Whitepaper

RUN2EARN

Table of contents

A4R Disclaimer

If you believe that A4R has real value, read on.

Legal Disclaimer

This paper has been prepared for information and discussion purposes only. The management and founders of A4R, remain committed to breaking new ground in creating the conditions for new ways to monetise physical activity and healthy habit formation by deploying blockchain technologies. The A4R Foundation may adjust the operating model at any time as it sees fit to remain consistent with local regulation and business operating rules that may apply in certain jurisdictions. The A4R Foundation may but is under no obligation to adjust the content of these papers/documents at its absolute discretion at any time including without limitation in response to the changes outlined above. Whilst the A4R Foundation may raise funds via a token sale in the future, nothing in this paper constitutes an offer or an invitation to any third party to make any investment or to subscribe for any token, asset, security, or other instrument of any kind. The information in this paper is subject to change, deletion or revocation at any time and you should not rely on any content contained within this paper for any purposes whatsoever whether in relation to any future token sale by the A4R Foundation or otherwise.

Business Model

The business model for A4R works as a decentralized Token that would evolve into a vibrant ecosystem of sports fans who want to be healthy and promote a healthy lifestyle across the world.

A4R's primary goal is to create an A4R following or as we like to say, an 'army,' that prides itself on the virtues of health and fitness and wants to face today's challenges by being on the cutting edge of innovation.

The A4R army will promote the A4R causes aggressively, by marketing and promoting the benefits of a healthy lifestyle to other non-members, bringing them into being part of the A4R army, thus creating a vibrant and connected community.

The A4R community will have access to several tools (discussed further below), that will enable them to promote, track and utilize their health and fitness potential.

The Token

A4R is a Socio-identity Token that is earned by sports fans by utilizing their own choice of specific physical activity. To maintain value and continued prosperity, A4R Tokens will be removed from circulation as they get earned by A4R users. The users themselves will also be able to buy the existing supply of A4R Tokens for holding in a decentralized crypto wallet.

Moreover, A4R Token delivery is enabled by creating an A4R Mobile App that will be downloaded by users of A4R across the world. The mobile app used by the A4R users will log the activity of each user. For e.g., the number of steps taken, running, cycling, or exercise performed for the fitness of that user. A play-2-earn model is then utilized as the more a user exercises, the more Tokens he/she can garner.

A4R's reward scheme will allow its users to earn by walking/running/cycling for **1 Kilometer,** which earns **FOUR (4) A4R Tokens.**

Furthermore, the A4R army will have access to the web portal and a mobile app for counting the miles traveled by walking, running or riding a bicycle, or any other exercise. Every member will have a decentralized crypto wallet after downloading the app, the activity will be logged in by the app users as they perform the activity at the end of the day. A4R Tokens will be dispersed at the end of the day for all cumulative activities performed on that day.

The A4R portal and mobile application act as a crypto wallet that enables members to buy the A4R Tokens and be able to trade/exchange with any other coins, from DEX or CEX. A burn mechanism is also deployed for the corresponding A4R coins to help maintain the value of the coins in circulation.

A4R plan's to expand this across other Play-to-Earn areas in personal activity as described in the Market and Utility section (mentioned below). Some users will earn A4R Tokens based on the number of distances they travel in a day.

The earning of Tokens incentivizes members in the **virtual** world for doing the activities in the **physical/real world,** which will allow the A4R community to earn money while promoting physical fitness. Incentivizing and promoting a healthy lifestyle is one of the first utilities of the Token used by the A4R army.

A4R's Technology

- Creating A4R Tokens.
- Create NFTs and create drops.
- A4R decentralized wallet integrated with a centralized exchange.
- A4R exchange with Fiat to transfer and accumulate Tokens.
- A4R store to sell NFTs and Merch using our own A4R tokens or fiat.
- Collaborate and integrate A4R with different Metaverses to enhance   the play-to-earn model.
- Partner with payment gateways for acceptance of A4R coins for transaction.
- Shopify is going crypto and adopting WEB 3.0. A4R coins will be accepted currency by integrating with the Shopify payment system.

Price Retention & Appreciation

What will the token holder get, and how will the price appreciate?

- Inherent – Burn strategy, projected fixed amount of 12.5 million every month
- Primary sale of unique cross-chain NFTs.
- 5% Royalty from all secondary sales on NFTs.
- An increase in Network users acquiring $A4R token price links to the A4R NFTs.
- Every transaction will be taxed for 2% Reflections, redistributed to the network holders, visit the Tokenomics of the project on the website.
- Selling access to different events in metaverses to generate revenue/profits redistributed to holders.
- Selling of real-life Merch on the A4R website with A4R tokens will have a Burn mechanism and revenue/profits redistributed to holders.
- Selling Brand Partners' Merch with burn mechanism on the profit earned and redistributed to holders.
- Selling access to sport physical paddock, meet the sportsmen at the event, including sports-based Yacht parties and other planned events.
- Generate revenue from partnering with payment gateways for the purchase of goods and services in the real world. Revenue and Profits earned to be redistributed to holders.
- Many more use cases will be adopted with the maturity of Web 3 technology and use cases.

