



BLOCSIDE



2018
WHITE PAPER

Abstract

MVP Tokens will be issued by BlocSide Sports Limited, an ownership conglomerate of professional football clubs, on the Ethereum blockchain. BlocSide aims to expand its offerings in three phases. First, BlocSide will develop the infrastructure to facilitate football-related transactions using MVP Tokens on a blockchain platform. We will offer the MVP Tokens as a token redeemable for football merchandise, tickets, player and club memorabilia, streaming media, and other football-related goods and services on the BlocSide Platform. The MVP Tokens will be the fan's gateway to a wide offering of exclusive products and provide an outlet for global fan interaction. In Phase Two, BlocSide aims to license the proprietary BlocSide Platform software to global professional football teams. In Phase Three, contingent upon the successful introduction and adoption of the BlocSide Platform, we will explore use of the MVP Tokens as a digital currency for football-related transactions on a blockchain. The security of token technology, full transparency of the ledger, and the decentralized nature of a token based on the Ethereum blockchain will allow our global supporters to take part in the emergence of a revolutionary financial ecosystem.

Notices

MVP Tokens (the “Token”) are not intended to constitute a security in any jurisdiction. This White Paper is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction. Ownership of the Token does not entitle the owner to any rights with respect to BlocSide or Only4Stars, including distributions or voting rights.

Purchase of the Token is final and non-refundable.

Individuals, businesses, and other organizations should carefully weigh the risks, costs and benefits of acquiring the Token before participating in the Token Sale. If you are not in the position to accept or understand the risks associated with the sale of the Token (including the risks related to the non-development of the BlocSide Platform or any other risks as indicated in this Whitepaper) you should not acquire the Token.

You are not eligible and you shall not purchase the Token through the Token Sale if you are a citizen or resident (tax or otherwise) of any country, state, or territory where the purchase of the Token or similar crypto tokens may be prohibited. By purchasing the Token, you represent and warrant that you are legally permitted to purchase the Token and assume the responsibility for complying with applicable laws and regulations.

Risk disclosures and disclaimers are further set forth on pages 18-19 below.

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BlocSide Overview

Token Name	MVP Token
Abbreviation	MVP
Token Issuer	BlocSide Sports Limited
Legal Advisors	Reed Smith LLP
Token Type	ERC-20
Total Tokens	500,000,000
Token Price	\$0.17
Token Distribution	60% sold in the token sale 15% allocated to BlocSide founders, employees, and advisors 15% BlocSide reserve for further company development and needs 8% reserved for token sale bonuses 2% allocated for marketing, legal, and other miscellaneous fees

BlocSide

Only4Stars International Sports & Entertainment Corporation (“Only4Stars”) a subsidiary of BlocSide Sports Limited is a global football, marketing, match and sports tourism agency that manages elite youth players, high profile players, and coaches around the world. We utilize our full-time scouts to sign the best youth players, investing time and resources towards that player’s future, while leveraging our extensive network to create the best path to success within the professional game. This structure has enabled us to become one of the top sources for emerging talent from around the world. We have transferred players to the likes of Ajax, Bologna, Manchester City, Sporting CP, FC Nantes, Roma, and Leicester City amongst others. Our latest transfer saw our client, Claudio Ranieri, Premier League Champion, move to manage FC Nantes on a two year, €4.8 million deal.

BlocSide Sports aims to become the premier football ownership conglomerate through the acquisition of specifically chosen football clubs, located in strategic leagues, that offer top tier development, lucrative exit opportunities for players, low club acquisition prices, fixed assets such as stadiums and training fields, and ardent supporters. Each club under BlocSide will be managed through a unified blueprint, modeled after Ajax Amsterdam and the Manchester City Football Group, to provide clarity, transparency, and strength to the technical and operational side of each club. Furthermore, each club will be able to leverage the collective strength of BlocSide to source talent, sponsorships, branding and a player/club database.

BlocSide Synergies



Tangible group of fixed assets, such as stadiums and training facilities, to be utilized and leveraged for various sporting events, concerts, festivals, and conferences



An efficiently established system of player transfer flow where BlocSide is both producing and retaining the best talent, as well as utilizing said talent across the board as club needs become apparent



Unified operational blueprint throughout the group to provide increased efficiency and clarity for the teams, coaches, and players within BlocSide



Global scouting network of BlocSide academies to source and develop talent



Packaged sponsorship deals for all BlocSide clubs



Increased efficiency, transparency, and security of the Blocside Platform (the “Platform”) for intergroup transactions

MVP Token

BlocSide will issue MVP Token (the “Token”), which is an ERC-20 compliant token that operates on the Ethereum blockchain. ERC-20 is a community defined standard that dictates a minimum set of functionality to ensure interoperability between various tokens. A fixed number of MVP Tokens (500,000,000) will be generated before the upcoming Token sale. 300,000,000 Tokens will be sold in the token sale via a Token Sale Ethereum Smart Contract. This will allow customers to exchange Ether (ETH) for Tokens.

The Token will function first in the BlocSide “Phase 1” as a gateway for consumers and fans to purchase exclusive goods and services on the BlocSide Platform. Such goods and services will include, but will not be not limited to, the sale of (i) merchandise; (ii) player and club/stadium memorabilia; (iii) food and beverages; (iv) experiences; and (v) tickets (single-game, group, corporate, mini-season and full-season packages). The Token will provide a vehicle for fans throughout the globe to redeem digital tokens on a blockchain for goods and services without the hassle of exchange rates and credit card processing fees. General consumers and fans will be eligible to receive an exclusive discount when they redeem the Tokens for goods and services. Following the introduction of the Token as an instrument redeemable for goods and services on the BlocSide Platform, we will consider exploring the opportunity to create a marketplace for fans to sell team-related merchandise and tickets. BlocSide Platform users would be able to advertise such transactions through their social media accounts, bringing further awareness to the Token and its utility and the marketplace.

