



THE GAME YOU COLLECT



POG®

Public Whitepaper v2

This whitepaper will focus on POG Digital, a collectibles and game company. As the Direct Digital Subsidiary of the POG® Brand, POG Digital owns an exclusive trademark license to use the POG® Brand for the creation of a digital and physical ecosystem.

In the digital age, the notion of collectibles has drastically transformed. POG®, with its rich history of tangible collectibles, recognizes the untapped potential of integrating digital counterparts. We are building an ecosystem in partnership with Theta Network that ties together digital and physical collectibles, providing seamless, secure, and dynamic engagement for collectors, gamers, and developers alike, integrating POG's platform to substantiate the authentication and redemption processes for POG® collectibles, providing an innovative platform for game developers, and unifying the ecosystem with our dedicated digital currency, POG™ Coin.

DISCLAIMER

The information shared in this whitepaper is not all-encompassing or comprehensive and does not in any way intend to create or put into implicit effect any elements of a contractual relationship. The primary purpose of this whitepaper is to provide potential users with pertinent information in order for them to thoroughly analyze the project and make an informed decision.

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Preface: POG, The Iconic 90s Brand is Back



THE WORLD POG FEDERATION™

Flashback to 1993, the wildly popular POG® game sparked a worldwide craze of Millennial collecting, trading, and playing. From 1994 to 1998, over 10 billion Authentic POG® pieces were sold by Official Retailers in over 30 countries. (US, CANADA, RUSSIA, FRANCE, UK, GERMANY, SPAIN, ITALY, ISRAEL, AUSTRALIA, MEXICO, BRAZIL...).

California-based POG Unlimited, dba the WORLD POG FEDERATION™, has held the trademarks and copyrights to the POG® brand since 1993. This is critical as others have tried to launch digital emulations of POG® without the Intellectual Properties.

POG®, The Game You Collect, was the first game and collectible sold as trading cards. POG® discs featured artwork from POGMAN™, the brand's legendary mascot, as well as more than 100 licensed brands like Disney Pocahontas, Lion King, Toy Story, Star Wars, Barbie, Smurf, Sonic, Donkey Kong, Power Rangers, POKEMON, NHL...



POG® Collections with 3rd Party IP

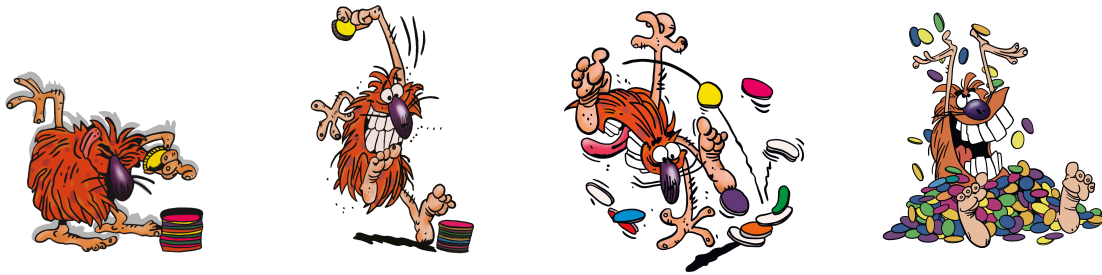


POG® Collections with POG® BRAND IP : Pogman's Adventures

The POG® craze engaged hundreds of millions of millennials and gen x, both as gamers winning as many Pogs as possible and as collectors appreciating the unique art on every Pog, from hundreds of popular artists, major hollywood brands, athletes, and some of the largest companies in the world, including Coca-Cola, Disney, and McDonalds. The success was such that almost anyone who was between 5 and 10 in '94-'98 remembers POG® and POGMAN™. Fast-forward to today and these diehard fans are all grown up, totaling ~165 million nostalgic adults in over 35 countries. Among these grown-up fans are tech savvy, blockchain enthusiasts, investors, collectors, gamers, developers and entertainment, sports, and media celebrities.



According to Katy Perry, POGs have always been Millennial Currency (2021)



25 years later... POG Unlimited has decided to relaunch POG® and POGMAN™ brands with the ambition to make the POG® Franchise a World-Class Entertainment Brand.

POG Unlimited deploys its strategy among two target groups: today's kids and grown-up POGGER™ adults.

To address the kid's audience POG Unlimited signed a shopping agreement with a Hollywood Production company and a major movie star granting an exclusive right to develop an audiovisual program (anime, tv series, film ...) based on POG® and POGMAN™ property.

POG Unlimited decided to focus its adult strategy on initiating a decentralized digital collectibles-based gaming ecosystem through its subsidiary POG Digital. The POG® Brand DNA has always been Games & Collections, two major drivers for interoperable gaming.

POG Unlimited believes the growth opportunities for POG Digital are Unlimited.



