



Fan Token  
Incubator And Launchpad

Whitepaper 2.0

At a nominal value of \$0.03 for each publicly issued token starting on September 1st 2022

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# H1 Capital Whitepaper

## 1. Disclaimer

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The Company makes no representation about the underlying value of the tokens on offer. Prospective participants must make their own assessment about whether the price of the tokens being offered represents fair value.

## 2. Introduction

**Blockchain technology has been around for close to a decade now. And while blockchain applications and platforms have reached a certain degree of maturity in their life cycle, we still have a long way to go before we see mainstream adoption.**

Even the global interest from governments and enterprises in the opportunities of leveraging distributed ledger technology was not sufficient to bring the adoption of blockchain into the mainstream..

As we're fast approaching the democratization of the Internet, the capacity of Blockchain 2.0 to offer a pragmatic approach to solving real-world business and governance issues is being put to the test. Security and interoperability are key here.

H1 Capital leverages blockchain technology to create a trusted, verifiable ecosystem for engagement, earning and rewards. We are creating a unique platform built on the intersection of blockchain technology, DeFi and traditional organizations. Our vision for the future is one where all participants invest in their favorite organizations and brands, as well as buy, sell, and trade voting rights for a range of brand decisions.

## 3. Why the World Needs H1 Capital

We will position H1 Capital as a full-feature ecosystem for Fan Tokens and NFT's dedicated to businesses, content creators, investors, crypto enthusiasts and entertainment brands. The platform will be the virtual playground where these user groups connect with others, engage and profit from their digital assets. It will meet the specific needs of fans, traditional companies whilst allowing fan token holders to vote on polls created by the token issuer.

We envision H1 Capital as an end-to-end platform and secure financial ecosystem that creates a decentralized economy for organizations, investors and fans community. The platform is the only one of its kind with a unique mixture of interactive features and real world incentives whilst also adding monetizing tools to aid the development of rewards, events, discounts, deals, fan tokens, NFTs and secure payments.

## 4. What Problems We Are Solving

The core utility of the H1 Capital ecosystem will be the creation, distribution and listing of Fan Tokens which are unique digital assets that brands and individuals can fundraise and also list on our decentralized exchange. Fan Tokens allow companies to open a new long-term revenue stream and expansion into the cryptocurrency market. Listed are some of the benefits for organizations.

## **Fundraising**

The ability to raise funds is the cornerstone of any business or project. However most fundraising platforms are by nature not recurring. Once the fundraising campaign is over then that is the end. H1 Capital's fan token structure is geared towards raising capital for the issuer and has multiple layers of fundraising. These will include global pre-sale and public sales via our Launchpad and also incentives in the form of NFTs .

## **Trading Royalties/ Pay Per Trade**

Companies who create fan tokens with H1 capital will receive a portion of the trading fees generated from their fan tokens trading. Similar to how Spotify will pay musicians per stream, our decentralized exchange will pay fan token issuers a percentage of fees collected from their trading volume. This will incentivise fan token issuers to push traders and their fan base to trade their token and this will be the first time this approach has been taken. With this structure we will provide consistent income and a great incentive for companies to push their fan token. This will work on a sliding scale to reward higher trading volume.

## **Crypto Market Entry for Organizations**

The Fan Token market is one of the most undervalued markets in the cryptocurrency sphere and will have huge benefits for companies and brands across the globe.. It allows users the power to vote on brand decisions which previously had been reserved for board members and high net worth investors. This benefit now can be utilized by every fan token holder allowing them to have a say in how their favorite brands are run. For the brands we envision the fan token being a necessity whilst being the ideal substitute for costly marketing campaigns. Also ad revenues have declined consistently across many platforms over the years, the most notable being YouTube where creators have seen their ad revenues decline year on year. By opening up the Fan Token model we will allow companies, brands, athletes and musicians a new stream of long term revenue, new investors, increased fan engagement without giving up any ownership.

## **Increased Fan Engagement for Organizations**

H1 Capital will implement KYC registration for fan token participation via our launchpad. This will allow fan token issuers to have a clear and concise record of the individuals funding their token and their contact email address. This data is critical and it will reveal exactly who is investing in a company's fan token. This will allow token issuers a pipeline between their brand and its most enthusiastic fans and investors. This pipeline will have numerous uses for the token issuer, whether it be to promote a new product, conduct new polling or encourage trading in their token or just simply a newsletter. Fan Token issuers will have confidence in knowing that the buyers of their token will be the most passionate about whatever they are doing. This will be subject to privacy.

## **Non Fungible Tokens With Online and Offline Rewards**

We will also be bridging the gap between organizations and their fans/customer base, as well as helping organizations express themselves through immersive cinematic NFTs and art. We work closely with artists, musicians and athletes to mint NFTs that capture and convey the value of their careers, accomplishments and exclusive merch. We then empower fans to be closer to their heroes by owning these digital assets. More than just images, H1 Capital NFTs carry extra utilities and benefits beyond the moment the NFT represents. The main focus of our NFTs will be to offer incentives, gifts, merchandise, event tickets and other rewards with the NFT. Currently most non-fungible tokens are simply JPEG images in the

form of a token, and we intend to dramatically expand on this. Every NFT on the H1 Capital platform will contain some sort of online or offline reward, good or service.

## 5. Why the Ethereum Blockchain

The user-friendly Ethereum blockchain is built for extensive scaling. It provides fast, low-cost transactions, ideal for dApps like NFT marketplaces and other tokens. Ethereum's architecture enhances scalability and efficiency, allowing it to deliver the performance needed to support applications without sharding or compromising its decentralization.

### **Strong values**

Ethereum has extremely strong values — neutrality, user sovereignty, and freedom.

### **Security and safety of assets**

As of today, Ethereum has proven to be a safe and secure blockchain, approaching the characteristics of Bitcoin. As the value and the amount of ethereum ba grows rapidly, holders of this value will be very careful about where they store this value. Much like highly valuable physical art, the security demands and systems protecting these NFTs will only grow higher.

### **NFT composability**

The ability to build without permission on top of everything else that exists in DeFi is truly valuable and becoming one of the most powerful characteristics of DeFi, and also known as "money legos".

This composability is happening with NFTs as well. Some examples of this include games that are leveraging outside NFTs that users own, defining certain permissions based on NFT ownership, allowing digital art collectors to prove ownership of NFT art when displaying in virtual worlds, and tokenizing baskets of NFTs into fungible tokens.

### **Cross-chain compatibility**

Other blockchains that are built specifically for NFTs enhance the Ethereum NFT experience. Moving NFT assets across, used in some manner and eventually brought home to Ethereum, is indispensable in retaining decentralization.

Ethereum is built for collectable and interactive crypto experiences that grow quickly in prominence. With the recent upgrade, Ethereum 2.0 has already demonstrated the potential for a blockchain-driven collectables experience to find success and gain significant mainstream attention.

As H1 Capital continues to evolve we will add additional networks such as BSC (Binance Smart Chain) and Avalanche. Integrating Avalanche and BSC marks a huge step forward for us as a chain-agnostic platform. Market-leading performance is paramount to our success: Avalanche will bring significantly faster transactional throughput and finality, lower latency, and increased security- ensuring the best user experience for traders. Avalanche offers cheap transaction fees, sub-second transaction finality, and offers some great yield farming opportunities. The rapid speed of Avalanche's adoption to date is a testament to the immense value they bring to the DeFi industry, and we look forward to bringing this value to H1 Capital users.