Token Benefit



- Reduced facilitation and cross currency issues on transactions executed on MVP Platform
- Increased security of transaction information
- Proof of ownership for transactions



- Reduced facilitation and cross currency fees on transactions executed between BlocSide and consumers (reducing fees 2-3%)
- Increased security, validity and tracking of ticketing information/data
- Direct path for fans of a rapidly growing football club group to receive access to the BlocSide Platform
- Global access to exclusive broadcasting and live-streams of games + practice footage
- Discount and reward loyalty program to obtain exclusive merchandise and memorabilia

BlocSide Platform

The BlocSide Platform is an interactive online marketplace exclusively designed for Token holders. Consumers will utilize the platform for team merchandise sales— with exclusive items released solely on the platform; game day tickets; season tickets; opportunities to meet the players and exclusive, live-streamed game day and practice footage, amongst other assets. The BlocSide Platform will not redeem Tokens for fiat or digital currency.



Merchandise



Season tickets



Meet the players



Exclusive contents

Fan Consumption & Engagement

		Revenue Streams				
		Broadcasting	Licensing	Sponsorship	Gate Receipts	Concession
Fan Interactions	Cable TV	✓	✗	✗	✓	✗
	Live Stream Computer	✓	✓	✗	✓	✗
	Live Stream Social Media	✓	✓	✗	✓	✓
	Fan Attendance	✓	✗	✓	✓	✓
	Merchandise	✗	✓	✗	✓	✓
	Player Memorabilia	✗	✓	✗	✓	✓
	Club/Stadium Memorabilia	✗	✓	✗	✓	✓
	Community Outreach	✗	✗	✗	✓	✗
	On-Field Productions	✗	✗	✓	✗	✗
	Food and Beverage	✗	✗	✗	✓	✓
	Social Media	✗	✗	✗	✓	✗
	Radio Broadcasts	✓	✓	✗	✓	✗
	in-Game Services	✗	✓	✗	✓	✓
	Facility Leasing	✗	✓	✓	✓	✓

Above are the relevant manners in which fans are able to consume and engage with BlocSide Clubs. Each interaction contributes to different streams of revenue generation, which are able to utilize the Token. Below is a breakdown of each fan interaction and its implications for the respective revenue drivers.



Cable TV: We are working on reaching agreements with cable providers to facilitate the redemption of cable services for Tokens.



Live Stream (Computer/Web Services): Fans consuming team content through this medium can use Tokens as a transaction method to access live streamed events.



Live Stream (Social Media): Streaming games, practices and other relevant events through social media provides broadcasting, licensing and sponsorship revenue. Fans consuming team content through this medium will help build value within the aforementioned revenue streams. Fans can redeem Tokens for access to these products.



Fan Attendance: Fan attendance at games, concerts, and other events impact broadcasting, sponsorship, gate receipt and concession revenue. The larger the audience, the more prominent the venue/club, the more negotiating power the club will hold for broadcasting and sponsorship deals, such as stadium signage and naming rights. Gate receipts and concessions (food, beverage, and merchandise) will benefit from an increased fan attendance. Sponsorship and concessions provide distinct opportunities for the Token to serve as a medium for transactions.



Merchandise: The sale of club merchandise contributes to licensing, sponsorship and concession revenue. Retailers must pay a license to utilize the logo of a team and sponsors have the ability to purchase space on a team's jersey to advertise their brand. Fans will then be able to redeem Tokens for team merchandise and receive rewards and loyalty points with increased usage. Such points will be redeemable for Tokens, exclusive merchandise pieces, and discounted prices. Each of these revenue streams provide distinct opportunities for the Token to serve as a medium for transactions.



Player Memorabilia: The sale of player memorabilia, such as game-used cleats, jerseys, etc., provides opportunities to contribute to licensing, sponsorship and concession revenue. Consumers can purchase player memorabilia and use Tokens as a form of payment.



Club/Stadium Memorabilia: The sale of club/stadium memorabilia, such as seats, old signage, etc., provides opportunities to contribute to licensing, sponsorship and concession revenue. Packaging club/stadium products with our partners branding will drive revenue, as Tokens can be used as a medium for such transactions.



Community Outreach: Hosting events for player and team personnel to interact with the community will provide sponsorship revenue. Partnering with local and domestic businesses will generate sponsorship revenue as the brand receives activation through the team's personnel. Such community outreach deals can be transacted using Tokens.



In-Game Productions: Events, such as half-time shows, raffle giveaways, seat promotions and post-game concerts, can help drive gate receipts and create sponsorship opportunities for brands. Both of these revenue streams provide distinct opportunities for the Token to serve as a medium for transactions.



Food and Beverage: The sale of food and beverage at respective venues will generate concession revenue, as well as sponsorship revenue. Food and beverage companies will pay for the retail space to sell their products, as it simultaneously creates brand activations. The club typically receives a royalty from each food and beverage transaction in addition to the rental fee paid by the vendors. These transactions can either occur in Token or the vendor can convert the royalties at a discounted price to Token.



Social Media: Creating social media that fans can interact with via Facebook, Instagram, Twitter, Snapchat and Reddit will create opportunities to form brand partnerships that drive sponsorship revenue. Social media pages will be driven by live-streaming games, practices, media events and posting highlights following games. Sponsors and advertisers will be able to redeem Tokens for sponsorships and advertising space.



Radio Broadcasts: In-game radio and commercial advertisements offer opportunities for the Token to be used as a medium for transactional value.



In-Game Services: Mobile food and beverage vendors are an important commodity in any fan experience. New technology now allows for fans to order directly to their seats through the designated mobile apps. The Token can be redeemed for licensing packages, sponsorships, and concessions. Consumers and fans will have the opportunity to redeem loyalty points as their usage of Tokens for said transactions increases.



Facility Leasing: One of the greatest assets of owning a professional football club is the stadium as a revenue generating asset. The stadium can be leased out to those within the community for events such as: concerts, corporate meetings, parties, conferences, tournaments, other sporting events, and so forth. When applicable, licensing, sponsorship, gate receipt and concession fees can be priced and paid using the Token.

