



DOXYFINANCE

THE PERFECT BLEND OF SPORTS, BLOCKCHAIN AND CRYPTO



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1. Abstract

Sports is the only thing that attracts people from all parts of the world. No matter what country they are from, what religion they follow, they forget everything when they watch sports in any way.

As the technology gets advanced, and everyone now has access to al, most everything through electronic gadgets, the sports sector started providing opportunities, opportunities to express knowledge, prediction skill, and making some hefty income through it. Some businesses tried to seize all these opportunities in many different ways. From media publishing houses to mobile and PC games there are many ways people are utilizing the interest of people.

Soon companies started offering opportunities to the users to make profit for themselves with trading platforms and fantasy sports. The aim behind this move was to attract more users and to keep them engaged on the platforms. Where users or game lovers can earn profit from their knowledge. But there were still some pieces missing from the picture and this is where the idea of a blockchain-based live and fantasy sports platform surfaced in the Fantasy Market. Doxy is the perfect blend of this concept and the latest technologies.

Doxy is meant to fill the gap that had hitherto kept a wider audience away from the fantasy market. It is a blockchain-based Live & Fantasy platform where user can express their knowledge and get rewarded for it in a proper way with Blockchain, smart-contract and NFTs.

This whitepaper outlines Doxy's philosophical underpinnings, technical foundations, and economic system.

2. Market Research

Market research provides important information about the present condition of the market and how the business will fit in. In the case of Doxy, we spend sufficient time in it. Here is everything that we found:

2.1 Growth of Fantasy Sports Market



The global fantasy sports market is currently a very wide and rapidly growing market. In 2021 the market size of the fantasy was around USD 5.38 billion. It can be divided on the basis of sports into many types including fantasy soccer, fantasy baseball, fantasy basketball, fantasy football, fantasy cricket, and other sports. On the basis of geography, it can be divided into APAC, Europe, MEA, North America, and South America.

Based on the type of sport, the market generated maximum revenue in the fantasy soccer segment in 2020. This section is primarily driven by the features that Fantasy Soccer players enjoy. Fantasy sports websites allow users to move their players multiple times. Some websites allow unlimited transfers of players during a season. Several such benefits are fueling the growth of the fantasy soccer segment.

Market Share by type – 2020*



- 🔒 Fantasy soccer
- 🔒 Fantasy baseball
- 🔒 Fantasy basketball
- 🔒 Fantasy Football
- 🔒 Other Sports

North America held the largest market share in 2019 and 2020 and the market growth in the region is expected to be slower than the market growth in MEA and APAC. Factors such as the increasing number of players, the rising popularity of football, and the strong presence of internet infrastructure are expected to propel the growth of the fantasy sports market during the forecast period in North America.



45%
Of the growth will originate from North America

Key Countries
US
China
UK

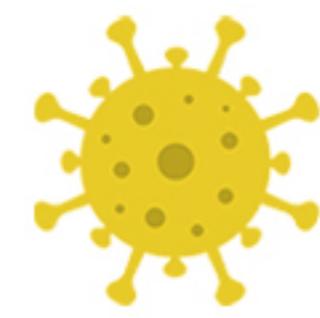
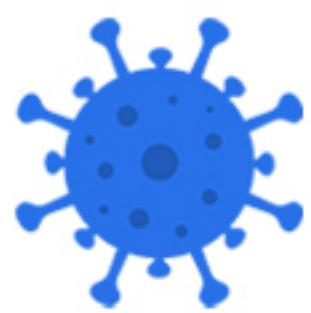
For the duration of 2019-2024, it was forecasted that the global fantasy sports market growth will increase by USD 6.28 billion, at a CAGR of around 7.15%. Even after the Covid-19 pandemic slowed the pace last year, the forecast for 2020-2024 shows that the CAGR will be around 7%.

With YoY growth of 4.84%, the Fantasy market is growing at a good pace, and with the advancement in technologies, it will regain its pace again. Over the past 5-10 years, fantasy sports and gaming have become one of the fastest-growing and lucrative online industries, with a current market size of US\$18.6 billion and expected growth of US\$48.6 billion by 2027.

As more players are staying at home, the recent pandemic has further raised the outlook for the sector, with more than 59 million people actively participating in gaming in the US and Canada in 2020.

2.2 Effect of COVID-19 pandemic

The COVID-19 pandemic affected the progress of various industries, business activities, and sports. This has led to the postponement of major leagues which eroded the revenue of fantasy sports vendors, hampering the market growth in 2020.



Browse for COVID-19 Impact and Analysis

Global Fantasy Sports Market 2020-2024



Market Impact:

COVID-19 will have a **NEGATIVE IMPACT** on the market



Growth for 2020 is likely to **Increase** compared to 2019

Report Segment



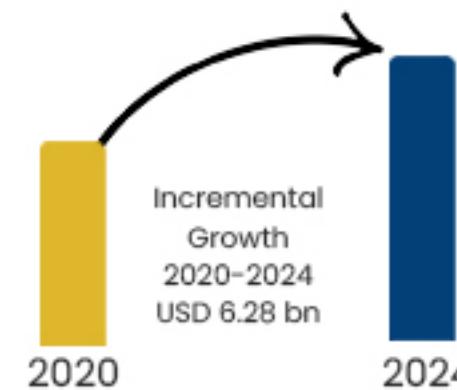
By Type

- Fantasy Soccer
- Fantasy Baseball
- Fantasy Basketball
- Fantasy Football
- Other Sport



By Geography

- North America
- Europe
- APAC
- South America
- MEA



However, a better situation now and the launch of various apps for fantasy sports is expected to increase the revenue of the businesses, thereby making a positive impact on the market growth. The market is expected to be driven by factors such as the launch of various apps for fantasy sports and the growing number of sports leagues.