## 6. How it Works

What H1 Capital essentially proposes is a way for any organizations to scale securely. Given the fragmented nature of the blockchain sector and existing issues with the interoperability between private networks and/or between private networks and public blockchains.

Organizations will request to make a branded fan token in order to fundraise, increase fan/custom engagement and trade on the open market. Once an application is received and contracts signed H1 Capital takes care of all development of the new fan token, deployment and fundraising of the token via our launchpad and trading of the newly created fan token via our decentralized exchange. Holders of fan tokens will receive exclusive benefits such as voting rights, gifts, merchandise and other incentives

We have chosen Ethereum for its scalability, functionality and security capabilities. It can take the proposed load of trillions of hashes. We believe in the continuous development of Ethereum with further network changes addressing many of the present issues with the original Ethereum blockchain. As the list of companies and applications supporting Ethereum keeps on growing, restoring the original Ethereum protocol for a stable foundation on top of the Ethereum 2.0. upgrade has created one of the most prominent interoperability solutions in the sector. We have no doubt that blockchain technologies are developing rapidly, and there are already some promising alternatives for base chains.

### Benefits

H1 Capital targets all participants in a growing sector, acting as a gateway, where the companies, fans and investors can operate on one single platform. The platform provides the following benefits:

#### For Users

- Users can earn money by staking \$HCT
- Users can buy fan tokens with their \$HCT
- Users can mint, sell, trade NFTs
- Ability to withdraw fiat currencies off the H1 Capital platform with fast payouts and low transaction fees
- Users can use their \$HCT tokens to vote on company governance and decisions
- Users can purchase fan tokens on multiple networks including ETH, BSC and Avalanche
- Users can participate in fully vetted Initial Fan Tokens offerings via our launchpad
- Users can trade their newly acquired fan tokens via our decentralized exchange

#### For Organizations

- Increase fan engagement
- Monetize their fan/customer base
- Allow token holders to make decisions
- Raise funds via private sale
- Raise funds via our launchpad
- Monthly revenue stream via trading fees of an organization's fan token
- Cryptocurrency market expansion
- Engage a new and exciting customer base

## 7. Platform and Features

H1 Capital is a blockchain-based platform and payment gateway for the entertainment and sports sector. The system's primary goal is to become a universal platform for the billions of crypto enthusiasts: players, developers and investors. By uniting multiple participants in one place and giving them an advanced but easy-to-use platform, we are unlocking a \$50Bn ecosystem.

We aim to position H1 Capital as the platform to facilitate fan tokens, NFT creation and staking and custom tokens by offering a host of unique blockchain-powered financial features. Developed to offer a full-feature package for tokenization on the blockchain, H1 Capital is one of the only platforms able to offer a full spectrum of services from tactical technical execution for crypto projects and NFT minting, staking and exchange. We provide technology, token and smart contracts development, security audits, and token advisory to brands worldwide.

### Launchpad

H1 Capital offers a Launchpad for organizing token and smart contract creation and deployment to create a winning solution to execute any token launch safely and securely. Our team leverages years of know-how and technology to walk any company end-to-end through token creation, presale, public sale and secondary markets. This is the first step before a token can be launched on a decentralized exchange and new tokens will be made available for purchase with our native H1 Capital token (\$HCT).

In keeping with Know Your Customer KYC guidelines, we will request a completed KYC form as a standard feature on our launchpad. Also included in the KYC request will be the option for the user to sign up for additional information from the token issuer. This data will then be shared with the fan token issuer so they can begin gathering a database of all of the users who have purchased their fan token.

As a decentralized incubator and Launchpad, H1 Capital will empower upcoming innovations of the blockchain ecosystem. Brands can submit their projects to H1 Capital to get access to the community of investors for their initial fundraisings. The main advantage for investors is that it provides early access to the launch prices of new projects looking to raise cash before they launch.

### Electronic Voting System

H1 Capital will allow fan token holders to vote on polls created by the issuer of the fan token. This is a multi-governance tool for all H1 Capital partners to poll their user bases. Some of these polls will be binding. The platform will verify that the user is a token holder and allow them to participate. All voting will happen privately and securely within users accounts and will provide the highest degree of security.

### Wallet

The multi-currency wallet allows users to store, manage and shop with their preferred crypto or local fiat currencies without the complexity of managing multiple wallets. Users benefit from high-level security thanks to multi-signature technology. The multi-currency wallet can be funded with various fiat currencies as well as be used to store the Fan Tokens and NFTs users buy. That being said, creating, deploying and managing crypto-assets is complicated, hard and associated with many regulatory burdens. This is where H1 Capital comes in. We provide investors with transparent access to any crypto project or use of funds without



central organizations or agencies while allowing for direct management of project investments in a decentralized environment.

## NFT Marketplace

H1 Capital offers a solution for enabling a unified and secure ecosystem on the blockchain. We achieve this through an integrated approach towards offering the functionalities that fans, investors and brands need in one place. The NFT platform will facilitate access to licensed Digital Collectibles for the sports and entertainment industry. We will also be auctioning multiple platform NFTs which will consist of not only digital art but other incentives such as concert tickets, VIP events and much more. Included in the fan token package for brands will be 5 custom-designed NFTs developed by H1 Capital and issued on our NFT marketplace. Alternatively, all H1 Capital NFT's will be sold on open markets such as OpenSea, Foundation and Rarible.

In the marketplace, users can purchase, sell and bid on custom NFTs and digital items; search by brand/artist/team and set up alerts for H1 airdrops so they are the first to learn about a new token or NFT collection. We will offer 3D images in our NFTs and not just the traditional JPEG. which will be compatible for virtual reality.

**Mystery Boxes** Who doesn't love a good surprise? Even more so if the surprise is a super rare non-fungible token (NFT). An NFT mystery box is similar to a physical mystery box. As the name suggests, the box contains a random NFT from a specific NFT collection. In most cases, an NFT mystery box will feature NFTs with different rarity levels. If you are lucky, you can get a super rare NFT that sells for thousands or millions of dollars. If not, you will likely get a common NFT that your fellow mystery box owners also have in their collection.

## Decentralized Exchange

H1 Capital's decentralized exchange will be a one of a kind decentralized exchange offering a range of tokens not available on any other exchange. Currently there are hundreds of platforms to purchase cryptocurrencies. H1 Capital's decentralized exchange will be the only platform allowed to list the fan tokens developed by H1 Capital. This will include and not limited to traditional companies expanding into the cryptocurrency market, content creators, athletes and many other brands. No other trading venue will offer such a wide range of new and exciting assets we will be the global home for these new assets.

H1 Capital decentralized exchange services will provide dramatic improvements in their trading execution, while H1 Capital benefits from higher network volumes by capturing order flows.

The decentralized exchange will work as many other decentralized exchanges do. People provide liquidity in token pairs in exchange for trading fees and the prices are automatically set by the supply of the tokens in the pair. Liquidity providers can also earn crypto by staking their \$HCT tokens. Our decentralized exchange will offer a mix of scalability, security, reliability, and high performance. It will also provide multiple areas of application, such as:

**Automatic swap** — The concept of atomic swaps where two parties can trade and exchange cryptocurrencies according to their choice can be executed by a White label decentralized exchange. It eliminates the necessity of an intermediary or a middleman.

