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## Corporate Brief

March 2021

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## OVERVIEW

Blockchain Made Easy, LLC, dba BEASY (the “Company” or “BEASY”), was formed to make the benefits of blockchain easy to achieve throughout the consumer and enterprise value chains. Our initial focus is on the multi-billion-dollar annual North American Sports & Entertainment markets, through the commercialization of a scalable, blockchain platform well-suited to meet the demands of small, mid-sized and large businesses.

Our technology platform is industry or vertical agnostic, but we have selected the sports & entertainment markets as our initial market to commercialize not only because of its size, but because we can solve a very fundamental challenge.

Athletes and entertainers can be great entrepreneurs because they already possess this type of mentality and a skill set that is perfect for achieving success in the business world. They understand that certain components of the business world are comparable to sports and entertainment in many ways.

But starting and managing a business is complicated. Athletes and entertainers often don't have the technology and relational resources readily available to enable them to organize and coordinate all of the business opportunities that they want to engage.

We solve that problem, leveraging best-in-class, proprietary blockchain technology to deliver business applications that enable our individual and enterprise customers to curate their complex and fluid professional, philanthropic and business activities.

The ecosystem for professional athletes is a complex one. Athletes are at one time a business, an employee, a brand and often, a philanthropy. Failure to manage this mix of priorities optimally can result in literally millions in opportunity loss and in some cases, damage to the athlete's brand itself.

## AthleteChain™ Business Management Suite Additional Use Cases



The sports industry today is an enormous, trillion-dollar commercial enterprise involving countless participants on all levels of economic activity, where goods and services are traded daily all over the world.

Use cases include direct investment in athletes and clubs by fans, who are rewarded with that athlete or team's future earnings, as well as blockchain-based live sports betting and fantasy sports platforms, which can take on a global, decentralized aspect as a result. Other potential uses for blockchain technology in sports management include but are not limited to a decrease in illegal or counterfeit ticket sales; more accessible, transparent reputation management for teams, leagues, and individual athletes; and a general reduction in middlemen through automation to make match attendance more affordable.

## Blockchain Technologies Market Adoption

2021 is poised to see increasing adoption and investment into blockchain technology, as more services apps are built using blockchain technology and cryptocurrency has become more widely accepted. Also working in the industry's favor is the fact that major financial services companies including PayPal, Visa and JP Morgan have adopted cryptocurrency as a payment method in the past year, which has opened the doors for more firms to develop even more consumer-friendly blockchain platforms.

The top three reasons blockchain is being adopted in the business environment are cost reduction, immutability and auditability.

Despite the progress, blockchain faces hurdles, including pricing, confusion and misunderstanding about the technology from consumers about how to use it and make it relevant to their daily transactional activities, and businesses about how to implement it in the most efficient and effective manner.

### Smart Contracts

Because blockchains are programmable, developers can encode certain conditions and outcomes so transactions over the network can happen automatically. This application is referred to as a "smart contract," a computer protocol that can facilitate, verify, and enforce the performance of an action or contract on a blockchain.

"Smart contracts" are business rules encoded in software. They are not legally binding without contractual agreements. These computations can do tasks such as managing agreements, storing information about an application (e.g., registrations), and improving existing processes.

The primary benefit of smart contracts is that they have a disintermediating effect when combined with a blockchain. By creating an agreement between parties that automatically executes once the terms are reached, there is no need to have a third party execute those terms.

The ability to automatically enforce complex transactions has enabled developers to create innovative decentralized solutions to tackle a myriad of challenges.

### Use Case: Authenticity

Some applications use the distributed ledger and its tokens to create an easily verifiable audit trail to establish the authenticity of goods or data. Tokens can either represent goods or data located directly on the blockchain, such as cryptocurrencies, or real-world assets. Blockchains secure the provenance of and ownership of these tokens through registration and recording events, and changes that impact them – such as an item's value or when it changes hands. The blockchain also prevents counterfeit goods and deters malicious parties from manipulating data because nodes in the network can easily notice and reject false charges.

