



FANBASE
WHERE LIKE MINDS CONNECT



Fancoin™ Token Executive Summary

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Fancoins™ are envisioned to be the primary unit of account for 95 million prospective Fanbase™ users around the world.

The Fanbase™ software application is expected to seamlessly integrate digital tokens called Fancoins™ throughout its social media and ecommerce platform.

Fancoin™ tokens are planned to be utilized for ecommerce purchases and many other types of payments transactions within the Fanbase™ app, as well as transactions across a larger ecosystem of companies, platforms, and exchanges extending far beyond Fanbase™'s borders.

Fancoins™ are anticipated to be bought, sold, spent, earned, donated, loaned, optioned & invested.

Fancoins™ are expected to be far superior to Bitcoins in terms of transactional usage and as a store of market-priced value.

- Fancoin™ tokens are planned to be utilized for Fanbase™ user in-app purchases (team logos, emojis, MY Base™ designs and customization, esports games, competitions, gaming, etc.), in addition to a wide range of other internal (in-app) payments transactions.
- Fancoins™ may be earned for various types of Fanbase™ user contributed content and for user participation in customer service, technical support, community governance, and software development and maintenance (development of esports games, MY Base™, graphical user interface, artificial intelligence, augmented and virtual reality, etc.).
- Fancoin™ tokens may be earned for Fanbase™ user referrals and active recruitment of new users (at-large/on-site ambassadors, street teams, and specialized teams assembled for large-scale data mining, blogging, chatting and texting campaigns across the sports, social sports, social media, social commerce, and ecommerce landscape).
- Elite athlete, celebrity, super-user and new user bonuses, signing bonuses and various other Fanbase™ user incentives and rewards are anticipated to be paid in Fancoins™.
- Fancoin™ tokens are expected to be utilized by millions of Fanbase™ app users on a daily basis for ecommerce transactions, licensing fees, subscription fees, access fees, usage fees, match fees, and connection fees, as well as direct fee and payment transactions between millions of personal and corporate user accounts.
- Trading of Fancoin™ tokens is planned to take place via third-party brokers, dealers and exchanges.
- Fanbase™ users are envisioned to buy and sell Fancoin™ tokens via multiple third-party brokers, dealers and exchanges; the goal being to achieve significant levels of Fancoin™ liquidity today, and optimal liquidity as Fancoins™ gain wide-spread acceptance.



Fancoins™ will be the primary currency used on the Fanbase™ app.



Fanbase™'s scope of business shall be defined as a company engaged in the sports, social media, ecommerce, brand licensing, internet and technology, and other related fields and methods of doing business.

Fancoin™ is envisioned to become a general-purpose token for use in digital services such as social media, ecommerce and payments including buy-sell transactions of Fancoin™ tokens themselves, all of which are planned to occur within the Fanbase™ software application, and potentially radiate across an entire ecosystem of entities that accept Fancoins™ for transactions, including what could become a global array of independent brokers, dealers and exchanges making markets in Fancoins™.

A vast ecosystem may evolve that accepts Fancoins™.

- Fanbase™ envisions a series of third-party brokers, dealers and exchanges which will facilitate Fancoin™ trading, the goal being to optimally facilitate transactions within the Fanbase™ software application and millions of Fancoin™ users across its proposed 1,347 team-based social media and ecommerce communities.
- The Fancoin™ token is also envisioned to include a suite of smart contracts built on one or more cryptographic token exchanges such as the Ethereum Network, where Fancoin™ token functionality, characteristics and exchange rates are not expected to be fully specified until Fancoin™ tokens are actively traded.
- Fanbase™ envisions a third-party exchange placing Fancoin™ tokens the Ethereum Network. Ethereum is a decentralized software platform that enables self-executing token contracts to be built and run without control or interference to efficiently and securely facilitate virtually any type of anticipated Fancoin™ token transaction.
- Token transactions are run on the Ethereum Blockchain using its platform-specific ERC20 cryptographic token, which requires that Fancoin™ tokens be converted to perform transactions for other applications, platforms and entities in the larger Fancoin™ ecosystem, which would also be part of the Ethereum Network.

