



# A DIGITAL CURRENCY FOR SPORT CLUBS & FAMOUS PEOPLE



WHITEPAPER V12

# TABLE OF CONTENTS

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Table of Contents	1
Glossary	2
Abstract	3
Overview	5
Industry Analysis	6
Issues and Challenges for Fans	13
Issues and Challenges for Champions	15
The Solution	17
Future Functionalities and Version 2.0 of the Starzz Ecosystem	39
Business Model and Monetization	42
Competitor Analysis	44
Technology	45
Token Sale	47
Roadmap	52
Team	53
Advisory Board	57
Backers	60
Partners	61
Risks and Concerns	63

# GLOSSARY

## THE STARZZ ECOSYSTEM

The Starzz ecosystem, consisting of the token issuer Starzz LLC, exchange operator Bittrade LLC, and platform operator Supporterzz LLC, collectively describes the whole construct of every separate pillar of the Starzz project, including the way they interact with each other.

## CHAMPIONS

A term used to describe all professional stakeholders collectively on the Supporterzz.com platform: clubs, teams, athletes, celebrities, influencers, artists, digital content creators and many more.

## CHAMPION TOKEN

A unique token issued by a separate entity in the Starzz corporate structure for all qualified partnering Champions that gives survey points to its holders. The Champion tokens are listed on the decentralized exchange as trading pairs to the native SRZ token.

## THE SUPPORTERZZ.COM PLATFORM

A comprehensive platform that enables voting and advanced interaction between Champions and their fans. The Supporterzz.com Platform is one of the main pillars of the Starzz ecosystem and a separate founded company.

## THE DECENTRALIZED EXCHANGE

An exchange offering trading pairs between the native (SRZ) token and all other Champion-specific tokens. The Decentralized Exchange is the other main pillar of the Starzz ecosystem. For the decentralized exchange, we are going to incorporate another company with the necessary license.

## SRZ TOKEN

Native token of the Starzz ecosystem for acquiring Champion tokens. The SRZ tokens, issued by Starzz LLC, will not be made available for trade through third-party providers and will only serve as “utility token” for functional purposes of the project. It is important to note that the SRZ token does not possess any payment functionality.

# ABSTRACT

The global Entertainment and Media (E&M) market is among the fastest growing industries today. For many decades, industry experts have been introducing new ways of finding new ways for fans and idols to interact, for people to connect with each other.

Rather recently, marketers from the E&M sector and psychologists have started to explore the concept of fan engagement, the potential benefits it could bring to all the community involved in the industry, as well as its implementation possibilities. The results were consistent across the board - fan engagement is believed to be one of the most cost-efficient organic methods for unlocking the full value of fans and for fans. Studies confirmed that increasing fan engagement was related to higher average spending and CLV (Customer Lifetime Value), two of the most important interaction variables for the E&M sector.

However, while the industry is thriving, there are still a multitude of challenges that celebrities, teams, clubs, influencers, artists and creators (from here on referred to as Champions) are facing. On a macro level, Champions are only able to take advantage of a fraction of their fan's potential through the limited interaction possibilities available to them. Furthermore, their communities are dispersed across multiple channels, making it difficult to effectively manage them due to differences in the demographic and social aspects of the various target groups across all platforms and mediums. Yet another challenge lies within the lack of technological tools that professional stakeholders need to have access to. On a micro level, there are a variety of sub-sector specific challenges, such as the problems between athletes and agents in the likes of high costs or the unfair contracts between big media corporations and artists in some markets such as Asia.



As the other part of the equation, fans are facing equally serious challenges. Perhaps one of the most notable issues voiced by fans as well as by Champions is the lack of award mechanisms - rarely are fans fairly awarded for their contribution to their favorite Champions' success, despite being one of the driving forces behind it. There is an apparent lack of both a technical infrastructure and a quantification methodology to measure fan engagement and, most importantly, award it. The advantage for fans is the opportunity to get new interaction experiences and some of the benefits that were not available before.

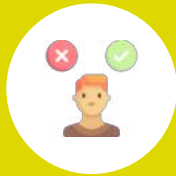
Last but not least, an issue that concerns both Champions and their fans equally lies within the inefficiency in current fan management mechanisms. Despite the popularity of fan engagement and the available data proving its efficiency, its implementation scenarios remain the least explored aspect of the concept, while they are arguably the most important.

Starzz is set to resolve exactly these challenges. The project creates a comprehensive ecosystem for Champions and their fans that allows for a new world of interaction and benefit generation possibilities. Starzz is underpinned by the Supporterzz.com Platform, the first full-fledged platform that mutually unlocks the full potential of all stakeholder groups by bringing fan base advising and the involvement of fans in the decision-making process of Champions to a whole new level.

Champions will be able to launch their own unique Champion tokens and delegate survey points to their fans through a technological infrastructure and a quantifying methodology. New partnering Champions that become part of the Starzz ecosystem will be granted a predefined amount of their own unique token, which will be acquired and sold on the Decentralized Exchange.

*The mission of Starzz is clear - on one hand, to provide Champions with a one-stop ecosystem that can unlock the full potential of their communities and on the other, to provide fans with the recognition they deserve for their commitment and support.*

# OVERVIEW



## MARKET PROBLEM: FOR FANS

- ❌ Low engagement between fans, teams and celebrities
- ❌ No awards for passionate fans
- ❌ Lack of a unified platform for fan interaction
- ❌ Unification of the fan's experience
- ❌ Lack of mechanisms for implementing incentives

## MARKET PROBLEM: FOR CHAMPIONS

- ❌ Few fan monetization channels
- ❌ Dispersed communication across social media platforms
- ❌ Lack of product sale channels
- ❌ High dependence on intermediary parties
- ❌ Lack of funding possibilities



## THE SOLUTION: FOR FANS

- ✅ Direct participation through fan votings
- ✅ Multiple unique award mechanisms
- ✅ One single social media and marketplace
- ✅ Unique fan experience for every team and star through fan voting
- ✅ Unique incentive programs for every Champion

## THE SOLUTION: FOR CHAMPIONS

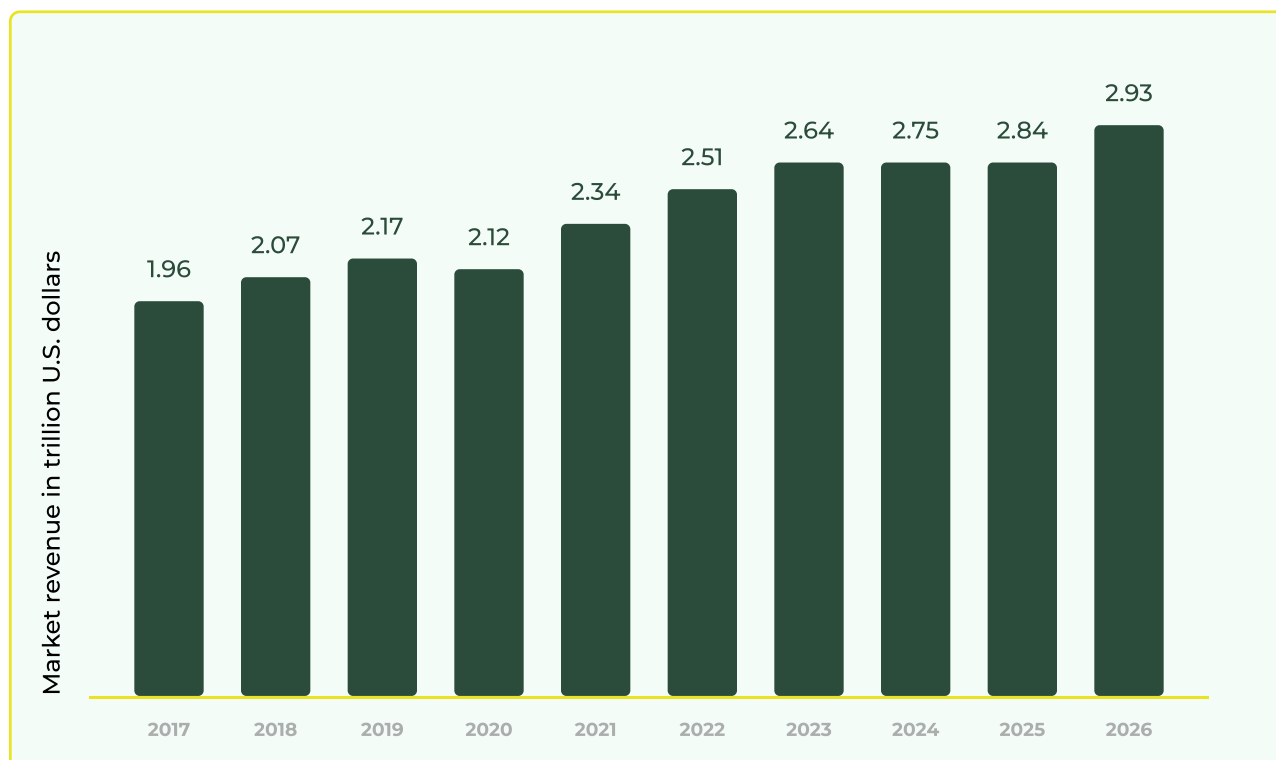
- ✅ Multiple fan monetization options
- ✅ One single ecosystem with multiple functionalities
- ✅ Marketplace for products and services
- ✅ Independance of banks, agents and media companies
- ✅ Easy access to funding through Champion tokens

# INDUSTRY ANALYSIS

## The global E&M sector

The entertainment and media industry combines a variety of sub-sectors, each with its distinctive qualities and specifics. As a whole, the industry has been among those with the highest growth rates over the last two decades, surpassing global economic growth by a considerable margin. According to a multitude of studies, the E&M market will continue to expand at an ever-increasing rate over the coming years. One of the contributing factors is digitization, which has opened new horizons in the way content is delivered to and consumed by the end users.

*"In 2021, in the year of recovery from the effects of the global pandemic, the value of the media and entertainment market reached 2.34 trillion U.S. dollars, experiencing a growth of 10.4 percent compared to 2020"*



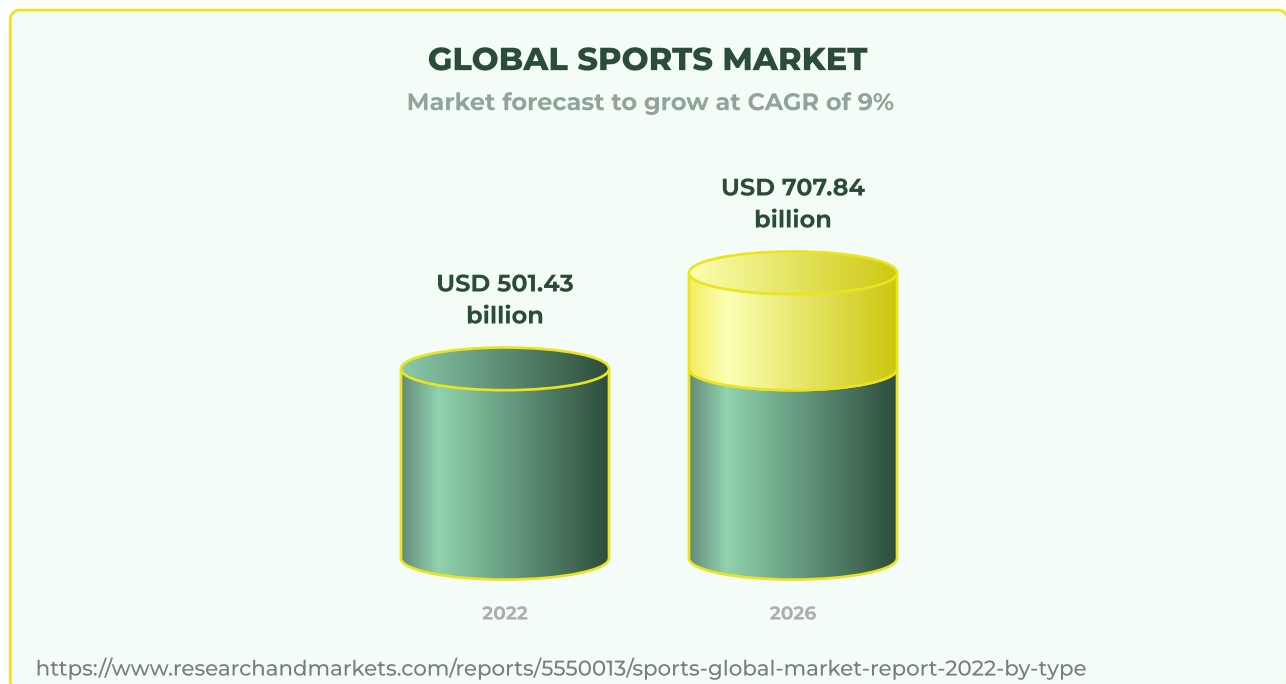
Value of the entertainment and media market worldwide from 2017 to 2026 (in trillion U.S. dollars).  
Source: Statista

More importantly, the consumer spending on digital entertainment has increased dramatically. In the US, from 18b USD in 2015 the number has risen to 33b USD and thus almost doubled in the span of 7 years.

## The global sports market

*“The commercial dynamics of sport and entertainment are more intertwined than ever before.” — Entrepreneur.com*

Sport already accounts for a major chunk of the overall entertainment industry landscape. The global sports market can be broken down into many subcategories, which transcend different sub-markets that are both professional and non-professional.



The global sports market is expected to grow at a CAGR of 9% and reach more than 700b USD by 2026. Source: ResearchAndMarkets

In 2021, approximately 57.5 million viewers in the United States watched digital live sports content at least once per month, a figure that is projected to rise to over 90 million by 2025.

Spending on sport events, as well as on sports' merchandise from teams and athletes, is also increasing rapidly:

***European sport is set for a 60% boost in live spectators in 2022.***

According to Matt Schulz, senior industry analyst for CreditCards.com, "The fact that people are spending this amount of money on sporting events shows the emphasis they're putting on experience and memories instead of just stuff".

