

NRFB Token
Nuri Football

White paper 3.0



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Precautions

This white paper is intended to provide information about Nuri Football (NRFB) Project and share the vision of its development.

Our project team does not have intentions to encourage you to invest in us, and this white paper is not intended to encourage investment. The purpose of this white paper is to provide business models, platform uses, and technical details about Nuri Football Project.

Because this white paper is not intended to encourage investment, nothing listed on this white paper is guaranteed to be accurate or warranted. Moreover, please note that this white paper is written based on the status at the time of its preparation, so it may be modified in the future and may change from time to time depending on market situations and our project team's conditions.

We recommend you to fully understand and analyze the relevant factors and risks before participating in or purchasing Nuri Football (NRFB) Tokens. A.Global market and economic conditions may prevent funding or maintaining of the Nuri Football (NRFB) Token ecosystem in the intended direction due to the risk of changes in the value of Nuri Football (NRFB) Tokens.

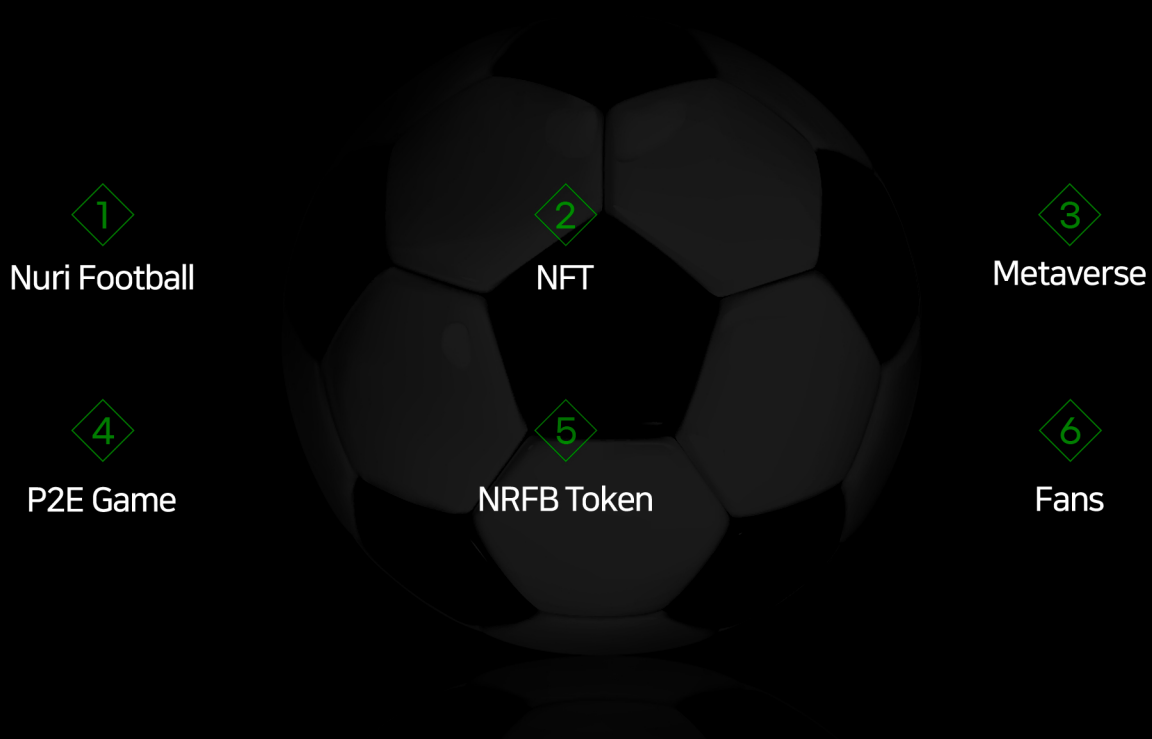
B.Any faults regarding the storage of Nuri Football (NRFB) Tokens, such as losing the private key associated with the digital wallet storing Nuri Football (NRFB) Tokens, will be considered as the buyer's fault.

C.Changes in the social, political, or cryptographic environment and regulations in different countries may impose unfavorable conditions for the Nuri Football (NRFB) Token, and it may cause major changes to the Nuri Football (NRFB) Token Project.

Furthermore, this white paper assigns no objective value, as everything written is based on our project team's subjective opinions. Roadmaps and future plans are just plans as written, so things may change any time during the project period. We do not hold any moral or legal responsibility for consequences resulting from your actions with regard to this white paper.

Executive Summary

Nuri Football Project is a football-related blockchain platform service, made by Nuri Football Team. As the term “Nuri” means world in pure Korean, Nuri Footballs a platform service which aims to provide easy access to a variety of contents to not only football industry officials but also players, fans, and anyone interested in football.



