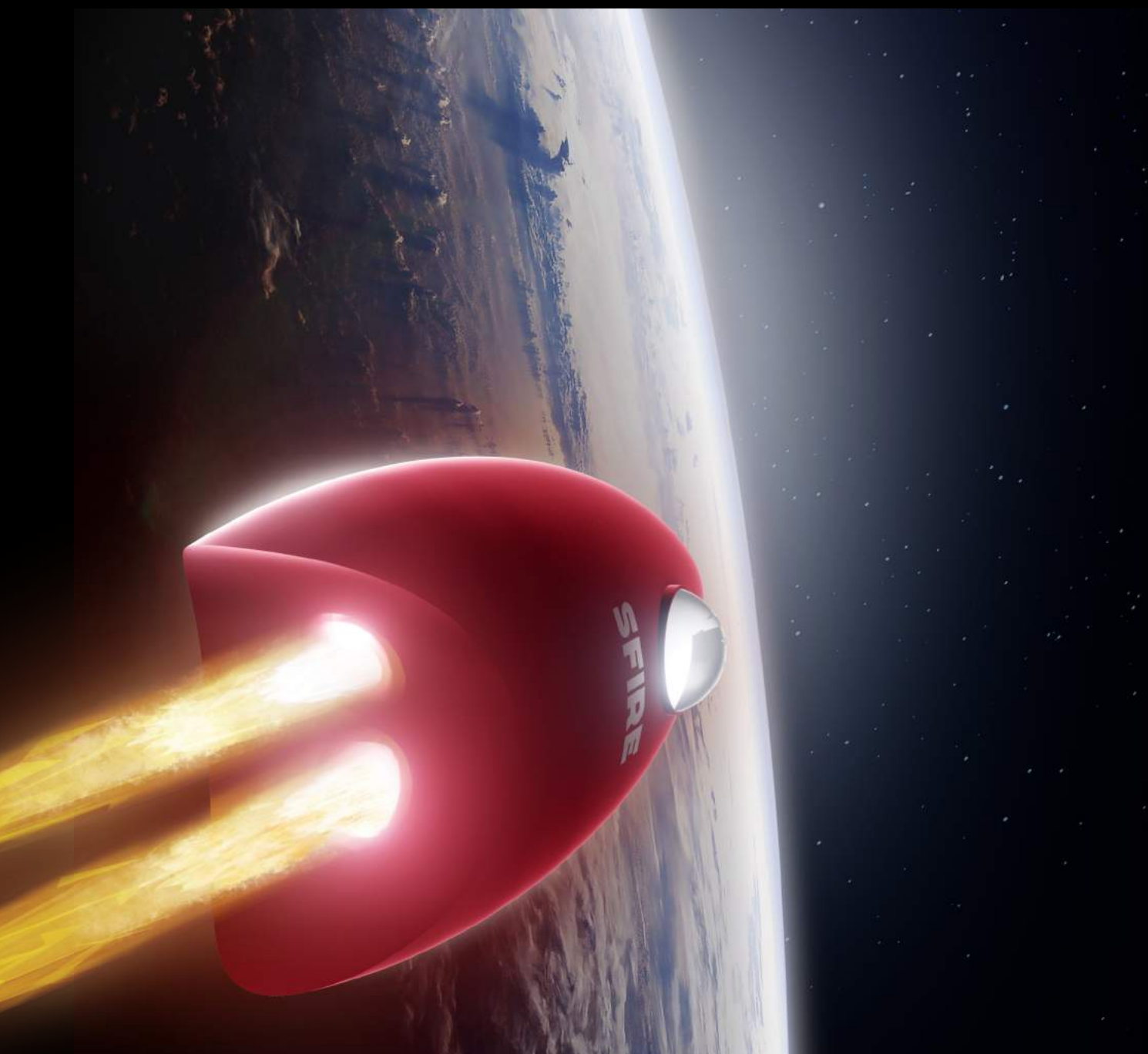


JULY 2021

STRAIGHT FIRE

STRAIGHT FIRE WHITE PAPER





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The Metaverse

The Metaverse is a continuously changing, decentralised, creator-driven ecosystem, without physical or spacetime limitations, where humanity and technology co-exist in a balanced, symbiotic relationship, enabling humanity to experience the real in the digital.

