

# FanPass Protocol

## A Blockchain Based Fan Loyalty System

By: Zach Frederick, AJ Gottschalk, Jeff Wells, & Jack Peel



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## Introduction

FanPass Protocol is a blockchain-based loyalty system that will transform how fans (across the world) are recognized and rewarded for simply being a good fan. Whether you bought seats for \$1000 or even \$10, your support can be verified, recorded, and rewarded. By joining the FanPass Protocol team, you can have proof and legitimate rewards that you are a loyal and consistent fan.

## The Problem

Most current loyalty programs really only reward spending (like buying tickets or merchandise). They seem to ignore actual passion and consistency supporting your team, whether that doesn't reflect traveling to away games or even for \$3 tickets you found on StubHub last minute. Your loyalty to your team or league doesn't carry over to others. FanPass solves these problems using blockchain technology. With decentralized technologies, we can actually reward real fan actions, which include being there, being present, chanting, and showing up. Your identity as a fan can now become your own, and can even become competitive. We think this could become something that will create

stronger rivalries and better fans. We will use geolocation, NFTs, and a token system to capture and make sure every cheer is validated.

## Use Cases

FanPass Protocol is made for the fans, as sports enthusiasts we want the fan to be rewarded for going to games, participating in them, and the money they spend to do so. The key to doing this is creating a platform that offers redeemable tokens for fans, as well as collectible moments. NFTs may be for a special day, a game winning run, or a picture of a buzzer beater that only you saw and received for being at the game.

We strongly believe that FanPass Protocol has the potential to completely revolutionize fan engagement across all of the biggest sports leagues in the US (and eventually around the world). By introducing a unified blockchain-based rewards system, fans who attend games can collect NFTs as proof of attendance, which can then be sold for \$FAN (FanPass's digital currency). For example, Gianni Costanzo is attending the Cowboys/Eagles big game in Philadelphia. He is a big Cowboys fan and wants to show his loyalty on the road. In this game, Saquon Barkley (the Eagles running back) runs for 300 yards and 7 touchdowns, which sets the record for the most yards in a game as well as most touchdowns scored by a running back in a game. This would be considered the greatest game by a running back of all time. While Gianni is sad this happened to him, he still was able to show his loyalty to the Cowboys and received a special NFT for being at

one of the greatest games of all time. This NFT will be worth more because of the game he attended, which he can then make a higher amount of \$FAN off of it. FanPass Protocol can allow fans from all over to express their fandom, but also be rewarded for being at big games.

## The Current Market:

Fan loyalty programs across all majors sports leagues are fragmented and do not reward fans for the effort and participation at sporting events. Most teams or leagues currently have their own rewards system, for example our very own St Louis City FC has a rewards program and app for their stadium and the vendors within it. This is an example of how fans are only rewarded by going to STL City FC games and spending money at the game. Our goal is to transition to the current fan loyalty systems from this team centric approach to a fan centric approach. The key to this is to create a program that rewards fans for their travel to events with geotagged NFTs, and their participation in chants & the traditional spending of money with \$FAN tokens.

## The Target Market:

The target market for this app is to capture those fans from the current market above. We will be able to do this by offering greater reward opportunities than they

would get by participating in each of their favorite teams fan loyalty programs individually. The target market and the way that this platform succeeds is fans. Fans that truly love sports, cheer for multiple teams, and want to earn rewards not only for spending money but also for participating in their passion.

The target market for our advertising spend is to start with related industries. Such as local vendors of team gear, and social media influencers such as podcasts. Then we would like to move onto advertising in bigger related industries such as FanDuel, DraftKings, ticketmaster, Uber, and Airbnb. Related to sports betting and travel to sporting events. Then as we continue to grow our customer base we hope that we begin to earn fee revenues from some of these bigger apps to offer rewards on our apps because they will get more business from it than the costs of the rewards. A typical fee for monetization business model.

