

SOCABABY

Brand New football and sports ecology

WHITE PAPER

Execute The Summary

Earlier, club Rimini of the Italian Serie C announced that a company called Heritage Sports Holdings (HSH) had acquired a 25% stake. Such a low-level team didn't pay much concern, but the acquisition made history because it was the first case to use bitcoin to control a team.

The event itself doesn't matter, but that blockchain technology is slowly moving into football, with an impact. From Rimini to international stars like Hazard and Agüero, blockchain technology is slowly stepping on the football stage, affecting large and small players in this field.

In recent years, with blockchain technology, VR and other technologies gradually invested into football, technology has more and more influence on football. Although blockchain has still received a lot of criticism, the fairness and efficiency brought by technology is obvious to all. I believe that the future of blockchain + football will be very promising.

SOCABABY is a football-based platform of functional tokens, using NFT technology, providing fans of all football clubs worldwide with exclusive NFT products, and tokens can also participate in business decisions around clubs. SOCABABY holders can vote through smart contracts on various binding "fan decisions" issued by various football clubs. Holders of SOCABABY can participate on the platform for exclusive

NFT rewards. In the future, SOCABABY can be mortgaged to earn NFT rewards.

Our platform uses SOCABABY globally as a currency to unite fans of the world's favorite football sport.

In the future, we will use the profits created by SOCABABY to develop new businesses, including commercial advertising for football clubs. SOCABABY can be used to pay for in-platform advertisements, purchase your favorite club products and services, integrate commission-free sports transactions, and benefit more football fans.

1. Market House

1.1 Blockchain football market

In recent years, the commercial combination of blockchain technology and football has become more and more frequent, which is undoubtedly the next hot trend.

Premier League giants Arsenal have announced a partnership with US bookmaker Cashbet, which has launched its token Cashbet Coin and completed an ICO, which punters can bet on. The partnership with Arsenal will help boost the global influence of Cashbet and its tokens.

Turkish amateur team Harunussta Sports (Harunustaspor) signed a 22-year-old amateur Omer Faruk Kiroglu and paid him 0.0524 bitcoins (£385) and 2,500 Turkish lira (£470). Kiroglu said, "As the team president said, we want to do something new."

Fantasy Sports company MyDFS has launched a blockchain fantasy sports game app with the same name. In the app, gamers can build their own teams based on real-world player data and earn points based on how the players perform in the real world. Different from traditional dream sports applications, MyDFS is based on blockchain technology, and the game operation rules and data are transparent and not tampered with, which can better protect the rights and interests of players.

Singapore sports blockchain company All Sports Chain (SOC) announced that Chelsea star Hazard as its adviser and ambassador. Just a month later, the SOC announced that Manchester City star Sergio Aguero was also his adviser and ambassador.

Blockchain technology is quietly entering the football world. Ticketing, gambling, team acquisition, player signing, football games, image endorsement, football social networking, all aspects. It can be said that at present, blockchain technology is just starting in the field of football. Although there is no way to directly bring fairness and justice to the game like the gate line technology, blockchain technology can bring a critical kick to the fairness and transparency of the whole football industry from more perspectives in the future.

2. Business Opportunities-Football and Sports Activities

2.1 Overview of blockchain + football business opportunities

1. Blockchain + membership service

Blockchain will extensively help the construction of the membership system of various enterprises, so that the fans of each organization can get tangible benefits and deeply participate in the development of the organization. For example, a football club can send NFT and other products to its fans. Fans can not only obtain identity certification, but also participate in the team management, decision voting, player trading, and even the team's equity dividends. At that time, member fans could really be the owners of the team, really remove the head coach of the team, rather than the fans of the team would not be involved, because your data on the social network and the consumption information of watching the game can record which team fan you are.

2. Blockchain + youth training + transfer

Some people often say that the youth training of Chinese football is not good, in fact, where it is not clear. Youth is a very complex system engineering, deeply affect every child's entire career, youth contract disputes may accompany the entire sports career all transfer and

revenue sharing, and block chain technology can skillfully solve the problem, make the player data resume more reliable, and each youth system can get reliable earnings expectations, through the way of financial technology bound the players and the team, neither hinder personal development, nor let the team or enterprise waste resources, this thing is good.

