



HYBRID

The world's first **blockchain-enabled** factory for
licensed metaverse fashion and merchandise

HYBRID

The world's first ecosystem and smart factory for branded fashion, merchandise and art.

The bridge between real world and metaverse is here!



Hybrid is launching the **world's first blockchain-enabled smart factory**, creating stunning premium physical apparel, **each with a 'metaverse' wearable version**. Every product is authenticated as an NFT and sold on our own marketplace.

Hybrid will bridge the gap between the crypto-savvy community and mass adoption of metaverse retail, **offering both a physical AND a metaverse product**, and on-boarding millions of fans each week through live drops at inclusive prices.

Fans will be incentivized to purchase HYBD tokens in order to receive additional benefits, rewards and exclusive opportunities to engage with their favorite brands within the Hybrid universe including trading their products as they appreciate in value.

NFTs Connecting Physical, Digital & Metaverses

Hybrid is going to build the world's first physical blockchain-enabled factory along with a platform to bring to the world limited-edition fashion & merchandise exclusively for the metaverse.

Hybrid is launching:



1.

A smart factory to produce physical merchandise connected to blockchain, using fingerprint technology and authenticated as NFTs to verify their provenance.



2.

An NFT platform for consumers all over the world to purchase licensed merchandise for their favorite brands.



3.

Metaverse wearable items which are identical to the physical merchandise owned along with exclusive content and rewards from their favorite brands

HYBRID NFT SMART FACTORY

Hybrid is launching the world's most advanced "On-Demand Manufacturing" (ODM) center, capable of producing apparel and a host of other fashion + merchandise products entirely on-demand and tailor made for fans.



Users will be able to watch the real-world item of their NFT being minted and printed!



Product is only manufactured when an order is placed online



Real-time merchandising. We take just days to take a product from design stage to uploading to our platform as an NFT.



Can produce up to 10,000 individually customized items per week



Zero wastage and fully sustainable with very low carbon footprint,

WATCH YOUR NFT BEING PRINTED

Our smart factory will allow users to watch the real-world item of their NFT being made:



With cameras mounted on every single machine, our factory captures the moment your NFT product is minted and printed!



Watch your t-shirt printing on state-of-the-art machines



Or even your wall art...

WHAT CAN WE PRODUCE

The following products can be produced at volumes of up to 5,000 per week and entirely custom made. Each product will be linked to an individually minted NFT



Apparel / Clothing
(Fashion, Streetwear)



Children's Clothing



Leather Goods



Fashion Accessories
(Tote bags etc.)



Performance Apparel
/ Sports



Electronic Accessories



Wall Art



Limited Edition boxed items
individually numbered and
authenticated by the
blockchain



NFT MARKETPLACE

Our marketplace will become the largest platform selling licensed merchandise for real-world and metaverse.



FUNCTIONALITY

Mint NFTs that are linked to a variety of licensed merchandise products that will enable access to exclusive content from brands as part of any NFT bundle/assets.



PLATFORM

Provide a place to trade and re-sell NFTs that increase in value due to higher demand from fan bases.



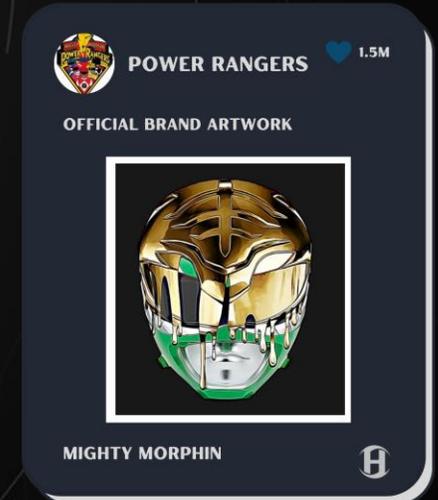
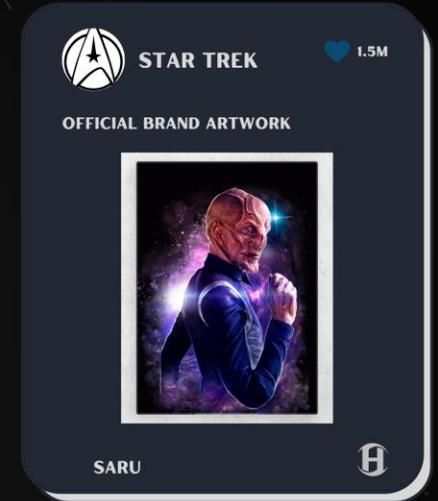
GLOBAL FAN BASES

Building mass-adoption of NFTs by leveraging multiple global brand fan bases



USER ACQUISITION

Ability to stream live drops featuring special guests of brands and celebrities launching their product drops on Hybrid.



