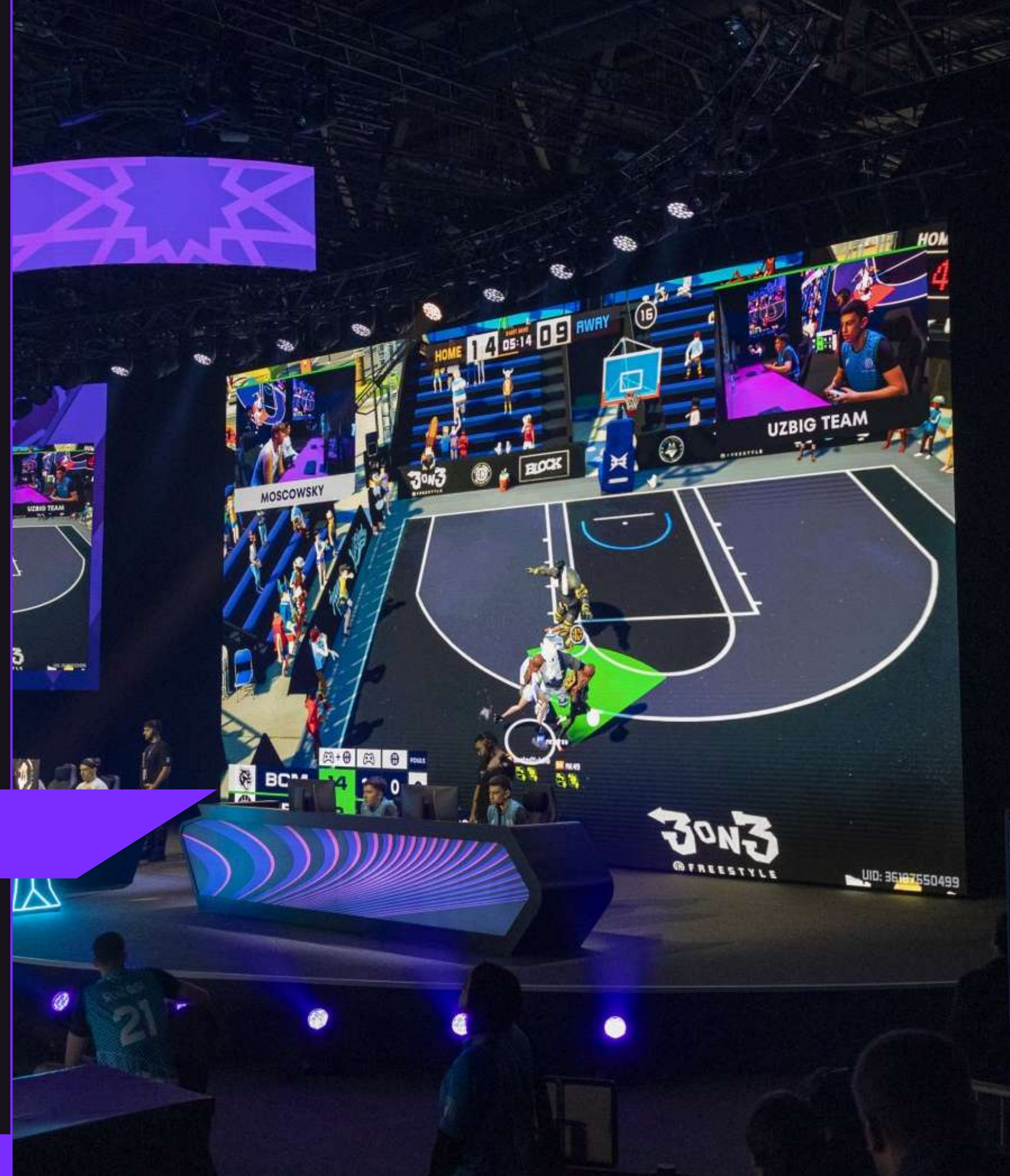


PHYGITAL SERBIA BASKETBALL APPLICATION GOTF 2026

ONE IDENTITY. LIMITLESS COMPETITION



TEAM IDENTITY & PHYGITAL CONCEPT

NEW ORDER is a Serbian phygital basketball team built around elite international 3x3 experience, championship pedigree, and modern basketball adaptability.

