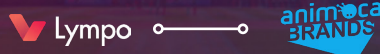


# Lympo Market Token Ecosystem

The revolution of sports collectibles and games



**Light Paper 26 May 2021**

Authored by Lympo and Animoca Brands

- LMT (Lympo Market Token) is an ERC-20 utility token that is designed to be the currency of purchase, utility, and attribution of sports-themed digital collectibles (in the form of non-fungible tokens, NFTs) in and outside of various games
- LMT ecosystem will develop in two stages:
  - Digital collectibles stage: during this stage, NFTs of world-famous athletes and clubs, influencers, and custom sports characters will be issued according to a set plan defining the supply of various rarity levels of NFTs ranging from more common to extra rare cards.
  - Content and media development stage: during this stage, the owners will be able to use their NFT collectibles to participate in various content and media activities like various sports games. The NFTs will enable users to build and upgrade their own sports hero characters to join teams, and participate in competitions and other play-to-earn activities.
- The total supply of LMT is fixed at 1,250,000,000 tokens.

## Gaming and Collectibles on blockchain: dawn of a new era

Gaming is a top entertainment industry; it is bigger than the music and film industries combined (USA News Group, 2019) and generated \$152.1 billion global revenue in 2019 (Statista, IBISWorld, NewZoo, 2020). Millennials and Gen Z age groups are passionate about gaming: millennials were found to spend \$112 monthly on gaming (SuperData, 2019), 43% of Gen Z played online games daily (Cybercultural newsletter, 2020). During the pandemic, video game traffic increased by a hefty 75% and is poised to grow (Verizon, 2020). Blockchain-based games and digital collectibles are a booming new trend in this industry and have the potential to deliver true digital ownership to 2.6 billion gamers worldwide, allowing trading of gaming assets and the much-needed interoperability. 2020 has seen a 30% increase of crypto players and a significant boom in the trade of NFTs.

# Collectibles are a \$370 billion dollar market



## \$370 B

The sports memorabilia industry is part of the collectibles market, which currently has a **global value of \$370 billion**. (Forbes) – and that's without blockchain

## 200 M

There are **over 200 million collectors** of various types in the world today. About **33%** of global collectors have purchased, owned, or previously owned at least one sports memorabilia collectible. (Forbes)

## \$2.1 M

The 1909-11 T206 **Honus Wagner card** sold for \$2.1 million in an online auction.

**Over 98%** of sports collectors have spent time collecting trading cards at some point in their lives. (Forbes)

## \$4.4 M

This sports memorabilia, a **1920 Babe Ruth game-used jersey**, was valued at \$4.4 million.

## \$22 K

The Princess bears were created on remembrance of Princess Diana. One was **sold for \$22,222**

## Problem

**Scarcity is what makes a collectible worth its value.** Scarcity online was always a difficult problem to wrestle with, because digital media are very easily reproducible.

Up to 50% of the sports memorabilia products that are available in the United States is **considered to be counterfeit** (Federal Bureau of Investigation)



## Blockchain offers solutions for collectors

With blockchain, each piece of digital asset can be **cryptographically unique**, meaning that it cannot be copied and is **one-of-a-kind**.

As a decentralized ledger, blockchain is able to store a **complete history of transactions** and certificates of **authenticity** on a shared database, meaning that customers can trace a collectibles' movements across the world.



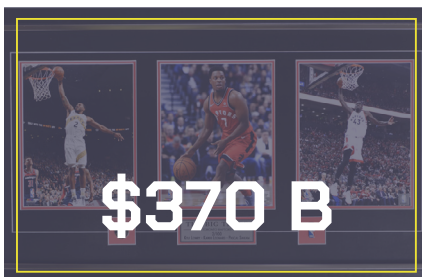
Digital collectible card games (CCGs) have carved out a sizable market share

## Commercial opportunity of digital collectibles

### The world of classic collectible

Up to 50% of the sports memorabilia products in the US is considered to be counterfeit (Federal Bureau of Investigation)

CLASSIC COLLECTIBLES



The sports memorabilia industry is part of the collectibles market, which currently has a **global value of \$370 billion**. (Forbes) – and that's without blockchain



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## Digital collectible

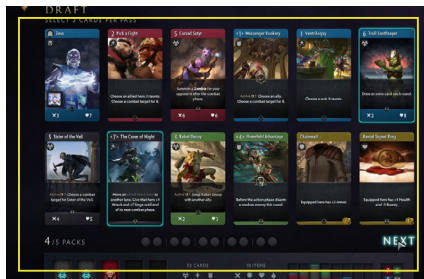
Easily reproducible



Sale of digital trading cards



Digital 3D Objects



In-game virtual item market

## Blockchain

Permanent, scarcity and true ownership



With blockchain, each piece of digital asset can be **cryptographically unique**, meaning that it cannot be copied and is **one-of-a-kind**.

As a decentralized ledger, blockchain is able to store a **complete history of transactions** and certificates of **authenticity** on a shared database, meaning that customers can trace a collectibles' movements across the world.

# 1. Introducing LMT

The LMT token is a fungible cryptographic token initially released on the Ethereum blockchain. LMT is the main utility token to mint and purchase sports collectible digital cards that represent unique content stored on blockchain.

In Phase 1 of the Lympo NFT platform, Lympo will issue a predefined set of digital sports collectible cards in the form of NFTs, featuring world-famous athletes and clubs, influencers, and O'lympians (which are custom characters sport hero characters created by Lympo). These unique collectible cards can only be obtained via staking of LTM tokens during Phase 1, but will later become available for purchase using LTM tokens.

