



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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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:

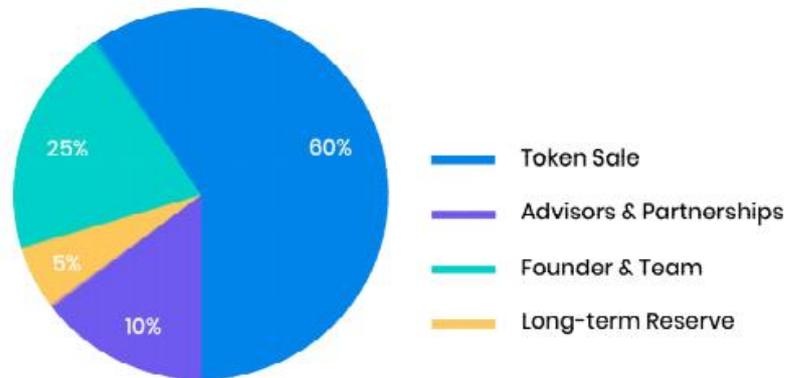
- **Cheaper tickets**
- **Easier access to tickets**
- **Effective Fraud Protection**



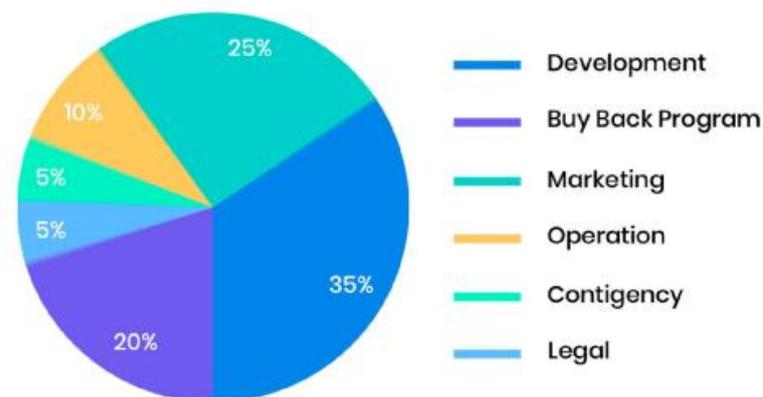
Token Sale

The token sale is set at the rate of 5 000 Bravo Coin per 1 ETH. The creation will be capped (“Soft Cap”) upon receipt of US\$1 million. The hard cap is US\$20 million.