However, there are often challenges with establishing provenance of real-world assets using a blockchain. Simply registering an item on the blockchain does not prove a physical item is the original, nor does it establish a persistent connection to the item.

### Use Case: Copyright Monetization

In the sports and entertainment industry, there is a vast ecosystem of entities that both receive and facilitate copyright monetization for content. Monetizing copyrighted content can be cumbersome and complex. Adding to this complexity, in many cases, are varying royalty rates, as well as different rules with different mandated licensing rates.

Blockchain technology can bring together disparate databases and enable content owners to directly license on a blockchain and enable them to receive direct compensation in a streamlined and manageable way.

Blockchain based applications can also use smart contracts programmed to navigate the complex legal landscape and operate based on athlete or artist-defined royalty rates, combined with cryptocurrencies, to automatically pay them, or other stakeholders in accordance with specified rules and conditions.

## Investment

**Bridge Round.** The Company is raising up to \$450,000 through the sale of up to 20 Units at Twenty-Two Thousand Five Hundred (\$22,500) Dollars per Unit (the “Offering”), where each Unit consists of 30,000 BEASY digital securities at a price of \$0.75 per digital security. We anticipate that the price per digital security will be at a 50% discount to digital securities offered in the follow-on Series A Offering of up to \$2,550,000.<sup>1</sup> The Offering is being made pursuant to an exemption from registration under Rule 506(c) of Regulation D of Section 402(a)(2) of the Securities Act.

The Digital Securities will carry certain rights including:

- Exchange. For each 1 non-voting digital security held, the holder, at the holder’s sole discretion can elect to exchange for 1 voting share of the Company’s common stock (the “Conversion Price”).

We anticipate the maximum proceeds from the Offering will be sufficient to sustain our operating plan to the point that we reach positive cash flow. Immediately following the close of the Bridge Offering the Company will commence the Series A Offering.

<b>Bridge Offering</b>	<b>Max</b>	<b>Use of Proceeds</b>	
Membership Interests Out	7,326,667	Platform Development	\$ 200,000
Warrants/Options Out	-	G&A	150,000
Convertible Debt	\$ 400,000	Marketing & Sales	50,000
Membership Interests issued on Debt Conv.	473,347	Offering Expenses	50,000
Membership Interests Out Fully Diluted	7,800,014	Total	\$ 450,000
Offering - Digital Securities	\$ 450,000		
Offering Price / Unit	\$ 22,500		
Offered Units	20.00		
Price / Digital Security (Token)	\$ 0.75		
Digital Securities / Unit	30,000		
Digital Security to Membership Interest Exchange Rate	1		
Membership Interests / Unit	30,000		
Offered Membership Interests	600,000		
Post Offering Shares Out (FD)	8,400,014		
Post Offering Valuation	\$ 6,300,010		

	<b>Pre-Offering</b>		<b>Post Bridge</b>		<b>Post Series Seed</b>	
<b>Pro Forma Capitalization</b>	<b>Shares Out</b>	<b>% of Out</b>	<b>Shares Out</b>	<b>% of Out</b>	<b>Shares Out</b>	<b>% of Out</b>
Founders	5,000,000	68.2%	5,000,000	59.5%	5,000,000	49.5%
Current Shareholders	677,917	9.3%	677,917	8.1%	677,917	6.7%
Convertible Debt <sup>2</sup>	-	0.0%	473,347	5.6%	473,347	4.7%
2021 Comp Plan	550,000	7.5%	550,000	6.5%	550,000	3.6%
Unvested Shares	1,098,750	15.0%	1,098,750	13.1%	1,098,750	10.9%
Bridge Offering	-	0.0%	600,000	7.1%	600,000	5.9%
Series Seed Offering	-	0.0%	-	0.0%	1,700,000	16.8%
<b>Total</b>	<b>7,326,667</b>	<b>100%</b>	<b>8,400,014</b>	<b>100%</b>	<b>10,100,014</b>	<b>98%</b>
<b>Implied Valuation (fully diluted)</b>	<b>\$ 5,495,000</b>		<b>\$ 6,300,010</b>		<b>\$ 15,150,021</b>	

<sup>1</sup> We anticipate the Series A Offering price of digital securities will be \$1.4 per digital security.

