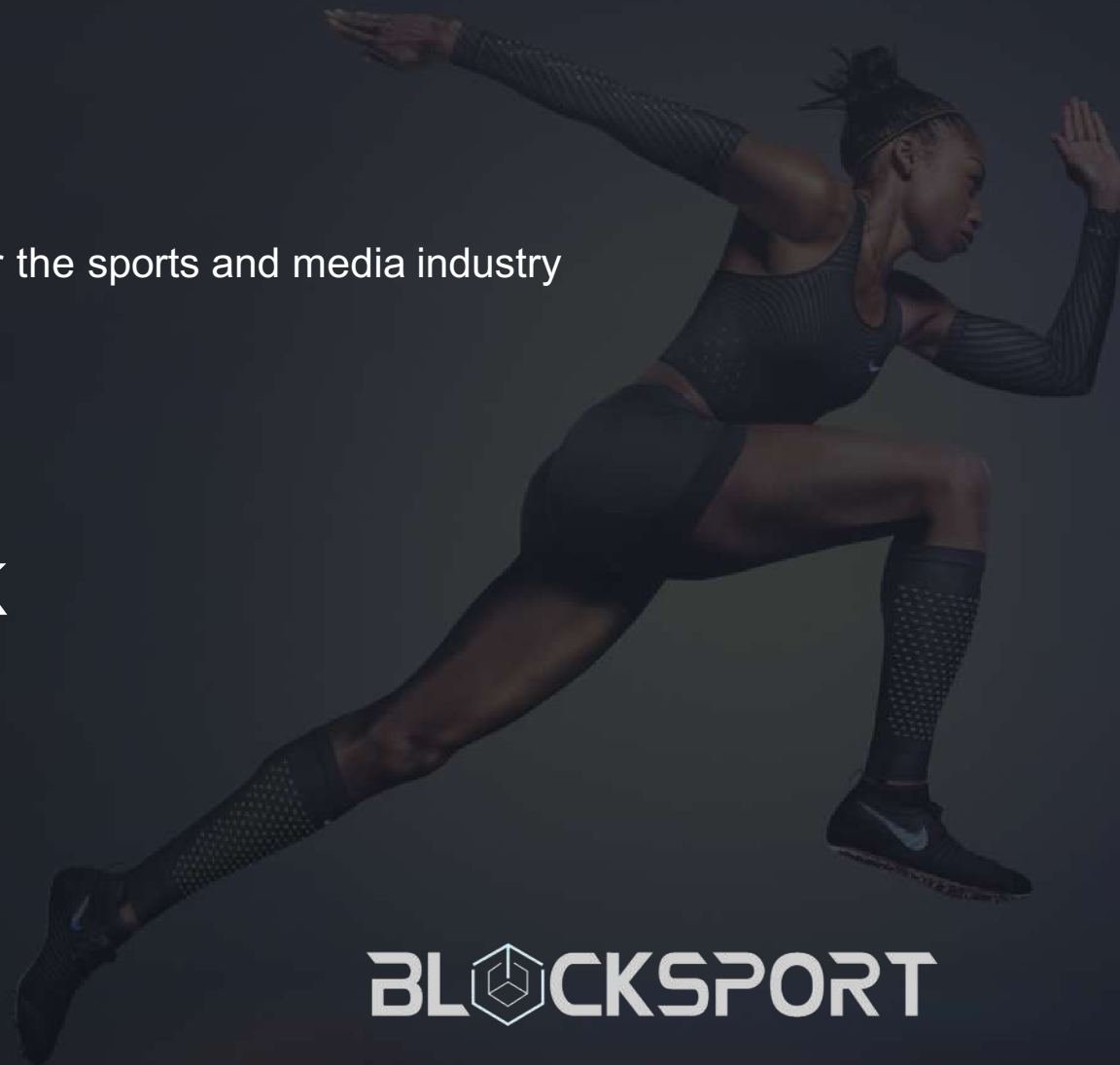# BLOCKSPORT

NFT aggregation platform for the sports and media industry

PITCH DECK
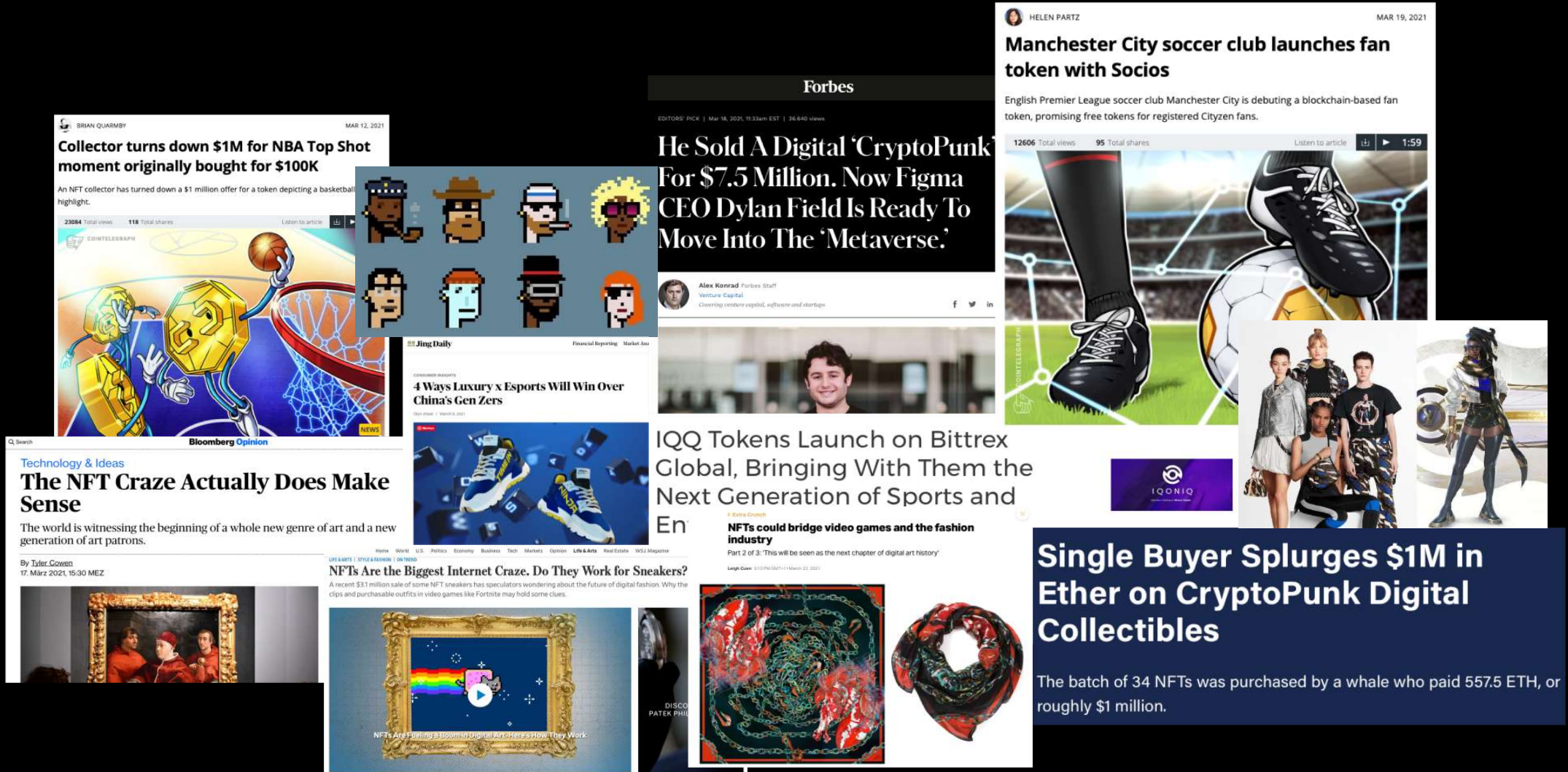
BLOCKSPORT

Made in Switzerland

NFT, Tokenization, Virtual Fashion…?!

Sports and Entertainment industry has just started its transformation process

Opportunity

Pandemic is driven digital transformation: Video Gaming and NFTs are on the rise and Esports is fascinating gamers around the globe.

"2x bigger than the music & movie industries combined"

"NFT could bridge video games and the fasion industry"

"Sneaker brand RTFKT Studios garnered $3.1 million in seven minutes by selling crypto collectibles"

TAM

TAM

TAM

$1.2bn

$22bn

$2.4bn

Esports Industry

Non-Fungible Tokens (NFT)

Virtual Fitting Room Industry

Who We Are

Shaping the future of sports

- ✓ Blocksport is an innovative and leading SportsTech established in 2019 and based in Zurich, Switzerland.

- ✓ We supports **are clients** with proprietary technology stack that is **focused on** Video gaming/Esports and Sports.

- ✓ Together with our professional network of sports experts and partners we will launch a NFT platform to bring clubs, fans and sponsors closer together.

- ✓ Our state-of-the-art NFT platform provides features like NFT and fan token issuance, auction, bidding as well as NFT mining.

