NEW BASKETBALL APP

WHITEPAPER

NBA - APP

Challenges & Opportunities

The Gaming Lanscape

The landscape of gaming has witnessed remarkable growth in recent years, with the mainstream gaming industry nearly doubling from approximately $100 billion in 2016 to around $200 billion in 2023.

Additionally, the blockchain gaming sector has experienced an astonishing surge of around 2,000% in just the past year. While this growth presents unprecedented opportunities, it also brings forth a host of challenges that need to be addressed.

In New Basketball APP, we aim to navigate these challenges and seize the opportunities they present.

Challenges With Traditional Games

Lack of Ownership: In traditional games, players often do not have true ownership over the assets they acquire. They are unable to freely sell or trade their items.

Restricted Interactions: Players are typically limited to interacting and trading solely within the game's world or a specific realm within it. This restricts their ability to engage with a broader gaming ecosystem.

Absence of Rewards: Despite investing significant time and skill into playing games, players are not adequately rewarded for their dedication and proficiency.

Limited Earning Potential: Only a select group of elite players or popular streamers have the opportunity to earn a living from playing games, leaving the majority of players without avenues for financial gain.

Challenges With Current Crypto Games

Onboarding Difficulties: Introducing "non-blockchain affluent" players to crypto games can be challenging due to complexities associated with managing wallets, private keys, and other blockchain-specific elements.

Neglected Gameplay Elements: Some crypto games are focused heavily on the blockchain aspect, neglecting crucial elements such as engaging

gameplay loops, replay value, immersive lore, appealing art, visuals, and user-friendly interfaces.

Unsustainable Game Economies: In-game currencies in certain crypto games suffer from inflationary schemes, leading to an unstable and unsustainable economy within the game.

Underutilization of Web3 Potential: Many crypto games fail to fully harness the potential of Web3 technology, including cross-game and cross-project asset interoperability, community involvement, and the integration of decentralized economies within the game.

Reputation Challenges: Mainstream gamers often exhibit skepticism towards Web3 gaming projects due to the presence of rushed or scammy initiatives, leading to negativity surrounding the overall perception of the blockchain gaming space.

Opportunities In New Basketball APP

Despite the challenges, the gaming industry, particularly the P&E sector, is poised for tremendous growth. In the first half of 2021, twenty-four blockchain-based gaming companies raised an impressive $476 million in investments.

Moreover, the P&E gaming industry generated a staggering $20 billion in revenue in 2020. With the billion active online gamers worldwide contributing to a global market worth $175.8 billion, projections estimate that by 2025, 1.3 billion gamers will generate $200 billion in revenue.

New Basketball APP aims to capitalize on this thriving market and overcome the challenges through innovative solutions. By leveraging blockchain technology, we provide players with true ownership over their assets, enabling them to freely sell, trade, and monetize their characters and in-game possessions.

Furthermore, our game fosters a vibrant ecosystem that encourages interactions beyond the boundaries of New Basketball APP, creating opportunities for cross-game and cross-project asset interoperability.

We also address the onboarding challenge by simplifying the user experience, minimizing the complexities associated with wallets and private keys.

Additionally, New Basketball APP focuses on delivering engaging gameplay, captivating lore, visually stunning art, and an intuitive UI/UX, ensuring a rewarding and immersive experience.

Market Overview

The current market presents significant opportunities for blockchain-based games, showcasing immense potential. With 3.1 billion video game players worldwide, nearly 40% of the global population engages in gaming a billion more players than just five years ago.

Asia and North America dominate the video game competition market, but China holds a prominent position, accounting for almost one-fifth of the global total. The eSports market in China is estimated to range from $1 billion to $20 billion, boasting an impressive user base exceeding 486 million individuals.

Cryptocurrencies, including Bitcoin, Ethereum, and Ripple, have amassed a market capitalization of over $2 trillion. Notably, the rapidly expanding NFT sector, represented by video game assets like avatar skins, contributes to almost one-third of the crypto market.

The convergence of gamification and cryptocurrencies has gained significant traction as it seamlessly integrates with the concept of NFTs, creating an interactive and ownable community. This trend highlights the synergies between gamification and NFTs, enhancing the overall gaming experience and driving increased adoption within the crypto space.

New Basketball

New Basketball APP acknowledges the thriving intersection of basketball and eSports, aiming to contribute to this flourishing industry.