In Phase 2 of the Lympo NFT platform, various content and entertainment activities will be launched to activate the NFTs minted in Phase 1. They will include sports games with LMT being the main utility token and in-game currency. These games will implement a Play-to-Earn model. Game players will be able to utilize their Lympo digital sports collectible cards to create and upgrade their sports hero characters, and then form teams, play against other players, and win tournaments, earning rewards with real-world values.



## LMT

- Sports collectibles and content and media activities, like games
- Allows players to mint and purchase Lympo NFTs which will be used in blockchain games
- The existing LYM token is the currency of the Lympo digital collectibles' ecosystem which enables access to LMT utility tokens.

<b>Stage 1</b>	<b>Own-to-Earn</b> Own LMT tokens which allow earning and later purchasing Lympo sports NFTs
<b>Stage 2</b>	<b>Content and media development: Own-to-Earn plus Play-to-Earn</b> Use NFTs in various blockchain-based content and media activities like games to earn tokens and further collectibles

## 2. LMT token specifics

LMT is a standard Ethereum ERC-20 token with commonly used interfaces. The token contract can be found here: <https://etherscan.io/address/0xe5d500e04312d557fe762e2940de8b845b738a42>

There will be one LMT token offering exclusively available for existing LYM token holders. LYM is a ERC-20 token currently listed on multiple exchanges including Bitfinex, Huobi Global, Gate.io, KuCoin, and GOPAX. More information of the LYM token can be found at

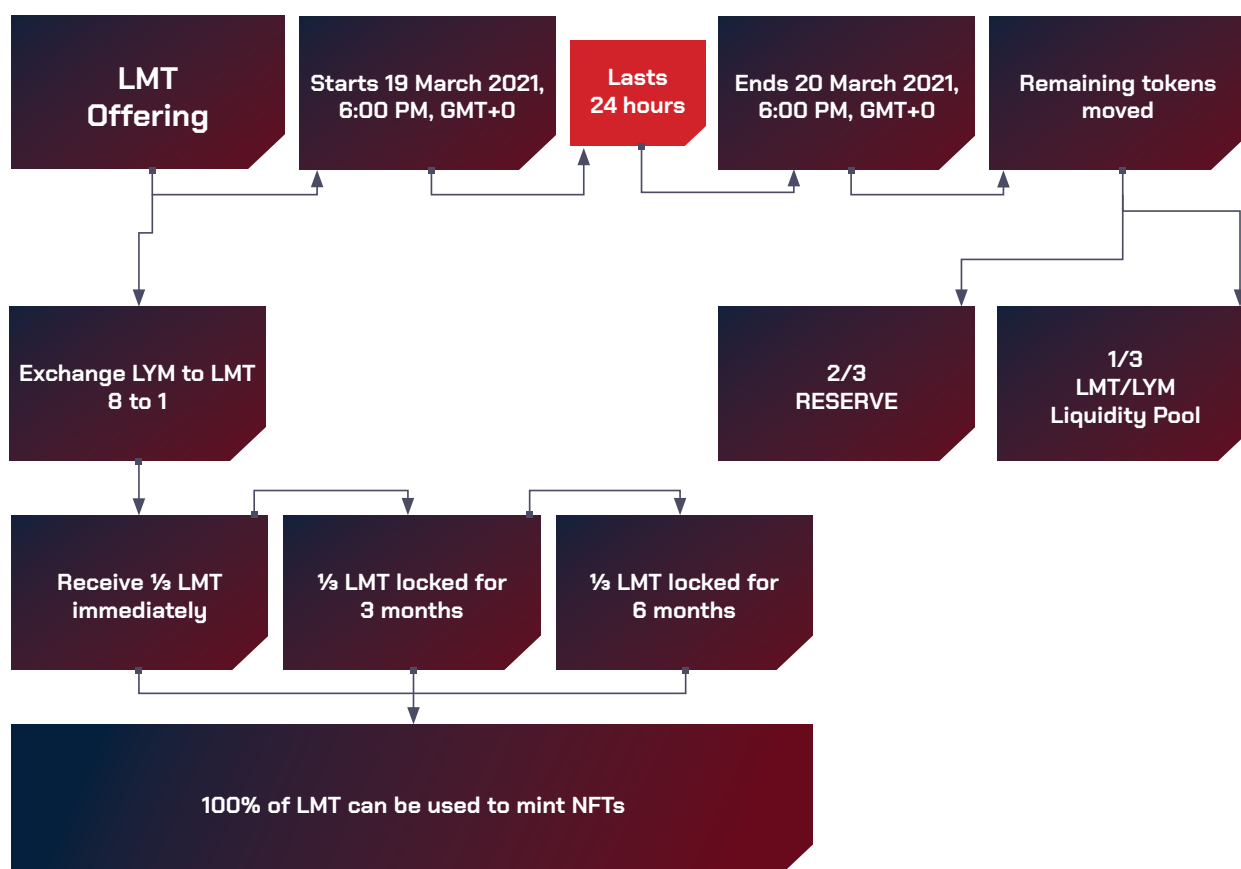
<https://lympo.com/monetizing-health-wellness-and-lifelog-data-via-blockchain/?token>

LYM token holders will be able to swap their LYM for LMT on a special token offering website. The LMT token offering is expected to happen on 19 March 2021, 6:00 PM, GMT+0 and will last 24 hours. LYM holders can purchase LMT tokens with an exchange rate of 8 LYM to 1 LMT. In total, 125,000,000 LMT tokens will be available in LMT token offering. All the unsold LMT tokens after the offering will not be burnt; two-thirds of them will be transferred to the Reserve pool, and the rest will be allocated to the LMT-LYM liquidity pool.

