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# 1. Overview

People have always been passionate about sports, love to own collectibles, and want to feel a sense of belonging to their sports heroes and teams. The present era is now moving beyond the digital era to the era of Web 3.0, and people can no longer meet the fan experience they want by simply watching a game at a stadium and reading news articles.

However, with the birth of the NFT, a completely new digital age collection method is now possible. A recent Deloitte report revealed that up to 5 million sports fans will purchase or gift NFTs by 2022, with limited edition video clips and player cards being the most common and lucrative among them. The study predicts that the value of non-fungible token transactions will double by 2022, and the market size of NFTs for sports media will grow rapidly to over \$2 billion (KRW 2 trillion).

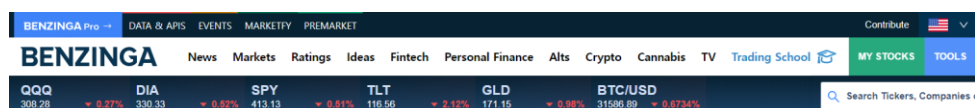
## 2. Why Fan2Go?

Currently, the global sports NFT market is showing active growth, among them Funko, Inc., Hut 8 Mining Corp., Ebang International Holdings Inc., Marathon Digital Holdings, Inc. etc. are already achieving high performance.

In the case of Korea on the contrary, which has world-class athletes with high skills and high sports performance, the sports NFT market has not yet been developed, so it is viewed as a blue ocean with great potential.

Accordingly, many companies are entering into the sports-related NFT market, and according to Benziga News, the NFT market including sports is expected to become a 692.4 billion dollars market (about 700 trillion KRW) by 2032.

Among these, sports represents the largest share, and its growth rate is expected to be the highest. Due to this growth of this market, Fan2Go, which is a comprehensive sports-related blockchain platform, has endless business opportunities.



### Enormous Demand for Art, Anime, Sports, and NFT Collectibles will Boost Collectibles Market Size to 692.4 billion by 2032; NFT growing at 47% CAGR: Market Decipher

by Globe Newswire

May 30, 2022 9:06 AM | 7 min read



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Pune, May 30, 2022 (GLOBE NEWSWIRE) -- Market Decipher has published the first-ever holistic and comprehensive research report, "Collectibles Market and NFT Market Size, Statistics, Growth Trend Analysis and Forecast Report, 2022 - 2032" estimating the global collectibles market at \$412 billion in 2021 (historical data) and forecasting it to reach \$692.4 billion by 2032.

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[Source: Benziga 뉴스: <https://www.benziga.com/pressreleases/22/05/g27462843/enormous-demand-for-art-anime-sports-and-nft-collectibles-will-boost-collectibles-market-size-to-6>]

### 3. Fan2Go Blockchain System

As part of its plan, Fan2Go plans to bring a complex ERC-721 blockchain that will enable NFT collectibles, product sales, coin trading, voting rights exercise by consensus node method, as well as service product trading and exchange.

