

FOREVERFC

Litepaper

Introduction

Trading cards are for more than mere collectibles; they are bridges that connect fans to past, present, and future sport legends. Their transformation from physical cards to interactive, in-game elements represents a massive shift in the way soccer stories are told and experienced.

Pioneering the next phase, FOREVER FC aims to revolutionize the experience for soccer enthusiasts. Our mission is to guide soccer fans on their journey to become legends by blending the nostalgia of traditional trading cards with the engagement of in-game items, creating a highly user-oriented experience. This litepaper provides an in-depth look at the current landscape of soccer trading cards and examines FOREVER FC's innovative approach.

Problem

While popular, traditional soccer trading card markets and in-game economies both pose numerous challenges and risks to consumers.

Traditional trading card markets, valued for their collectibility and connection to soccer history, struggle with market speculation, limited availability, and unclear or missing information around production and rarity. This makes it difficult to understand the true value and rarity of cards.

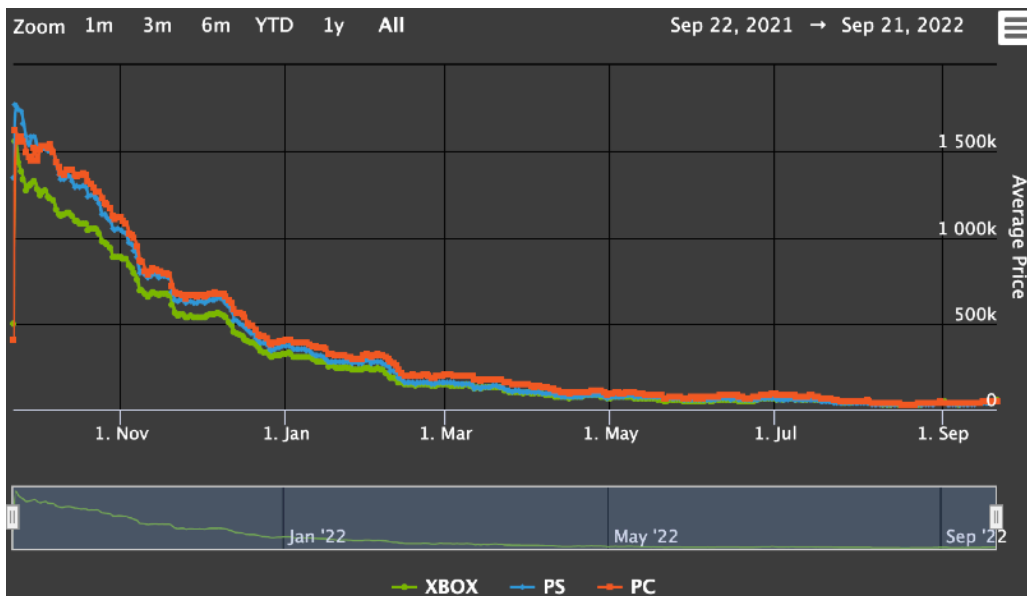


A subset of traditional trading card editions

Gaming platforms like EA FC 24, eFootball, and Football Manager also face challenges, some of them similar to those found in traditional trading card markets. These include built-in devaluation of cards, unclear production and rarity information, and ratings that don't accurately represent each soccer player's performance. Adding to that, each year's new game release makes users' previous achievements either old news, forgotten, or permanently deleted.



The eleven card editions of Cristiano Ronaldo released during FIFA 22



The value of a Cristiano Ronaldo Gold edition card drops 98% through the EA FIFA 22 game year

FOREVER FC takes these challenges to heart and responds to them with a vision for a collectibles-driven experience, aiming to unite the appeal of collecting trading cards with digital interactivity. Our goal is to create an engaging, sustainable, and transparent environment where enthusiasts can participate as passive collectors and as active participants on their journey to becoming soccer legends.

Solution

FOREVER FC revolutionizes the soccer trading card market with a novel approach that addresses the challenges in both traditional and digital economies.

Evolving, Single Edition Trading Card Collectibles

At the core of FOREVER FC is our premium, evolving soccer trading card collectibles. Each tradable card's performance ratings are linked to a professional soccer player's current form and achievements with FFC PlayerLink, an in-house, elo-based algorithm that tracks over 400,000 real-world matches and counting.

This approach, radically different compared to those of existing platforms, brings enthusiasts many benefits. Collectors can rest assured knowing no newer, more desirable card versions of players will be released, which would negatively impact their value. Also, as card ratings are updated in a formula linked to the real world, it's easier to understand how a card evolves over time, which offers a unique and thrilling connection to each player. Last, these collectibles are independent entities, meaning their lifetimes are not tied to any specific or particular year's game release. It's the opposite in fact - our games are dependent on these premium collectibles.



