

The time has come for the best token around: fun and lucrative!



(SMeM logo TM)

It is no secret that memorabilia is deeply entrenched in the culture of the American public, representing massive and robust sports memorabilia market—with SMeM investment posing an amazing opportunity to get a foothold in this booming industry which is only growing!

Watch sports, collect memorabilia, invest in your favorite players, and have your coins go up in value!

What is SMeM?

An ERC-20 token registered on the ethereum network that is dedicated to the sports memorabilia industry.

How will SMeM be Used?

SMeM will be used to buy ongoing supply of unique sports memorabilia collectibles.

The Opportunity

SMeM is your chance to own a token dedicated to one of the hottest markets in existence: the sports memorabilia industry!

SMeM Utility

The SMeM token will be used to buy exclusive high end memorabilia and NFT's!



(Dual Autograph and graded Michael Jackson phantom concert tickets Michael Jackson NFT--SMeM)

Exclusive)

SMeM Market

SMeM represents the memorabilia market and will be used as optimized and optimal form of payment to acquire unique memorabilia and NFTs provided by The Sporting Art--with all transactions secured by a third party bank(er)!

SMeM Assets

Memorabilia offered by Sporting Art for purchase with SMeM tokens will be unique pieces supplied by professional suppliers with decades of experience in memorabilia acquisition, acquiring items from exclusive estate sales and massive markets and conferences.

The Industry

The collectibles industry has transformed almost unrecognizably from the days where collectors used to meander over to their neighborhood card shop, brimming with excitement to see what exotic items their local dealer had brought into his store.

The Transformation of the Hobby

Today, exotic items old and new are available everywhere! And cards are cardboard pieces no longer!

To add value to modern cards, the card companies took to adding pieces of jerseys worn by players or even autographs to the cards the companies issued.

Then the card companies started numbering base cards and parallel versions which they issued with given sets, so that some cards are stamped with numbers, numbered to as low as 1 (“1/1”)!

And the material they make cards with are no long just cardboard: but metallic molds with multiple variations of “refractors” or “prizm” or “Metal” cards!



(2019 Leaf Orange Wave Metal autograph of Fernando Tatis Jr., who recently inked a \$340 million, 10-year contract. Card numbered to 3, 3 exist)

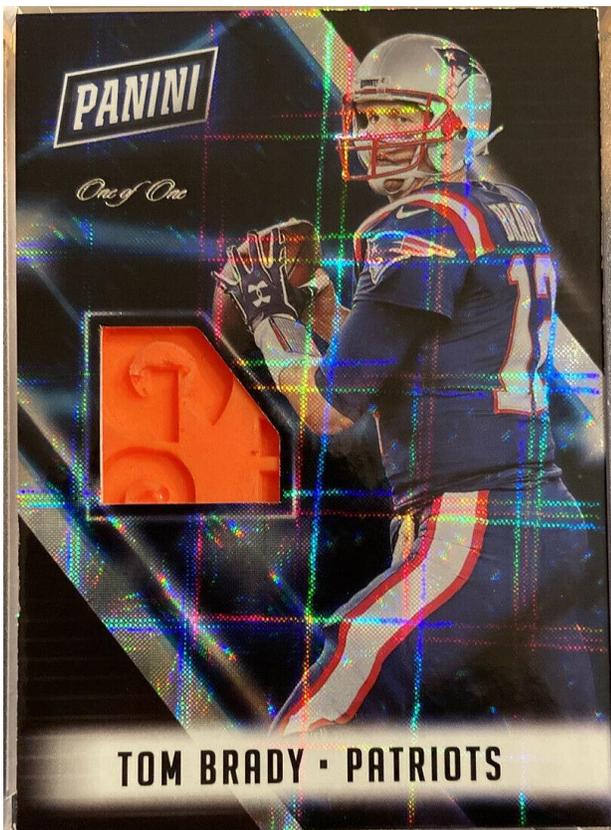
Memorabilia as Sporting Art

In other words, the card companies are no strangers to infusing value into the cards they issue: today, new and vintage cards alike are skyrocketing at commensurate values into the millions—so that in both production and style, sports cards resemble art more and more!