Fancoin™ tokens will potentially help create new experiences in personal, social and business communications, information, and commerce for millions of users inside the Fanbase™ social media and ecommerce community, as well as a universal vehicle for digital transactions in a much larger ecosystem envisioned to exist outside the Fanbase™ application.

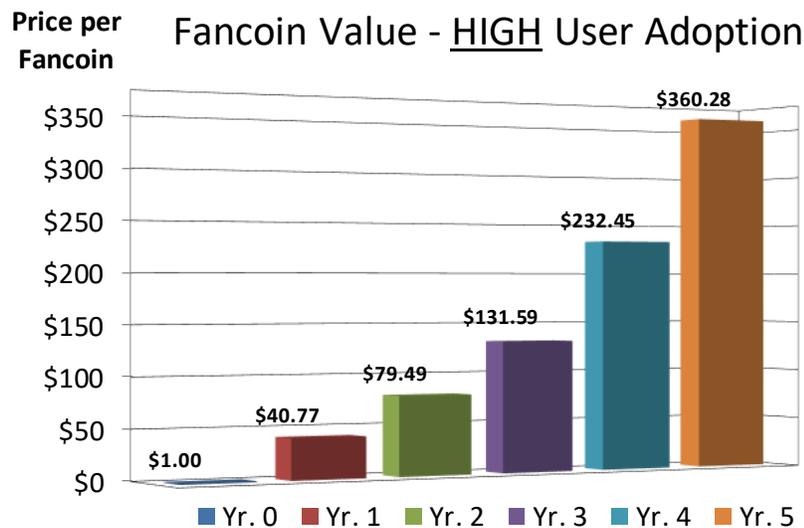


Millions of potential Fanbase™ app users around the world are projected to drive mainstream consumer adoption of Fancoin™ tokens, potentially achieving geometric year-over-year rates of Fancoin™ user growth.

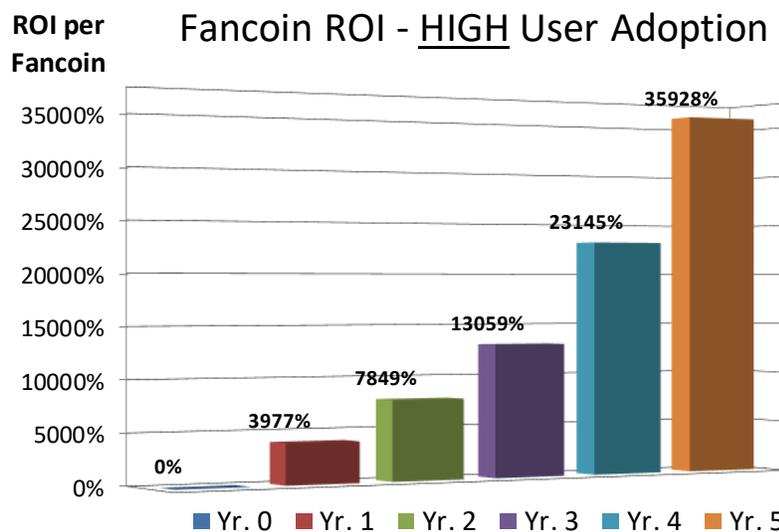


Fancoins™ could become a primary wealth builder for millions of passionate and loyal Fanbase™ users.

High Fancoin™ User Adoption Rate Projections - The following charts are based on Fanbase Inc. estimates and projections assuming an initial Fancoin™ price of \$1.00 per token.



