STRYKZ - the token for all football fans

Tokenising fantasy sports

Token seller	Stryking Entertainment GmbH
Token name	STRYKZ
Token ticker	STRY
Project name	Football-Stars
Public sale	27 June to 29 July 2018

This document and any other documents published in association with this whitepaper relate to a token offering of STRYKZ to persons (purchasers) as described in Chapter 5 (the "Token Sale Event"). The funds raised in this Token Sale Event will be used to further develop the platform and finance the international roll-out of Football-Stars.

Participants in the Token Sale Event should carefully read this whitepaper and consider the risks described in Chapter 7 and the notices contained in Chapter 8. Some of the key aspects they should be aware of include the following:

The STRYKZ token is not designed to be an investment product or security. STRYKZ token holders will not receive any financial returns on the tokens. STRYKZ token are not redeemable, and there is no guarantee that a secondary market for them will ever exist. The STRYKZ token will be a medium of exchange only and **will not entail any rights or claims** of their purchaser/holder against Stryking Entertainment GmbH or any other person.

STRYKZ token have already been sold in a private pre-sale with special conditions.

Due to certain risks, e.g. business, product, regulatory, market and technology risks, **STRYKZ token may never have any utility or value**, lose some or all of their utility or value, or may be lost.

This whitepaper presents indicative information only. Unless expressly specified otherwise, **the token enabled features and the technologies on which they will be based are under development and are not currently deployed**. Any plans, projections, or forecasts mentioned in this Whitepaper may not be achieved due to multiple risk factors, including without limitation defects in technology, legal or regulatory exposure, market volatility, sector volatility, corporate actions, or the unavailability of complete and accurate information.

This whitepaper and related materials are issued in English only. Any translation is for reference purposes only and is not certified by Stryking Entertainment GmbH or any other person. No assurance can be made as to the accuracy and completeness of any translations. If there is any inconsistency between a translation and the English version of this whitepaper, the English version prevails.

References in this whitepaper to specific companies and platforms are for illustrative purposes only. Other than Stryking Entertainment GmbH, Football-Stars and the advisors listed in Section 1.4, the use of any company and/or platform names and trademarks does not imply any affiliation with, or endorsement by, any of those parties.

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The following is provided for summary purposes only and does not onstitute an agreement to purchase STRYKZ Tokens.

Seller	Stryking Entertainment GmbH, a German limited liability company registered with the district court (Amtsgericht) of Berlin Charlottenburg under the registration number HRB 139549 having its registered office address at Hessische Straße 11, 10115 Berlin, Germany ("Stryking").
Website	https://www.strykz.io/
Token name	STRYKZ
Ticker	STRY
Project name	Football-Stars
Project summary	Stryking operates the fantasy sports platform Football-Stars. The new STRYKZ token are intended to have an in-game utility to enable new features that encourage greater user participation. One important envisaged use of the STRYKZ token will be to reward active users for contributing content to the platform such as by generating and promoting their own token-based challenges, creating news pieces and videos or providing services that enhance the user experience. The token will also be used as an incentive with developers, consultants, marketing partners and others to stimulate growth of the ecosystem.
Token Sale Event	Super Early Access for contributors from Whitelist I: 27 to 28 June 2018 Early Access for contributors from Whitelist II: 28 to 29 June 2018 Public Token Sale Event: 29 June to 29 July 2018
Total Token supply	1,112,500,000 STRY
Minimum sale target	8,900 ETH
Token price for this Token Sale	STRYKZ = 0.0001 ETH, exclusive of transaction fees or costs. Tokens may be purchased in fractions up to 18 decimal places.
Accepted payment methods	ETH, BTC, additional currencies tba
Distribution date	Anticipated to be during August 2018, subject to completion of any verification measures undertaken by Stryking and other relevant factors. Stryking will specify the exact date on their Websites in due course.

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Changelog

Version	Changes
1.0 --> 25.01.2018	- First release of official Whitepaper
1.0.1 --> 08.02.2018	- Added two advisors in Section 1.5 - Added token price in Section 5.1
2.0.0 --> 25.04.2018	- Page 1: Changed title site - Page 2: Added "Important Notice" and removed chapter 1.3 - Page 3: Added "Token Sale Summary" - 1.4 Updated the team sites - 3.6. Development Roadmap: Updated to new token sale timeline - 4.1 Added a sentence to clarify token model in PaaS - 5.1 Updated the essentials - 5.2 Changed token distribution and lock-up of reserve - 5.3 Updated text about bonus scheme - 5.5 Timeline: Updated Token Sale timeline
2.0.1 --> 13.05.2018	- Smaller wording changes throughout the document - 2.2 Clarification on free-to-play business model & legal situation - 3.1.3 more details about user generated challenges
2.0.2 --> 22.05.2018	- Added 1.4 Governance of Stryking - Moved former 1.4 to 1.5 - Added 1.6 Third-Party Agreements
2.1.0 --> 14.06.2018	- Minor wording changes throughout the document - Updated Token Sale Event dates in the document - Removed GBX from document - Corrected financial result 2017 in 1.7 from the final audited report - Updated Development Roadmap in 3.6 - Updated bonus allocation in Section 5.3
2.1.1 --> 21.05.2018	- Changed wrong Token Supply on page 3 - Added Blockchain advisor Leonard Tan to dvisor section on page 16
2.1.2 --> 03.07.2018	- Added final numbers for token supply, hard & soft cap on pages 3 & 46 - Moved Leonard Tan to team, added Sam Lee as Advisor - Adjusted bonus section in 5.3

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Definitions

Term	Definition
Football-Stars	Football-Stars is a cross-platform gaming experience based on a free-to-play model for football fans worldwide.
User	Users are persons playing Football-Stars on web or mobile.
Player	Players are the actual, real football players the users can put into line-ups in Football-Stars.
Manager Mode	Classical season-long manager mode in which the users have to manage a team of players for the whole season.
Challenge Mode	Daily fantasy mode in which the users assemble teams for single matches or matchdays..
STRYKZ	Smart-contract based Ethereum ERC-20 token to be integrated into our platform Football-Stars.
Coins	The virtual (non-crypto) in-game currency Coins can be bought in the in-game currency shop for fiat currency or earned while playing Football-Stars.
Stars	The loyalty points Stars can only be received by winning Challenges in the Challenge Mode or unlocking Achievements. They can be redeemed within the in-game reward shop.

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Introduction to STRYKZ

- Stryking specialises in sports fan engagement with its own fantasy sports platform Football-Stars.

- Football-Stars is live with strong partnerships e.g. Germany's biggest football website 'kicker'.

- The STRYKZ token is eventually intended for other fantasy sports games and other sports fan engagement platforms.

- STRYKZ will be launched by an experienced management team.

1.1 Abstract

There are more than 3.5 billion football (soccer) fans in the world, many of them are really passionate about their favourite sport and are demanding more and more interactivity with their teams. No longer is purely watching a game sufficient. These fans want to engage directly and put their understanding of the world's game to the test.

Stryking specialises in sports fan engagement and monetisation by combining the real and virtual world to create genuine interaction opportunities for fans, stars and brands. Stryking operates the innovative fantasy sports platform Football-Stars[1], a thrilling and diversified gaming experience on web and mobile platforms for football fans worldwide. Fans get the chance to become coach and manager, they set up their own dream teams of real players and compete against other fans in leagues and daily challenges. The results are calculated, based on actual players' real-life performance data – straight from the real leagues.

So far fantasy sports platforms centrally provide different fantasy leagues and contests for users to choose from. The operators define the content, the winning criteria and the costs for users to participate – By contrast, Stryking will give fans the opportunity to not only participate in pre-defined games, but we want to give fans the tools and the freedom to create their own fantasy sports content and contests.

Stryking's fantasy sports platform is designed to provide hundreds of millions of fans the most immersive and interactive experience to manage teams, compete against peers in daily challenges and get rewarded with exclusive fan experiences. Nothing beats the passion supporters feel for their sport and our fantasy sports solution turns this passion into online engagement.

Our vision is to bring sports fans as close to the real action as they can get!

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[1] http://football-stars.com

1.2 The token: STRYKZ

The STRYKZ token, which will be issued and offered by Stryking, is a smart-contract based on the Ethereum ERC-20 specifications.

The STRYKZ token will enable secure end-to-end traceable in-game transactions and reward schemes in the Football-Stars platform. The Football-Stars platform is currently run with a free-to-play monetization model and the STRYKZ token will be introduced next to the existing virtual (non-crypto) currency Coins and the loyalty points Stars. Any use of the STRYKZ token on the Football-Stars platform requires prior registration of a user account and is subject to the terms of use for such an account, which, in relation to STRYKZ token and features, will be specified at a later date.

STRYKZ are intended to be distributed through various activities with a clear intent to quickly generate high levels of interest in and participation on the platform. The initial supply of the token will be limited in accordance with the specifications of this whitepaper, future distribution of existing tokens will be strictly supervised and executed with the explicit purpose of widening the user base and increasing the activity of current token holders (see Chapter 5.2).

Active users, developers, business consultants and other contributors will be able to sign up to the STRYKZ rewards program, enabling them to be a part of the future development of the STRYKZ universe of products and services.

For example, we envisage the following ways of using and obtaining STRYKZ:

Future use of STRYKZ:

- early access to new features
- access to VIP-Club (access to unique virtual fan items, "money can't buy" merchandise, early access to new features)
- access to exclusive content
- access to user-generated challenges
- Coin packages in „flash sales"
- „follow-the-best feature"

Please note that while Stryking plans to establish these features which will be designed to be technically accessible via STRYKZ, STRYKZ tokens do not grant any right or claim against Stryking to develop or grant access to these features.

Obtaining STRYKZ through:

- participation in Token Sale Event
- contributions to platform (such as creating challenges, reporting match data and injury status, writing articles on past or upcoming matches, how-to, etc.)
- if in the future the token is listed on a digital asset exchange, acquisition via such exchange

STRYKZ will not be refundable.

Beyond the initial use on the Football-Stars platform, the long-term goal is to establish the STRYKZ token as the premier in-game token for fantasy sports games and the token which gives access to thrilling fan experiences with different partners around the globe. The aim is to achieve this through a controlled process and marketing strategy where the, already very successful, Football-Stars platform acts as a proof-of-concept.

Please refer to the further descriptions in Chapter 3 and 4 for details.

We reserve the right (but do not commit ourselves) to, at any time, investigate and effect a public exchange listing trading of the STRYKZ token on crypto-token exchanges as long as this may be done in accordance with applicable local regulations and laws.

1.3 Our business: Time to scale-up

Football-Stars is live and playable on the web as well as with native apps on iOS and Android. For the current season 2017/18 our focus is on growth with strong partners nationally and internationally. We are approaching partners who already have access to the football loving audience such as media houses, community platforms, leagues, clubs, rights holders, etc.

In May 2017, we signed a strategic partnership with **kicker**[2], Germany's biggest football magazine with more than 7 million monthly unique users on their digital channels. "Football-Stars powered by kicker" was launched for the current season during August 2017 and is being promoted within the kicker network throughout the season to bring-in new users to play the game. The partnership is being powered with regular editorial pieces as well as with different advertising campaigns throughout the season with a media volume of more than 15 million Euros.

Active users show strong engagement in the game with an average of more than 2 logins per user per day and more than 250 page impressions generated per user per month in average. We expect continuous user growth in the German speaking community based on the kicker partnership and we are aiming to replicate this kind of partnership in international markets as well.

A second partnership has been launched with the German digital pay-TV station sportdigital.tv, which broadcasts football matches of 10 different international leagues around the clock. "sportdigital Stars – The Football Challenge" allows fans to play a specially tailored version of Football-Stars with daily challenges for sportdigital's licensed football leagues, such as the Chinese Super League, Japanese J1 League, South American Copa Libertadores or Dutch Eredivisie. In order to keep users informed, sportdigital produces and broadcasts a weekly TV show about the latest challenges. Viewers are provided with both previews of upcoming challenges as well as expert opinions about prospects of various teams and players. The sportdigital TV package is completed by classic TV formats such as commercials and co-presenting.

Next to those two partners, we are in discussions with different Bundesliga clubs, leagues and rights holders as well as more national and international media houses and football communities.

Earlier this year, Stryking was chosen as a 2017 Red Herring Top 100 Europe Winner, a prestigious list honouring, in the view of the Red Herring business magazine, the year's most promising private technology ventures from the European business region. We have also been named as one of the Top 50 Most Innovative Start-ups in Sports & Tech 2017 by HYPE Foundation.

