

# Olyseum: The star-led rewards platform for enriched non-fungible tokens

*A star-led club to enrich fan-engagement  
and create experiential NFTs*

*Carlos Grenoir, Shant Kevonian*

# Index

## [Executive Summary](#)

[Olyseum Overview](#)

[OLY Utility Token](#)

[The Olyseum Platform: The Expanding Olyverse](#)

[xNFT Pro: Strategic NFT Guidance for Stars](#)

## [The xNFT · A New Asset Class by Olyseum](#)

[Understanding xNFTs](#)

[Features of the xNFT](#)

[Experiences Rights](#)

[Renting Rights: Smart Contract Validation](#)

[Growing Vault: Value by trading it](#)

[Star Reach: Promote with the Best](#)

## [Experiences · Real-Life Connection](#)

[Definition of an Experience](#)

[Types of Experiences](#)

[Direct Involvement](#)

[Virtual Involvement](#)

[Personalized Physical Goods](#)

## [OLY Utility Token · The glue that binds the OLY galaxy](#)

[Regulatory Framework](#)

[Main Uses of OLY](#)

[Where to buy OLY](#)

[Burning Mechanism](#)

## [Rewards · Encouraging Engagement](#)

[For Fans: Rewarding Engagement](#)

[For Stars: Monetizing Star Power](#)

## [Our Platform · The xNFT Provider of Choice](#)

[Main Areas](#)

[MVP Concept](#)

## [Industries · Cross-Vertical Star Power](#)

## [Revenue Streams · Value Generation](#)

[Creation and sales of xNFTs and Mystery Cards](#)

[xNFT Renting](#)

## [Competitive Advantages](#)

[xNFTs benefits from a Creator's Perspective \(Star\)](#)

[xNFT benefits from a Holder's Perspective \(Buyer/Owner\)](#)

## [Go to Market Strategy · Generating Demand](#)

[Preproduct \(Star & IP Acquisition\)](#)

[xNFT Marketplace Launch](#)

[xNFT 2.0 Upgrade](#)

[Mystery Cards](#)

[Rewards Programs](#)

[In a Nutshell](#)

[The User Journey](#)

## [Roadmap · Charting the Future of Fan Engagement](#)

## [Executive Team and Investors](#)

## [Legal · For Information Purposes](#)

# 1. Executive Summary

## 1.1. Olyseum Overview

Olyseum is an innovative blockchain-powered social ecosystem that strengthens the connection between fans and stars, making it more accessible and monetizable by taking non-fungible tokens to the next level.

Olyseum and its expanding roster of stars are aligned on a common mission to create opportunities for meaningful, authentic interactions with fans, and reward them for their support and participation in the celebrity economy.

In order to achieve this vision, Olyseum proposes a new breed of *experiential NFTs* — created by Olyseum alongside our network of global stars, or created by other producers and enhanced by Olyseum. Introducing the experiential, exclusive and expanding value NFT: the *xNFT*. xNFT stands for NFTs with an added X-factor: an extra layer of value, unique experiential elements and financial properties.

**Olyseum's business model is based on the creation, sale and lending of xNFTs and experiences.** Olyseum aims to be a platform where fans and stars are rewarded for their social participation through xNFTs.

This vision, when carefully and correctly executed, will redefine the world of fan engagement, which is purely a world of collecting (passion, memories, experiences). Put simply, every star (entertainment leaders, sports stars, fashion icons and global trailblazers) will be motivated to use it, to capitalise on the NFT movement, monetize their star power and elevate their personal brand.

Every fan will feel compelled to use it, to forge genuine connections with their favourite stars, earn rewards for their engagement, and have their fandom recognised, valued and validated. The potential for mass adoption is boundless, much like a selfie is today (you can have it, you can share it, you can receive it — it creates a distinct sense of intimacy between your ego and the rest of the world).

## **1.2. OLY Utility Token**

Just like fans fuel the celebrity economy, OLY tokens fuel the Olyseum platform. OLY tokens can be used for the sale and purchase of xNFTs, exclusive content and memorabilia, the renting and borrowing of the rights to star-led experiences, and leveraging stars' reach for advertising campaigns.

Olyseum envisions xNFTs becoming the main driver of crypto adoption, the tool to reward social activity among the community through OLY-based incentivisation, and the gateway to access star power for promotional activities.

For more detailed information see section 4.

## **1.3. The Olyseum Platform: *The Expanding Olyverse***

To summarize, Olyseum will be the venue where:

1. Stars can showcase their NFTs. *Creating enriched xNFTs with stars.*
2. Fans can validate their NFTs. *Authenticating fans' collections.*
3. NFTs are enriched. *Adding an X-factor to NFTs.*
4. Experiences are produced and linked to NFTs. *Facilitating amazing moments for stars and fans.*
5. Activity is rewarded. *Establishing a more collaborative NFT economic model, including the renting of xNFTs.*

For more detailed information see section 6.

## **1.4. xNFT Pro: Strategic NFT Guidance for Stars**

Olyseum's 'xNFT Pro' service offering is tailored to guiding the NFT strategies of global icons from a wide spectrum of sports and entertainment verticals. Our dedicated expert team can advise on content creation tactics, marketplace launch, and everything in between.

