



WHITEPAPER REWRITE – ROSENBAUM

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Legal Disclaimer

The purpose of this White Paper is to present the BRAVOCOIN token to potential token holders in connection with the proposed ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring BRAVOCOIN Tokens.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering



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or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors.

The product token is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident.

BRAVOCOIN token cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes. The BRAVOCOIN Token confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

This English language White Paper is the primary official source of information about the BRAVOCOIN token. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such



alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.

What is the BRAVOCOIN ICO?

*For cheaper, 'trustless' sales of sports and entertainment tickets
– cutting out the middleman*

The market for sports and entertainment tickets continues to grow at about 20 percent to 30 percent per year in the US.

Consumers, however, are increasingly fed up with paying high extra fees for these tickets. They are sold at a markup of 21 percent to 100 percent.

The BRAVOCOIN ICO will offer a means to eliminate the middleman in event ticket sales, and thus to cut out the extra fees. Based on the blockchain, ticket sales will be “trustless,” meaning that they will be controlled by smart contracts and so will require no human intervention.

The Blockchain will create and maintain a public ledger of these transactions, which will be distributed over the various nodes on the network for assured security.

Ticket sales will be tokenised: Venues selling tickets will accept BRAVOCOIN instead of fiat currency. Once a token sale is generated by a merchant, the smart contract is triggered, and all actions related to the sale are controlled by the Blockchain.

This offers clear benefits to both vendors and consumers.



Benefit to vendors and consumers

For Vendors:

- **More sales**
- **Reaching a broader group of consumers.**
- **better management of loyalty programs, using BRAVOCOIN for incentivisation and rewards.**
- **Cloud-based security solutions that offer improved threat protection.**
- **Easy access via API or gateway script**

For consumers:

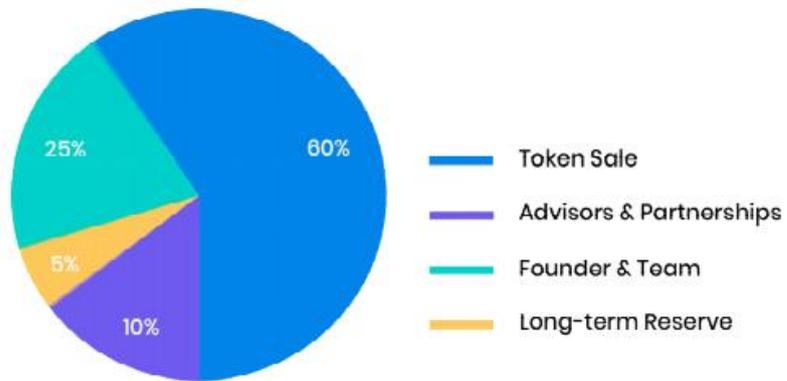
- **Cheaper tickets**
- **Easier access to tickets**
- **Effective Fraud Protection**



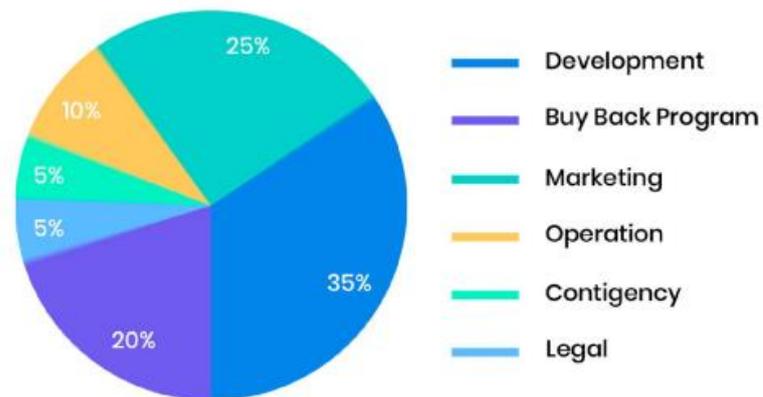
Token Sale

The token sale is set at the rate of 5 000 Bravo Coin per 1 ETH.

