



BLOCKSPORT

Whitepaper 1.1

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1. Introduction to Digitalizing Fan Engagement

1.1 Introduction

The evolution of the sports industry into the digital realm has opened new avenues for fan engagement. Blocksport stands as a leading catalyst in this transformation, leveraging cutting-edge blockchain technology to redefine how fans connect with their favorite sports and entertainment domains on a global scale. Our platform aims to bridge the gap between traditional fan experiences and the digital age, offering an immersive, interactive, and decentralized ecosystem.

1.2 Vision

Since its inception four years ago, Blocksport has continually pushed the boundaries of digital fan engagement. Central to our mission is the creation of completely new revenue streams for our clients, which we achieve through our fan-centric ecosystem. This ecosystem includes: NFT tickets, Digital marketplace, NFT games, Digital Memberships, Fan app.

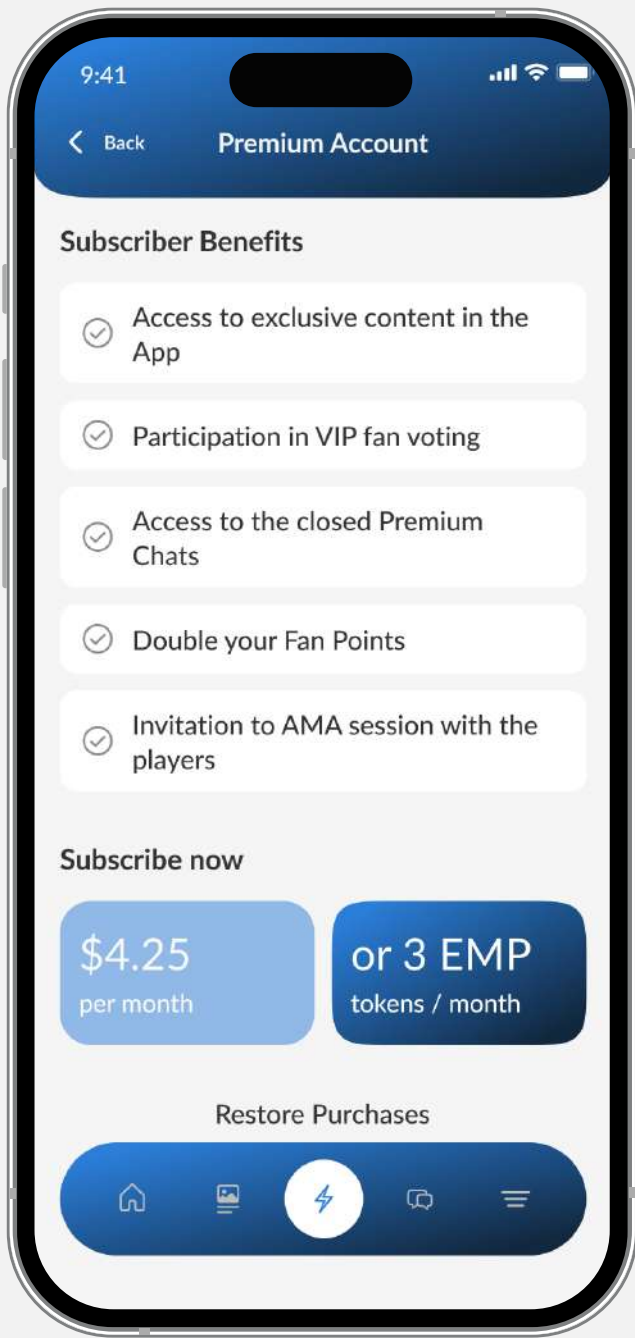
By providing these cutting-edge digital offerings, Blocksport is redefining fan engagement and opening up new avenues for revenue and growth in the sports industry. Currently serving an engaged community of over 5 million fans worldwide, we've cultivated a dynamic sports community that knows no geographical bounds.

1.3 The Future of Sport Fan Engagement

Blocksport envisions a future where fan engagement transcends passive viewership and becomes deeply personal and interactive. Through the integration of state-of-the-art digital technologies, our platform strives to create an ecosystem that offers unparalleled engagement experiences, fostering stronger connections between fans, clubs, and athletes. This vision drives us to pave the way for a new era in fan interaction that is both future-proof and deeply enriching. Embracing the digital nature of sports, Esports and the broader entertainment industry, Blocksport is uniquely positioned to revolutionize fan engagement in these sectors. Our platform's interactive and innovative features are well-suited to cater to the ever-evolving demands of these industries, promising novel fan experiences, heightened interactivity, and increased loyalty.

