \$REBEL = \$85–\$90 total (saving \$10–15)

BREAK-EVEN ANALYSIS:

- If \$REBEL trades at \$0.05, you need to use ~1,700 tokens/month to save \$10
- If you buy \$REBEL early and stake unspent tokens, net benefit exceeds rebates in <2 months



HYBRID MODEL

Rebellion's hybrid model

- Maximizes accessibility for everyday users (no crypto/token knowledge needed)
- Avoids regulatory hurdles by not requiring token purchases to play
- Still builds value and demand for \$REBEL via utility and buybacks
- Mirrors proven frameworks like Polymarket, StepN, and DegenScore

**LEAGUE
ENTRY**

**USDC/
USDT**

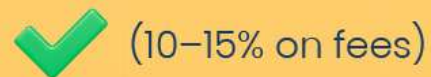
**USDC/USDT
(DISCOUNT WITH REBEL)**

PAYOUTS

USDC/USDT

USDC/USDT

DISCOUNTS



(10–15% on fees)

**GOVERNANCE
VOTING**



**REVENUE
PARTICIPATION**



via staking

**COSMETIC /
PREMIUM ACCESS**



USER ENGAGEMENT

Rebellion is designed for a seamless and engaging player experience. The platform combines intuitive UX, real-time competition, and token-aligned incentives to maximize both fun and long-term engagement.

ONBOARDING

- Sign up via social login with an embedded wallet for non-crypto native users
- Intuitive portfolio builder that autobalances your “fantasy capital”
- Winners are paid out instantly via smart contract

GAMEPLAY

- Live dashboard with P&L, leaderboard rank, and fantasy score
 - Gamified visual progress (e.g., animated gains, “Top 10%” badges)
 - Notifications when rank improves or drops, such as “You’re in the Top 10%!”
- “You dropped 3 spots. Time to adjust strategy.”**

RETENTION

Players are invited to:

- Join the next league with one click
- Create or join private leagues with friends or communities
- Try new formats like the Predictor Game or Yield Challenges (coming soon)

LOYALTY & PROGRESSION

- Weekly quests: “Play 3 games”, “Use REBEL once”, “Finish in top 30%”
- XP & leveling system: Unlock perks, cosmetics, or access to premium leagues
- Platform revenue used for REBEL token buyback and burn/staker rewards

SOCIAL

- Referral Program: Invite friends, and both receive bonus rewards
- Mobile Notifications: “Your team’s climbing the leaderboard”, “Claim your reward now”
- Custom Avatars & Skins: Earned through quests or purchased using REBEL

BUSINESS MODEL

Rebellion generates platform revenue through multiple aligned mechanisms that support both the player experience and long-term ecosystem growth. The model is designed to be sustainable, flexible, and token-integrated, without relying on speculative behavior

1. ENTRY FEES (USDC/USDT)

- A portion of each entry fee (e.g., 10–20%) is retained by the platform
- The remainder goes into the prize pool
- Users who pay entry fees using the REBEL token receive a 10–15% fee discount, encouraging token utility

2. FEATURE ADD-ONS

Additional micro-fees apply to value-added features and high-frequency activity:

- Payout processing (e.g., premium faster-settlement options)
- Frequent league participation (e.g., capped free entries, low-cost tiered replays)
- NFT-based boosts or cosmetics
- Power-ups in Pro Mode
- Hosting custom leagues (e.g., private tournaments for DAOs, influencers, or communities)

3. SPONSORSHIPS & ADVERTISING (OPTIONAL IN V2)

Once the user base and activity scale, Rebellion will support branded partnerships and monetized visibility features, including:

- Sponsored leagues (e.g., "Solana x ETH Showdown")
- Featured asset placement (e.g., token or stock of the week)
- In-app branding (leaderboards, dashboards, reward banners)

This model opens doors for collaborations with token teams, exchanges, ETF issuers, and financial content creators.