Key team

Management

Vladimir Liulka
CEO & Co-Founder

intellica

Alex Honcharuk
CTO

Delphi software
inspired by innovations

Board of Directors

Semih Kaçan
Chairman & Co-Founder

CREDIT SUISSE
BearingPoint.
swisscom

Heinrich Zetlmayer
Board Member

ESL
BLOCKCHAIN VALLEY VENTURES

Tomaš Trupl
Board Member

Poštová banka
SLOVENSKÁ

Mladen Petric
Football player
TV commenter

BVB 09

Mark Goddard
Former FIFA Director

FIFA

Mentors

Tom Lemke
Co-Founder
BIG & Mousesport

BIG
mousesports

Niklas Timmermann
World Champion
SimRacing

SKILLSHOT

Alexander Janssen
Sports Tech entrepreneur

Sam Li
Venture investor/advisor
former VP at NBA

NBA
CALVERT DRIVE VENTURES

Recognitions

Participation, coachings and networking.

Completed Accelerator programs

CV VC
[Zug,
Switzerland]

Hype Sports
[London, UK]

SportRadar
[St.Gallen, Switzerland]

Aves Lair
[New York, USA]

Network of Sports Stars

Strong footprint in Esports and Football

Paul Pogba

Erling Haaland

Ivan Rakitic

Andriy Shevchenko

Luca Modric

Mladen Petric

Diego Benaglio

Davor Suker

Virtus Pro

Network of Club Clients

Our Club clients in Esports,Gaming and Sports

Offering

```
                              Blocksport

                                         NFT platform - NEW
```

App-as-a-Service - *LIVE*	NFTs	Fan Token Offering	Farming
SaaS plus Transaction fee	**Transaction fee**	**Issuance and Auction fee**	**Rewards**

App-as-a-Service - *LIVE*

- Exclusive and branded mobile app solution
- Live in <30 days
- Fully cloudy and Plug-n-Play
- Features: Messenger, Fan Mission, Gamification, Social Wall, News Centre, Push Notifications, Subscriptions, etc.
- Clients: Teams, Players, Celebrities, Event Manager, Tournament Organizer, Brands

NFTs

- Plug & Play: Create, issue and distribute any type of non-fungible token for Sport Collectors
- Authentication: NFTs are authenticated bank-standard Blockchain Technology
- Features: Marketplace, Storage Solution, P2P Trading
- Types: Art, Collectible Cards, Memorabilia, Video, Picture, Merchandise, Skins

Fan Token Offering

- A turnkey solution for any sports or Esports organization to monetize their fan base via a custom Fan Token Offering
- Features: Fan Token(s) grant holders voting rights to particularly participate in the decision-making processes, feedback polls and surveys in regard to the sports teams or organizations to which they relate.
- Types: Esports Teams, Football Clubs, All Traditional Sports Clubs

Farming

- Play to Earn: Integrates BSPT, NFTs card and fan tokens into DEFI games
- Holding Cards and get mining token rewards
- BSPT token and Fan tokens to form LP, get mining token rewards
- The rewards are calculated off-chain and distributed to the player's wallet

NFTs

Sport NFTs trading market: Securely trade and collect assets

✓ NFTs are created by the Blocksport protocol

✓ Marketplace

✓ Liquid NFTs

✓ Cross-Chain NFT Swaps

✓ Authenticated by Ethereum or Binance Smart Chain

Market practice

Digital Collectible Cards

Digital Tickets

Virtual Merchandise

Fan Pics

NFTs

App Skins

Virtual Merchandise as NFTs

Create, edit and share unprecedented virtual experiences

**NFTs Store
Virtual Merchandise**

**Augmented Reality
Try-on**

**Make a shot of special
moment and create an
NFT**

Social Media Post
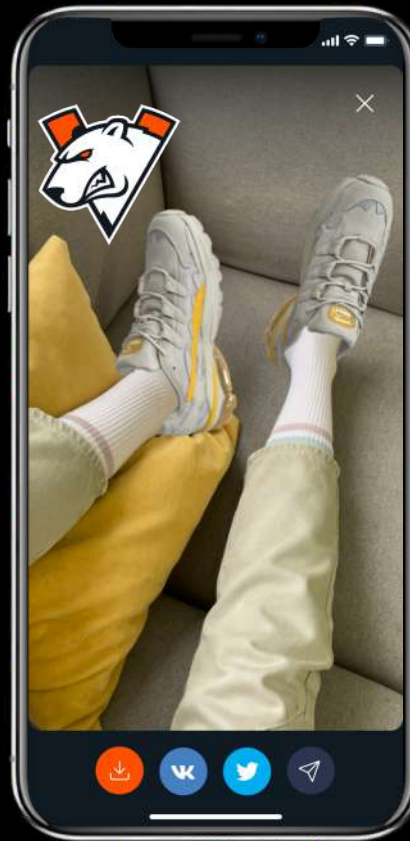
- ✓ Impressions
- ✓ Virtual fitting room
- ✓ Unprecedented experience
- ✓ Make special moments into NFTs
- ✓ Interact between camera and NFT backend
- ✓ Augmented Reality
- ✓ Authenticated

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Fan Token Offering

Purchase, Play, Stake 'voting rights' for fans

Starting Point

- <u>Fan Token</u>: Fan Tokens are created by another entity within the Group. Fans who hold Fan Tokens gain a decision-making right for that team.

