

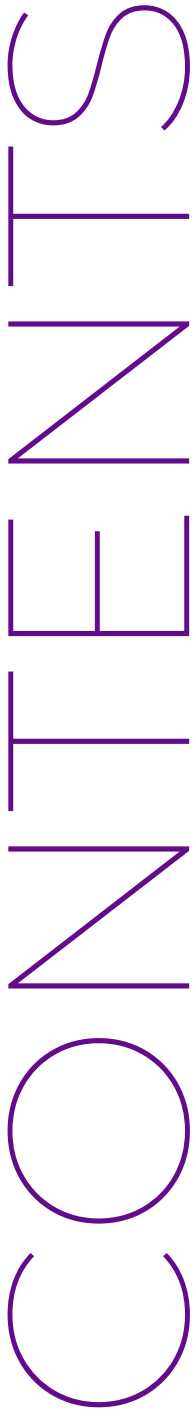


TECHNOLOGY SHAPING THE FUTURE OF SPORT

As DEVELAD, we aim to offer unforgettable experiences to sports fans at the intersection of technology and sports.

<https://www.develad.com/>

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Develad

With the use of cutting-edge technologies including mixed reality (MR), virtual reality (VR), and augmented reality (AR), Develad provides a revolutionary platform for sports fans, athletes, clubs, and event organizers. This creative project, which was granted a patent and trademark in 2022, enables users to connect with one another, congregate in a social setting, and fully experience every facet of the sports industry. By continuously advancing its technological capabilities, it provides personalized, real-time, and interactive augmented reality experiences outdoors.

Develad redefines the sports experience by offering the opportunity to not just watch, but to actively participate in events and gain various benefits. This platform delivers the excitement of sports in a customized way to each user, making it a unique experience in the sports industry. Develad offers a powerful and flexible experience using the Unity video engine and is available for Android and iOS based mobile devices, with future support planned for smart glasses and smart TVs.

One of the most notable aspects of the platform is its innovative two-way advertising system. By combining centralized and decentralized elements, it creates an ecosystem that allows all participants to profit. Ads powered by AR technology offer gamified and interactive advertising models, enriching the user experience and creating a wide range of value.

On the other hand, Develad Token (DVL) is the foundation of the Develad economic model. DVL is a non-fungible coin that was introduced on the Binance Smart Chain network and is compliant with ERC-721 standards. Through these tokens, users can transact with one another by purchasing and selling them on approved cryptocurrency exchanges. Earned through the platform's games, events, and commercials, bronze, silver, and gold "DVLpre" tokens can be freely exchanged and accumulated to unlock a variety of extra features and perks. Users can engage in in-platform activities and gain real money value by exchanging their gold DVLpre tokens for DVL tokens, which are determined by the tokens' market value.

Develad is a pioneering platform centered on advanced AR, VR and entertainment technologies, allowing users to seamlessly transition between the real and virtual worlds. More than just a platform, Develad is a unique bridge between the real and virtual worlds. This innovative platform aims to literally redefine the sports experience, providing users with a unique and customized experience.

1. EXECUTIVE SUMMARY

Develad emerges at the forefront of technological innovation, intertwining the realms of Augmented Reality (AR) and blockchain to redefine the sports industry. Our vision is to revolutionize how fans engage with sports, transforming passive viewing into an interactive, immersive experience. By leveraging AR, we aim to bring fans closer to the action, offering enriched, personalized content that enhances every aspect of the sporting spectacle.

Our mission is multifaceted: to provide a platform that not only elevates the fan experience but also offers new revenue streams and engagement strategies for teams, athletes, and advertisers. Through Develad, the sports industry can harness the power of AR to create dynamic, engaging content and memorabilia, while blockchain technology ensures authenticity, ownership, and a transparent marketplace for sports collectibles and experiences.

1. EXECUTIVE SUMMARY

At DEVELAD, we invite sports fans to a unique experience by combining traditional sporting events with the digital world. Using AR/VR technology, we transform stadiums and sports venues from viewing locations into interactive entertainment arenas.