## **Funding Strategy:**

Looking at our funding strategy we believe that initially we will need around \$275,000 a year in order to develop our technology and cover our marketing spend. This includes salaries for the above. This inflow will come from VC backing and will be rewarded via equity in our company, and through \$FAN tokens prior to the release. This will allow the VC to gain long-term gain from their initial investment and we believe that sports & app concentrated VCs will be interested in our idea.

Moving to the pro forma income statement below we can see that we'll need around \$1.0M more to fund our entire startup into positive cash flows. This positive net income first comes in about 10 years from now at fiscal year end 2035. We believe that if we can drive strong fan engagement earlier on though, or develop our blockchain and app quicker this could come much quicker and reduce the funding needed. However, we are going to prepare as if we need this level of funding and this will come from a combination of debt, private equity investment, and an ICO in the app which given that the \$FAN tokens are redeemed and used frequently will increase the value of our coin. These two primary rounds of funding should get us through the first 10 years, but then we may require future funding for any developments or acquisitions. In addition, it is important to note that the \$1.0M may not come in 1 year or from 1 person but from multiple forms of funding over multiple years.

## **Customer Acquisition & Distribution:**

The target market of our Fan Pass Protocol is the fans. The key to this entire product working is gaining fan participation and rewarding them for doing just that. In order to gain fans' attention we will need to have strong marketing at the release of our protocol. The first step in this is going to be our NFTs. We can promote these easily through social media platforms, and we can give fans NFTs from games that they attend by geo tagging them. The NFTs will then become collectibles from different games, and this can help to start to grow customer engagement. After we gain customer interaction

on the protocol from NFTs and the trading of them then it will be easier for us to use \$FAN tokens and gain companies support in building a \$FAN token redemption program. The key to selling these companies on this platform will be already having strong customer engagement.

## Why use us?

FanPass Protocol is made for the fans, as sports enthusiasts we want the fan to be rewarded for going to games, participating in them, and the money they spend to do so. The key to doing this is creating a platform that offers redeemable tokens for fans, as well as collectible moments. NFTs may be for a special day, a game winning run, or a picture of a buzzer beater that only you saw and received for being at the game.

Two of the main ways that we will do this is by implementing rewards at the games for fan participation, further discussed below. Whether it be participating in chants or receiving unique collectible NFTs. The second way is through partnerships that allow fans to redeem \$FAN tokens with partners for rewards. Such as covering an Uber ride to the game, a new jersey, or podcasts' merchandise.

Both of these allow the consumers to use their fandom, and love of sports to be rewarded for doing just this and not only through spending money.

## Partnerships:

One of the key revenue sources and use cases for our protocol is growing partnerships. By using FanPass Protocol instead of the individual apps or rewards systems teams can partner with businesses and other leagues in one place. This will allow companies like Uber or AirBNB to also reward customers for their travel to these sporting events and participation in such. This will make the experience even greater for fans because they can spend their money not only at the ballpark or arena, but also on their travel or food expenses.

Our goal with this protocol is to create a completely embedded app experience for people to buy, sell and trade NFTs and \$FAN tokens for what will make their fan experience best. We believe that by starting with local team shops and creating an user friendly platform for NFT trading, this will help grow the engagement and allow us to become more marketable to the leagues and teams themselves.

## **Marketing Strategy:**

Our marketing strategy is centered around building a strong foundation of engagement and then expanding through strategic partnerships. Our first priority will be collaborating with nearby fan item stores to provide \$FAN token redemption possibilities and discounts. These collaborations will help us establish trust at the community level and offer early users real value. We establish a natural on-ramp into the FanPass ecosystem by providing fans with a direct incentive to interact with the app through local rewards.

We will launch exclusive fan events like meet-ups, raffles, and Q&A sessions with previous players in an effort to further drive adoption. Through collaborations with podcasts and sports media sites, these events can be sponsored or promoted, generating early interest and assisting in the establishment of our brand among ardent supporters. We'll also incorporate gamified participation elements within the app, like a public leaderboard that monitors attendance, chanting, and NFT gathering. Top users will get early access to partner content and limited edition NFTs, as well as extra benefits. When combined, these initiatives will create a competitive, engaging atmosphere that engages fans outside of game attendance. Our marketing objective is straightforward: reward the true fans and allow their participation to drive the platform's expansion.