Market & Utility

The issuing of A4R tokens is similar to following in the footsteps of some of the world's most famous football teams, including Barcelona. Currently, these football teams and sports authorities are offering virtual team tokens, with the purpose of utilizing Multimedia NFTs, Cryptos + Virtual Clothing, drinks, and sports gear in the Metaverse.

The broad-based approach proposes creating a virtual A4R zone in different Metaverses, where fans buy drinks, clothing, and equipment, as well as participate in well-known A4R-sponsored sports. Furthermore, A4R fans who enter the Metaverse be able to buy goods and services with A4R coin/s.

NFT holders are able to redeem NFTs for real-life events and attend concerts and athletic events, as we've seen elsewhere. A4R will be a cross-chain NFT, which can be used in almost all Metaverses currently available. This is a unique business model which allows A4R coins and NFTs to be a broad-based utility, allowing for multiple access points for users.

For sports fans, the Metaverse would enable them to interact with athletes, be present at events, and even be virtually active alongside cliff divers and freestyle motorsports personalities at A4R's most extreme sports events. A4R will join multiple Metaverses with a dedicated A4R zone at various events. A4R will drive partnerships with other major brands bringing access to multiple markets whilst driving access for A4R community members.

This is possible as the Metaverse has evolved into something more than a consumer fantasy, but a consumer paradise in reality. Why are we aiming at sports fans? The main reason is due to the fact that Sports fans are a premium category market whereby, they have a global reach and their participation within the sporting paradigm is local, particularly when analyzing their involvement in media. This gives a deeper and unique market to acquire a committed community with wide demographics aged from young 13 years to 65 years, within both genders. The community media age peaks at 25 to 35 ages, which is the best-earning demographic segment.

As a sport first, we plan to be in the **motorsport community as a pilot**. Moreover, down the line, we plan to expand into Basketball, Soccer, and other local sports of different countries. While traditional sports have grown in popularity, A4R will always be associated with extreme sports. A4R's Extreme Sports calendar will include BMX and skateboarding, cliff diving, freestyle skiing, and mountain biking.

Competitive Analysis

Building the Cross-Chain token for metaverses from the bottom-up

There are a few projects that could be considered competitors to A4R, although A4R is unique in the way that it will be the only community that allows users to log in with their own User Id and 2-factor verification, which is optimized for an exciting membership/ community experience. A4R would be creating cross-chain NFTs to build access to multiple Metaverses from the bottom-up to allow players to use their own NFTs, to which their social identity is linked. This is why A4R starts from building NFT communities and provides access to other Metaverses and games for the community instead of building a game or a Metaverse in hope of people entering and buying into them.

The core attraction to Tokens and NFTs is particularly the **social status and identity** it gives them, due to their perceived exclusivity. This will be further propagated by establishing partnerships with Tier-1 NFT projects like CyberKongz, Illuvium, Animetas, and many others.

A4R is taking advantage of network effects and developing a first-of-its-kind cross-chain token contract, which allows it to run on L2 for optimized speed and lower transaction fees

What are the holder benefits?

- 25 giveaways in 2022.
- Access to community.
- Play-2-Earn games.
- Run-2-Earn - Real-life events.
- Metaverse events.
- Special partner offers.
- Merchandise.
- NFT airdrops.
- Whitelist for next projects coming.

NFT owners will receive a special NFT granting them access to the Metaverse Yacht Party in Monaco, and Paddock Club tickets for the Motorsport Grand Prix de Monaco in 2023.

Technology Stack

The A4R coin is developed for both mobile devices and PC Installable clients with a smooth cross-platform community/membership experience. The technology chosen by the team to comply with this vision is the Unity game engine for the client component.

Technology backend & blockchain technology

The backend system game access logic is developed using standard server-side languages and is a combination of Java, C#, Node JS and SQL. The entire backend logic is developed to be auto-scalable using Cloud Platform for hosting and Docker/Jenkins for CI/CD. Monitoring, Alerting, and logging systems have been put into place from the design level to ensure smooth flawless service. The Token and NFT economy and some of the functionality coupled closely with Blockchain and issued Tokens, for governance, utility, and consumable.

These Tokens are issued on the Binance Blockchain with a contract written on Solidity in the Truffle environment. The A4R NFT/Tokens are issued on the Polygon / Binance network. We have chosen Polygon to accommodate the business and community aspects of it as much as the technology.

The requirements for the blockchain network are (not necessarily by priority):

- Decentralized and secure: the Blockchain network should be decentralized and secure to cancel the risk of it being compromised. The infrastructure shall be immune to 51% attacks and other vulnerabilities.
- EVM Blockchain compatibility: Supporting BEP-20 and BEP-721 To comply with solidity, cross-chain bridge, and open-source for mobility.
- Popularity: Polygon network is one of the top gaming adopted blockchains. Most of the blockchain users/gamers hold Matic, Polygon's native token, in their wallets. It is used in the game for gas fees on minting and cross-chain transfers.

Smart contract audit

Token minting smart contracts have passed an **audit by Certic,** an external auditor. The audit passed with no critical issues. Audit report results can be found here: TBD

RUN2EARN

Stop Chasing
Start Racing!

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