



MARQUE MEDIA

DIGITAL CONNOISSEURSHIP

THE OPPORTUNITY

Gamify the digitization & securitization of the world's premiere collectible assets and top heritage brands.



\$36
Billion
Market Cap

Global Collector Autos



\$72
Billion
Market Cap

Global Fine Art



\$55
Billion
Market Cap

Global Memorabilia



“ Through the FED distortion
field dawns the inception
of a new age... ”



OUR VISION

Appreciation for human culture and the creative craftsmanship that defines it has, in the modern world, been reduced to a system of overly commoditized objects. Subsequent value has become influenced almost exclusively by price action instead of the collector having a firm foundation in gestalt and intentional beauty. Greater fool theory predominantly rules the thinking of modern investors, who've lost touch with what true value is rooted in:
Passion, Prowess, Impact, Heritage, and Legacy.

Marque Media stands for opening the eyes of the masses to the RENAISSANCE of creative thought and invention that lies dormant under years of cultural stifling, such that one's own "taste" in their personal participation toward a new way forward is fostered, encouraged, and able to be met with the requisite feedback and technology that assists to guide their life with new found value and meaning.

We at Marque Media envision a world where a connected nexus of inspiration, ingenuity, knowledge, and exploration create a cohesive approach to capturing value that allows those who have the most value to give – artists and creators – a reliable and effective way to monetize and spread their influence far and wide. The landscape of NFT and Distributed Ledger technology has made it possible to take transformative approaches to marketing, regulatory automation, and frictionless investment frameworks which end dependency on traditionally limiting avenues in the global collectibles market and provide instead a fool proof open and free market to the things in this world that move us most.



OUR MISSION

Connoisseurship as a discipline has been continually on the global decline for the past several decades and the focus that guides our thinking, in all that we do, is to reinstate and connect people to a strong and vibrant sense of connoisseurship, as a prioritized and guiding principle to measuring true value. The “financialization of everything” effect which has taken its place as a mindset has devalued the world’s unit of account (the USD), de-prioritized creativity, and stifled critical thinking to the tune of the latest Tik Tok viral video. However, with the advent of blockchain and distributed ledger technology, a fresh and clear path has emerged by which to approach the disparity between good ideas and bad ideas in the landscape of merit.

The way that we view the nascent space of digital rights securitization and ‘NFT’ technology is to recognize its evolution as the most transformative process improvement that humans have invented since the original internet browsing experience; the age of frictionless transacting awaits. When tokenized with appropriate legal certification and standing, bad actors can be all but removed from participation, and TRUE free markets can finally flourish.

Our mission is one of connection. To use the new found horsepower of NFTs to enable regulatory backed and provenance-securing events to connect the likes of enthusiasts, artists, collectors, investors, auction entities and financial regulators in a cohesive ecosystem that encourages value seeking, gamification of the collecting process. The outcome is one that breeds both fun and accomplishes our ultimate aim: igniting a revolution that **MAKES a new generation of CONNOISSEURS...**



THE SOLUTION

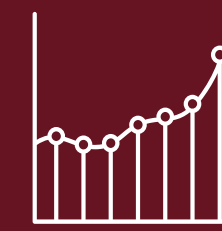
Imagine being able to collect extremely rare limited production cars and sell them in an auction for a massive profit, right inside a browser game. Not to mention watching a simulated race (algorithmically resolved in advance) of these very cars against other players in race events based on famous real life race tracks. It is the car enthusiasts' and real-life car collector's fantasy, and it is all made possible with our combinatory approach to enlisting securitized ownership records and provenance tables onto a meta-data driven exchange environment that is gamified to appeal to serious investors, social media users, and crypto fanatics alike.



Why?

There is not a single racing/car-related NFT game on the DappRadar rankings yet (the authority for decentralized application awareness sourcing).

We see in the recent news of a trend where people sell their luxury cars to trade for game items in other NFT rooted games, so the audience who are interested in sports cars are the same audience as avid NFT gamers.



List of Features

- Convert Cryptocurrencies in game for use and withdrawal of profits
- Car rarities and stats system
- Car Loot Box
- Marketplace with Auction system
- Car Tuning
- Race & Competition Events & Simulations
- Competition Event Leaderboard
- Car Tuning Talent hiring (generic and licensed real world individuals)
- LiveOps Tool (Add new cars, add/edit race event details)



Longevity

Provides a REPEATABLE framework for other popular genres and themes which have huge audiences but remain yet untapped in the browser gaming space, including: Equestrian, Golf, Skateboarding, Fashion, and more...