The integration of AR and blockchain within Develad introduces a groundbreaking approach to sports fandom and memorabilia. AR technology allows us to overlay digital information onto the physical world, creating immersive experiences that bring fans closer to the games they love. From live stats and player bios to 3D replays and interactive games, Develad's AR capabilities transform the stadium experience and beyond, making every moment more engaging and informative.

Blockchain technology underpins the Develad ecosystem, providing a secure, transparent framework for tokenization and transactions. Our platform utilizes blockchain to manage digital assets, ensuring authenticity, provenance, and ownership of unique sports memorabilia and content. Fans can collect and trade digital assets with confidence, knowing that their items are protected within the Develad ecosystem.

Moreover, Develad's tokenomics model incentivizes participation and engagement within the platform. Users can earn tokens through various interactions, from contributing content to participating in community events. These tokens can be used within the ecosystem to purchase AR experiences, digital collectibles, or access exclusive content, creating a vibrant, self-sustaining community of sports enthusiasts. In summary, Develad stands as a beacon of innovation, merging the virtual with the real to deliver unparalleled sports experiences. Through the fusion of AR and blockchain, we are setting new standards for fan engagement, memorabilia authenticity, and the overall enjoyment of sports worldwide.

2. MARKET LANDSCAPE

The realm of sports is on the cusp of a revolutionary transformation, thanks to the integration of Augmented Reality (AR) technologies. Over the past few years, sports industries across the globe have begun to recognize the unparalleled potential that AR holds in enhancing both the fan experience and athletic performance. This technological evolution is spurred by the growing accessibility of AR-capable smartphones and the advent of affordable smart glasses, setting the stage for an immersive sports entertainment era.

Thanks to the incorporation of Augmented Reality (AR) technologies, the sports industry is poised for a dramatic shift. In recent years, the sports sectors worldwide have started to acknowledge the immense potential that augmented reality (AR) possesses for improving fan experience and athletic performance. An immersive era of sports entertainment is being ushered in by the increasing availability of smartphones with augmented reality capabilities and the release of reasonably priced smart glasses.

According to market research, the sports segment within the AR industry is poised for significant growth. With an increased demand for engaging and interactive fan experiences, sports organizations are leveraging AR to create innovative applications that cater to a new generation of digitally savvy audiences. These innovations range from virtual meet-and-greets with athletes to AR-enabled merchandise that fans can interact with using their mobile devices.

The convergence of AR and sports opens a myriad of opportunities for enhanced spectator engagement, novel advertising platforms, and deeper analytical insights into player performance and strategy. As the technology continues to mature, we can anticipate a deeper integration of AR into live sports broadcasting, offering viewers personalized content and interactive features that enrich the overall viewing experience.

2. MARKET LANDSCAPE

The intersection of Augmented Reality and sports uncovers a host of market opportunities poised to address existing challenges and elevate the sports industry to new heights:

- **Enhanced Fan Engagement:** AR offers immersive experiences that can significantly boost fan engagement both in-stadium and remotely. Features like live player stats overlay, AR replays, and interactive game elements can transform the passive viewing experience into an interactive spectacle.
- **Monetization of Digital Assets:** The integration of AR and blockchain opens new avenues for monetizing digital assets. Sports teams and athletes can offer exclusive AR content, virtual merchandise, and collectibles as digital assets, creating new revenue streams beyond traditional merchandise and ticket sales.
- **Addressing the Fragmentation in Mobile Apps:** AR provides an opportunity to unify the fragmented mobile app ecosystem in sports. By offering a comprehensive AR platform that aggregates content, experiences, and e-commerce, stakeholders can deliver a cohesive and engaging user experience.
- **Innovative Advertising and Sponsorship:** AR introduces novel advertising opportunities that are both engaging and interactive. Advertisers can leverage AR to create memorable campaigns that integrate seamlessly with the sports experience, offering higher engagement rates and better ROI. We gamify advertising! Our ad gamification strategy takes the approach of turning the product directly into a game instead of just showing ads. In this way, we eliminate the boring ad viewing experience and provide viewers with an interactive and fun brand experience.

As the Develad project moves forward, it aims to leverage these opportunities to not only enhance the sports fan experience but also to introduce new paradigms in athlete engagement, content monetization, and digital interaction within the sports domain.