The football industry is a continuously growing market, and its growing trend is visible internationally. However, the introduction of new technology and development of infrastructure falls behind the size of the market, which has already grown quite a bit.

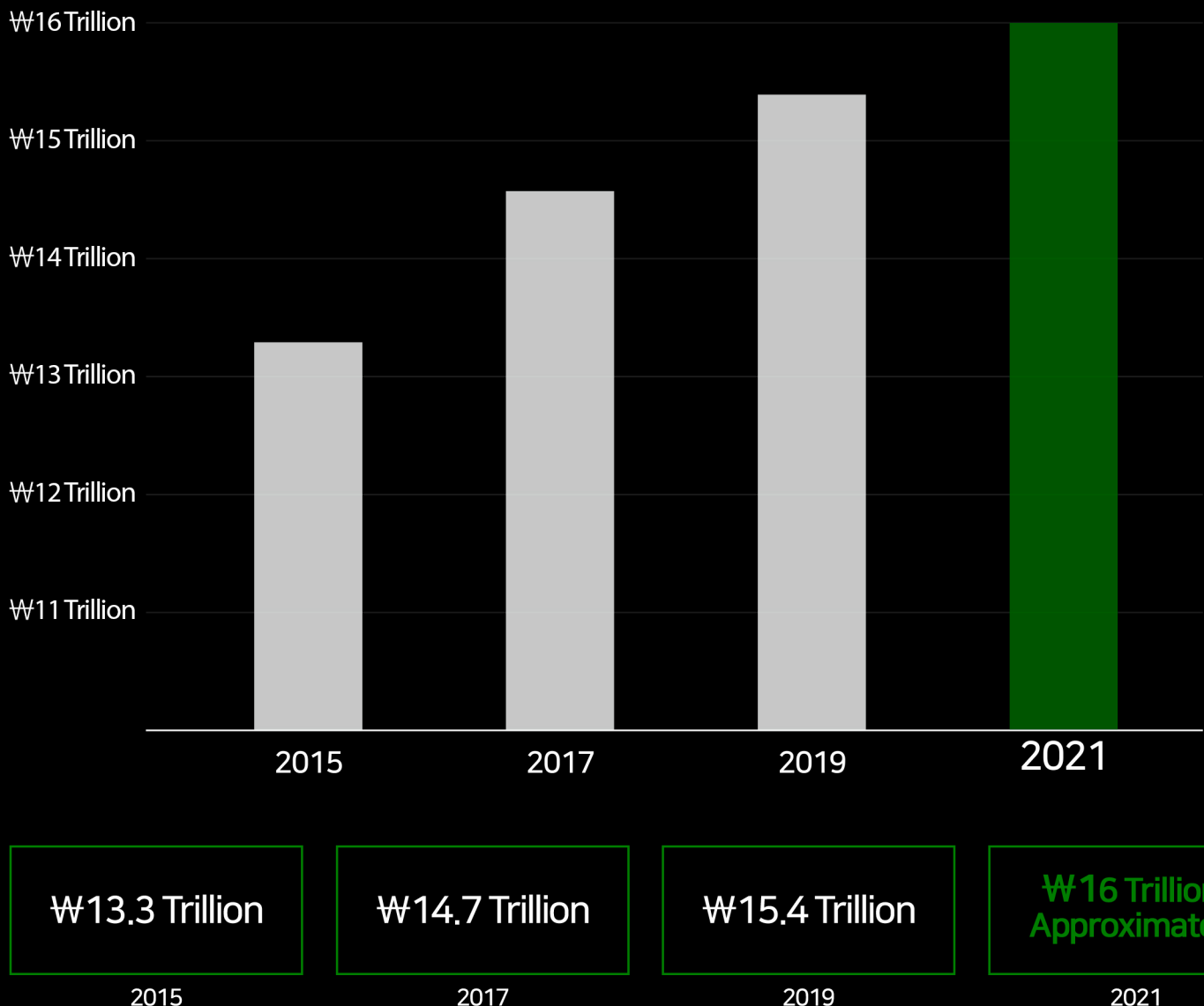
In this regard, Nuri Football will use real-life blockchain technology to provide compensatory communities such as NFT Metaverse-based soccer games, NFT market places, stadium, Nuri Football additionally operates franchises and sports goods sales to provide platform services that can be easily accessed offline. In all services provided by Nuri Football, the Nuri Football (NRFB) Token can be used. FB Points acquired as reward from activities within the Nuri Football ecosystem can be exchanged to Nuri Football (NRFB) Tokens, or can be used directly to purchase goods and services within the ecosystem.