The roster combines players with proven success across the highest levels of FIBA 3x3 competition, professional basketball systems, international tournaments, and global basketball organizations – creating a team profile designed for the future of hybrid sports competition. Led by players with World Tour Masters titles, international club experience, national team appearances, and strong recognition within the global 3x3 ecosystem, NEW ORDER represents a balance between competitive excellence, entertainment value, and modern sports culture.

The team philosophy is based on:

- Elite-level competitive mentality
- Fast-paced modern basketball identity
- International 3x3 pedigree
- Adaptability across physical and digital competition formats
- Strong audience and event engagement potential
- Professional athlete representation

NEW ORDER reflects the core vision of Games of the Future – merging traditional sport competitiveness with the modern phygital entertainment ecosystem.



TEAM HIGHLIGHTS

- FIBA 3x3 World Tour experience
- Multiple WT Masters titles
- International professional basketball pedigree
- Elite 3x3 competitive background
- Strong phygital and media potential

DUSAN DOMOVIC - BULUT



GLOBAL 3X3 BASKETBALL ICON

Dušan Domović Bulut is widely recognized as one of the greatest and most influential 3x3 basketball players in history.

As the face of modern professional 3x3 basketball, Bulut helped transform the sport into a global phenomenon through his dominance on the FIBA 3x3 World Tour, international championships, Olympic appearances, and worldwide recognition.

Known globally as “Mr. Bullutproof”, he built an elite legacy through championship success, leadership, entertainment value, and international visibility – becoming one of the defining athletes of the modern 3x3 era.

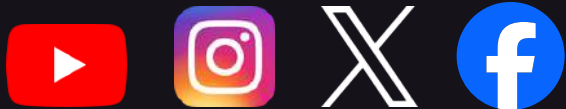
CAREER HIGHLIGHTS

- 4x FIBA 3x3 World Tour Champion (2014, 2015, 2018, 2019)
- 4x FIBA 3x3 World Cup Champion with Serbia (2012, 2016, 2017, 2018)
- Olympic Bronze Medalist – Tokyo 2020
- 2x FIBA 3x3 World Tour MVP (2015, 2018)
- 2x FIBA 3x3 World Cup MVP (2016, 2018)
- Former FIBA 3x3 World No.1 Player
- Leader of the Legendary Novi Sad 3x3 dynasty
- BIG3 League record holder
- One of the most recognizable athletes in global 3x3 basketball

TEAMS REPRESENTED

- Novi Sad AL Wahda
- Serbia National 3x3 Team
- Power (BIG3 League)
- Triplets (BIG3 League)
- ALiens (BIG3 League)
- 3's Company (BIG3 League)

OFFICIAL LINKS



COMPETITIVE VALUE & INTERNATIONAL LEGACY



ELITE INTERNATIONAL 3X3 COMPETITOR

Dušan Domović Bulut is considered one of the most successful and dominant players in the history of professional 3x3 basketball.

Throughout his career, he competed and won on the highest international level, helping define the global growth of FIBA 3x3 basketball through championship performances, leadership, and elite consistency over multiple competitive eras.

INTERNATIONAL ACHIEVEMENTS

- FIBA 3x3 World Cup Champion – 2012 (Greece)
- FIBA 3x3 World Cup Champion – 2016 (China)
- FIBA 3x3 World Cup Champion – 2017
- FIBA 3x3 World Cup Silver Medalist – 2014 (Russia)
- Olympic Bronze Medalist – Tokyo 2020
- Represented Serbia at the first Olympic 3x3 basketball tournament