MONETIZATION EXPANSIONS



SPONSORED CONTENT & ADVERTISING

- **Partner Assets:** Featured assets in specific leagues (e.g., "Avalanche Week")
- **In-App Brand Placements:** Leaderboard banners, prize animations, or branded avatars
- **Quest Sponsorships:** Missions like "Play the Solana League 3x this week" with rewards subsidized by partners

DATA INTELLIGENCE & API ACCESS

- **Performance Analytics for Users:** Offer paid access to advanced dashboards, trade history, scoring breakdowns, and player comparisons
- **Creator/Community Analytics:** League creators can unlock stats on engagement, win rates, asset usage
- **Institutional API Layer:** Potential long-term revenue via access to anonymized trend and strategy data for research or integrations

PREMIUM LEAGUE FEATURES

- **Private League Hosting:** Power users, DAOs, influencers, and communities can pay to create custom leagues with:
 - Custom prize structures
 - Themed asset restrictions
 - Token-gated or invite-only access
- **Branded Leagues (B2B):** Offer branded contests to token teams, ETFs, protocols, or exchanges for visibility + reach
- **High-Stakes Leagues:** Introduce premium tiers with larger buy-ins and deeper prizes—optionally token-gated

COSMETIC ECONOMY

- **NFT Avatars & Skins:** Sell or unlock profile customizations, league badges, or animated "team themes" using \$REBEL
- **Trophy Rooms & Leaderboard Flair:** Visual markers of top finishes, seasonal dominance, or guild wins
- **Loot Boxes:** Randomized cosmetic drops tied to weekly quests, win streaks, or REBEL purchases

REVENUE USE BREAKDOWN

Entry Fees	Platform Fees	Sponsorship Revenue
80% to prize pool, 20% to Rebellion	100% to Rebellion	100% to Rebellion

OF REBELLION'S REVENUE

Buyback & Burn REBEL	REBEL Staker Rewards	Dev/Operations Treasury
30%	30%	40%

All monetization paths can be optionally paired with \$REBEL token utility, such as:

- Cosmetic purchases
- Power-up unlocks
- League creation fees
- XP boosts
- Loot box access

This creates ongoing burn pressure and token demand growth without gating access to core gameplay.



REVENUE PROJECTIONS

Here's a 12-month revenue Sensitivity table for Rebellion based on:

- 20% monthly user growth
- 4 games per user per month
- \$10 average entry fee
- 20% platform cut from each entry



	Users	Games	Revenue	Profit
Month 1	1000	4000	40,000.00	8,000.00
Month 2	1200	4800	48,000.00	9,600.00
Month 3	1440	5760	57,600.00	11,520.00
Month 4	1728	6912	69,120.00	13,824.00
Month 5	2073	8294	82,944.00	16,588.80
Month 6	2487	9948	99,480.00	19,896.00
Month 7	2984	11936	119,360.00	23,872.00
Month 8	3580	14320	143,200.00	28,640.00
Month 9	4296	17184	171,840.00	34,368.00
Month 10	5155	20620	206,200.00	41,240.00
Month 11	6186	24744	247,440.00	49,488.00
Month 12	7423	29692	296,920.00	59,384.00

GO TO MARKET STRATEGY

Rebellion's GTM strategy is designed to drive user acquisition, retention, and token utility through a five-phase funnel: **Acquisition**, **Activation**, **Engagement**, **Conversion**, and **Virality**.



1. ACQUISITION: GET USERS TO VISIT THE PLATFORM

KOLs & Influencers	Run creator-branded leagues with shareable leaderboards and prize hooks
Crypto Twitter/X	Memes, mock teams, "beat the influencer" challenges
Launchpads & Protocols	Crossover leagues like "ETH vs SOL" or "LayerZero Battle"
Fantasy Sports Fans	Target Reddit/Facebook fantasy sports communities with "Finance-as-Fantasy" ads
Airdrop Campaigns	Preseason XP leaderboard → REBEL rewards → whitelist eligibility

2. ACTIVATION: GET THEM TO PLAY ONE GAME

First Game Free	No entry fee. Instant XP or reward for completion
Dynamic Winnings Display	Show projected rewards as users draft their portfolio
Streak Bonus	3-day play streak = loot box or XP bonus
Expert Pick Templates	One-click prefilled team based on leaderboard winners (low friction)

