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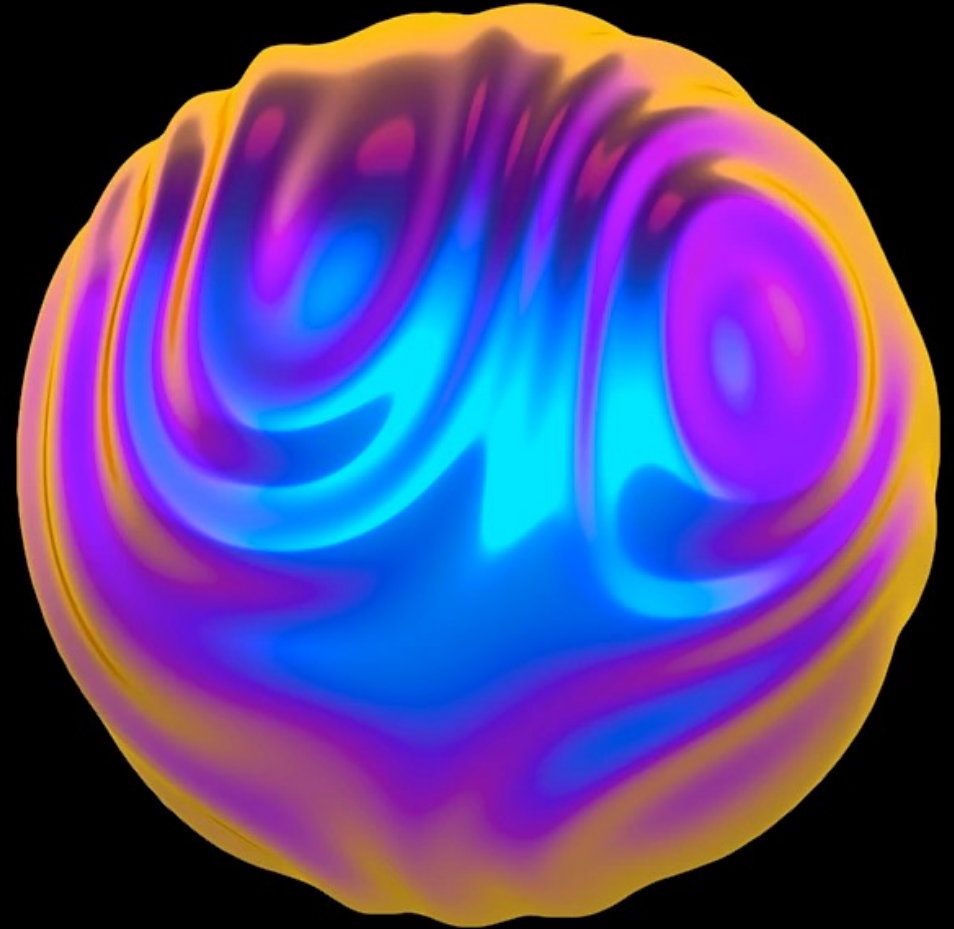
WEB 3.0 ATHLETES



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[stadio.global](https://stadio.global)



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# We enable athletes to enter the new era of engagement and monetization through NFT



## WHY



We believe that in a world where athletes are treated more and more as numbers, a **new way of empowering monetization directly with fans is the key to the future of ownership and wealth creation in the sports world**

## HOW



Integrated NFT ecosystem created by industry experts to **make the process of building NFT portfolio speed, cost and energy efficient**

## WHAT



The worlds first digital sports brand that **provides athletes a simple toolkit to monetize their digital assets**