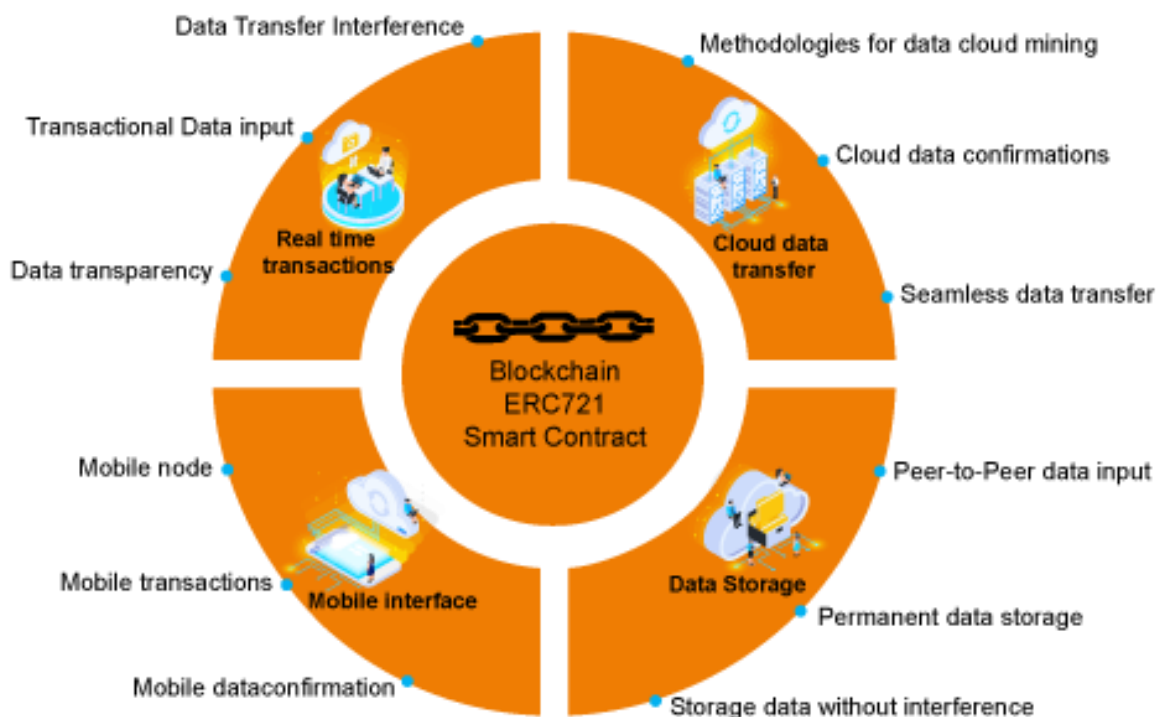
Data from each source will be processed and transmitted without errors, and will be applied in conjunction with each platform function and market.

$$L_0 = \frac{(x - x_1)(x - x_2)}{(x_0 - x_1)(x_0 - x_2)} = \frac{(x - 3)(x - 4)}{(1 - 3)(1 - 4)} = \frac{x^2 - 7x + 12}{(-2)(-3)} = \frac{1}{6}x^2 - \frac{7}{6}x + 2$$

$$L_1 = \frac{(x - x_0)(x - x_2)}{(x_1 - x_0)(x_1 - x_2)} = \frac{(x - 1)(x - 4)}{(3 - 1)(3 - 4)} = \frac{x^2 - 5x + 4}{(2)(-1)} = -\frac{1}{2}x^2 + \frac{5}{2}x - 2$$

$$L_2 = \frac{(x - x_0)(x - x_1)}{(x_2 - x_0)(x_2 - x_1)} = \frac{(x - 1)(x - 3)}{(4 - 1)(4 - 3)} = \frac{x^2 - 4x + 3}{(3)(1)} = \frac{1}{3}x^2 - \frac{4}{3}x + 1$$

[mathematical formula -01 : Basic formula constituting the functions of Fan2Go blockchain ]



[Diagram 01 – ERC721 base Fan2Go blockchain and data storage confirmation methodologies ]

## 4. Fan2Go Service Item

### 4-1. Fan2Go coin

Fan Coin is a web 3.0 innovative supporter club token that integrates sports, economy, and block chain technology to further innovatively improve the fan experience of the continuously growing sports industry and supporters in the Web 3.0 era.

Through the Fan Coin platform app, supporters can purchase card packs containing sports moment clips, player cards, and collectible NFTs of their favorite players, and trade them with others. In addition, if you register your NFTs as your portfolio on the platform, you can receive Fan Coins as a reward, allowing you to create innovative fan experiences that can generate profits while supporting your favorite team.

Additionally, fans with NFTs of the team have voting rights, can participate in various votes of the team, and also receive additional distributions of ecosystem funds according to their participation in the Fan coin ecosystem.

