

White Paper

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Executive Summary

VOOVOO has been skilfully designed and developed in order to be an exclusively licensed and authenticated marketplace that aims to open up a highly profitable and viable stream of revenue for the most iconic brands and legendary names in sports, entertainment and culture whenever possible we look to incentivise NFTs an example of this is combining the physical with the digital . It is built on the Solana Blockchain, making it easy to scale to the masses as the Solana Blockchain fixes the problem of Scalability, Security and Decentralisation.

VOOVOO is backed by a team highly experienced within business development,

e-commerce, marketing and importantly have advanced knowledge of blockchain. VOOVOO's main purpose is to push the mass adoption of blockchain technology and cryptocurrencies to everyday users, ensuring VOOVOO is the first choice when creating, collecting and sharing NFT content across the internet.

The VOOVOO platform has been developed with the amateur user in mind. The platform allows someone with little or no experience to create NFTs with ease directly on the web app with only a few clicks and immediately begin to share their content and connect with their fans in a new way.

Introduction

VOOVVO empowers the most iconic brands and legendary names in sports, entertainment and culture like never before. Using the platform, creators can easily upload digital content – photos, videos, music and art – directly from their smartphone or other media devices and turn it into NFTs.

The advent of blockchain technology has changed the conventional landscape for every industry the technology has touched, be it finance, supply chain management, sport or anything else. From traditional content creation to art and music: the way people relate to these things has changed with the arrival of digitization and tokenization enabled by blockchain technology. This new token

economy offers the potential for a more efficient and fairer financial world, where people can get adequately compensated for their passion. Part of this revolution has been the tokenization of media assets: art, music, videos, digital collectibles and more. These unique items are known as Non-Fungible Tokens, or NFTs.

Fans love their icons to a fault and will do anything to connect with them, share them, be identified with them and be a part of their story. Unfortunately, the opportunities to do this are rare as there are no platforms that act as the much-needed link to facilitate this connection this can be brought about by blockchain technology.

What is an NFT?

A non-fungible token (NFT) is a unit of data stored on a digital ledger, called a blockchain, which can be sold and traded. The NFT can be associated with a particular digital asset such as image, video, audio file etc.

NFTs function like cryptographic tokens, but unlike cryptocurrencies such as Bitcoin, are not mutually interchangeable, in other words, not fungible (e.g. one bitcoin is equivalent to any other bitcoin while every NFT may represent a different underlying asset and thus have a different value).

NFTs are created when blockchains string records of cryptographic hash, a set of characters identifying a set of data, onto previous records, therefore creating a chain of identifiable data blocks. This cryptographic transaction process ensures the authentication of each digital file by providing a digital signature that is used to track NFT ownership.



Digital art was an early use case for NFTs, because of the ability of blockchain technology to assure the unique signature and ownership of NFTs. The digital artwork entitled “Everyday’s – The First 5000 Days”, by artist Mike Winkelmann, also known as Beeple, sold for US\$69.3 million in 2021 and brought NFT to the attention of the mainstream media. NFTs can represent digital collectibles like physical card collections, however in a completely digital format. In February 2021, a LeBron James slam dunk NFT card on the NBA Top Shot platform sold for \$208,000.

Blockchain and the technology enabling the network have given the opportunity for musicians to tokenize and publish their work as non-fungible tokens. This has extended the list of options for musicians and artists alike to monetize and profit from their music as well as other content surrounding the themes of the music and the artist’s public image. Additionally, NFTs have provided the opportunity for artists and touring musicians to recuperate lost income due to the COVID-19 pandemic which resulted in music industry revenues falling nearly 85%.



The Problem

NFT sales are expected to reach \$17.7 billion in sales by the end of 2021 , with twice as many buyers as sellers many of these have been sold without being authenticated or licensed from the respective brand or individual other platforms such as Opensea allow any users to list items without fully verifying what has been listed.

In August 2021 a 'fake' Banksy was sold on Opensea for \$336,000 there was nothing the buyer could do once he had placed his bid on the auction platform OpenSea.

OpenSea is the eBay of NFTs - it allows anyone to sell digital art that they own, or have created themselves without checks. Buyers are purchasing 'counterfeit' items which offer no real value when they come to resell these items.

NFT's not selling is also another problem brands and personalities have encountered. John Cena famously claimed his NFT drop was a "catastrophic failure ", a collection of 500 gold tier packages with Cena's NFT for \$1,000 were released, but only 37 of them sold.

Other problems for content creators using current centralised marketplace platforms:

Sellers



Paying high fees when selling digital images/videos - Up to 20% on some popular platforms



Many platforms don't promote a user-friendly experience



Don't offer fiat onramp payment.

