



FIGHT OUT

WHITEPAPER V2





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AN OVERVIEW OF FIGHT OUT

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FIGHT OUT

STATE OF THE MARKET

The gaming industry is broken. Huge gaming corporations own the rights to all the most popular titles. The result has been poor quality, unfulfilling games, and exploitative monetisation models aimed at extracting as much revenue from the player as possible without giving them any ownership of the assets they earn and purchase.

Web3 games have emerged to fix the exploitative financial model of Web2 games by giving their player base true ownership of their in-game assets, meaning players profit from their hard work and dedication. However, there are three key problems with the new Web3 gaming model:

1. They prioritise earning mechanisms at the cost of creating a fun and rewarding game. The result is that people play the game as a form of work, not entertainment.
2. The economic models of these Play-to-Earn games require pricey NFTs to start playing and prioritise NFT 'breeding' as the best route to financial gain. This means that as soon as new user acquisition stalls the demand for the NFTs crashes as the player base tries to cash out, killing the project.
3. A combination of these and the high Web3 knowledge required to start playing and profiting mean that Web3 games are inaccessible to a Web2 audience, preventing anything close to mass market adoption.

FIGHT OUT

STATE OF THE MARKET

Games can be a way to have fun, unwind, and socialise. However, gaming corporations profit from the player more by emphasising stimulation over fulfilment, building games that are highly engaging but ultimately empty. Further, the intense dopamine hits of corporatised games, built with the same psychology and neuroscientific tricks used in social media platforms, lead many players to lack motivation for real-world achievement.

The result is games that actually aren't that fun to play, but keep people hooked. And life outside of gaming feels unstimulating to the point that even core aspects of life like staying fit and healthy are sidelined. Inactivity is well-known to be a leading cause of disease, disability, and poor mental health. The status quo can't continue. A gaming ecosystem that is able to provide a game that is stimulating, rewarding and improves the player's life outside of the game stands to shake up the industry and capture a significant portion of the market.

CHANGING THE GAME

Gaming

We believe that gamers should be rewarded for their hard work, achievements, and contributions to the gaming community.

We believe that Web3 games should not only be accessible to Web3 natives.

We believe gaming should be a fun, rewarding experience that adds to your life, instead of taking from it.

We believe that games can create deeper, more meaningful social and competitive experiences for players if the player can utilise more of their real-life selves.

Fitness

We believe that everyone should live a healthy, active lifestyle and that society would be a better place for it.

We believe people who want to make this change should have access to the guidance, inspiration, and rewards to succeed.

We believe that people who train should have more ways to utilise their physicality for fun and rewards.

We believe that combining real-life physical achievement with Play-to-Earn gaming is the future.

THE SOLUTION

Train Hard. Fight Easy. Win Big. We are building Fight Out, a Web3-integrated Play-to-Earn game where players can compete in a variety of game modes to win monetary rewards and digital assets.

Fight Out is different. Users compete using a 'soulbound' NFT avatar complete with stats and abilities based on their IRL training and achievements. Fight Out is a game that allows players to put their real-life physicality to the test in a fun and safe environment.

The Fight Out Play-to-Earn Gaming Ecosystem motivates gamers and other people to train and live healthier lifestyles by providing a more rewarding gaming experience. Simultaneously, Fight Out appeals directly to people who already train by giving them an outlet for their fitness lifestyle.

The Fight Out fitness platform is the entry point for users into the Fight Out ecosystem. Fight Out provides the means for users to train and complete achievements, levelling up their avatar based on their real-life actions. Users can access content from elite-level combat athletes as well as workout classes and more to level up and earn rewards.

The Fight Out platform is the bridge between Web2 users and the Web3 world. Fight Out will onboard Web2 users to Web3 through seamless UX and partnerships with Wert and web3auth for easy wallet creation and \$FGHT purchases. Offering the Web3 gaming benefits without the high Web3 knowledge barrier to entry will drive mass adoption of games in the Fight Out ecosystem.