The Exchange

SMeM coins will be used for mid-market wholesale scaled transactions on high end memorabilia and cards. Descriptions of value will accompany items to explain their collectability and investability within the context of the memorabilia market and industry.

The marketplace will be similar to existing marketplaces, except that the memorabilia can be purchased exclusively with SMeM.



(7-time Super Bowl Tim Brady, 1/1 card with piece of game-used equipment)

Valuation

NOTE: the following explanations constitute common knowledge to the memorabilia collector, but it is explained for the benefit of those who want to understand the appeal and assess the stability of the SMeM as a token representing the memorabilia industry.

Final closing value and current prices on eBay are the collectible benchmark for price-points, and will be adjusted for collectability and rarity by Sporting Art experts. Ebay is for the most part a place to get “deals,” meaning prices there range from slightly to woefully under market value!

Securing Your Investment

You will pay mid-market price for memorabilia or sports cards purchased with SMeM, so you will never have a problem “getting your money back” if you want to sell out for whatever reason. You can sell the item back to Sporting Art or the exchange to “cash out” and get back your SMeM at any time.

Market Behavior

Memorabilia inherently grows in value with time: the better the player, the faster his memorabilia grows in value.



(Available only in packs available to Panini gold VIP members, this is the only version PSA graded Gem Mint 10 population 1 pop. 1)

Mitigating factors include 1) disproportionate spikes in a player's performance, if and when they ascend to superstardom, which accelerates the growth of the value of their cards; or injury which curtails their career, which has varying impact as they fall out of the public eye. Cards are sometimes forgotten, resulting in depression of their prices, until something happens to bring the card back into the public eye.

The contemporary buzz on an item or trending player and the general keen knowledge of collectors are the most significant market price-setters. So the market is extremely predictable and relatively stable: the Win is to invest in a player who turns into the Next Big Thing.

Per capita gains on items which are "held" or "saved" are otherwise experienced a time frame of 3-10 years, for superstar players who develop to their predicted or visible potential, which is ultimately fairly easy to predict or recognize by the casual observer with decent sports knowledge.

Collecting is as they say not rocket science, but a pursuit of passion. Long-term gains are the most realistic.

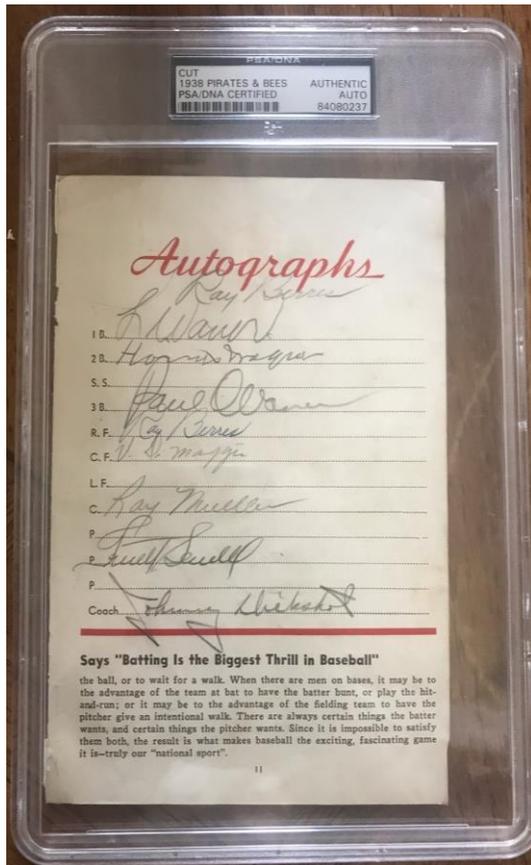
The genius is picking the players before they get "hot" and vault themselves through on-field performance to the next tier of value.

