



blockasset.
WHITEPAPER

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CREATING STORIES

Competitive sports are about memories: Who could forget the golden goal scored by David Trezeguet to win France the European Championship Final in 2000? The euphoria and excitement, if you were French, and the absolute agony if you were Italian. The game was finished with that goal, and twenty years have passed, but people still talk about the moment and memory.

With each memory created, moment by moment, fans are invested in the experience of supporting their teams and players. However, for most fans, elite athletes live in a separate universe, inaccessible and remote, despite the world being more connected than ever before. Yes, you can follow them on Instagram, but what about being able to meet them in person? Or being sent some signed memorabilia just for you?

BLOCKASSET IS HERE TO CONNECT THE FANS AND ATHLETES LIKE NEVER BEFORE

We leverage strategic relationships with athletes, agencies, and clubs and connect them to fans on a one-stop platform that will include an NFT marketplace and blockchain NFT gaming.

The goal? To create new stories with a unique combination of sport and tech.

Life is, after all, about stories, and for sports fans connecting directly with their athletes is the story of a lifetime.

PLATFORM DYNAMICS

TL; DR. The aim is for the platform to have four core components: A blockchain NFT (non-fungible-token) marketplace - this is the central hub of the Blockasset ecosystem, a whitelabel sports NFT facility, a community rewards system, and an NFT gaming suite. Together the components create the intertwined Blockasset ecosystem where fans and athletes have multiple touchpoints which support virtual and real-world engagement.

BLOCK TOKEN

The platform has a native utility token called BLOCK token, which has various functions including (but not limited to) staking, governance, discounts, priority access and NFT farming.

ACCESSIBILITY & ADOPTION

We understand that 90%+ of sports fans have never purchased an NFT, we're very early, so making the process of purchasing, storing, and selling NFTs as easy as possible for the mainstream is our key objective as we build our platform. The Blockasset platform will include a fiat payment option, ensuring any sports fan can purchase an NFT from their favourite athlete without needing extensive cryptocurrency knowledge. We have also built in a custom NFT creator, to ensure new users can mint their first NFT for free on Blockasset, guiding them to set up a Phantom wallet and have everything they need to start their NFT journey.

NFT UTILITY

we understand that whilst collectible only NFTs have their place, the key to a successful NFT ecosystem and connecting fans to athletes is the NFT utility that stays ingrained into the NFT. Our generative Legends NFTs will provide unique perks including NFT airdrops, priority access to Blockasset NFT games and access to a VIP community, with the ability to chat with athletes in real time. This will sit alongside our core offering of real world perks on marketplace NFTs. All marketplace NFT tiers will provide NFT owners the chance to win real world perks via lotteries, ensuring continued utility and demand. To complement the real world perks, all NFT owners will receive exclusive

access to BlockAccess, an athlete content series produced by Blockasset and its community. These behind the scenes clips will grant fans exclusive access into the lives of athletes, fans will see what it takes to prepare for a match or fight and then bask in the glory of a winning changing room. NFT holders and token holders will be credited as producers, as BlockAccess athlete content ideas will be decided by fans via a governance portal.

ASSET TOKEN

An exclusive reward token called ASSET may be obtained by staking BLOCK tokens. The ASSET token will be the only method for accessing custom NFT drops on the platform - we call this 'NFT farming'. These custom NFTs will include rewards for our gaming suite, access to our VIP Discord channel, priority access to NFT drops and even access to beta test new features, the possibilities are endless. This reduces the amount of BLOCK in circulation, whilst rewarding token holders for their loyalty. NFT farming will be a core component of the Blockasset ecosystem. The farm is not limited to BLOCK token holders, all Blockasset NFT holders will be able stake their NFTs in to receive ASSET tokens. By offering NFT staking we can ensure NFT re-sales on the open market are reduced, which should have a positive impact on re-sale prices.

SOCIAL AND COMMUNITY INTEGRATION

Blockasset will include full social and community integration into the platform. Blockasset users and community members will be able to earn rewards through staking, as mentioned above, but they will also be eligible for further rewards based on their contribution to the Blockasset ecosystem and community. More on this below.

COMMUNITY REWARD SYSTEM

Community is king. Every solid project has a great community at its core. Blockasset understands this and has plans in place to ensure the Blockasset ecosystem is built by and for its community members. A strong Discord and Twitter following is good enough for many projects, but in order for us to make good on our promise to bring fans closer to athletes we need to take things one step further.

