



TBACoin

The Blockchain for Audiences

WHITEPAPER 1.0

Global entertainment market meets digital-first payment system

The TBA Coin (The Blockchain for Audiences) is the world's most secure cryptocurrency built on next-generation blockchain

TBA Coin Project Whitepaper 1.0
TBA Coin Corporation Ltd.
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Executive Summary

The TBA Coin is the world's most secure cryptocurrency built on next-generation blockchain technology and designed for convenience in the age of digital payments. The global entertainment market is worth an estimated \$1.9 trillion and spans across six continents, including emerging markets in Asia and Latin America. For the music lover, concert goer or film enthusiast, there is an ever-growing selection of options. The average Canadian household spent about \$2,500 on entertainment in 2017. This market includes movies, VR, music, live concerts, sports events, theatres and, increasingly, 4K and HD streaming entertainment services not to mention IoT.

While there has been an undeniable demand for all things entertainment, the traditional analog payment systems are failing and ripe for disruption. There has been increasing frustrations from scalper bots which unfairly buy large quantities of tickets to resell at higher prices, to foreign exchange complications when trying to purchase tickets in another country, to large credit card companies failing to protect customer identity. The result is disappointed fans, increased costs and time wasted trying to buy a simple ticket for a movie, concert or sporting event. The TBA Coin Corporation and its development team have spent the last five years researching and developing a revolutionary digital-first entertainment payment system.

TBA Coin is about making all entertainment-transactions secure and convenient for customers, vendors, entertainers, and artists.



Customers will benefit from the elimination of financial middlemen, safe and secure transactions, and the fastest cryptocurrency transactions thanks to the best-in-class TBA Coin Ultra Authentication Protocol (UAP) and TBA Coin Ultra Trading Platform (UTP).

Vendors, entertainers, artists and other experience-creators (and curators) will also benefit from the TBA Coin ecosystem as lower transaction costs mean higher profits, and the borderless payment system allows for immediate global expansion and the ability to reach billions of people. The built-in smart con-

months of release. The study references the first-mover advantage of TBA Coin as no other cryptocurrency is currently able to adequately serve the needs of the entertainment industry. Growth would be immediate as pent-up demand for secure, convenient and affordable transactions is realized by TBA Coin and no other cryptocurrency.

There has also been significant investor interest in the TBA Coin project, especially from foreign investors as the TBA Coin ecosystem can facilitate transactions across borders without foreign exchange fees or delays. Several multinational entertainment companies, sports franchises, studios and music labels have signed onto the project and are ready to deploy TBA Coin following the TBA Coin initial coin offering (ICO). TBA Coin Preferred Club Members are eligible to receive promotional discounts to concerts, sports games and movies, bonus coins, and much more.

The TBA Coin development team is excited to introduce its revolutionary cryptocurrency to the world. This game-changer event will transform the entertainment industry forever by democratizing transactions and allowing anyone – from music lovers, concert goers, film enthusiasts and everyone in-between – to access entertainment at a fair price, with fair access, on a trusted and secure platform.

The TBA Coin ICO is a once-in-a-generation event. It will start on October 5, 2018 and is available to the public. Participation from large financial institutions will be held back for first 24 hours to allow the public first access. Don't miss out on this investment opportunity as interest is significant. Register at **TBACoin.ca** to reserve your place.

Why Invest in TBA Coin?

- Next-generation blockchain technology
- Game-changing real-world solution to a real-world problem
- First Canadian cryptocurrency to be approved for sale by global regulators
- Guaranteed returns – great alternative to GICs and mutual funds
- Paradigm shift for a multi-trillion dollar global industry
- Safe and secure platform with latest cybersecurity measures
- Experienced management and developer team

Initial Coin Offering

Information at a Glance

Name	TBA Coin
Symbol	TBA
ICO Start Date	October 5, 2018
ICO End Date	October 31, 2018
Accepted Currencies	Bitcoin, Ether, USD, CAD
Min. Purchase/Person	1
Price	\$0.01

ICO Bonus Structure

Phase 1	3,000,000,000	Bonus 40%	1,200,000,000
Phase 2	800,000,000	Bonus 20%	160,000,000
Phase 3	100,000,000	Bonus 10%	10,000,000

TBA Coin Preferred Club

Any individual who purchases 100,000 or more TBA Coin tokens during the ICO event will be automatically enrolled in the TBA Coin Preferred Club. Membership provides many benefits including bonus coins, member-only deals and promotions, exclusive access to celebrities through TBA Coin Partners, discounts to concerts, sporting events, movies, live VR events and much more.