Our North Star

An ecosystem where NFTs can be created, owned, shared and enjoyed by everyone. An environment where the value of digital assets, like assets in the physical world, depends on scarcity, utility, provenance and the human emotional responses they evoke. Some of us will want to buy, collect and trade digital assets that increase in value over time, whereas others will simply want to own, use and enjoy them.

**" NFTs Are Emotions
You Own.**

— Straight Fire

Opportunity

Over time everything evolves. Our planet, people, technology. From the Internet to 5G to AI. And now a generation grows up in the Metaverse. A world where Cryptos, DeFi and NFTs awaken unlimited opportunities. A place where digital assets are the single biggest opportunity in our lifetime.

We believe that the value of digital assets, like assets in the physical world, depends on scarcity, utility, provenance and the human emotional responses they evoke. Some of us will want to buy, collect and trade digital assets that increase in value over time, whereas others will simply want to own, use and enjoy them.

*It's simultaneously a bubble and a game-changer, like the internet in 1999 or Bitcoin in 2017. In my opinion, existing NFT valuations are a bubble *and* total value of all NFTs will be 100x here in 5 years.*

— Ari Paul,
CIO BlockTower Capital

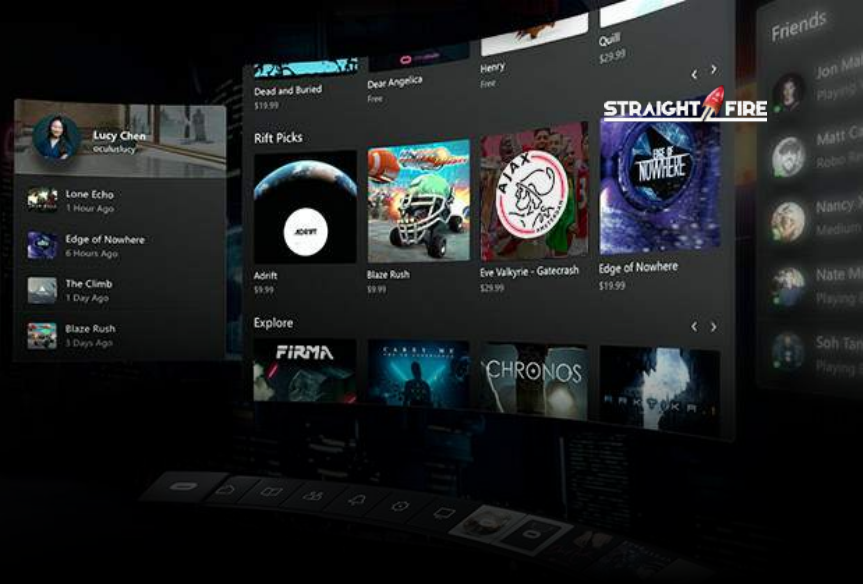
Problems We Solve

Many of the current NFT buyers are not interested in the actual content of the NFT, but instead favour a potential increase in price. They do not seem to care that existing NFTs, like cryptos, are just stored and kept hidden as a private key in their digital wallet. After all, to these buyers NFTs and cryptos are interchangeable.

Some buyers, however, purchase NFT for its original content and like to collect and enjoy their digital assets. Unfortunately, neither digital wallets, nor marketplaces display NFTs in a way that shows the real potential and collective value. In fact, many digital wallets and marketplaces, like NFTs themselves, are blockchain restricted.

We are now experiencing an NFT market that is still growing, but NFT prices are volatile, new NFTs must be original and stand out from the crowd and most people question the utility of NFTs. NFTs need an upgrade, or we will never see the NFT market reach its full potential.