1.4 Governance of Stryking

Stryking Enterntainment GmbH is incorporated under the laws of Germany as a limited liability company (Gesellschaft mit beschränkter Haftung, "GmbH"). The day-to-day operations are run by the managing director Dirk Weyel. The managing director reports to and is controlled by Stryking's shareholders' meeting.

As a GmbH, Stryking Entertainment GmbH is subject to the accounting, reporting, and auditing rules applicable under German law, in particular, Stryking Entertainment GmbH is required to prepare annual financial statements that are audited and published.

1.5 The Stryking team and advisors

The Stryking founding and management team comprises some of Europe's leading gaming, sports and digital marketing experts. There are over €100m in successful exits and combined leadership experience of over 50 years within the management team. The professional background of the management team lies in games, digital marketing, mobile apps and corporate finance.

The team is backed by a strong group of investors and advisors who provide support in scaling the business in different areas and regions. Besides the lead investor True Global Ventures Ltd., a Hong Kong based angel fund, there are different private investors who also endorse Stryking.

Team

Serial entrepreneur in games and digital marketing space, 4 companies founded/co-founded, 2 exited, 2 still active.

- Co-founded Frogster Interactive, games publisher which grew into a leading European online games publisher, publicly listed on Frankfurt Stock Exchange, sold to competitor Gameforge in 2011 at a market valuation of $100m
- Co-founded Torben, Lucie & die gelbe Gefahr GmbH (TLGG), specialised agency for Digital Marketing and Transformation, advisor from the start until trade sale to Omnicom in 2015
- Co-founded 4-real Intermedia GmbH, a specialised games agency, still shareholder

Dirk Weyel
Founder & CEO

Marketing Expert with a 360 degree view on digital entertainment. Product Owner and creative head behind Football-Stars.

- Marketing Director at Frogster responsible for building and managing three marketing departments including brand, performance and social media marketing across Frogster's diverse range of products
- Brand Manager at Codemasters for award winning products like 'Lord of the Ring Online', 'Race Driver GRID' and 'Operation Flashpoint'
- Project Lead at leading marketing agency KMF Werbung handling multimillion Euro budgets for customers like Procter & Gamble, eBay/Paypal and Masterfoods

Christian Szymanski
Co-Founder & CMO

Seasoned corporate finance executive and serial entrepreneur with 20 years' experience in corporate and business development.

- Co-Founder and CFO in several start-ups and later stage companies
- Two successful IPOs and several years' experience in post IPO Investor Relations as Compliance Officer
- Investment Manager in Family office, private investor, advisor to tech start-ups

Hong Thieu
CFO

Full stack software engineer and technical blockchain advisor for multiple ICOs.

- Has built a secure mobile cryptowallet for CoinHako as well as full-stack Ethereum dapps
- Previously a software engineer at Visa, working on data platforms and product development
- has been invited to present at blockchain events across the world in the US (ETHDenver), Singapore, UAE (ICANN60), as well as Ghana (Ghana Blockchain Conference).

Leonard Tan
Lead Blockch. Dev.

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Business Advisors:

Founder & CEO of True Global Ventures.

- Awarded as Business Angel of the Year in Europe in 2013 by EBAN after having three (positive) exits in a week
- Regular Speaker on conferences on more than 100 occasions since 2005
- Successful entrepreneur in the fintech space

Dusan Stojanovic

Serial Entrepreneur, Partner at True Global Ventures, Investor Mentor at TNF Ventures.

- Co-Founder & Chief Marketing Officer of Neeuro, an innovative Mind Wellness and Brain Analytics company
- Previously co-founded Brandtology, a Social Media Intelligence and Analytics company, which was acquired by Isentia (ASX: ISD)
- Invested and mentored companies in the various areas including AI, SaaS and Gaming

Kelly Choo

Founder & CEO of CoinStreet Partner

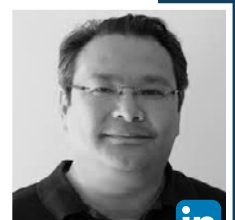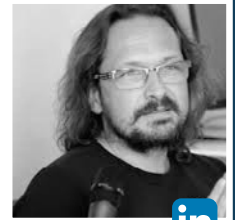- Serial Entrepreneur, Investor, Board Advisor, Senior Executive, Public Speaker & Trainer in Digital, FinTech & Crypto
- Founding Chairman of Belt & Road TechFin Alliance, Co-founder of the Blockchain Centre of Hong Kong, Co-Founder of Ethereum south China and south Asia communities
- Chief Crypto-economic Advisor of Gibraltar Blockchain Exchange.

Sam Lee

Experienced entrepreneur CEO, angel investor, board member and strategy consultant.

- Founder of Netlight Consulting, (1,000 employees across Northern Europe)
- Founder & CEO at Lightbulb Crew, a video game studio focusing on free to play games for global distribution
- 10+ years' experience in advisory positions incl. Engagement Manager at McKinsey & Co, Business Development Director at Unilabs & regular board member in one company as well as sitting on a few advisory boards (Wissl media, Souffl)

Anders Larsson

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Long-term sports industry and digital marketing executive.

- Employee No. 6 and Head of Content & Partnerships at leading football platform Onefootball, responsible for content & editorial strategy, media partnerships and relationships with clubs, leagues and governing bodies

- 12+ years' experience in leading positions in sports marketing and digital media, e.g. with the Deloitte Sports Business Group and Sportfive (now Lagardère Sports)

- leAD sports accelerator: Mentor for global sports entrepreneurs, focusing on digital media, marketing and consulting

Caspar Schmick

Financial Market Expert, Market Strategist and Initial Token Sale Advisor.

- Highly experienced licensed institutional trader with an abundance of knowledge in the financial sector. He has been involved in the finance and trading industry for over twenty years, focused on HFT, AI and Blockchain.

- His market commentary, insights and views have been used on some of the biggest news wires and news agencies from DPA-AFX to Reuters and Bloomberg

- Regular speaker on conferences and trading/ finance events

Andreas Lipkow

Founder of Blockconnectors.io. Consulted for more than 10 Initial Token Sales. Over 25,000 followers on different platforms.

- Passionate about cryptocurrency and the underlying technology, blockchain. Deep understanding of the cryptocurrency market

- Helped grow various groups to approximately 20k-30k in size, including, BTU protocol, Lendo, AgentNotNeeded, Axens, Kinguin's Telegram groups. Built a total community of more than 200,000 across multiple Initial Token Sales

- Worked closely with huobi exchange

Ong Jun Hao

Technical Advisors

Partner at True Global Ventures, serial entrepreneur and business advisor.

- Investor in over 20 businesses within the Internet industry

- Deep technical knowledge of the blockchain and token technologies, minted the AFX Coin (available to the general public in Q1 2018)

- Founder of ScaleX (startup accelerator), Youcal (blockchain based PaaS) and Digital Information (advanced mesh-storage provider)

Petter Sehlin

FOOTBALL-STARS
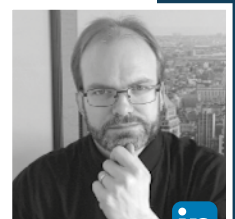
**CEO of Indorse, passionate entrepreneur with experience
in software development in a range of startups across India and Singapore.**

- Co-Organiser of Ethereum Singapore Meetup and Blockchain mentor
  at some hackathons
- Co-founder and CTO of Attores, a blockchain company and responsible
  for the development of smart contract templates in Solidity
- Head of Development at SGRECX, a company focussed on helping SMEs
  gain access to faster working capital by using technology

**Gaurang
Torvekar**

Co-Founder of Curvegrid with a background in managing ecommerce sites.

- Co-Founder of Curvegrid, a blockchain tooling company based in Tokyo,
  Japan, providing technology services
- CTO of Gilt Japan, after joining in New York City as an early employee.
  Helped grow Gilt from its first order to become one of the leading
  ecommerce sites
- Software developer at various firms, including BlueGill Technologies, TrueSpectra Inc
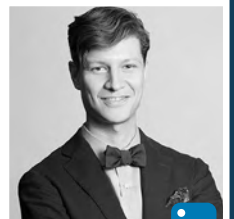
**William
Metcalfe**

Co-Founder of Curvegrid with strong experience as a technology consultant.

- Co-Founder of Curvegrid
- Vice President at Goldman Sachs and global product owner of block
  and object storage
- 5+ years' experience as a technology consultant and customer
  engineer at EMC, leading installation, upgrade and break-fix support

**Jeff
Wentworth**

Founder and CEO of cryptomath.

- Designing systems and software for more than 35 years and profound knowledge
  in applied data analysis for marketing & performance monitoring
- Solutions architect for about 20 years in banking/trading/risk management systems
- Expert in applying cryptographic methods to blockchain applications (ZKP,FHE)

**Jens
Kleemann**

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Sports Industry

Former FIFA World footballer of the year and UEFA advisor.

- A decorated career of over two decades saw him win numerous league titles and trophies with Europe's top teams such as Real Madrid, Barcelona, Inter Milan and Sporting CP
- Speaking four languages fluently and holding a General Management degree (PDG), Luís Figo is involved in several entrepreneurial projectsand has invested in digital football applications
- In his current role as UEFA football advisor he has formed a vast network and holds an influential position right at the centre of European football development

Luís Figo

Entrepreneur, Startup Consultant and Founder of Celebrity & Influencer Brand Passiontainment.

- More than 15 years' experience in the digital world with companies like eBay, MyVideo and Rebate Networks
- Experience in fast growing digital business models especially with business development and internationalization
- Global network to decision makers, celebrities and Influencers from the entertainment and sport industry

Heissam Hartmann

Assistant Professor Marketing & Sport Management at Temple University.

- Ph.D. in Business (AACSB) with a focus on Sport Management
- Research on the intersection of strategic management and marketing with a focus on consumer data, to help organisations build their brand, activate sponsorships and foster consumer loyalty
- Expert in gamified consumer engagement via mobile apps - an analyses user experience and behavior to improve app development, user engagement and monetisation

Thilo Kunkel

Some of the advisors mentioned in this Whitepaper are getting compensated with fiat or STRYKZ tokens while the rest of the advisors are advising without compensation.

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Legal Advisors

Stryking has been advised by Latham & Watkins LLP on certain financial regulatory matters of the contemplated token offering. Latham & Watkins LLP has not advised Stryking on any other legal matters relating to its existing or future business or this Whitepaper and the statements made therein. Latham & Watkins LLP does not assume any responsibility for the statements made in this Whitepaper or the feasibility of the projects and business model described in this Whitepaper.

LATHAM&WATKINS LLP

1.6 Third-party agreements

Stryking currently has the following material third party service agreements:

- DFL Deutsche Fußball-Liga: Official License of the German Bundesliga (current contract until June 2019, can be prolonged)

- Opta: Sports data provider (indefinite agreement)

- kicker: German media partner (current contract until June 2019, can be prolonged)

- Starloop Studios: Technical developer of our platform

1.7 Financial accounts disclosure

In the past financial year ended 31 December 2017, Stryking Entertainment GmbH recognized a loss of €941 thousand and was loss making also during the years ended 31 December 2016 and 31 December 2015. As of 31 December 2017 Stryking Entertainment GmbH, carried forward cumulative losses of €1.836 million. Stryking Entertainment GmbH is in the development and expansion phase and is projected to continue to make operational losses during 2018.

As of 31 December 2017 Stryking Entertainment GmbH recognized internally generated intangible assets, deferred tax assets and deferred tax liabilities amounting to €1.454 million that has resulted in the net equity of Stryking Entertainment GmbH increasing by the respective amount. It was also noted in the opinion in the audited financial statements of Stryking Entertainment GmbH that internally generated intangible assets are not allowed to be capitalized in the balance sheet prepared for tax purposes and that according to German commercial law deferred tax assets are only allowed to be included as a result of tax loss carryforwards in the balance sheet if there will be tax profits realised in the upcoming five years.

Stryking Entertainment GmbH have material liabilities as of the date of the token sale that include convertible loans that are due to be converted to equity and a bank loan of €600 thousand. The bank loan is a German government funded loan that will be repaid quarterly at €30 thousand per quarter commencing April 2019. Stryking Entertainment GmbH is confident of being able to deliver its Project objectives even with the soft-cap token raise of US$4 million.

Situation Radar:
Fantasy sports 1.0

- Online fantasy sports games are a huge and growing industry to be part of.

- Football-Stars offers a holistic fantasy sports platform with a daily fantasy as well as a season-long game mode based on a free-to-play monetization model.

- The European and Asian markets for fantasy sports are starting to scale-up.