Mission & Vision:

POG® has always been a COLLECTIBLE, a GAME ... and a COIN...and a Compliment...and an Award...and an Expression...and an Emoji...it's been Poggers.

We will make POG® the most desirable collectible for which you play.

POG® is succeeding in our digital mission to scale an interoperable gaming ecosystem connecting collectors, gamers, game designers, and 3rd party IP owners including entertainment brands, sport and esport leagues, visual artists, celebrities, and influencers. The blockchain industries core demographic are the members of the Millennial and Gen X age groups. We have built up from the 90's POGGER™ Generation and now also extend to broader POP culture communities including Barbie, Pokemon, Star Wars, DeGods, Okay Bears, Neo Tokyo, KFC, the French National Soccer, and more.

We envision a future in which POG® will be held by the greatest aficionados and esteemed collectors of every age, because the world loves Pogs.

- Where any game designer can build games using POG's Digital / Physical Collectibles.
- Where authorized and unauthorized brands, artists, and celebrities can create/sell and reward collectors with Authentic POG® Collectibles on POGCHAIN™.
- Transferring the ownership of gaming to the players throughout an interoperable arcade.
- POG® -
 - Proof Of Greatness Blockchain Authentication
 - Player Of Game Awards
 - Player Owned Gaming Collectibles

Our 3 Sided Market

Collectors & Gamers

Initial target audience:

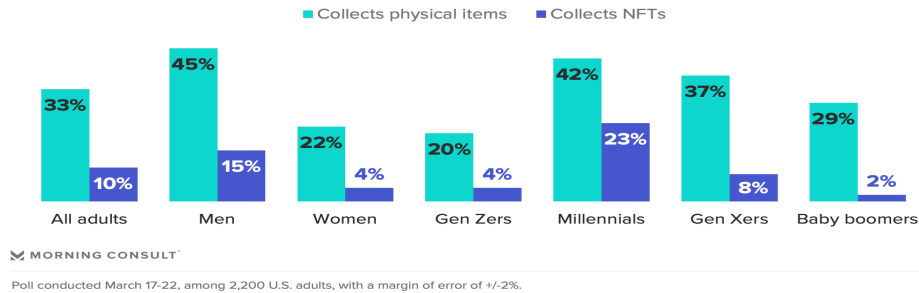
POG® Generations ~100 Million Millennials & 65 Million Gen X = 165 Million Adults

The POG® Generation represents a group of over 160 million Millennials and Gen Xers who are now 30 - 45 year olds, across 35 countries, and who collected over 10 billion physical authentic POG® discs in the 90s. They also grew up with video games in an online world. For them POG® has always been associated with an exciting game on one side and an extremely desired collectible of various IP entertainment on the other side. Our initial digital tournament saw over 250,000 games of Pogs played in the 1st 5 days and we have seen the POG® Brand receive a natural legitimacy in the web3 gaming and digital assets markets. The POG® Platform is aimed at casual gamers and diehard collectors, but is robust enough for sophisticated blockchain users. POG® is already a validated and verified 30 year old collectibles brand throughout Asia, Europe, North America, South America, Oceania, and Africa.

[video gaming industry to be worth \\$268 Billion by 2025](#) (WePC)

Millennials and Men Are More Likely to Be Collectors — Including NFTs

Share of respondents who said they collect either physical items or non-fungible tokens (NFTs) as a hobby or investment



Game Developers Delivering Real World Pogs

Game Developers do not often have the time and energy to learn and then integrate a blockchain ecosystem into their games and most large companies with established marketplaces are very hesitant to use blockchain technologies as they inherently lose control when using something that is decentralized.

We believe POG® players, mid sized / grass roots / indie developers, and brands / IP's looking to be in the web3 space compose a very high-potential user-base for us to serve.

Even now, game developers are already integrating POG's blockchain collectibles into their Web3 games using versatile software integrating Unity and Unreal with Solana, Ethereum, and Theta upcoming. Digital Pogs carry intrinsic worth beyond the gaming sphere, offering players the opportunity to redeem physical and digital collectibles as they engage in building their perfect Pog collection. Digital Pogs will be accessible across a variety of games on numerous gaming platforms, while each Pog exhibits variable in-game attributes in each specific game.

3rd Party IP (Brands, Artists, Film Studios...)

Intellectual Property Owners are already in line to launch their set of POG® Collectibles. POG® has always offered IP Owners including Entertainment and Sports Brands, Performers, Game Studios, Graphic Artists, Esports, and Legendary Celebrities ... the unique opportunity to reward and engage their communities. Just as in the 90s, Pogs are how next-level audiences find and connect with their favorite brands.

- Initial Sales / Minting yields [33%] of the sale for the 3rd Party IP Owner.
- % residually on qualified Secondary Sales.
- Utility Requirement: your secret Pog must provide real benefits for holders.