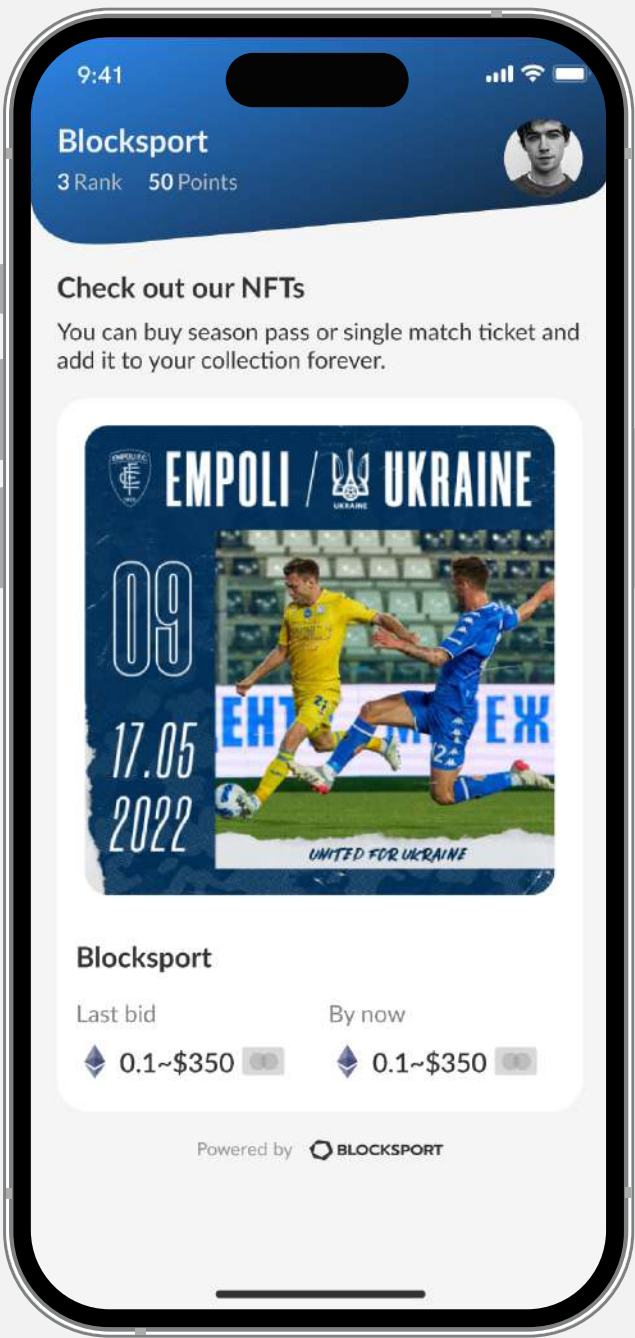
1.4 Beyond Sports: Entertainment

The versatility of Blocksport's blockchain-based tools extends far beyond sports. We envisage a future where film fans collect and trade exclusive digital memorabilia tied to their favorite movies, and music enthusiasts engage intimately with artists and events in ways previously unimaginable. By applying our platform's technology, we aim to redefine fan engagement across various entertainment domains, fostering a new level of connection and participation.