The Fan coin is being developed to provide sports fans with a unique fan experience and an opportunity to pioneer a new era in the world of sports.

In putting the most wonderful and splendid sports moments on the blockchain, Fan Coin ensures ownership of these moments and keeps them forever - an unprecedented characteristic. By using blockchain technology to graft blockchain technology into the sports industry, we've developed a new concept of tokenomics where supporters can grow together. By doing so, supporters can naturally engage with new fan experience content provided by the platform and gradually expand the Web 3.0 ecosystem.



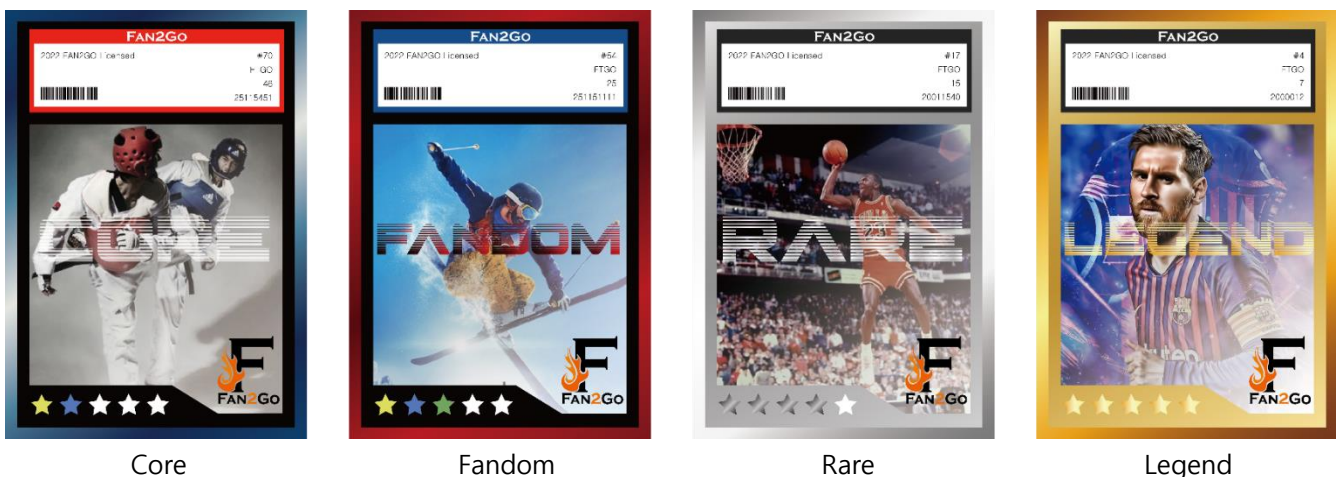


## 4-2. Sports NFTs Card package

The Sports NFT card pack is a mix of NFTs created on the Ethereum blockchain, including player cards, moment clips, and collectibles.

With four rarities of core, fandom, rare, and legend NFTs in each category, supporters will be able to purchase, sell, and collect these gorgeous NFTs with a 100% guarantee of uniqueness and rarity based on the blockchain.

The Fan Token team will continue to offer more diverse digital fan experiences, and create a sports culture that combines various fan experiences with tokenomics that have never been experienced in domestic sports before.



[Picture 01 : Fan2Go sports collectibles classified by rarity designated by market practice]

## 4-3. Supporter's Platform App

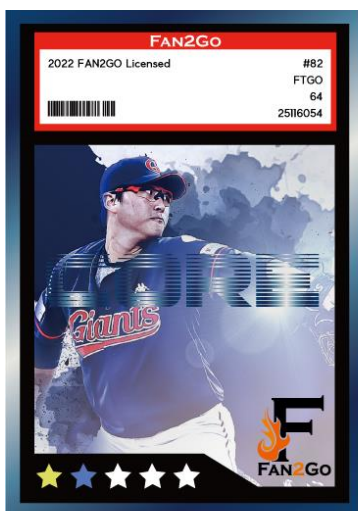
As an extension of the first web 3 wallet, Fan Token's platform app will include a mobile app that can be downloaded on iOS and Android devices.