Buyers



Outdated buying processes



Lack of transparency



Lack of trust

Solution

VOOVOO offers a solution to how we purchase NFT's from the iconic brands we love, legendary sports men and women we admire, entertainment and culture.

We will only produce and list authenticated licensed NFT's on VOOVVOO via The Vault.

The platform will add to the ease of use for all users and have a familiar feel of traditional ecommerce platforms, however it will be specifically for NFT's.

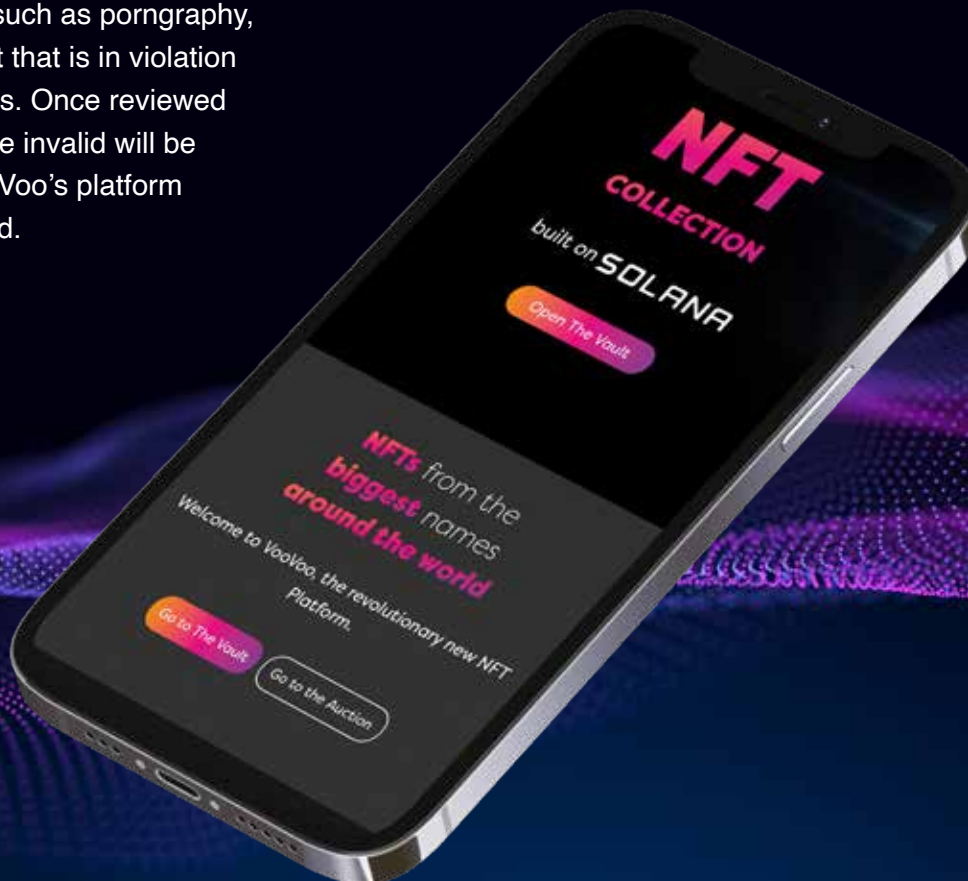
Fully verified and KYC checked content creators can easily create and sell NFT's on the simple to use platform.

Copyright Protection

VooVoo will ensure its users are protected, because the hash of an NFTs digital content file is stored on chain, our system has the capability to perform a scan to check for any duplications, preventing any other users to create the same content from being submitted again.

Our digitised system also provides the user the option to "Report", this is a function for

users to report illegal content such as pornography, child abuse images or content that is in violation of VooVoo's terms and services. Once reviewed any content that is proven to be invalid will be permanently deleted from VooVoo's platform and the content creator banned.



The previously-identified problems for buyers and sellers are solved below:

Content Creators

- Create your own NFT with different listing options - *Buy it now, open auction or best offer price*
- Become a certified seller with blue tick - After completing KYC
- No fees ever for creation or 'minting' of NFT's on VOOVOO platform
- Option to create exclusive 1 of 1 content or mass available up to 1000 items
- Building a strongly trusted and verified account
- Exclusive membership options.

Users

- Fully trust our review system and buy original digital content
- Can search marketplace for content creators and unique items
- Can spend and earn rewards without friction
- Can use traditional fiat payments using the VOO Wallet
- Chance to own/collect/view exclusive content
- Connecting user and content creator using our messaging system

Tokenizing Non-Fungible Physical Items

VooVoo plans to offer a path for users to create non-functional physical objects

For example, imagine a family member passes away and leaves a famous painting to be shared between multiple relatives in the will. The beneficiaries could sell the painting and split the money between them.