## **2. The xNFT · A New Asset Class by Olyseum**

### **2.1. Understanding xNFTs**

By extending blockchain-authenticated NFTs and fusing them with stars, Olyseum has given birth to a new type of NFT: the xNFT. Created by stars, experiential, exclusive and with an expanding intrinsic value.

Firstly, xNFTs include the rights to have **highly exclusive experiences** with stars; so, for the first time, the right to approach celebrities will be tradeable, and the exclusivity will be distributed.

Secondly, xNFTs will **certify the connection** between star and fan — a connection that can be verified, authenticated and showcased between competing fans in the gamified rankings.

Thirdly, xNFTs are designed in such a way that **their intrinsic value will increase**, with **commissions on resales** of the xNFT.

Additionally, They will also give collectors the opportunity to **rent rights of stars' reach**.

### **2.2. Features of the xNFT**

#### **2.2.1. Experiences Rights**

xNFTs include the right to enjoy exclusive experiences with the creators. With xNFTs, Olyseum is opening the door to unprecedented levels of fan-star interactions and experiences that are in high demand among legions of empowered fans.

As the wider xNFT space continues to evolve, Olyseum will bring xNFTs to life, making them more accessible and relatable to fans worldwide, with Olyseum as the leading venue where fans and stars interact closer than ever before.

By linking star-led experiences to xNFTs, Olyseum will have created a robust bridge between the digital crypto world and the millions of users who will want to live those experiences. The confluence of these separate audiences will be transformative for the wider crypto sphere, with xNFTs providing an experiential gateway for adoption, a backdoor that will bring large swathes of users to this new ecosystem where they can use their digital utilities and identities, xNFTs and tokens.

*Example:*

*Tom is able to browse through the range of star-led xNFTs listed on the Olyseum marketplace. A life-long Barcelona fan, Tom is particularly interested in forging a deeper connection with Barça legend Andrés Iniesta, whom he has supported for years. He decides to purchase the xNFT granting him the rights to attend a quarterly video call with Iniesta for 1,000 ETH.*

### **2.2.2. Renting Rights: Smart Contract Validation**

For the first time ever, collectors will be able to generate a profit by renting the experience associated with an NFT without having to sell it (through our xNFTs).

The owner of the xNFT is eligible to rent its associated experiences/rights to other participants — broadening the scope and accessibility of the xNFT experience to a larger cohort of fans. Olyseum will also be able to deploy a smart contract to validate the rights of renters and owners.

*Example:*

*Having purchased the xNFT with the rights to have the quarterly call, and having already enjoyed the first one during Q1, Tom now wants to earn a profit from his xNFT without selling the xNFT itself. Tom is able to do this by granting the use of the rights to one video call for a compensation, while retaining full ownership.*

### **2.2.3. Growing Vault: Value by trading it**

Every time the xNFT transfers ownership, a part of the transaction is intrinsically absorbed into the xNFT smart contract itself.

This maintains an internal balance that keeps growing in value (as the *token velocity* increases) making the xNFT worth more. To liberate the balance locked within, the current owner would have to burn the xNFT.

This way, the better our xNFTs are, the more value they will hold and the less OLY tokens will be freely circulating as supply.

For every transaction, a percentage is converted into OLY tokens and proportionally distributed to the star and to the OLY token burning mechanism for periodic burning. This distribution is segmented as follows:

- A percentage remains in the smart contract, so the xNFT value will be growing.
- A percentage is converted into OLY and sent to the xNFT creator (star).
- A percentage is converted into OLY and sent to the OLY burning mechanism.

A new potential improvement for the xNFT would see the amount remaining in the xNFT swapped into OLY tokens, so it would be “freezing” them in a temporal lockup.

***Example:***

*After enjoying two years of quarterly video calls with Iniesta, Tom decides he wants to fully monetize his xNFT. With the help of Olyseum, Tom is able to find a buyer to purchase the xNFT for 1,200 ETH. From now on, the intrinsic value of the xNFT has grown a percentage of the sale price. Also the star has an income (another percentage) to ensure his involvement in the Olyseum ecosystem, and the OLY token supply decreased for the same value. Each time the xNFT is transferred, a percentage of the transaction value is retained in the smart contract, which means the xNFT is continuously growing in value.*

**2.2.4. Star Reach: Promote with the Best**

xNFTs provide an excellent window of opportunity for holders to leverage the reach and magnetism of stars for the purposes of product placement during interactions — greatly broadening the accessibility of tier-one promotional activities. The far-reaching benefits of product placement alongside stars would be substantial in terms of strengthening brand awareness, elevating product reputation and opening new potential sales channels. This represents a democratisation of celebrity promotions.