Serves as a proof of concept for securitizing other assets in the rare and valuable collectibles space, including collectables sold through auction, privately or through a syndicate.





PROJECT 'AUTOSPA'

Collecting Rare Cars

'Autospa' (working title) is a game where players can buy special cars based on real life. The same cars with limited production run of 5 cars world wide, will have just 5 copies available in this game. These special cars are highly likely to gain value and are NFTs that can be traded in the marketplace.

Buying the Car

Players buy the car by spending NFT currency, RaceBucks, to buy the loot box. The loot box randomly gives the player a car. If the player is lucky, they may be rewarded with a rare limited car, and vice versa. (Income to Autospa)

Alternatively, players can buy exact cars that they want (or sell) by browsing the Marketplace. A portion of the sale transaction will be taxed. (Income to Autospa)

Compete in Events - Races, Car Judging, etc.

These cars can be sent to race in random competitions pitting real players and their car assets. Competitions can be of various types, including car shows and judging, race events, etc. The actual competitions are predetermined simulation-based multiplayer races that the player can watch (for instance, delivered through animations).

Race events include a variety of factors such as weather, track conditions, race track layout. There are also race restrictions to make older (slower) cars useful by limiting the year of the car production to be pre-1970s for example. Meaning: every car is somehow useful and/or competitive, even though some cars are better than others. We may opt for staggering the implementation of competition types, for example opting for delivering "car judging" initially, while other types of competitions get added later on, like simulated races, through post-launch game updates.



Ferrari P80/C 2019 IT

200
TOP SPEED

2.7
0-60MPH

95
HANDLING

RWD
DRIVE

92
RQ

PERFORMANCE Tyres

S

NÜRBURGRING
Circuit: 5.148km / 3.199 miles

YOU

Bit-Kurve

Schumacher-S

Dunlop-Kehre

Ford-Kurve

Arena

NGK-Schikane

Cars will have a few base attributes based on the type of car (NFT) that will increase the multiplier, increasing their bias to win an activity based on how much they participate, including:

- Circuit Racing
- Drag Racing
- Time Trials
- Car Shows
- Buy, Sell, Trade, Auctions

CORE PILLARS

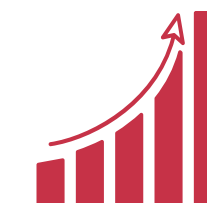
We are not in the business of making racing games. We are in the business of making a car collection game, in which those assets are NFTs that can be traded on a marketplace.

The core game-play is collection mechanics, not real-time, physics-based action.



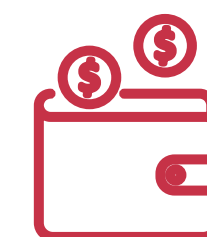
Pillar 1

Collecting NFTs (Images of authentic cars)



Pillar 2

Increasing NFT value (Interactive activities)*



Pillar 3

Marketplace Ecosystem

*Interactive parts of the application allow users to select their own NFT from their collection and choose an activity to participate in. These activities are "database" driven similar to social games.





WINSTON GOODFELLOW

Authenticity is most important when catering to car enthusiasts. NFTs are currently planned to be paint overs of real photography we own the rights of the IP for.

Car enthusiasts care deeply about real-life cars, as well as concept, prototype, and modified cars that have ties to real-life (cars with actual car manufacturers, car designs, car parts etc.) Fantasy or made-up cars with nothing in relation to real-life cars are not nearly as desired and even deemed to be a turn-off to some car enthusiasts.

By way of royalty sharing and other collection monetization, we have an unmatched ability to provide to this market segment.



