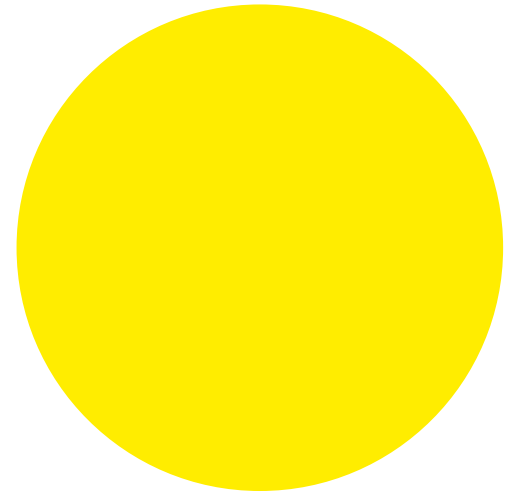
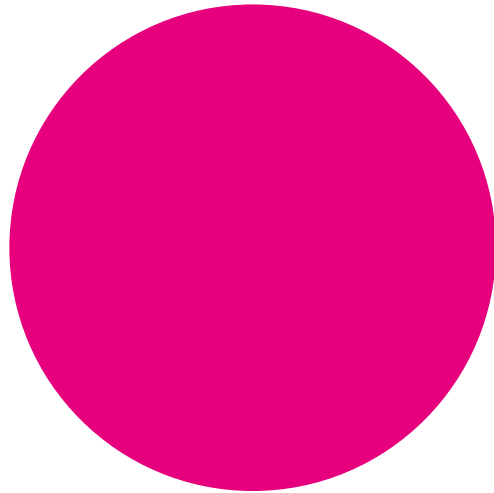
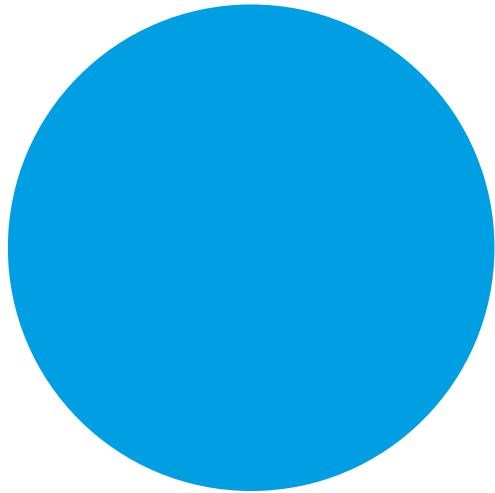


**BLOCKPOOL**  
**Token Exchange Campaign Prospectus**  
MARCH 2017



# OVERVIEW

## What is BLOCKPOOL?



### **BLOCKPOOL is a B2B Blockchain Services Provider**

BLOCKPOOL have realised the potential of delivering a diverse range of Blockchain solutions to clients ranging from Blue chip corporates through to boutique lifestyle brands.

Our pool of Blockchain solutions are controlled by the master BPL Blockchain. The BLOCKPOOL Blockchain has been developed over 5 years of real world research and development into Blockchain technology, smart contracts, delegated networks and applications specifically built for B2B data workflows. Despite a huge interest in Blockchain technology we are the first company to develop a serious and tangible solution that will be the first to realise a mainstream market adoption.

BLOCKPOOL has already been financially engaged for projects that deliver consultation, proof of concept and ongoing contracts. We are able to deliver to multiple business verticals as shown by our existing procurement of briefs and contracts for Finance, Lifestyle Brands, Music & Art Distribution, Licensing, Copyright & Resale for Mixed Media, Gaming Applications, Various Sport Applications plus Asset Tracking & Transfers.

BLOCKPOOL provides a globally scaled business plan that can streamline business processes, provide efficient and secure transfers and transactions, reduce overheads, replace or integrate with legacy systems and provide enormous cost savings for any data driven business. Smart data is the future for businesses across the world and BLOCKPOOL.io has been designed to provide efficient deployment of systems to achieve this goal.