But what if the object is an appreciating asset, such as a rare painting? These relatives may not want to sell their object so instead of storing it away they can tokenize the artwork. This allows them to all own equal “shares” of the painting and benefit from the value as it increases over the years. Likewise, the owner of an appreciating asset may want to liquidate some of an item’s value but still control the physical asset itself. In this case, the owner of a painting can sell shares in the artwork but maintain physical control over it. The idea here is that the owners of the minority shares would see the value of their shares increase as the painting continues to be appreciated.

Tokenizing physical objects gives investors a chance to expand their portfolio, and owners more potential liquidity when they need it.

The Market

VOOVVOO is operating in the highly demanding and continuously expanding industry. See graph on next page, with a projected increase of retail e-commerce sales worldwide from 2021 to 2024 by 26.54%

This indicates the demand for online purchasing will continue to rise. It is estimated that throughout 2021 there will be upwards of 2.14 billion people making purchases using e-commerce platforms, making up 27.2% of the world population

E-commerce sales are continually going in an upward trend. The COVID-19 pandemic has dramatically increased the use of all social media and E-commerce platforms; it has also meant user groups who would not have used these services previously are now doing so on a regular basis and the number continues to grow.

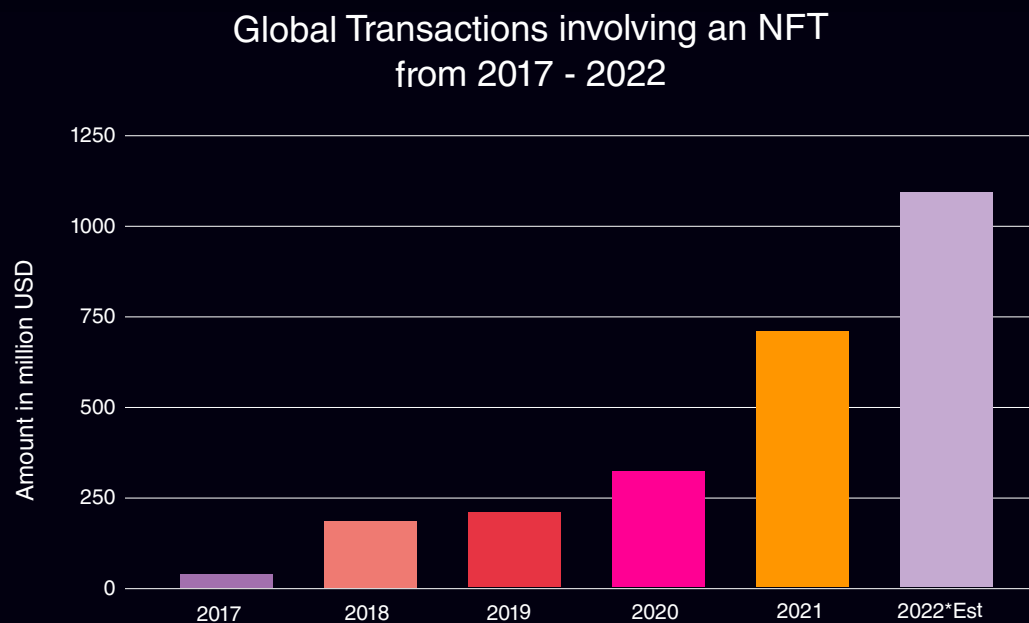
Current trends prove to us that consumers are ready to move away from fully centralised platforms to new innovative and digitalised alternative methods of e-commerce.

There has been an increase in platforms targeting the sales of digitised goods such as NFTs & collectibles suggesting that digitised products are slowly increasing in demand within the e-marketplace.



The estimated total value of crypto-art has now passed \$640 million this is just one vertical of a growing ecosystem of NFTs

The graph displays the market capitalization of global transactions involving an NFT from 2017 - 2022*



There is a significant uptrend with the rate of annual NFT transactions, proving it is a fast-growing market, with a 135% increase from 2019 - 2022*

NFT creators have experienced strong financial performance in recent years with profits of up to £1,000,000 in a single year and certain creators able to generate annual profits in excess of £200,000 from trading NFTs .

Some highly desirable brands have already begun creating NFTs including Gucci and Louis Vuitton this trend is set to continue with more established brands looking to maximise the potential of NFT's.

VOOVOO Platform

The VOOVOO platform has been created to meet the requirements needed in an innovative and ultra user-friendly manner.

We are creating a marketplace where verified content creators and brands are able to create, mint & sell digital assets such as images, videos or music.

VOOVOO users can create an account and use our services instantly by simply signing into their VOO wallet.

Using our advertising feature which allows for content creators on the platform to be featured on the homepage of the marketplace, moving their content to the top of the list and allowing full search engine optimisation.

