



PAYFOOT

LIGHT PAPER (v16.4)

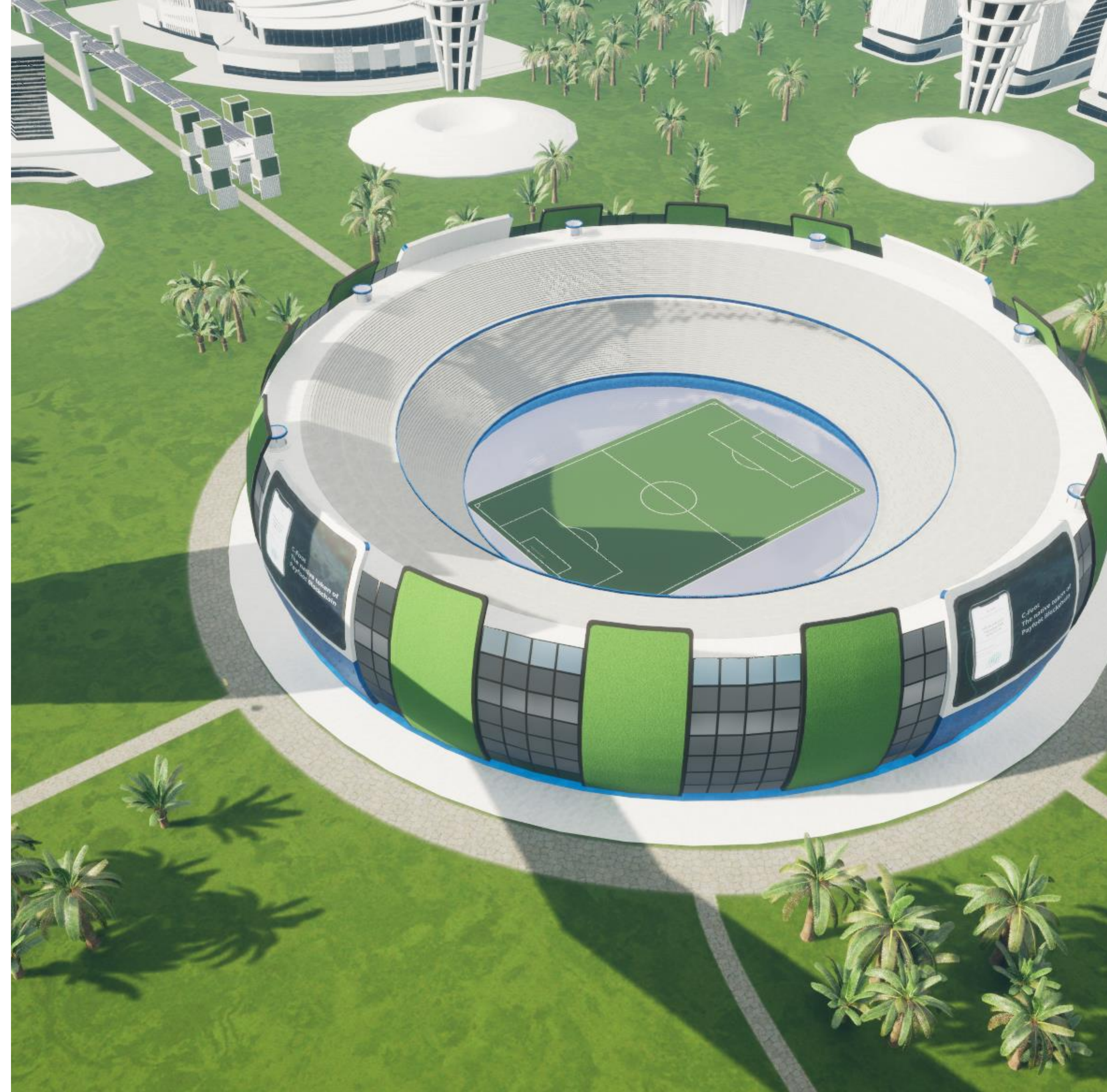
WWW.PAYFOOT.COM



THE FOOTBALL METAVERSE

Payfoot has developed the first Metaverse for football clubs and fans.

With many unique features, it creates new sources of revenue for clubs, bringing more engagement and inclusion of fans.



FOOTBALL MARKET 2021

\$1.8 B

GLOBAL FOOTBALL MARKET
VALUE IN 2019
(OUTSIDE EUROPE)



4 Billion
football fans

THE LARGEST SPORT COMMUNITY
IN THE WORLD



\$25.2 B

MARKET SIZE OF THE EUROPEAN
PROFESSIONAL SOCCER MARKET

OUR VISION OF WEB3 & FOOTBALL

M

METaverse

The Metaverse is the revolution: Web3 will be as realistic as real life

B

BLOCKCHAIN

Blockchain will be the backbone of owning and paying on the Internet

F

FANS

4 billion football fans meet Web3



CHALLENGES

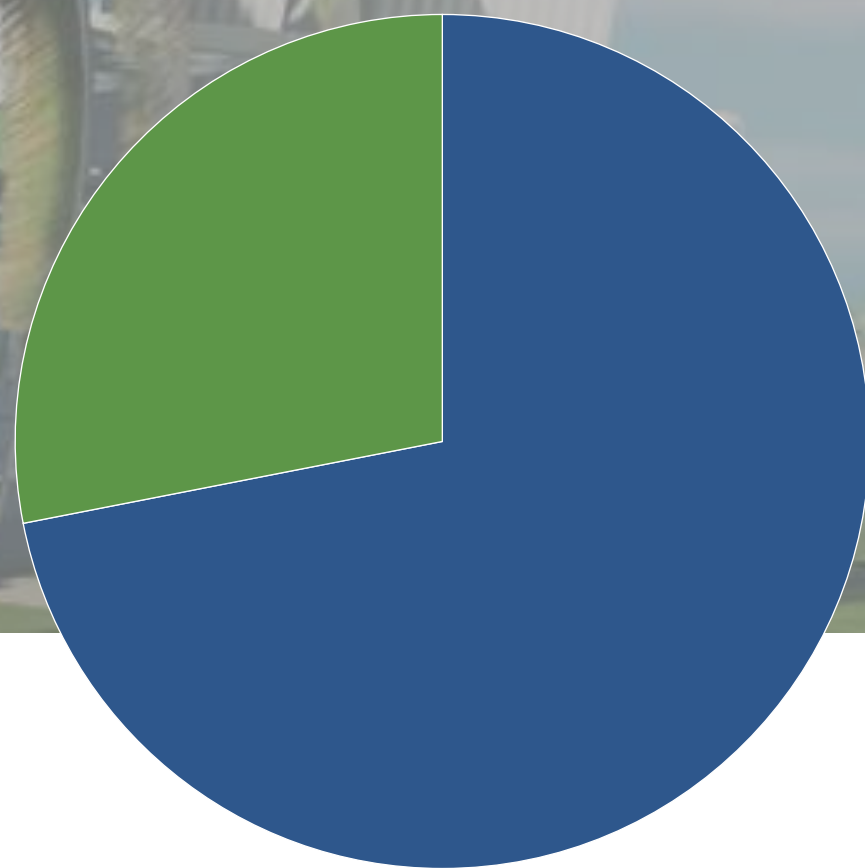
For clubs

The **main challenge** of the football industry is **turning fans into customers**. The future is to convert stadiums into **permanent contact points**, turning them into entertainment centers that interact with fans, offering **personalized options**.

For fans

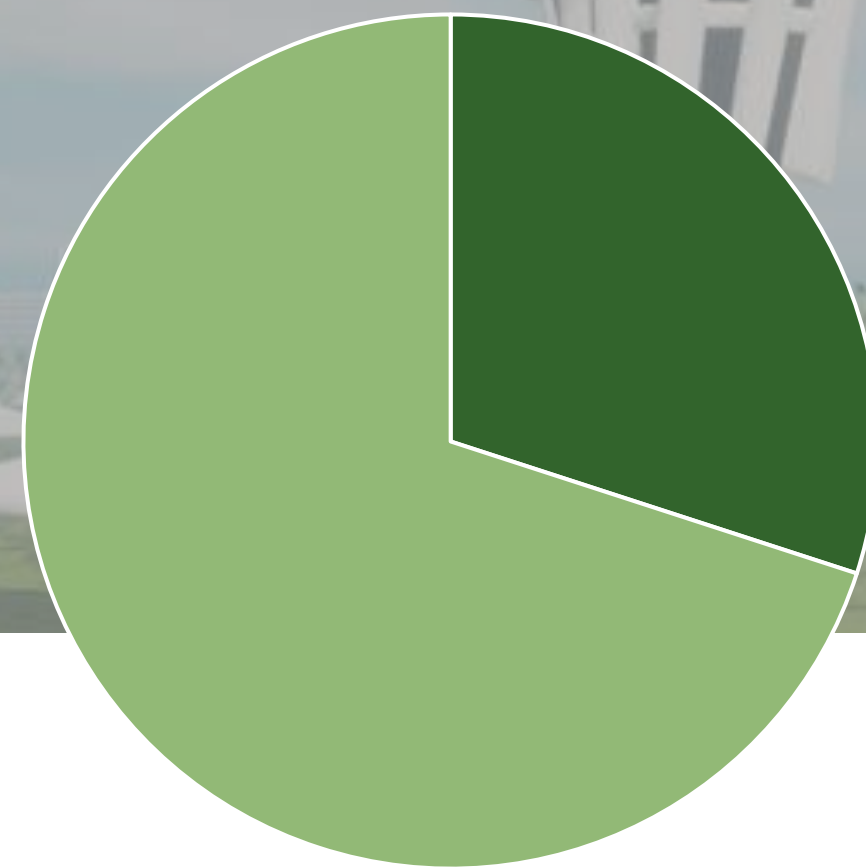
The challenge is **to find a more inclusive and global environment** where fans can fully live their passion in a different way.

