



FX1

FX1 Sports

**Watch sports online with your
friends anywhere, anytime.
Redefined for Gen Z and Millennials**

LITEPAPER V1.1 / April 2023

FX1 PROJECT OVERVIEW



What We Do

FX1 is for Gen Z's and early Millennials (18-35yr old) looking for a better way to watch sports online.

Our product is a next-gen interactive & gamified Web3 sports streaming aggregator that lets fans find & watch their favorite sports moments with their friends (chat, audio, video), all while paying on their terms.

The FX1 ecosystem drives fan engagement and a community lifecycle loop with personalized and timely notifications that connect friends together to experience the best long, and short-form moments in sports.

Our Vision

Born out of real-life challenges of the founders. We are here to forever redefine how fans consume and interact with sports online.

Our Mission

To evolve and enhance the overall experience of watching sports online for Gen Z's and young Millennial communities.

Our mission is to connect fan communities from across the world with a new emerging social experience. We aim to expand and retain viewership by providing the fan with the immediacy, convenience, and control of their online sports experience.

FX1 will bring together live-streamed sports games in the one place, so fans can watch online with friends, earn rewards, and pay on their terms.

The standard format and delivery of professional sports online is not contemporary & relevant, and has become unappealing to Gen Zs and early Millennials

Traditional Fan Base
Gen X & Baby Boomers (>40yrs)
Behaviour: Passive
Format: TV, News, Articles

The New Emerging Fan
Gen Z & Millennials (18-35yrs)
Behaviour: Active
Format: Gaming, Streaming, NFTs, Social

Advancement in OTT (over-the-top) streaming has led to increased challenges

Free to air television



Cable Networks



Streaming Platforms

prime video

YouTube

NETFLIX



Streaming Fragmentation – growing competition, multiple sources for content of subscriptions required

Increasing Competition Globally - entertainment, gaming, emerging sports, pop culture

Change in Behavior – Gen Z want short form content, gaming, self-expression, social interaction

Streaming Subscription Costs – Expensive subscriptions bundled with content fans never watch

The Piracy Problem – Illegal piracy costs the industry around 28.3 billion, growing year over year

Gen Z's & younger millennials (18 – 35yrs) have created a new era of fandom for professional sports

GROWING SEGMENT

20%
YoY growth for
sports streaming
through 2028



Gen Z's are
26%
of global
population



Streaming
Gen Z's #
1 channel

Avg Gen Z fan
follows over
6.5
sports

Global sports
fan market
size
\$272bn
by 2028



NEW OPPORTUNITY

Sports have
access to a
global fan
base

**"95% of our
fans will never set
foot in our stadium."**

Brent Barry VP,
San Antonio Spurs

A next-gen interactive & gamified Web3 sports streaming aggregator that lets you watch live sports with friends, paying for only what you watch, while also earning status and rewards.

EXPLORE

Follow live game scores, create private event rooms and engage via video and audio