Buyers of the LMT tokens during the offering will receive 1/3 of their LMT immediately, 1/3 of LMT will be locked for 3 months, and the remaining 1/3 will be locked for 6 months date of the offering.

All of the LMT acquired (locked + unlocked) can be staked to earn Lympo NFTs.

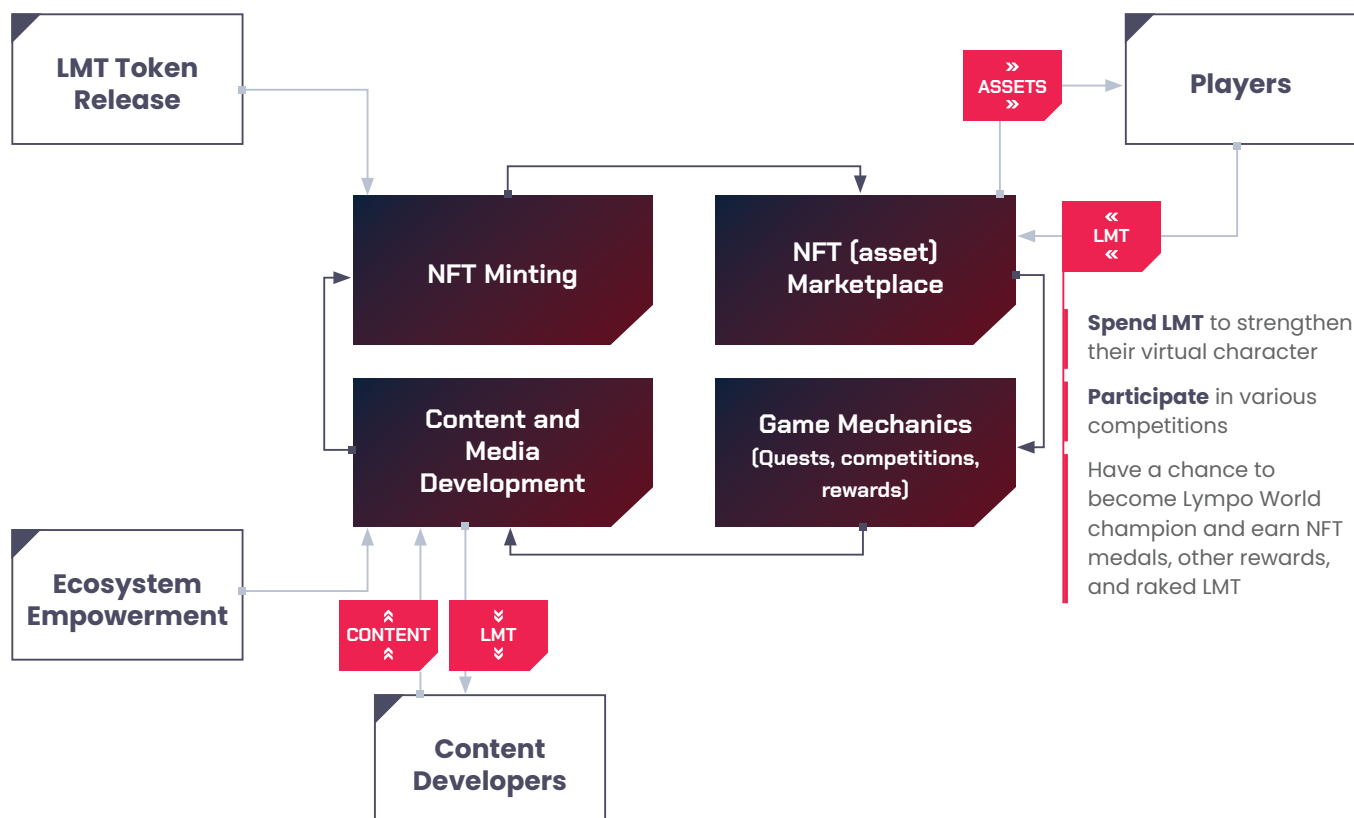
### LMT Offering



All who join the LMT token offering will automatically be added to the exclusive NFT pool for life. The special features of this pool are further described in the Part 4 of this lightpaper. To summarize: only participants of the LMT token offering will be able to join this pool for life while those who want to enter in the future will have to complete additional actions to get limited-time access to the pool.