2.3 Blockchain, NFTs, and Fantasy Sport

Blockchain technology is revolutionizing all sectors. It is converting traditional centralized and less secure mechanisms with advanced decentralized and highly secured technology. This shift will make things transparent and more reliable.

In September 2021, French start-up company Sorare announced that it had raised a significant \$680 million in the capital, to be exact, for its fantasy football (soccer) platform. The use of non-fungible tokens (NFTs) in conjunction with fantasy sports and blockchain technology to track transactions within fantasy leagues is what makes this new format unique. While there may be some skepticism about NFTs, fantasy sports companies seem primary to survive and grow.

Sorare, NBA topshot, and ultimate NFT are platforms that are utilizing the combination of Sports and blockchain and also doing very well. The main advancement of the introduction of blockchain in Fantasy sports is that it is solving some of the major problems for businesses and users.

2.4 Celebrity NFTs in Fantasy Sport

Currently, it seems that movie and sports lovers have a lot to look forward to in NFT, especially with the platforms not only getting more celebrities on board but also exploring newer aspects.

The trend of owning celebrity NFTs is not new but it is continuously growing for the last two years. In the Fantasy Market, users can own celebrity NFTs, and then they can earn with many activities.

Normally, these NFT items are of many types from digital avatars to the signature, photographs, sports videos, game cards, and many more. People can trade these NFTs for a good profit.

It has been observed that celebrities are also releasing their own NFTs to experience this technology and trend. Thus the market is growing at a rapid pace. NFTs of celebrities are getting sold for record-breaking prices and in the fantasy world, these will not just engage the users but also create many new opportunities.

3. Problem Solving and Progress

There are some well-known problems in the Fantasy Market and platforms as well. And blockchain has solutions for most of them.

3.1 Limited Opportunities

There are many apps in the Fantasy market but with time and an increasing number of users, these apps are unable to provide equal opportunities to everyone. Additionally, these apps are focused on particular sports. In this way available opportunities get limited.

Additionally, many daily fantasy sports users find the games inappropriate due to the lukewarm response from existing platforms to sharks. Many existing platforms have many benchmarks that are forcing many new players and beginners to stay away. While such measures are not unreasonable, such self-regulated environments are ineffective in preventing sharks from targeting beginners of daily fantasy sports, and ultimately do little to remove sharks from the daily fantasy market. We build a platform with a better management strategy and equal and more opportunities for all.

Doxy is not just a website it is an ecosystem that features most of the fantasy sports and games that are being played worldwide, which also ensures that users will find something to engage with easily.

3.2 Limited Transaction Modes

Since not all platforms are available for global users, most of these platforms don't have a universal transaction mode. Thus these platforms don't have access to a large group of users due to the lack of transaction mode. This is also bad for the users as well, users maintain distance from it because they face various transaction problems and higher fees.

We are building a platform that will be focused on global users, it will have multiple transaction modes that will allow users to make transactions easily and it will also save users' profit from lots of tax cuts.

3.3 Higher Fee and Tax Burden

The current fantasy sports market is serviced by charging exorbitant entry fees of 10% or more. Our platform will adopt policies similar to the current entry fee system in the early stages of launching its service. The fee will also be very low, and it will be decided by the community.

Additionally, the Project has a robust revenue model which will not burden the users in any means. Everything will be authentic and transparent, and with the blockchain and its own Bep-20 token, the project will be able to reduce the transaction fee to the minimum.

3.4 Ignorance of User in Platform Development

Whether it is an app or a website, User Interface (UI) and User Experience (UX) should be at the top to keep people engaged and help them take the desired action faster. However, it has been observed that Fantasy sports platforms, as well as NFT platforms, are far behind in comparison to other industries, especially in this regard.

There are some really great projects that have the potential to become the next big thing in this industry, but because of their UI and UX they are failing to engage the current user, they are also failing to attract new users, because new users are having difficulty performing the desired action.

Since the NFT industry is still new to most parts of the world, there is a need to create a solution and platform that makes things hassle-free for the user. This can be easily achieved by placing the required options in the right places and organizing everything in a smart way keeping in mind the user.

