



PHYGITAL BASKETBALL TEAM APPLICATION FOR GOLD MEMBER PARTICIPATION IN GOTF26 ASTANA

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1. INTRODUCTION:

Before presenting the proposed team name and athlete roster for the GOTF26 in Astana, it is important to clarify the reasoning behind our decisions, as well as the alternative options available depending on the preferences and requirements of the international event organizers.

Our primary team name proposal is **Great Team Brazil (GTB)**. There are several reasons behind this choice, but the most important one is the competitive legacy associated with this project within the international phygital sports scene. GTB represents the continuation of a traditional Brazilian phygital organization that previously competed under the name **R10 Team**, participating in multiple disciplines during the Games of the Future events in Kazan in 2023 and 2024, as well as in Abu Dhabi 2025. Using the GTB name would preserve the international competitive identity and legacy built by Brazilian Phygital Basketball since 2023.

However, if the GOTF or WPC organization prefers that the Brazilian representative competes under a different identity, we also suggest the name **PHYGITAL GAMES BRASIL**, which is the company responsible for organizing the official Brazilian phygital competitions since 2025.

Our priority is to fully respect and comply with the international event regulations and organizational requirements in order to secure Brazil's participation in GOTF26 in Astana under the best possible conditions for the event.

Ensuring Brazil's presence at the World Championship is also extremely important for maintaining the growth and momentum of the phygital sports scene in the country, which has already successfully organized national-level competitions and continues to build an active competitive community. The absence of a Brazilian representative at the international level could negatively impact the mobilization and long-term development of future phygital projects and competitions in Brazil.

Regarding the athlete selection process, we decided to indicate the three Brazilian players who have most consistently stood out in Phygital Basketball during the 2024–2026 cycle. This trio represented Brazil at the BRICS Games 2024 in Kazan, where they won the bronze medal, and they also became the 2026 Brazilian Phygital Basketball Champions.

For the fourth player position, our initial plan was to include our biggest Brazilian star from the 2024 and 2025 seasons, Leonardo Branquinho. Unfortunately, due to professional commitments with his current team during the same period as the event, he will not be available to participate this time.

In addition to Branquinho, several major names from the Brazilian 3x3 National Team were contacted, including Jonatas Mello (runner-up in Phygital Basketball in 2024), Leandro, William, and others. However, these athletes will be in the middle of the official FIBA 3x3 season and tournament schedule during the event period. So, their clubs would not release them to compete in GOTF26.

After analyzing the international market, we activated our network of contacts and references, especially within the United States and European basketball scenes. Most of the high-level players we recently approached had scheduling conflicts due to professional commitments during the same dates, including Kevin Bryan, Henry Caruso (USA), our former champions Ion Galarza, Carlos Martinez and Jose Santoja (Spain), Antonio Ralat Troncoso (Cuba), among others.

Through our strong relationship with Leonardo Branquinho, we were then able to identify elite-level options within the Eastern European basketball market, a region historically recognized as one of the greatest talent pools in international basketball. Due to Branquinho's international recognition and reputation within the sport, he introduced the Phygital Games project to close personal friends and athletes such as Aleksa Vujadinović and Dejan Majstorović, both of whom expressed interest in being nominated to represent our team at the GOTF26 in Astana.

As we understand that the competition regulations allow teams to register four athletes, the roster could be structured with either two or three Brazilian players, alongside one or two international athletes, depending on what is considered most interesting and strategically beneficial for the event organization.

2. GENERAL TEAM INFORMATION:

The Great Team Brazil is one of the leading Brazilian organizations in esports and phygital sports, carrying the winning legacy of the former R10 Team. Representing Brazil and other nations on the global stage, the organization competes at the highest level of the Games of the Future and international Phygital Games events, combining elite athletic performance with advanced digital gaming skills.

Great Team Brazil has established itself as one of the most competitive and recognizable Phygital Basketball teams in Latin America, with international experience, professional structure, and consistent results at the highest level of competition. The organization gained international recognition after finishing among the Quarterfinalist teams in the world at the major Phygital Basketball global championship and continues to strengthen Brazil's presence in the international phygital sports scene.

2.1 COMPETITIVE ACHIEVEMENTS

The team's Phygital Basketball division has achieved major results, including title with Spanish team Ramboot R10 in GOTF Contenders Kazan 2023, with the R10 Team Runner-Up at the GOTF24 in Kazan, Brazilian Rivals Phygital Basketball Champion in 2025, Top 2 in the global ranking in 2025, direct spot in the main event, and as Great Team Brazil a Quarterfinalist at the GOTF25 Finals Phygital Basketball in Abu Dhabi in 2025, losing to the current back to back champion Liga ProTeam.

In 2026, Great Team Brazil also won the Brazilian Phygital Basketball Cup, competing against several of the country's top basketball and esports athletes. Although the tournament was not officially validated by the international phygital federation due to the participation format involving fewer than 16 teams, the competition featured a highly competitive national-level environment and reinforced Great Team Brazil's position as one of the leading phygital basketball organizations in Latin America.

