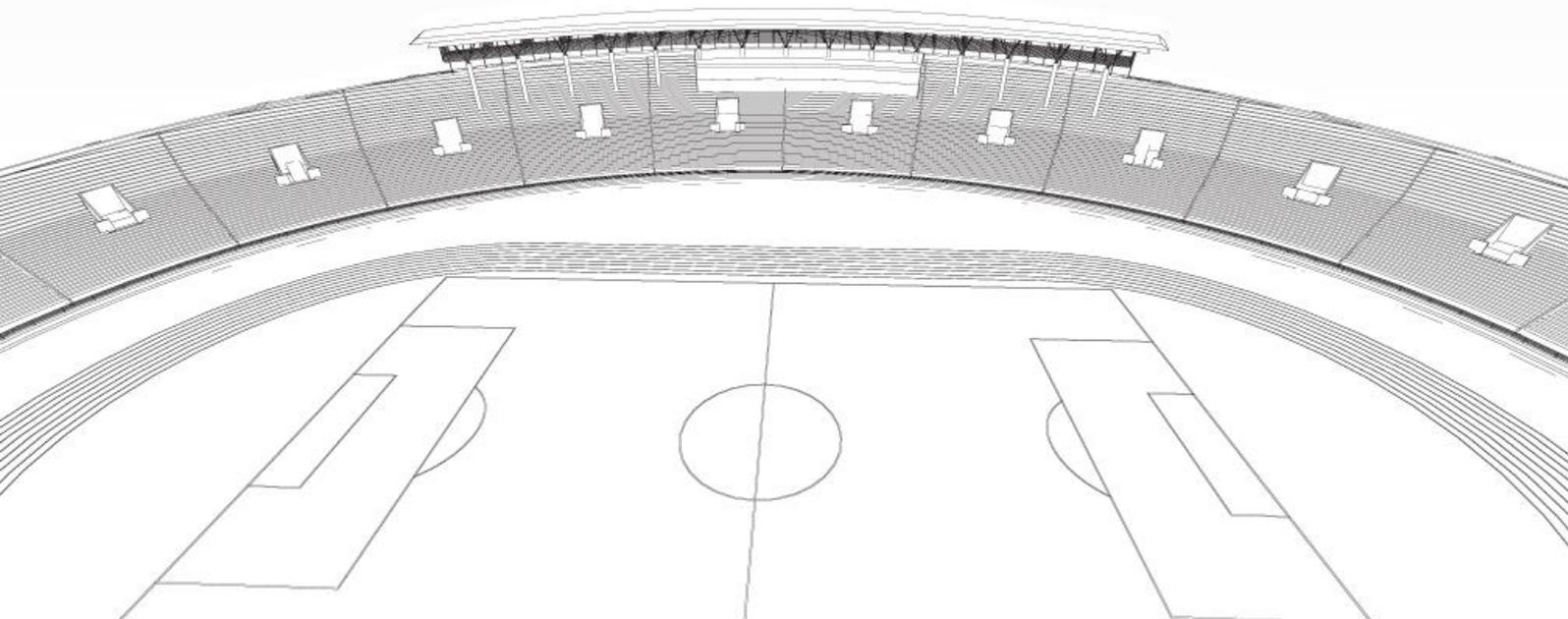




Blocksport NFT Platform Whitepaper

[NFT.blocksport.io](https://nft.blocksport.io)



Blocksport— Shaping the future of Sports

- 1. European Market Leader:** Trusted brand and widely known in the European Esports industry.
- 2. Proprietary Tech-Stack:** Broad product suite with innovative mobile and web solutions with state-of-the-art UX, UI and gamified user stories.
- 3. Fully serviced NFT platform:** Sell, mint, collect NFTs or fan token, or use them as assets in play-to-earn games.
- 4. Experienced Entrepreneurs:** Serial entrepreneurs and experts from the industry with a proven track record in sports, software development, blockchain solutions and finance.
- 5. Excellent Advisory Team:** Mentors are influential people in the Esports and Sports world. Our mentors include beside others Heinrich Zetlmayer (Co-founder ESL), Sam Li (former VP of the NBA), Mladen Petric (former football star).



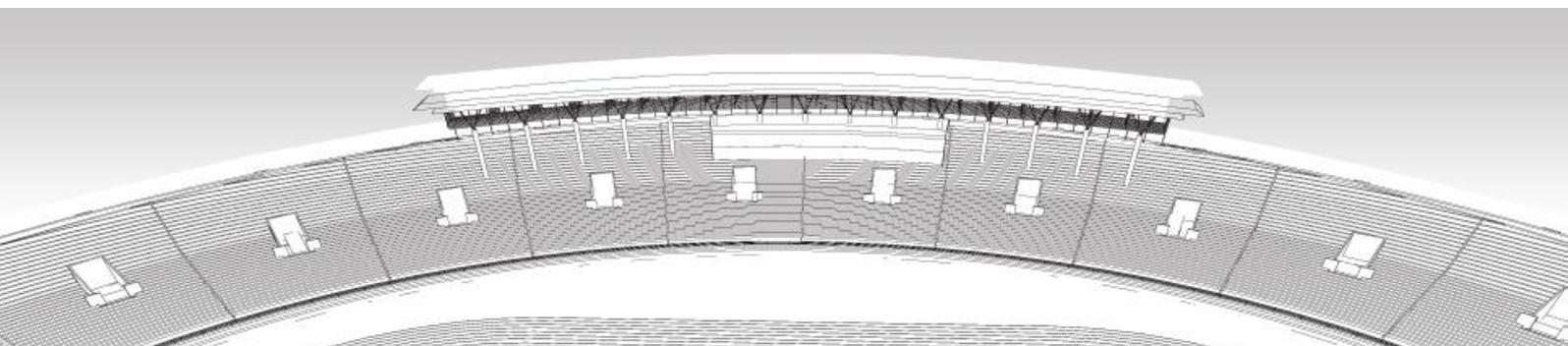
Abstract

A baseball star card was sold for \$5.2 million, a tweet for \$2.916 million, and Beeple's artwork was for \$69 million. Does it sound incredible? It's real and it's happening! The magic behind this opportunity is called "NFT".