4. Meet the Solution: Doxy

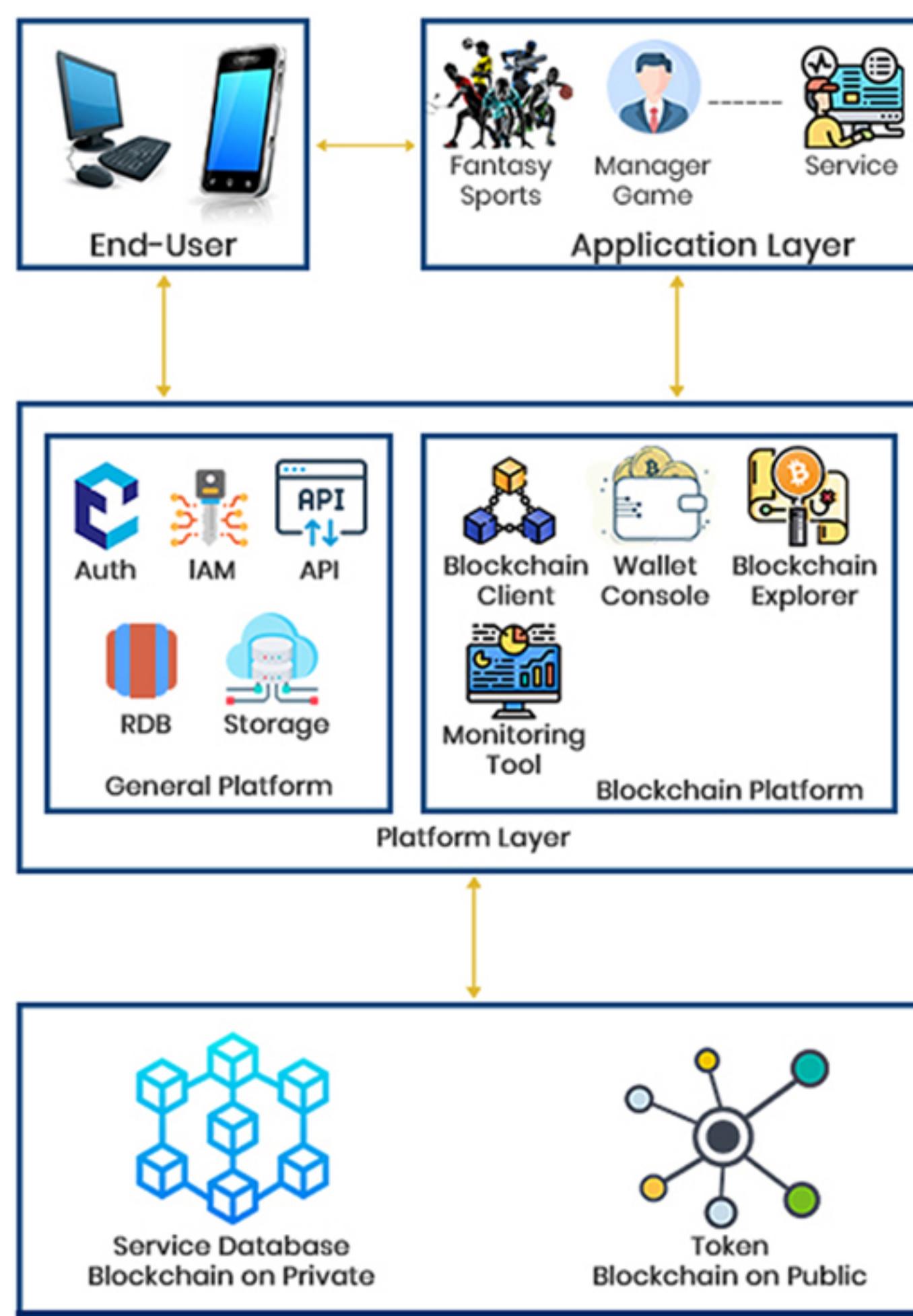
With Doxy, we are revolutionizing the fantasy sports market. It is a blockchain-powered live and fantasy sports platform that will decentralize the social gaming experience wherein people can express their passion for the sports they follow. By quizzing, trading, and competing against each other, they will be able to show how valuable their sports knowledge is.

Doxy provides users with a unique way to use their game knowledge for their own enjoyment and some extra perks they will love. It is not just for sports enthusiasts but it is for all those who live engaged with sports for hours every day whether through television, online media, live matches, or even traveling to every corner of the world watching sporting events and supporting their favorite team and players.

With Doxy, we are on a mission to seize the massive opportunity to bring together sports fans, gamers, and sports bettors on a revolutionary platform and provide them with the unmatched facilities and opportunities they have been looking for till now.

On Doxy, they can not only interact socially but also compete against each other in a fully transparent and decentralized manner.

Doxy is built on the blockchain in such a way that it is not controlled by any individual organization. There is no single arbitrator with the power to modify the terms and economics of the platform and assets. Thus it also means that no one has the power to restrict others from accessing the platform. Each digital asset is eternally owned by the community and conferred in a blockchain-backed digital registry, which gives the owner complete control over it.



Doxy is a combination of blockchain – Binance Smart chain, BEP-20 Token – Doxy, NFT, WEB 3.0, Metaverse, Fantasy sports, great idea, and very responsive team.

Doxy provides a unique opportunity for athletes, sports organizations, and small investors to take full advantage of decentralized blockchain technology and make a big leap in the sports industry.

To make the process easy and quick the complete system has been divided into two parts, Doxy Finance and Doxy Exchange. By providing the facilities of both together and making things straightforward, we at Doxy are making sure that people get the best experience without a single issue. With these separate platforms, users will be able to buy Doxy tokens and then trade on live sports and other sport-related activities.

Play all the Sports you love, all in one Place

Buy, sell or trade your favourite othletes just like stocks on a stock market.



Secure Payments



Transparent



Multi-Sports



24/7 Support

Business Model and Working of Doxy

The project is to design and develop the “NFT Celebrity Digital Collectibles Platform”, the objective behind this development is to create a “new financial system integrated with blockchain-based technologies”. Which will enable millions of individuals to participate in the world of NFT and blockchain-based celebrity marketplaces in a very innovative and entertaining way.

The marketplace allows sports celebrities and esports fans to mint, sell and trade NFTs as per the features. Unlike other sports ecosystems and networks, the Celebrity NFT Marketplace will be powered by smart contracts. The Marketplace allows players to purchase the NFT feature or new NFT from the Marketplace.

4.1 Doxy Finance

Doxy Finance (www.doxyfinance.com) is a platform where users will be able to manage their assets. Users can buy Doxy Tokens from Doxy finance, more than that users can sell, exchange, send and receive Doxy tokens easily and instantly.

The platform with the latest technology protects all the transactions and every single access. It is too hard to hack the user's account. Additionally, since Doxy is based on the Binance Smart chain then it makes transactions faster and cheaper. After buying the Doxy token from Doxy finance, the user can use those tokens to perform trading activities on Doxy Exchange.

4.2 Doxy Exchange

Doxy Exchange is the platform where all the sports-related activities will be done by the user. It will have all the sports information and community open platforms, the sports NFT asset trading platform, and the prediction platform, all together.

This decentralized, globalized sports blockchain platform will be deeply embedded in the sports industry ecosystem. The platform will enable the free flow of various blockchain-based applications in the sports industry as well as the sharing and transmission of values by all users and participants in the industry.