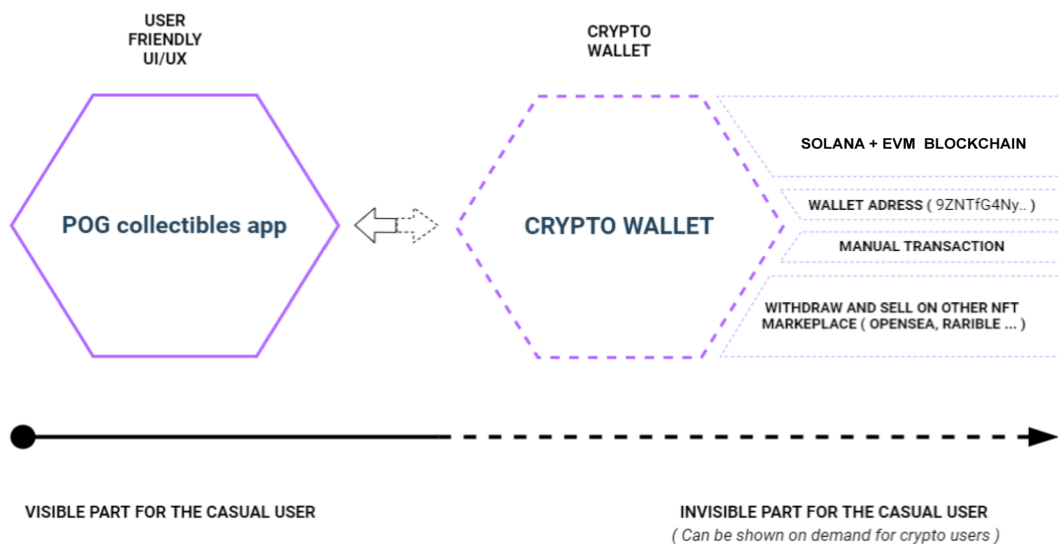
Example: You're playing a game online and after completing a difficult quest you earn a rare Authentic POG® Digital Collectible. You have the choice to keep this limited edition collectible or sell it on any enabled 3rd Party Marketplace. As long as you keep it you receive exclusive private benefits, redeemables, and even bigger rewards from your favorite brands, like free products, discounts, and access to content or events.

Solution: Blockchain, Dapps, & Digital Wallet

We have achieved tremendous accomplishments in building our Solana ecosystem including one of the most popular blockchain games in the Solana Saga dApp Store. We have built collections and games on Solana, Ethereum, and even Bitcoin. We have learned tremendous lessons through building these pieces of our ecosystem and we are prepared and focused on creating a critical component to our long-term vision of interoperability across gaming, across dimensions, and across ages...The POG® Blockchain.

In partnership with Theta Labs ([whitepaper](#)) and Amazon Web Services, POG® is set to harness the power of Theta's patented blockchain technology, its Metachain architecture and Amazon AWS's robust cloud infrastructure to provide an unparalleled platform for the authentication, trade, and engagement of digital and physical collectibles. This blockchain will be a sandbox for POG® Enthusiasts to build and for POG® to authenticate physical and digital collectibles on-chain.

Easy to use for casuals, complete for crypto users.



Digital Infrastructure

Within blockchain technology's rapid evolution, the digital collectibles market has experienced explosive growth. Blockchain enables secure independent ownership and trade of digital assets, enhancing their value, collectibility, and appeal. In partnership with the Theta Network and Amazon AWS, we aim to bring these benefits to our vast array of physical and digital collectibles.

Proof of Greatness, The POG® Blockchain

Introduction

The POG® Blockchain, POGCHAIN™, gives developers access to the wide array of authentic assets and the expansive collectibles economy. POG® has always been a canvas for our favorite content. This blockchain will store history and evidence of authenticity while giving developers more efficient features and extreme cost saving in launching content, games, and experiences into digital spaces. Creators on the POG® Blockchain will utilize world class, patent protected technology to reduce the costs of hosting and streaming content by 60%, while ensuring ownership, rights, and royalties are protected for each creator. The enterprise validator and governance council for the POG® Blockchain on Theta Network is led by global leaders including Google, Samsung, Sony, Creative Artists Agency (CAA), Binance, Blockchain Ventures, DHVC and gumi.

POG® Assets

We are honored by the amazing list of brands, artists, and creators lined up to release collectibles on the POG® Blockchain as these digital assets are used to create custom POG® Collections. New assets will be authenticated and recorded on the POG® blockchain, ensuring data integrity and traceability. Developers can incorporate physical and digital assets into their applications, presenting new interactive and engaging experiences to our collective user base. POG's Digital Assets may be linked to physical collectibles, services, and more via sophisticated Near-Field Communication technology.