Fans can directly purchase and trade NFTs on the Fan Token platform and actively use the marketplace and incentive functions to support the team and receive incentives. While getting engaged with those activities, supporters will greatly stabilize the entire Fan Token ecosystem as well.

In addition, by performing various challenge missions, token holders will have the opportunity to chat with their favorite players directly, cast a vote for the team's decision, and also earn exclusive merch for the team. In this way, supporters can experience a sense of belonging to a high-level team that they have never experienced before, and enjoy the new innovative Web 3.0 fan experience where they can interact with their favorite team anytime and anywhere.

As a limited edition product for each season of the team, it is scheduled to be released in different quarters as follows.

- Locker room messages where fans can directly energize players on match days
- Locker room design
- Uniform and limited edition t-shirt design
- Team Supporters' Best Goal Scores of the Season
- Team Supporters' Best Defensive Scene of the Season
- Team Supporters' Funniest moment of the Season
- Team congratulations song



Core



Core



Fandom



Rare



Legend



[Picture 02: Fan2Go memorablias being planed to launch for various type of collectibles]

## 5. Fan2Go Motivation Plan

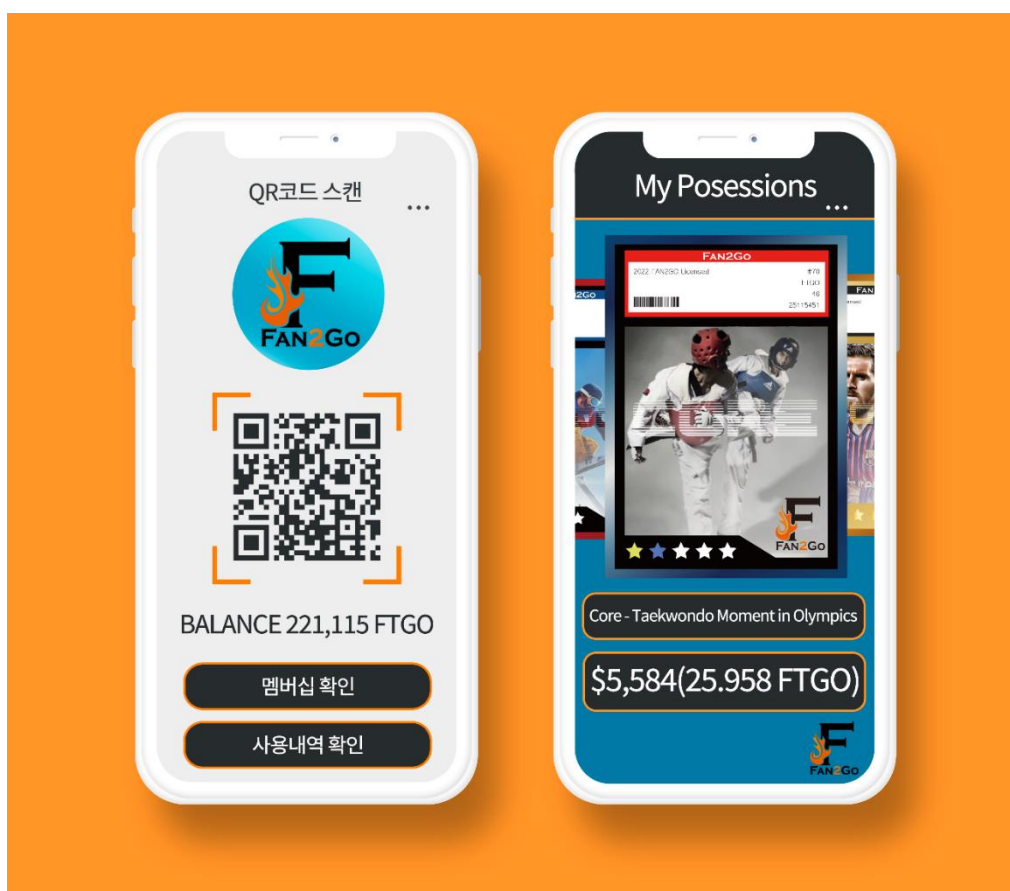
Additional coins are provided for the purpose of motivation for each purchase quantity section to secure a large number of participants at the beginning of the launch to secure the fan base of Fan Coin itself, and to allow participants to experience more diverse platform products and fan experience. It will greatly contribute to allowing more users to experience a higher level of service.