The entire ecosystem has strong technological and resource integration capabilities. It is combining the world's top sports betting suppliers and service providers and the world's top sports stars on blockchain collaboration. Which will form a proper foundation for the AI mechanism.

4.3 Doxy Token

Doxy Token is a BEP-20 token that will be used as a default currency for making transactions on Doxy Finance and Doxy Exchange. Doxy prides itself on providing the most secure, reliable, and transparent way of the transaction using Doxy Token. Doxy tokens can be swiftly used to trade in live sports and fantasy games. It can be also used to avail various services available on the Doxy Ecosystem.

Doxy is proudly built on BEP-20 Protocol and works on BSC. The reason behind opting for these mechanisms instead of other popular options is to keep the transaction fee as lower as possible.

The Transaction fee (Gas fee) is higher on other popular systems including Ethereum, which cuts a large part of the transactions. Tokens or projects which are based on Ethereum blockchain had never imagined that the gas fee on transactions would reach the position, it is now. Doxy token is built on Binance smart chain that not only reduces the transaction fee but also makes transactions instant.

4.3.1 Doxy Token

Token Name	Doxy Finance
Symbol	DOXY
Blockchain Protocol	Binance Smartchain
Technology	BEP20
Decimals	9
Blockchain Explorer	BSC Scan Network
Totally Supply	11,000,000

4.3.2 Tokonomics

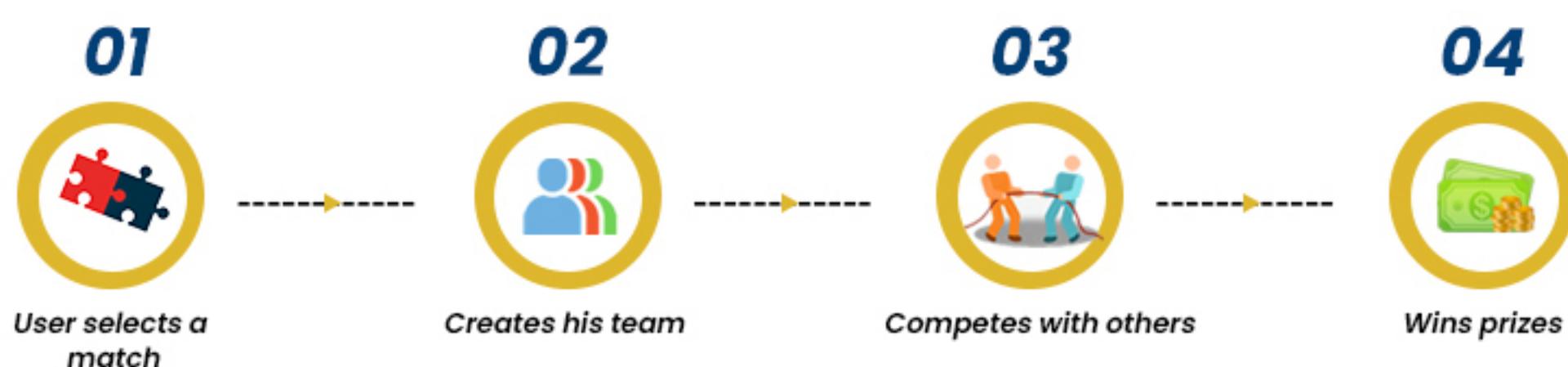


5. Tech we use

Doxy is a perfect blend of Binance Smart chain, BEP-20 Token, NFT, WEB 3.0, Metaverse, and Fantasy sports. More details of the technologies

5.1 Live and Fantasy sport

Live sport does not need any introduction, most of the sports games that are broadcast through any medium can be included in this category but there is only one requirement that their feed should be live i.e. real-time.



A fantasy sport is different. It is a type of game, often played online. In it, participants assemble imaginary or virtual teams composed of proxies of real players of a professional sport. These teams compete based on the statistical performance of those players in actual games. Just like real-life professional team sports, players manage their roster by adding, dropping, trading, and selling players to keep their stats up to date.