Projected Returns

Bought in Phase 1	
Guaranteed Return:	10% a month
Possible bonus return:	up to 12%/ month

Bought in Phase 2	
Guaranteed Return:	8% a month
Possible bonus return:	up to 10%/ month

TBA Token Distribution

Public	84%
Partners	5%
Team	8%
Reserve	3%
Total Tokens	6,270,000,000

Any unsold TBA Coin tokens will be added to the Reserve. The Reserve will be in lock-up for 18 months, after which it will be gradually released to the market.

ICO Fund Uses

For the first \$20,000,000 USD raised

Allocation	Purpose
30%	TBA Coin platform and ecosystem development
25%	Social media, sales and marketing
20%	TBA Coin operation costs
8%	IT security
6%	Community relations
6%	Legal and regulatory
5%	Other

For amounts raised in excess of \$20,000,000

Allocation	Purpose
20%	TBA Coin Ultra Wallet initial development
20%	TBA Coin Ultra Trading Platform initial development
20%	TBA Coin Preferred Club set-up costs and early bonuses
15%	Victory Fund
10%	Expansion into Asian markets
10%	Expansion into African markets
5%	Team development

TBA Coin Vision

The TBA Coin Corporation and its development team are building a future where all your entertainment needs are available

using a simple, trusted and secure currency. No middlemen. No foreign exchange fees. Low fees. No fuss. Imagine that you can buy a concert ticket, stream a live sports event, or listen to a newly released album quickly and without complication. Life is full of great experiences – don't let complicated and costly financial transactions get in the way.

Our vision is to provide universal entertainment access to everyone.

We have the technology and talent to make TBA Coin the premiere cryptocurrency for all transactions entertainment-related, and become the universally accepted means of payment for customers, vendors, entertainers, and artists alike. TBA Coin will take the crypto-revolution to the next level. It will make transactions faster and more secure, like no other currency before it.

The Problem the World Faces

The entertainment industry controlled by large, multinational corporations which make it difficult for everyone in the industry, even for those multinational corporations. Customers are often disappointed when trying to find tickets at fair prices and encounter fraud and increased costs when using third party websites. Vendors, entertainers and artists—experience creators and curators—want to reach as many people as possible, but there are often barriers like country-specific rules and transaction costs.

Take live event tickets for example. Tickets to many popular concerts and sporting events are often very hard to find, especially at reasonable prices, because of scalper bots and other unfair practices that have taken hold of the industry. So, customers spend untold hours and money trying to find tickets by scouring different websites, trying to find a trusted third-party seller. The seller may be in another country and demand payment in a currency you don't have. The seller may want to meet you in-person in an unsafe part of the city. The seller may not even have the tickets but is instead looking to defraud you with fake tickets. There's risk and uncertainty, and plenty of uncertainty.

Entertainers and artists are interested in sharing their talents with as many people as possible. These individuals have passion for the things they do. Many would rather focus on developing their passion than worry about broken, analog payment transactions and whether someone's credit card would decline.

TBA Coin is the Solution

TBA Coin will revolutionize entertainment. It will make buying and selling tickets for your favourite concert, sports game, event, movie, music and all things entertainment easier, cheaper and quicker.

Blockchain technology will eliminate fraud and prevent scalper bots from artificially raising prices.

Vendors, entertainers and artists will get paid quicker, transactions fees will be lower, and the smart contract option provides them with greater control over their creations.



The entire process will be simpler, allowing them more time to focus on their passions and develop their talents.

TBA Coin is built on next-generation blockchain technology which provides a game-changing, secure translation ledger database that is shared and accessible to all – customers, vendors, entertainers, artists and experience engineers.

