No Limit Fantasy Sports LLC

&

NoLimitCoin



Whitepaper

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0. Executive Summary

Although the online fantasy sports industry is growing significantly each year, the chances of winning and the costs involved are taking a toll for players due to little competition in a saturated market. Fantasy sports platforms make most of their revenues through high entry fees, high rake fees and high withdrawal fees. In addition, they also reduce players chances of winning as they compete against computers that are programmed to perform the betting tasks more efficiently than humans do. Overall, No Limit Fantasy Sports has realized a gap in the fantasy sports market and have capitalized on this through the application of a blockchain technology that is far more reasonable to the players and the fantasy sport community.

The No Limit Fantasy Sports platform uses its own cryptocurrency, NoLimitCoin ("NLC2") to overcome those issues:

- The fees are a lot lower than our competitors, saving players up to 50% of their winnings.
- Through using NLC2 players can instantly transfer funds without waiting for days to be credited.
- Our verification process is a lot faster by it being linked to your email account. Moreover, users are not barred by nationality because at least one of our platforms will suit the user.
- Global players compete against each other and not against programmed computers, giving them a better chance of winning.

In the following whitepaper, we intend to further elaborate on the issues faced by players on the existing fantasy sports platforms and how our NLC2 Crypto Fantasy platform will utilize blockchain technology and cryptocurrencies to solve these current issues. The application of such an innovative design will revolutionize the fantasy sports industry providing players a fast, secure and cheap method of funding.

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1. Introduction

The fantasy sports industry is one of the fastest expanding markets worldwide, growing from 12.6 million players in 2005 to 59.3 million players in 2017 in the United States and Canada alone [1]. Compared to in 2012, when players spent an average of $95 each in the U.S., the average American player spent $504 in 2017 [2]. As of June 20, 2017, the fantasy sports market was valued above $7 billion [3]. Although the density of fantasy sports players in the rest of the world is lower than in America, this is a result of a lack of strong fantasy sports platforms seeing the interest in fantasy sports is there [4].

The Growth of Fantasy Sports Market

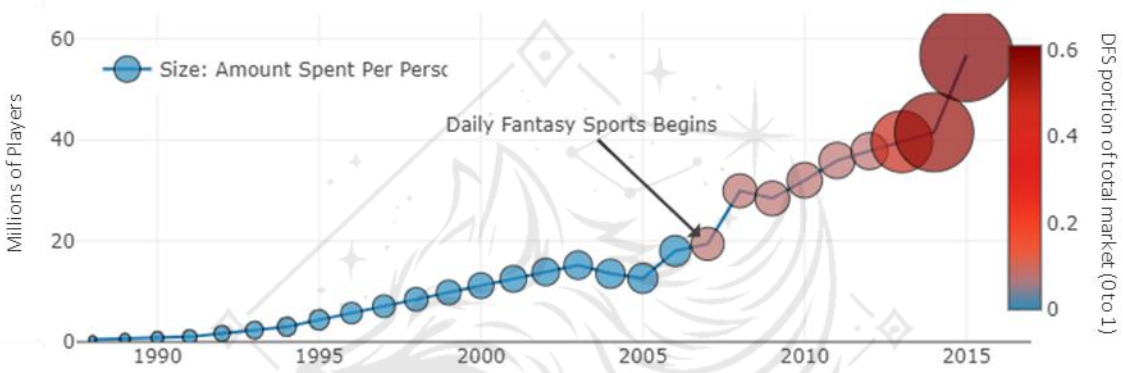


Figure 1: The Growth of the Fantasy Sports Market [5]

No Limit Fantasy Sports provides the opportunity for people all over the world to experience the joy of playing fantasy sports without the strict regulations and high expenses that are characteristic of existing fantasy sports platforms. By implementing NoLimitCoin (Symbol: NLC2), No Limit Fantasy Sports is the first online fantasy sports platform to harness blockchain technology. This application of cryptocurrencies will revolutionize the fantasy sports industry by enabling us to provide a fast, secure and cheap method to fund and reward player accounts.

No Limit Fantasy Sports is designed to appeal to a global audience by offering competitions in a wide variety of sports. The first sport implemented was American Football (NFL) during the 2016 season. The immediate success of this rollout was evident both to users of the platform and to our partners, who have enabled our new growth into additional sports. In August 2017, we launched European Football (Soccer) and started with 4 leagues - English Premier League, La Liga Spain, La Liga Mexico and MLS USA. With increasing demand from players and opportunities for growth in the market, we will be expanding this list to additional leagues. In addition to NFL and Soccer, the platform will be launching Hockey (October 2017), Basketball (November 2017), MMA (November 2017), Cricket (January 2018) and Baseball (June 2018) to the fantasy sports community.

