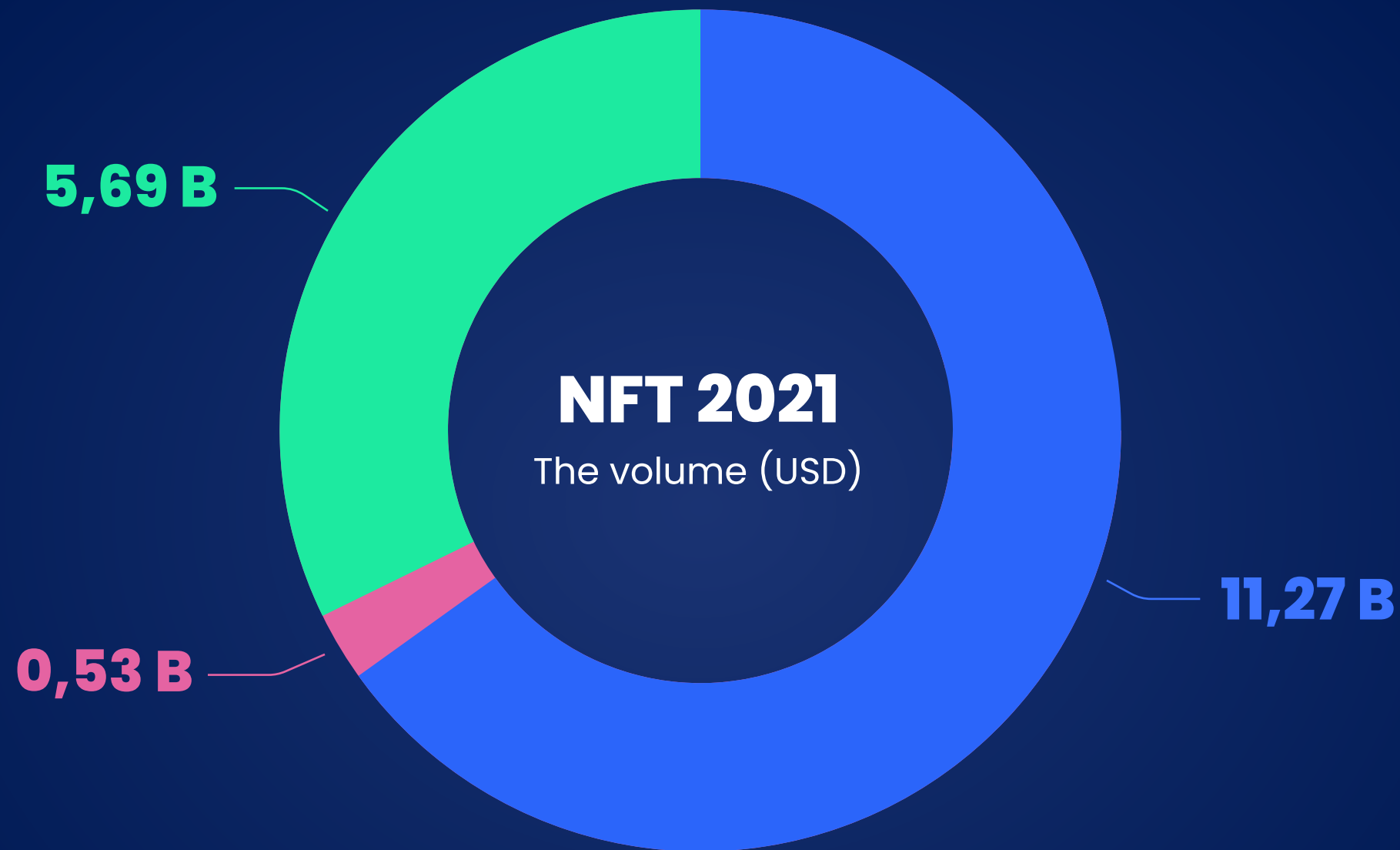# TRUE

We bring brands and game developers
into the NFT world

POWERED BY

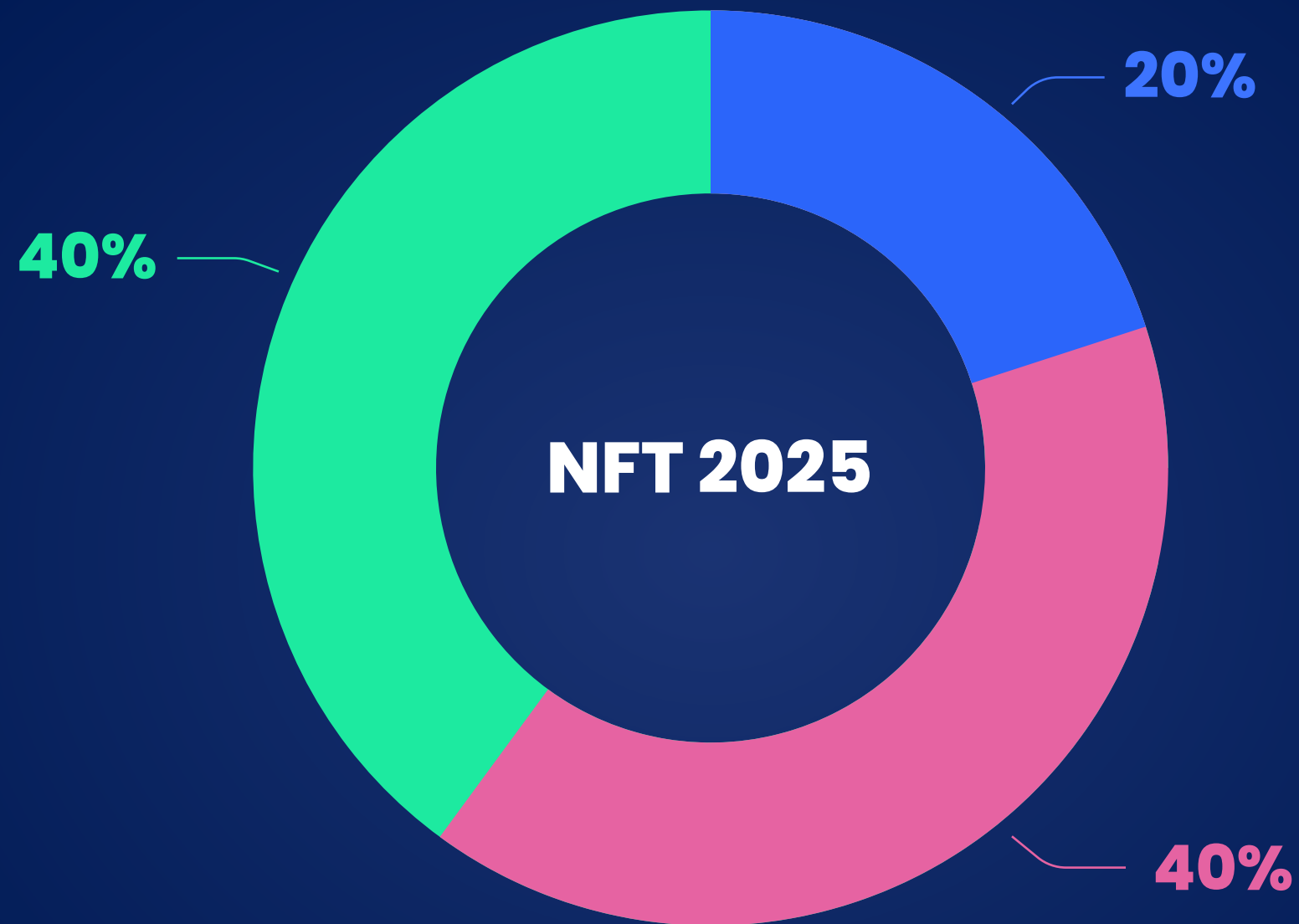polygon

The power and potential of NFT is not disclosed. Static images without utilities in NFT are boring

5,69 B

NFT 2021
The volume (USD)