The TBA Coin Bounty Program

Give us a social media mention or write an article on your blog or be among the first to report a bug and get bonus TBA Coin rewards each time (pre-approval of content required)

**SOCIAL MEDIA
MENTION**



100

BONUS TBA COINS

**ARTICLE ON
YOUR BLOG**



250

BONUS TBA COINS

**FIRST TO
REPORT A BUG**



1000

BONUS TBA COINS

TBA Coin Ecosystem

The TBA Coin Corporation and its development team is creating an entire ecosystem to support TBA Coin and make the TBA Coin vision a reality. In addition to TBA Coin, several related projects are currently in the works. The ICO will help fund these projects to completion.



TBA Coin Partners

Over 600 multinational entertainment companies, sports franchises, studios and music labels have signed onto the project. Another 1,000 vendors, entertainers and artists around the world have expressed interest and will be partnering with TBA Coin over the course of the next several months.

TBA Coin Ultra Trading Exchange

This is planned, next-generation exchange which will allow companies and individuals to transact fiat, TBA Coin, Bitcoin, Ethereum and Litecoin with security and confidence in mind. While traditional exchanges are susceptible to hacking, the best-in-class TBA Coin Ultra Exchange will be built as the Fort Knox of cryptocurrency. The current estimated time for completion is early 2019 – stay tuned for details! You will be able to trade TBA Coin on all major exchanges in the meantime. ICO participants will be the first to know about any developments and receive a surprise bonus when the TBA Coin Ultra Exchange goes live.

TBA Coin Ultra Wallet

This is a planned, next-generation web-based digital currency wallet. In addition to storing TBA Coins, the wallet can hold many other cryptocurrencies like Bitcoin and Litecoin. The current estimated time for completion in late 2018 – stay tuned for details! When the TBA Coin Ultra Wallet is ready, consumers will be able to conveniently transfer cryptocurrencies into it. The advantage of the TBA Coin Ultra Wallet includes a secure mobile app with an industry-first anonymized digital face recognition verification process. This makes TBA Coin Ultra Wallet vastly superior to current wallets as it combines both convenience and security in one package. ICO participants will be the first to know about any developments and receive a surprise bonus when the TBA Coin Ultra Wallet goes live.

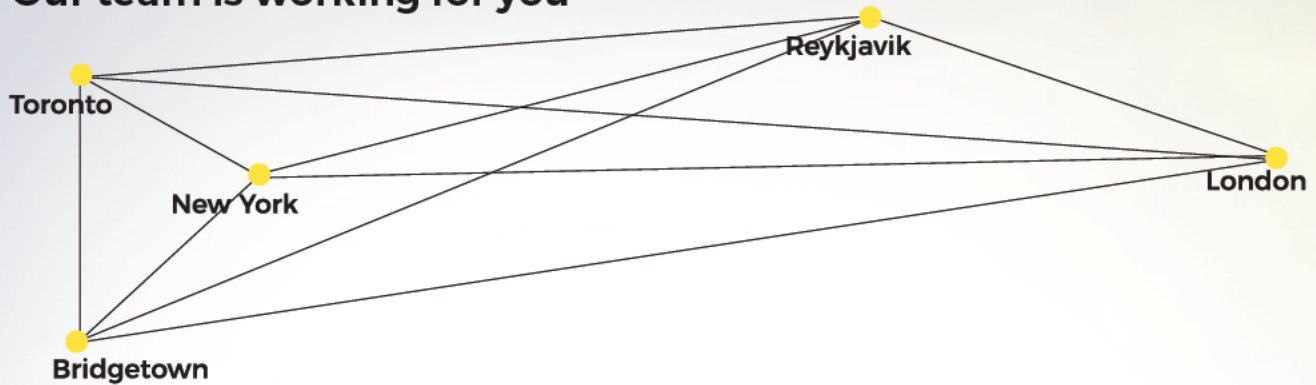
TBA Coin Ultra Authentication Protocol

The TBA Coin Ultra Authentication Protocol is a soon-to-be patented encryption and authentication method that will power the next-generation of blockchain. Proof of concept has been completed and the core algorithms have been reviewed and confirmed by over 100 experts including professors, mathematicians, computer engineers and programmers, cybersecurity professionals and crypto-enthusiasts. TBA Coin Ultra Authentication Protocol was submitted to the Intellectual Property Office in the United Kingdom on September 1, 2018. Regular updates are provided on the TBA Coin Telegram Channel.

