

BEASY, a Blockchain-as-a-Service technology company, selects Texture Capital's online marketplace for digital security offering



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Texture Capital Inc., the Institutional Marketplace for Private Capital, today announced that **BEASY**, a startup formed to make the benefits of blockchain easy to achieve throughout the consumer and enterprise value chains, has selected Texture's online marketplace for their digital security offering. Texture Capital will support capital raising and secondary market trading of the BEASY digital tokens, enabling BEASY to reach a broader network of investors and enable potential secondary market liquidity opportunities in the future.

BEASY—a.k.a. Blockchain Made Easy - is a Blockchain-as-a-Service technology company focused on developing blockchain solutions that enable a broader range of stakeholders, from consumer to the enterprise, to participate in the blockchain economy. Significant growth of blockchain adoption is expected, from digital currencies to non-fungible tokens (NFTs), to supply chain management at the global enterprise-level, with the global Blockchain Market expected to grow by US\$ 15.1 Billion by 2024 at a CAGR of 69.3% in the given forecast period¹. However, many organizations continue to face challenges when implementing blockchain at the technical, strategic, and organizational levels. BEASY makes blockchain easy for customers. Through a user-friendly, comprehensive approach, BEASY develops products and services that aim to offer best-in-class pricing, functionality, compliance and customer support.

"The first application of BEASY technology, **AthleteChain**, provides a turnkey business management platform to enable professional and college athletes to create, issue and manage NFTs", said **Richard Johnson**, CEO of Texture Capital. "We believe BEASY is well positioned to benefit from continued growth in NFTs and the blockchain economy overall¹."

"As developers of self-service NFT tools and capabilities for artists and athletes, it makes sense for BEASY to issue equity via Digital Securities", said **Bob Kramich**, CEO of BEASY. "We have been impressed by Texture Capital's expertise, track record, and holistic approach to issuance and secondary trading via blockchain technology which aligns closely with BEASY's commitment to serve creators and their supporters in modern, flexible ways."

[1] <https://www.marketwatch.com/press-release/blockchain-market-report-2021-global-industry-size-competition-trends-and-growth-opportunities-to-2028-2021-07-02>

About Texture Capital

Texture Capital, the institutional marketplace for private capital, is a technology-driven marketplace for institutions and issuers to more efficiently and directly participate in the private markets, improving liquidity, transparency, and access. We leverage blockchain technology and smart contracts to streamline the current market structure for private placements; supporting the primary issuance and secondary trading of digital securities through a regulated broker-dealer and a registered ATS. Please visit <https://texture.capital> for more information and to stay informed of future updates.

About BEASY

Blockchain Made Easy, LLC, dba BEASY, was formed to make the benefits of blockchain easy to achieve throughout the consumer and enterprise value chains. Our initial focus is on the multi-billion-dollar annual North American Sports & Entertainment markets, through the commercialization of a scalable blockchain platform designed to meet the demands of small, mid-sized, and large businesses. BEASY leverages advanced, proprietary blockchain technology to deliver business applications that enable our individual and enterprise customers to curate their complex and fluid professional, philanthropic, and business activities.

Important:

An investment in BEASY is speculative, involves a high degree of risk and that investors must be prepared to bear the economic risk of their investment for an indefinite period of time and be able to withstand a total loss of their investment. BEASY has a limited

operating history, which makes it difficult to predict future operating results. Failure to manage our growth may adversely affect their business or operations. BEASY has a history of losses. Failure to achieve profitability or generate positive cash flow from operations in the near future, may impact their ability to raise additional capital, obtain financing or monetize significant assets. BEASY or its technology may be the subject of cyber-attacks, which may result in security breaches and the loss or theft of assets, which could expose BEASY to liability and reputational harm and could seriously curtail the utilization of BEASY's services or technology and could result in claims against BEASY. BEASY's success will be dependent on its ability to hire, retain or motivate qualified personnel. Blockchain is a new technology and unproven in financial markets. There is no guarantee that tokenization will enable any secondary market liquidity in the future and your investment may remain illiquid.

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Tags

BLOCKCHAIN

NON-FUNGIBLE TOKENS

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BOB KRAMICH

TOKENIZATION