



## The Next Generation of Fan Engagement

### FOR LEAGUES & TEAMS

**FanMint is pioneering a new financial asset class that gives Leagues, Teams, Athletes, and Entertainers a chance to share their success with their most important stakeholders – their Fans.**

Our regulations-compliant platform allows Leagues & Teams (as Issuers) to raise capital from Fans (as Investors) through the offer and sale of digital securities, tied to the Issuer’s income, revenue, or royalty streams. Additionally, Issuers may offer “experiential” benefits such as exclusive merchandise, meet-and-greets, preferential seating, and other unique benefits to enhance their connection to Fans.

#### The Problem

Sports leagues and their teams frequently seek to undertake capital-intensive projects, such as construction of stadiums and acquisition of player talent.

In many cases, especially for newer or growing entities, access to liquidity may be limited or cost of capital may be prohibitive.

Leagues and teams typically bypass their network of fans as part of these raises. The vast majority of fans do not qualify as accredited investors, and therefore are not included in deals of a larger scope, remaining an untapped resource.

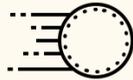
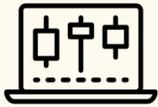
#### Our Solution

FanMint allows leagues and teams to raise capital directly from both accredited and non-accredited investors in one place, using a variety of regulated offerings. This unlocks liquidity and provides upfront funds to finance new projects.

Our platform reduces the cost of capital by replacing intermediaries with blockchain technology. This technology provides greater flexibility than standard financial offerings.

This structure gives fans a tangible stake in the organizations they love, while providing leagues and teams unprecedented access to their supporters.

#### How It Works



A League or Team decides to create a debt or equity offering on FanMint, and determines the specific details of the raise (amount, term, etc.)

A FanMint representative helps onboard the Issuer and facilitate the issuance of branded digital securities through its platform

Fans, as investors, purchase the Issuer’s branded digital securities, with the Issuer receiving the cash proceeds from the sale

Fans are able to trade digital securities on the FanMint exchange, and potentially earn rewards or experiential benefits from the Issuer by holding the securities

#### Platform

The FanMint platform is a non-custodial, decentralized marketplace, with the following key features:

- Minting and issuance of digital securities (“tokens”), accessible to both accredited and non-accredited investors
- Settlement and validation of digital security trades
- Positive control of digital securities, allowing them to be frozen, burned, and/or reissued
- Compliance with the [SEC’s response to FINRA](#) in regard to the settlement of digital security trades

#### Digital Securities

##### Branded Influencer Tokens (BITs)

- Unique for each League or Team
- Offers Fans, as Investors, exposure to a brand new “Influencer” asset class
- Influencers may pay dividends or offer special premia to, or share profits with, BIT holders
- BIT holders may receive unique rewards and benefits

##### FAN Token

- Native asset on the FanMint platform
- FAN holders may receive dividend payments from FanMint
- Grants discounts on BIT sales and Influencer rewards

#### Partners



[FINRA](#) • [SIPC](#)

[Tritaurian Capital](#) is the first approved broker-dealer authorized to perform the private placements of digital securities, including the use of distributed ledger (i.e., blockchain) technology.



**akemona**

[FINRA](#) • [SEC](#)

[Akemona](#) is registered with the SEC and FINRA, and is the first approved smart contract-based crowdfunding portal under Regulation CF. Akemona uses the Ethereum blockchain to enable issuance of digital securities.