



No Limit Fantasy Sports LLC

**A corporation from the great state of
California, U.S.A**

White Paper

September 5th, 2017

POWERED BY



2017 No Limit Coin 2.0

NoLimitCoin.org

Fantasy Sports Properties

NLFantasySports.com

US dollar platform Visa/MC/Paypal

CryptoFantasySports.com

NLC2 platform

NoCostFantasySports.com

Free platform

CONTENTS

Introduction	1
History of Fantasy Sports	2
Daily Fantasy Sports	3
Fantasy Sports Platforms	3.1
Issues Facing Existing Fantasy Sports Platforms	4
High Fees	4.1
Complicated Verification Procedures	4.2
Slow Transfer of Funds	4.3
Gaming The System	4.4
No Limit Fantasy Sports	5
Lower Fees	5.1
Accelerated Verification	5.2
Faster Transactions	5.3
Fair Play	5.4
Our Platforms	5.5
Crypto Fantasy Sports	5.5.1
No Limit Fantasy Sports	5.5.2
No Cost Fantasy Sports	5.5.3
NFL Stat Challenge	5.5.4
Regulation Compliance	5.6
Sports Offered	5.7
No Limit Coin 2.0	6
Predecessor	6.1
The NLC2 Blockchain	6.2
How to Obtain NLC2	6.3
Business Model	7
Marketing	7.1
Registrations and Financial Projections	7.2
Conclusion	8
Our Core Team	9
Contacts	9.1
Sources	10

1: INTRODUCTION

The fantasy sports industry is one of the fastest expanding markets worldwide, growing from 12.6 million players in 2005 to 59.3 million players in 2017 in the United States and Canada alone.¹ Compared to in 2012, when players spent an average of \$95 each in the U.S., the average American player spent \$504 in 2017.² As of June 20, 2017, the fantasy sports market was valued above \$7 billion.³ Although the density of fantasy sports players in the rest of the world is lower than in America, this is a result of a lack of strong fantasy sports platforms as opposed to a lack of interest in fantasy sports.⁴

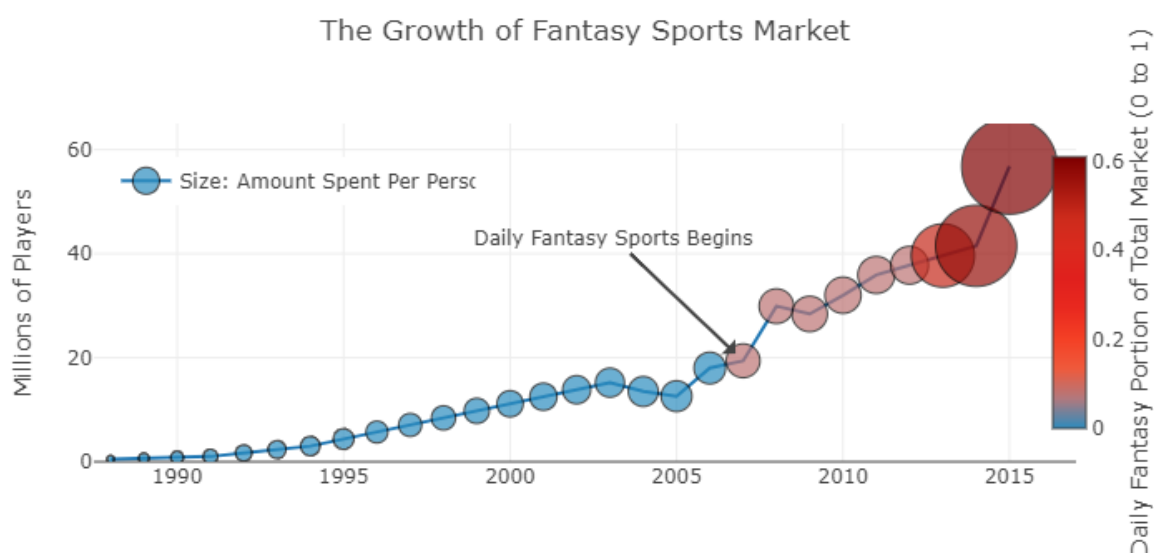


Figure 1.1: The Growth of the Fantasy Sports Market⁵

No Limit Fantasy Sports provides the opportunity for people all over the world to experience the joy of playing fantasy sports without the strict regulations and high expenses that are characteristic of existing fantasy sports platforms. By implementing No Limit Coin 2.0 (Symbol: NLC2), No Limit Fantasy Sports is the first online fantasy sports platform to harness blockchain technology. This application of cryptocurrencies will revolutionize the fantasy sports industry by enabling us to provide a fast, secure and cheap method to fund and reward player accounts.

No Limit Fantasy Sports is designed to appeal to a global audience by offering competitions in a wide variety of sports. The first sport implemented was American Football (NFL) during the 2016 season. The immediate success of this rollout was evident both to users of the platform and to our partners, who have enabled our new growth into additional sports. In August 2017 we launched European Football (a.k.a American Soccer) and started with 4 leagues - English Premier League, La Liga Spain, La Liga Mexico, MLS USA. With increasing demand from players and opportunities for growth in the market, we will be expanding this list into additional leagues.

1	EPL	England	Premier League	Club	Domestic League
2	DEB	Germany	Bundesliga	Club	Domestic League
4	ESP	Spain	Primera Division	Club	Domestic League
6	ITSA	Italy	Serie A	Club	Domestic League
7	NLE	Netherlands	Eredivisie	Club	Domestic League
8	MLS	United States	MLS	Club	Domestic League
12	LMX	Mexico	Liga MX	Club	Domestic League
13	FRL1	France	Ligue 1	Club	Domestic League
15	BRSA	Brazil	Série A	Club	Domestic League
19	AUA	Australia	A League	Club	Domestic League
3	UCL	Europe	UEFA Champions League	Club	International Cup
9	UEL	Europe	UEFA Europa League	Club	International Cup
5	ARP	Argentina	Primera División	Club	Domestic League
14	RFPL	Russia	RFPL	Club	Domestic League
10	COPA	South America	Copa America	International	International Cup
11	ACN	Africa	Africa Cup of Nations	International	International Cup
16	EUC	Europe	European Championship	International	International Cup
17	UEQ	Europe	UEFA Euro Qualification	International	International Cup
18	NCAG	N/C America	CONCACAF Gold Cup	International	International Cup

No Limit Fantasy Sports hosts competitions for players to build virtual teams across multiple leagues, composed of active players, to score points and compete against other teams created by other members. Additionally, friends can compete against each other through our private peer-to-peer platform.

