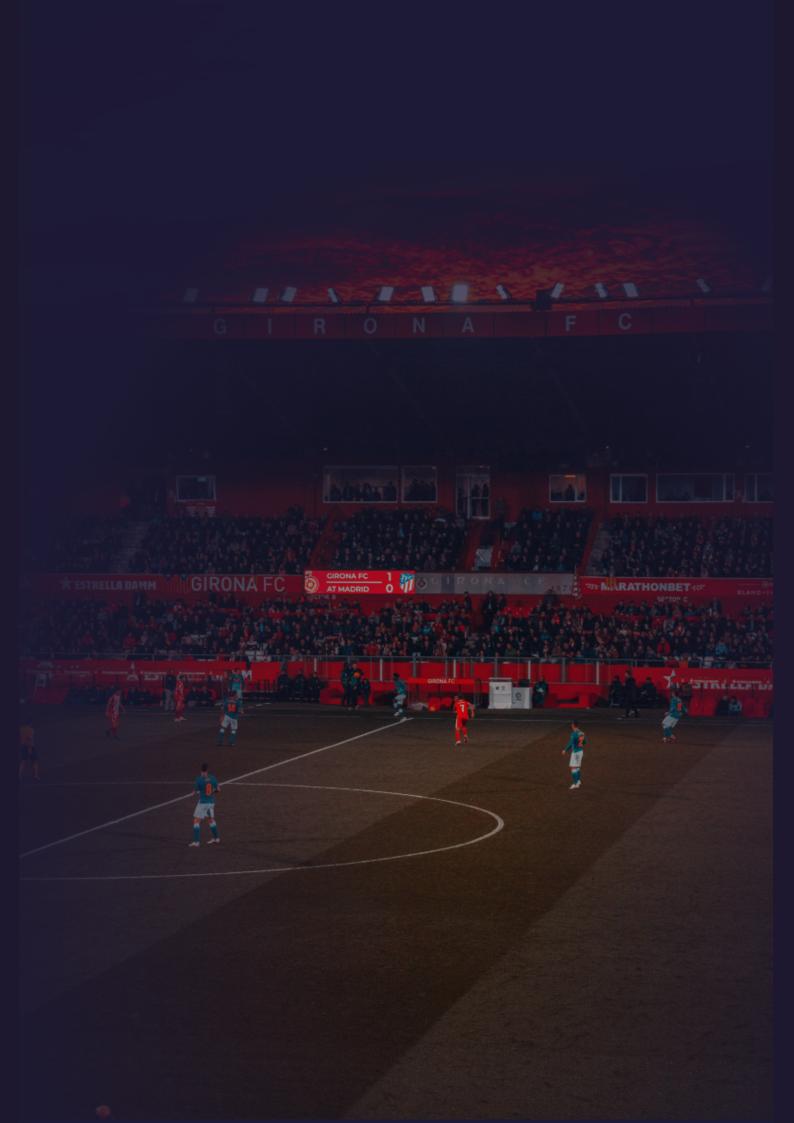# BACKSTAGE

WHITEPAPER

BKSBACKSTAGE - A COMPANY
SPECIALIZING IN EVENTS, PIONEERING EVENT-FINANCING
VIA BKS COIN AND NFTs, SUPPORTE BY A TRUSTED
COMMUNITY & TECHNOLOGIES

White Paper v2
by
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Blockchain Strategic Advisor

Contents

Information of the Issuer or Company

BKSBackstage OÜ is a Limited Company, registered in the Registration Department of Tartu County Court on July 5, 2021, under the Laws of Estonia and having its registered address in:

Harju maakond, Kesklinna linnaosa, Tartu mnt 67/1-13b, 10115 Tallinn, Estonia.

https://bksbackstage.io/

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1.3   Glossary

BACKSTAKER(S)

A Backstaker is a commission-based financial promoter. Backstakers are, non-exclusive Partner of BKSBackstage and, can operate either as an individual or as a company, to promote products and services of BKSBackstage OÜ.

BACKSTAGER(S)

With this name we identify the Community supporting the Events Ecosystem: by sponsoring, promoting, financing, and taking part into the different opportunities generated within the Events Ecosystem, Backstagers are the trusted pillar of the Community.

BLOCKCHAIN

A blockchain is a growing list of records, called blocks, that are linked together using cryptography. Each block contains a cryptographic hash of the previous block, a timestamp, and transaction data (generally represented as a Merkle tree). The timestamp proves that the transaction data existed when the block was published to get into its hash. As blocks each contain information about the block before it, they form a chain, with each additional block reinforcing the ones before it. Therefore, blockchains are resistant to modification of their data because once recorded, the data in any given block cannot be altered retroactively without altering all subsequent

BKS Token(s):

A utility cryptographic decentralized token issued by the Company based on the
Binance Smart Chain being BKS the token which can be used to finance the Event
Industry as payment unit and system. BKS tokens can be changed into $USDC. At
a later stage, the generation of a BKS Stablecoin might be considered to stabilize
liquidity.

BSC   Binance Smart chain (Binance Blockchain)

ECOSYSTEM

It is an economic community supported by a foundation of interacting organizations
and individuals—the organisms of the business world. The economic Community pro-
duces goods and services of value to customers, who are themselves members of the
Ecosystem. The member organisms also include suppliers, lead producers, competi-
tors, and other stakeholders.

EVENT(S)

It refers to the public gathering of individuals engaged in some common interest at a
determined time and place.

INDUSTRY

In macroeconomics, an industry is a branch of an economy that produces a closely
related set of raw materials, goods, or services.

METAVERSE

The "Metaverse" is a concept based on a persistent, online 3D universe combining
various and different virtual spaces. It can be seen as a future evolution of the in-
ternet. This environment will allow users to work, meet, play and socialize together in
these 3D spaces.

