

THE SMASH COLLECTIVE & ECOSYSTEM

Exclusive + Engaging + Empowering

WHITEPAPER

SmashChain.net

Table of Contents

1. Introduction
2. Vision and Mission
3. The NFT Market
4. Phase 1: The Smash Collective
5. Phase 2: The Smash Marketplace and Extended Ecosystem
6. The Smash Token (SAS)
7. Roadmap
8. The Team

Introduction

The Smash Collective is an NFT-exclusive curation, creation, and consulting platform. We aim to become the first of its kind project dedicated to the advancement of all kinds of NFT technologies, use-cases, and creators.

Our core value lies in the expert industry knowledge possessed by our team and our far-reaching interdisciplinary network. The Smash Collective was founded by seasoned professionals from the arts, music, entertainment, and blockchain industries. With our combined knowledge and exclusive access to superior talent and technology, we are uniquely positioned to elevate and redefine the field of NTFs.

The Smash Collective is simply the initial phase of a larger initiative to create a far-reaching and more exhaustive NFT-dedicated Smash Ecosystem.

Phase One will involve the onboarding of new talent, partnerships, and creators, the creation, curation, and release of new NFT assets and collections, and the integration of new complementary and enhancing technologies.

Phase Two will be marked by the launch of our own independent Smash NFT marketplace, along with innovations in the Tokenization of Physical Tangible Assets, Copyright Protections, and Decentralized Finance (DeFi).

Vision and Mission

Our Vision

We see ourselves as the most experienced and trustworthy platform for experimenting, minting, and monetizing exclusive NFTs. We want to empower and inspire the world's most renowned creators using the most cutting-edge technologies to redefine ownership and how value is distributed.

Our Mission

Our goal is to create and curate the world's most valuable catalog of rare non-fungible assets through partnerships with acclaimed artists, creators, and distinguished personalities from every industry. Using state-of-the-art methods and technologies, we aim to offer tools that simplify the process of tokenizing both digital and physical assets while maintaining security.

Through our DeFi-inspired systems and interactive features, we also hope to enhance the value of NFTs, while encouraging both creators and their supporters to increase their participation in the ecosystem.

