



WCC white paper

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PREFACE

God said, let there be light, and there was light. Across 160 billion light years, the universe went from emptiness and chaos to the other side of civilization. Promethean set out on the road of human pursuit of fire, which opened the history of human movement and change.

In the Western philosophical tradition, movement is a habit. However, today's sports industry is a vast business with trillions of dollars in capital, involving countless participants in all levels of economic activity, and goods and services can be traded worldwide.

In the traditional sports economy, many athletes rely entirely on sports financing and management institutions to gain control over their image rights and career paths. Many clubs and other sports organizations face significant financial and liquidity challenges, lacking effective ways to convert fan attention into assets. The COVID-19 pandemic has further exacerbated the challenges faced by the sports industry. The NFTs and Web3 blockchain technologies introduced by WCC can help these organizations address these issues.

The WCC aims to provide a pathway for sports investment to a broader global community, offering fans and potential investors a direct way to engage with the largest and fastest-growing industry. To achieve this, the WCC has launched three core business sectors: NFTs, WCC Tokens, and GameFi. By integrating various methods such as DAOs and WEB3, the WCC seeks to build a peer-to-peer digital economy system among clubs, star players, and fans. This system aims to foster closer connections, more transparent and fair value exchanges, and a wider range of revenue opportunities, thereby promoting the development of the FIFA World Cup and contributing to the advancement of human sports culture.

This document describes WCC's vision for the use of blockchain technology in the sports finance industry, and explains and introduces WCC tokens (WCC) as value utility tokens that promote the development of the WCC ecosystem and will become a practical function of DAO (the form of the WCC ecosystem consensus platform), thus enabling voting on future proposals.

Chapter 1

Project Background

1.1 Market pain points

1.1.1 Pain points of sports event industry

The world sports industry has gradually entered a golden period of development, but it is also faced with "growing pains". At present, the development of sports consumption cannot effectively meet the requirements of consumption upgrading, growth of new drivers and economic transformation in the new era, and faces obvious challenges from internal growth, sustainable development and the role of related factors.

In the past, some institutional and institutional pain points, difficulties and blockages that have restricted the development of the sports industry still exist. For example, the resource allocation, management services and venue operation of sports events and activities have not yet achieved a multi-link mechanism among the government, enterprises and individuals, and the vitality and creativity of market players need to be further brought into play.

Sports land has always been a difficult problem faced by the sports industry. Through research, it is found that many sports enterprises use some old factories, warehouses and other idle buildings to build sports venues. Due to the lack of clear land and property rights, they are faced with the risk of demolition.

Meanwhile, the financing difficulties faced by sports enterprises also pose a significant development bottleneck. For a long time, there has been no national-level sports industry development fund, and small and medium-sized enterprises in the sports sector have lacked adequate financial support. Currently, most of the companies listed in the global sports industry institution directory are private enterprises. However, these market entities still face obstacles such as 'glass doors' and 'spring doors' in the industry's development.

1.1.2 Dark box operation of sports events

The traditional centralized ticketing system faces challenges such as difficulty in purchasing tickets, entering venues, and the prevalence of fake tickets. The opaque centralized ticketing system introduces trust issues in various aspects, including rule setting, ticket pricing, ticket sales statistics, and progress feedback. Moreover, users worldwide lack a unified and convenient method for purchasing tickets due to factors like time, location, currency, and political considerations. Additionally, gambling and betting have long been significant sources of profit in the sports market, but lottery betting has always been subject to doubts about centralized 'black box operations.'

1.1.3 Lack of decentralization mechanism

In addition, although there are huge profits in the sports industry, the profits are often occupied by intermediate channels, while athletes, as key players, are relatively weak links in the interest chain. The investment of athletes is controlled by centralized clubs and institutions, and their investment channels also lack trust.

In terms of commercial advertising, advertisers are worried about the market controlled by agents. A large amount of advertising investment often fails to achieve ideal conversion rate due to data fraud; in addition, there are many problems in cross-regional sales of sporting goods, cross-regional live broadcasting of sports stars and sports charity.

In the final analysis, the root cause of pain points in all aspects of the sports industry is the centralized mechanism and trust issues, which naturally match the decentralized, secure, transparent and traceable characteristics of blockchain.