0,53 B

11,27 B

● **Static**

● **GameFi**

● **Utilities**

*NonFungible, NFT Market Annual Report 2021

The market is being transformed

20%

40%

40%

- Static
- GameFi
- Utilities

NFT 2025

*aggregated projection

Who will provide growth

Game Developers

20%

40%

40%
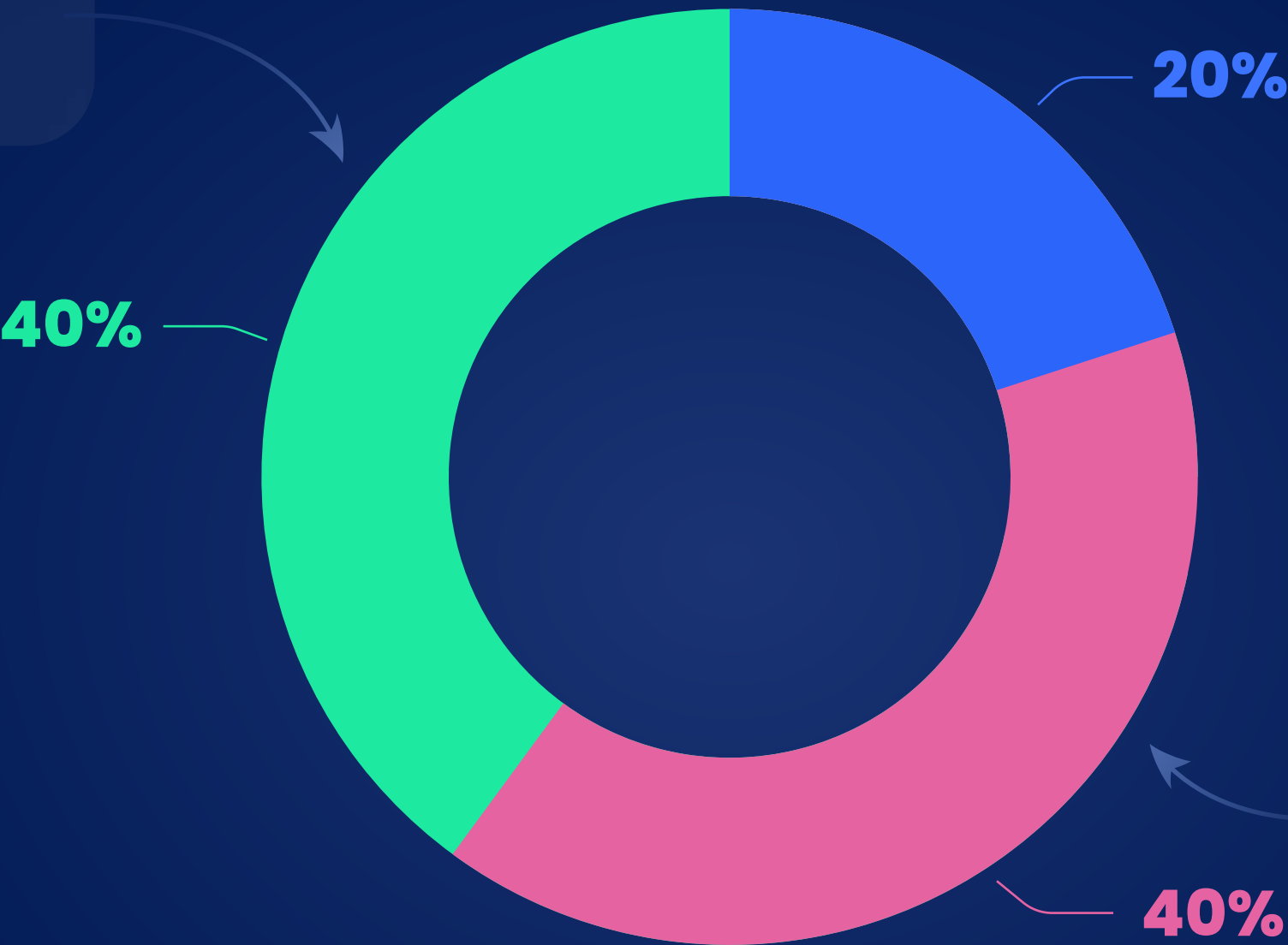
Brands & Companies

- ● Static
- ● GameFi
- ● Utilities

Expanding TRUE opportunities of NFT's

TRUE Ecosystem

White Label Marketplace + **Built-in Oracle** + **SDK** + **TRUE app**