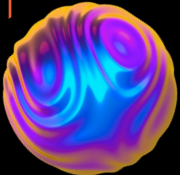
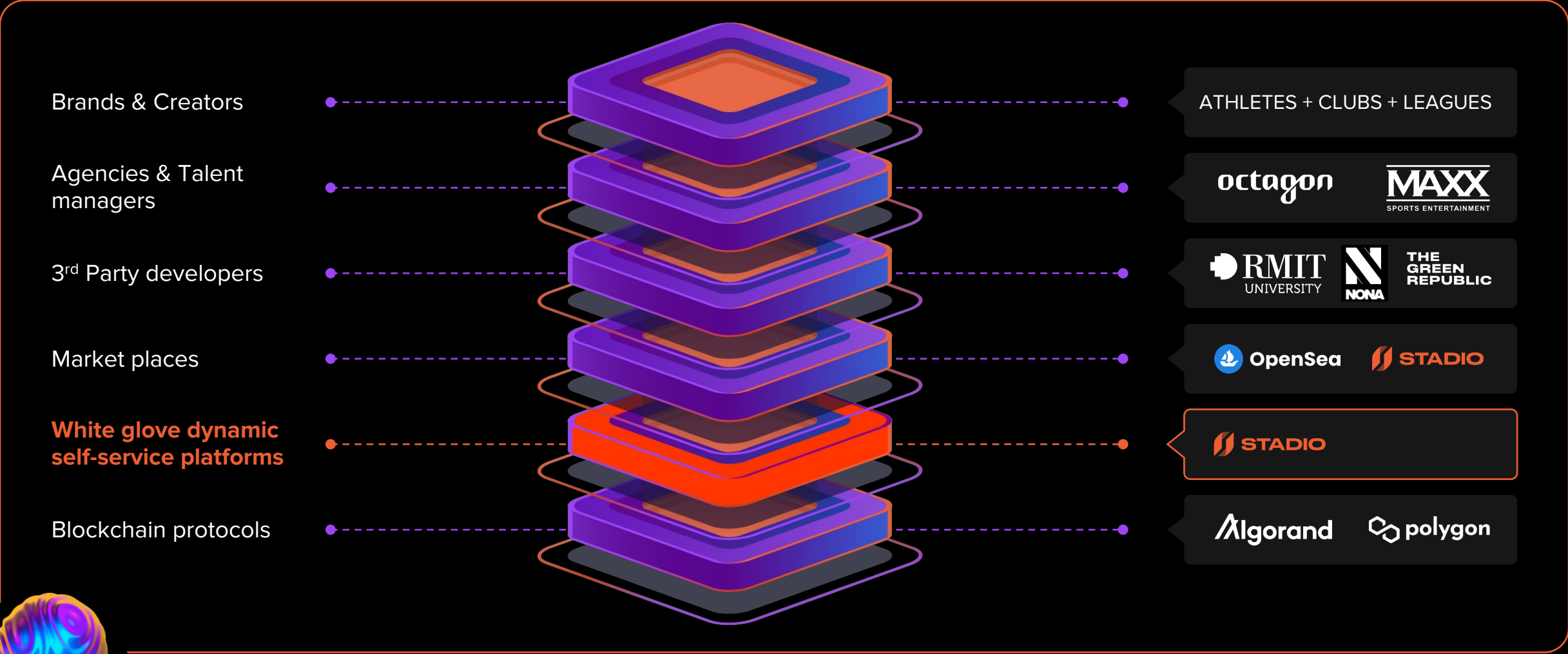
# There is an **uncertainty among athletes** about new ways to interact with fans and monetize their brands

- **Difficulty** around attracting good agent representation
- Aspiring athletes **miss out on scouting opportunities** based on financial position & location
- Many talented athletes **are not able to earn additional income** outside of player contracts
- Social media platforms are **highly competitive & control content revenue streams**
- Athletes **are in the dark** around **education on decentralized markets**
- Athletes **do not benefit fiscally from any NFT** projects or know how to mint themselves





# STADIO fills the gap between marketplaces and blockchain on the NFT market





**STADIO** is the first decentralized sports platform that **brings together** athletes, fans, & sport media **to unlock new revenue streams & share in the value created**



### **Ever-evolving Digital toolkit**

We break down outdated processes in the sport industry and provide simple, process driven tools to get an athlete on the path of monetizing their assets



### **Decentralized finance focus**

Decentralized finance is the future, our mission is to put athletes in the best possible position to capitalize on this future and get their fair share



### **White glove service**

Our experienced Talent Team works closely with athletes and everyone in their team, from agents to lawyers, to ensure the best interests are kept in check