NON-FUNGIBLE TOKEN(s) – NFT(s)

An NFT is a unique assignment of a specific number and further data, such as an
artwork or a link thereto, to an owner (or their public key) in the blockchain. When a
unique assignment of a precise number and data to an owner (or to the public key)
in the blockchain, then a Non-Fungible Token (NFT) is generated. It will be immutably
and incorruptibly stored on the blockchain

A program is needed to create – or "mint" – the token which then will be transferable and able to provide information about the present owner of the NFT: these and other assignments are managed by Smart Contracts.

Real-world objects like art, music, in-game items, and videos can be represented as a Non-Fungible Token (NFT), which is a digital asset. NFTs are bought and sold online, also by means of cryptocurrencies with which they share the same underlying software.

SMART CONTRACT

A smart contract is a computer program or a transaction protocol that is intended to automatically execute, control or document legally relevant events and actions according to the terms of a contract or an agreement. The objectives of smart contracts are the reduction of need in trusted intermediates, arbitrations and enforcement costs, fraud losses, as well as the reduction of malicious and accidental exceptions.

WALLET (CRYPTO)

A Cryptocurrency Wallet is a computing tool. Its tasks are:

1.   to securely keep the owner's secret key
2.   to authenticate the owner
3.   to let the owner to securely sign transactions.

A "hardware wallet" for cryptocurrencies instead, is a single purpose computer which complies to those tasks even in a securer way.

2. BACKGROUND & OPPORTUNITY

Financing Events is a business the Financial Industry and Banks left decades ago. Nowadays, the average Events Company has no-to-little ability to finance itself on the capital market, being the Industry rated high-risk*. Furthermore, the most hit Industry by the Covid-19 pandemic has been the Events and Entertainment one.

After more than one and a half years from the pandemic start, the end of restrictions for Events Organizers, Clubs, Theaters, Stadiums, and many more is not yet, foreseeable.

Source: Risk Management in the Event Industry Essay.

Facts:

1. The Event Industry has no-to-little financing options on the capital market.

2. The most hit Industry by the Covid-19 pandemic has been the Events and Entertainment one.

3. Low level of digitization & innovation in the Event Industry; bureaucratic walls: low margins in a competitive Industry.

How to finance the Event Industry, given the global status quo?

MISSION

Empowering the Industry within the Event Ecosystem to finance its activities by means of the BKS utility token, of the Community and of the blockchain technology provided to it by BKSBackstage.

VISION

To innovate the Event Industry by introducing to the Ecosystem new technologies for the purpose of digitizing it, thus sustainably making it more resilient, circular, and profitable.

THE OPPORTUNITY

"Events refer to a public gathering of populace art at a determined time and place. The purpose for staging an event can be an increase in business profitability, celebratory, entertainment, and community causes, among others. The most popular events include conference & exhibition, corporate events & seminars, promotion & fundraising, music & art performances, sports, festival, trade shows, and product launches. The key stakeholders within the events market are corporate organizations, public organizations & NGOs." *

$1.135 trillion events market in 2021 → The market is expected to reach $1.457 trillion by 2028 - **CAGR OF 23.1%**

* **A $60 billion online ticketing market by 2025**
* **A $23 billion NFT market (projected to be $1 trillion+)**
* **$2.5 trillion in crypto wealth & 300 million crypto users**
* **A creator economy worth $104 billion per year**
* **Billions of annual event attendee**

{ **MASSIVE POTENTIAL**

By capturing a portion of this market, Backstage can create tremendous value for traders.

3. PROBLEMATICS & NEW SOLUTIONS

EXECUTIVE SUMMARY

With the generation of BKS tokens, BACKSTAGE Founders will provide the Event Industry with technologies devoted to financing and digitizing it.

To innovate the Ecosystem, is the real value built-in BKS and a long-awaited opportunity to embrace for the Event Industry. Therefore, Backstage's focus will be the development of technologies supporting innovative B2C, B2B2C and B2B services. Starting with the creation of a NFT Ticketing Platform, new technology and business models, based on Transparency, Circularity and Sustainability, will be implemented by BACKSTAGE. The main opportunity generated for the Event Industry by BKS and its technology is financing activities via the same Community attending, supporting or simply, backing up the events.

THE INNOVATION

The Innovation BKSBACKSTAGE is bringing to the Events Ecosystem (Community & Industry), is distilled onto Backstage's Platform: a technology composed by and connecting, blockchain-based applications, powered by BKS as well as by the Community and the Industry. We choose to call it: THE STAGE.

BKSBACKSTAGE coin

BKS is a cryptographic decentralized utility token issued by the Company based on the Binance Smart Chain being BKS the token which can be used to finance the Event Industry as payment unit and system. At a later stage, the generation of a BKS Stablecoin might be considered, to stabilize liquidity.

Furthermore, BKS is a Cryptocurrency financing & powering the Event Industry Ecosystem and Platforms. It can be used for multiple purposes including, payments at festivals, theatres, clubs, music concerts, sports events, exhibitions, conferences, and seminars around the world.

WHY BKSbackstage?

Established in Estonia by long-time events professionals & entrepreneurs, BKSBackstage OÜ intends to solve the biggest problem of the Industry: financing activities and companies.

- The Event Industry will be made more resilient by the adoption of BKS and joining BKSBackstage's trusted Ecosystem.
- The Community adoption of BKS, as payment unit at Events or within the Ecosystem, is the pillar on which bringing the Event Industry into the future by providing it with innovation, transparency, and sustainability (NFT creation and trading first, crowdfunding and equity crowdfunding at a later development stage).