Purchase amount	Motivation plan give-away
1~10,000	10 %
10,000~30,000	20%

## 6. Fan2Go wallet

With the fan2go wallet, you can safely store and transmit coins.

In the second expansion, all services will utilize the platform's features.



[Picture 3 – FTGO wallet to be expanded for NFT transactions at 2<sup>nd</sup> phase development]



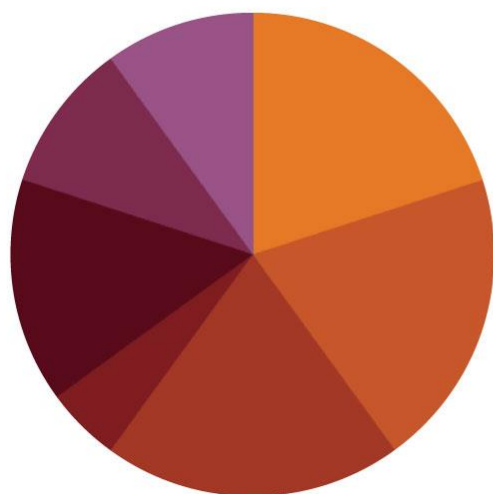
## 7. Coin Allocation Plan

**Coin Name: Fan2Go**

**Symbol: FTGO**

**Total Supply: 20,000,000**

### Token Allocations



- Token Sale 20%
- Buy sports star portrait rights 20%
- Motivation plan payment 20%
- Legal advice 5%
- Platform construction cost 15%
- Marketing 10%
- Team 10%

## 8. Roadmap



**2021** Q3 Business model confirmed

Q4 Business whitepaper confirmed



**2022** Q1 Business partnerships

Q2 Blockchain wallet developed

Q3 Ecosystem activation fund completed

Q4 Fan2Go blockchain platform developed



**2023** Q1 listing on top global exchanges in U.S.

Q2 Fan2Go Platform 2.0 upgrade completed

Q3 Participating in global sports NFT conference

Q4 More Fan2Go services added

## 9. Disclaimer

1. This white paper is intended to describe Fan2Go's services and may be reviewed and amended due to the project schedule, progress and other factors.
2. The version of this white paper is based on the date indicated at the top of the document, and the contents of this white paper reflect only the direction and progress of the project until that date, and are subject to change at any time after the date.
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10. This white paper does not guarantee the integrity of Fan2Go's undertakings, and contracting parties wishing to use Fan2Go will provide Fan2Go's services to the extent possible. The contents of this white paper shall not be responsible for any errors, delays in schedules, or related matters that may occur in the course of service delivery and development and shall not be held accountable by anyone.

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14. Fan2Go is not responsible for the buyer's risk of losing or leaking the buyer's personal key.

15. It is not free from all risks, including coin depreciation and changes in the market environment, uncertainty, political risk, competition with competitors, which may disrupt the development of Fan2Go or change service direction and plans.

16. Fan2Go is a technology under development, and changes in technology that may occur during the development of the technology can negatively affect Fan2Go.

17. Fan2Go shall not delegate or transfer to any other person any decisions, including the operation policy and discontinuation of the ecosystem, and all decisions shall be made at the discretion of Fan2Go.