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Expansion to other soccer leagues

League Name	Country / Continent	Type of League	Abbreviation
Bundesliga	Germany	Club / Domestic	DEB
Serie A	Italy	Club / Domestic	ITSA
Eredivisie	Netherlands	Club / Domestic	NLE
Ligue 1	France	Club / Domestic	FRL1

No Limit Fantasy Sports hosts competitions for players to build virtual teams across multiple leagues, composed of active players, to score points and compete against other teams created by other members. Additionally, friends can compete against each other through our private peer-to-peer platform.

The No Limit Fantasy Sports platform has been developed by a highly qualified team with years of experience in both the fantasy sports industry and the cryptocurrency environment. Built on blockchain technology, we offer four primary benefits which combine to provide a better fantasy sports experience to all users:

- Significantly reduced fees Section 5.1
- Fast and easy verification process Section 5.2
- Practically instant deposits and automatic withdrawals Section 5.3
- Protection against unfair practices Section 5.4

We cater to all members of the global fantasy sports community and will host contests in a plethora of sports. In addition, NoLimitCoin, the cryptocurrency that powers CryptoFantasySports.com, runs on one of the most efficient blockchains in the market. It has great potential to revolutionize the industry and ultimately be used extensively across many fantasy sports and other game networks.

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2. History of Fantasy Sports

Modern fantasy football can be traced back to the late Wilfred "Bill the Gill" Winkenbach, an Oakland area businessman and a limited partner in the Oakland Raiders. In a New York hotel room during a 1962 Raiders eastern cross-country trip, Winkenbach, along with Raiders Public Relations man Bill Tunnel and Tribune reporter Scotty Stirling, developed a system of organization and a rulebook, which would eventually be the basis of modern fantasy football.

The inaugural league was called the GOPPPL (Greater Oakland Professional Pigskin Prognosticators League), and the first draft took place in the rumpus room of Winkenbach's home in Oakland, California in August 1963. The league consisted of eight members, made up of administrative affiliates of the AFL, pro football journalists, or someone who had purchased or sold 10 season tickets for the Raiders' 1963 season. Each roster consisted of the following in the GOPPPL: two quarterbacks, four halfbacks, two fullbacks, four offensive ends, two kick/punt returners, two field goal kickers, two defensive backs/linebackers and two defensive linemen. The current GOPPPL roster now includes: two quarterbacks, four halfbacks, six wide receivers/tight ends, two kickers, two defensive backs, one return team, and a bonus pick for any position. In 2012, the GOPPPL celebrated its 50th season and still maintains its TD-only scoring heritage.

For years, the popularity of fantasy football grew slowly. In 1997, CBS launched the beta version of the first publicly available free fantasy football website. The game immediately became widely popular. Within three years, all major sports media launched competing fantasy football websites. The NFL released their own official game in 2010 (NFL.com) further driving the Fantasy football industry's growth.

Fantasy football is now the single most important marketing tool for the NFL. It is estimated over 19 million people compete in public and private leagues online nationally. In 2009, fantasy football was christened mainstream with a fantasy football based sitcom, The League.

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3. Daily Fantasy Sports (DFS)

Fantasy sports is a term that refers to contests of skill in which participants compete amongst themselves by creating virtual teams consisting of players from a professional sport. A point system is used to quantify the performances of the selected players and these scores determine the overall results of the competitions. Fantasy sports competitions are split into categories of differing timeframes and participant counts. Within the fantasy sports world there exist two main types of concepts determined by the timeframe of the contest:

- Traditional fantasy sports - played over an entire sports season
- Daily fantasy sports - an accelerated variant occurring over a shorter period, typically spanning over a week

This whitepaper pertains to daily fantasy sports. Fantasy sports competitions are also separated by their number of participants. Head to head games refer to contests between two participants, while guaranteed prize pool games are essentially tournaments with unlimited participants and a predetermined prize amount.

3.1 Fantasy Sports Platforms

Fantasy sports platforms are businesses that utilize the internet to host competitions and connect participants to one another. They utilize data feeds from real world sports matches to allocate points to selected players and fantasy team picks. In return for their services, these platforms profit by taking a cut, known as the rake, from the prize amounts. The DFS market is saturated primarily by two large providers DraftKings™ and FanDuel™.

	No Limit Fantasy Sports	FanDuel™	DraftKings™
Sports available	NFL, MLB, NBA, NHL, MMA, Soccer, Cricket	NFL, MLB, NBA, NHL, MMA, Golf, Soccer, NASCAR	NFL, MLB, NBA, NHL
Compatibility	Cryptocurrency (NLC2)	Fiat currency	Fiat currency
Fees / rakes	Up to 5% (as low as 1%)	Up to 10%	Up to 10%
Verification process	Quick (email verification)	Lengthy (government ID, proof of residence, etc.)	Lengthy (government ID, proof of residence, etc.)
Withdrawal speed	Instant (< 60 seconds)	2-8 days (electronically) 2-3 weeks (by check)	48 hours (PayPal) 7-10 days (by check)
Payment method	NLC2, Visa, Mastercard & Alipay (Section 6.3)	Visa, MasterCard or PayPal	Visa, MasterCard or PayPal

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4. Issues Facing Existing Fantasy Sports Platforms

In the United States, two existing online fantasy sports platforms, DraftKings™ and FanDuel™, currently control 90% of the industry. The companies announced a merger this year and our company quickly filed a very strong complaint with the Federal Trade Commission (FTC) opposing such a merger. This merger would take two dominant operators and combine them to be over 90% of the market, effectively creating a monopoly. The FTC decided to reject and block this merger.

