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# ULTRAS NFT

2.000 NFTS

*Be part of the game, Be an Ultras*



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## OUR MISSION

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**U**tility

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**L**ongevity

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**T**ransparency

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**R**ewarding

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**A**ccessibility

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**S**eriousness

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# OUR STORY

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You cannot forget the day you first stepped on a stadium. The view of the pitch and of the players was impressive.

But then you heard them. Dressed alike, with torches, bullhorns and banners, they were making the atmosphere. And then you knew you wanted to become one of them. You wanted to be an Ultras.

Our NFT collection tells the story of being an Ultras.

Ultras NFT is a collection of 2.000 NFTs built on the Elrond blockchain.



**The collection is created for the Nerdytips platform. The idea behind is to support the growth of Nerdytips.**

**Nerdytips is a football predictor with artificial intelligence and machine learning algorithms developed in more than two years. The platform is already live on the market and has monthly paying customers.**

# OUR STORY

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Each NFT from Ultras collection means more than a collectible, it grants access to an engaged community and to multiple benefits. We created a collection with real-life usage and our mission is to offer our holders long-term utilities.

The main source of passive income, Nerdytips, is useful for increasing the winnings from betting.

Betting is a profitable domain, attracting numerous people and generating impressive revenues. The businesses which activate in this area turn out to be very successful and operate on a long-term basis.



## Ultras NFT Holders Benefits:

- ▶ Lifetime subscription on Nerdytips
- ▶ 50% of Nerdytips revenue will be redirected to NFT holders
- ▶ 10% of Nerdytips revenue will be redirected to Easter Egg holders
- ▶ 75% of royalties will be redirected to the community
- ▶ Periodical airdrops
- ▶ Part of an active and engaged community

## EASTER EGGS

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Among the entire Ultras NFT collection, there are 50 NFTs which are more special. These NFTs will generate more passive income than a regular NFT.

Besides the 50% of the Nerdytips revenue which will be redirected to all NFTs, an additional 10% of the platform revenue will go between the 50 NFTs which represent the Easter Eggs.

The difference between a regular NFT and an Easter Egg is that they contain the logo of Nerdytips, placed on one of the art attributes.



# ROADMAP



# PASSIVE INCOME SIMULATION



- ▶ The passive income simulation starts from the medium number of monthly paying users the platform currently has without a marketing strategy behind
- ▶ By implementing the presented marketing strategy, the number of users should highly increase over the next months, generating more income for NFT holders
- ▶ Two solid advantages of Nerdytips is that there is no limit for the number of subscriptions it can have and that it is a worldwide platform

No of Monthly Paying Users	Medium Subscription	Revenue	Value Per NFT	Value Per NFT Easter Egg
30	40\$	1.200\$	0,3\$	2,4\$
300	40\$	12.000\$	3\$	24\$
1000	40\$	40.000\$	10\$	80\$
3000	40\$	120.000\$	30\$	240\$

# NERDYTIPS (1)

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Nerdytips is a football predictor software built with Artificial Intelligence and Machine Learning algorithms which analyzes football matches and delivers tips based on implemented mathematical formulas.



## Website Insides:

- ▶ The website is currently accessed by 200 users daily
- ▶ When you create a new account, you have 3 days free trial in order to get used to the website and understand what it can offer to you
- ▶ After the trial period expires, the tips will be blurred and in order to continue to use them, you need to buy a subscription
- ▶ The subscription prices are different, based on the country you access the website from: the lowest price is 30\$ and the highest one is 50\$
- ▶ The platform has a version in English and also in Romanian and the one you get to see is influenced by the language your browser



### What does Nerdytips offer?

- ▶ Tips for all the daily matches
- ▶ Nerdytips offers a wide range of tips for each match, including:
  1. which team will win (1/X/2)
  2. the number of goals that will be scored (Under/Over and the number of goals)
  3. if the home team or away team will score at least one goal
  4. if the home team or away team will win at a difference of minimum two goals (handicap)
- ▶ Besides the tips, the algorithm offers predictions about the statistics of the match: ball possession, total attempts, shots on goal, shots off goal corners (these are calculated when the previous matches of each team have stats regarding these values)
- ▶ For each match, you can also access the section of details, where you can view statistics, recent matches and the profiles of the teams, attacking and defensive. This can help have better understanding of the prognostic offered.