Background

The global sports industry, including football, is continually expanding at an annual average of about 6 percent, and the global sports industry market has expanded to about 1,500 trillion won since 2018. Major international competitions such as the World Cup and the Olympics, as well as events in certain countries such as the European football league, have continued to grow by securing huge broadcasting fees and viewers across borders, and while domestic sports leagues still have a high proportion of watching on live TV, more than 80% of watching highlight videos are done on digital media such as mobile and PC.

World Sports Industry, Continuing Its Steady Growth

*Data: Department of Culture, Sports, and Tourism, Sports Industry White Paper



Background

“With the aging population and slowing pace of population growth, national health should be an important criterion for policy judgment” -Thomas Frey, Executive Director and Senior Futurist at DaVinci Institute

	2013	2017
1. Participation in Sports	43%	60%
2. Industry Scale	37 Trillion	53 Trillion
3. Jobs in Sports	242,000	286,000

4. Maintain Top Performance, Strengthen Position in International Sports

*Data : Department of Culture, Sports and Tourism

Currently the Korean government is trying to increase the participation rate in sports of students and members of society by promoting slogans such as “1 Student 1 Sports,” “National Fitness 100,” “Sports Within Reach.” Also local governments are developing various products and hosting competitions, with sports marketing at the forefront. This is going on in a similar trend not only in Korea, but also globally . While the sports market, including the football industry, is growing and expanding, polarization is also deepening. Attention is focused only on certain star players whereas most amateur players are out of the spotlight, and there are many cases where their livelihoods are at risk. Amateur players who are not selected by specific agents fail to systematically manage their stats, and most of them end up giving up their professional debuts.

Furthermore, due to the nature of football, which requires a large number of people to participate, it is difficult for ordinary members of society to book a stadium, find teams or mercenaries, and manage their stats systematically.

Given the growing football market and its various problems, Nuri Football is a blockchain platform service that everyone can easily access and help eliminate polarization.

Nuri Football Service

A. Nuri Metaverse

Introduction to P2E (Play To Earn) Game

Nurifootball Metaleague is P2E(Play to Earn) soccer game based on NFT. Users can enjoy a variety of content such as club management, game simulation, and web commerce, and NRFB tokens are applied as key currencies used within the ecosystem.



MATCH FORMATION

Please set the formation to be used for the match.

3 - 4 - 3

* Please select the formation to be used for the match.



Match 01

4 - 1 - 2 - 1 - 2

This is the formation of the opposing team in this match.



Cancel

Save

Nuri Football users can obtain NRFB tokens in the following ways..

- Victory against AI team
- Maintaining a high rank
- Selling your own players

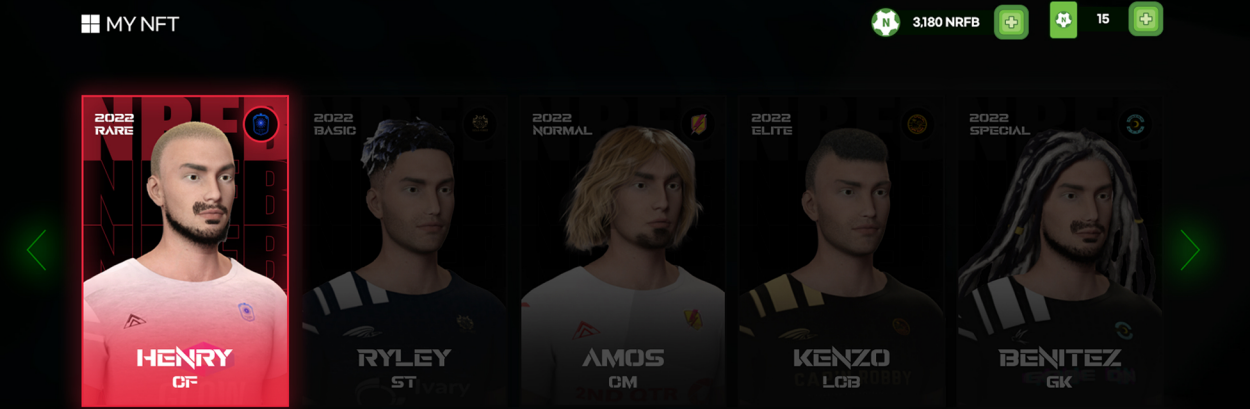
These games play a role in controlling supply and demand in the Nuri Football ecosystem

