



Manage Fantasy Sports Risk

Jay Berg – Founder

A financial market for trading, speculating, and hedging fantasy sports.

Individual Player Futures Contract Trading

- Price derived from Fantasy Points
- Single Game & Full Season expiration

Built with Blockchain & launched
live for 2016 NFL Season

Shorting & Leverage for Complex Hedging and Trading Strategies

CME of Fantasy



Use Cases



Problem

Protoblock

\$250k league win depends on Tom Brady week 16

Tom Brady Injury Risk

Short Tom Brady Week 16 Contract

Lock in profits, reduce variance

Expert predicts Adrian Peterson bust in 2017

How to profit from overvalued player

Short Adrian Peterson 2017 Contract

Monetize skill of predicting busts

Stud QB limping minutes to kickoff

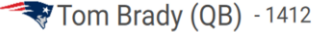
Start or Sit decision, no time for research

Check Protoblock Ticker for latest price

Efficient market price reflects latest news

Trade Example

2016 Week 16 Contract



Market Depth

| Bid Size | Bid Price | Ask Price | Ask Size |
|----------|-----------|-----------|----------|
| 10 | 21 | 23 | 1 |
| 10 | 20 | 24 | 5 |
| 20 | 19 | 25 | 10 |
| 54 | 18 | 40 | 100 |
| 100 | 1 | | |

NFL Season 2016 - Week 16 Live

Last: 23 Pos: Bid: 21 Hi: 23 Vol: 2 Ask: 23 Lo: 22 Chng: +1 Avg Price: Open PnL: 0 FB JayBNY Net Bal: Open PnL:

Confirm Trade - Week 16 Contract

Protoblock Player: JayBNY

Sell 10 contract(s) at price 21 of Tom Brady (QB) Symbol(1412)

Cancel Sell Now

Buy Price: 1 expected fantasy points

Buy Qty: 1 number of contracts

Buy

Sell Price: 21 expected fantasy points

Sell Qty: 10 number of contracts

Sell

 Prototicker @Prototicker

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Tom Brady (NE, QB) trading at 21

[protoblock.com/ticks.html?pla...](#)

Week 16 Thursday 1:24:16 pm

@protoblock #fantasyfootball #NEv

2016 Week 16 Contract



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|----------|-----------|-----------|----------|
| 10 | 20 | 23 | 1 |
| 20 | 19 | 24 | 5 |
| 54 | 18 | 25 | 10 |
| 100 | 1 | 40 | 100 |

TRADING NFL NEWS ACCOUNT PROTOBLOCK

NFL Season 2016 - Week 16 Live

act QB) - 1412 Last: 21 Pos: Short(1) Bid: 20 Hi: 23 Vol: 12 Ask: 23 Lo: 21 Chng: -1 Avg Price: 23.00 Open PnL: 0 FB skiptomalou Net Bal: 16,034 FB Settled Bal: 16,034 FB Open PnL: 0 FB Leaderboard: 16,034 FB Skill

et Depth

| Ask Price | Ask Size | My Pos | My PnL | My Avg | Player Name | Pos | Team | Last | Change | Block | Bid Qty | Bid | Ask | Ask Qty | Last Qty | High | Low | Volume | Symbol |
|-----------|----------|--------|--------|--------|-------------|-----|------|------|--------|-------|---------|-----|-----|---------|----------|------|-----|--------|--------|
| 23 | 1 | -1 | | 23.00 | Tom Brady | QB | NE | 21 | -1 | 8413 | 10 | 20 | 23 | 1 | 10 | 23 | 21 | 12 | 1412 |



Financialization of Fantasy Sports

- Electronic Market Makers can now profit from fantasy sports, by providing market liquidity



Fantasy sports as a profession now possible

- Experts can hedge risk and monetize skill creating stable positive returns



Fantasy Ticker for 57M amateur fantasy players

- Real-time expected fantasy player results obtained from efficient market prices

Opportunity



\$27B Existing Market

- Larger than US Pro sports

\$27B new untapped hedging market

\$54B Protoblock Opportunity

- \$4B initial target

57M Fantasy Players

- \$556 average annual spend
- 500k high rollers – initial target



Proof of Concepts



Proof of Concept: www.coindesk.com/intel-testing-blockchain-built-fantasy-sports-game/



