



## Maradona Legends Project: A Tribute to Fans and Maradona's Legacy

### The Problem with Current Platforms and the Gap in Fan Engagement

While Maradona's legacy is celebrated worldwide, current systems of honoring and interacting with his history are deeply flawed. The primary issues are:

#### 1. Centralized Platforms and Rights Management:

- **Limited Access and Participation:** A few entities currently control the rights to Maradona's image, memorabilia, and career highlights. This centralization results in restricted access, with fans having minimal involvement in the preservation and celebration of his legacy.
- **Unequal Value Distribution:** Current platforms and rights holders reap the majority of financial and cultural benefits, leaving fans disconnected from the process. The contributions of passionate fans who maintain tribute pages, share memorabilia, or create content often go unrecognized and unrewarded.
- **Static Engagement:** Fan interactions are mostly passive and limited to viewing content or purchasing exclusive memorabilia. This traditional model offers no real ownership, interactivity, or participation in decision-making related to Maradona's legacy.

#### 2. The Existing Gap Between Fans and the Legend:

- **Lack of Authentic Connection:** While Maradona's memory lives on through social media tributes and occasional events, these efforts do not provide a direct way for fans to feel connected to his legacy. Fans are spectators rather than stakeholders in the narrative of his legendary career.
- **Barrier to True Ownership:** Existing memorabilia, often physical, is not only scarce but also expensive, limiting access to a privileged few. This prevents the majority of Maradona's fanbase from owning a piece of his history or actively contributing to its storytelling.
- **Innovation Deficit:** The methods used to celebrate and engage with Maradona's memory are outdated and lack integration with new technologies that could empower fans and create interactive, valuable experiences.

#### 3. Generational Shift and Risk of Losing Relevance:

- **Changing Generations:** With younger generations having different interests and modes of engagement, current forms of preserving Maradona's legacy risk becoming irrelevant. Without innovative solutions, there is a danger of Maradona's story losing its presence and value in the modern world.
- **Outdated Value Preservation:** Traditional ways of celebrating legends do not align with the expectations of digital-native generations. Without adapting to modern forms of interaction and ownership, the legacy risks falling behind and being forgotten.

### Giving Back to the Fans: Preserving and Celebrating Maradona's Legacy

The **Maradona Legends Project** is built on the mission of honoring Diego Maradona's storied career while creating a space where fans play an integral role. By leveraging blockchain technology and gamification, we're bringing Maradona's memory closer to the global community, giving fans ownership and an interactive experience of his most iconic moments.

Currently, engagement with Maradona's legacy is limited to social interactions and exclusive physical memorabilia, which many fans cannot access. This project changes that by enabling fans to participate, own, and benefit from digital assets that celebrate his legacy.

Through a **decentralized approach**, we bridge the gap between existing centralized rights management and a community-powered ecosystem where all contributions are valued.



## How We're Bringing This Vision to Life

The Maradona Legends Project employs a comprehensive approach to ensure fans not only interact with Maradona's legacy but own a part of it. Here's how we're achieving this:

### 1. Gaming and Interactive Experiences:

- **Goal Rush Game:** A high-speed, horizontal runner where players embody Maradona, dodge defenders, and score goals. Players collect Goal Tokens and progress through game levels, reliving moments from the 1986 World Cup, including the famous "Hand of God" and "Goal of the Century."
- **Play-to-Earn Model:** Fans earn Goal Tokens (GT), which are used for in-game purchases, entry fees for competitions, and can be traded or accumulated for tangible benefits.

### 2. Collectibles and Community Contributions:

- **NFT Collectibles Album:** Fans can collect and trade digital memorabilia representing pivotal moments from Maradona's career. Initial collections include curated memories by the team and community-created content.
- **Exclusive Releases and Events:** NFT launches aligned with Maradona's anniversaries and special football events to maintain engagement and celebrate his history.
- **Token-Based Economy:** The project features a dual-token system with DM10 tokens for governance and broader market transactions, and GT tokens for in-game rewards. Fans will participate in decision-making through decentralized governance, influencing new game releases, NFT drops, and more.

### 3. Engagement and Ownership:

- **Fan Leaderboard and Rewards:** A comprehensive leaderboard that tracks collectibles and gameplay points. Top-ranking fans gain global recognition, special access to events, and tangible and digital rewards.
- **Revenue Sharing:** Fans contribute to value creation through gameplay, digital art, and community initiatives. Revenue from these interactions is shared within the community, reinforcing a sense of ownership.

## Core Values of the Maradona Legends Ecosystem

### Decentralized Value Distribution

Ensures all stakeholders, including fans, clubs, and institutions, benefit from a smart contract-based model that shares value equitably. Fans who invest time and passion receive tangible and digital benefits, unlike traditional centralized models that exclude community rewards

### True Ownership Through Digital Assets

Fans create and gain access to unique digital assets that represent Maradona's legacy. This ownership is reinforced through blockchain-powered collectibles, allowing fans to trade, showcase, and utilize their assets within the ecosystem

### Fan Empowerment and Interactive Experiences

The Maradona Legends Project puts fans at the center, turning them into active participants and stakeholders. Contributions like creating digital art or organizing events earn fans DM10 or GT tokens, fostering deeper connection and commitment to the legacy of Maradona.

This comprehensive ecosystem honors Maradona's unparalleled career and life by making his legacy accessible and beneficial to fans worldwide. **The Maradona Legends Project** is not just about celebrating his achievements but empowering those who keep his memory alive. **Join us in building and owning the future of Maradona's legend.**