Nuri Football Service

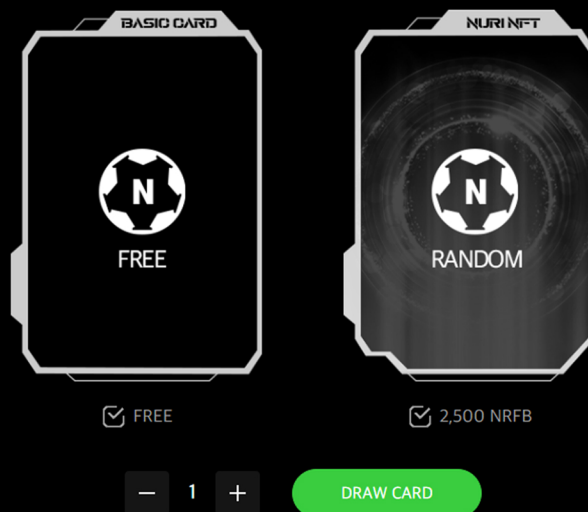
A. Nuri Metaverse

Player NFT

Some characters in the game are issued in a limited number of NFTs.



Basically, Player cards can be obtained through a random box. Users should purchase a random box that allows them to obtain players above the normal level using NRFB, and BASIC players are free and charged above the normal level. BASIC players are not issued as NFTs. Therefore, it is not possible to purchase or sell BASIC players. Nurifootball users can sell or purchase the NFTs with the NRFB token in Nuri NFT market place.



The price of drawing Basic cards is free, and users can pick a BASIC player card. The BASIC player card is not an NFT. Random cards can be drawn using NRFB and are used as NFT player cards. For NFTs, the maximum number of drawing can be 10 times at a time.

Basic cards can be drawn 5 cards at a time, and the number of cards users can draw per day is limited to 5 cards.

Nuri Football Service

A. Nuri Metaverse

Nuri Metaverse League

1. Getting Start

The Nuri Metaverse League has a total of 8 classes of player cards, from Basic to Goat.

The Basic rating is a regular player card, and rating from the Normal rating and above is player NFT cards.

The player card can be obtained through a random box. The Basic level is free, and users shall spend NRFB to buy random box which can obtain players from the Normal level and above.

At Nuri Market Place, users can purchase or sell player NFT cards that they own.

In order to enjoy the Nuri P2E tactical game, users must configure the squad with at least 11 players through free BASIC card draw or random NFT card draw.

2. Play

The game is played in a league system, and the league consists of 10 matches. Users play against AI teams in each game, and as the stage goes up, they play against stronger AI teams, and the OVR of AI teams also goes up. The formation is also set randomly, and the players of the AI team set in the formation can be checked on the detailed page of each match. Users can view the AI's formation on the match detail page and set the desired formation. Users can play the game after setting the formation of all matches.

3. Earn

Users can participate in the league between 12:00 every Monday and midnight every Saturday, and the league will be held between midnight Saturday and midnight Monday. The league results and compensation process will be from midnight to 11am every Monday, and all users who participate in the league will earn a basic victory reward.

Each week, users ranked in the TOP 10 earn more valuable rewards. Nuri points received through compensation can be exchanged for NRFB coins!



Nuri Football Service

A. Nuri Metaverse



- New League : Mon at 12:00 p.m Open
- Results & Rewards : Mon 00:00 a.m ~ 11:00 a.m
- League Participation : Mon 12:00 p.m ~ Fri 24:00 p.m
- League Progress : Saturday ~ Sunday

[Game System]

The game is played in a league system, and the league consists of 10 matches. Users play with AI teams in each game, and as the stage goes up, they play with stronger AI teams, and the OVR of AI teams also goes up. The AI team consists of Nuri's own team, and the players are randomly assigned from the team's player card. The formation is also set randomly, and the players of the AI team set in the formation can be checked on the detailed page of each match. Users can view the AI's formation on the match detail page and set the desired formation. Users can play the game after setting the formation of all matches.

[Introduction of Nuri Team]



[Basic Reward]

5 Nuri points per a win

[Top 10 Qualification]

Win 3p / Draw 1p / Lose 0p

1GF +1p

1GA -1p

Top 10 is decided by total points

[Top 10 Rewards]

1st = Three card packs

3rd = A card pack

5th = BR + 1000

7th = BR + 800

9th = BR + 600

2nd = Two card packs

4th = BR + 2000

6th = BR + 900

8th = BR + 700

10th = BR + 500

※ Please check the duration and method of the game before participating in the game.

Participating

Nuri Football Service

A. Nuri Metaverse

Nurifootball Stadium Metaverse

The Nurifootball Metaverse is built based on the actual Nurifootball Stadium located in Gangnam, Seoul.

Global users can also experience Nurifootball Stadium. It has created a community ecosystem where all users can express their feelings and talk freely within the Nurifootball Metaverse, and users can indirectly experience all the services provided by the Nurifootball Stadium.