Token Sales Stucture

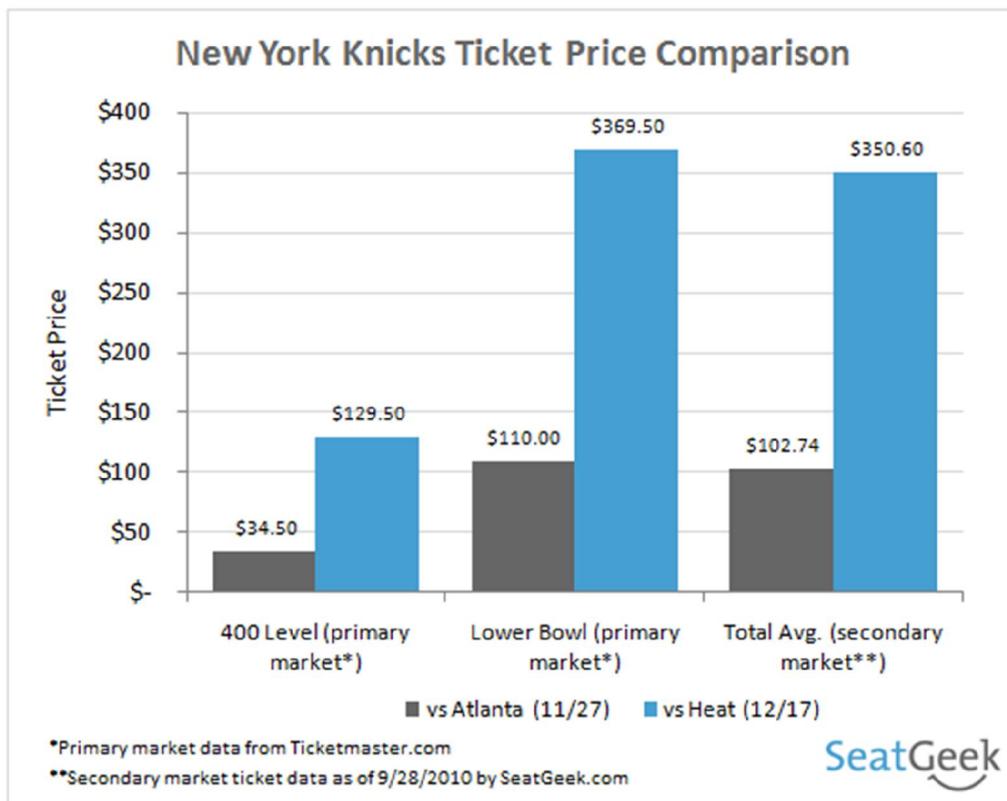


Token Funds Allocation





How much extra charged on Sports tickets?



The Sports and Entertainment ticket resale market in the US was worth \$7 billion in 2017, according to a report from Northcoast Research.

Additional fees on tickets by intermediaries brought in more than \$2 billion, with markups running from 21 percent to 100 percent, the research showed.

Each time a ticket is purchased, the consumer pays the face price – the actual cost of the ticket – and then:

Service Fee/Charge and Order Processing Fee

There is usually a service fee per-ticket and an order processing fee per-order that varies by event.



Delivery Price

This is sometimes even charged on 'Print at Home' tickets or will call.

Facility Charge

Facility charges are not for or from Ticketmaster; we simply collect them for venues.

Each venue decides whether to assess this charge on transactions, sets the price, and receives 100% of the money collected from it.

State and Local Taxes

Taxes should be included in the face value of the ticket, however these charges are often passed on to the consumer.

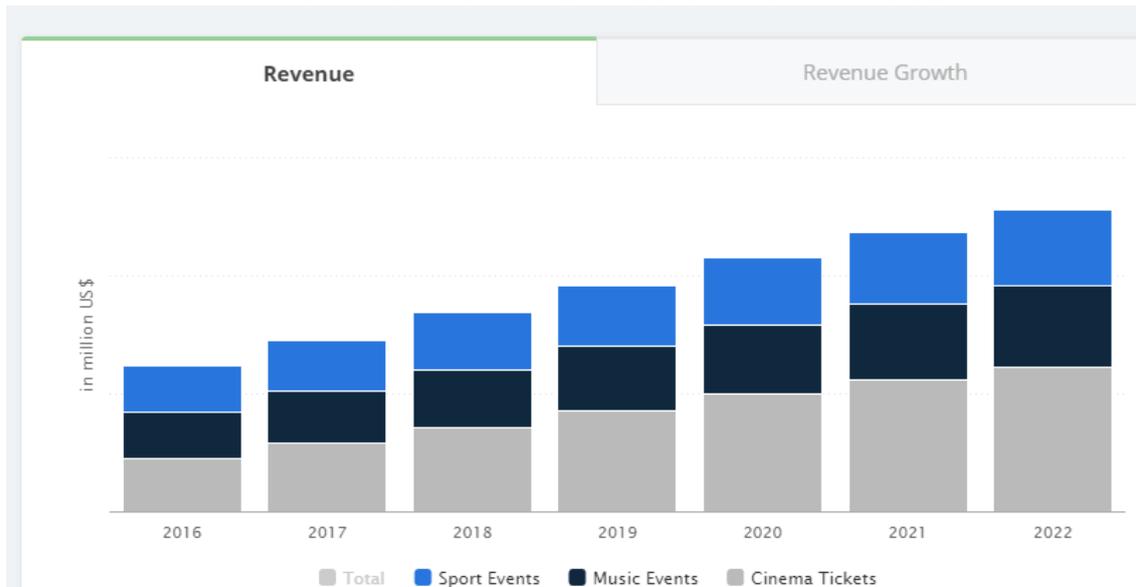
At the Palace of Auburn Hills in Michigan, for instance, tickets for a September 2016 Adele concert had a face value of \$40 to \$150. On the resale market, ticket prices were as high as \$307, according to Consumer Reports.