NFT stands for 'non-fungible token' and represents a unit of data stored on a blockchain. Unlike Bitcoin and other cryptocurrencies, each token here certifies that a digital asset is one of a kind and therefore cannot be replaced with anything else. The NFT concept is a perfect fit for the Sports and Esports industry. NFT not only expands its boundaries but also changes the equity distribution model of sports assets. Blocksport has identified early and is trail blazing the market with its NFT-solution.

Blocksport has developed a blockchain-based NFT platform where Sports and Esport fans can mint, sell and trade sports assets or rights of their favourite stars. Unlike other sports ecosystems and networks, the Blocksport NFT platform will be operated by smart contracts.

This Whitepaper lays out the business model, technical foundations, and economic mechanisms of Blocksport.



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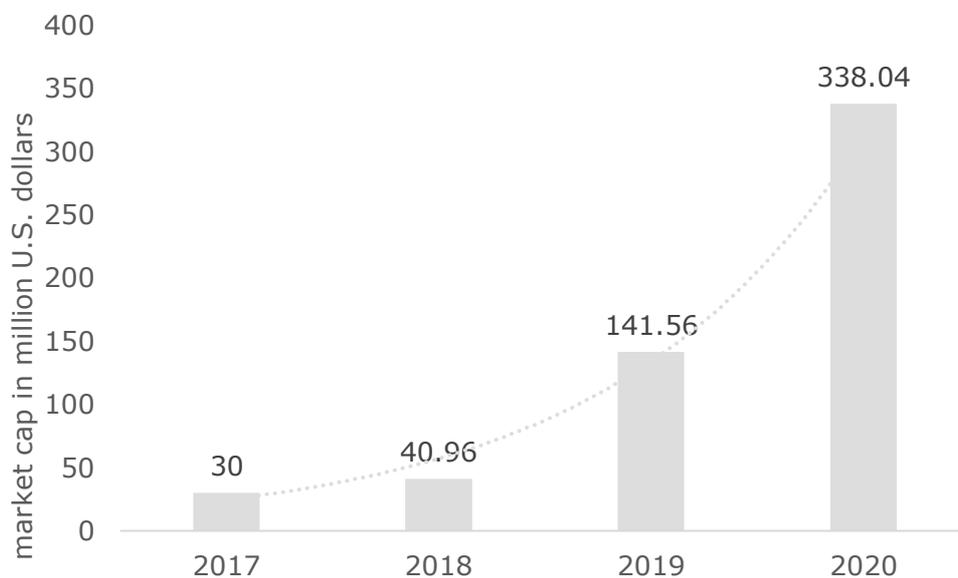
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1. Summary

1.1 Background

NFTs were born with Crypto Kitties in 2017 and went mainstream in 2020. It is certainly not news that people are crazily in love with cats, but such an obsession with digital kittens may still be surprising to some. Since then, NFTs have seen explosive growth with evolving technology and have been earning a passionate user-base.

NFT market cap from 2017-2020



Source: Statista 2021

- In 2017, the NFT industry market cap was measured at just over \$30 million.
- In 2018, the crypto winter hit the market and was notably a down year for the blockchain industry. However, the NFT market cap rose by 33%, weighing in at \$40 million.
- In 2019, the market cap continued on its path of growth. At the end of the year, it was at roughly \$141.56 million.

- 2020 was the breakthrough - NFT transactions tripled, reaching more than \$338.04 million.
- Today's entertainment, sports, art, esports, and gaming industries are buzzing about NFTs. This includes musicians earning millions of dollars through releasing their own NFTs, to professional athletes launching their own NFT companies and sport clubs looking for opportunities to mint their own fan tokens.

The market cap of NFT shows a fast-moving development, growing nearly ten-fold between 2018 and 2020. NFTs have rapidly gained popularity among athletes, artists, celebrities, and influencers as a way to digitize their brands or IP rights. Any fan, no matter if they admire a music band, a football team, or Harry Potter books, loves to collect merch and memorabilia, and won't miss the chance to get to a Meet & Greet, a concert, or a match (as soon as the pandemic is over). Thus, it's only natural that dedicated fans and collectors are so into NFTs. The new way of collection and fan experience.

1.2 Underlying problem

People spend hours, every day, consuming sports through TV, online media, live matches and even travel to see sports' events. The global sports market is expected to grow from \$388 billion in 2020 to \$441 billion in 2021 at a compound annual growth rate (CAGR) of 13.5%. The market is expected to stable grow on this rate.

However, with the development and growth of the industry existing problems have become more and more obvious:

- **Lack of liquidity and supply:** There are many transnational sports asset transactions, and the settlement process is complicated. Due to the problems of regional and market development, the global asset

transactions cannot be quickly circulated. For example, when a Swiss fan wants to buy the jersey of Real Madrid, he needs to find out if there is a purchase channel in Switzerland. If not, he needs to go to an overseas website, which involves many complicated matters such as cross-border transaction, settlement and finding trusted intermediaries.

- **Unfair pricing mechanism:** Existing mechanisms lack fully market-oriented pricing processes and forecasting methods for sports assets. The trading of sports assets is centrally monopolized, and fans cannot participate in the trading of sports assets and profit through the authorized derivatives they buy.
- **Not transparent information and lack of trust:** Centralized institutions are unable to disclose all information. Due to the opacity of information, users cannot ensure that the sports products they buy are true, so they are faced with the risk of buying fraud or counterfeiting.
- **Imperfect fan system:** The value of sports assets is largely determined by fans, but there is a lack of connection between assets and fans. Fans cannot enjoy the benefits of the value of sports assets, and sports assets cannot quickly attract fans to promote their value.

In the face of these problems, Blocksport will provide a new way to connect fans, stars and clubs, creating a whole new world of sport.

1.3 Solution

The sports industry is no longer about events, players, tickets, surroundings and all the things related to sports entities, but rather a world full of digital information and assets with value. With the support of the token economy system, any individual participating in the blockchain can participate in the transaction of digital information. This fundamentally changes the business

development system and driving logic based on personal trust and institutional trust in the traditional sports industry, breaking the barrier of value transmission and promoting the revolutionary upgrade of the sports industry. And fans' love for stars, teams or e-sports teams is not just a kind of emotional relationship. It will generate value and value transmission through blockchain.

