



| GUARDIANS OF THE BALL |
THE FOOTBALL METAVERSE








Guardians Of The Ball

will be the main channel to live and experience soccer.



Index

-  GOB: product
-  GOB: the opportunity
-  Tokenomics
-  Roadmap
-  Dream Team





Welcome a new era

Context: Spatial Computing



In an era where betting apps have become as common as morning coffee, differentiation has grown scarce, rendering them akin to commodities in a saturated market. However, a seismic shift is underway. With the recent unveiling of Apple's vision, we stand on the cusp of a transformative epoch dominated by spatial computing and immersive realities.

Must: Offer Immersive Experiences



This evolution promises to redefine not just how we interact with technology, but how we engage with the world around us, ushering in a new frontier of unparalleled experiences and boundless possibilities.

Opportunity: Take the lead

In this landscape ripe for innovation, there lies an extraordinary opportunity for pioneers in the realm of betting to stake their claim as leaders. By seizing the initiative to pioneer immersive experiences, you can transcend the realm of traditional gambling apps and carve out a distinct identity in the market.

Choosing the right partner: Guardians of the ball



Partnering with the right collaborator is crucial for crafting immersive sports experiences that captivate audiences and dominate the market... Guardians of the Ball: is a leading metaverse platform with global reach, boasting partnerships with renowned clubs and legends worldwide. With top-notch graphics and innovative business strategies, we offer a gateway to immersive sports entertainment on a global scale, ensuring success in the ever-evolving landscape of immersive experiences.

How:



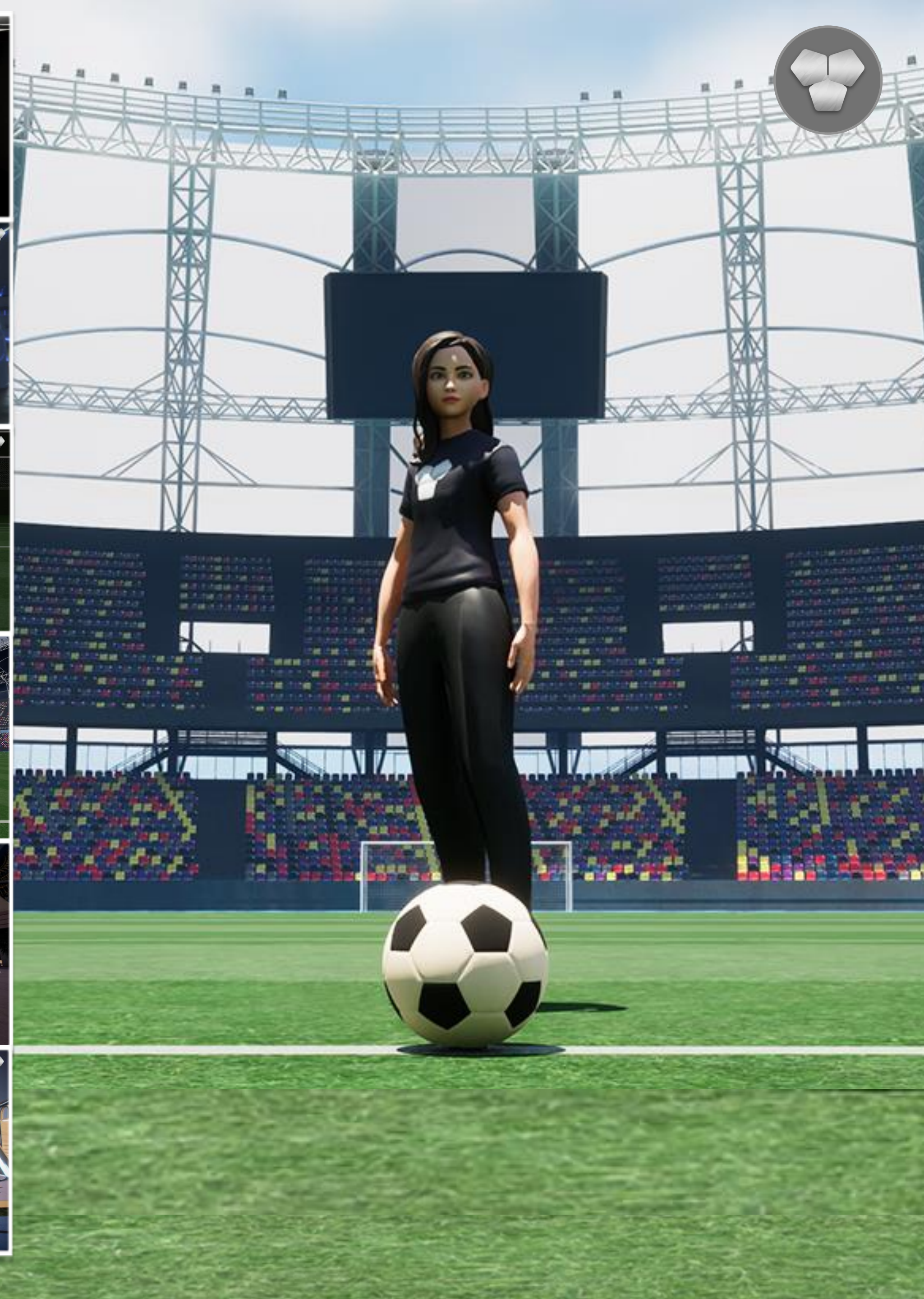
By embracing spatial computing and immersive realities, you have the chance to captivate audiences in ways previously unimaginable, setting the stage for a new era of immersive betting experiences that defy convention and capture the imagination.