- Fan Token Offering: Blocksport provide a tokenized voting platform where fans can buy, sell and execute voting or "crowd managers" rights in their sports teams and benefit from extra VIP benefits.

Technology:

- Blockchain backed, tokenized voting system; capable of driving transparent and democratic crowd decision making processes for teams & entities from any game type or sporting vertical.

Service Scope:

- Tokenized voting rights (Fan Tokens)

- Sell and auction off Fan Tokens they hold

Business Model:

- Auction fee

- Trading fee

- Sub-feature Service Fees

Farming

Combining DeFi and NFT in Sport for users to compete, purchase and stake unique NFTs and tokens to win mining rewards

NFTs Farm

- Collect NFT star cards
- Hold cards to shape a sport team
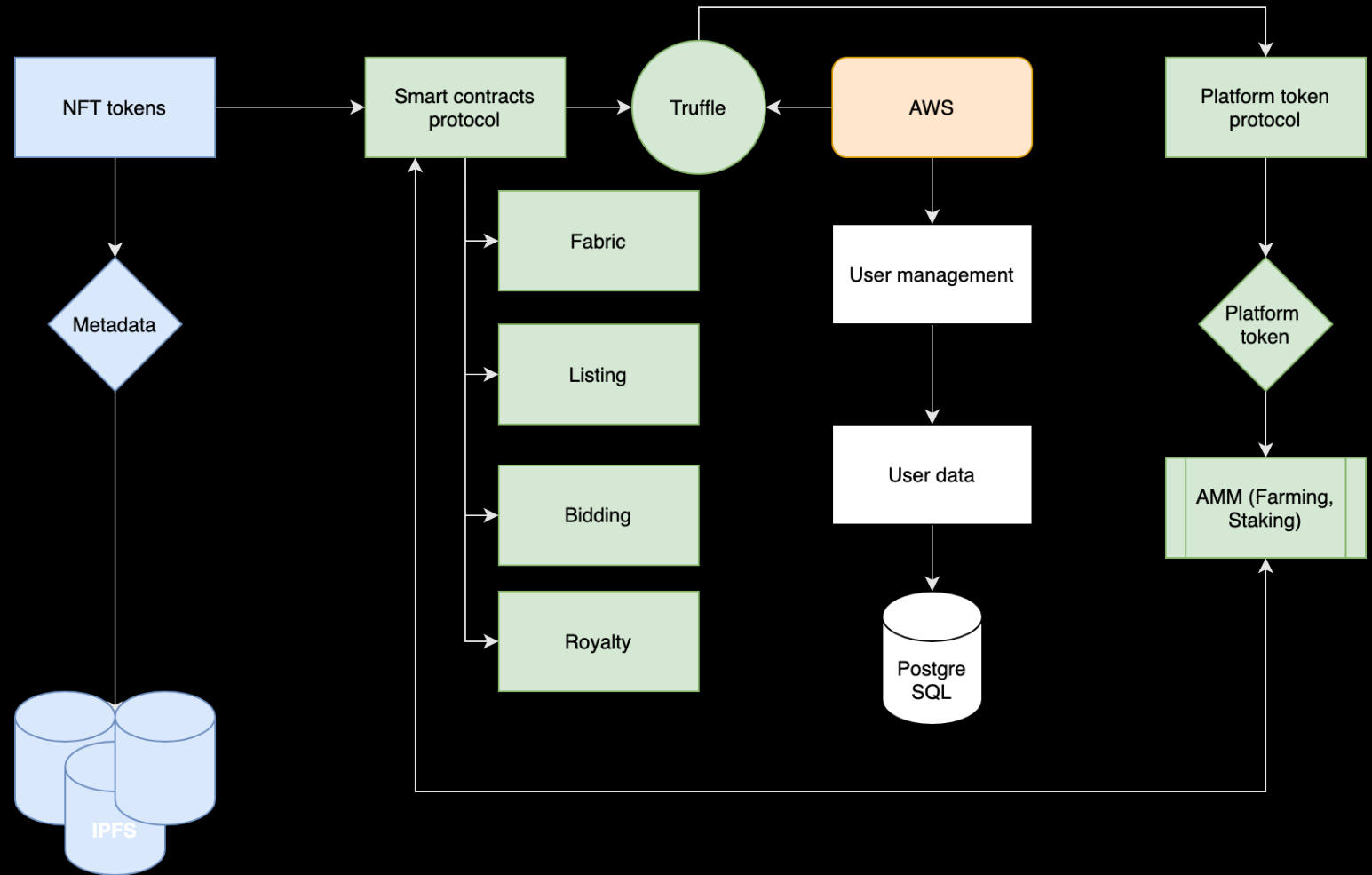- Staking the NFT card pack to get token rewards
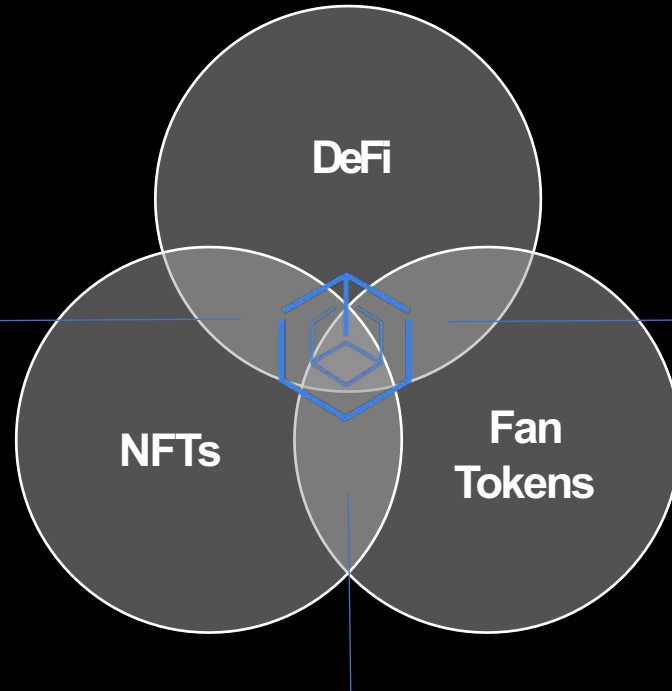
Fan Token Farm