3. Blockchain + overseas transactions

China is currently buying a large number of foreign concessions and naturalization of non-national players, both of which involve a lot of international currency transactions and complex taxes, which haunt many clubs. Continuing the previous topic, players' personal data have been connected globally, transactions have become more transparent, and virtual currency transactions such as Bitcoin can save a lot of transaction costs and monetary costs, and avoid many unnecessary tax factors (non-tax evasion). The key is that this kind of trade has value volatility, which will not allow the naturalized players to slack off after receiving the huge remuneration. Only by constantly contributing to the wonderful performance can they guarantee their value preservation or appreciation.

4. Blockchain + League Alliance

Now the Chinese Super League is being established, gradually make the team have more transparent financial authority, make the annual Chinese Super League dividends more fair and just. In fact, the alliance mechanism is essentially an ideal blockchain, just that the blockchain technology can seamlessly connect and achieve this function. Blockchain's revenue distribution mechanism for team leagues will be accurate to game attendance and TV ratings, so that all distribution will maximize fairness.

5. Blockchain + brand authorization

The thing that bothers many big clubs is brand licensing and authorization cooperation. Although in recent years, with the global popularization of intellectual property awareness and the universal popularization, the loss of big clubs is getting smaller and smaller, the infringement is still everywhere. Blockchain technology can solve the traceability monitoring of the whole process from production to processing to sales, so there is no room for infringing products, regulators will get an efficient and accurate management tool, and there is no escape for counterfeit products and infringing products.

6. Blockchain + event copyright

Nowadays, the competition between the major video websites and TV stations in the football copyright is fierce, which actually brings a lot of inconvenience to the fans. Many fans don't care about paying to watch the game, and what worries them is that they need to change the platforms to watch different games. Broadcast copyright is fierce competition because the copyright owner only through broadcast platform to safeguard their rights and interests, and block chain technology can break the barriers, make all the original copyright owners share results, the broadcast platform is more free, people don't need to waste more time to piracy, because piracy has been eliminated, from the original copyright to the user's whole chain is permanent record is not changed.

7. Blockchain + football lottery

There are many points between blockchain technology and gambling industry. Although the price fluctuation of electronic currency will bring double uncertainty to gambling, blockchain at least brings absolute security and fairness to gambling, which the general gambling industry cannot promise.

3. SOCABABY-Sports Ecology

3.1 SOCABABY platform introduction

SOCABABY is a football-based platform of functional tokens, using NFT technology, providing fans of all football clubs worldwide with exclusive NFT products, and tokens can also participate in business decisions around clubs. SOCABABY holders can vote through smart contracts on various binding "fan decisions" issued by various football clubs. Holders of SOCABABY can participate on the platform for exclusive NFT rewards. In the future, SOCABABY can be mortgaged to earn NFT rewards.

In the future, SOCABABY will reach a strategic cooperation with the London football exchange (LFE), will jointly build the first DAPP based on fan driven football community, will also be the world's largest block chain football program, from the football experience, club equity, stadium tickets, youth training and development, to fans loyalty and equipment, provide a comprehensive service ecosystem, bring the fans feeling football, football in a new way.

DAPP provides new access to payments, ticketing, rewards and other core services through blockchain technology, but also reduces costs, prevents fraud, reduces intermediate links, and a business model that provides a more efficient ecosystem for participants, allowing businesses

and loyal fans to get better services at a lower cost. For football clubs, it also means lower operating costs and the diversification of their business systems.

LFE is a well-known European sports organization, including by fans football community, invested in football club equity exchange, club investment and foundations dedicated to sports, with France, England, Spain, Italy, Argentina, Argentina, Mexico, Australia and many other countries, and plans to launch a digital currency, composed of sports, media, entertainment, finance and foundation "interconnected components" ecosystem, to enhance fans participation in the global football economy.