OUR ANSWERS TO THESE CHALLENGES



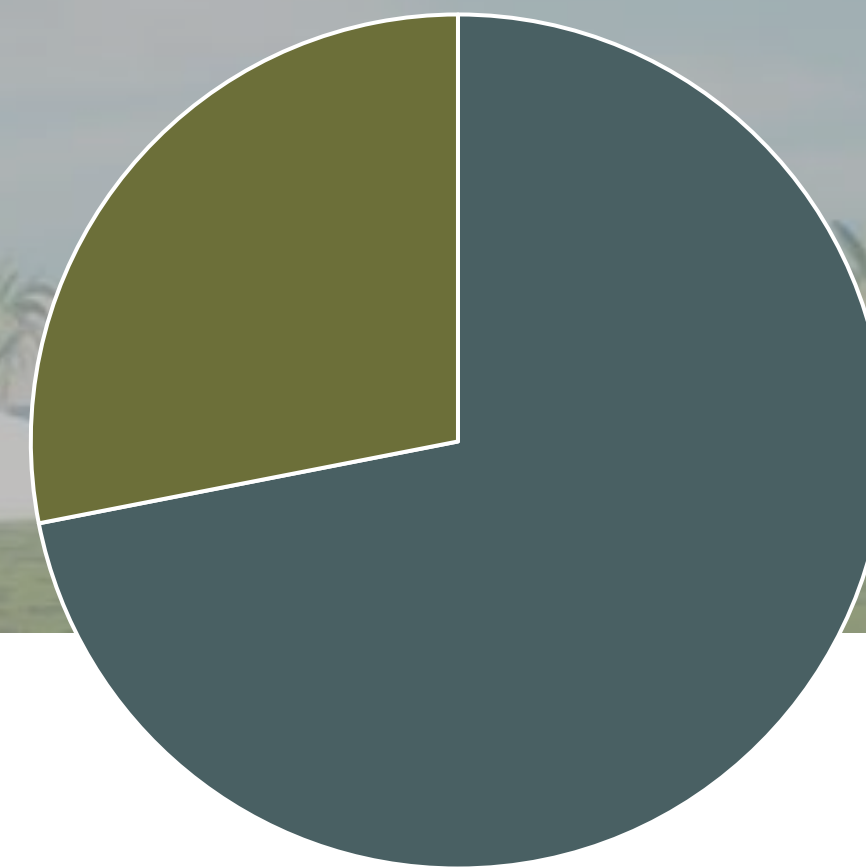
ENGAGE THE FAN BASE

Enrich and modernize the relationships between clubs and supporters by bringing more excitement.



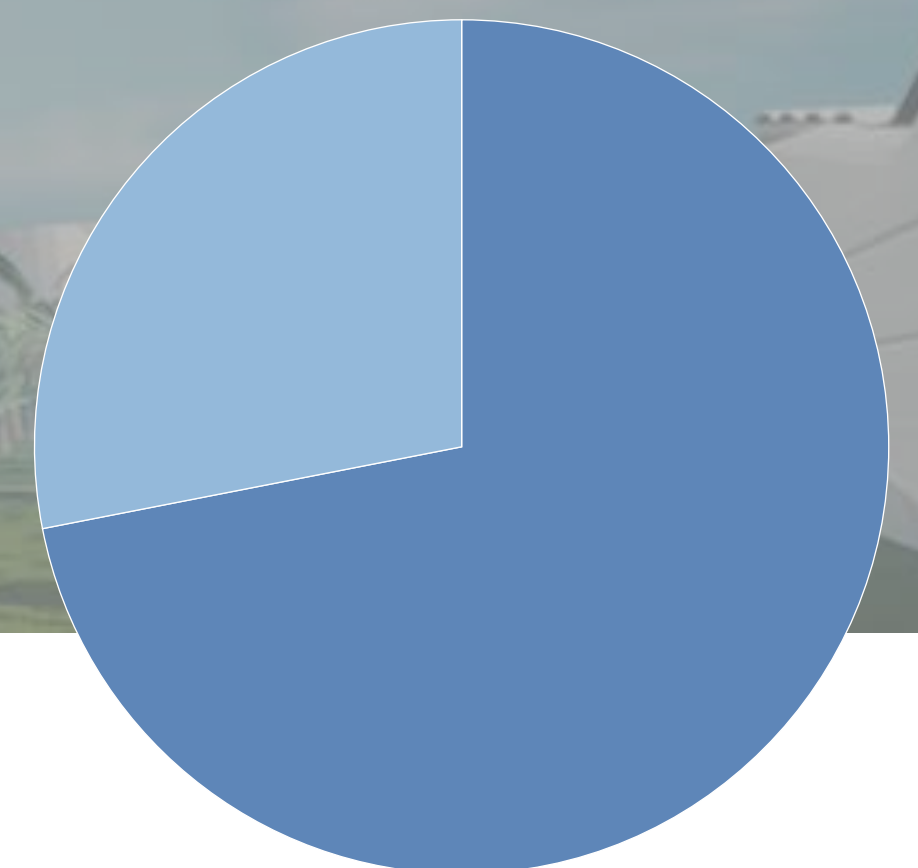
METaverse

An **island**, the **virtual stadium** with its special seats, games, events, land, personalised avatars, accessories, advertising,...



ADVOCATE THE VALUES OF SPORTS

Gather the whole Football world to promote **team spirit**, **inclusion**, **peace**, **diversity**, equal opportunities, freedom and **financial support**.



PREPARE THE FUTURE

Connect with the generation that will shape the world of tomorrow. From daily participation to the clubs' life, to gaming and entertainment.

THE PAYOOT METAVERSE

Payfoot is building a Metaverse entirely dedicated to fans and clubs.

Every club has its own island and a virtual stadium, where fans can live unique experiences thanks to special features such as AR seats, flying seat boxes and much more...

Fans can create their avatars, participate to challenges and exclusive meetings with football players.

The stadium will be the center of the island around which the entire city is built: you will find shops, restaurants, events...

You can constantly interact with other users thanks to a dedicated social network. After choosing your avatar, you can meet other fellow fans, get closer to your favourite club, join different channels of discussion...

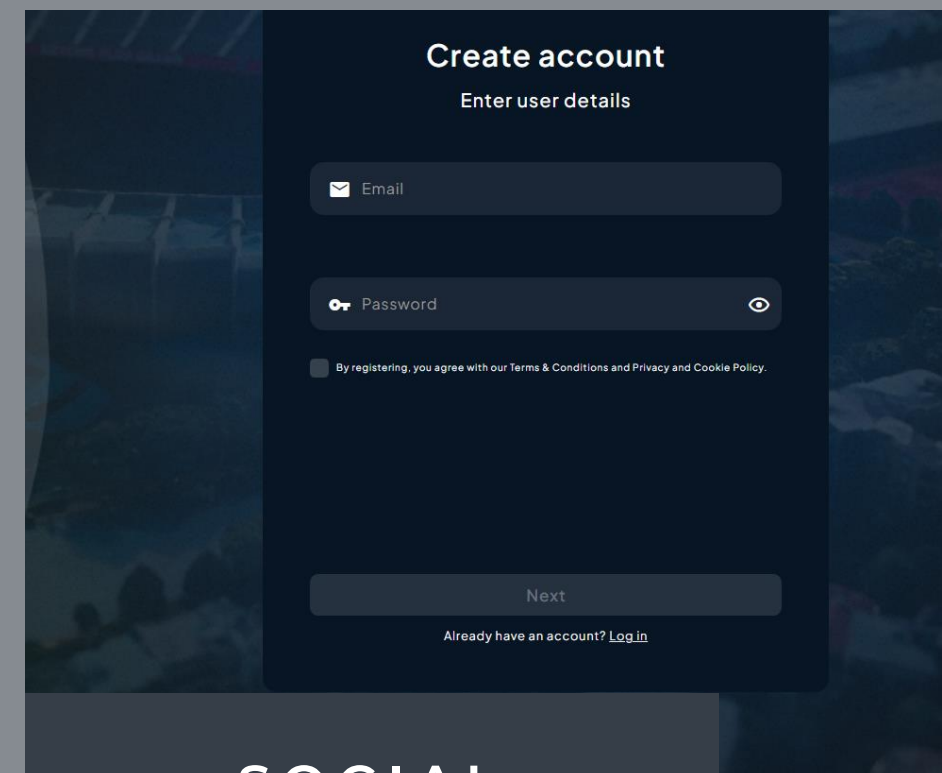
You can differentiate yourself by winning one of our awards, such as: player of the season, goal of the season, best coach, best talent... and many more!