Prospective Expansion Plans

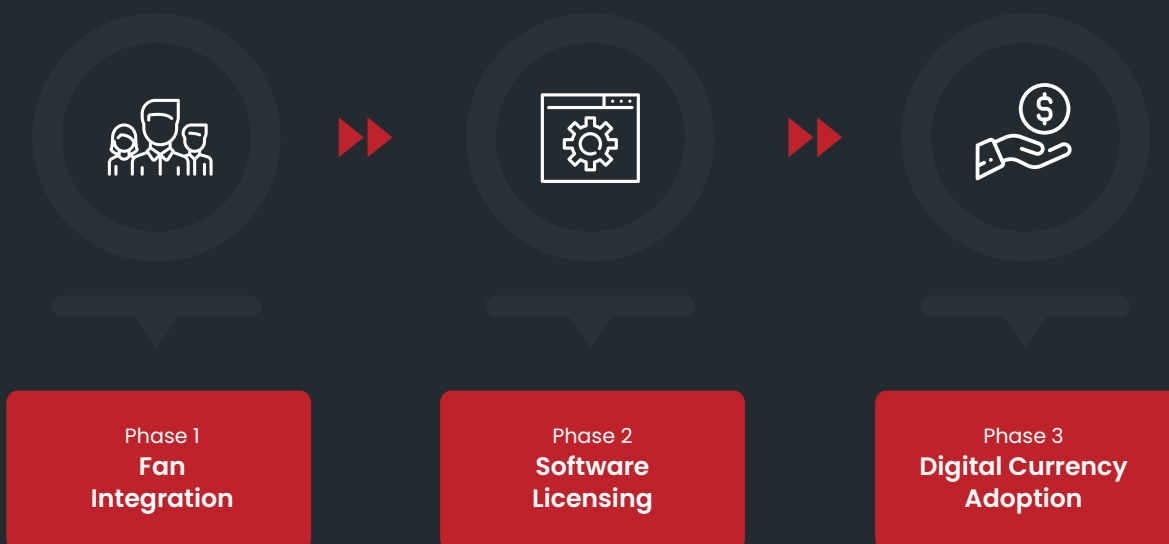
Phase 2

Contingent upon the successful implementation of the BlocSide Platform (Phase 1), we will consider exploring opportunities to license the proprietary API to other professional football clubs. Through this model, we will offer our BlocSide Platform as a “white label” to clubs throughout Europe. The ability to license out the proprietary BlocSide platform will expand Token usage and adoption as it grows beyond borders.

Phase 3

Conditional on the success of phases 1 and 2, BlocSide will consider acquiring the necessary license(s) to facilitate the use of the Token as a “virtual currency.” During this phase, BlocSide will explore other use cases for the Token and its utility within the global football marketplace

Please note that Tokens can be exchanged for fiat or digital currency only through third party exchanges and not by BlocSide or on the BlocSide Platform.



Long-Term Vision

It is no secret that football is the fastest growing sport globally. Youth football participation has skyrocketed around the world, which has translated to an increase in fan engagement through premium broadcasting agreements and the rise of social media. Additionally, football club valuations have steadily increased, as teams continue to reap the benefits of exorbitant sponsorship deals, broadcasting rights, and player transfers. 25 years ago, revenues within the English First Division (now the Premier League) were at a combined €170 million, while today those figures have surpassed €4 billion. Now, more than ever, teams at the highest level are not only spending money at a remarkable rate, but also surpassing records in their revenue generation. The Premier League currently runs on a club-based revenue-sharing £1.8 billion annual broadcasting deal. In addition, clubs within the Premier League earn on average £14.09 million annually from jersey sponsorship deals (this excludes the potentially £100+ million that can be generated through stadium and on-field sponsorship signage). We forecast that Premier League broadcasting rights could exceed £2.2 billion, while jersey sponsorship deals within the Premier League could grow on average to £18.49 million by 2022. Together, this results in one of the most lucrative sports within the entire industry and has the potential to continue growing to unprecedented levels.

The football industry, and the sports industry as a whole, operates largely on a cash-to-cash basis, which when dealing with multiple countries and large payments, provides complexity and an operational nightmare for transaction execution and fees (see appendix I.B for excerpt from Manchester United Annual Report). BlocSide will be the first sports club group, and first club in general, to use blockchain technology to issue a digital token that fans can redeem for exclusive goods and services through a digital marketplace, providing increased security and transparency, revolutionizing the future of sports finance.

The Token has the ability to revolutionize the financial infrastructure within the football industry. Football is the only major international sport where cross-continental and cross-currency transactions are a commonality. Look no further than the headlines within Manchester United's 2016 Annual Report to uncover the daily challenges that international clubs face as it relates to currency risk: "Fluctuations in exchange rates may adversely affect our results of operations." "Our international expansion and operations in foreign markets expose us to risk associated with international sales and operations," and "Asset valuations, currency exchange rates and credit ratings may be especially subject to increased market volatility." Dig a little deeper and there one finds the forward contracts to hedge currency risk, as well as the painstaking process of operating internationally with pounds, euros and dollars, all on the financial books.

¹ These plans are under consideration and subject to change. It is possible that BlocSide will modify these plans or not execute on them at all.

² Neil, Shane Paul. "Soccer Is Here, for Real This Time." The Huffington Post, TheHuffingtonPost.com, 20 Apr. 2016, www.huffingtonpost.com/shane-paul-neil/soccer-is-here-for-real-t_b_9730440.html.

³ Boor, Sam, et al. "Annual Review of Football Finance 2016." Deloitte Sports Business Group, June 2016, www2.deloitte.com/content/dam/Deloitte/uk/Documents/sports-business-group/deloitte-uk-annual-review-of-football-finance-2016.pdf.

⁴ "Premier League Shirt Sponsorship Deals Soar to £281.8m." Sporting Intelligence, www.sportingintelligence.com/2017/07/24/premier-league-shirt-deals-soar-by-record-rates-to-281-8m-250701/.

⁵ Assumes a conservative growth rate of 30% for the next 3 years (2019–2022), compared to the 70% growth rate of the prior 6 years

⁶ Assumes a conservative CAGR of 7% as compared to 18% in prior 7 years. This figure represents an annual basis.

⁷ http://otp.investis.com/clients/us/manchester_united/SEC/sec-show.aspx?FilingId=11594708&Cik=0001549107&Type=PDF&hasPdf=1

Clubs such as Manchester United could save over £6,000,000 per year by simply reducing the number of currencies used to facilitate transactions. The Token enables the all-encompassing vision of a decentralized currency that will allow transactions to become seamless and risk-free for global teams operating across multiple currency jurisdictions. As we increase consumer interaction with the BlocSide Platform, we intend to utilize the BlocSide Platform internally for intergroup player transfers and international transactions as a means to proving the cost reductions for club groups and owners. We predict there will be a time in the not-so-distant future where €198 million transfer fees, €1.8 billion broadcasting rights, \$100 million sponsorship deals, and £4 billion club valuations will all be transacted through digital currency.