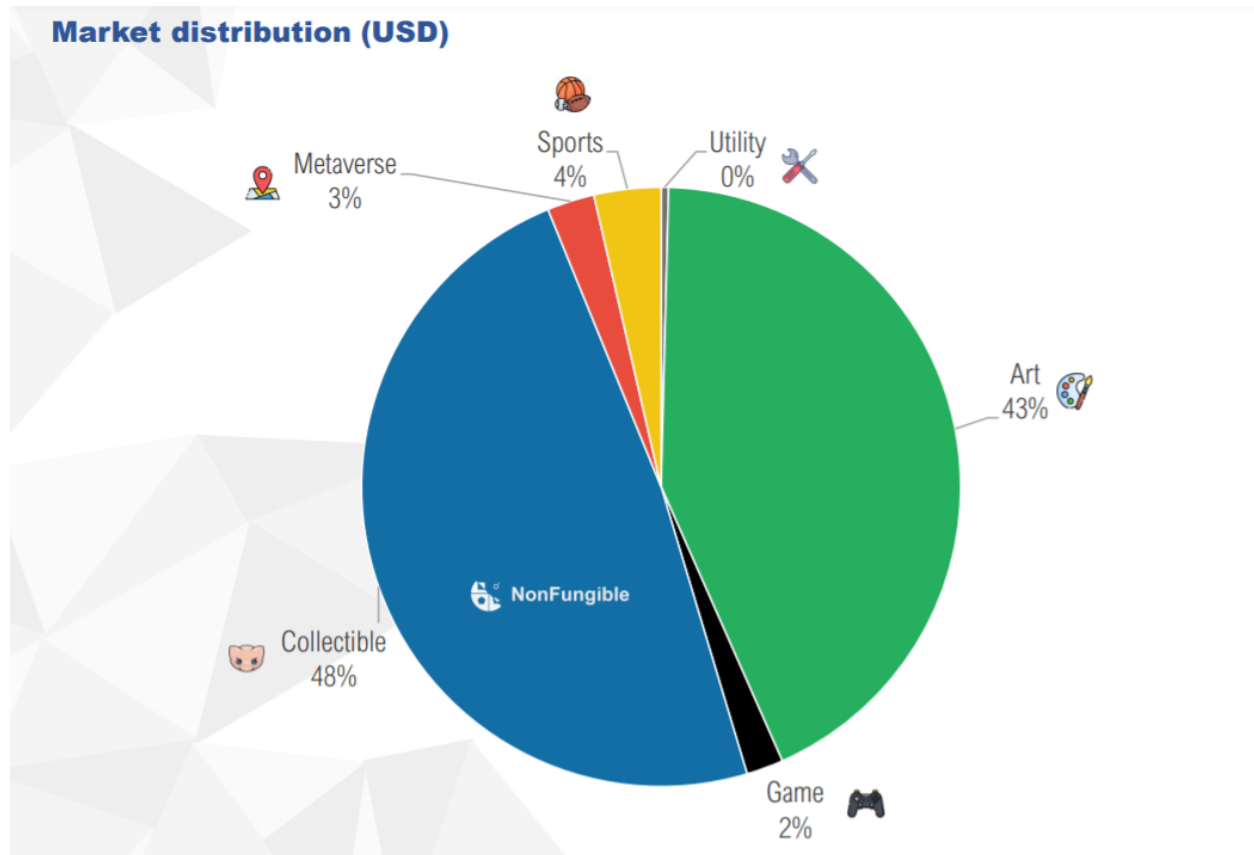
The NFT Market

The NFT market shows unprecedented potential for growth and returns. According to a report from leading NFT data provider and market analysis platform, NonFungible.com, Q1 2021 alone has seen NFT trading volumes surpass \$2 Billion USD -- 20x the volume of the quarter before it, and 131x the volume in Q1 2020. In fact, nearly every metric associated with NFTs has increased exponentially over the last year, and research suggests this will likely continue into the foreseeable future.

	Q Y-1 Q1 2020	Q-1 Q4 2020	Q Q1 2021
Active Wallets			
<i>(Q1 2021 performance compared to this Quarter)</i>	+159%	+26%	
<i>Performance</i>	55,168	113,311	142,863
Buyers			
<i>(Q1 2021 performance compared to this Quarter)</i>	+239%	+118%	
<i>Performance</i>	21,770	33,821	73,777
Sellers			
<i>(Q1 2021 performance compared to this Quarter)</i>	+128%	+129%	
<i>Performance</i>	14,643	14,558	33,377
USD traded			
<i>(Q1 2021 performance compared to this Quarter)</i>	+13,118%	+2,053%	
<i>Performance</i>	\$ 15,289,191	\$ 93,844,548	\$ 2,020,942,331

Source: NonFungible.com

The report also provides some valuable insight into how NFT market activity is evolving, as well as the trends that currently define the industry.



The market distribution chart reveals the overwhelming dominance of collectibles and art within the industry, which happen to be the most compatible with Smashchain’s mission -- curating a catalog of high-value and rare assets from renowned creators.

A peek into the most expensive sales per segment during this year’s first quarter reveals how most of the space’s value is concentrated in high-end artwork and collectible NFTs. The Christie’s auction house made history with the sale of artist Beeple’s ‘The First 5000 Days’ for nearly \$70 million, making it the world’s most expensive NFT. More recently, as of August 30, 2021, CryptoPunks, the Ethereum-based collection of 10,000 unique NFTs surpassed the \$1-billion mark in all-time sales. Some individual items in this collection are selling for as high as over \$10 million.

Many similar recent projects such as the Bored Ape Yacht Club and the Art Blocks Curated collections also have individual NFTs selling for millions or hundreds of thousands of dollars. This explosive activity illustrates the ever-increasing interest in tokenized arts and assets. New experiments are also being conducted in terms of gaming and other data-based NFTs with positive and highly lucrative results.

The Smash Collective seeks to capture much of this interest and cement its position as the leading platform through never-before-seen collections and use-cases for NFTs.

Phase 1: The Smash Collective

Curation

The Smash Collective, with a team of experienced and accomplished artists, will seek out the best available assets to curate a collection of high-quality NFTs. We will prioritize skill, innovativeness, and rarity. In an endless sea of low-effort iterative assets, Smash Curated Collections will offer a simple way for users to invest and collect pieces with the qualities of an appreciating asset. We will take care of all the time-intensive, methodical, and disciplined work required to identify gems so you don't have to.

Creation

The Smash Collective counts with an extensive list of accomplished artists and creators acting as part of the core team, advisors, and exclusive partners. We have already developed unique NFT assets, unlike anything that is currently available in the space. We are experimenting with unprecedented audio-visual techniques, AR/VR, gaming applications, ticketing systems, physical assets, and much more. The Smash Collective will continuously push the boundaries of our understanding and usage of NFTs. Ultimately, we believe that current use-cases are simply the tip of the iceberg for what is truly possible.

Consulting

With the increased visibility and recognition of the NFT industry, many new artists, celebrities, and notable individuals all wish to join the space but lack the know-how. The Smash Collective will also function as a media, management, and advisory firm. We will provide both the tools and the education necessary to integrate NFT technology into any area, project, or industry. The Smash Collective can create customized minting and distribution plans, cutting-edge technology-based enhancements, and effective branding or marketing campaigns. We will methodically guide artists or projects step-by-step, utilizing all of our resources, to successfully materialize any vision into reality with a tailor-made strategy best suited to the industry.

Flagship Showcase: Director Series NFT Collection

As a showcase of what's possible under the Smash Collective, our first exclusive NFT collection will be made available later this year. This project will incorporate elements of all three core functions described above.

We've partnered with an acclaimed Hollywood film director to create an exclusive collection of NFTs entitled the 'Directors Series', unlike anything else seen before.

