

DFSM INC.

WHERE FANTASY SPORTS MEET CRYPTO



WHITEPAPER



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SUMMARY

Launched on the Binance Smart Chain (BSC) on December 15, 2021, the deflationary \$DFSM token fuels our hybrid Daily Fantasy Sports platform featuring fiat and cryptocurrency integration.

\$DFSM is powered by our current smart contract, which passed a rigorous security audit completed by Tech Rate in February 2022.

The current transaction tax for \$DFSM is 15% and is applied on all buys, sells, and wallet transfers.

DFS-MAFIA is more than just a cryptocurrency startup; we are aiming to become a significant player in the realm of Daily Fantasy Sports. On July 27, 2022, we took the first major step in this direction when DFS-MAFIA officially became an incorporated company with headquarters in the state of Delaware. Our focus is on being a DFS company first and a cryptocurrency project second. This is important because prioritizing in such a manner helps shield \$DFSM against the inevitable impact to price that occurs in bear markets, thus safeguarding the investments of our token holders.

Our core team is KYC certified, and each of us share a strong commitment to the success of this project. Under the tireless leadership of Dan Westphal, the founder of DFSM Inc., we have consistently delivered every item included in our ambitious roadmap.

We are innovators first and foremost. Our goal is to transform not only the crypto space, but the DFS world. The moves we are making right now will ensure that DFSM not only meets its potential, but surpasses it. The path that is being blazed leads to a future where the dreams of today reside.

Join us on this journey and become a member of the Mafia!

MISSION STATEMENT

DFMS Inc. strives to change the game when it comes to the world of Fantasy Sports, beginning with the introduction of blockchain technology. Our commitment to reliably deliver an innovative and intuitive suite of products for our users will drive value and utility for our native \$DFSM token, token holders and our company.

CORE VALUES

 Integrity

 Honesty

 Respect

 Transparency

TOKENOMICS

\$DFSM Token

\$DFSM is a deflationary cryptocurrency residing on the Binance Smart Chain (BSC). We chose to use BSC due to its efficient blockchain, both in transaction speed and cost.

Our current contract has a transaction tax which is applied to all buy, sell and wallet transfers. A part of this tax is reflections, which is distributed in \$DFSM. By the end of 2022, we will upgrade our contract to V2 which will distribute reflections in \$BUSD.

Refer to the Transaction Tax Schedule for more details.

\$DFSM current use cases:

- Maintaining the required minimum balance will grant the holder the ability to participate in DFSM Inc. proceeds sharing. More details can be found in Proceeds Sharing
- Pay select contest entry fees on DFSM Fantasy Sports platform
- Buy NFTs in our NFT marketplace

Additional use cases are being explored and will be rolled out accordingly to mutually benefit the community and DFSM Inc..

TOKENOMICS

Transaction Tax Schedule Breakdown

Effective: August 1 2022

15% Buy / Sell / Transfer

6% distributed to \$DFSM holders as \$DFSM reflections

6% used to fund the token's liquidity

3% used for buyback and burn (BB&B)*

Effective: September 1 2022

15% Buy / Sell / Transfer

8% distributed to \$DFSM holders as \$DFSM reflections

4% used to fund the token's liquidity

3% used for buyback and burn (BB&B)*

v2 Contract Effective: Late Q3-Early Q4 2022

12% Buy / Sell 3% Transfer

8% distributed to \$DFSM holders as \$BUSD reflections

3% used to fund the token's liquidity

1% used for buyback and burn (BB&B)*

* As part of the BB&B feature, an amount of \$DFSM is purchased, resulting in an immediate increase to the price of \$DFSM. The purchased tokens are then "burned", resulting in a deflationary circulating supply for \$DFSM.