Memorabilia and cards of players with big contracts tend to grow in value: there is nothing like a new contract or extension reflecting an exponential raise to stimulate trading and final sale values of that given player's memorabilia.

The truth is basketball and baseball players have longer term value due to the longevity of their careers. In American football, the quarterbacks dominate the prices, and have the most long-term value.

Historical Values Secured

Historical memorabilia value is established, so the price will never drop, as the body of work is complete, and the player's stature is secured.



(1938 Cut signature of members of Pittsburgh Pirates and Boston Bees, including charter baseball Hall of Fame Honus Wagner; Hall of Fame Brothers Paul "Big Poison" Waner and Lloyd "Little Poison" Waner; and Joe's brother Vincent DiMaggio)

Minimizing Risk

The main risk when selecting memorabilia with a good player as subject is injury: but most star players are already established, and an injury maybe makes them less hot, but does NOT significantly devalue the items—it just may stifle growth.

High-priced Rookie Cards

Because the best rookies (first-year players) have so much press coming into the league, rookie cards and memorabilia are also hot items with more volatile prices—a rookie that fulfills his potential skyrockets to prices which never come down, and make all investors happy. The items of a rookie who does not make it results in a “cooling off” period for that rookie's cards, which takes up to five years. But the rookie really has to bomb to see his cards drop in value. Even if the rookie has a decent career, his rookie cards remain fairly stable.

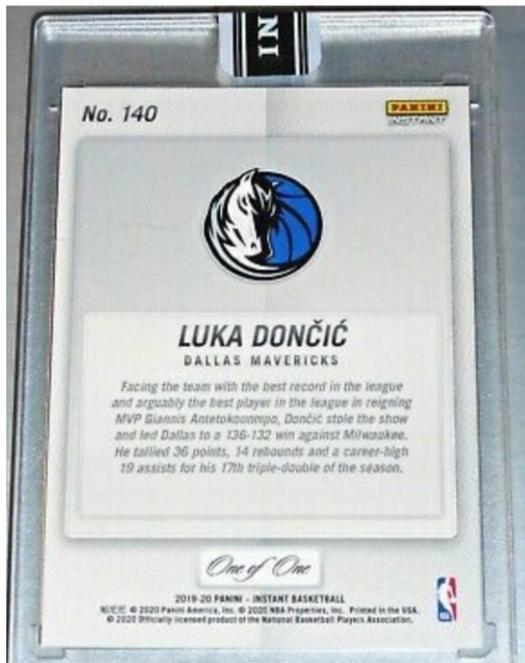
SMeM Pricing and Valuation

SMeM will offer hand-selected the hottest items on the market, at a mid-market rate representing the price floor for the memorabilia item relying on eBay list prices and recent final closing prices for base data. Ebay market prices will be used as loose barometers of the scale of value of an item, with adjustments for condition, rarity, and growth potential as determined by Sporting Art expertise.



(1/1 Card of international basketball superstar Luca Dončić, commemorating a highlight game in his young career)

(NOTE: Ebay prices for cards are more stable, due to the ease



with which they can be transported, resulting in comparatively odd and highly volatile listing and final sales figures for non-sports card autographed memorabilia).

Valuations will be fully explicated in list prices on the SMeM exchange.

How the Platform Will Increase SMeM Value

Platforms will be created for others to sell their memorabilia on the platform as well, with all transactions being consummated with SMeM tokens—with tokens and the memorabilia to pay for the tokens across a unified platform one-stop shop.

Memorabilia on hand and future Sporting Art acquisitions will be purchasable only w SMeM, so the platform will offer BOTH collectibles and the currency to use them:

- 1) offering physical memorabilia and NFTs and all Sporting Art collectibles, PLUS:
- 2) offering the SMeM to buy them.