**Asset trading** — It facilitates an effective buying and selling of any kind of digital asset with a very traditional user interface.

**Privacy and security** — The in-built smart contracts ensure that the buying and selling operations are carried out safely. The data of the interested parties who have signed the contract and participated in the buying and selling process will be kept private.

**Decentralization** — Centralized authorities have no right or power to control and monitor the functioning of a White label decentralized exchange. Governments of countries or states also cannot regulate the system. Hence there is no chance of banning a currency or imposition of any guidelines arbitrarily.

**Faster transaction processing** — By removing the presence of intermediaries to authenticate each transaction, traders can execute the buying and selling operations at low costs.

**Multi-Network** — The H1 Capital decentralized exchange will consist of multiple networks including Ethereum, Binance Smart Chain, Avalanche and also the Polygon network. Further networks will be added at a later date.

**Royalties Generator** — The exchange will automatically separate royalties and hold them in a multisignature wallet. These funds will be released to the token issuer on a quarterly basis.

## 8. Liquidity Pool Participation

H1 Capital will offer staking and liquidity provision programs to encourage platform users to ensure the \$HCT token's stability. By staking their assets, users will secure the network and earn rewards while providing liquidity to a DEX to earn exchange fees.

Each time liquidity is deposited in a pool on a DEX, special tokens called Liquidity Pool tokens are issued to the source address directly proportional to the amount of liquidity they add to the pool. Every time trading takes place the fee that is charged is distributed proportionally to all LPs (liquidity providers) in the pool at that given time of the trade.

Liquidity Pool tokens can be held by the user, traded or staked, creating a secondary derivatives market for the assets. These multi-layer uses are a core part of Decentralized Finance (DeFi) and make up a large part of the rapidly expanding yield farming industry. As a crypto asset, \$HCT can be used for many of these purposes (depending on the programs available). More than just NFTs, H1 Capital introduces new users to the incredible world of DeFi and the opportunities to have a say in the future of their favorite organizations.

## 9. Fan Tokens

A utility cryptographic branded voting rights token bearing the marks/name of the partnering company to which they relate. Such Fan Tokens are created by a separate entity within the Group and are designed for direct utility within the h1 platform. Fan Token(s) grant holders voting rights to participate in the decision-making processes, feedback polls and surveys. Fan Tokens can be exclusively traded on the H1 decentralized exchange. The H1 fan token will work in a two-way format so token holders will be able to make poll suggestions. FAN TOKENS ARE UTILITY TOKENS AND NOT SECURITIES AND DO NOT OFFER OWNERSHIP IN ANY ORGANIZATION.

Fan tokens have spread to soccer leagues, the UFC, the NBA, and their growing interest and acceptance amongst fans shows that fan tokens are revolutionizing the experience. Fan tokens offered by some of the biggest clubs in the world allow supporters to be involved in

some decisions made by the team. It may include minor things like voting on the team's jersey designs, players taking part in certain games, and other team-related matters.

FC Barcelona Fan Token is the utility token of FC Barcelona football club. It's mainly used for governance, rewards, and staking. It has a total supply of 40,000,000 BAR, with 600,000 BAR already distributed to the club fans through a fan token offering. You can acquire BAR from the FC Barcelona team by joining community activities and buying from crypto exchanges. The BAR token officially went on sale in June for two euros (approximately \$2.26) each, and the available supply of 600,000 tokens sold out within two hours. Two days after the sale, the price of the token went up to six euros (\$6.82). The second batch of the tokens was released that Wednesday and the price of the token went up 200% in the first five minutes and the trading volume hit \$1 million within the first 6 minutes. The token even saw a 24-hour trading volume of \$2.5 million that day.

Numerous other clubs have also launched tokens that allow for fan engagement. Galatasaray's token holder got to vote on what song gets played when the team scores, the Paris Saint-Germain F.C. token holders got to decide on what message went on the captain's armband, the Roma fans voted on the name of the field at the training center, and the first vote for FC Barcelona token holders will determine which mural will be painted in the team's locker room.

PSG Fan Token ranks 396th in terms of market capitalization. There is a supply limit of 20,000,000 PSG with 2,906,330 PSG in circulation. Owning Paris Saint-Germain fan tokens allows you to enjoy free match tickets for Ligue 1 and Coupe de France matches, meet the teams and players, receive an official signed merchandise, and a lot more. You can buy PSG fan tokens in different exchanges online.

Traditional companies have also been looking into tokenization and launching their own cryptocurrencies. Most notably, JPMorgan Chase announced the launch of a digital token for transactions between customers of wholesale payments of the bank.

The company will use a cryptocurrency for international payments (exclusively for large corporate clients) and service for operations with securities. The goal is to replace dollars with a new coin.

Mitsubishi UFJ Finance Group is about to launch its cryptocurrency MUFG Coin in the near future. They spent several years developing it, and it will be tested on approximately 100,000 accounts.

Amazon is in the process of creating a new virtual currency. In addition, the company already uses Amazon Coin cryptocurrency. Although it acts more like a gift card. In the future, this digital currency may become a test case for blockchain-enabled solutions.

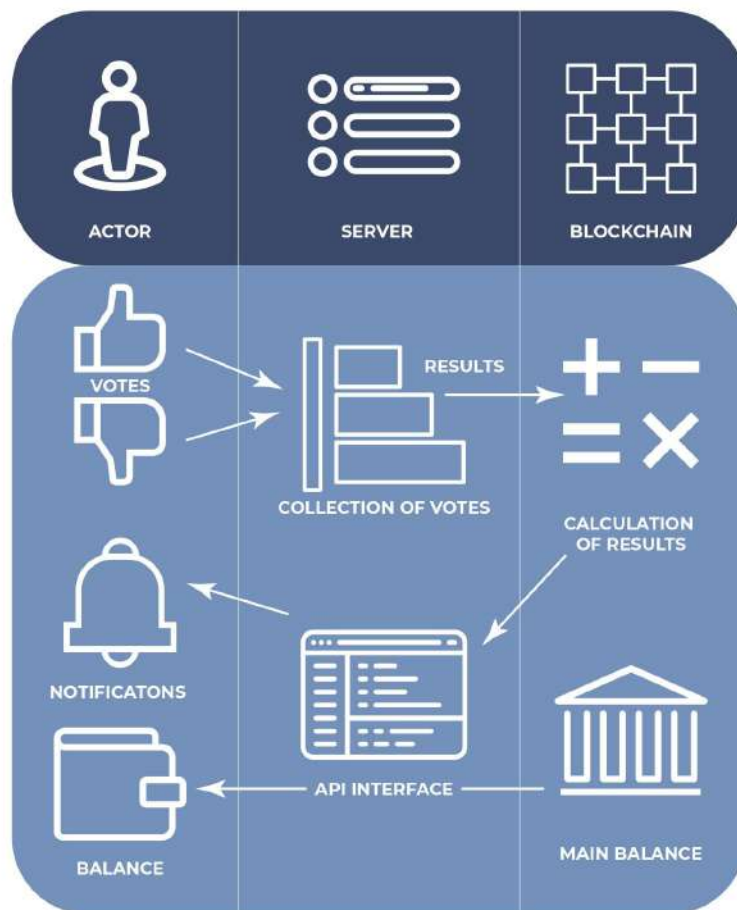
Google also decided to join the list of companies that plan to participate in the life of virtual currencies in the future. This can lead to the creation of their own coin.