<sup>2</sup> As of February 24, 2021. Subject to adjustments on interest at 7% annualized interest on \$400,000 of principle in convertible debt.

## The BEASY Blockchain Platform

We have developed a blockchain enabled platform that is modular and scalable and can be integrated into third party technologies through a Software-as-a-Service (“SaaS”) based licensing model or a SaaS based revenue share model, based on our client preference.

The BEASY Blockchain platform is agnostic both with respect to integration with leading eCommerce, CRM, and other enterprise technologies, as well as with other blockchain protocols. In addition, the BEASY stock consists of a digital wallet and can be customized to meet specific solution requirements through a software development kit (“SDK”).



### BEASY Professional

- SAAS License or Revenue Share



### BEASY Enterprise

- SAAS License or Revenue Share



### BEASY Professional Services

- Custom BEASY Enterprise Blockchain Solutions

**Athletes** can be **great entrepreneurs** because they already possess this type of mentality and a skill set that is **perfect** for achieving success in the business world. They understand that certain components of the business world are comparable to sports in many ways.

The on-average career of an athlete – although lucrative – can also be quite short. Athletes need to create a plan that will sustain and maintain a high standard of living for a lifetime, and even for heirs, long after their period of 'extreme earning' is over.

The professional sport industry in North America has increasingly focused on social responsibility over the past 10 years and sport philanthropy has emerged as a key element of these activities.

**Scalable.** The BEASY Blockchain platform enables individuals (“BEASY Professional”) and enterprises (“BEASY Enterprise”) alike to build and operate their own business applications on the blockchain, acting like a sort of web host, running the back-end operation .

**Customizable.** In addition to Professional and Enterprise solutions that integrate into customer websites via application protocol interface (API), we can provide customers with deep customization capabilities through a licensed software development kit (SDK).



### BEASY PROFESSIONAL



**Develop, Deploy and Test.**



**Create and Integrate.**



**Consistent User Experience.**

## Initial Target Business Applications – Sports & Entertainment

We are focused on developing blockchain solutions to the multi-billion North American sports & entertainment market. In particular, we our platform enables athletes as well as sports and entertainment firms.

### *Memorabilia and Collectibles Authentication*

The total value of the U.S. sports memorabilia market has been valued at **\$5.4 billion annually**.

Once an item becomes collectible and valuable, forgeries follow. No one wants to walk away from an appraisal knowing that the memorabilia they paid thousands of dollars for is basically worthless. But collectibles are often difficult to authenticate.

How do collectors know their purchase is real? With the Internet becoming the most common secondary marketplace, it is becoming increasingly impossible for the average consumer to tell, since, apart from a seller's guarantee and perhaps a paper certificate (which can be easily disputed), second-hand goods usually come with no assurance of authenticity.

With the rise of counterfeiters and their use of technology to create accurate fake merchandise, sales receipts, and even product registration cards, there is a strong need to have something that gives buyers a safeguard when purchases items. This is where the immutable aspects of the blockchain can assist in a very big way.

BEASY is designed to address this challenge, providing stakeholders with authentication, safeguarding of the collectibles, ensuring the continuity of salient backstory and histories, assuring access of the collectibles for owners, maintaining chain of custody of trademark documents and records in a fully encrypted register.

### *Philanthropy*

50% of Americans lack faith in charities<sup>3</sup> which has been exacerbated by concerns of overhead and administrative costs in addition to lack of transparency.

