



Herewith we offer you to invest in our company BackingHall LLP (<http://backinghall.com/info/#legalPart>)

We have created an online platform for making deals on investing in sportsmen and we are attracting investments for its implementation and marketing campaign.

We would like to position ourselves as the first catchall sport exchange for natural persons. (<http://backinghall.com/info/>). There has been created a “turnkey” exchange program software for online and offline tournament poker. For five kind of sports – by 20%. For DOTA2 – by 40%. (<https://my.backinghall.com/stock>)

Only half of the amount of all tournament contributions to the main event of the World Poker Championship is made from the participants personal funds. According to The Wall Street Journal (<https://www.wsj.com/articles/the-hidden-game-behind-professional-poker-wsj-money-spring-2014-1396018946>) about 30 million dollars are the money of different investors attracted by the players. Such form of cooperation, when a sportsman pre-sells a share of possible prize money, is called backing (<https://www.poker-king.com/dictionary/staking/>)

In the professional community of poker players, the backing market has already been formed. That's why we decided to start exactly with poker. However, this model of financing sportsmen is applicable to any sports that involve commercial competitions. We believe the main and most promising are the two areas: cybersport and conventionally British sports: snooker, darts, golf, etc., and even bowling (<https://www.marketwatch.com/story/this-is-how-much-one-of-the-best-bowlers-in-the-world-makes-2016-01-13>)

Today, most of these deals are still made by a simple handshake. We intend to offer the next logical step in the development of a spontaneous market - that is a stock exchange operating legally and according to formal rules.

The platform BackingHall.com (<http://backinghall.com/promo/>) will give sportsmen an opportunity to find financing beyond the narrow themed communities. We are able to ensure transparency and security of deals, to automate and simplify the routine processes of formalizing offers, concluding contracts, entering results, accounting and distributing shares. For this we take a commission comparable to the transactional costs of direct deals. (Appendix 1) (https://docs.google.com/document/d/1chCJFBmkv30aWrY-Q9qIVOa6V2xoj5Ry_8NlaRi0UGU/edit)

To assess the market, the example of the WSOP can be given (world series, which is held in Las Vegas). We have reached preliminary agreements with 15 strongest players (the statistics of one of them is presented on the website (<https://my.backinghall.com/stock>) under the nickname Mask_Cro), according to whom everyone is ready to put up for sale at least one-third of the amount of tournament fees (~ \$ 300,000). Besides these guaranteed offers, a huge number of online players have the desire to put up for sale their daily tournament packages. In addition, we have signed an agreement with a poker school, whose students are obliged to sell from us.

What has already been done:



1. Legal researches (<https://docs.google.com/document/d/11mH9zlkNNZYL5rhNyDqFrqwHZxufT6dLdvU7WhXkaiQ/edit>) have been conducted.
Our activities are legal and do not require a special license;
2. An online platform (<https://my.backinghall.com/stock>) has been created, on which we are ready to accept professional players in tournament poker already today;
3. Integration with poker rooms and statistics services has been completed. A partnership agreement with SharkScope.com (<https://www.sharkscope.com/>) - the most authoritative provider of statistical data - has been concluded;
4. A full-fledged exchange engine has been developed from scratch, which, in addition to standard trading functions, takes into account the specifics of backing deals;
5. The principles of profiling sportsmen have been founded on the basis of the data they provide
6. A preliminary agreement has been signed with one of the strongest poker schools with conditions for placing players' shares for sale on the BackingHall platform;
7. A system for organizing a support service has been deployed.

What is to be done:

1. To carry out a marketing campaign;
2. To finalize the text of the agreement with the final user;
4. To finalize the platform for cybersports and other kinds of sport;
5. To implement a system of protection against hacking into:

a) database

After the poker series held in Caribs with the participation of the BackingHall players and the collection of information, we realized that the existing security system for users' personal data is not enough (copies of documents, a bank account, a photograph, pages on social networks) and it is necessary to introduce an additional system of personal data security on the server, which also requires additional funding. (<https://drive.google.com/file/d/1amaI1fe2Cmx8etQKYA64gzgXCKNCuzFv/view>).

б) user accounts (<https://prnt.sc/ikifd7>)

6. To connect payment systems. We have already opened the accounts in ecoPayz and on the Kraken (<https://www.kraken.com/>) exchange to receive the crypto currency (XPR Ripple).