POG® Economy

After Mario rescues Peach, she gives him a Pog. After Ash Ketchum is finally crowned #1, Pikachu gives him a Pog, even Chip and Dale...the Rescue Rangers, used their legendary Pog set to save their lives in their most recent Disney Movie. Pogs are valuable rewards for intellect, courage, perseverance, and timing. Gamers, Entertainers, Audiences, and Collectors are all able to find a common ground. The Pogs you own will give you tangible benefits in significant ways including ownership, gifts, memberships, events, entertainment, exclusive access, and far more beyond their monetary value, including convenience, adventure, and connection. All while connecting nostalgic art and form with cutting edge infrastructure for all users to experience POG® Magic.

Still, each user must ask themselves if they'd rather just enjoy the benefits of their collection or perhaps dare to risk a few in hopes of seeing what else is possible in POGMAN'S Play for Keeps Arcade.

POG's digital infrastructure enables developers to build applications leveraging our digital currency and collectibles from multiple chains in Unity and Unreal Game Engines serving as a springboard for game developers aiming to create blockchain-based games. Theta's underlying blockchain technology brings key benefits, including transparency, security, and immutability. It allows POG® to create a trusted environment for its users, where every transaction and ownership claim is transparently recorded and securely stored. This trust is paramount in growing a vibrant marketplace and ecosystem for our POG® collectibles.

Security

Decentralization: Our subchain operates independently from others in the Theta network, preventing a single point of failure from bringing down the entire network.

Consensus Mechanism: Multi-Level Byzantine Fault Tolerance (BFT) consensus mechanism ensures that even if some nodes act maliciously or fail, the system can still ensure data integrity.

Validator and Guardian Nodes: The dual-node system consists of Validator Nodes producing blocks and confirming transactions, while Guardian Nodes finalize blocks.

Regular Audits and Updates: To ensure the integrity of the system, blockchain code is subject to regular audits and updates including Theta's most recent [91.86% Security Score by Certik](#).

Secure Wallets: Theta wallets employ advanced security measures such as private keys, seed phrases, and encryption while integrating with hardware products like Ledger and Trezor. With additional integrations including Metamask and more.

Future-proofing

Developers using the POG® Blockchain align themselves with POG®, Theta, Amazon AWS, Ethereum, and a number of amazing partners within the POG® Ecosystem ensuring applications stay relevant as the technology landscape evolves. By utilizing POG's Blockchain, developers can future-proof their applications, setting the stage for sustainable growth in partnership with Beamable, Unity, Unreal, Solana, Theta, Ethereum, Bitcoin, and more.

[POG® Benefits from Theta Patents.](#)

POGCHAIN™ leverages a user-base of millions of users on the Theta Network and their peer-to-peer video network integrations with premium content partnerships including Lionsgate, MGM Studios, NASA, and others. Other popular video platforms integrated with Theta infrastructure include CONtv Anime, Party Poker, World Poker Tour, Cinedigm, Samsung VR, GameTalkTalk, MovieBloc, Ultra, GFUEL and other OTT media. Strategic corporate investors include Samsung NEXT, Sony Innovation Fund, Bertelsmann Digital Media Investments (BDMI), Creative Artists Agency (CAA), and Silicon Valley VCs including DCM and Sierra Ventures.

Technology Roadmap

V1 Completed

- Whitepaper
- Functionality across-chains w/ each providing specific benefits.
 - Founding Pogger POG® Collection on Solana w/ Secret Benefits
 - Initial Launch of Partner Collections - Bored Ape Yacht Club, Neo Tokyo, etc.
 - Release of ETH Collection - Series 1
 - Release of Bitcoin Ordinals Collection - 129k Starting Inscription
- POGMAN'S ARCADE - POGMAN'S Battle Game on Solana Saga and Desktop
- Integration into the top games on Solana including Portals, Stepn, and ev.io.
- Economy-as-a-Service: POG® Global Economy (Gamers & Developers)
- Arcade-as-a-Service: Licensed Metaverse Experiences (piloting w/ Solana Saga)
- Gamers earn & collect digital Pogs in-gameplay. (physical redemptions live)
- POG® Branding and Community ensures demand for any Pogs won in gameplay.
- Multiplatform Gaming with Real-time Blockchain Mechanics (Mobile to Desktop)

V2 In-Progress

- POG® Arcade and Marketplace
- Game Developers SDK w/ Developer Rewards and Allocations
 - Multichain Asset Integration for Unity and Unreal
- Digital & Physical Collectibles Infrastructure & Multi-chain POG® Bridge
 - Digital Pogs redeem Physical Pogs & vice-versa (Live)
 - Redemption Mechanisms for Claims (Completed)
 - International Collaborations with Global IP Partners
 - Hyper Limited Edition POG® Merchandise
 - Access to Exclusive Entertainment, Early Releases, Events, and more.
- POG.TV Esports and Nostalgia Streaming Infrastructure powered by [Theta Video API](#)
 - Annual Awards for Content of the Year
 - Category Based Rewards for Content Creators Daily
 - Audience Rewards for Engagement and Community Participation
 - Esports Tournaments for POG® Digital Assets
 - Subscription Based Content features for Creators
 - Extreme Savings for Content Owners vs Cloud Infrastructures

Interoperability

- POG® Asset bridge to ETH, Polygon, Solana, Theta, Binance, Avalanche, and more...
- Cross-Chain Gameplay and Redemption Mechanism

POG® Standard Smart Contract

Every POG® smart contract will follow the PNS (POG® Native Standard), to provide a uniformed interface (set of interaction), currently based on the Metaplex and EVM Standards.

