



WHITEPAPER MYTVCHAIN 2.0

ENTER THE MYTVCHAIN UNIVERSE...

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1

THE SPORTS ECONOMY FOR THE META GENERATION



1

THE SPORTS ECONOMY FOR THE META GENERATION



WE ARE BRINGING A REVOLUTION TO THE WORLD OF SPORTS: MYTVCHAIN 2.0.

MyTVchain 2.0 is a Sports Ecosystem in which true fans engage in a unique digital experience to support their favorite athletes, earn rewards and make a living.



2

THE PROBLEM WE ADDRESS IS CRUCIAL



2

THE PROBLEM WE ADDRESS IS CRUCIAL

LACK OF VISIBILITY HINDERS ATHLETE'S CAREERS: SPONSORSHIP IS VITAL.

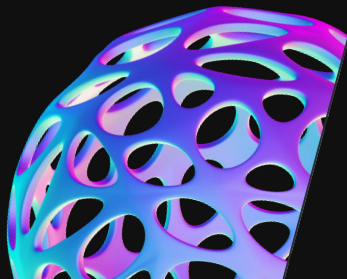
Every 4 years, people “discover” the same terrible stories:

many persons are forced to launch fundraising campaigns to attend the Olympic Games. Indeed, non-professional athletes suffer from little media coverage and thus funding. Attracting sponsorship to finance their career is tricky, while training and equipment remains expensive.

Athletes sacrifice their life to make us dream,

but they are struggling to get the finance needed to make this dream come true.

Moreover, private platforms are monopolizing the broadcasting rights of popular competitions and are thus seizing most of the value generated by sports and advertising.



2 THE PROBLEM WE ADDRESS IS CRUCIAL

LACK OF VISIBILITY HINDERS ATHLETE'S CAREERS: SPONSORSHIP IS VITAL.

At MyTVChain, we're committed to giving athletes their rightful place back at the center, so they can focus on what really matters.

Improving the sports ecosystem is not the correct solution because big sponsors are already in place. By building a new and balanced ecosystem through innovation and technology, we can bring back value to those who deserve it; fans and athletes.



3

INTRODUCING THE NEW SPORT ECOSYSTEM: MYTVCHAIN 2.0



3 INTRODUCING THE NEW SPORT ECOSYSTEM: MYTVCHAIN 2.0

MyTVchain is a decentralized and virtuous ecosystem that puts the link fan/athlete back at the center of the sports industry.

A THRILLING DIGITAL EXPERIENCE FOR THE TRUEST FANS ONLY

MyTVchain is the first blockchain sports ecosystem for true fans that allows you to :

- Collect ultra-rare legendary NFTs of your favorite athletes
- Watch their competitions live on our OTT Web TV
- Support them by sharing their performances while earning tokens in a decentralized ecosystem

A NEW WAY OF FINANCING THEIR CAREER FOR MODERN ATHLETE'S

MyTVchain is the first blockchain platform based on a freemium model which empowers athletes to :

- Own and monetize their content, generate additional income, while engaging with their fans without intermediaries.
- Offers fans a never-seen-before sport digital experience.

4

**WE DON'T JUST
IMPROVE THE
SPORTS ECOSYSTEM**



4

WE DON'T JUST IMPROVE THE SPORTS ECOSYSTEM



WE CREATE A BRAND NEW ONE. MORE EQUAL.

The only place where you can **collect** Legendary NFT of superstar athletes, **watch** the most thrilling sports competitions, **participate in** challenges and games, **support** athletes and **earn** rewards. All at the same time.

Here is how we made it possible.

4

WE DON'T JUST IMPROVE THE SPORTS ECOSYSTEM

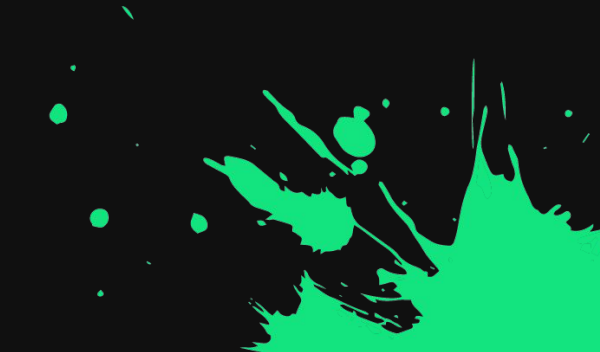
AN NFT MARKETPLACE

We're developing an NFT marketplace with a **state-of-the-art design** that offers a 360° experience for Sports and NFT Fans, who can purchase and collect NFT cards, participate in games and challenges, while supporting their favorite Olympic superstar athletes.