TOKENOMICS

Trading Symbol

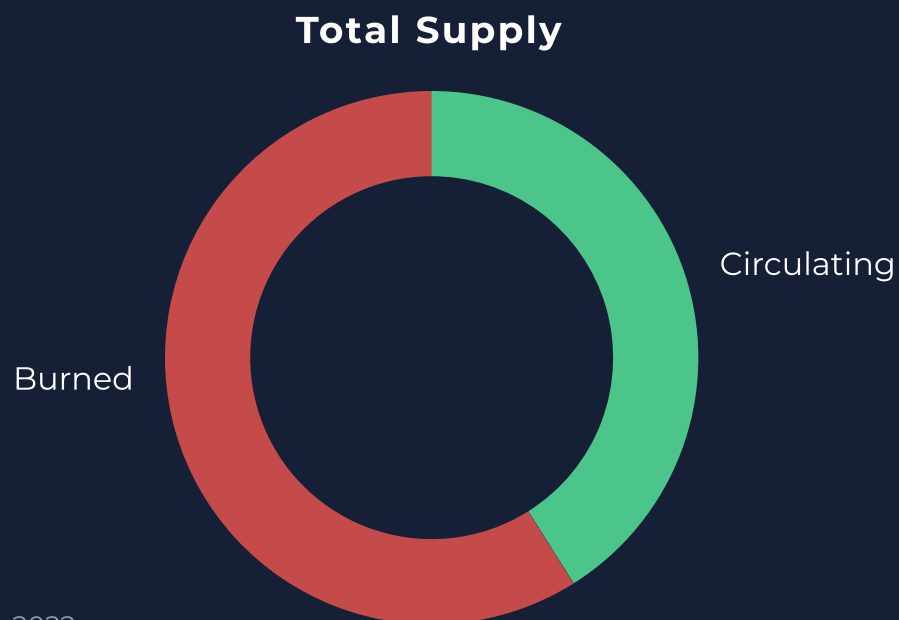
\$DFSM

Max Supply

1,000,000,000,000 (One Trillion) Tokens

Burned

589,096,762,561 Tokens



As of August 11, 2022

TOKENOMICS

Project Wallets

Listed below are addresses directly associated to DFSM Inc.

Contract

0x5DBeaA03927255cA8aF5aD3821B2A170B44a25a5

Burn Address

0x00dead

Deployer Address

0x6a540ee12a1df6e1c72d7fa2829c9e52f63a01ec

DFSM/WBNB Liquidity Address

0x309118cdad74ab95eb625d649550f90dd077eb3c

DFS PLATFORM

Overview

The flagship utility for DFSM Inc. is our Daily Fantasy Sports platform, which offers users both free and paid contests, accommodates both fiat and crypto (\$DFSM) payments and even allows users to create custom contests.

We currently have several NDAs in place for unique features being added to our platform which further our efforts to change & improve the DFS arena.

Contests

Users have the option to participate in player proposition/tournament-style contests spanning most major sports, including professional football, hockey, basketball, baseball, and combat sports such as boxing and mixed martial arts. We will continue to add additional sports as the user demand requires.

The platform includes a custom contests option where users can create a contest. During this process they are able to set the entry fee, number of contestants, payouts and more!

Fiat & Cryptocurrency Integration

While users of our Daily Fantasy Sports platform are welcomed to hold \$DFSM, it is not a requirement in order to participate in contests.

For those who hold \$DFSM, third party decentralized finance (DeFi) wallets can be connected to the platform for the purpose of depositing/withdrawing \$DFSM. The platform also includes a swap feature, which provides the ability to buy & swap other cryptocurrencies for \$DFSM.

For non-\$DFSM holders, there will be several options available for on/off-

DFS PLATFORM

ramping fiat currency, including debit/credit card as well as PayPal.

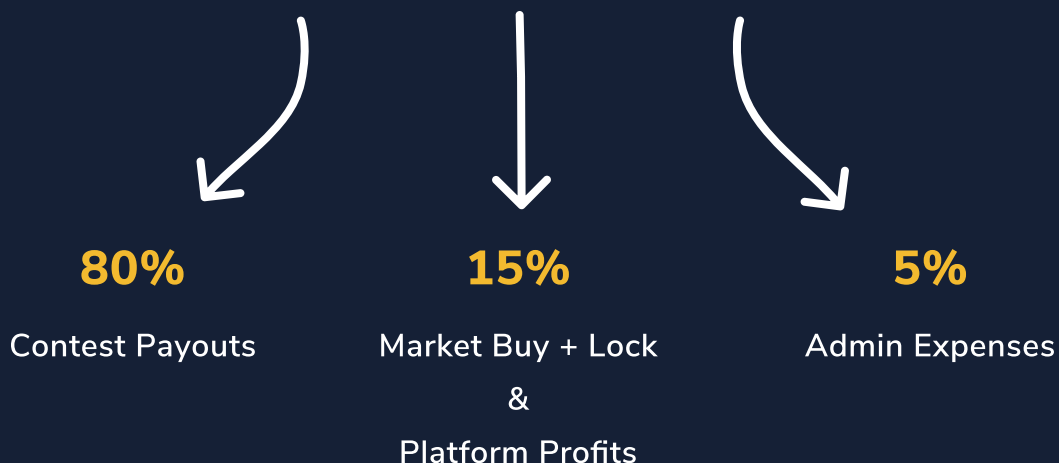
Sponsored Contests

The DFSM Inc. contest sponsorship program is purposed with strengthening the crypto space in multiple ways. 2022 saw the birth of the "Unite Defi" movement and our sponsored contests will contribute to this initiative by helping bridge the communities of various crypto projects.