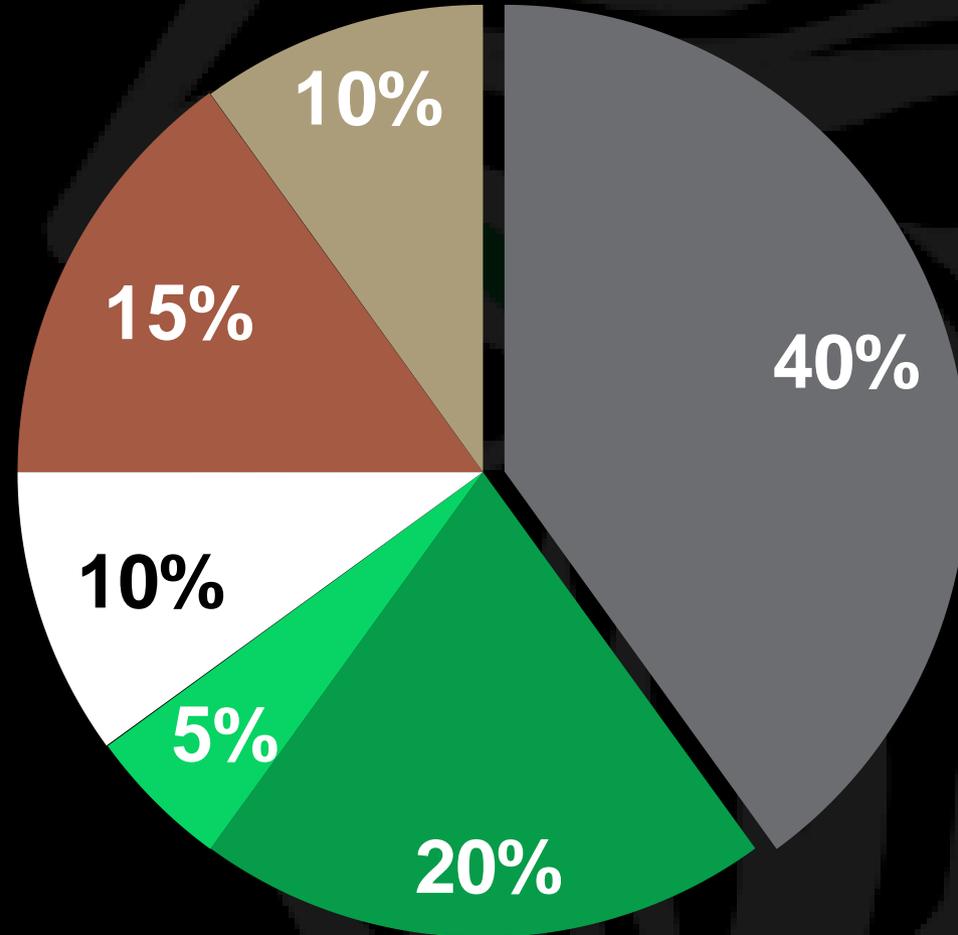
### What makes our platform different from other similar websites includes:

- ▶ The tips are not offered by humans, they are calculated by algorithms and the absence of human input in the calculation of the predictions leads a maximum level of objectivity
- ▶ The website offers tips for all the matches which are daily played
- ▶ Each match has more offered tips, not only the final result prediction, the algorithm also predicts the stats like ball possession, total shots etc.
- ▶ Each tip has an associated trust which indicates how likely it is for that prediction to become reality
- ▶ The section 'Bet of the Day' contains the matches with the highest trust
- ▶ The success rate of the algorithm for the 'Bet of the Day' matches has a medium value of 72%



# Nerdytips Users Based on Country

- Romania
- Greece
- Great Britain
- France
- Germany
- Other Countries



# TECHNICAL DETAILS

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- ▶ The platform was developed in more than two years
- ▶ The technical stack includes: Java, Spring, MySQL, Php, Javascript, Html and Css
- ▶ The algorithm which analyzes the matches uses Neural Networks, a class Machine Learning algorithms

## Artificial Intelligence & Machine Learning

Artificial intelligence (AI) is the ability of a computer or a robot controlled by a computer to do tasks that are usually done by humans because they require human intelligence and discernment.