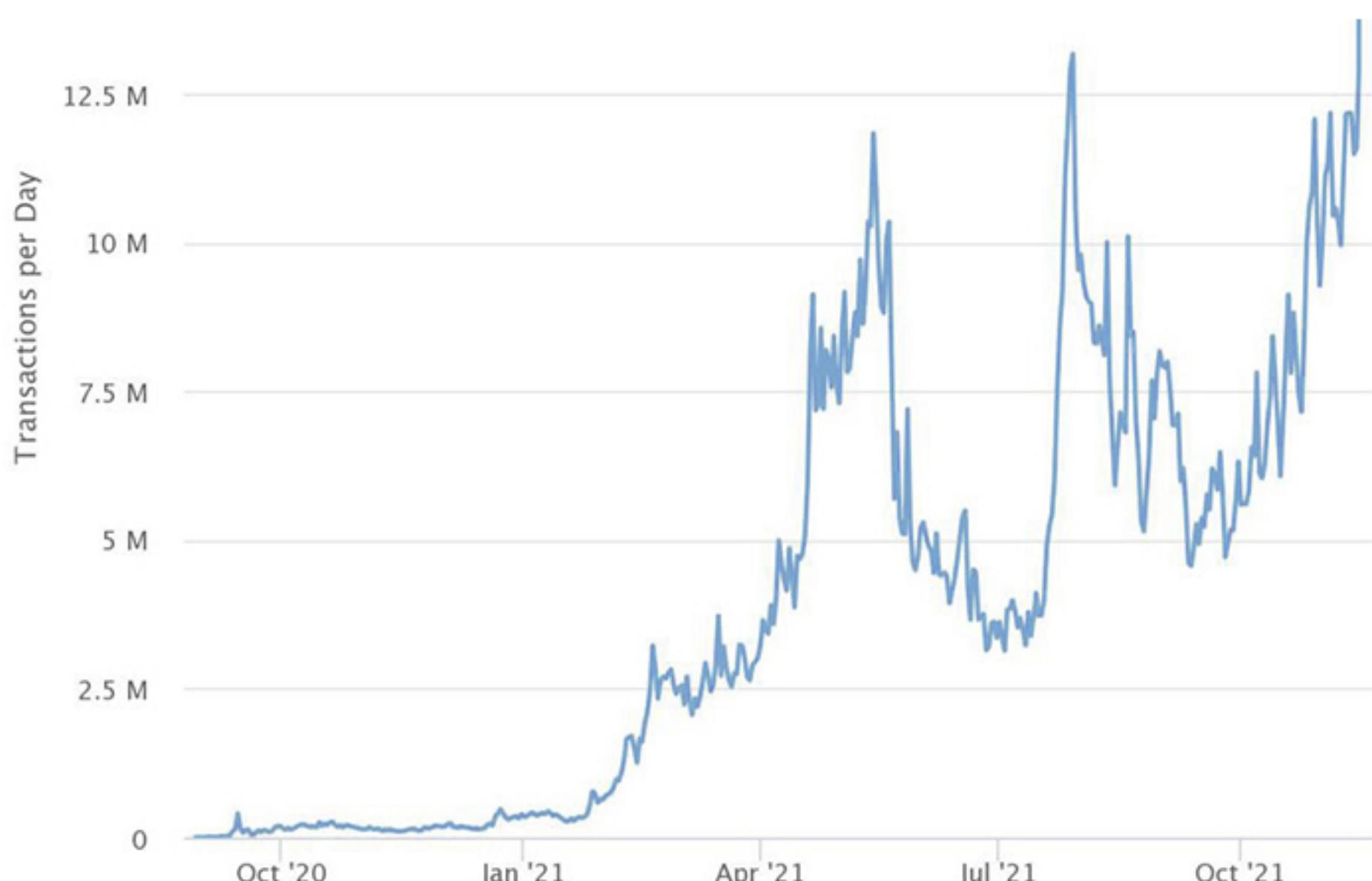
5.2 BSC and BEP-20

Blockchain is the ready solution to all centralization and trust issues. Fantasy sports platforms today are increasingly adopting blockchain technology to create a decentralized, fraud-proof, and 100% transparent system. Binance Smart Chain (BSC) is one of the highly reliable blockchain technology. In November 2021, Binance Smart Chain achieved a record-breaking milestone of over 14.7 million blockchain transactions in a single day; A milestone no other blockchain project has ever achieved!

Binance Smart Chain has long been extremely popular in Southeast Asia. The combination of retail-friendly meme components of major platforms such as Pancake Swap has made it more comfortable for casual users to use Binance Smart Chain.

Binance Smart Chain Daily Transactions Chart

Source : BscScan.com



BEP-20 is a Binance Smart Chain (BSC) standard token that is equivalent to the ERC-20 standard token – one of the most well-known Ethereum token standards. The main goal of BEP-20 was to provide a flexible framework for developers to create a wide range of tokens on the Binance Smart Chain (BSC). To use BSC, one can develop a native token based on the PEG token from the BEP-20 token standard or any other blockchain.

The BEP-20 standard allows any Binance Smart Chain token to be essentially used by other applications, from wallets to decentralized exchanges. This standard interface also extends ERC-20 to facilitate cross-chain transfer; The main objective of BEP is to create a Binance Smart Chain token contract. Trust Wallet also supports BEP-20 tokens, making it easy to access your digital assets.

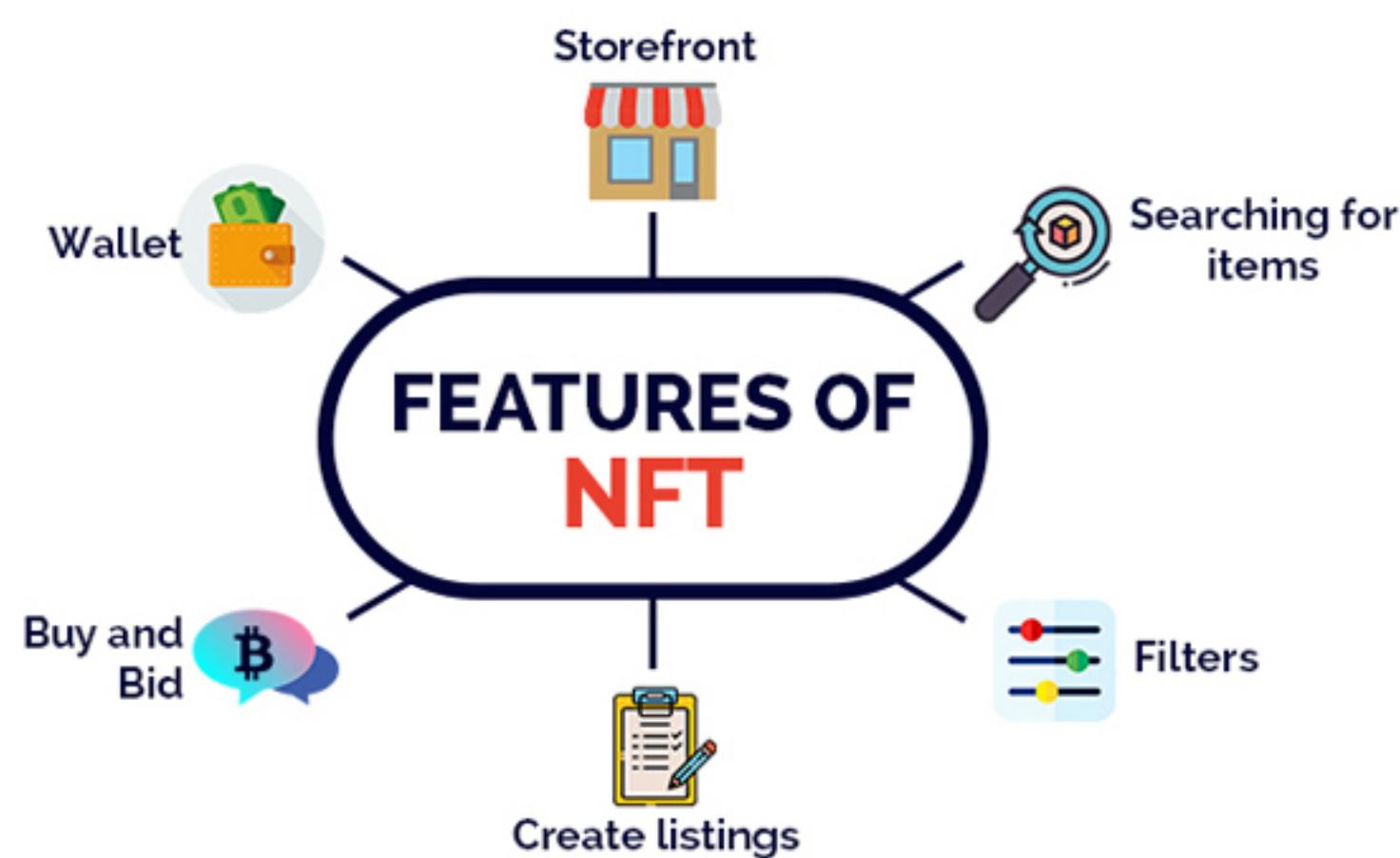
Binance Smart Chain is currently on a mainnet and ready for testing by some of the most well-known crypto projects, and it is expected to significantly increase the usefulness of Binance Chain and BNB.

