



# **Connecting People Through Reward-Based Communities on Blockchain**

## **Whitepaper**

Version 4.2

# Table of Contents

<b>Background</b>	<b>3</b>
<b>KICK – A Smart Token Based on Bancor Protocols</b>	<b>4</b>
Application of KICK Tokens and KickCity protocols in Events Industry	5
<b>Value Communities &amp; Networks</b>	<b>9</b>
<b>Road Map &amp; Adoption Plan</b>	<b>10</b>
Already Existing Product	11
Artificial Intelligence	11
The App	12
Web	13
<b>The Development Team</b>	<b>14</b>
Ambassadors	14
Advisory Board	14
<b>Budget Allocation</b>	<b>15</b>
<b>Token Crowdsale (1.00 USD = 10 KICK)</b>	<b>17</b>
Token Launch Summary	17
Token Sale Terms	18

# Background

The First generation of internet (“Internet of data”) allowed for creations of user-generated contents. For the past 20 years, the internet has successfully turned the world into a global village where information can easily be exchanged. “Internet of Value” – the **next massive evolution** of the internet is expected to be brought about by a combination of different technologies, of which the Blockchain will be a key pillar. The Internet of Value, or Value Web for short, allows machines to trade with machines and people with people, anywhere on this planet in real-time and free of charge.

The number of people joining Blockchain communities is increasing in geometric progression. We are looking at a future where **everyone will be on Blockchain**. Hence there is need to create Blockchain **value communities** that will allow for exchange of information and value simultaneously – basically, a better Facebook but on Blockchain with reward for its users. For the next few years, KickCity has concrete plans to achieve this. We have broken the process into 2 major stages. The first stage is 70% complete and already generating revenue.

## 1. A community-based Event Platform on Blockchain

Everyone attends events. We intend to use Events as point of entry into building Blockchain communities. By Focusing on Blockchain events, we intend to growth hack value communities. The Platform will be used for decentralized & transparent P2P event marketing and will accept FIAT, certain ERC20 tokens and Bitcoins for ticket purchase.

## 2. Value Communities

KickCity will allow for the development of a platform for Blockchain communities. It will be like a synthesis of Facebook and Slack on Blockchain. Chat or Community creators get rewarded for their contents and users pay for the value they receive using smart tokens. The platform will be for all Blockchain related communications – chats, groups etc.

# **KICK – A Smart Token Based on the Bancor Protocols**

KICK-tokens are smart standard ERC20 tokens which implement Bancor protocols, providing asynchronous price-discovery while maintaining continuous liquidity by using constant ratios of reserve tokens (BNT) held through smart contracts, acting as automated market makers. Kick tokens will equally be traded on the exchanges.

## **Benefits of Smart Tokens:**

- Continuous Liquidity – since purchasing and liquidating is done through the smart contract, smart tokens are always liquid, irrespective of their trading volume;
- No Extra Fees – the only mandatory fees applied by a smart token are the Blockchain platform fees (gas) which are relatively low;
- No Spread – since the price calculation is done algorithmically by the smart token, the same price applies for purchasing and liquidating the smart tokens;
- Lower Volatility.

# **Application of KICK Tokens and KickCity protocols in Events Industry**

## **Payment Solution & Ticket Purchase using ERC20 tokens**

Ethereum Smart contracts will be utilized for safe ticket transactions between the organizer and the buyer. The need for credit card processing and its huge commission will be eliminated, which will lead to a drop in the cost of tickets. Large amount of transactions will be processed with IPFS (a p2p hypermedia protocol) by placing immutable, permanent IPFS links into the Blockchain transactions<sup>1</sup>.

**KickCity** currently supports ticket purchase using FIAT & Bitcoins. In the next few months, we will support KICK, Ethereum and other ERC20 tokens. By utilizing Shapeshift API, we can momentarily convert ERC20 tokens to Bitcoin and offer the event organizer FIAT or Bitcoin. Ticket price is denominated in FIAT currency and is converted to its equivalent in cryptocurrency at the time of the purchase.