Proof of Opportunity



Proof of Regulated Blockchain Markets

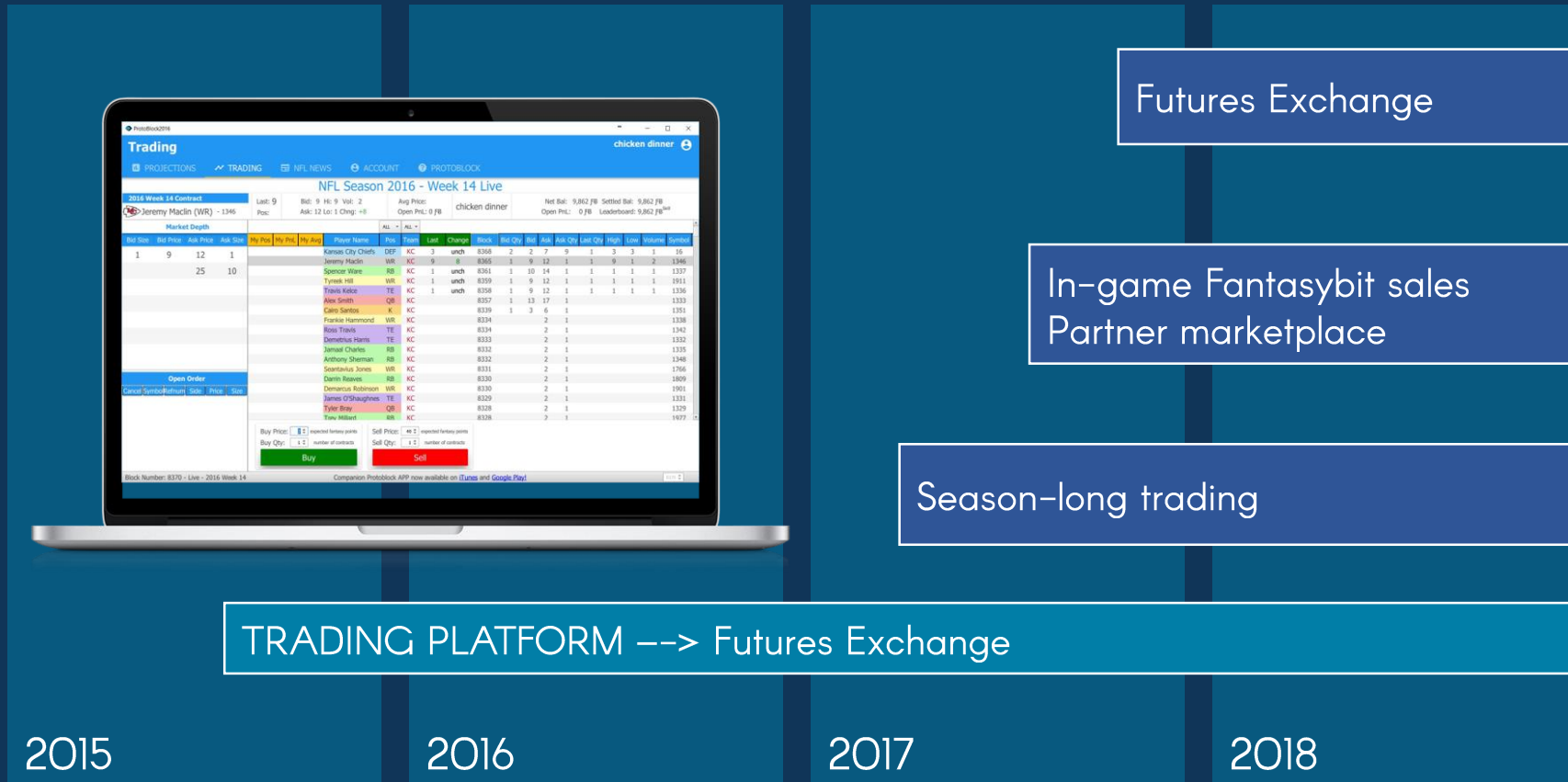
Competition

| |  |  |  |
|--------------------|---|--|--|
| Capacity |  YEARLY |  WEEKLY |  CONTINUOUS |
| Skill factor |  60% |  40% |  90% |
| Market size |  9 BILLION |  18 BILLION |  54 BILLION |
| Months of activity |  8 MONTHS |  4 MONTHS - NFL |  12 MONTHS |
| Monetize busts |  NO |  NO |  YES |

Status & Next Milestones



- Protoblock Exchange live launch with weekly contracts for 2016 NFL
- Season contracts & in-game sales for 2017 Season



Jay Berg
Founder / CEO

*Bloomberg, Trading
Technologies, Fortress
Investments, SAP Capital,
Factom*

Dana Nicholson
Co-Founder / Designer

HTC, IDEO, Sony, Motorola

Daniel Marks
Growth Hacker

Startup Junky

Malou Floro
Business Development Advisor

Sales and Marketing, Biotech

Board of Advisors

Jamie Pardi
CEO FanCompass

David Fisher
CEO Privātim

Alex Kaganovsky
Founder FFPC

Micah Glick
Compliance Advisor

*Fantex, Hedge
Funds/Securities*

Revenue Model

- Transaction fees per trade

High margins

- Low infrastructure cost – distributed blockchain platform

Financial Projections

| | 2017 | 2018 | 2019 | 2020 | 2021 |
|-----------------|-------|--------|---------|----------|----------|
| # Traders | 5,000 | 10,000 | 50,000 | 200,000 | 500,000 |
| Revenue (1000s) | \$400 | \$800 | \$4,000 | \$16,000 | \$40,000 |

Previous \$550k seed

Seeking \$3mm

- Expand Team
- Refine Technology
- File for regulatory approvals



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