The No Limit Fantasy Sports platform has been developed by a highly qualified team with years of experience in both the fantasy sports industry and the cryptocurrency environment. Built upon blockchain technology, we offer four primary benefits which combine to provide a better fantasy sports experience to all users: significantly reduced fees, fast and easy verification process, practically instant deposits and automatic withdrawals, and protection against unfair practices. We cater to all members of the global fantasy sports community and will host contests in a plethora of sports. In addition, No Limit Coin, the cryptocurrency that powers CryptoFantasySports.com, runs on one of the most efficient blockchains in existence. It has great potential to revolutionize the industry and ultimately be used extensively across many fantasy sports and other game networks.

In the following whitepaper, we intend to highlight the issues presented to players on existing fantasy sports platforms and demonstrate how our platforms will utilize blockchain technology and innovative design to solve them; additionally, we will outline the profitability of our project.

2: HISTORY OF FANTASY SPORTS

Modern fantasy football can be traced back to the late Wilfred "Bill the Gill" Winkenbach, an Oakland area businessman and a limited partner in the Oakland Raiders. In a New York hotel room during a 1962 Raiders eastern cross-country trip, Winkenbach, along with Raiders Public Relations man Bill Tunnel and Tribune reporter Scotty Stirling, developed a system of organization and a rulebook, which would eventually be the basis of modern fantasy football.

The inaugural league was called the GOPPPL (Greater Oakland Professional Pigskin Prognosticators League), and the first draft took place in the rumpus room

of Winkenbach's home in Oakland, California in August 1963. The league consisted of eight members, made up of administrative affiliates of the AFL, pro football journalists, or someone who had purchased or sold 10 season tickets for the Raiders' 1963 season. Each roster consisted of the following in the GOPPPL: two quarterbacks, four halfbacks, two fullbacks, four offensive ends, two kick/punt returners, two field goal kickers, two defensive backs/linebackers and two defensive linemen. The current GOPPPL roster now includes: two quarterbacks, four halfbacks, six wide receivers/tight ends, two kickers, two defensive backs, one return team, and a bonus pick for any position. In 2012, the GOPPPL celebrated its 50th season and still maintains its TD-only scoring heritage.

For years, the popularity of fantasy football grew slowly. In 1997, CBS launched the beta version of the first publicly available free fantasy football website. The game immediately became widely popular. Within three years, all major sports media websites launched competing fantasy football hosting websites. The NFL released their own official game in 2010 (NFL.com) further driving the Fantasy football industry's growth.

Fantasy football is now the single most important marketing tool for the NFL. It is estimated over 19 million people compete in public and private leagues online nationally. In 2009, fantasy football was christened mainstream with a fantasy football based sitcom, *The League*.

3: DAILY FANTASY SPORTS (DFS)

Fantasy sports is a term that refers to contests of skill in which participants compete amongst themselves by creating virtual teams consisting of players from a professional sport. A point system is used to quantify the performances of the selected players and these scores determine the overall results of the competitions. Fantasy sports competitions are split into categories of differing timeframes and participant counts. There exist two major variants of fantasy sports contests with different lengths; traditional fantasy sports are played over an entire sports season, while daily fantasy sports are played over the span of a week. This whitepaper pertains to daily fantasy sports. Fantasy sports competitions are also separated by their number of participants; head to head

games refer to contests between two participants, while guaranteed prize pool games are essentially tournaments with unlimited participants and—as the name suggests—a predetermined prize amount.

3.1: FANTASY SPORTS PLATFORMS

Fantasy sports platforms are businesses that utilize the internet to host competitions and connect participants to one another. They utilize data feeds from real world sports matches to allocate points to selected players and fantasy team picks. In return for their services, these platforms profit by taking a cut, known as the rake, from the prize amounts.

4: ISSUES FACING EXISTING FANTASY SPORTS PLATFORMS

In the United States, two existing online fantasy sports platforms, DraftKings™ and FanDuel™, currently control 90% of the industry. The companies announced a merger this year and our company quickly filed a very strong complaint with the FTC (Federal Trade Commission) opposing such a merger as it would take two dominant operators and combine them to be over 90% of the market, effectively creating a monopoly. The FTC came back with their decision to reject and block this merger.

There are issues that members currently face using the existing models. These include high fees, lengthy verification procedures, slow transfer of funds, and the unfair advantage some players gain by gaming the system using computer algorithms. Let us explore each of these.

4.1: HIGH FEES

Existing fantasy sports services generate significant income from players on the fees charged for participating in competitions. On average, these platforms charge a rake of nearly 10%. Additionally, the players with the smallest buy-ins are burdened by highest fee rates.

Head to Head Rake By Site						
Pool Size	Site	Buy-In	Entries	Total Buy-Ins	Total Prizes	Rake
Small	FanDuel	\$5	2	\$10	\$9	10.00%
	DraftKings	\$5	2	\$10	\$9	10.00%
Medium	FanDuel	\$50	2	\$100	\$90	10.00%
	DraftKings	\$55	2	\$110	\$100	9.09%
Large	FanDuel	\$535	2	\$1,070	\$1,000	6.54%
	DraftKings	\$530	2	\$1,060	\$1,000	5.66%

Figure 4.1.1: Rakes charged by FanDuel™ and DraftKings™ for head to head games⁶

Guaranteed Prize Pool Rake by Site						
Pool Size	Site	Buy-In	Entries	Total Buy-Ins	Total Prizes	Rake
Small	FanDuel	\$1	2232	\$2,232	\$2,000	10.39%
	DraftKings	\$2	575	\$1,150	\$1,000	13.04%
Medium	FanDuel	\$25	892	\$22,300	\$20,000	10.31%
	DraftKings	\$27	127	\$3,429	\$3,000	12.51%
Large	FanDuel	\$270	32	\$8,640	\$8,000	7.41%
	DraftKings	\$109	30	\$3,270	\$3,000	8.26%

Figure 4.1.2: Rakes charged by FanDuel™ and DraftKings™ for guaranteed prize pool games⁶

4.2: COMPLICATED VERIFICATION PROCEDURES

Players on FanDuel™ and DraftKings™ are required to submit to tedious verification procedures in order to deposit or withdraw their funds. DraftKings™ requires users to supply a government issued ID, proof of residence, and “more information if deemed necessary.” FanDuel™ requires their members to provide their social security number before withdrawing winnings.⁷ These issues are inherent in platforms that use fiat for gameplay.

