



The Next Generation of Fan Engagement

FOR ATHLETES

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

Our regulations-compliant platform allows Athletes (as Issuers) to raise capital from Fans (as Investors) through the offer and sale of digital securities, tied to the Athlete’s income, revenue, or royalty streams. Additionally, Athletes 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

Professional Athletes have long-term contracts with their teams, providing steady and predictable income over time. However, this can limit short-term liquidity if a large amount of capital is needed immediately – for example, to start their own company.

Outside of bank loans with high interest rates, there are few options available.

While Athletes have a huge network of fans, teams and leagues interfere as middlemen. Athletes lose out on the financial benefit from engaging directly with their fans, with money absorbed by these organizations instead.

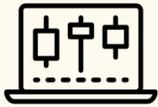
Our Solution

FanMint allows Athletes to raise funds directly from fans by issuing their own branded debt and equity securities, backed by the Athlete’s cash flows and intangible assets. This unlocks liquidity and provides upfront capital to finance new projects.

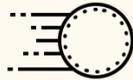
Our platform reduces the cost of capital by replacing intermediaries with blockchain technology. This technology provides greater flexibility than standard financial offerings.

FanMint also provides a way to increase fan interaction and engagement with tokenized voting on Athlete decisions, and Athletes may offer additional rewards directly to investors.

How It Works



The Athlete 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 Athlete and facilitate the issuance of branded digital securities through its platform



Fans, as investors, purchase the Athlete’s branded digital securities, with the Athlete 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 Athlete 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 Athlete
- 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.