The Blockasset platform will become more than just an NFT marketplace. We will harness the power of our Twitter and Discord community and integrate them into the platform itself.

Here's how it will work:

1. A user creates a Blockasset account, they sign-up with their wallet and then choose a Blockasset username.
2. Before completing sign up the user will be able to create a custom NFT which includes their username. They'll be given the rank of 'Rookie' which will also show up on Discord as a role. As a user earns more points they will increase their rank, unlocking greater rank NFTs, such as 'wonderkid', 'superstar', 'journeyman' etc. Users will be able to unlock greater customization for their NFT as they earn more points. The custom NFTs will all be PFP based, so they can show off their NFT on socials.
3. Once signed up, the user will then be able to link their Twitter account and Discord account to Blockasset
4. Actions taken by the user will be recorded, from Tweets mentioning Blockasset, active participation in the Blockasset Discord, buying NFTs on the marketplace and much more.
5. Users will then be added to different leaderboards based on their activity

6. Points mean prizes - all users will be able to earn ASSET tokens by hitting certain milestones, completing tasks and working their way up the leaderboard. Users can spend ASSET tokens on the Blockasset NFT farm to earn exclusive NFTs and rewards.'
7. We want quality not quantity, so we will also be giving higher points on a manual basis to those that actively participate and create high quality, value-added engaging content for other community members. Examples include: Blog posts, user guides, memes, videos, charity participation and so much more.
8. Prizes for users will range from exclusive artwork drops, to real world athlete signed merch and even meet and greets with our athletes.

How we score the above and the weighting used to determine prizes will be decided by the community and the Blockasset team.

Once the community is in a strong place, we will open up voting for the community to elect a Blockasset council, these core members of the community will be the voice of the community, and ensure the community needs and wants are at the forefront of Blockasset development.

NFT MARKETPLACES

THE BLOCKASSET MARKETPLACE

The heart of the platform is a marketplace for blockchain NFTs (non-fungible tokens). NFTs are limited-edition digital assets whose custody is governed by an underlying blockchain ledger.

The NFT market has been rapidly expanding over the last year (2020-2021), making headlines with the recent \$69 million NFT artwork by the digital artist Beeple. It is estimated that over \$2 Billion was spent on NFTs in quarter one of 2021 alone.

Athlete NFTs is now a multi-million dollar industry that enables sports enthusiasts to immortalize sporting moments and interact with athletes one-on-one. Unlike tangible sports cards and memorabilia that can be faked, Blockasset collectible NFTs are securely minted on the blockchain, which tracks and records the ownership and authenticity of the underlying asset.

We are fully aware that not all sports fans are well versed in the NFT and cryptocurrency landscape and we accept responsibility for onboarding newcomers and educating them about the power of blockchain and NFTs. All new users to Blockasset will be given their own personalised NFT upon signing up, this will be unique to them, containing their username and even a custom sporting avatar that they create themselves.

Users will also be able to purchase NFTs using PayPal or a Credit/Debit card. These core components will provide a smooth onboarding experience. Plans are in place to encourage NFT collecting, as users will have their own sticker book style pages, showcasing all of their Blockasset NFTs.

The existing problem for fans is that platforms like OpenSea provide thousands of results when searching for a well-known athlete, this is a terrible experience for any buyer of a real authenticated piece. Adding to that, these large platforms are unable to currently offer any tailored pages to the athletes, buying an NFT on OpenSea is a bland experience with a plain white background, there's no excitement! Blockasset solves this problem by minting only authenticated pieces, with each athlete having their custom marketplace page.

Users will be able to buy and sell NFTs on the Blockasset Marketplace, with discounts for users who pay with BLOCK tokens. A percentage of these BLOCK tokens will be burned, reducing the overall supply.

Blockasset will become the go-to place for athletes to list their NFTs, as users can be assured of NFT authenticity, enhanced by an unmatched user experience.

CUSTOM MARKETPLACES

Blockasset is in constant communication with a number of sports brands and agencies, with inbound interest coming in on a daily basis. Of course, we could try to facilitate this interest and release a number of NFT collections for hundreds of athletes on our platform, but doing so wouldn't be in the best interest of the agencies/brands, Blockasset as a business or token holders, as it could saturate the brand and stretch our resources; as much as we'd like to we cannot successfully release an NFT collection for every athlete on our marketplace.