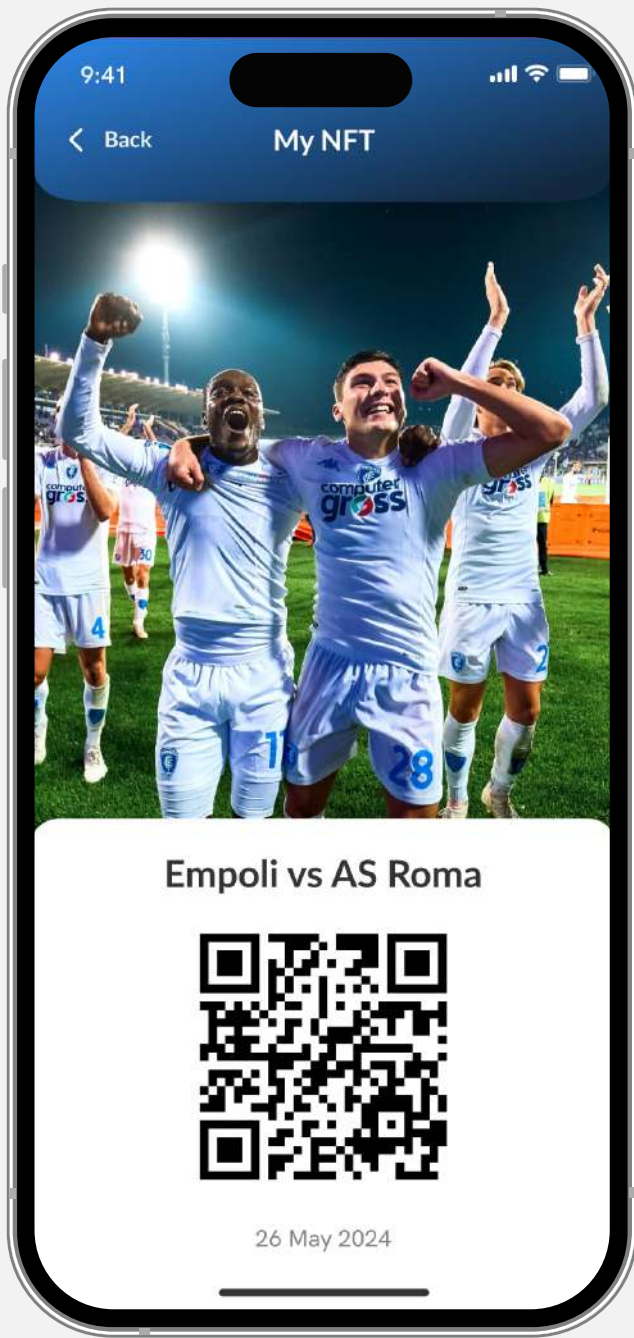
Premium Membership

You define the levels and benefits.



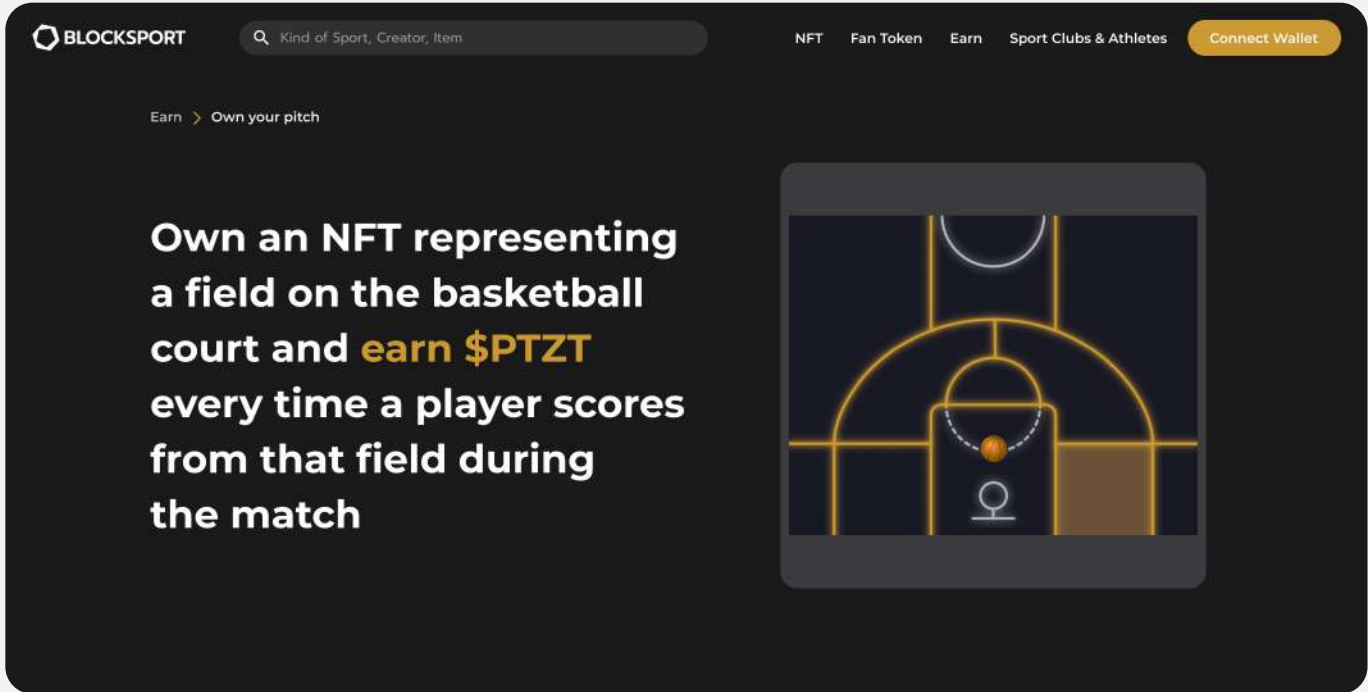
Collectible NFTs

Buy, collect, trade and sell unique digital fan items.