Machine learning is a subfield of artificial intelligence, which is broadly defined as the capability of a machine to imitate intelligent human behavior. Artificial intelligence systems are used to perform complex tasks.

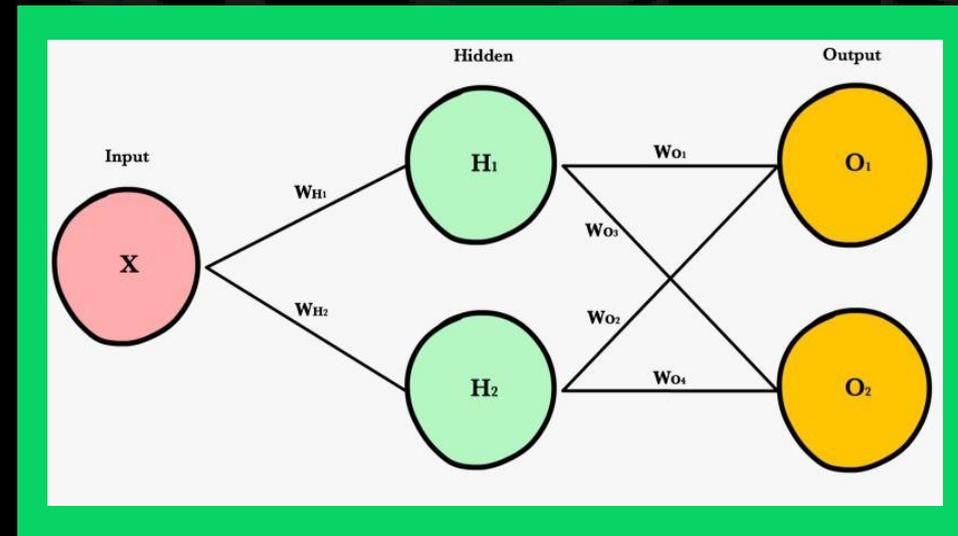
# NEURAL NETWORKS



The algorithm behind Nerdytips relies on neural networks, a class of Machine Learning used to model complex patterns in datasets using multiple hidden layers and non-linear activation functions.

A neural network takes an input, passes it through multiple layers of hidden neurons (mini-functions with unique coefficients that must be learned), and outputs a prediction representing the combined input of all the neurons.

Weights are values that control the strength of the connection between two neurons. That is, inputs are typically multiplied by weights, and that defines how much influence the input will have on the output.



# HOW THE ALGORITHM WORKS

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- ▶ The algorithm studies past matches and takes into account all the statistics of each match in order to make decisions for the outcome of future matches
- ▶ Consequently, each statistic has an associated weight which decides how important that statistic is
- ▶ Taking into consideration how well the algorithm predicts, it will adjust the weights of each statistic in order to make the best predictions
- ▶ For every match, there are at least 30 facts taken into consideration for each team, from the previous matches played until that event
- ▶ Besides the statistics for the teams that meet in the current game, the algorithm studies recursively the opponents they had in the previous matches and the opponents of the opponents in order to make the most accurate decisions
- ▶ The algorithm is continuously learning and becoming better

