



## R2R

### The evolution of motorsport through Crypto blockchain and gamification 2022

#### White Paper (version 1.6)

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#### There are 3 main parts to this project.

1. Mining; how tokens are released into circulation. This is carried out by competitors taking part in both real and online motor sport.
2. Gamification. Carried out by fans, sponsors and the industry using all tools available including NFT's, digital ownership, token rewards etc. creating the market for the R2R tokens.
3. **Tokenomics**; how we see our cryptocurrencies work within the broader ecosystem. This includes token distribution, vesting, distribution and income generating as well as how they can be used to incentivise positive behaviour in the sport.

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✳ R2R tokens will be a Solana token designed to be the currency of purchase, utility, and action in supported compete-to-earn motorsport events both real world and online events using blockchain, AI(Machine/Deep Learning, Machine vision) with cutting edge technology.

✳ The total supply of R2R has been fixed at 2,000,000,000 tokens.

# 1. Introducing R2R

There is a move towards play to earn online crypto projects. The R2R platform will create a real world version of this model with “Compete to Earn” and will reward teams, tracks, competitors etc, for their time and effort.

R2R aim’s to introduce a motorsport digital currency that awards both real world competitors and gamers for participation in events with the goal to improve the overall appeal of motorsport to fans and add extra competitiveness and excitement.

This will be achieved using cutting edge technology and AI to identify areas within the sport that require investments including, competitors , promotion, tracks, safety, clubs, etc.

We see motorsport as an entertainment channel and Drivers and Teams will be incentivised to create NFTs and carry a unique R2R QR code on their cars which will rewarded them any time their code appears in the digital cloud.

## 2. R2R Anatomy.

The R2R tokens “R2R and R2RF” are fungible cryptographic token that exists on the Solana Blockchain. A fungible token is an asset that is interchangeable with tokens of the same type, so that one R2R token always has the same value and properties as any other single R2R token. R2R is the main stable utility token and R2RF is a floating token for signed up motorsports events. R2RF will be used as the fan based award token, and R2R will be the driving force behind the real world compete-to-Earn model.

## 3. Token Economy

Both R2R & R2Rfuel are true utility token that have real use beyond any innate stored value. The purpose of R2R is to serve as a currency connecting multiple motorsport events and brands using blockchain and capturing motorsport intellectual property for the creators. R2R won’t be burned through use, but instead will be reintroduced back into the economy after it is used by competitors in sanctioned R2R events.

### 3.1 R2R Allocation

Predefined amounts of R2R are initially allocated to R2R Team for development and marketing. The Reserve will provide token allocations to new classes as they are added to the R2R ecosystem. The community will decide how many tokens are allocated to each class at the start of each season.

### 3.2 R2R Release Schedule

This release schedule image displays the percentage of the total supply of R2R that will enter into circulation, starting 1/4 one of 2022 offering until year-end 2022. The Reserve (not shown) will be utilised to provide allocations of R2R to new classes that are added to the R2R ecosystem.