Through high-level competition, content creation, community engagement, and international representation, Great Team Brazil continues to contribute to the global growth and development of phygital sports. As the competition was not validated, we will indicate the most talented Brazilian players in Phygital Basketball and mix with East Europe top players.

Team Name	Tournaments - Final position	Year
Ramboot R10 (Spain)	Phygital Basketball Contenders GOTF23 Kazan – Champion	2023
R10 Team (Brazil)	Phygital Basketball GOTF24 Kazan – 2 nd Place	2024
R10 Team (Brazil)	Phygital Basketball Rivals Brazil 2025 – Champion	2025
Great Team Brazil	Phygital Basketball GOTF26 Abu Dhabi – 5/8 th Place	2025
Great Team Brazil	Brazilian Phygital Basketball Cup – Champion	2026

3. INDICATED PLAYERS

I. JULIANO “PADOLINHA” ARMANI - Professional Basketball & Phygital Athlete

Player Overview

Juliano Armani Monteiro Silva, widely known as “Padolinha,” is a Brazilian professional basketball and phygital athlete with more than 20 years connected to the sport.

Born on November 15, 1997, Juliano grew up immersed in basketball culture as the son of legendary Brazilian coach João Padola. From an early age, he developed a deep understanding of the game, building a career defined by leadership, court vision, discipline, and competitive consistency.

Throughout his career, Juliano has competed for several of Brazil’s most traditional basketball teams: Palmeiras, Esporte Clube Pinheiros, Osasco Basquete, Fortaleza Basquete Cearense, Vasco da Gama Basquete, Banespa, Basquete Tatuí, Liga Sorocabana de Basquete and São Caetano Basquete.

Recognized for his leadership, playmaking ability, and high basketball IQ, Juliano currently plays as a point guard and is also considered one of Brazil’s leading digital athletes in the Rebounds videogame within the phygital basketball ecosystem.

Competitive / Professional Component

Experience in Official Competitions

Juliano Armani has extensive experience in official basketball and phygital competitions at youth, professional, university, and international levels.

Main Competitions

Competition	Team / Organization	Result	Competition Level
BRICS Games 2024 – Phygital Basketball	Brazil National Team	Bronze Medal	International
Brazilian Professional Basketball Cups	Multiple Clubs	Professional participation	National Elite
LDB U20 Championship	Fortaleza	MVP	National Youth Elite
Brazilian Youth National Team U17	Brazil	National Team Selection	International Youth
NBA Americas Team Camp	International Camp	All-Star Selection	International Development
University Basketball Cups	Multiple institutions	Multiple titles	National University
State and National Basketball Championships	Multiple clubs	Multiple titles	State & National

Quality of Results

Major Achievements

Bronze Medal — BRICS Games 2024

Represented Brazil in Phygital Basketball at the BRICS Games 2024, helping the national team secure the Bronze Medal in one of the world’s premier international hybrid sports competitions.

MVP — LDB U20 Championship

Earned Most Valuable Player honors during the prestigious Brazilian LDB U20 Championship while representing Fortaleza Basquete Cearense, highlighting his elite-level performance and leadership at the national youth level.

NBA Americas Team Camp All-Star

Selected to the NBA Americas Team Camp All-Star roster, recognizing him among the top young basketball prospects participating in the international development program.

Brazilian Youth National Team (U17)

Represented Brazil at youth national team level, competing among the country's top basketball talents.

Level of Competitiveness

Juliano Armani has competed within several of Brazil's highest-level basketball development and professional environments, while also participating in international phygital competitions.

This multidisciplinary background positions him as one of the leading Brazilian athletes in the emerging phygital sports ecosystem.

Leadership & Social Impact

Beyond competition, Juliano actively contributes to basketball development and social impact initiatives in Brazil.

He serves as Vice President of Instituto JPadola, leading projects focused on:

- Youth development
- Social inclusion
- Basketball education
- Community sports programs

His work reinforces the connection between professional sports performance and positive social transformation through basketball.

Digital Presence

Instagram

[@juarmani5 Instagram Profile](#)

Juliano maintains an active digital presence sharing content related to:

- Professional basketball, Athlete training, Competitions and Phygital sports
- Lifestyle, education and sports development.

Player / Competition Links / Articles / News

Brazilian Basketball Confederation

www.lnb.com.br/atletas/juliano-armani-monteiro-silva/

www.basketball.realgm.com/player/Juliano-Armani/Summary/125805

www.jornalcruzeiro.com.br/esporte/noticias/2023/02/710073-lsb-traz-de-volta-armador-juliano-armani.html

www.portalporque.com.br/esportes/liga-sorocabana-de-basquete-confirma-o-retorno-do-armador-juliano-armani/

www.basketball.eurobasket.com/player/Juliano-Monteiro/454347

www.zerozero.pt/jogador/juliano-armani/968281

www.fpb.com.br/lb-anuncia-contratacao-de-novo-armador-visando-copa-sao-paulo/

www.gov.br/esporte/pt-br/noticias-e-conteudos/esporte/brasil-encerra-participacao-nos-jogos-do-brics-com-50-medalhas-e-destaca-evolucao-esportiva

Overall, Juliano Armani Monteiro Silva combines elite basketball development, professional competitive experience, international exposure, leadership qualities, and strong digital performance, making him one of the most complete and influential athletes within Brazil’s growing phygital sports ecosystem.