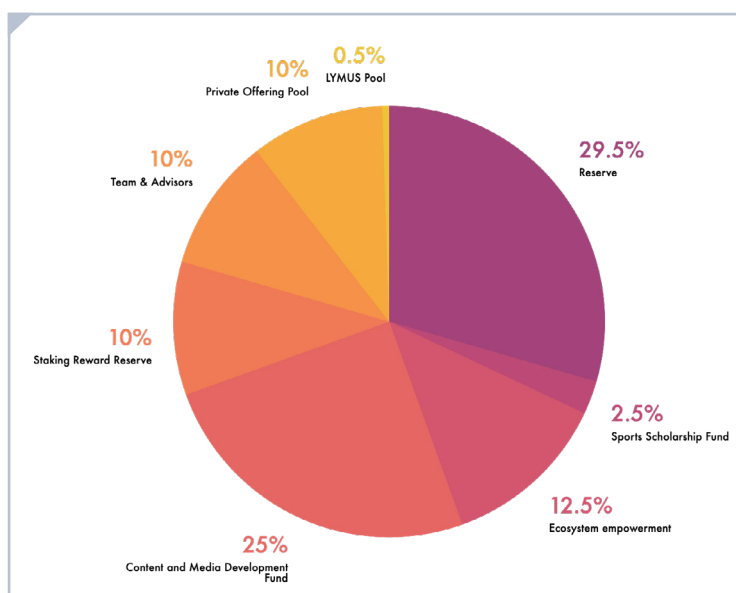
### 3. Token Economics

LMT is a utility token that will be used to mint sports digital collectible cards and, in due course, will be usable in various content and media activities like sports-related games. Lympo will collaborate with game publishers from all over the world to create an unforgettable experience for Lympo NFT holders and gamers. LMT token will also connect various games developed by Animoca Brands and its subsidiaries and partners creating a unique gaming ecosystem and player environment. The demand for LMT tokens will be ensured by game fees and NFTs releases and will later be reintroduced back into the ecosystem.



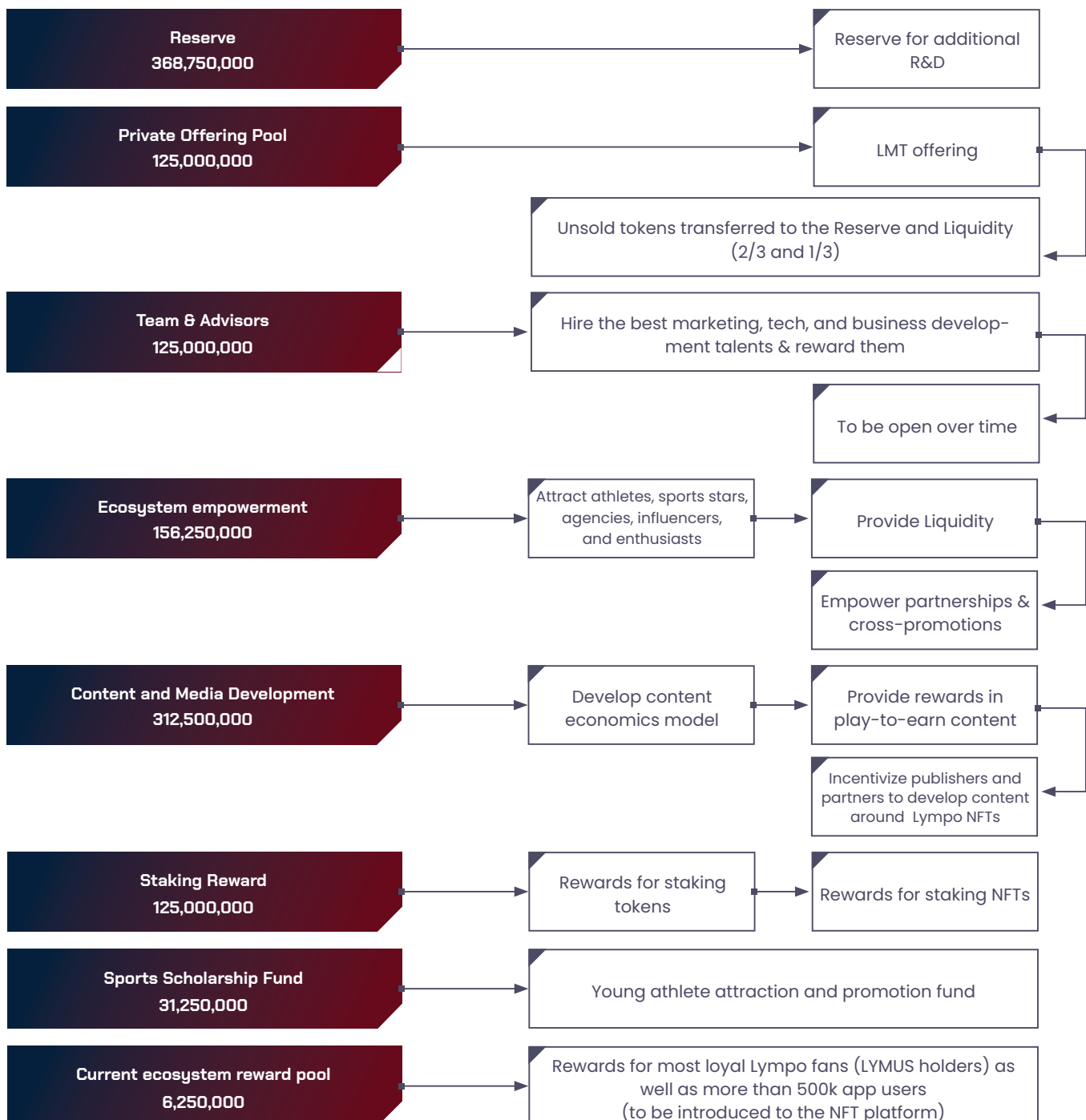
#### 3.1 LMT Allocation

Predefined amounts of LMT are allocated to the initial LMT-LYM liquidity pool, staking reserve, future games, and in-game rewards and earnings, content and media development fund, sports scholarship fund, team and advisors, current LYMUS token holders, and ecosystem empowerment tokens that will be used to attract athletes and clubs. The remaining reserve will provide token allocations to new ecosystem development efforts in the future.