## 4. Token Utility

### 4.1 Results Base rewards

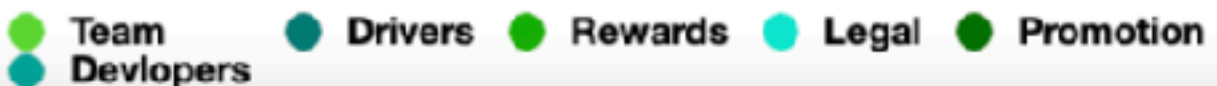
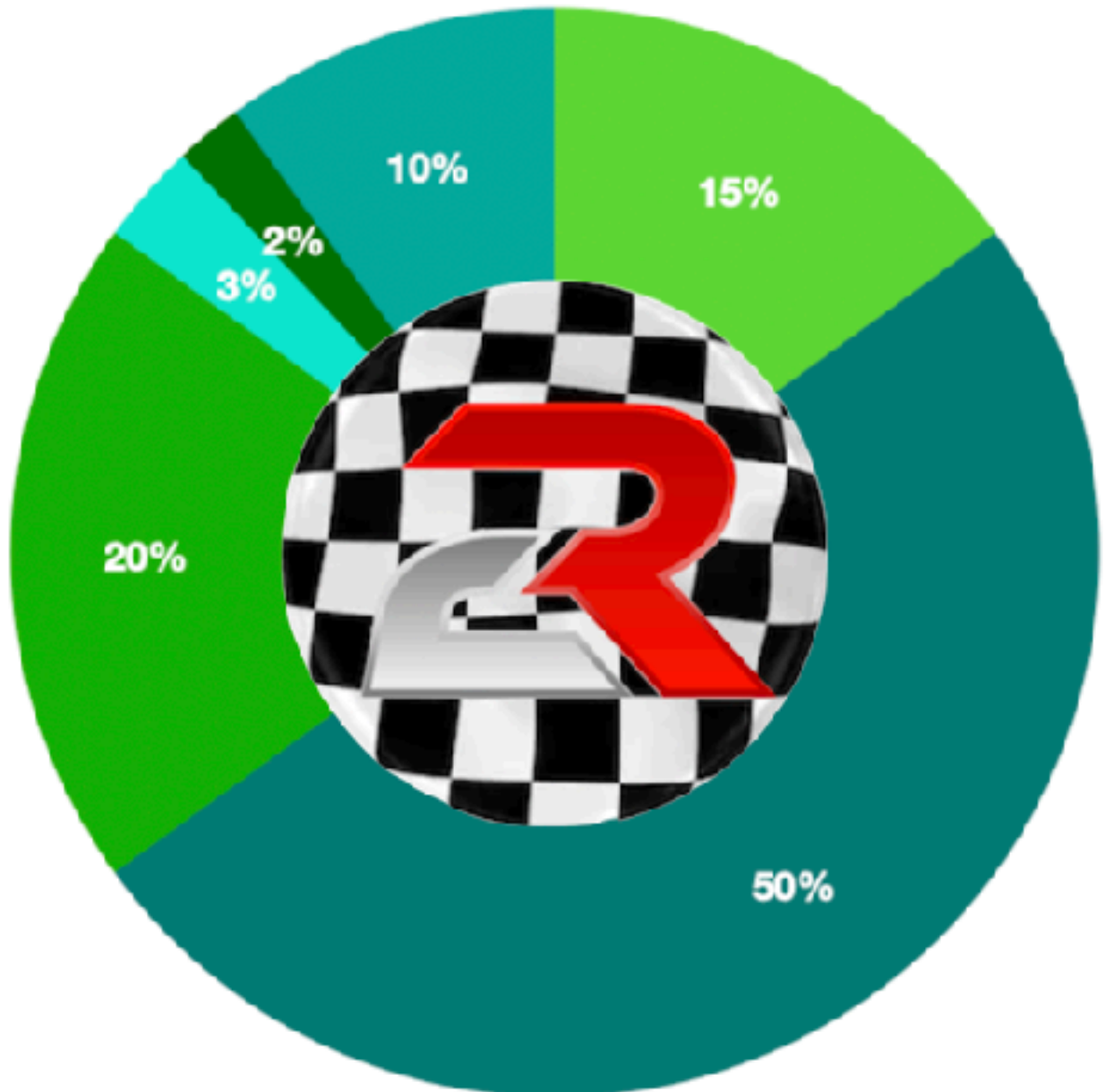
The R2R tokens will be awarded based on official results of events entered in the R2R program both online and real world.

### 4.2 R2R allocation

R2R is pre-allocated to one of four R2R Pools.

**Reserve:** The Reserve is set aside to funnel R2R into the other pools when required as the user base grows.

### Token Allocation



**Staking:** This is specific to the Staking feature. The Staking pool of 6,020,000 R2R is reserved for the 2022 events, with this pool being active for 12 weeks after the launch of the Staking feature.