(Draft Rookie Card of Luka Dončić, graded Gem Mint 10 by SGC SportsCard Guarantee)

Protecting Funds

Funds for physical memorabilia sells on the same principle: an image is purchased, with the bank holding the funds in escrow until physical items are confirmed by tracking numbers as delivered. With NFT's, the bank will issue them directly to the buyers.

What if I am not a collector?

Come join the hobby: it is so fascinating its almost magical, a true universe.

If you are an investor or crypto-file, SMem will buy memorabilia that is truly Sporting Art: possessing unique rare collectible characteristics worthy of being transacted by the SMem token.

Memorabilia Straight from the Bank

Due to forgeries in the industry, dealers have come under heavy fire, scrutiny, and criticism. So how about an exchange where the memorabilia is sold not by a dealer but directly by the third party bank as trustee, with the full level of paperwork accompanying the time necessary for a bank to treat the memorabilia as true assets!

The Memorabilia

SMem will buy exclusive memorabilia including sports trading cards and autographs as well as digital collectible NFTs, which are the hottest thing to hit the memorabilia market since

autographed cards.

Engagement

Sporting Art will offer unique and exclusive memorabilia both physical and NFT's—shares as well as owning unique pieces supplied by the best suppliers and most credible highest authenticators in this multi-billion dollar industry.

Proof of Concept

Sporting Art has been consigning with the hobby's top auctioneers for over a decade--buying from the top suppliers in the hobby the whole time!

Acknowledging the eBay Factor

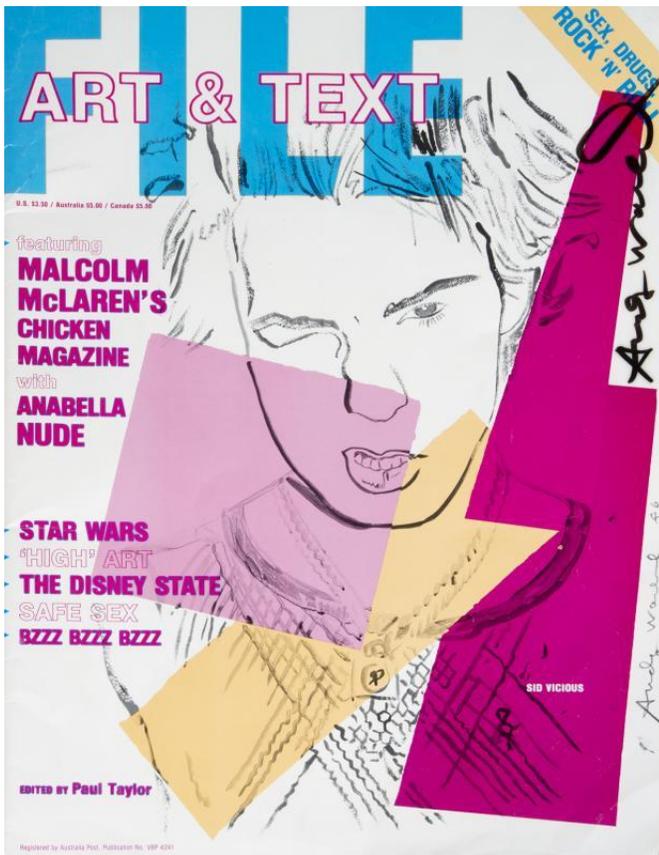
Sporting Art also buys and sells on eBay, where a whopping [estimated 80% of sports memorabilia is sold today](#), which is the most revolutionary impact on the modern hobby—because it gave the world access to fully authenticated top grade memorabilia, and gave everyone a chance to sell memorabilia as well.

eBay galvanized an entire nation and a global collecting community: today, virtually the entire US male population are vendors with their own eBay account—and plenty of [female](#) demographic joining the [chase](#) as well!