NFT next gen

Real Utility ← NFT → GameFi
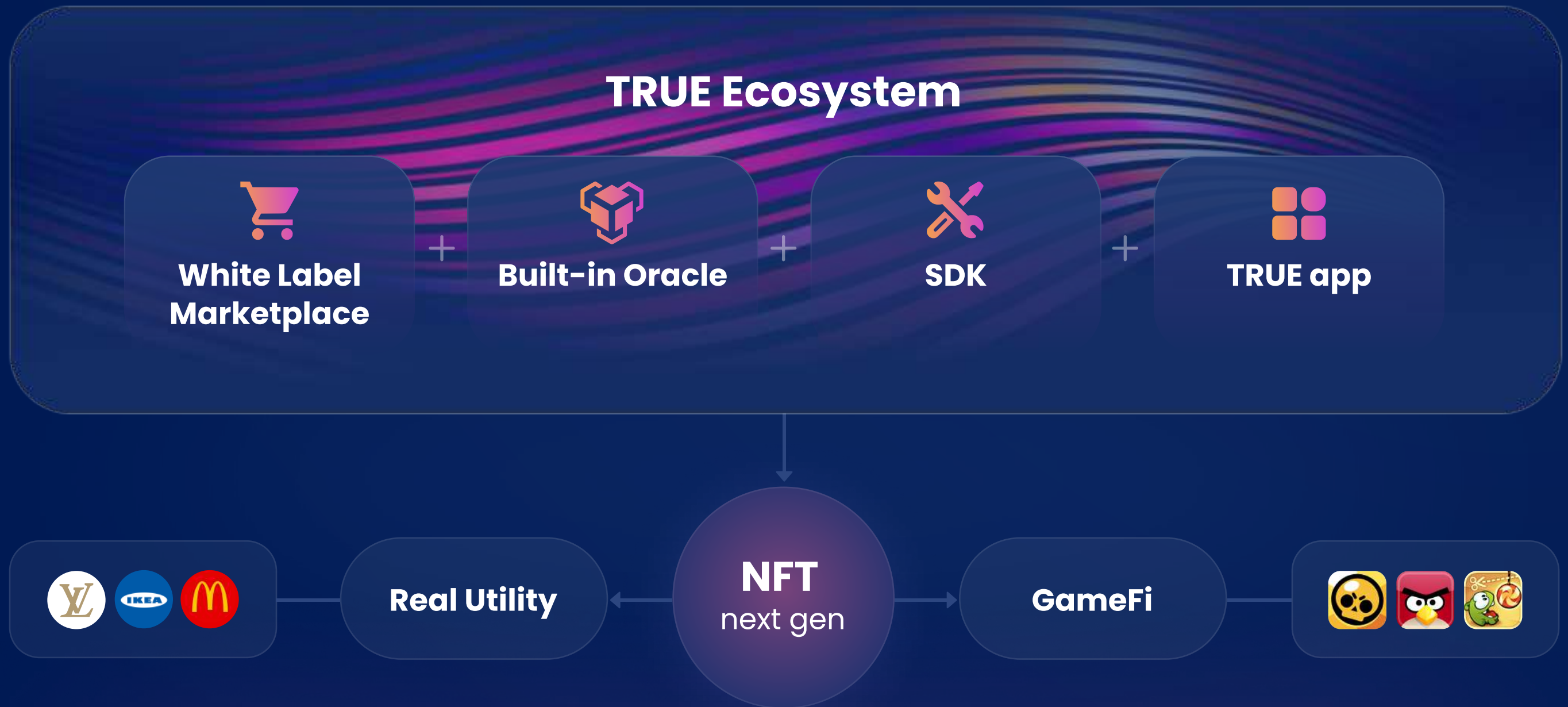
TRUE technologies make it possible to endow NFTs with powerful utility functions, such as linking real and virtual objects, creating game mechanics with the use of tokens, and much more.

What is TRUE ecosystem

This is multichain ecosystem with various members and partners. The heart of the system is a ready-made infrastructure of several interconnected products: NFT marketplace, Oracle, True App, SDK.