2. MARKET LANDSCAPE

Develad is more than simply an app; it's a doorway to a world where cutting-edge AR, VR, and MR technology, coupled with creative artificial intelligence applications, blur the lines between reality and virtual reality. This innovative platform offers consumers a rich, engaging, and seamless experience by fully utilizing the capabilities of mobile and smart glasses technologies. Users can design their economic environment in Develad with a customized economic system, and rich content access gives them access to original content that suits the tastes of all sports fans. While AR-enhanced live sporting events and hyper-realistic experiences allow users to bridge the gap between reality and virtual reality in a unique way, intelligent network management guarantees a seamless user experience even in high-density areas.

The foundation of the Develad ecosystem is a decentralized, community-supported framework that encourages involvement and rewards contributions, fostering the growth of a vibrant, cohesive community. Games that are personalized and developmental adjust dynamically to the interests and demands of each user. Users can now engage with real-world things through the creative application of AR, VR, and MR technologies, fusing the digital and tactile to create a genuinely interactive experience.

Feature	Description
Customized Economic System	Empowers users to create their economic landscape within Develad, using the Develad Virtual Token (DVL) for trading and conversion to real-world currencies.
Access to Rich Content	Unmatched access to a variety of unique content, from sports equipment signed by famous athletes to exclusive multimedia messages, catering to every sports enthusiast.
Intelligent Network Management	Utilizes AI-driven algorithms to manage network traffic in high-density environments, ensuring a seamless and uninterrupted user experience.
Hyper-Realistic Experiences	Uses real-time data from sensors like GPS, cameras, and microphones to provide personalized experiences based on users' locations, elevations, and interactions.
AR-Enhanced Live Sports Events	AR technology brings live sports events directly to users, offering an immersive way to follow the action from anywhere, making them feel part of the event.
Decentralized Community-Supported Ecosystem	Thrives on community interaction, where fans, athletes, clubs, and teams engage in a space that rewards participation and fosters a strong, interconnected community.
Personalized and Developmental Games	Games and challenges are adapted dynamically to users' interests and developmental needs, powered by AI that evolves in response to user interactions.
Physical Interaction Through AR	Innovative use of AR, VR, and MR technologies allows users to physically interact with objects in the real world, blending the digital and tactile for an interactive experience.

3. DEVELAD'S INNOVATION: BRIDGING AR WITH SPORTS

With the integration of blockchain technology, augmented reality (AR), and virtual reality (VR), Develad is a cutting-edge platform that is revolutionizing the sports industry. Users may watch live athletic events and contests as if they were there thanks to AR and VR technologies, which allow users to switch between the actual and virtual worlds with ease. With capabilities like player tracking and in-depth match analysis, these technologies offer the viewer an enhanced viewing experience in addition to 360-degree panoramic views of every moment of the game. With the use of virtual reality goggles or smartphones, fans will be able to "virtually" attend events and witness games and athletic activities from a different angle.

Two essential components that further personalize the Develad experience and boost user engagement are blockchain technology and the token economy. The Develad platform uses DVL, its native cryptocurrency, to build an ecosystem. Users can use this token as a means to purchase content, get event tickets, gain prizes, and even advertise on the network. By rewarding users for participating in events, games, and social interactions, DVL tokens foster a sense of community and participation among sports fans. Develad is no longer only a platform for watching; instead, users can actively participate in the economy by spending their earned tokens within the network or trading them on approved cryptocurrency exchanges.

Through the creation of interactive advertising venues, technology also presents new options for advertisers and brands. Viewers get far more engaging and memorable experiences from AR and VR-enhanced advertisements than from standard ones. Ad campaigns are more effective because user engagement and ad interactions are precisely tracked and measured, made possible by blockchain technology's dependability and transparency.

In summary, Develad combines the immersion of AR and VR with the reliability of blockchain to deliver a revolutionary platform for sports fans, advertisers and content producers. This technological integration enriches the user experience, adds value to participants, and pioneers digital transformation in the sports industry.