Digital IP and Authentic Collection Licensing





PARTNERSHIPS

COLLEAGUES

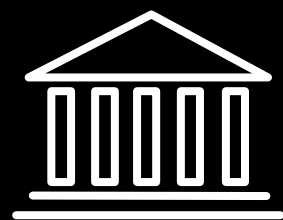
PETERSEN
AUTOMOTIVE MUSEUM

THETA 

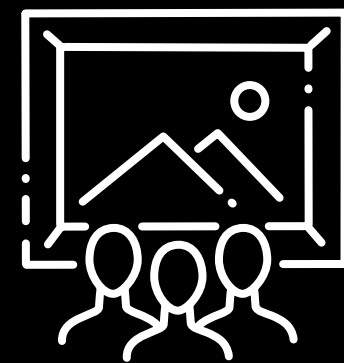

HOTPLAY



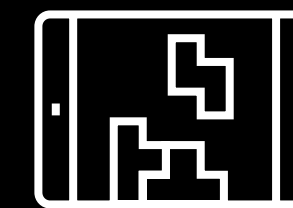
TARGET MARKETS/CUSTOMERS



Wall Street Investors
(they LOVE cars)



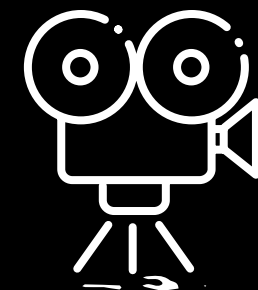
Fine Art & Car
Collectors



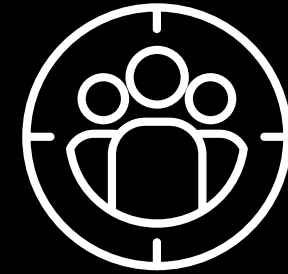
Casual & Social
Gamers



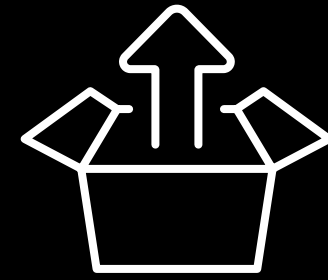
Filmography and
documentary production



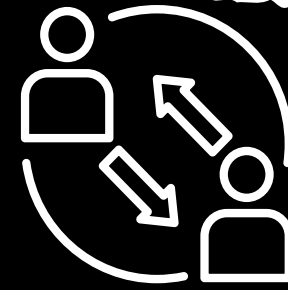
Consulting and
integration services



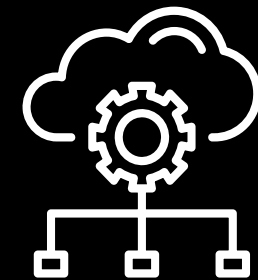
Merchandising



"Open Platform" NFT
sales



Spin-Offs for other
themed NFT play-to-
earn games



COMPLIMENTARY AVENUES

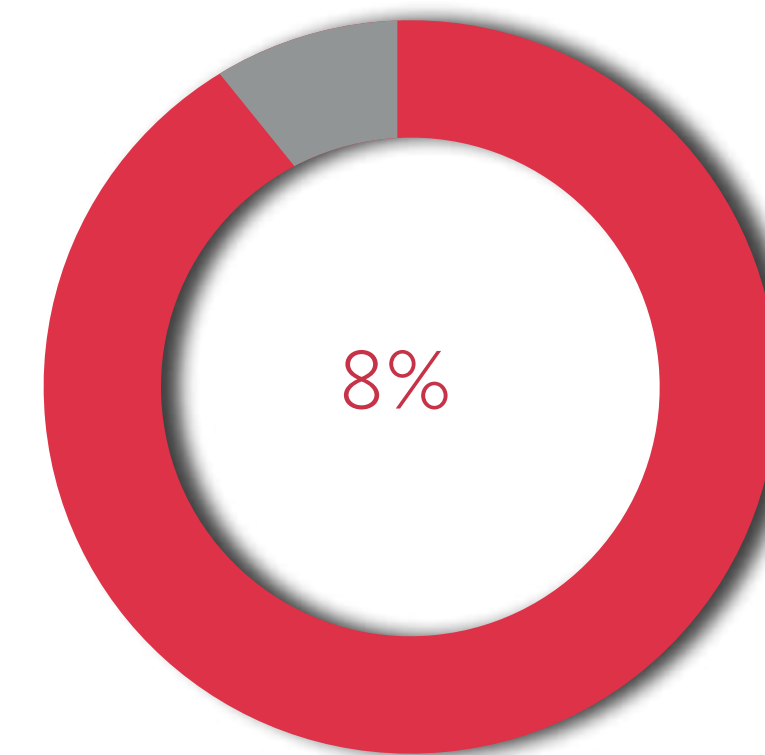


NFT MARKET OUTLOOK

Most people don't know NFTs... BUT WE DO!!!