Wallets

Games

ORACLE

NFT Marketplace

Brands & Companies

TRUE APP

SDK

Companies & Services

Game Developers
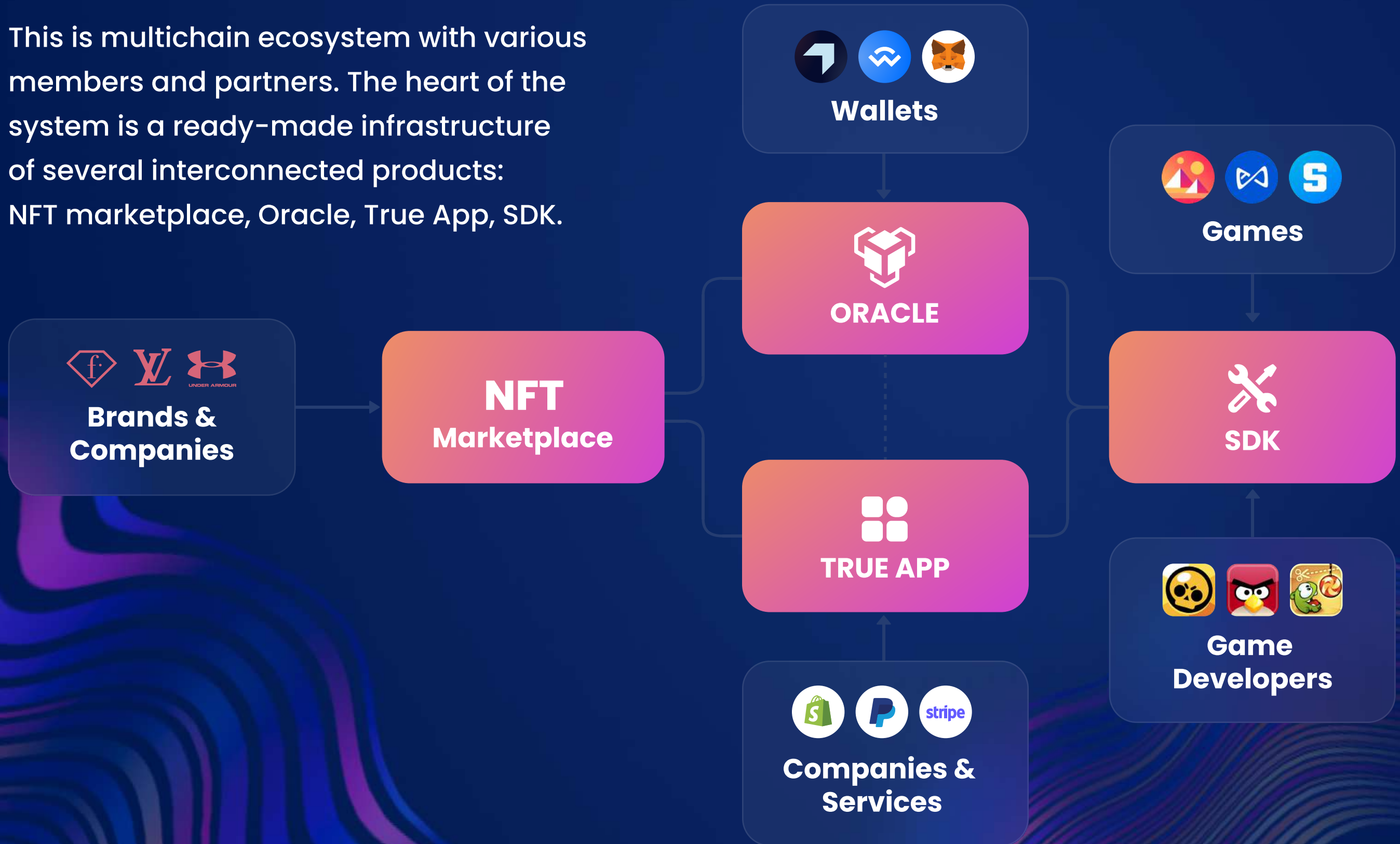
TRUE is a ecosystem for launching next gen NFT projects

Technologies that unite all market participants

TRUE

NFT artists & creators

- Profit from sales
- Millions of Brands audience
- Collaborate with global brands

Game developers

- Game worlds for building projects
- SDK out-of-the-box tools
- Built-in Oracle
- TRUE app & anti-fraud AI
- Cooperation with brands

- Merchant office
- NFT launchpad
- Creators services and certified game developers
- Legal contract & fiat currency

Brands

Proof of Product

TRUELAB

Game developer &
Sister company of TRUE

+

f∙ fashiontv

World famous
fashion brand #1

Successful case of NFT drops implementation in games with collaboration of Fashion TV & True Lab

Active Game Session
True Lab Game ⤭ True App

Player wins NFT items in the game according to the mechanics

→

Gets & saves NFT on True App with detailed data & description

User able to collect, resell or withdraw owned NFT. And also buy new one on Marketplace.