Blocksport aims to overcome these limitations while accelerating blockchain adoption to grow the Sport and Esport market. We will do this by building an NFT platform where users are able to mint, share, collect, auction and trade without central control, enjoying secure copyright ownership. This copyright protected ownership will be established and guaranteed using NFTs, where every item will have a unique and immutable blockchain identifier.

2. The Blocksport NFT platform

2.1 Mission

Blocksport is a NFT aggregation platform for the sports industry where users can mint, auction and trade sports collectibles or fan tokens. At the core of our NFT Platform's value proposition is the creation of a simple, compliant, and interoperable platform for trading virtually all Sport or Esport assets in tokenized form.

Blocksport has build an ecosystem for Sports and Esports enthusiasts that integrates games, sports NFT collections, and fan community management, as well as build a service platform for the vertical field of the sports industry in an encrypted world.

Blocksport's team and founders are not newbies who have just started playing on the NFT sports field. With extensive knowledge and experience in the sports arena and the development of non-fungible tokens, we are willing to help athletes, sports teams, and innovators who are looking to start their NFT journey.

2.2 Products and Solutions

The Blocksport NFT platform consists of three integrated products that together provide a comprehensive experience for fans and clubs. The three main products are:

- (1) NFTs
- (2) Fan Token Offering
- (3) Staking

2.2.1 NFTs overview

Blocksport launches a unique NFTs of (e)Sports assets such as Collectible Cards, Memorabilia, Video, Picture, Merchandise, Skins, which can be permanently collected by fans.

A. What are NFTs

NFTs ("non-fungible tokens") are one-of-a-kind tokens that signify a specific good or asset, such as digital trading cards. They can be sold on NFT marketplaces, minted, auctioned, or used as assets in play-to-earn games that are yet to be released.

Their main properties are:

- **Unique:** Non-fungible tokens contain within their code information that describes the properties of each token that make them different to others. A piece of digital collectibles might have coded information about individual pixels, while tokenized sports assets might contain ownership, size and feature details.
- **Traceable:** Each NFT has a record of transactions on-chain, from when it was created, including every time it changed hands. This means each token can be verifiably authentic and not a counterfeit – obviously a very important thing for owners and prospective buyers.
- **Rare:** In order for non-fungible tokens to be attractive for buyers, they should be provably scarce. This will ensure that assets remain desirable in the long run and that supply does not outstrip demand.
- **Indivisible:** NFTs mostly cannot be transacted as some fractions from the whole. Just like how one cannot purchase half of a sports match

ticket or trading card, non-fungible tokens cannot be split into smaller denominations.

- **Programmability:** Like all traditional digital assets and tokens built on smart contract blockchains, NFTs are fully programmable.

B. What do we tokenize

As you can imagine, NFTs, which are created by the Blocksport protocol, can be extremely powerful since they can represent literally any asset, digital or real. Below are just some uses for our NFTs:

- **Digital cards:** If an athlete or club would like to issue collectible cards, they can arrange a special photo session and place exclusive photos on them. Another idea: they can issue cards featuring highlights of their career. All cards must have different images on them and be unique.
- **Special moments:** When we think of an outstanding athlete, we often recall the highlights of their career or famous pre-game rituals. All these unique moments could be converted into high-value NFTs and end up in a fan's digital collection.
- **Memorabilia:** Famous athlete memorabilia such as sports equipment, trophies, outfits, and accessories can become NFTs. In addition, one can collaborate with the designer to recreate tickets for major sporting events and sell their unique digital copies as NFTs.
- **Fan Meetings:** If you would like to hold a Meet & Greet – a meeting with a group of your supporters, you can issue NFTs that will serve as tickets for this event. These NFTs cannot be copied or exchanged, so sports fans will have a unique chance to participate in a meeting where they can ask their favorite athletes questions, chat, and take pictures.

- **Tickets:** A unique NFT ticket will serve as a pass to all sorts of events, from attending the games to visiting the stadium during rehearsals and training.
- **Packages:** Leagues, teams, and athletes can also choose to sell NFT packages. Here, several NFT products will be combined in one set, for example, an autograph + a photo with an athlete, collectible game card + in-person meeting, memorabilia + online meeting, and so on.
- **Voting:** Voting rights, which means the participators have some right in the decision-making processes, feedback polls and surveys of sports teams or clubs, can become NFTs.
- **Virtual Merchandise:** Merchandise in the virtual world can also become NFTs. The user makes a shot of a special moment in the virtual world and creates an NFT in a second.

C. NFT-platform Features

Our NFTs consist of three main components:

- **Marketplace:** Blocksport's web-based marketplace allows users to upload, publish, and sell their minted NFTs. The marketplace will use smart contracts to control NFTs auctions and transactions. Additional benefits of this marketplace are that economic principles of supply and demand become automatically integrated into the system, allowing the community to determine the fair price of user-generated assets.
- **Mint:** Minting allows anyone to create or import their own Sport or Esport assets, work on them, and effortlessly turn them into NFTs and export them to the marketplace.

- **Ranking:** The Blockspport system has set up transaction rankings, which are mainly divided into works transaction rankings, seller rankings and buyer rankings, mainly based on transaction volume statistics. Blockspport encourages users to mint or trade more NFTs.

2.2.2 Fan Token overview

Blockspport cooperates with world-renowned Sport or Esport clubs to issue fan tokens for these cooperative clubs. Fans holding fan tokens can participate and make club-related important decisions.

A. What is Fan Token

Fan Tokens are digital assets that represent your ownership of a voting right and give you access to earn unique club-specific rewards and experiences. Fan Tokens are fungible, meaning that, like other cryptocurrencies, they can be exchanged for other 'goods', such as VIP experiences, exclusive merchandise, tickets, etc.

For fans, owning a token means that they will be able to access or buy certain things that can't be purchased with "real money". So called 'money can't buy experience'. But also, they can have the "right" to vote regarding some decisions about the Club: only token owners could vote for the bus design that Juventus will take for a trip. This kind of experiences makes fans feel a deeper connection with the Club, while the Club can monetize their passion in a very organic way.