Our marketplace establishes a new and more intimate link between the fan and the athlete, by giving athletes the unique opportunity to increase reputation and generate additional revenue from the sale of their top-designed NFT card collections.

Each card is unique. Depending on your athlete's results and the rarity of your card, you will earn more rewards.

Come as a fan, become a sponsor: 4% of each transaction made on the marketplace goes directly to the athletes whose collection is featured, ensuring recurring passive incomes.



4

WE DON'T JUST IMPROVE THE SPORTS ECOSYSTEM

WEB TV'S FOR SPORTS

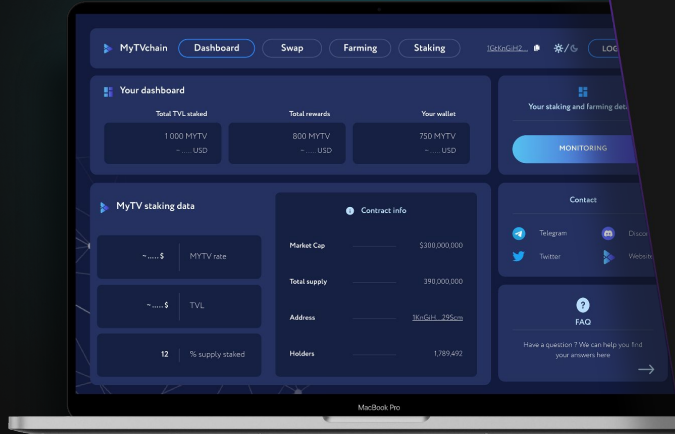
In only 4 years, we have worked with more than 850 sports clubs and have officially partnered with the **French National Olympic Sports Committee** to broadcast and promote over 80 sports to 5 million viewers:

- + 80 Sports broadcasted
- + 850 Clubs
- + 200 competitions every year
- + 5 Millions viewers
- + 58 countries

Each weekend, our Web TVs broadcast more than 100 live streams simultaneously, which is proof of the stability and scalability of our WebTV solution.

4

WE DON'T JUST IMPROVE THE SPORTS ECOSYSTEM



AN EASY ACCESS TO DEFI

You have access, in two clicks, to a **Staking and Farming** platform that allows \$MYTV token holders **to generate passive income**.

The user experience is central to our work. We have the ambition to offer our users **the most comfortable and intuitive experience possible**.

4

WE DON'T JUST IMPROVE THE SPORTS ECOSYSTEM

NFT, WEBTV AND DEFI. SUPPORTED BY THE MYTV TOKEN

The MYTV token is a **utility token** based on the Binance Smart Chain (standard BEP-20) with a total supply of **390.000.000 tokens** total supply. At launch, 71% of this total supply is locked on a governed smart contract. Locked tokens are progressively released to **reward users** through the MyTVchain ecosystem (staking/farming, Web TV's micro-rewards, ...)

The \$MYTV tokenomics is **built to increase in value over time** thanks to a deflationary mechanism. A low percentage of each transaction will be burnt to reduce \$MYTV circulating supply.

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**FAN2EARN: WHERE
LIVING YOUR PASSION
CAN MAKE YOU A LIVING**



5 FAN2EARN: WHERE LIVING YOUR PASSION CAN MAKE YOU A LIVING



THE BIGGER THE PASSION, THE GREATER THE GAIN.

As pioneers in what we do, we felt that play2earn was not enough.
We have created a unique way of supporting your athlete by living your
passion: The Fan2Earn.

COLLECT. PLAY. WATCH. SUPPORT.
TO EARN

5 FAN2EARN: WHERE LIVING YOUR PASSION CAN MAKE YOU A LIVING

COLLECT AND PLAY TO EARN.

GET EXCITED, OPEN, EXCHANGE CHALLENGE.

