

FANPASS

— THE UNIVERSAL FAN PASSPORT

A blockchain-powered fan loyalty and rewards platform for sports teams, esports organizations, and independent athletes.

-Julian Dietz, Hayden Tucker, Pavan Saggurti, Norman Taylor, Aidan Phillips, James Mcleod

THE PROBLEM

Fan loyalty programs are disposable.

Fans pour years of money, time, and emotion into clubs — and walk away with nothing they actually own. Today's loyalty programs are corporate databases that vanish on a whim.



DATABASES DIE

Decades of fan tenure can be wiped overnight by a system migration, an acquisition, or a bankruptcy.



NO TRANSFERS

Move cities? Pass it to a kid? Impossible. Earned status is locked to a single account, forever.



FAKE SCARCITY

"Founding members" mean nothing when the club can quietly mint another batch next quarter.

Result: programs feel rented, not owned. The blockchain era can fix this.

OUR SOLUTION

A loyalty program fans actually own.

FanPass replaces disposable points apps with permanent, fan-owned membership tokens recorded on a low-fee blockchain.

Fans sign up with an email — no wallet, no gas fees, no jargon. Behind the scenes, smart contracts give them something traditional programs can't: a tenure that lasts a lifetime, status that's provably scarce, and membership they can transfer or pass on.



PERMANENT

Tenure recorded on-chain.
Survives migrations, mergers,
shutdowns.



PROVABLY SCARCE

Founding-member caps
enforced by code, not by
promise.



TRANSFERABLE

Sell, gift, or inherit your
earned membership and
history.



INTEROPERABLE

One identity across every
team, league, and creator you
support.

HOW IT WORKS — PART 1

Fans earn points through real engagement.

No "buy points" speculation. Every point is earned through actions a genuine fan would take anyway.



Attend Games

Tap-in at the stadium gate. Home, away, finals weighted higher.



Buy Merchandise

Official jerseys, kits, and gear earn points at every transaction.



Fan Votes

Player-of-the-match polls, kit design, captain's armband decisions.



Refer Friends

Bring new fans in. The community grows itself.



Loyalty Milestones

Multi-year streaks, season-long attendance, anniversary bonuses.



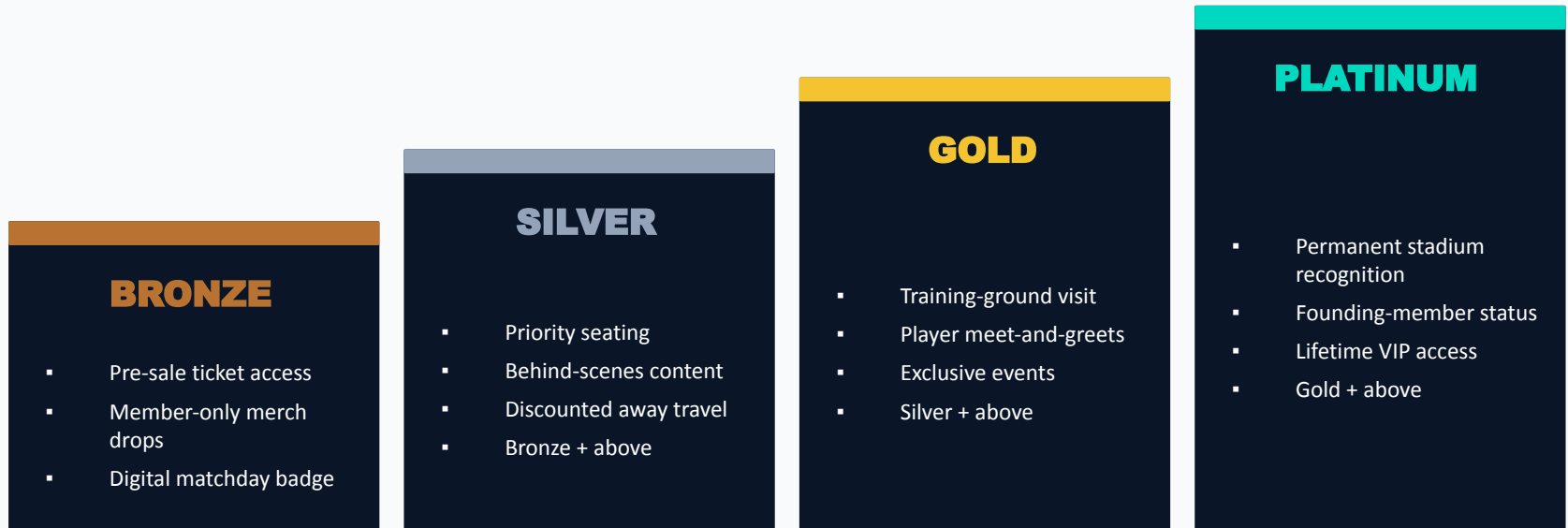
Live Engagement

Match-day check-ins, watch parties, in-app interactions.