THE PRODUCT

GOB: The football metaverse

An authentic, hyper-realistic and immersive metaverse made up of football clubs, leagues, players, fans, artists, legends and much more. Here, users will be able to interact with other fans in a unique environment, full of emotion and passion where they will be able to enjoy all kinds of events such as matches, meetings, concerts and many others.

- 🏆 Tour the stadiums of your favorite clubs
- 🏆 Enjoy shows inside the stadiums
- 🏆 Play games inside the stadiums
- 🏆 View matches inside the stadiums
- 🏆 Redeem club-exclusive experiences
- 🏆 Visit the art district
- 🏆 Visit the Legends District
- 🏆 Purchase exclusive collectibles from your favorite clubs
- 🏆 Purchase exclusive collectibles from your favorite artists
- 🏆 Purchase exclusive collectibles from your favorite legends
- 🏆 Immerse yourself in immersive brand experiences





Lands, a big opportunity for brands and companies that want to be part of this virtual universe and connect with audiences around the world in a genuine and non-intrusive way.

Lands: The virtual world will have a total of 500 districts (mostly football clubs) with 500 lands each. This will allow buyers to build commercial stores or homes, to take full advantage of the experiences that football offers, at its best, through an ultra-realistic virtual world.

Among those 250,000 total lands. The following urban configuration of the virtual world stands out:

- 496 clubs or federations with 500 lands per neighborhood
- 500 lands exclusively for artists on the football field
- 500 lands for legends
- 1000 lands reserved for GOB ambassadors, non-governmental, sustainable, or altruistic purposes.






These 250,000 lands organized in hexagons form a great soccer ball that is the virtual world of GOB.



Lands



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T H E P L A Y I N G
F I E L D

METAVVERSE

The Metaverse has the potential to touch every area of our lives. It will be everywhere we currently see the Internet, and with the growth of IoT technology, this list could grow exponentially.

FOR CLUBS

The metaverse offers soccer teams unparalleled opportunities for growth, fan engagement, revenue generation, and performance improvement. By embracing this virtual realm, teams can unlock the full potential of digital transformation, ensuring a bright and technologically advanced future for the sport of soccer.

FOR USERS

This virtual world will allow users to experience the excitement of soccer in an unprecedented way. Fans from around the world will have the opportunity to join and share experiences before, during and after each match, as well as buy and sell NFTs and other virtual assets.




FOR BRANDS

The metaverse is an opportunity that brands should not miss. The concept is becoming increasingly popular among the digital population and is expected to be worth more than \$2.5 billion by 2030.



Why Metaverse?

The metaverse has emerged as a groundbreaking virtual realm that extends beyond traditional online experiences, presenting exciting opportunities for various industries, including sports. Football teams and brands have a lot to gain by entering the metaverse, as it offers unique advantages and significant potential for growth and engagement.