Blockchain can ensure maximum impact of charity dollars by reducing costs and eliminating the role of intermediaries. BEASY contracts enable you to manage donor funds more effectively, including control over what funds are released and to whom, in addition to defined conditions that must be met in order for release of funds.

- Donors can contribute in fiat or digital currency
- Because the IRS categorizes cryptocurrencies as assets, both charities and donors get a benefit from donating them, and investors save on capital gains by donating appreciated assets directly. Charities receive the full value of assets since they are exempt from paying capital gains taxes.
- Better transparency to donors.

Entertainers, celebrities, and entertainment agencies are a natural extension of our value proposition.



In addition to our primary target customer base of athletes and sports-related businesses we intend to impact the massive entertainment industry.

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<sup>3</sup> 2020 Edelman Trust Barameter

## Commercialization and Marketing Strategy

We are initially relying on our core management team to identify and develop direct sales opportunities as well as to manage our sales channel and third-party sales effort, targeting value-added resellers including marketing agencies that work with athletes and entertainers, sports and entertainment agencies, and other related professional services providers.

### Target Partner Case Study

***Every sports agency wants to: acquire more clients, differentiate, and drive value to clients.***

***Athlete focused marketing and design agencies seeking to leverage the BEASY platform as an upsell to athlete clients it builds marketing and branding solutions for.***

#### ***The Pitch:***

Athletes with established brands and a professional vision make the most significant impact while generating more opportunities “off the field.” Leveraging an athlete’s personality through various platforms begins a shift in the athlete’s ability to create and control lucrative partnerships that last a lifetime.

#### ***Athlete – ID Platform***

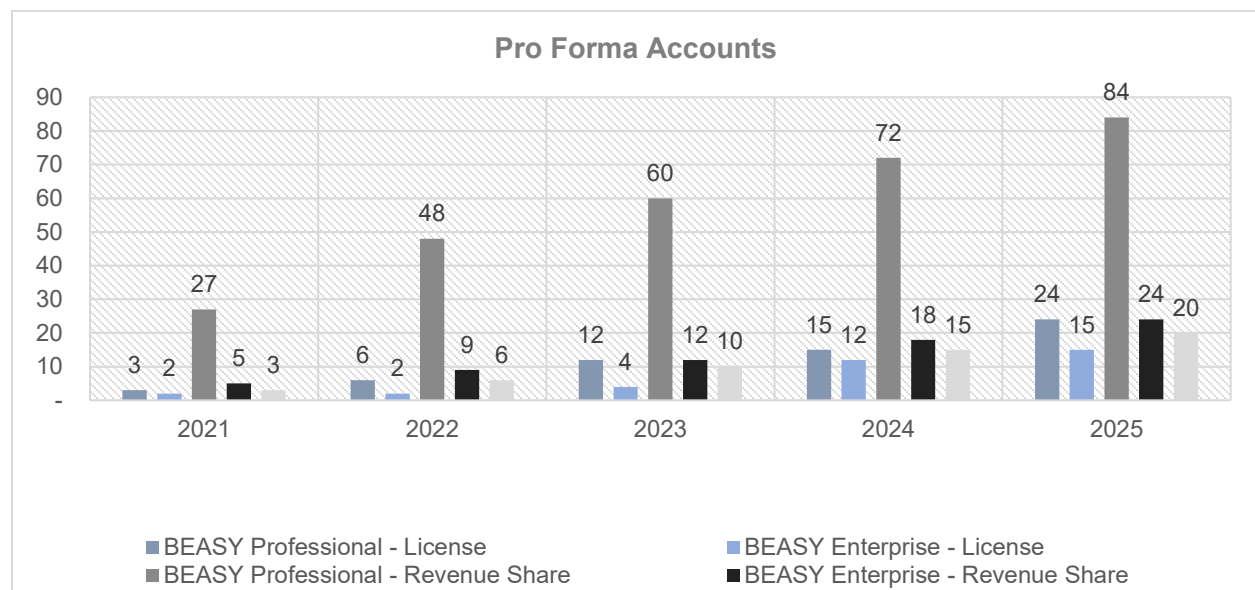
Proprietary, self-sovereign identify solution designed for athletes. Our platform allows athletes to leverage their individual brand while giving them control over agreements, sharing, and visibility of all transactions relating to their identity.

