

## The Definitive Web3 Address for Football

As the global economy shifts toward RWA (Real World Asset) tokenization, the bridge between physical assets and the blockchain requires a singular, authoritative address. .com was for information; w3.football is for settlement.

### Category thesis

Global soccer fan-tokens and club DAOs.

### High-value use cases

- Fan tokens & memberships
- Club DAOs
- Ticketing & fraud prevention
- Collectibles & moments
- Sponsorship settlement
- Global marketplaces

### Ideal acquirer profile

- Clubs, leagues, and federations launching fan ownership primitive
- Ticketing and anti-fraud infrastructure platforms
- Sports media and collectibles studios
- Community and membership platforms for supporters

### Market authority anchors (publicly reported)

- AI.com — reported \$70,000,000 (2025; disclosed 2026)
- CarInsurance.com — \$49,700,000 (2010)
- Insurance.com — \$35,600,000 (2010; business/site included)
- Voice.com — \$30,000,000 (2019)
- Gold.com — \$8,515,000 (2024)
- Diamond.com — \$7,500,000 (2006)

### Confidential acquisition process

- Confidential inquiry → NDA (optional) → proof-of-funds
- Price guidance provided to qualified buyers
- Transaction via escrow (preferred) and verified transfer process
- Immediate handover of domain + associated assets upon settlement