## **Decentralized P2P Event Marketing & Promotion**

KickCity protocols will allow for Reward-based Event marketing. Traditional event marketing with CPC model has failed as the conversion rate is very low. Centralized companies like Facebook and search engines make

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<sup>1</sup> <https://ipfs.io>

money off users' data. KickCity P2P protocol will use smart contracts to distribute reward among users based on their promotional power.

### What is KICK?


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A decentralized, transparent and reward-based event promotion asset. A cryptocurrency for the events industry.

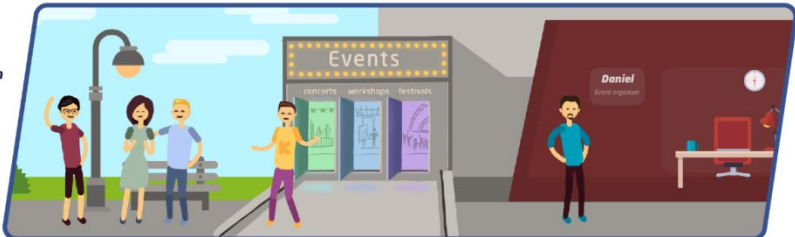
### Blockchain Technology

Smart contract on Ethereum will allow for the development and enforcement of KickCity protocols. Proof-of-Stake protocols will be the base for the algorithms.

### Features KICK:



1. Ticket Payment Solution for events on blockchain
2. P2P reward-based marketing for events
3. API White Label Integration with other event platforms for fast adoption