4.3: SLOW TRANSFER OF FUNDS

According to DraftKings™, withdrawals take up to eight days if processed electronically and between two and three weeks if processed by check.⁸ FanDuel™ claims to process withdrawal requests faster (48 hours through PayPal and between seven and ten days by check) but “reserves the right to refuse your withdrawal and/or close your account” at their discretion.⁷

4.4: GAMING THE SYSTEM

Existing fiat-based platforms have in the past condoned the usage of “elaborate statistical modeling and automated tools” which allow for the creation and revision of teams at a rate unfair to new users.¹⁰ One example of such abuse was committed by Saahil Sud, arguably the largest player in fantasy sports, when he used a script to change over 400 lineups (fantasy teams) in the span of an hour⁹, an impossible task by human standards. As a result, he won first, third, fourth, and seventh place in a major tournament and was awarded a six-figure sum.

The contrast between large players (as in the previous example) and all other users is statistically striking. Data collected by the office of the New York State Attorney General indicates that 89.3% of DraftKings™ players suffered a net loss from 2013 to 2014.¹¹ According to a report by Sports Business Daily, the top 11 players spent an average of \$2,000,000 in entry fees and gained \$135,000 in the first half of the 2015 MLB season. The rest of the top 1.3% of players spent an average of \$9,100 in entry fees and made \$2,500 in profit. In the same period of time, the bottom 5% of players spent an average of \$3,600 from which \$1,100 was never recovered (-31%). The 80% of players just above the previous group spent an average of \$49 of which they lost \$25 (-51%).¹²

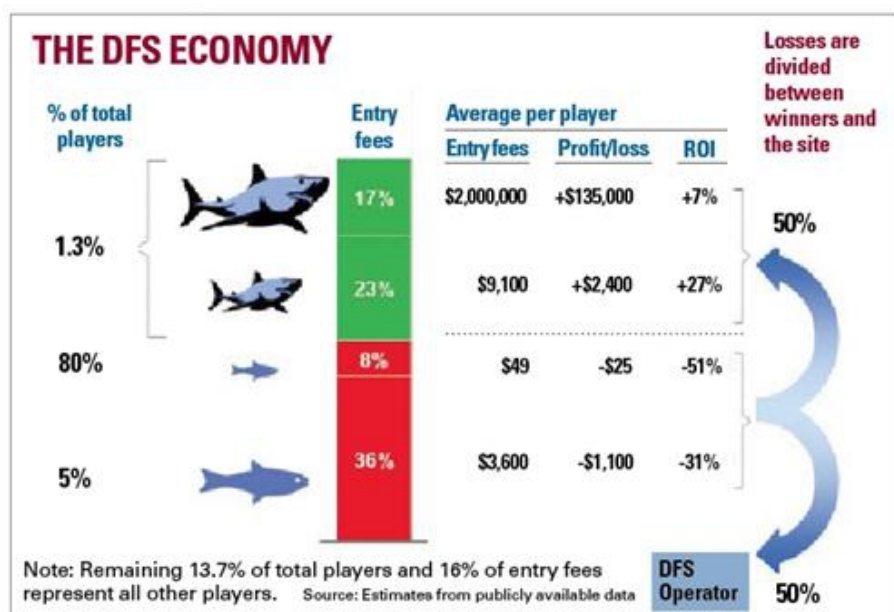


Figure 4.4.1: The inequality of players on existing fantasy sports platforms¹⁴

5: NO LIMIT FANTASY SPORTS

Our mission is to provide a fair, fun and fast fantasy sports experience to all players. Our fantasy sports platforms have been created to run on the cryptocurrency No Limit Coin 2.0—abbreviated to NLC2—which will be discussed in further detail in [Section 6](#).

5.1: LOWER FEES

Fees will vary from 10% on the dollar based platform to as low as 1% for the larger contests in the crypto platform. Our competitive advantage is in the fact that we have a crypto currency platform that makes the movement of coin very low in cost. It's our belief that the crypto currency platform will eventually become the most attractive in terms of cost, efficiency and return for the money. There will be cases where the crypto platform can charge as low as 1%. The fees on the dollar or fiat platform will be 10% while the crypto fees will predominantly range around 5%, as we aim to be 50% under the fiat costs on the crypto platform.

5.2: ACCELERATED VERIFICATION

To access the complete capabilities of our platforms, you simply need to verify your email address. Additionally, registrants are not barred from our platforms by nationality. At least one of our platforms will suit your needs, even if you reside in a region with legislation banning pay-to-play fantasy sports.

5.3: FASTER TRANSACTIONS

Because transactions are irreversibly confirmed on the NLC2 blockchain within a minute (half the block time) on average, loading an account with No Limit Coin from a wallet or withdrawing NLC2 to a wallet is achieved almost instantly. We believe that the benefits of implementing blockchain technology will naturally attract users to our platform as they see and experience the benefits.

5.4: FAIR PLAY

No Limit Fantasy Sports is committed to creating a fantasy sports experience enjoyable to all by protecting players against computer algorithms making hundreds of team entries (see [Section 4.4](#)). To address this, users are limited to ten entries per competition, rendering gameplay skill-based and organic. The result of this is a significantly higher chance of winning on our platforms. As a result, our players can experience fantasy sports as they were meant to be played.