- Purchase Fan Tokens and BSPT token
- Staking Fan Token and BSPT to get LP tokens
- Staking LP tokens to earn token rewards

DeFi

NFTs

Fan Tokens

Other Farm

- Cooperate with other NFTs to stake
- Cooperate with other tokens to provide new LP farm

Technology

✓ AWS as a cloud provider

✓ EKS as a Docker containers orchestration

✓ EC2, S3

✓ Route53, CloudWatch

✓ React JS as front-end framework

✓ Node/Express as a RESTful APIs framework

✓ Relational Databases: PostgreSQL

✓ Smart contracts based on Solidity

✓ Decentralized storage: IPFS

✓ Token standards: ERC 721, ERC 1155

Competition

Blocksport outperforms its competition in reputation and reach of network.

High reputation and
high visibility of brand

Dapper socios.com

⊕ sorare

Weak Network 🔷 Klaytn Strong Network

🔷 Lympo

BLOCKCHAIN
APP FACTORY

Low reputation and
low visibility of brand
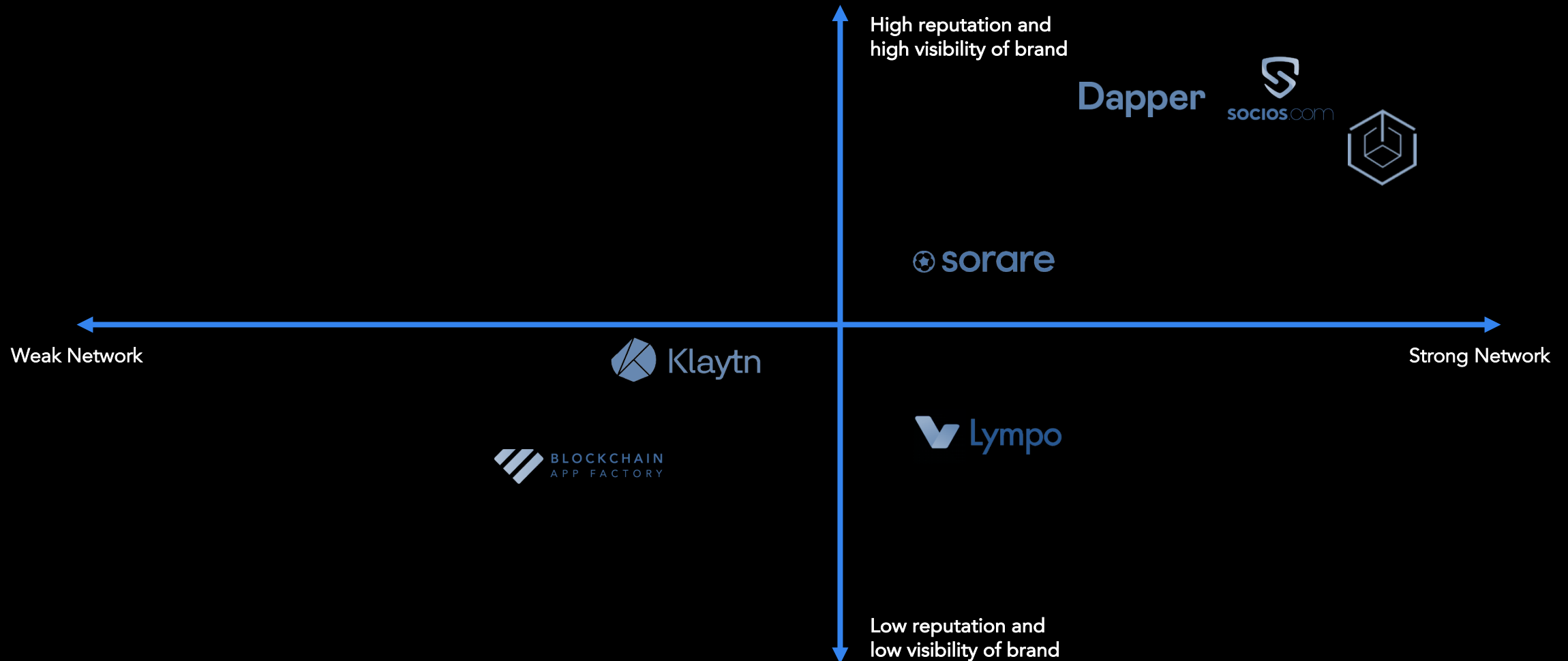
The Platform