1.2 The rise of NFTs

NFT definition

If we interpret NFT (Non-Fungible Token) by its full name, it refers to a unique and indivisible token, akin to a numbered token. NFTs are more like tradable digital IDs that have been assigned value. Each NFT, upon creation, can represent any asset across all dimensions, meaning everything can be an NFT.

NFT sort out

Tracing back to the origin of NFT, in fact, the earliest NFT can represent different assets for different purposes, and then people hope to combine NFT with art.

Everyone has a different understanding of NFT, and I will explain my idea of NFT from multiple dimensions. NFT can be empowered by any asset that exists in the dimensional space, and we will discuss up to four dimensions for now.

One-dimensional NFT: One-dimensional refers to a straight line. The NFT synthesized from the native assets on the chain is a one-dimensional space NFT, such as a token on a chain synthesized into an NFT.

Two-dimensional NFT: refers to the mapping of virtual assets, which is an NFT in two-dimensional space. For example, we make NFTs mapped from digital artworks made by code, NFTs mapped from game assets, or NFTs mapped from other on-chain tokens.

3D NFT: refers to the mapping of physical assets, which is an NFT in three-dimensional space. For example, we often refer to the NFTs that map real-world assets such as artworks, collectibles, and real-life cards.

Four-dimensional NFT: Adding the concept of time or other concepts to the three-dimensional dimension is relatively abstract. At present, we can temporarily understand that the assets marked by NFT are changing. This asset is a virtual asset and a real asset changing instantly, with the concept of the future added.

In fact, the development of NFT is not yet mature. Then, why can NFT represent assets in various dimensions? Who will define these? It needs to obtain the majority consensus, which completes the real mapping of assets to NFT. Therefore, the development of NFT cannot be separated from a strong consensus group.

NFT value of assessment

When we regard NFT as a mapping of various dimensional assets, we can actually evaluate NFT through the valuation of various dimensional assets. Based on this dimension, the value of NFT should be equal to the sum of the native value of the mapped assets, asset liquidity premium and market expectation.

The original value of the mapped assets is evaluated based on the value logic of the mapped assets. In fact, the assets in each dimension can be divided into functional assets, experiential assets, equity assets and consensus assets, which can determine the value of the assets based on market supply and demand, economic cost and other dimensions;

The liquidity premium can be measured by calculating the time and cost required to convert it into capital. Market expectations are driven by speculation and influenced by factors such as supply.

Sports assets NFT

From synthesis NFT to circulation and application of the entire ecosystem, NFT ecological projects can be divided into four layers: basic protocol, NFT synthesis, NFT circulation and NFT application.

If we further segment the industry, NFT is currently mainly found in the art, games, DEFI, metaverse, music and sports industries. Among them, the most obvious growth is the NFT art market, and with the arrival of the European Cup and World Cup, the sports NFT market also begins to grow gradually.

Classification of sports assets by dimension:

- One-dimensional sports NFT refers to the native token of on-chain sports, which represents the functional utility rights on the chain
- Two-dimensional sports NFT refers to the mapping of virtual sports assets, such as the mapping of sports game skins
- 3D sports NFT refers to the mapping of physical sports assets, such as sports collectibles or physical club management rights
- A four-dimensional sports NFT is a mapping of physical sports assets that incorporate the time dimension. It does not exist in our three-dimensional space at present, so this type of NFT can only be priced through our abstract definition.

As a kind of experiential culture in our reality, NFT will completely change the culture and dimension of sports. At present, sports NFT on the market mainly focus on three directions: sports games, sports collectibles and fan economy.

1.2.2 It is difficult to protect the interests of fans

In the traditional sports economy, fans simply appear as consumers, buying event derivatives or sports stars' peripherals issued by clubs/sponsors to express their support for teams/celebrities. This model has been criticized:

1. On the one hand, information opacity leads to such phenomena as forgery and overissuance. Digital goods are also faced with the dilemma of "easy to be copied", and fans as buyers are in a weak position on the whole.
2. On the other hand, it is difficult to trade souvenirs in traditional sports fields across borders, and fans need to wait a long time to complete cross-border transactions and settlement.
3. Most importantly, although NFT solves the problems of transaction and copyright, NFT products have poor liquidity. Most collectors can only passively "permanently" collect these NFT products after buying them, and fans cannot get more additional benefits.