NFT MARKETPLACE



AUTHENTICATION

Both the physical and virtual (metaverse) versions of each product are linked to the blockchain for authentication



PROVENANCE

Minting of NFTs that provide every detail about an item including where and when it was produced



METaverse COMPATIBLE

Creation of virtual version of the physical product as an NFT for use in the metaverse



HYBD TOKEN UTILITY

Added value with HYBD token unlocking exclusive content and rewards for fans of each brand

 NBA 965K

LOS ANGELES LAKERS LEBRON JAMES



OFFICIAL T-SHIRT 

 NBA 23M

OFFICIAL ARTWORK



KOBE BRYANT LA LAKERS 

 DR WHO 22.5M

TARDIS - OFFICIAL DESIGN



ARTWORK 

 DR WHO 679K

PREMIUM COLLECTION OFFICIAL BRAND



TRAVEL BAG 

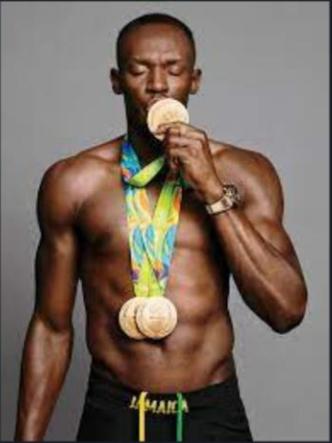
EXCLUSIVE AND UNIQUE DROPS

 **USAIN BOLT**  56.8K



12 HOURS LEFT 

 **USAIN BOLT**  18.2K



#1 

EXAMPLES: USAIN BOLT x MR.MEN

We are working with Usain Bolt and Mr. Men to run a drop featuring 958 digital copies of the Mr. Bolt book featuring narration from Usain himself along with 958 limited edition Mr. Bolt T-shirts.

The digital editions will have special features, signatures and an exclusive audio file not available anywhere in the world.

METAVVERSE COMPATIBLE

HYBRID will be working with Metaverses such as Decentraland and Lunaverse.



Avatars will be able to use and wear their Hybrid products in various metaverses



NFT and HYBD holders will be able to buy and sell their Hybrid NFTs in multiple metaverses, creating a new revenue stream



THE HYBRID MODEL

We aim to create rarity and high demand for well-known brands across sport, entertainment, celebrity and lifestyle.

We do this by generating limited edition supply drops for unique merchandise that has an already high value with their fan.

The consumer receives a physical product, digitally attached to the blockchain with the NFT along with a metaverse-ready virtual version + exclusive content and rewards, that combined can be traded on our own platform to other fans for a higher value.

PHYSICAL

Our own factory will deploy state-of-the-art manufacturing equipment and leading-edge anti-counterfeit measures including camera systems on all print machines that link to an order number of each item printed.

METVERSE

Hybrid will create virtual wearable version that is compatible with popular metaverse platforms so that the consumer gets to wear their favorite brand's apparel within the metaverse.

HYBD TOKEN

Users will be encouraged to purchase the HYBD token to receive extra special benefits and unlockable content from their favorite brands As part of the reward scheme offered through our platform.