## LMT Token Supply Distribution (%)

Allocation Type	LMT Amount	Percentage
Reserve	368,750,000	29.50%
Private Offer Pool	125,000,000	10.00%
LYMUS Pool	6,250,000	0.50%
Team & Advisors	125,000,000	10.00%
Ecosystem empowerment	156,250,000	12.50%
Content and Media Development Fund	312,500,000	25.00%
Staking Reward Reserve	125,000,000	10.00%
Sports Scholarship Fund	31,250,000	2.50%
<b>Total</b>	<b>1,250,000,000</b>	<b>100.00%</b>





## 4. LMT Release and Utility Stages

The LMT ecosystem will be developed in two stages: “Digital Collectibles Stage” and “Content and Media Development Stage”.

### 4.1 Digital collectibles stage

In this stage, digital collectible card NFTs of world-famous athletes and clubs, influencers, and custom made characters will be accessible for LMT token holders. Lympo will collaborate with Animoca Brands, which holds intellectual property rights to a huge number of well-known brands, to release these Lympo NFTs.



This is a general representation of Animoca Brands IP portfolio.

Lympo NFTs will be based on the ERC-721 (non-fungible) standard that allows on-token design and gives its holders an ability to verify the uniqueness and the ownership of the digital collectible. Lympo NFTs will be available only for LMT token holders initially.

At the beginning of this stage, LMT token will be offered to existing LYM token holders on a special token offering website. Later on, LMT will be paired with LYM on Uniswap for swapping.

Users will be able to stake their LMT tokens to mint various NFT sets. These sets and NFTs are limited in supply, ensuring their scarcity and values. All the sets will include cards of all rarity levels:

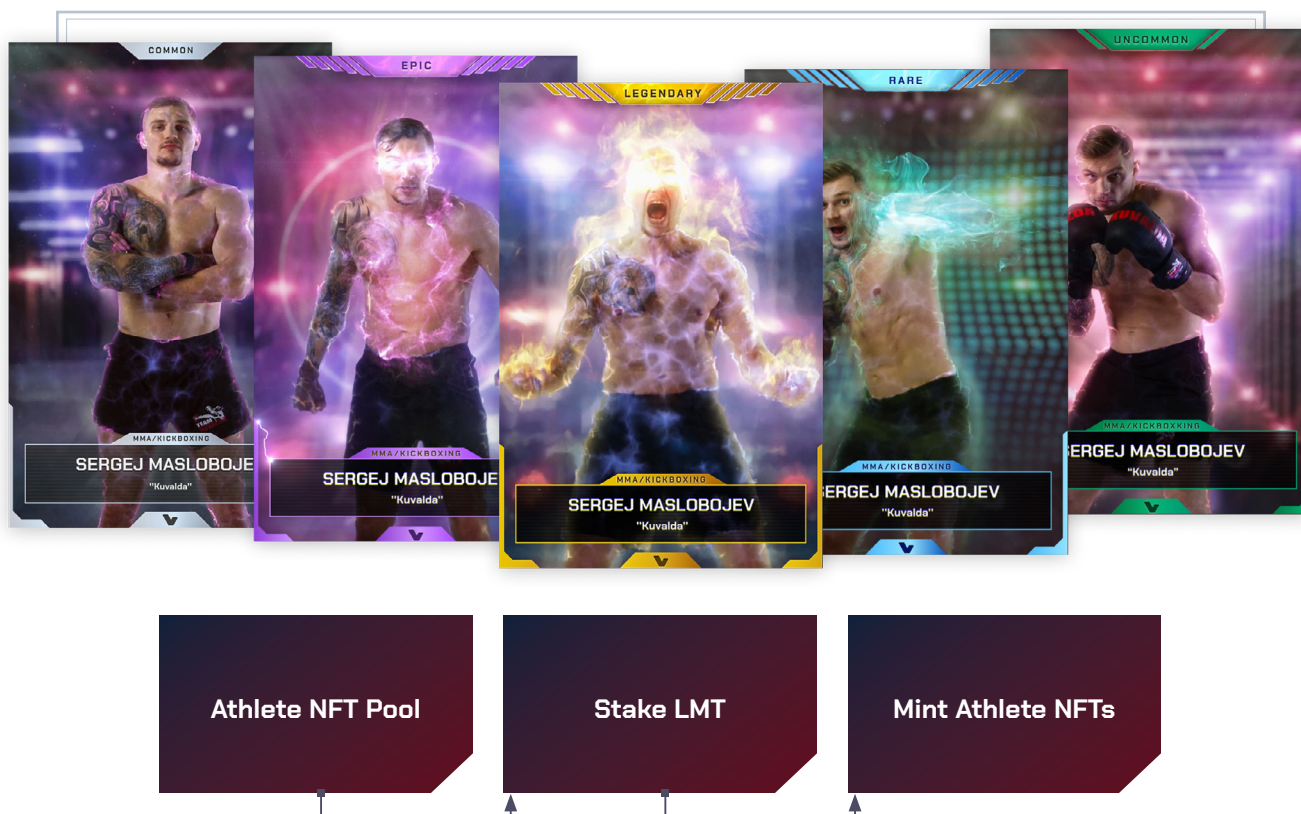
- Common
- Uncommon
- Rare
- Epic
- Legendary

The higher the level, the rarer and more valuable that particular card will be.