## **Fans Participation:**

The second key use case for FanPass Protocol is to engage with more fan participation. We feel as sports enthusiasts that most apps and fan loyalty is centered around spending money. Who spends the most money at the concession stands, who spends the most money at the team shop, this is who is rewarded currently. What we want to make is an app that rewards participants.

By showing up to games you can participate in live events that will allow you to win NFTs that only you can receive for going to the game. Maybe you're at a STL City FC game and we score a great goal, then STL city will give you a collectible NFT of that

goal that is now limited to only those at the game cheering on the team. This rewards those not only buying food or jerseys but also those who are there support the team.

This also allows those who are travelling to the game and those purchasing tickets who do not have additional money to spend at the game to earn rewards. The team may also give \$FAN tokens for a win or a great chant, and this will allow you to spend \$FAN at partnered stores, and apps.

All of these different reward ideas allow us to maximize fan engagement rewards and minimize the impact that spending money has on participation from fans at games.

## Key Components

FanPass key components include geotagged proof of attendance NFTs that basically verify fans' presence at games, which can turn real moments into digital assets that can be held forever for memories or sold for profit. These NFTs allow users to earn \$FAN, which is redeemable for perks or other rewards. FanPass also allows fans to create a "Fan Identity Passport" that can track their loyalty through the number of miles traveled to watch, attendance streaks, and rivalries that they've witnessed. This creates a personalized record of each participating fan's effort. FanPass also creates community involvement through team and league DAOs, which gives fans a voice in decision-making and empowers fans.

## Potential Risks

With FanPass Protocol, there are several risks that could impact the success and sustainability of it. With large-scale disruption being a very realistic possibility after the world experienced the COVID-19 pandemic, attending live sporting events could be close to impossible. If fans are unable to attend games due to restrictions for some unforeseen cause in the future, the core of our system becomes much harder to execute. This would not only directly affect fan engagement but also delay \$FAN token circulation and slow platform growth.

Another risk lies in the future of partner integration. If previously mentioned companies such as Uber and Airbnb are slow to adopt or even choose not to participate in our platform, it may reduce the value of rewards and decrease fan motivation. On top of all of this, there are regulatory developments surrounding NFTs, token utility, and data privacy that could create compliance challenges.

With this all being said, we know our position and know we will need to remain flexible and transparent in our development to quickly navigate and eliminate these concerns if they are to appear. These risks will not change our vision, but rather it highlights the importance of why we need to be flexible from the start.

## Next Steps

The next step for FanPass Protocol is to first focus on finding some VC backing. Without VC backing to help fund our initial coding, and marketing we will not be able to develop our app, blockchain, or build a strong brand image.

After gaining VC backing we will need to pour 100% into developing our protocol and gaining brand awareness. We need to begin marketing on all social media platforms even if that means purchasing advertising on common sports podcasts, apps, or social media pages.

Lastly, our quick three step plan ends with developing templates for our geo-tagged NFTs and building out the \$FAN protocol and creating redemption awards for fans. Originally with sponsorships from local stores, social media influencers, podcasts, etc. and then moving into the larger apps and sports teams like Uber, Airbnb, and organizations.

## Revenue Build

Initially our revenues are going to come from partnerships and VC backing. For multiple years we will most likely be negative cash flow as we spend on marketing, coding, NFT template preparation, and try to build partnerships early on. The idea here is to build up our customer base and fan participation before becoming cash flow positive, similar to most tech companies. By reaching out to previous VCs who back app startups we can develop our platform using their monetary backing and guidance.

After we have our platform, we will begin to launch free start up opportunities to earn NFTs and also buy partnership opportunities. We will start releasing NFTs for particular events and using social media connections to build up our fan engagement and this will make us more attractive in the long run to teams, companies and organizations.