Chat with other fans and discover content via our Locker Rooms

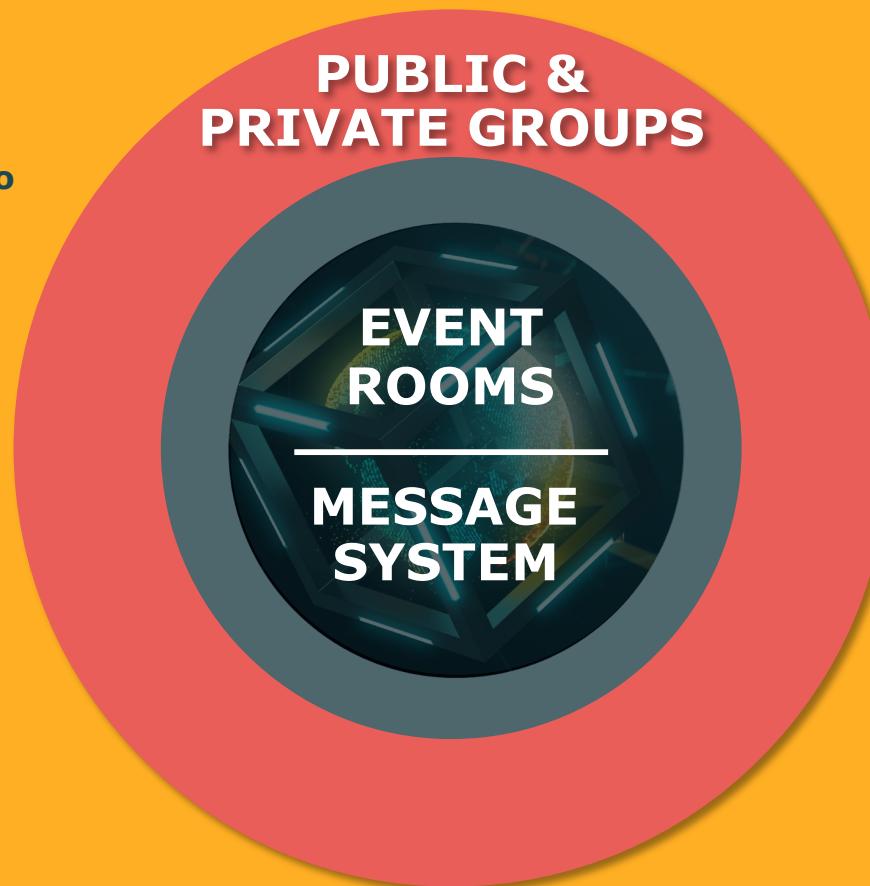
The convenience of a multi-device experience (app, tablet, web, smart TV)

PAYMENT

The fan controls what they pay to watch using seamless micro transactions

Purchase \$FX1 using crypto or FIAT, and split costs of games across friends

Pay using \$FX1 per game, or per game moment. Buy game and team packages



RECOMMENDATIONS & NOTIFICATIONS

Personalized recommendations to suit your favourite sports, teams, and players

Real-time and immediate notifications so you never miss the best moments in sports

Our notification engine combines fan data, sports data, and community data

GAMIFICATION

Be known by your Fan Avatar and power up your profile with added on-platform benefits

Express yourself socially with tools such as custom gifs, emoji's and meme's

Earn rewards and \$FX1 token through interacting with sports on FX1

UEFA Champins Legue: JUVENTUS vs NANTES

17 February 2023

Live sport is a social experience. The FX1 ecosystem drives fan engagement and community making it a better experience to watch sports online.

Event Rooms

Follow live sports, engage with friends over text, audio and video

Private and Public Groups

Create a private group and invite your friends, allowing you to watch games together

Custom-Built Messaging

An instant-messaging system that allows fans to interact before, during and after games

Artificial Intelligence

Get real-time responses & recommendations from FX1 Bot, built using AI & machine learning

FX1 SPORTS & LEAGUES
ON FX1

Watch your favorite league, team, or players online with friends via FX1

LIVE LEAGUES



CURRENT DISCUSSIONS



How does \$FX1 work?

EARN

- Get rewarded for creating and setting up your account
- Refer friends and earn off their activity, forever
- Host games & shows and earn on viewer count + activity
- Earn through minutes watched of streamed events

USE

- Purchase discount streaming subscriptions with the top providers
- Use \$FX1 to pay for watching a single game, no subscription required
- Buy collectibles and digital sporting memorabilia for your fan avatar
- Tip other fans, sports stars, coaches or management

STAKE

- Stake your \$FX1 for compounded yield
- Choose a set lockup period to increase your earning rate
- Earn discounts off purchases based off staking earning rate
- Raise the status level of your fan avatar to access discounts and benefits