Blockasset will instead offer a different solution to sports brands and agencies with a large roster of talent on their books, one whereby they can have their own NFT marketplace under the Blockasset umbrella. Blockasset will facilitate the technology and have all the necessary structures in place for sports brands to launch their own NFTs on Blockasset. This benefits Blockasset as it ensures our own collections are of the highest quality, for top tier athletes only, whilst ensuring that sports brands can take advantage of the NFT space and introduce athletes and their fans to digital collectibles.

Blockasset will also ensure that all additional sports marketplaces will utilize the BLOCK token. Looking at the big picture, Blockasset can use this model to onboard thousands of athletes in a short space of time, speeding up the already very difficult task of bringing the masses and the mainstream into the NFT and blockchain world.

BENEFITS OF THE BLOCKASSET CUSTOM MARKETPLACE

- A ready to go NFT marketplace built on Solana, ensuring lightning fast speed and low cost fees for users.
- Unbeatable UX/UI and new user onboarding, including full guides, walkthroughs, and easy payment via fiat .(PayPal & Credit/Debit Card)
- API and subdomain integration - Custom marketplaces will be branded for the client, with seamless integration into existing sites, meaning the user never has to leave the brand/agencies' site.
- Access to Blockasset's in house 3D NFT designer.
- Support and experience from Blockasset and Solana, the best in the game.
- Marketing support and access to a strong community of sports NFT fans.
- Full media support - including BlockAccess content for certain athletes and cross promotion with other brands, agencies and athletes.

BLOCKASSET NFTS

BLOCKASSET'S OWN NFTS WILL BE SPLIT INTO 3 TIERS

- Generative NFTs - Blockasset Legends
- Moments NFTs (Working title)
- Play-To-Earn Gaming NFTs

GENERATIVE NFTS - BLOCKASSET LEGENDS

Blockasset is releasing a generative NFT collection with 5 legendary athletes from 5 different sports. Blockasset is working directly with each athlete, meaning this collection is fully verified and authenticated. This is the world's first multi-athlete generative NFT collection.

The collection is made up of 10,000 NFTs, each one unique. We are using an algorithm to randomize each NFT using a set of traits, which include face, hair, mouth, clothes etc. The traits are assigned different rarity scores, meaning the 10,000 NFTS will be ranked by rarity, which will likely dictate their value on the open market.

The 10,000 NFTs are split into groups of 2,000, as each athlete will have 2,000 unique NFTs. Which athlete the user gets, and the traits that athlete NFT artwork has are all completely random.

This is the first time an official athlete generative NFT collection has launched with multiple athletes. Blockasset is inspired by real-world sports collectibles, and this collection plays homage to collectible sports cards, as the user does not know which athlete they will get when minting their NFT. It adds a completely new layer to the generative NFT randomness not seen anywhere else before. All athletes are considered all-time greats in their respective sports, so no user will be unhappy with the athlete NFT they mint from the collection.

The Legends NFTs will become a key pillar in the Blockasset ecosystem thanks to their unique perks and utilities.

Blockasset will attach the following utilities and perks into each Legends NFT:

- **LEGENDS CLUB:** Access to our Legends Club Discord channel - chat with athletes, attend AMAs, and compete against athletes in fantasy sports competitions.
- **BLOCKASSET GAME ACCESS:** BETA access to all upcoming Blockasset P2E games and a game ready NFT upon launch.
- **MILESTONE REWARDS:** We celebrate the greatest moments from our Legends' careers with 'on this day' airdrops and real world giveaways.
- **COMMUNITY WALLET:** 5% of resale royalties will go into a community wallet, these funds will be used for artist commissions for NFT drops and to buy the floor on other promising NFT projects to distribute to Legends holders.
- **COLLECT THEM ALL:** Collect all 5 Legends to receive guaranteed access to GEN2. Legends holders will also be entitled to a 5% discount on Blockasset marketplace NFTs for each Legend held, the more Legends you hold, the more discount you receive. We are exploring additional discounts based on the length of time held.
- **BLOCKASSET PRODUCER:** Submit & vote on BlockAccess content ideas - you decide what we film with our athletes.