-  **Global Fanbase Expansion:** The metaverse has the power to transcend geographical boundaries and connect with fans from every corner of the world. Soccer teams can tap into this global potential to grow their fanbase exponentially. According to recent studies, nearly 1 billion people are expected to be active metaverse users by 2025, with a significant portion of them being passionate soccer enthusiasts.
-  **Enhanced Fan Engagement:** Traditional sports engagement often relies on limited opportunities for interaction, such as attending matches and purchasing merchandise. The metaverse, on the other hand, presents endless avenues for immersive fan experiences. Soccer teams can organize virtual watch parties, live interactions with players, and even simulated matches. Studies reveal that fan engagement in the metaverse is 5x higher compared to conventional online platforms, reinforcing the potential for deeper connections between teams and their supporters.
-  **Monetization and Revenue Streams:** Entering the metaverse opens up new revenue streams for soccer teams. NFTs (Non-Fungible Tokens) have gained immense popularity, enabling teams to create and sell unique digital assets, such as collectibles, game skins, and virtual stadium spaces. Market analysts predict that the NFT market will surpass \$250 billion by 2025. Moreover, metaverse sponsorship opportunities are on the rise. And for brands there are also multiple monetization channels: sale or rental of land, sale of NFTs, subscription services, advertising revenue, customized creation of avatars and virtual assets, events and live streaming, interactive games, avatar-based video clips and metaserries, in-game merchandising, ad hoc brand experiences, phygital stores, product placement, ...



Why Metaverse?

- ✦ **Player Performance Analysis:** Utilizing VR simulations, players can practice in virtual environments that replicate real match scenarios, allowing them to improve decision-making, tactical awareness, and skill development.
- ✦ **Community Building and Inclusivity:** Users have the possibility to visit their favorite club every day of the week, not only when there is a match, and thus interact with the club and all its activities. In addition, the metaverse fosters inclusivity, allowing fans to participate regardless of physical abilities or financial constraints. For example, virtual academies and grassroots programs, enabling aspiring players from all backgrounds to receive professional coaching and access to football-related content. This sense of inclusivity enhances the team's reputation and strengthens its connection with the global football community.

“The market size of the Metaverse, forecast for 2024 is estimated at \$800 billion”.



Why GOB?

GOB has created a unique and attractive platform that will revolutionize the market for the next 10 years. A technology that understands the evolution in consumption and relationships of the new generations, designed to provide them with entertainment, utility, and consumption. There is room here for games, transactions, new virtual currencies, and even betting. And the best part is that all of these seamlessly integrate with the experience, without interrupting or hindering it.

Top tier clubs, legends and artists serve us for growth hacking. Specifically, they bring large amounts of engaged, international, and interested audience. This is replicated in all corners of the platform, not just in the their own space.



GLOBAL LEADER

Get involved with the #1 sports' virtual platform that offers an immersive experience within top football clubs from all over the world.



REAL LIFE AESTHETIC

Relate your brand with the unique hyper realistic metaverse in the sports industry



PROFITABLE AUDIENCE

Unlike other well-known platforms such as Roblox, here the audience is not only children, since in addition to games there are consumption of sporting events, purchase of products and even betting.



Why GOB?

- 👉 **FULL EXPERIENCE: PRE, DURING, AFTER**
GOB fulfills also the empty space regarding the before and after the match (it has everything to become the twitter of football)
- 👉 **TOP COPYRIGHTS**
Th only opportunity to associate your company or develop an experience with the top brand in the football industry: Diego Armando Maradona. As well as many other top copyrights like top clubs, legends and artists.
- 👉 **HELLO GENUINE ADS, BYE INTRUSIVE ADS**
Instead of using the intrusive formats of the media in Web2 (pre roll ads, banners, etc) here brands can design fully customized experiences and locations to impact the audience.
- 👉 **DEMOCRATIC ACCESS**
While VR goggles become a reality for everyone, anyone with a computer can get into the GOB metaverse.

GOB will become the main channel for **live football anywhere in the world without leaving your home.**



WHY FOR CLUBS

The club partners with GOB; they do not need to invest money to be part of guardiansoftheball.com.

Revenue Share

CLUB






Contribution:
Intellectual property of the club/brand Institutional communication, marketing, and social media.

GOB

Contribution:
Technology, infrastructure, platform development, 3D virtual assets, market strategy, and technical knowledge.