***Example:***

*Suppose a start-up is looking for innovative and eye-catching ways to advertise their young product. Buying an xNFT would open the door to a potentially game-changing product placement opportunity, in which the designated star would be seen alongside the brand via social media posts or during a recorded interaction. The seamless integration of the start-up’s product into the experience would add an undisputed layer of star-power to boost brand recognition. Olyseum will work with the brands and startups buying the xNFT loaded with star reach, to integrate OLY with their business models. In turn, this will strengthen OLY adoption through other systems.*

### **3. Experiences · Real-Life Connection**

#### **3.1. Definition of an Experience**

In the era of heightened experiential marketing, consumers are demanding more from brands in terms of real-life engagement, tailored experiences, and memorable moments.

Alongside this, the proliferation of tech solutions and social media platforms has provided fans with unprecedented visibility over their favourite stars' activities.

However, the experiential chasm has yet to be bridged, until now. Olyseum, with the launch of its xNFT platform, wants to greatly broaden the accessibility of star experiences, elevate fans' relationships with brands, while creating a venue for genuine moments between stars and fans — moments that resonate, moments that inspire, moments that capture the imagination. The holder of the xNFT can seamlessly claim the experience by simply connecting their wallet in which the xNFT is held.

#### **3.2. Types of Experiences**

##### **Direct Involvement**

Experiences in which the star is involved personally and physically. Examples include exclusive dinners, photo sessions and sports activities.

##### **Virtual Involvement**

In these types of experiences, the star is involved digitally with no physical logistics needed. Examples include an exclusive online video call, virtual congratulations, and an online video game match (eg: play FIFA on PlayStation).

##### **Personalized Physical Goods**

Any product from the Olyseum store can be signed by the star and personalised for the purchaser. Examples include a signed piece of merchandise, a signed picture or poster, or a book with a personalized dedication.

## **4. OLY Utility Token · The glue that binds the OLY galaxy**

### **4.1. Regulatory Framework**

From a Swiss regulatory and legal perspective, the OLY Tokens are qualified as a “utility token” as such term is defined in the FINMA Guidelines on ICO issued on February 16, 2018. FINMA defines utility tokens as “tokens which are intended to provide access digitally to an application or service by means of a blockchain-based infrastructure” .

### **4.2. Main Uses of OLY**

OLY tokens can be used for the sale and purchase of xNFTs and collection cards, exclusive content and memorabilia, the renting and borrowing of the rights to star-led experiences, leveraging star reach for advertising campaigns, and to access exclusive interactions and experiences with the stars themselves.

### **4.3. Where to buy OLY**

The OLY token can be purchased and sold via a range of crypto wallets (such as Monedero and Oxis), on decentralized exchanges (such as Uniswap), and on a growing number of centralized exchanges. More exchange listings and wallet integrations will be announced in Q2 and Q3.

### **4.4. Burning Mechanism**

OLY tokens are utility tokens under a deflationary dynamic in which they go through a burning process in order to incentivize early adopters to use the platform and access its exclusive products by generating scarcity.

The OLY tokens burning mechanism deflates the OLY supply (see section 2.2.3). We may include other streams of burning in the future.

For further information regarding OLY tokens, please refer to the token economic paper.

## **5. Rewards · Encouraging Engagement**

As content creation and social engagement becomes more deeply ingrained in the fabric of daily life for millions of fans and stars worldwide, Olyseum represents an ecosystem where everyday online activities are encouraged, valued and rewarded.

Showcase your NFTs and gamify them through collections. Holders of complete collections will be eligible to access exclusive private auctions. Monetize user engagement and let your fan base earn rewards. Irrespective if stars created the NFT in Olyseum or externally, they can enrich the NFT and transform it into an xNFT to earn extra rewards.

### **For Fans: Rewarding Engagement**

Fans fuel the celebrity economy. Isn't it time to reward their dedication? The Olyseum team firmly believe so, and have developed a star-led social ecosystem that is purpose-built to empower fans and reward their engagement.

The likes, shares and interactions inherent to social media activity and daily life, now become sources of value generation. Also, if someone wants to integrate their existing NFT into Olyseum to promote it or sell it, they can convert it (as an xNFT) and receive rewards. For more information see section 10.4.

### **For Stars: Monetizing Star Power**

The body of work that defines a star' s legacy opens the door to unique promotional opportunities. Global icons have an innate ability to define consumer trends, expedite movements, and establish an unrivalled sphere of influence. Leveraging this bonafide star power on the Olyseum platform rewards via their content, their promotional capabilities and bespoke xNFTs.

Using xNFTs as a versatile cover, stars can sell their “magic” , in terms of in-person and virtual experiences for fans, bespoke content (illustrations, music tracks, movies, memorabilia), and rights to their reach.

Besides the sales of xNFTs and sponsorships, stars will also earn rewards from a percentage of the sale value every time an xNFT is resold.

## **6. Our Platform · The xNFT Provider of Choice**

The Olyseum platform will play host to a world-leading xNFT venue, in which fans can seamlessly browse through the xNFT profiles of stars from a range of sports and entertainment verticals.

The Olyseum xNFT platform serves as a trusted environment for stars to debut in the crypto sphere — displaying illustrations of them immersed in a new technological and open world, similar to holographic cyberpunk talismans. Also, Olyseum is a platform to enhance existing NFTs and to showcase, sell and lend them.