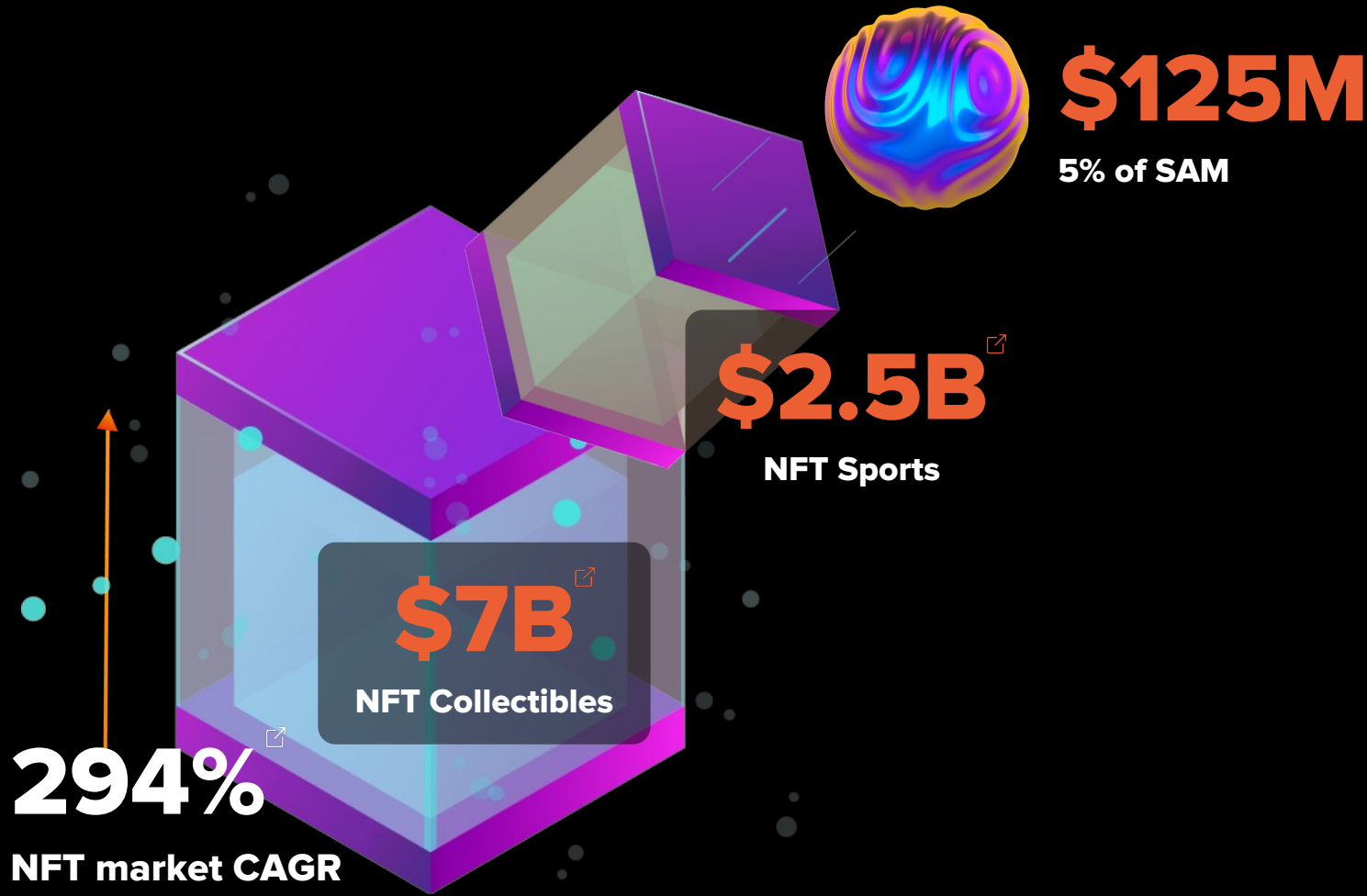
### **Direct audience monetization**

An experienced, tech-led team utilizing the latest revolution in technology, assets and finance is how we enable new opportunities for our athletes

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**We're bringing utility** to the rapidly growing NFT market



### Static NFTs

NFTs is a rapidly growing \$2.5 billion market yet vast majority of NFTs are Static collectibles [↗](#)



### Dynamic NFTs

Dynamic NFTs offer creators and brands superior engagement, monetization and community building tools



### STADIO = Dynamic Utility

STADIO is building the future of Dynamic-Utility based NFT's & will launch a market first showcase linking utility to tokens & more



# Industry is shifting towards utilizing NFT as a way of engaging with fans and media



The popularity of sports NFTs is increasing daily, as they offer remarkable and seemingly **endless possibilities into fan engagement** [↗](#)

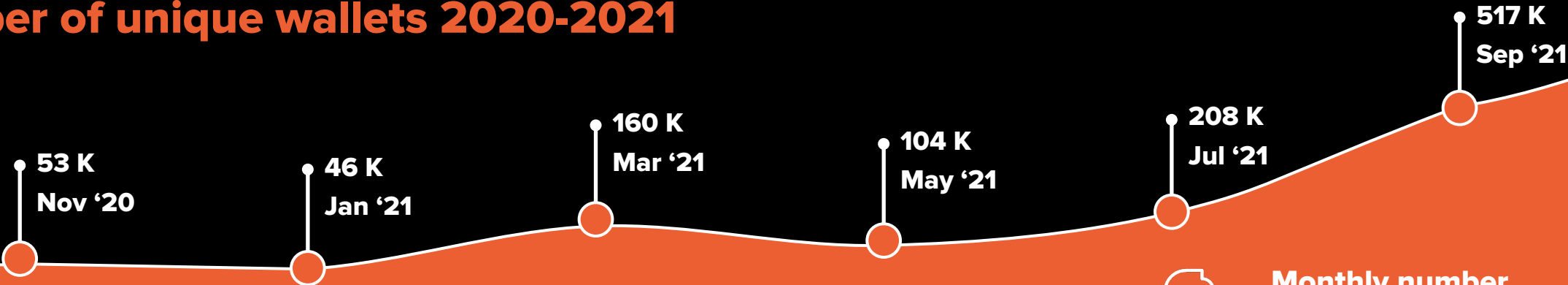


Brand owners are gradually considering how best to apply NFTs **to enhance fan experience by allowing fans to acquire and display NFTs of their team** [↗](#)



NFTs strengthen the connections between fans and their favourite sports, **86% of buyers say that owning sports NFTs makes them even bigger fans** [↗](#)