After we gain a user base then we will try to move onto partnerships with local teamshops and some apps/companies that are related to the industry but not directly a part of it. Think of Rallyhouse, Uber, Airbnb. These companies benefit from fan engagements, whether it be travel to and from games, housing for a long weekend, or buying of fan merchandise outside of the stadium. By using people like this we can release \$FAN tokens which they'll accept as a form of redemption or payment and fans will be able to earn these through participation in sporting events, and trading (buy, hold, sell) of the geo-tagged NFTs.

Lastly, after we're a matured company with multiple redemption and reward opportunities, we believe that we can move into leagues as the main platform for fan loyalty. At this point in time we'll be requiring companies and teams to buy \$FAN tokens from us to give out to fans and a fee in order to put their reward redemption options on

our platform. Similar to that of a Shopify app where you set up your account on their app and set your prices but they take a fee for allowing you to do so. We believe that the level of fan engagement down the road will allow us to have this bargaining power. An example income statement, of how we may fund ourselves and go from negative cash flow to a positive net income margin is shown below.

|                         | VC Cash Inflow |               |               | First Partnerships |               |               | Second Partnerships |               |               | Steadied Out    |                 |  |
|-------------------------|----------------|---------------|---------------|--------------------|---------------|---------------|---------------------|---------------|---------------|-----------------|-----------------|--|
| FanPass Protocol        | FY'25          | FY'26         | FY'27         | FY'28              | FY'29         | FY'30         | FY'31               | FY'32         | FY'33         | FY'34           | FY'35           |  |
| Revenues                | \$ 275,000.00  | \$ 275,000.00 | \$ 275,000.00 | \$ 100,000.00      | \$ 125,000.00 | \$ 156,250.00 | \$ 234,375.00       | \$ 468,750.00 | \$ 937,500.00 | \$ 1,125,000.00 | \$ 1,350,000.00 |  |
| YoY Growth, %           | -              | 0.00%         | 0.00%         | -63.64%            | 25.00%        | 25.00%        | 50.00%              | 100.00%       | 100.00%       | 20.00%          | 20.00%          |  |
| COGS                    | \$ 13,750.00   | \$ 13,750.00  | \$ 13,750.00  | \$ 15,000.00       | \$ 18,750.00  | \$ 23,437.50  | \$ 35,156.25        | \$ 70,312.50  | \$ 140,625.00 | \$ 168,750.00   | \$ 202,500.00   |  |
| YoY Growth, %           | -              | 0.00%         | 0.00%         | 9.09%              | 25.00%        | 25.00%        | 50.00%              | 100.00%       | 100.00%       | 20.00%          | 20.00%          |  |
| Gross Profit            | \$ 261,250.00  | \$ 261,250.00 | \$ 261,250.00 | \$ 85,000.00       | \$ 106,250.00 | \$ 132,812.50 | \$ 199,218.75       | \$ 398,437.50 | \$ 796,875.00 | \$ 956,250.00   | \$ 1,147,500.00 |  |
| GPM, %                  | 95.00%         | 95.00%        | 95.00%        | 85.00%             | 85.00%        | 85.00%        | 85.00%              | 85.00%        | 85.00%        | 85.00%          | 85.00%          |  |
| Marketing Spend         | \$ 25,000      | \$ 25,000     | \$ 25,000     | \$ 25,000          | \$ 25,000     | \$ 25,000     | \$ 15,000           | \$ 15,000     | \$ 15,000     | \$ 15,000       | \$ 15,000       |  |
| Marketing YoY Growth, % | -              | 0.00%         | 0.00%         | 0.00%              | 0.00%         | 0.00%         | -40.00%             | 0.00%         | 0.00%         | 0.00%           | 0.00%           |  |
| SG&A                    | \$ 200,000     | \$ 200,000    | \$ 200,000    | \$ 300,000         | \$ 300,000    | \$ 300,000    | \$ 500,000          | \$ 600,000    | \$ 700,000    | \$ 750,000      | \$ 800,000      |  |
| SG&A YoY Growth, %      | -              | 0.00%         | 0.00%         | 50.00%             | 0.00%         | 0.00%         | 66.67%              | 20.00%        | 16.67%        | 7.14%           | 6.67%           |  |