It all starts with your first collectible pack of cards. Buy a pack, open it, discover your champions, check the rarity of your card, and enter the MyTVchain universe.

Discover unique interactive NFT cards of your favorite young athletes, world champions and Olympic legends from all over the world in more than 50 disciplines.



Look for ultra-rare Legendary cards of superstar athletes with VFX signatures, special badges and backgrounds that are designed by our sports graphic design teams.

Your cards increase in value with each performance of the Athletes in your Deck.

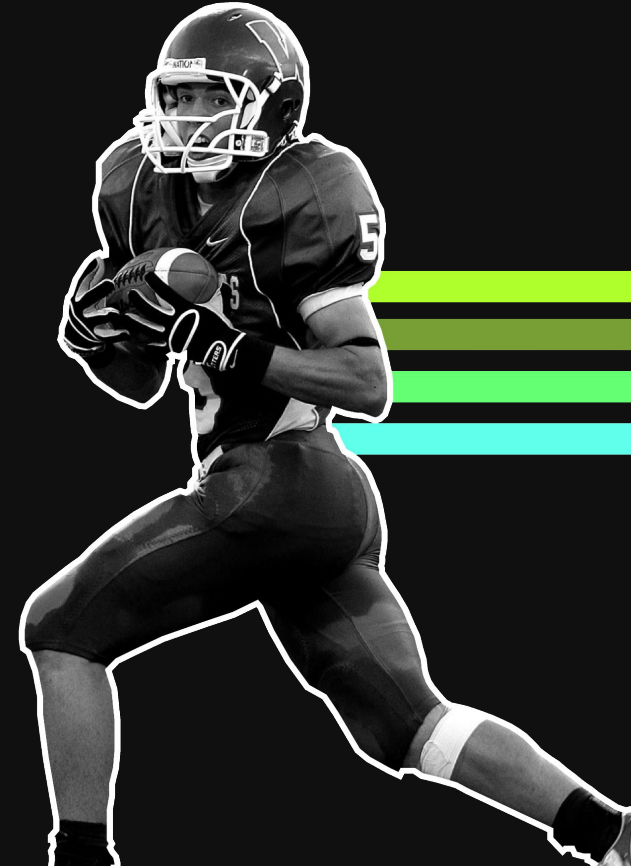
WHEN THEY WIN. YOU WIN TOO

5 FAN2EARN: WHERE LIVING YOUR PASSION CAN MAKE YOU A LIVING

If you are unlucky, you can also go to the secondary market and redeem the card you want (specific attribute, higher level of rarity, etc..) from other true fans to participate in challenges and earn rewards, tokens, and memorabilia.

Predict your athlete's achievement. Play your cards.
Earn tokens and more when your athletes perform well.

The marketplace's trading volumes will directly influence the income that athletes receive. Thus allowing buyers and resellers of NFT to actively contribute to the income received by athletes and therefore support their sporting career.



5 FAN2EARN: WHERE LIVING YOUR PASSION CAN MAKE YOU A LIVING

WATCH TO EARN.

EXPERIENCE SPORTS LIKE NEVER BEFORE

Earn rewards by watching any type of sport competitions on our Web TV platform. All sports are on MyTVchain. The community chooses the content and creates value.

Play with your NFT and earn even more rewards as your athlete performs.

Watch historic moments, react, and share with all your friends on your social networks. Earn rewards for every video shared. Make your champion shine.

React to live competitions on your social networks and earn tokens for your enthusiasm and support.

Federations, clubs and sports broadcasters of all kinds can create white label Web TVs, on a freemium model, from what they own and how they monetize their content, interact and look after their communities.

From the sports association which only has a smartphone as its equipment, to the federation which already has professional cameras, each actor has his place on MyTVchain.

5 FAN2EARN: WHERE LIVING YOUR PASSION CAN MAKE YOU A LIVING

SUPPORT TO EARN.

COME AS A FAN, AND GET PAID FOR IT.

Support your favorite athletes and clubs by buying and collecting their NFTs.

They earn money, they can better prepare for their competitions, win titles, and your cards increase in value.

You can donate some of your tokens to your champions and buy exclusive services (mentoring sessions, signed jerseys, etc.) to support them.