## Number of unique wallets 2020-2021 [↗](#)



**Monthly number of NFT users worldwide 2020-2021**



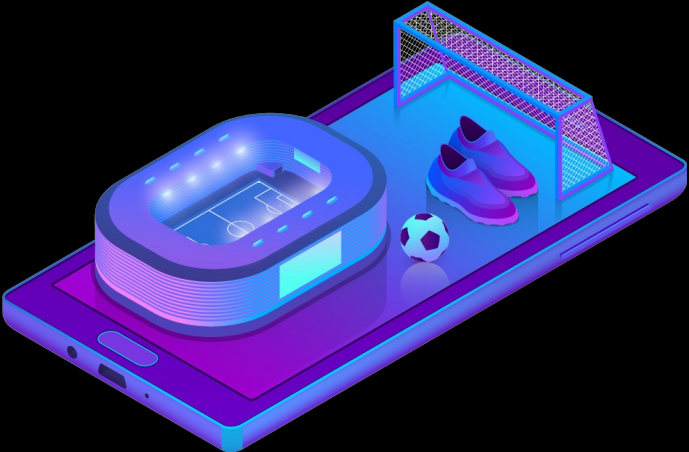
The majority of sports NFT buyers  
are also **excited about other blockchain-enabled experiences**



virtual ticket stubs

63%

Of buyers



collectible digital merchandise,  
such as virtual team jerseys

61%

Of buyers



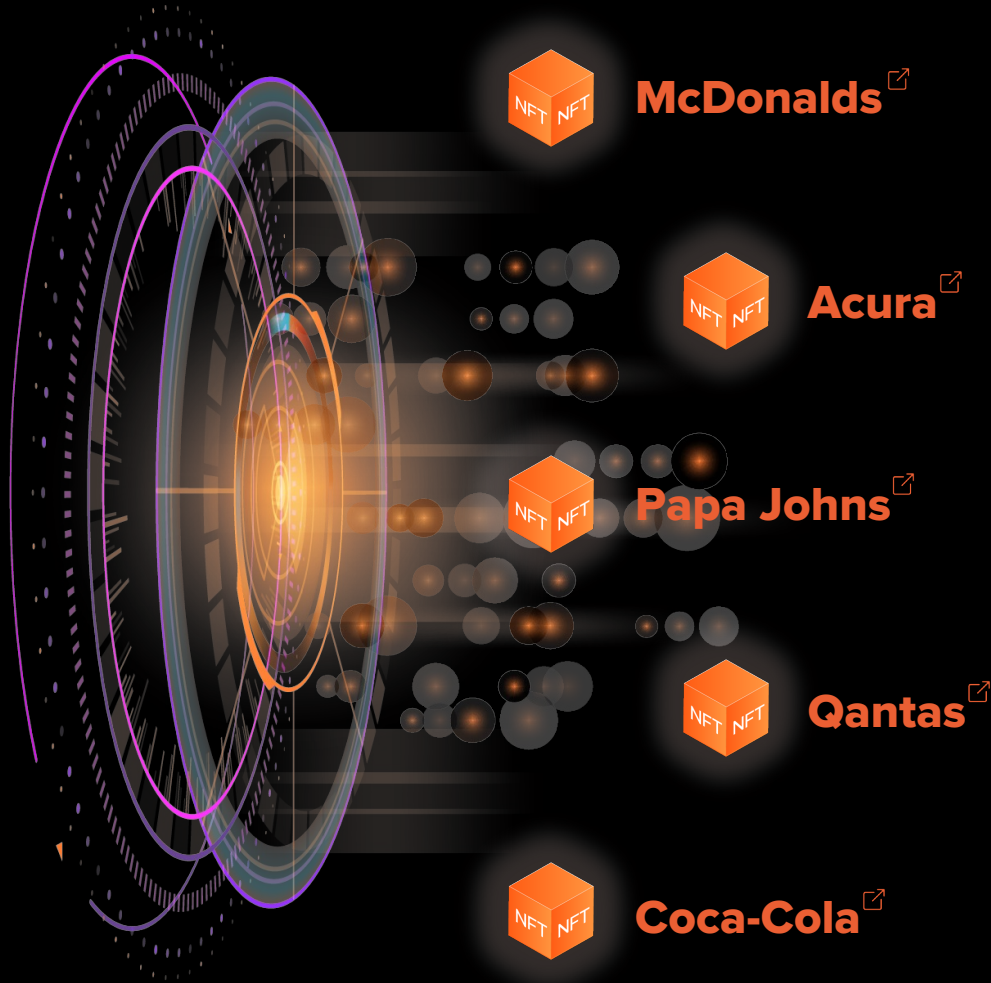
the chance to win a rare moment  
from live events they have attended