5.5: OUR PLATFORMS

To fulfill the varying needs of the vast global audience we intend to cater to, we have created three separate fantasy sports platforms:

www.CryptoFantasySports.com, www.NoCostFantasySports.com, and www.NLFantasySports.com. A fourth platform is in development and additional sites will be created based on specific demand and opportunities.

5.5.1: CRYPTO FANTASY SPORTS (NLC2 PLATFORM)

www.CryptoFantasySports.com

This is the main platform based on NLC2 cryptocurrency, increasing the efficiency in terms of both speed and cost. Members will enjoy all the advantages

of using NLC2 when they compete with their virtual teams. Therefore, fiat currencies are not accepted when playing on this platform. Cryptocurrency and online Fantasy Sports platforms are a match made in heaven. The ease of movement of the coin and the potential for value appreciation provides a supercharged equation that is leading to mass participation. Participation has come from both sides of the spectrum. We expect that a unique player environment will arise from the blending of cryptocurrency enthusiasts new to fantasy sports and experienced fantasy sports players exposed to cryptocurrencies for the first time.

This is our flagship product. It will unite people in sports contests from many corners of the world. The draw of a crypto coin has enticed people to play, learn and enjoy USA NFL football from over 60 countries. On the other hand people in the USA that may never have had played fantasy soccer, now are common fixtures in these contests. With all the sports we will be continuing to add to the platform, we expect to see this trend continue and expand participation.

5.5.2: NO LIMIT FANTASY SPORTS (USD PLATFORM)

www.NLFantasySports.com

On this platform, members play using U.S. Dollars, which can be deposited through payment processors such as Visa, Mastercard or Paypal. Because transactions must go through these aforementioned third parties instead of the No Limit Coin 2.0 blockchain, elements of this platform—rakes, verification processes, and transaction speeds—are similar to those on existing fantasy sports websites. The financial models of Visa/MC are more constrained, however we feel that this will be a very important element in the growth and adoption of our main, and ultimate exposure to No Limit Coin.

We expect this platform to be used as an introduction to our main platform, attracting fantasy sports players hesitant to use No Limit Coin. This platform has the same legal status as the NLC2 platform and is also restricted in the areas listed in [section 5.6](#).

5.5.3: NO COST FANTASY SPORTS (FREE PLATFORM)

www.NoCostFantasySports.com

This platform is intended to provide the complete fantasy sports experience to players in areas where pay-to-play fantasy sports is restricted by law, and those that wish to play before they pay. This platform is not considered a gambling website because it will only sponsor contests that are free to join. These contests, known as freerolls, will reward winners with NLC2 payouts with the goal of expanding awareness and use of the coin. This platform will be fully supported by ad revenue. If players wish to familiarize themselves with fantasy sports before putting up any money, we recommend this platform as a great starting point.

5.5.4: NFL STAT CHALLENGE (PEER-TO-PEER)

www.NFLStatChallenge.com

Still in development, this platform is being created to allow friends to compete against one another in contrast to competing with all members. Competitions on this platform are rake-less: you compete with your friends in a closed system with free access to our live data streams which include over 100 statistical categories. Since private bets are legal, ultimately our plan is to release a peer-to-peer Vegas-style wagering platform without the house involved. This site will be launched in demo mode only, and we will be pursuing expansion with the full version with our legal advisors and attorneys.

5.6: REGULATION COMPLIANCE

Our dollar-based platform has recently received full KYC (know your customer) certification as well as a legal opinion certifying the legality of the service in the USA, both of which are necessary steps in partnering with payment processors. The level of our certification is equal to those obtained by FanDuel™ and DraftKings™.

In compliance with state laws related to online fantasy sports wagering, we do not currently offer either of our pay-to-play platforms in the following U.S. states and territories as of September 2017: Alabama, Arizona, Arkansas, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Michigan, Mississippi, Missouri, Montana, Nevada,

New Hampshire, New York, North Dakota, Pennsylvania, Tennessee, Texas, Vermont, Virginia and Washington and Puerto Rico.

We have started the legal process of obtaining licences to operate in Arkansas, Massachusetts, Mississippi, Missouri, New York, Tennessee and Vermont.

As of September 2017, members from all other countries can access our pay-to-play platforms.

