



# Problem



No current platform for athletes to diversify exposure away from their own careers through sale of stake



No current outlet for retail community to invest in professional athletes' careers

# Proposal



Build a primary market platform for athletes to sell stake in their contract earnings and event-specific winnings to investors



Shareholders receive dividends commensurate with the athlete's earnings/winnings and trade those shares on a secondary exchange

# Value Proposition

## Athlete

- Prudently diversify risk away from one's expected career earnings which usually account for 99%+ of net worth at onset
- Create a community of invested brand ambassadors levered to the success of one's professional career, fostering growth of following and endorsements
- Gain access to a platform for financial advisory, performance training, personalized merchandise, brand marketing, etc.

# Value Proposition

## Investor

- Invest in the future earnings of your favorite athletes across a variety of sports
- Join an exclusive group of fellow investors who have a monetary stake in an athlete's performance
- Earn dividend interest proportional to your stake in the athlete each time they receive a salary payment or prize payout



# Execution

## Primary Market

- Facilitate road show to gauge investor interest
- Work with athletes, agents, and investor pool to arrive at a mutually acceptable valuation



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## Primary Market

- Facilitate road show to gauge investor interest
- Work with athletes, agents, and investor pool to arrive at a mutually acceptable valuation
- Issue tokenized shares to investors and deliver proceeds to athlete



# Execution Secondary Market



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## Secondary Market

- Tokens allocated to investors become tradeable on decentralized secondary exchange
- Price fluctuates with supply and demand on exchange.
- Dividends paid out immediately to investors as received by athlete



# Execution

## Secondary Market



# Business Model

- Collect underwriting spread on primary market transactions
- Collect transaction fees during trading on secondary exchange
- Monetize advertising and partnership opportunities

# Market

**\$385M**

2019 PGA Tour prize money

**\$3.7Bn**

2020 Agg. NBA Contract Value

**\$160M**

2020 ATP Tour Prize Money

**\$9Bn**

2020 Agg. NFL Contract Value

**\$4Bn**

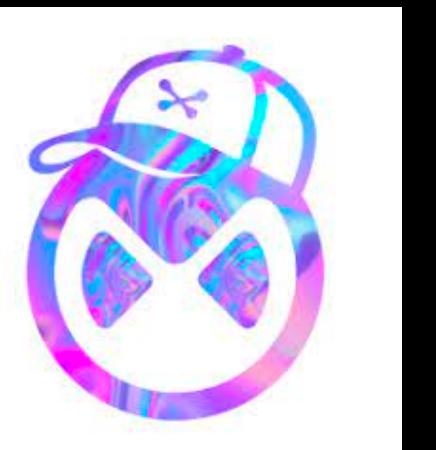
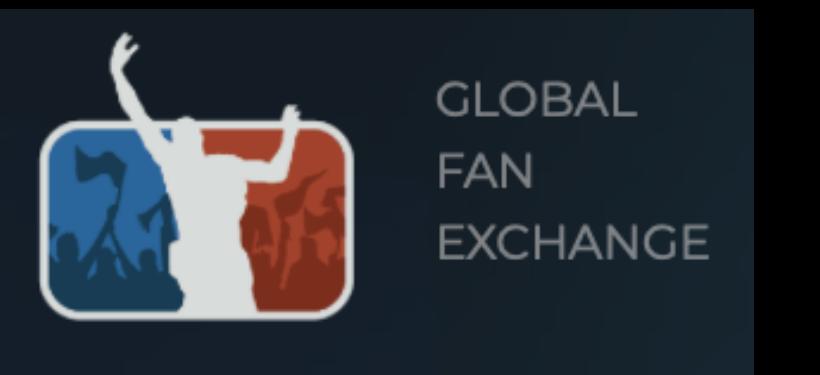
2020 Agg. MLB Contract Value

**\$2.6Bn**

2020 Agg. NHL Contract Value

# Competition

- Athlete development company that invests in young athletes in need of capital and provides public with the opportunity to invest in their portfolio
- Fantasy sports gambling venue hosting a marketplace where users can purchase shares whose value fluctuates according to traditional game-by-game fantasy player metrics
- Own a stake in the success of celebrity & athlete ventures
- New crypto project for athlete NFTs with associated perks (i.e. can be redeemed to meet athletes, gain special access, etc.)





NEXUS