With a wide selection of xNFTs to choose from, fans can establish their own collections, ascend the rankings and earn exclusive experiences with their favourite stars. Additionally, holders that build complete collections can avail of exclusive auctions. Olyseum is an agnostic platform, which means users can also connect their wallets containing existing NFTs acquired in external outlets and have them showcased to participate in rankings and earn rewards.

Olyseum's unique brand of xNFTs also provide a gateway to unprecedented levels of value generation and engagement monetization.

### **6.1. Main Areas**

Initially, Olyseum aims to be the venue where:

#### **1. Stars can showcase their NFTs**

As global icons and superstars look to capitalise on evolving consumer trends and tap into the groundswell of momentum powering the NFT movement, Olyseum will provide a dynamic, secure and trusted venue for the deployment and listing of xNFTs.

With Olyseum's unrivalled network of international stars, its xNFT platform will become the marketplace of choice for stars and fans alike.

#### **2. Fans can validate their NFTs**

Olyseum has created a venue for fans to showcase and validate their fandom within a community of like-minded fans and stars.

Much like how sports stars and entertainment icons have pristine cabinets to showcase their accolades, fans can build out their own trophy cases to illustrate the strength of their own fandom.

And just like fans admire their idols for their achievements and honours, stars can see and appreciate those of their best fans — helping to cultivate genuine connections and synergies.

### 3. **NFTs are enriched**

Olyseum's 'xNFT Pro' service offering facilitates the enrichment of NFTs - this refers to an added X-factor that takes the NFT to the next-level, as well as additional earning potential and opportunities for engagement monetization.

As the experiential era continues to evolve, the categories of fan collectibles will also evolve, giving rise to more personal and engaging interactions between idols and fans. Through a catalogue of highly revered experiences, Olyseum will create a unique sense of intimacy between stars and fans based on shared experiences, shared joy, and shared interests.

### 4. **Experiences are produced** and linked to NFTs

Physical collectibles have been intrinsically linked to the world of fandom for decades. Diverse forms of memorabilia such as CDs, DVDs, signed posters and jerseys have given expression to fans' passion and enthusiasm, becoming a source of pride.

Olyseum wants to broaden this landscape, providing new types of collectibles that are novel, exciting and meaningful for fans — personalised, physical, virtual and, ultimately, tradeable.

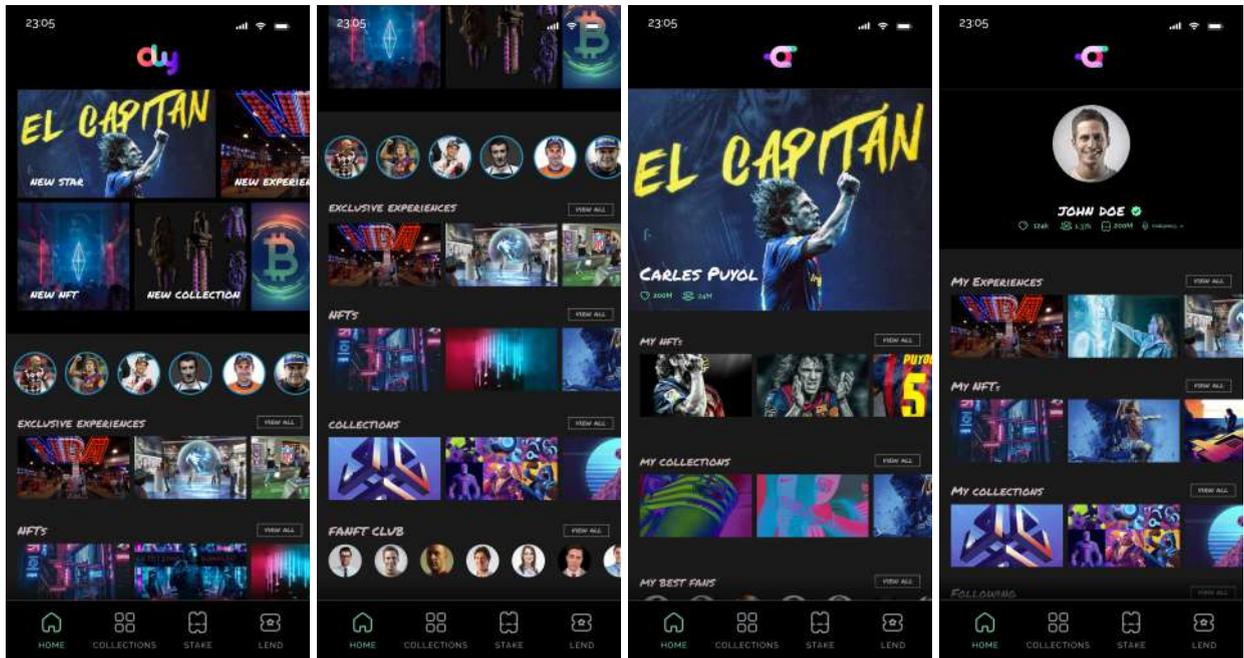
### 5. **Activity is rewarded**

Olyseum's incentivization mechanism rewards users for things they do in their daily lives without having them go out of their way, activities that are part of their daily routine (ex: reading sports news, engaging in social media or watching videos).