#### ***Business Model***

Blockchain Made Easy enters into a licensing agreement that provides it with wholesale pricing and technical support.

The intended upshot will be hundreds of new and unique licensed athletes implementing the BEASY platform each year.

The table below is an example of our current “go-get” accounts<sup>4</sup>:



<sup>4</sup> These assumptions are drivers to our pro forma financial model below.

## Exit and Liquidity Considerations

More than \$23 billion has been invested in global blockchain companies since 2016, and \$3.3 billion to U.S. companies during that same period.<sup>5</sup> We are focused on developing and commercializing the BEASY business solution sets described above, and in establishing our company in a leader in the blockchain ecosystem. If we are successful, we believe we will be well positioned for secondary offerings, and if market conditions are favorable, an initial public offering.

### *Why Digital Securities?*

We believe there are compelling reasons to undertake a digital security offering in contrast to a convention equity offering of common and/or preferred shares, or convertible debt.

- Potential for earlier stage liquidity. The path to liquidity in traditional capital markets is long and expensive. On the other hand, developing secondary markets for digital securities hold the potential to accelerate the path to liquidity.
- Flexibility. We are structuring our digital security offering with a conversion feature that enables the holder to become a shareholder.

We intend to offer prospective investors with the potential for an earlier path to liquidity through the digital security structure, and that provides tangible value to investors that make the trade-off of a more favorable conversion-to-stock ratio to the company.

## Management Team

**Bob Kramich** is an MIT Sloan-certified blockchain professional with 30-years of experience helping Fortune 500 companies benefit from cloud and emerging technologies. Bob notably conceived and delivered Salesforce's first blockchain app store application as well as retail giant Overstock's first customer-facing Applied Intelligence (AI) Omnibot solution.

**Enrique Garzas** is BEASY's executive vice president and chief technology officer. An accomplished computer scientist, Enrique has led blockchain design and architecture in banking, financial services and supply chain for Santander Bank (NYSE:SAN), Virtusa (NASDAQ:VRTU) and currently Accenture plc in Madrid, Spain (NYSE:ACN).

**Nicholas Jacobs** is a BEASY senior vice president and product manager. A 2019 graduate of Tufts University, Nick led BEASY to the finals in the 2019 Tufts \$100K New Ventures Competition. In addition to BEASY, Nick works with TD Bank, N.A. to continually differentiate TD's small business online lending capabilities versus those of traditional borrowers and alternative lenders.



### Advisors

**Mal Postings** is BEASY's Chief Architect and leads the innovation of new business models enabled by BEASY's constellation of modular, plug-and-play blockchain technologies. Mal has led transformational programs at the company, industry, and international levels. While CTO of Ernst & Young, Mal achieved cross-industry top 10 CTO award and global top 25 chief architect award.

**Michael Cohisy** is a sports attorney and business executive. Previously: Director of Sports Business Development, Publicis Sapient; Attorney, Law Offices of Spillane & Mrowka; Sports Business and Corporate Strategy consultant, State Street Global Advisors (SSgA); and NFL player-agent, Mula & Associates and Bob Woolf Associates.