Well-known entertainers like Metallica have actually tried reducing ticket prices in order to sell more tickets directly to fans. The strategy failed, however, as secondary market players simply charged high prices for tickets and made a larger profit.

A recent CNBC poll showed that 90 percent of consumers feel that ticket prices are climbing to levels they can't afford.

Ticket Sales remain high

Nonetheless, consumers continue to purchase sports and entertainment event tickets in growing numbers.



The chart shows event ticket sales in the US through 2017, with estimates for the following years.

Clearly, demand for sports and entertainment events in the US is not terribly sensitive to price. Nonetheless, a large number of consumers feel either shut out of the market or that prices have reached a point at which they must make a choice about whether to buy tickets.

The Solution – BRAVOCOIN, using the Blockchain, cuts out the middleman

Event ticket sales in the US are dominated by a slew of middleman companies that simply create a channel to the consumer for ticket sales, and then add a percentage – as we’ve seen, one that is often disproportionately high – to the face value of the tickets.

BRAVOCOIN CUTS OUT THE MIDDLEMAN!!

So the consumer pays less for sports and entertainment events.



When a consumer buys a ticket with BRAVOCOIN tokens, the entire sales process is managed entirely on the Blockchain, from ordering to delivery.

This means that the sales process is 'trustless,' the term coined by the inventor of the Blockchain, Satoshi Nakamoto, to refer to a process managed entirely by computers without any human intervention, and subject to verification on the public ledger that the Blockchain establishes.

This offers a slew of advantages:

- Funds are dematerialized into tokens, and under the control of the Blockchain at all times during a transaction – fraud or theft is impossible.
- The transaction is registered, right at the start, in the public ledger which is distributed across a network of computers. Each change to a transaction is recorded in the public ledger – interfering with a transaction is impossible.
- Transaction time is counted in nanoseconds.
- The Blockchain also registers the tickets, so fraud at that level is also impossible.
- All transactions are managed by smart contracts – computerized operations run directly from the Blockchain and out of human control. This assures rapid, safe and secure ticket sales.
- Consumer identities are protected in the transaction process using the Public Key Infrastructure (PKI) -- consumer names are converted into a hashtag, or Public-Private Key – this is a cryptographic function. The Private Key is known only to the consumer. The Public Key is shared with the network so that there is a single identity for transactions made by the private key. Nothing works unless both keys operate together.



How do smart contracts work?

Smart contracts are programmed computing operations that the Blockchain manages. This means that a process, like the sale of a ticket, will be automatically triggered and then the steps involved in the operation implemented in the correct order, without any intervention. Nothing can interfere with the implementation of a smart contract, because it depends on verification from a series of different computers, and the ledger where it records the transaction is distributed over a network.

A 'trusted oracle' initiates a smart contract. In the case of our ticket sale, this would be a vendor who is connected to the blockchain. Like the consumer, the vendor has a hashtag identity. But all that the vendor does is initiate the process; the Blockchain does the rest.

Smart contracts contain value and only unlock that value if certain pre-defined conditions are met. When a particular value is reached, the smart contract changes its state and executes the programmatically predefined algorithms, automatically triggering an event on the blockchain. The primary task of oracles is to provide these values to the smart contract in a secure and trusted manner.

Blockchains cannot access data outside their network. From the point of view of the Blockchain, a 'trusted oracle' is a data feed designed for use in smart contracts.



The user is also a data feed, from that point of view.