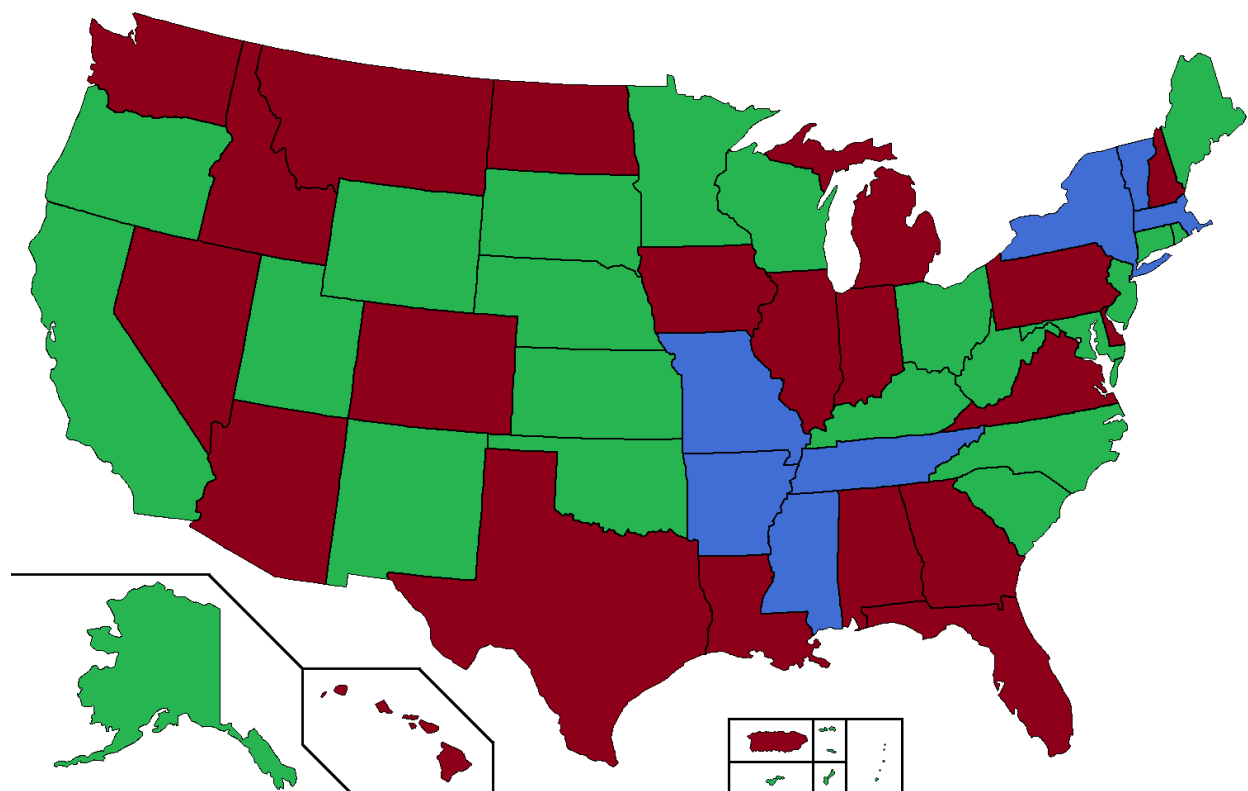


Figure 5.6.1: The legality of our platforms in the United States

green : legal

red : illegal

blue : processing

For the time being, users in restricted states and territories that wish to participate can play and win NLC2 through our freerolls on our free platform, NoCostFantasySports.com.

5.7: SPORTS OFFERED

Our platforms will offer competitions in four of the five most popular sports in the world.¹³ Football a.k.a soccer competitions are already running and we will implement NFL and Hockey in September 2017, Basketball (NBA) and Mixed Martial Arts (MMA) in October, Cricket in November and Baseball (MLB) in June 2018. Within each sport, we also plan to implement various leagues. For example, as of September 2017, our football tournaments allow users to choose players from the Premier League (England), Primera División (Spain), MLS (U.S.) and Liga MX (Mexico). We plan to implement all the leagues available via our data feed www.fantasydata.com/pricing/real-time-soccer-data-api.aspx with the exception of RFPL (Russia).

6: NO LIMIT COIN 2.0

No Limit Coin 2.0, abbreviated to NLC2, is a convenient and secure cryptocurrency that has been developed for use on our platforms. However, the use cases of NLC2 are not exclusive to the fantasy sports industry. Since the technical details of this coin render its transfer fast and inexpensive, even by cryptocurrency standards, we are looking into partnerships and developing code that would allow NLC2 to be utilized as a payment token.

NLC2 Coin Specs:

Algorithm: SHA256d/PoS

Block size: 2mb

Block time: 2 minutes

POS: 4% per annum

RPC Port: 6520

p2p port: 6521

testnet rpc: 16520

testnet p2p port: 16521

Wallet addresses will start with "N", to differentiate pubkey from other cryptocurrency networks (pubkey=53)

D adjusts every block.

Coin in circulation: 203,478,206 (as of September 2017)

Average yearly inflation: <2% (see [Section 6.2](#))

6.1: PREDECESSOR

Although the idea of a fantasy sports platform built upon blockchain technology was conceived in 2013, the implementation has been refined through years of work. The original No Limit Coin, abbreviated NLC, was created in 2015 as a fork of the Bitcoin blockchain. Like the currency Bitcoin, NLC was generated through a proof of work (PoW) algorithm, under which miners confirmed transactions by solving mathematical problems in return for NLC. These mathematical problems required extensive computational power to solve, however, and the value of NLC suffered as miners sold their coins to cover their time, electricity and hardware costs. As speed, security and low cost were the three main goals of a successful coin for use in Fantasy Sports, a novel approach was required to upgrade our blockchain and methodology.

6.2: THE NLC2 BLOCKCHAIN

The two aforementioned factors rendered NLC an unviable option to support our fantasy sports platforms. By 2016, the No Limit Coin 2.0 (NLC2) codebase was upgraded with a subset of the Peercoin blockchain. To confirm transactions, the NLC2 blockchain employs a proof of stake (PoS) algorithm in which new coins are distributed in a pseudo-random fashion to staking wallets.

Each wallet that stakes NLC2 is rewarded for its role in improving the strength, security and size of the network. All staking wallets receive a 4% increase of their balance yearly; new coins are distributed at regular intervals depending on the amount staked. Since not all coins will be staked, it is estimated that the supply of NLC2 will increase at an annual rate between 1.5% and 2.0% from the initial supply of 200 million coins in November 2016.

The NLC2 blockchain has safeguards implemented against possible manipulation by nefarious actors, with the PoS algorithm being one of them. The other system in place is the fact that the staking difficulty is retargeted after each block. Doing so prevents wallets with large amounts of NLC2 from unduly weighting the staking algorithm, creating a fair and profitable reward system for investors in No Limit Coin.

Designed to service the millions of potential fantasy sports players on our platforms, the NLC2 blockchain is one of the most efficient available. Transactions, which are propagated to the network almost instantly, are confirmed rapidly, averaging 120 seconds per block. A single confirmation is sufficient to solidify the integrity of a transaction. Lastly, the PoS algorithm renders the blockchain extremely energy-efficient compared to PoW algorithms.

NLC2 was designed as a currency for use in our fantasy sports platform, and as the coin becomes more widely adopted and used, it will be an investment grade coin. With its unique architecture, NLC2 can serve many other areas of the economy including traditional merchants and online merchants of any kind.

6.3: HOW TO OBTAIN NLC2

As of September 2017, NLC2 is traded with Bitcoin on a number of cryptocurrency exchanges such as [Yobit](#), [Cryptopia](#), [CoinExchange](#), [NovaExchange](#) and [C-Cex](#). On major gateway exchanges such as Gemini, Kraken and Coinbase, fiat currency (USD) can be used via a bank account or credit card to buy Bitcoin, which can be exchanged for NLC2 on one of the aforementioned exchanges.