Besides this, Olyseum also enables users to accrue interest for their collections (*galaxy*). For example, users will be allowed to lock an xNFT for periods of time, which will give them rewards for maintaining their collection of stars '*galaxies*' and promoting it. In this instance, Olyseum would serve as a kind of collaborative gallery.

## 6.2. MVP Concept

A version of the proposed mobile app is illustrated below:



## 7. Industries · Cross-Vertical Star Power

Olyseum's xNFT platform will deliver cross-vertical star power, which means stars from a wide variety of sports and entertainment spheres will be involved, including NBA, football and motoGP icons, top fashion models, global figures, music legends and renowned entertainment personalities with hundreds of millions of combined social media followers.

Initially, Olyseum will be focusing on onboarding acclaimed sports stars (football, motoGP and Formula1), music artists (rap and latin music) and fashion icons (top models and lifestyle).

Then, these spheres will provide fertile ground to build demand in the platform, extend the reach to large swathes of users, and help attract stars from other verticals.

Ultimately, the Olyseum platform will assertively take a market leading position for stars from every arena to deploy their own xNFTs.

## **8. Revenue Streams · Value Generation**

The Olyseum xNFT platform will allow revenue generation via a three-pillar approach:

### **Creation and sales of xNFTs and Mystery Cards**

Olyseum is the first seller of each xNFT and shares the profit with the star on the first sale. Our margin would vary depending on the type of xNFT and type of star. Sales will be executed in OLY tokens.

### **xNFT Renting**

When the current owner grants a right of use of the experience associated with an xNFT to another person (by selling or renting), Olyseum takes a commission of the transaction. xNFTs may be directly sold on the platform by Olyseum through Mystery Cards.

### **xNFT locked for Re-Selling**

To open the Marketplace to third parties, Olyseum allows them to lock their NFT which ensures it is to be sold exclusively through Olyseum. In exchange for listing and locking the owner will receive rewards for the duration of the sales cycle. Olyseum takes a commission if the NFT is sold in the platform during the locking period. The NFT locking is subject to a review process.

## **9. Competitive Advantages**

Olyseum's brand of xNFTs represent a great opportunity for prospective creators and holders who wish to get in on the ground floor of the NFT movement — a movement that is set to redefine the world of content creation and fan engagement.

### **9.1. xNFTs benefits from a Creator's Perspective (Star)**

- Capitalise on evolving market trends and establish a foothold in crypto space.
- Develop a more enriched, authenticated, scarce and tradeable form of content.
- Automatic verification of content and associated rights.
- Direct and rapid distribution of their proprietary content.
- Unlock new revenue streams.
- Forge closer relationships with their target audience by rewarding engagement.

### **9.2. xNFT benefits from a Holder's Perspective (Buyer/Owner)**

- Enjoy in-person interactions, virtual experiences or personalized experience from your

favorite stars.

- Peace of mind, as each xNFT will have a Certificate of Authenticity (COA) that will be signed by the stars themselves, and held in the fan's blockchain wallet as a non-fungible token for safekeeping and digital permanence.
- Additional benefits of holding xNFTs can be derived from locking them in the Olyseum NFT marketplace in exchange for rewards in the form of OLY tokens (section 8).

## **10. Go to Market Strategy · Generating Demand**

Our go to market strategy is based on an agile *Product Market Fit approach*. This means Olyseum has to build a product tailored to each target audience, to the stage that best suits Olyseum as a company at that time, and market that specific product rather than forecasting the end goal. As the company and the features grow, the target audience will naturally evolve.

### **10.1. Preproduct (Star & IP Acquisition)**

While Olyseum is in a preproduct phase, it is of the utmost importance to focus on collecting exclusive IPs as progress is made behind the scenes. The preproduct phase is highly focused on communication with early adopters and keeping them abreast of major updates and developments. The people who are most interested in this preproduct phase are early adopters in the crypto world.

These early adopters will likely participate in xNFT sales that take place on our platform or third party platforms or simply purchase OLY for its increasing utilities. They are unlikely to be Olyseum's late stage power users but will act as initial multipliers to draw attention to Olyseum in the subsequent phase.

This audience requires no introduction to the crypto world. As the word spreads through publications and word of mouth, they will be poised to accumulate OLY as it becomes widely available on centralized exchanges. They yearn for the first mover's advantage.

A minimal advertising budget would be spent on attracting potential OLY holders through Twitter, Dextools, crypto influencers and others that can reach this demographic.

### **10.2. xNFT Marketplace Launch**

At this stage the OLY token should be in the hands of more than 10,000 holders and the platform would launch with 50+ stars with exclusive IPs and 100+ xNFTs.

These newly minted and highly exclusive xNFTs would be purchasable with OLY on Olyseum's Marketplace. These 10,000 holders would be the ideal target to sell the newly minted xNFTs to as they would be compelled to "trade up" from an OLY to an xNFT and would likely relist the xNFT in order to flip it and see a profit.