Chapter 2

On WCC

2.1 About WCC

WCC is a decentralized fan community initiated by a group of football fans developers of the World Cup. Through the DAO organization of open governance, WCC creates a football community in the era of Web3.0, provides a fair, open and transparent community on the chain for football fans all over the world, so as to promote the development of the World Cup football and make contributions to human sports civilization.

WCC, built on blockchain technology, is a new commercial ecosystem designed to serve the sports finance sector. It offers games, NFT collections, and fan communities for both esports and traditional sports enthusiasts, aiming to revolutionize the sports industry by creating a new, open, and transparent ecosystem focused on the sports sector.

The WCC platform, built on the Ethereum blockchain and the BSC, features core functionalities such as token minting, issuance, NFTs, and functional token auctions. Beyond offering tokenized NFT cards and a trading market, WCC provides fans, partner clubs, and teams with a comprehensive experience through its three integrated products

One of the three products offered by WCC is the casting and distribution of all types of irreplaceable tokens, including digital collectible cards, electronic tickets, fan portraits, virtual goods, etc., centered on NFT——.

Second, a tokenized voting platform can be provided by partnering with well-known clubs by providing function tokens ——. Fans can buy, sell, vote, and enjoy exclusive VIP privileges there.

The third is Gamefi, a combination of Gamefi (crypto games) and NFTsDefi in the esports space. This includes competing, buying and betting on NFTs and tokens to earn mining rewards and game rights.

As an ecosystem comprising a series of decentralized applications, WCC's core is blockchain-based virtual asset management. It aims to create a sports league ecosystem and provide foundational services. By adhering to the WCC mechanism, it can expand its scale, ecosystem, and performance infinitely. On a robust infrastructure, more control over ecological development is given to the market, thereby providing stable usage scenarios for the WCC. As the foundation of the blockchain business network and the value base for various blockchain applications, WCC will continue to deepen its technical efforts, offering robust, powerful, and user-friendly infrastructure services to minimize the barriers for developers, users, enterprises, and the entire blockchain ecosystem to adopt blockchain technology. In terms of the ecosystem, the WCC ecosystem chain has already built a strong user base from the early stages of construction. Additionally, a large number of WCC will be used in the operation and expansion of the ecosystem, including but not limited to: WCC community blockchain applications for step mining, NFTs, digital collectibles, shopping malls, transactions, social media, finance, DAPP ecosystem incubation and incentives, developer community building, commercial and industrial cooperation, marketing promotion, academic research, educational investment, legal compliance, and institutional investment. This will enable more enterprises, users, and nodes to join the WCC ecosystem at a low cost and enjoy the benefits of blockchain industry development with minimal barriers.

2.1 WCC will change the pattern of sports industry

By integrating blockchain and NFT technologies, WCC is redefining the sports industry, leading to a growing call for the establishment of a global sports service platform. In response to this social demand, WCC was established. Blockchain technology facilitates better connections between sports resources, markets, and upstream and downstream service providers and participants, enhancing efficiency and making it easier for sports enthusiasts to engage in their activities. By adopting blockchain, WCC aims to transform the entire sports industry into a cohesive ecosystem, leveraging sports equipment, venues, sports experts, suppliers, and digital collectibles. Using the distributed ledger of blockchain, the platform ensures fair and transparent distribution of benefits based on ecological contributions and the indivisibility of NFTs, ensuring that each service provider receives appropriate rewards within the ecosystem and that every consumer enjoys convenient services and products.

Vision of WCC:

By establishing an immutable ledger for each enterprise, individual and institution involved in sports-related activities, it contributes value to the transparency, trustworthiness and efficiency improvement of the entire sports industry ecology, thus constructing a national sports ecology and creating a distributed sports ecological financial application platform.

Chapter 3

System Architecture

3.1 Technical architecture

The technical architecture of WCC primarily consists of four layers: the WCC underlying public chain Infrastructure, NFTs, the blockchain ecosystem entry point, and the user equipment/application layer. The WCC underlying public chain Infrastructure and NFT development engine form the blockchain implementation part of WCC. The blockchain ecosystem entry point and the user equipment/application layer serve as external interfaces and tool integrations built on top of the game ecosystem.

