FITCHIN

Whitepaper

The Gaming Community Playground

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index

01. Executive summary	3
02. The Gaming Esports Market	4
03. The Fitchin Playground	6
04. Gamified User Experience	12
05. Ecosystem Economics	14
06. $CHIN – Our community token	15
07. Tokenomics	16
08. Roadmap	17
09. Core Team and Advisors	18
10. Annex	19

01.

Executive Summary

Esports has become a global phenomenon, a full-blown shift in entertainment and culture—and we are just getting started.

In the following years, millions will join this movement at double-digit growth rates, creating more spaces for gamers to meet and play together and paving the way for new digitally connected communities to thrive.

FITCHIN will be at the forefront of **building and connecting global gaming communities**—powered by our native gaming community token $CHIN and blockchain technology.
Our ecosystem aims to enter into partnership agreements with leading esports teams and streamers from around the world and provide them with all the tools to monetize fan engagement, grow stronger communities, and open new sponsorship and partnership opportunities. It will include 4 main platforms:

→ **Community Hubs** where top esports teams and streamers can offer club membership passes and give their fans a true sense of belonging through exclusive perks, such as voting, private events and experiences, limited digital collections, member chats, competitions, and much more.

→ **A Tournaments Platform** to play the most popular titles, join global competitions and challenges representing your esports community, and earn attractive rewards—with the transparency of having transactions in the blockchain.

→ **A Digital Marketplace**, or a place for gamers to buy and trade their favorite digital collections and passes, get tickets to virtual and IRL events, and even buy esports merchandising.

→ **FITCHIN Multiverse:** FITCHIN is building a place where each of its partners can host their own clubhouse and provide their fans with a place to meet and to play and join virtual events, all through a multi-layered approach for delivering a consistent experience across different metaverses.

Welcome to FITCHIN
Welcome to the new Gaming Community Playground.

02.

The Gaming Esports Market

The esports market comprises 3.2 billion gamers, 921 million game-live viewers, 532 million esports followers, and 35 billion hours of streaming annually, with year-on-year double digit growth rates driven by a millennial and gen-z generation that, in this market, increasingly finds the ideal place to meet and share common interests.

There are thousands of teams across all continents, competing in different games. Most of these esports teams struggle to make ends meet. Approximately 91% of teams' revenues come from sponsorships (59%), media rights (18%), publishing (11%), and digital and streaming (3%), with only around 9% derived from their fanbase through merchandising and tickets.

Teams are seeking to diversify and grow their revenue sources by monetizing their fan engagement through value-add content and new experiences that bring fans closer to the action.

Streamers, on the other hand, derive most of their revenues from Twitch, making them highly dependent on this centralized platform. They are paid based on hours watched, donations from fans, monthly channel subscriptions, and in-platform merchandising.

They also earn important revenues from sponsorships and advertising within their streams. Additionally, they understand the importance of setting up alternative revenue sources to de-risk dependency on a single channel and have begun to diversify their activities to include live community events, community competitions, and, in some cases, new digital collectibles.

FITCHIN will be the vehicle of choice to help them build stronger communities, monetize their fanbase, and explore new revenue streams.

