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DUE DILIGENCE
Adult Playground

20 March 2024



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KEY RISK INDICATORS	YES/NO/NOT APPLICABLE	SCORE
Does the project have a well-defined use case or utility?	Yes	4/4
Are there any references to the company in business directories, commercial databases, official announcements, or similar sources of business information for the relevant sector(s)?	No	0/5
Is the list of shareholders/investors publicly disclosed?	No	0/5
Is the corporate structure unorthodox or unduly complex?	N/A	N/A
Is there an offshore element in the corporate structure?	N/A	N/A
Are the company's financial returns available from online research?	N/A	N/A
Is the company making a loss?	N/A	N/A
Are the assets of the company publicly disclosed?	No	0/10
Have the company and its critical individuals a proven track record of developing successful projects?	N/A	N/A
Have the company and its critical individuals been mentioned in the media about illegal business practices or any negative or controversial context?	No	5/10
Is there any evidence that the company and its critical individuals have been involved in litigation?	No	5/10
Is there any evidence that the company and its critical individuals are listed on blacklists?	No	5/10
Is there any evidence that the company and its critical individuals have been involved in credit or bankruptcy issues?	No	5/10
OVERALL RISK ASSESSMENT & TOTAL SCORE	HIGH	24/100



EXECUTIVE SUMMARY

Adult Playground – ADULT – is an equity token using Ethereum technology for a project of the same name. Launched in **August 2023**, it offers **virtual pornographic experiences** combining Blockchain, Metaverse, and AI technologies.

More specifically to the Blockchain, the project facilitates adult entertainers to create NFTs and virtual content, such as virtual representations of themselves, enabling users to interact with them sexually. It has a market capitalization of USD 1.12 million and 0.00 ETH in liquidity.

The project's structure, as indicated in its whitepaper, is defined between four groups: Founders, Advisors, Designers, and Developers. Its Founders are reportedly **Brandon "Chi" Hayes** and **Sam "Lambo" Cage**. Of note, **their background exhibits a deceptive nature as, no relevant information was identified for them and none could be verified.**

According to our review, Adult Playground benefits from a neutral reputation, essentially via its social media, Telegram, and Twitter ('X'). You may note that several troubleshoot comments have been addressed by users on Twitter, to which the project has responded and resolved promptly. Moreover, all comments on the project's account seem to have been organically generated.

According to our review, Adult Playground and its reported management team have not been involved in any civil or criminal litigation.

We can also confirm that they have not been featured on anti-money laundering lists, debarment lists, prohibitive lists, or international sanctions.

Based on the above elements, Athena Intelligence has assessed Adult Playground as a **high risk**.



PROFILE

Launched on 28 August 2023, Adult Playground is an equity token reportedly introducing the Metaverse, Blockchain, and AI technology to the adult industry. The project's concept revolves around a proprietary 'Metaversal' private club enabling users and professional models to engage in virtual sexual relationships. The token ADULT the project offers acts as a dividend distribution for investors. Adult Playground also enables content creators to generate sexual-themed NFTs.

Adult Playground's roadmap indicates that the project is developing and seeking industry approval from influencers and PR collaborators. The project is expected to be fully operational by Q1 2024.¹

Of note, several entities registered as Adult Playground, founded in 2022 in the USA, were identified without any correlation to the project.

Regarding tokenomics, ADULT is an ERC20 token powered by Ethereum with a maximum circulating supply of 100,000,000 ADULT tokens. At the time of writing, ADULT's coin price is USD 0.01, with a market capitalization of USD 1.16 million. You may note that the contract address is 0x565d3902d6A5A2D5CE28ff427423E88933334DD2.

Although we note that ownership was renounced by the creator of ADULT's smart contract, the project has two holders with many tokens, 9.4% and 7.7%, the rest below 3%. Furthermore, as stated on the project's whitepaper, only 1% of trading volume will be distributed upon launch.²

Reportedly, the project will offer a "revenue-sharing" model for token holders. This will consist of an automated dividend tracking of smart contracts for each holder, enabling a fair distribution based on token quantity and duration held.

¹ adultplayground.gitbook.io/docs

² adultplayground.gitbook.io/docs/earn/token-holder-incentives



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You may also note that the Adult Playground’s revenue stream focuses on monthly membership fees, ranging from USD 10 to USD 100. The membership will offer different privileges and access within the project’s Metaverse.

MANAGEMENT PROFILE

Brandon “Chi” Hayes – Co-Founder

US national Brandon Hayes is the Co-Founder of Adult Playground and reportedly resides in Miami, Florida.

Limited information exists about Mr. Hayes's background, and none of it could be verified, prompting concerns about the authenticity of his social media profile. Prior to his involvement with Adult Playground, he purportedly served as a Financial Analyst at Loyola University Medical Center from 2016 to 2019³. Additionally, he claims to have graduated from the University of Memphis with a Bachelor of Business Administration in Accounting and Finance. Notably, Mr. Hayes has a relatively modest network on his LinkedIn profile, boasting only 130 connections.

You may also note that Mr. Hayes posts videos of himself discussing the project’s business strategy on Adult Playground’s Twitter account.⁴

Sam “Lambo” Cage – Co-Founder

Mr. Cage is reportedly the Co-Founder of Adult Playground.⁵

There is no information regarding his background and experience. Moreover, he also claims, as Brandon Hayes, to be a University of Memphis alumni. It is also worth mentioning that Mr. Cage’s has only 1 LinkedIn connection, also raising concerns about the authenticity of his social media profile.