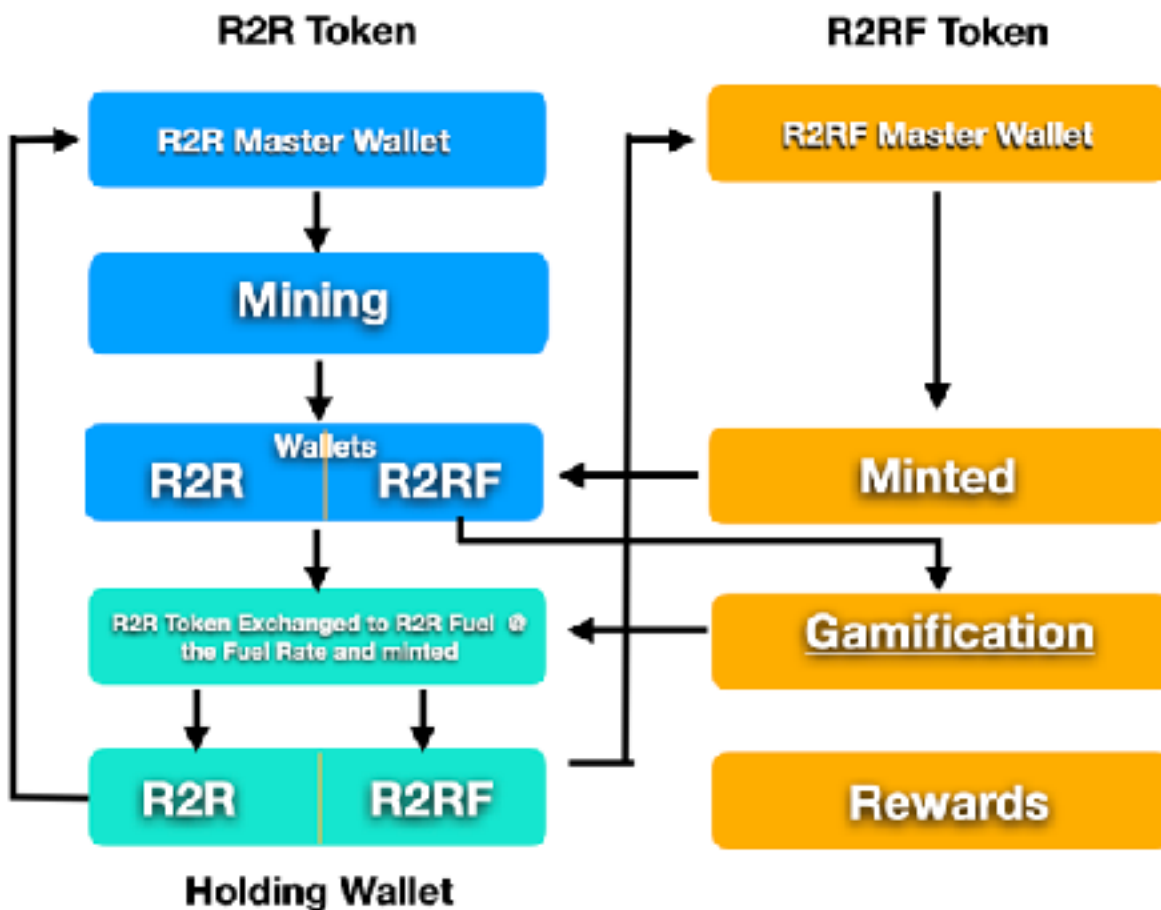
**Fan Pool:** The Fan pool will provide gameplay incentives as new features are rolled out, by increasing the rewards for initial engagement.

**Promotion & Marketing:** This pool will be used for marketing initiatives, including promotional airdrops.

#### 4.3 R2R awards

The R2R awards program is a blockchain Machine Learning/AI based system based on Championship results. The R2R awards program will combine the experiences of team, drivers and managers to identify upcoming competitors and to award them on their journey.