ECOSYSTEM



Train to earn REPS



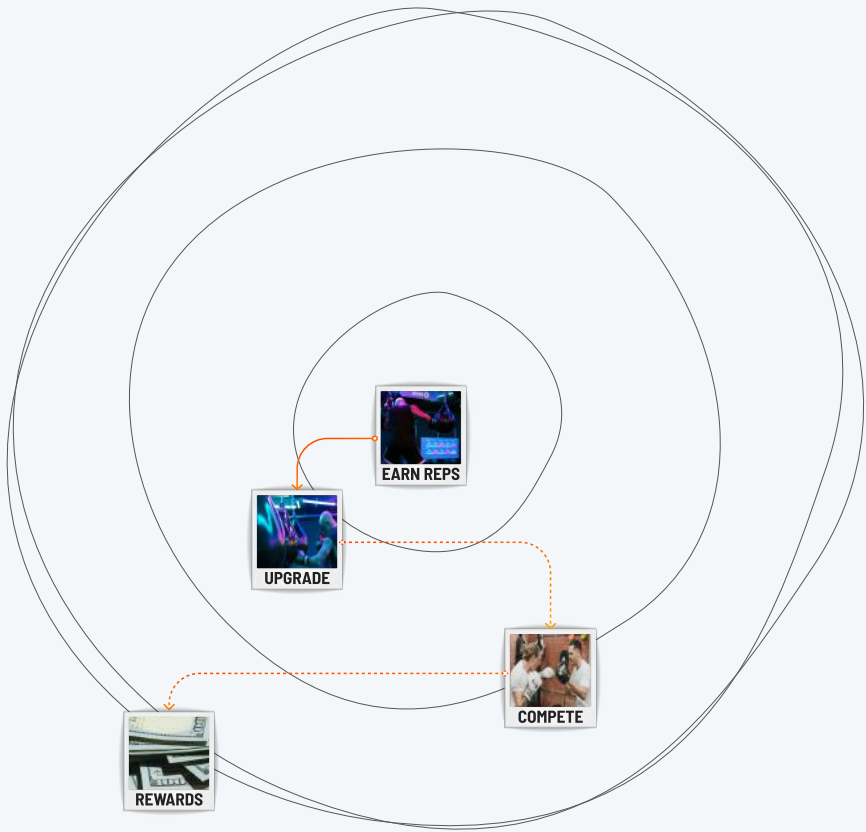
Use REPS to upgrade your avatar's stats



Compete as your avatar in the Fight Out Metaverse to earn \$FGHT



Exchange \$FGHT for FIAT or use to purchase rewards



FIGHTING FIT

The app is designed to provide everything the user needs to become fighting fit and ready for the Fight Out gaming ecosystem. It also serves as a major source of user acquisition in the mass web2 market.

The platform will feature fitness content as well as masterclasses run by elite-level athletes in order to inspire, educate, and guide users in their training. In-app content is a major catalyst for the project's long-term success, giving fitness enthusiasts and people eager to get into fitness the guidance, inspiration and rewards to get fitter.

Technique-focused courses will feature strongly in the platform beginning with the 'First Steps' boxing program. In this in-app video series, pro boxing coaches run a structured program introducing users to the fundamentals of boxing, from punching to footwork, dodging and Fight IQ. At the end of this course, the user can be 'graded' to earn their First Steps boxing badge.

Content will be filmed from Fight Out's own gym studio, a facility geared specifically towards premium content with high production value in order to boost the Fight Out brand and act as a unique selling point for fitness enthusiasts using existing fitness solutions.

Community is at the heart of Fight Out. Badges can be earned for achievements. These are soulbound proof of achievement. The Fight Out platform will allow users to share their newly acquired cosmetics, badges, and achievements with the Fight Out community.

Fight Out features a Stake-for-Membership model where users can stake \$FGHT for 12 months in order to gain free access to the platform and exclusive perks and rewards based on the quantity of \$FGHT they stake. Tech partnerships and smooth UX make it easy for non-Web3 natives to purchase and stake \$FGHT, substantially reducing the circulating supply of \$FGHT.

HARD WORK PAYS

Rewarding people for positive actions and gamifying the process are two proven ways to help motivate people to begin and adhere to new habits. Fight Out uses both to produce lifestyle changes for our users. Fight Out rewards users with REPS for training, achievements, and supporting the Fight Out community.

REPS is an in-app, off-chain currency that provides an accessible way for users new to Web3 to enter the space.

REPS can be redeemed for a variety of in-app and real-world rewards. Users can purchase cosmetic NFTs to style their avatar or upgrade with additional abilities and perks.