Tokenomics

POG® Collectibles Marketplace

The POG® Marketplace is the central place to buy, sell, and trade your digital and physical Pogs. Users can connect to their POG® Account using their Web3 Wallet or Email, they are able to buy and sell Pogs and POG® redemption certificates using the POG® Official Arcade Coin, Credit Card, Ethereum, Solana, BTC, and more. Our web block explorer will allow you to track every POG® transaction that happens on our platform and blockchain.

Each collection's metadata will update scarcity statistics of collectibles in real-time, allowing anyone to see their collectibles current number in circulation, total supply, number burned, and release date.

POG® Maker Platform

The POG® Maker Platform allows creators (brands, athletes, personalities and game developers) to create POG® Collections easily on POGCHAIN™, without any blockchain knowledge required. Authorization via a qualification process is currently required for Gaming Utility within the Arcade, though we will be providing an incredible white glove onboarding and creation experience.

The POG® Maker Platform will eventually generate blind POG® Packs with a Random Mix of Pogs from Specific Collections, to randomly distribute all POG® Collectibles.

POG® Creators will receive a percentage of the initial sale of their collectibles, but will be required to cover any gas fees associated with minting. The blockchain will provide residual royalties for the creator when their POG® collections are sold for qualified sales after the initial. With custom metadata to fit the usage they want for chosen games/products/platforms/events.

POGMAN'S Collection

POGMAN'S Collection can be seen as the POG® Pool of Rewards. Out of all collections 30% of minted POG® Collectibles go directly into Pogman's Collection. This allows us to have an initial pool for people to play with and earn in-game. Then, if a player loses a Pog against POGMAN™, a rand is executed, if the value is 0 : the Pog is burned, the result is an increase in scarcity. If the value is 1 : the Pog is simply transferred to POGMAN'S Collection.

As Pogs are burned, specific POG® Art will have their scarcity score increase. Collectors and gamers owning those pieces will see the specific statistics for the rarity of their Pog changes as the game is played.



POG® Rarity

- **Slammers or Kinis**
- **Secret Rare**
- **Rare**
- **Common**
- **Stickers**

Example:

If we consider a Collection of 14 Artworks (SKUs), the collection distribution will be as follows:

- 1 Slammer SKUs (100 UNITS of each available)
- 1 Secret Rare SKUs (100 UNITS of each available)
- 4 Rare SKUs (500 UNITS of Each Available)
- 8 Common SKUs (1,000 UNITS of Each Available)

SLAMMERS / KINIS

- The Slammer or Kini is a thicker plastic disc used in POG® traditional game play. The Slammer or KINI is thrown down by players onto the top of the stack of POG causing it to spring up and POGs to scatter. POGs that have landed face-up are won by the player who threw the Slammer or Kini.
- In the POG Digital gameplay, Slammers or Kini are collectibles with unique in-game features (material, thickness, special shapes ...) adapted to game level environments (floor material, weather conditions ...) like coats or weapons.

POG® Types

- Founders Pogs - Founding Set is found on Solana, offering staking utility
- PFP - Pogman PFPs will provide unique benefits in the Arcade and on selected platforms including Twitter and Discord.
- Collector's Pogs - A higher level rarity than Players Pogs, with unique utility.
- Player's Pogs - Used to be higher volume and lower rarity than Collector's Pogs, aimed to be a game piece above all else.
- Redeemables - Provides redemption utility for the owner to claim physical limited edition collectibles and merchandise.
- Ordinals - A secret collection, community created, living on the bitcoin blockchain. History, Provenance, Culture.

Brand Activation, Loyalty Programs, Special Events...

Similar to 1994, brands are ready to collaborate using POG® Collectibles as a promotional tool. This means that a brand will be able to create and mint a supply of POG® collectibles for a particular use case. They can be distributed while purchasing real life merchandise or released separately for the release of a movie, concert, or any strategy the brand would decide.

According to this initial supply, brand strategy, and distribution process, some specific POG® Collectibles may have other ways of building scarcity. This is where the POG® Maker tool and collaborations give some freedom to our future 3rd Party IP stakeholders.