# About The TEC



The BPL control Blockchain is fundamental to all aspects of the BLOCKPOOL business - Projects, Smart Contracts and Other bespoke assets would be created from this master chain.

Our Token Exchange Campaign is making available 25 Million coins in our initial offering

TEC participants can donate cryptocurrency or currency as supported on our token exchange page. The price per token will be determined on the closing date of the TEC. This 'price discovery' system ensures a fair and equal percentage split depending on contributions received. The TEC period will be May 1st-Jun 30th 2017.

Example: If the total raised = 5000 BTC then the price per token would be 5000 BTC divided by 25 million = 0.0002 BTC per token

The staking rate of BPL is designed to limit the supply and reduces year on year (5% Annual decreasing 1% per year until 1% Annual then switching to a fixed block reward of 1 BPL/Block thereafter. )

The BPL Blockchain will be maintained with 201\* delegated staking nodes. Delegates will be chosen based on quantity of coins held and other criteria to be announced.

You can use any kind of cryptocurrency or currency supported on our TEC page here [blockpool.io/icopage](http://blockpool.io/icopage)

In addition - holders of our existing currency (AudioCoin - ADC) can participate by exchanging ADC for BPL. The value of 1 ADC will be equal to BTC 100 satoshi (0.00000100 BTC) for the purposes of this TEC.

If the value of ADC rises to 100 sats or more during the ICO, we will increase the value of ADC donations by 5% over and above the market rate.  
e.g If the market average value on Bleutrade is 100 on any given day during the TEC then donations will be valued at 105 sats.

We reserve the right to add other tokens to this discounted rate and will publish any details on our website [blockpool.io](http://blockpool.io)

# What is DPOS?



Delegated Proof of Stake is a method for securing a digital token network, processing transactions and achieving a distributed consensus regarding the ownership of funds without the need for a central authority. It evolved from the Proof of Stake system, which itself was developed in order to reduce the cost and inefficient electricity usage associated with Proof of Work systems such as the one used by Bitcoin.

The DPoS method was first implemented as Bitshares by the developer Daniel Larimer. The main difference between PoS and DPoS is in the validation of transactions. Regular PoS networks require full consensus to validate whereas in a DPoS system a limited number of delegated nodes can be assigned to validate consensus.

This system is attractive to the private Blockchain requirements of medium to large businesses who may be part of a large network but have no requirement for full (public) decentralisation.

We have found that this pseudo decentralised solution is both effective and preferable to traditional decentralised digital currency systems.

We have taken inspiration from the pioneering work of Bitshares, Crypti, Lisk and latterly ARK to construct a pure B2B data and transaction system that can power and revolutionise the way medium and large scale businesses evolve and improve. The BLOCKPOOL system provides a myriad improvements in the way businesses operate and communicate. It promises a quantum shift that will change the way we live and work not unlike the Industrial Revolution did at the turn on the last century.

The BLOCKPOOL core code will always be freely available under the GPLv3 licence.

# Benefits of Participating in the BPL Token Exchange Campaign



We have an unprecedented value/ownership system that rewards stakeholders in 2 primary ways.

1. BPL is a real world business token that controls projects across numerous verticals and applications. Market forces will determine the value but with our existing agreements and experienced team in place we anticipate strong open market demand.

2. 5% of the net profits of the company will be distributed to all BPL holders as a discretionary air drop (converted to BPL) and distributed to wallets once per year after official accounts are submitted and approved.