## Consensus-based Voting

A consensus-based voting system will allow the participants to make decisions and influence the career, journey and development of their favorite brands, teams, clubs and athletes. The logic behind it is coded on a smart contract. For the SC to proceed with payout, at least 60% of voters must identify the same outcome (m.e. make the same decision), in the event where we are not able to reach a consensus, all the fees are pushed back to the athletes minus the H1 Capital fees.

How it will work.

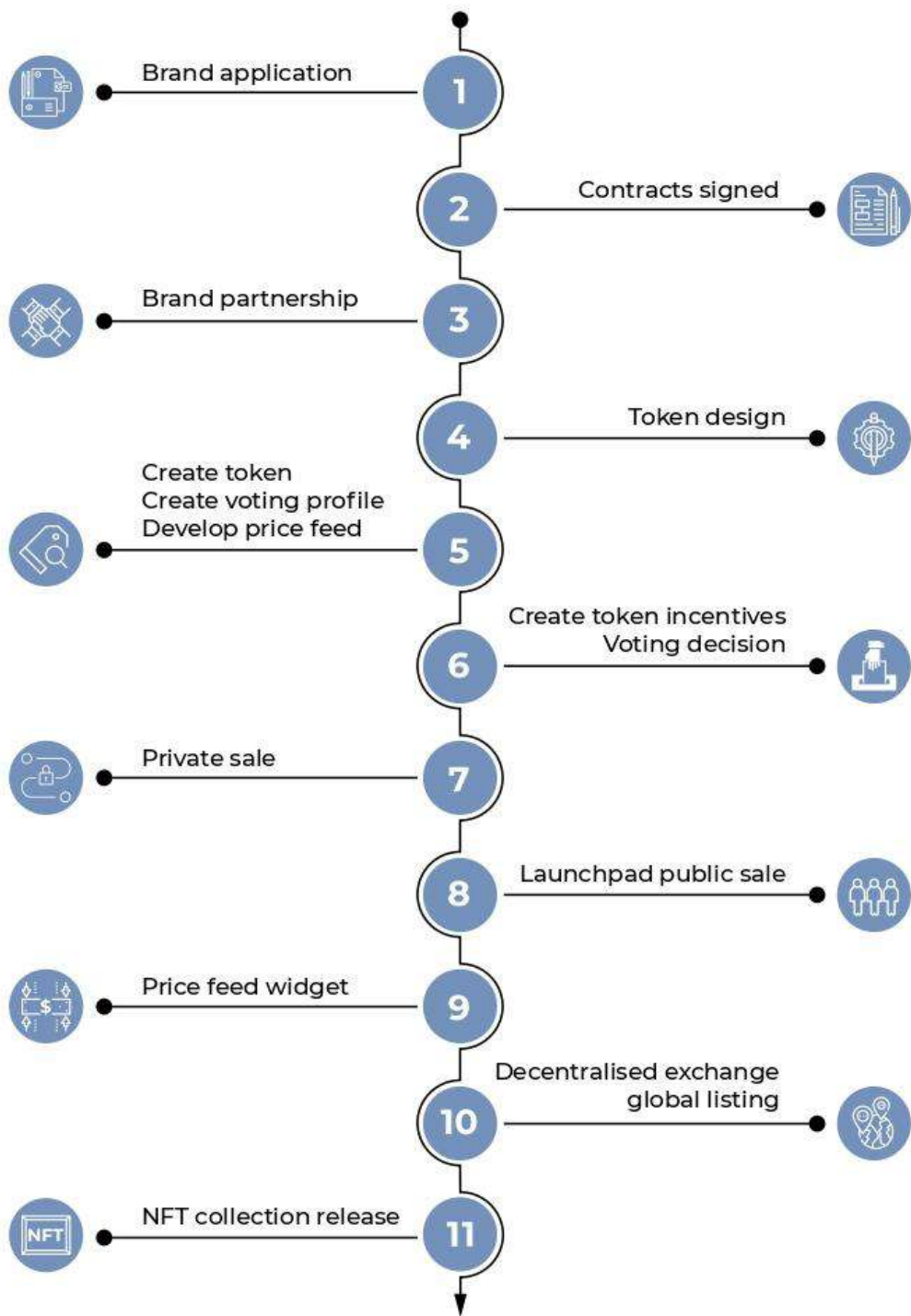
New poll notifications will arrive in customers' user accounts. In the user account, customers will be able to place a vote, submit a vote and also review the results of the poll. These voting rights will be dependent on eligibility. Organizations will be obligated to produce regular and exciting polls to keep fan engagement high. Types of polls will vary.



## Economy

When a new organization goes live on the H1 platform, their supply of Fan Token is offered for purchase by fans and investors on a first-come, first-served basis as a fixed price point. Only after Fan Tokens are in the hands of fans can they be listed on the H1 Capital decentralized exchange and eventually re-listed on other exchanges.

Fan Token Offerings run under volume consideration as well. This means that a single user has a capped amount of Fan Tokens which they can pre-order for any team. This may fluctuate on a brand by brand basis, but the end goal of capping remains the same to ensure that no single user is able to buy up a monopoly of Fan Tokens. These user-by-user caps for ownership are maintained even after a new brand Fan Token Offering period expires and their Fan Tokens go live on the H1 platform.



## Benefits

### For Companies

- Brands can easily integrate fan tokens, wallets, and NFTs into their companies.
- Brands can create their own games, smart contracts and tokens.
- Creates the ability to reach the global crypto market.
- Opens new profit opportunities with quick payouts from monetizing games and events.
- Gives them direct access to investors willing to fund their project.
- Automate advertising and sponsorship deals.
- Access to a Launchpad that allows them to issue their own “compliant” tokens, develop and deploy smart contracts, handle marketing and PR as well as exchange listing. Gives them the tools to design, develop, deploy and manage their own crypto assets, crowd sale campaigns and blockchain platforms with reduced risk.
- Fans/ customers can provide valuable suggestions on new product ideas.

### For Investors

- Gives access to a selection of pre-vetted projects that have passed our listing criteria.
- Acquire tokens of promising crypto projects early on at competitive prices.
- Benefits all holders of the token and allows for fair launches giving traders of all sizes the opportunity to invest in the best upcoming projects.
- Access to traditional companies who want to expand into the cryptocurrency market.
- Existing companies will have a real world history of operations.
- Allow token holders to vote on organizational decision

### NFT and Fan Token Partnership

We will use the strategic launches of NFTs to help grow the attention and fan engagement around a brand's fan token. This will lead to price movement and higher engagement around a brand's fan token. Our branded NFT series will be innovative as we will add multiple assets and incentives inside each NFT alongside high end design work.