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There are 4 types of Tokens in the GOB ecosystem

1. NFTS:

First of all there are NFTs, in their various forms, which are the center of the economic ecosystem. Each land, wearable, virtual seat, and billboard is an NFT. With the following utilities:

Collectability and scarcity (No more than 1% of fans on yearly basis)

TOP Graphic Design

Virtual World Utility

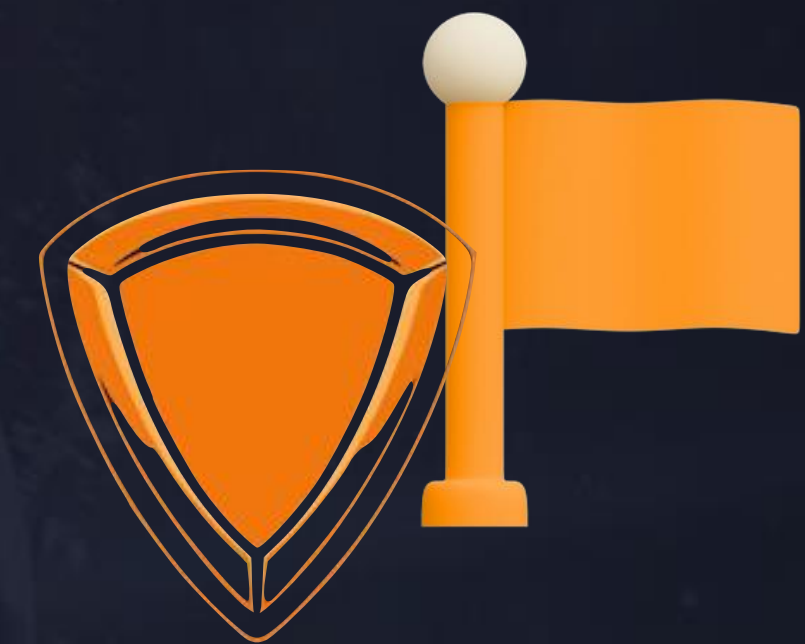
Real World Utility → GOBX rewards to be exchanged for IRL experiences





2. MEMBERSHIP TOKENS:

Secondly, The Membership tokens are optional for implementation for each club and/or federation. Each Club partner can define thresholds for memberships, based on the quantity and price of the NFTs acquired in the first instance by each user. By default the following categories of members: Fan, Silver, Gold, Platinum, and Guardian. These fungible tokens that act as accumulated points are non-transferable tokens with an expiration date, which sole purpose is to tie and relate the user/wallet to the club.





3. \$GOBX TOKEN:

Each NFT within the GOB ecosystem grants a number of fungible tokens in proportion to a factor to be determined for each NFT or collection of NFTs, according to the relationship with the NFT's contribution to the GOB economic ecosystem.

These fungible tokens are interchangeable and have no expiration date, and they are the currency to access virtual and physical experiences around the world of football.

For each USDT or equivalent that GOB recognizes as revenue, excluding the IP revenue corresponding to the club or legend, GOB generates GOBX and grants the buyer of the NFT the same amount of GOBX TOKENS.

GOB, which starts with an availability of 0 GOB TOKENS, increases its reserves for marketing, sustainability, community, team, management, and block award purposes, at a rate of 25% over the tokens granted to users. That is, for every 100 GOB TOKENS that the user receives, GOB will receive 25 GOBX TOKENS.





Practical examples:

Assuming a ratio of price vs GOB recognizable revenue of 50% (excluding the IP revenue corresponding to the club or legend), after Club/Legend and applicable commissions to third parties, the following applies:

NFT price: 100 USDT
Club Membership Tokens: 100
GOBX TOKENS to the user: 50
GOBX TOKENS for GOB: 12.50

Assuming a ratio of price/GOB recognizable revenue of 75%, after Club/Legend and applicable commissions to third parties, the following applies:

NFT price: 100 USDT
Club Membership Tokens: 100
GOBX tokens to user: 75
Tokens GOBX to GOB: 18.75





4. \$GOBAL (Turkey mainly):

With the purpose of growing in the market mainly in Turkey, GOB has created 100 Million \$GOBAL Tokens to raise the necessary funds to start and position itself in that market. This is the first and only broadcast that GOB will make in its history.