B. Which rights are tokenized and are accessible by the fan

Fan Tokens are created by Blockspport on behalf of the Club. Fans who hold Fan Tokens gain decision-making right for that team. Below are some examples of rights that fans could receive:

- **Jersey designing:** Fans can decide on the jersey design of their favorite Team.
- **Match rules:** Fans can vote to guide the league, such as new match modes, new titles, format decisions regarding leagues and how matchmaking will occur during the regular season.
- **Team players:** Which players are drafted onto the Team.
- **Club governance:** influencing line-ups in friendly matches, club fees or new business modes.

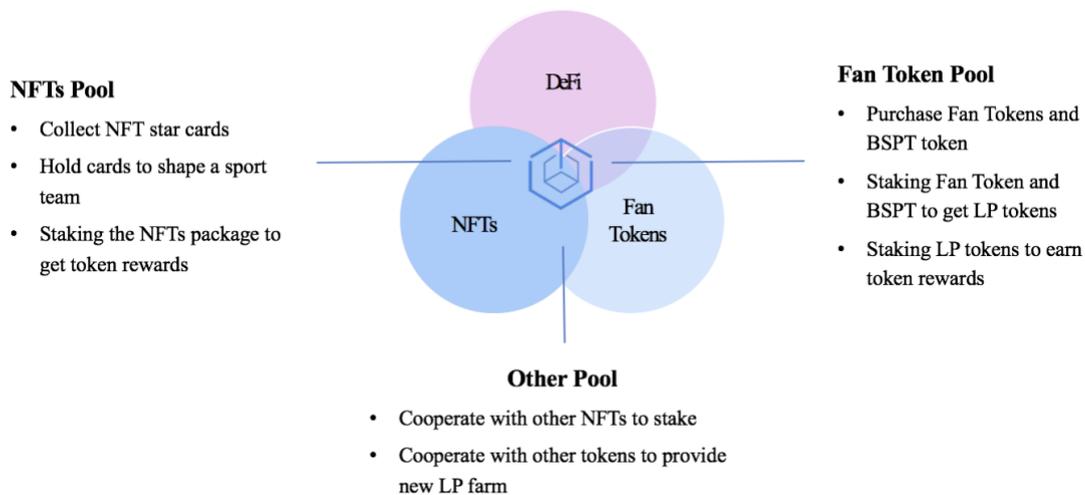
C. The features of 'Fan Token Offerings'

A Fan Token Offering is a democratic solution for fans to purchase Fan Tokens that.

- **Launchpad:** Blocksport provides a marketplace where several fan tokens are auctioned or purchased at a fixed price before they reach the secondary market. This ensures that fans can get fan tokens at the entry price.
- **Swap:** Blocksport provides a DEX where you can swap your fan tokens to another.

2.2.3 Staking overview

Combining DeFi and NFTs, Blockspport provides staking pools to stake unique NFTs and tokens to win mining rewards.



- **Select pool:** Choose the pool you want to participate in. The APY of each pool is different. Users can assess their return based on the following formula.

Daily output per user = Daily output of the mining pool * Staked amount/Total staked amount

- **Stake NFTs or Tokens:** Load your digital wallet with NFTs or Tokens and stake them in a chosen pool. You can participate in multiple pools.
- **Receive rewards:** The daily credit amount varies and is based on the NFTs or Token staked. Our goal is to create a fair competition system between all holders without excluding any group of participants.

2.3 Benefits

NFTs open a huge new market to sell limited-edition images, videos and artwork, and hence open new revenue source for the individual or the club.

They also enable the original licensees – be it sports organizations or individual athletes – to share in resale profits.

People have always loved to own sports collections, and Blocksport is now offering a new digitized way of doing it. The virtual expansion of NFTs holds many innovative opportunities that were previously bound in the physical world.

Fans can now collect highlights from breathtaking moments, digital signatures, digital tickets to major sports events and many other new technologies that are available to purchase through their digital wallet. This level of interaction brings teams and fans closer than ever before and is the next step in a series of advancements that have helped the industry evolve to what it is today. It helps fans feel involved without much effort required on either side and allows for players to interact with their supporters in new and memorable ways.

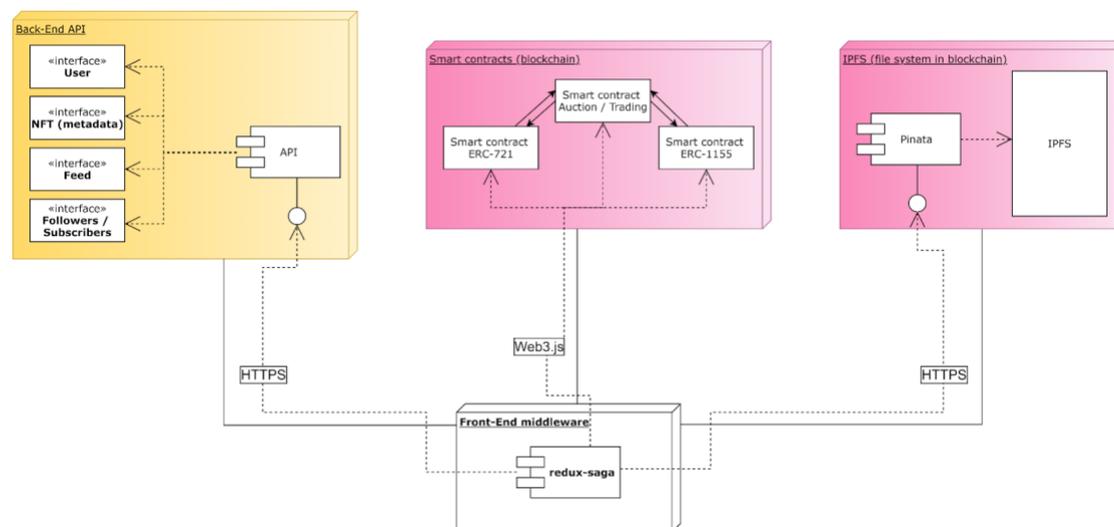
3. Technology

3.1 Products and applications

3.1.1 NFTs

NFT platform includes the areas of NFTs promotions, feed of sports celebrities who are authors (creators) of NFTs, and personalized NFT pages are divided into primary and secondary parts. The primary market is for selling rights from authors and the secondary is reselling by fans.