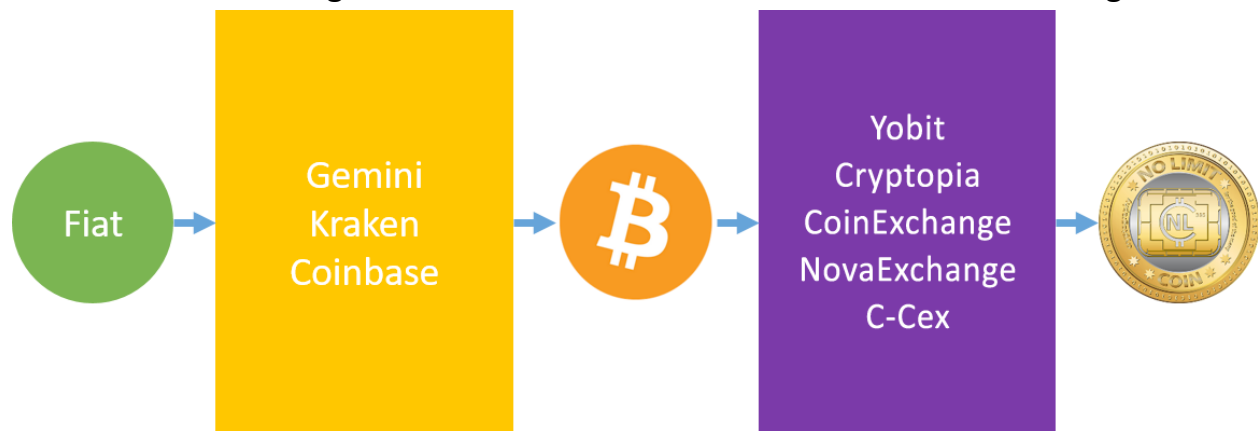


Figure 6.3.1: The path from fiat currency to No Limit Coin 2.0

Moreover, we are partnering with CoinPayments to allow our members to purchase NLC2 with Bitcoin directly on our main platform. In order to encourage participation in competitions, NLC2 is gifted to new members upon registration at www.CryptoFantasySports.com or www.NoCostFantasySports.com; additionally, each competition held on www.NoCostFantasySports.com is a chance to win free NLC2.

7: BUSINESS MODEL



No Limit Fantasy Sports is financially backed by the T. Fortes Investment Financial Group. This group owns and operates 17 hotels, the largest being Hotel Mandarin Cárton. In accordance to an agreement reached between our C.E.O. Rafael Groswirt and the Group, T. Fortes supplies the capital necessary to cover our total operating costs. By providing us with additional capital to

stimulate research and development, the deal also allows the development team to re-invest all profits generated by our platforms. The Group is confident in the leadership of Rafael Groswirt and the abilities of the entire staff, and has announced that the team will retain control of the entire management process.

The business model was designed around a 10% gross profit which backs out to a 3% net profit. We expect to reach about \$1M per week in contest entries, giving us about \$30,000 per week in gross profit or about \$130,000 a month.

This is more than adequate for a cost of operation well below \$40,000 per month during this level of participation. That cost is significantly lower during initial phases of growth. Our company and community is extremely fortunate to have an investor that is fully funding our operation, preventing the need to sell a single coin. We still hold 100% of the BTC raised in the recent private sale in June through Dan Hensley. The Investor has indicated we should keep all proceeds as part of the general fund and keep investing. The directive was, “We will invest on the dollar side as long as our friends do the same on the coin side”. They have committed to supplying equity in addition to the original investment, thus guaranteeing we will never liquidate coin for important financing.

The 40M reserve wallet coin has one purpose and that is to be held for multiple years as the treasury, only to be used for acquisition purposes of other digital (or any other) assets related to our existing suite. By holding this block of valuable coin it affords the company the ability to acquire assets to improve its

competitive and innovative position and drive coin awareness. We will expand the gaming side in many areas but also explore telecom and other industry verticals, where an efficient coin can thrive as the method of payment.

As a company we recognize that our value will be realized long term by NLC2 coin that will be both a transactional unit to engage in our games as well as an investment vehicle of significant and rising worth. We are willing to invest for the coming months and even years into the project, protecting the key element of such a model, where the larger holders commit to a long term hold strategy until the coin has fully matured over multi-years.

7.1: MARKETING

We will actively market our platforms across a variety of channels to increase public exposure to our services, which should logically correspond to mass adoption of our platforms and the growth of the value of NLC2. Our marketing strategy includes a strong presence on traditional social media sites, such as Facebook, Twitter and YouTube as well as emerging blockchain ones, such as Steemit and ong.social. We will target cryptocurrency enthusiasts by advertising on sites such as BitcoinTalk and CoinMarketCap. To create brand awareness and grow our community, we are also considering partnerships with other online gaming services.

Our members also play a significant role in raising awareness through word of mouth, and they are rewarded with a share of future profits through our affiliate program. Additionally, we plan to partner with sports bars and sponsor tailgates across the globe to raise awareness within the sports community. We have a budget for TV advertising and will be creating awareness of our platforms in the United States during the NFL and NBA seasons.

Lastly, a major aspect of our marketing campaign includes endorsements from high profile individuals—two celebrities with whom we are currently negotiating with are Joe Theismann and Johnny Chan.