Along with the implementation by global clubs to utilize the Token for large scale transactions, there will be a parallel system where fans and consumers are simultaneously using the Token for personal benefit. As a club's global presence expands, as does the reach of the Token. A Manchester United fan in Chile can now purchase an Alexis Sanchez jersey without bearing the costs of converting Chilean Pesos to British Pounds. This subsequently expands the global presence of not only the club, but also the football industry as a whole. The more accessible clubs become to fans globally, the more engaged consumers will become with BlocSide Platform. The result of all-encompassing adoption is not only an improved fan experience through increased accessibility, but also a simplified business operation for the club owner, which allows them to focus on providing meaningful value to fans worldwide.

⁸ In 2014, Manchester United recorded a £6,148,000 loss on their Statement of Cash Flows for "Effects of exchange rate changes on cash and cash equivalents"



- 1. Fan and Consumer Usage
- 2. Software Licensing
- 3. Utilization of Token Reserves



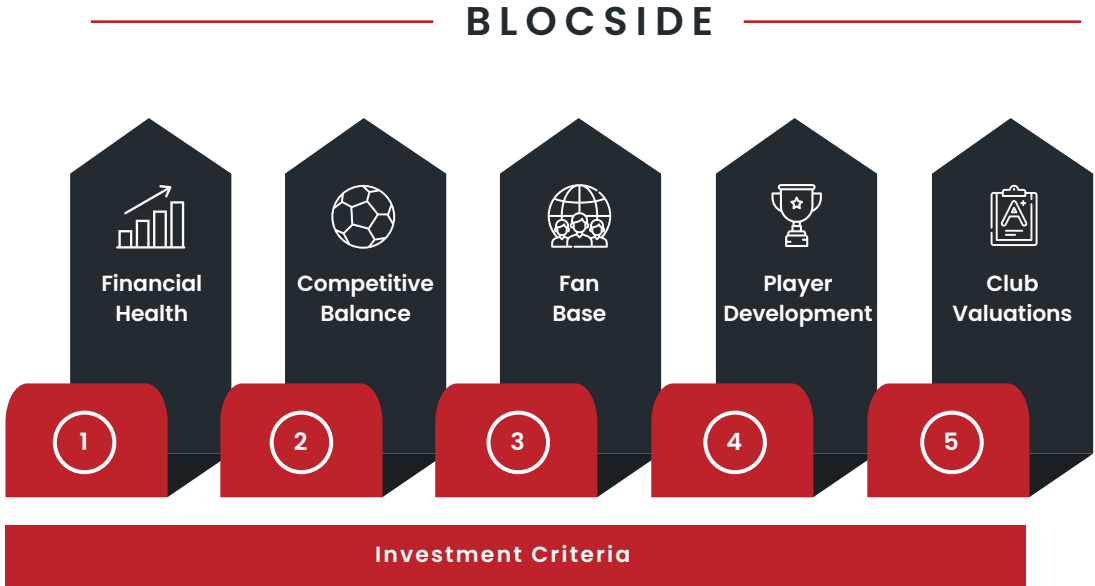
- 1. Fan Usage
- 2. Software Licensing
- 3. Utilization of Token Reserves
- 4. Widespread Use of Token as Digital Currency
- 5. Interleague Transactions
- 6. Club Purchases
- 7. Sponsorship and Broadcasting

Platform Development

The BlocSide Platform can be accessed primarily via web browser as a web application. In addition, Android and iOS applications will be made available that contain features similar to those on the web application. Users will be able to manage their Tokens and use them to complete transactions through these platforms.

Investment Strategy

While our goal remains to build a wide marketplace with a wide array of goods and services, such growth cannot occur without sound investments in competitive and profitable clubs. The financial success of a club heavily dictates BlocSide’s ability to expand the BlocSide Platform to further benefit global stakeholders. Guided by KPMG’s Football Enterprise Valuation Methodology, BlocSide’s investment strategy is aimed at assessing global franchise opportunities that possess the following characteristics: (i) lean & profitable operating budgets; (ii) revenue generating assets; (iii) deeply rooted fan bases; (iv) expansive broadcasting rights; (v) sponsorship opportunities; (vi) winning culture & sporting potential; and (vii) investments in youth development. Our mission is to create a financial infrastructure that is capable of supporting the growth and evolution of digital currencies within the professional football marketplace. By placing a strict focus on fan adoption, it is necessary that we pursue opportunities that possess global characteristics and a storied history of sporting success with a vision for the future.



Club Investment Criteria



Financial Health: The balance sheet of prospective clubs must possess lean and profitable operating budgets with room for optimization through revenue generating assets. The exemplary club model can be found in the English Premier League, where 17 out of 20 teams are operating with a profit. Premier League clubs are financially successful because of their ability to leverage the assets of their clubs. Such assets are: (i) sponsorship space; (ii) broadcasting rights; (iii) ticket sales; (iv) retail & merchandise sales; (v) food and beverage sales; (vi) facility leasing & usage; and (vii) player transfers. It is essential that each of these revenue streams are exploited to their fullest extent in order to improve the competitive positioning of the club and improve fan engagement, as an improvement in fan engagement will likely lead to an increased adoption and usage of the Token.



Competitive Balance: One of the most lucrative competitions within all of professional sports is the UEFA Champions League. Earning a spot within the Champions League is dictated by the level of domestic league play and team ranking within their domestic league. As a league's competitive positioning (UEFA Coefficient) improves, so do their chances of placing more teams within the group stages of the Champions League. The better the league, the greater number of guaranteed spots in the Group Stages where qualification guarantees at least €12,700,000 in prize money. Therefore, pursuing clubs that are in highly competitive leagues and have a successful history within Champions League tournaments is of great significance. The result of a more competitive league is an increased upside for revenue generation that can be reinvested into the clubs, and the revenue generating assets as they relate to the Token.



Fan Base: Every successful club needs the support of a loyal and impassioned fan base. Historically, such fan bases are those rooted in communities with a longing for excellence, local heroes, and past success. Thus, an ardent and growing fan base is expected to facilitate an average attendance of more than 10,000. Furthermore, clubs must meet a ticket capacity of at least 70% ($\frac{\# \text{ of Tickets Sold}}{\text{Capacity}}$). Clubs that are above the 60% mark indicate a strong understanding for their fan and a strong presence within the community. Finally, clubs shall be geographically well-positioned with the equivalence of a Designated Market Area (DMA) of at least 60,000.