With a platform at the ready and ease of use established, our target demographic would be the "Late Crypto Adopters". They are less grounded in the fundamentals of crypto and less involved in the wider cryptosphere but still understand how to buy and trade. They are high risk averse. This audience that was afraid of rug pulling, being scammed or failing projects would now be interested in legit project.

A minimal advertising budget would be spent on attracting potential xNFT holders through twitter, dextools, crypto influencers, etc that can reach this demographic.

Additionally, starting with the xNFT Marketplace Launch represents an opportunistic approach, to catch the NFT wave as it builds momentum, the timing is now to position ourselves as THE star-led xNFT venue.

### **xNFT 2.0 Upgrade**

In order to avoid losing time to market, xNFT 2.0's will be developed in parallel to the main B2C offerings. The following features would be rolled out progressively to ensure that each additional feature gets to the public as soon as possible.

The prospective features for xNFTs 2.0 (not necessarily in order) could be:

- Granting rights of use for experiences.
- Growing Vault.

All previous 1.0 xNFTs will be upgradeable to 2.0 to ensure all owners can avail of the benefits introduced with the launch of xNFT 2.0.

Also NFTs that are not minted by Olyseum will be eligible (subject to a review process) for conversion into xNFTs 2.0.

### **10.3. Mystery Cards**

Premium xNFTs are naturally highly solicited and thus implicitly have a high price. To broaden the accessibility and ensure that anyone has a shot at getting the most prized xNFTs, some of them will be hidden in xNFT packs.

Additionally, to increase the value of Mystery Cards and increase the likelihood of selling a xNFT for renters which are listed on the marketplace, Olyseum may algorithmically incorporate them into the Mystery Card packs, consequently increasing our margins. For each

renting event Olyseum would in parallel create a Mystery Card campaign to drive traffic in which Olyseum announces the experience which is hidden to drive up demand. So, every time a seller puts an xNFT up for sale, Olyseum could run a mystery card private auction to VIP users to maximize the value of the sale and generate extra income for Olyseum.

The mechanics of Mystery Cards follow typical trading card booster packs.

The Mystery Cards will be purchasable in OLY or Fiat which opens the door to our Early Users, the superfans of the stars. They are the ones willing to spend money to get closer to the star. They would also have a tendency to go out of their way to feel that much closer to the star. They can be found on Instagram, Facebook, attending sports events, and are followers of the stars and tabloids like TMZ.

At this stage Olyseum can begin advertising with star power so that the average user can purchase packs and use a moderate advertising budget to raise brand awareness.

#### **10.4. Rewards Programs**

To tie it all together, Olyseum would launch the rewards program, geared towards normal users who are passively engaged with the stars through their daily activities. Ex: they follow them on social media, follow the team or show, or are familiar with the star based on the websites they frequent; ex: marca.es.

At this stage, users would have a wallet within Olyseum, allowing them to use OLYs in a seamless manner. As the user would have a wallet, users would be rewarded for all the star related activities they do in their daily life through a suite of highly specialized tools that they install. ex: like a star on Instagram, read an article on marca.es, etc.

At this stage Olyseum must focus on mass adoption with marketing, growth hacking, virality, spots, and star power focused specifically on the industries Olyseum has set its sights on.