A full-scale report by one of the Big Four further states that "there is a rising need for sports organizations to seek new and varied interaction streams and ways to forge deeper fan connections...". One of the most innovative ways to achieve that goal are so-called FAN tokens, which we will talk about later in this chapter.

## **Celebrities and influencers**

The influential status of celebrities and influencers has been greatly increasing over the last few decades and will continue at ever-increasing rates in the foreseeable future.

***According to Markets and Markets, the global influencer marketing platform size is expected to grow to a value of around \$24.1 billion by 2025, at a CAGR of 32% during the forecast period.***

The buying decision and intent of consumers today, especially younger generations, greatly depend on influencers and other people's experiences with the same products. Almost 60% of Americans cite celebrity endorsements as an influential factor in their buying behavior. Another 62% of respondents in the study said they equate endorsement from a celebrity with high levels of brand quality and integrity.

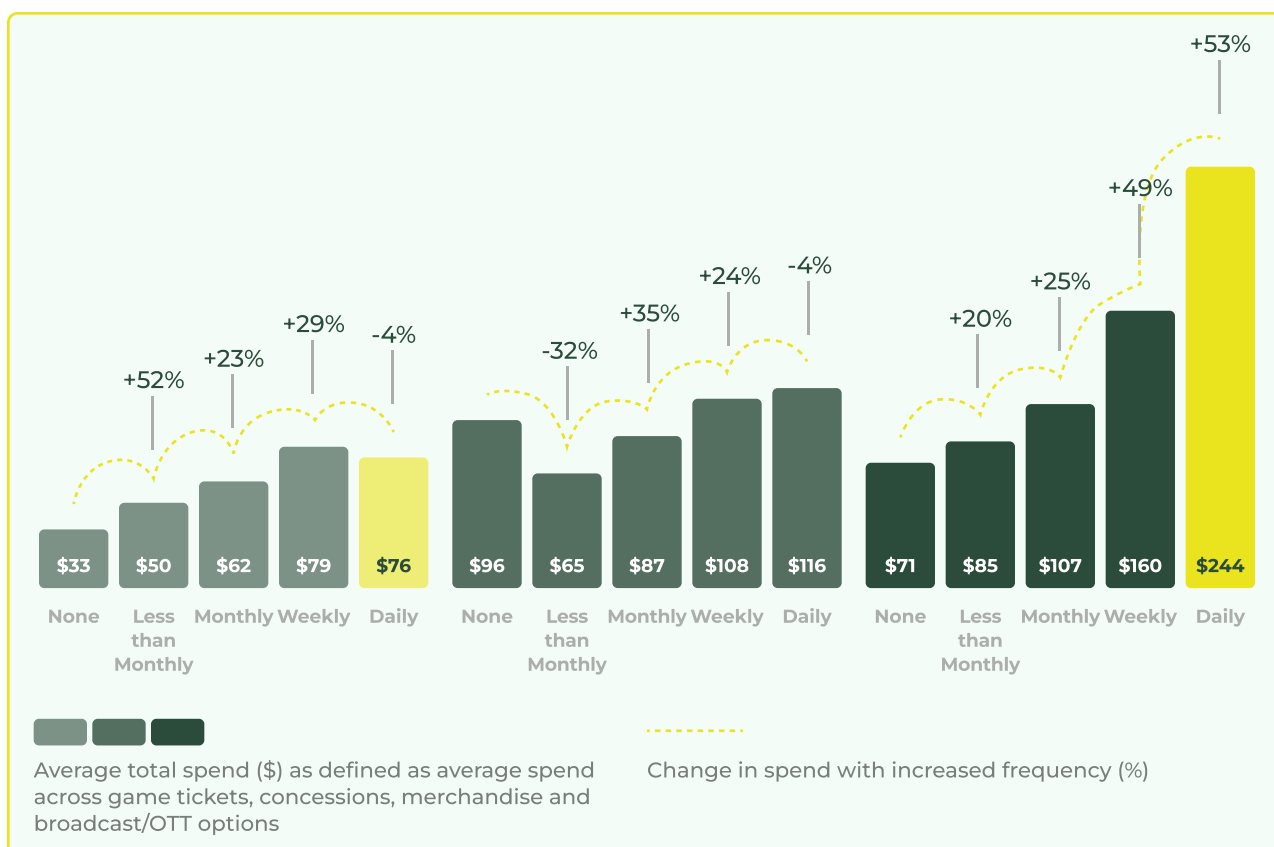
It is apparent that future generations will not only continue to place celebrities as an integral part of their daily lives, but also further elevate their role in society. However, there is one central issue collectively shared by fans, celebrities and influencers, including all Champions in general — **leveraging the full potential of the interaction between all stakeholders and the synergy effects thereof.**

## **The importance of fan interaction**

Companies and industry stakeholders have started a long time ago to seek additional ways to provide fans with better conditions for community interaction. Fan focused apps such as FANDOM SPORTS Media, as well as several blockchain initiatives are all providing innovative solutions

Sport marketers have been researching the concept of fan engagement for decades now. According to several studies by industry experts, marketers and psychologists, fan community interaction can have various positive effects on team brand equity and encourage high community engagement, higher demand for customized product use and positive word-of-mouth. Furthermore, the impact of team brand equity on positive word-of-mouth was strengthened by consumers' participation in fan programs. The same can be said for individual athletes, celebrities, influencers and digital creators, albeit their mediums might have some slight differences.

The studies suggest that the degree of fan engagement is positively correlated to the total amount spent:



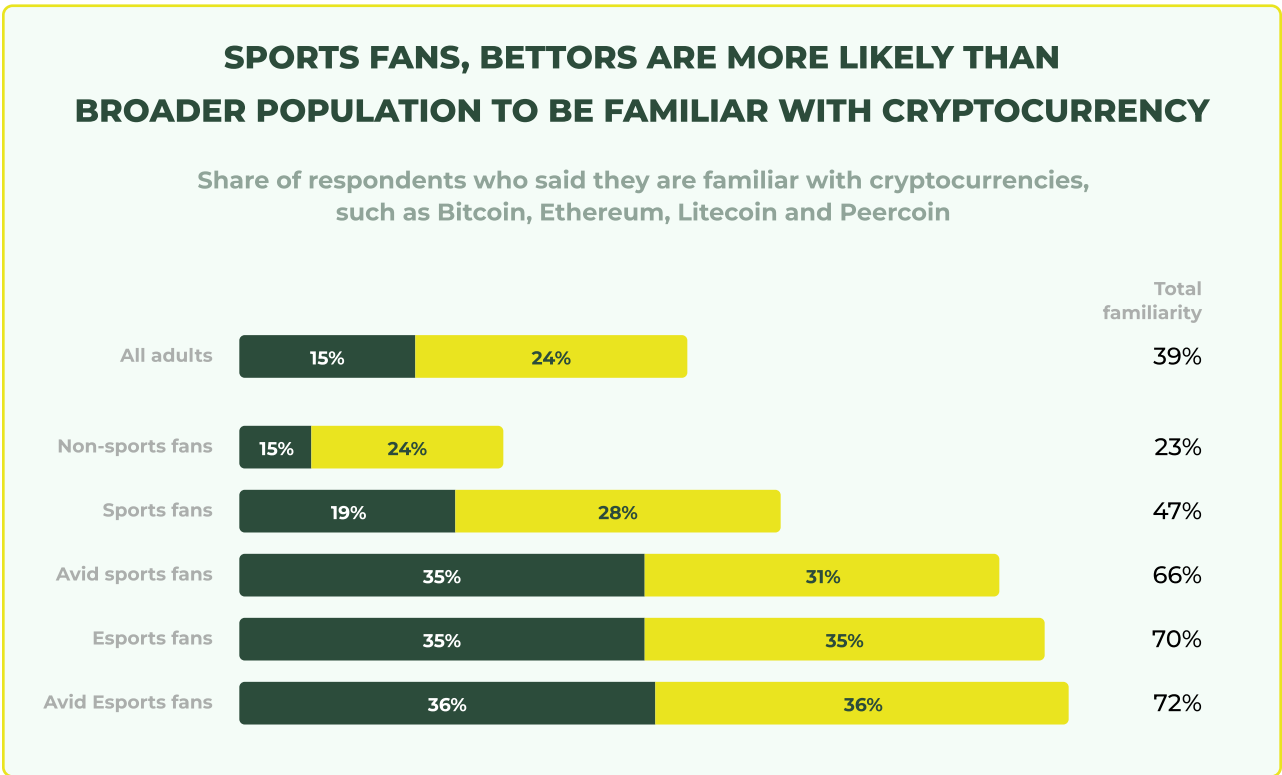
Fan spending depending on the engagement level of the fan (measured in three statuses - casual, love it and fanatic). It is evident that the average total spend greatly increases with shorter timeframes, suggesting that a comprehensive infrastructure allowing for multiple interaction possibilities could increase the revenues for clubs and similar stakeholders in the sports industry, as well as the Customer-Lifetime-Value of every fan.

## The rise of FAN tokens as a solution

FAN tokens are tokens issued on a blockchain platform by individual stakeholders such as sport clubs, celebrities, content creators, influencers or companies. Their purpose is to provide fans with more interaction possibilities by giving them access to participate in choices, access to exclusive advantages, products and services and many more. For professional stakeholder groups, FAN tokens can become a source of additional communication with fans and a tool to leverage the full potential of their communities. These tokens can be acquired by interested parties with several motivations - from a binding nature with the main purpose of connecting stars and users, to the interest in the utility use cases the tokens are offering, like to know the latest news from the stars. It's an entirely new method of interaction between fans and stars. The token allows creating informal connections between fans and stars.



A recent study by Morning Consult found out that sport bettors and fans are more likely to be familiar with the novel concept of cryptocurrencies. The likelihood increases further with greater interest, suggesting that “Fanatics” are almost twice as likely to be at least somewhat familiar with cryptocurrencies.



Sports fans and bettors are more likely than the broader population to be familiar with cryptocurrencies. Around 70% - over two thirds — of avid sports fans are at least somewhat familiar with cryptocurrencies. Source: Morning Consult

This suggests that novel concepts such as FAN tokens (and beyond) are more likely to be well accepted by fans who already have high engagement with their favorite teams, clubs and athletes.

FAN tokens have taken the cryptocurrency and ICO scene by storm - in fact, they have become one of the most successful utility token concepts on the blockchain market in the past several years. The reason is the high demand within the E&M market for a fan engagement solution across the board.

*"In August 2022 the Fan Token market capitalization almost hit \$360 million USD."*

The concept of FAN tokens, mostly known from projects such as the notorious Chiliz, has evolved dramatically and has added a multitude of additional use cases. What is more, FAN-token enabled concepts are thriving and were able to become some of the most highly successful ICOs in the past few years. Essentially, they have become an industry in themselves.

*"Football club Paris-Saint Germain has the highest-valued fan token at \$51m, while similar offerings from Manchester City and FC Barcelona are the closest runners-up, at \$38.5m and \$29m respectively."*

# ISSUES AND CHALLENGES

## FOR FANS

### **PROBLEM**

Fans are rarely engaged in the decision-making process of their favorite Champions. There is a pressing need for a reliable mechanism that can provide every single fan with an opportunity to directly participate in important decisions shaping the future of their idols.

### **PROBLEM**

Lack of a quantification methodology for the support fans provide for their favorite Champions. Currently, support is measured as a group effort and while every fan is valuable, those showing the utmost degree of dedication want to be recognized. Furthermore, a reliable quantification methodology would allow Champions to identify, award and incentivize those who are bringing the highest value through their support, which can create an overall more favorable conditions for all stakeholders.

### **PROBLEM**

There are very few ways of awarding fans for their contribution toward their favorite Champions, despite their decisive role in the Champions' success. There is a dire need for a reliable infrastructure that allows for the possibility of designing custom incentive programs that can yield various awards. Furthermore, the infrastructure should also provide the necessary conditions for the distribution of the awards to the most active fans.

**PROBLEM**

Lack of a unified platform for information and interaction with their favorite Champions. Not every fan is active on all possible online mediums, which makes it inconvenient for them to keep up with all the information surrounding their Champions they are interested in.

**PROBLEM**

There is a high degree of unification of the experience of every fan with the currently available interaction options with their favorite Champions. The lack of a custom experience means that everyone gets the same content across the board. With the proper infrastructure, fans and Champions can have the possibility of tailoring their experience and adjusting it to custom fit their own needs, hence deriving greater value from the exchange of information.

**PROBLEM**

Existing social media channels are greatly limited in the options they provide for Champions to interact with their fan base and the content they can put out. Sharing text and multimedia is far from enough today, and only scratches the surface when it comes to the full spectrum of what fans are interested in. A comprehensive platform can provide multiple ways of presenting a variety of different content types, such as advanced data and much more. Furthermore, most social media channels only allow for passive content consumption from the fans, with very few ways of engaging directly.

# ISSUES AND CHALLENGES

## FOR CHAMPIONS

### PROBLEM

For Champions, the potential monetization options of their fan base are countless, however, most of them remain unexplored due to the lack of a comprehensive infrastructure. A one-stop platform can provide a full-fledged experience for fans while allowing Champions to engineer a variety of monetization options that are otherwise beyond their reach due to the lack of tools with current solutions.

### PROBLEM

Lack of options when it comes to awarding their fans - there are very few options for Champions to design and implement incentive programs that can be easily managed through a single infrastructure. Gamification can only be applied to a limited degree with the current mediums available to Champions.

### PROBLEM

Dispersed communication across multiple channels remains a considerable obstacle - Champions are forced to be active on all social media channels and mediums. Furthermore, different channels are specific to certain target groups that are defined by a variety of demographic, social and economical variables, which makes it nearly impossible to have an efficient communication and interaction strategy on every channel.