5.3 NFTs

Despite conflicting views about NFTs, they are a reliable means to redefine the perspectives through which users will interact with the web. In addition, NFT trends also demonstrate their potential impact on buying and selling art or creating and experiencing music.

NFTs are digital items that can be bought and sold using this blockchain technology. But they are not replaceable, making them a separate type of asset. Like cryptocurrencies, NFTs are bought and sold on specialized platforms. OpenSea is the most popular NFT marketplace.

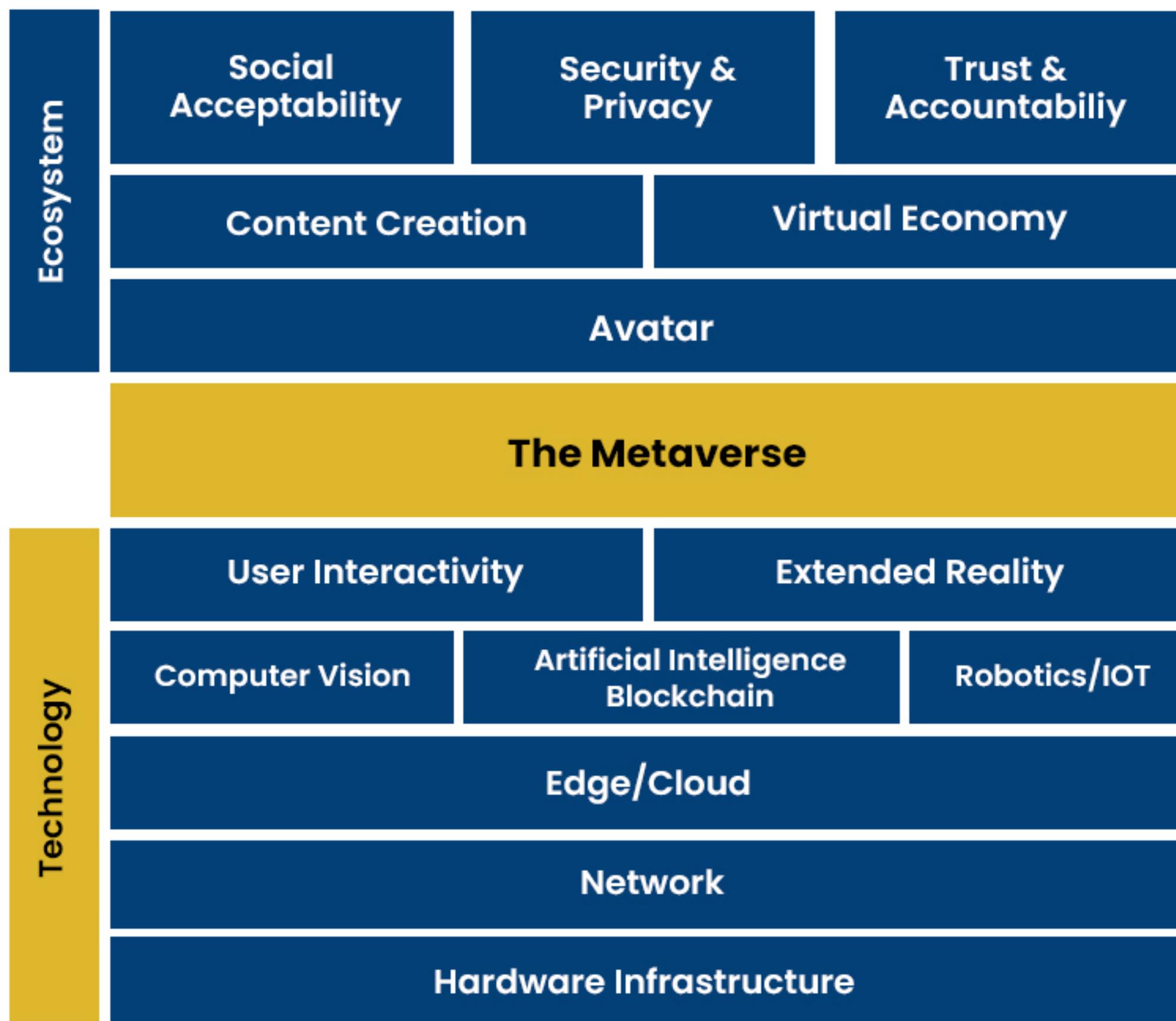
NFT is different for another reason, It contains a certificate of ownership of the NFTs registered on the blockchain. The certificate should be kept secure in a digital wallet, which can take various forms.