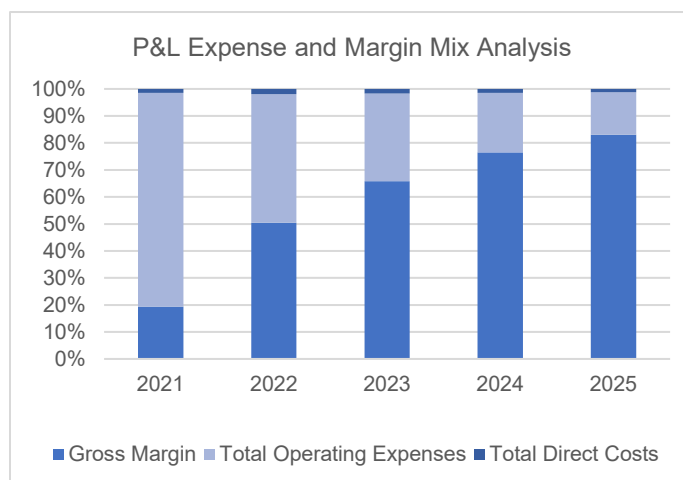
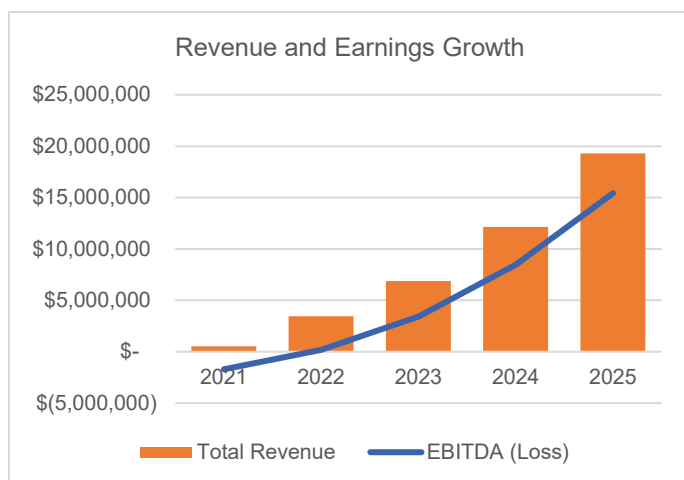
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<sup>5</sup> Crunchbase



## Pro Forma Financial Forecast<sup>6</sup>

	2021	2022	2023	2024	2025
Total Revenue	\$ 540,000	\$ 3,460,000	\$ 6,880,000	\$ 12,150,000	\$ 19,300,000
Total Direct Costs	40,000	130,000	170,000	220,000	280,000
Gross Margin	500,000	3,340,000	6,710,000	11,930,000	19,030,000
Total Operating Expenses	2,210,000	3,170,000	3,310,000	3,450,000	3,610,000
Operating Income (Loss)	(1,710,000)	170,000	3,410,000	8,480,000	15,420,000
Total Other Income	-	-	-	-	-
Income Taxes	-	40,000	710,000	1,720,000	4,640,000
Net Income (Loss)	(1,710,000)	140,000	2,700,000	6,760,000	10,790,000
EBITDA (Loss)	\$ (1,710,000)	\$ 170,000	\$ 3,410,000	\$ 8,480,000	\$ 15,420,000
%	-317%	5%	50%	70%	80%
Total Current Assets	\$ 1,470,000	\$ 1,690,000	\$ 4,400,000	\$ 11,170,000	\$ 21,970,000
Fixed Assets, Net	-	-	-	-	-
Total Other Assets	-	-	-	-	-
Total Assets	1,470,000	1,690,000	4,400,000	11,170,000	21,970,000
Total Current Liabilities	180,000	260,000	270,000	290,000	300,000
Total Long-Term Liabilities	-	-	-	-	-
Total Equity	1,300,000	1,430,000	4,130,000	10,890,000	21,970,000
Total Liabilities and Equity	\$ 1,470,000	\$ 1,690,000	\$ 4,400,000	\$ 11,170,000	\$ 21,970,000
Total Cash From (For) Operating Activities	\$ (1,630,000)	\$ 10,000	\$ 2,410,000	\$ 6,290,000	\$ 10,180,000
Total Cash From (For) Investing Activities	-	-	-	-	-
Total Cash From (For) Financing Activities	3,000,000	-	-	-	-
Net Increase (Decrease) In Cash	1,380,000	10,000	2,410,000	6,290,000	10,180,000
Cash and Cash Equivalents-End	\$ 1,380,000	\$ 1,380,000	\$ 3,790,000	\$ 10,070,000	\$ 20,250,000