↓ ↑

TRUE Marketplace

→

Collected NFT unlocks new features in True Lab games
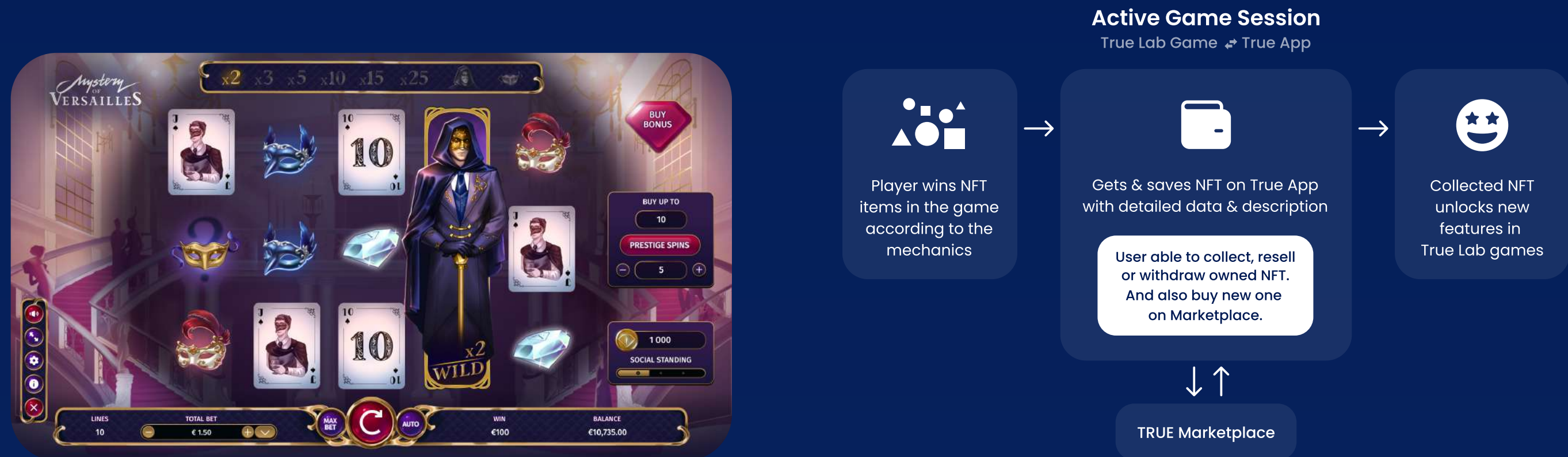
Our infrastructure helps game developer to implement smart contracts via ready-made technologies using SDK and API

Proof of product: Bellator case

Real utility:
- ✓ NFT fighters cards with live characteristics
- ✓ Virtual fighter albums
- ✓ Fashion collections with NFT merch
- ✓ Event tickets

NEW brand experience

TRUE Ecosystem

BELLATOR → Merchant office → Minting dynamic NFT's

IGO NFT launchpad
TRUE white label

Bellator NFT marketplace
TRUE white label

◈ ORACLE
✕ SDK
▦ TRUE APP

→ **NFT** next gen

Partners marketplaces

GameFi:

Virtual MMA fights on Bellator Island
- ✓ Create and train your fighter to upgrade his skills
- ✓ Buy equipment
- ✓ Build up your teams and participate in global tournaments
- ✓ Collect points and fight for the world MMA crypto champion title

TRUE helps brands to deliver their own NFT projects featuring GameFi mechanics and dynamic NFT utilities to connect virtual assets with the real world.

TRUE Community growing strategy

Brand community

Partners Clients

TRUE ecosystem

Gamers

Crypto community

Stakers

Gamers

Why we are focused on Global Brands?

Expensive cost per user in crypto
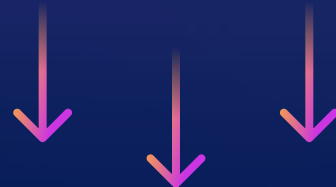
$479B – Brands Global Digital Ad Spend

Brands have millions of loyal audience

We provide ready-made technologies with which Brands launch their own NFT projects, we get access to their audience

TRUE Community

DeFi tools — Loyalty & Refferal programs — Exclusive NFT drops — Play-to-Earn activities

A **sustainable business model** based on the growth of the token due DeFi tools, earn mechanics, transaction fees and the growth of the community due to the audience of global Brands

TFT Token utility

Games

Staking TFT for access to Ecosystem

Staking TFT for open merchant office

Brands & Companies

TRUE ecosystem

Staking TFT for access to SDK

Game Developers

Staking & Farming **TFT**

Statuses for **TFT** only

Exclusive drops for **TFT** only

Play to earn games

Users

The way to success

Since 2018, we have been creating IT solutions for online games using blockchain, artificial intelligence and machine learning technologies. We already have ready-made products that will become part of the TRUE ecosystem.

Headquarters

Lisbon, Portugal

Co-founders

Dan CEO

Linked in

Serial entrepreneur with vast experience in IT product development since 2005. Held a successful ICO in 2017 having attracted over 2000 BTC to the gaming project, which became an acknowledged leader in the industry within 3 years. Majority owner of a group of companies with an estimated value of over $50M.

Eugene CTO

Linked in

15 years of experience in full cycle development and further support of multiple international and local projects — complex web-services in pharma industry, e-commerce and blockchain.

Leading a team of more than 50 front- / back-end developers.

Sergio CBO

Linked in

Entrepreneur since 2011. Without any external investment built from scratch a group of companies with a total revenue of $7M, combining IT technologies with traditional B2B business. Implemented joint projects with international brands Hilton, Radisson Hotels Group, Accor as well as large international tier-1 vendors: LG, Bentley, Dometic, Voglauer.

Dennis IR

Linked in

As an entrepreneur Dennis is focused on social impact. In 2013 he cofounded several education startups. Completed projects within top European startup conferences like Slush and Arctic 15 as well as international investor relations assignments in Sweden, Russia and Germany. His professional skills developed while working at risk management at Evli investment bank, audit at Ernst & Young and key account executive at PMI.