Inspired by the NBA's foray into eSports, New Basketball APP recognizes the captivating potential of basketball-themed gaming experiences for a diverse audience. Leveraging the global appeal of the sport, New Basketball APP delivers an immersive gaming experience that resonates with basketball enthusiasts. Through authentic gameplay, skill-based challenges, and team dynamics, New Basketball APP provides a platform for aspiring gamers to showcase their skills.

Additionally, New Basketball APP fosters an inclusive eSports environment that unites physical basketball and digital competition, while emphasizing community engagement.

Collaborations with sports organizations, professional players, and industry influencers solidify New Basketball APP 's position as a credible destination for eSports enthusiasts, driving innovation and growth in basketball-based competitive gaming.

<u>Web 3.0</u>

With the advent of Web3 and blockchain technology, ownership and scarcity take center stage in the digital fashion landscape. New Basketball APP envisions a pioneering role in the future of digital fashion within the Web3 era.

New Basketball APP embraces this concept by utilizing non-fungible tokens (NFTs) to authenticate and tokenize digital fashion items. Each virtual clothing or accessory in New Basketball APP can become a unique NFT, ensuring rarity and exclusivity. Users can not only enjoy the aesthetic aspects of their digital fashion choices but also participate in trading, collecting, and potentially monetizing these valuable virtual assets.

By merging the digital and physical realms, New Basketball APP enhances user experience, fosters self-expression, and taps into the growing fascination with owning and trading virtual assets. Users can personalize their avatars with a wide selection of virtual clothing, accessories, and more, showcasing their style and personality. Imagine owning limited-edition jerseys, sneakers, and merchandise inspired by the virtual fashion!

Phygital items establish a tangible link between the virtual and physical worlds, offering collectible pieces that extend engagement beyond the digital space.

Business Model

This section discusses how New Basketball APP generates revenue to support the continuous development of the digital basketball universe.

Drawing from the lessons learned from early Web3.0 gaming projects, it is evident that business models centered around play-to-earn (P2E) and
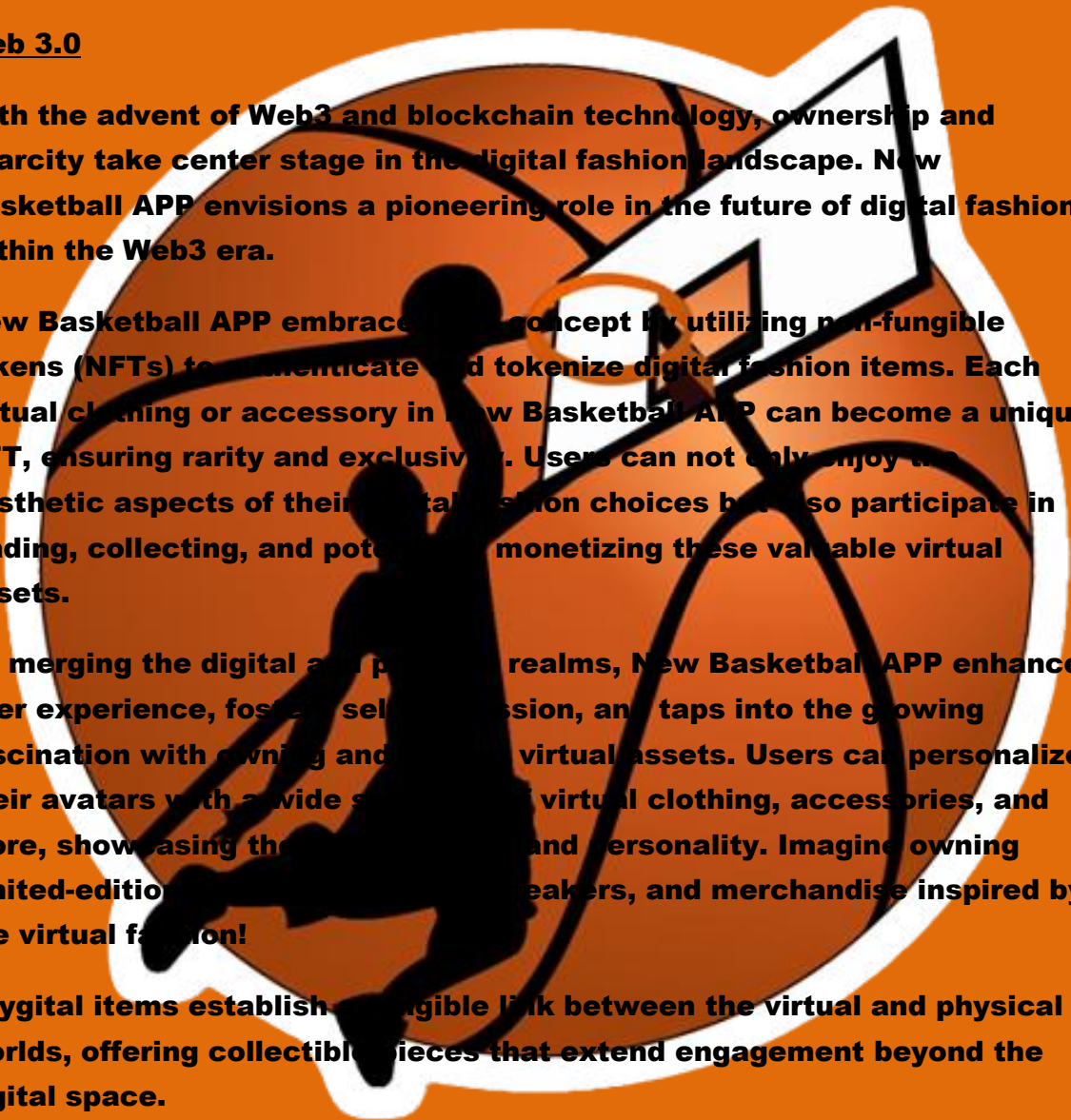
solely relying on new user onboarding to generate capital are unsustainable in the long run. New Basketball APP, therefore, adopts a multi-faceted monetization approach to ensure its financial sustainability.