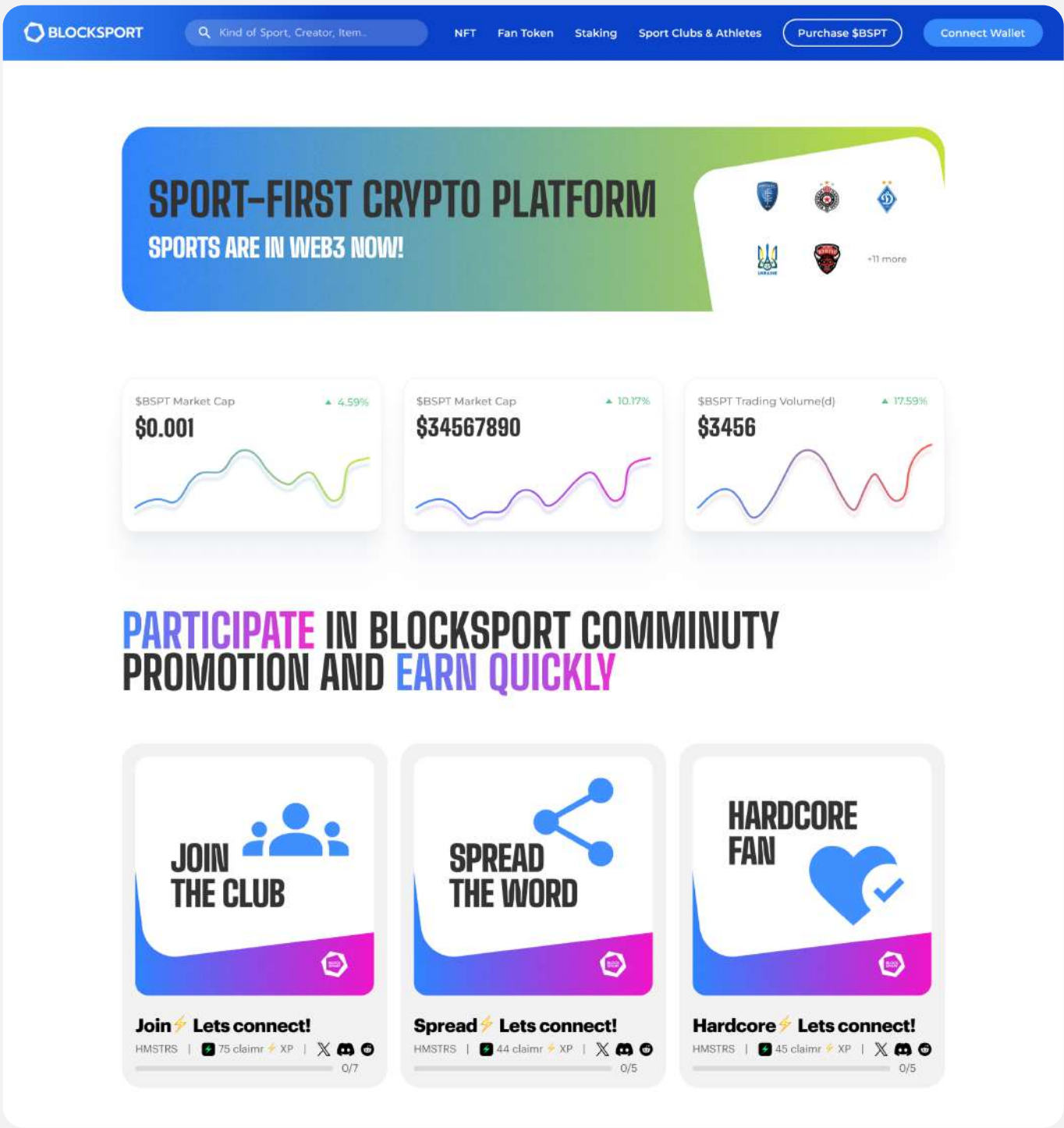
NFT Ticketing

Give your biggest fans the entry to events they deserve.



Games

Boost engagement with live games before, during or after matches.



Marketplace

Offer your fan items to a global audience.

Blocksport's transformative potential opens a wide spectrum of possibilities. Imagine exclusive digital content releases for movies that grant fans access to behind-the-scenes experiences, or immersive virtual events for music enthusiasts, providing an unprecedented level of engagement. Our technology opens the door to countless opportunities for fan interaction and revenue generation across multiple entertainment sectors.

1.5 Team and Advisors

Our team has experienced exponential growth over the years, and we currently boast a dedicated workforce of 15 full-time members. Leading Blocksport through its developmental phases is our CEO and Founder, Vladimir Liulka. Within our team structure, a devoted group of developers and product specialists focuses on our fan app and Web3 products. Simultaneously, our business team is expanding, actively pursuing new client acquisitions and strategic partnerships. Additionally, our marketing team consistently enhances Blocksport's exposure and user acquisition efforts.

Our advisory board comprises notable industry figures such as Peter Warman, who joined our company as an advisor, contributing his expertise in marketing and sales processes as an experienced entrepreneur. Peter has successfully founded and guided NewZoo, a gaming data company, to significant success. Also, empowering our advisory board is Alexander Janssen, an experienced entrepreneur in SportsTech and a CEO of the Dutch Sports Tech fund. We maintain strong relationships with various advisors who have collaborated with us at different stages of our journey.