66%

Of buyers



# Traditional companies embrace NFTs – from fast-food to luxurious car brands



 **Flying Formations -  
University of Oregon  
Duck Athletes**

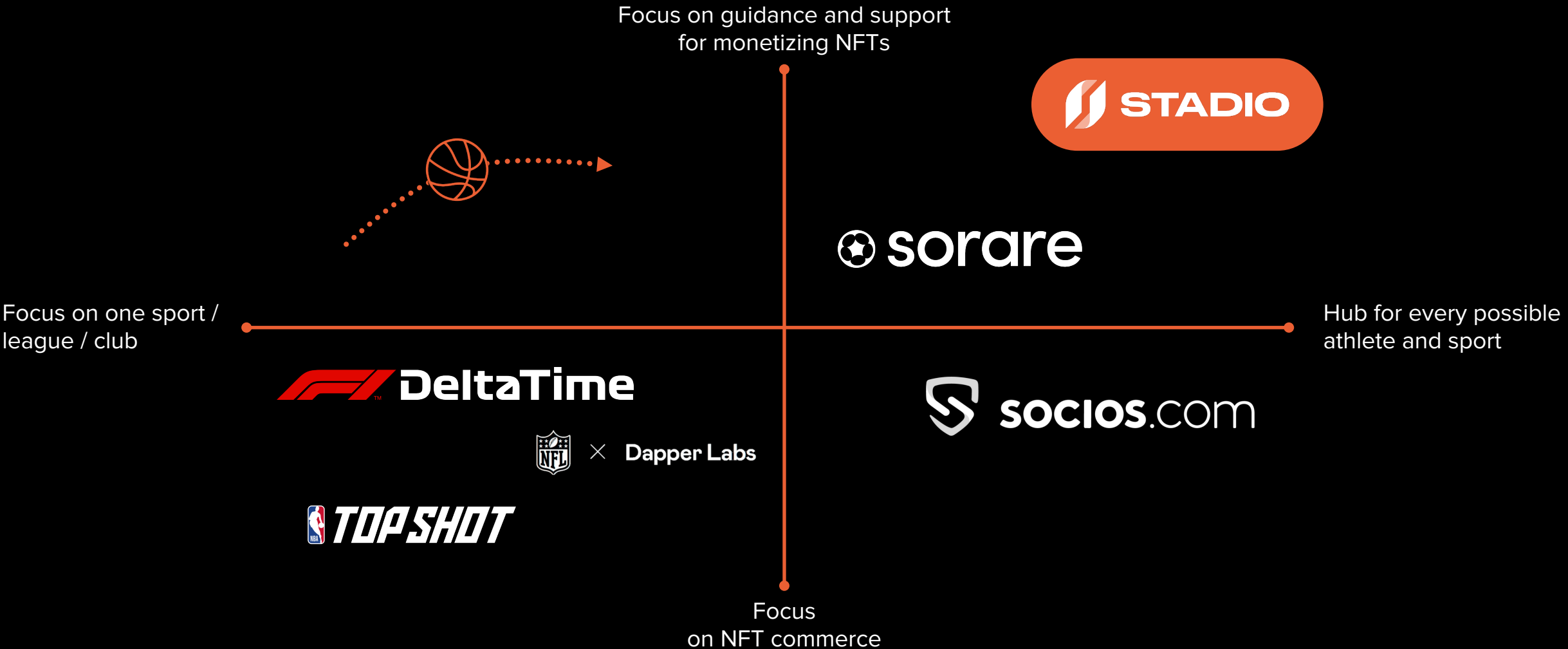
 **Rob Gronkowski  
Championship  
Series NFTs**

 **Floyd Mayweather Jr.**

**As well as sports brands around the world**



STADIO combines **supportive approach**  
with **NFT ecosystem** for every athlete

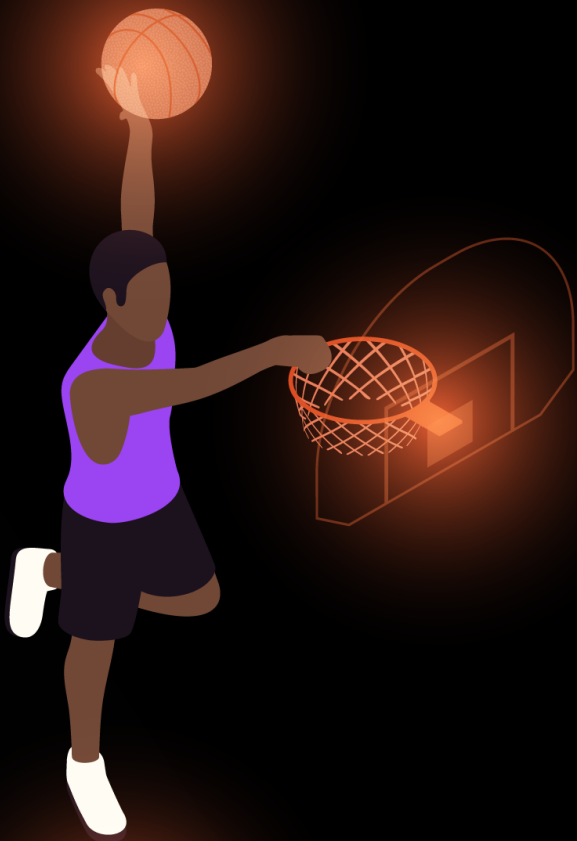




For athletes, STADIO is a first place to go for a quick and easy launch of their NFTs