II. MATHEUS “MAA7H” VICENTE - Professional Basketball & Phygital Athlete Player Overview

Matheus Bernardo Macedo Vicente, known as “MAA7H,” is a Brazilian professional basketball and phygital athlete with extensive experience in national and international basketball competitions.

Born on May 8, 1999, in Santo André, São Paulo, Brazil, Matheus developed his career through elite Brazilian basketball development systems while simultaneously becoming one of the country’s leading digital competitors in the emerging phygital sports ecosystem.

Fluent in both Portuguese and English, Matheus combines strong technical basketball fundamentals, international competition experience, and elite-level gaming performance, making him one of the most complete hybrid athletes in Brazilian phygital basketball today.

Throughout his basketball career, Matheus has represented several traditional Brazilian clubs and development programs, including Clube Canadá Londrina, Palmeiras, Clube Esperia, Paulistano, Praia Clube Uberlândia, Brusque Basquete, São Paulo FC Basketball, Basquete Tatuí and São Caetano Basquete.

Competitive / Professional Component

Experience in Official Competitions

Matheus Vicente has extensive experience across official basketball, 3x3 basketball, university competitions, and international phygital sports events.

Main Competitions

Competition	Level	Achievement
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BRICS Games Kazan 2024	International	Bronze Medal
Brazilian Phygital Basketball Tournament 2026	National	Champion
FISU University World Cup 3x3 Basketball	International University	6th Place
JUBs Praia 3x3 2024	National University	Champion
JUBs 5x5 2024	National University	Champion
LDB 2018	National Elite Youth	3rd Place
CBB U-23 Championship 2019	National	Top Scorer MVP
São Paulo State U-19 Championship	State Elite	Champion

Quality of Results

Major Achievements

Bronze Medal — BRICS Games Kazan 2024

Represented Brazil at the BRICS Games 2024 in Phygital Basketball, helping the national team secure the Bronze Medal in one of the world's most important hybrid sports competitions.

Alongside Juliano Armani Monteiro Silva, Matheus formed the starting Brazilian virtual duo during the competition.

Brazilian Phygital Basketball Champion — 2026 Played a key role in Great Team Brazil's national championship campaign in 2026, where he and Juliano Armani won every virtual match during the Brazilian Phygital Basketball Tournament.

Top Scorer — CBB U-23 Championship (2019)

Finished as the leading scorer of the prestigious Brazilian CBB U-23 competition, demonstrating elite offensive performance at national level.

FISU University World Cup 3x3 Basketball

Achieved 6th place internationally representing Universidade Paulista (UNIP) at the FISU University World Cup 3x3 Basketball competition.

University Championships — UNIP

Won both: JUBs Praia 3x3 (2024) and JUBs 5x5 Basketball (2024)

Level of Competitiveness

Matheus Vicente competes at a high level in both physical and digital environments, making him one of Brazil's most complete hybrid phygital athletes.

His ability to perform at a high level both on the basketball court and in virtual gameplay environments distinguishes him within the international phygital sports ecosystem.

Currently, Matheus and Juliano Armani are considered one of the strongest Rebound duos in Brazil.

Digital Presence

Instagram: @maa7h

Matheus actively shares content related to:

- Basketball training and Competitions.
- Lifestyle, Gaming and Phygital sports performance.

Player / Competition Links

www.play.fiba3x3.com/players/df0b6854-3d01-435d-b440-e9fa13352c13

www.lnb.com.br/atletas/matheus-bernardo-macedo-vicente/

www.santos.sp.gov.br/?q=noticia/basquete-de-santos-e-vice-no-paulista-da-1a-divisao

www.abcdoabc.com.br/aa-sao-caetano-garante-vaga-direta-na-semifinal-da-copa-sao-paulo-de-basquete/

www.gov.br/esporte/pt-br/noticias-e-conteudos/esporte/brasil-encerra-participacao-nos-jogos-do-brics-com-50-medalhas-e-destaca-evolucao-esportiva

Overall, Matheus Bernardo Macedo Vicente represents the new generation of Brazilian hybrid athletes, combining elite basketball fundamentals, international competition experience, and high-level digital performance to establish himself as one of the most complete phygital basketball players in Brazil today.

III. ANDRÉ FERROS - Professional Basketball & Phygital Athlete Player Overview

André Ferros is a Brazilian professional basketball, 3x3 basketball, and phygital athlete with extensive experience across traditional basketball, elite-level 3x3 competition, and international phygital sports events.

Recognized for his versatility, athleticism, leadership, and competitive mentality, André has built a strong career through some of Brazil's most respected basketball organizations and development systems.