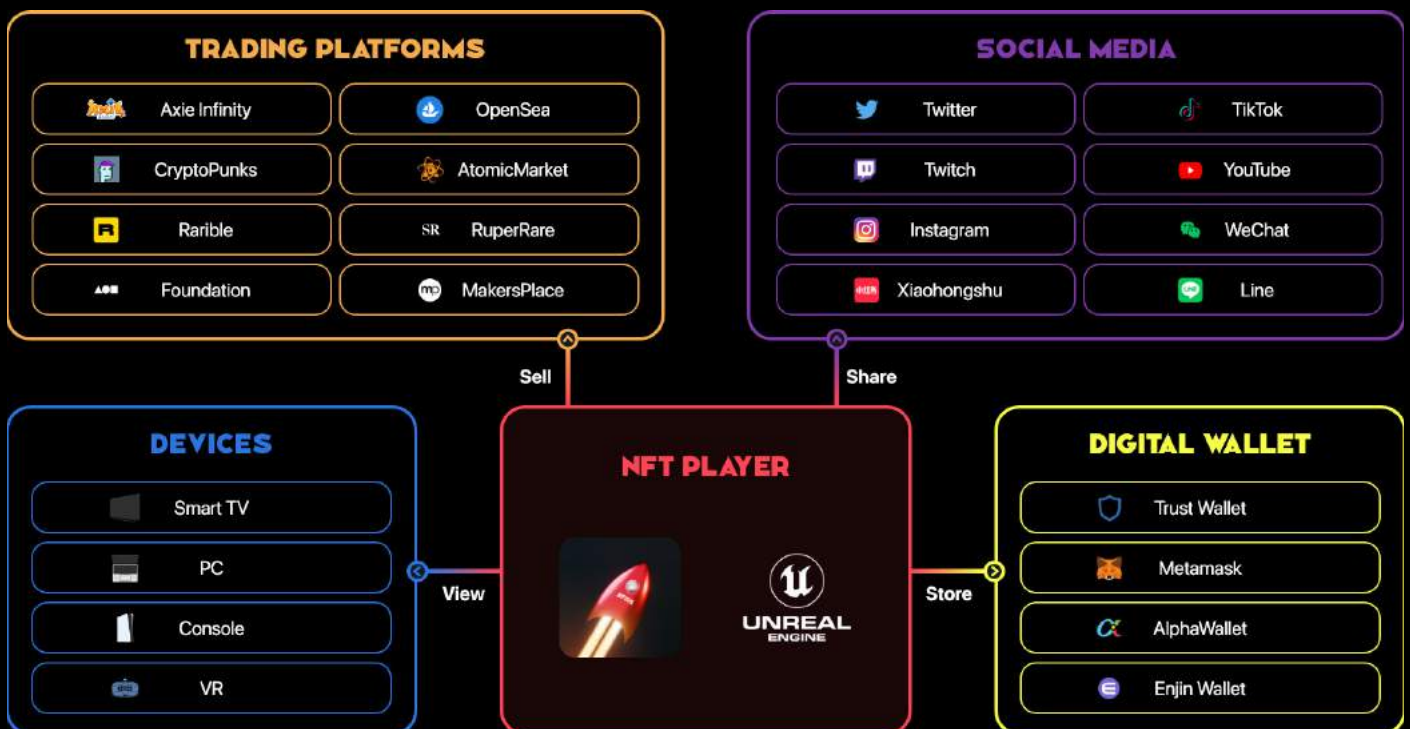
Straight Fire creates the first NFT player that adds both utility and provenance to existing and future NFTs. Irrespective of what blockchain your NFT was minted on, you can now view it in one, easy to use NFT Player. It even allows you to share NFTs on your favourite social media channels and list it for sale on your preferred marketplaces. After all, NFTs should not just be stored in your digital wallet. They should be shared and enjoyed by the world.



NFT Player

Even evolution requires at times a revolution. A vision, a game changer.
Enter the Straight Fire NFT Player.

Straight Fire creates the first NFT player that adds both utility and provenance to existing and future NFTs. Irrespective of what blockchain your NFT was minted on, you can now view it in one, easy to use NFT Player. It even allows you to share NFTs on your favourite social media channels and list it for sale on your preferred marketplaces. After all, NFTs should not just be stored in your digital wallet. They should be shared and enjoyed by the world.