To start with, there will be **three types NFT of pools**:

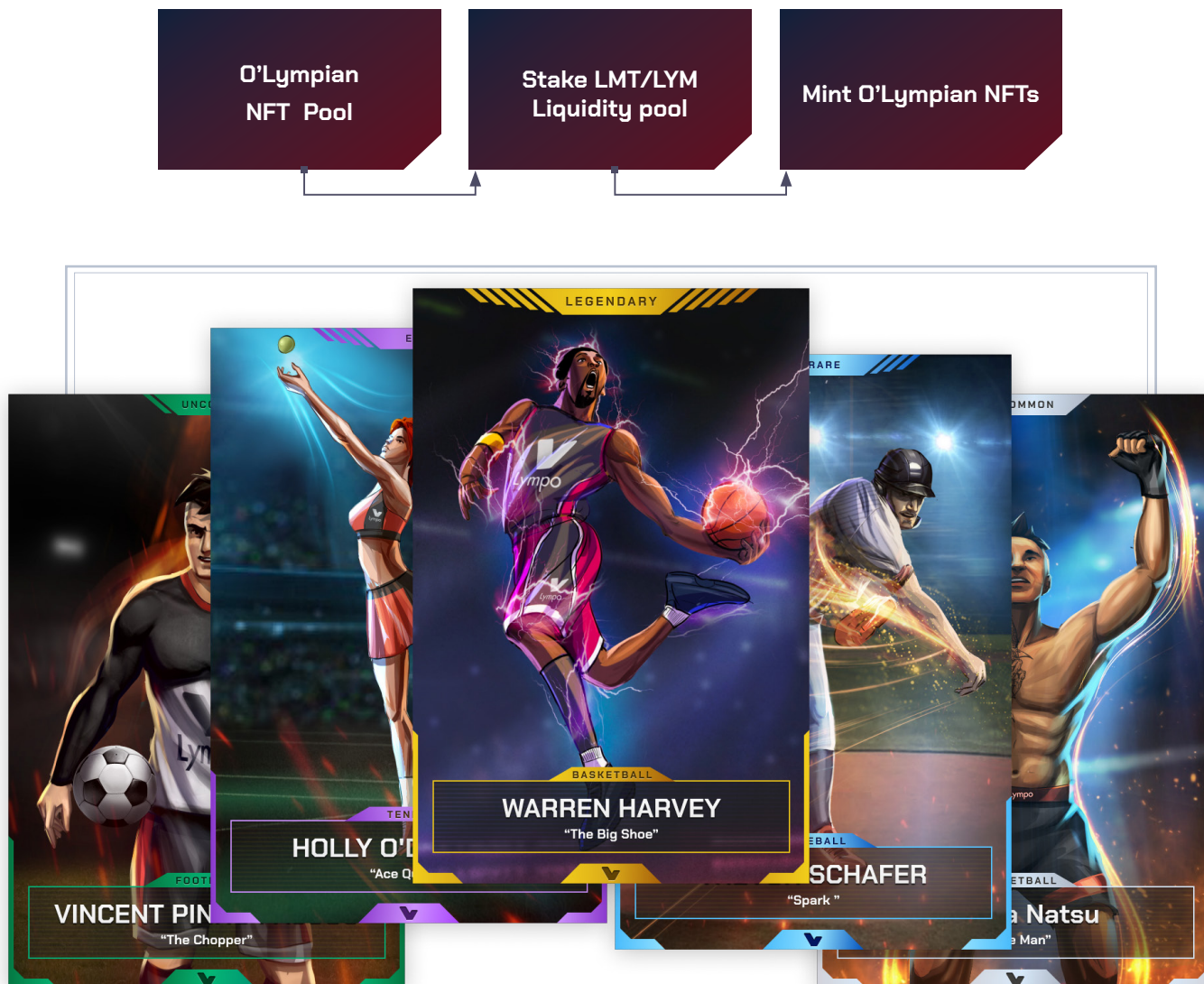
## 1. Athlete NFT Pool

Athlete NFT pool contains official licensed collectible cards of real life athletes, teams, clubs, and influencers. Users can stake their LMT tokens to get "Credits", which can then be used to redeem these NFTs.