3.2

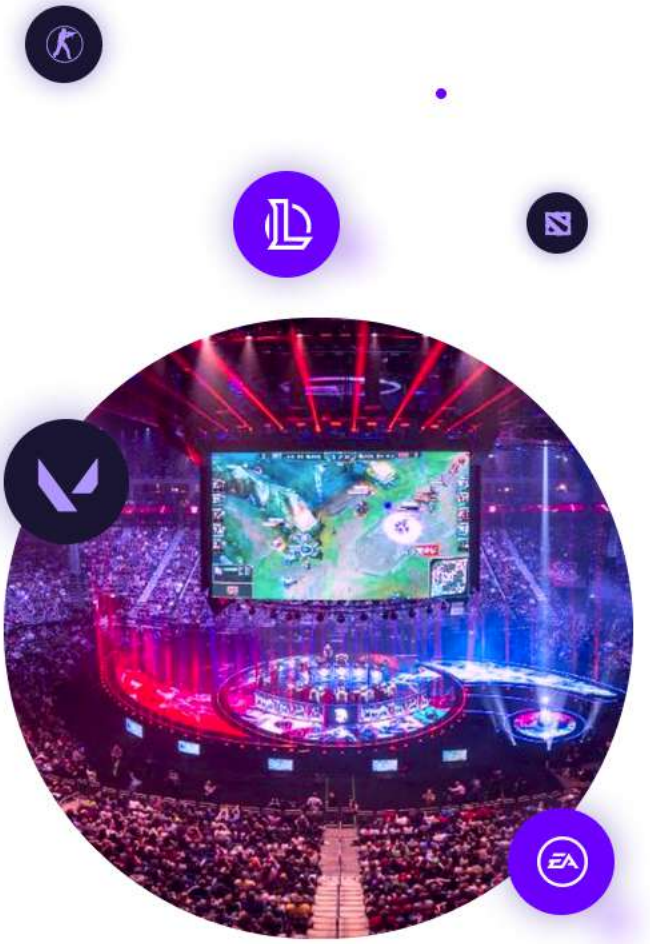
billion gamers

921

million game-live streaming

35

billion hours of streaming



Over 100 MM viewers watched the 2019 League of Legends World Finals.

03.

The Fitchin Playground

FITCHIN aims to solve a number of inefficiencies within the gaming ecosystem by offering:

CONNECTIVITY: a place for all communities across a fragmented gaming environment to connect and participate in shared activities and events.

MONETIZATION: tools for teams and other communities in the ecosystem to better monetize their fan engagement through value-add content and experiences.

INVESTMENT: an avenue for new investors (e.g., crypto funds) and media players to tap into the esports world.

TRANSACTABILITY: a token that can be adopted by the gaming community to be used as its transaction currency across different geographies, with low transaction costs and high speed.

TRANSPARENCY: blockchain technology to provide transparency and traceability across tournament and community data (e.g., registrations, payments, prizes, etc.).

To achieve these objectives, FITCHIN is developing a playground for gamers that includes 4 platforms powered by our single community token:

Play
Tournament Platform

Connect
Community Hubs

Collect
Digital Marketplace

Metaverse
Fitchin Multiverse

Prototype of FITCHIN Home

Tournament Platform

FITCHIN is developing a blockchain-enabled tournament platform where gamers can:

- Play their favorite titles
- Team up with friends to play tournaments and leagues
- Represent their communities in competitions and challenges
- View leaderboards and rankings
- Connect to and follow live streams
- Earn attractive prizes in $CHIN, our native gaming community token
- Earn rewards in the form of ENERGY (XPs)

The platform will be integrated with the most popular esports games, with a focus on 7 initial target offerings**: LoL, DOTA2, Valorant, CS:GO, Rocket League, FreeFire and FIFA.**

The on-chain nature of our platform allows tournament organizers and players to track money collected, reward pools, and price distributions, making these aspects seamless and transparent for everyone.

Furthermore, having all payments within the platform performed in $CHIN enables players from any geography to transact in the same token, with the added benefit of fast transaction speed and low fees.

Tournaments can be created on demand by approved tournament organizers or by our internal FITCHIN tournaments team—a professional group of experts focused on crafting, promoting, and running amateur tournaments for our teams, streamers, and the wider FITCHIN community.

Community Hubs

FITCHIN will offer each esports team & streamer their own Community Hub within our platform, where gamers can buy memberships passes to get whitelisted access to exclusive benefits and perks, including:

Private Events & Experiences	Team Voting	Community Rewards	Limited Digital Assets	Community Voting
• Tournaments • Chat rooms • AMAs • Live streams and watchalongs • Other E & E	• Polls Voting – choose the new season's jersey, have a voice on campaigns before they launch, etc. • Deciding on the teams story within FITCHIN	• Giveaways • Incremental bonus pools in community activities • Discounts & promotions	• Limited NFT collections • Digital tickets to access exclusive virtual and IRL events	• Voting on treasury uses and other community matters

These hubs are actively managed by FITCHIN community managers to provide a constant stream of content and activations, grow these communities, and build a more engaged fan base. Initially, FITCHIN will only focus on on-boarding top 50 esports teams and streamers to be able to provide a more personalized experience for these communities.

Each of our communities will receive a bonus pool of $CHIN to fund its treasury; members can vote on how to use this treasury to either fund events, enhance tournament prizes, or any other community-building activities.