2.1 Introduction to fantasy sports

Online fantasy sports games are a huge industry with 59.3 million users playing fantasy sports games in the US and Canada,[1] even though the market might be more established there due to sports betting being illegal. They are a type of online game in which users assemble virtual teams of real players of a professional sport. These teams compete against other users' teams based on the statistical performance of the players in the actual real-life matches.

The statistical data is compiled using a performance index for each player which therefore gives an objective evaluation of the player's performance. This is added up for each user's team of players and yields a result which can be compared to the other users' teams.

Originally, fantasy sports games were played season-long, meaning that users join private or public leagues at the beginning of the season and then compete against each other throughout the whole season. The users have to take care of their team and react to news about whether a player is injured or unfit and thus not lined-up anymore. The results of each match day are added up and provide a total result for the whole season.

This type of game has a strong seasonal effect: once the season has started, it gets increasingly harder to attract new users to the game and if the users are not successful they tend to drop out of the game. Therefore, there is a peak in the number of users at the beginning of the season, before the number of active users declines towards the end of the season.

With this in mind, a new subgenre of fantasy sports products evolved: daily fantasy sports games. Instead of playing for the whole season, the users can assemble line-ups for single matches or a whole matchday. When selecting the line-ups, users have to fulfil certain restrictions, such as meeting a total market value budget or a maximum number of players from a certain team. Once the matches have been played, users know immediately whether they have won or not.

Because of this faster paced gameplay and the shorter incentive/reward cycle, retention and engagement values are high and the seasonal effects are way lower. The users can engage with the platform on their own pace and enjoy playing a match and then stop again for a week or two, without the pressure of having to meticulously update the teams continuously.

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[1] http://fsta.org/research/industry-demographics/

2.2 Our project: Football-Stars

More thrilling than mere management games, more challenging than sports bets: Football-Stars is putting football fans in the virtual coach seat! Divided into two fully functional modes – Challenge Mode and Manager Mode – Football-Stars offers whatever football fans' hearts' desire. A Challenge is essentially a contest in which users put together a team of real football players contending in a single or multiple real matches. The team has to comply with some restrictions and reach a certain objective, e.g. 'most passes' or 'best overall performance'. The user plays against other experts and fans in order to find the team that will perform best in those matches. Users of the Manager Mode get to manage their individual teams to fight for the title over the course of an entire season. Both modes are based on football players' real-life performance data, which is provided by leading sports data firm **Opta**[1].
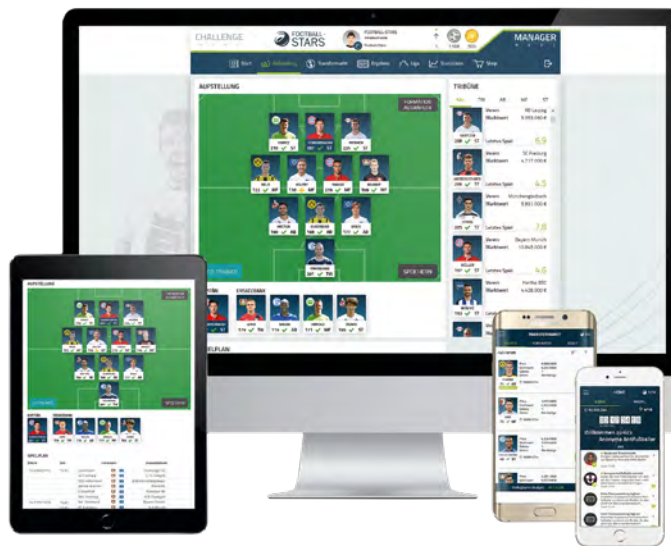
Users can play daily challenges based on all European top football leagues as well as Champions League, Europa League and national team matches. We are part of a select group of platforms to have secured an official license from the German Bundesliga which allows us to use all player pictures and club logos, creating an even more authentic gameplay experience.

With a thrilling meta-game, Football-Stars is able to entertain users in the long run. Regardless of whether they lose or win a Challenge, users will earn experience points and climb up the levelling system. Along the way, they can unlock cool achievements, which provide exciting features such as new user titles, additional profile pictures or some virtual in-game currency.

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[1] http://www.optasports.com/

The free-to-play monetisation and retention model makes Football-Stars stand out in the daily fantasy sports universe. The free-to-play business model gives players access to the game without payment but to use certain premium functionalities or premium content they need to pay small amounts. By fulfilling different activities like winning the daily free challenge, inviting friends or unlocking achievements, players receive the in-game currency "Coins". With it, they can participate in challenges, from which they not only can gain more Coins but also can receive the loyalty points "Stars". Stars can be exchanged for real-life fan merchandise and other attractive gadgets within the in-game shop.

While most other daily fantasy platforms rely on a cash-in cash-out model, Stryking has intentionally taken another approach. With the free-to-play economy, the entry barrier to start a first Challenge is much lower than in real money games. It also gives us the opportunity to work with strategic partners like media outlets, football clubs, leagues and federations, many of whom are not open to partnerships with firms who have a real money background because of regulatory restrictions.

The current business model is based on four different revenue streams:

1. In-game purchases: users buy Coin packages for in-game use or unlock a premium account.
2. In-game advertising: dynamic display advertising in web and mobile for non-premium users only.
3. In-game sponsoring: tailor-made in-game sponsoring campaigns for brands and sponsors who are active in the real-life football space as well.
4. B2B fees: license or monthly operations fees from B2B/whitelabel partners.
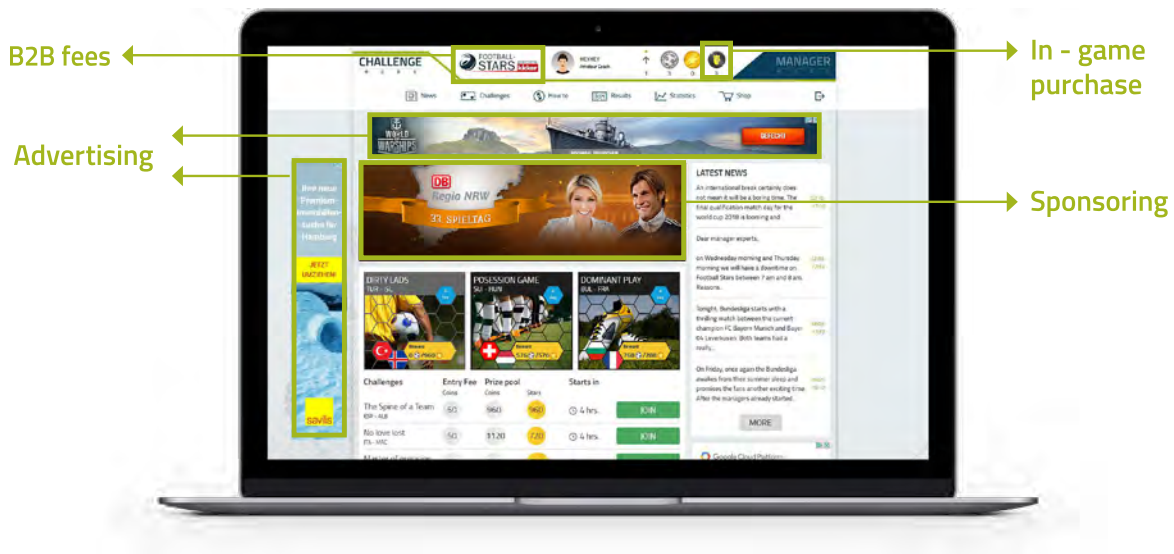
In the future we are also planning to introduce user-generated challenges in which users can use the STRYKZ tokens to play against each other (see more details in chapter 3.3.1.). As this feature might be considered gambling in certain territories, we will take a detailed look at the regulatory framework in

every new market we plan to enter into and if this monetization mechanic is being seen as gambling, we will either release a version of the product without this feature or we will offer a version of the product as a PaaS with a B2B partner (see Chapter 4.1) who owns a respective license. We also might acquire a license ourselves to comply with the local regulatory requirements.

Moving forward, our aim is to introduce STRYKZ to further enhance the user experience on our platform and to create a valuable utility token for sports fans around the globe in the long run (see more details in Chapters 3 and 4).

2.3 Markets & sports

With over 3.5 billion fans, football is by far the most popular sport worldwide, capable of generating incredible emotions, passion and fan engagement. Football has a huge global fan base, spanning from the Far East (e.g. Japan) to the West (e.g. USA) where the fan base is growing especially strong. But nowhere on earth is this game more popular than in Europe. For most European fans, it's not just a game; it's a way of life.

The focus of the top clubs is no longer restricted to the local home markets but has widened: The top 32 European football clubs shortlisted by KPMG are capable of engaging with more than 1 billion supporters worldwide via social media platforms.[1] Germany's number one club, Bayern Munich, claims to have more than 100 million followers in China alone.

Next to the top 5 European leagues of Premier League, Bundesliga, La Liga, Serie A and Ligue 1, there are some upcoming leagues that challenge the top dogs; notably the Chinese Super League (CSL) with its incredible budgets and the North American Major League Soccer (MLS).

The MLS set a new attendance record in 2016 with an average crowd of 21,692[2] and, as a result of the growing number of globally-recognised stars, received greater interest from the international media as well.

The CSL is the most popular league in China with an awareness level of 92% among Chinese fans. The Premier League clubs are the most popular of all foreign leagues in China, with 56% of all fans following a Premier League team, while 34% follow a Bundesliga club – the next best performing European league.[3]

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[1] https://www.footballbenchmark.com/football_clubs_valuation_report_2016
[2] https://www.footballbenchmark.com/major_league_soccer
[3] http://brandfinance.com/images/upload/bf_football_2017_report_final_june_6th_1.pdf

FOOTBALL-
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Buying football related items is also very popular in China: 67% of the most enthusiastic fans bought merchandise from a club and 72% bought brands that are associated with one of their favourite clubs.

While the fantasy sports game providers for American sports like American Football, Baseball or Basketball are already huge players in the North American market, the European market is still underdeveloped. In 2017, there are 59.3 million people playing fantasy sports in the USA and Canada.[4] But there is no big fantasy sports operator for European football so far.

Compared to American sports, football has a much larger fan base and is more popular around the world. 21% of the US population play fantasy sports[5]. Projecting this to football and the existing fan base, there are huge untapped markets for fantasy sports: The European market is at an early stage of development while the Asian market has just started to open up.

There are more sports which are not yet addressed by fantasy sports games, all with bigger fan bases than American sports. After football, the next most popular sport is cricket with about 2.5 billion fans globally.[6] It is particularly popular in the Commonwealth countries where it is often the national sport. Additionally, tennis, golf, rugby and Formula 1 have huge fan bases around the world to name just a few.

The growth of fantasy sports has just begun. While American sports are featured heavily in fantasy sports games, European football as the biggest sport worldwide is currently underdeveloped. There are a lot of international markets and leagues that we intend to add to the Football-Stars platform in the future (see Chapter 3.5.3).

[4] http://fsta.org/research/industry-demographics/

[5] http://fsta.org/research/industry-demographics/

[6] https://sporteology.com/top-10-popular-sports-world/

FOOTBALL-STARS

Football-Stars: The future of fantasy sports with STRYKZ

- STRYKZ s planned to be added as a utility token, complementing the existing in-game currency Coins and the loyalty points Stars.

- Football-Stars s envisaged to expand into being a community-driven platform, with the STRYKZ token serving as an incentive to users to generate large parts of the content.

- This has the potential to become a self-reinforcing loop, as users will be rewarded with STRYKZ for contributing either content or the growth of its community and can spend them for various functionalities.

3.1 Introducing STRYKZ to Football-Stars

With STRYKZ, our aim is to introduce a new instrument to our platform Football-Stars through which users of the platform can get access to new features and functionalities. Besides the existing Coins, STRYKZ will be a new instrument for users to gain and spend within the platform.

a.   At the moment, *Coins* are the main currency in Football-Stars. They are used to start challenges and buy premium features. They can be bought in the shop or gained through winning Challenges, unlocking achievements or proceeding in the levelling system. By keeping the Coins in the game and not replacing them completely by STRYKZ, we will not risk losing the existing community of free-to-play gamers who are not accustomed to tokens, but give them the chance to continue playing as they are used to.

b.   The loyalty points *Stars* can only be received by winning Challenges or unlocking Achievements. The Stars can be redeemed within the in-game shop for contextually fitting fan rewards like (real) club jerseys, footballs, cool gadgets, etc.

c.   With the introduction of *STRYKZ*, we plan to make completely new features and functionalities available in Football-Stars. Besides token-based Challenges, STRYKZ are intended to be used to get early access to new features, enter the VIP club, see exclusive content, etc. STRYKZ will also be rewarded back to the community for all users who actively contribute to the growth of the platform by generating Challenges, bringing in new users, creating exciting content and more.