There are issues that members currently face using the existing platforms including high fees, lengthy verification procedures, slow transfer of funds and the unfair advantage some players gain by gaming the system using computer algorithms.

4.1. High Fees

Existing fantasy sports services generate significant income from players on the fees charged for participating in competitions, also called rake. On average, these platforms charge a rake of 10% or more. Also, the players with the smallest buy-ins are burdened by highest fee rates.

Head to Head (rake per site)

Pool size	Site	Buy in	Players	Total Buy ins	Total Prizes	Rake
Small	FanDuel	$5	2	$10	$9	10%
	DraftKings	$5	2	$10	$9	10%
Medium	FanDuel	$50	2	$100	$90	10%
	DraftKings	$55	2	$110	$100	9.09%
Large	FanDuel	$535	2	$1,070	$1,000	6.54%
	DraftKings	$530	2	$1,060	$1,000	5.66%

Figure 4.1.1. Rakes charged by FanDuel™ and DraftKings™ for head to head games [6]

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Guaranteed Prize Pool (rake per site)

Pool size	Site	Buy in	Players	Total Buy ins	Total Prizes	Rake
Small	FanDuel	$1	2,232	$2,232	$2,000	10.39%
	DraftKings	$2	575	$1,150	$1,000	13.04%
Medium	FanDuel	$25	897	$22,300	$20,000	10.31%
	DraftKings	$27	127	$3,429	$3,000	12.51%
Large	FanDuel	$270	32	$8,640	$8,000	7.41%
	DraftKings	$109	30	$3,270	$3,000	8.26%

Figure 4.1.2. Rakes charged by FanDuel™ and DraftKings™ for guaranteed prize pool games [6]

4.2. Complicated Verification Procedures

Players on FanDuel™ and DraftKings™ are required to submit to tedious verification procedures in order to deposit or withdraw their funds. DraftKings™ requires users to supply a government issued ID, proof of residence, and "more information if deemed necessary." FanDuel™ requires their members to provide their social security number before withdrawing winnings [7]. These issues are inherent in platforms that use fiat for gameplay.

4.3. Slow Transfer of Funds

According to DraftKings™, withdrawals take up to eight days if processed electronically and between two and three weeks if processed by check [8]. FanDuel™ claims to process withdrawal requests faster (48 hours through PayPal and between seven and ten days by check) but "reserves the right to refuse your withdrawal and/or close your account" at their discretion [7].

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5. No Limit Fantasy Sports

Our mission is to provide a fair, fun and fast fantasy sports experience to all players. Our fantasy sports platforms have been created to run on the cryptocurrency NoLimitCoin ("NLC2") which will be discussed in further detail. It's our belief that the cryptocurrency platform will eventually become the most attractive platform in terms of cost, efficiency and return for money.

5.1. Lower Fees

Our competitive advantage is in fact that we have a cryptocurrency platform that allows the movement of coins to occur at very low cost. Fees will vary from 1% to 10% depending on the platform used and whether the transactions use cryptocurrency or fiat currency. The fees on the U.S. Dollar or fiat platform will be approximately 10% whereas the crypto fees will predominantly range between 1% - 5%. Fees as low as 1% for the larger contests in the crypto platform is possible as we aim to be at least 50% cheaper than the fiat costs.

	No Limit Fantasy Sports	FanDuel™	DraftKings™
	Fees	**Fees**	**Fees**
Small pool size	**5%**	10%	10%
Medium pool size	**2.5%**	9.09%	10%
Large pool size	**1%**	5.66%	6.54%

Figure 5.1.1. Fees charged for head to head games [6]

	No Limit Fantasy Sports	FanDuel™	DraftKings™
	Fees	**Fees**	**Fees**
Small pool size	**5%**	13.04%	10.39%
Medium pool size	**2.5%**	12.51%	10.31%
Large pool size	**1%**	8.26%	7.41%

Figure 5.1.2. Fees charged for guaranteed prize pool games [6]

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5.2. Accelerated Verification

To access the complete capabilities of our platforms, you simply need to verify your email address. Additionally, registrants are not barred from our platforms by nationality. At least one of our platforms will suit your needs, even if you reside in a region with legislation banning pay-to-play fantasy sports.

	No Limit Fantasy Sports	FanDuel™	DraftKings™
Verification time	Quick (email verification)	Lengthy (ID, Proof of Residence, etc.)	Lengthy (ID, Proof of Residence, etc.)