A separate task within the project is to create a resource for commercial competitions on DOTA2 (cybersport discipline). The layouts can be seen from the link: Appendix 3:

(https://docs.google.com/document/d/1chCJFBmkv30aWrY-Q9qIV0a6V2xoj5Ry_8NlaRi0UGU/edit)

Upon request, we are ready to provide more detailed information with all calculations and a complete business and marketing plan. Please write us about this at info@backinghall.com

Appendix 1:

For clarity of understanding of the business process of making a deal in the BackingHall (<http://backinghall.com/info/>) program, we suggest referring to the figure from the link: (https://docs.google.com/drawings/d/1CYkmd1SL7NsZRLLoR_chXcZ1Hf1nWVgjOxEylhetVxc/edit?usp=sharing)

In accordance with Terms & Conditions for Players

(<http://backinghall.com/info/docs/PLAYER%20TERMS%20AND%20CONDITIONS.pdf>)

a player sells his share, as a stock, to an investor for money. The investor has the right to resell the share bought from the player or to wait for the final results at the end of the played tournament package and receive a possible profit according to the purchased share. The amount of the gain is automatically calculated by the program; funds intended for payment to investors are blocked in the player's account and also automatically are transferred to the investor's account. The very process of buying shares by an investor occurs as a stock deal, where the player himself assigns the price of his stock and places it in an improvised "glass", and the investor buys this stock at a price acceptable for him. The process of buying a player's stock and calculations between members of the exchange is thought out to the smallest detail; it is convenient and fully automated.

Appendix 2:

Competitors and analogues:



Our only competitor engaged in similar activities is the company Yourstake (<https://youstake.com/>), about which a note was published in Forbs (<https://www.forbes.com/sites/markfidelman/2015/07/23/5-cutting-edge-tech-companies-you-need-to-know/#69140e6816ce>) in 2014.

Our advantages:

1. Members of our exchange are legally insured;
2. The modern exchange engine, which significantly expands the functionality;
3. Automated delivery of the played tournaments and prompt publishing of tournaments results;
4. Terms of a deal are also automated, standardized and extremely clear, which makes the conclusion of a deal not only simple and fast without the personal communication of players and investors, but also insures against the dishonesty of the participants of the exchange;
5. Transparency of payments;
6. The possibility of shares reselling (secondary market);
7. Insurance on the final tables (ICM calculation);
8. Official agreement with the statistics supplier SharkScope;
9. Ripple calculations;
10. Orientation to the global market.

Appendix 3: Team: (<http://backinghall.com/info/#ourTeam>)

Appendix 4:

Links to screenshots and layouts:

Cybersport profile: <http://prntscr.com/ikiaf0>

Creating an offer: <http://prntscr.com/ikibhe>

Room lobby: <http://prntscr.com/ikicmv>

The interface of the request for adding a new sport / event: <http://prntscr.com/ikiiyi>

Security settings: <http://prntscr.com/ikifd7>

Rooms administrating: <http://prntscr.com/ikiggc>

The interface of creation of a new offer: <http://prntscr.com/ikijuq>

The player profile for a third-party observer: <http://prntscr.com/ikildq>

Offline event statistics: <http://prntscr.com/ikily5>

Appendix 5:

To enter your personal account, follow the link: <https://my.backinghall.com/user/login>



Legal part:

The first Survey for BackingHall was developed by the law firm White & Case on July 18, 2012. Various jurisdictions and legality of Backing Hall activity were analyzed in accordance with the legislation of different countries. As a result of the work done, BackingHall received from White & Case the Memorandum and recommendations on further work. http://backinghall.com/info/docs/Memorandum_last_page.pdf

With the support of the Maltese law firm Chetcuti Cauchi Advocates, there was completed a procedure of licensing check in the relevant bodies for gambling in The Lotteries and Gaming Authority and finance at the Malta Financial Services Authority. The result of this check is the official conclusion from these licensing bodies that Backing Hall does not need licensing.

<http://backinghall.com/info/docs/letters/2.pdf>

<http://backinghall.com/info/docs/letters/toDrStefania2.pdf>

Also, on recommendation of the law firm White & Case, their British partners Pitmans LLP developed exclusive Terms & Conditions and Privacy Policy specifically for Backing Hall. It is thanks to this agreement, developed in accordance with British legislation, that all money contributed by the investor to purchase shares of sportsmen is reliably insured.

<http://backinghall.com/info/docs/INVESTOR%20TERMS%20AND%20CONDITIONS.pdf>