3.2 Introduction of the SOCABABY economic model

The SOCABABY will build up the new Token tokens. Building a new decentralized sports football ecosystem based on this token will further boost our vision of the infrastructure for fully transparent and frictionless sports prop trading. In addition, the relevant NFT can also be purchased through Token.

We hope that sports, including football, will have a good opportunity to use blockchain technology and our SOCABABY tokens to provide better services for sports enthusiasts and generate greater revenue. In addition, in addition to placing more emphasis on presenting a better

experience to sports users, blockchain may also provide safer personal and financial information.

We believe that blockchain can bring a balance to the sports ecosystem, which is why we launched the SOCABABY sports blockchain.

3.3 SOCABABY Football NFT

NFT is a new eruption point in the field of blockchain, which is considered to be the easiest development direction of blockchain technology out of the circle. From 2020 to 2021, NFT shine, according to the NonFungible report, NFT sales exceeded \$2 billion in the first quarter of 2021, the total value of circulation has exceeded the whole of 2020. The NFT is full of magic and is gaining momentum. Of course, the use of NFT in football is not just the direction of stars / events.

Simply put, NFT is suitable for all items with unique characteristics, and can be regarded as the on-chain identity ID of these items, as a proof of unique ownership. NFT is suitable for event tickets, jerseys, sneakers, star signatures, etc., which is very collectible.

SOCABABY will actively integrate the business teams of various football clubs, introduce richer peripheral products and NFT, while SOCABABY holders can use tokens to make business decisions, and will fully realize DAO autonomy in the later stage.

3.4 SOCABABY Brand New Invention

SOCABABY invented a public method of limited football information storage and equipment, which belongs to the field of blockchain information technology, and specifically includes the following steps: the blockchain node receives the information of limited football, specifications, style, gross weight, number, issue date, price, picture and total quantity; the information of limited football is stored on the blockchain. The present invention stores the information of limited football uploaded by merchants and the online or offline information of limited football by consensus, so that consumers can identify the authentic and credible commodity information and historical transaction information of limited football based on the blockchain. Consumers can determine whether the information of the limited amount of the football actually sold by the merchant is consistent with the claimed information, so as to avoid consumers being cheated and ensure consumers' consumption experience.

3.5 The SOCABABY Development Route

2202 Q2: Tokens launched Swap, early limited collection NFT release;

2022 Q3: The Football club commercial platform was officially launched to build a comprehensive sports platform around football;

2022 Q4: Comprehensively expand the sports business ecology, and let more fans join in the football and sports business activities;

2023: Football fans are completely DAO, and users will jointly develop the SOCABABY economy and expand the ecology and influence of the platform.

4. Foundation

4.1 Foundation Overview

The SOCABABY Foundation (SOCABABY FOUNDATION LTD.)

Established in Singapore as a non-profit company established in accordance with local laws and regulations. The foundation is committed to the development and research of SOCABABY football and sports ecology construction, as well as urging the team members to gradually realize the global business ecology according to the roadmap after its release. The foundation will help manage the use of convertible cryptocurrencies by developing a good governance structure, as required by the white paper. The organizational structure of the

foundation consists mainly of decision-making committees, finance and marketing and public relations committees.

4.2 Foundation Governance Architecture

Functional division of each committee

- executive committee

Study and formulate long-term plans, formulate articles of association and management system, feasibility analysis and approval of new projects, and manage daily operations.

- Risk control committee

Study and formulate risk control strategies, formulate risk control standards, review the overall operational risks, convene project risk audit meetings and organize the release of audit results.

- The Compensation and Personnel Committee

Formulate and modify the salary and incentive plan, review the organization setting and post setting, and hire personnel.

- audit committee

Responsible for operation audit, financial audit, code audit and TOKEN destruction.

4.3 Risk control and legal affairs

Regarding the tokens and NFT issuance, distribution, smart contract code (Smart Contract code) and other related information and financial reports, the foundation will select large meeting offices and conduct an annual audit to publish the audit report on the website.

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