Figure 5.2. Verification length [7]

5.3. Faster Transactions

Because transactions are irreversibly confirmed on the NLC2 blockchain within a minute (half the block time) on average, loading an account with NoLimitCoin from a wallet or withdrawing NLC2 to a wallet is achieved almost instantly. We believe that the benefits of implementing blockchain technology will naturally attract users to our platform as they see and experience the benefits.

	No Limit Fantasy Sports	FanDuel™	DraftKings™
Withdrawal speed	Instant (<60 seconds)	48 hours (PayPal) 7-10 days (by check)	2-8 days (electronically) 2-3 weeks (by check)

Figure 5.3. Withdrawal speeds [7] [8]

5.4. Fair Play

No Limit Fantasy Sports is committed to creating a fantasy sports experience enjoyable to all by protecting players against computer algorithms making hundreds of team entries. To address this, users will be limited to a certain amount of entries per competition, rendering gameplay skill-based and organic. The amount of entries will vary depending on the size of the contests to reduce computer algorithms influence. The result of this is a significantly higher chance of winning on our platforms. As a result, our players can experience fantasy sports as they were meant to be played.

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5.5. Our Platforms

To fulfill the varying needs of the vast global audience we have created three separate fantasy sports platforms:

1. No Limit Fantasy Sports (NLC2 Platform): www.CryptoFantasySports.com
2. No Cost Fantasy Sports (Free Platform): www.NoCostFantasySports.com

Overview of our three fantasy sports platforms

Criteria	No Limit Fantasy Sports	No Cost Fantasy Sports
Platform accessibility	Full access	Limited
Sports available	All Sports	All Sports
Cryptocurrency required	Yes	No
Compatibility	BTC → NLC2	-
Fees / rakes	1% - 5%	Free rolls
Verification processes	Quick	Quick
Withdrawal speed	Instant (< 60 seconds)	Instant (< 60 seconds)
Payment method	NLC2, Visa, Mastercard & Alipay (Section 6.3)	-
Purpose	Improve efficiency of fantasy sports	Expand awareness to other (NLC2) platforms

5.5.1. No Limit Fantasy Sports (NLC2 Platform)

No Limit Fantasy Sports is our main platform and is only compatible with NLC2 cryptocurrency. Using only the NLC2 coin on our platform will rake the most benefits for our customers as it will increase the overall efficiency by improving both the transaction speed and cost. Members will enjoy all the advantages of using NLC2 when they compete with their virtual teams. Fiat currencies are currently not accepted on this platform. Cryptocurrency and online Fantasy Sports platforms are a match made in heaven. The ease of movement of the coin and the potential for value appreciation provides a supercharged equation that is leading to mass participation. Participation has come from both sides of the spectrum. We expect that a unique player environment will arise from the blending of cryptocurrency enthusiasts new to fantasy sports and experienced fantasy sports players exposed to cryptocurrencies for the first time.

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This is our flagship product. It will unite people in sports contests from many corners of the world. The draw of our coin has enticed people to play, learn and enjoy American Football (NFL) from over 60 countries. On the other hand, people in the USA that may never have had played fantasy soccer, now are common participants in these contests. With all the sports we will be continuing to add to the platform, we expect to see this trend continue and expand participation on a massive scale Section 7.2.

5.5.2. No Cost Fantasy Sports (Free Platform)

This platform is intended to provide the complete fantasy sports experience to players in areas where pay-to-play fantasy sports is restricted by law, and those that wish to play before they pay. This platform is not considered a gambling website because it will only sponsor contests that are free to join. These contests, known as free-rolls, will reward winners with NLC2 payouts with the goal of expanding awareness and use of the coin. This platform will be fully supported by ad revenue. If players wish to familiarize themselves with fantasy sports before putting up any money, we recommend this platform as a great starting point.

5.6. Regulation Compliance

Our dollar-based platform has recently received full KYC ("Know Your Customer") certification as well as a legal opinion certifying the legality of the service in the USA, both of which are necessary steps in partnering with payment processors. The level of our certification is equal to those obtained by FanDuel™ and DraftKings™.

In compliance with state laws related to online fantasy sports wagering, we do not currently offer either of our pay-to-play platforms in the following U.S. states and territories as of October 2017: Alabama, Arizona, Arkansas, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Michigan, Mississippi, Missouri, Montana, Nevada, New Hampshire, New York, North Dakota, Pennsylvania, Tennessee, Texas, Vermont, Virginia and Washington and Puerto Rico.

We have started the legal process of obtaining licenses to operate in Arkansas, Massachusetts, Mississippi, Missouri, New York, Tennessee and Vermont. For the time being, users in restricted states and territories that wish to participate can play and win NLC2 coins through our free rolls on our NoCostFantasySports.com platform. As of October 2017, members from all other countries can access our pay-to-play platforms.