INDIVIDUAL AWARDS

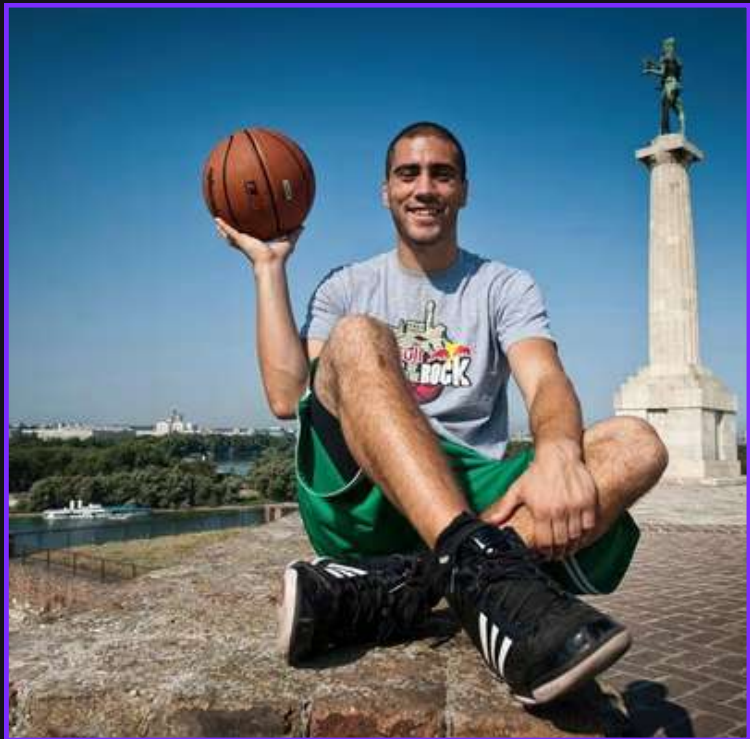
- FIBA 3x3 World Cup MVP – 2016, 2018
- European 3x3 Championship MVP – 2018
- FIBA 3x3 World Cup Team of the Tournament – 2016, 2017, 2018
- European Championship Team of the Tournament – 2018
- Best Scorer of the Serbian Second Basketball League – 2015
- Braća Karić Award Winner – 2022

Competitive Evaluation: 15/15
International Top Level

OFFICIAL LINKS



AUDIENCE, PROMOTIONAL & PHYGITAL VALUE



GLOBAL AUDIENCE & MODERN ATHLETE PROFILE

His combination of competitive success, entertainment value, recognizable branding, and global basketball influence makes him an ideal ambassador for phygital basketball and modern hybrid sports competitions.

AUDIENCE & REACH

- Social Media Presence
- Instagram – 58,8K+ followers
 - Facebook – 31K+ followers
 - YouTube – 9,28K+ followers
 - Twitter (X) – 6,7K+ followers
 - International basketball audience across digital platforms
 - Strong global visibility within the 3x3 ecosystem

Audience Evaluation: 28/30

PROMOTIONAL VALUE

- One of the most recognizable faces in global 3x3 basketball
- Official Red Bull athlete and international basketball ambassador
- Strong media adaptability and entertainment value
- Featured by international basketball and sports media
- Strong ambassador potential for phygital basketball

Promotional Evaluation: 20/20

COMMERCIAL VALUE

- High-value athlete for sponsor and brand integrations
- Proven international marketing appeal
- Valuable for tournaments, events, and global campaigns

Commercial Evaluation: 10/10

OFFICIAL LINKS



MARKO DUGOSIJA



ELITE INTERNATIONAL 3X3 ATHLETE

Marko Dugošija is one of the most accomplished Serbian 3x3 basketball players, recognized for his international success, championship pedigree, and long-term presence on the professional FIBA 3x3 circuit.

Throughout his career, he represented some of the strongest organizations in world 3x3 basketball, including Novi Sad AL Wahda, Zemun, Ulaanbaatar, Yokohama, and Doha.

He is the only player in the world to win three FIBA 3x3 World Tour Masters titles with three different teams .

KEY ACHIEVEMENTS

- FIBA 3x3 World Tour Masters Champion – Beijing 2016 (Novi Sad AL Wahda)
- FIBA 3x3 World Tour Masters Champion – Beijing 2017 (Zemun)
- FIBA 3x3 World Tour Masters Champion – Shanghai 2023 (Ulaanbaatar)
- The only player in the world with WT Masters titles won with 3 different teams
- Red Bull Reign 3x3 World Champion with Serbia – Rome 2021
- Winner of 7 FIBA 3x3 Challenger tournaments with Zemun
- Serbian National Champion
- Participant at the European Games Minsk 2019 with the Serbian National Team (5th place)