#### 4.4 Token Flow



## 5. R2R Community Overview

### 5.1 Social activity Development strategy

The R2R Token platform is currently focused around an audience that uses English as the common language, with plans to support additional languages as the project grows. As the first available



product in the R2R ecosystem, a significant portion of current activity occurs in national classes. Additional social resources will be set up and deployed to service as the project expands.

### **5.2 Current growth and distribution strategies of R2R**

- Partnering directly with well-known motorsport classes and engaging their existing fans.
- Competitions and rewards for existing content owners.
- IDO to sell R2R tokens to launch the platform.
- Play-To-Earn mechanism in the form of a beta app, to engage/attract existing/new users.

### **5.3 Future growth and distribution strategies of R2R**

- Expansion of the R2R ecosystem, with other championships.
- Conducting staking programs to incentivise community participation.
- Additional Compete-To-Earn mechanisms to be launched.
- Further competitions to encourage content collection, following and active participation.
- Active marketing campaigns,

### **5.4 Community and social channels as of 17th March 2021**

R2R Telegram Community R2R Telegram Announcements, R2R Facebook, R2R twitter and R2R Partners

## **6. Potential Partners**

### **6.1 GoPro**

GoPro frees people to celebrate the moment, inspiring others to do the same. From cameras to apps and accessories, everything we do is geared to help you capture life as you live it, share the experience and pass on the stoke. We believe that sharing our experiences makes them more meaningful and way more fun.

GoPro was founded in 2002 by Nick Woodman—a surfer, skier and motorsports enthusiast in search of a better way to film himself and his friends surfing. What started with a 35mm camera and a wrist strap made from old wetsuits and plastic scraps has grown into an international company that has sold over 26 million GoPro cameras in more than 100 countries.

But it's the millions of passionate GoPro users around the globe who bring the magic to life. They humble and inspire us every day with incredible creativity that helps us see the world in an all-new way—and fires us up to keep creating the most awesome, innovative products possible.

### **6.2 Theta**

This innovative platform provides both technical and economic solutions to the problems facing the streaming sector. As such, the Theta blockchain was designed to incentivise the sharing of bandwidth across the network. Specifically, users gain the opportunity to contribute their excess bandwidth and computing resources in exchange for token rewards.

Theta's developers attempt to tackle various challenges the video streaming industry faces today via an innovative new blockchain. In particular, the platform's layout eliminates the bottlenecking of traditional content delivery pipelines. This issue is known as the "last-mile" issue by professionals. It's a major concern for high-resolution high bitrate 4k, 8k, and next-generation streaming platforms



### 6.3 TP-LINK

Founded in 1996, TP-Link is a global provider of reliable networking devices and accessories, involved in all aspects of everyday life. The company is consistently ranked by analyst firm IDC as the No. 1 provider of Wi-Fi devices\*, supplying distribution to more than 170 countries and serving billions of people worldwide. With a proven heritage of stability, performance and value, TP-Link has curated a portfolio of products that meet the networking needs of all individuals. Now, as the connected lifestyle continues to evolve, the company is expanding today to exceed the demands of tomorrow.

### 6.4 DriftGames

Drift Games has one 50k follows on Facebook and runs events around the world. Based in Ireland and promote the adrenaline-filled world of drifting? Ted also offer a Drift Games Experience in Mondello Park' and a drift training school.

### 6.4 Race Monitor

Race Monitor gives racers and spectators alike, the ability to view live timing from thousands of races and tracks around the world over the internet, or you can view live timing directly from a MyLaps, TAG Heuer, Westhold, Trackside, or MotoSponder timing system via the RMonitor protocol.

## 7. Market size

Global Motorsport Market to Reach \$7.8 Billion by 2027. Amid the COVID-19 crisis, the global market for Motorsport estimated at US\$4.8 Billion in the year 2020, is projected to reach a revised size of US\$7.8 Billion by 2027, growing at a CAGR of 7.2% over the period 2020-2027.