Board of directors



Vladimir Liulka
Chairman
& Founder



Alexander Janssen
Board Director



Frieder Stroh
Board Director



Martin Polak
Board Director

Team



Alex Honcharuk
CTO



Samir Ceric
COO



Bohdan Yurchuk
Tech lead



Andrii Havryliuk
Product manager



Ihor Honcharov
Head of marketing

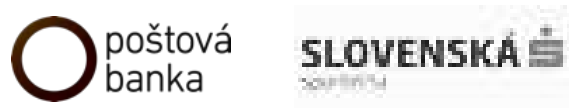


Dimitrios Syrmis
Customer success manager

Board of advisors



Tomas Trupl
Business advisor



Sam Li
Strategy advisor



Dr. Vassilios Koutsogiannakis
Legal advisor



Faisal Hassounah
Business advisor



Peter Warman
Strategy advisor



Mark Goddard
Business advisor



2. Achievements Summary 2021 - 2023

2.1 Continuous Development and Innovation

Since 2021, Blocksport has committed to continuous platform development, striving to enhance user experiences for clients and their fan bases. Our team diligently worked on refining both our foundational mobile fan app and introducing cutting-edge Web3 components, ensuring a seamless transition into the digital era of sports engagement.

2.2 Major Milestones of 2022

The hallmark of 2022 was the successful launch of our marketplace, a groundbreaking platform where celebrities and organizations can tokenize their brands via fan tokens and NFT collections. Introducing pioneering Play-2-Earn (P2E) features, NFT, BSPT, and fan token staking further solidified Blocksport's position as an innovative force in the industry. Notably, being the second company after Binance to introduce fan token staking on our platform signifies our commitment to empowering fans with passive income opportunities.

2.3 Advancements in 2023

In 2023, Blocksport drove its engagement strategies by launching plenty of innovations in the industry:

Strategic Partnerships and Utility Enhancements

Our collaboration with the WhiteBIT exchange, a leading CEX in Europe and an official crypto partner of Barcelona FC, Trabzonspor FC, Ukraine national football team, exemplifies our mission to fuse sports with Web3 technology. This strategic partnership aims to bridge the gap between traditional sports and blockchain, fostering global connectivity and accessibility.

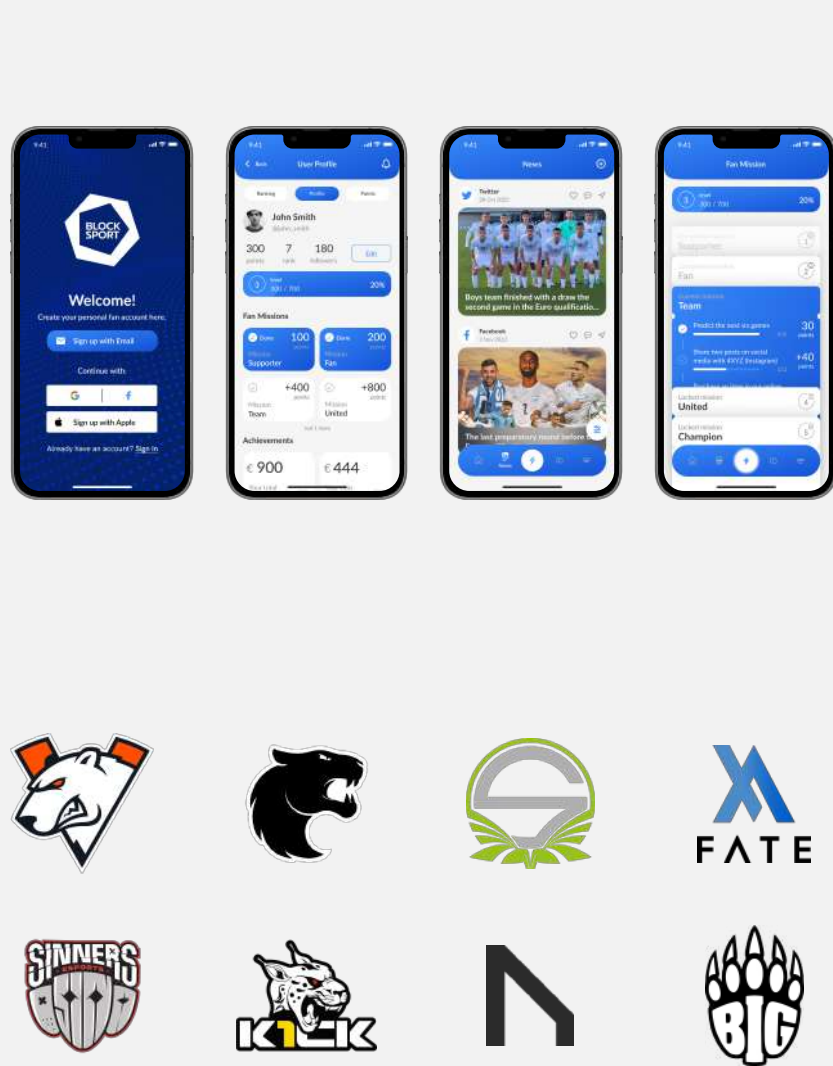
Additionally, we dedicated resources toward enhancing the utility of the BSPT token, introducing two pivotal features: the Roadmap DAO and the ETH-BSC bridge. The Roadmap DAO embodies our commitment to decentralized governance, empowering our community in decision-making processes. Meanwhile, the development of the BSPT ETH-BSC bridge is the first step in enabling seamless cross-chain transactions and augmenting user participation in various activities within our ecosystem, which will be extended by other networks since they are added.