UNIQUE VALUE PROPOSITION

METVERSE COMPATIBLE

Our team will build wearable versions of our products for use within popular metaverse platforms such as Decentraland

BIG BRAND LIVE DROPS

We will launch live drops each week on Hybrid TV, with special guests for each brand coming on to promote to their fan base

BUILD VALUE OVER TIME

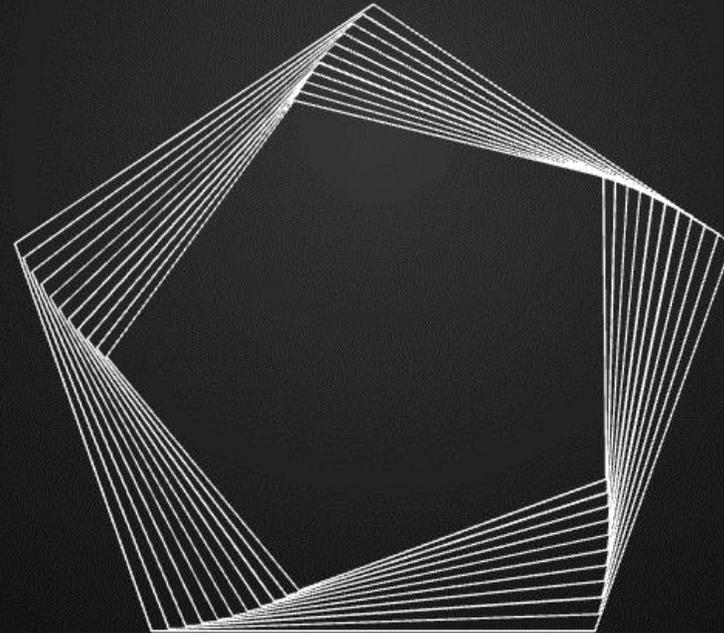
Our limited edition runs of each drop will have additional exclusive content being added for each brand will drive up the value of each product

PURCHASE WITH FIAT

Our plan to bring metaverse wearables to the masses starts with offering fiat payment priced as low as \$50 USD

TRADE AND RE-SELL

Only on our platform will fans will be able to trade and re-sell their products for profit to other interested fans



AN EXPERIENCED LICENSING TEAM

The Hybrid founding management have already been official licensees of the following brands under the categories of apparel, accessories, wall art and other general merchandise:



STAR TREK

Disney

STAR WARS

MARVEL



Barbie

Enchantimals



MIRAMAX

NUM NOMS
such so delicious!



MAJOR PARTNERS



AEOON TECHNOLOGIES - World leading innovators on print manufacturing technology and equipment providing support, training and R+D budget and resources to enable blockchain features within the manufacturing cycle.

**MATTER
APPAREL**

MATTER MANUFACTORY - US-based premium ethical and sustainable sourcing company for apparel. In partnership to provide ethical and sustainable sourcing services to our first factory.



DUBAI COMMERCITY/ DUBAI SOUTH FREEZONE - working with one of the leading founding members to ascertain an appropriate site and government support for the first factory to be built and launched in Dubai, UAE.

Digital **Enforcement** *Concepts*

DEC (Digital Enforcement Concepts) - Industry-leading anti-counterfeit agency, providing client introductions to their client base including Iron Maiden (in advanced discussions).



MINGYIAN INC - American / China based talent agency - in partnership to sign talent to Hybrid.

In advanced discussions with global brands and entertainment conglomerates to sign to Hybrid.NFT including:

ViacomCBS
Hasbro
Peanuts
WWE
Iron Maiden
Metallica
Led Zeppelin
Usain Bolt
Mr. Men
Bernie Eccleston.

(LOI's from some of these are pending)



PARTNERSHIP WITH NFT PLATFORMS



LunArt – one of the first and leading platforms for artists to turn their art into NFTs has signed a memorandum of understanding with Hybrid to use our smart factory (once it is live) for the production of physical art on behalf of their growing artists roster.



REVOLUTIONIZING CONSUMER PRODUCTS

Hybrid is an eco-system exclusively for licensed brands, celebrities and content creators, who will benefit from our own ethos:

Using world-leading machine tech, we will produce the highest quality apparel in the world

Our pricing model is inclusive to fans with limited editions selling for between \$50-\$250 on average, our factory is also fully sustainable and uses ethical sourcing policies and materials

Added value with HYBD token unlocking exclusive content and rewards for fans of each brand

Speed



Quality



Rarity



Ethicality



Authenticity



Token Utility



We can create campaigns and drops within hours to meet real-time spikes in engagement, as we OWN the supply chain (licensing, product design, sourcing, our own factory, AND our own platform)

Each drop will be strictly limited in number with an NFT minted for every single item, our platform will promote the activity of trading and selling your products to other fans worldwide based on consumer demand

Using fingerprint blockchain tech, each item will offer 100% provenance to fans, building the future value of each product sold

WHY WILL USERS BUY HYBD TOKEN?