The Coins are generally used for features and starting Challenges, i.e. all game-related transactions. They are used to give users a better game experience. Stars can only be obtained by actively and successfully playing Football-Stars and once the users have gathered enough Stars, they can spend those in the in-game reward shop for real products. By having the Coins/Stars dichotomy, users are

incentivised to spend the Coins to participate in the Challenges while the Stars are kept separate and can be saved to get cool rewards.

STRYKZ will make the economy of Football-Stars even more interesting. Then, users could play for STRYKZ and directly earn something if they want. Additionally, there are intended to be many new ways to earn and spend the STRYKZ token in-game (see below). By adding STRYKZ as a new instrument, Football-Stars will still follow the free-to-play model because users will not be obliged to buy in in order to play Challenges.

Please note that while Stryking plans to establish certain features which are designed to be technically accessible through STRYKZ tokens, as described in this Whitepaper, the STRYKZ tokens will not entail any right or claim against Stryking. The STRYKZ tokens do in particular not constitute any claim against Stryking to develop these features or to grant STRYKZ token purchasers/holders access to them.

3.2 Basic integration

The most basic integration of the token into Football-Stars s planned to be that STRYKZ can be used to purchase Coin packages, premium features or the premium account which the users normally buy for fiat currencies.

While the normal features and premium account are intended to be buyable for STRYKZ permanently, Coin packages will be available in flash sales at a specially discounted rate every now and then. These flash sales will already be available when the token sale starts so that they can directly be used on Football-Stars.

3.3 Football-Stars opens up

Football-Stars s envisaged to expand into being a community-driven platform, with the STRYKZ token serving as an incentive to users to generate large parts of the content. Active users are rewarded with STRYKZ for contributing to Football-Stars and the growth of its community.

3.3.1 UGC 1: User generated challenges

Users compete in Challenges in the Daily Fantasy Mode of Football-Stars. A Challenge is essentially a contest in which users put together a team of real football players contending in a single or multiple real matches. The team has to comply with some restrictions and reach a certain objective, e.g. 'most

passes' or 'best overall performance'. The user plays against other experts and fans in order to find the team that will perform best in those matches.

So far, the Challenges are all created by Stryking. Some Challenges are created automatically while some are set-up manually in Stryking's proprietary Challenge creation tool - but this will change in the future. We will open up this tool to the users, so they can create their very own Challenges: Users can choose a single match or the whole match day, set their own restrictions, winning types and invite friends to accept the Challenge and play!
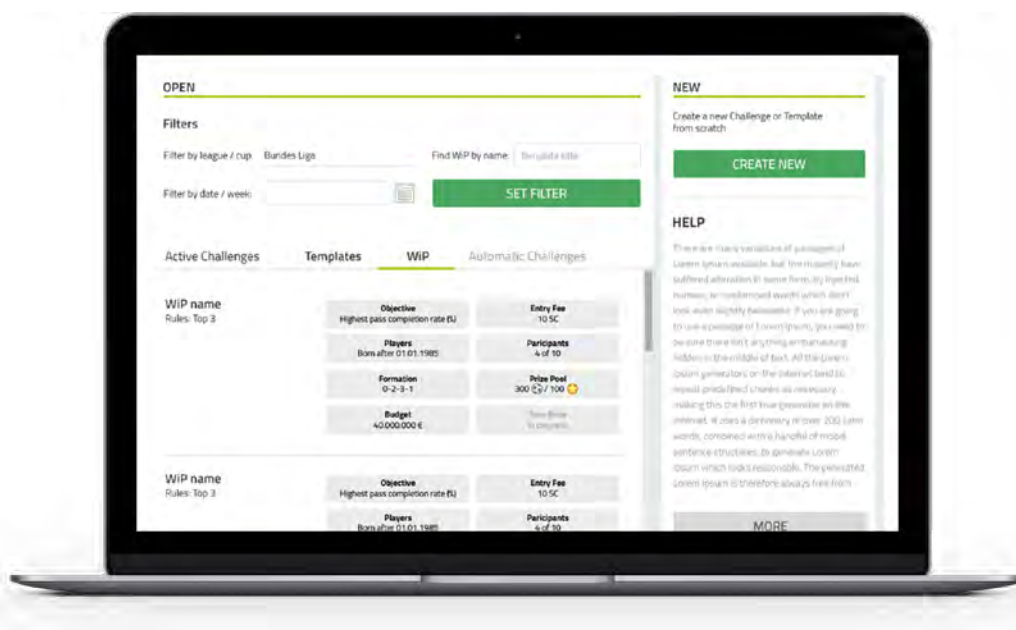
This gives users the freedom to set up exactly the Challenges they would like to play. They can create a Challenge for their favourite team, decide upon the winning condition, entry fees in STRYKZ or Coins, number of participants and invite their friends to play in closed or open Challenges. With this new feature they will no longer be dependent on Stryking to create the Challenges they would like to play and, even more importantly, users can earn STRKYZ.

Users will be rewarded depending on the engagement level they generate with their Challenges. The engagement level is measured by the number of users who participate in these user generated Challenges - the more participants, the higher the reward. The user gets a split of the operations fee that is taken out of a Challenge by Stryking in STRYKZ.

By doing this, users are rewarded for creating interesting Challenges that are played by lots of other users - turning Football-Stars into a platform creating its own content. The aim is to make our active users eager to create their own Challenges and get as many participants as possible.

User-generated Challenges can not only be played for Coins but also for STRYKZ. The STRYKZ Challenges re planned to be only available with user generated challenges; therefore, they are not available in the "official" Challenges set up by Stryking. This will only be possible in countries where the regulatory framework allows us to offer token-based Challenges; otherwise we will not make this option available, or we will release a white-label version of the platform with a partner who owns the required license or we will apply for a license ourselves in order to be compliant with local law (please also compare the regulatory uncertainties described in Chapter 2.2).

If users want to attract even more participants to their Challenges, they can promote their own Challenges inside Football-Stars for STRYKZ. This mechanism enables users to "earn" STRYKZ through setting-up Challenges and engaging the community which leads to an overall growth of the user engagement and the number of active users which in turn increases the demand for the token.

3.3.2 UGC 2: User generated content

Football is not only a sport, it is a world view! There are thousands of websites, newspapers, TV and streaming channels, apps and other media devoted only to football. Fans around the world love to know the latest news, stories and stats about their favourite leagues, clubs and players. The better-informed users are, the better their performance will be in the Challenges.

As we only have capacity to create a limited amount of football content internally, we will open up the platform for user generated content. They can not only create Challenges, they can also contribute their own content to the platform and will be rewarded with STRYKZ for this. Starting with simple things like reporting the wrong injury status of a player up to creating their own articles or reporting match data, the user has different ways of participating in this.

Reporting of wrong injury status:

At the moment, there is no automatic tool to get the injury status of all the football players in the competitions that are integrated in Football-Stars. One league with 20 teams has about 600 players, therefore it is hard to track if a player is fit or injured. If users spot a player with a wrong status, they can report that to Stryking, post the source (URL) and will be rewarded with STRYKZ if the reporting turns out to be correct.

In order to be allowed to report the wrong status, users must reach a certain level, thus be recognised as a trusted user. If the status is reported several times, the reward will be split between the reporters. Users who misuse the feature will be banned.

Football-Stars will be more up-to-date when the users report wrong statuses. This enhances the experience for all users because they will not have injured (falsely reported as fit) players in the line-up or miss fit-again players (falsely reported as injured). For many fans, it will be fun to simply hunt for players with wrong statuses and be rewarded for their contribution.

Follow-the-best feature:

High-Level-Users (HLUs) can open up their Challenge line-ups for other users and earn STRYKZ through this. If users would like to get help with their line-up, they can use the follow-the-best feature and pay in STRYKZ for it.

Users can then choose between the HLUs that have opened up their line-ups, take a look at the line-ups and choose the one they like best. To make the decision easier, users can see a rating and average results of the HLUs. When users choose a line-up, the providing HLU will be rewarded. If the users use the feature but do not choose a line-up, the STRYKZ are lost and will be put back into the reserve.

With the follow-the-best feature, it is easier for new users to learn how Football-Stars works and how the user can pick good line-ups in order to win Challenges. This will increase retention and fuel the in-game economy because of a higher number of played challenges.

Writing an article for the fan page:

Contributing to the fan page lets the authors earn STRYKZ. Users can write reviews of past matches, previews of upcoming matches (and therefore Challenges for these matches), how-to texts or similar articles. The authors are rewarded out of a pool of STRYKZ which will be allocated to them using page views, likes, shares and comments as criteria.

Texts will first be automatically checked to eliminate copyright infringements, bad language and spam. After that, the articles are quickly checked over by the team and approved. It will just be a high-level check, so we cannot guarantee whether the content of the article is correct or not.

The rest is up to the community! They can like the article or the author and post comments in order to start discussions about them. At the same time, users can report incorrect or inappropriate articles. These authors will be warned, punished or even banned depending on the level and frequency of misconduct.

Authors can thus generate their own audience and will gain rank depending on their output. At some point, there will be popular authors with lots of followers. They will be rewarded weekly; based on their level, followers, likes, and readers out of a pool of STRYKZ from the rake.

The pool will be split between all the authors relative to the engagement created. If an author achieves 1% of the weekly attention, they will receive 1% of the STRYKZ pool as reward. The minimum attention has to be 0.1%, otherwise the split would become too complex and too minute to manage.

Fan-Oracle:

A set of different performance data points for all matches is needed to set up challenges and calculate the results of all the different matches. This data is provided by the leading sports data provider, Opta at the moment, but they do not cover all competitions.

To set up challenges for smaller leagues and tournaments as well, Football-Stars will allow fan-oracles. These fan-oracles are groups of users who deliver match data to us, which is then used as a basis for the Challenges. The oracle groups are rated by the other users to ensure that they do not just deliver any data but need to be evaluated positively by the community. With this data, Football-Stars will even be able to offer Challenges for matches and competitions that are not officially covered by our data provider.

The oracle group will receive STRYKZ based on the participation in the Challenges that will be set-up based on their data. The STRYKZ will be taken out of the system cut for those challenges. So, the more people play Challenges with their data, the more STRYKZ they will earn.

As for the reporting of wrong injury status, users have to reach a certain level and be a trusted user to participate as a fan-oracle.

3.4 Even more benefits for STRYKZ holders

3.4.1 The Football-Stars VIP-Club

The exclusive *Football-Stars VIP-Club* is not open for everyone – during its first year the users who participated in the initial STRYKZ sale can join for free while other user have to pay an entrance fee with the STRYKZ token.
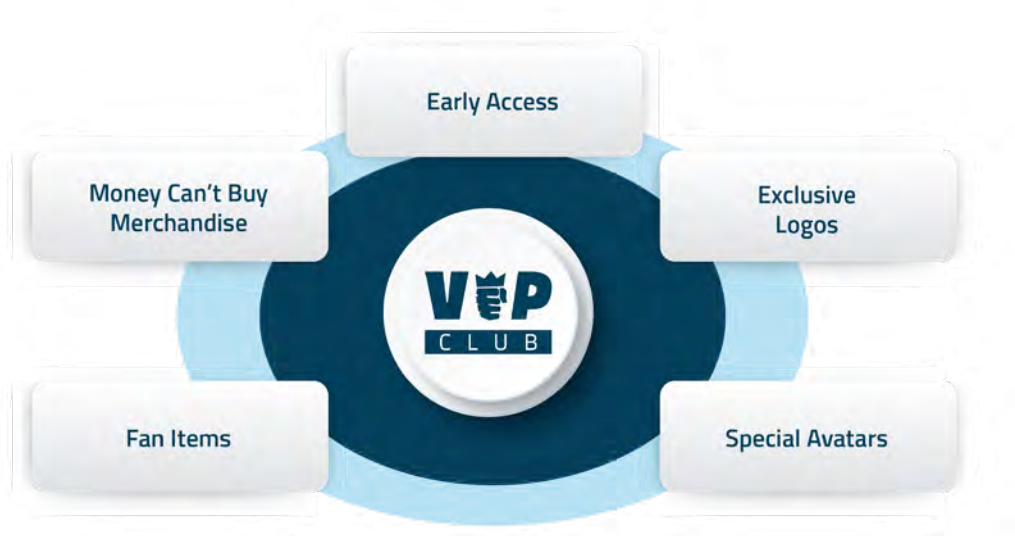
The VIP-Club will be extended step by step and include the following benefits:

- Early access to new features
  Start earlier with cool features

- Exclusive club logos for fans
  Use exclusive limited logos for your club

- Special user pictures and titles
  Create your own avatar and use special titles to make your account unique

- Unique virtual fan items
  Customise your account with exclusive virtual fan items

- Access to "money can´t buy" fan merchandise
  Get tickets, signed club jerseys, etc. in the in-game reward shop

- ...and much much more.
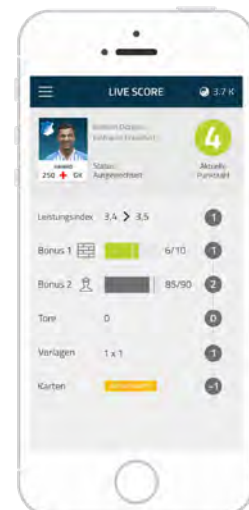
3.4.2 Live scoring

The best way to watch a live match is to have the Football-Stars app open next to you and watch your Challenge scores go up and down. Quite often the thrill of the Challenges is even bigger than the thrill of the live matches themselves!