Web-based NFT aggregation platform. They home of sports NFT.

✓ Stake BSPT Tokens and mint exclusive sports NFTs of real-life sports stars, world champions, influencers, enthusiasts, eSports teams, and more.

✓ Users can use BSPT to participate in fan token subscriptions and auctions

✓ Farming rewards: Staking NFTs or Fan Token to earn BSPT rewards

✓ Holders of BSPT tokens can:

  ✓ participate in community governance and manage platform NFT creators

  ✓ submit and vote on proposals about trading fees and new features to be developed

**Select Pool** ➤ **Stake BSPT** ➤ **Receive Rewards** ➤ **Win NFT**
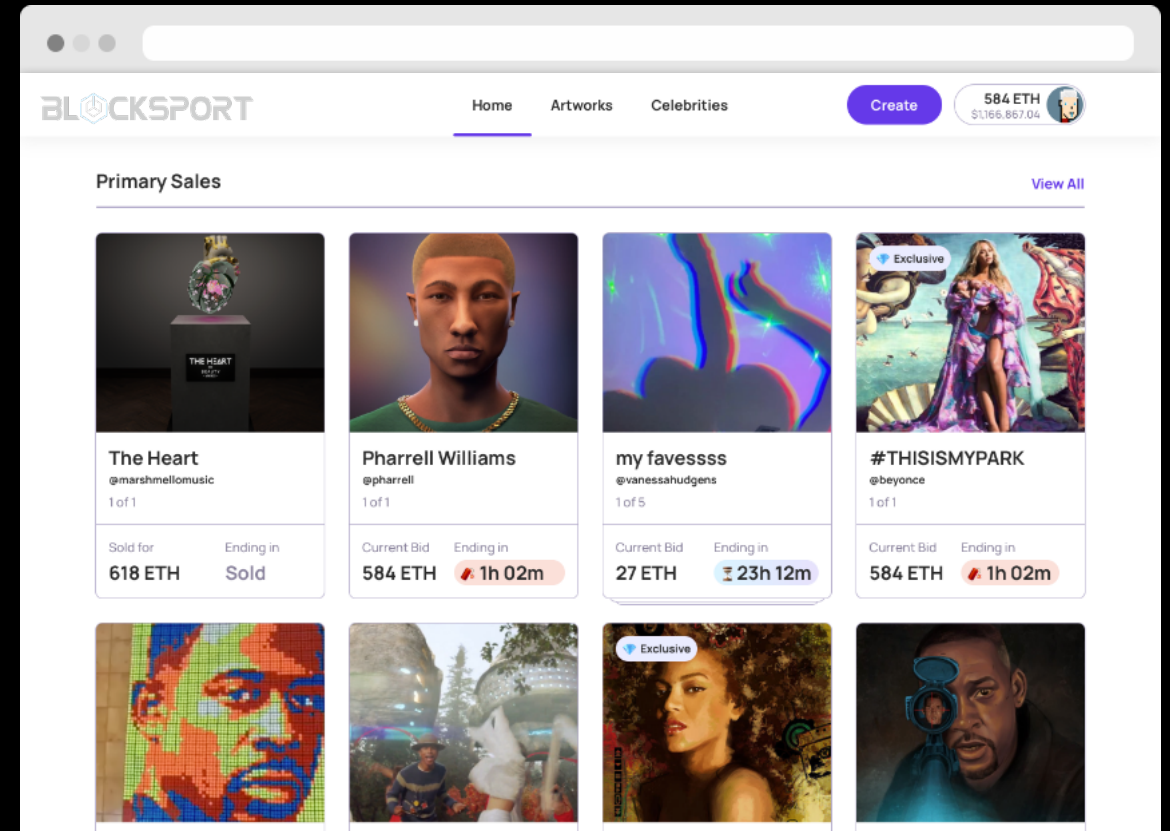