Token distribution information

	In tokens	In %	Initial unlock %	Unlock in tokens	Cliff	Vesting
Seed round	4,000,000	4.00%	5.00%	200,000	3	24
Strategic round	5,000,000	5.00%	7.00%	350,000	3	20
Private round	6,500,000	6.50%	8.00%	520,000	3	18
IDO	1,500,000	1.50%	20.00%	300,000	1	4
Strategic partnerships	5,000,000	5.00%	0.00%	0	6	16
Team	20,000,000	20.00%	0.00%	0	6	24
Marketing	4,000,000	4.00%	2.00%	80,000	3	18
Token liquidity	4,000,000	4.00%	15.00%	600,000	1	6
Community incentives	20,000,000	20.00%	0.00%	0	0	36
Liquidity mining	30,000,000	30.00%	1.50%	450,000	0	36

Roadmap

Q1 2022

TRUE Marketplace
- NFT Status

TRUE Profile
- User profile
- Security center
- Personal information
- Asset center

TRUE Community

Q2 2022

NFT projects for Brands
- True Flip
- True Lab
- Leading MMA promoter

IDO

TRUE Marketplace
- NFT Oracle
- NFT Collections
- Mystery Box
- Gift-box NFT
- Merchants accounts
- NFT Oracle

TRUE Profile
- Public profile
- Referral program

TRUE Earn
- Staking
- Farming
- Flip's Star game

TRUE App
- Crypto-wallets integration
- Polygon chain integration
- Everscale chain integration
- B2B accounts

Q3-Q4 2022

NFT projects for Brands
- Fashion Brand
- World famous game developer

SDK for game developers

TRUE Earn
- Daily wheel game
- Holder's Game
- Quests & Missions

TRUE Metaverse
- Game worlds

TRUE Marketplace
- White label marketplace
- Sales by users
- NFT Bridge
- NFT Crafting
- NFT Artists accounts

TRUE App
- Single sign-on technology
- Pay & Play technology
- Cross-chain bridge
- Crypto-gaming gateway
- Security AI

TRUE Community
- Journal
- Education

2023+

TRUE Metaverse
- Saga map & narrative
- Multiplayer game
- City builder, lands
- NFT Fights, mascotte battles

TRUE Governance

TRUE Community
- Hackathons
- Accelerator

TRUE App
- Financial organization
- GBP and EUR accounts
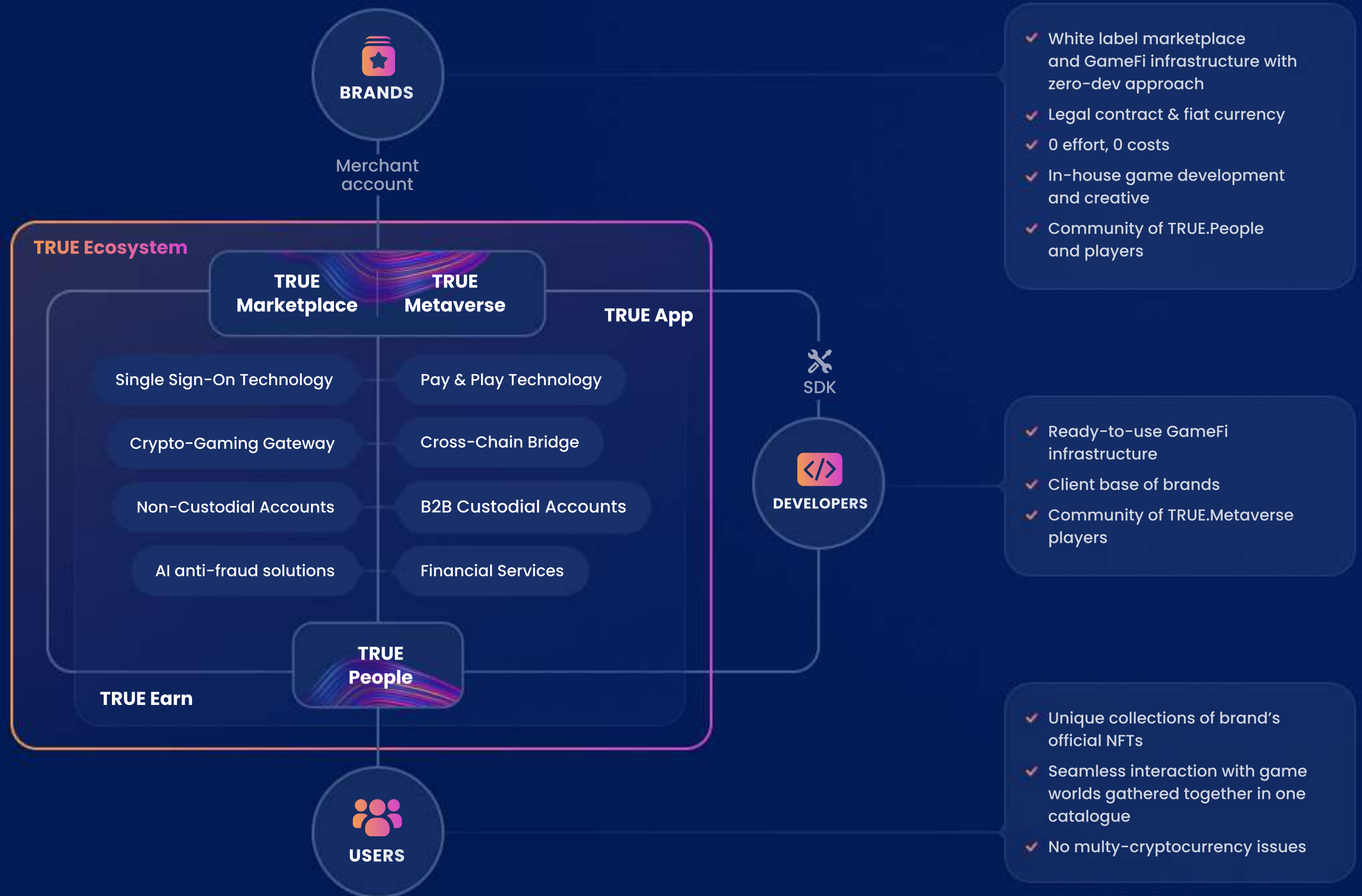- Financial services
- Traveling services
- Entertainment services

ARE YOU READY
FOR TRUE FUTURE?

