



Whitepaper

AllStarXI

Reimagining
Fantasy Football

MAY 5, 2022



Table of Contents

Introduction	3
Why Blockchain?	4
Business Case	
Market Overview	6
Monetization Models	7
About the Game	
Points System	12
Game Modes	13
Leaderboards	14
Engagement	15
Accessibility	16
Community Involvement	17
Token Model	18
Roadmap	20
Team	23



Introduction

AllStarXI is a free-to-play fantasy football (US: soccer) game aiming to reimagine the fantasy gameplay experience by making it more accessible, engaging, forgiving, social and fun.

Fantasy sports are online prediction games where you put together a virtual team of real sports players. You earn points based on real life statistics, so the better your players perform in real life, the higher your fantasy points.

Our goal is to create a fantasy football game the fans have been waiting for. That's why we have created the **\$ASXI** token, with which holders will be able to participate in key votes for the future of AllStarXI.



Why Blockchain?

- Being funded by the community is significantly more insightful and rewarding compared to conventional investors.
- While the \$ASXI token is not directly connected to the gameplay, we are very excited about the potential of NFT's
- Blockchain is already disrupting many industries, and football has a huge fan base worldwide. The two combined can be really powerful.



Business Case



Market Overview

Most, if not all, fantasy football games today are static, boring and frustrating games. They are not responsive, too punishing and unforgiving, not truly social, inaccessible and too time consuming to play. They are statistical experiences gamified instead of truly fun games. We believe fantasy football deserves better and that's why we are building a brand new experience with AllStarXI.

Football/soccer is the most watched sport worldwide. More than 3.5 billion people watch football once a year - that is around 45% of the global population. Football is also being played in more than 200 countries.

The Global Games Market is to generate \$175.8 Billion in 2021; the market is on track to surpass \$200 Billion in 2023! More than 3.1 billion people play games and this is 40% of the global population.

The fantasy sports market is expected to reach a total value of \$9 billion by 2024. The market share of soccer in fantasy sports currently is 14%. This shows that there is huge untapped potential, since football (soccer) is the number one sport in the world, yet in fantasy sports football has a relatively small market share.



Monetization models

Our first priority is to provide a fair playing space for all, so AllStarXI will never be a pay-to-win game. However, we're considering models where paying members get access to various quality-of-life improvements.

Premium content / tools

There are numerous ways to help fantasy managers, depending on matchups, schedule and many other factors. While features like Autodraft are part of the core experience, we are also planning to introduce advanced tools to help fantasy managers make better decisions and make their lives easier.



Sponsorships

SPONSORED CHALLENGES

"Challenge" game mode allows us to create tournaments with specific rules or themes. We think it's a perfect opportunity for brands who are looking for ways to get more exposure, while bringing additional depth and competition to the game.

PRODUCT / BRAND PLACEMENTS

We are looking to leverage the long-lasting relationships between sports organizations and brands, potentially placing branded content when it's relevant.



Profile Customization

COSMETIC ITEMS

Players will be able to customize the look of their manager profile by purchasing items, accessories or special effects.

NFT'S

We are very excited about the potential of launching limited-edition cosmetic items in the form of NFT's. More on this soon



About the Game



At its core, AllStarXI will follow the well-known rules and mechanics of classical fantasy football games. Our goal is to build on top of this concept and take it to the next level.

In this section, we will outline the concepts and features that make AllStarXI unique, hopefully giving it the edge it will need to outcompete other games in the market.

- i** The game is currently in Design phase, and the exact feature-set to be included in the initial launch are subject to change.



Points System

Current fantasy football games in the market base player performance on a limited range of statistics. This can lead to hit-or-miss scenarios, where the points players receive in fantasy football do not always reflect their real-life contribution to the match.

This becomes really apparent when you look at the point systems of other fantasy sports games, namely Fantasy NFL and NBA. *(For example in Fantasy NFL, passes or goals are scored based on their distance to the target in yards.)*

Inspired by this, we're experimenting with adding more advanced statistics to the points system, aiming to reflect the player's real-life contribution in a match in their fantasy production as much as possible. Below is a list of advanced statistics we are currently experimenting with, already made available by statistic providers. We're certain a balanced points system involving even a few of the following statistics will make watching football games a lot more exciting.

Goals from direct free kick	Headed goals	Match winning goals	Set piece goals
Shots on target	Saves	Shots blocked	Completed crosses
Tackles	Every 10 completed passes	Fouls committed	Aerial duels won
Own goals	Fouls won	Penalties won	Fouls causing a penalty
Penalties missed	Penalties saved	Balls recovered	Chances created



Game Modes

Traditionally, playing in a fantasy league means that you start playing as the season starts, and keep playing until the season ends. While this can be preferable for many fans, there are various issues that arise from it:

- Getting into a fantasy league seems like a big commitment to more casual gamers
- If a player stops playing for a week, most likely they will lose their chances to stay competitive in their league
- If people get bored or can't stay competitive, they stop playing, which ruins the fun for all the other people in the league

AllStarXI will respect your time and allow you to play the game whenever you want, keeping it challenging and competitive.