**PROBLEM**

Lack of digital contracting infrastructure that can help Champions and especially influencers and single celebrities to close contracts with other interested stakeholder parties (such as advertisers and agents). Blockchain technology provides the possibility for a ground-breaking methodology in how digital contracts are closed, with several solutions in the sector already gaining in popularity.

**PROBLEM**

Lack of a quick, reliable and accessible way for Champions to raise funding. The existing options are either associated with high legal complexity, unfavorable conditions such as high fees or are outright beyond the reach of the stakeholders. Many players, clubs and organizations are very skeptical regarding getting funding from bigger investors because they are afraid to lose influence on important decisions that might influence their relationship with the fans.

**PROBLEM**

Celebrities and athletes are greatly reliant on agents and other intermediate parties that can impose strict restrictions and unfavorable contract conditions such as high commissions. Especially in the media industry and in some markets such as Asia, performers and artists are subjected to strict contractual conditions and are granted only a fraction of the revenue they generate.

**PROBLEM**

Advertisers are still limited to several platforms which are providing advanced targeting and ad-delivery possibilities, but are far from transparent.

# THE SOLUTION

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The Starzz project creates a full-fledged, blockchain-based, crowd- and fanbase management ecosystem that will bring the interaction between Champions and their fans to a whole new level.

The project will enable every team, club, athlete, celebrity, influencer, artist, streamer and creator (collectively referred to as Champions) - regardless of the industry they are active in - to provide voting rights to their communities through their own unique tokens (hereby collectively referred to as Champion tokens) and thus allow their communities to directly participate in their decision-making process. Fans will be able to acquire the tokens, which will represent their tokenized survey points, and exercise their votes in polls created by their favorite Champions. The decisions will then be implemented by the Champions. These tokens will not possess a payment function and cannot be traded directly between individuals within the ecosystem.

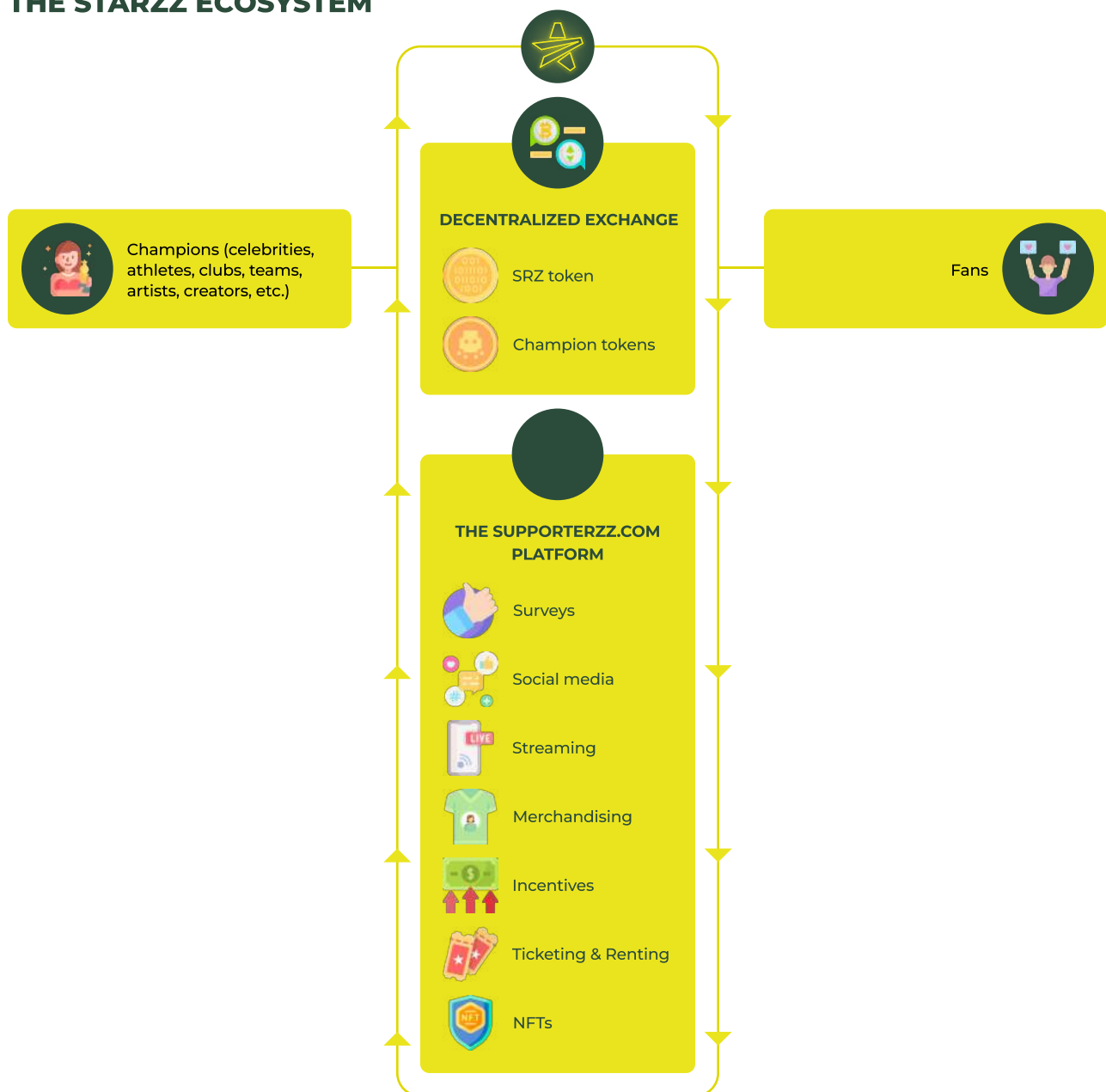
Beyond the possibility of voting, Champions and their communities will have access to the first ever ecosystem with the most comprehensive set of tools for advanced interaction, all of which will be combined under one roof. The Supporterzz.com platform will pack all possible social media features offered by traditional solutions, streaming, various incentive programs, ticketing & renting, product and service listings on a marketplace, NFT listings and many others that are currently not offered by any existing solution at a single point of interaction.



*"While providing fans with a direct voice, Champions will unlock a whole new world of options for monetization, fanbase management and community-empowerment."*

The ecosystem consists of two central pillars - the Supporterzz.com Platform and the Decentralized Exchange. The former will focus on providing the most comprehensive crowd- and fanbase management infrastructure and will facilitate voting within the Starzz ecosystem. The latter will serve as the launchpad for Champion tokens and exchange medium for the native token of the ecosystem to Champion tokens.

## THE STARZZ ECOSYSTEM



*"We are building upon successful concepts in the blockchain sector that have established the foundations of the FAN token concept as the next step in the E&M market for bridging the gaps between Champions and their communities."*

## Our vision: for Champions

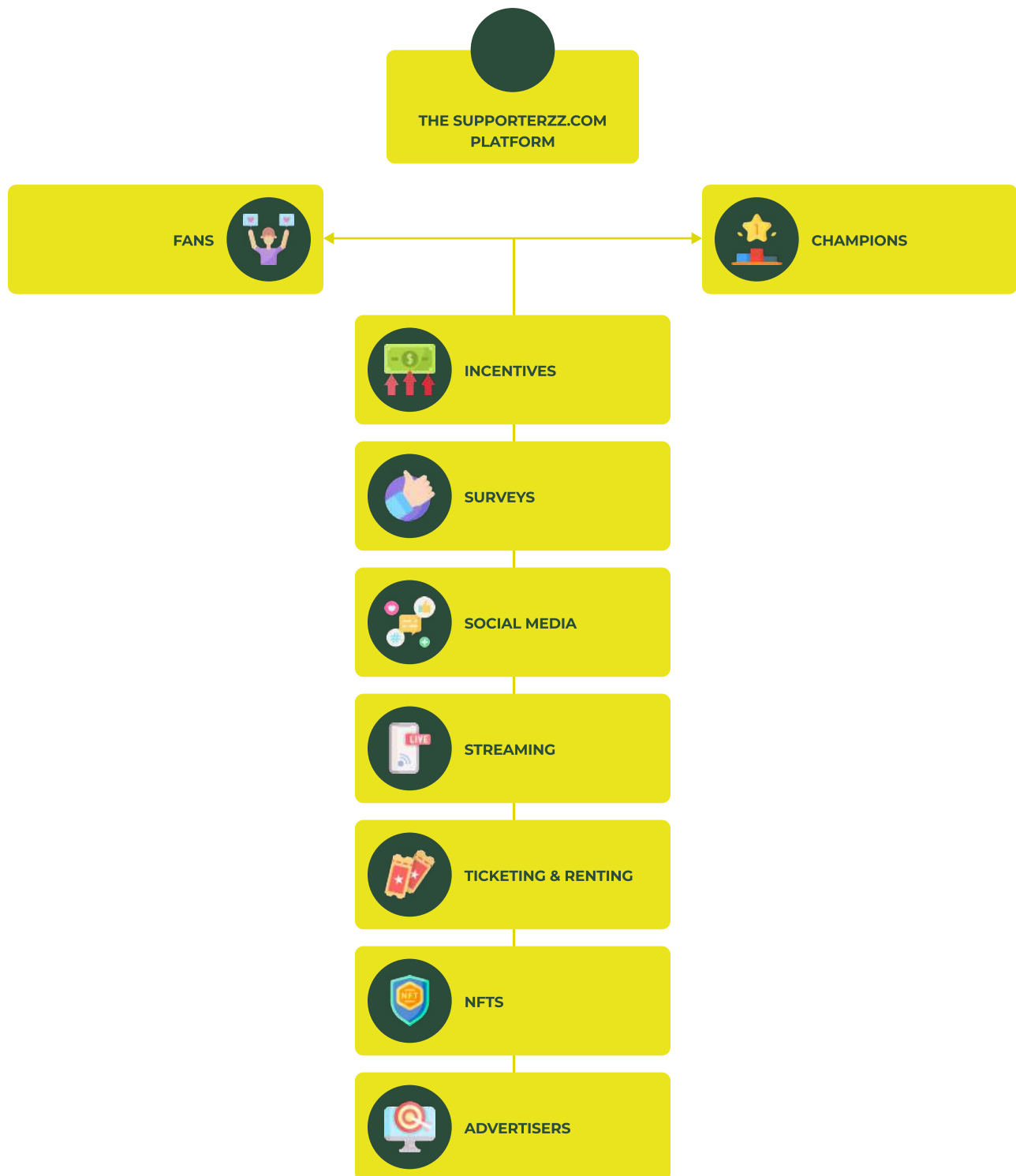
We believe that technology-enabled, token-based fan base management empowerment is the key for Champions in unlocking the full potential of fans across the E&M sector. This can be further supported by a comprehensive infrastructure (the Supporterzz.com platform) which allows for multiple interaction and monetization possibilities under one roof. Such infrastructure can allow Champions to identify their most loyal fans, to delegate survey points to their communities and thus increase the lifetime value of every fan by giving them a higher degree of satisfaction by making them a real part of the decision-making process. Voting can also become a source of valuable feedback for Champions that they don't have access to with traditional structures that provide no incentives for fan engagement.

Among all options available to Champions through the Starzz project, some of the most notable ones will be:

- Identify their most passionate supporters and their needs, make them feel recognized and award them
- Get access to a whole new world of possibilities of engaging with their fans. For the first time, Champions will have a one-stop ecosystem where they will have all possible tools in activating the potential of their communities of supporters.
- Unlock multiple monetization options in one place that are not possible with traditional solutions
- Thanks to Champion tokens, Champions can monetize the demand of their fans to participate in the decision-making process
- Incentivize their supporters through a full-fledged gamification experience by introducing various tailor-made incentive programs with real awards

## The Supporterzz.com platform

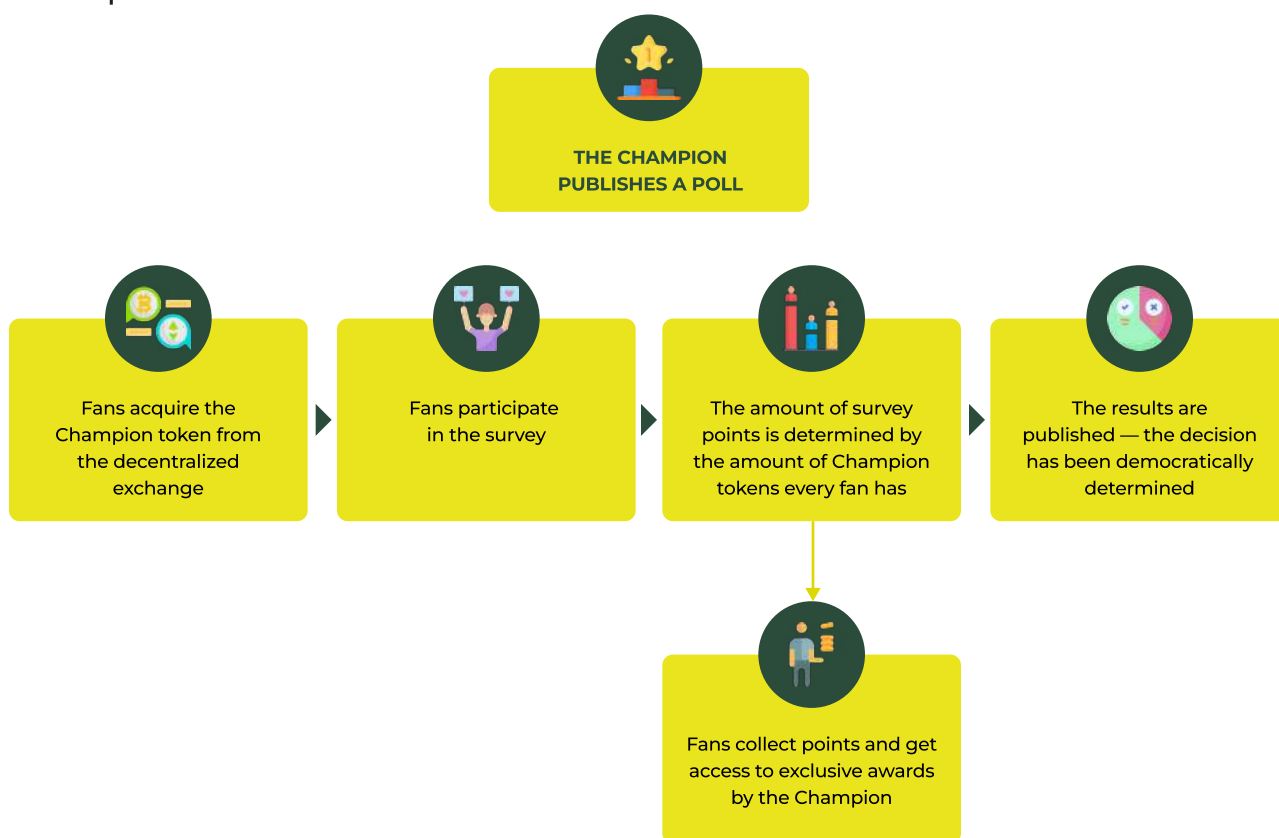
The Supporterzz platform will be available both as a web and mobile application and will provide the use-case infrastructure for both the SRZ and Champion tokens. The platform will combine a variety of functionalities - most notably, the survey and the social media network - with various sub-functionalities and incentive programs built within the whole ecosystem.