Dan Andrian

@dan_andrian

Appendix | TRUE Technology

BRANDS

Merchant account

White label marketplace and GameFi infrastructure with zero-dev approach

Legal contract & fiat currency

0 effort, 0 costs

In-house game development and creative

Community of TRUE.People and players

TRUE Ecosystem

TRUE Marketplace **TRUE Metaverse**

TRUE App

Single Sign-On Technology

Pay & Play Technology

Crypto-Gaming Gateway

Cross-Chain Bridge

Non-Custodial Accounts

B2B Custodial Accounts

AI anti-fraud solutions

Financial Services

TRUE People

TRUE Earn

SDK

DEVELOPERS

Ready-to-use GameFi infrastructure

Client base of brands

Community of TRUE.Metaverse players

USERS

Unique collections of brand's official NFTs

Seamless interaction with game worlds gathered together in one catalogue

No multy-cryptocurrency issues

Appendix | Transparent benefits for a brand

1 STAGE

Static NFT

Entering the NFT trend and testing the audience interest; designation of the brand's presence in the crypto industry

2 STAGE

Dynamic NFT

Unique NFT use cases that differ from most competitors; immersion in the real benefits of using NFT
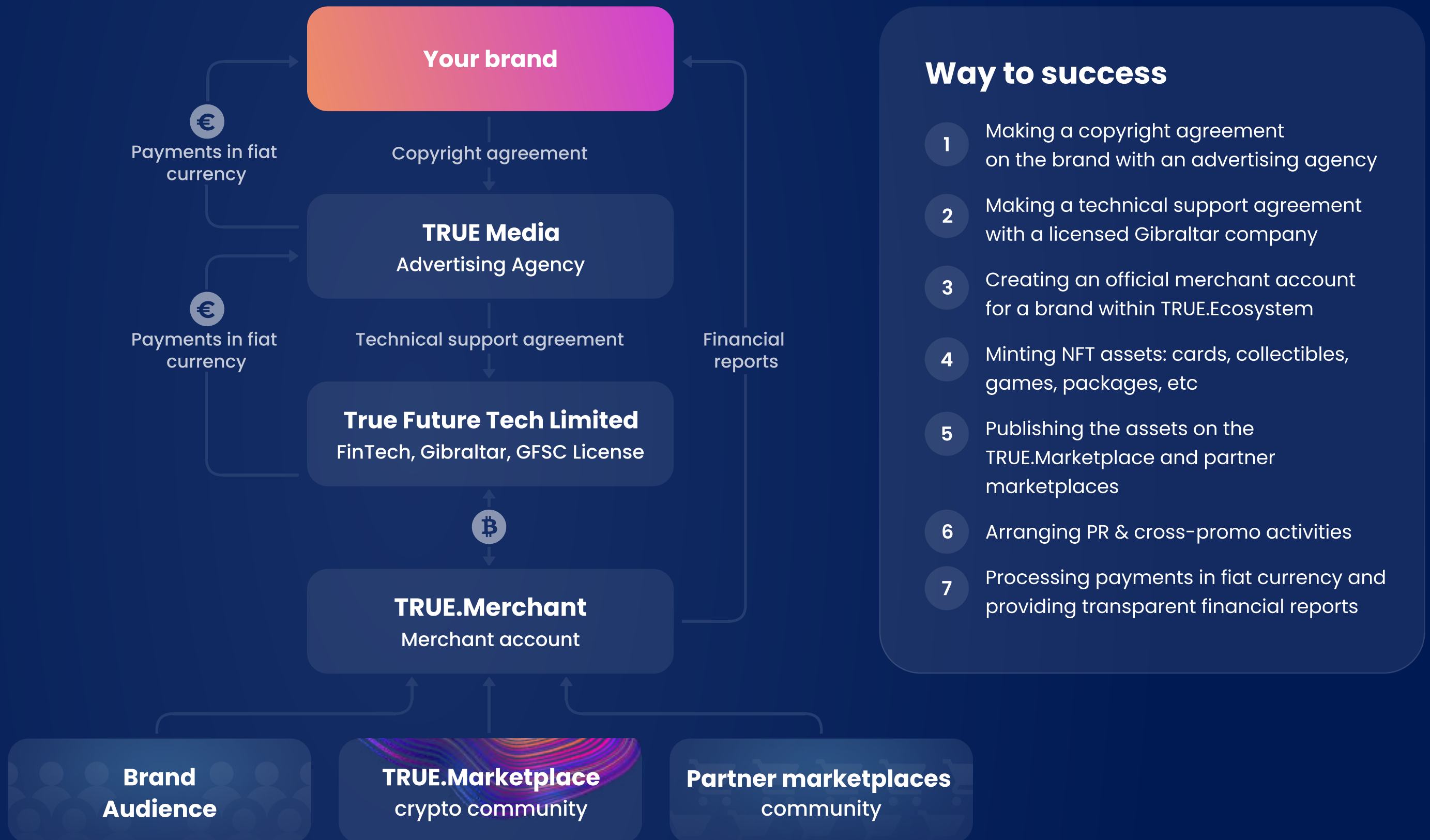
3 STAGE

Dynamic NFT + GameFi

Building your own metaverse under the brand name and fully engaging your audience; development of individual monetization mechanics according to company goals

Appendix | NFT solutions for Brands

		1 stage **Static NFT**	2 stage **Dynamic NFT**	3 stage **Dynamic NFT + GameFi**
Type of data	Text	✅	✅	✅
	Images, videos, 3D-objects	✅	✅	✅
	Sounds & music	✅	✅	✅
	In-game items and characters	✖	✅	✅
Features	NFT value increase	✅	✅	✅
	Exclusive NFT confined to special events	✅	✅	✅
	Multi-chain support	✅	✅	✅
	NFT transfer outside the TRUE ecosystem	✅	✅	✅
	Multiple and variable NFT characteristics with Oracle TRUE decoder support	✖	✅	✅
	Attachment to a real object, virtual-to-real exchange	✖	✅	✅
	Gamification and application in the TRUE game worlds	✖	✅	✅
	Creation and monetization of your own game world	✖	✖	✅
	Collaborations within the game world	✖	✖	✅