Collectibles-Driven Games

FOREVER FC's collectibles-driven game release model is a massive shift. Our evolving trading cards are the core of every game experience, becoming useful in more games as we continue to develop them. In the typical gaming model, in-game items that have been earned depreciate and become irrelevant with each new annual release and the shutting down of servers for previous releases. In comparison, our model is highly user-oriented.

Persistent Manager Profiles

FOREVER FC's manager profiles persist throughout users' careers, alongside their achievements. Manager profiles are also denoted with ratings, which revolve around six pillars that represent key aspects of user engagement and performance:

Charisma: Social reach, including referrals and follower counts

Dedication: Early engagement and consistent progression

Finishing: Performance in games and experiences

Mentality: Soccer history and platform familiarity

Teamwork: Community engagement

Trading: Buying, selling, and collecting activity

Each manager rating is displayed as a percentile over a given timeframe and determines eligibility for the FFC Hall of Fame.

Current Market

Traditional Soccer Trading Card Markets

The traditional soccer trading card market, established in the early 20th century and led by companies like Panini and Topps, has grown significantly alongside soccer's increasing popularity worldwide. This market saw a remarkable expansion, with its value reaching USD \$7.9 billion in 2021 and expected to hit USD \$17.1 billion by 2030. Notably, a report by eBay in 2021 highlighted a 1500% surge in soccer card trading volume. Despite this growth, the market faces challenges such as speculation, limited card availability, opaque supply information, random card edition releases, and fraud, making it a complicated environment for consumers.

Digital Platforms: EA FC, eFootball, and Football Manager

REVENUE GENERATION AND MARKET SIZE

EA FC (FUT): Generated approximately \$1.62 billion in 2021 across all UT games, FIFA 23 surpassed lifetime sales of FIFA 22 within its first six months of release.

eFootball: 700M+ downloads, consistently high sales according to financial reports.

Football Manager: \$33MM revenue for FM23 according to estimated Steam data, consistent growth over time.



eBay's soccer cards category grows over 1500% in 2021

GAME MODEL

EA FC (FUT): Adopts an annual game release model with a completely new environment, void of previous years' items and achievements.

eFootball: Operates on a continuous game model, with a "contracts" system that severely limits soccer player usability over time.

Football Manager: Offers a unique soccer management simulation experience, differing from player collection-focused platforms.

USER EXPERIENCE CHALLENGES

EA FC (FUT): Rapid card devaluation due to multiple card edition (version) releases, annual planned obsolescence, and negative community sentiment.

eFootball: The "contracts" system presents long-term challenges for player usability and game engagement.

Football Manager: Employs annual planned obsolescence, with community feedback stating that little changes between years.

The screenshot displays a series of community feedback posts for EA FC 24. The posts are numbered #1 through #10 and show a mix of user avatars, titles (e.g., 'COMMUNITY MANAGER', 'GUIDE', 'APPRENTICE'), and star ratings. The feedback is overwhelmingly negative, focusing on issues like server performance, game bugs, and unplayable matches. Key comments include:

- Post #1:** A user asks if they are more into Live Cards like Thunderstruck players or prefer cards related to real football performances like the Team of the Group Stage? Or are you more into fantasy promos like Radioactive or more into Campaigns with daily player SBCs like the Winter Wildcards? The user's response is 'Let's discuss it here!'.
- Post #2:** A user states 'reason shouldn't even be a thing. Anyway can't wait for EA just to ignore the feedback and pretend everything is a fault at our end'.
- Post #3:** A user complains 'The game seems unfinished..... you can't polish a f, which is what you are trying to do with these special cards...because the game is...or the servers are trash'. Another user adds 'the games servers are just incomprehensible, always lagging or connection issues, now i can say this when i'm on 500mbps up and down on a fibre to the house connection. i'm also on most times of loading into the match at 10 ping...yet i still get connection issues'.
- Post #4:** A user says 'EA champion final unplayable again i play only rivals and this total different game, slow, laggy, delay etc i dont buy this crap money back please, you sold a different version few months ago. This game crap,0'.
- Post #6:** A user writes 'Where do i begin, i was out after a month, the gameplay was terrible, youre servers are rubbish to be honest, i cant find much positive to say about the game or Ea as a company right now.'.
- Post #7:** A user states 'I understand that you get all youre unhappy costumers in one thread to blacklist them, but for me, iam honestly dont care, aint buying products from a company that dont give a dime about their own costumers, i never seen a company stick their head in the sand like Ea does, incredible and riddicules to see groon man be like this.'.
- Post #8:** A user complains 'This was my first game from Ea and my last, i thought that i was getting a competitive sport game not a broken and manipulate game.'.
- Post #9:** A user writes 'Iam been out for avout 2 month and never seen a company this bad, fixed games, input delays, dda, scr*pts, overfilled servers, bad ping, slow gameplay, bugs in menus, all the crashes, players disapears, cosume service is a joke, this forum is a joke, youre volenteers is a joke, the unexplains bans etc etc etc'.
- Post #10:** A user states 'Unfinished, broken, horrible gameplay, unfair, fixed and manipulate game, lazy devs, horrible cosume service, bugs everywhere, iam so angry at myself that i bought this game and supported you with money Ea, you dont deserve anything, you can ban and put youre costumers on * list, iam out and never in a lifetime buy anything from this scam company again...'