With over [4 million more sports cards](#) sold on eBay alone in 2020, and card sales [skyrocketing 142% in 2020](#), eBay is spearheading the growth of the memorabilia and card industry today.

Experience and Expertise

Sporting Art has sold through Julien's, Memorabilia.Expert, top eBay consignor Probst123, individually on eBay and offline of course.



(Andy Warhol signed magazine, authenticated by James Spence Authentication, sold at Julien's Auctions)

Now Sporting Art offers the most unique and engage coin out there: a coin dedicated to the memorabilia market that is a collectible token in and of itself!

Added Collectability of SMeM as Token

There will always only be one SMeM ERC-20 coin. With only one million made, and currently custodialized and insured by the one of the most prestigious and advanced global investment banks in the world, this coin is as secure as it gets. It is a collector's item in and of itself: all SMeM constitute a digital collectible series with a limited production run of 1,000,000.

Highest Industry Standard of Authentication

Sporting Art backed by the highest authenticator in the land: [James Spence Authentication](#) JSA—the industry standard for authentication, as [recommended by ebay](#) and used and recognised by all major auction houses including Julien's.

Getting a Foothold

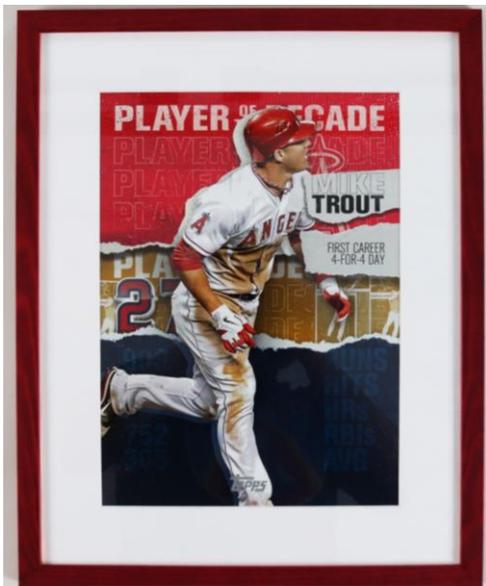
For investors, and cryptophiles, a sports memorabilia token is the perfect way to get into the quintessential skyrocketing industry—and now is the perfect time.



(World Cup armband and authentication, worn by 2006 Champion Team Captain Goalkeeper)

The Memorabilia Market

Prognosticated to be up to a \$100 billion market as long ago as 2017 ([\\$91 billion valuation](#)), Forbes recently published the Sports Memorabilia Market & Wealth Management estimated market at more than [\\$15 billion per year](#), further noting that the market is growing at a rapid pace, driven by the sports auction market which generates over \$500 million annually and is expanding as well.



(1/1 2020 Topps Player of the Decade Poster Mike Trout)

Common Knowledge Factor

Of course, any sports fan does not need to read Forbes to know to invest in the hobby: because they are “chasing” cards or memorabilia of their favorite or the hottest players themselves—not just at their neighborhood card shop, but around-the-clock online via eBay or the many online auction houses or major online distributor with fully authenticated and highly alluring collectible materials.

The Craze is Just Catching On

Of the current state of investability, [Sports Memorabilia Market and Wealth Management](#) says of the situation:

[“High-net-worth individuals are investing in or inheriting collections.”](#)

NFT Niche

Another key niche which the SMeM brings investors into is the wondrous NFT market—which many collectors and most crypto-philes are also familiar with already as well.

About NFT's

Taking the crypto-collectibles world by storm in the last two months, [NFT Non-Fungible Tokens](#) represent tokens which cannot be duplicated. Where there are 18 million BTC in circulation which are interchangeable with each other because each monetary unit possesses the same value interchangeable for each other, NFT's cannot be interchanged, because they represent unique moments in sports as one-off digital representation which are registered and preserved via smart contract on the blockchain as unique transaction registrations on ethereum blockchain as ERC tokens that cannot be repeated (immutability).