Those crypto projects who partner with us on this initiative can create their own DFS contest on our platform and share the contest link among their community. This helps promote the DFSM Fantasy Sports platform and in turn, DFSM Inc. spotlights the partner token's project directly on the platform.

While a portion of the entry fees for the partner token's DFS contest will generate revenue for DFSM Inc., a percentage of that revenue will be used to market buy the contest sponsor's coin/token and lock it for up for a pre-agreed length of time to help create continuous buy pressure.

Sponsored Contest Entry Fee Distribution



NFT MARKETPLACE

Overview

Our custom built NFT marketplace operates on BSC and allows users to experience the world of non-fungible tokens (NFTs). Seamlessly integrated with our DFSM Fantasy Sports platform's user interface, the marketplace is easily accessible for our users.

Functionality

Users will have the ability to:

- Buy & sell NFTs
- Create, mint & sell their own NFT collection

SPORTSBOOK

Overview

DFSM Inc. acquired the rights and all intellectual property to the Sportsbook from Nobility on July 20,2022.

Planning & development to begin Q1 2023.

PROCEEDS SHARING

Overview

10% of net proceeds from the DFSM Fantasy Sports platform and online store will be distributed amongst qualified \$DFSM holders in the form of \$BUSD. Distributions are automatically transferred to all qualifying holder's addresses during the first week of the subsequent month.

All project wallets are excluded from consideration for proceeds sharing.

Qualify

To be considered a qualified holder, said holder must have a minimum **monthly average balance (MAB)** of 100,000,000 (One-Hundred Million) \$DFSM tokens self-custodied in their private wallet.

Please note: \$DFSM held on exchanges are not self-custodied and will not count towards a holder's minimum required 100,000,000 \$DFSM.

To determine the MAB, we will take a daily snapshot (at random) of all \$DFSM token holder's balances. The average of these daily balances will be the holder's MAB used to determine their \$BUSD distribution for that month. This MAB must be greater than or equal to 100,000,000 \$DFSM.

Please note: Only daily snapshot balances of 100,000,000 \$DFSM or greater qualify. A daily snapshot balance less than 100,000,000 translates to a 0 balance for that day.

Distribution

The amount of \$BUSD each qualified holder will receive is a percentage proportionately based on their MAB (minimum of 100,000,000) compared to the circulating supply of \$DFSM.

PROCEEDS SHARING

Distribution Cont.

Example 1: Qualifies

During the month of July, Lisa holds 150,000,000 \$DFSM in her MetaMask wallet for 25 days.

Lisa's July snapshots:

25 snapshots showing a balance of 150,000,000

6 snapshots showing a balance of 0

When averaged

$((25 \times 150,000,000) + (6 \times 0)) / 31 = 120967741.93548387$

Lisa's MAB is 120,967,741 \$DFSM

Example 2: Does Not Qualify

During the month of July, Mike holds 190,000,000 \$DFSM in his MetaMask wallet for 10 days.

Mike's July snapshots:

10 snapshots showing a balance of 190,000,000

21 snapshots showing a balance of 0

When averaged

$((10 \times 190,000,000) + (21 \times 0)) / 31 = 61290322.58064516$

Mike's MAB is 61,290,322 \$DFSM

PROCEEDS SHARING

Distribution Cont.

Example 1: Payout

500,000 \$BUSD was distributed amongst qualified holders for the month of July.

The circulating supply of \$DFSM at the close of July was 400,000,000,000.

Andy had a MAB of: 100,000,000

Peter had a MAB of: 2,000,000,000

Distribution Amount = (MAB / Circ Supply) x Total \$BUSD

Andy would receive: 125 \$BUSD (0.025%)

Peter would receive: 2,500 \$BUSD (0.5%)

We believe this MAB approach will reward our long term holders and decrease the likelihood of a monthly \$DFSM sell off that a single snapshot might induce.

Disclaimer: Excess \$BUSD will be used to fund platform initiatives such as contests, airdrops and more.

VIP CLUB

Access to the DFSM Inc. VIP Club has been linked to the limited edition NFT collection entitled “The Don” Apes.

VIP Club access is granted to the current owners of “The Don” Apes NFTs.

Previous owners do not retain VIP Club access.

VIP Club members enjoy the following benefits:

- Priority access to beta testing existing and future DFSM Inc. products
- Weekly free contest entries on the DFSM Fantasy Sports platform
- Discounts on merchandise
- Access to unique experiences
- Free entries into DFSM Inc. sponsored giveaways
- More benefits to be added...



“The Don” Apes

Minted Supply: 10

ROADMAP

Updates for Q4 2022 and beyond coming soon.

