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WePlay  
Collectibles:  
One-of-a-Kind  
Experiences  
with  
Collectible  
NFTs

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Hello,

As one of the founders and a managing partner of WePlay Holding, I am pleased to welcome you to the new and exciting world of esports and Non-Fungible-Tokens (NFTs). Because NFTs are a reasonably new crypto media concept, we felt a need to explain these unique digital creations to the public and our fans. We at WePlay Holding constantly challenge the existing lines and boundaries, expanding our reach by making the experience of our events more meaningful for our viewers.

We recognize NFTs as a cutting-edge way to bring the esports community together while providing a new level of interaction that is unique and valuable. The incorporation of blockchain ensures the reliability and confidence of NFTs unseen before their invention.

WePlay Collectibles are a fun way for fans to connect with their favorite players and obtain one-of-a-kind esports memorabilia to capture and immortalize our tournaments. You will learn how WePlay Collectibles can also be combined to build an even better experience.

I invite you to learn what makes NFTs unique and how WePlay Holding is incorporating these assets into our WePlay Collectibles to provide digital, material, and experiential rewards to the esports community and fans.

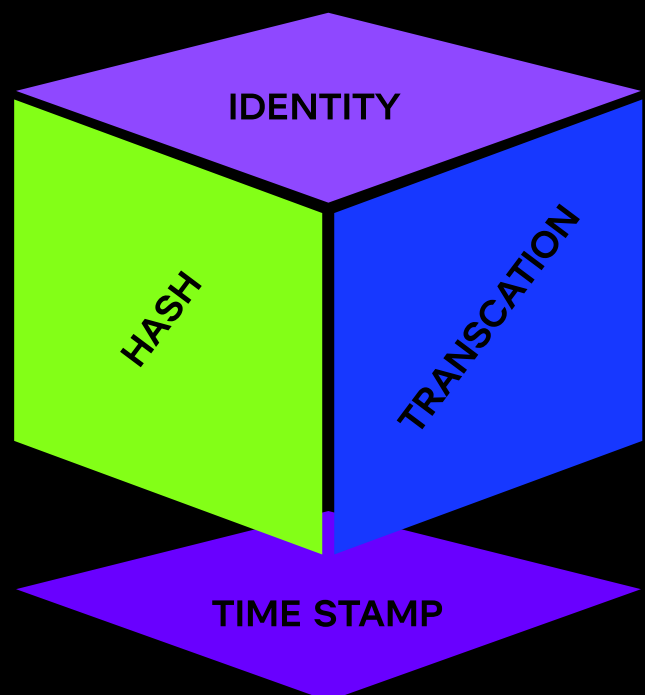
Yura Lazebnikov,  
Managing Partner at WePlay Holding

# THE BLOCKCHAIN AND NFTS

With the creation of Bitcoin in 2009 by the “mysterious” Satoshi Nakamoto, the world was introduced to the blockchain – the first distributed network for keeping track of items (Bitcoins) from their creation and subsequent transfers to bitcoin wallets globally. Satoshi Nakamoto’s invention was a revolution, and quickly, programmers realized that other coins (called Altcoins) and tokens with different attributes could be likewise created and transferred.

**Token** – a type of cryptocurrency that represents an asset or specific use and resides on a blockchain. Tokens are fungible assets.

**Fungible** – able to replace or be replaced by another identical item; mutually interchangeable.



## Non-Fungible Tokens (NFTs)

In 2017, non-fungible tokens (NFTs) were created. NFTs are minted in the same way as other crypto tokens. Like dollar bills, every Bitcoin or (fungible) token is equal in value to any other Bitcoin; however, each NFT is a 100% unique digital item. NFTs are special, one-of-a-kind digital/crypto assets. They are non-fungible.

NFT can only be owned by one person/entity at a time. That "original" NFT can be transferred to a new owner but can never be perfectly duplicated because just by being a "duplicate," it is not the "original."

We created a "smart contract" that facilitates the initial minting of NFTs and defines which information the token contains and what can be done with it. This unique coding and process give NFTs attributes such as originality and scarcity, making them particularly attractive when coupled to be one-of-a-kind digital media.

**Smart contract** – a self-executing contract existing on a blockchain network, with the agreement terms between buyer and seller being directly written into its code.

The blockchain is a token's decentralized ledger, making it easy to track each token's ownership and its transaction history, providing the owner or a potential NFT receiver with the assurance of their validity. What makes NFTs distinct is that a token's programming can be further expanded beyond these basics to include other applications and functionality. For example, linking the NFT to some other digital, material, or even experiential asset or making NFTs that are each part of a collection; when all the pieces are brought together, like the Infinity Gauntlet with Stones, it has more value than its constituent parts.

## ABOUT WEPLAY COLLECTIBLES

WePlay Holding has embraced NFTs to benefit the fans, players, broadcast talent, and the community in general. NFTs allow for a more immersive experience that will continue even after a tournament or competition ends. This advancement takes following esports events and longer storylines to a new level, with one-of-a-kind ways to leverage this blockchain technology for distributing event memorabilia, physical items, and unique services, including real-life experiences. This way, the worlds of esports, entertainment, and technology collide, and new possibilities open up.