His basketball journey began at the traditional Esporte Clube Sírio in São Paulo at the age of seven, where he developed his foundational skills before joining the youth academy of Paulistano at age eleven.

At fifteen, André transferred to Palmeiras, where he won the São Paulo State U-15 Championship and earned selection to the São Paulo State Team, later becoming Brazilian National Champion in Anápolis.

At seventeen, he returned to Paulistano, remaining with the club until age twenty. Later, at twenty-three, André joined Esporte Clube Pinheiros, where he won the São Paulo State U-23 Championship and further established himself within Brazil's competitive basketball structure.

Throughout his professional career, André also competed within the Brazilian National Basketball League ecosystem through Liga Sorocabana de Basquete, gaining valuable experience at a high competitive level.

At age twenty-four, André transitioned into the rapidly growing professional 3x3 basketball scene by joining São Paulo DC 3x3, where he achieved major national and international success.

Competitive / Professional Component

Experience in Official Competitions

André Ferros has extensive experience in official basketball, 3x3 basketball, and phygital sports competitions at state, national, and international levels.

Main Competitions

Competition	Team / Organization	Result	Competition Level
BRICS Games 2024 – Phygital Basketball	Brazil National Team	Bronze Medal	International
Brazilian Phygital Basketball Championship 2026	Great Team Brazil	Champion	National
Brazilian 3x3 Championships	São Paulo DC 3x3	Champion	National Elite
3x3 League Competitions	São Paulo DC 3x3	Two-time Champion	National
University World Championship	UNIP	Champion	International University
São Paulo State U-23 Championship	Pinheiros	Champion	State Elite
São Paulo State U-15 Championship	Palmeiras	Champion	State Development
Brazilian National Championship	São Paulo State Team	Champion	National Youth
Brazilian Basketball League Structure	Liga Sorocabana	Professional participation	National Professional

Quality of Results Major Achievements

Bronze Medal — BRICS Games 2024

Represented Brazil in Phygital Basketball at the international BRICS Games 2024 alongside Juliano “Padolinha” Armani and Matheus “Maa7h” Vicente, helping Brazil secure the Bronze Medal in one of the world’s premier phygital sports competitions.

Brazilian Phygital Basketball Champion — 2026

Led Great Team Brazil to victory in the 2026 Brazilian Phygital Basketball Championship, reinforcing the organization’s position among the leading phygital sports teams in Latin America.

Brazilian 3x3 Champion

Achieved national success with São Paulo DC 3x3, becoming Brazilian Champion in one of the country’s highest-level 3x3 basketball competitions.

University World Champion — UNIP

Won the University World Championship representing Universidade Paulista (UNIP), demonstrating success at the international university competition level.

Level of Competitiveness

André Ferros has competed across multiple high-performance basketball ecosystems: Traditional Brazilian elite basketball development, National-level professional basketball, Professional 3x3 basketball and International phygital sports competitions.

Digital Presence

Instagram: @andre.ferros3x3 and www.facebook.com/andreferros/

Player / Competition Links

Official FIBA 3x3 Platform

www.play.fiba3x3.com/players/0ee388e4-f5da-40e8-9e5a-45133ca122d4

Brazilian Basketball Confederation

www.cbb.com.br/selecao-masculina3x3/4/andre-ferros

www.lnb.com.br/atletas/andre-tadeu-de-oliveira-ferros/

www.agenciabrasil.ebc.com.br/esportes/noticia/2021-05/basquete-3x3-brasil-fica-perto-das-quartas-de-final-do-pre-olimpico

www.gov.br/esporte/pt-br/noticias-e-conteudos/esporte/brasil-encerra-participacao-nos-jogos-do-brics-com-50-medalhas-e-destaca-evolucao-esportiva

Overall, André Ferros combines elite basketball development, championship experience in traditional and 3x3 basketball, and international phygital competition achievements, making him one of Brazil's most versatile athletes within the emerging phygital sports ecosystem.

IV. DEJAN MAJSTORVIĆ – Serbian Basketball & 3x3 Legend Player Overview

Dejan Majstorović is one of the most accomplished and respected athletes in the history of international 3x3 basketball.

Born on April 22, 1988, in Stari Banovci, Serbia, Dejan built a legendary career representing Serbia in elite international competitions, becoming one of the defining figures of the modern FIBA 3x3 era.

Standing 200 cm (6'7"), he is internationally recognized for his leadership, elite basketball IQ, defensive versatility, physical presence, and consistency in high-level tournaments worldwide.

Throughout his career, Dejan has competed in official FIBA 3x3 World Tours, Challengers, Europe Cups, World Cups, and the Olympic Games, consistently ranking among the world's top players in the Open Men category.

According to the official FIBA 3x3 ranking system, he has accumulated more than 345,000 ranking points and remains among the most recognized Serbian athletes in 3x3 basketball.

Competitive / Professional Component

Experience in Official Competitions

Dejan Majstorović has more than a decade of elite-level international competition experience in official FIBA 3x3 tournaments and major global sporting events.