7.2: REGISTRATION AND FINANCIAL PROJECTIONS

2017-2019

	Scenario 1				
	REGISTRATION PROJECTIONS				
			2017	2018	2019
	NFL		50,000	500,000	750,000
	Soccer		20,000	100,000	200,000
	Hockey		5,000	20,000	30,000
	Basketball		10,000	50,000	75,000
	MMA		5,000	20,000	30,000
	Baseball			50,000	75,000
	Cricket			100,000	150,000
Total players at the end of the year			92,017	842,018	1,312,019
Gross fees per player per year	\$ 3.60	YEAR TOTAL	\$ 331,261.20	\$ 3,031,265	\$ 4,723,268
Net profit per player per year	\$ 1.92	YEAR TOTAL	\$ 176,672.64	\$ 1,616,675	\$ 2,519,076
	Scenario 2				
	REGISTRATION PROJECTIONS				
			2017	2018	2019
	NFL		50000	600000	900000
	Soccer		20000	300000	450000
	Hockey		5000	30000	45000
	Basketball		10000	75000	112500
	MMA		5000	50000	75000
	Baseball			50000	75000
	Cricket			200000	300000
Total players at the end of the year			92,017	1,307,018	1,959,519
Gross fees per player per year	\$ 9.00	YEAR TOTAL	\$ 828,153.00	\$11,763,162.00	\$ 17,635,671.00
Net profit per player per year	\$ 6.00	YEAR TOTAL	\$ 552,102.00	\$ 7,842,108.00	\$ 11,757,114.00
	Scenario 3				
	REGISTRATION PROJECTIONS				
			2017	2018	2019
	NFL		50,000	750,000	1,312,500
	Soccer		20,000	400,000	700,000
	Hockey		5,000	20,000	35,000
	Basketball		10,000	100,000	175,000
	MMA		5,000	75,000	131,250
	Baseball			50,000	87,500
	Cricket			200,000	350,000
Total players at the end of the year			92,017	1,597,018	2,793,269
Gross fees per player per year	\$ 18.00	YEAR TOTAL	\$ 1,656,306.00	\$28,746,324.00	\$ 50,278,842.00
Net profit per player per year	\$ 12.00	YEAR TOTAL	\$ 1,104,204.00	\$19,164,216.00	\$ 33,519,228.00

2020-2022

	Scenario 1				
	REGISTRATION PROJECTIONS				
			2020	2021	2022
	NFL		1,125,000	1,406,250	1,757,813
	Soccer		300,000	375,000	468,750
	Hockey		45,000	56,250	70,313
	Basketball		112,500	140,625	175,781
	MMA		45,000	56,250	70,313
	Baseball		112,500	140,625	175,781
	Cricket		225,000	300,000	500,000
Total players at the end of the year			1,967,020	2,477,021	3,220,772
Gross fees per player per year	\$ 3.60	YEAR TOTAL	\$ 7,081,272	\$ 8,917,276	\$ 11,594,779
Net profit per player per year	\$ 1.92	YEAR TOTAL	\$ 3,776,678	\$ 4,755,880	\$ 6,183,882
	Scenario 2				
	REGISTRATION PROJECTIONS				
			2020	2021	2022
	NFL		1350000	2025000	2733750
	Soccer		675000	1012500	1366875
	Hockey		67500	101250	136687.5
	Basketball		168750	253125	341718.75
	MMA		112500	168750	227812.5
	Baseball		112500	168750	227812.5
	Cricket		450000	675000	911250
Total players at the end of the year			2,938,270	4,406,396	5,947,928
Gross fees per player per year	\$ 9.00	YEAR TOTAL	\$ 26,444,430.00	\$ 39,657,564.00	\$ 53,531,354.25
Net profit per player per year	\$ 6.00	YEAR TOTAL	\$ 17,629,620.00	\$ 26,438,376.00	\$ 35,687,569.50
	Scenario 3				
	REGISTRATION PROJECTIONS				
			2020	2021	2022
	NFL		2,296,875	3,445,313	4,651,172
	Soccer		1,225,000	1,837,500	2,480,625
	Hockey		61,250	91,875	124,031
	Basketball		306,250	459,375	620,156
	MMA		229,688	344,531	465,117
	Baseball		153,125	229,688	310,078
	Cricket		612,500	918,750	1,240,313
Total players at the end of the year			4,886,708	7,329,052	9,893,514
Gross fees per player per year	\$ 18.00	YEAR TOTAL	\$ 87,960,735.00	\$ 131,922,940.50	\$ 178,083,255.38
Net profit per player per year	\$ 12.00	YEAR TOTAL	\$ 58,640,490.00	\$ 87,948,627.00	\$ 118,722,170.25

8: CONCLUSION

The online fantasy sports industry is growing like never before, with the number of players doubling every seven years. There are 59.3 million players in the US and Canada this year. According to FSTA, the industry's estimated value will be \$14.4 billion by 2020. Online fantasy sports platforms make most of their revenue from the high entry fees (20% - 50% of deposits), high rake fees (10%), and withdrawal fees. They also reduce players' chances of winning as they compete against computers that are programmed to perform the betting tasks more efficiently than humans do.

In addition, online fantasy sports platforms have strict regulations that are time consuming and cumbersome for the average player to deal with. Members are required to follow complicated verification processes and wait 5 – 10 days to receive payments, which often can take longer. The verification processes prevent users who are not residents at the country of operations (e.g. USA) to register and play, which limits player access to the platform.

The No Limit Fantasy Sports platform uses cryptocurrency NLC2 to overcome those issues. Global players are able to register and play, and the play is fair because players compete against each other and not against programmed computers, affording them a better chance of winning. Moreover, the fees are lower than other online fantasy sports platforms, saving a player up to 75% of their winnings. Finally, players can fund their accounts instantly using NLC2 without waiting for days for deposits to be credited, and avoid the necessity for complicated and time consuming verification processes.

NLC2 is a cryptocurrency whose value increases over time due to supply and demand of the marketplace and a thriving industry ready for a tech upgrade to the blockchain. This offers No Fantasy Sports platform players and investors a massive earning and profit potential, as their holdings of NLC2 grow with our market penetration, user base and integration with third party platforms across all facets of the gaming industry.

9: OUR CORE TEAM

RAFAEL GROSWIRT CEO



A telecom veteran for over 20 years, Rafael Groswirt (@nlc2dev) founded Alliance Payphone Inc in 2000 and developed software to monitor and repair over 250,000 payphones nationwide in addition to long distance services.

His love for technology and sports led him to develop and patent one of the first automated poker tables featuring Johnny Chan as one of the partners : US PATENT # US2008/0026826A1. In Nov 27 2007 Lightning Gaming™, Inc. acquired Poker Automation, LLC.

In Nov 2014 No Limit Fantasy Sports, LLC was formed and began to introduce a set of new tools and games related to Fantasy Sports. Two years later, during the development of the No Limit Fantasy platform, the ideal pairing was created with the cryptocurrency, No Limit Coin. NLC2 was designed to power fantasy sports platforms like ours and others.