POG® Sales Revenues Split Example

Initial Sales

- **Collections with POG® IP**
 - 75% POG® Ecosystem
 - 20% POG® Foundation
 - 5% Marketplace
- **Collections with 3rd Party IP**
 - 40% 3rd Party IP Owner
 - 40% POG® Ecosystem
 - 15% POG® Foundation
 - 5% Marketplace

Secondary Royalties

- **Collections with POG® IP**
 - 80% POG® Ecosystem
 - 20% POG® Foundation
- **Collections with 3rd Party IP**
 - 40% POG® Ecosystem
 - 40% 3rd Party IP Owner
 - 20% POG® Foundation

Revenue Splits with **3rd Party IP** are on a case-by-case basis at the discretion of POG Digital. Royalty Percentages are the percentages of the Royalty distributed.

If Royalty for a collection is 5%, each party receives their percentage of the total 5%.

Utility Arcade Coin

At the heart of the proposed ecosystem is POG® Coin, a dedicated digital currency built on the Theta blockchain as TNT-20 token that will unify transactions, facilitate rewards, and enhance user engagement across the platform. POG® Coin offers:

- A secure, efficient medium for transactions across the platform, including the trade of collectibles and in-game purchases.
- A mechanism for player incentives and rewards, enhancing user engagement and loyalty.
- Opportunities for redemption value, with its value influenced by in-game activities and the overall health of the POG® ecosystem.
- A potential cornerstone for intra- and inter-platform commerce, given Theta's inherent interoperability with other blockchains including Ethereum, Binance, Polygon, Solana, Avalanche, and more.
- Annual Allocation to the blockchain’s top builders in multiple categories.

POG® Coin

With the implementation of the POG® Blockchain as a Theta subchain we are able to scale our vision for what a POG® Utility Coin could do for our ecosystem. The vision has grown to include multiple sectors of the gaming and entertainment space with infrastructure and content partnerships to accommodate the scaling of the POG® Digital Ecosystem.

- Total Supply: 2,000,000,000 (Non-inflationary)
- Token Name: POG Coin
- Token Symbol: POGS
- Decimals: 18
- Implementation: Theta TNT-20 token
- Target Allocations:

Allocation		Vesting	Start date
15%	Private Sale	1 year, ¼ per quarter	May 1, 2024
10%	Existing POG Holders on Solana*	1 year, ¼ per quarter	Approx June 1, 2024 (subject to change)
5%	Theta Validator/Guardian Airdrop	1 year, ¼ per quarter	Approx June 15, 2024 (subject to change)
15%	Rewards for POG Staking & Decentralized governance	4 year linear via smart contract	POGCHAIN launch

15%	Core Team	2 year, 1/8 per quarter	May 1, 2024
20%	Rewards for Platform Utility	4 year allocation	Platform launch
10%	Theta Edge Network Reward	4 year allocation	Job launch on network
10%	Reserve for Marketing, Partners, Exchanges, Advisors	Unlocked	Prior to May 1, 2024

- The World Pogger Federation DAO will contribute to decision making, but will not be granted full control of decision making. POG Digital will oversee the liquidity of POG® Treasury coin allocations.
- Solana POGGER Coin was used as a placeholder in the ecosystem for Founding POG Holders to stake and accrue rewards. It will be bridged or swapped to POG Coin on the Theta Network. Noted by the 10% allocation to Existing POG Holders on Solana.

		Total	Feb 1, 2024	May 1, 2024	Aug 1, 2024	Nov 1, 2024	end yr 1	end yr 2	end yr 3	end yr 4	Vesting
Private Sale	15%	300,000,000		75,000,000	150,000,000	225,000,000	300,000,000	300,000,000	300,000,000	300,000,000	1yr, quarterly
Existing POG Holders on Solana	10%	200,000,000		50,000,000	100,000,000	150,000,000	200,000,000	200,000,000	200,000,000	200,000,000	1yr, quarterly
Theta Validator/Guardian Airdrop	5%	100,000,000		25,000,000	50,000,000	75,000,000	100,000,000	100,000,000	100,000,000	100,000,000	1yr, quarterly
Rewards for POG Staking/Governance	15%	300,000,000		18,750,000	37,500,000	56,250,000	75,000,000	150,000,000	225,000,000	300,000,000	4yr linear
Core Team	15%	300,000,000		37,500,000	75,000,000	112,500,000	150,000,000	300,000,000	300,000,000	300,000,000	2yr, quarterly
Rewards for Platform Utility, Arcade	20%	400,000,000		25,000,000	43,750,000	62,500,000	81,250,000	181,250,000	300,000,000	400,000,000	4yr
Theta Edge Network Rewards	10%	200,000,000		12,500,000	31,250,000	50,000,000	68,750,000	118,750,000	150,000,000	200,000,000	4yr
Reserve for Marketing, Partners, Exchanges, Advisors *	10%	200,000,000	200,000,000	200,000,000	200,000,000	200,000,000	200,000,000	200,000,000	200,000,000	200,000,000	No lockup
Total circulating	100%	2,000,000,000	200,000,000	443,750,000	687,500,000	931,250,000	1,175,000,000	1,550,000,000	1,775,000,000	2,000,000,000	
Tokens staked (40% assumption)				177,500,000	275,000,000	372,500,000	470,000,000	620,000,000	710,000,000	800,000,000	
Assume 40% circ staked (APY %)				42.3%	27.3%	20.1%	16.0%	12.1%	10.6%	9.4%	