Main Competitions

Competition	Team / National Team	Result	Competition Level
Tokyo 2020 Olympic Games	Serbia National Team	Bronze Medal	Olympic Games
FIBA 3x3 World Cup	Serbia	Multiple medals	World Championship
FIBA 3x3 Europe Cup	Serbia	Multiple titles	Continental Championship
FIBA 3x3 World Tour	Novi Sad / Ub / Serbia teams	Multiple championships	Highest professional 3x3 circuit
FIBA 3x3 Challengers	Various Serbian professional teams	Multiple podium finishes	International elite level
Serbian National 3x3 Championships	Serbian clubs	Champion appearances	National elite competition

Quality of Results

Major Achievements

Olympic Bronze Medalist — Tokyo 2020

One of the greatest achievements of Dejan's career came at the 2020 Summer Olympics, where he represented Serbia in Men's 3x3 Basketball and won the Bronze Medal alongside: Dušan Domović Bulut, Mihailo Vasić and Aleksandar Ratkov.

Dominance in FIBA 3x3 World Tour Dejan became internationally famous through the legendary Serbian 3x3 dynasty led by Novi Sad teams, widely considered one of the greatest teams in 3x3 history.

He participated in numerous FIBA 3x3 World Tour Masters events across Europe, Asia, the Middle East, and North America, competing against the best professional teams in the world.

International Recognition

For many years, Dejan remained ranked among the top players globally in the official FIBA 3x3 ranking system and became one of the sport's most recognizable ambassadors.

Level of Competitiveness

Dejan competed at the absolute highest level of world 3x3 basketball.

The Serbian 3x3 system is internationally recognized as the strongest and most influential ecosystem in modern 3x3 basketball, producing many of the sport's greatest players and teams.

Dejan Majstorović played a central role in establishing Serbia as a global powerhouse in the discipline.

Player / Competition Links

www.pt.wikipedia.org/wiki/Dejan_Majstorović

www.play.fiba3x3.com/players/6473bce7-983a-4dfd-8bee-c020af7d3490

<https://www.youtube.com/watch?v=BXfys5Y1oeM>

www.olympics.com/en/athletes/dejan-majstorovic

www.basketball.eurobasket.com/player/Dejan-Majstorovic/138473

Instagram: @dejanmajstorovic

Overall, Dejan Majstorović is universally recognized as one of the pioneers and legends of modern professional 3x3 basketball, combining Olympic achievement, elite international performance, and long-term consistency at the highest competitive level in the sport.

V. ALEKSA VUJADINOVIĆ – 3X3 BASKETBALL RESUME

Player Overview

Aleksa Vujadinović is an excellent professional 3x3 basketball player from Montenegro, active in the Balkan regional 3x3 circuit and participating in official FIBA-affiliated tournaments organized through the 3x3 Montenegro system.

He has competed in multiple high-level regional tournaments featuring teams from Montenegro, Serbia, and Bosnia & Herzegovina, representing teams such as Shaolin, Bar 3x3, and Podgorica Kodio.

Competitive / Professional Component

Experience in Official Competitions

Aleksa Vujadinović has participated in officially organized 3x3 competitions under the 3x3 Montenegro / FIBA 3x3 structure, including Lite Quest tournaments and regional elite events. (3x3montenegro.me)

Main Competitions

Tournament	Team	Result	Competition Level
Portonovi 2k25 Lite Quest (2025)	Podgorica Kodio	Champion	International regional elite / FIBA-affiliated Lite Quest
Kolašin Open 2025	Bar 3x3	Champion	National elite tournament (Montenegro)
Portonovi 2k23 – 3x3 Montenegro LOB Tour	Shaolin	Champion	Regional professional 3x3 event
Multiple 3x3 Montenegro LOB Tour events	Various teams	Competitive appearances	Official Montenegro 3x3 circuit

Quality of Results

Major Achievements

Champion – Portonovi 2k25 Lite Quest

Representing Podgorica Kodio, Aleksa won the opening tournament of the 2025 Montenegro season. The victory secured qualification to the Orléans Challenger in France, an important pathway event in the international FIBA 3x3 ecosystem. (Meridian Sport Crna Gora)

Champion – Kolašin Open 2025

Won one of Montenegro’s largest domestic 3x3 tournaments, featuring 51 registered teams from across the country. (vijesti.me)

Champion – Portonovi 2k23

Won the prestigious opening event of the 3x3 Montenegro LOB Tour with team Shaolin. The tournament featured 28 participating teams and qualification stages before the final bracket. (vijesti.me)

Level of Competitiveness

Aleksa competes primarily in the Balkan 3x3 ecosystem, one of the strongest regions in world 3x3 basketball due to the dominance and historical success of Serbian and ex-Yugoslav basketball culture.