HOW IT WORKS — PART 2

Points unlock tiered, real-world rewards.

From early-bird tickets at the entry tier all the way to permanent stadium recognition at the top — the deeper a fan's history, the more the club opens up to them.



WHY BLOCKCHAIN

Four things only a blockchain can deliver.

01

Permanence

Your tenure can never be erased by a database wipe, an acquisition, or a CEO who decides to "reset" the program.

02

True Scarcity

Founding-member status is cryptographically capped — only the first N fans per club can ever hold it. The club can't quietly mint more.

03

Transferability

Sell or gift your membership peer-to-peer. A fan who moves cities can pass earned status to someone who'll keep using it.

04

Interoperability

Hold memberships across multiple clubs under one identity, redeem points across the network, follow your fandom anywhere.

USE CASES

Built for every kind of fandom.

The same primitive — a permanent, transferable membership token — adapts naturally across every category that has fans.



SPORTS CLUBS

Pro and minor-league teams across soccer, basketball, baseball, hockey. Season-ticket holders, away-day regulars, and lifelong supporters get verifiable status.

Minor-league soccer · College programs · Pro leagues



ESPORTS ORGS

Tournament series and franchise teams whose fanbase is already digital-native. Stream watch-time, in-game achievements, and event attendance all count.

League franchises · Tournament circuits · Pro teams



ATHLETES & CREATORS

Independent athletes and creators with a direct fan relationship. NIL-era college stars, individual fighters, runners, and tennis pros build their own loyalty graph.

NIL athletes · Combat sports · Individual creators

TECHNOLOGY

Blockchain underneath. Premium UX on top.

FAN APP

Email signup · No wallet · No gas

CLUB DASHBOARD

Engagement metrics · Tier mix · Redemptions

API LAYER

Account abstraction · Custodial wallets

SMART CONTRACTS

Tier upgrades · Minting · Transfer rules

BLOCKCHAIN (POLYGON / BASE)

Low-fee L2 · Micro-tx viable

FAN ↓ CLUB ↓ CONTRACTS ↓ CHAIN

DESIGN CHOICES



Low-fee L2

Polygon or Base — micro-transactions stay viable; gas is invisible to fans.



Mobile-first

Native iOS and Android. The blockchain is plumbing, not the product.



Custodial wallets

Account abstraction means email signup. Self-custody available for power users.



Analytics dashboard

Clubs see engagement, tier distribution, and redemption flow in real time.

CODING

Membership smart contract — Solidity prototype.

Excerpted prototype — full implementation includes ERC-721 metadata, role-based access, and tier-threshold logic.

FanPass.sol

// SPDX-License-Identifier: MIT

```
pragma solidity ^0.8.20;
contract FanPass {
    enum Tier { BRONZE, SILVER, GOLD, PLATINUM }
    struct Member {
        uint256 points;
        Tier tier;
        uint256 joinedAt;
        bool foundingMember;
    }
    mapping(address => Member) public members;
    uint256 public foundingCap; // immutable scarcity

    function awardPoints(address fan, uint256 pts) external onlyClub {
        members[fan].points += pts;
        _maybeUpgradeTier(fan);
    }
    function transfer(address to) external { // peer-to-peer
        members[to] = members[msg.sender];
        delete members[msg.sender];
    }
}
```

TARGET MARKETS

Who buys, who uses.

B2B — WHO PAYS

Sports clubs, esports orgs, and athlete management.

- Pro & minor-league sports franchises seeking deeper engagement
- Esports organizations with digital-native fan bases
- Athlete management cos. building NIL-era loyalty channels
- Clubs needing alternative revenue streams beyond ticket sales
- Marketing teams hunting for a real differentiator

B2C — WHO USES

Any fan, anywhere — no crypto knowledge required.