4. TECHNOLOGY OVERVIEW

Innovative Features and User Experience

Develad stands as a revolutionary platform at the confluence of Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), and Artificial Intelligence (AI), designed to bring together fans, athletes, clubs, managers, and event organizers. This section delves into the array of features that elevate the sports world through interactive, immersive experiences that redefine the spectating and participation in sports.

Feature	Description	Impact
Customized Economic System	DVL token usage for in-app economy and real-world value exchange	Empowers users to monetize engagement and content creation
Rich Content Access	Access to exclusive sports content and memorabilia	Enhances the depth and richness of the sports experience
Smart Internet Management	AI-optimized bandwidth allocation	Ensures quality of service even in high-density environments
Hyper-Realistic Experiences	Sensor-based personalized content	Offers a tailored and immersive user experience
Live Sports Events	AR streaming of live events	Provides flexibility in viewing and interaction
Community-Supported Ecosystem	Decentralized engagement and rewards	Fosters a strong, interactive community
Personalized Games	AI-based adaptive gaming	Enhances user engagement and retention
Physical Interaction with AR	Real-world object interaction through AR	Merges digital content with the physical world

These features are but a glimpse into the capabilities of SportsFunTokenAR, which continues to redefine and expand the horizons of the sports industry. Our platform is not only a showcase of technological prowess but also a testament to our commitment to creating a comprehensive and user-centered sporting ecosystem.

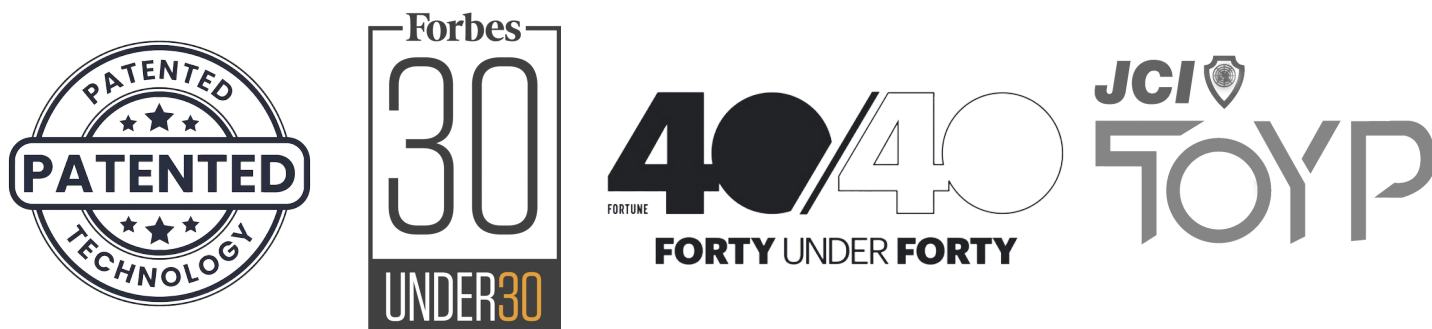
5. DEVELAD ECOSYSTEM

Tokenomics & Engagement: The Develad (Develad Token), which rewards supporters for involvement and contribution, is the cornerstone of our approach. Our ecosystem is powered by this digital money, which makes it possible to transact, access premium content, and take part in governance. We plan to introduce staking as a means of promoting interest alignment and encouraging sustained involvement. Additionally, we intend to boost Develad's value by directly connecting it to noteworthy platform activities and sporting events.

Strategic Alliances: To improve scalability and security, we're forming alliances with top blockchain networks. We're also working with sports ticketing companies to integrate Develad's transactions for a more open and secure ticketing process. Collaborative marketing campaigns with cryptocurrency exchanges will increase Develad's liquidity and draw more users into our immersive sports world.

Community & Awareness: We want to inform our community about blockchain's influence on sports through webinars, workshops, and partnerships with professional athletes. The integration of blockchain technology with sports will be highlighted through SEO and content marketing tactics, and a blockchain-based content system will guarantee that content providers receive payment for user engagement. Open-source projects will spur creativity by providing rewards in Develad for contributions that improve the Develad user experience.

By fusing a passion for sports with a high level of technical proficiency, we're building a diversified and sustainable ecology. By creating a new benchmark for interactive, decentralized sports entertainment, Develad is doing more than just closing the divide between blockchain aficionados and sports fans.