TEAMS REPRESENTED

- Novi Sad AL Wahda
- Zemun
- Yokohama
- Ulaanbaatar
- Doha

OFFICIAL LINKS



3x3WT

PHYGITAL VALUE & PLAYER IMPACT



COMPETITIVE VALUE

- Elite international 3x3 pedigree
- Experience competing on the highest FIBA 3x3 level
- Multiple World Tour Masters titles
- Championship mentality and leadership experience
- Proven success across multiple international organizations

Competitive Evaluation: 15/15
International Top Level

SOCIAL REACH

- Active basketball audience and regional recognition
- Strong visibility within the international 3x3 community
- Social media presence through tournaments, events, and basketball content
- Recognizable player within FIBA 3x3 ecosystem

Audience Evaluation: 18/30

PROMOTIONAL VALUE

- Strong ambassador potential for phygital basketball
- Media-friendly athlete profile
- Recognizable international basketball background
- Suitable for live event appearances and activations
- Professional presentation and team representation

Promotional Evaluation: 16/20

COMMERCIAL VALUE

- Valuable for basketball and sportswear partnerships
- Strong event activation potential
- Suitable for sponsor integrations and branded tournaments
- International player credibility increases partnership value

Commercial Evaluation: 8/10

MARKO ILIC



PROFESSIONAL BASKETBALL & 3X3 ATHLETE

Marko Ilić is a Serbian professional basketball player with experience across both traditional 5x5 basketball and the international 3x3 basketball scene.

Throughout his career, he competed for multiple professional organizations in Serbia, Lithuania, and France

In recent years, Marko expanded into the professional 3x3 ecosystem, participating in international tournaments, FIBA 3x3 events, and regional elite competitions – combining traditional basketball fundamentals with the fast-paced modern 3x3 format.

KEY ACHIEVEMENTS

- Participant in FIBA 3x3 World Tour 2025 events
- MVP of BG 3x3 League
- Competitor at 3x3 Grand Series – Thessaloniki Quest 2024
- Participant at Sirius Cup 2024 (Russia)
- Participant at 3x3 Lopare 2023 (Bosnia & Herzegovina)
- Professional international basketball experience in Serbia, France, and Lithuania

TEAMS REPRESENTED

OFFICIAL LINKS

5x5 Basketball

- | | |
|------------------------------|------------------|
| · Mladost Zemun | · Agen (France) |
| · Partizan | · OKK Beograd |
| · Vizura | · Smederevo |
| · Radnički BG | · Tamiš |
| · Wolves Vilnius (Lithuania) | · OKK Novi Pazar |
| · BC Nord Ardeche (France) | · Radnički KG |
| | · Metalac |
| | · Loznica |

3x3 Basketball

- Voždovac
- Užice



PHYGITAL VALUE & PLAYER IMPACT



COMPETITIVE VALUE

- Professional basketball experience across multiple international clubs
- Experience in both 5x5 and 3x3 basketball systems
- Participation in international FIBA 3x3 tournaments
- Strong basketball fundamentals and competitive adaptability
- Experience performing in different basketball environments and leagues

Competitive Evaluation: 12/15
National / International Professional Level

SOCIAL REACH

- Active basketball audience and regional recognition
- Visibility through professional basketball and 3x3 events
- Social media basketball presence and community engagement
- Recognizable athlete within regional basketball ecosystem

Audience Evaluation: 16/30

PROMOTIONAL VALUE

- Strong potential for phygital basketball representation
- Professional athlete presentation and communication skills
- International basketball background increases media adaptability
- Suitable for basketball events, activations, and live appearances

Promotional Evaluation: 15/20

COMMERCIAL VALUE

- Suitable for sportswear and basketball partnerships
- Valuable for regional basketball promotions and tournaments
- Experience across international clubs increases brand credibility
- Potential for event and sponsor integrations

Commercial Evaluation: 7/10

NEMANJA BLAZIC - TRICKY



GLOBAL FREESTYLE BASKETBALL PERFORMER & CONTENT CREATOR

Nemanja "Tricky" Blažić is one of the world's most recognizable freestyle basketball athletes, internationally known for his performances, digital content, and basketball entertainment projects.