The HYBD token will be valuable because of the demand we can create from fans of brands purchasing products on our platform. Fans can purchase any product using fiat currency on our platform. The reason many of them will choose to purchase and use HYBD tokens are:

01

HYBD token holders gain access to special benefits for the brands they follow

02

These benefits include exclusive content, additional content added by the brand for token holders only

03

Token holders get access to purchase future drops of their favorite brand 2 hours before anyone else

04

Token holders get a free replacement of their product in the case of lost or damage

05

Token holders are able to trade and resell NFTs to other fan groups

06

Token holders get access to special free product bundles when making a purchase

WHY WILL USERS BUY HYBD TOKEN?

Example offering for licensed brand drop:

STANDARD PURCHASERS GET

- Physical t-shirt (limited edition of 500)
- Metaverse wearable version of the t-shirt
- Bespoke numbered presentation box
- Fingerprint code on the t-shirt to access further content + gain garment credentials (fabric, origin, ink type, print date)
- Standard content provided by brand linked to NFT

HYBD TOKEN HOLDERS GET ALL OF THE STANDARD PLUS

- Replacement product in case of lost or damaged item
- Option for customization on the physical product, custom made at our factory for token holders
- Exclusive content for token holders only from the brand
- Option to trade or re-sell their NFT to other fans
- early notification on future drops and access to private sales for token holders only
- Free additional physical products with each purchase

GTM & GROWTH STRATEGY

A unified strategy leveraging existing customer bases, partnerships and relationships.

USER ACQUISITION

We will onboard global licensed brands to our portfolio who will bring their audience of followers and fans into the world of metaverse, leveraging the physical products we sell on their behalf.



USER ENGAGEMENT

Once the fan has made a purchase, they will have the added value of a virtual product they can wear in the metaverse along with exclusive content from the brand.

SECONDARY MARKET

Fans will be able to create fan groups within the metaverse and trade the high value limited edition NFTS they have purchased. Our HYBRID platform will enable this.



TOKEN ENGAGEMENT

The fan will be encouraged to purchase HYBD tokens in order to gain access to early drops, private sales, exclusive content and additional rewards.

THE HYBRID TEAM



BEN NOLAN
CO-FOUNDER

- Has been a licensee/rights owner for 50+ global sport, entertainment and lifestyle brands
- Overseen over 1000+ consumer product development and design executions for global brands
- Over a decade of knowledge in managing global supply chain for producing limited edition and collectible consumer products
- Him and his team audited over 300 factories worldwide for premium, ethical and sustainable practices



JORDAN BAKER
CO-FOUNDER

- Entrepreneur and founder of multiple companies within the crypto and blockchain sectors
- Finance and payments industry background, converted into DeFi at an early stage
- Founded cryptocurrency investing and trading advisory and mentoring program
- Serial investor of blockchain and Web3 companies since 2016, has followed the growth of the sector closely for 5 years



DAN FRUGTNIET
GLOBAL VP,
LICENSING

- Former Head of Licensing and Home Entertainment for Walt Disney Company (EMEA)
- Former Global Vice President, Licensing and Consumer Products for ViacomCBS (MTV, Paramount, Nickelodeon)
- Key decision-maker for thousands of consumer product campaigns across hundreds of licensees worldwide
- 20+ years at the very top of the brand licensing industry on behalf of both the licensor and licensee

THE HYBRID TEAM



SHARJEEL AKHTAR
Head of Operations
and Commercial,
MENA (Smart Factory)

- Instrumental in building the commercial division of a \$1 billion UAE government destination dedicated to e-commerce. As its first employee and GM of BD and Sales, Sharjeel recruited and led the team responsible for creating a unique ecosystem.
- Founding member for Pakistan's first financial marketing institution. Sharjeel led the commercial division and played a pivotal role in expanding the company's operations in the US and UK.
- Scaled a US-based premium full-service digital agency from a team of 25 to 125 people, and led the company's expansions into Europe and the Middle East
- Founding marketing member of a multimillion dollar liberal arts university that was the highest investment in education in the history of Pakistan.



