Version 1.0

12/20/2022

NFTCG

Generation 2: "Going Bananas"

Pitch

1 — Breakdown

2 — Market Interest

3 — Why Us?

4 — Specifications

5 — Implementation

Pitch

Big Picture

12/20/2022

1 —

Abstract

2 —

Motivation

3 —

Rationale

Pitch

Abstract

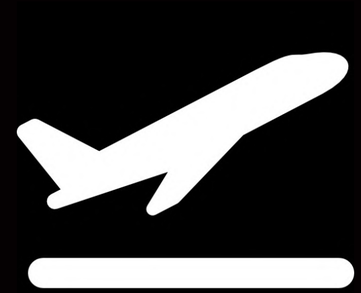
Bored Ape Yacht Club will be the pilot collection that introduces Physically Backed Tokens under the EIP-5791 contract, in the form of a physical collectable trading card game. This not only allows for immediate authentication of every physical trading card, but also allows for future on-chain interaction in order to play NFTCG within the Otherside. In doing so, BAYC is able to push forward the first macro implementation of PBT technology within the Web 3.0 and IOT space.

Each booster pack in this pilot collection is exclusively purchasable in $APE, pushing forward further exposure and adoption of the token.

5% of revenue generated from NFTCG Generation 2 “Going Bananas” and all Yuga Labs related collections will be allocated towards endeavors that are to benefit the Ape DAO as a whole.

12/20/2022

1 — PBT Pilot



2 — $APE Exclusivity

3 — ROI

Pitch

Onboarding

The BAYC community should be the ones to take PBT technology to a never before seen macro scale, by funding a proposal that plans to manufacture 6000 PBTs for this trading card game collection purposed with onboarding more people to the NFT ecosystem.

Adoption

Since $APE will be the exclusive payment method for this and all future NFTCG collections, the APE community can ensure greater adoption of the $APE token as a transfer of value within the overarching trading card game ecosystem.

Otherside

Tokenized versions of Generation-2 NFTCG cards will be implemented within the Otherside. Players will have exclusive access to their physical cards as an NFT. When the physical cards are traded IRL, so will the access to the NFT cards within the Otherside.

Pitch

Market Penetration

The TCG industry is currently valued at $25 billion (projected to hit $98 billion by 2027). NFTCG serves as the platform that will incorporate the BAYC brand to disrupt the TCG market with industry-first PBT technology.

Mass Inclusion

While BAYC is the proposed pilot collection that introduces mass adoption of PBTs in Web 3.0, it is only the first of many planned collections that will continue to feature this technology. The consistent introduction of new collections to NFTCG will introduce a wider player base to the Otherside.