For obvious reasons, we cannot yet reveal too many details about this project. However, as a sneak peek of what we have in store for you, here are some of the major unique characteristics you can expect:

- High-quality art and digital assets
- NFTs tied to larger real-world future projects
- The opportunity to own a piece of history
- The ability to decide some of the properties of the future inter-related projects
- A novel approach to financing a larger ecosystem of projects tied to the original NFT
- Exclusive airdrops, giveaways, and rights

A Smash Collective NFT is more than just an image, it is a one-of-a-kind asset that will keep you and other fans engaged while empowering you with the ability to influence the value of your asset in a way that's never been done before.

Other Projects + Metaverse

The next few projects in our pipeline will be just as dynamic, innovative, and compelling. Future plans include NFTs based on unreleased art by a globally renowned international Artist, the tokenization of different celebrity body parts and voices, and a pioneering process to NFT physical assets. In addition, you will see releases integrating more advanced technologies such as AR and VR. This is just the beginning of what the Smash Collective has to offer.

Another area we are keenly observing and intend to actively participate in is the metaverse. Though once a distant and futuristic concept, the metaverse is now fully materializing before our eyes. Aided by blockchain, NFT, and open web technologies, a universe of persistent and shared digital assets and spaces is redefining how we live, play, and grow. Blockchain-based games, tokenized collectibles, and immutable avatars are just some of the examples of nascent metaverse assets. All of these fall squarely within the Smash Collective's spectrum of expertise and ventures. All of our NFTs, projects, and pioneering technologies are intended to serve as building blocks for the metaverse. Though it's still far too early to tell where exactly we are headed, Smash intends to lead that way regardless of the destination.

Phase 2: Smash Marketplace and Extended Ecosystem

Smash Marketplace

The Smash marketplace, to be described in more detail in an updated version of this whitepaper, will focus on creating a powerful space for creators, investors, and fans to interact with NFTs in new and novel ways.

We will integrate tools to automate the enhancement and minting of NFTs with AR/VR and other complementary technologies. Smash Token holders will receive exclusive benefits such as lowered fees, exclusive airdrops, and voting power. The Smash marketplace will also offer unprecedented marketing, advertising, and monetization methods previously unavailable to creators. In short, the marketplace will help facilitate the continuation and expansion of guiding principles established by the Smash Collective: Exclusivity, Engagement, and Empowerment.

Physical Asset Tokenization

Although NFTs today are primarily associated with digital assets, their use cases can be extended into the physical world. Any tangible item can be tokenized into a digital asset, and this process entails minting an NFT that is permanently associated with the asset. Regardless of where the item is, the holder of the NFT can be considered its owner. In this manner, ownership -- and the ability to prove it -- can be instantly transferred, bypassing the limitations of the physical world. However, this type of application does present a new set of challenges.

How a physical item is stored, secured, transported, and the method by which it is tethered to an NFT are all procedures that have not been universally defined and standardized within the industry. Further, because a digital item can have countless copies online, proof of ownership becomes much more pertinent than having a copy of the asset. In most cases, many can access a digital asset, but only one person can prove absolute ownership through the possession of the NFT. However, when it comes to physical items, there are a variety of factors to consider, such as proof of ownership, access, and the item's safekeeping. After all, owning an NFT for a destroyed item may be futile, and could impact the NFT's worth.

Using our marketplace as critical infrastructure, we will develop an industry-leading authentication and tokenization method for physical assets. By employing a variety of clever technologies, we will pioneer a dependable process to tether physical assets to NFTs.

This will leverage some of the world's most advanced valuation, transfer, custody, and security mechanisms through our exclusive partnership with Brinks – the global leader in route-based

secure logistics, cash management services (including vault outsourcing, money processing, and intelligent safe services), and international transportation of valuables.

Anything offered on our marketplace will be of indisputable legitimacy and quality.

Copyright Protection

As revolutionary as the idea and technology of NFTs are, they have a major weakness, one that no other platform is currently addressing. Although the holder of an NFT is recognized as the legitimate owner of its associated asset within our industry and ecosystem, this may not be the case from a real-world legal standpoint. Should a dispute arise, it is currently unclear how a court of law would assess the validity of an NFT as proof of ownership.

Smash will be the first marketplace to tackle this challenge and bridge the ambitions of NFTs with the legal framework of the real world.

The Smash Ecosystem is positioned under a legal jurisdiction in the Philippines within the Authority of the Freeport Area of Bataan. This is where the world was introduced to the FIRST blockchain and fintech law, Republic Act 11453. The area has shown an incredibly progressive and accepting attitude towards blockchain projects and technologies. We are currently in special talks and negotiations to pioneer a system of legal backing for all of the NFTs we mint and sell within our marketplace.

As a Smash NFT holder, not only will you be the full and legitimate owner of an asset in the eyes of the blockchain industry but also in the eyes of the law.

Decentralized Finance

In a relatively short time frame, DeFi has become an integral part of the crypto and blockchain industry. Its mission to create a new decentralized, open, and transparent financial system is perfectly aligned with the blockchain's original core philosophy. Smashchain also seeks to fulfill these ideals, and we believe that integrating DeFi elements into our NFT ecosystem is a fundamental necessity. Nevertheless, no current NFT platform has been able to fully materialize this idea into a reality.