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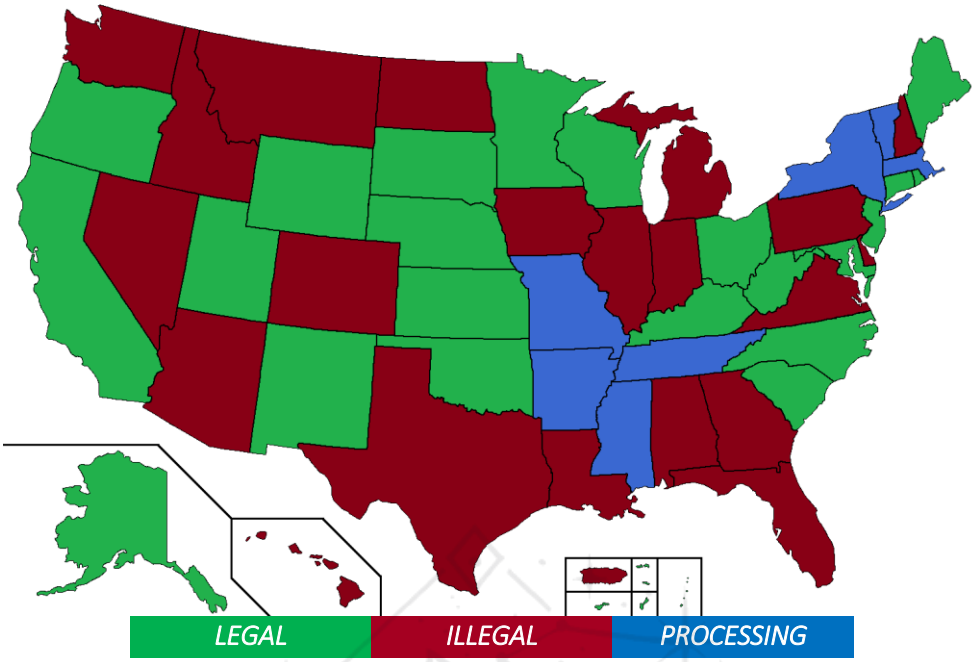


Figure 5.6.1. The legality of our platforms in the United States

5.7. Sports Offered

Our platforms will offer competitions in the most popular sports in the world [13] including NFL, Soccer, Hockey, Fantasy Crypto, Basketball, Baseball, MMA and Cricket.

Within each sport, we also plan to implement various leagues. For example, as of October 2017, our football tournaments allow users to choose players from the Premier League (England), Primera División (Spain), MLS (U.S.) and Liga MX (Mexico).



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5.8. No Rake Poker

We also launched the world's first No Rake online poker platform, powered by NoLimitCoin (NLC2). Together with our brand ambassador Johnny Chan we will attempt to change the online poker industry by offering No Rake poker for the very first time. The NoLimitCoin Poker platform is fully web based with no install files needed and has no rake so players get to keep all their winnings.

The platform provides for players of all stake sizes, from micro to high-stakes.
Our main goal is creating demand for NoLimitCoin (NLC2) and offering a premium experience for our users. Our great partnership with an experienced and tested poker platform allows us to offer our poker players No Rake, which is an absolute game changer. View more information at www.nolimitcoinpoker.com

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6. NoLimitCoin

NoLimitCoin, abbreviated to NLC2, is an efficient and secure cryptocurrency that has been developed for use on our crypto fantasy sports platforms. However, the use of NLC2 is not exclusive to only the fantasy sports industry. Since the technical details of this coin renders fast transactions at low cost, even for cryptocurrency standards, we are looking into partnerships and developing a code that would allow NLC2 to be utilized as a payment token.

NLC2 Coin Specifications

Algorithm	SHA256d / PoS
Block size	2 MB
Block time	2 minutes
POS	4% per annum
RPC port	6520
P2P port	6521
Testnet RPC	16520
Testnet P2P port	16251
Coins in circulation*	211,000,000
Average yearly inflation	Lower than 2%
Wallet address	Starts with "N"
Public key	Pubkey = 53

**as of Jan 2019*

6.1. Predecessor

Although the idea of a fantasy sports platform built on blockchain technology was conceived in 2013, the implementation has been refined through years of work. The original NoLimitCoin, abbreviated NLC, was created in 2015 as a fork of the Bitcoin blockchain. Like the currency Bitcoin, NLC was generated through a Proof of Work ("PoW") algorithm, under which miners confirmed transactions by solving mathematical problems in return for NLC. These mathematical problems required extensive computational power to solve, however the value of NLC suffered as miners sold their coins to cover their time, electricity and hardware costs. As speed, security and low cost were the three main drivers for success in the Fantasy Sports industry, a novel approach was required to upgrade our blockchain and methodology.

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6.2. The NLC2 Blockchain

The two aforementioned factors rendered NLC an unviable option to support our fantasy sports platforms. By 2016, the NoLimitCoin codebase was upgraded with a subset of the Peercoin and Bitcoin blockchains. To confirm transactions, the NLC2 blockchain employs a Proof of Stake ("PoS") algorithm in which new coins are distributed in a pseudo-random fashion to staking wallets.