3.1.1 The underlying public chain

The underlying infrastructure (Infrastructure) is the core component of the WCC system architecture, which mainly includes three services: distributed ledger storage service, ledger service and Trusted Data Protocol.

Distributed storage services are mainly aimed at the storage needs of commercial data to achieve high availability, high reliability and high security of data storage.

The ledger service is the implementation of WCC distributed ledger. It consists of five parts:

1.The first is the storage layer: it defines the underlying blockchain data structure and uses a variety of cryptographic algorithms and technologies such as digital signature, hash function and asymmetric encryption to realize functions such as data storage, account, transaction and security, which are manifested as multiple encryption and hash locking.

2.The second is the network layer: including P2P network mechanism, data propagation mechanism and data verification mechanism, etc,

3.It mainly realizes the data interaction and verification mechanism of network nodes, and realizes the consensus algorithm within the domain and between the domains, which is manifested as the consensus within the domain and community interaction.

4.The third is the consensus layer: encapsulate the consensus algorithm of cross-chain atomic transaction module to achieve the agreement and finality (Finality) of all nodes in the whole network on transactions and data, which can prevent consensus attacks such as Byzantine attack, witch attack and 51% attack.

5.The fourth layer is the contract layer, which mainly encapsulates various script codes, contract parsers and contract programming languages, and provides smart contract templates for financial scenarios, which are manifested as script codes and verification mechanisms.

3.2 Ecological architecture

The generation and synchronization of chains, as well as basic transaction functions are provided. A digital signature system is also set up, which is based on the probabilistic public-private key generation function G.

Development engine interface layer: The problem that the blockchain ecosystem needs to solve ultimately lies in how the consensus mechanism can make the whole network simultaneously have high scalability, high security and high democracy (or high decentralization).

Based on the development philosophy of distributed commerce, WCC employs a loosely coupled and game-based BaaS (Build as a Service) model for its development engine. The technical updates and iterations are led by experts, and under reasonable direction, all network nodes collectively select the best solutions and quickly reach a consensus. Considering these factors, WCC provides interfaces for the traditional public chain/DApp market, primarily offering a set of APIs for developers to use, along with system and integrated SDKs. It simplifies blockchain usage through a layered approach, independent components, system suites, and plugin functionalities, such as item-by-item functional unit testing, ensuring stability and reliability when different games are connected or developed.

WCC B/C End Ecological Layer: The B/C end encapsulates the core functionalities of the ecosystem and serves as an application service interface. It connects the engine interface layer with the underlying technology of WCC, providing a unified interface for external services such as data clustering, security defense, multi-APIs/SKDs, permission control, data storage, and smart contract calls. The WCC ecosystem also supports mobile services for users, including player entry points, market information, and media distribution platforms. After logging in, users can conduct asset transactions within the platform and between platforms, as well as engage in mining activities.

3.3 Embedded wallet system

The WCC supports the mining and seamless conversion of various public chain Coins and commercial application chains Tokens on the game platform, and has embedded an improved Bancor protocol into the wallet system. While the Bancor protocol's algorithm is valuable, its mechanism is simple and lacks self-regulation capabilities, essentially a price-setting mechanism that relies solely on order flow. This algorithm constructs optimal pricing based on the overall rationality of market participants, but this rationality is not reliable. In traditional economies, due to the nature of goods, types, and price elasticity, centralized trading prices rarely fluctuate significantly with market sentiment. In the blockchain and chain domain, mainstream currencies, due to their large number of holders, have a certain level of stability, but some non-mainstream currencies lack this stability and cannot form a robust user base. Therefore, it is unreasonable to place reasonable pricing expectations on the widespread rationality of participants.

Based on the above considerations, we have built the following improved wallet Bancor protocol, hoping to ensure a better user experience in the WCC game ecology with a reasonable and dynamically adjusted token exchange system.

The Bancor embedded wallet system supports two types of Tokens for participation in the WCC game ecosystem. One type is the mainstream Token, which has high liquidity, a large number of users, and relatively stable prices. This allows direct users to participate in games through cross-chain asset trading using the mainstream Token. For low-liquidity Tokens, which have lower market values and face unpredictable price volatility, we offer two methods to facilitate user participation: one is to convert these Tokens into mainstream Tokens through community, exchange, or over-the-counter markets; the other is to import these Tokens into the WCC wallet and use the asset conversion function embedded in the Bancor system to trade Tokens, thereby completing the corresponding WCC exchange. This approach addresses the issue of cross-currency transactions for low-liquidity Tokens.