## H1 Capital Token

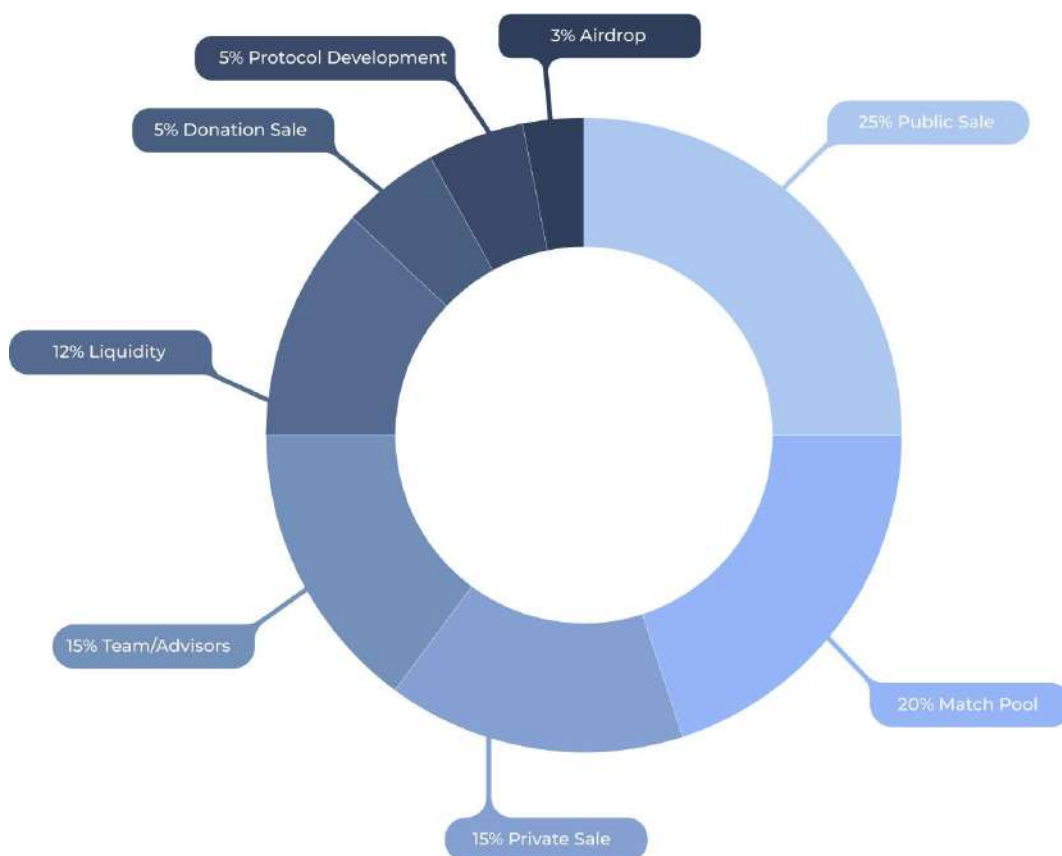
\$HCT is the native token of the H1 Capital platform. It can initially be used for NFT purchases, participation in the liquidity pool, staking, incentivization and governance. \$HCT will have several more use cases that will expand over time.

The H1 Capital platform is based on the Ethereum blockchain for the creation of NFTs, and \$HCT is an ERC-20 Ethereum token. It is regulated by strong tokenomics that keep its supply and demand in check.

## Tokenomics

- Ticker Symbol \$HCT
- Token Name H1 Capital Token
- Total Supply 1,000,000,000
- Token Type ERC-20
- Issuing Price 0.03
- Coins for sale 300,000,000
- Specifications Proprietary Blockchain
- Mintable Yes
- Burnable Yes

## Distribution



### Public Sale 25% (25,000,000 \$HCT)

- Launchpad

### Match Pool 20% (20,000,000 \$HCT)

- Stipulations: Heart of the protocol

### Private Sale 15%

- Priority investors

### Team/Advisors 15% (12,000,000 \$HCT)

- Stipulations: 1-month cliff, 7-month linear vesting

### Liquidity 12% (15,000,000 \$HCT)

- Stipulations: Pool created 30 minutes after public sale closure o Ensures orderly market creation

**Donation Sale 5%** (5,000,000 \$HCT)

- Implied Raise: \$0
- Stipulations: 90-day linear vesting

**Protocol Development 5%** (5,000,000 \$HCT)

- Stipulations: Discretionary development funds for life of protocol

**Airdrop 3%** (3,000,000 \$HCT)

- Implied Raise: \$0
- Stipulations: 90-day linear vesting

**Holding the \$HCT will yield multiple benefits for users. Some of them include:**

- Discounts on NFTs on the H1 Capital marketplace.
- Priority-access to drops for holders.
- Exclusive access to athlete creator coins.
- Participation in liquidity pools and staking.
- Access to exclusive events through our community membership program.
- Access to exclusive content.
- Participation in launchpad sales.
- Governance and voting participation.

## Revenue Streams

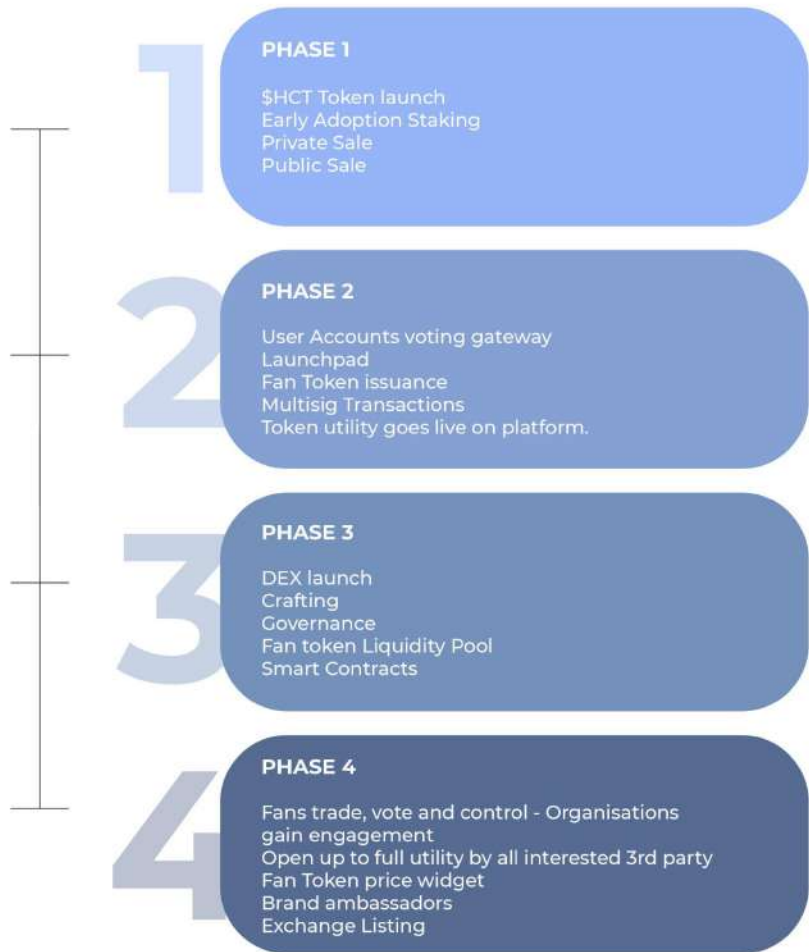
As a game-changing technologies provider of services for the launch, distribution and listing of Fan Tokens and NFTs, the technology behind H1 Capital is powerful and offers almost limitless possibilities. At the same time, it is of the utmost importance to simplify secure interactions and to develop solutions that have what it needs to excite target groups. Therefore, a user-centric approach in the development of new products is crucial and we can pursue partnerships with different entities to further adoption. We will also implement a multi-tier revenue model to maximize outreach and profit generation, so we can continue to grow the H1 ecosystem.