System components



1) Minting

All NFTs are created and uploaded to the IPFS storage and secured by blockchain. Only allowed users can mint tokens. That means that there is a granting procedure that verifies an NFT creator candidate and grants him permission of creating NFT.

2) Listing

When NFT is minted it does not mean that it is ready for sale. Minted NFT is visible only for their authors but not for buyers or other interested parties. After an owner of NFT lists it, it becomes available for sale.

3) NFT types

- a) Minted — visible only to a celebrity who owns this token.
- b) Reserve price — listed with a reserve price, but no one has placed a bid on the auction yet. It might be listed as both an author and a fan.
- c) On Auction — listed with a reserve price and the auction has started. It might be listed as both an author and a fan, but only a fan can make a bid.
- d) Final Bid — token with an ended auction. The token waits for transaction confirmation.
- e) Sold — token owned by a fan who hasn't put it on sale yet.
- f) Reserve price and fixed price
- g) Reserve price auction postponed.

4) Rare Sales NFTs

All NFTs may have a Rare Sale badge that means the author makes them visible only for their own subscribers. But when a fan has bought it, the NFT becomes visible to all platform Users (the badge remains). The Fan can list it for sale again.

5) Gas Fees

Each time you execute the contracts on the Ethereum blockchain, you pay the miners that own the computer hardware doing that computation. That means that each transaction is charged. The transaction name is the Gas Fee. The amount of Gas depends on miners' workload and is not regulated by the platform.

6) Authorization

The authorization in the system is made by a wallet address. The system recognizes a role and outputs UI depending on the role.

Roles differ on the ability to create NFTs only, or on only buying NFTs. Granting an author (creator NFT) role and administration. Using a smart contract, an administrator grants the Creator role to the candidate. In order to grant a role, there is an onboarding procedure that results in getting all necessary information about a creator candidate.

7) Storing user data

All users regardless of their roles are stored in the database on the platform. All data about a user is filled by himself whenever he wants to do this. However, minting tokens (for creators) or placing bids (for fans) becomes available after filling out necessary details about them.

IPFS network is used for storing and sharing NFTs in a distributed file system.

8) Smart contracts

A creation of NFT is developed according to the following standards:

ERC-721 - standard for single tokens

ERC-1155 - standard for series of tokens (collections and multiplies)

9) Frontend

Wallet's integration to the platform is implemented via Metamask.

Web3.js library is used for connecting to Metamask and smart contracts

Pinata cloud is used for uploading and managing NFTs on IPFS.

10) Backend

Our backend for the platform is necessary only for storing users' data and their parameters. Back-end also processes data of NFT coming from IPFS like events, tech info, history, etc.

3.2.2 Fan Tokens

When the sports clubs are creating an entity on the platform, they can also issue with branded Fan Tokens and placed offered for purchase. Each new sports entity on-boarded to the platform decides on an initial token-pegged value for their Fan Tokens. This is a fixed, base price at which all fans can publicly purchase specific Fan Tokens on the first release and then resale on the secondary market.

It will be defined by the club which number of tokens Fans should purchase in order to gain access to the secret deals of the NFT collections, obtain the club's benefits, get premium features, etc.

We are not welcoming any sidechain solutions like our competitors are using because it reduces transparency and trust from the community. So all clubs' Fan Token will be issued with ERC-20 standard directly on Ethereum or BCS mainnets.

3.2.3 Staking

We are supporting a staking farm for ETH pair liquidity providers. This means tokens can be bought on the swap. On swap, we have an option for tokens to be "farmed" for extra rewards.

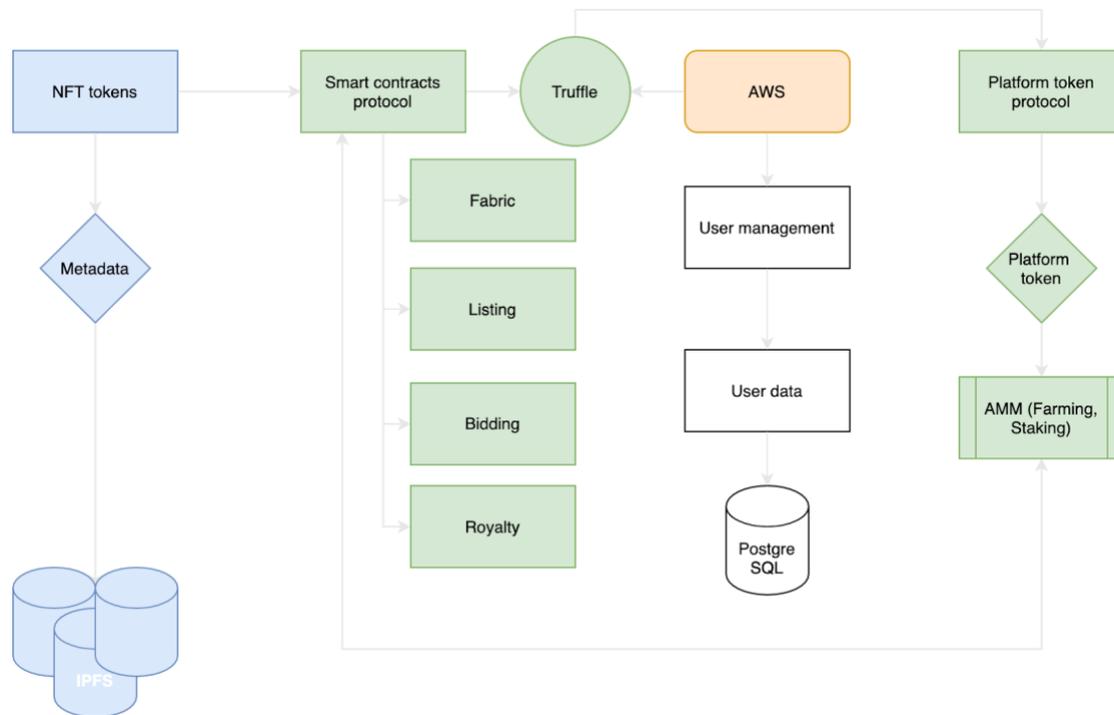
We are providing the ability to our users who add coins to the pools to be liquidity providers (LP). Users deposit tokens to liquidity pools, which are smart contracts that hold funds. In return for providing funds and liquidity to the pool, these LPs receive LP tokens for the corresponding pool they provide liquidity for. In our case users obtain ETH - BSPT LP tokens by providing liquidity for the ETH/BSPT liquidity pool.