The wallet can be accessed through MetaMask, a free Internet browser extension, or through a secure physical device. It can also take the simple form of a code printed on a piece of paper. In order to purchase NFTs, the wallet must contain sufficient relevant cryptocurrency, for example, Binance (BNB) if the individual is purchasing the token on the Binance blockchain.

5.4 Metaverse

The Metaverse is a virtual world where you can connect with people through your digital avatar. The technology creates a virtual world similar to the real world. The COVID-19 pandemic has triggered the emergence of virtual communities as key lifestyle areas for locked-down users.



Big companies like Facebook, Microsoft, and many more, want to own the metaverse. The Metaverse is a combination of many elements of technology, including virtual reality, augmented reality, and video, where users live within a digital universe.

Metaverse users (viewers/ supporters) envision their others to work, play, and stay connected with friends through everything from concerts and conventions to virtual tours around the world.

We can see the ecosystem of individual entrepreneurs globally and the spirit of working for the latest technological trends. The growing popularity among individuals and the development of cryptocurrencies, NFTs, 3D avatars, and immersive gaming experiences creates many opportunities for players in the global market.

5.5 Web 3.0

Web3 or Web 3.0, is the idea of a new iteration of the World Wide Web (www). It will be powered on blockchain and reinforce the concepts of decentralization and token-based economics in the internet world.



**Centralised, human mediated,
rent seeking**



Web 2.0



Decentralised Autonomous P2P

Technologists and journalists have described Web3 as a potential solution to concerns about the over-centralization of the Web in some large tech companies. Some have expressed the belief that Web3 can improve data security, scalability, and privacy that are currently not possible with Web 2.0.

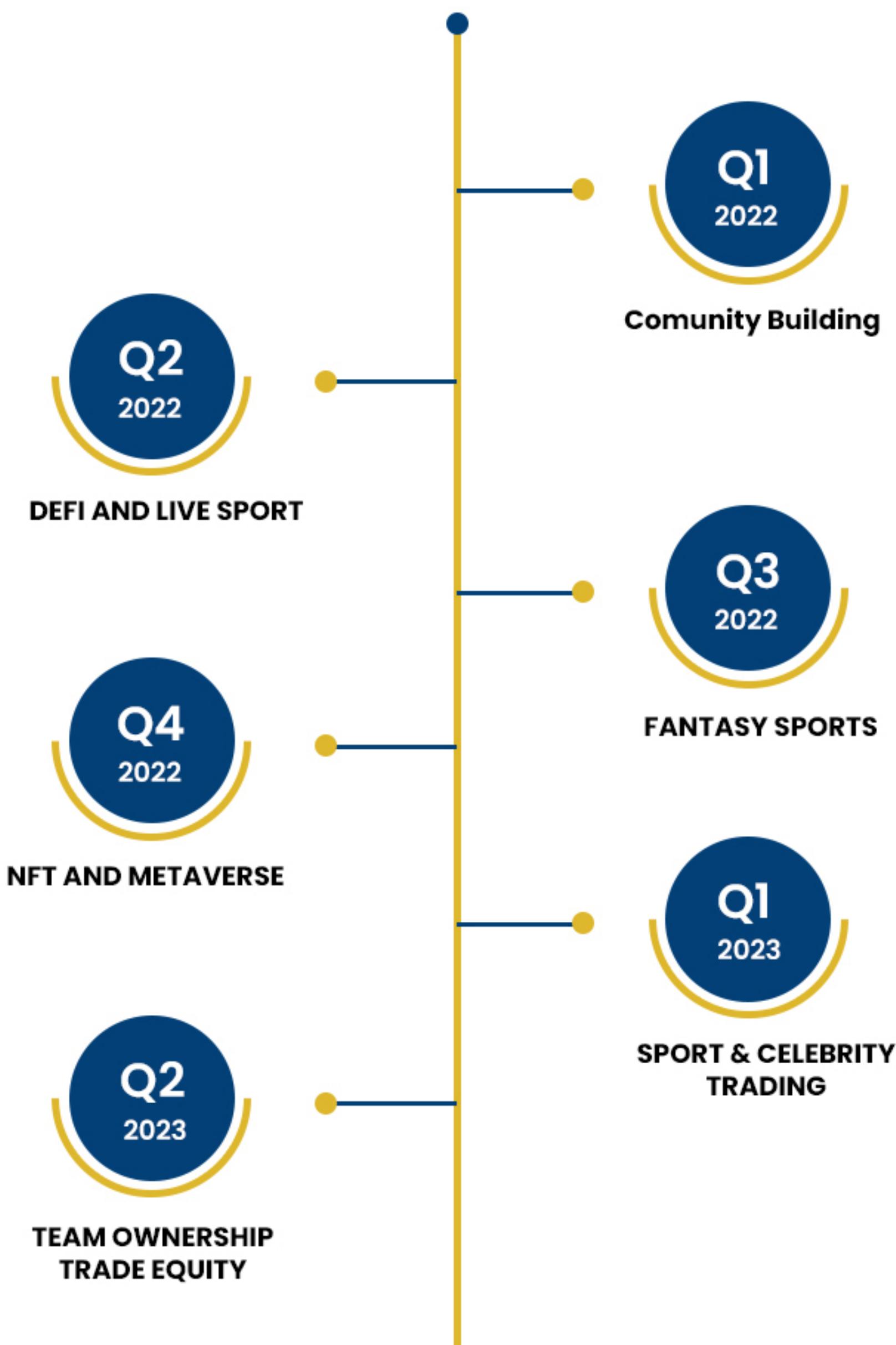
Web 3.0 is a complete shift from the Web 2.0 mechanism. Thus the learning curve for daily users will be more vertical, as companies seek to become the next tech giant on the decentralized network. As seen by early investor interest, and everyday user interest over the past few years, Web 3.0 has already been introduced in a big way. However, there are still a number of things that are preventing its full adoption.

