



# Alpine F1® Team Fan Token (ALPINE)

A Binance Fan Token for BWT Alpine F1® Team on Binance Smart Chain.

February 15th 2022



- ◆ The **Alpine F1® Team Fan Token** is a BEP-20 utility token designed to revolutionize the fan experience for all BWT Alpine F1® Team supporters. The token empowers BWT Alpine F1® Team fans to participate in team voting polls, hunt digital collectibles, purchase NFTs, and enjoy gamification features that are tied with fan rewards or great experiences.
- ◆ ALPINE is the official Binance Fan Token for BWT Alpine F1® Team and is used in the following functions:
- ◆ Current use cases:
  - ◆ **Engagement:** ALPINE token holders have the right to participate in fan engagement related voting sessions on the Binance Fan Token platform.
  - ◆ **NFT PowerStation:** ALPINE token holders will be able to stake their BWT Alpine F1® Team NFTs for fan rewards, digital collectibles, and more.
  - ◆ **Benefits:** ALPINE token holders have access to benefits such as engaging with BWT Alpine F1® Team on the Binance Fan Token Platform, signed merchandise, meet-and-greet with BWT Alpine F1® Team drivers, and other experiences etc.
- ◆ Future use cases:
  - ◆ **Gamification:** ALPINE token holders will be able to access multiple gamification features on the Binance Fan Token Platform.
  - ◆ **Donation:** ALPINE token holders will be able to donate directly to their beloved team and get a proof-of-loyalty badge.
- ◆ The ALPINE token is issued on the Binance Smart Chain (BSC) as a native BEP-20 token, empowering BWT Alpine F1® Team fans with broader accessibility, more functionalities, and lower transaction costs.
- ◆ The maximum and total token supply of ALPINE is 40,000,000. The circulating supply upon listing will be **11,360,000 (~28.40% of the total token supply)**.



## 1. What is Alpine F1® Team Fan Token (ALPINE)?

- ◆ The **Alpine F1® Team Fan Token** is a BEP-20 utility token designed to revolutionize the fan experience for all BWT Alpine F1® Team supporters.
- ◆ This will be Binance's inaugural F1® Fan Token launch, and the third Fan Token Launchpad project.
- ◆ The token empowers BWT Alpine F1® Team to participate in team voting polls, acquire digital collectibles, purchase NFTs, and enjoy gamification features that are tied with fan rewards and brand experiences.
- ◆ The ALPINE Fan Token aims to reshape the relationship between BWT Alpine F1® Team and their fans by providing blockchain-powered one-stop engagement and governance solutions leveraging the Binance Fan Token Platform.
- ◆ The ALPINE Fan Token further empowers BWT Alpine F1® Team fans by providing fans exciting and revolutionary ways to engage and grow with their favorite team.
- ◆ The BWT Alpine F1® Team can also incorporate the utility token into its ecosystem, enabling voting, NFT, and more.

## 2. Project Key Highlights

- ◆ **Blockchain Infrastructure:** The Alpine F1® Team Fan Token is issued on the Binance Smart Chain (BSC) as a native BEP-20 token. This provides greater accessibility to BWT Alpine F1® Team fans, and enables a wide range of token functionalities at low transaction costs.
- ◆ **Token Utility:** Alpine F1® Team Fan Token offers a variety of fan engagement options, including limited collectibles and integration with the Binance NFT Marketplace, engagement-based team rewards, exclusive privileges, voting rights, gamification, and special brand experiences.
- ◆ **Brand Identity:** BWT Alpine F1® Team currently has a digital fan base exceeding 6.2MM followers across their social networks. In partnership with the Binance ecosystem, the ALPINE Fan Token can be accessed by both the BWT Alpine F1® Team fan base and the entire Binance user base.