| R&D team                | \$ 50,000      | \$ 50,000     | \$ 50,000     | \$ 50,000          | \$ 50,000     | \$ 50,000     | \$ 25,000           | \$ 25,000     | \$ 25,000     | \$ 25,000       | \$ 25,000       |  |
| R&D YoY Growth, %       | -              | 0.00%         | 0.00%         | 0.00%              | 0.00%         | 0.00%         | -50.00%             | 0.00%         | 0.00%         | 0.00%           | 0.00%           |  |
| EBIT                    | \$ (13,750)    | \$ (13,750)   | \$ (13,750)   | \$ (290,000)       | \$ (268,750)  | \$ (242,188)  | \$ (340,781)        | \$ (241,563)  | \$ 56,875     | \$ 166,250      | \$ 307,500      |  |
| EBIT Margin, %          | -5.00%         | -5.00%        | -5.00%        | -290.00%           | -215.00%      | -155.00%      | -145.40%            | -51.53%       | 6.07%         | 14.78%          | 22.78%          |  |
| Interest Expense        | \$ -           | \$ -          | \$ -          | \$ -               | \$ 108,000    | \$ 96,336     | \$ 128,898          | \$ 108,016    | \$ 90,518     | \$ 101,138      | \$ 79,292       |  |
| Pct Debt                | -              | -             | -             | -                  | 10.00%        | 10.00%        | 15.00%              | 15.00%        | 15.00%        | 20.00%          | 20.00%          |  |
| Non-VC Funding Level    | \$ -           | \$ -          | \$ -          | \$ 1,000,000       | \$ 892,000    | \$ 795,664    | \$ 666,766          | \$ 558,750    | \$ 468,233    | \$ 367,094      | \$ 287,802      |  |
| VC Equity               | \$ 275,000     | \$ 275,000    | \$ 275,000    | \$ -               | \$ -          | \$ -          | \$ -                | \$ -          | \$ -          | \$ -            | \$ -            |  |
| EBT                     | \$ (13,750)    | \$ (13,750)   | \$ (13,750)   | \$ (290,000)       | \$ (376,750)  | \$ (338,524)  | \$ (469,679)        | \$ (349,579)  | \$ (33,643)   | \$ 65,112       | \$ 228,208      |  |
| EBT Margin              | -5.00%         | -5.00%        | -5.00%        | -290.00%           | -301.40%      | -216.66%      | -200.40%            | -74.58%       | -3.59%        | 5.79%           | 16.90%          |  |
| Taxes                   | \$ (2,888)     | \$ (2,888)    | \$ (2,888)    | \$ (60,900)        | \$ (79,118)   | \$ (71,090)   | \$ (98,633)         | \$ (73,412)   | \$ (7,065)    | \$ 13,673       | \$ 47,924       |  |
| Tax Rate, %             | 21.00%         | 21.00%        | 21.00%        | 21.00%             | 21.00%        | 21.00%        | 21.00%              | 21.00%        | 21.00%        | 21.00%          | 21.00%          |  |
| Net Income              | \$ (10,863)    | \$ (10,863)   | \$ (10,863)   | \$ (229,100)       | \$ (297,633)  | \$ (267,434)  | \$ (371,046)        | \$ (276,167)  | \$ (26,578)   | \$ 51,438       | \$ 180,284      |  |
| NIM                     | -3.95%         | -3.95%        | -3.95%        | -229.10%           | -238.11%      | -171.16%      | -158.31%            | -58.92%       | -2.83%        | 4.57%           | 13.35%          |  |

## Rules & Regulations

### NFT and Token Compliance

FanPass needs to navigate the regulatory landscape of rewards tokens and NFTs carefully in order to be in full compliance. Protocols POA NFTs are generally classified as a digital collectible, this is not a security, as they do not imply any form of financial return and do not

require an investment. This helps keep FanPass out of regulations and laws enforced by the SEC. But, in order to uphold the protection of consumers, the platform must explicitly disclose that the NFTs represent a non-financial attendance credential. This is clearly defined by \$FAN tokens, with this limited utility staying within the parameters of the FanPass ecosystem. Transparency in our terms and services is important, specifically in ensuring that the digital assets do not carry monetary value or potential for future investment. Consumer data must be handled with integrity, staying in alignment with specific regulations under GDPR.