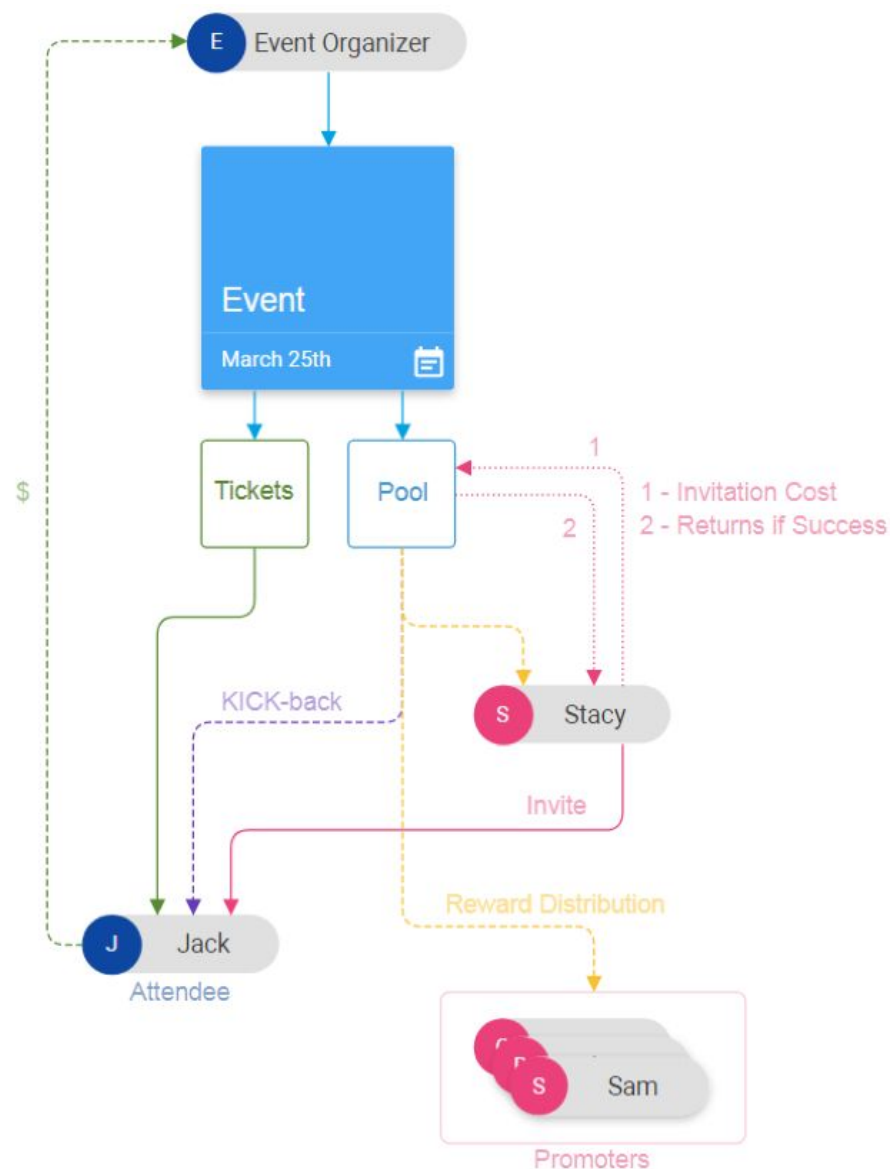


## Use-case:

Event organizer Stacy creates an event 'A' with ticket cost as \$100 and \$250 per seat. She has the option to buy **KICK** from the exchange market or use 10% of her total ticket sales to run a transparent and effective event promotion campaign if she does not have **KICK**. Users on the platform see her event with **a specified number of coins** and are motivated to promote it. They can invite their friends within the platform to the event or use unique links to promote the event outside the platform. Once a ticket is bought, the system automatically allocates KICKs to the person or a group of people responsible for the sale or event registration. Smart contract helps enforce fair distribution of rewards based on user contribution. Attendees who buy tickets, receive rewards for buying on the platform (**Kickback**). For every promotional campaign, 10% of the total available KICKs is reserved and shared among users who bought tickets. This will encourage people to buy more tickets on KickCity and ensure the use of **KICK**. Once the tickets are sold out, the remaining

90% are distributed among users who contributed promotion of the event.

Below is a representation of the token flow during event promotion, It is very important to note that users can use FIAT, Ethereum, Bitcoin, Waves and KICK to pay for events. Kick tokens will be used for effective event marketing.



## White Label and Network Token

In order to facilitate quick expansion and easy adoption, we will offer white label API technology for **KICK** integration to other event platforms. We are looking at a future where **KICK** is the universal event token. Kick will serve as a common reserve (network token) for other event platforms. The increase in demand of other tokens (on other event platforms i.e Ticketmaster) drives up the price of the network token (KICK). Kick will serve as a “**token for tokens**”, making all the smart tokens in the event industry inter-changeable.

## Event Crowdfunding

KICK smart tokens will allow for event crowdfunding. For example, an organizer can receive funds for hosting and organizing an event while users that contributed can attend his/her event using the issued tokens.



# Value Communities & Networks

There is a need for a platform where users can get any information they need about Blockchain and cryptocurrencies while those providing the information get rewarded. Basically, a value-based Facebook + Slack on Blockchain for the crypto community. A tokenized version of Chinese small circle app<sup>2</sup>.

A value Network is a set of connections between individuals interacting with each other to benefit the entire group. A value network allows members to buy and sell products as well as share information. The nodes in a value network represent people. Smart contracts on Ethereum will allow for the exchange of value in communities. KickCity will allow for the development of Blockchain based social infrastructure that will give people the power to build a global community that works for everyone.

Blockchain-based communities will be the future for social interactions of trust. Most social networks are filled with fake information, making it unreal to form trust communities. KickCity will allow for the development of Blockchain-based communities for exchange of value, trust and information. KickCity users can join any open community or can be invited to join a private one. Any user can create groups, chats or communities.

To join, the user will have to pay a fee, defined by the community creator as he/she is the one who creates contents: i.e. an experienced trader

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<sup>2</sup> <http://blog.xiaomiquan.com/?p=124>

sharing his experience or trade secrets. 2% of every transaction in the communities goes to the reserve, thereby facilitating the growth of KICK.