³ [linkedin.com/in/brandonaalexanderhayes](https://www.linkedin.com/in/brandonaalexanderhayes)

⁴ twitter.com/APClubMain/status/1715870235281215762

⁵ adultplayground.gitbook.io/docs/business/team/founders



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Anthony “Mr.Dip” Francis – Advisor

Anthony Francis has been recruited as an Advisor for the project upon its launch.

He has an odd background as a Strategic Advisor for 11 projects in the GameFi industry. Moreover, his first experience started in August 2021.⁶

Melanie “Croissant” D. – Advisor

Melanie D. has been recruited as an Advisor for the project upon its launch and shares similar experiences with Anthony Francis, having worked in the same firms during the same time. Her first reported experience was also in August 2021.⁷

Coach K – Advisor

Coach K, a crypto YouTube influencer, is reportedly an Advisor for Adult Playground. No information is available regarding his background. Notably, he has almost 40,000 YouTube subscribers, totaling 1.2 million views.⁸

Other unidentified Advisors

According to Adult Playground’s whitepaper, the project includes Advisors 0xEly⁹ and Drae Drae¹⁰. No relevant information was identified for them, and there was no evidence of involvement in the project.

⁶ [linkedin.com/in/themrdip/details/experience](https://www.linkedin.com/in/themrdip/details/experience)

⁷ [linkedin.com/in/defipastry](https://www.linkedin.com/in/defipastry)

⁸ [youtube.com/c/coachkcrypto](https://www.youtube.com/c/coachkcrypto)

⁹ twitter.com/0xElyy

¹⁰ twitter.com/drae_drae22



REPUTATION

Based on our review, Adult Playground has a neutral reputation. Despite not having extensive online coverage and content, the project and its reported Co-Founders have discernible social media that do not appear to have artificially generated followers.

Comments generally raise questions about how the project functions and any troubleshoots that is being observed.¹¹

While the project has over 1,400 followers on Twitter¹², its Co-Founders, Brandon Hayes¹³ and Sam Cage¹⁴, have 1,600 and 390 Followers, respectively.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO/NOT KNOWN
Do the individual and the critical companies have any discernible media profiles in the general or specialized press?	Yes
Has the individual been mentioned in the media concerning illegal business practices (money laundering, corruption, tax evasion, fraud, misappropriation of public property, etc.) or any negative or controversial context?	No

LITIGATION

Athena Intelligence has conducted litigation checks on Adult Playground and its reported management team to determine whether they have been involved in civil or criminal lawsuits. We did not identify any litigations related to them.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO/NOT KNOWN
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¹¹ Most comments are addressed by the project.

¹² twitter.com/APClubMain

¹³ twitter.com/ChiTheInvestor

¹⁴ twitter.com/Lambosambo901



Have any critical directors, principals, or beneficial owners been involved in litigation as a claimant or plaintiff?

No

SANCTIONS & WATCH LISTS

Athena Intelligence reviewed approximately 700 global records comprising official anti-money laundering lists, international sanctions, debarment lists, and prohibitive lists. Adult Playground does not feature on these lists or sanctions.

The consulted lists include, amongst others, the Specially Designated Nationals and Blocked Persons list ("SDN List") and all other sanctions lists administered by OFAC, all US-related issued sanctions, also at the state level; all UN/WorldBank/IMF Watchlists and Sanctions, all EU, Sanctions, including national states financial ministry sanctions, all LATAM and Asian continent watch lists.

KEY RISK INDICATORS IDENTIFIED BY ATHENA INTELLIGENCE	YES/NO/NOT KNOWN
Has the individual been listed in any international regulatory blacklists?	No
Have any of the critical companies been listed on any international regulatory blacklists?	No



ANNEXES

Annexe No. 1 – Adult Playground Entities

Although no corporate entities were identified for Adult Playground, our review has uncovered US firms with similar names being created around the same time, including in Florida, where Brandon Hayes reportedly lives. These entities do not have any relation with the project, according to our review.

NAME	STATUS	ADDRESS	MANAGEMENT	SHAREHOLDERS	ACTIVITIES
USA					
The Adult Playground LLC (23184682)	22.08.2023 – Active	2809 Treecrest Parkway, Decatur, Georgia 30035, USA	Tameeka Jones – Agent	N/A	N/A
Adult Playground Online LLC (L22000462465)	27.10.2022 – Active	8941 NW 7 CT, Pembroke Pines, Florida 33024, USA	Peter Gomez – Officer Catherine Maine – Officer Katrina Ortiz – Officer Jennifer Wolcott – Agent		
Adult Playground FL LLC (L22000283424)	22.06.2022 – Active	2429 Park ST N, Saint Petersburg, Florida 33710, USA	Gregory Mikurak – Agent Romina Mikurak – Agent		
E Adult Playground LLC (LC014369083)	04.04.2022 – Active	2353 Park Avenue, Apartment 13 Saint Louis, Missouri 63104, USA	Erica Nolan – Agent		



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Adult Playground LLC (1294544)	16.07.2021 – Active	4724 Spring Meadow CV, Olive Branch, Mississippi 38654, USA	Brittany Roberts – Agent		
Adult Playground LLC (6779434)	02.10.2018 – Active	3405 Walnut Street, Harrisburg, Pennsylvania 17109, USA	N/A		