## Specifications

Brief specifications:

- 201 delegates
- 15 second block times
- 25 million tokens + forging rewards of 5% Annual decreasing 1% per year until 1% Annual then switching to a fixed block reward of 1 BPL/Block thereafter.
- 50.25 minute rounds
- Consensus System: DPOS (Delegated Proof Of Stake)
- Official Ticker: BPL

Resources: [github.com/blockpool](https://github.com/blockpool)

Website: [blockpool.io](https://blockpool.io)

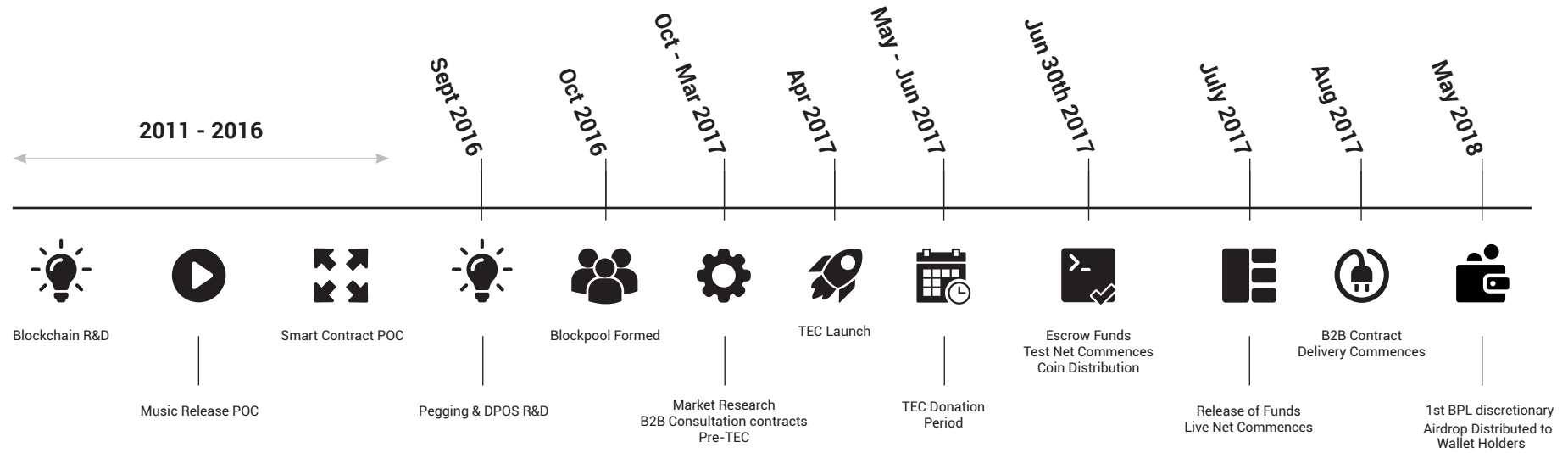
Slack: [slack.blockpool.io](https://slack.blockpool.io)

Twitter: [blockpoolio](https://twitter.com/blockpoolio)

Blog: [medium.com/blockpool](https://medium.com/blockpool)

For full specifications see our [whitepaper document](#)

# Roadmap/Milestones



# Funds & Escrow



The funds raised by the TEC will be held in Escrow and released on a milestone basis.

Tokens will be distributed when forging commences soon after the close of the TEC period.

At the 100,000 dollar milestone 15% of the funds will be released to the development team to start work on the Blockpool Blockchain and to bring the testnet live.

Funds raised during the ICO besides what is mentioned above, will be held in escrow using a multi-signature Copay wallet until the MainNet is successfully running.

Our Escrow partners are:

Escrow 1: Karlo Holjevac  
Crypto enthusiast. Co-Founder of Coinbar community), trusted Escrow, Trader, Market analyst, Business development, Board member on Bitswift.

Escrow 2: ARK.io - DPoS Blockchain Project

# Token Allocation and Use Of Funds



## **What is the BPL distribution split?**

**1,500,000 BPL**

for advisors, partners and contractors

**3,500,000 BPL**

for the BlockPool core team (shareholders)

**20,000,000 BPL**

for TEC participants.

Up to this point we have been self sustaining and funded (apart from circa \$50k seed funding). It became apparent from the number of briefs and enquiries that we were receiving, that a scaling solution was imperative. To service all our POC's and contracts efficiently we need to grow the development, support and deliverability infrastructure of the company. All monies raised from the TEC will be re-invested into the company to help increase profits and build added value for our BPL holders.

More specifically the funds raised from TEC will be used to fund development and delivering contracts that are already being negotiated.