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Mint NFT's view analytics



Crypto to fiat payments



View & create content



Invest in athletes



Engage with fans



Manage public profile



View & manage wallet

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For users, STADIO is a platform with convenient way of **collecting NFTs, selling them and interacting with their idols**



**Collectors**

**20%**

- Appreciate the **artistry**
- Enjoyment of **collecting**



**Community**

**24%**

- Getting more **involved in favorite sport(s)**
- Spend **time with friends**



**Speculators**

**35%**

- Trust **security** of NFTs
- **Negotiating** prices
- **Thrill** of opening a pack



**Tech-lovers**

**22%**

- **Blockchain** technology
- **Cryptocurrency**
- **Cutting edge** of tech



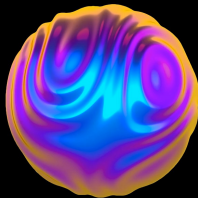
**What STADIO provides**

- ⊕ Acquire artistic pieces of sports history
- ⊕ Choose from vast collection of NFTs

- ⊕ Subscribe & follow content
- ⊕ Engage direct with athletes
- ⊕ Purchase NFT's/TOKENS
- ⊕ Subscribe & follow content

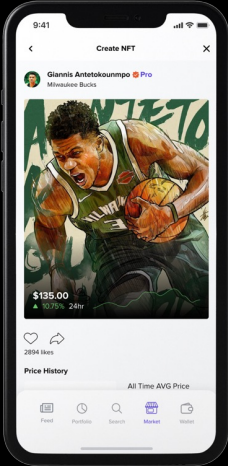
- ⊕ Search/Filter athletes
- ⊕ Invest in athletes
- ⊕ Follow/shortlist favourites

- ⊕ Combine state-of-the-art technology with passion for sports
- ⊕ Lead the blockchain revolution in a fun way





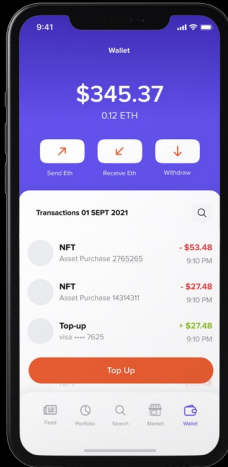
# STADIO brings athletes and fans together with native user experience and innovative features



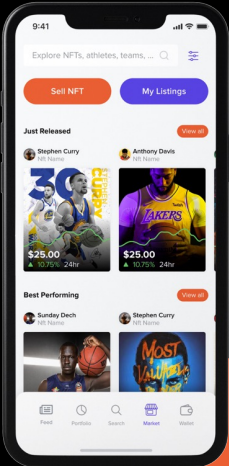
Create and mint your own custom NFTs and sell directly to your fans



Buy and sell fellow athlete NFTs



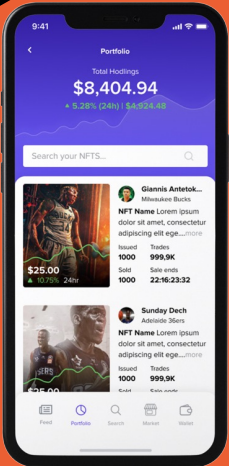
You control your funds, get money in and out whenever you need



Athletes



Fans



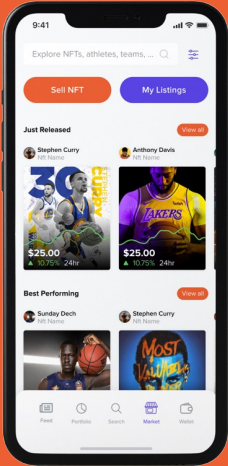
Limited edition NFTs created by your favorite Athletes



Buy and sell and build your NFT portfolio



Access exclusive content through the purchase of NFTs





We are already collaborating with top clubs and athletes



Some early traction

It's still **very** early days... But we already have several organizations, clubs & players associations signed & more lined up to negotiate royalty payments and/or invest in **STADIO** in future funding rounds