**H1 Capital will generate revenue through the following outlets:**

- Fan tokens launched on the H1 Capital launchpad
- Future expansions and the opportunities that come with them
- Pre-sale Fan Offerings and Initial Fan Offerings
- Fan token creation fees
- Fan Token private Sales
- Liquidity Pool fees available in decentralized exchange
- Trading platform transaction fees from decentralized exchange
- Paid Advertisements
- NFT mint events and sales



# 10. Development Roadmap



# 11. Marketing Strategy

H1 Capital will leverage modern marketing methods through digital media to promote the platform. We will build and nurture audiences and communities from partners and activations from athletes, brands and celebrities themselves. These Icons will be the ambassadors of this project who will drive its adoption.

We will use the service of influencers with large follower bases on social media platforms like Twitter and Instagram. We will maintain social media presence on platforms like Medium, Reddit and Telegram. We also leverage our connections with PR agencies with proven track records of success and take advantage of their expertise and experience to fully market the platform. Our team also plans for competitions and contests on our official channels, both to stimulate growth as well as reward our loyal community.

## The H1 Capital marketing strategy includes:

- Social media and influencer marketing.
- SEO (news portals, PR, listing websites and blogs).
- Content marketing (YouTube, Medium, Telegram, TikTok, Reddit, Instagram and other platforms)
- Community engagement activities and rewards, airdrops and bounty programs.
- Ask Me Anything (AMA) sessions on top platforms.
- Industry events/exhibitions.
- Brand partnerships.

## 12. White-label Solutions

H1 Capital will offer a white-label NFT onboarding process for athletes, teams, clubs, brands and entertainers anywhere in the world. We work with them to create an offering that fans will love and want to own. Part of the white-label solutions that H1 Capital will offer includes: White label NFT drop pages. We will also launch a decentralized exchange (DEX) as a white-label solution to facilitate the exchange of the NFTs and fan tokens launched through our platform.

## 13. Team

Having a solid management team and a proven strategy in place is fundamental to the success of our project. This is where H1 Capital excels — the platform is a collaboration between experts in the blockchain industry, professionals in startup development, sports enthusiasts with deep ties to professional organizations and thought leaders in tech.

## 14. Market Opportunity

### **81 of the Top 100 Public Companies are using blockchain technology**

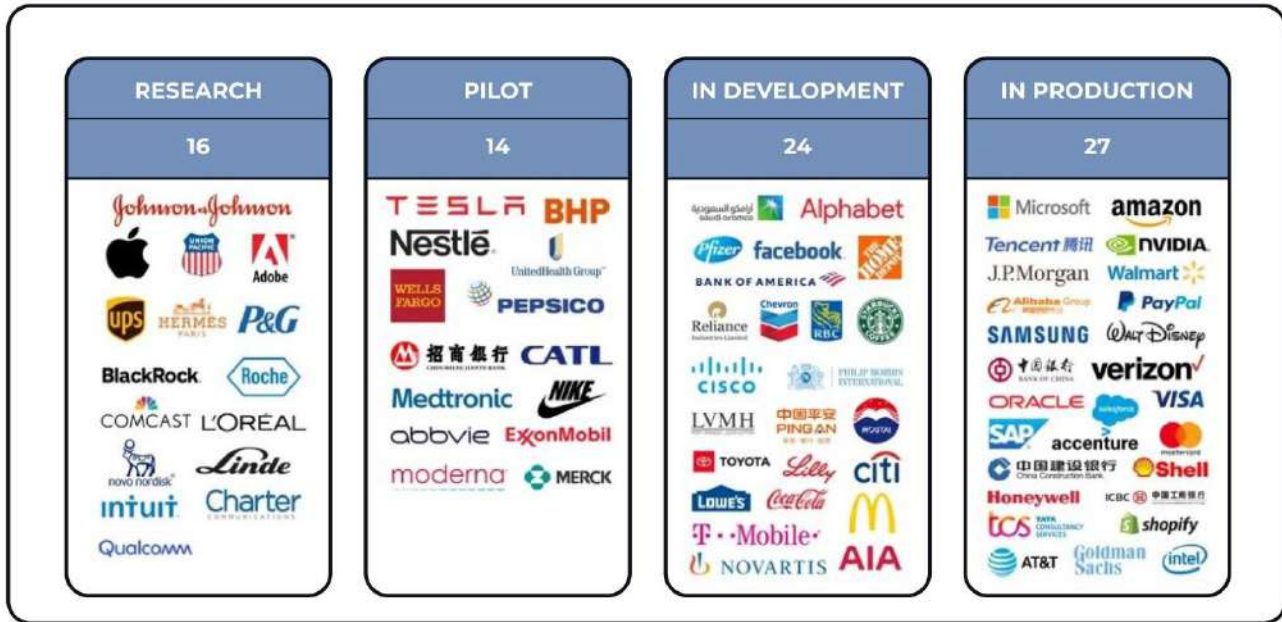
Corporate interest in blockchain has been obvious over the last few years. Major banks and institutions are opening up to the idea that blockchain and cryptocurrencies will improve their traditional systems.

How big exactly is their interest though? How many corporations are building and using blockchain solutions themselves?

We did extensive research into the top 100 public companies in the world and examined their involvement in the blockchain space.

- Which blockchains/DLTs are they using for their solutions?
- At which stage of development are these solutions?
- What kinds of products or services are they building?

## BLOCKCHAIN ADOPTION STAGE OF TOP INSTITUTIONS



## Global Fan Tokens Surpass \$80B in Sales Despite Crypto Downturn

### IN BRIEF

- Fan Token continues to soar in monthly sales volume despite the bearish market trends.
- Sales for May 2022 were approximately \$5 billion.

Fan Tokens continues to reach new highs after seeing their all-time sales volume reach new milestones despite the steep decline of cryptocurrencies.

Fan Tokens are the only area in the crypto space at present that have bucked the bearish trend dominating the market. As of June 15, Fan Token sales were in the region of \$2.63 billion. This figure has contributed significantly to the total sales volume of global fan tokens of approximately \$80.99 billion, according to Be[In]Crypto Research.

In terms of sales volume, Global Fan Tokens have earned more than \$40 billion more in sales than non-fungible tokens (NFTs).

### GLOBAL INDEXES BY SALES VOLUME (ALL-TIME)

Index	Sales	Buyers	Txns	Sellers
1 Fan Tokens	\$80,994,451,968	~ -	-	-
2 NFTs	\$37,419,783,074	~ 5,503,466	85,567,803	6,437,867

Some of the football clubs that contributed to this landmark include Paris Saint Germain (PSG), Lazio, Santos FC, FC Barcelona, Manchester City, FC Porto, AC Milan, Inter Milan, Galatasaray, Atletico Madrid, AS Roma, Juventus, Trabzonspor, Valencia CF, Arsenal, Leeds United, Flamengo, and Istanbul Basaksehir.