TBA Coin Corporation Company Background

The TBA Coin Company was incorporated in Toronto on January 11, 2018 and currently employs 35 employees in Canada, Barbados, Iceland, the United States and the United Kingdom.

Our team is working for you



Toronto is recognized as one of the best places to create innovative FinTech solutions including blockchain technology. The city has the second highest concentration of technology firms in the world and boosts thousands of high-skill workers including crypto-architects and blockchain developers. The TBA Coin Company has connections to many of the leading FinTech companies in the region and has partnered with both local and international companies in recent years.

Target Audience

Customers want unforgettable, curated experiences and will gravitate to brands and personalities that offer entertainment and help build their social identities.

Our target audience includes consumers, vendors, entertainers and artists across the globe looking for convenient and secure payment method to get tickets to their preferred concert, sporting event or any form of entertainment.

The TBA Coin Team

Logan Chabers
CEO



Mr. Chabers is Chief Executive Officer of the TBA Coin Corporation and has been involved in the project since its inception. He was previously CEO of a major American investment bank and has over 20 years of experience architecting complex, high-profile projects. Mr. Chabers also has a background in computer programming, having his first start-up company in college. He was recently awarded the prestigious Most Innovative Leader Medal by Omni Crypto Products.

Saul McKnight
CTO



Mr. McKnight is a serial entrepreneur and has lead many FinTech and crypto start ups over his 25-year career in the technology, strategy and entertainment industries. He brings unparalleled expertise in cryptocurrency and blockchain and is a sought-after consultant by banks, governments and sovereign wealth. Mr. McKnight's exceptional insights have helped propel TBA Coin Corporation to where it is today.

Domhnall Lamb
COO



Mr. Lamb was previously the project lead for a leading cryptocurrency. He has spearheaded the development of groundbreaking crypto and crypto-related products for the last five years. He graduated from a prestigious university in London and has developed an extensive business network in Canada and Europe.

Marius F. Petersen
CFO



Mr. Petersen is a major name with over two decades of experience at major global investment firms in Barbados and the United States. He developed innovative financial products including mortgage-backed securities and collateralized debt obligations for major clients. Mr. Petersen's financial acumen is sought-after by many large international companies.

Sebastian Aksyonov
CVO



Mr. Aksyonov is a crypto evangelist. He was an early supporter of Bitcoin and has understood the power of the crypto revolution. He has deep connections to the crypto community and is a sought-after speaker at many crypto conferences. His expertise on blockchain technologies, wicked problems the future of cryptocurrency will lead TBA Coin Corporation to the next level in innovation excellence.

Layla Mornoff
CMTO



Ms. Mornoff has several years of experience in sales and marketing, including working as lead marketing manager for several Silicon Valley firms. She has in-depth insights on the crypto-market and has written a paper on how blockchain will benefit everyday consumers. Ms. Mornoff is responsible for customer-focused operations and has led the development of the TBA Coin Corporation brand since its inception.

The TBA Coin Team

Maximilian Demidov
Blockchain Developer



Mr. Demidov is an experienced frontend developer with over five years of experience in blockchain technology and smart contracts. He has helped developed many cryptocurrencies in the last several years and has now brought his unique talents to TBA Coin Corporation. He also has knowledge of CCS, HTML, JQuery, VueJS, Bootstrap as well as C++, C#, PHP, Python and Unix Shell Scripting.

Wei O. Yang
Blockchain Developer



Mr. Yang has more than ten years of experience working in various management positions at a leading Chinese ecommerce company. He has four years of experience in blockchain technology and has in-depth knowledge of C, Java, Javascript, Node.js as well as database technologies including SQL/NoSQL.