Using BKS as both financial and trading source, will allow the building of the Backstage project platform: a decentralized application, enabling the different components of the Events Ecosystem to interoperate in trust & security by means of the NFT Platform, Marketplace, wallet and BKS coin.

Value Distribution

*   YouTube, Spotify, Instagram and other platforms take way too much profit out of the hands of creators & their communities

Industry Unification

*   No unified platform for connecting industry players

Community Building

*   No great way to connect with artists, gain exclusive access, etc
*   Creators need a better platform for fan engagement

3.1   THE STAGE: UNIFYING THE EVENTS INDUSTRY

THE STAGE is an Ecosystem dedicated to the Event Industry. It is built on blockchain technology which trustfully integrates other custom-made trusted applications for the needs of Events Ecosystem.

Community of fans & crypto enthusiasts
*BKS Marketplace - The place where all event industry transactions occur
*NFT Ticketing - Designed to drive merchandise sales and fan-artist engagement
*Loyalty NFTs - Drive revenue for Backstage while granting the community special rights
*BKS Launchpad - NFT-driven fundraising for events, venues & artists; a platform for traders & fans
*Crypto POS Wallet - The first crypto business wallet — built for seamless transactions and continuous liquidity
*Staking & LP Staking - Rewards for holders who help the Backstage ecosystem maintain liquidity
*BKS Buyback - Mechanism to ensure healthy circulation & buy pressure for the BKS token
*BKS Burn - Mechanism to drive deflation & ensure token health

3.2   CRYPTO POS WALLET

Introducing BiKoSThe first POS to accept Crypto and convert them into your BKS Business Crypto Wallet, seamlessly accepting crypto, swapping currencies, pay invoices and more; a buy- back mechanism to support partner liquidity and create buy-pressure for the BKS token.

3.3   METAVERSE

3.3.1   BUILDING BKSBACKSTAGE METAVERSE

To be honest, the Metaverse doesn't quite exist yet, but BKSBackstage technologies contain some elements that come very close to this concept. Currently, video-games offer the closest experience to grasp what it is. Developers have pushed their limits on what can be considered a game by organizing in-game events and creating virtual economies within them.

Cryptocurrencies like BKS can perfectly fit within a metaverse: they allow the creation of a digital economy with different types of utility tokens and virtual collectibles (NFTs). The metaverse would also benefit from using wallets such as BKSBackstage Wallet and others. Furthermore, blockchain technology can provide transparent and reliable governance systems.

There are already metaverse-style applications on the blockchain, which offer people real income. Axie Infinity, as a play-to-earn game, allows the generation of value to supplement their income. SecondLive and Decentraland are other examples of how to successfully mix the blockchain world and virtual reality apps.

What is important is that the decentralized aspects of the blockchain industry and BKSBackstage are offering even the smallest players in the Event Industry the opportunity to easily participate in the development of the metaverse.

3.3.2   A NEW WORLD OF OPPORTUNITIES

The Backstage Metaverse isn't just another platform. It's a virtual world with endless potential to expand your business.

Maximize revenue through new forms of advertising, e-commerce & live events

Built loyalty & engagement with unique experiences, like meet-the-player events and play-to-earn games. Make your brand globally accessible with hybrid events & virtual world events.

As the world moves towards the Metaverse, you want to be there, ready to serve and entertain.

3.4   NFT TICKETING & LOYALTY NFTS

Unique and beautiful NFT tickets that act as a sales channel for artists and venues.

BKS Main NFTs & Secret NFTs

Loyalty NFTs boost revenue and community engagement.

BKS Main NFTs offer:

- Lifetime 20% discount for events hosted by Backstage
- 5 free tickets for events hosted by Backstage
- Guaranteed early access for 5 exclusive Backstage events
- Guaranteed early access to tickets for 20 concerts
- Guaranteed airdrops of artist-related NFTs and merchandise
- Guaranteed airdrops of Backstage merchandise

BKS Special NFTs offer even more!

3.4.1   NFT TICKETING & LOYALTY NFTS

The second element of innovation will be the NFT Platform by creating event's NTF Tickets (for admission to services like tickets, bookings, etc.), can be generated as NFT and automatically displayed for sale to the Community in the public area of the platform. automatically offer it on sale to the marketplace. Furthermore, being the authors of the minted NFT, content creators, any time their NFT will be resold in the future, will be forever entitled to a reselling percentual profit on the new sale. This and other programmable aspects of the NFTs are defined within the smart contract.

3.4.2   NFT CONTENT IMMORTALIZATION

Another way to use the NFT Platform is its feature of "Content Immortalization": it is a technology helping any content creator (artists, designers, musicians, writers, composers, producers, DJs etc.), not only to render their content "Immortal", through NFT minting, but also to trading purposes in the public area of the platform. Users can join and easily create both NFTs and a marketplace for their own Collections.

3.4.3   BKS MARKETPLACE

The third will be the NFT Marketplace on which to buy, sell and exchange NFTs via BKS. NFT tickets, as an example, can be organized into collections and sold/bought as memorabilia. The key focus of Backstage's NFT Marketplace is the option of automatic NFT self-listing.

A one-stop-shop for everyone in the industry, the BKS Marketplace lists ticket sales, NFT drops, advertising opportunities & more.

- Community Members: Buy & sell tickets, trade NFTs & purchase merchandise with BKS
- **BKS NFT Holders:** Get ticket discounts, along with special privileges
- Artists: Sell event tickets, merchandise & exclusive NFTs

- Agencies: Bulk-buy tickets, promote events & more (must hold BKS tokens)
- Venues: List NFT tickets, sell table bookings & reach more customers
- Advertiser: Buy ad space on the marketplace (must hold BKS tokens) Users: Research events & identify opportunities

* Purchases on the Marketplace, such as a club table booking, can be paid in fiat or BKS. Certain transactions, such as an advertisement purchase, require holding BKS."