Player Development: To coincide with our pursuit of clubs within a competitive environment, we must also look to field the best group of players possible. An improved competitiveness of BlocSide clubs holds value two-fold. First, an improvement in the club's talent would likely indicate improved performance on the field. As the club begins to win more games, the fan base will subsequently grow and become more attached to the team. A more attached fan base often translates to an improved attendance rate, which then leads to an increase in ticket sales, food and beverage sales, merchandise and player memorabilia sales, and ultimately helps drive sponsorship and broadcasting valuations. Part of the player development flow is the transferring and loaning of players to different clubs.

Through the BlocSide ownership structure, we will be able to send players across different BlocSide clubs to help improve the competitive positioning of those clubs. A subsequent benefit is that this player transfer flow helps spread the presence of the BlocSide Platform because passionate fans typically follow a given player on their journey. Fans will have access to the growth of the player and their emergence within the football community. Conversely, an improved competitiveness on the field will lead to an improvement in league standings, thus enhancing the likelihood of qualifying for Champions League.



Valuations: BlocSide will consider clubs with valuations from €8-20 million. We have found, on average, that clubs within the identified target markets fall within this range.

Target Markets

Each market is specifically identified through the investment criteria set forth in the prior section. The goal within each market is to expand the reach of the Token allocation, in which the respective opportunities represent a means to the globalization of the BlocSide Platform. Creating a global ecosystem of professional football clubs enables stakeholders to enjoy the benefits of not only a vast geographic dispersal of the BlocSide Platform, but also the opportunity to engage with a broad swath of fans. The establishment of a single entity controlling an array of clubs will be vastly benefited through the implementation of the BlocSide Platform, as the token eliminates currency friction across multiple jurisdictions and provides fans with access to support multiple teams across different countries and the ability to use a token that provides access to exclusive goods and services.

Belgium (Jupiler League)

- Operate in Euros (€)
 - First Division
- 1 guaranteed spot within the group stage of Champions League
- Average attendance over last 3 seasons: 11, 453
- Average ticket capacity over last 3 seasons: 82,12%
- Average Club Valuation between €8-15 million
- Belgian National team ranked 5th in the world (indicative of player development prowess)

Netherlands (Eredivisie)

- Operate in Euros (€)
 - First Division
- 1 guaranteed spot within the group stage of Champions League
- Average attendance over last 3 seasons: 19, 062
- Average ticket capacity over last 3 seasons: 79,68%
- Average Club Valuation between €12-17 million
- Dutch National team ranked 29th in the world, placing 3rd and 2nd in the past two world cups

England (League 1)

- Operate in Pounds (£)
 - Third Division
- Significant growth opportunities for promotion to English Championship league (second division)
- Storied success with deeply rooted fan bases
- Knowledgeable fan bases with proximity to major international cities
- Average Club Valuation between £5-10 million
- English National team ranked 15th in the world

USA (USL)

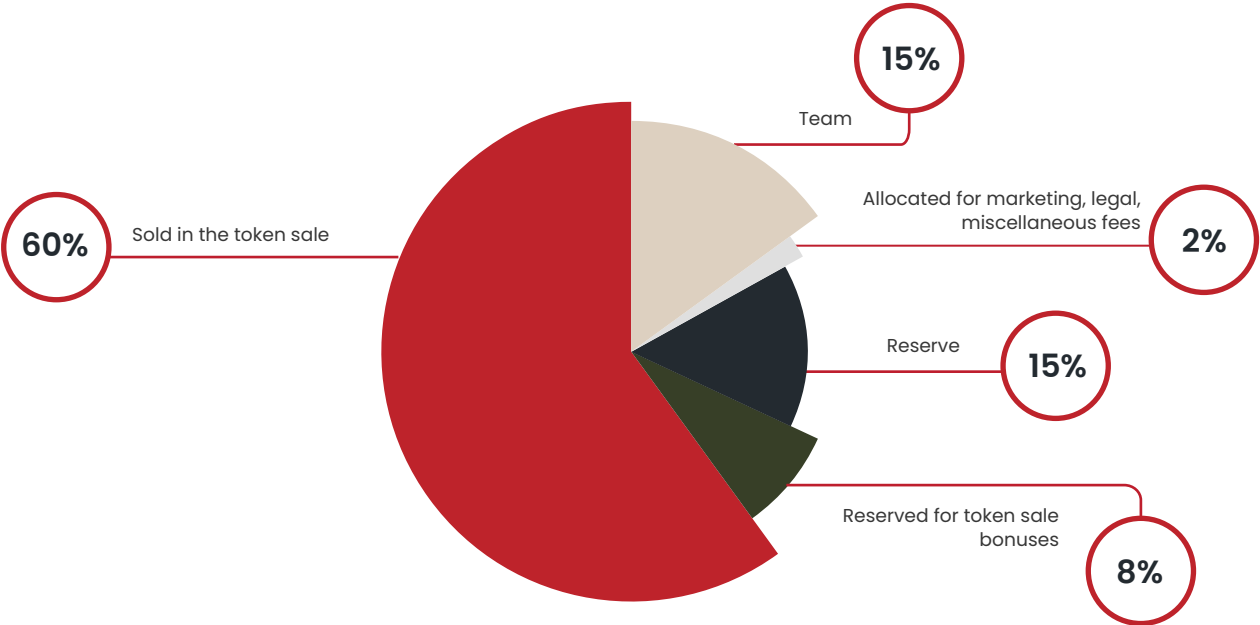
- Operate in US Dollars (\$)
 - Second Division
- Rapidly growing sport within the US as youth 1 participation
- Rising valuations of MLS clubs simultaneously driving growth of USL
- Potential push to become first division within US
- Ardent and well-educated fan bases with proximity to major cities
- US National team currently ranked 28th, attracting youth participants

Token Sale

BlocSide public token sale is scheduled to start on March 30th, 2018 at 1:30 PM EST and End on April 30th, 2018 at 12:00 AM EST and aims to raise a maximum of \$51 million.