The data shows that people are willing to put significant money into digital assets in platforms that they enjoy and give them real value (CS:GO, Fortnite, Dota, League of Legends etc). Fight Out will fill our in-app store with high-quality digital assets and exclusive real-world items and experiences. The goal is to provide more reward options than can be earned through use of the platform.

In order to gain additional rewards within the fitness platform, users are able to purchase additional REPS. REPS can be purchased with fiat, but when purchased with \$FGHT are granted 25% more REPS as a bonus. Users are already conditioned to spend REPS to purchase items within the platform and their card details are already saved within the app as part of their subscription making the transition to purchasing \$FGHT with fiat and exchanging for REPS a natural and technologically seamless experience.

Simplicity of access and incentives will drive mass adoption and increase the demand for \$FGHT tokens.

SOULBAND AVATAR

Users can mint their own NFT avatar when creating an account. This is their Fight Out self and is 'soulbound', meaning it cannot be sold or transferred. The avatar's stats are a direct representation of each user's training, progress, and achievements. Train hard IRL and see your avatar's stats increase.

Avatar stats are initially broken down into the attributes below, with each providing different advantages when competing in Fight Out games. 'Styles Make Fights' and how the user trains will directly impact how the avatar performs in the Fight Out gaming ecosystem.



STRENGTH



CARDIO



ENDURANCE



MOBILITY



TECHNIQUE

Users own their look. Cosmetics such as attire, hairstyles, accessories, tattoos, and make-up can be earned or bought and equipped to their avatar. Cosmetic NFTs can be sold or traded in the Fight Out marketplace for \$FGHT.

PLAY-TO-EARN

Fight Out offers a variety of fun and addictive games with both PVP and PVE modes. Users can pay \$FGHT to enter leagues, tournaments, and special contest modes to win glory, titles, and claim the lion's share of the prize pools. And yes, there will be a battle royale!

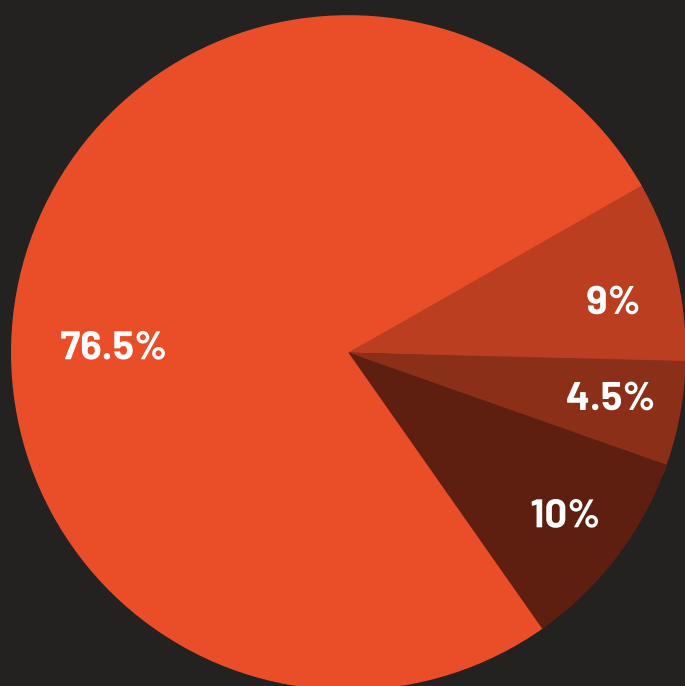
For the first time, with Fight Out users can bring their real-life physicality into a game with them. Movement speed, health, damage, stamina, regeneration, accuracy, jump height and distance, ability to execute moves, dodge, counter and all other actions taken in a game are subject to the user's IRL training and achievements.

The player's skill, as well as their training style, effort, and achievement, will all determine the player's ability to win bouts and claim hard-fought rewards. Keep losing? Styles make fights. Use our P2P smart-matching system to compete against someone at your level and wager \$FGHT on the result.

The Fight Out experience isn't just about competing. The user is able to socialise with the Fight Out community, attend live events, and spend some of their well-earned 'FGHT purse' on digital assets and experiences.