Pitch

Market Interest

12/20/2022

1) Order Value

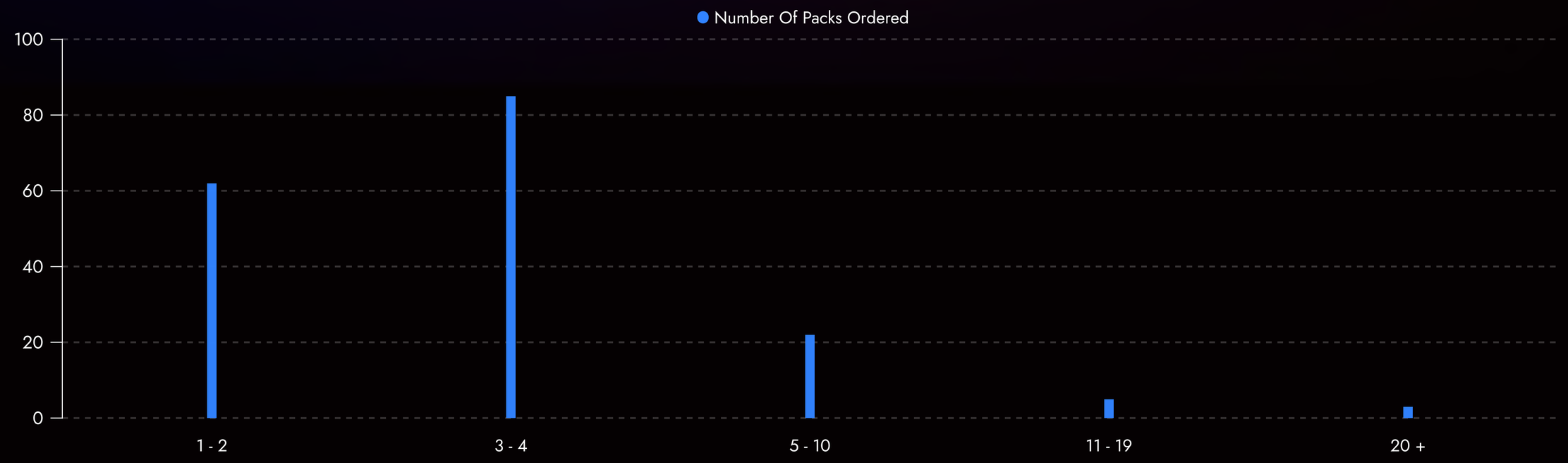
2) Conversion Rate

3) Visitors By Country

Pitch

Bulk Orders

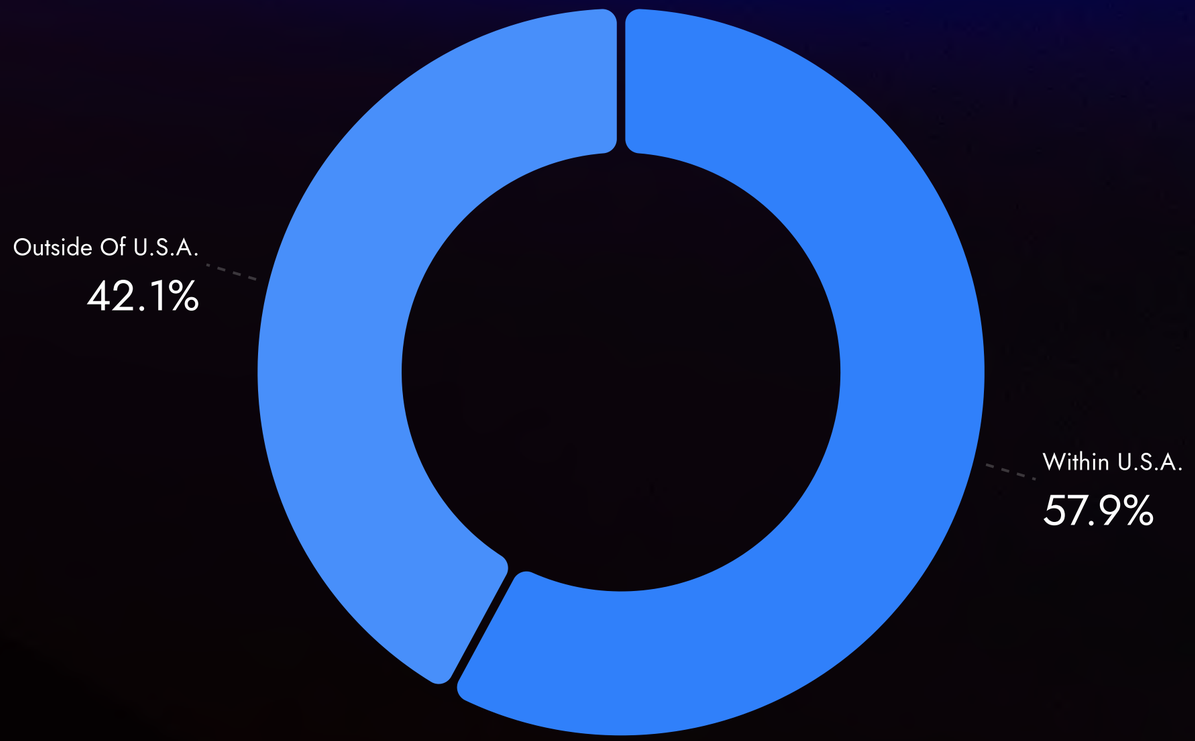
The average order value was $46.19, or 4.619 packs per order. This data point suggests that customers tend to buy multiple packs, and that there is a pool of repeat buyers for future collections.



Pitch

Global Presence

Customers' geographic locations were recorded to provide insight regarding our global market. 57.9% of customers were located in the United States, resulting in 42.1% of customers being located abroad.



Pitch

Industry Conversion Rate

5%

Generation 1 Price Per Pack

$10.00

Domestic Customers

57.9%

Our Conversion Rate

10.25%

Average Order Value

$46.19

International Customers

42.1%

Pitch

WHY US?

1) Access to an experienced design and illustration team.

2) Partnered with an experienced trading card manufacturing company.