BSPT Token

Fungible and publicly listed token that is the gateway to your exclusive NFT
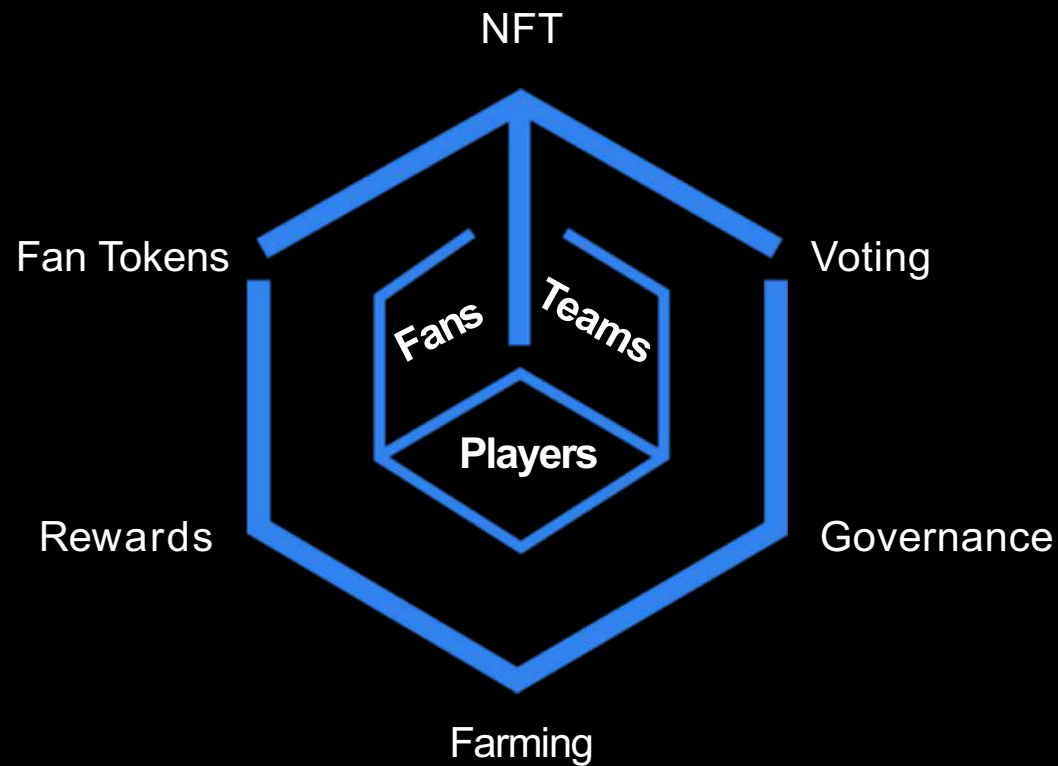
- ✓ Token is initially released on the Ethereum blockchain and later bridged to Binance Smart Chain. BSPT supports Ethereum ERC20 interface standard.

- ✓ BSPT is the utility token to mint and purchase unique and exclusive sports NFT authenticated by technology.

- ✓ NFT types include but are not limited to digital collectibles, virtual goods such as sneakers as well as exclusive rights & historic memorabilia.