# REVENUE ALLOCATION (1)

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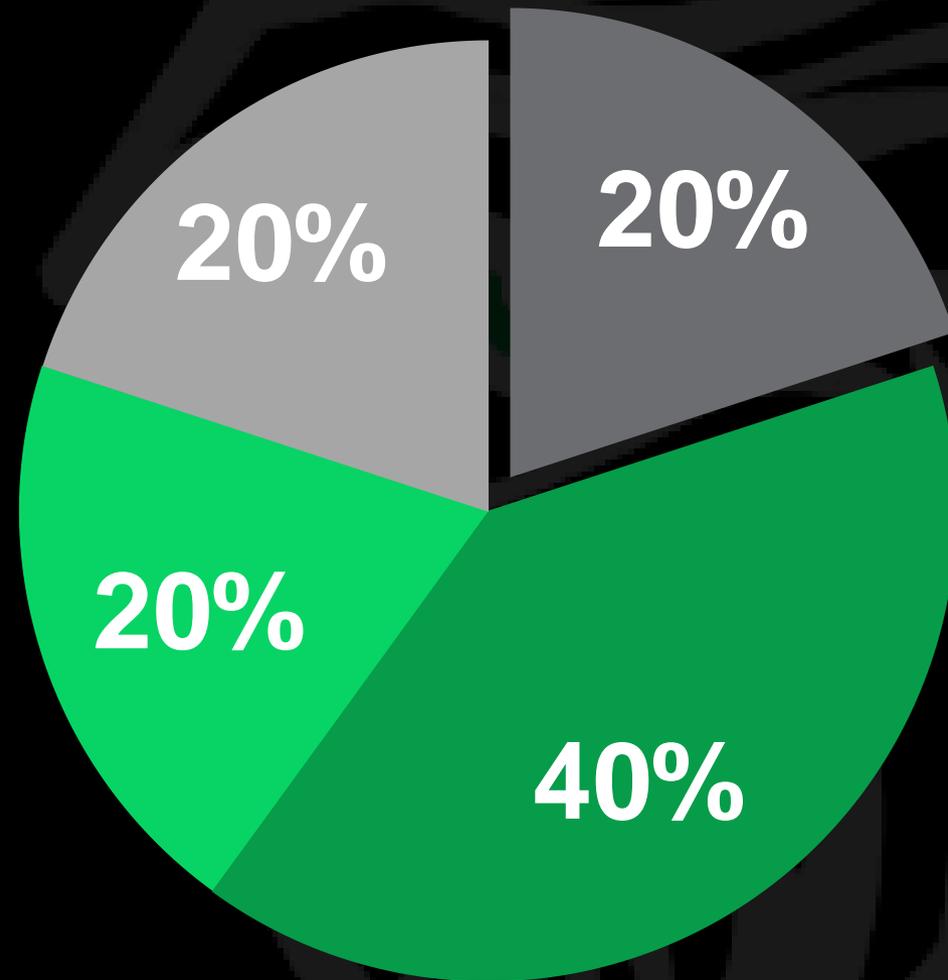


- ▶ The revenue generated by selling the NFTs will be invested in marketing
- ▶ We aim to increase the number of monthly paying users for Nerdytips and make it one of the reference soccer predictors worldwide
- ▶ 40% of the revenue will go towards advertising: we will create custom promotion campaigns on Google and on all social media platforms which will target potential clients for our platform and which will be personalized based on the country where they will be launched. Based on the results of the campaigns, we will figure out which type of advertisements bring the best results
- ▶ 20% of the revenue will be invested in SEO, which means search engine optimization. Because organic search is the most prominent way for people to discover and access online content, a good SEO strategy is essential for improving the quality quantity of traffic to our website. Also, SEO is a long-term investment, it cannot be achieved in days or months, it needs constant and consistent work
- ▶ 20% of the revenue will be invested in promoting our website through public figures whose content is sports-related
- ▶ The remaining 20% will be allocated for the development and maintenance of Nerdytips



# NerdyTips Investment Strategy

- Nerdytips Development & Maintenance
- Google Ads & Social Media Ads
- SEO
- Public Figures Promotion



# TEAM

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The team behind is experienced and dedicated. Coming from different expertise areas, they aim for the same goal: deliver the best for the success of Ultras NFT.



**Daniel Ionescu**  
CEO &  
Software Engineer



**Mihaela Dobre**  
CTO &  
Software Developer



**Vlad Neagu**  
Advisor  
Social Media Specialist

# JOIN US

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First step in becoming a member of this entire journey is owning an NFT from Ultras Collection.

The NFTs will be available soon on [Trust Market](#), the open decentralized marketplace on Elrond.

**Join the ULTRAS  
community on:**