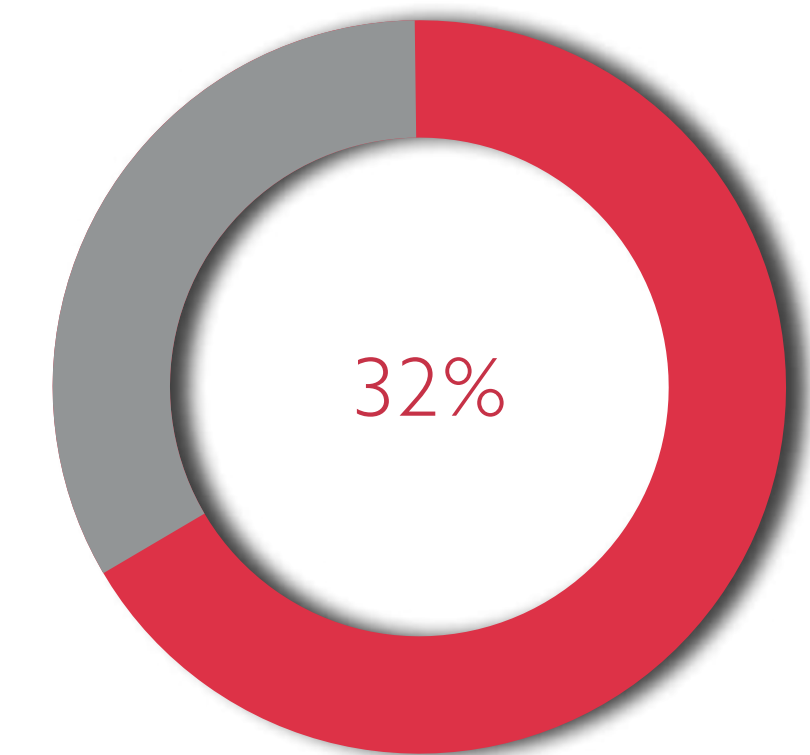
Insights:

- 2021 NFT trading volume grew by 800% YoY
- Huge brands and organizations have entered the space (RM Sotheby's, NBA, Adidas, BMW, Nike, Ray-Ban & more)
- Sports, Music, Movies, and Art are the top performing growth segments in the space
- Demand growth for sports memorabilia NFTs over next 10 years projected to exceed 202%
- Collectibles Market anticipated to reach \$700b by 2032
- NFT pioneer 'Beeple' sold the digital rights to his entire art catalog through 2021 for \$69m



2021

In 2021, the ratio of NFT collectibles vs physical collectibles grew a substantial amount and now accounts for 8% of the entire market share in this space.



2031

NFT collectibles are projected to continue their rise in marketplace dominance and are expected to quadruple their allotted representation vs physical counterparts by 2031