Prototype of FITCHIN Community

Digital Marketplace

FITCHIN is building a marketplace where all digital asset (NFTs) minting and secondary sales can happen. Users can access a world of value added content and limited collections produced by FITCHIN and its partners. User will also find tickets to virtual and IRL events, merchandising and other digital assets that unlock curated events and experiences.

The term NFT has generally had a negative connotation within esports circles, as some perceive it as 'useless JPEGs with no real value.' We use the term digital assets instead to highlight the value-add nature of our NFTs and thus differentiate ourselves from other players in this space.

FITCHIN's will have 5 distinct types of digital assets:

→ **Memberships**: Support your favorite team or streamer by having their tokenized membership pass and becoming part of their community hub. They spark life into Avatar.

→ **Genesis:** Unique collections honoring streamers, sport legends, and other stars who work closely with FITCHIN. It carries the Avatar embryo and unlocks the G2E experience.

→ **Collectibles:** Special collections to celebrate special moments or artistic pieces meant to be collected; these might not include access to perks.

→ **Tickets:** Digital tickets that grant access to virtual and IRL experiences and events (e.g., a private match vs. a pro team, a coaching session, or a live tournament at a physical venue).

→ **Metaverse Assets:** In-game skins, wearables, and other Metaverse add-ons to improve the user's experience.

FITCHIN has a dedicated team of internal and external designers and partners to develop these digital assets in house and on demand.

Metaverse

Every leading Metaverse is building its own world, targeting a specific audience, and using varied technologies to offer different user experiences. However, they are all fragmented and lack composability.

FITCHIN is taking a Metaverse agnostic approach whereby our app provides a single point of access to various experiences. This home base app is built as the user's private gaming room, but much bigger. Once the user is geared up in their private room, they choose the metaverse they want to teleport into (Descentraland, Sandbox, Somnium, and others).

The first step is building the FITCHIN Mansion in Descentraland. This venue will be built in phases, with the first one being ready for the website launch, token launch, and other promotional activities. FITCHIN has already acquired two parcels near the fashion district.

At FITCHIN we also plan to build a FITCHIN neighborhood where each of our team and streamer partners has their own place. A place for team members to embark on any quest, game, challenge, and experience that will continuously be offered.

Our layered approach will allow us to continuously deliver a truly immersive open metaverse experience, interwind with our deep gamification narrative.

04.

Gamified User Experience - Play, connect, collect *& earn*

A loyalty gamified system is being built into the ecosystem to make the user experience more engaging. Every interaction in the platform (participating in tournaments, events, metaverse, or social) generates ENERGY, our own XPs. The ENERGY can be used to evolve an avatar and unlock additional benefits or exchange it with other users.

A user needs to mint a Genesis NFT and receive an avatar embryo to unlock the loyalty program and begin earning points. The avatar will represent each user's footprint in FITCHIN. The avatar comes to life and becomes part of the tribe by having a Membership Pass. The Membership Pass gives the avatar the DNA of that community.

All these aspects are part of some of the key components of a powerful backstory and ground-level narrative that is shaped by the community.

Backstory

Every team that participates in FITCHIN will be able to have their own planet and species in the KrPT-0 Galaxy, a galaxy very far from ours, that has achieved the longest peaceful period in history.