6. TOKENIZATION & TOKENOMICS

The Develad project introduces an innovative approach to the integration of blockchain technology with the sports entertainment industry. Central to this integration is the Develad, a digital asset designed to drive engagement, monetization, and governance within the Develad ecosystem. This section outlines the utility, value, and governance of the Develad Token, its distribution and allocation strategy, and the revenue models and incentives built into the ecosystem.

Develad: Utility, Value, and Governance

Utility and Value: The Develad serves as the cornerstone of interaction within the Develad platform, offering a multifaceted utility:

- **Access to Exclusive Content:** Holders can use Develad Token to unlock unique AR experiences, behind-the-scenes content, and personalized interactions with athletes and teams.
- **In-App Purchases:** Fans can purchase merchandise, digital collectibles, and participate in fantasy leagues using Develad.
- **Engagement and Reward:** Users earn Develad Token by actively participating in the platform through content creation, social sharing, and engaging with sponsored activities, incentivizing a vibrant community.
- **Governance:** Develad Token holders have a say in the future development of the Develad platform, including feature updates and partnership decisions, ensuring the ecosystem evolves in alignment with its users' interests.

Token Distribution and Allocation: The initial issuance of Develad will be carefully structured to ensure long-term sustainability and community engagement:

- **Public Sale:** A significant portion of Develad will be made available to the public, ensuring wide distribution and fostering a decentralized ownership structure.
- **Team and Advisors:** A reserved allocation for the development team and advisors, vested over time to align with the long-term success of the project.
- **Partnerships and Ecosystem Development:** Tokens allocated for strategic partnerships, collaborations, and further development of the Develad ecosystem.
- **Community Rewards and Airdrops:** Tokens set aside to reward community engagement, early adopters, and to conduct airdrops, promoting widespread use and adoption of the Develad.

6. TOKENIZATION & TOKENOMICS

Revenue Models and Incentives in the Ecosystem: The Develad ecosystem is designed to generate revenue through various channels while offering incentives to all stakeholders:

- **Advertising and Sponsorships:** Leveraging AR technology, the platform offers immersive advertising spaces for brands, creating a new revenue stream while maintaining an engaging user experience.
- **Premium Content and Subscriptions:** Users can subscribe or pay for premium content using Develad Token, providing direct revenue to content creators and the platform.
- **Marketplace Transactions:** A percentage of transactions within the marketplace for digital collectibles and merchandise will contribute to the ecosystem's sustainability.
- **Staking and Rewards:** To encourage long-term holding and ecosystem participation, Develad Token holders can stake their tokens for rewards, enhancing the token's value proposition and stabilizing its economy.

In summary, the Develad project is pioneering the use of blockchain technology in the sports entertainment industry through the strategic application of tokenomics. By aligning the interests of fans, athletes, teams, and advertisers, the Develad ecosystem is poised to revolutionize how we experience sports, making it more interactive, engaging, and rewarding for all involved.

7. ROADMAP AND ABOUT DEVELAD

Develad is setting a path to revolutionize the sports industry with cutting-edge technology. Here is the detailed implementation roadmap that outlines our strategic phases from initial pilot projects to global expansion.

01

Phase 1: Pilot Projects in Selected Stadiums (2024-2025)

- Q3 2024
 - Launch In-app token rewards to incentivize early adopters.
 - Initiate Collaborations with Giant Brands for joint marketing and exposure.
 - Develop AR system Enhancements and refine Token Reward Contest systems.
- Q4 2024
 - Expand Brand Collaborations to include merchandise and exclusive content.
 - Release AR-Based token hunting games and introduce In-app mini-games.
 - Integrate NFT Systems to commence trading of digital collectibles.
 - Implement Simultaneous AR Bet systems for real-time engagement.
- Q1 2025
 - Continue AR System Developments with enhanced features for live experiences.
 - Integrate DAO Systems for community governance.
 - Extend Stores where DVL Token can be used, increasing its utility.
 - Foster additional Brand Collaborations for increased platform adoption.