BSPT Allocation

1,000,000,000 BSPT tokens will be distributed.
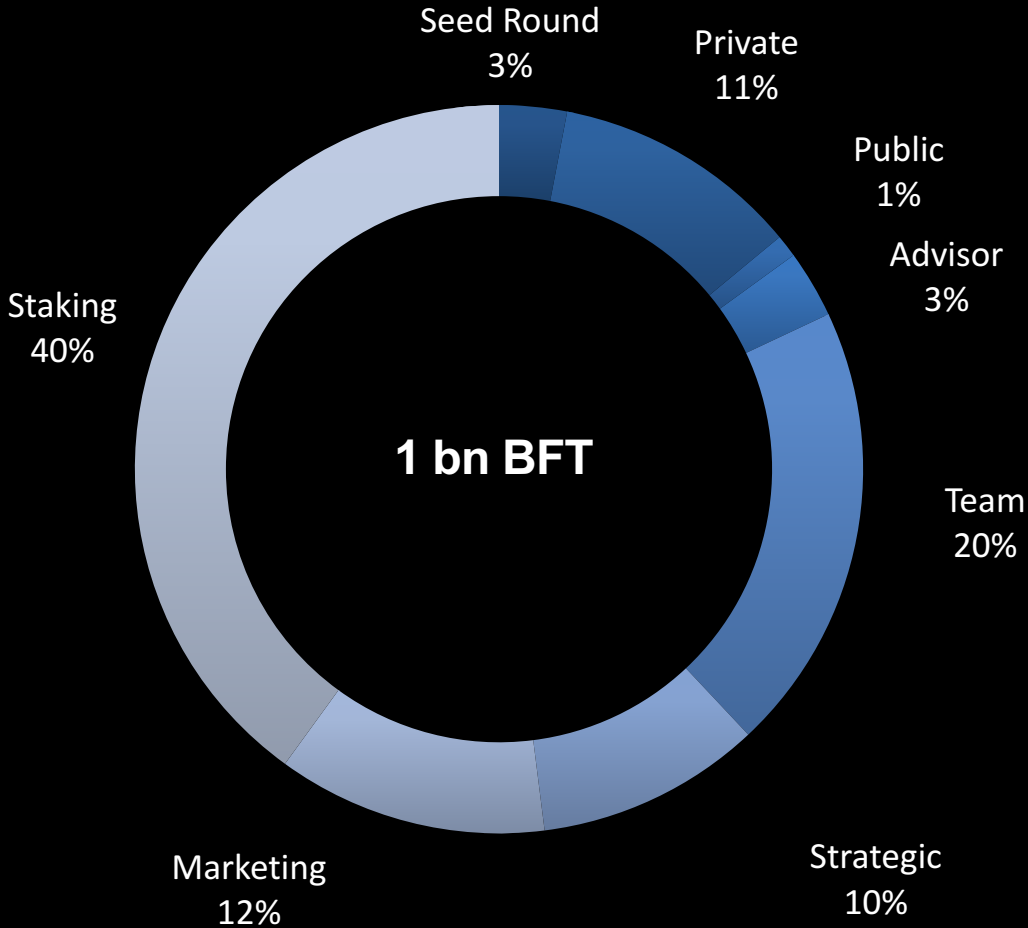
Tokenomics	Number of tokens	Allocation
Seed Round	30,000,000	3%
Private	110,000,000	11%
Public	10,000,000	1%
Advisor	30,000,000	3%
Team	200,000,000	20%
Strategic	100,000,000	10%
Marketing	120,000,000	12%
Staking	400,000,000	40%

Roadmap

Growth path powered by cross-sport expansion and crypto market growth

2019

Built track record

- ✓ SaaS services for sport team or Esport team
- ✓ Develop the sports network and access to the decision-makers of sports clubs
- ✓ NFTs studies

2020

Pre Launch

- ✓ Esports market leader in Europe
- ✓ App Platform live
- ✓ NFT platform in design phase

2021 Q2

Launch

- ✓ The BSPT token becomes readily available for purchase
- ✓ Seed round and Private round will be closed
- ✓ NFT platform developed

2021 Q3-Q4

Adoption

- ✓ The NFT platform opens for a soft launch to the public
- ✓ The BSPT token will be listed on the exchange

2022 Q2+

Acceleration

- ✓ More NFTs
- ✓ More Fan Token Offering
- ✓ DeFi protocols

2023 Q1+

Market Majority

- ✓ Global-scale
- ✓ Aggregate diverse partner types outside teams, including streamers & Esport brands

The journey

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.

An acquisition of Tokens is suitable only for experienced persons who are in a position 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.

Note: This sale is not offered nor available to US residents and Chinese residents.

FAQ

What is BSPT?

✓ The Blocksport 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 blockchain.

✓ The BSPT token is an important part of the Blocksport 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.

What are NFT?

✓ 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.

How can I buy NFT?

1. NFTs can be obtained through minting on the Blocksport platform

2. NFTs can be bought from other users on NFT marketplaces

3. Blocksport will hold auctions of some one of the kind NFTs

4. They will also be available in the to be released NFT packs

What are the BSPT minting pools?

✓ BSPT holders can participate in different pools by staking their BSPT and obtaining Blocksport NFTs. Athletes, Exclusive, and eSports pools will be opened one by one, with more coming in the near future.

How can I sell my minted NFTs?

✓ Selling your minted NFTs is relatively easy and can be done on NFT our marketplace.

How does minting work?

✓ Select pool: Choose the pool you want to participate in. Each pool has a unique NFT collection ranging from real-life athletes to custom and distinctive Blocksport characters. You can participate in multiple pools.

✓ Stake BSPT: Load your digital wallet with BSPT and stake them in a chosen pool.

✓ Receive rewards: The daily credit amount varies and is based on the BSPT staked. Our goal is to create a fair competition system between all holders without excluding any group of participants.

✓ Obtain your NFTs: Spend your credits and receive NFTs. The price is based on the rarity of the given card.

GET IN TOUCH WITH US.

THANK YOU!

BL CKSPORT