## 2. O'Llympian NFT pool

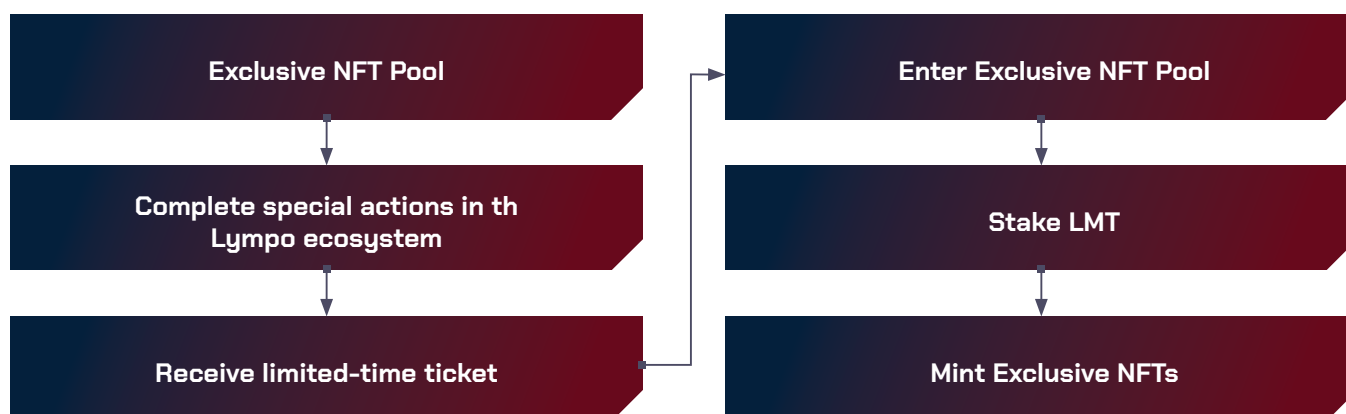
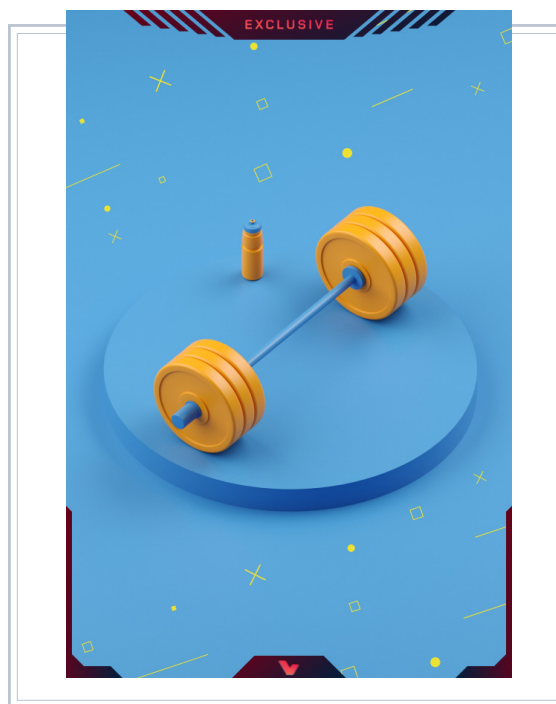
The O'Llympian NFT pool contains collectible cards of custom made sport hero characters created by Lympo. To obtain these NFTs, users first have to add liquidity to the LYM-LMT pool on Uniswap to get LP tokens. Then by staking the LP tokens users can earn "Credits" to redeem these O'Llympian NFTs. Here is an example of one set featuring a custom sports character from the O'Llympian NFT pool:





### 3. Exclusive private pool

This pool can be joined for life only by the participants of the LMT offering. In the future, additional members will be able to get limited-time access to the pool upon completing specific actions, e.g. collecting a certain number of special NFTs, participating in various community activities and competitions etc. The exclusive private pool contains one-of-a-kind NFTs which have extra utilities in the whole Lympo ecosystem and can only be earned by the most hardcore Lympo fans. These utilities include extra minting speed to mint new NFTs in other pools, increase in future airdrops and other perks yet to be announced.



### 4.2. Content and media development stage

During the second stage of the LMT ecosystem development, various content and media activities will be launched. One example is sports games that carry the concept of play-to-earn. Players can utilize their Lympo NFTs to create and upgrade their sports hero characters, and then participate in teams, play against other players, and win tournaments, earning rewards with real-world values.

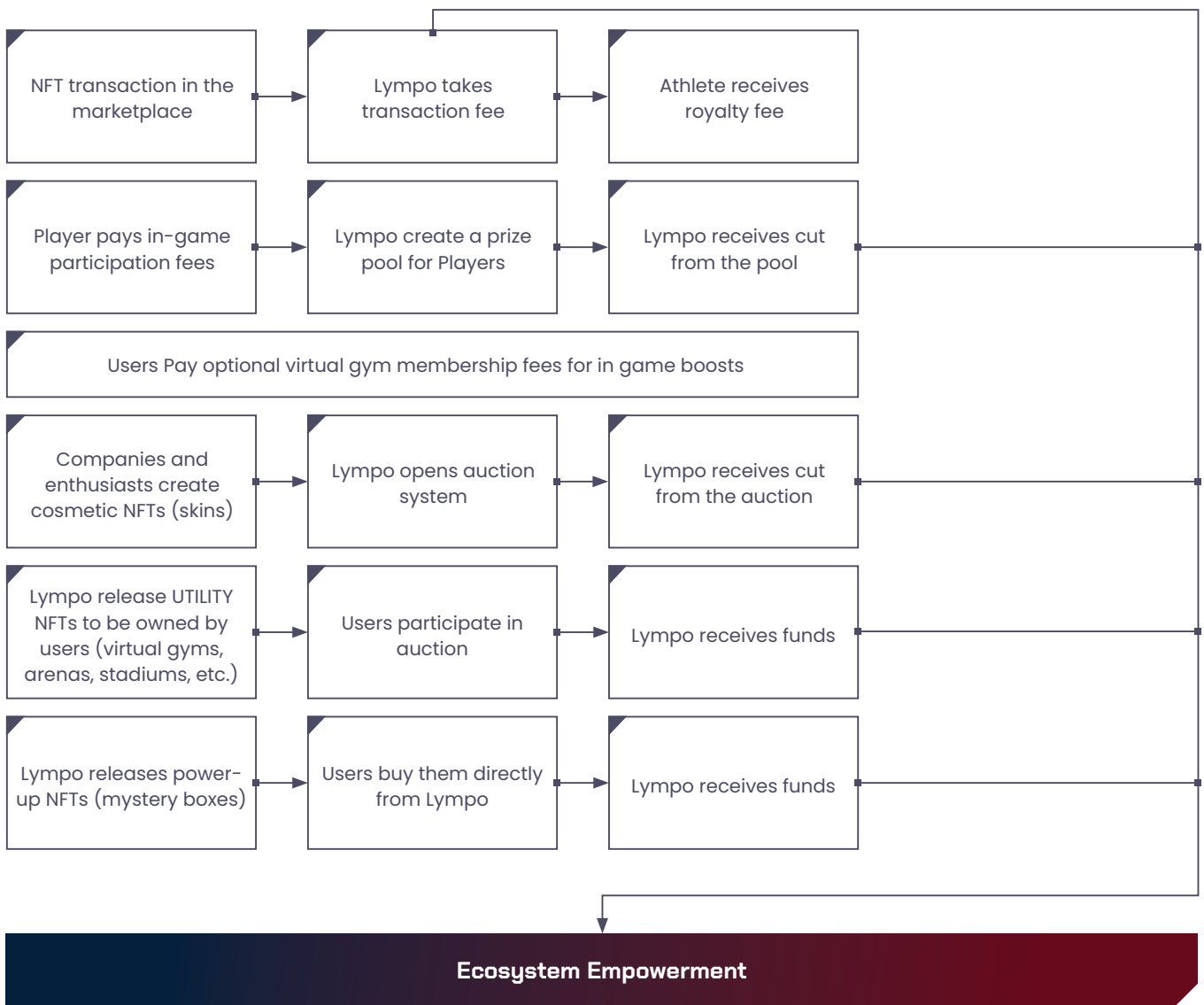
LMT token will be at the core of the Lympo content and media ecosystem. LMT will be used to purchase NFTs and pay game entry fees, and as rewards of competitions. Users can continue to stake LMT or LP tokens to earn NFTs from the three pools described above during the Content and Media Development Stage. They can also stake their NFTs to mint more LMT tokens.