Chapter 4

Economic Models

4.1 WCC TOKEN

Token name: WCC (World Cup Coin token) World Cup token

The WCC digital encryption security utility, Token, is a transferable representation of the attribute functions specified in the WCC protocol/code. It plays a crucial role in the ecosystem's functionalities and is exclusively used as the primary utility Token on the platform. WCC is an irrevocable functional utility Token that will serve as a medium of exchange among WCC participants. The introduction of WCC aims to provide convenient and secure payment and settlement methods for participants interacting within the WCC ecosystem.

As the basis for transactions and interactions within the WCC platform, the WCC has the following functions:

- Use WCC to participate in auctions / purchase NFTs
- Buy WCC Tokens issued by the club
- Use WCC to participate in Gamefi
- Holding WCC to participate in community voting governance

4.2 Allocation method

A total of 100 million copies of WCC will be issued and distributed as follows:

- 5%: Foundation
- 95%: Mining

NFF

The NFT business segment of WCC is divided into casting, collecting, auction, trading and fan interaction.

WCC NFT is issued in constant quantity of 100,000

(Note: This issuance refers to the issuance of each individual WCC NFT, not the total number of all NFTs, and new WCC NFTs can continue to be issued)

Each NFT issue is divided into 10 stages, with 10,000 NFTs per stage, such as 10,000 in the first stage and 10,000 in the second stage.

Refinement of marketing wallet

1) Marketing wallet: The fee is distributed, back and forth 2%, or 4 points

2) 3% is allocated to NFT mining and U is used for distribution! Another 1% is distributed to USDT marketing wallet!

Chapter 5

Ecological applications

WCC takes NFT, WCC Token, GameFi and SWAP as its four core business sectors. It hopes to build a peer-to-peer digital economy system among clubs, star players and fans, so as to realize closer connections, more transparent and fair value exchange and more diversified revenue channels.

5.1 Vertical NFT trading market

The NFT business segment of WCC is divided into casting, collecting, auction, trading and fan interaction.

In order to ensure the quality of NFT and the rights and interests of fans in the early stage of the platform, the access mechanism for NFT casting and launch is similar to that of Binance NFT platform. Only clubs/IP authorized by WCC, holders/movies can cast and sell NFT.

As a form of asset or equity, various off-chain assets can be transformed into on-chain NFTs. This means that NFTs minted by clubs/IPs and their holders or celebrities can have a wide range of forms and uses: they can be athlete image collectibles, event souvenirs, highlight videos, images, skins, etc., which fans can keep permanently; they can also serve as tickets for fan meet-and-greets, passes to major events, or a set of team NFT card packs.

Clubs/IP and holders/celebrities can also mint exclusive NFTs for their fan base on the WCC, further enhancing the purchasing experience. These exclusive NFTs will feature a distinctive badge to highlight the authenticity of the work and facilitate secondary trading among fans.

1. Collecting value

Compared to physical sports collectibles, digital collectibles offer sports fans a more convenient way to access their favorite moments. Many companies in the NFT sector have their own trading platforms, allowing fans to collect highlights, digital signatures, or digital tickets for major sporting events. These items are expected to last longer than traditional collectibles like Panini football cards.

Most NFTs are unique and highly collectible. Even the code behind the same image is not replicable and unique, and each limited release increases the scarcity of the NFT.

2. Commercial value

Just as some people make money by buying and selling game skins, there is a "buy and sell" market for NFTs. The commercial value of NFTs will only increase through speculation. If you buy an NFT and print it on a T-shirt to sell, or develop a game, it's a viable business approach that will bring a lot of value.

3. Increase the association with clubs and stars

This interaction with fans will bring the team closer to its fans, helping it take the next step in the industry. Sports NFTs offer sports fans a new way to experience matches, allowing them to learn more about their favorite players by purchasing NFTs related to these stars. This not only enhances fan engagement in any situation but also enables players to interact with fans in more memorable ways.