In addition, changes such as the interior and construction of Nurifootball Stadium are applied to the Nurifootball Metaverse first, so users can experience the change of Nurifootball Stadium first.



Nuri Football Service

A. Nuri Metaverse

Prediction Matches

Users who deposit more than a certain amount of NRFB tokens can participate for free. Users can participate in match prediction for actual matches such as EPL, La Liga, UEFA Champions League, Europa League, etc.

If user succeed in predicting the results of major games, NRFB tokens and FB points will be provided.

2022 Jul 49R Predicting Results (beta)

Due Date 22-07-09 09:30

Winning Points +10p

※ Match prediction will be based on the home team (left team)

☐ Select Prediction

Match. 1	22.07.09 10:00 (Sat)		Jeonbuk Motors	VS	Incheon United		Win (0%)	Draw (0%)	Lose (0%)
Match. 2	22.07.09 11:00 (Sat)		Daegu FC	VS	Ulsan Hyundai FC		Win (0%)	Draw (0%)	Lose (0%)
Match. 3	22.07.10 05:00 (Sun)		Consadole Sapporo	VS	Kashima		Win (0%)	Draw (0%)	Lose (0%)
Match. 4	22.07.10 09:00 (Sun)		Sanfrecce Hiroshima	VS	Shonan Bellmare		Win (0%)	Draw (0%)	Lose (0%)
Match. 5	22.07.10 10:00 (Sun)		Urawa	VS	FC Tokyo		Win (0%)	Draw (0%)	Lose (0%)
Match. 6	22.07.10 10:00 (Sun)		Pohang Steelers	VS	Suwon Bluewings		Win (0%)	Draw (0%)	Lose (0%)
Match. 7	22.07.10 10:00 (Sun)		Suwon City FC	VS	FC Seoul		Win (0%)	Draw (0%)	Lose (0%)

Nuri Football Services

B. Offline Franchise & ShoppingMall

The Nuri Football brand will operate its own indoor and outdoor futsal fields and multi-shops for football equipment and goods. In addition to providing stadiums for reservation, lessons by age and level will be provided, which will diversify the profit structure.

Offline businesses will increase the value of the Nuri Football brand, which in turn will increase the value of NRFB Tokens. Enabling the use of NRFB Tokens and FB Points within the Nuri Football futsal franchise will establish an ecosystem and expand the usage of NRFB Tokens.