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02

Phase 2: Expansion to Major Sports Leagues (2025-2026)

- Q2 2025
 - Strengthen Strategic Partnerships with Giant Brands for wider market reach.
 - Release NFT Avatars, allowing fans to have a digital twin in the sports world.
 - Continue Expansion of Develad Store, offering a broader range of products.
- Q4 2025
 - Establish more Collaborations with other brands, broadening our ecosystem.
 - Focus on AR System Developments, introducing new fan engagement features.
 - Expand DAO Integrations for robust community decision-making processes.
 - Grow the range of NFT Collections, adding more digital collectibles.
 - Launch Blockchain-Based In-Stadium Communication Systems for interactive audience participation.
- 2026 Rollout
 - Introduce Health Systems Integration to promote wellness in sports.
 - Unveil a Fan-Based Revenue Sharing Ecosystem, rewarding active engagement.
 - Launch the Develad Store, providing a marketplace for AR sports goods and memorabilia.

7. ROADMAP AND ABOUT DEVELAD

Develad is setting a path to revolutionize the sports industry with cutting-edge technology. Here is the detailed implementation roadmap that outlines our strategic phases from initial pilot projects to global expansion.

03

Long-Term Vision: Global Adoption and New Verticals (2027-2028)

- 2027 Initiatives
 - DEVELAD Big Game: a flagship VR sports event with global participation.
 - Widen the reach with AR Digital Twin and Avatar Systems, offering a unique identity in the virtual sports world.
 - Develop Loyalty Systems to retain and reward engaged users.
 - Enhance Team Collaboration Modules and offer Realistic Career Experiences Based on AI and ML, pushing the boundaries of virtual sports careers.
- Q1 2028
 - Launch VR Tours and VR-Based Tribune Experience, transforming how fans experience games remotely.
 - Introduce a Lottery System tied to in-app activities, adding a gamification layer to the platform.

This roadmap is designed with agility and responsiveness to the rapidly evolving sports tech landscape. We will continuously update our technical milestones, adhering to our vision while remaining adaptable to new opportunities and challenges.

ANNEX. TOKEN RELEASE SCHEDULE AND USES OF FUNDS

The allocation of funds for Develad is meticulously planned to ensure the platform's successful development, launch, and growth. Our commitment is to leverage these funds to unveil Develad's groundbreaking features, facilitate global outreach, and foster a robust community of users and developers.

Development:

A dedicated development team will spearhead the creation and integration of Develad's most innovative AR, VR, and blockchain features, covering all facets of product development from initial coding to final deployment.

Marketing:

To achieve global recognition and adoption, comprehensive marketing strategies will be employed, aiming to captivate a wide audience and secure Develad's position as a leader in immersive sports experiences.

3-Year Budget Allocation:

- Year 1 - 40%: Initial investment to spark widespread user interest and build a critical mass of early adopters.
- Year 2 - 30%: Continued funding for user acquisition, complemented by reinvestment in marketing initiatives to broaden Develad's reach during its expansion phase.
- Year 3 - 30%: Sustained investment in user acquisition and marketing to solidify Develad's market presence in its maturity stage.

Operating Costs:

Covers the general operating expenses necessary for the day-to-day functioning of the Develad platform.

Partnerships:

Funds allocated for forging strategic alliances and collaborations that will enhance the Develad ecosystem, from integration with sports entities to partnerships with technology providers.

Legal Costs:

Covers all legal expenditures related to the initial blockchain offering and ongoing legal compliance as Develad grows and evolves.