4. Sports fans' ID card

Fans may verify their status as fans through NFTs. For example, if you own all the NFTs of the World Cup, the team may give you a home ticket. In addition, some teams will give you some peripheral gifts to reward your support.

5.2 WCC Token connects celebrities, clubs and fans

The WCC believes that in the future, outstanding clubs will need to integrate with their fan communities, adopting organizational structures and decision-making processes that closely resemble the DAO model of the blockchain domain. Binance launched its NFT platform this year, which helped Lazio Club issue fan tokens and received a warm market response. It is clear that this trend has quietly emerged.

Since its inception, WCC has served and helped nearly 100 sports and esports clubs launch their own Apps. Through App advertising, fan management, fan interaction, fan voting and the sale of sports collectibles, WCC has not only accumulated a large fan base, but also gained a lot of support from clubs and sports stars.

Based on rich resources of sports/e-sports clubs, WCC business planning is exploring deeper into the "digital economy" field, and launched the core business module of "fan tokens".

WCC assists the club in issuing WCC Tokens. Sports/Esports enthusiasts who hold WCC Tokens enjoy various rights and can deeply participate in the club's decision-making, including but not limited to:

- 1.Shirt design: Fans can vote on the design of their favorite team's shirt.
- 2.Optimizing the details of the game: Fans can vote to guide the club, such as the mode of play, the starting lineup, the substitution list and so on.
- 3.Team players: Fans can vote on which seeded players to select for the team.
- 4.Club governance: Fans can vote on club expenses, production of peripheral derivatives or new business models.

Holding WCC Token, fans can not only trade freely, but also exercise decision-making power in rich scenarios, which further enhances the interaction between fans and stars and clubs, enhances fans' dependence and trust on stars and clubs, and promotes the development of club business towards DAO, which is more democratic and transparent.

5.3 GameFi, play and earn at the same time

In the gradual change from "Play to Pay", "Free to Pay" to "Play to Earn", it is not difficult to find that the threshold of user experience is constantly improving, and it is easier to find that the industry is constantly upgrading the user experience: in a decentralized world, we need to respect individual demands more and protect individual interests.

The GameFi module is a prominent embodiment of the "Play to Earn" thinking of the WCC project. By combining games, DeFi and NFT, users can not only be attracted by various fun gameplay, but also gain diversified game revenue. The specific gameplay of WCCGameFi is divided into three scenarios:

1、Staking

WCC sets up multiple types of flow pools, and the benefits of different flow pools are different:

Pledge NFT to get benefits: NFT cards are divided into different stars, fans can collect star NFT cards of different stars and form a team to pledge this group of NFT card pack to get rewards; the higher the star, the higher the benefit.

Pledge WCC Tokens to receive rewards.

2. Race guessing

WCC will build a decentralized prediction market based on blockchain technology. For example, in the local derby between Manchester City and Manchester United in the English Premier League, fans can use WCC tokens issued by WCC to predict the winner before the match. The WCC invested by fans will be used as the prize pool for the competition. Both the platform and the winning side of the prediction will receive profits.

3. Club development games: build a dream team

Users can assemble their ideal team by collecting NFT cards and participate in WCC's online virtual sports and esports events using the native WCC token. The WCC will automatically form a prize pool. Team members' data is derived from their real-world performance, which determines the final score of your dream team. The team with the best performance will win, and the winning team will receive the prize pool earnings.

As one of the application scenarios in the synthetic asset track, building a dream team creates more opportunities for users to earn revenue.

In the future, WCC will also launch more GameFi and gameplay around sports + esports, so that users holding NFT, WCC Token and WCC will no longer be just simple buyers and traders. Multiple revenue channels will also make fans more motivated to participate in it, shaping a multi-benefit sports digital economy market.

5.4 WCCNFT Trading Market

Users can conduct NFT order trading on the WCC platform. The transaction takes the form of seller order, that is, the seller puts out the NFT goods to be sold and marks the price, and other buyers choose the desired NFT goods to buy and complete the transaction.

Liquidity mining

On WCC's DEFI platform, users can receive WCC token rewards as long as they provide liquidity to the platform (such as participating in auction transactions, browsing items, playing games, and lending).

Redefine the value of digital collectibles

The WCC platform will revolutionize the way traditional art works are priced, making digital collectibles more fair and transparent.