6. Benefits to the Doxy Users

Doxy is solving all the problems from the current Fantasy Sports market, and it will benefit sports enthusiasts in many ways. However, some of the major benefits are as below.

- A futuristic Fantasy Sport and game platform where users will get equal and more opportunities.
- Blockchain and cryptocurrency will help the platform to keep the fees and taxes as low as possible, so users from all groups can join and participate.
- BEP-20 based token charges very little transaction fee compared to ERC-20 Gas Fee, thus users will get most of their profit.
- The Doxy platform is focused on all types of fantasy sports games thus it has something for everyone.
- Better UI and UX will ensure that users will do the activity more precisely and in no time. Thus doxy is saving time, effort, and profit for users as well.
- WEB 3.0 will add more trust and edge as well. It will keep actions transparent while protecting the identity.
- With a limited supply of Doxy tokens, management in the community's hands, the price of Doxy will increase soon. Thus, it is also creating more opportunities to get higher ROI.

7. Roadmap



8. Summary

The Doxy platform is a fantasy sports platform built on a blockchain that confirms the owner of all assets involved: from franchises to active players, all the way down to the lowest prospect – every asset is an NFT.

The blockchain performs all transactions with ease but also confirms each and every activity. Doxy will mirror professional sports in such a way that creates opportunities for the users to make some profit and showcase their knowledge.

Doxy isn't just building a fantasy sports website. It is building an ecosystem that will allow anyone in any part of the world to participate in fantasy sports. It will build communities through sport, excellence, fairness, inclusion, fun, and above all, a common passion.

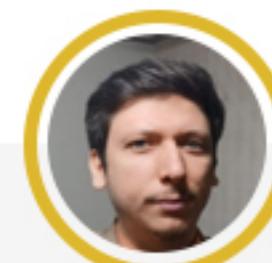
To stay up-to-date with the progress keep visiting the websites follow the Doxy on all the social media platforms and join the Doxy group on Discord, Reddit, and telegram.

9. Team



Steve Hopkins, Managing Director (MD)

Having roots in Australia, I completed most of my education in London and finished with an MBA from Caltech (California Institute of Technology). I have been an avid student in the world of cryptocurrencies. I have completed 7 management courses from Ivy Leagues and it has always been the only thing I have been pursuing throughout my life after getting to senses. My passion for the industry and qualifications combined with proven skills are going to be a right fit for Doxy as I have started my role as the Managing Director.



Roger Ben, Chief Executive Officer (CEO)

I am a renowned professional in the Middle East, a heavy reader, a popular student of Cambridge, and an elite surfer. Completing my education from Cambridge, I spent most of my life in Middle Eastern Countries. I have always lived my life statistically, having plans and backup plans. That is my way of winning at every single role, every single project, every single task, every single day! My exceptional portfolio makes it obvious that I am going to be an example for the Doxy family.



Kamran Bullock, Project Head

I am a nerd with tons of knowledge! I started programming at an early age, I still remember the moment when I had hacked my school's website just for the pleasure of achieving something without even leaving my house and yet making it a significant thing in the world. Then the moment I learned about crypto and blockchain technology, I gave my life to it. I kept up with it and I just gave it all I had. I have been a boring person who does things that make a change. And that I think is going to be the best part about me for this company!



Arpan Desai, Marketing Head

I am an Indian born and brought up in the United States; having both parents as doctors, I had to step in their shoes and follow the same path. However, I dropped out of medical college and completed my studies at Columbia University and that gave my career a kickstart. I have a vast experience from Accenture Interactive to Dentsu to Deloitte Digital and then I found this perfect place as I have been working on finance, sports, and crypto clients throughout. And, I think that is going to be the best part of my role at Doxy.



Ashton Gibbs, Strategic Alliance Head

I am a simple person who loves to do everything! Born and brought up in New Zealand, I have spent all of my life in New Zealand and Australia. I was never the brightest student, yet I got serious about my academics and I got admitted to ETH Zurich. I enjoy crypto trading and I can definitely be found digging more about the same at and even after work. I have had an interesting career working with 6 fortune 500 companies and it was a while back when we had this discussion about Doxy. This is happening and we are here!



Alexander Denzel, Global Project Coordinator (GPC)

I am Alexander Denzel. I am a British citizen. I currently hold a degree in economics and finance with a specialization in econometrics and statistics. Before joining doxy, I have been part of major hedge funds and financial institutions registered in a panoply of jurisdictions. I have been part of the BIG financial companies worldwide and have helped in the setting of a number of crypto and fintech regulated entities in well-known destinations around the world.

10. Disclaimer

The purpose of this white paper is to present technical details and current details of the business model of the Doxi Project, a blockchain-based sports service platform project. This white paper is for informational purposes only and is not a statement of future intent.

Doxy makes no warranties or representations about the successful development or implementation of the project, or the accuracy, completeness, or suitability of the information in this white paper. All warranties implied or otherwise disclaimed by law.

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