NFT Player Releases

V1.0

View NFTs in One Place

Connect your digital wallets to the Straight Fire NFT Player and receive a free SFIRE Original. View your all your NFTs in one place, irrespective of the file-format or what blockchain the NFT was minted on. And you can invite others to experience the NFTs with you.

V1.1

Share Your NFTs on Social Media

Create personalised posts, pimp your NFTs and share on all your favourite social media channels. Share with friends. Promote to potential buyers. Show single NFTs or full NFT collections.

V1.2

Connect with NFT Marketplaces

Manage, control and trade your NFT collection from one place. Promote your NFTs on social media, invite others to view your collection, then list and sell your NFTs on your preferred marketplace.

V1.3

Connect Your Physical & Virtual Worlds

Personalise your NFT Player and connect your physical and virtual worlds through our AR-driven interactive, empathic and immersive design. You can now experience the real in the digital.

V2.0

In-Player Buying and Selling

You are now fully in control. Select the NFTs you want to sell. Promote them on your social media channels. Attract potential buyers to the NFT Player, where they can view, experience and buy your NFTs.

V2.1

Expand Your Existing

You can now build your own NFT community. Expand your existing social media networks and connect with like-minded NFT enthusiasts, using the Straight Fire NFT Player. Share and discuss your favourite NFTs.

V3.0

In-Player NFT Marketplace

Make the NFTs, that you want to sell accessible for all. Or browse the in-player marketplace and buy the most unique NFT collections. Experience how easy selling and buying NFTs is, using a player that elucidates the true value of your NFTs.

NFT Player Features

01

Easy to Access

- First available on www.straightfire.space: setup your account, link your digital wallet and start using the NFT Player
- Followed by our mobile app, offering the Straight Fire experience on your mobile in English, Chinese, Spanish and Arabic
- Then also as a web browser plug-in, which offers a simple and secure way to turn your browser into a Web3 enabled NFT Player
- And, also on your desktop, Smart TV, Console, VR



www.straightfire.space



Mobile



Browser Plug-in

Turn browsers into a Web3 enabled NFT Player.

Hello!

你好!

Hola!

مالس

Multi-language



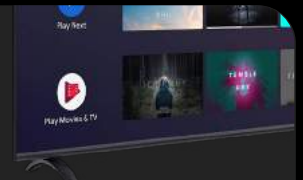
Desktop



Console



VR



Smart TV

02

Easy to Connect

- Connect your favourite digital wallet to the Straight Fire NFT Player
- Receive a free SFIRE Original
- Access your existing NFT collections
- Irrespective of the file-format or what block-chain they were minted on



coinbase

Sequence

AlphaWallet

03

Easy to Share

- Create personalised posts, make a screenshot or short-video, add music or yourself
- Share on your favourite social media channels
- To your friends or potential buyers
- Control what NFTs you want to share and how others see them



04

Easy to Interact

- Display your NFT collections in a personalised environment
- Keep them private, open them up to invitees or for everyone to see
- Connect your physical and virtual worlds through AR-driven interactive, empathic and immersive design
- Build your own NFT community with like-minded NFT enthusiasts



05

Easy to Trade

- Stay in full control of the sales process
- Promote on social media, attract buyers, give them access and sell your NFTs
- Browse the in-player marketplace and buy the most unique NFT collections
- Use the Straight Fire NFT Player to elucidate the true value of your NFTs



Technical Architecture

The Straight Fire NFT Player combines an aesthetic frontend with straightforward functionality and empathic, interactive design. The Straight Fire UX is built around the utility and provenance of NFTs and the human emotions they intend to evoke from our audience.

Centred in the Application Layer sits our NFT Player, firmly linked to the leading social media channels, marketplaces, digital wallets and external devices. During the development of the NFT Player, social media and marketplace functionality will also be embedded within the Straight Fire NFT Player.

Our technology department lies at the forefront of database management and analysis and enables us to know who our customers are and how to approach them, while the Straight Fire Studio enables us to develop never-before-seen NFTs that drive future functionality of the NFT Player.