Institutional auctions

In the early stage of WCC platform development, nodes will be set up on NFT auction platforms such as Christie's, Sotheby's and NiftyGateway to accurately reach buyers and sellers of NFT artworks.

Chapter 6

WCC Value and Prospect

The WCC aims to redefine the sports industry ecosystem and lead global changes in the sports industry through blockchain technology. To address the challenges faced by the sports industry, WCC has proposed a series of blockchain-based solutions and ensures their implementation through continuous technological innovation and iteration. WCC has designed the underlying protocol and basic framework of the channel, enabling communication with multiple parties.

6.1 WCC value

The emergence of WCC is due to the entire ecosystem of WCC sports ecology.

WCC is a token issued based on blockchain. It is the core of WCC ecosystem. The use scenarios of WCC include but are not limited to:

- Ecological governance vote
- Use WCC to participate in auction / purchase NFT
- Trustworthy social (video, location, messaging, etc.)
- Digital collectibles
- DAPP store
- Expressions and skin markets
- Product promotion engine
- Digital currency transactions
- User-generated content community

As a medium and fuel for NFT digital collectibles, asset transactions and free payments connected to the WCC platform, WCC on-chain digital assets have long-term value support.

Most popular apps are hard to escape the fate of short duration of popularity, while WCC starts from the sports industry, which has been enduring for a long time, and solves various problems caused by the traditional centralized mechanism of the sports industry through blockchain. Once it breaks out, its life cycle will greatly exceed that of previous popular apps.

With the advent of the global sports wave and the gradual implementation of various types of applications on WCC, it is bound to become the next blockbuster facility.

6.2WCC Prospects

WCC is dedicated to becoming the world's premier ecosystem for sports categories. In the future, it will introduce a variety of sports-related products, including chess and card games, e-sports, and more. WCC aims to make its presence known to people worldwide, attract global sports enthusiasts, and integrate those who share common interests into the WCC ecosystem. This will ensure that WCC truly becomes a leading digital asset ecosystem for sports enthusiasts.

At present, WCC has more than 500 international clubs in Asia, Europe, North America and South Asia. In the future, the platform will not only attract many sports clubs to join the platform, but also incubate many clubs to participate in the world's top sports events, so as to earn more profits for the investors of the platform.

With the support of the underlying module, the top layer of WCC system can be used by investors to directly invest in equity projects. At the same time, WCC will build a decentralized, secure, convenient and global sports ecosystem closely combined with practical financial business through smart contract technology and application innovation of artificial intelligence.

Chapter 7

Team and Future Planning

The WCC team has achieved remarkable success in the digital domain of the sports industry, reaping significant rewards. In 2015, the core think tank was established to develop and launch the online marketplace Trainers4, where people can find and book any type of sports coach. Trainers4 successfully launched in May 2016. In May 2016, the project saw a significant boost when tennis star Ana Ivanovic joined as a co-owner. In March 2017, the team launched its second sports-related platform, onlinegym4, offering live broadcasts and online courses to global sports enthusiasts, enabling them to exercise and maintain their fitness.

In June 2019, Technogym, the world's leading manufacturer of home and commercial fitness and fitness equipment, saw the potential of the project as exciting and joined the company as a strategic investor.

Therefore, the WCC team has achieved remarkable success in developing and managing digital sports industry projects, from design to launch. For the upcoming tasks, WCC has reached out to experts in related fields, particularly in the business, development, and promotion of its numerous planned activities. By leveraging extensive practical experience in market promotion, IT development, blockchain technology, project development, public relations, and established connections within the global sports industry, WCC is well-prepared to meet the challenges that this ambitious project will bring.

As mentioned above, the WCC team has identified the breakthrough potential of the blockchain revolution and is ready to transform the sports industry.

7.1 Core Team

MARKO FILEJ | CEO

Marko is an entrepreneur with extensive experience in the sports industry and is behind the global sports platforms (Trainers4 and Onlinegym4).

Simon ZGAVEC | Law and Compliance, co-founder

Simon is an experienced lawyer specializing in banking and finance and capital markets legal cases, with a particular focus on fintech and emerging technologies.

TOMAZ CEPON | COO, co-founder

Tomaz is the Chief Operating Officer and has worked for more than 10 years in a number of international companies in the field of marketing and marketing.