The Legends collection will help bring mainstream NFT adoption to Blockasset and to Solana as the Legends themselves have a combined social following of over 100 million. The household names will not only peak the interest of ordinary sports fans, but of sports brands, agencies and other athletes. The Legends collection will provide Blockasset with a successful case study for a unique NFT drop and show the world what's possible on Blockasset and Solana.

The utilities are in place to ensure each NFT holds and hopefully increases in value. For example, the benefit of BETA game access will likely increase demand for the NFTs, especially as game details are announced. The main aim of the Legends collection is to build a community, this will come together on the Blockasser Legends Discord channel. To access the channel users will need to hold a Legends NFT. The

community will then gain access to exclusive athlete AMAs and even play in fantasy sports leagues with real athletes. To ensure BLOCK token holders are included, special Legends Club passes will be made available on the NFT farm. Blockasset will also use a percentage of resale royalties to buy and burn BLOCK tokens from the open market.

MOMENTS NFTS (WORKING TITLE)

Sports are all about moments, as mentioned in the first paragraph of this document. Most sports seasons reset on an annual basis, but this doesn't deter fans, as they tune in or pay hard earned money to support athletes and teams year on year. This is because of the moments, those special unique moments, that stay with fans and the athletes for the rest of their lives. These moments aren't just achieved by athletes, but they're shared with the fans. Nothing much can come close to a player scoring a 90th minute winning goal in front of 60,000 fans. By working directly with world class athletes, Blockasset are able to capture these moments as NFTs and tell the story directly from the athlete's point of view. Moment NFTs will become Blockasset's main and consistent NFT offering for its world class athletes. A quality over quantity approach ensures that only the best moments, from the best athletes are made available to fans as NFTs. Moment NFTs will come with unique utilities attached, including real world perk lotteries for holders. The rewards will be distributed at specific times to celebrate other career highlights for the athlete on the NFT, in an 'on this day' style giveaway. Blockasset will release more information on the style of these NFTs nearer to the first collection, in Q4 2021.

PLAY TO EARN GAMING NFTS

Blockchain gaming is an emerging space where the technology is used to allocate authentic ownership of assets in a game universe. Various NFT platforms have built on the original Crypto Kitties hype and have been successful from a gaming perspective. We are considering multiple gaming options, including trading card-style games & simulation-type games, with e-sports an inevitability.

We expect to create additional value for all NFTs on the platform by allowing owners to import their NFTs into the various game universes. We may also introduce fungible tokens for in-game purchases on a play-to-earn basis. We believe that making NFTs applicable in games creates real value for the entire ecosystem. Gamers have the

advantage of owning unique valuable digital collectibles or artifacts that they can sell to other players, we envisage a Blockasset metaverse where users can play with their friends, earn crypto & NFTs, and win unique rewards related to their favorite athletes.

We are exploring various models in this regard. At the moment, most non-NFT games allow players to buy in-game items or earn them through play. But why not allow gamer Joe the option to purchase an item or win it through playing, and then sell the item for a token that can be used outside of the game?

Blockasset will mint more NFT assets for our games and use the smart contract linked to the in-game NFT to earn a small percentage commission on future sales. As well as the conventional in-app sale or advertising revenue model, NFTs will provide a new in-game economy for Blockasset to generate revenue. Of course, this also provides value for athletes and will help to continue attracting elite athletes to the ecosystem.




Of course, we will ensure that the \$BLOCK token is utilized, token holders will be able to earn unique game NFTs via our NFT farm, whilst also being able to govern key decisions.

We already have an elite athlete signed to endorse and be the face of our first NFT game, which has already begun production, with more information to be released over time.

SOLANA AND METAPLEX

The digital assets on the Blockasset platform will be developed on the Solana blockchain via their Metaplex facility for NFTs. Solana uses a form of consensus relating to "Proof of History" and can process transactions at high speed and low cost. This mitigates the poor user experience (high fees and slow speeds) on current NFT marketplaces and allows us to lower the barrier to entry for newcomers to the NFT and crypto scene. We see Solana as the holy trinity of blockchain thanks to low fees, security, and speed. Many high-profile projects such as FTX Derivatives and, more recently, Power Ledger now run on the Solana blockchain.

We expect to onboard newcomers into crypto and NFTs in a smooth and hassle-free way, thus growing the global marketplace and raising the profile of the entire space. Since sports fans are not generally crypto natives - this is good, and, of course, no more \$70 fees on NFT purchases!