FROM USA FROM USA FROM USA FROM USA FROM USA FROM USA



**Tamera Young**


@tyyoung11 

 **1M followers**

 **19k followers**



**Mac McClung**

@macmcclung37 

 **795k followers**

 **77k followers**



**Gary Harris**

@thats\_g\_ 

 **163k followers**

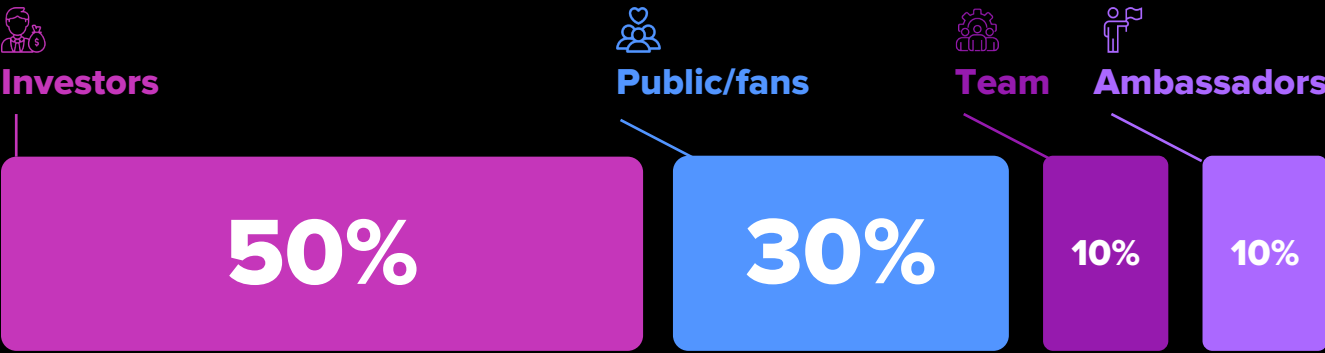
 **65k followers**



# The project is powered by tokenomics




⊕ **STADIO will release a maximum of 10 billion STADIUM tokens**




**The tokens will provide the following benefits:**


- ⊕ Voting rights
- ⊕ Profit dividends
- ⊕ Access to all basic content
- ⊕ Higher royalty % on NFT re-sale



### Flexible earnings

STADIO ensures each athlete has the ability to convert/swap earned MATIC into a STABLE COIN.

 US\$ 52b+ locked

 US\$ 78b+ locked




### Security of funds

STADIO is able to support and educate every athlete on their journey further into the world of digital assets. STADIO works with best in class security when it comes to security funds.

 **Fireblocks**





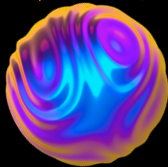




### Decentralized network

This means less clips of the ticket & you get to keep more of your hard earned money.







We have **industry experts and passionate enthusiasts** on our team



FOUNDERS **FOUNDERS** FOUNDERS



**Ash Hoey**

**\$5m+**

last startup exit

Ash is an entrepreneur who recently founded & sold his second tech startup. He completed a successful exit to an ASX-listed HR-tech company. Post acquisition, he has continued to obtain further corporate experience at private & public companies. Ash is in the process of completing his Masters of Business Administration (MBA). Ash is a lover of sports who previously played basketball at a national level in his late teens, but was forced to give up the hoops due to injury.



Fan coach  
player



**Martin Lazervic**

**\$30m+**

last startup exit

Martin is a seasoned entrepreneur & has completed a Masters in Business Administration (MBA). His most recent venture saw him complete a successful sale of Australia's leading criminal history checking platform, National Crime Check (NCC). NCC was acquired by Sterling, who boasts investors such as Goldman Sachs & Canada's State Pension Fund. Martin is an avid sports fan & brings over 20+ years of experience to the project.



Fan coach  
investor



THE TEAM

A group of passionate sports & blockchain enthusiasts.



ADVISORS

An experienced team of founders, financial experts, blockchain & crypto experts, sports fans, investors & technology visionaries.