NFT Market

In a very short period, research shows that [“Non-fungible tokens or NFTs — products that operate as digital assets — have grown to encompass a \\$250 million market.](#) NFTs in sports consist of highlight moments during an event which are "posterized" for all time as digitally collectible moments.

NFT Allure to Collectors

The buyer of the NFT—the owner, owns a token registered on the ethereum blockchain confirming that owner owns the original collectible image, which some collectors compare to buying an autographed print, except that the print is digitally signed through the unique, time-stamped, one-time registration event.

NFT Market Growth

Investment has of course skyrocketed to in a manner of months vaulted NFT's to the status they have reached today, with investment in [NFT's rising 299% in 2020](#), gaining popularity in parallel with a boom in cryptocurrencies such as Bitcoin.

Market research reveals that in the past 30 days alone, NFT Marketplaces have generated [over \\$1 billion in sales.](#)

User Protection: Avoiding Fakes

The memorabilia market is famously rife with fake items, but that conundrum has been solved by establishing industry-recognized authenticators including PSA/DNA and JSA as a professional standard. JSA will additionally back all NFT's purchased with [SMeM tokens](#),

through monitoring the registry of NFT' specifically registered and issued in exchange for SMeM tokens, via a contiguous Excel sheet managed by the bank issuing the SMeM tokens.



(SMeM provider Sporting Art logo, as backed for authentication services by JSA)

Automatic Authentication of NFT's

NFT's are digital tokens that prove the authenticity and ownership of a digital asset. An NFT is a unique file stored on a blockchain that certifies ownership of the digital asset and direct representation of the underlying asset and its value.

Immutable and Induplicable

The "non-fungible" in NFT simply means that the token is unique and can't be replaced with something else.

NFT Market Investment

Traders are [jumping into the space](#), and the NFT market is exploding: Forbes reports a staggering [1,785% increase in combined market cap for major NFT projects](#) in 2021 already (as of April 7). New NFT's are being registered and loaded onto the market daily with no signs of slowing—rather the rate of offerings seems to just be [picking up momentum!](#)

At this point, The NFT market is valued at [\\$250 million, with many NFTs having sold for millions of dollars each, with NFT flippers seeing up to 1,000%](#) in profit in some cases.

Protecting SMeM NFT's

Sporting Art NFT's are registered, held and issued by a professional banking custodian, and buyers will be the first ones to receive the transfer of the digital image of the NFT. Record of the registration will be automatically registered on ethereum network, and additionally recorded in a JSA-powered database maintained by the Sporting Art Banker.

NFT's registrations will be recorded on the blockchain, and transactions will be recorded on an in-house excel ledger compiled by the bank and shared with JSA.

Benefits

On the horizon at the Sporting Art is buying shares of never before seen memorabilia, buying NFT's of unique artistic digital productions OR unique variations on physical collectible images with the physical item included AND acquisition of unique hand-picked memorabilia and never before seen memorabilia pieces!

An extra boost can come from discounts for Formula Drift memorabilia and collectibles for those paying in [SMeM](#).

Owners of SMeM will be able to get instant updates about the latest rare collectibles acquired and being made for sale purchase exclusively with SMeM.

New items will be posted to thesportingart.com as they are captured.

Driving Token Growth

There is an abundance of memorabilia out there: the trick is to get the items with the most growth potential.

SMeM will offer the hottest items on the market, at a mid-market rate representing the price floor for the memorabilia item. Ebay final sale data will be used as a loose barometer of the scale of value of an item, with adjustment for condition, rarity, and growth potential as determined by Sporting Art expertise.

Authentication

At least one of the following third party authenticators will provide certification for items sold by the Sporting Art in exchange for SMeM tokens:

[James Spence Authentication](#)

[PSA/DNA](#)

[BAS Beckett Grading Services](#)

[SportsCard Guarantee SCG](#)

Why SMeM Will Work

SMeM will continue to be transacted as the exclusive medium of exchange for the purchase of exclusive and/or unique fully authenticated sports memorabilia items from the Sporting Art.