## SURVEY

We will implement a survey system founded upon a transparent and democratic crowd decision-making methodology. The process of the survey will be executed via Smart Contracts on the Supporterzz.com platform. Every Champion will be essentially able to implement their own semi-DAOs within their traditional structures by giving their fans the chance to participate in surveys with the unique Champion tokens such as the choice of the team's jersey's design, the logo, lineups in friendly leagues and many others. Since blockchain-managed votes are publicly auditable, no entity will be able to manipulate these and the full transparency regarding the outcome will be guaranteed to fans.

Fans will be able to acquire Champion tokens through the Decentralized Exchange from any Champion partnered with the Supporterzz.com platform and use their survey rights in polls created autonomously by the same Champion.



Champions will authoritatively decide on which surveys their fans and communities can decide. The possibilities are endless and could depend on whether the Champion is a team, an athlete, a celebrity, a digital content creator, as well as on which specific industry they are in. Here are some simple examples for polls that a Champion might decide to delegate survey points to their fans for:

- Choosing which the anthem should play before the game of a given sports team
- What should be the team's motto
- Various design decisions (for example, if the team is uncertain between two different jerseys or logos)
- Launch of new merchandise, limited product series and others
- What activity should a celebrity try when visiting a new country
- First row tickets to the next concert of the Champion
- VIP access to events at which the Champion will be present
- Which of three possible outfits should a celebrity actress wear at the next Oscars
- Champions can also use the voting as a feedback system - for example, a streamer might want to know what his fans think of his new intro, or a basketball team might be interested in whether fans like the new dance of their cheerleader team before the game
- And many, many others

We are striving for the utmost degree of integration both within the dApp (Decentralized Application) ecosystem and the ecosystem of traditional solutions. The Supporterzz platform will be integrable to existing platforms via overlay infrastructures and APIs, allowing every fan to participate in the decision-making process of their favorite Champions wherever they are.

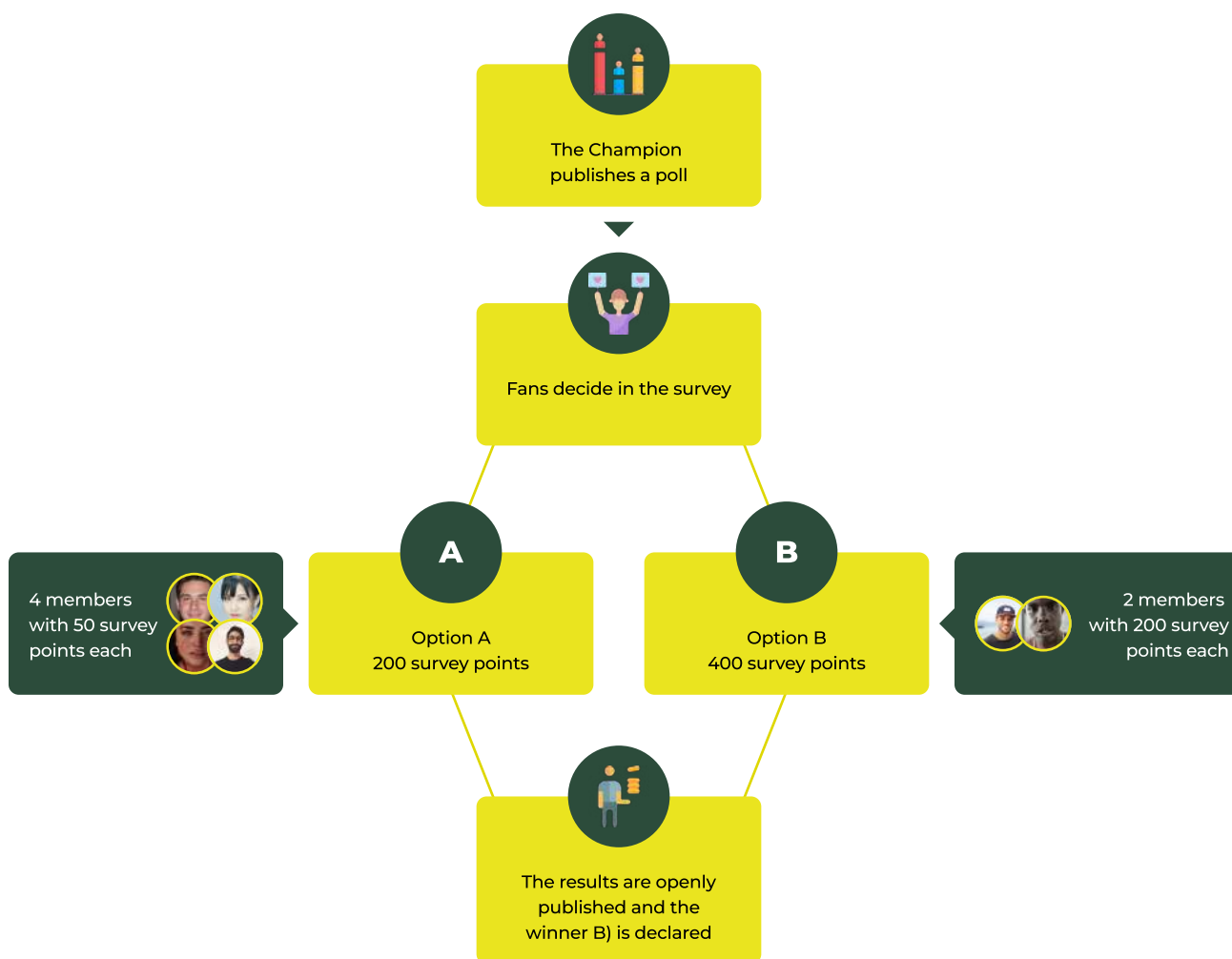
Furthermore, by using the Polygon blockchain, our solutions will be easily integrable with all other decentralized applications on the market that are also based on Polygon and thus fully compatible.

The survey procedure will commence on a separate module on the social media network and will not require users to be active on the social media network to do so. However, it is encouraged for participants to be active within all layers of the Supporterz.com Platform, as this would allow them to unlock the full potential of the various award mechanisms that are built in.

## **THE SURVEY ECONOMY**

Anyone who has at least one Fan Token is able to participate, and each fan token counts equally. However, the more tokens a participant holds, the more survey points they have - for example, if John has 50 Champion tokens and Mary has only 1, John thus has 50 survey points, while Mary has 1 survey point. The results are calculated based on the total points every option in the poll has received, so if option A) has received 30 points in total through 3 voters each holding 10 Champion tokens and option B) has received 40 points in total through 1 voter holding 40 Champion tokens, option B) would be the one the community has chosen.

The Champion will be able to decide whether there will be a minimum of survey points required for the poll to be considered valid. If the threshold is not reached, then the poll is discarded.



This naturally raises the question of power monopolies and what happens if one user acquires all the survey points for a Champion token. In order to prevent these types of monopolies, there will be a cap of the total tokens a user can acquire for any given Champion. It will not be possible for one user to hold more than 5% of the total amount of issued Champion tokens at any given time.

Note that through the survey no Champion token is spent - it is merely used as a verification method for placing the survey points and while it interacts with the Starzz Polygon sidechain network through a smart contract, it is not spent in the process.

Last but not least, placing survey points with Champion tokens will be absolutely free for every member - the exchange fees only apply on the Decentralized Exchange.

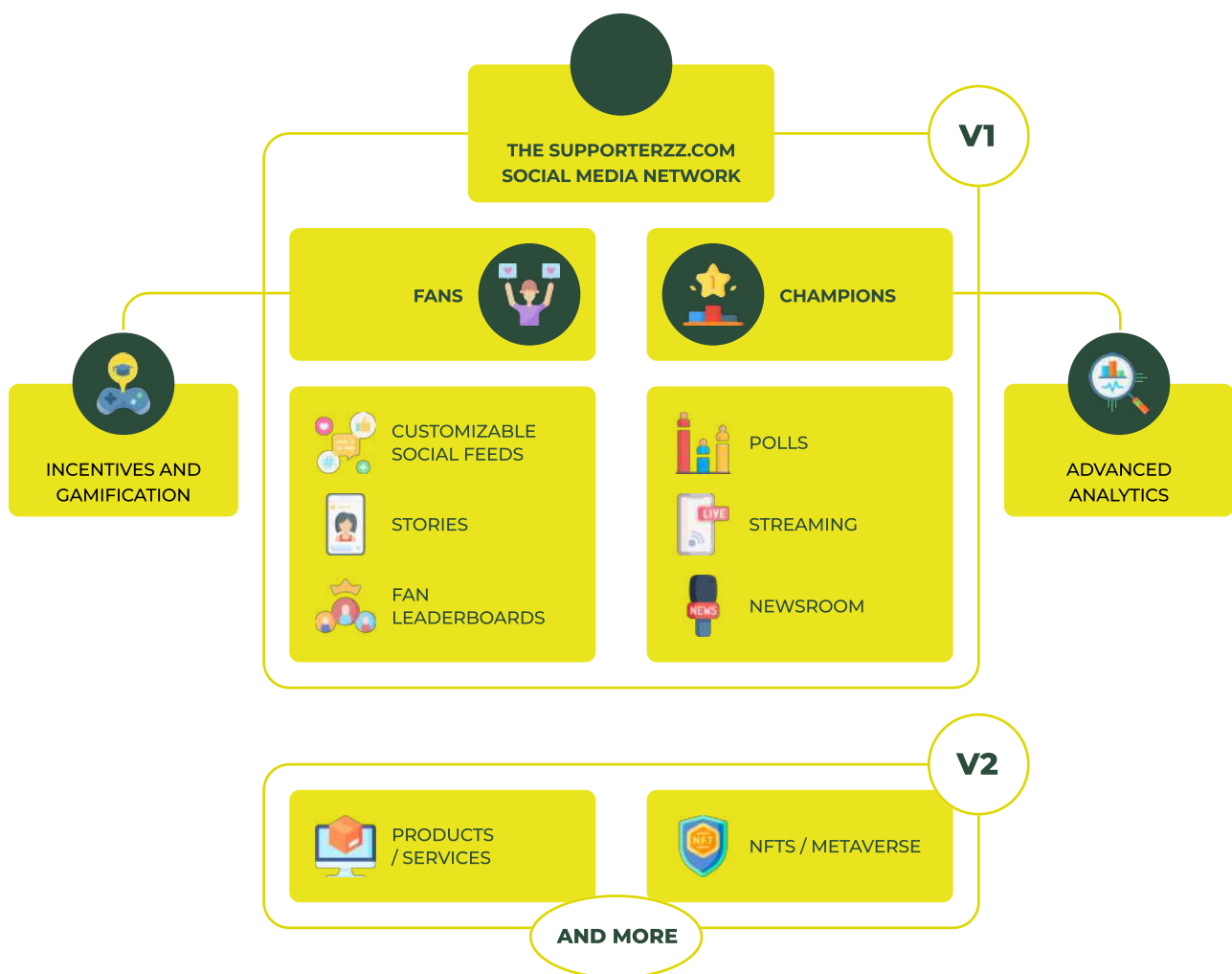


## **THE SOCIAL MEDIA NETWORK**

Champions and their fans will be connected through a social media network that incorporates all types of content and interaction possibilities currently offered by leading social media networks, as well as ways to deliver it to the end user. The social network will incorporate user profiles with various cosmetic options that are closely related to the gamification programs within the Starzz ecosystem (both customly designed by Champions and the Supporterzz.com Platform native gamification program), news feeds, groups, stories and many others. Our goal is to provide a high level of interactivity between Champions and their fans under one roof, without the current dispersity across multiple different channels that creates difficulties for all involved stakeholder groups.

The social media network will further offer advanced tools for user-based analytics, allowing Champions to get advanced insight on their communities and find new ways of activating their full potential. Organic post engagement, average comments, number of clicks on every single post based on its category and other data will allow Champions to find out more about what their fans are really interested in and the best ways to deliver this content to them.

The results from the Champion's polls the fans decide on will also be published on the social media network.



## **Profiles**

Users will be able to create and customize their own profile with descriptions and all kinds of multimedia content, as well as manage their own timelines. They will choose how to be represented within the communities they are active in with the tools available on current social media networks today.

## **Newsfeeds**

Similar to traditional social media networks, the ecosystem will incorporate newsfeeds where users will see the posts of others, news and advertisements. The newsfeeds will be entirely customizable for the users, allowing them to control the content they are getting delivered and thus achieve a high degree of customization.

Fans will be able to choose categories they are interested in and get content related to these - for example, someone interested in gaming who has acquired Champion tokens from a famous FPS player will be able to narrow down their newsfeed to get updates from other gaming communities and find new Champions they identify with. Users will also be able to also mark irrelevant content as such and overall help the algorithms on the platform adjust to their preferences in the long-term.