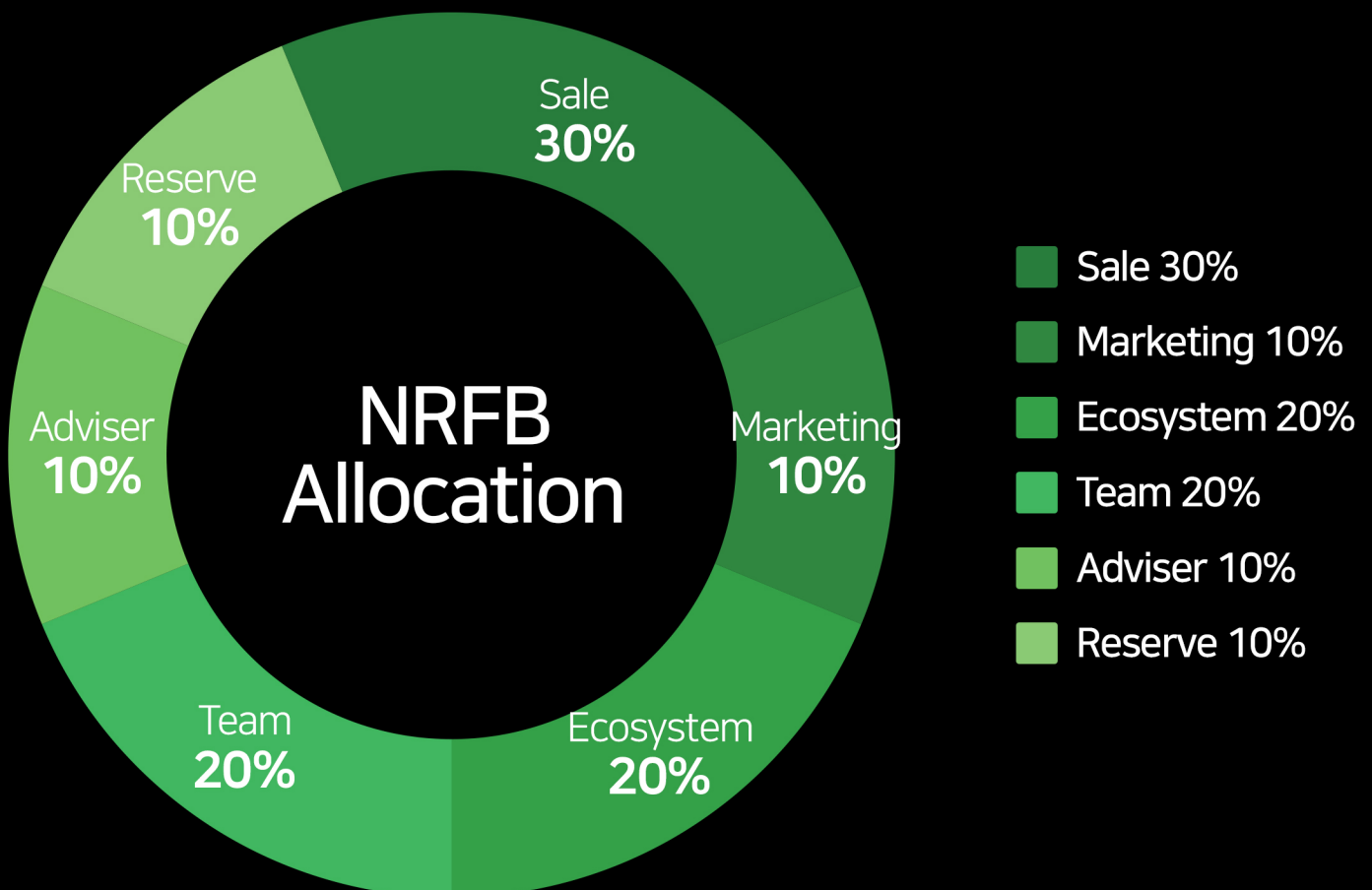
NRFB Token Allocation

Total Issue Amount 1 Billion NRFB Token(1,000,000,000 NRFB)

-Reserve supplies will only be used in emergency situations and will be used after notification in advance.

- The token allocation plan included in the white paper can be changed depending on the progress of the project roadmap, changes related to technology development, and other changes in the circumstances that may affect the issuance and allocation of tokens. If any change is required for the above reasons, the Nuri Football Team can notify the change through announcements on the website and e-mails to the participants.

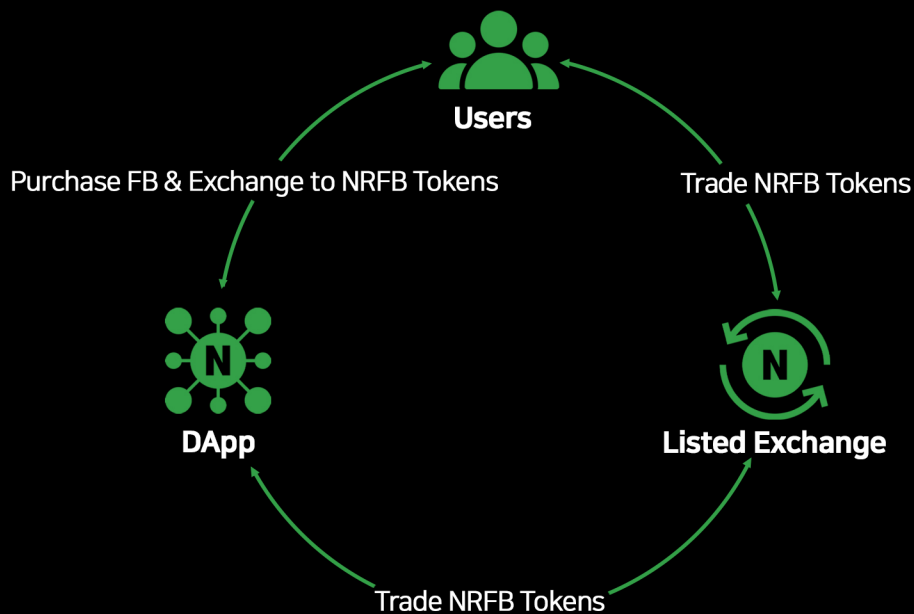
- In principle, the remaining sales volume will be used in the Nuri Football ecosystem and the NRFB tokens belonging to the project team will be incinerated, but can be distributed through the exchange or sold to a third party depending on the team's financial situation.