## What's behind soaring token sales?

The increasing demand for fan tokens in 2020 led to a growth in monthly sales volume. Before Dec 2020, monthly global fan tokens were below \$100 million. Then in Dec 2020, fan token sales were approximately \$1.03 billion.

Fan Token sales volume rose with the prices of cryptocurrencies in May 2021. During the month, global fan token sales reached an all-time high of \$9.43 billion and corresponded to a market capitalization of \$210.38 million.

## PSG, Manchester City among most valued tokens

Bankless Times further ranked the tokens by their value, and it's no surprise that football-based tokens occupy the top spots.

The data indicate that Paris-Saint Germain (PSG) is the most valued fan token, with a market cap of \$51,248,385. Manchester City's token comes second with a \$38,464,072 market cap. The two tokens are built on the Chiliz blockchain and issued by Socios, one of the major fan token providers. The tokens are currently trading at \$16.16 and \$10.17, respectively at press time.

The third position is occupied by FC Barcelona's token, BAR, which has a market cap of \$29,309,773.

Alpine F1 Team, a newly launched formula one team on Binance, comes in fourth, towering over older tokens, days after its launch. Like other fan tokens, ALPINE has registered a 30% decrease in the last trading week.

Other tokens that make it to the top 10 list include Juventus, AC Milan, and Inter Milan fan tokens. Binance's Lazio is the only other non-football-based fan token on the list besides ALPINE. It has a market cap of about \$18 million, ranking it 6th on the list.

## Fan tokens at the forefront of crypto mass adoption in the sports

Fan tokens are digital assets that allow holders membership-only perks across different platforms. In this regard, they can be used on just about any platform with a fan base.

However, these tokens have established a solid base in sports and, in particular, football, as clearly indicated by the data analyzed by BanklessTimes. Just as iGaming is doing with Defi and NFTs, sports currencies are driving the mass adoption of cryptocurrencies in the sports field.

One of the biggest concerns is the tokens' utility. Although fan tokens are meant for the fans and should ideally offer perks like rewards, merchandise, and voting rights, the token market is full of people who are out to make a quick buck. Most tokens register up to an 80% decline in price after launching, which raises questions on the clubs' motives. Are they all just looking for a way to monetize their fan bases?



That said, the tokens are still in their early developmental stages, and there's no telling how far they'll go.

## Fan Tokens Experience Over \$3B In Sales, a 338% Rise. Santos FC Saw Over \$1.1B In Sales

August 19, 2022

Within 7 days, fan tokens experienced over \$3B in sales, a 338% rise. At #1, Santos FC saw over \$1.1B in sales. – FC Porto saw \$398M in sales. – Lazio saw \$334M in sales. – Juventus saw \$197M in sales. – OG saw \$190M in sales.

### Top Fan Tokens by Sales Volume (7 days)

	Fan Token	Sales	Change (7d)	Price	Change (7d)
1	 Santos FC	\$1,132,716,625 	▲ 3,172.50%	\$16.00	▲ 237.13%
2	 FC Porto	\$398,671,383 	▲ 545.96%	\$4.82	▲ 42.97%
3	 Lazio	\$334,600,700 	▲ 913.63%	\$5.27	▲ 63.66%
4	 Juventus	\$197,288,549 	▲ 289.26%	\$6.36	▲ 18.12%
5	 OG	\$190,838,541 	▲ 20.32%	\$7.12	▲ 6.87%

## As early as 2014 companies are using blockchain

Interest and adoption by these corporations started as early as 2014. Many of them announced their commitment to joining consortia, building their own ledger networks, or using other blockchain-based solutions. Many claimed to go live in the years to come. Over the years, we have seen most of them at least embrace the idea that blockchain technology is a serious innovation to help improve their current business models and/or operations.

As of September 2021, 81 of the top 100 public companies are using blockchain technology. This includes those who are in a research phase (meaning they are exploring opportunities and deciding on which technologies they could use for their blockchain initiatives). However, if we remove the research phase, we find that there are still an impressive **65 companies** who are actively developing blockchain solutions.

These solutions have ranged from successful pilots, to major projects currently in development, and live in-production services that are being used by employees, partners and clients today.

## Why YouTubers' Ad Revenue is Down Despite Streaming Boom

It's a great time to be a content creator in the video streaming industry.

In fact, Cisco reported that online video makes up 82% of all consumer internet traffic.

You've probably seen this yourself with the boom in video streaming services...

Disney+, for example, recently reached 50 million subscribers after only 5 months! That's pretty close to their goal to reach 60 million by 2024.

And Netflix and YouTube have been getting so much traffic, they've actually had to lower their streaming quality in some parts of the world!

Yet, despite the numbers showing YouTube is thriving as a platform – its creators are seeing huge drops in their income.

Why?

The short answer is YouTube is not the best place to make money from your videos. YouTube's advertising revenue is unreliable and many people saw their YouTube ad revenue decline for a number of uncontrollable reasons.

## Ad-Powered Madness: Why Ad Revenue Is Unreliable

Almost all YouTube channels make money through ads that are played before, during, and after their videos. You know, those pesky ones you always wanna skip:

This is known as ad-based video on demand (or AVOD). AVOD's philosophy is simple: free content for the masses, powered by advertising.

While advertising revenue is nice as an additional stream of income, to make a living purely off ad-revenue can be difficult.

That's because your income will be inconsistent and you're putting the fate of your brand and content in the hands of a 3rd-party platform.

Compared to other video monetization models, YouTube's ad revenue generates the lowest rates of return for creators.

Why?

Because:

1. There are high barriers to enter: to be eligible for Youtube's AdSense you need to have more than 1000 subscribers and 4000 valid watch hours in the past year. You also need to be a part of the YouTube Partner Program and follow all of YouTube's channel monetization policies and community guideline policies.
2. YouTub takes a cut of your ad revenue: YouTube takes nearly half of creator's ad revenue.
3. You're underpaid: YouTubers earn less than the US poverty line and it takes millions of views per month to generate a solid profit from ad revenue.
4. You can get demonetized: you and/or your videos can get randomly and instantly demonetized. You have limited control over your income and you're not part of the decision-making process about what videos get demonetized or how the YouTube ad algorithm changes.

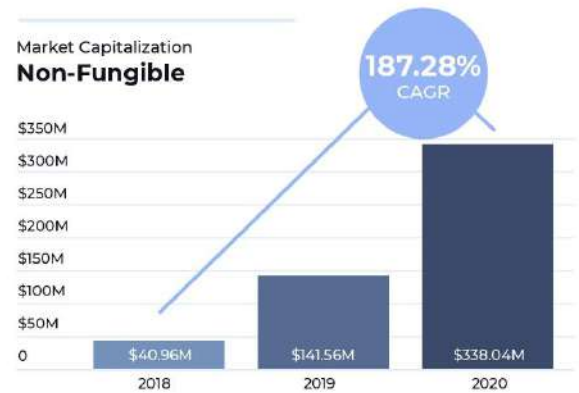
## Non-Fungible Tokens

Non-Fungible Tokens or NFTs as they are colloquially known are the newest trend to come out of the blockchain sphere. NFTs are one-of-a-kind digital certificates that prove ownership of a digital asset. The authenticity of such assets is verified through the blockchain mechanism giving way to a whole new realm of digital collectibles. Blockchain's recent innovation is raising some eyebrows, as the value of NFTs has grown significantly over the last few years. According to data presented by TradingPlatform, the market cap of NFT increased by 138.8% YoY in 2020 at a CAGR of 187.28% from 2018-2020.