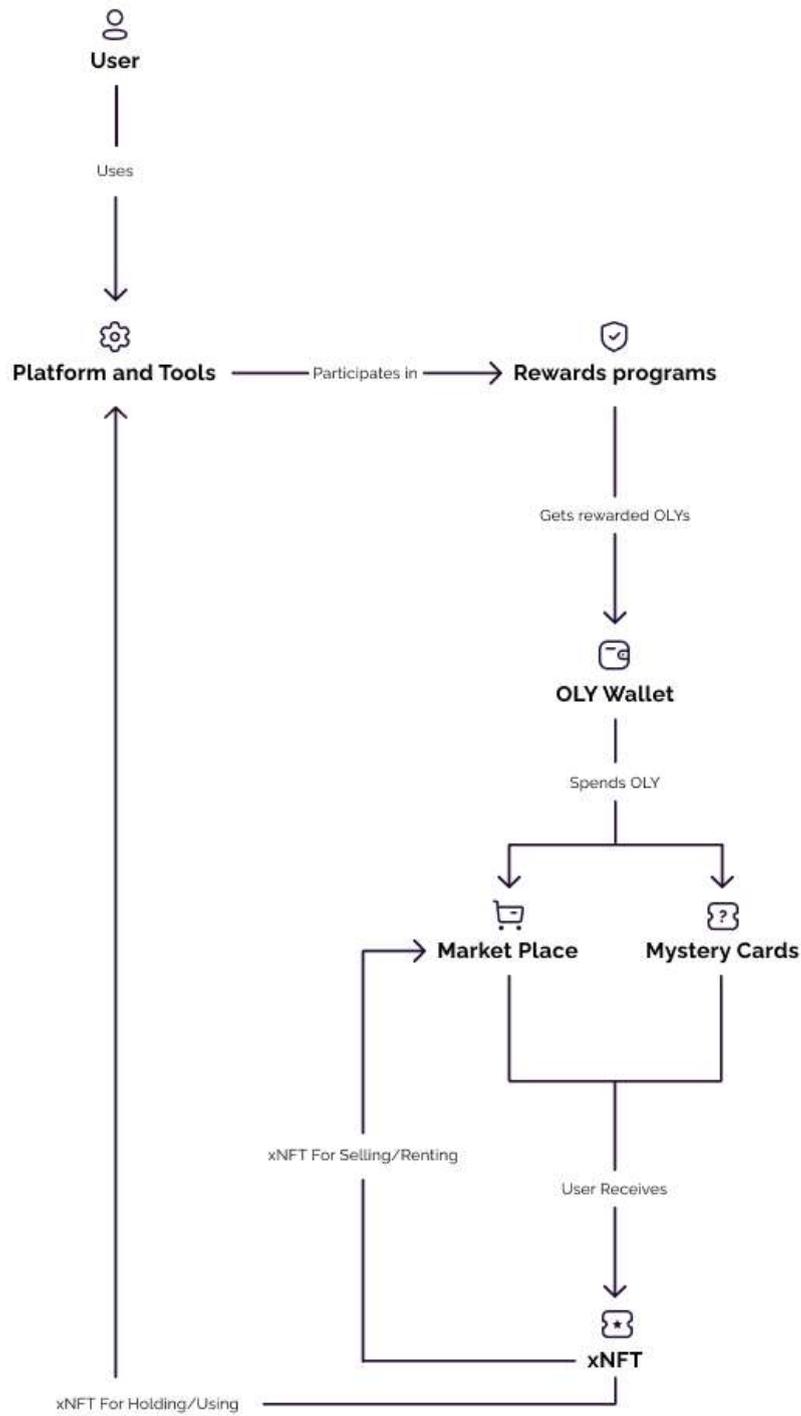
## 10.5. In a Nutshell

The following diagram shows the Product Market Fit Model, starting from our core to our end goal for mass adoption.