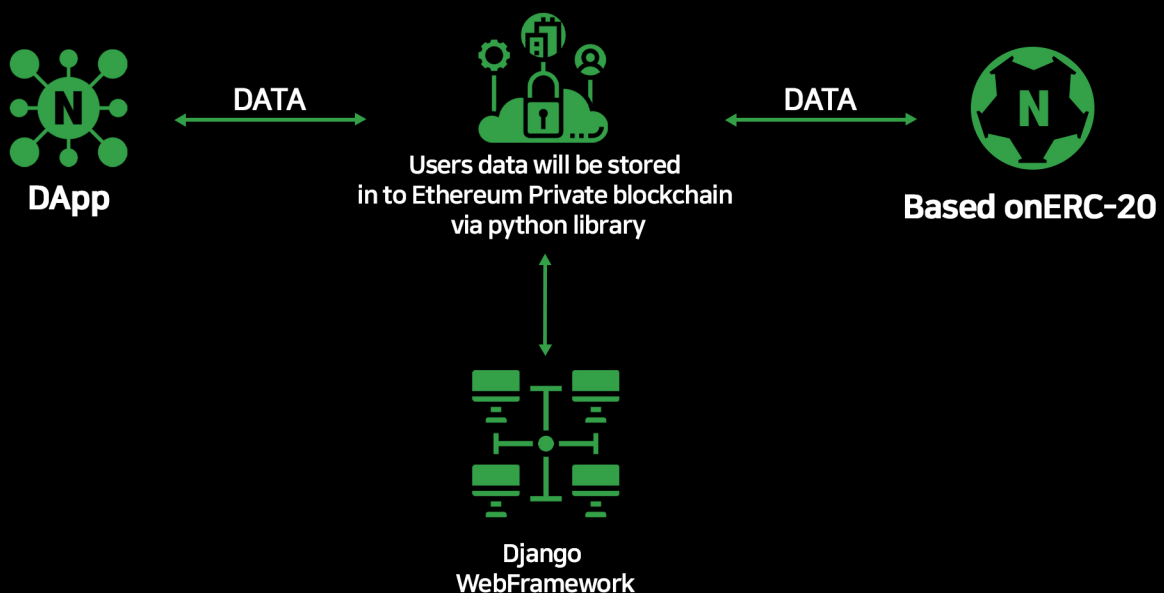
※Above contents may be changed

NRFB / FB Economy

FB Points can be acquired through the users' activities. NRFB Tokens and FB Points can be exchanged through the web, and the point exchange system was created considering the scalability, accessibility, and ease of development of the NRFB Token



The activities of Nuri Football users are stored and accumulated as data, and these activities are rewarded with FB Points. FB Points can be obtained through video uploads, community activities, recommendations, sponsorships, and in-game rewards. The FB Point is a real-life-linked mileage that can be used within the Nuri Football ecosystem in various ways such as stadium reservation, sponsorships, game items, purchase of goods, soccer betting, etc..



NRFB Ecosystem

The NRFB Token is a digital asset in the Nuri Football ecosystem. NRFB Tokens have multiple uses in various areas of the Nuri Football ecosystem, such as payments in DApp, stadium rentals, related media operation and advertising, sponsorship, support management, and youth development.

The NRFB Token is a means of purchasing FB Points, and can also be exchanged with FB Points acquired from DApp.

The NRFB Token is a real-life-linked token that can be used in the ecosystem as a medium for experiencing the past, present, and future of one's life related to football as an individual and as a group

1

Nuri Metaverse

2

Agency

3

Joining a European club

4

Stadium Reservation

5

Stadium Operation Football

6

Media Operation

7

Football Goods Market

8

Youth Development Support

9

ers Management

10

Football Culture Promotion

11

Pro Team Associated Events

NRFB Road Map

● 2020 The 2nd Half

- Launch Whitepaper
- Launch Token
- Launch Website
- 1st Private Sale
- Examination of legal Review Report
- Token Audit Report

● 2022 The 1st Half

- Launch App (Closed Beta)
- Launch NRFB Wallet Service
- Launch NFT Production & Market Place
- NFT Pre-sale

● 2021 The 1st Half

- Offline Store Open
- Offline Market Open
- 2nd Private Sale
- Recruiting National Team Coaches
- Foundation of Youth Club
- Launch Telegram, Twitter

● 2022 The 2nd Half

- NFT Airdrop
- Launch Official App
(Planned by 2022.10.31)
- Launch Metaverse Game (Open Beta)
(Planned by 2022.11.30)

● 2021 The 2nd Half

- Online Market Open (Beta)
- NRFB Website Renewal
- Securing Sponsorship
- Recruitment of Additional Coaches

● 2023 The 1st Half

- Launch Prediction Matches Simulator
- PVE AI Advanced Development
- Stadium 3D Modeling in Metaverse
- Produce PB Product

※The Roadmap is only a reference for the future plans of the Nuri Football project, and this Roadmap may be changed or adjusted according to the progress of the Nuri Football project.