Perhaps the most compelling use case comes in the form of decentralized lending and borrowing. In DeFi, borrowers offer one type of crypto asset as collateral to borrow another type of crypto. These are overcollateralized loans so that if the borrower defaults, the lender still stands to profit. Through this system and the usage of programmable smart contracts, the need to trust or rely on a third-party intermediary is completely eliminated.

At first glance, one would assume that NFTs could be used as collateral against such loans. However, this is not possible because the value of an NFT cannot be accurately measured in

real-time the same way it can be for a cryptocurrency. While BTC has an active market of buyers and sellers constantly defining a universal price at any given time, the same cannot be said for NFTs.

By definition, these are tokens representing non-interchangeable, unique assets with different inherent values. The price of each NFT is only revealed upon the sale of that asset, and becomes ambiguous immediately after. For example, if you purchase a digital art NFT for 100 ETH, there is no guarantee that you will be able to sell it for that same price a few moments later.

This inability to determine an NFT's value at any given moment makes it incompatible with DeFi lending pools, which employ mechanisms to monitor the price of collateral assets. In DeFi, when the value of a collateral asset dips below a certain threshold, the system automatically liquidates the loan to ensure the lender doesn't lose money. This task is simply impossible with NFTs in the current ecosystem.

Undeterred by the constraints currently faced by DeFi lending and borrowing services, we've identified an alternate route to enabling the use of NFTs as collateral. Rather than relying on a pre-programmed algorithm to determine the value of any given NFT, we leave that decision to you.

Our lending platform will allow borrowers to list their NFTs as collateral while setting their terms, including duration, interest rate, and the total value of the requested loan. This can all be determined based on the price history of the NFT, and we will only allow Smashchain NFTs to be listed to guarantee a minimum value level. Lenders, on the other hand, can browse through these listings, initiate counteroffers, and ultimately make their own final decisions as to whether or not they want to take up these loans.

We remove some of the automation associated with DeFi loans and simplify the system to create a more genuine peer-to-peer model where lenders and borrowers engage in tailored agreements on a per-case basis. We let the forces of supply and demand determine the value of these collateral NFTs. In other words, if a borrower asks for an amount that's too high or has unreasonable terms, lenders can choose to ignore it. This forces borrowers to continually adjust their rates until an acceptable risk/reward ratio for lenders is achieved.

We still consider this to be a true DeFi model, given that these transactions will execute automatically when an agreement is reached, after which a smart contract locks in the collateral NFT and deploys the loan. If the borrower pays back the correct amount plus interest by the predetermined date, the NFT is returned. If the borrower defaults or does not meet all the conditions, the smart contract automatically transfers the NFT to the lender. This unique feature is in addition to other standard DeFi mechanisms, such as the staking of our native coin, and governance systems.

The Smash Token (SAS)

Token Type - ERC20

Blockchain - Ethereum

Total Supply - 1,618,033,988

Contract Address : 0xf67f0fc1c85c0266b2db5cc6eb091973bda1c409

Overview

The SAS token is a fundamental component of the Smash Ecosystem. It will be the fuel for all of our underlying services. In fact, some core features and benefits will only be available through the usage and possession of SAS. Users can purchase SAS via credit card or bank transfer through our website and app. SAS will also be available for trading on a selection of centralized and decentralized exchanges.

SAS Use Cases

Spend SAS

Though multiple payment options and cryptocurrencies will be accepted, SAS will be the primary form of payment for goods and services across the SmashChain ecosystem. Using SAS will guarantee the lowest fees and the highest discounts.

Earn SAS

SAS tokens can be earned through NFT sales or royalties, exclusive promotions, campaigns, giveaways, and airdrops.

Stake SAS

Another method to earn SAS is through staking rewards. The more you stake, the more you earn. This will help manage the token's circulating supply, benefiting all holders, and improving the platform's liquidity. Those who stake will also be eligible for other limited rewards.

Other Benefits

The SAS token will also function as a governance token, conferring voting rights to all holders. Users will be able to vote on future decisions such as the adjustment of fees, new projects and initiatives, and the addition of new content or services.

Some services, such as our DeFi lending and borrowing platform, will function exclusively with SAS. No other cryptocurrencies will be accepted for this feature.

TOKENOMICS AND DISTRIBUTION

Core Team (8%) 129,442,719

Locked for one year with 20% released quarterly after 12 months.

Founders (6%) 97,082,039

Locked for one year with 20% released quarterly after 12 months.

Consultants (4%) 64,721,359

Locked for one year with 20% released quarterly after 12 months..

Private Investors (8%) 161,803,398

Collateral Reserve (3%) 48,541,019

These tokens will be held in the Smash reserve fund.