We need to employ full time staff (Project Management, Development, Business Strategy) in order to scale the business effectively and efficiently.



# How Has BLOCKPOOL Evolved?



## Overview

- 1. Innovative Solutions for multiple verticals**
- 2. Proven track record**
- 3. Experienced advisory board**
- 4. Lean and efficient infrastructure**
- 5. Unique business model ripe for acquisition**

BlockPool comprises a diversified range of business services that evolved from the realisation that our Blockchain technology could be scaled almost infinitely given the correct structure and personnel.

We are on the cusp of a major revolution in the way business transactions and data flows operate and our 4 years of experience in this field give us a head start in developing these business applications.

From a simple desire to make the music industry more transparent and ethical, our concepts have been validated by the wider world and we are at a crucial stage where our infrastructure needs to be scaled to take advantage of the multiple opportunities that are now presenting themselves.

Up until Q4 2015 we focused largely on development and proof of concept projects along with the public presentation of our Blockchain solutions for the Music Industry in Cannes at MIDEM 2015. Our cutting edge Blockchain project was the first of its kind and soon attracted a lot of attention and sparked a wave of Blockchain innovation. Our work in the music industry soon attracted the associated businesses of copyright and royalty organisations.

As we realised the potential impact of our technology we appointed an advisory board to help us manage the wealth of opportunities that were suddenly appearing. We have the experience of advisors who have previously worked with Apple, MTV, Nike and Media Arts Lab.

The company has traded debt-free since inception and has a number of substantial opportunities for fiscal growth as will be shown later in this document. In order to manage these contracts we require an infrastructure based on a robust process flow and guaranteed deliverables.

# Who are BLOCKPOOL?



## **Ken Foster** Founder

Ken brought music and the Blockchain together by creating the first serious currency for music - AudioCoin (ADC). He is deeply involved in Blockchain applications for real world applications. A graduate in Information Technology he has also been heavily involved with ecommerce and digital marketing applications for the Travel Industry. He has represented the UK on BPI & UKTI trade missions to Japan, the USA and Canada.

## **Kevin Bacon** CBDO - Chief Business Development Officer

Kevin is a veteran of the music and music tech world. After a 20 year career producing Grammy and Brit award artists and records he created AWAL - a ground-breaking digital music platform which was acquired by Kobalt in 2011. Kevin is a connector and an enabler to many global brands and businesses who are actively looking to the Blockchain for answers.

## **Dave Blundell** COO – Chief Operating Officer

Dave is the spokesman for the company and also excels in Project Management and Sales roles. He has a wealth of experience in IT infrastructure solutions along with being an active member at the Association of Independent Music

## **Tom Kerswill** CTO - Chief Technical Officer

Tom has a Masters degree in Computer Science from Cambridge University and is an expert in integrating Blockchain technology with legacy systems. He created his own successful IT company Duneroot.

## **Brandon Cook** CIO – Chief Information Officer

Brandon is our Blockchain Project Manager with an extensive Information Technology, Digital Currency and Robotics background.

## **Blockchain Core Development Team**

As one of the original Blockchain development teams, we have a network of developers comprising the leading and most trusted developers in Blockchain today. Including:

Raj, Rahul, Tom and other independent contractors.

## **Advisory Board**

### **Dave Smith**

Dave is an incredibly experienced creative director who has worked for Nike, MTV and Apple. He help set up Media Art Labs in Europe under the leadership of advertising guru Lee Clow working exclusively on the launch of many Apple products.

### **Tom Hares**

Tom was the European Managing Director of Media Arts Lab working exclusively on Apple product campaigns for many years.

Tom is the co-founder of Buzzbike – a tech driven London cycle scheme offering premium single speed bikes. The bikes have been developed in collaboration with the Cooper car company, the people behind the Mini Cooper.

## **Coinbar Digital Currency Group**

A digital currency knowledgebase and ideas lab comprising a small group of experts with experience in coin leadership, development, trading and innovation.

# BLOCKPOOL

