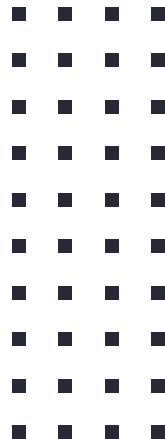




Fan Fund



Our Team

Sam Shi - Cofounder,

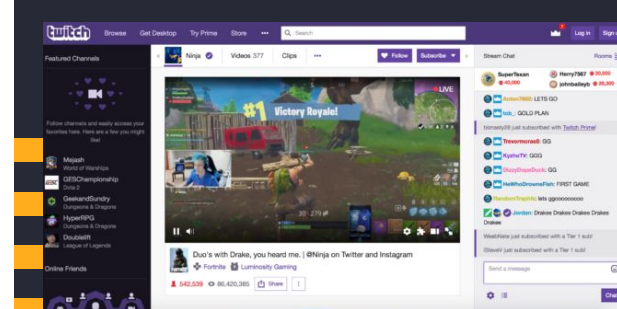
Entrepreneurship Major at the Kelley School of Business, and Blockchain@IU Executive Board member

Seth Soltz - Cofounder,

Information Systems and Finance Major at the Kelley School of Business, and member of the Kelley Technology Consulting Workshop

The premise:

- People who are talented in their profession may have not had career success because do not have the publicity or the finances to make it to the next stage
- Costs time and money for athletes, musicians, and streamers (entertainers) to be highly skilled in their profession
- With many platforms (youtube, twitch, etc) being highly based on a random algorithm to get featured, many entertainers are left out of being noticed



Market Analysis on Funding Platforms

- Some platforms invest in rising athletes, musicians, or gaming streamers
- No single platform that allows people to support their favorite entertainers (musicians, athletes, gamers, street performers, comedians, etc) through artist tokenization



The image features a dark blue background with a large orange horizontal bar. On the left, there are four thick horizontal bars. On the right, there are four thick horizontal bars and a grid of small orange squares. The text 'Fan loyalty is powerful' is written in a bold, dark blue font on the orange bar.

**Fan loyalty is
powerful**



I LOVE UD
BASKETBALL
LIKE KANYE
LOVES KANYE

ALWAYS
REPPIN
UD



THEHUNTER61: \$1300.00

Top Donator

SYKOTIC87: \$1300.00

SYKOTIC87: \$1300.00

Recent Donator

WALTER_SKINNER: \$1500.00

Recent Sub

CBASSO

EVERY 10 SUBS = GIVEAWAY!

178

**TOP D RECEIVES M4 HOWL/KNIGHT
SIGNED+PERSONALIZED BY ME**



RADIO_42 FOLLOW

MARCUSTHEHUGE69 FOLLOW

HANSENW2 FOLLOW

TIMO_TIL3KS FOLLOW

THEGAMINGGOLFER FOLLOW



GRIMY
GOODS



Our solution: *Fan Fund*

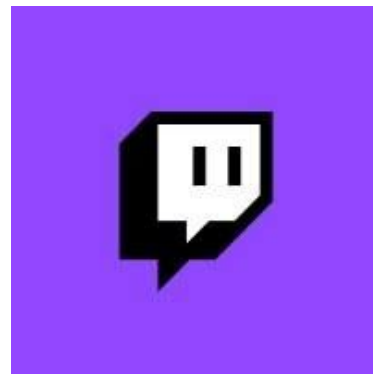
A new channel for entertainers to **gain funding**

- Lack of funding reduces creative/athletic potential
- Difficult for new entertainers to work full time



A way for fans to invest in their **favorite people**

- A stake in their favorite entertainers' success
- This desire is seen in Twitch and Patreon donations





How Fan Fund works



1. Campaign

>

2. Coin

Distribution

>

3. Entertainer Profit

An entertainer campaigns to reach their funding goal, then their personal token is created.

If the goal is reached, a smart contract triggers and gives the investors a number of tokens proportional to the investment.

The money from the investors is given directly to the entertainer.

4. Coin Price Increases

If the entertainer becomes successful, investors are incentivized to sell their token at a premium, which increases the price of the token.

>

5. Investors Profit

Investors holding the coin or those who sold their coin at a premium profit (or lose) from the changing price of the coin.