#### KYC, Data Privacy, & Brand/ IP Considerations

In an event that FanPass would enable token marketplaces or secondary token trading, it would face AML and KYC requirements. Although in the current state, FanPass is a simple fan attendance NFT and would not trigger these forms of regulations. FanPass uses location based features, triggering many forms of data privacy regulations. Users must have the opportunity to opt-in to share their geolocation data as well as have the ability to anonymize their personal data. Immutability of blockchain records poses a major challenge in this sector as once the data is on the blockchain it is there forever. To combat this issue, FanPass will need to implement some form of off-chain data storage solution for the sensitive information being collected. The use of many different team brands, logos, and leagues connected to the NFTs will require large investment into further licensing agreements in order to avoid any form of IP or trademark infringement.

## Smart Contract/ Coding

The following solidity code is what defines the Smart Contract for FanPass Protocol. The code mints the Proof-of-Attendance NFTs to reward those fans who show up and participate in sports events. Every individual NFT includes the following metadata, event ID, timestamp, location, team supported, and a URI for off chain details of events. This contract uses ERC 721 extension in order to store the metadata and assign ID. In this, the contract owner is able to mint new NFT's allowing for securing and controlled issuance of each individual NFT. The contract is able to store attendance details when through structured mapping and allows for clear tracking on the blockchain.

Outside of just issuance of the NFTs, the smart contract here gives the ability for future expansion. Attendance can be retrieved through the `getattendancedetails` function. This enables the external applications and the front end interfaces which allows for the secure fetching of records of attendance. Additionally, the bottom line in the code suggests different extensions to take for additional contracts for the \$FAN token. This is the groundwork for broader engagement of fans in the FanPass ecosystem. This code allows for FanPass to be scalable and suitable for amplifying the experience of being a fan while maintaining immutability and transparency on the block chain.

```

1 // SPDX-License-Identifier: MIT
2 pragma solidity ^0.8.20;
3
4 import "@openzeppelin/contracts/token/ERC721/extensions/ERC721URIStorage.sol";
5 import "@openzeppelin/contracts/access/Ownable.sol";
6 import "@openzeppelin/contracts/utils/Counters.sol";
7
8 /**
9  * @title FanPassNFT
10  * @dev Proof-of-Attendance NFT for the FanPass Protocol
11  */
12 contract FanPassNFT is ERC721URIStorage, Ownable {
13     using Counters for Counters.Counter;
14     Counters.Counter private _tokenIds;
15
16     struct Attendance {
17         uint256 eventId;
18         uint256 timestamp;
19         string location;
20         string teamSupported;
21         string metadataURI;
22     }
23
24     mapping(uint256 => Attendance) public attendanceRecords;
25
26     event AttendanceNFTMinted(address indexed fan, uint256 indexed tokenId, uint256 eventId)
27
28     constructor() ERC721("FanPassNFT", "FANPASS") {}
29
30     /**
31      * @dev Mint a new attendance NFT for a fan.
32      * @param fan Address of the fan.
33      * @param eventId ID of the sports event.
34      * @param location Location of the event.
35      * @param teamSupported Team the fan supported.
36      * @param metadataURI URI pointing to metadata about the event.
37      */
38     function mintAttendanceNFT(
39         address fan,
40         uint256 eventId,
41         string memory location,
42         string memory teamSupported,
43         string memory metadataURI
44     ) external onlyOwner returns (uint256) {
45         _tokenIds.increment();
46         uint256 newTokenId = _tokenIds.current();

