

# TEAM Token. FAQ

## ★ What is TokenStars?

TokenStars is the first blockchain company to tokenize celebrities.

It disrupts the **\$100 billion celebrity management industry** by decentralizing it and providing blockchain platform to **connect stars with fans and advertisers**.

Having successfully started with issuing ACE token for the tennis vertical (\$4.9 million raised at the sale end date), the company now launches TEAM token to cover talents and successful PROs in a wider range of sports & showbiz activities, such as football, hockey, poker, music, movie-acting, etc.

## ★ What is TokenStars Platform?

Our platform consists of **12 integrated modules** that allow participants to connect in a new way. Designed as a toolkit, the platform allows to combine different modules to achieve the required features and capabilities.

Our platform solves 4 major problems of market participants:

1. Promotes successful PROs in sports & showbiz and brings advertising contracts from brands.
2. Provides financial support to young talents to become future celebrities.
3. Involves fans in desired communication and interaction with stars
4. Offers brands to access highly involved fan communities and increase the efficiency of campaigns by implementing advertising smart contracts.

The **platform is live!** The first module – [TokenStars Celebrity Auction](#) was launched in Q4 '17.

## ★ How does TokenStars make money?

TokenStars' business model combines traditional celebrity management agency model with digital platform approach:

- ✓ We receive a 20-30% commission from the celebrities' advertising contracts and prize money.
- ✓ We collect fees from premium services, provided by the platform (like betting, e-commerce, offline communication with stars).

## ★ What is TEAM token?

TEAM token (Ethereum, ERC-20 standard) is a utility token, designed to enable interaction between fans, celebrities (prospective talents & successful pros), advertisers, and regular token holders.

**TEAM tokens** serve as the **form of access** to the TokenStars platform and its **internal currency**. Most of the interactions require usage of TEAMS:

- ✓ payment of agency commissions from advertisers and supported talents;
- ✓ providing incentives to scouts and fans, who discover prospective talents and promote celebrities;
- ✓ communicating with celebrities and getting access to exclusive offers;
- ✓ making betting bids and winning;
- ✓ participating in the voting polls;

that will result in **higher token turnover** along with the course of **TokenStars business growth**.

## ★ Does TEAM token have fundamental basis?

As the TokenStars project grows, the number of sponsorship contracts signed by the celebrities will grow. As a result, the commissions of the agency will grow.

The TokenStars **revenue will be paid in tokens**, that has to be bought in the market, from regular token holders. The higher TokenStars revenue is, the more tokens will be demanded in the market.

## ★ Why blockchain?

We have chosen blockchain as underlying technology of the platform to allow us to build transparent and verifiable system for all platform participants, especially for fans, advertisers, talent scouts, as well as regular token holders.

TS platform will record in the blockchain ledger the events of interaction between participants, such as voting results, talent applications from scouts, task completion by promoters, auction bids or advertising clicks.

Our platform will be based on two interacting blockchains - Ethereum for the token-related operations and private blockchain for the internal platform operations.

## ★ You have a lot of celebrity advisors. How do they help TokenStars?

TokenStars has assembled a top-notch sports & showbiz advisory board. Our ambassadors will share their expertise, help us select to reach the most prospective stars and attract large audience of users to our platform.



FOOTBALL LEGEND  
**LOTHAR MATTHÄUS**



NO. 2 IN ATP RATING  
**TOMMY HAAS**



NHL STAR  
**NIKITA KUCHEROV**



FOOTBALL STAR  
**GIANLUCA ZAMBROTTA**



NO. 2 IN WTA RANKING  
**ANASTASIA MYSKINA**



FOOTBALL PRO PLAYER  
**VALERY KARPIN**



TOP PHOTOGRAPHER  
**RICO TORRES**



TENNIS AGENT  
**MAYA KURILOVA**



NO. 5 IN ATP RANKING  
**CEDRIC PIOLINE**



NO. 4 IN ATP RANKING  
**ROBIN SÖDERLING**



POKER PRO  
**ALEXANDER ANTER**

TokenStars also received strong support from many other celebrities, who joined our platform:

- ✓ Redfoo (LMFAO), music & showbiz / blockchain enthusiast
- ✓ Martina Hingis, tennis
- ✓ Pavel Datsyuk, hockey
- ✓ Tarjei Boe, biathlon

## ★ Who will buy your tokens?

We are focused on three audiences:

1. Traditional blockchain audience.
2. Crypto funds and family offices (as company management comes from the financial industry).
3. Sport & showbiz fans, brought via our ambassadors' media channels and multiple sports media partnerships, incl. Manchester United community.

## ★ When will the TEAM tokens start trading on crypto exchanges?

We plan to list TEAM tokens on crypto exchanges in March 2018.

We have already **listed ACE token** on the OKEx trading platform (top-10 globally) – you can check the trading activity at <https://coinmarketcap.com/currencies/ace/>.