



BLOCKPERKS

The NFT Marketplace
powered by social currency.

BLOCKPERKS EXECUTIVE SUMMARY

The NFT marketplace powered by social currency.

NFT Trading volumes have surged over \$2.5bn in the first half of 2021, with the top NFT marketplace seeing volumes explode 76,240% year to date, processing 1.18 million transactions worth \$1.06 billion between 13th July and 13th August 2021.

Blockperks is the social NFT trading app whose mission is to disrupt social media 3.0.

The London based asset trading platform provides a global bridge between fiat and non-fungible tokens, which enables the minting and tokenization of digital assets on the blockchain with a state-of-the-art NFT marketplace. This new digital highway for NFT transactions and portfolio management with smart contracts applied and institution level functionality, allows participants to create, buy, sell, swap and manage NFT's unlocking the potential of this multi-billion dollar market.

Marketplace and wallet

The Blockperks NFT marketplace has the capacity of Nasdaq with a super-fast blockchain processing speed launching on Binance Smart Chain. With three-second block time, proof of stake, low gas fees and multi-blockchain enablement the Blockperks NFT trading app has multi-token standard capabilities including ERC 721, ERC-1155, TRC721, dGoods, Neo and more.

Our technology is ready to deploy and includes state-of-the-art security, proprietary wallet as well as leading wallet integrations supporting multiple cryptocurrencies plus credit cards and bank transfers.

The Blockperks NFT trading platform will serve as a regulated 24/7 marketplace for NFT digital assets, opening a wealth of new possibilities plus distribution channels for brands, creators and influencers, without the need for middlemen, third party applications or previous experience in cryptocurrency.

Social Currency

Blockperks aims to be the No.1 social trading app. It is the first NFT trading app to successfully combine NFT trading and social currency.

Social currency within Blockperks means a branded token that can be associated to an individual, entity or community. This creates opportunities for users to earn tokens for completing actions, participating in communities or supporting a favourite creator.

Each user of the Blockperks platform will have the opportunity to mint their own social currency, (also known as “creator coins”). This enables creators to get funded by their fans or followers, it also helps the platform and its’ creators to reward actions and build stronger communities.

The platform native currency [BLPK] is used to purchase social currency. As social currency is purchased an amount of [BLPK] is “locked” within the social token. This enables

social currency holders to convert their social currency tokens back to [BLPK]. As the amount of [BLPK] locked within a social currency increase, so too does the value of such social currency, thus creating its' own NFT trading economy.

A pool of [BLPK] tokens is held by Blockperks in order to reward the platform community. The concept has viral potential and since ultimately social currency, including [BLPK] may be converted into fiat or other crypto currencies (via an exchange) social currency has real tangible value.

Go-to-market strategy.

Stage one launches the Blockperks NFT marketplace and wallet, where users can create, buy, sell and swap NFT's. Stage two introduces creator coins and social media features that will position Blockperks as the major disruptor of social media 3.0.

There are over 50 million creators. The top 200,000 creators of the leading creator platform earned over \$1bn in 2021 and in July 2021 there were 470,000 downloads.

Our aim is to address this market first.

The aim to build a global community through events, public relations activities and direct response marketing, media buys and user acquisition.

Global payments infrastructure

Blockperks makes NFT trading easily accessible by enabling credit card and bank transfers, as well as multiple currency NFT trading.

The technology used to process transactions is tried and tested, collecting over \$650M across more than 45 ICO's and includes a secure multi-currency wallet and feature rich trading platform;

- Fractional ownership of NFT's and Royalties
- Tokenisation of real world assets
- Profile verification, KYC and AML
- Encrypted transitions with enhanced transaction speed
- Easy user-onboarding with social integrations
- Chat, share, like and subscribe features
- Creator coins as social currency
- Fiat, credit card and bank transfers, global gateways
- Leading wallet integrations and multi-token standards
- Feature rich NFT portfolio management
- Peer to peer de-fi potential

Token sale and equity

The Blockperks native crypto currency [BLPK] enable users to benefit from reduced trading fees and purchase social tokens, traded within the ecosystem.

[BLPK] also serves to reward the Blockperks community, unlock features and pay for subscriptions.