4. THE STAGE

Backstage aims to bring the crypto revolution to the events industry means working around the clock to solve the problems currently afflicting the industry. Our developing ecosystem solves those issues, which includes a Marketplace, an NFT Ticketing system, a Crypto POS Wallet and a Launchpad.

Driven by the industry and its increasing community, the place where all above challenges find solution is a new and innovative platform called The STAGE.

4.1   What is The STAGE?

The STAGE:

- Helps organizers to find funding for their event projects
- Allows artists and fans to connect in more intimate ways
- Enables users and traders to find promising events at the early stages
- Provides unique benefits to fans, such as access to exclusive NFTs

Backstage's platform opens up new economic opportunities for all involved (musicians can list NFTs for sale, event operators can network with financiers, etc.).

The STAGE is unifying the entertainment sector by introducing innovative features and new solutions to old problems. By doing so, Backstage is bound to transform the way things are done in the events industry: the revolution.

It provides unique benefits to fans, such as access to exclusive NFTs
Backstage's platform opens up new economic opportunities for all involved (musicians can list NFTs for sale, event operators can network with financiers, etc.).

The STAGE is unifying the entertainment sector by introducing innovative features and new solutions to old problems. By doing so, Backstage is bound to transform the way things are done in the events industry: the revolution.

4.2   What does The Stage have to offer?

The STAGE will focus on the events community: the artists, fans, traders, venues and agencies. It connects everyone together in one place — something no other platform in the events sector has done.

This makes Backstage a first-mover here, and should provide a significant advantage for platform adoption. We've also built The STAGE so that the platform benefits every stakeholder — even the everyday fan!.

Here are just some of the benefits each type of STAGE member could enjoy:

•   For artists, the platform will help talent and creators get more exposure and community engagement.

•   For user and traders, the STAGE offers a new and easy way for financiers to fund events and get their share of

       profits a lot faster.

•   For venues, the platform represents an easy and efficient way to attract talent, customers and funding

•   For agencies, the STAGE enables event organizers and entertainments producers to easily access fast and secure funding.

To sum up, The STAGE will serve as the ecosystem backbone. It will become a fundraising channel, networking platform, merchandise advertising location and much, much more. It's where industry players will connect and make big things happen.

4.3   Why The STAGE Is So Important to Backstage?

Backstage aims to bring the crypto revolution to the events industry means working around the clock to solve the problems currently afflicting the industry. Our developing ecosystem solves those issues, which includes a Marketplace, an NFT Ticketing system, a Crypto POS Wallet and a Launchpad.

Driven by the industry and its increasing community, the place where all above challenges find solution is a new and innovative platform called The STAGE.

4.4   What's Next for The STAGE?

As the technology gets continuosly developede we get closer to Backstage's public IDO and crowdsale: more details will be communicated through our communication channels when we will have more details on when the platform will be live. Look for Backstage to begin rolling out some key features in Q2 2022.

Stay tuned — Backstage's journey to bring the crypto revolution to the events industry is just beginning.

Driven by the industry and its increasing community, the place where all above challenges find solution is a new and innovative platform called The STAGE.

4.5   THE BACKSTAGE ECOSYSTEM

TRUSTED TECHNOLOGIES FOR THE EVENTS ECOSYSTEM
The Stage is the first Trust-based Event Ecosystem, built on blockchain and powered by BKS-BACKSTAGE, where Industry meets Community, to finance and renew itself by providing it with trusted and innovative services & products.

THE ECOSYSTEM
THE STAGE is the Community of Trusted Users (both Customers, Business, Public & Private Bodies etc.), financing, regulating, and supporting the Event Industry.

BKS Marketplace
The place where all event industry transactions occur

NFT Ticketing
Designed to drive merchandise sales and fan-artist engagement

Loyalty NFTs
Drives revenue for Backstage while granting the community special rights

BKS Launchpad
NFT-driven fundraising for events, venues & artists; a platform for traders & fans

Crypto POS Wallet
The first crypto business wallet — built for seamless transactions and continuous liquidity

Staking & LP Staking
Rewards for holders who help the Backstage ecosystem maintain liquidity

BKS Buyback
Mechanism to ensure healthy circulation & buy pressure for the BKS token

BKS Burn
Mechanism to drive deflation & ensure token health

4.6 MARKET POSITIONING

The Backstage ecosystem provides clear value for each segment of our community,

Community Supporters & Fans

- Stake to earn
- Hodl NFTs & the BKS token
- Future revenues for promising venues & events
- Exclusive privileges with BKS Main & Special NFTs (free tickets, VIP table access, etc)

Businesses & Event Organizers

- Tap into the rapidly growing crypto economy via the BKS Wallet
- Sell NFT tickets on the Marketplace & use NFTs to drive sales
- Find funding on the Launchpad
- Maximize operational efficiency with

Artists & Creators

- Sell exclusive NFTs to fans through the Marketplace
- Engage with the community like never before
- Raise funding for projects on the Launchpad via NFTs Network to earn work at events

Traders & Agencies

- Find promising opportunities at the early stages
- Enjoy automated payouts & the transparency of the blockchain
- Hodl BKS, stake to earn & tde in NFTs
- Bulk-buy tickets at a discounted price
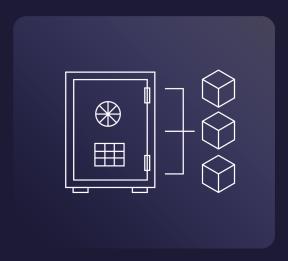
4.7   LAUNCHPAD

A fundraising platform for the industry — a meeting place for event organizers, venues and traders.