3. ENGAGEMENT: GET THEM TO RETURN WEEKLY

XP System & Levels

Unlock league tiers, avatars, and cosmetic perks through play

Live Leaderboards

Real-time rank tracking creates FOMO and drives session return

Weekly Quests

xMissions like "Use REBEL", "Finish in top 50%", "Play 3 leagues"

Event Leagues

Special formats: "Market Mayhem Week", "Bitcoin Halving", "Earnings Season"

Notifications

Alerts like "Your team is climbing 🚀" or "2 hours left to finish strong ⌚"

4. CONVERSION: GET THEM TO PAY OR STAKE

REBEL Token Discounts

10–15% fee discount when entering leagues with REBEL

NFT Skins & Perks

Visual upgrades, trophies, and exclusive REBEL-only loot boxes

Premium League Access

Token-gated leagues or whitelist-only events

Private League Hosting

Pay in REBEL to launch branded or community-based custom leagues



5. VIRALITY: GET THEM TO REFER & SHARE

Brag Cards

Shareable "My Team vs Top Team" cards to show off performance

Referral Code Bonus

Referrer and friend earn REBEL or XP rewards

Leaderboard Spotlight

Weekly shareables like "#7 out of 8,200 players this week"

Creator League Tools

Influencers run branded leagues with vanity URLs and custom prizes

USER ACQUISITION PROJECTIONS

GROWTH FUNNEL & CAC ASSUMPTIONS

Here's a modeled funnel based on comparable fintech apps:

Paid Ad Impressions	1,000,000	—
Clicks	3%	—
Signups	30,000	\$1.00
Wallet Connects	60%	18,000
League Entrants (Paid)	40%	7,200

Cost to Acquire Paying User (CAC): ~\$4.17

Estimated ARPU: \$8–12/month from entry fees

→ Payback period = <1 month for majority of users

CAC VS. LTV OVERVIEW

CAC (Cost/User)	\$4.17
ARPU (Monthly)	\$8.00–\$12.00
Churn (Est.)	30% monthly
Avg. User Lifetime	3–4 months
LTV (Conservative)	\$24–\$48

LTV / CAC Ratio: 5.7x – 11.5x

PILOT LEAGUE PARTNERS

Rebellion will launch private pilot leagues with trusted crypto-native communities: These design partners will test scoring, UX, and payout flows before open beta.



EARLY MILESTONES

Q2 2025

**Design & Wireframes
Complete**

JUL 2025

**Smart Contract
Alpha (testnet)**

SEP 2025

**Closed Beta w/
Private Leagues**

OCT 2025

**Smart
Contract Audit**

NOV 2025

**Open Beta
(Live w/ Wallet Entry)**

DEC 2025

**Mobile App Alpha
(Progressive Web App)**

We plan to ship iteratively, not wait 18 months to launch.

DETAILED ROADMAP



Q2-Q3 2025

Pre-Launch & Community Building

- Finalize product scope and smart contract architecture
- Seed funding & strategic partnerships
- Community growth campaigns
- Whitelist for early users & testers



Q4 2025

MVP Launch

- Launch Fantasy League Game (Crypto + Stocks)
- Wallet integration (MetaMask, Phantom, WalletConnect)
- Entry via USDC/USDT with REBEL fee discounts
- Automated on-chain reward distribution
- Live scoring, dashboards & leaderboards



Q1 2026

Engagement & Retention

- Predictor Game Mode
- Weekly quests, XP leveling & loyalty system
- Referral system (Invite friends, earn rewards)
- REBEL staking with revenue share begins



Q2 2026

Customization & Governance

- Custom Private Leagues (invite-only or DAO-hosted)
- NFT loot boxes (badges, power-ups, skins)
- Embedded wallet + social login onboarding
- Pilot version of community governance via REBEL



H2 2026

Scale & Expansion

- Mobile app (iOS & Android)
- New game modes (Yield Challenge, Sector Duels)
- Seasonal tournaments with prize pools
- Treasury governance & ecosystem fund launch

TOKENOMICS

TOKEN SUPPLY & ALLOCATION (DRAFT)

Total Supply = 1,000,000,000 \$REBEL
(fixed, no inflation)

Private Sale	20%	6-month cliff, 18-month linear
Public Sale	5%	100% unlocked at TGE
Team & Founders	18%	6-month cliff, 18-month linear
Treasury & Grants	25%	DAO-governed (post-launch)
Ecosystem Rewards	22%	Weekly emissions over 4 years
Advisors & Partners	10%	6-month cliff, 18-month linear

These figures are under discussion with backers and may shift $\pm 5\%$ pending finalization.