The LMT tokens received by Lympo will be reintroduced to the ecosystem, thus allowing token circulation and ensuring both supply and demand for the token.



## LMT token flow:

This is an exemplary architecture various activities:



## 5. LMT Community Overview

### 5.1 Community and user base

LMT token is based on the audience that Lympo has built for more than three years since the release of the LYM token in January 2018. Lympo community includes more than 76,000 LYM token holders, 300,000 Lympo gamified fitness app users worldwide, and 75,000 social media followers. The Lympo community is excited about technology, particularly those related to sports and fitness, and media and entertainment. Sports NFTs and gaming are thus an ideal fit for Lympo's existing community.

### Afinity audiences

**65.7%** Technology/Mobile Enthusiasts

**56.0%** Technology/Technophiles

**54.7%** Sports & Fitness/Health & Fitness Buffs

**54.6%** Media & Entertainment

**50.1%** Shoppers

**46.2%** Food & Dining/Cooking Enthusiasts

**44.0%** Lifestyles & Hobbies/Outdoor Enthusiasts

**41.0%** Media & Entertainment/TV Lovers

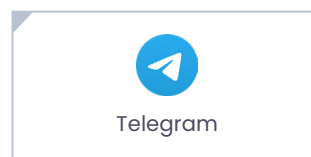
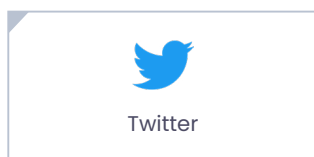
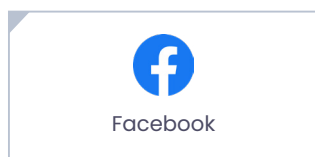
**41.0%** Shoppers/Value Shoppers

In addition to that, the Lympo LMT project will also reach out to blockchain gaming fans who are enthusiastically following the developments of REVV tokens and related games. LMT token will partner with various other projects developed by Animoca Brands.

## 5.2 Growth and distribution strategies of LMT token ecosystem

- Partnering directly with well-known athletes and clubs to reach their existing fan bases
- Digital marketing campaigns including Lympo NFT athletes, clubs and influencers
- Engaging community and NFT artists to participate in creating unique collectibles, adding additional value to digital cards
- LMT token staking and NFT minting activities to promote the soon-to-be-launched games and other content and media development activities, and to encourage collecting and trading re-released cards
- Competitions and rewards for NFT owners
- Various communication and community engagement activities including AMA sessions, Q&As, and media outreach

## 5.3 Community and social channels

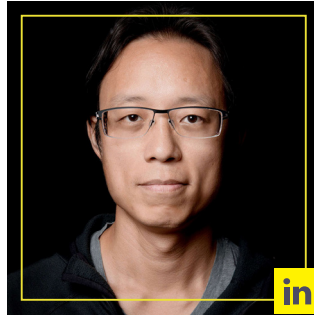


## 6. Project Advisors



**Ada Jonuse**

CEO and co-founder  
at Lympo • Women  
empowerment agent



**Yat Siu**

CEO at Outblaze,  
Animoca Brands



**Sean Dudley**

VP of Product at Animoca  
Brands



**Antanas Guoga**

CEO at Cypherpunk Holdings  
Inc (CSE) - Entrepreneur •  
Boards' member • Investor •  
Former MEP | Philanthropist



**James CK Ho**

Blockchain Gaming •  
Investment • Design •  
Business Strategy | Startup &  
Innovation



**Sherman Lee**

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Protocol • Investor at Deep  
Ventures • Contributor at  
Forbes & Hackernoon



**Nathan Sala**

Head of Engineering at  
Animoca Brands •  
Chief Decentralisation Officer



**Tanja Sammatti**

Project and Live-Ops  
Manager



**Jacky Yuk**

Software Architect at  
Outblaze

## 7. Legal

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