Each wallet that stakes NLC2 is rewarded for its role in improving the strength, security and size of the network. All staking wallets receive a 4% increase of their balance yearly; new coins are distributed at regular intervals depending on the amount staked. Since not all coins will be staked, it is estimated that the supply of NLC2 will increase at an annual rate between 1.5% and 2.0% from the initial supply of 200 million coins in November 2016.

The NLC2 blockchain has safeguards implemented against possible manipulation by nefarious actors, with the PoS algorithm being one of them. The other system in place is the fact that the staking difficulty is retargeted after each block. Doing so prevents wallets with large amounts of NLC2 from unduly weighting the staking algorithm, creating a fair and profitable reward system for investors in NoLimitCoin.

Designed to service the millions of potential fantasy sports players on our platforms, the NLC2 blockchain is one of the most efficient available. Transactions, which are propagated to the network almost instantly, are confirmed rapidly, averaging 120 seconds per block. A single confirmation is sufficient to solidify the integrity of a transaction. Lastly, the PoS algorithm renders the blockchain extremely energy-efficient compared to PoW algorithms.

NLC2 was designed as a currency for use in our fantasy sports platform. As the coin becomes more widely adopted and used, it will be an investment grade coin. With its unique architecture, NLC2 can serve many other areas of the economy including traditional merchants and online merchants of any kind.

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6.3. How To Obtain NLC2

Being able to easily purchase a coin is of vital importance in order for a coin to grow its market capitalization. Nearly all cryptocurrencies are bought through exchanges like Coinbase, Kraken, Bitfinex, etc. Only a few cryptocurrencies can be bought directly with fiat currency. NLC2 now joins the ranks of these select few.

6.3.1 Cryptocurrency Exchanges

As of October 2017, NLC2 is traded with Bitcoin on a number of cryptocurrency exchanges such as Bittrex, Cryptopia, CoinExchange, CryptoBridge, Nova and Yobit. On major gateway exchanges such as Gemini, Kraken and Coinbase, fiat currency (e.g. USD) is used to buy Bitcoin via a bank account transfer or credit card. This can then be exchanged for NLC2 on one of the aforementioned exchanges.



Figure 6.3: The path from fiat currency to NoLimitCoin

Moreover, we have partnered with CoinPayments to allow our members to purchase NLC2 with Bitcoin directly on our main platform. In order to encourage participation in competitions, free NLC2 coins is gifted to new members upon registration at Crypto Fantasy Sports. Additionally, to promote our crypto fantasy sport platforms, each competition held on No Cost Fantasy Sports offers members the opportunity to win free NLC2.

6.3.2 Visa, MasterCard & Alipay

For the average person, one of the biggest barriers to entry in the current blockchain market is converting their fiat currency into cryptocurrency. Due to government regulations and other legal legislations, there are very few places where consumers can go to for these services. While there are websites available where you can buy coins directly from people in your area, it requires a substantial amount of effort and diligence for the average person and therefore they end up opting for services such as Coinbase. Coinbase is without a doubt one of the most popular ways of buying cryptocurrencies with fiat money, but even they have their limitations. Besides the waiting periods for the verification

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process and high purchase fees, the main problem is the small selection of currencies available for purchase.

Currently, Coinbase only supports the direct purchase and sale of 3 blockchain based assets: Bitcoin, Litecoin, and Ethereum. When these assets were added to the platform their values increased as they became some of the most easily accessible coins to obtain. What this means is that all the other cryptocurrencies have to be purchased by first buying Bitcoin from a site like Coinbase. They then have to transfer their Bitcoins to a separate cryptocurrency exchange to buy their desired cryptocurrency. This is far too unfriendly of a process for most people and many will simply give up rather than put in the effort to learn the process. By adding the option for NLC2 to be purchased directly off the No Limit Fantasy Sports platform with Visa and MasterCard, NLC2 joins a select few coins that have no barrier to entry. This will not only be huge for the adoption of NLC2, but also for cryptocurrency as many fantasy sports players will be directly introduced to blockchain assets for the first time through NLC2.



In addition, NLC2 can be purchased from our platform via Alipay.com which is China's leading third-party online payment solution. With 270 Million active monthly users and 175 Million transactions per day, the platform is the ideal vessel to bring the Chinese population of 1.4 Billion easier access to cryptocurrency.

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7. Celebrity Endorsement & Marketing

A major aspect of our marketing campaign includes endorsements from high profile celebrities; Johnny Chan (professional poker player) has joined our team as a brand ambassador for NLC2 and Joe Theismann (NFL legendary quarterback) will be running Charity tournaments on our platform. The combined fame and stature of Johnny Chan and Joe Theismann and will help introduce No Limit Fantasy Sports and NLC2 to the public and their fan base.

Joe Theismann is a legendary professional football player and was the quarterback for the Washington Redskins for 12 seasons, where he was two-time All-Pro and led the team to consecutive Super Bowls, winning Super Bowl XVII. Following his retirement from football in 1985, Theismann worked as a sportscaster and analyst on pro football broadcasts with ESPN for nearly 20 years [14]. Joe Theismann will be used to promote No Limit Fantasy Sports, playing in his own feature competition for charity where players get the chance to play Joe Theismann himself on the platform.