Appendix

POG® Benefits from Theta’s 10+ Patents

- ****Decentralized Edge Storage Network with Flexible File Sharding (Patent No. 11611615):**** More efficient storage of data on the network by dividing the files into parts and storing them on different nodes, providing higher availability, redundancy, and resilience. For POG®, this means information related to digital collectibles, transaction records, and other data will be stored safely and accessed quickly.
- ****Methods and Systems for Data Caching and Delivery over a Decentralized Edge Network (Patent No. 11153358):**** Efficient data caching and delivery, ensuring that POG® users have a smooth and seamless experience while interacting with digital collectibles, making transactions, and playing games.

- ****Non-Fungible Token (NFT) based Digital Rights Management in a Decentralized Data Delivery Network (Patent No. 11075891):**** Crucial for ensuring the uniqueness and ownership of POG's digital collectibles. The NFT-based DRM will guarantee that each digital POG® collectible is one-of-a-kind and owned by a specific individual or entity.
- ****Methods and Systems for a Decentralized Data Streaming and Delivery Network (Patent No. 10771524):**** This patent underpins the capacity for efficient data delivery, especially in terms of streaming. For POG®, this could enable immersive, interactive experiences, including live events or tournaments, within the gaming platform.
- ****Preventing Denial-of-Service Attacks in Decentralized Edge Networks using Verifiable Delay Functions (VDFs) (Patent No. 11089051):**** The security measures outlined in this patent provide POG® with robust defense mechanisms to protect the integrity and reliability of the platform, maintaining user trust and safeguarding the digital ecosystem.
- ****Tracker Server in Decentralized Data Streaming and Delivery Network (Patent No. 11659015):**** Efficient data caching and delivery within a decentralized network. The POG® platform will benefit from this in terms of speed, efficiency, and lower costs.
- ****Methods and Systems for Peer Discovery in a Decentralized Data Streaming and Delivery Network (Patent No. 10979467):**** Efficient discovery of peers in the network, enhancing the connectivity and performance of the POG® platform.
- ****Methods and Systems for Blockchain Incentivized Data Streaming and Delivery over a Decentralized Network (Patent No. 10951675):**** Methods for incentivizing network participation with microtransactions, which could drive engagement and growth in the POG® platform by rewarding users for their contributions to the network's health and success.

Team

[Kyler Frisbee](#)

As CEO & Co-Founder of POG Digital, Kyler manages the day to day operations of everything under the POG Digital umbrella including Digital Assets, Infrastructure, Games, Strategy, Manufacturing, Social Media, Marketing, and so forth. He has been scaling technology companies throughout Washington and California, contributing to 2 IPOs, 1 Acquisition by Apple, and the release of Google's First Pixel Phone, the Cardboard VR project, and Google's Cloud Platform.

His 13 years of experience in software development, including training with Google's current VP of Artificial Intelligence, all stemmed from his introduction and pursuit of understanding bitcoin in 2012. As a traditional banker in the financial space, Kyler saw the applications for Bitcoin

early on a global level and decided to venture into the technology space. After a few years of supporting Seattle based startups, he joined Google's Engineering Organization and developed a specific focus on Cloud Services and Machine Learning.

Kyler left Google to pursue deeper experience in Artificial Intelligence and Gaming at Unity. He was able to be an early member of the first machine learning teams at Unity and led organizational development of core services and later led Unity's first blockchain initiatives prior to relocating to Los Angeles, California. Most recently, Kyler contributed to building out engineering departments and personally contributing to product testing at Rivian Automotive prior to and through an IPO in 2021.

[Julien Savino](#)

Creative Entrepreneur & Strategic Venture Capitalist known for his drive and perseverance with a proven record in business development.

Currently, CEO and co-owner of POG Unlimited dba the WORLD POG FEDERATION™, the California-based company that has held the trademarks and copyrights to the POG® brand since 1993. He acquired POG Unlimited with a plan to globally reboot the POG® brand, making it a world class entertainment IP. Julien has a deep understanding of the POG® universe as Julien's father was the POG Unlimited Licensee for France, Italy and Spain back in the 90s.

Prior to POG Unlimited, Julien was part of the founding management team of Amazon in France and later acquired a near bankruptcy communication agency. Within 10 years, his agency was a leading player in the French CSR communications market which he then sold to the Havas Group, one of the world's largest global communications organizations. Julien has significant experience in successfully transitioning companies to success, raising funds and coordinating acquisitions for industry leaders.