Join the metaverse economy: start your own business, work in an existing one, buy a piece of land or a house... possibilities are endless.



A METAVERSE DEDICATED

TO FANS & FOOTBALL CLUBS



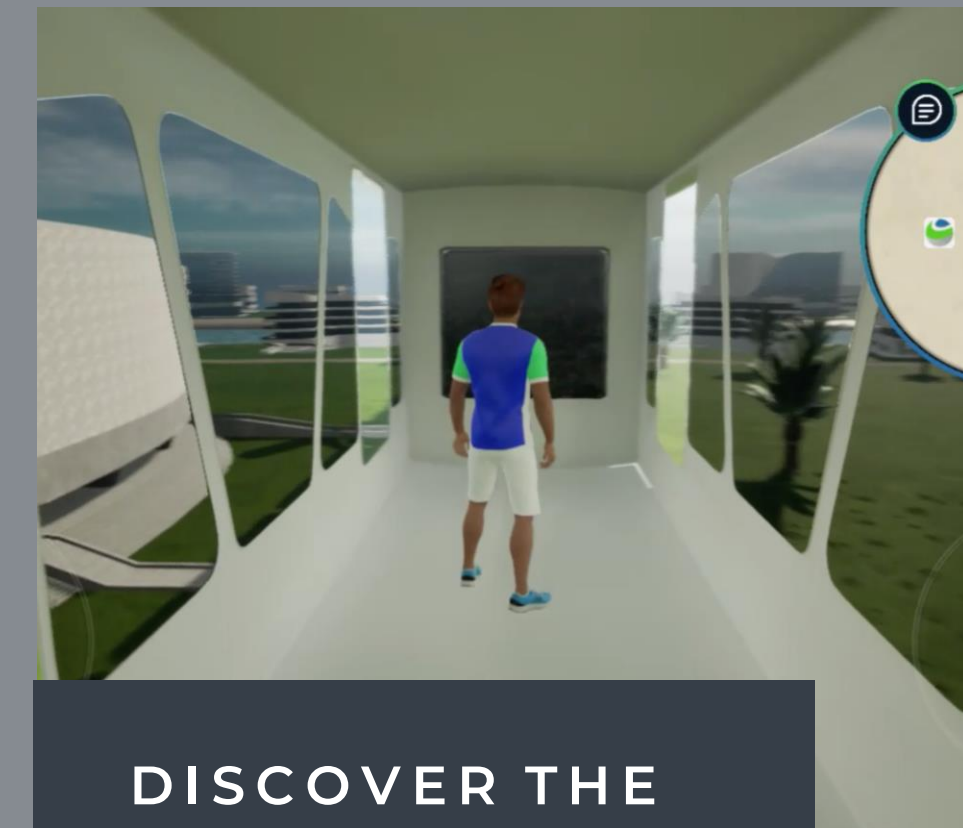
SOCIAL
COMMUNITY



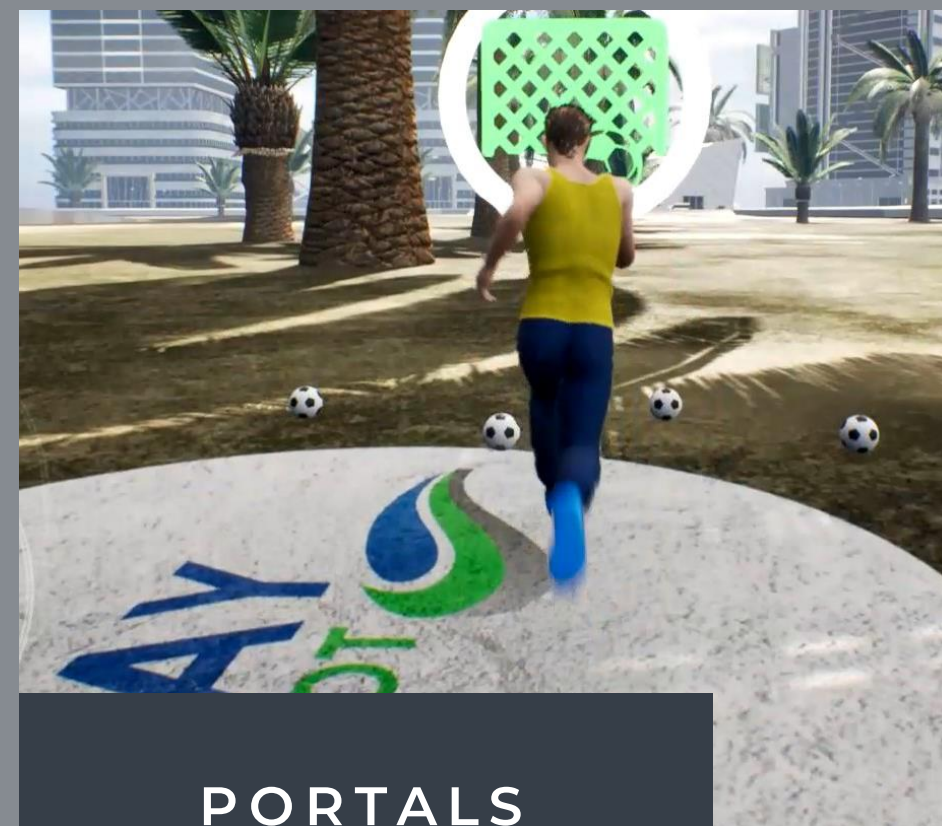
VIRTUAL
STADIUM



PERSONALIZED
AVATARS



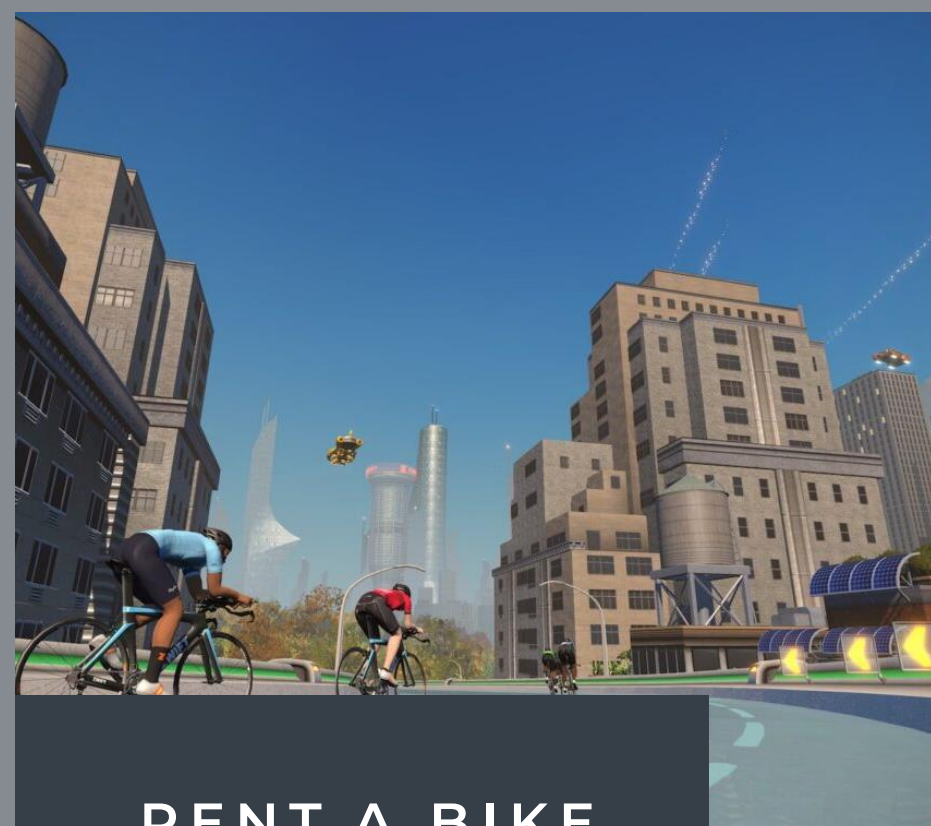
DISCOVER THE
ISLAND BY TRAIN



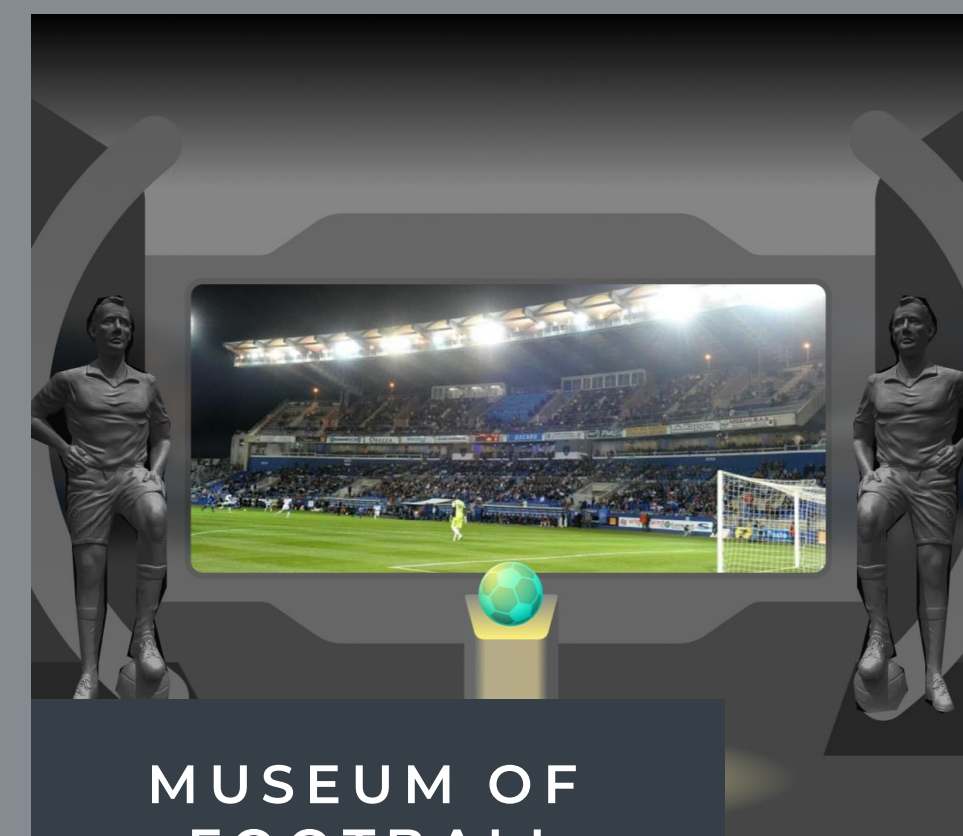
PORTALS



P2E
GAMES



RENT A BIKE



MUSEUM OF
FOOTBALL

PAYFOOT IS BUILDING A METAVERSE DEDICATED

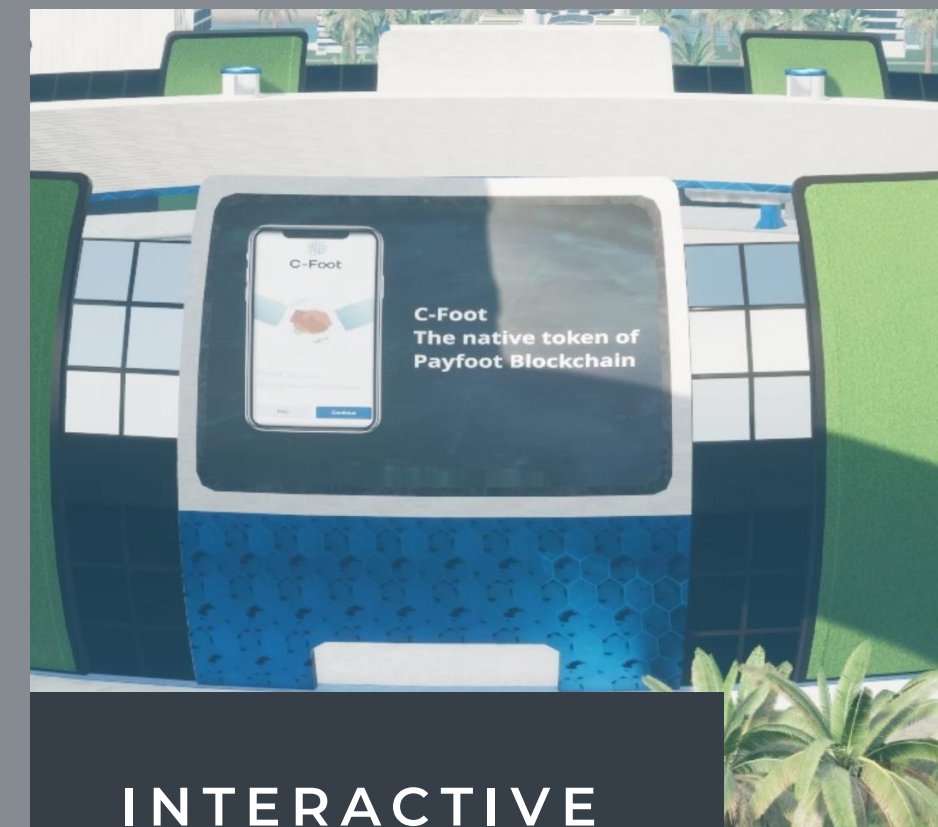
TO FANS & FOOTBALL CLUBS



THE CLUB
HOUSE



TATOO
& BARBER SHOP



INTERACTIVE
BILLBOARDS