## 3. Token sales and economics

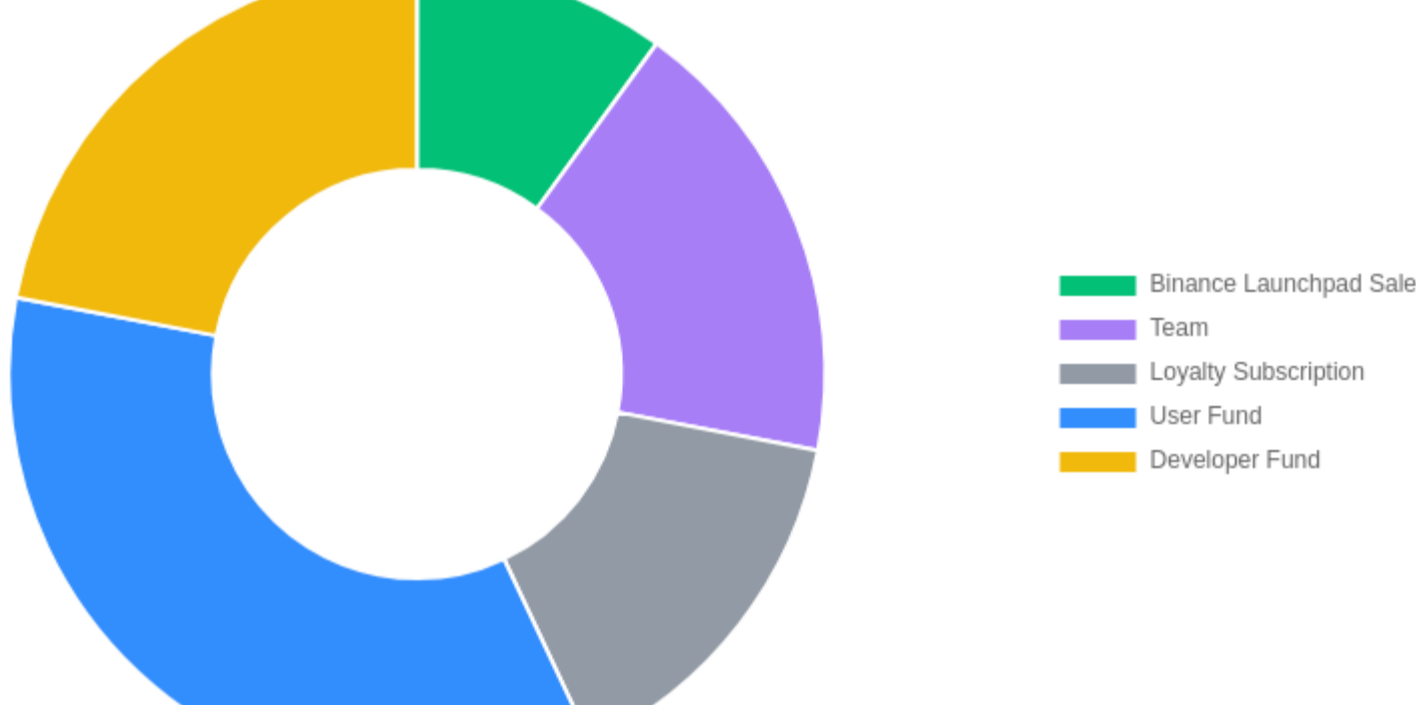
### 3.1 Token sales data

Token Name	ALPINE
Token Type	BEP-20
Total Token Supply	40,000,000 ALPINE
Binance Launchpad Sale Allocation	4,000,000 ALPINE (10.00% of the total token supply)
Binance Launchpad Sale Price	1 USD / ALPINE
Binance Launchpad Amount to be Raised	4,000,000 USD
Initial Circ. Supply When Listed on Binance	11,360,000 ALPINE (28.40% of the total token supply)