[BLPK] BEP-20 utility token, intention to extend to ERC-20

Total supply: 438,000,000

Release date for private sale: September 2021

Blockperks aims to raise \$11M during its' private token sale during Q3 and Q4 2021.

Up to 69,000,000 will be made available for early backers and up to 7,000,000 tokens will be made available for IDO.

Vesting periods apply.

Blockperks anticipates listing on a number of reputable exchanges, however expects scarcity of the token due to the token utility and tokens being purchased directly via the Blockperks platform.

Equity and hybrid options are available for early backers, with planned registration of UK plc to be listed on the London Stock Exchange.

The Blockperks treasury and foundation holds up to 40,000,000 tokens, this enables future investment to strategic acquisitions and further development of the ecosystem. The self-administered foundation enables institutional backers to capitalise on fast appreciating NFT assets without direct ownership of the underlying asset.

Leadership Team

The Blockperks venture is powered by Accubits, one of the leading technology companies in the world, with revenues of \$50M and clients including NASA and JP Morgan bank.

Our team combines experts in different market segments such as influencers, celebrities, brands, music labels and extended reality. This is together with strong experience in customer acquisition, the creator economy, blockchain and NFT application development and finance.

Rahul A R, Technical Lead

Highly experienced development lead. Python, C#, C++, Java, Javascript, PHP, Go : MySQL, MongoDB, Redis, CouchDB, Ethereum, Bitcoin, Hyperledger Fabric, Docker, HD wallet, Loopback, Node.JS, Git, AWS, Azure, RESTful Web services, IPFS, Oraclize, Truffle, Mocha, Geth, Solidity, Jenkins, Quorum, R3 Corda, Redis, RabbitMQ, ELK stack , GlusterFS, Windows, Linux, Mac OS X.

Gary Collins, Spokesperson and Co-Founder

Media industry veteran, 25 years experience, Co-founder SuperSponicEX (Bitshares DEX), Advisor at Impact Partners LLC and Transform Group, experience managing customer acquisition budgets £25M+, Brands, Carphone Warehouse PLC, Tele2, EON, Ladbrokes, BetFred, 888, Coral, Texaco, TransUnion, Pipex, NativeAds Inc, Gumtree, Centrica, Plarium and Telegraph Media Group.

Matthew Espinoza, Co-Founder

Entrepreneur within the creator economy, podcaster, YouTuber, content creator, speaker, course creator and founder of Bitperks.net, the first live rewards platform on the Bitclout blockchain. Semi-finalist of LORAN scholarship with prize of \$100k and co-founder of the inner-circle community

100+ creators and entrepreneurs in Canada.

Justin Drummond, Finance Lead

10+ successful IPO's, 20 yrs experience, Founder
MediacorpPLC listed on the London stock exchange, Chairman at Coms Plc best performing AIM of the year, market CAP £65M, Clear Leisure PLC, Ascend Capital PLC, Novum Securities and ISTX PLC Security Token Exchange

Andrew Zapotocznyi, Advisor

Blockchain entrepreneur with a ten-year career. CEO at Blockgeeks, Head of Marketing at Panther Protocol, diverse industry experience, projects for tech startups and brands KFC, Budweiser, Unilever, TD Bank.

Adryenn Ashley, NFT Advisor

#1 Woman in blockchain, social influencer and NFT expert with global reach of over 100M, Founder Wow is Me, Blockchain Speaker, with multiple media appearances, NBC, FOX, CNBC, Wall Street Journal

Natalie Lefevre, Influencer Marketing Advisor

VP Eagle Eye View Social Media, “Island Natalie” has over 1M followers on her Instagram travel page, and has managed social media for celebrities including Naomi Campbell, Natalie has been featured in Forbes and MSNBC.

Adrian Williams, Commercial Advisor

Over 20 years in Social Impact, Co-Founder, Philippine Generations and Repped, 16 years in digital advertising and ad tech, past 12 years in high-growth start-ups including Criteo, Teads, Ogury and data partnerships at Captify.

Adam Chapin, Advisor

CEO at DeFI for you, the world's first NFT platform for peer to peer lending against NFT. Co Founder of Concierge.io which was rebranded to Travala.com market cap \$155M, Entrepreneur with travel, concierge, and blockchain

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