To function on the BRAVOCOIN network, the consumer starts with a wallet where the BRAVOCOIN are stored.

Once a user has installed a BRAVOCOIN eWallet on a device, it will generate a user's address for receiving the tokens – it will also generate the public and private keys, but the user will not see these. The user can then initiate a transaction.

BRAVOCOIN – Blockchain and Smart Contracts –

For consumers, the BRAVOCOIN Blockchain means:

- **Cheaper tickets** – Direct access to the ticket issuer means that middlemen won't be able to jack up ticket prices. Consumers will interact directly with the ticket issuer, but scalpers and bots won't have access.
- **Easier access to tickets** – When event tickets go on sale, the entire supply is often purchased within seconds by robotic purchasers, scalpers or large block buyers. This forces the consumer to buy on the much more expensive secondary market. With BRAVOCOIN, consumers will have exclusive access to primary ticket purchases.
- **Effective Fraud Protection** – Thanks to the unimpeachable security provided by the PKI identification system, and the blockchain – impenetrable because it is distributed over the network, and with the immutable public ledger – neither faked tickets nor fake purchases are possible. Users exchange tokens for tickets, so no danger from fake credit cards, etc.



For vendors:

- **More sales** – Consumers will react to low prices and safe purchasing with increased sales.
- **Reaching a broader group of consumers** – Primary ticket sales will reach a larger number of satisfied consumers who will come back again for more.
- **better management of loyalty programs, using BRAVOCOIN for incentivisation and rewards** – BRAVOCOIN tokens fit seamlessly into loyalty programs, which means consumers will be incentivised to use them for ticket sales.
- **Cloud-based security solutions that offer improved threat protection** – Based in the Cloud, the BRAVOCOIN Blockchain is also employs the highest level of threat protection.
- **Easy access via API or gateway script** – Vendors can use our state-of-the-art API to integrate with us.



ROADMAP - Milestones

BRAVOCOIN will develop in a series of steps.

1. The platform will be expanded to Include Meta Search and Smart Contracts.
2. A complete Block Chain system will be incorporated into the platform
3. Evolve the Platform to Include Cryptocurrency Transactions and our own Payment System
4. Integrate and Expand To Become the Platform of Platforms.
5. Funds needed for investment are generated through Bravo Coin's ICO.
6. Then the platform will be completed.





Marketing Strategy

BRAVOCOIN can take advantage of our established contacts with major sports retailers and ticket sales vendors.

We will be able to begin operating with this group of merchants, and so will be able to offer tickets to consumers right at the outset.

Once operations have begun, and operations are underway, it will be easy to set up a campaign in social media and on the Web that reaches a broad group of consumers.

By focusing on the supply side first, we will seek acceptance in as many locations as possible, as rapidly as possible, through partnerships that will enable instant scale.

To achieve that, we will partner with payment providers that can give us instant scale. We are already in positive talks with major players, and have recorded a great deal of progress.

At the same time, we will manage a campaign across the trade and consumer publications in sports, music, theater, etc. We expect our original concept to generate a slew of articles about our offer.

The Team



BRAVOCOIN TEAM



Jae Shim	Joe White	Stefan Bergström
<p>Founder & CEO</p>	<p>Chief Operating Officer</p>	<p>Vice President/ Investor Relations</p>
<p>Jae has over 25 years of experience in the United States in a multitude of industries from Marketing and Sales to Business Consulting. He also has extensive experience in international trade business. Mr. Shim is highly skilled at developing, implementing, and managing strategies. Mr. Shim has worked for fortune 500 company, Super Valu, Inc., Once reached 44 billion(USD\$) in annual sales. He also worked for Richfood, Inc., in Richmond, VA. Another multi billion dollar company. He has owned & Operated a Golf Products company that imported and distributed golf equipment products throughout U.S. His company, golf products company, Blue Ribbon Golf, Inc. attended several PGA merchandise shows as an exhibitor.</p>	<p>A 25+ year veteran in international business development and senior management, brings his diverse background to Bravo Coin, Inc. He has wide-ranging experience in launching and operating global businesses, sports marketing, and new business development. He successfully architected for Stulz Automotive a new company, Stulz Golf Technologies which was relocated to Hamburg, Germany. From 2001 to 2004 he was the President of AJAY a public company which among other interests operates a franchise chain of 150 golf specialty stores located throughout North America. He was the President of The Gary Player Group a multi-faceted golf company with offices in Johannesburg, Palm Beach, London, and</p>	<p>Experienced private angel investor, advisor and serial entrepreneur based in Sweden. Invested in 18+ tech start-ups mainly focusing on Privacy by design principles, GDPR –General Data Protection Regulation – and compliance as well as gaming. Extensive experience from the Travel Industry. Owned and operated 6 hotels. Involved in several Token Sales in Fintech, AI, Augmented- and Mixed Reality. Advisor to European Smart Contracts and Blockchain Innovation Centre in the Nordics.</p>



