



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



\$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

Problem

Protoblock

Trade Example

2016 Week 16 Contract

 Tom Brady (QB) - 1412

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

 Tom Brady (QB) - 1412

Market Depth

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10	20	23	1
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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

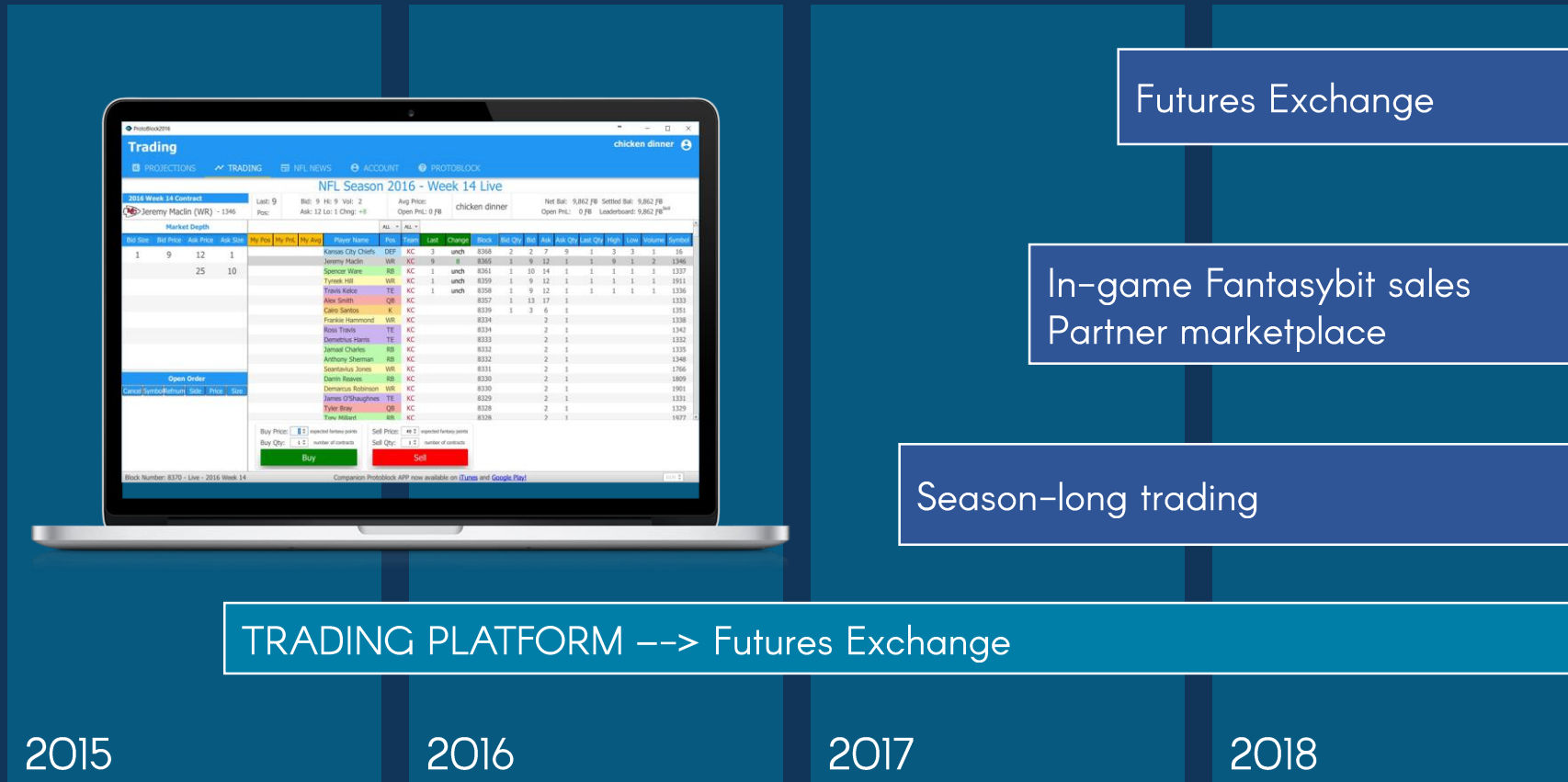
Competition

			
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

	2018	2019	2020	2021	2022
# Traders	5,000	10,000	50,000	200,000	500,000
Revenue (1000s)	\$400	\$800	\$4,000	\$16,000	\$40,000



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