His fame and stature will tremendously increase the brand awareness of NLC2 and will help bring attention to the unique opportunity cryptocurrencies offers to Daily Fantasy Sports. His presence alone, at tailgate parties, will and have been a great addition to NLC2 as can be seen in this video. Joe Theismann will also be a spotlight on our future fantasy shows.

Another great addition to the NLC2 team is Johnny Chan. He is a professional poker legend, who has won 10 World Series of Poker bracelets. He also won the 1987 and 1988 World Series of Poker main events. Because of his world-famous status in the poker world, Johnny Chan was featured as himself in the Hollywood movie “Rounders” and is considered one of the greatest poker players alive.

No Limit Fantasy Sports will offer a “Johnny Chan package” where players can win one of four seats every six months to play against Johnny Chan for $20,000 and also offer a freeroll to win a ticket to the WSOP World Series of Poker Main Event.

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We will also actively market our platforms across a variety of channels to increase public exposure to our services, which should logically correspond to mass adoption of our platforms and the growth of the value of NLC2. Our marketing strategy includes a strong presence on traditional social media sites such as Facebook, Twitter and YouTube as well as emerging blockchain ones, such as Steemit and SoMee.social. We will target cryptocurrency enthusiasts by advertising on sites such as BitcoinTalk and CoinMarketCap. To create brand awareness and grow our community, we are also considering partnerships with other online gaming services.

Our members also play a significant role in raising awareness through word of mouth and they are rewarded with a share of future profits through our affiliate program. Additionally, we plan to partner with sports bars and sponsor tailgates across the globe to raise awareness within the sports community. We have budget for TV advertising and will be creating awareness of our platforms in the United States during the NFL and NBA seasons.

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8. Conclusion

The online fantasy sports industry is growing like never before, with the number of players doubling every seven years. There are 59.3 million players in the US and Canada this year. According to FSTA, the industry's estimated value will be $14.4 billion by 2020. Online fantasy sports platforms make most of their revenue from the high entry fees (20% - 50% of deposits), high rake fees (10%), and high withdrawal fees. They also reduce players' chances of winning as they compete against computers that are programmed to perform the betting tasks more efficiently than humans do.

In addition, online fantasy sports platforms have strict regulations that are time consuming and cumbersome for the average player to deal with. Members are required to follow complicated verification processes and wait 5 – 10 days to receive payments, which often can take longer. The verification processes prevent users who are not residents at the country of operations (e.g. USA) to register and play, which limits player access to the platform.

The No Limit Fantasy Sports platform uses cryptocurrency NLC2 to overcome those issues:

- Global players are able to register and compete.
- The contests are fair because players compete against each other and not against programmed computers, giving them a better chance of winning.
- The fees are lower than other online fantasy sports platforms, saving players a lot more of their winnings.
- Finally, players can fund their accounts instantly using NLC2 without waiting for days for deposits to be credited. This allows user to avoid the necessity for complicated and time-consuming verification processes.

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NLC2 value will increase over time due to the supply and demand dynamics of the market, as well as the thriving industry that is awaiting a revolutionary tech upgrade to the blockchain. This offers players and investors a massive earning and profit potential as their holdings of NLC2 grow with our market penetration, user base and integration with third party platforms across all facets of the gaming industry.

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9. Our Core Team

Founders



RAFAEL GROSWIRT

(CEO)

A telecom veteran for over 20 years, Rafael Groswirt founded Alliance Payphone Inc in 2000 and developed software to monitor and repair over 250,000 payphones nationwide in addition to long distance services.

His love for technology and sports led him to develop and patent one of the first automated poker tables featuring Johnny Chan as one of the partners: US PATENT # US2008/ 0026826A1. In Nov 27 2007 Lightning Gaming™, Inc. acquired Poker Automation, LLC.

In Nov 2014 No Limit Fantasy Sports, LLC was formed and began to introduce a set of new tools and games related to Fantasy Sports. Two years later, during the development of the No Limit Fantasy platform, the ideal pairing was created with the cryptocurrency, NoLimitCoin. NLC2 was designed to power fantasy sports platforms like ours and others.



OSCAR PERALTA

(Co-Founder of No Limit Fantasy Sports and NoLimitCoin)

Mr. Peralta is a 20-year technology veteran who has raised over $7M which he invested in gaming platforms and telecommunication companies. He has worked with Rafael Groswirt for over 10 years and shared a successful exit with investment to Poker Automation LLC. Mr. Peralta arranged the capital needed to grow No Limit Fantasy Sports and NLC2 coin project using his existing partnerships.