```

```

47
48     _mint(fan, newTokenId);
49     _setTokenURI(newTokenId, metadataURI);
50
51     attendanceRecords[newTokenId] = Attendance({
52         eventId: eventId,
53         timestamp: block.timestamp,
54         location: location,
55         teamSupported: teamSupported,
56         metadataURI: metadataURI
57     });
58
59     emit AttendanceNFTMinted(fan, newTokenId, eventId);
60     return newTokenId;
61 }
62
63 /**
64  * @dev Retrieve attendance record details for a token.
65  */
66 function getAttendanceDetails(uint256 tokenId) external view returns (Attendance memory)
67     require(_exists(tokenId), "FanPassNFT: Query for nonexistent token");
68     return attendanceRecords[tokenId];
69 }
70 }
71
72 /**
73  * Additional contracts could include:
74  * - FanToken (ERC20) for reward points ($FAN)
75  * - DAO Voting contracts for fan governance
76  * - Staking mechanisms to boost fan rewards
77  */
78

```

## Key Resource

Our key resource that will allow FanPass Protocol to maintain a strong foundation is our code. It is the core infrastructure that enables our platform to function as intended. It manages Proof-of-Attendance NFT generation, tracking, and verification, guaranteeing that each fan contact is safely documented on the blockchain. Without this code, it would be impossible to mint NFTs with precise metadata, verify attendance, or set up a trustworthy rewards program with \$FAN tokens. The smart contract connects the digital record that may be kept, exchanged, or redeemed with the real-life experience of going to a game in a transparent, secure, and automated manner.

The code is particularly important since it establishes the foundation for all the other things we wish to construct. It is a living structure that facilitates growth rather than

being a one-time instrument. The contract logic is what makes it possible for growth to occur in a systematic and dependable manner, whether we're expanding to accommodate fan DAOs, connecting with partner platforms, or introducing new incentive systems. Additionally, it lessens our reliance on centralized platforms, which helps guarantee that data and fan participation are still verifiable and impenetrable. In essence, none of the technological features or rewards we have in mind would be feasible without the code.

## Competitive Landscape

The current competitive landscape with a solution like ours is nearly non-existent. Our market in which we combine fans of all teams, sports, and ages into one app is a brand new market. However, our key competition is the individual teams rewards programs. Currently most teams have their own fan loyalty program, in which as you spend money at the teams' stadium you earn rewards. This is popular for fans of one particular team, or fans who frequent a team's games. However, for the fans of multiple teams this does not reward them for their participation across teams and this is a market we intend to capture through FanPass protocol.

## Value Proposition

### Most Popular Sports Ranked By Total Fans

| Rank | Sport Name               | Amount of Fans | Regions                          |
|------|--------------------------|----------------|----------------------------------|
| 1    | <b>Football (Soccer)</b> | 3.5 Billion    | Europe, Africa, Asia, America    |
| 2    | <b>Cricket</b>           | 2.5 Billion    | Asia, Australia, UK              |
| 3    | <b>Hockey</b>            | 2 Billion      | Europe, Africa, Asia, Australia  |
| 4    | <b>Tennis</b>            | 1 Billion      | Europe, Asia, America            |
| 5    | <b>Volleyball</b>        | 900 Million    | Europe, Australia, Asia, America |
| 6    | <b>Table Tennis</b>      | 850 Million    | Europe, Africa, Asia, America    |
| 7    | <b>Basketball</b>        | 800 Million    | America, Oceania, Middle East    |
| 8    | <b>Baseball</b>          | 500 Million    | America, Japan                   |
| 9    | <b>Rugby</b>             | 475 Million    | Oceania, South Africa, England   |
| 10   | <b>Golf</b>              | 450 Million    | America, Oceania, Europe         |

<https://blog.propellocloud.com/fan-loyalty#State-of-Loyalty-for-Sports-Clubs>

<https://www.worldatlas.com/articles/what-are-the-most-popular-sports-in-the-world.html>

The value proposition for FanPass Protocol can be seen above by the sheer number of sports fans around the world. These estimates indicate that there is a need for fan loyalty and participation apps. By capturing the market of fans from above that root for teams

across multiple leagues, and multiple teams, FanPass protocol can generate significant partner revenues and tokenization value growth.