2020-2021

BLOCKSPORT

1.0

Leader in mobile based fan engagement solutions for the early adopter Esports industry.



2022-2023

BLOCKSPORT

2.0

European leader in fan engagement and omni-channel SaaS for Sports and Esports markets.

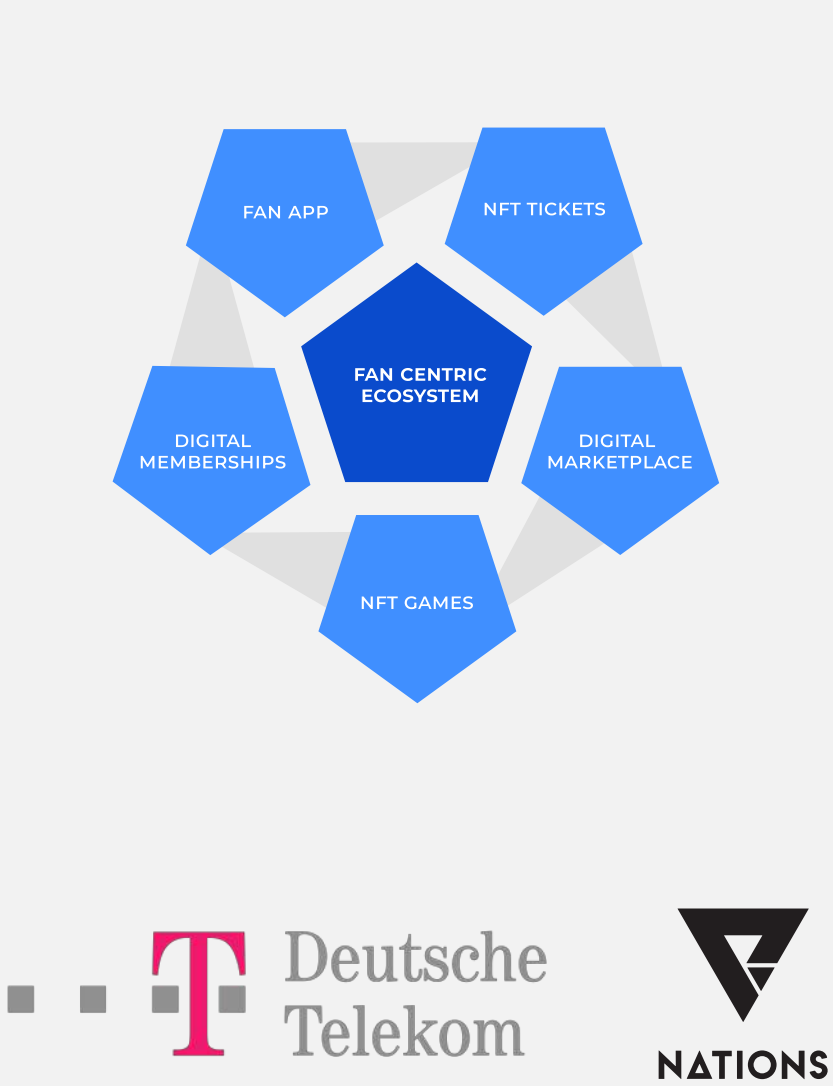


2024-2026

BLOCKSPORT

3.0

Global leader in Web3 community engagement and monetization within Entertainment.



→

BLOCKSPORT

X.0

Global leader in Web3 community engagement for government and all commercial B2C markets.



Web3 Ready Mobile App Evolution

Blocksport's mobile app underwent iterative cycles, incorporating extensive customer feedback and three comprehensive redesigns. This evolution culminated in the development of a best-in-class application. Our team experimented with various fan engagement tactics, leveraging insights into fan behavior to establish highly engaging approaches effortlessly deployed across our platform.