By participating in yield farming token holders can earn passive income on the network. It is quite similar to a regular Proof of Stake model, which involves users locking up their tokens to get rewards.

No new tokens get minted. Instead of minting tokens on every block (like SUSHI), our tokens are distributed from our liquidity wallet.

3.3 Stack

The entire platform architecture is:



3.3.1. Standards and protocols

Our platform and applications support Ethereum and BSC (Binance Smart Chain) and ERC-20, ERC-721, ERC-1155 token standards.

- Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference. These apps run on a custom-built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property.
- Binance Smart Chain (introduced by Binance) offers users a platform to build and develop decentralized applications. It is entirely programmable

and supports smart contracts. Binance Smart Chain is considered a parallel blockchain, creating a dual-chain system by bringing programmability to Binance Chain.

- An ERC20 token is a standard used for creating and issuing smart contracts on the Ethereum blockchain. Smart contracts can then be used to create a smart property or tokenized assets that people can invest in. ERC stands for "Ethereum request for comment," and the ERC20 standard was implemented in 2015.
- ERC-721 is a free, open standard that describes how to build non-fungible or unique tokens on the Ethereum blockchain. While most tokens are fungible (every token is the same as every other token), ERC-721 tokens are all unique. Think of them like rare, one-of-a-kind collectables.
- ERC-1155 is the first and only Ethereum token standard that allows users to mint both fungible (identical) and non-fungible (unique) assets in a single smart contract—enabling the creation of every type of asset, from digital currency to tokenized real estate up to gaming items and digital art.

3.3.2 Smart contracts

- Smart contracts are self-executing contracts with the terms of the contract between buyer and seller directly written into lines of code. They run on the blockchain, so they are stored on a public database and cannot be changed. The transactions that happen in a smart contract are processed by the blockchain, which means they can be sent automatically without a third party.
- We use smart contracts for the minting and listing NFTs, issuance of Fan Tokens for the clubs and operate with DeFi.

3.3.3 Decentralized storage IPFS

IPFS is a file-sharing system that can be leveraged to more efficiently store and share large files. It relies on cryptographic hashes that can easily be stored on a blockchain. Nonetheless, IPFS does not permit users to share files with selected parties.

For connection with metadata, we are using IPFS URI.

- A Uniform Resource Identifier, or URI, is used to specify a particular piece of content in a given context. The context is determined by the URI scheme (appended to the URI as a prefix, followed by `://`). The URI scheme for IPFS is simply `ipfs`.
- IPFS URIs are the canonical representation for an IPFS link since the `ipfs` scheme makes it clear and unambiguous that the CID (uniquely identify a piece of content) refers to content on IPFS and not some other system.
- We are using an IPFS URI to link from smart contracts to any external data stored using IPFS, including any metadata that describes and contextualizes the token.
- IPFS URIs are also the way to link from within a token's metadata to images and other assets stored on IPFS.

3.3.4. Wallet

We support the web wallets and main mobile Ethereum and Ethereum like platforms. Main wallets list: Metamask, Trust Wallet, Wallet Connect, Binance Chain Wallet. The wallet is the main asset storage tool and also a communicational gateway to the blockchain API.

3.4. Security

3.4.1 Transaction Atomicity

For a user's on-chain transaction, the smart contract design guarantees the atomicity of transaction settlement, that is, either the transaction conditions are met to complete the settlement or the transaction fails, and the user's assets are always kept in the wallet, under the user's control.

3.4.2 Audit

The first round of security audits will be done by an external professional security audit team before our NFT platform goes live on mainnet, while the launch time will be based on the results of the audit report. After the version is released on mainnet, the second round of security audits will be conducted for the contract deployed on the mainnet. Before every contract change and upgrade, a third-party security audit will be submitted. In addition, we will continue to provide a Bug Bounty and encourage the community to submit security risk reports.

3.4.3 2FA/MFA

Our platform supports a 2FA type of authentication to enable an extra layer of security for the wallet. When logging in the users will need both the wallet password plus a one-time passcode (OTP) generated by a chosen method of 2FA: Google Authenticator, Yubikey, or SMS codes.

The main point it's the functionality of enabling multi-factor authentication (MFA). As a proof point, for example, none of the users impacted in the Nifty Gateway hack had MFA enabled, according to the official statement from March 15.

3.5.4 Security hardening

Also implemented typical security hardening steps such as employee background checks, drive encryption, securing sensitive communication, employee user awareness training, vulnerability testing, bug bounty programs, and third-party penetration testing.

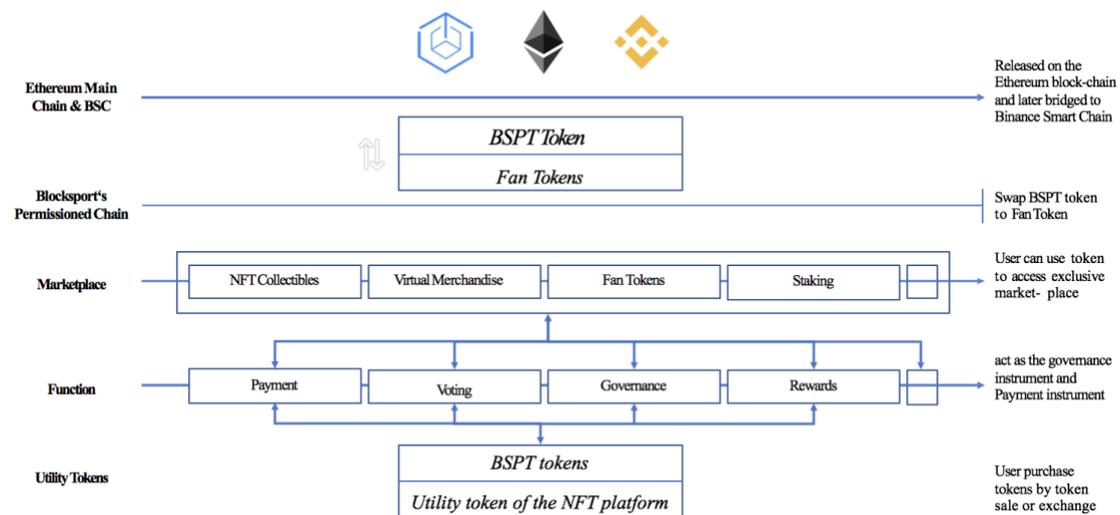
4. Token Economy

BSPT is an essential part of the NFT platform, and Blockspport is working on establishing key mechanics that makes it intrinsically tied to the NFT platform and its value.