VOOVOO will initially be a desktop platform. After the successful launch we will begin R&D into a smartphone application as displayed in the Roadmap. A virtual reality gallery will be created enabling users to view their own collections using VR headsets

VOOVOO anticipates that our desktop platform and potential smartphone app will provide the perfect crossover and introduction for users not familiar with the blockchain space, providing accessibility and functionality in a user friendly and inviting way.

The platform includes the following components:

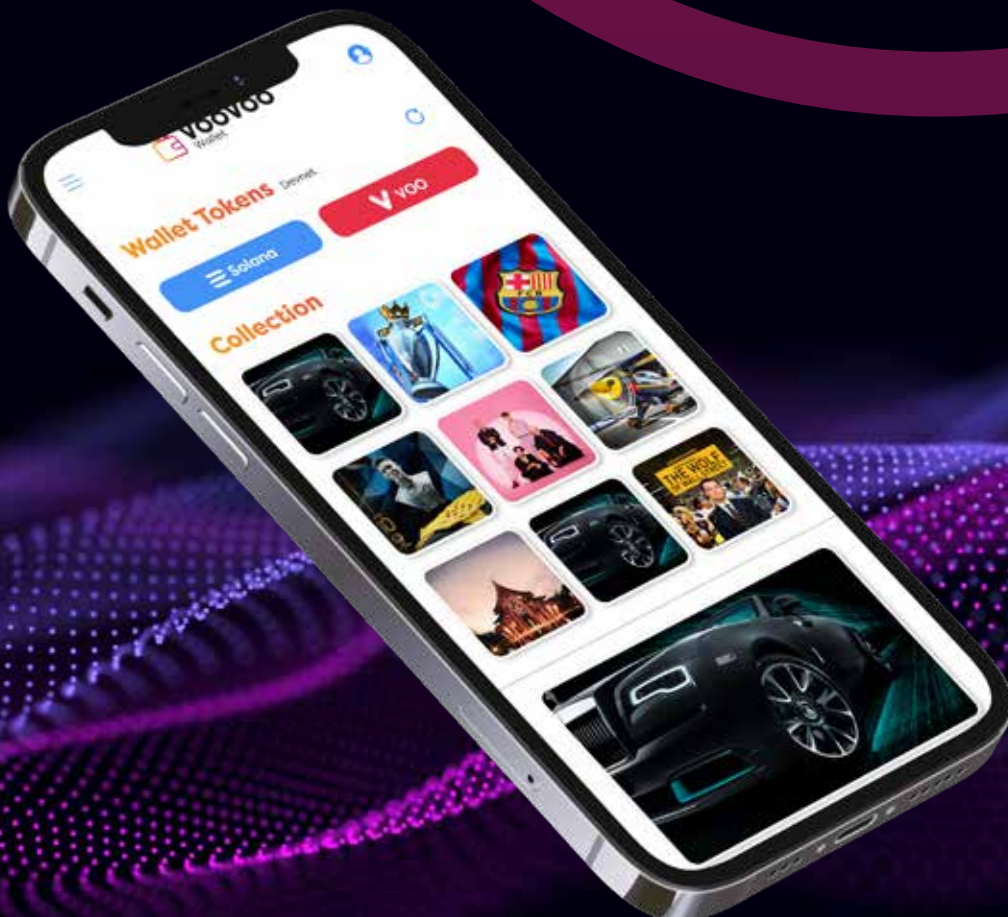
- Verified Content creators/brands to Mint and sell digital content
- Smart contracts for the marketplace functionality
- The list of all NFTs minted by the VOOVOO system. These NFTs can be listed, purchased and sold on the VOOVOO marketplace
- An application for admins to configure the system, track status updates and view reports

VOOVOO User Account

Users have the ability to the following with their VOOVOO account

- Log in securely using Voo Wallet
- Create unique username
- Create a Bio
- Upload a profile picture
- Direct message content creators
- Like & Comment on available items
- View current VOO token balance
- View all trade activity
- Bookmark the digitised items they are interested in viewing at a later date
- Report illegitimate content

Our key aim is for the buyer to have an enjoyable experience on VOOVOO whilst finding new and interesting content creators to interact with, we will continue to update and improve the features on the user account with help from community feedback