Find funding for your event efficiently. Hold Initial NFT Offerings.

Discover promising events, venues & clubs. Get rewarded for being a supportive fan

The first ever platform for Initial Event Offerings & Initial NFT Offerings (IEOs and INOs!)..

4.8   STAKING AND LP STAKING

Holding BKS tokens to help Backstage maintaining liquidity provides a reward for the holders: by joining Backstage's Staking and LP Staking schemes will multiply your amount of Backstage tokens. BKS holders can support the project by farming or staking their BKS tokens thus earning yield! (Available in Q3 2022)
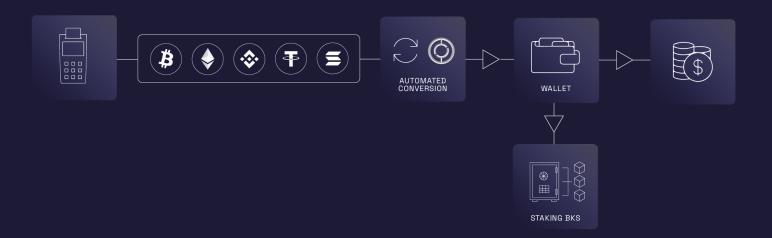
4.9   INTRODUCING BiKoS

The first POS to accept Crypto and convert them into your BKS Business Crypto Wallet
— seamlessly accepting crypto, swapping currencies, pay invoices and more; a buy-
back mechanism to support partner liquidity and create buy pressure for the BKS to-
ken.

4.10   What is BiKoS?

BiKoS is Backstage's Point Of Sale (POS).
It enables the payment of services and products at venues. By using BiKoS, a Merchant
can receive and make payments by means of the top 20 cryptocurrencies in the mar-
ket, concentrated into one: BKS!
BiKos dashboard is intuitive. As an example, Merchants will be able to track daily pay-
ments, stake and change to fiat BKS for cashflow.

Advantages of adopting BiKoS

1. Very low fee for merchants and 0 cost for receiving payment
2. 30 days cool-down period (merchants will be able to cash in
   the payments, 30 days after payment registration)
3. Special access to BKS Staking & LP Staking functionality

4.11   BUY BACK

$BKS allows for the industry to fund itself more sustainably, as Backstage tokenomics creates an ecosystem that enables fair distribution of value and efficient financial operations.

For instance, BiKos - the Backstage point-of-sale system - will automatically buy back BKS tokens so venues will have access to immediate liquidity. After those tokens are bought back, Backstage will block their use for a period of time, which will help strengthen the token and ensure the future value of the project.

The buyback mechanism thus benefits our partners, venues, community members and traders.

5. THE BLOCKCHAIN UNDER THE LOOP

THE BLOCKCHAIN

About Binance Smart Chain (BSC)

A dual-chain architecture empowering apps & digital assets building, as well as fast trading.

Binance Smart Chain is a sovereign smart contract blockchain delivering Ethereum Virtual Machine (EVM) compatible programmability. Designed to run in parallel with Binance Chain, Binance Smart Chain retains the former's fast execution times and low transaction fees while adding Smart Contracts functionality to support compatible dApps.

Binance Smart Chain (BSC) is best described as a blockchain that runs in parallel to the Binance Chain. Unlike the latter, the former boasts smart contract functionality and compatibility with the Ethereum Virtual Machine (EVM): our design goal here is to introduce smart contracts into Binance ecosystem while leaving untouched the high throughput of Binance Chain."

In essence, both blockchains operate side-by-side. It's worth noting that BSC isn't a so-called layer two or off-chain scalability solution: an independent blockchain that could run even if Binance Chain went offline. That said, both chains bear a strong resemblance from a design standpoint.

Being Binance Smart Chain EVM-compatible, it provides support to discover the rich world of tools and DApps, provided by Ethereum. In theory, this makes it easy for developers to port their projects over from Ethereum. For users, it means that applications like MetaMask can be easily configured to work with BSC.

THE CONSENSUS MECHANISM

PoW Vs PoSA: Reasons for engaging the Binance Smart Chain Standard

BSC's Proof of Staked Authority (PoSA), is largely different from Ethereum's Proof of Work (PoW) consensus mechanism, which is pretty like Bitcoin's one. However, we believe this difference won't last for long. We believe that with Ethereum 2.0, the network will use a Proof of Stake (PoS) mechanism instead.

The roots of BSC's PoSA rely on combining both Proof of Authority (PoA) and Delegated Proof of Stake (DPoS). When Consensus is awaited, 21 validators take turns to produce blocks and, in return, receive BNB transaction fees as a reward. Other users, known as delegators, stake BNB behind an elected candidate. The top 21 elected candidates by the amount staked will then take it in turns to process blocks. This whole process repeats every 24 hours. Validators share with delegators a part of the rewards they earn."

ETHEREUM Vs BINANCE

Reasons for engaging the Binance Smart Chain Standard rather than ETH

When considering Binance Smart Chain (BSC) and Ethereum, at first sight, the two blockchains look very similar: dApps and tokens built on BSC are compatible with the Ethereum Virtual Machine (EVM). You might have noticed that your public wallet addresses are the same on both blockchains. Running cross-chain projects, operating on both networks, is another feature both blockchains share. Nevertheless, there are some noticeable there are distinctions between the two chains to be considered:

- Blockchain traffic and dApp Ecosystem, as of June 2021: Ethereum hosts more than 2.800 dApps Vs BSC roughly 810.
- All-time-high active addresses (on-chain metric to consider): BSC's 2,105,367 addresses (6/7/21) Vs Ethereum's 799,580 (9/5/21).
- Daily transactions: BSC's peak - around 12 million (status: over 4MLN) Vs. Ethereum never exceeded 1.75 MLN.
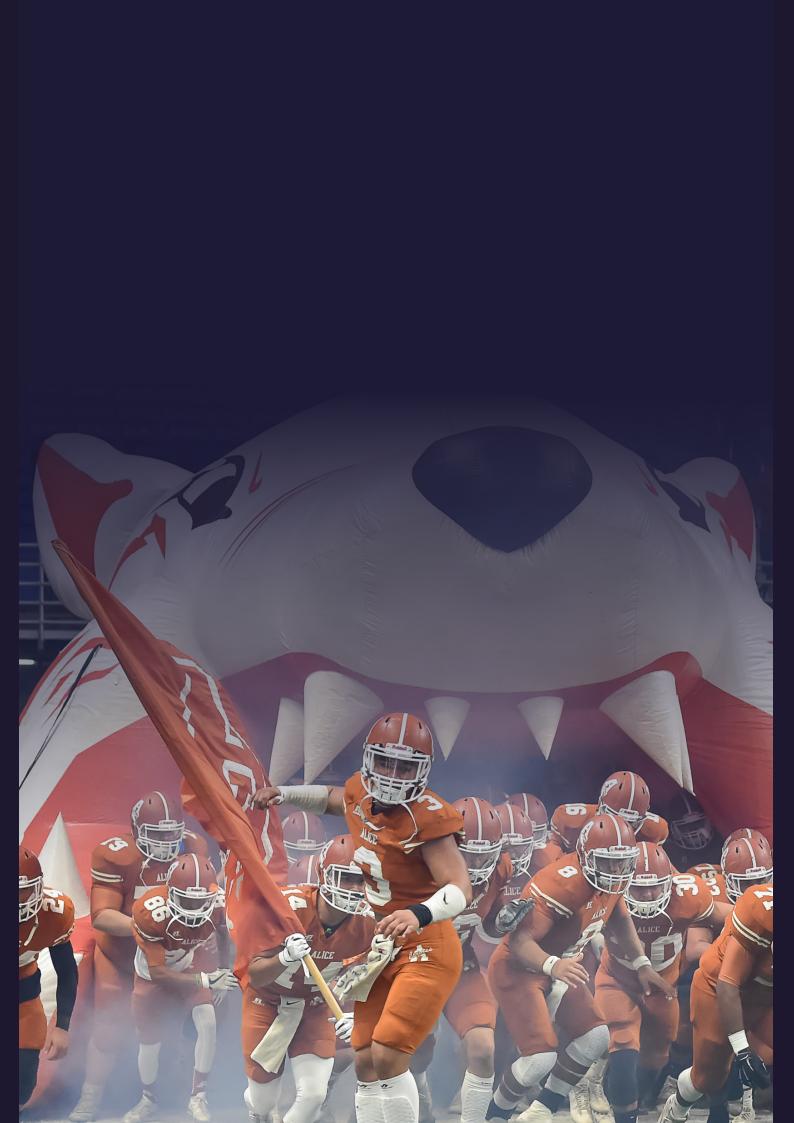- For users who need to move their funds regularly, BSC seems to be the more popular choice.

Another aspect to be considered is not only the number of daily transactions but, also the number of users who are active. As of writing, BSC currently has a higher

WHY BINANCE SMART CHAIN?

Engaging the Binance Smart Chain Standard Vs Ethereum's one

1. Reasons for choosing BSC, instead of ETH:

2. Considering BSC's young age, it shows a strong and growing ecosystem.

BSC's faster confirmation time (~3" block time) Vs ETH BSC's low fees*, when compared to ETH** gas price

3. NFT's hype might also be related to BSC's growth, helped by its compatibility with popular crypto wallets, such as Trust Wallet and MetaMask.

4. For users, BSC daily transactions are quicker: furthermore, with BSC it's more cost-efficient to move funds and interact with smart contracts, when compared to ETH'.

BSC adopts Proof of Staked Authority (or PoSA) Consensus mechanism Vs ETH Proof of Work (PoW): in other words, BSC's Consensus Mechanism is based on Community validators Vs ETH Individual miner computation power.
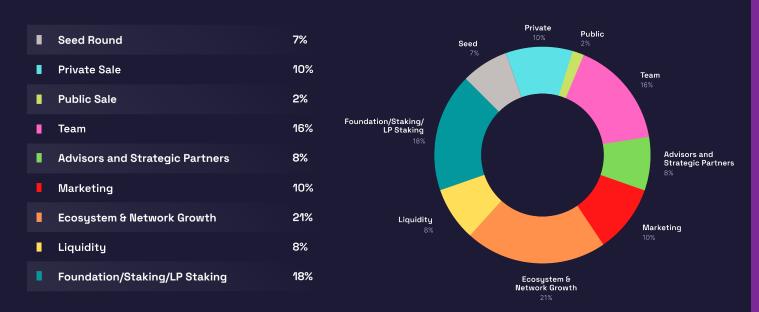
7. TOKENOMICS

How cryptocurrencies work within the broader Ecosystem is the study that goes under the name of: "Tokenomics". This includes such things as token distribution as well as how they can be used to incentivize positive behaviour in the network.