Contingency Reserve (2%) 32,360,679

ROADMAP

2021

March - May

- idea conception
- Team formation
- Tokenomics
- UI design
- Market strategy

June - July

- NFT Marketplace MVP
- Landing page
- Strategic Partnership
- Marketing, Promos, ADs, PR

August - September

- Private Token Sale
- Platform in Beta/Testing environment
- Finalized smart contracts
- Security audits
- SAS Token on-chain
- Strategic Partnership

October - December

- 1stNFT Drop –Night Rose Directors Series
- Strategic Partnership
- Marketing, Promos, ADs, PR

2022

January - March

- Initiate Artist NFT Campaign Rollout
- Full platform launch
- Fiat payments integration
- Whitelabel solutions API
- Governance platform
- DeFi instruments
- DEX listings

April - June

- Staking rewards
- IOS and Android APP
- Cross-chain
- DAO curated platform
- Smash token integration as a payment option

The Team

The Management Team

PETER CHEN

CEO / Co-Founder

An entrepreneur with over 25 years of experience in various management, consulting and leadership roles in startups by structuring unique business models, business development and marketing & sales. Risk Management, M&A acquisition, portfolio management, strategic partnerships, M&A consultant services within financial services. Since 2015 Peter has been focusing on FinTech investments, bridging the gap between traditional financial markets and digital assets by leveraging blockchain solutions. Peter is passionate about technology, a strong believer in big data, artificial intelligence. In 2018 he also started building a unique loyalty rewards solution that some of the gaming businesses are coming to embrace by implementing blockchain technology to incentivize gamers. He's prediction was that the blockchain technology will revolutionize customer loyalty rewards by eliminating some of the pain points of the traditional programs for advertisers, developers, publishers and gamers.

He's also a multilingual business professional with strong networks across the APAC region. Speaks fluently in Chinese, English and Japanese.

ROBERT VICENCIO

COO / Co-Founder

With more than 25 years in the Entertainment Industry, both in the Musical Theatre, Film & TV worlds, Robert was selected to be on the original creative team as Format Creator, Consultant Director and Guest Director for the 1st season of PHANTACITY 《幻乐之城》, China's most expensive reality TV show in 2018 for Hunan TV 《湖南卫视》 in which he directed the legendary Faye Wong 《王菲》, Sarah Brightman and several other Chinese celebrities, on top of creatively supervising the directorial side of 48 individual shows over 12 episodes.

One of the leading roles in the smash hit musical MISS SAIGON, Robert reprised the role of 'General Thuy', playing it in 10 cities all over the world including, Sydney, Hong Kong, Singapore, Scotland, Ireland, London's West End and throughout the UK, playing a total of over 3000 performances. Following this Robert starred in Andrew Lloyd Webber & Universal Picture's modernized remake of JESUS CHRIST SUPERSTAR as one of the 12 Apostles and Filmax's Sci-Fi film, ARACHNID.

Robert has directed and worked with global brands such as BVLGARI, LINCOLN, PIAGET, CHIVAS, ATLANTIS HOTEL, ABSOLUT LABEL, NOKIA and DISNEY PRINCESS CONCERTS. He also composed Singapore's Sports National Anthem, co-writing the song LIVE OUR DREAMS, SINBAD - Children's Musical and his own Musical show ROCK, SCISSORS, PAPER debuting in Shanghai, LYCEUM THEATRE. Robert is also a published author, with his book 'THE IX INVALUABLES TO AUDITIONING' released in Chinese & English across China. Robert is also the Founder and Curator of 'MY OTHER BRAIN – The Alternative Art Exhibition', currently on its 4th year running. For enjoyment, Robert imports and distributes (and drinks) Spanish Vermut from his family's bodega in Mentrída, Spain whilst operating his own bar called VERMUTHOLOGY.

The Finance Team

WILSON WONG YEE SHUEN

CFO

Wong Yee Shuen "Wilson" holds a Master of Commerce degree from University of New South Wales. Mr. Wong is a fellow member of the Hong Kong Institute of Certified Public Accountants and member of Australia CPA and Australian Institute of Banking and Finance. With more than 20 years of experience in PricewaterhouseCoopers and Ernst and Young, Mr. Wong specialises in the area of auditing banks and listed companies. Mr. Wong is currently the chief financial officer of China Animation Characters Company Limited (Stock code: 1566, a company listed on The Stock Exchange of Hong Kong Limited "HKSE") as well as an independent non-executive director of Ping An Securities Group (Holdings) Limited (Stock code: 231, a company listed on HKSE) and Softpower International Limited (stock code: 380, a company listed on HKSE). Mr. Wong had served as an independent non-executive director of PanAsialum Holdings Company Limited (Stock code: 2078, a company listed on HKSE) from 18 January 2013 to 4 July 2014.