Token Sales Structure

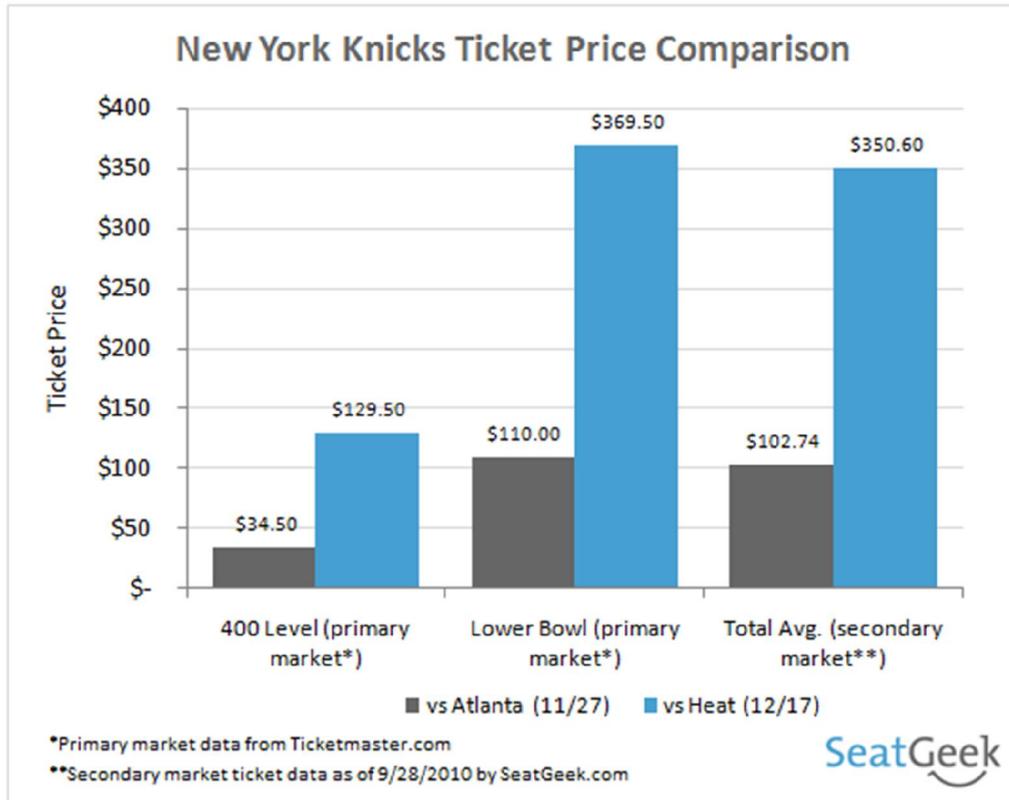


Token Funds Allocation





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.

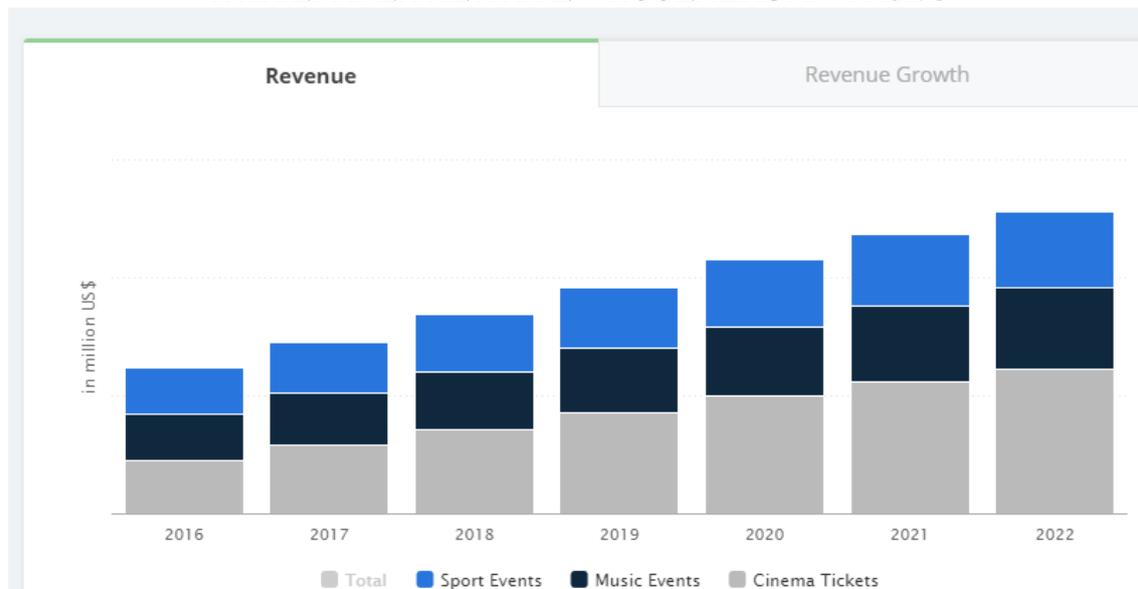
At the Palace of Auburn Hills in Michigan, for instance, tickets for a September 2016 Adele concert had a face value of \$40 to \$150. On the resale market, ticket prices were as high as \$307, according to Consumer Reports.

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 Blockchains 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.



BRAVOCOIN TEAM



Jae Shim	Joe White	Stefan Bergström
<p data-bbox="341 734 539 770">Founder & CEO</p> <p data-bbox="268 801 619 1868">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 data-bbox="746 734 976 770">Chief Operating Officer</p> <p data-bbox="641 801 992 1809">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.</p>	<p data-bbox="1075 734 1308 806">Vice President/ Investor Relations</p> <p data-bbox="1024 806 1375 1563">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>



POWERED BY A TEAM

The Bravocoin Team combines years of experience in management, development and sales and marketing. Many of us are retail industry veterans, others have sports industry experience. Together we will build a business that will change sports and entertainment ticketing, giving the best prices and service to consumers.



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Founder



Joseph J. White
COO



Stefan Bergström
Vice President Investor Relations



Andrew Rosenbaum
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Sports Marketing Advisor

Timm Brocks
Global Sports Cooperation Advisor

Savio Gomez
Specialty Marketing Advisor

Davorin Bebek
Digital Marketing Advisor



Duyen Tran

ICO Advisor, 10 years of experience in trade,
finance and technology



Konstantin Dimitrov

ICO Advisor, DICE Money Founder



Danny Christ

Digital Marketing Advisor



Michael Creadon

Digital Marketing Advisor