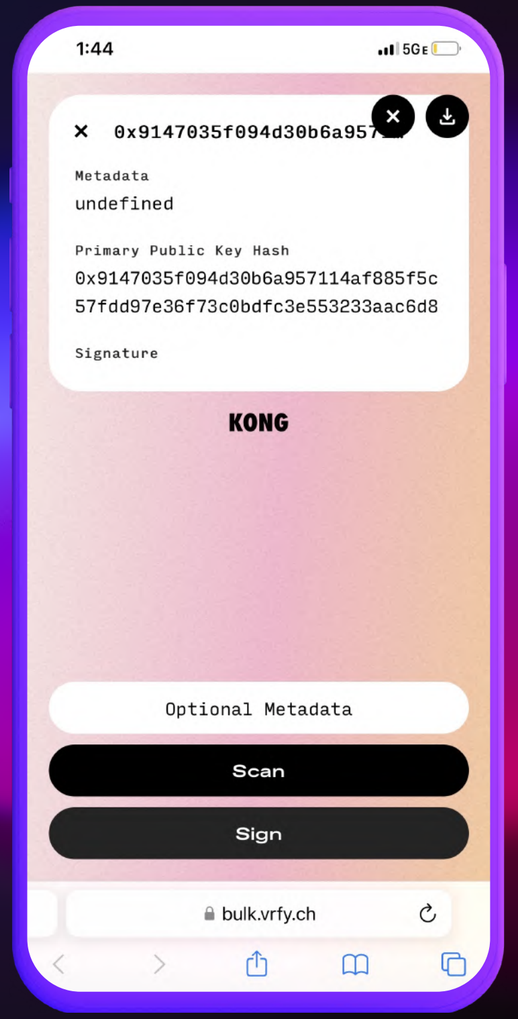
3) Team is invested in ApeCoin, strives to obtain Yuga Labs NFTs, and is well connected with other large NFT communities.

Pitch

Each NFTC chip, inserted into a NFTCG card, allows for card authenticity verification across all mobile devices without the need for any third party application.

NFTC chips encoded with the EIP-5791 protocol and PBT contract allow for the tying of a digital card to the physical card, permitting both physical and virtual gameplay immutably tied to the physical object.

A popular analogy for this sort of tech is to imagine a Ledger, or any sort of hardware wallet. These are physical devices that contain a uniquely encrypted private key. The physical device must be present for any on-chain transaction of transfer of ownership to take place.



Pitch

ARX Chips

12/20/2022

NFTCG Generation 2 "Going Bananas"

Pitch

Collection Breakdown

Collection Title

NFTCG Generation 2 "Going Bananas"

Booster Packs

1000 Booster Packs

- 6 cards per pack; 3 common, 2 uncommon, 1 rare OR holographic

Card Content

Design

- 55 unique BAYC card designs on the frontside; custom art on the backside
- OpenSea verification, card authenticity verification, and digital card available upon chip scan

Game Mechanics

- Frontside displays statistics and type relevant to card gameplay, displayed in the image on the right

Pitch

Payment & $APE Discount

12/20/2022

Payment Method

The packs will be exclusively purchasable in $APE to help promote greater adoption of the token. The price of each booster pack containing six random cards will be $15 USD, paid in $APE.

15 USD = 4.27 $APE

$APE Discount

To encourage the staking of $APE beyond its use as a purchase method and APR, customers holding $APE in their Metamask wallet will receive the following discounts:

- Customers holding 100 $APE will receive a 2.5% discount on their Generation 2 Booster Packs.
- Customers holding 1000 $APE will receive a 5% discount on their Generation 2 Booster Packs.
- Customers holding 5000 $APE will receive a 10% discount on their Generation 2 Booster Packs.

Pitch

IMPLEMENTATION & TIMELINE

PHASE 1: TWO WEEKS

BAYC card selection raffle; Community leaders card selection; Finalize delegates from community

PHASE 2: THREE WEEKS

Card illustrations; Card and packaging design; Card stats selection; Game testing and balancing of each card

PHASE 3: FOUR WEEKS

Manufacturing of NFC microchips; encoding NFC chips; calibration and programming of EIP-5791 contract

PHASE 4: FOUR WEEKS

Card manufacturing; Insertion of NFC microchips into cards; assigning digital cards to physical cards with PBT contract; booster pack manufacturing; packing and sorting cards into booster packs

PHASE 5: TWO WEEKS

Metamask payment system permitting users to purchase using $APE, identification process to apply $APE discounts if applicable; updating website with new card designs and product images

OVERALL COST

$66,292 in APE

Advisory Board, Illustrations, Graphic Design, NFC Chip Manufacturing, Chip Calibrating, PBT contract creation, Card Manufacturing, Booster Pack Manufacturing, Card Sorting and Packaging

Pitch

THANK YOU!

Pitch