

WHITE PAPER – FITCASH (FTH)

ABOUT US

The history of Fitcash begins on January 8, 2018. Based on the studies focused on identifying possible gaps in the market, it was noted the need to fill in the sports sector, given the poor quality and mismanagement of tokens in this area, we believe that the Ethereum tokens (ERC20) would be for a beginning to ideal network for Fitcash due to the safety and quality of the network. After the selection of the network, the data was compiled, having as principles the pillars of the currency, the supply chain and the segment that would be destined. It was aimed at supplying the immense underutilized potentialities within the national and international sports market that emerged at FITCASH (FTH). It is aimed at payments in the sports segment, and may also be used by other agents such as sports clubs (athlete transactions, sponsorship payment and other financial demands), academies and companies that work in the field (supplements, sports equipment and etc).



CRYPTOCURRENCY

Cryptocurrency are financial assets, having as the principal name of pioneer Bitcoin (BTC). Altcoins are all other cryptocurrency that have the primary characteristics of Bitcoin, as the main aspects the emission limitation, decentralized control and market-priced, where transactions are recorded and confirmed in thousands of computers worldwide by miners. Crypto has been accompanied by all financial agents, but many decide to stay parallel to the market due to the current application of the tokens to the speculative sector, which makes it highly volatile and increasing scratches.

PRE-ICO

Pre-ICO is the pre-sale of the tokens of a given currency having various purposes, however the main ones are the collection to finance the project in more depth or as an early discount of the sale to the main enthusiasts in the beginnings of a currency, leading to the everyday, would be like the social capital of agents outside the company or private investment. In the FITCASH currency data were collected for the planning of the PRE-ICO, and with the compilation made, 50 million tokens were available for sale at a price below the expectations of the price-to-market equilibrium.

ICO (Initial Coin Offering)

ICO today would be the same as the IPO for the classical financial market, being used for the open sale of tokens to the world market. It tends to have value below the expectation in market price and the value greater than the one offered in the previous one. When questioning the agents of the market, several curiosities about the currency appeared, such as:

What are your principles?

Why create another coin? Is there not enough on the market?

And in sport what will be its impact?

After an extensive list of questions

As these, the team sought to meet those demands along with the others who would arrive and stipulated goals to be beaten. Which was? Determine the number of units to be sold (three hundred and fifty million units with a supply of four hundred million units, with the remainder for negotiations with the exchanges and payment to the developers) and the initiation of partnerships to start in the expansion of FITCASH throughout the world.

CRYPTOCURRENCY AGE

In today's world there are several digital coins coming up with their purpose, but why invest in digital coins? After much research, we can say that by the practicality and security many convenience and comfort in paying for a service or product with the coins. Seeing this opportunity appear, several different specific projects were built for the improvement of society exchanges of crypto-currencies operate on an intermittent basis, which differs from the stock exchanges around the world, issuing purchase and sales transactions of the coins at all times. Crypto-coins come with the goal of making people's lives more practical and secure in the financial arena, so they can worry about more relevant issues, such as privacy. And thinking about it, the developers of FITCASH focused on supplying the long-forgotten demand, which would be in the sports field, focusing on sports clubs (athlete transactions, sponsorship payment and other sports financial demands), academies (with their demands companies) and companies operating in the field (supplements, equipment sports, etc.) with the objective of facilitating the crypto-coins for the sports sector.

BLOCKCHAIN

A blockchain (also known as "the protocol of trust") is a technology aimed at decentralization as a security measure. They are distributed and shared records and data bases that have the function of creating a global index for all the transactions that occur in a given market. It functions as a reason book, only in a public, shared and universal way, which creates consensus and trust in direct communication between two parties, that is, without the intermediary of third parties. It is constantly growing as new complete blocks are added to it by a new set of registers. Blocks are added to Blockchain in a linear and chronological way. At each node, any computer that is connected to this network has the task of validating and passing transactions, thus obtaining a copy of Blockchain after joining the network. The network has complete information about addresses and balances directly from the genesis block to the most recently completed block.

FITCASH (FTH)

FITCASH is a criptomoneda (fintech) focused on the sports market, seeking to implement technological advances from the academies: Facilitating the payment format, expansion of presentation of discounts and promotions, sports supplements, energy and all food consumption for athletes and sports enthusiasts (we also think of e-sports) to the implementation in the means of payment of sports materials. Aiming at the future, FITCASH aims to attract new sports fans and, at the same time, add together other digital coin projects for the growth of technology in the world. With all this in mind, the pillars of the coins are to generate more amenities in the purchases and the obtaining of materials and supplements of other countries. While not forgetting the tuition payments in the academies fomenting the economy of the country.