Football-Stars will introduce live scoring in Summer 2018. The users will get direct feedback about detailed player performance stats, which is sure to deliver a fast-paced and emotional live game experience. They cannot only see their team's performance but also see how they perform compared to the other users who are in the same Challenge.

This will enhance Football-Stars and give users an even more complete 360-degree football experience. It will initially be available to members of the VIP-Club only.

3.4.3 The Jackpot Challenge

From all the token-based Challenges that are played, a small amount from the system cut of STRYKZ will be put into a Jackpot.

In the Jackpot Challenge, users can win the pot. These Challenges are free for the users, but they have to meet certain criteria to be allowed to participate.

Playing the challenge, the users have to pick the best team of a matchday, so they have to choose exactly the eleven players that will perform best, which is not easy. The toughness of the challenge will ensure that the jackpot will grow until a significant amount is reached.

Every four weeks, the number of correct players is reduced by one. So, after four weeks, only ten out of eleven players have to be correct, another four weeks later it is nine out of eleven, and so on.

These Challenges are intended to generate a high activity within the existing user base whilst simultaneously attracting new users. The availability of these Jackpot Challenges is subject to the regulatory uncertainties regarding gambling outlined in section 2.2.

3.5 Rolling out Football-Stars

Instead of having an old-fashioned display campaign, there are more up-to-date tools to generate users for Football-Stars. We will reward users who promote Football-Stars to their peer group in their channels with STRYKZ.

3.5.1 User generating users

To generate high organic growth, a reward program for users will be set up. Users are rewarded when they post about Football-Stars on external platforms based on:

- Likes
- Shares
- New users

While the content creation program is designed to reward users for creating content on the Football-Stars platform itself (see 3.3.2), the reward program will reward users for attracting new users to Football-Stars on external platform like Facebook, Youtube or private blogs.

The STRYKZ pool needed for the reward program will be taken out of the Challenge pots and then distributed to the users on a weekly basis according to an allocation formula.

The reward program targets our own users rather than semi-professional content creators. For the active users of Football-Stars, earning some valuable STRYKZ by promoting their favourite platform to their friends should be definitely something to be considered.

3.5.2 Football stars for Football-Stars™

Professional football players have a deep interest in growing their personal fan base. Nowadays, a player's market value not only depends on their football skills, but also on their popularity, social media reach, etc. The soft facts which are important to market a player to the club's fan base are also crucial for their career.

Therefore, players have to find ways to get into contact with and grow their fan base. While this is easy for the tier one players like Neymar, Ronaldo or Neuer, the second and third tier players have to be more creative about it.

Football-Stars will introduce special features that give players the chance to increase their visibility within the platform and simultaneously gives users the chance to interact with and follow them on their social media channels which increases their overall reach and personal marketing value.

A player can sign up and will receive a verified player account. This account can be liked by users and the player can regularly post personal content and generate new followers for his social media channels as well.

To stay in the legal boundaries, the players will not be able to play Challenges for their own league. But they will be able to give tips to the users and help them in getting better results. We can also create Challenges which will feature the player, e.g. a Challenge in which the player is fixed as one player in the line-up.

In a special players' affiliate program, they are rewarded with STRYKZ for their activities and fan base – similar to the regular affiliate program. They can use the STRYKZ in-game to promote their posts within Football-Stars and to receive more attention from the user base and thus gain more followers.

3.5.3 International product & market rollout

Currently Football-Stars is playable in German and English. In the next step, we intend to introduce a third language version and thereafter will focus very much on Asia because there is a massive Asian fan base for the European top football leagues and the top players (please also compare the regulatory uncertainties described in Chapter 2.2).

For fantasy sports games, competition and leagues are the fuel that keeps them driven. For us, the initial focus will be to add more football leagues and competitions as well as more football-related features and content to Football-Stars. This will enhance the experience for the existing users and grow the user base.

Adding new sports to Football-Stars is relatively straightforward: the same core mechanics can easily be adapted to other sports. So soon we will be able to add more sports such as cricket, tennis, golf or darts to the platform.

3.6 Development roadmap

As of the date of this Whitepaper, it is envisaged that the features will be released based on the following indicative timeline – depending on, among others, funding level.

The development roadmap is based on the assumption that we raise at least 75% of the hardcap. If the amount is less, the development progress and international roll-out will be accordingly slower but we will still be able to work on building up a successful business because as our platform is already live, we do not have to develop the product from scratch and we can alternatively focus earlier on our Project as a Service model and prioritize revenue growth versus user growth on our own consumer-facing platform.

Stryking will report biannually on the progress of the development.

FOOTBALL-STARS

After Token Sale	- New Features: • Implementation of STRYKZ wallet in Football-Stars - First STRYKZ offers in Coin Shop
Q2 2018	- Launch of special edition for FIFA World Cup 2018 in Russia - New Features: • Opening of VIP-Club

Q3/Q4 2018	- New Features:
	    • Head 2 Head Challenges
	       ◦ Friend Functionality
	       ◦ Chat
	    • Start of User Reward Program
	- Launch in Asian Market

Q1/Q2 2019	- New features:
	    • User Generated Challenges
	       ◦ Challenge creation for users
	       ◦ Start of football players affiliate program
	    • Follow the best feature
	    • Jackpot Challenges
	- Second additional market / language

FOOTBALL-STARS

Q3/Q4 2019	- New features: - Introduction of Live Scoring - User generated content - Smart Dashboard - Version 1 - Favourite club recognition - Challenge pattern analysis - Launch in more markets with more leagues
Next Steps	- New features: - Smart Dashboard - Version 2 - User behaviour prediction - Oracle-Group feature - New sports will be added - Establishing STRYKZ as THE go-to token for any sports fan

Stryking PaaS and STRYKZ

- We plan for STRYKZ to become the standard token for fantasy sports and fan engagement products.

- Fantasy sports gaming developers, media houses, brands and businesses may choose to license the Stryking PaaS based on three levels of platform services: Partial platform, white-label deployment or PaaS integration.

- With the Stryking Developer Program we will introduce a dedicated scheme for open source developers and other qualified participants to take part in the development process of Football-Stars.

4.1 Stryking PaaS – The world no.1 fantasy sports gaming platform

The Football-Stars platform is not just an engaging online fantasy gaming experience. It is a PaaS (Platform as a Service) that is adaptable to almost any sport, market and language.

Fantasy sports gaming developers, media houses, brands and businesses may choose to license the Stryking PaaS to enable rapid development and deployment of their own games. When choosing to build and operate their game on the Stryking PaaS, the local customer may save up to 70% on their investment and efficiently reduce their development cycle and time-to-market.

Stryking offers three levels of platform services.

a.   *Partial platform* allows the customer to quickly build and develop branded "mini-games" like the Football-Stars Challenge Mode.

b.   *White-label deployment* makes it possible to quickly and extremely cost-efficiently take full advantage of the Football-Stars platform by setting up a local sports gaming application based on the Stryking code base.

c.   *PaaS integration* makes it possible to build almost any fantasy sports game while making full use of the robust Stryking PaaS backend, database services and advanced logic- and data-layers.

The PaaS market and related cloud service offerings are growing exponentially. By being part of this eco-system, Stryking may benefit from a global market through strategic local partnerships with technology partners and media houses.

The long-term goal is to establish the STRYKZ as an essential part of the PaaS offering as explained below. In the standard set-up, it is planned to integrate the STRYKZ token in the partner platform so they can be used in the same way as in Football-Stars. We will incentivise users with bonuses for signing up, being active or spending STRYKZ on third-party platforms.

If for any reason STRYKZ will not be integrated in the whitelabel platform, the product can still be used with the free-to-play monetization model without the STRYKZ token.

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4.2 Stryking PaaS and white-label business model

The Stryking PaaS and white-label version of the Football-Stars platform will be provided on a recurring license. Revenue will be generated from:

    a.   Perpetual licensing of the platform

    b.   Fees on platform transactions of STRYKZ tokens

    c.   Service agreements

    d.   Consultancy services

    e.   Associated services and third-party services

Not all revenue streams will be applicable for all customers. Some revenue streams will eventually be split with technical partners and local sales teams that market and develop services based on the Stryking PAAS and white-label solutions. The licensees will be contractually required to operate their their services consistent with all applicable laws, including gaming laws, in all jurisdictions in which they operate

4.3 STRYKZ - THE sports fan token

STRYKZ is created with a long-term view to becoming the standard token for fantasy sports and fan engagement platforms. This starts with Stryking's very own platform Football-Stars and is expected to continue with Stryking PaaS and white-label partnerships.

Being an integral part of the Stryking platform backend, we intend the STRYKZ token to be used and distributed on every PaaS, white-label or partial platform application developed and operated by partners. We expect this to eventually enable rapid growth in distribution and circulation of the STRYKZ token which in turn should drive market adaptation and acceptance of the token, even on applications not based specifically on the Stryking PaaS.

Future measures to increase growth and market acceptance of the token may include approaching other fantasy sports platforms, online fan shops, clubs and other fan engagement products to let them integrate and accept STRYKZ in their shops.

Due to the mutually beneficial nature of the offer, we expect a substantial increase in demand for accepting the STRYKZ token. Fan-shops and partners who in the future accept STRYKZ may help to attract new Football-Stars users who would like to spend their STRYKZ, therefore enabling these shops and partners to create additional revenue streams.

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The two main scenarios for integrating STRYKZ are:

1. The partner accepts STRYKZ for buying or using products or services in their shop or game.

2. The partner offers one or several products based on the Stryking PaaS.

Both scenarios have the potential to generate new users and additional revenues for the partner.

Partners of both scenarios will be promoted in Football-Stars to create demand for the partners' services and products as well as sending users to them, thus increasing their use base, awareness and revenue. In addition, we plan to create incentives for partners to include and accept STRYKZ as means of exchange on their platform, something which will come out of a trade marketing budget. With this, the partners can promote STRYKZ or create rebates for the users subsidised by Stryking.

In the second scenario, we may even create a funnel for the partner. This can be done by implementing a partial platform product (like the Challenge Mode) into their digital channels. They may then attract new users to their Stryking partial platform game and then upsell them to their actual service (e.g. sports betting).

In both scenarios, we intend to incentivise users with bonuses for signing up, being active or spending STRYKZ on third-party platforms.

4.4 STRYKZ Developer Program

With the Stryking Developer Program we will introduce a specific scheme for open source developers and other qualified participants to take part in the development process of Football-Stars and Stryking PaaS. The developers have to sign-up for the program and will be approved by Stryking. When contributing quality source code to the project, they will be rewarded with STRYKZ. By offering the developer program, we will generally reduce the time it takes to develop new features and enhance the platform. At the same time, by rewarding tokens, we will increase distribution and liquidity of the STRYKZ token.

Stryking will define tasks that could be developed by external developers and at the same time the community can suggest improvements to Football-Stars and be put into the development roadmap. These tasks might be a small feature, a method, a formula, game improvements, etc. In addition, the technical specifications are defined including the requirements and the interfaces that need to be followed. Based on the estimated effort for finalising a task, a reward will be offered by Stryking in STRYKZ. The reward is split into two parts: the first part is for creating the feature, the second part for the quality of the code (see below).

A developer can apply to do a task and, after being assigned to it, the tasks will be blocked for other developers for a certain time; when the blocked time is over, it will be opened up for the public again. This will prevent the developers just securing tasks and then taking too much time as well as the situation that someone starts doing a task and later on finds out, that someone else was already working on it and finalised earlier.

When a task is finished, the source code will be uploaded to a Github and will be checked by our development team. If the submitted source code is not suitable at all, it will be rejected and no reward will be given out. In this case, the developer will be warned or banned from the program.

