



Minting Legacy, Empowering Athletes

**Whitepaper: BallerCoin (BALL)**

**Empowering College Athletes Through Name, Image, and Likeness (NIL)**

**A Community-Driven Meme Coin Supporting Men's Basketball Talent**

## **Abstract**

BallerCoin (BALL) is a decentralized token minting and finance company designed to revolutionize collegiate athletics by directly funding men's basketball players through NIL opportunities. BallerCoin incentivizes talent retention, and attracts recruits via the transfer portal or high school by allocating coins to every active current scholarship player as well as those scholarship athletes on the roster for each season. This whitepaper outlines how blockchain technology, community engagement, and athlete partnerships create an ecosystem where crypto meets college sports.

## **1. Introduction**

The NCAA's 2021 NIL policy allows athletes to monetize their personal brands, yet many struggle to access fair compensation. BallerCoin bridges this gap by leveraging meme coin virality to fund athletes while fostering fan engagement. By aligning crypto's decentralized ethos with grassroots support for athletes, BALL creates a win-win for players, fans, and universities as it issues new coins catered to fandom.

## **2. Problem Statement**

- **Financial Inequity:** Most men's basketball players lack resources to capitalize on NIL.
- **Recruitment Challenges:** Universities compete to retain top talent in the transfer portal era.
- **Community Disconnect:** Fans seek deeper connections with athletes beyond traditional donations. Think GoFundMe or FanStake on steroids positioned to leverage fanaticism and school spirit to position programs advantageously in attracting top talent.

## **3. The BallerCoin Solution**

BALL merges crypto economics with athlete empowerment:

- **NIL Allocation:** At mint a % of tokens will be allocated to an Athlete Vault for every active scholarship player on the 24'/25', 25'/26', & 26'/27' men's basketball teams earned through promotion of the coin and digital products.

Due to the limited remaining season for promotion the 24'/25' athletes will receive 0.25% or 2,500,000 tokens each while the following years will receive 0.75% or 7,500,000 tokens each for fulfillment of basic Name, Image and Likeness promotion.

- **Talent Incentivization:** Funds reward current players for engagement using their name, image and likeness with allocations for future classes remaining in a vault giving visibility to future recruits of the opportunity available to them.
- **Transparent Allocation:** Smart contracts automate payouts based on verifiable metrics (e.g., post engagement, tweets, signatures, etc). Each active scholarship player will receive the same contract (token allocation and promotional responsibilities).

#### 4. Tokenomics

- **Total Supply:** 1 billion tokens outstanding
- **Tax Structure:**
  - 25.7% to Athlete Vault.
  - 74.3% to liquidity pool.
- **Athlete Vault:** Funds distributed to players based on:
  - Recruitment milestones (e.g., signing scholarship and active on roster with a partnered university).
  - Social media engagement (e.g., hashtag #BallerCoin).
  - NFT participation when applicable

#### 5. How It Works

1. **Athlete Onboarding:** Players opt-in via a secure portal, agreeing to promotional guidelines.
2. **Community Engagement:** Fans invest in BALL, driving volume and athlete funding directly impacting the value proposition to attract and retain quality athletes.
3. **Recruitment Boost:** High school/transfer recruits receive BALL grants upon committing to partnered programs with milestones once NIL contracts are signed.

#### 6. Use Cases

- **Fan Benefits:**
  - Exclusive athlete content (NFTs, memes, Q&As).
  - Voting rights on future community initiatives (e.g., t-shirt designs).
- **Athlete Benefits:**
  - Passive income tied to BALL's success.
  - Brand exposure to a global crypto audience.

- **University Partnerships:**
  - Programs with active BALL athletes gain visibility and recruitment advantages.

## 7. Governance & Compliance

- **Legal Compliance:** Collaborations with NIL attorneys and NCAA compliance officers ensure adherence to regulations.
- **KYC/AML:** Athlete payouts follow strict identity verification protocols.

## 8. Roadmap

- **Q1 2025:** Token launch, athlete onboarding portal, and partnerships with 10+ major universities.
- **Q2 2025:** First athlete-led social media campaigns and NFT drops.
- **Q3 2025:** Integration with recruitment platforms and transfer portal analytics.
- **Q4 2025:** Expansion to women's basketball and other sports.

## 9. Risks & Mitigation

- **Market Volatility:** BALL's burn mechanism for allocations unclaimed stabilizes long-term value.
- **Vesting Schedules:** Pro-rata payouts over long durations minimizes impact on when liquidity is limited
- **Regulatory Shifts:** Continuous legal oversight and flexible tokenomics.
- **Athlete Participation:** Gamified rewards and university partnerships drive engagement.

## 10. Conclusion

BallerCoin redefines NIL by turning meme culture into a force for equity in college sports. By investing in BALL, supporters fund the next generation of athletes while gaining a stake in a decentralized community where talent thrives.

## 10. Disclaimer

- **Section 2(a)(1) of the Securities Act and Section 3(a)(10) of the Securities Exchange Act of 1934** each defines the term "security" by providing a list of various financial instruments, including "stock," "note," and "bond." A meme coin does not constitute any of the common financial instruments specifically enumerated in the definition of "security" because, among other things, it does not generate a yield or convey rights to future income, profits, or assets of a business. In other words, a meme coin is not itself a security.
- **The token issued is not securitizing a business:** Per the Securities and Exchange Commission, purchasers of tokens should not assess value to the

token itself. Any buyers of meme coins are doing so at their own risk understanding that the token represents ideas, concepts, art, or community they desire to own a piece of but will not receive distributions of future income, profit or assets of an underlying business. BallerCoin is not offering a sale of securities.

- Tokens are purchased for entertainment, social interaction, and cultural purposes;
- Their value is driven primarily by market demand and speculation;
- They have little-to-no functionality;
- Their prices tend to be significantly volatile

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