

# The Next Generation of Fan Engagement

## FOR INFLUENCERS

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

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

Influencers on social media lack robust methods to monetize their follower engagement and existing “brand equity” outside of making endorsements or receiving sponsorship from larger companies.

Platforms like Instagram and Twitter have allowed Influencers to appeal directly to their fans, but these apps act as stepping-stones to paid deals, and are not lucrative in and of themselves.

This can limit short-term liquidity if a large amount of capital is needed immediately – for example, launching their own product offering.

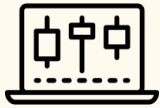
### Our Solution

FanMint allows Influencers to raise upfront funding from Fans for capital-intensive projects – on their own terms – by issuing digital securities on the Ethereum blockchain.

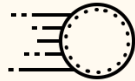
Our platform reduces the cost of capital by replacing intermediaries with blockchain technology. This technology provides greater flexibility than standard financial offerings.

Using a variety of regulated offerings, this structure gives Fans a tangible stake in the content they love, while granting Influencers unprecedented access to their supporters.

## How It Works



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



Fans, as investors, purchase the Influencer’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 Influencer by holding 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 Influencer
- 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.