As a practical example, let's imagine what would have happened had WePlay Holding incorporated NFTs during the WePlay! Mad Moon Dota 2 tournament, which took place in 2020 and featured #madmoontruck. NFTs would have facilitated sharing of the vehicle's unique physical replicas and even the ability to auction off a real-life ride in the truck with an event player, broadcast talent, or another person. Through NFTs, the audience could have access to and become part of the event in unique and meaningful ways, never possible before. With NFTs, viewers can win or purchase one-of-a-kind items, elevating experiences, and bring the community together.

## THE POTENTIAL OF WEPLAY COLLECTIBLES

In this section, we would like to introduce a few of the WePlay Collectibles NFT concepts. These ideas may serve as blueprints for the future WePlay Collectibles tokens.

**Tournament Cards** are NFT cards with a digital tournament logo, emblem, and other types of visual communication. As a reference, one can imagine a traditional baseball, Magic: The Gathering, or Pokemon card, which can never get damaged. There may be a limited stock of cards with a similar design and unique IDs. Cards can be a part of a collection growing over time and potentially increasing each card's value. Cards can also differ in class from Common to Rare, Ultimate, etc., defining their quality, scarcity, and potential future value.

**Personality Cards** – the mechanics are the same as with tournament cards. This token type can bear a photo or a signature of a player, coach, commentator, etc. Can be static or animated.

**Team Cards.** These would build upon personality cards, but with a whole team, and can bear group pictures, videos, signature boards, etc.

**Highlights.** These digital media in the form of a photo, video, or even 360-degree / 3D hologram are created during matches. A highlight which will be remembered by players and fans alike is immortalized in the form of a WePlay Collectibles NFT.

## **NFTs Expand Collecting Opportunities and Provide Owners with Unmatched Assurance**

The great thing about NFTs is that they can provide other opportunities:

WePlay Collectibles can be distributed in a variety of ways including auctions, direct sales, gifting. A WePlay Collectibles NFT may be a part of a merchandise bundle.

Since they are limited in numbers, once the original stock has been sold out, the only way to obtain the token is through the free market.

Fans can participate in creating WePlay Collectibles, voting for their favorite “hype moments” from an event or tournament.

Finally, WePlay Collectibles NFT owners get guaranteed memorabilia authenticity and safekeeping. In the art, collecting, and sports memorabilia worlds, there are opportunities for the unscrupulous to create fakes. Thanks to blockchain technology, WePlay Collectibles’ authenticity and provenance are known, listed, and validated by a distributed ledger so that trading and collecting is safe and reliable for all collectors. This level of assurance was not possible before the invention of NFTs.



## CONCLUSION

WePlay Holding hopes that this white paper has helped you understand how NFT-based WePlay Collectibles offer our viewers a new and exciting way to become even more closely involved in our tournaments and events. WePlay Collectibles give our viewers a way to immortalize their experiences. These new technology's unique characteristics let WePlay Holding reward our fans with one-of-a-kind items and opportunities they definitely deserve and a new safe and convenient trading platform.

WePlay Collectibles go beyond a single event and entail rewards for a viewer's loyalty. Our esports fans can amp up the fun factor of an event the way WePlay Holding has always wished them to. NFTs provide a medium for trading digital and physical items and real-life experiences never seen before, along with the blockchain's confidence.

We hope you join us in welcoming this incredible new technology by participating in our NFT collecting and trading activity and growth. Since our inception, WePlay Holding has always been on the cutting edge of new developments in technology and esports, and through our evolution with NFT, we wish to stay that way.

## ABOUT WEPLAY HOLDING

WePlay Holding is an esports corporate group with headquarters in Los Angeles, U.S., and Kyiv, Ukraine, which has offices around the world together with its affiliates. The multi-brand holding company is bridging the gaps between entertainment, esports, and technology through its innovation strategy.

The organization accelerates industry development with interdependent creative solutions in broadcasting, augmented reality, interactive experiences, data mining, and other tools. WePlay Holding empowers businesses with personalized products and services created through merging concepts. This produces quick-impact outcomes required in the competitive world of entertainment.

Since 2006, the WePlay brand is well-known for the high-quality organization and broadcasting of esports tournaments. It grew into WePlay Esports, a world-class tournament organizer and production company with studios, talent crews, and arenas operating across multiple continents.

WePlay Holding puts together its technology ecosystem to create unique results. It aims to bring together brands, investors, nonprofit organizations, industry experts, and other stakeholders into a playful prosumer environment.


### Where you can find us:


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 <https://www.facebook.com/weplaycollectibles>

 <https://www.instagram.com/weplaycollectibles/>

 <https://www.linkedin.com/company/weplayholding>

 WePlay Collectibles website - <http://weplaycollectibles.com>

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