TOKENOMICS

\$FGHT RAISE, DISTRIBUTION, UTILITY



DISTRIBUTION

The 10 billion \$FGHT tokens are split into four pools:

Unlocked:

- Up to 9% of tokens (900mil) will be sold in the presale to raise funds to launch the project.
- Up to 4.5% of tokens (450mil) will be given in rewards to early purchasers of \$FGHT.
- 10% of tokens (1bn) will be reserved for exchange liquidity.

Any remaining tokens will be added to a 76.5% token lock.

Locked:

- 76.5% of tokens (7.65bn) will be vested over 5 years and used for platform development and marketing costs in order to ensure long-term growth.

\$FGHT RAISE


In total up to 13.5% of the \$FGHT tokens will be sold and rewarded in the presale to early purchasers, raising up to \$15M which would allow us to launch the app and open the Fight Out gym. Any unsold tokens will be vested. For the avoidance of doubt, owning \$FGHT tokens does not create any ownership rights in the Fight Out entity or physical Fight Out gym.

Buyers who purchase in the presale have the option to gain up to 67% additional \$FGHT tokens as a reward. This is based on the number of \$FGHT tokens purchased and the length of vesting period they opt for between 0 and 36 months. Purchase and vesting bonuses may be changed or removed during the presale, with the community notified in advance.


PURCHASE BONUSES

PURCHASE AMOUNT

 **\$ 500**

PURCHASE AMOUNT → 10% BONUS 

 **\$ 750**


PURCHASE AMOUNT → 12% BONUS 

 **\$ 1,000**

PURCHASE AMOUNT → 14% BONUS 

 **\$ 3,000**

PURCHASE AMOUNT → 16% BONUS 

 **\$ 5,000**

PURCHASE AMOUNT → 18% BONUS 

 **\$ 10,000**

PURCHASE AMOUNT → 20% BONUS 

 **\$ 25,000**

PURCHASE AMOUNT → 22% BONUS 

 **\$ 50,000**

PURCHASE AMOUNT → 25% BONUS 

VESTING PERIOD

If you choose to vest for three months or longer, you will receive the additional bonuses outlined below. Tokens are released continuously throughout the vesting period. \$FGHT tokens will unlock and become available every second.

 **0 MONTHS**

LOCK PERIOD → 0% BONUS 

 **3 MONTHS**

LOCK PERIOD → 10% BONUS 

 **6 MONTHS**

LOCK PERIOD → 12% BONUS 

 **8 MONTHS**

LOCK PERIOD → 14% BONUS 

 **10 MONTHS**

LOCK PERIOD → 16% BONUS 

 **12 MONTHS**

LOCK PERIOD → 18% BONUS 

 **15 MONTHS**

LOCK PERIOD → 20% BONUS 

 **18 MONTHS**

LOCK PERIOD → 22% BONUS 

 **21 MONTHS**

LOCK PERIOD → 25% BONUS 

 **24 MONTHS**

LOCK PERIOD → 28% BONUS 

 **36 MONTHS**

LOCK PERIOD → 42% BONUS 



DEVELOPMENT - 52%

- ✓ Product development
- ✓ Server costs
- ✓ Support team
- ✓ Platform design
- ✓ Third-party services



VENUE ACQUISITION & REFURBISHMENT - 25%

- ✓ Legal and advisory fees
- ✓ Purchase cost
- ✓ Venue refurb planning and development
- ✓ Running costs
- ✓ Staffing costs



MARKETING & PARTNERSHIPS - 23%

- ✓ App advertisement
- ✓ Content and creatives
- ✓ Ambassador fee
- ✓ Advertisement for gym location

CONTRACT ADDRESS:

<https://etherscan.io/address/0xe0ffddf8fd7d63cf907e433c9293069704d4d40d>

PRE-SALE SMART CONTRACT ADDRESS:

<https://etherscan.io/address/0x6c022bd50aaaf1a851b63da854c660726b25d4ae>

TOKEN LOCK CONTRACT ADDRESS:

<https://etherscan.io/address/0xb1334dc38cf370590b4333c4e193688f0cc3d982>

\$FGHT Utility

PLAY-TO-EARN

\$FGHT is the currency of the Fight Out gaming ecosystem. Competing in leagues, tournaments, or special game modes can have entry fees and prize pools. All purchases in the metaverse will be made exclusively using \$FGHT.