Over the past decade, he has built a global reputation through live events, media appearances, international tours, and collaborations with leading brands, becoming one of the most influential basketball entertainers from Southeast Europe.

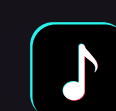
CAREER HIGHLIGHTS

- 2x Guinness World Record Holder
- Record Holder – Most Basketball Under-the-Leg Tumbles in One Minute
- Record Holder – Most Behind-the-Head Basketball Bounces in 30 Seconds
- International Freestyle Basketball Performer
- Long-Term Red Bull Athlete
- Global Basketball Content Creator
- International Event Host & Basketball Ambassador
- Performed Across Europe, Asia, North America, and the Middle East

OFFICIAL LINKS



Red Bull



nova.rs Danas

COMPETITIVE, AUDIENCE & PROMOTIONAL VALUE



COMPETITIVE VALUE

Nemanja "Tricky" Blažić has spent more than a decade competing and performing at the highest level of freestyle basketball, representing Serbia at international events, showcases, and basketball competitions worldwide.

As a two-time Guinness World Record holder and one of the most recognized freestyle basketball athletes in Europe.

COMPETITIVE EVALUATION: 12/15
NATIONAL / INTERNATIONAL PROFESSIONAL LEVEL

AUDIENCE & REACH

- Instagram audience - 369K Followers
- TikTok audience - 295K Followers
- YouTube channel - 401K Followers
- International media exposure
- Global basketball community recognition
- Strong youth audience engagement

AUDIENCE EVALUATION: 28/30

PROMOTIONAL VALUE

- Long-term Red Bull Athlete
- Highly recognizable basketball personality
- Proven content creator
- Strong media presence
- Excellent ambassador for phygital sports

PROMOTIONAL EVALUATION: 20/20

COMMERCIAL & ENTERTAINMENT VALUE



COMMERCIAL VALUE

Tricky's profile extends beyond competition, providing unique value through entertainment, content creation, sponsor visibility, and audience engagement. His ability to combine basketball skills with digital storytelling makes him an ideal representative for Games of the Future and phygital sports initiatives.

COMMERCIAL HIGHLIGHTS

- Red Bull Partnership
- International Brand Collaborations
- Live Event Experience
- Social Media Content Creation
- Community Engagement
- Youth Audience Appeal
- Global Basketball Recognition

ENTERTAINMENT VALUE

- Live Show Experience
- Basketball Performance Specialist
- Event Activation Expertise
- Fan Interaction & Engagement