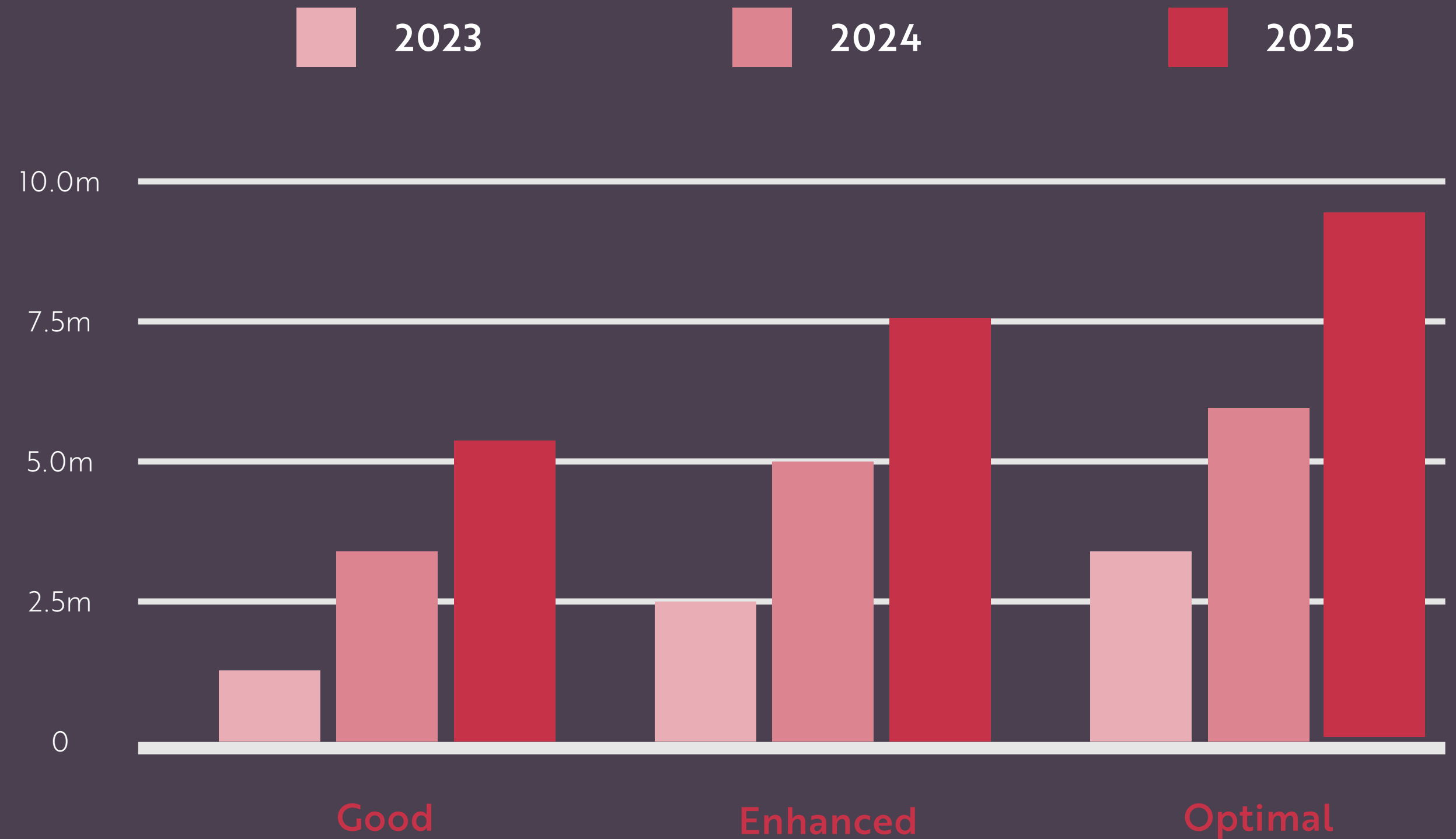
Three Year

FINANCIAL FORECAST

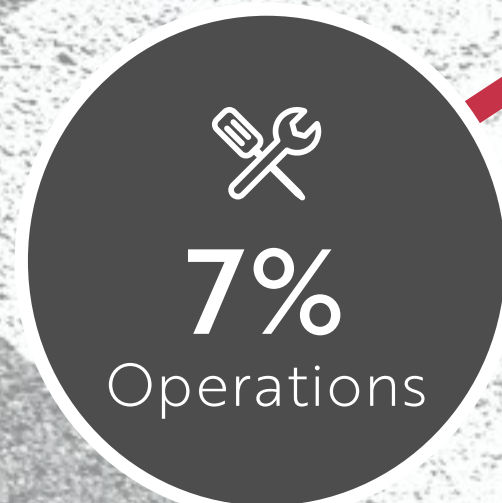
3 different views of success

Based on current projections, the 3 year outlook on addressable revenue is attractively in line with realistic comps in the industry. Using other play-to-earn games as a model (such as Crypto Blades or Splinterlands) projections for the project's success take some factors such as market penetration, install rate and NFT variety into consideration, but this outlook projects a modest view as to three levels of varying return that are within reach to achieve, based on our individual performance in the space.

Project Start is aimed to commence in **June/July 2022**.



INVESTMENT PROSPECTUS



OUR TEAM



WINSTON GOODFELLOW
Content Chief & Industry Icon

- Award-winning automotive writer and photographer (60 publications & 15 books)
- Chief Class Judge and/or Class Judge at the world's top concours
- Advisor, broker and guidance expert to numerous investors/collectors in the auto space



TREVOR SNOWDEN
Head of Production

- 30 year game development veteran
- Numerous number one selling games for leading publishers
- Professional race car driver and racing simulation enthusiast



BEN WILKENING
Creative & Marketing Director

- Early adopter of crypto financial frameworks and contract automation protocols
- Web 3.0 incentive and gamification specialist
- 10 years experience consulting with corporations on ERP & legal compliance technologies (incl DLT)





**THANK
YOU**

www.marque-media.com.com