Members



Nuri Football FC Chair man

You Jong Lee

F. Invest Savings Bank VP

F. Genetic-Pharm VP

170cm 75kg Right-footed



Nuri Football FC Vice Chairman

Kyeong Suk Yoon

F. Hotel Jeju President

F. Chungwoo CC CEO

F. 175cm 74kg Right-footed



Nuri Football FC CEO

Haeng Seok Noh

Gwangju FC Player

Daegu FC Player

Busan I-Park Player

KHNP Player

184cm 78kg Right-footed



Nuri Football FC Advisor

Dae Gil Kim

KFL President

KFA Head Director

KBS N Sports Commentator

180cm 77kg Right-footed



Nuri Football FC CTO

Brian cho

Cornell University Computer Science

MIT STEP Lab Research Intern

176cm 69kg Right-footed



Nuri Football FC Advisor

Bruce Heo

Portugal SC Beira-Mar VP

181cm 91kg Right-footed

Members



Nuri Football FC Head Director

Eul Yong Lee

F. South Korean National Team

2002 World Cup Semi Main Player

176cm 69kg Left-footed



Nuri Football FC Head Coach

Seung Hee Kim

Future of FC Seoul Coach

AAFC Coach

180cm 76kg Right-footed



Nuri Football FC Coach

Woo Yeol Kang

Daegu FC Player

Gyeongju Citizen Player

Cheongju City Player

Pocheon Citizen Player

184cm 80kg Right-footed

Legal Disclaimer

Please read this white paper carefully and understand its contents completely.

If you have any questions about the actions you should take, we recommend that you seek advice from your legal, financial, and other relevant experts. The Nuri Football Team will not be liable for any actions you take by confirming the information contained in this document.

Also note that this white paper has been written based on the status at the time of its preparation and may be modified or changed in the future. Even as it stands, this white paper does not assign objective value.

The Nuri Football Team does not encourage you to invest, and this white paper is not intended to encourage you to invest. This white paper was written for reference purposes to provide information on the Nuri Football Project.

(i) Prohibition of the Presumption of Investment Recommendation

This white paper should not be construed as an investment recommendation in any way, and you shall fulfill your own duty of care. The consequences of your decisions, actions, and behaviors are based entirely on your judgment, whether it is profit or loss. In other words, it is important to note that the Nuri Football Team will not be liable for any losses, liabilities, or other damages to you and will not assume any legal responsibility.

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Nothing written in this white paper constitutes advice. We recommend that you read this white paper carefully and independently consult a relevant expert if you have any questions.

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Legal Disclaimer

(iv) Predictive Statements Warning

Certain expressions in this white paper contain various predictive statements about the future, vision, and plans of the project. These statements will be expressed in various terms regarding the future such as "purpose," "objective," "goal," "predict," "target," "trust," "possible," "possibility," "planning," "potential," "will be," and "will do." However, these predictive statements and terms are not statements based on historical facts and contain a variety of risks and uncertainties. Therefore, the expected activities, guidelines, and targeted projects in this white paper may not be achieved or be changed in unpredictable circumstances, and this white paper does not assign them any objective value. This is a clear statement that there is absolutely no assurance or guarantee of any situation arising in relation to predictive statements.

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The Nuri Football Team ensures that it never engages in illegal currency trading and other illegal activities under any circumstances, and the purchaser and participant must also agree not to participate in any such illegal transactions or activities (money laundering, illegal currency trading, etc.). If these guidelines for actions and behaviors are abused or not fulfilled, the Nuri Football Team will not be held liable.

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(VII) Loss of Private Key for Wallet

The Nuri Football Team clearly states that it is not responsible for any loss of private keys for wallets nor for any disadvantages or damages caused by the loss of private keys.

Legal Disclaimer

The contents included in this white paper is merely an indicator. The white paper is not a plan for securities issuance, nor is it intended to induce investment or to encourage the issuance, purchase, or investment of securities. Therefore, it should not be read in any form in the direction of investment advice or recommendation. Furthermore, participants must be aware that the NRFB Token is not for the issuance of securities. Participants should refrain from participating for the above purposes.

The Nuri Football Team shall not be held responsible in any way for any losses, liabilities, or other financial damages caused by investors or participants making decisions by referring to this white paper, nor shall it assure or guarantee any future profits or losses from transactions of coins or tokens related to this white paper.

This white paper does not assign objective value. Please keep in mind as you read this white paper that it is just a subjective opinion of the Nuri Football Team. Also, please note that any plans including the roadmap are predictive statements, and not definitive statements. In addition, there may be changes in various market conditions such as political, societal, and economic changes, and there is a possibility that the project coin/token will not be accepted or applied, and the project team's plans and objectives may not be executed or achieved despite the efforts of the Nuri Football Team.

Please note that the "Foundation" has no legal or moral responsibility for any incidents in connection to the contents of this document.



NRFB Token
End of Docs