COMMERCIAL EVALUATION: 10/10

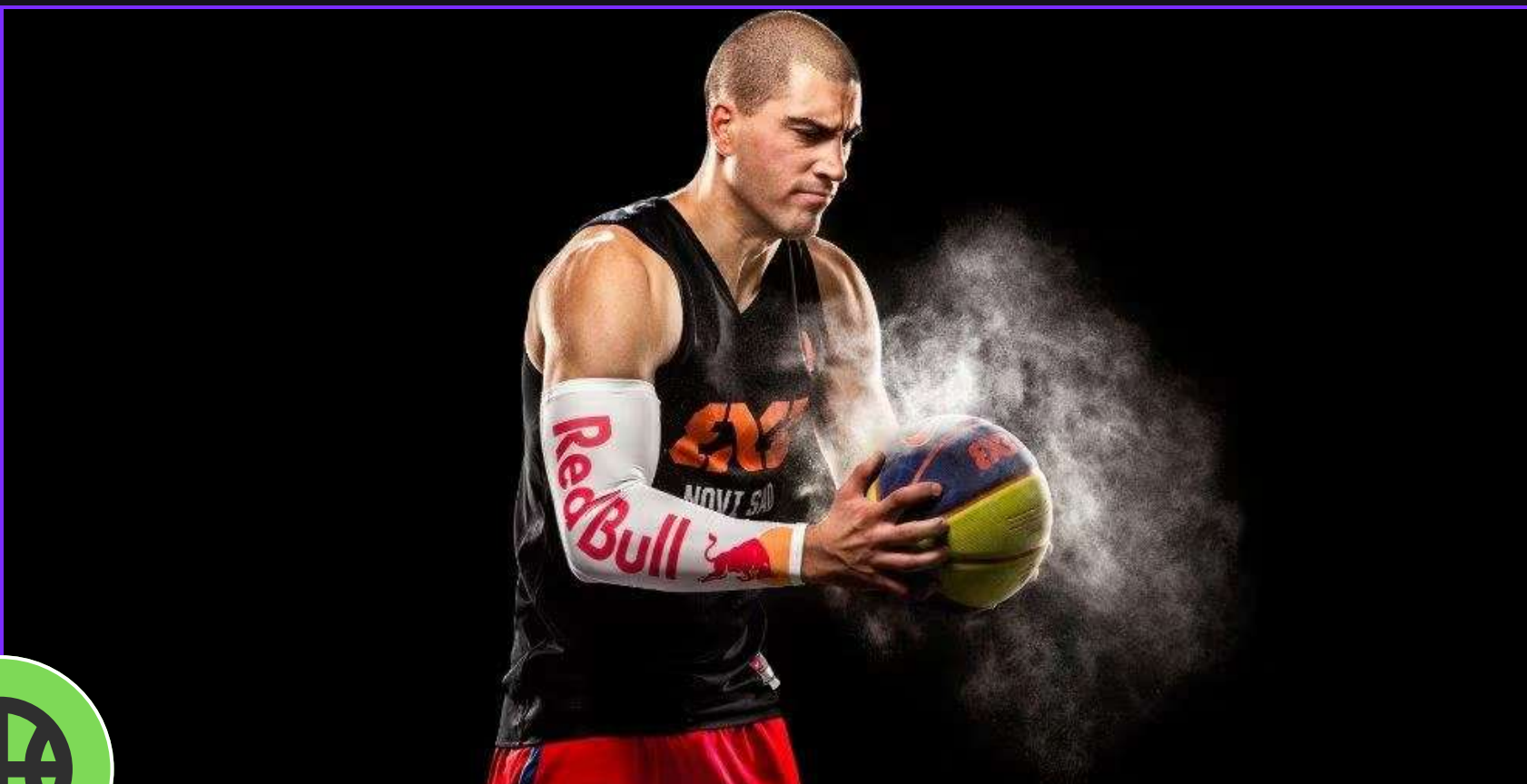
CONTENT EXAMPLES

<https://www.instagram.com/reel/DY9epdooGzt/?igsh=NXBoNjZwbnRtMzZ5>
<https://www.instagram.com/reel/DYe0nzmoGTY/?igsh=MXhibDBoeWhLdjJyYg==>
<https://www.instagram.com/reel/DYcRxa-I2V5/?igsh=NjFLazEydHYwOWE2>
<https://www.instagram.com/reel/DXrcpEEiL1M/?igsh=aG1kc2Q2dzc0ZTd1>
<https://www.instagram.com/reel/DTQE-dgCLjP/?igsh=MTh0d3N1djhuY2ViZA==>
<https://www.instagram.com/reel/DRUR4lsCPSY/?igsh=MTh1NXYxYnJsa2LkaA==>

WHY THIS TEAM FITS PHYGITAL BASKETBALL

NEW ORDER combines elite 3x3 talent, championship experience, and sports entertainment value to create a roster built for phygital basketball.

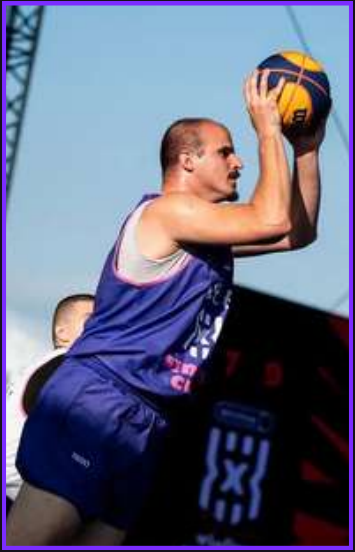
The team brings together international titles, audience engagement, content creation expertise, and global basketball recognition.