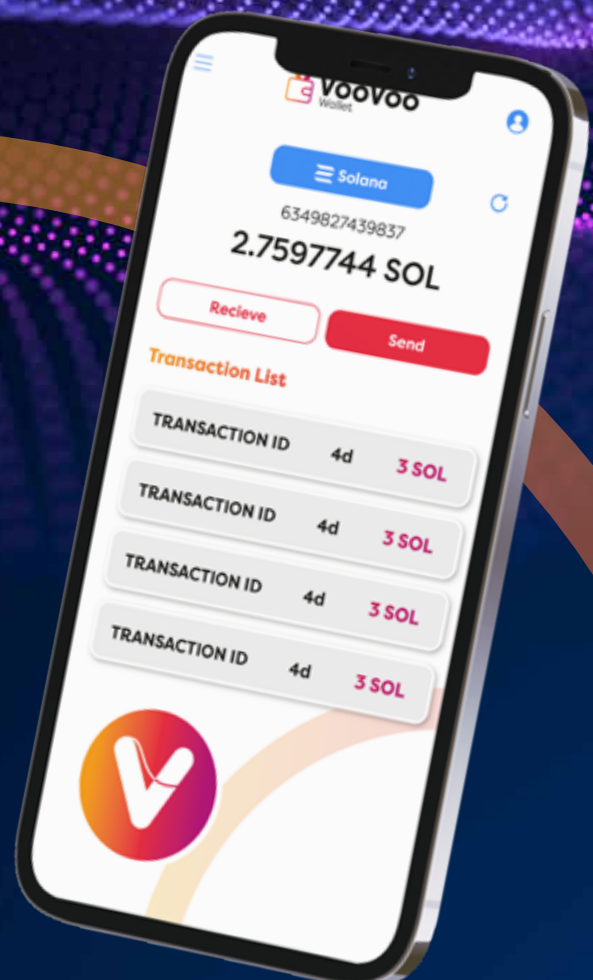


VOOVOO Content Creator Account

Content creators have the ability to the following with their VOOVOO account

- Log in securely using Voo Wallet
- Create unique username
- Create a Bio
- Upload a profile picture
- Create collections
- Mint digital assets using buy now or auction format
- Direct message users also other creators
- Like & Comment on available items
- Purchase advertising to further promote profile & assets within the platform
- View current VOO token balance

All content creators will first have to pass a KYC in order to be fully verified and ready to sell content on the VOOVOO platform , After this has been completed they'll receive a blue verified badge on their profile VOOVOO's marketplace also has the potential to permit the NFT owner to update their price and listing details, delist their NFT from the VOOVOO marketplace and burn their NFT.



\$VOO Token

The \$VOO token has been created for utility purposes, and is thus not a security or equity token under any securities regulation in any jurisdiction, but a token with pure utility characteristics, features and functionality.

The \$VOO token will be the fuel of the platform; it plays a vital role within the core business model of the VOOVOO platform because it will primarily be used to settle and fund transactions.

The \$VOO token provides additional benefits and enhanced user engagement, giving our users the most affordable fees possible whilst having the ability to adopt the cryptocurrency for business activity. Buyers can use the token as a direct form of payment for digitised products listed on our platform.

Additionally the \$VOO token operates within a rewarding system for when users contribute to the platform the more \$VOO staked the more voting rights the user will have on the platform forming strong relationships and partnerships with major cryptocurrency exchanges is key to improve the market liquidity of the \$VOO token and this shall be a main objective moving forward.

Token Vesting Schedules are subject to change in the interests of preserving token value and their holders. The team members are free to sell tokens , either for marketing purposes , platform development needs , salaries or payment for brand ambassador services while keeping the best interest of the token, it's price and holders in mind.



Uses for \$VOO Token on the platform

- **Network Fees**

\$VOO is the base digital currency for paying the transaction fees for the NFT Marketplace applications, including sale fees paid with \$VOO.

- **Governance**

Users who stake \$VOO tokens can participate within the VOOVOO ecosystem policy-making process by voting. The more \$VOO a holder has staked, the more and more power to vote they have.

- **Payment**

\$VOO can be used to complete all transactions on the Marketplace.

Use case for \$VOO Token

- **Access to live events**

Holders of \$VOO token could be invited to attend special events hosted by partners of VOOVOO in addition to this NFT tickets will also be available which can only be purchased using VOO tokens

- **P2E NFT games**

\$VOO will become the native token throughout all VooVoo play-to-earn games - VooGames.com