By diversifying its revenue streams, New Basketball APP aims to establish a sustainable financial model that supports ongoing innovation and the continuous improvement of its basketball universe. This approach ensures a robust ecosystem that can adapt to evolving market dynamics and meet the expectations of its growing user base.

NFT Asset Sales

New Basketball APP offers regular releases of NFT assets on its platform. These assets encompass a wide range of items, including merchandise, arenas, and legendary characters. Players have the opportunity to purchase these NFT assets, contributing to the revenue stream of New Basketball APP.

In-Game Features And Consumables

To enhance the gameplay experience, New Basketball APP incorporates in-game features such as practice sessions, arena upgrades, and consumable items. These offerings provide players with tangible benefits and represent an additional revenue stream for the digital basketball universe.

In-Game Advertisements

As New Basketball APP grows, branded arenas within the digital basketball universe will offer designated spaces for paid advertisements. These can include small arena branding elements from select partners for a fee. This advertising avenue will create an additional revenue stream while maintaining the immersive and enjoyable experience for players.

Transaction Fees

New Basketball APP implements a fee structure wherein a 3% charge is applied to all NFT and in-game transactions. This transaction fee is then directed to the treasury, contributing to the overall financial stability and development of New Basketball APP.

Growth Strategy

To ensure a comprehensive understanding of the audience and market for New Basketball APP, we have meticulously crafted a go-to-market plan that will drive our growth.

New Basketball APP strives to become the leading virtual world for basketball enthusiasts worldwide, offering individuals from any location the opportunity to embark on their professional basketball journey within a digital universe.

We understand that true love for the game involves incorporating real-world basketball players and clubs as sponsors and providers of skills.

Real-World Partnerships, Brands, and Players

With strategic partnerships, New Basketball APP aims to transform the dream of hosting NBA leagues on personal computers into a reality.

We will collaborate with established brands, allowing their names to be integrated into the game as team identities, league names, and more. Imagine the virtual Crypto.com Arena within New Basketball APP serving as the host for an NBA league in the digital universe — a truly thrilling experience for basketball enthusiasts. Furthermore, New Basketball APP will join forces with real-world basketball players who will be featured in-game to teach players their signature moves, so you could gain competitive edge within the game.

By incorporating these players, New Basketball APP enhances the authenticity and value of the gaming experience.

Strategic Partnership

We have formed strategic partnerships with prominent venture capitalists (VCs), enabling us to establish a global network of industry professionals who contribute to project development.

Additionally, we have onboarded experienced advisors who specialize in tokenomics (e.g., rewards, earnings, distributions), project development, marketing, business development, and blockchain development support. To amplify our reach, we have engaged reputable global and regional Key Opinion Leaders (KOLs) to promote our project.

Furthermore, we will conduct Ask Me Anything (AMA) sessions with multiple partners to spread awareness of New Basketball APP across all regions.