SUPPLY CHAIN

Name: FITCASH (FTH)

Developed in ERC-20 by the platform Minereum
(Minereum Smart Contract Deployment) developer
of tokens in the Ethereum ERC-20 and ERC-23 script

TECHNICAL DATA

Name: Fitcash

Total Supply: 400000000

Decimals: 18

Symbol: FTH

Not mineral

Contract validated on Ethereum platform:
0xb414f8ec2d14c64f37b1559cbe43746284514596



IMPLEMENTATION IN COMPANIES

As a form of payment for services and products the company can enjoy the security and convenience that the currency provides. In this way, it is incorporated as an attraction for marketing to generate access to stores and can positively impact sales. With the new era of digital currencies and their security and practicality and realizing debts, many companies in the world already accept as payment. And FITCASH has been innovating in the sports segment in transmitting this channel from the company to the consumer, promoting the market, not counting the currency's disclosure to the users about the companies accredited and allowed directly by the currency team to use the currency as form of payment.

ERC-20

It is a technical standard used for smart contracts in the Ethereum blockchain to implement tokens. ERC stands for Ethereum Request for Comment and 20 is the number that was assigned to this request. The clear majority of the tokens emitted in the block of Ethereum is compatible with the ERC-20. [1] As of 26-07-2018, a total of more than 1,000 ERC-20 compatible tokens are found in the main Ethereum network, according to Etherscan.io. ERC-20 defines a common list of rules for Ethereum tokens to follow within the larger Ethereum ecosystem, allowing developers to accurately predict the interaction between tokens. These rules include how tokens are transferred between addresses and how the data within each token is accessed.

SMART CONTRACTS

Smart Contract is an auto-executable computer protocol, made to facilitate and enhance the negotiation or performance of a contract, providing reliability in online transactions. With the main objective of allowing unknown people to do business with one another, over the internet without the need to central authority. In order to be considered a smart contract, the transaction must involve more than a simple transfer of virtual currency between two people (such as a payment transfer, for example), it must involve two or more parties (like any contract), and the implementation of the contract should not require direct human involvement from the moment this is signed. Instead of being written in a legal language paper, they are implemented in a programming language and run on a computer. In this protocol, strict rules and consequences are defined, in the same way as a legal document, stating the obligations, benefits and penalties of those involved. In addition, unlike a traditional contract, a smart contract is able to obtain information, process it and take appropriate action in accordance with the rules of the contract. Most businesses need some element of trust, such as when making an online purchase, the customer trusts that the store will ship the product after making the payment. In turn, most businesses need some element of trust, such as when making an online purchase, the customer trusts that the establishment will send the product after making the payment. In turn, the owner of the establishment is confident that, after shipping the product, the customer's credit that was used to purchase the product will not be reversed, so that the customer does not take the product for free. This kind of scenario happens routinely, and has been solved so far through the transaction through large institutions in which both parties trust (Ethereum and Fitcash). Therefore, by addressing the problem of trust without the need for an intermediary, smart contracts can reduce transaction costs and consumer prices, besides increasing the

freedom for businesses to be managed way that the people involved in the process want.

WALLET

Ethereum and ETH Tokens The Ethereum (ETH) is one of the leading crypto-coins in the world. The currency that has risen more than 3000% in 2017 alone, is a recurring presence as the second largest marketcap currency on the market. As if the enormous appreciation was not enough, the currency also has an innovative proposal: to be a launching platform for other crypto-coins, through the so-called smart contracts, which brings the need for a wallet that is capable of storing all these tokens safely and conveniently. Portfolio for Ethereum and tokens one of the top portfolios for ETH is MyEtherWallet, also known as MEW. It is a wallet with several advantages: it is a paper wallet, hardware wallet and other forms of secure storage, which provides more security for the user, and also enables the storage of ERC-20 tokens such as Fitcash. The MEW works similarly to the Nano S, a physical portfolio made by Ledger. It is a device in which can be made the storage of several different currencies, giving the bearer more security and the practicality of having all their currencies in one place only, without risk of losses. The same is true for MEW and its ability to store multiple tokens, as well as ETH and FITCASH. To create a MEW, simply go to the MyEtherWallet.com website and click on "New Wallet" and follow the required steps. At the end of the process, the site will generate a PDF with the wallet, which must be printed and stored in a safe place, as it contains the private key printed on the file. In addition, a UTC file will also be provided for download, which, along with the user-created password, will serve to access the wallet faster. You can access without this file, but you will then need to enter all the characters of the private key. So keep the file in a safe place on your computer - and never store your private key with it! MEW allows to transfer tokens quickly and securely. It has a very user-friendly interface, a smooth operation, does not leave the user at the mercy of some trusted third party and serves as a hub for all ETH network tokens. It is therefore an excellent option for those looking for safety and a good value for money. Also located

for mobile phones that accept ERC-20 tokens in the

Play Store or Apple Store.