AMALIA GROCHAL
BOARD ADVISOR

- One of the first Bitcoin miners with her business partner, in 2010. They both shared a very particular interest in Blockchain Technology and its possibilities early on.
- In 2011 未来 has launched a Financial Technology Solution, for easy access and comparison of mortgage rates.
- In 2015 moved to United Arab Emirates and since then, has made it a mission for UAE to become the biggest Crypto and Blockchain Hub in the World.
- In 2021 Amalia created MIRAI DAO, focusing on investments in disruptive Technology and support of Scientists and Engineers.

ADVISORY TEAM



MAZ ZAMAN
BLOCKCHAIN
SPECIALIST

- 20+ years in investments & finance
- Business, financial & tokenomics modelling
- Blockchain project scaling specialist
- Tech start-up growth advisor
- 10+ years Tier 1 bank senior leadership



SIMON RAHME
TECHNOLOGY
SPECIALIST

- 10+ years in software development
- Co-founder of Legacy Apps one of Australia's largest tech development company
- 6+ years in blockchain development
- Co-founder of Loop Wallet and Loop Markets

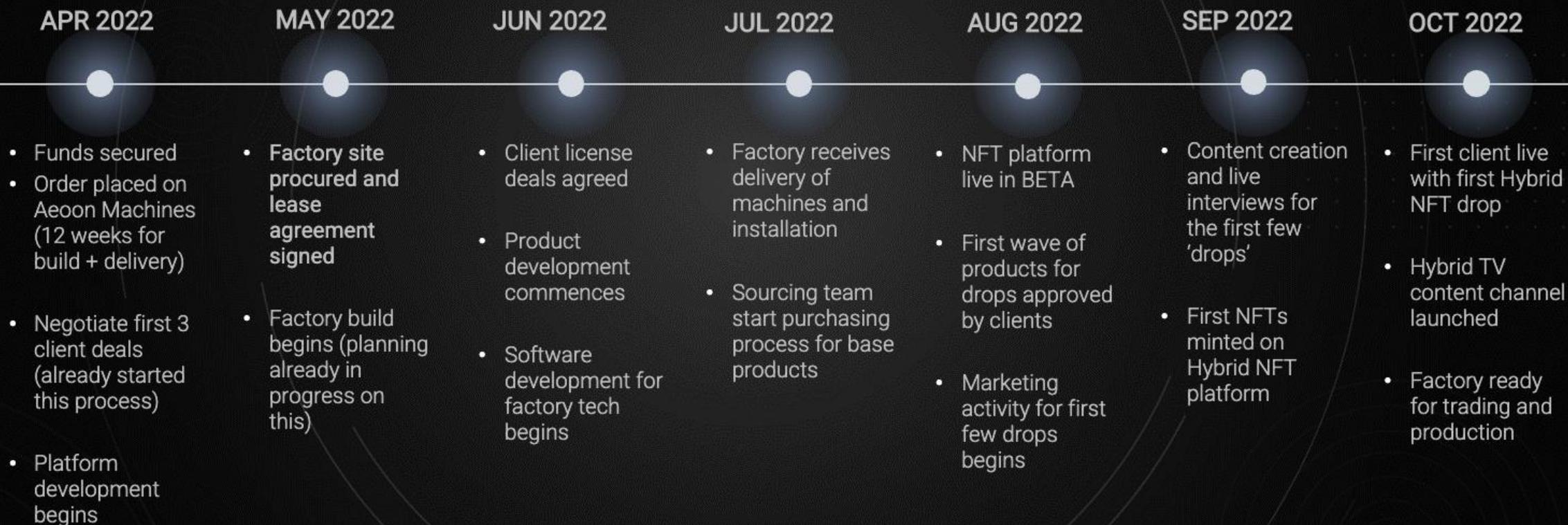


RACHEL MOSS
MARKETING
SPECIALIST

- 6+ years experience in Finance and Defi growth marketing
- Blockchain and crypto growth marketing and user acquisition specialist
- Marketing project management specialist
- Integrated multi-channel marketing campaign management specialist

PRODUCT ROADMAP

We aim to be live and trading from our own factory within 6 months from funding closure



REVENUE MODEL

VIRTUAL PHYSICAL PRODUCT SALES:

50-75% of the sale

Where Hybrid has a joint agreement to operate the e-commerce / retail strategy for a given brand / label, Hybrid will generate revenue by selling products directly to the customer

Average order value for a limited edition T-shirt that comes with a virtual wearable for example, will range from \$50 USD to \$250 USD

MARKETPLACE:

2-4% commission

Hybrid will benefit whenever a customer sells their product on the secondary Marketplace

MANUFACTURING DEAL:

25% per item of the RRP

Where Hybrid are the officially appointed manufacturer and receive a wholesale price per product.