Total token supply: 500 million (500,000,000) Tokens, of which:

- 60% sold in the token sale
- 15% allocated to BlocSide founders, employees, and advisors
- 15% BlocSide reserve for further company development and needs
- 8% reserved for token sale bonuses
- 2% allocated for marketing, legal, and other miscellaneous fees



The Tokens will be priced at \$0.17 with a minimum purchase amount of 300 MVP. Tokens can be purchased with ETH via blocside.io. All tokens will be transferred to purchasers' wallets at once during the token distribution (May 2018).

Token Pre-Sale

Tokens will be made available to pre-approved purchasers during phase 1 of the pre-sale with a minimum purchase amount of 600,000 Tokens.

For additional information on the pre-sale, contact dt@blocside.io

Phase 1 of Pre-sale

During the first portion of the first phase of the private pre-sale, 30,000,000 Tokens will be available at a 30% discount. For the second portion of the first phase of the private pre-sale, the remaining amount of the 30,000,000 Tokens will be available at a 20% discount.

Phase 2 of Pre-sale

During the second phase of the pre-sale, 60,000,000 Tokens will be available to the public at a 15% discount.

Any Tokens allocated for the pre-sale but not sold during Phase 1 or Phase 2 of the pre-sale will be available during the public Token sale.

Uses/Estimated Roadmap ¹¹

Phase 1

- November 2017 Pre-Sale
- January 2018 Pitch BlocSide Platform to Clubs
- February 2018 Club #1 Prospecting
- March 2018 Public Sale Begins
- April 2018 Public Sale Ends
- April 2018 Implementation of marketplace for fans to sell/exchange merchandise and memorabilia

Phase 2

- May 2018 Ticketing Marketplace Implementation
- June 2018 MVP World Cup Promotion
- June 2018 Club #1 Purchase
- July 2018 Club #2 Prospecting
- July 2018 Food & Beverage Marketplace
- August 2018 Finalize 5+ Software Licensing Deals
- October 2018 Club #2 Purchase
- December 2018 Finalize 10+ Software Licensing Deals

Phase 3

- January 2019 Club #3 Prospecting
- February 2019 Submit Virtual Currency License(s) Applications
- March 2019 Penetration into US Market
- June 2019 Penetration into US Market
- August 2019 Obtain Virtual Currency Approval(s)/License(s)

¹¹ Please note that these dates are estimates and subject to change. Additional services not contemplated in the timeline may also become available.

Team

Daniel Taylor (CEO)

Daniel is the Co-founder and CEO of BlocSide and the Only4Stars International Sports & Entertainment Corporation Ltd (ISEC). Only4stars is a global football, marketing, match and sports tourism agency that specializes in developing and managing elite youth players, high-profile players, and coaches around the world. Additionally, Daniel is the Co-founder and COO of Tipster, an IOS App and Web Widget that lets you get personalized style advice from vetted influencers. Tipster, a two-sided marketplace, has been featured in Vogue, WWD, Yahoo Style, and Good Day New York. Daniel is an ex-professional football player, Brown University Graduate, and StartX S' 17 Alum, Stanford University's Accelerator Program. He currently sits on the board of advisors for Rise.Cool Blockchain, a transparent and efficient marketplace for brands and influencers to partner on campaigns, and Avalanche Labs Ltd, a niche social media growth hacking agency. Previously, Daniel Taylor worked in the Goldman Sachs Securities Division and at Brightwood Capital, a mezzanine private equity firm.

George Kazianis (President)

George is the Co-Founder and President of BlocSide and the Only4Stars International Sports and Entertainment Corporation (I.S.E.C). He was a licensed FIFA player agent and official agent for the Hellenic Football Federation. Over his 30 years in the football industry, he has built up a client list of elite youth and well-established players. Furthermore, George is renowned and widely recognized by major football clubs, such as AFC Ajax, FC Internazionale Milano, and Bayer 04 Leverkusen, for his scouting prowess, youth camps, emphasis on developing young talent, and professionalism. He also has managed to acquire the exclusive rights to start building the Ajax brand name in Southern Europe, starting with Greece and Cyprus. Previously, George was the owner of AllStar Sports Consultancy, a Players & Match Agency in Athens, Greece.

Thomas Emmanuel (Head of Product)

Thomas Emmanuel has an extensive background in business and technology. He started learning simple computer programming when he was only 8 years old and founded his first technology firm at 18. By the time he was 22, he developed the initial IP around barcoded mobile coupon and ticketing. Subsequently rolling out mobile ticketing nationally and developing apps and strategies for clients such as The Detroit Red Wings, Australia's Ticketek, NY Transit Authority, Goodwill Industries of Detroit, Michigan Lottery Commission, international CPG governing bodies, radio stations, hospitals, celebrity foundations and international touring recording artists. His products have been featured editorially in over 260 publications worldwide including ABC News, Inc Magazine, Business 2.0, Maxim, and Film Journal International. Thomas is an accomplished leader in information technology, product management, and business development. With a diverse history of results, he has a proven record of establishing and leading companies, groups, functions, products, and services to help advance industries. Thomas' professional passion is to create new opportunities and greater business results through the mastery of information and leveraging new generation technologies. He is a blockchain advocate with the belief that decentralized technology and token-based ecosystems will help industries be more transparent and efficient.

Bobby Markowitz (Chief Strategy Officer)

Bobby is the Chief Strategy Officer of BlocSide and the Only4Stars International Sports & Entertainment Corporation Ltd (ISEC). He is responsible for growth strategy, promotional development and sponsorship activation for the company and its clients. For the past 15 years, he has been a catalyst in the rapid growth of multiple sports & gaming tech start-ups both in North America and Europe including CBS SportsLine, Sports.com, 1Up.com and partypoker. Bobby's experience combines online & offline marketing, new business development, sponsorships activation and customer acquisition. Prior to joining the online revolution, he started at SportsRadio 560 WQAM where he was Sports Sponsorship Specialist for the Florida Marlins Radio Network.

Team

Rob Shelc (Chief Technology Officer)

Rob has been involved with the tech side of startups for the last 10 years. After graduating from RIT with a degree in Computer Science, he joined a small team at ScoreBig.com and helped the website grow from 0 to 3+ million users. During his tenure, the company raised over \$50 million and saw yearly revenues close to \$100 million. After ScoreBig.com, Rob launched an app into the App Store and has worked on multiple crypto projects. He specializes in leading and managing overseas teams and architecting scalable systems.