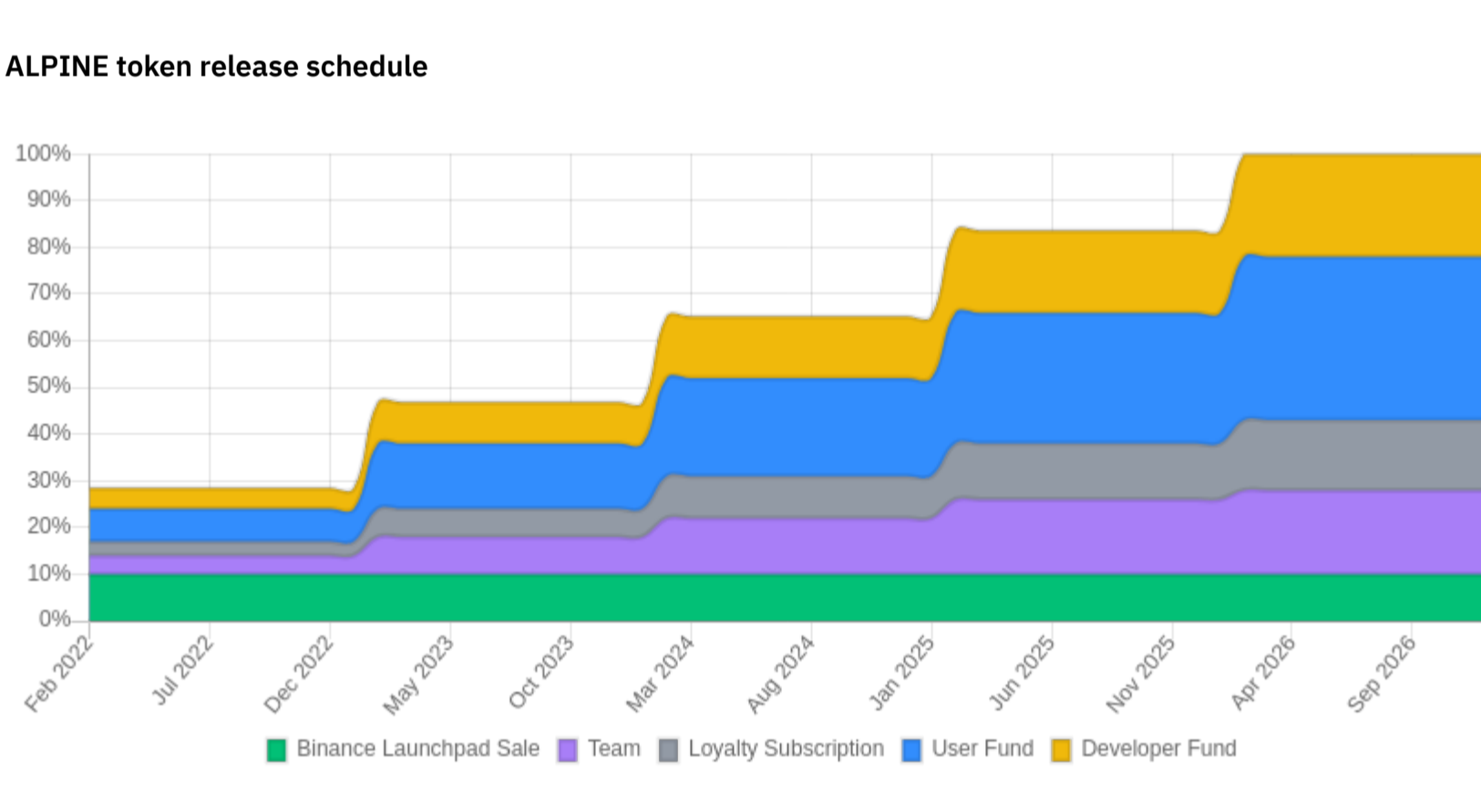
### 3.2 Token allocation

Token Name	ALPINE
Binance Launchpad Sale	10.00% of the total token supply
Team	18.00% of the total token supply
Loyalty Subscription	15.00% of the total token supply
User Fund	35.00% of the total token supply
Developer Fund	22.00% of the total token supply

#### ALPINE token allocation



#### ALPINE token release schedule



Note that the tokens will only be unlocked every twelve months.