LEAN BUILD BUDGET

PRE-SEED TARGET \$700K

Dev (frontend + smart contract)	\$250k
Design (Figma, mobile UX)	\$50k
Legal & Compliance	\$50k
Community + Pilot Rewards	\$100k
Ops + Infra (APIs, hosting)	\$50k
Marketing	\$100k
Contingency + Buffer	\$100k

BURN
~\$50k/month

RUNWAY
= 12 months
with seed



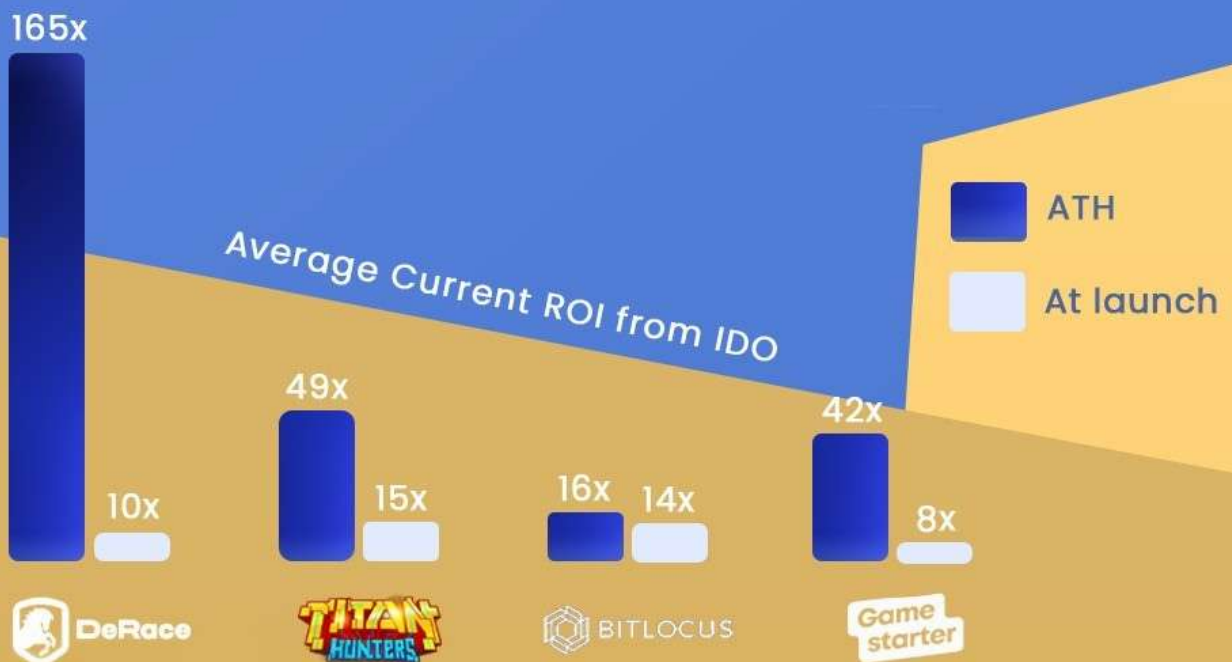
WHO ARE WE ?

Rebellion is built by the team behind Evangelion and Social Staircase. We've been in crypto since 2014. We were early investors in highly successful projects during the 2017 cycle, and were marketing partners/advisors for some blockbuster IDs in the 2021 cycle.



We just know how things work: The "moon" phase, the bull and bear cycle, the psychological process of retail investor, and how this whole industry works.

PROJECTS WE'VE BEEN INVOLVED WITH



TEAM MEMBERS



Lars



Rosie



Chester



Bach



Vigo



Tango



Amir



@Rebellion_live



@Rebellion_live



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