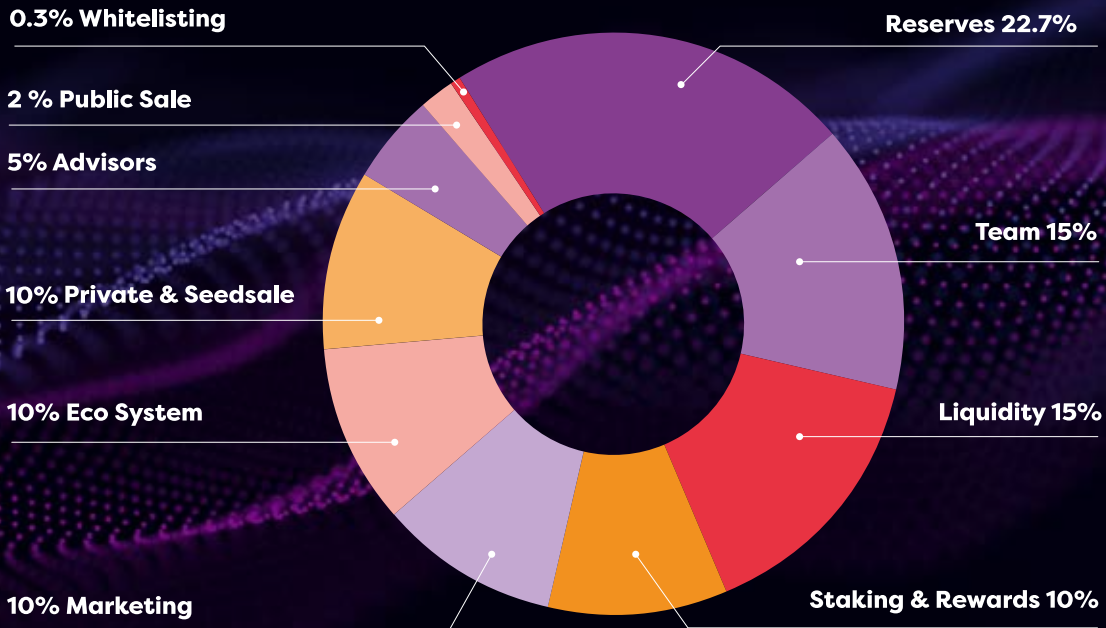
- **Staking**

\$VOO tokens can be transferred into a staking smart contract to access token

- **Win exclusive NFTs**

Holders of \$VOO token can be airdropped exclusive NFT's

Distribution breakdown



Token Name - VOO
Token Ticker - \$VOO
Token Type - SPL - Utility token

Initial Supply - 20,000,000 (4%) Initial market cap - \$1,000,000
Total Supply - 500,000,000 (five hundred million)

22.7% Reserve

Reserve pool will not be released unless approved by majority token holders.

10% Staking & Rewards

Allocation will be used to grow our user base and reward users for staking. Awards will be released on fixed schedules.

15% Liquidity Fund

Liquidity pool for IDO, roughly matching initial circulating supply from token sale

10% Marketing

Allocation for all marketing both VOOVVOO platform & VOO token , This will also be used to acquire brand ambassadors

15% Team & 5% Advisors

Allocation for current and future core team members and advisors .Locked for 12 months

10% Ecosystem

The ecosystem will be reserved to fund further development plans including platform functionalities, marketing, partnership/integrations, and others.

10% Token sale

Token sale is the combination of both seed sale and private sale

2% Public Sale

0.3% Whitelisting

VooWallet

VooWallet is a next generation Solana wallet bringing a rich experience and the latest feature and offering a secure way of storing and exchanging digital assets, art and collectibles.

It offers the highest level of security available; all keys are stored locally within the user's browser and fully encrypted. Only the VooWallet user will ever have access to assets within the wallet, Ease of use is paramount to appeal to users unfamiliar with Cryptocurrency we have integrated a simple fiat onramp users can buy \$VOO or other currencies in a few clicks using their debit/credit card & Apple pay . The wallet will continually be evolved and upgraded.

The current features of the VooWallet are.

- Fiat-on Ramp included (Buy direct with your Apple pay, Google Wallet, Debit or Credit Card)
- Connect to your VooVoo Profile
- NFT Wishlisting
- NFT Price Tracking Alerts & Notifications
- Send SPL Tokens to selected whitelisted wallet addresses.
- KYC Enabled for security and compliance with global standards on crypto wallet regulation.
- Two-Factor Authentication
- Passive Staking Rewards

VooWallet 2.0 will include

- Augmented Reality NFT Viewer
- Monthly Pro+ Subscription for NFT Giveaways, Airdrops & Early Project Access

Business Model

The platform revenue model is primarily based on the sale and re-sales of NFTs, be they collectable NFTs, generative NFTs or gaming NFTs.

VooVoo collects a percentage of revenue from the sale of each NFT, split with the featured brand/individual. Once the marketplace is live VooVoo will begin to onboard a number of brands & individuals to feature their collections.

VooVoo will take a percentage of all NFTs sold on marketplaces, whilst also ensuring that the \$VOO token can be used to purchase authenticated NFTs, creating further value for NFT buyers and token holders.

VooVoo will also expand revenue opportunities, with added extras at checkout, including physical merchandise as example.