	<p>Singapore whose international business units are dedicated to marketing golf equipment, golf course design, licensed products, endorsements, golf academies and event marketing all under the Gary Player brand. He had previously held senior executive positions with Dunlop Tire & Rubber Corporation, Yamaha International and the Portman Companies</p>	
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Andrew Rosenbaum

Director of Communication

Andrew Rosenbaum has been a financial journalist and copywriter for close to 20 years. In recent years, he's become an expert in ICO whitepapers, with 26 projects to his credit. Previously he wrote for Euromoney, Time magazine, and the Wall Street Journal. As a copywriter, he's been on staff at Microsoft and KPMG. He is a graduate of Harvard University. He has worked for many years in Europe but currently lives in Fort Lauderdale.



Ciprian Popa

BLOCKCHAIN EXPERT
E-MONEY & eWALLET EXPERT

Ciprian is the founder of Nihilo Coin public blockchain and experienced Managing Partner with a demonstrated history of working in the consumer goods industry. He provides key expert advice, business insight and professional guidance on topics related to Blockchain, Cryptocurrency, Digital Currency, E-Money, eWallets , direction, processes, business development, sales and marketing of the products and services . Ciprian is deeply involved in mining operations and global blockchain technology projects with cross-functional intent to investigate business disruptive emerging technologies, define appropriate strategies to maximise on presented opportunities whilst mitigating threats, and execute those strategies using a blockchain networks He is a strong business development professional skilled in negotiation, business planning, customer service, advertising, and sales. .



Jan Jehl

Lead Developer

Jan has a vast knowledge of cryptocurrencies and the inner workings of cryptography. He taught himself many programming languages from an early age. The first program he wrote was a BOT for a video game. He then sold these, creating his first profitable business. Jan is our resident expert in Smart Contracts and he is in charge of listing Bravocoins in the Exchanges, globally.