The ICO schedule is detailed below:

| Market Cap = Reference Price * Qty | | | |
|------------------------------------|-----------|---------------|---------------|
| ICO phases | Ref price | Qty tokens | Cap |
| | 0,40 | 5.000.000,00 | 2.000.000,00 |
| | 0,50 | 10.000.000,00 | 5.000.000,00 |
| | 0,75 | 10.000.000,00 | 7.500.000,00 |
| | 1,00 | 10.000.000,00 | 10.000.000,00 |





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Under the following token distribution scenario:

| Distribution | Qty of Tokens | Percentage |
|-------------------------|----------------|--------------------|
| Treasury | 15,000,000 | 15.00% |
| Team | 20,000,000 | 20.00% |
| Partners and Advisors | 10,000,000 | 10% |
| Marketing and Community | 10,000,000 | 10.00% |
| Sales | 45,000,000 | 45.00% |
| | Total Tokens | Total Distribution |
| | 100.000.000,00 | 100,00% |





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Clubs & Federations

Signed

1. Argentinos Juniors (Argentina)
2. Central Córdoba (Argentina)
3. Club Atlético Mitre SGO (Argentina)
4. Club Sarmiento de la Banda SGO (Argentina)
5. Club Guemes SGO (Argentina)
6. Temperley (Argentina)
7. Talleres Remedios de Escalada (Argentina)
8. Olimpia (Paraguay)
9. Sporting Cristal (Perú)
10. Hamrun Spartans (Malta)
11. Gzira FC United (Malta)
12. Intercity (Spain)
13. Sekondi Eleven (Ghana)

MOU Signed

1. Independiente de Avellaneda (Argentina)
2. Banfield (Argentina)

Clubs in generic Domo

1. Dock sud (Argentina)
2. Sacachispas (Argentina)
3. Centro Español (Argentina)

Artists

1. Carling Jackson
2. Gustavo Rovira
3. Lili Canteros
4. Claudia Pérez
5. Lu Sedova
6. Cristian Landi
7. Ismael Gudiño
8. Agostina Mauro
9. Alberto Foulkes

Legends

Signed

1. Maradona (Argentina)
2. Mario Kempes (Argentina)
3. Bora Milutinovic (Serbia)

Others

1. “Mundo Leo” (TV show)



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Roadmap

Become the #1 Soccer NFT Collectibles Platform

Concept Validation

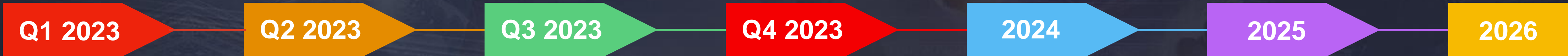
- Concept Ideation (Done)
- Urban design, Virtual World structure and distribution (DONE)
- Kick off negotiations and partnerships in Football field (DONE)

Creating a Community Powered by Tokenomics

- 1.0 Marketplace - Release
- 1.0 Wallet Release
- Publish and communicate Tokenomics
- Token Private Sales
- GOB Ambassador Network

- Top leagues Europe, Latam, Northam and Asia joined.
- Legends and ambassadors from all over the world.
- Top 3 soccer marketplaces in the world
- Multichain
- Matches Streaming
- AI

Open to New Industries: F1, MotoGP, Tennis, Music, etc.



World Development

- Official Launch in Santiago del Estero, Argentina (DONE)
- Wallet Strategy and Partnership (DONE)
- Character / Identity Partnerships (DONE)
- 1.0 GOB Virtual World Development (DONE)

Multiplayer Platform Launch

- EMEA Official Launch
- 1.0 GOB Virtual World - Release
- Define strategy for micro games
- Define Landlord SDK for Content Edition
- 20 Football Clubs
- 5 Top artists
- 5 Legends
- Regional Partnerships to grow in Middle East, Brazil, China and North America

Become the Ultimate Transmedia And Immersive Experience

GOB will be ready to be consumed in every touchpoint; computers, smartphones, tablets, gamins consoles and mixed realities sets (VR, AR, ...).