KickCity will strengthen online Blockchain communities and bring about more offline community-connections via events. Communities can have sub-communities.

# Road Map & Adoption Plan

## Pre 1.0 KickCity – Community-Focused Social Event Platform

**KickCity** has web, native iOS & Android Event Platforms . We are already working in some major cities and generating revenue.

### 1.0 KICK– development

We plan to complete the development and integration of **KICK** this year. (Alpha)

### 2.0 KICK – Initial market Q4 2017 - Q1 2018

**KICK** will be available for use in the Blockchain community. Within the past year the Blockchain community has witnessed over 2000 events (free & paid) with more than 350.000 participants. Strategically, we will introduce and focus on the Blockchain events while gradually introducing them to the communities. All data will be on the same Blockchain.

### 3.0 KICK – expansion

From Q3 2018, we will launch massive marketing, targeting non-blockchain users. We will introduce them to the communities and help everyone have Ethereum-based wallets.

## **Already Existing Product**

**KickCity** – built a community-based social event platform for event organizers and attendees. For the past year, 'KickCity, Inc.' has focused on building community around events, providing event organizers with tools to create, promote and monetize their events. Every user has a profile and one can invite friends to events and enjoy personalized content.

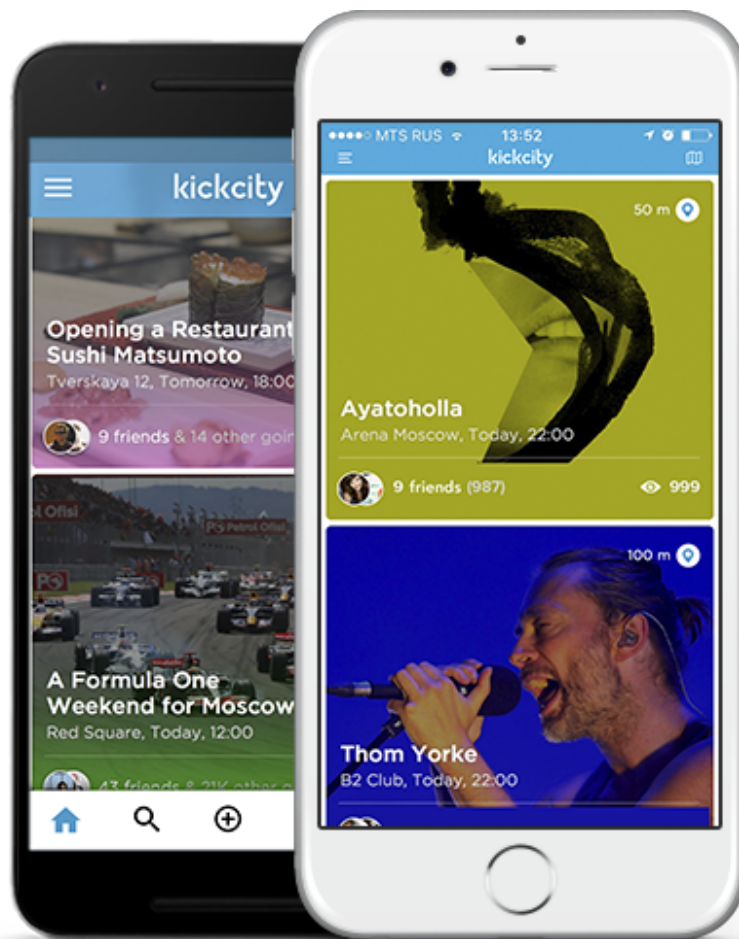
**KickCity** currently works in 5 cities: Houston (USA), Moscow, Saint Petersburg (Russia), Helsinki (Finland) and we are launching in Paris (France) and Dubai (UAE) soon.

## **Artificial Intelligence**

KickCity adopted artificial intelligence (AI) algorithm to show personalized content for users. **We have achieved 92% accuracy on recommendation** by building social graph of users on our platform and their activities on other social networks.