4.1 What is BSPT?

The Blockspport Token (BSPT) is a fungible token initially released on the Ethereum blockchain and later bridged to Binance Smart Chain. BSPT is the utility token to mint and purchase sports collectible digital cards that represent unique content stored on the blockchain.

The BSPT token is an important part of the Blockspport NFT platform and acts as a "currency." BSPT is an ERC-20 token and will remain on the Ethereum blockchain. BSPT tokens will continue to be the main entry and exit point for those who want to buy NFT.



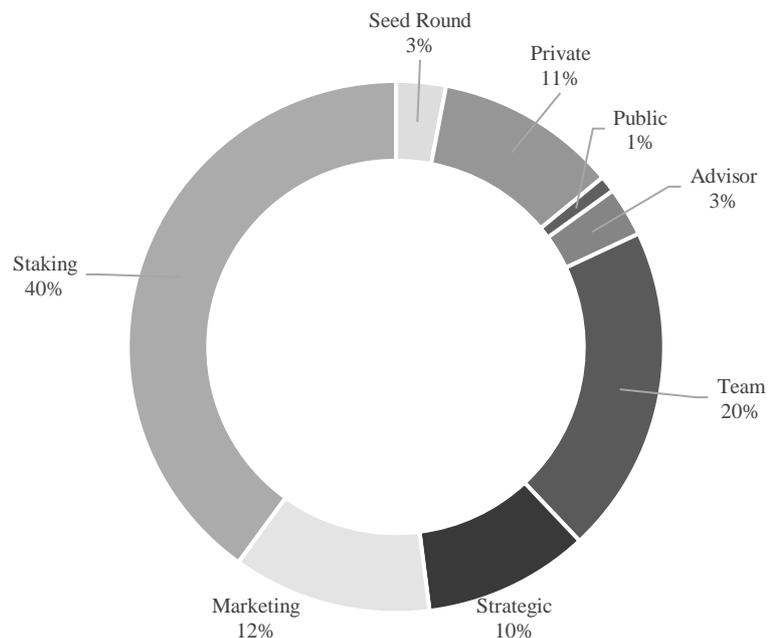
4.2 What is BSPT used for?

BSPT serves as the basis for transactions and interaction within the NFT platform, and it can be used and acquired by Athletes, Creators, Clubs and Fans in multiple ways.

- **Access the NFT platform:** Creators spend BSPT to mint sports NFTs. Collectors use BSPT to auction or buy NFTs. Fan Token sales drive demand for BSPT to purchase Fan Tokens.
- **Staking:** BSPT allows for staking, which allows for passive revenues on NFTs: you get more BSPT by staking NFTs or BSPT.
- **Governance:** Holders of BSPT tokens can participate in community governance and manage the platform's NFT for creators and clubs.
- **Voting:** Holders of BSPT can submit and vote on proposals about trading fees and new features to be developed.

4.3 Token Distribution

There will be a total of 1,000,000,000 BSPT tokens that will be created, and the token distribution of the BSPT will be as follow:



Total BSPT Supply	1,000,000,000	100%
Seed Round	30,000,000	3%
Private	110,000,000	11%
Public	10,000,000	1%
Advisor	30,000,000	3%
Team	200,000,000	20%
Strategic	100,000,000	10%
Marketing	120,000,000	12%
Staking	400,000,000	40%

A portion of the tokens are distributed among several key stakeholders, strategic partners, and value-added users to rapidly set up and scale the BSPT ecosystem.

BSPT allocated to the Investors in Seed Sale and Private Sale are 100% locked for one year or half-year; while BSPT allocated to the Team and Advisors are 100% locked for three years.

4.4 Token Mechanisms

4.4.1 Buyback

Net fees collected by Blockspport will be used to buy back BSPT on the open market, and the BSPT bought back will be transferred to the treasury and staking reward pool.

4.4.2 Staking

BSPT holders can participate in different pools by staking their BSPT and obtaining Blockspport NFTs. In return, they will receive BSPT as a staking reward.

4.4.3 Treasury

Treasury is a BSPT reserve pool governed by the community, with a purpose to develop and promote the development of the Blocksport ecosystem. The BSPT in the Treasury comes from BSPT bought back on the open market.

5.Roadmap

<p>2019 Built track record</p>	<ul style="list-style-type: none"> • SaaS services for a sports team or Esport team • Develop the sports network and access to the decision-makers of sports clubs • NFTs studies
<p>2020 Pre-Launch</p>	<ul style="list-style-type: none"> • Esports market leader in Europe • App Platform live • NFT platform in the design phase
<p>2021 Q2 Launch</p>	<ul style="list-style-type: none"> • The BSPT token becomes readily available for purchase • Seed round and Private round will be closed • NFT platform developed
<p>2021 Q3-Q4 Adoption</p>	<ul style="list-style-type: none"> • The NFT platform opens for a soft launch to the public • The BSPT token will be listed on the exchange
<p>2022 Q2+ Acceleration</p>	<ul style="list-style-type: none"> • More NFTs • More Fan Token Offering • DeFi protocols
<p>2023 Q1+ Market Majority</p>	<ul style="list-style-type: none"> • Global scale • Aggregate diverse partner types outside teams, including streamers & Esport brands.

6. About us

6.1 Key Team

Our founding team is an excellent combination of technology and strategy. Our founders Vladimir Liulka and Semih Kacan have professional experience in strategy consulting, Finance, Sports as well as Software and Product development.