>

**Fan Fund's
goal of giving
entertainers
financial
freedom is
realized**

Business Model

- STO - 20% of supply to Fan Fund
- Investing fees start at 5% and will lower to 0.5% as Fan Fund grows
- Fundraising fees start at 7% and will lower to 4% as Fan Fund grows (comparative to Kickstarter's 5% fee)

Anti-Fraud Measures

Drivers License, SSN and
Address required to make an
account

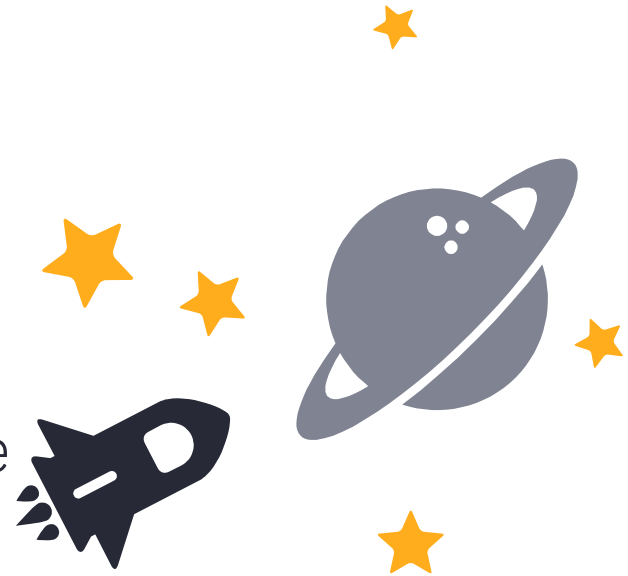
Fan Fund's legal team will help
make sure that fraudulent
tactics such as insider trading
do not occur

Verification process by Fan Fund's team to make sure each
entertainer is actually an entertainer, as well as a contract lasting
two years for them to commit to being an entertainer



The need for Blockchain

- More transparent and secure
- Smart contracts
- Tokenized assets



Challenges

Risk

Ability to compete with other crowdfunding platforms.

Lack of understanding by consumers why platform uses blockchain.

Degree

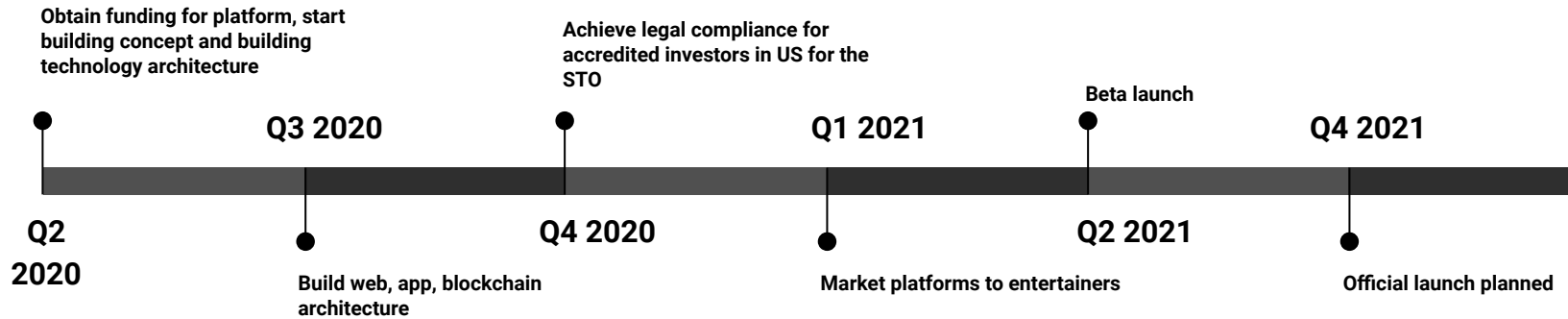


Mitigation

Focus on marketing the exclusive benefits of Fan Fund that make it unique and obtain strategic partners to grow the platform.

Clearly explain on platform the transparency and security blockchain provides and the benefits of smart contracts of third parties.

Timeline





Questions?



Appendix-IndieOn

INDIEON APP FEATURE

Key features

a truly digital platform that removes the complexities of intermediaries that exist in current industry arrangements



Blockchain technologies provide better transparency to Artists about their indieOn payments which are greater and faster than current platform payouts



the NDI token facilitates rewards artists and subscribers in the indieOn community. In future NDI acquirers can exchange tokens for cash or use for InApp purchases



Artists undertake a rigorous identity process based on Blockchain Smart Contracts to ensure an immutable identity and protect Digital Rights regulations



Subscriber costs are low as revenue will come from InApp merchandise sales and advertising revenue as companies target the extensive audience reach of the platform

Appendix-SportyCo

Blockchain-based crowdfunding platform, serving athletes, clubs, and other sports organizations in raising the funds required to achieve athletic success. Invest in athletes, teams, clubs or other sport organizations and in exchange for an upfront investment receive, for example: share of future image rights of an athlete, share of future sponsorship proceeds, commercial rights relationships.



Appendix-Dlive

- Currently has 3 million monthly active users and 35,000 active streamers
- Hosts a rewards ecosystem that can benefit streamers and those who watch them by using Lino Points. Lino Points are a type of digital currency that can be donated to content creators. Each Lino Point is worth \$0.012, and can be acquired through DLive's mobile apps or purchased via DLive.tv's site using PayPal, Xsolla, or other cryptocurrencies. Content creators will receive up to 90 percent of the Lino Points they earn through the platform.
- Partnered with PewDiePie to only live stream on their site. One of biggest youtube stars. Micropayment With Now Fees. Users can share the love by transferring STEEM directly or simply by upvoting.