FX1 NFT FAN AVATARS

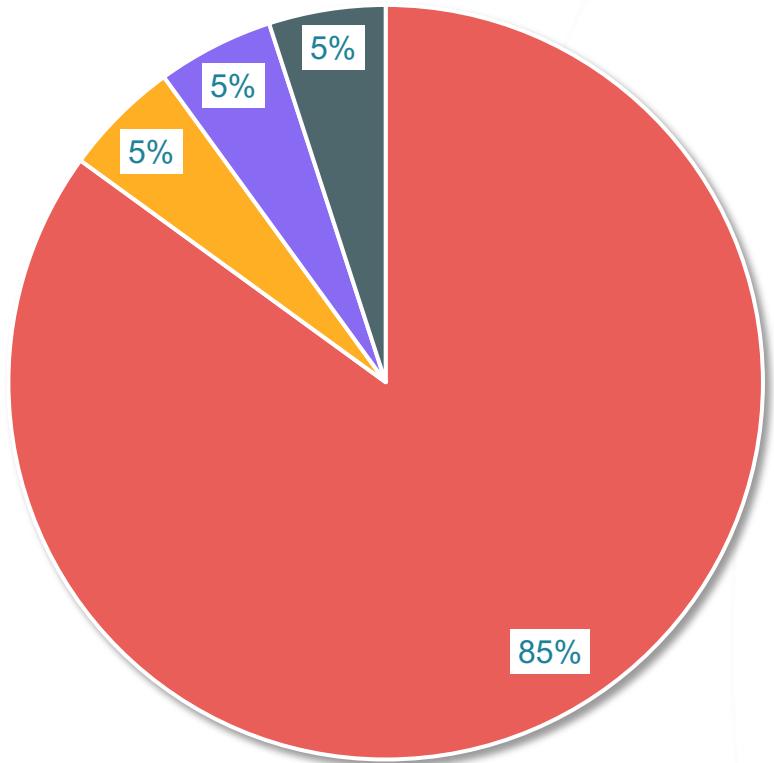


By becoming one of the early holders of the \$FX1 token, you'll be in the draw to receive NFT Drops for our prized Fan Avatars when they are released later this year.

- ✓ **Get access to the most unique and exclusive Fan Avatars on launch**
- ✓ **Use your Fan Avatar to gain special powers and voting rights**
- ✓ **The more tokens you buy and hold, the better chance you have for a drop**
- ✓ **Earn the right to sell your avatar for a profit as it grows in value**

FX1 TOKENOMICS

TOKEN DISTRIBUTION



■ LP ■ Team ■ CEX ■ Partners

\$FX1 is an ERC-20 token with a total supply of 250 million. Transaction fees fund the long term growth & vision of FX1.

250M

Max Supply

6%

Sell Tax

6%

Buy Tax

0.5%

Max Transaction
Anti-

1%

Max Wallet
Anti-

FX1 LAUNCH OBJECTIVES

The fair token launch of \$FX1 is an important step to further develop our platform, build out our team, and form key partnerships.



Product Development

Continue the build of our website and apps



Hire Team

Acquire A-Players across development and growth



Fund NFT Launch

Help assist the launch of our Fan Avatars in Q2/Q3 2023



Rewards Incentives

Plan, design and build our incentive program around \$FX1



Tokenomics Design

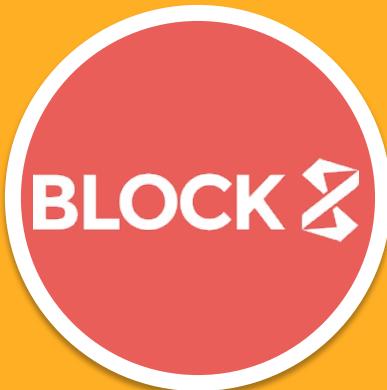
Complete our tokenomics design and whitepaper

We have partnered with the best in the industry to ensure our future success.



Proof - Our official partner for our Fair Launch campaign, ensuring safety and confidence for all investors

www.proofplatform.io



Block8 is a leading blockchain development studio with a proven track record across Fintech, Proptech and Regtech

www.block8.com



Our smart contracts are audited by **Solidity Finance**, who protect over \$50 billion in on-chain value

solidity.finance



Assure Defi is a leading independent third-party verification service that weeds out bad actors and keeps crypto safe

www.assuredifi.io

Thank you

<https://fx1.io>