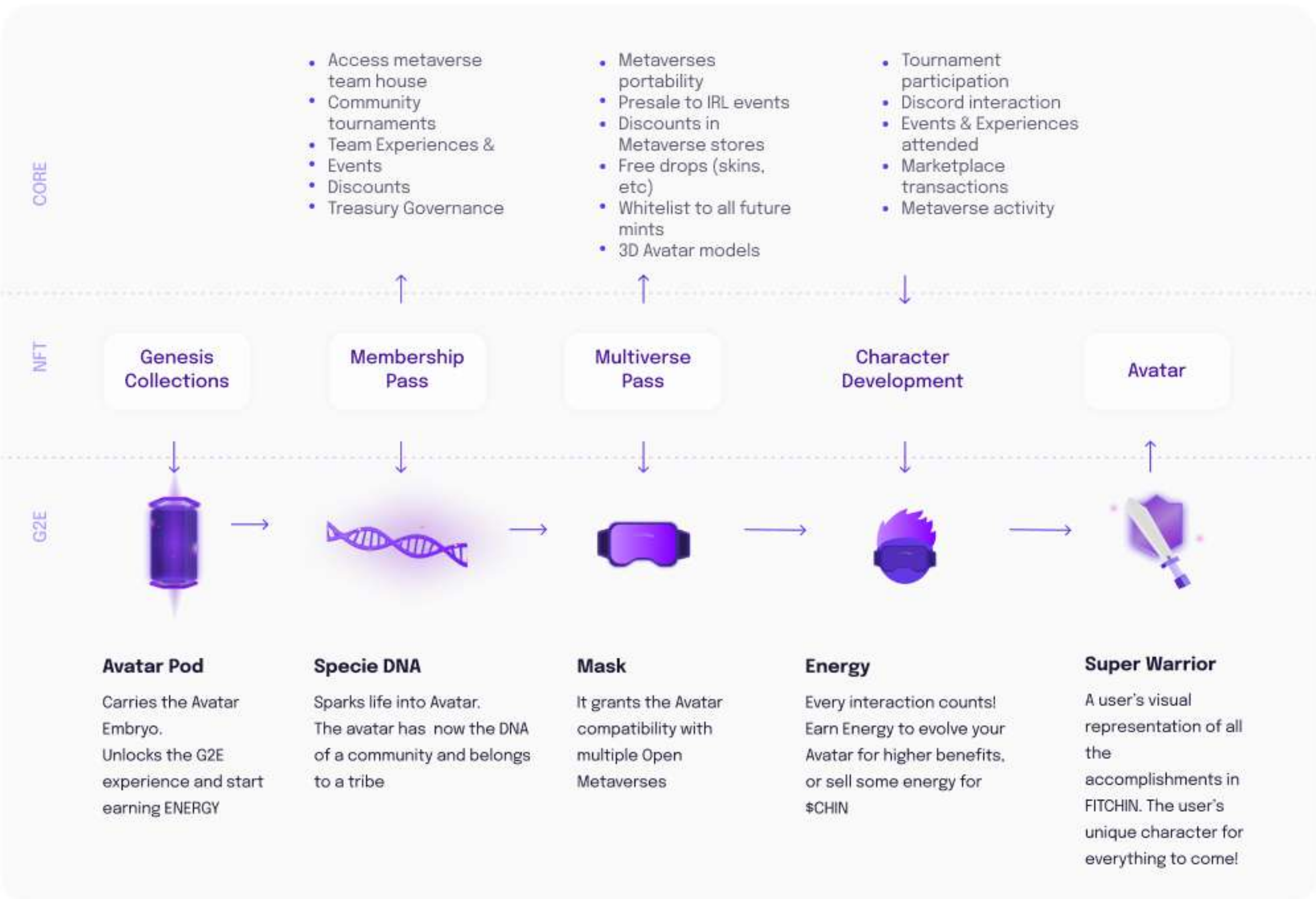
Amongst many forms of entertainment, interplanetary games are the most celebrated and prestigious. The games are held in "The Minting Ring", a massive fighting arena located in an artificial world, where various genetically engineered breeds of warriors fight till extermination.

Only the great houses in the galaxy can train armies of Honorable Emissaries, who are entrusted to carry the scarce pods to this artificial world and breed them.

Designing and growing elite warriors requires a rare combination of advanced science and mysticism, but it must always begin with a string of modified DNA from one of the species. This ritual sparks life into the embryo and forever bonds it to the species it will fight and die for.

Warriors will need to evolve mentally and physically to be worthy of the arena. This will demand vast amounts of ENERGY, the essence of life.

ENERGY is scarce. Fighting is the only way to survive.



05.

Ecosystem Economics

Tournaments

FITCHIN will monetize this platform through tournament fees, additional fees charged by tournament organizers for add-on offerings (e.g., physical tickets), 3rd-party sponsorships, and media content. These revenues will be shared with teams & communities.

Communities

FITCHIN will charge a % of all membership passes sold. Part of these proceeds will be used to support onboarding efforts and provide community management services.
FITCHIN will also charge a % of all digital assets created for the Community Hub. The percentage will vary depending on the asset type (collectibles, tickets, others).
Additionally, FITCHIN will look to create co-branded collections.