	 SOLANA	 BINANCE SMART CHAIN	 ethereum
TRANSACTIONS PER SECOND	50,000	100	15
AVERAGE FEE	\$0.0001	\$0.15	\$15
TRANSACTION LATENCY	~0.4 SEC	~75 SEC	~5 MIN
NUMBER OF VALIDATORS	594	21	11,000+

PLATFORM NFTS

Each item and experience available in the marketplace corresponds to an NFT (or a collection of identical NFTs) with embedded rights and properties: For example, ownership of an NFT may lead to meeting the athlete in person, getting a signed match-worn jersey, or a five-minute call with an athlete over Facetime. An NFT collectible could be a unique piece of sports art, content, or an item in a blockchain game. As athletes are brought onto the platform, further athlete-specific NFTs and collectibles will be minted and made available on the marketplace.

Smart Contracts will govern payments and other specific rights for NFT purchasers and athletes. Users will see an athlete's wallet address and be rest assured that their funds are going to the athlete directly.

THE BLOCK AND ASSET TOKENS

The ecosystem is powered by the BLOCK token. There will be 320,000,000 BLOCK tokens minted in total. These will be allocated to various purposes (outlined below) to build and grow the platform and power the marketplace.

REDUCED FEES ON NFT PURCHASES

Token holders will be able to purchase Blockasset NFTs using BLOCK tokens. Any user that purchases an NFT with BLOCK will receive a % discount on the price of the NFT. This encourages the use of the token on our platform.

TOKEN BURN

Any time an NFT is purchased using BLOCK tokens, a % of the BLOCK token profits from the NFT sale will be sent to a 'burn' wallet, meaning those tokens become unusable, reducing the overall supply over time.

TOKEN STAKING - EARN BLOCK

BLOCK tokens can be transferred into a staking smart contract to access token rewards.

BLOCKASSET NFT GAMES

BLOCK will become the native token throughout all Blockasset play-to-earn games.

GOVERNANCE

BLOCK token holders will govern the eco-system. BLOCK holders will be able to submit and vote on proposals for project improvements, as well as propose and vote on athlete content and signings and much more.

NFT FARMING

Users will be able to stake BLOCK to receive ASSET tokens. ASSET tokens will only be useable on the NFT farm. Users can save up ASSET tokens to purchase exclusive NFTs, presale access, community perks and more. This incentivises and rewards users to lock up their tokens.

TOKEN ALLOCATION

The allocation of the BLOCK token is as follows. Please note that Blockasset reserves the right to adjust these allocations prior to the token sale if it is deemed in the best interests of the business to do so.

SEED ROUND

We have a small allocation for long-term partners. This is 6,808,511 tokens (2.1% of the token supply).

COMMUNITY PRIVATE SALE

We intend to conduct two private sale rounds to raise the initial capital required to build the platform and fund the business until it has been bootstrapped and is self-sustaining. A total of 28,736,617 BLOCK tokens (9% of the token supply) will be allocated to the first round of the private sale. A total of 8,000,000 BLOCK tokens (2.5 % of the token supply) will be allocated to the second round of the private sale.

LIQUIDITY

To ensure that the token is liquid and that new participants can enter the ecosystem 40,000,000 BLOCK tokens (12.5% of the token supply) will be allocated to various exchanges.

ECOSYSTEM INCENTIVES

A further 80,000,000 BLOCK tokens (25% of the token supply) are allocated to the ecosystem as rewards for token stakers, airdrops to incentivize growth and create an engaged community.