LEGACY

The mission of the FITCASH currency is to be able to add life and the use of means of payment in the sports sector, facilitating and streamlining, always accompanied by the demanded security of a financial agent holding third-party capital, seeking individual leverage in the social life of agents, for this fact we seek to deliver to all, the best means of payment possible.

INTUITION

The FITCASH team values the healthy life and fitness of the sport for all regardless of social class or financial conditions. Therefore it is hoped to help in the formation of better people and reducing the sedentarism in the world. With the creation of the currency in 2018, Fitcash intends to hold 70% of the means of cryptographic payments in the sports sector.

SPORTS MARKETING

The marketing that is being adopted by the currency is to provide a new payment method in the sports areas. Great brands throughout history are enjoying this tool in the goal of achieving good numbers for companies that sponsor teams or athletes. The biggest beneficiary of this, without doubt, is the population. It is thinking of this tool that the brand FITCASH intends to extract the maximum of efficiency and effectiveness, being able to boost the growth of high performance athletes or teams.

SPORTS TRANSFER

One of the key uses of Crypto-coins is to avoid high exchange rates in international transactions, Fitcash wants to ease the costs of these transactions in order to speed up negotiations and cut unnecessary spending for clubs and agents.

REVIEW SWOT

SWOT analysis is done with studies on top of data surveys crucial for the project to move forward and ever-increasing:

- Strengths

The strength of the FITCASH is generated by the demand in the sport that is not supplied, and seeing this gap was developed the currency to facilitate the questions of payments.

- Weakness

It is understood as a weakness the fear of certain people in digital currency by the lack of knowledge in the area and (or) the contentment with the magnetic cards and of the traditional fiduciary coins printed without the due desire of changes and by the great number of projects existing in the Marketplace.

- Opportunities

It is seen as a great opportunity for enthusiasts and investors, for the following fact that the currency is new to the market and comes with a limited amount of units, being well grounded and solid.

- Threats

The threats lie in the swings and acceptances of the currencies in the market, and the large number of projects that may interfere somewhat in the development of sales and the project itself. It adds to such factors the lack of knowledge of the people on the subject.



FINAL CONSIDERATIONS

The FITCASH project was carried out with a team of four developers who sought information for the solidification of the currency, making a currency 100% developed in BRAZIL and tireless meetings until the generation of TOKENS in the base ETHEREUM (ERC20) with a very different and innovative purpose. In order to foment the sports market, bringing an alternative of fundraising for athletes and help in the form of payments in the sports area. The currency comes with new ideals, starting in the new era of digitization with even the participation of digital coins worth more than physical currencies. It has its negative points for being a new and highly speculative market. It is growing with each passing day, more investors and enthusiasts are joining in this new era and FITCASH has been generating opportunities for people to opt for payments or investments with the sales of currencies in appreciation.

DEVELOPERS

- ***Matheus Ferreira***

CEO and co-creator of Fitcash.

Previously, he served as an investment analyst at Fintechs and Blockchain startups for anonymous investors, while also operating as a crypto-currency trader. His formation is being done in the course of Economics in the main college of Brazil, named as Federal University of Rio de Janeiro (UFRJ).

- ***Tiago Cavazin***

COO and Co-creator of Fitcash.

He previously served as an investment analyst at fintechs and startups Blockchain was fully involved in philanthropic projects focused on technology. Studying Administration at UNIR and carries diverse experiences of human relations.

- ***Miquéias Gama***

CTO and Co-creator of Fitcash.

Previously he acted as a developer of private intelligent contracts as the main use of Ethereum contracts, he has training in systems analysis and development by Unopar, confirming his academic and professional excellence.

- ***Dhionathan Nogueira***

CMO and Co-creator of Fitcash.

He has great experience in the design and marketing sector in several areas focused in Brazil, when he was enthusiastic about the crypto-coins market, he was part of the team, having as our flagship our logo and our marketing strategy.

FITCASH CONTACTS

- **official site**

WWW.FITCASH.CO

- **Instagram**

www.instagram.com/fitcashoficial/

- **Twitter**

[HTTP://TWITTER.COM/FITCASHOFICIAL](http://TWITTER.COM/FITCASHOFICIAL)

- **Git**Hub****

[HTTPS://GITHUB.COM/FITCASH](https://GITHUB.COM/FITCASH)

- **Reddit**

<https://www.reddit.com/user/FITCASH/>

- **Bitcointalks**

<https://bitcointalk.org/index.php?topic=4962304.0>

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