### **Chat**

A chatting engine (including group chats) similar to Messenger will be one of the core functionalities enabling the interaction within and between communities on the Supporterzz.com Platform.

### **Stories**

Users on the Supporterzz.com Platform will be able to publish stories that other fans and even Champions can interact with.

### **Streaming**

Champions will have the ability to host live streams directly on the Supporterzz.com platform, providing a unique and intimate experience for fans. This may include behind-the-scenes moments, such as post-training cabin or pre-concert backstage streams. However, it is important to note that due to copyright restrictions, the platform does not support the streaming of music or films.

### **Newsroom**

Champions will be able to publish news in a separate Newsroom section with regular updates and keep their fans updated on everything important that is happening. Fans will further be able to customize their Newsroom feed, allowing them to freely choose the content they are interested in.

### **Upvoting**

Upvoting is a concept taken from discussion platforms like Reddit and Quora and focuses on providing a quantified system for community-based content rating. Fans can decide who is contributing the most with their comments and information provided.

## **Fan leaderboards**

We will incorporate fan leaderboards for every Champion that will track the contribution of the fans based on the votes they have placed, the Champion tokens they hold, the duration for which they have been holding them, as well as their overall interaction with their favorite Champions. Collecting upvotes will also contribute toward the leaderboard score.

Top fans will be recognized with awards defined by each Champion, such as opportunities for meet and greets or other non-financial contributions.

## **Advertising**

Blockchain technology is known to offer great conditions for online advertising by removing intermediaries and thus lowering the fees as well as providing algorithms that are as transparent as possible without giving too much information that would make them exploitable.

The Supporterzz.com Platform will offer the option for Champions, companies and brands to promote their products to their highly targeted audience directly at the point of interaction. Advertising fees will be paid on a PPC (Pay per click) basis.

## **Subscriptions on the Starzz platform**

We will implement the non-mandatory option for users to subscribe to the Starzz platform and get additional perks. Higher subscription levels will allow the users to get more out of the platform by having access to more cosmetic options such as badges and titles.

Here is an overview of the 3 subscription plans. All subscription plans have a duration of one year.

Subscriptions	
Intermediate Price: €10	<ul style="list-style-type: none"> <li>• Scout profile badge and title</li> <li>• Additional profile functionalities (stories)</li> <li>• 1 post per day</li> </ul>
Pro Price: €20	<ul style="list-style-type: none"> <li>• Pro profile badge and title</li> <li>• Additional profile functionalities (stories, +20 more pictures, +10 more videos)</li> <li>• Unlimited posts</li> </ul>
VIP Price: €30	<ul style="list-style-type: none"> <li>• VIP profile badge and title</li> <li>• Unlimited posts including multimedia content</li> <li>• Creating groups</li> <li>• Ad-free social networking experience</li> <li>• Early access to Starzz new exclusive updates and service listings</li> </ul>

### **Gamification, ranks and points**

We plan to introduce the concept of gamification to the ecosystem with the purpose of providing additional incentives for active interaction and supporting the ecosystem

There will be two awards for users of the Supporterzz.com Platform that are differentiated into cosmetic awards and SRZ awards. The cosmetic awards include titles, badges, profile frames, avatars and other unique visual contents, which will be visible to everyone where the user has commented or interacted with the community.

The SRZ awards will come from the Community pool, which will be formed from the Community pool reserved in the token distribution. These will be split among users in equal parts based on their current rank, with higher ranks splitting a higher percentage from the pool.

Below is the rank hierarchy of the Starzz platform and the awards. Users will be able to advance in the ranks by collecting points. One of the ways of getting

these points is through active trading - the more trades they have done, the more points will receive. Another way to acquire points is for holding their Champion tokens - the longer the user is in possession of their Champion tokens and the more they participate actively in surveys, the more points will be awarded.

Rank hierarchy	
Starzz Followerzz	The user has not reached the first level of the awards.
Starzz Supporterzz	<p>The user has collected a total of 1,000 points:</p> <ul style="list-style-type: none"> <li>• Supporterzz profile frame</li> <li>• 10% of the whole fee award pool is split among Supporterzz in equal parts</li> </ul>
Starzz Fanzz	<p>The user has collected a total of 10,000 points:</p> <ul style="list-style-type: none"> <li>• Fanzz profile frame</li> <li>• Fanzz badge and a title</li> <li>• 30% of the whole fee award pool is split among Fanzz in equal parts</li> </ul>
Starzz Fanaticzz	<p>The user has collected a total of 100,000 points:</p> <ul style="list-style-type: none"> <li>• Fanaticzz profile frame</li> <li>• Fanaticzz badge and a title</li> <li>• 60% of the whole fee award pool is split among Fanaticzz in equal parts</li> </ul>

### Custom gamification programs

Next to the gamification program on the Supporterzz.com Platform, Champions will be able to custom design their own benefit structures for their communities. We will allow them to freely decide what incentives to provide to their fan base and thus add a whole new level of uniqueness that no other ecosystem on the market is currently offering. Similarly, to how streamers on Twitch.tv give benefits to their viewers with custom emotes through channel points, we are planning on allowing Champions to create a multitude of various cosmetic and other types of awards.

For example, a Champion from the gaming section might decide to award their top voters at the end of each month hosting a viewer battles session

where he plays together with his fans. A celebrity athlete might decide to offer the top fans from the leaderboards to meet after the game for a short chat and a selfie. The possibilities here are essentially endless.

Here is an example in which a Champion (in this case, a celebrity football player) has decided to implement.

Rank hierarchy	
Champion Supporter	<p>The user has spent 1 survey point.</p> <ul style="list-style-type: none"><li>• 2% discounts on all merchandise</li></ul>
Champion Fan	<p>The user has spent 100 survey points.</p> <ul style="list-style-type: none"><li>• 10% discounts on all merchandise</li><li>• Free ticket drops</li><li>• Honorable place in the Wall of fame of the Champion</li><li>• Moderation status in live streams</li></ul>
Champion Friend	<p>The user has spent 1,000 survey points.</p> <ul style="list-style-type: none"><li>• 20% discounts on all merchandise</li><li>• Free ticket drops</li><li>• Top placement in the Wall of Fame of the Champion</li><li>• Moderation status in live streams</li><li>• Unique badge and icon in live streams</li><li>• Questions during live Q&amp;A sessions</li><li>• Meet and greet session once per year</li><li>• Participation in giveaways of unique products such as sportswear of the Champion's personal collection</li></ul>

The above is merely an example of what a Champion who is a football player might decide to implement as an award structure for their fans. A streamer in the gaming category, for example, might decide to implement completely different benefits - such as unique emotes, more channel points for every minute spent watching, custom voice command to play when the user enters the stream, moderator status, chat badges, honorable mentions in the stream credits, part of the team for viewer battles with the streamers and many more. We are leaving the power entirely in the hands of Champions while providing them all tools necessary to leverage every possible decision in terms of incentivizing their fanbase and delivering the awards to them.



We have already mentioned Leaderboards and how fans can earn top places on them by spending survey points or collecting upvotes. The Leaderboards awards can also be defined by every Champion in a customized way.

**Ambassador program**

Our ambassador program will provide additional incentives for all stakeholders within and outside the Starzz ecosystem to spread the word about our project and invite new members aboard. Next to the various awards, we will implement for fans, we will incentivize influencers and other notable stakeholders from the crypto- and blockchain community that are not direct users of our services by providing them with the possibility to earn SRZ tokens for bringing new users in.

The ambassador program will be based on referral link sign ups. Every user will have its own area in the dashboard where they will have access to their unique referral link that is associated with their user ID. The user will also have an overview of every successful sign up and all commissions, as well as other awards they are eligible to. We will reserve 3% of the total token distribution of SRZ for benefits of our ambassador program.

Here is an overview of some of the benefits we have currently planned for the initial stage of our ambassador program. These benefits will further be expanded based on the total users referred, as well as on the stage of development of our ecosystem.

Fan Ambassadors	
Fan Ambassadors	<ul style="list-style-type: none"><li>• Exclusive events and incentives</li><li>• Limited Ambassador merchandise</li><li>• Direct and personal connection to their favorite teams</li><li>• Mentoring &amp; Guidance</li><li>• Recognition from their favorite Champions</li><li>• Influence on product development</li><li>• Various benefits from the Community pool</li></ul>

Champions and external Ambassadors (such as Champions, influencers and others) will have access to a different set of incentive mechanisms that are tailored to their needs.

Champions and external Ambassadors	
Champions and external Ambassadors	<ul style="list-style-type: none"><li>• Meet and greet sessions and events with the Starzz management</li><li>• Access to additional functionalities</li><li>• Better terms on Champion token offerings</li><li>• Top placements in the social media network</li><li>• Top placements of the products on the marketplace</li><li>• Sneak peak in new functionalities to be implemented in the ecosystem</li><li>• Influence on further ecosystem development</li><li>• Extensive benefits from the Community pool</li></ul>

### **Bug bounty program**

We will implement a bug bounty program that will benefit anyone who detects a potential loophole in the security of the platform, in the usability, the UI or any other issue with SRZ tokens. Bugs will be reported via an additional functionality directly available on the platform, allowing the user to pinpoint exactly where and how the bug occurred, as well as to assign the report to their account and wallet, allowing them to be credited their award in SRZ tokens.

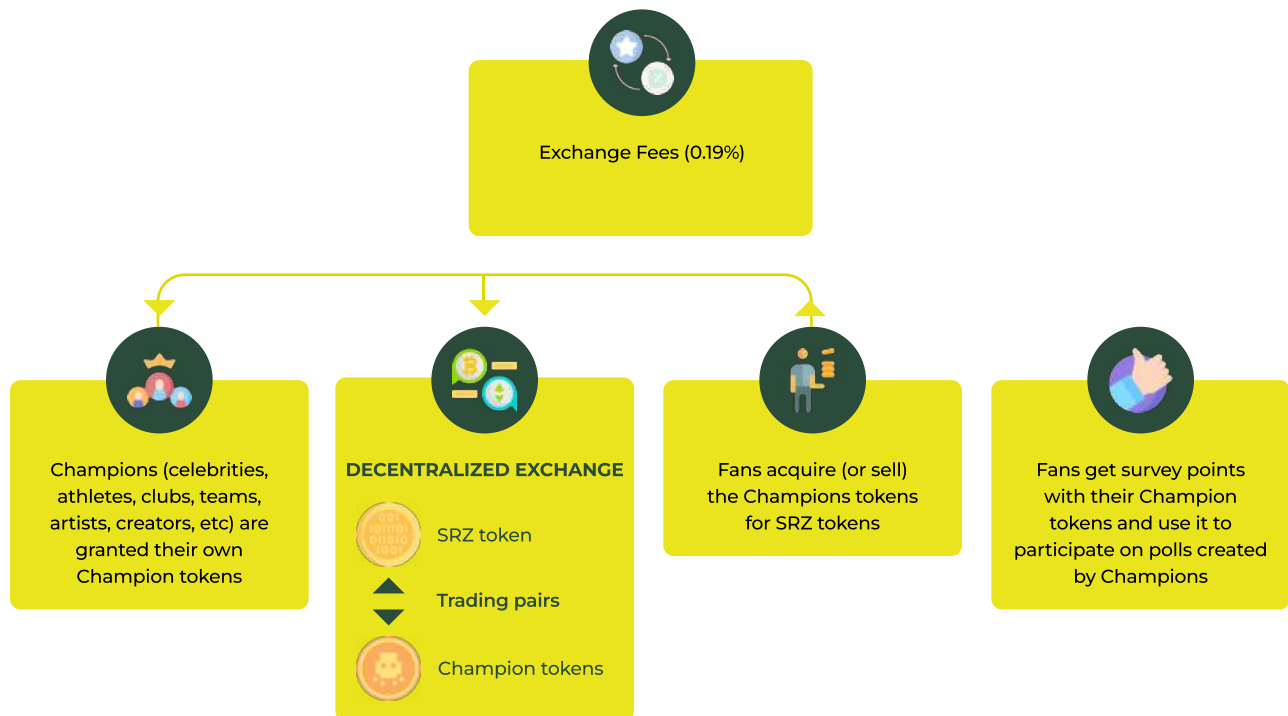
Various bugs will be awarded with different amounts of SRZ tokens - for example, detecting a major security loophole will be awarded with much more tokens compared to a minor bug in the UI or UX of the app.

A total of 4% of the total token distribution will be reserved for the bug bounty program.

## **The Decentralized Exchange**

A licensed external company within the Starzz ecosystem will manage the Decentralized Exchange under our supervision, ensuring the highest industry standards for security and privacy. This exchange will primarily facilitate the transfer of SRZ tokens to Champion tokens within the Starzz ecosystem, while also offering SRZ/BTC and SRZ/MATIC pairs.

Please note that Champion tokens can only be exchanged for the native SRZ token. Lowest offer price will be listed at the top and automatically assigned to the buyer (and vice-versa) completing the trade. There will be an exchange fee cost of 0.19%.