TEAM

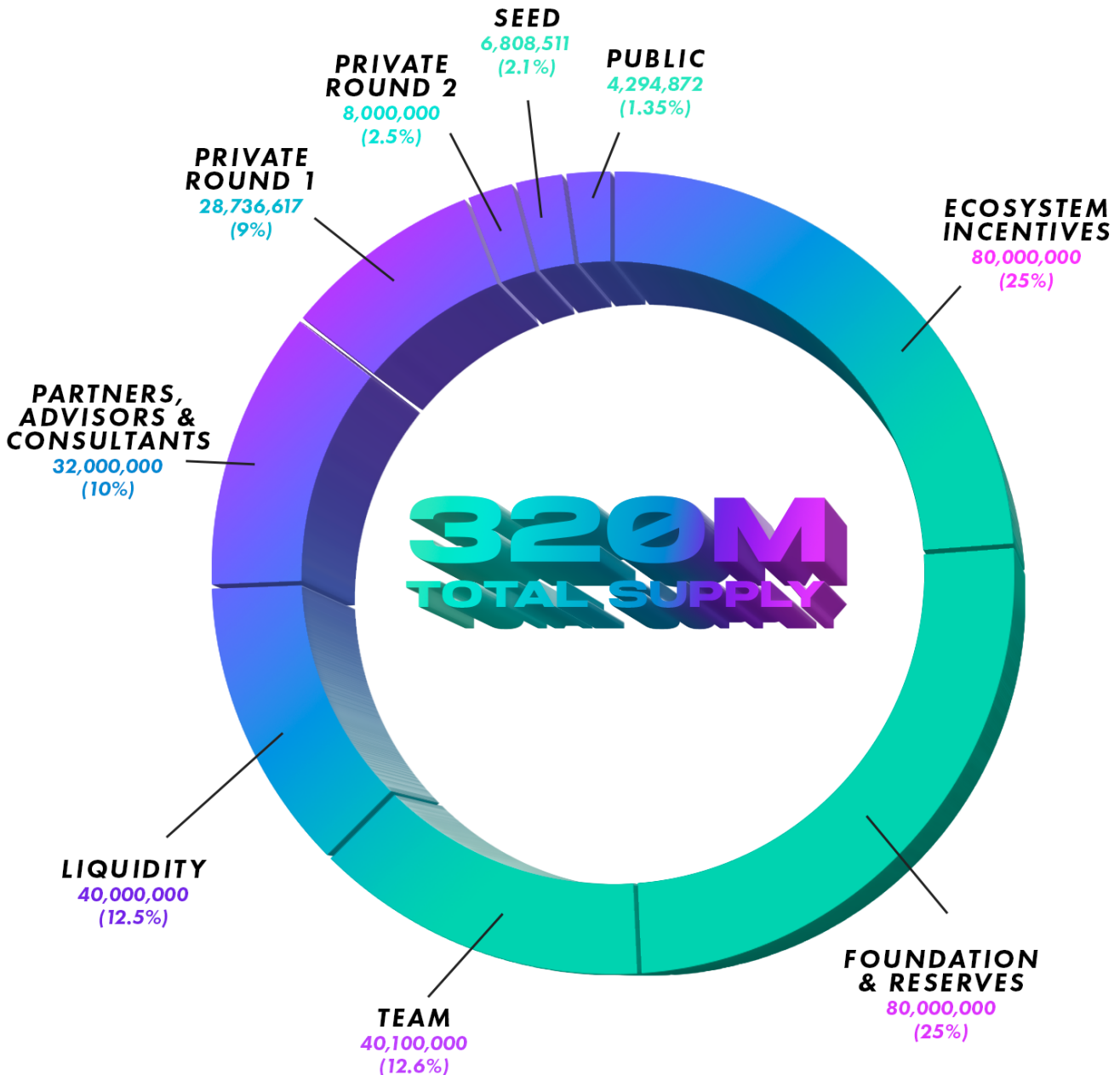
A total of 40,100,000 BLOCK tokens (12.6% of the token supply) is allocated to the Blockasset team.

PARTNERSHIPS, ADVISORS & CONSULTANTS

Our business model is premised on strategic partnerships with athletes, sports agencies, and service providers in the blockchain space. We have 32,000,000 BLOCK tokens (10% of the token supply) allocated to fund strategic partnerships.

FOUNDATION AND RESERVES

To maintain the long-term health of the platform and mitigate future business risks, there are 80,000,000 BLOCK tokens (25% of the token supply) held in reserve for the Blockasset Foundation.