P2E Game for Partizan BC

As a pioneering initiative, Blocksport introduced the first Play-to-Earn (P2E) game in partnership with Partizan, a basketball club boasting millions of fans worldwide. This innovation not only elevated fan engagement but also introduced a novel reward system, allowing fans to interact with their favorite clubs while earning rewards.

Fan Token and NFT Launchpad

Within our Web3 platform, app.blocksport.io, we enable organizations and celebrities to create and sell their tokens as digital memberships, offering unique benefits to their fan bases. Additionally, every club can establish a distinct presence and mint NFTs on both Binance Smart Chain (BSC), Polygon (MATIC) and Ethereum (ETH) networks.

Staking Mechanism

Blocksport's native token BSPT, alongside NFTs and fan tokens, is eligible for staking within our platform. This functionality enables users to stake their digital assets and earn passive income in BSPT tokens, further enriching their engagement and participation within our ecosystem.

Strategic Partnership and Future Endeavors

The integration of the WhiteBIT network through strategic partnership represents a significant milestone in Blocksport's journey. This alliance has immense potential to reach millions of fans worldwide, and our team remains vigilant in exploring further opportunities aligned with this success. The next endeavor in that direction is broadening the partnership with Deutsche Telekom utilizing their already in-place infrastructure.

3. Future Roadmap

3.1 Implementing BSPT Payments

Blocksport is strategically positioned to implement BSPT payments across its platform, aiming for seamless transactions with a 0% commission fee. This strategic move is intended to optimize transaction processes, elevate user convenience, and foster wider adoption of the BSPT token within our ecosystem.

3.2 BSPT B2B Integrations

As part of our ongoing initiatives, we are slated to introduce BSPT as a payment method within the applications of Blocksport's clients. This initiative aims to empower fans of our clients by enabling them to purchase digital merchandise, goods, tickets, and premium subscriptions at discounted rates when using BSPT. Additionally, BSPT will be prominently featured on our clients' websites through a dedicated widget, alongside their tokens and apps, fostering greater visibility and accessibility.

3.3 DEX Listing

To facilitate easier access and exchange of the BSPT token, Blocksport is set to list it on a decentralized exchange (DEX). This listing on the UNISWAP exchange in Q2 2024 eliminates hurdles such as KYC requirements and other constraints, making it more convenient for the community to purchase and exchange the token.

3.4 Engaging creators, artists and illustrators

A pivotal aspect of our future strategy involves attracting and motivating talented creators to join our platform. This initiative aims to enrich our platform's content and user experience by leveraging the creative prowess of designers within the sports industry.

3.5 Expansion of Play-2-Earn Games

Blocksport is set to expand its range of Play-2-Earn games that will be not only connected to current clients, but to the global and popular competitions. Our goal is to create a range of Play-2-Earn games based on advanced sports data and quizzes to engage real sports fans across the world and reward them with BSPT. We will also launch more branded games with our current clients.