- **Vladimir Liulka**, CEO and Co-Founder of Blocksport. An experienced serial IT entrepreneur with 10 years of C-Level positions at Software Development Enterprise. He is also an expert in Software Development, Blockchain, and Data Analytics. Vladimir holds MSc in Computer Science & Cybernetics.
- **Semih Kacan**, Chairman and Co-Founder. He launched TrustSquare in Zurich (the biggest Blockchain Innovations Hub in Europe). Semih is an entrepreneur with 10 years of experience in Strategy Consulting and Banking at Credit Suisse, BearingPoint and Swisscom. He holds MSc in Corporate Finance.

Our R&D team is a completed squad of professional 10+ software developers, product and project managers and led by a senior CTO.

- **Alex Honcharuk (CTO)** has been working in the IT area since 2007. His has strong experience in a full software development lifecycle for various IT solutions with different complexity. Alex has strong experience in the delivery of complex Web/Mobile Applications, Chatbots and Blockchain-based solutions.
- **Bohdan Yurchuk (Tech Lead)** has been working in the IT area since 2017 and holds a Master in Economic Cybernetic. Passionate about developing complex solutions, self-learning, and teaching team-mates.

Bohdan has solid development expertise in high-load ready applications based on AWS.

- **Andrew Gavrilyuk (Head of Product)** graduated from the State University of Telecommunications in Kyiv and has been working in the IT field since 2010. He has solid experience in the development of both web products and mobile applications for the gaming and sports. Andrew is closely associated with transforming business needs into a development strategy, improving user experience and delivering the product on time.

6.2 Advisors

Our Advisory Team brings us experience in entrepreneurship, innovation management and a broad network within the Sports and Esports industry.

1) Heinrich Zetlmayer

- Co-Founder of ESL. (ESL, the eSports League, is the world's largest eSports company responsible for organizing and hosting eSports events.)
- Founder of Blockchain Valley Ventures
- Investment specialist at Waterland Private Equity

2) Sam Li

- Former VP at NBA
- General Partner at Ludis Capital

3) Mark Goddard

- Former FIFA director. FIFA is responsible for organizing the world's major football events, including the World Cup.
- Worked as site technical manager of the Sydney Olympic Organizing Committee.

4) Tom Lemke

- Co-Founder of Big Clan. Big Clan is an eSports organization based in Germany with world class players of CS:GO.
- Co-Founder of MouseSports. Mousesport is a German eSports club, the 2020 Premier League Summer Champion and runner-up of the ESL Professional Online Season.

6.3 Network of Sports Stars

Blocksport intensively cooperates with many Sports and Esports stars who support us.

- **Mladen Petric** – a football striker who played of Borussia Dortmund, HSV, Fulham FC, West Ham United. He also played successfully for the Croatian National Team. Currently, he is engaged as a football expert and commenter at Sky TV.
- **Andriy Shevchenko** – a striker for FC Dynamo Kyiv, AC Milan, FC Chelsea and the Ukraine national team. A few times winner of UEFA Champions League and a holder of “Ballon d’Or” 2004 year.
- **Niklas Timmermann** – a former Need for Speed World and European champion and has been active in Esports for over 15 years. The Bildzeitung magazine called him the digital Michael Schumacher.

6.4 Network of Clubs

We have 30+ clubs and teams who exclusively partnered up with us in the Fan Engagement area. Here is below a few selected clubs:

- **Virtus.pro** – World Top-10 Esports club. Winner of many CS:GO and Dota 2 major tournaments.

- **Dynamo Kyiv** – Top European football club playing in UEFA Champions League
- **BIG Clan** – Top CS:GO Esports team from Germany.
- **Metallist 1925** – Premier league football club from Ukraine
- **Team Singularity** – Top Esports club from Denmark with successful traction in playing Valorant, FreeFire, PUBG and Fortnite.

7. Conclusion

New heights await for the sports scene as NFTs pave the way towards innovation, and in times like these, companies like Blocksport are laying the groundwork for an open and innovative marketplace. The best part to take away from all of this is that none of these wonderful advancements is exclusive to major clubs. Decentralization benefits everyone regardless of the league they're in and where they are located and can provide the helping hand a small team may need to get to the top.

Risk and uncertainties

Prospective purchasers of Tokens should carefully consider and evaluate all risks and uncertainties associated with the Token Vendor and/or its affiliates and their respective business and operations, Tokens, the Token Sale, and the Blocksport NFT Platform. All information set out in this Whitepaper and the Token Sale Terms prior to any purchase of Tokens. Further details of the risk factors relating to participating in the Token Sale and the Token Vendor will be set out in the Token Sale Terms. If any of such risks and uncertainties develop into actual events, the business, financial condition, results of operations and prospects of the Token Vendor and/or its affiliates could be materially and adversely affected. In such cases, you may lose all or part of the value of Tokens.

Token disclaimer

BSPT Tokens (the "Tokens") does not constitute an investment and is not a security. The Tokens do not represent any claim for repayment of a monetary sum against the Issuer, nor have persons holding Tokens ("Token Holders") any claim against the Issuer for payment of interests or for sharing of profits generated by the Issuer. A total loss of the value of BSPT Tokens or any investment due to various causes cannot be excluded.

The Issuer will undertake best efforts to have the BSPT Token listed at a cryptocurrency exchange or trading platform but cannot guarantee if and when such listing will take place. Until a listing has been completed, Token Holders can dispose of tokens only by way of selling them on a bilateral basis. There is no guarantee that buyers for Tokens will be available or that they will be willing to pay the price paid by the Token Holder at the time of the acquisition of the token.

Acquisition of Tokens is suitable only for experienced persons who are able to evaluate the risks, including the risks related to the underlying technology, and who have sufficient resources to be able to bear any losses, including a complete loss, which may result from such acquisition. Before subscribing to or otherwise acquiring any Tokens, prospective investors should specifically ensure that they understand the structure of and the risk inherent to the Tokens.

Prior to the acquisition of BSPT Token, persons should independently assess any possible risks, seek advice with respect to the economic, legal, regulatory and tax implications of the purchase of BSPT Token and should consult with his/her own investment, legal, tax, accounting, or other advisors to determine the potential benefits, burdens, risks and other consequences of a purchase of BSPT Token.

Prospective Token Holders are required to study the white paper, the website, the FAQ's and all other available information sources and are encouraged to clarify all their questions prior to the acquisition of Tokens.

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