- Season-ticket holders who want their tenure to mean something
- Travelling fans who attend home and away matches
- Diaspora supporters following clubs from abroad
- Multi-club fans (premier-league + national + local)
- Younger digital-first audiences expecting modern UX

Sales is enterprise B2B. The end-user experience is consumer-grade B2C.

GO-TO-MARKET

Anchor → expand → universalize.

We don't try to sell to the Premier League on day one. We launch with one credible anchor partner, prove engagement metrics, build the case study, then expand horizontally.

01

ANCHOR

Months 0–6

Land one minor-league soccer club or esports org. Build, ship, integrate, run a full season.

02

PROVE

Months 6–12

Publish engagement, retention, and incremental-revenue metrics. Make the case study unmissable.

03

EXPAND

Year 2

Sell horizontally — 5–10 clubs across sports verticals. Layer in athlete management partnerships.

04

PASSPORT

Year 3+

Cross-club interoperability lights up. Fans carry one identity. International markets open.

Regulatory-friendly jurisdictions abroad serve as early international markets while the US matures.

REVENUE

Four streams. Pure SaaS plus marketplace.

No securities, no tokens sold to the public, no revenue-share complexity. Just clean enterprise software economics.



PRIMARY

Club Subscription

Monthly SaaS fee per club, scaled by fan-base size and feature tier. Predictable recurring revenue.



VARIABLE

Marketplace Fees

Small percentage on peer-to-peer membership transfers in the secondary marketplace.



ONE-TIME

Onboarding Package

Founding-member launch package for new clubs — setup, smart-contract deployment, marketing collateral.



ENTERPRISE

White-Label License

Annual fee for top-tier clubs to run the entire platform under their own brand.

POTENTIAL RISKS

What could go wrong — and how we handle it.



Slow club adoption

RISK

Sports orgs are conservative; "blockchain" still triggers caution.

MITIGATION

Lead with engagement metrics, not technology. Sell loyalty outcomes, not chains.



Regulatory drift

RISK

Crypto regulation is evolving; secondary markets attract scrutiny.

MITIGATION

Memberships are access rights, not securities. No public token sale.



Speculation contamination

RISK

If memberships trade at speculative prices, we look like Socios again.

MITIGATION

Transfer-fee caps, anti-flipping cooldowns, fan-first marketplace UX.



Anchor partner risk

RISK

Heavy dependence on the first 1–2 clubs makes us fragile.

MITIGATION

Diversify by month 12. Platform-neutral positioning. Portability clauses.

We're a rewards program, not a securities offering.

The legal posture is the most important slide in any blockchain pitch. Ours is deliberately, surgically clean.

WHAT WE ARE

- ✓ **A loyalty rewards program**
Legally analogous to airline miles or hotel points.
- ✓ **Earned, not purchased**
Points come from engagement, not investment.
- ✓ **Access rights, not assets**
Memberships unlock experiences. They have no cash redemption value.
- ✓ **An access transfer marketplace**
Secondary trading of memberships, not financial instruments.

WHAT WE ARE NOT

- ✗ A securities offering — no profit-sharing or revenue-rights tokens
- ✗ A public ICO or token sale to retail investors
- ✗ A speculation vehicle — points have no cash redemption value
- ✗ A custodian of investor funds — no trading, no yield

Result: minimal regulatory surface area. Standard SaaS contracts. Standard consumer protection.

REFERENCES

Sources

- <https://www.researchandmarkets.com/reports/5939106/sports-market-report?>
- <https://newzoo.com/resources/trend-reports/newzoo-global-esports-live-streaming-market-report-2022-free-version>
- <https://www.deloitte.com/us/en/insights/industry/sports/immersive-sports-fandom.html>
- <https://www.sec.gov/files/rules/interp/2026/33-11412.pdf>
- <https://www.sec.gov/files/ctf-input-reiners-2025-3-18.pdf>
- <https://polygon.technology/polygon-pos>
- <https://docs.base.org/get-started/base>
- <https://docs.openzeppelin.com/contracts/3.x/erc721>
- <https://ethereum.org/developers/docs/smart-contracts/>
- <https://www.chiliz.com/vision2030/>
- <https://www.coindesk.com/opinion/2026/04/10/how-u-s-sports-teams-can-launch-their-fan-token-strategies-right-now>
- <https://www.deloitte.com/us/en/insights/industry/technology/digital-sports-fandom.html>