

Sports Blockchain Startup Set to Release Fan Engagement App During NYC Blockchain Week

Thursday 10 May, 2018

BlocSide Sports, creator of MVP Token, is set to elevate the fan experience through its blockchain enabled digital platform and club ownership approach. The BlocSide Platform will deploy some of blockchain's strongest features by providing its token holders with sovereign identity, transparency and transferable ownership of exclusive digital assets. The result is a seamless, yet powerful mechanism for global teams to interact with their fans in a more efficient and interpersonal manner.

The initial release of the BlocSide Platform includes both the consumer and merchant apps that will be the foundation for team specific white-labeled platforms coming later this summer.

BlocSide's Consumer App connects fans both in-stadium and at-home. In-stadium fans using the BlocSide mobile app will have access to several of the Platforms core features such as ticket-as-a-platform, interactive digital inventory, and new sponsor engagement channels. BlocSide's unique digital assets are capable of individual legal ownership, 3D models can be placed via Augmented Reality, and picked up at special events and transferred amongst fans.

BlocSide's commitment to fans starts with sovereign identity, where each fan owns their data and chooses how it is shared and with whom. This enables deeper dynamics within features in providing a truly customized experience in and out of the stadium.

Outside of stadium, fan participation within the ecosystem is enabled as soon as MVPs are held within their wallet. On the consumer app, activity and token staking tied memberships will unlock discounts and unique fan experiences that would otherwise be available to privileged season ticket holders and football insiders.

BlocSide's Merchant Tablet App allows clubs, stadiums, and partners to participate and redeem MVPs. Brand integration via interactive stadium inventory and digital assets represents BlocSide's long-term mission to drive new revenue sources and increased value for clubs.

BlocSide will be showcasing important features of the platform throughout their kick-off event on May 14th, 2018 from 7pm - 10pm at The Haven Rooftop. During the event, guests will have the opportunity to download the Consumer App and experience using MVP tokens in real-time to enjoy curated craft cocktails and light bites.

The BlocSide team, along with key partners Aventus, Mooti, BlockV, and VICI Sports, as well as our vital supporters TokenCommunities and Shuttle Fund, look forward to revealing their first product and talking about their upcoming releases (Android with iOS) to the football and tech community.

For more information on BlocSide Sports:

Visit <http://blocside.io> or chat with us on our [Telegram](#) channel.

Send all interview requests to pr@blocside.io

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