### 7.1 U.S. Market

The Motorsport market in the U. S. is estimated at US\$1.3 Billion in the year 2020. China, the world's second largest economy, is forecast to reach a projected market size of US\$1.7 Billion by the year 2027 trailing a CAGR of 11.1% over the analysis period 2020 to 2027.

### 7.2 U.K. Market

- The industry boasts an annual turnover of £9 billion compared to £4.6 billion in 2000.
- Approximately 4,500 companies are actively involved in the UK's motorsport and high performance engineering industry.
- Of these 4,500 firms, 87% export their products or services.
- Motorsport Valley® is a major source of Value Added to the UK economy. Its average R&D spend is 25% of turnover, dwarfing even the UK pharmaceutical and IT industries.
- The minimum estimated active employment within UK Motorsport is 41,000 (compared to 38,500 in 2000).

### 7.3 Digital competition REVV

Market Cap	\$.	60,000,000
Fully Diluted Market Cap	\$	645,000,000
REVV Price Today	\$.	0.2149

During the first nine months of 2020, Motorsport Games generated \$16.1M in net revenues, up 68.2% compared to \$9.57M in the same period of 2019. At the company's anticipated IPO price range and scaling its revenues from the first three-quarters of 2020 linear to estimated full-year revenues of \$21.5M, Motorsport Games' price-to-sales ratio would be between 12.2 to 14. In total, Motorsport Games ended the first three quarters of 2020 with an \$875K net profit compared to a \$2.95M net loss in the same period of 2019.



## 8. NFT Program

NFTs shift the crypto paradigm by making each token unique and irreplaceable, thereby making it impossible for one non-fungible token to be equal to another. They are digital representations of assets and have been likened to digital passports because each token contains a unique, non-transferable identity to distinguish it from other tokens. They are also extensible, meaning you can combine one NFT with another to “breed” a third, unique NFT. R2R will bring a number of NFT programs to the market. Including a market platform for motorsport NFT’s.

### 8.1 R2RDC

Drivers create a NFT Studio at the start of their career and combine it with other NFT’s as their career progress does using NFT’s to create value and track their career. Imagine owning a NFT package for say Louis Hamilton from day 1 of his race carer including NFT’s of each car he drove, each trophy he won the results of every race, sponsor contracts etc.

### 8.2 R2WC

A program designed to create a NFT’s around world championships. F1, World rally championship. Motor GP etc

### 8.1 R2CC

A program designed to create a NFT’s Continents championships. Nascar, Indy Car, Asian Formula 3 etc

### 8.2 how it works.

At the begging of each seasons a NFT’s auction takes place which includes a number of master NFT’s for each championship the winning bid get a % of every token sold for this championship and certain rights (Like 1st Options on new NFT’s)

Each Driver will be encouraged to create NFT’s Drivers Card and as they progress the token will increase in value. A system will be designed guiding the drivers through the creation of NFT’s both packages and one offs

Sponsors receive NFT’s from the driver as part of the deal and if the driver progress through the classes the NFT’s will increase in value.

### 8.3 Digital Motorsport

NFT’s created for real world motorsport will be integrated into digital gaming as part of R2R strategy moving forward.

### 8.3 SOLV Vesting Vouchers

Will be used in fundraising to lower our costs on allocation management via Vesting Vouchers for investors allowing us to sell our locked-up allocations as Vesting Vouchers and deeper interactions with our user community via lock-up tokens distribution of Vesting Vouchers.

## 9. R2R gamification

**9. gamification.** Gamers win both gaming awards and real world awards in online competitions and are incentivised to support local drivers by buying their NFT’s and gifting them real world winnings form the gaming side. In return local drivers can turbo charge their gaming supports wins by their real world racing result

## 10. The Team

We are passionate about all things motorsport and the team includes 4 family members that all compete in both real world and online motorsport events and have a 40 year track record of involvement in Motorsport. Between us we have the expertise, passion, connection and knowhow to promote and deliver this exciting and game changing project.

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