



Manage Fantasy Sports Risk

Jay Berg – Founder

Protoblock is a blockchain startup for the professional fantasy sports player.

Problem: Fantasy Sports as a profession not possible

	# Pro Players	Market
eSports	10,000	\$20B
Poker	3,000	\$10B
Fantasy Sports	< 10	\$50B

Our goal is to enable fantasy players to better monetize their skill and manage risk.

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





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

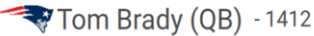
Start or Sit decision,
no time for research

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: Ask23 Lo22 Chng: +1

Avg Price: JayBNY
Open PnL: 0 FB

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

Sell Price: 21 expected fantasy points
Sell Qty: 10 number of contracts

Buy

Sell



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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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Market Depth

Bid Size	Bid Price	Ask Price	Ask Size
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

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

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Market 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

\$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 Concept: www.coindesk.com/intel-testing-blockchain-built-fantasy-sports-game/



Proof of Opportunity



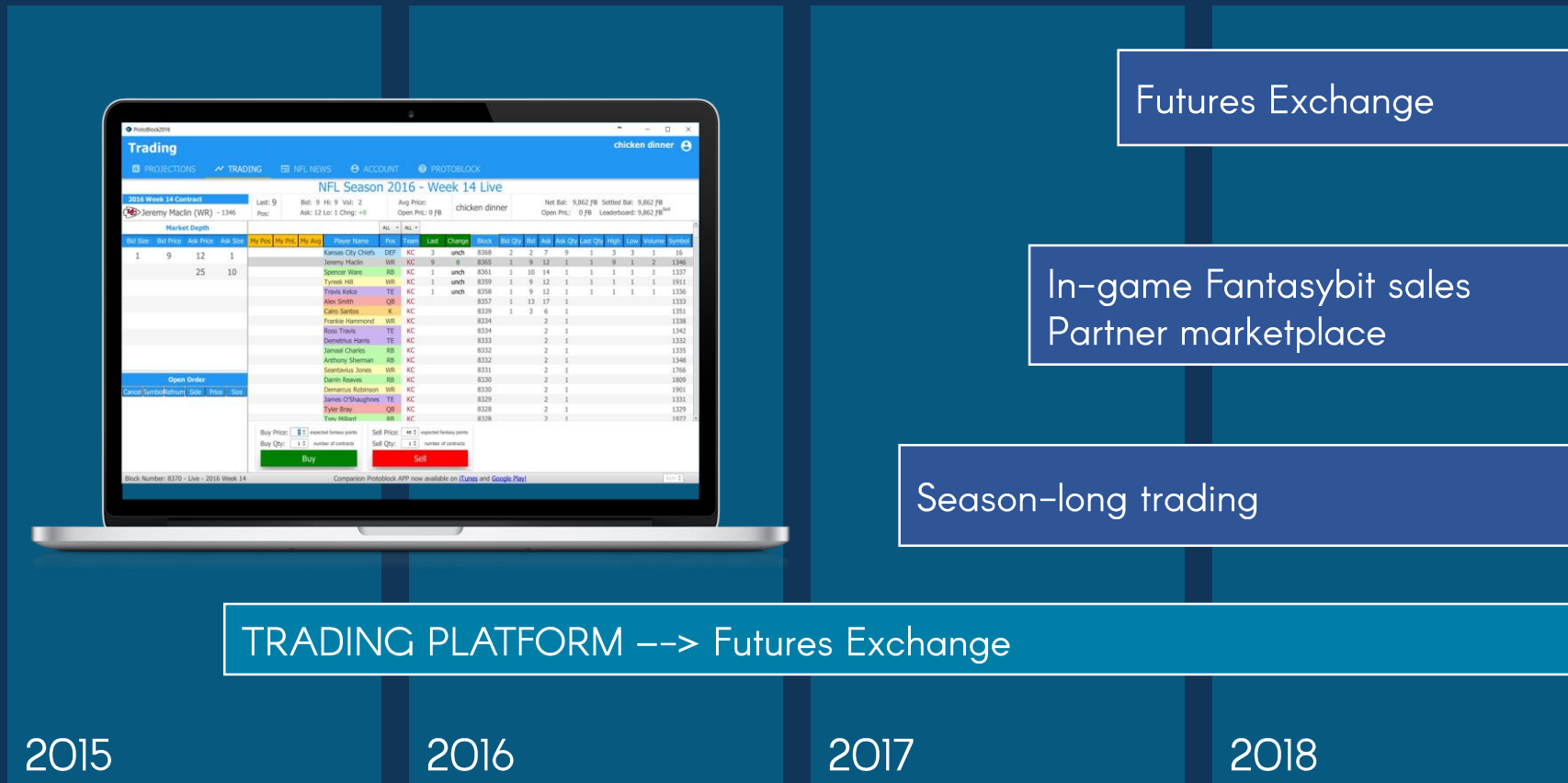
Proof of Regulated Blockchain Markets

Competition

	 Season Long FFPC	 Daily	 PROTOBLOCK
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
Designer

HTC, IDEO, Sony, Motorola

Daniel Marks
Growth Hacker

Startup Junky

Jamie Pardi
Marketing Advisor

CEO Fan Compass

Micah Glick
Compliance Advisor

*Fantex , Hedge
Funds/Securities*

Malou Floro
Business Development Advisor

Sales and Marketing, Biotech

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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