7.1   BKS TOKEN UTILITY: INDUSTRY

- NFT Collectible Sales
- Advertising Payments
- NFT Ticket Sales & Resales
- Agency Bulk Ticket Purchases
- Event Fundraising on the Launchpad
- Event Purchases with Backstage Buyback
- Access to the STAGE Community for Networking & Deals
- BKS Crypto Wallet for Efficient Operations & Maximum Liquidity

7.2   TOKENOMICS (TOKEN DISTRIBUTION)

	Category	Percentage
	Seed Round	7%
	Private Sale	10%
	Public Sale	2%
	Team	16%
	Advisors and Strategic Partners	8%
	Marketing	10%
	Ecosystem & Network Growth	21%
	Liquidity	8%
	Foundation/Staking/LP Staking	18%

8. ROADMAP

2021
The start

Q1
▮ Team Development Strategy

Q2
▮ Advisors channels growth and first Product Pipeline creation

Q3
▮ Landing page and social media channels
▮ Mainstream Partners and Investors growth

Q4
▮ Marketplace Beta Version

2022
Bear market

Q1
▮ Development Tech

Q2
▮ Blockchain integrations
▮ Expansion of the Advisory board and Product Pipeline

Q3
▮ First small case study event
▮ Expansion of the Advisory board and Product Pipeline

Q4
▮ Expansion of the Advisory board and Product Pipeline

2023
Expansion

Q1
▮ Full Tech Development

Q2
▮ First big pilot events (Enrique Iglesias, Ricky Martin etc.)

Q3
▮ Growth of user portfolio and product needs
▮ Wallet integration

Q4
▮ Crypto Partners and Investors growth
▮ Social Media and Marketing plan Growth
▮ Token Launch Campaign

2024
The launch

Q1
▮ First loyalty membership Enrique Iglesias release
▮ Token Launch

Q2
▮ Release of the Backstage App
▮ Marketplace release products

Q3
▮ Mainstream Revenue Buyback
▮ Launchpad Development

Q4
▮ POS integrations on mainstream partners

2025
Global adoption

Q1
▮ POS Revenue Buyback

Q2
▮ Scale up operations to accommodate a growing number of event organizers and attendees

Q3
▮ Continuously enhance the platform based on user feedback and changing industry

Q4
▮ Explore international markets and adapt the platform for global use

9. TEAM

Mauricio Silvestris

CEO

A serial entrepreneur with more than 20 years developing new companies. The first decades were dedicated to club industry, owning clubs in Italy (MCA club), UK (Cosmo bar) and Denmark (Our bar).
The second half to develop and send to market technologies for digital marketing such as DSP (demand-side platforms for advertisers) with ad- serving international A/S, ad-serving Italia S.R.L and DMadTech APS. And ad servers for publishers with Emediate APS and iBillboard LTD.

Stefano Mazzetti

COO

A lifetime experience in the art of organizing and mediating with humans. A gatherer with a strong passion for nature, music, and unity. From school representative to entrepreneurs at a very young age. Founded and organized several football tournaments, music festivals, art launches and club nights until taking charge of the events management for MYHotel London. Jennifer Lopez, Eminem, Shaggy just to mention a few entertainment stars he had worked with while there.

In 2003 he opened Cosmobar, an innovative music and art venue and in 2009 launched The City Arts & Music Project doing live gigs, art events, theatre, workshops and hosting The Red bull Music Academy in Feb 2010 with a week of gigs and talks. Based in Ibiza and Tulum for the last decade where he worked and participated in the creation of events for Heart, Ushuaia, Pacha, Zamna and most of the key players of the local Event Industry. Write, participate, and co-owns Night and Day magazine. Founded Backstage, a Blockchain ecosystem to help financing and powering the Event Industry

Daniel Ruvins

CTO

Daniel has extensive experience with many projects in the crypto space regarding community management and marketing. He has raised millions for multiple ICOs through his efforts. In addition to that, his love for this startup environment allows him to thrive in his position through his past successes.

Extensive experience in:
- building great businesses where blockchain plays a strategically important role,
- managing and tuning technical organisations to perform better,
- leading developer teams,
- working hands-on as part of top management to solve most-urgent business needs.

Christain Dori

CCO

He believes in a world where analogue and digital media coexist together. While grad-
uating in Science of Communication at the University of Trieste organized his first
event with 6000 tickets sold at the age of 18. He produced Ibiza- eivissa.TV, a 13 epi-
sodes television program, aired in 2008 on Pacha Tv.

He founded Night and Day magazine in 2007 interviewing the best DJs in the world
(500+) and reviewing events and festivals all over the world, such as Space, Amnesia,
Privilege, BPM, Sonar, ADE, Caprice, Zamna and many more. In 2017 he collaborated
with DMadTech and iBillboard to create digital campaigns, studying the use of DSP,
SSP, Ad-server, RTB, inspired by the creation of his own platform using Blockchain.

Donato Russo

Blockchain Strategic Advisor & Consultant

Innovative, multidimensional & at the forefront of change, leading and managing cut-
ting-edge digital solutions and complex global delivery to support Internet evolution,
sustainability, and application innovation.

Leverages subject matter expertise and exemplary leadership to deliver revenue
growth, operational excellence, and profitable ROI. Forward-thinking and tenacious
start-upper, has taken part in the creation of Programmatic Technologies such as
DSP, SSP and Ad-Exchange. Blockchain pioneer & entrepreneur: building Trust in Peo-
ple, Things & Technology.

Kim Thurman

Events Operations Specialist Partner

A highly experienced event marketer with a strong and resourceful network of influencers, a-list celebrities, and the fashion industry. Founded in 2006 the event-marketing agency Eventive as part of the international agency network Louder, which enables to offer a broad range of services from concept development to execution. General Manager for 46664 Bangles project, a subsidy of the Nelson Mandela foundation. Specialized in increasing awareness for companies, through his network of a-list ambassadors. Presently engaged in growing Rekom Group: our latest acquisition regarded Deltic Group UK.

Alessio Piras

Business development director

Thanks to his studies and his background as a martial art Judo fighter he used the dicipline and respect to grow an experience of almost 10 years in sales and customer relationship around the world. Expert in development of sales strategies and comercial advices, in particular negociation of contracts and on site activity planning, he moved to Mexico very young to expand his knowledge becoming one of the youngest Senior Manager for a mayor marketing company; after that he decide to dedicate himself to the world of blockchain and crowfounding.