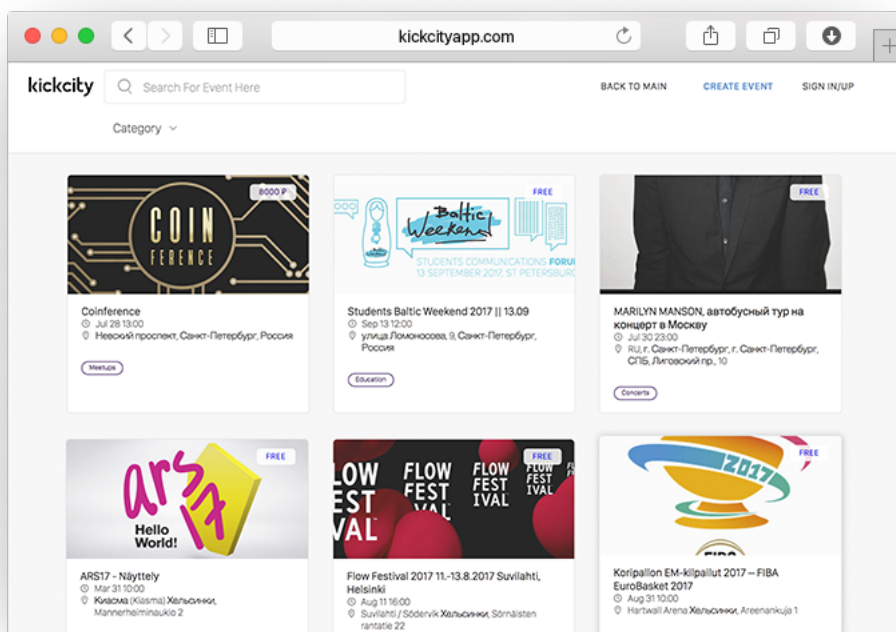
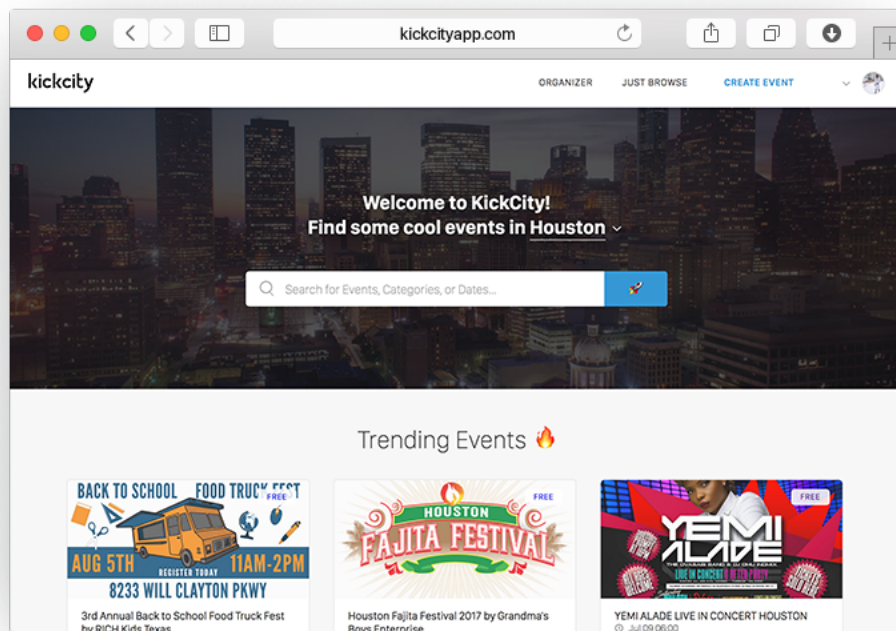
## The App

- <https://play.google.com/store/apps/details?id=com.kickcityapp.kickcity&hl>
- <https://itunes.apple.com/app/kickcity-all-events-with-friends/id1124097475?l=en&mt=8>



# Web

<https://kickcity.io>



# The Development Team

**KickCity** is an innovative company with highly inspired and experienced developers who have worked in big IT companies like Google, Facebook, Yandex and Mail Group. Our development team is based in Russia. We recently won a Blockchain hackathon organized by 'LUXSOFT'.