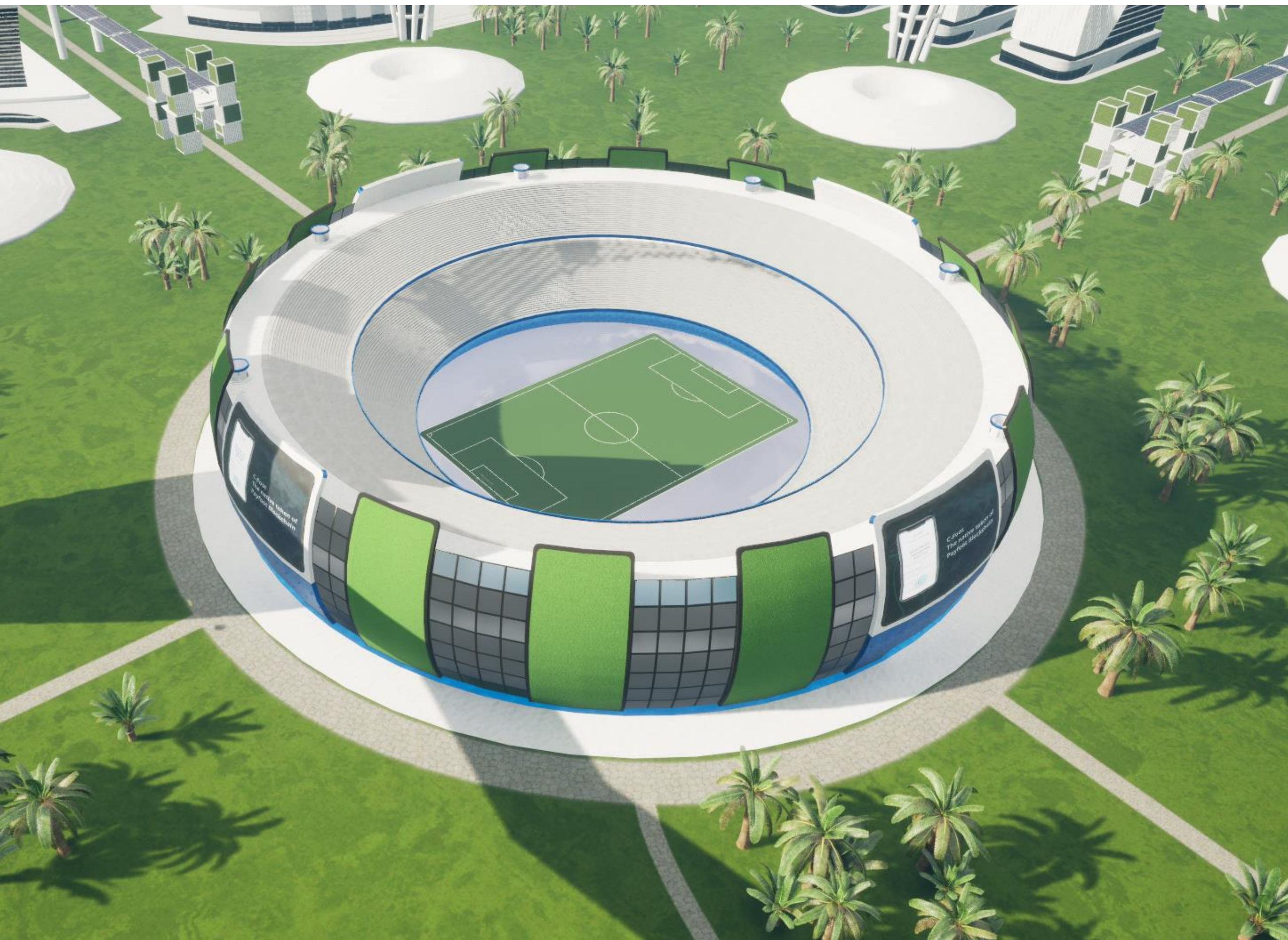
GRAFITTI
WALL



NFT(S)
CAMPAIGNS

...AND MORE TO COME

PAYFOOT METAVERSE AS A SERVICE FOR SPORTS COMMUNITIES



Football clubs are facing an increasing need for revenues



Looking for new ways to engage and monetize the fans' passion, locally and internationally



Young generations of fans seek for other form of engagement



OUR METAVERSE OFFER FOR FOOTBALL CLUBS

- A dedicated island for each club.
- A virtual stadium with unique experiences for fans.
- AR version of the city around the stadium - with shops, land, events, educational centers, transportation services (trains, bikes...).
- Marketing functionalities and possibilities for community animation are endless.