Within our NFT Player, all NFTs, irrespective of what blockchain they were minted on, can be displayed, viewed and shared on social media. The in-player buy and sell functionality, as well as the in-player marketplace will be directly linked to the respective blockchains this specific functionality is built on. Links to DeFi applications, such as lending services based on NFT collaterals will be developed too.

Aggregation Layer

Connecting the applications

Application Layer

Consumer-facing applications

Asset Layer

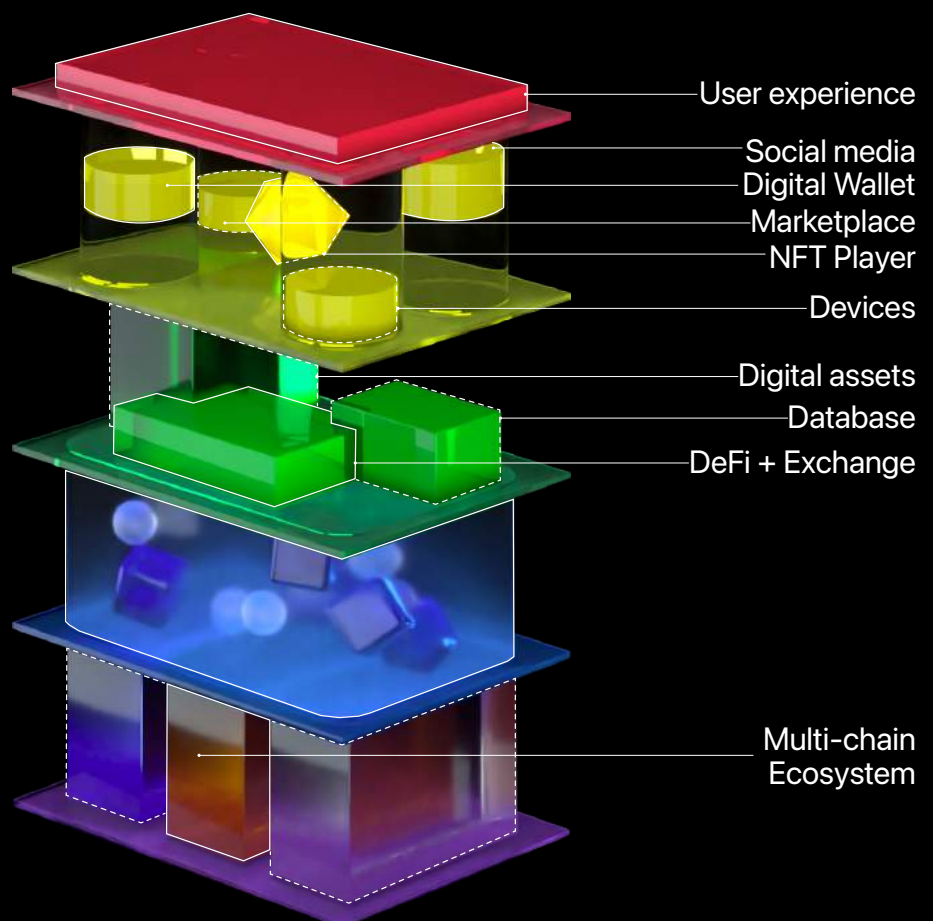
(digital) assets

Protocol Layer

Interoperable principles & rules

Settlement Layer

Blockchains



NFT Studio

In our NFT Studio, we obtain and develop the most original IPs and licenses into never-before-seen NFT collections. Together with our network of creators, we produce the most sought-after and unique NFTs in the Metaverse. We develop new NFT categories and create interactive and immersive experiences. We go beyond the boundaries of today's NFTs.

The Straight Fire NFT Studio will also serve as an innovation lab for our NFT Player. Through the development of new, ground-breaking NFT collections, we constantly refine and expand the operability and functionality of the NFT Player.

For Straight Fire, it is a natural progression to create a central hub, where we work with the best creatives, push the boundaries of NFTs, and together with leading marketplaces and digital wallet companies build an NFT 2.0 ecosystem, where NFTs can freely be created, owned, shared and enjoyed by everyone.