At the same time, the community can review the code. If the community finds bugs or improvements, they will be rewarded with STRYKZ taken out of the "quality part" of the reward. This will have two effects: first of all, the developer will be willing to deliver bug free code in order to get the quality reward as well while the community is keen to check the code intensively because they might earn something for bug hunting.

A community rating system will be used to convey an idea about the quality of code that can be expected of the developers.
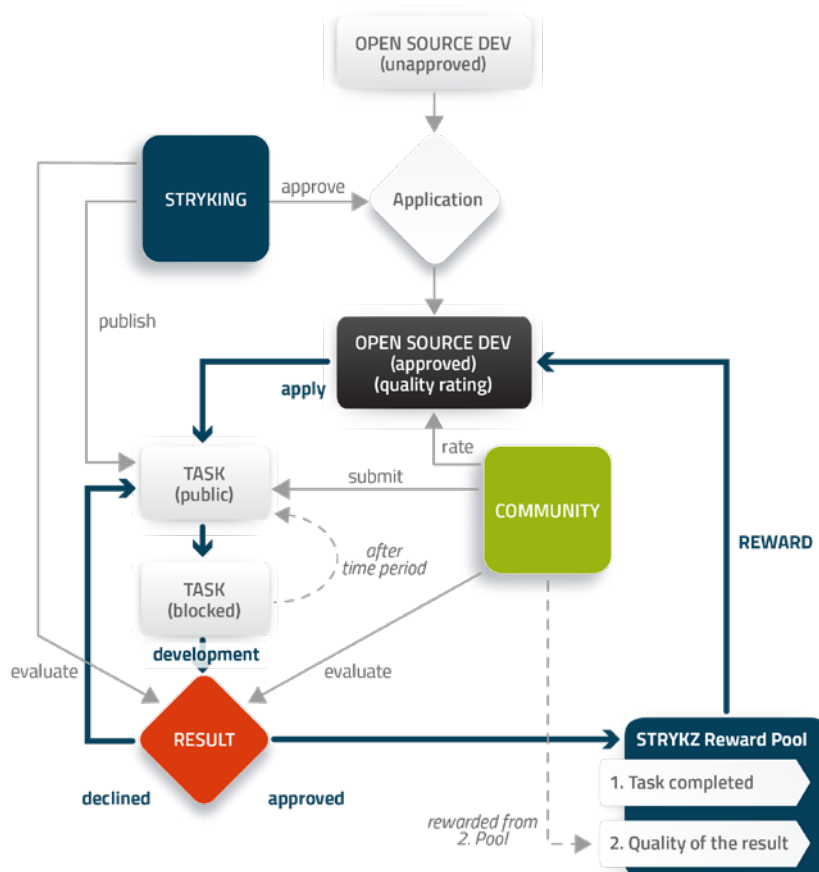
4.5 STRYKZ token economics

The STRYKZ token economics will mainly be driven by:

    a. Users obtaining and spending tokens to set up their own challenges.

    b. Users obtaining and spending tokens to buy in-game features and bonuses.

    c. Users being rewarded tokens for creating challenges and contributing content.

    d. Users attracting new users to Football-Stars or any Stryking PaaS or white-label game.

    e. Users taking part in the development program.

    f. Token circulation and fees on usage in Stryking PaaS and white-label games operated by third parties.

One of the main drivers will be the token-based Challenges, in which members of Football-Stars (and other platforms based on the Challenge-Mode) can play against each other.
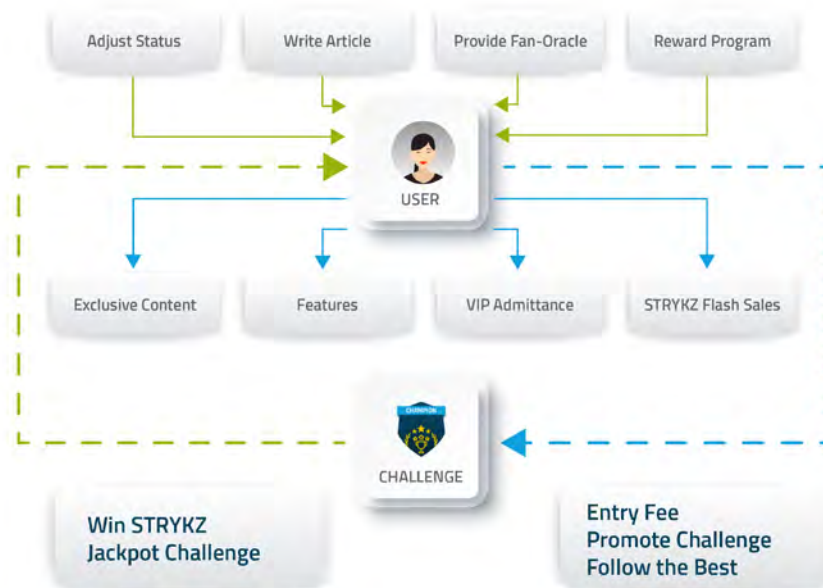
As Football-Stars and the family of Stryking PaaS and white-label games grow, we see huge potential to further develop and increase market adoption of the STRYKZ token.

One of the many potential uses of the token is to provide a shopping cart based on the STRYKZ that enable fan-shops and club-shops to sell merchandise using the STRYKZ.

Chapter 5

The Token Sale Event

- In our upcoming Token Sale Event, we will accept Ethereum and BTC.

- 40% of the tokens will be sold to the public in the token sale event while 60% will be used for the purposes listed in the token distribution.

- The funds raised with this Token Sale Event will be used to further develop the platform and finance the international roll-out of Football-Stars.

5.1 Essentials

The following is provided for summary purposes only and does not constitute an agreement to purchase the STRYKZ Token. STRYKZ is a medium of exchange only. It is not intended to be a regulated financial product of any kind.

Token Sale Event period	Super Early Access for contributors from Whitelist I: 27 to 28 June 2018 Early Access for contributors from Whitelisted II: 28 to 29 June 2018 Public Token Sale Event: 29 June to 29 July 2018
Token name	STRYKZ
Token ticker	STRY
Tokens issued	1,112,500,000 STRYKZ
Token price	0.0001 ETH
Decimal places	18
Goals	Hard Cap: 45,000 ETH Soft Cap: 8,900 ETH
Order limits	Minimum order 100 STRYKZ
Bonus	In the private pre-sale, a bonus from 25% to 30% is available. In the Super Early Access, there will be a bonus of 15% while in the Early Access phase the bonus will be 10%.
Purchase Website & instructions	www.strykz.io (purchasers must follow instructions provided on the Website to purchase STRYKZ)
Accepted currencies	ETH, BTC, other currencies tba
Distribution date	Anticipated to be in August 2018, subject to completion of any verification measures undertaken by Stryking and other relevant factors. Strykng will specify the exact date on its Website in due course.

5.2 Token distribution

In the Token Sale Event, the allocation of STRYKZ issued will be as follows:

- 40% of the tokens will be issued in total in the private pre-sale and the public Token Sale Event. The number of tokens available for purchase in the public Token Sale Event will be announced shortly before the start of it. The use of the proceeds raised can be seen in Chapter 5.4 Use of Proceeds.
- 15% will be used for additional external development, marketing, partnerships and PR for the project.
- 10% will be used to initiate the user reward programs which later on will be funded by ongoing revenues.
- 20% will be put into a reserve. It is intended to be used responsibly for further development and stability of the Football-Stars ecosystem.
- 15% will be distributed among founders, team and shareholders. The proceeds are locked up for six months and afterwards 1/30 of the tokens can be sold per month with a daily limit of 10% of the monthly contingency.

Token distribution
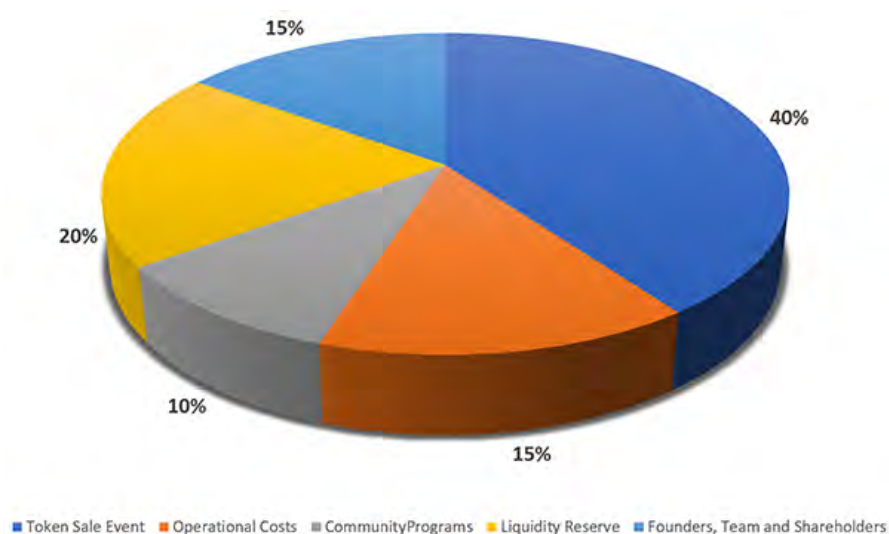
In case not all STRYKZ available to public will be sold, the remaining STRYKZ will be put into cold storage. In the first year, 33% can be used for partners, community, etc., another 33% in the second year, the remainder after two years from the end of the Token Sale Event.

5.3 Bonus scheme

The conditions for carrying out the Token Sale Event and the application of contributors' bonuses depends on the time of the conribution and the amount of proceeds raised in the project. To encourage contributors to make pre-sale commitments, Stryking will issue a quantity of STRYKZ tokens to them as a bonus in addition to the quantity they commit to purchase.

In the private pre-sale, this bonus might start from 25% and go up to 30% of the contribution amount. In the Super Early Access phase, there will be a bonus of 15%, in the Early Access Phase there will be a bonus of 10%.

5.4 Funding allocation

The proceeds obtained by Stryking through this Token Sale Event will be used to further develop the platform and finance the international roll-out of Football-Stars with the goal of building a leading destination for football fans.

Stryking intends to use the proceeds obtained through this Token Sale Event to finance the further expansion of the platform as well as the growth of the community - and with these revenues as well the demand for STRYKZ.

Funding allocation
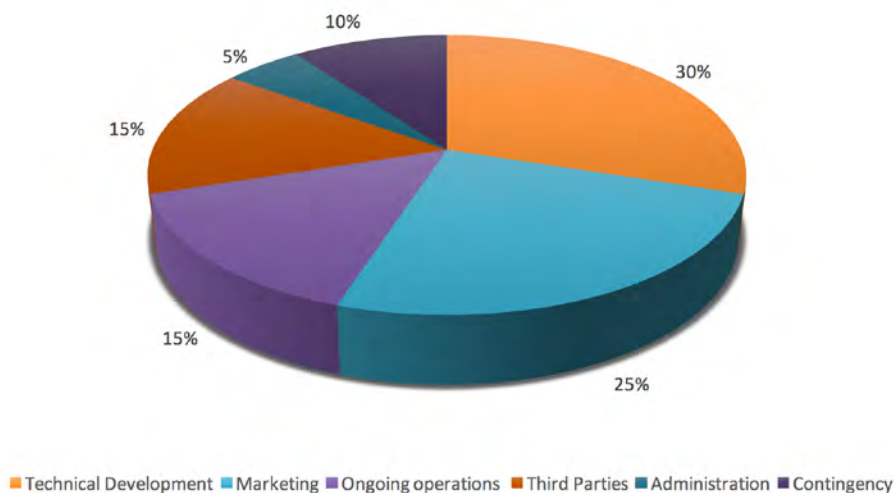
Technical Development (30%)

Development of new features and extension of content, especially to produce the new functionalities for using STRYKZ within Football-Stars and to further open up the platform for user-generated challenges and content (see 3.2. and 3.3.)

Marketing (25%)

Expenses for the marketing team as well as marketing campaigns and partnerships to further grow the international user base.

Ongoing Operations (15%)

Costs for running the live platform on a 24/7 basis including Operations team, hosting, data provider and other services.

Third Parties (15%)

Third Parties such as clubs, leagues and rights holders who we want to partner-up with and potentially need to pay license fees or similar fees to, to secure official and high-quality content. Third Parties can also be partners who we want to accept STRYKZ and who require some upfront payments or related marketing campaigns. Finally, proceeds might be used to acquire complementary and value-adding other companies, communities or platforms.