About





Expansion



| 2023 | 2024 |
|---|-------------------------|
| CURRENT OFFICES | UPCOMING OFFICES |
| Europe | Northam |
| SPAIN Headquarters | USA |
| MALTA & TURKEY Commercial office | Southam |
| Southam | BRAZIL |
| ARGENTINA Commercial and Development office | Middle East |
| Africa | QATAR |
| GHANA Commercial office | Apac |
| | CHINA |



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About

Dream Team



GUARDIANS
OF THE BALL



MANAGEMENT



CEO
Alan Cura
Linkedin



CTO
Juan Cufre
Linkedin



CMO
Federico Khaski
Linkedin



CPO
Walter Semolic
Linkedin



CFO
Marcos Temporini
Linkedin



ANNEX





CONTENT REFERENCES

LINKS

Link to download the beta version (PC)
<https://www.guardiansoftheball.com/es/download/>

WIP - Web & Smartphone App
<https://guardiansoftheball.com/gobapp>

NFT Marketplace
<https://marketplace.guardiansoftheball.com/es>

NFT + AR Experience
https://guardiansoftheball.com/ar/cabj/2023_main_shirt

VIDEOS

Generic demo of the GOB metaverse: <https://drive.google.com/file/d/14mvYTyzaYFAQ5dqmuVopOH35ujtLGDSj>

Match Streaming inside the stadium:
<https://drive.google.com/file/d/1W0F1ACn2njm0kxlz5ZbTCANqOBp11OfD>

Maradona Legend's World Teaser: <https://drive.google.com/file/d/1OyaUBhmZ8t76RlrdFPLhemUy5MVOWliK>

Mario Kempes Legend Museum
<https://drive.google.com/file/d/1DWIF7rZHxeM3v7uzq6mjtpVI-EIZFI1C>

TV Studio: https://drive.google.com/file/d/1JX_oF_I7iRqFk6pg6k16ZJL_X4CoeE_G



Media Coverage

- <https://www.marca.com/futbol/argentina/2023/05/20/6468001d268e3e263b8b4592.html>
- <https://www.pagina12.com.ar/559469-el-metaverso-se-introduce-en-el-futbol-argentino>
- https://www.clarin.com/deportes/metaverso-llega-futbol-argentino-promete-ganancias-astronomicas-clubes_0_rHamnKhhJ7.html
- <https://www.marca.com/futbol/futbol-internacional/2023/12/15/657c75f0e2704e2d7c8b457e.html>
- <https://www.elliberal.com.ar/nota/-624393/2023/06/el-mundo-virtual-del-futbol-ingresa-en-los-clubes-del-pais>
- <https://www.nuevodiarioweb.com.ar/provinciales/389178-guardians-of-the-ball-el-metaverso-que-incluire-al-estadio-unico-madre-de-ciudades.htm>
- <https://es.beincrypto.com/metaverso-dice-presente-futbol-argentino/>
- <https://insantiagodeletero.info/nota-principal/nace-guardians-of-the-ball-y-se-lanza-oficialmente-hoy-en-la-smart-city-expo-santiago-del-estero>
- <https://www.instagram.com/gobvirtual>

Partnerships: Polygon / Softtek / Latam Xo/ Eter Studio/ Gloouds/ Metatheory studio



Media Coverage

[Spanish \(Peru\) Review of GOB: https://www.youtube.com/watch?v=lkrO3HOBmXs](https://www.youtube.com/watch?v=lkrO3HOBmXs)

[GOB Launch announcement: https://www.youtube.com/watch?v=WMoVm2PSAsk](https://www.youtube.com/watch?v=WMoVm2PSAsk)

[Maradona Announcement: https://www.youtube.com/watch?v=7l0uemczl7E](https://www.youtube.com/watch?v=7l0uemczl7E)

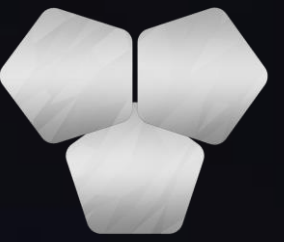
[Diego Maradona Teaser: https://www.youtube.com/watch?v=qEb54nlwxcU](https://www.youtube.com/watch?v=qEb54nlwxcU)

Central Cordoba Sgo Announcement: https://www.youtube.com/watch?v=Fg457J_iSUQ&t=43s