## Champion tokens

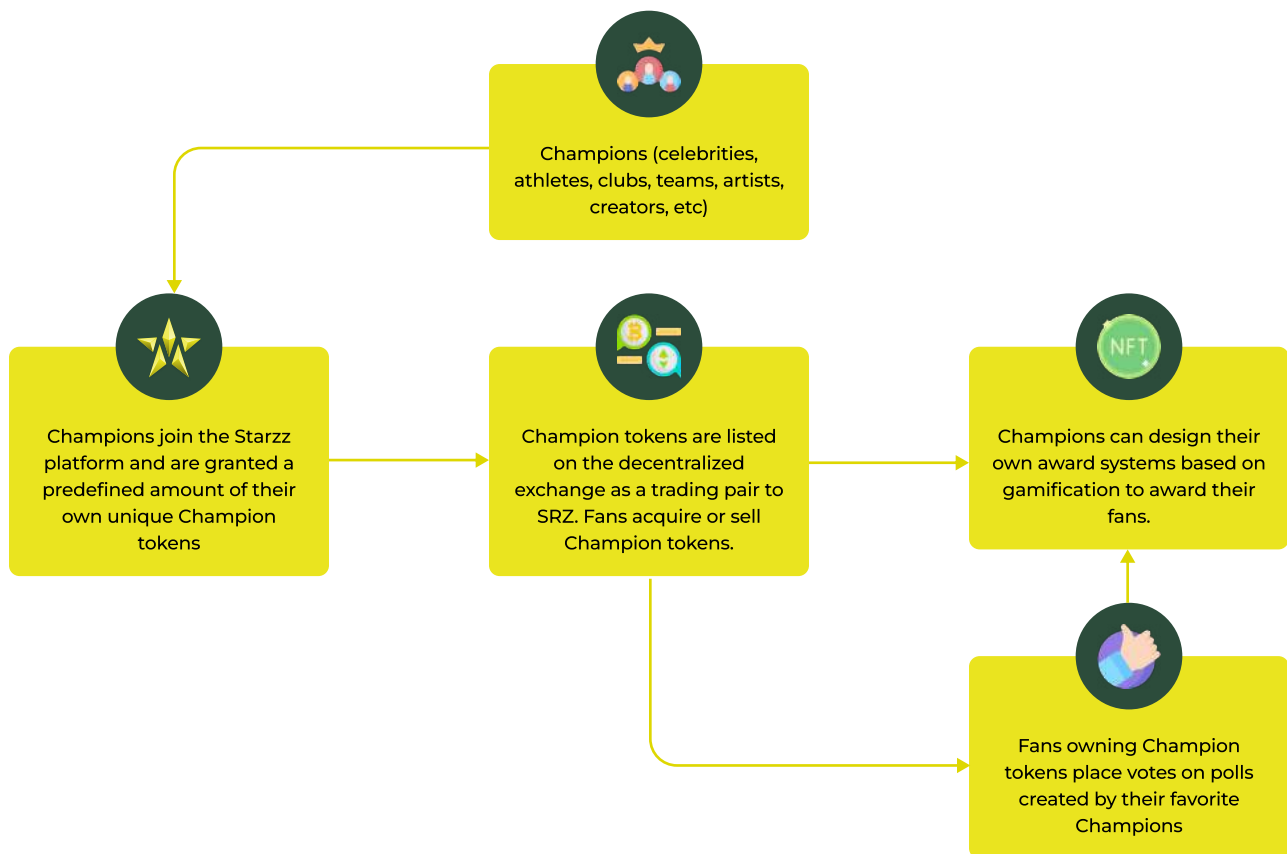
Champion tokens will be the bread and butter of the Starzz ecosystem and will represent survey points. Every Champion token will be equal to one survey points and will grant its holder access to all survey rounds initiated by the Champion.

Important to note is that Champion tokens will not represent traditional cryptocurrencies and will thus be limited for use only within the Starzz ecosystem. Champion tokens will be hosted on the permissioned Polygon sidechain instance.

Every new partner of the Starzz ecosystem will be granted a predefined amount of their own unique Champion token with a 3-letter abbreviation that they can choose. The amount of Champion tokens will be defined upon launch and no further tokens will be minted in the future to secure a fixed supply and appreciation over time. During a limited time, the tokens will be made available for sale (much like during an ICO sale), allowing fans to gain early access at the best possible price and thus incentivize demand. These tokens will be transferable on the decentralized exchange in pairs for the platform's native SRZ token.

Champion tokens give their holders rights for polls and surveys, which they can exercise transparently on the blockchain and participate in the professional development and advising their favorite Champions. The voting system will be completely transparent, ensuring no fraudulent behavior is possible for either of the stakeholders.

The Champions tokens, like the SRZ tokens, are securely stored in individual user wallets within the Starzz ecosystem. The security and custody of these tokens is maintained through decentralized storage, meaning that Starzz itself does not have access to these wallets. Users are also given the option to store their tokens outside of the ecosystem in a separate wallet of their choice, providing added security and control over their assets.



## The Decentralized Autonomous Club (DAC)

A DAO (a Decentralized Autonomous Organization) is a complex technical and organizational structure, in which power is distributed across token holders through voting on the blockchain. A DAO is not governed by one single entity as traditional centralized organizations - it is instead equally ruled by its community members and relies on a bottoms-up management approach. The motivation behind the creation of DAOs as a concept lies within the idea of aligning the interests of all stakeholders within the organization, which prevents authoritative decisions by single entities that might not be in the organization's long-term interests.

We are planning on implementing another concept to our ecosystem, firmly embedded on the principle of DAOs, that is unique to the blockchain E&M and fan token market - the DAC (Decentralized Autonomous Club). The goal is to reverse the traditional structure of bottom-down decision-making power that is currently prevalent in the E&M industry and is being criticized by fans for multiple reasons, most notably the motivation of personal gains over pursuing

the long-term goals of the club or team. A DAC can bring the power back to the hands of the fans in a verifiable and transparent way, which would have more positive end results for the team or club itself compared to traditional one-sided power asymmetries resulting from single powerful investors or corporations focused solely on positive term sheets.

Our DAC concept is based on the German 50+1 rule in football, which requires a club to hold over 50% of its voting rights, ensuring majority ownership by the club's members and fans. This protects against the influence of private investors and prioritizes the fans' wishes and financial security. The club members maintaining the majority voting rights ensures private investors are unable to push through measures which prioritize profit over the supporters' wishes. It also provides financial security, as fewer risks are taken.

We will acquire the full rights over an existing football club through a third company which will be established during the Starzz ICO and create its own unique Champion token. As with all other Champion tokens, fans will have the possibility to acquire this token via an initial distribution on the Decentralized Exchange.

The company will take the necessary steps to obtain a license from the relevant regulatory authorities, as the tokens will be classified as security tokens. Upon securing the license, the company will embark on a fundraising effort to acquire a suitable football club, with the ultimate goal of integrating it into a decentralized autonomous organization (DAO) structure. We anticipate receiving legal clarification by December 31, 2023, with the completion of the club purchase expected by June 30, 2024. An additional 6 months of project work is estimated for the successful transfer of the club into the DAO structure.

Anyone owning the token will be able to participate in club decisions and have an impact on how the club is run. The DAC can be a non-profit organization and the fans will advise on how the earnings should be spent for its further development or they are distributed to the token holders.

There will be two types of participation in the decision-making process - paid and free ones. The paid participation will carry a higher participation power than free votes, however, we will limit their total participation power in order to prevent high influences by single parties. The proceedings collected through the paid participation's should come into play as a financial stabilization mechanism if the club starts losing money.

We value free participation just as much as paid participation because our goal is to restore power to the common person in football. Therefore, regardless of a member's financial situation, we must ensure that holders of the token can participate to govern the club.

The main difference between the DAC token and the traditional Champion tokens is in the power it gives to its holders. Since the DAC will have no managing figure behind it and will instead be entirely community-governed, fans will have the full power over how it is managed in the long-term. Token holders will define the future of the DAC by appointing responsible persons and continuously participate in decisions that are essential for the club's development such as acquisition of seasoned professionals, priority of youth employment, giving chances to young talents that might have not yet been recognized by bigger clubs and many more and many others that are otherwise not possible with traditional FAN token concepts and even the Champion tokens created by the Starzz project.

As with other Champion tokens, we will introduce a maximum cap of the amount of tokens every user can acquire in order to prevent power monopolies. The cap will be 5% of the total supply of the token.

Based on the success of the first DAO club, we are planning on expanding this concept further throughout other sectors where it may be applied. We can implement the concept to virtually any sport type, including eSports, where we believe the highest potential lies due to the informal way many eSport teams are formed, as well as the abundance of unrecognized talent in the gaming space.



# **FUTURE FUNCTIONALITIES AND** **VERSION 2.0 OF THE STARZZ** **ECOSYSTEM**

## **Non-fungible tokens (NFTs)**

NFTs or non-fungible tokens are tokenized digital items. Any virtual asset such as an online image or even a status on a social media can be tokenized and converted to an NFT that is then sold at an auction. The most passionate fans can go to great lengths in acquiring this digital item and becoming their rightful owner, which is verifiable on a blockchain ledger. This NFT can then be securely transferred to other users, again on the blockchain. It is a popular concept that is perfectly suitable for our main target group of Champions. We are planning on offering Champions the possibility to list and sell their own NFTs on a separate marketplace on the Supporterzz.com Platform. Minting, listing and selling the NFT will commence in the native SRZ token.

For Champions within the Starzz ecosystem, NFTs open endless possibilities for monetization. Examples for NFTs could be limited edition products, as well as any digital item such as a video or an image.

Tokenized tickets offer numerous advantages compared to traditional models. NFT tickets provide robust ownership verification, effectively addressing the challenge of bulk purchases and resale at inflated prices. With NFT tickets, users can still engage in secure and equitable ticket trading through dedicated marketplaces. This innovative approach not only enhances security but also minimizes the issues associated with physical tickets, such as copying, loss, theft, and damage. Moreover, introducing the option to rent NFT tickets adds an additional layer of flexibility and convenience for users and champions, expanding the ticketing system's appeal. Renting allows users to access events without the commitment of full ownership, while champions benefit from a continuous flow of ticket-based revenue.



## Product and service listings

We are planning on implementing the possibility for every Champion to list their own merchandise, service offerings, tickets including renting tickets and other items on their own separate Shop page directly hosted on their profile. They will be able to sell to their highly targeted audience directly at the point of interaction in EUR or USD, of which the Starzz project will collect a 0.19% Exchange fee.

## Metaverse

At a later stage of the ecosystem development, we will implement the possibility for Champions to create their own metaverse sub-ecosystems. This can also be organically implemented within the streams of the Champions, allowing them to incorporate live events within the metaverse with active fan participation.

Champions will be able to create their own sticker packs and avatars that their fans will acquire based on their rank within their own gamification programs. Group challenges for fans will also be implemented for a higher engagement within the Champion's ecosystem.

As a next stage of the development of the Starzz Metaverse, we are planning on providing the option for stickers and avatars to be made transferable as NFTs and traded on the marketplace.

## Wallet 2.0

Starzz is actively enhancing its onboarding experience, making it more accessible for web2 users by introducing payment options such as PayPal and credit cards. The primary objective is to simplify user access to our platform and services. Upon registering on our platform, users can effortlessly link their personal wallet, where their tokens and NFTs will be securely stored. This feature ensures the safekeeping of their digital assets.

We aim to provide a seamless experience for all users, making our services accessible without the need for Fan Tokens or cryptocurrencies. Users can participate in various activities without having to navigate the complexities of the crypto world. For the convenience of our users, standard and discounted prices may be visible for certain services. The reduced price is offered to Token Owners, encouraging users who may not be familiar with web3 concepts to explore this technology. This approach aims to lower entry barriers and foster interest in web3 technologies.

Starzz's platform is designed to accept conventional payment methods such as PayPal and credit cards for direct access to services. Users can also acquire our tokens using these traditional payment options. It's important to note that Fan Tokens serve solely as a medium of exchange. They offer benefits like discounted services, survey participation, and eligibility for rewards and incentives.

In terms of security and privacy, Starzz upholds the highest industry standards. Champion and SRZ tokens are securely stored in individual user wallets within the Starzz ecosystem. This decentralized storage approach ensures that Starzz does not have access to these wallets. Users also have the flexibility to store their tokens in an external wallet of their choice for added security and control over their assets.

Starzz's commitment is to provide a seamless and secure onboarding process, making web3 technologies more accessible to a broader user base while prioritizing the privacy and security of our users' assets.

# BUSINESS MODEL AND MONETIZATION

The Starzz ecosystem employs a multifaceted approach to monetization and revenue generation, designed to ensure sustainability, equity, and the overall success of the platform.

A fundamental pillar of monetization within the Starzz ecosystem is transaction fees associated with the trading of SRZ/Champion token pairs. This structure creates a self-reinforcing economic model that relies on the principles of supply and demand. This system is designed to foster a healthy and sustainable economy, ensuring that the value within the ecosystem is entirely derived from these core market dynamics.

In the context of NFTs (Non-Fungible Tokens), we implement a competitive service fee of just 1.9%. Notably, this fee is considerably lower than leading NFT marketplaces such as OpenSea. It's essential to emphasize that minting fees differ for fans and Champions. Fans are subject to a 1.9% fee based on the final sale price, whereas Champions bear a 6.9% fee associated with their sales.

Exchange fees play a critical role in the ecosystem, with a fixed rate of 0.19% applied to transactions. This rate ensures the fair distribution of resources within the Starzz ecosystem, aligning with the platform's commitment to equity.

The revenue model expands to include additional monetization avenues. Subscriptions on the platform, offering enhanced functionalities, contribute to revenue generation. Importantly, 100% of these subscription fees flow directly to the platform. These proceeds are earmarked for operational costs and further development expenditures. Additionally, the platform leverages advertising fees using a Pay-Per-Click (PPC) model, creating another stream of revenue for the Starzz ecosystem.

Champions benefit from fan token sales by retaining up to 50% of the generated proceeds. This feature aligns with the ecosystem's ethos of empowering Champions and offering them a fair share of the financial rewards.

The ecosystem expands its revenue model to encompass ticketing systems. Notably, a 5.9% fee applies to NFT ticketing, bolstering the financial resources within the ecosystem. This inclusion of ticketing enhances the platform's versatility and further monetization possibilities.

The Supporterzzz.com platform, an integral component of the Starzz ecosystem, extends beyond basic functionalities. It incorporates metaverse and streaming ticketing options, along with the innovative concept of renting NFT tickets. These features amplify the ecosystem's monetization potential, creating a dynamic and multifaceted revenue model.

The community pool, a cornerstone of the ecosystem, receives support from the Starzz token reserve. This synergy ensures the sustainability and equity of the ecosystem, bolstering its financial foundations and promoting a fair distribution of resources.