- Fans can create and personalize their avatars.
- Buy and design their house next to their favorite Metaverse Stadium.
- Create their own business or work in an existing one, participating to the whole Metaverse economy.
- Clubs, fans and players interact through a Social network



OUR METAVERSE

Based on Unreal Engine 5, we offer the best technology available, accessible via browser and cell phone.

COMMUNITY ANIMATION

Special events (concerts ,exhibition games ,,,)
Privileged contacts with the club's senior management
Broadcasting of gala matches
Broadcasting of training sessions
Player of the season
Goal of the season
Game of the season
Skill of the season
Top 10 goals of Club history / Top 10 goals of the season
Ranking of clubs legends
Best coach of the history
Best team of Club history
Best talent of Club Academy
Score Predictions before games
Prediction of the line up before each game
Voting for player of the match, etc

STRATEGIC PARTNERSHIPS

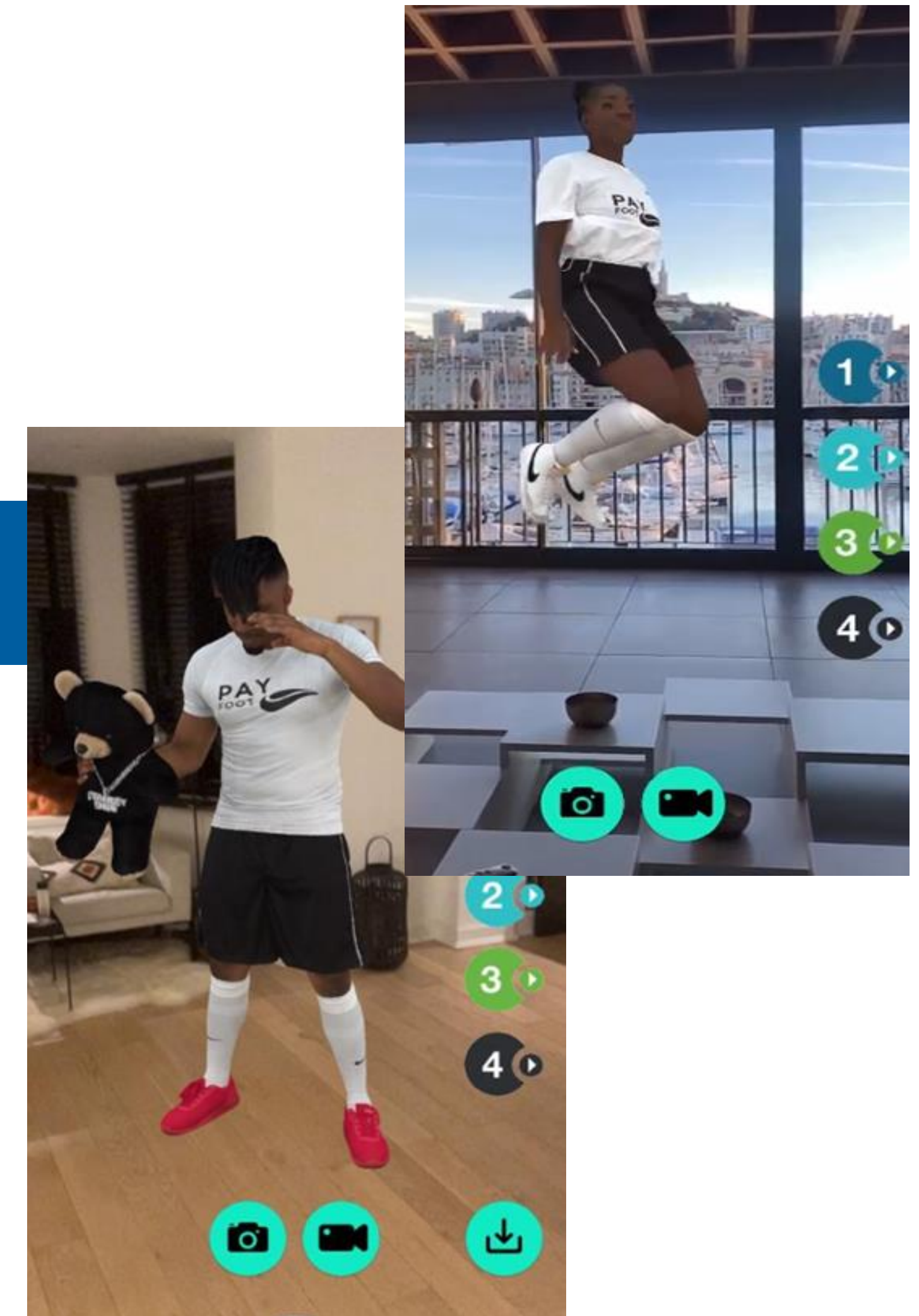
MAGNANE



AMBASSADOR PROGRAM

The goal of Payfoot's ambassador program is to find passionate voices in the football arena (e.g. famous football players) to **support** and **promote** the launch of our metaverse.

We create holographic avatars of our ambassadors to sell them as NFTs to the fan community; they can then play with it thanks to our unique AR app (IOS & Android). Perks related to the metaverse are also attached to the NFTs.



PRESS COVER

SC BASTIA: ONE OF THE FIRST FOOTBALL CLUB JOINING THE PAYFOOT METAVERSE



READ FULL ARTICLE

SC Bastia With Payfoot, En Route To Web3 Metaverse, Rocks The French Soccer Ecosystem!



READ FULL ARTICLE

LIGUE 2 SIDE SC BASTIA VENTURE INTO NFTS BY SELLING STADIUM ON DIGITAL METAVERSE



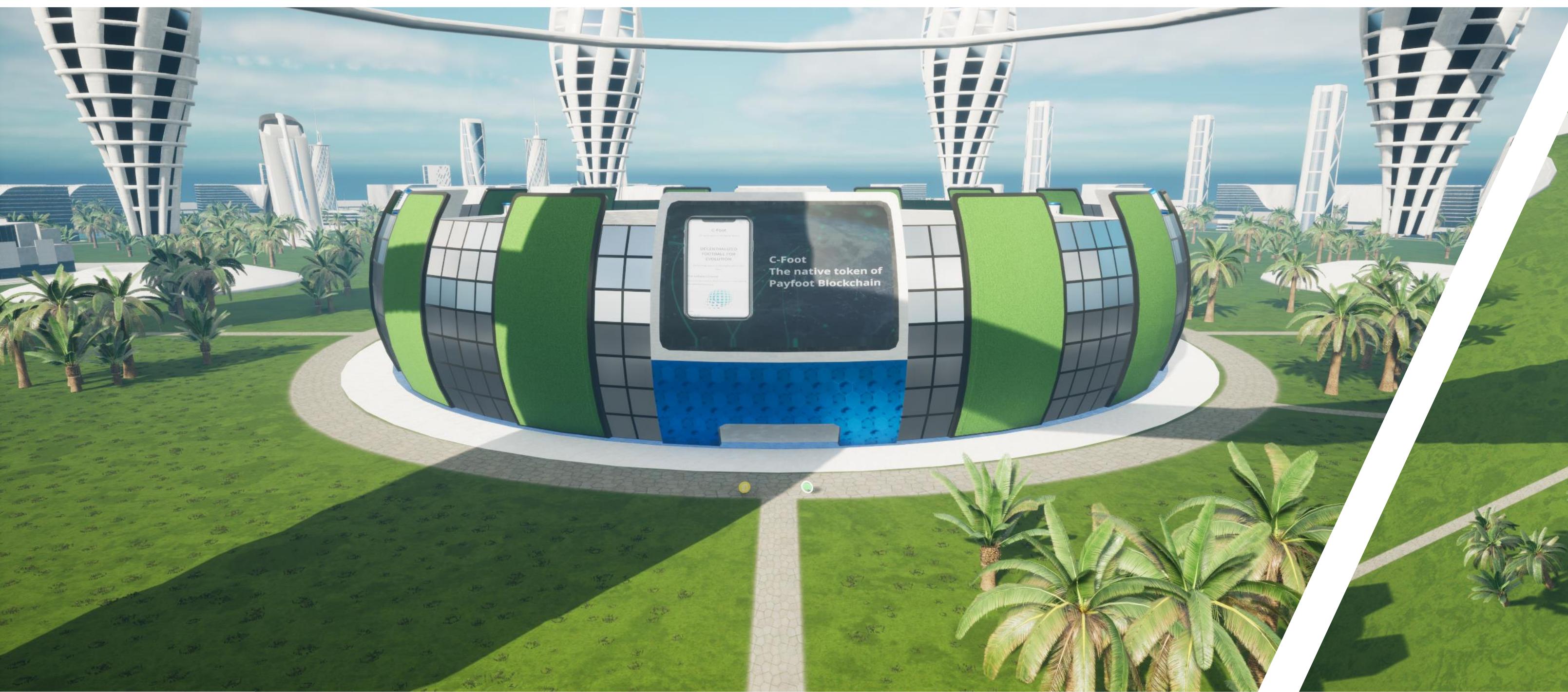
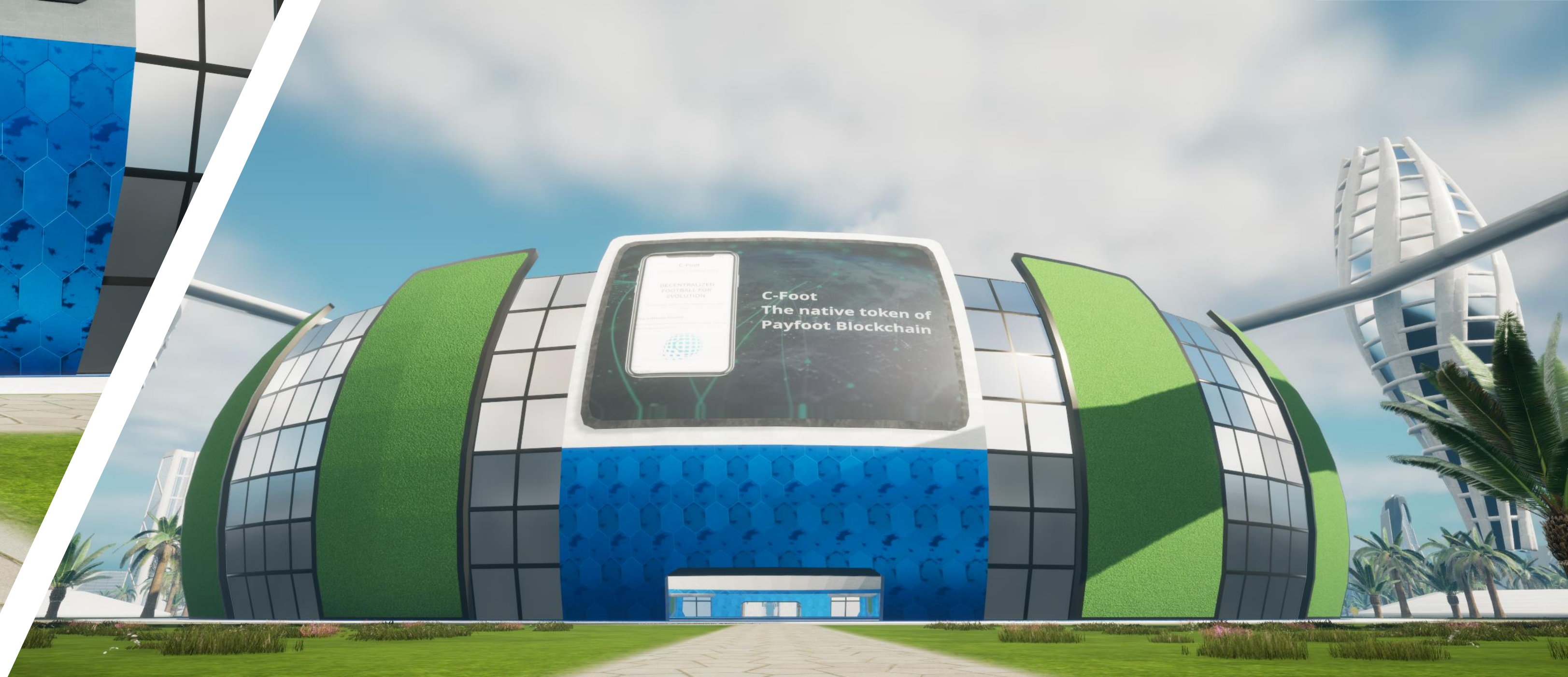
READ FULL ARTICLE