## 4. Project team

**Guillaume Vergnas**  
B2B Partnerships Manager

5 years of experience building partnerships in F1® and the automotive industry.

[LinkedIn](#)

**Achille Dulac**  
Business Development Manager

8 years of experience in developing brand collaborations, relationship management, and market expansion.

[LinkedIn](#)

**Angela Liu**  
Partnership Coordination Officer

9 years of experience ranging from strategy consulting in the sports and entertainment industry.

[LinkedIn](#)

**Matthias Moulin**  
Global Business Development Manager, Brand Partnerships and Sponsorship

10 years of experience in acquiring and managing sponsorships, commercial partnerships, and account management.

[LinkedIn](#)

## 5. Roadmap, updates, and business development

### 5.1 Updated roadmap

#### Q1 2022:

- ◆ Start the Fan Engagement events on BWT Alpine F1® Team Page, which includes:
  - ◆ Voting
  - ◆ NFT Mystery box
  - ◆ NFT Collection
  - ◆ Loyalty Subscription
  - ◆ Gift Card

#### Q2 2022:

- ◆ Expand the Binance Fan Token use cases to:
  - ◆ Donation in Binance Fan Tokens
  - ◆ Team Games
  - ◆ Fan Shop Launch, e.g. tickets and merchandise
  - ◆ Integrate Fan Tokens into the BWT Alpine F1® Team ecosystem, e.g. membership, e-commerce platform

### 5.2 Commercial partnerships and business development progress

- Alpine Cars:** Established in 1955, Société des Automobiles Alpine SAS, commonly known as Alpine, is the French manufacturer of racing and sports cars. It is the parent company of Alpine Racing, the motorsport racing division and manufactures the cars for the BWT Alpine F1® Team races.
- Alpine Esports:** Established in 2021, Alpine Esports is designed to bridge the gap between reality and the virtual world. The goal of the program is to discover and hire the best virtual racers in the world to compete in the biggest virtual racing competitions. Alpine Esports and its partners seek to develop the skillsets of their drivers and take them to new highs in the **sim racing world**.
- Renault Group:** Renault Group is a French multinational automobile manufacturer established in 1899. The Group comprises 5 complementary brands (Renault, Dacia, LADA, Alpine and Mobilize). The company has expertise in electrification and currently produces a range of motor vehicles such as cars and vans. In the past, they have manufactured larger vehicles including trucks, tractors, tanks, buses/coaches, aircraft aircraft engines, and autorail vehicles.

## 6. BWT Alpine F1® Team's activity and community overview

Community growth strategies of BWT Alpine F1® Team include:

- ◆ **BWT Alpine F1® Team Online Store:** The official online store of BWT Alpine F1® Team, where users can find all merchandising and official products of the team, including F1® sweatshirts and jackets, gaming gear, suitcases and more.
- ◆ **BWT Alpine F1® Team Experiences:** BWT Alpine F1® Team has their own tours, and rallies to bring the best car racing experiences to their supporters. Alpine fans can participate in exclusive test drives in their latest Alpine cars in the Alpine European Tour, and join the Alpine Rallies around France, and even Ice Driving during winter. The Alpine Motorsport experience enables fans to enjoy a VIP welcome and exclusive events (i.e. meet-ups with Alpine drivers, access to the paddock, motorhome or hospitality, garage visits, discussions with engineers and race staff) around Formula 1, and WEC.

## 7. Community and social channels (data as of February 15th 2021)

- ◆ Facebook | 2.3MM Followers
- ◆ Twitter | 1.7MM Followers
- ◆ Youtube | 29.7K Followers
- ◆ LinkedIn | 148K Followers



## 8. Appendix

- ◆ [Binance Fan Token Platform](#)
- ◆ [Binance Fan Token Tutorial Page](#)
- ◆ [Binance Fan Token Team Profile Page](#)