CA Cultural Technology Group (HK.1566) is an investment holding company and a subsidiary of Sega Japan which focuses on the animation industry and indoor theme parks. It operates through the following segments: Sales of Animation Derivative Products, Establishment and Operation of Indoor Theme Parks, and Multimedia Animation Entertainment. The Sales of Animation Derivative Products segment refers to third-party owned animation characters and includes general plastic toys and food-grade toys sold with food and are packaged with candy. The Establishment and Operation of Indoor Theme Parks segment consists of indoor interactive entertainment parks China and Japan, namely Shanghai, Qingdao, Tokyo and Osaka. The Multimedia Animation Entertainment segment involves virtual reality technology to create an animation game environment. The company was founded by Xiang Song Zhuang on September 25, 2013 and is headquartered in Hong Kong.

The Group owns Asia's largest R&D team for big amusement park led by SEGA Japan. The Group's park brand CA SEGA JOYPOLIS (華夏世嘉都市樂園) has a proven track record of more than 23 years, and its park are located in Japan, as well as Shanghai, Qingdao and various major cities in the PRC. The Group is recognized by China Information Industry Trade Association, Ministry of Industry and Information Technology to become the exclusive organizer and host of VR eSports Tournament in World Conference on VR Industry. The Group also links up leading animation or VR game resources from Germany, Japan, South Korea, Europe and the United States. The Group HAS self-owned IPs such as China's Top 10 Cartoon Character – "Hanbagui", and "Violet", the first virtual idol in China; its owned VR game "Huang Yangjie Battle (黃洋界保衛戰)" also got awards by China Information Industry Trade Association, Ministry of Industry and Information Technology.

The Technical Team

DR. MOLY LEE

CTO / Co-Founder

Blockchain Technology || Smart Contract Application
Data scientist || Crawler technology
PhD, Institute of Electronic Engineering
Taiwan University Department of Physics, Taiwan Operations

Dr. Lee is a Technical Director and founder of RECU Information Technology Co. and Technical Director of Bigfun Technology Co. He has worked as a program consultant for First Law Firm, a program consultant for Taiho Light Co., a system engineer for Shunan Industrial, and a hardware engineer for Quanta Computer.

With the development of Internet technology and the advent of the Internet of Things, more and more people and companies are trying to use e-systems to improve efficiency and collect data. In addition to a user-friendly interface and stability, an e-system also includes information security and various encryption technologies. Dr. Lee has been working in this field for more than 10 years, and through years of experience and continuous innovation.

Dr. Lee also passionate of teaching Principles and Applications of Blockchain in Action - A Technology Foundation Course for Cross-Disciplinary Business People at the Industrial Research Institute School

Experience and Capabilities:

RECU Information Technology Co., Ltd || Founder
Rose Technology Integration Co., Ltd || Co-Founder

The Marketing Team

NICOLAS TANG

CMO

Nicolas is an experienced writer, editor, and researcher currently focused on crypto, blockchain, and DeFi. He serves as the Head of Content for Phemex.com, a leading cryptocurrency and derivatives exchange with an average 24h trading volume topping 12 billion USD. For the past few years, he has led multiple teams to create a variety of crypto content, including platform user guides, blog posts, academy articles, marketing copy, and press releases. Under his supervision, the Phemex Academy currently publishes between 30-60 educational articles a month. Topics range from general market insights to popular technical analysis trading indicators.

Nicolas also possesses extensive international experience as a trade and commerce consultant who has worked in South America, North America, and Asia. He is fluent in Chinese, English, and Spanish. With his diverse background in international business, cultures, blockchain, writing, and research, he brings a unique skill set and perspective to the team.

BRENDAN LOWE

Business Development Director

"I find that the filming nature of commercial work is evolving more than ever, however the fundamentals of the creation process still hold grounds to the translation of the visual message. That is visual simplicity presented to the human sensory will always form a close connection to our own beliefs.

The challenges presented today are keeping our creatives connected in this new world, and to embrace the technologies ahead in providing clients with results that make significance to their practice. We embrace the challenges ahead and look forward to bringing more creators and confidence in the way we deliver the spectacular!"

Brendan's involvement in the film commercial Business has strengthened over 20 years in practice. Incepted in Australia Sydney and now based in China Shanghai Brendan has produced works for various Brands like Volkswagen, Audi, Great Wall KFC, JD Mall, Samsonite and Philips. Always open and ready for the next collaboration.

EM DANGLA (KAISAYA)

Influencer Community Manager & Advisor

Em Dangla, also known as "Kaisaya," is an esports professional and personality. More than an influencer, her wide range of experience in the esports industry since 2017 gives her an edge as one of the most reliable and respected mentors for aspiring young professionals in the Philippine esports industry.

She freelances as a shoutcaster to some of her favorite game titles like League of Legends: Wild Rift, Arena of Valor, MARVEL Super War, and Mobile Legends: Bang Bang. She was also a shoutcaster for two different game titles during the first time that esports got included in one of the subregional Games of the Olympic Council of Asia, the 30th Southeast Asian Games (2019 SEA Games) that was held in the Philippines. In 2019, she also traveled to Singapore to shoutcast for one of the biggest female esports leagues in Southeast Asia, the Female Esports League (FSL).