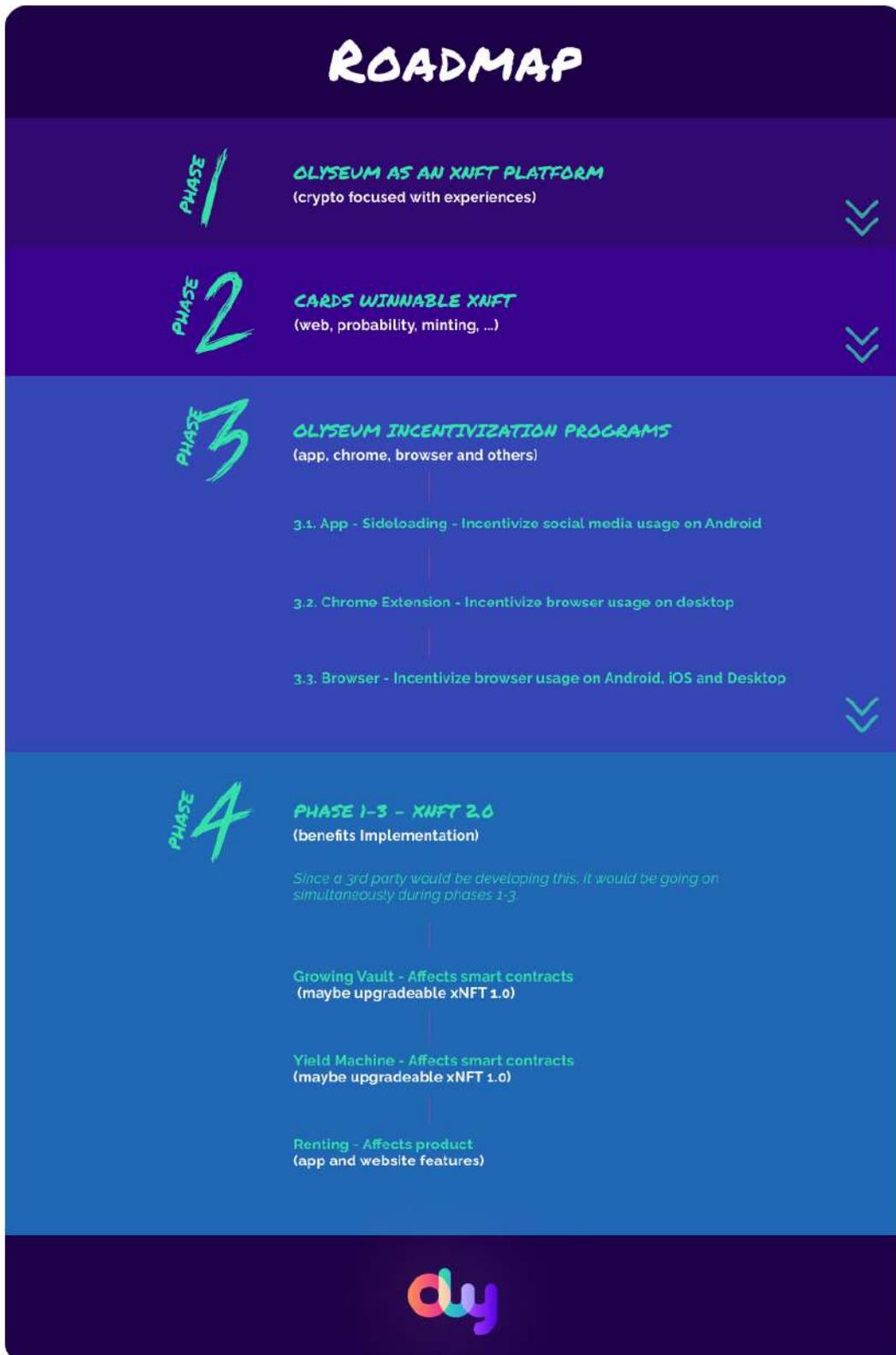


## 10.6. The User Journey

The following diagram illustrates what a full user flow would look like when the full journey has been completed.



## 11. Roadmap · Charting the Future of Fan Engagement



## **12. Executive Team and Investors**

Olyseum was founded by accomplished computer scientist and neuro-scientist Carlos Grenoir, CEO, and world renowned computer security guru Kevin Mitnick, Chief Security Officer.

The pair founded Olyseum alongside former FC Barcelona players Carles Puyol, Andrés Iniesta and Iván de la Peña.

Gerald Heydenreich (co-founder of BuyVIP, which he sold to Amazon in 2010) leads Olyseum's Marketing Department, while Javier de Rocafort (former Senior Advisor to Rothschild Bank) leads Olyseum's Finance Department, and Jan Aramburu (former Taurus Group) leads Olyseum's Corporate Department.

Olyseum's lead investors include Crèdit Andorrà as well as distinguished blockchain and crypto investor Jehan Chu, Founder of Kenetic Capital and Co-founder of Social Alpha Foundation; Patrick Dai (founder of Qtum); David García (founder of Ripio and Borderless Capital); Albert Castellana (co-founder of NEM Foundation); Jordi Ballbé (INDITEX) and others.

## **13. Legal • For Information Purposes**

**This document is provided for information purposes. This document is not to be considered the final version of the White Paper. The information herein is subject to change. This document should be considered in continuous evolution.**

The Olyseum token (OLY token) qualifies as a utility token as such term has been defined in the Swiss Financial Market Supervisory Authority (FINMA) Guidelines on ICOs published on February 16, 2018 ( "FINMA's ICO Guidelines" ). The OLY token's purpose is to confer digital access rights to services of the Olyseum platform and related applications that provide a channel via which major sporting personalities can be in direct contact with their fans and offer them prize draws and exclusive content. The Olyseum platform with its main services has already been developed and is functional at the time of the token issuance. The OLY token has no investment purpose whatsoever and is neither designed nor created as an investment product nor a security.

Therefore, the OLY token shall not be considered as a security under Swiss laws and regulation (including as a share, participation right, bond, structured product, collective investment schemes, derivative or other type of securities, including uncertificated securities). The OLY tokens are not subject to the authorization or supervision by the FINMA.

The OLY Token will also serve as the exchange unit (and as a monetizable rewards for popularity obtained depending on activity provided and quality of publications) for transactions performed exclusively within the Platform network for different products and services as described in the Whitepaper. The FINMA ruled that the issuance of the OLY Tokens should be subject to the AML given that the OLY Tokens may be used to acquire services or goods from third parties and that such payment function is - in FINMA' s consideration and ruling - not an accessory function of the OLY Token. Based on the above, the OLY Tokens shall be considered also as a mean of payment and thus a "Payment Token" as such term has been defined in the FINMA' s ICO Guidelines.

This document is neither a solicitation, an offer, a recommendation nor a contract. This document is for informative purposes only and does not constitute, nor is it intended to be, a prospectus within the meaning of applicable Swiss law (including art. 652a or 1156 of the Swiss Code of obligation) or an offer to sell, a solicitation of an offer to buy an OLY token or a recommendation from Olyseum and its affiliates. **This White Paper is not a contract and does therefore not legally bind Olyseum or its affiliates.**

Selling restrictions. Potential subscribers should note that participation in the OLY token sale(s) is subject to limitations imposed by applicable securities laws in various jurisdictions. The regulation of token and more generally blockchain is currently in evolution. Therefore, potential subscribers should be aware that some jurisdictions may introduce new regulations or adapt their current regulation and/or definitions / categories of tokens, including Switzerland. Below are examples of some limitations: Singapore. Investors from Singapore shall not be able to participate in our offering. United-States: The OLY tokens will not be registered under the US Securities Act of 1933, as amended from time to time, or under any securities laws of any state or other jurisdiction of the United States. Therefore, from the United States. The OLY token may only be made available under applicable private placement exemption if any, for instance under Regulation S and/or Regulation D, i.e. to "accredited investors" (as defined in Regulation D under the US Securities Act of 1933). The list of jurisdictions above where limitations apply is not exhaustive. Other examples of selling restrictions and limitations may be outlined in the OLY Token sale' s documentation.

This White Paper may not be used in any such jurisdictions or in any circumstances in which this White Paper, its content and/or the OLY tokens are not authorized for distribution and/or unlawful.