Marketplace

FITCHIN will monetize the marketplace through a % fee on marketplace transactions and a % of creator royalties. Royalties will be split between FITCHIN, the team/streamer linked to the collection, and its community treasury.
FITCHIN will also generate revenue from events and exclusive merchandise.

Metaverse

FITCHIN will monetize the metaverse through metaverse passes and fees on all revenues generated in the metaverse from skins, wearables, etc.

06.

$CHIN – Our community token

$CHIN is at the center of everything. It is the first gaming token designed with gamers in mind, with tokenomics built to reward community participants, while maintaining balanced supply and demand dynamics.

It is the transaction currency that fuels the FITCHIN platform and provides users with clear utility, allowing users to pay for tournaments, purchase access to communities, and buy and sell digital assets across the whole ecosystem.

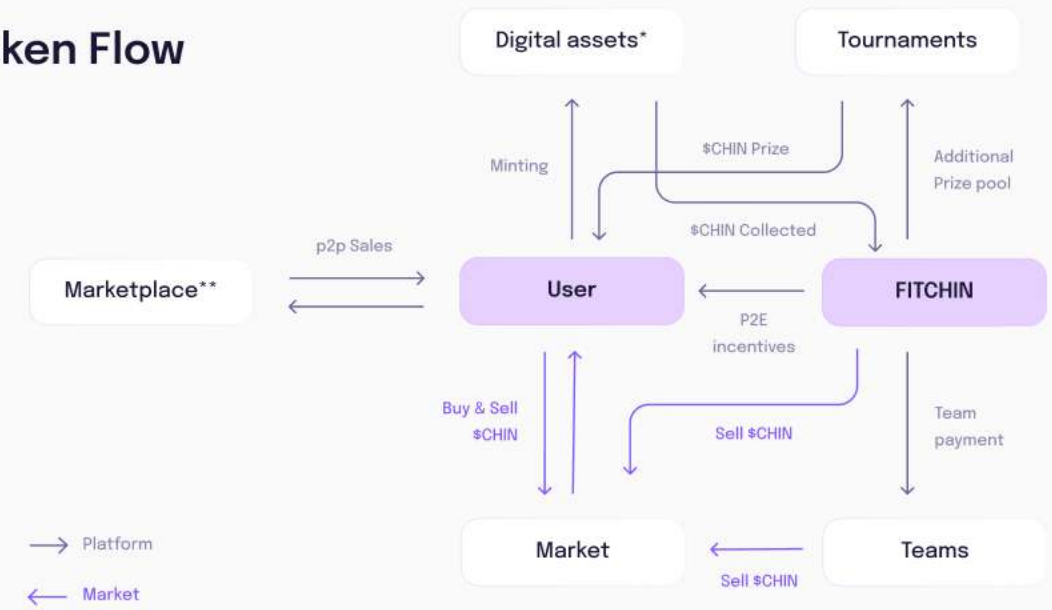
Token Dynamics through the Ecosystem

Our ecosystem is designed to create inflationary and deflationary plays that keep the $CHIN supply in balance. For example, winning a tournament or participating in activities and events offers the opportunity to earn bonus tokens, while membership passes, collectibles, and other digital assets offer an opportunity to spend $CHIN inside the ecosystem and reduce supply, ensuring the health of the project.

1. Buy $CHIN Tokens to participate in Tournaments
2. Earn $CHIN Tokens in Tournaments
3. Spend $CHIN Tokens on minting Digital Assets.
4. Use $CHIN in P2P sales in the Marketplace

Platform Dynamics – Use, Play, Earn, and Purchase using $CHIN

Token Flow



07.

Tokenomics

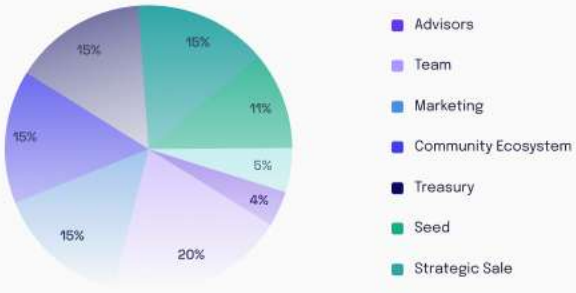
FITCHIN tokenomics have been designed with 3 main criteria in mind:
Align partner, advisor, and investor incentives to a long-term project vision through long-vesting schedules.