Kaisaya was also a professional player under the banner of Liyab Esports' Arena of Valor female team (Liyab Haliya) in 2019 where her team managed to get the Championship title at the IGC 2020 Ladies Qualifiers and also the 4th Placement at the IGC 2020 Grand Finals and ROC Ladies 2020. In 2021, she then transferred to a different competitive game title, League of Legends: Wild Rift, and participated in several female leagues where she started a female team called OneSnap Esports: Femme Fatale under her then founded esports community organization, OneSnap Esports, which she also managed. Her team placed First in the Ranmen Female Clash and Finesse Esports Arena Female Tournament. She was also Nexplay Esports' team manager in 2019 for its female team in Mobile Legends: Bang Bang called Nexplay Tempest. She also does streaming, hosting, product endorsements, and organization of online esports events.

Aside from being an advocate of women in esports, she was also a former game developer for seven (7) years doing programming and production for several well-known game development companies like Gameloft Philippines, Anino Games, and Boomzap.

She was a graduate of BS Computer Science with specialization in Software Technology from De La Salle University-Manila, and also took a Masters in Business Administration major in Entrepreneurship at the University of Santo Tomas Graduate School. Being into technology, games, and computers, she owned two (2) branches of Internet Cafes in Manila from 2016-2019. She also became the first Chief Operating Officer (COO) of a startup sportsbook company, First Million Services, in the year 2012-2014, and was also an Instructor at the Cosmopoint International Institute of Technology in 2008-2009.

PAVEL SHUBSKIY

Head of PTA Digitization / Smash Studios

Pavel was born in the Far East of Russia and moved to Shanghai in 2011 to pursue a career in digital imaging. He started taking event pictures back home, but quickly transitioned to a more commercial and production side, while using all the skills of working with light and the vast network of professionals, generated throughout the years. He registered his company Egghead Studio in 2014, which allowed him to take photography projects for major brands like Hershey's, RELX, Bacardi, Porsche and others as lead photographer and production coordinator.

By now Pavel has over 16 years of experience with photoshoots of all levels of complexity from small one-man-jobs to bigger productions of a few dozen people. Pavel focuses heavily on the quality of light and composition to find the best balance and highlight the most interesting parts of the product in the studio, has a profound knowledge of shooting in the streets of Shanghai for that real life perfect shot, and never stops learning.

ADVISORY BOARD

EMMANUEL SAMSON

Lead Advisor

Emmanuel possesses over 28 years in marketing and business management experience combined with 30 years in the I.T. industry and a solid understanding of business models in the “Internet+Digital Economy”. Coupled with an educational background in Computer Information Systems and an early adopter in marketing and promoting Internet technologies since the 90's, he can communicate technical concepts. His entrepreneurial acumen has allowed him to familiarize business practices and cultures throughout Asia, Europe and North America. Emmanuel was featured in Vancouver-Canada’s Philippine Chronicle newspaper as “2nd Generation Success: Entrepreneur in the Up and Up.”

Utilizing his extensive skills and experience in business development, strategic planning and implementation, he has helped setup successful companies (including 2 pioneering businesses) in the Philippines targeting the Asian market, and presently serves as a director and/or a consultant to them.

Since 2017, Emmanuel has been an advocate of Blockchain and Distributed Ledger Technology and the great benefits it brings on a global stage. A company that he founded with his cousin Erick Bustos, THE IMPERO GROUP leads a consortium of companies focused on delivering emerging and transformative technologies while anchoring the benefits of Blockchain+DLT. IMPERO received its Certificate of Accreditation with The Authority of the Freeport Area of Bataan (“AFAB”), a Philippines government-owned Investment Promotion Agency (“IPA”). Pursuant to Philippines Republic Act 11453, signed into law August 30, 2019, AFAB became the First IPA to regulate blockchain and fintech for offshore business activities within the Freeport and introduced The Offshore Blockchain and Financial Technology Solutions (“OBFTS”) License. IMPERO and its partner GICC lead to the creation of “The OBFTS Group”, authorized by AFAB to evaluate, process, verify and endorse applicants intending to engage and operate an OBFTS business within the FAB. IMPERO developed the First government-issued license on a blockchain, on behalf of AFAB.

JACK SHOLDER

FILM ADVISOR

Jack Sholder was born in Philadelphia where he studied to become a classical trumpet player. While still in high school, he performed under such conductors as Leopold Stokowski and Eugene Ormandy.

After studying at Drexel Institute of Technology, the University of Edinburgh and L'Université de Besançon, he graduated from Antioch College with a degree in English literature.

Jack began his career as a film editor, working on the feature documentary King: From Montgomery to Memphis which was nominated for an Academy Award. He won an Emmy for his editing work on 3-2-1 Contact. After writing and directing several award-winning short films, Jack directed Alone In The Dark for New Line Cinema with Martin Landau, Jack Palance and Donald Pleasence. He then wrote Where Are The Children starring Jill Clayburgh for Ray Stark and Columbia and directed Nightmare On Elm Street II.