Tim



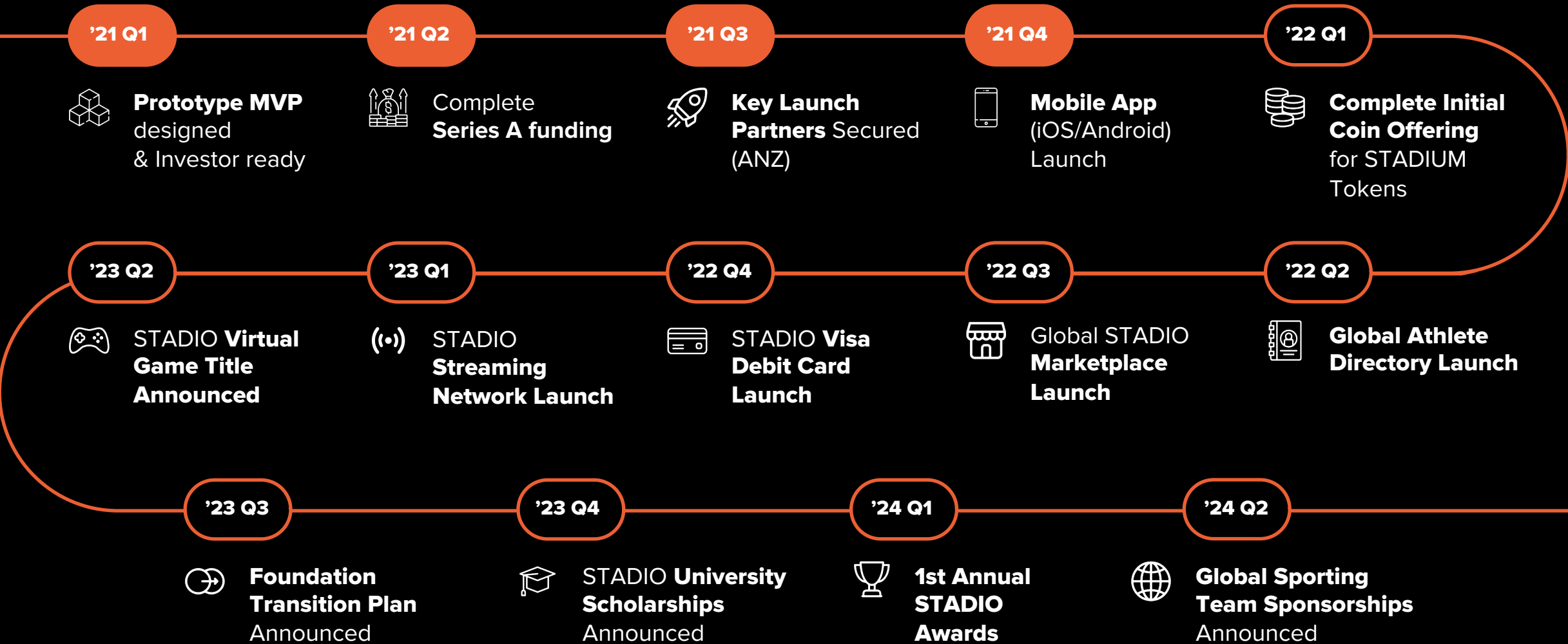
Karen



Anouk



STADIO has a future-proof plan of growth  
by implementing new features and leading the industry shift





We are looking for funding to bring **the experience**  
from the **sports NFTs** to a new level



## Round targets



Marketing and PR activities to **fuel international expansion** and **acquire more clubs and athletes**



Implementation of **new features** and **completion of the back-end development**



Bringing **more industry experts** to the project



Establishing STADIO as the **leading sports Web 3.0 platform**

**50%**



Sales/development wages

**15%**



Operating expenses

**5%**



Insurance/legal/accounting

**30%**



Marketing/prize pools

**\$50M**

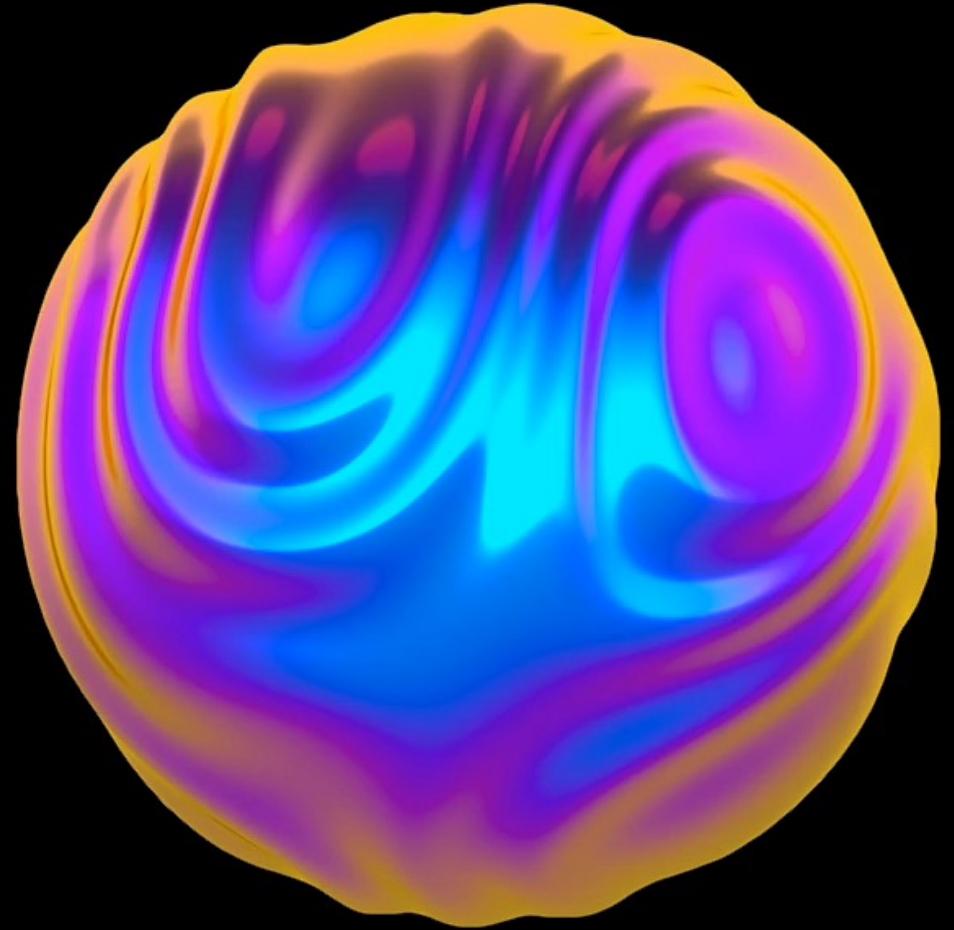
at \$250M  
valuation



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# CONTACT US

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