TOKEN VALUE ACCRUAL

HYBD TOKEN BENEFITS

HYBD token to be promoted to fans of every brand we sign to use the token to purchase products in order to gain exclusive add-ons and benefits

GROWTH OF FACTORY NETWORK + BRAND PORTFOLIO

The growth of sales revenues will enable our factory network to expand, along with our ability to sign more licensed brands

LARGER AUDIENCE TO SHOWCASE DROPS

The increase in signed brands will provide a constant increase in audience size, as we begin to run multiple weekly drops across several brands

ULTIMATE VISION

The end goal in all of this is that HYBD is seen as the leading token to buy real world and metaverse LICENSED apparel + wearables

INCREASED VALUE OF EVERY NFT

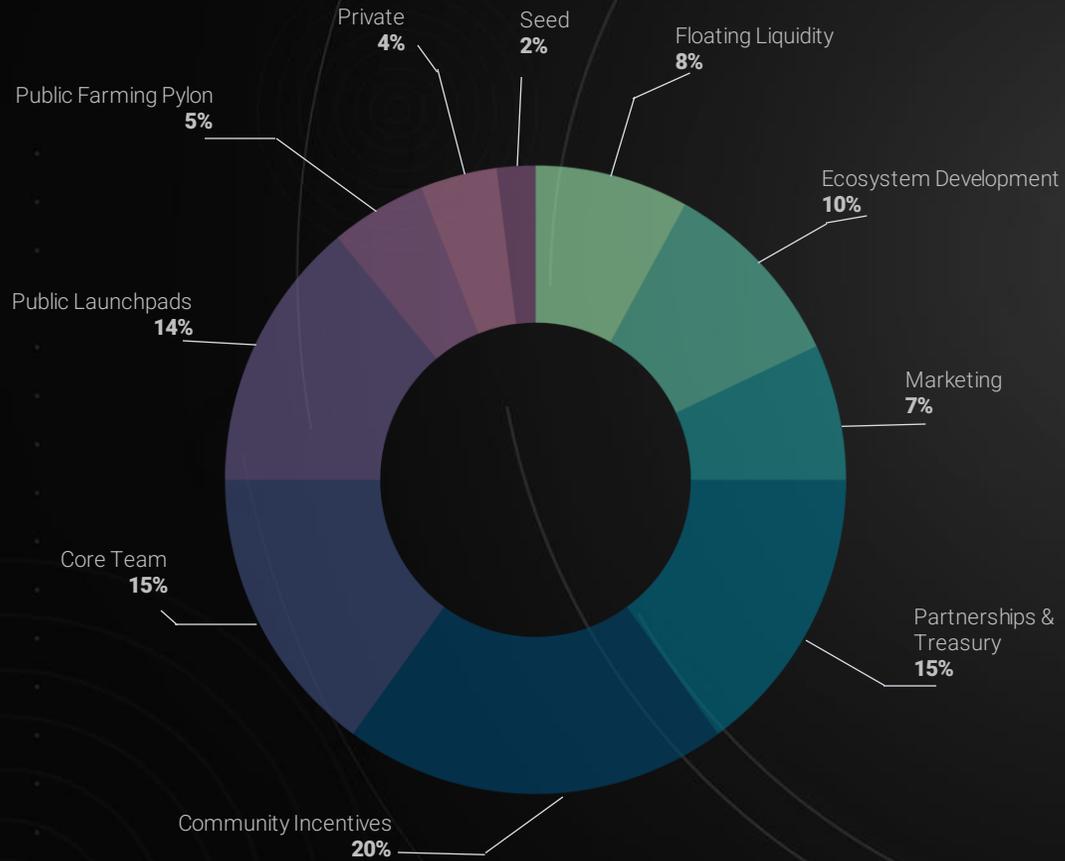
As the limited supply model of our NFTs becomes more prominent with fans, the value of each NFT / product will increase due to its rarity