Phygital Items And Podcast

In addition to our existing initiatives, New Basketball APP is also exploring the concept of phygital items. These items bridge the gap between the digital and physical worlds, offering users tangible merchandise that complements their virtual experiences.

From customized jerseys to collectible basketballs, these phygital items provide fans with a deeper connection to their favorite digital basketball universe. Moreover, New Basketball APP recognizes the power of audio content and plans to launch a dedicated podcast.

The podcast will feature engaging discussions, interviews with industry experts, player insights, and community interactions. This audio medium will further enrich the New Basketball APP experience and serve as an additional avenue for community engagement.

Adaptive Marketing

At New Basketball APP, we prioritize maintaining high levels of community engagement through a combination of paid marketing and guerrilla marketing campaigns.

Simultaneously, we leverage organic traffic sources and unconventional interactions to reach a broader community. By continually adapting our marketing strategies, we ensure that New Basketball APP remains visible, relevant, and resonates with existing and potential users.

Through our comprehensive growth strategy, which encompasses partnerships with real-world entities, the exploration of phygital items, the introduction of a podcast, and adaptive marketing efforts, New Basketball APP aims to solidify its position as the ultimate digital basketball universe, delighting fans worldwide and shaping the future of virtual sports experience

Staking for Liquidity and Passive Income

Recognizing the importance of liquidity in the cryptocurrency realm, New Basketball APP provides players with a staking mechanism. By locking up a portion of their $NBA-APP tokens, players can contribute to maintaining

liquidity while earning passive income. The staking process allows participants to receive a portion of the fees generated from transactions involving their staked $NBA-APP tokens, providing them with a consistent and significant source of passive income. By actively staking $BVR and contributing to the smooth flow of the network, players not only benefit themselves but also increase the overall value of $NBA-APP.

Token Economy and Growth

The revenue generated from various sources, such as NFT sales, transaction fees, and in-game advertisements, is collected in different currencies like NBN, USDT, BUSD, and fiat. This revenue is then utilized to re-purchase $NBA-APP tokens. These repurchased tokens are allocated to the treasury and staking rewards, ensuring a sustainable token economy within New Basketball APP. As the demand for $NBA-APP grows and the token becomes increasingly scarce, its value is expected to experience steady growth. Players are encouraged to reinvest their acquired tokens from rewards or open market transactions, as well as take advantage of staking benefits and buybacks to contribute to the long-term price appreciation of $NBA-APP.

Governance and Voting Power

New Basketball APP strongly values the voice of its community and embraces decentralized governance. Each player within the New Basketball APP ecosystem possesses the ability to participate in shaping the game's growth direction, voting for or against upcoming gameplay features. The voting power granted to each player is proportional to the number of $NBA-APP tokens they own. This democratic approach empowers the community to collectively influence the development of New Basketball APP, ensuring that decisions align with the majority consensus and reflect the players' preferences and desires.

Team

The success of New Basketball APP stems from the dedication and expertise of its talented team.

Comprised of individuals passionate about basketball, gaming, and blockchain technology, the team brings a diverse range of skills and experiences to drive the development and growth of the virtual basketball

universe. Together, the New Basketball APP team is committed to realizing the vision of creating the greatest basketball universe.

With our collective expertise, passion for basketball, and innovative approach, we strive to deliver a groundbreaking gaming experience that unites the worlds of basketball, gaming, and blockchain technology!

Wadhi el Hamadi - CEO

Wadhi el Hamadi is a visionary leader with a strong passion for basketball and a deep understanding of the gaming industry. Being an ex basketball player with a broad network in the industry, he also amassed over 8 years of experience in the tech field. Wadhi´s contributed to the success of Unity as a quality assurance engineer, and then held the position of director of operations at n.exchange, where he played a pivotal role in managing and optimizing their day-to-day activities. Now Wadhi spearheads the strategic direction and overall management of New Basketball APP.

Cemal Suliman - Game Producer

Cemal Suliman is an esteemed lead producer of Brave Zebra, a game studio that powers New Basketball APP. Cemal possesses a keen eye for efficient project management, ensuring seamless coordination and agile execution. Cemal honed his skills as a video games assistant producer at Delirium Studios. His contributions are instrumental in delivering captivating gameplay mechanics, engaging narratives, and creating visually stunning gaming worlds.