Note that the \$VOO token is not part of the VOOVOO revenue model. \$VOO is designed as a utility token with the governance. We intend to burn a percentage of revenue collected in \$VOO to increase the value to holders.



Transactions

The core VOOVOO business model is built around users minting , selling & buying digital items on our platform such as images,songs, videos etc.

Each successful transaction will allow us to generate commissions directly from their sales through both the buyer and the seller. This will be the main source of revenue for VOOVOO and our commission fees range from 0% to 5% depending on the content creators level. We will not charge any fees for the minting of items. Fees collected will be primarily used for continued maintenance and upgrades of the platform.



VooWallet

Users can instantly buy \$VOO tokens or other currencies using debit/credit cards thanks to our fiat onramp integrated to the wallet. Users will be charged a small percentage of each on/off ramp transaction. The introduction of VooWallet 2.0 will have a Pro+ Subscription feature when for a monthly fee users are eligible for NFT Giveaways, Airdrops & Early Project Access.



Advertising

VooVoo will offer direct marketing opportunities to content creators via our in-built native advertising. Cost for this service will be calculated when factors such as advert placement, size and type are considered.

For example a content creator can pay a certain amount and any content they wish to promote will show higher or at the very top of the marketplace - In a similar way to how Google Adwords works.



Partnership Revenue Share

Using exclusive partnerships with iconic brands and legendary names in sports, entertainment and culture, leading football clubs, current and former players, elite athletes from all sports sectors VOOVOO will help create and market exclusive authenticated NFT collections. Such as licensed avatar drops

We will do this on a revenue share basis, This will change client to client an example could be 60% of revenue to brand owner & 40% of revenue to VOOVOO



Decentralised Business Model and Governance

VOOVOO' is a fully decentralised business which is governed by the \$VOO token holders. Governing area including community development.

Through the voting rights the \$VOO token holders will be given voting rights on select governance issues relating to the VOOVOO platform. For example, a community vote on percentage of fees charged to buyers and sellers.

It is essential for VOOVOO to use this method, the key advantage of decentralised Governance in our context is that it increases customer engagement and ensures everyone's voice is heard which in return will increase satisfaction and loyalty.

It will provide \$VOO token holders with the right to vote and provide a purpose to the future of VOOVOO; aiming to increase the token value whilst building a strong trusting community.

Marketing

The concept that content creators being able to mint & sell all forms of digital assets and receive payments using VOO on a decentralised platform is an exciting prospect for users of both social media and the cryptocurrency industry we expect that users will thrive off the unique collaboration between the two, whilst we aim to enjoy an extremely low customer acquisition cost at the beginning.

After the initial wave of users joining VOOVVOO we know that it will be important that we implement proven marketing strategies to help continue the growth in users and also content creators and reach a larger mainstream audience.

Below are the marketing strategies we intend to use to reach our key user groups , NFT enthusiasts and strategic partnerships.





Partnerships

VOOVVOO will form strong partnerships to help reach potential users. The main goal is to form partnerships with well established brands and with well known celebrity influencers , We will look to fully utilise their social media followers and bring them to VOOVVOO

Forming partnerships with cryptocurrency exchanges is key to improve the liquidity of the VOO token and this something we have outlined as an early objective on our roadmap

The following are strategies we will actively employ:



Referrals

We want VOOVVOO to be a user-friendly and engaging experience so users want to share and invite family and friends to join the platform. We will incentivise this by offering rewarding referrals. This strategy is proven to reduce the cost per acquisition of a user.



Social Media

We will be actively running a number of social media campaigns across every social media platform , This will include paid for posts from influencers with a large number of followers. We will also deploy PPC (Pay Per Click) digital advertising these ads will be targeted to groups of users based on demographics, interest in topics, or other data gathered we find suitable.



SEO

This includes a full search engine optimisation of the platform and general search rank improvement. More e-commerce and cryptocurrency content, including reviews, media articles and blog posts, on an ever-increasing supply of digitised goods will boost the search presence of VOOVOO



Advocate and Brand Ambassador

VOOVOO will introduce advocates and brand ambassadors in the early stages before the VOO token is launched; this is our main priority for marketing activities to begin with. Having credible brand ambassadors will provide the ability to promote VOOVOO across social media, spreading positive messages about the platform and influencing user activity; the key to this is also having the brand ambassador actively using the platform and marketplace to sell their own content and encouraging their audience to purchase and also use the platform.



Grow Hacking

VooVoo will adopt Grow Hacking techniques to form an umbrella, focusing on the strategic growth of the platform, this includes Guerilla marketing tactics, giveaways etc

Solana

The digital assets on the VooVoo platform will be developed on the Solana blockchain via their Metaplex facility for NFTs.