ANNEX. TOKEN RELEASE SCHEDULE AND USES OF FUNDS

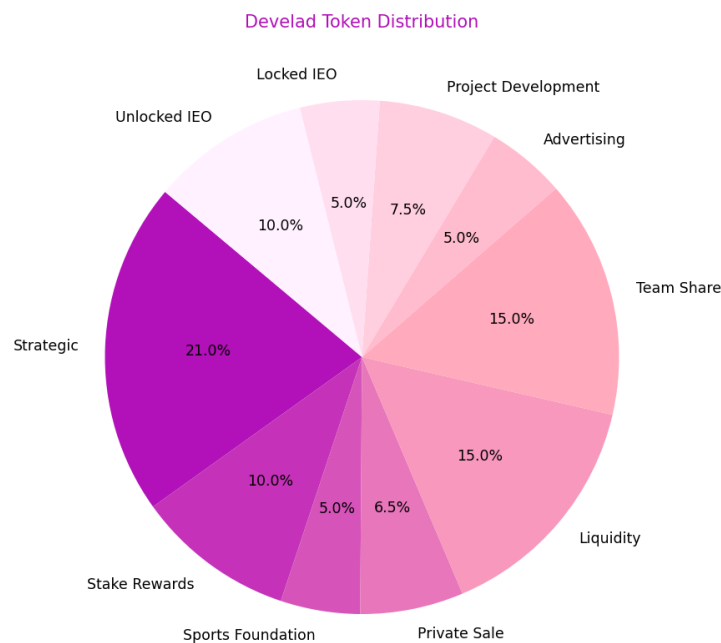
Budget Allocation

- Legal: 8.0%
- Marketing: 35.0%
- Partnership: 12.0%
- Operating Costs: 10.0%
- Development: 35.0%

This strategic allocation ensures that Develad not only launches with a strong foundation but also continues to innovate and expand, capturing the interest of sports enthusiasts, gamers, and technology aficionados alike. Our focus on development and marketing reflects our commitment to delivering unparalleled AR, VR, and blockchain-powered sports experiences, while partnerships and legal compliance underline our dedication to building a sustainable and thriving ecosystem.

ANNEX. DVL TOKEN ALLOCATION

The Develad token distribution is planned with percentages carefully allocated to various areas to support the long-term success of the project. Each category is specifically designed to meet the different needs of the project.



- Strategic (21%): Reserved for promoting the project on a broad spectrum and building strategic partnerships.
- Stake Rewards (10%): Reserved to incentivize the distribution of rewards to users who stake within the platform.
- Sports Foundation (5%): Allocated to a fund established to support sports and entertainment projects.
- Private Sale (6.5%): Includes sales to early stage investors.
- Liquidity (15%): The amount held on exchanges to ensure the token's liquidity in the market.
- Team Share (15%): Allocated to provide long-term motivation and commitment to the team members developing the project.
- Advertising (5%): Allocated for advertising and marketing activities to promote the project and expand the user base.
- Project Development (7.5%): Allocated for ongoing platform development and updates.
- Locked IEO (5%): Reserved for Initial Exchange Offering (IEO) to be released after a certain period of time.
- Unlocked IEO (10%): The amount of tokens that are immediately available during the IEO.

OUR TEAM

Our company aims to revolutionize the world of sports with this technology, for which it owns the patents and copyrights. DEVELAD combines the excitement and passion of sports with the endless possibilities of technology to enrich the experience of both fans and sports professionals. Rediscover the future of sports with us.



**Talat
Papatya**
CEO

Businessman, Former Board Member of Turkish Football Federation, Former Vice President of Göztepe Sports Club, co-founder of KLA International Sports, based in the USA, and the co-chairman of DCFC team.



**Kerem
Deveci**
COO

Founder of Deveci Tech and inventor of ENLIL, co-founder of DevelAD. Recognized as Forbes 30 Under 30 EU and Fortune 40 Under 40. Named one of JCI's World Ten Outstanding Young Persons. Winner of the Mercedes Benz StartUp at technology category. Winner of the Climate Launchpad Global Final.



**Gökhan
Kiraz**
CMO

Businessman, Sports Marketing Professional, 33 Years of Experience in Marketing Strategies and Mastery in Brand Relations, Specializing in the Sports Industry



**Caner
Bayraktar**
CTO

Cofounder of DevelAD, author of 9 technical books, 2D/3D designer, programmer, educator, and entrepreneur. Passionate about creative technology.

Our team combines the expertise of tech innovators and sports aficionados, committed to transforming the sports experience with groundbreaking AR, VR, and blockchain technologies. We're dedicated to bridging the digital with the physical, creating immersive experiences that resonate globally.

OUR TEAM

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Our team combines the expertise of tech innovators and sports aficionados, committed to transforming the sports experience with groundbreaking AR, VR, and blockchain technologies. We're dedicated to bridging the digital with the physical, creating immersive experiences that resonate globally.

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