Celeste Lorelei González

CFO

Degree in Business Administration, with more than 15 years working in companies such as PepsiCo and ITESM in the areas of financial planning, HR and Marketing. Teacher of Administration and Organizatioal Planning in different Universities in Mexico. Her inspiration his family.
Believe in a phrase from Reid Hoffman, co-founder of Linkedin, "The entrepreneur is someone who jumps off a cliff and builds an airplane on the way"

9.1   INDUSTRY ADVISORS

Mattia Ulivieri

More than 15 years' experience managing Blue Marlin Ibiza Group's operational, commercial, branding, and marketing with strong leadership skills combined with a high-level strategic vision, looking after the day-to-day running of the business while keeping an eye firmly on the company's future. Developing and implementing strategies across the business in pursuit of brand vision and a long-term roadmap.

- Immanuel Cape
- Naor Nurieli
- Mike Scalera

9.2   BACKSTAKERS & BACKSTAGERS

BACKSTAKERS are commission-based financial promoters: they are, non-exclusive Partner of BKSBackstage and, can operate either as an individual or as a company, to promote products and services of BKSBackstage OÜ.

- Luis Fernando Nicassio
- Derek Sidney
- Justin Brothers
- Tim Heisler
- Gabriela Neuenschwander
- Luciano Mancini

BACKSTAGERS: with this name we identify the Community supporting the Events Ecosystem: by sponsoring, promoting, financing and taking part into the different opportunities generated within the Events Ecosystem Backstagers are the trusted pillar of the Community.

9.3   Contacts

WEBSITE   EMAIL

https://bksbackstage.io   stage@bksbackstage.io

9.4   TOKEN SALE

COMING SOON

9.5   COMPANY DETAILS

BKSbackstage OÜ is a Limited Company, registered in the Registration Department of Tartu County Court on July 5, 2021, under the Laws of Estonia and having its registered address in Harju maakond, Kesklinna linnaosa, Tartu mnt 67/1-13b, 10115 Tallinn, Estonia.

9.6   IP Rights & Service Providers

Intellectual property rights associated with the offering, projects arising from it, and protection thereof:

The Backstage $BKS & The Stage marks, all content on the Backstage website www.bksbackstage.io and this white paper in relation to the Backstage offering and The Stage platform, unless mentioned otherwise, remain the intellectual property rights

BKSBackstage OÜ, a company registered under the laws of Estonia with company registration number 16263612 and having its registered address Harju maakond, Kesk-linna linnaosa, Tartu mnt 67/1-13b, 10115 Tallinn, Estonia.

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All information provided on the website, whitepaper, business model and any other public document is subject to change without any notice to any person, including any stakeholder or token holder.

9.7   External Service Providers

Blockchain Advisors:
- Donato Russo
- Mardo Soo
- Mazee Ventures

Legal Advisor:
- C-lex
- Consulting24

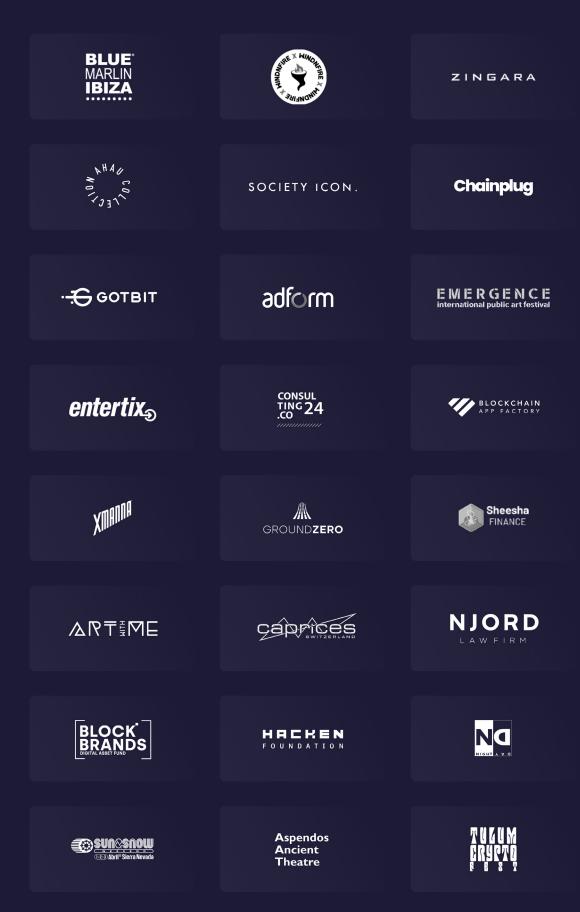**Auditors:**
- HACKEN

Blockchain & Technology Partners:
- Chainplug
- Blockchain App Factory
- Xmanna

Marketing Partners:
- Night & Day
- Ground Zero
- Windnfire
- Adform
- iBillboard

10. Partners

BLUE MARLIN IBIZA

WINDNFIRE

ZINGARA

AHAU COLLECTION

SOCIETY ICON.

Chainplug

GOTBIT

adform

EMERGENCE
international public art festival

entertix

CONSULTING24.CO

BLOCKCHAIN
APP FACTORY

XMANNA

GROUNDZERO

Sheesha FINANCE

ART WITH ME

caprices SWITZERLAND

NJORD
LAW FIRM

BLOCK BRANDS
DIGITAL ASSET FUND

HACKEN
FOUNDATION

NIGHT AVO

SUN&SNOW
1-2-3 Abril Sierra Nevada

Aspendos
Ancient
Theatre

TULUM CRYPTO FEST

SCAN ME

Link to BKS website :

SCAN ME