Casper Swanepoel

IT MANAGER
IT INFRASTRUCTURES & OPERATIONS
EXPERT



Kevin Zhu

BLOCKCHAIN EXPERT
MOBILE PAYMENT SOLUTION EXPERT



Paul Scott

VICE PRESIDENT BUSINESS DEVELOPMENT
EXPERT FINTECH BUSINESS DEVELOPER

<p>IT MANAGER IT INFRASTRUCTURES & OPERATIONS EXPERT</p> <p>Business and Technology Leader with more than 25 years' experience defining, building and optimizing best-in-class IT infrastructures and operations. Able to define and source the right IT solutions to support business objectives, and build cost-effective and scalable solutions that support business growth. Ability to attract and lead top IT talent, inspire excellence, and create team cultures based on performance and innovation.</p> <p>AREAS OF EXPERTISE:</p> <ul style="list-style-type: none"> · Microsoft cloud solutions · Infrastructure consulting <ul style="list-style-type: none"> · Disaster recovery planning and prevention · Strategic IT planning · IT security · Project planning · Systems integration · Leadership and talent management · Budgeting and cost containment 	<p>BLOCKCHAIN EXPERT MOBILE PAYMENT SOLUTION EXPERT</p> <p>Kevin Zhu, graduate of MIT, brings 20 years of leadership and a proven track record in driving product, technology and innovation spanning across multiple industries in Blockchain, Mobile, Payment, Financial Service, Security, AI, FinTech and Digital Transformation domains for both startup and global Fortune 100 companies. As Head of Product, he led the development and launch of a leading omni-channel contexture based commerce platform that powers Kohl's Pay and IBM Pay. As Chief Product Officer, Kevin, responsible for global product offerings, led CorFire from a startup to a leading mobile wallet, payment, financial service and commerce product company with services deployed for leading global initiatives in countries across US, Europe and Asia. His</p>	<p>Paul Scott brings his expertise in following areas to Bravocoin Team:</p> <p>Global Blockchain & ICO development and advisory.</p> <ul style="list-style-type: none"> • Deep-level Decentralization, FinTech, InsurTech and Big Data eco-system understanding, including utilisation of leading-edge technologies that underpin the eco-system's development. • Expert level of understanding of the markets, competition, geographic, macroeconomic and global factors impacting customer experience. • Highly developed level of Risk-awareness and fully proficient in the language of change management. • Focused and motivational leadership skills to create personal impact and influence on customers and companies alike. • Superior level of communication skills - able to articulate risk and commercial reward.
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<p>· Vendor relations Casper's work experiences includes IBM South Africa, Group IT Manager Dangote Cement South Africa, Information Technology Manager at Murray, Roberts Projects, Technical support and services unit Manager at Novus System Intergrators, IT Manager at Matrix Vehicle Tracking. His education in IT includes: Microsoft Specialist in implementing Microsoft Azure Infrastructure Solutions, Cloud Platform, Information Technology Business management certification, Microsoft Certified Systems Engineer, Leading Projects in Multinational Environment - IBM(Certification).</p>	<p>team helped launch first NFC based Google wallet, world's first commercial NFC based mobile payment solution. After successful CorFire acquisition. Kevin joined OmnyWay. Kevin was the first Head of Product & Technology of JVL, a joint venture funded four major MNOs to launch a ground-breaking mobile payment service. With his leadership, Kevin's team laid product and technology foundation that ignited the mobile payment revolution in the US. At Sprint, Kevin led mobile technology innovation initiatives and delivered industry leading products in mobile content distribution, mobile gateway, mobile financial services, mobile digital right management, and mobile billing that transformed the mobile industry. As a visionary and innovator, Kevin led his teams filed many patent applications. Kevin himself is a principal inventor with over 50 issued patents, covering mobile infrastructure, payment, wallet, media, and security domains.</p>	<ul style="list-style-type: none">• An experienced Change leader able to bring about cultural change evidenced by multiple successful geographical relocations.• In-depth capability in the analysis of client requirements across multiple customer and process interactions. <p>Specialties:</p> <ul style="list-style-type: none">FinTech, InsureTech & Big Data eco-systemBusiness Development and SaleCustomer Expectation ManagementCustomer ExperienceBusiness TransformationBusiness Development ProgramsBusiness DifferentiationStrategy ExecutionBenefit Realisation
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ADVISORS



Vladimir Nikitin

ICO Advisor

Vladimir Nikitin is the Co-founder of Top ICO Advisor, an accomplished legal consultant, ICO advisor, Blockchain cryptocurrency specialist and a member of several Board of Directors.

A renown member of the crypto community and a listed Blockchain Expert on the ICObench.

With Masters degree in both Law and Economics (Finance and Credit), Vladimir has over 10 years of Civil law, finance, Internet technologies experience in various industries such as retail consulting, hospitality and information technology.



TIMM BROCKS

Global Sports Cooperation Advisor

Timm is an international sales and marketing expert who has been connecting brands, products & services through technology for more than a decade. He has served multi national brands such as EA SPORTS, LG ELECTRONICS, LG MOBILE and XL ENERGY in various, international marketing roles. Currently he is Director Global Growth at BrandMaker, one of the leading Marketing Resource Management vendors worldwide.



Bryan Ho

Digital Marketing Advisor

Bryan is CEO of Bevootech, an enterprise CRM solutions provider. He is an experienced entrepreneur with strong expertise in innovative technology solutions, digital marketing and strategic partnerships. Bryan has strong interest in the area of blockchain technologies and brings on his expertise to support the growth of the industry.



Nikolay Shkilev

ICO Advisor

Crypto enthusiast and mentor.

Rated Top 20 in People of Blockchain.

Has 20 years of experience in large-scale transaction projects. He has many awards and titles in the IT business. Self-Made Russia award. Tech guru. Super TOP award etc. Founder and CEO of Private Business Club. His Holding received "Enterprise of the Year" award in the Kremlin. Has a business in various directions. Co-Founder "Top ICO advisors".



Davorin Bebek

Digital Marketing Advisor

Davorin is really passionate about startup community, he is expert in sales improvement and business development, and his expertise in these field will help bravo coin to reach next level. As a creative person Davorin turns his focus on social media marketing, strategy, consulting and striving to create new way for crypto projects.



Tony Baek

Sports Marketing Advisor

Tony Baek is COO/ Secretary General with Taekwondo World Foundation. TWF has developed ICT systems for the Children's Personal Conduct via Martial Art Schools in worldwide for the past 20 years. Tony launched his carrier joining American Broadcasting, Nabisco and LG Electronics.