He projected that the start of 2017 season would bring world attention to NLC2 and significant growth in value. It is currently a top 100 coin with a market cap of over \$50M.

<https://www.linkedin.com/in/rafaelgroswirt/>

OSCAR PERALTA
CO-FOUNDER OF NO LIMIT FANTASY SPORTS AND NO LIMIT COIN



Mr. Peralta (@oaperalta27) is a 20 year technology veteran who has raised over \$7M which he invested in gaming platforms and telecommunications companies. He has worked with Rafael Groswirt for over 10 years and shared a successful exit with investment made to Poker Automation LLC. Mr. Peralta arranged the capital needed to grow No Limit Fantasy Sports and NLC2 coin project through his Mexico partnership.

<https://www.linkedin.com/in/oscar-peralta-937b904a/>

DAN HENSLEY
BUSINESS DEVELOPMENT



Dan Hensley (@dan) is an ex professional poker player, business developer & experienced entrepreneur that has built a following of cryptocurrency investors.

NIKOLA RANDELOVIC
HUMAN RESOURCES



Nikola Randelovic (@x-p), an expert chess player before he took on management, currently specializes in organization and effective communication.

ANTHONY YENCKEN
COMMUNITY MANAGER



Anthony Yencken (@burgerhodl) has over 7 years of experience working in Account Management and Online Marketing in the Tech industry. He specialises in helping businesses grow and providing excellent customer service.

ANTONIO GARCIA
LATIN AMERICA BUSINESS DEVELOPMENT



SEBASTIAN CRUZ VARGAS
LEGAL ADVISOR



JAMES STROUD
INVESTOR / BREAKOUT COIN DIRECTOR / BLOCKCHAIN CONSULTANT



(@james)

JAQUE FUX
BUSINESS CONSULTANT / CONTEST DIRECTOR



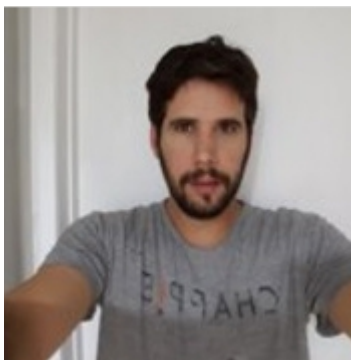
(@nlc2savage1)

DOTAN YAISH
CHINA BUSINESS DEVELOPMENT



(@dotan-nlc2)

YONI TABAC
BUSINESS ADVISOR



(@pricebreaker)

9.1: CONTACTS

- No Limit Coin Website: www.NoLimitCoin.org
- No Limit Coin Platform: www.CryptoFantasySports.com
- Free Platform: www.NoCostFantasySports.com
- USD Platform: www.NoLimitFantasySports.com
- NLC2 Explorer: www.nolimitcoin.info
- Slack: slackin-gmzcpigeld.now.sh
- Twitter: www.twitter.com/NoLimitCoin
- Twitter: www.twitter.com/NLFSgamer
- Twitter: www.twitter.com/NLC2news
- Email: support@NoLimitCoin.org
- Reddit: www.reddit.com/r/NoLimitCoin
- Facebook: www.facebook.com/NoLimitCoin
- YouTube: <https://www.youtube.com/channel/UCIMi9txTFJJfSQ9pzBcQQA>
- Steemit: www.steemit.com/@NLC2
- Ong.social: www.ong.social/NLC2
- BitcoinTalk: www.bitcointalk.org/index.php?topic=1606674.0
- Github: <https://github.com/NoLimitCoin/NoLimitCoin>

10: SOURCES

1. fsta.org/research/industry-demographics
2. fsta.org/fantasy-sports-participation-grows-dramatically-hits-new-milestone-reaching-nearly-57-million-in-u-s-and-canada
3. fsta.org/press-release-fantasy-sports-now-a-7-billion-industry
4. www.legalsportsreport.com/1966/european-daily-fantasy-sports-growth
5. www.isaacfaber.com/thoughts/2016/1/8/the-enormous-growth-of-fantasy-sports-thanks-to-daily-markets
6. www.rotogrinders.com/articles/bang-for-your-buck-a-look-at-dfs-industry-rake-153302
7. FanDuel.custhelp.com/app/answers/detail/a_id/41
8. www.DraftKings.com/help/faq
9. www.nytimes.com/2016/01/06/magazine/how-the-daily-fantasy-sports-industry-turns-fans-into-suckers.html
10. www.bloomberg.com/news/articles/2015-09-10/you-aren-t-good-enough-to-win-money-playing-daily-fantasy-football
11. www.nytimes.com/2015/11/18/sports/football/DraftKings-FanDuel-new-york-attorney-general-injunction.html
12. www.sportsbusinessdaily.com/Journal/Issues/2015/07/27/Opinion/From-the-Field-of-Fantasy-Sports.aspx
13. www.mostpopularsports.net/in-the-world

Notices & Attributions

This document makes use of material from the following Wikipedia articles:

[Fantasy football \(American\)](#)

[Unlawful Internet Gambling Enforcement Act of 2006](#)

[This material is released under the Creative Commons Attribution-Share-Alike License 3.0](#)

This presentation contains certain financial projections. These financial projections relate to future performance and reflect our views as at the date of this presentation and are subject to known and unknown risks, uncertainties and assumptions that may cause future results, performance or achievements to differ materially from those expected.

The financial projections were prepared by management to assist with planning and operational decision making. The financial projections have been included in this presentation as a tool to make an informed decision regarding the subject matter of this presentation and readers are cautioned that the financial projections may not be appropriate for other purposes. We have approved of these financial projections as of the date of this presentation. We encourage all readers to undertake their own research.

Investment in NCL2 does not constitute ownership of shares in No Limit Fantasy Sports LLC. NLC2 is not a securities investment, rather a token used to access and participate in fantasy sports games owned and operated by No Limit Fantasy Sports LLC.

No Limit Fantasy Sports

1407 Foothill Blvd #305

[La Verne, CA 91750](#)

Our license of operation is available for viewing here: ibb.co/gKKfuF

September 5th, 2017