Administration (5%)

Expenses for legal and business consultants, advisors, corporate finance and related areas

Contingency (10%)

This is a reserve for unanticipated costs.

5.5 Token Sale timeline

There are two main phases leading up to the Token Sale Event:

Summer 2017 - Summer 2018:
Preparation phase

● Token feature planning

Set-up including external advisors,
supporters and partners

● Preparation of pre-sale and
token sale event

Marketing plan and first
roadshow events

Summer 2018:
Pre-sale and Token Sale Event

● Marketing and PR campaign

Official pre-sale phase

● Token Sale Event

FOOTBALL-
STARS

6

Conclusion

STRYKZ is not just a token for Football-Stars but is designed to become the token for sports fan and engagement platforms.

Based on a strong existing product, and already backed by a team of early investors, the plan is to use the STRYKZ token sale budget to develop Football-Stars from a centrally managed product to a user-driven platform and bring fantasy football to new markets and new users.

Our vision is to bring sports fans as close to the real action as they can get!

Users can earn tokens by contributing content to Football-Stars, taking part in the developer program or can use STRYKZ to play token-based Challenges. But Stryking's very own platform Football-Stars is only the start.

The Football-Stars platform is intended as a PaaS that is adaptable to almost any sport, market and language. Potential partners may choose to license the Stryking PaaS to enable rapid development and deployment of their own games. Being an integral part of the Stryking platform backend, the STRYKZ token is – in the long-term future – envisaged to be used and distributed on every PaaS, white-label or partial platform application developed and operated by local partners.

As Football-Stars, and the family of Stryking PaaS and white-label games grow, there is in our view huge potential to further develop and increase market adoption of the STRYKZ token.

Therefore, we are going to create an entire ecosystem around the token with a view to generate a constant supply and demand for STRYKZ with the potential that the token will be highly sought after.

We have taken all reasonable care to ensure that the facts stated in this document are true and accurate in all material respects, and that there are no other facts the omission of which would make misleading any statement in the document, whether of facts or opinion.

FOOTBALL-
STARS

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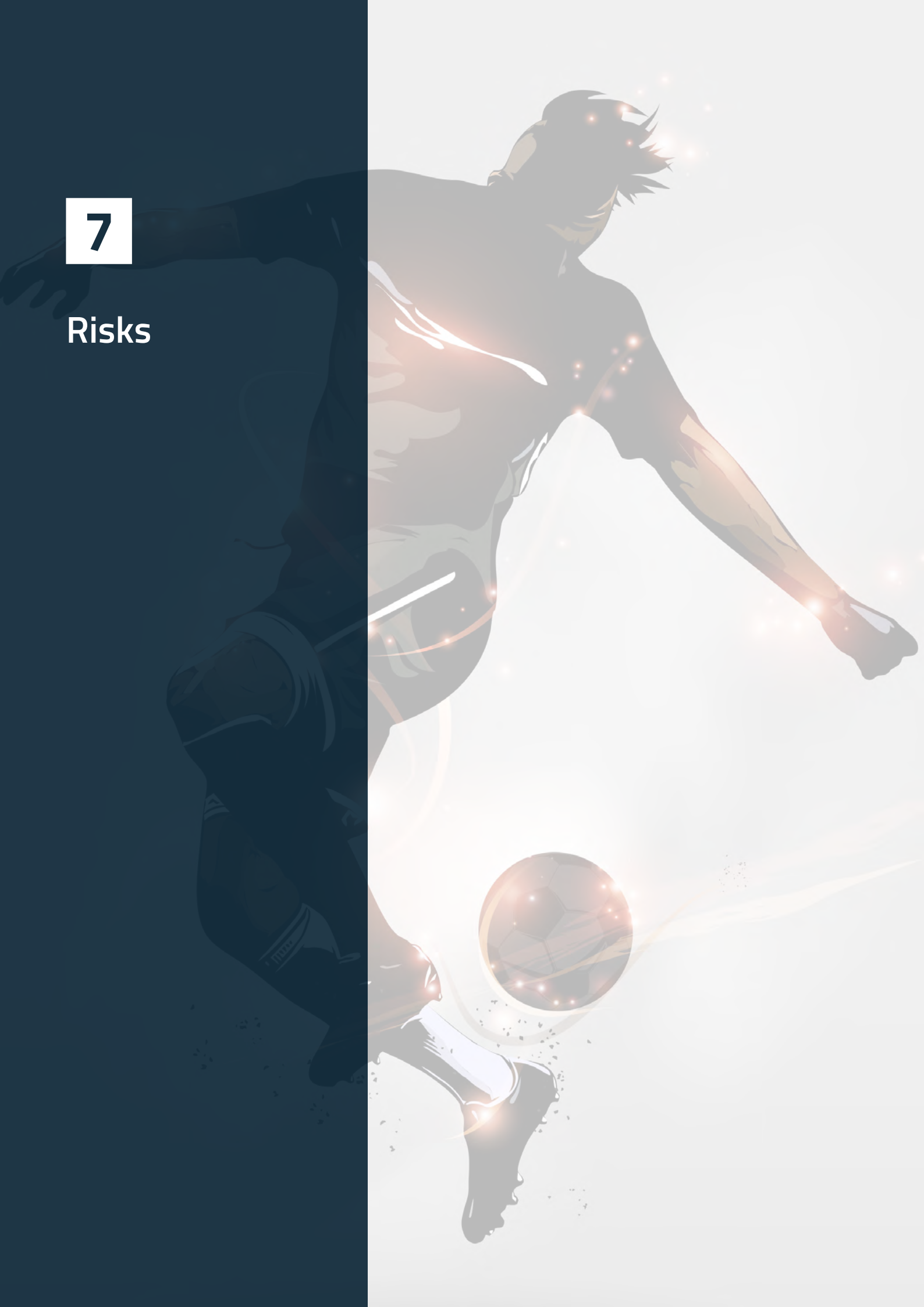
Risks

Risk Disclosures

Please carefully read and evaluate the risks that Stryking describes below.

The realisation of any one or more of the risks described in this Whitepaper, or other risks whether unforeseen or unforeseeable, could significantly reduce or eliminate the utility or value of STRYKZ and a participant in the Token Sale Event ("Participant") could lose their entire amount paid for STRYKZ. Stryking does not represent that this Whitepaper discloses all risks and other significant aspects of the Token Sale Event, including risks which may be personal to proposed Participants and thus unknown to Stryking.

Proposed Participants who do not fully understand or are not comfortable with any of the risks described in this Whitepaper should consult their legal, commercial, financial, tax, or other professional advisers; otherwise, they should not participate in the Token Sale Event.

To the maximum extent permitted by all applicable laws and regulations, Stryking and its affiliates and its and their founders, directors, officers, employees, advisers, agents, and representatives (the "Stryking Related Parties") shall not be liable for any direct or indirect loss of revenue, income, profits, business, business opportunity, anticipated saving, data, reputation, or goodwill; or any indirect, special, incidental, reliance, consequential, punitive, or other losses or damages of any kind, in tort, contract, strict liability, or otherwise, arising out of or in connection with any loss or damage of a Participant (or proposed Participant) in connection with erroneous or insufficient consultation with or advice received from any adviser, even if Stryking and the Stryking Related Parties have been advised of the possibility of such losses or damages.

References to 'Stryking' in the risk factors discussed in this Chapter 7 include, where the context permits or requires, any Stryking Related Party involved in the operation of the Football-Stars platform or the conduct of the Token Sale Event. References to "discretion" mean "sole and absolute discretion", unless otherwise qualified. References to "Football-Stars platform" include, where the context permits or requires, Stryking PaaS and white-label partnerships.

Stryking Risks

Stryking Failure. As a consequence of the realisation of one or more of the other risks in this Whitepaper or of risks not described in this Whitepaper, Stryking's business could fail and Stryking could be wound up or dissolved. If Stryking's business fails and the Football-Stars platform is not transferred to and operated by another company any STRYKZ would have no utility or value. Stryking does not commit that it can or will transfer the Football-Stars platform to another company if its business fails. If Stryking does transfer the Football-Stars platform to another company, Stryking does not commit that

the other company will operate the Football-Stars platform to a Participant's satisfaction or at all, or will continue to accept STRYKZ for use in the Football-Stars platform.

Management Failures. Stryking's management may fail to manage its personnel, finances, facilities, information, technology, and other resources to effectively develop, operate, maintain, support, improve, market, and sell the Football-Stars platform, Stryking and/or the STRYKZ token, or to manage the growth of the Football-Stars platform, Stryking and/or the STRYKZ token or its business, or to adapt the Football-Stars platform, Stryking and/or the STRYKZ token or its business to changes in technology or the markets in which it operates, or to identify and effectively respond to the risks described in this Whitepaper or otherwise, the realisation of any or all of which could adversely affect the Football-Stars platform, Stryking and/or the STRYKZ token.

Insufficient Funding. Stryking will be relying on the proceeds of the Token Sale Event as one of the key sources of proceeds to develop the token-enabled features of the Football-Stars platform. The total proceeds depend on participation in the Token Sale Event and might be lower than expected. This could adversely affect the development and viability of the token-enabled features of the Football-Stars platform.

No Governance Rights. STRYKZ confer no governance or similar rights with respect to Stryking or the Football-Stars platform. Stryking will, at its discretion, make all decisions concerning its business and the Football-Stars platform, including decisions to fork or discontinue the Football-Stars platform; to change any pricing, parameter, or feature of the Football-Stars platform; to subcontract or outsource the development, maintenance, support, and operation of the Football-Stars platform; to sell the Football-Stars platform; and to sell, merge, or liquidate Stryking or all or a material part of Stryking's assets, any of which decisions may not be consistent with a Participant's expectations or interests.

Business Model Risks. Stryking designed the Football-Stars platform according to a specific business model. If the business model of the Football-Stars platform is flawed, or if the assumptions underlying that business model are incorrect, the Football-Stars platform may underperform or fail. Stryking may at its discretion elect to change the business model of the Football-Stars platform in response to competition or market requirements, to address perceived flaws, to optimise the model, or otherwise. Any such changes to the business model of the Football-Stars platform may fail to achieve their purpose and could adversely affect the Football-Stars platform.

Product Risks

Failure to Develop and Support the Ecosystem. As a consequence of the realisation of one or more of the other risks in this Whitepaper or of risks not described in this Whitepaper, or because of business or technical decisions taken by Stryking in good faith, Stryking may fail to integrate a full set of intended

features and functions in the Football-Stars ecosystem, may discontinue certain features and functions of the Football-Stars platform, may not improve or add to the features and functions of the Football-Stars ecosystem over time, may not adequately support the Football-Stars ecosystem, and may not fix bugs in the Football-Stars platform in a timely way or at all. The Football-Stars ecosystem (including STRYKZ) may therefore not have the utility described in this Whitepaper or expected by a Participant.

Platform Issues. The Football-Stars ecosystem may be degraded, interrupted, or fail because of hardware, software, or network defects, security breaches, hacking, viruses or other malicious code, natural disasters, congestion in underlying networks, and other causes. Stryking may be unable to restore the Football-Stars ecosystem to normal operation in a timely way or at all.

Platform Updates. Stryking may not update the Football-Stars ecosystem in a timely way or at all to fix bugs, address incompatibilities arising because of changes in underlying technologies and services, respond to user feedback, or react to competitive threats. Any such delays or failures could adversely affect the Football-Stars ecosystem.

Failure to Meet Expectations. The initial and future versions of new features of the Football-Stars ecosystem may not meet a Participant's expectations regarding features, functions, performance, availability, quality, security, scale, price, or other attributes that are important to a Participant.

Reliance on Third Parties. Stryking relies on third parties it does not control to operate Ethereum and other systems and services on which the Football-Stars ecosystem depends. Those third parties may be unable or unwilling to act as Stryking needs and expects, may themselves act maliciously, or may be adversely affected by other parties acting intentionally, unintentionally, or maliciously or by other events outside their control. The failure of those third parties to perform according to Stryking's needs and expectations could adversely affect the Football-Stars ecosystem.

Reliance on Virtual Currencies. Stryking will be relying on the value of virtual currencies received from the Token Sale Event as one of the key sources of proceeds to develop the token-enabled features of the Football-Stars ecosystem. Those virtual currencies are subject to high market value fluctuations and their future exchange rates into fiat currencies cannot be predicted. Should the market value of these virtual currencies drop significantly, this could adversely affect the development and viability of the token-enabled features of the Football-Stars ecosystem.