Brandon Muto (VP of Strategy)

Brandon is a Georgetown University Graduate with experiences in both startups and global corporations ranging across a variety of industries—retail, finance and professional sports. Having worked as a data specialist and product consultant at Morningstar, Brandon brings a transferable versatility to the marketplace. Prior to Morningstar, Brandon Co-Founded Kings of the Playground, a sustainable t-shirt company rooted with charitable initiatives. Previously, Brandon worked for Ann Inc. (global women's retailer), New York Mets (professional baseball club) and Goodworld (integrated transaction software startup).

Morgan Zoroya (VP of Marketing)

Morgan is the VP of Marketing for BlocSide Sports and Only4stars I.S.E.C. Morgan was the Head of User Acquisition for AvalancheLabs Ltd, a niche social media growth hacking firm, co-founded by Daniel Taylor and Andrew Duplessie. She holds a Masters in Macro-Social Work from the University of Michigan, with specializations in organizational management, and sports within the structure of community development. Previous work experience includes significant time at exercise focused non-profits, as well as digital marketing experience at a full-service agency, The Kepler Group. Morgan is an avid sports fan and competitive runner, that brings a plethora of social media marketing experience to the team.

Daniel Z. Harris (Graphic Designer)

Daniel is a graphic designer at BlocSide Sports, well-versed in designing and engaging user experiences and products, and strategically branding initiatives and content. He is accomplished at helping turn raw ideas into polished products, from creative concept to execution. As a Savannah College of Art and Design alumni, Daniel's convention in the design industry is known for pairing maximalist image-making with typographic nuance, for a variety of clients in: finance, technology, sports, real estate, fashion, and music fields. He has had an integral role in developing branding for clients such as Google, BP, Outernet, Ainsworth, and Mustache Agency. Whether he is working with a budding team, or an established company; Daniel understands that differentiation in today's competitive software marketplace demands excellence in design. He prioritizes a research-based approach to ensure each design is appropriately targeted to BlocSide's larger brand strategy and continues to utilize his expertise of design to create, engage and empower across print, screen and user experience.

Patrik Devlin (Developer)

Patrik Devlin is a full-stack developer at BlocSide Sports Limited. He graduated in 2017 with degrees in Computer Science and Economics from Connecticut College, where he also captained the varsity soccer team for two years. He was a two-time All-American and All-American Scholar athlete and led the team to back-to-back record-breaking seasons. Patrik loves exploring the creative potential and real world impact of new technologies, which has led him to the blockchain. He is excited to apply this passion to BlocSide products while adding his organizational talents, deep appreciation for the beautiful game, and technical experience with upscale projects to the team.

Advisors

Alex Lightman (Blockchain and Business Advisor)

Alex Lightman is CEO of TokenCommunities Plc., the founding editor of d10e magazine, the first columnist for ICO Crowd magazine, Amazon.com best-selling author, and keynote speaker at Blockchain conferences. He has been called a “modern renaissance man” and a “super-intelligent polymath” in the Blockchain community. Educated to be a thought leader in technology and policy at MIT and Harvard’s Graduate School of Government, he has won four global awards for technology and a national award as one of America’s ten most innovative educators. Of these awards, the most significant is the first ever Economist Magazine Reader’s Award, for “the innovation most likely to radically change the decade 2010 to 2020”, on behalf of 4G wireless.

Andrew Duplessie (Chairman of the Board of Advisors)

Andrew is a startup founder, with two exits. He is a Stanford University StartX alum. Andrew has been in cryptocurrency since 2011, launching the first algorithmic trading fund. He is the co-founder of Rise.Cool Blockchain, a transparent and efficient marketplace for brands and influencers to partner on campaigns. He is an Entrepreneur in Residence at Science-Inc and a Venture Partner at Science Blockchain. Andrew formed Avalanche labs with Daniel, in which they have built over 30 “theme” Instagrams, with a total reach of 250 million followers. He specializes in growth hacking and building engaged audiences.

Mario van der Ende (Former FIFA Referee – Football Advisor)

Mario is a former football referee, with the experience of supervising five FIFA World Cup matches. Aside from the World Cup, Mario has also refereed top competitions within Europe, including the Champions League and UEFA Super Cup. With over 15 years of experience as a referee, Mario bridges the connection to FIFA and UEFA. Mario has since been involved in bridging efforts to provide transparency to football and integrating referees with the global image of the sport.

Jan Olde Riekerink (Football Advisor)

Jan is an ex-professional footballer with decades of experience as both a player and coach. Most recently, Jan served as the head coach for Galatasaray, a top division club in Turkey, where he led them to a victory in the 2016 Turkish Cup Final. Jan has a truly global presence as his experiences have brought him across countless borders: Netherlands, Portugal, Belgium, Turkey, Ukraine, and China, amongst others. Jan has a plethora of experiences building football organizations and implementing a positive philosophy in playing culture.

Rahul Mehta (Accounting Advisor)

Rahul is a Director at Parker Lloyds Group, an accounting firm that offers a broad range of financial products, as well as a network of specialist activities, including raising capital, financial planning, energy, technology and wealth management. The firm specializes in Accountancy, setting up onshore and offshore companies, Shipping, Aviation, Oil & Gas, Mining, Telecoms Technology, Renewable Energy Products, Real Estate, Commodities Financing, and the financing of Formula 1 and Professional Football teams.

Advisors

Sokratis Papastathopoulos (Captain for Borussia Dortmund – Football Advisor)

Sokratis is a world renowned football player and captain for global powerhouse Borussia Dortmund. Prior to joining Dortmund, Sokratis played for the likes of AEK Athens, Genoa, AC Milan and Werder Bremen. He is also a member of the Greek National Team where he plays as the starting Center Back. Sokratis is an accomplished professional with many years ahead of him. He brings an expertise that is matched by few and a knowledge of the global professional football realm from both a player and team perspective.

Ian Stafford (Football Advisor)

Ian is a multiple award-winning sportswriter, author, broadcaster, speaker and sports media company director. He has covered every major sporting event globally for the past 25 years, interviewed most of the world's top sports stars over the same period of time and has written for many of the UK's national newspapers and national and international magazines. Ian has also written 15 published books – a number of them best-sellers – been a regular face on terrestrial and satellite television and voice on national radio and is a speaker and compere at sports events around the UK. Ian also launched Sportsvibe.co.uk and is a consultant for various media and PR organizations. Ian founded and launched the London Sporting Club, the first ever private members club for sport and the business of sport, in April 2017. He serves as Club Chairman.