TEAM STRENGTHS

- FIBA 3x3 World Tour Champions & Veterans
- Multiple International Titles & Major Event Experience
- Elite Competitive & Championship Mindset
- Global Sports Entertainment Presence
- Strong Audience & Media Reach
- Proven Content Creation & Brand Activation Capability
- International Basketball Credibility
- Built for the Future of Phygital Basketball

CONTENT & PROMOTIONAL PLAN



KEY DELIVERABLES

- GOTF Promotion
- Partner & Sponsor Activations
- Social Media Campaigns
- Video & Photo Content
- Media Appearances
- Community Engagement
- Phygital Sports Advocacy
- Event Branding Integration

SUPPORTING THE GROWTH OF GAMES OF THE FUTURE

NEW ORDER is committed to promoting Games of the Future and collaborating with official partners through coordinated content creation, media appearances, and fan engagement before, during, and after the event.

BEFORE THE EVENT

- Team and roster announcement content
- Social media promotion of Games of the Future
- Awareness campaigns featuring official GOTF partners and sponsors
- Team preparation and behind-the-scenes content
- Community engagement and event awareness initiatives

DURING THE EVENT

- Daily event coverage across player and team channels
- Event-focused photo and video content
- Promotion of official GOTF partners and sponsor activations
- Interviews, media appearances, and branded content opportunities
- Fan engagement activities and community interaction

AFTER THE EVENT

- Event recap and highlight content
- Behind-the-scenes coverage and player stories
- Sponsor and partner acknowledgements
- Continued visibility for official GOTF partners
- Follow-up campaigns supporting phygital sports initiatives

PLAYER COMMITMENT

ALL players are fully committed to actively promoting Games of the Future and collaborating with official GOTF partners and sponsors before, during, and after the event through social media content, media appearances, fan engagement activities, and partner activations.

OFFICIAL LINKS



NEMANJA BLAZIC - TRICKY

<https://www.instagram.com/thetricky10?igsh=MXE2YzBuZGw0aGtjag==>

<https://www.facebook.com/nemanja.t.blazic/>

https://www.tiktok.com/@thetricky10?_r=1&_t=ZS-96xnzWcLQD1

<https://youtube.com/@thetricky10?si=ALgCvFyt0YLBD71X>

<https://www.redbull.com/rs-sr/nemanja-tricky-bla%C5%BEi%C4%87-fristajl-ko%C5%A1arka%C5%A1>

<https://nova.rs/podcast/nemanja-blazic-tricky-iskrena-prica-od-malog-basketasa-iz-kikinde-do-ginisa/>

<https://www.danas.rs/tag/nemanja-tricky-blazic/>

<https://www.famousbirthdays.com/people/nemanja-blazic.html>

DUSAN DOMOVIC - BULUT

https://en.wikipedia.org/wiki/Du%C5%A1an_Bulut

<https://www.instagram.com/dusan.bulut/>

<https://www.facebook.com/Mr.Bullutproof/>

<https://x.com/mrbullutproof>

<https://www.youtube.com/watch?v=I8jM-zmsd1s>

<https://big3.com/?s=bulut>

<https://play.fiba3x3.com/players/b8957470-db27-4b3c-aa5d-3035ca2c86e6/activity>

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

<https://www.redbull.com/rs-sr/athlete/du%C5%A1an-domovi%C4%87-bulut>

MARKO DUGOSIJA

https://www.instagram.com/dugi_5?utm_source=q&utm_medium=share_sheet

<https://play.fiba3x3.com/players/04fd0dfc-84f9-44b7-b206-243b992a7f78>

<https://worldtour.fiba3x3.com/2025/teams/7f935fc2-3105-4a7f-a63d-22732d5f25ac/players/04fd0dfc-84f9-44b7-b206-243b992a7f78>

MARKO ILIC

https://www.instagram.com/p/Cy_CvUt6Gq/

<https://play.fiba3x3.com/players/3dfe39ee-8baa-4500-ad27-a5696b854e1f>

<https://worldtour.fiba3x3.com/2025/teams/00b1025b-9ea2-44dd-9d7a-0285e2a7e031>

<https://www.facebook.com/BCNordArdeche/posts/portrait-de-joueur-marko-iliccourt-%20sidewhere-do-you-come-fromi-came-from-belgrad/995850863836704/>