

DISRUPTING THE HEALTH AND SPORTS INDUSTRY

Unleash the value of verified health and sports data using cutting edge open source blockchain technology



Our Vision: unlock the value of health & sports data

Imagine an incorruptible safeguard for your health and fitness data that seamlessly connects you with all the institutions, companies and people that can help leverage it. BEAT is exactly this: a state-of-the-art blockchain platform that safely keeps your data and allows you to share it with sports sponsors, talent scouts, doctors, insurance companies and many more to unlock the vast potential hidden in your health and fitness data - one heartbeat at a time.



Our Dedication: enable effective health & sports promotion

Over the last 5 years MySports GmbH and its network of strong partners developed a market leading digital ecosystem supporting the management of sport facilities with Magicline 2.0, their interaction with the sportsperson through NoExcuse, their supply chain management with Bedar.de as well the option to outsource administrative and financial services to Eurofit GmbH relieving our clients to coach and motivate their customers to do more sports. Each year we won the Bodyline Award for the best gym management software in Germany. We are the recognized market leader and the fastest growing company in our field. Our partner network includes leading providers in this industry. Developing an open-source blockchain solution which will change the way health and activity data is handled is simply a logical continuation of our mission.

Our Achievements

17 YEARS

Every year for the past 17 years winner of the award for leading gym software in Germany.

3000 CLIENTS

Migration of 3,000 clients to our new Magicline cloud solution. We migrated more clients per month than most software providers in the gym management software field have clients. Market leading functionality, covering the needs of any gym.

B2B SHOP

Successful e-commerce B2B solution with bedar.de to monetize the aggregated demand of the German sports community.



Successful proof on how to monetize administrative and financial services to owners and managers of sports facilities.

Our exceptional Team: 140 dedicated professionals

40 developers, experienced management team and well connected advisors located in the heart of Germany's second largest city of Hamburg.



Kjeld Peters
Chief Technical Officer



Daniel Wischer
Chief Product Officer



Jens Kappe
Chief Visionary Office



Daniel Hanelt
CEO, Investor, Serial Entrepreneur



Thomas Stämpfli
Chairman, Main Investor, Serial Entrepreneur

The Beat Token

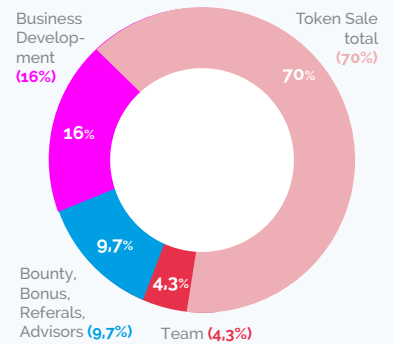
is a utility which gives the owner access to a certain amount of services regarding health and activity data based on the BEAT Blockchain. We also expect it to be used as voucher within our sports ecosystem, giving you access to goods and services as well as to be listed on secondary token exchanges.

Token Sale

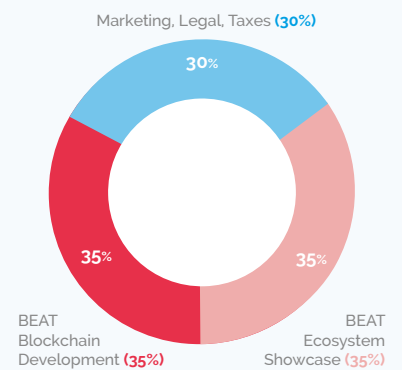
Sale	13/03 - 15/07/2018
1 Token sold at	0.011 EUR
Price increase for 1 Token	+0.001 EUR per week
Final price for 1 Token	0.019 EUR
Tokens created	5,000,000,000
Tokens for Sale	3,500,000,000

Unsold Tokens will be burned after the end of the Token Sale and might lead to a total supply less than 5 billion BEAT Token.

Token Distribution



Sale Proceed Allocation



Sales Participation

You can buy BEAT Token with Ether (ETH) as well as with EUR via SEPA bank transfer.



BEAT Onepager

Legal note: BEAT Tokens are not intended to constitute securities or any other form of capital investment product in any jurisdiction. They do not grant any rights in any company, any dividends, any payment of interest, any profit participation or any other remuneration for the provision of capital or any direct or indirect claim against MySports GmbH. Accordingly, none of the information presented is intended to form the basis for any investment decision, and no specific recommendations are intended. The BEAT Token cannot be purchased by and will not be sold to a person who (i) is a citizen or permanent resident of the Hong Kong SAR, the Peoples Republic of China, Japan, Australia or resident of the Republic of Singapore, Socialist Republic of Vietnam (ii) or is a resident of a country where American embargoes and sanctions are in force, namely Iran, North Korea, Syria, Sudan or (iii) is a U.S. citizen or a permanent resident of the United States, or has a primary residence or domicile in the United States, including Puerto Rico, the U.S. Virgin Islands, and any other possession of the United States. This fact sheet contains only a summary of selected information relating to the BEAT-Token sale and does not include all information that may be important to purchasers of the BEAT-Token. Purchasers of the Beat Token should therefore base their decisions to purchase BEAT-Tokens on a review of the Whitepaper and the BEAT Token Sale Terms available on www.beat.org especially with respect to all disclaimers and risks described in those documents.