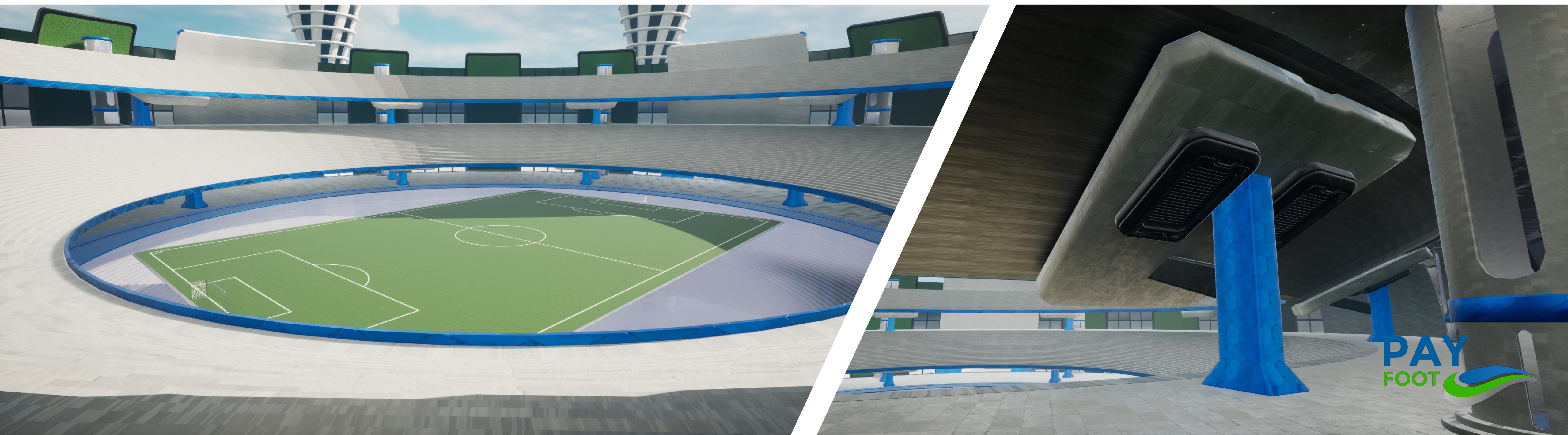
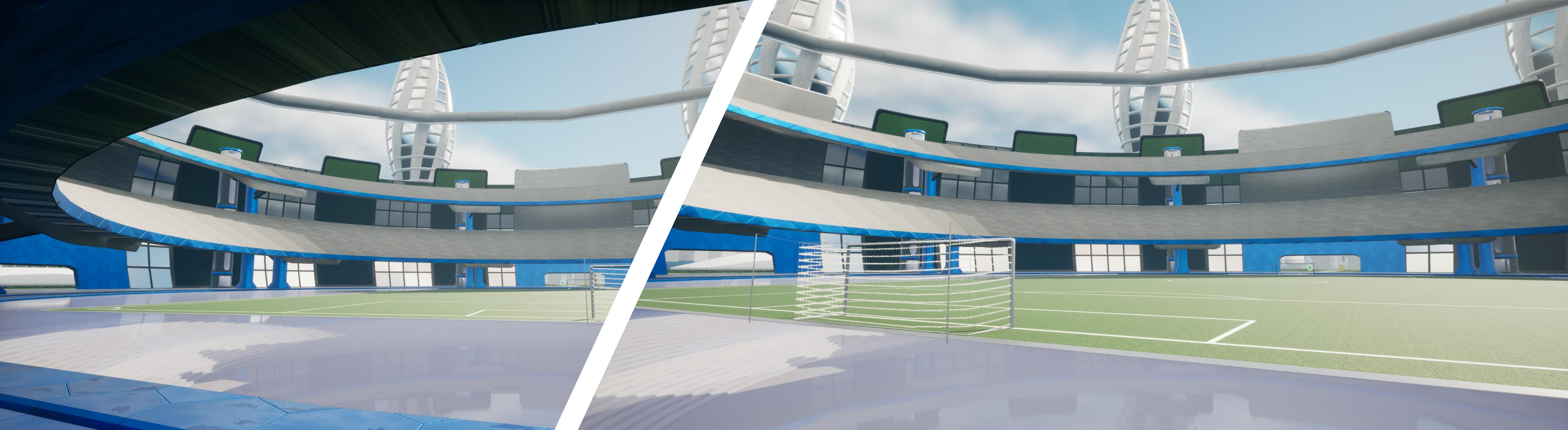