### NFTs Market Cap Reachers \$338m - CAGR Of Over 187% In 2018-2020

In economic jargon, a non-fungible asset is a non-tradeable asset and is considered one-of-a-kind. In essence, owning an NFT means you own an original or whatever digital asset. While the digital asset can be replicated many times by anyone, only the owner of the NFT for that asset is the true single owner of that asset. The authenticity of each NFT is verified by the Blockchain ledger mechanism.

NFTs are a relatively new trend in the blockchain world, with many pinpointing its origins to 2014's Colored Coins. Since then the digital tokens have grown in prominence with recent eye-catching transactions worth millions of dollars. According to a report by Nonfungible.com the market capitalization of NFTs has exploded in the last few years. In 2018 the market cap of NFTs was calculated at just under \$41M. By 2020 that number had risen to just over \$338M for a CAGR of 187.28% from 2018-2020.



NFTs Per Category Revenue 2020



NFTs Per Category Number of Sales 2020



### Total Revenue From NFT Transactions in 2020 - \$55m

NFTs can be any digital asset but can be broken down into 6 major categories; Metaverses, Art, Gaming, Sport, Collectibles and Utility. Revenue from NFTs in 2020 amounted to an estimated \$55M. Metaverses had the biggest share of this revenue with a total of \$14.02M or 25% of the total. In terms of the number of NFT transactions, the gaming category had the largest in 2020 with almost 630,000 transactions or 47% of all NFT transactions in 2020.

As the awareness of the industry continues to grow, professional and regular gamers start welcoming fans into their world through popular live-streaming platforms such as Twitch, YouTube, and Periscope. According to SuperData, live game content and VOD in 2017 generated \$4.6 billion in revenue. Currently, Twitch remains the market leader in both the gaming and eSports live streaming sector accounting for 70% to 80% of the global gaming market share.

Prize pools in eSports also dwarf other sports. The DOTA 2 2018 Tournament prize pool was just under \$25 million, more than double the 2019 Masters PGA Tour major championship handout of \$11 million. Competitive gaming is one of the highest potential markets globally within the hardest-to reach demographic aged 16-36. The current eSports market has revenue of \$700M with an active audience of nearly 200M. Furthermore, the compound

annual growth rate is a staggering 33%. At the same time, this market is limited to the top 1000 players and about 100 teams, who together hold the biggest share of money in eSports - the \$300M sponsorships and media rights sales share, \$120M in advertising revenue, \$100M of prize money and \$40M in player compensations and salaries.

## Upcoming Projects

### WEB3 METaverse

Decentralized Wall Street Metaverse (De-WALL) is a digital reality that combines aspects of social media, trading, with augmented reality (AR) virtual reality (VR) trading terminals, Cryptocurrencies allow users to interact virtually. Augmented reality overlays visual elements, sound, and other sensory input onto real-world settings to enhance the user experience. In contrast, virtual reality is entirely virtual and enhances fictional realities. The Decentralized Wall Street Metaverse will host all of the companies and brands who have created fan tokens with H1 Capital. Brands will be able to interact with investors and fan token buyers and offer goods and services alongside other incentives. Socially, our Metaverse will allow users to interact, share trading strategies and investment ideas. However this will only apply to brands within our Metaverse. Virtual reality game developers who are partnered with H1 Capital will also have the ability to showcase their games in our metaverse.

### Fan Token SPV Fund

We are currently in the process of developing a fund to allow investors exposure to the fan token market. We will be adding popular fan tokens to our fund. It will be the first of its kind and we intend to galvanize the entire fan token community with an array of different tokens in different sectors

## Participant Warning

Participation in a token offering carries high risks. It is highly speculative and, before participating in any project about which information is given, prospective participants are strongly advised to seek appropriate professional advice. The information contained in this whitepaper has been prepared by or on behalf of the Company. H1 Capital Platform has not undertaken an independent review of the information contained in this whitepaper.

## Prominent Statements

The information contained in this whitepaper about the proposed business opportunity is not intended to be the only information on which a decision is to be made and is not a substitute for a disclosure document or any other notice that may be required under the law. Detailed information may be needed to make a token participation decision.

## Future Statements

Except for historical information, there may be matters in this whitepaper that are forward-looking statements. Such statements are only predictions that are subject to inherent risks and uncertainty. Forward-looking statements, which are based on assumptions and estimates and describe the Company's plans, strategies, and expectations, are generally identifiable by the use of the words 'anticipate', 'will', 'believe', 'estimate', 'plan', 'expect', 'intend', 'seek' or similar expressions.



Participants are cautioned not to place undue reliance on forward-looking statements. By its nature, forward-looking information involves numerous assumptions, inherent risks, and uncertainties, both general and specific, that contribute to the possibility that those predictions, forecasts, projections, and other forward-looking statements will not occur. Those risks and uncertainties include factors and risks specific to the industry in which the Company operates, as well as general economic conditions. Actual performance or events may be materially different from those expressed or implied in those statements.

All forward-looking statements attributable to the Company or persons acting on behalf of the Company are expressly qualified in their entirety by the cautionary statements in this section. Except as expressly required by law, the Company undertakes no obligation to publicly update or revise any forward-looking statements provided in this whitepaper, whether as a result of new information, future events or otherwise, or the risks affecting this information.

None of the Company, its officers, or any person named in this whitepaper with their consent, or any person involved in the preparation of this whitepaper, makes any representation or warranty (express or implied) as to the accuracy or likelihood of fulfillment of any forward-looking statement except to the extent required by law. The forward-looking statements reflect the views held only as of the date of this whitepaper.

## Value Risks

Tokens issued by the H1 Capital Platform may drop substantially in value or may remain illiquid for long periods of time or indefinitely. H1 Capital Platform cannot guarantee an active secondary market for the exchange of tokens purchased in the token sale. Not all disclosures or statements are being made in this document. Participants should review the token sale in its entirety and seek the professional advice of legal counsel and investment professionals.

The Company's tokens may change in value based on a number of factors that are outside our control. There is no guarantee or expectation that the Tokens will increase in value, provide a return, or have sufficient adoption and liquidity on exchanges. Owning these tokens does not constitute a share of equity or ownership in the Company. The token economy is new and exciting. Regulatory circumstances may require that token mechanics be changed or altered. The \$HCT token does not have any rights to use, purpose, attributes, functionalities, or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities, or features on the H1 Capital Platform. The Company does not guarantee and is not representing in any way that the \$HCT has any rights, uses, purpose, attributes, functionalities, or features. The Company reserves the right to refuse or cancel \$HCT purchase requests at any time at its sole discretion.

## Not a Security

It is important to note that any tokens issued on H1 Capital Platform are not intended to be securities, and this document is not a prospectus, offering document, or a solicitation for investment in a share or equity offering. Tokens issued on our platform as referenced in this document do not confer any type of ownership or debt within the H1 Capital Platform system or any other entity. Tokens currently trading or issued in the future are non-refundable. H1 Capital Platform will not guarantee any value, market, or commitments to the value of such tokens. Buyers and owners shall participate in each economy at their sole risk.

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