\$FGHT will be used in peer-to-peer wagers (with friends or through Fight Out's smart-matching engine) on high-profile contests. These could be between streamers, celebrities, legends, or other showdowns.

PURCHASES

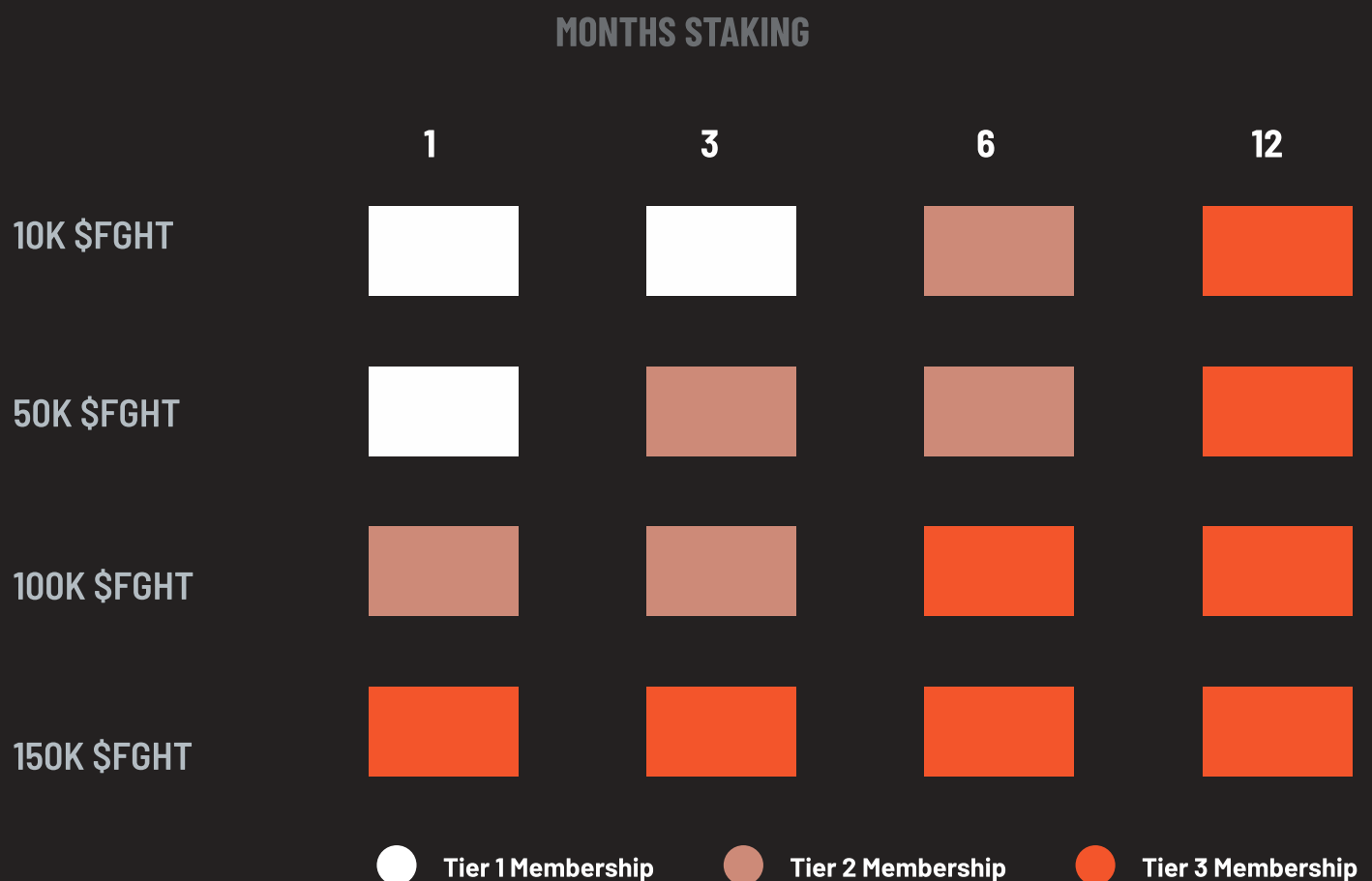
The REPS rewards token is used to make in-app purchases. REPS can be earned, or purchased with fiat or \$FGHT. REPS purchased with \$FGHT are given 25% additional REPS as a bonus.