PAYFOOT METVVERSE

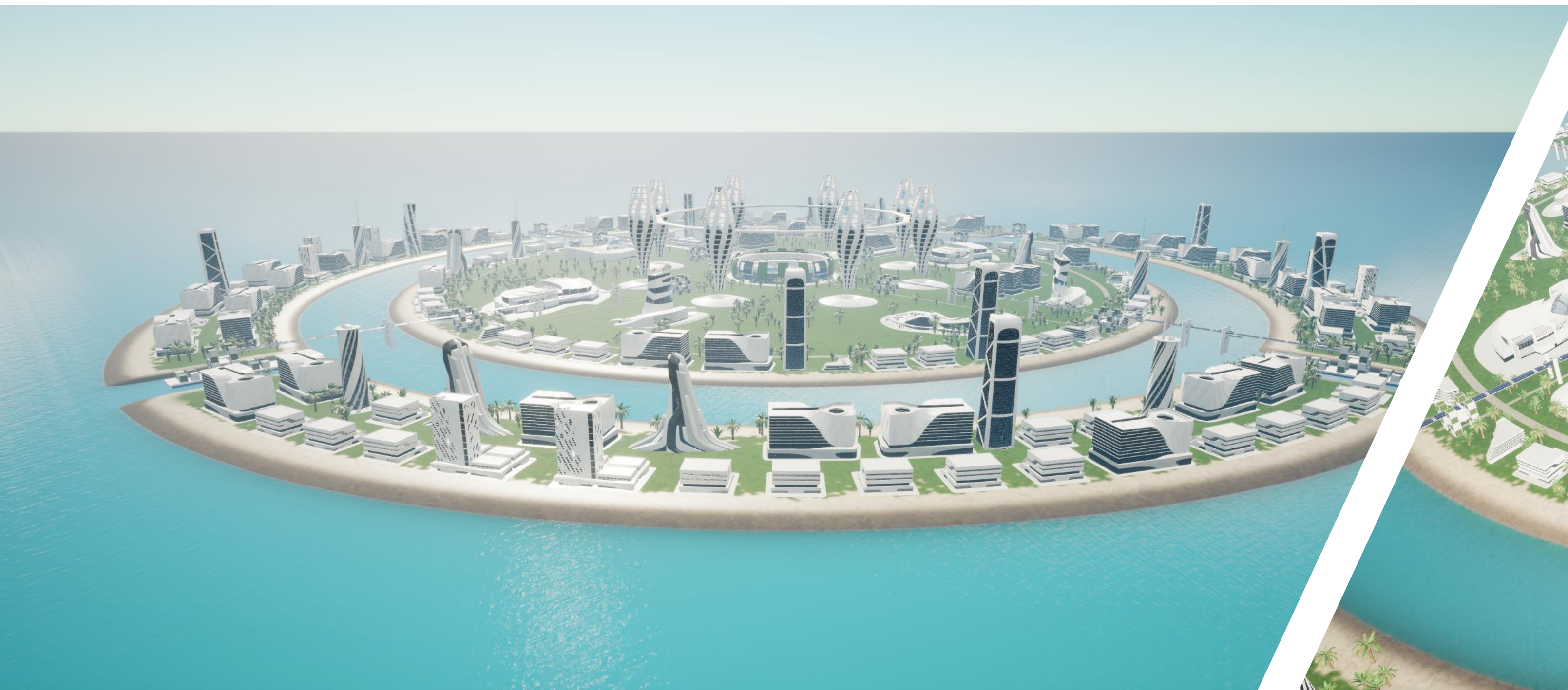
GRAPHIC CONTENT

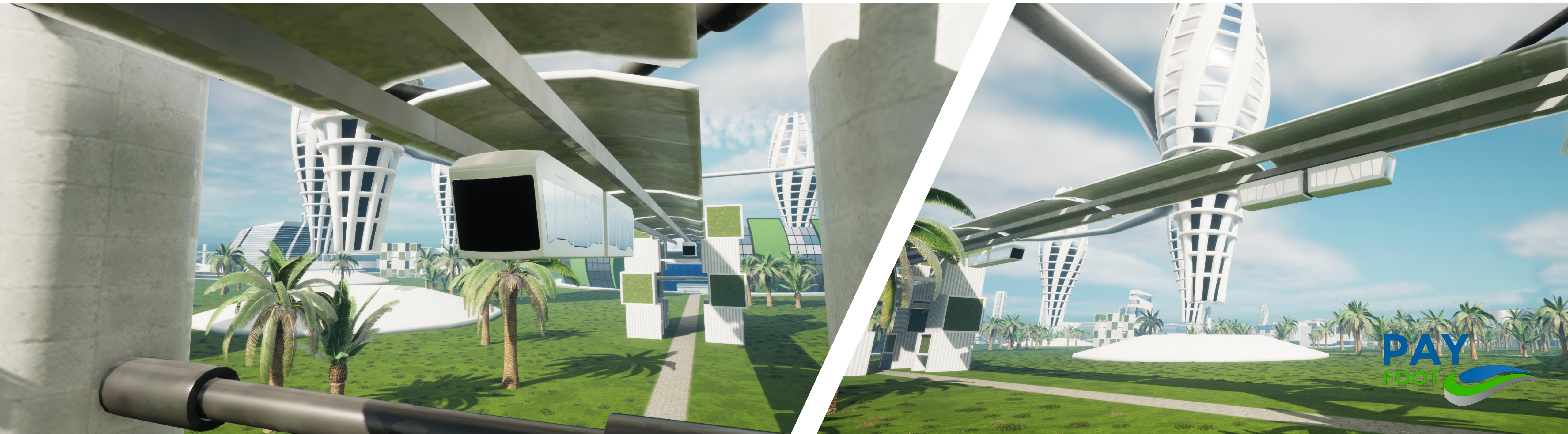
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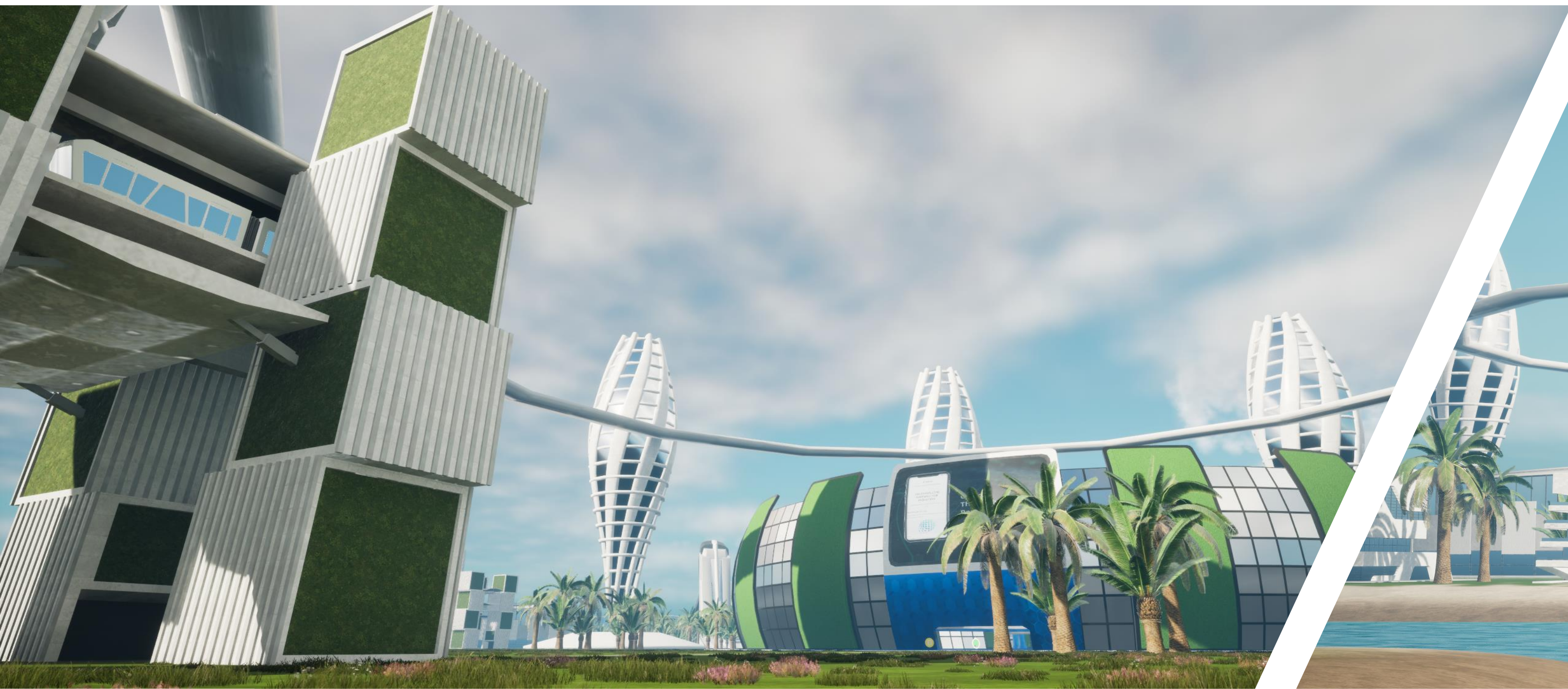
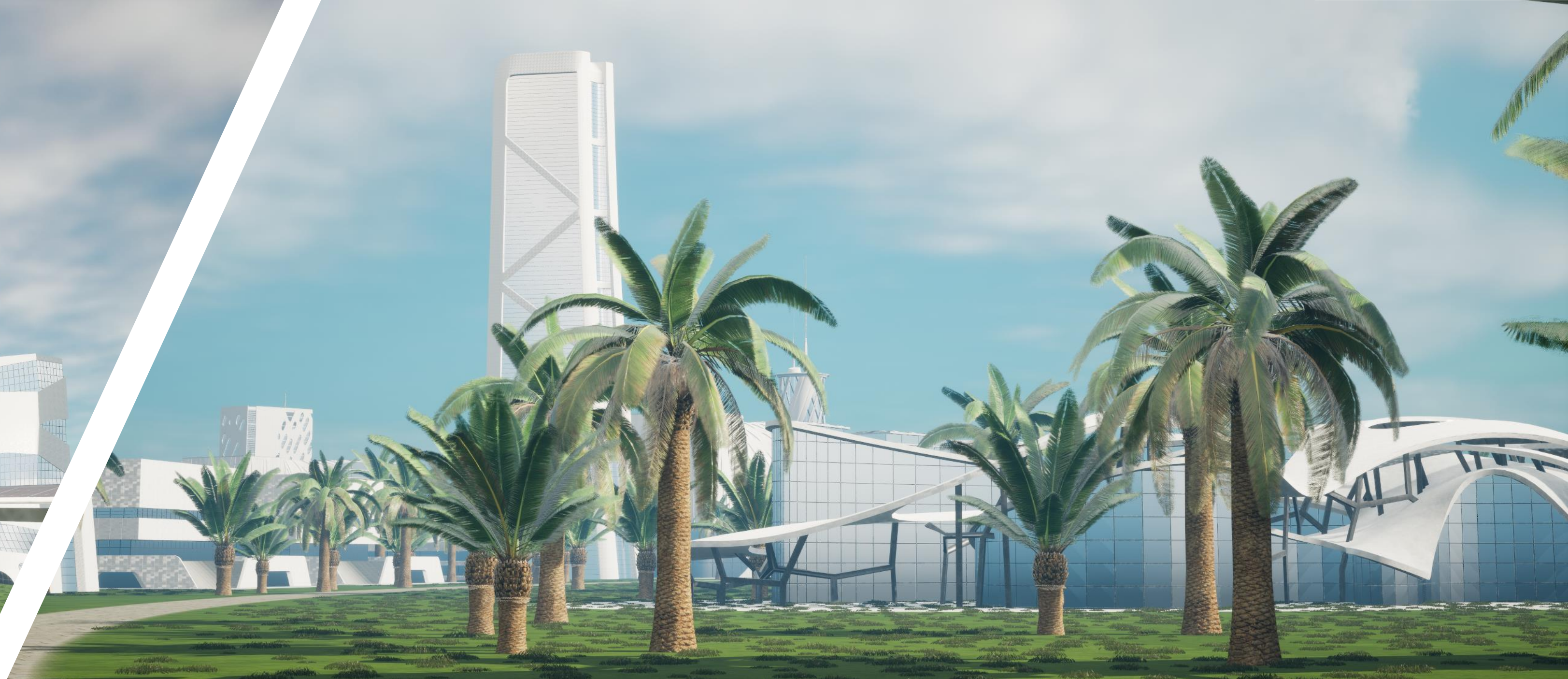