Fancoin Token - Projected High User Adoption Price Estimates

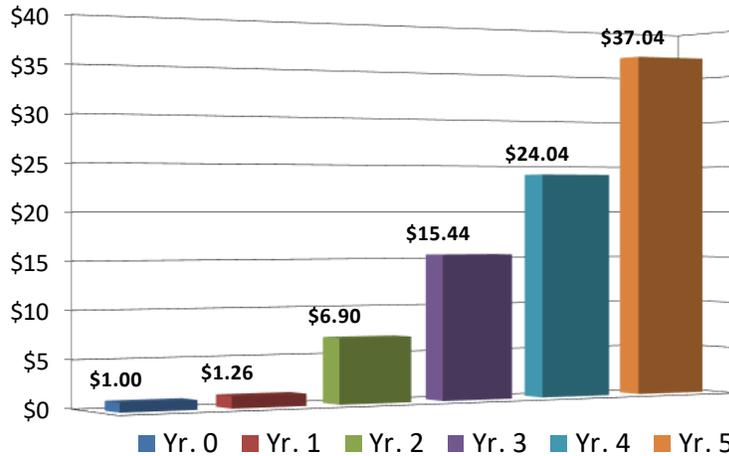


Fancoin Token - Projected High User Adoption ROI Estimates

Moderate Fancoin™ User Adoption Rate Projections - The following charts are based on Fanbase Inc. estimates and projections assuming an initial Fancoin™ price of \$1.00 per token.

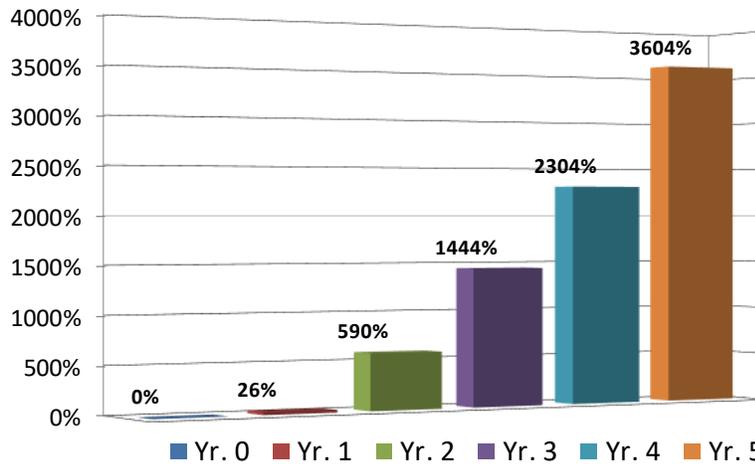


Price per Fancoin **Fancoin Value - Moderate User Adoption**



Fancoin Token - Projected Moderate User Adoption Price Estimates

ROI per Fancoin **Fancoin ROI - Moderate User Adoption**



Fancoin Token - Projected Moderate User Adoption ROI Estimates

Fancoins™ are designed to maximize user adoption, starting with its springboard of 95 million Fanbase™ users.

Fanbase™'s mission is to optimally support Fancoin™ usage within the Fanbase™ app to ensure that Fancoin™ becomes one of the world's leading digital currencies.

Fancoins™ are designed to maximize user adoption, starting with its springboard of 95 million intensely loyal Fanbase™ app users.





The 95 million users driving Fancoin™ initial demand are but the tip of the iceberg in Fanbase™'s systematic march across the world of sports to **mine 4.5 billion fans.**

Every Fancoin™ owner is envisioned to have an entire array of acquisition, holding and disposition tools to match their objectives and facilitate any need. Fancoin™ owners, with the aid of independent, third-party brokers, dealers and exchanges are anticipated to utilize a wide range of acquisition, holding and disposition options.

- Purchasing, spending, loaning, pledging, hypothecating, optioning, investing, donating or gifting Fancoins™.
- Purchasing or selling Fancoin™ tokens, through direct peer-to-peer, buy-sell transactions.
- Purchasing or selling Fancoin™ tokens through third-party brokers, dealers and exchanges which facilitate Fancoin™ token trades.
- Holding Fancoin™ tokens for an indefinite period of time.