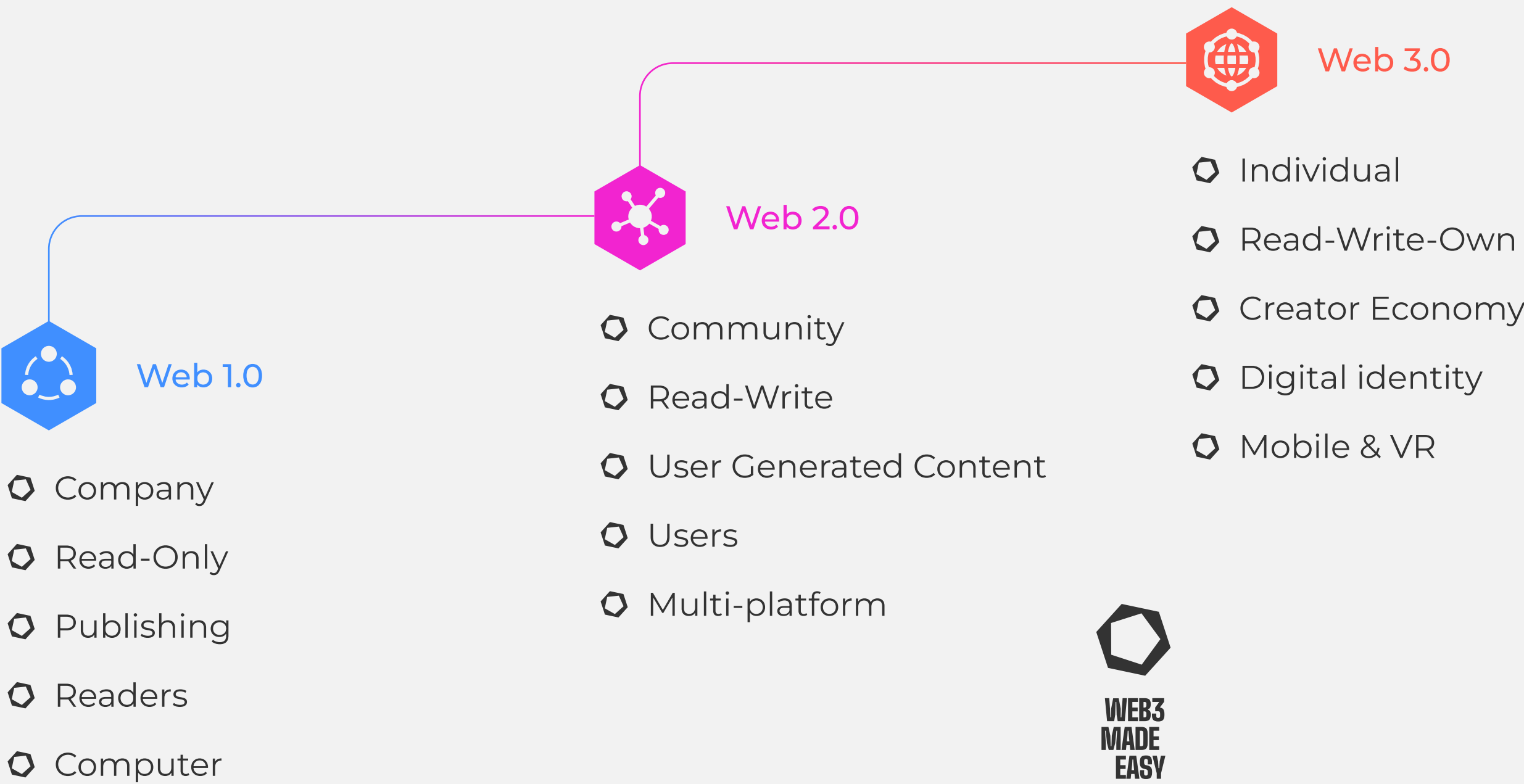
3.6 New opportunities for BSPT Token holders

We're adding three new utilities to the BSPT token very soon, and by the end of the year, we plan to have at least ten. These new features will be different from what we currently offer, like staking or NFT staking. Our goal is to make the token more useful and appealing in our ecosystem, making it an even more important part of what we do.

Roadmap Overview



4. Conclusion and Vision for the Future



4.1 Summarizing Achievements

Blocksport stands as a trailblazer in revolutionizing fan engagement within the sports industry, leveraging blockchain technology to introduce groundbreaking features. From pioneering Play-to-Earn (P2E) games to seamlessly integrating the WhiteBIT network, Blocksport continuously propels the boundaries of digital fan engagement.

4.2 Impact on Fan Engagement

Our relentless pursuit has transformed the way fans interact with sports clubs and athletes, ushering in a new era of interactive, rewarding, and globally accessible fan experiences. By introducing innovative engagement mechanisms, we've deepened fan connections and loyalty, amplifying the overall enjoyment of sports and entertainment.

4.3 Aspirations and Call to Action

Looking ahead, Blocksport reaffirms its commitment to amplifying its Web3 initiatives, recognizing the untapped potential in this sphere that was underexplored amidst our B2B partnerships. Our vision extends far beyond sports, aiming to bridge the gap between organizations, celebrities, creators, and their fans across the entire entertainment landscape. We envision becoming the heartbeat of fandom, offering a future-proof and immersive experience that transcends boundaries.

Goals for Expansion

As part of our expansion strategy, Blocksport is actively developing plans to enter the lucrative US and North American markets. With a clear vision and ambitious goals, we are poised to unlock new markets and establish a robust presence, not just in sports but across diverse entertainment domains.

Vision for the Future

Our vision propels Blocksport as a pivotal force that unites the entertainment industry under the banner of Web3 technology. We aim to pioneer a revolution that reshapes how fans engage, fostering deeper connections and empowerment for both fans and content creators. We envision ourselves as the bridge between creators and their communities, providing a platform that fosters vibrant and interactive fan experiences.

Invitation to Join the Journey

In pursuit of this transformative vision, Blocksport invites partners, investors, and users to embark on this journey with us. Together, we'll shape the future of digital fan engagement, breaking new ground in how entertainment is consumed, experienced, and cherished.

Continuous Innovation

At the core of our roadmap is a commitment to continuous innovation. We'll elevate our platform beyond its current state, embracing cutting-edge technologies and pioneering advancements that redefine fan engagement, fostering a community-driven and immersive entertainment experience.