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Brand Ambassador



JOHNNY CHAN

Johnny Chan is a Chinese-American professional poker player. Johnny Chan holds an immortalizing poker record that prognosticators say might never be broken. He won back-to-back World Series of Poker main-event championships in 1987 and 1988, and followed them with a second-place finish in 1989. Considering the large fields of the WSOP in recent years, he will likely be the last person ever to win two main-event bracelets in a row.

Chan was inducted into the Poker Hall of Fame in 1992. He currently is tied at 10 with Doyle Brunson for second-most WSOP bracelets. He has nearly $6 million in winnings and is a high-stakes cash-game player.



No Limit Fantasy Sports will offer a so called "Johnny Chan package" where users can win one of the four seats every six months to play against Johnny Chan for $20,000. These spots can be earned through Daily Fantasy Sports and satellites.

There will also be a playoff structure in place to take NLC2 players to the World Series of Poker Main Event in Las Vegas in June. The players will go to dinner the day before the event with Johnny Chan and can talk through tactics. They will all receive NLC2 branded gear with the hope one of the NLC2 team members or Johnny Chan himself will make it to the final table.

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Charity Tournament Host



JOE THEISMANN

Joseph Theismann is a former professional NFL football player, sports commentator and corporate speaker. He played quarterback in the National Football League (NFL) and Canadian Football League (CFL), achieving his most enduring fame in 12 seasons with the Washington Redskins, where he was a two-time Pro Bowler and helped the team to consecutive Super Bowl appearances, winning Super Bowl XVII and losing Super Bowl XVIII. He was inducted into the College Football Hall of Fame in 2003.



Following his retirement from football in 1985, Theismann worked as a sportscaster and analyst on pro football broadcasts with ESPN for nearly 20 years. Joe Theismann will be used to promote No Limit Fantasy Sports, playing in his own feature competition for charity where users get the chance to play Joe Theismann himself on the platform.

His fame and stature will tremendously increase the brand awareness of NLC2 and will help bring attention to the unique opportunity cryptocurrencies offers to Daily Fantasy Sports. His presence alone, at tailgate parties, will and have been a great addition to NLC2 as can be seen in this video. Joe Theismann will also be a spotlight on our future fantasy shows and will host a series of Charity Tournaments on our fantasy sports platform where all of Joe Theismann's winnings from contests will be donated to Charity.

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Advisor



WILL WALKER

Will Walker is a Financial consultant with 28 years of private equity experience who has raised over 0.5 billion USD his life. He is deep into crypto mining and has raised $30m for ETH mining in Korea. He also does weekly conferences on financial shows at Money 20/20 - (The World's Largest Payments & Financial Innovation Event) and will be speaking about NLC2.

There's no shortage of investment opportunities with small business owners, start-ups and existing businesses in search of venture capital and funding resources. Unfortunately, finding the right, quality investment opportunities is a challenge for investors just as much as businesses find it difficult locating experienced honest investors willing to provide venture capital.

For more than 15 years Will Walker has helped match countless businesses seeking venture capital and angel funding to experienced investors in search of emerging companies. Will is a hands-on business advisor, working side by side with entrepreneurs and business owners seeking to take their business to the next level. His mastery of understanding what investors are looking for is what has helped him to consistently bring entrepreneurs and investors together and launch successful, high growth ventures.

Will is an internationally respected public speaker, trainer, business coach and successful entrepreneur. He is the founder of Walker Group Ventures, where he advises entrepreneurs and business owners how to prepare their business for funding and matching them with experienced and motivated funding sources including venture capital and angel investors. Will's years of experience as a financial consultant will be a pivotal part of NLC2's growth over the coming years.

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Our Team



Pranav Zadafiya
Lead Backend Developer



Dharmesh Bharodiya
Lead Frontend/Full Stack Developer



John Hartman
Advisor



Anthony Yencken
Community Manager



Danny Bonello
Project Strategist



Drew Graham
Copywriter



James Stroud
Blockchain Developer



Philly Delorme
Fantasy Analyst Expert



Jacque Fux
Business Consultant / Contest Director

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Our Team



Maarten Keizer
Digital Designer



Sunerok
Cryptography Developer



Dotan Yaish
China Business Development



Yoni Tabac
Business Advisor

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10. Contacts and Sources

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There are hundreds of cryptocurrencies around the world. Among them, Bitcoin is the most prominent example -- in fact, other cryptocurrencies are sometimes referred to as altcoins, as in alternatives to Bitcoin. The Bitcoin protocol enables peer-to-peer (P2P) exchange in a decentralized system that, unlike conventional currencies, is not associated with any financial institution or government.

Bitcoin-to-Bitcoin transactions are conducted through anonymous, heavily encrypted hash codes across a peer-to-peer network. Each user's digital wallet maintains their Bitcoins. The wallet also stores all addresses the user sends and receives Bitcoins from, along with a private key known only to the user. The P2P network monitors and verifies Bitcoin transfers. Other cryptocurrencies include Litecoin, Ethereum, and NoLimitCoin/NLC2.

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No Limit Fantasy Sports

1407 Foothill Blvd #305
La Verne, CA 91750

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