Q1 2022

- New major athlete partnerships
- CoinGecko & CoinMarketCap listing
- Major influencer deals & global marketing
- Complete audit
- Unveil Daily Fantasy Sports platform design concept
- Additional exchange listings

Q2 2022

- Recruit investors and advisors for Daily Fantasy Sports platform
- Release proceeds sharing details for qualified \$DFSM holders
- Further development of Daily Fantasy Sports platform
- Initial discussions to build on Nobility blockchain
- Nobility partnership announcement
- Launch sports NFT marketplace

Q3 2022

- Release updated roadmap for Q4 2022 and beyond
- Launch Daily Fantasy Sports platform
- High profile marketing events
- Metaverse implementation planning
- Win the Superbowl “aka” continue massive success

PARTNERS

DFSM Inc. is strategically aligned with advisors, athletes, influencers, and more to foster innovation and adoption.

Professional Athletes

- Amari Henderson
- Devin Street
- Brian Walker
- Forrest Griffin
- Cici Bellis
- Marreese Speights
- Damarious Randall
- Darian Street

NobleMafia

On April 24, 2022, DFSM Inc. officially partnered with Nobility to form NobleMafia! This partnership between two of the industry's mega-powers will enable joint efforts on marketing/growth to ensure the highest level of success for both companies.

RoseLux Motors

The official exotic car dealer of DFSM Inc..

EverRise

On August 12, 2022 DFSM Inc. formed a dual-purpose partnership with EverRise. Firstly, EverRise have joined the DFSM Inc. contest sponsorship program to host free contests on the DFSM Fantasy Sports platform. Secondly, the creation of an affiliate partnership which serves to benefit all program members by granting them access to special offers and packages on EverRise products.

TEAM



Dan "The Don" Westphal
Founder



Chris Muniz
Chief Operating Officer



Sevag Sagherian
VP of Operations /
Managing Director



Matt Muniz
Chief Marketing Officer



David Baier
Product Designer



Phip
Community Moderator

THE MAFIA

The name of our project is an homage to the Bills Mafia, the nickname of the diehard fans of the NFL's Buffalo Bills (which just so happens to be my favorite team). "Mafia" in both cases represents the family-like bond between the organization and its patrons (the Bills and their fans; DFSM Inc. and our community).

Our amazing community is our mafia, our family. In this family we look out for one another, support each other, and come together as one in a unified effort to achieve mutual success. Welcoming new members with open arms, our family is growing by the day!

Beginning every fall, it's tradition for our family to get together on Sunday and enjoy one another's company on the DFSM Fantasy Sports platform, where honest competition abounds and good old-fashioned trash talk dominates the discussions.

I hope you'll join us. there's always room for more in this family!

Sincerely,

A handwritten signature in white ink that reads "Dan Westphal". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Dan Westphal
CEO - DFSM Inc.

GLOSSARY

\$BUSD

A stable coin provided by Binance, which is pegged 1:1 to the U.S. dollar.

Binance Smart Chain (BSC)

The Binance Smart Chain (BSC) is a blockchain protocol built by one of the largest centralized exchanges in crypto, Binance, that operates in parallel with the Binance Chain.

Burn

When a token is sent to a dead/inaccessible wallet which makes them unspendable and permanently removes them from circulation.

Custodial Wallet

A custodial wallet is a digital wallet whose private keys are held by the service provider, such as an exchange. You, as the customer, while you can access and spend money on it, you don't have full control of it.

Daily Fantasy Sports (DFS)

Daily Fantasy Sports are a variety of fantasy sports contests that play out over the course of hours or days instead of being over the course of an entire season.

Decentralized Finance (DeFi)

A financial system that's not under the control of banks and other financial institutions.

Liquidity

The liquidity of a cryptocurrency is defined by how easily it can be bought and sold without impacting the overall market price.

GLOSSARY

Metaverse

A metaverse is a digital universe that contains all the aspects of the real world, such as real-time interactions and economies. It offers a unique experience to end-users.

Non-fungible token (NFT)

An NFT is a digital asset that represents real-world objects like art, music, in-game items and videos.

Non-Custodial Wallet

Non-custodial wallets are digital wallets that enable users to take full ownership of their assets.

Reflections

Reflections are rewards paid to holders of a specific token.

Snapshot

A snapshot is the act of capturing the state of a blockchain at a particular moment in time or block height.

Token

A “token” often refers to any cryptocurrency besides Bitcoin and Ethereum.

Tokenomics

Tokenomics explains how tokens are produced via their supply schedule, using a specific set of supply metrics, how tokens are distributed among holders, and the incentives that encourage usage and ownership of tokens.