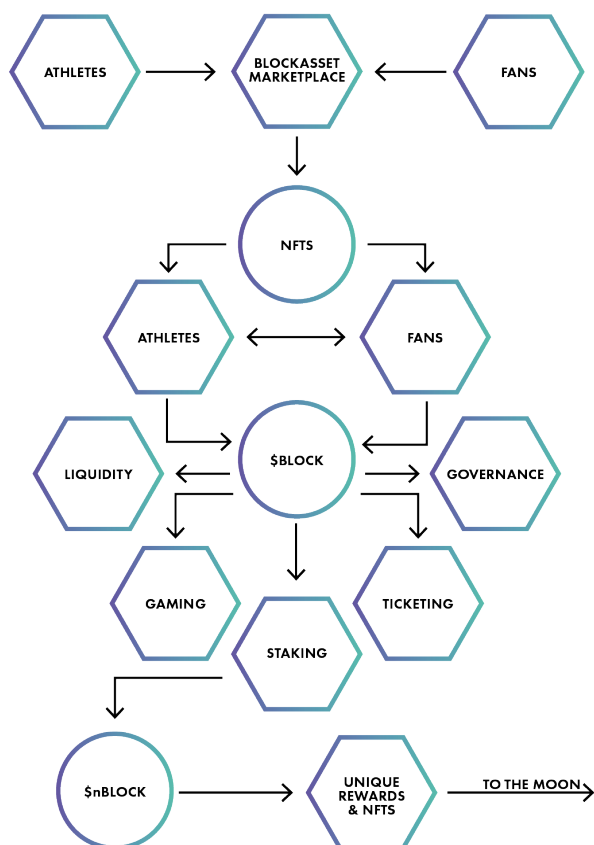
REVENUE MODEL

The platform revenue model is primarily based on the sale and re-sales of NFTs, be they collectable NFTs, generative NFTs or gaming NFTs. Blockasset collects a percentage of revenue from the sale of each NFT, split with the featured athlete.

Once the custom marketplace is live Blockasset will begin to onboard a number of sports agencies and brands to feature their athletes. Blockasset will take a percentage of all NFTs sold on custom marketplaces, whilst also ensuring that the BLOCK token can be used on all stores for discounted NFTs, creating further value for NFT buyers and token holders.

Blockasset will also expand revenue opportunities, with added extras at checkout, including t-shirts, posters and 4D video frames as examples, allowing NFT holders to show off their collectibles in the real world.

Note that the BLOCK token is not part of the Blockasset revenue model. BLOCK is designed as a utility token with the governance and access to ACCESS NFT farm use cases mentioned above. We intend to burn a percentage of revenue collected in BLOCK to increase the value to holders. The core value drivers in the business are set out in the flowchart below.



MEET THE TEAM

PAUL | MANAGING DIRECTOR

Paul is a non-stop businessman who has set up and built several successful businesses over the past decade. After lucrative exits from the financial services and e-commerce sectors, he has turned his attention to the blockchain tech space as a way to connect his passions - business and combat sports.

Paul graduated with a degree in Business Studies from The University of Liverpool. He has years of trading experience since he spent most of his college time on sports exchange sites instead of studying! This ultimately led him to discover Crypto in 2017, after which there was no turning back.

Favorite athlete: Canelo Alvarez

RYAN | HEAD OF PRODUCT

As an early investor, Ryan has been in the crypto space for several years, building algorithmic trading bots and developing successful trading strategies. Ryan helps steer the Blockasset ship as they pioneer their way through the athlete NFT space. As Head of Product, Ryan lives and breathes our NFT platform, with a constant eye on our broader team mission: bridging the gap between fans and athletes.

Favorite athlete: Roger Federer

BOBBY | R&D DIRECTOR

Bobby heads up our research and development department, overseeing the overall business direction and strategy. It helps that he has an eye for detail and innovation. Before Blockasset, Bobby aimed to combine tech and sport, earning a degree in Sports Science while working at a Premier League football club.

Bobby's love outside of deep dives into crypto is Golf - he has a handicap of six.

Favorite athlete: Tiger Woods

MIKE | OPERATIONS MANAGER

Mike has worked for several successful startups in the UK, focussing primarily on Project Management and Product Marketing. Mike has managed teams and built systems to encourage effective communication and automate processes.

Mike grew up collecting Panini trading cards and attempting (and mostly failing) to fill in his football sticker books every year. Mike has been involved in crypto eco-systems and De-Fi since 2017. He is in his element working with athlete NFT collectibles.

Favorite athlete: The King - Thierry Henry

CHRISTIAN | HEAD OF TALENT ACQUISITION

After many years in talent management and building up a great network, Christian now utilizes his global commercial network within the sport and entertainment industries and introduces athletes and musicians alike to the blockchain world.