Nobaio Okamendo - CMO

Nobaio Okamendo is a knowledgeable marketing expert and a representative known for her creative thinking and bold ideas. With a strong background in brand communication and digital marketing, she brings over 8 years of experience to our team. Nobaio has successfully managed the marketing efforts of various international and local market brands, solidifying her expertise in the field. Nobaio has a mission to put New Basketball APP among top GameFi projects.

Halil Tobao - Blockchain Developer

Halil Tobao is a skilled technologist and blockchain enthusiast. He oversees the technical aspects of the project, ensuring the seamless

integration of blockchain technology and innovative gameplay mechanics within New Basketball APP.

Kobu Mtuamda - Partnerships Manager

Kobu Mutamada brings a wealth of experience in forging strategic partnerships and collaborations. As the partnerships manager, Ibrahim identifies and cultivates relationships with sports organizations, brands, and key industry stakeholders.

+10 team members (designers, copywriters, video makers, etc.)

Advisors

Our advisors Calbin Chubu, Monka Sviderke and Dumantos Pelbitis play a crucial role in the success of New Basketball APP. Their expertise, industry knowledge, and strategic guidance contribute to shaping the direction and growth of the whole basketball universe.

First off, they bring specialized knowledge and expertise in their respective fields. Whether it's blockchain technology, eSports, legal matters, or other relevant areas, they provide valuable insights and guidance that help the team make informed decisions. Their deep understanding of industry trends, best practices, and emerging technologies ensures that New Basketball APP remains at the forefront of innovation and delivers an exceptional user experience.

Our advisors provide an outside perspective and serve as a sounding board for the team's ideas and plans. Their experience and knowledge enable them to offer valuable advice, challenge assumptions, and help the team make strategic decisions. They bring a diverse range of perspectives, which can be instrumental in identifying opportunities, mitigating risks, and optimizing the overall strategy of New Basketball APP.

Roadmap

The roadmap for our project encompasses key milestones across various areas, including game development, growth initiatives, and the deployment of our native token, $NBA-APP.

Year 2023 Q 3

Game:

- Whitepaper v1.0 publish
- Development started
- Baller management layer development completed
- Baller on-court game development started
- In-game marketplace development completed
- In-game NFTs integration management logic development completed
- Initial NFT collection

Growth:

- First marketing & community building initiatives
- Ambassadors' program launch

$NBA-APP:

- investors & 10+ partnerships
- Fairlauch at Pinksale finance
- Token smart contract deployed & audited
- $NBA-APP first staking campaign launch

Year 2023 Q 4

Game:

- Private alpha testing

- Game update based on feedback from alpha testers

- Public gameplay reveal

- Regular & duel basketball matches development

- In-game economy testing & update

- Public beta testing

- Game update based on feedback from beta testers

- Baller on-court gameplay development complete

- Game early access to game assets & token holders

Growth:

- New brand identity

- New website

- New partnerships with basketball players & brands

- New Basketball App physical merch

$NBA-APP:

- IDO (platform TBA)

- Game assets (marketplaces TBA)

- CEX & DEX listings (TBA)

Year 2024 Q 1

Game:

- Game economy balancing

- Tournament & ranked basketball matches launch

- First basketball league introduced

- Guild management system introduction

- New game modes development: Clubs & Arenas

Growth:

- **Phygital initiative launch**

- **New partnerships with basketball players & brands**

- **New in-game asset collections released**

$NBA-APP:

- **$NBA-APP second staking campaign launch**

- **Trading competition launch**

Final Words

The primary purpose of this document is to provide pertinent information for those who want to analyze the project in detail. Any legal rights are disclaimed. Nothing in this document shall be deemed to constitute a formal document of any sort, an invitation or solicitation for investment, and should not be relied upon in making any investment decision.

Any content regarding securities or any investment advice in no way pertains to an offering, invitation, or solicitation of an offer to purchase any security, ownership percentage, share, future revenue, company participation, or other equivalent rights in any jurisdiction.

This document does not constitute a recommendation by any person to purchase tokens, currencies, or any other cryptographic assets.

Forward-looking statements in this document are merely a preliminary list of possible outcomes. Any of these statements or plans may never come into effect.

Statements and information in the document may contain errors and inaccuracies. This means that no claims should be made based on any statements or information in it.

The New Basketball APP platform economy is based on the exchanges of internal New Basketball APP Tokens which have no other monetary value outside the platform. Any conversion of cryptocurrency to fiat or digital currency may be considered a taxable event in the relevant jurisdiction. New Basketball APP is not liable for any loss of capital arising from investment in a secondary market.