Avoid pump-and-dump dynamics via linear unlocks time to maintain a stable market cap
Maintain enough resources to speed up development and invest aggressively in growing the user base.

Founding partners and advisors have a 5-year vesting schedule, with a 1-year cliff and linear unlocks. Seed and Strategic investors have a 3-year vesting schedule, with a 6-month cliff and linear unlocks. Our public sale is being designed to maximize community participation across esports and crypto and might have a lock-up period depending on future discussions with the team and advisors.

The team includes allocations for founding partners, as well as tokens to pay Team members working on the FITCHIN project (e.g., CEO, CTO, Blockchain & Software Devs, Marketing and Business Development Directors).
Soft allocations will be deployed based on project needs, with an emphasis on Marketing efforts.

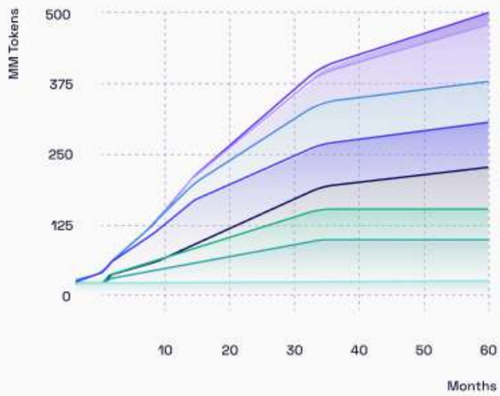
→ **Token Distribution**



Total Supply: 500MM Tokens*

* Capped

→ **Token Circulation Supply**



08.

Roadmap

09.
Core Team and Advisors

FITCHIN features a high-caliber group of Team Members and Advisors with varied backgrounds and experiences.

Core Team

The Project is led by **Santiago Portela**, a crypto investor, Columbia MBA, and former NYC financier with extensive experience in top management roles.

David Espinosa, crypto trader, and former principal at Booz & Co in NYC, where he led strategy projects for fortune 100 companies' consumer markets, is responsible for our strategy and marketing initiatives.

Federico Fernandez De Francesco, crypto investor, former COO of tech companies in LATAM, specialized in blockchain adoption with 15+ years of experience in startups.

Juan Pablo Norverto is an entrepreneur, product creator, startups builder, and software engineer with 15+ years of software development experience building products from scratch with a lean and agile mindset.

Jonathan Ayerbe has been a CEO of startup builder & accelerator who has 10+ years of marketing and tech consulting, working with startups and public companies; he is also a crypto investor and Metaverse DAO core team member, with a focus on sports.

Gaston Santourian has a background in design and event planning in sports & gaming and is a former brand manager at RedBull. As marketing director, he is responsible for FITCHIN branding and the execution of the marketing plan.

Alejandro Portela, a crypto investor & esports enthusiast with experience in finance and strategy positions, is responsible for operations and finance.

Mariano Carranza, the CFO at unicorn fintech startup, Clip (the 'Square' of Mexico) who was previously at Goldman Sachs, serves as the VC and finance advisor.

Alex Kruger, veteran crypto investor, CIO of Asgard Digital Assets, and advisor to blockchain projects, is our lead crypto advisor.

Tournament Managers

Cristian Fonseca is a seasoned event organizer and community builder currently supporting KRU esports and was previously chief of communication and community builder at 9z Team. Cristian, with CFA Latam, is responsible for the community building around the tournament module through Discord.

Advisors

Our team of advisors is unparalleled in the industry, combining high-caliber names across esports, gaming, VC, and crypto.

SERGIO "KUN" AGÜERO

- CEO y fundador de KRÜ Esports
- Top Historic Scorer of Man. City
- Twitch 3.5MM subscribers
- 21.2MM followers
- 14.6MM followers

Sergio 'Kun' Aguero, former soccer superstar, streamer, gamer, and professional esports team owner, is the official FITCHIN ambassador and lead project advisor.

Joe McCann is a strategist at Microsoft, the founder of Node Source, a member of several boards, and is a trader and crypto veteran.