# COMPETITOR ANALYSIS

The FAN token market is still in its infant stages. While there are already some projects such as Chiliz and Binance that have managed to develop their own solutions and gain traction on the market, the degree of competition remains very low.

Currently, Chiliz and Binance have listed only a limited amount of FAN tokens. We discussed in the industry analysis chapter the growth potential of the FAN token market, signifying a niche that is yet to be filled. The Starzz project thus has tremendous market potential that is yet untapped. What is more, we are planning on expanding further on the concept of FAN tokens by introducing additional benefits that our competitors are currently not offering. These are, above all, the DAC, a broader focus of our target groups, more interaction possibilities between fans and Champions, minting of NFTs, lower trading fees and bigger percentage of the revenues going to the Champions.

	Chiliz	Binance	Starzz
Target groups focus	Mostly the sports industry	Mostly sports and eSports industries	All industries and celebrities
Interaction possibilities	Social media	Limited	Social media and a marketplace
Revenue share split	Bigger percentage to Chiliz	Bigger percentage to Binance	Bigger percentage to Champions

# TECHNOLOGY

We will be using the main Polygon blockchain and the ERC20 standard to facilitate the creation and transactions of SRZ in the Starzz ecosystem.

With the release of the Starzz launchpad for Champion tokens, we will introduce our own permissioned PoA-based (Proof of Authority) Polygon sidechain, which will be responsible for the voting procedure and the transfer of all Champion tokens.

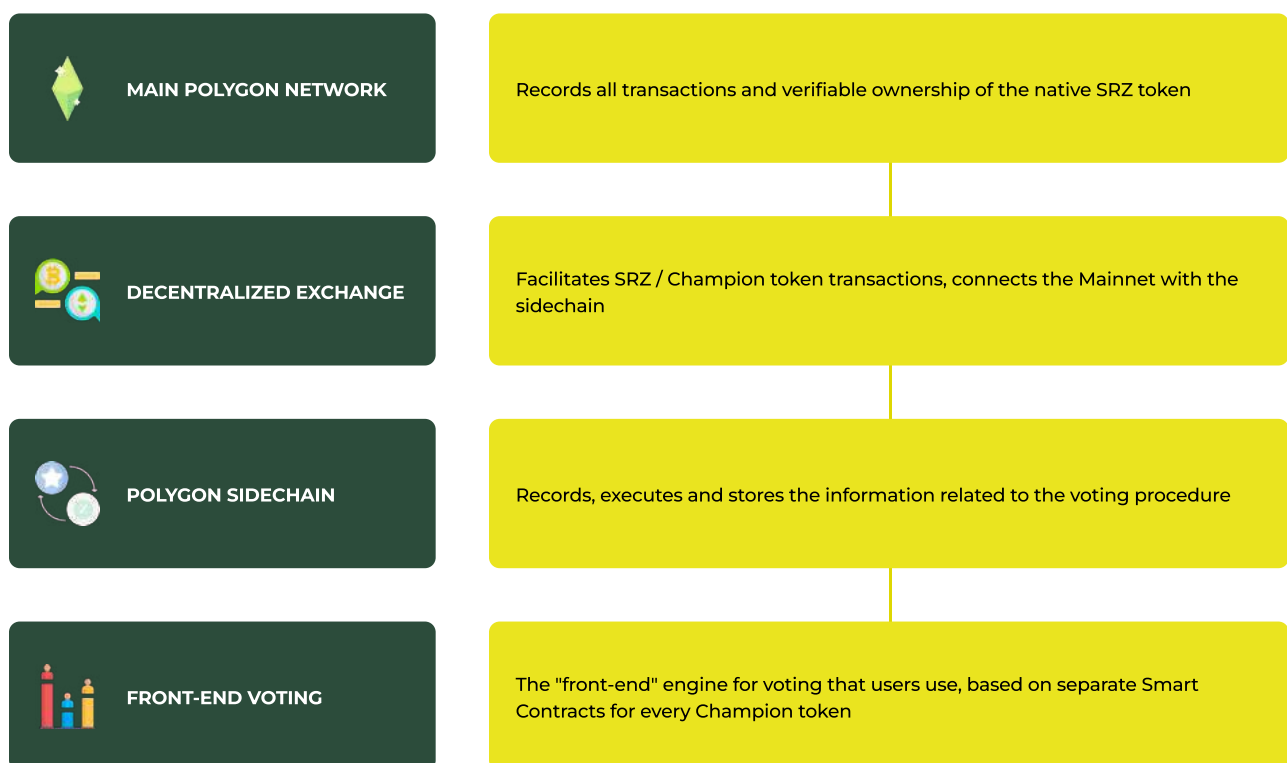
The permissioned sidechain is the heart of Supporterzz.com. It hosts every Champion who connects with the platform and runs a semiautonomous crowd voting mechanism on this blockchain.

The idea behind the creation of a permissioned sidechain is to lower the transactional cost, achieve better speed, improve the scalability of the Starzz ecosystem, higher degree of security and decrease the technical load that would otherwise be too high due to the high number of expected transactions. This becomes possible through the use of a Proof of Authority (PoA) consensus algorithm to confirm each new block of the permissioned chain - with each block storing decision results - instead of the use of Proof of Work (PoW) consensus and the mainnet. This system also allows transparency as Supporterzz.com's PoA sidechain, which will be publicly auditable.

Not using a Proof of Work (PoW) consensus reduces the energy consumption of our technical operations by up to 99%, which, especially recently, has been a subject of heated debate among regulators looking into the effects of cryptocurrency mining on the environment. Furthermore, amidst rising energy prices throughout Europe, this will present us with a much higher degree of operational efficiency compared to using a PoW-based technical infrastructure, which will also reflect in the transaction costs and execution times for the end user.

Everything occurring on the Supporterzz.com platform in terms of voting & trading is stored in an auditable, permanent manner via public ledger on our permissioned blockchain. On the other hand, everything that occurs on the Supporterzz.com platform in terms of SRZ ERC20 transactions converted from SRZ tokens and Supporterzz.com account balance runs on the main Polygon blockchain.

That means that SRZ tokens will be emitted on the main Polygon blockchain, while partner-specific Champion tokens will be emitted on our permissioned sidechain. The Supporterzz.com platform itself serves as the only bridge which enables the exchange of SRZ tokens and Champion Tokens and vice versa.



# TOKEN SALE

SRZ is a utility token released on the Polygon blockchain according to the ERC20 standard.

General terms	
Token name	SRZ
Total supply	3,000,000,000 SRZ
Total for sale	33% of the total issue of tokens (990,000,000 SRZ)
Cryptocurrencies accepted	BTC, ETH
Soft cap	1,500,000 €
Hard cap	45,240,000 €

The token sale will be carried out in three stages: Private Sale, Pre-Sale and Public Sale.

Private Sale	
Dates	01.04.2023 — 31.05.2023
Minimum amount to buy	100,000 SRZ
Hard cap in SRZ	490,000,000 SRZ
Hard cap in EUR	17,640,000 €
Price	0.036 €
Discount	40%



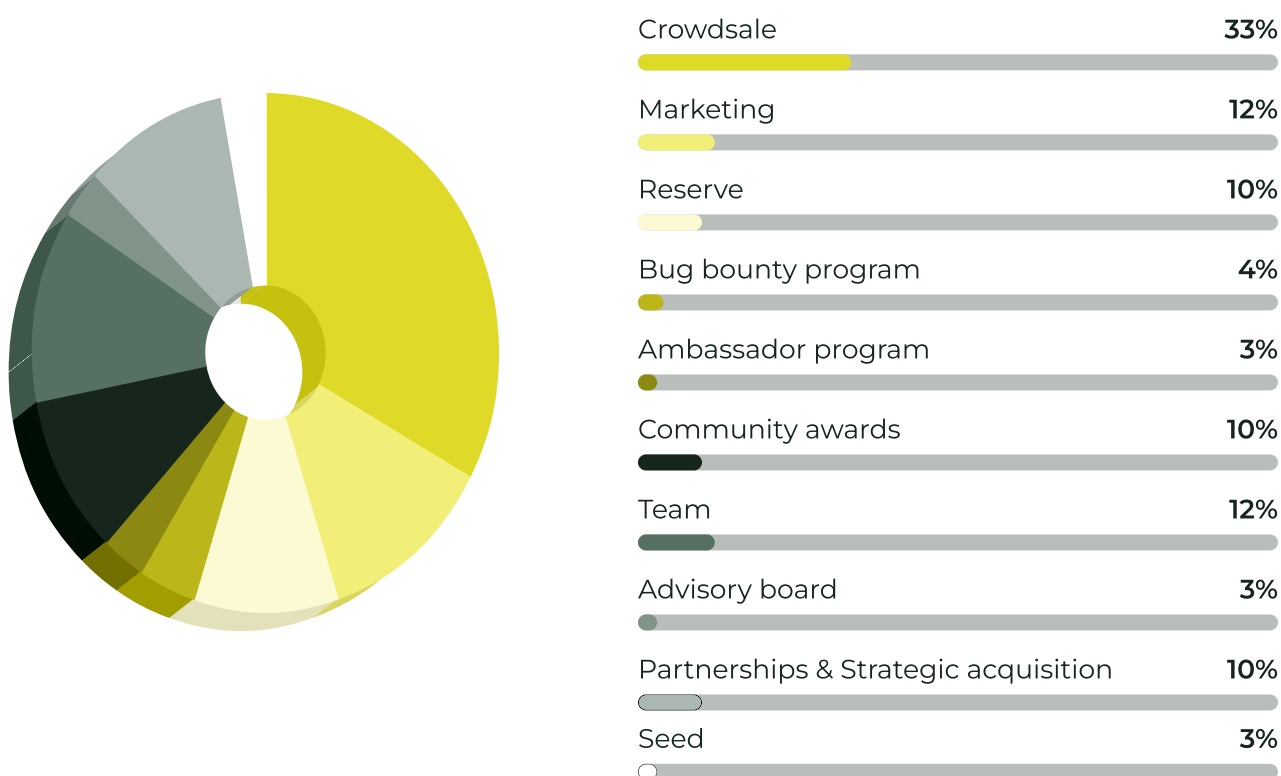
Pre-Sale	
Dates	01.06.2023 — 31.07.2023
Minimum amount to buy	10,000 SRZ
Hard cap in SRZ	200,000,000 SRZ
Hard cap in EUR	9,600,000 €
Price	0.048 €
Discount	20%

Public Sale	
Dates	01.08.2023 — 30.09.2023
Hard cap in SRZ	300,000,000 SRZ
Hard cap in EUR	18,000,000 €
Price	0.06 €

Unsold SRZ will be relocated to the next sale phases. Note that the hard cap might increase based on how many SRZ were not sold and transitioned towards the next sale phase. This is due to the fact that once the tokens have transitioned from an earlier sale phase to the next, the associated discount will decrease or not be applicable at all.

The crowdsale will be performed in accordance with the token purchase agreement as published and available on our website. Crowdsale participants will have to undergo the KYC procedure. Transactions over \$10,000 are subjective to AML laws. Moreover, certain restrictions will apply for participants from various countries.

## Token and funds distribution



A total of **3,000,000,000 SRZ** tokens will be issued and distributed as follows:

- **Crowdsale** — **33%** (990,000,000 SRZ): will be sold at the ICO in three rounds — Private Sale, Pre-Sale and Public Sale.
- **Reserve** — **13%** (390,000,000 SRZ): will be stored as reserve and used for various purposes such as liquidity, seed investors, market making and others.
- **Bug bounty program** — **4%**: (120,000,000 SRZ): will be reserved for the Bug bounty program.
- **Marketing** — **12%** (360,000,000 SRZ): will be used for various online and offline marketing purposes aimed at expanding the Starzz ecosystem after the token listing on exchanges. These will include promotional activities and awards to various stakeholders (e.g Champions promoting the Starzz ecosystem) via their channels.
- **Ambassador program** — **3%**: (90,000,000 SRZ): will be reserved for the awards from the Ambassador program.
- **Community awards** — **10%** (300,000,000 SRZ): will be dedicated to community awards.

- **Team** — **12%** (360,000,000 SRZ): will be saved for the team of the Starzz projects.
- **Advisory board** — **3%** (90,000,000 SRZ): will be saved for the advisors of the Starzz projects.
- **Partnerships & Strategic acquisitions** — **10%** (300,000,000 SRZ): will be saved for partnerships and as well for acquisitions of high-value stakeholders.
- **Seed** — **3%** (90,000,000 SRZ): will be sold at our Seed round.