PAYFOOT METVAVERSE

AVATARS & JERSEYS

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Menu

🏠 Feed



Create a post...

👤 Fol

👥 Gro

📷 Wa

💬 Co

📅 Da

PAYFOOT METVAVERSE

SOCIAL COMMUNITY

Trending hashtags

:)

100%

:(

0%

❤️ 2 💬 0 ➦ 0



Comment on post...



Calendar

Sonntag
11.09.2022

Montag
12.09.2022

Dienstag
13.09.2022

11:35
13:05

Barcelona game
League C3-PO

13:30
15:00

Team practice
Team 11 - Stadium turtle

18:00
20:00

Real Madrid vs. Arsenal
League C3-PO

Suggestions



muhammed



The Knights Who Say
"Ni!"

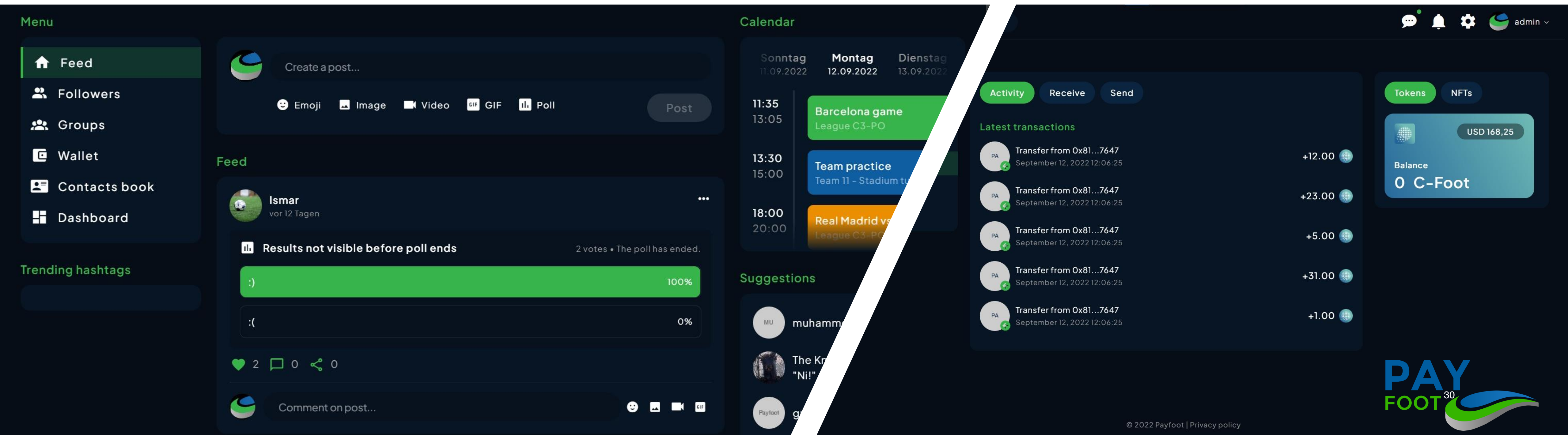
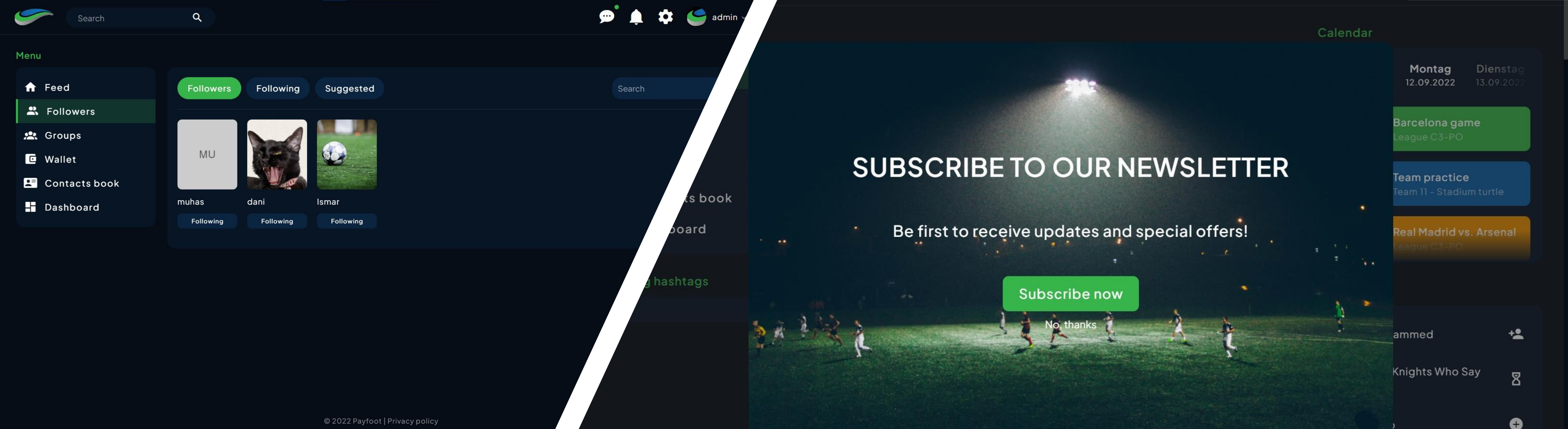


grup



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Search

admin

Menu

Dashboard

Users

Reports

Hashtags

Beta testing

Dashboard

Users

29

Total users

1

Logged in users

5

Inactive users

0

Deactivated users


17 min

Average online time

New users

common.daily

common.monthly



Most registered countries

France

Croatia

Favourite clubs


Real Madrid

FC Barcelona

MU


muhas

Following




Username123

Following




rolando

Following



dani

Following



Ismar

Following

US

user10

Following

US

user9

Following

US


user8

Following

IL


ilovefootball

Following




Emma

Following



barcafan

Following



thomas87

Following

GR

groupAdmin5

Following

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groupAdmin4

Following

GR

groupAdmin3

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Contacts book

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Following




Username123

Following




Ismar

Following



dani

Following



rolando

Following

GR

groupAdmin5

Following

GR

groupAdmin4

Following

GR

groupAdmin3

Following

GR

groupAdmin2

Following

US

user10

Following

US

user9

Following

US


user8

Following

IL


ilovefootball

Following



Emma

Following



barcafan

Following

Search

admin

Beta testing results

100

Total participants

4.3

Average impression

Windows

Most used device

Filters:

Age

Overall impres...

Device

Bug related

Reset

Date

User

Comment

12.09.2022

Ismar

test

Zeilen pro Seite:

10

1-1 von 1

<

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PAY

FOOT

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An aerial view of a futuristic city with palm trees and modern architecture. The city features several tall, white, curved buildings that resemble stylized palm trees or modern skyscrapers. There are also circular structures, possibly stadiums or arenas, and various other modern buildings. The city is surrounded by a body of water, and the overall scene is bright and sunny.

THANK

YOU

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