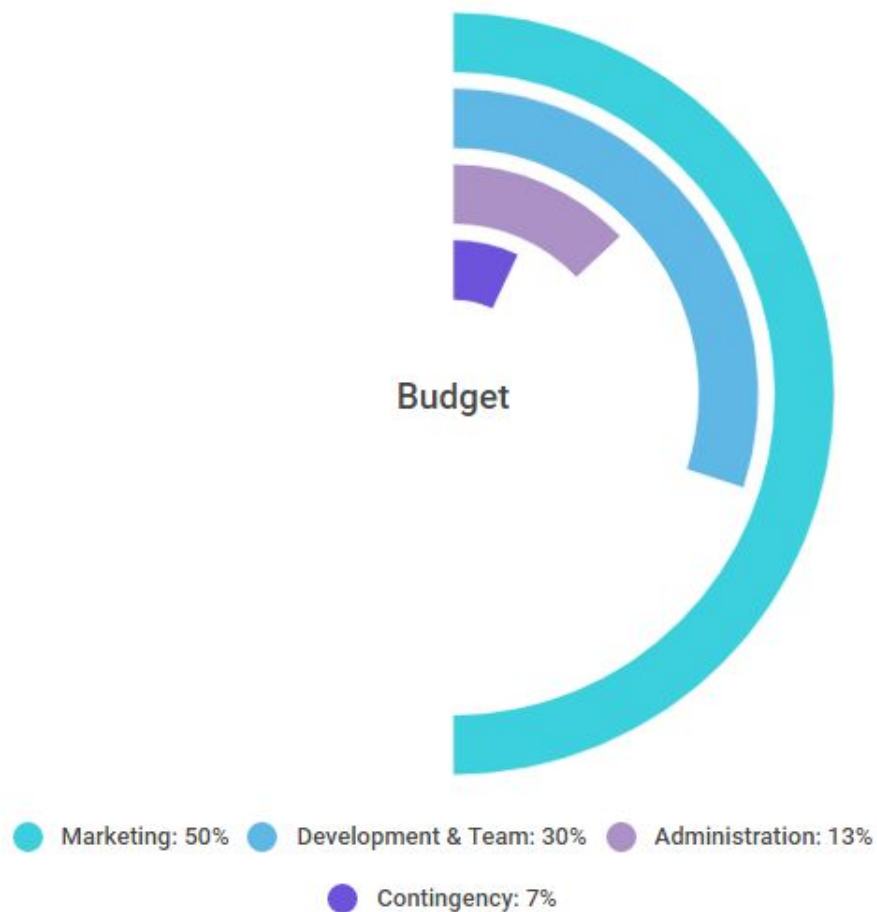
## Ambassadors

We have carefully selected **KICK** ambassadors based on their popularity, relevance and influence in the event and Blockchain industry. Ambassadors will help lead for the mass adoption of **KICK**.

## Advisory Board

We are lucky to have a great advisory board that consist of celebrities, Blockchain and event industry professionals. We are currently talking with more great advisors and will keep updating the list on the website.

# Budget Allocation



## Development & Team: 30% of the budget

The team consists of 10 developers and we intend to increase the development and marketing team in order to achieve great and quicker results. We are already conducting interviews and selecting the best from the best.



**Administration: 13% of the budget**

All administrative costs which includes and does not limit to legal, security, accounting, office costs.

**Marketing: 50% of the budget**

Our goal is to bring cryptocurrency to everyone on earth. That is why half of the budget is focused on marketing. We already have top marketers on our waiting list and as ambassadors. We will create many viral marketing campaigns.