Season-long

Create a league for the duration of an entire season and/or tournament (traditional fantasy gameplay)

Fixed term

Create a league for a set duration of weeks

Challenges

Curated short to mid-term challenges to add depth to the gameplay, while keeping things exciting for solo players



Leaderboards

Traditional fantasy games require you to play in a league with friends. While this is the most fun and engaging way to play fantasy, we're also planning to offer additional ways for solo players to enjoy the game.

- Users can join the Challenge game mode to compete with others in a non-league setting
- Users can create a team to compete in global or local leaderboards

Leaderboards will consist of both solo users and users playing in leagues. This will give every user a chance to measure their success based on the average performance of ASXI users.

Global leaderboard

Every user who creates a team will be included in global leaderboards.

Location-based leaderboard

Users from the same region will compete in location-based leaderboards.

Fanbase leaderboard

Users who support the same team will compete in fanbase leaderboards.

Leaderboards will be updated as each game week comes to conclusion, and users will be able to share their rankings on social media, as well as receiving profile badges as a token of their success.



Engagement

LIVE SCORES

While the gameweek is underway, users will be able to view live scores of the matches being played, as well as a detailed breakdown of player performances.

We believe this will increase retention as it will give users a reason to check the app while watching the games.

INTERACTIVE LEAGUE CHAT

Most fantasy leagues utilize WhatsApp or other 3rd party applications for users to be in contact during the season.

In ASXI, we're looking to implement a league chat to replace 3rd party applications. In each league chat, we'll have an ASXI Bot posting highlights and updates from games, giving users a chance to react and quote big moments in football.

We're also planning to add Polls to league chat, making it easy for groups to make decisions about the game and league settings.



Accessibility

Barriers to entry in fantasy games are a big reason why fantasy games are not mainstream. We're looking to reduce this barrier by providing users with various tools and features, making the game more accessible for new users.

DRAFT WIZARD

Users are asked to make predictions about the upcoming gameweek, which enables our algorithm to decide what players to suggest based on the users' remaining budget. Draft wizard can both be used to create a team from scratch, or fill up the remaining slots of a team.

REMINDERS / NOTIFICATIONS

We're planning an extensive notification system to help users make decisions based on injury news, schedule updates and more.



Community Involvement

We have many ideas to enrich the fantasy experience and make it more fun and competitive, like boost cards, PVP mode and much more. However, we're also very excited about gathering ideas from the community. **\$ASXI** token holders will be invited to participate in key decisions regarding the future of the game.



Token Model



\$ASXI is an ERC-20 token used to fund the production of AllStarXI. **\$ASXI** holders will be able to participate in key governance votes such as the points system and development roadmap.

Token Symbol	\$ASXI	Dx fees	10.000.000
Token Sale Start	June 16, 2022	Dx Anti-Exploit Fee	10.000.000
Max Supply Tokens	1.000.000.000	Marketing Wallet	60.000.000
Presale	240.000.000	Team Wallet (Locked)	50.000.000

With every transaction, a portion of the transaction fee will be distributed to the following wallets.

- **4%** Game Wallet
- **3%** Reward to Holders
- **3%** Marketing Wallet
- **3%** BuyBack Wallet

When the buyback function is turned on, tokens are bought back from the market, resulting in an immediate effect on the price.

The tokens bought through buyback are immediately burned. This creates a true burn, meaning real value is exchanged for the tokens that are sent to the burn wallet.

After every buy and sale the liquidity will be automatically filled, in this way the price of the token remains stable.

Holders are additionally “auto-staked” instantly receiving 2% of the transaction volume and they can watch their wallet grow in real-time.



Roadmap



Q3 2021

- ✓ Concept Development
- ✓ Early Design Explorations
- ✓ Find a Development Partner
- ✓ Set up social media channels

Q4 2021

- ✓ Launch website
- ✓ Launch whitepaper
- ✓ Launch pitch deck

Q1 2022

- ✓ Audit
- ✓ Live Q&A's
- ✓ Preliminary designs completed

Q2 2022

- **\$ASXI** Pre-Sale
- **\$ASXI** Token Launch
- Game Production Starts
- Giveaways & shilling contests



Q3 2022

- Continued community building
- Internal testing
- Live Q&A's
- Tournaments

Q4 2022

- **Closed Beta Launch:** World Cup 2022 (Nov 2022)
- Launch international marketing campaign
- Connect with Apple and Google to explore partnership opportunities

2023 (TBD)

- Make decisions by involving the community in key voting events
- Launch new leagues
 - UEFA Champions League Launch (Sep 6, 2022)
 - Series A Launch
 - Bundesliga Launch
 - Eredivisie Launch (Aug 2022)
 - Turkish Super League Launch
- Continued development of the game, rolling out new features
- Explore introduction of an NFT series in a meaningful way
- Launch a utility-based token
- Sponsorships & partnerships with football clubs



Team

**CEM YILDIZ**

Chief Executive Officer

Cem started his professional career as an online product manager for entertainment services. His passion for games and the gaming industry inspired him to launch several successful gaming blogs in the early 2000's. In 2006 he joined Ubisoft where he was responsible for strategic sales and partnerships for 8+ years. He closed partnerships with companies like Intel, NVIDIA, Samsung and many more.