All we have to do: is keep offering attractive memorabilia acquirable ONLY w SMeM!!!

Trust

An accredited custodian and trustee will handle all SMeM transactions—and hold funds in escrow until purchases are delivered to buyers. The trustee will also register, issue and sell ALL NFT's for which SMeM are transacted.

Winning Formula

Channel the memorabilia through a dedicated Platform where buyers purchase exclusively with SMeM.

Why Investors Can Like This

The requirement to purchase tokens to buy sexy merchandise, and an ongoing supply of said memorabilia from a diversity of sources, and the in-house expertise to purchase tokens with highest potential for growth; all stand as concrete, tangible contributors to stimulate ongoing token transacting and thus the usage to satisfy holders and traders alike.

Why Cryptophiles Can Like This

This helps the crypto-verse because crypto harnesses the memorabilia market by facilitating the conversion of that market to crypto via a token dedicated to the memorabilia market.

In Summation

The multi-billion dollar and skyrocketing memorabilia market can enjoy the ease of use that cryptocurrencies represent—instant, low-cost, non-reversible transactions which transfer funds in and out of personal unhackable digital wallets which can only be accessed by the owners via unique and complex passkeys stored exclusively offline.

User Protections

Tokens

In the event of any wallet hack and theft, all SMEM tokens will be replaced with a new contract, and all holders will have their tokens replaced. Holders will be visible according to the contents of their wallet at the moment of any hack.

What is a hack in relation to your wallet?

A hack is a process whereby someone steals your passcode, phrase or any other passwords you use to access your wallet, and steals the tokens stored in your digital blockchain wallet by sending them out to another wallet.

Easy Token Replacement

In terms of tokens, hacks are easy to protect against, because if a token is stolen, it can be immediately nullified by creating a replacement token with a new smart contract. This nullifies and voids the value of all previous tokens of the same name, and replacement tokens can be easily issued to all holders—because a record of the location of all tokens is publicly visible.

Protect Yourself

The Sporting Art *absolutely* recommends that you hold your private keys, and *treat your private keys as the only real means of protecting the contents of your wallet.*

Never share your private keys, and physically store your private keys offline safely, such as in a security deposit box at your bank, or in a safe which only you have the combination of.

The Sporting Art recommends [myetherwallet](#) for storage of ethereum-based tokens and

NFTs, and Sporting Art reminds you to store your private key.

There are countless wallet providers out there as well: If you sign up for a wallet, *check and make sure the wallet provider has a professional custodian or insurer protecting funds in the wallet system before signing up.*

Funds Protection

All funds used to buy SMeM will be custodialized by an accredited banker and insured by the FDIC. SMeM is held and issued by a global investment bank: there are no intermediaries or handlers: the money you use to purchase SMeM is going straight to a third party accredited banking custodian.

Guarantee

Hand-selected high end memorabilia will continue to emerge from the Sporting Art.

Outlook

This conversion of such a massive, engaging and universally appreciated industry to blockchain technology and financial systems is an ideal situation, scenario and outcome for any crypto-idealist.

SMeM Chi

People will keep using SMeM to acquire the unique collectible memorabilia available exclusively for purchase with SMeM!

SMeM proceeds will be used to acquire and make available more unique hand-selected memorabilia, as provided by professional suppliers, and eBay products hand-picked in searches by The Sporting Art!



(1/1 Highlight Card Moment commemorating NBA phenom Zion Williamson playing in both the Futures and NBA All-Star games over All-Star weekend 2021)

To buy SMeM, SMeM starting at \$1 per SMeM, send an email with SMeM in the title and the dollar amount of SMeM you want to SmeM@thesportingart; check leading decentralized exchange uniswap; or sign up for a free wallet at wallet solutions provider beambitx.com

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