INCREASED USAGE OF HYBD TOKEN

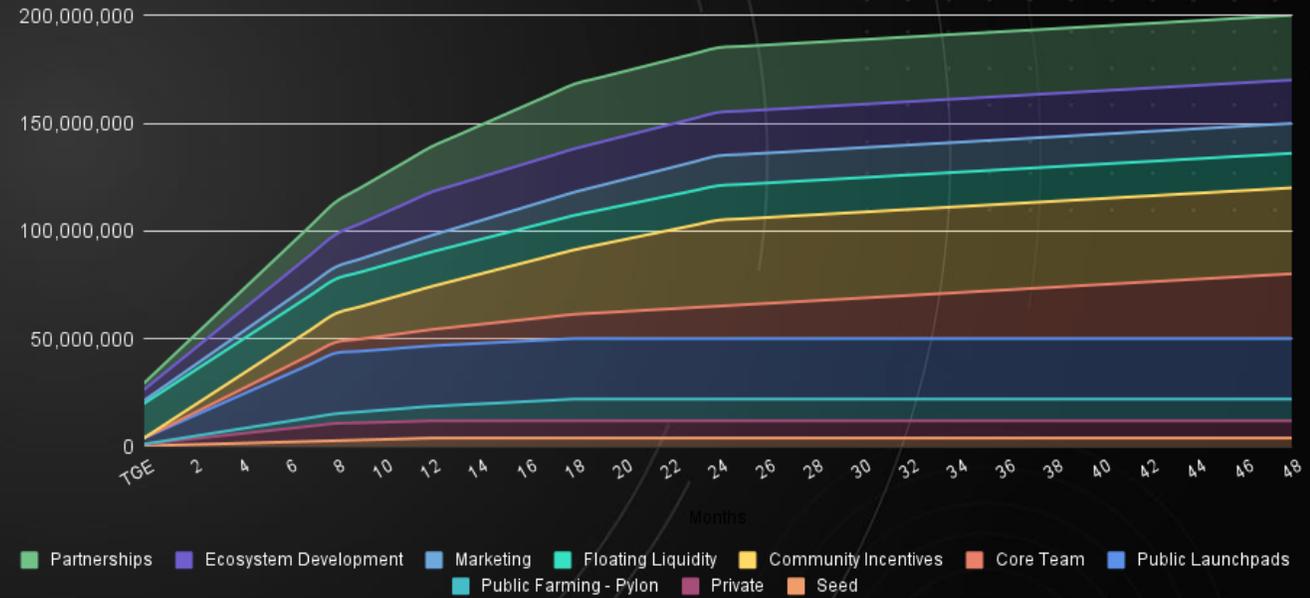
This model produces NEW audiences each week from new brands signed who will use the token to purchase products due to the added benefits

TOKENOMICS

TOKEN DISTRIBUTION



TOKEN EMISSION



TOKENOMICS

	ALLOCATION	TOKENS	PRICE (UST)	CLIFF	TGE RELEASE	VESTING
SEED	2%	4,000,000	0.090	2 weeks	10%	12mo daily
PRIVATE ROUND	4%	8,000,000	0.100	1 week	10%	6mo daily
PUBLIC FARMING - PYLON	5%	10,000,000	0.150			6 - 18mo
PUBLIC LAUNCHPADS	14%	28,000,000	0.150		10%	6mo daily
CORE TEAM	15%	30,000,000		12 weeks	0%	48mo daily
COMMUNITY INCENTIVES	20%	40,000,000			0%	12mo daily
FLOATING LIQUIDITY	8%	16,000,000				
PARTNERSHIPS & TREASURY	15%	30,000,000		4 weeks	0%	12mo daily
ECOSYSTEM DEVELOPMENT	10%	20,000,000		4 weeks	0%	12mo daily
MARKETING	7%	14,000,000		4 weeks	0%	12mo daily
TOTAL	100%	200,000,000				

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HYBRID

THANK YOU