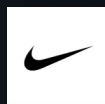


**" We tell stories that
entertain, inspire and
provoke.**

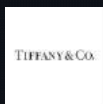
NFT Cases

ICONS

Ever wanted to own an iconic advertisement from your favourite brand? Now you can! These NFTs contain images, videos and other memorabilia from the most iconic branding campaigns. Take a trip through history and see how your favourite brands shaped the world we live in.



Season 1



Season 2



Season 3



Season 4



FROZEN IN TIME

These NFTs have been exclusively developed for luxury brands and product owners, who like to prevent traders from buying and immediately reselling their products. The NFTs contain proof of authenticity and ownership documents of limited-edition and rare items, and they are linked to the physical product. The NFTs are frozen, which means that they cannot be re-traded for a predefined period.



Season 1



Season 2



Season 3



Season 4



ACCESS

Ever fantasised about visiting the Oscars, Chanel's couture show or Beyoncé's sold-out concert? Now you can! Simply sign up and get short-listed. Then bid in our auction and secure digital access to the most sought-after events in the world, from the comfort of your home. Invite your friends over and party the night away.



Season 1



Season 2



Season 3



Season 4



NFT Cases

HIDDEN MASTERS

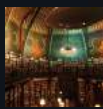
Rummaging through our attic one morning, we got the idea. Let's show everyone all hidden treasures in storages at galleries, libraries, archives and museums across the world. Let's share and cherish all hidden masters, alive or long gone. Support all GLAM in their great work for humanity. We warn you though, these NFTs exude provenance.



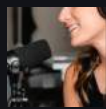
Season 1



Season 2



Season 3



Season 4

FIRST TO OWN

You can now own, before others know. Movie trailers, fashion sneak peeks, product previews, you name it. Until today, brands used social media to spread the word. From today onwards, they will use First to Own as an integral part of their promotional campaigns. These NFTs have been exclusively developed for the most loyal fans.



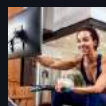
Season 1



Season 2



Season 3



Season 4

RISE & RAISE

This unique NFT series is exclusively developed with the world's leading non-profit organisations to help raise much-needed funding. Rise up to the challenge and help raise awareness and money for those causes that are close to your heart.



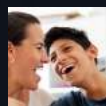
Season 1



Season 2



Season 3



Season 4

Meet the Team



Christiaan Eisberg

Chief Executive Officer

As a serial entrepreneur in luxury goods, branding and digital commerce, Christiaan is used to set the direction of startups that are venturing into the unknown. He leads and controls all commercial, operational and financial activities of Straight Fire.

Control Room

Navigation System



Bei Wang

Chief Marketing Officer

With over 15 years of cross-cultural media, PR and community building experience, Bei leads all creator, customer and partner communications. Supported by her background in IP development, Bei is instrumental in helping Straight Fire navigate the Metaverse.



Yuanwen Li

Chief Technology Officer

With expertise in blockchain development, big data and AI, Yuanwen leads Straight Fire's technical infrastructure development. His elegant design and build of the engine are instrumental for our efficient, safe and flexible technical solution.