<sup>6</sup> The forecasts provided herein are based on assumptions that we believe to be reasonable and rely heavily on our ability to successfully close the maximum offering amounts in the bridge and follow-on series seed offerings discussed herein. Failure to do so will result in a material adverse impact to these forecasts.

## Disclaimer

This is Not an Offer to Purchase or Sell Securities. This overview is for informational purposes and is not an offer to sell or a solicitation of an offer to buy any securities in the Company and may not be relied upon in connection with the purchase or sale of any security. Securities of the Company if offered, will only be available to parties who are "accredited investors" (as defined in Rule 501 promulgated pursuant to the Securities Act of 1933, as amended) and who are interested in investing in the Company on their own behalf. Any offering or solicitation will be made only to qualified prospective investors pursuant to a confidential offering memorandum, and the subscription documents, all of which should be read in their entirety.

*To obtain further information, you must complete our investor questionnaire and meet the suitability standards required by law.*

### Cautionary Note Regarding Forward-Looking Statements/Pursuant to the U.S. Private Securities Litigation Reform Act of 1995

This investment brief contains, and our officers and representatives may from time to time make, "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "intend," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "will" and similar references to future periods. Examples of forward-looking statements include, among others, statements we make regarding launch of products, sales, markets, marketing strategies, our estimates on future financial performance, revenue growth and earnings, anticipated levels of capital expenditures and our belief that offering proceeds will provide sufficient liquidity to fund our business operations over the next 36 months.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following:

#### Risks Related to the Company's Business

- *The Company has limited operating history, which makes it hard to evaluate its ability to generate revenue through operations.*
- *We have not been profitable historically and may not achieve or maintain profitability in the future.*
- *Reliance on management.*
- *Reliance on a single product and a decline in the growth of demand for these products would have a material adverse effect on our operating results and growth prospects.*
- *Growth may place significant demands on the Company's management and resources.*
- *If the security of customers' confidential information stored in the Company's systems is breached or otherwise subjected to unauthorized access, the Company's reputation or brand may be harmed and the Company may be exposed to liability and a loss of customers.*
- *Failure to adequately protect the Company's intellectual property could substantially harm the Company's business and operating results.*
- *Confidentiality agreements with employees and others may not adequately prevent disclosure of trade secrets and other proprietary information.*
- *The Company's failure to raise additional capital necessary to expand operations and invest in the Company's business could reduce the Company's ability to compete successfully.*
- *The Company will depend on highly skilled personnel to operate its business and if the Company is unable to retain current personnel or hire additional personnel, its ability to develop and successfully market its business could be harmed.*
- *Low barriers to entry and high competition in the industry.*

- *Risks associated with brand development.*
- *The Company's business is subject to rapid technological change.*
- *The Company may become engaged in legal proceedings that could cause it to incur unforeseen expenses and could occupy a significant amount of the Company's management time and attention.*
- *Difficulty to forecast.*
- *The Net Proceeds of the Offering may not be used in the manner described in its disclosure documents.*
- *The Company may not meet the milestones in the timelines described its disclosure documents.*
- *If we are unable to introduce new or upgraded products, services or technology that consumers, brands and marketing partners recognize as valuable, we may fail to generate additional traffic to an engagement on our platform, attract and retain members and service providers or monetize the activity on our platforms.*
- *Our efforts to develop new and upgrade products, service or technology could require us to incur significant costs.*
- *Purchasers may lack information for monitoring their investment.*

For more information:

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