Competition Characteristics: FIBA 3x3 affiliated environment, Professional and semi-professional players, International participation from Balkan countries, Lite Quest tournaments linked to Challenger qualification, High-level streetball and professional hybrid format

The Portonovi Lite Quest events especially attract strong regional teams and serve as qualifying pathways toward larger European FIBA 3x3 Challenger tournaments. (Portonovi)

Player / Competition Links

www.fiba3x3.com/2024/fbf7f12a-4adb-4501-a9a9-abc1bfae76e6/teams/40c1c747-872a-47e9-8ce5-ee87138c3255/players/6473bce7-983a-4dfd-8bee-c020af7d3490

<https://youtu.be/qOrgNOEliFc>

www.fiba.basketball/en/news/top-seed-paris-aim-to-fly-french-flag-at-fiba-3x3-bordeaux-challenge-r-2024

www.basketball.eurobasket.com/player/Aleksa-Vujadinovic/498880

Posts collab with FIBA (profile with <700k followers)

<https://www.instagram.com/reel/DLP4yjHtiPN/?igsh=Z2pobGxuNGthMm52>

<https://www.instagram.com/reel/C9sj4lqtrcb/?igsh=cm9seGF2djltZWhk>

<https://www.instagram.com/reel/DLP4yjHtiPN/?igsh=Z2pobGxuNGthMm52>

<https://www.instagram.com/reel/DKCpi5TNYoX/?igsh=MWc3Z3lgYzV4djFsMg==>

4. SOCIAL MEDIA & DIGITAL AUDIENCE RESUME

Digital Presence Overview

Great Team Brazil has developed a growing and highly engaged digital presence focused on basketball, 3x3 basketball, esports, and phygital sports.

Through athlete-centered content, international competition participation, and strong community engagement, the organization has positioned itself as one of the emerging references in the Latin American phygital sports ecosystem.

Great Team Brazil's digital ecosystem combines:

- Professional basketball content
- Phygital sports competitions
- International tournament coverage
- High level Athletes
- Gaming and esports integration
- Community engagement

Audience and Metrics: Team / Club Audience Main Official Channels

Platform	Profile	Followers	Content Focus
Instagram	@R10team	20k	Phygital basketball, athletes, tournaments
Facebook	Great Team Brazil	29k	Phygital games, athletes, tournaments
YouTube	Greatteambr	17k	Matches
X / Twitter	@Greatteambr	4,6k	Competition updates and news

Combined Team Reach

- Total combined Team audience: 70k+

Player Audience

Great Team Brazil athletes also contribute significantly to the organization's total digital reach through their personal audiences and community engagement.



Featured Athletes Reach

Athlete	Instagram	Followers	Audience Focus
Juliano Armani Monteiro Silva	@juarmani5	4K+	Basketball & phygital
Matheus Bernardo Macedo Vicente	@maa7h	3K+	Basketball & gaming
André Ferros	@andre.ferros3x3	2,5k	Basketball & 3x3
Dejan Majstorović	@majstorovicdejan8	20k	International 3x3
Aleksa Vujadinović	@aleksavujadinovic24	25,3k	International 3x3

Combined Athlete Reach

- Total combined athlete audience: 50k+
- International audience exposure through Serbia, Brazil, Montenegro and global 3x3 basketball communities and crossover between sports and gaming audiences.

Activity and Engagement

Great Team Brazil maintains consistent content production and active audience interaction across social platforms.

Content Categories

- Competition highlights and Athlete training sessions
- Gaming and Rebound content
- International tournament participation
- Behind-the-scenes content, Lifestyle and basketball culture

Engagement Indicators:

- Last Collab post with @pichauoficial with 3M followers: reach 70k+ Jan28th 2026.

<https://www.instagram.com/p/DUDpQ69DqjA/?igsh=MTBhZml4aGpvNXRs>

- Posts about competition in Abu Dhabi and São Paulo

<https://www.instagram.com/reel/DSm11Q8DYAS/?igsh=MXVkOXdva2dlODFpeg==>

<https://www.instagram.com/p/DSkvKpFD3jd/?igsh=MWRtbnFiczBmN3VhMQ==>

https://www.instagram.com/reel/DT3aIYNj1_E/?igsh=cmt1aHltam5xMHBr

<https://www.instagram.com/p/DSkvKpFD3jd/?igsh=MWRtbnFiczBmN3VhMQ==>

- Posts about Phygital rules

<https://www.instagram.com/reel/DSIpCIKj41l/?igsh=MTd4bWt4dXgxMHpnbg==>

<https://www.instagram.com/reel/DRND4orDG58/?igsh=MWMycDc2c3ltaTRnbA==>

Audience Geography

Great Team Brazil’s audience is primarily concentrated in: Brazil, Serbia, Latin America, Europe (3x3 basketball audience), Gaming and esports communities worldwide

Main Audience Markets

Country / Region	Audience Characteristics
Brazil	Core basketball and gaming audience
Serbia	International 3x3 basketball audience
Latin America	Emerging phygital sports audience
Europe	FIBA 3x3 and esports community
Global	Basketball + gaming crossover audience