His next feature for New Line, The Hidden, won many awards including the Grand Prix at the Avoriaz Film Festival, Jury Award at the Sitges Film Festival, and Best Director at Fantasporto. Premiere Magazine called it "one of the ten most underrated films of the '80s." This was followed by Renegades with Kiefer Sutherland and Lou Diamond Phillips and By Dawn's Early Light for HBO with Martin Landau, James Earl Jones, Rip Torn, Rebecca de Mornay, and Powers Boothe.

Jack has directed movies and television for MGM, Paramount, Universal, Warners, Fox, United Artists, Lionsgate, HBO, Showtime, NBC, Discovery, and others.

In 2004, he founded the Film & Television Production program at Western Carolina University where he was Professor and Director of the FTP program until 2017.

Jack is currently prepping a new feature, Fear The Night, to be shot this fall.

PAUL FARBERMAN

INTERNATIONAL LEGAL COUNSEL

Music / Business Development Director

US Operations

Paul Farberman attended Osgoode Hall Law School in Toronto and was called to the Bar in 1978. He then entered private practice specializing in entertainment law and represented recording artists, songwriters, producers, production companies, managers and clients in the film, television and radio industries. Some of the clients he worked with included Rush, Saga, Triumph, Tom Cochrane & Red Rider, Jim Carrey and The Second City Comedy Troupe (SCTV).

Paul subsequently joined CBS Records Canada as Vice-President of Business Affairs. Miles Copeland then hired Paul as Vice-President, Business Affairs for IRS Records in Los Angeles. At both companies he worked very closely with the label heads to ensure that day-to-day business operated pursuant to the goals and objectives of the companies. He was responsible for negotiating and drafting all agreements for the company which included Recording Contracts; Publishing Contracts; Producer Contracts; Video Production Agreements; Foreign Distribution and Licensing Agreements; Sub-Publishing Agreements; Synchronization and Master Use Licenses for film and television; and Employment Agreements.

In 1991 Paul joined Universal Pictures as Vice President, Business Affairs for the Music Department and 5 years later joined 20th Century Fox as VP Business Affairs for their Music Department. His responsibilities at the studios included negotiating and drafting all agreements relating to the use of all music composed and recorded for feature motion pictures and television productions including agreements with composers of each score; individual and group recording artists; songwriters; producers; music supervisors; music consultants; music publishers; record companies for distribution of soundtrack albums and for the rights to utilize the services of various recording artists. He also reviewed and administrated agreements for all music licensed for use in all film and television productions.

Paul then joined Feeling Productions, the management company for Celine Dion, working alongside Rene Angelil, where he spent the next 17 years being involved in the day-to-day management of Celine Dion's career with particular emphasis on handling all Business Affairs related matters. Paul's responsibilities included dealing with the Record Company ; all Music Publishing; Merchandise; Live Performances; Licensing of Master Recordings; Film and TV; Video; Accounting and Financial matters; Sponsorships; Charitable Requests; and Collection Societies.

Currently Paul is providing managing and consulting services to various Artists, Songwriters, Actors, Producers, and various companies in the music, film and television industry including handling all talent agreements for AEG-Ehrlich Ventures productions including The Grammy Awards, tribute shows to Motown, Aretha Franklin, The Bee Gees, Elvis Presley, Quincy Jones, Elton John, Stevie Wonder and The Beatles; managing the career of the Artist "Snow"; working with international film production company Moonlake Entertainment in Salzburg Austria, working with Rococo, a ticketing and new technology company based in Tokyo, and managing the Korean American Artist "Ailee" one of K-pop's leading female solo artists.

JON YEN

MUSIC ADVISOR

Born and raised in New York, Jon left the US in 1990 to explore music opportunities in Asia. Having established himself as one of the best guitarists in Taipei, he eventually signed a record deal with Pony Canyon (Japan) and released 2 full CD's and a compilation under (BLACKMOON & STORM) during the period of 1992 to 1995.

In 1996 after he fulfilled his record deal, Jon ventured North to Beijing and rooted himself early on in China's market as a singer/songwriter/producer. He also went ahead and built one of the largest commercial studios in China called OASIS STUDIO (Beijing). It took 2 years to plan and build the studio which cost over 5 Million US Dollars. As Senior VP of OASIS, he also was a partner in the massive studio which was opened to the public in 1999. The studio was designed by Sam Toyoshima, one of the top acousticians in the world, who also designed the infamous Abbey Road Studios.

Twinflames Studio was built shortly after in 2000 and has been operational since. The studio produced and recorded a fair share of Chinese and Taiwanese artists.

Currently, Jon Yen has partnered with Jed Leiber as they've formed a strong new alliance so they can combine their attributes in furthering their pursuit to produce innovative music. They are selectively picking projects that suit their tastes and expertise utilizing both Twinflames Studios in Beijing and Nightbird Studios in LA. Together with Jon's 22 years of experience in Asia's music market and Jed's experience with US television & movie soundtracks, their team has been exploring new mixtures of Asian and Western traditional instrumentations and really trying to explore uncharted territories.

For more information,
Please contact:

info@SmashChain.net

When the ancients discovered 'Phi', they were certain they had stumbled across God's building block for the world. — Dan Brown