10.
Annex

A. Competitive Landscape

There are competitors in each of the main infrastructure plays of FITCHIN, but none approach all of them as an integrated esports multi-platform ecosystem, focused on integrating and connecting global esports communities.

For Tournament Platforms, there are multiple players, both on chain and off chain, for example:

Challengermode (challengermode.com/) is a leading esports tournament platform which offers an in-platform marketplace and community hubs, but it does not allow for crypto payments, offering a more traditional fiat experience.

Community Gaming (communitygaming.io) currently offers an on-chain gaming experience, where users can connect their wallets and use crypto (some ETH-based tokens only) to participate in tournaments. It offers good functionality, but on-platform engagement is nascent.

Tournament platforms have become a popular play, with an important number of other projects in development with both regional and global reach.

For Community Platforms, the leading player is socios.com, which has made a splash by signing and creating tokens for some of the leading soccer teams in the world and is starting to approach esports teams.

Their model is different from ours; it creates team-specific coins, with $Chiliz as the main platform token. We believe this model siloes the users into niche coins that limit their ability to transact across a wider ecosystem, limiting the value and liquidity potential of each team's coin. Our community membership model works through the purchase of a team/ streamer NFT using FITCHIN tokens, with the NFT providing whitelisted access to the private community features.

Also, FITCHIN will assign a community manager to oversee and run its day to day. Our COMAS model (community manager as a service) model will allow FITCHIN to offer owners a professional and effective option to manage communities and work together to keep an active and engaging schedule of activities—a problem in some other fantoken projects.

For Esports Digital Marketplaces, competition is more fragmented. For example, platforms such as Eternal (eternal.gg/) focus on the creation of more traditional NFTs for streamers (JPEG collectibles), while Ethernity (https://ethernity.io/) focuses on limited licensed collections for athletes and entertainers. As previously discussed in our Digital Marketplace section, esports communities assign a low value to purely collectible JPEGs, preferring NFTs that act as utility tickets to access unique experiences and events.

B. Go-To-Market Strategy: Driving Adoption Across the Gaming Industry

Authority + Awareness + Utility = Adoption. That's the winning formula.
We have designed a strategy targeting 3 different segments within the esports gaming ecosystem: professional esports teams, streamers, and gamers & viewers.

Professional Esports Teams – Authority and Branding
Top global esports teams have become established organizations with millions of followers and viewers around the world; they have become brands that demand authority and respect inside and outside the esports world. Recently, FTX acquired the naming rights of TSM, one of the leading esports franchises, for US $210 Million, an indication of the growing popularity of esports and the potential for crypto adoption in this space.

FITCHIN is partnering with leading esports teams to organize their fan tournaments, build and manage their tokenized community hubs, and develop their digital collections—all the way to the metaverse—with the goal of helping them build a bigger and better fan base and monetize engagement. As part of these partnerships, FITCHIN will offer sponsorship agreements and provide participating teams with a pool of $CHIN tokens to allow them to have a stake in the project and giveaways to promote event adoption among their fan base, aligning mutual incentives behind the success of the project.

Streamers – Awareness

Top global Streamers have been able to revolutionize the esports gaming world. They have become superstars with millions of loyal followers on Twitch and other social media outlets. Their ability to communicate the value proposition and benefits of FITCHIN to their fan base will drive awareness. FITCHIN has a top-10 global streamer within its team of advisors and strong relationships with others leading streamers.

FITCHIN plans to work with streamers to broadcast live streams of our tournaments, participate in activations and events, and offer the same partnership benefits as those of professional esports teams: organize their fan tournaments, build and manage their tokenized community hubs, and develop their digital collections—all the way to the metaverse.

Gamers and Viewers – Utility and Adoption

The final piece of the puzzle and the aim of our project is to get to the base of the pyramid and drive mass platform and token adoption across the gaming world. Working with established esports teams, streamers, and important industry ambassadors will help us accelerate the process of building critical community mass.

To provide utility, gamers need to see value in participating across our ecosystem, which can become their main go-to playground for all things esports related. We do this by offering:

- A seamless, intuitive, and engaging user experience, with the right reward mechanisms to keep users coming back for more.
- A constant stream of community-building activities, events, and activations to maintain an engaged user base.
- The ability to earn rewards and $CHIN tokens they can use to access value-add products and services connected to our partner teams, streamers, and gaming personalities.