6

MYTVCHAIN: A TEAM OF CHAMPIONS



6 MYTVCHAIN: A TEAM OF CHAMPIONS

OUR TEAM MEMBERS HAVE THE EXPERTISE AND LEGITIMACY TO CARRY OUT OUR VISION

MyTVchain is a French startup founded by Corneliu, an expert in OTT technologies, Junior Bouis, a former top athlete, and the world of blockchain. Three different worlds, but the same values and a common vision.

We believe that people can excel and pursue innovation to create a fairer world.



MyTVchain is a team of high achievers who focus on efficiency, mutual aid and surpassing oneself. Our Sport Culture is deeply rooted in our values and our way of working. Our team is made up of complementary skills and high-level profiles within different disciplines: Blockchain / NFT / OTT / SPORT

We deliver our promises quickly, and our ambition grows year after year.

6 MYTVCHAIN: A TEAM OF CHAMPIONS

KEY TEAM MEMBERS



François Le Page
Deputy CEO



Corneliu Fridgant
Founder



Junior Bouis
Founder & Sales
Manager



Florin Novac
Founder & Technical
Manager



Lucas Condello
Project Manager



Rémi Delafontaine
Head of Partnerships



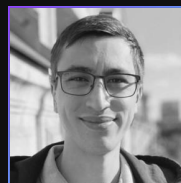
Victor Vernede
Chief Blockchain Officer



Vincent Katchavenda
Blockchain Advisor



Jules Bertrand
Blockchain Developer



Charles Beyer
Lead Blockchain
Engineer



Alexandre Dutarde
Blockchain Project
Manager



Laure-Aline Bellenfant
UX/UI Designer

7

BACKERS AND PARTNERS



7

BACKERS AND PARTNERS



WE ALREADY HAVE BIG NAMES ON BOARD

We are ambitious to scale up worldwide by partnering with **Smart-Chain** (a consulting and development firm, specialized in Blockchain technology) and **The Blox** (a marketing and communication Blockchain expert, led by the CEO of several successful projects, such as Smartlink) to create MyTVchain 2.0, a major turning point in the history of MyTVchain.

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BACKERS AND PARTNERS



Japanese multinational electronics company, headquartered in Yokohama.



Women's soccer club of Monaco



Blockchain specialized media that covers 4 languages and gather +1M monthly lectors



Hasheur
440K+ Subscribers

Biggest french blockchain youtuber, owner of several blockchain businesses



A major player in the media and digitalization of sports at the international



French National League of Handball



French television channel of the French National Olympic and Sports Committee



French Gymnastic Federation

7

BACKERS AND PARTNERS



Experts in cryptocurrencies and blockchain, they offer staking services and, more generally, securitization and validation



HEC's blockchain association, they organize AMA conferences to discover and challenge blockchain projects



Blockchain consulting French leader, they design and implement Blockchain solutions to improve operational performance and create value in ecosystems



Non-profit organization & second biggest Do-Tank of the african diaspora, EiC provide a credible and sustainable financing alternative for Africa's development



House of Chimera is a blockchain research and advisory firm, delivering high-quality research papers for cryptocurrency ventures and investors. They have worked along with multiple ambitious cryptocurrency projects, such as Syscoin, Zilliqa, XCAD Network.



French National Olympic and Sports Committee



One of the world's most successful early-stage venture firms, with over \$3 billion under management, one of the first Ripple investors



French Binance Smart Chain Telegram Group with +6600 members, they organize AMA with blockchain projects

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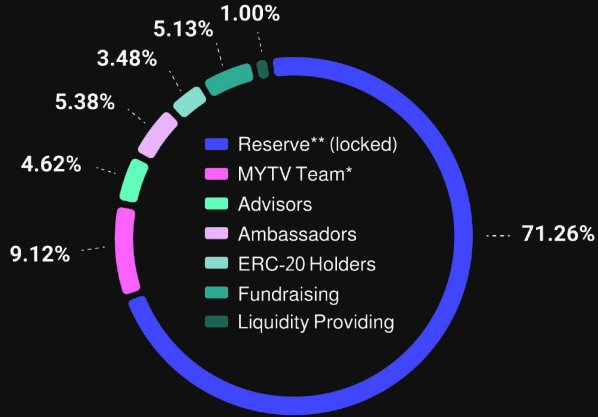
TOKENOMICS