Extremely negative sentiment in response to an EA FC 24 feedback request

Business Model

Card Pack Sales

FOREVER FC's card pack sales strategy is multi-dimensional. Starter Packs come in 12-, 24-, and 36-card quantities, introducing users to the game. Tier-Specific Packs guarantee at least one of a specific tier or better card. Pricing is based on factors like card rarity and supply, adjusting for card longevity (finite or infinite), quantity, and total existing card supply, maintaining a balance between value and accessibility.

Marketplace Commission

A 5% commission on marketplace transactions will be allocated towards initiatives such as platform development, marketing, competitions, reward allocations, and supply management buyback pools. Furthermore, a small portion of proceeds will be allocated to youth and charitable causes. This structure supports sustainable platform growth and community contribution.

FFC Plus

For fans interested in an elevated experience, we offer FFC Plus with benefits such as complimentary, recurring premium and non-premium packs, reduced trading commissions, and presale access to limited-edition card packs. This subscription enhances the user experience and users' status throughout the platform, as reflected in a special designation on their Manager Profile Cards.

Roadmap

FOREVER FC rolls out with a strategy that sets the stage for a captivating soccer enthusiast experience.

Pre-Launch

This phase focuses on building anticipation and community engagement. We'll develop methods to gather user feedback, refine our trading card ratings system, and initiate promotional strategies to attract early adopters and partners.

Launch

The official launch of FOREVER FC marks the beginning of a new era in digital soccer trading cards. This section will cover the release of our evolving trading cards, the launch of FFC Store and FFC Marketplace, and the introduction of our first game experience and manager profile features.

Medium-Term

As FOREVER FC evolves, we plan to expand our range of game experiences while continuously adding more players to our library of trading cards.

Long-Term

Looking further into the future, FOREVER FC aspires to develop larger-scale soccer gaming experiences, including an online PvP soccer simulation-style game. This generally outlines our ambitions for creating a comprehensive digital soccer gaming ecosystem that offers a variety of engaging and interactive experiences for fans.

Technology Overview

FOREVER FC leverages the latest technology to revolutionize the soccer enthusiast's experience. Our technology framework focuses on two critical components.

Continuous Data Integration

At the heart of FOREVER FC is our continuous data integration system, which represents a state-of-the-art approach in syncing our trading card ratings with the real world of soccer. Using our proprietary data analytics system, we continuously ingest and process data from over 400,000 soccer matches worldwide and counting. This system employs a sophisticated, individual-oriented, elo-based algorithm to reflect each soccer player's current form and achievements. This continuous data integration ensures that every card remains relevant, up-to-date, and closely tied to the player's real-world performance, offering an unparalleled engaging experience for soccer enthusiasts.

Ledger Technology

To ensure the authenticity, security, and transparency of trading card transactions, FOREVER FC will use secure ledger technology, establishing a tamper-proof, transparent record of ownership and transaction history for each premium trading card. Additionally, we employ automated enforcement mechanisms to govern the platform's operations, such as transactions and rules enforcement.

By harnessing these technologies, FOREVER FC is destined to set a new standard in user engagement and interaction in the sports world, addressing challenges in both traditional and digital soccer trading card markets and offering an immersive experience for soccer enthusiasts.

Summary

FOREVER FC represents a revolution in the world of soccer, merging the nostalgic appeal of traditional trading cards with the interactive dynamism of digital platforms. Our initiatives aim to transform soccer enthusiasts into legends, creating a unique, user-oriented experience that transcends the limitations of existing trading card and in-game economies.

Key Points

Evolving, Single Edition Trading Cards: Our premium collectibles are directly linked to real-world soccer player performance, ensuring their relevance over time. These cards are released as single editions, with no subsequent versions releases that would undermine their worth.

Persistent Manager Profiles: Manager profiles track user engagement across six key pillars: Charisma, Dedication, Finishing, Mentality, Teamwork, and Trading. This approach honors and immortalizes user achievements.

Collectibles-Driven Games: Centered around evolving trading cards, these games are different from today's in that they not only maintain but also boost the relevance of our collectibles across new releases.

Diverse Revenue Streams: Our revenue model includes card pack sales with dynamic pricing, a marketplace commission system supporting sustainable growth, and FFC Plus subscriptions offering exclusive benefits.