Favorite athlete: Conor McGregor

PHILIP | MARKETING MANAGER

Philip previously worked at Facebook before taking a Marketing Manager position at the world famous Cafe Mambo in Ibiza, turning it into an industry icon in terms of social media and online presence. Philip will play a key role in cementing Blockasset as an athlete content powerhouse.

Favorite athlete: Lionel Messi

NATHAN | GRAPHIC DESIGNER

Nathan is a graduate of the University of Salford, where he gained his degree in Graphic Design. Nathan has many years of experience in the soccer and music industries. He is a big soccer fan (supporting Wigan Athletic since he was young) and collects retro football shirts. Working at Blockasset is an exciting project for Nathan, combining his love of sports and graphic design.

Favorite athlete: Chelsea right-back Reece James

STEPHEN | DEVELOPER

With an intense passion for blockchain technology and a wealth of experience investing & trading cryptocurrencies, Stephen is our in-house developer, working on various technical aspects of the project.

Favorite athlete: Lebron James

MICHAEL | NFT DESIGNER

Michael, our in-house NFT designer is a 3D graphic designer with more than 20 years experience. In the past Michael has created designs for high-profile musicians and DJ's including Camelphat, Solardo & many more.

Favorite athlete: Carl Froch

MOSTAFA | COMMUNITY MANAGER

Mostafa is an experienced community manager with over 4+ years of experience in successfully cultivating and nurturing strong and vocal communities. Add on top of that several years of gaming journalism and talent management experience, he brings the know-how knowledge and connections to make sure Block's gaming future is a success. You will often see him on Telegram and other Block social media outlets but behind our Blockasset tags. His incredible passion for football and crypto brought him to Blockasset, and here we are now.

Favorite athlete: Neymar Jr

ADVISORS & INVESTORS

MARK W | NON-EXECUTIVE DIRECTOR

Mark Weston, Head of Commercial, TMT & IP Law at Hill Dickinson is a non-executive director of Block Asset Management Limited.

Favorite athlete: Sachin Tendulkar

NIKOLAI ONKEN | LEAD TECHNOLOGY ADVISOR & PARTNER

Nikolai was previously VP Engineering at Cloud9, acquired by AWS and is now re-inventing farming with the power of blockchain technology at Nangu.

Favorite athlete: Erling Haaland

MICHAEL BISPING | PARTNER

Former UFC Champion and Hall of Famer Michael Bisping is an MMA legend. After retiring from MMA, Michael has become an accomplished actor, sports analyst, commentator, and businessman. Michael co-owns several successful tech businesses, with Blockasset becoming his latest investment.

Favorite athlete: Michael Jordan

DARREN TILL | PARTNER

Darren Till is the current UFC Middleweight number 5 in the world, with 5 main events to his name already and a co-main event win at Maddison square garden for the UFC's 500th event. Darren is now preparing for his comeback fight this year, continuing his journey towards becoming UFC Champion.

Favorite athlete: Himself

SAM LI | ADVISOR

Sam is a General Partner at Ludis Capital and a sports tech and crypto start-up investor and advisor.

Sam has broad and extensive experience working with startup founders on strategy, networking, fundraising, deal sourcing, and legal issues. Sam's main verticals of focus include fan engagement, broadcast technology, media content, NFTs, esports, betting and fantasy sports, athletes performance, and health and wellness. Sam is a mentor/judge of several sports focused accelerators including Techstar Sports, Stadia Ventures, Microsoft Global Sports Innovation Center, HYPE Sports, and startupbootcamp.

Sam is a former Vice President at the NBA and Head of International for Sina Sports and Weibo Sports, one of the largest sports digital media and social media platforms in China.

Favorite athlete: LeBron James

JOE MCCANN | ADVISOR & PARTNER

Joe McCann founded NodeSource and is the Strategist (M&A, Incubation), Cloud & AI, Developer Division at Microsoft. A key member of the Solana community, Joe is at the forefront of innovation not only at Microsoft, but in the blockchain and NFT world.

Favorite athlete: Cristiano Ronaldo

DISCLAIMER

The above information is non-binding and subject to change. It is intended only to give potential investors and partners insight into the Blockasset business model as it is currently set up. The directors, partners, and advisors of Blockasset reserve the right to alter the models and information provided in this whitepaper as the business progresses and evolves.