Brand Positioning

Great Team Brazil occupies a unique position at the intersection of:

- Basketball
- 3x3 Basketball
- Esports
- Phygital Sports
- Urban Culture
- Digital Entertainment

This positioning creates strong commercial potential for:

- Sponsorships
- International partnerships
- Gaming collaborations
- Sports technology brands
- Youth-focused campaigns

Key Digital Highlights

Organizational Highlights

- Brazilian Phygital Basketball participations from 2023 to the present.
- BRICS Games 2024 Bronze Medal representation
- International athlete roster, Olympic-level athlete participation
- Growing Latin American phygital sports brand, Strong hybrid sports and gaming identity

Official Social Media Links

Instagram

www.instagram.com/r10team

YouTube

www.youtube.com/@greatteambr

Facebook

<https://www.facebook.com/greatteambrasil>

Twitter

<https://x.com/greatteambr?s=21>

5. MARKETING & PROMOTIONAL PLAN

Promotional Value Overview

Great Team Brazil is prepared to execute a comprehensive promotional and content strategy focused on maximizing visibility for the competition, sponsors, organizers, athletes, and the phygital sports ecosystem.

The organization combines the audiences and production capabilities of:

- Great Team Brazil
- Sponsor partners
- Professional athletes
- Media partners
- Influencers, Gaming and basketball communities

This integrated ecosystem allows the team to deliver strong organic reach, sponsored campaigns, and high-engagement multimedia content before, during, and after the competition.

Combined Promotional Reach

Partner & Media Ecosystem

Organization / Partner	Platform Reach
Great Team Brazil	70K+
Pichau	3M+
Phygital Games Brasil	10K+
Team Athletes Combined Audience	50K+
PlayTV	205K+

Total Estimated Promotional Reach

- More than 3.3 million combined followers and viewers
- Reach concentrated in:
 - o Brazil, Latin America, Basketball communities
 - o Gaming and esports audiences, Gen Z and young adult audiences
 - o Urban sports communities

Content Creation and Promotion

Organic Content Strategy

The team will produce continuous organic content covering:

- Tournament preparation
- Team journey
- Athlete storytelling
- Matchday experience
- Behind-the-scenes coverage
- Training sessions
- Travel and cultural content
- Competition highlights
- Daily event coverage, game and interviews.

Main Organic Formats

Format	Description
Behind-the-scenes (“Bastidores”)	Team routine, travel, preparation
Athlete Interviews	Players, coaching staff, organizers
Training Sessions	Physical and digital training
Match Highlights	Best plays and moments
Match Recaps	Post-game analysis and summaries
Live Content	Instagram Lives, streaming moments
Short-form Videos	Reels, TikToks, Shorts
Phygital Educational Content	Explaining the sport and format
Fan Engagement Content	Q&A, reactions, interactive posts

Sponsored Content Strategy

In partnership with sponsors and organizers, Great Team Brazil is prepared to produce sponsored and co-branded content campaigns.

Sponsored Deliverables

- Sponsor integration in social posts
- Branded videos and reels
- Joint promotional campaigns
- Product placement
- Interviews
- Partner activations
- Collaborative posts
- Event promotion campaigns

Promotional Resources

Production Structure

Great Team Brazil is prepared to invest and allocate resources for:

- Professional video editors, graphic designers and social media managers
- Content creators, influencers and ambassadors.
- Streaming and live coverage support with Phygital Brasil and PlayTV.

Key Ambassadors & Influencers

At this stage, it is not yet possible to officially confirm which ambassadors, influencers, or public figures will be involved in the project, as their participation depends directly on the official confirmation of the team's participation in the event.

However, once the project is confirmed, we will be able to activate and work with several relevant personalities connected to the Brazilian basketball, 3x3, entertainment, and phygital sports scenes, including potential collaborations with recognized athletes, digital creators, and strategic partners already connected to our network.

List of Brazilian Basketball influencers:

- @_dunkboy_ - 146k Instagram
- @felipemotta13 – 1,3M Instagram
- @mazzola – 2,1M Instagram
- @ogballerbr – 80k Instagram
- @noquickdo3x3 – 13,5K Instagram
- @willmoreiracost – 6k Instagram
- @bert13r – 14,3k Instagram

Media & Partners

- PlayTV
- Phygital Games Brasil
- To Be Confirmed: Pichau

Readiness for Joint Activations

Great Team Brazil confirms full readiness to collaborate with organizers and commercial partners throughout the event.