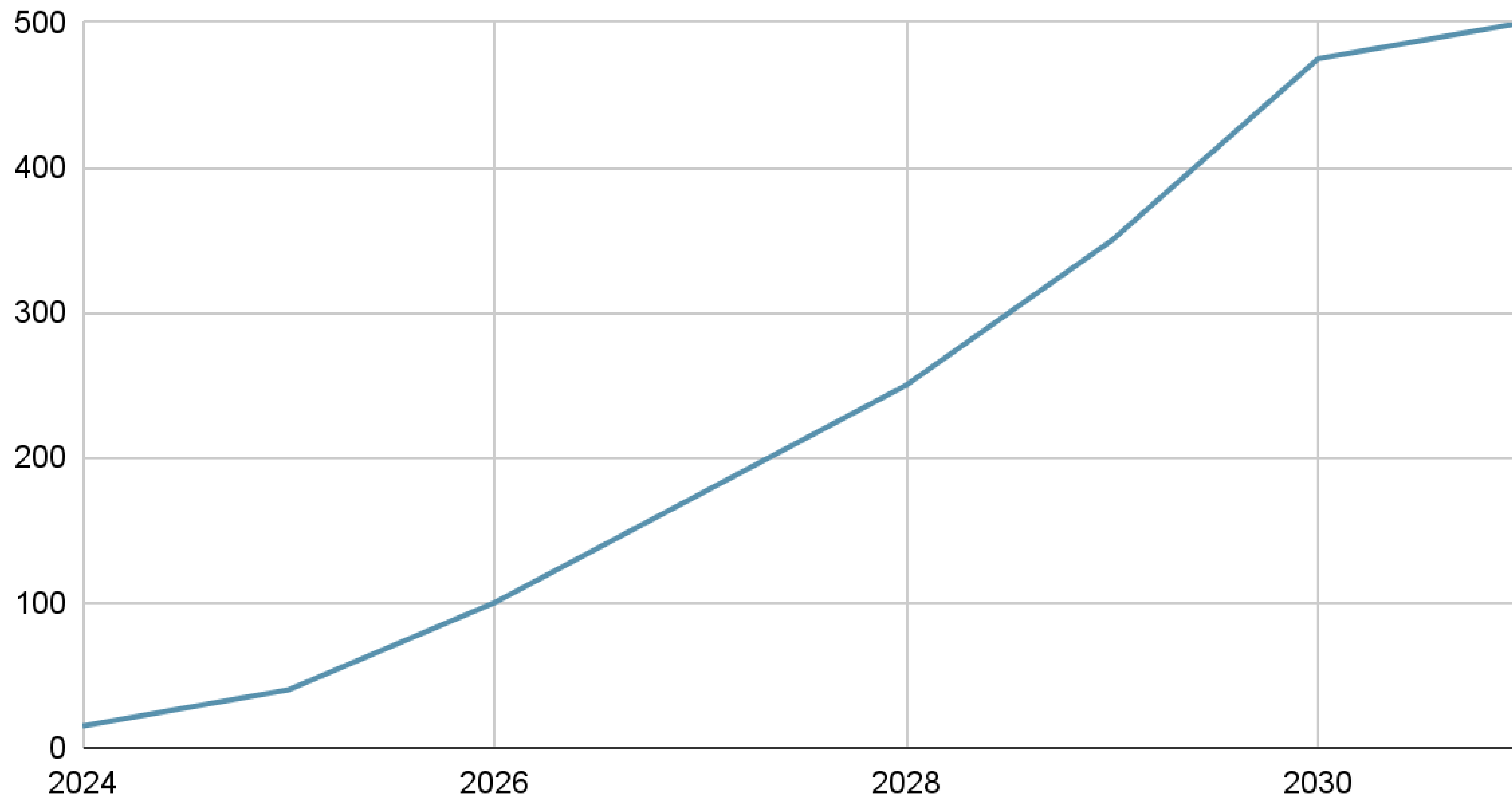
Turkish Influencer Review: <https://www.youtube.com/watch?v=jlMYe2Gha4A&t=76s>

Turkish Influencer Review: https://www.youtube.com/watch?v=70_FoRJyMbA&t=4s

CLUBS - PROJECTION



Number of Clubs - Development



Projection of Clubs

2024: 15 clubs
2025: 40 clubs
2026: 100 clubs
2027: 175 clubs
2028: 250 clubs
2029: 350 clubs
2030: 475 clubs