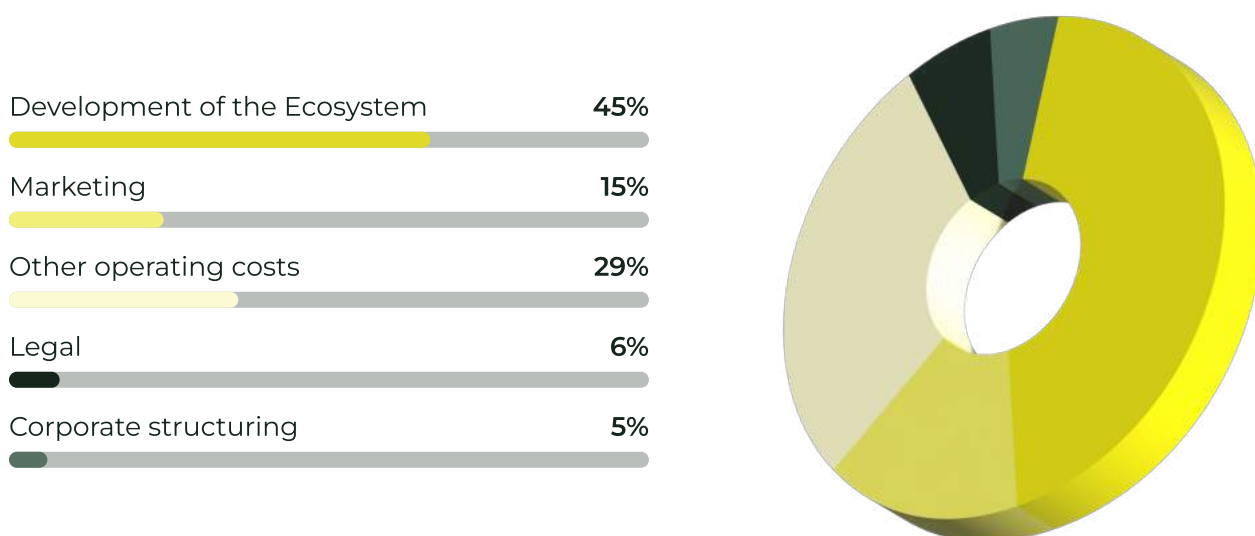
## Lock-up and vesting periods (after ICO)

Backers	Lock-up period	Vesting period
Seed Round	5 months	30 months
Private Sale	3 months	24 months
Pre-Sale	1 month	18 months
Public Sale	0 months	12 months

Organisation	Lock-up period	Vesting period
Team	12 months	36 months
Advisors	6 months	24 months
Partners	4 months	24 months

Community	Lock-up period	Vesting period
Incentives	0 months	36 months
Ambassador	0 months	24 months
Bug bounty	0 months	24 months

## Funds distribution



The proceedings collected via the ICO will be used as following:

- **Development of the Ecosystem — 45%:** will be dedicated to the technical development of our ecosystem consisting of the Decentralized Exchange, the Supporterzz platform, mobile apps and the DAO. The funds will cover all development costs including the UX / UI design, the graphic design, testing, debugging and others.
- **Marketing — 15%:** will be used for various marketing purposes aimed at expanding the Starzz ecosystem in its early stages. These will include multiple online marketing activities such as PR, content marketing, email marketing, social media management, community building, guerilla marketing strategies, online advertising across multiple channels and many others. The budget will also be used for other offline marketing activities such as events.
- **Other operating costs — 29%:** will cover operating costs related to the Starzz project. This includes the salaries and travel costs of the Starzz team, buying the DAO Club, further implementation of functionalities or optimization of existing functionalities, technical updates, equipment and others.
- **Legal — 6%:** will be used to cover all legal fees including those arising from cooperation with stakeholders (clubs, celebrities etc).
- **Corporate structuring — 5%:** will be used to cover any cost related to the corporate structuring of the company behind the Starzz ecosystem.

# ROADMAP

Timeline	Milestones
November 2022	<ul style="list-style-type: none"> <li>• Official Whitepaper Release</li> <li>• Website &amp; Investor Dashboard</li> <li>• Preparation of Legal Documents &amp; Token Sale Agreements</li> </ul>
January 2023	<ul style="list-style-type: none"> <li>• Start Core Team and Advisory Board</li> <li>• Marketing &amp; Community Building</li> <li>• Start of SEED Round</li> </ul>
April 2023	<ul style="list-style-type: none"> <li>• Airdrop &amp; Bounty Campaign</li> <li>• Start of Initial Coin Offering (ICO)</li> <li>• Completion and publication of the Mock Up</li> </ul>
October 2023	<ul style="list-style-type: none"> <li>• Start Initial Exchange Offering</li> <li>• Listing on Decentralized (DEX) &amp; Centralized Exchanges (CEX)</li> </ul>
December 2023	<ul style="list-style-type: none"> <li>• Pilot Decentralized Exchange</li> <li>• Pilot Supporterzz Platform</li> <li>• Onboarding 5 Champion Tokens</li> </ul>
March 2024	<ul style="list-style-type: none"> <li>• Launch of the Supporterzz Platform and Decentralized Exchange</li> <li>• Building of Additional Functionalities</li> </ul>
July 2024	<ul style="list-style-type: none"> <li>• Launch of Ecosystem with Surveys and Marketplace</li> <li>• Listing of 10+ Champion Tokens</li> <li>• Announcement of the Selected Club for the DAC (Concluded Purchase)</li> </ul>
October 2024	<ul style="list-style-type: none"> <li>• Implementation of Additional Functionalities like Social Media and NFTs</li> </ul>
January 2025	<ul style="list-style-type: none"> <li>• Launch of the Complete Ecosystem</li> <li>• Scale up to 25+ Champions Tokens</li> </ul>
March 2025	<ul style="list-style-type: none"> <li>• First Positive EBIT Report</li> </ul>
2027	<ul style="list-style-type: none"> <li>• More than € 1 Million EBIT</li> </ul>

# TEAM



**Marco Kowalewski**

**FOUNDER**

Marco, a business administration graduate, ventured into entrepreneurship following a successful tenure as a high-level manager in Sales and Recruiting for a personal staff agency. In 2012, he co-founded SÜMA Sportsmanagement, which marked the beginning of his entrepreneurial journey. Presently, he is the proprietor of the “Deutsches Krypto Bildungs-Institut,” a crypto and blockchain education company known for its partnership with IHK, a prestigious certification-granting chamber in Germany that endorses advanced training programs. Furthermore, Marco has authored two books, “Blockchain Millionär” and “Kryptowährungen: Das Einsteigerlexikon,” adding to his credentials as a respected author and expert in blockchain and cryptocurrency matters.



**Rene Schmitt**

**CO-FOUNDER**

Rene's diverse background spans multiple industries, from blockchain investments to leading large-scale leisure projects and sports organizations. With notable experience in hotel and golf management, he has also ventured into day trading, events, and key sports club roles. As an accomplished entrepreneur, his success includes building significant sales organizations. Rene's unique educational journey encompasses philosophy and sport science. He is multilingual, proficient in software applications, and has a fundamental understanding of blockchain technology.

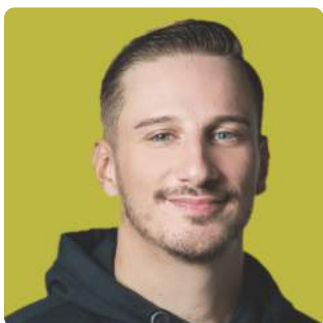


## Jörg Zeitz

### CSO

Jörg studied Economics and was working for HPC Capital GmbH as Head of Sales before he founded two Football Investment Companies. Currently he is CEO of the ISS International Sports Strategies GmbH and in former times he was as well Vice President of the football club SK Austria Klagenfurt.

Jörg has several years of high expertise in Sales and as well an excellent network in the world of sports.



## Fabian Bäumler

### CTO

Fabian studied technical business administration and already wrote his thesis nearly 5 years ago about the potential of the Blockchain in industry 4.0 and the world of IOT.

Thereafter, he worked as an IT Consultant for Bosch before leaving to Mercedes-Benz as a Cloud Solutions Manager and Data Analyst.

He has experience as CTO when he worked for liquidify and through his current job at Berlin DAO. Knowledge in Cybersecurity, DAO, NFT and DeFi makes him the perfect candidate for us, who is highly passionate with our vision.



## Krystelle Galano

### CMO

Krystelle is a seasoned PR Manager and Marketing Specialist with a strong background in Digital PR, Content & Community Management, Influencer Marketing, Digital Ads, and Corporate Communications. She has over a decade of experience working with heavyweight brands, creating compelling image brands and managing their social media presence. Krystelle is also a crypto enthusiast with experience in blockchain and media event planning. As the Head of Marketing at Starzz, Krystelle leverages her extensive networks and connections across various niches, as well as her strong relationships with VCs and family offices in Asia and the Middle East region, to drive investment and support for the project through her marketing and PR expertise.



## Andrew Visser

### COO

Andrew, former COO at Chiliz, brings over two decades of experience in operations and process management. With a strong background in optimizing various aspects of businesses, particularly in Crypto and iGaming, Andrew has a track record of enhancing operational efficiency. His skills include process improvement, stakeholder engagement, and compliance. Whether through consulting or leadership roles, Andrew's expertise makes a significant difference in improving operations and achieving long-term success of Starzz.





## **Michael Gehles**

### **HEAD OF TRADING**

Michael, an invaluable member of the Starzz team with extensive experience in the cryptocurrency market. His specialization lies in successfully listing various cryptocurrencies on exchanges worldwide. Michael's unique strength is his in-depth understanding of the Asian market, acquired through years of study in China and Korea. With a rich background in blockchain technology, his mission at Starzz is to forge a groundbreaking path by creating the world's first unique Starzz fan token.



## **Fjodor Davidis**

### **EXTERNAL PARTNERSHIPS**

Fjodor has extensive knowledge in the DeFi and NFT space, having been engaged in multiple DAOs and co-founding a German-speaking crypto podcast, providing valuable insights to the German community. He also served as one of the directors of Polkadot's marketing hub WagMedia and was elected to the Grant Committee of Moonbeam, the most successful crypto project on Polkadot. With a background in crypto dating back to 2017 and previous experience as an auditor at Ernst & Young, Fjodor brings a unique blend of expertise and practical experience to the table. Currently, he is pursuing further education in English and economics, and has written his final thesis on the topic of Bitcoin as an alternative form of money. Fjodor's diverse background and experience make him a valuable asset for Starzz.

# ADVISORY BOARD

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## Mauro Andriotto

Mauro is a highly qualified finance and risk management expert, with a background in teaching at prestigious universities. He is the founder and managing partner of Andriotto Financial Services, where he provides traditional corporate finance, risk management and quantitative models for big corporations. He also offers fundraising strategies for startups and ICO advisory services for crypto currency creation, and crypto-investment management. Mauro's expertise in finance and fundraising strategies makes him a valuable asset to the Starzz project.



## Harald Horrmann

Harald holds a degree in engineering and a postgraduate degree in innovation & change management from the University of Westminster. He has extensive experience in innovation and technology strategy, having worked as a Senior Innovation & Corporate Technology Strategy Manager for Osram and a Management Consultant and Senior Project Manager for Siemens. In addition, he has over five years of experience as a Director and Global Head of Strategic Technology & Innovation Management. Harald has also been advising various companies in the cryptocurrency sector, particularly in the areas of DAOs, DeFi, and Web3. With his expertise and background, Harald is well-positioned to support Starzz in its pursuit of becoming a leading player in the decentralized autonomous club (DAC) space in football.



## Zsafia Vig

Zsafia, a highly respected legal expert, possesses extensive experience in securities law, crypto markets, and banking regulations. Her journey includes serving as Legal Counsel at N26 Bank, actively contributing to the financial sector's evolution.

With expertise spanning DAOs, DeFi, NFTs, and smart contracts, Zsafia ensures Starzz's legal compliance and governance as we explore the Web3 frontier. We warmly welcome her as an esteemed advisor, confident in her ability to navigate intricate legal landscapes and contribute significantly to our journey.



## Giovanni Casagrande

Giovanni is a valuable asset to Starzz as an experienced entrepreneur, blockchain enthusiast, and growth marketing expert. With a strong background in fintech and banking projects, his expertise in NFTs and blockchain consulting will be instrumental in revolutionizing Starzz's operations and driving growth. His innovative marketing strategies, lead generation skills, and fundraising experience will maximize Starzz's brand exposure, attract qualified leads, and raise funds for the company's success in the sports and entertainment blockchain industry. Additionally, Giovanni's proficiency in personal branding and reputation management will enhance Starzz's digital footprint and further establish the company as a leading player in the decentralized autonomous club (DAC) space in football.



## Daryl Naidoo

Daryl is a blockchain enthusiast and entrepreneur with a passion for challenging the status quo and promoting equality. With experience in market making services, strategic marketing, blockchain and crypto consulting, and ICO/IEO advisory, Daryl offers valuable insights and connections to the Starzz project. His expertise in fostering a collaborative mindset and building supportive communities will greatly benefit Starzz in its mission to empower fans and create a better future for all.

# BACKERS

## Lead Investor

**sport1**

## Other Backers



 **Coinstore.com**



**PinkSale**



HERITY NETWORK

# PARTNERS

 **KryptoVergleich**

 **VTVL**

 **UNISWAP**

  
**Deutsches Krypto  
Bildungsinstitut**

 **LOOTMOGUL**

**RNTD.**

 **BitMart**

**cryptorank**



# **RISKS AND CONCERNS**

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## **General Risks**

It is imperative for prospective investors to scrutinize all information, risks, and consult an investment advisor. Participating in Starzz can carry multiple inherent risks, which will be described in the following sub-chapters. These described risks are not exclusive; other unknown factors may also substantially affect operations, finances, and service pricing, potentially causing financial loss to investors. This investment is exclusively intended for well-informed investors capable of evaluating its risks and having sufficient resources to bear potential losses. Investing in Starzz tokens carries risks and may not be suitable for those without the requisite investment knowledge. It is important to recognize the dynamic nature of the investment's value and risk profile, as future results may vary significantly due to various factors.

## **Risks of external attack**

Unfortunately, scammers are very creative and inventive in their attempts to hack online websites of all kinds. Hackers are focused on finding and exploiting potential weaknesses. Attacks also extend to the open source algorithms of smart contracts, which is why we must consider the risk of attempted hacking of our platform.

## **Regulatory risks of the blockchain industry**

The regulatory situation around the blockchain industry still remains dynamic. Governments are in the process of studying blockchain technology, and some countries impose restrictions (for example, the United States, China, South Korea). New laws that might come into force in the future could significantly affect the activities of blockchain projects, including SRZ. We warn you that such laws can significantly limit and even stop the project activity, we are not responsible for the negative consequences associated with the possible regulation of the industry in the future.



## Financial risks

Contributions in cryptocurrency projects carry a big risk. SRZ tokens, like any other cryptocurrency, are subject to strong fluctuations and may decrease in value significantly. We are not responsible for any fluctuations in the value of the token on exchanges. We do not guarantee that there will be an opportunity to exchange SRZ tokens for fiat. SRZ tokens can be used only on the SRZ platform; they do not grant you the right of voting or ownership in the Starzz project. The Starzz project does not guarantee any income, you can incur significant losses.