The team is available for:

- Official media activities
- Promotional campaigns
- Sponsor activations
- Interviews and press conferences
- Live broadcasts
- Community engagement actions
- Social media collaborations
- Content creation requested by organizers

Participation in Promotional

Activities Planned Promotional

Activities

Event Coverage

- Daily competition coverage and Matchday content
- Live updates and Highlight clips

Educational & Institutional Content

- Content explaining phygital sports
- Basketball and esports integration
- International audience engagement

Humanized Content

- Athlete stories and Team culture
- Emotional moments and Fan interaction

Technical & Performance Content

- Physical and digital training sessions
- Tactical preparation and Recovery routines



Media Content

- Interviews with athletes and staff
- Press appearances, Partner collaborations, Podcast and livestream participation

Strategic Promotional Positioning

Great Team Brazil operates at the intersection of:

- Basketball
- 3x3 Basketball
- Gaming
- Esports
- Digital entertainment
- Youth culture
- Urban sports

This positioning creates strong promotional and commercial value for:

- International organizers
- Sponsors
- Technology companies
- Gaming brands
- Sportswear companies
- Media partners
- Youth-focused campaigns

Final Statement

Great Team Brazil is fully committed to supporting the promotion and global visibility of the competition through coordinated content production, athlete engagement, sponsor collaboration, and continuous interaction with basketball, gaming, and phygital sports audiences worldwide.

6. COMMERCIAL CAPABILITIES & COMMERCIAL VALUE

Commercial Value Overview

Great Team Brazil combines professional basketball, 3x3 basketball, esports, and digital entertainment to create a highly marketable platform positioned within the rapidly growing global phygital sports ecosystem.

The organization offers strong commercial potential through:

- International athlete visibility
- Multi-platform digital reach

- High-engagement sports and gaming audiences
- Elite basketball and esports integration
- Strong sponsor integration capabilities
- Content production infrastructure
- International promotional partnerships

With Olympic-level athletes, national champions, media partners, and gaming-focused sponsors, Great Team Brazil is prepared to deliver commercial value both regionally and internationally.

Ability to Generate Commercial Value

Great Team Brazil operates at the intersection of:

- Basketball, 3x3 Basketball
- Gaming, Esports, Digital culture
- Youth entertainment and Urban sports

This positioning creates strong commercial opportunities for:

- Technology brands
- Gaming companies
- Sportswear brands
- Beverage and lifestyle brands
- Media and streaming platforms
- Telecommunications companies
- Hardware and peripheral companies
- Youth-oriented campaigns

Experience Working with Sponsors

Great Team Brazil and its athletes already have experience collaborating with sponsors, media partners, and institutional organizations within sports, gaming, and entertainment.

Partnership Cases

Pichau

One of Brazil's largest gaming and technology brands, supporting the ecosystem through audience amplification, gaming community engagement, and digital promotion.

PlayTV

Media partnership supporting visibility through gaming, esports, entertainment, and sports-oriented audiences.

Phygital Games Brasil

Strategic institutional collaboration supporting the development and promotion of phygital sports within Brazil.

Athlete Sponsorship & Media Experience

Athletes within Great Team Brazil have experience participating in:

- Sponsored campaigns
- Interviews
- Commercial activations
- Brand collaborations
- International sports events
- Digital media productions

Readiness to Participate in GOTF Partner Activations

Great Team Brazil confirms full readiness to support and participate in official GOTF partner activations before, during, and after the competition.

The organization is prepared to collaborate in:

- Sponsor campaigns, Media appearances, Commercial shoots
- Social media activations, Brand integration content, Livestream collaborations
- Community engagement activities, Press and promotional events.

Assessment of Value for the Organizers

Great Team Brazil can generate significant value for competition organizers through:

International Visibility

- Olympic athlete participation
- International 3x3 basketball recognition
- Cross-market exposure between Brazil and Europe

Youth & Digital Audience Reach

- Strong appeal among young digital-native audiences
- Gaming + sports crossover engagement
- Organic social media interaction

Commercial & Sponsorship Synergy

- Sponsor-friendly ecosystem
- Strong integration capabilities
- Experience with gaming and technology brands
- Readiness for collaborative campaigns

Promotion of Phygital Sports

- Educational and institutional content
- Promotion of the phygital sports concept
- Long-term audience development

Strategic Commercial Positioning

Great Team Brazil represents a unique commercial asset within the international phygital sports ecosystem due to its ability to combine:

- Elite sports performance
- Digital entertainment
- Gaming culture
- International athletes
- Content creation
- Youth audience engagement
- Sponsor integration

This multidisciplinary ecosystem positions the organization as a valuable promotional and commercial partner for international competitions and global brands.

7. DRIVE WITH PHOTOS AND VIDEOS:

<https://drive.google.com/drive/folders/1b0GRCixo7DCnRbcu5TuaktBDPFFsqOqm?usp=sharing>

8. WHY BRAZIL MATTERS

Brazil is one of the largest gaming and digital entertainment markets in the world, with a rapidly growing basketball, 3x3, and esports community. In recent years, the Brazilian phygital ecosystem has already organized national competitions, developed athletes, and created consistent engagement around phygital sports.

Maintaining Brazilian participation in international competitions such as GOTF26 helps preserve the continuity of this development process and contributes to the expansion of the phygital ecosystem throughout Latin America.

Through Great Team Brazil and Phygital Games Brasil, the project aims to continue supporting athlete development, content creation, community engagement, and future phygital initiatives in the region.

Moacyr Alves
CEO Phygital Brasil Ltda