Appendix | TRUE solutions for brands end-to-end

Your brand

Payments in fiat currency

Copyright agreement

TRUE Media
Advertising Agency

Payments in fiat currency

Technical support agreement

Financial reports

True Future Tech Limited
FinTech, Gibraltar, GFSC License

TRUE.Merchant
Merchant account

Brand Audience

TRUE.Marketplace
crypto community

Partner marketplaces
community

Way to success

1. Making a copyright agreement on the brand with an advertising agency

2. Making a technical support agreement with a licensed Gibraltar company

3. Creating an official merchant account for a brand within TRUE.Ecosystem

4. Minting NFT assets: cards, collectibles, games, packages, etc

5. Publishing the assets on the TRUE.Marketplace and partner marketplaces

6. Arranging PR & cross-promo activities

7. Processing payments in fiat currency and providing transparent financial reports

Appendix | TRUE for brands: special features

Official contract

Transparent contract with the legit fintech company

Fiat currency

Monthly payments to settlement account are made in fiat currency

Full transparency

All NFT sales on the marketplace are recorded in the b2b merchant account

Appendix | Competitors

	TRUE	Enjin	InfiniteWorld	Mobox	GuildFi
Market cap		$1,550,000,000	$700,000,000	$250,000,000	$65,000,000
Chain	Multi-chain	Ethereum, JumpNet	Hedera	BSC	Ethereum, BSC
Own Wallet	✓	✓	✓	✓	✗
Crypto wallets support	✓	✗	✗	✓	✓
Features for Brands					
White label NFT marketplace	✓	✓	✓	✗	✗
Merchants office	✓	✓	✓	✗	✗
Legal contract & fiat currency	✓	✗	✗	✗	✗
Utility NFT	✓	✓	✓	✗	✗
GameFi NFT	✓	✓	✓	✓	✗
NFT creators professional services	✓	✓	✓	✗	✗
Certified game developers	✓	✗	✗	✗	✗
NFT drops	✓	✗	✗	✓	✓
NFT cross-chain bridge	✓	✓	✗	✗	✗
Marketing & PR support	✓	✗	✓	✗	✗
End-to-end GameFi solutions for Brands	✓	✓	✗	✗	✗
Own game world	✓	✗	✗	✗	✗
Features for Game developers					
Ready-made infrastructure	✓	✓	✓	✓	✓
Built-in Oracle	✓	✓	✓	✓	✓
SDK out-of-the-box tools	✓	✓	✗	✓	✓
Own game world	✓	✗	✗	✗	✓
Gamers community	✓	✗	✗	✓	✓
World brands ready for cooperation	✓	✗	✗	✗	✗
Features for Community					
Brands and GameFi NFTs	✓	✓	✓	✓	✓
Game worlds	✓	✓	✗	✗	✗
Staking & Farming	✓	✗	✗	✗	✓
Play To Earn Games	✓	✗	✗	✓	✓
Education	✓	✗	✗	✗	✗
Hackathons	✓	✗	✗	✗	✗
Quests & Missions	✓	✗	✗	✗	✗
Referral Program	✓	✗	✗	✓	✗

Appendix | Advisors

Nick
Linked in

Nick Davydov has great investment and entrepreneurial experience, over the past 6 years he has been engaged in investments in companies in the fields artificial intelligence machine learning and at the seed stage, and also developed the co-founded startup in the field of computer sight Cherry Labs. Behind Nikolai are transactions with Facebook and Google as well as joint investments with key investors in Silicon Valley.

Eduard
Linked in

Founder of CarPrice and CarMoney. Raised $90M for venture investments and opened 50+ offices across Russia, Japan, India and Brazil.

Just in 2 years CarPrice has entered the list of the largest Russian IT companies with over $200M revenue.

Igor
Linked in

A veteran of the online iGaming industry, whose experience spans almost two decades, including ownership and development of the pioneering iGaming affiliate network and senior strategic roles in multiple tier-1 companies in the casino operations sphere. Has a profound expertise in the iGaming sphere.

Konstantin
Linked in

The CMO of True Group. 15 years in digital product development with Coca-Cola, Infinity, Danone, Sony and many others in his portfolio. A co-founder and specialist in marketing and project promotion. Successfully launched the Minex.io project as a co-founder.

Nikita
Linked in

A co-founder of True Group. Broad experience in creating startups since 2004. A former CEO of 7 Pikes Inc., engaged in software development for pharmaceutical giants. A former head of the large online retail companies like Piluli.ru and eApteka.ru (top 1 on the online pharmaceutical market).

Appendix | C-level

Tim
Chief Product Officer
Linked in

Irene
Chief Community Officer
Linked in

Ruslan
Chief Operational Officer
Linked in

Denis
Chief Design Office
Linked in

Phil
Content Director
Linked in

Karina
PR Director
Linked in

TRUE business

We are not a virtual company on the dark side of the world.
We know how to build a real business in crypto and are ready to share this experience.

TRUE experience in different geos

We are familiar with the operational aspects in most of the popular crypto markets.

TRUE experience in gamification

Dozens of launched games, hundreds of game mechanics, thousands of satisfied players around the world.

TRUE experience in crypto

We went through the entire process of starting up a blockchain project from scratch. We've been following the latest technologies and updates in crypto world for 5 years.