\$FGHT can be purchased through our partner Wert with a credit card or via exchanges. Our goal is to make \$FGHT the default currency for purchasing REPS, thus increasing demand for the token.

STAKE-FOR-MEMBERSHIP

Membership to Fight Out is backed by a stake-for-membership model, whereby the more you stake and the longer you stake, the better the membership rewards you receive. This will all be based on the tier of membership the user unlocks. Examples of rewards for various tiers of membership are:

- ✓ App Membership
- ✓ Free Ambassador Masterclasses
- ✓ Free Fight Out Merchandise
- ✓ Exclusive Ambassador Content
- ✓ Third-Party Services
- ✓ Free 1-on-1 Training Sessions
- ✓ Limited Edition Fighter NFTs
- ✓ Access to Exclusive Events



ROADMAP

22' Q4 - PRESALE

- ✓ Presale website launch
- ✓ Institutional round
- ✓ Token contract deployment/audit
- ✓ Marketing campaign launch
- ✓ Commence athlete socials campaign
- ✓ Fight Out merchandising

ONCE PRESALE CONCLUDES

Q1

- ✓ Listing drive
- ✓ Funding round closes
- ✓ App - invitational testing
- ✓ Acquire Fight Out gym number 1
- ✓ Release limited edition fighter NFTs
- ✓ Official site launch
- ✓ Staking

Q3

- ✓ Additional functionality including more ways to track exercises, and new ways to earn REPS
- ✓ 'First Steps' boxing course
- ✓ NFT cosmetics launch
- ✓ Expand the number of earnable badges and badge perks
- ✓ Scale up on-demand workouts
- ✓ Build out in-app social features

Q2

- ✓ App launch
- ✓ App launch party
- ✓ NFT avatar launch
- ✓ Launch first pro fighter's branded workout routine
- ✓ Official site launch
- ✓ Staking

Q4 AND BEYOND

- ✓ Fight Out gym no.1 grand opening
- ✓ Fight Out gym membership NFT launch
- ✓ Launch and scale live workouts
- ✓ Roll out challenges for REPS
- ✓ Launch PvP contest mode
- ✓ Scale up on-demand workouts
- ✓ Launch Play-to-Earn Ecosystem

DISCLAIMER

Purchasing \$FGHT tokens involves an element of risk and may lead to the loss of a substantial part or the entirety of the principal monies advanced. Before purchasing \$FGHT tokens, diligently and thoroughly assess and take into account the risks identified in this whitepaper, as well as others risks not included or anticipated in this document.

Only purchase \$FGHT tokens if you fully understand the tokenomics of \$FGHT supply and issuance and the \$FGHT economy. Crypto assets can be subject to expropriation and/or theft. Computer hackers or other malicious groups or organisations may attempt to interfere with the \$FGHT platform in a number of different ways – these may include malware attacks, distributed denial of service attacks and consensus-based exploits such as a 51% attack that could result in the loss of \$FGHT tokens or the loss of the ability to access \$FGHT tokens.

Because of the immutable nature of blockchain transactions, there may be no remedy if a successful attack by malicious actors were to take place against the Ethereum chain that the \$FGHT platform is built on.

Crypto assets are not regulated as financial instruments and there is no refund or compensation available from regulatory bodies such as the UK's Financial Services Compensation Scheme and similar bodies in other jurisdictions. The regulatory status of crypto assets remains in flux and varies from jurisdiction to jurisdiction, presenting owners of crypto assets with a level of legal uncertainty. It is possible that in the future, certain laws, regulations, policies or rules relating to crypto assets, blockchain technology or decentralised applications may be implemented that affect or restrict token holders' acquisition, ownership rights, and ability to buy, sell, convert or use crypto assets such as the \$FGHT token.

Uncertainties regarding tax legislation relating to crypto assets could leave token holders exposed to unforeseen consequences such as taxable events retrospectively applied, or to be applied in the future.

Each prospective \$FGHT purchaser should weigh up their own individual appetite for risk and consider consulting an independent financial adviser before making any decisions. Readers of this whitepaper may also need to consult a tax professional, accountant, lawyer or other professionals in order to fully satisfy themselves regarding any outstanding matters related to how the Fight Out platform is designed and operated, before deciding whether a purchase of \$FGHT tokens would be in line with their risk profile.