Engine

Fuel Tank

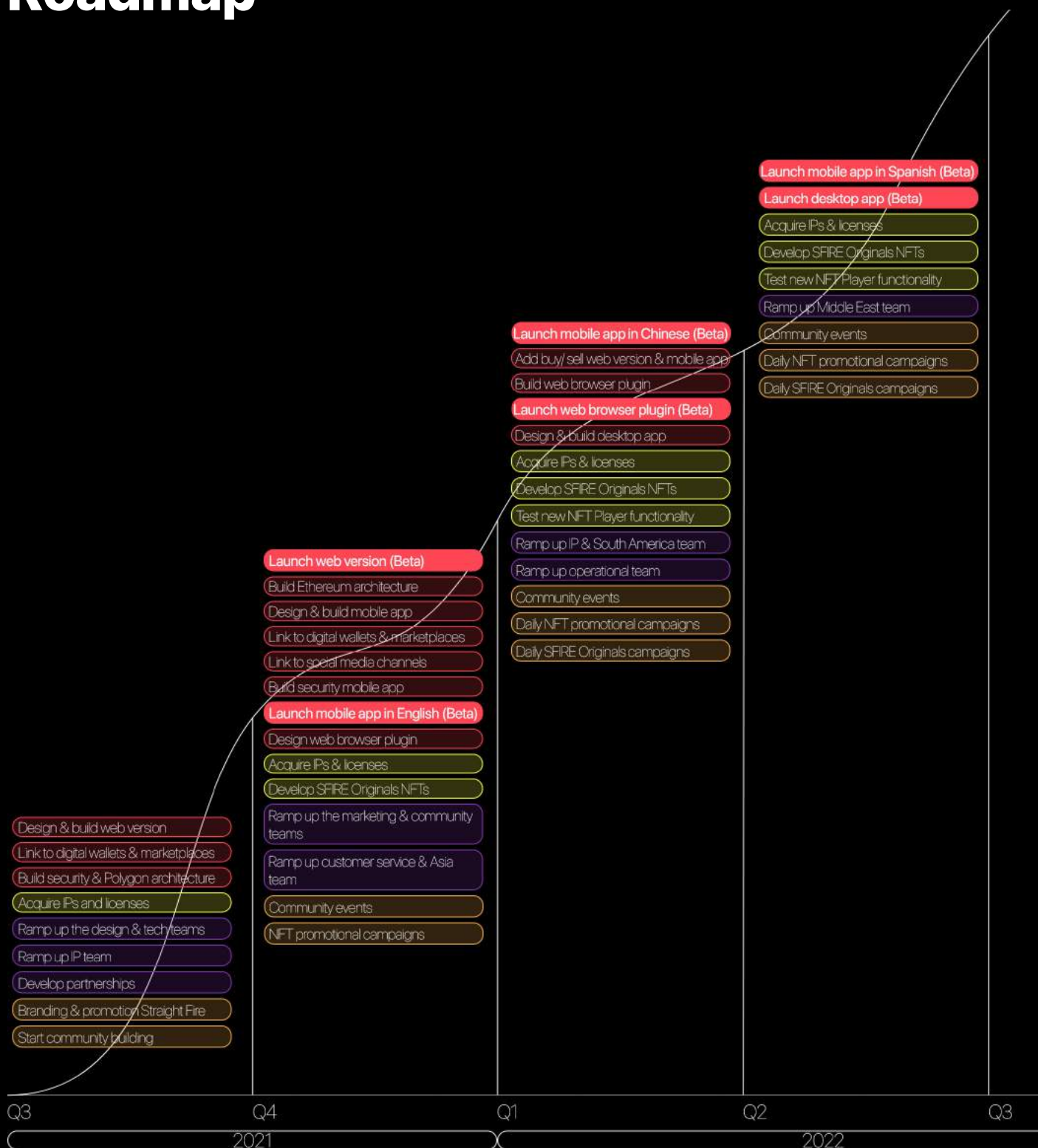


Xuyang Zhao

Chief Creative Officer

With a background in digital experience design, UX and gaming, Xuyang is the driving force behind our platform and showcase tool design. His creative vision fuels our ambition to create a world where NFTs can be created, owned, shared and enjoyed by everyone.