Hristo Stoichkov (Former Legend of Barcelona – Football Advisor)

Hristo is an ex-professional footballer with decades of experience as both a player, manager and commentator; having played for the likes of FC Barcelona, CSKA Sofia, Chicago Fire and DC United. Hristo is a decorated athlete, winning the highly coveted Ballon d'Or in 1994 and is recognized by many as the greatest Bulgarian footballer of all-time. He was the top scorer on the 1994 Bulgarian National that finished fourth at the 1994 FIFA World Cup. Hristo's decades of success and global international presence bring an expertise that is unparalleled by most within the football industry.

Vasilis Torosidis (Football Advisor)

Vasilis is a storied professional with years of experience at top European clubs. He has played for the likes of Roma, Olympiacos and Bologna, where he competed amongst the sport's elite in some of Europe's most competitive tournaments and leagues. Vasilis currently serves as the captain of the Greek national team, where he is the first defender in team history to record 10 international goals. In 2009–2010, Vasilis was awarded the recognition of "Greek Football Player of the Year". Vasilis is a seasoned veteran that brings years of experience and leadership in the world's most global sport, football.

Risks

The purchase of the Token carries significant risk. Prior to purchasing the Token, the purchaser should carefully consider the risks listed below and, to the extent necessary, consult a lawyer, accountant, and/or tax professional prior to determining whether to purchase the Token.

1. There is no assurance that at any time in the future the Token (i) may be exchanged for goods or services, (ii) may have any known uses outside the BlocSide Platform, or (iii) may be traded on any known exchange. The Platform is intended to allow the Token holder to acquire goods and/or services only within a limited network of service providers.
 2. The Token Sale may not reach the target sale amount and BlocSide may not have sufficient funds to execute in whole or in part on its business plan. There is no guarantee that BlocSide will be able to execute its business plan as anticipated. If BlocSide is successful in implementing its business plan, you will not benefit or participate in the company's growth by virtue of your ownership of the Token.
 3. The Token will be stored in a wallet, which can be accessed with a password selected by the purchaser. If a purchaser of the Token does not maintain an accurate record of his or her password, this may lead to the loss of Tokens. If a purchaser's password protection is weak and it is cracked or otherwise obtained by a third party, this may also lead to the loss of Tokens. As a result, purchasers must safely store the passwords in one or more backup locations that are well separated from the primary location. BlocSide is not responsible for any purchaser's loss of password or other credentials.
 4. The purchaser recognizes that some of the services that the BlocSide Platform anticipates to offer in the future are currently under development and may undergo significant changes before release.
 5. The purchaser acknowledges that any of its expectations regarding the form and functionality of the BlocSide Platform and/or the Token may not be met for any number of reasons.
 6. The purchaser understands that while BlocSide will make best efforts to release the BlocSide Platform on time, it is possible that the official release may be delayed.
 7. As with other crypto tokens, the value of the Token may fluctuate significantly and become reduced in value for any number of reasons, including but not limited to, supply and demand, overall crypto token market conditions, political and geographical reasons, changes to laws and/or regulations in any jurisdiction, and technical reasons.
 8. The ownership of the Token may fall under existing and/or new and unprecedented taxation laws that will erode the benefits of the Token.
 9. There is no guarantee that other current or future solutions or technology will not severely depreciate the value of the BlocSide Platform, as well as of its products and services.
 10. The Token will be issued on the Ethereum blockchain. As such, any malfunction or unexpected functioning of the Ethereum blockchain may impact the purchaser's ability to transfer or securely hold the Token. Such impact could adversely affect the value of the Token.
- Third parties may bring intellectual property claims against BlocSide. Such claims may result in litigation and could impair BlocSide's operations or implementation of its business plan.

11. It is possible that, due to any number of reasons, including without limitation, the failure of the business relationships, or competing intellectual property claims, BlocSide may no longer be a viable business and may dissolve or fail to launch.
12. Sales of crypto tokens have been known to come under malicious attacks from hackers and criminal parties resulting in theft of tokens, which may result in massive losses to purchasers and BlocSide.
13. Many crypto tokens fluctuate in value in tandem with the market price of bitcoin and other tokens. It is possible that the Token will be affected by events that cause bitcoin or other tokens to increase or decrease in value.
14. Regulators continue to provide guidance with respect to ambiguities in existing laws and regulations in the context of token sales. Lawmakers and regulators are also considering and may approve new laws and regulations that govern the offering of crypto tokens. It is possible that a government or regulatory agency will pursue BlocSide and require it to suspend or cease its business operations in light of new interpretation of existing laws or regulations, or passage of new laws and regulations.
15. Crypto tokens are a new and untested technology. In addition to the risks set forth herein, there are risks that BlocSide cannot anticipate. Risk may further materialize as unanticipated combinations or variation of the risks set forth above.
16. Changes to the rules and regulations of international football and its leagues may limit or restrict the ability of BlocSide to execute its business plan.

Disclaimers

To the maximum extent permitted by the applicable laws, regulation and rules, the Token, BlocSide, and its officers and employees thereof shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract, or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

BlocSide and its officers and employees thereof shall not be liable for your loss of any Token after it is transferred to you by any reason, including but not limited to your failure to maintain or backup an accurate record of your password or password cracking by somebody due to your poor maintenance of your password.

BlocSide does not provide any warranty as to the release of the BlocSide Platform and assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use the Token.

Regulatory authorities are carefully scrutinizing businesses and operations associated with crypto tokens throughout the world. In that respect, regulatory measures, investigations, or actions may impact BlocSide's business and may limit or prevent it from developing its operations in the future. Any person undertaking to acquire the Token must be aware that BlocSide's business model and/or BlocSide Platform may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any applicable jurisdictions. In such case, purchasers and any person undertaking to acquire the Token acknowledge and understand that neither BlocSide nor any of its affiliates shall be held liable for any direct or indirect loss or damages caused by such changes.

Neither BlocSide nor any of its officers and employees are to be or shall be considered as advisor in any legal, tax, or financial matters.

Acquiring the Token shall not grant any right or influence over BlocSide's organization and governance to the purchasers.