The digital assets on the VooVoo platform will be developed on the Solana blockchain via their Metaplex facility for NFTs. Solana uses a form of consensus relating to “Proof of History” and can process transactions at high speed and low cost. This mitigates the poor user experience (high fees and slow speeds) on current NFT marketplaces and allows us to lower the barrier to entry for newcomers to the NFT and crypto scene. We see Solana as the holy trinity of blockchain thanks to low fees, security, and speed. Many high-profile projects such as FTX Derivatives and, more recently, VooVoo expects to onboard newcomers into crypto and NFTs in a smooth and hassle-free way, thus growing the global marketplace and raising the profile of the entire space, and, of course, no more \$70 fees on NFT purchases!

- Solana can process a blistering 50,000 transactions per second with exceptionally low fees (less than \$.01).
- Solana has achieved high levels of scalability by leveraging the Proof of History and several other breakthrough innovations.
- With billions of users on board, Solana has achieved economies of scale and kept the application fees extremely low.
- Solana ensures composability between projects. Users do not need to deal with multiple shards or layer-2 systems

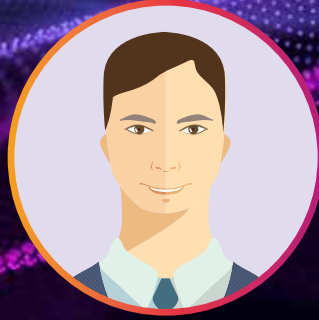


Team

The team behind VOOVOO consists of a group full of experience , energy, determination and ambition. We all share the same vision for VOOVOO and we're incredibly excited to create the platform and help it to evolve.

Each team member brings a certain skill set which will be invaluable as we move forward. In addition everybody within the team has a passion for blockchain technology, It was this passion that brought us all together.

We truly believe that blockchain technology will revolutionise almost all industries. This is why we developed VOOVOO to be the project that utilises blockchain technology to revolutionise and disrupt the NFT industry.



CEO - Lee

A businessman who has been heavily involved in a number of large and exclusive crypto projects



COO - Adam

Adam is responsible for managing VooVoo's day-to-day business operations.



CIO - Jay

Jay is primarily responsible for managing the process of innovation at VooVoo, as well as being a person who originates new ideas but also recognizes innovative ideas generated by other team members.



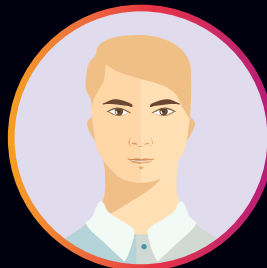
CMO - Kristina

Experienced marketer has a passion for growing businesses and achieving outstanding marketing results for clients.



CFO - Richard

Expert in managing the processes for financial forecasting and budgets, and overseeing the preparation of all financial reporting and also advising on long-term business and financial planning



Blockchain - MiRo

With an intense passion for blockchain technology and a wealth of experience investing & trading cryptocurrencies, Michael is our inhouse developer, working on various technical aspects of the project.



Project Manager - Guy

Guy helps to oversee every project on VooVoo. He lives and breathes our NFT platform, with a constant eye on our broader team mission.

RoadMap

Q1

Q1

- Whitepaper released
- VOO Wallet launch
- Fiat-on Ramp integration
- Decentralised Exchange listing
- Marketplace launch
- Licensed Avatar Drop
- Exclusive licensed drop
- Tokenizing Non-Fungible Physical Items

Q2

Q2

- In wallet staking
- Second exchange listing
- Social element on marketplace
- AR/VR NFT released
- Exclusive licensed drop
- Licensed P2E game launched
- Mainstream marketing push
- VR NFT gallery R&D
- NFT Ticketing R&D

Q3

Q3

- Top 10 exchange listing
- Exclusive licensed drop
- Token buyback and burn
- P2E gaming launched
- VOO.bet global launch
- NFT Property integration
- R&D of application iOS & Android

Q4

Q4

- VooGames iOS & Android App
- VooWallet iOS & Android App
- Metaverse integration partnership
- VR gallery launched
- Real world auction sites & gallery locations
- Real world experiences
- Additional VOO token use case

Conclusion

We have put in a lot of effort to try and contribute positively to the fast emerging NFT market by developing and releasing a truly industry leading platform as the VooVoo evolves the whitepaper will be updated accordingly. We hope you can become part of the VOOVOO movement . It's just beginning!

Thank you very much for the interest shown in being a part of our vision.

In case any part of this WhitePaper is unclear or you have questions you can contact us at directly for more information.



DISCLAIMER

The above information is non-binding and subject to change. It is intended only to give potential investors and partners insight into the VooVoo business model as it is currently set up. The directors, partners, and advisors of VooVoo reserve the right to alter the models and information provided in this whitepaper as the business progresses and evolves.