As a business developer, Julien is the creator of a major national education program in the field of road, internet, and health safety for children. Julien has also respectively led initiatives in sales and marketing for Moët Hennessy Asia Pacific and L'Oréal.

[Michael Sharpe](#)

Michael has experience in a vast array of technologies relating to both video game and blockchain development. He started his journey by first getting a degree in [Real Time Interactive Simulation](#) from the [DigiPen Institute of Technology](#), graduating in 2008. While in school, Michael began working for AirTight Games as a Programmer in 2006 and contributed to development on games such as: Dark Void, Murdered: Soul Suspect, and Quantum Conundrum. In 2014, Michael began working for Motiga, Inc. in Systems Administration and NetOps Engineering where he helped develop the online platform for Motiga's game Gigantic. In early 2017, Michael joined Unity Technologies (recruited by Kyler), working in Development Infrastructure and Software Engineering setting up large auto scalable infrastructure in AWS and GCP using technologies such as Kubernetes, Docker, Terraform, and Ansible. He has also spent time coding API's and other backend micro services using golang. Also in early 2017,

Michael became very interested in Blockchain networks and began his journey into mining Ethereum. To this day Michael has over 40 GPU's mining and securing blockchain networks; they also double as a great heat source during winter! Michael later went on to fork Ethereum and Ubiq's code base and launched a small blockchain, where he experimented with smart contracts, and integrating them into fully 3D games he was developing using the Unity game engine. Michael has spent a lot of time as a user in the DeFi space on various blockchain networks such as Ethereum, Theta, Binance Smart Chain, Polygon (Matic), and also serves as a member of the [WAX Advisory Council](#) - The Worldwide Asset eXchange™ (WAX).

[Brian Gershon](#)

Brian is currently developing Web3 products leveraging his skills in creating user experiences, building platforms, and leading engineering teams while at Unity.

Brian led the Unity Dashboard platform engineering teams in Bellevue and Montreal, and was in charge of building and evolving the UI platform that is home for the entire Unity Gaming Services suite of products. He also fostered a community of internal engineers.

He's an early contributor in the Developer DAO, which is a community of people who are participating, learning, and contributing to the future of Web3. As a core member of the Derivatives team, he shipped two open-source NFT-minting projects on Polygon.

Web3 is constantly evolving. Brian's educating himself and others through building and shipping products. He particularly enjoys working collaboratively in open-source communities and sharing code and experiences.

[Selden Frisbee](#)

20+ years Financial Services, Corporate Strategy, and Tech / Fintech Experience. Strategic and analytical financial services leader with extensive background in both small and large companies in both the public and private sectors. Progressive experience in corporate strategy, corporate development, private markets investing, strategic planning, and project management. Passionate about fintech and technology enabled financial services. Currently an Investor Relations Partner at Quiet Capital. Previously served as a Private Equity investor at Diversified Trust and as a Managing Director of Corporate Strategy at Charles Schwab. MBA Finance and Entrepreneurship. BS Finance.

[Matt Sorg](#)

Over the past 12 years, Matt's teams have quickly built scalable products that have added great value to millions of users. After licensing his first big deal to license his game's simulation software, Matt moved onto Riot Games. While there, he saw some gaps in the player experience around skin codes. Matt and some colleagues started Korrobox, the first game asset marketplace that synced blockchain activity with live games. Korrobox went live in 2018. Matt also co-founded a successful hearing diagnostic and D2C hearing aid company. Matt then managed several great teams at Unity before leading product and games at Solana Labs, a protocol that has made a technological leap that will enable great games. Matt is pumped to help teams build.

We have hit the point with machine learning, infrastructure, data storage, battery improvements, and scalable decentralized state machines (Solana) that humanity has a real opportunity to make life changing products. Applying advancements in these areas to hearing health has been deeply rewarding for Matt. Utilizing the practical capabilities at each stage of the tech stack really adds up to a huge quality of life improvement for the end user.

[Jayne Peressini](#)

The VP of Growth at Dapper Labs, the company behind CryptoKitties, NBA Top Shot, and the Flow blockchain, Jayne is using blockchain technology to bring NFTs and new forms of digital engagement to fans around the world paving the way to a more open and inclusive digital world starting with games and entertainment. Dapper Labs' current studio partners include the NBA, NBPA, WNBA, WNBPA, LaLiga, NFL, NFLPA, Warner Music Group, Ubisoft, Genies, and UFC. They have raised over \$600M from leading and notable investors including Andreessen Horowitz, Google Ventures (GV), Samsung, Reddit, and Coinbase among others. Jayne's impressive career in digital marketing includes over eight years of driving growth at notable companies including DraftKings, MZ and Reddit. Her interest in mobile began at a young age when she first started porting mobile games in the pre-app store days. Jayne continues pursuing her passion in mobile by leading and managing user acquisition efforts at Electronic Arts.