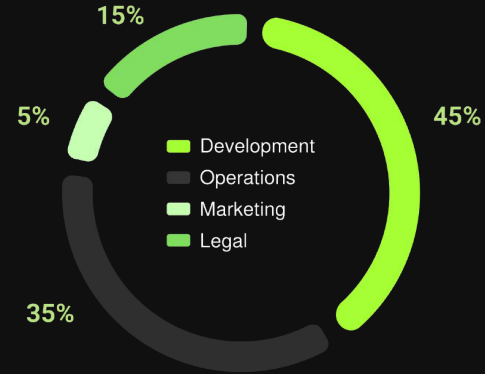
8 TOKENOMICS

20,000,000	\$0.12	\$1,520,000	<\$800,000
\$MYTV tokens for Sale***	Public Sale Price	Hard cap	Initial Market Cap

Total supply
390,000,000
\$MYTV



TOKEN DISTRIBUTION



FUNDS ALLOCATION

* 10% Unlocked after 24 months and then 30% semi-annually

** Controlled by MyTV team at first with full transparency

** Controlled by the community as soon as the voting contract is ready

*** Tokens unsold will be burnt at launch

9

THE MYTVCHAIN ROADMAP



9 THE MYTVCHAIN ROADMAP



We are on a mission to build tomorrow's biggest sports ecosystem.

Here are the 8 phases of our development:



PRACTICE

Q1/Q2/Q3/Q4 2020

- Creating functional Web TVs, reaching 700+ clubs in 50+ countries
- Just Mining partnership

WARM UP

Q1/Q2 2021

- Reaching 850+ clubs, 5M viewers, 56 countries, broadcast 100+ competitions every week, 2M CA

9 THE MYTVCHAIN ROADMAP

STARTING BLOCK

Q3/Q4 2021

- Creating the new Fan2Earn Vision.
- Development of the Marketplace
- Architecture, Design and Branding, Dev.
- Smart-contracts of the Marketplace,
- Smart-contracts Audit by Haechi Labs
- Strong partnership : House Of Chimera , The Blox, Agence E-sport

THE FIRESHOT

Q1 2022

- Public Sale
- Blockchain migration to Binance Smart Chain (BEP-20)
- Listing on Pancake Swap
- NFT Marketplace Launch
- Dashboard v1 : Staking & Farming Launch
- Official presentation of the Fan2Earn V1

ACCELERATION

Q2/Q3 2022

- Listing on centralized exchanges
- Development of MyTVchain 2.0
- Token integration on mytvchain.com
- Dashboard v2 : Masternodes + Governance

9 THE MYTVCHAIN ROADMAP

MAXIMUM SPEED

Q4 2022

- Fan2Earn V2: Cards increase in value when athletes perform well, participate in challenges, earn tokens by doing specific actions
- Onboarding European athletes to the marketplace
- Development of international clubs/federations on the platform.

FINAL SPRINT

2023

- Fan2Earn V3: A real and complete gaming ecosystem
- Starting international deployment (E.U and non-E.U countries)
- MYTV token implementation in white label
- Onboarding world-class & Olympic athletes to the marketplace
- OG 2024 preparation
- WebTV's international key partnerships

FINISH LINE - A PLACE IN HISTORY

2024 and beyond:

- Fan2Earn V4
- Be part of the Olympic Games. Helping more than 1000 athletes all around the world to monetize and animate their community
- Empowering more than 200M fans to live out their passion



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**THE WORLD IS READY FOR
US, COMING SOON**

10

THE WORLD IS READY FOR US, COMING SOON



COMING SOON

COMING SOON

COMING SOON

By 2024 and the Paris Olympics, the ambition of the project will make MyTVchain a key player in the distribution of sports video content and NFT cards, allowing fans to engage with their favorite athletes and support them from their physical training to their sporting achievements!

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JOIN THE RACE



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JOIN THE RACE.



NEVER MISS A NEWS ABOUT OUR (R)EVOLUTION

[MYTVCHAIN.IO](https://mytvchain.io)



CONTACT

MARKETING@MYTVCHAIN.COM