After Ubisoft he worked as a director at multiple digital agencies for 7+ years where he helped large enterprises with their digital ambitions.

Cem has also built mobile app Dodub with a brand new parody audio voiceover concept in 2015. Dodub received international praise and was acquired by Basebone Interactive in 2017. After this he launched mobile app Earlynote to introduce a brand new messaging concept in 2018. Earlynote received multiple App of the Month and App of the Year awards by RTL, The Times of India and was also featured by Apple internationally in 17+ countries as one of their favourite new apps.

Cem has been dreaming about a brand new fantasy football game for several years, having played fantasy football games for 20+ years and being frustrated by the existing games out there. He is on a mission to make fantasy football more fun and accessible and reimagine the concept with the ultimate goal of connecting people worldwide.

**FLORIS DE HAAN**

Chief Technology Officer

Floris is a software enthusiast with a drive for applied technology. He started writing software as a hobby at an early age and still enjoys it on a daily basis.

Floris developed various multiplayer games and worked on the scalability behind thousands of web based games at Azerion in the last years with more than 1M DAU.

Currently he is working as a senior fullstack engineer at Miro, solving technical challenges related to external facing services. Next to this he is also still actively working on game projects.

**ATAKAN SEÇKIN**

Chief Product Officer

Kickstarting his career at the age of 16, Atakan has worked with startups in various sizes and stages over the years. During his studies in Visual Communication Design, he interned at Google as a UX Designer. After several years of design experience in healthcare industry, he helped Embleema -the first healthcare blockchain on the Ethereum network- design and develop its brand identity, website, and POC of their first product. Lately he's been working as a Project Manager at Kraftend, a design focused technology studio.

Although he got into fantasy games only a few years ago, his love for sports and gaming started at a young age. He considers himself a tryhard NBA fantasy manager, designing custom tools and spreadsheets to aid his decision-making processes during the season. He believes his experience in this field will help make the next big fantasy football game more exciting and competitive.

**TIM BOELAARS**

Art Director

Tim Boelaars is an illustrator, art director and artist living in Amsterdam, where he spends time working on personal and commercial projects. His work is recognised for its bright colours, singular line-work and geometric compositions.

In his free time Tim draws inspiration from gardening, hiking, mixing electronic music, making fresh pasta and birdwatching.

He was named a Young Gun by the Art Director's Club in 2012. Tim is also the founder of Plant22, a co-working community of eight creative professionals, located in Amsterdam. He has worked with clients both large and small, such as Apple, IBM, Land Rover, National Geographic, The New Yorker, The New York Times and WeTransfer.

**ALEXANDER JANSSEN**

Investor

Alexander is a dependable leader with extensive board, executive management, and consulting experience, and a reproducible track record in turnaround leadership. He has a proven history of achievement working with globally recognised brands including TopSportsLab, FIFA, UEFA, national and elite soccer teams, and consultancy firms Juran and McKinsey/R&W.

He is passionate about growth strategies and have over 20 years of experience in M&A activities, training and mentoring of high-performance teams and facilitating strong business outcomes. He brings achievements and expertise in turning non-performing entities into flourishing organisations through strategy and value enhancement and process improvement.

**ILOGOS**

Development Partner

iLogos is a leading independent game production company in Europe providing first-class game production and co-production services since 2006.

iLogos has several divisions/studios for game development, art production, live ops, porting. 400+ successfully finished projects. Their partners include EA, Ubisoft, Wargaming, Playrix, DeNA, WB Games, Wooga, Rovio, Glu Mobile, Gameforge, InnoGames, Storm8, G5, Social Point, Paradox, Flaregames, Peak Games, IGG, High5 Games, Social Quantum, Nekki and many others. Some of their productions are high in Top Grossing lists.

**BAKKEN & BAECK**

Investor

Bakken & Bæck is a technology-driven digital product development studio with offices in Oslo, Bonn, Amsterdam and London. They partner with founders and companies to create new digital products and ventures.

They help big companies act like small startups, and provide the expertise startups need to launch and scale their business. They also create ventures on their own.

As a team they can contribute with everything from concept work, product design, prototyping and branding to all types of development including advanced machine learning and working with blockchain.



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