Roadmap



● NFT Player

● NFT Studio

● Team & advisors

● Marketing & promotions

Competitive Landscape

		 Straight Fire	 OpenSea	 NBA Top Shot	 RAREROOMS Rarerooms	 fl Flawnt
EASY TO ACCESS	Web browser plug-in	✓	✗	✗	✗	✗
	Mobile / desktop app	✓	✗	✗	✗	✗
	Connect to external devices	✓	✗	✗	✗	✓
EASY TO CONNECT	Connect to digital wallet	✓	✓	✓	✓	✓
	Single blockchain	✗	✗	✓	-	✓
	Multi blockchain	✓	✓	✗	-	✗
EASY TO SHARE	Connect to social media	✓	✗	✗	✓	✓
	Personalise social posts	✓	✗	✗	✓	✓
	# social media channels	10+	-	-	2	2
EASY TO INTERACT	Invite others to view NFTs	✓	✗	✗	✓	✗
	Connect virtual to physical world	✓	✗	✗	✓	✓
	Build in-player NFT community	✓	✗	✗	✗	✗
EASY TO TRADE	Own market-place	✓	✓	✓	✗	✗
	Connect to other marketplaces	✓	✗	✗	✗	✗
	Buy/ sell NFT collections	✓	✗	✗	✗	✗
EASY TO CREATE	Offer IP-based NFTs	✓	✗	✓	✗	✗
	# NFT categories	10+	8	1	-	1
	Produce own NFTs	✓	✗	✓	✗	✗

Competitive Landscape

		 Straight Fire	 Terra Virtua	 Decentraland	 Tokenhead	 Veve
EASY TO ACCESS	Web browser plug-in	✓	✗	✗	✗	✗
	Mobile / desktop app	✓	✓	✗	✓	✓
	Connect to external devices	✓	✓	✓	✗	✓
EASY TO CONNECT	Connect to digital wallet	✓	✓	✓	✓	✓
	Single blockchain	✗	✓	✓	✓	✓
	Multi blockchain	✓	✗	✗	✗	✗
EASY TO SHARE	Connect to social media	✓	✗	✗	✗	✗
	Personalise social posts	✓	✗	✗	✗	✗
	# social media channels	10+	-	-	-	-
EASY TO INTERACT	Invite others to view NFTs	✓	✗	✗	✗	✓
	Connect virtual to physical world	✓	✓	✓	✗	✗
	Build in-player NFT community	✓	✗	✓	✗	✓
EASY TO TRADE	Own market-place	✓	✓	✓	✗	✓
	Connect to other marketplaces	✓	✗	✗	✓	✗
	Buy/ sell NFT collections	✓	✗	✗	✗	✗
EASY TO CREATE	Offer IP-based NFTs	✓	✓	✗	✓	✓
	# NFT categories	10+	1	3	1	1
	Produce own NFTs	✓	✓	✓	✓	✓

Contact

Sign up and stay updated

launch@straightfire.space

Get on board and invest

invest@straightfire.space

Join us as our partner

partner@straightfire.space

Let's create NFTs together

nft@straightfire.space

Social Media

<https://twitter.com/straightfirenft>



<http://t.me/straightfireofficial>



<https://straightfirenft.medium.com>

<http://t.me/straightfireofficial>



<https://www.linkedin.com/company/straight-fire>

LEGAL DISCLAIMER

This white paper ("WP"), as developed by Straight Fire ("SF"), relates to the intended development of Straight Fire's NFT production house, NFT trading platform and NFT showcase tool, as well as the SFIRE token ("SFIRE"). This WP, and any related documents, are not binding for SF and is subject to change without notice. This WP may be amended or re-placed at any time, without notification of any changes or access to any additional information. The WP contains forward-looking statements that are based on SF's beliefs, as well as assumptions made by and information available to SF. SF and SFIRE are under development and are being constantly updated. If, and when, SF and SFIRE are completed, they may differ significantly from this WP. This WP does not constitute legal, tax, regulatory, financial, investment, trading or accounting advice or services. Recipients of this WP are urged to conduct their own investigations and analysis of the matters contained in this WP and should not rely on any recommendations or statements in this WP. The SFIRE does not constitute an investment and is not a prospectus, nor a security. No undertaking, warranty (whether express or implied) or other assurance is given, and none should be implied as to, and no reliance should be placed upon, the content of the WP. For the avoidance of doubt this WP does not constitute a legally binding contract. Any offer or agreement in relation to any sale and purchase of SFIRE is to be governed solely by a separate document setting out the terms and conditions ("Ts&Cs") of such agreement. In the event of any inconsistencies between the Ts&Cs and this WP, the former prevails.

JUNE 2021

STRAIGHT FIRE



straight fire

/streɪt 'faɪə/ noun

Straight fire is a slang term that refers to something really awesome, cool and better than the rest.

www.straightfire.space