**Contingency: 7% of the budget**

We need to be ready for unforeseen costs. Excess will be directed back to marketing or to buying back tokens from the market.

# Token Crowdsale (1 ETH = 3000 KICK)

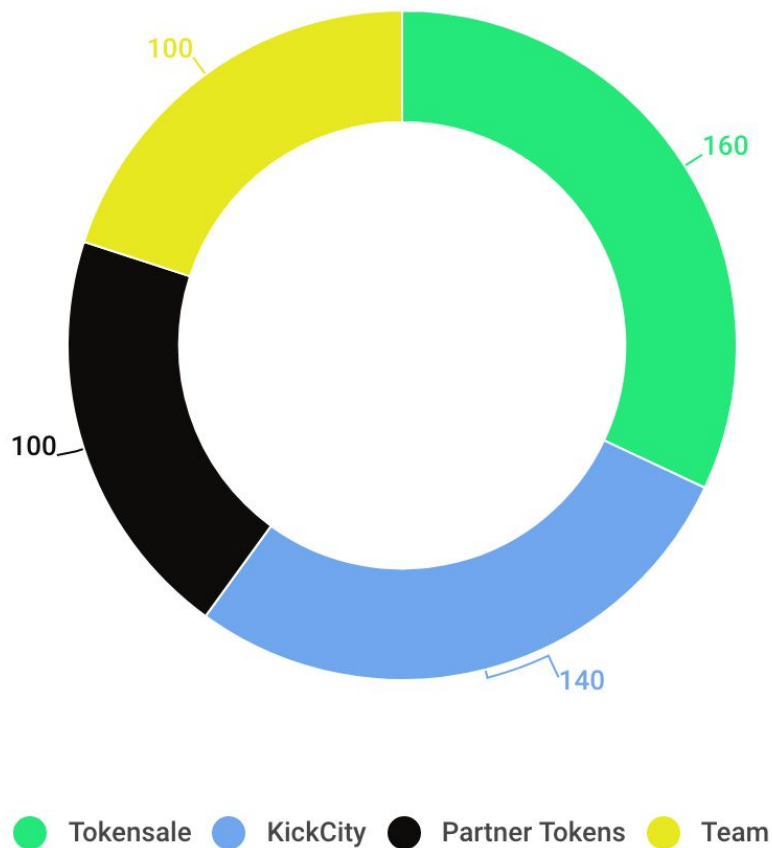
- Pre-Sale Hard Cap: 1 Million USD;
- The Pre-Sale on 4th October 2017;
- 40% Pre-Sale Bonus;
- Minimum investment = \$1;

From 16th August till 31st October, we will be giving out 400.000 KICK as Kickbacks to people who attend certain Blockchain events hosted on our platform across the globe. This will put KICK tokens in the hand of Blockchain community members for quick circulation.

## Token Launch Summary

- Target: USD 12.5 Million;
- Launch date: October 4th, 2017 (the exact date will be announced);
- Token launch time-frame: 30 days;
- 1 ETH = 3000 KICK;
- 160 million smart tokens will be available for crowdsale;
- We will accept: Bitcoin and Ether.

## Token Sale Terms



- 500 Million KICK Tokens will be created;
- Hard cap remains fixed at 12.5 Million USD;
- 160 Million KICK tokens will be sold during crowd sale and all unsold tokens will be destroyed;
- 100 Million tokens will be allocated to the current and future KickCity team members. 70% of this amount will be vested for a maximum period of 4 years;

- Partner Tokens — 100 Million. Partner Tokens include: bounty & marketing, advisors, traditional angel investors (who invested in KickCity 2 years ago). 30% of the partner tokens will be vested;
- 140 Million tokens will be retained by KickCity.

It is very important to note that 2% of every transaction in the value communities will be used to buy back KICK tokens thereby driving its **value up**.

The percentage distribution of KICK tokens MIGHT change following forecasting on the Wings platform. Forecasting on the Wings platform will last for a period of 2 weeks and will end before the crowdsale.