



**C O N O**<sup>TM</sup>  
A Blockchain MINT Evolution<sup>TM</sup>



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## INTRODUCTION AND Team

### INTRODUCTION

Media giants once controlled the name, image and likeness of media and athletic stars, but today these stars control their proprietary media allowing new revenue and increased opportunities via the blockchain.

The blockchain is dismantling the barriers, setting new standards and opening new sales distribution channels. In addition, it is protecting the brand, entertainer or athlete's name, image, likeness by adding a new layer of security by allowing the creator to mint their projects into NFTS.

### TEAM

CONO Corporation (CONO) is the legacy venture of Anthony Loiacono who has executed numerous projects for Fortune 500 innovation labs such as Connected Athlete with Jermaine O'Neal for Verizon, Shaq SST with Ford, and initiating the first E-Commerce Metaverse at the 99<sup>th</sup> National Retailers Convention in 2010 with Cisco Systems and Equifax.

Mr. Loiacono has been involved in projects for Ford Motor Company, Carnation, Nabisco, Major League Baseball, National Basketball Association, Mattel, Universal Pictures, Universal Studios, MCA Universal Home Video, Disney, Ashton-Tate, etc. Mr. Loiacono was also credited with the NHL, NFL, NBA license and player agreements with Michael Jordan, Joe Montana, Wayne Gretzky, Shaq and more. His efforts helped increase revenues of The Upper Deck Company from under \$14 million to more than \$300 million annually.

The CONO team that will lead the venture are experts who specialize in blockchain, IOT solutions with history of successful implementations with Loiacono for Ford, Amazon, Cisco, Verizon, Vodafone, and many more. The team brings on rising stars in strategy, operational excellence, marketing, investor relations, athlete relations, project management and systems implementation.

The advisor team at launch includes the former CMO of Walmart, Head of Sports and Media for Cisco Systems, A Grammy Award Winning Musician, Social Influencers and Industry experts in the collectable industry and much more.