Privacy Risks. The Football-Stars ecosystem will rely in part on Ethereum and other public, decentralised platforms. Anyone with Internet access can inspect all transactions and other information stored in those platforms that is not encrypted. A Participant's transactions involving STRYKZ, and other information about a Participant or that belongs to a Participant that may be processed by or stored in those platforms in connection with a Participant's use of the Football-Stars ecosystem, may be

inspected by the public. Certain information may, even if encrypted, be associated with a Participant by combining it with other public or non-public information.

Regulatory Risks

Regulatory Status. The regulatory status of the proposed token-enabled features of the Football-Stars platform, STRYKZ, and the Token Sale Event is unclear or unsettled in many jurisdictions. Regulators and legislators in many jurisdictions have announced their intention to consider the adoption of regulations to cover cryptographic tokens and the markets for them. It is not known if, when, or to what degree different jurisdictions will interpret existing or adopt new laws and regulations (e.g., prospectus, authorization or other obligations) that could adversely affect the Football-Stars platform, STRYKZ, and the Token Sale Event, or whether those laws or regulations would be applied retroactively. In particular, in contrast to the view of Stryking, it is not excluded for example that the STRYKZ token might be classified by competent authorities as a currency (or comparable regulated instrument such as units of account in terms of Section 1 para. 11 no. 7 of the German Banking Act) or electronic money.

Any adverse laws or regulations (including electronic money laws and regulations) or interpretation of such laws or regulations by the competent authorities and/or the financial and other costs of regulation could cause Stryking to modify or discontinue certain features or functions of the Football-Stars platform, or cause Stryking to discontinue the Football-Stars platform in certain jurisdictions or entirely, or make the use of STRYKZ and/or the dealing in STRYKZ regulated or illegal in certain jurisdictions or otherwise adversely affect Stryking's business or operations, and therefore any utility or value of STRYKZ.

Excluded Jurisdictions. The Token Sale Event will only be open to Participants of jurisdictions where the Token Sale Event (or similar cryptographic token offerings) is not prohibited or otherwise restricted. To the extent relevant regulations or other legal restrictions are to be complied with by a Participant in his jurisdiction, It is a Participant's sole responsibility to determine if they are prohibited or restricted from participating in the Token Sale Event, or if such participation constitutes a breach of the laws or regulations of their jurisdiction, whether by virtue of their citizenship, residency, or other association with a jurisdiction which prohibits or otherwise restricts the conduct of the Token Sale Event (or similar cryptographic token offerings). Violation of those prohibitions or restrictions may result in criminal and/or administrative penalties being imposed on the breaching Participants.

Compliance Risks. Complying with laws and regulations that apply to Stryking and the Football-Stars platform may be costly and may divert a significant portion of Stryking's attention and resources. If Stryking must have a licence or other government registration or approval to operate the proposed token-enabled features of the Football-Stars platform in a jurisdiction, there is no guarantee that Stryking will qualify for or be granted the necessary licence, registration, or approval. The lack of

the necessary licence, registration or approval would restrict or prevent Stryking from operating the proposed token-enabled features of the Football-Stars platform in that jurisdiction. If Stryking fails to comply with applicable laws or regulations, Stryking could be subject to significant legal liability and financial and reputational losses which may adversely affect the Football-Stars platform and STRYKZ.

Tax. The tax status of the proposed token-enabled features of the Football-Stars platform, STRYKZ, and the Token Sale Event is unclear or unsettled in many jurisdictions. Adverse interpretation of existing tax laws and regulations or adoption of new adverse tax laws and regulations could result in unanticipated and potentially retroactive tax liability for Stryking and other stakeholders in the Football-Stars platform, including Participants. Those adverse tax consequences could cause Stryking to modify or discontinue certain features or functions of the Football-Stars platform or increase prices for the Football-Stars platform, or cause Stryking to make the proposed token-enabled features of the Football-Stars platform unavailable in certain jurisdictions, or make dealing in STRYKZ subject to tax in certain jurisdictions. It is the Participants' obligation to determine the tax characterisation of STRYKZ.

Participant Risks

Private Key Risks. Each Participant, not Stryking, is responsible for securing the private key that controls their STRYKZ. If a Participant does not know their private key, they will permanently lose their STRYKZ. If their private key is lost or stolen, they could permanently lose their STRYKZ. If a Particpant stores the private key with a third party wallet or vault service, they will permanently lose their STRYKZ if they forget and are unable to recover their credentials to access the third party service, or if the third party service malfunctions, is corrupted or compromised, makes their credentials or private key available to others, ceases operations, is hacked, or otherwise cannot make their private key available to them or loses control of their private key.

Token Sale Process Risks. The process for participating in the Token Sale Event will be described in the terms and conditions applicable to the Token Sale Event ("Token Sale Event Terms") which Stryking will make available separately from this Whitepaper. If a Participant does not carefully follow that process, they may not be able to participate in the Token Sale Event or purchase STRYKZ, they may permanently lose the proceeds which they intend to submit as payment for STYRKZ, or they may permanently lose STRYKZ which they have purchased. The multi-signature wallet to which payment for STRYKZ will be made ("Payment Address"), like all software systems, has security vulnerabilities. Malicious actors may attempt to steal proceeds from the Payment Address, including by hacking it. Proceeds in the Payment Address are also subject to loss or theft by other means. A Participant accepts all risk of loss or theft of their payments from the Payment Address.

Incompatible Wallet. The technical requirements for receiving STRYKZ will be described in the Token Sale Event Terms. If a Participant uses a wallet or other technology that does not conform to those

technical requirements, or if they use a third party service whose wallet or other technology does not conform to those technical requirements, their STRYKZ may be permanently lost.

Uninsured Losses. STRYKZ are not insured by Stryking or by any public agency, and there is no institution supervising and controlling the economy for cryptographic tokens. If a Participant's STRYKZ are lost or stolen, they will have no recourse unless they insure them at their expense. Stryking cannot issue new or substitute STRYKZ to replace lost or stolen STRYKZ.

Market Risks

Lack of Market Penetration. The Football-Stars platform may not attract users, partners, advertisers, contributors, etc., at the intended level or at a level sufficient to become or remain useful or viable. Any such lack of use or interest could negatively affect the development of the token-enabled features of the Football-Stars platform and/or the utility or value of the Football-Stars platform and/or STRYKZ.

Competition. Other organisations may develop (a) services that compete with the token-enabled features of the Football-Stars platform, and may do so with some or all of the open source software underlying the token-enabled features of the Football-Stars platform or (b) cryptographic tokens that can be used in gaming platforms similar to the Football-Stars platform. Those competing services and cryptographic tokens may adversely affect the adoption and use of the token-enabled features of the Football-Stars platform and/or the adoption, utility, and/or value of the STRYKZ, and ultimately the viability and continued existence of the token-enabled features of the Football-Stars platform and/or the STRYKZ. It is unknown whether or to what extent, if any, those competing services and cryptographic tokens may be interoperable with the token-enabled features of the Football-Stars platform or may accept or work with, STRYKZ.

Secondary Markets for STRYKZ. As at the date of this Whitepaper, there is no public market for STRYKZ. Digital asset exchanges and other secondary markets for STRYKZ may never exist. Even if STRYKZ are listed or traded on a secondary market, there is no assurance that an active or liquid trading market for STRYKZ will develop or, if developed, will be sustained. Unless Stryking publicly states otherwise, Stryking has no financial or other relationship with, and does not endorse, any such exchange or secondary market that elects to transact in STRYKZ. Exchanges and secondary markets may be prohibited under financial regulatory laws, new, undercapitalised, illiquid, volatile, operated by persons with minimal or no relevant experience, and subject to minimal or no regulatory oversight, making use of them susceptible to a variety of market, financial, fraud, operating and other risks that could result in a Participant's loss of STRYKZ or other losses. The secondary market might charge a commission and the government of the relevant jurisdiction might mandate payment of taxes.

Price Volatility. The price of STRYKZ in the Token Sale Event may not be indicative of the price of STRYKZ on public markets. STRYKZ have no intrinsic value at the time they are created. The price of STRYKZ on public markets may be extremely volatile, may decline below the price a Participant will pay for STRYKZ, or may diminish to zero in response to various factors, some of which are outside Stryking's control, including, among others, the following:

(a) the volatility of the prices of cryptographic tokens generally and in response to events that have little or nothing to do with Stryking;

(b) general economic conditions and macroeconomic changes; inter alia, changes of interest rates;

(c) changes and innovations in blockchain technology, the industry sectors in which Stryking operates, and other technologies and markets;

(d) Stryking's announcements pertaining to strategic direction, key personnel, financial and operational results, partnerships, significant transactions, new products, and other events;

(e) activities and announcements of Stryking's competitors; and

(f) third-party reports, recommendations, and statements regarding STRYKZ, the Football-Stars platform, or Stryking.

Distribution of additional STRYKZ. Stryking will distribute STRYKZ other than via the Token Sale Event, as described in Chapter 5.2 of this Whitepaper. Those other STRYKZ may be distributed for less consideration per STRYKZ than a purchaser in the Token Sale Event will pay for STRYKZ in the Token Sale Event. The distribution of those other STRYKZ will increase the overall supply of freely available STRYKZ in the market, which may affect as well as result in downward pressure on the market price of STRYKZ.

Market Perception. The market price of STRYKZ could be adversely affected by negative publicity, social media commentary, rumours, and other information, whether or not true, about Stryking, the Football-Stars platform, STRYKZ, the technology on which the Football-Stars platform is based (including Ethereum), and the legal or regulatory environment in which the Football-Stars platform operates.

General Economic and Market Risks. Adverse changes in general global and regional economic and market conditions may adversely affect Stryking, the suppliers and third parties on which Stryking depends, and users and prospective users of the Football-Stars platform, all of which may adversely affect the availability, reliability, performance, adoption, and the success of the Football-Stars platform.

Technology Risks

Core Technology Risks. The token-enabled features of the Football-Stars platform is in part built with core technologies that are in some cases immature and unproven, including the Ethereum blockchain platform and various open source software applications and libraries. If those core technologies do not perform according to Stryking's needs or expectations, have bugs or security vulnerabilities that are not or cannot be fixed, become unstable, degraded, or unavailable, are changed or forked in a way that is incompatible with the Football-Stars platform, or are not further developed or supported, Stryking may be required to change the specifications of the Football-Stars platform and to reduce or eliminate features and functions that are important to Participants, or to discontinue the token-enabled features of the Football-Stars platform.

Integration Risks. The token-enabled features of the Football-Stars platform might be integrated with third party services. If the integrations with those services fail, or those services are unreliable or do not perform as expected, those token-enabled features within the Football-Stars platform, or the Football-Stars platform generally, may be adversely affected or delayed.

Smart Contract Risks. Certain key token-enabled features of the Football-Stars platform will be implemented in smart contracts on the Ethereum blockchain platform. The nature of smart contracts makes them difficult to change to fix bugs, improve performance, or add features and functions. Stryking may therefore not correct defects in the token-enabled features of the Football-Stars platform or improve the token-enabled features of the Football-Stars platform to meet market needs or respond to competition fast enough or at all, which could adversely affect the utility or viability of the Football-Stars platform.

Hacking. All software systems, including the Football-Stars platform, have security vulnerabilities. Malicious actors may disrupt, corrupt, or interfere with the Football-Stars platform, may defraud Stryking or other stakeholders in the Football-Stars platform, including Participants, and may steal STRYKZ or other valuable data stored in the Football-Stars platform, some of which may belong to or involve Participants.

Mining Attacks. Certain features of the Football-Stars platform depend on the Ethereum blockchain platform. Ethereum is a decentralised service comprising a global peer-to-peer network of many independent node operators. Coordination or collusion among node operators could subject the Football-Stars platform and its stakeholders, including Participants, to a variety of attacks that could compromise the integrity of the Football-Stars platform, cause loss, theft, or corruption of STRYKZ and other valuable data stored in the Football-Stars platform, including of Participants, or increase the cost of using the platform to levels that make operation of the Football-Stars platform uneconomic and unsustainable.

Security Risks. The security and integrity of essential components of the Football-Stars platform depend on cryptography. Known and currently unknown weaknesses in the cryptographic algorithms used in the Football-Stars platform and its underlying core technologies, and advances in techniques or computing power to circumvent those algorithms, may compromise the security and integrity of the Football-Stars platform, cause the loss, theft, or corruption of STRYKZ and other valuable data stored in the Football-Stars platform, including of Participants, and require the suspension or discontinuation of the Football-Stars platform. The existence or future development of stronger cryptographic algorithms to replace compromised algorithms, and the feasibility of implementing those stronger algorithms in the Football-Stars platform and its underlying core technologies, is uncertain.

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Disclaimer

8. Disclaimer

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