BLAZ CARLI | CTO, Chief Developer

Blaz is an information technology professional with over 15 years of experience working on global enterprise projects such as Trimo City Collision Urbanization Disintegration, Trainers4, Onlinegym4, etc.

ROBERTO CARLOS | Managing Partner

Roberto is a FIFA World Cup and UEFA Champions League winner.

KEVIN HARRINGTON | Co-owner and consultant

Kevin is a co-owner of SportyCo and the founder of Creative Winner.

PETER SEPETAVC | Marketing Manager

JAKA KOVIĆ | Community Manager

LUKA PECAVAR | Product Manager

GREGA LIKAR | Corporate Design

7.2 Professional consultants

Phillip Nunn | Blockchain cryptocurrency and fintech entrepreneur, CEO and international speaker
Phillip has over 15 years of experience in financial services, specializing in wealth management, angel investing, commercial real estate investment and financial technology.

DINO PASALIC | Football Manager He is one of the most famous football agents with over 30 years of experience. He often contacts the presidents of the biggest football clubs such as Real Madrid, Barcelona and Fenerbahce.

Robby Schwertner | Blockchain Influencer Robby is a crypto blogger and blockchain influencer. He is a co-founder and advisor to ICOs and crypto startups in the fintech, real estate, energy, blockchain AI, social media applications and philanthropy sectors.

TOMISLAV MUCIC | Blockchain Consultant Tomislav has decades of experience in information technology security and project development, and is an early adopter of blockchain technology.

Igor ZGONC | Blockchain Consultant Igor has been an entrepreneur, manager and consultant for 20 years in the field of information security, risk management and blockchain.

ANDREJ PLANKAR | Blockchain Consultant After a career in management, he used his skills to become a full-time poker player, quickly became interested in cryptocurrencies, and co-founded a blockchain consulting firm.



ROBERTO CARLOS

Footballer Roberto is an advisor to the FIFA World Cup and UEFA Champions League winners



Ronaldinho Gauch

Footballer Former Barcelona player and FIFA World Cup winner.



NORIKAI KASAI

Ski Jumping Legend Noriaki is one of the most famous athletes in ski jumping. He has won three Olympic MEDALS and 17 victories in the FISSKI Jumping World Cup.



SAVO MILOSEVIC

Former footballer Savo is vice president of the Serbian Football Federation. During his career, he played for Parma, Aston Villa, Spain, Celta Vigo and Rubin Kazan.



PRIMOZ BREZEC

Basketball Scout, former NBA player Primož played as a center for eight seasons in the NBA after becoming one of Europe's top players. He is currently a scout with the Cleveland Cavaliers.

7.3 Future Planning

● Q3,2022

Test data for the private beta version
Global announcements are coming soon
Start mining mode

● Q4,2022

Launch a beta version of the NFT platform and enter trial operation for the community
Open the channel for B-end users to mint NFTs and put more diversified NFT products on the shelves

● 2023

Establish a global project incubation team and establish a WCC sports ecosystem
The application ecosystem iteratively upgrades derivative financial products

● 2024

Continue to roll out more categories of NFTs, launch more sports-related games, and enrich the gameplay of WCC ecosystem.

Chapter 8

Disclaimer

This document is only used for the purpose of conveying information and does not constitute relevant opinions on the exchange of payment tokens and participation in platform investment. The above information or analysis does not constitute an investment decision. Relevant intended users should clearly understand the risks of tokens, and investors who participate in the investment shall indicate that they understand and are aware of and accept the risks of the project.

Currently, some countries worldwide have unclear regulations regarding blockchain projects and digital token fundraising methods, which may lead to losses for participants due to changes in laws or policies. Investors who make their own decisions should fully accept these risks and be willing to bear all the consequences. These risks include policy risks, regulatory risks, compliance risks, economic cycle risks, cyber hacking risks, technical development delays or failures, management risks, risks associated with the digital currency industry, price fluctuation risks, and other unlisted risks. As a digital asset, WCC (WeChat Coin) transactions are highly uncertain. Due to the current lack of strong regulation in the digital asset trading sector, there are hidden risks such as significant price fluctuations. Investors should choose investment methods based on their own circumstances and experience.